



**TRAVEL
OREGON**

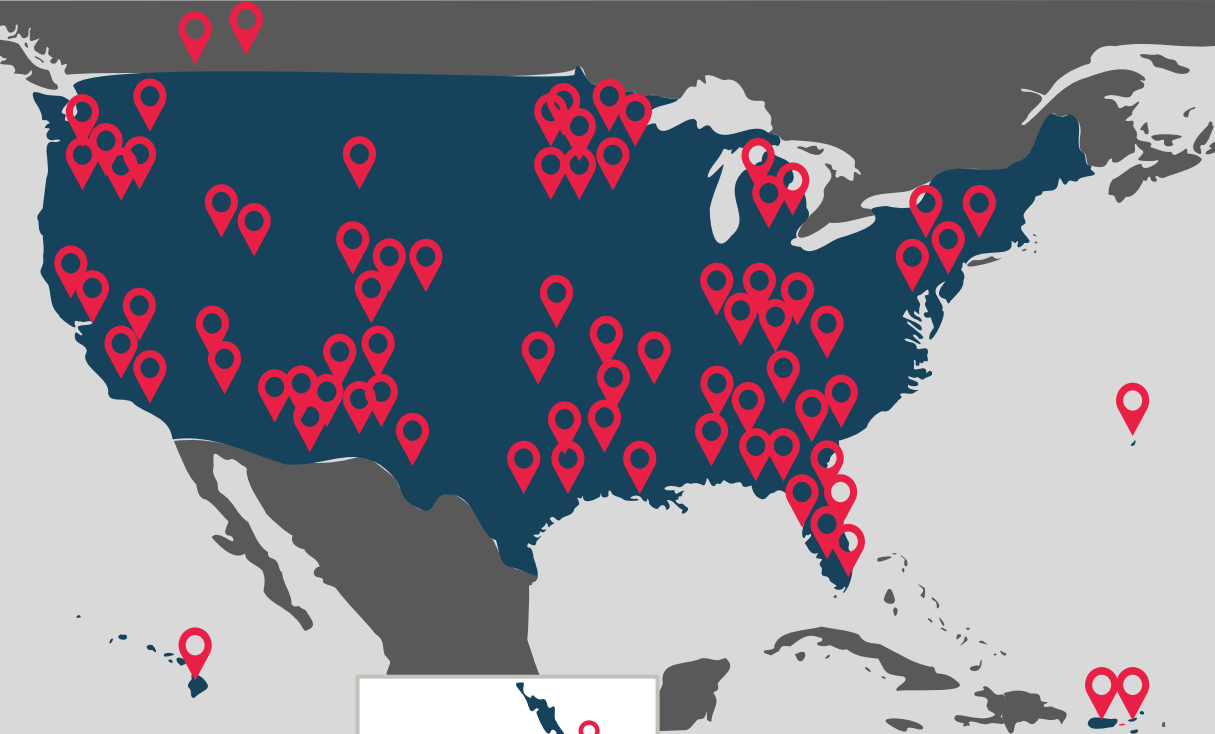
Travel Oregon

GOOGLE BUSINESS PROFILE FUNDAMENTALS

Miles is a **strategic marketing company** focused exclusively on travel and tourism.

We've worked with hundreds of destinations and hospitality businesses around the world to create forward-thinking content marketing solutions.





300+

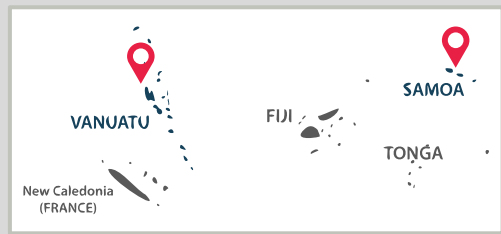
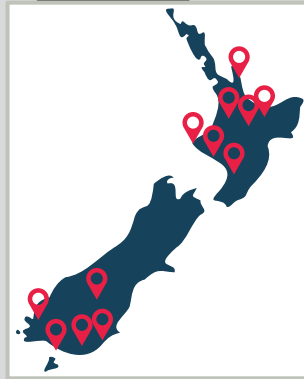
Destinations have participated in some version of our program

150,000+

Businesses and POI have been audited and analyzed

8,000+

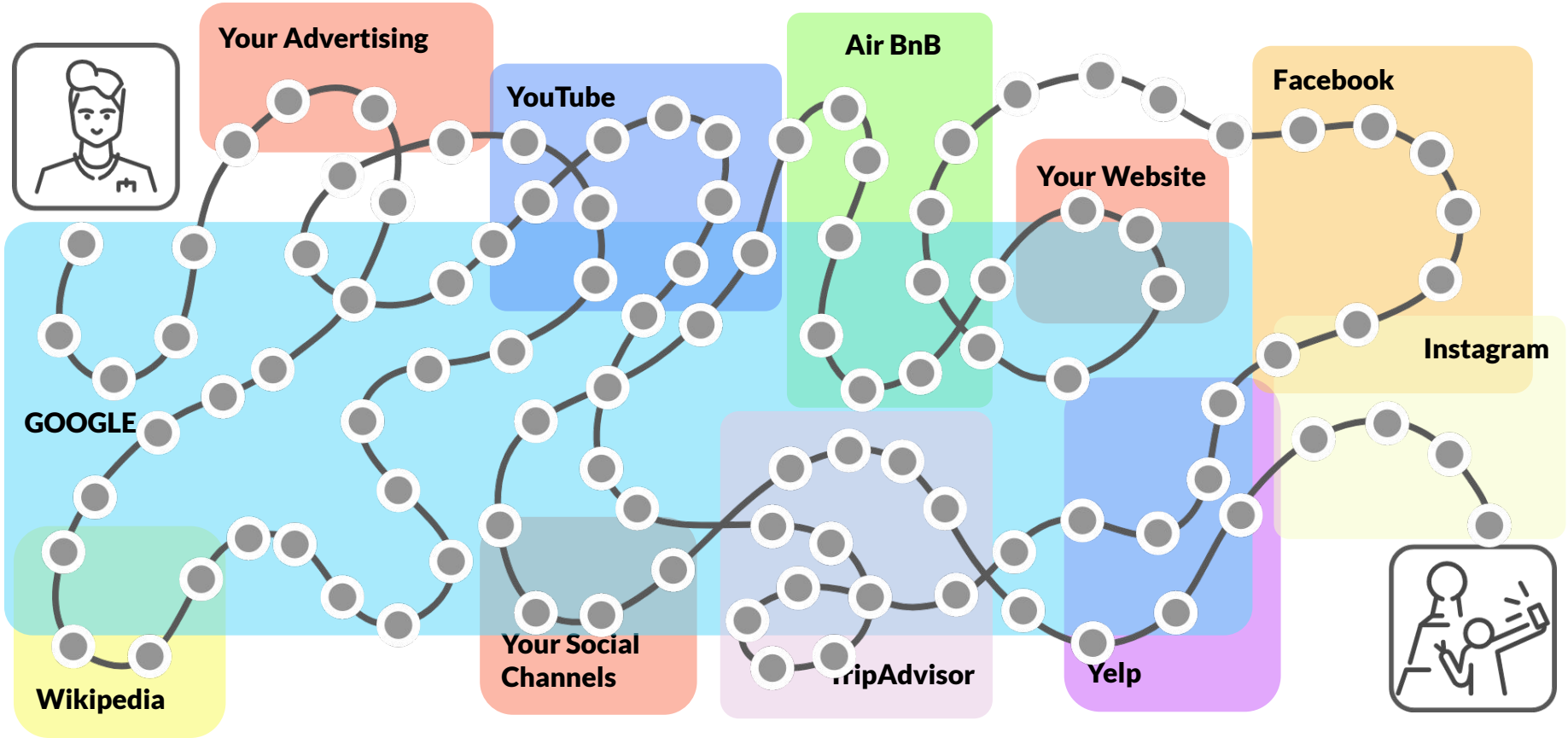
Business owners and managers received in-person or virtual training



Google Business Profiles

Why Is This Important?

Meet Your Customer WHERE THEY ARE



Where Will You Make Your First Impression



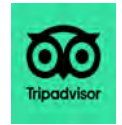
Google

Connects 4 billion consumers to businesses monthly



Apple Maps

Default mapping app for EVERY Apple device



TripAdvisor

#1 Travel & Tourism site in the US by traffic



Bing

Default search engine on Windows



Yelp

More than 178 million users check reviews monthly

Your Google Business Profile is
the **single most significant**
source of organic exposure for
your business online.



Today's search results are:

60%+

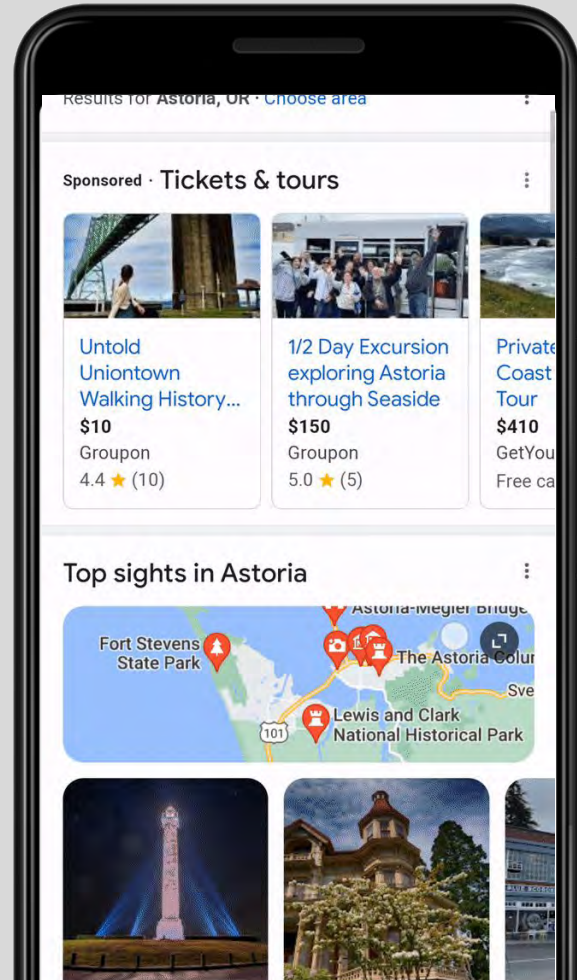
on mobile devices

More Visual

photo & video focused

More Connected

to bookings & reservations



Wait... what's a Business Profile?

About 7,600,000 results (0.54 seconds)

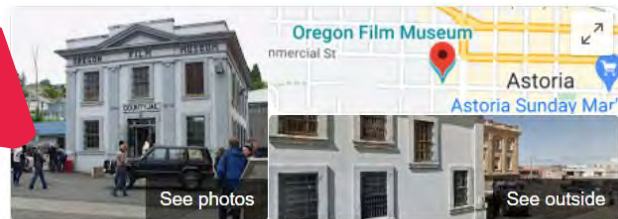
https://traveloregon.com › ... › Attractions › Museums

✓ Adler House Museum - Travel Oregon

The completely renovated and restored 1889 Italianate home was the residence of philanthropist, Leo Adler, for 54 years. Listen to his story and

It's the first thing people see about your business.

Likely, your Google Business Profile (GBP) is the first thing a user sees about your brand when they search. Here's an example of a GBP "card" for a local business.



Oregon Film Museum



Website

Directions

Save

Call

4.1 ★★★★★ 635 Google reviews

Museum in Astoria, Oregon

The Oregon Film Museum is a museum highlighting and celebrating movies that were made in the U.S. state of Oregon. The museum is housed in the old Clatsop County Jail in Astoria, Oregon, which is on the National Register of Historic Places. [Wikipedia](#)

Address: 732 Duane St, Astoria, OR 97103

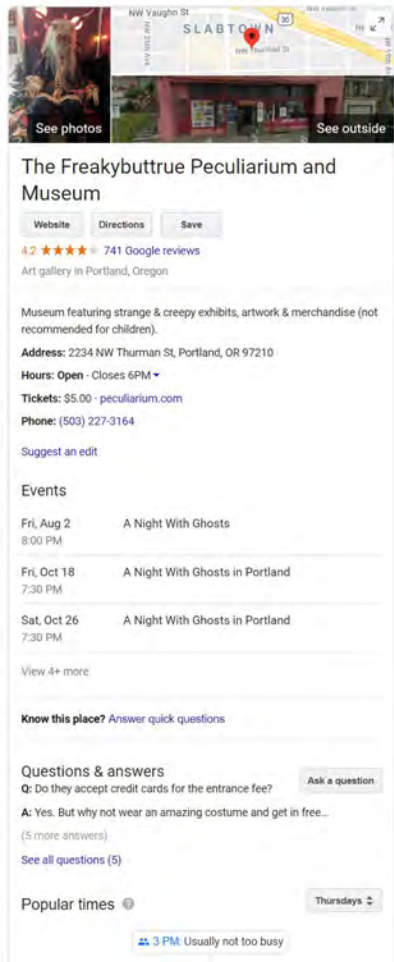
Hours: Opens soon · 10AM ▾

Phone: (503) 325-2203

Added to NRHP: May 19, 1983

NRHP Reference Number: 83002145

[Suggest an edit](#) · [Own this business?](#)



The Freakybuttrue Peculiarium and Museum

4.2 ★★★★★ 741 Google reviews
Art gallery in Portland, Oregon

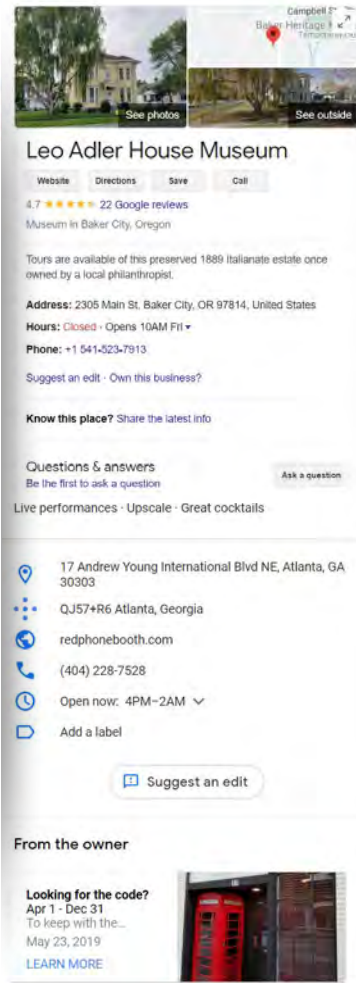
Museum featuring strange & creepy exhibits, artwork & merchandise (not recommended for children).

Address: 2234 NW Thurman St, Portland, OR 97210
Hours: Open - Closes 6PM
Tickets: \$5.00 - peculiarium.com
Phone: (503) 227-3164

Events

Fri, Aug 2 8:00 PM	A Night With Ghosts
Fri, Oct 18 7:30 PM	A Night With Ghosts in Portland
Sat, Oct 26 7:30 PM	A Night With Ghosts in Portland

Questions & answers
Q: Do they accept credit cards for the entrance fee?
A: Yes. But why not wear an amazing costume and get in free...
Popular times
3 PM: Usually not too busy



Leo Adler House Museum

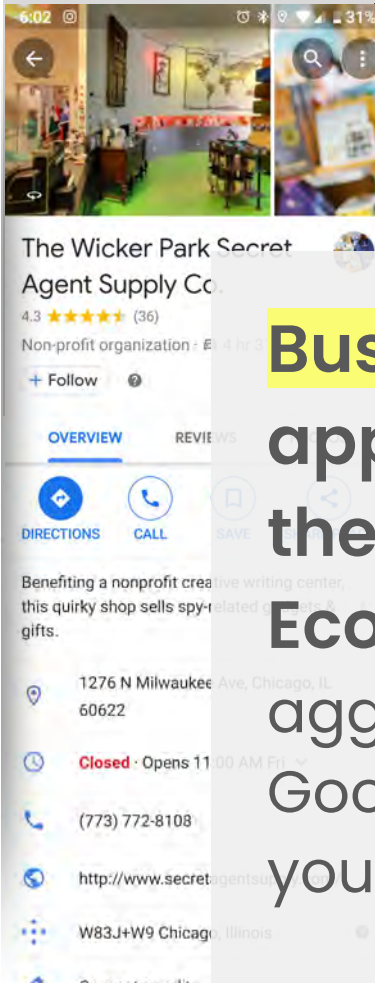
4.7 ★★★★★ 22 Google reviews
Museum in Baker City, Oregon

Tours are available of this preserved 1889 Italianate estate once owned by a local philanthropist.

Address: 2305 Main St, Baker City, OR 97814, United States
Hours: Closed - Opens 10AM Fri
Phone: +1 541-523-7913

Questions & answers
Live performances - Upscale - Great cocktails

From the owner
Looking for the code?
Apr 1 - Dec 31
To keep with the...
May 23, 2019
LEARN MORE



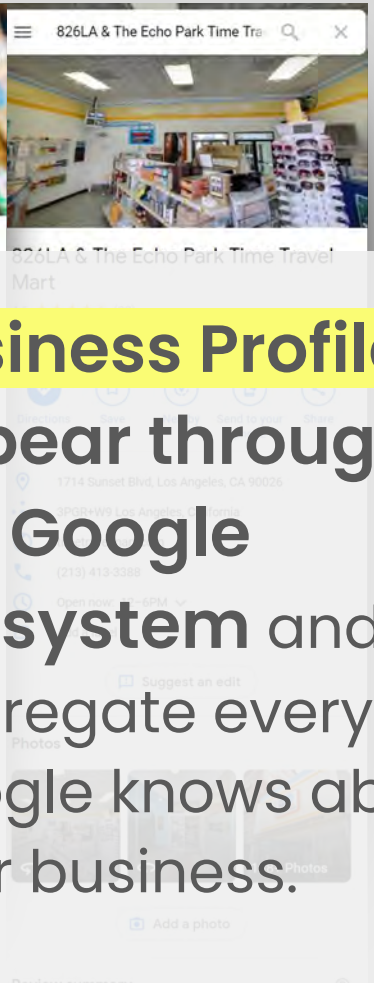
The Wicker Park Secret Agent Supply Co.

4.3 ★★★★★ (36)
Non-profit organization - E...
+ Follow

OVERVIEW REVIEWS

Benefiting a nonprofit creative writing center, this quirky shop sells spy-related gifts.

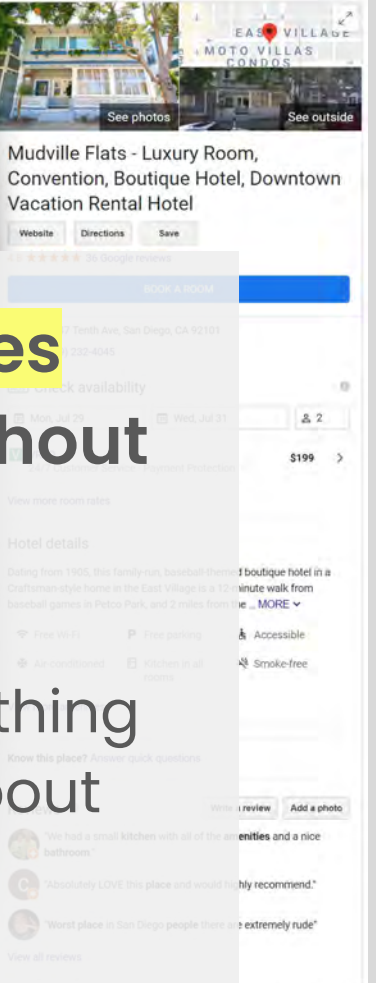
1276 N Milwaukee Ave, Chicago, IL 60622
Closed - Opens 11:00 AM Fri
(773) 772-8108
http://www.secretagentsupply.com
W83J+W9 Chicago, Illinois



826LA & The Echo Park Time Travel Mart

4.3 ★★★★★ (36)
Non-profit organization - E...
+ Follow

1714 Sunset Blvd, Los Angeles, CA 90026
Open now 10:00 AM - 6:00 PM
(213) 413-3389
http://www.826la.com
W83J+W9 Chicago, Illinois



Mudville Flats - Luxury Room, Convention, Boutique Hotel, Downtown Vacation Rental Hotel

4.3 ★★★★★ 36 Google reviews

7 7th St, San Diego, CA 92101
232-4048

View more room rates
Hotel details
Dating from 1905, this family-run, baseball-themed boutique hotel in a Craftsman-style home in the East Village is a 10-minute walk from baseball games in Petco Park, and 2 miles from...
Free Wi-Fi Free parking Accessible Air-conditioned Pitches in all rooms Smoke-free

Reviews
We had a small kitchen with all of the amenities and a nice bathroom.
Absolutely LOVE this place and would highly recommend.
Worst place in San Diego people there are extremely rude.

Business Profiles

appear throughout the Google Ecosystem and aggregate everything Google knows about your business.

Perspectives

Maps

Images

This weekend

Today

Unique

Free

Shopping

Videos

All filters ▾

Tools

SafeSearch ▾

About 276,000,000 results (0.56 seconds)

Results for **Baker City, OR** · Choose area ⋮

Top sights in Baker City ⋮



Baker Heritage Museum
4.7 ★ (273)
History museum



Barley Brown's Brew Pub
4.5 ★ (371)
Restaurant



Leo Adler House Museum
4.4 ★ (25)
Museum



Baker City

City in Oregon

Baker City is a city in and the county seat of Baker County, Oregon, United States. It was named after Edward Dickinson Baker, the only

Google is the world's most
important online travel
platform

90%+
of travelers

Use Google at some point
in their trip planning
process*

Google Business Profiles

Mo's Seaside

4.1 ★★★★★ (1,984) · \$\$

Seafood · 30 N Prom

Casual option for seafood & cocktails

Closed · Opens 11 AM

★ Restaurants in Seaside Oregon

ORDER ONLINE



Dooger's Seafood & Grill

4.3 ★★★★★ (3,284) · \$\$

Seafood · 505 Broadway St

Classic American chowder house

Closed · Opens 11:30 AM

★ Restaurants in Seaside Oregon

CHECK WAIT TIME



Finn's Fish House

4.1 ★★★★★ (3,075) · \$\$

Seafood · 227 Broadway St

Classic seafood restaurant with a bar

Open · Closes 2:30 AM

★ Restaurants in Seaside Oregon



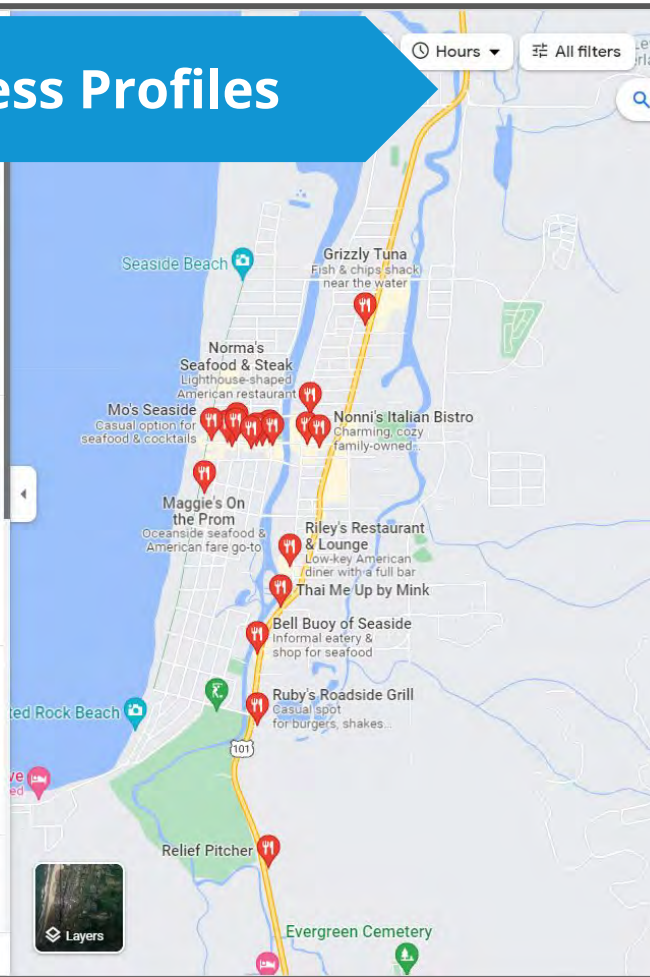
The Crabby Oyster

4.0 ★★★★★ (1,367) · \$\$

Seafood · 150 Broadway St



Update results when map moves



Business Profiles help customers discover:

- Hours
- Products & services
- Location & directions
- Reviews & ratings
- Photos & video

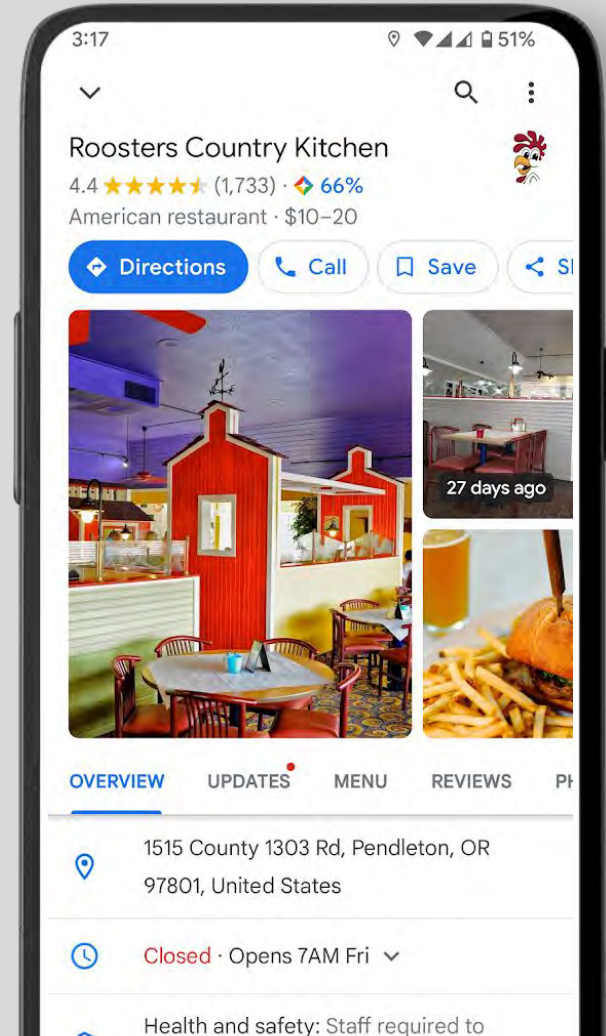
Up-to-date profiles are:

2.7x more likely to be considered reputable.¹

70% more likely to attract location visits.¹

50% more likely to lead to a purchase.¹

⁽¹⁾ Ipsos research: Benefits of a complete listing 2017



Address: 155 N Northwest Hwy #5324, Palatine, IL 60067

Hours: Open · Closes 7PM ▾

Phone: (847) 358-0948

[Suggest an edit](#) · [Own this business?](#)

Know this place? [Share the latest info](#)

This information comes from several sources:

- **Business** owners who claim & verify their profiles
- **Customers** (Local Guides) who contribute information, content & reviews about businesses they have visited
- Publicly available data on the internet
- Content licensed from third parties

Google Search - Desktop & Mobile



things to do in ashland oregon

All Maps Images Shopping Videos More Tools

About 22,500,000 results (0.55 seconds)

Results for **Ashland, OR** · Choose area

Sponsored · Tickets & tours



Rogue River
Scenic Float
\$110
Tripadvisor
5.0 ★ (43)



Rogue River
Half-Day Intro ...
\$110
Tripadvisor
5.0 ★ (119)



Ashland Escape
Games
\$240
Viator
5.0 ★ (8)



Ashland:
Scavenger Hu...
\$38
Viator
3.8 ★ (6)



Rogue River All
Day
\$185
Tripadvisor
5.0 ★ (8)

Top sights in Ashland



Lithia Park
4.8 ★ (3.3K)
Park



Oregon Shakespeare
Festival
4.7 ★ (1.1K)
Performing arts theater



ScienceWorks Hands-on
Museum
4.5 ★ (185)
Science museum
\$12.50



Ashland

City in Oregon

Ashland is a city in southern Oregon. It's known for its Shakespeare Festival. Southwest of downtown, it surrounds Ashland Creek and features trails, duck garden. To the northeast, North Mountain Park has and themed gardens, like the butterfly and herb garden. ScienceWorks Hands-On Museum, kids can build the Da Vinci's Garage space. — Google

Age: About 171 years

Founded: 1852

Population: 21,607 (2021)

Area code: Area code 541

Mayor: Tonya Graham

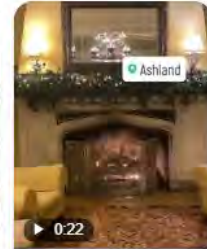
Weather: 49°F (9°C), Wind SE at 8 mph (13 km/h)
More on weather.com

Short videos



A fall afternoon in
Ashland, Oregon...
5.5K+ views

salvagesisterand...
TikTok · 11 months...



One of my favorite
small towns in the...
8.8K+ views

thegomesguide
TikTok · 10 months...

People also ask

What is Ashland Oregon known for?

Why visit Ashland?

Is Ashland Oregon worth visiting?

Does Ashland have a downtown?

Google Maps "Nearby" Search

← Things to do 🔍 ✕

Barrow County Museum
4.4 ★★★★★ (39)
Tourist attraction · 74 W Athens St
Local history info in a vintage jail
Closed · Opens 1 PM Thu

🗨️ "The jail is a must-see. This shows you how the history of a small ..."

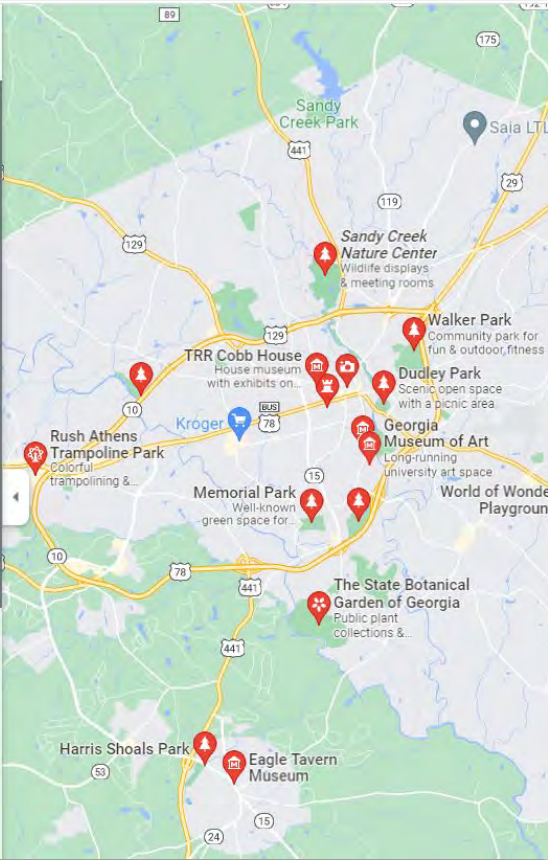
World of Wonder Playground
4.7 ★★★★★ (494)
Tourist attraction · 325 Whit Davis Rd
Open · Closes 8 PM

🗨️ "So many different things to do! Kids can't get ..."

Georgia Museum of Art
4.7 ★★★★★ (469)
Tourist attraction · 90 Carlton St
Long-running university art space
Closed · Opens 10 AM Thu

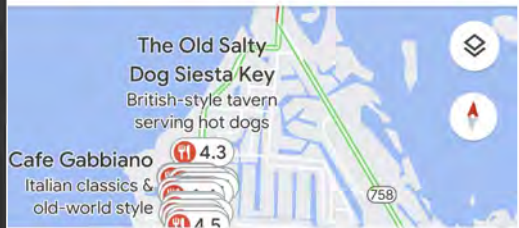
🗨️ "... suggest this place to anyone looking for things to do in Athens, Ga."

Sandy Creek Nature Center
4.8 ★★★★★ (671)
Tourist attraction · 205 Old Commerce Rd
Wildlife displays & meeting rooms
Closed · Opens 8:30 AM Thu



← Restaurants ✕ 🗣️

🏠 Relevance ▾ Open now Cuisine ▾



The Old Salty Dog Siesta Key
British-style tavern serving hot dogs
4.3 ★★★★★ (11)

Cafe Gabbiano
Italian classics & old-world style
4.5 ★★★★★ (14)

America

Asian

Italian

Mexican

Island House Tap and Grill
4.4 ★★★★★ (542) · 🗨️ 71% match
Restaurant · \$20-30 · 4.6 mi
Open · Closes 10 PM

🗨️ Similar to Captain Curt's Sniki Tiki

Dine-in · Curbside pickup

Google Search "Knowledge Panel"

oregon cabaret theatre

About 6,980,000 results (0.52 seconds)

Oregon Cabaret Theatre
https://oregoncabaret.com

Oregon Cabaret Theatre | Oregon's premier theatre and dining ...
Oregon Cabaret Theatre is Southern Oregon and the Rogue Valley's premier destination for entertainment and dining. Located in the heart of downtown Ashland ...

Shows
Our 2023 Season Shows · SEPT 15 - NOV 5. Poirot returns to the ...

2023 Season
Our 2023 Shows - The Play That Goes Wrong · Five on Fire ...

Dinner Menu
- SMALL PLATES & SALADS - Orders for small plates must ...

Dining at the Cabaret
... ready for you to enjoy at intermission. Dinner Menu ...

More results from oregoncabaret.com »

Videos

- Cabaret Videos**
Oregon Cabaret Theatre - Oregon Cabaret Theatre
Aug 5, 2019
- 2022 Season Announcement Video | We're excited to ...**
Facebook · Oregon Cabaret Theatre
May 15, 2021

Oregon Cabaret Theatre
Website Directions Save Call

4.7 ★★★★★ 599 Google reviews
Performing arts theater in Ashland, Oregon

Address: 241 Hargadine St, Ashland, OR 97520
Phone: (541) 488-2902

Suggest an edit · Own this business?

Events

Thu, Nov 2 8:00 PM	Poirot: The Murder of Roger Ackroyd
Fri, Nov 3 8:00 PM	Poirot: The Murder of Roger Ackroyd
Sat, Nov 4 8:00 PM	Poirot: The Murder of Roger Ackroyd
Sun, Nov 26 12:15 PM	Christmas 🎄 at the Prime Rib Steakhouse

10:41

ast

- Astoria OR
- Astoria Riverfront Trolley
Industry Street, Astoria, OR
- Astoria Column
Coxcomb Drive, Astoria, OR
- Astoria / Warrenton / Seaside K...
- Astoria Riverwalk Inn
Industry Street, Astoria, OR
- Astoria Regional Airport-AST
SE Flight Line Dr, Warrenton, OR
- Astoria Meeker Bridge

ast AST Astr

q w e r t y u i p

a s d f g h j k l

Google Search "Local Pack"

Google restaurants in cannon beach oregon

All Maps Images Shopping Videos More Tools



Rating Cuisine Price Hours

The Wayfarer Restaurant and Lounge

4.2 ★★★★★ (2.5K) · \$\$ · Seafood

1190 Pacific Dr

Spacious, cannery-themed seafood spot



Driftwood Restaurant & Lounge

4.3 ★★★★★ (2.8K) · \$\$ · Seafood

179 N Hemlock St

Closed · Opens 11:30 AM

Veteran steak & seafood spot with a deck



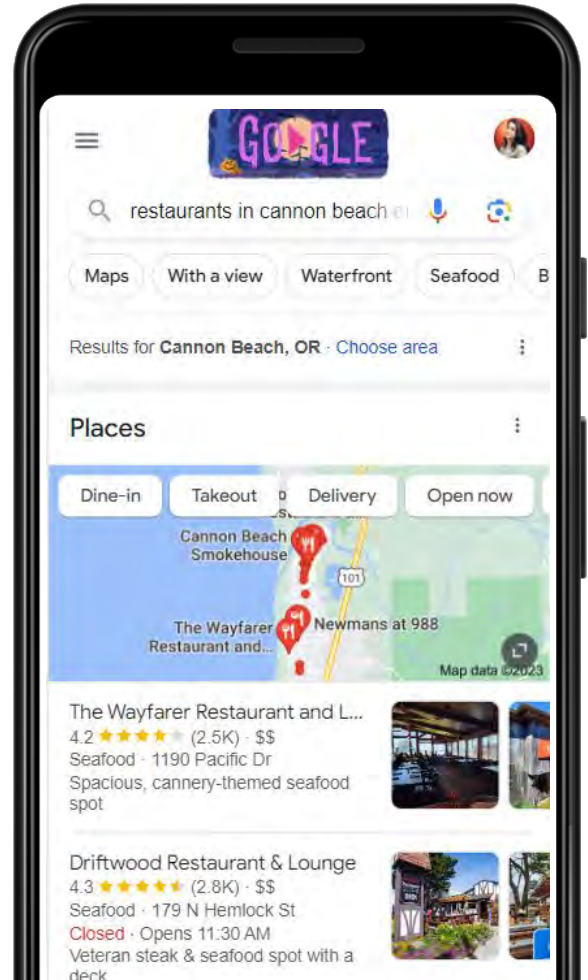
Cannon Beach Smokehouse

4.5 ★★★★★ (563) · \$\$ · Restaurant

131 W 2nd St

Closed · Opens 4:30 PM

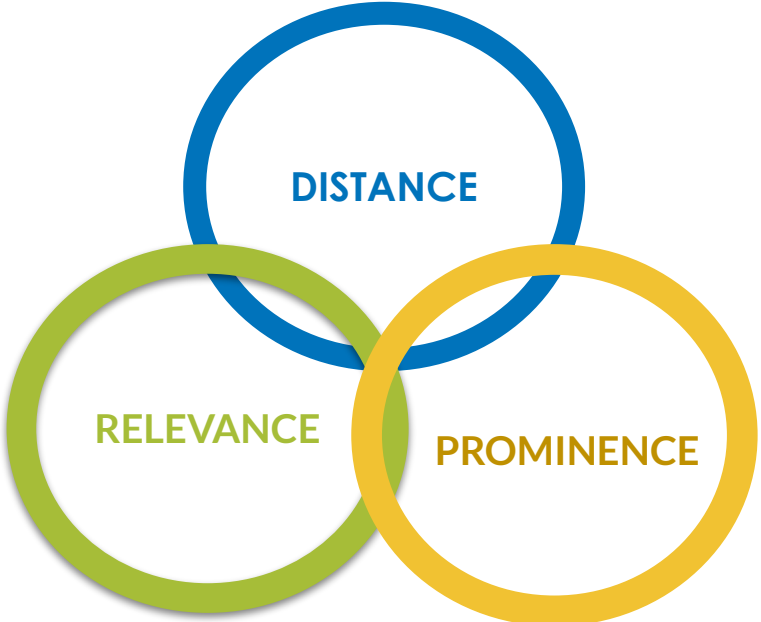
Bar with smoked sandwiches & charcuterie



The "Local Pack"

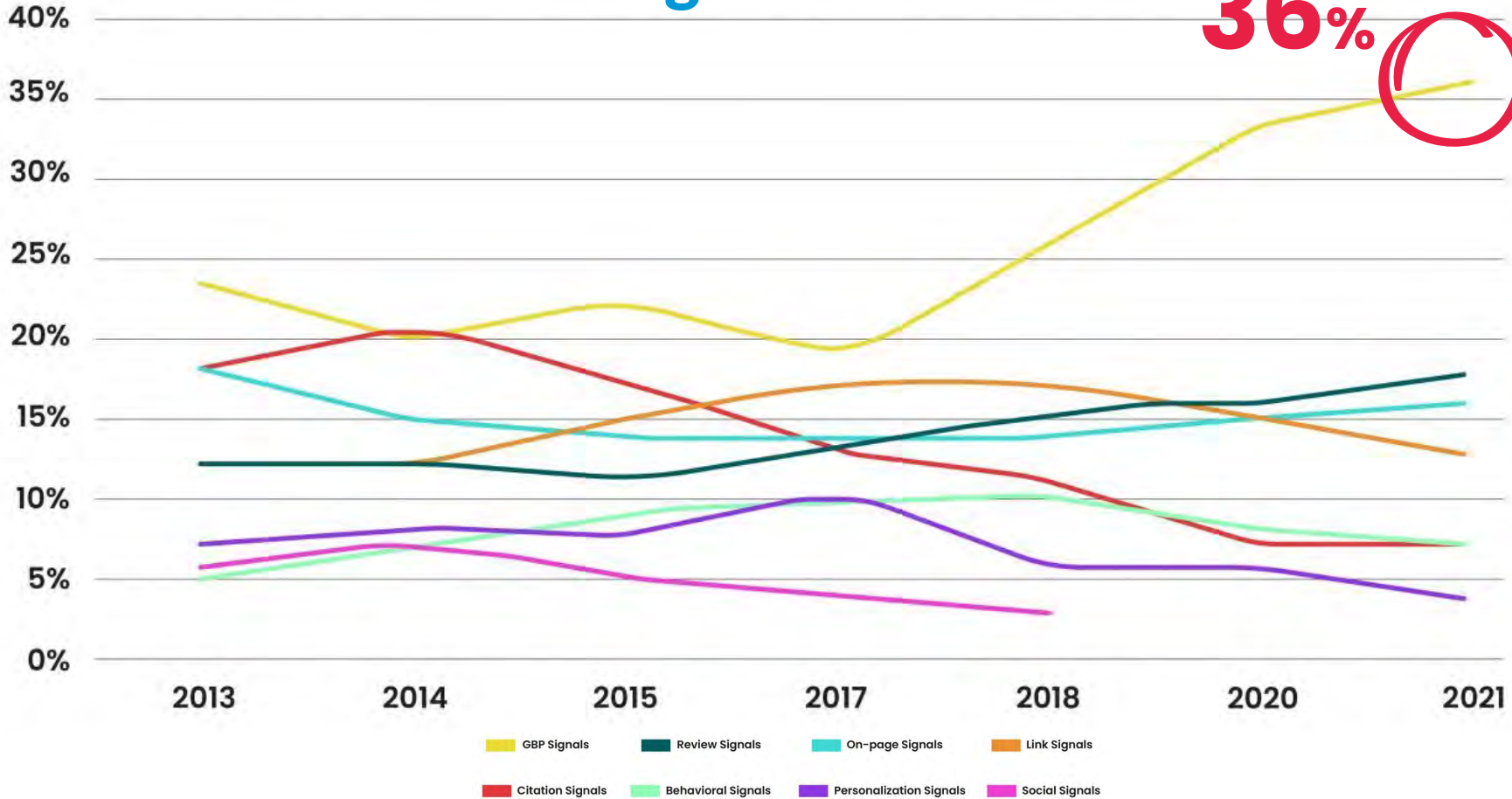
The screenshot shows a Google search for "restaurants in cannon beach oregon". The search bar is at the top, with the Google logo on the left and search icons on the right. Below the search bar are navigation tabs for "All", "Maps", "Images", "Shopping", "Videos", and "More". A map is displayed, showing Cannon Beach, Oregon, with several restaurant locations marked with red pins. Below the map are filters for "Rating", "Cuisine", "Price", and "Hours". The search results list three restaurants:

- The Wayfarer Restaurant and Lounge**: 4.2 stars (2.5K reviews), \$\$, Seafood. Address: 1190 Pacific Dr. Description: Spacious, cannery-themed seafood spot.
- Driftwood Restaurant & Lounge**: 4.3 stars (2.8K reviews), \$\$, Seafood. Address: 179 N Hemlock St. Status: Closed - Opens 11:30 AM. Description: Veteran steak & seafood spot with a deck.
- Cannon Beach Smokehouse**: 4.5 stars (563 reviews), \$\$, Restaurant. Address: 131 W 2nd St. Status: Closed - Opens 12:00 PM.



Local Pack Ranking Factors

36%



Better business profiles
drive more exposure
and more engagement

Step One

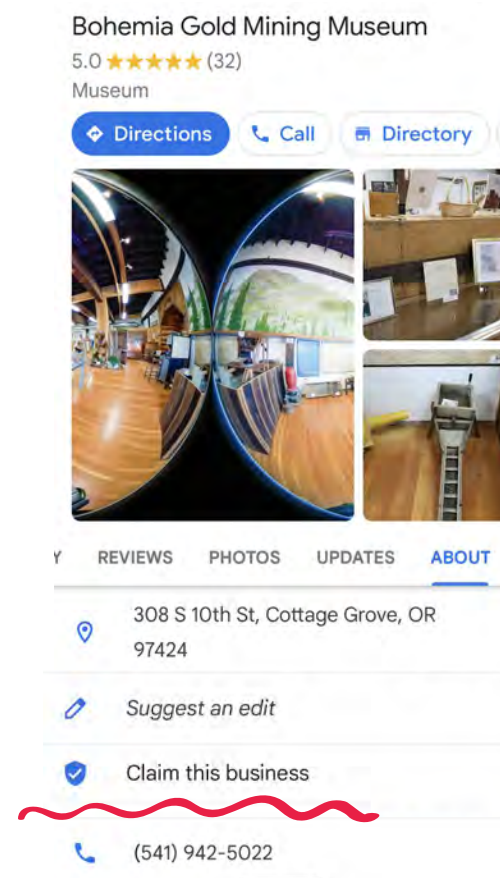
Claim Your Business

First – Claim Your Business

In Google Maps look for the “Claim this Business” button

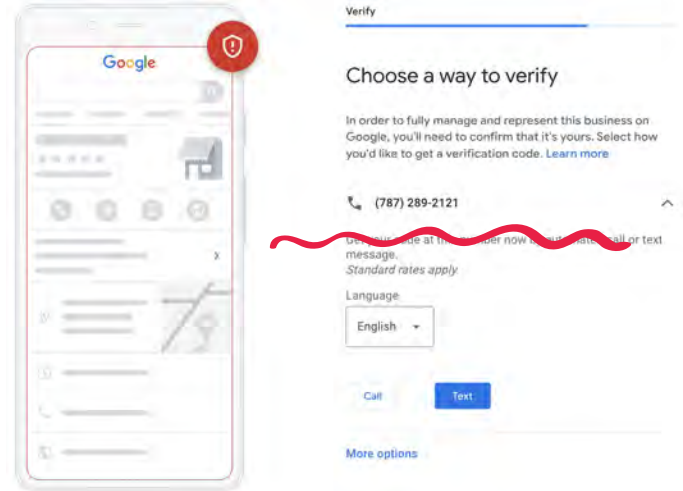
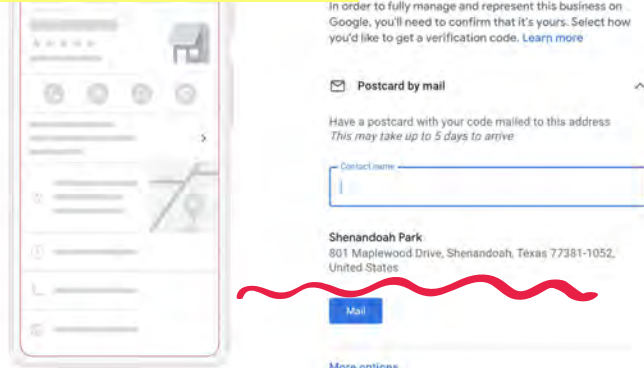
to begin the process of claiming and verifying your business.

Use a Google account that will stay with your business.



First - Claim Your Business

Availability of specific verification methods will vary by business type. Choose whichever works best for the business.

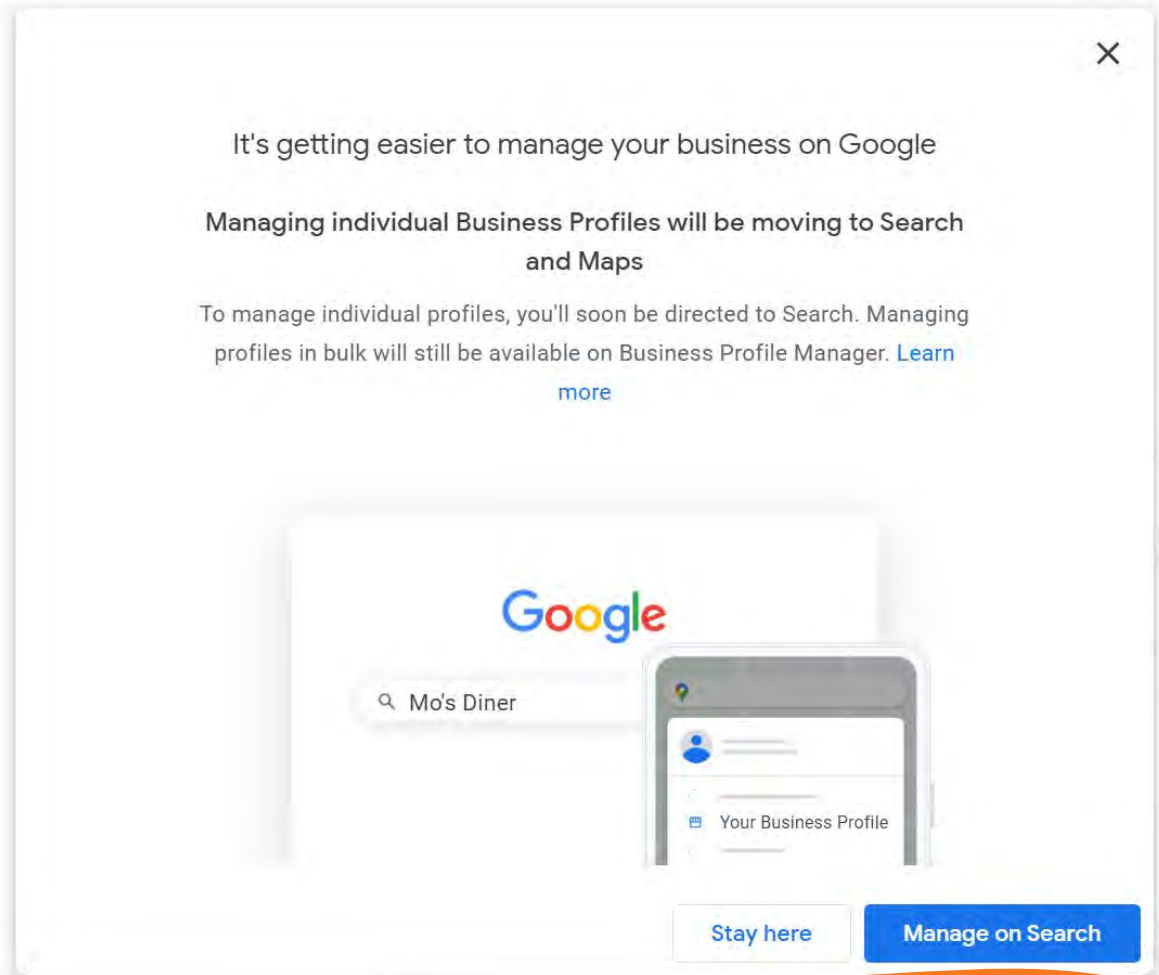


Google Business Profiles

Using the GBP Manager

Two edit options

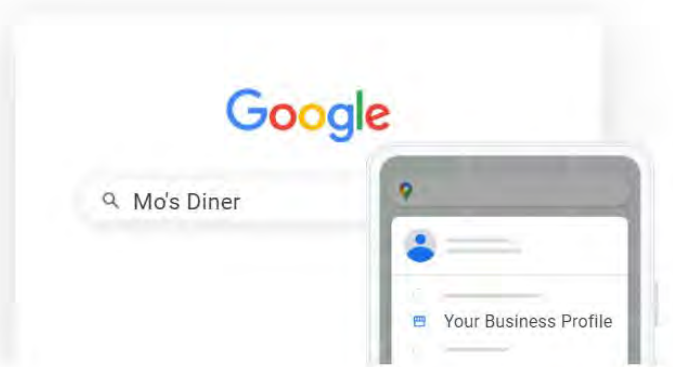
There is no longer a Google My Business app. Instead, edit your Google Business Profile in **Search** or in the **Maps** app.



It's getting easier to manage your business on Google

Managing individual Business Profiles will be moving to Search and Maps

To manage individual profiles, you'll soon be directed to Search. Managing profiles in bulk will still be available on Business Profile Manager. [Learn more](#)



Stay here **Manage on Search**

The screenshot shows a notification window with a close button (X) in the top right corner. The main text explains the transition of business profile management from Business Profile Manager to Search and Maps. Below the text is a visual representation of a smartphone displaying a search result for 'Mo's Diner' with a business profile card. At the bottom of the notification, there are two buttons: 'Stay here' and 'Manage on Search', with the latter being highlighted in blue. An orange brushstroke is visible at the bottom of the image.

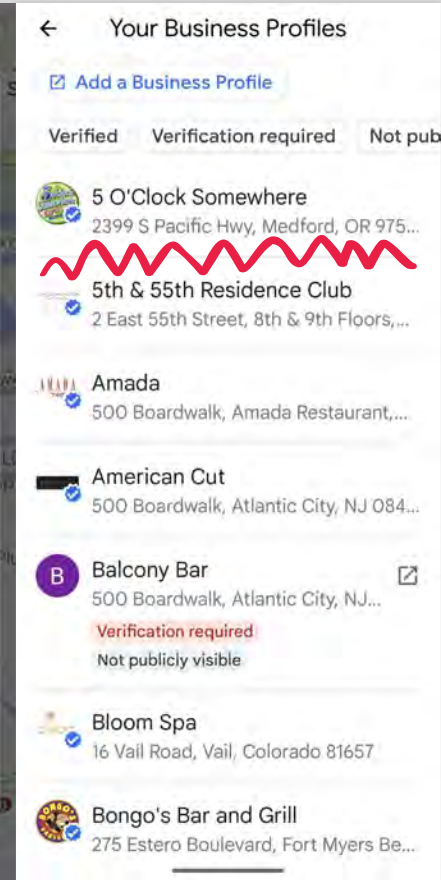
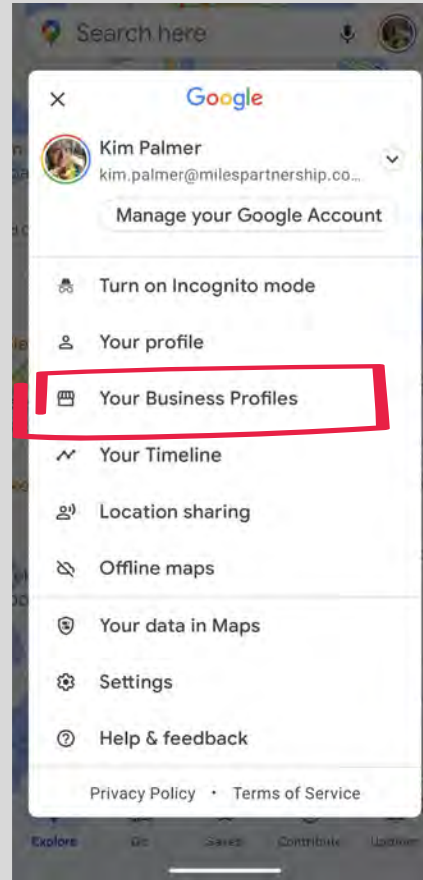
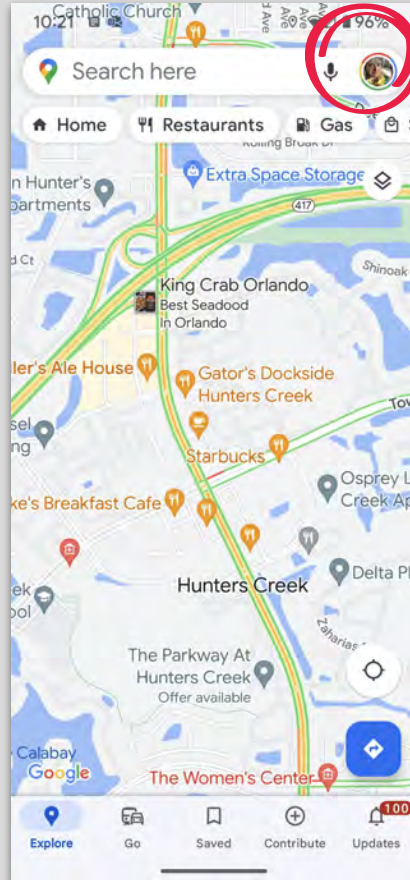
Two edit options

To edit in **SERP** log in to your Google account and search for you business by name + city.

The screenshot shows a Google search for "the hideout grill". The search results display the business profile for "Your business on Google" with 19,939 views this month. The profile management interface includes several action buttons: Edit profile, Read reviews, Messages, Add photo, Performance, Advertise, Edit menu, Food ordering, Waitlists, Bookings, and Calls. Below these buttons are three promotional cards: "See your latest photos" (with a photo of food), "Turn more views to customers" (with a conversion rate graphic), and "Add exterior photo" (with a storefront photo). A vertical sidebar on the right contains navigation options like "Tu" and "Le yo". At the bottom, a note states "Only managers of this profile can see this".

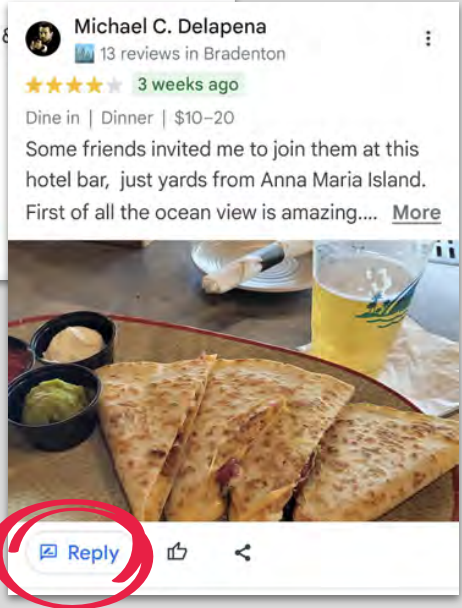
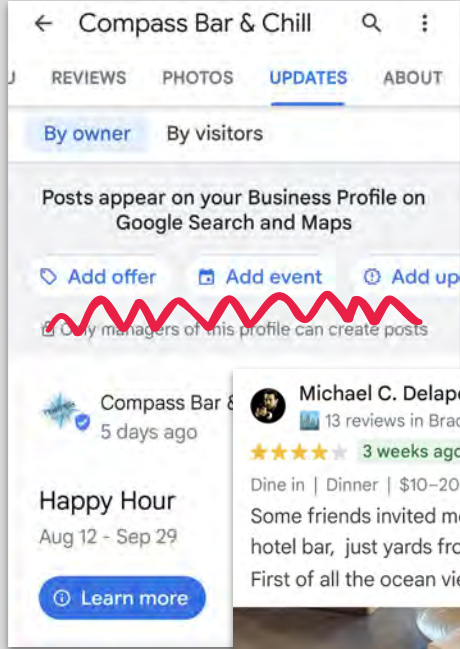
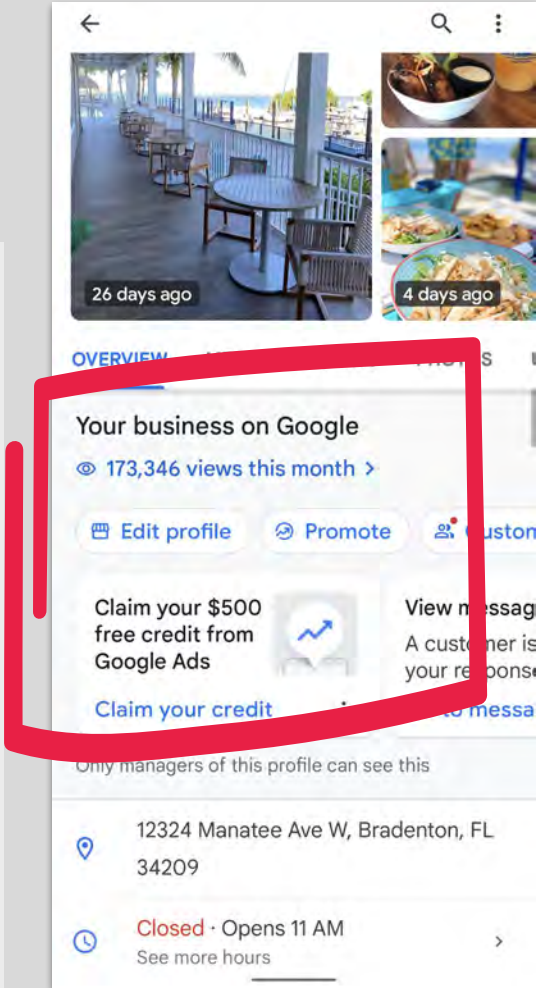
Two edit options

To edit in the **Google Maps app**, click on the menu and select “Your Business Profiles”



Two edit options

To edit in the **Google Maps app**, click on the menu and select "Your Business Profiles"



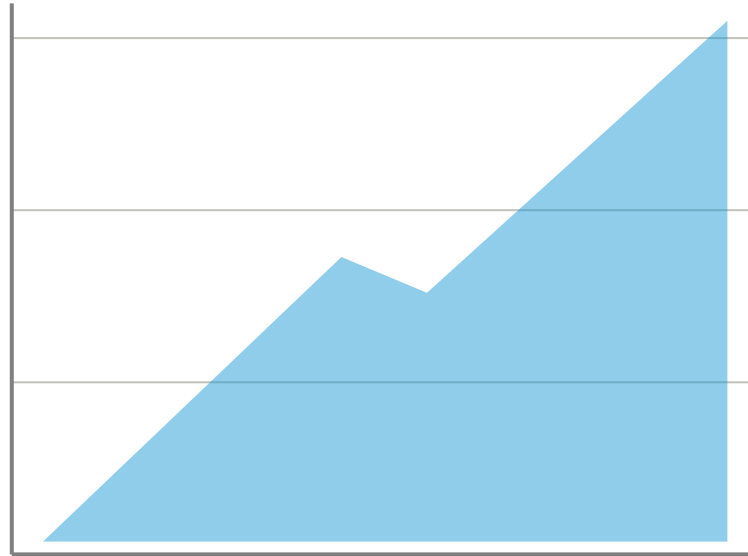
Google Business Profiles

Five Fundamentals

1. Hours are critical

Searches for “open now” have skyrocketed over the last 2 years

300% increase in search for “open now” and 200% increase in searches for “open now near me”



3X

Hours last updated

DIRECTIONS START CALL SAVE

Eclectic gift shop offering an array of vintage & fair-trade wares, plus goods from local artisans.

107 S Public Rd, Lafayette, CO 80026

Closed · Opens 11 AM
Updated by business 8 days ago
See more hours

(720) 502-4463

shop-tri.com

XWX5+3M Lafayette, Colorado



Open · Closes 5PM

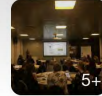
Updated by business under 1 hour ago

miles partnership

ALL NEWS MAPS IMAGES VIDEOS

Miles Partnership

5.0 ★★★★★ (1)
Marketing agency in Auckland
Open



OVERVIEW UPDATES REVIEWS PHOTOS



CALL



DIRECTIONS

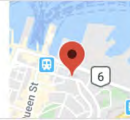


SAVE



WEBSITE

Level 1/18 Emily Place,
Auckland CBD, Auckland
1010



Open · Closes 5PM

Updated by business under 1 hour ago

More about Miles Partnership

Miles Partnership

miles

Website Directions Save Call

5.0 ★★★★★ 1 Google review

Marketing agency in Auckland

Address: Level 1/18 Emily Place, Auckland CBD, Auckland 1010

Hours: **Open** · Closes 5PM

Updated by business under 1 hour ago

Phone: ~~09 252 2432~~

Suggest an edit · Own this business?

Questions & answers

Be the first to ask a question

Ask a question

Reviews

1 Google review

Write a review

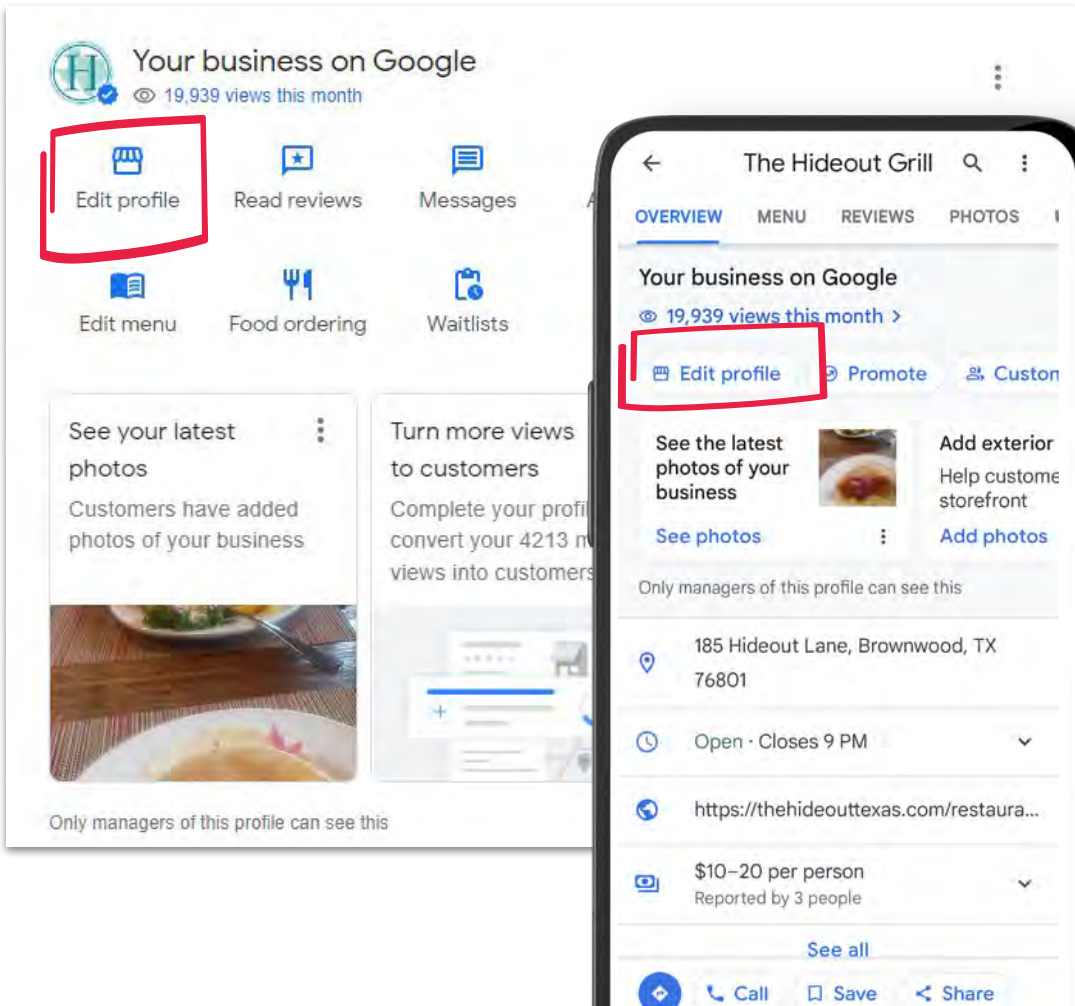
Add a photo

From Miles Partnership

'At Miles we deliver visitors. We offer global and South Pacific expertise, insights and partnerships in Tourism Marketing.'

Updates from Miles Partnership

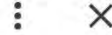
View previous updates on Google



Edit Hours

Search for your business and go to *Edit profile*.

← Business information



About

Contact

Location

Hours

More

Service area

Add

Business hours

Hours

Open with main hours

Sunday	Closed
Monday	8:30 AM–5:00 PM
Tuesday	8:30 AM–5:00 PM
Wednesday	8:30 AM–5:00 PM
Thursday	8:30 AM–5:00 PM

Edit Hours

Hours and “open now” are the most frequent customer searches for a business.

Keep regular daily hours up-to-date under Business hours.

Business information

About Contact Location **Hours** More

Happy hours
Add hours for a typical week. [Learn more](#)

Sunday
 Closed

Monday
 Closed

Tuesday
 Closed

Wednesday
 Closed

Thursday
 Closed

Friday
 Closed

Saturday
 Closed

Opens at: 9:00 AM Closes at: 5:00 PM +

Opens at: 9:00 AM Closes at: 5:00 PM +

Save Cancel

Detailed Hours

Set detailed hours for speciality services & meals offered




Let customers know your holiday hours for April

When your business has an irregular schedule, like holidays or special events, you can enter special hours in advance to let customers know when you're open. Here's what customers see when they view your business on Google.

Update my holiday hours

April holiday hours:

Easter	7:00 – 7:30 AM	
Sunday 4/17		

Update my holiday hours

If you haven't updated your hours, we recommend that you do. We may call you to make sure they're accurate. We'll never ask for payments over the phone.

 Visit the [Help Center](#) to learn more.

Special Hours

Don't ignore hours update reminders like these.

You need to positively confirm your hours, even if they're the same!

Business information

Contact Location Hours More

Holiday hours

Confirm holiday hours to let your customers know when you're open for business. [Learn more](#)

Sep 5, 2022
Labor Day
[Review](#)

Aug 18, 2022
Custom date

Date*
08/18/2022

MM/DD/YYYY

Opens at
11:00 AM

Closes at
10:00 PM

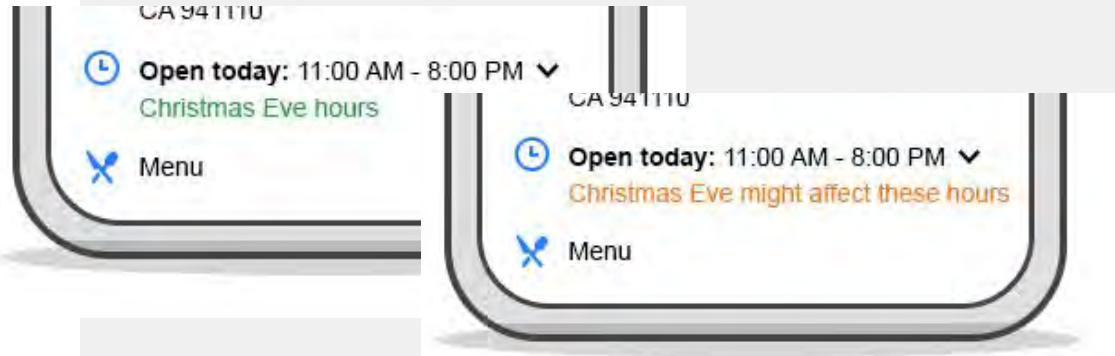
[+ Add a date](#)

[Save](#) [Cancel](#)

Special Hours

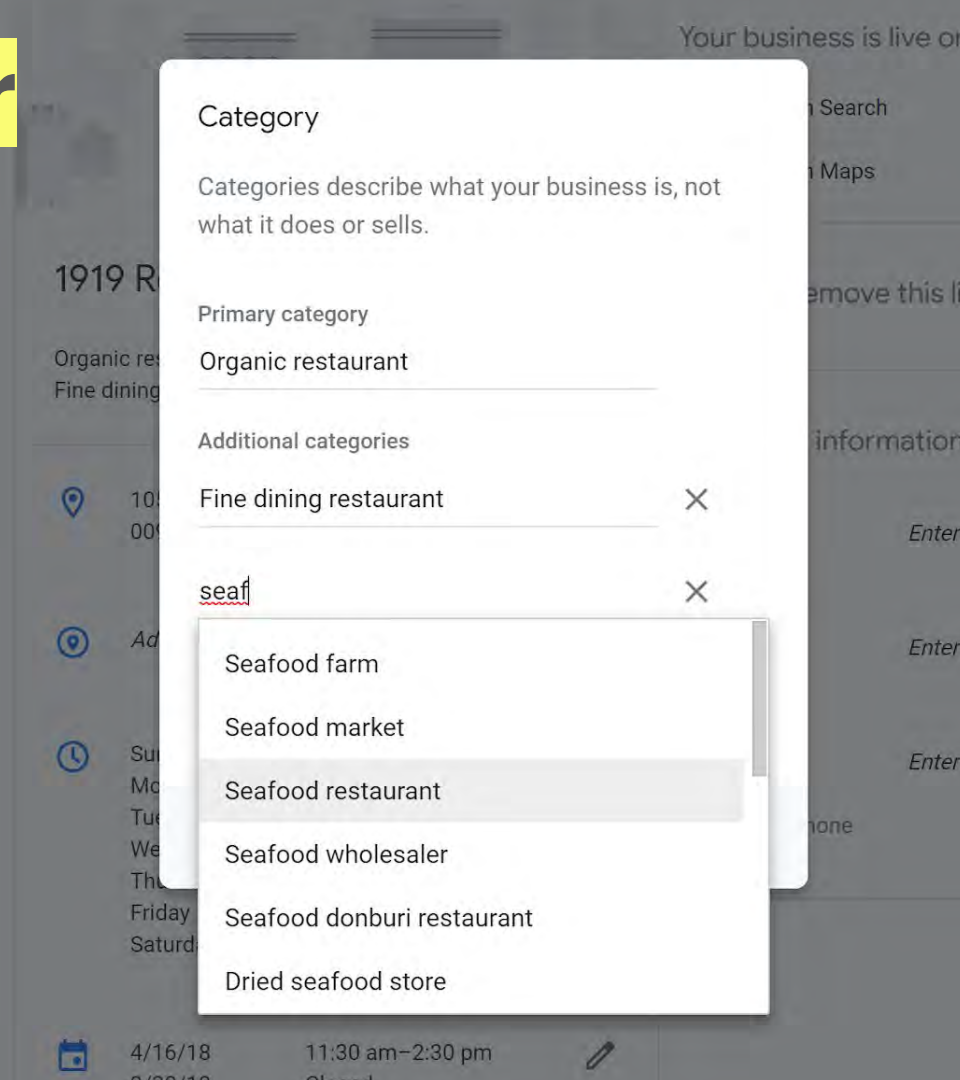
Google will show a warning in your listing if holiday hours are not confirmed. (even if they're the same!)

Use this tool for **other special circumstances** impacting hours.



2. Categories Matter

Adding relevant categories can **significantly expand** where a business shows up because it matches more searches



2. Categories Matter

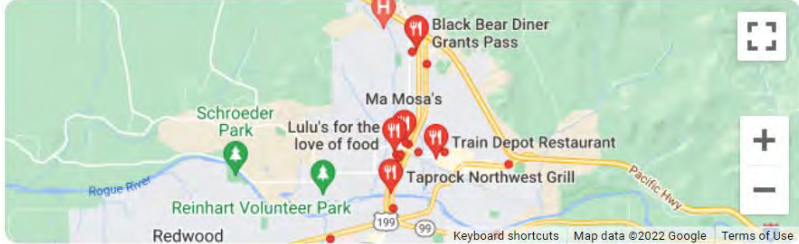
Categories can also influence your opportunities to appear in the local pack.

restaurants in grants pass oregon

All Maps News Images Shopping More Tools

About 4,470,000 results (0.71 seconds)

Restaurants



Rating Cuisine Price Hours

- Black Bear Diner Grants Pass**
4.2 ★★★★★ (2K) · \$\$ · American
1900 NW 6th St
Dine-in · Drive-through · Delivery
- Taprock Northwest Grill**
4.1 ★★★★★ (2K) · \$\$ · American
971 SE 6th St
Dine-in · Curbside pickup · Delivery
- Ma Mosa's**
4.6 ★★★★★ (738) · \$\$ · Brunch
118 NW E St
Dine-in · Takeout · No delivery

More places

hungarian_restaurant	Hungarian restaurant	Related Categories
hunting_and_fishing_store	Hunting and fishing store	Related Categories
hunting_area	Hunting Area	Related Categories
hunting_club	Hunting club	Related Categories
hunting_preserve	Hunting Preserve	Related Categories
hunting_store	Hunting store	Related Categories
hvac_contractor	HVAC Contractor	Related Categories
hydraulic_engineer	Hydraulic engineer	Related Categories
hydraulic_equipment_supplier	Hydraulic equipment supplier	Related Categories
hydraulic_repair_service	Hydraulic repair service	Related Categories
hydroelectric_power_plant	Hydroelectric power plant	Related Categories
hydroponics_equipment_supplier	Hydroponics equipment supplier	Related Categories
hygiene_articles_wholesaler	Hygiene articles wholesaler	Related Categories
hygiene_station	Hygiene station	Related Categories
hypermarket	Hypermarket	Related Categories
hypnotherapy_service	Hypnotherapy service	Related Categories
hyundai_dealer	Hyundai dealer	Related Categories
ice_cream_equipment_supplier	Ice cream equipment supplier	Related Categories
ice_cream_shop	Ice cream shop	Related Categories
ice_hockey_club	Ice hockey club	Related Categories
ice_skating_club	Ice skating club	Related Categories
ice_skating_instructor	Ice Skating Instructor	Related Categories

Edit

Categories

There are over **4000 categories to choose from** - and they fluctuate by **+/- 30** or so each year, but **you're limited to what's available.**



Your business on Google

19,939 views this month



Edit profile



Read reviews



Messages



Add photo



Performance



Advertise

Business information

About

Contact

Location

Hours

More

About your business

Business name

The Hideout Grill

Business category

American restaurant **PRIMARY**

Wine bar

Restaurant

Breakfast restaurant

Description

The Hideout Grill presents Texas-style cuisine from award-winning chef, Kevin Sickles. Chef Kevin uses locally sourced produce and fresh herbs and vegetables from The Hideout's very own garden ensuring farm-to-table freshness. Expect a variety of flavors from savory to light and fresh that please every part of the pallet.

Edit

Categories

Look for "Edit profile" then "Business category" under "About"

Edit

Categories

Business category

Help customers find your business by industry. [Learn more](#)

Primary category

American restaurant

Additional category

Wine bar



Additional category

Restaurant



Additional category

Breakfast restaurant



[+ Add another category](#)

Save

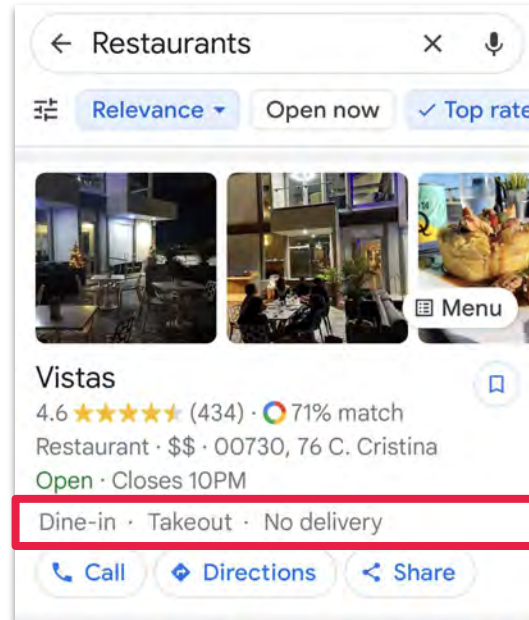
Cancel



After choosing a primary category you are allowed to select 9 more additional categories to support the listing.

3. Monitor Attributes

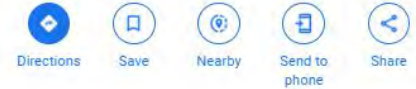
Adding attributes creates **customer confidence** that a business will meet their needs



Bayards boutique (formal Ware)

5.0 ★★★★★ 1 review

Women's clothing store



✓ In-store shopping · ✓ In-store pickup

3831 W Vine St, Kissimmee, FL 34741

Located in: Plaza Del Sol

Open · Closes 7:45 PM

bayards-boutique.business.site

(321) 805-1801

8H44+PW Kissimmee, Florida

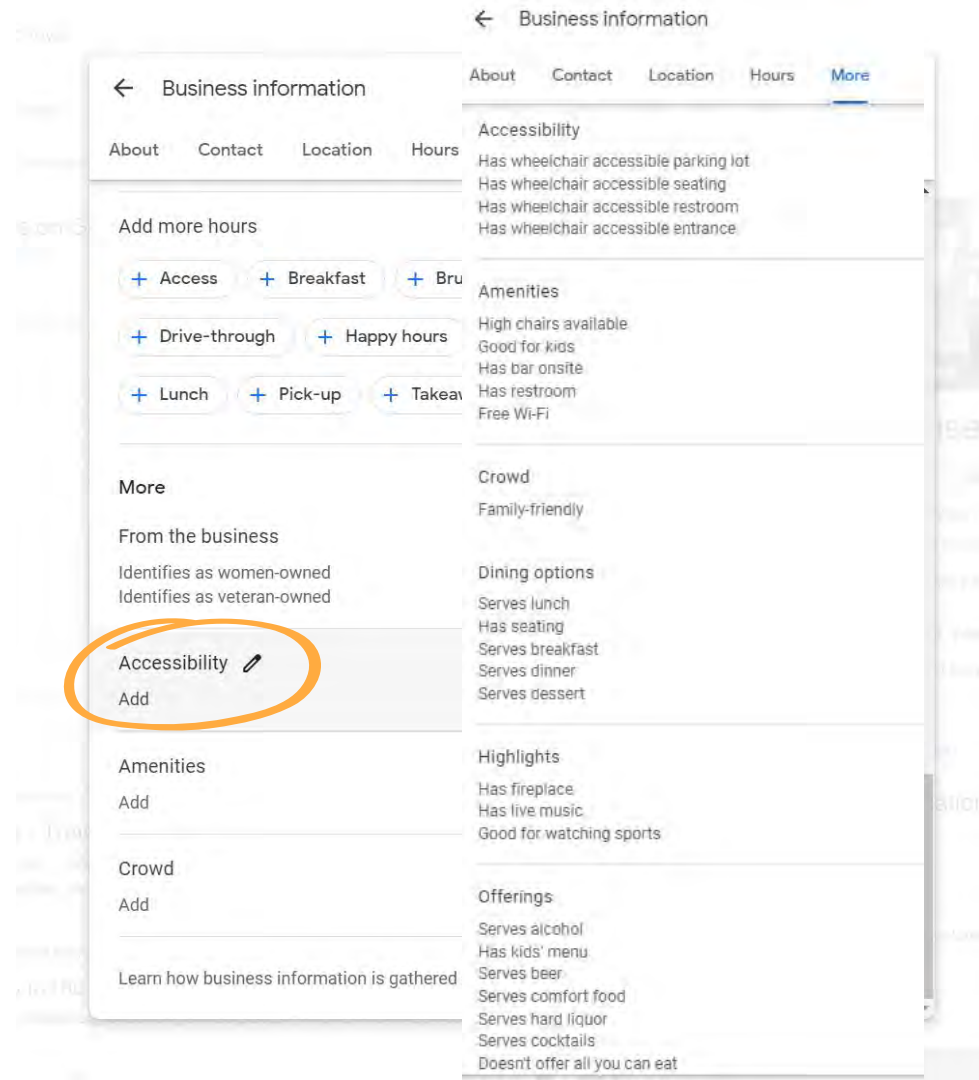
Send to your phone

LGBTQ+ friendly

Identifies as women-owned

Edit Attributes

Search for your business, go to “Edit profile” then “Business information” then “More”



Edit Attributes

← Business information

About Contact Location Hours **More**

Accessibility

- Has wheelchair accessible parking lot
- Has wheelchair accessible seating
- Has wheelchair accessible restroom
- Has wheelchair accessible entrance

Amenities

- High chairs available
- Good for kids
- Has bar onsite
- Has restroom
- Free Wi-Fi

Crowd

- Family-friendly

Dining options

- Serves lunch
- Has seating
- Serves breakfast
- Serves dinner
- Serves dessert

Highlights

- Has fireplace
- Has live music
- Good for watching sports

Offerings

- Serves alcohol
- Has kids' menu
- Serves beer
- Serves comfort food
- Serves hard liquor
- Serves cocktails
- Doesn't offer all you can eat

Accessibility

Let customers know more about your business by showing attributes on your Business Profile. These may appear publicly on Search, Maps, and other Google services.

Has assistive hearing loop

Has wheelchair accessible entrance

Has wheelchair accessible entrance

Has wheelchair accessible parking lot

Has wheelchair accessible restroom

Has wheelchair accessible seating

Amenities

Let customers know more about your business by showing attributes on your Business Profile. These may appear publicly on Search, Maps, and other Google services.

Has bar onsite

Yes No

Dogs allowed

Yes No

Has gender-neutral restroom

Yes No

Good for kids

Yes No

High chairs available

Yes No

Has restroom

Yes No

Wi-Fi

Free Paid Don't set

Hotel Attributes

Your business on Google
775,471 views this month

Edit profile Read reviews Messages Add photo Perform...

Q & A Update Ask for review... See photos

Update your hotel details
Update your hotel policies, services, and amenity details.

Turn more views to customers
Complete your profile to convert your 10,000+ monthly views into...

See your photos
Customers love photos of!

Only managers of this profile can edit details.

← Hotel details

CATEGORIES

- Sustainability
- Eco certifications
- Health & safety
- COVID-19 responder policy
- Internet
- Food & drink
- Policies & payments
- Activities
- Services
- Children
- Pools
- Parking & transportation
- Wellness
- Accessibility
- Business & events
- Pets
- Room features

Room features [Edit all](#)

Amenities in the hotel rooms.

General room features

- ✓ Air conditioning in all rooms
- ⊗ No kitchen
- ✓ Refrigerator in all rooms
- ✓ Microwave in some rooms
- ✓ Coffee maker in all rooms
- ⊗ No minibar

Bathroom

- ✓ Private bathroom in all rooms
- ✓ Bathtub in some rooms
- ✓ Shower in all rooms

Edit Attributes

Listings can feature
“**diversity attributes**”

Business owners can self-identify with a number of attributes such as “Black Owned” or “Women Led” & more.

In *Yelp*, *Google*, and *Tripadvisor* these attributes are searchable and highly visible

From the business

Let customers know more about your business by showing attributes on your Business Profile. These may appear publicly on Search, Maps, and other Google services.

Identifies as Asian-owned

Yes

No

Identifies as Black-owned

Yes

No

Identifies as Latino-owned

Yes

No

Identifies as LGBTQ+ owned

Yes

No

Identifies as veteran-owned

Yes

No

Identifies as women-owned

Yes

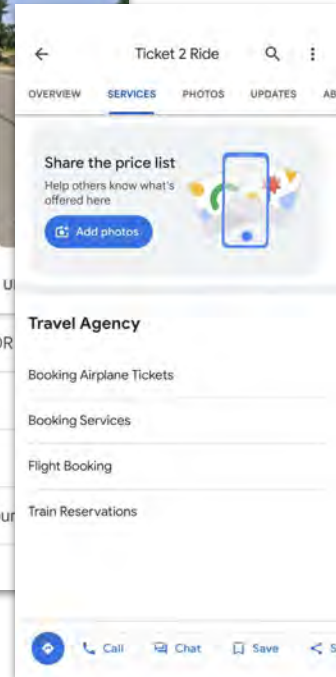
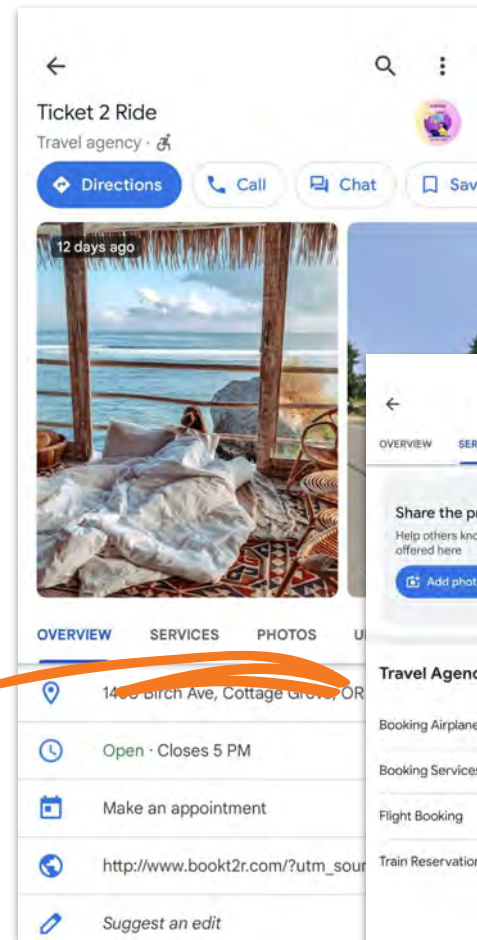
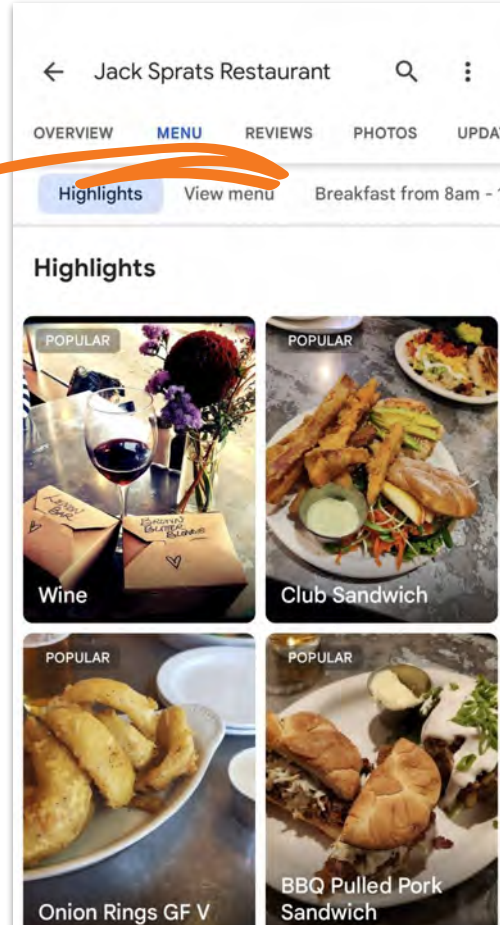
No

Save

Cancel

Add Menus & Services

Depending on your business category, you can use **menus**, **products** or **services** to expand the content in your business profile.



Add Menus & Services

Accommodations have limited access to some of these features - but, if you are **also an event or wedding venue**, you can add those categories to get access to “services”

Category

Categories describe what your business is, not what it does or sells.

Primary category

Hotel

Additional categories

Event venue



Wedding venue

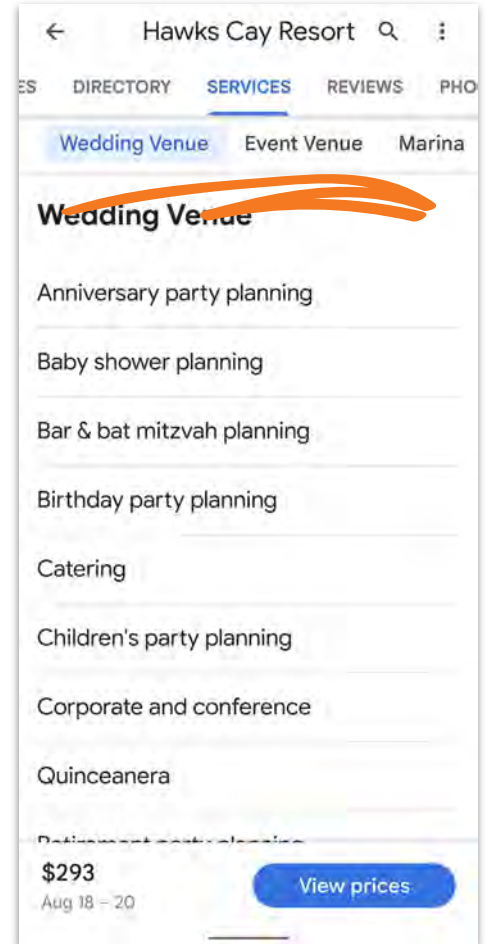


[Add another category](#)

Cancel

Apply

Please note: Edits may be reviewed for quality and can take up to 3 days to be published. [Learn more](#)



4. Respond to Reviews

Customer reviews are posted by users directly to your Google Business Profile. They appear wherever your profile appears, and are **the source of your “star rating”**

Gabriel Kreuther
York, NY

[Write a review](#)

4.6 ★★★★★ 393 reviews

Sort by: Newest

Jean Philippe Guy
Local Guide · 119 reviews · 642 photos
★★★★☆ 2 months ago
Very disappointing experience. High dollar with sub par food and very average service. Not worthy of a Michelin Star.

Response from the owner 2 months ago
Dear Mr. Guy,

Thank you so much for taking the time to share your feedback about your experience at Gabriel Kreuther. We are very regretful to hear that we did not meet your expectations. If you would allow, I would love to be in touch with you to further discuss your experience. I can be reached at jean@gknyc.com. Thank you in advance for your time and I look forward to speaking with you.

Best Regards,
Jean Lee
Guest Relations Manager

Felipe Archondo
Local Guide · 1 photo
★★★★★ 2 months ago

Ready2 Retire
Local Guide · 32 reviews · 1 photo
★★★★★ 2 months ago

Kenny Yuen
1 review

4. Respond to Reviews

Respond to **30%** of your reviews for an **80%** boost in conversions. Responses show you are attentive to customers.

The Average Conversion Rate of Business Locations by Their Average Reply Rate



Average Reply Rate

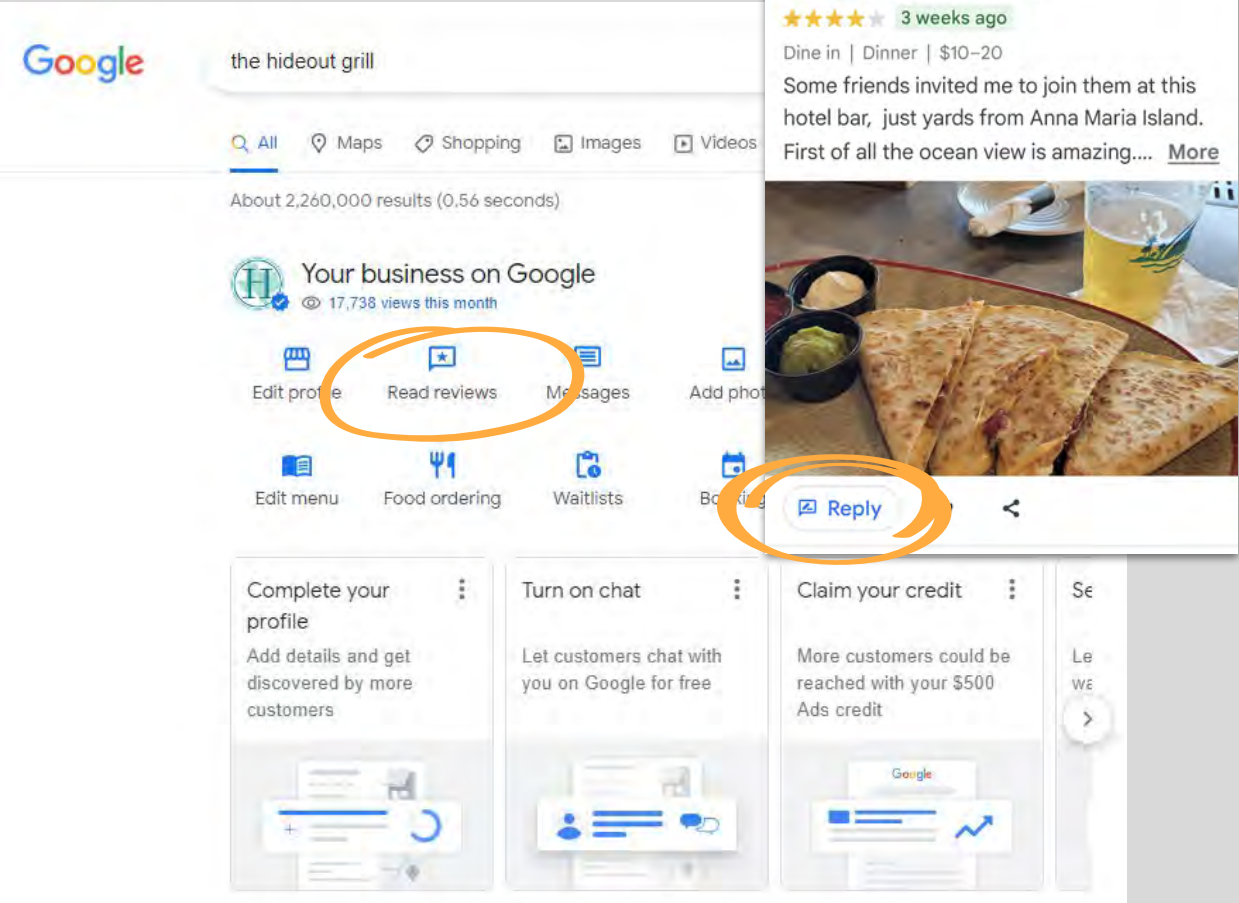
● SMB ● ENT

**Dots represent clusters of locations that have similar reply rates and conversion rates and the line represents the trend of conversion rate increase.*

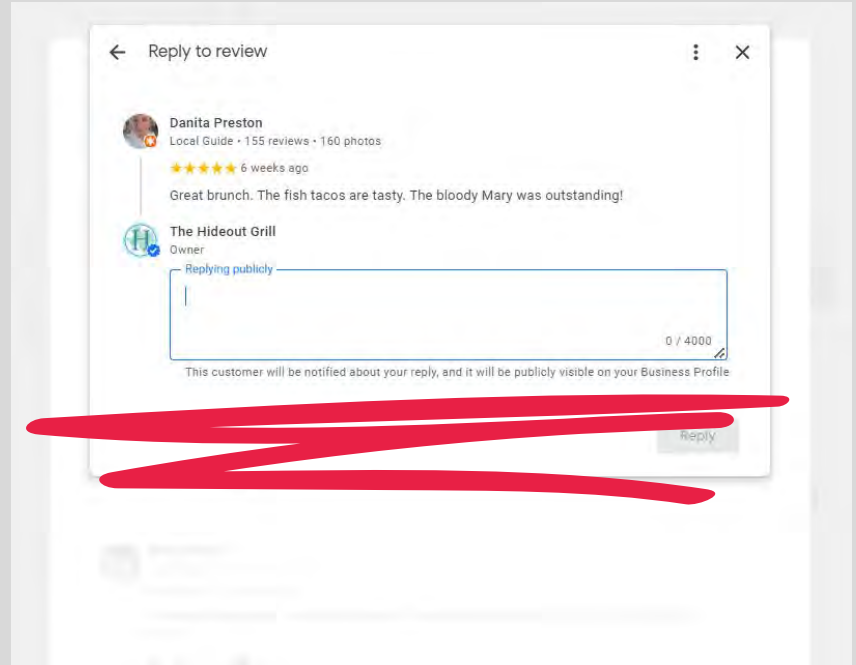
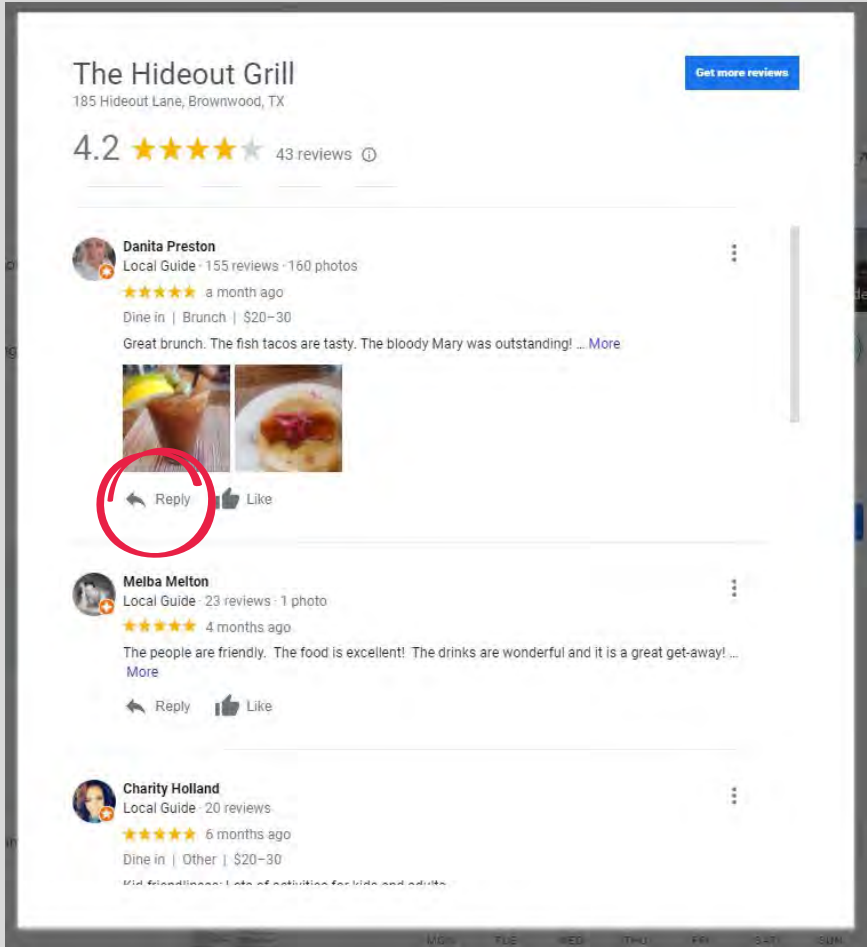
uberall

Responding to reviews

Select "Read reviews" or use the "Reply" button integrated in the Maps app

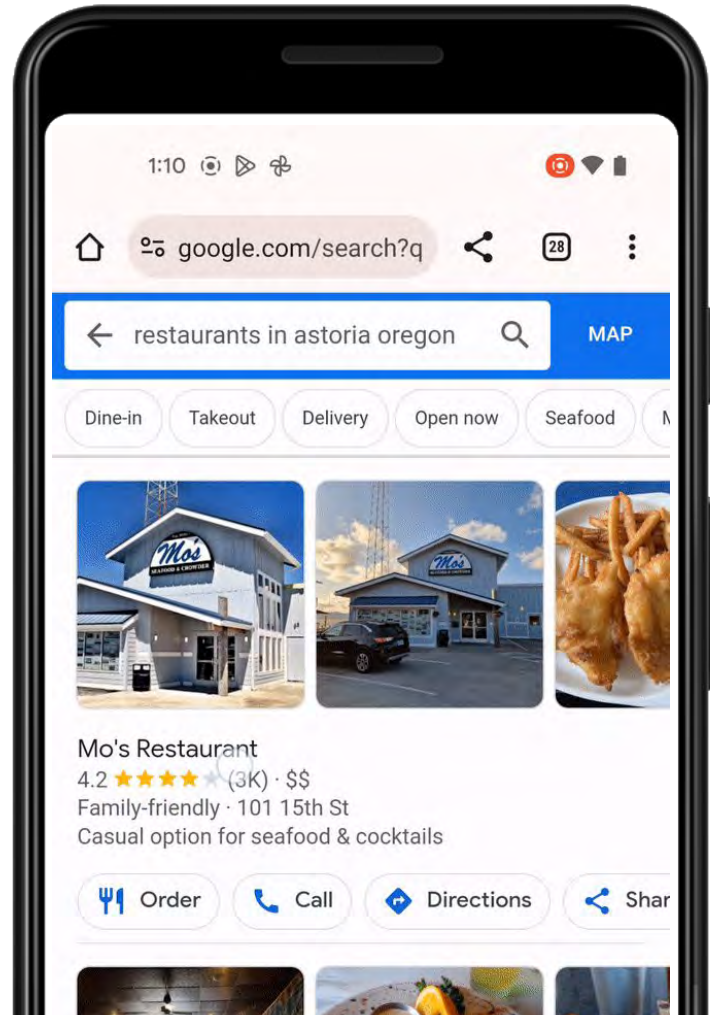


Responding to reviews

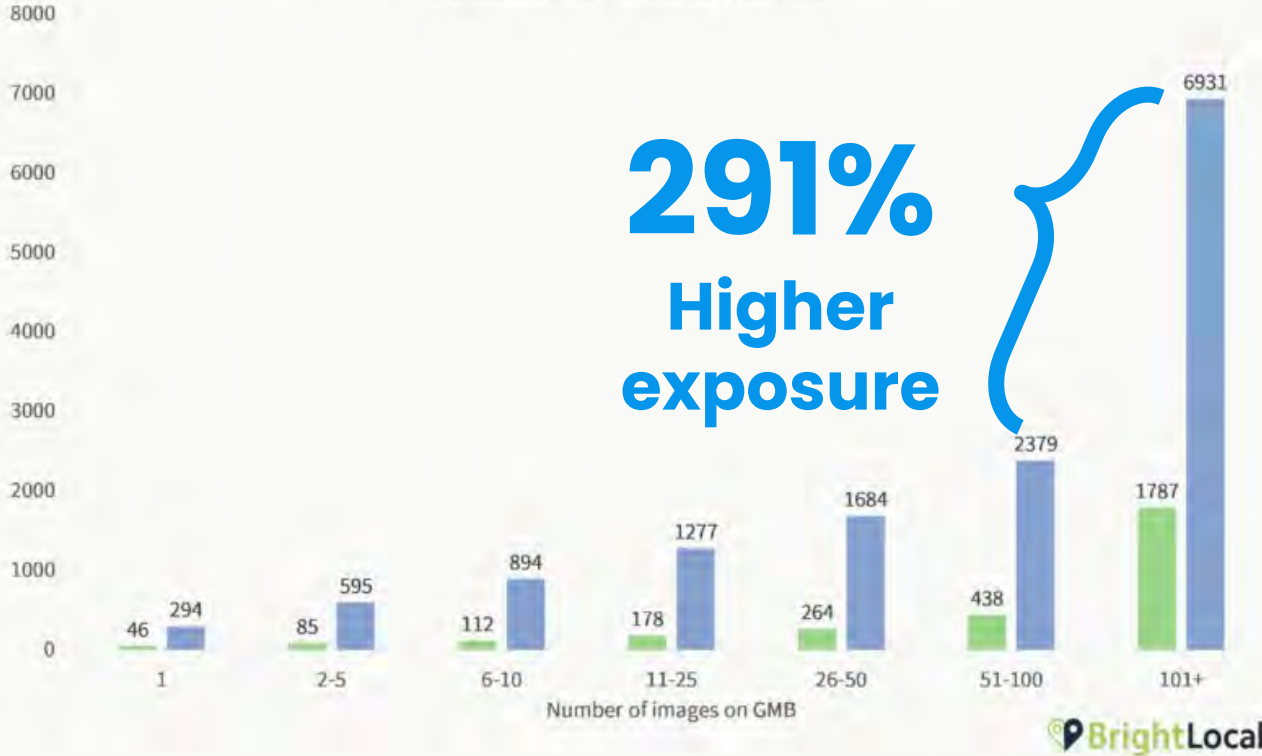


5. Upload 4 photos a month

Photos are a key part of how potential customers make decisions about your business.



5. Upload 4 photos a month



Businesses with more than 100 images have **significantly higher exposure rates.**

5. Upload 4 photos a month



Businesses with more than 100 images have **significantly higher exposure rates.**



This photo is good! It's both informative and attractive. Easy to understand what it is, where it's taken from, bright colors good contrast, good framing.



This photo is bad. It isn't attractive - off-kilter horizon, muddy colors, and it isn't particularly informative - unreadable signs/context.

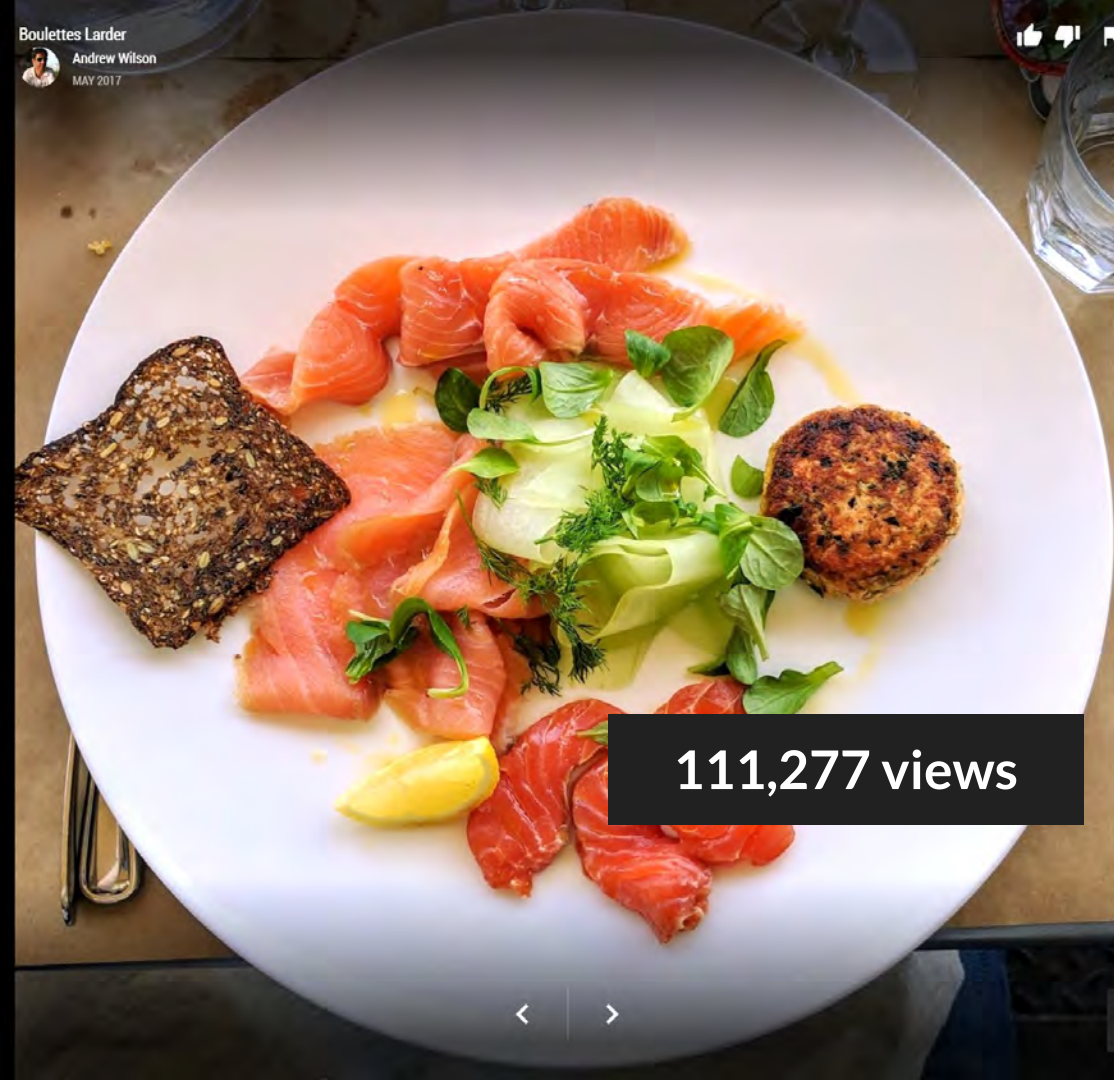




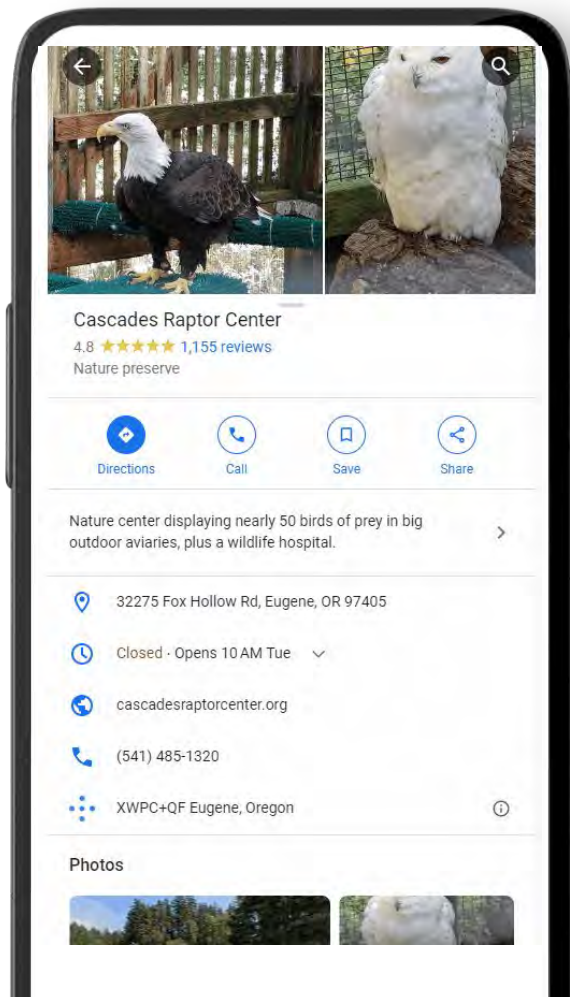
Photo Best Practices

- Only upload photos you created or own the complete rights to.
- Don't use filters or overlay text
- Avoid seasonal images, keep it evergreen.
- Interiors without people are preferred to those with people. Avoid identifiable faces & PII, or have release forms.



Video Best Practices

- Don't forget video! Add a 10-second live video or 30-second pre saved video to Google Maps.
- It's a good idea to recycle clips from other short form video content, just remove overlay text or logos first.
- We recommend shooting vertical video because of the layout in the photo gallery on Maps
- Use videos to inform: show off products, a space, or an experience



Add photos

Select "Add photo" to add photos, logo or designate cover photo.

Photos tab on Maps app

Google

the hideout grill

All Maps Shopping

About 2,260,000 results (0,56 s)

Compass Bar & Chill

MENU REVIEWS PHOTOS UPDATES ABOUT

Tools



Add photo

Photo

Let customers peek inside yo

Logo

Let customers see your busin

Cover photo

Showcase your business to c

All

Add a photo



Call

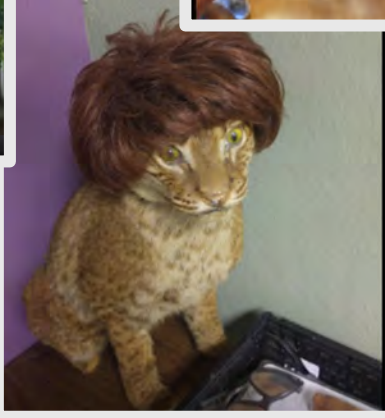
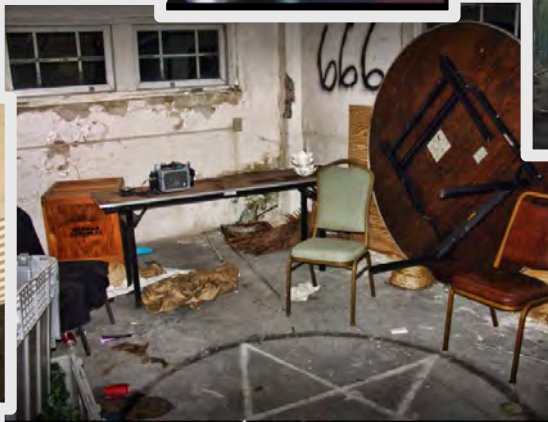
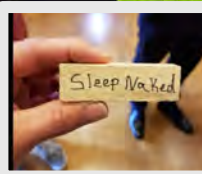
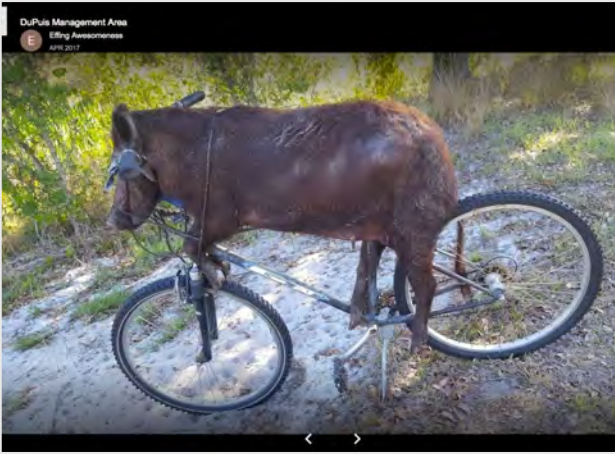


Save



Share

Flag photos





Images may be subject to copyright.

Why are you reporting this photo? (Required)

- Offensive, hateful or sexually explicit
- Legal issue
- Privacy concern
- Poor quality
- Not a photo or video of the place
- Other

Please share your reason. Examples: inappropriate caption, misclassification.

Email address: (Required)

reCAPTCHA verification: (Required)

I'm not a robot



Submit



Five Fundamentals



Up-to-date **hours** are critical



Categories influence where your business can appear



Attributes support customer confidence



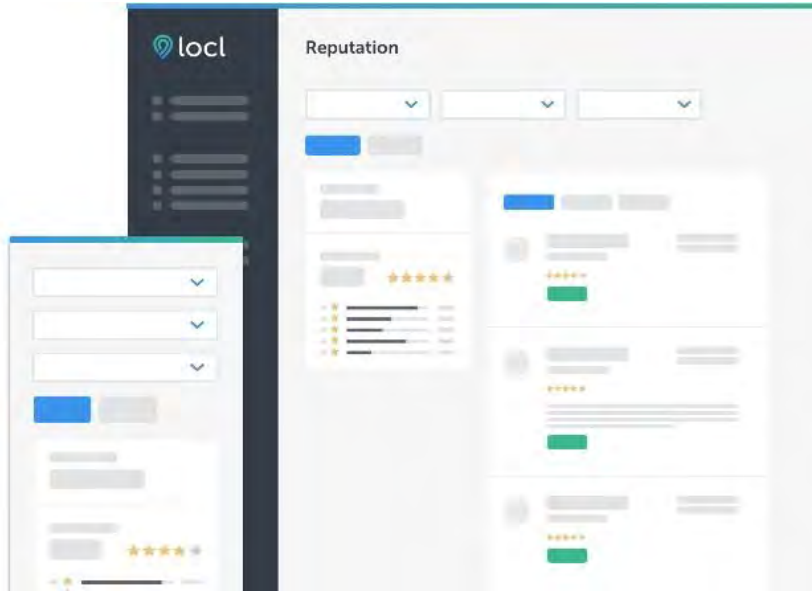
Respond to 30% of your **reviews** for an 80% lift in conversions



Post 4 **photos** a month for a 30% lift in exposure

Google Business Profiles

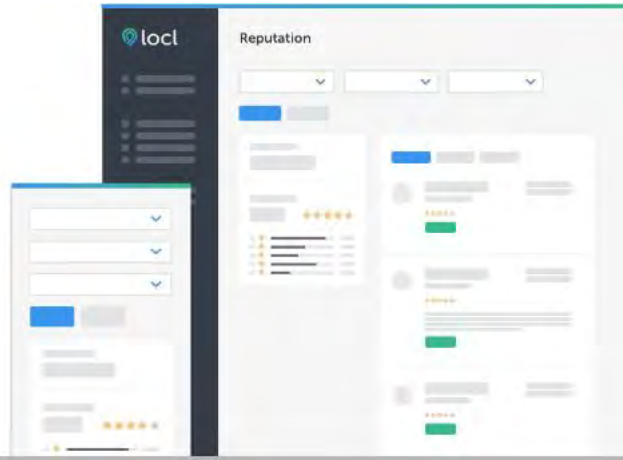
Free Management Tools



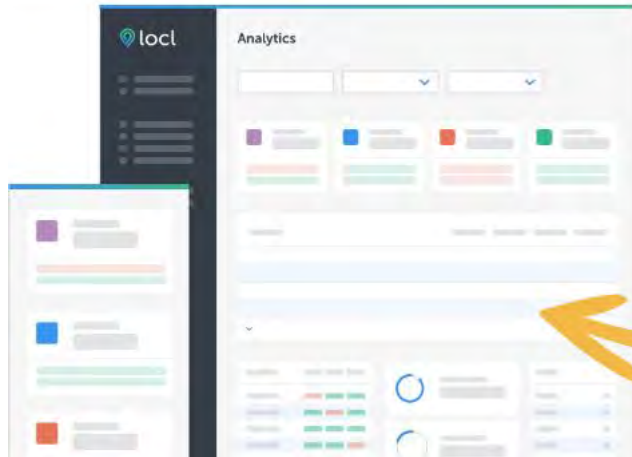
If you're thinking that this **sounds like a lot to manage** - you're right!

That's why Travel Oregon has teamed up with Oregon-based company, Locl, to offer you a **free way to manage and maximize your Google Business Profile** without all the clutter.

Manage your business reputation with customer reviews notifications, quick replies and insights



locl
exclusive access for Oregon tourism businesses



instant **18+ months of analytics data** vs Google's 3 or 6 month limitations



“ **Locl cuts the amount of time I spend managing and optimizing my Google My Business listing by at least 75%.** Locl is a must-have for any business and any business owner. ”

Corey Rust, Owner
Envi Air Tours and Adventures

envi.✈️

[Access Locl here](#)

 **locl**

Thanks for joining us today

Travel Oregon has **one-on-one support** available **free to Oregon Tourism businesses** if you have specific questions or you need help with verification, editing your listing or access to Locl.

- Questions? Office hours are free. Sign up for a time that is convenient for you to discuss GBP or Locl.
calendly.com/traveloregonlocl/support
- Visit the Business Listings Toolkit
industry.traveloregon.com/listings



Questions & Discussion



**TRAVEL
OREGON**

Thanks for joining us today!

*For additional resources and support, visit the
Travel Oregon Business Listings Toolkit
industry.traveloregon.com/listings*