



**TRAVEL
OREGON**

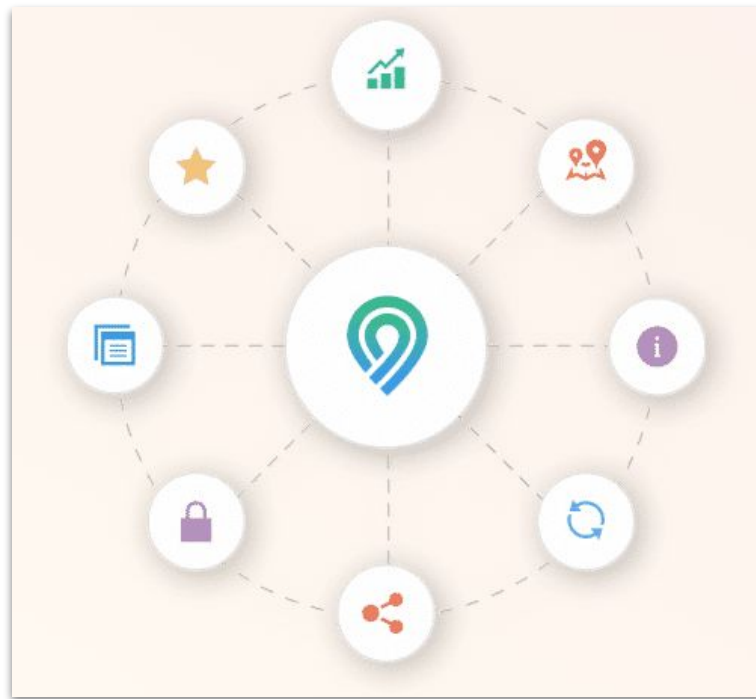
Locl Overview and Q&A Webinar
May 2025

Presented by: Cat Sherry, Director of
Customer Success at Locl



Agenda

- Google Business Profile fundamentals
- Why Locl matters
- Platform demo
- Q&A
- Resources for continued support



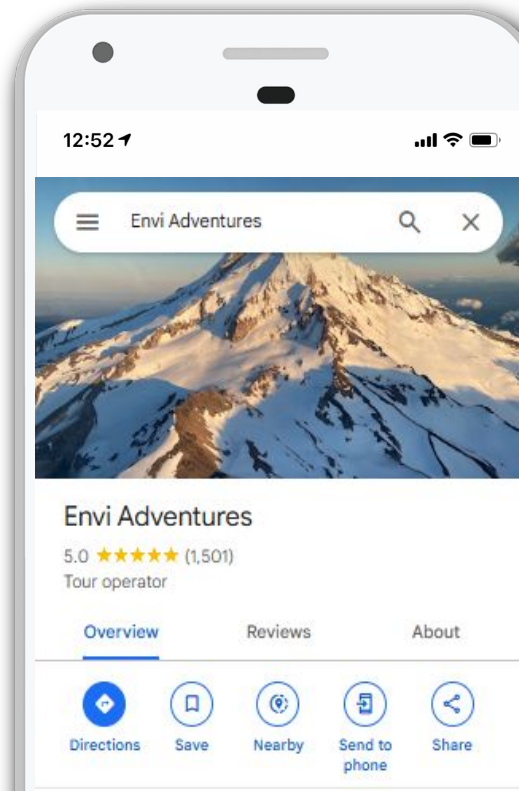
Every Business's Digital Front Door



77% of the time, Google Maps is used to search for a nearby business.

A Google Business Profile (GBP) is essential for small businesses because it directly impacts **online visibility**, **local search rankings**, and **customer trust**. Here's why it matters:

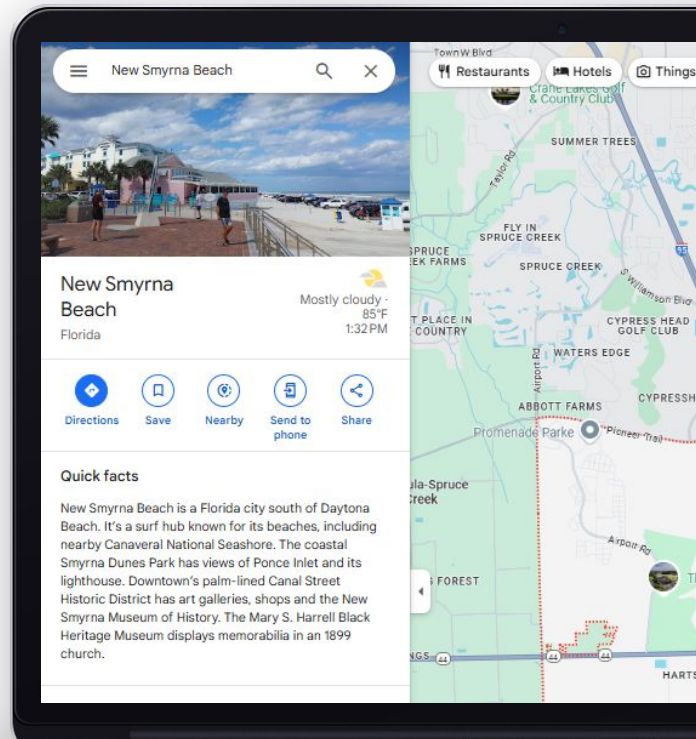
- **Be Found Locally:** Most consumers use Google to search for local businesses. A GBP helps your business appear in local results.
- **First Impressions Count:** It displays key info like hours, photos, and reviews- often before someone even visits your website.
- **Free & Powerful:** It's a no-cost tool that delivers measurable impact on traffic, engagement, and revenue.



Google Business Profile (GBP) Claiming & Verification



- Claiming your business through Google Maps:
 - Open Google Maps
 - Enter the business name
 - Click the business name and choose the correct one
 - Click Claim this business > Manage Now
 - Select a verification option and follow the on-screen steps
- Checking your verification status:
 - Sign in to your Google Account
 - In the Google Maps app (bottom right), tap Business
 - Verify using the options available for your GBP
- Your verification options can't be changed because Google's systems automatically determine and show which methods your business can use
- The verification process can take over a week
- Your business does not have to have a physical address to have a Google Business Profile



Why Should I Use Locl?

Locl offers a comprehensive suite of tools designed to enhance and streamline your GBP management, providing significant advantages over manual handling. This overarching approach can lead to increased visibility, customer engagement, and ultimately, business growth.

- **Enhanced Security:** Google allows users to suggest edits to your business profile, which can lead to unauthorized or incorrect changes. Locl's Profile Lock feature monitors your listings and prevents unwanted modifications, maintaining the integrity of your business information.
- **Extended Analytics and Insights:** while Google provides limited analytics data, Locl offers up to 18 months of historical data, giving you deeper insights into your profile's performance over time.
- **Social Media Integration:** Schedule and publish posts directly to Google, Facebook, and Instagram through Locl, maintaining consistent branding and engagement across platforms.
- **Comprehensive Support and User-Friendly Interface:** Locl is designed to be user-friendly, requiring no prior marketing experience. Our support team is available to assist you in optimizing your GBP, ensuring you get the most out of the platform.
- **Connected to Travel Oregon's listing database:** When you connect your GBP in Locl, your listing is added to Travel Oregon's database, which is included on TravelOregon.com and other tourism partner websites. Your Events posts also come into the database as events listings.

Getting Started with Locl

1. Create your Locl account using the Travel Oregon sign-in link: <https://locl.ai/traveloregon/>
2. Connect your Google Business Profile (GBP) to Locl:
You will be prompted to connect your Google account and "allow" Locl access. This connects your GBP account to Locl, enabling you to make updates to your GBP using Locl.
3. Complete your Onboarding steps:
The Onboarding tab will guide you through a few additional fields you'll need to fill out in order to complete registration.
4. You're in!



Demo!



Get in touch!

Locl:

- Use the chatbox in your Locl account to submit a ticket (preferred!)
- Email us at success@locl.io

Visit Travel Oregon's Industry website for:

- [Checklists, tools and trainings](#)
- [Newsletter signup](#)

