Locl Overview Webinar
November 2025

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

Agenda

- What is Locl?
- Google Business Profile fundamentals
- How does Locl help my support my business?
- Platform demo
- Q&A
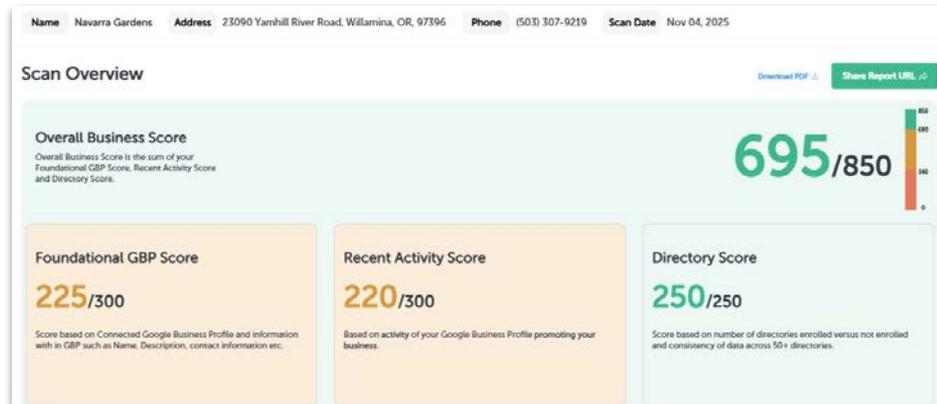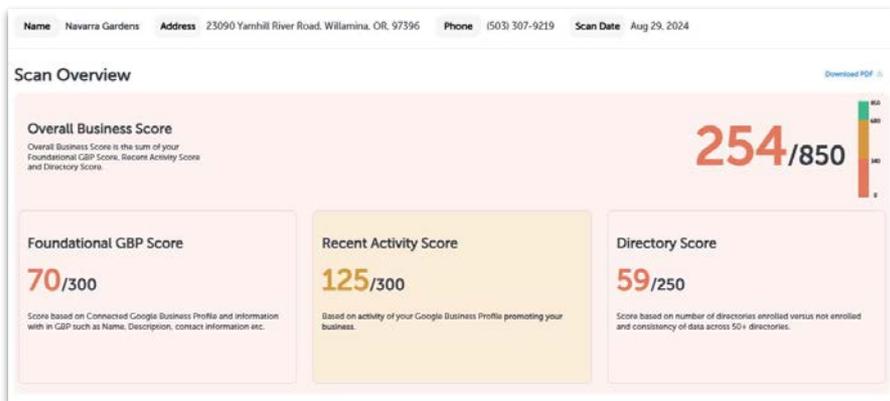- Resources for continued support

Locl + Travel Oregon

"I got introduced to Locl… and boom- my business listing skyrocketed. I recommend everyone go with this company."
- Mark Patterson; Owner, May Your Glass Be Filled Tours

- Program was started in March of 2021
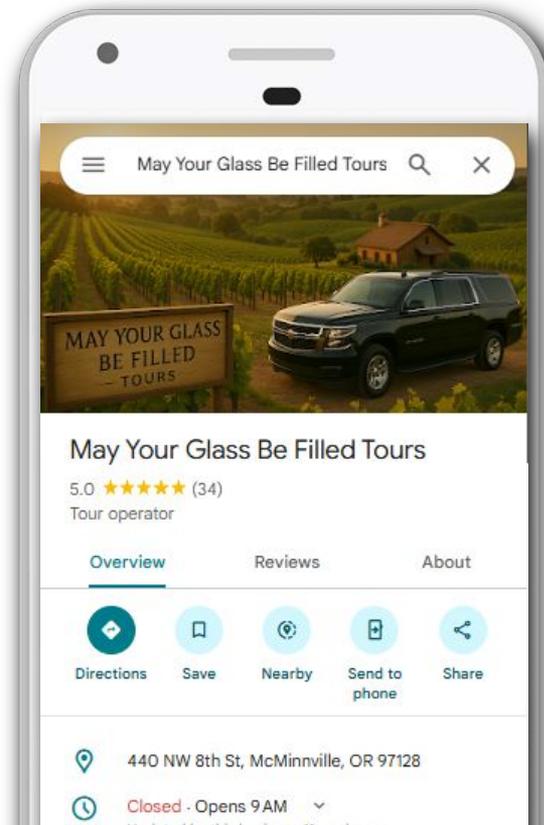- 569 participating businesses to date

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:
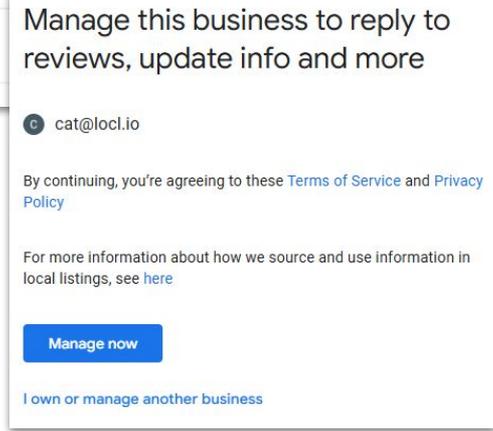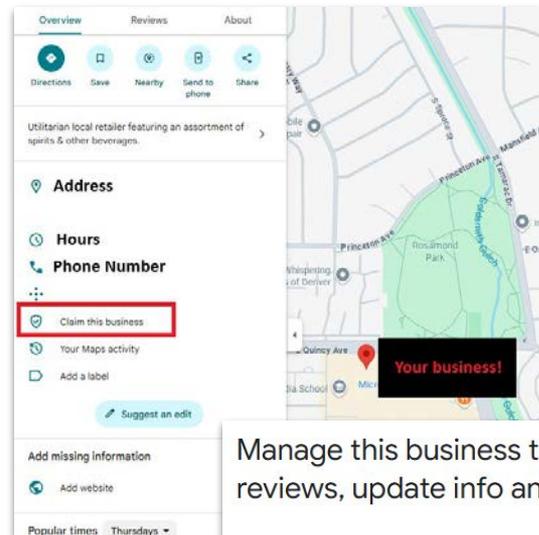
- **Be Found Locally**: Most consumers use Google to search for local businesses. A GBP helps your business appear in local results.
- **First Impressions Count**: It displays key info like hours, photos, and reviews- often before someone even visits your website.
- **Free & Powerful**: It's a no-cost 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 > locate your business on Maps
  - 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
  - Navigate to "Business Profile Manager" in the waffle menu
  - The status column will show "verified", "pending", or "not verified"
- 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:** 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, LinkedIn, and Instagram through Locl, maintaining consistent branding and engagement across platforms.
- **AutoPilot:** Businesses can enroll in AutoPilot which automates all of the required tasks needed to keep your GBP visible with minimal effort.
- **Comprehensive Support and User-Friendly Interface:** Locl is easy to use, even without marketing experience. It provides clear task recommendations to boost your online visibility, and our support team is here to help you optimize your GBP every step of the way.
- **Free for tourism-facing businesses through our partnership with Travel Oregon!**

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 - enroll in AutoPilot to start optimizing your GBP!

Demo!

Get in touch!

Locl:

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

Visit Travel Oregon's Industry website for:

- Checklists, tools and trainings
- Newsletter signup