



# GOOGLE BUSINESS PROFILE FUNDAMENTALS

November 2022



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.



**Kim Palmer**  
Destination Optimization  
Program Director

In addition to more traditional agency services, we provide **support across a wide variety of Google Products** to improve exposure, conversion, quality and accuracy of information about the destination and businesses.





# 270+

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



Need  
Assistance  
With Your  
Business  
Profile?






## Schedule Office Hours With Miles



<https://calendly.com/milespartnershipgoogledmo/south-dakota-office-hours>

# What We'll Cover Today

## Session 1: Fundamentals

-  Why This is Important to Your Business
-  What's New on Google
-  Claiming Your Business on Key Platforms
-  Updating Critical Business Data
-  Q & A

How are customers finding your business?

# Online Business Listings

# Marketing to Drive Demand is HALF THE EQUATION

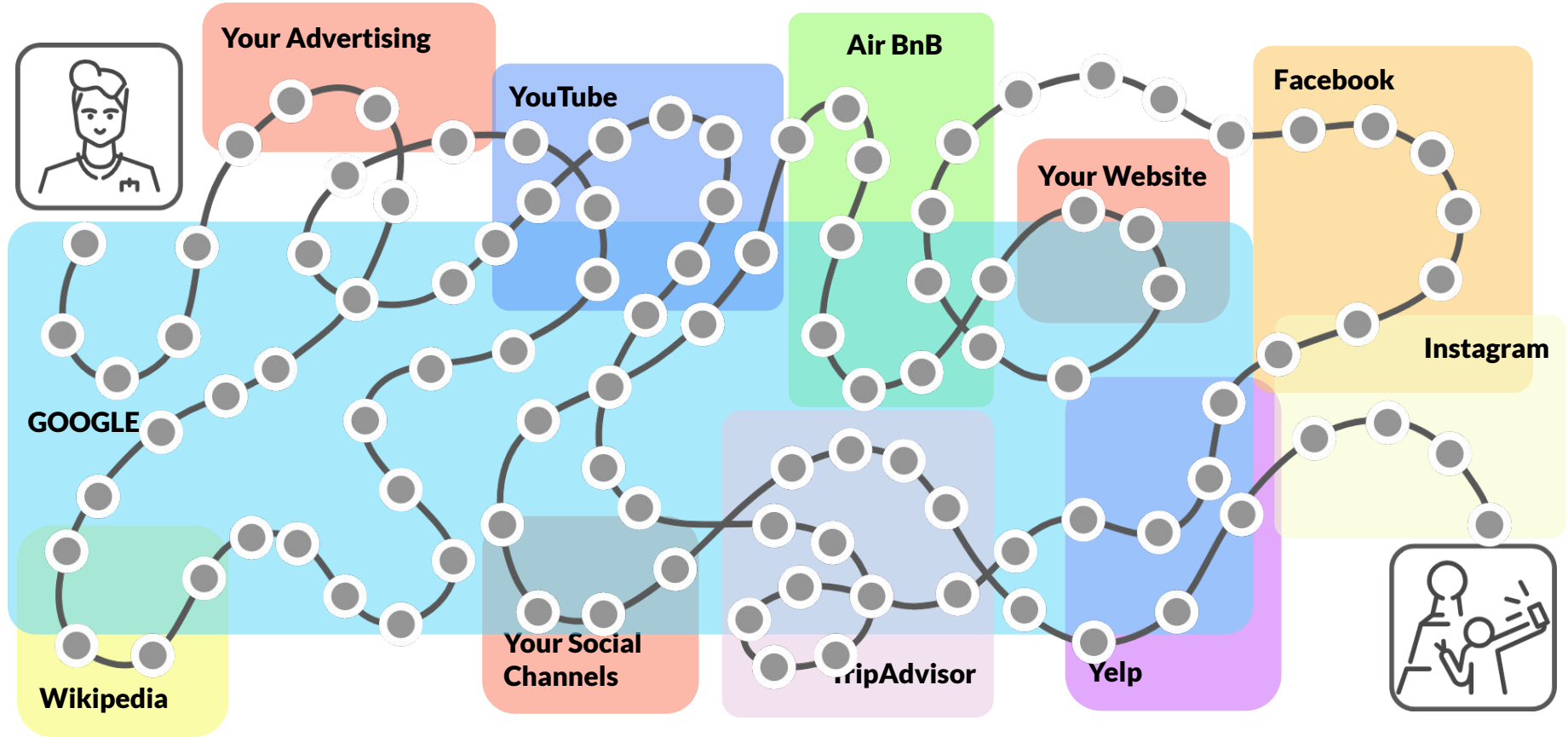
**Destination Demand**  
Marketing/Advertising

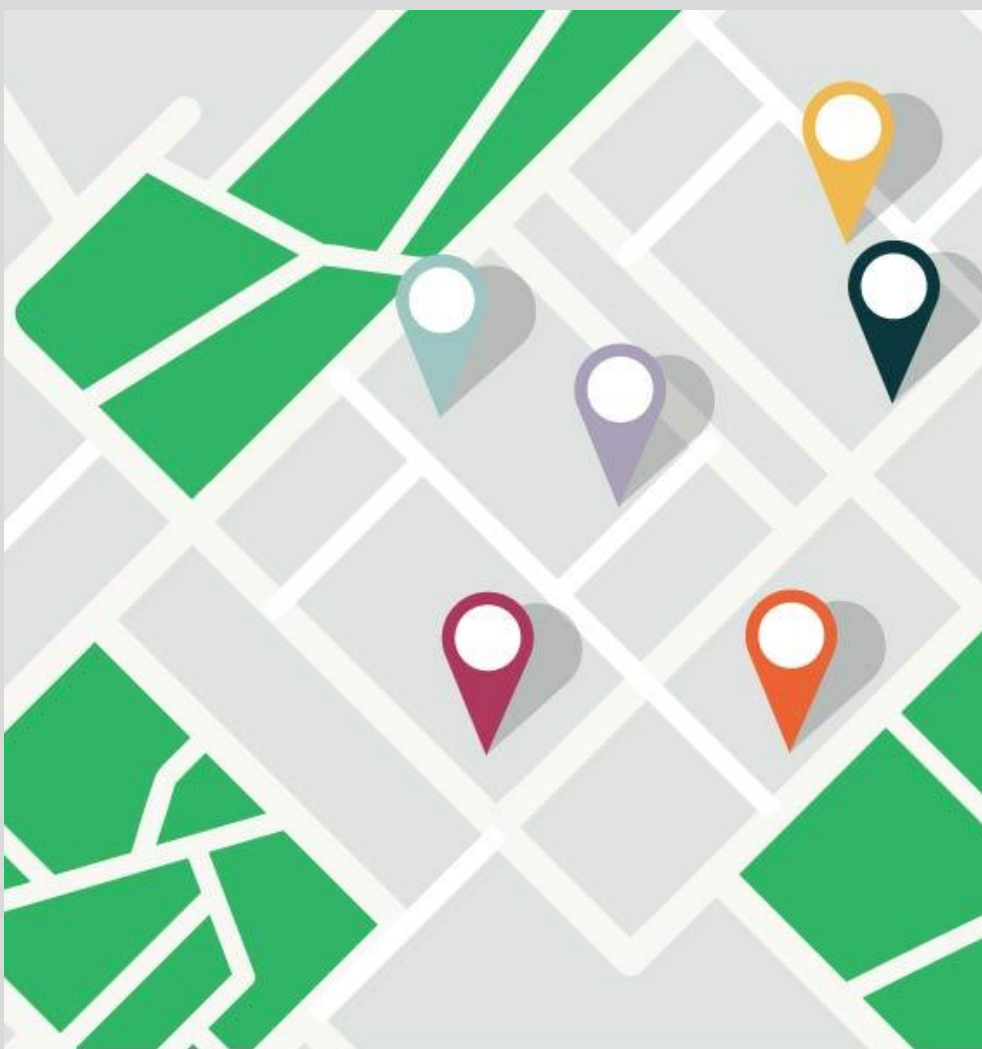


**Consumer Confidence**  
Destination Optimization



# Meet Your Customer WHERE THEY ARE



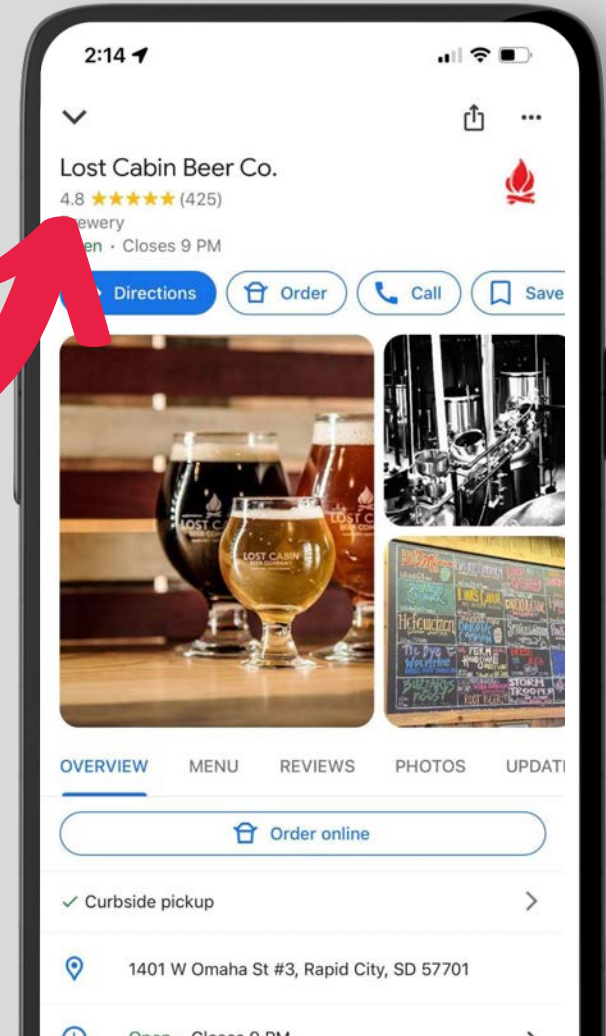


Google reports  
local search  
delivers over

**4 BILLION**

direct connections  
for businesses  
every month.

Your Google  
Business Profile is  
the **first thing**  
**people see** about  
your business  
when they search



# The “Local Pack”



ice cream in south dakota



All Maps Images Shopping News More

Tools

About 58,500,000 results (0.59 seconds)

Places

Rating

Price

Hours



Leones' Creamery

4.8 ★★★★★ (532) · \$ · Ice Cream  
Spearfish, SD

Closed · Opens 12PM Thu

Dine-in · Curbside pickup · No delivery



Parlour Ice Cream House

4.7 ★★★★★ (219) · \$\$ · Ice Cream  
Sioux Falls, SD · In Washington Square

Closes soon · 2PM

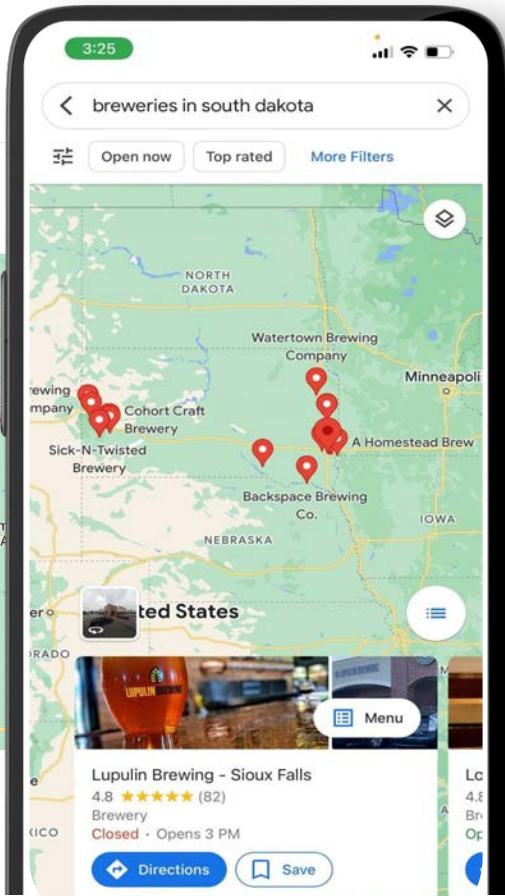
Dine-in · Takeout · No delivery



Armadillos Ice Cream Shoppe

4.7 ★★★★★ (1.5K) · \$ · Ice Cream  
Rapid City, SD

Sundaes, sandwiches &amp; outdoor seating



# The “Local Pack”

ice cream in south dakota



All



Maps



Images



Shopping



News



More

Tools

About 58,500,000 results (0.59 seconds)

Places

Rating

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**Leones' Creamery**

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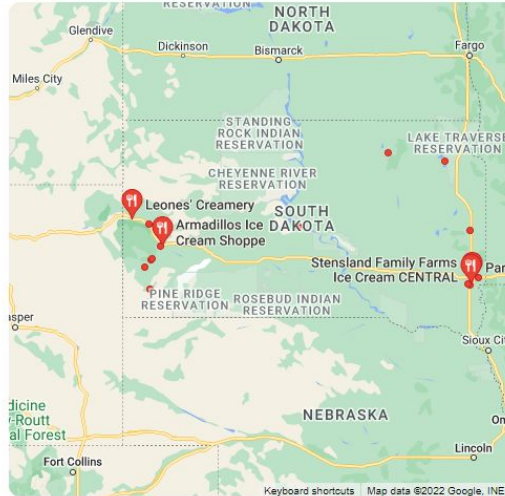

**Armadillos Ice Cream Shoppe**

4.7 ★★★★★ (1.5K) · \$ · Ice Cream

Rapid City, SD

Sundaes, sandwiches &amp; outdoor seating

More places →



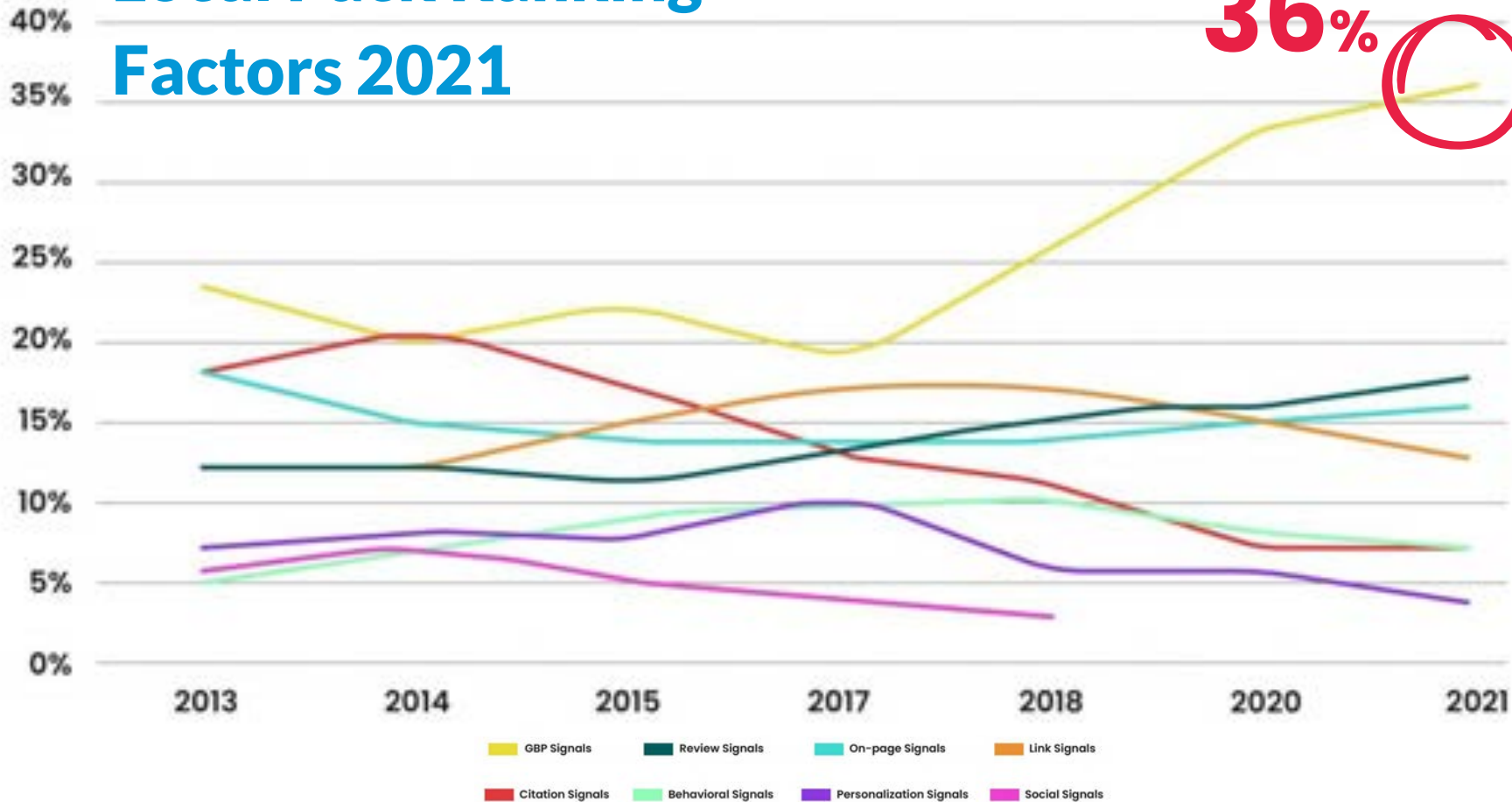
DISTANCE

RELEVANCE

PROMINENCE

# Local Pack Ranking Factors 2021

36%







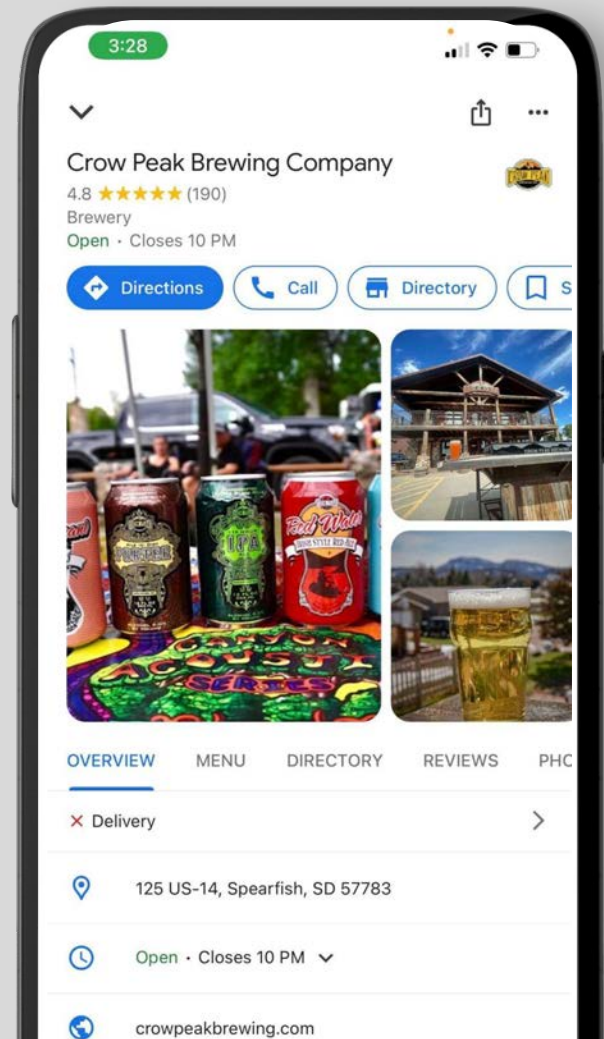
*Up-to-date profiles are:*

**2.7x** more likely to be considered reputable.<sup>1</sup>

**70%** more likely to attract location visits.<sup>1</sup>

**50%** more likely to lead to a purchase.<sup>1</sup>

<sup>(1)</sup> Ipsos research: Benefits of a complete listing 2017



Better business profiles  
**drive more exposure**  
and more engagement



Change is the only constant

# What's New on Google

# Name Change

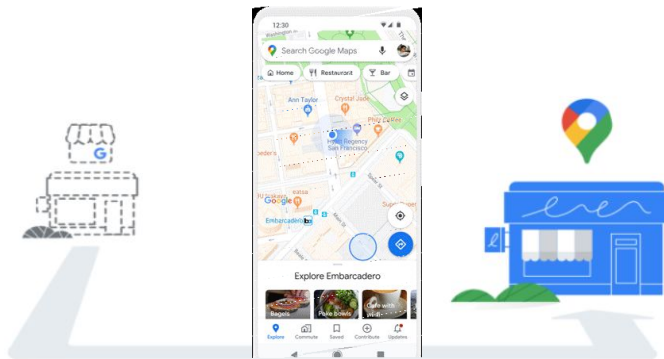
Google is retiring the name “Google My Business” and rebranding everything as “**Google Business Profile**”



## The Google My Business app is being replaced

Start using Google Maps and Search to keep your Business Profile up to date and connect with customers.

Try it on Google Maps:



Holy Sheets, update the way you interact with your customers. Soon, Google Maps and Search will replace the Google My Business app as the way to [manage your profile](#). Millions of merchants already use either Google Maps or Search to connect with their customers.



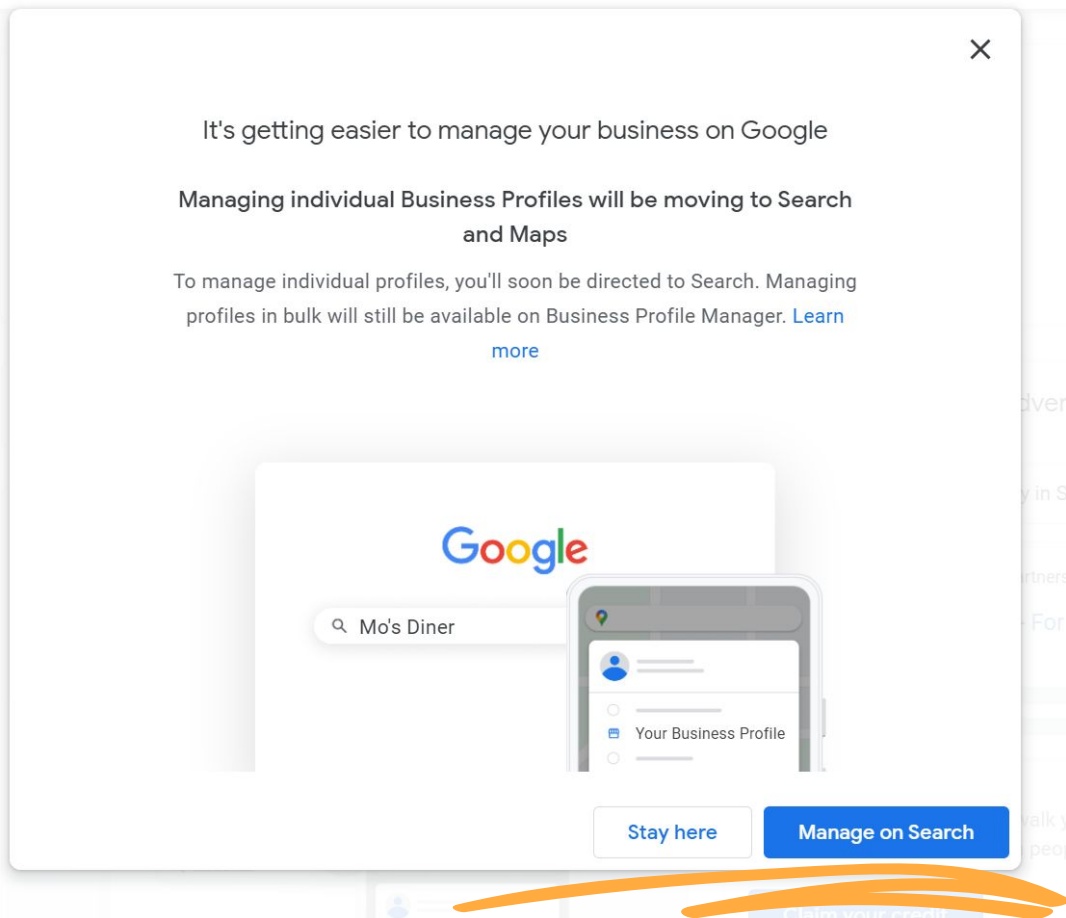
Visit the [Help Center](#) to learn more.

## GMB App

The Google My Business App **has been removed** from Google Play and Apple app store.

# Two New Edit Options

Editing your Google Business Profile will now be done in **SERP** or in the **Google Maps app**.



# Two New 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 "cac enterprises waterloo iowa". The search bar at the top displays the query. Below the search bar, the results show "About 128,000 results (0.53 seconds)".

The first result is "Your business on Google", which includes a profile icon and the text "2,699 views this month". Below this are three buttons: "Edit profile", "Promote", and "Customers".

Below the buttons are three cards with icons and text:

- Complete your profile**: Add details and get discovered by more customers.
- Get your first reviews**: Share your review form with past customers.
- Add exterior photo**: Help customers locate your shop front.

Below these cards is a redacted area with an orange scribble. Below the redaction are three search results:

- CAC Enterprises - Training courses in Waterloo - Nicelocal.com**: This organization has an average score of 5 by NiceLocal users and can be found by the official address: Waterloo, IA 50701, 520 Maryland Ave. GPS coordinates: ...
- CAC Enterprises in the city Waterloo**: Address: 520 Maryland Ave, Waterloo, IA 50701, United States; Phone: +1 941-224-6545.
- Waterloo Car Rental - Enterprise Rent-A-Car**: Enterprise Rent-A-Car offers flexible & convenient car rental backed by our Complete Clean Pledge at Waterloo. Reserve your car today! Missing: eae | Must include: cac

At the bottom, there is a section for "Images for cac enterprises waterloo iowa" showing several small images of the business.

On the right side of the screen, there is a detailed business profile for "CAC Enterprises". It includes a map, a "See photos" button, and a "See outside" button. The profile shows a 5.0 star rating from 1 Google review. The address is 520 Maryland Ave, Waterloo, IA 50701, United States. The hours are Closed - Opens 7AM Sun - More hours. The phone number is +1 941-224-6545. There are buttons for "Directions", "Save", and "Call". Below the profile, there are sections for "Add missing information" (Add website, Add appointment link) and "Know this place? Share the latest info". At the bottom, there is a "Products" section with a "+ Add" button and a "bikes" category. Below the products, there is a "fans" category.

About 128,000 results (0.53 seconds)

### Your business on Google

2,699 views this month

- Edit profile
- Promote
- Customers

Complete your profile

Add details and get discovered by more customers

Get your first reviews

Share your review form with past customers

Add exterior photo

Help customers locate your shop front

Ac

St

bu

Only managers of this profile can see this

See photos

See outside

## CAC Enterprises

Directions

Save

Call

5.0 ★★★★★ 1 Google review

Motorcycle driving school in Waterloo, Iowa

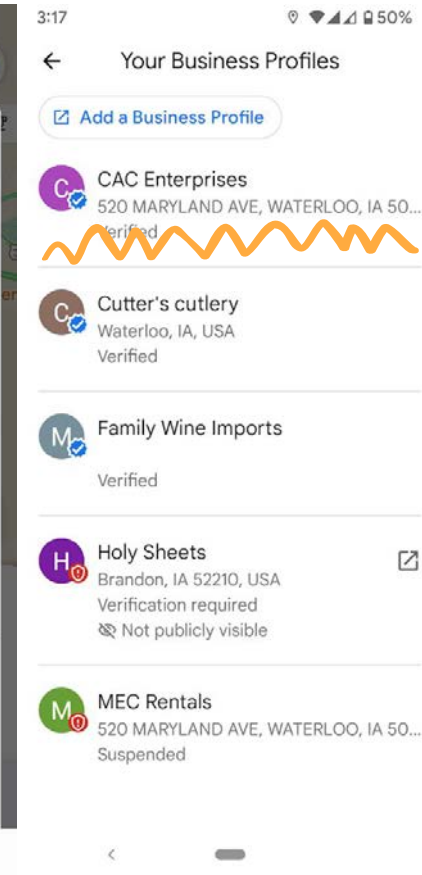
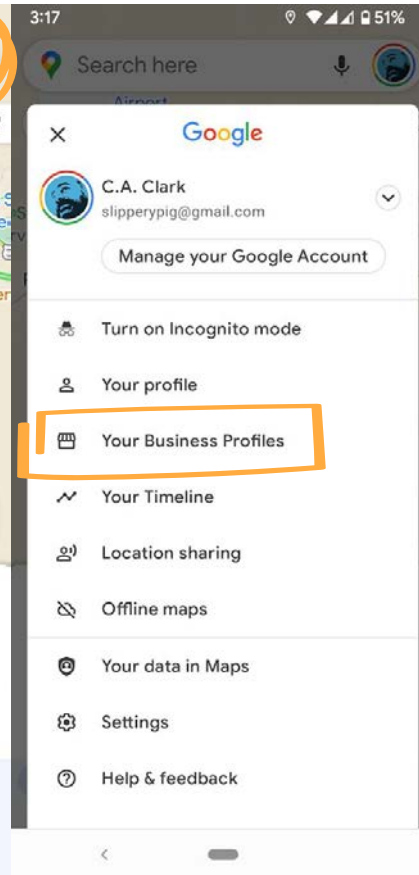
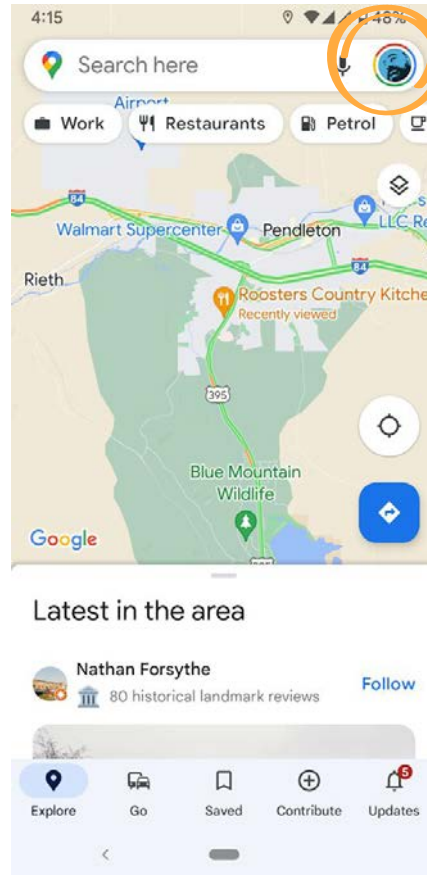
You manage this Business Profile ?

**Address:** 520 Maryland Ave, Waterloo, IA 50701, United States

**Hours:** Closed · Opens 7AM Sun · [More hours](#)

# Option #2

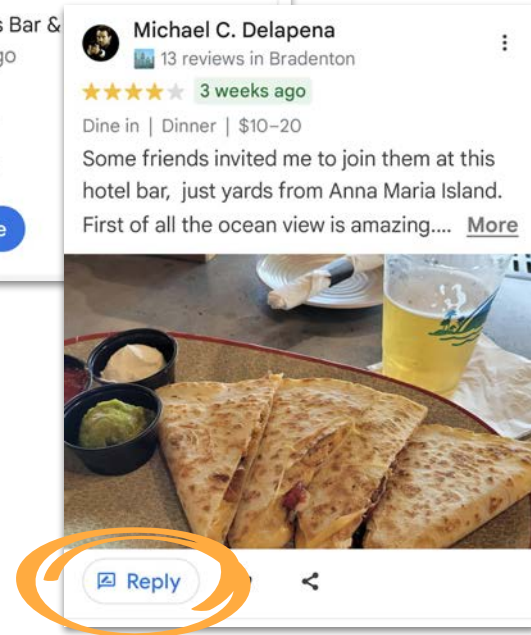
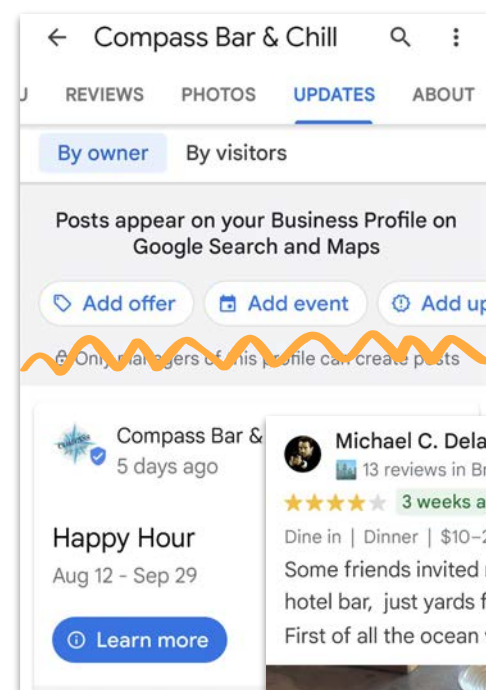
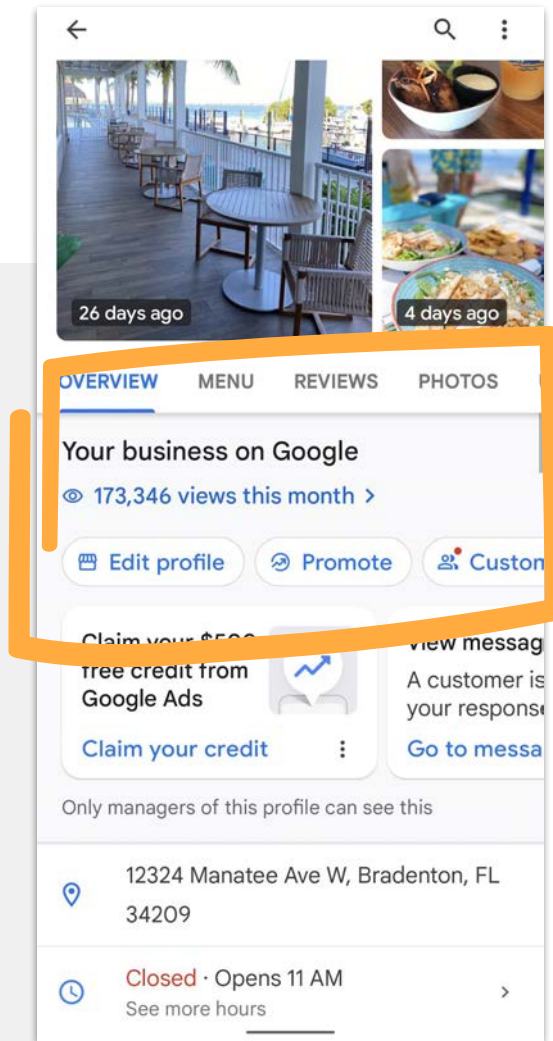
To edit in the maps app, click on the menu and select “Your Business Profiles”



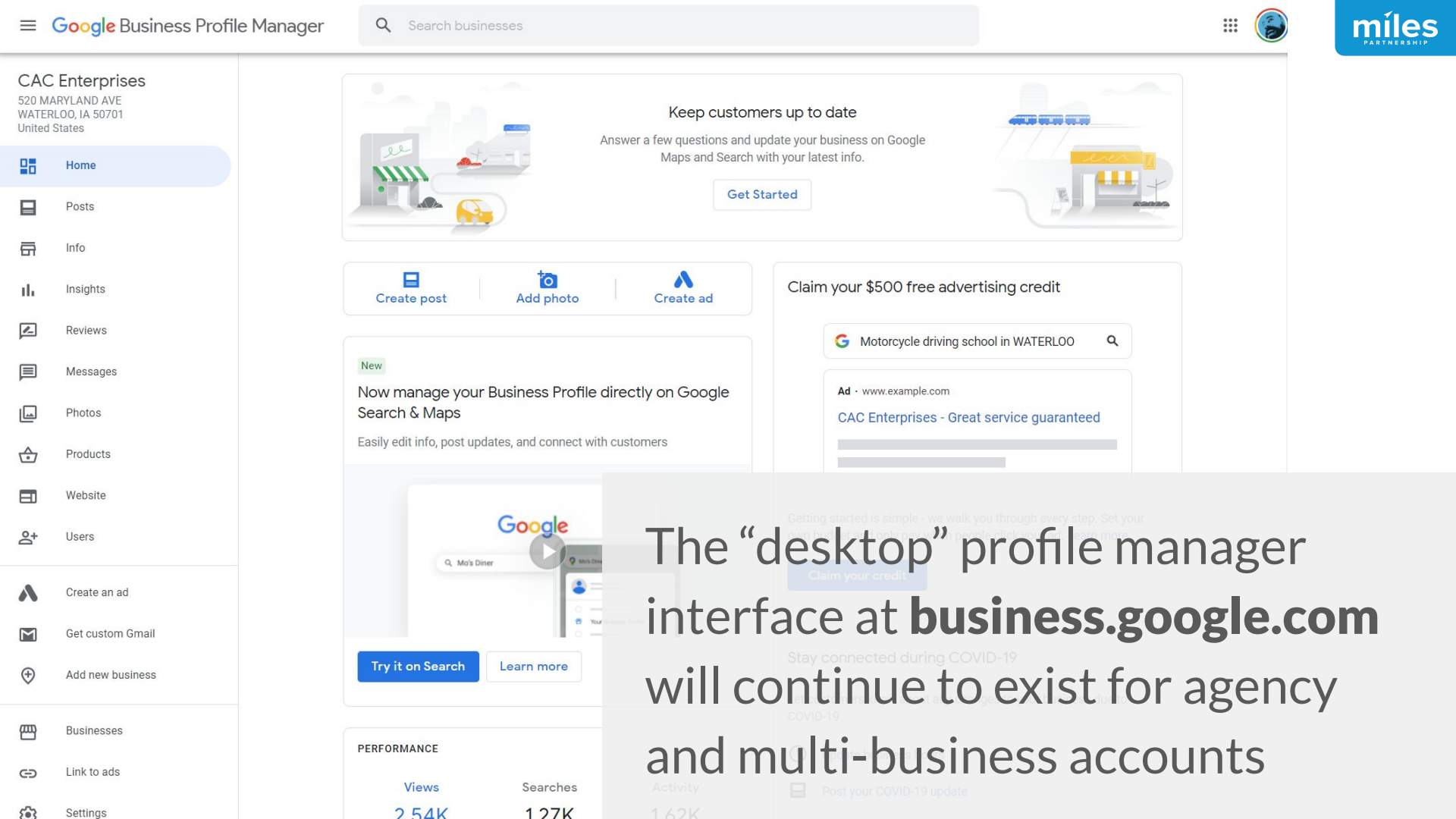


# Option #2

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







## CAC Enterprises

520 MARYLAND AVE  
WATERLOO, IA 50701  
United States



Home



Posts



Info



Insights



Reviews



Messages



Photos



Products



Website



Users



Create an ad



Get custom Gmail



Add new business



Businesses



Link to ads



Settings

Keep customers up to date

Answer a few questions and update your business on Google Maps and Search with your latest info.

[Get Started](#)

[Create post](#) | [Add photo](#) | [Create ad](#)

Claim your \$500 free advertising credit

[Motorcycle driving school in WATERLOO](#)

Ad · www.example.com

[CAC Enterprises - Great service guaranteed](#)

New

Now manage your Business Profile directly on Google Search & Maps

Easily edit info, post updates, and connect with customers

[Try it on Search](#) [Learn more](#)

PERFORMANCE

Views	Searches
2 54K	1 27K

The “desktop” profile manager interface at **business.google.com** will continue to exist for agency and multi-business accounts

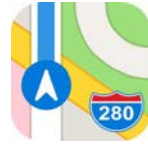
# Claim Your Business

# But First - Claim Your Business

Every major platform allows you to claim access to your business & offers tools to manage your information.



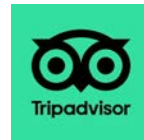
Google



Apple Maps



Yelp

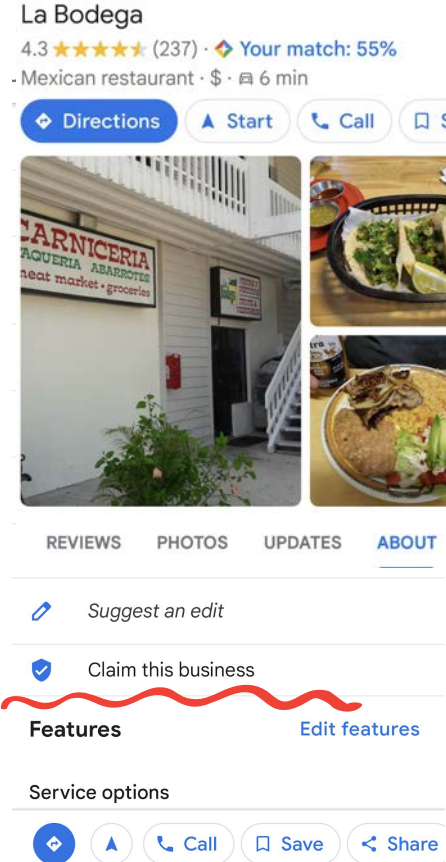


TripAdvisor

# Claim Your Business

In Google Maps look for the “Claim this Business” button to begin the process of claiming and verifying your business.

You will verify via a code sent by mail or a phone call.

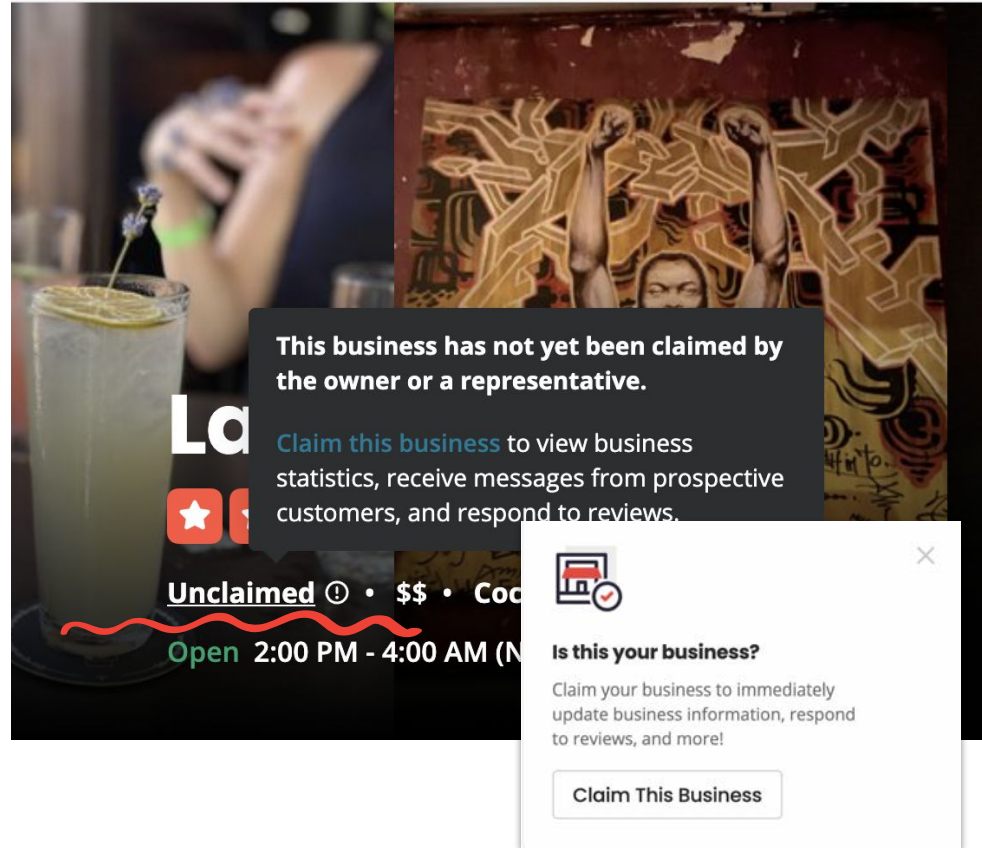


Claim this business

# Claim Your Business

On Yelp, look for the “Unclaimed” link or the Claim This Business call out box to begin.

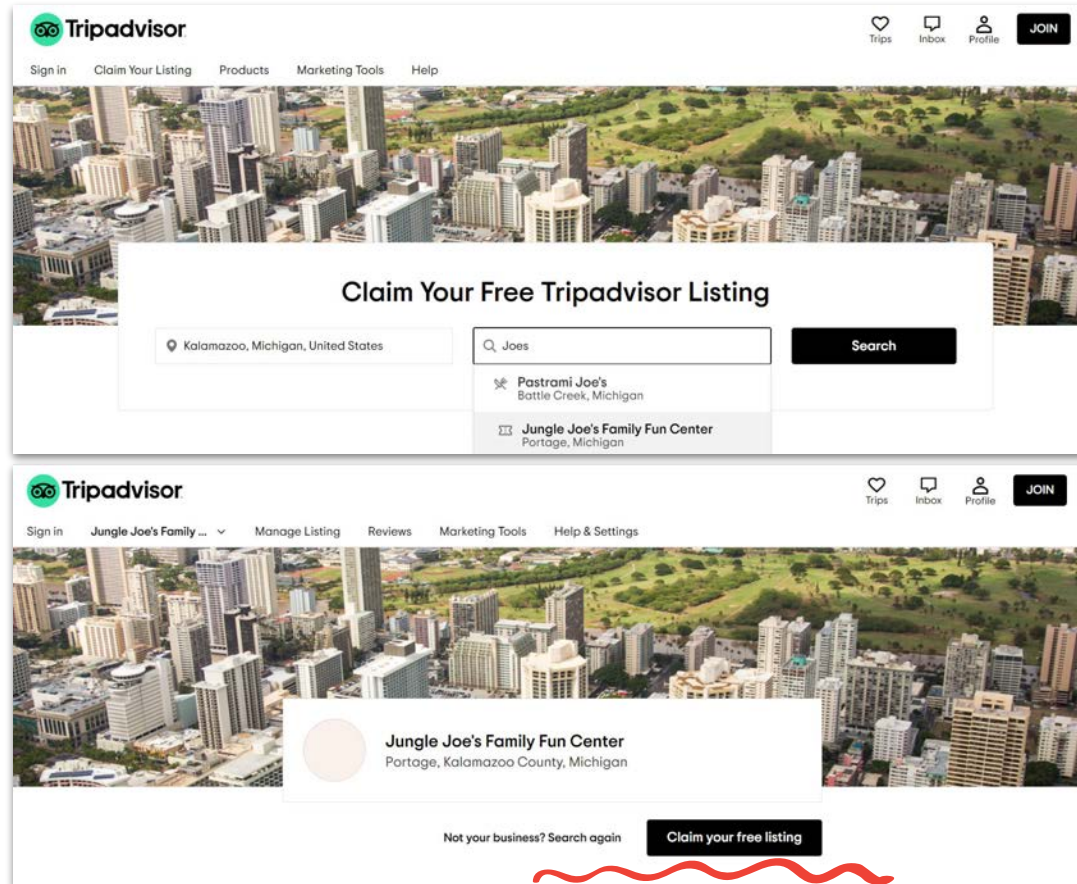
You will verify via a call or text to the primary business phone number.



# Claim Your Business

Tripadvisor.com/Owners  
to find your business and start  
the process.

You must first have a  
Tripadvisor account in your  
name. You will verify via a call  
to the primary business phone  
number or a personal credit  
card.





# Claim Your Business

Register.Apple.com  
/PlacesOnMaps  
to find your business and begin.

You must have an Apple ID and  
sign in.

You will verify via phone call or  
by uploading official  
documents.

Places on Maps

## Claim your business places and manage them across Apple.

Get started by finding one of your places.

Search by place name, or place name and address

Already claimed a place? [Sign in with your Apple ID](#)

< My Places

Places on Maps



**Rosetta Cafe**

153 Davison Rd, Mammoth Lakes, CA 93546

Not claimed

Verify Ownership

[Claim a different place](#)

Review your place details and  
verify ownership.

You can edit the details after verification.

### Information on Apple Maps

• This place is open.

^ Display Names

English (United States)

Rosetta Cafe

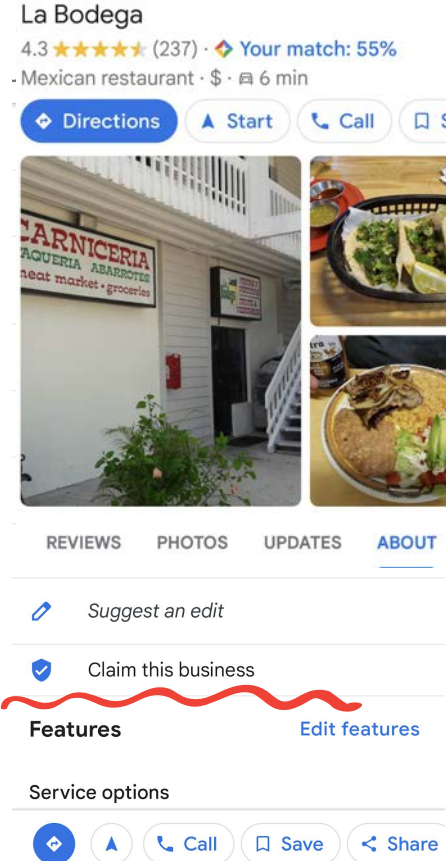
Google Business Profiles

# Claim Your Business



# Claim Your Business

In Google Maps look for the “Claim this Business” button to determine if you need to begin the process of claiming and verifying your business.



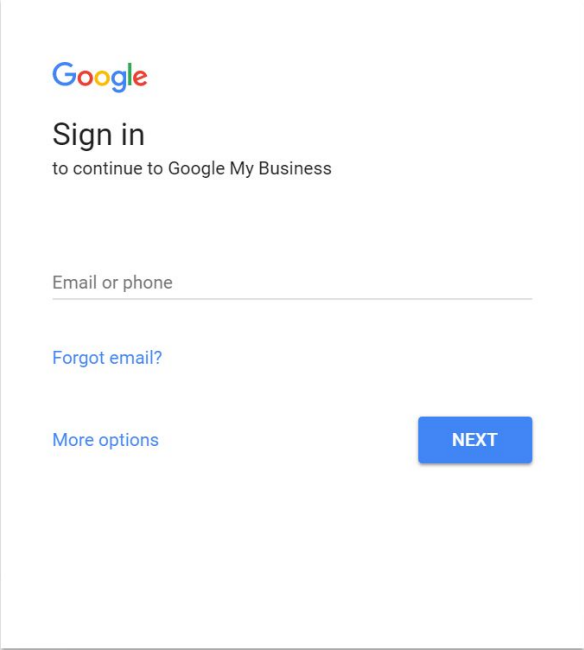
Claim this business

# Step #1

## Owner Login

Sign into the business' Google Account.

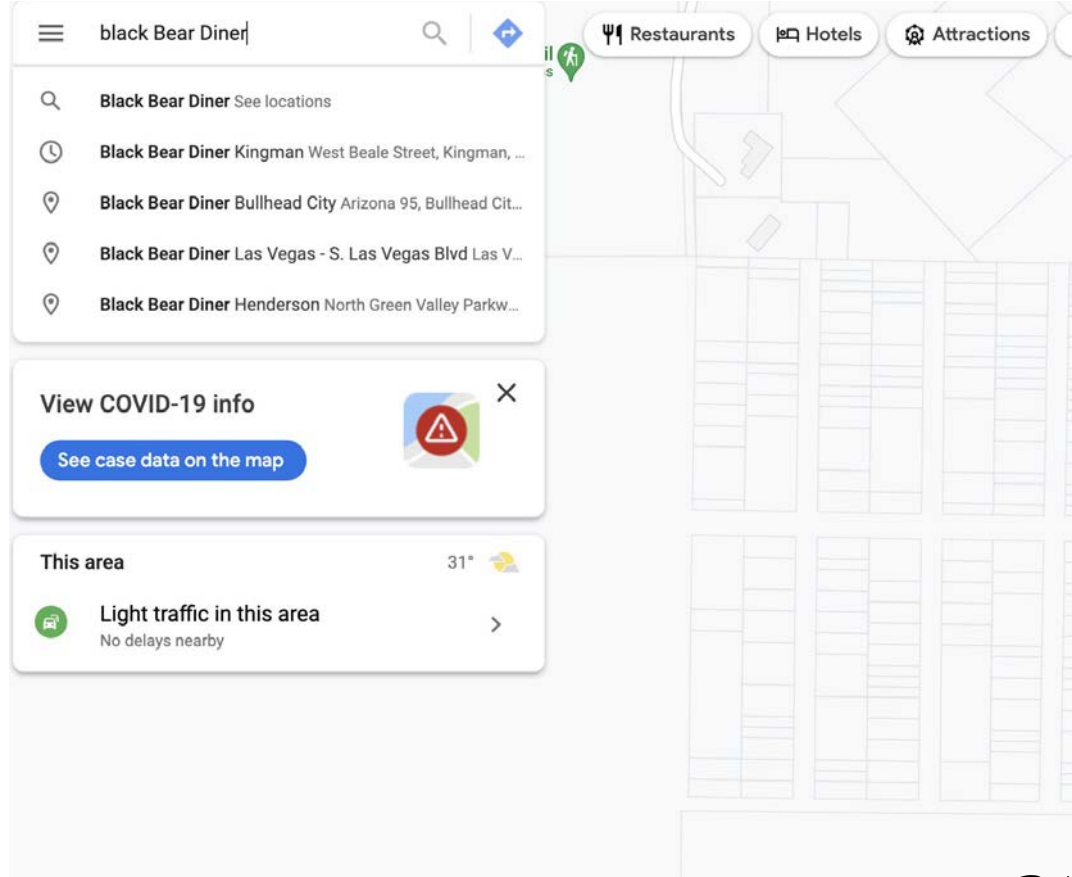
Preferably a general email or Gmail that's already tied to the business i.e. "info" or "admin" account. Not an individual's personal account.



The screenshot shows the Google My Business sign-in interface. At the top is the Google logo. Below it, the text "Sign in" is followed by "to continue to Google My Business". There is a text input field labeled "Email or phone". Below the input field are two links: "Forgot email?" and "More options". A blue "NEXT" button is positioned to the right of the "More options" link. At the bottom of the page, there is a language selector "English (United States)" with a dropdown arrow, and links for "Help", "Privacy", and "Terms".

## Step #2

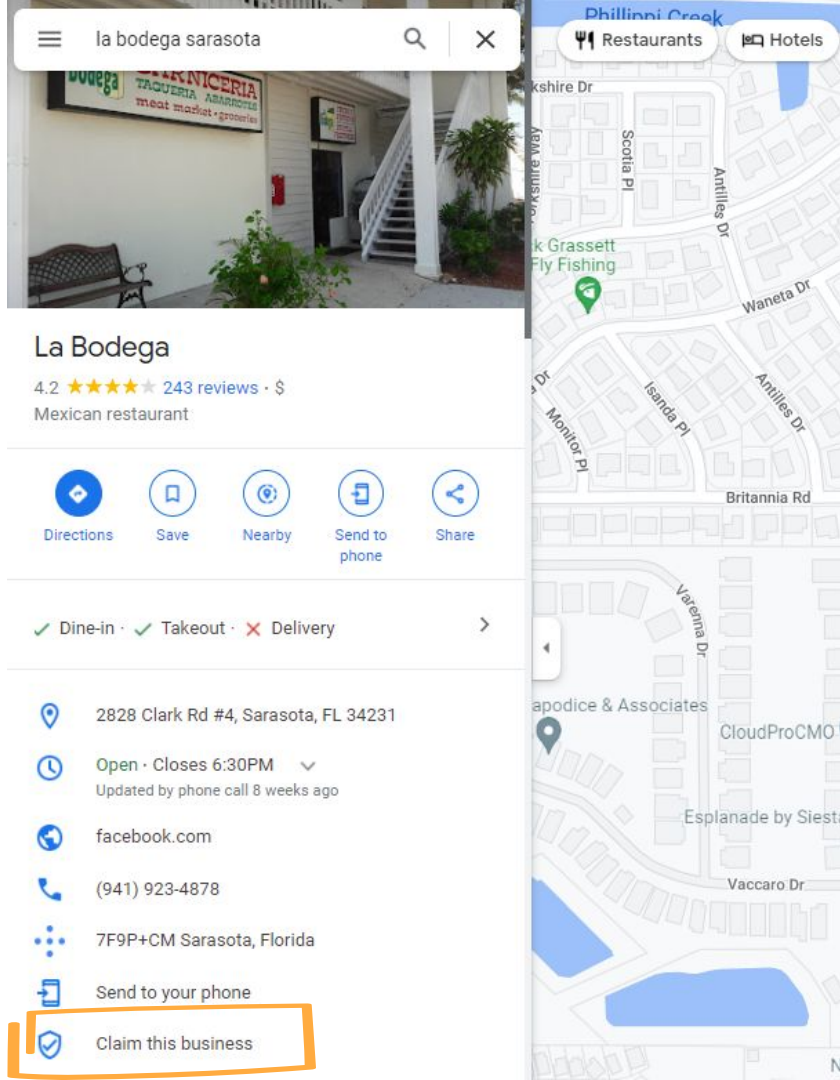
Search  
for your Business by  
name on Google Maps.



# Step #3

Look  
for “Claim this business”  
on your Business Profile.

Click on it to begin the  
claiming process



# Step #4

## Manage Now

This will begin the process of claiming your listing inside of Google Business Profile



Manage this business to reply to reviews, update info and more

 kimannpalmer@gmail.com

By continuing, you're agreeing to these [Terms of Service](#) and [Privacy Policy](#)

Manage now

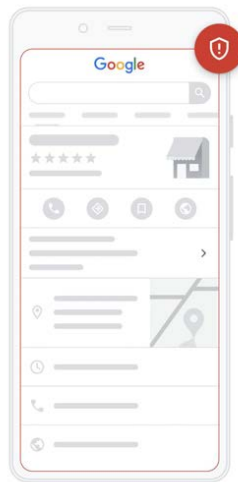
I own or manage another business

# Step #5

## Verification

Select the type of verification method in order to proceed.

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



Verify

---

### Choose a way to verify

In order to fully manage and represent this business on Google, you'll need to confirm that it's yours. Select how you'd like to get a verification code. [Learn more](#)

✉ **Postcard by mail** ^

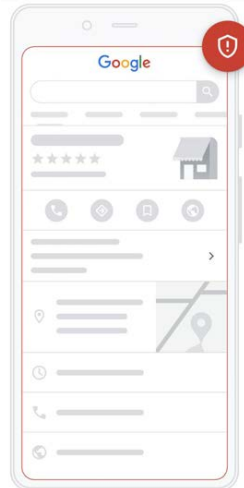
Have a postcard with your code mailed to this address  
*This may take up to 5 days to arrive*

Contact name

**Shenandoah Park**  
801 Maplewood Drive, Shenandoah, Texas 77381-1052,  
United States

**Mail**

[More options](#)



Verify

---

### Choose a way to verify

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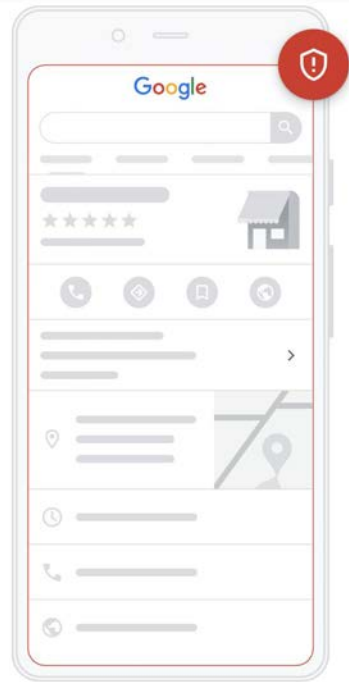
📞 **(787) 289-2121** ^

Get your code at this number now by automated call or text message.  
*Standard rates apply.*

Language

**Call** **Text**

[More options](#)



## Verify

### Choose a way to verify

In order to fully manage and represent this business on Google, you'll need to confirm that it's yours. Select how you'd like to get a verification code. [Learn more](#)

📞 (787) 289-2121

Get your code at this number now by automated call or text message.  
*Standard rates apply.*

Language

English ▾

Call

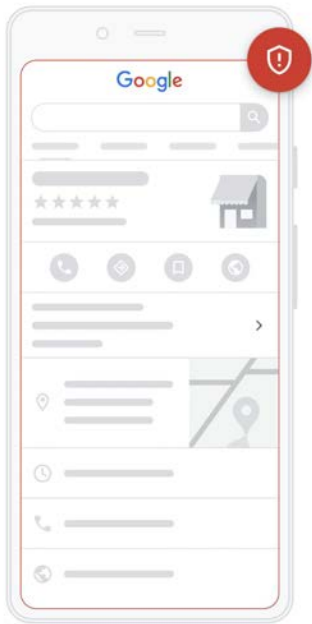
Text

[More options](#)

## Verification by Phone

Be ready to receive a call or text to the phone number that appears in the listing.

Must be able to directly answer the phone number listed.



Verify

## Choose a way to verify

In order to fully manage and represent this business on Google, you'll need to confirm that it's yours. Select how you'd like to get a verification code. [Learn more](#)

✉ **Postcard by mail**

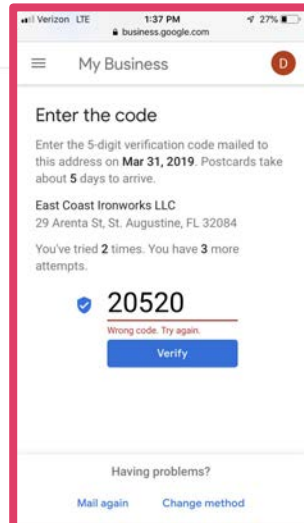
Have a postcard with your code mailed to this address  
*This may take up to 5 days to arrive*

Contact name

**Shenandoah Park**  
801 Maplewood Drive, Shenandoah, Texas 77381-1052,  
United States

**Mail**

[More options](#)

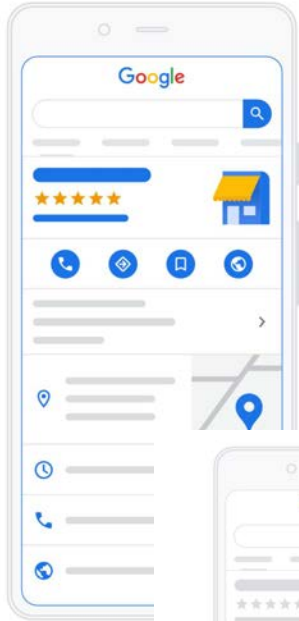


# Verification Postcard by Mail

The postcard can take up to 5  
days or more to arrive.

Will not send to a PO Box.



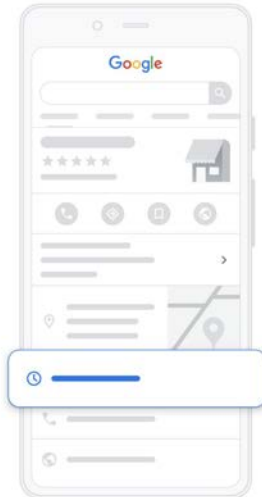


Customize profile

Your Business Profile is almost ready

You can continue making updates and edits to your profile at any time. Your edits will be visible to customers on Google after you've been verified.

Continue



Customize profile

Add business hours

Let customers know when you are open for business

[Learn more](#)

Sunday ☐ Closed

Monday ☐ Closed

Tuesday ☐ Closed

Wednesday ☐ Closed

Thursday ☐ Closed

Friday ☐ Closed

Saturday ☐ Closed

[Skip](#)

[Next](#)

# Success!

After verification, the Business Profile is **ready** to be updated and managed

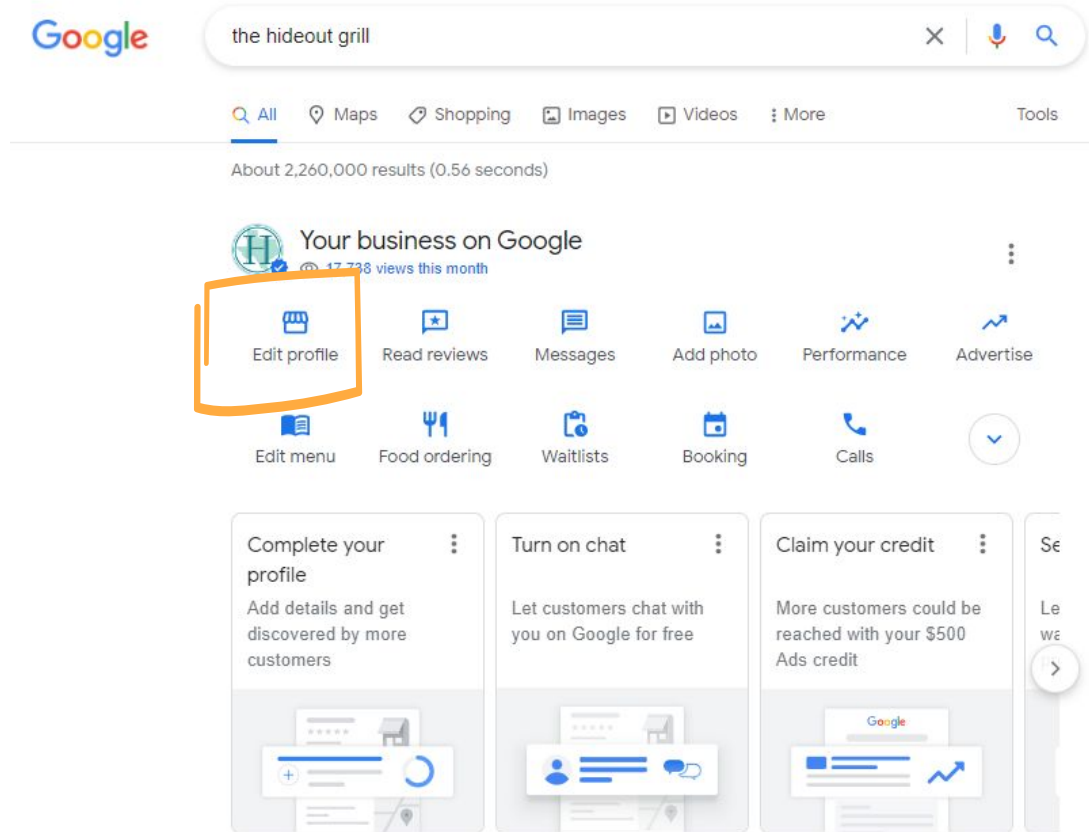
Updating

# Critical Business Data

# Core Information

# Core Information

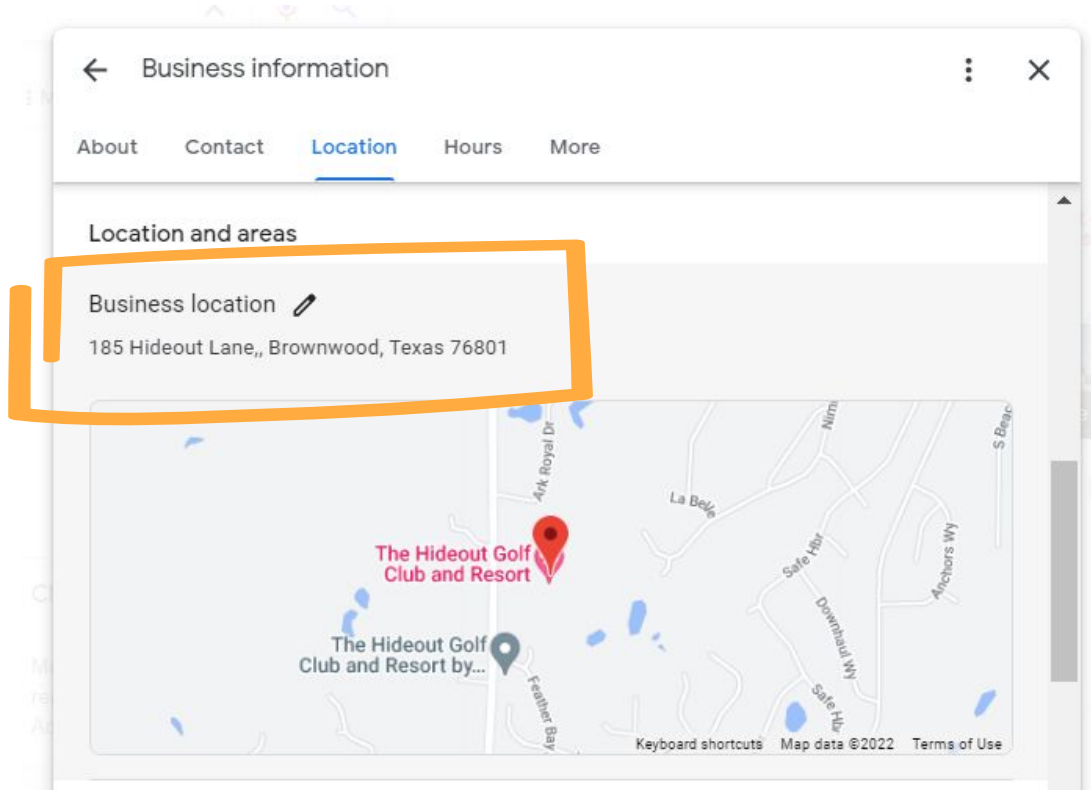
Start by **logging in** to the Google account that manages your business. Search for your business to **access management tools**.



# Core Information

Remember Your **NAP!**

Name, Address, Phone  
Number **consistency**  
across the Internet is a  
critical ranking factor in  
Local SEO



# Core Information

Your map pin location is the source of all navigation to your business.

Sometimes adjustments are needed to **direct guests to the right entrance**.

Business information

About Contact Location Hours More

Location and areas

Business location

If customers visit your business, add an address and adjust the pin on the map to its location.  
[Learn more](#)

☒ Show business address to customers

Country / Region  
United States ⓘ

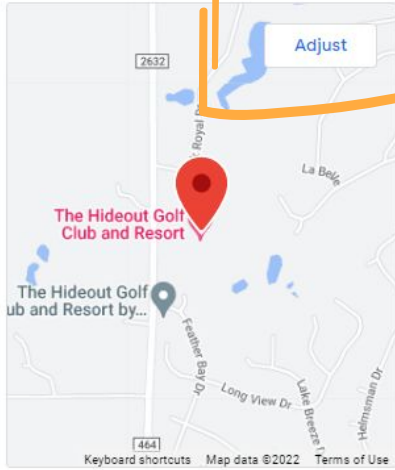
Street address  
185 Hideout Lane,

+ Add address line (optional)

City  
Brownwood

State  
Texas ▼

ZIP code  
76801



Save Cancel

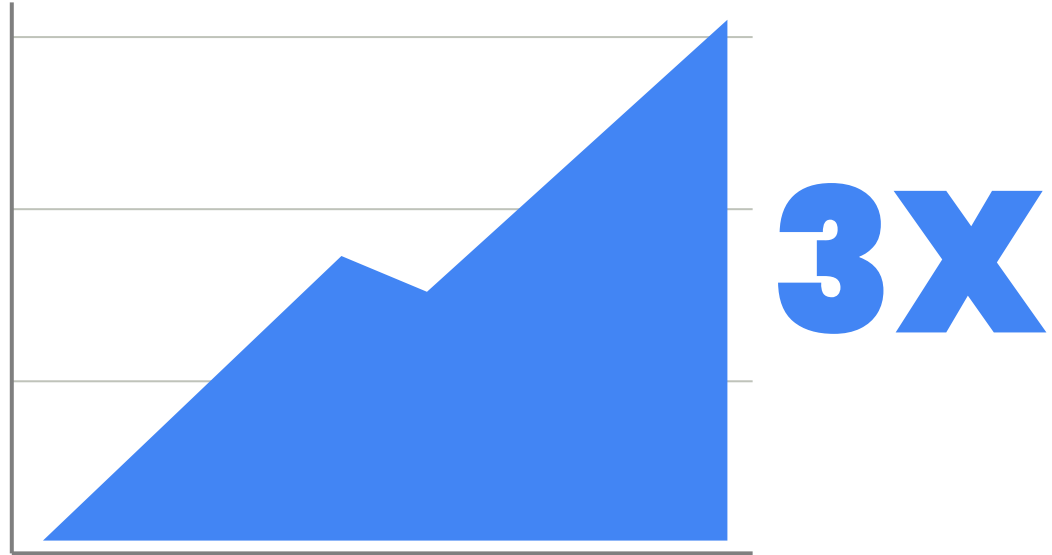
# Updating Hours



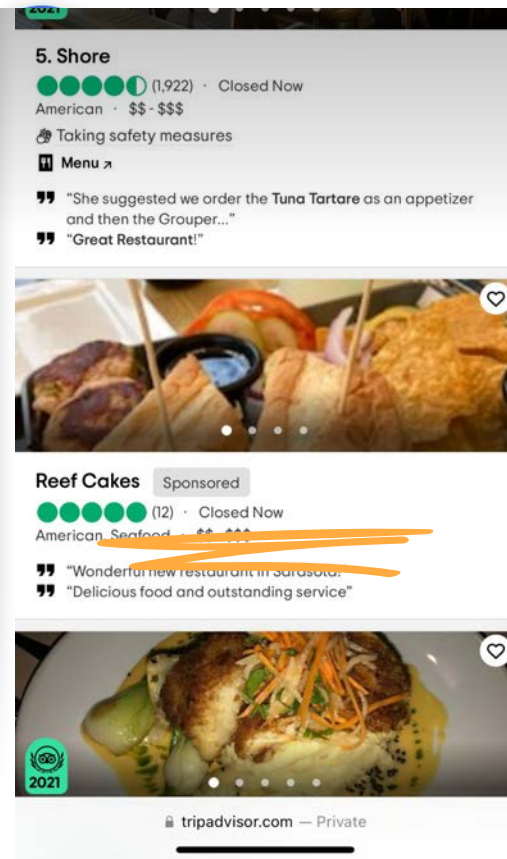
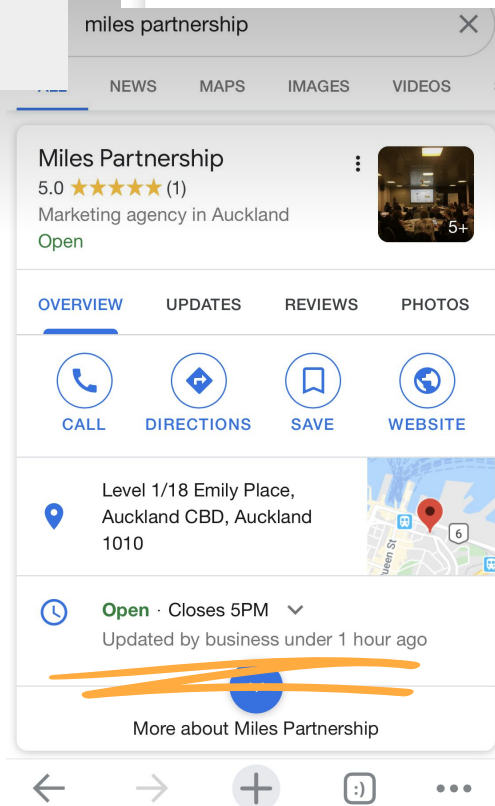
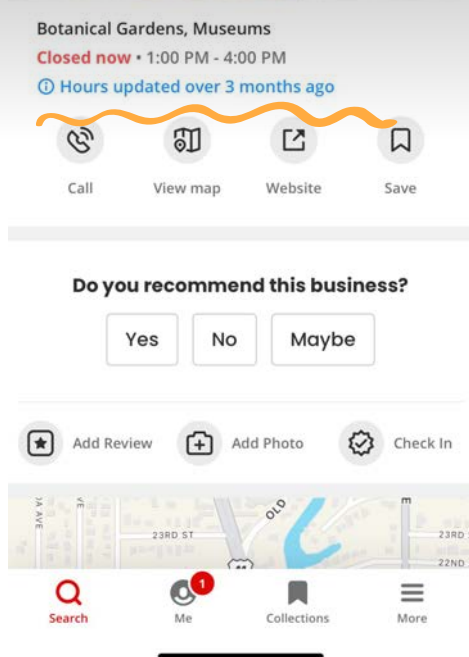
# Hours are Critical

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”



# Hours Last Updated





the hideout grill



All



Maps



Shopping



Images



Videos



More

Tools

About 2,260,000 results (0.56 seconds)



Your business on Google

17,738 views this month



Edit profile



Read reviews



Messages



Add photo



Performance



Advertise



Edit menu



Food ordering



Waitlists



Booking



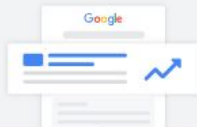
Calls

Complete your  
profileAdd details and get  
discovered by more  
customers

Turn on chat

Let customers chat with  
you on Google for free

Claim your credit

More customers could be  
reached with your \$500  
Ads credit

See

Le  
wa

# Edit Hours

In the SERP,  
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

Opens at

9:00 AM

Closes at

5:00 PM

+

Friday

☐ Closed

Opens at

9:00 AM

Closes at

5:00 PM

+

Saturday

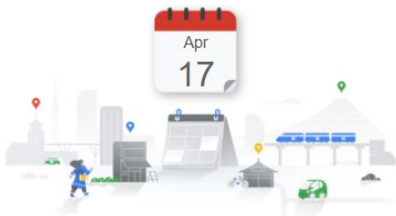
☒ Closed

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  
Sunday 4/17      7:00 – 7:30 AM



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.

If you don't positively confirm your hours, (even if they're the same!)

# Special Hours

Google will show a warning in your listing if holiday hours are not confirmed.

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



Business information

out 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](#)

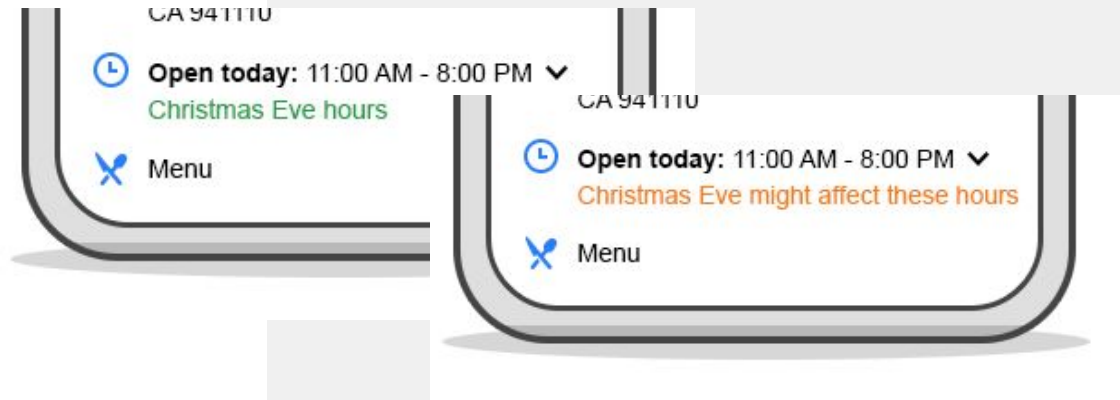
☒ Aug 18, 2022  
Custom date  
Date\*  
08/18/2022    
MM/DD/YYYY

Opens at  
11:00 AM

Closes at  
10:00 PM 

[+ Add a date](#)

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







Need  
Assistance  
With Your  
Business  
Profile?

## Schedule Office Hours With Miles



<https://calendly.com/milespartnershipgoogledmo/south-dakota-office-hours>

# Session 2: Maximizing Exposure



Increasing Relevance



Leveraging Photography



Updating With Posts



Responding to Q & A



Managing Customer Reviews



Monitoring Performance

**November 22 @ 10:00 am**

**Register Now!**



# Questions & Discussion