

November 2022

Travel South Dakota - Destination Optimization Program

MAXIMIZING EXPOSURE FOR YOUR GOOGLE BUSINESS PROFILE

South Dakota



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.



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 2: Maximizing Exposure

-  Increasing Relevance
-  Leveraging Photography
-  Updating With Posts
-  Responding to Q & A
-  Managing Customer Reviews
-  Monitoring Performance

Choosing Categories

Categories Matter

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

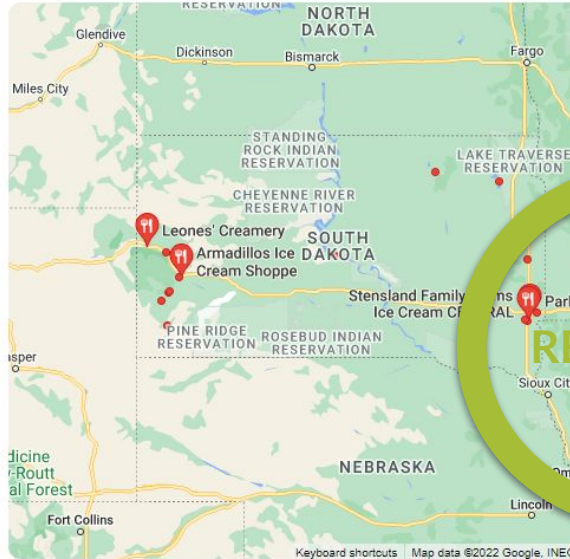


Parlour Ice Cream House
4.7 ★★★★★ (219) · \$\$ · Ice Cream
Sioux Falls, SD · In Washington Square
Closes soon · 2PM
Dine-in · Takeout · No delivery



Armadillos Ice Cream Shoppe
4.7 ★★★★★ (1.5K) · \$ · Ice Cream
Rapid City, SD
Sundaes, sandwiches & outdoor seating

More places →



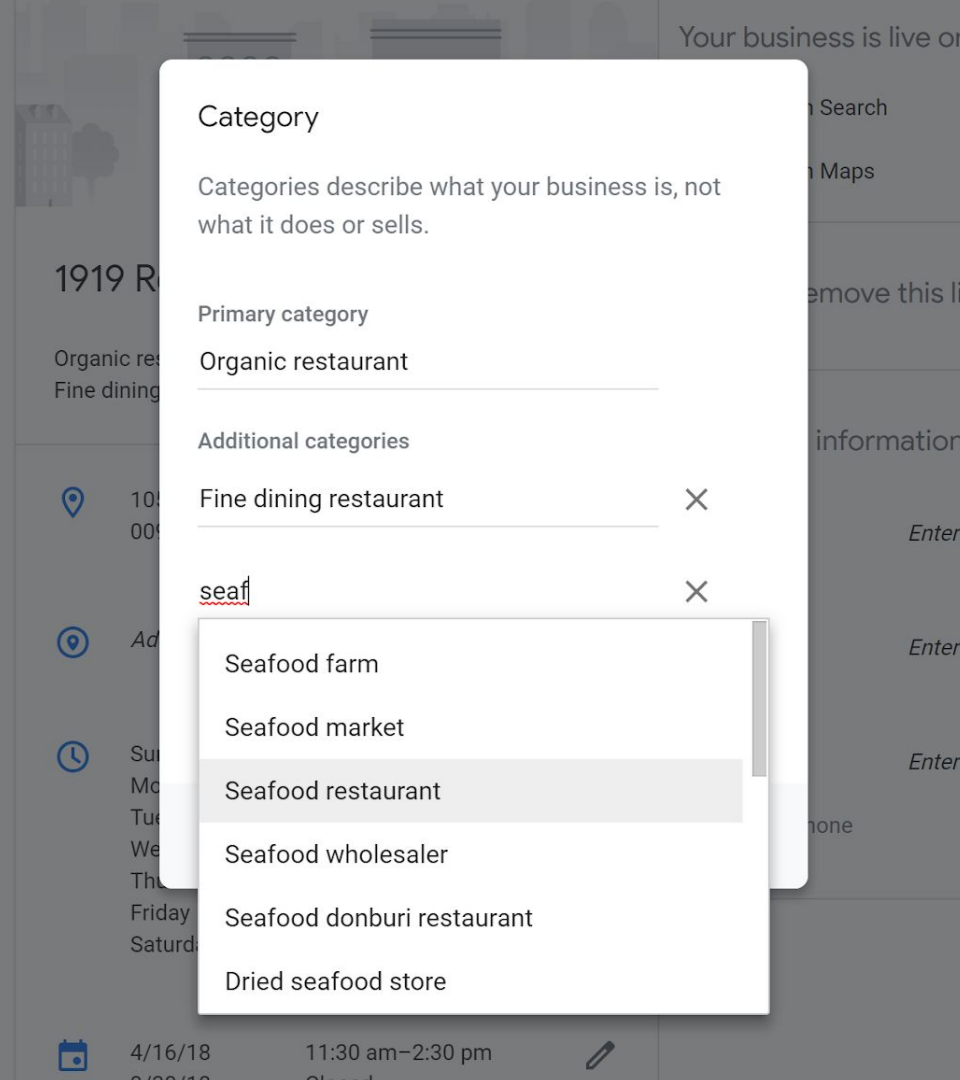
DISTANCE

RELEVANCE

PROMINENCE

Categories Matter

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

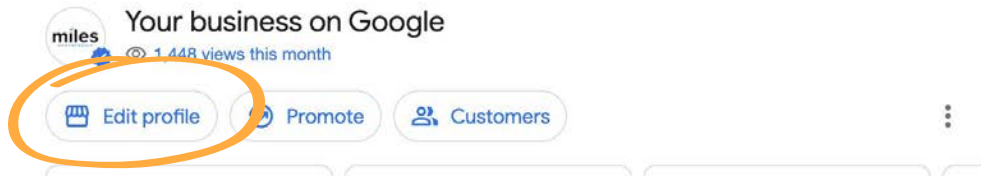


Edit Categories

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.



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

← Edit profile



Business information


Let customers learn more about your business



Hours

Business name

Miles Partnership

Business category 

Marketing agency

Description

Add

Look for
“Business
information”,
then “Business
category”

Edit Categories

Category

Help customers find your business by industry.

Primary category

Restaurant

Additional categories

Lunch restaurant



Brunch restaurant



Breakfast restaurant



Cancel

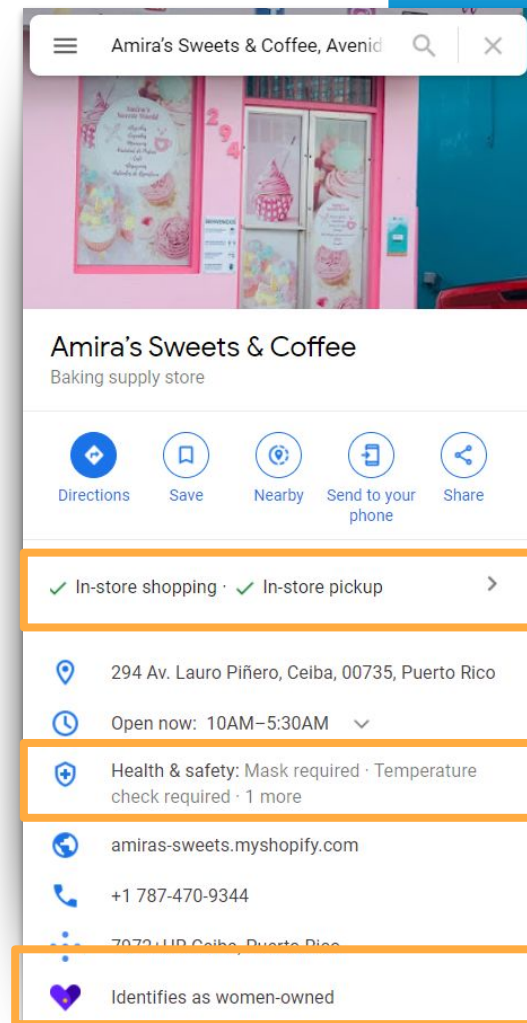
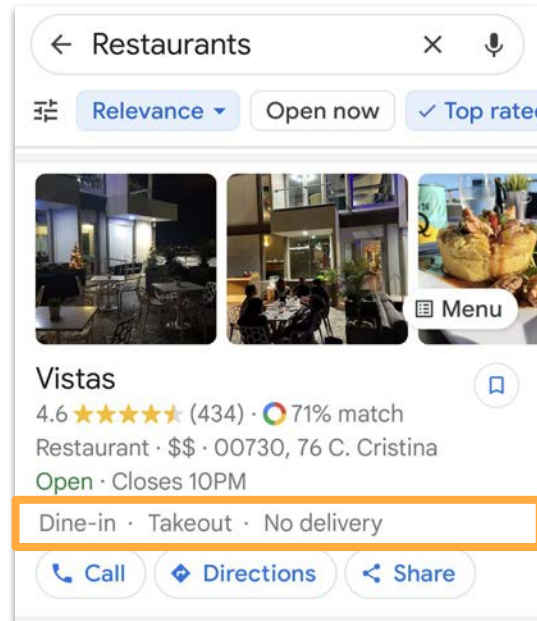
Apply

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

Monitoring Attributes

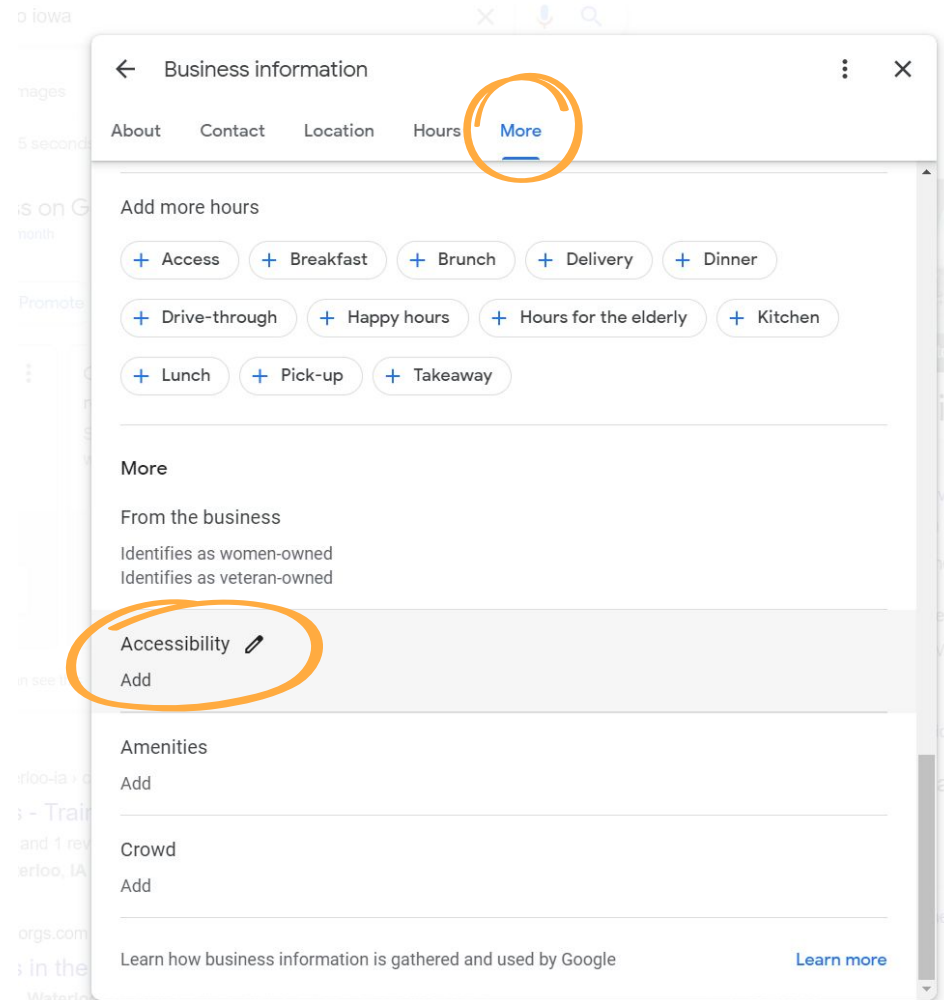
Monitor Attributes

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



Edit Attributes

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



Edit Attributes

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. [Learn more](#)

From the business

+ Identifies as Black-owned

+ Identifies as Latino-owned

+ Identifies as veteran-owned

+ Identifies as women-owned

Accessibility

✓ Wheelchair accessible entrance

+ Wheelchair accessible restroom

+ Wheelchair accessible seating

Amenities

+ Gender-neutral restroom

Cancel Apply

Attributes

Search these attributes



Let customers know more about your business showing attributes on your Business Profile. They may appear publicly on Search, Maps, and other Google services. [Learn more](#)

+ Mask required

+ Staff get temperature checks

+ Staff required to disinfect surfaces between visits

+ Staff wear masks

+ Temperature check required

Service options

+ Online appointments

+ Onsite services

Cancel Apply

Attributes

Only attributes you can edit are shown below.

[Learn more](#)

Search these attributes

✓ Laundry service

✓ Meeting rooms

+ Newspaper delivery

Parking

⊘ Free

✓ Paid

⊘ Pets welcome

✓ Photocopying service

✓ Restaurant

✓ Room service

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

Black Owned Restaurants


Philadelphia, PA










4. 48th Street Grille

 289

Caribbean • \$\$ • Garden Court

Open until 9:00 PM

 Family-owned & operated •  Minority-owned & operated ⓘ

 Black-owned

Find a Table

Celebrate Pride!

Support Open to All and LGBTQ-owned businesses.

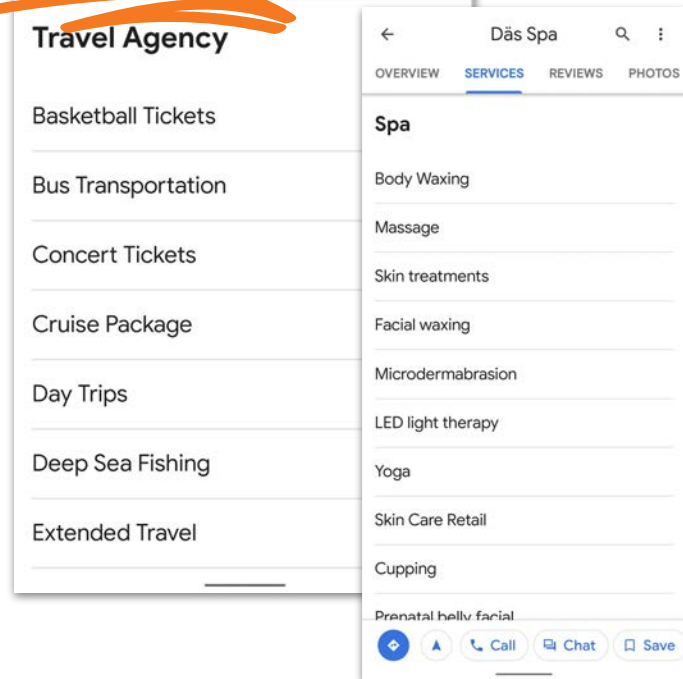
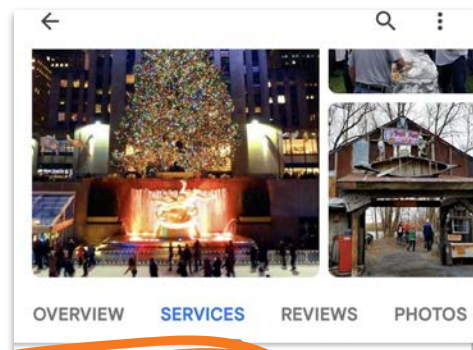
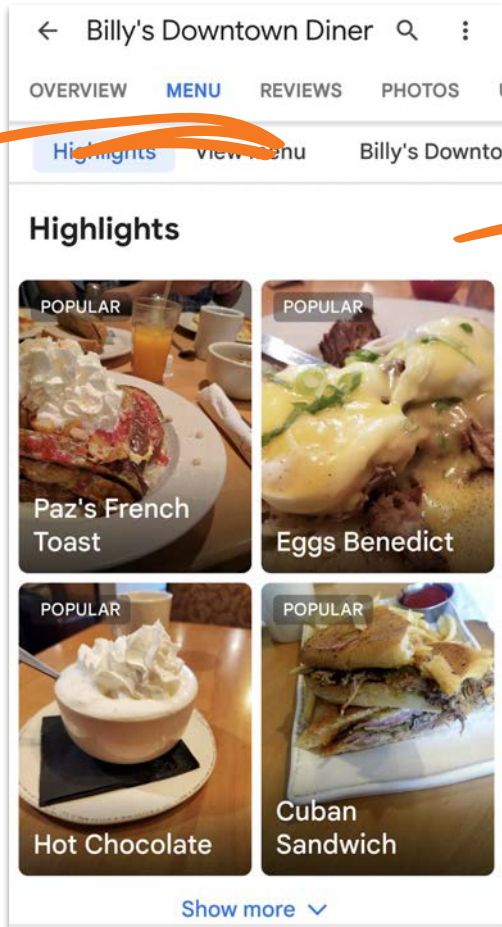
Find Open to All Businesses



Menus & Services

Menus & Services

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



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

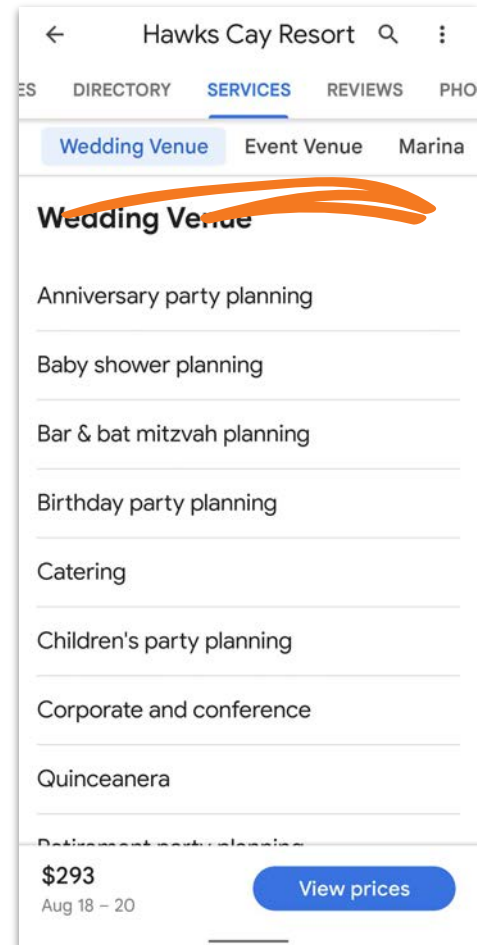


[Add another category](#)

Cancel

Apply

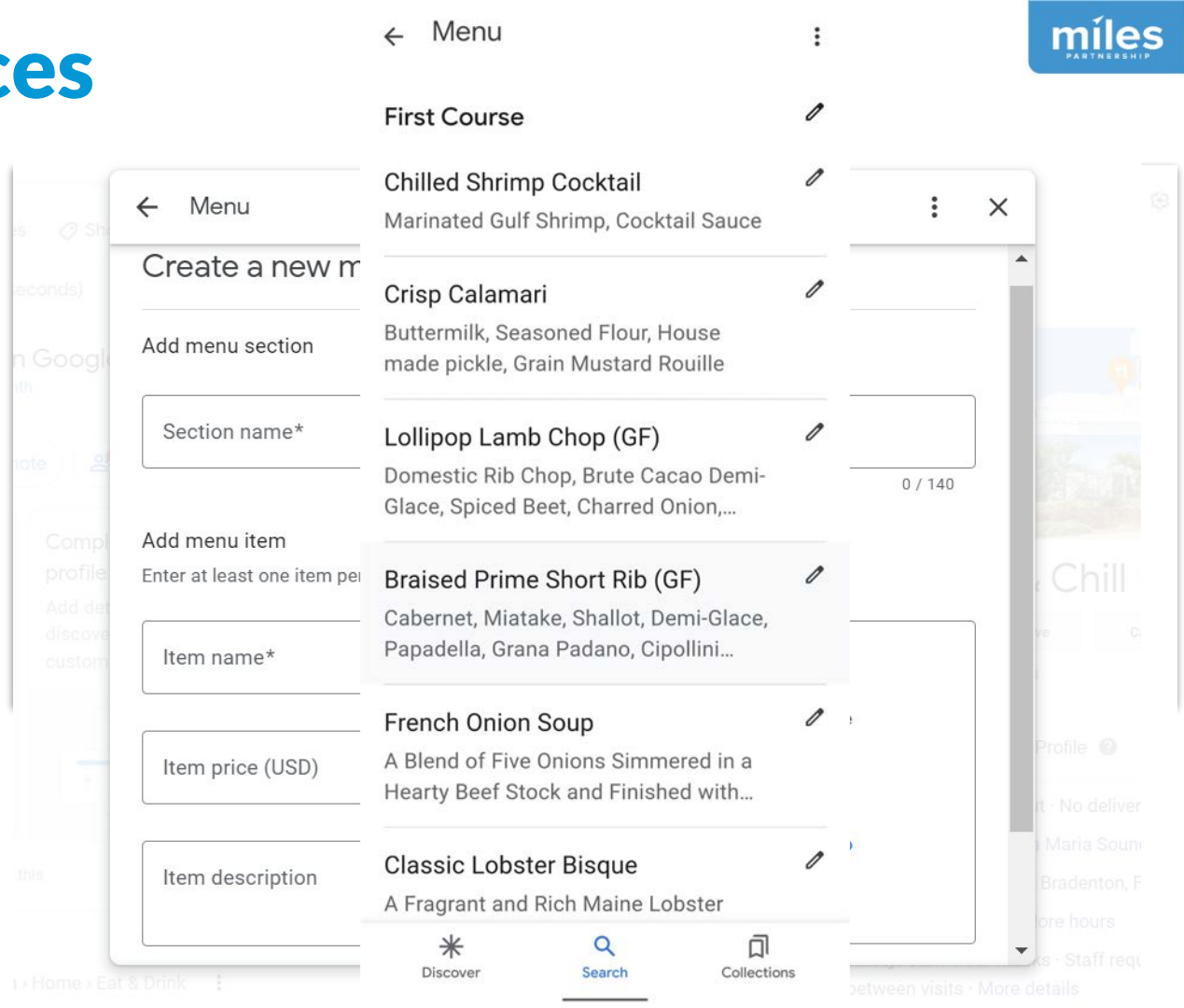
Please note: Edits may be reviewed for quality and can take up to 3 days to be published. [Learn more](#)



Menus & Services

Use the **SERP** editing tool to access the Menu edit feature.

Not available through Maps!



Menus & Services

Menu Highlights
are generated by
Google based on
customer photos
and reviews.

You can suggest an edit
to the names of the
dishes featured.

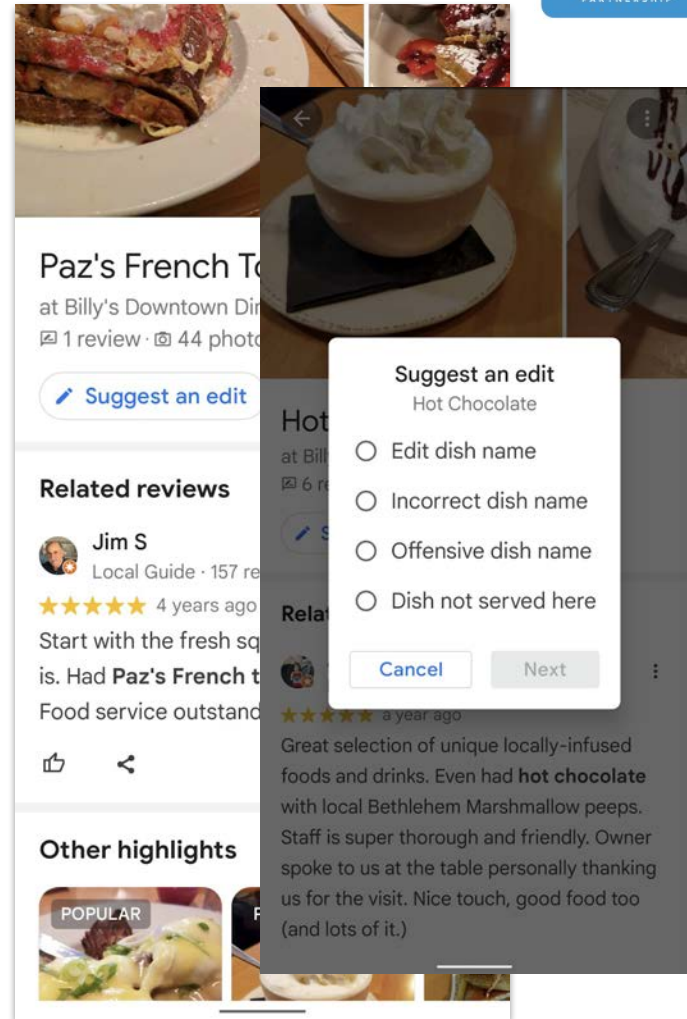
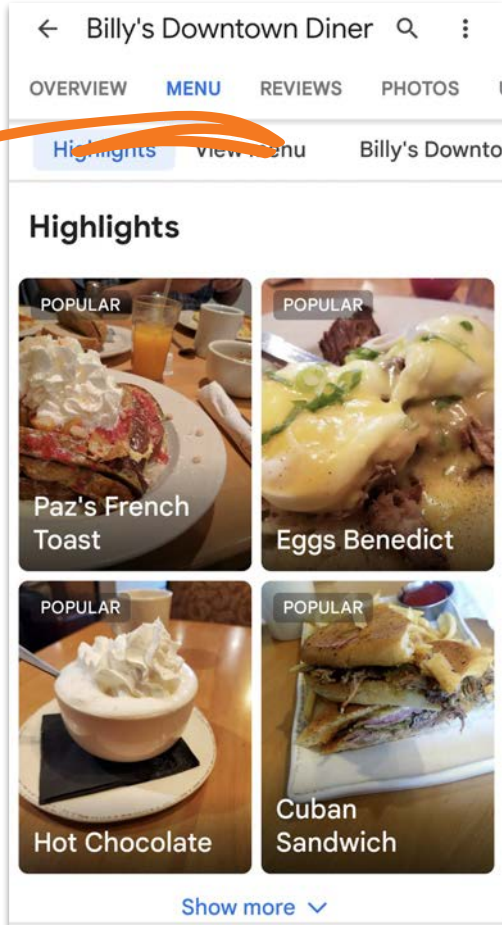
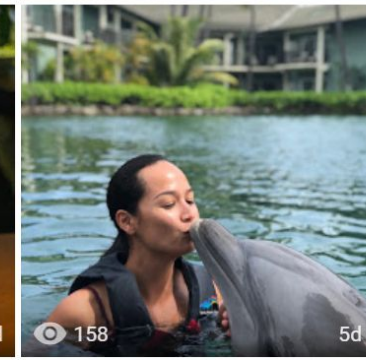
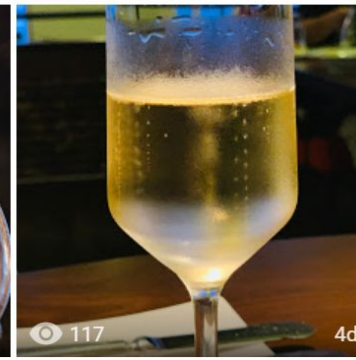
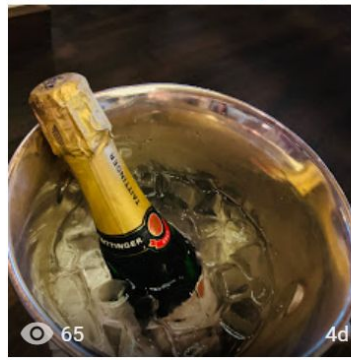
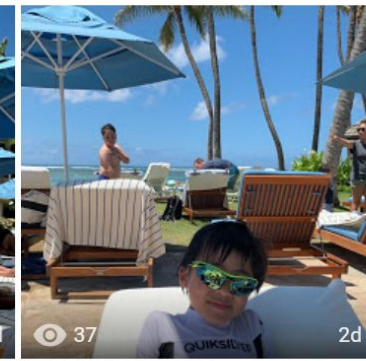
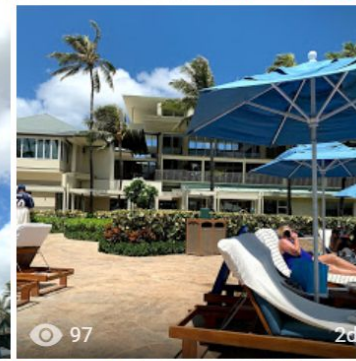
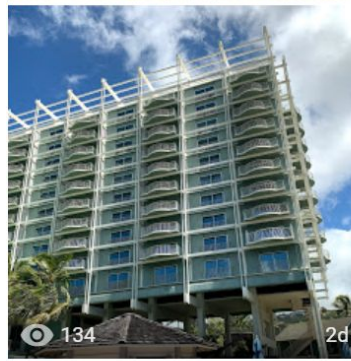
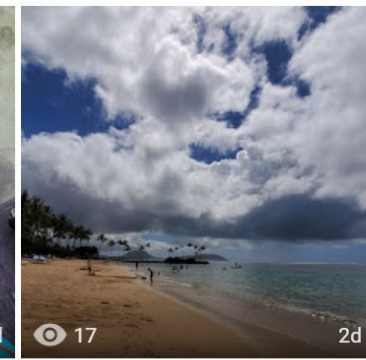
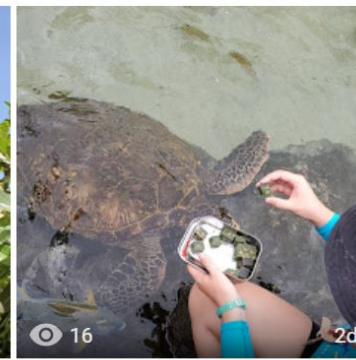
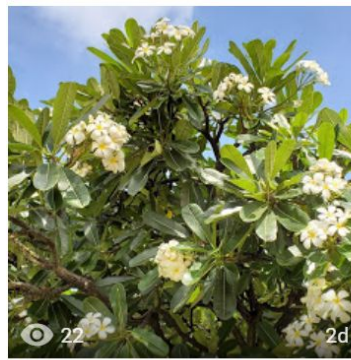


Photo Best Practices

Images Inspire

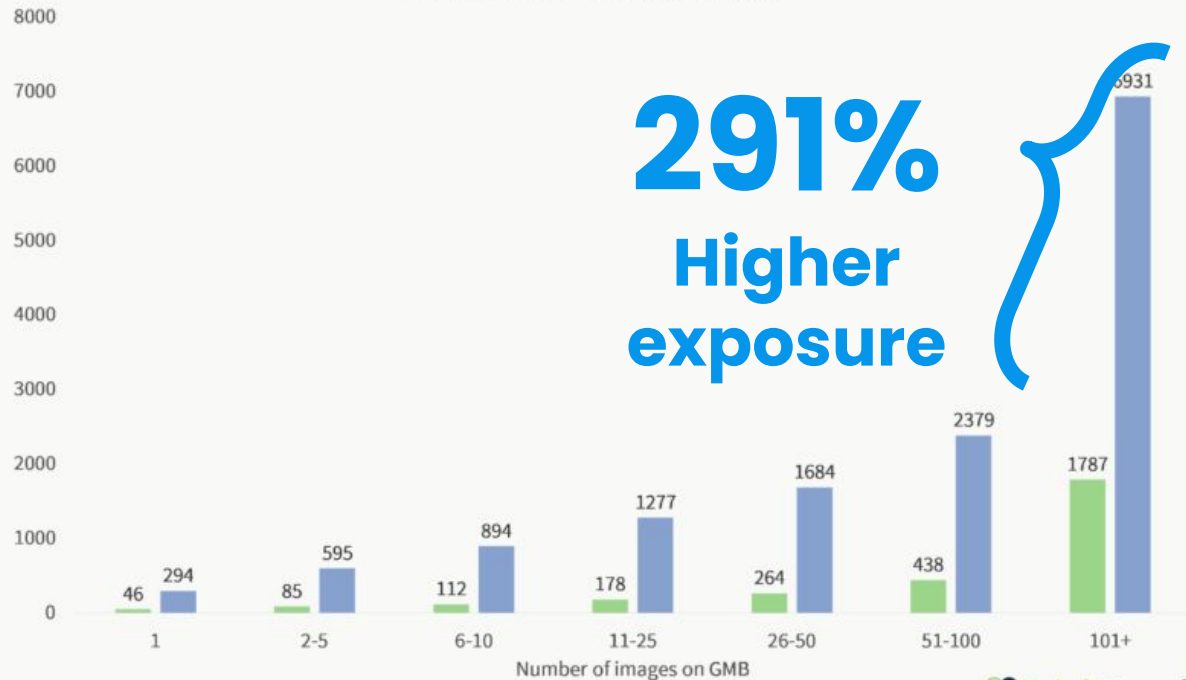
Photos are a key part of how potential customers make decisions about your business.



Impact of Photos

Average monthly Direct and Discovery searches by number of images

■ Direct searches ■ Discovery searches

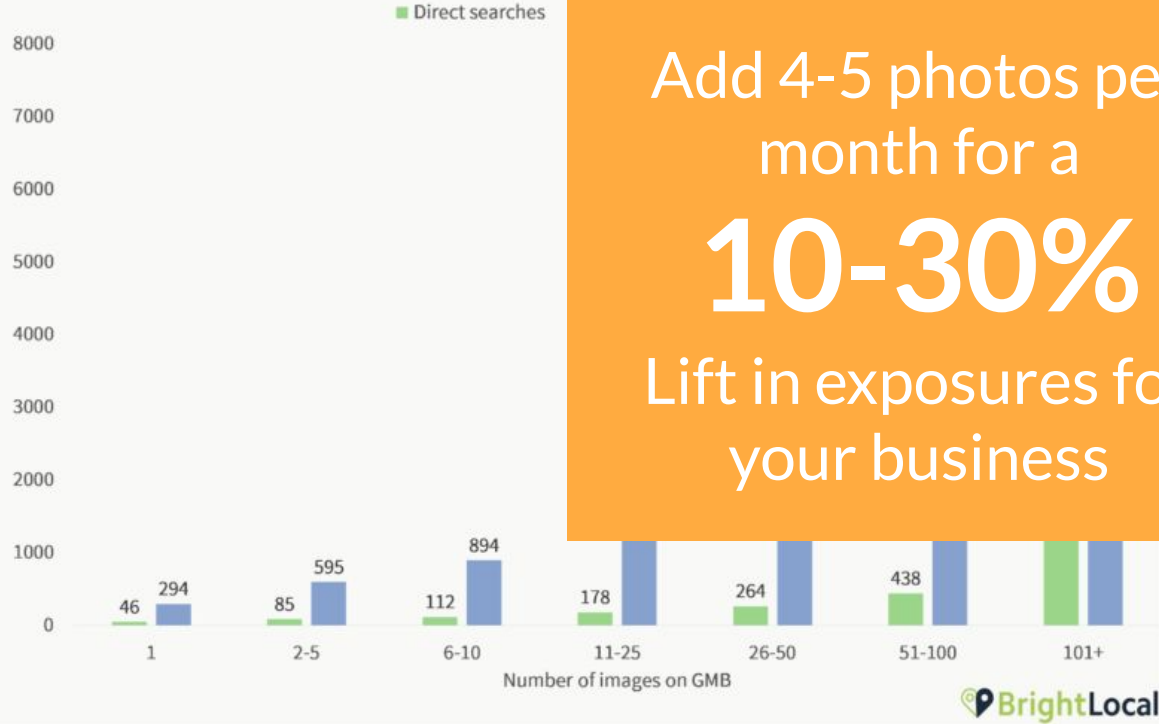


BrightLocal

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

Impact of Photos

Average monthly Direct and Discovery searches by number of images



Listings with quality photos are **twice as likely** to generate engagement with potential customers

Photo Best Practices

1. INFORMATIVE

What would a potential visitor want to know or see about this place? Consider the **scope**, the **scale** and the **context** of the place you're capturing.

2. ATTRACTIVE

What makes this photo eye-catching? Consider **color**, **contrast**, **saturation**, **lighting**, **focus** and **leading lines**.



3. RECENT

Customers want to know what things look like right now, they're looking for reassurance - yes, this place is open, yes it's safe, etc.

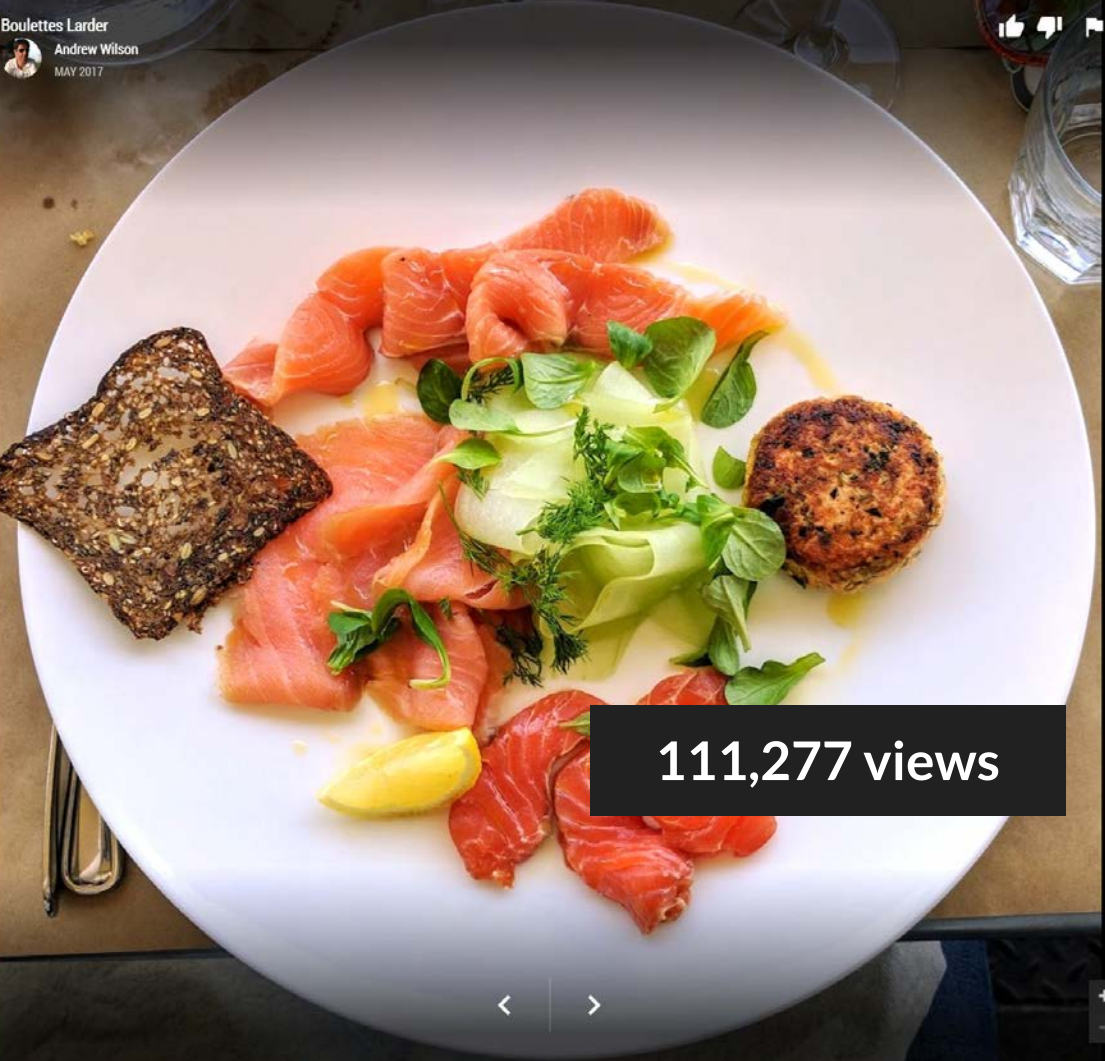


This photo is good! It's both informative and attractive. Easy to understand what it is, where it's taken from, bright colors good contrast, good framing.



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

SouthDakota



111,277 views



10,757 views

Photo Best Practices

- Only upload photos you created or own the complete rights to.
- Upload at least 4K images (3840x2160).
- Don't use filters - limit your edits to brightness, color, contrast & saturation.
- Avoid seasonal images, unless that's relevant to the location you're shooting.



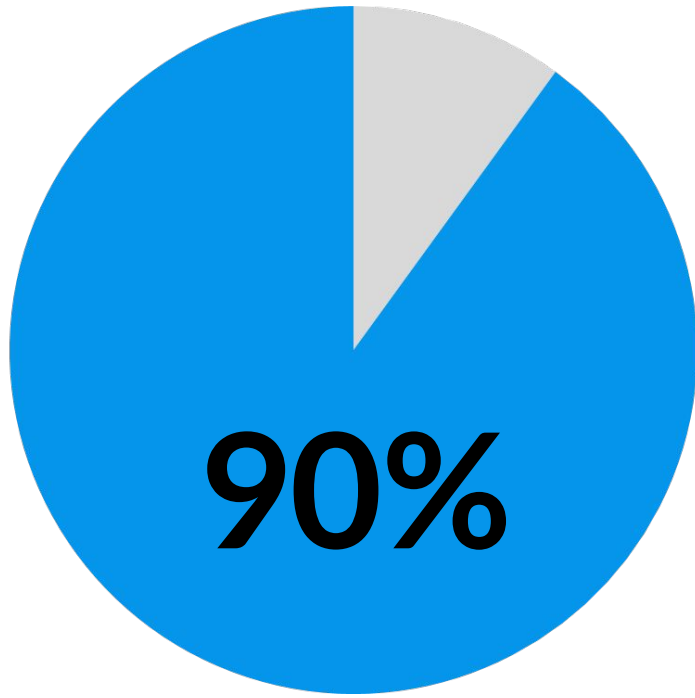


Photo Best Practices

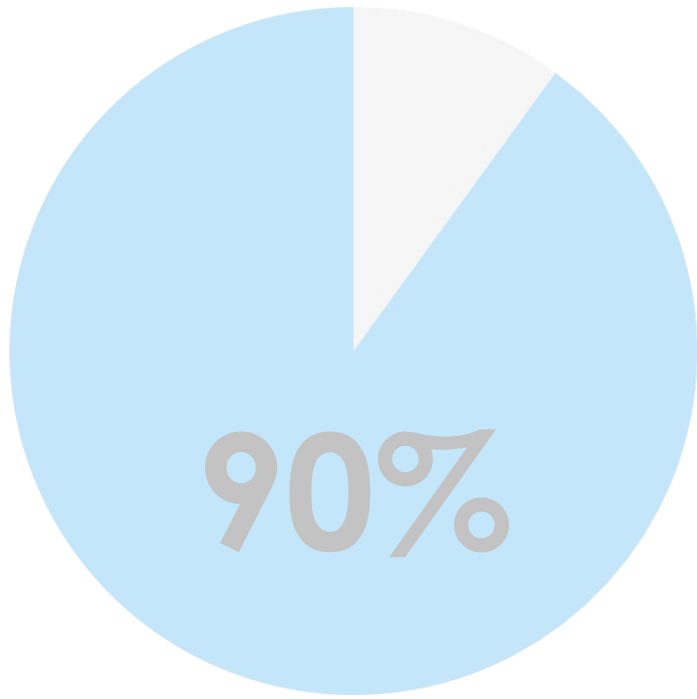
- Keep your vertical and horizontal lines as straight as possible.
- Shoot mostly horizontal images - the products make much better use of them than portrait images.
- Interiors without people are preferred to those with people. Avoid identifiable faces & PII, or have release forms.



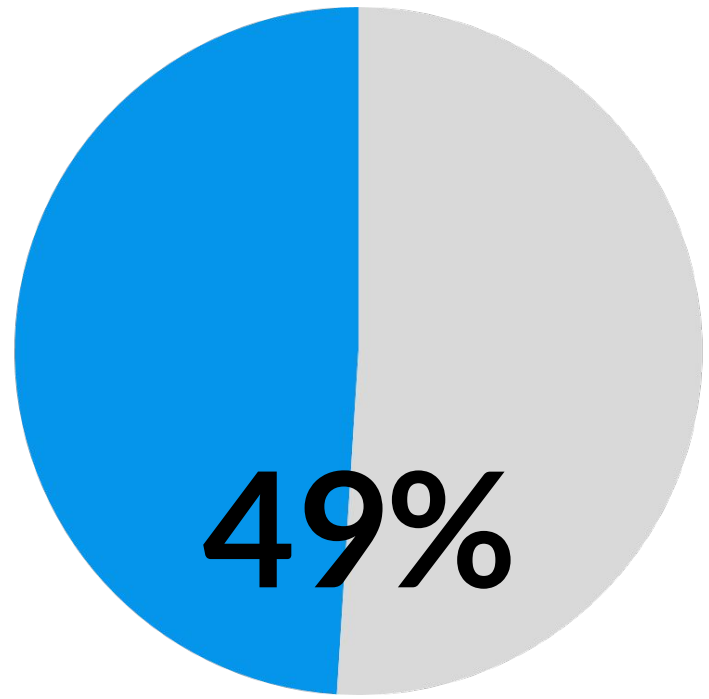
Flagging Photos



Of photos available for your
business are supplied by your
customers

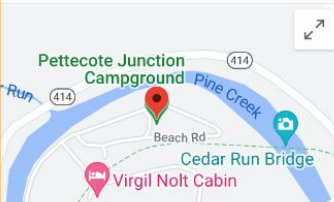


Of photos available for
your business are supplied
by your customers



But, customer photos account
for less than half of all views

Flagging Photos



Pettecote Junction Campground

[Website](#)[Directions](#)[Save](#)[Call](#)

4.6 ★★★★★ 205 Google reviews

Address: 400 Beach Rd, Cedar Run, PA 17727

Phone: (570) 353-7183

Compare prices

📅 Thu, Aug 18

Contact this property for

Photos



Food & drink



From visitors



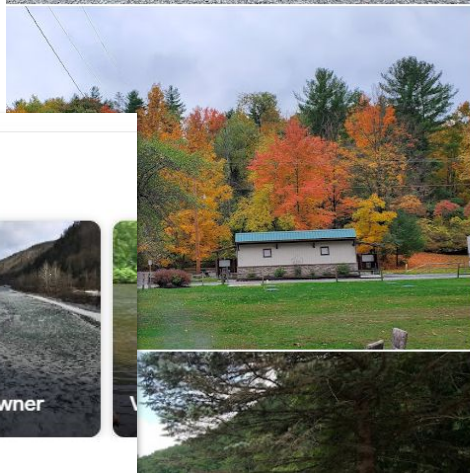
By owner



Add a photo

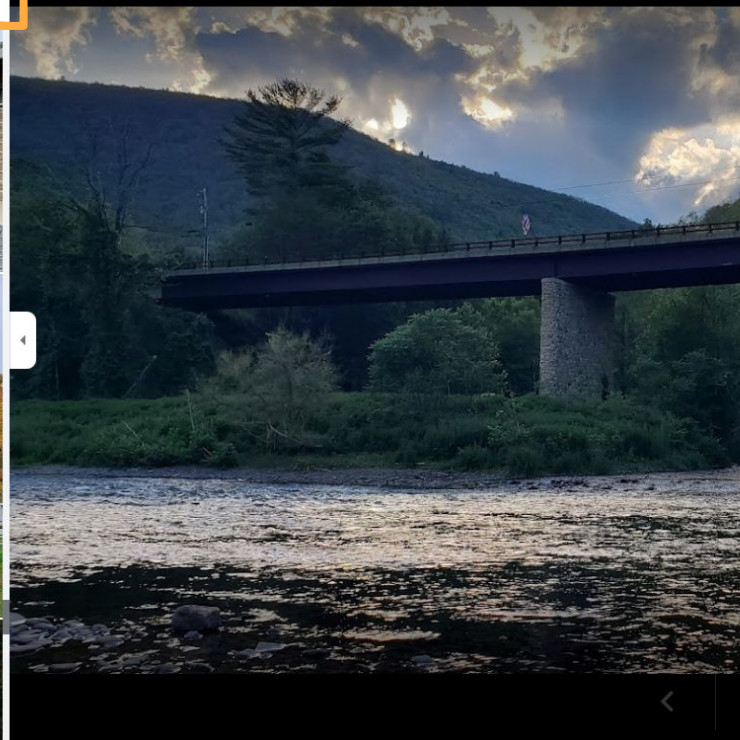


Pettecote Junction Campground

[Exterior](#)[Food & drink](#)[From visitors](#)[By owner](#)

Matthew Smith

JUN 2022





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



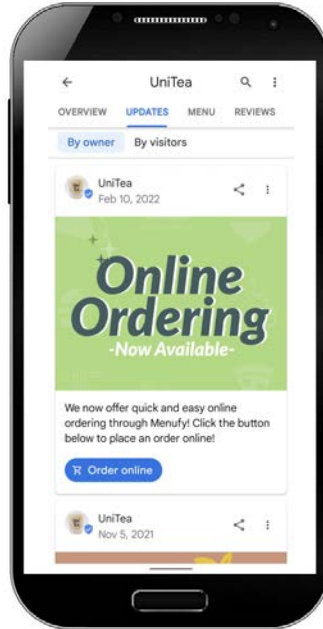
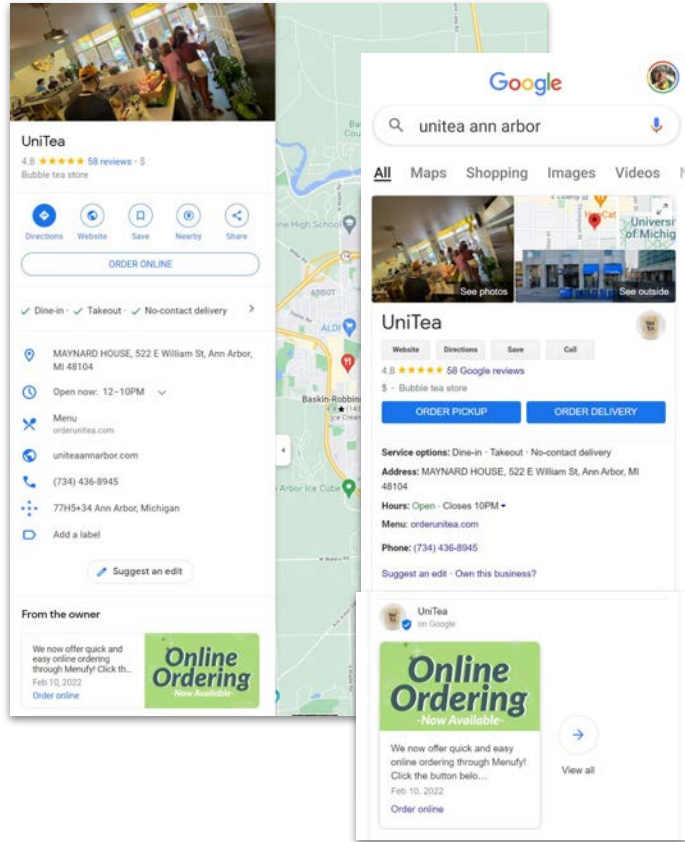
reCAPTCHA
Privacy • Terms

Submit



Post Updates

Post Updates



Posts appear in your business profile throughout Google Search and Google Maps on mobile & desktop

This provides a huge amount of organic visibility for your message.

(That means free!)

South Dakota

Hotels get Posts!

Accommodation business types (finally!) get access to posts!

But, not all the types of posts - only announcements and events - no offers.

Google Business Profile Manager

Search businesses

ORGANIZATION
Miles Partnership

The Kahala Hotel & Resort
5000 Kahala Avenue
Honolulu, HI 96816
United States

- Home
- Posts**
- Info
- Insights
- Reviews
- Messages
- Photos
- Services
- Website
- Users


Create an ad

Businesses

Settings

All What's new Events

Posted Apr 1, 2022



Special Offers and Packages
Apr 1 – May 2

The Kahala Hotel & Resort is currently offering a selection of packages and rates to help make your next stay with us even more perfect. Click 'Learn More' to see what options are currently being offered.

[Learn more](#)

2.21K views 15 clicks Share post

Posted Mar 2, 2022

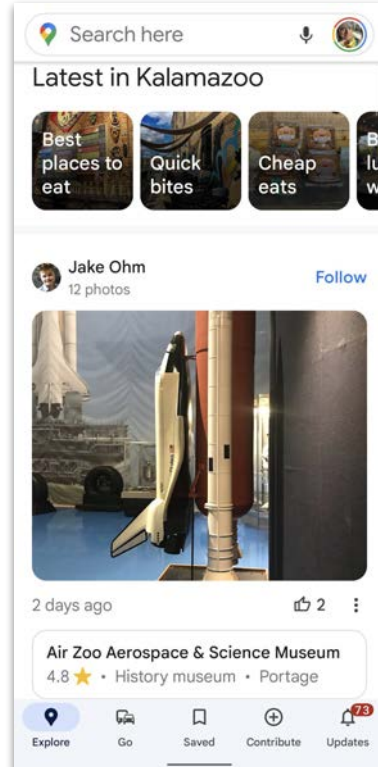
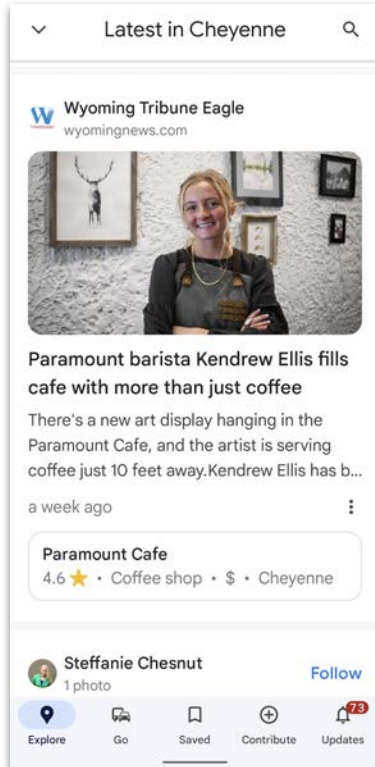
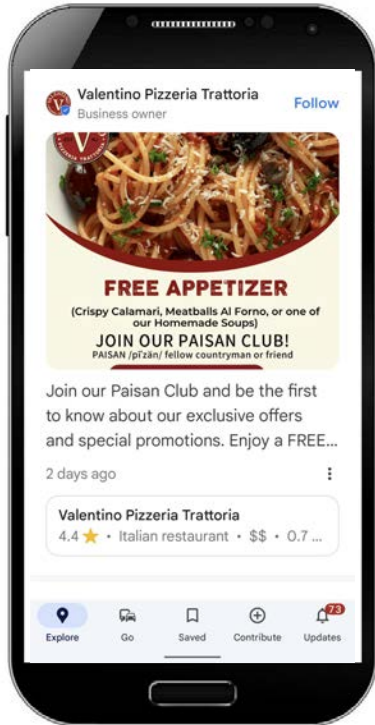
Your posts

New views this week

1053
Updated just now

[Reach more customers through posts](#)

Post Updates



Posts also appear as part of the **Explore** section of the Google Maps mobile app

Recent updates from businesses, customers and local media are featured to those exploring your area

Need some ideas? Look at some sample posts.



Write your post

Try our new maple bacon banana short stack! Order it with a tall flat white to go and enjoy the best breakfast in town!

100 - 300 words

Order online

Link for your button

http://yourrestaurant.com?utm_source=pastg&utm_medium=email

Post Updates

- Use an **attention grabbing photo** - bright colors, simple, single subject.
- Focus your message on the **first 100 characters**.
- Add your own **tracking codes** to your call-to-action button.
- Post **early in the week** if you're promoting something the following weekend.

South Dakota

Google Business Profiles

Questions and Answers


Questions & Answers

Questions & Answers is a public feature which appears as part of your Business Profile. **Anyone can ask, and answer questions about your business.**

South Dakota


Table Rock State Park

5272 Historic Hwy 165, Branson, MO

[Ask a question](#)

Is there good fishing there and if so can you get a permit for an out of state fisherman close by?

2 [Answer](#)

**Ray Hirte**
Local Guide · 451 reviews · 1,173 photos

3 years ago


Yes it's good fishing and there are several guide services in the area as well as a Bass Pro shop where you can get out of state license.

4

[2 more answers](#)

Do the tent sites have access to showers and toilets?

1 [Answer](#)

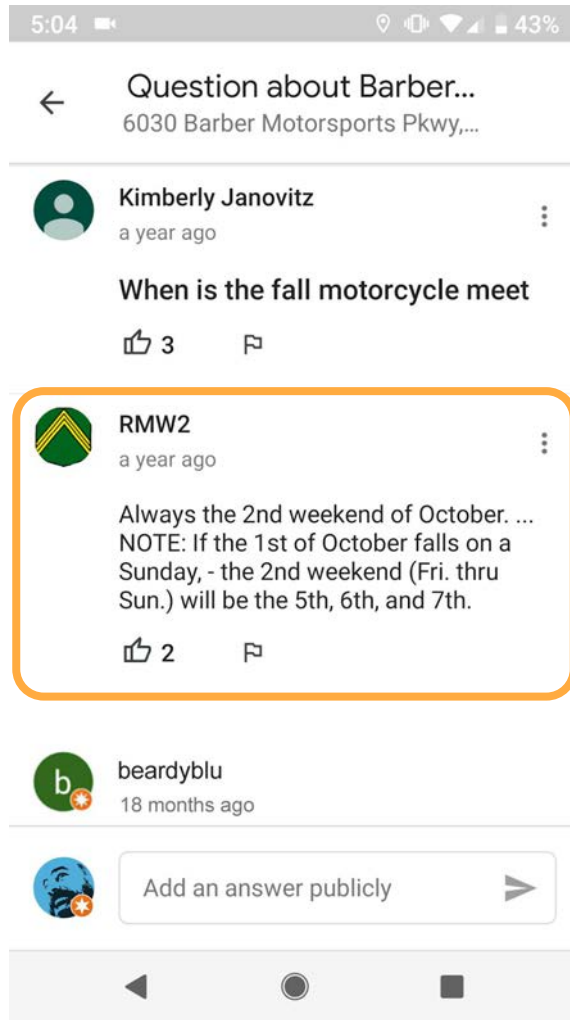
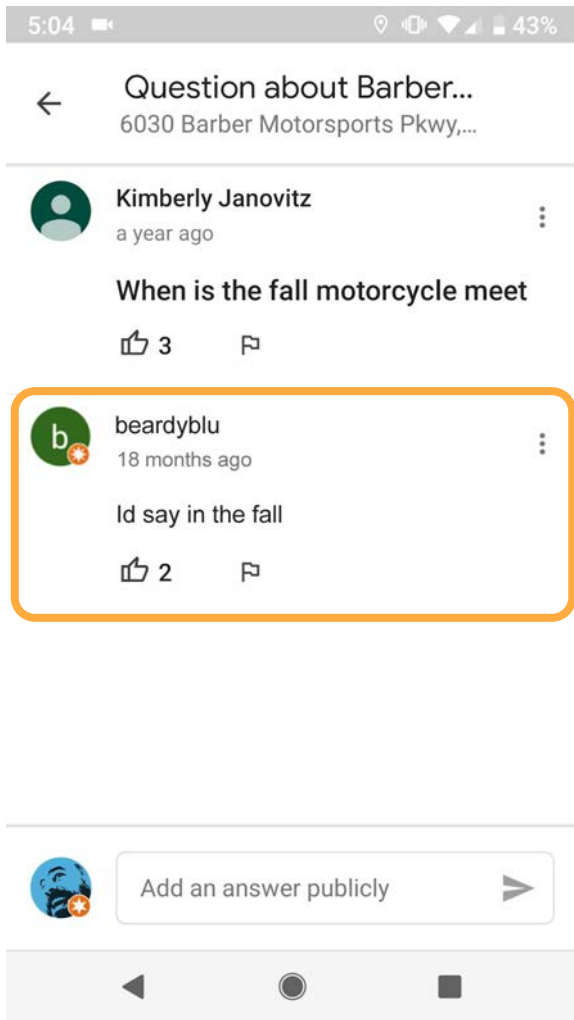
**Chris K**
Local Guide · 63 reviews · 1,946 photos

2 months ago

Yes. They're pretty decent shower and toilets compared to other state parks

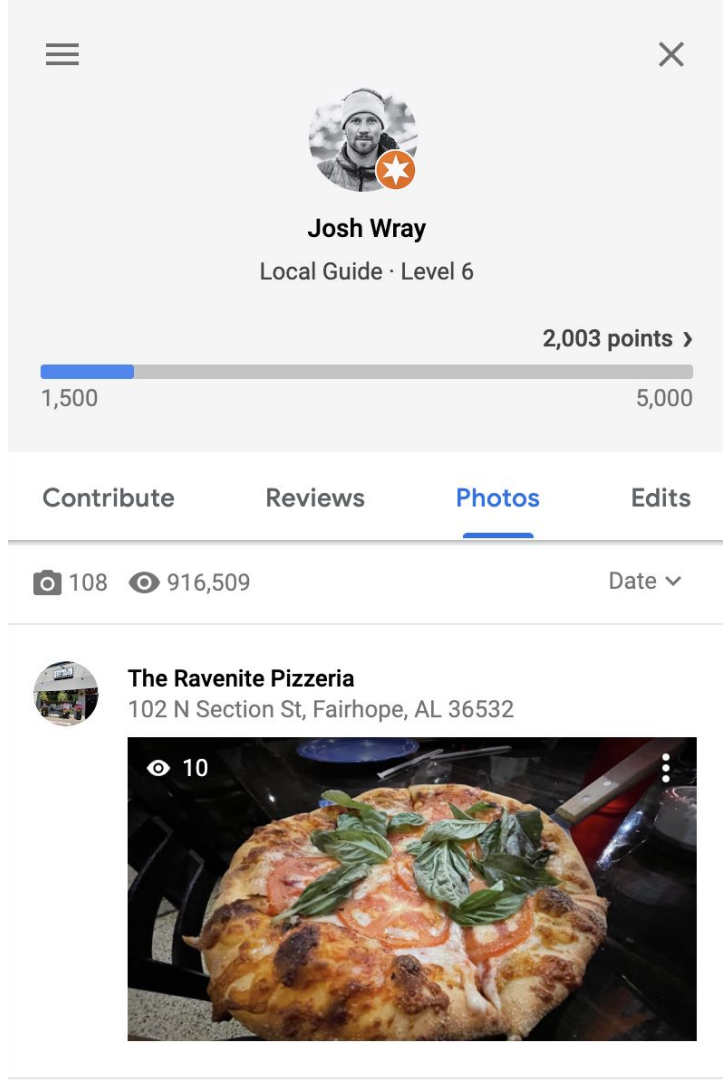
1

[3 more answers](#)



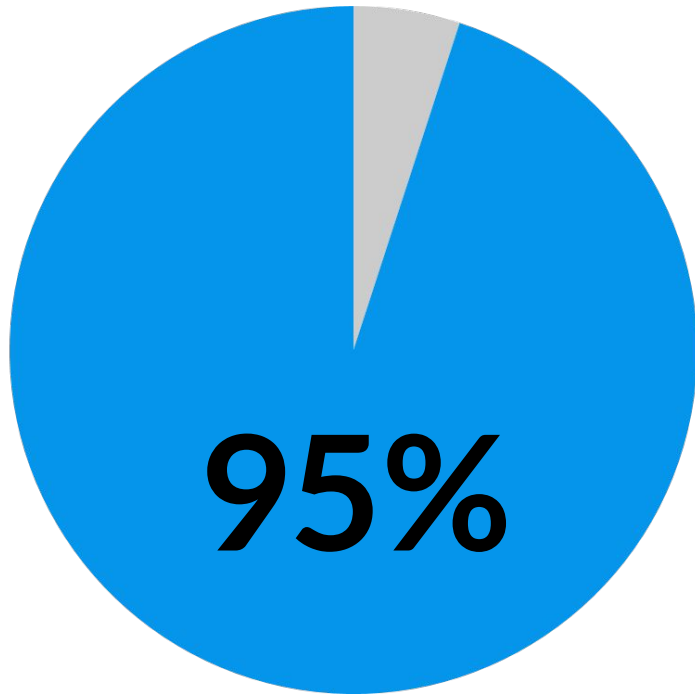
Questions & Answers

But... they often get answered faster by **Local Guides** than they do by the businesses, and the Guides aren't always right.

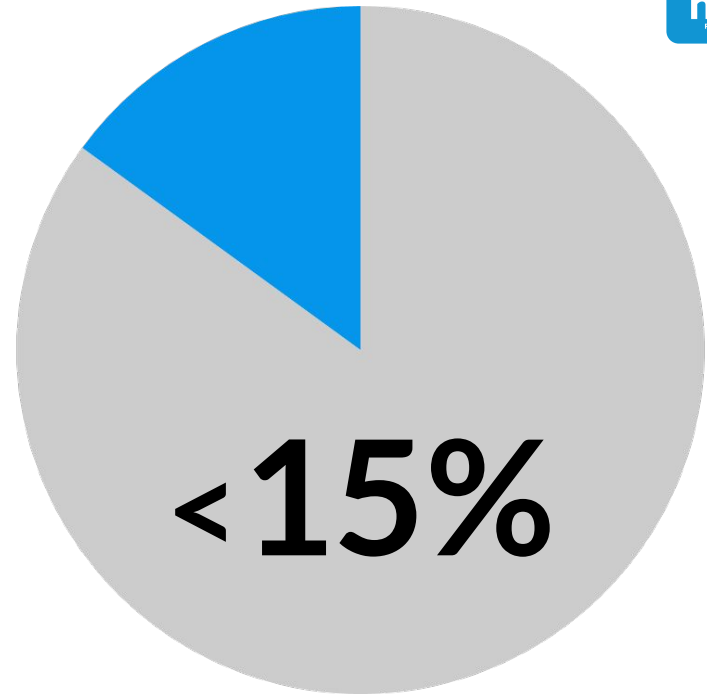


What is a Local Guide?

- Photos, Videos & 360s
- Edit Facts
- Add Places
- Questions & Answers
- Reviews
- Ratings

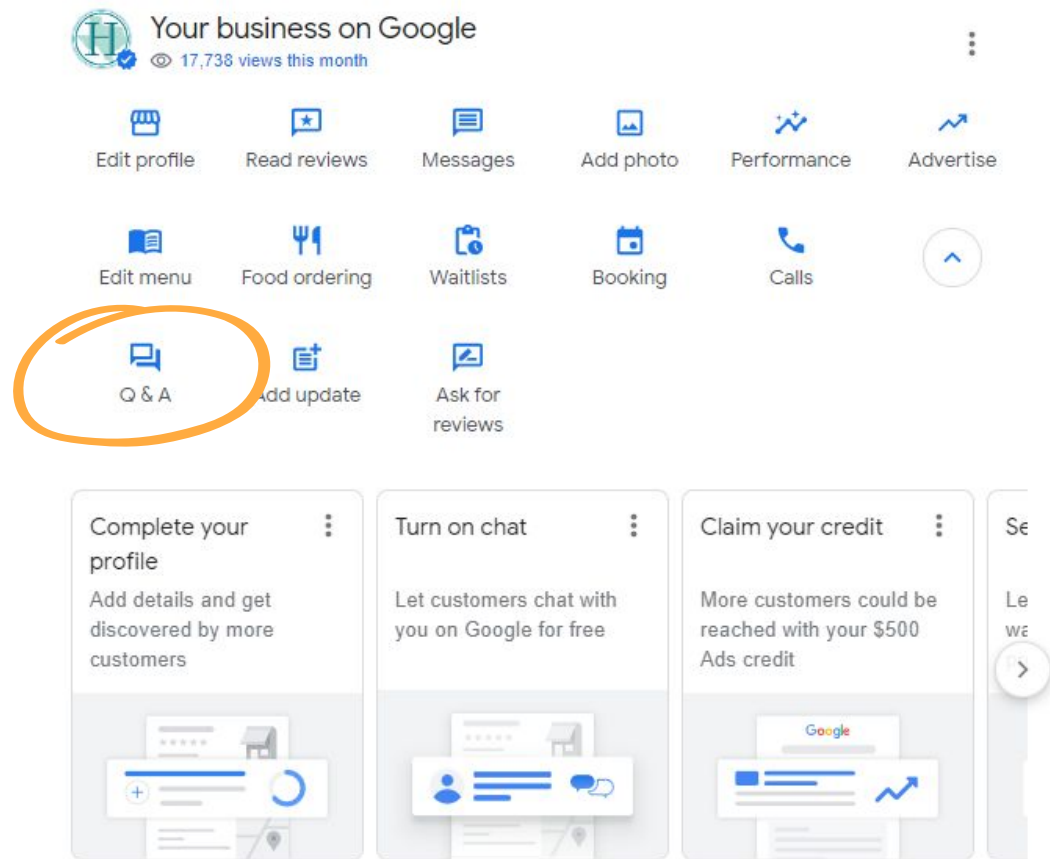


Of audited listings had **questions**
from **customers**



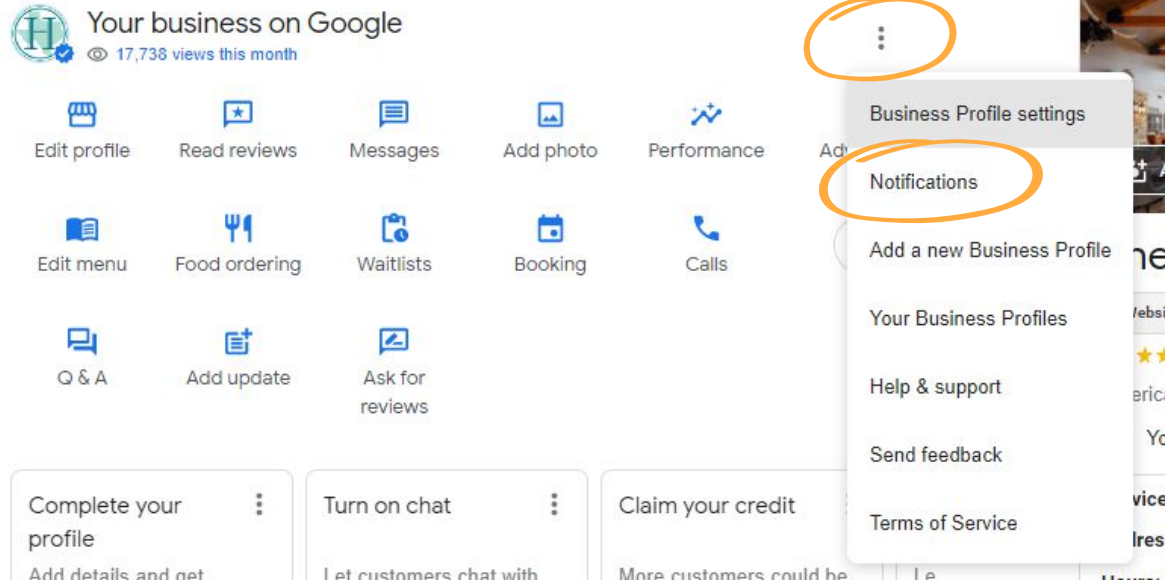
Have **answers** from the business
owner

New! Q&A is now
accessible via the
profile editing tools

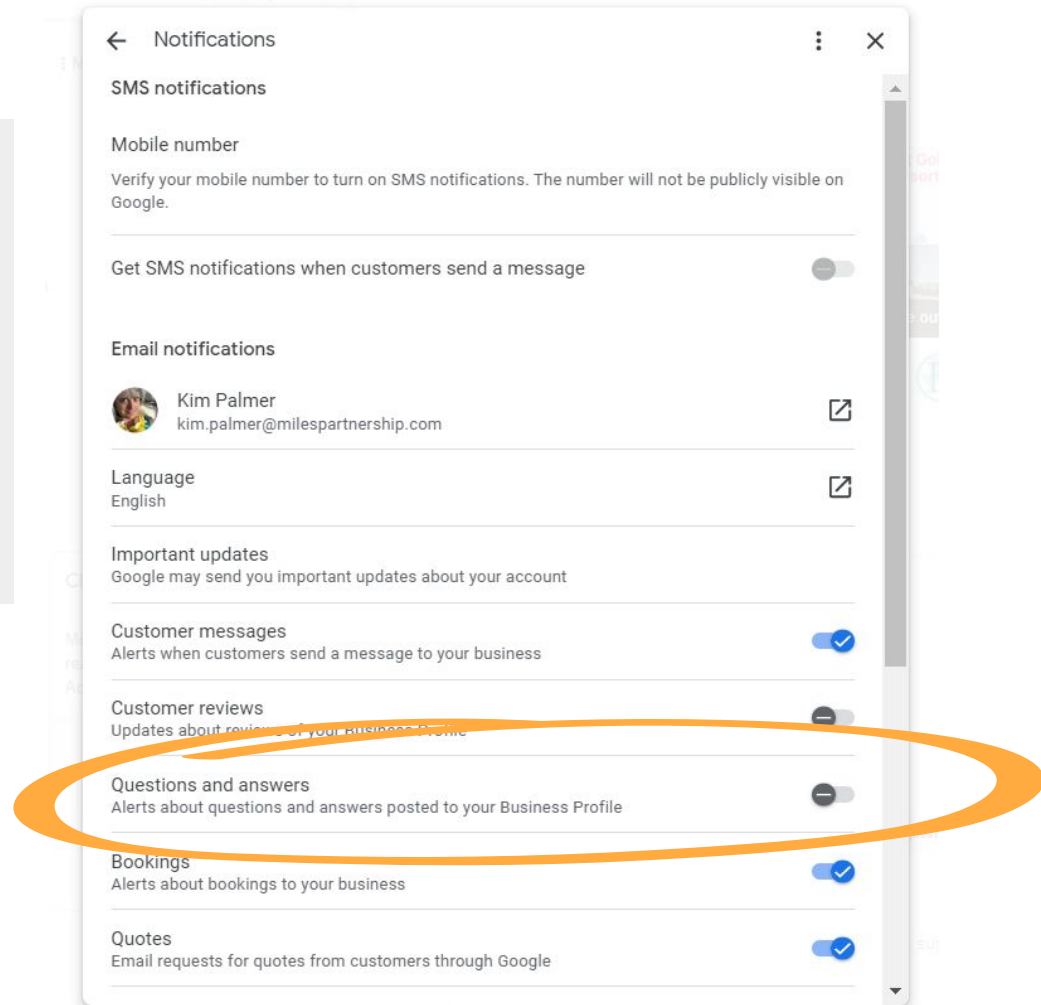


Only managers of this profile can see this

Make sure you have **notifications on** and check your answers frequently.



Make sure you have
notifications on and
check your answers
frequently.



Sun 4/22/2018 3:54 PM

GM

Google My Business <googlemybusiness-noreply@google.com>

Rick McMahan added a new question to your listing

To CA.Clark@milespartnership.com

1 If there are problems with how this message is displayed, click here to view it in a web browser.

Google My Business

THE MODERN HONOLULU

Rick McMahan added a new question
to your listing

"Does every room have a balcony?"



THE MODERN HONO...
1603, 1775 Ala Moana Blvd,
Hon...

REPLY NOW

REPORT THIS QUESTION →

Learn more



GET IT ON
Google Play

Download on the
App Store

Ask an expert



Google LLC 1600 Amphitheatre Parkway, Mountain View, CA 94043 USA

This email was sent to you because you indicated that you'd like to receive notifications about Questions and Answers on your business listing. If you don't want to receive such emails in the future, please [unsubscribe here](#). You can also change your preferences on your Google My Business settings page by logging into <https://business.google.com/settings>.

THE MODERN HONOLULU

1603, 1775 Ala Moana Blvd, Honolulu, HI

← All questions



Rick McMahan

Does every room have a balcony?

Helpful?



THE MODERN HONOLULU (Owner)

Add an answer publicly

POST



Kat E

Local Guide · 14 reviews · 15 photos

4 days ago

Not all but most.

Helpful? 2



Rajesh Bahadur

Local Guide · 11 reviews · 40 photos

4 days ago

Most of yes.

Helpful?



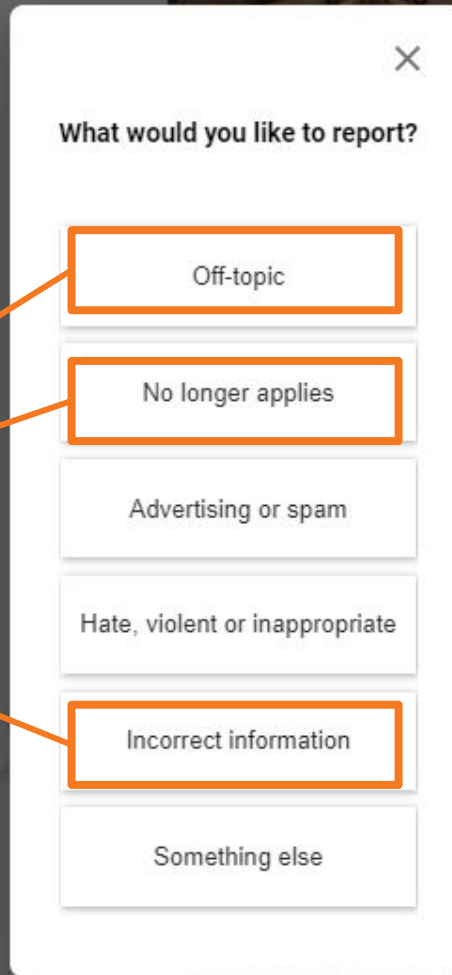
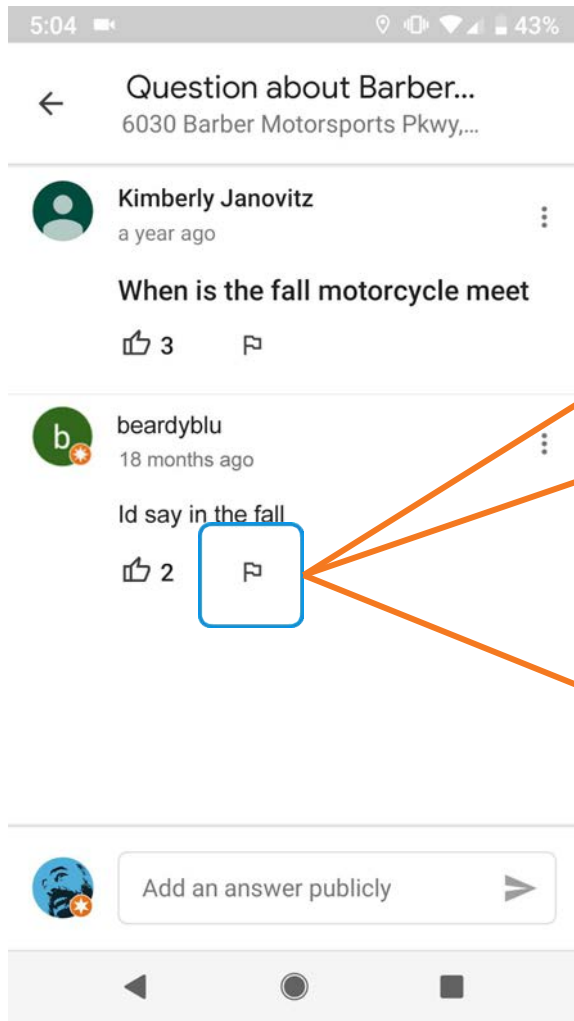
vicky scharlau

Local Guide · 4 reviews · 131 photos

4 days ago

Nope.

Helpful?



After you've provided your own answers, **report the bad answers** in your profile.

Submit FAQs as Questions & Answers

THE MODERN HONOLULU
1803, 1775 Ala Moana Blvd, Honolulu, HI

Does every room have a balcony?

Helpful? Answer

Kat E
Local Guide · 14 reviews · 15 photos
4 days ago
Not all but most.

2

5 more answers

THE MODERN HONOLULU
Posting publicly

How far is the hotel from Ala Moana Shopping area?

CANCEL POST

Know this place? Answer quick questions

Review summary Write a review Add a photo

Rooms · 3.9 ★★★★★
Guests liked the large, clean, updated rooms, though some said maintenance could be improved · Rooms had views · Some guests noted the rooms could be quieter & beds could be improved

Location · 4.4 ★★★★★
Near the beach; shopping & sightseeing nearby · Easily accessible by car · Near public transit

Service & facilities · 4.3 ★★★★★
Guests enjoyed the pool · Guests appreciated the friendly staff · Guests spoke highly of housekeeping

[View all reviews](#)

Questions & answers
[See all questions \(2\)](#)

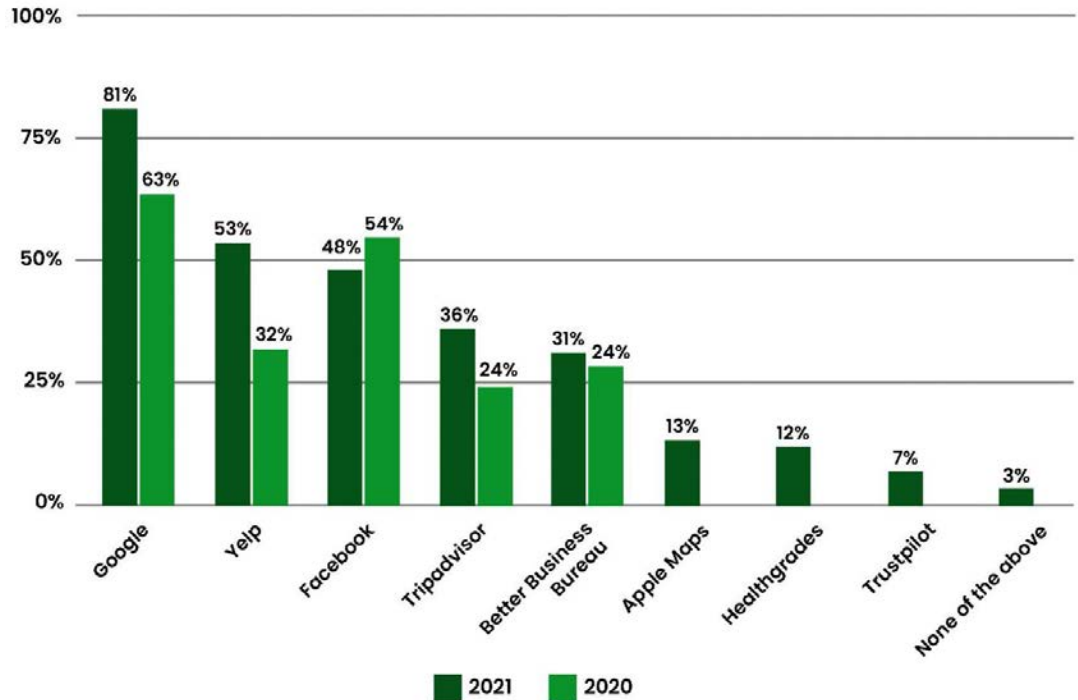
Ask a question

Reviews and Online Reputation

Respond to Reviews

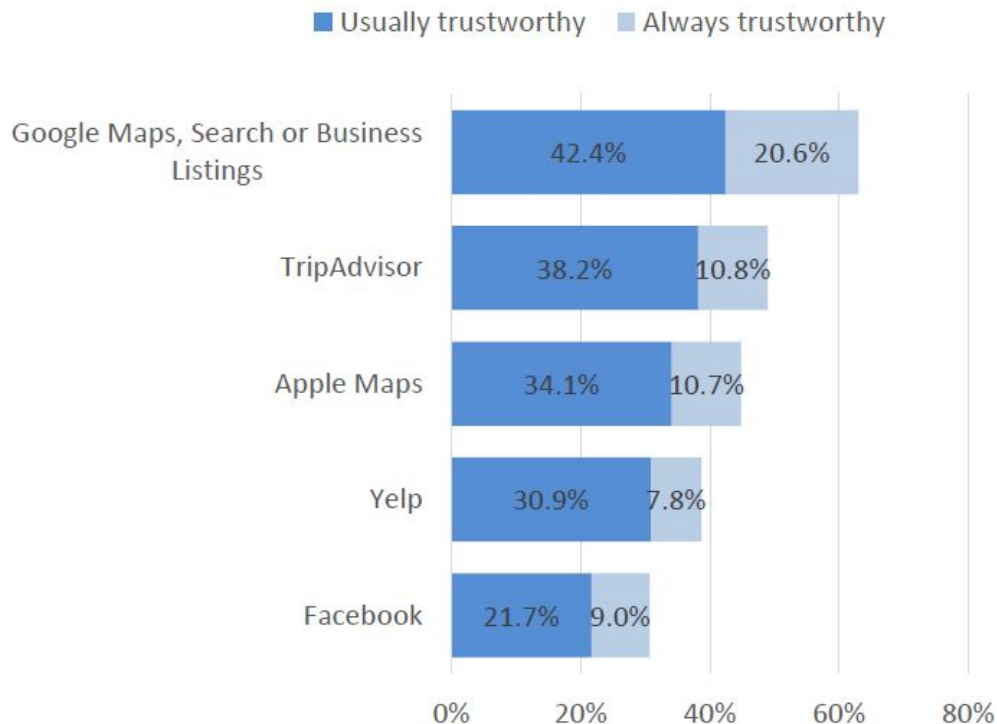
The most frequently used platforms for local business reviews are Google, Yelp, Facebook & Tripadvisor.

Which of the following sites or apps have you used to evaluate local businesses in the last 12 months?



TRUSTWORTHINESS: RATINGS & REVIEWS

Question: Please
evaluate how trustworthy
is the customer
rating/review information
available on each
platform?



Reviews Influence Rank



ice cream in branson mo



All Maps Images Shopping News More

Tools

About 488,000 results (0.51 seconds)

Places

Rating

Hours



Andy's Frozen Custard

4.7 ★★★★★ (2.6K) · \$ · Ice Cream

3415 W 76 Country Blvd

Closed · Opens 11AM

Frozen sundaes with a choice of toppings



Mr B's Ice Cream Parlor

4.6 ★★★★★ (480) · \$ · Ice Cream

2750 102, US-65 BUS

Closed · Opens 11AM

Classic shop for cones, shakes & malts



Marble Slab Creamery

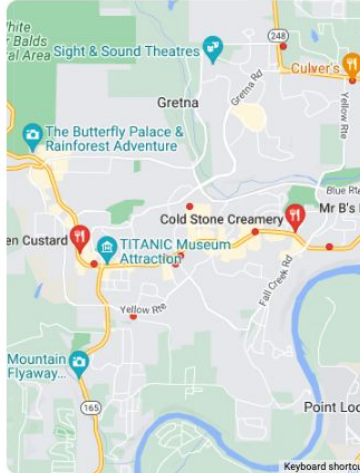
3.1 ★★★★★ (200) · \$\$ · Ice Cream

1107 Branson Landing Blvd · In Branson Landing

Closed · Opens 10AM

Chain shop for hand-mixed ice cream

More places →



DISTANCE

RELEVANCE

PROMINENCE

Google

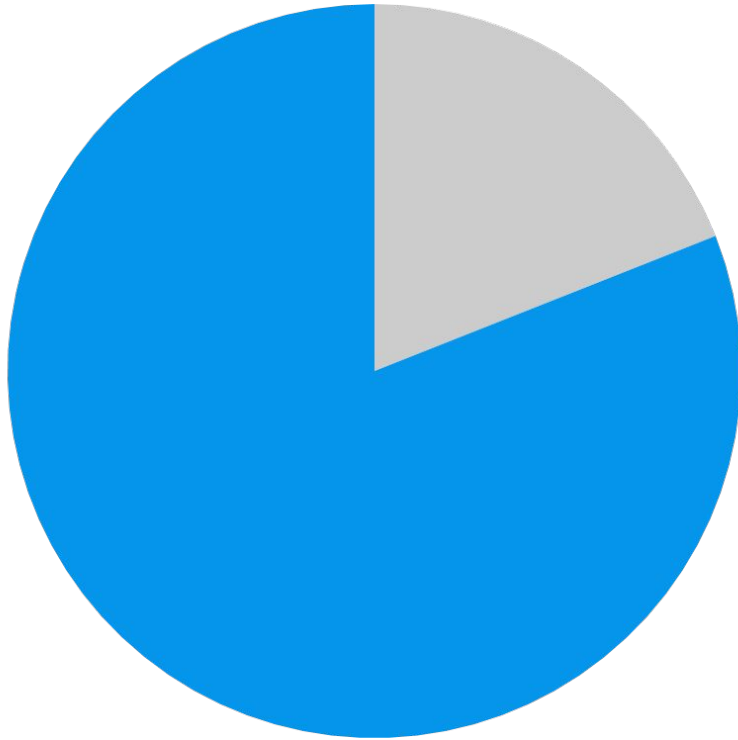
81%

**Of reviews are 4.0+
Less than 4% are one star**

4.4

Median Rating

South Dakota



Respond to Reviews

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

Gabriel Kreuther

41 W 42nd St, New 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@gnyc.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 -



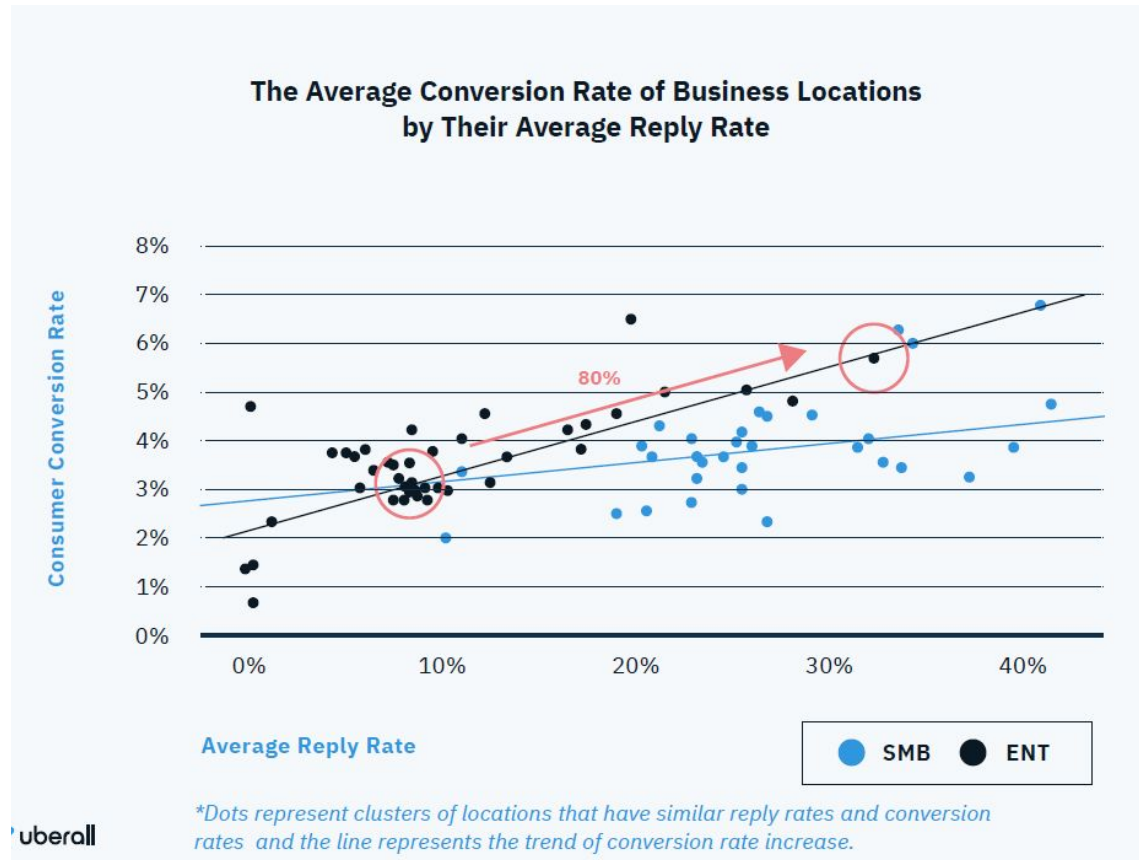
Kenny Yuen

1 review

South Dakota

Respond to Reviews

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



miles partnership sarasota



All News Images Maps Shopping More Tools

About 651,000 results (0.62 seconds)



Your business on Google

1,448 views this month



Edit profile



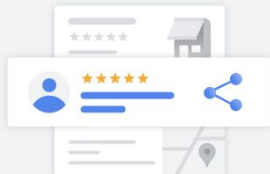
Promote



Customers

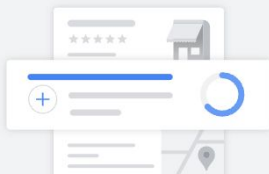
Get more reviews

Share your review form with past customers



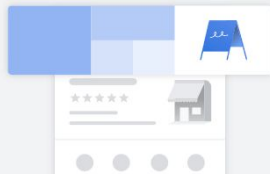
Turn more views to customers

Complete your profile to convert your 1029 monthly views into customers



Add exterior photo

Help customers locate your storefront



Keep up

Another



Only managers of this profile can see this

Responding to Reviews

Instead of “Edit profile”, select “Customers” on the SERP profile edit box.

Responding to Reviews

← Customers

Reviews

View and reply to feedback from customers on Search and Maps

Messages

View and respond to messages from your customers

Q & A

Answer questions

Cutter's cutlery

5.0 ★★★★★ 2 reviews

Sort by

Most relevant

Newest

Highest

Lowest



Michelle Clark

Local Guide · 90 reviews · 991 photos

★★★★★ 2 years ago

Very lovely staff, answered all of my questions expertly.

← Reply

👍 1



Claude Clark

Local Guide · 1 review · 73 photos

★★★★★ 2 years ago

this place is the best

← Reply

👍 1

← Reply to review



Michelle Clark

Local Guide · 90 reviews · 991 photos

★★★★★ 16 Jun 2019

Very lovely staff, answered all of my questions expertly.



Cutter's cutlery

Owner

Replying publicly

|

0 / 4000

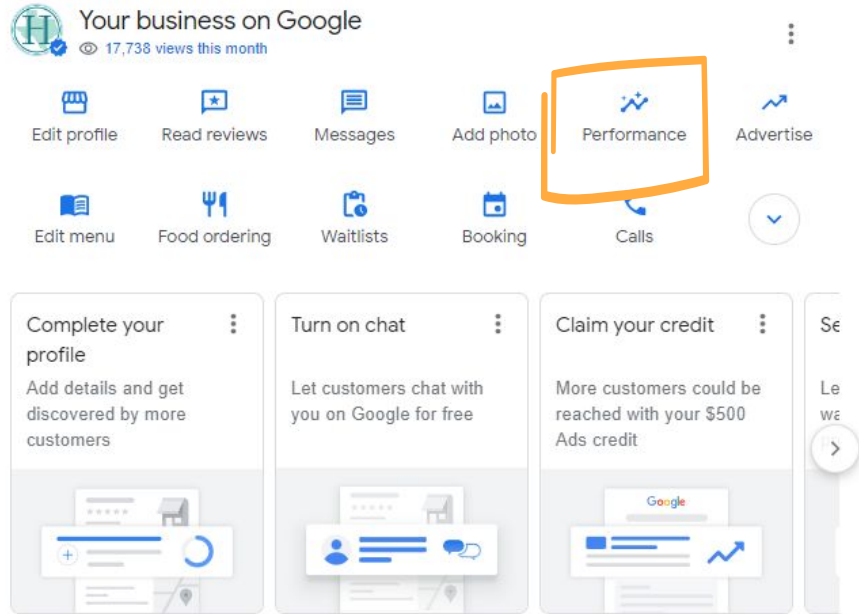
This customer will be notified about your reply, and it will be publicly visible on your Business Profile

Reply

Profile Performance

Profile Performance

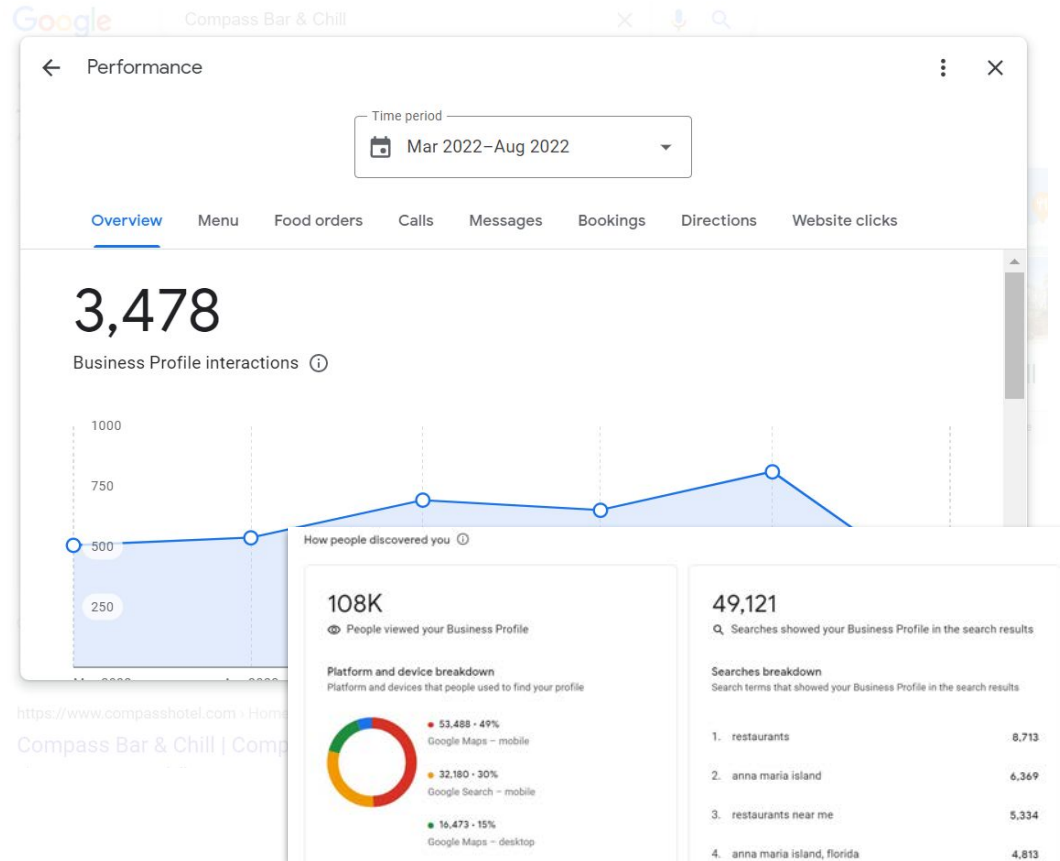
Profile Performance Reports can be accessed via Google search by clicking **Performance**.



Profile Performance

Performance reporting tracks **customer exposures and engagement** inside Google's platform - you can't get these numbers anywhere else.

- Customer actions
- Bookings
- Visibility in Search & Maps
- Search terms



Business Profile Fundamentals

- ☒ Up to date hours are critical
- ☒ Categories & Attributes influence where your business can appear
- ☒ Post 4 photos a month for a 30% lift in exposure
- ☒ Post updates and events for free visibility
- ☒ Respond to 30% of your reviews for an 80% lift in conversions
- ☒ Monitor profile performance and conversions



Need
Assistance
With Your
Business
Profile?

Schedule Office Hours With Miles



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

Questions & Discussion