

Uncovering the

**Secrets**

**of the most successful business  
profiles on Google**

A best-practices study of 58,000  
business profiles on Google.



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.



**Patrick  
Rodgers**  
Content Strategist  
Miles Partnership



One of the solutions we provide is support for a program called the **Google DMO Partnership**, which gives destinations the tools to improve the quality and accuracy of information available within Google's products.



Top 1% of partners hosting workshops



Premier Agency Partner



Over 300,000 images contributed



# 150+

Destinations in our support program

# 58,000+

Businesses and POI audited and analyzed

# 75+

Directly managed GMB Business Profiles

**miles**  
PARTNERSHIP

What do the  
**best performing  
business profiles**  
look like?

**But first...**

What's a business profile?



## Dig! Records and Vintage

4.8 ★★★★★ (89)

Record store



Directions



Save



Nearby



Send to your phone



Share



212C Loudoun St SE, Leesburg, VA 20175



4C7Q+7H Leesburg, Virginia



facebook.com



(703) 402-8120



Closed. Opens at 12:00 PM



Add a label

Suggest an edit



## Port City Brewing Company

4.7 ★★★★★ (419)

Brewery



Directions



Save



Nearby



Send to your phone



Share

Industrial brewery offers a tasting room with housemade draft beers & public tours, Thursday-Sunday.



3950 Wheeler Ave, Alexandria, VA 22304



RV5X+5C Alexandria, Mason, VA



portcitybrewing.com



(703) 797-2739



Closed. Opens at 4:00 PM



Add a label

# Business Profiles

## Tuscarora Mill Restaurant

4.6 ★★★★★ (768) · \$\$\$

American restaurant



Directions



Save



Nearby



Send to your phone



Share

RESERVE A TABLE

High-end New American fare & Virginia wines served in a refined dining room, rustic bar or atrium.

Late-night food · Comfort food · Small plates



203 Harrison St SE, Leesburg, VA 20175

Located in: Market Station LLC



4C7P+2Q Leesburg, Virginia



tuskies.com



(703) 771-9300



Open now: 11AM–10PM



Menu tuskies.com



Find a table opentable.com



Add a label





## Dig! Records and Vintage

4.8 ★★★★★ (89)

Record store



Directions



Save



Nearby



Send to your phone



Share



212C Loudoun St SE, Leesburg, VA 20175



4C7Q+7H Leesburg, Virginia



facebook



(703) 402-8120



Closed. Open



Add a label

Suggest an edit



## Port City Brewing Company

4.7 ★★★★★ (419)

Brewery



Directions



Save



Nearby



Send to your phone



Share

Industrial brewery offers a tasting room with housemade draft beers & public tours, Thursday-Sunday.



3000 Wherry Ave, Leesburg, VA 20175



RV5X+5C Leesburg, Virginia



(703) 797-2739



Closed. Open



Add a label

Suggest an edit

# Business Profiles

## Tuscarora Mill Restaurant

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American restaurant



Directions



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Nearby



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Late-night food · Comfort food · Small plates



203 Harrison St SE, Leesburg, VA 20175



Located in: Mark Stain LLC



tuskies.com



Open now. 11AM-10PM



Menu tuskies.com



Find a table opentable.com

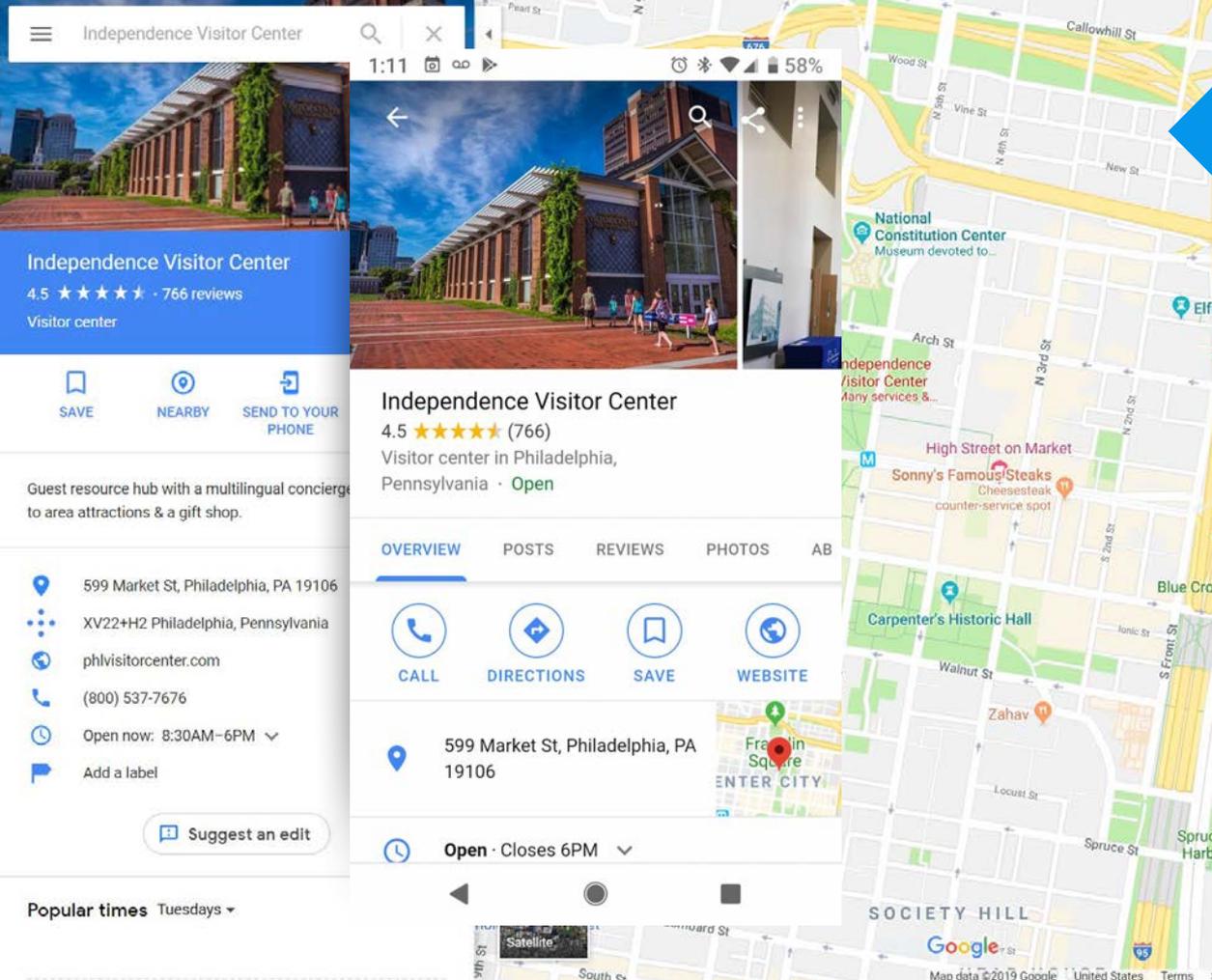


Add a label

Business profiles aggregate **everything** Google knows about your business into one "card".



Your business profile is the  
**single largest source**  
**of organic exposure**  
for your business online.



# 2018 Case Study

# 25,518,074

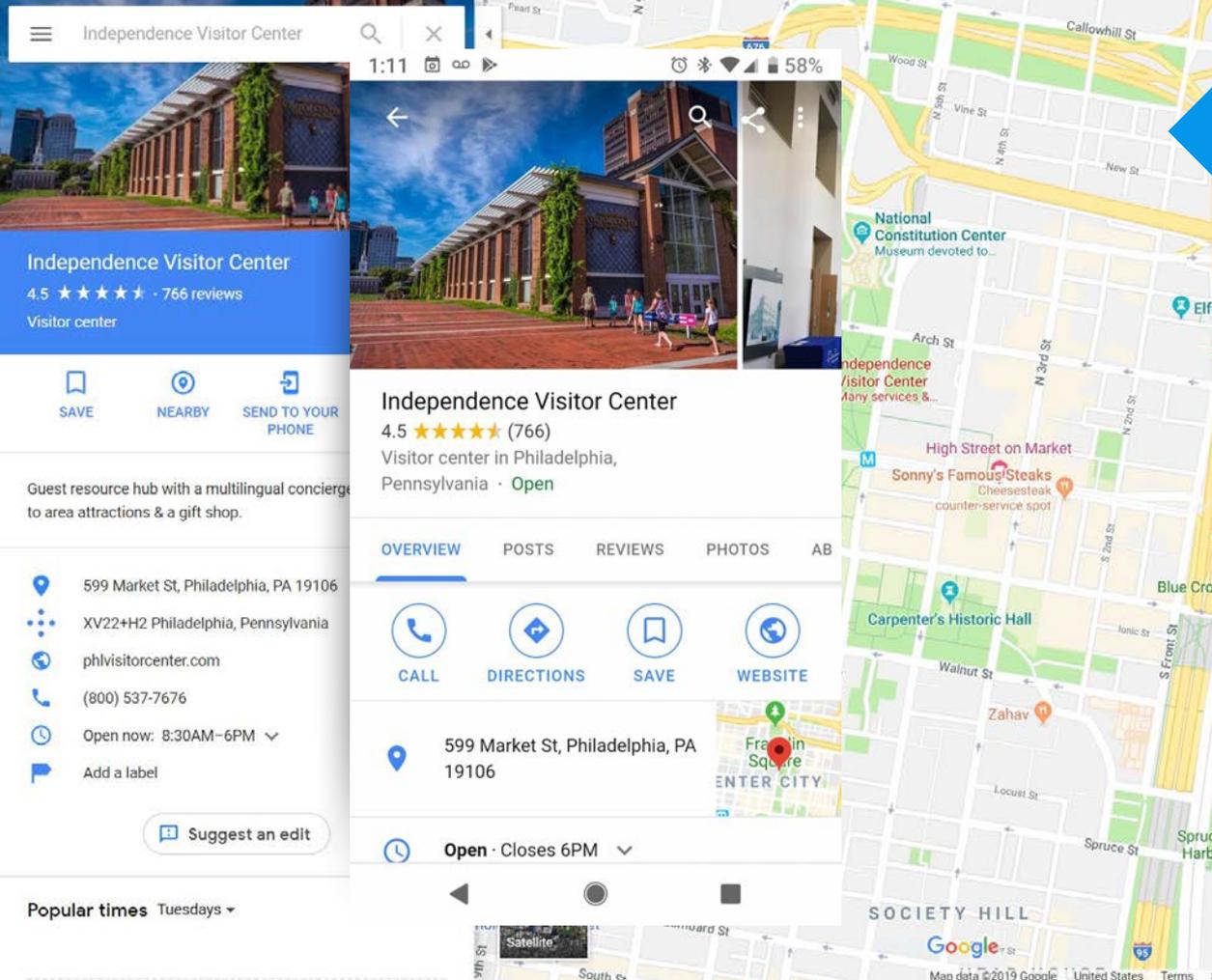
Total Audience 2018

*Including:*

Website visits, social media views, search exposures and maps exposures



Information provided by Nicole Woods for Independence Visitor Center Corp.



## 2018 Case Study

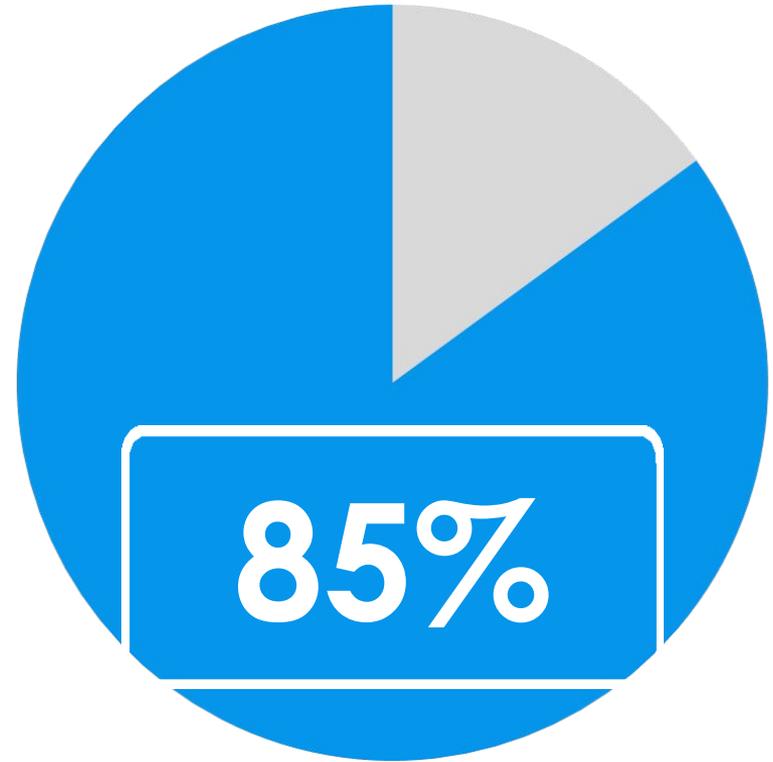
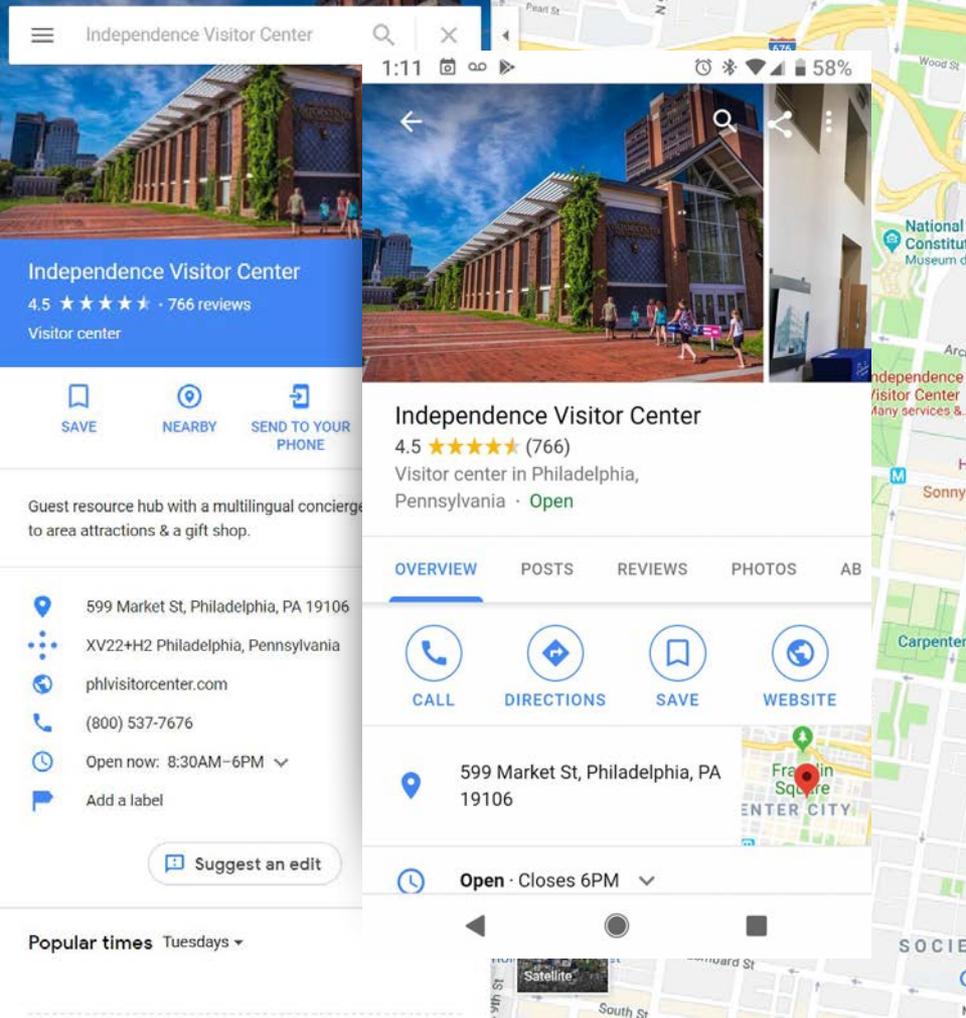
25,518,074  
Total Audience 2018

22,542,336

Came from **Google products and services**, directly related to the business profile



Information provided by Nicole Woods for Independence Visitor Center Corp.

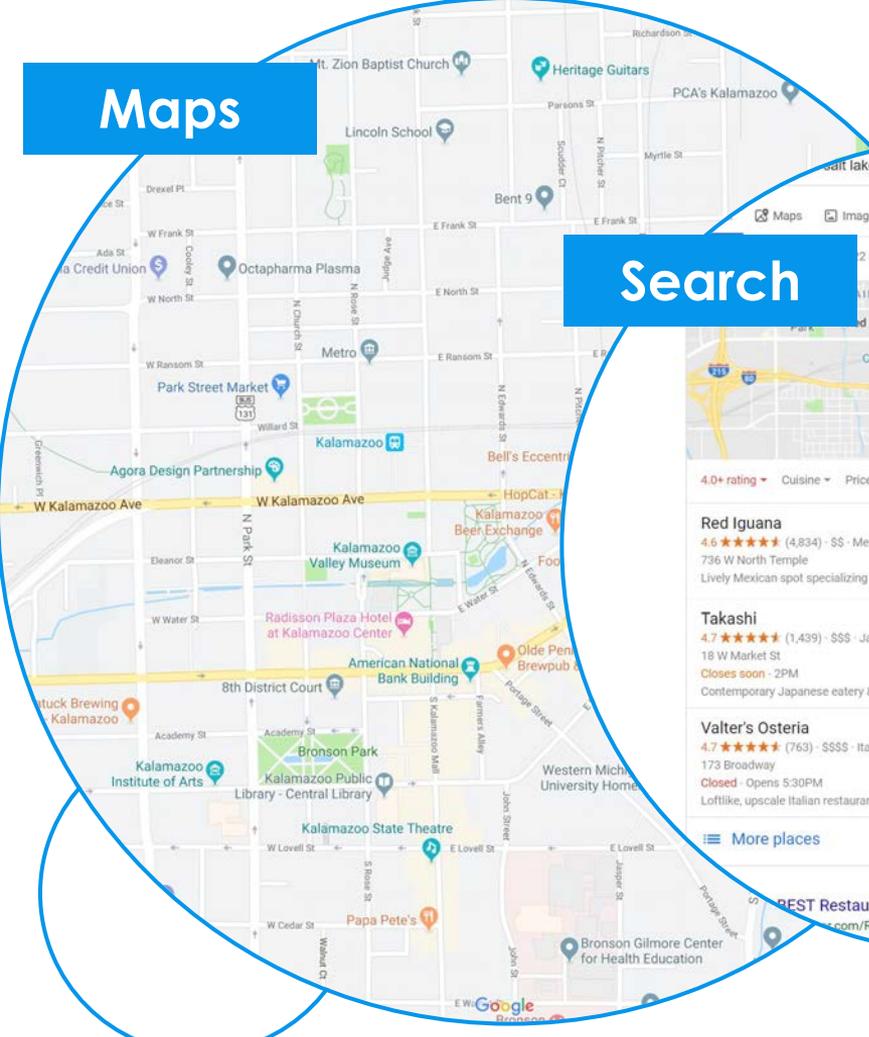


Of total online audience

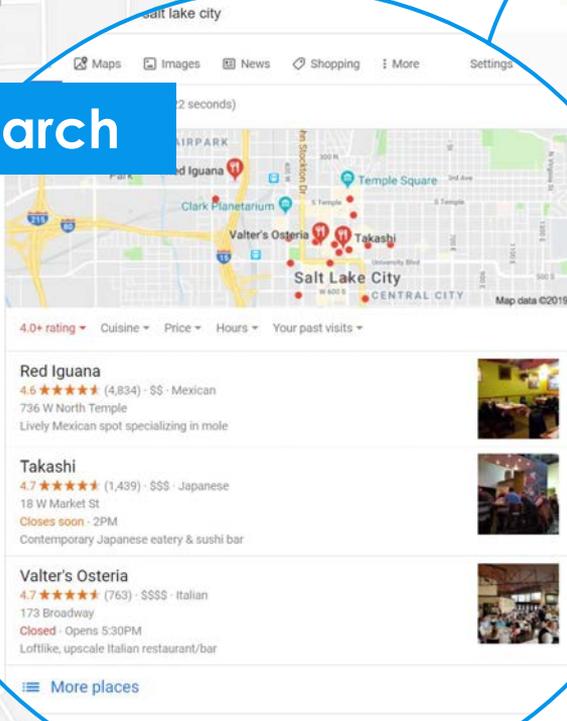


Information provided by Nicole Woods for Independence Visitor Center Corp.

# Maps



# Search



# Discover what the Google Assistant

# Assistant

Learn more about how you can get help from you



# Travel Guides

# Hotel Finder

# many more...

**miles**  
PARTNERSHIP

## The Local Pack

Result of a search for a **keyword** + a **location**



Rating ▾ Cuisine ▾ Price ▾ Hours ▾ Your past visits ▾

### Cooper's Hawk Winery & Restaurant

4.4 ★★★★★ (677) · \$\$ · American

19870 Belmont Chase Dr · In Belmont Chase

Modern American fare & house-label wines



### Pazzo Pomodoro - Ashburn

4.5 ★★★★★ (209) · \$\$ · Italian

19825 Belmont Chase Dr · In Belmont Chase

Classic trattoria with Italian favorites



### Ford's Fish Shack

4.5 ★★★★★ (1,186) · \$\$ · Seafood

44260 Ice Rink Plaza · In Cameron Chase Village Center

Seafood restaurant with a nautical theme



[☰ More places](#)

# The Local Pack



Rating ▾ Cuisine ▾ Price ▾ Hours ▾ Your past visits ▾

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Seafood restaurant with a nautical theme



[More places](#)

But why  
**these three**  
business  
profiles?



Rating ▾ Cuisine ▾ Price ▾ Hours ▾ Your past visits ▾

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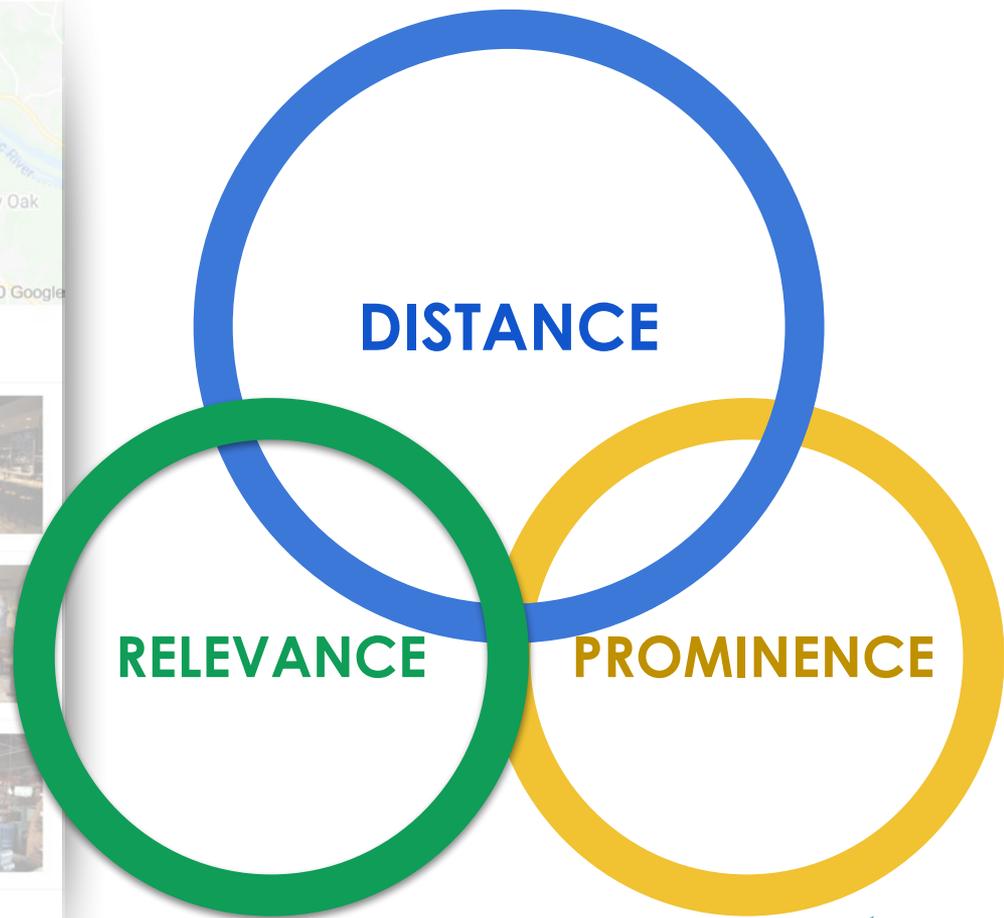


### Ford's Fish Shack

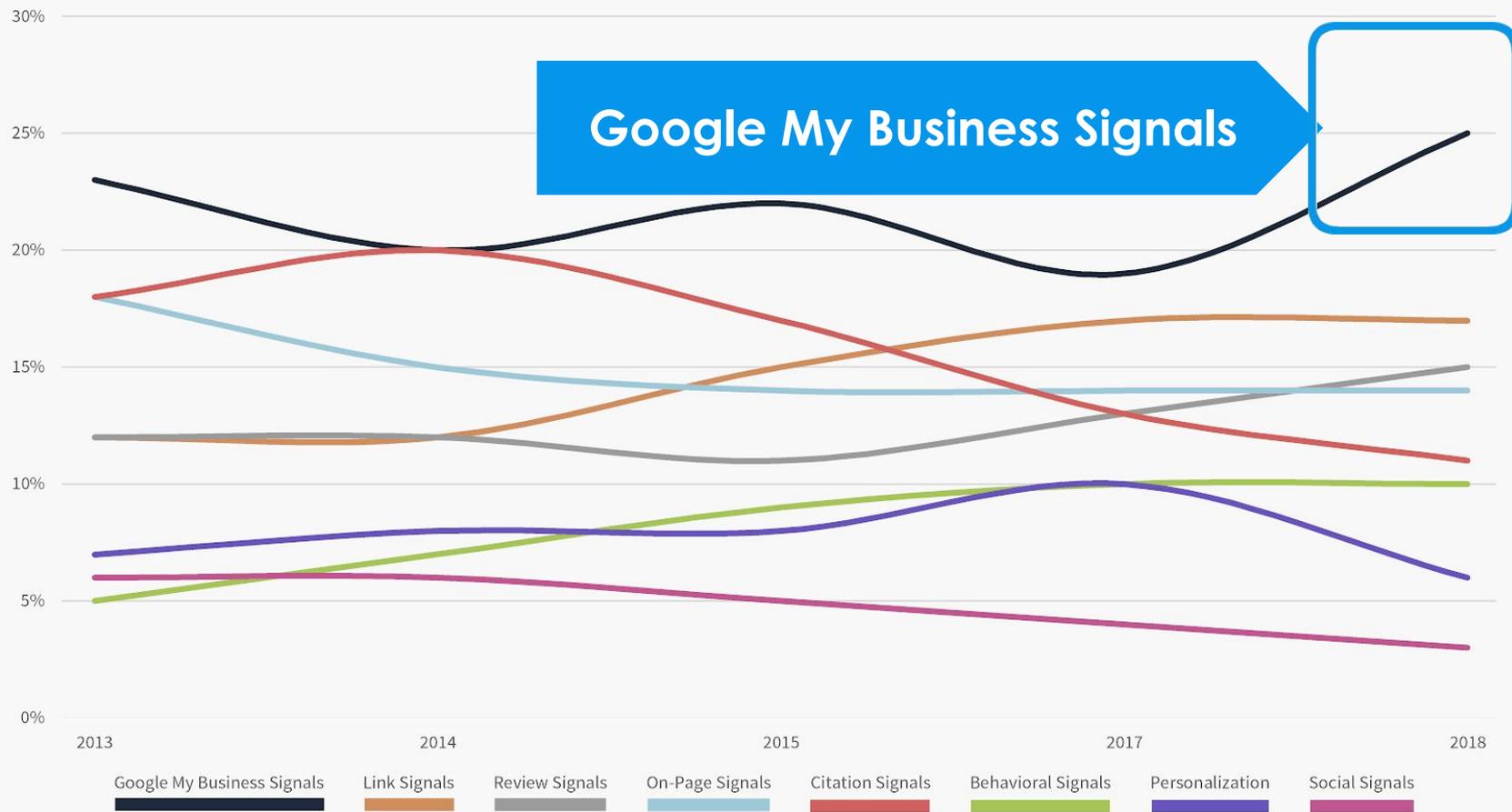
4.5 ★★★★★ (1,186) · \$\$ · Seafood  
44260 Ice Rink Plaza · In Cameron Chase Village Center  
Seafood restaurant with a nautical theme



 More places



# Local Pack/Local Finder Ranking Factors



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



## DC Prime Steaks

4.5 ★★★★★ (559) · \$\$\$\$

Steak house



Directions



Save



Nearby



Send to your  
phone



Share

RESERVE A TABLE

Plush surroundings set the stage for filet, lobster, rich sides & creative martinis. >

Happy hour food · Late-night food · Comfort food



20120 Lakeview Center Plaza, Ashburn, VA 20147

Located in: Lakeview



3G5W+HW Ashburn, Virginia



dcprimesteaks.com



(703) 840-2099

Up-to-date profiles are:

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

**miles**  
PARTNERSHIP

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



## DC Prime Steaks

4.5 ★★★★★ (559) · \$\$\$\$

Steak house



Directions



Save



Nearby



Send to your  
phone



Share

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

**miles**  
PARTNERSHIP

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



## DC Prime Steaks

4.5 ★★★★★ (559) · \$\$\$\$

Steak house



Directions



Save



Nearby



Send to your  
phone



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Located in: Lakeview



3G5W+HW Ashburn, Virginia



dcprimesteaks.com



(703) 840-2099

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>

**miles**  
PARTNERSHIP

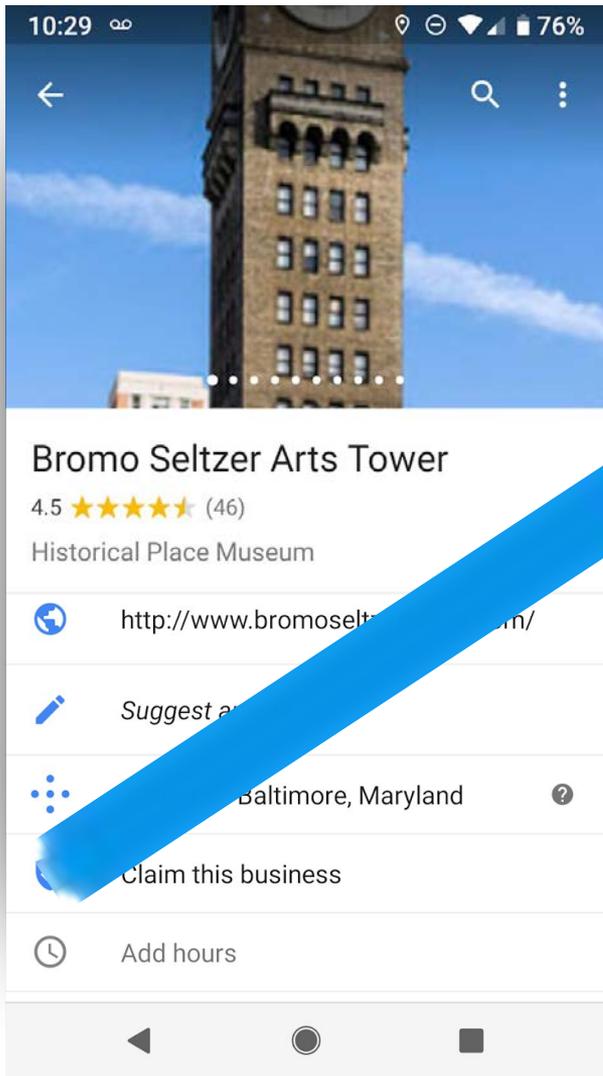
<sup>(1)</sup> Ipsos research: Benefits of a complete listing 2017

We want to help you **maximize exposures** and **engagement** for your business profile because it benefits everyone: **your business, visitors and your destination.**

Info Tab



Verification and Completeness



# Make Sure You've Claimed Your Business

*Search for your business name and look for this icon.*

*If you see it - you'll need to claim your business listing to get access to many of the features.*



Claim this business

ORGANIZATION  
Miles Partnership

Casa Bacardí  
Carretera 165  
Cataño, 00949  
Puerto Rico

Home

Posts

Info

Insights

Reviews

Messaging

Photos

Products (Beta)

Website

Users

Create an ad

**Casa Bacardí**

Tourist attraction  
Bar  
Distillery  
Alcohol manufacturer

Carretera 165 Cataño, 00949 Puerto Rico

*Add service area*

Sunday	9:00 am-4:30 pm
Monday	9:00 am-4:30 pm
Tuesday	9:00 am-4:30 pm
Wednesday	9:00 am-4:30 pm
Thursday	9:00 am-4:30 pm
Friday	9:00 am-4:30 pm
Saturday	9:00 am-4:30 pm

*Add special hours*

Your business is live on Google

View on Search

View on Maps

Close or remove this listing

Advanced information

Store code *Enter store*

Labels *Enter labels*

Google Ads location extensions phone *Enter Google*

Make sure your information complete and accurate.

Check Your:

- Business Name**
- Address**
- Phone Number(s)**
- Website(s)**
- Hours**
- Description**

ORGANIZATION  
Miles Partnership

Posts

Info

Insights

Reviews

Messaging

Photos

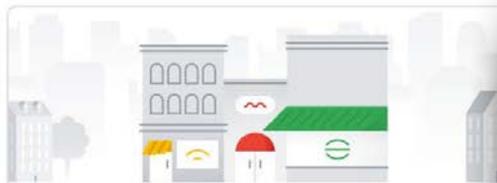
Website

Users

Create an ad

Manage locations

Settings



5000 Kahala Ave Honolulu, HI 96816

Add service area

Sunday	11:00 am-5:30 pm
Monday	11:00 am-5:30 pm
Tuesday	11:00 am-5:30 pm
Wednesday	11:00 am-5:30 pm
Thursday	11:00 am-5:30 pm
Friday	11:00 am-5:30 pm
Saturday	11:00 am-5:30 pm

Add special hours

(808) 739-8760

"Open now" searches

think with Google

↑ 300%

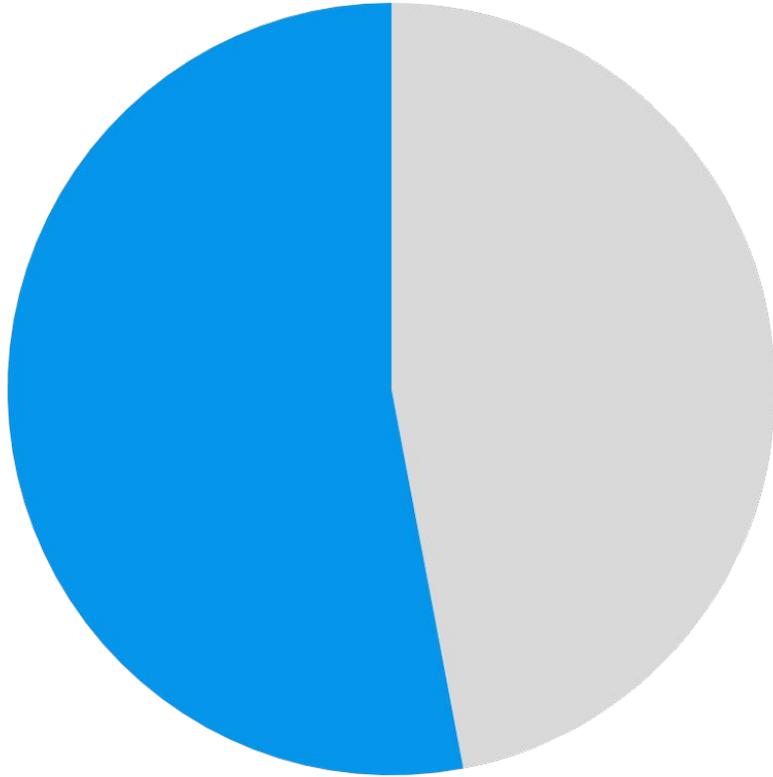
Growth in search interest  
for "open now."



Think with Google

Google Trends, U.S., June 2015 vs. June 2017.

Accurate Hours  
are **critically**  
important



**53%**

Of incomplete listings  
are missing hours.

ORGANIZATION  
Miles Partnership

1919 Restaurant  
1055 Avenida Doctor Ashford  
San Juan, 00907  
Puerto Rico

- Home
- Posts
- Info
- Insights
- Reviews
- Messaging
- Photos
- Website
- Users
- Create an ad

### Special hours

Enter hours for days when this business has an irregular schedule.

4/16/18  Open 11:30 am

ADD HOURS

9/30/18  Closed X

10/2/18  Closed X

10/3/18  Closed X

10/4/18  Closed X

10/5/18  Closed X

10/6/18  Closed X

CANCEL APPLY

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



### Miles Partnership

6751 Professional Parkway West Suite 200  
Sarasota, FL 34240

- Home
- Posts
- Info**
- Insights
- Reviews
- Messaging

🕒	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
	Friday	8:30 am–5:00 pm
	Saturday	Closed

📅 Add special hours

- 📞 (941) 342-2300
- (800) 683-0010
- (877) 342-2300
- (877) 342-2424

# Hotel check-in/out times

🕒	Sunday	Open 24 hours	✎
	Monday	Open 24 hours	
	Tuesday	Open 24 hours	
	Wednesday	Open 24 hours	
	Thursday	Open 24 hours	
	Friday	Open 24 hours	
	Saturday	Open 24 hours	

🕒 **Check-in time**  
4:00 pm

**Check-out time**  
11:00 am

This feature is only available for hotels.

To add check-in and check-out times:

1. Sign in to [Google My Business](#) .
2. Click on **Hotel attributes**.
3. Click on **Policies & payments**.
4. Use the drop down to change your Check-in and Check-out time.

Learn how to [edit your business listing](#).





# GMB Check-Up

A quick analysis of your Google My Business profile.

---

<https://www.gmbcheckup.com/>

Top Performer Secrets



Service Areas



tours near me



All Maps Shopping News Images More Settings Tools

About 3,350,000,000 results (0.93 seconds)



Rating Hours Your past visits

Sort by

### City Sightseeing New York

3.7 ★★★★★ (942) · Sightseeing tour agency

1.1 mi · 455 12th Ave

Closed · Opens 7AM Mon



### Foods of New York Tours

5.0 ★★★★★ (170) · Tour agency

0.8 mi · 9 Barrow St



### Free Tours by Foot

4.9 ★★★★★ (447) · Sightseeing tour agency

Closes soon · 9PM

More places

Service Area Businesses



## Free Tours by Foot

Website

Save

4.9 ★★★★★ 447 Google reviews

Hours: Closes soon: 9PM · Opens 8AM Mon

Phone: (646) 450-6831

Products and Services: places.singleplatform.com

Appointments: freetoursbyfoot.com

Suggest an edit

Know this place? Answer quick questions

Questions & answers

See all questions (5)

Ask a question

web

votes

- Home
- Posts
- Info**
- Insights
- Reviews

## Service Areas

- Bookings
- Website
- Users
- Create an ad



61 Hawks Cay Blvd Duck Key, FL 33050

**Add service area**

Sunday	9:00 am–5:00 pm
Monday	9:00 am–5:00 pm
Tuesday	9:00 am–5:00 pm
Wednesday	9:00 am–5:00 pm
Thursday	9:00 am–5:00 pm
Friday	9:00 am–5:00 pm
Saturday	9:00 am–5:00 pm

**Add special hours**

### Service area

Let customers know where your business provides deliveries or services

[Select to add areas](#)

meatp

**Meatpacking District**

Manhattan, New York, NY

**Meatpacking District, Copenhagen**

Copenhagen, Denmark

**Mehatpur**

Himachal Pradesh, India

**Metpally**

Telangana, India

Labels *Enter labels*

Google Ads *Enter Google Ads phone*

## Top Performer Secrets



## Categories & Attributes



Rating ▾ Cuisine ▾ Price ▾ Hours ▾ Your past visits ▾

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4.4 ★★★★★ (677) · \$\$ · American

19870 Belmont Chase Dr · In Belmont Chase  
Modern American fare & house-label wines



### Pazzo Pomodoro - Ashburn

4.5 ★★★★★ (209) · \$\$ · Italian

19825 Belmont Chase Dr · In Belmont Chase  
Classic trattoria with Italian favorites



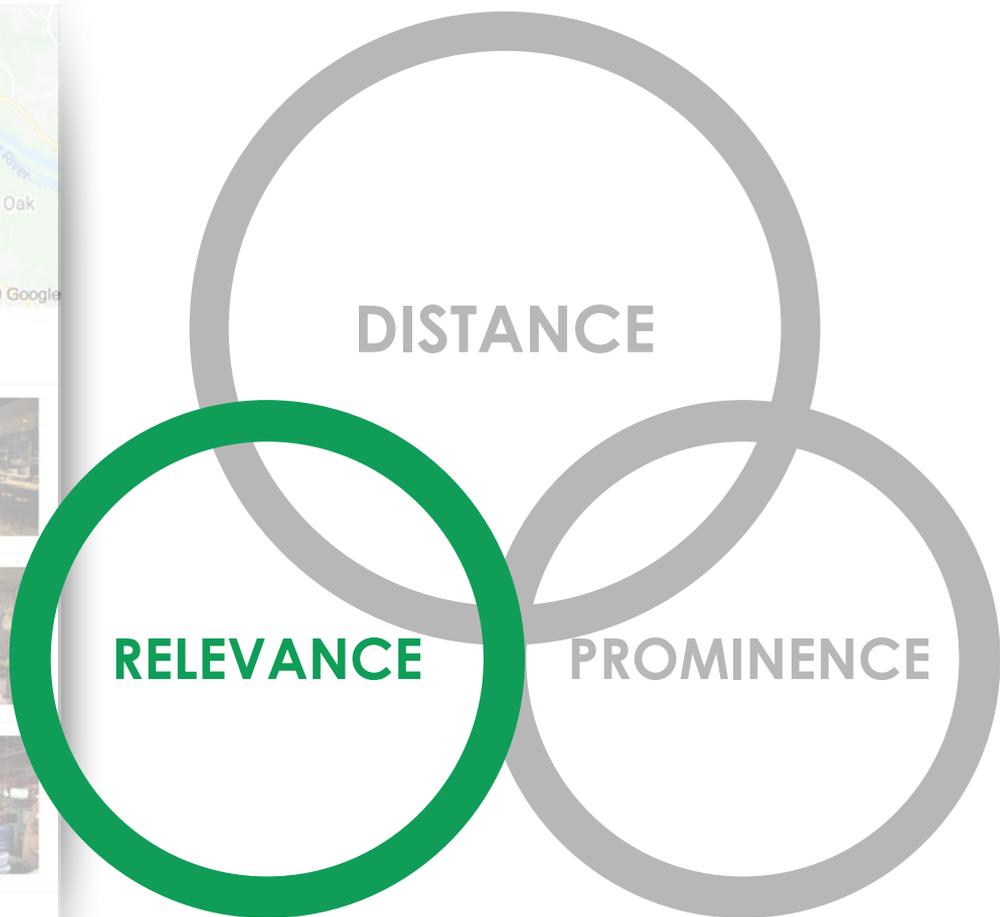
### Ford's Fish Shack

4.5 ★★★★★ (1,186) · \$\$ · Seafood

44260 Ice Rink Plaza · In Cameron Chase Village Center  
Seafood restaurant with a nautical theme



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

# 3,936

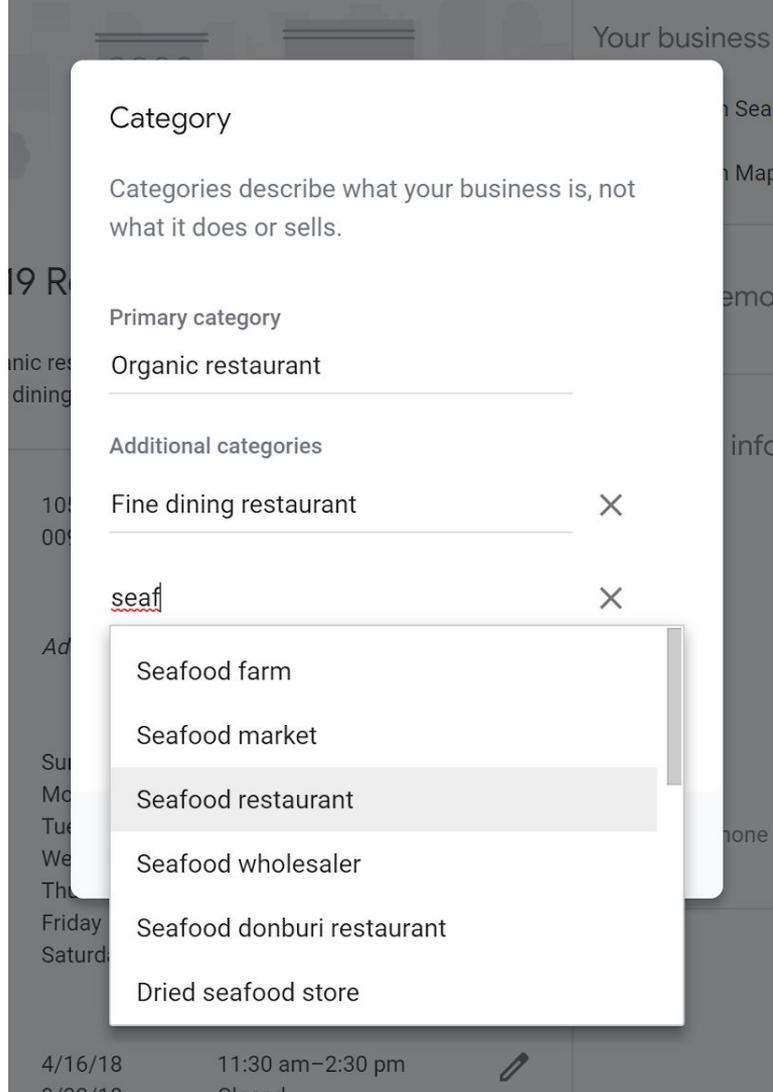
US English  
categories  
currently

## Example Categories

- **Badminton complex**
- **Balloon ride tour agency**
- **Basket supplier**
- **Bird control service**
- **Bouncy Castle Hire**
- **Box lunch supplier**
- **Cat Hostel...?**

Adding relevant categories can **significantly expand** where your business shows up, and provide access to **additional features\***.

*\*Including Services and Products*



# Attributes

- Home
- Posts
- Info**
- Insights
- Reviews
- Messaging
- Photos
- Website
- Users



## Accessibility

Wheelchair accessible restroom

## Amenities

Booster seats  
 Not good for kids  
 Restroom

## Dining options

Dinner  
 Dessert

## Highlights

No fireplace  
 No live music  
 No outdoor seating  
 No rooftop seating

## Offerings

Alcohol  
 Cocktails  
 Coffee  
 Hard liquor  
 No kids' menu  
 Local ingredients  
 OK to order just drinks  
 Organic dishes  
 Tasting menu  
 Vegetarian options  
 Wine

## Payments



## Attributes

Only attributes you can edit are shown below.

[Learn more](#)

[Search these attributes](#)



### Accessibility

- + Wheelchair accessible elevator
- + Wheelchair accessible entrance
- + Wheelchair accessible parking lot
- Wheelchair accessible restroom
- + Wheelchair accessible seating

### Amenities

- + Bar onsite
- Booster seats
- Good for kids
- + High chairs

## Attributes

# Hotels have the most

### Accessibility

- Wheelchair accessible elevator
- Wheelchair accessible entrance
- Wheelchair accessible parking lot

### Activities

- Bicycle rental
- Boat rental
- Game room
- Horseback riding
- Indoor jogging track
- Scuba diving
- Snorkeling
- Water skiing

### Amenities

## Attributes

Only attributes you can edit are shown below.

Search these attributes

### Amenities

- Air conditioning
- Airport shuttle
- All-inclusive
- Baggage storage
- Bar onsite
- Beach access
- Business center
- Child care
- Concierge
- Convenience store
- Currency exchange
- Dogs allowed
- Fitness center
- Free breakfast
- Golf course

## Attributes

Only attributes you can edit are shown below.

[Learn more](#)

Search these attributes

- Laundry service
- Massage services
- Meeting rooms
- Newspaper delivery

### Parking

- Free
- Paid

- Pets welcome

- Photocopying service
- Restaurant
- Room service
- Smoke-free property
- Spa

### Swimming pool

- Indoor
- Outdoor

### Wi-Fi

- Free
- Paid

## Attributes

Only attributes you can edit are shown below.

[Learn more](#)

Search these attributes

### Crowd

- Family-friendly
- LGBT

### Highlights

- Active military discount
- Casino
- Fireplace
- Nightclub
- Private beach
- Veteran-Led
- Women-Led

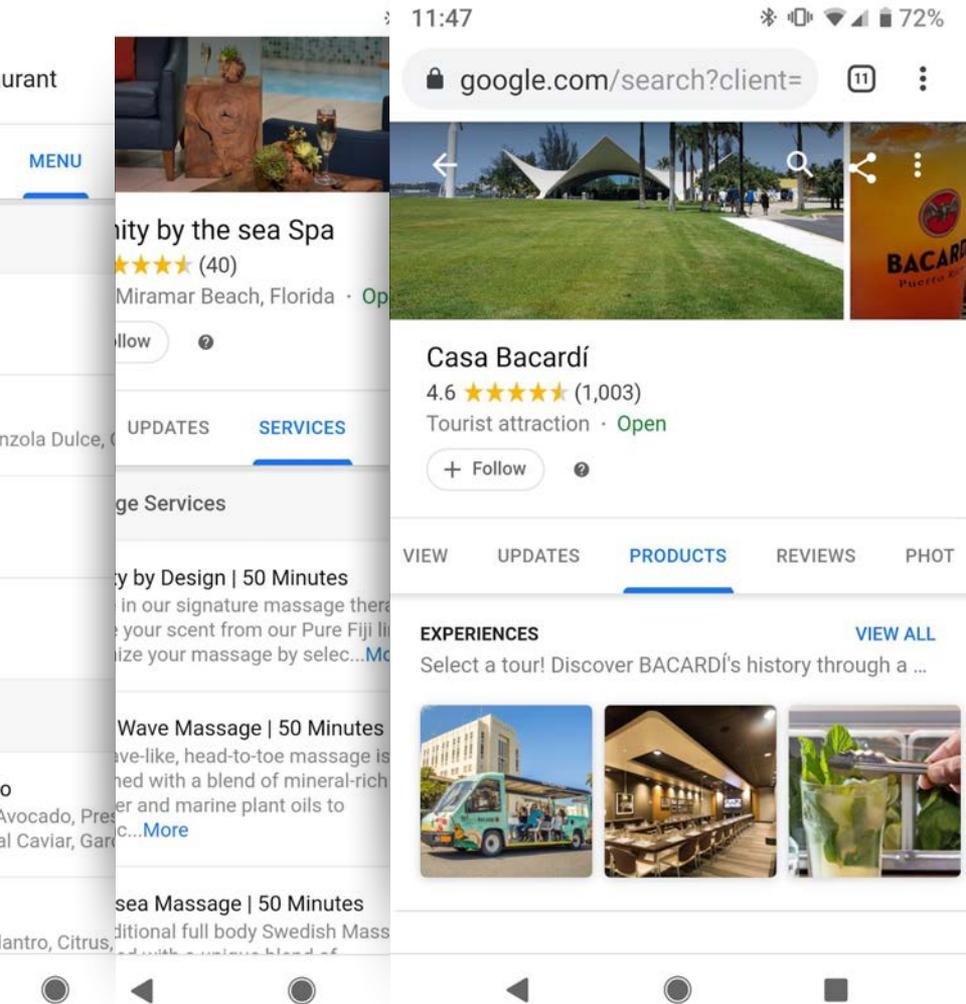
### Lodging options

- Family rooms

## Top Performer Secrets



Menus, Services & Products



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

## 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

Item name

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

Item description

0 / 1,000

Cancel

Add

**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”**

# Menu

ORGANIZATION  
Miles Partnership

- Home
- Posts
- Info**
- Insights
- Reviews
- Messaging
- Photos
- Website
- Users
- Create an ad
- Manage locations

**Website**  
<https://www.condadovanderbilt.com/con-dado-1919-restaurant>

**Menu URL**  
 Add URL

**Order ahead URL**  
 Add URL

**Reservations URL**  
 Add URL

**Menu**  
 Add or edit items

**Accessibility**  
 Wheelchair accessible restroom

**Amenities**  
 Booster seats  
 Not good for kids  
 Restroom

**Dining options**  
 Dinner  
 Dessert

**Highlights**  
 No fireplace  
 No live music  
 No outdoor seating  
 No rooftop seating

## Appetizers

Lobster \$15.00  
 Lemon Aioli, Bacon

Pizzetta \$15.00  
 Ibérico, Mango, Gorgonzola Dulce, Cilantro

Bacalao Croquette \$16.00  
 Aioli

Ibérico de Bellota \$30.00  
 Garlic Croutons

Add menu item

## First

Tuna Hiramasa Crudo \$24.00  
 Local Radish, Yogurt, Avocado, Preserved Lemon, Sesama, Kristal Caviar, Garden Herbs

Chayote Salad \$19.00  
 Local Goat Cheese, Cilantro, Citrus, Crispy Local Kale, Basil, Mint

ORGANIZATION  
Miles Partnership

- Home
- Posts
- Info**
- Insights
- Reviews
- Messaging
- Photos
- Website
- Users
- Create an ad
- Manage locations

- Website**  
https://www.condado-1919-restaurant.com
- Menu URL**  
Add URL
- Order ahead URL**  
Add URL
- Reservations URL**  
Add URL
- Menu**  
Add or edit items
- Accessibility**  
Wheelchair accessible
- Amenities**  
Booster seats  
Not good for kids  
Restroom
- Dining options**  
Dinner  
Dessert
- Highlights**  
No fireplace  
No live music  
No outdoor seating  
No rooftop seating



### 1919 Restaurant

4.5 ★★★★★ (146) · \$\$\$\$  
Fine dining restaurant · Closed

+ Follow ⓘ

1919

OVERVIEW UPDATES MENU REVIEWS PHOTOS



CALL



MESSAGE



DIRECTIONS



WEBSITE

Upscale eatery with New American fare, an extensive wine list & large windows providing ocean views.



1055 Ashford Ave, San Juan, 00907, Puerto Rico



# Menu

	\$15.00	⋮
	\$15.00	⋮
	\$16.00	⋮
	\$30.00	⋮
		⋮
	\$24.00	⋮
	\$19.00	⋮
	\$19.00	⋮

# Services

ORGANIZATION  
Miles Partnership

- Home
- Posts
- Info**
- Insights
- Reviews
- Messaging
- Photos
- Bookings
- Products (Beta)
- Services
- Website

**Website**  
[https://serenitybytheseaspa.com/?utm\\_source=Google&utm\\_medium=&utm\\_campaign=serenity](https://serenitybytheseaspa.com/?utm_source=Google&utm_medium=&utm_campaign=serenity)

**Appointment URL**  
<https://spadirect2.ryatta.com/en/hlpa/visits/new>

**Menu URL**  
[https://serenitybytheseaspa.com/stin-spa-services?utm\\_source=Google&utm\\_medium=&utm\\_campaign=serenity](https://serenitybytheseaspa.com/stin-spa-services?utm_source=Google&utm_medium=&utm_campaign=serenity)

**Services**  
Add or edit items

**Products**  
Add or edit products

**Accessibility**  
 Wheelchair accessible entrance  
 Wheelchair accessible restroom

**Amenities**  
 Massage services  
 Restroom

**Planning**  
 Membership not required

Massage Services		
<b>Serenity by Design   50 Minutes</b>	Indulge in our signature massage therapy. Choose your scent from our Pure Fiji line then customize your massage by selecting a variety of techniques and tools to ease areas of discomfort. This massage...	\$150.00
<b>Ocean Wave Massage   50 Minutes</b>	This wave-like, head-to-toe massage is performed with a blend of mineral-rich seawater and marine plant oils to rebalance, hydrate and regenerate. Specific tranquilizing massage techniques work on mus...	\$145.00
<b>Aromasea Massage   50 Minutes</b>	Our traditional full body Swedish Massage enhanced with a unique blend of aromatherapy to ease away tension.	\$140.00
<b>Deep Tissue   50 Minutes</b>	A firm massage designed to relieve tension, pain and increase mobility.	\$150.00
<b>Healing Hot Stone Therapy   80 Minutes</b>	Warm, smooth basalt stones are used over your entire body to melt away stress, aches and pains, as well as soothe overworked muscles and minds.	\$210.00
<b>Mommy-to-Be Massage   50 Minutes</b>	This specially designed massage eases tension in the back, calms your body and restores your mind. Special support and caution is taken with those in the bliss of pregnancy. Mom must be past her first...	\$145.00
<b>Hand/Foot/Scalp   30 Minutes</b>	Warm oils are drizzled onto the scalp and hair followed by an invigorating scalp massage and soothing heated wrap. Next, your feet are cocooned in heated towels and massaged.	\$75.00

ORGANIZATION  
Miles Partnership

- Home
- Posts
- Info**
- Insights
- Reviews
- Messaging
- Photos
- Bookings
- Products (Beta)
- Services
- Website

- Website**  
https://serenityby...  
&utm\_campaign=
- Appointment URL**  
https://spadirect2...  
pa/visits/new
- Menu URL**  
https://serenityby...  
tin-spa-services?<br>utm\_source=Goog<br>&utm\_campaign=
- Services**  
Add or edit items
- Products**  
Add or edit produ
- Accessibility**  
Wheelchair acces<br>Wheelchair acces
- Amenities**  
Massage services<br>Restroom
- Planning**  
Membership not



**Serenity by the sea Spa**  
 4.7 ★★★★★ (40)  
 Spa in Miramar Beach, Florida · [Open](#)

+ Follow

OVERVIEW    UPDATES    SERVICES    REVIEWS    PHOTO

CALL    DIRECTIONS    SAVE    WEBSITE

4000 S Sandestin Blvd, Miramar Beach, FL 32550

Located in: [Hilton Sandestin Beach Golf Resort & Spa](#)

Open · Closes 8PM

# Services

...scent from our Pure Fiji line then customize your ... to ease areas of discomfort. This massage...	\$150.00	⋮
...a blend of mineral-rich seawater and marine plant oils ... zing massage techniques work on mus...	\$145.00	⋮
...with a unique blend of aromatherapy to ease away	\$140.00	⋮
...increase mobility.	\$150.00	⋮
...body to melt away stress, aches and pains, as well as	\$210.00	⋮
...back, calms your body and restores your mind. Special pregnancy. Mom must be past her first...	\$145.00	⋮
...l by an invigorating scalp massage and soothing heated ... id massaged.	\$75.00	⋮

# Products

ORGANIZATION

Miles Partnership

See all

Home

Posts

Info

Insights

Reviews

Messaging

Photos

**Products (Beta)**

Website

Users

Create an ad

## Experiences

Select a tour! Discover BACARDÍ's history through a guided tour, become a rum maestro with the Rum Tasting Tour, or master the Mojito with an interactive Mixology Class!



### Historical Tour

\$15.00

Enjoy a cocktail at our waterfront Bat Bar Pavilion, then join your guided tour to discover how we make BACARDÍ rum and our family owned company's history of craft and innovation.



### Rum Tasting Tour

\$50.00

Become a rum maestro on this guided tour where you will discover how we make our premium rums, the craft of our barrels and blending, the history of our family owned company, and taste six BACARDÍ rum...



### Mixology Class

\$60.00

Master the Mojito! This interactive class puts you behind the bar. A BACARDÍ specialist will lead you through mixing three classic rum cocktails. Start with a welcome cocktail at the Bat Bar Pavilion,...

Add product



### Casa Bacardí

4.6 ★★★★★ (1,002)

Tourist attraction · Open

+ Follow ⓘ

OVERVIEW

UPDATES

PRODUCTS

REVIEWS

PHOTOS



CALL



DIRECTIONS



SAVE



WEBSITE

Renowned rum distillery featuring historical tours, mixology classes, tastings & an outdoor patio. >



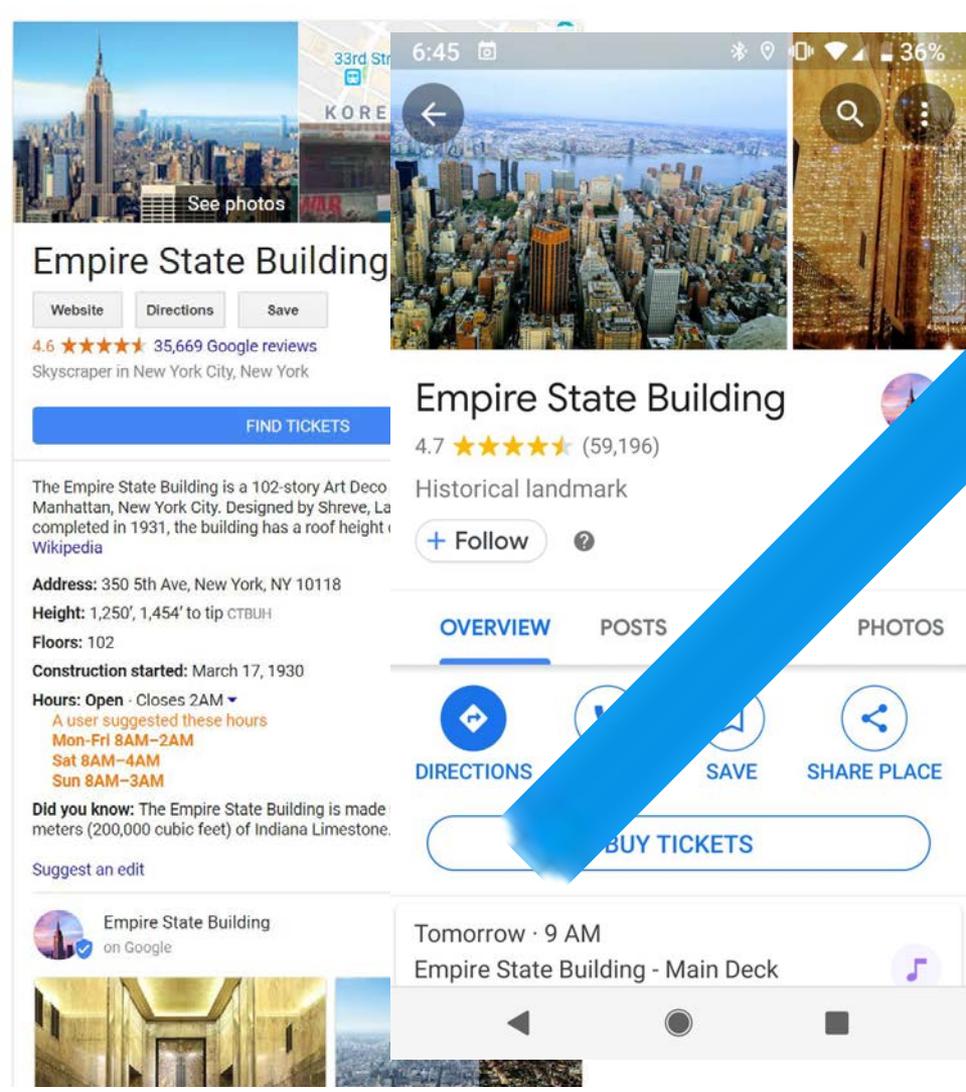
# Products

- Home
- Posts
- Info
- Insights
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- Messaging
- Photos
- Products (Beta)**
- Website
- Users
- Create an ad

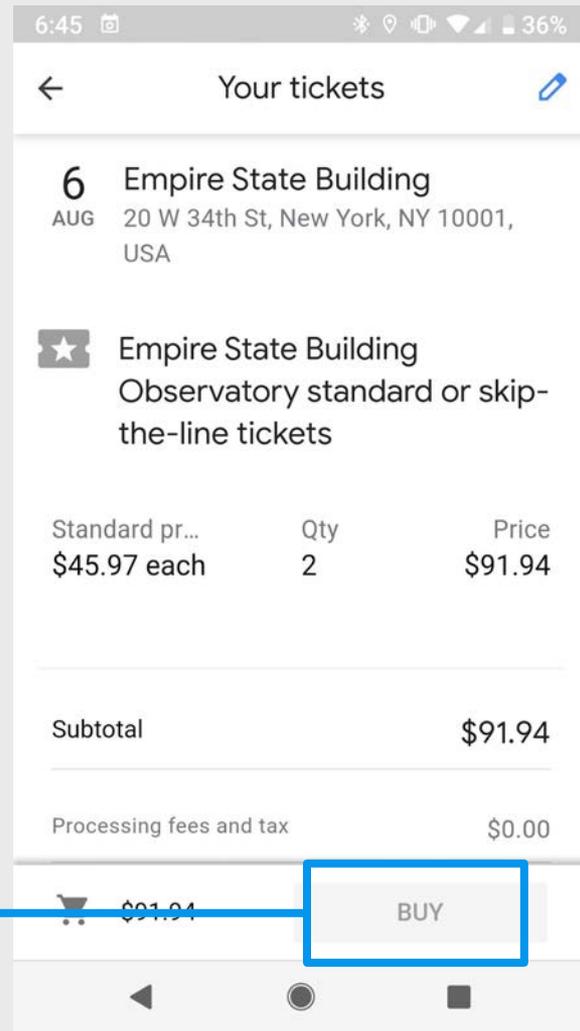
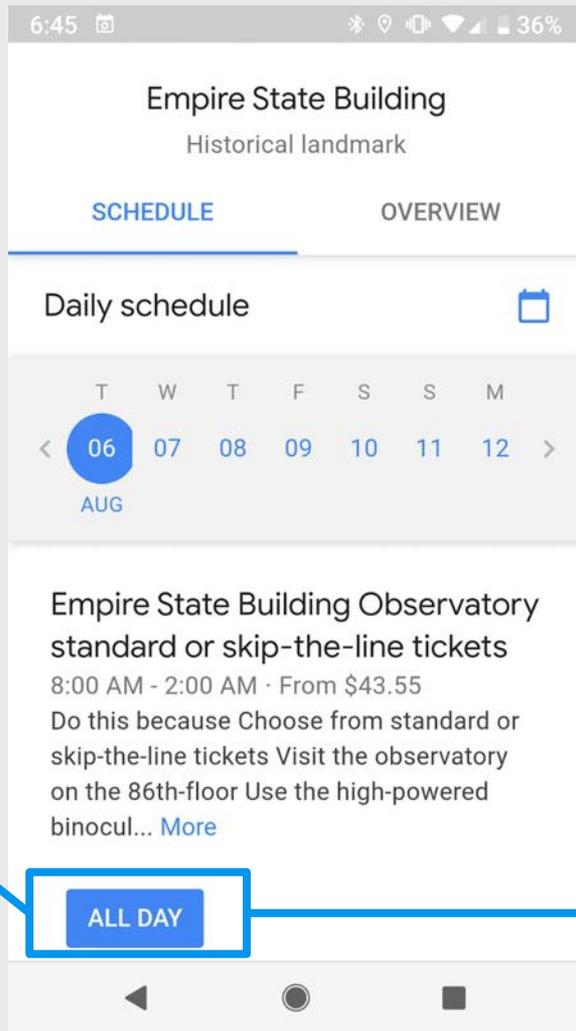
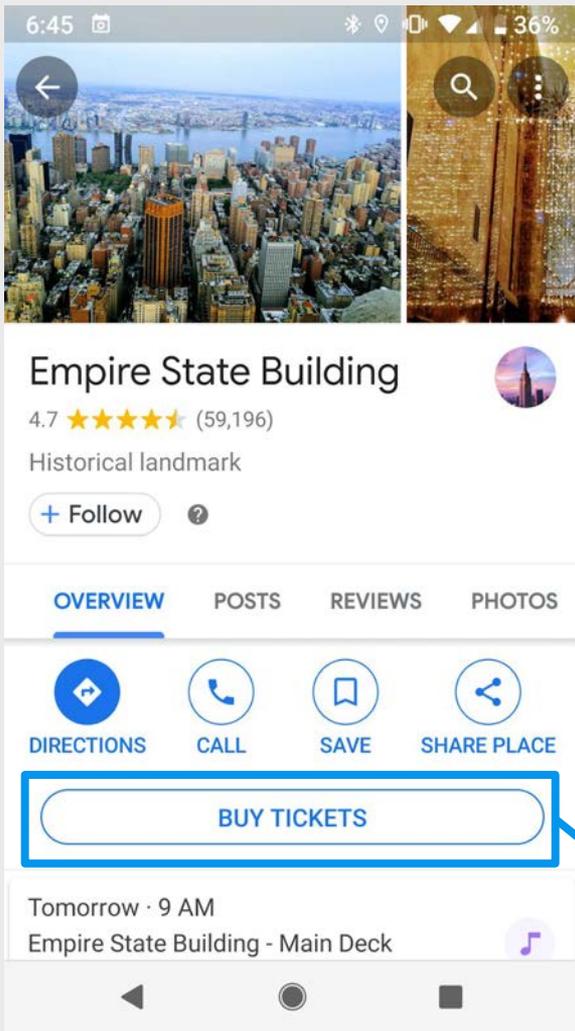
Bookings Tab



Booking & Reservations Options



The “**Reserve With Google**” platform enables customers to book tickets and tours directly inside your business profile.



## How To Get It

Integration with your profile is **implemented through your platform partner**, many of which are tourism related.

appointy®  
Grow Your Business Exponentially

booksy

chope

COVER MANAGER  
RESTAURANT BOOKING PARTNER

enviçion

flexybeauty

GET YOUR GUIDE

hospitality digital

massagebook

opensalon

timetrade®

treatwell

tripadvisor®  
Experiences

Bookatable♥

CAKE | Guest Manager  
from Sysco

clickypass

dinetime  
powered by TripAdvisor

eTender

Full Slate®

goPanache

hungrygowhere

MINDBODY.

peek

Tiqets

trinks.com

WAITLIST ME

bookeo

Checkfront

COLLINS  
an access company

eat

eveve

Genbook

Guestonline

lafourchette  
a TripAdvisor company

musement

Pike13

To Mecto

VANIDAY.

Wellnessliving

bookingkit

ChefsClub

coursehorse★

eazydiner

FAREHARBOR

gendo

くらび

Libro

mytime

Quandoo

TORETA

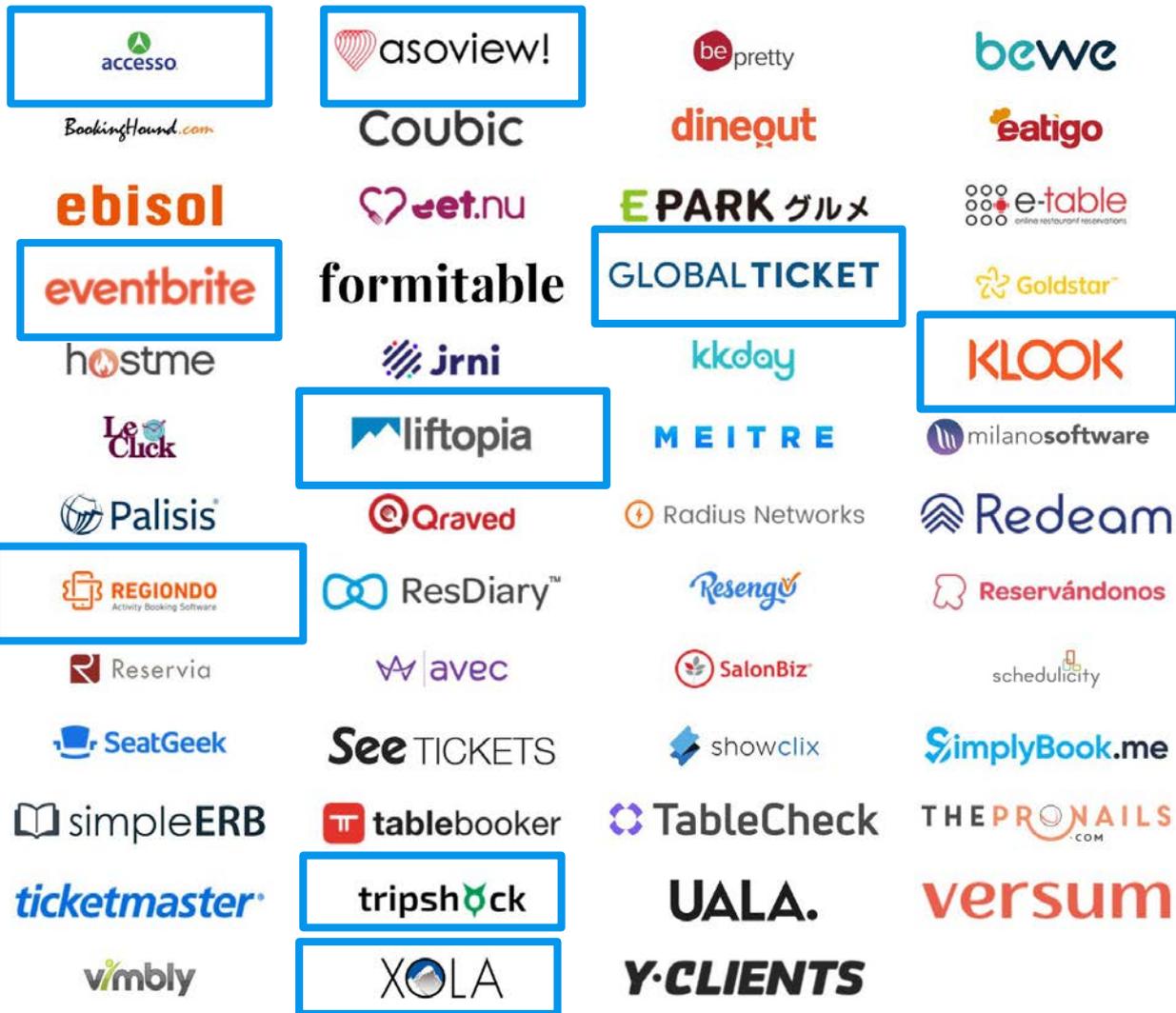
cita

Wisely

miles  
PARTNERSHIP

## Coming Soon

There are many more **tourism specific platforms** on the way, talk to your provider, or consult the partners list before you implement a new one.





[google.com/maps/reserve](https://google.com/maps/reserve)

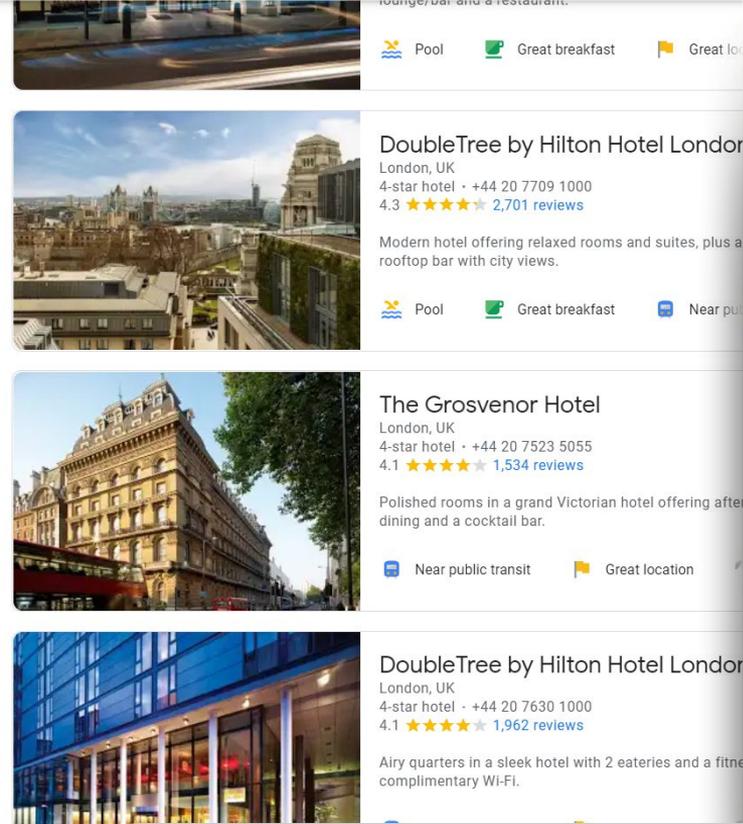


See something new

Reserve with Google



Experience something new



**The Grosvenor Hotel**  
London, UK  
4-star hotel · +44 20 7523 5055  
4.1 ★★★★★ 1,534 reviews

Polished rooms in a grand Victorian hotel offering after dining and a cocktail bar.

Address: 101 Buckingham Palace Rd, Victoria, London SW1W 0SJ, UK  
Phone: +44 20 7523 5055

Check availability

Sun, Aug 18 Mon, Aug 19 2

The Grosvenor Hotel Official site Save 10% - Become a Member	\$158	>
Hotels.com	\$158	>
Booking.com	\$158	>
Expedia.com	\$158	>

View more rates

Hotel integrations are handled through OTA platforms, but **you can now integrate your own direct booking platform.**

[google.com/hotels/partners](https://www.google.com/hotels/partners)

Trips

London

Fri, Aug 9 Sat, Aug 10

2

\$0 \$450+

Hotels Vacation rentals Guest rating Amenities Rooms

London vacation rentals 28,134 places

Sort by best match



\$213

Theatreland/Covent Garden/Soho: 1-Bed,...

4.7 ★★★★★ (39) · Vrbo.com

1 bedroom · Sleeps 5



\$364

The Center Of The Center! Covent Garden...

5.0 ★★★★★ (27) · Vrbo.com

2 bedrooms · Sleeps 5



\$160

One bedroom flat at Commercial Street, nea...

4.6 ★★★★★ (8) · TripAdvisor...

1 bedroom · Sleeps 4



\$227

Modern studio apartment on Piccadilly...

Agoda

· Sleeps 4



\$204

Stylish Soho Apartment

Sleeps 4

4.4 ★★★★★ (11) · Vrbo.com

1 bedroom · Sleeps 4



\$141

Cosy Central Soho City Studio Apartment

Hotels.com

· Sleeps 2

**Vacation rentals** are now integrated into hotel search through **Expedia, HomeAway, Hotels.com, NextPax, RedAwning, Rentals United, AirBnB, TripAdvisor** or **VRBO**.

## Top Performer Secrets

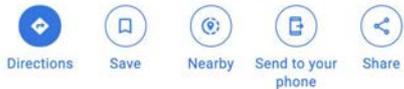


# Removing Online Ordering Ads



## Brasserie Saint James

4.3 ★★★★★ (434) · \$\$  
American restaurant



Casual spot in the Crystal Springs building offers comfort food & craft brews among brick decor.

Happy hour food · Late-night food · Comfort food

**Ad** Get \$12 Off Your 1st Order  
Brasserie Saint James - Reno, NV - Delivered  
by Grubhub **GRUBHUB**  
[ORDER NOW](#) · [www.grubhub.com/](http://www.grubhub.com/)

901 S Center St, Reno, NV 89501  
G58V+J2 Reno, Nevada  
[brasseriesaintjames.com](http://brasseriesaintjames.com)  
(775) 348-8888  
Closed. Opens at 11:00 AM

## Opt Out of Online Food Orders on Google

Please do NOT use this form for requests related to Order URLs on your Business Profile.  
Learn how to [update your Order URLs](#).

\* Required field

You're currently signed in as **JoshJWray@gmail.com**  
If this isn't the account associated with your issue, please [switch accounts](#).

What is your name? \*

What is your email address? \*

What is the official email address used to manage your business on Google My Business?

Business name

As seen in the Google My Business dashboard.

Business address

[https://support.google.com/business/contact/business\\_food?hl=en](https://support.google.com/business/contact/business_food?hl=en)

ChowNow

Insights Tab



# Measuring Exposure & Engagement

Home

Info

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Website

Users

Create an ad

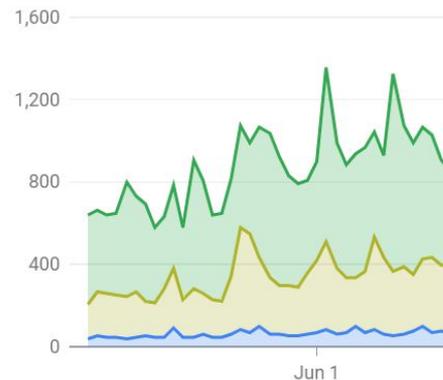
Manage locations

Settings

Support

1 quarter

Total actions 82.1K

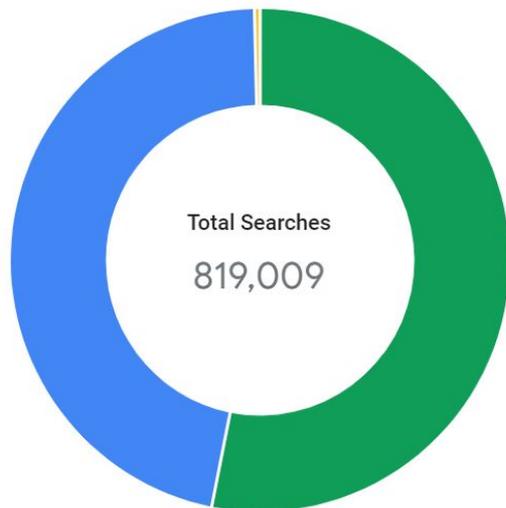


insights reporting tracks customer exposures and engagement **inside Google's platform** - you can't get these numbers anywhere else.

- Home
- Info
- Insights**
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- Messaging
- Photos
- Services
- Website
- Users
- Create an ad

### How customers search for your business

1 quarter



#### Direct

Customers who find your listing searching for your business name or address



#### Discovery

Customers who find your listing searching for a category, product, or service



#### Branded

Customers who find your listing searching for a brand related to your business



Businesses with recent photos typically receive more clicks to their websites. [Post photos](#)

**Audit Benchmark: 45% direct, and 55% discovery <1% Branded**



Home

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Create an ad

### Where customers view your business on Google

The Google services that customers use to find your business

1 quarter

Total views 1.13M

20,000

15,000

10,000

5,000

0

Jun 1

Jul 1

Aug 1

- Listing on Search 465K
- Listing on Maps 666K

**Audit Benchmark:** average exposures per month is **115,091**

Settings

Support



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Settings

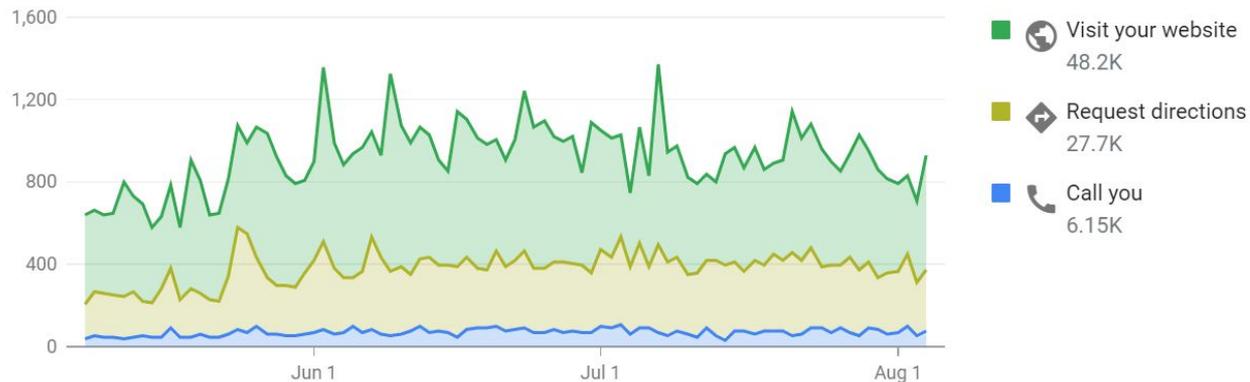
Support

### Customer actions

The most common actions that customers take on your listing

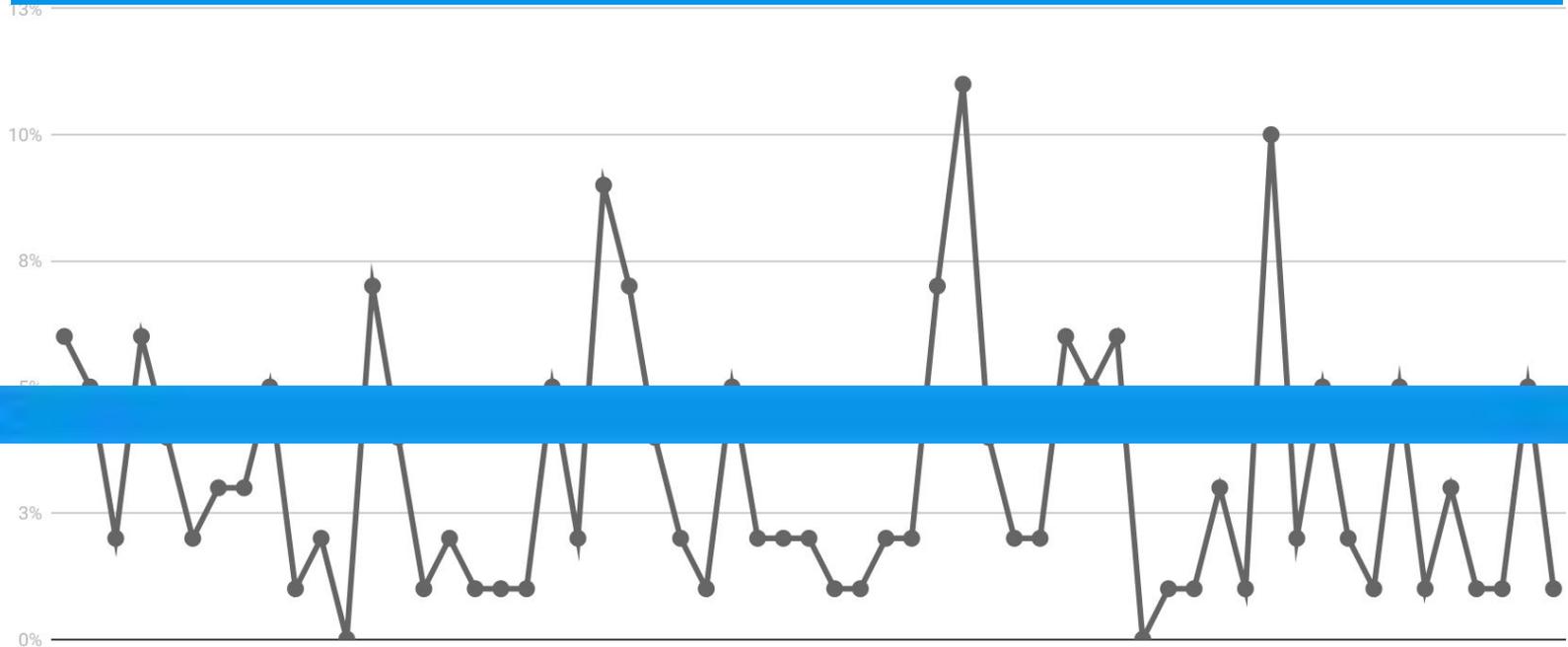
1 quarter

Total actions 82.1K



**Audit Benchmark:** conversion rate is **4.8%**

Average conversion rate (views vs. customer actions) is **just below 5%**. High performers are up to 10%, low performers are 3% or below.



# Report

## How customers search for your business

1 Quarter



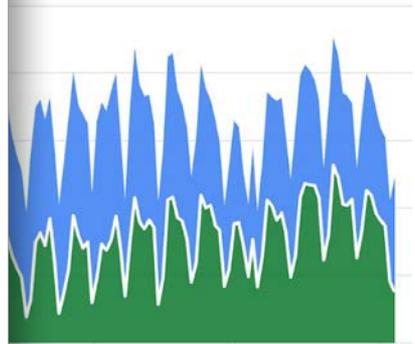
Direct  
Customers who find your listing

Customers who find your listing

# Report

## Total views 1.13M

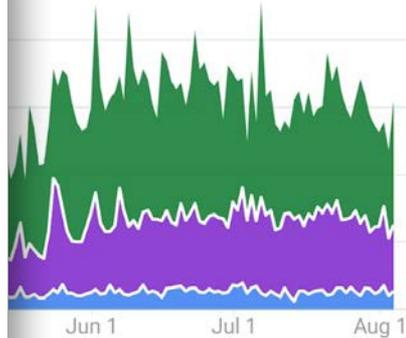
Tap chart for more info



# Report

## Total actions 2.24M

Tap chart for more info



Visit website 48.2K actions

Actions 27.7K

6.15K

# Report

## calls

1 Quarter

## Total calls 6.26K

Tap chart for more info



Information you see here may only be for use by this organization. You agree to use Insights to track or collect personally identifiable information of any users. Values are approximate and only significant values may be

**These reports are all available in the app**



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Manage locations

Settings

Support

(Web Version Only)

Queries used to find your business • [Send feedback](#)

The most popular queries for your business by unique users

1 quarter ▾

	Query	Users
1	florida keys resorts	64,360
2	florida keys all inclusive	33,777
3	all inclusive florida keys	33,392
4	all inclusive resort florida keys	11,326
5	all inclusive resorts in florida keys	10,037
6	resorts in florida	8,604
7	all inclusive resorts florida keys	6,719

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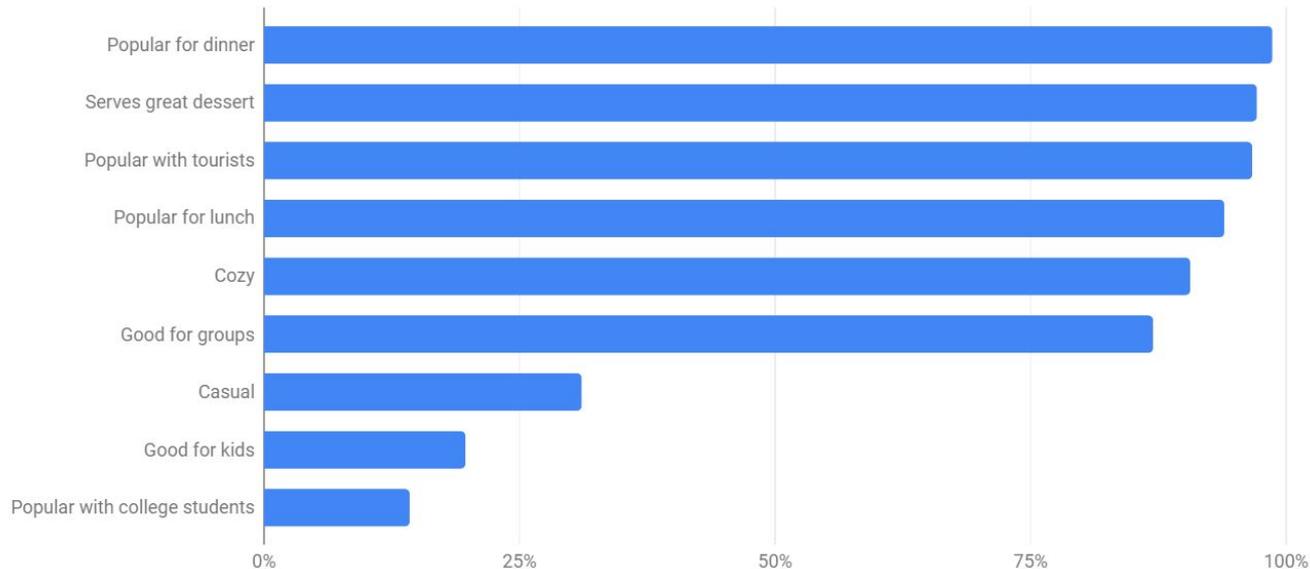
Settings

Support

(Web Version Only)

### What your business is known for

How you score on key attributes that help customers decide where to go



Top Performer Secrets



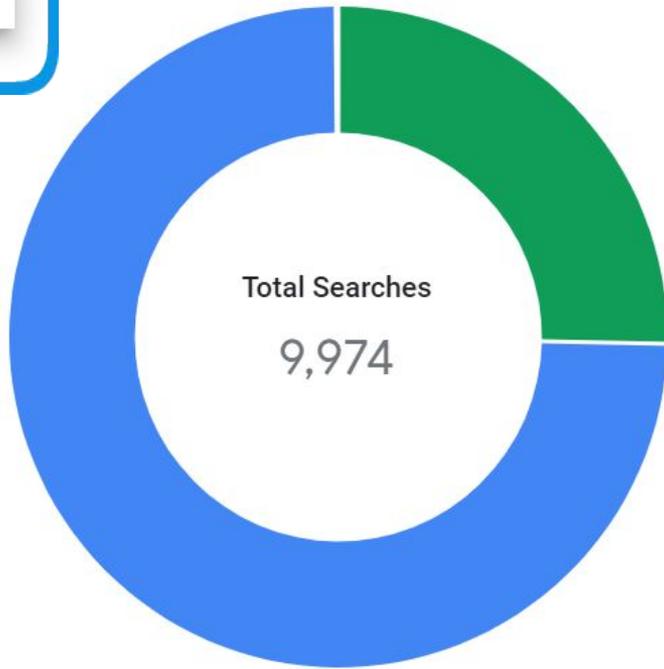
Download Historical Insights

1 week

1 month

1 quarter

Customers search for your business



Date range options for insights are limited to a rolling week, month or quarter. Which means, **you can't compare any data older than 90 days.**



Businesses with recent photos typically receive more c

# Build your own long-term reporting

	A	R	S	T
5	Discovery Searches	108240	66460	5
6	Total Views	351845	276898	28
7	Search Views	194396	135302	17
8	Maps Views	157449	141596	15
9	Total Actions	14560	13211	1
10	Website Actions	7217	5669	
11	Directions Actions	6669	6862	
12	Phone Call Actions	674	680	
13				
14	YoY %Changes			
15	Total Searches	490.80	762.98	60
16	Direct Searches	255.94	2157.01	225
17	Discovery Searches	779.50	488.30	33
18	Total Views	352.65	406.78	39
19	Search Views	494.72	593.54	49
20	Maps Views	249.55	303.06	33
21	Total Actions	256.08	938.60	83
22	Website Actions	238.51	1834.81	140
23	Directions Actions	303.94	617.78	58
24	Phone Call Actions	120.26	2856.52	354
25				
26	Photos			
27	Total Owner Photos	49	49	
28	Owner Photo Views	337482	281588	29
29	Total Customer Photos	2055	2819	
30	Customer Photo Views	162021	149739	16

iSITE Benchmark: **137/Day**

## Map Views/Month

Total searches for all tracked iSITE Visitor Centers By Month.

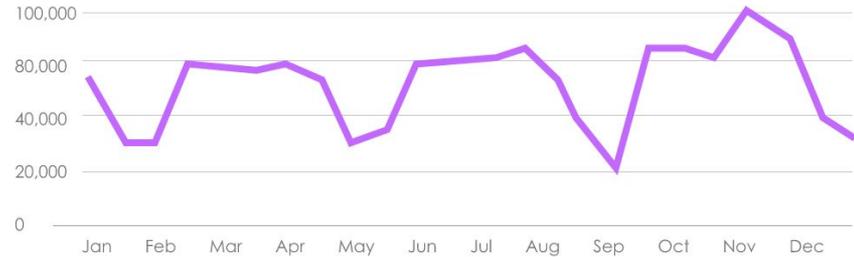
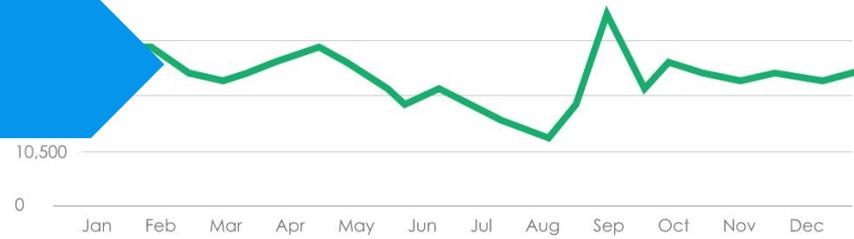
Monthly Average: **75,223**

Daily Average: **2507**

iSITE Benchmark: **250/Day**

## Ratings/Reviews

Average rating and total reviews for all tracked iSITE Visitor Centers



4.4 (3,812)

6,820/23,450

iSITE Benchmark: **682** photos - **2,345** Reviews per month

Manage locations

- Linked accounts
- Settings
- Support
- Back to GMB Classic

Manage locations

Create location group

Locations 4 locations 100% published

1 location selected

Name	Status	Reviews
<input type="checkbox"/> Admiralty House Park 68 Spanish Point Rd, Bermuda, Spanish Point, Bermuda	Published (1 update)	Rev
<input checked="" type="checkbox"/> Bermuda Tourism Authority 22 Church Street, Hamilton, Bermuda	Published	
<input type="checkbox"/> Bermuda Visitor Services Centre Dockyard Dockyard Terrace, Sandy's Parish, Bermuda	Published (1 update)	Rev
<input type="checkbox"/> Clearwater Beach Park Cooper's Island Road, Cooper's Island, Bermuda	Published (2 updates)	Rev

Rows per page: 10

Actions

- Download:
  - Insights
- Google updates:
  - Accept
  - Discard
- Transfer location
- Mark as:
  - Open
  - Permanently closed
- Remove location

Download Historical Insights (Web Only)

! Reports can only be created for verified listings.

## Local reports



Create reports that show how your listings are performing on Google.



### Discovery insights

See a report describing how customers find your listings and the actions they take



### Photos

See how often photos of your listings are viewed



### Phone calls

See how often customers call the business from your listings

Cancel

Next

## Local reports



### Discovery insights

Get started by selecting the timeframe you're interested in

Timeframe

Customized range

Start date

8/11/18

End date

8/17/18

The information in the report may only be accessed for use by this organization. You agree to not use Insights to track or collect personally identifiable information of any users. Values are approximate and only significant values may be shown.

Cancel

Download Report

Reviews Tab



Ratings, Reviews and Replies

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

★★★★★ 2 months ago

Very disappointing experience. High dollar with sub par food and very average service. Not worthy of a Michelin Star.

1

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

★★★★★ 2 months ago



Mark Rogers

Local Guide · 147 reviews · 116 photos

★★★★★ 2 months ago

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”.

**86%**

**Of consumers  
read reviews  
for local  
businesses**

BrightLocal: <https://www.brightlocal.com/research/local-consumer-review-survey/>

86%

Of consumers  
read reviews  
for local  
businesses

57%

Of consumers  
will only use a  
business if it  
has 4 or more  
stars

86%

Of consumers  
read reviews  
for local  
businesses

57%

Of consumers  
will only use a  
business if it  
has 4 or more  
stars

89%

Of consumers  
read  
businesses'  
responses to  
reviews



Rating ▾ Cuisine ▾ Price ▾ Hours ▾

### Irish Table

4.6 ★★★★★ (258) · \$\$\$ · Irish  
1235 S Hemlock St  
Closed · Opens 5:30PM Fri  
Homey restaurant with a pub vibe



### The Wayfarer Restaurant and Lounge

4.2 ★★★★★ (1,197) · \$\$ · Seafood  
1190 Pacific Dr  
Spacious, cannery-themed seafood spot

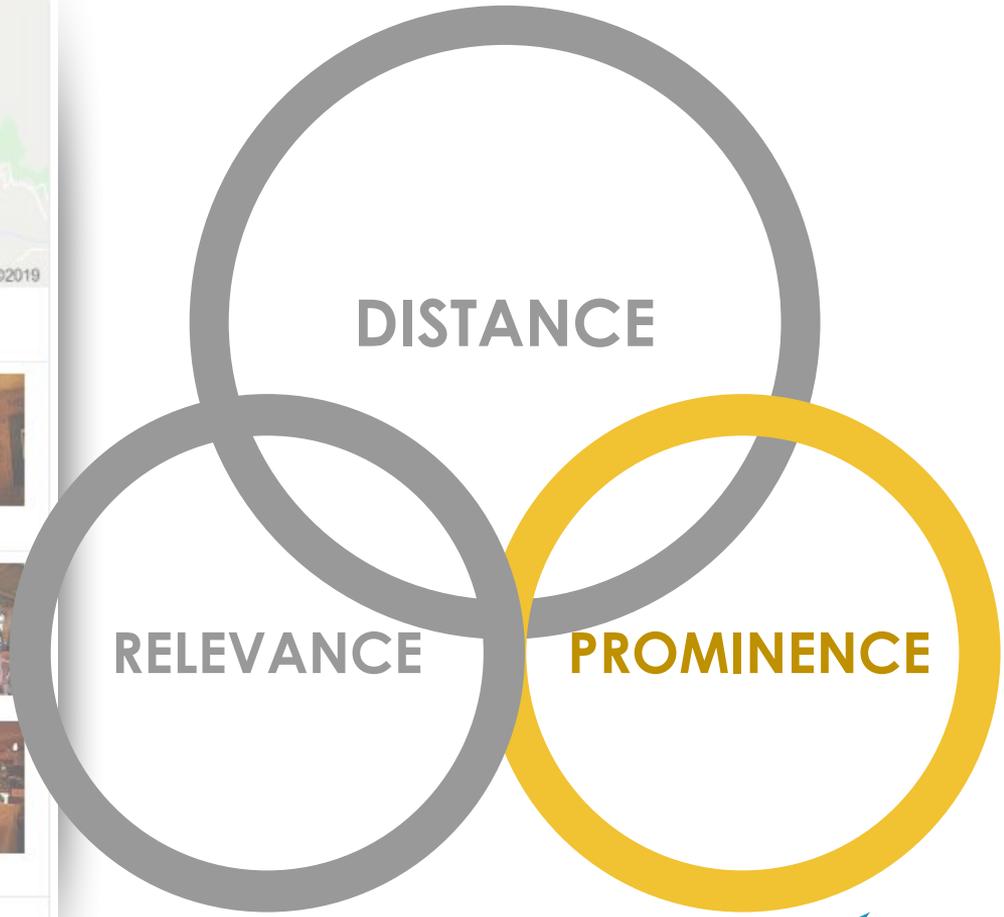


### Castaways Restaurant & Tiki Bar

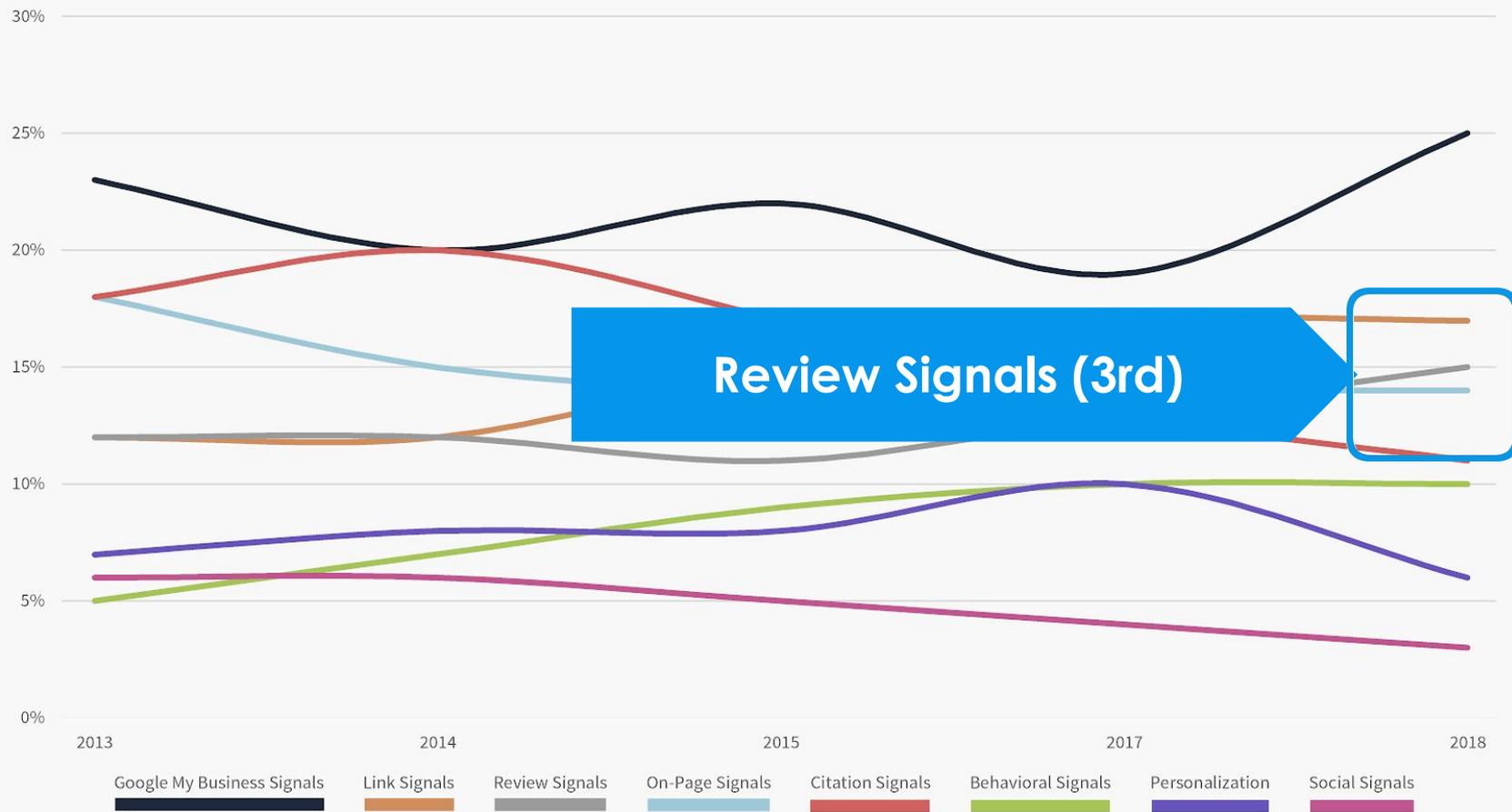
4.5 ★★★★★ (215) · \$\$ · Eclectic  
316 Fir St  
Closed · Opens 5PM  
Snug stop for Cajun-Creole fare & more

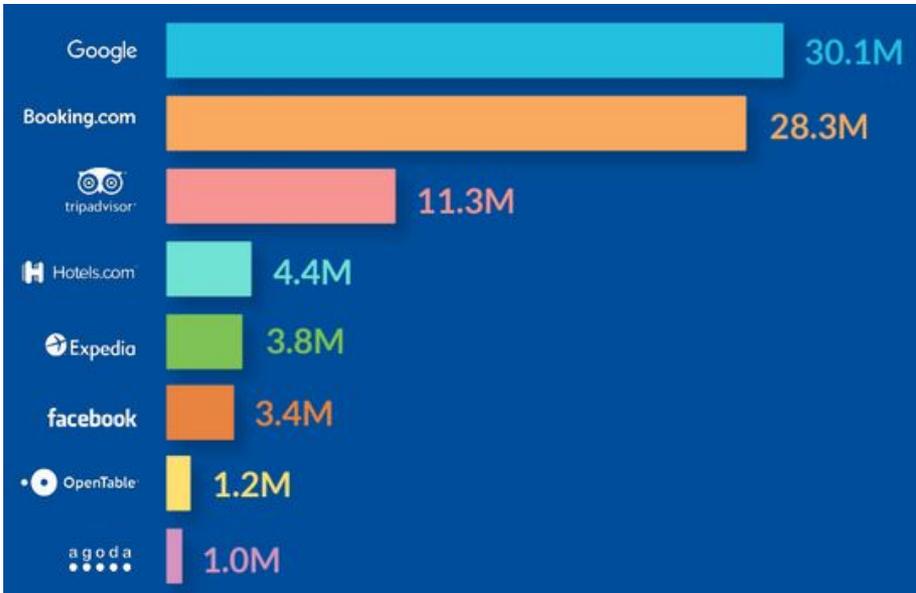


☰ More places



# Local Pack/Local Finder Ranking Factors





If your business is an accommodation, reviews are even more important. **Google is now the number one hotel review site**, with explosive growth in 2018.

Review Distribution by Site. Source: Revinate

<https://fredericgonzalo.com/en/2019/04/10/online-reviews-still-important-but-craze-is-slowing-down/>

## Top Performer Secrets



Calculating your rating “vector”

4.4

Great!

4.53 ↑

Good

4.42

Watch it!

4.13 ↓

## Rating “Vector”

Calculate the **average score for your last 15 reviews** and compare it to your overall average.

## Top Performer Secrets



# Responding To Reviews

ORGANIZATION

Miles Partnership

Manage locations

Settings

Support

10:25

Edit response

Melissa Salgado

January 25, 2019

★★★★★ Seaside Grill is a wonderful beach side restaurant at the Kahala Resort. Although seating can be limited, you can eat al fresco with gorgeous ocean views. The servers are all very nice and attentive and the food is delicious. You can also sit at the bar and chat with the knowledgeable and friendly bartenders. Valet parking will be validated for 4 hours. Go check it out!

Mahalo for the 5-star review, Melissa! We hope to see you again soon!

Important updates

Google may send you important updates about your account



Customer reviews

Alerts when customers post reviews of your business to your Business Profile



Questions and answers

Alerts about questions and answers posted to your Business Profile



Photos

Tips and updates about photos on your Business Profile



Business Profile health

Alerts and suggestions to help you keep your info accurate on your Business Profile



Know when reviews are posted

Occasional updates about new features and offers to improve your Business Profile



Posts

Updates and suggestions about posts on your Business Profile



Feedback

Occasional opportunities to send product feedback to Google



- Home
- Posts
- Info
- Insights

Reviews

Messaging

Photos

Bookings

Products (Beta)

Website

Users

Create an ad

Manage locations

Settings

- All
- Replied
- Haven't replied

**Cornelia Baumer**  
 ★★★★★ 7 hours ago  
 Eine super Location, um abends den Sonnenunter  
 freu... [More](#)

[Reply](#)

**Guillermo Montjoy CPA**  
 ★★★★★ 17 hours ago  
 Fish tacos were great. Yellowtail special not so sp

[Reply](#)

**Xiaoyi Peng**  
 ★★★★★ 23 hours ago  
 The user didn't write a review, and has left just a r

**(owner)**  
 24 mins ago

Your perfect score has brightened our day, thank y

[Edit](#) [Delete](#)

# Best practices for responding to reviews

1. Ignore minor complaints
2. Address issues constructively
3. Don't use responses to advertise
4. Don't offer users anything
5. Be professional and polite

Please note that your reply will be displayed publicly on Google and must comply with [Google's content policies](#).

[Learn more](#)

OK

- Home
- Posts
- Info
- Insights

**Reviews**

- Messaging
- Photos
- Bookings
- Products (Beta)
- Website
- Users

Create an ad

Manage locations

Settings

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[Reply](#)

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★★★★★ 23 hours ago  
*The user didn't write a review, and has left just a r*

(owner)  
24 mins ago

*Your perfect score has brightened our day, thank y*

[Edit](#) [Delete](#)

Keep responses to negative reviews short encourage them to contact you offline.

Home

Posts

Info

Insights

Reviews

Messaging

Photos

Bookings

Products (Beta)

Website

Users

Create an ad

Manage locations

Settings

Support

## show customers you care, and response at a time

Your customers now get notified when you reply to their review

All

Replied

Haven't replied



Renee Troutman

★★★★☆ 4 weeks ago

was very expensive for burnt conch fritters & crab cake..my sister & I got..dint get a refund or any comp  
for... [More](#)



(owner)

4 weeks ago

*Thank you for sharing your experience with us. We regret if you and your sister were not satisfied with your meal, and we encourage you to reach out to our general manager so we can make things right for you both. We look forward to hearing from you.*

Edit

Delete



Copy link

Flag as inappropriate



Jeremy Musgrave

★★★★★ 4 weeks ago

*The user didn't write a review, and has left just a rating.*



(owner)

4 weeks ago

*Jeremy, we greatly appreciate your rating and we can't wait to welcome you back to make many more five-star memories with us!*

Edit

Delete



# Flagging Reviews

- Spam and fake content
- Off-topic
- Restricted content
- Illegal content
- Sexually explicit content
- Offensive content
- Hate speech
- Harassment and bullying
- Impersonation
- Conflict of Interest



Content attributed to another individual, company or organization.



Reviewing your own business



Current or former employment experience



Competitors trying to manipulate your ratings



- Home
- Posts
- Info
- Insights
- Reviews**
- Messaging
- Photos
- Bookings
- Website
- Users

All Replied Haven't replied

## Report review

Due to high demand, expect delays in our processing of your flag/request. Please don't flag the same review twice. Only reviews that violate [Google's content policy](#) can be reported.

Reviews that are negative or that you disagree with, but adhere to the content policy, won't be removed.

Cancel

Continue

Reply

Andrew Newbery  
★★★★★ 22 weeks ago



## Talk to a specialist

You're currently signed in as **sliperypig@gmail.com**

If this isn't the account associated with your issue, please [switch accounts](#).

What is your name? \*

What is your relationship to the business?

Select one ▾

The information you provide helps us direct your question.

Country \*

United States ▾

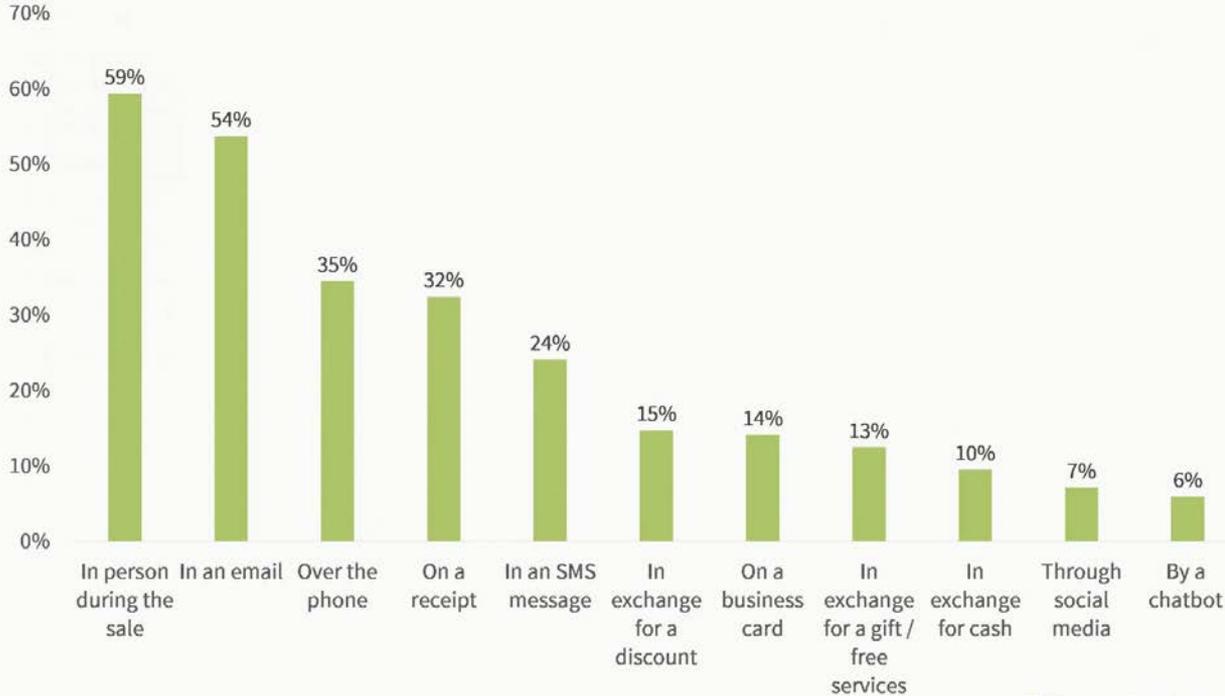
[Bit.ly/GMBGo](https://bit.ly/GMBGo)

## Top Performer Secrets



Encouraging Positive Reviews

In which ways have you been asked by a local business to leave a review?



Local Consumer Review Survey 2019



**Top ways to ask for a review**

1. In person during the sale
2. In an email
3. Over the phone
4. On a receipt
5. In an SMS message

ORGANIZATION  
Miles Partnership

Casa Bacardí

Carretera 165  
Cataño, 00949  
Puerto Rico

- Home
- Posts
- Info**
- Insights
- Reviews
- Messaging
- Photos
- Products (Beta)
- Website
- Users

Thursday 9:00 am–4:30 pm  
Friday 9:00 am–4:30 pm  
Saturday 9:00 am–4:30 pm

Add special hours

(787) 788-8400

**CasaBACARDI-PR**

https://www3.bacardi.com/casa-bacardi/?utm\_source=gmb&utm\_medium=listing

Menu  
Add or edit items

Products  
Add or edit products

Accessibility  
Wheelchair accessible entrance  
Wheelchair accessible parking lot

Casa BACARDÍ is the home of the most awarded rum... visit the world's largest



**Set up a “short name”** for your business. Short names are unique, and have to be based off :

- display name
- existing branding
- current custom URLs
- name of your linked website

[g.page/YourShortname](https://g.page/YourShortname)

3:55     84%

 [google.com/search?q=Angl](https://google.com/search?q=Angl)  



**Angler & Ale**  
4.2 ★★★★★ (297) · \$\$  
Seafood restaurant · Open

[OVERVIEW](#) [UPDATES](#) [REVIEWS](#) [PHOTOS](#)

[g.page/YourShortname/review](https://g.page/YourShortname/review)

3:55     84%

 [google.com/search?hl=en-l](https://google.com/search?hl=en-l)  

 **Angler & Ale** [Post](#)

 **C.A. Clark**  
Posting publicly. [Learn more](#)

Share details of your own experience at this place

[marketingkit.withgoogle.com](https://marketingkit.withgoogle.com)

Free stickers, posters,  
social posts, and more  
– from your Business  
Profile on Google

Enter business name



review us  
on Google

## Top Performer Secrets



Monitoring Questions & Answers

## Barber Vintage Motorsports Museum

6030 Barber Motorsports Pkwy, Leeds, AL



Ask a question



See photos

See outside

### Barber Vintage Motorsports Museum

Website

Directions

Save

4.9 ★★★★★ 1,869 Google reviews

Museum in Birmingham, Alabama

Contemporary, glass-enclosed setup for 1,200...  
with an adjacent road course.

Address: 6030 Barber...

#### Questions

Q: When is the fall motorcycle meet

Ask a question

A: Always the 2nd weekend of October. ... NOTE: If the 1st of October falls on a Sunday, - the 2nd weekend (Fri. thru Sun.) will be the 5th, 6th,...

(2 more answers)

See all questions (30)

#### Reviews from the web

Festival?



1



Answer



ycle meet



nd of October. ... NOTE: If the 1st of October falls on a Sunday, - the 2...  
(.) will be the 5th, 6th, and 7th.



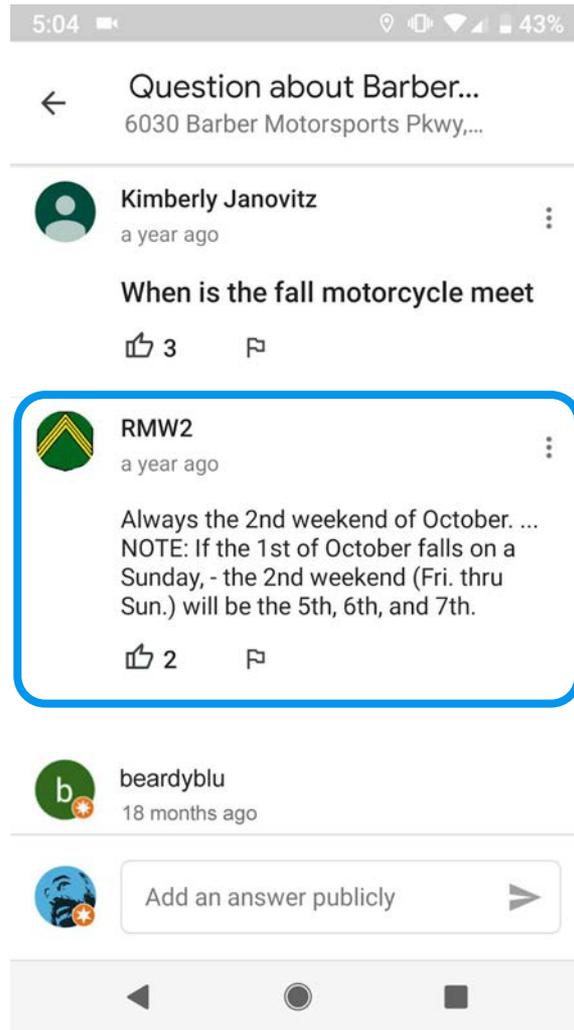
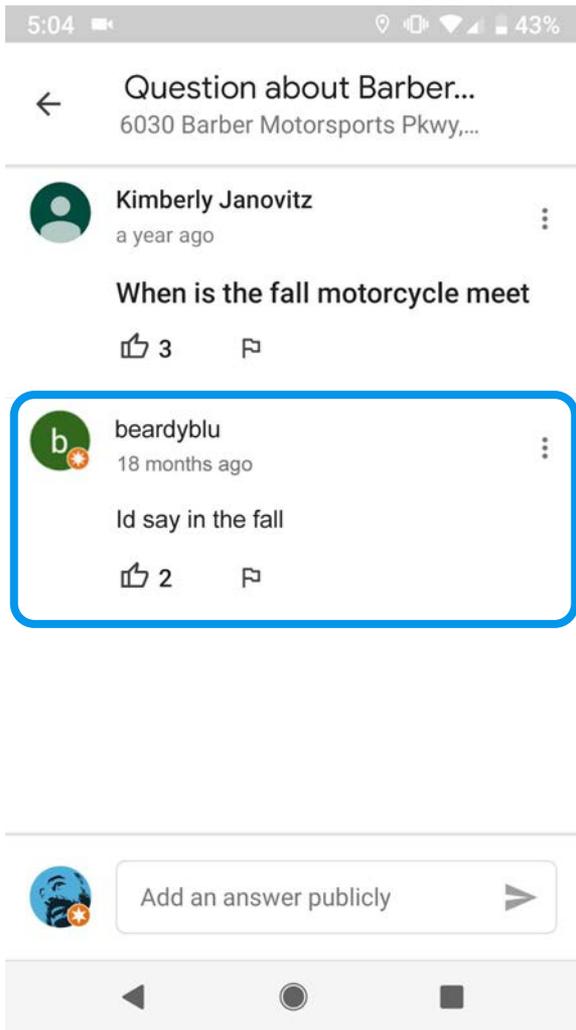
aws · 653 photos

issue and it never comes close to being filled, now matter what time you  
not be an issue at this time location.

Flat track racing or MX at the 2019 Barber Vintage

(Not even in GMB!)

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



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

How many inches is it

 4  Answer 



**Glenn Stoops**

**Local Guide** · 8 reviews · 4 photos

a year ago

151 feet tall. 305 feet high.

does the statue of liberty wink

 1  Answer 



**Old Man**

**Local Guide** · 153 reviews · 448 photos

6 months ago

Not to all.....:-))

Hello how are you?

 1  Answer 



**Hemanth Ravi**

**Local Guide** · 65 reviews · 146 photos

6 months ago

I am Fine 😊

 3 

[1 more answer](#)

What is the quality

 1  Answer 



**maj sdq**

**Local Guide** · 51 reviews · 196 photos

7 months ago

Top

What possible penalty does she face?

Questions & Answers is also generally full of some **pretty crazy stuff** - so it's worth checking your listing.

How many inches is it

 4  Answer 



**Glenn Stoops**

**Local Guide** · 8 reviews · 4 photos

a year ago

151 feet tall. 305 feet high.

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I am Fine 😊

 3 

[1 more answer](#)

What is the quality

 1  Answer 



**maj sdq**

**Local Guide** · 51 reviews · 196 photos

7 months ago

Top

What's the history of the statue of liberty and did you know it's

 1  Answer 



**Valéria Dacanal Garcia**

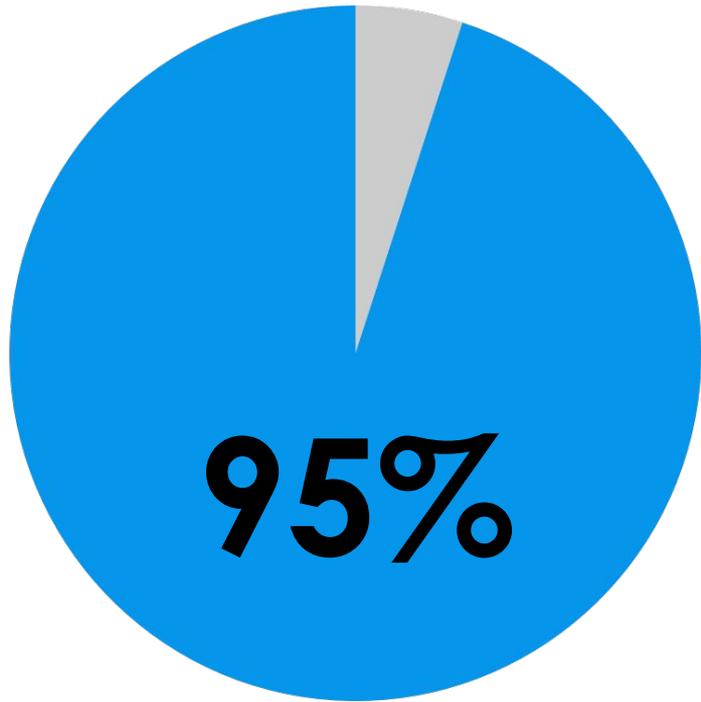
**Local Guide** · 190 reviews · 577 photos

8 months ago

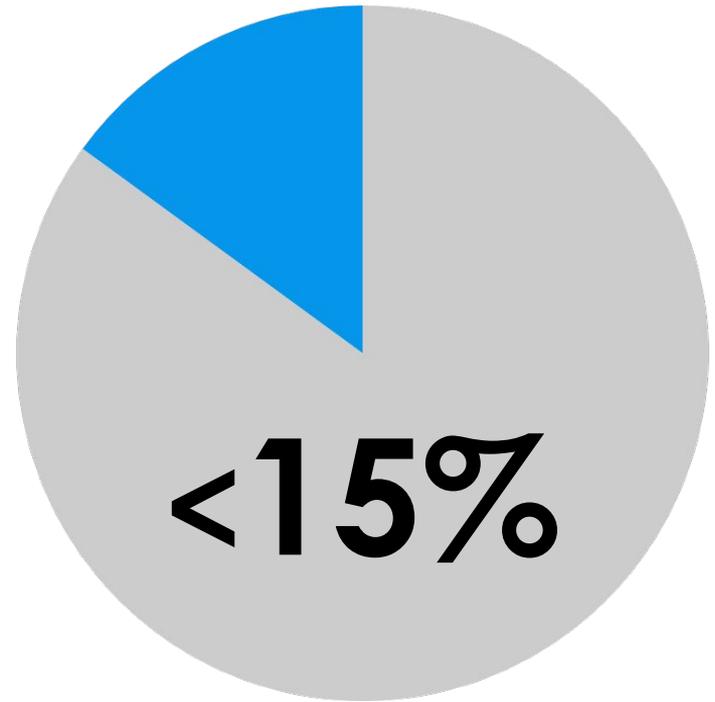
Hi! Access the website. There are many informations there 😊

 2 

What possible penalty does she face?



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



Have **answers** from the **business owner**



Manage locations

Settings

Support

### Customer reviews

Alerts when customers post reviews of your business to your Business Profile

Alerts about questions and answers posted to your Business Profile

### Photos

Tips and updates about photos on your Business Profile

### Business Profile health

Alerts and suggestions to help you keep your info accurate on your Business Profile

### Insights

Personalized insights and tips about your Business Profile

### Product updates

Occasional updates about new features and offers to improve your Business Profile

### Posts

Updates and suggestions about posts on your Business Profile

### Feedback

Occasional opportunities to send product feedback to Google

### Mobile Notifications

#### Google My Business mobile app

Use the [Google My Business mobile app](#) to access your notifications settings for your mobile

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

Reply Reply All Forward

Sun 4/22/2018 3:54 PM



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

Rick McMahan added a new question to your listing

To CA.Clark@milespartnership.com

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



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.



2



Rajesh Bahadur

Local Guide · 11 reviews · 40 photos

4 days ago

Most of yes.



Helpful?



vicky scharlau

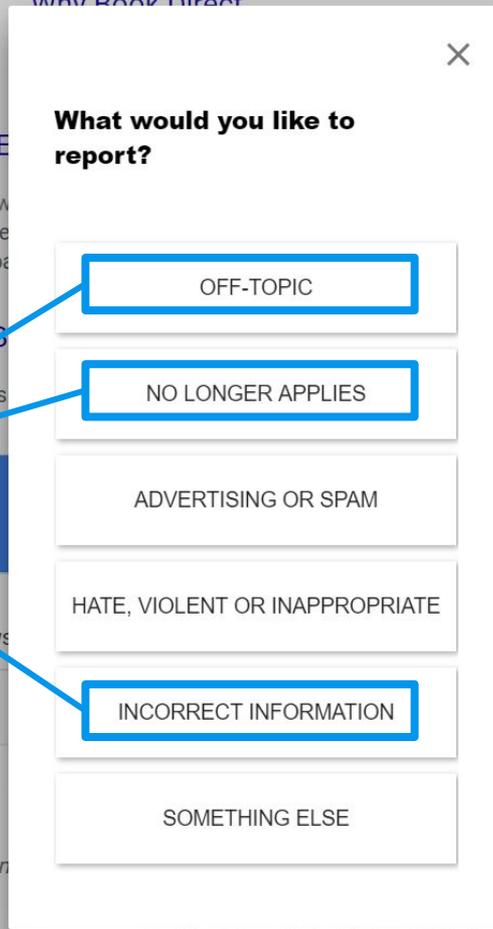
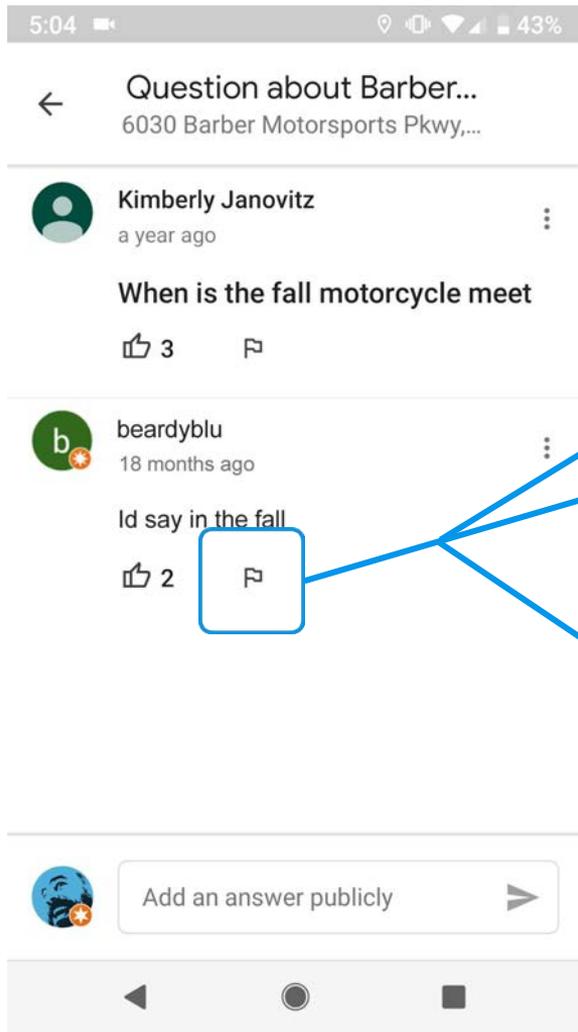
Local Guide · 4 reviews · 131 photos

4 days ago

Nope.



Helpful?

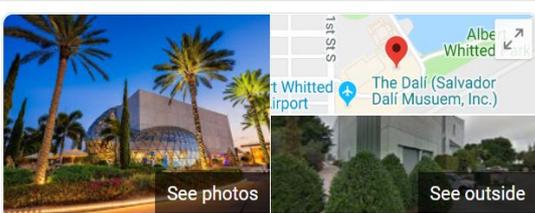


After you've provided your own answers, **report the bad answers** in your profile.

Posts Tab



Posting Content



## The Dalí (Salvador Dalí Musuem, Inc.)

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

4.7 ★★★★★ 7,344 Google reviews

\$\$ · Museum in St. Petersburg, Florida

The Salvador Dalí Museum is an art museum in St. Petersburg, Florida, United States, dedicated to the works of Salvador Dalí. It houses the largest collection of Dalí's works outside Europe. It is located on the downtown St. Petersburg waterfront by 5th Avenue Southeast, Bay Shore Drive, and Dan Wheldon Way. [Wikipedia](#)

 The Dalí (Salvador Dalí Musuem, Inc.) on Google



"If someday I may die, though it is unlikely, I hope the people in the cafes will say, 'Dalí has died, but not entirely.' -SD ...

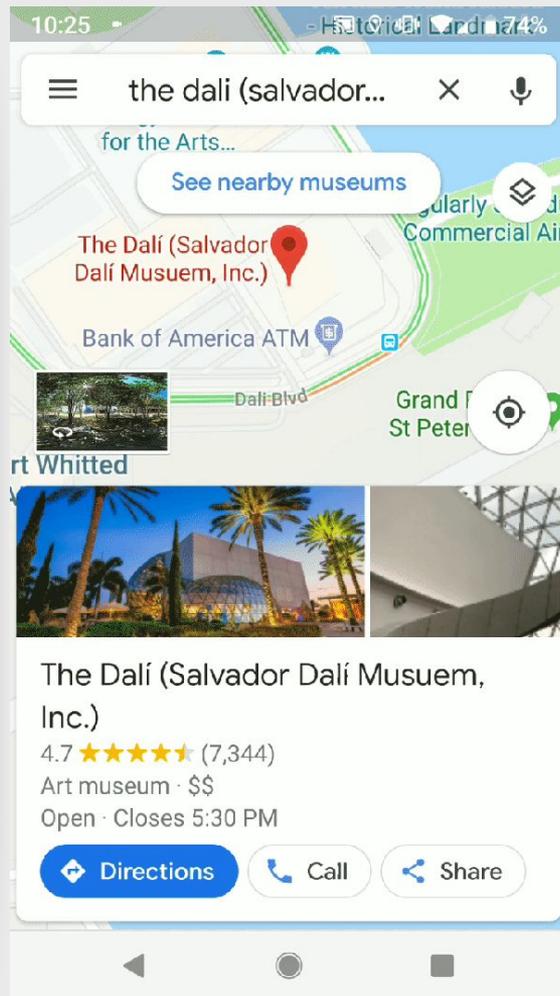
3 hours ago



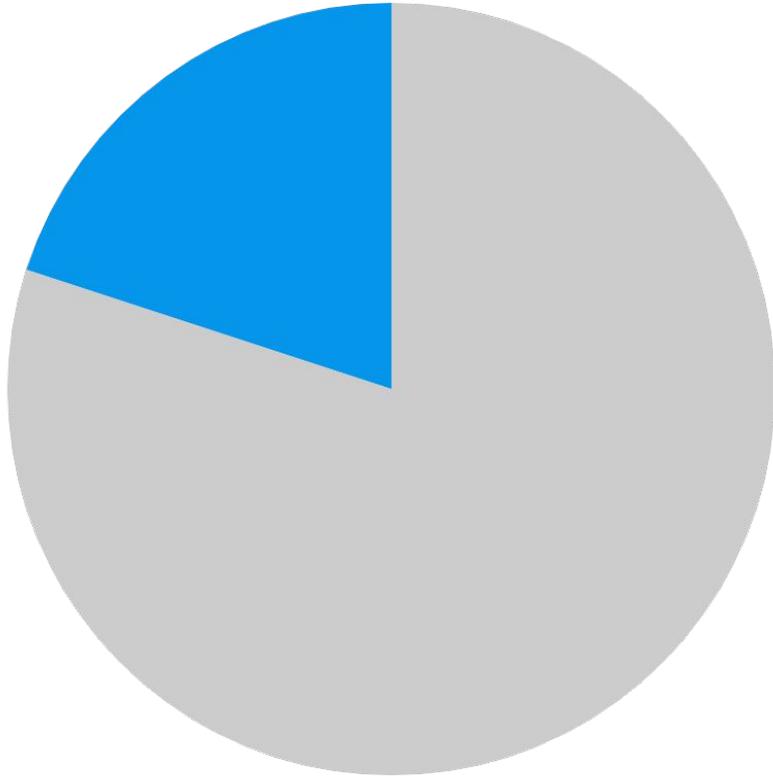
Art meets artificial intelligence at #TheDali. Learn more here <https://thedali.org/exhibit/dalives/>

7 days ago

Profiles

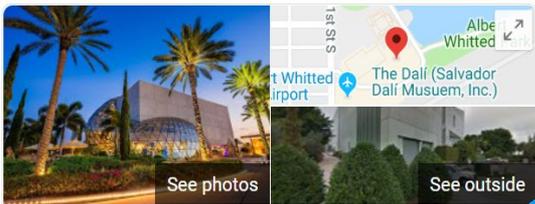


**Posts** appear with your business profile and provide a **huge amount of organic** (that means free!) **visibility** for your business.



<18%

Of audited listings are **actively** using posts, and **less than 40%** have used a post ever.



## The Dalí (Salvador Dalí Museum, Inc.)

Website Directions Save

4.7 ★★★★★ 7,344 Google reviews

\$\$ · Museum in St. Petersburg, Florida

The Salvador Dalí Museum is an art museum in St. Petersburg, Florida, United States, dedicated to the work of Salvador Dalí. It houses the largest collection of Dalí's work in the Americas and the largest in Europe. It is located on the downtown St. Petersburg waterfront by 5th Avenue Southeast, Bay Shore Drive, and DuSable Boulevard. [Wikipedia](#)

 (Salvador Dalí Museum, Inc.)



"If someday I may die, though it is unlikely, I hope the people in the cafes will say, 'Dalí has died, but not entirely.'" -SD ...

3 hours ago



Art meets artificial intelligence at #TheDali. Learn more here <https://thedali.org/exhibit/dalives/>

7 days ago

Profiles



## Posts are:

- **Free:** no cost per click
- **Trackable:** with views and clicks or with your own analytics codes
- **Visual:** include images or videos
- **Engaging:** include direct links to your website or buttons



### Plumeria Beach House

5000 Kahala Avenue  
Honolulu, HI 96816



Home



Posts



Info



Insights



Reviews



Messaging



Photos



Bookings



Website



Users



Create an ad

 Add Update

 Add Event

 Add Offer

 Add Product

All

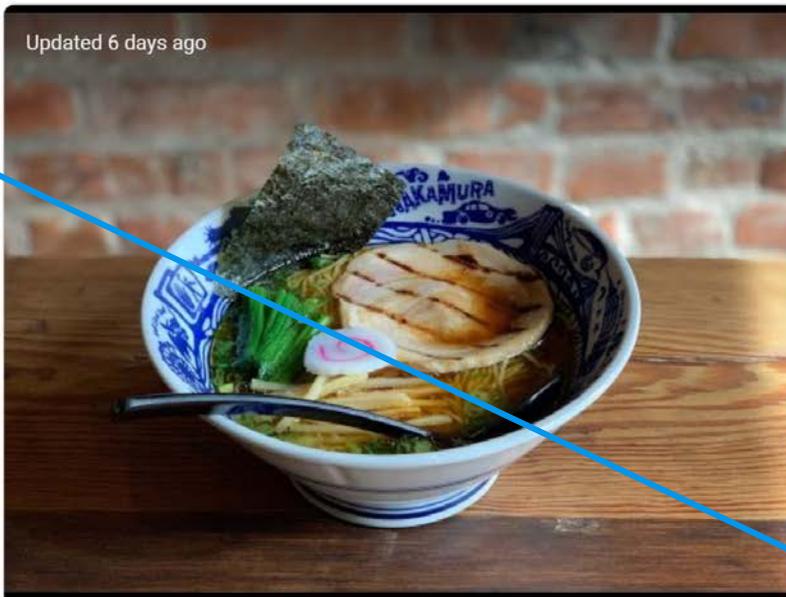
What's new

Events

Offers

Products

Updated 6 days ago



#### Ramen at the Beach

Apr 5 - 12

April 5-6, 5:30 - 10 p.m.  
Seafood Dinner Buffet Ramen Station

#### Your posts

Last 28 days ▾

Views  
**10721**  
+17%

Clicks  
**23**  
+4%

[Learn more](#)



### Plumeria Beach House

5000 Kahala Avenue  
Honolulu, HI 96816

Home

**Posts**

Info

Insights

Reviews

Messaging

Photos

Bookings

Website

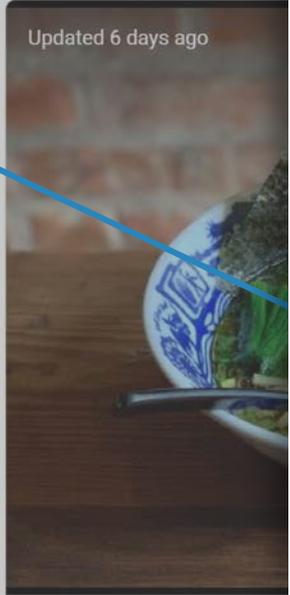
Users

Create an ad

Add Update

All

What's new



Updated 6 days ago

#### Ramen at the Beach

Apr 5 - 12

April 5-6, 5:30 - 10 p.m.  
Seafood Dinner Buffet Rame

Create post

PREVIEW

PUBLISH

What's New Event Offer Product

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](http://yourrestaurant.com?utm_source=pastg&utm_medium=email)  
example.com

Book

Order online

Buy

Learn more

Sign up

Call now





Updated Dec 26, 2018

### Famous Sunday Brunch at Hoku's

Dec 30, 2018

Sunday Brunch at its best in the Honolulu and Waikiki area featuring Maine Lobster, Poke Bar, rolled sushi, King Crab legs, hand carved Rack of Lamb, and an assortment of the finest desserts. In addition enjoy made-to-order French toast, Avocado toast, famous Hoku's Ahi Poke Musubi, fried soft shell crab, eggs any style and omelets. Last seating at 2:00 pm.

Book

3.95K views 26 clicks

Share post

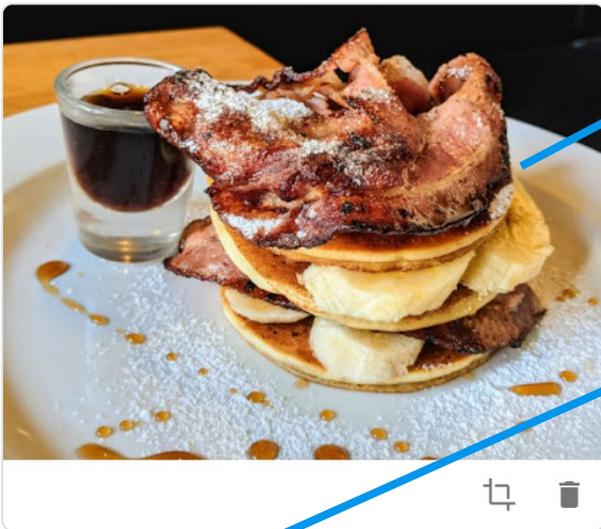
Median views per week is about **3,000**. Average interaction rate is about **.4%**.

## Top Performer Secrets



# Using Posts Effectively

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!

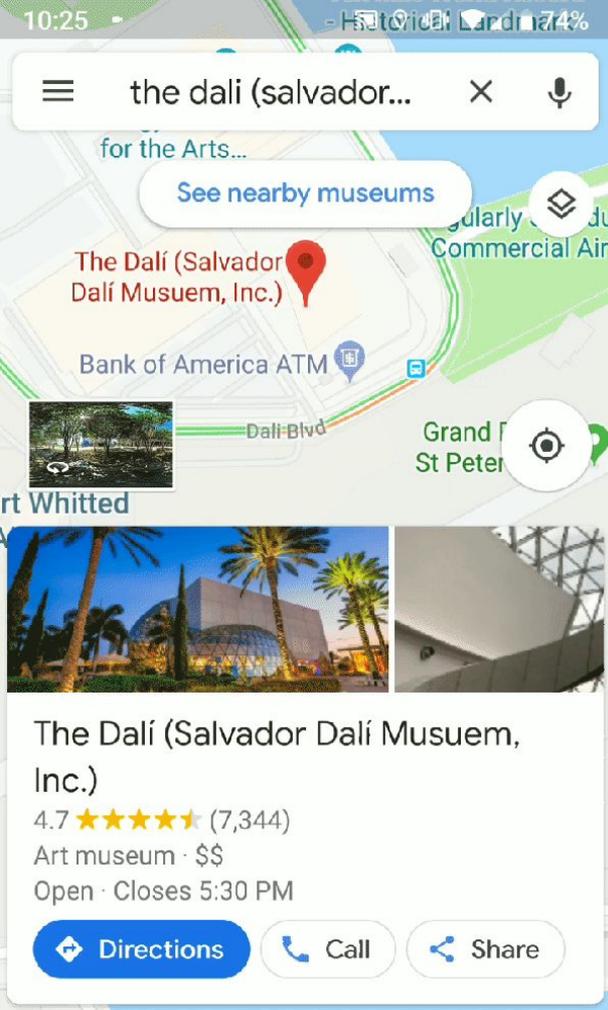
100 - 300 words

Order online

Link for your button

[http://yourrestaurant.com?utm\\_source=pastg&utm\\_medium=email](http://yourrestaurant.com?utm_source=pastg&utm_medium=email)

- 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.



## Best Practices for using GMB Posts:

- Keep **two posts live at a time** to maximize view rate for your content. More than two will reduce viewability of your oldest post.
- Posts are live for a max of 7 days - **repost each week.**
- Post **early in the week** if you're promoting something the following weekend.



Make your post stand out with a photo or video

Event title

(Example: Sale this week)

Add Event Time

Start Date

Aug 6, 2019

End Date

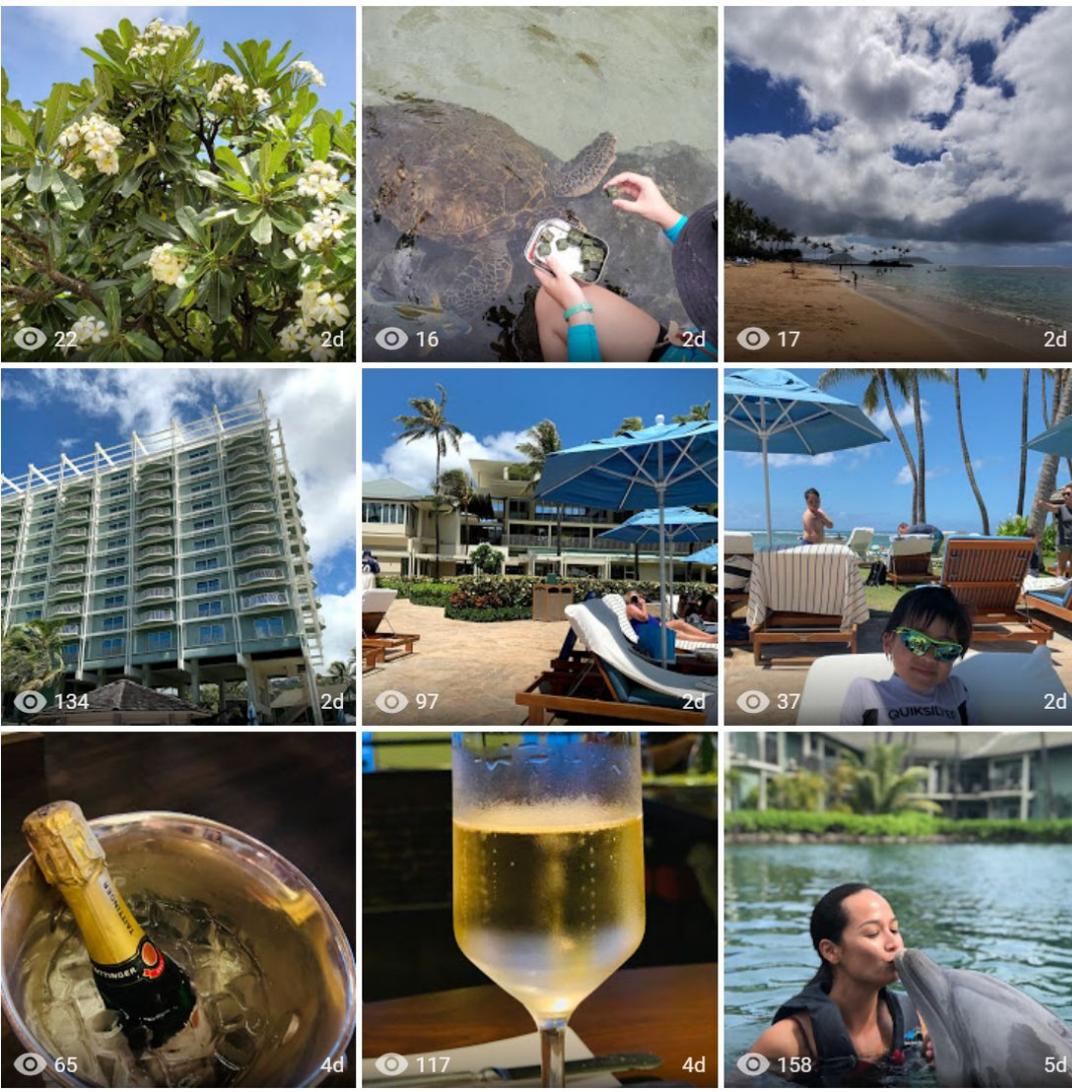
**Event-type** posts have the **best overall performance\*** for our directly-managed profiles. Events have the greatest number of available options and are presumably viewed as more timely.

*\*ymmv*

Photos Tab



# Managing Your Visual Representation



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

ORGANIZATION  
Miles Partnership

### Ravish Honolulu

1775 Ala Moana Blvd  
At THE MODERN HONOLULU  
Honolulu, HI 96815

- Home
- Posts
- Info
- Insights
- Reviews
- Messaging
- Photos**
- Bookings
- Products (Beta)
- Website
- Users

Overview By owner **By customer** 360 Video Interior Exterior Food and drink Menu T > ≡



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

## Top Performer Secrets



Upload photos frequently

ORGANIZATION  
Miles Partnership

Ravish Honolulu  
1775 Ala Moana Blvd  
At THE MODERN HONOLULU  
Honolulu, HI 96815

- Home
- Posts
- Info
- Insights
- Reviews
- Messaging
- Photos**
- Bookings
- Products (Beta)
- Website
- Users

Overview **By owner** By customer 360 Video Interior Exterior Food and drink Menu T >



Add 4-5 photos per month for a  
**10-30%**  
Lift in exposures for your business

Top Performer Secrets



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.



# 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**.



# 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. REPRESENTATIVE

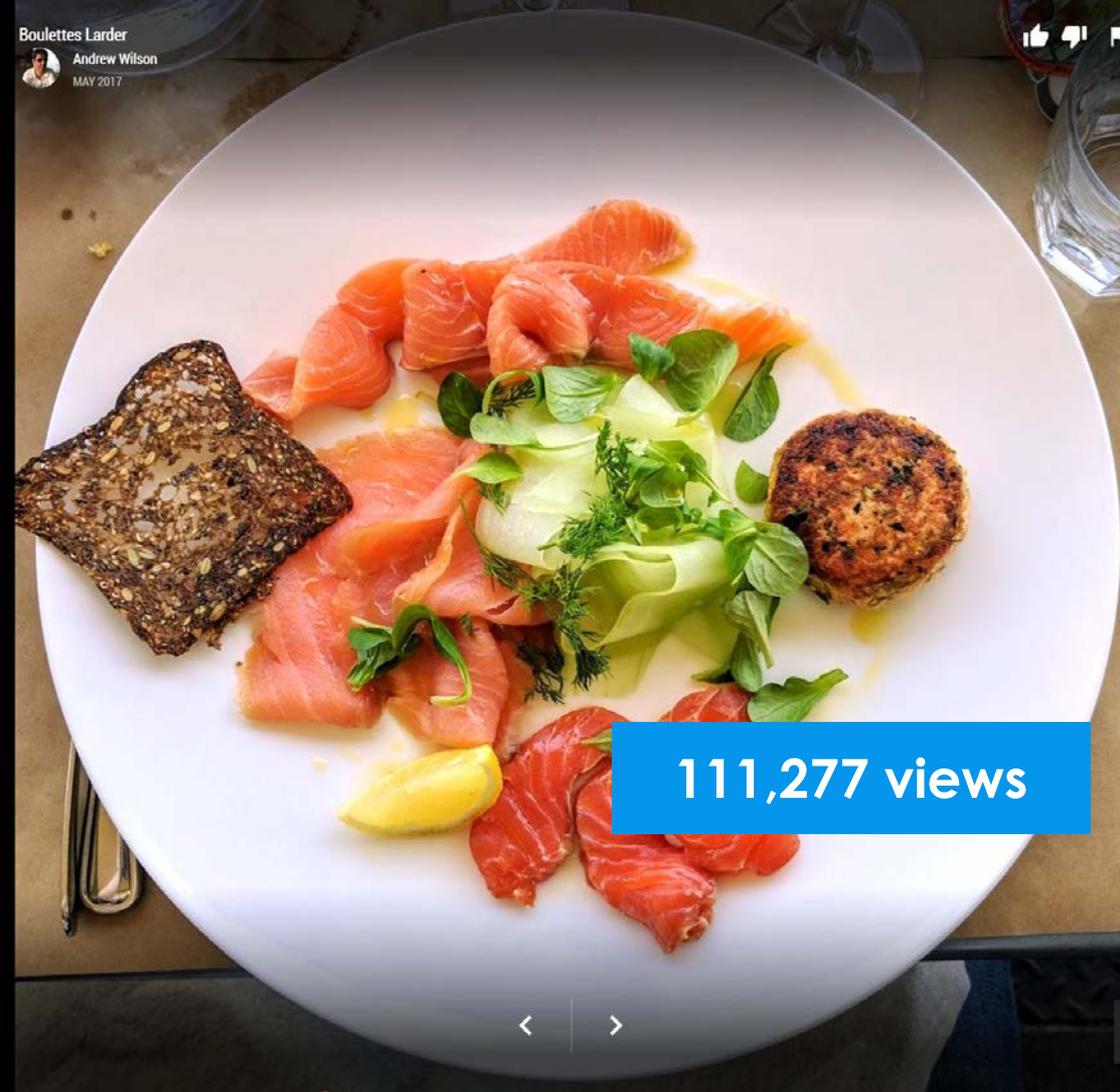
Represents what the place would **typically look like**. **Avoid** featuring **specific events, seasons** or **conditions**.



**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.



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.





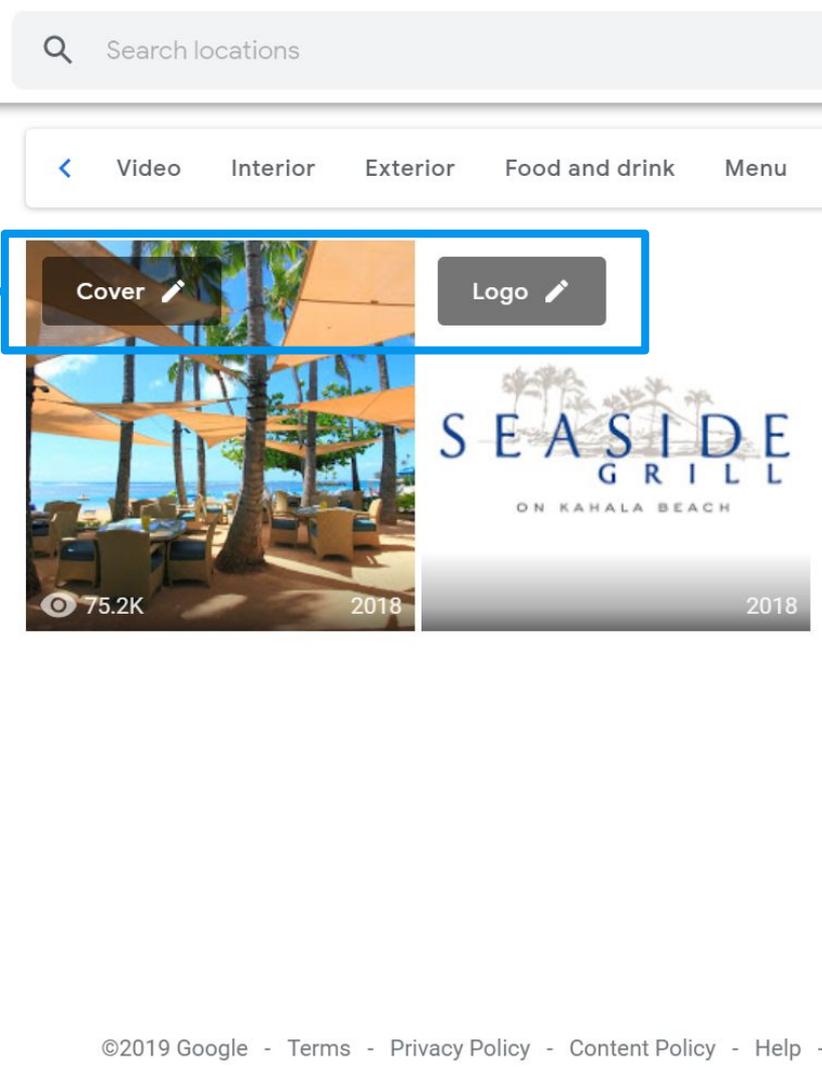
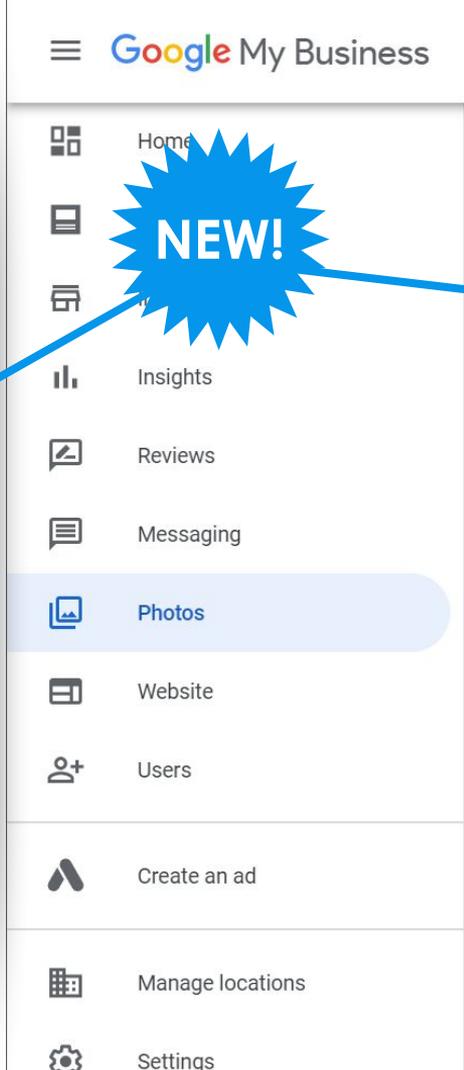
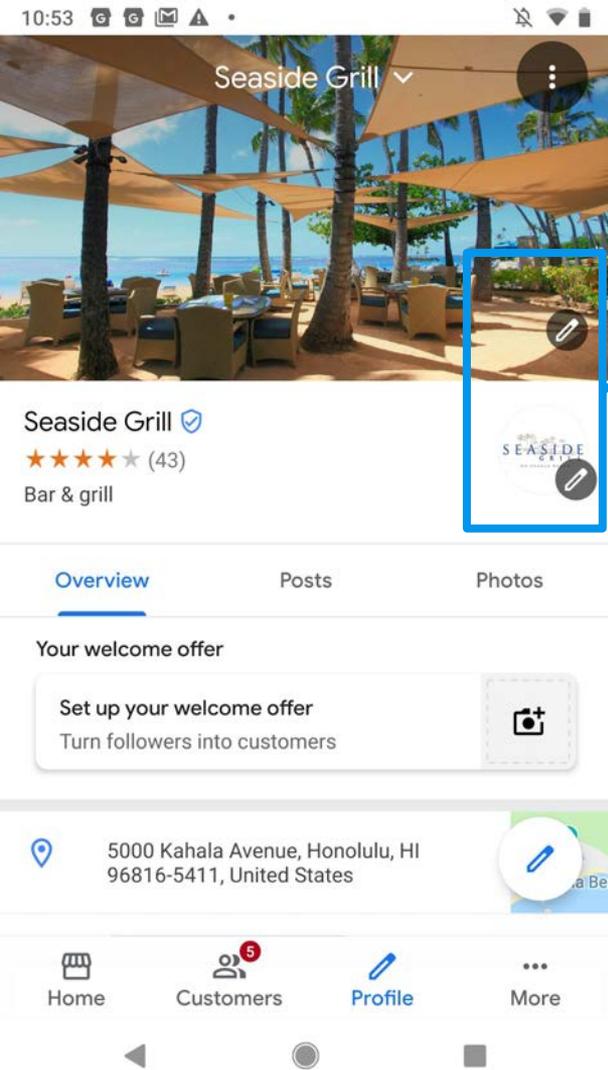
## Photo Best Practices

- 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.

## Top Performer Secrets



Set Cover Photo & Logo



Thank you!

Yes,  
A panda made  
this.

