Cracking the Code: Understanding Google’s “My Business”
C.A. Clark
Vice President of Digital Marketing
Miles Partnership
Learn how to maximize your exposure in Google’s products because it benefits you, the consumer and your market.
Google My Business

The Knowledge Panel
40%

Don’t result in an external click
How customers search for your business

1 quarter

- **Total Searches**: 30,741

  - **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.

  vs. **about 15,000 pageviews on the site itself during that timeframe.**

Businesses with recent photos typically receive more clicks to their websites. Post photos
Where customers view your business on Google
The Google services that customers use to find your business

1 quarter

Total views 87.5K
The Knowledge Panel
Hamilton Princess & Beach Club, Bermuda
https://www.thehamiltonprincess.com/

Historic splendor. Modern luxury. For over a century, the iconic "Pink Palace" has embraced Bermuda's elite travelers. Today it's your turn.

Resort Pools - The Hamilton ... Accommodation - Marina - Offers

Hamilton Princess & Beach Club, a Fairmont Managed Hotel ...
https://www.tripadvisor.com/ ... Pembroke Parish > Hamilton > Hamilton Hotels

Rating: 4.5 - 706 reviews - Price range: $329 - $740 (Based on Average Rates for a Standard Room)

See 706 traveler reviews, 693 candid photos, and great deals for Hamilton Princess & Beach Club, a Fairmont Managed Hotel, ranked #3 of 3 hotels in Bermuda...

Bermuda Luxury Hotel & Resort - Fairmont Hamilton Princess
www.fairmont.com/hamilton-bermuda/

Overlooking the stunning blue waters of the Hamilton Harbour sits the Grand Dame of luxury, Bermuda resorts, Hamilton Princess & Beach Club. With Panoramic...

Hamilton Princess & Beach Club A Fairmont Managed Hotel ... - Booking.com
https://www.booking.com > Bermuda > Hamilton Hotels

Rating: 4.5/5 - 124 reviews - Price range: Prices for upcoming dates start at $305 per night (We Price Match)

Hamilton Princess & Beach Club A Fairmont Managed Hotel (Bermuda) Rooms ... 76 Pitts Bay Road, Hamilton City, HM08 Hamilton, Bermuda - Excellent...

Hamilton Princess & Beach Club - a Fairmont Managed Hotel: 2017 ...
https://www.expedia.com > ... Pembroke Hotels > Photos > Rooms > Amenities

Rating: 4.4 - 738 reviews - Price range: $359

Results 1 - 10 of 738 - Book the Hamilton Princess & Beach Club - a Fairmont Managed Hotel... just steps from Bermuda's finest restaurants, shops and attractions.

Hamilton Princess & Beach Club, a Fairmont Managed Hotel | Oyster ...
https://www.oyster.com/bermuda/.../hamilton-princess-and-beach-club-a-fairmont-ma...

Rating: 4 - Review by Oyster.com Investigations - Price range: $356 (Based on average rates)

See 188 candid photos, 2018

Expedia.com
Check availability

Price: $305

Hotels.com
Price: $305

Travelocity.com
Price: $305

Fairmont.com
Official site

View more rates

Hotel details

Address: 76 Pitts Bay Rd, HM08, Bermuda

Phone: +1 441-295-8300

Check in: Fri, Nov 17

Check out: Sat, Nov 18

Website
Directions
De Young ★
4.5 ★★★★★ 1,037 Google reviews
Museum in San Francisco, California

Address: 2499 Golden Gate Ave, San Francisco, CA 94115
Hours: Open today - 9:30AM-5:15PM
Phone: (415) 750-3600
Founded: March 24, 1865
Parent organization: Fine Arts Museums of San Francisco

Suggest an edit

De Young Museum on Google

Sábado que nuestra
#TeotihuacanNow Historia
digital está disponible en
español? Lee más ...
more
5 hours ago Share 2 days ago Share

Artworks

Teotihuacan: City of Water,
City of Fire
De Young
Google Arts & Culture

Times

Description

Info

Reviews

Social Icons

Popular times

Now: Usually a little busy

Plan your visit: People typically spend up to 1 hour here

Reviews

Write a review Add a photo

Great collection of American Art, fantastic location and fun place to visit.
- Google

Not to mention Friday night free music and museum parties
- Google

Stroll the outdoor grounds and breathe in the bay area.
- Google

Send to your phone

Profiles

Facebook Twitter Instagram

People also search for

Legion of Honor
Arts and Traditions of
San Francisco Museum
Golden Gate Park
San Francisco Zoo
Explore...
Atlanta is the capital of the U.S. state of Georgia. It played an important part in both the Civil War and the 1960s Civil Rights Movement. Atlanta History Center chronicles the city’s past, and the Martin Luther King Jr. National Historic Site is dedicated to the African-American leader’s life and times. Downtown is a bustling center with huge malls and Madison Square Park, a oasis in the city.
Google My Business Management Tool
Davenport House
www.davenporthousemuseum.org/ 

Event: Best is Yet to Come: Celebrating the Future with the Davenport House Museum. Location: Brockington Hall, 213 E. Hall Street, Savannah, GA. Date: Sunday, February 25, 2018. Time: 3 to 6 p.m.. Tickets: $95 each with sponsorship and patron options. Featuring performances by Savannah’s own baritone Roger Moss.

To Tour Admissions Garden Rental FAQs

To Tour Davenport House
www.davenporthousemuseum.org/tour/ 
Davenport House Museum 324 E. State Street Savannah, GA 31401 912/236-8097 912/233-7938 FAX info@davenporthousemuseum.org. Museum location: The Museum is at the corner of East State and Habersham Streets in Savannah, GA. It is located on Columbia Square in Savannah’s Historic Landmark District.

Admission Davenport House www.davenporthousemuseum.org To Tour

Isaiah Davenport House - Wikipedia
The Isaiah Davenport house is a historic house in Savannah, Georgia, United States, built in 1820. It has been operated as a historic house museum by the Historic Savannah Foundation since 1963. The house is located at 324 East State Street, on the northwest corner of Columbia Square.

Davenport House Museum (Savannah) - All You Need to Know Before You Go... https://www.tripadvisor.com/.../Savannah_Things_to_Do_in_Savannah
★★★★★ Rating: 4.5 · 587 reviews
Book your tickets online for Davenport House Museum: Savannah. See 587 reviews, articles, and 162 photos of Davenport House Museum, ranked No.21 on TripAdvisor among ... 324 E State St, Savannah, GA 31401-3411 · Federal-style home of master builder Isaiah Davenport restored to its early 19th century beauty.
Verified

The Branson Ferris Wheel Is A Top Branson Missouri Attraction
https://www.bransontracks.com/rides/ferris-wheel/
Looking for the best view in Branson? Take a spin on a different kind on the Branson Ferris Wheel at the Track in Branson, Missouri. Plan your visit now.

The Branson Ferris Wheel - Branson, MO
https://www.branson.com/attractions/the-branson-ferris-wheel/
From your seat 150 feet in the air, witness the beauty of the Ozarks on "The Branson Ferris Wheel," what was once Chicago's iconic Navy Pier Ferris Wheel.

Navy Pier Ferris Wheel Moving to Branson 2016 | ExploreBranson.com
The iconic Navy Pier Ferris wheel is making its new home in Branson in 2016. The Track Family Fun Parks will add a new, yet familiar, attraction to Branson's Highway 76 in 2016—the iconic, 15-story-high Ferris wheel which stood on Chicago's Navy Pier for the past two decades.
Review Updates
Where customers view your business on Google
The Google services that customers use to find your business

1 quarter
Total views 2.72M

Customer actions
The most common actions that customers take on your listing

1 month
Total actions 13.1K

Listing Views
Email Notifications

- Important updates
- Customer reviews
- Questions and answers
- Photos
- Listing health
- Insights
- Product updates
- Posts
- Feedback
- Mobile Notifications

Use the Google My Business mobile app to access your notifications settings for your mobile device.
Adding Users
Controlling Support
Reviews
高木博人  4 days ago

🌟🌟🌟🌟 Star rating. The user didn’t write a review, and has left just a rating.

Ashley Biehl  2 weeks ago

🌟🌟🌟🌟🌟 Great service, great cocktails, delicious food. Have the pork belly bao if you want your life to be complete. Mom had...  

... More

Kevork Petekian  3 weeks ago

🌟🌟🌟🌟🌟 The user didn’t write a review, and has left just a rating.

Lisa Brustlin  3 weeks ago

🌟🌟🌟🌟🌟 Bar is fantastic, mixed drinks are awesome. Table service could be improved, and the calamari was over cooked. Left...  

... More

Katie Ledakis  4 weeks ago

🌟🌟🌟🌟🌟 Loved the grilled calamari and sweet Brussels sprouts. We ordered the catch fish of the day and Kampachi, both were i...  

... More
Andy Cagle
13 weeks ago

⭐⭐⭐⭐⭐ Wife and daughter loved it... great views of 76... worth the price... staff was great... only down side was getting off and on the ride... as it does not stop for boarding or exiting... for sure a safety issue... I'll recommend for small children or elderly.

(owner)
Just now

View reply

Disclaimer: Any reply will be displayed publicly on Google and must comply with Google's local content policies. Learn more

POST REPLY  CANCEL
Responding to Positive Reviews:

- Say thanks
- Mention your business name
- Mention your location/city
- Mention a product or service that’s not mentioned in the review, or that’s new

The meal and service we’re the best I’ve had in years. Try the steak and brussel sprouts and you will see what I mean. After dinner have a 1930 recipe for an Amaretto Sour that was off the chart good, not sweet but just perfect. Remarkable dinner near one of a kind.

Thanks so much for your review, so glad you had a good experience at The Chop Shop. We pride ourselves on delivering quality service to our customers in Kalamazoo. If you liked our steak, you should try our double cut smoked pork chop on your next visit! Hope to see you again soon!
Responding to Negative Reviews:

- Say you’re **sorry** they had a bad experience
- **Don’t mention your business name or location**
- Suggest they contact you **offline**
- Keep it short

This was a huge disappointment. My wife and I paid $24 for what was supposed to be the ten o'clock showing. The lights never came on and you only get one rotation. Definitely never again.

So sorry you had a bad experience, we typically begin our light show promptly at 10. During your visit we experienced some technical difficulties with the ride. My name is Robert, I am the manager. Please call our office and ask for me and I will provide you with free passes for your next ride.
Christopher Beach
Aug 18, 2016
⭐⭐⭐⭐⭐ The user didn't write a review, and has left just a rating.

Andrew K.
Aug 11, 2016
⭐⭐⭐⭐⭐ Am from Chicago, so was glad to see that it was doing well in Branson. It's near Andy's Frozen Custard. It was beautifully lit up at night and is now a gem for Branson to have and offer its guests!

Lizzy Lou
Aug 7, 2016
⭐⭐⭐⭐⭐ I bought a ticket for 2 people, with a total of 24 $ I stopped and turned around in the line to the ticket window. I said no one was at the window for a refund due to personal reasons. They ended up just changing the ticket twice and not even returning my money.

e Zhang
Aug 4, 2016
⭐⭐⭐⭐⭐ It's fun to watch at night with all the lights, but so boring to ride. It's so slow and the view is not that great either. Not worth the $12.

Tori Evans
Aug 3, 2016
⭐⭐⭐⭐⭐ I will admit that at first I didn't think it would be worth the money but it definitely is. Maybe not for an every day thing but every once in a while it's very nice.
Flagging Reviews as Inappropriate

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

Maps user contributed content is most valuable when it is honest and unbiased. Examples of disallowed practices include, but are not limited to:

- Reviewing your own business.
- Posting content about a current or former employment experience.
- Posting content about a competitor to manipulate their ratings.
Photos, Video & Posts
Photo Best practices

- Only photos you own the rights to
- Upload primarily horizontal images at high resolution 4k or higher (3,840 x 2,160 pixels or about 8.3 megapixels)
- Bright colors - high saturation
- High contrast - light lights, dark darks
- Use good lighting indoors
- You may add text overlay up to 10% constrained to one edge
Photo Don’ts

- Photoshop images apart from color corrections (compositing images, collage, adding or removing elements)
- Upload blurry images, muddy colors or off-kilter/out of frame shots
Photo Policy Violations

- Content is not relevant to this location
- Poor quality photo
- Privacy concerns
- Sexually explicit
- Profane
- Regulated goods
- Copyright
- Illegal
- Hate speech
- Harassment
Increasing focus on 360s and virtual tours
NEW! Video

- Android devices only (for now)
- 10 seconds capture
- 30 seconds uploaded
- Can include audio
- Great way to feature your business
- (Local Guides Only)
Posts Best Practices:

- Post often - 7 day exposure
- Highlight new menu items or features of your business
- Image size 750x750 or larger
- Focus your message on the first 100 characters
- Include GA tracking codes on your CTA
Takeaway Steps:

- Set up a GMB account and verify your business
- Add Insights information to your monthly analytics reports
- Respond to positive & negative reviews
- Add high quality photos/360s of your business
- Take advantage of new posts features
- Enable email notifications for new content about your business
“Instant” Verification

If your business isn’t verified, we will help you get verified today without a postcard or a phone call.

You’ll need one or more of the following documents:

- Utility bill(s)
- Tax letter(s)
- Business registration certificate(s)

The documents must show the business name, address, and category (if possible).
Fact Sheet Booklets

How-to information about the things we’ve gone over today is available.
QUESTIONS