Cracking the Code: Understanding Google's "My Business"







C.A. Clark Vice President of Digital Marketing Miles Partnership



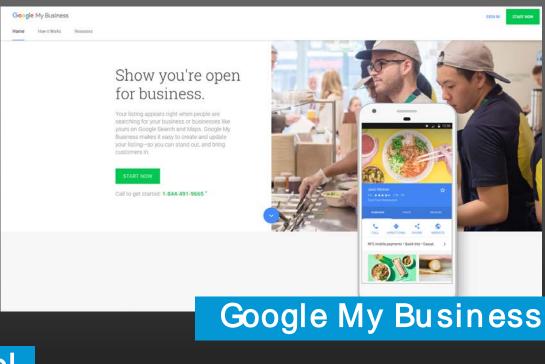
Learn how to maximize your exposure in Google's products because it benefits you, the consumer and your market.



Hamilton Princess & Beach Club * 4.5 **** 168 Google reviews Website Directions 4-star hotel Address: 76 Pitts Bay Rd, HM08, Bermuda Phone: +1 441-295-3000 Ads Check availability 0 Check in Fri, Nov 24 Check out I Tue, Nov 28 Expedia.com \$269 > Hotels.com \$269 - > Fairmont.com Official site \$269 - % B Booking.com \$269 - > View more rates Know this place? Answer quick questions Hotel details Set on Hamilton Harbour, this refined hotel surrounded by lush greenery is 14 minutes' walk from the Bermuda National Gallery and 6 km from lively Elbow Beach ... MORE V Send to your phone Send Review summary ③ Write a review Add a photo Rooms - 3.0 **** Rooms had views · Some guests commented the rooms were small &

The Knowledge Panel

Service & facilities \cdot 4.0 $\star \star \star \star \star$ Guests appreciated the friendly, professional staff \cdot Guests enjoyed the





170,688,600



Don't result in an external click

How customers search for your business

1 quarter 👻





Direct

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

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*

Discovery

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

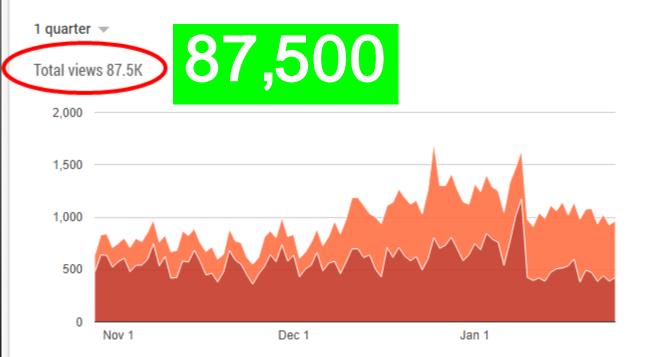
vs. about 15,000 pageviews on the site itself during that timeframe.



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





Listing on Search 35.4K \bigcirc



The Knowledge Panel



Maps Images News

Shopping More

Settings Tools

About 219,000 results (0.72 seconds)

The Hamilton Princess Hotel & Beach Club, Hotel in 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 - 706 reviews - Price range: \$329 - \$740 (Based on Average Rates for a Standard Room)

See 700 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 ... - Booking.com https://www.booking.com > Bermuda > Hamilton Hotels ▼

★★★★ Rating: 8.6/10 - 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 ...

THE KNOWLEDGE PANEL



4-star hot	🖈 🖈 168 Google rev el	lews	Website	Direct	ions
	76 Pitts Bay Rd, HM08, I 441-295-3000	, Bermuda			
Ads Ch	eck availability				6
Check in	D Fri, Nov 17	Check out	I Sat, N	ov 18	
Experimentary Experimentary Read	dia.com Real Guest Reviews · (Get Instant Conf	irmation	\$30 <mark>5</mark>	>
觽 Hote	ls.com			\$305	>
💉 Trave	elocity.com			\$305	>
🛄 Fairn	nont.com Official site			\$305	>
	more rates				



Hamilton Princess & Beach Club * 4.5 **** 168 Google reviews Website Directions 4-star hotel Address: 76 Pitts Bay Rd, HM08, Bermuda Phone: +1 441-295-3000 Ads Check availability 0 Check in Fri, Nov 24 Check out IT Tue, Nov 28 Expedia.com \$269 - 5 Hotels.com \$269 **SERP** B

Know this place? Answer quick questions

Hotel details

Set on Hamilton Harbour, this refined hotel surrounded by lush greenery is 14 minutes' walk from the Bermuda National Gallery and 6 km from lively Elbow Beach. ... MORE V

Send to your phone
 Send
 Review summary
 Write a review
 Add a photo

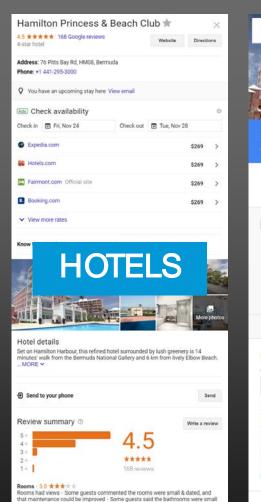
Rooms - 3.0 ****

Rooms had views · Some guests commented the rooms were small & dated, and that maintenance could be improved · Some guests said the bathrooms were small

Location - 4.6 ****

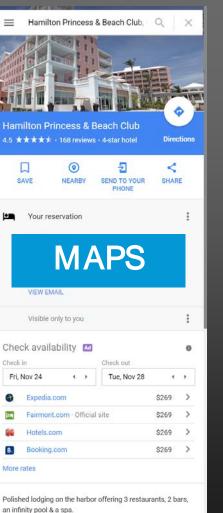
Near the city center, shopping, sightseeing, restaurants & bars nearby - Near public transit - Easily accessible by car

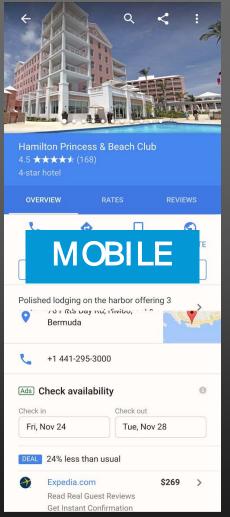
Service & facilities - 4.0 ★★★★ Guests appreciated the friendly, professional staff - Guests enjoyed the



Near the city center, shopping, sightseeing, restaurants & bars nearby - Near public

Location · 4.6 ****



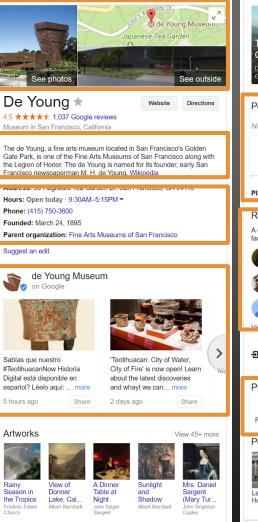


Photos

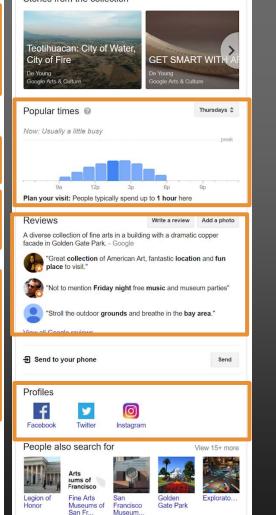
Description

Posts

Info



Stories from the collection

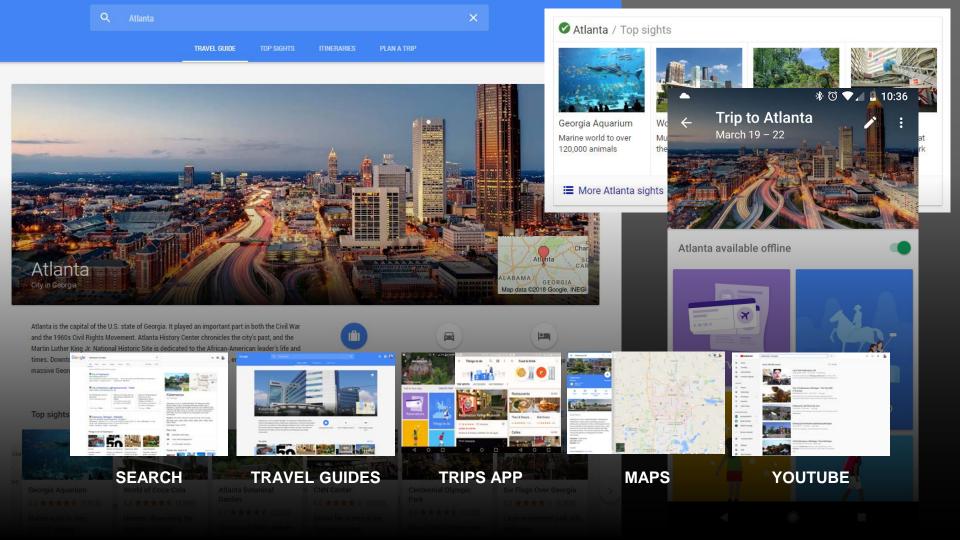


Feedback

Times

Reviews

Social Icons



Google My Business Management Tool

About 244,000 results (0.79 seconds)

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 · Admission · Garden Rental · FAQ's

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 -

Friends of the Davenport House: Free. Friends of Historic Savannah Foundation: Free. Coastal Museums Association Reciprocal Admission Partners: Free. Pioneers in Preservation multi-site pass: \$21 [Available on August 1, 2015.] Includes admission to Andrew Low House, Davenport House Museum and Ships of the Sea ...

Isaiah Davenport House - Wikipedia

https://en.wikipedia.org/wiki/Isaiah_Davenport_House *

The Isaiah Davenport house is a historic home 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 ...

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.



Isaiah Davenport House *



The Isaiah Davenport house is a historic home in Savannah, Georgia, United States, built in 1820. It has been operated as a historic house museum by the Historic Savannah Foundation since 1963. Wikipedia

Address: 324 E State St, Savannah, GA 31401

Opened: 1820

Q

Tools

Hours: Closes soon: 4PM · Opens 10AM Fri -

Phone: (912) 236-8097

Architectural styles: Georgian architecture, Federal architecture

Did you know: Threatened with demolition in 1955, a group of community-spirited citizens joined forces to purchase the Davenport House, davenporthousemuseum or

Suggest an edit Own this business?

Not Verified

Know this place? Answer quick questions



News

Settings

J Q

Tools

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About 189,000 results (0.91 seconds)

Edit info	Create post	Add pho	to Reviews	5
op things to do				
Are you open on Veterans Day (Observed)? Save your customers the trouble of checking your holiday hours	Are you ope Veterans Da Save your ou trouble of ch holiday hour	ay? stomers the ecking your	New review David Jackson in the last week ***** Great view of the Branson area, prices are pretty high	10724 10
YES NO	YES	NO	READ AND REPLY	Î

The Branson Ferris Wheel Is A Top Branson Missouri Attraction

https://www.bransontracks.com/rides/ferris-wheel/ v

Looking for the best view in Branson? Take a spin of a different kind on the Branson Ferris Wheel at The Track in Branson, Missouri! Plan your visit now.

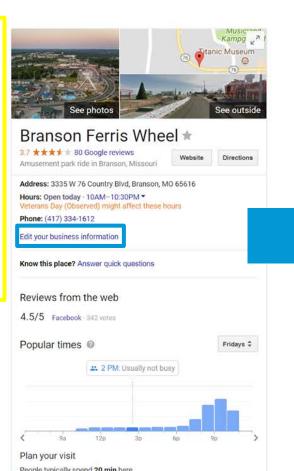
The Branson Ferris Wheel - Branson, MO

https://www.branson.com/attractions/the-branson-ferris-wheel/ *

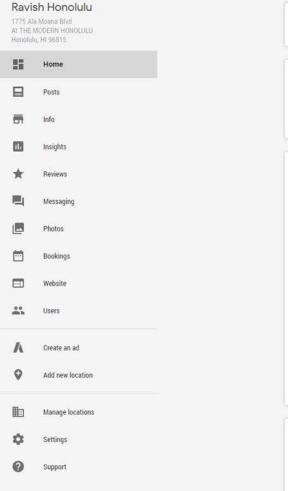
From your seat 150 feet in the air, witness the beauty of the Ozarks on "The Branson Ferris Wheel," what was once Chicago's iconic Navy Pier Ferris Wheel.

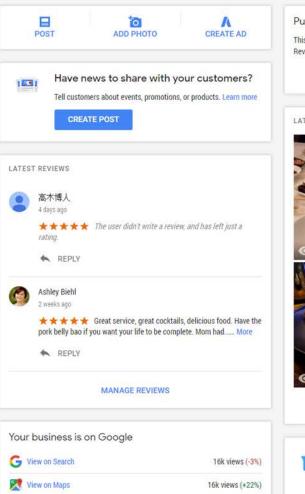
Navy Pier Ferris Wheel Moving to Branson 2016 | ExploreBranson.com www.explorebranson.com/blog/iconic-navy-pier-ferris-wheel-moving-branson-2016 •

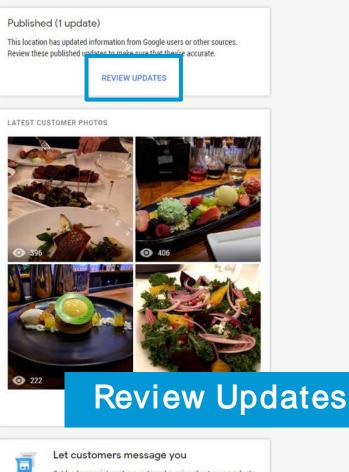
The iconic Navy Pier Ferris wheel is making its new home in Branson in 2016. The Track Family Fun Parks will add a new, yet familiar, attraction to Branson's Highway 76 in 2016-the iconic, 15-story-high Ferris wheel which stood on Chicago's Navy Pier for the past two decades.



Verified





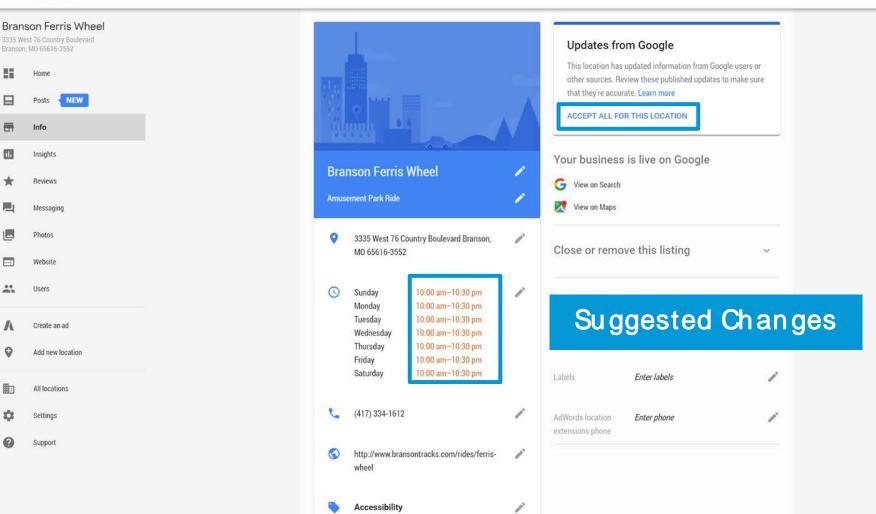


Get leads, appointment requests and queries about your products via messaging from customers who view your business on Google Search. 55

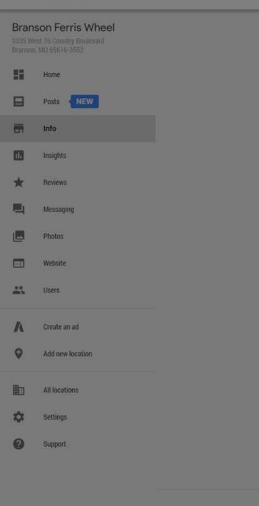
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≡ Google My Business



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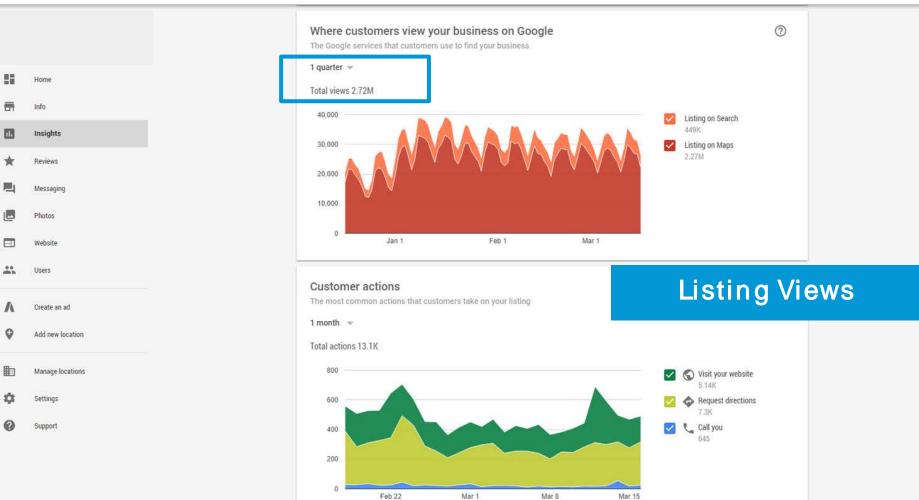
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12017 Google - Terms - Privacy Policy - Content Policy - Help - Get Android app - Get iPhone app

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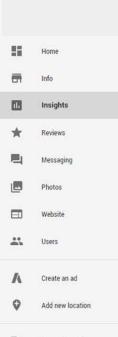
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-	Info		Menu URL		
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*	Reviews		Order ahead URL	Section name	
围	Messaging		Reservations URL	Examples: Lunch, Dinner, Appetizers, Beverages	
	Photos		Add URL	Add menu item Enter at least one item per section. You can add more later	
	Bookings	×	Menu	Item name	Item price (USD)
	Website		Add or edit items		0/140
•	Users		Accessibility	Item description	
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Q	Add new location		Amenities Bar onsite Not good for kids		
	Manage locations		Dining options		
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0	Support		Dessert Table service		



≡ Google My Business

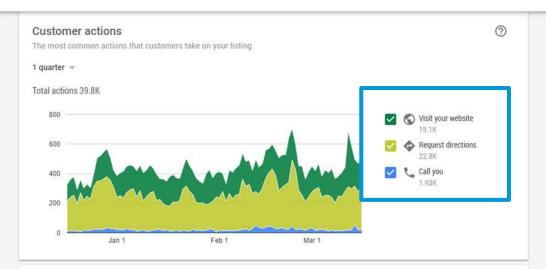




Manage locations

Settings

Support



Directions requests

The places where customers request directions to your business from

1 quarter 🐨

96815	6,211
96814	1,441
96819	1,141
96826	614
96813	595
96817	361
96816	357
96734	291
96825	246
96822	204
96797	170
06744	121

Customer Actions



≡ Google My Business

🛱 Settings

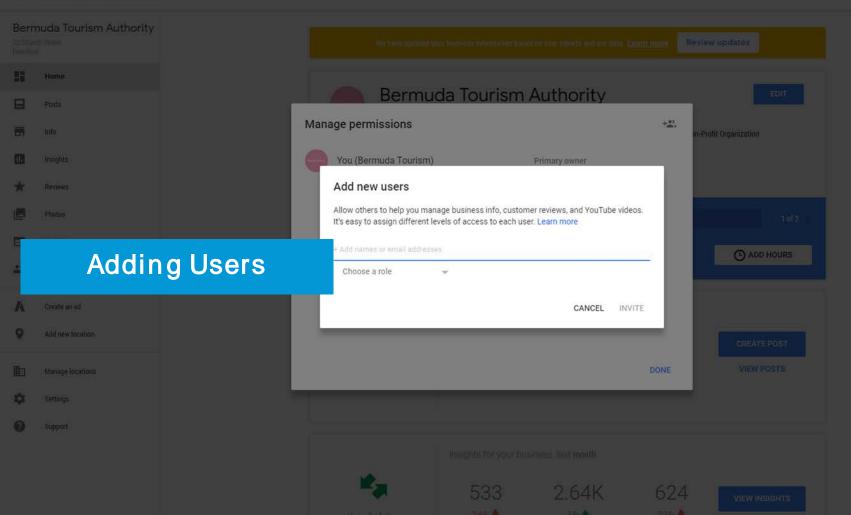
Support

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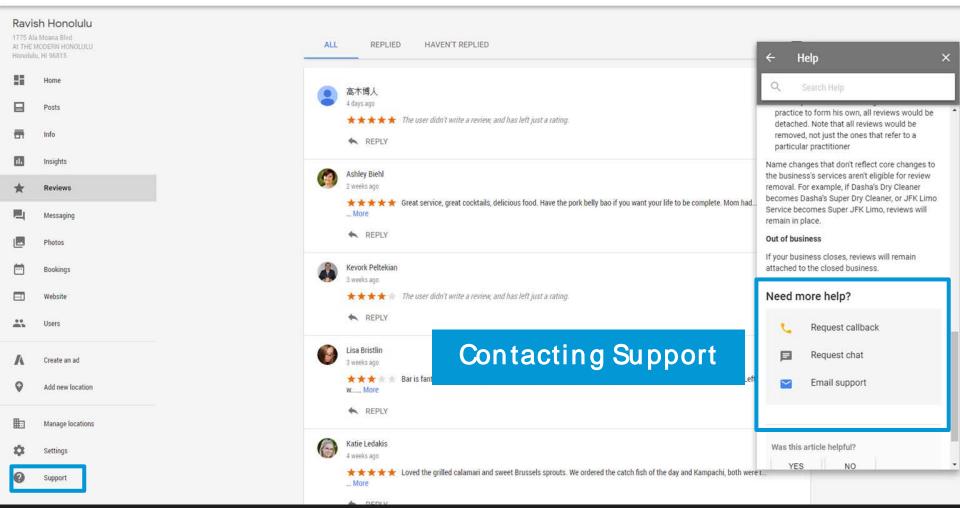
Email Notifications

Important updates	
Google may send you important updates about your account	
Customer reviews	
Alerts when customers post reviews of your business	
Questions and answers	1.000
Alerts about questions and answers posted to your business on Google	
Photos	
Tips and updates about photos on your Google listing	
Listing health	
Timely alerts to help you keep your business info accurate on Google	
Insights	
Personalized insights and tips about your customers and listing	
Product updates	
Occasional alerts about new features and offers to improve your listing's performance	
Posts	
Tips and updates about your posts on your Google listing.	
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 device	

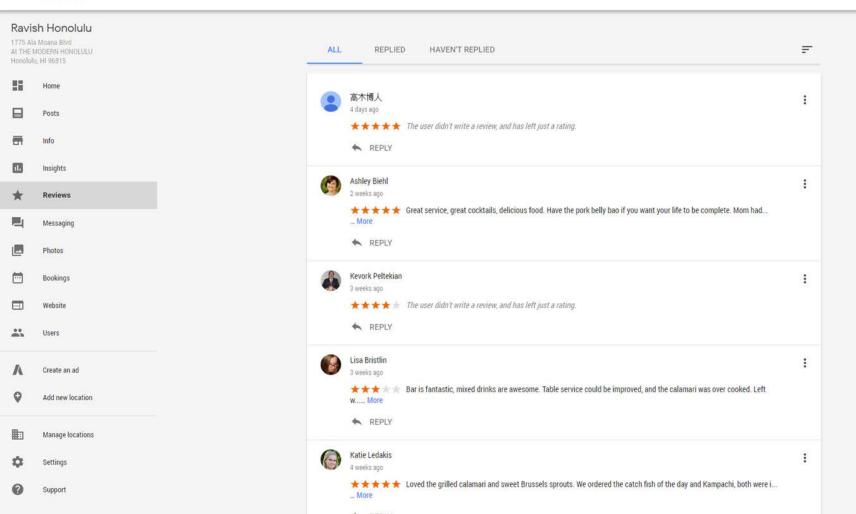
Google My Business



≡ Google My Business



Reviews





All

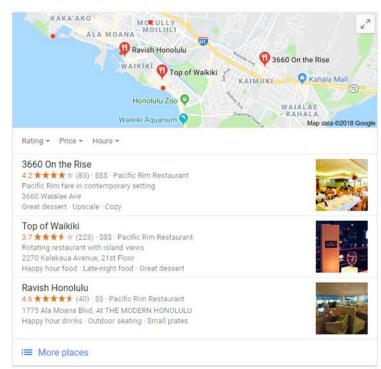
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News Shopping Images More Settings Tools



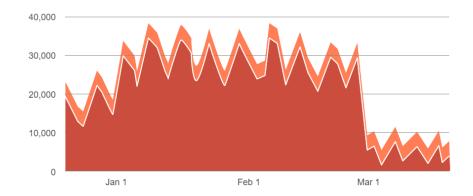
About 315,000 results (0.76 seconds)

Maps



Sest Pacific rim restaurant in Honolulu, HI - Yelp

https://www.yelp.com/search?find_desc=Pacific+Rim+Restaurant...Honolulu%2C... ▼ Reviews on Pacific rim restaurant in Honolulu, HI - Alan Wong's Restaurant, MW Restaurant, 3660 On the Rise, 53 By The Sea, Roy's Waikiki, The Myna Bird Tiki Bar, Wailele Manoa, Vintage Cave Club, Chez Kenzo Bar & Grill, Chef Chai.





5	Home
	Posts NEW
-	Info
	Insights
*	Reviews
	Messaging
	Photos
	Website
•	USEIS
٨	Create an ad
Ø	Add new location
	All locations
۵	Settings
0	Support

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.

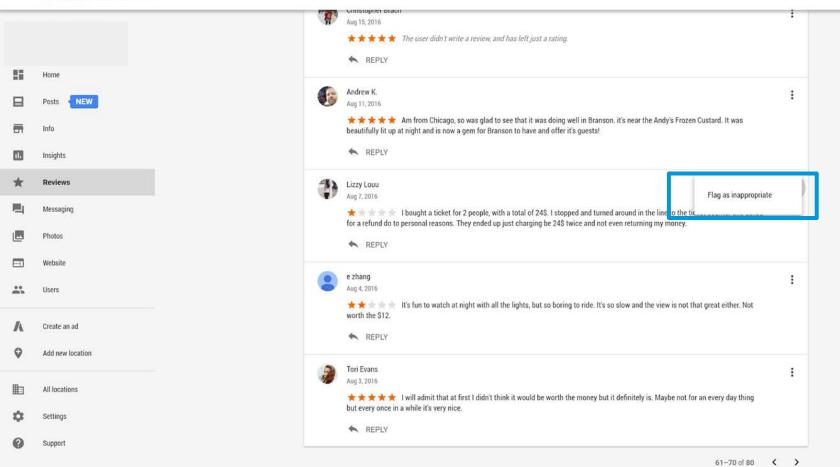
Thanks so much for your review, so glad you had a good experience at The Chop Shop. We pride ourselves on delivering quality service to our customers in Kalamazoo. If you liked our steak, you should try our double cut smoked pork chop on your next visit! Hope to see you again soon!

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.



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:

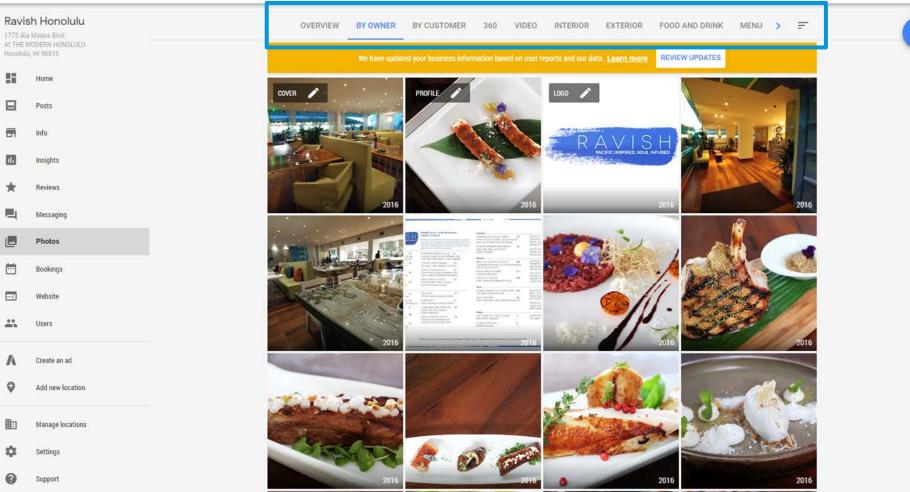
Reviewing your own business.

Posting content about a current or former employment experience.

Posting content about a competitor to manipulate their ratings.

Photos, Video & Posts

≡ Google My Business



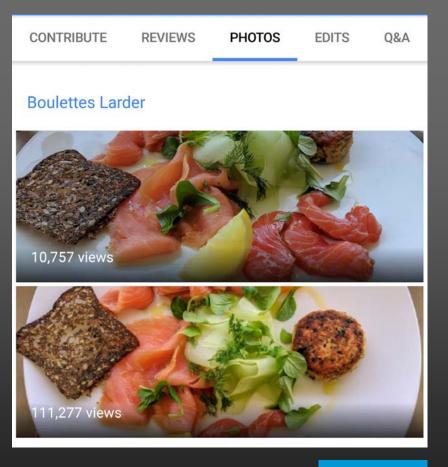


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	Home	
	Posts	
6	Info	
	Insights	
*	Reviews	
-	Messaging	
	Photos	
Ē	Bookings	
	Website	
	Users	
٨	Create an ad	
Q	Add new location	
	Manage locations	
Ċ	Settings	
0	Support	



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



10x!

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



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Google Maps

Thank you for helping Google by reporting content which may be in violation of our Community Standards.



Images may be subject to copyright.

(Required)

Why are you reporting O Privacy concerns this photo? (Required) Content is not relevant to this location O Poor quality photo O Sexually explicit / strongly suggestive Other policy violations O Profane or obscene content O Promotion of regulated goods Copyright or other legal issues O Illegal activity O Hate speech O Harassment or bullying Email address: (Required) reCAPTCHA verification:

I'm not a robot

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



ENITIES FROM VISITORS FROM PROPERTY 360° VIEW





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Increasing focus on 360s and virtual tours

Image capture: Aug 2013 Images may be subject to copyright. 4 Terms Privacy

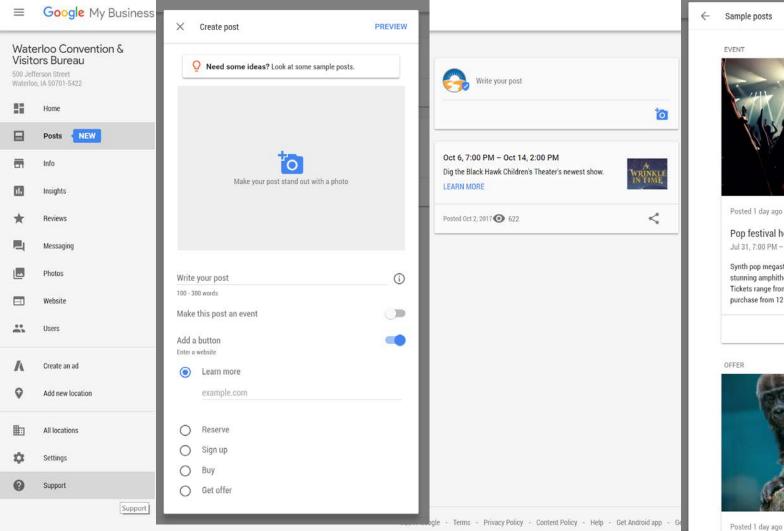
THE MODERN HONOLULU Minn Tun





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)



Pop festival headliner announced! Jul 31, 7:00 PM - Aug 1, 12:00 AM

Synth pop megastar Jilly Louise will perform in our stunning amphitheater on at the end of the month. Tickets range from \$60-\$160, and are available for purchase from 12 PM EST today.

BUY



Posted 1 day ago



De Young *

Website Directions

4.5 ***** 1.071 Google reviews Museum in San Francisco, California

The de Young, a fine arts museum located in San Francisco's Golden Gate Park, is one of the Fine Arts Museums of San Francisco along with the Legion of Honor. The de Young is named for its founder, early San Francisco newspaperman M. H. de Young. Wikipedia

Address: 50 Hagiwara Tea Garden Dr, San Francisco, CA 94118

Hours: Closed today -

Phone: (415) 750-3600

Founded: March 24, 1895

Parent organization: Fine Arts Museums of San Francisco

Suggest an edit





Jade and greenstone were extremely valuable materials in ancient Teotihuacan and were prized for their color, which symbolically represented maize and agricultural fertility. ... more

6 days ago



Artworks













Lewis Ginter Botanical Garden 🖈

4.6 **** 164 Google reviews

Website

Salvia leucantha or Mexican

sage bush, features velvety,

love. In fact, this plant is fil.,

2 hours ago

purple blooms that pollinators

Directions

Year-round locale with 50 acres of themed gardens, dining options & a classical domed conservatory.

Address: 1800 Lakeside Ave. Henrico, VA 23228

Hours: Open today · 9AM-5PM ▼ Phone: (804) 262-9887

\$\$ · Botanical Garden

Suggest an edit

Lewis Ginter Botanical Garden on Google



Mother Nature has ieweled many of her plants in dew covered spiderwebs this morning. This abelia is one... 15 mins ago

Tell customers what's new with Posts. Learn more

Know this place? Answer quick questions

Reviews from the web 4 7/5 Facebook - 1.883 vote



- Post often 7 day exposure
- Highlight new menu items or features of your business
- Image size 750x750 or larger
- Focus your message on \bullet 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

