

Uncovering the

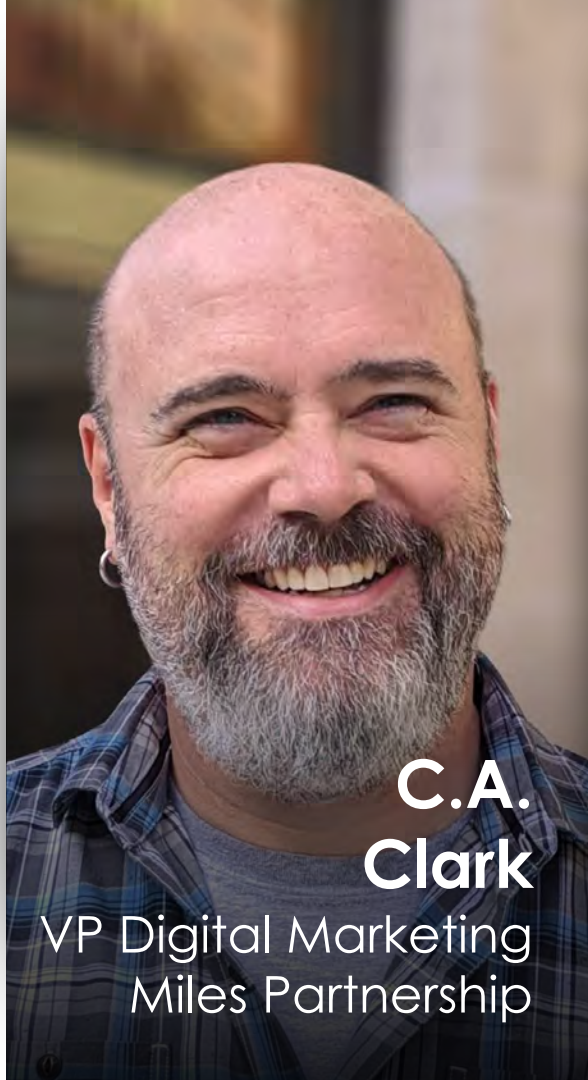
Secrets

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

A best-practices study of over 50,000
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.



**C.A.
Clark**

VP Digital Marketing
Miles Partnership



**Skye
Van Den Oever**

Digital Marketing
Specialist



One of the solutions we provide is support for a program called the **Google DMO Partnership**, which gives organisations like CEDA 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

70,000+
Businesses and POIs audited and optimized

100+
Directly Managed GMB Profiles



Audit & Analysis



Education



Content Collection



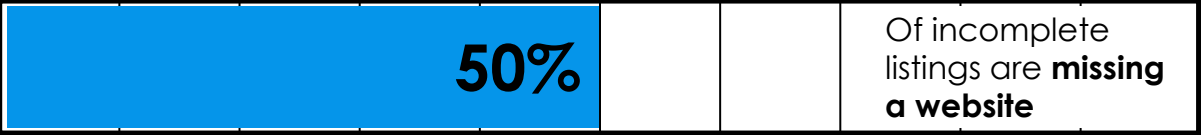
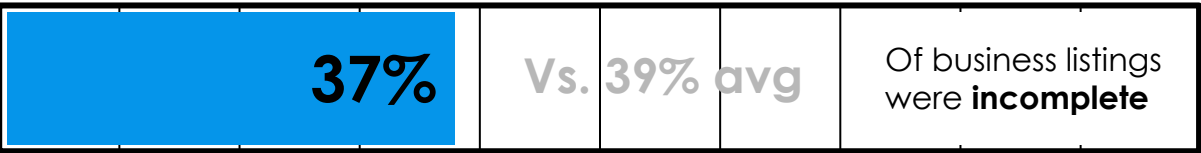
Support

Understanding **how visitors search** for the destination, and **what they see** when they do.

GMB Audit

Business Name	Address	Type	Status	Verification Status	Owner
ABC Services	123 Main Street, Manawatu, New Zealand	Service Business	Verified	Complete	John Doe
DEF Tech	456 High Street, New Zealand	Tech Company	Unverified	Incomplete	Jane Smith
GHI Retail	789 Shop Lane, Auckland, New Zealand	Retail Store	Verified	Complete	Mike Brown
JKL Consulting	101 Business Park, New Zealand	Consulting Firm	Unverified	Incomplete	Sarah Green
MNO & P	202 Central Ave, New Zealand	Professional Services	Verified	Complete	David White
QRS & RST	303 Market Street, New Zealand	Retail Store	Unverified	Incomplete	Emily Black
TUV & WXY	404 Victoria Ave, New Zealand	Service Business	Verified	Complete	Chris Grey
XYZ & ABC	505 Queen Street, New Zealand	Retail Store	Unverified	Incomplete	Alice Blue
DEF & GHI	606 Broadway, New Zealand	Service Business	Verified	Complete	Bob Green
JKL & MNO	707 North Road, New Zealand	Professional Services	Unverified	Incomplete	Carol White
PQR & STU	808 South Road, New Zealand	Service Business	Verified	Complete	Frank Black
VWX & YZ	909 West Street, New Zealand	Retail Store	Unverified	Incomplete	Grace Grey
ABC & DEF	1010 East Street, New Zealand	Service Business	Verified	Complete	Henry Blue
GHI & JKL	1111 Central Ave, New Zealand	Professional Services	Unverified	Incomplete	Ivy Green
MNO & PQR	1212 Victoria Ave, New Zealand	Retail Store	Verified	Complete	Jack White
STU & VWX	1313 Market Street, New Zealand	Service Business	Unverified	Incomplete	Karen Black
YZ & ABC	1414 Broadway, New Zealand	Professional Services	Verified	Complete	Liam Grey
DEF & GHI	1515 North Road, New Zealand	Retail Store	Unverified	Incomplete	Mia Blue
JKL & MNO	1616 South Road, New Zealand	Service Business	Verified	Complete	Noah Green
PQR & STU	1717 West Street, New Zealand	Professional Services	Unverified	Incomplete	Olivia White
VWX & YZ	1818 East Street, New Zealand	Retail Store	Verified	Complete	Peter Black
ABC & DEF	1919 Central Ave, New Zealand	Service Business	Unverified	Incomplete	Quinn Grey
GHI & JKL	2020 Victoria Ave, New Zealand	Professional Services	Verified	Complete	Rachel Blue
MNO & PQR	2121 Market Street, New Zealand	Retail Store	Unverified	Incomplete	Sam Green
STU & VWX	2222 Broadway, New Zealand	Service Business	Verified	Complete	Tina White
YZ & ABC	2323 North Road, New Zealand	Professional Services	Unverified	Incomplete	Uma Black
DEF & GHI	2424 South Road, New Zealand	Retail Store	Verified	Complete	Vincent Grey
JKL & MNO	2525 West Street, New Zealand	Service Business	Unverified	Incomplete	Wendy Blue
PQR & STU	2626 East Street, New Zealand	Professional Services	Verified	Complete	Xavier Green
VWX & YZ	2727 Central Ave, New Zealand	Retail Store	Unverified	Incomplete	Yara White
ABC & DEF	2828 Victoria Ave, New Zealand	Service Business	Verified	Complete	Zoe Black
GHI & JKL	2929 Market Street, New Zealand	Professional Services	Unverified	Incomplete	Adam Grey
MNO & PQR	3030 Broadway, New Zealand	Retail Store	Verified	Complete	Alexa Blue
STU & VWX	3131 North Road, New Zealand	Service Business	Unverified	Incomplete	Ben Green
YZ & ABC	3232 South Road, New Zealand	Professional Services	Verified	Complete	Bella White
DEF & GHI	3333 West Street, New Zealand	Retail Store	Unverified	Incomplete	Charlie Black
JKL & MNO	3434 East Street, New Zealand	Service Business	Verified	Complete	Chloe Grey
PQR & STU	3535 Central Ave, New Zealand	Professional Services	Unverified	Incomplete	Cody Blue
VWX & YZ	3636 Victoria Ave, New Zealand	Retail Store	Verified	Complete	Diana Green
ABC & DEF	3737 Market Street, New Zealand	Service Business	Unverified	Incomplete	Ethan White
GHI & JKL	3838 Broadway, New Zealand	Professional Services	Verified	Complete	Fiona Black
MNO & PQR	3939 North Road, New Zealand	Retail Store	Unverified	Incomplete	Gavin Grey
STU & VWX	4040 South Road, New Zealand	Service Business	Verified	Complete	Hannah Blue
YZ & ABC	4141 West Street, New Zealand	Professional Services	Unverified	Incomplete	Ian Green
DEF & GHI	4242 East Street, New Zealand	Retail Store	Verified	Complete	Jasmine White
JKL & MNO	4343 Central Ave, New Zealand	Service Business	Unverified	Incomplete	Jason Black
PQR & STU	4444 Victoria Ave, New Zealand	Professional Services	Verified	Complete	Jessica Grey
VWX & YZ	4545 Market Street, New Zealand	Retail Store	Unverified	Incomplete	Justin Blue
ABC & DEF	4646 Broadway, New Zealand	Service Business	Verified	Complete	Kaitlyn Green
GHI & JKL	4747 North Road, New Zealand	Professional Services	Unverified	Incomplete	Kyle White
MNO & PQR	4848 South Road, New Zealand	Retail Store	Verified	Complete	Laura Black
STU & VWX	4949 West Street, New Zealand	Service Business	Unverified	Incomplete	Leo Grey
YZ & ABC	5050 East Street, New Zealand	Professional Services	Verified	Complete	Lily Blue
DEF & GHI	5151 Central Ave, New Zealand	Retail Store	Unverified	Incomplete	Lucas Green
JKL & MNO	5252 Victoria Ave, New Zealand	Service Business	Verified	Complete	Mia White
PQR & STU	5353 Market Street, New Zealand	Professional Services	Unverified	Incomplete	Nathan Black
VWX & YZ	5454 Broadway, New Zealand	Retail Store	Verified	Complete	Olivia Grey
ABC & DEF	5555 North Road, New Zealand	Service Business	Unverified	Incomplete	Peter Blue
GHI & JKL	5656 South Road, New Zealand	Professional Services	Verified	Complete	Quinn Green
MNO & PQR	5757 West Street, New Zealand	Retail Store	Unverified	Incomplete	Rachel White
STU & VWX	5858 East Street, New Zealand	Service Business	Verified	Complete	Sam Black
YZ & ABC	5959 Central Ave, New Zealand	Professional Services	Unverified	Incomplete	Tina Grey
DEF & GHI	6060 Victoria Ave, New Zealand	Retail Store	Verified	Complete	Uma Blue
JKL & MNO	6161 Market Street, New Zealand	Service Business	Unverified	Incomplete	Vincent Green
PQR & STU	6262 Broadway, New Zealand	Professional Services	Verified	Complete	Wendy White
VWX & YZ	6363 North Road, New Zealand	Retail Store	Unverified	Incomplete	Xavier Black
ABC & DEF	6464 South Road, New Zealand	Service Business	Verified	Complete	Yara Grey
GHI & JKL	6565 West Street, New Zealand	Professional Services	Unverified	Incomplete	Zoe Blue
MNO & PQR	6666 East Street, New Zealand	Retail Store	Verified	Complete	Adam Green
STU & VWX	6767 Central Ave, New Zealand	Service Business	Unverified	Incomplete	Alexa White
YZ & ABC	6868 Victoria Ave, New Zealand	Professional Services	Verified	Complete	Ben Black
DEF & GHI	6969 Market Street, New Zealand	Retail Store	Unverified	Incomplete	Bella Grey
JKL & MNO	7070 Broadway, New Zealand	Service Business	Verified	Complete	Charlie Blue
PQR & STU	7171 North Road, New Zealand	Professional Services	Unverified	Incomplete	Chloe Green
VWX & YZ	7272 South Road, New Zealand	Retail Store	Verified	Complete	Cody White
ABC & DEF	7373 West Street, New Zealand	Service Business	Unverified	Incomplete	Diana Black
GHI & JKL	7474 East Street, New Zealand	Professional Services	Verified	Complete	Ethan Grey
MNO & PQR	7575 Central Ave, New Zealand	Retail Store	Unverified	Incomplete	Fiona Blue
STU & VWX	7676 Victoria Ave, New Zealand	Service Business	Verified	Complete	Gavin Green
YZ & ABC	7777 Market Street, New Zealand	Professional Services	Unverified	Incomplete	Hannah White
DEF & GHI	7878 Broadway, New Zealand	Retail Store	Verified	Complete	Ian Black
JKL & MNO	7979 North Road, New Zealand	Service Business	Unverified	Incomplete	Jasmine Grey
PQR & STU	8080 South Road, New Zealand	Professional Services	Verified	Complete	Jason Blue
VWX & YZ	8181 West Street, New Zealand	Retail Store	Unverified	Incomplete	Jessica Green
ABC & DEF	8282 East Street, New Zealand	Service Business	Verified	Complete	Justin White
GHI & JKL	8383 Central Ave, New Zealand	Professional Services	Unverified	Incomplete	Kaitlyn Black
MNO & PQR	8484 Victoria Ave, New Zealand	Retail Store	Verified	Complete	Kyle Grey
STU & VWX	8585 Market Street, New Zealand	Service Business	Unverified	Incomplete	Laura Blue
YZ & ABC	8686 Broadway, New Zealand	Professional Services	Verified	Complete	Leo Green
DEF & GHI	8787 North Road, New Zealand	Retail Store	Unverified	Incomplete	Lily White
JKL & MNO	8888 South Road, New Zealand	Service Business	Verified	Complete	Lucas Black
PQR & STU	8989 West Street, New Zealand	Professional Services	Unverified	Incomplete	Mia Grey
VWX & YZ	9090 East Street, New Zealand	Retail Store	Verified	Complete	Nathan Blue
ABC & DEF	9191 Central Ave, New Zealand	Service Business	Unverified	Incomplete	Olivia Green
GHI & JKL	9292 Victoria Ave, New Zealand	Professional Services	Verified	Complete	Peter White
MNO & PQR	9393 Market Street, New Zealand	Retail Store	Unverified	Incomplete	Quinn Black
STU & VWX	9494 Broadway, New Zealand	Service Business	Verified	Complete	Rachel Grey
YZ & ABC	9595 North Road, New Zealand	Professional Services	Unverified	Incomplete	Sam Blue
DEF & GHI	9696 South Road, New Zealand	Retail Store	Verified	Complete	Tina Green
JKL & MNO	9797 West Street, New Zealand	Service Business	Unverified	Incomplete	Uma White
PQR & STU	9898 East Street, New Zealand	Professional Services	Verified	Complete	Vincent Black
VWX & YZ	9999 Central Ave, New Zealand	Retail Store	Unverified	Incomplete	Wendy Grey

335 business listings evaluated in Manawatū for completeness and verification status.

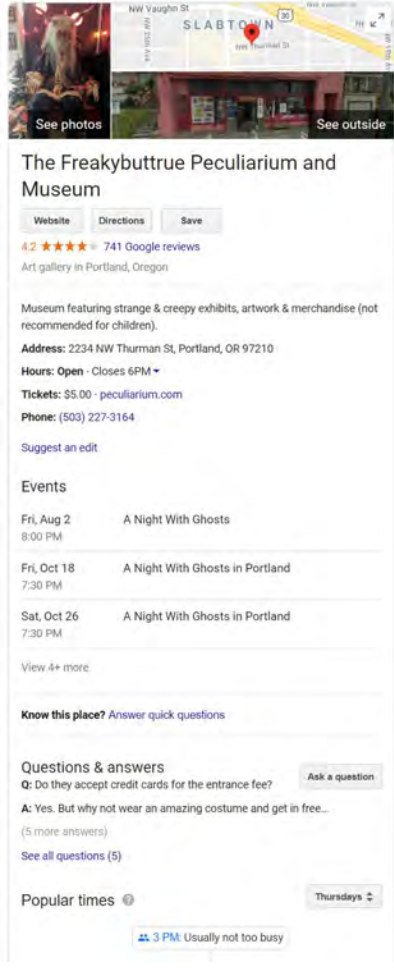


What do the
**best performing
business profiles**
look like?

But first...

What's a business profile?

Business Profiles



The Freakybuttrue Peculiarium and Museum

4.2 ★★★★★ 741 Google reviews

Art gallery in Portland, Oregon

Museum featuring strange & creepy exhibits, artwork & merchandise (not recommended for children).

Address: 2234 NW Thurman St, Portland, OR 97210

Hours: Open • Closes 6PM

Tickets: \$5.00 • peculiarium.com

Phone: (503) 227-3164

Events

Date	Event
Fri, Aug 2 8:00 PM	A Night With Ghosts
Fri, Oct 18 7:30 PM	A Night With Ghosts in Portland
Sat, Oct 26 7:30 PM	A Night With Ghosts in Portland

Know this place? Answer quick questions

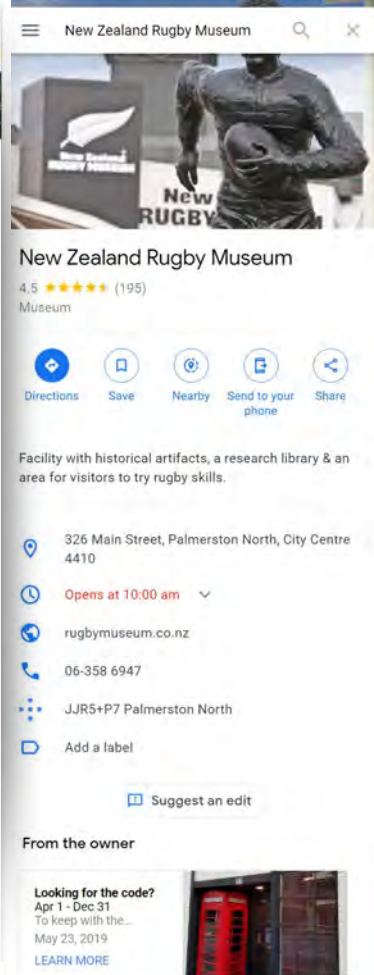
Questions & answers

Q: Do they accept credit cards for the entrance fee?

A: Yes. But why not wear an amazing costume and get in free... (5 more answers)

Popular times

3 PM: Usually not too busy



New Zealand Rugby Museum

4.5 ★★★★★ (195)

Museum

Facility with historical artifacts, a research library & an area for visitors to try rugby skills.

326 Main Street, Palmerston North, City Centre 4410

Opens at 10:00 am

rugbymuseum.co.nz

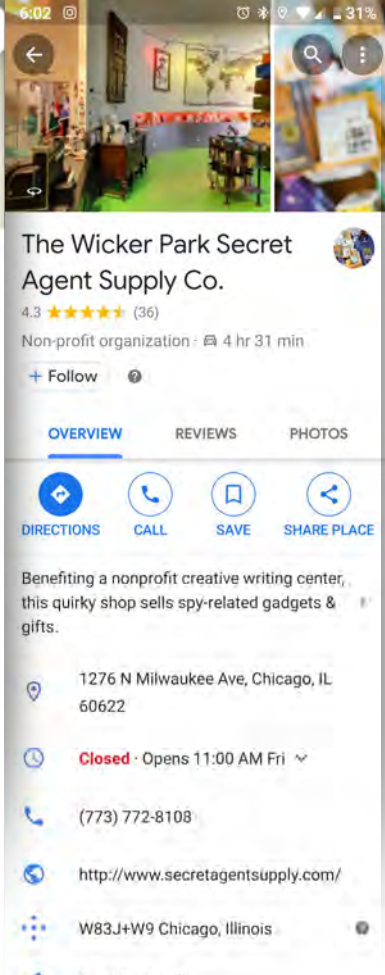
06-358 6947

JJR5+P7 Palmerston North

Add a label

From the owner

Looking for the code?
Apr 1 - Dec 31
To keep with the...
May 23, 2019
LEARN MORE



The Wicker Park Secret Agent Supply Co.

4.3 ★★★★★ (36)

Non-profit organization • 4 hr 31 min

+ Follow

OVERVIEW REVIEWS PHOTOS

DIRECTIONS CALL SAVE SHARE PLACE

Benefiting a nonprofit creative writing center, this quirky shop sells spy-related gadgets & gifts.

1276 N Milwaukee Ave, Chicago, IL 60622

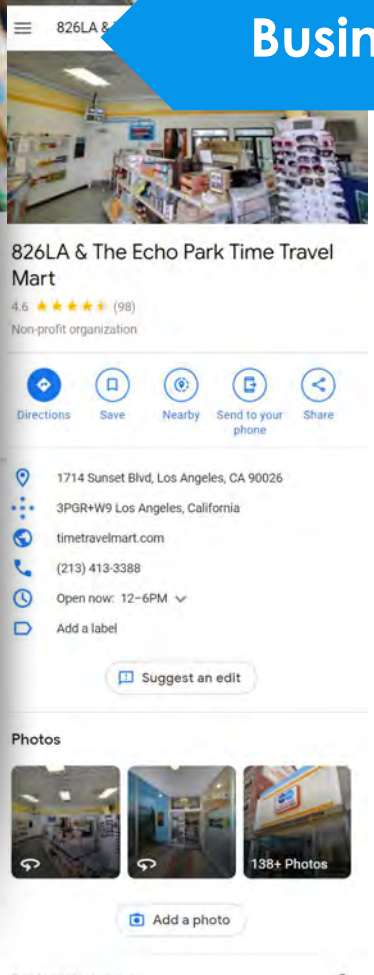
Closed • Opens 11:00 AM Fri

(773) 772-8108

http://www.secretagentsupply.com/

W83J+W9 Chicago, Illinois

Suggest an edit



826LA & The Echo Park Time Travel Mart

4.6 ★★★★★ (98)

Non-profit organization

DIRECTIONS SAVE NEARBY SEND TO YOUR PHONE SHARE

1714 Sunset Blvd, Los Angeles, CA 90026

3PGR+W9 Los Angeles, California

timetravelmart.com

(213) 413-3388

Open now: 12-6PM

Add a label

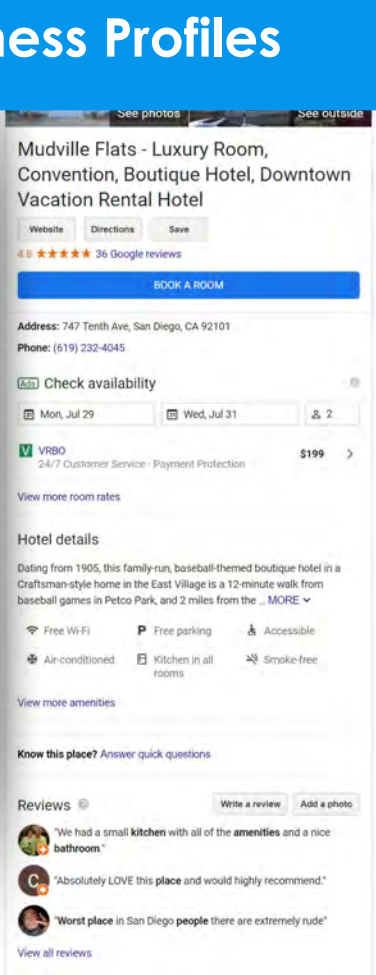
Suggest an edit

Photos

138+ Photos

Add a photo

Review summary



Mudville Flats - Luxury Room, Convention, Boutique Hotel, Downtown Vacation Rental Hotel

4.8 ★★★★★ 36 Google reviews

BOOK A ROOM

Address: 747 Tenth Ave, San Diego, CA 92101

Phone: (619) 232-4045

Check availability

Mon, Jul 29 Wed, Jul 31 2

VRBO
24/7 Customer Service • Payment Protection \$199

View more room rates

Hotel details

Dating from 1905, this family-run, baseball-themed boutique hotel in a Craftsman-style home in the East Village is a 12-minute walk from baseball games in Petco Park, and 2 miles from the ... MORE

- Free Wi-Fi
- Free parking
- Accessible
- Air-conditioned
- Kitchen in all rooms
- Smoke-free rooms

View more amenities

Know this place? Answer quick questions

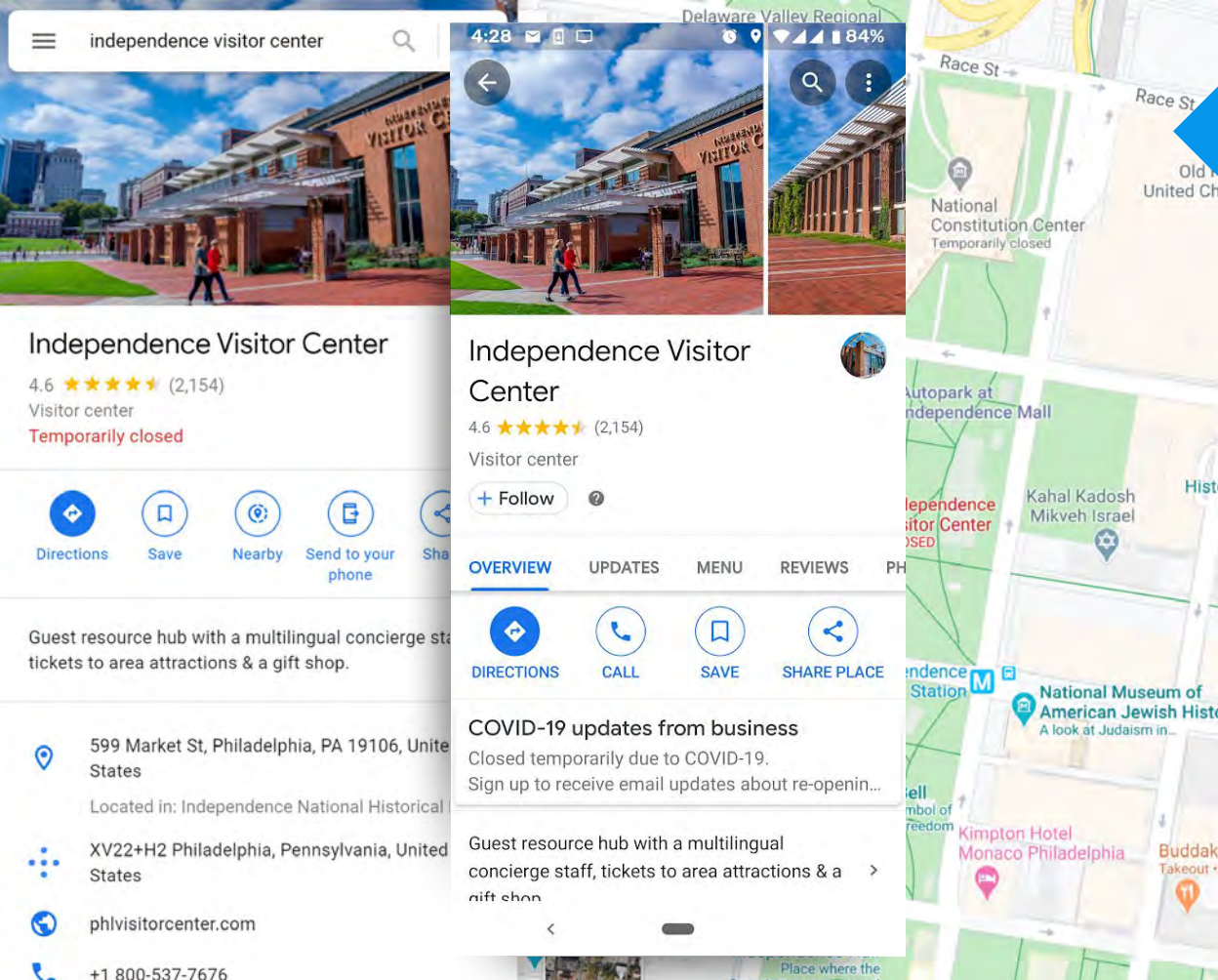
Reviews

Write a review Add a photo

- "We had a small kitchen with all of the amenities and a nice bathroom."
- "Absolutely LOVE this place and would highly recommend."
- "Worst place in San Diego people there are extremely rude"

View all reviews

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



Case Study

25,518,074

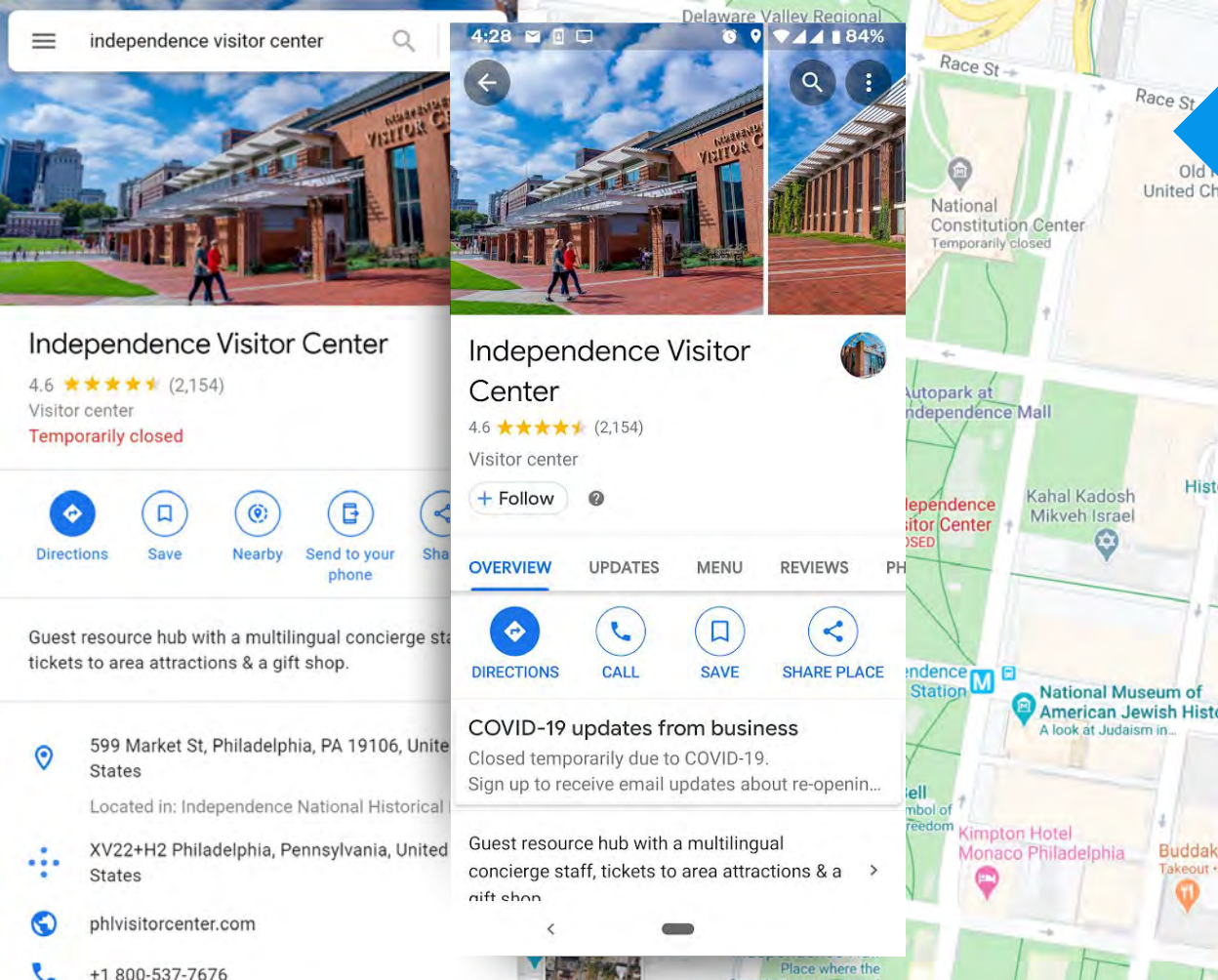
Annual Online Audience

Including:

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



Information provided by Nicole Woods for Independence Visitor Center Corp.



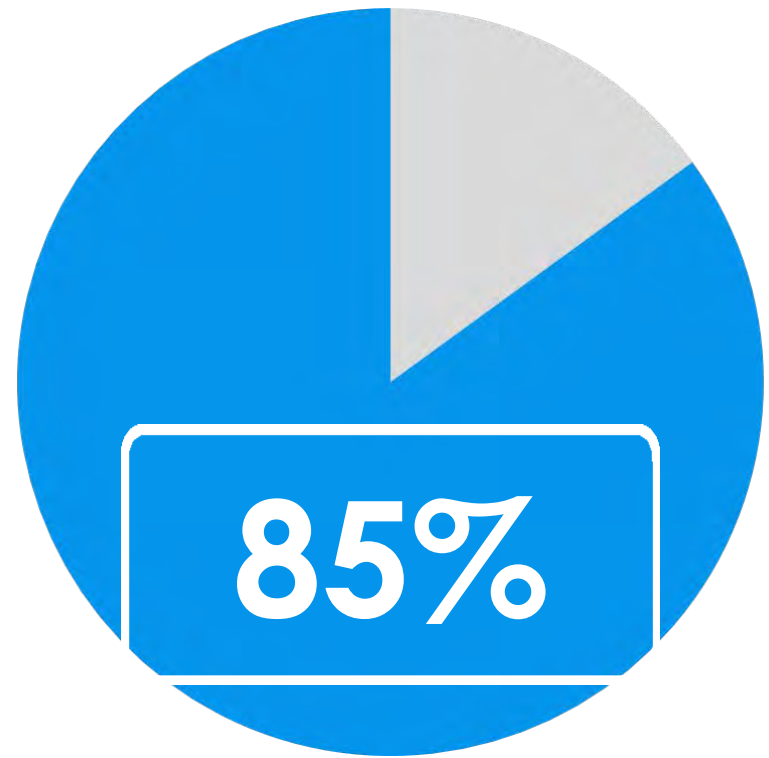
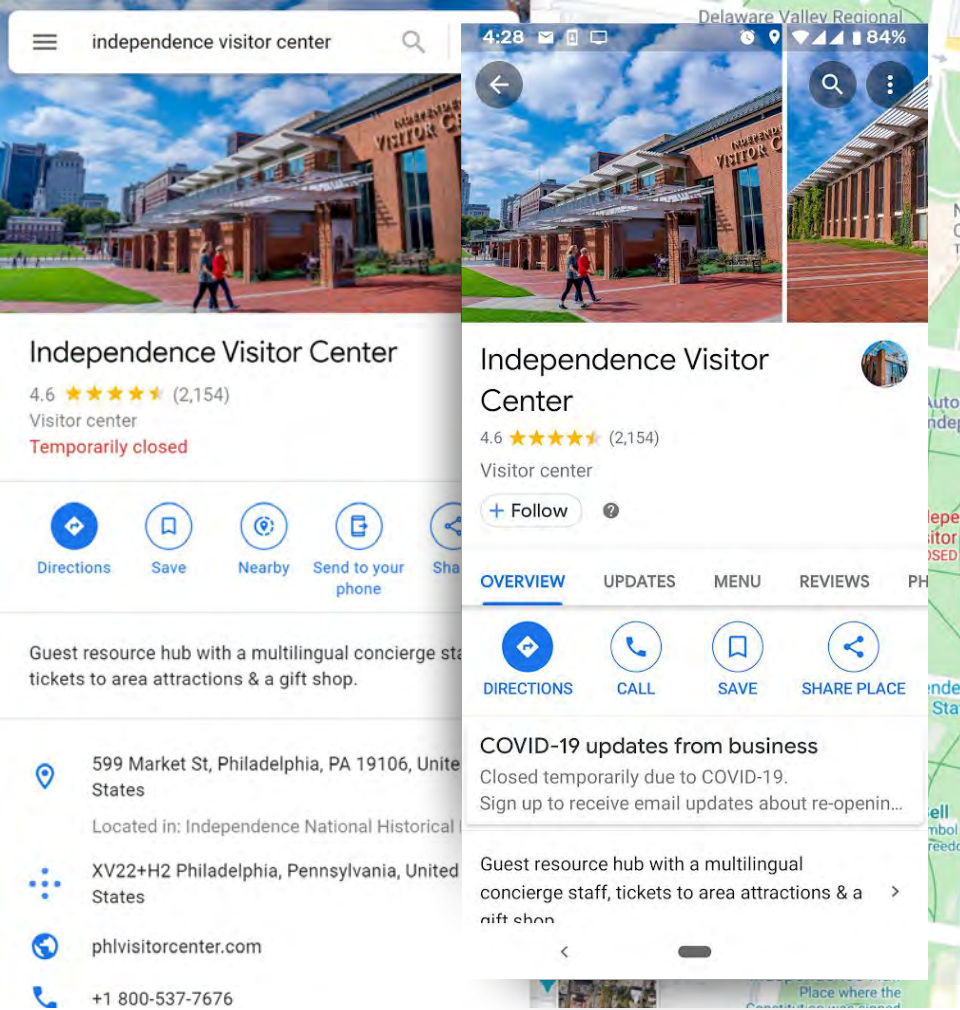
Case Study

25,518,074
Annual Online Audience

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.

The Local Pack



Map data ©2020

Rating ▾ Hours ▾ Visit history ▾ Sort by ▾


⚠ Hours or services may differ

- HARU Japanese Restaurant**
4.6 ★★★★★ (376) · \$\$ · Japanese regional restaurant
64 m · 19 Broadway Ave
Closes soon · 10PM
✓ Dine-in · ✓ Takeaway
- Brew Union Brewing Co**
4.5 ★★★★★ (952) · \$\$ · Grill
18 m · 41 Broadway Ave
Closes soon · 10PM
✓ Dine-in · ✗ Delivery
- Indian Flavours**
4.3 ★★★★★ (135) · \$\$ · Indian
240.0 m · 529 Main St
Closes soon · 10PM
✓ Dine-in · ✓ Takeaway · ✓ No-contact delivery

➔ View all

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

The Local Pack



Map data ©2020

Rating ▾ Hours ▾ Visit history ▾ Sort by ▾

⚠ Hours or services may differ

- HARU Japanese Restaurant**
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4.3 ★★★★★ (135) · \$\$ · Indian
240.0 m · 529 Main St
Closes soon · 10PM
✓ Dine-in · ✓ Takeaway · ✓ No-contact delivery

→ View all

But why
these three
business
profiles?



Rating ▾ Hours ▾ Visit history ▾

Sort by ▾

⚠ Hours or services may differ

HARU Japanese Restaurant

4.6 ★★★★★ (376) · \$\$ · Japanese regional restaurant

64 m · 19 Broadway Ave

Closes soon · 10PM

✓ Dine-in · ✓ Takeaway



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4.5 ★★★★★ (952) · \$\$ · Grill

18 m · 41 Broadway Ave

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Indian Flavours

4.3 ★★★★★ (135) · \$\$ · Indian

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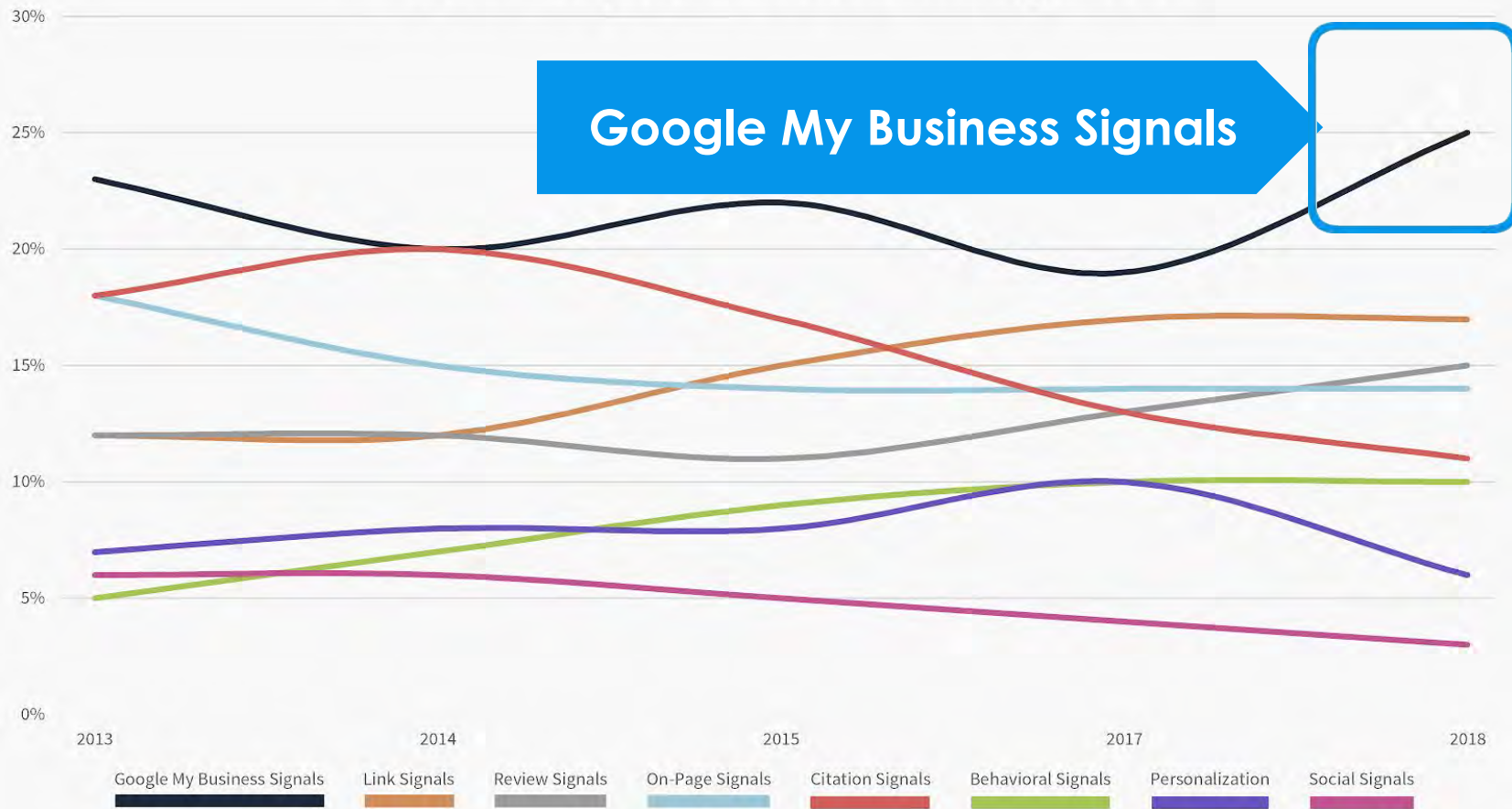
View all

DISTANCE

RELEVANCE

PROMINENCE

Local Pack/Local Finder Ranking Factors



Better business profiles
drive more exposure
and more engagement

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

← google my business

Google My Business ...
Google LLC

INSTALL

4.5 ★
123K reviews

10M+
Downloads

Everyone ⓘ

Get your business found on Google for free

Google My Business

Connect with your customers on Google and get insights on your business

You might also like MORE

2:22 ↻

Search

← Search

Google My Business
Connect with your Custom...

OPEN

4.7 ★★★★★
18.1K Ratings

What's New [Version History](#)

Version 3.10.0 2w ago

In our latest version, we have made it easier to share your profile and improved the photos experience.

Preview

Manage Business on Google

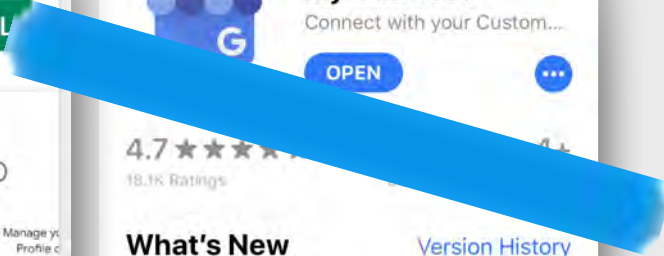
Yogandis Yogurt and Botana Bar

Views	Delivers	Reviews
5.4K	4.7K	4.5K

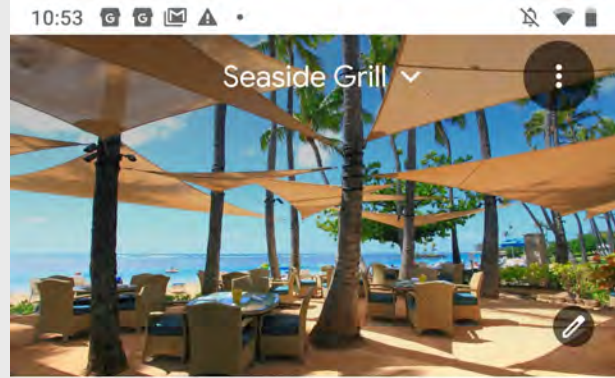
Your followers

Latest Post

Today Gmail Apps Updates Search



Download the Google My Business App




Seaside Grill 
★★★★☆ (43)
Bar & grill



Overview Posts Photos

Your welcome offer

Set up your welcome offer
Turn followers into customers

 5000 Kahala Avenue, Honolulu, HI 96816-5411, United States

Home Customers  Profile More

A desktop view of the Google My Business profile for Seaside Grill. The top navigation bar includes the Google My Business logo, a search bar, and a user profile icon. A large white box is overlaid on the top left of the main content area. The left sidebar contains a menu with options: Posts, Info, Insights, Reviews, Messaging, Photos, Website, Manage locations, Settings, and Support. The main content area features a promotional card for 'Seaside Grill - 22 Beers On Tap And More' with a 'Get started' button. Below this is a section for 'Performance over the past 28 days' showing a 13% decrease. The 'Your latest post' section shows a post about 'Seaside Grill Food & Cocktails' with 585 views and 5 clicks. A 'Create post' button is visible below the post. The bottom of the main content area shows a 'LATEST REVIEWS' section with a 4.4 star rating and 43 reviews.

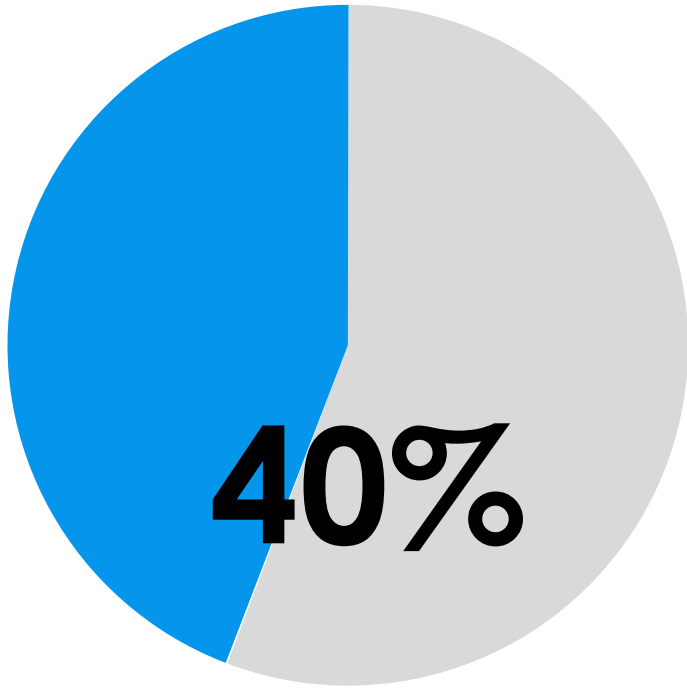
 Some Features Vary!

The bottom part of the desktop view of the Google My Business profile. It shows a grid of customer photos with view counts (85 and 577). Below the photos is a 'LATEST REVIEWS' section. The first review is from 'ペンギンビール' (Penguin Beer) dated May 4, 2018, with a 5-star rating. The review text is: '(Translated by Google) Quiet and healing atmosphere ~ Food is American Hamburger is big A thick thick Japanese beef p... More'. The overall rating is 4.4 stars based on 43 reviews.

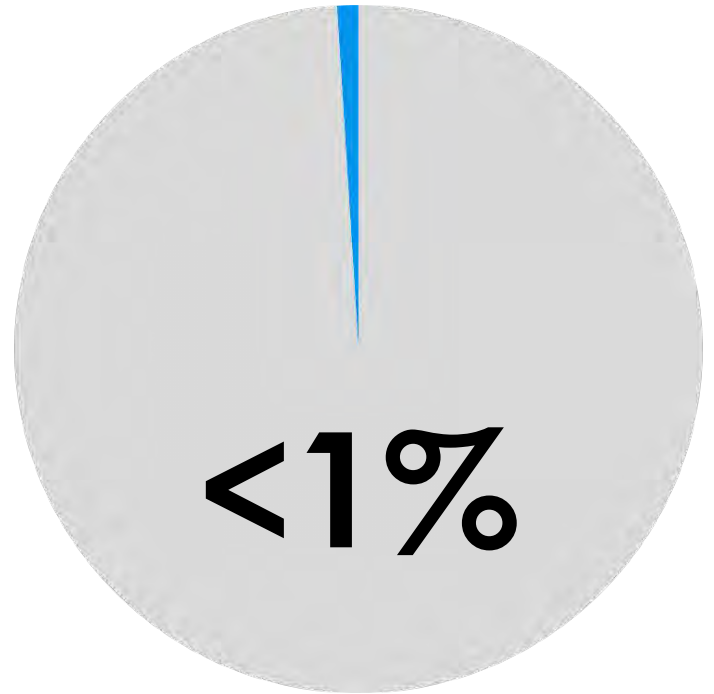
Info Tab



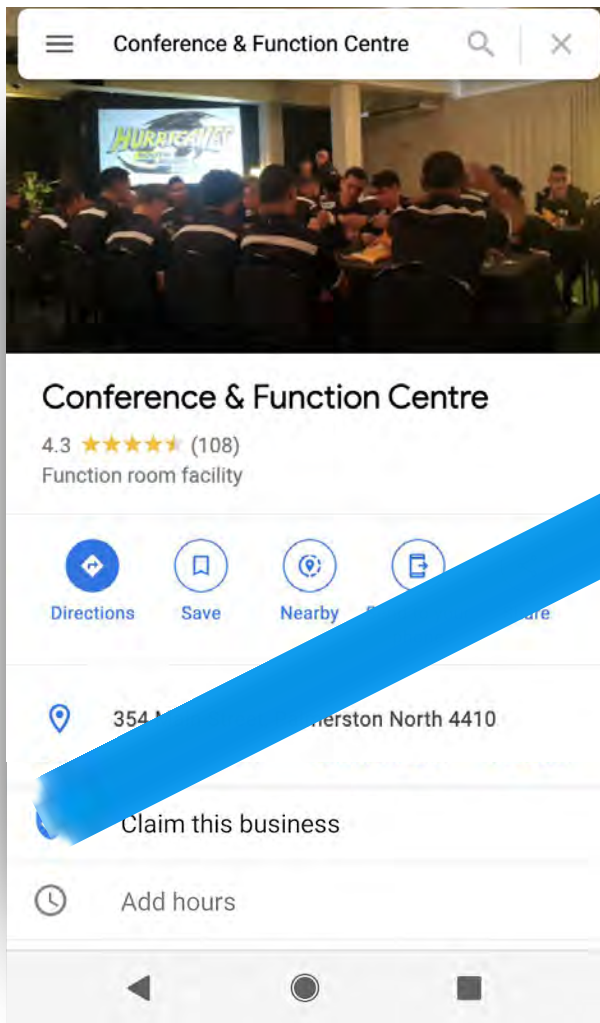
Verification and Completeness



Of Manawatu listings are **unverified**, and (therefore) unmanaged by the owner



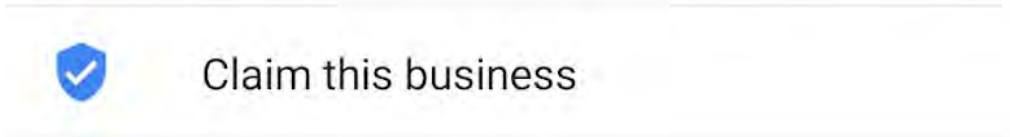
Of top performing business profiles are **unverified**

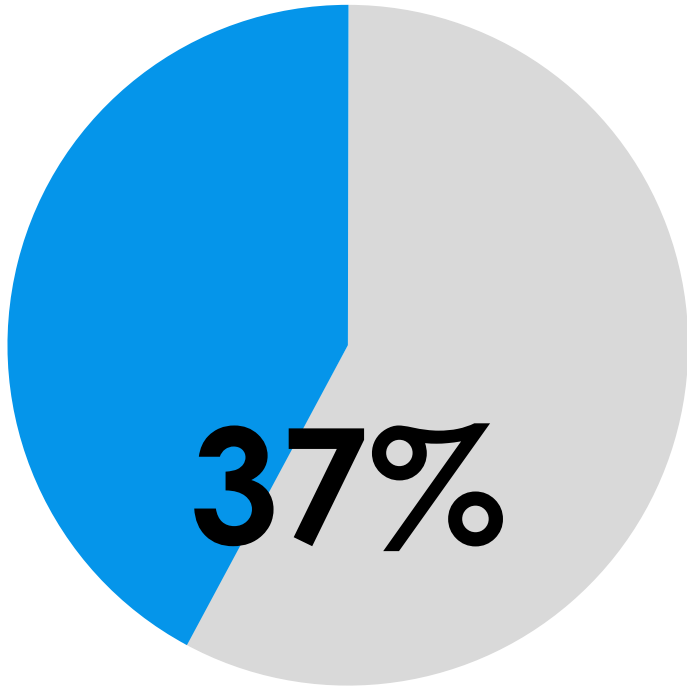


Make Sure You've Claimed Your Business

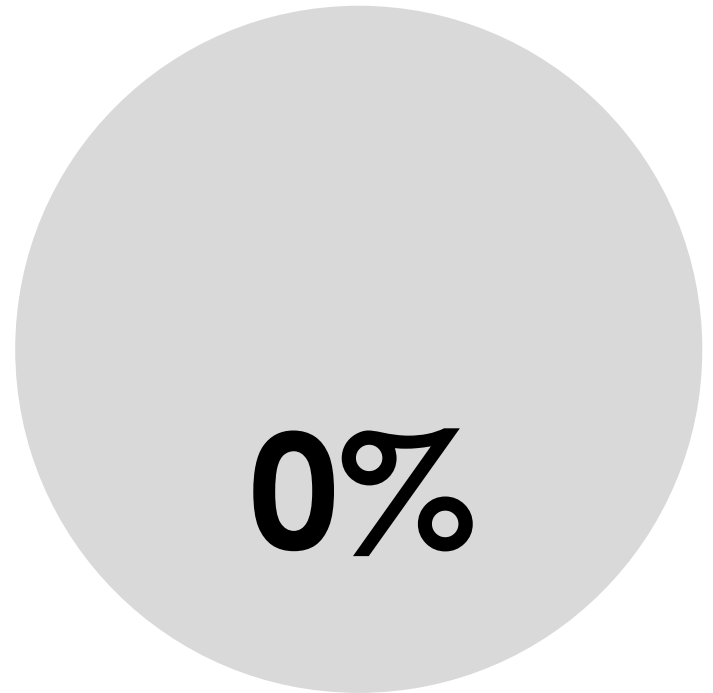
Search for your business in maps and look for this icon.

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





Of Manawatū listings are **incomplete**, missing basic information



Of top performing business profiles have **incomplete** information

ORGANIZATION

Miles Partnership

RumFish Grill

6000 Gulf Boulevard
St. Pete Beach, Florida 33706
United States

Home

Posts

Info

Menu

Insights

Reviews

Messaging

Photos

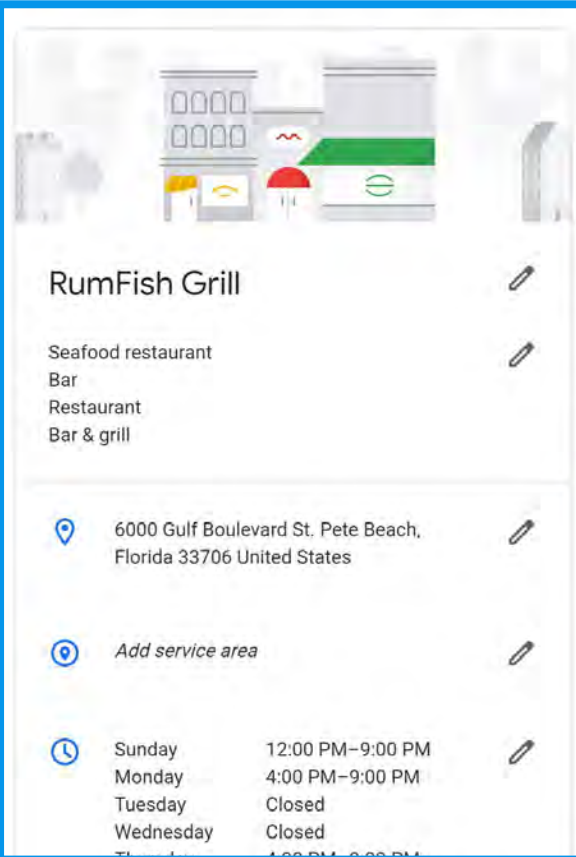
Bookings

Website

Users



This location has updated information from Google users or other sources. Review these published updates to make sure that they're accurate. [Learn more](#)



RumFish Grill

Seafood restaurant
Bar
Restaurant
Bar & grill

6000 Gulf Boulevard St. Pete Beach, Florida 33706 United States

Add service area

Sunday	12:00 PM–9:00 PM
Monday	4:00 PM–9:00 PM
Tuesday	Closed
Wednesday	Closed
Thursday	1:00 PM–9:00 PM

Your business is live

View on Search

View on Maps

Share your Business

Advertise easily in m

Seafood restaurant

Ad · <https://www.rumfishgri.com>

RumFish Grill - Gour

YourTown

Show up whenever custom

their computers or mobile

pay when your ad is clicke

Make sure your information complete and accurate.

Check Your:

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

Google My Business

ORGANIZATION
Miles Partnership

Seaside Grill
5000 Kahala Ave
Honolulu, HI 96816

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

Seaside Grill

Bar & grill
Restaurant
Seafood restaurant
Hamburger restaurant

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**

TRI Artisan + Vintage

4.9 ★★★★★ (43)

Antic
Clos



Open · Closes 5PM

Updated by business under 1 hour ago

DIRECTIONS START CALL SAVE

Eclectic gift shop offering an array of vintage & fair-trade wares, plus goods from local artisans.



107 S Public Rd, Lafayette, CO 80026



Closed · Opens 11 AM

Updated by business 8 days ago

See more hours



(720) 502-4463



shop-tri.com



XWX5+3M Lafayette, Colorado

1:07

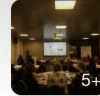
google.com

ALL NEWS MAPS IMAGES VIDEOS

Miles Partnership

5.0 ★★★★★ (1)

Marketing agency in Auckland
Open



OVERVIEW UPDATES REVIEWS PHOTOS



CALL



DIRECTIONS



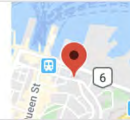
SAVE



WEBSITE



Level 1/18 Emily Place,
Auckland CBD, Auckland
1010



Open · Closes 5PM

Updated by business under 1 hour ago

More about Miles Partnership



Miles Partnership

miles

Website Directions Save Call

5.0 ★★★★★ 1 Google review

Marketing agency in Auckland

Address: Level 1/18 Emily Place, Auckland CBD, Auckland 1010

Hours: Open · Closes 5PM

Updated by business under 1 hour ago

Phone: 09-974 2452

Suggest an edit · Own this business?

Questions & answers

Be the first to ask a question

Ask a question

Reviews

1 Google review

Write a review

Add a photo

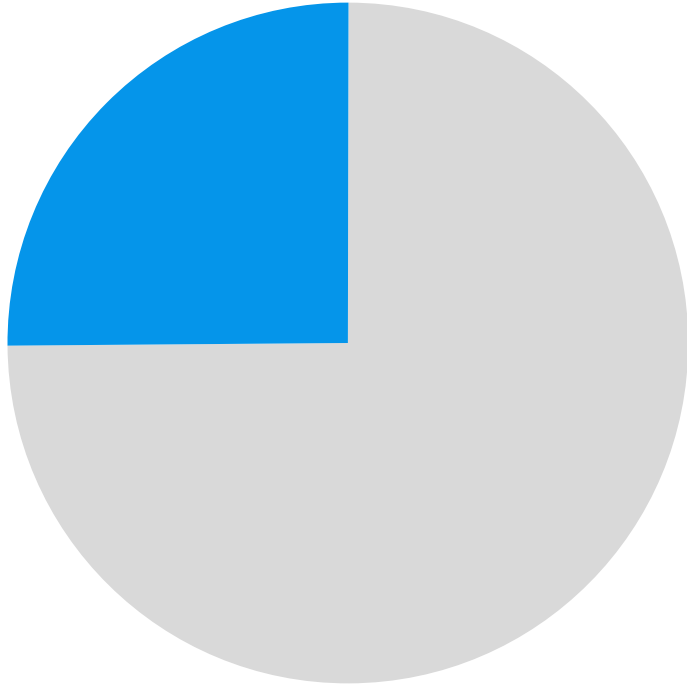
From Miles Partnership

'At Miles we deliver visitors. We offer global and South Pacific expertise, insights and partnerships in Tourism Marketing.'

Updates from Miles Partnership

View previous updates on Google

PARTNERSHIP



25%

Of Manawatū
incomplete listings are
missing hours.



NEW Detailed Hours Options

...le users or other sources.
...they're accurate. Learn more

Accept all for this location

Reunion Resort Water Park

7593 Gathering Dr
Kissimmee, FL 34747
USA

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

- Create an ad
- Manage locations
- Settings

Sunday	10:00 AM–6:00 PM	
Monday	10:00 AM–5:00 PM	
Tuesday	10:00 AM–5:00 PM	
Wednesday	10:00 AM–5:00 PM	
Thursday	10:00 AM–5:00 PM	
Friday	10:00 AM–5:00 PM	
Saturday	10:00 AM–6:00 PM	

More hours
Add hours

- Add special hours
- (866) 880-8563
- ReunionResortWaterPark
- http://www.reunionresort.com/reunion-resort-water-park?utm_source=GMB&utm_medium=Listing&utm_campaign=Resort-Listing
- Appointment links**
Add link

- Google Assistant calls

- Advanced information
- Store code *Enter store code*
- Labels *Enter labels*
- Google Ads location extensions phone *Enter Google Ads phone*



NEW Detailed Hours Options

Sunday	10:00 AM - 6:00 PM	
Monday	10:00 AM - 5:00 PM	
Tuesday	10:00 AM - 5:00 PM	
Wednesday	10:00 AM - 5:00 PM	

Advanced information

Store code:

More hours

You can add hours for specific services or specials to your business on Google

Add hours

- + Access
- + Brunch
- + Delivery
- + Drive through
- + Happy hours
- + Kitchen
- + Online service hours
- + Pickup
- + Senior hours
- + Takeout**

Cancel [Apply](#)

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



This location has updated information from Google users or other sources. Review these published updates to make sure that they're accurate. [Learn more](#)

Accept all

Sunday	10:00 AM - 6:00 PM	
Monday	10:00 AM - 5:00 PM	

Google Assistant calls

Takeout

Delete hours

- Sunday Closed
- Monday Closed
- Tuesday Open —
- Wednesday Open —
- Thursday Open —
- Friday Closed
- Saturday Closed

Cancel [Continue](#)

Access

Brunch

Delivery

Drive Through

Happy hours

Kitchen

Online service hours

Pickup

Senior hours

Takeout

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](#)

Keep "Special hours" up to date

Miles Partnership

6751 Professional Parkway West Suite 200
Satellite, FL 34240

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

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

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

Hotel check-in/out times

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.

Add photos



Top Performer Secrets



Service Areas

About 861,000,000 results (0.70 seconds)



Rating Hours Visit history

Sort by

Hours or services may differ

Auckland City Tours

4.6 ★★★★★ (10) · Bus tour agency

100 m · Ferry Terminal - Pier 1 · Near Ferry Building



Unique Tours Auckland: Food and Wine Walking Tour

5.0 ★★★★★ (1) · Security service

Closed · Opens 8AM Fri

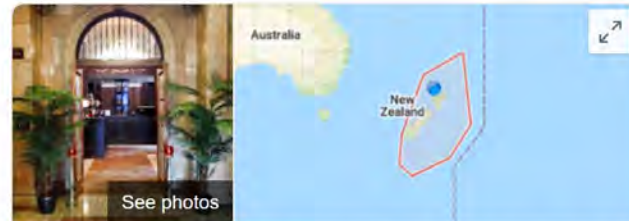


Gray Line NZ

3.0 ★★★☆☆ (6) · Bus tour agency



More places



Unique Tours Auckland: Food and Wine Walking Tour

Website

Save

5.0 ★★★★★ 1 Google review

Hours: Closed · Opens 8AM Fri

Phone: 09-969 1604

Category: A user suggested this category

Tour operator

Suggest an edit · Own this business?

Service Area Businesses

Reviews

Write a review

Add a photo

1 Google review

People also search for

View 15+ more

Calm Waters Spa

61 Hawks Cay Blvd
Duck Key, FL 33050

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



Calm Waters Spa

- Day spa
- Facial spa
- Hair Salon
- Nail Salon
- Massage spa

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



- Bookings
- Website
- Users
- Create an ad

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 ▾ Hours ▾ Visit history ▾

Sort by ▾

⚠ Hours or services may differ

HARU Japanese Restaurant

4.6 ★★★★★ (376) · \$\$ · Japanese regional restaurant

64 m · 19 Broadway Ave

Closes soon · 10PM

✓ Dine-in · ✓ Takeaway



Brew Union Brewing Co

4.5 ★★★★★ (952) · \$\$ · Grill

18 m · 41 Broadway Ave

Closes soon · 10PM

✓ Dine-in · ✗ Delivery



Indian Flavours

4.3 ★★★★★ (135) · \$\$ · Indian

240.0 m · 529 Main St

Closes soon · 10PM

✓ Dine-in · ✓ Takeaway · ✓ No-contact delivery



View all

DISTANCE

RELEVANCE

PROMINENCE

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

3,951

English
categories
currently
+15 vs. 2019

Example Categories

- **Basket supplier**
- **Bird control service**
- **Bouncy Castle Hire**
- **Cat Hostel**
- **Gravel Pit**
- **Goldfish Store**
- **Hubcap Supplier**
- ...

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



1919 Restaurant

Organic restaurant
Fine dining restaurant

1055 Avenida Doctor Ashford San Juan,
00907

Add service area

Thursday 6:00 pm–10:00 pm
Friday 6:00 pm–11:00 pm
Saturday 6:00 pm–11:00 pm

4/16/18 11:30 am–2:30 pm
9/30/18 Closed
10/2/18 Closed

Check for new categories too

Category

Categories describe what your business is, not what it does or sells.

Primary category

Organic restaurant

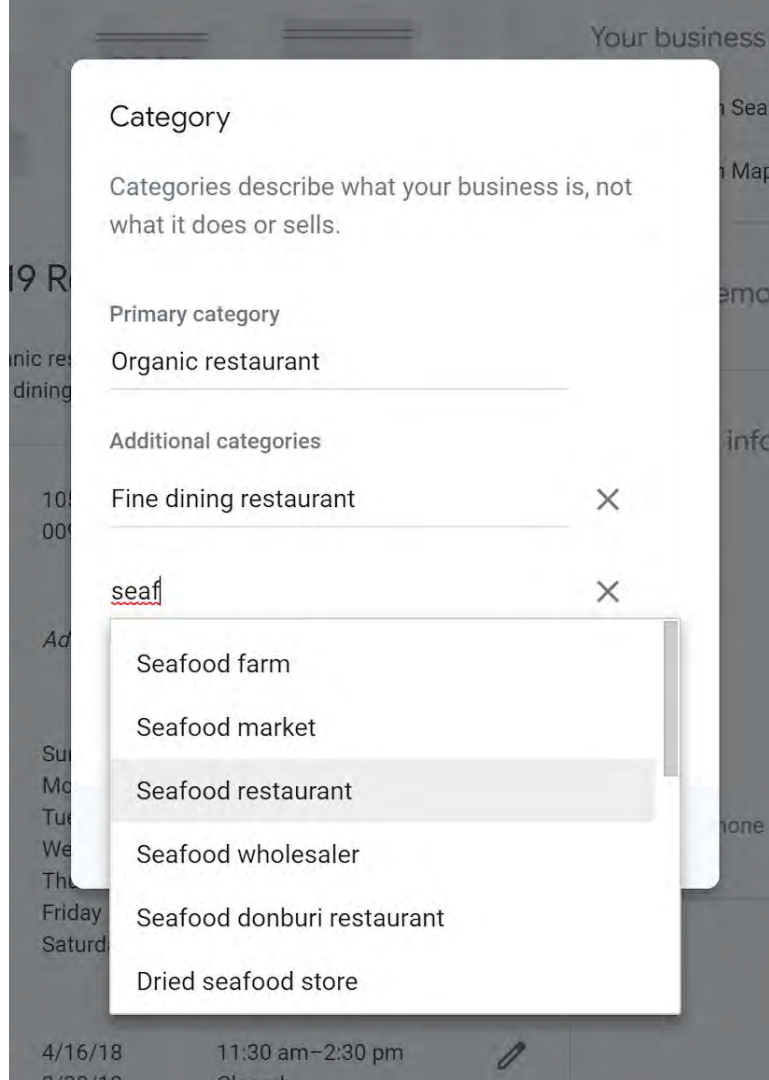
Additional categories

Fine dining restaurant

seaf

- Seafood farm
- Seafood market
- Seafood restaurant
- Seafood wholesaler
- Seafood donburi restaurant
- Dried seafood store

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



Attributes

1919 Restaurant

1055 Avenida Doctor Ashford
San Juan, 00907
Puerto Rico

- 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

Search here



Must-see attractions in d...
10 places

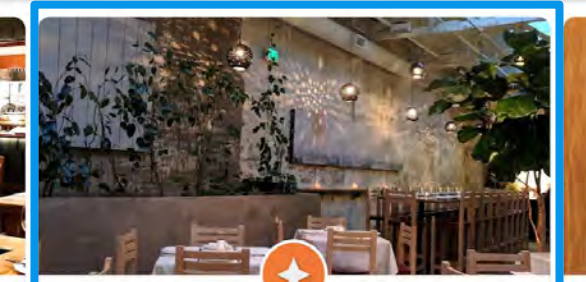
Local favorites in Phoenix
10 places



Veteran-led restaurants in ...
8 places

Best Places for Outdoor Activi...
6 places

Search here



Women-run restaurants in SF
13 places



L'ETO London
4.3 ★★★★★ (1,423) - \$\$
Cafe · Open
+ Follow

OVERVIEW UPDATES REVIEWS PHOTOS ABOUT

FROM L'ETO LONDON

"We bring the magic of great cooking to you, wherever you may be! Imagine being in a restaurant where you can have it all."

DETAILS

Contemporary cafe-style restaurant serving large breakfast menu, lunch, snacks and dinner.

Attributes

Attributes

Attributes

Attributes

Hotels have the most

Attributes you can edit are shown below.

Only attributes you can edit are shown below.

Only attributes you can edit are shown below.

Search these attributes

Search these attributes

Search these attributes

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

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

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

Crowd

- Family-friendly
- LGBT

Highlights

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

Lodging options

- Family rooms

Trips Auckland Tue, Aug 11 Wed, Aug 12 2 \$600+

Hotels Vacation rentals **Amenities** Free cancellation More filters

1,101 hotels

Amenities 1,101 places

Free Wi-Fi	Fitness center
Free breakfast	Kid-friendly
Free parking	Pet-friendly
Air-conditioned	Pool
Bar	Restaurant
Spa	Room service
All-inclusive available	

Sort by Best match

Learn more

Learn more

Learn more

View prices

Select dates: Tonight Tomorrow This weekend Next weekend Next work week

View larger map

Map data ©2020 200 m Terms of Use

! NEW attributes

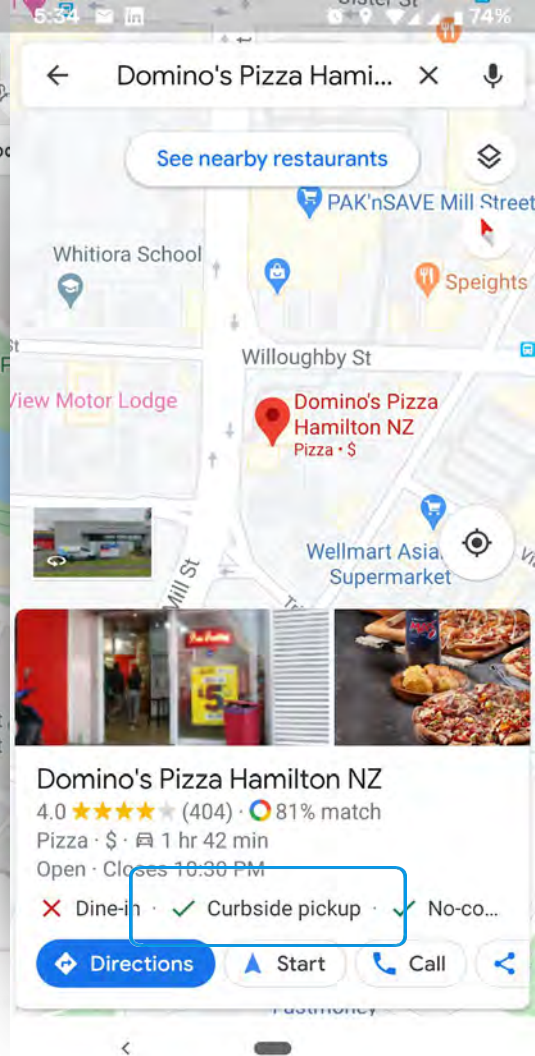
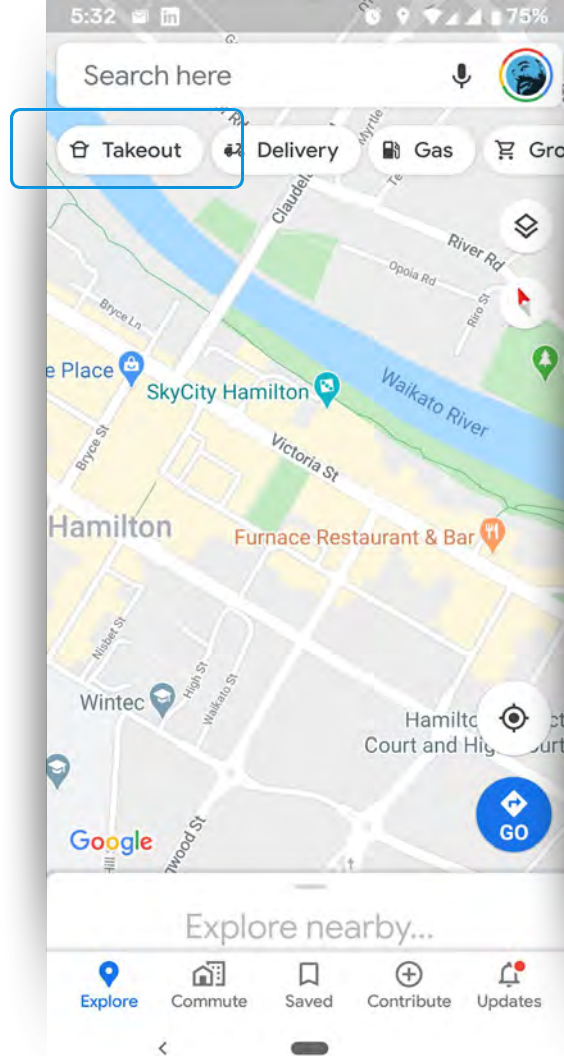
Recent changes as a result of COVID-19 have introduced new tags for restaurant and retail which **directly affect whether businesses appear in map searches**. Look for:

Dine-in

Takeout

Delivery or No contact delivery

Pickup or Curbside pickup



! NEW health & safety attributes

Even more recently very specific **health and safety attributes** have been added, including:

Mask required

Reservations required

Staff get temperature checks

Staff wear masks

Temperature check required

Attributes

🔍 Search these attributes

Let customers know more about your business by adding attributes to your Business Profile.

[Learn more](#)

Health & safety

✓ Mask required

✓ Reservations required

+ Staff get temperature checks

✓ Staff wear masks

+ Temperature check required

Top Performer Secrets



Menus, Services & Products

11:47

72%



Serenity by the sea Spa

4.7 ★★★★★ (40)

Spa in Miramar Beach, Florida · Op

+ Follow

VIEW UPDATES **SERVICES**

Massage Services

Serenity by Design | 50 Minutes

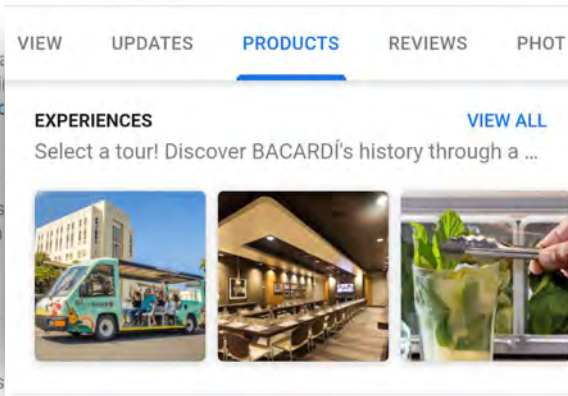
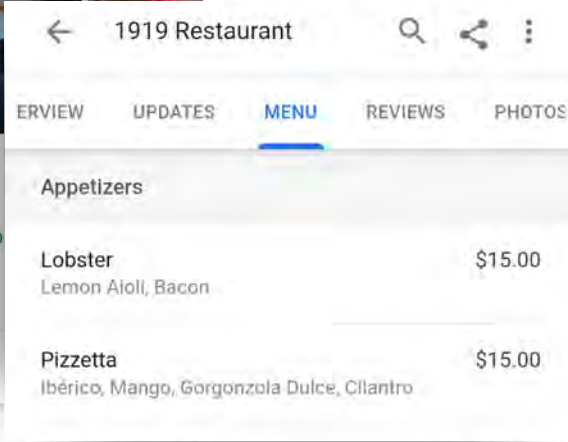
Indulge in our signature massage therapy. Choose your scent from our Pure Fiji line and customize your massage by selecting...

Ocean Wave Massage | 50 Minutes

This wave-like, head-to-toe massage is performed with a blend of mineral-rich seawater and marine plant oils to rebalanc...[More](#)

Aromasea Massage | 50 Minutes

Our traditional full body Swedish Mass...



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

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

Manage locations



Website

https://www.condadovanderbilt.com/c
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

Menu

Add photos of your menu

Show customers what your menu looks like. [See examples](#)



Appetizers

Lobster

Lemon Aioli, Bacon

\$15.00

Pizzetta

Ibérico, Mango, Gorgonzola Dulce, Cilantro

\$15.00

Bacalao Croquette

Aioli

\$16.00

Ibérico de Bellota

Garlic Croutons

\$30.00

Add menu item

First

Category

Categories describe what your business is, not what it does or sells.

Primary category

Hotel

Additional categories

Event venue



Wedding venue



[Add another category](#)

Cancel

Apply

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

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”**

Casa BACARDÍ Puerto Rico

Carretera 165
Cataño, 00949
Puerto Rico

- Home
- Posts
- Info
- Menu
- Insights
- Reviews
- Messaging
- PHOTOS
- Products**
- Services
- Website
- Users

See it on Google

Experiences



Historical Tour

\$15.00

Enjoy a cocktail at our waterfront Bat Bar Pavillion, 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...

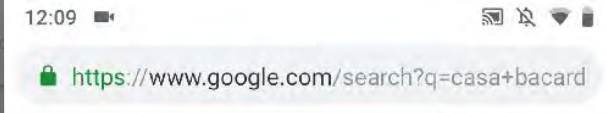


Mixology Class

\$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 Pavillion,...

Add product



Casa Bacardi

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

Reviews

Messaging

Photos

Products (Beta)

Website

Users

Create an ad

Experien
Select a tour
master the M



Add pr

See

m Tasting Tour, or

deded tour to
ny's history of

how we make
of our family

BACARDÍ
Start with a

Products

ORGANIZATION



Angler & Ale

Website Directions Save

4.2 ★★★★★ 454 Google reviews
\$\$\$ · Seafood restaurant

✓ Dine-in · ✓ Takeaway · ✗ Delivery

Address: 540 Duck Key Dr, Duck Key, FL 33050, United States

Hours: Closed · Opens 5:30PM · See more hours
Updated by business 3 weeks ago

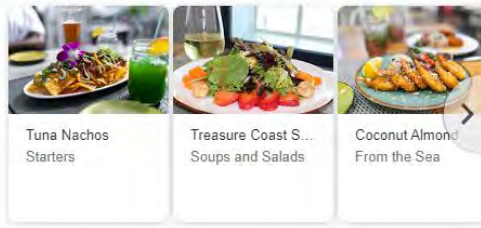
Menu: hawkscay.com

Phone: +1 305-209-9991

Suggest an edit · Own this business?

Products

View all

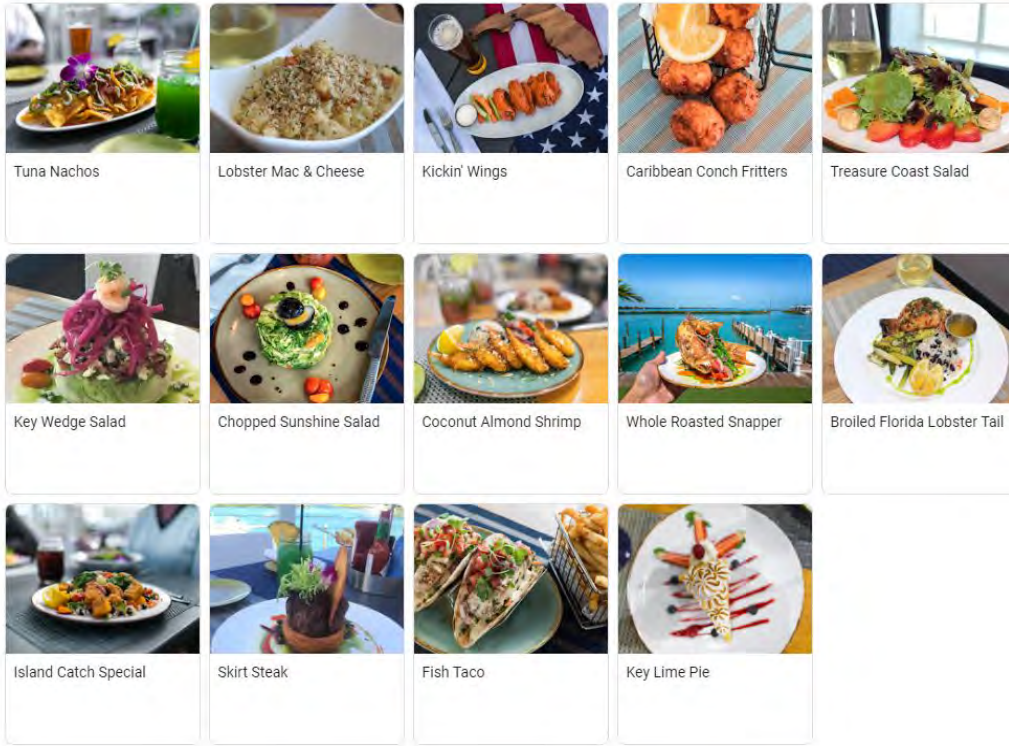


Manage products

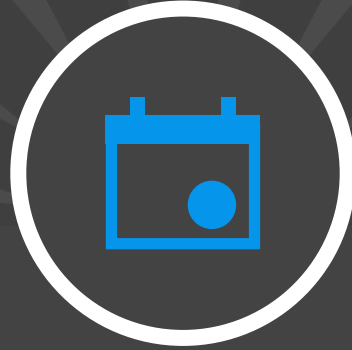
Let customers discover your business by adding products to your Business Profile on Google Search and Maps

Add product See it on Google

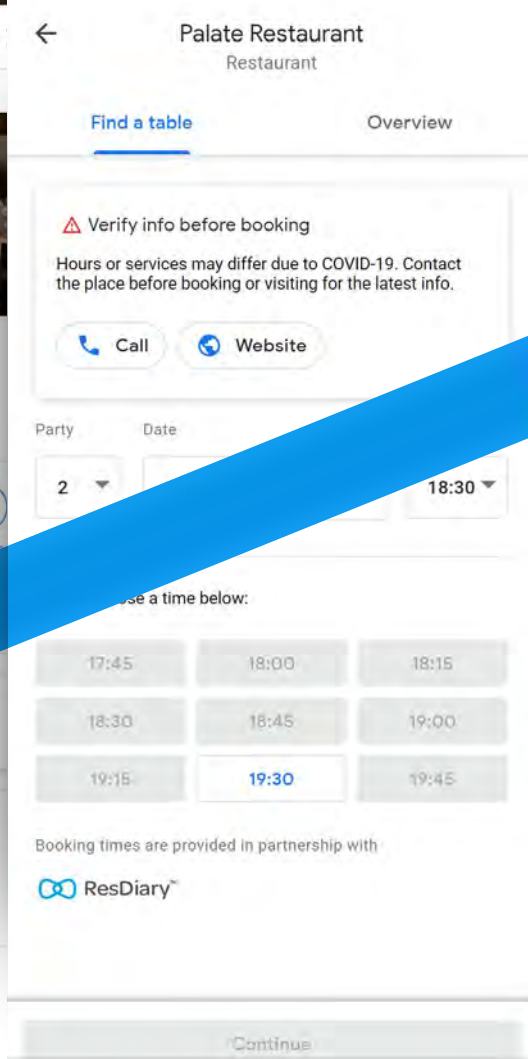
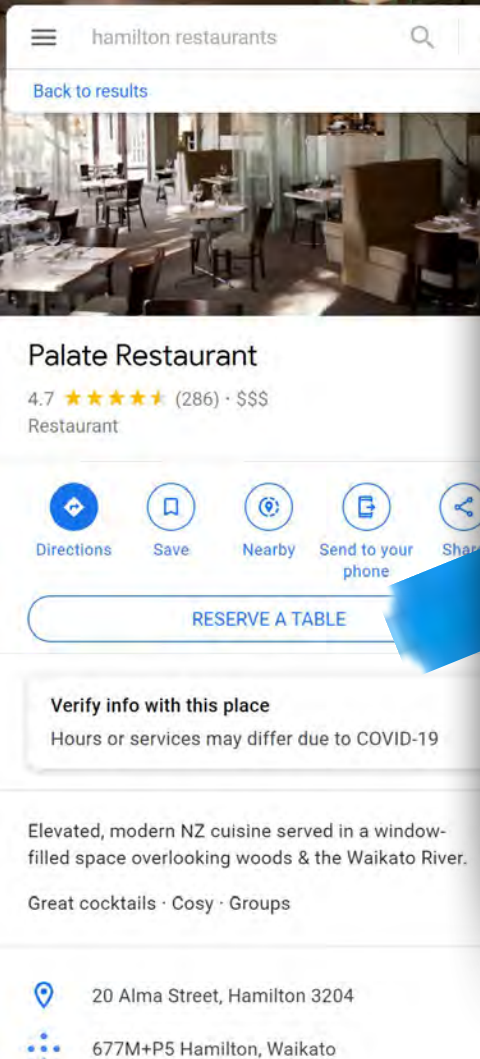
All products Starters Soups and Salads From the Sea From the Land Sandwiches Dessert



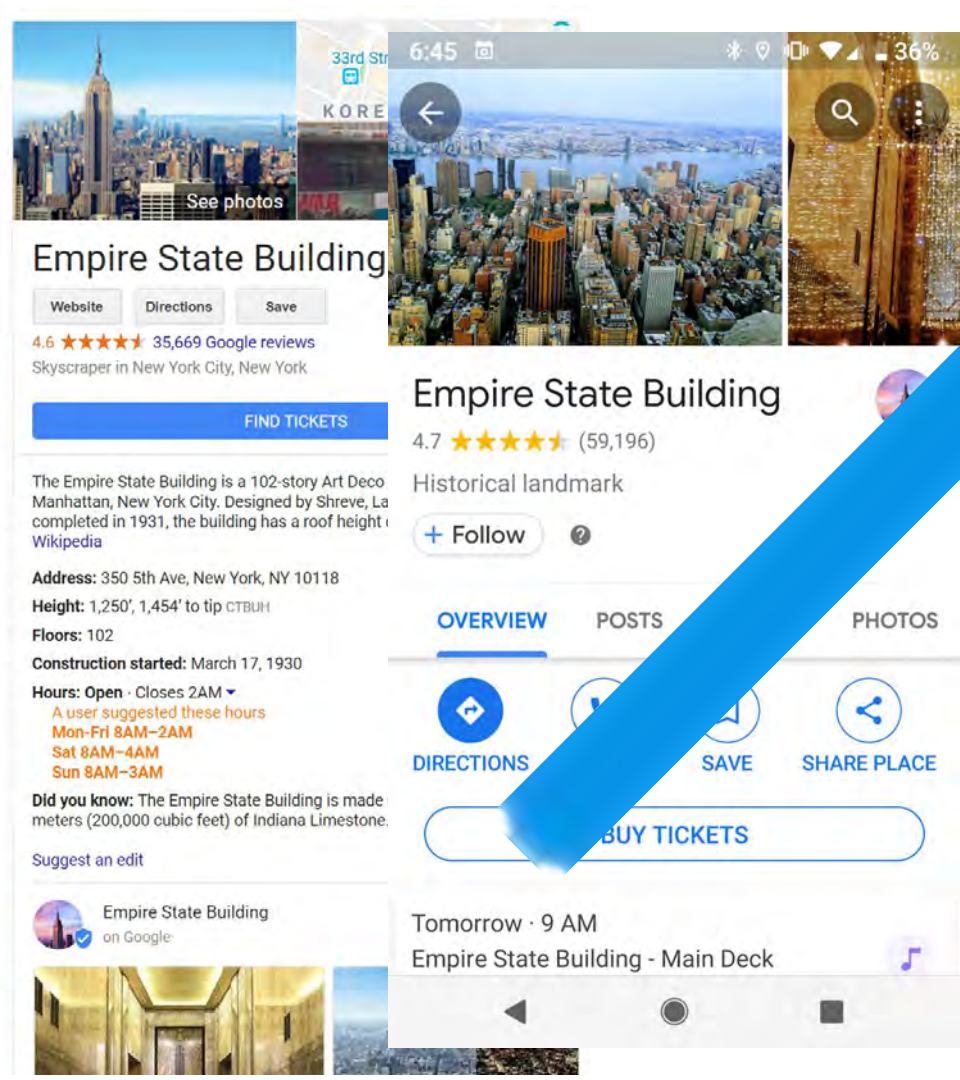
Bookings Tab



Booking & Reservations Options



Now is a really good time to **enable online booking and purchases** through your GMB profile.



Empire State Building

Website Directions Save

4.6 ★★★★★ 35,669 Google reviews
Skyscraper in New York City, New York

FIND TICKETS

The Empire State Building is a 102-story Art Deco Manhattan, New York City. Designed by Shreve, La completed in 1931, the building has a roof height | Wikipedia

Address: 350 5th Ave, New York, NY 10118

Height: 1,250', 1,454' to tip CTBUH

Floors: 102

Construction started: March 17, 1930

Hours: Open · Closes 2AM

A user suggested these hours
Mon-Fri 8AM-2AM
Sat 8AM-4AM
Sun 8AM-3AM

Did you know: The Empire State Building is made meters (200,000 cubic feet) of Indiana Limestone.

Suggest an edit

Empire State Building on Google



Empire State Building

4.7 ★★★★★ (59,196)

Historical landmark

+ Follow

OVERVIEW

POSTS

PHOTOS



DIRECTIONS



SAVE



SHARE PLACE



BUY TICKETS

Tomorrow · 9 AM

Empire State Building - Main Deck

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

6:45 36%



Empire State Building

4.7 ★★★★★ (59,196)
Historical landmark

+ Follow

OVERVIEW POSTS REVIEWS PHOTOS

DIRECTIONS CALL SAVE SHARE PLACE

BUY TICKETS

Tomorrow · 9 AM
Empire State Building - Main Deck

6:45 36%

Empire State Building

Historical landmark

SCHEDULE OVERVIEW

Daily schedule

T	W	T	F	S	S	M
06	07	08	09	10	11	12

AUG

Empire State Building Observatory standard or skip-the-line tickets

8:00 AM - 2:00 AM · From \$43.55

Do this because Choose from standard or skip-the-line tickets Visit the observatory on the 86th-floor Use the high-powered binocul... [More](#)

ALL DAY

6:45 36%

Your tickets

6 Empire State Building
AUG 20 W 34th St, New York, NY 10001, USA

★ Empire State Building
Observatory standard or skip-the-line tickets

Standard pr...	Qty	Price
\$45.97 each	2	\$91.94

Subtotal \$91.94


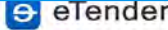














Processing fees and tax \$0.00

\$91.94 **BUY**

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

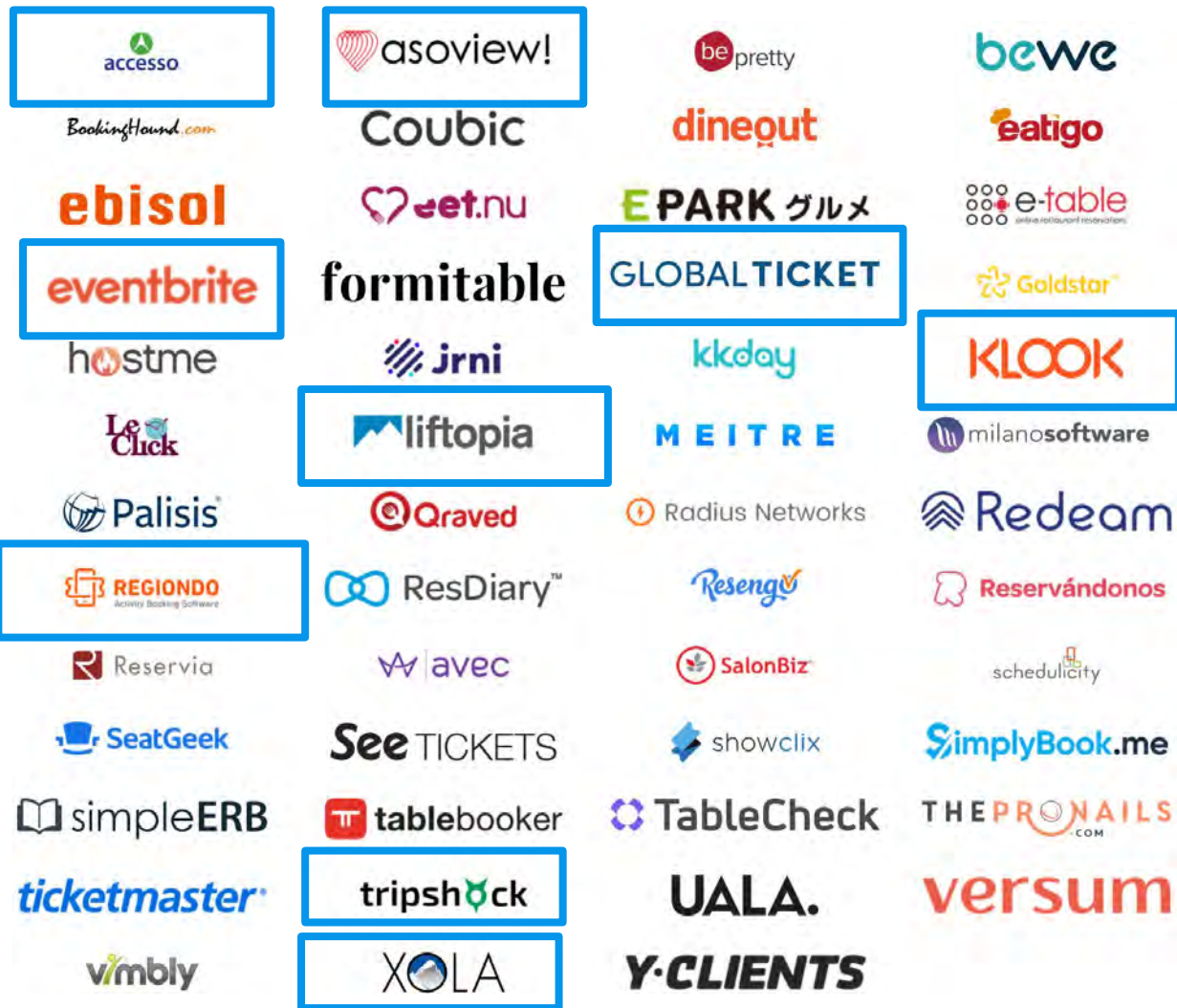
CHOOSE A PROVIDER

Providers specific to Category

 RESERVE >	 eTender >
 dinetime >	 eveve >
 showpass >	 eat >
 hostme >	 TouchBistro Dine >
 resmio >	 COVER MANAGER RESTAURANT BOOKING PARTNER >
 Wisely >	 SEVENROOMS >
 seatninja >	 CAKE Guest Manager >
 Lilero >	 MEITRE >

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

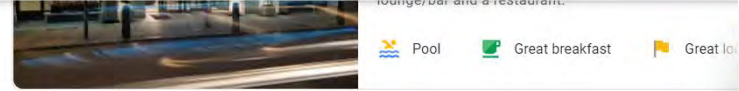


See something new

Reserve with Google



Experience something new



DoubleTree by Hilton Hotel London
 London, UK
 4-star hotel · +44 20 7709 1000
 4.3 ★★★★★ 2,701 reviews

Modern hotel offering relaxed rooms and suites, plus a rooftop bar with city views.

Pool Great breakfast Near public transit

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.

Near public transit Great location

DoubleTree by Hilton Hotel London
 London, UK
 4-star hotel · +44 20 7630 1000
 4.1 ★★★★★ 1,962 reviews

Airy quarters in a sleek hotel with 2 eateries and a fitness complimentary Wi-Fi.



The Grosvenor Hotel

Website Directions Save

4.1 ★★★★★ 1,534 Google reviews
 4-star hotel

BOOK A ROOM

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

Warm studios & 1- to 2-bedroom suites with a chic vibe with a gym.

Pet-friendly Free breakfast

Business center Room service Kid-friendly

View more amenities







Palmerston North Mon, 16 Nov Thu, 19 Nov 2 30 \$700+

Hotels **Holiday homes** Rating Amenities Rooms

COVID-19 trends in Manawatu-Wanganui

23 holiday homes Sort by best match

	Rustic Barn Conversion Loft 4.8 ★★★★★ 27 reviews 1 bedroom · 1 bathroom · Sleeps 2 · Min 1 night Bookabach.co.nz Learn more	\$132
	The Studio Boutique Accommodation 1 bedroom · 1 bathroom · Sleeps 2 · Min 1 night Bookabach.co.nz Learn more	\$232
	Brindle Cottage a beautiful place to stay 4.6 ★★★★★ 51 reviews 2 bedrooms · 1 bathroom · Sleeps 5 · Min 1 night Bookabach.co.nz Learn more	\$176
	Balfour Farm Shearer's Quarters 4.9 ★★★★★ 11 reviews	\$101

Holiday Homes are now integrated into hotel search - but only through a limited set of providers including **Bookabach, Holiday Lettings, Rentals United, or TripAdvisor.**

Reviews Tab



Ratings, Reviews and Replies

Gabriel Kreuther

411 W 42nd St, New York, NY

Write a review

4.6 ★★★★★ 393 reviews

Sort by: Newest



Jean Philippe Guy

Local Guide · 110 reviews

★★★★★ 2 months ago

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



Response from the owner 2 months ago

Dear Mr. Guy,

Thank you so much for taking the time to share your feedback about your experience at Gabriel Kreuther. We are very regretful to hear that we did not meet your expectations. If you would allow, I would love to be in touch with you to further discuss your experience. I can be reached at jean@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

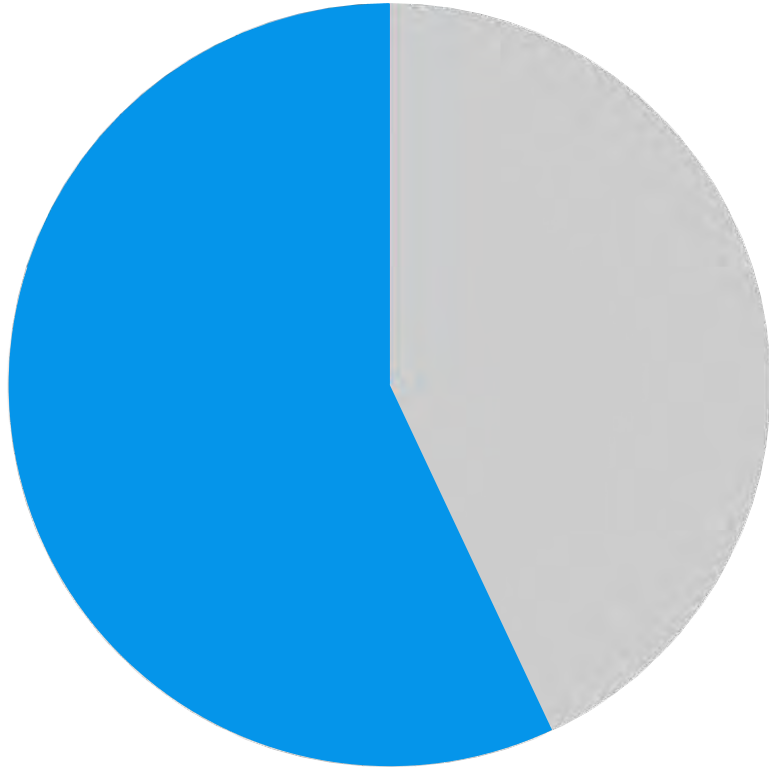


Mark Rogers

Local Guide · 147 reviews · 110 photos

★★★★ 2 months ago

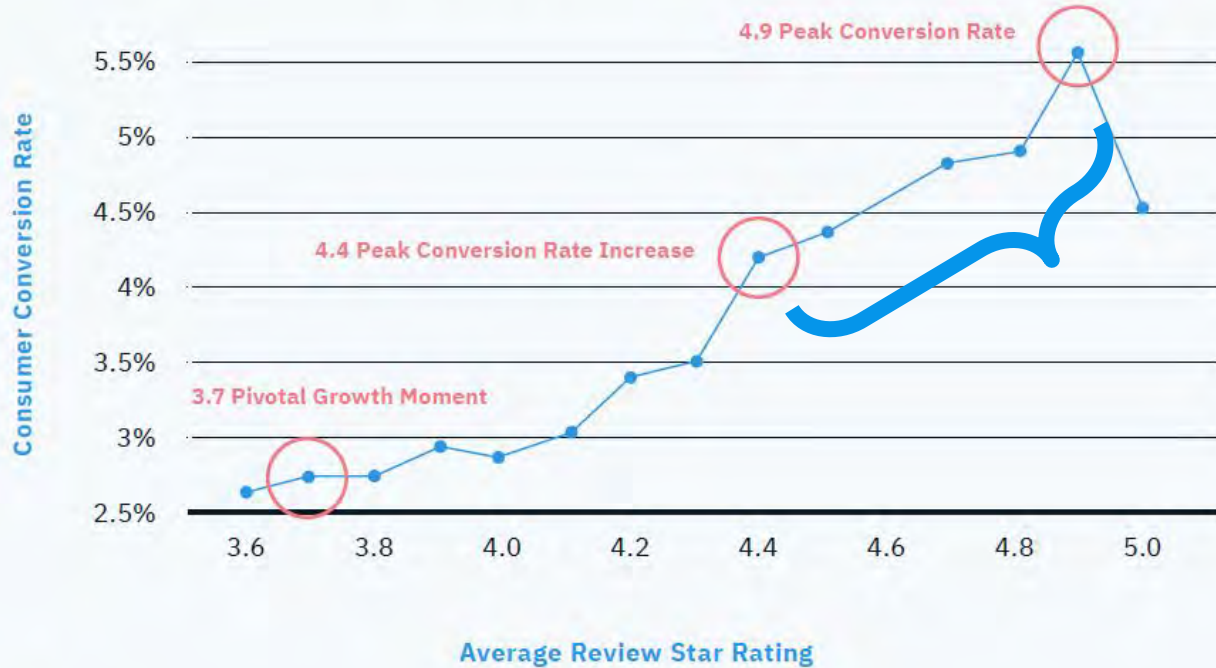
Customer reviews are **posted by users directly to your Business Profile**. They appear wherever your profile appears, and are the source of your “star rating”.



57%

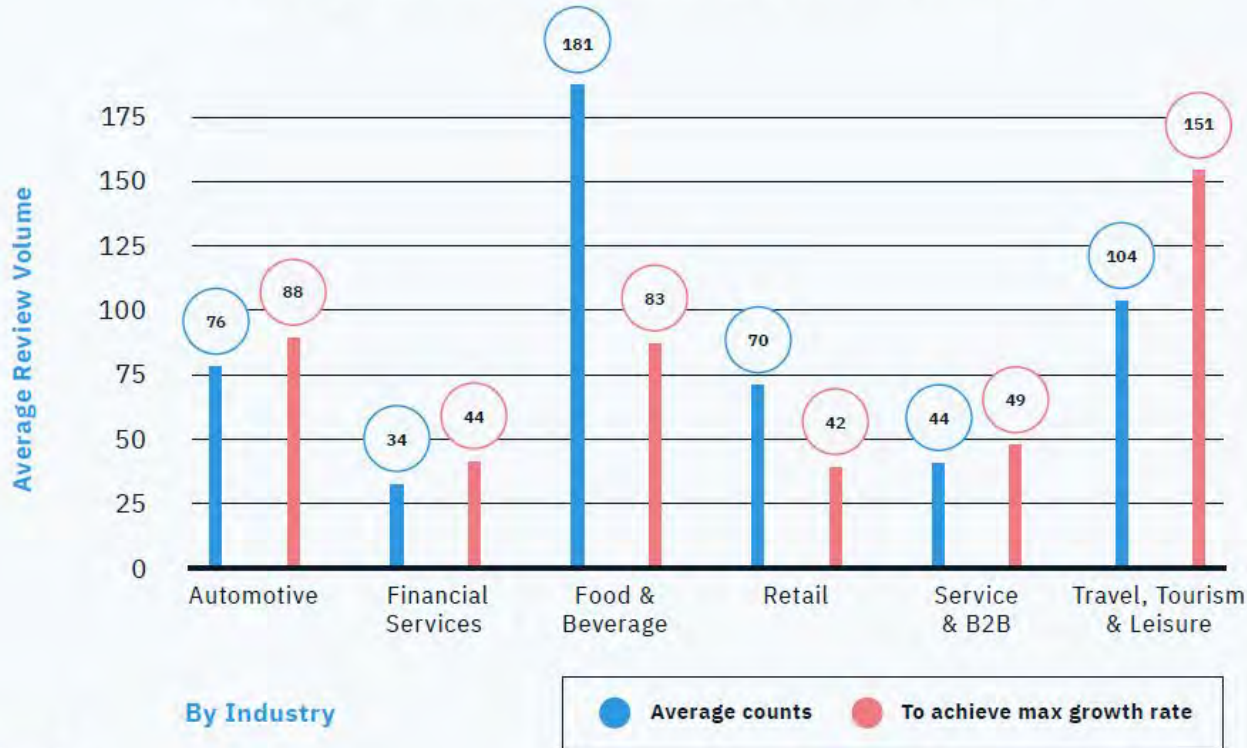
Of consumers would **only consider** using a business if it has **4 or more** stars.

Consumer Conversion Rate Increase by Average Review Star Rating



You should be targeting an average rating of **4.4** or higher to maximise conversion.

Average Review Volume by Industry Measured Against the Average Review Volume Achieving Maximum Growth



You should be targeting a **review volume of 100+** to maximise growth



Rating ▾ Hours ▾ Visit history ▾

Sort by ▾

⚠ Hours or services may differ

HARU Japanese Restaurant

4.6 ★★★★★ (376) · \$\$ · Japanese regional restaurant

64 m · 19 Broadway Ave

Closes soon · 10PM

✓ Dine-in · ✓ Takeaway



Brew Union Brewing Co

4.5 ★★★★★ (952) · \$\$ · Grill

18 m · 41 Broadway Ave

Closes soon · 10PM

✓ Dine-in · ✗ Delivery



Indian Flavours

4.3 ★★★★★ (135) · \$\$ · Indian

240.0 m · 529 Main St

Closes soon · 10PM

✓ Dine-in · ✓ Takeaway · ✓ No-contact delivery



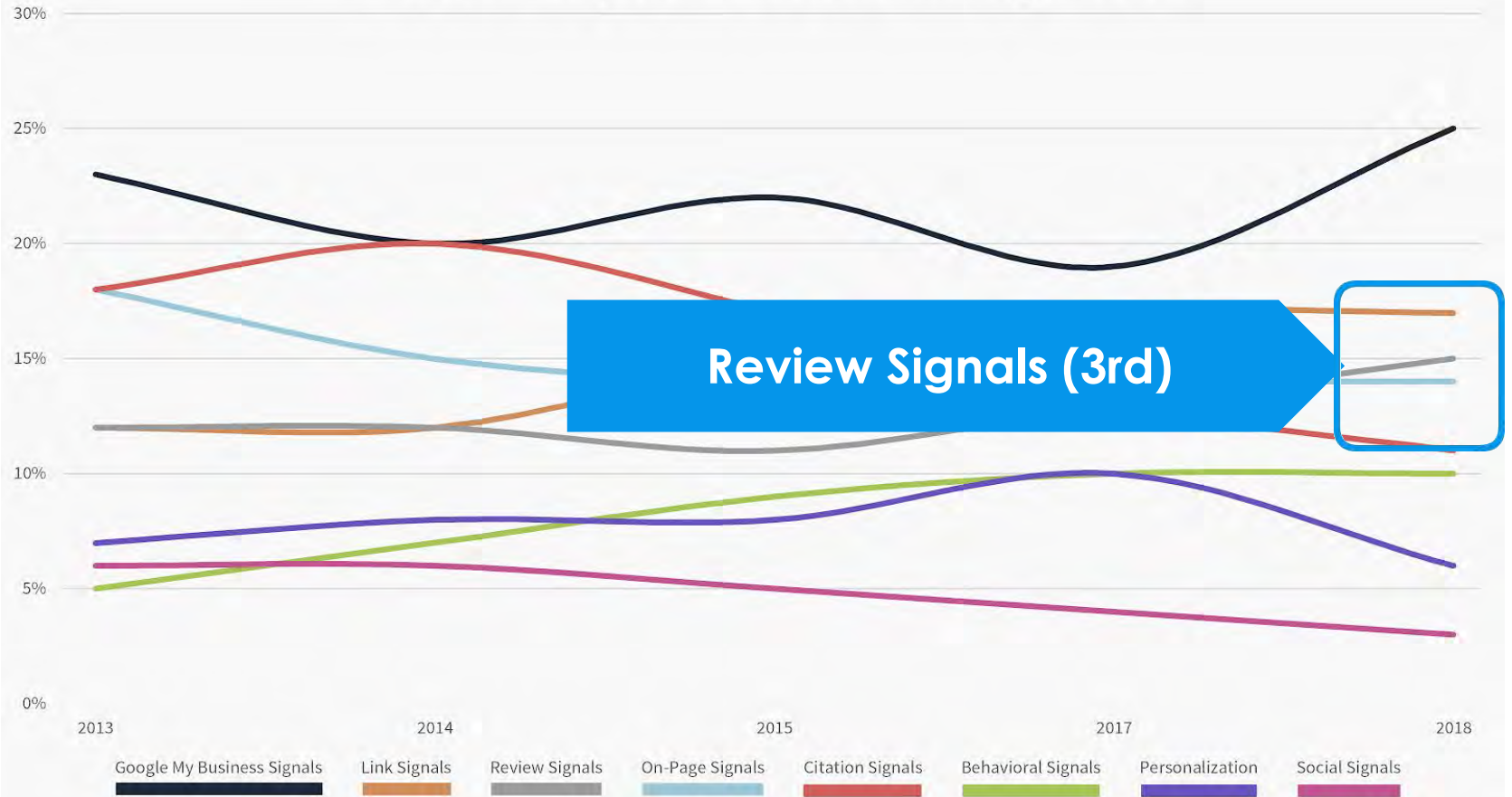
View all

DISTANCE

RELEVANCE

PROMINENCE

Local Pack/Local Finder Ranking Factors



Top Performer Secrets



Calculating your rating “vector”



Rating “Vector”

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

4.4

Overall

4.42

Last 15



*Holding Steady
No Worries*

Rating “Vector”

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

4.4

Overall

4.10

Last 15



*Downward trend
Better find out why!*

Rating “Vector”

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

Top Performer Secrets



Responding To Reviews

The Average Conversion Rate of Business Locations by Their Average Reply Rate



Average Reply Rate

● SMB ● ENT

**Dots represent clusters of locations that have similar reply rates and conversion rates and the line represents the trend of conversion rate increase.*

Reply to 30% of reviews to achieve 80% higher conversion rates than businesses that reply to 10%

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
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- Reviews**
- Messaging
- Photos
- Bookings
- Products (Beta)
- Website
- Users
- Create an ad
- Manage locations
- Settings

res

Your customers now

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
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Fish tacos were great. Yellowtail special not so sp

[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
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- Insights
- Reviews**
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- 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



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



Copy link

Flag as inappropriate

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



All

Replied

Haven't replied



Home



Posts



Info



Insights



Reviews



Messaging



Photos



Bookings



Website



Users



Create an ad

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

Getting Help with Reviews

* Required field

You're currently signed in as [ca.clark@milespartnership.com](#)

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



If your business is affected by COVID-19, update your profile to provide the most accurate info. [Learn more](#) .

What is your email address? *

[ca.clark@milespartnership.com](#)

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

Select your issue type *

Select one

Describe your issue. *

What is your issue?

support.google.com/business/gethelp

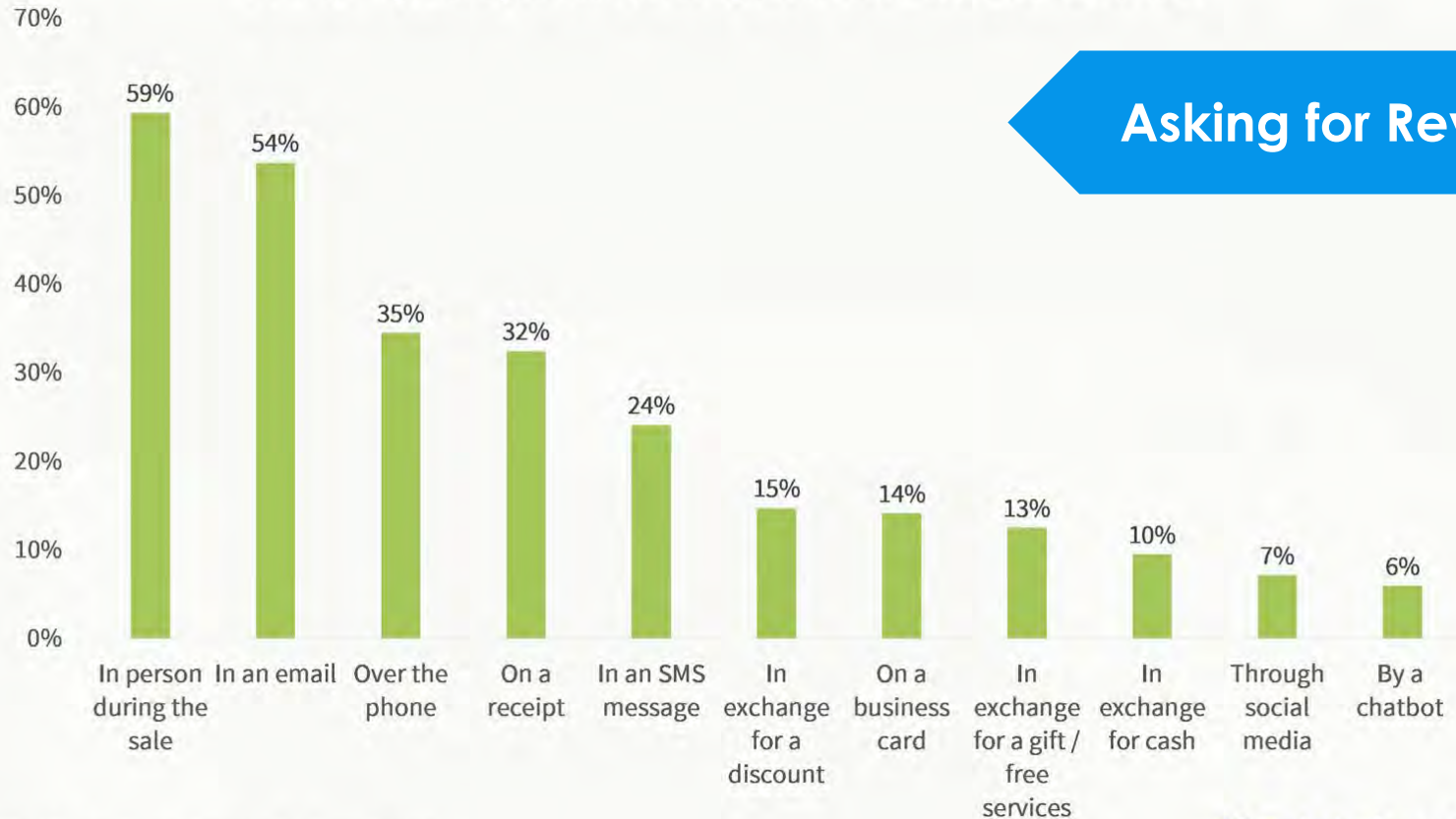
There are ways to get help through GMB support, but manage expectations, particularly right now.

Top Performer Secrets



Encouraging Positive Reviews

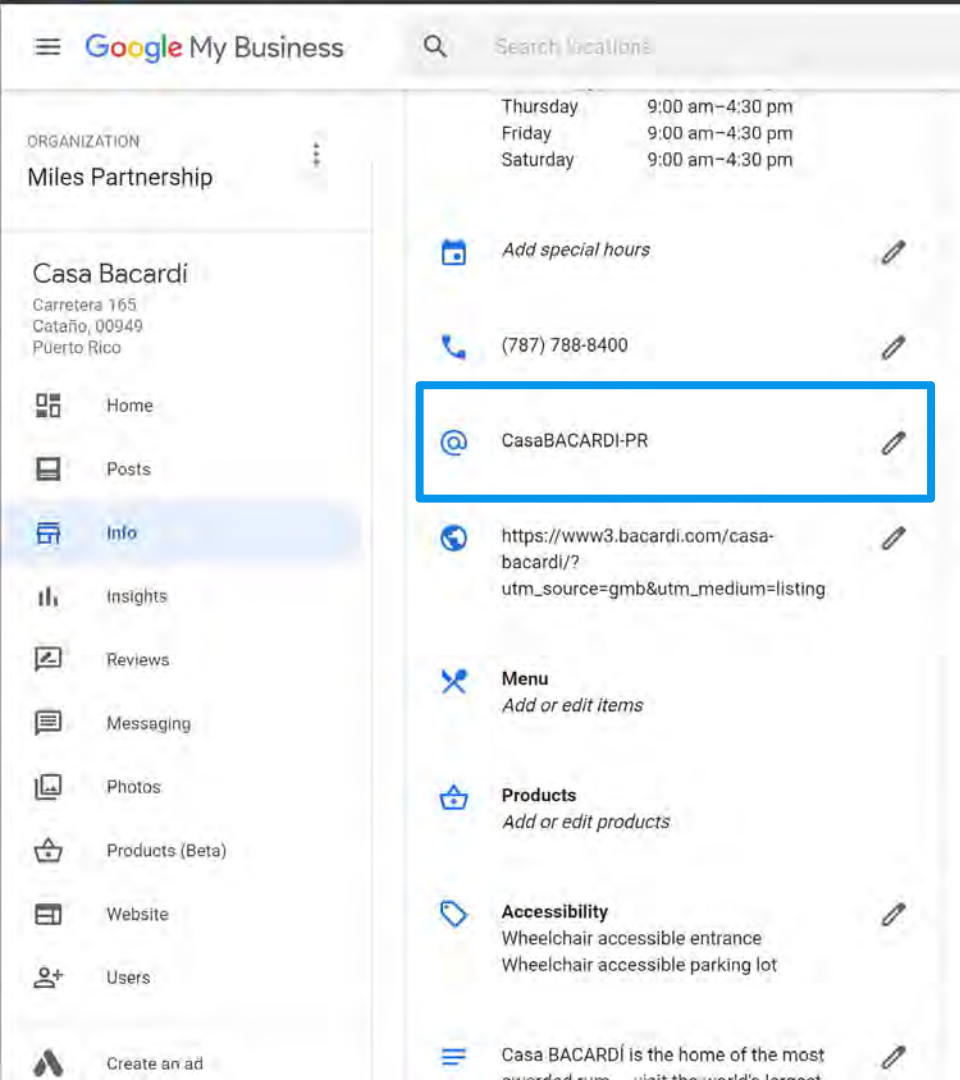
In which ways have you been asked by a local business to leave a review?



Asking for Reviews

Local Consumer Review Survey 2019





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

3:55 84%

google.com/search?q=Angl

Angler & Ale

4.2 ★★★★★ (297) · \$\$

Seafood restaurant · Open

+ Follow

OVERVIEW UPDATES REVIEWS PHOTOS

g.page/YourShortname/review

3:55 84%

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

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

Enter business name



review us
on Google

Top Performer Secrets



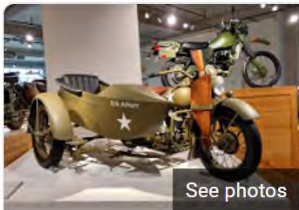
Monitoring Questions & Answers

Barber Vintage Motorsports Museum

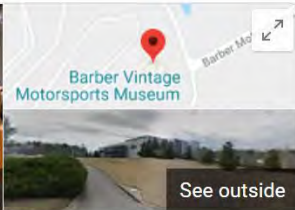
6030 Barber Motorsports Pkwy, Leeds, AL



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 Motorsports Pkwy, Leeds, AL 36054

Questions & Answers

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



(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.

← C.A. Clark



Local Guide Level 6

4,239 points



1,500 5,000

As you help other people, you earn points for each contribution & get closer to the next level.

[LEARN MORE](#)

Badges



Expert



Novice



Novice Fact



Novi

Connect

News with the Google Maps

70,000,000+ Local Guides Worldwide

700,000+ Places Added/Mo.

Median Response 20 min.



AriMar Oct 9, 2018



Two Googlers share what it's like to organize Connect Live

42

74

161

121

241

177

308

[See more](#)

NayaraA

brittym

AriMar

Restaurants

Back to results

Bill's Restaurant
4.8 ★★★★★ · 76 reviews
Fine Dining Restaurant

SAVE NEARBY SEND TO YOUR PHONE

Independently owned choice offering seasonal New American cuisine in simple, low-lit surrounds.
Comfort food · Quick bite · Healthy options

420 Frederica St, Owensboro, KY 42301
atbills.com
(270) 852-8120
Open now: 11AM-2PM, 5-9PM
Add a label
SUGGEST AN EDIT

Popular times Tuesdays

Add a photo

Review summary

12:44

Jameson's Public House
4.6 ★★★★★ 116 reviews
Bar · \$\$\$ · 37 min

OVERVIEW REVIEWS PHOTOS

DIRECTIONS CALL SAVE SHARE PLACE

Bar games · Happy hour food · Happy hour ...

Know this place?
Help others decide! OK CLOSE

10:01 79%

Natural Grocers
You visited 5 days ago

Which photo do you think is more helpful?

SKIP

MORE CHOICES

4:43 68%

+5 points

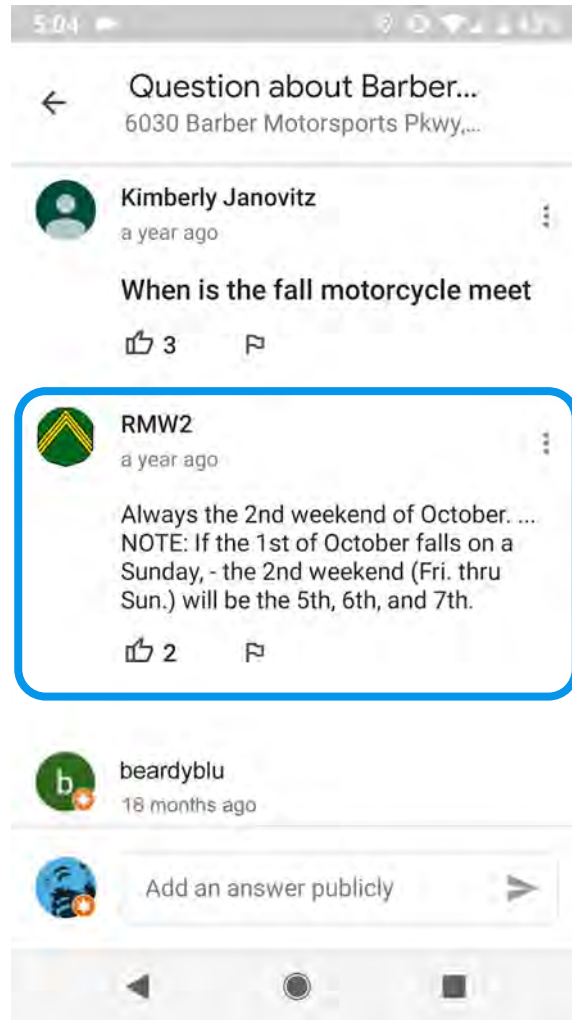
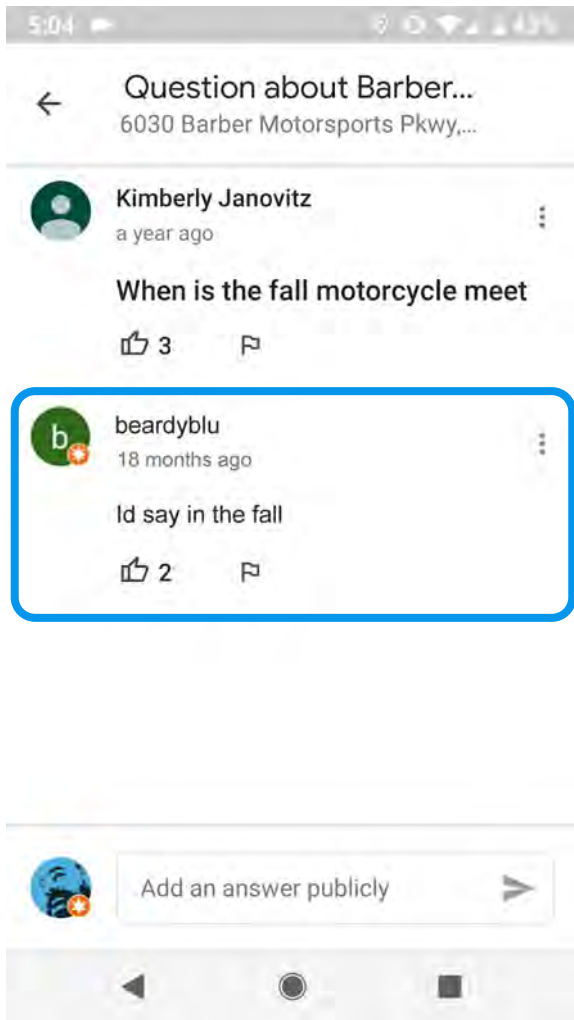
You've earned points for helping others!

Photos +5

How was Villa Florence San Francisco on Union Square?

Posting publicly

+ Contribute more



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.

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 4  Answer 






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


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's the history of the statue of liberty and did she ever wink? 

 1  Answer 



Valéria Dacanal Garcia

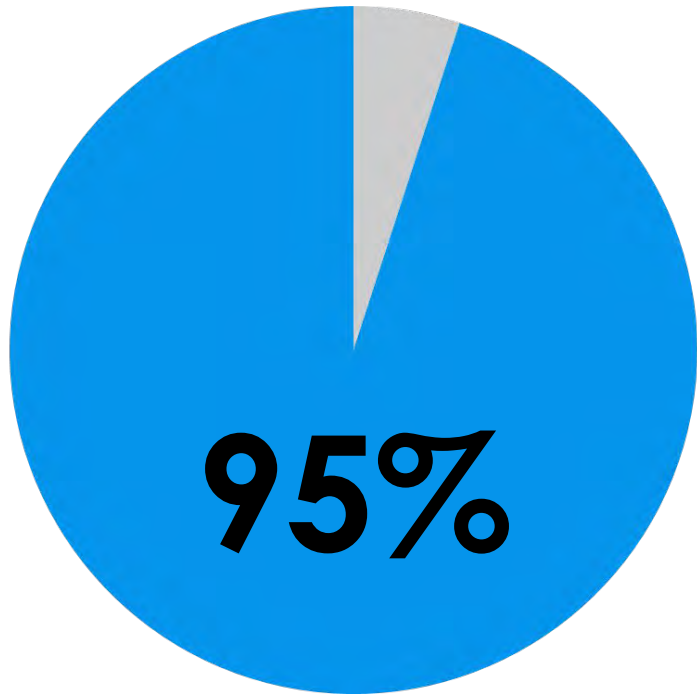
Local Guide · 190 reviews · 577 photos

8 months ago

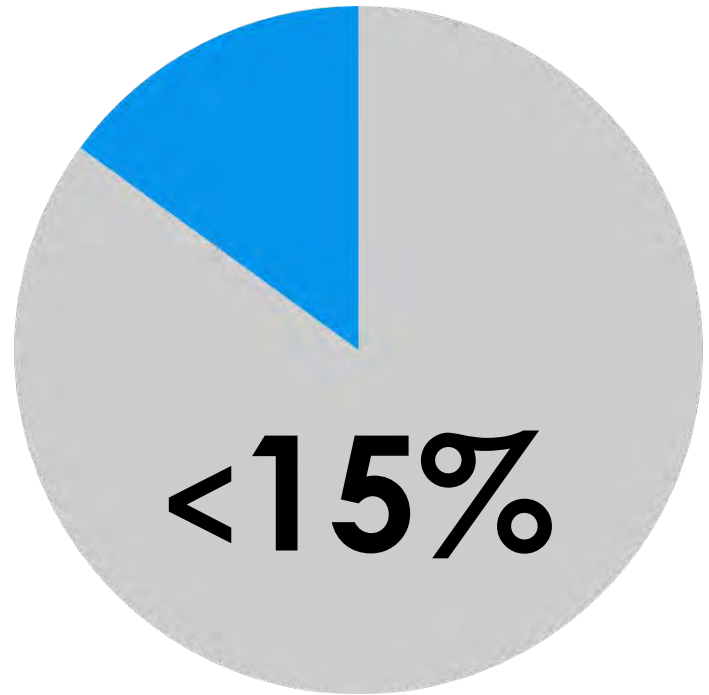
Hi! Access the website. There are many informations there 😊

 2 

What possible penalty does she face?



Of our 50,000 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



GET IT ON
Google Play

Download on the
App Store

Ask an expert



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

This email was sent to you because you indicated that you'd like to receive notifications about Questions and Answers at 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 <http://business.google.com/settings>

THE MODERN HONOLULU

1603, 1775 Ala Moana Blvd, Honolulu, HI

← All questions



Rick McMahan

Does every room have a balcony?

Helpful?



THE MODERN HONOLULU (Owner)

Add an answer publicly

POST



Kat E

Local Guide · 14 reviews · 15 photos

4 days ago

Not all but most.

Helpful? 2



Rajesh Bahadur

Local Guide · 11 reviews · 40 photos

4 days ago

Most of yes.

Helpful?



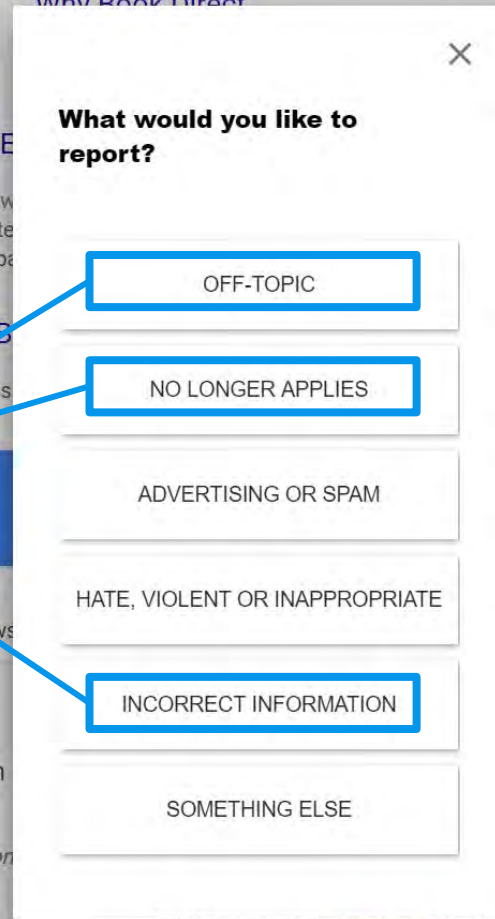
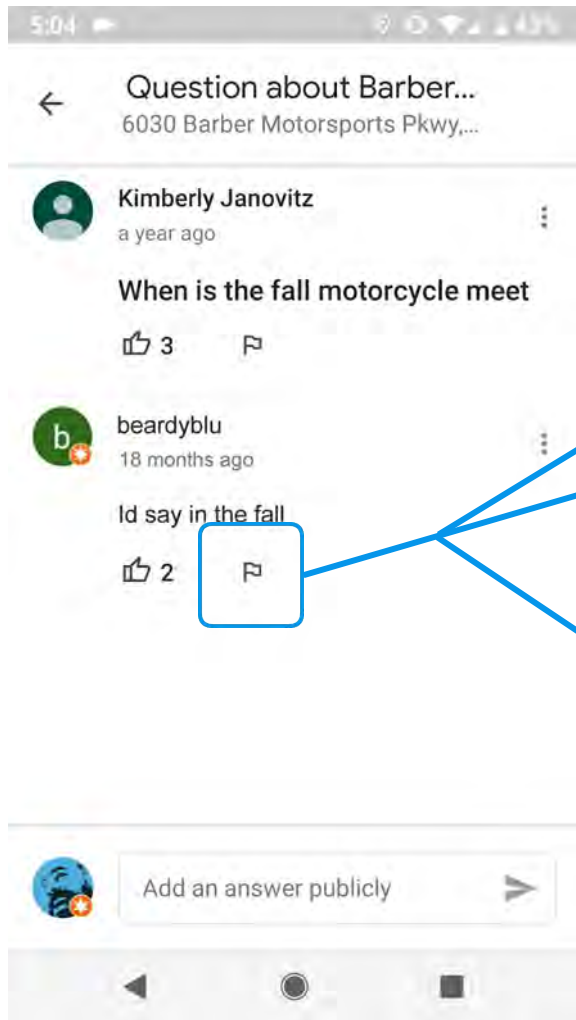
vicky scharlau

Local Guide · 4 reviews · 131 photos

4 days ago

Nope.

Helpful?



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

Post Your Own Questions & Answers!

Know this place? Answer quick questions

Review summary

Write a review

Add a photo



Rooms · 3.9 ★★★★★

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

Location · 4.4 ★★★★★

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

Service & facilities · 4.3 ★★★★★

Guests enjoyed the pool · Guests appreciated the friendly staff · Guests spoke highly of housekeeping

[View all reviews](#)

Questions & answers

[See all questions \(2\)](#)

Ask a question

every room have a balcony?

ipful? Answer

Kat E

Local Guide · 14 reviews · 15 photos

4 days ago

Not all but most.

2

[5 more answers](#)

ing available?

ipful? Answer

Ryan Devlin

Local Guide · 93 reviews · 193 photos

17 months ago

In the actual hotel it's valet parking only. There's a room bill in addition to the \$35 per night. Self pay

2

[8 more answers](#)



Ask a question

Ask a question

THE MODERN HONOLULU



THE MODERN HONOLULU

Posting publicly

How far is the hotel from Ala Moana Shopping area?

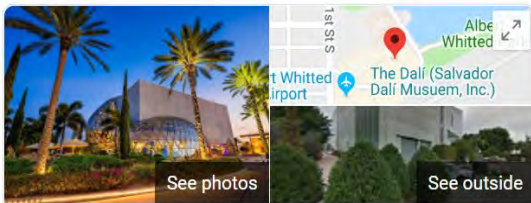
CANCEL

POST

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

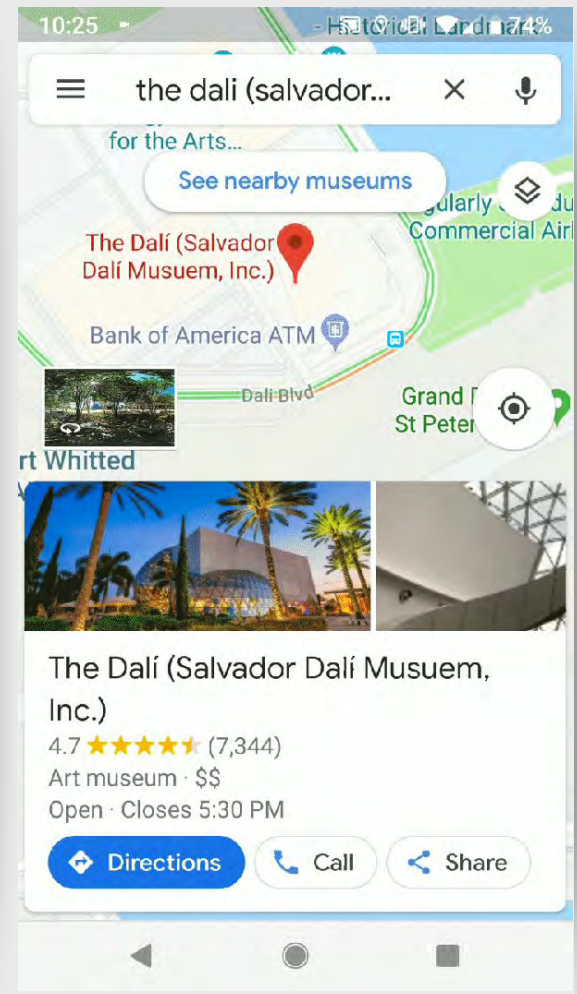


"If someday I may die, though it is unlikely, I hope the people in the cafes will say, 'Dalí has died, but not entirely.'" -SD ...
3 hours ago



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

Profiles



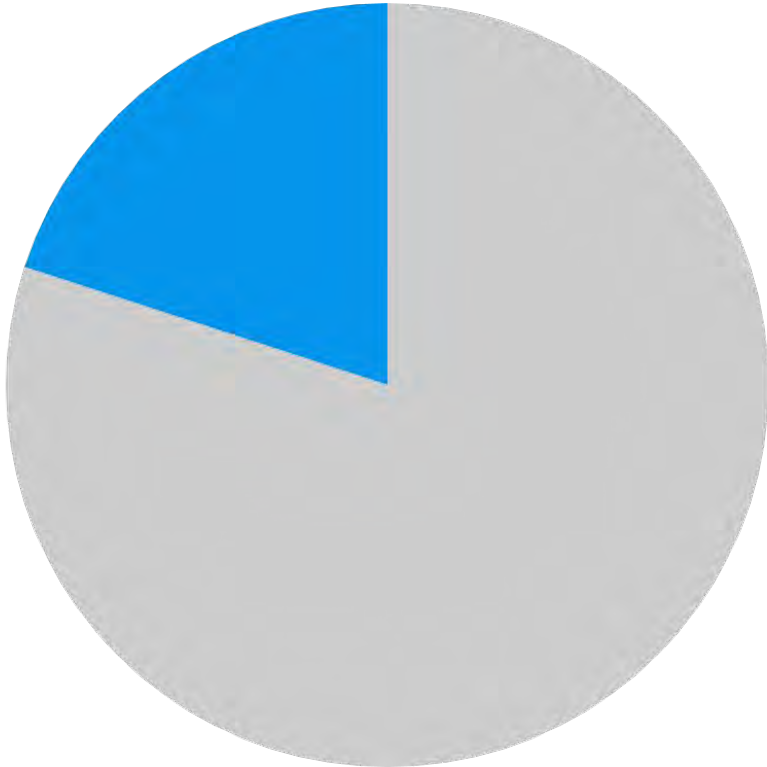
Posts appear with your business profile and provide a **huge amount of organic** (that means free!) **visibility** for your business.

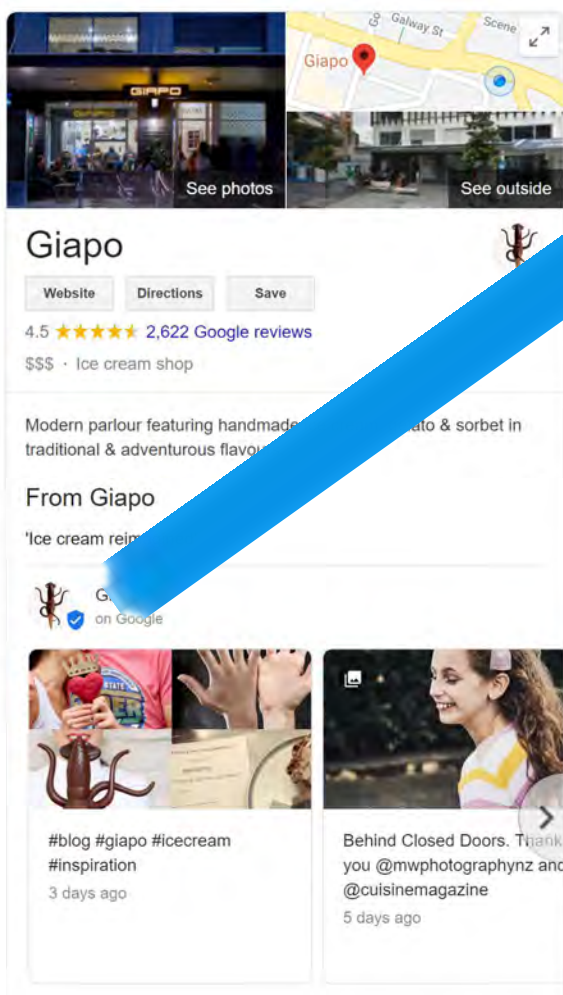


Audit Benchmark

<18%

Of our 50,000 audited listings listings were **actively** using posts, and **less than 50%** have used a post ever.





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

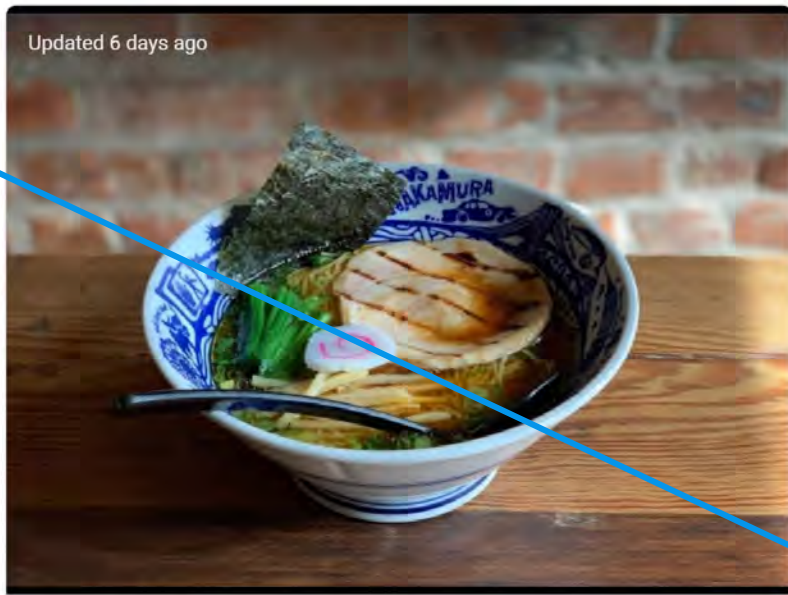
All

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](#)



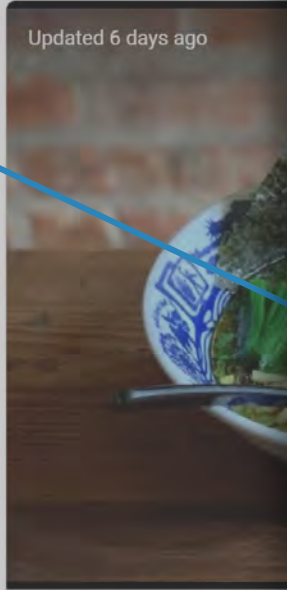
Plumeria Beach House

5000 Kahala Avenue
Honolulu, HI 96816

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

Add Update

All



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
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 **1%**.

This is between a banner ad at .5% and a PPC ad at 2%

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!



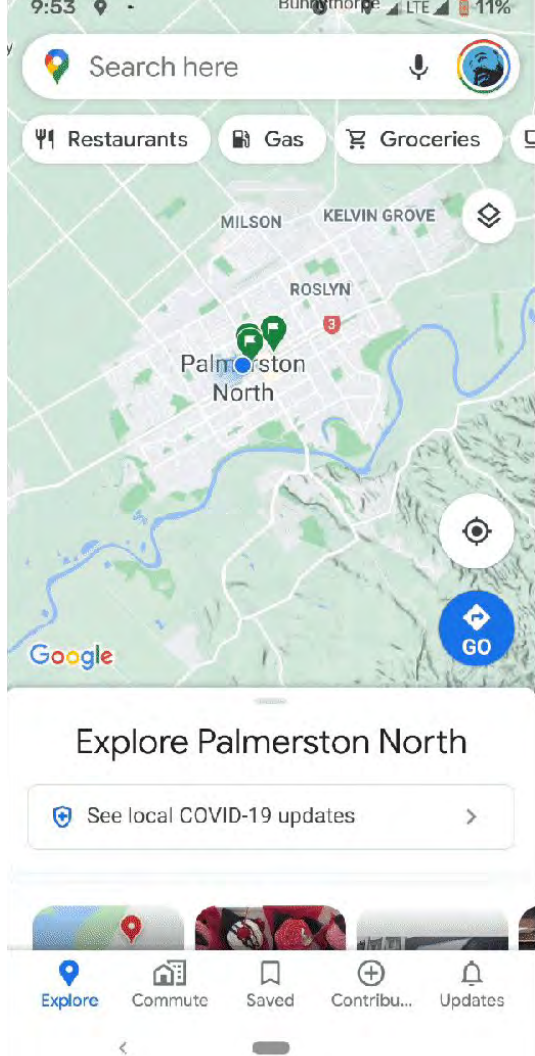
100 - 300 words

Order online

Link for your button

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

- 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.**
- Posts also **appear as part of the explore panel** (see left)



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

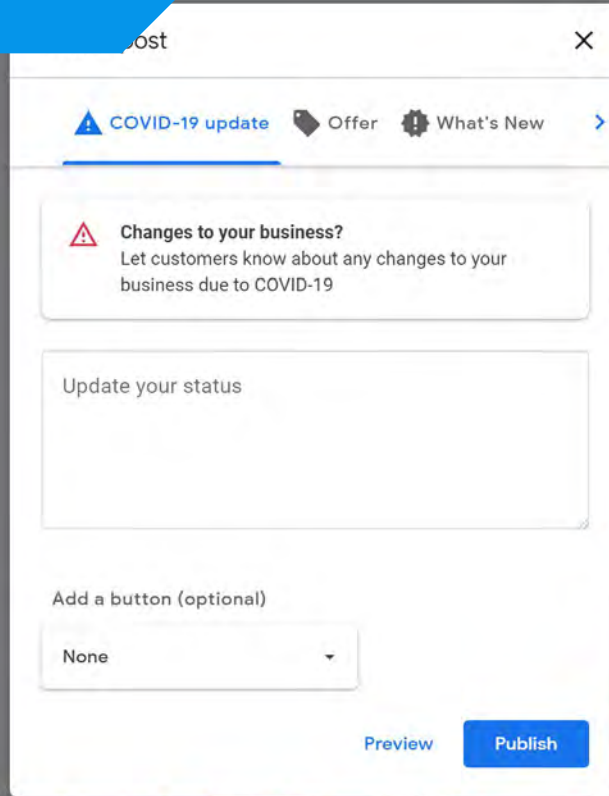
Event-type posts have the **best overall performance*** for our directly-managed profiles. Events have the greatest number of available options and are presumably viewed as more timely.

**ymmv*

! NEW COVID-19 POST TYPE

New COVID-19 update post type, which has limited options but is pinned to the top of your profile, allowing other posts below as normal.

This is a great place to reassure customers about safety.



post

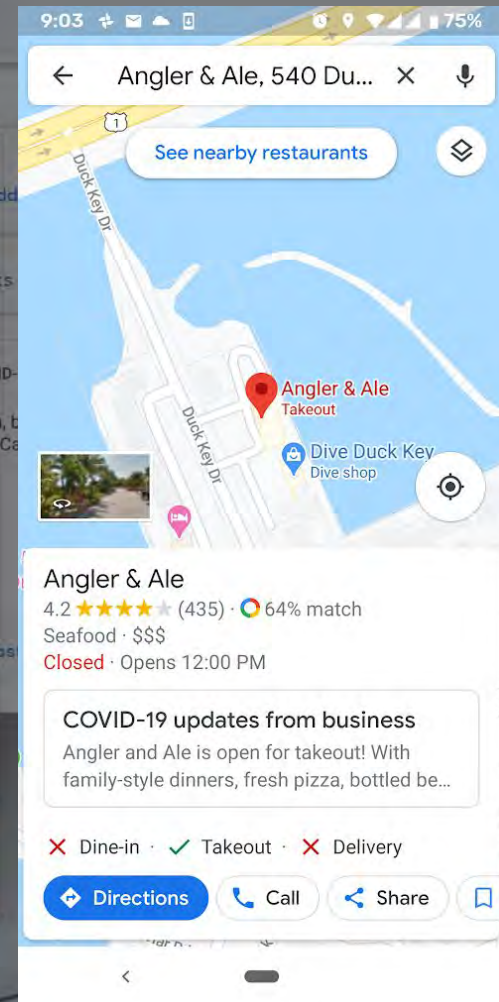
COVID-19 update Offer What's New

Changes to your business?
Let customers know about any changes to your business due to COVID-19

Update your status

Add a button (optional)
None

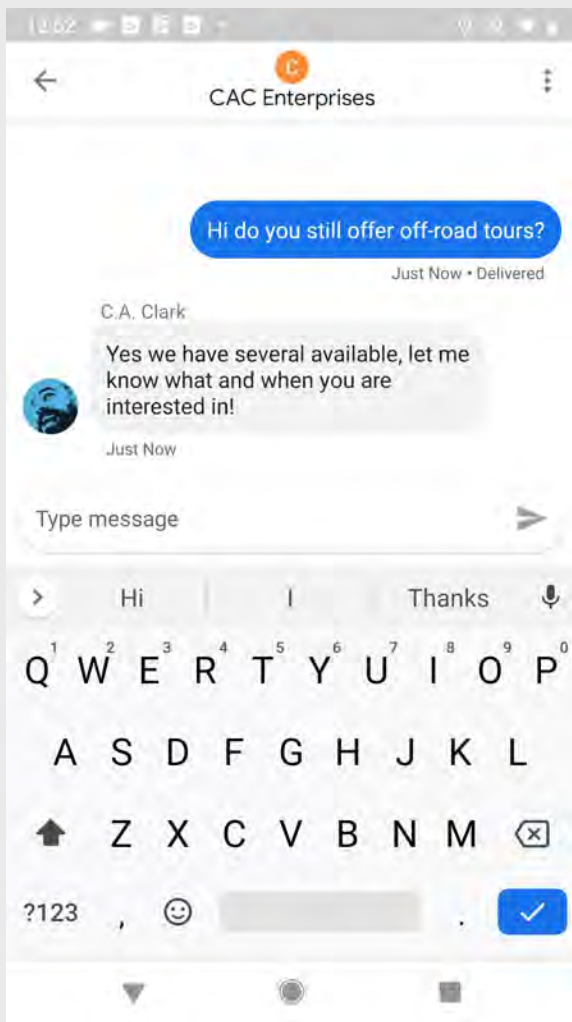
Preview Publish



Messaging Tab

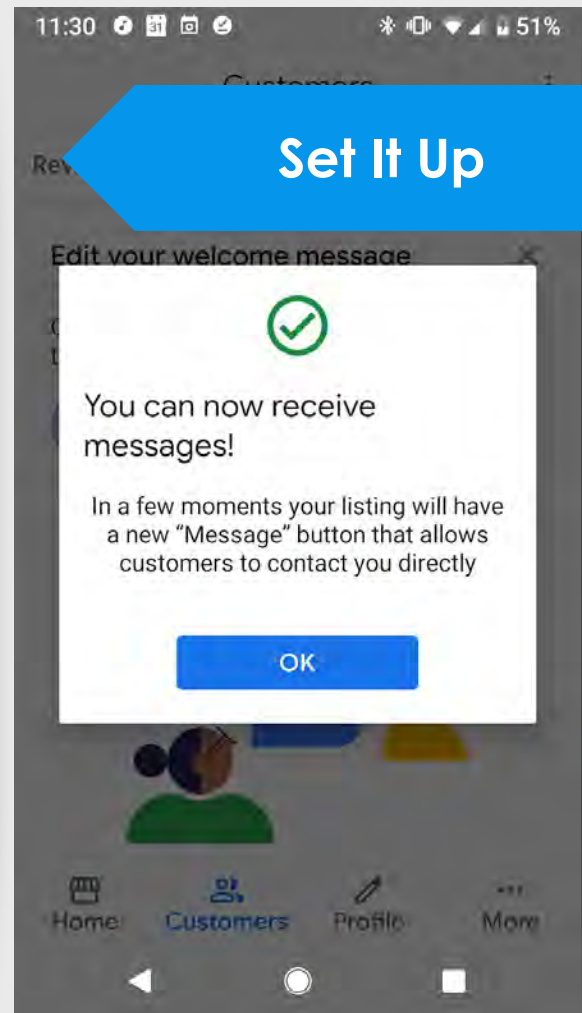
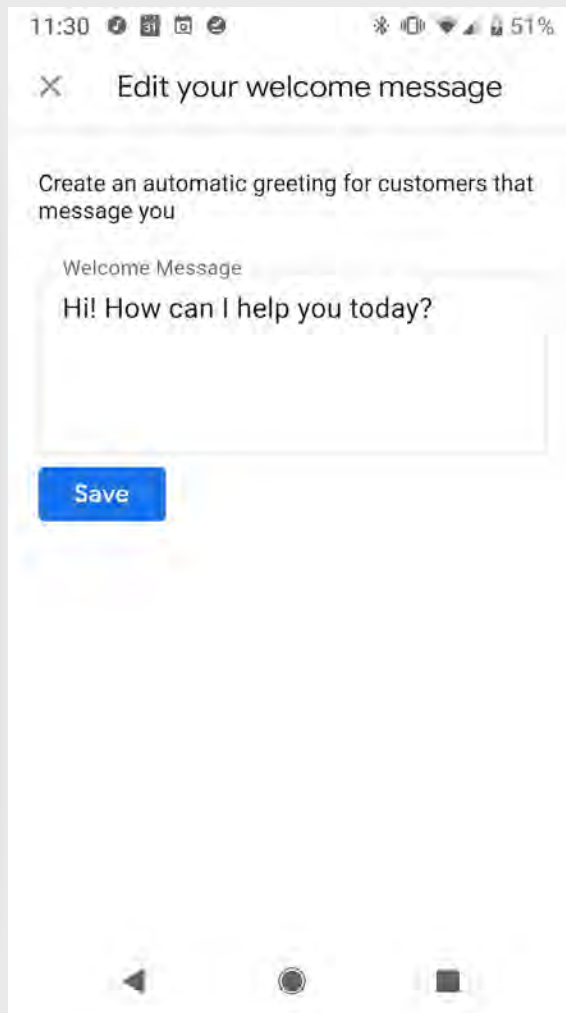
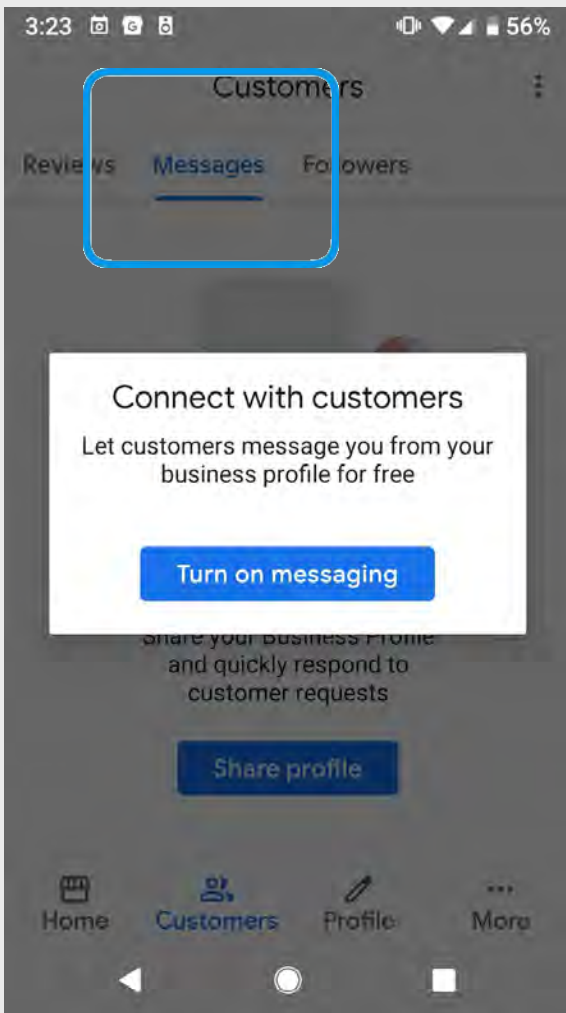


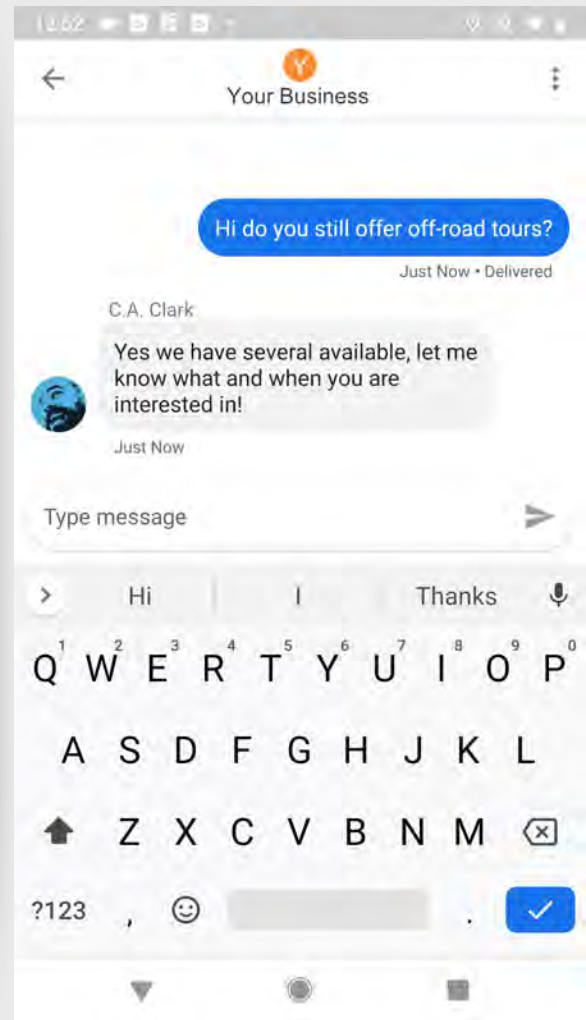
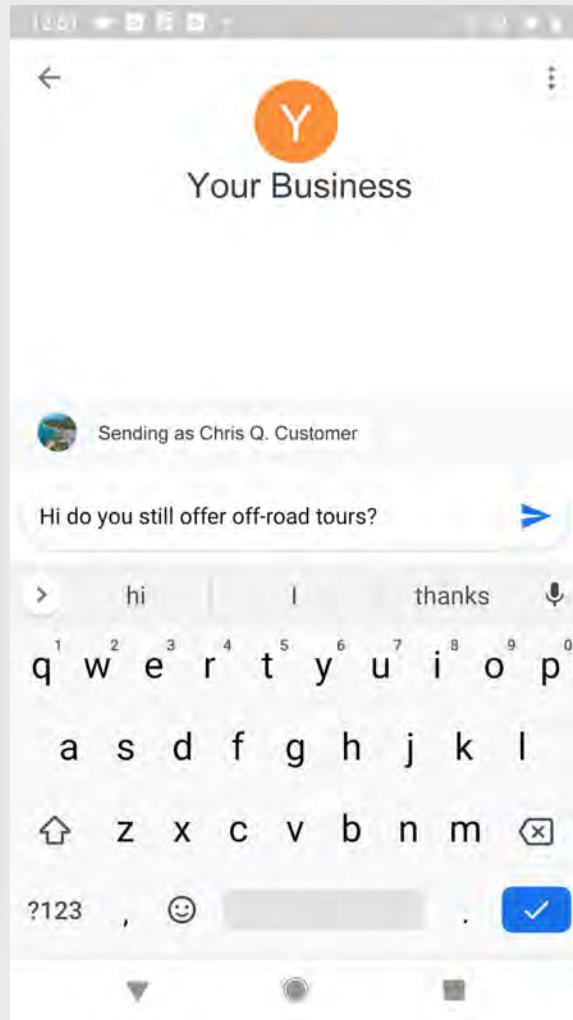
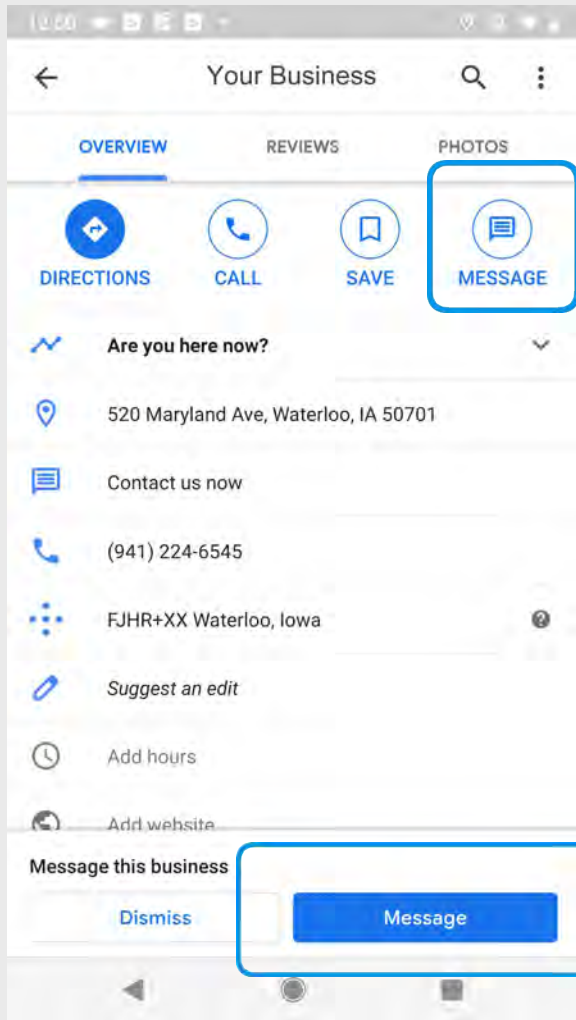
**Communicating directly with
customers**



(Mobile Only)

Messaging allows customers to **connect with you directly** (and privately) through your business profile with questions and concerns.

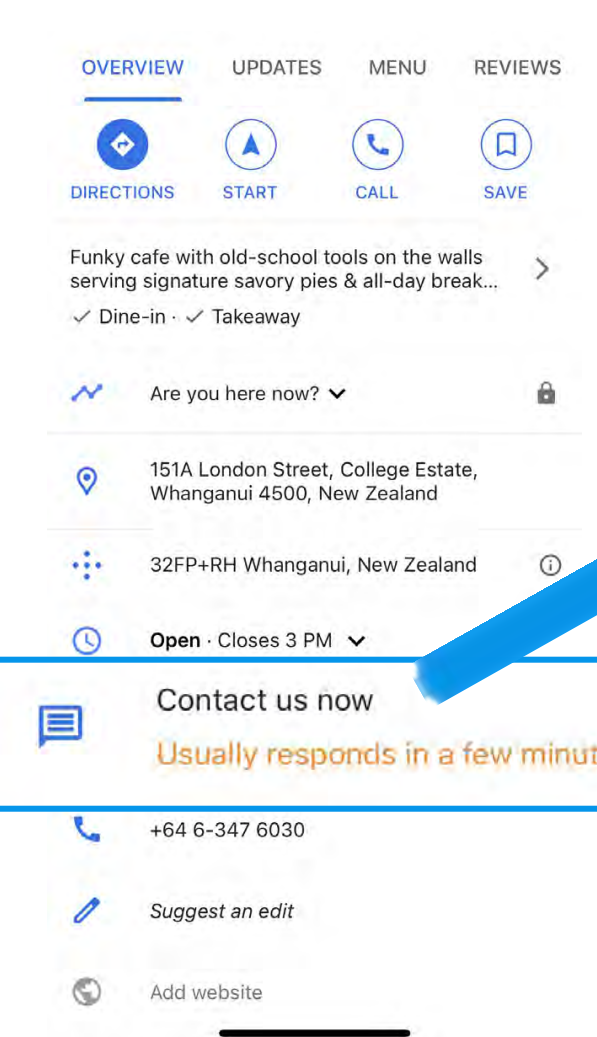




Top Performer Secrets



Messaging Best Practices



Messaging is a **great way to connect directly with customers**, but before you commit consider these things:

- Make sure you or someone you designate is **prepared to answer quickly**. You don't need to answer after hours, but how quickly you respond can be important *NOTE: If you don't respond within 24 hours you risk having the feature disabled.*
- Because it's now part of the app - you can have **multiple users/devices assigned** to answer questions
- Conversations **aren't public** - but remember they can be screen-captured



Business Messages

[Home](#)[Contact us](#)[Partners](#)[Developer docs](#)

Desktop Integration with Messaging

Partners

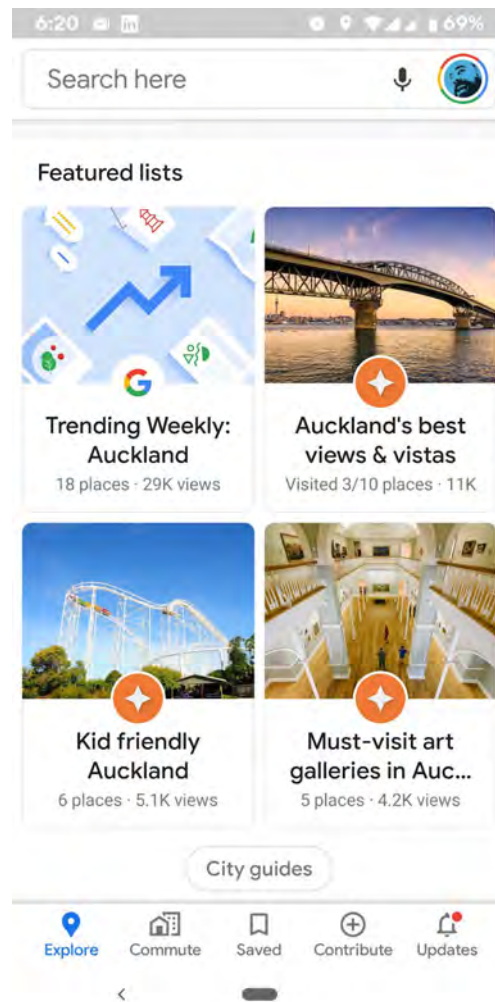
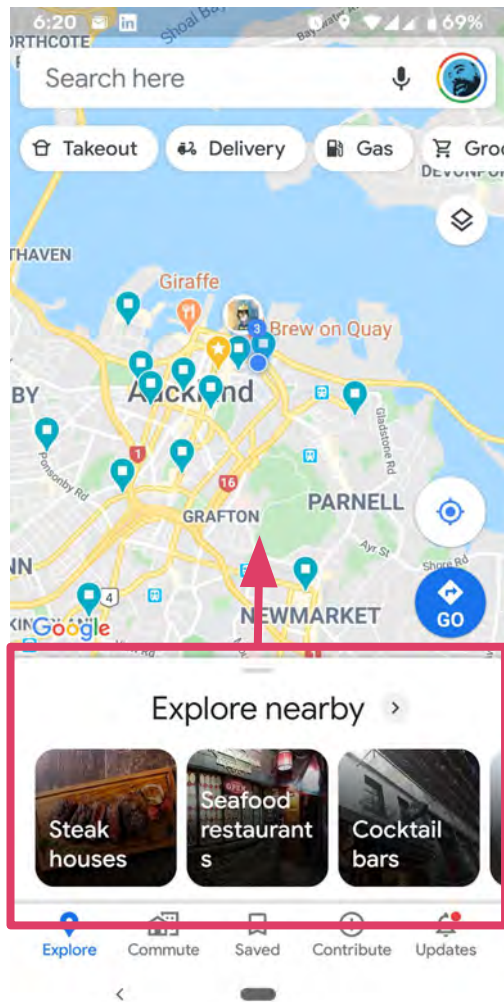
Contact one of our partners to enable messaging and to optimize your program. Or [contact us](#) for partnership opportunities.

 [24]7.ai alliants Amplify.ai Auronix COREZOID
growth engine Critizr. eGain Gubagoo HERO® heyday hey Market IMI mobile Khoros

Top Performer Secrets

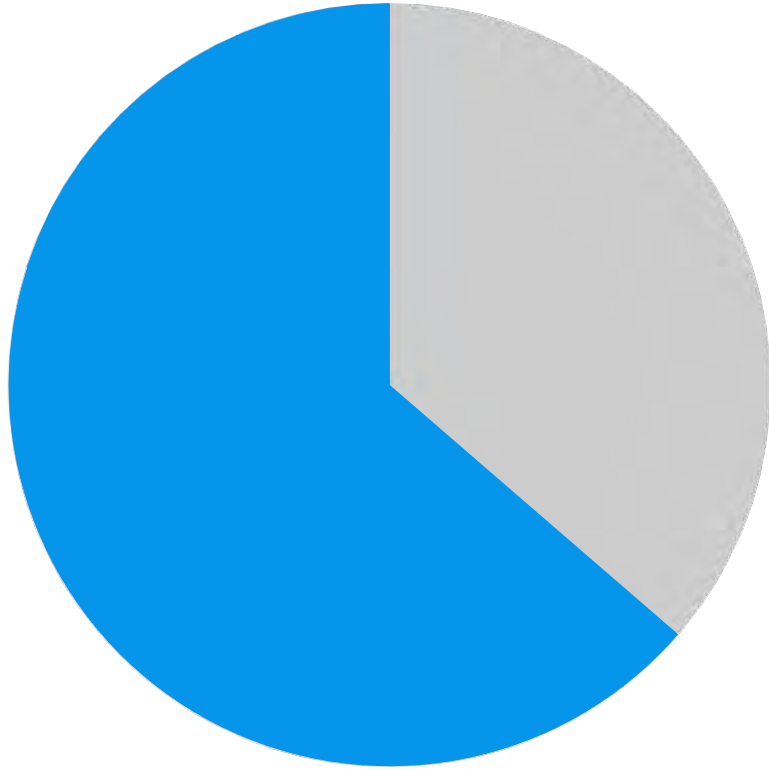


Followers & Welcome Offers



The Explore tab in the Maps app has emerged as a major source of business visibility.

When a user searches for a location, they can swipe up to access business category searches, themed lists and more inside of the app.





67%

Of online travelers use Google's "**Explore nearby**" as a research or booking tool.

Users inside of Maps can opt to follow a business. This allows them to get updates and special offers inside of Maps.



Madam Woo
4.4 ★★★★★ (746) ·  Your match: ?
Malaysian restaurant · \$\$ · 🕒 1 hr 49 min

[+ Follow](#) 

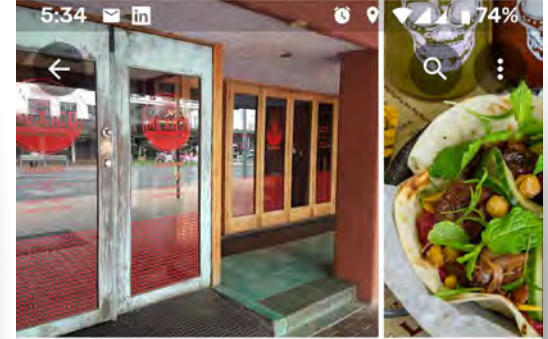
[OVERVIEW](#) [UPDATES](#) [MENU](#) [REVIEWS](#) [PHOTOS](#)


[DIRECTIONS](#) [CALL](#) [SAVE](#) [MESSAGE](#)


[RESERVE A TABLE](#)

COVID-19 updates from business

Madam Woo Hamilton will reopen its doors on 20th May. See our website for bookings.
May 14, 2020



Mexico Hamilton
4.2 ★★★★★ (633) ·  Your match: 65%
Mexican restaurant · \$\$ · 🕒 1 hr 47 min

[+ Follow](#) 

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

[DIRECTIONS](#) [CALL](#) [SAVE](#) [SHARE PLACE](#)

[RESERVE A TABLE](#)

COVID-19 updates from business

GOOD NEWS amigos! ❤️ From this Friday 8th May you can get all your favourite Mexi...
May 4, 2020



Your Business

4.5 ★★★★★ (146) · \$\$\$

Motorcycle driving school · 1 min

[+ Follow](#)

OVERVIEW REVIEWS

[DIRECTIONS](#) [CALL](#) [SA](#)

Are you here now?

520 Maryland Ave, Waterloo, IA

Contact us now


12:55

Your Business

Following!

As a thanks from Business Name, here's a special offer!

Chris Q. Customer Google



Thanks For Being A Fan!

Get 1% off! Expires 08/19/2019. Coupon code fan

[Save](#)

Not valid for purchase of services

GMB App Only

You can send customers **exclusive offers** and **updates** from your business.

CAC Enterprises

520 MARYLAND AVE, WATERLOO, IA 507...

logo

Add logo

Turn followers into customers

Create a special offer to welcome new followers.

Create welcome offer

Your followers

Keep your followers engaged by posting. Share your news, new products, deals, and events.

Total
In the last month

- Home
- Customers
- Profile
- More

Welcome offer



Add a title

Thanks For Being A Fan!

23 / 58

Add a description (optional)

Get 1% off!

Preview

Publish

CAC Enterprises

- Overview
- Photos
- Posts

Your welcome offer

Thanks For Being A Fan!

Valid within 2 weeks of follow



@cac-enterprises
<https://g.page/cac-enterprises>

520 MARYLAND AVE,
 WATERLOO, IA 50701, United States

+ Add service area

+ Add business hours

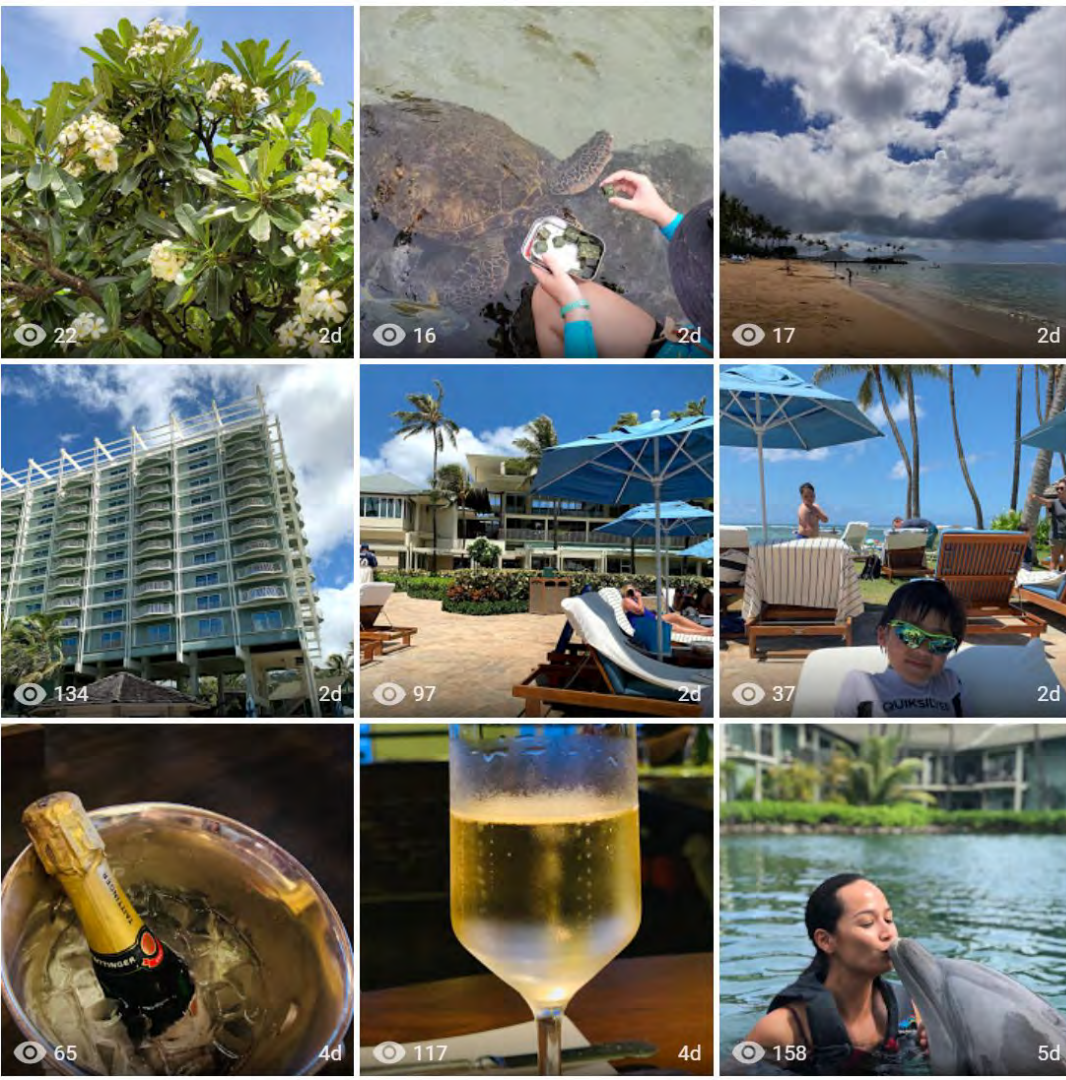
+ Add special hours

- Home
- Customers
- Profile
- More

Photos Tab



Managing Your Visual Representation

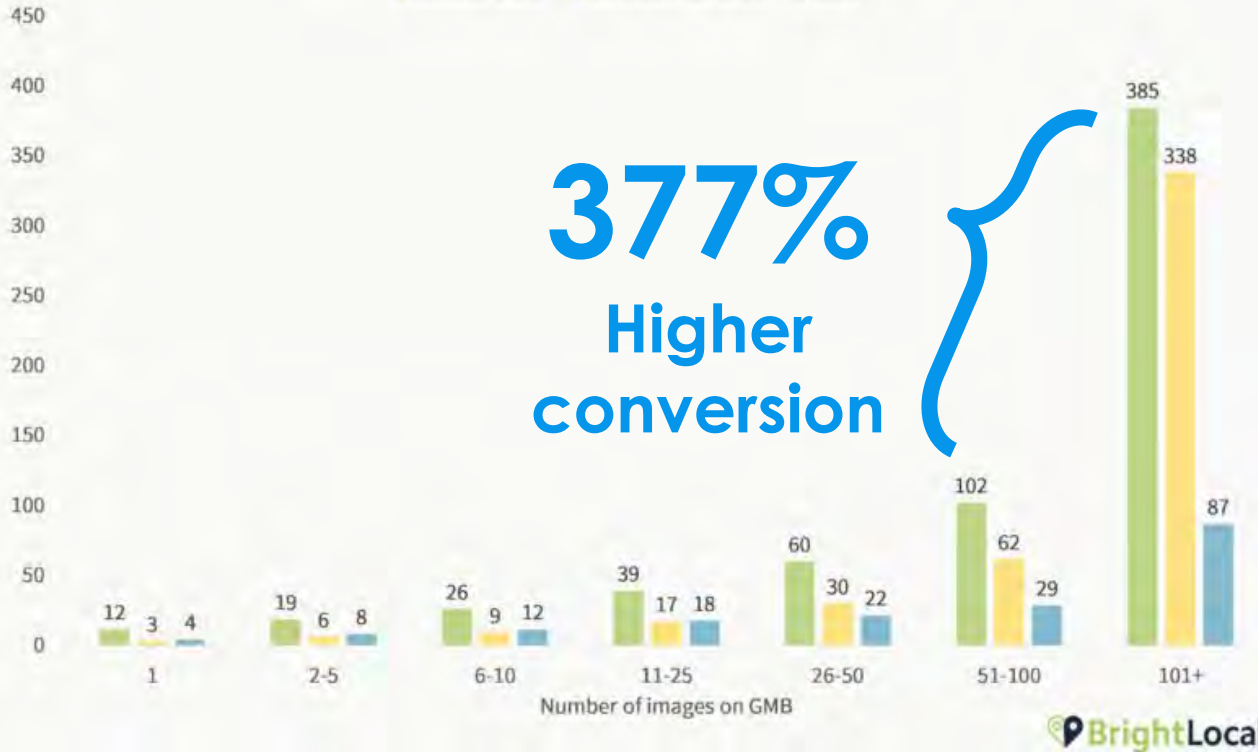


Photos are a key part of **how potential customers make decisions** about your business.

Images

Average monthly customer actions by number of images

Website visits Direction requests Calls

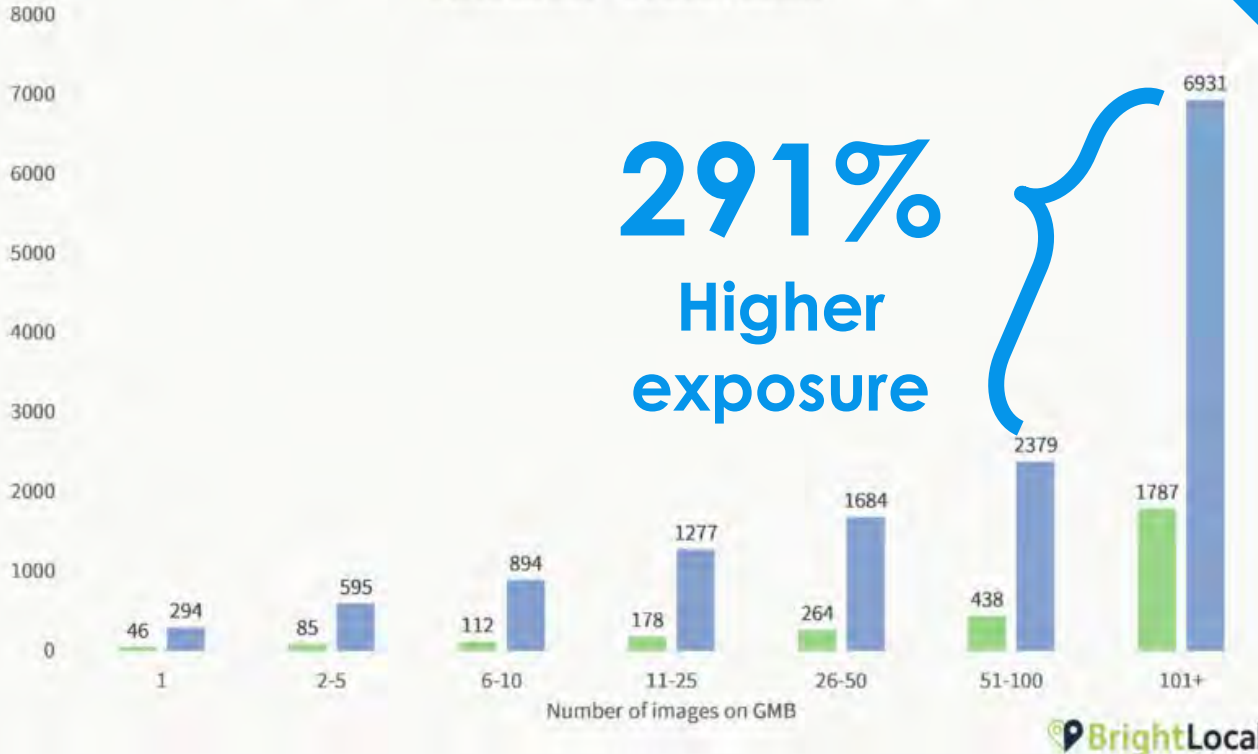


Businesses with more than 100 images have significantly higher conversion rates.

Images

Average monthly Direct and Discovery searches by number of images

■ Direct searches ■ Discovery searches



They also have higher exposure rates suggesting that photo volume (and frequency) is an important ranking signal.

Images

Average monthly Direct and Discovery searches by number of images

■ Direct searches ■ Discovery searches



They also have higher exposure rates - suggesting that photo volume (and frequency) is an important ranking signal.

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. RECENT

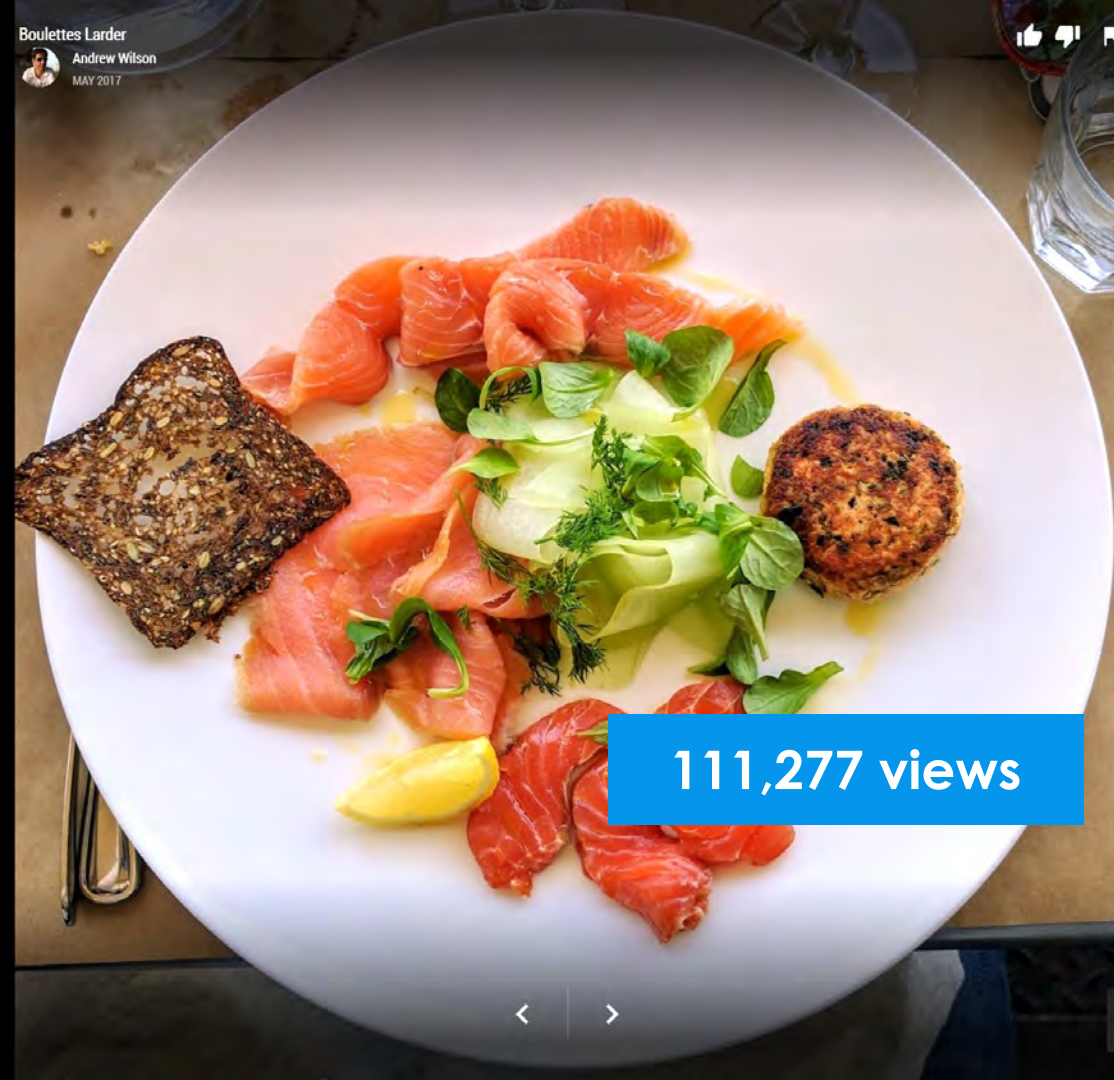
Customers want to know what things look like right now, they're looking for reassurance - yes, this place is open, yes it's safe, etc.



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



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



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



Flag poor quality & irrelevant
images for removal

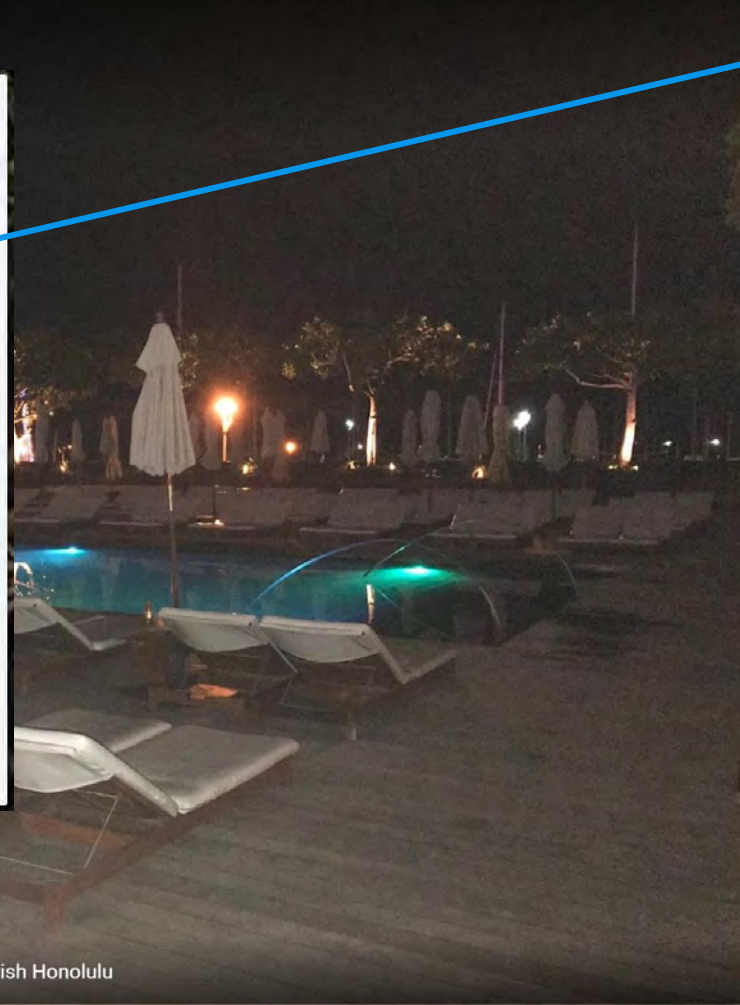


What's wrong with this content?

- Offensive, hateful or sexually explicit
- Copyright or legal issue
- Privacy concern
- Poor quality
- Not a photo or video of the place
- Other

Please share your reason. Examples: inappropriate caption, misclassification, bad audio.

CANCEL REPORT



Ravish Honolulu

Top Performer Secrets



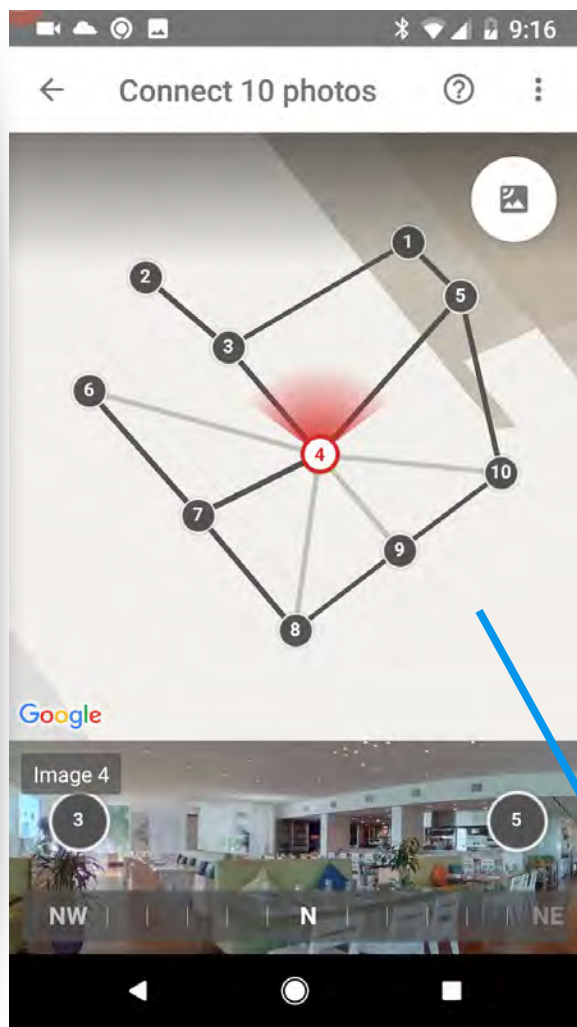
Use 360s and Virtual Tours To
Attract Customers



360 degree imagery via Google Street View is an **important tool for businesses, travelers and destinations**. Increasingly customers are expecting to be able to “look around” your business before they decide to visit.

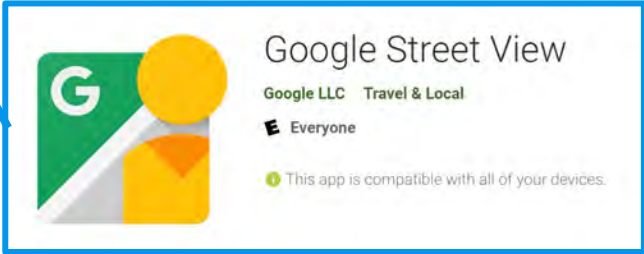


Especially true in 2020!



Free App

You can also **connect your 360s into virtual tours** that allow customers to take a walk through your business.





Ricoh Theta V (About \$400)

Ashford Ave

San Juan

Google

Street View - Mar 2016



Google

Anzac Ave

Auckland

Google, Inc.

Street View - Oct 2017

WASTE
ational Waste Limited



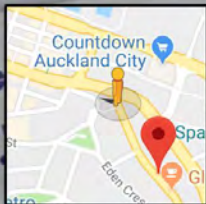
cent tubes. Do you?



D RECYCLING
tubes • Batteries
(e-waste)

SECURE DESTRUCTION
• Expired Stock • Confidential Documents
• Brand Protection • Data Destruction




AUCKLAND WELLINGTON
CHRISTCHURCH DUNEDIN



Google

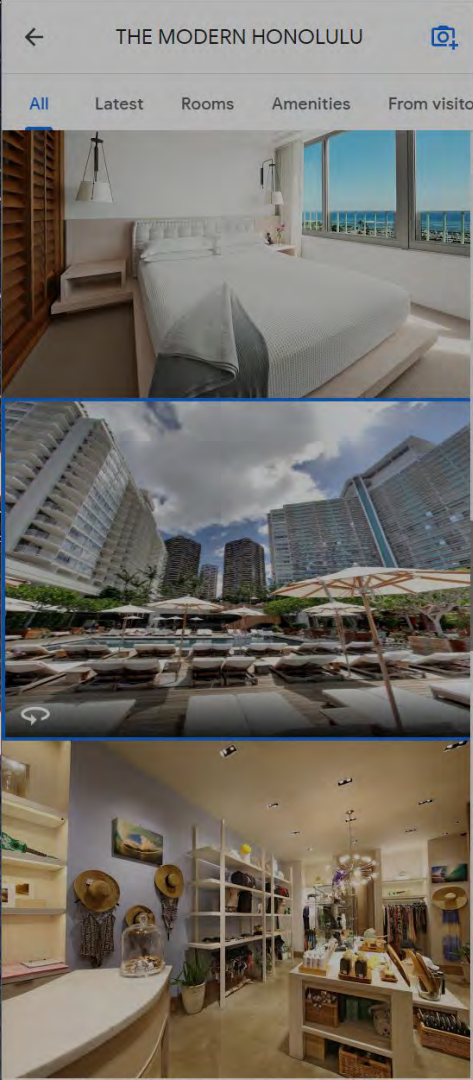
FIND A TRUSTED PRO IN YOUR AREA

Get started by searching for a trusted professional near you.

United States  Arizona  Phoenix 

Agency	Location	Contact Info	Phone
Amazing Spaces 3D LLC	Phoenix	amazingspaces3d@outlook.com	+1 480 440 9261
360 Photo Inc.	Phoenix	info@360photoinc.com	+1 239 330 1373
Truly360			+1 878 1777
MediaShock			+1 457 7719
Mark Zemnick			+1 635 0715
Chad Ulam			+1 592 4225
Stan Hillhouse	Phoenix	callstan@cox.net	+1 602 680 7239
Jeff Handley	Phoenix	enviropix@gmail.com	+1 480 390 2422
Daniel Kennedy	Phoenix		+1 480 760 5548
Timothy			

google.com/streetview/hire

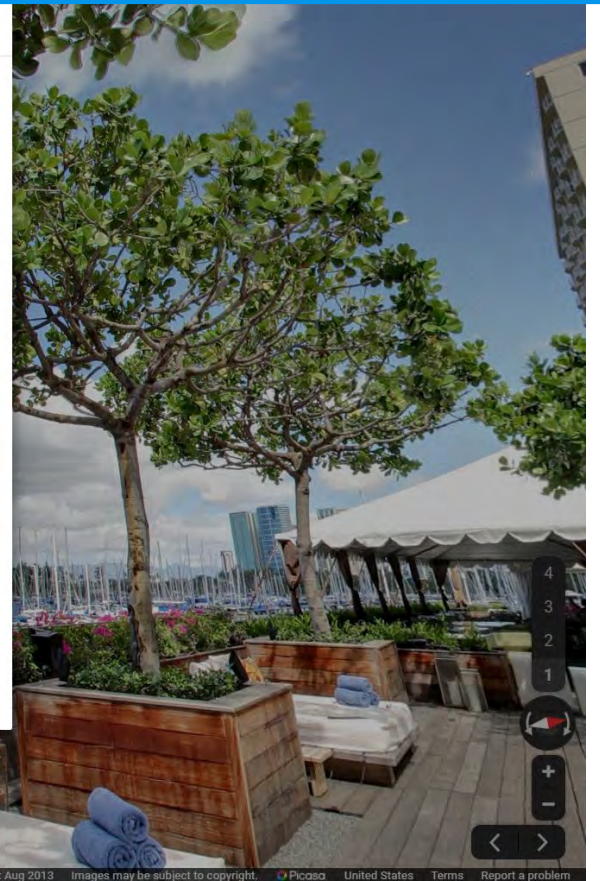


Add 360s to your blog/website

Share

Send a link **Embed a map**

Medium `<iframe src="https://www.google.com/maps/embed?pb=!4v15651342!">` COPY HTML



Insights Tab



Measuring Exposure & Engagement

Home

Info

Insights

Reviews

Messaging

Photos

Services

Website

Users

Create an ad

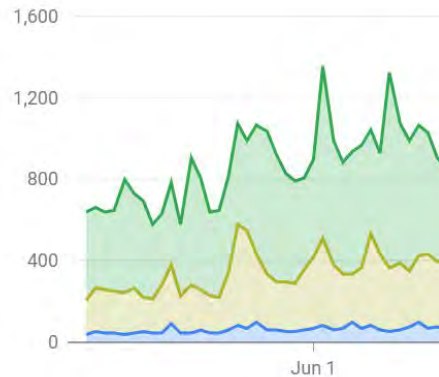
Manage locations

Settings

Support

1 quarter

Total actions 82.1K

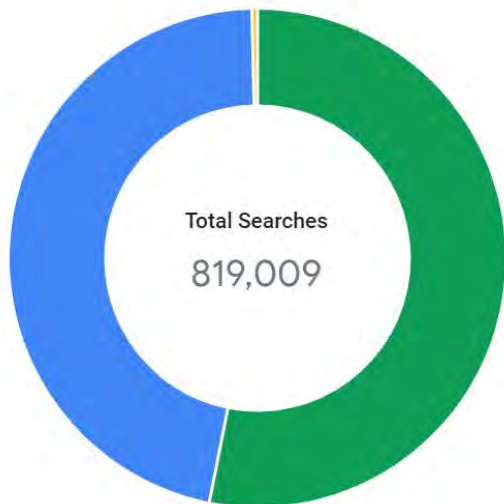


insights reporting tracks customer exposures and engagement **inside Google's platform** - *you can't get these numbers anywhere else.*

- Home
- Info
- Insights**
- Reviews
- 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](#)

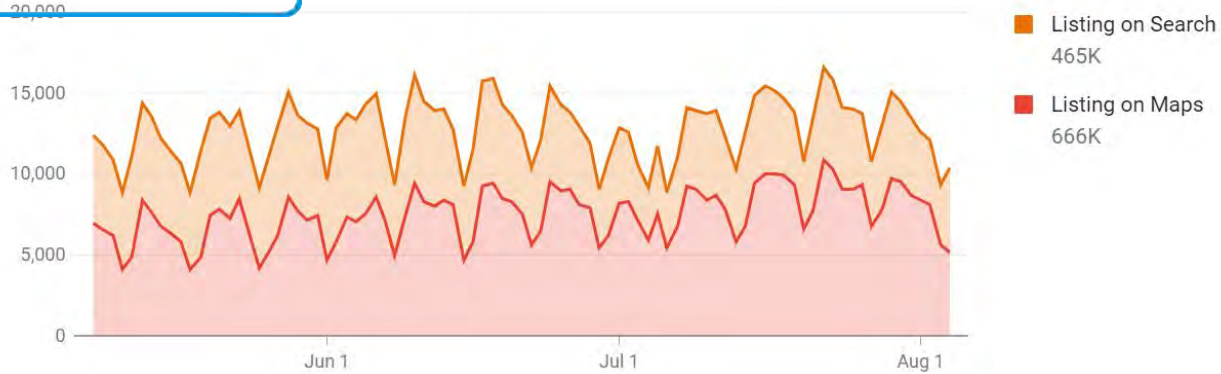
Audit Benchmark: 45% direct, and 55% discovery <1% Branded



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



Audit Benchmark: average exposures per month (was) **115,091**

- Settings
- Support



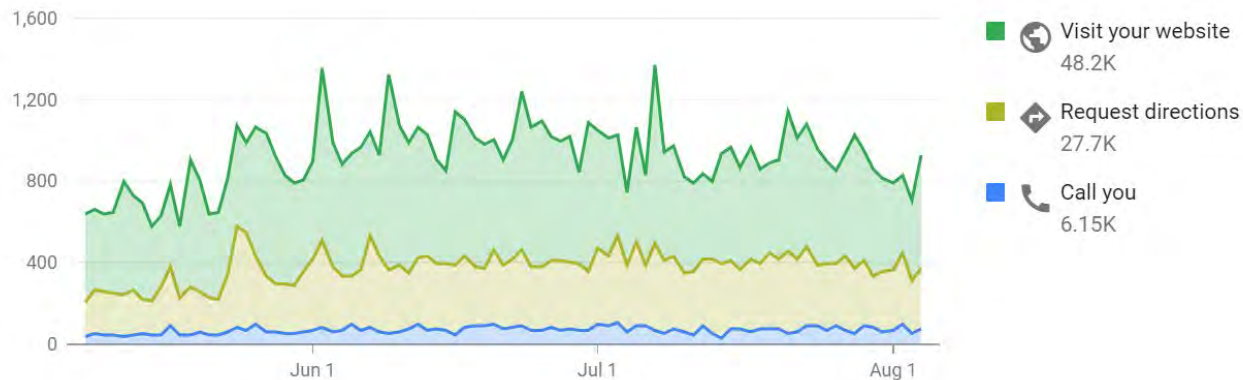
- Home
- Info
- Insights**
- Reviews
- Messaging
- Photos
- Services
- Website
- Users
- Create an ad

Customer actions

The most common actions that customers take on your listing

1 quarter

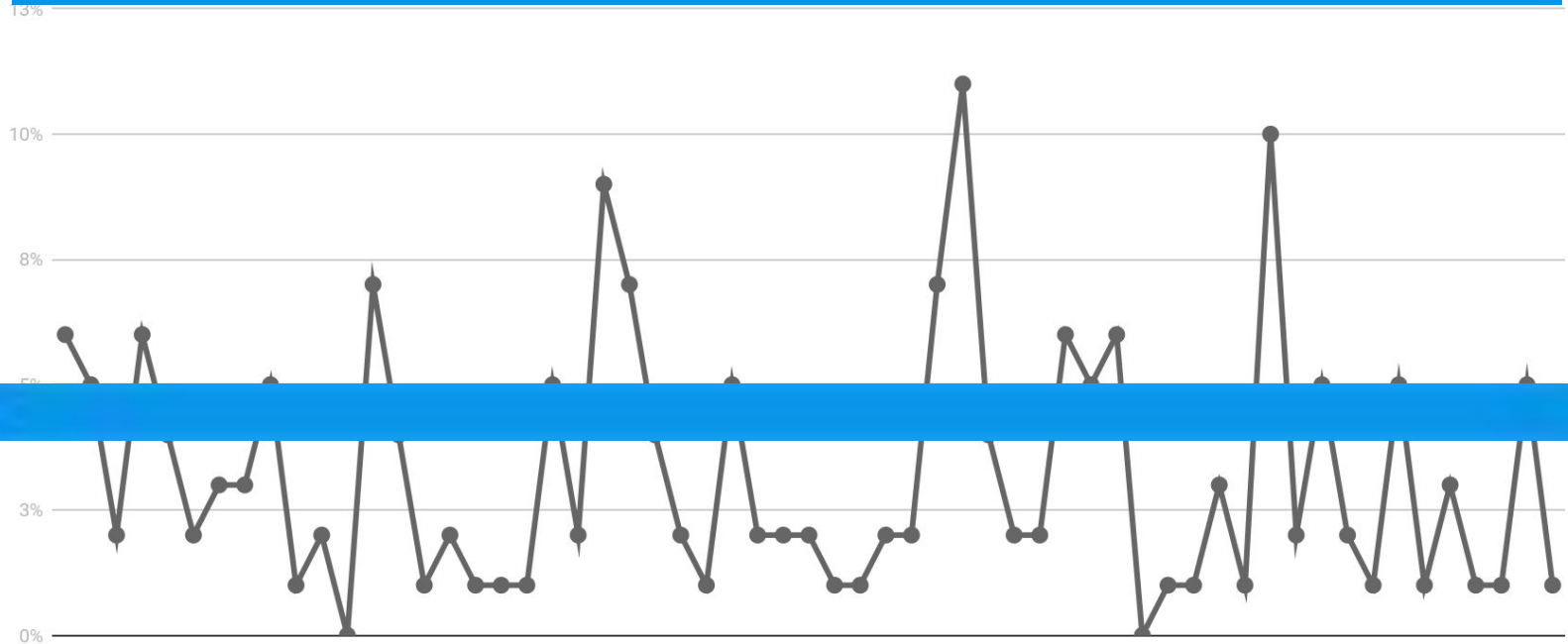
Total actions 82.1K



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

- Settings
- Support

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



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

Directions requests

The areas where customers request directions to your business from

1 quarter

United States	11,073
Canada	40
United Kingdom	33
Puerto Rico	28
South Africa	20
Switzerland	14
Mexico	12
Argentina	11
Pakistan	10
Denmark	<10
France	<10
Germany	<10
Norway	<10
Panama	<10
	<10



Good indicator of intent!

- Settings
- Support



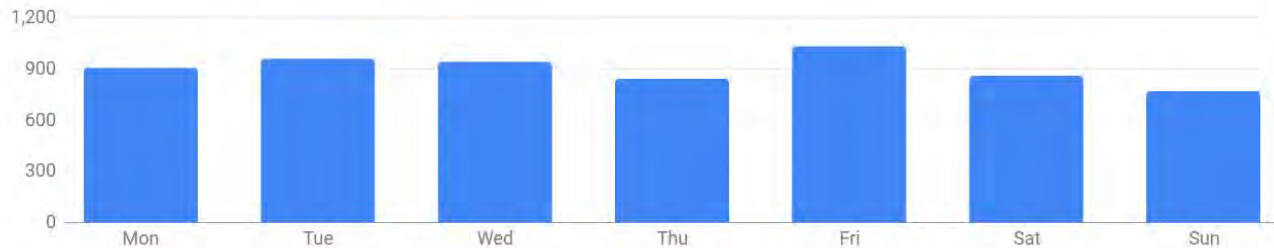
- Home
- Info
- Insights**
- Reviews
- Messaging
- Photos
- Services
- Website
- Users

Phone calls

When and how many times customers call your business

Day of week 1 quarter

Total calls 6.26K



Do you want more calls? [Create an ad](#)

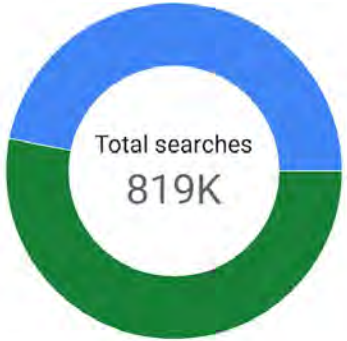
Plan staffing and marketing

- Settings
- Support

Report

How customers search for your business

1 Quarter

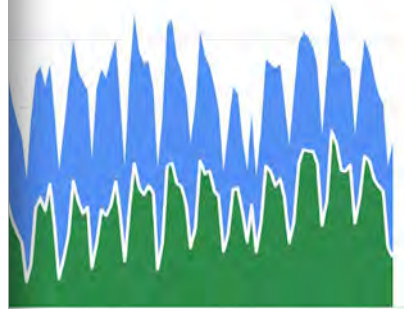


Direct
Customers who find your listing

Report

Total views 1.13M

Tap chart for more info

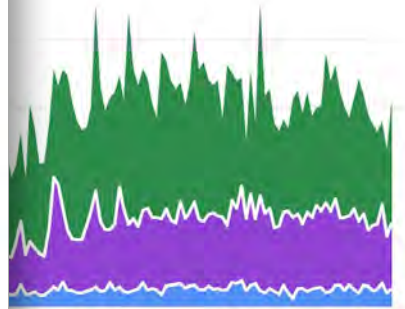


Jun 1 Jul 1 Aug 1

Report

Total actions 2.24M

Tap chart for more info



Jun 1 Jul 1 Aug 1

Visit website 48.2K actions

Actions 27.7K

6.15K

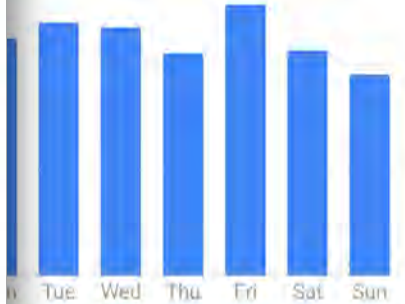
Report

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

Customers who find your listing

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

Create an ad

- 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

Home

Info

Insights

Reviews

Messaging

Photos

Services

Website

Users

Create an ad

Manage locations

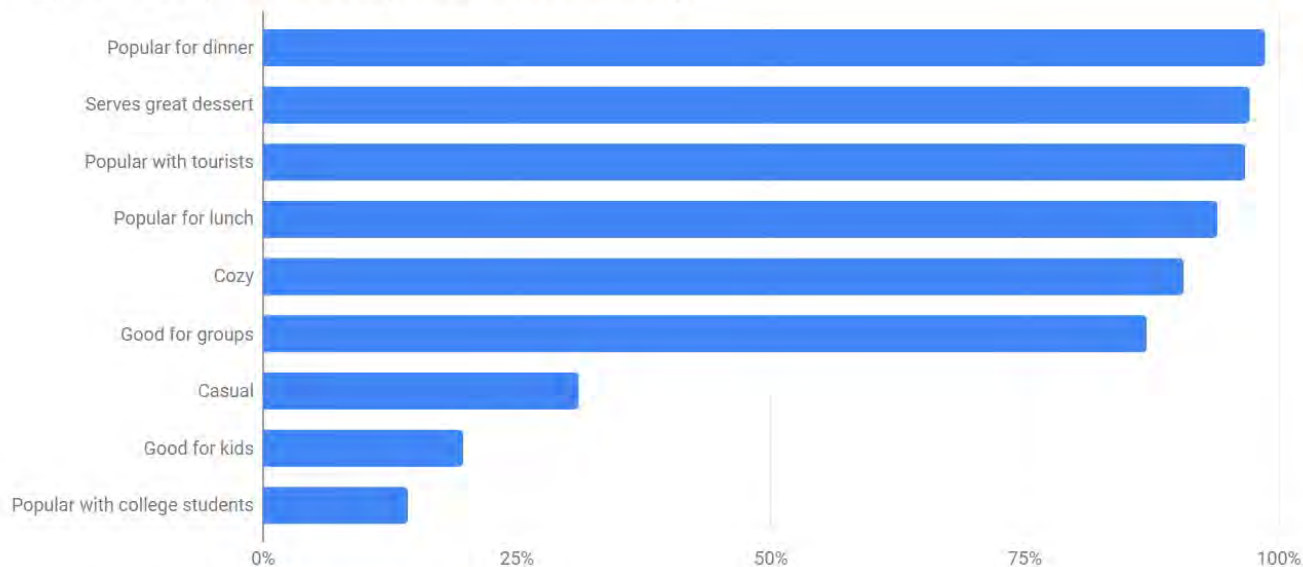
Settings

Support

(Web Version Only)

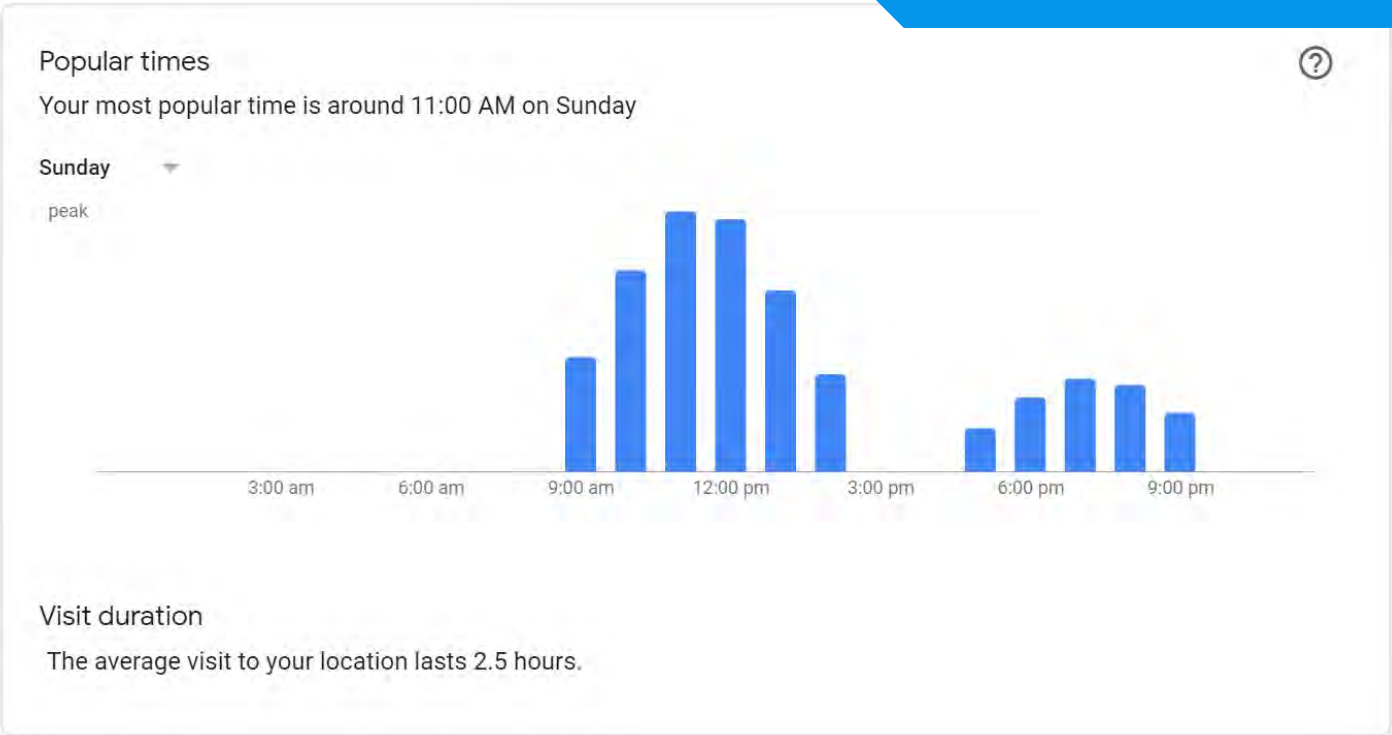
What your business is known for

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



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

(Web Version Only)



Top Performer Secrets



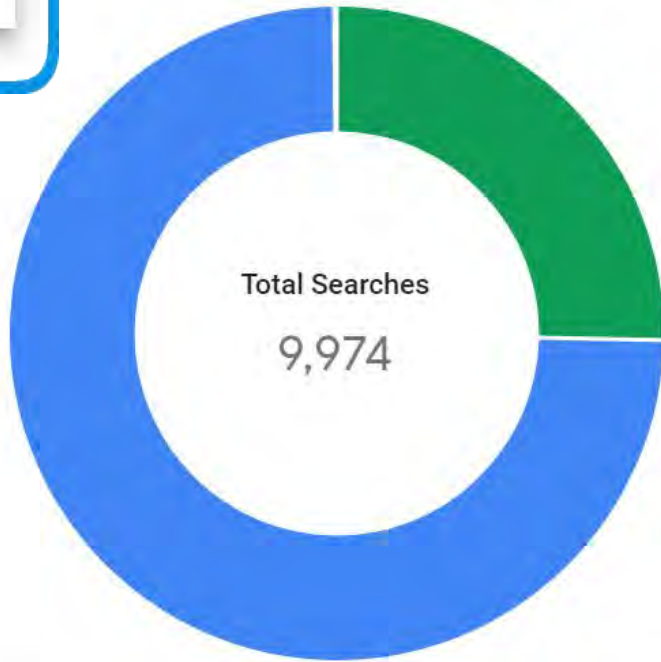
Download Historical Insights

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	10

iSITE Benchmark: **137/Day**

Map Views/Month

Total searches for all tracked iSITE Visitor Centers By Month.

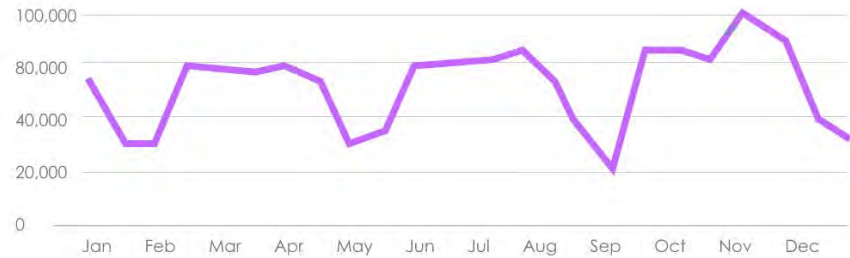
Monthly Average: **75,223**

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

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 not to 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

**Further resources
available to you from
CEDA**



Your Progress: Complete articles to earn badges!



Newbie
Earned Oct
2020



Rookie
Read 5
Articles



Skilled
Read 10
Articles



Advanced
Read 20
Articles



Expert
Read 50
Articles



Mastermind
Read 100
Articles

Welcome to the Local Marketing Academy, brought to you by CEDA.

In an effort to help you effectively market your business, we've created this online library of educational and how-to materials specifically for businesses and organizations like yours. The library contains a collection of how-to documents, resources, reference materials, and tools to help you maximize your visibility and results across a range of digital marketing platforms.

Account

Google My Business ▼

Inspiring Confidence: Tools for Businesses Re-Opening in the Time of COVID-19

Accessing GMB

Posts

Info

Insights

Leveraging Followers in Google My Business

Reviews

Understanding Service Area Businesses

Menus, Services and Products

Photos

Understanding Basic Reports in Google Analytics

The screenshot displays the Google Analytics interface with several key reports visible: Realtime (showing active users and sessions), Audience (showing user demographics and geography), Acquisition (showing traffic sources), Behavior (showing site usage patterns), and Conversion (showing goal completion rates). Each report includes data tables and visualizations like line and bar charts.

SEO 101: Keyword Research & Optimization

The screenshot shows a detailed article page with a table of contents, an introduction, and several sections of text. The article discusses the importance of keyword research and provides practical tips for optimization. A sidebar on the right contains a navigation menu and social media sharing options.

[b.link/CEDA-Academy](https://ceda.ca/b.link/CEDA-Academy)

CEDA2021

Leveraging Followers in Google My Business

SUMMARY:

One of the recent updates that was made for businesses who have verified their listings in Google My Business is the ability to gain followers inside of Google's products.



This feature allows businesses to send updates and special offers to potential customers, which they receive in the "For You" tab inside of the Maps app. When a user follows a business, they will receive updates in the form of Posts from the business. Businesses can add or edit Posts content via Google My Business.

The Posts interface will allow you to add images, create events, promote special offers or coupons, and much more. Once you've published a post

b.link/CEDA-Academy

Essential Strategies for Digital Advertising Success

SUMMARY:

2019 was a major milestone in the rise of digital advertising. It was the first year that digital advertising spend in the United States surpassed spend on "traditional" media such as TV, radio and print. Here are four essential strategies that can help make your digital advertising more effective.

With more than \$129 billion in annual spend (54% of total U.S. ad spending), the conversation is no longer "should you allocate some of your budget to digital" but rather "how can you ensure that spend is effective." Read on to discover three essential strategies to ensure your spend is delivering strong ROI.

1. Identify Messaging and Goals Along the Path to Purchase

CEDA2021



GMB Check-Up

Optimization tool for local business marketing

The tool is FREE for you to use. In return, we ask that you elect to share your anonymous insights data with us. We'll use this information to create community specific benchmarks and to evaluate the overall health of the businesses we support.



Get My Check-Up and Share My Insights

Your individual insight data won't be visible to us or associated with your business name and nothing will be modified or changed within your business listing.

[No thanks, just show me my check-up.](#)

This app requires access to your GMB listing. By accessing this check-up report, you agree to our [terms of service](#). You can change these permissions at any time by logging out of the app, or by reviewing your third party app permissions in your Google account.

b.link/CEDA-Checkup

GMB Check-Up

A quick analysis of your Google My Business profile



Choose which business profile to check

The Coffee Shop

Change profile

PROFILE COMPLETENESS

NEW! DELIVERY, PICKUP AND TAKEOUT ATTRIBUTES
GMB recently expanded the delivery, takeout and pickup attributes available to most businesses. Check to make sure that you're taking advantage of all of the attributes applicable to your business. These attributes are now featured at the top of most search screens, and if you haven't confirmed them for your business you won't show up in that search. In particular look for these attributes: **Delivery, Takeout, Curbside Pickup, No-Contact Delivery, In-store Pickup, Same-day delivery.**

CATEGORIES
Primary: Coffee shop
Looks like you only have one category assigned. You should consider using multiple categories which can greatly increase exposure options for your business. Make sure your secondary categories are relevant and review them once per quarter. Keep in mind that some GMB functionality is enabled or disabled depending on category.

SERVICE AREAS
Your business doesn't have any service areas assigned. If your business provides any services outside your physical location you should consider adding one or more service areas. You can add neighborhoods, cities, counties, and regions as service areas.

SPECIAL HOURS
Excellent! You've added special hours for holidays and special events. Remember, even if your hours are the same as any other day, you need to confirm your hours of least for the standard holidays in your region. Check your special hours each quarter to make sure they stay up to date.

MENUS / SERVICES / PRODUCTS
Good work! You're using menus and services to expand your exposure within your business profile. Make sure you're using your prices and offerings up to date to help customers make quicker and better decisions about your business.

SPECIAL ATTRIBUTES 24 OF 59
Great! You're using attributes. Make sure you've checked off of the appropriate attributes for your business. Keep in mind the attributes do change throughout the year. Best to check your list every month or so.

PROFILE PERFORMANCE

Searches per month

16,375 +
Average: 35,702

Average number of search exposures for your business per month, based on the last 90 days of your data. *

Map Views per month

15,690 +
Average: 79,389

Average number of map exposures for your business per month, based on the last 90 days of your data. *

Customer Actions per month

157 +
Average: 4,842

Average number of customer actions for your business per month, based on the last 90 days of your data. *

Direct vs. Discovery

9% / 91%

Percentage of new your found from direct vs. discovery

Photo Views per month

78,347 +
Average: 105,108

Average number of photo views for your business per month, based on the last 90 days of your data. *

Conversion Rate

0.94% +
Average: 4%

Conversion rate for your business based on average customer actions divided by average search exposures. *

Generated from best practices analysis, directly managed listings and volunteer data.

Responses

Rating Vector





Choose which business profile to check

The Coffee Shop

4000 Sandestin Boulevard South

[Change group](#)

1 PROFILE COMPLETENESS



NEW! DELIVERY, PICKUP AND TAKEOUT ATTRIBUTES

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Your Business doesn't have any service areas assigned. If your business provides any services outside your physical location you should consider adding one or more service areas. You can add neighborhoods, cities, counties, and regions as service areas.



b.link/CEDA-Checkup

Example: You need to confirm your business information regularly to keep it up to date.

2 PROFILE PERFORMANCE

Searches per month

16,375 ▼

Average: 35,702

Average number of **search** exposures for your business per month, based on the last 90 days of your data. *

Map Views per month

15,690 ▼

Average: 79,389

Average number of **maps** exposures for your business per month, based on the last 90 days of your data. *

Customer Actions per month

157 ▼

Average: 4,862

Average number of **customer actions** for your business per month, based on the last 90 days of your data. *

Direct vs. Discovery

9%/91%

Average: 45%/55%

Percentage of **direct** searches (knew your business name) vs. **discovery** searches (found your by category or keyword) based on the last 90 days of your data. *

Photo Views per month

78,367 ▼

Average: 105,108

Average number of **photo** views for your business per month, based on the last 90 days of your data. *

Conversion Rate

0.96% ▼

Average: 4%

Conversion rate for your business based on average customer actions divided by average search exposures. *

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3 CUSTOMER SENTIMENT

Rating

4.5 (3386) ▲

Average: 4.2

Your all-time review rating average, and the number of total reviews for your business.

Responses

3282 / 3386 (97%) ▲

Average: < 10%

Number of owner responses you've posted vs. the number of reviews for your business.

Rating Vector

4.3 ▼

Rating Vector shows the average rating for your last 15 reviews. If your vector is the same or higher than your total average, great! If it's lower, you should find out why!

4 CONTENT



PHOTOS

26 Owner photos uploaded

Most recent photo: 1 year ago

You should plan to upload 2 or more photos to your business each month. Our best practices research indicates that fresh photos are a strong ranking signal for your business and can increase your exposure by 10% to 30%, just by adding photos once per month. Don't forget to check your customer photos and flag the ones that are poor quality or irrelevant.



POSTS

7 Posts

Most Recent: 5

Great! looks like your posts!

b.link/CEDA-Checkup

ates, try it with your own

Questions...

Yes,
A panda made
this.



Links available here:

<https://milespartnership.co.nz/cedagdmo/>