

Uncovering the

Secrets

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

A best-practices study of over 50,000
business profiles on Google.

GREAT SOUTH

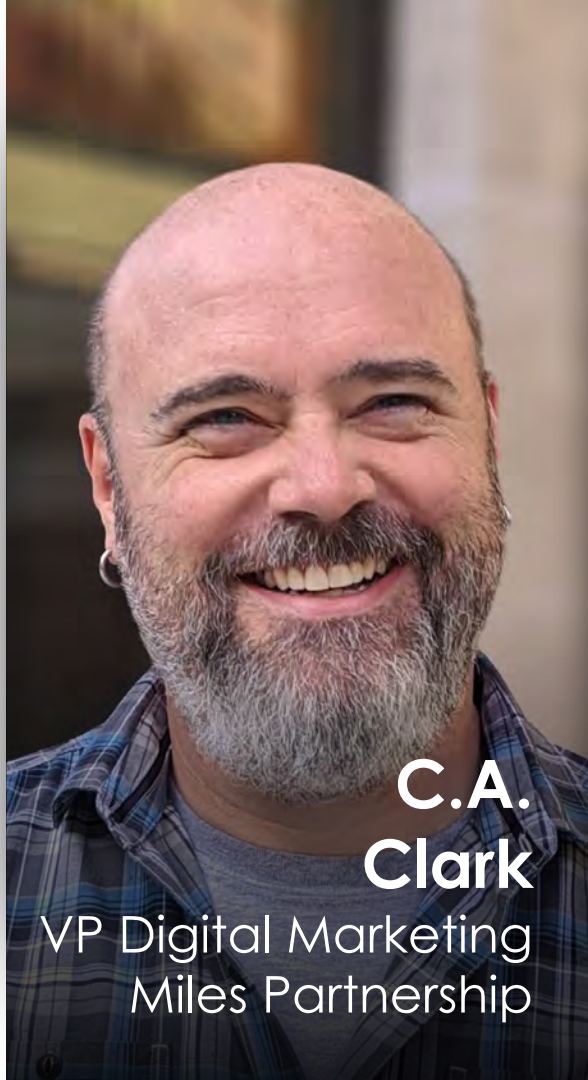


Southland Regional Development Agency

miles
PARTNERSHIP



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



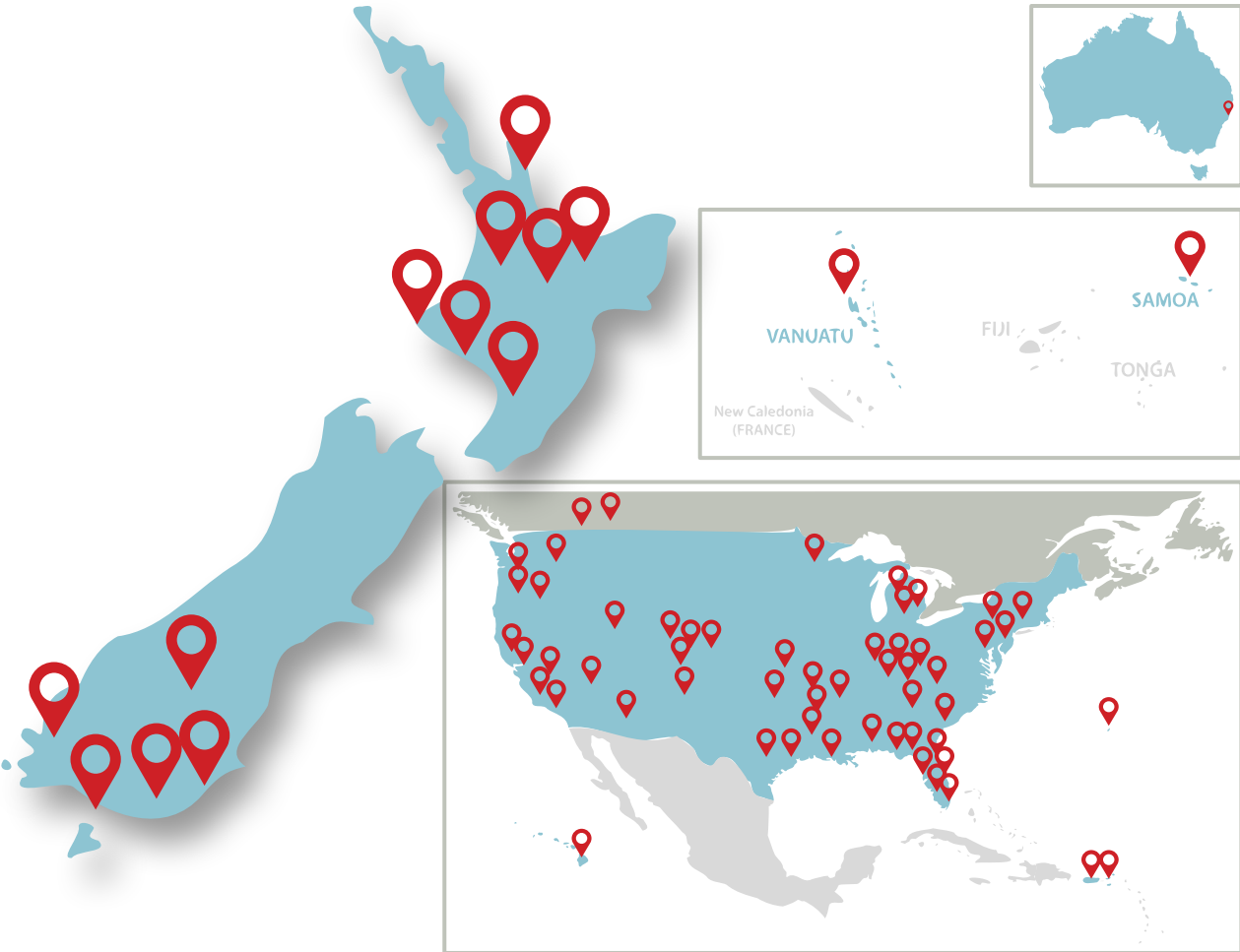
**Skye
Van Den Oever**

Digital Marketing
Specialist



In addition to more traditional agency services, we provide support across a wide variety of **Google Products**, to to improve exposure, conversion, quality and accuracy of information about the destination and the businesses within.





238+

Destinations in our support program

74,500+

Businesses and POI audited and analyzed

5,000+

Businesses have attended in person workshops

miles
PARTNERSHIP

Over

50,000

Google My Business listings
audited and analysed
globally.

More than

120

Google My Business listings
directly managed by
Miles across hospitality,
restaurant and retail.

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

But first...

What's a business profile?

Business Profile in SERP

Tue, 23 Mar Transfigured Night
Sun, 28 Mar Celtica - A New Era of Irish ...
Mon, 29 Mar Yesterday

[www.eventfinda.co.nz](#) › [whatson](#) › [civic-theatre-invercargill](#)

Civic Theatre Events - What's On at Civic Theatre - Eventfinda

Civic Theatre, Invercargill, Southland. Tomorrow 7:30pm / Dance. Award-winning choreographer Loughlan Prior fuses dance with music in his visceral adaption ...

Tue, 23 Mar Transfigured Night
Sun, 28 Mar Celtica - A New Era of Irish ...
Mon, 29 Mar Yesterday

[icc.govt.nz](#) › [civic-theatre](#)

Civic Theatre - Invercargill City Council

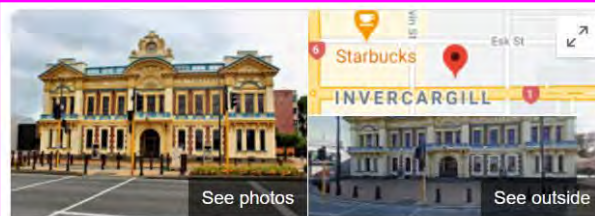
The **theatre** was built in 1906 and underwent a \$15.8 million upgrade in 2004-2005. That project turned the complex into a much-applauded performing arts and ...

[www.livenation.co.nz](#) › [venue](#) › [civic-theatre-invercargill](#)

Civic Theatre Invercargill Events & Tickets | Map, Travel ...

Buy **Civic Theatre Invercargill** tickets with confidence from co.nz. Browse all events and schedules. We have location, travel, parking and seating plan details.

Thu, 13 May **Ben Elton**



Civic Theatre

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

4.6 ★★★★★ 206 Google reviews

Theatre in Invercargill

The Civic Theatre is a theatrical venue in the southern New Zealand city of Invercargill. The theatre is located in Tay Street, in the centre of the city. It is a major landmark in Invercargill, and holds a Heritage New Zealand Category I listing, indicating a building of national significance. [Wikipedia](#)

Address: 88 Tay Street, Invercargill 9810

Capacity: 1,015

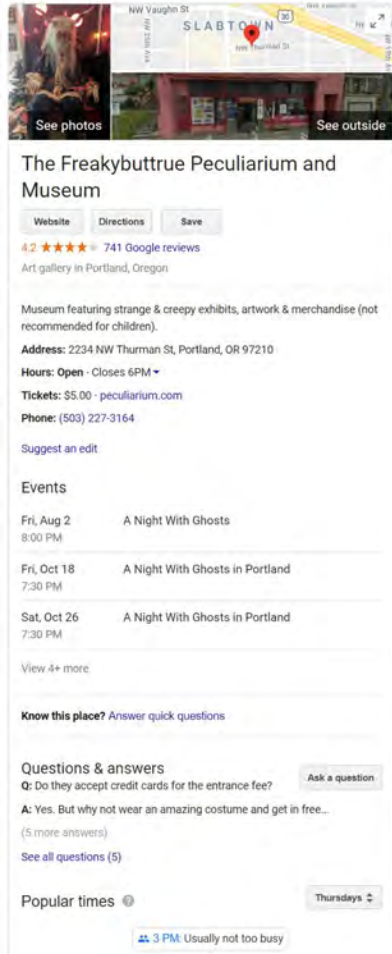
Phone: 03-211 1777

[Suggest an edit](#) · [Own this business?](#)

Events

Tue, 23 Mar Transfigured Night

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

Suggest an edit

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

View 4+ more

Know this place? Answer quick questions

Questions & answers

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

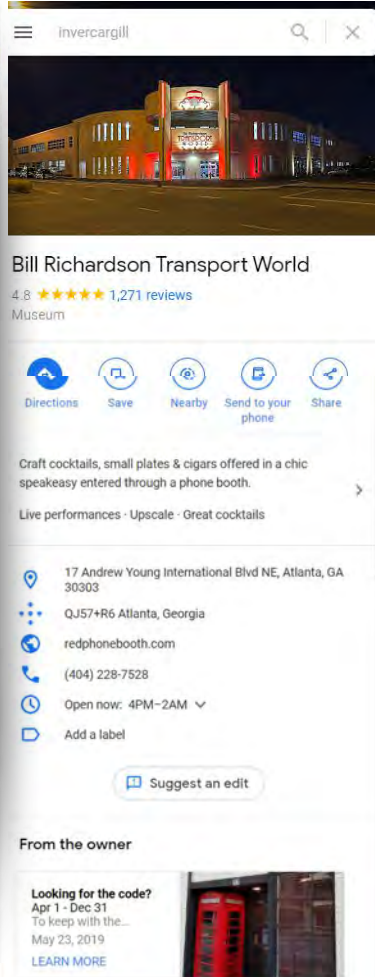
A: Yes. But why not wear an amazing costume and get in free...
(5 more answers)

See all questions (5)

Popular times

Thursdays

3 PM: Usually not too busy



Bill Richardson Transport World

4.8 ★★★★★ 1,271 reviews

Museum

Craft cocktails, small plates & cigars offered in a chic speakeasy entered through a phone booth.

Live performances · Upscale · Great cocktails

17 Andrew Young International Blvd NE, Atlanta, GA 30303

QJ57+R6 Atlanta, Georgia

redphonebooth.com

(404) 228-7528

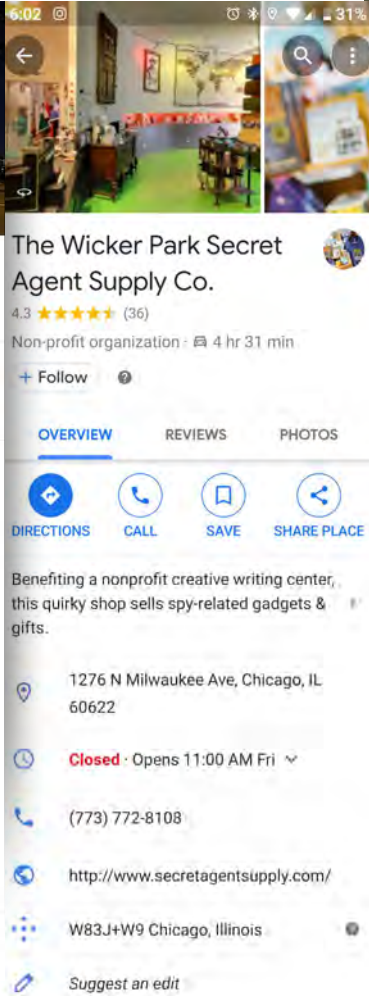
Open now: 4PM-2AM

Add a label

Suggest an edit

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

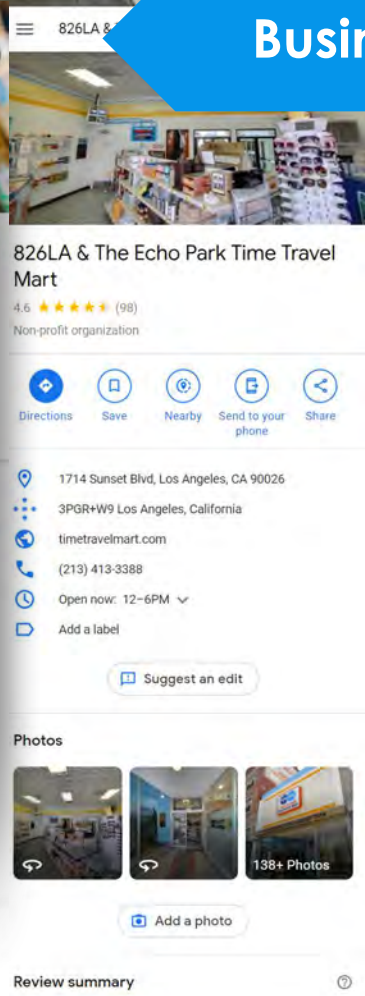
Closed · Opens 11:00 AM Fri

(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

+ Follow

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

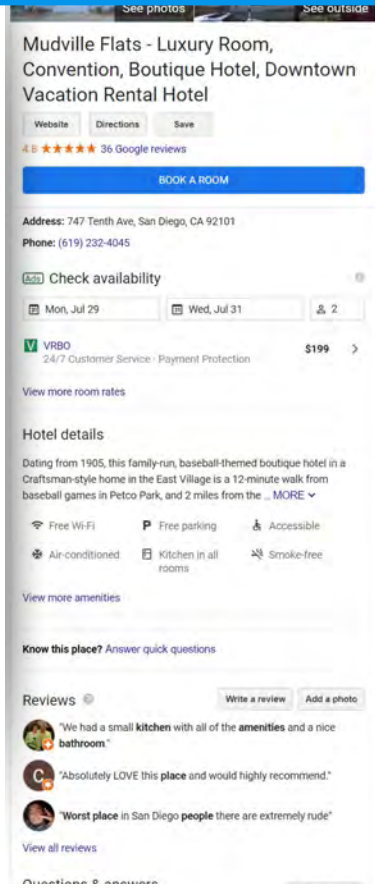
Suggest an edit

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

View more amenities

Know this place? Answer quick questions

Reviews

Write a review Add a photo

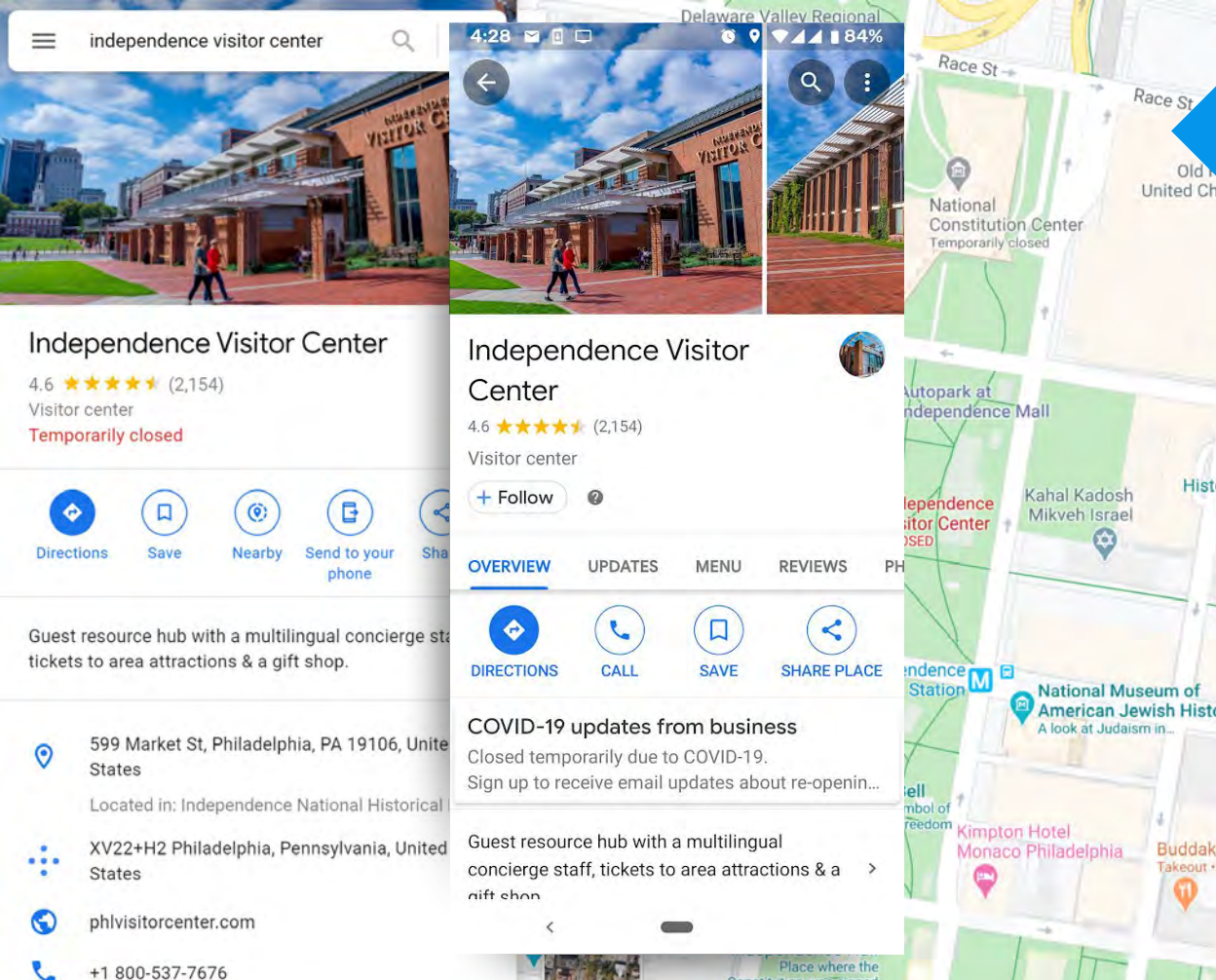
"We had a small kitchen with all of the amenities and a nice bathroom."

"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 (free) exposure
for your business online.



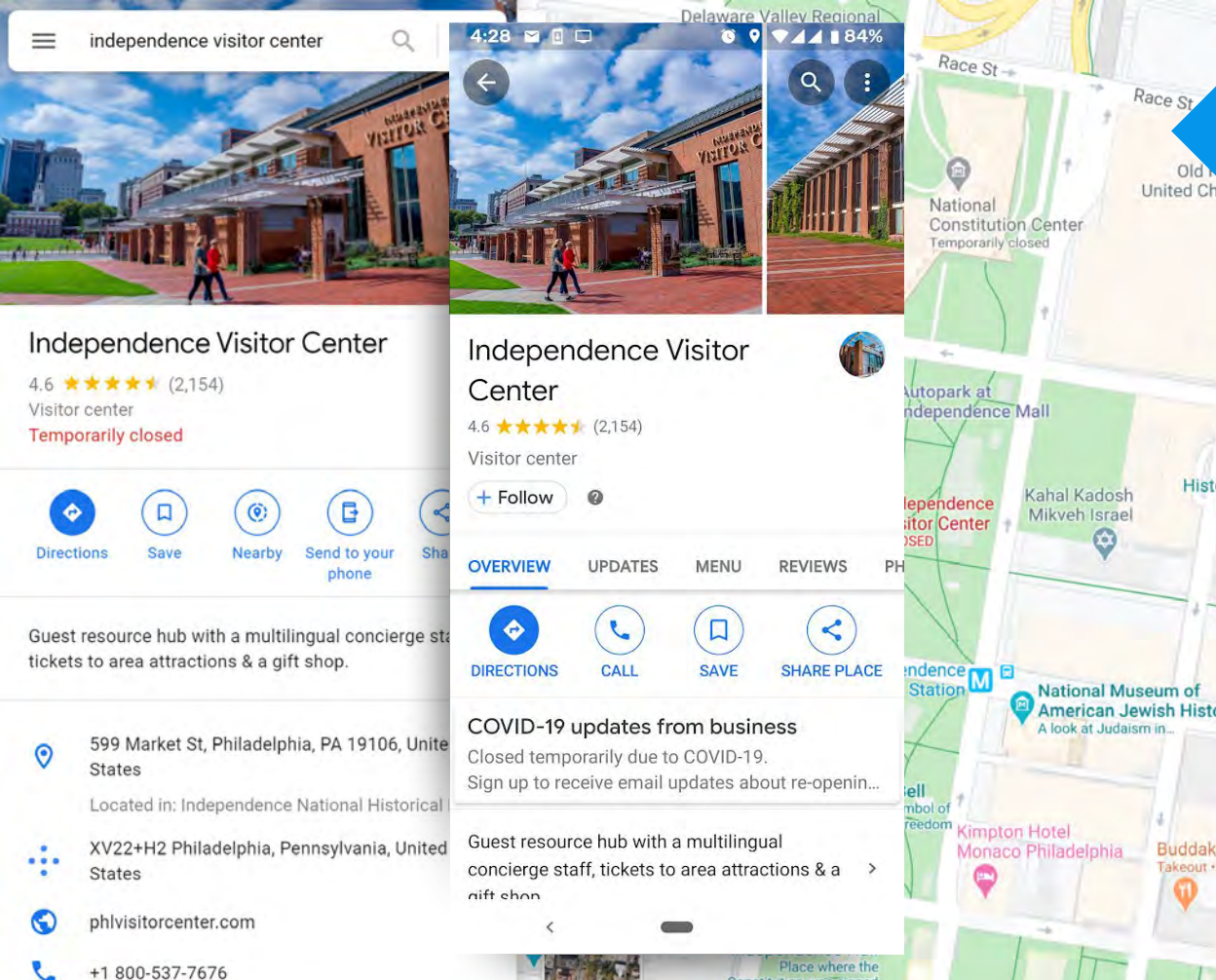
Case Study

25,518,074

Annual Online
Audience

Including:

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



Case Study

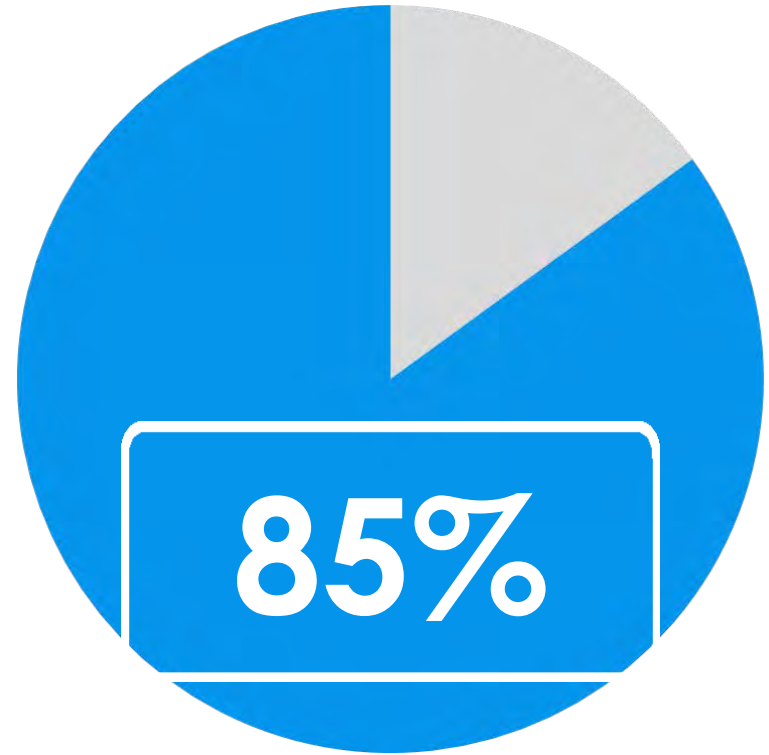
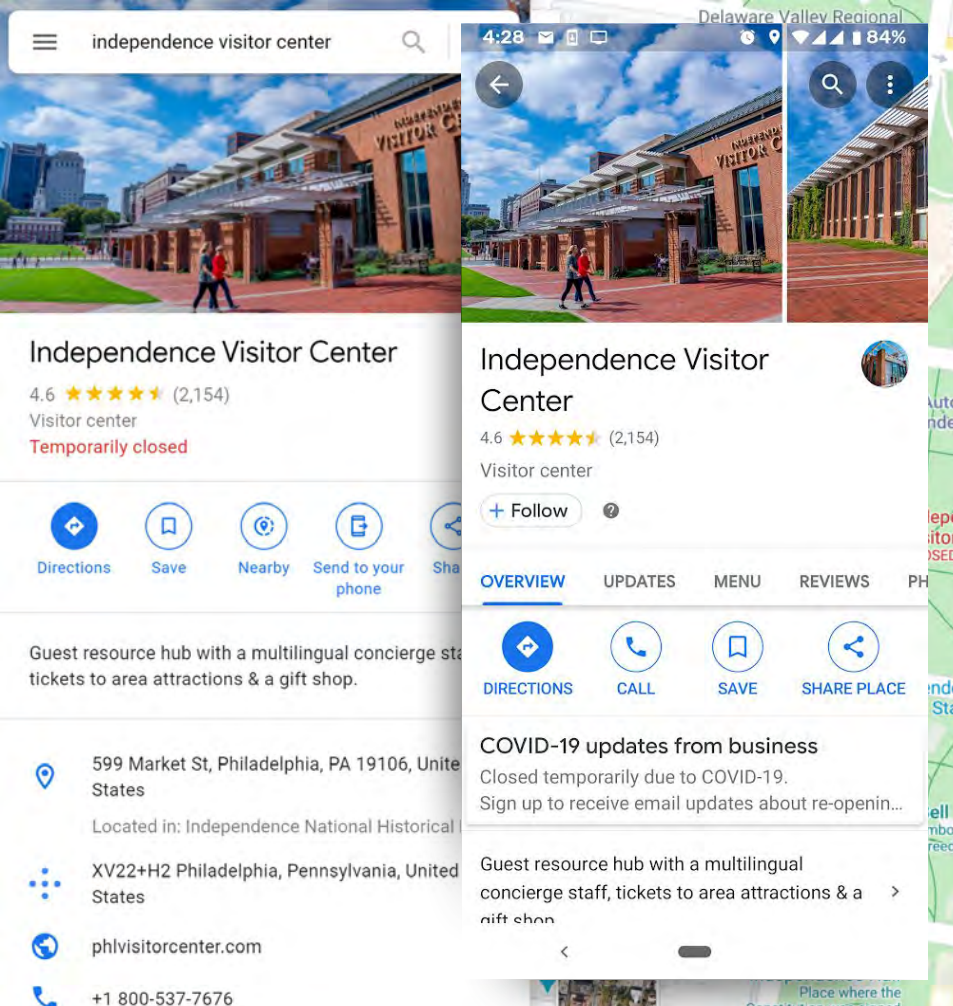
25,518,074

Annual Online
Audience

22,542,336

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

miles
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Of total online audience

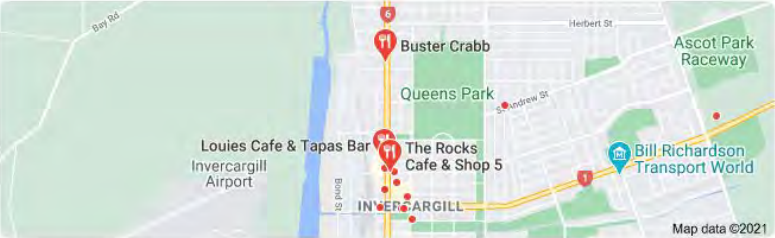
miles
PARTNERSHIP

invercargill restaurants

✕ 🔍


🔍 All 📍 Maps 🖼️ Images 📰 News 🛒 Shopping ⋮ More Settings Tools

About 1,250,000 results (0.57 seconds)




Rating ▼ Price ▼ Hours ▼ Visit history ▼


Buster Crabb
4.4 ★★★★★ (521) · \$\$ · Restaurant
326 Dee St
✓ Dine-in · ✗ Delivery



The Rocks Cafe & Shop 5
4.6 ★★★★★ (305) · \$\$ · Restaurant
101 Dee St
✓ Dine-in · ✓ Takeaway · ✗ Delivery



Louies Cafe & Tapas Bar
4.6 ★★★★★ (165) · \$\$ · Restaurant
142 Dee St
Closed · Opens 5:30PM
✓ Dine-in · ✗ Delivery



→ View all

The Local Pack

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

invercargill restaurants



All Maps Images News Shopping More

Settings Tools

About 1,250,000 results (0.57 seconds)



Rating Price Hours Visit history

Buster Crabb

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142 Dee St

Closed · Opens 5:30PM

✓ Dine-in · ✗ Delivery



View all

The Local Pack


But why
these three
business
profiles?

invercargill restaurants

✕ 🔍

🔍 All 📍 Maps 🖼️ Images 📰 News 🛒 Shopping ⋮ More Settings Tools

About 1,250,000 results (0.57 seconds)



Map data ©2021

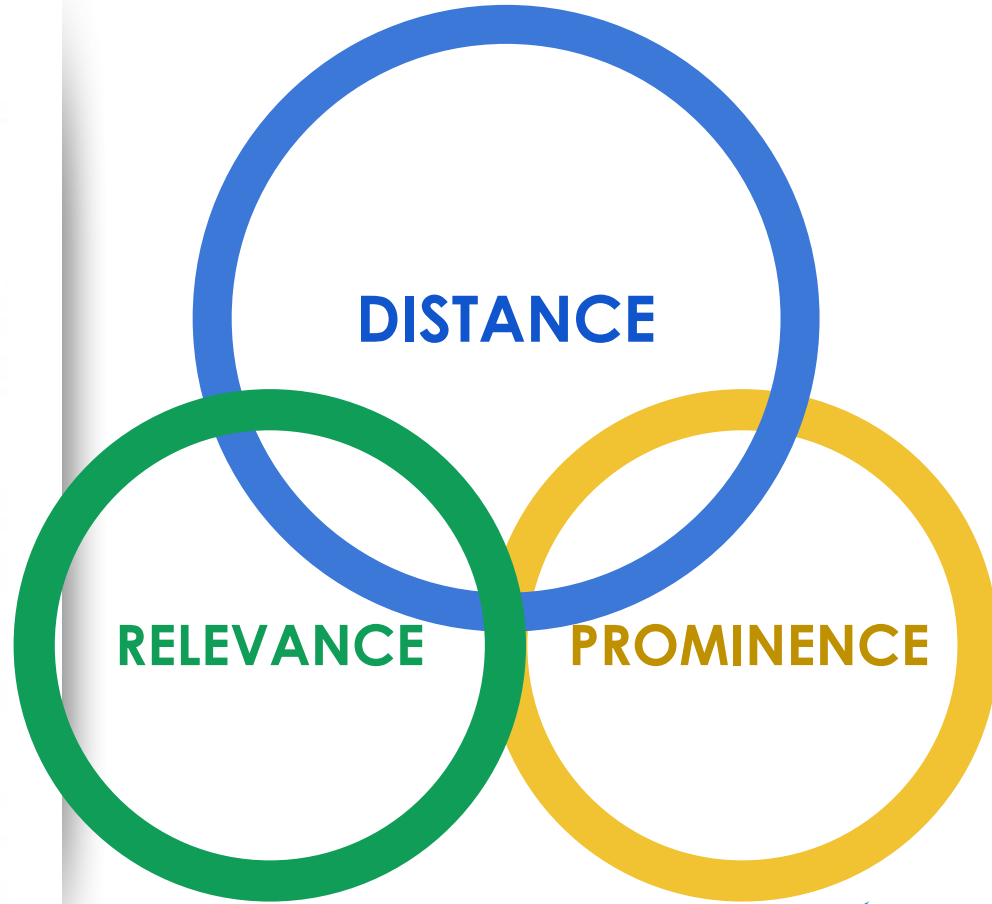
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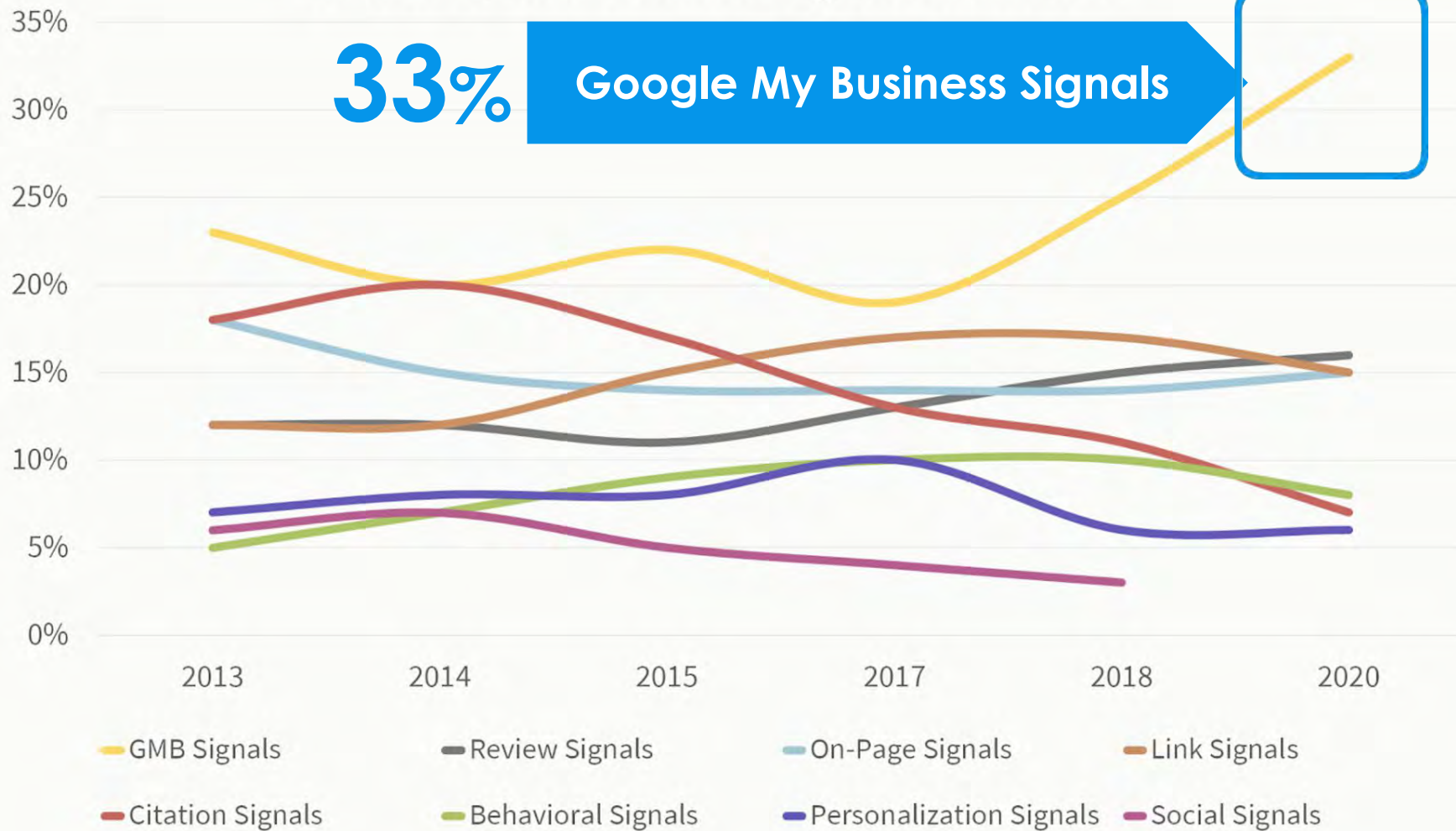
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142 Dee St
Closed · Opens 5:30PM
✓ Dine-in · ✕ Delivery

→ View all



Local Pack / Local Finder Ranking Factors Over Time



Hotels | Invercargill

About these results ⓘ

Mon, 19 Apr

Tue, 20 Apr

2 ▼



Top-rated



Budget options



Luxury stays

Free cancellation



Ascot Park Hotel

4.4 ★★★★★ (672)

Indoor Pool
Spa

\$144



Kelvin Hotel

4.1 ★★★★★ (313)

Free Wi-Fi

\$137



Victoria Railway Hotel

4.6 ★★★★★ (84)

Free parking
Free Wi-Fi

\$179



Land's End Boutique Hotel

4.6 ★★★★★ (25)

Free parking
Free Wi-Fi

\$245



View 68 hotels

Hotel Finder

Hotel finder takes the place of the local pack when the search terms include stay, hotel, accommodation, etc.

**We've also seen tests where this layout is applied to other categories*

Invercargill

Mon, 19 Apr Tue, 20 Apr

2

Hotels Holiday rentals Rating Amenities Free cancellation More filters

When to visit What you'll pay

COVID-19 trends in Southland 85% of hotels have availability

Hotels (68) Saved (0)

Sort by best match



Golden Leaf Apartments
4.4 ★★★★★ 82 reviews Excellent location

\$120

Learn more

Ad · From Booking.com

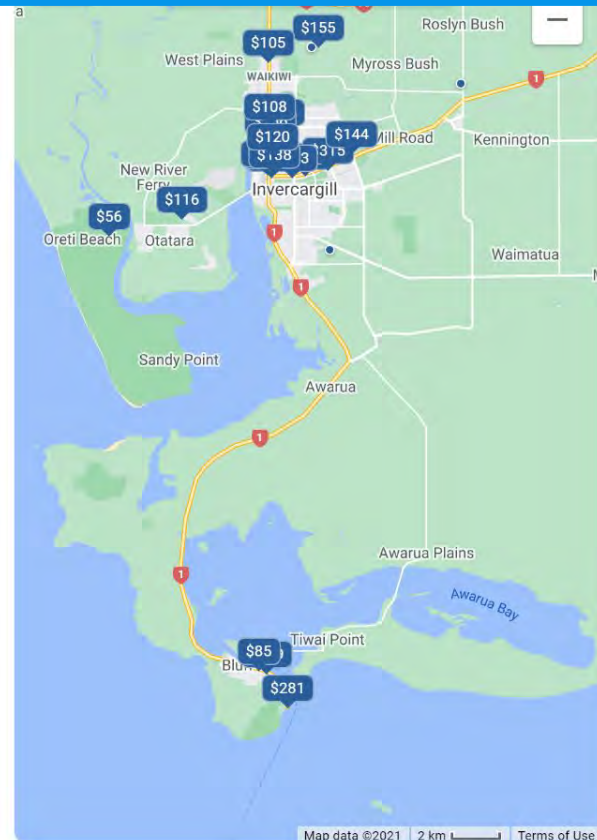


Living on Dee
4.3 ★★★★★ 43 reviews

\$108

Learn more

Hotel Finder



Overview

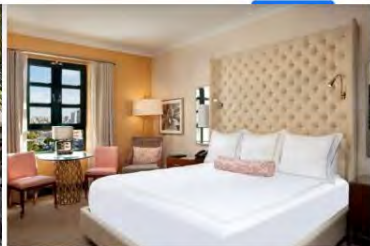
Prices

Reviews

Location

About

Photos



Condado Vanderbilt Hotel

5-star hotel

1055 Ashford Ave, San Juan, 00907, Puerto Rico • +1 787-721-5500



Website



Directions



Save



Share

Book a room

\$703

19–20 Apr



4.7

Excellent | 2,321 reviews



Top-rated



Great pool



Great spa



Great rooms

Upscale oceanfront hotel with a contemporary restaurant & a cigar lounge, plus 4 pools & a spa.

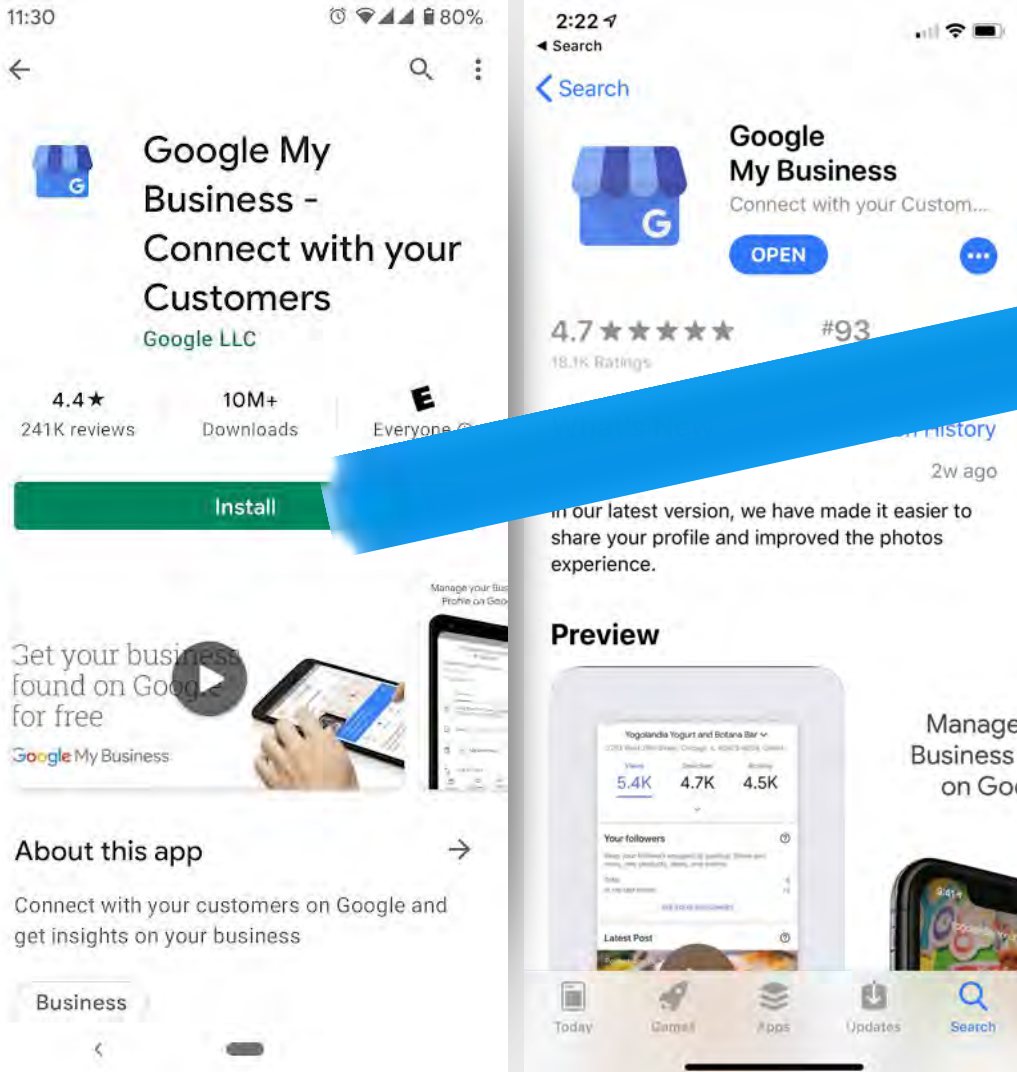


Stay 2 extra nights for an avg nightly rate of \$576

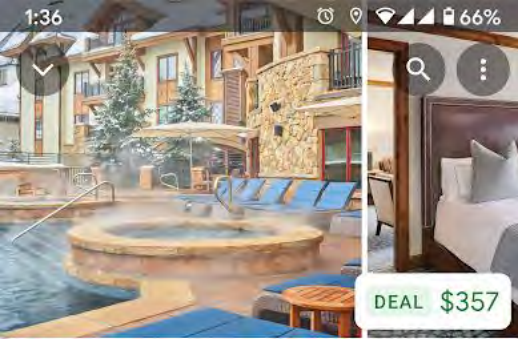
Check availability

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**.



Download the Google My Business App



The Sebastian - Vail

4.7 ★★★★★ (313)
4-star hotel

OVERVIEW PRICES SERVICES REVIEWS



Polished quarters
hotel offering dining

Ads · Check availability

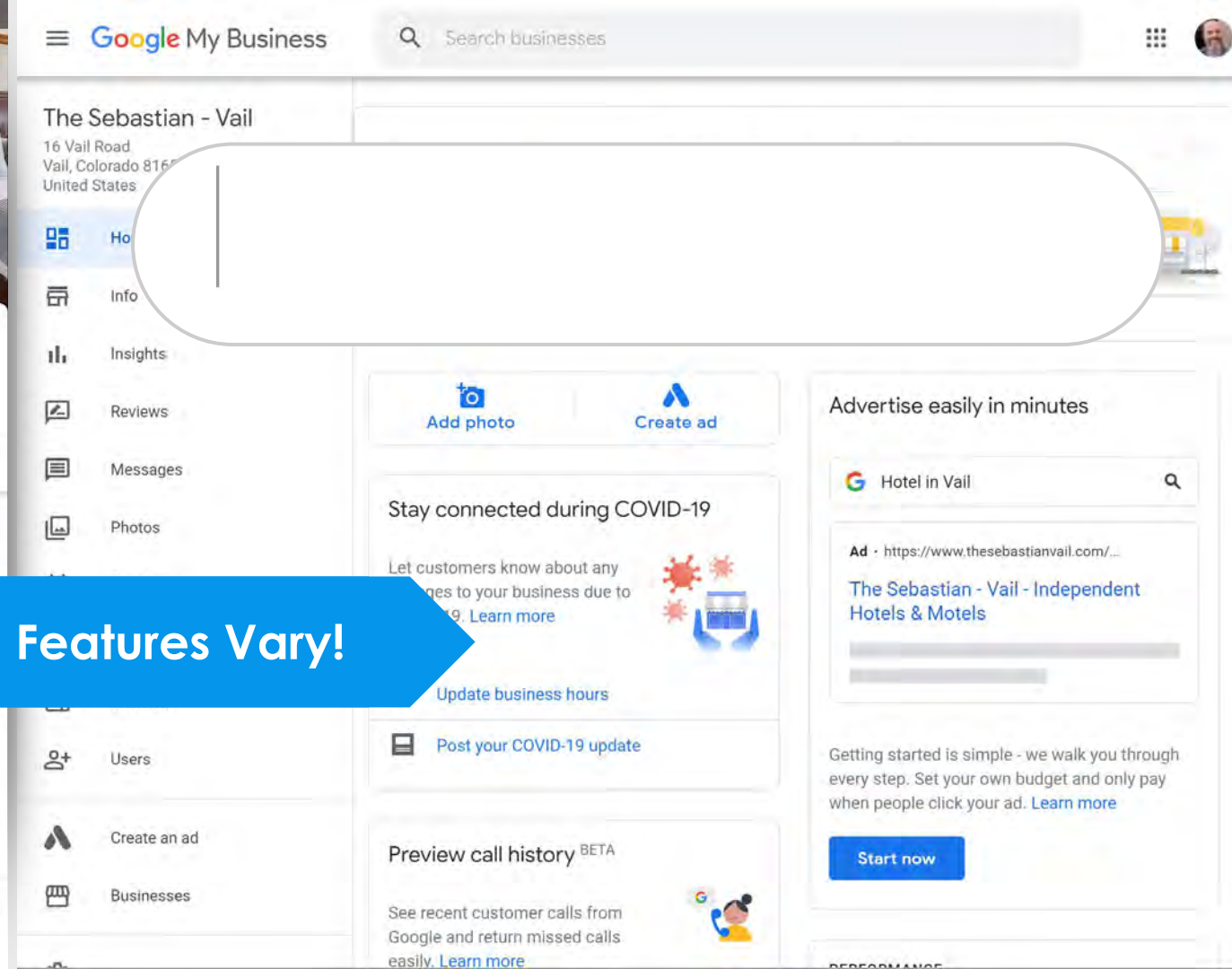
Check in
Sun, Apr 11

Check out
Mon, Apr 12

DEAL 17% less than usual

Booking.com

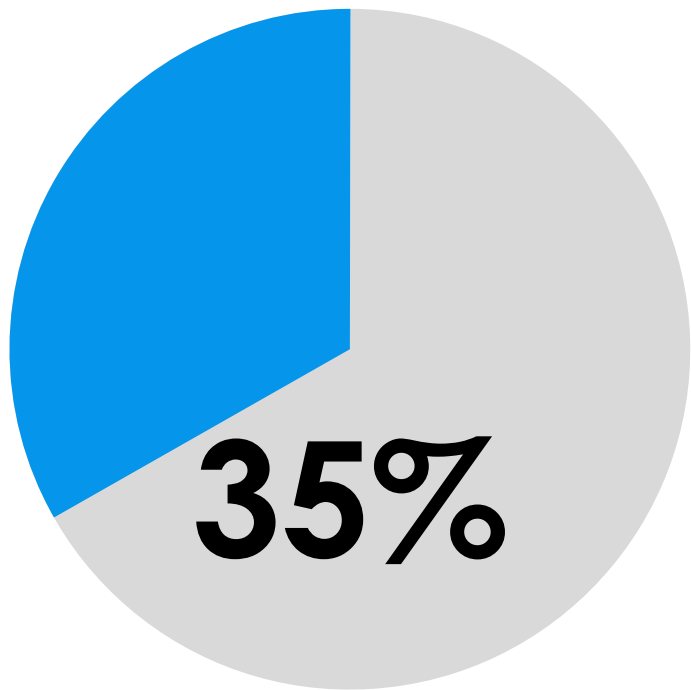
\$357



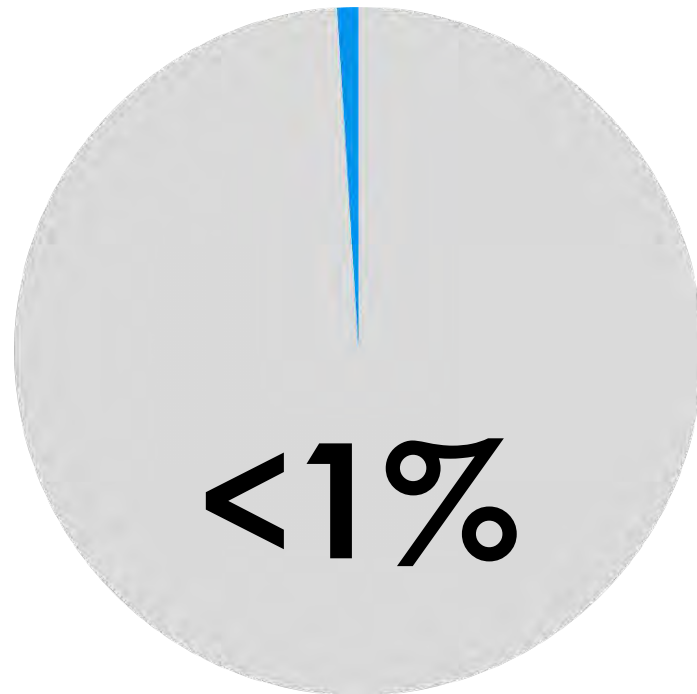
Info Tab



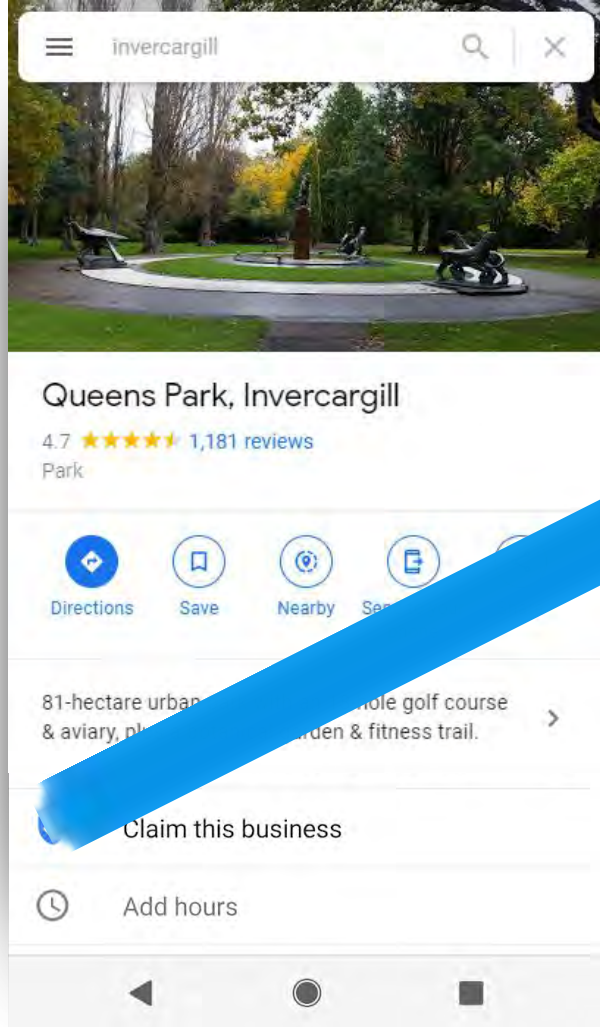
Verification and Completeness



Of the listings audited, 35% were **unverified**, and (therefore) unmanaged.



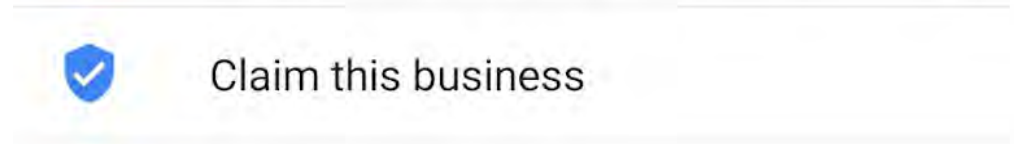
But less than 1% of top performing listings are unverified.

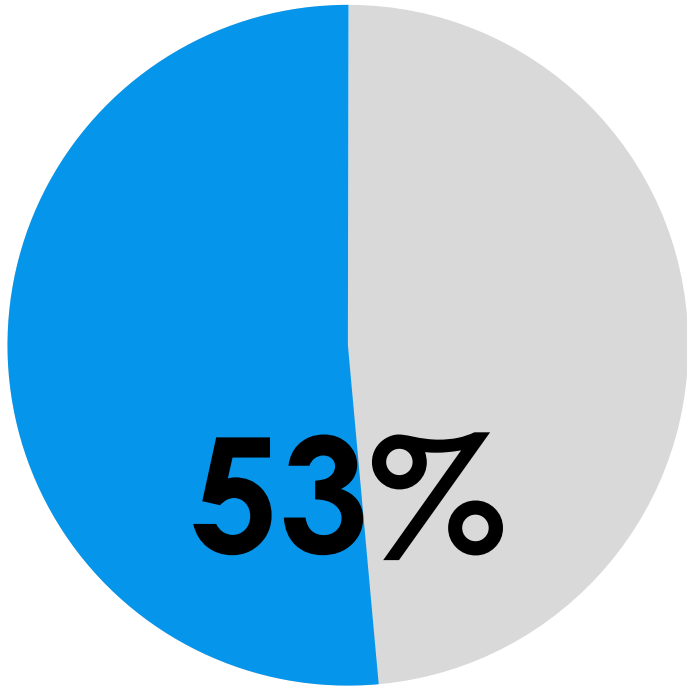


Make Sure You've Claimed Your Business

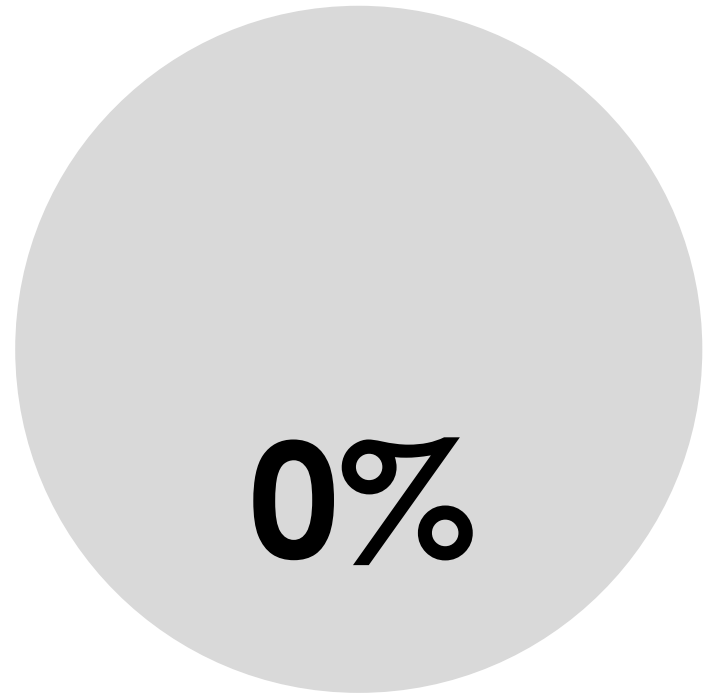
Search for your business in maps and look for this icon.

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





Of audited listings are **incomplete**, missing some basic information



No top performing business profiles have **incomplete** information

business.google.com/create/pvp

Start with this link:

<https://business.google.com/create/pvp>

Sign in with account which will
"own" the listing.

Enters the unique verification
code provided to you, process
is completed.

**If you need help getting verified
Great South can help you!**



RumFish Grill

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

Home

Posts

Info

Menu

Insights

Reviews

Messages

Photos

Bookings

Website

Users

Create an ad



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

Day	Hours
Sunday	2:00 PM–9:00 PM
Monday	4:00 PM–9:00 PM
Tuesday	Closed
Wednesday	Closed
Thursday	4:00 PM–9:00 PM
Friday	4:00 PM–10:00 PM

Your business is live on Google

View on Search

View on Maps

Share your Business Profile

Close this business on Google

You can mark this business as temporarily closed. You can also remove it from Google Maps.

[Mark as temporarily closed](#)

[Mark as permanently closed](#)

Google Assistant calls

Advanced information

Make sure your information complete and accurate.

Check Your:

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

Top Performer Secrets




NAP Consistency

invercargill restaurants

Q All Maps Images News Shopping More Settings Tools

About 1,250,000 results (0.57 seconds)



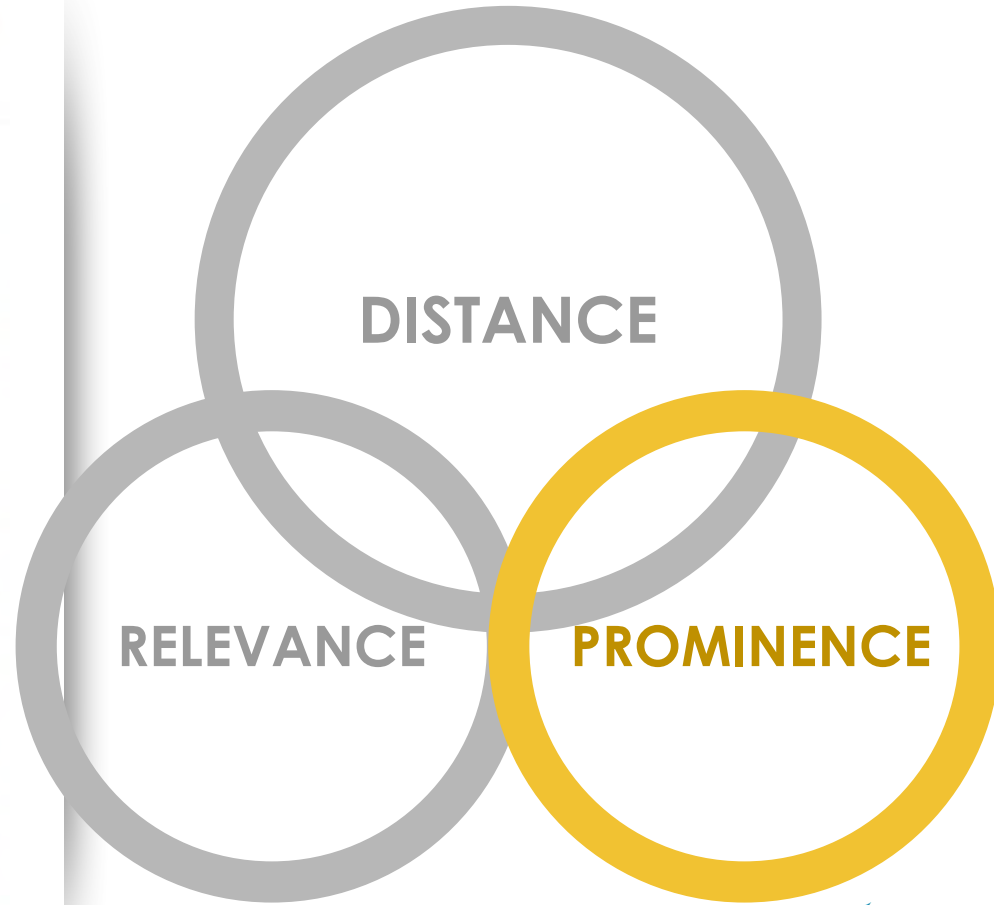
Rating Price Hours Visit history

Buster Crabb
4.4 ★★★★★ (521) · \$\$ · Restaurant
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4.6 ★★★★★ (165) · \$\$ · Restaurant
142 Dee St
Closed · Opens 5:30PM
✓ Dine-in · ✗ Delivery

→ View all



Google My Business

Search locations

ORGANIZATION

Miles Partnership

Sixty-One Prime

61 Hawks Cay Boulevard
Duck Key, FL 33050

Home

Posts

Info

Insights

Reviews

Messaging

Photos

Bookings

Website

Users

Create an ad

Manage locations

Sixty-One Prime

Fine dining restaurant
Wine Bar
Restaurant
Steak house
Cocktail Bar
Seafood restaurant

61 Hawks Cay Boulevard Duck Key, FL 33050

Add service area

Sunday 5:00 pm–10:00 pm
Monday 5:00 pm–10:00 pm
Tuesday 5:00 pm–10:00 pm
Wednesday 5:00 pm–10:00 pm
Thursday 5:00 pm–10:00 pm
Friday 5:00 pm–10:00 pm
Saturday 5:00 pm–10:00 pm

Add special hours

(305) 743-7000

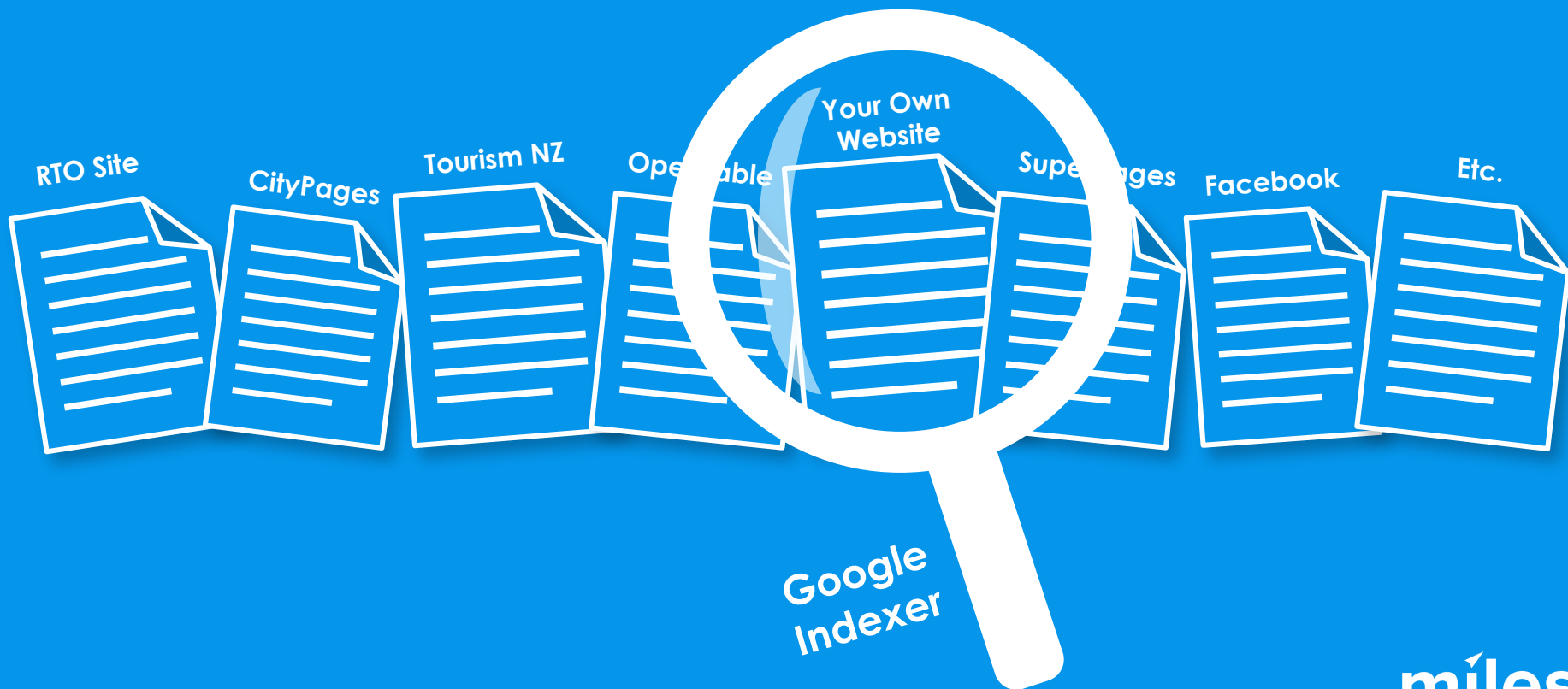
Website
<https://www.hawkscay.com/amenities/dining/sixty-one-prime>

Updates from Google

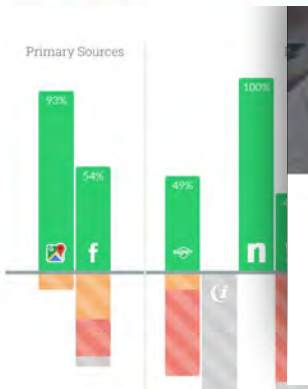
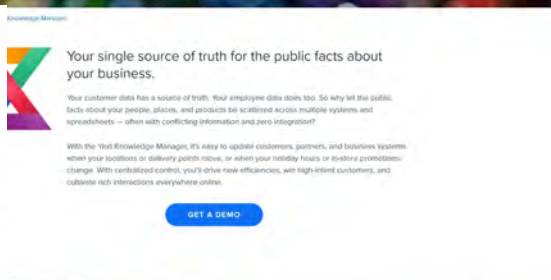
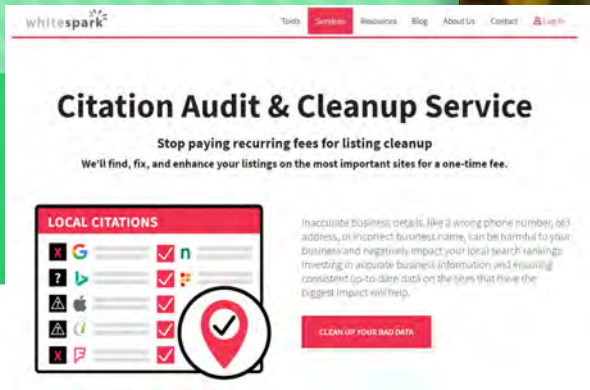
This location has updated information from Google users or other sources. Review these published updates to make sure that they're accurate. [Learn more](#)

[Accept all for this location](#)

Name
Address
Phone



The Modern Honolulu
1775 Ala Moana Blvd. Honolulu, HI, 96815
(808) 943-5800
www.themodernhonolulu.com



Turning Location Data Into Digital Storefronts


Location data management is more than just making sure the address, phone number and business name for each of your stores, shops or restaurants are correct online.

MOZ Local
Yext
Whitespark
Etc.

Search:
Location Data
Management
tools


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



- Home
- Posts
- Info**
- Menu
- Insights
- Reviews
- Messages
- Photos
- Bookings
- Website
- Users


 This location has updated information from Google users. Review these published updates to make sure that they are accurate.

"Open now" searches

	Sunday	2:00 PM–9:00 PM	
	Monday	4:00 PM–9:00 PM	
	Tuesday	Closed	
	Wednesday	Closed	
	Thursday	4:00 PM–9:00 PM	
	Friday	4:00 PM–10:00 PM	
	Saturday	2:00 PM–10:00 PM	

 **More hours**
Add hours

	7/4/19	11:30 AM–11:30 PM	
	11/11/19	11:30 AM–2:00 PM	
		5:00 PM–10:00 PM	
	11/28/19	11:30 AM–2:00 PM	
		5:00 PM–10:00 PM	
	12/25/19	11:30 AM–10:00 PM	
	1/1/20	11:30 AM–2:00 PM	
		5:00 PM–10:00 PM	
	1/20/20	11:30 AM–12:00 AM	
	2/17/20	11:30 AM–12:00 AM	
	4/12/20	11:30 AM–12:00 AM	

 (727) 329-1428
(844) 786-3474

↑ 300%

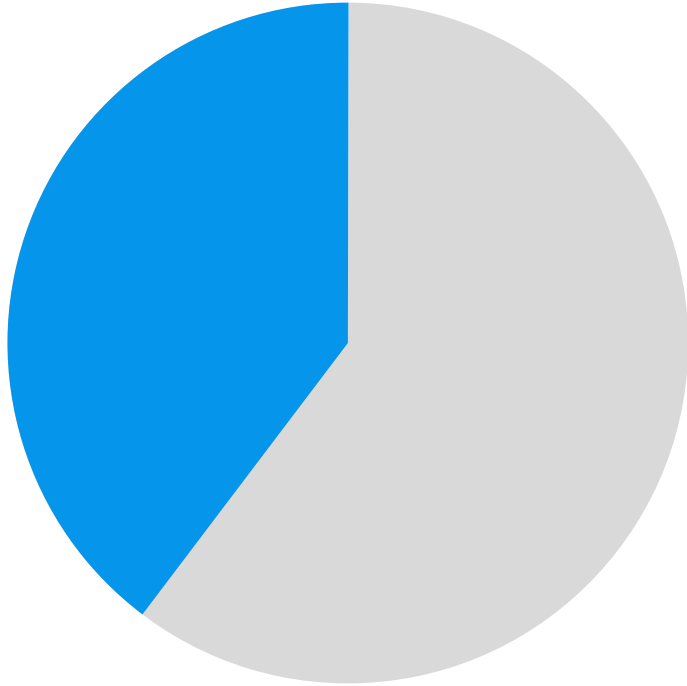
Growth in search interest
for "open now."



Think with Google

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

Accurate Hours
are **critically**
important



Hours are the most commonly missing item

43%

Of incomplete listings in our audit were missing hours.



Open · Closes 5PM ▼

Updated by business under 1 hour ago



NEW Update Message



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

Search: miles partnership

ALL NEWS MAPS IMAGES VIDEOS

Miles Partnership

5.0 ★★★★★ (1)
Marketing agency in Auckland
Open



OVERVIEW UPDATES REVIEWS PHOTOS



CALL



DIRECTIONS

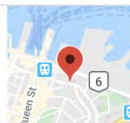


SAVE



WEBSITE

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



Open · Closes 5PM ▼

Updated by business under 1 hour ago

More about Miles Partnership

See photos See outside

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



NEW Detailed Hours Options

United States

- Home
- Posts
- Info
- Menu
- Insights
- Reviews
- Messages
- Photos
- Bookings
- Website
- Users
- Create an ad

Sunday	2:00 PM–9:00 PM
Monday	4:00 PM–9:00 PM
Tuesday	Closed
Wednesday	Closed
Thursday	4:00 PM–9:00 PM
Friday	4:00 PM–10:00 PM
Saturday	2:00 PM–10:00 PM

More hours
Add hours

7/4/19	11:30 AM–11:30 PM
11/11/19	11:30 AM–2:00 PM
	5:00 PM–10:00 PM
11/28/19	11:30 AM–2:00 PM
	5:00 PM–10:00 PM
12/25/19	11:30 AM–10:00 PM
1/1/20	11:30 AM–2:00 PM
	5:00 PM–10:00 PM
1/20/20	11:30 AM–12:00 AM
2/17/20	11:30 AM–12:00 AM
4/12/20	11:30 AM–12:00 AM

(727) 329-1428
(844) 786-3474

Google Assistant calls

Advanced information

Store code *Enter store code*

Labels *Enter labels*

Google Ads location extension phone *Enter Google Ads phone*

Regular hours

More hours

Special hours



NEW Detailed Hours Options

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](#)

Takeout

Delete hours

Sunday ☐ Closed

Monday ☐ Closed

Tuesday ☒ Open Opens at — Closes at

Wednesday ☒ Open Opens at — Closes at

Thursday ☒ Open Opens at — Closes at

Friday ☐ Closed

Saturday ☐ Closed

Cancel [Continue](#)

Access

Brunch

Delivery

Drive Through

Happy hours

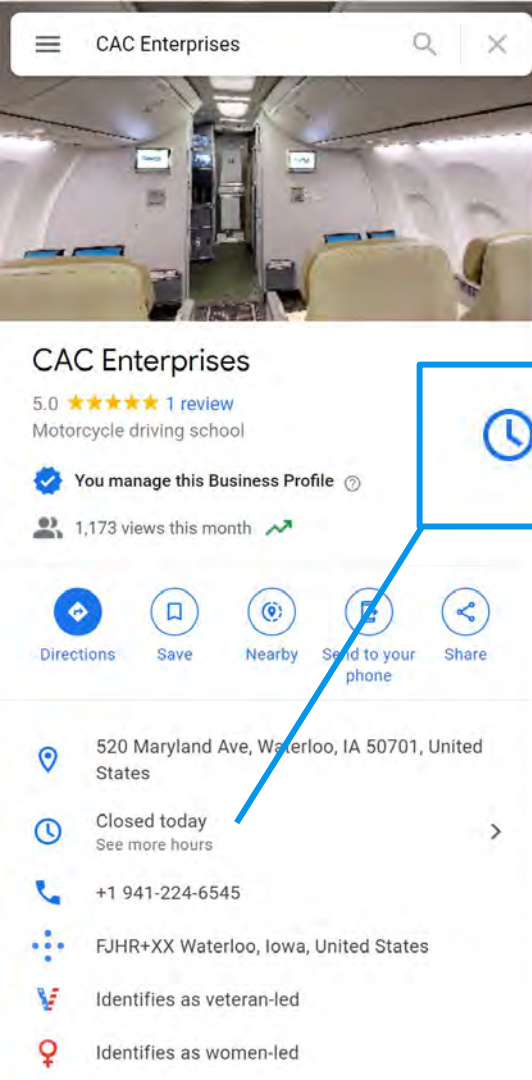
Kitchen

Online service hours

Pickup

Senior hours

Takeout



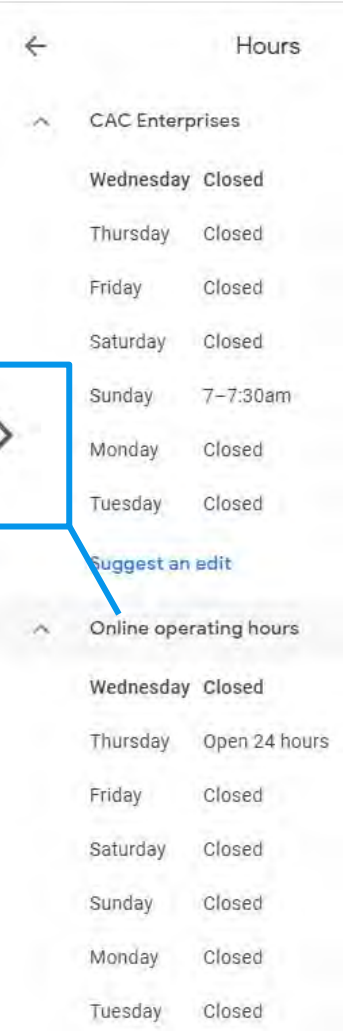
“More hours”



Closed today
See more hours



Only appear
under whatever
you have set as
your regular hours.



ORGANIZATION
Miles Partnership

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

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

Special hours

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

4/16/18 ☒ Open 11:30 am

[ADD HOURS](#)

9/30/18 ☐ Closed X

10/2/18 ☐ Closed X

10/3/18 ☐ Closed X

10/4/18 ☐ Closed X

10/5/18 ☐ Closed X

10/6/18 ☐ Closed X

CANCEL [APPLY](#)

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

Keep "Special hours" up to date

Google Miles Partnership

Hours

Take a close-up photo that clearly shows the hours for Google to scan

[Add a photo](#)

Add a photo to help us verify your suggestion. Your photos will be publicly available under your name.

OR

Select days with incorrect hours

<input type="checkbox"/> Sunday	Closed
<input type="checkbox"/> Monday	8:30 am-5:00 pm
<input type="checkbox"/> Tuesday	8:30 am-5:00 pm
<input type="checkbox"/> Wednesday	8:30 am-5:00 pm
<input type="checkbox"/> Thursday	8:30 am-5:00 pm
<input type="checkbox"/> Friday	8:30 am-5:00 pm
<input type="checkbox"/> Saturday	Closed

Exceptions or holidays

[Cancel](#) [Send](#)

[Meet Miles](#)
Miles by the numbers. These

[Job Openings](#)
At Miles, we create the resources

[Send to your phone](#)



NEWER Hours Interface

Observed a beta test of revised hours entry interface “in the wild” the last few months. Be on the lookout for changes in the coming months that will simplify hours entry across multiple days.

Soul Fighters Newcastle

Here's what your listing shows on Google
for the holidays in April

Google My Business



Let customers know your special hours for February

When your business has altered opening times, like holidays or special events, you can enter special hours in advance to let customers know when you're open. Here's what customers see when they view your business on Google.

[Update my special hours](#)

February special hours

Waitangi Day
Thursday 6/2

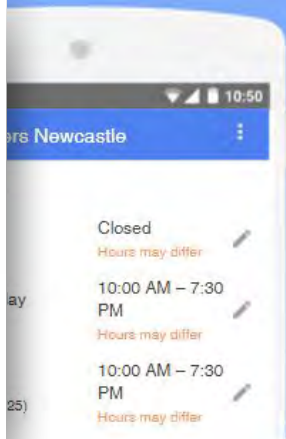
7:00 am – 8:00
pm

[Update my special hours](#)

If you haven't updated your hours, we recommend that you do. We may call you to make sure they're accurate. We'll never ask for payments over the phone.

[Visit Google My Business Help](#) to learn more about updating your special hours.

The hours currently labeled as "hours may differ" in orange show your unconfirmed hours. Your confirmed "holiday hours" are labeled in green where you have set special hours.

[GO TO MY HOLIDAY HOURS](#)


because of inaccurate hours on your listing.

Holiday Hours Reminders

Don't ignore hours update reminders like these. If you don't positively confirm your hours, **(even if they're the same!)** Google will show a warning in your listing.

Easter Monday
(Monday 4/2)

10:00 AM – 7:30
PM

Hours may differ

Anzac Day
(Wednesday 4/25)

10:00 AM – 7:30
PM

Hours may differ

Miles Partnership

6751 Professional Parkway West Suite 200
Sarasota, 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

Add photos

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.

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

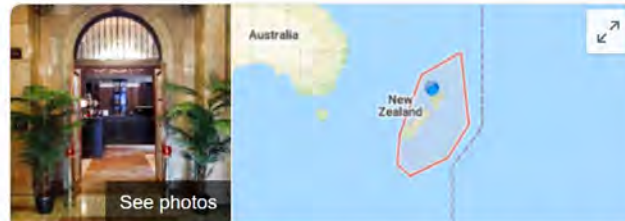


Gray Line NZ

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

Service Areas

- Bookings
- Website
- Users
- Create an ad



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](#)

Service area

Let customers know where your business provides deliveries or services

[Search and select areas](#)

Invercargill

Invercargill

New Zealand

Invercargill City

Southland, New Zealand

Invercargill Airport

New Zealand

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

Top Performer Secrets

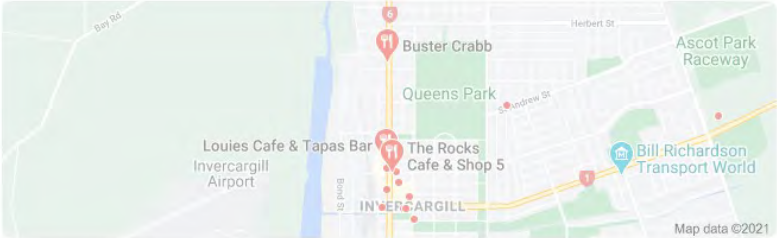


Categories, Attributes &
Description

invercargill restaurants

Q All Maps Images News Shopping More Settings Tools

About 1,250,000 results (0.57 seconds)



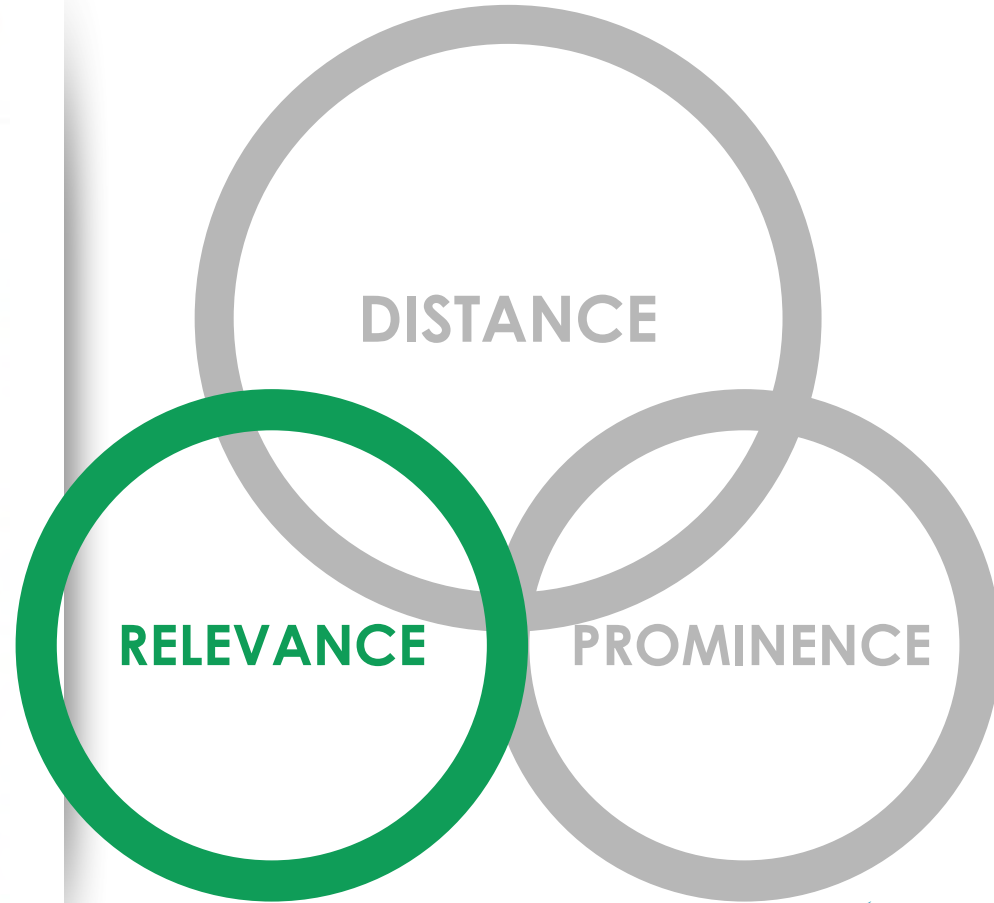
Rating Price Hours Visit history

Buster Crabb
4.4 ★★★★★ (521) · \$\$ · Restaurant
326 Dee St
✓ Dine-in · ✗ Delivery

The Rocks Cafe & Shop 5
4.6 ★★★★★ (305) · \$\$ · Restaurant
101 Dee St
✓ Dine-in · ✓ Takeaway · ✗ Delivery

Louies Cafe & Tapas Bar
4.6 ★★★★★ (165) · \$\$ · Restaurant
142 Dee St
Closed · Opens 5:30PM
✓ Dine-in · ✗ Delivery

→ View all



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

4,031

English
categories
currently
+80 vs. 2020

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

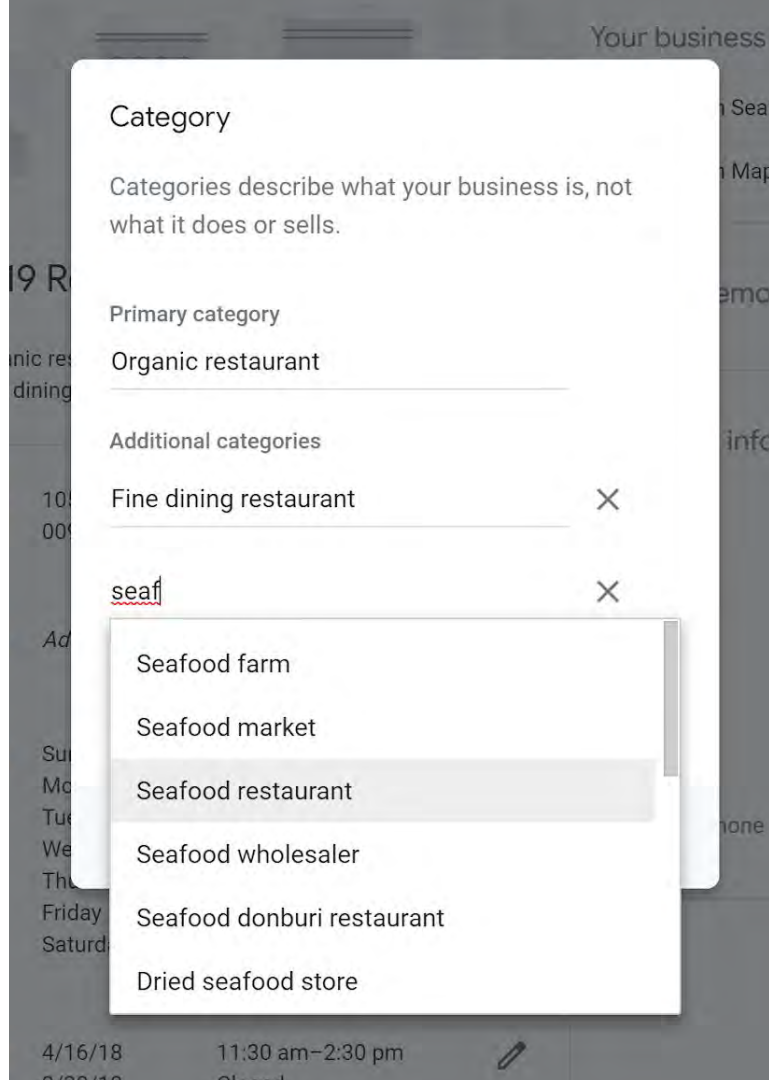
Additional categories

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

Sixty-One Prime

61 Hawks Cay Boulevard
Duck Key, FL 33050
United States

- Home
- Posts
- Info**
- Menu
- Food orders
- Insights
- Reviews
- Messages
- Photos
- Bookings



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



Menu

Add or edit items



From the business

Add attributes

Accessibility

Wheelchair accessible entrance
Wheelchair accessible parking lot
Wheelchair accessible restroom
Wheelchair accessible seating

Amenities

Bar onsite
Good for kids
High chairs
Restroom
Free Wi-Fi

Crowd

Family-friendly

Dining options

Breakfast
Dinner
Dessert

Health & safety



Attributes

Search these attributes

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

Highlights

- + Fireplace
- + Live music
- + Rooftop seating
- + Sports

Offerings

- ✓ Alcohol
- ⊗ All you can eat
- ✓ Beer
- + Braille menu
- ✓ Cocktails



Must-see attractions in d...
10 places



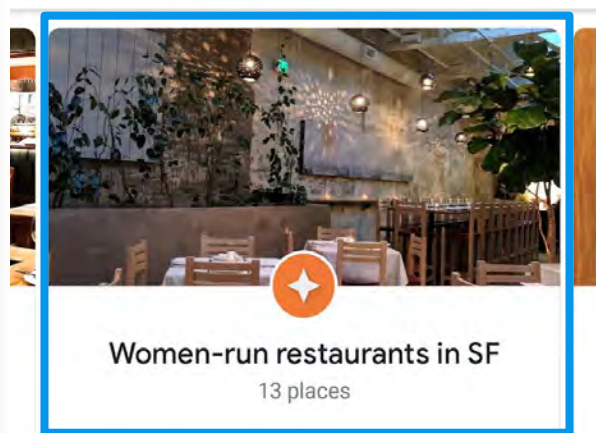
Local favorites in Phoenix
10 places



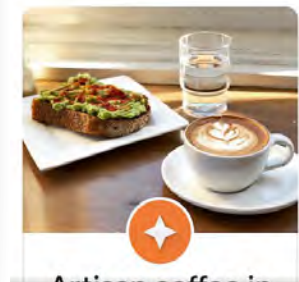
Veteran-led restaurants in ...
8 places



Best Places for Outdoor Activi...
6 places



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.

Hotel attributes

Keeping your hotel information up to date can help you attract more guests.

Property details

Room details

Categories

Health & safety

COVID-19 responder policy

Internet

Food & drink

Policies & payments

Activities

Services

Children

Pools

Parking & transportation

Wellness

Accessibility

Business & events

Pets



NEW Hotel Attributes

Health & safety

Health and safety measures implemented by the hotel during COVID-19.

Enhanced cleaning

Enhanced cleaning of common areas

Enhanced cleaning of guest rooms

Commercial-grade disinfectant used to clean the property

Employees wear masks, face shields, and/or gloves

Employees trained in COVID-19 cleaning procedures

Employees trained in thorough hand-washing

Personal protection

Masks required on the property

Hand-sanitizer and/or sanitizing wipes in common areas

Physical distancing

Physical distancing required

Guest occupancy limited within shared facilities

Common areas arranged to maintain physical distancing

Private spaces designated in spa and wellness areas



← Health & safety

Health and safety measures implemented by

Enhanced cleaning

Enhanced cleaning of common areas ☒ Yes

Enhanced cleaning of guest rooms ☒ Yes

Commercial-grade disinfectant used to clean the property ☒ Yes

Employees wear masks, face shields, and/or gloves ☒ Yes

Employees trained in COVID-19 cleaning procedures ☒ Yes

Employees trained in thorough hand-washing ☒ Yes

Personal protection

Masks required on the property ☒ Yes

Hand-sanitizer and/or sanitizing wipes in common areas ☒ Yes

Masks and/or gloves ☒ Yes

Amenities and features related to leisure and play.

Beach access ☐ Available ☒ Not available ☐ Other

Private ☐ Yes ☐ No ☐ Other

Beach front ☐ Yes ☐ No ☐ Other

Recreation

Bicycle rental ☒ Available ☐ Not available ☐ Other

Price ☐ Free ☐ Extra charge ☐ Other

Boutique shopping ☐ Available ☐ Not available ☐ Other

Golf ☒ Available ☐ Not available ☐ Other

Horseback riding ☐ Available ☒ Not available ☐ Other

Scuba ☒ Available ☐ Not available ☐ Other

Snorkeling ☒ Available ☐ Not available ☐ Other

Tennis ☒ Available ☐ Not available ☐ Other



NEW Hotel Attributes

and features related to leisure and play.

Please provide a reason

Only visible to Google and not published in your listing.

- ☐ Choices don't match my offerings
- ☐ Depends on the day of the week
- ☐ Depends on the season
- ☐ Under renovation
- ☐ Not sure/unclear

Cancel

OK



Travel



Explore



Things to do



Flights



Hotels



Holiday rentals

[Hotels](#)
[Holiday rentals](#)
[Rooming](#)
[Amenities](#)
[Free cancellation](#)
[More filters](#)

Amenities 68 places

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

[Clear](#)
[Apply](#)

COVID-19 trends in Southland

[Hotels \(68\)](#)
[Saved \(0\)](#)



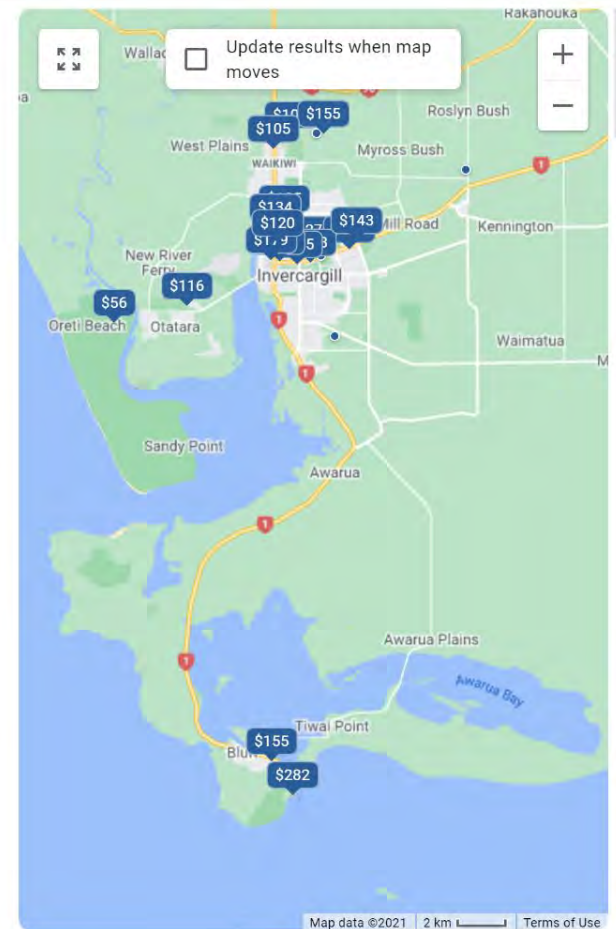
[Learn more](#)

\$120

[Learn more](#)

\$179

[Learn more](#)





Recent attributes

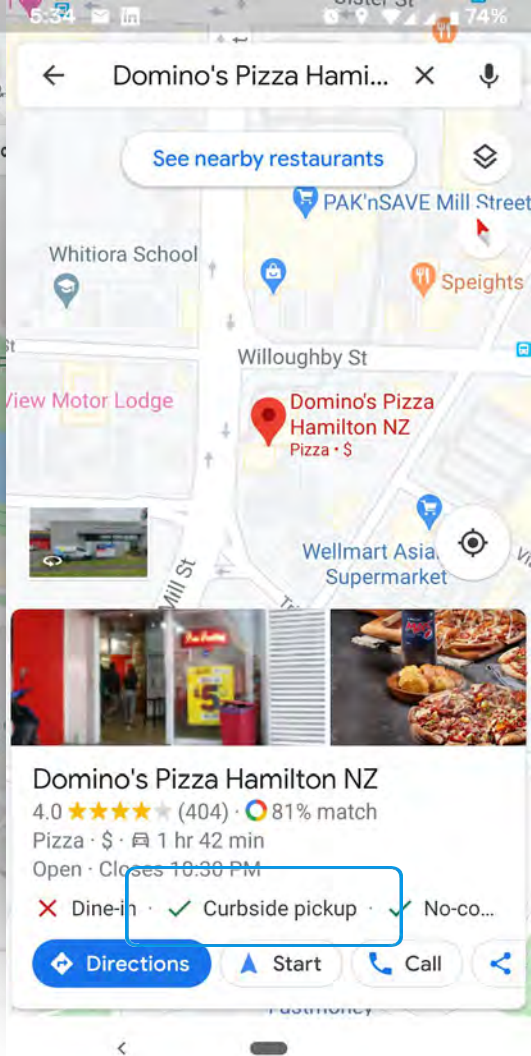
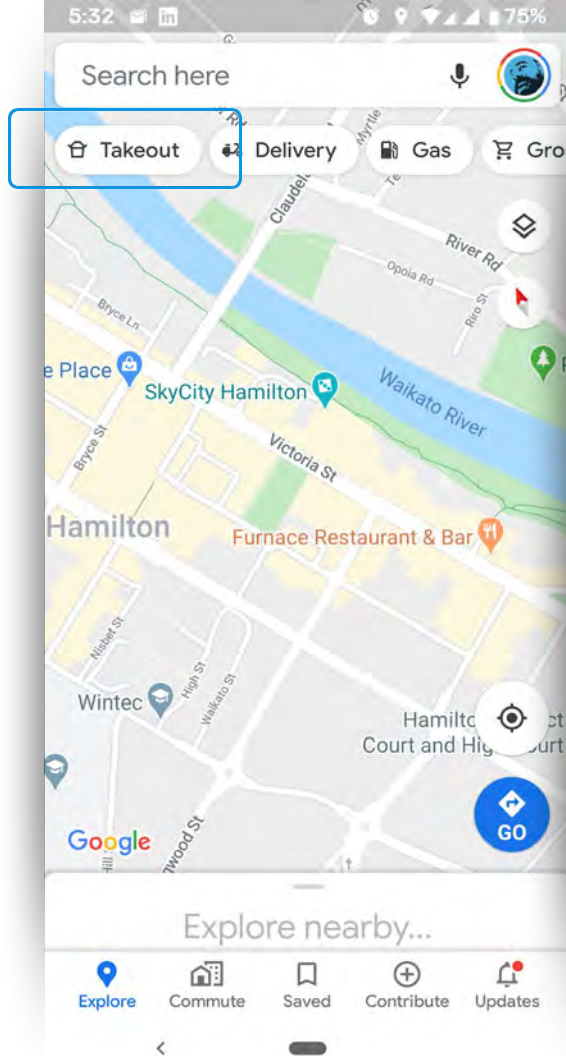
Recent changes as a result of COVID-19 have introduced new tags for restaurant and retail which **directly affect whether businesses appear in map searches**. Look for:

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



NEW Online Attributes

New attributes available based on your category(s) - eg beauty, fitness, education & coaching.

- Online classes
- Online appointments
- Online estimates

Attributes

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

Health & safety

- + Appointment required
- + Mask required
- + Staff get temperature checks
- + Staff required to disinfect surfaces between visits
- + Staff wear masks
- + Temperature check required

Service options

- ✓ Online appointments
- + Onsite services

Cancel Apply

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

Eclipse Life Coaching

5.0 ★★★★★ (6)

Life coach · 5G/6 Princes St

Closed today · +64 27 349 2520



Website



Directions





✓ On-site services · ✓ Online appointments



Business Description

Miles Partnership

6751 Professional Parkway West Suite 200
Sarasota, FL 34240
United States

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

-  **Products**
Add or edit products
-  **Services**
Marketing agency
Content Marketing
Print Marketing
Public Relations
 Services were updated. [Edit](#)
-  **Highlights**
Add attributes
- Health & safety**
Add attributes
- Service options**
Add attributes

 [Add business description](#) 

 [Add opening date](#) 

 [Add photos](#) 

From the business

Write a brief description of your business.

[Learn more](#)

This is a great place to add descriptive text about products, services or unique value that your business provides, which doesn't fit into an available category or attribute...

176 / 750

Cancel

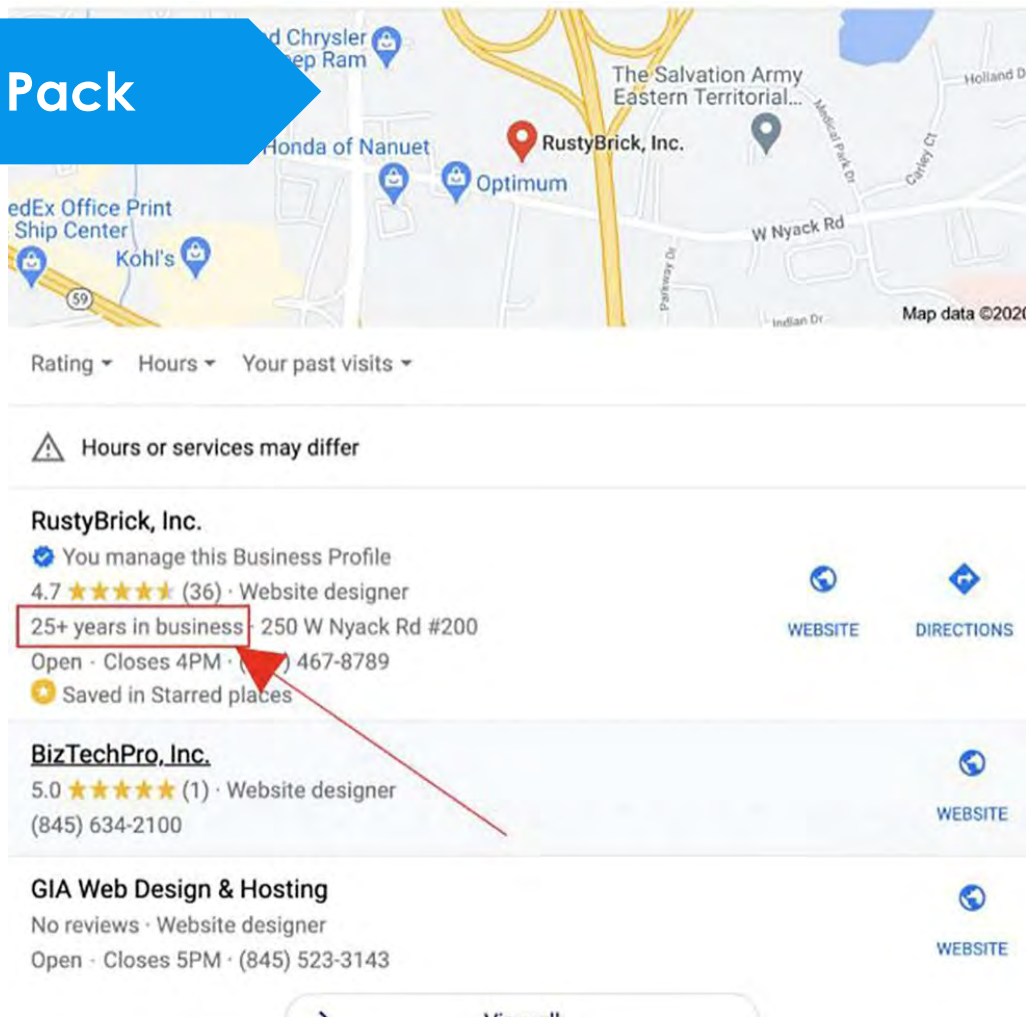
[Apply](#)

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

! NEW Opening Date in Local Pack

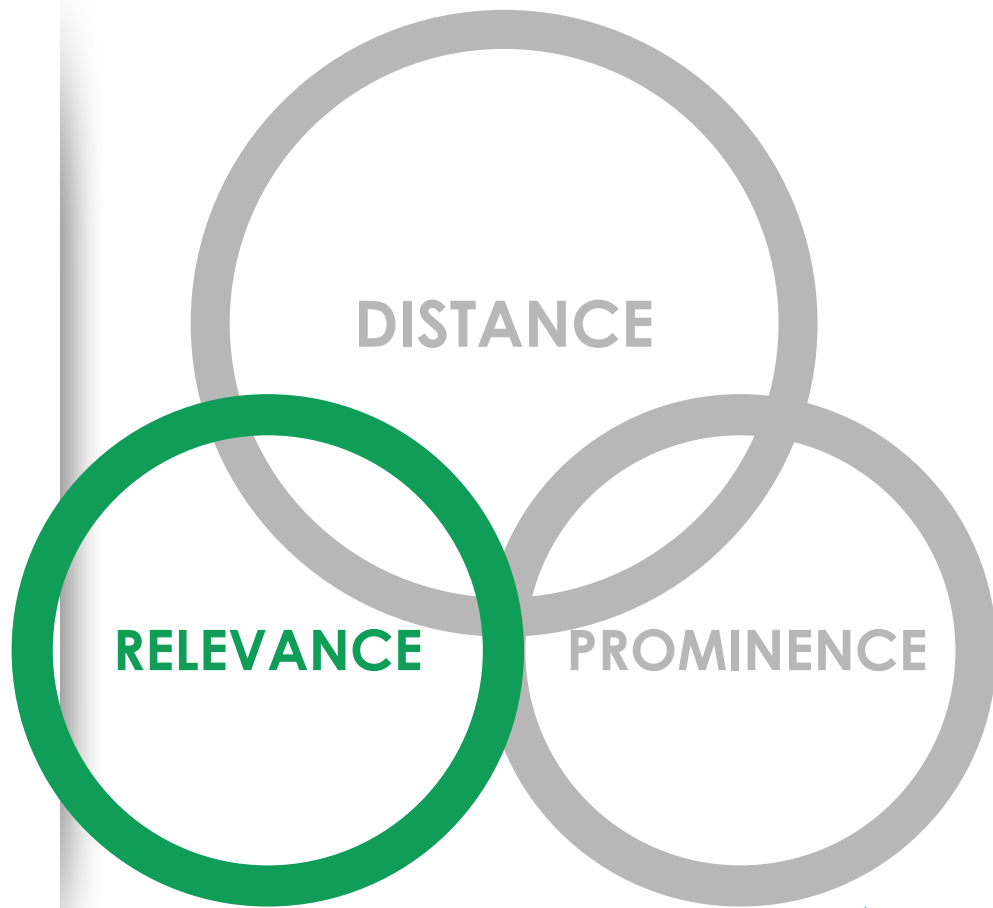
Triggered by the Opening Date field in the info tab in the Dashboard.

Positive for consumer trust!



Maximising Relevance

1. Add additional **categories**
2. Check for relevant **attributes**
3. Use business **description**
4. Encourage reviews
(more on this later!)



Top Performer Secrets



Menus, Services & Products

11:47

72%



1919 Restaurant



VIEW

UPDATES

MENU

REVIEWS

PHOTOS

Appetizers

Lobster

Lemon Aioli, Bacon

\$15.00

Pizzetta

Ibérico, Mango, Gorgonzola Dulce, Cilantro

\$15.00

Serenity by the sea Spa

4.7 ★★★★★ (40)

Spa in Miramar Beach, Florida · Open

+ 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 your favorite oils.

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 rebalance your body.

Aromasea Massage | 50 Minutes

Our traditional full body Swedish Massage is designed to relax your muscles and promote overall well-being.

VIEW

UPDATES

PRODUCTS

REVIEWS

PHOTOS

EXPERIENCES

VIEW ALL

Select a tour! Discover BACARDÍ's history through a ...



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

Menu

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

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](#)

Add section

Section name

Examples: Massages, Facials, Haircuts, Grooming

Add item

Enter at least one item per section. You can

Item name

Item description

0 / 1,000

Cancel

Add

Accommodations may 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**”**



ORGANIZATION
Miles Partnership

Condado Vanderbilt Hotel
1055 ASHFORD AVENUE
SAN JUAN, 00907
Puerto Rico

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

Businesses

Hotel
Primary category

+ Add another service

Wedding venue

Delete

+ Add another service

Resort

Delete

+ Add another service

Add another business category

Casa BACARDÍ Puerto Rico

Carretera 165
Cataño, 00949
Puerto Rico

See it on Google

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

Experiences



Historical Tour

\$15.00

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



Rum Tasting Tour

\$50.00

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



Mixology Class

\$60.00

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

Add product

ORGANIZATION

Miles Partnership


Casa Bacardi


Carretera 165
Cataño, 00949
Puerto Rico


 Home

 Posts


 Info


 Insights

 Reviews


 Messaging

 Photos

 Products (Beta)

 Website

 Users

 Create an ad

Experi
Select a tour
master the M



Add pr



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

[See more](#)

...m Tasting Tour, or

...ded tour to
...ny's history of

...how we make
...of our family

BACARDÍ
Start with a

ORGANIZATION

Miles Partnership

Theisen's

1525 S Ryan Ave
Jefferson, WI 53549
United States



Home



Posts



Info



Insights



Reviews



Messages



Photos



Bookings



Products



Services



Website

Add product



Product name

0 / 58

Select a category

Create a new category



Product category

Examples: Dining Tables, Headphones, Shoes

0 / 58

Show price range



None

Order online

Buy

Learn more

Get offer

Add a button (optional)

Save

CTA Buttons

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

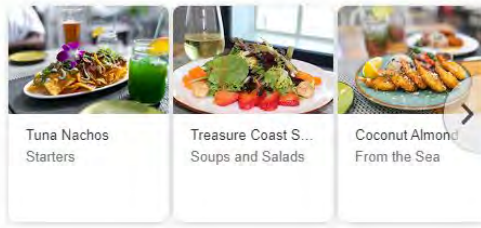
Menu: hawkscay.com

Phone: +1 305-209-9991

Suggest an edit Own this business?

Products

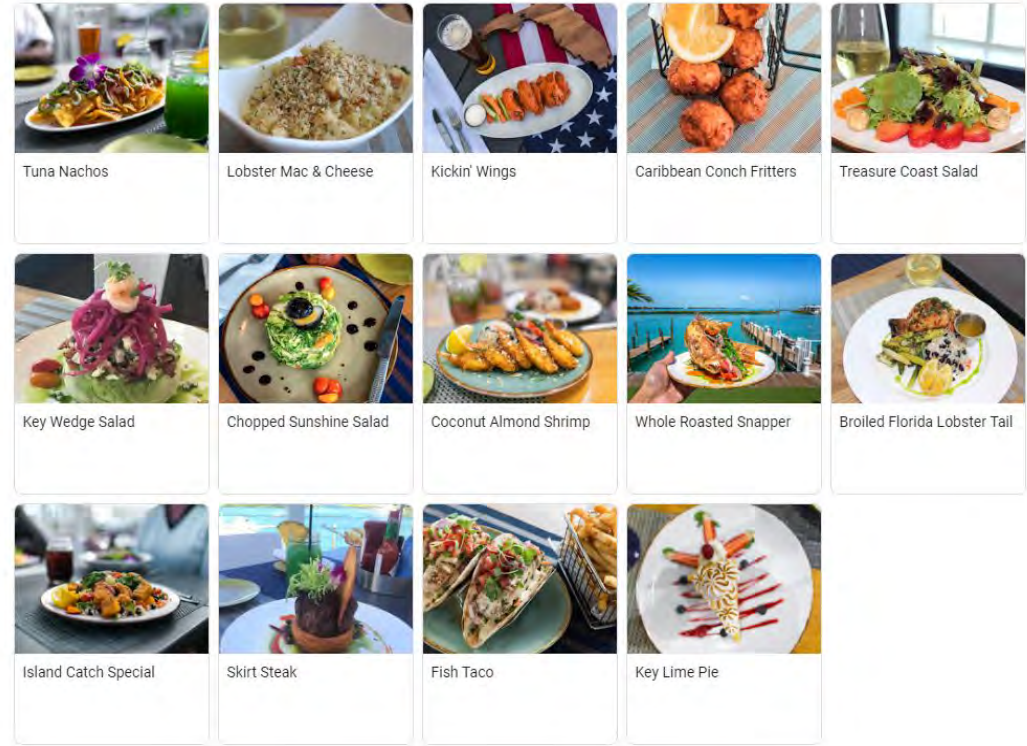
View all



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



Products

ORGANIZATION

Miles Partnership

Theisen's

1525 S Ryan Ave
Jefferson, WI 53549
United States



Home



Posts



Info



Insights



Reviews



Messages



Photos



Bookings



Products



Services



Website

Keep customers up to date

Answer a few questions and update your business on Google Maps and Search with your latest info.

[Get Started](#)

Create post

Add photo

Create ad

Stay connected during COVID-19

Let customers know about any changes to your business due to COVID-19. [Learn more](#)

[Update business hours](#)

[Post your COVID-19 update](#)

Advertise easily in minutes

Ad · http://www.theisens.com/?utm_source=G&utm...

[Theisen's - BusinessName Tires & Wheels](#)

Getting started is simple - we walk you through every step. Set your own budget and only pay when people click your ad. [Learn more](#)

[Start](#)

Depending on your categories, you may have access to **more than one** of these features.

PERFORMANCE

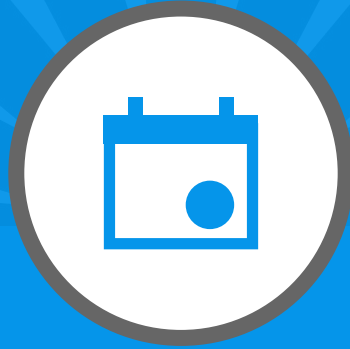
Views	Searches	Activity
	12K	2.19K

Your latest post

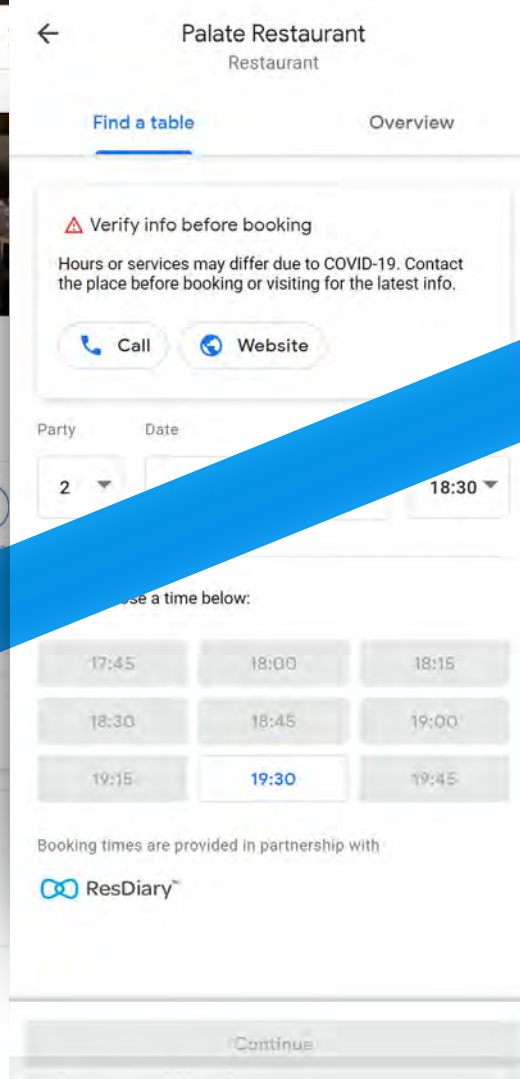
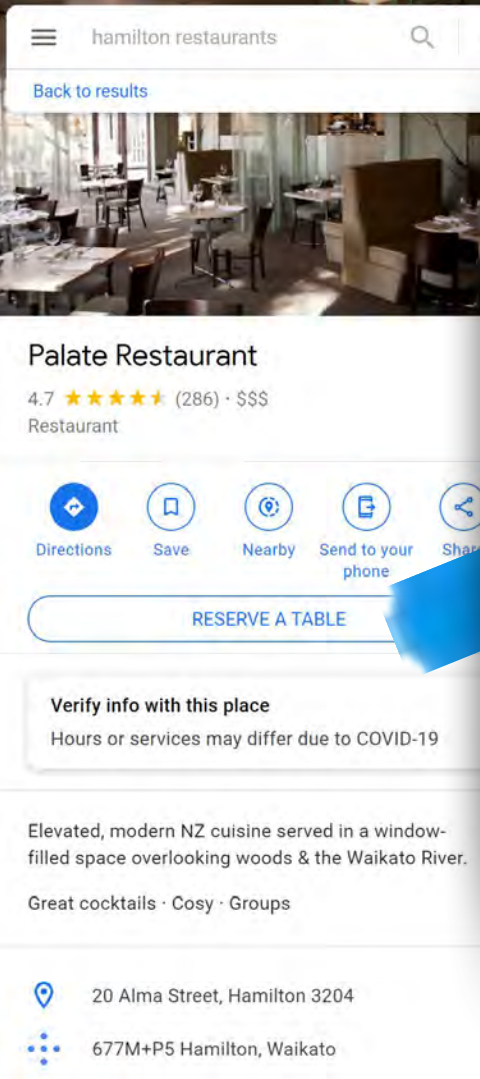
More For Your Farm Sale will be

[View post](#)
[Share post](#)
[Post comment](#)

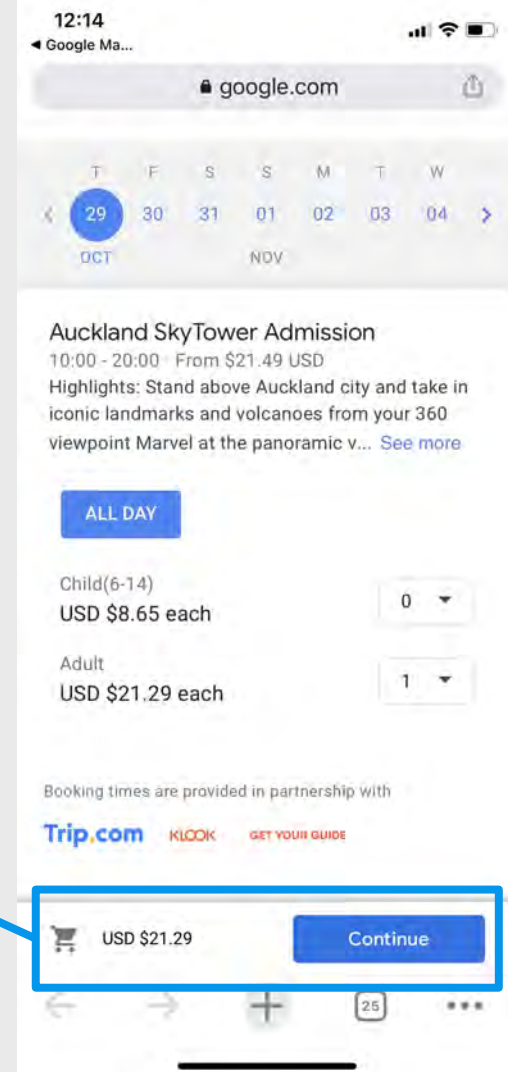
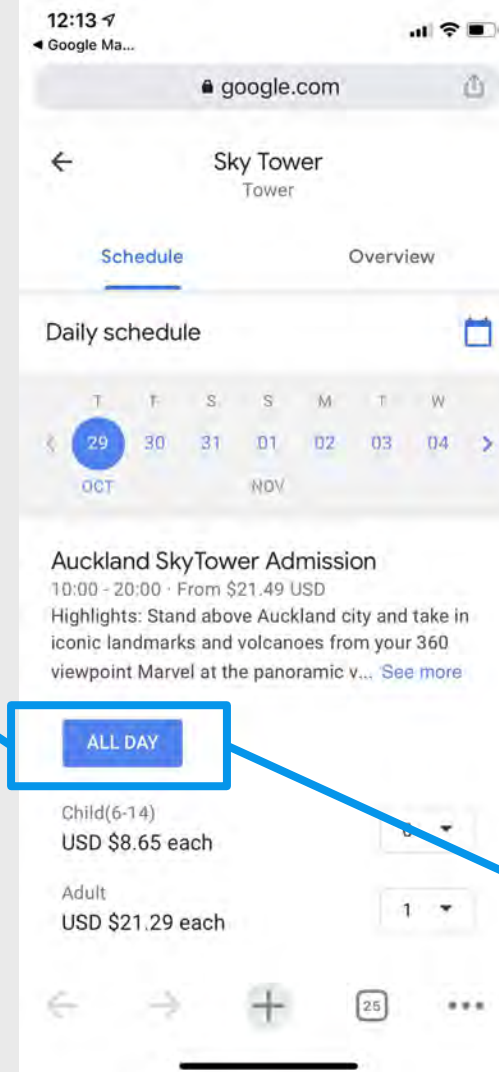
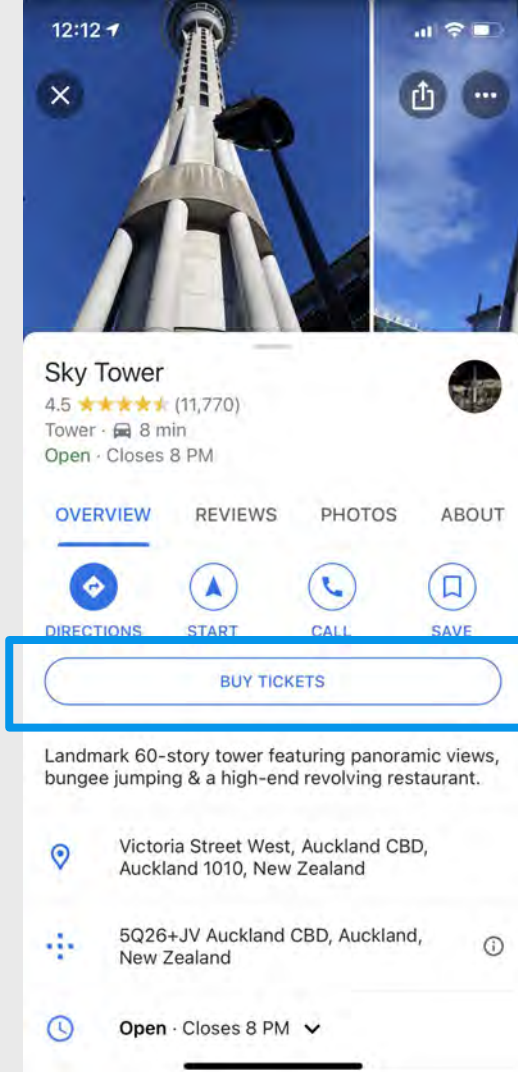
Bookings Tab



Booking & Reservations Options



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



You can only do this if your category has the “Bookings” option AND you’re using one of the integrated providers.

- Info
- Insights
- Reviews
- Messages
- Photos
- Bookings**
- Products
- Website
- Users

Booked through Google

Let your customers make bookings, appointments, and reservations through Google. Choose a provider to get started.

Provider	
Klook	Klook
Zaia	Zaia
Checkfront	Checkfront
TripShock	TripShock
Viator	Viator
GetYourGuide	GetYourGuide
ShowClix	ShowClix
Hornblower Cruises & Events	Hornblower Cruises & Events
Redeem	Redeem



google.com/maps/reserve

See something new

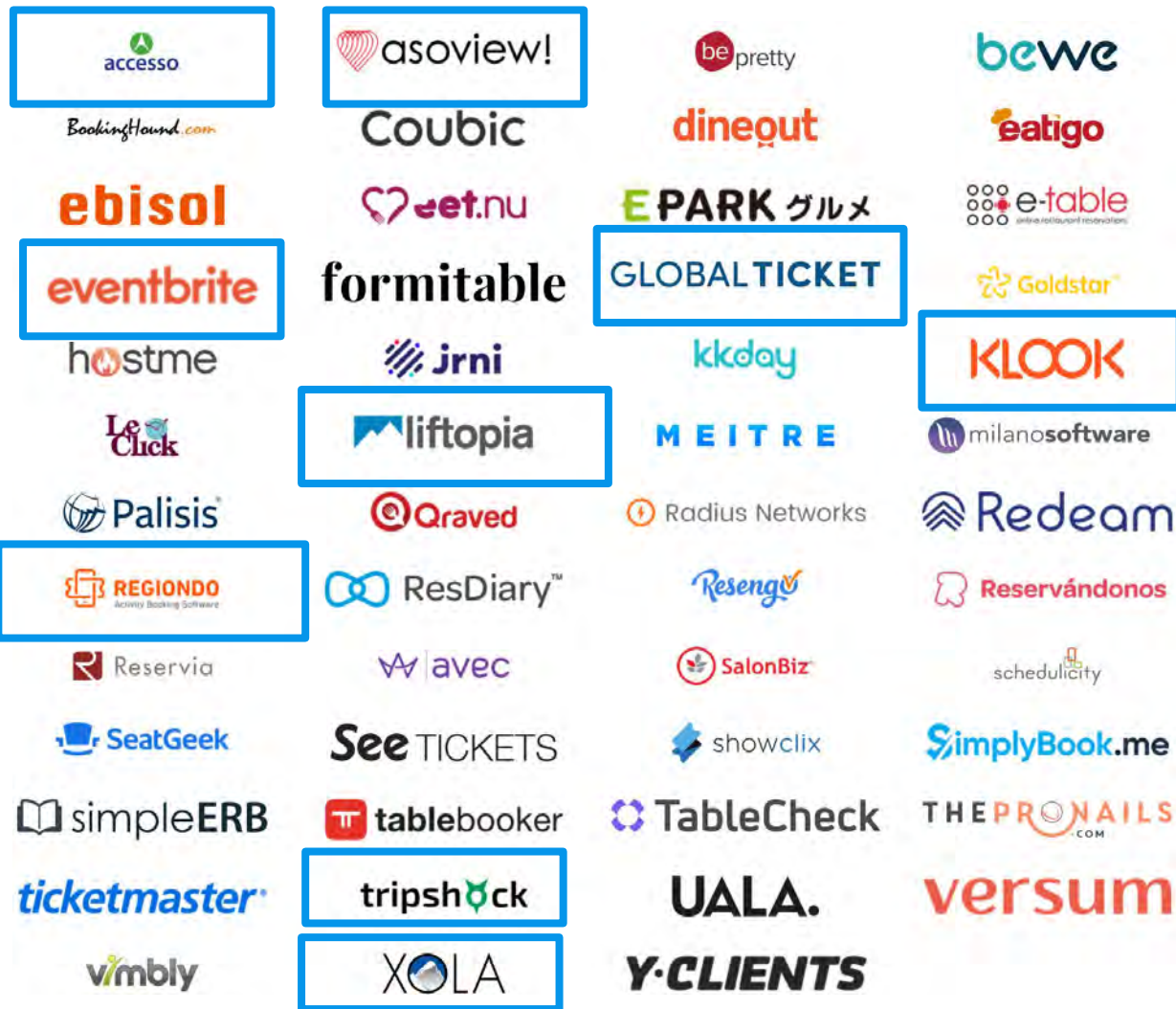
Reserve with Google

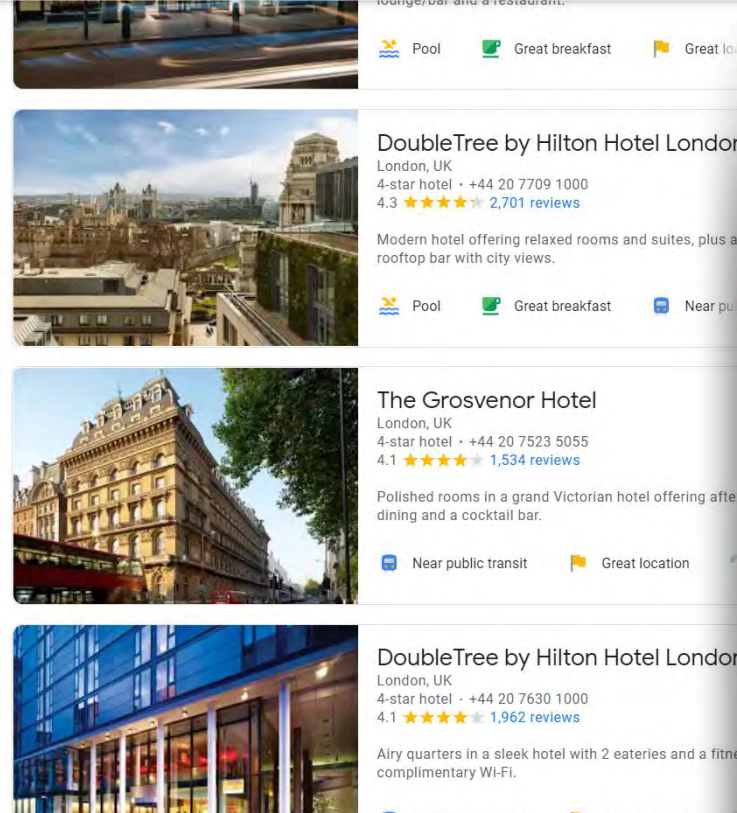


Experience something new

Tourism providers

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





The Grosvenor Hotel

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 center. Complimentary Wi-Fi.

Pet-friendly Free breakfast

The Grosvenor Hotel

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

google.com/hotels/partners

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


! NEW "Organic" Hotel Prices

Ads · Featured options

 Sofitel Auckland Viaduct Harbour 
Free cancellation until 19 Apr
Book direct


\$349

[Visit site](#)

 Expedia.co.nz


\$308

[Visit site](#)

 Tripadvisor.co.nz

\$296


[Visit site](#)

 Hotels.com

\$308

[Visit site](#)

All options

 Sofitel Auckland Viaduct Harbour 
Free cancellation until 19 Apr

\$296

[Visit site](#)

[View more prices from \\$296](#)

Rate and
Availability
feed
+
PPC Bid


No PPC Bid

Palmerston North Mon, 16 Nov Thu, 19 Nov 2 \$0 \$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](#)



The Studio Boutique Accommodation
1 bedroom · 1 bathroom · Sleeps 2 · Min 1 night
Bookabach.co.nz [Learn more](#)



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](#)



Balfour Farm Shearer's Quarters
4.9 ★★★★★ 11 reviews

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

41 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

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



Response from the owner · 2 months ago

Dear Mr. Guy,

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

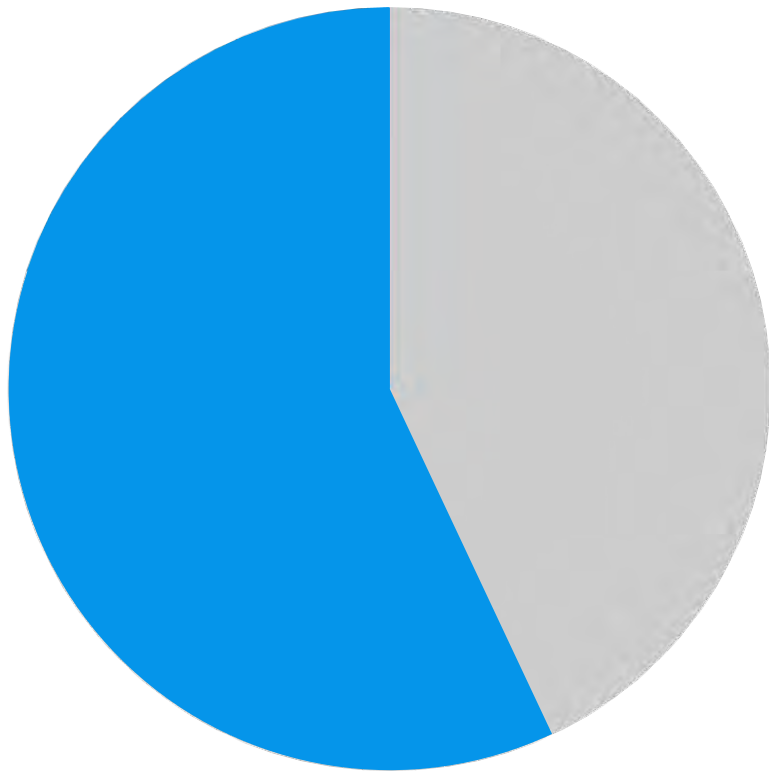


Mark Rogers

Local Guide · 147 reviews · 110 photos

★★ 2 months ago

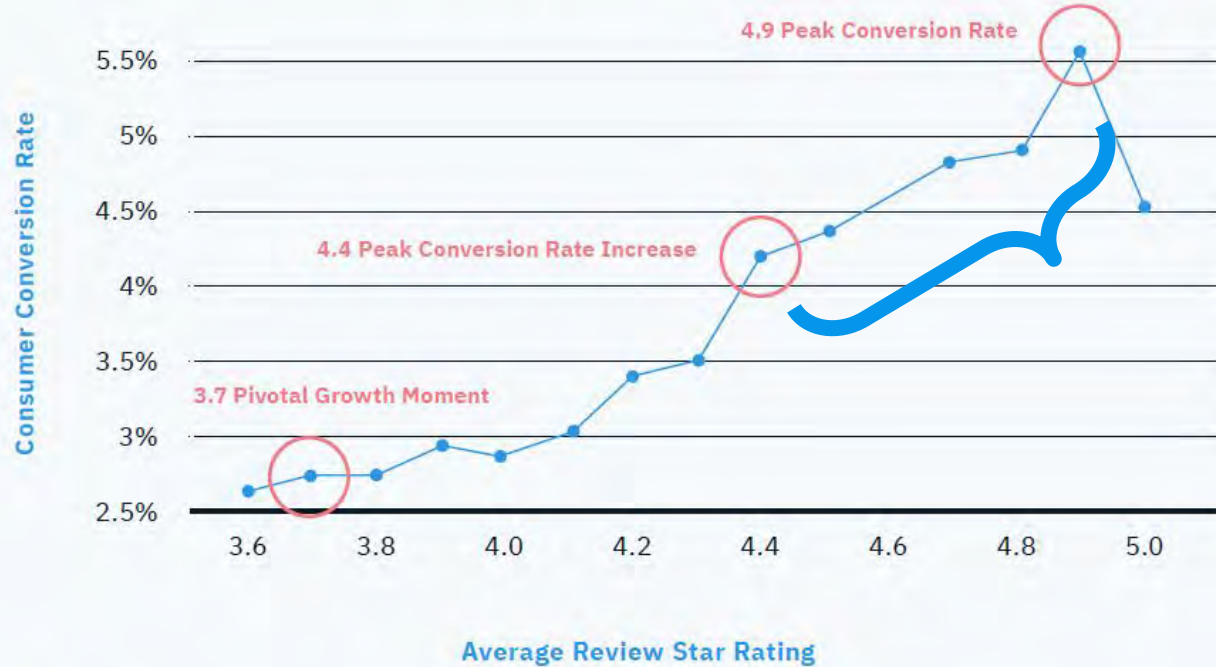
Customer reviews are **posted by users directly to your Business Profile**. They appear wherever your profile appears, and are the source of your “star rating”.



57%

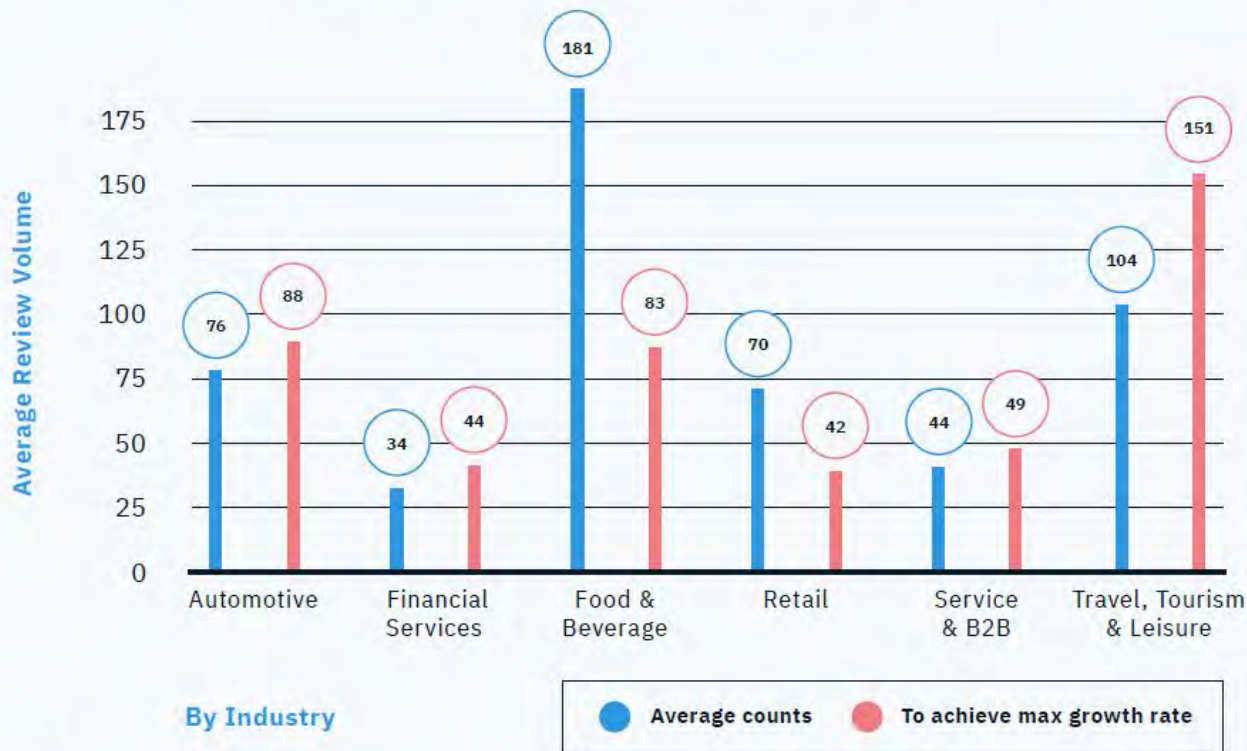
Of consumers would
only consider using a
business if it has **4 or
more** stars.

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

invercargill restaurants

Q All Maps Images News Shopping More Settings Tools

About 1,250,000 results (0.57 seconds)



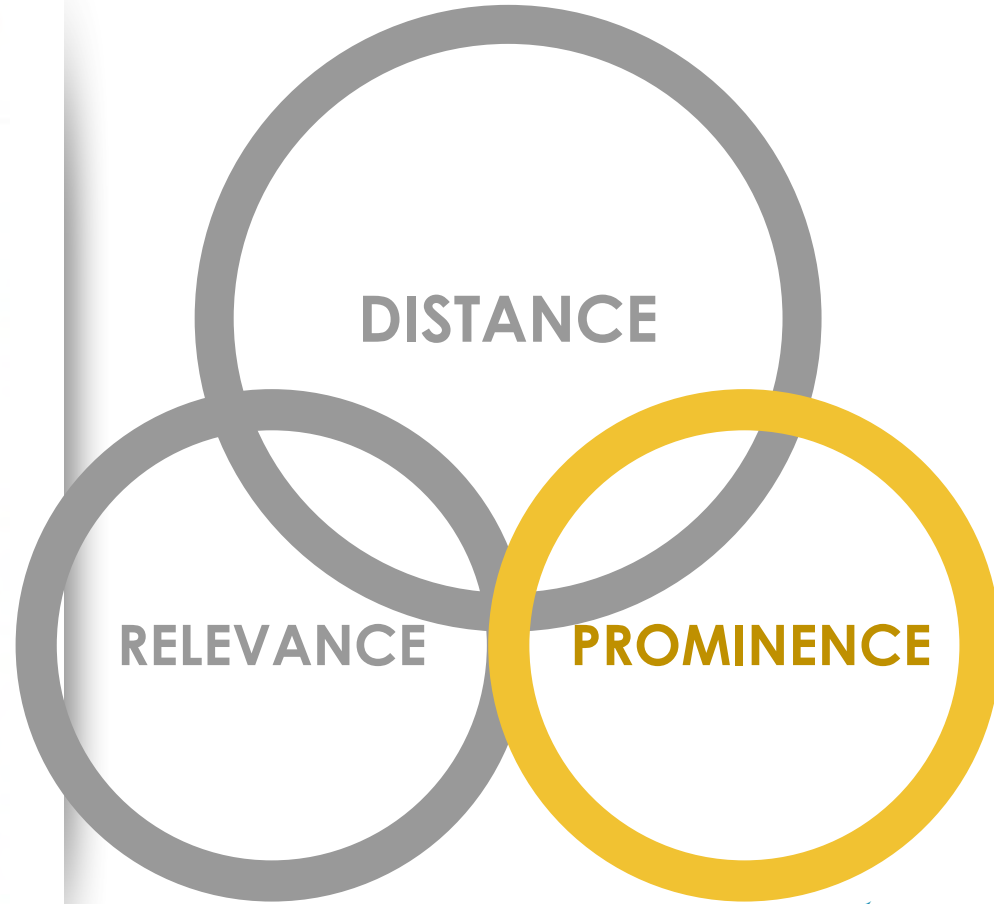
Rating Price Hours Visit history

Buster Crabb
4.4 ★★★★★ (521) · \$\$ · Restaurant
326 Dee St
✓ Dine-in · ✗ Delivery

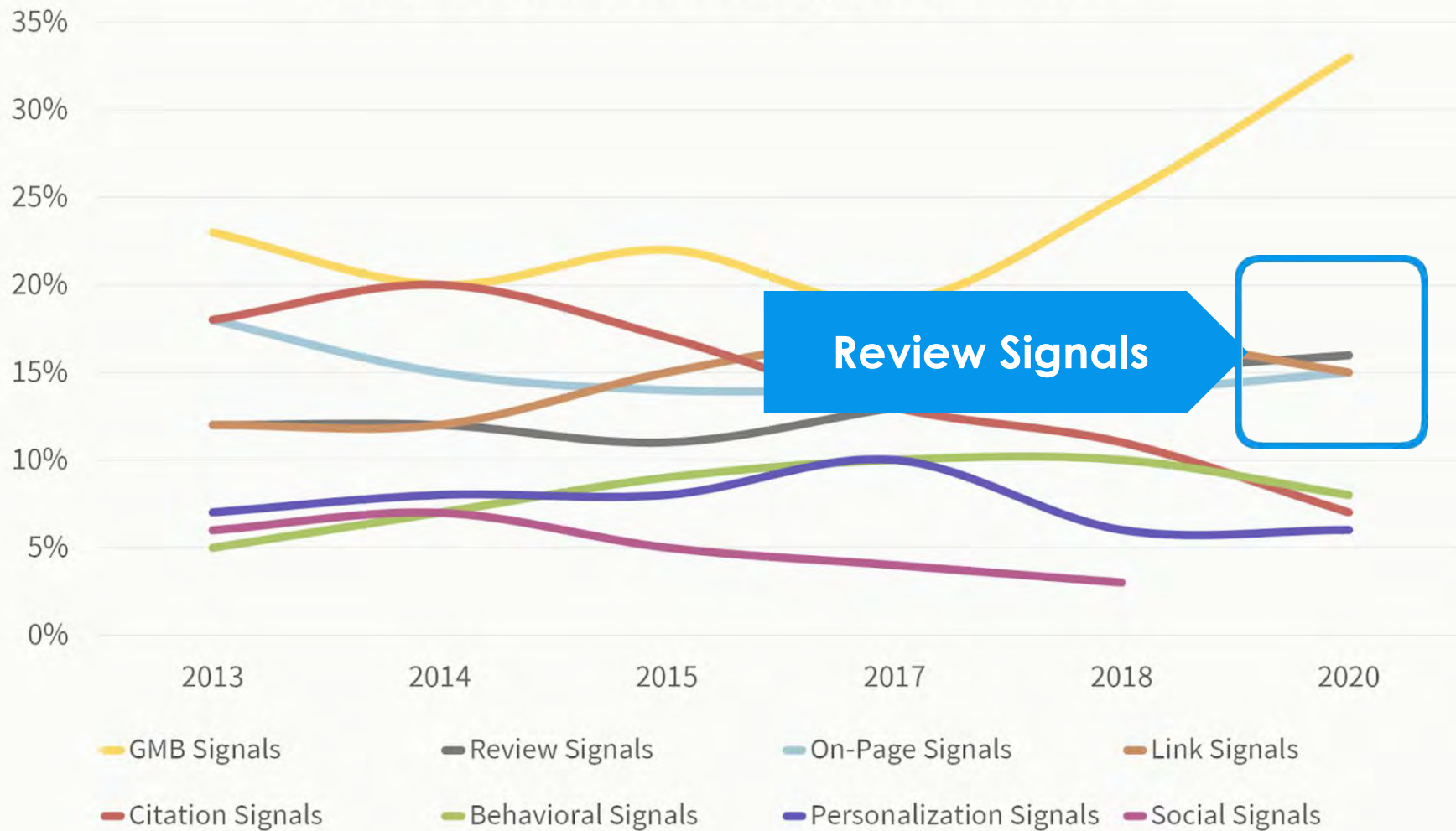
The Rocks Cafe & Shop 5
4.6 ★★★★★ (305) · \$\$ · Restaurant
101 Dee St
✓ Dine-in · ✓ Takeaway · ✗ Delivery

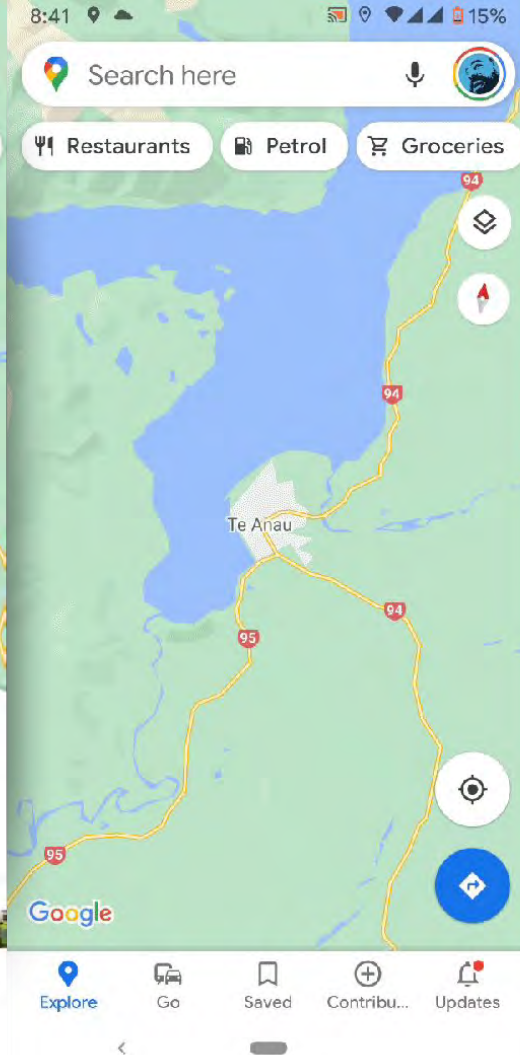
Louies Cafe & Tapas Bar
4.6 ★★★★★ (165) · \$\$ · Restaurant
142 Dee St
Closed · Opens 5:30PM
✓ Dine-in · ✗ Delivery

→ View all



Local Pack / Local Finder Ranking Factors Over Time





Changes to Google Explore

**Customer reviews
also now appear
prominently in maps
under “Explore”**

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

Consumer Conversion Rate



Average Reply Rate

**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



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



Know when reviews are posted



Home

Posts

Info

Insights

Reviews

Messaging

Photos

Bookings

Products (Beta)

Website

Users

Create an ad

Manage locations

Settings

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

Google My Business

Search locations

Home

Posts

Info

Insights

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 n

(owner)
24 mins ago
Your perfect score has brightened our day, thank j

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

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

Responding to Negative Reviews

- No reply = you **don't** care
- Be **polite, professional & friendly**
- Encourage them to **contact you offline**
- **Provide specifics** on who to contact & how
- **Don't offer discounts** or freebies - it opens the door for others to take advantage
- Every complaint has a **lesson to teach** about how to improve your products, services or communication

80%
of unhappy
customers were
won over with the
right response

Reputology poll

- Home
- Posts
- Info
- Insights
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- Messaging
- Photos
- Bookings
- Products (Beta)
- Website
- Users
- Create an ad
- Manage locations
- Settings
- Support

show customers you care, and
response at a time

Your customers now get notified when you reply to their review

- All
- Replied
- Haven't replied

Renee Troutman
★★★★☆ 4 weeks ago

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

(owner)
4 weeks ago

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

Edit

Delete

Jeremy Musgrave
★★★★★ 4 weeks ago

(owner)
4 weeks ago

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 organisation.



Reviewing your own business



Current or former employment experience



Competitors trying to manipulate your ratings



Home



Posts



Info



Insights



Reviews



Messaging



Photos



Bookings



Website



Users



Create an ad

All

Replied

Haven't replied



Report review

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

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

[Cancel](#)[Continue](#)[Reply](#)

Andrew Newbery

★★★★★ 22 weeks ago

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.

Posted in Bright Ideas / Learn on November 6, 2019.

Fake Reviews Are a Real Problem: 8 Statistics That Show Why

Start Protecting Your Business From Review Fraud



DirectionLocal

Supercharge Your Local SEO & Engage Your Audience

- ✓ Manage your business's online reputation with one streamlined platform
- ✓ Make it easier for customers to find your business with consistent details
- ✓ Get your business listed everywhere that matters
- ✓ Attract local customers with outstanding service & a stellar experience

[See Pricing](#)

removify

[CONTENT REMOVAL](#)[SERVICES](#)[FAQ](#)[ABOUT](#)[CONTACT](#)[GET A QUOTE](#)[CLIENT LOGIN](#)

Google Review Removal

Defend your company against false, misleading, and damaging online reviews.

Name*

Email*

[Log In](#)

Your Business

Business Address

2.0 ★★



Review Dispute Services

If you can't get rid of reviews and you're convinced they're fake - there are services you can use, but remember that there are no guarantees.



Manage your reviews

Use this tool to report reviews for removal and check the status of reviews you've already escalated. Reviews that violate the Google review policies can be removed from Business Profiles on Google.

1

Select a business

Select a business to review

Name	Address
<input type="radio"/> MEC Rentals	520 MARYLAND AVE
<input type="radio"/> CAC Enterprises	520 MARYLAND AVE
<input type="radio"/> Family Wine Imports	No location found
<input type="radio"/> Holy Sheets	No location found
<input type="radio"/> Cutter's cutlery	No location found

 **NEW Manage Reviews tool**

support.google.com/business/workflow/9945796



Give feedback about this content

miles
PARTNERSHIP



Manage your reviews

Use this tool to report reviews for removal and check the status of reviews you've already escalated. Reviews that violate the Google review policies can be removed from Business Profiles on Google.



Select a business



Request to report a review

Use this table to find the reviews submitted for your business, they're listed chronologically. Then, use the links to report a review for removal. To check the status of reviews you've already reported through this tool, check your email or return to this page.

Note: Reported reviews may take up to 72 hours to be evaluated.

Review	Rating	Posting date		
this place is the best	5/5 stars	2020-03-29	View on Maps	Report a problem
Very lovely staff, answered all of my questions expertly.	5/5 stars	2019-06-15	View on Maps	Report a problem

All items shown

What's wrong with this review?

- ☐ This review is not relevant to this place
- ☒ Conflict of interest
- ☐ Offensive or sexually explicit
- ☐ Privacy concern
- ☐ Legal issue

Report

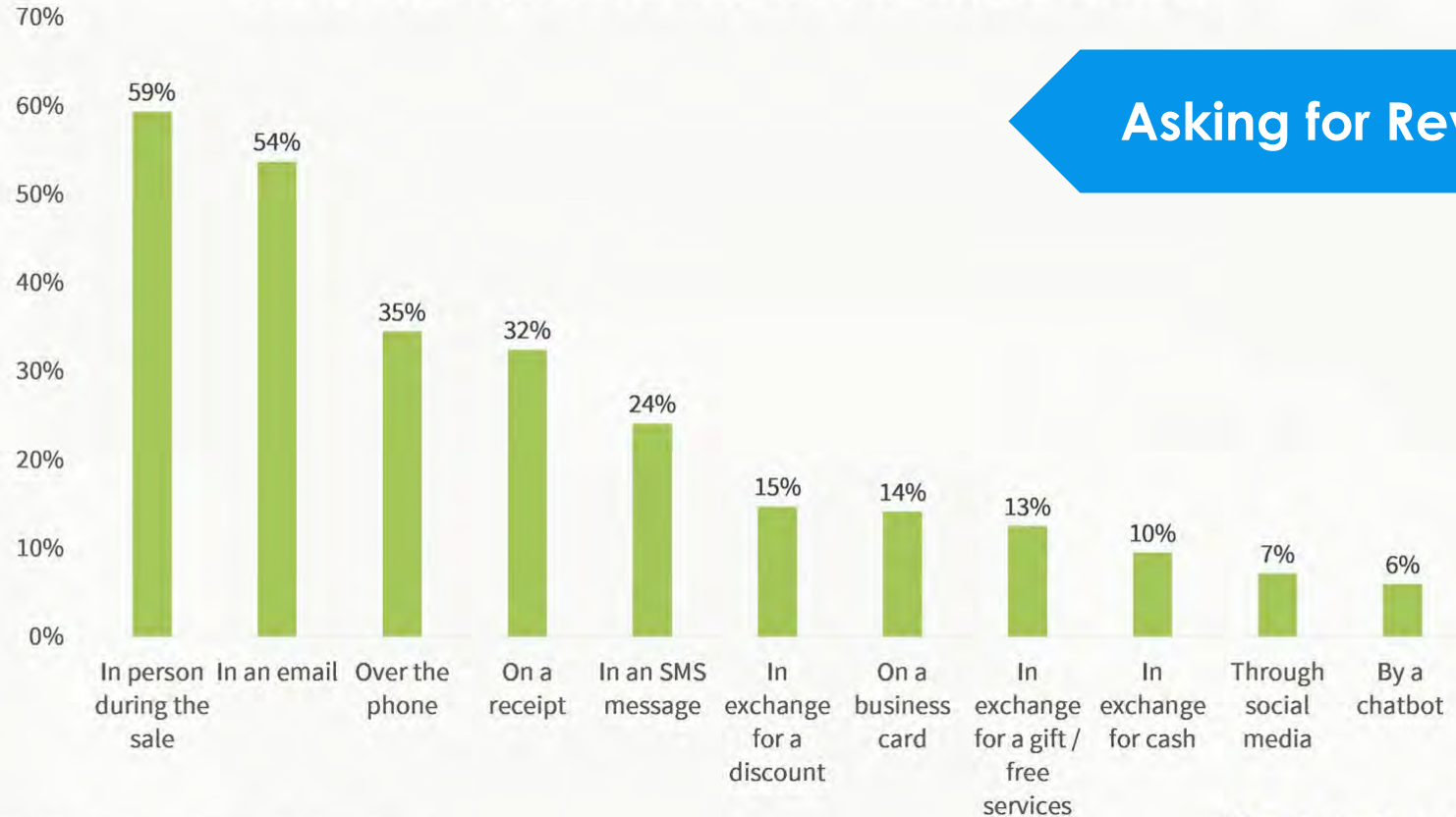
support.google.com/business/workflow/9945796

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

 **BrightLocal**

miles
PARTNERSHIP

Google My Business

Search locations

ORGANIZATION
Miles Partnership

Casa Bacardi
Carretera 165
Cataño, 00949
Puerto Rico

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

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

Add special hours

(787) 788-8400

CasaBACARDI-PR

https://www3.bacardi.com/casa-bacardi/?utm_source=gmb&utm_medium=listing

Menu
Add or edit items

Products
Add or edit products

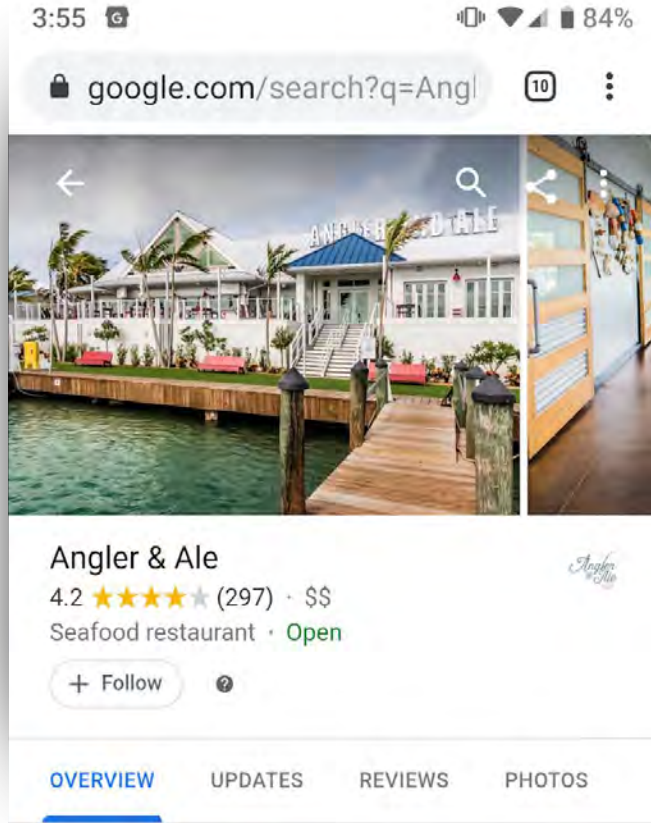
Accessibility
Wheelchair accessible entrance
Wheelchair accessible parking lot

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

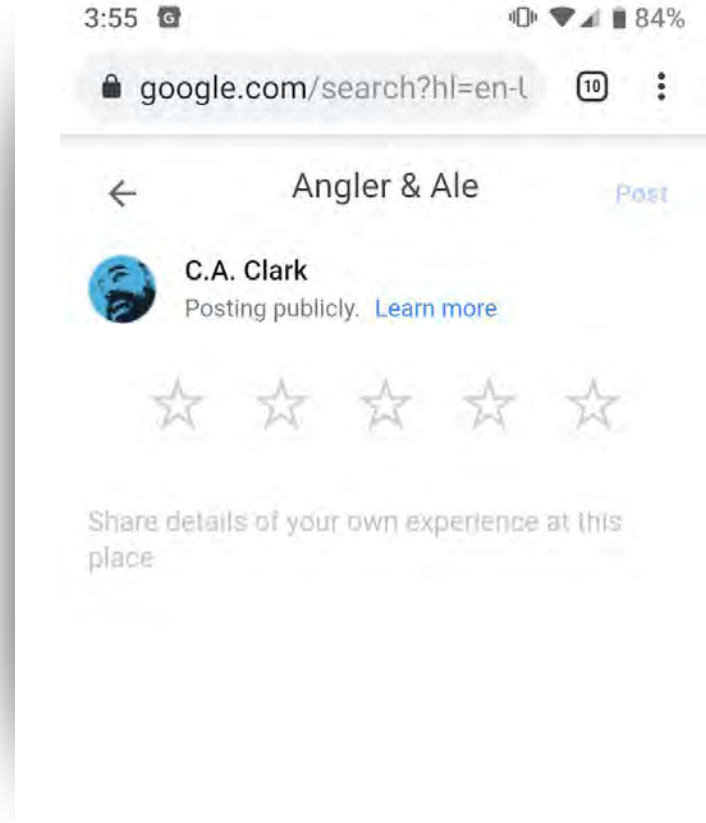
Set up a “short name” for your business. Short names are unique, and have to be based off :

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

g.page/YourShortname



g.page/YourShortname/review



marketingkit.withgoogle.com

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

Enter business name

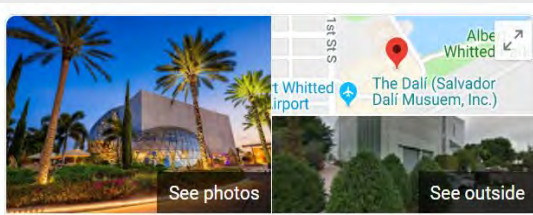


review us
on Google

Posts Tab



Posting Content



The Dalí (Salvador Dalí Museum, Inc.)

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

4.7 ★★★★★ 7,344 Google reviews

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

The Salvador Dalí Museum is an art museum in St. Petersburg, Florida, United States, dedicated to the 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 Museum, 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 ...

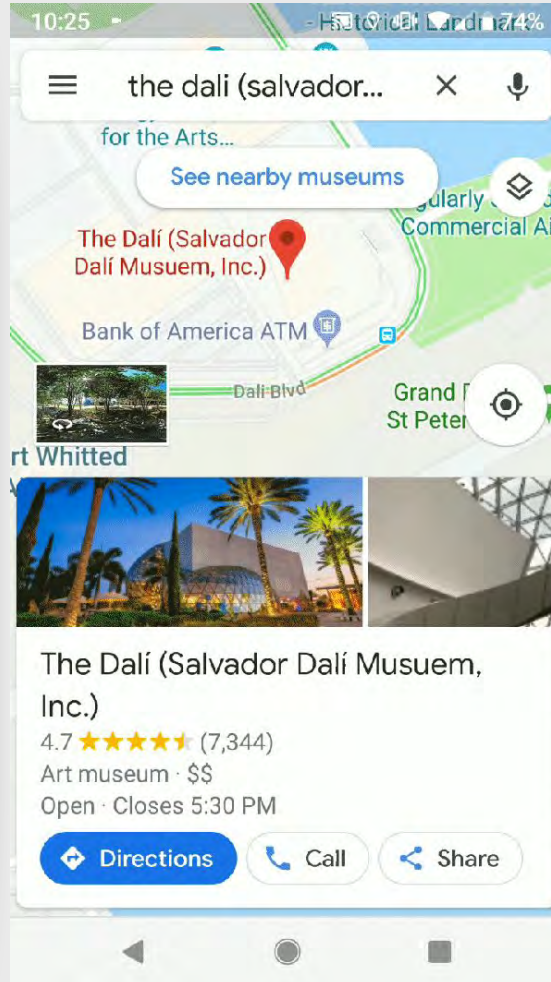
3 hours ago



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

7 days ago

Profiles

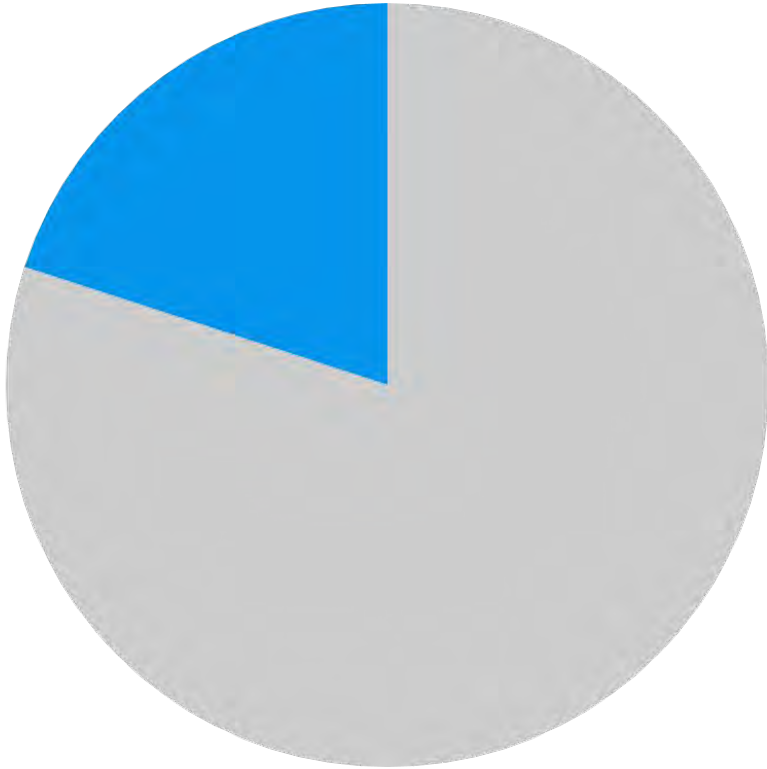


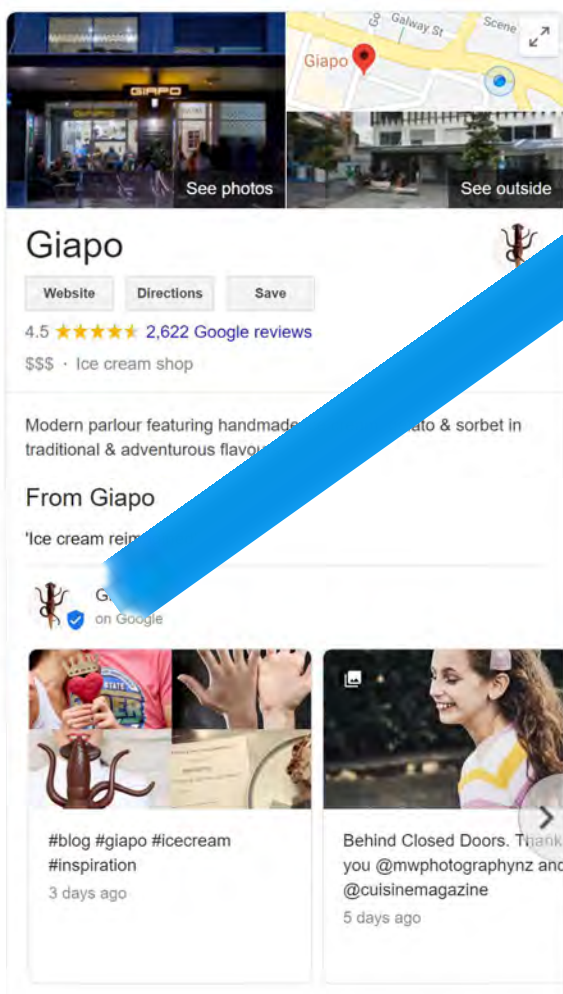
Posts appear with your business profile and provide a **huge amount of organic** (that means free!) **visibility** for your business.

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:

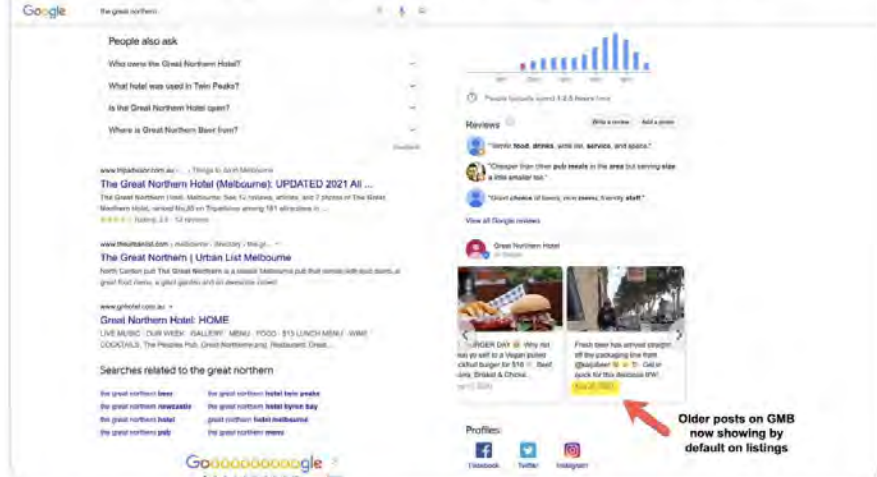
- **Free:** no cost per click
- **Trackable:** with views and clicks or with your own analytics codes
- **Visual:** include images or videos
- **Engaging:** include direct links to your website or buttons

 **Claire Carlile** @clairecarlile

This is kind of a big deal! Use Google posts, and make sure the content of those posts is good! 🌟

 **Brodie Clark** @brodieseo

Nice one for Local SEOs to be aware of. Now seeing standard Posts appears from months back by default. Would show for 7 days previously, then "expire" and become hidden behind the 'view all' button. Glad to see more visibility given to Posts – this change makes sense IMO.



12:35 AM · Jan 20, 2021

18 See Claire Carlile's other Tweets

! NEW Posts Don't Expire

Posts **no longer expire** after 7 days!

Also check that you don't have old irrelevant posts showing

Plumeria Beach House
5000 Kahala Avenue
Honolulu, HI 96816

Home

Posts

Info

Insights

Reviews

Messaging

Photos

Bookings

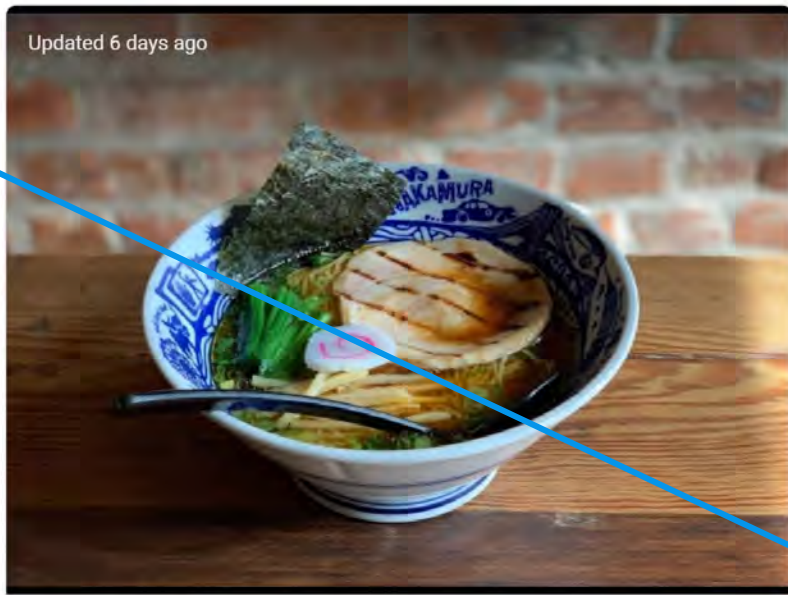
Website

Users

Create an ad

Add Update Add Event Add Offer Add Product

All What's new Events Offers Products



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



miles
PARTNERSHIP

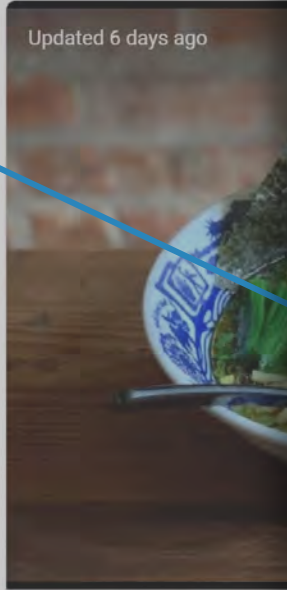
Plumeria Beach House
5000 Kahala Avenue
Honolulu, HI 96816

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

Add Update

All

What's n



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





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!



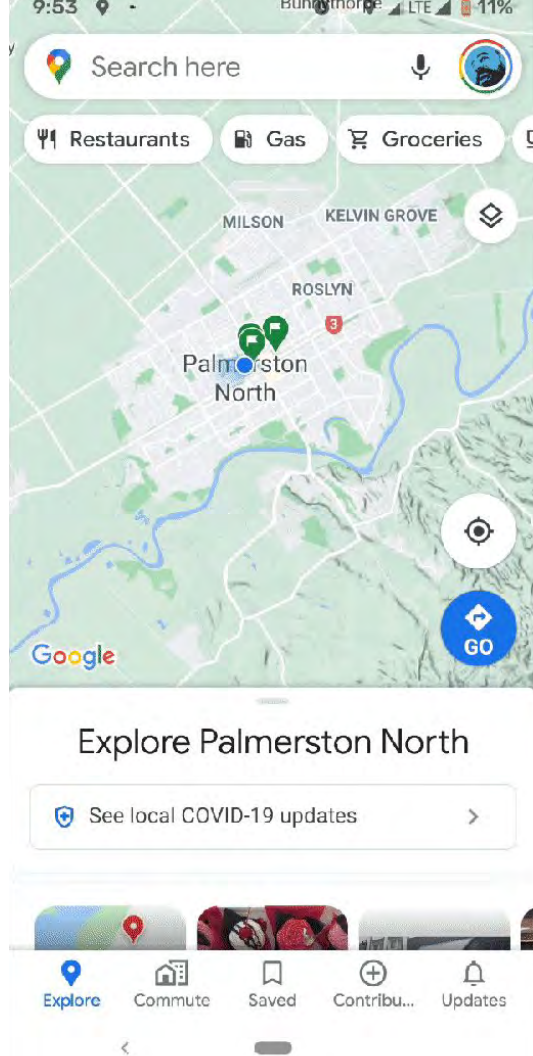
100 - 300 words

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

X Create post

What's New **Event** Offer Product >



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*

! 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.

Create 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

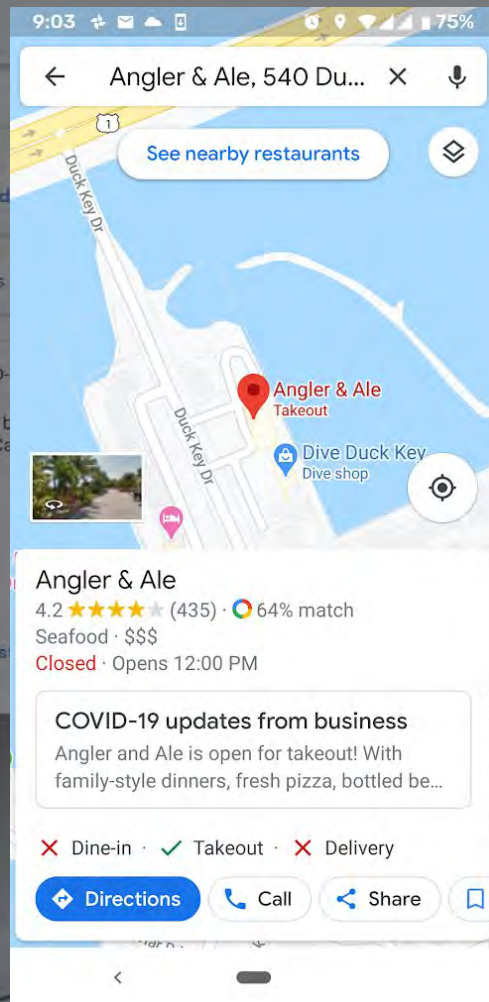
Update your status

Add a button (optional)

None

Preview

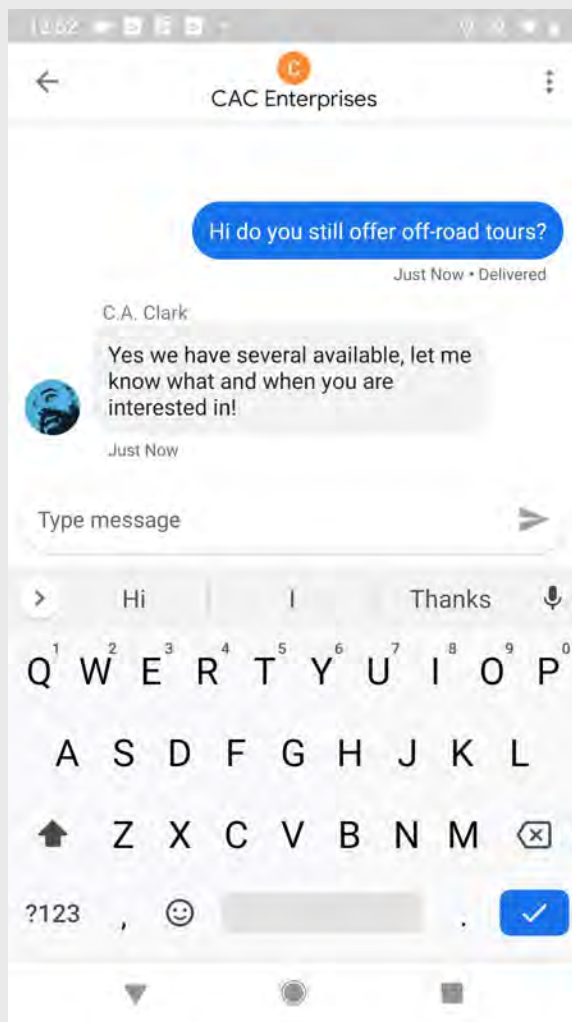
Publish



Messaging Tab



Communicating directly with
customers



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



NEW Web Messaging



Home



Posts



Info



Insights



Reviews



Messages



Photos



Products



Website



Users



Create an ad



Get custom Gmail



Add new business



Businesses



Michelle Clark

Now

You: Oh for sure, act...



Google My Busin...
Google My Busines...

1 min



C.A. Clark

2 min

C.A. Clark: Do you h...



Michelle Clark

Important: By early March 2021, all businesses will have access to messaging on the web.

21:18

Michelle Clark



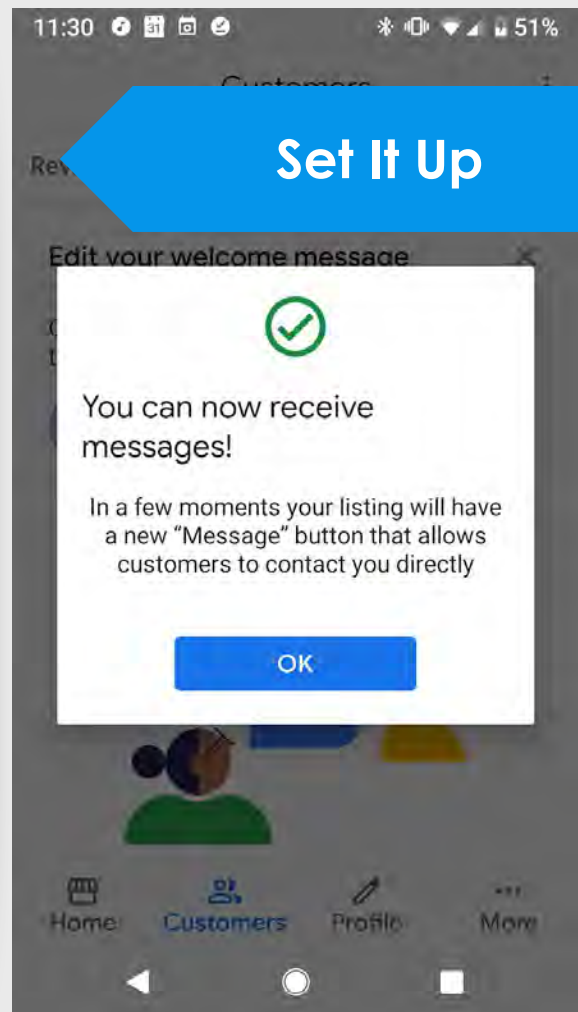
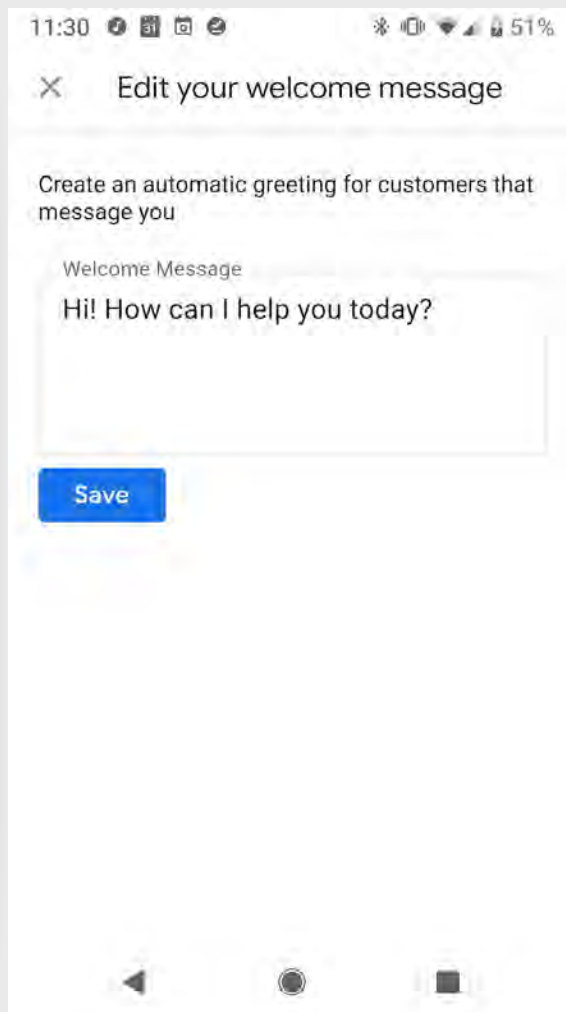
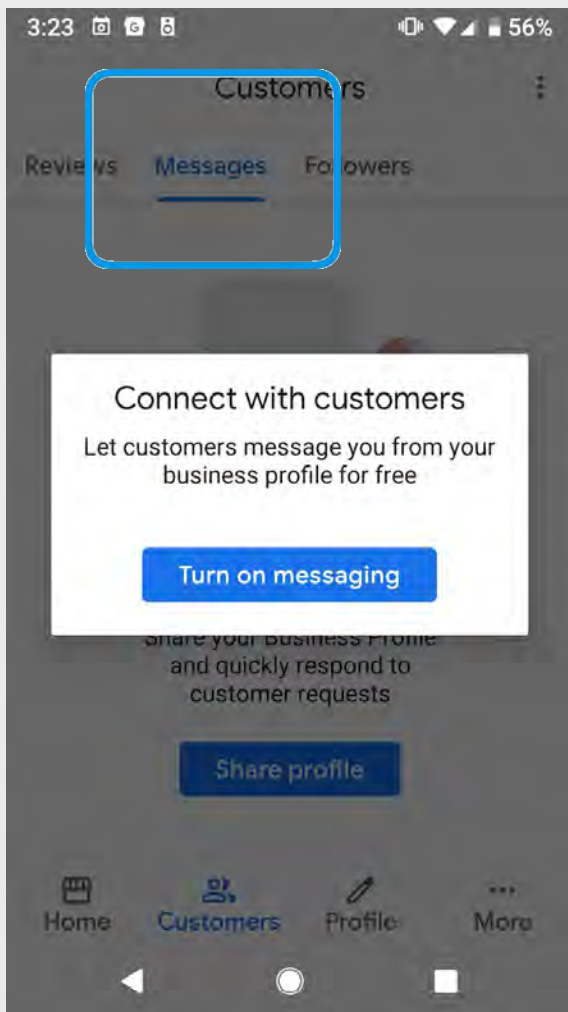
Do you have any rambo style cheese knives?

Oh for sure, actually the cheese knives used in the upcoming Rambo Six movie are from our store!

Now · Delivered

Type message





ORGANIZATION

Miles Partnership



Sixty-One Prime

61 Hawks Cay Boulevard
Duck Key, FL 33050
United States



Home



Posts



Info



Menu



Food orders



Insights



Reviews



Messages



Photos



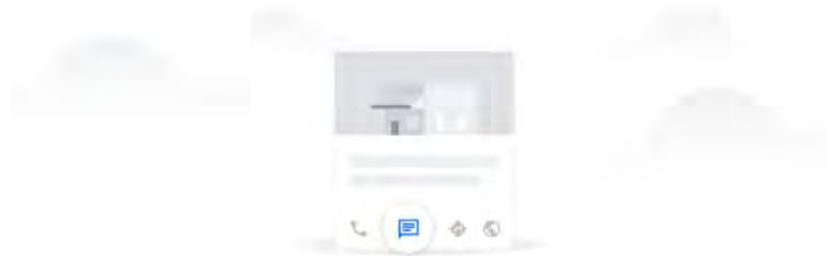
Bookings



Website



More

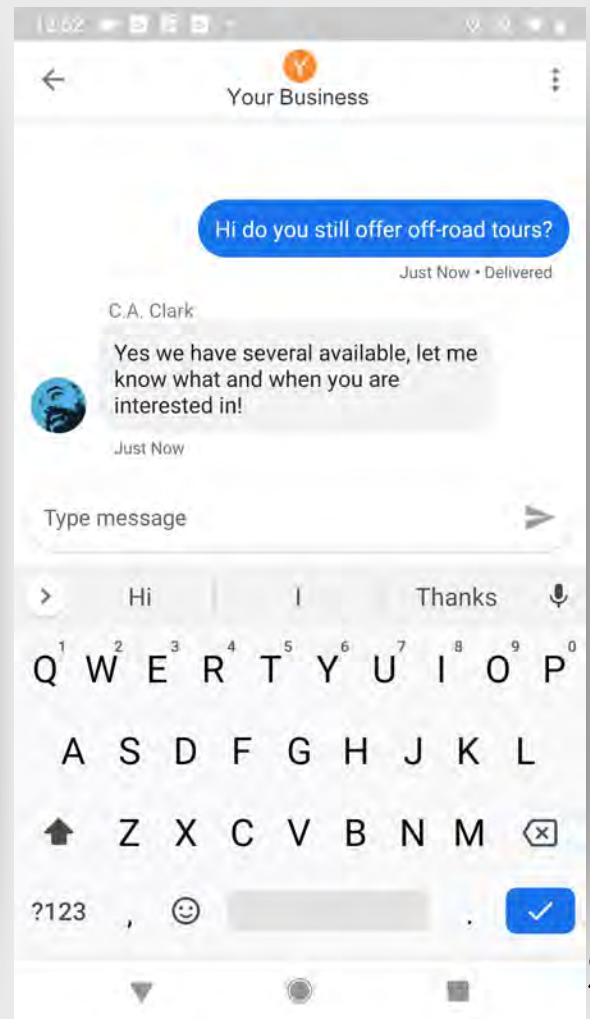
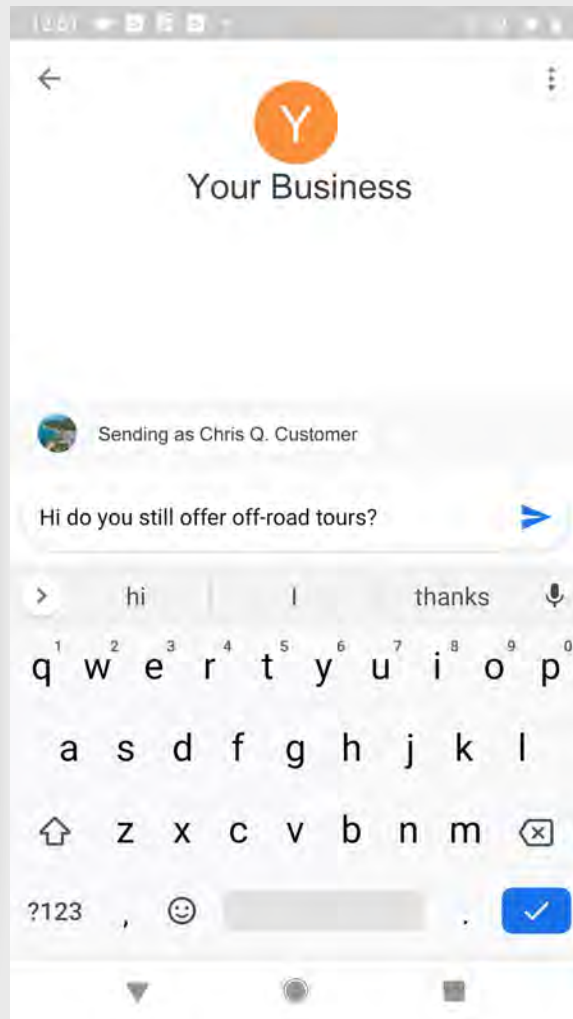
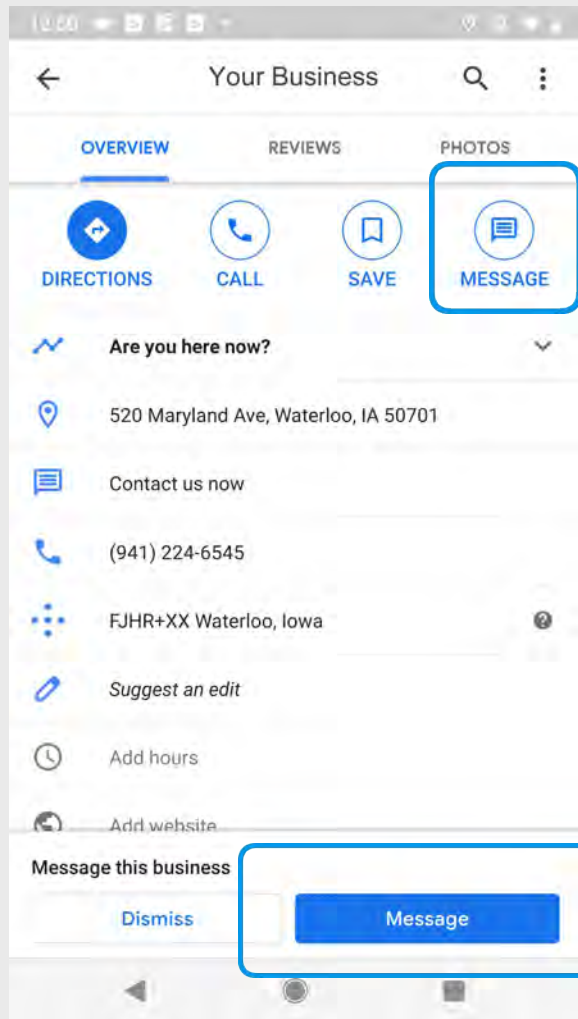


Connect with customers

Let customers message your business on Google for free and respond from here or using the Google Maps app on your mobile device.

[Learn more](#)

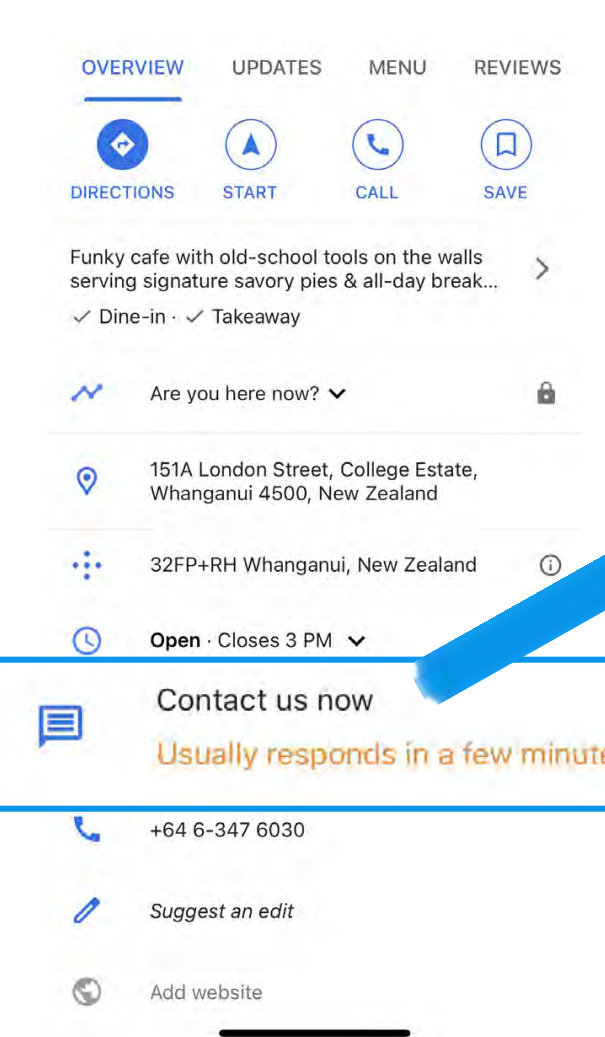
Turn on messaging



Top Performer Secrets



Messaging Best Practices



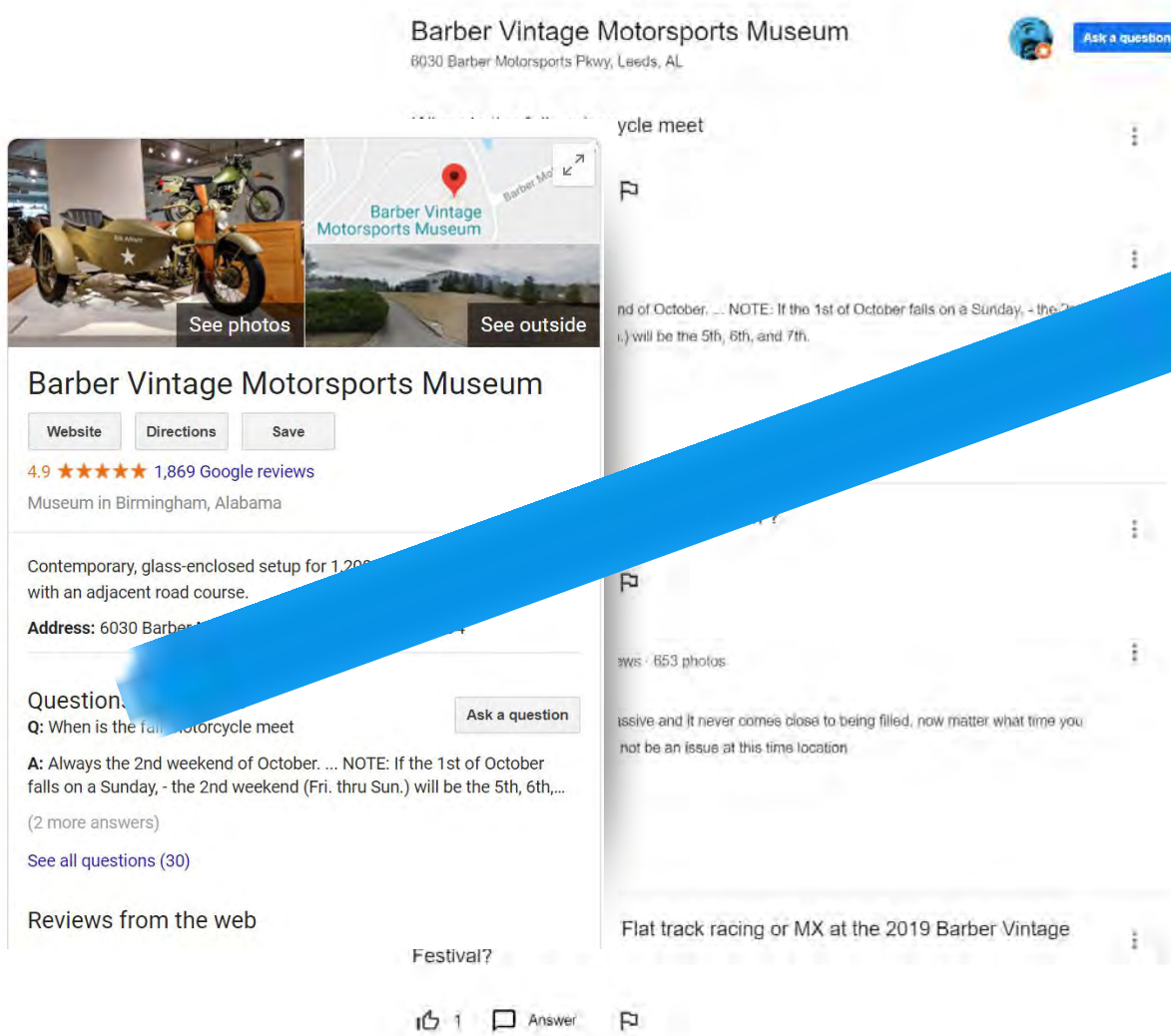
Messaging is a **great way to connect directly with customers**, but before you commit consider these things:

- 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 & desktop - you can have **multiple users/devices assigned** to answer questions
- Conversations **aren't public** - but remember they can be screen-captured

Top Performer Secrets



Monitoring Questions & Answers



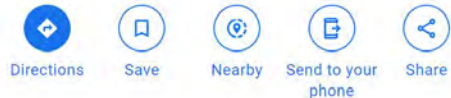
(Not even in GMB!)

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



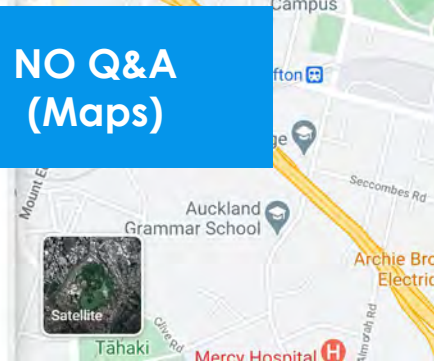
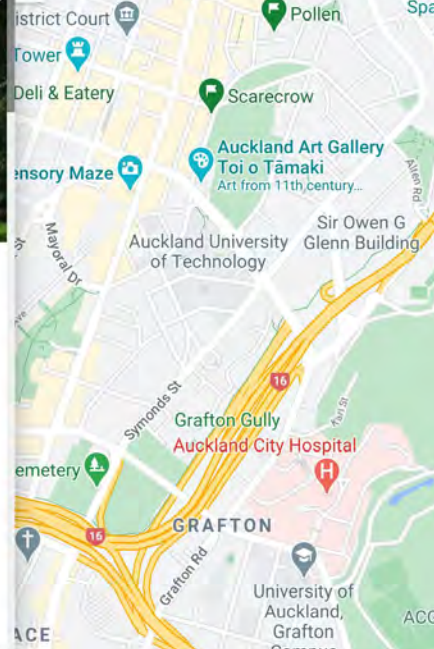
Auckland Domain

4.6 ★★★★★ 8,284 reviews
Park



Established city park containing museums, memorials & the entire blast crater of Pukekawa volcano.

- You visited in October 2020
- Park Road, Grafton, Auckland 1010
- aucklandcouncil.govt.nz
- 09-301 0101
- 4QRG+C5 Auckland
- Add a label



NO Q&A
(Maps)

on 75 hectares around

e oldest park in the city,

und

e large crater, which



Auckland Domain

Website Directions Save Call

4.6 ★★★★★ 8,284 Google reviews

Park in Auckland

Auckland Domain is a large park in Auckland, New Zealand. It is the oldest park in the city, and at 75 hectares is one of the largest. Located in the central suburb of Grafton, the park contains all of the Pukekawa volcano and most of the surrounding tuff ring of the

Pukekawa volcano. [Wikipedia](#)

Departments: [Band Rotunda](#) · [Domain Gates](#)

Address: Park Road, Grafton, Auckland 1010

You visited in October 2020

Area: 75 ha

Questions & answers

Q: Are there any soccer fields??

A: There are football field's in the area. Soccer is popular in New Zealand.

(6 more answers)

[See all questions \(18\)](#)

Feedback

Yes! Q&A
(SERP)

← 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

Search the Community

Connect

ews with the
gle 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



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



Review summary



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%

CONTRIBUTE

Natural Grocers
You visited 5 days ago

Which photo do you think is more helpful?

SKIP

MORE CHOICES

+43 68%

+5 points

You've earned points for helping others!

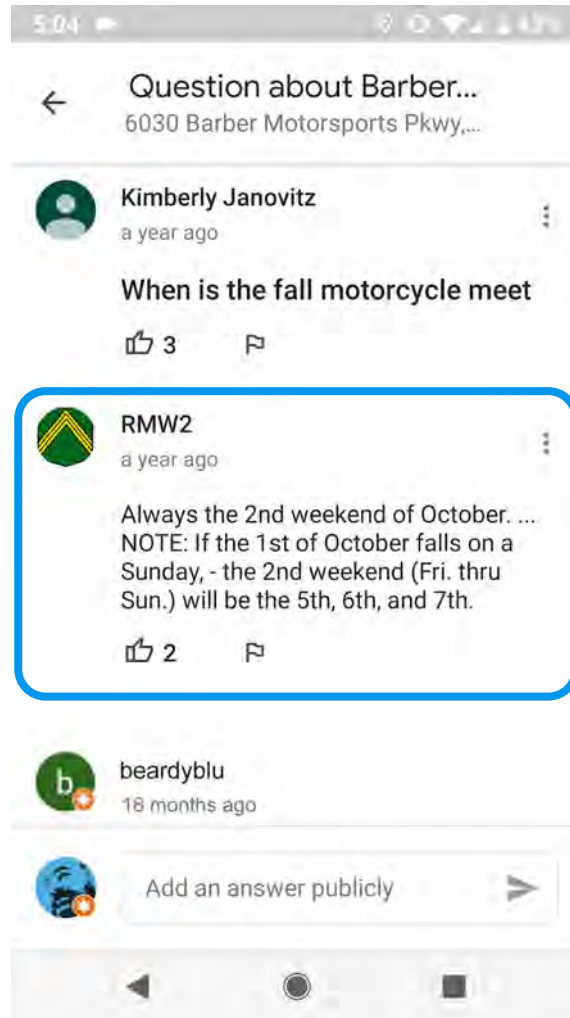
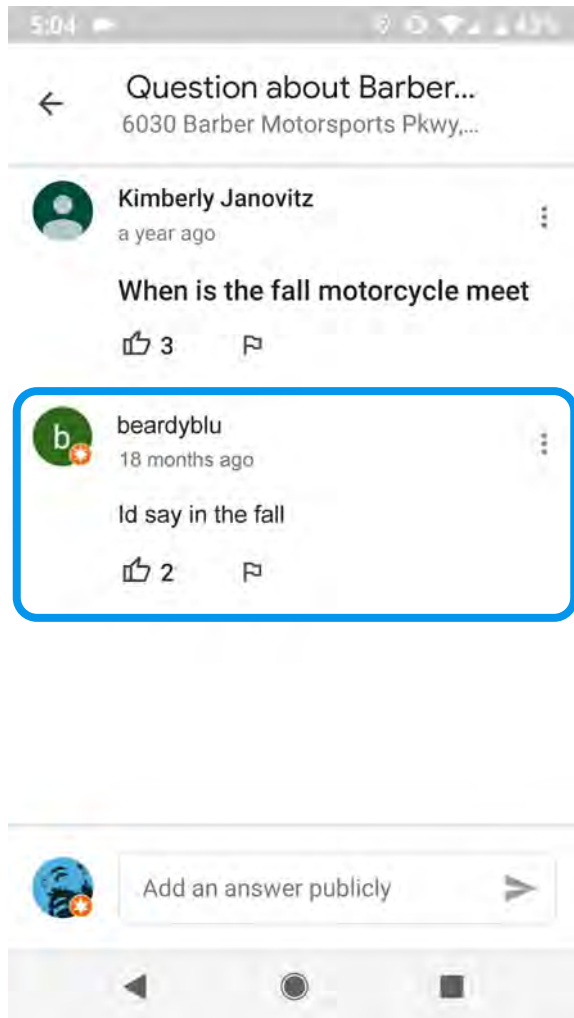
Photos +5

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

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

What possible penalty does she face?

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

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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

1 Answer



Valéria Dacanal Garcia

Local Guide · 190 reviews · 577 photos

8 months ago

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

2

Looking for a coalrang



Like



Answer



Ngzr Cx

Local Guide · 15 reviews · 95 photos

3 years ago

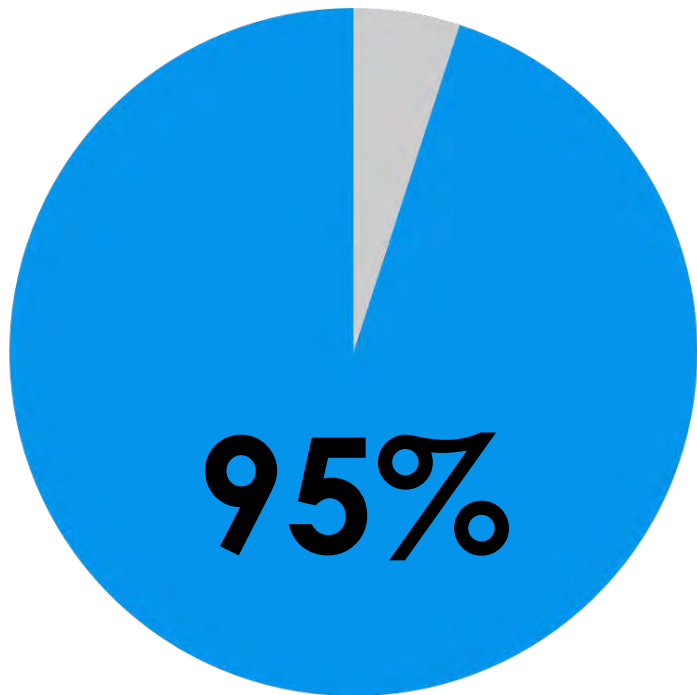
Maybe



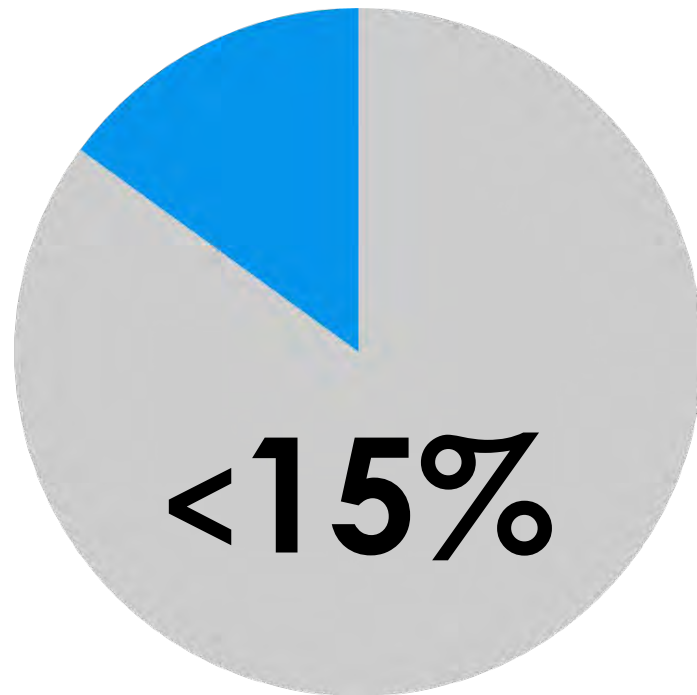
Options



Like



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?



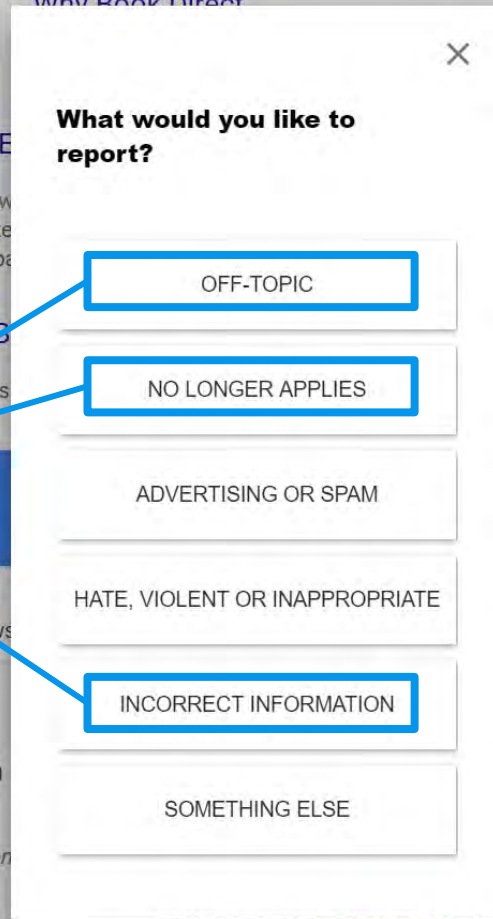
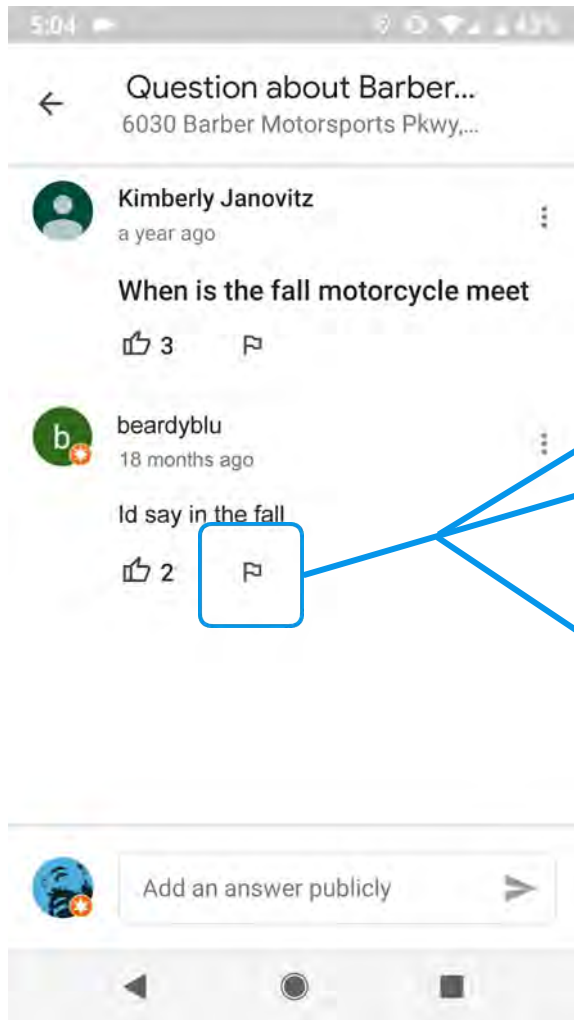
vicky scharlau

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?

helpful? [Answer](#)

Kat E

Local Guide · 14 reviews · 15 photos

14 days ago

Not all but most.

👍 2

[5 more answers](#)

ing available?

helpful? [Answer](#)

Ryan Devlin

Local Guide · 93 reviews · 193 photos

11 months ago

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

👍 2

[9 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?

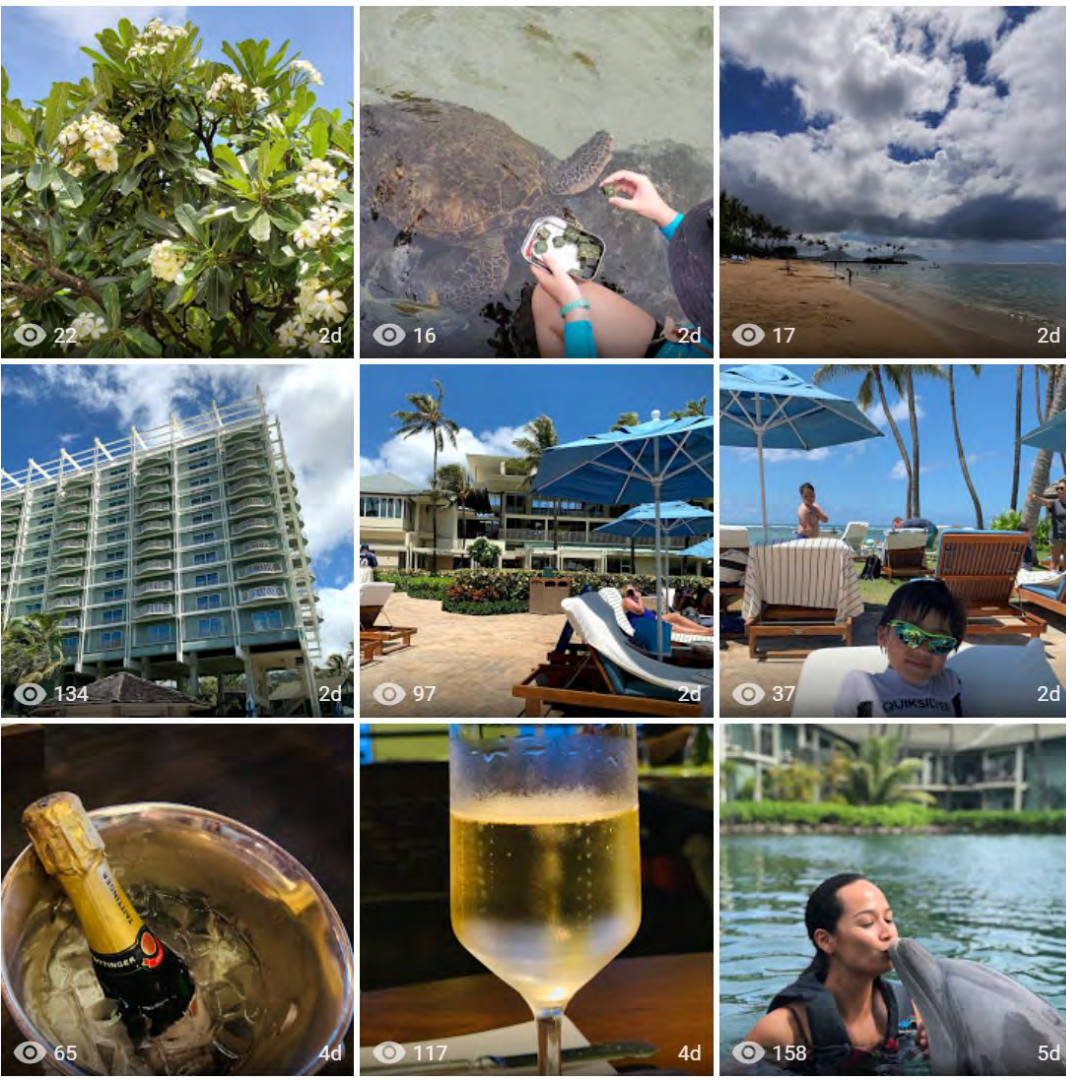
[CANCEL](#)

[POST](#)

Photos Tab



Managing Your Visual Representation



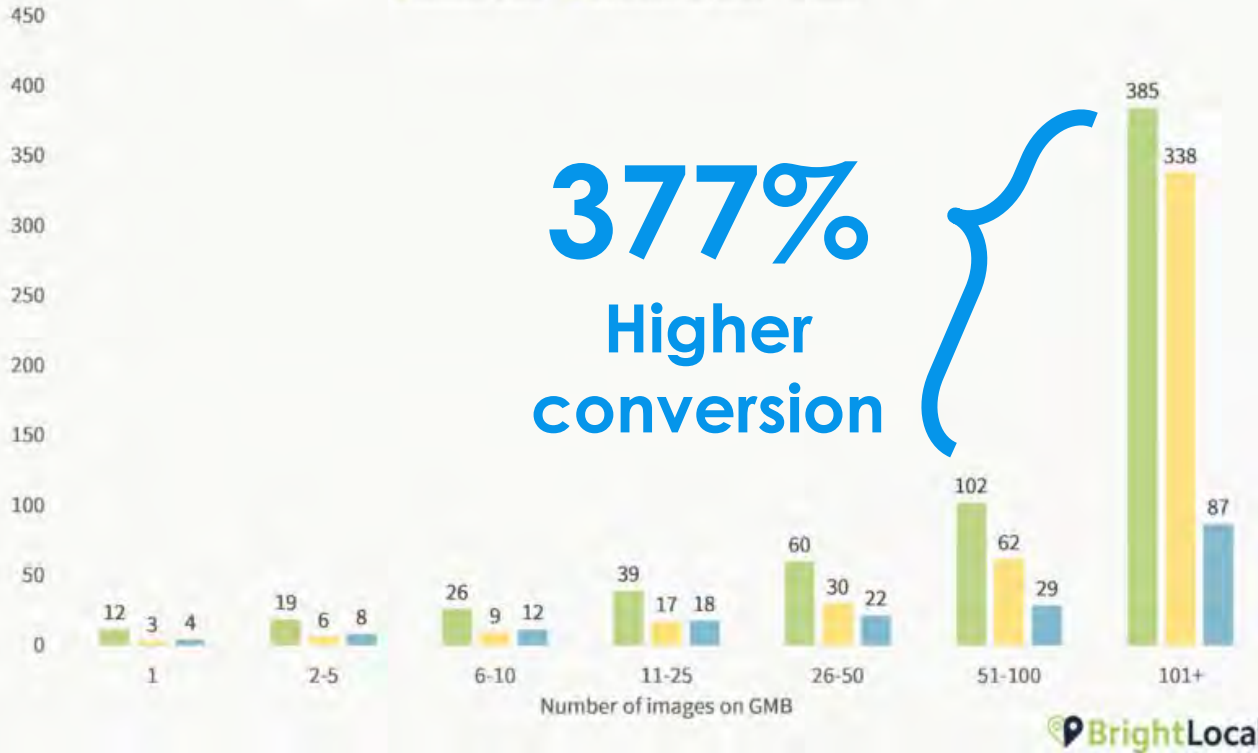
Photos are a key part of **how potential customers make decisions** about your business.

Images

377%
Higher
conversion

Average monthly customer actions by number of images

Website visits Direction requests Calls

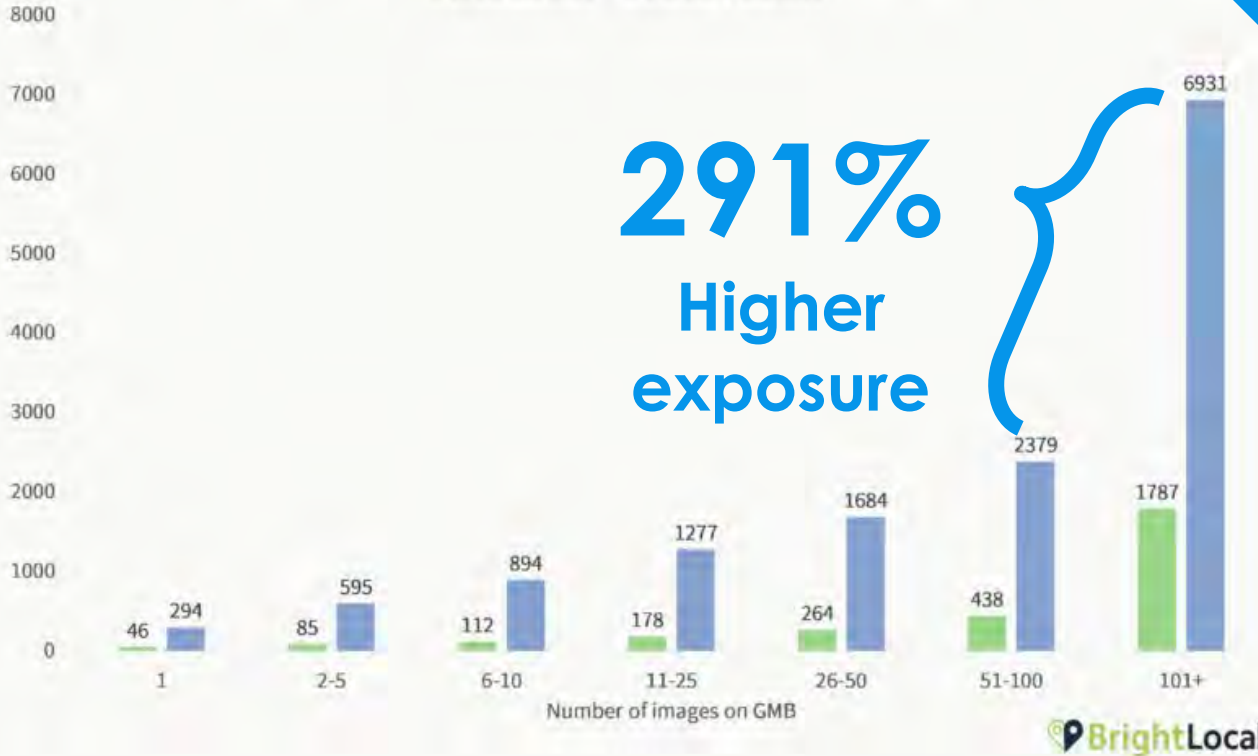


Businesses with **more than 100 images** have **significantly higher conversion rates**.

Images

Average monthly Direct and Discovery searches by number of images

■ Direct searches ■ Discovery searches

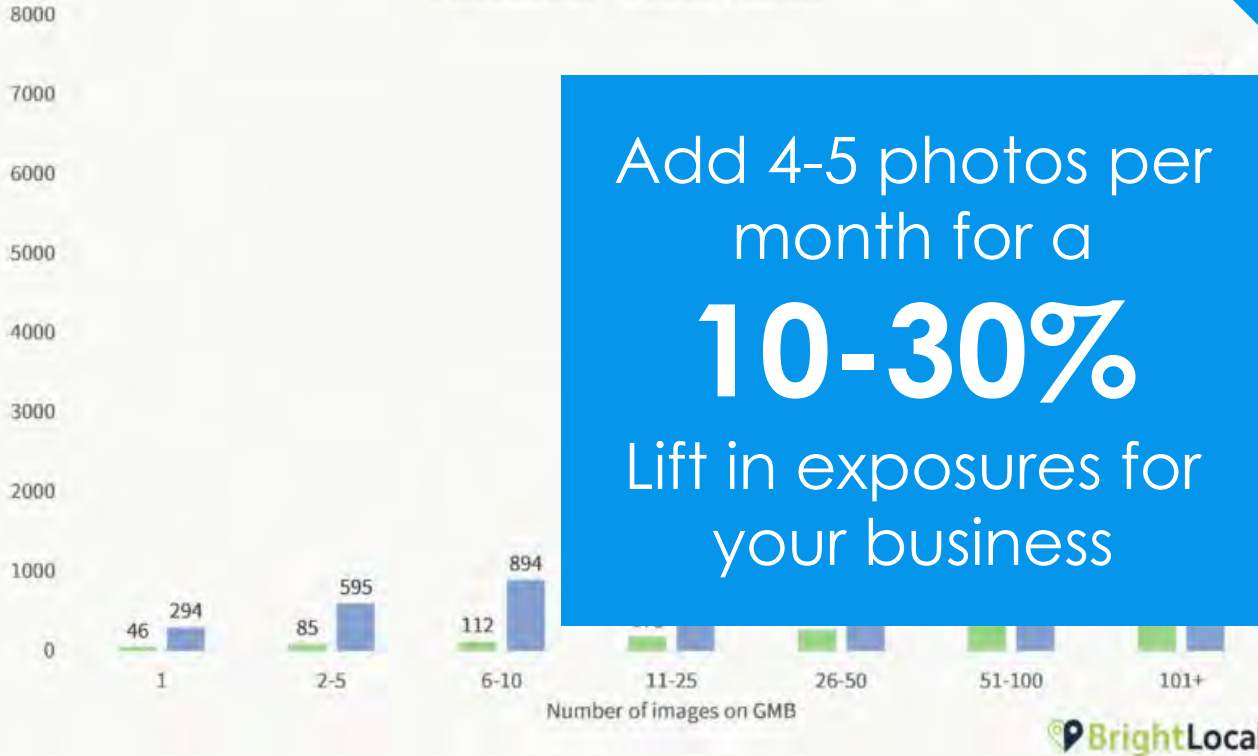


They also have
higher exposure rates
suggesting that
photo volume (and
frequency) is an
important ranking
signal.

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

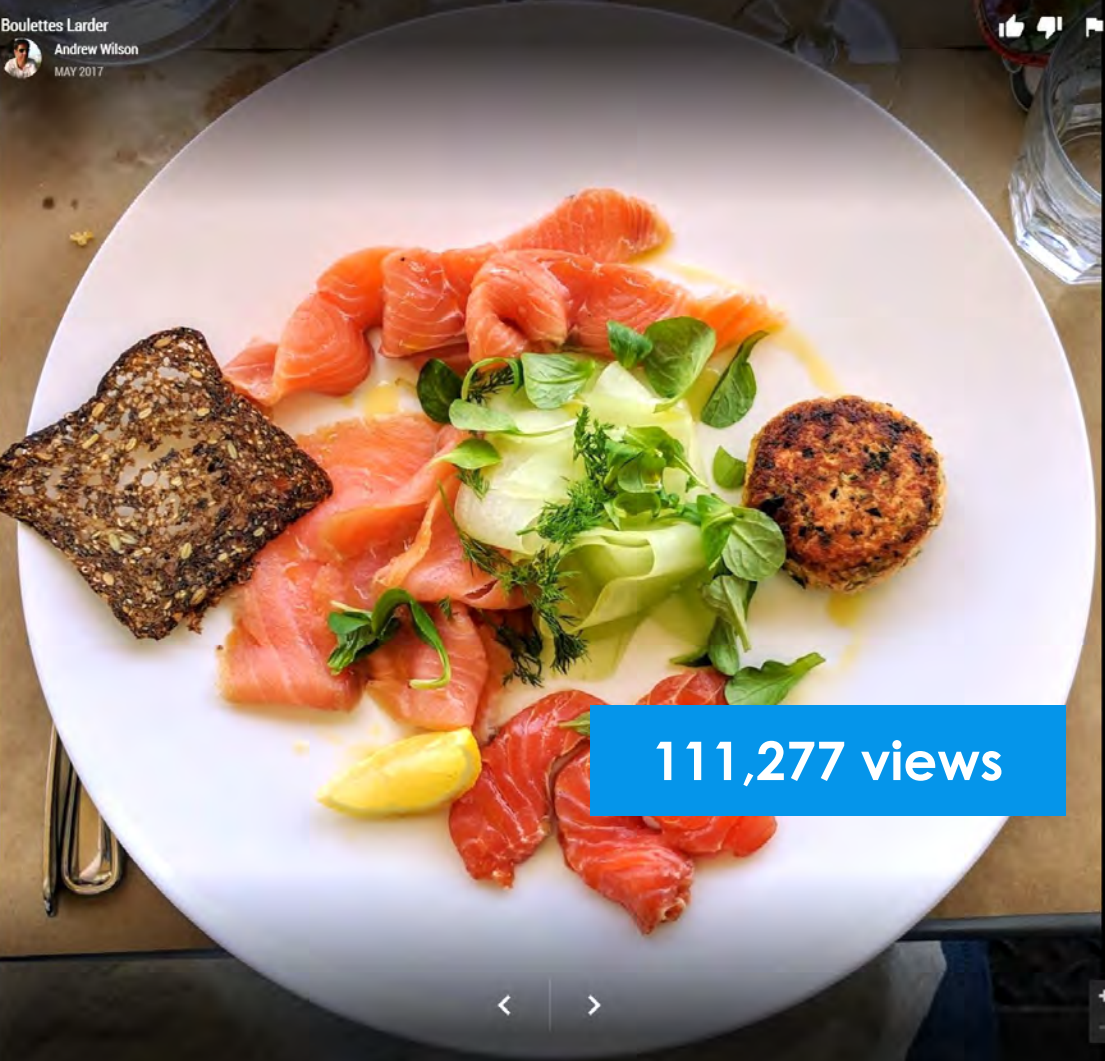
Customers want to know what things look like right now, they're looking for reassurance - yes, this place is open, yes it's safe, etc.



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



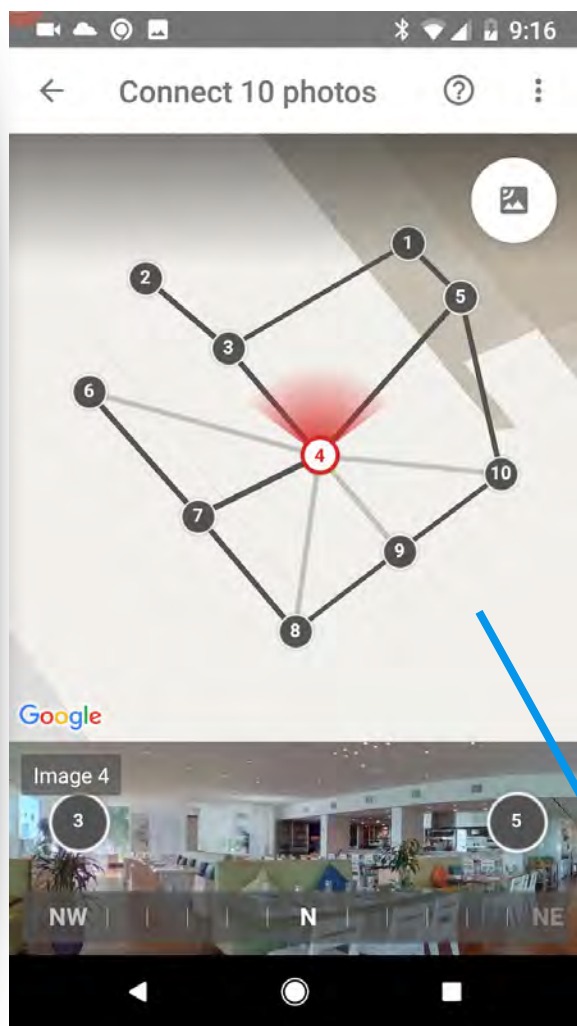
Use 360s and Virtual Tours To
Attract Customers



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.



Google Street View

Google LLC Travel & Local

Everyone

This app is compatible with all of your devices.



Ricoh Theta V (About \$400)

Ashford Ave

San Juan

Google

Street View - Mar 2016



Google

Image capture: Mar 2016 © 2019 Google United States Terms Report a problem

Anzac Ave

Auckland



Google, Inc.

Street View - Oct 2017

WASTE

ational Waste Limited

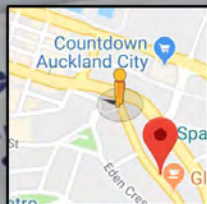
cent tubes. Do you?

D RECYCLING
tubes • Batteries
(e-waste)

SECURE DESTRUCTION

- Expired Stock
- Confidential Documents
- Brand Protection
- Data Destruction

AUCKLAND WELLINGTON
CHRISTCHURCH DUNEDIN



Google

Enhance your listing

Hire a trusted professional

New Zealand

Otago

City

Clear All Filters

Agency

City

Email

Contact Number

Blue Penguin Studios

Dunedin

hadujah@gmail.com

+64 27 302 5114

Gilbert360



+64 28 411 5600

Derek Golding

+64 210 460 359

360 New Zealand Ltd

Wanaka

info@360newzealand.com

+64 210 620 231

Élie Babin

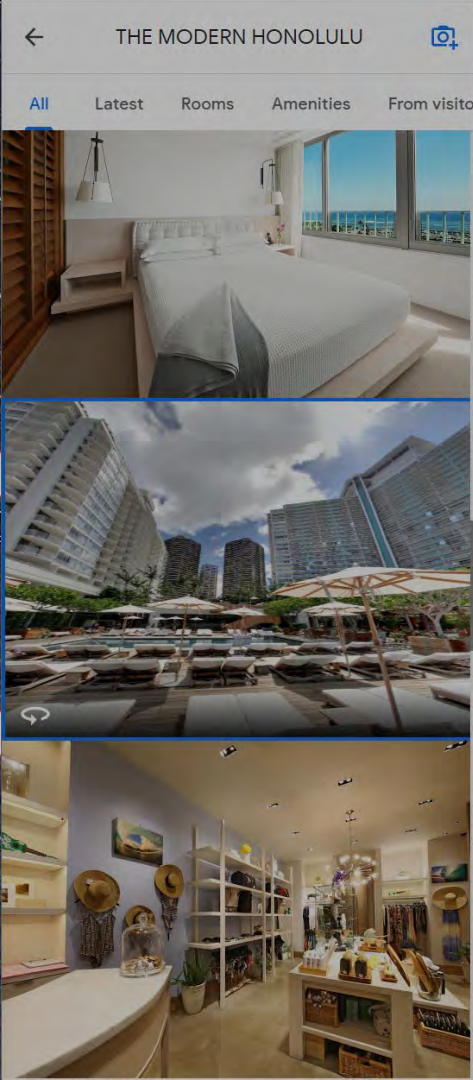
Wanaka

elie.babin@gmail.com

+64 27 604 9910

google.com/streetview/hire

miles
PARTNERSHIP



THE MODERN HONOLULU

THE MODERN HONOLULU

Minn Tun

Street View - Aug 2013

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

THE MODERN HONOLULU

View on Google Maps

By embedding this map, you agree to the [terms of service](#).

nanamoku Lagoon

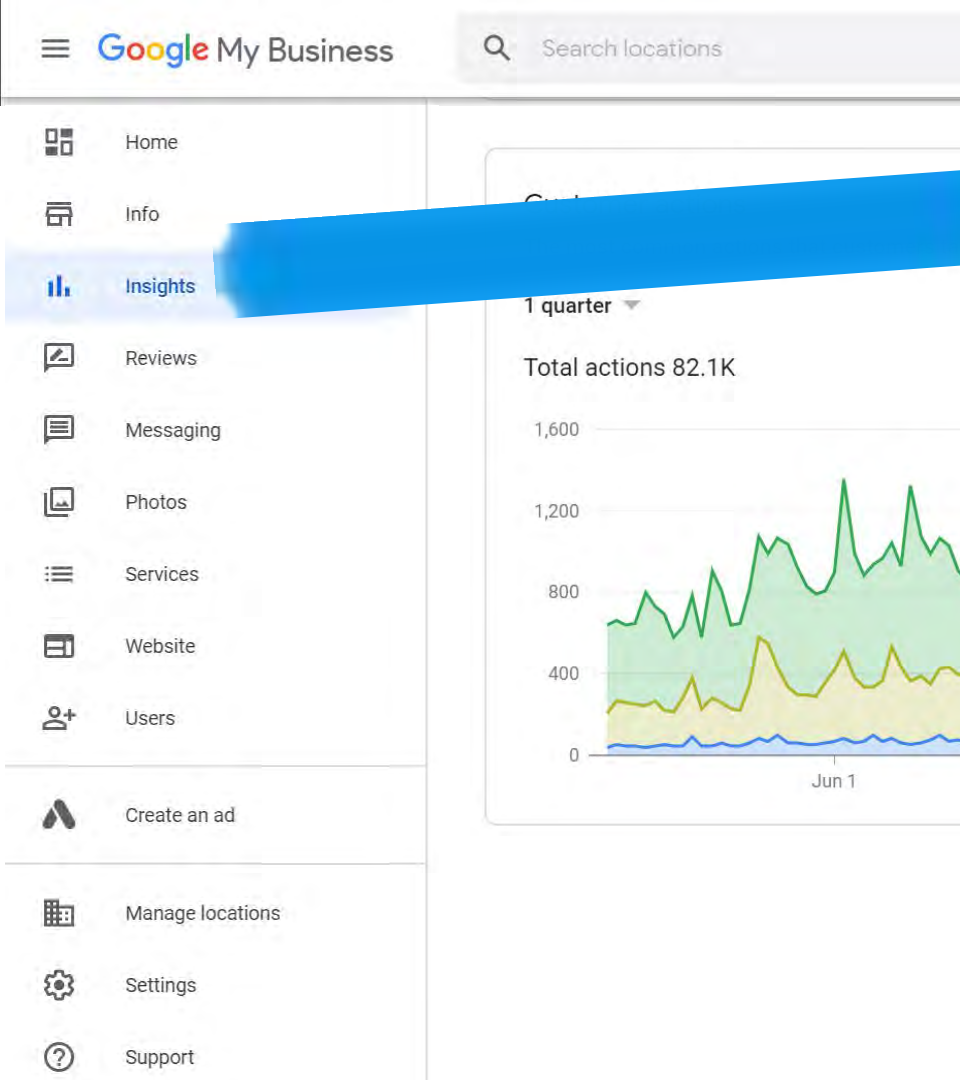
Ala Wai Boat Harbor

Image capture: Aug 2013 Images may be subject to copyright. Picoso United States Terms Report a problem

Insights Tab



Measuring Exposure & Engagement

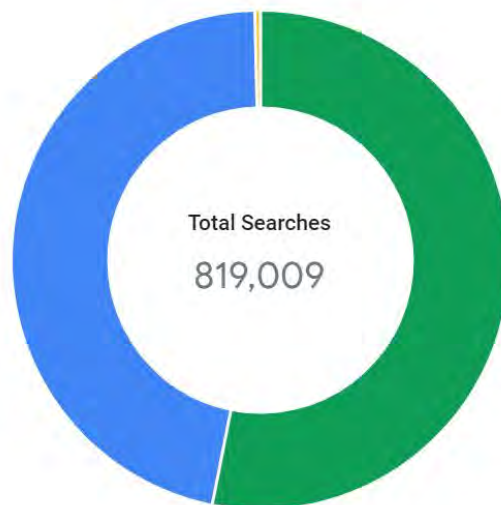


Insights reporting tracks customer exposures and engagement **inside Google's platform** - *you can't get these numbers anywhere else.*

- 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

- Home
- Info
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- 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

20,000

15,000

10,000

5,000

0

Jun 1

Jul 1

Aug 1

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

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

Settings

Support

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

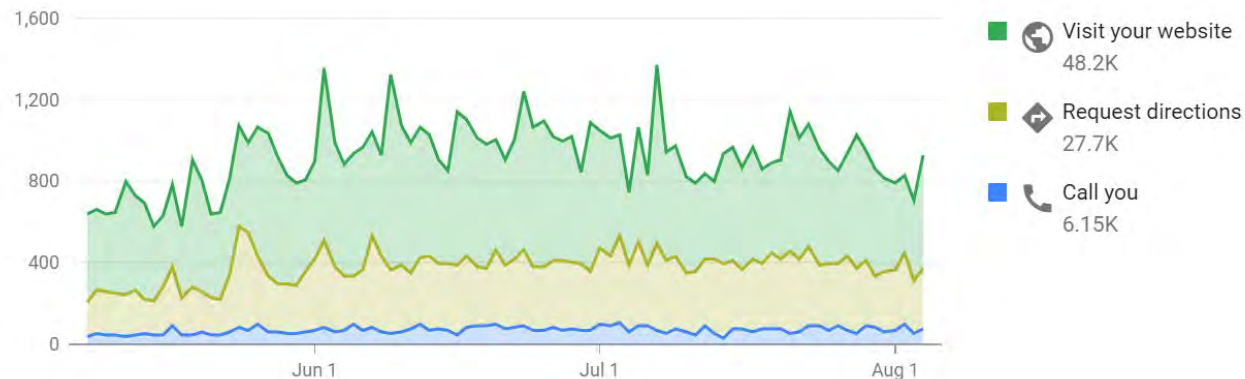
Create an ad

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

Calculate your conversion rate

Total actions

15,200

÷

Total views

196,000

=

7.75%

Customer actions

The most common actions that customers take on your listing

1 quarter ▾

Total actions 15.2K

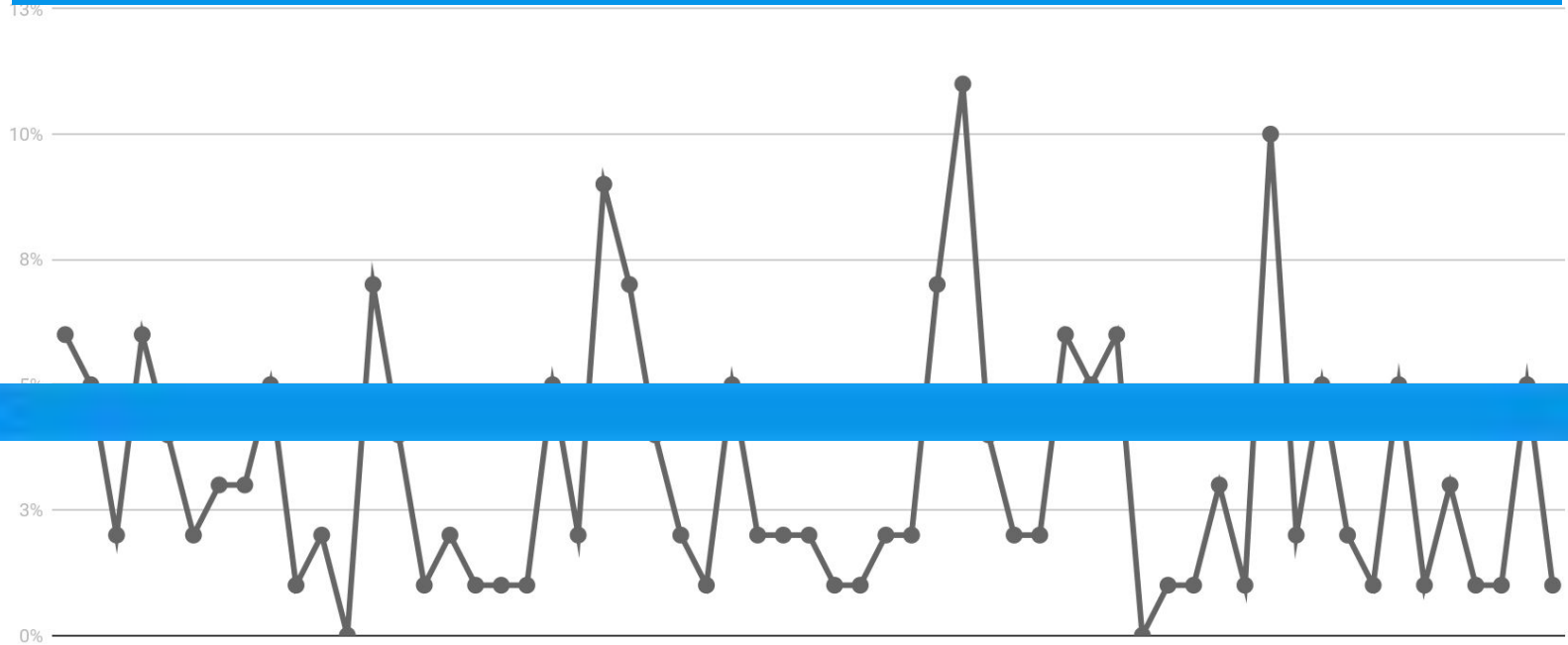
Where customers view your business on Google

The Google services that customers use to find your business

1 quarter ▾

Total views 196K

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



Good indicator of intent!

- Settings
- Support

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

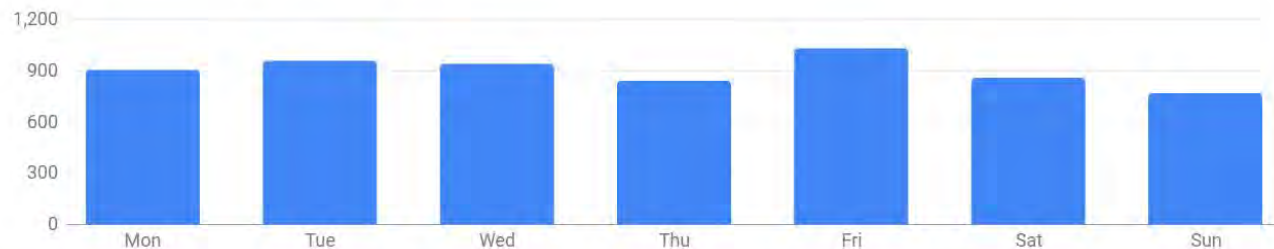
Create an ad

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

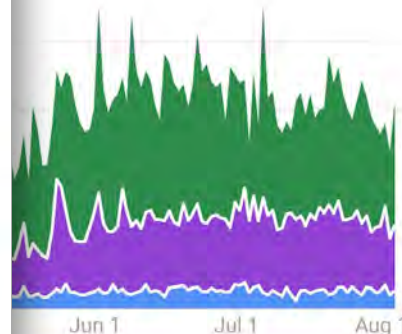
Tap chart for more info



Report

Total actions 2.24M

Tap chart for more info



Visit website 48.2K 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

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

1-10 of 1,000



(Web Version Only)

Home

Info

Insights

Reviews

Messaging

Photos

Services

Website

Users

Create an ad

Manage locations

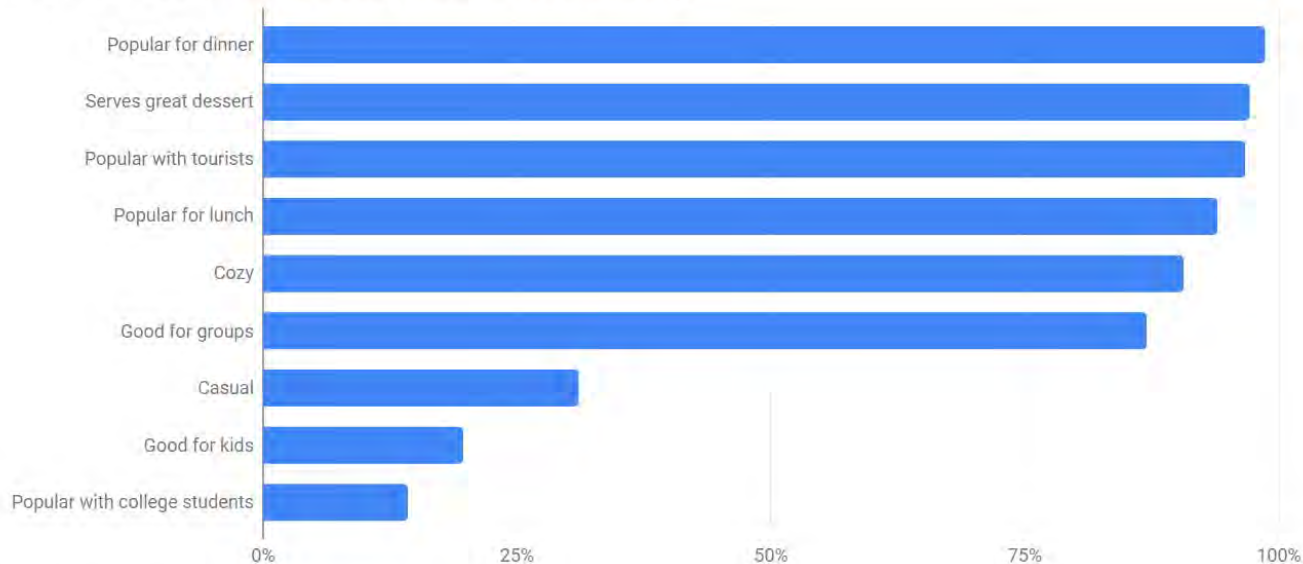
Settings

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

Create an ad

Manage locations

Settings

Support

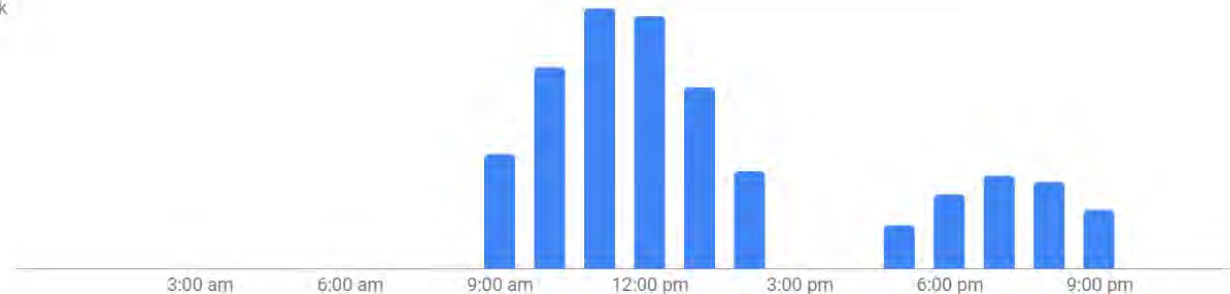
(Web Version Only)

Popular times

Your most popular time is around 11:00 AM on Sunday

Sunday

peak



Visit duration

The average visit to your location lasts 2.5 hours.

! NEW Insights Formatting

← Performance

Time period

Oct 2020–Mar 2021

How people interacted with you ⓘ

All interactions

Calls

Messages

740

Business Profile interactions



← Performance

46,023

👁 People viewed your Business Profile

Platform and device breakdown

Platform and devices that people used to find your profile



● 24,003 • 52%

Google Search - mobile

● 12,801 • 28%

Google Maps - mobile

● 7,813 • 17%

Google Search - desktop

● 1,406 • 3%

Google Maps - desktop



NEW Insights Formatting

20,037

🔍 Searches triggered your Business Profile

Searches breakdown

Search terms that returned your profile in the results

1	Restaurants	4,937
2	restaurants near me	3,065
3	restaurants	1,953
4	duck key restaurants	974
5	food near me	899

[See more](#)

Top Performer Secrets



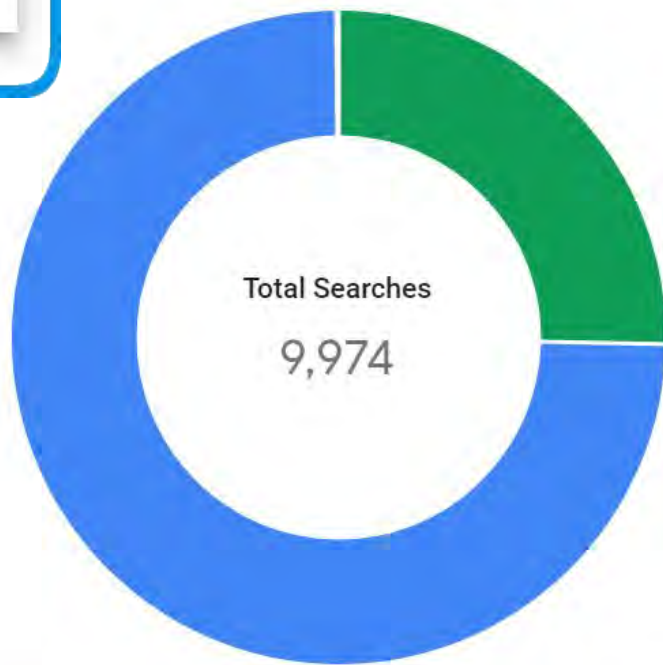
Download Historical Insights

1 week

1 month

1 quarter

Customers search for your business



Businesses with recent photos typically receive more c

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.**

Build your own long-term reporting

	Direct Searches	Discovery Searches	Total Searches
5	Discovery Searches	108240	66460
6	Total Views	351845	276898
7	Search Views	194396	135302
8	Maps Views	157449	141596
9	Total Actions	14560	13211
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
16	Direct Searches	255.94	2157.01
17	Discovery Searches	779.50	488.30
18	Total Views	352.65	406.78
19	Search Views	494.72	593.54
20	Maps Views	249.55	303.06
21	Total Actions	256.08	938.60
22	Website Actions	238.51	1834.81
23	Directions Actions	303.94	617.78
24	Phone Call Actions	120.26	2856.52
25			
26	Photos		
27	Total Owner Photos	49	49
28	Owner Photo Views	337482	281588
29	Total Customer Photos	2055	2819
30	Customer Photo Views	162021	149739

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

Photos/Views

Total Number of photos and views for all tracked iSITE Visitor Centers

10,500

0

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

100,000

80,000

40,000

20,000

0

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

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**

X 1 location selected

Actions

Name

Status



Admiralty House Park
68 Spanish Point Rd, Bermuda, Spanish Point, Bermuda

Published (1 update)

Rev



Bermuda Tourism Authority
22 Church Street, Hamilton, Bermuda

Published

Rev



Bermuda Visitor Services Centre Dockyard
Dockyard Terrace, Sandy's Parish, Bermuda

Published (1 update)

Rev



Clearwater Beach Park
Cooper's Island Road, Cooper's Island, Bermuda

Published (2 updates)

Rev

Rows per page: 10

Download:

Insights

Google updates:

Accept

Discard

Transfer location

Mark as:

Open

Permanently closed

Remove location

Download Historical Insights (Web Only)

! Reports can only be created for verified listings.

Local reports



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



Discovery insights

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



Photos

See how often photos of your listings are viewed.



Phone calls

See how often customers call the business from your listings.

Cancel

Next

Local reports



Discovery insights

Get started by selecting the timeframe you're interested in.

Timeframe

Customized range

Start date



8/11/18

End date



8/17/18

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

Cancel

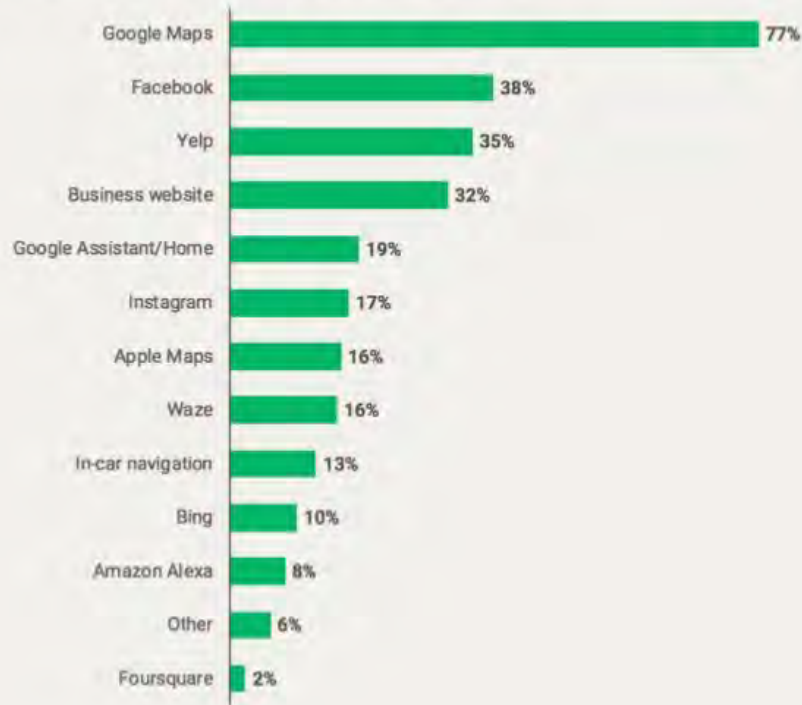
Download Report

Best Practices



Claiming Other Listings

Which tools do you use to find information about businesses near you?



Google Maps is certainly the primary source of business information, BUT...

Facebook = 38%

Your Website = 32%

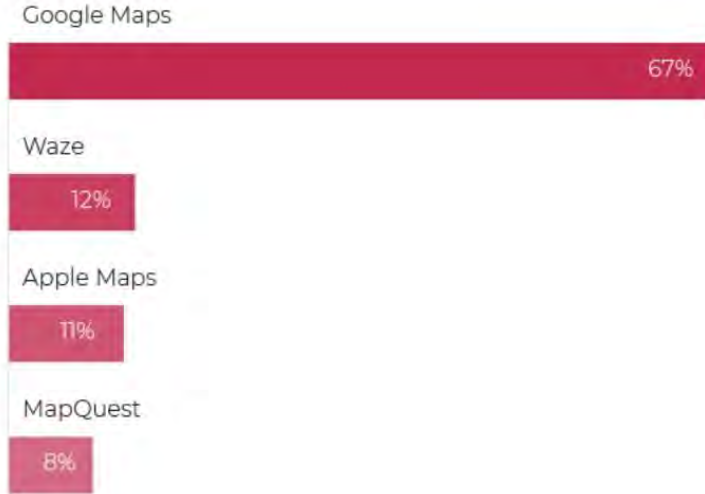
Apple Maps = 16%

Article by Search Engine Land:

<https://searchengineland.com/google-maps-the-dominant-local-search-tool-followed-by-facebook-and-yelp-325699#:~:text=It%27s%20not%20a%20secret%20that,Survey%20consistent%20with%20traffic%20data>

Market Share

MOST POPULAR NAVIGATION APPS



Not all answer choices shown
N=395 navigation app users
Source: The Manifest 2018 Consumer App Survey: Pt. 5



Globally, Apple's market share is around **11%** - Waze isn't as popular in NZ so could be a little higher here.

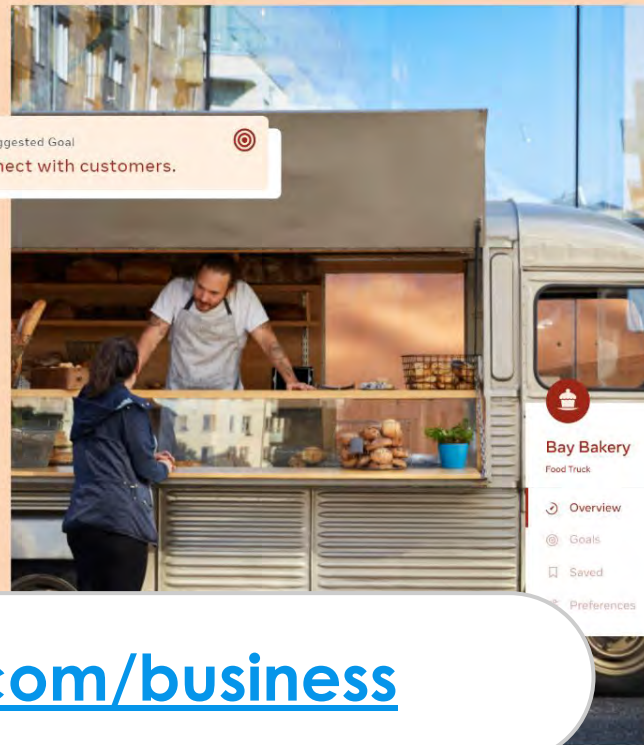
Personalized Marketing Plan

Take the guesswork out of growing your business.

Get step-by-step guidance, industry insights and tools to track your progress, all in one place.

Create a Plan

Suggested Goal
Connect with customers.



Bay Bakery

Food Truck

Overview

Goals

Saved

Preferences

facebook.com/business



Sign in

[Sign in](#)[Claim Your Listing](#) [Products](#) [Marketing Tools](#) [Help](#)

Claim Your Free Tripadvisor Listing

 Location

 Business name

Search

Grow your business with free tools from Tripadvisor

tripadvisor.co.nz/Owners



Customise your listing details, upload photos, and more to show customers what makes your business special.



TECH

Apple's new and improved maps that cost 'billions' are now out across the US

PUBLISHED THU, JAN 30 2020•1:16 PM EST | UPDATED FRI, JAN 31 2020•4:59 AM EST

Kif Leswing
@KIFLESWING

SHARE [f](#) [t](#) [in](#) [✉](#)

KEY POINTS

- Apple announced on Thursday that it had completed deployment of its new and improved maps software in the United States.
- Users of the Maps app on iPhones now see more detailed roads, buildings, parks and other landmarks when looking at maps in the United States.
- Apple said it invested “billions of dollars in Apple Maps” and said last year that its mapping cars had driven over 4 million miles.

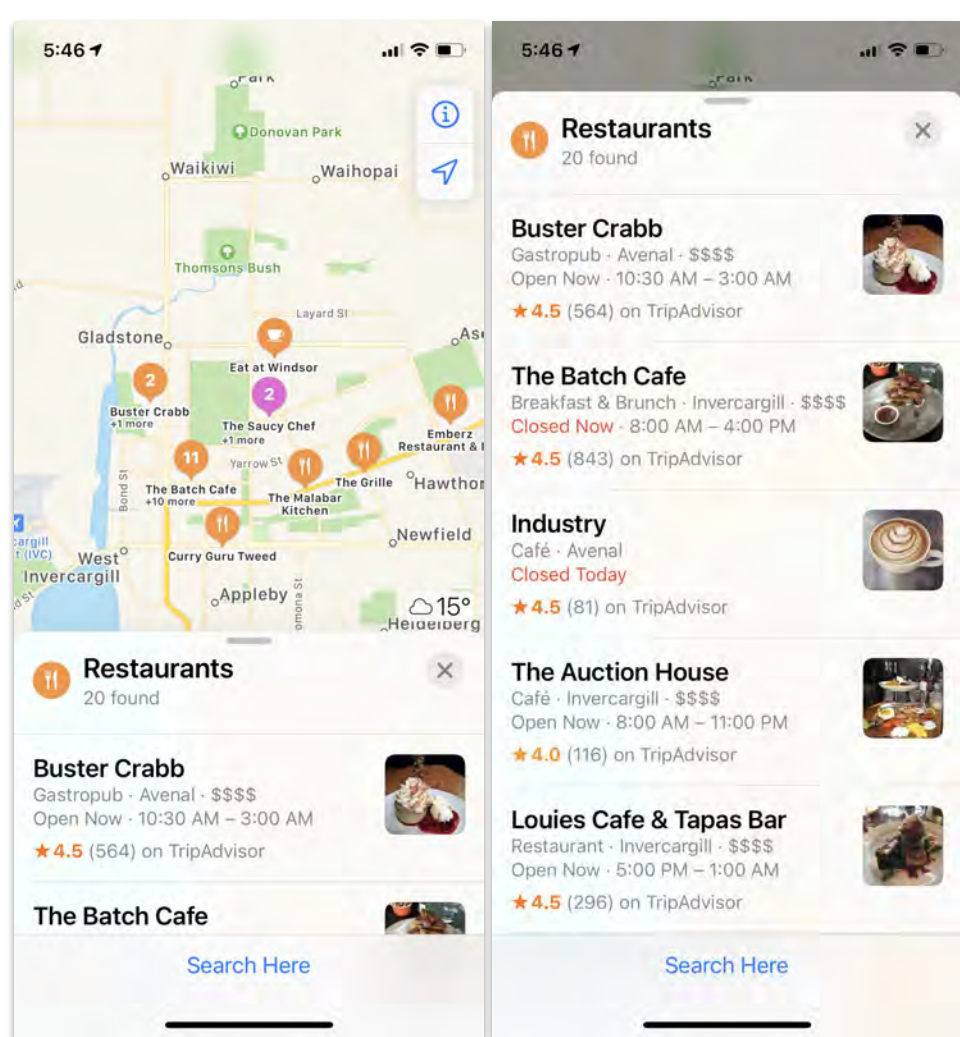
Apple have made huge investments in improving their Maps in 2020

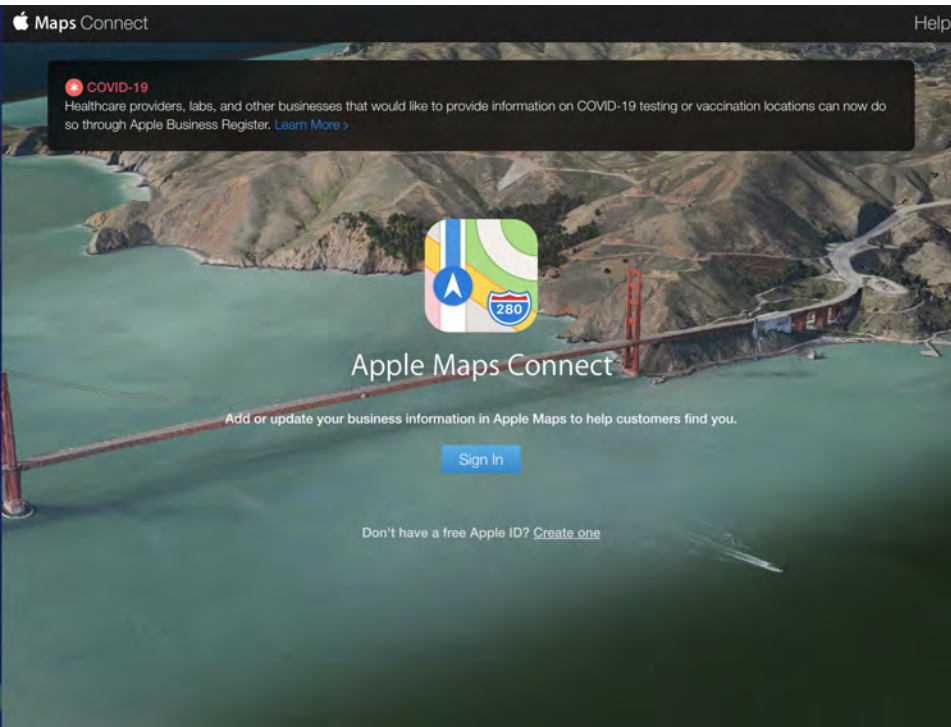


Business Listings

Whilst not used as often, you may have a business listing here which is worth paying attention to.

Information comes from **Apple Maps** or **Tripadvisor** (in NZ)





Claiming

Head to Apple Maps Connect & sign in with an Apple ID

<https://mapsconnect.apple.com/>



Sign in to Maps Connect

Apple ID



☐ Remember me

[Forgotten your Apple ID or password? ↗](#)

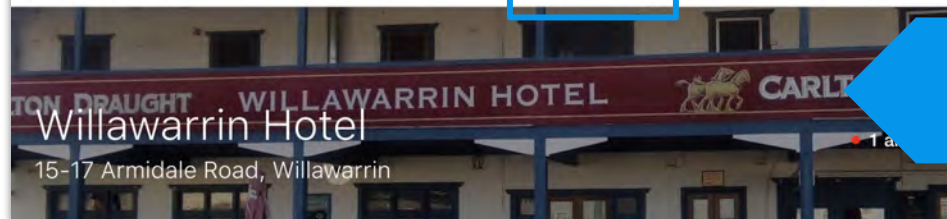
[Do not have an Apple ID? Create yours now. ↗](#)

Apple Maps Connect

My places +

Skye Van Den Oever ▾

[Help](#)



Claiming

Business name

Street and city, or postal code

Find and claim your place

Willawarrin Hotel

Main Street Willawarrin

Search

Find and claim your place



Willawarrin Hotel

15-17 Armidale Road, Willawarrin NSW 2440, Australia

Don't see your place listed?

[Add new place](#)

Powered by TripAdvisor

miles
PARTNERSHIP

Willawarrin Hotel

15-17 Armidale Road, Willawarrin

Information

Edit

Place name

Willawarrin Hotel

Phone

+61 2 6567 1205

Apple Pay ⓘ

Accepted



Answer a call

To confirm +61 2 6567 1205, Apple will call and give you a code.

[I have an extension](#)

[I cannot answer the call and need support](#)

Cancel

Call me now

Location

Edit

Address

15-17 Armidale Road
Willawarrin NSW 2440

Map



Claiming

< Back

Willawarrin Hotel

15-17 Armidale Road, Willawarrin

Information

Place name

Willawarrin Hotel

Categories

Pub, Pub Food

Phone

+61 2 6567 1205

Apple Pay ⓘ

Accepted

Location

Address

15-17 Armidale Road
Willawarrin NSW 2440

Map



Claim this place

Claiming

Thank you!

Yes,
A panda made
this.



Links available here:

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