

Uncovering the

Secrets

of the most successful business
profiles on Google

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





A strategic marketing company focused **exclusively on travel and tourism**. We've worked with **hundreds** of **destinations** and **hospitality businesses** around the world to create forward-thinking content marketing solutions.

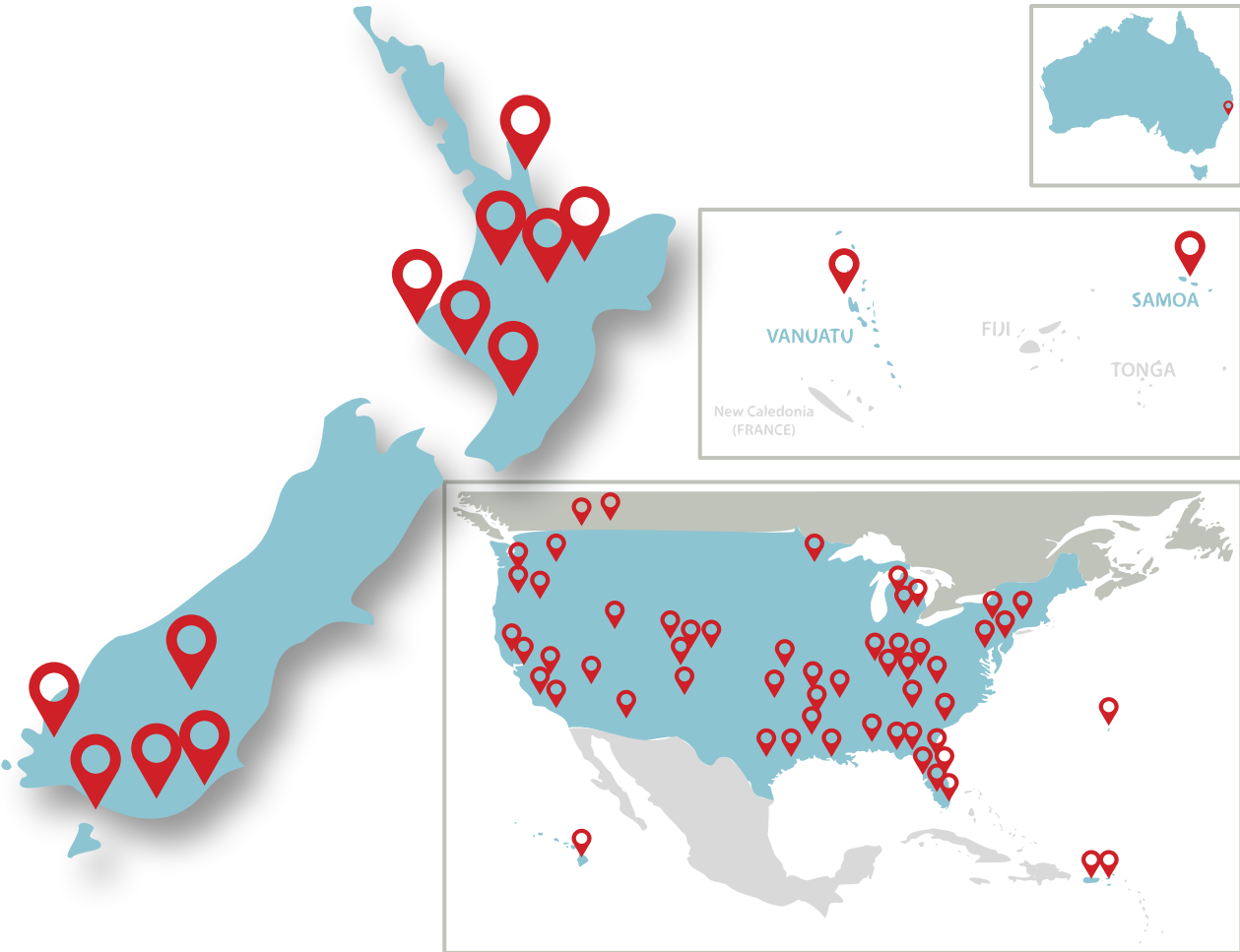


Skye
Van Den Oever
Digital Marketing
Specialist



In addition to more traditional agency services, we provide support across a wide variety of **Google Products**, to 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

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

[waitakinz.com](#)

Tourism Waitaki - Explore Oamaru & the Waitaki District

Explore Oamaru & the Waitaki in New Zealand, a region offering natural marvels, historic treasures and pure adventure in the first Geopark in New Zealand.

You've visited this page 2 times. Last visit: 9/03/21

[www.inspirock.com](#) › ... › Otago Region › Oamaru

Visit Waitaki & Oamaru Visitor Centre on your trip to Oamaru

Plan to visit Waitaki & Oamaru Visitor Centre, New Zealand. Get details of Location, timings and contact. Find the reviews and ratings to know better.

[www.waitaki.govt.nz](#) › our-council › news › Pages › VL...

Visitor Centre set to open - Waitaki District Council

6 Oct 2020 — A Waitaki and Oamaru Visitor Centre incorporating the Waitaki Whitestone Geopark Information Shop with district attractions promotion and ...

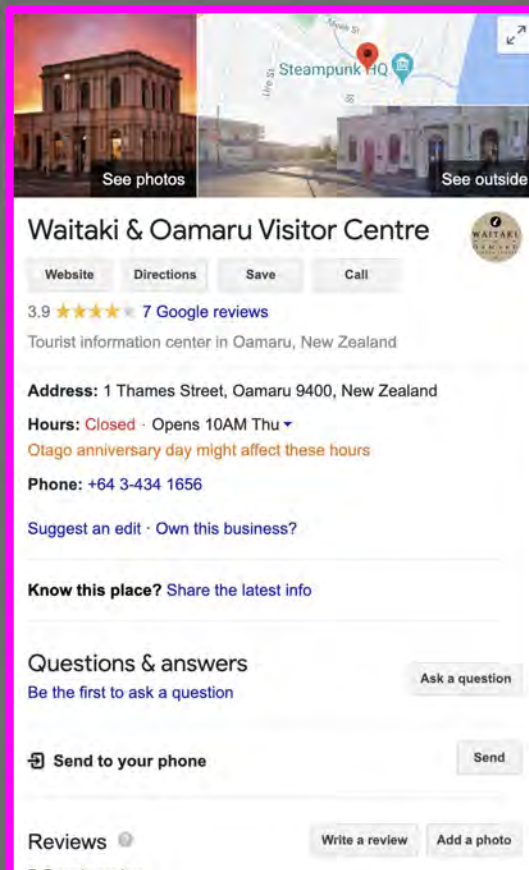
[www.facebook.com](#) › ... › Tourist Information Center

Waitaki Visitor Information - Home | Facebook

Within 25 years of the first European dwelling of cabbage trees and clay being built in 1853, Oamaru had risen to become not only the country's ninth largest ...

[touch.facebook.com](#) › ... › Waitaki Visitor Information

Waitaki Visitor Information - Home - Facebook Touch



The image shows a business profile for 'Waitaki & Oamaru Visitor Centre' on a search engine. The profile includes a header with a photo of the building and a map showing its location at 'Steampunk HQ'. Below the header, there are buttons for 'Website', 'Directions', 'Save', and 'Call'. The profile has a 3.9 star rating from 7 Google reviews. The address is '1 Thames Street, Oamaru 9400, New Zealand'. The hours are 'Closed - Opens 10AM Thu'. There is a note about 'Otago anniversary day might affect these hours'. The phone number is '+64 3-434 1656'. There are links for 'Suggest an edit' and 'Own this business?'. There is a section for 'Questions & answers' with a 'Ask a question' button. There is a 'Send to your phone' button. There is a 'Reviews' section with 'Write a review' and 'Add a photo' buttons.

Waitaki & Oamaru Visitor Centre

Website Directions Save Call

3.9 ★★★★★ 7 Google reviews

Tourist information center in Oamaru, New Zealand

Address: 1 Thames Street, Oamaru 9400, New Zealand

Hours: Closed · Opens 10AM Thu

Otago anniversary day might affect these hours

Phone: +64 3-434 1656

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

Know this place? [Share the latest info](#)

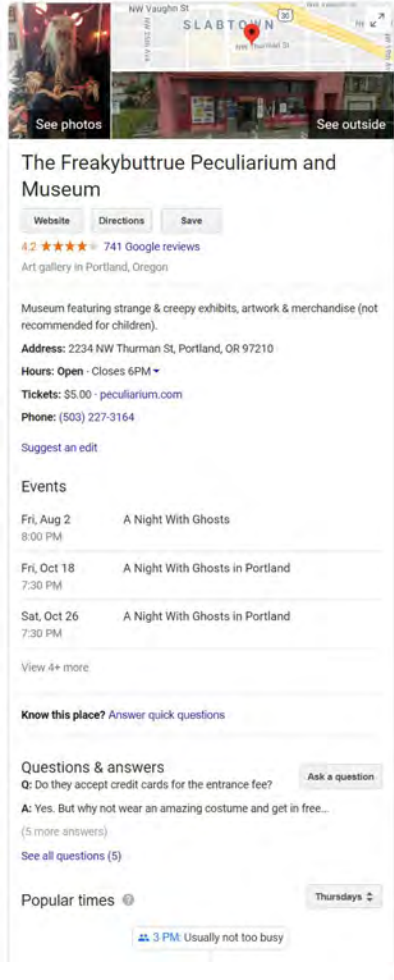
Questions & answers [Ask a question](#)

Be the first to ask a question

[Send to your phone](#) [Send](#)

Reviews [Write a review](#) [Add a photo](#)

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

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

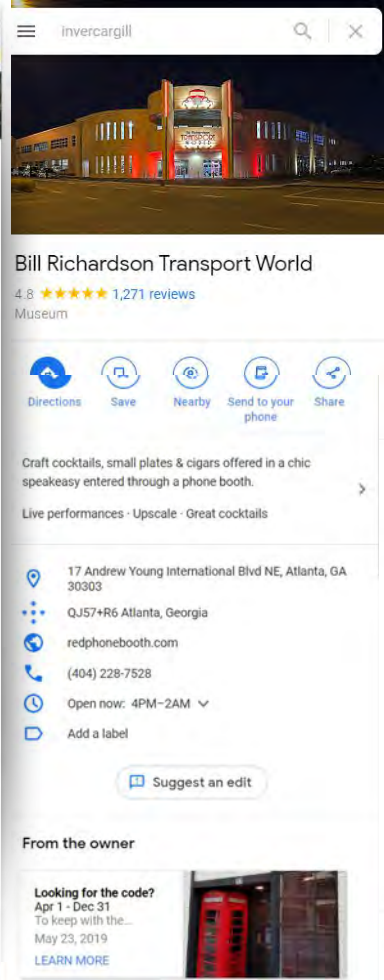
Q: Do they accept credit cards for the entrance fee?

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

See all questions (5)

Popular times

3 PM: Usually not too busy



Bill Richardson Transport World

4.8 ★★★★★ 1,271 reviews

Museum

Directions Save Nearby Send to your phone Share

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

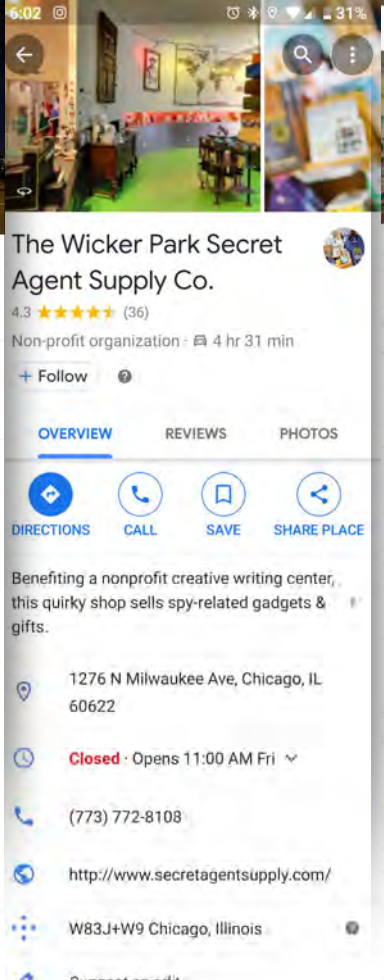
Open now: 4PM-2AM

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

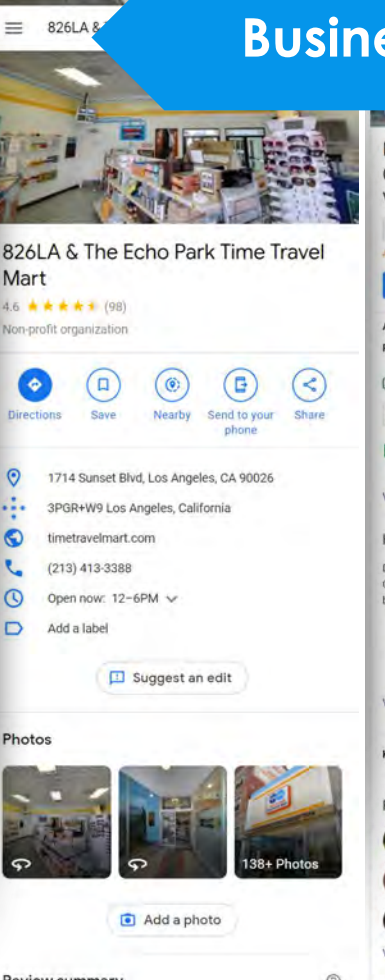
Closed · Opens 11:00 AM Fri

(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

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

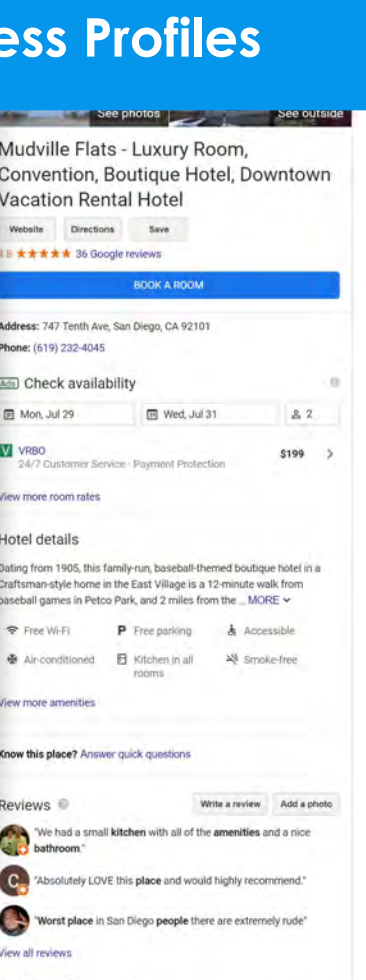
Suggest an edit

Photos

138+ Photos

Add a photo

Review summary



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

4.4 ★★★★★ 36 Google reviews

BOOK A ROOM

Address: 747 Tenth Ave, San Diego, CA 92101

Phone: (619) 232-4045

Check availability

Mon, Jul 29 Wed, Jul 31 2

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

View more room rates

Hotel details

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

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

View more amenities

Know this place? Answer quick questions

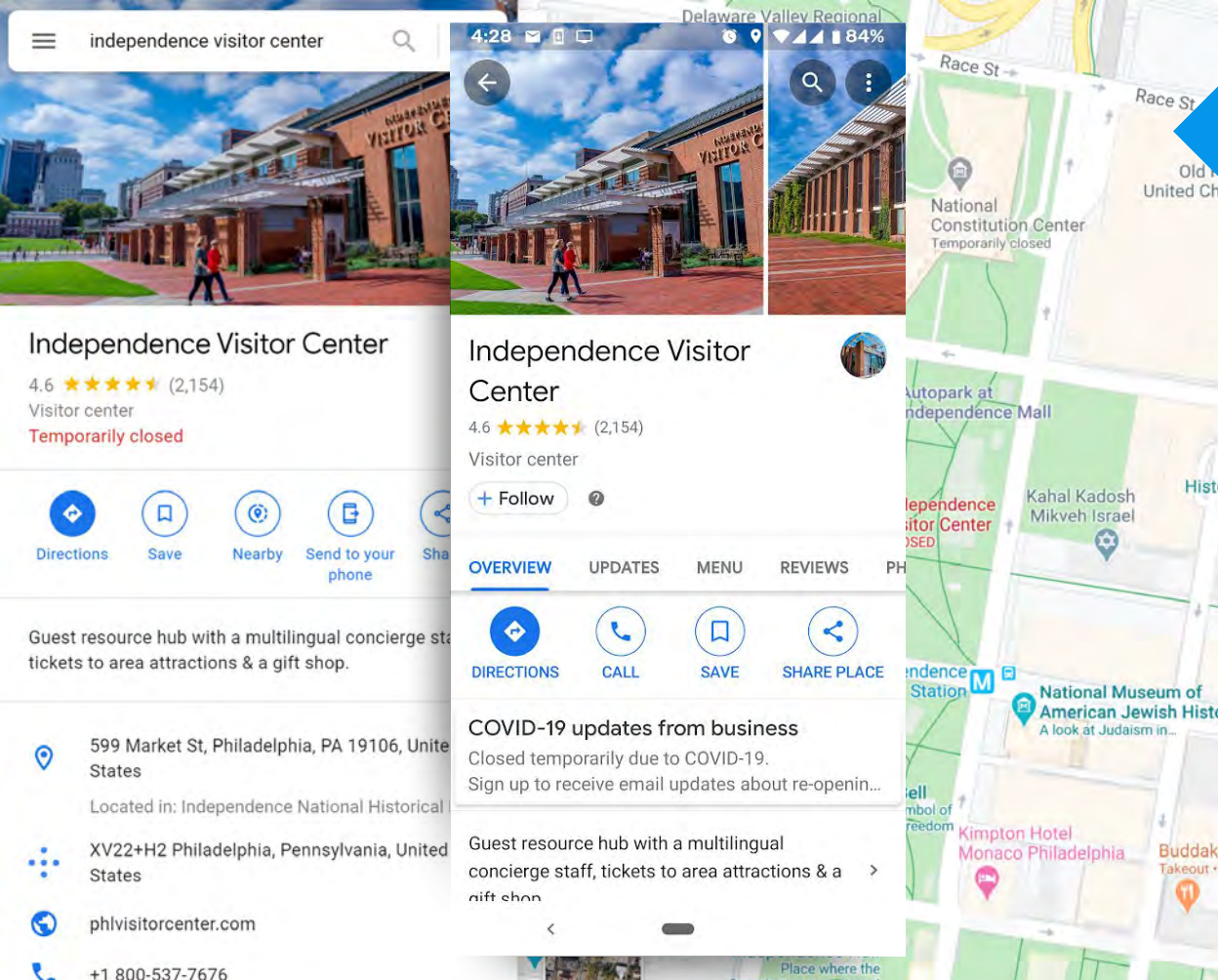
Reviews

Write a review Add a photo

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

View all reviews

Your business profile is the
single largest source
of organic (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



Information provided by Nicole Woods for Independence Visitor Center Corp.

independence visitor center



Independence Visitor Center

4.6 ★★★★★ (2,154)

Visitor center

Temporarily closed

- Directions
- Save
- Nearby
- Send to your phone
- Share

Guest resource hub with a multilingual concierge staff, tickets to area attractions & a gift shop.

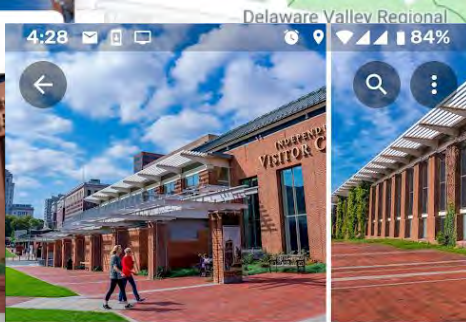
599 Market St, Philadelphia, PA 19106, United States

Located in: Independence National Historical Park

XV22+H2 Philadelphia, Pennsylvania, United States

phlvisitorcenter.com

+1 800-537-7676



Independence Visitor Center

4.6 ★★★★★ (2,154)

Visitor center

+ Follow

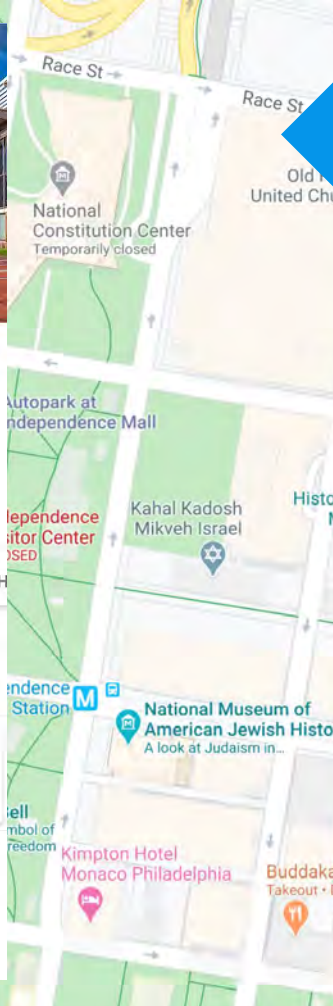
- OVERVIEW
- UPDATES
- MENU
- REVIEWS
- PHOTOS

- DIRECTIONS
- CALL
- SAVE
- SHARE PLACE

COVID-19 updates from business

Closed temporarily due to COVID-19. Sign up to receive email updates about re-openin...

Guest resource hub with a multilingual concierge staff, tickets to area attractions & a gift shop.



Case Study

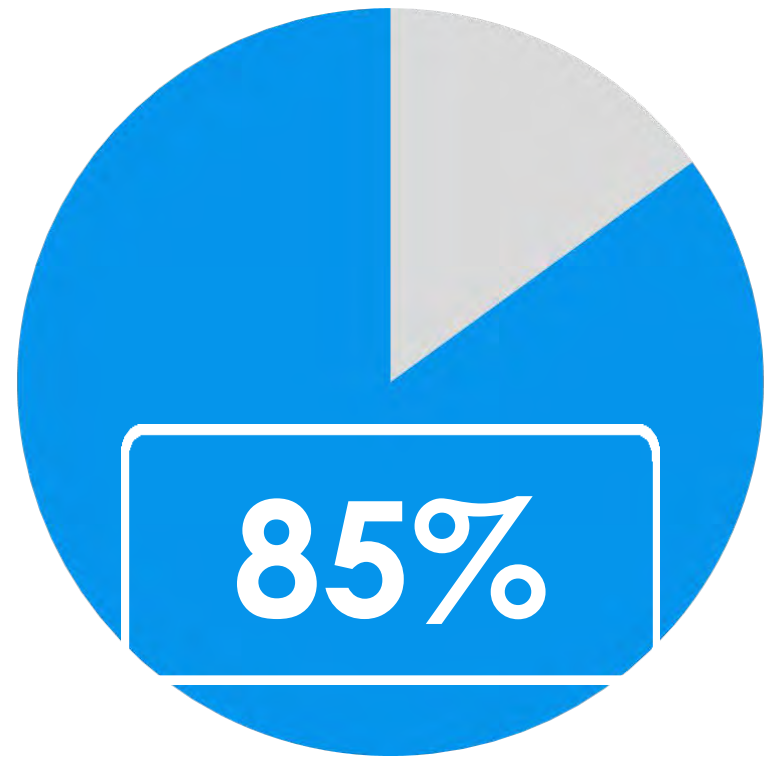
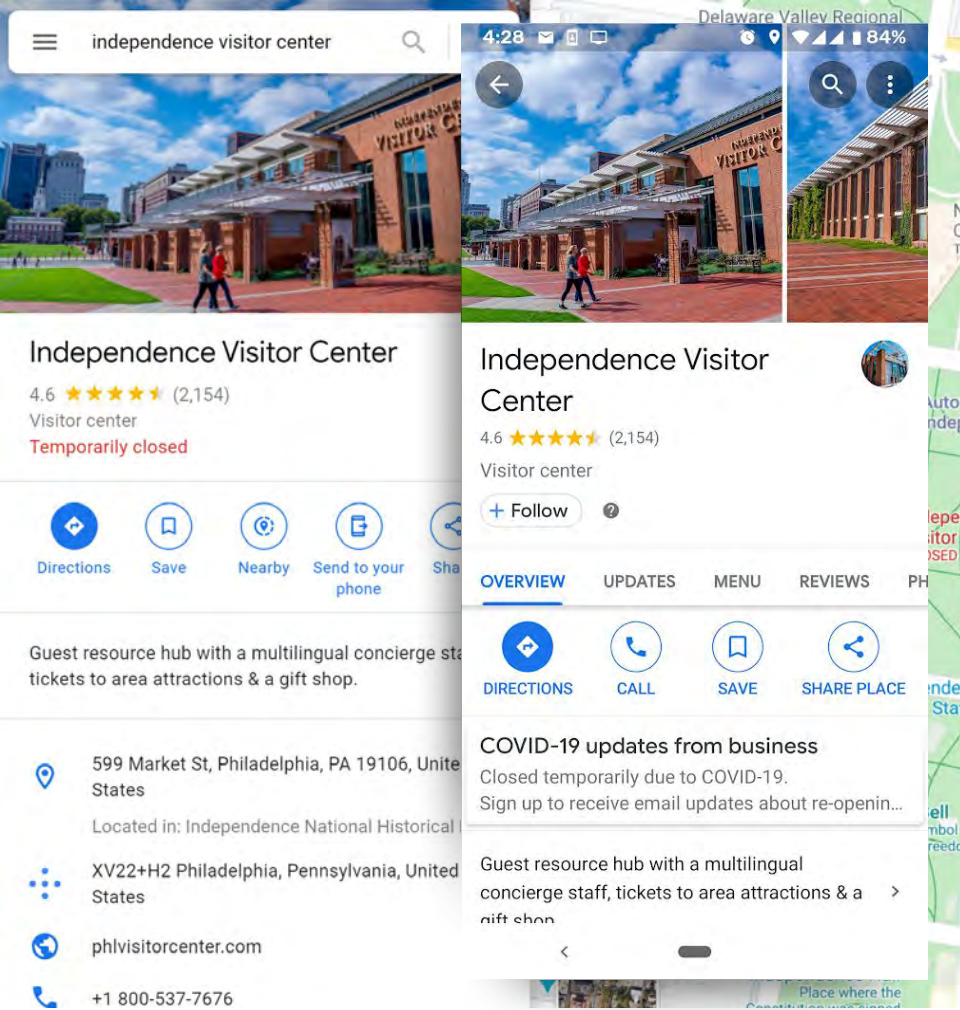
25,518,074

Annual Online Audience

22,542,336

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





Of total online audience




Information provided by Nicole Woods for Independence Visitor Center Corp.

Oamaru restaurants

All Maps Images News Shopping More Settings Tools

About 934,000 results (1.01 seconds)



Rating Hours

Hours or services may differ

- Star and Garter Restaurant**
4.5 ★★★★★ (414) · \$\$ · Restaurant
Ground Floor/9 Itchen St
✓ Dine-in · ✗ Delivery
- Fat Sally's Pub & Restaurant**
4.5 ★★★★★ (614) · \$\$ · Restaurant
84 Thames St
✓ Dine-in · ✓ Takeaway · ✗ Delivery
- Indian And Nepalese Kitchen**
4.6 ★★★★★ (123) · \$\$ · Nepalese
New Zealand
✓ Dine-in · ✓ Takeaway

View all

The Local Pack

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

Oamaru restaurants

All Maps Images News Shopping More Settings Tools

About 934,000 results (1.01 seconds)

Rating Hours

⚠ Hours or services may differ

- Star and Garter Restaurant**
4.5 ★★★★★ (414) · \$\$ · Restaurant
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✓ Dine-in · ✓ Takeaway · ✗ Delivery
- Indian And Nepalese Kitchen**
4.6 ★★★★★ (123) · \$\$ · Nepalese
New Zealand
✓ Dine-in · ✓ Takeaway

→ View all

The Local Pack

But why
these three
business
profiles?

Oamaru restaurants



All Maps Images News Shopping More

Settings Tools

About 934,000 results (1.01 seconds)



Map data ©2021

Rating

Hours

Hours or services may differ

Star and Garter Restaurant

4.5 (414) · \$\$ · Restaurant

Ground Floor/9 Itchen St

✓ Dine-in · ✗ Delivery



Fat Sally's Pub & Restaurant

4.5 (614) · \$\$ · Restaurant

84 Thames St

✓ Dine-in · ✓ Takeaway · ✗ Delivery



Indian And Nepalese Kitchen

4.6 (123) · \$\$ · Nepalese

New Zealand

✓ Dine-in · ✓ Takeaway



View all

DISTANCE

RELEVANCE

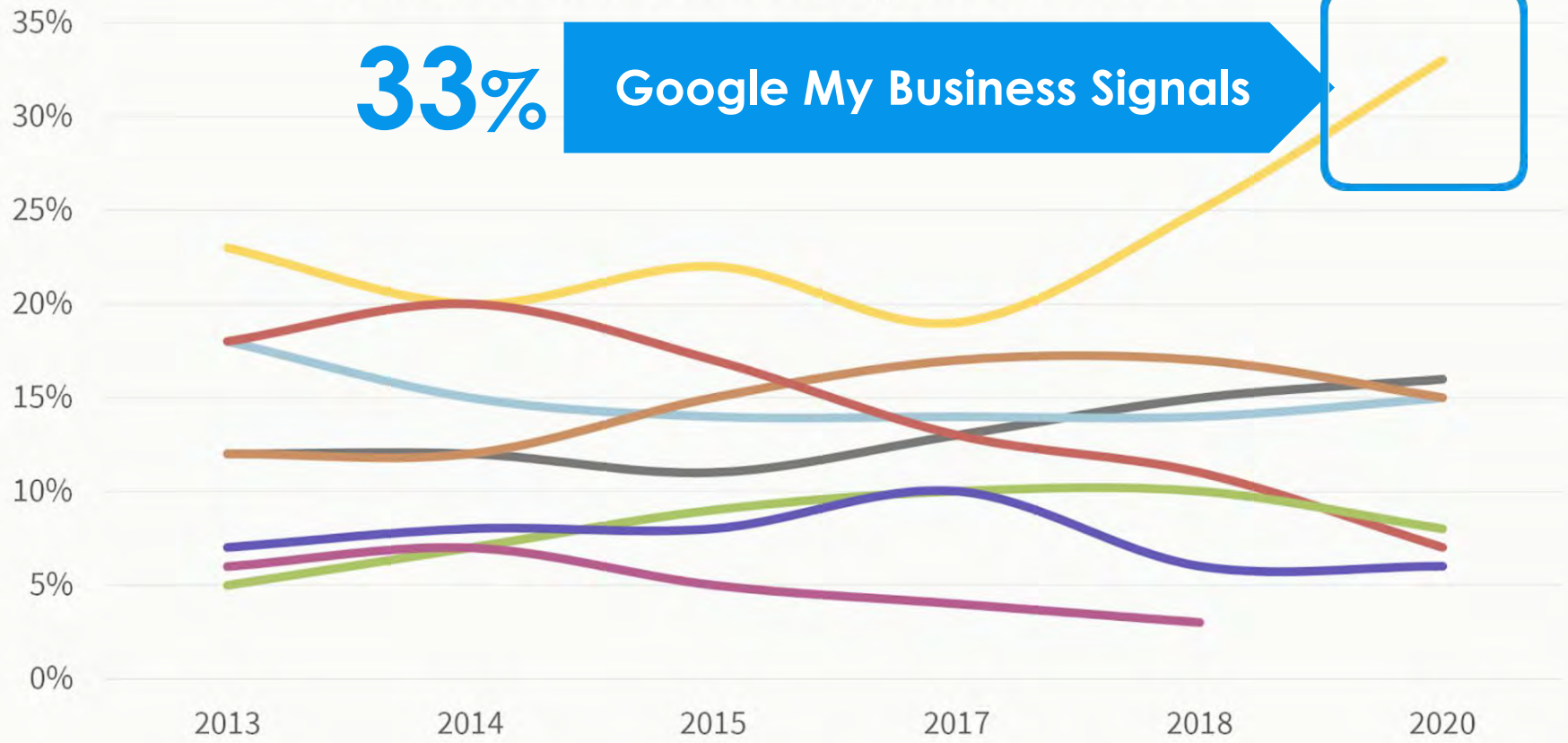
PROMINENCE

miles
PARTNERSHIP

Local Pack / Local Finder Ranking Factors Over Time

33%





Google My Business Signals

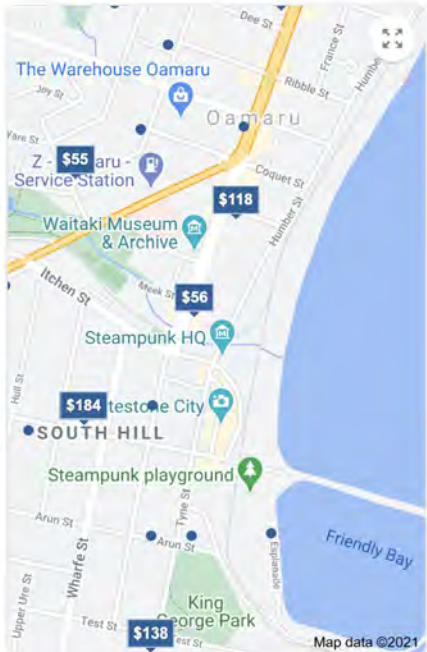


- GMB Signals
- Review Signals
- On-Page Signals
- Link Signals
- Citation Signals
- Behavioral Signals
- Personalization Signals
- Social Signals

Tue, 23 Mar Wed, 24 Mar 2

- For tonight
- Top-rated
- Budget options
- Luxury stays

-  **Brydone Hotel Oamaru**
4.1 ★★★★★ (274)
Free parking
Free Wi-Fi
\$118
-  **Poshtel**
4.5 ★★★★★ (72)
Free parking
Free Wi-Fi
-  **Mariner Suites**
5.0 ★★★★★ (12)
Free parking
Free Wi-Fi
-  **Oamaru Motor Lodge**
4.4 ★★★★★ (111)
Free parking
Free Wi-Fi
\$179



→ View 82 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*

Hotel Finder

Travel

Oamaru, New Zealand

Tue, 23 Mar

Wed, 24 Mar

2

\$0

Explore

Hotels

Holiday rentals

Rating

Amenities

Free cancellation

More filters

Things to do

When to visit

What you'll pay

Flights

COVID-19 trends in Waitaki District 85% of hotels have availability

Hotels

Hotels (82)

Saved (0)

Sort by best match

Holiday rentals



Teschemakers Resort

4.5 81 reviews

\$124

Learn more

Ad · From Booking.com



Motel

4.5 43 reviews

\$97

Learn more

Ad · From Booking.com



Brydone Hotel Oamaru

4.1 274 reviews Excellent location

\$118



Overview

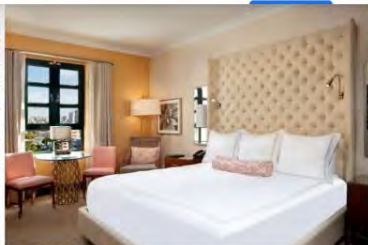
Prices

Reviews

Location

About

Photos



Condado Vanderbilt Hotel

5-star hotel

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

\$703
19–20 Apr

[Website](#)

[Directions](#)

[Save](#)

[Share](#)

[Book a room](#)

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.

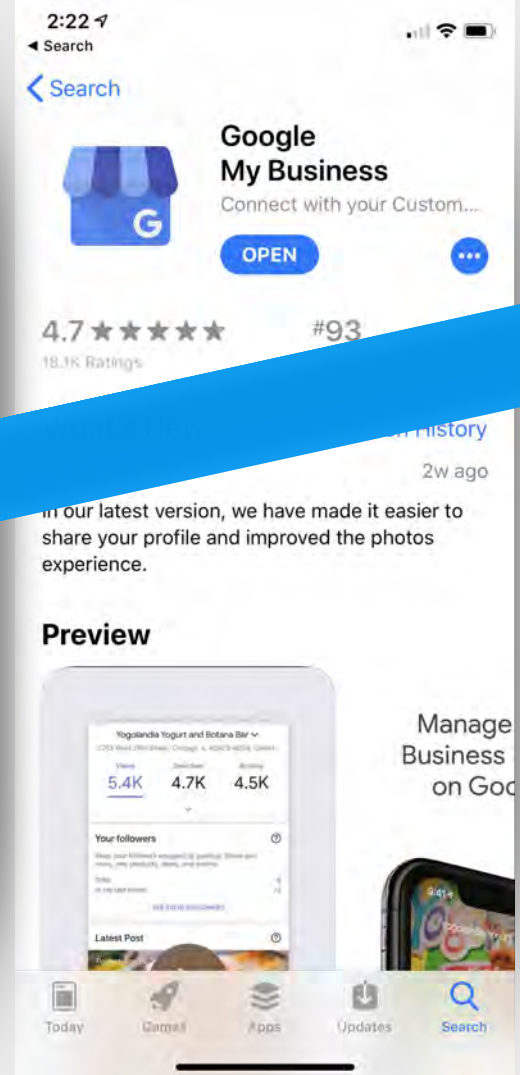
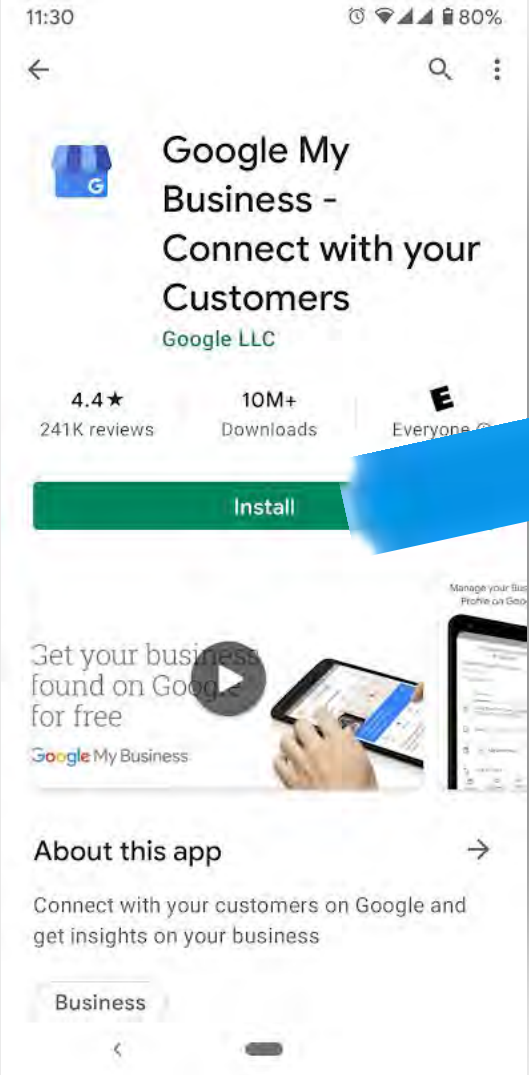
Stay **2 extra nights** for an avg nightly rate of \$576

Check availability

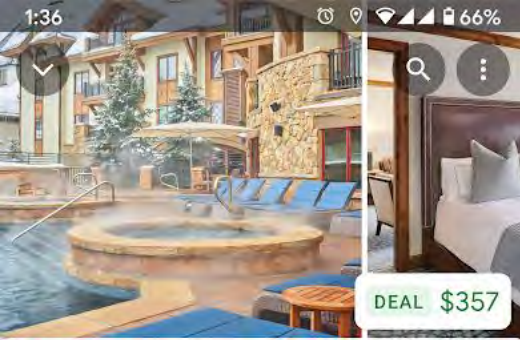
Check in:

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

DIRECTIONS **CALL** **SAVE** **SHARE PLACE**

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

! Some Features Vary!

Google My Business

Search businesses

The Sebastian - Vail

16 Vail Road
Vail, Colorado 81657
United States

- Ho
- Info
- Insights
- Reviews
- Messages
- Photos
- Users
- Create an ad
- Businesses

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

Preview call history ^{BETA}

See recent customer calls from Google and return missed calls easily. [Learn more](#)

Advertise easily in minutes

Hotel in Vail

Ad · [https://www.thesebastianvail.com/...](https://www.thesebastianvail.com/)

The Sebastian - Vail - Independent Hotels & Motels

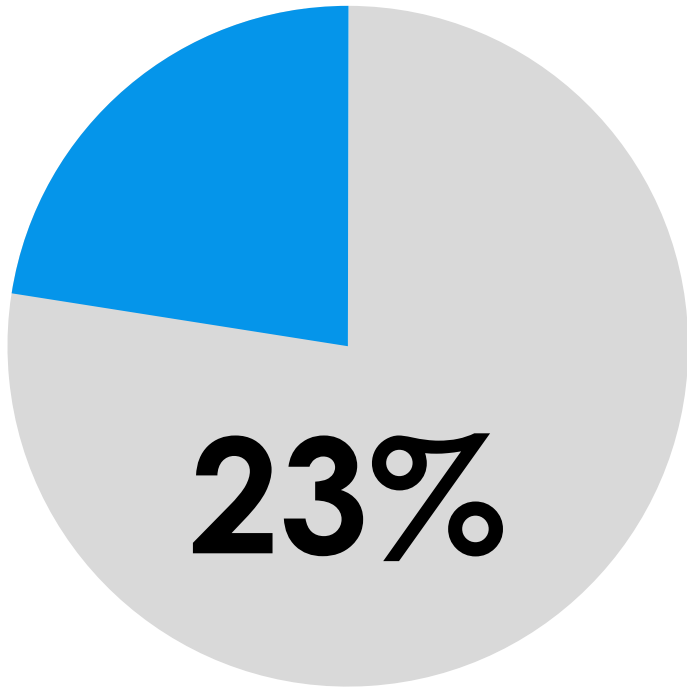
Getting started is simple - we walk you through every step. Set your own budget and only pay when people click your ad. [Learn more](#)

Start now

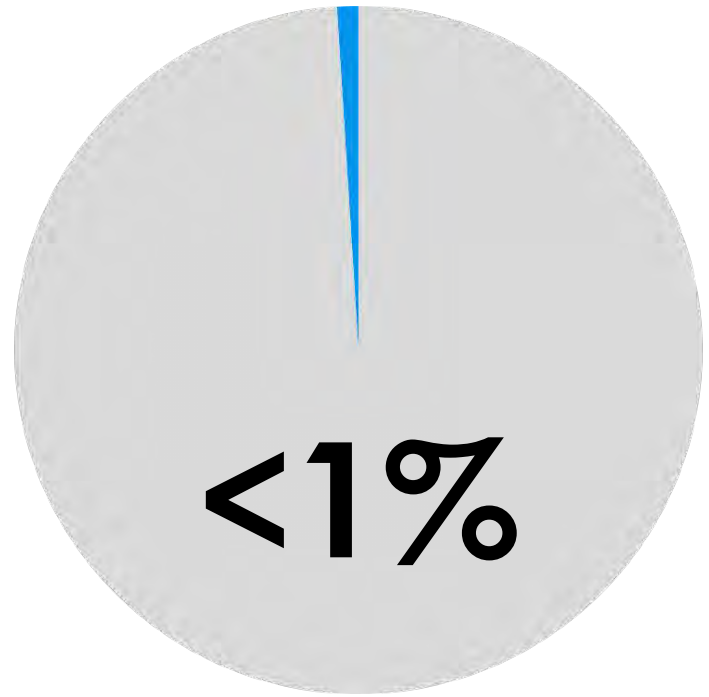
Info Tab



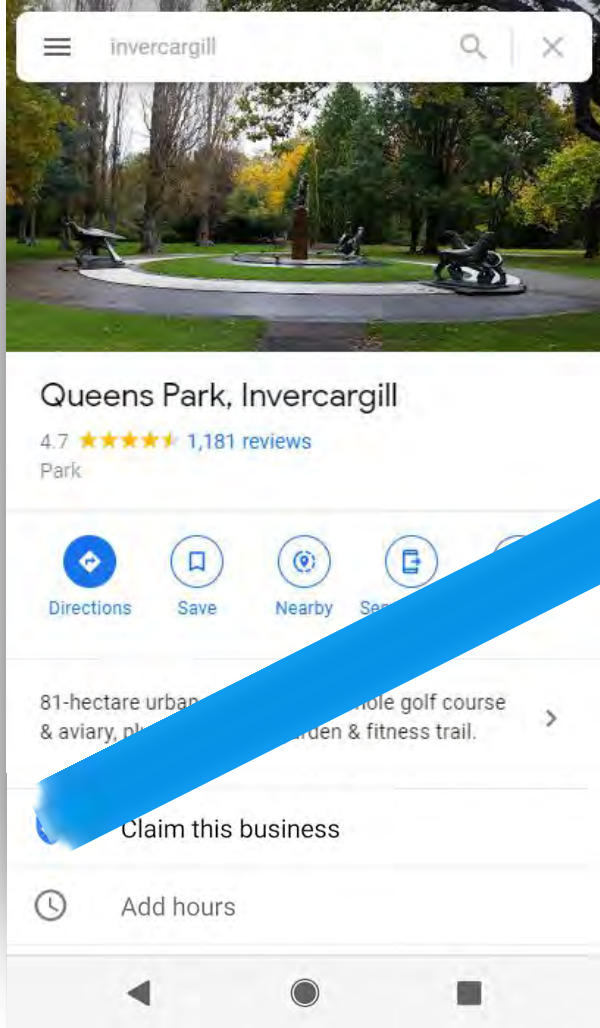
Verification and Completeness



Of the 50,000 listings audited, 23% were **unverified**, and (therefore) unmanaged.



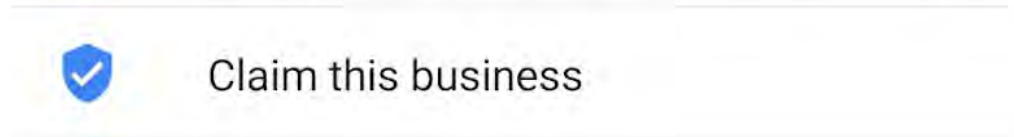
But less than 1% of top performing listings are unverified.

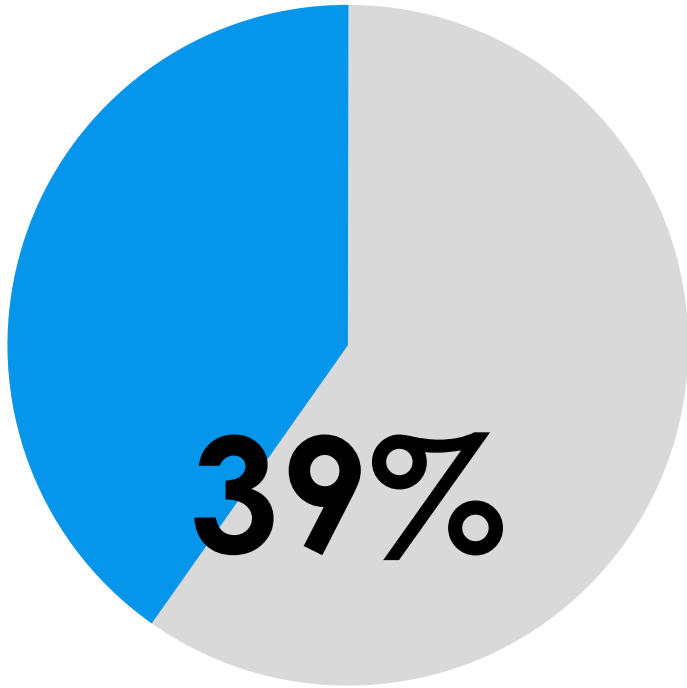


Make Sure You've Claimed Your Business

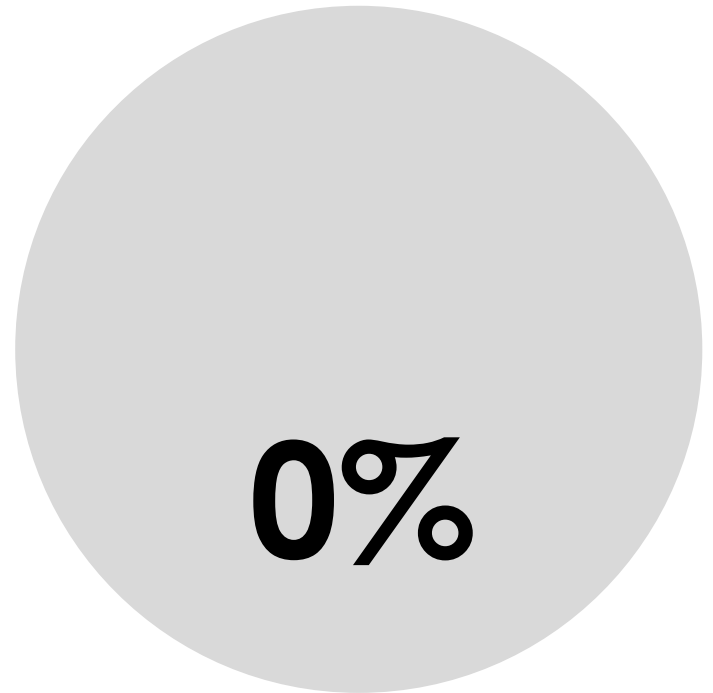
Search for your business in maps and look for this icon.

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

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

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 G

View on Search

View on Maps

Share your Business Profile

Close this business on G

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

[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

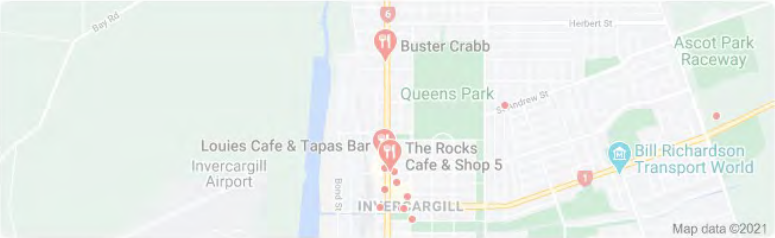


NAP Consistency

invercargill restaurants

All Maps Images News Shopping More Settings Tools

About 1,250,000 results (0.57 seconds)



Map data ©2021

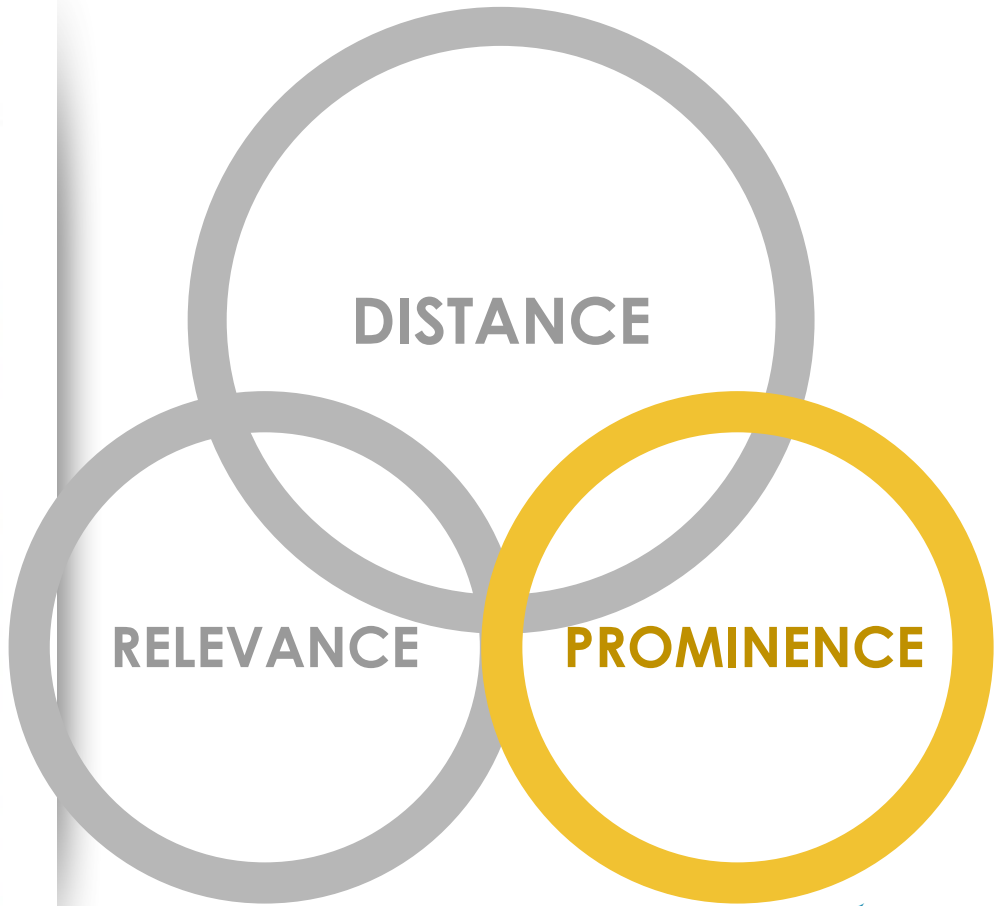
Rating Price Hours Visit history

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



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

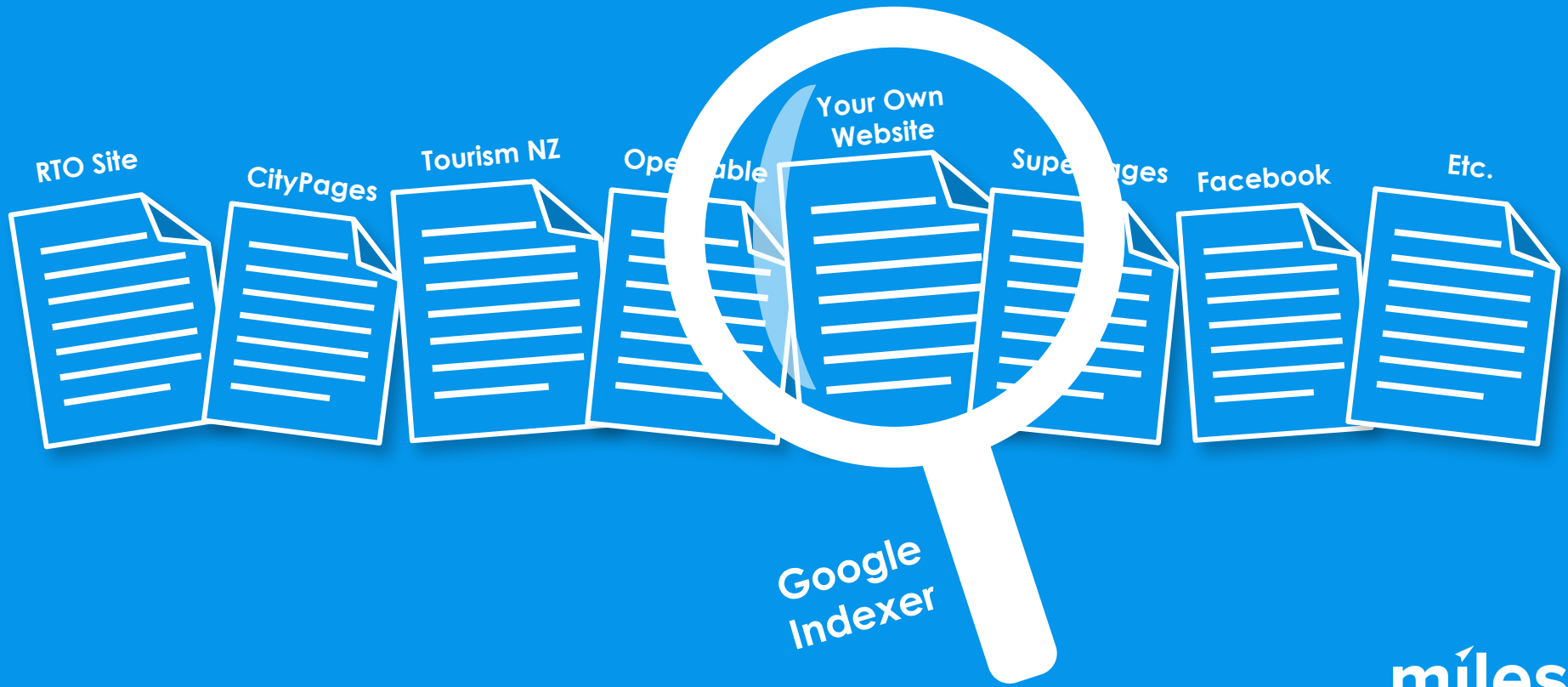
Website
<https://www.hawkscay.com/amenities/dining/sixty-one-prime>

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

Yext Knowledge Manager

PRODUCTS SOLUTIONS INDUSTRIES CUSTOMERS PARTNERS ABOUT RESOURCES

whitespark

Citation Audit & Cleanup Service

Stop paying recurring fees for listing cleanup

We'll find, fix, and enhance your listings on the most important sites for a one-time fee.

LOCAL CITATIONS

?	G	✓	n
?	b	✓	✓
?	A	✓	✓
?	U	✓	✓
?	F	✓	✓

CLEAN UP YOUR BAD DATA

Your single source of truth for the public facts about your business.

Your customer data has a source of truth. Your employee data does too. So why let the public facts about your people, places, and products be scattered across multiple systems and spreadsheets -- often with conflicting information and zero integration?

With the Yext Knowledge Manager, it's easy to update customers, partners, and business systems when your locations or delivery paths move, or when your holiday hours or service parameters change. With centralized control, you'll drive more efficiencies, win high-value customers, and cultivate rich interactions everywhere online.

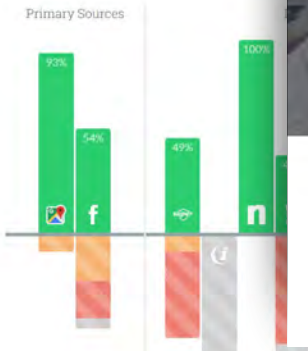
GET A DEMO

Location Data Management: Accuracy Drives Mobile Visibility And More Sales

INDUSTRIES PARTNERS EVENTS WHY MOMENTFEED?

MomentFeed

FIND OUT MORE



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
- Create an ad

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

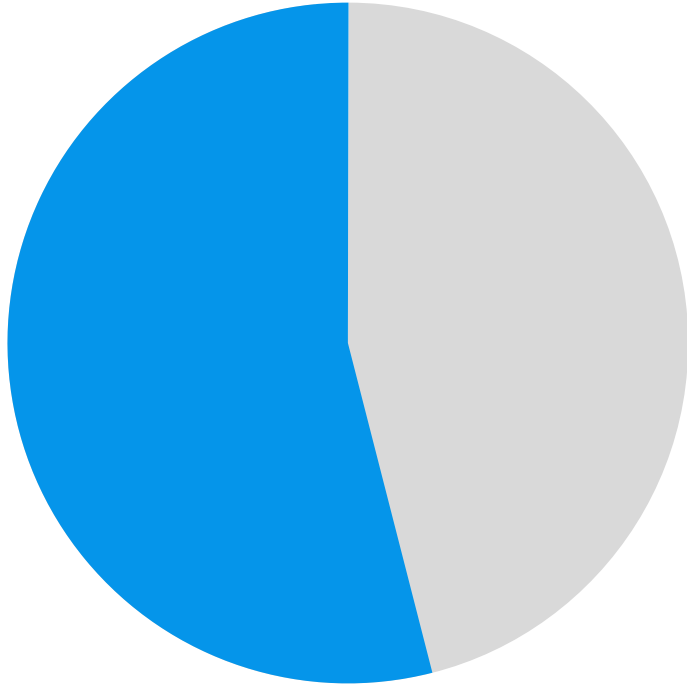
↑ 300%

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

53%

Of incomplete listings in our audit of 50,000 were missing hours.



Open · Closes 5PM ▾

Updated by business under 1 hour ago



- DIRECTIONS
- START
- CALL
- SAVE

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

107 S Public Rd, Lafayette, CO 80026

Closed · Opens 11 AM >

Updated by business 8 days ago

See more hours

(720) 502-4463

shop-tri.com

XWX5+3M Lafayette, Colorado ⓘ

miles partnership

- ALL**
- NEWS
- MAPS
- IMAGES
- VIDEOS

Miles Partnership

5.0 ★★★★★ (1) 5+

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](#)



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

sources. [Accept all for 1](#)
[Learn more](#)

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

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

Advanced information

Store code:

More hours

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

Add hours

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

Cancel [Apply](#)

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

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

Accept all f

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

Google Assistant calls

Takeout

Delete hours

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

Cancel [Continue](#)

Access

Brunch

Delivery

Drive Through

Happy hours

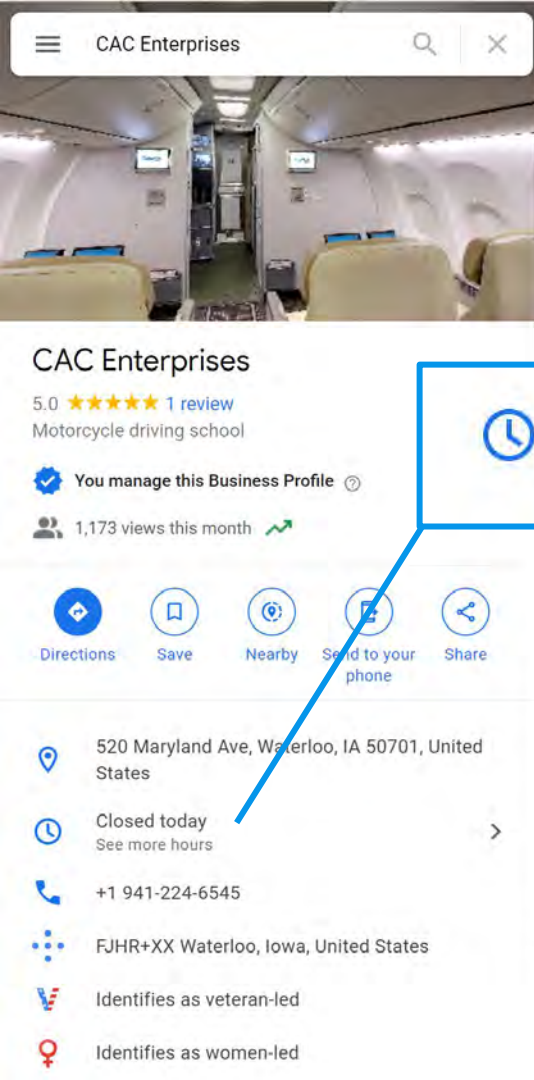
Kitchen

Online service hours

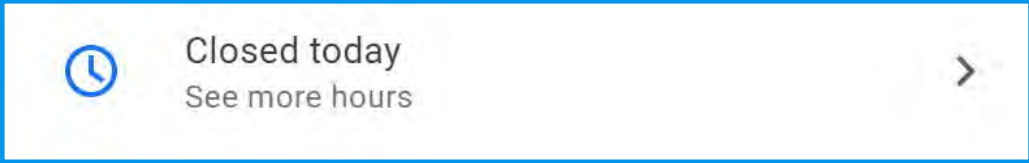
Pickup

Senior hours

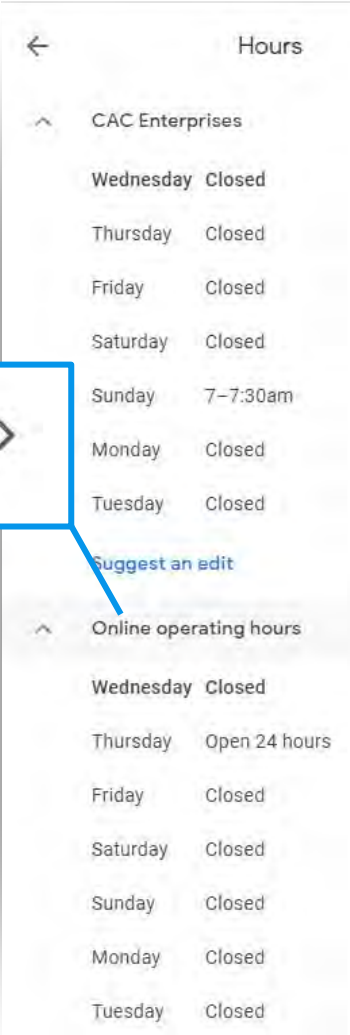
Takeout



“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

Hours

Add new hours for Miles Partnership

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

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

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



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 7:00 am - 8:00 pm
Thursday 6/2

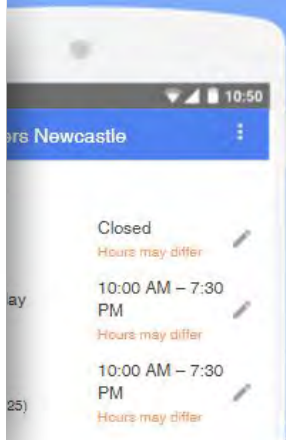
Update my special hours

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
Satellite FL 34240

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

Sunday	Closed
Monday	8:30 am-5:00 pm
Tuesday	8:30 am-5:00 pm
Wednesday	8:30 am-5:00 pm
Thursday	8:30 am-5:00 pm
Friday	8:30 am-5:00 pm
Saturday	Closed

Add special hours

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

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

Check-in time
4:00 pm

Check-out time
11:00 am

Hotel check-in/out times

This feature is only available for hotels.

To add check-in and check-out times:

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

Add photos



Top Performer Secrets



Service Areas

About 861,000,000 results (0.70 seconds)



Rating Hours Visit history

Sort by

Hours or services may differ

Auckland City Tours

4.6 ★★★★★ (10) · Bus tour agency

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



Unique Tours Auckland: Food and Wine Walking Tour

5.0 ★★★★★ (1) · Security service

Closed · Opens 8AM Fri

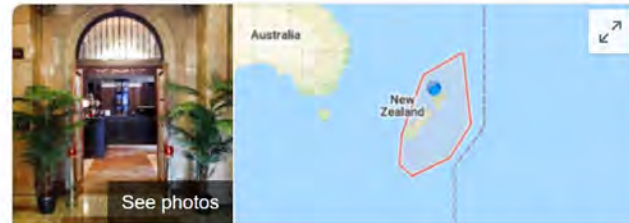


Gray Line NZ

3.0 ★★★☆☆ (6) · Bus tour agency



More places



Unique Tours Auckland: Food and Wine Walking Tour

Website

Save

5.0 ★★★★★ 1 Google review

Hours: Closed · Opens 8AM Fri

Phone: 09-969 1604

Category: A user suggested this category
Tour operator

Suggest an edit · Own this business?

Service Area Businesses

Reviews

Write a review

Add a photo

1 Google review

People also search for

View 15+ more

Calm Waters Spa

61 Hawks Cay Blvd
Duck Key, FL 33050

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



Calm Waters Spa

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

61 Hawks Cay Blvd Duck Key, FL 33050

Add service area

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

Add special hours



- Bookings
- Website
- Users
- Create an ad

Service area

Let customers know where your business provides deliveries or services

[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

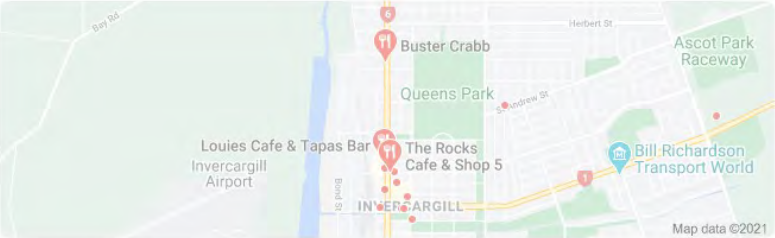


Categories, Attributes &
Description

invercargill restaurants

All Maps Images News Shopping More Settings Tools

About 1,250,000 results (0.57 seconds)



Map data ©2021

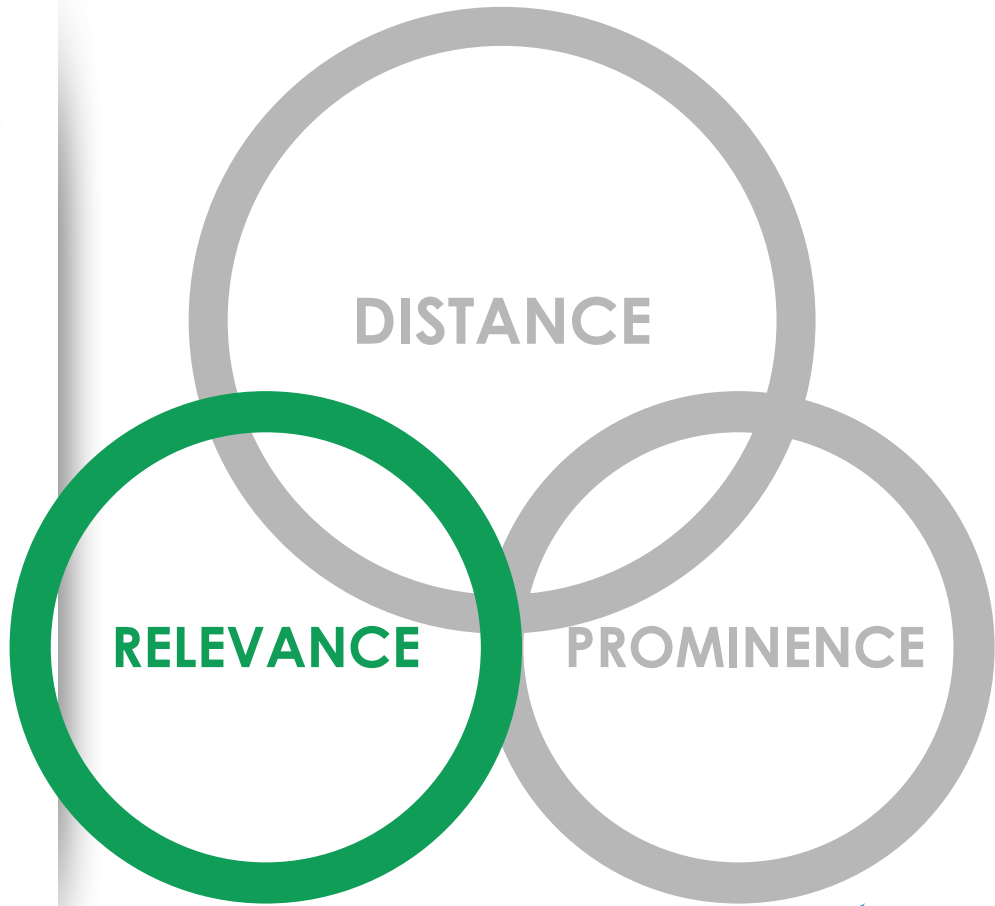
Rating Price Hours Visit history

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

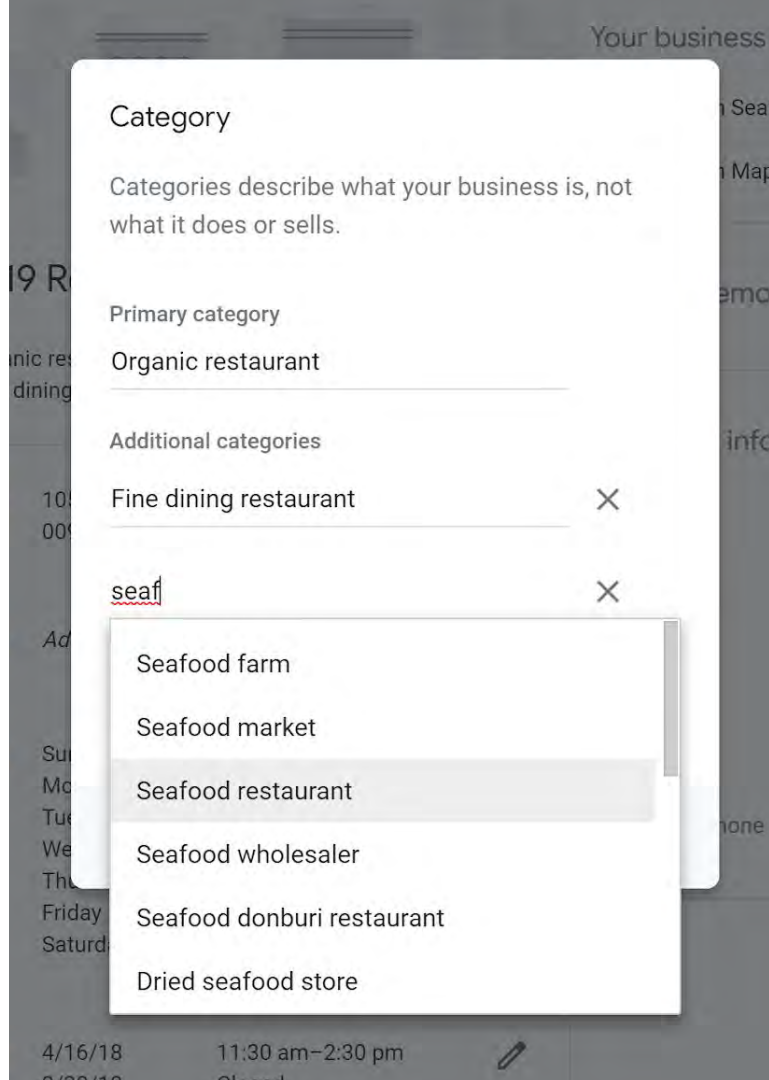
Additional categories

Fine dining restaurant

seafood

- 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

Search here



Must-see attractions in d...
10 places

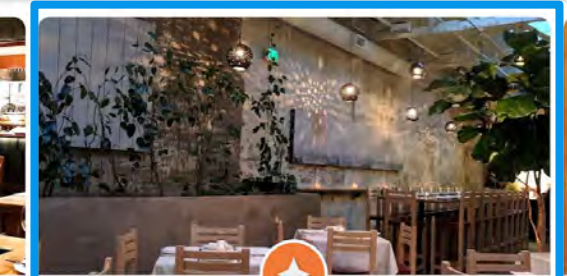
Local favorites in Phoenix
10 places



Veteran-led restaurants in ...
8 places

Best Places for Outdoor Activi...
6 places

Search here



Women-run restaurants in SF
13 places



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

+ Follow

OVERVIEW UPDATES REVIEWS PHOTOS ABOUT

FROM L'ETO LONDON

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

DETAILS

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

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.

Available Not available Other

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

Available Not available Other

Available Not available Other

Available Not available Other

Available Not available Other

Available Not available Other

Available Not available Other

Travel

Explore

Things to do

Flights

Hotels

Holiday rentals

Invercargill

Mon, 19 Apr Tue, 20 Apr

2

\$0 \$600+

Hotels Holiday rentals Amenities Free cancellation More filters

COVID-19 trends in Southland

Hotels (68) Saved (0)



Amenities 68 places

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

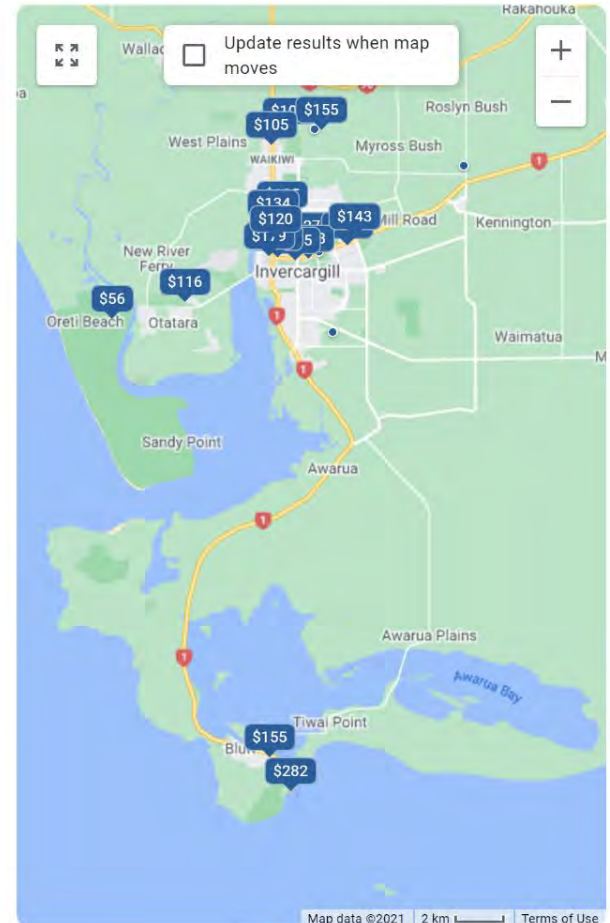
Clear Apply

What you'll pay

Sort by best match

\$120 learn more

\$179 learn more



! Recent attributes

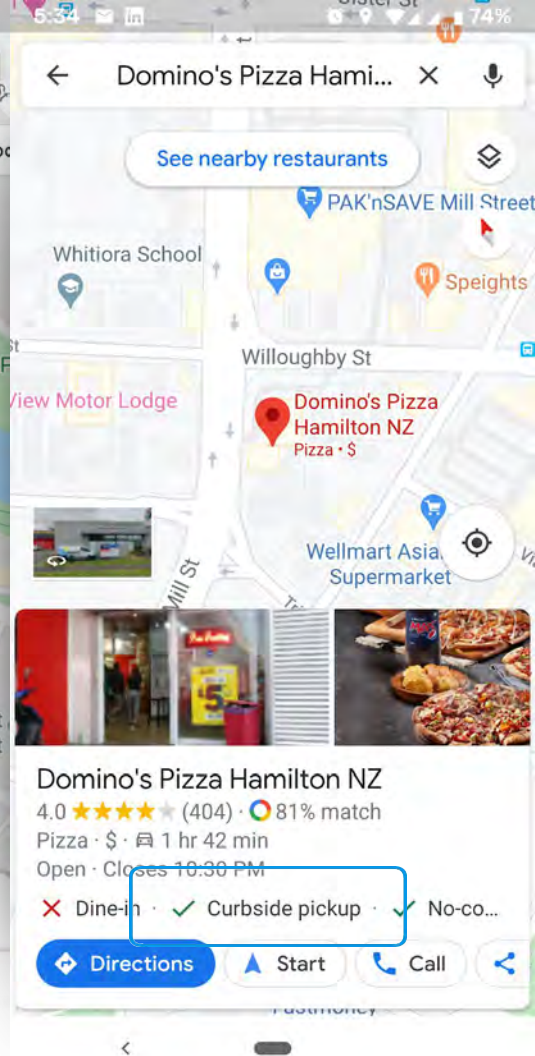
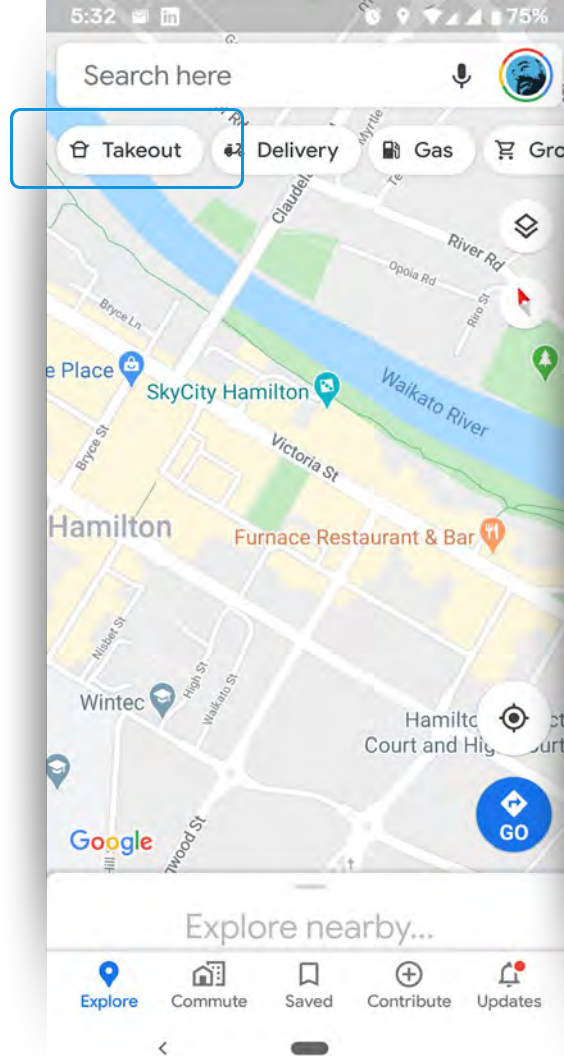
Recent changes as a result of COVID-19 have introduced new tags for restaurant and retail which **directly affect whether businesses appear in map searches**. Look for:

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**

Products

Add or edit products

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

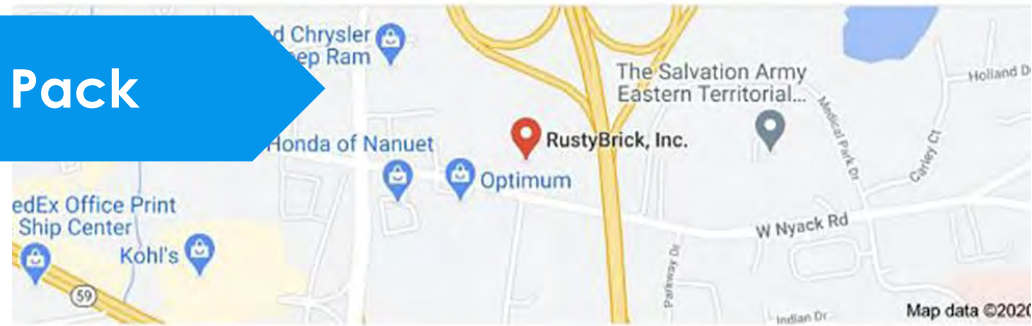
Cancel **Apply**

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!



Rating ▾ Hours ▾ Your past visits ▾

! Hours or services may differ

RustyBrick, Inc.

You manage this Business Profile

4.7 ★★★★★ (36) · Website designer

25+ years in business · 250 W Nyack Rd #200

Open · Closes 4PM · 467-8789

Saved in Starred places

WEBSITE DIRECTIONS

BizTechPro, Inc.

5.0 ★★★★★ (1) · Website designer

(845) 634-2100

WEBSITE

GIA Web Design & Hosting

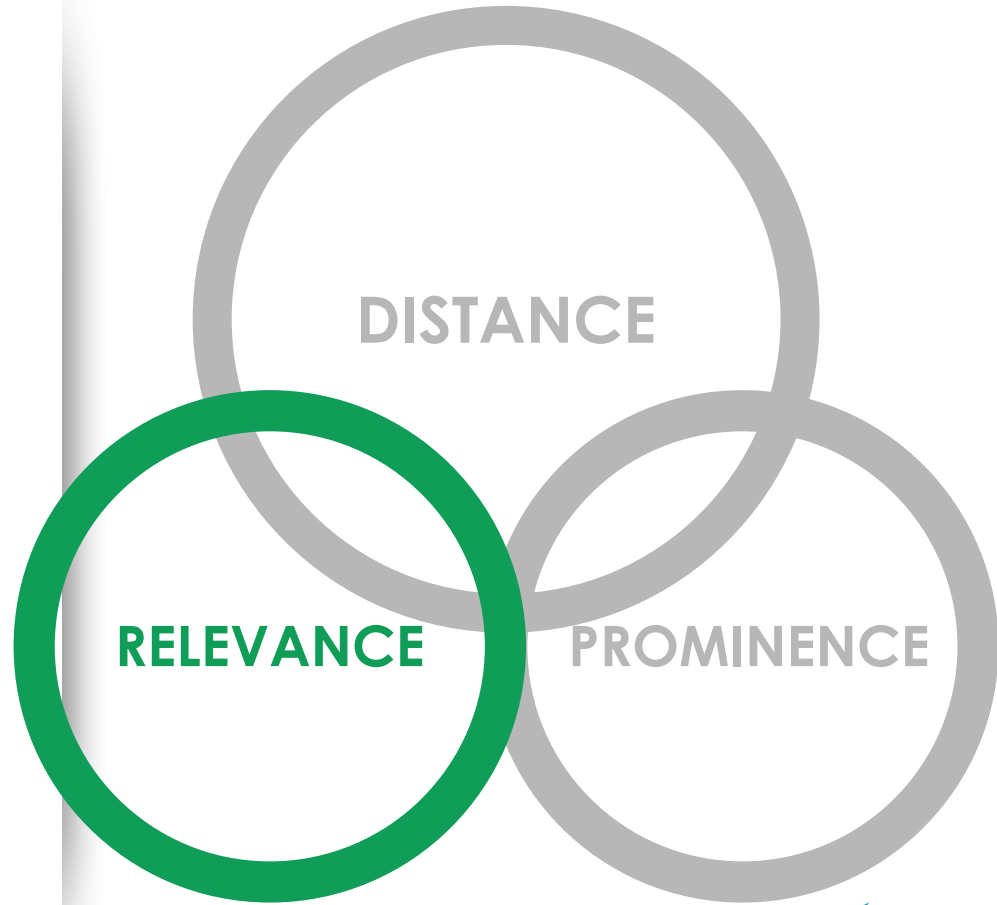
No reviews · Website designer

Open · Closes 5PM · (845) 523-3143

WEBSITE

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%



Serenity by the sea Spa

4.7 ★★★★★ (40)

Spa in Miramar Beach, Florida · Op

+ Follow

VIEW UPDATES **SERVICES**

Massage Services

Serenity by Design | 50 Minutes

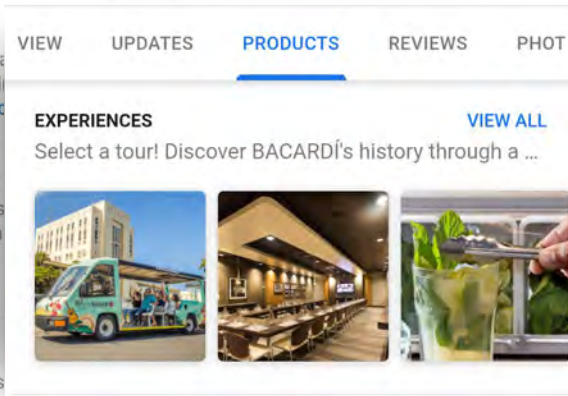
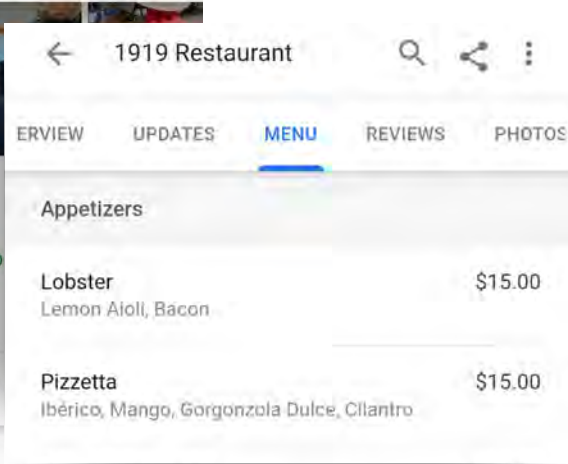
Indulge in our signature massage therapy. Choose your scent from our Pure Fiji line and customize your massage by selecting...

Ocean Wave Massage | 50 Minutes

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

Aromasea Massage | 50 Minutes

Our traditional full body Swedish Mass...



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

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](#)

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 Pavillion, then join your guided tour to discover how we make BACARDÍ rum and our family owned company's history of craft and innovation.



Rum Tasting Tour

\$50.00

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

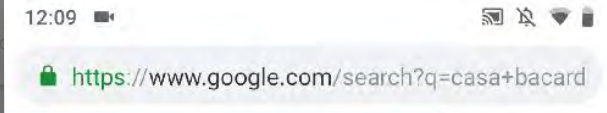


Mixology Class

\$60.00

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

Add product



Casa Bacardi

4.6 ★★★★★ (1,002)

Tourist attraction · Open

+ Follow

OVERVIEW

UPDATES

PRODUCTS

REVIEWS

PHOTOS



CALL



DIRECTIONS



SAVE



WEBSITE

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



Products

Home

Posts

Info

Insights

Reviews

Messaging

Photos

Products (Beta)

Website

Users

Create an ad

Experien

Select a tour



Add pr

See

m Tasting Tour, or

deded 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

REVIEWS

ved your
irth;
ot free!

Products

ORGANIZATION



Angler & Ale

Website Directions Save

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

✓ Dine-in · ✓ Takeaway · ✗ Delivery

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

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

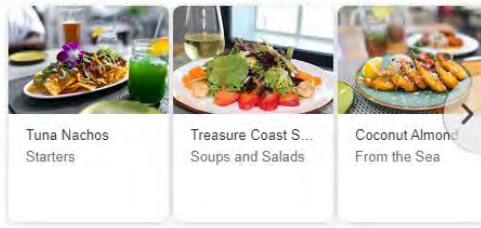
Menu: hawkscay.com

Phone: +1 305-209-9991

Suggest an edit · Own this business?

Products

[View all](#)

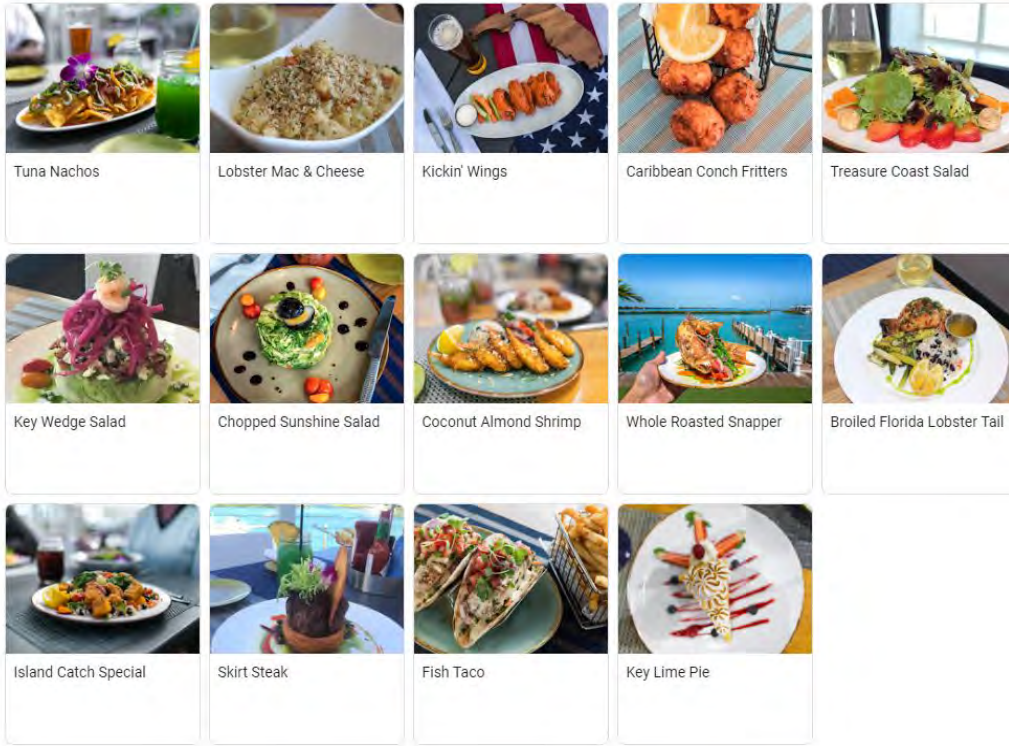


Manage products

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

[Add product](#) [See it on Google](#)

[All products](#) Starters Soups and Salads From the Sea From the Land Sandwiches Dessert



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](#)

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

PERFORMANCE

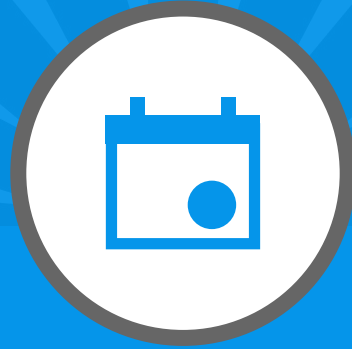
Views	Searches	Activity
	12K	2.19K

Your latest post

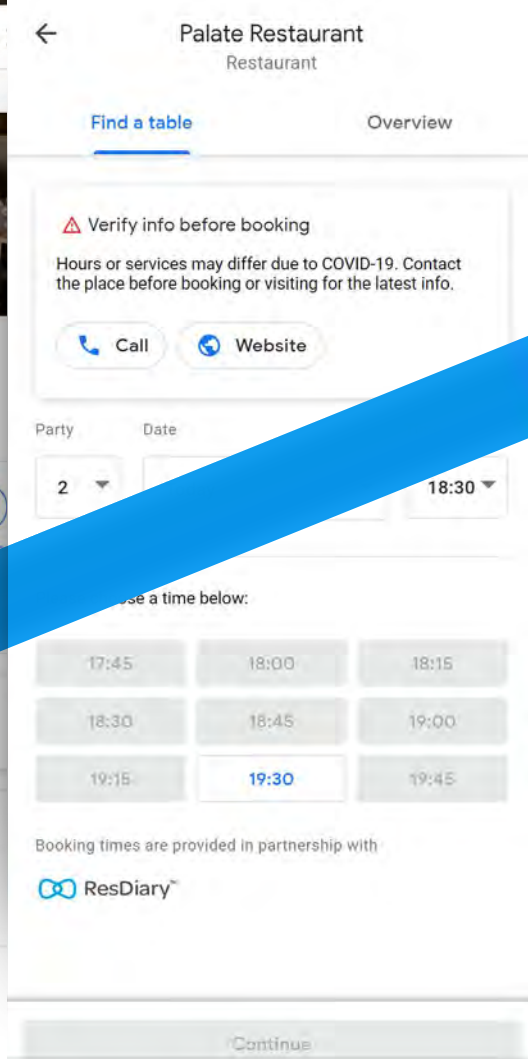
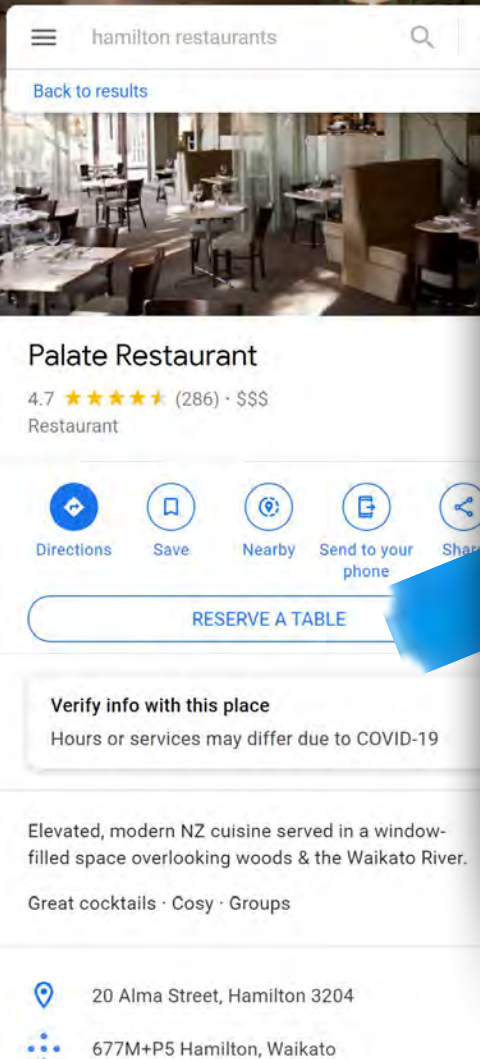
More For Your Farm Sale will be

[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.





Sky Tower

4.5 ★★★★★ (11,770)

Tower · 8 min

Open · Closes 8 PM

OVERVIEW

REVIEWS

PHOTOS

ABOUT



DIRECTIONS



START



CALL



SAVE

BUY TICKETS

Landmark 60-story tower featuring panoramic views, bungee jumping & a high-end revolving restaurant.

Victoria Street West, Auckland CBD, Auckland 1010, New Zealand

5Q26+JV Auckland CBD, Auckland, New Zealand

Open · Closes 8 PM

12:13

google.com

Sky Tower

Tower

Schedule Overview

Daily schedule

Calendar view showing Oct 29 selected.

Auckland SkyTower Admission
10:00 - 20:00 · From \$21.49 USD
Highlights: Stand above Auckland city and take in iconic landmarks and volcanoes from your 360 viewpoint Marvel at the panoramic v... See more

ALL DAY

Child(6-14)
USD \$8.65 each

Adult
USD \$21.29 each

12:14

google.com

Calendar view showing Oct 29 selected.

Auckland SkyTower Admission

10:00 - 20:00 · From \$21.49 USD

Highlights: Stand above Auckland city and take in iconic landmarks and volcanoes from your 360 viewpoint Marvel at the panoramic v... See more

ALL DAY

Child(6-14)
USD \$8.65 each

Adult
USD \$21.29 each

Booking times are provided in partnership with

Trip.com KLOOK GET YOUR GUIDE

USD \$21.29

Continue

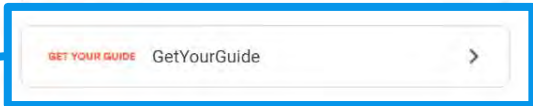
You can only do this if your category has the “Bookings” option AND you’re using one of the integrated providers.

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

Bookings through Google

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

Provider	Provider
XOLA Xola	KLOOK Klook
vimbly Vimbly	ZAU Zau
kkday KKday	<input checked="" type="checkbox"/> Checkfront Checkfront
Ingresso	tripshock TripShock
musement Musement	Viator Viator
Tiqets Tiqets	GET YOUR GUIDE GetYourGuide
Redeem Redeem	showclix ShowClix
	HORNBLOWER Hornblower Cruises & Events



google.com/maps/reserve



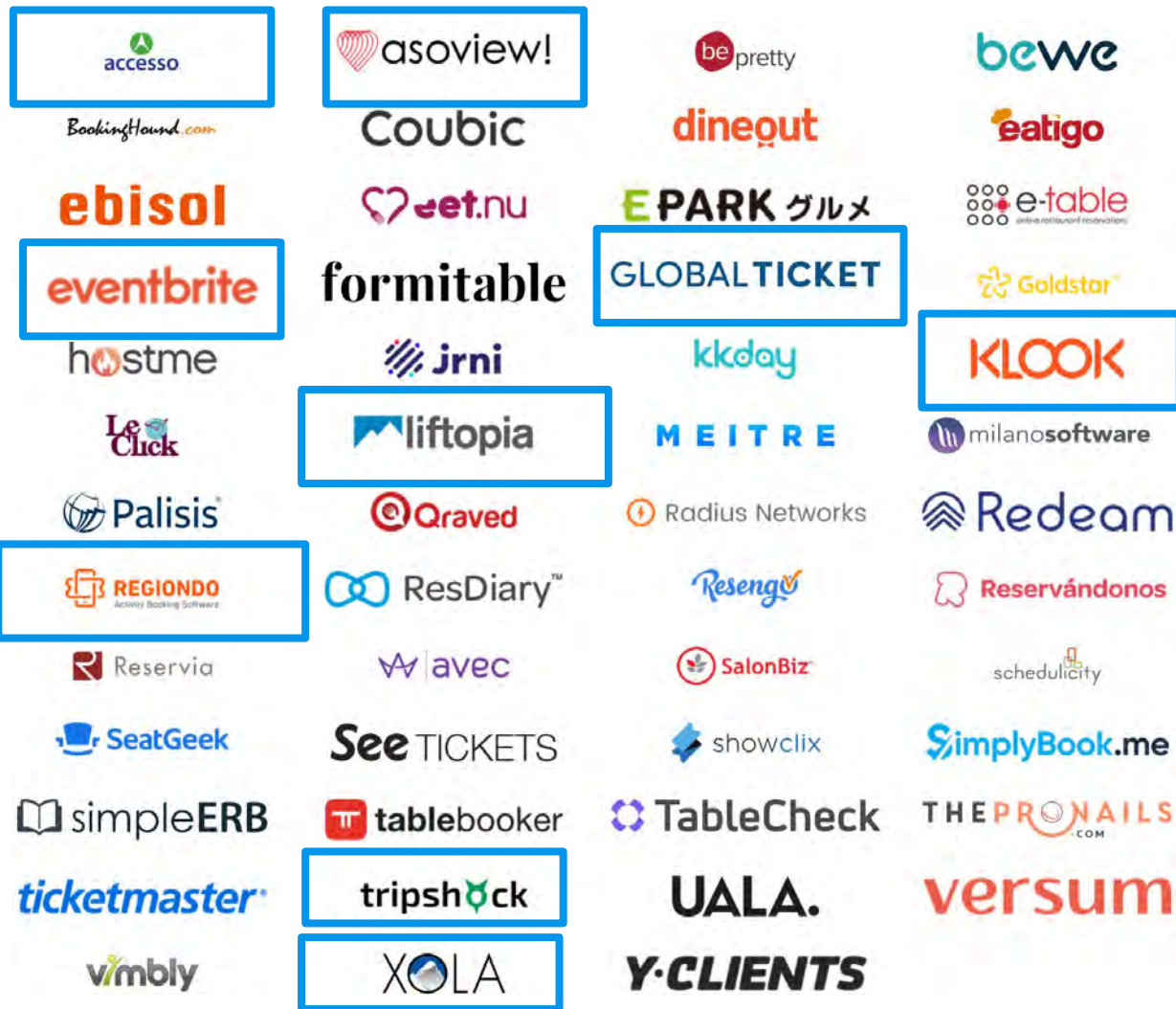
See something new
Reserve with Google

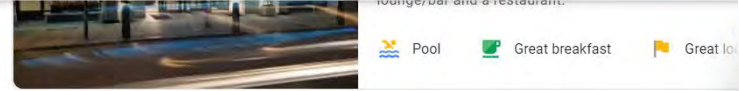


Experience something new

Tourism providers

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





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

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

Pool Great breakfast Near public transit

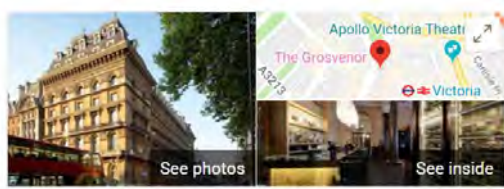
The Grosvenor Hotel
 London, UK
 4-star hotel · +44 20 7523 5055
 4.1 ★★★★★ 1,534 reviews

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

Near public transit Great location

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

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



The Grosvenor Hotel

Website Directions Save

4.1 ★★★★★ 1,534 Google reviews

4-star hotel

[BOOK A ROOM](#)

Address: 101 Buckingham Palace Rd, Victoria, London SW1W 0SJ, UK

Phone: +44 20 7523 5055

[Check availability](#)

Sun, Aug 18 Mon, Aug 19 2

The Grosvenor Hotel Official site \$158 >
Save 10% - Become a Member

Hotels.com \$158 >

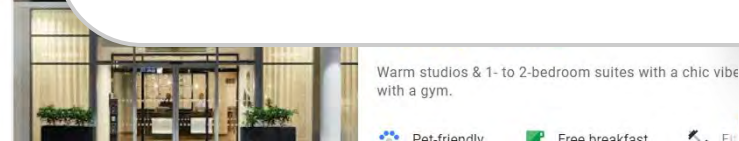
Booking.com \$158 >

Expedia.com \$158 >

[View more rates](#)

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

google.com/hotels/partners



Business center Room service Kid-friendly





[View more amenities](#)





! NEW "Organic" Hotel Prices

Rate and
Availability
feed
+
PPC Bid

Ads · Featured options (i)

 Sofitel Auckland Viaduct Harbour Official site 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 Official site Free cancellation until 19 Apr		
 Tripadvisor.co.nz	\$296	Visit site

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





No PPC Bid

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

Hotels **Holiday homes** Rating Amenities Rooms

COVID-19 trends in Manawatu-Wanganui

23 holiday homes Sort by best match

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

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

Reviews Tab



Ratings, Reviews and Replies

Gabriel Kreuther

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

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



Response from the owner 2 months ago

Dear Mr. Guy,

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

Best Regards,

Jean Lee

Guest Relations Manager



Felipe Archondo

Local Guide · 1 photo

★★★★★ 2 months ago



Ready2 Retire

Local Guide · 32 reviews · 1 photo

★★★★★ 2 months ago



Kenny Yuen

1 review

★★★★★ 2 months ago

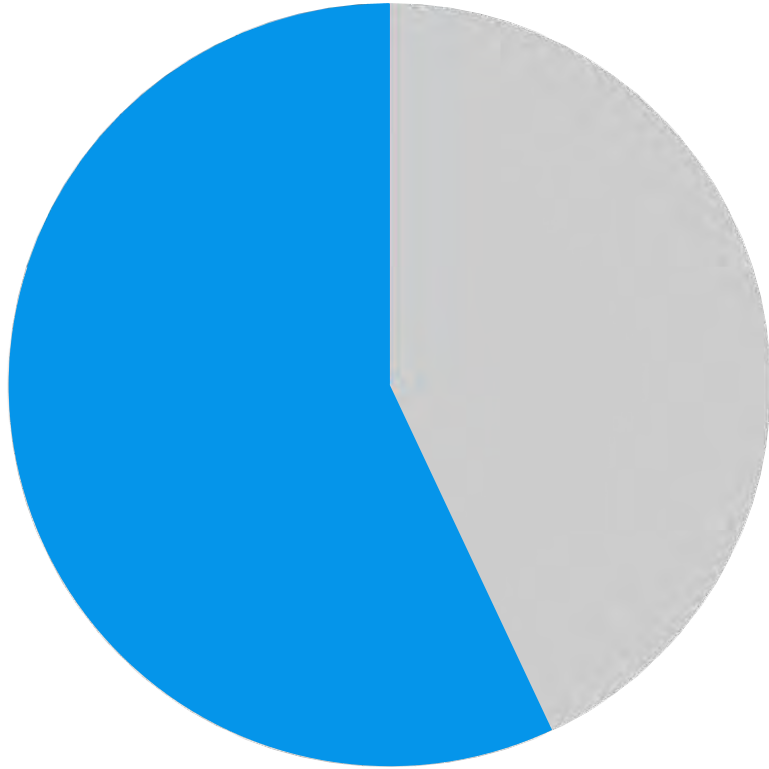


Mark Rogers

Local Guide · 147 reviews · 110 photos

★★★★ 2 months ago

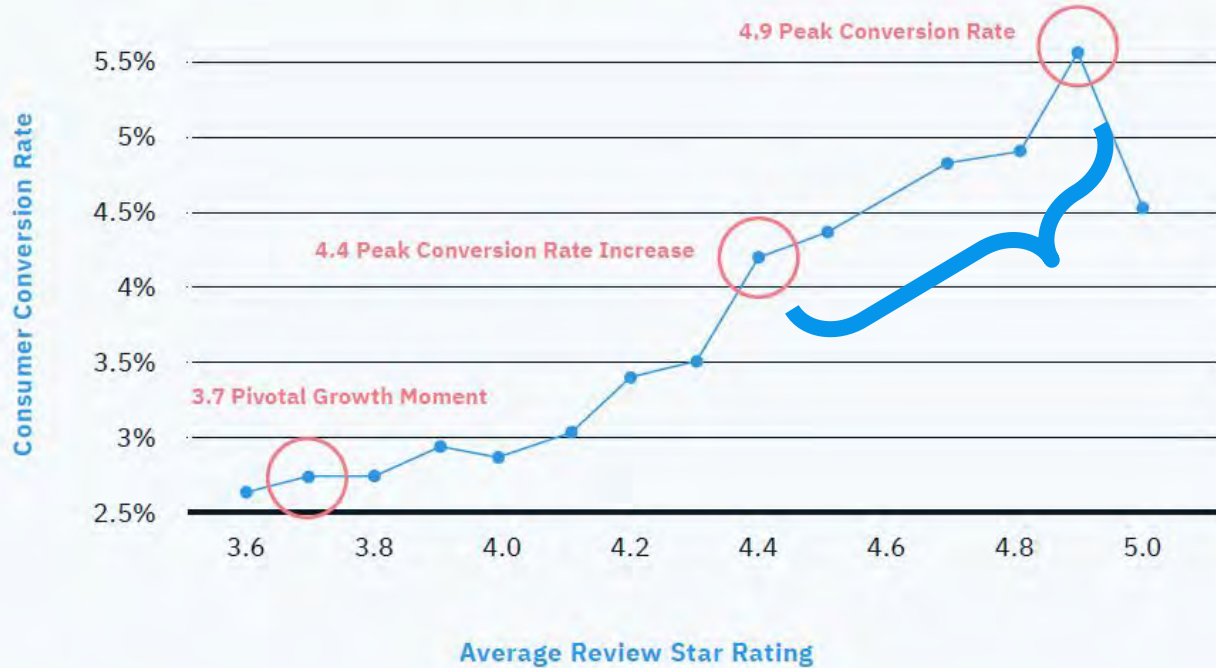
Customer reviews are **posted by users directly to your Business Profile**. They appear wherever your profile appears, and are the source of your “star rating”.



57%

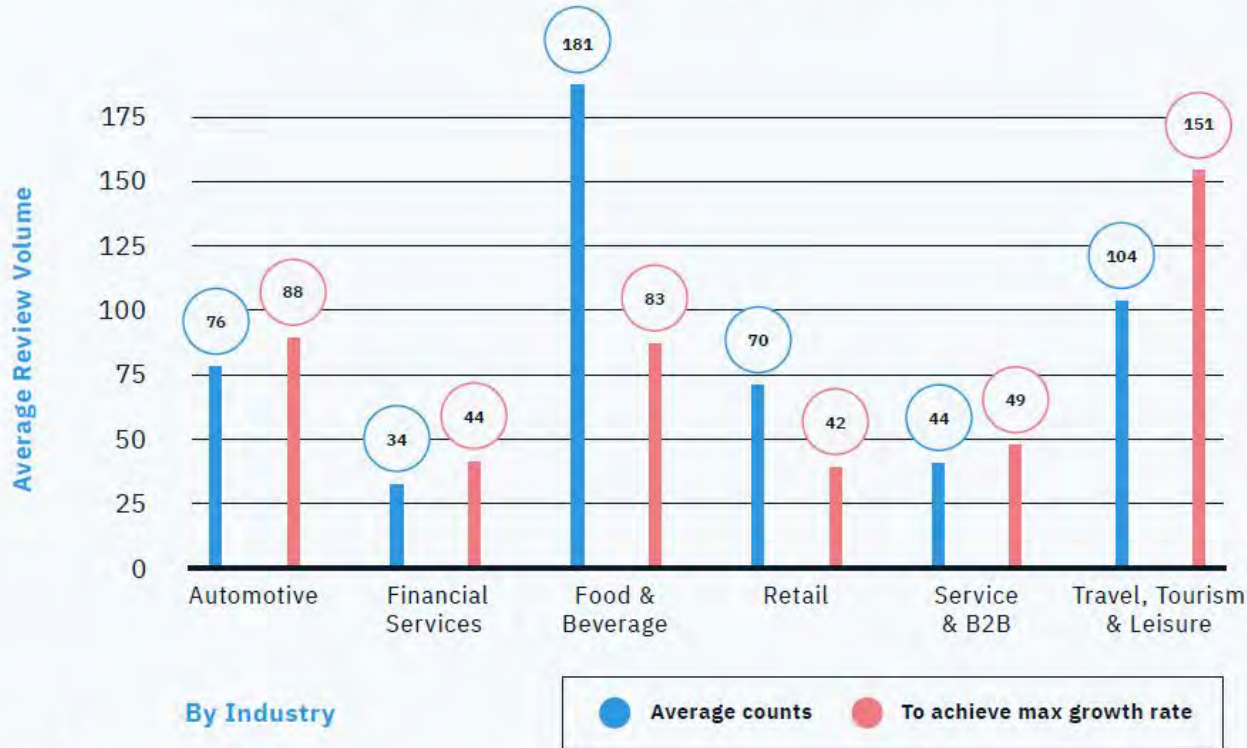
Of consumers would **only consider** using a business if it has **4 or more** stars.

Consumer Conversion Rate Increase by Average Review Star Rating



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

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



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

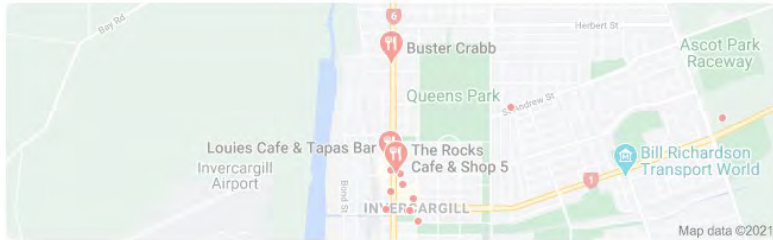
invercargill restaurants



All Maps Images News Shopping More

Settings Tools

About 1,250,000 results (0.57 seconds)



Map data ©2021

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

DISTANCE

RELEVANCE

PROMINENCE

miles
PARTNERSHIP

Local Pack / Local Finder Ranking Factors Over Time



GMB Signals

Review Signals

On-Page Signals

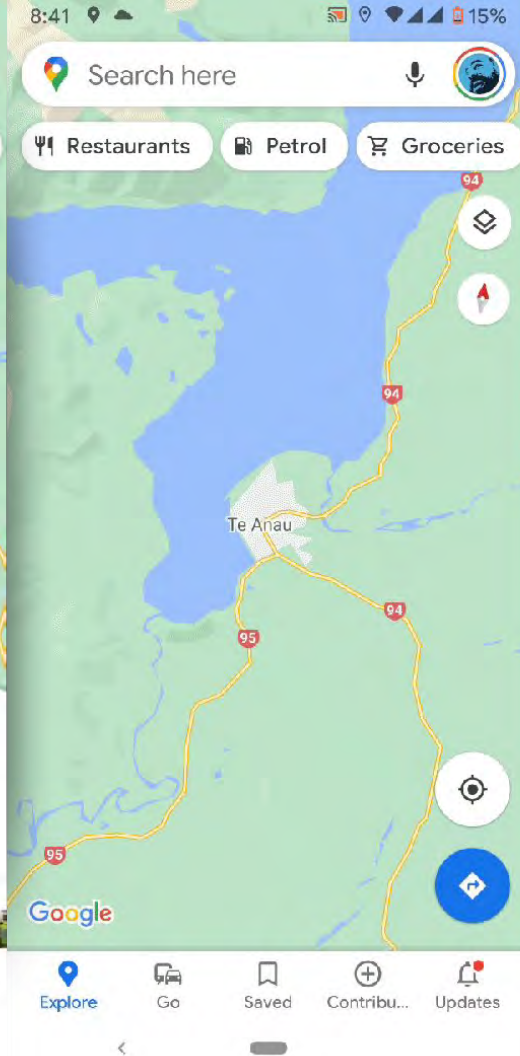
Link Signals

Citation Signals

Behavioral Signals

Personalization Signals

Social Signals



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



Average Reply Rate

● SMB ● ENT

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

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

ORGANIZATION

Miles Partnership

Manage locations

Settings

Support

10:25

Edit response

Melissa Salgado

January 25, 2019

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

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

Important updates

Google may send you important updates about your account



Customer reviews

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



Questions and answers

Alerts about questions and answers posted to your Business Profile



Photos

Tips and updates about photos on your Business Profile



Business Profile health

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



Know when reviews are posted

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



Posts

Updates and suggestions about posts on your Business Profile



Feedback

Occasional opportunities to send product feedback to Google



- Home
- Posts
- 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 r

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

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

Best practices for responding to reviews

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

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

[Learn more](#)

OK

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

res

Your customers now

All Replied Haven't replied

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

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

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

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

show customers you care, and response at a time

Your customers now get notified when you reply to their review

All Replied Haven't replied



Renee Troutman

★★★★☆ 4 weeks ago

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



(owner)

4 weeks ago

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

Edit

Delete



Jeremy Musgrave

★★★★★ 4 weeks ago

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



(owner)

4 weeks ago

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

Edit

Delete



Copy link

Flag as inappropriate

Flagging Reviews

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



Content attributed to another individual, company or organisation.



Reviewing your own business



Current or former employment experience



Competitors trying to manipulate your ratings



All

Replied

Haven't replied



Home



Posts



Info



Insights



Reviews



Messaging



Photos



Bookings



Website



Users



Create an ad

Report review

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

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

Cancel

Continue

Reply



Andrew Newbery

★★★★★ 22 weeks ago

Getting Help with Reviews

* Required field

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



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

What is your email address? *

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

Select your issue type *

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

Review Dispute Services

Start Protecting Your Business From Review Fraud

Google Review Removal

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

Name* Email*

Login

Your Business

2.0 ★★



Direction Local

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



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.

! NEW Manage Reviews tool

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

support.google.com/business/workflow/9945796



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

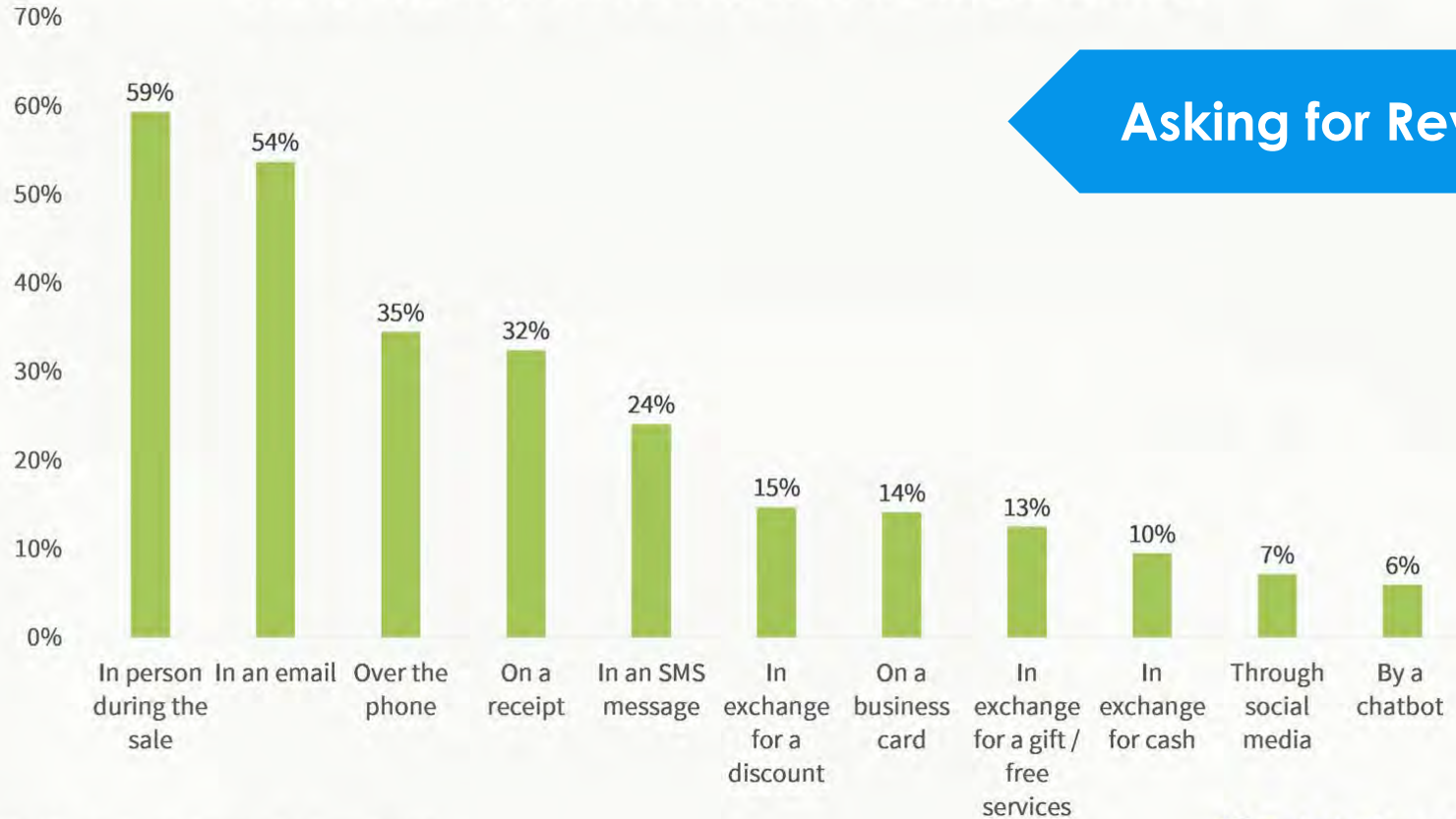
support.google.com/business/workflow/9945796

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



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

3:55 84%

google.com/search?q=Angl

Angler & Ale

4.2 ★★★★★ (297) · \$\$

Seafood restaurant · Open

+ Follow

OVERVIEW UPDATES REVIEWS PHOTOS

g.page/YourShortname/review

3:55 84%

google.com/search?hl=en-l

Angler & Ale Post

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

★★★★★

Share details of your own experience at this place

marketingkit.withgoogle.com

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

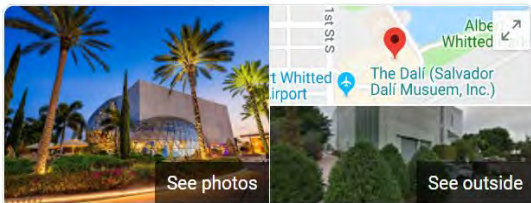
Enter business name



Posts Tab



Posting Content



The Dalí (Salvador Dalí Musuem, Inc.)

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

4.7 ★★★★★ 7,344 Google reviews

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

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

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



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

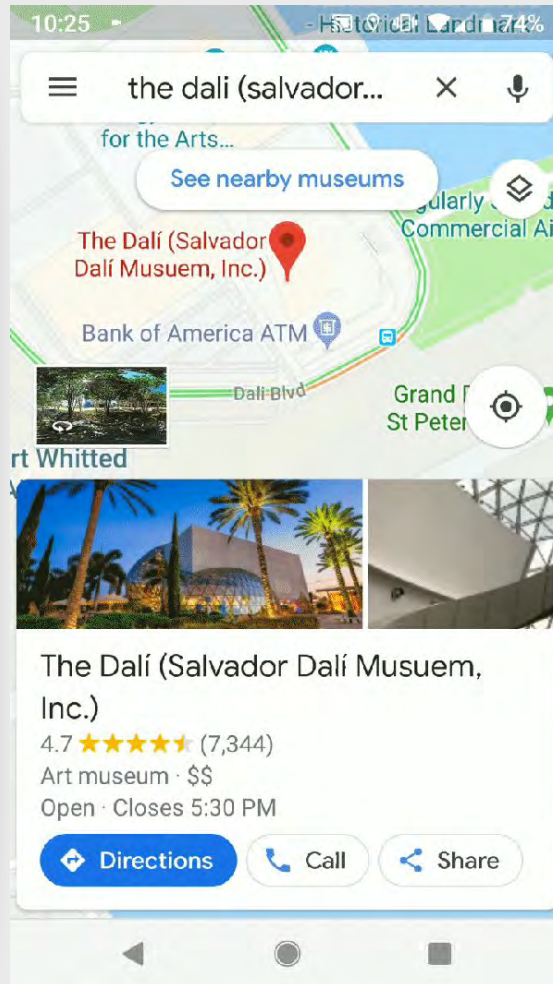
3 hours ago



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

7 days ago

Profiles

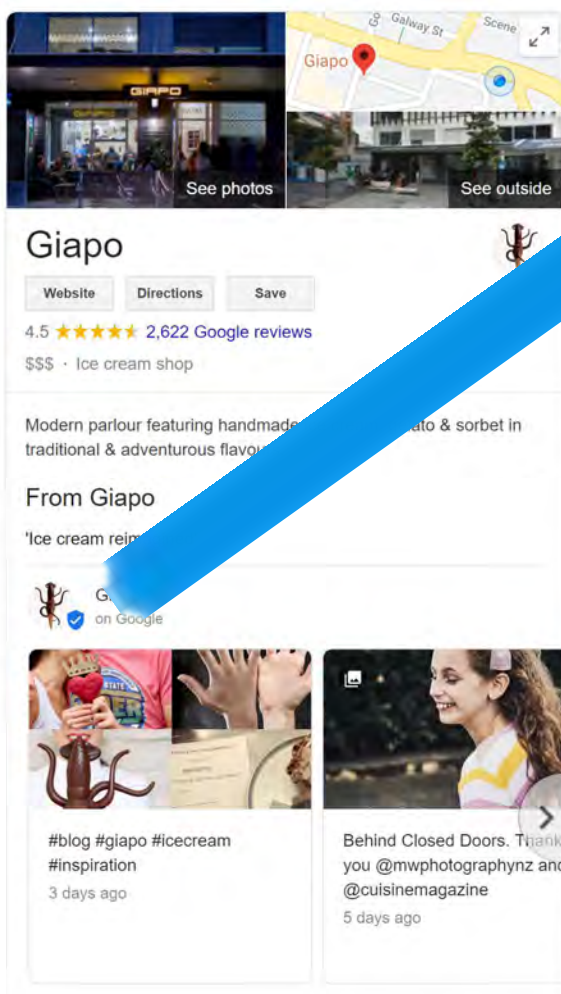


Posts appear with your business profile and provide a **huge amount of organic** (that means free!) **visibility** for your business.

Audit Benchmark

<18%

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



Posts are:

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



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

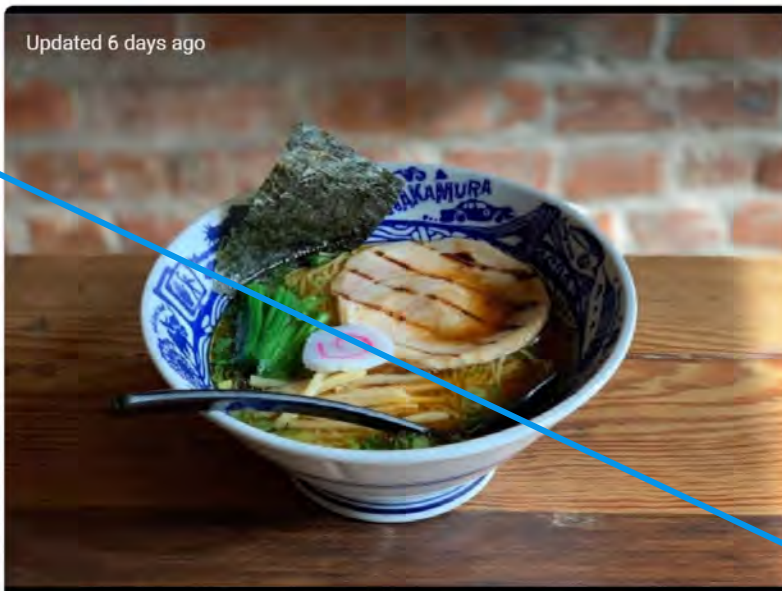
What's new

Events

Offers

Products

Updated 6 days ago



Ramen at the Beach

Apr 5 - 12

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

Your posts

Last 28 days ▾

Views
10721
+17%

Clicks
23
+4%

[Learn more](#)



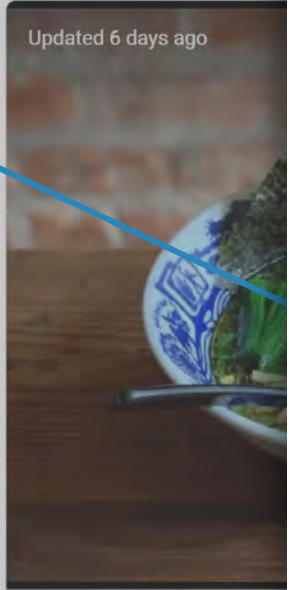
Plumeria Beach House

5000 Kahala Avenue
Honolulu, HI 96816

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

Add Update

All



Updated 6 days ago

Ramen at the Beach

Apr 5 - 12

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

Create post

PREVIEW

PUBLISH

- What's New
- Event
- Offer
- Product

Need some ideas? Look at some sample posts.



Write your post

Try our new maple bacon banana short stack! Order it with a tall flat white to go and enjoy the best breakfast in town!

100 - 300 words

Order online

Link for your button

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

Book

Order online

Buy

Learn more

Sign up

Call now





Updated Dec 26, 2018

Famous Sunday Brunch at Hoku's

Dec 30, 2018

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

Book

3.95K views 26 clicks

Share post

Median views per week is about **3,000**. Average interaction rate is about **1%**.

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

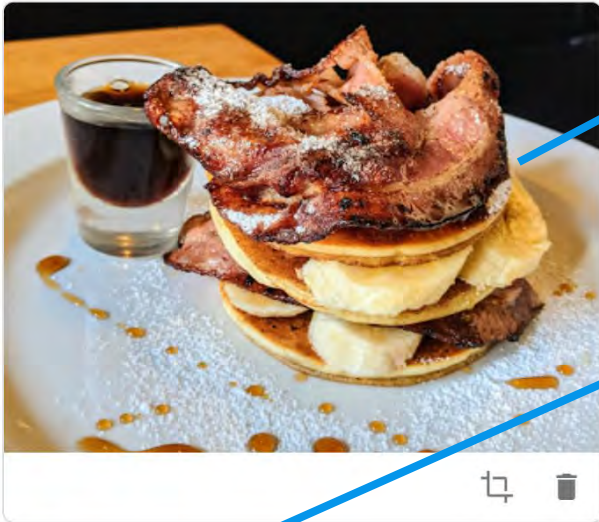
miles
PARTNERSHIP

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!

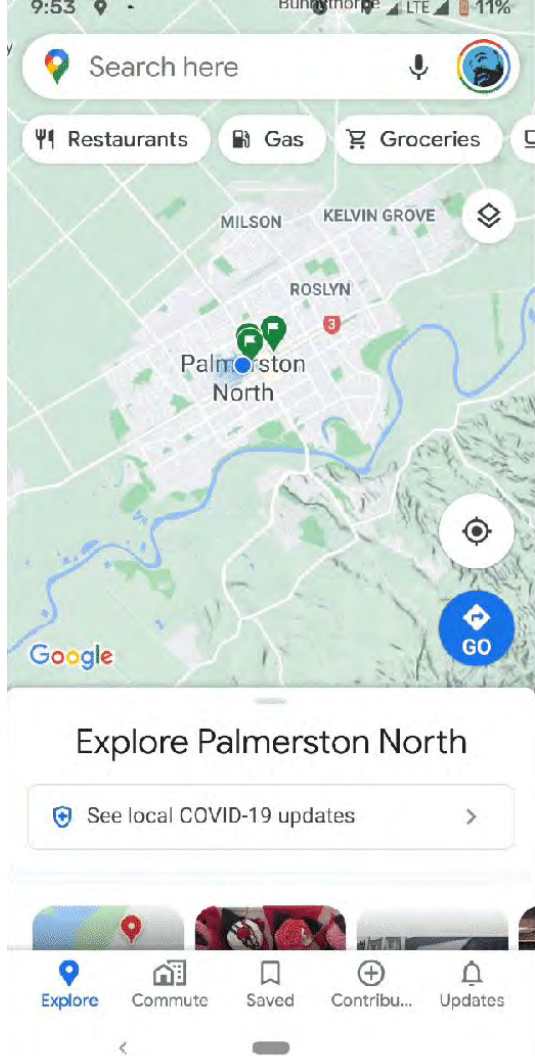
100 - 300 words

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)



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

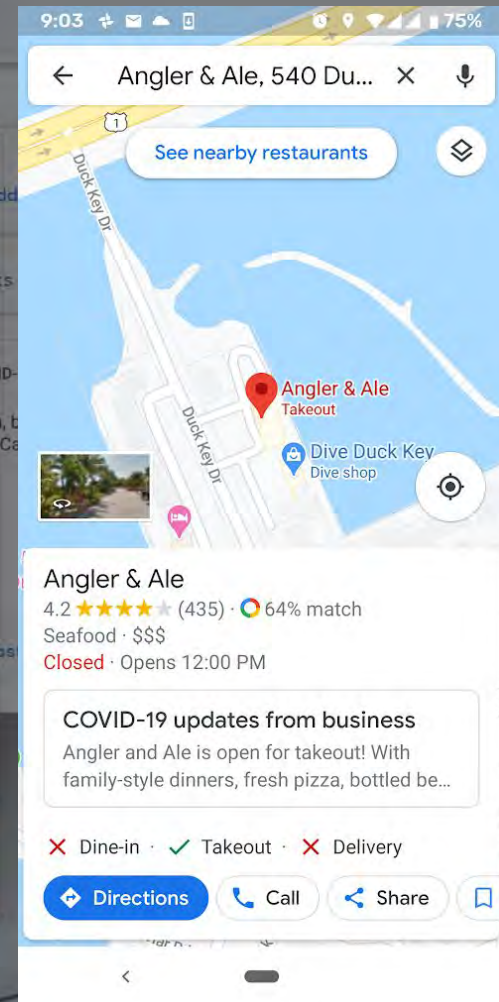
COVID-19 update Offer What's New

! 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

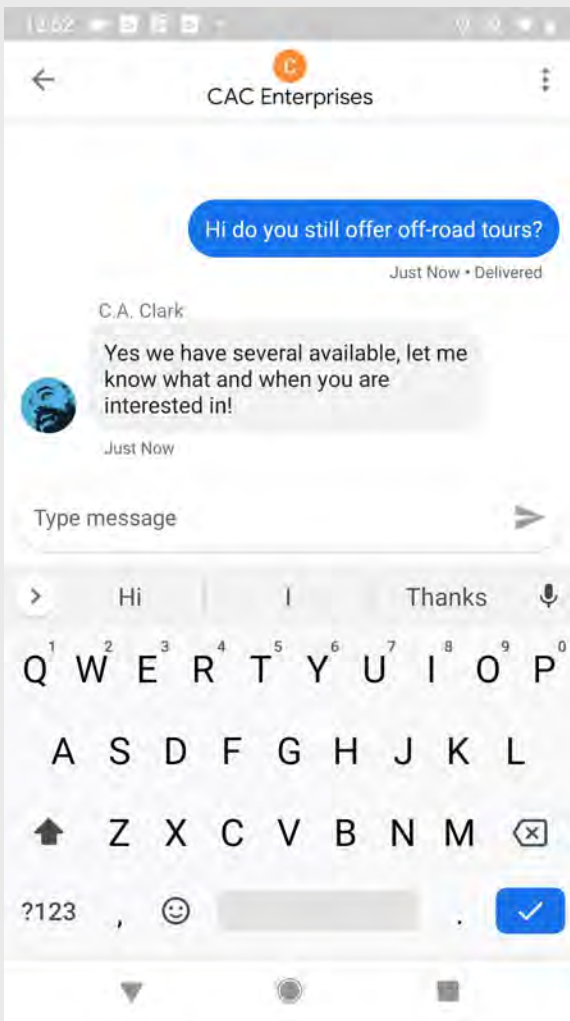
Preview Publish



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... 1 min

Google My Busines...



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

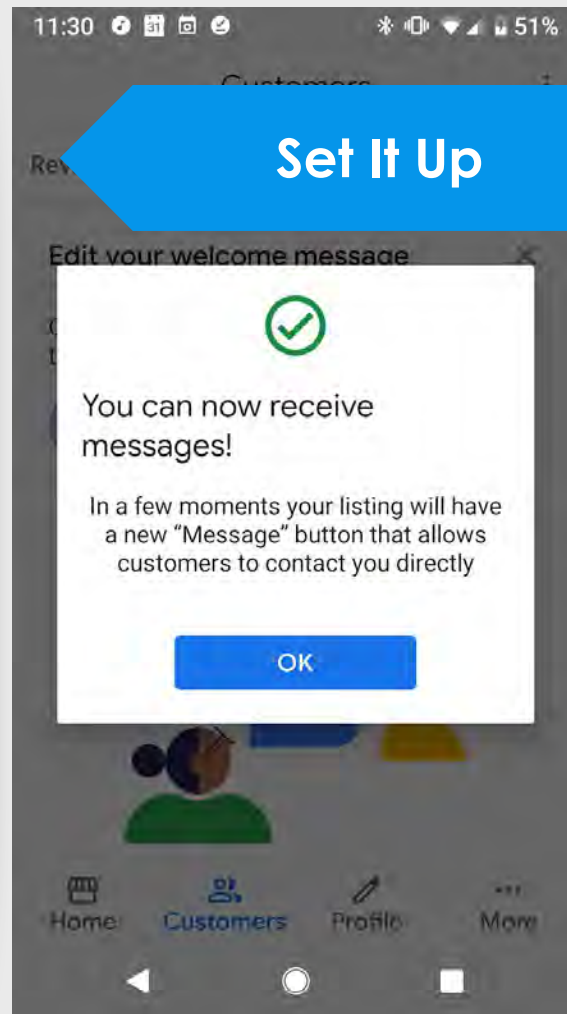
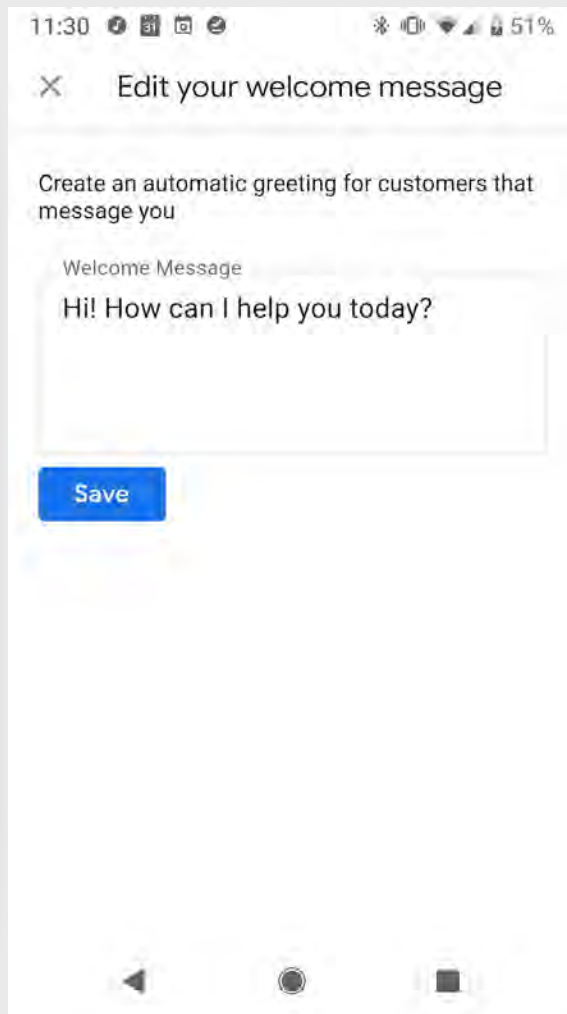
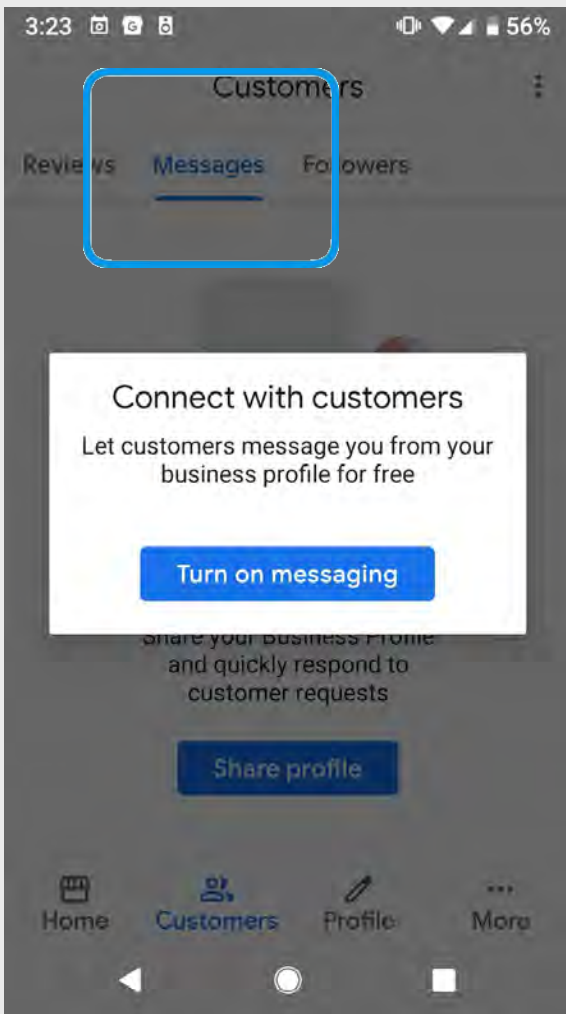
Do you have any rambo style cheese knives?

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
- ...

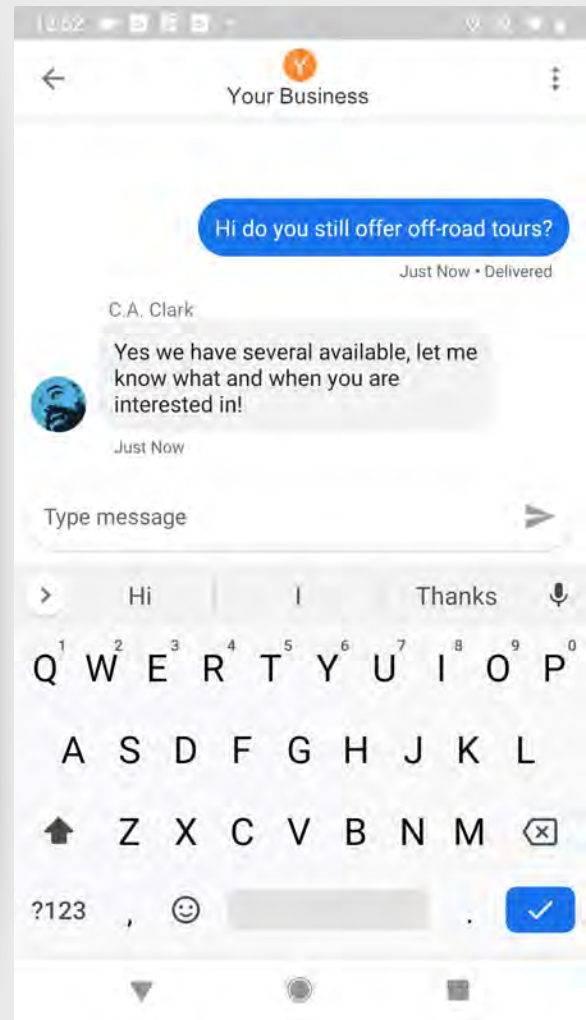
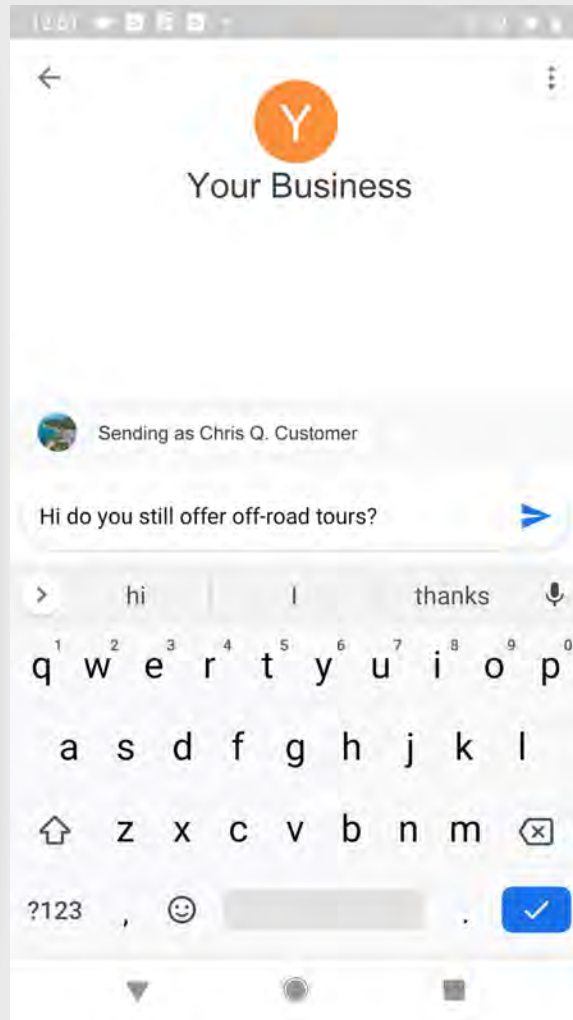
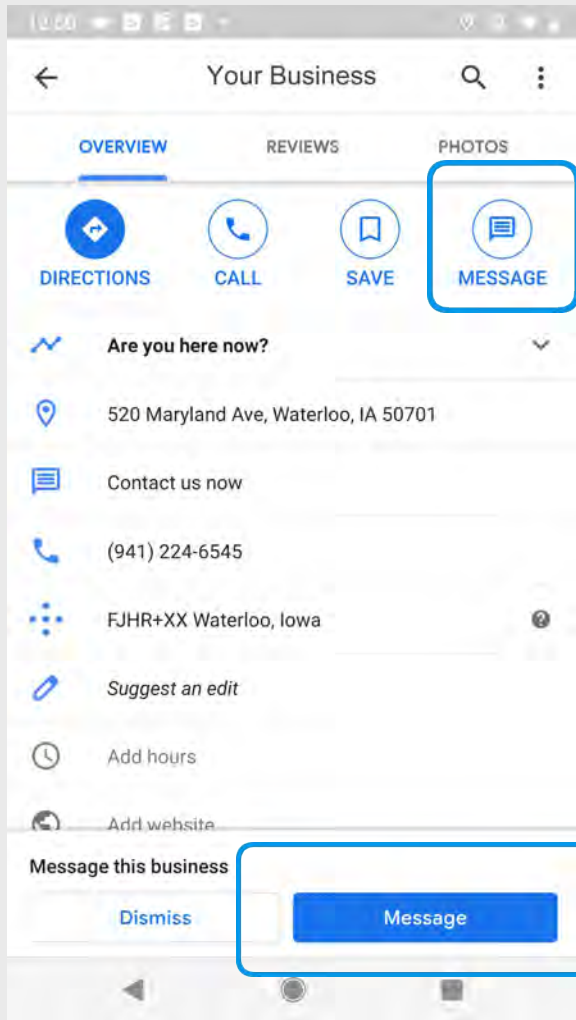


Connect with customers

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](#)

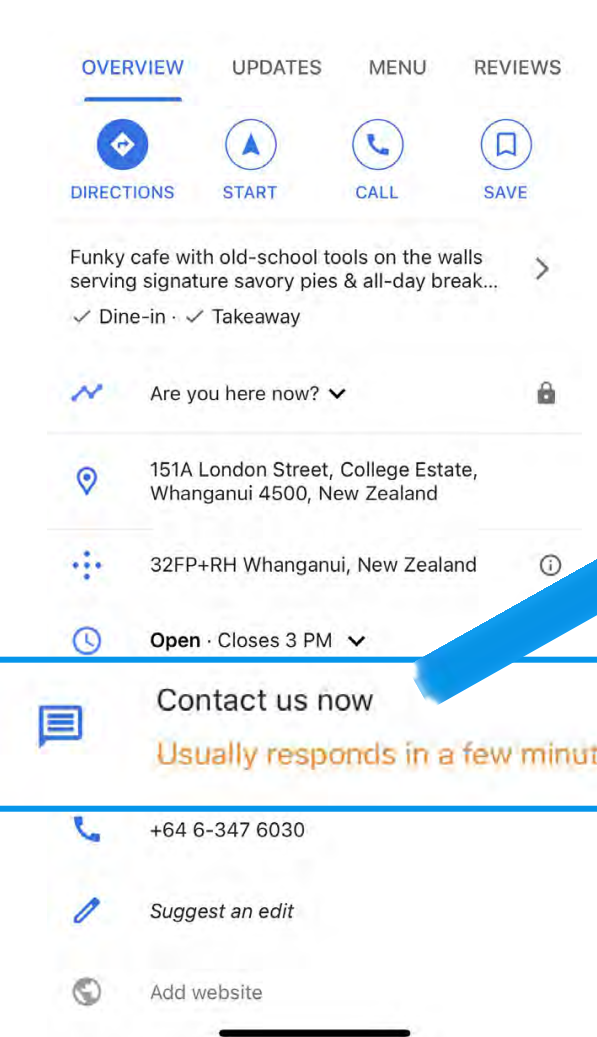
[Turn on messaging](#)



Top Performer Secrets



Messaging Best Practices



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


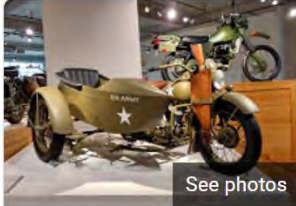

- Make sure you or someone you designate is **prepared to answer quickly**. You don't need to answer after hours, but how quickly you respond can be important *NOTE: If you don't respond within 24 hours you risk having the feature disabled.*
- Because it's now part of the app & desktop - you can have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

Top Performer Secrets



Monitoring Questions & Answers

Barber Vintage Motorsports Museum
8030 Barber Motorsports Pkwy, Leeds, AL



See photos See outside

Barber Vintage Motorsports Museum

Website Directions Save

4.9 ★★★★★ 1,869 Google reviews

Museum in Birmingham, Alabama

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

Address: 6030 Barber...

Questions & Answers

Q: When is the fall motorcycle meet

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

(2 more answers)

See all questions (30)

Reviews from the web

Festival?

1 Answer

(Not even in GMB!)

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



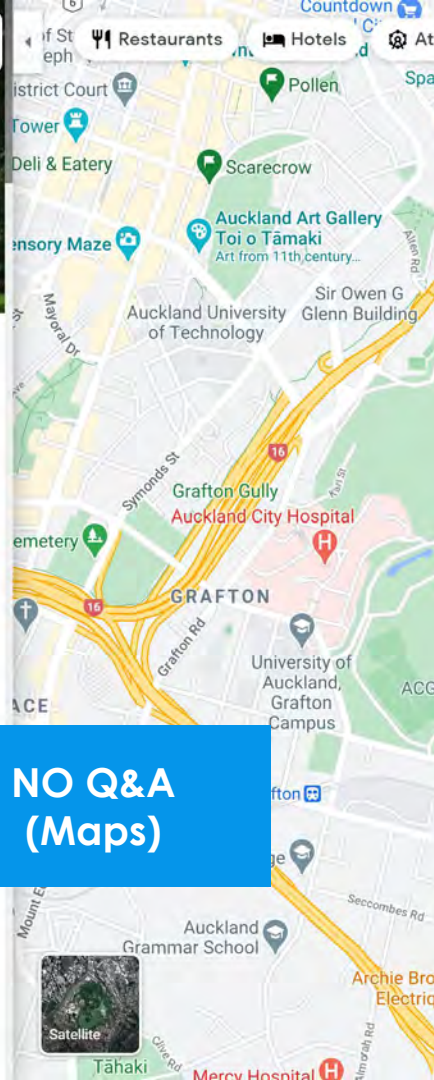
Auckland Domain

4.6 ★★★★★ 8,284 reviews
Park

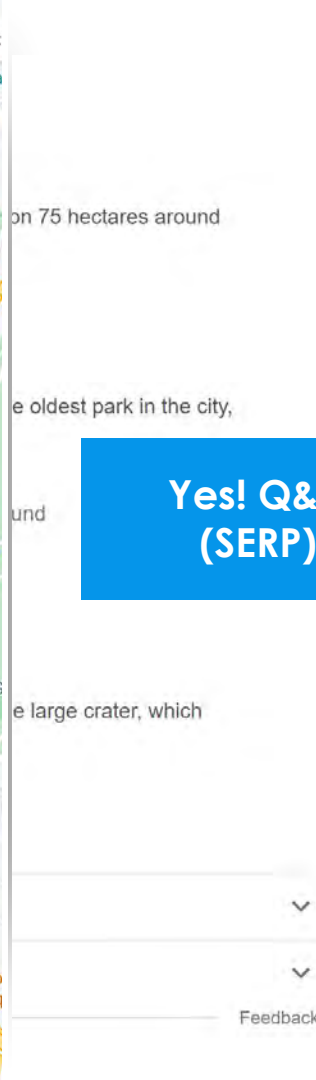
- Directions
- Save
- Nearby
- Send to your phone
- Share

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)



Yes! Q&A (SERP)



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??

Ask a question

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

(5 more answers)

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

Feedback

← C.A. Clark



Local Guide Level 6

4,239 points



1,500 5,000

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

[LEARN MORE](#)

Badges



Expert



Novice



Novice Fact



Novi

Connect
News with the
Google Maps

70,000,000+ Local Guides Worldwide

700,000+ Places Added/Mo.



Median Response 20 min.

AriMar
Oct 9, 2018



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

42

74

161

121

241

177

308

[See more](#)

NayaraA

brittym

AriMar

Restaurants

Back to results

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

SAVE NEARBY SEND TO YOUR PHONE

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

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

Popular times Tuesdays

Add a photo

Review summary

12:44

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

OVERVIEW REVIEWS PHOTOS

DIRECTIONS CALL SAVE SHARE PLACE

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

Know this place?
Help others decide! OK CLOSE

10:01 79%

CONTRIBUTE

Natural Grocers
You visited 5 days ago

Which photo do you think is more helpful?

SKIP

MORE CHOICES

4:43 68%

+5 points

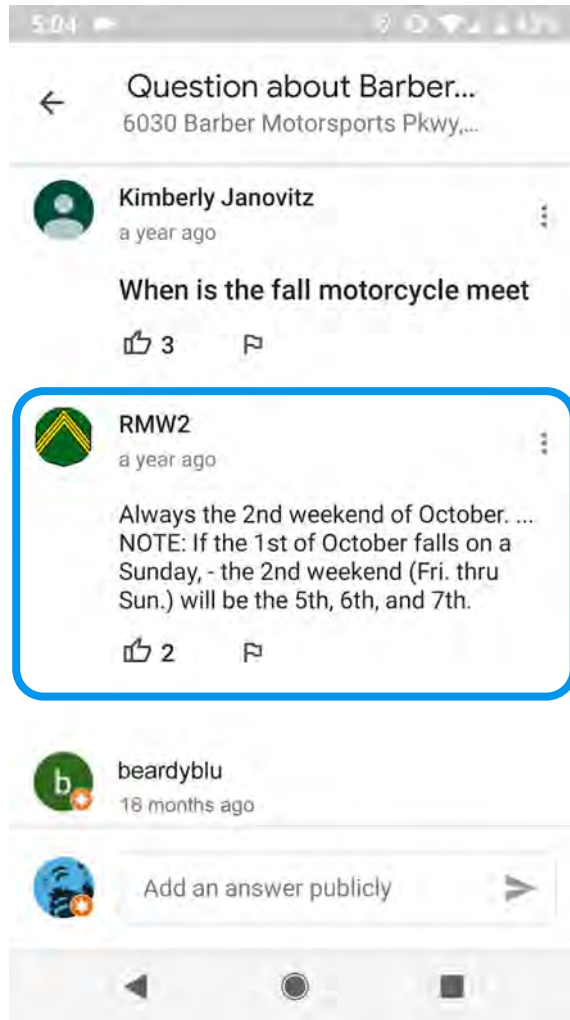
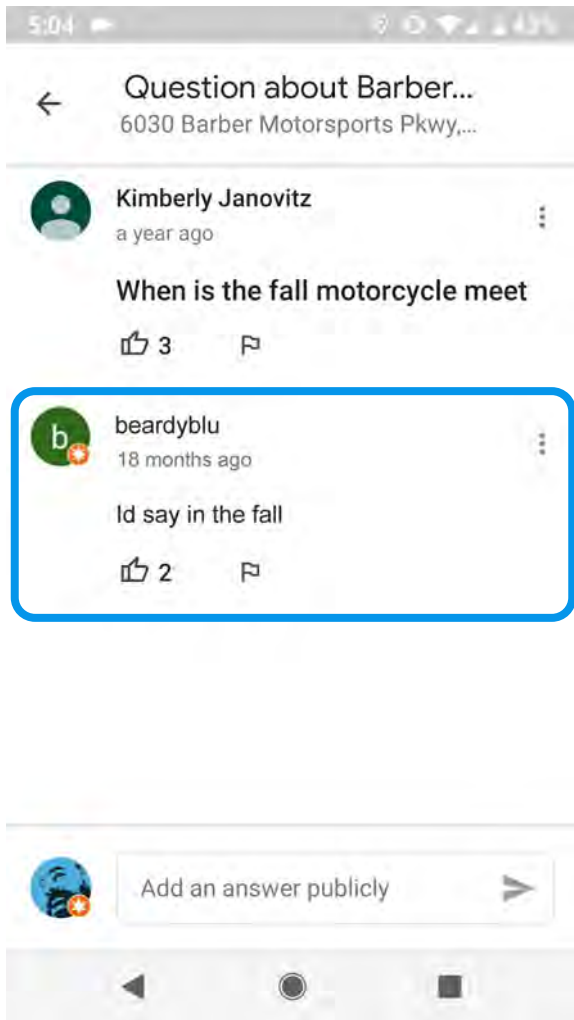
You've earned points for helping others!

Photos +5

How was Villa Florence San Francisco on Union Square?




Posting publicly

+ Contribute more



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

How many inches is it

 4  Answer 



Glenn Stoops

Local Guide · 8 reviews · 4 photos

a year ago

151 feet tall. 305 feet high.

does the statue of liberty wink

 1  Answer 



Old Man

Local Guide · 153 reviews · 448 photos

6 months ago

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

Hello how are you?

 1  Answer 



Hemanth Ravi

Local Guide · 65 reviews · 146 photos

6 months ago

I am Fine 😊

 3 

[1 more answer](#)

What is the quality

 1  Answer 



maj sdq

Local Guide · 51 reviews · 196 photos




7 months ago

Top

What possible penalty does she face?

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

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

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Hello how are you?

 1  Answer 





Hemanth Ravi

Local Guide · 65 reviews · 146 photos



6 months ago

I am Fine 😊

 3 

[1 more answer](#)

What is the quality

 1  Answer 



maj sdq

Local Guide · 51 reviews · 196 photos

7 months ago

Top

What's the history of the statue of liberty and did she ever wink? #0

 1  Answer 



Valéria Dacanal Garcia

Local Guide · 190 reviews · 577 photos

8 months ago

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

 2 

What possible penalty does she face?

Looking for a coalrang



Like



Answer



Ngzr Cx

Local Guide · 15 reviews · 95 photos

3 years ago

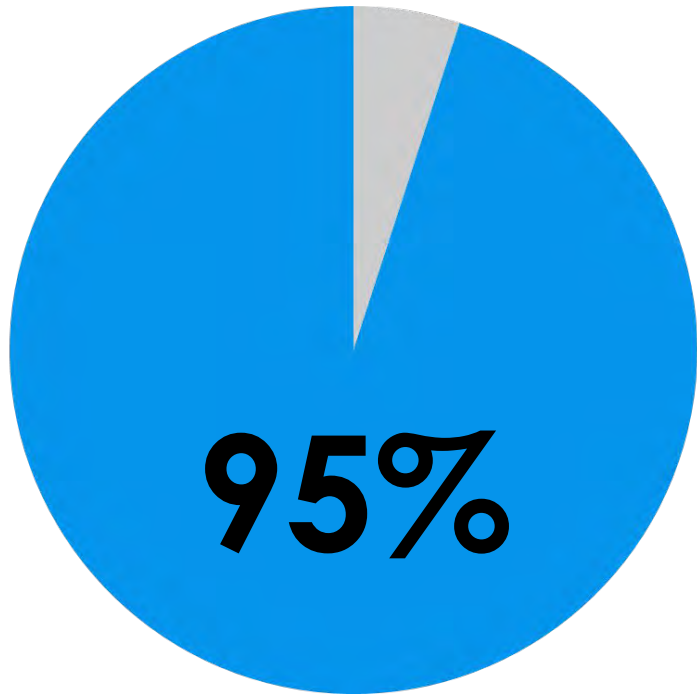
Maybe



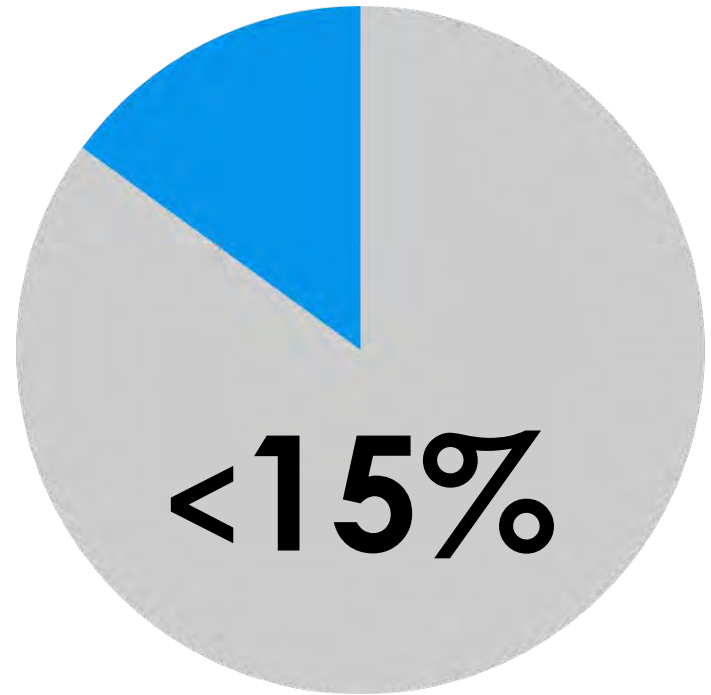
Options



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



Ask an expert



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

This email was sent to you because you indicated that you'd like to receive notifications about Questions and Answers at your business listing. If you don't want to receive such emails in the future, please [unsubscribe here](#). You can also change your preferences on your Google My Business settings page by logging into <http://business.google.com/settings>

THE MODERN HONOLULU

1603, 1775 Ala Moana Blvd, Honolulu, HI

[← All questions](#)



Rick McMahan

Does every room have a balcony?

Helpful?



THE MODERN HONOLULU (Owner)

Add an answer publicly

POST



Kat E

Local Guide · 14 reviews · 15 photos

4 days ago

Not all but most.

Helpful? 2



Rajesh Bahadur

Local Guide · 11 reviews · 40 photos

4 days ago

Most of yes.

Helpful?



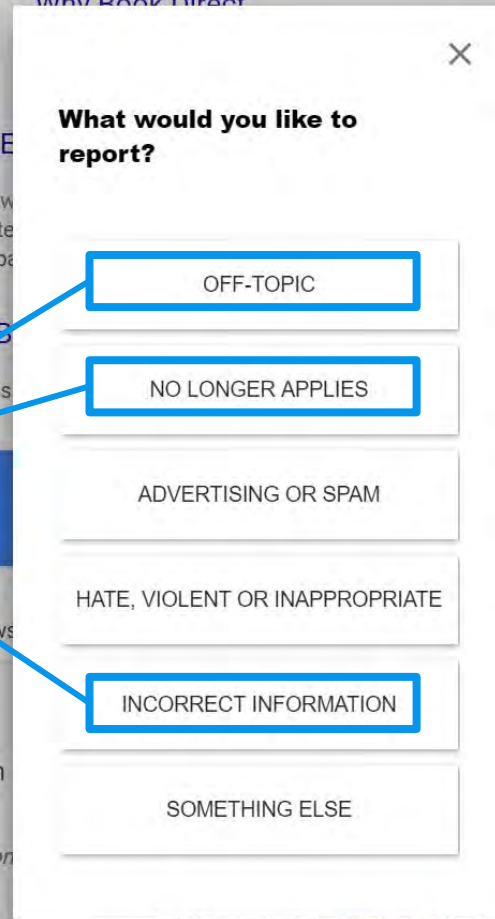
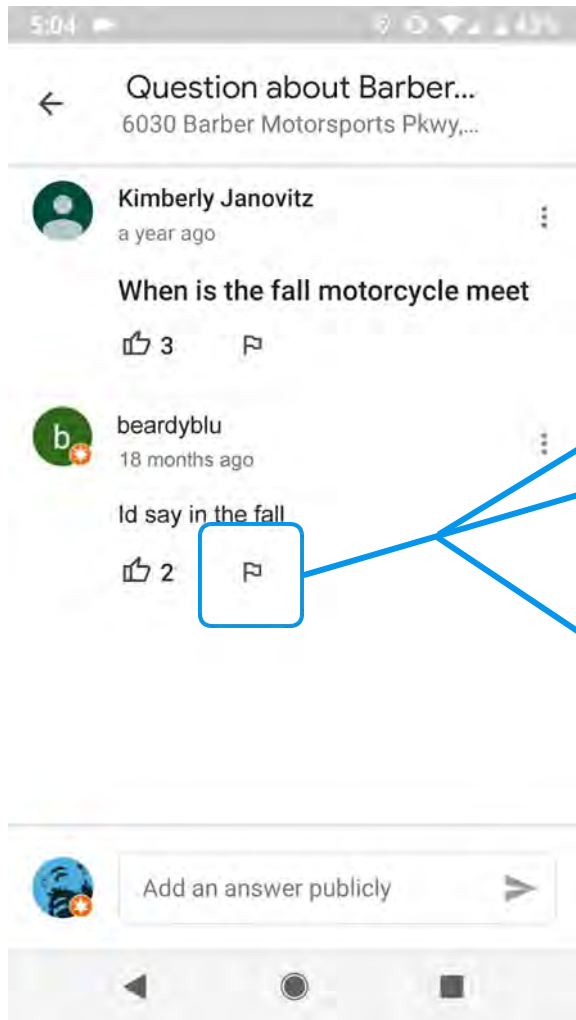
vicky scharlau

Local Guide · 4 reviews · 131 photos

4 days ago

Nope.

Helpful?



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

Post Your Own Questions & Answers!

Know this place? Answer quick questions

Review summary

Write a review

Add a photo



Rooms · 3.9 ★★★★★

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

Location · 4.4 ★★★★★

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

Service & facilities · 4.3 ★★★★★

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

[View all reviews](#)

Questions & answers

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

Ask a question

every room have a balcony?

ipful? Answer

Kat E

Local Guide · 14 reviews · 15 photos

4 days ago

Not all but most.

2

[5 more answers](#)

ing available?

ipful? Answer

Ryan Devlin

Local Guide · 93 reviews · 193 photos

17 months ago

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

2

[8 more answers](#)



Ask a question

Ask a question

THE MODERN HONOLULU



THE MODERN HONOLULU

Posting publicly

How far is the hotel from Ala Moana Shopping area?

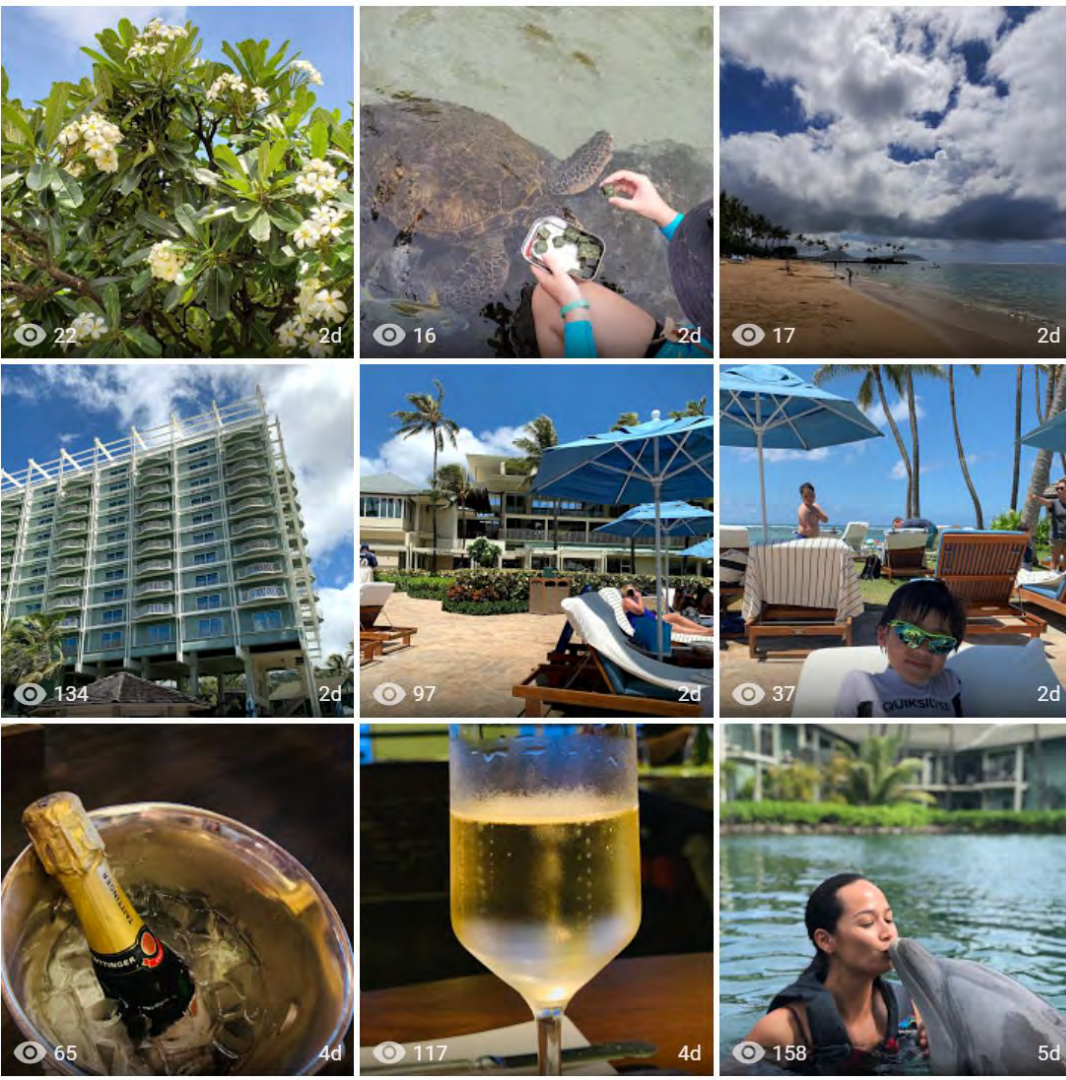
CANCEL

POST

Photos Tab



Managing Your Visual Representation

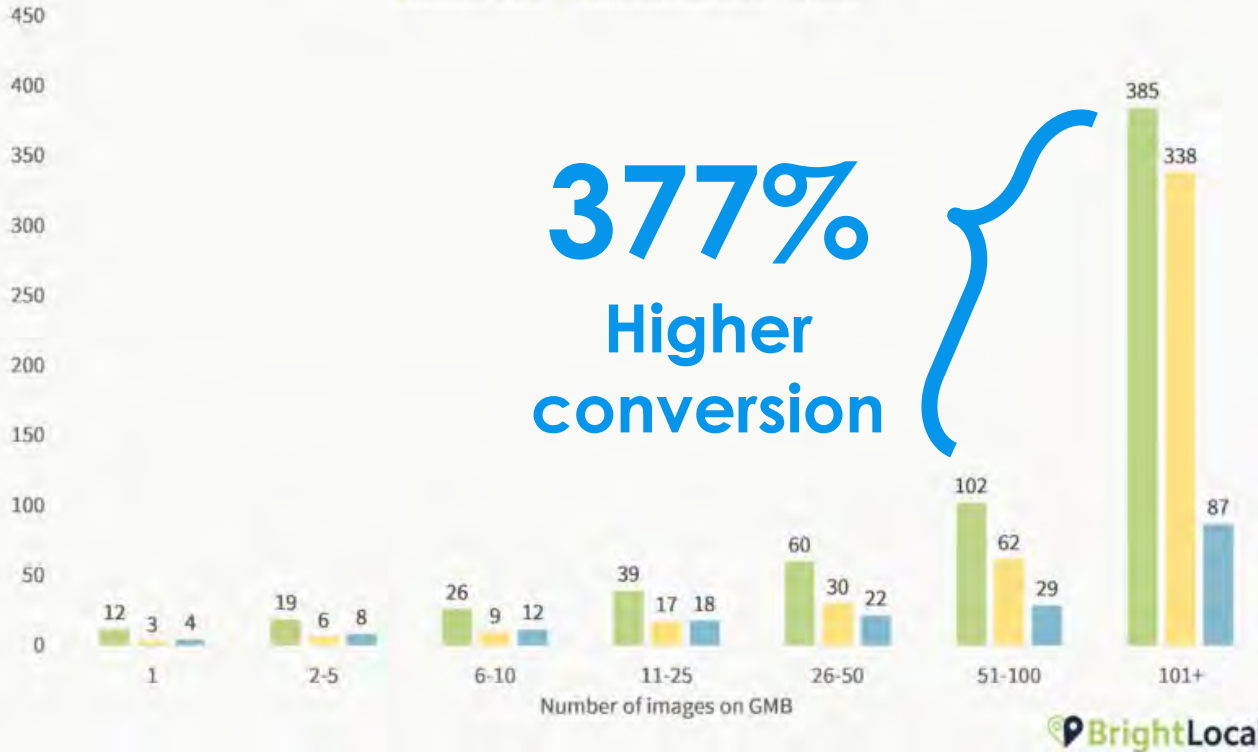


Photos are a key part of **how potential customers make decisions** about your business.

Images

Average monthly customer actions by number of images

Website visits Direction requests Calls

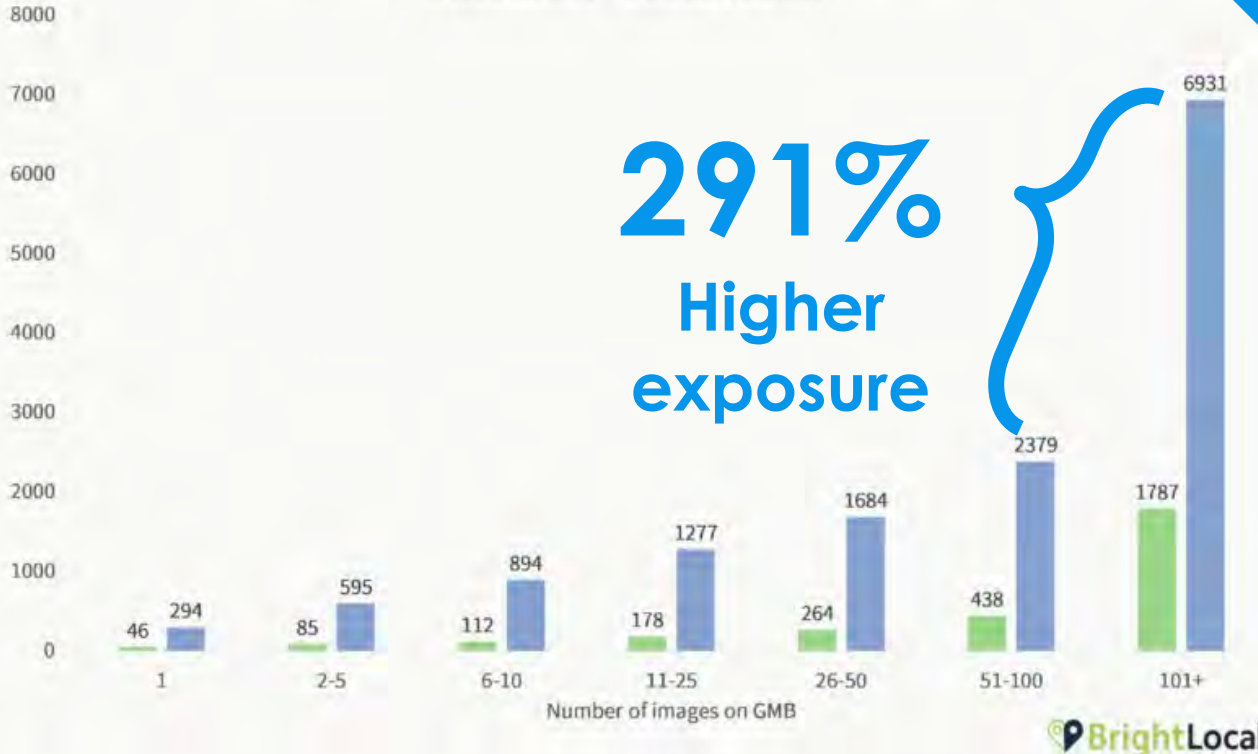


Businesses with more than 100 images have significantly higher conversion rates.

Images

Average monthly Direct and Discovery searches by number of images

■ Direct searches ■ Discovery searches



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

Images

Average monthly Direct and Discovery searches by number of images

■ Direct searches ■ Discovery searches



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

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?
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What makes this photo eye-catching? Consider **color**, **contrast**, **saturation**, **lighting**, **focus** and **leading lines**.



3. RECENT

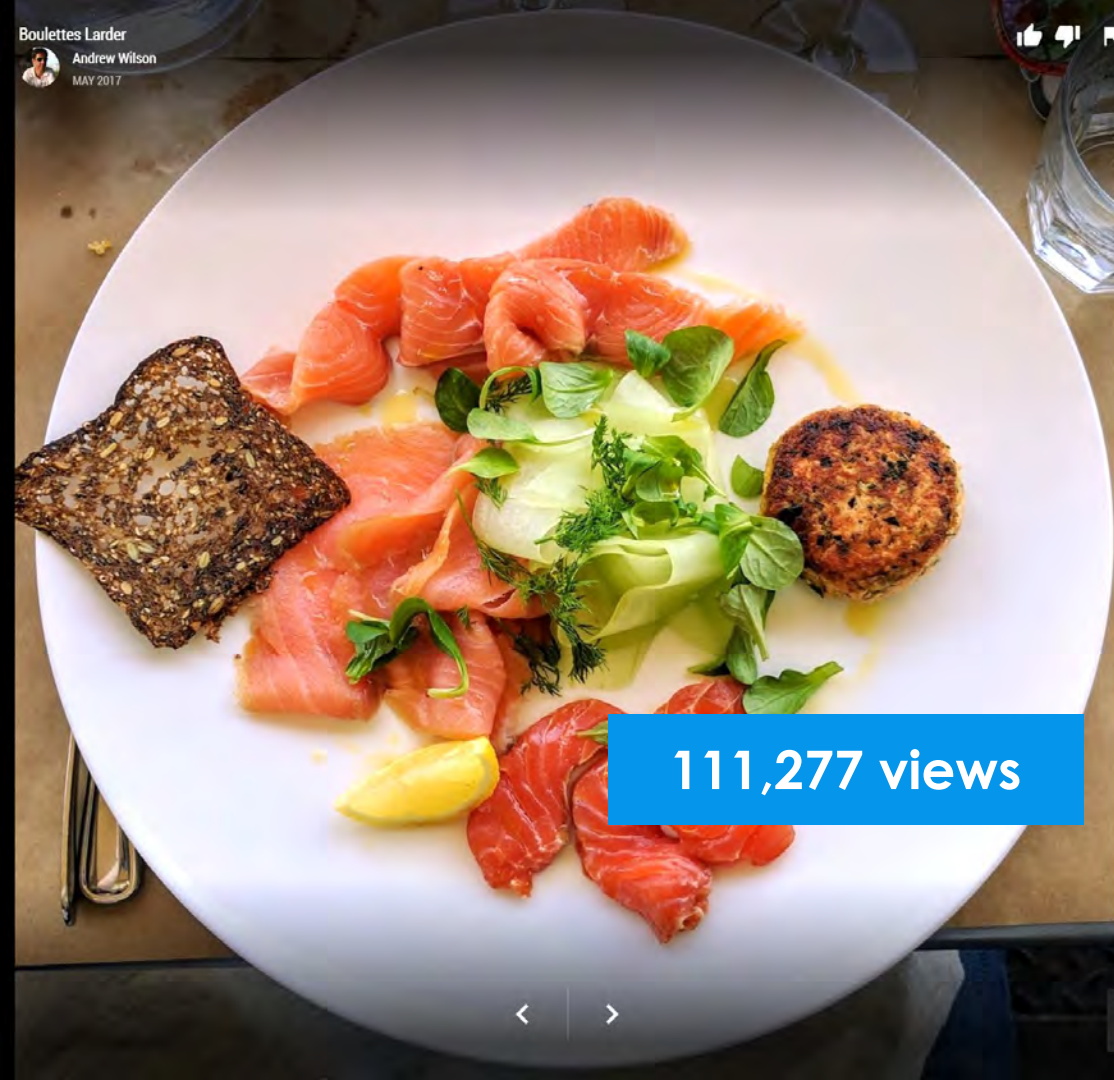
Customers want to know what things look like right now, they're looking for reassurance - yes, this place is open, yes it's safe, etc.



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



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



111,277 views



10,757 views



Photo Best Practices

- Only upload photos **you created or own** the complete rights to.
- Upload **at least 4K** images (3840x2160).
- **Don't use filters** - limit your edits to brightness, color, contrast & saturation.
- **Avoid seasonal images**, unless that's relevant to the location you're shooting.





Photo Best Practices

- Keep your vertical and **horizontal lines** as **straight** as possible.
- Shoot **mostly horizontal images** - the products make much better use of them than portrait images.
- Interiors **without people** are preferred to those with people. Avoid identifiable faces & PII, or have release forms.

Top Performer Secrets



**Flag poor quality & irrelevant
images for removal**

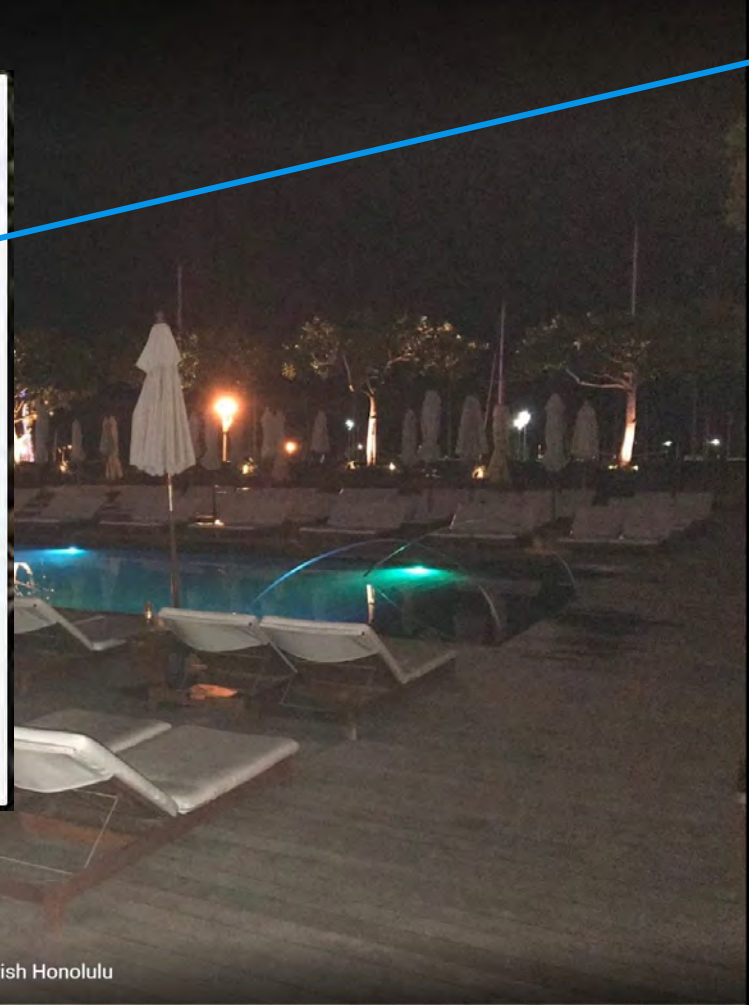


What's wrong with this content?

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

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

CANCEL REPORT



Ravish Honolulu

Top Performer Secrets



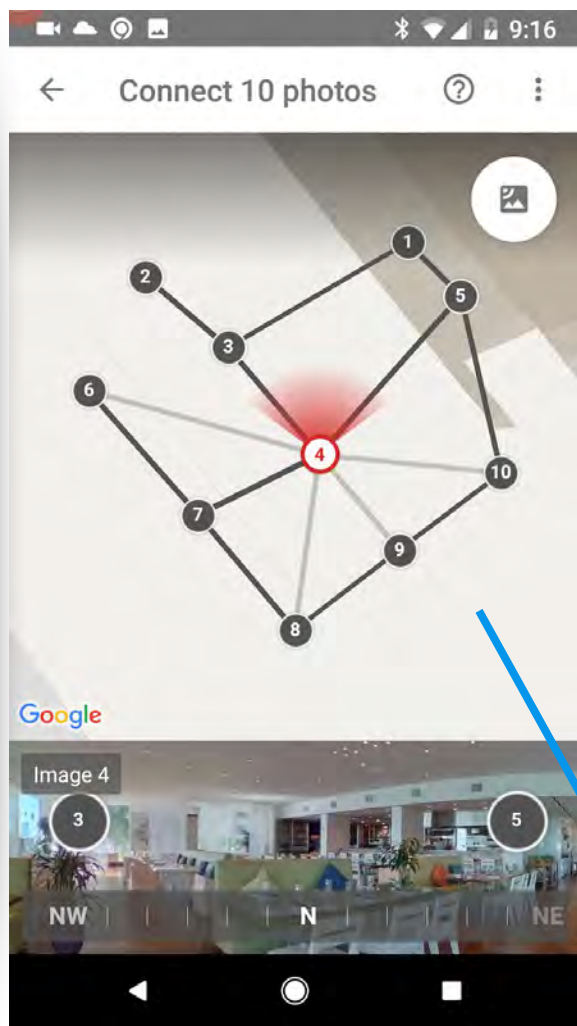
**Use 360s and Virtual Tours To
Attract Customers**



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

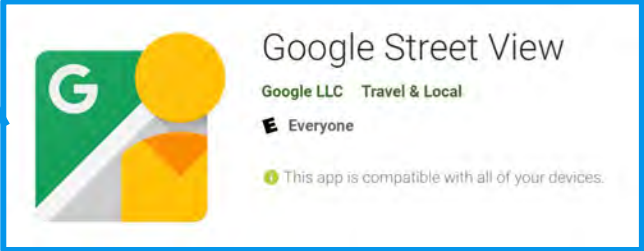


Especially true in 2020!



Free App

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





Ricoh Theta V (About \$400)

Ashford Ave

San Juan

Google

Street View - Mar 2016



Google

Anzac Ave

Auckland

Google, Inc.

Street View - Oct 2017

WASTE
ational Waste Limited



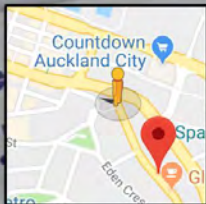
cent tubes. Do you?



D RECYCLING
tubes • Batteries
(e-waste)

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

AUCKLAND WELLINGTON
CHRISTCHURCH DUNEDIN



Google

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

Insights Tab

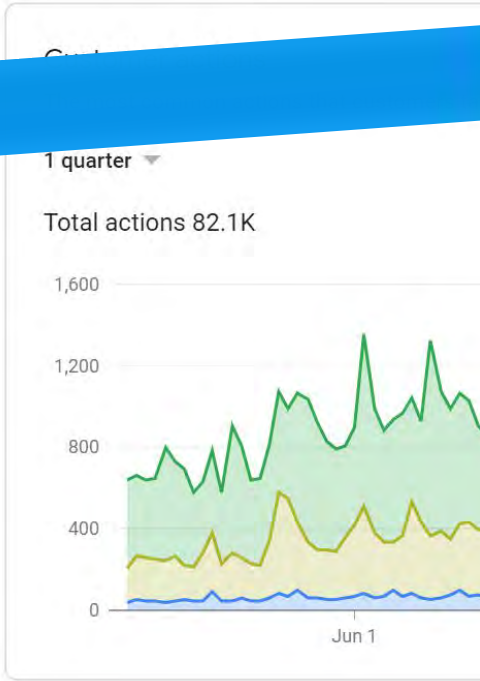


Measuring Exposure & Engagement

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

Create an ad

- Manage locations
- Settings
- Support

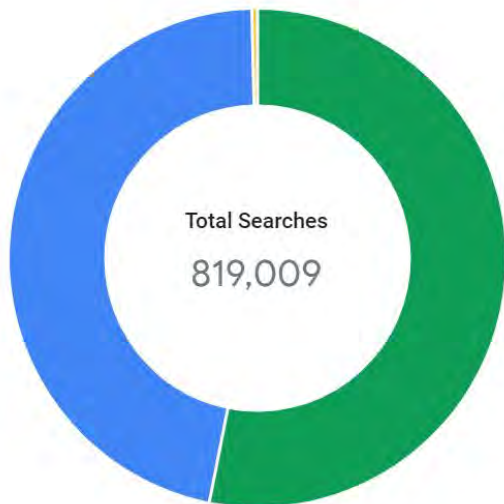


insights reporting tracks customer exposures and engagement **inside Google's platform** - you can't get these numbers anywhere else.

- 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](#)

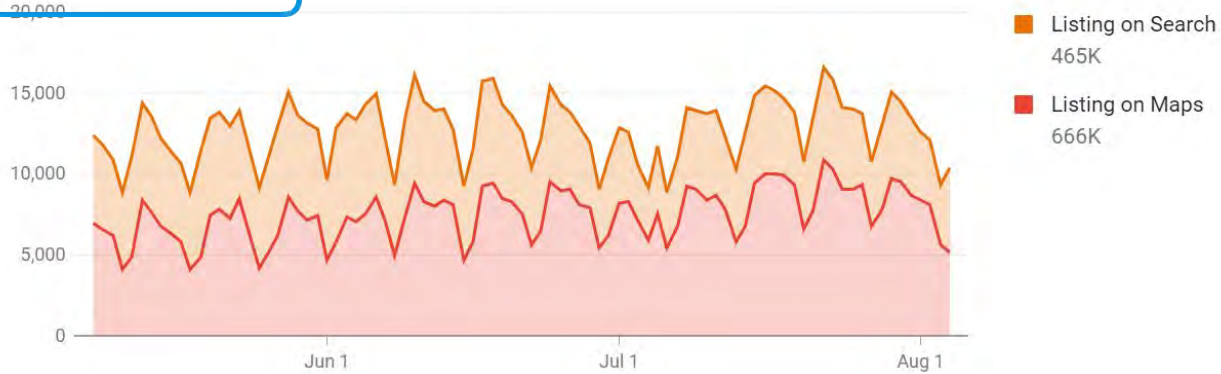
Audit Benchmark: 45% direct, and 55% discovery



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

Where customers view your business on Google
 The Google services that customers use to find your business

1 quarter
 Total views 1.13M



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

- Settings
- Support



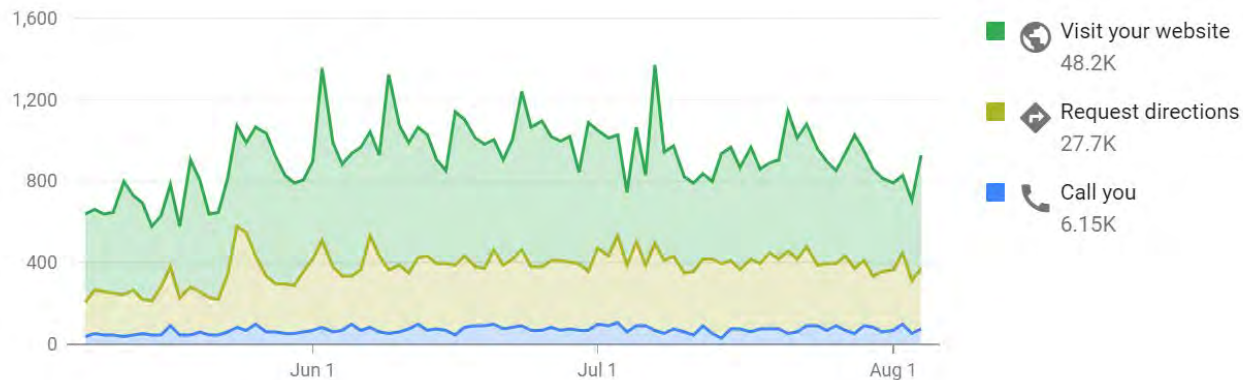
- Home
- Info
- Insights**
- Reviews
- Messaging
- Photos
- Services
- Website
- Users
- Create an ad

Customer actions

The most common actions that customers take on your listing

1 quarter

Total actions 82.1K



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

- Settings
- Support

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

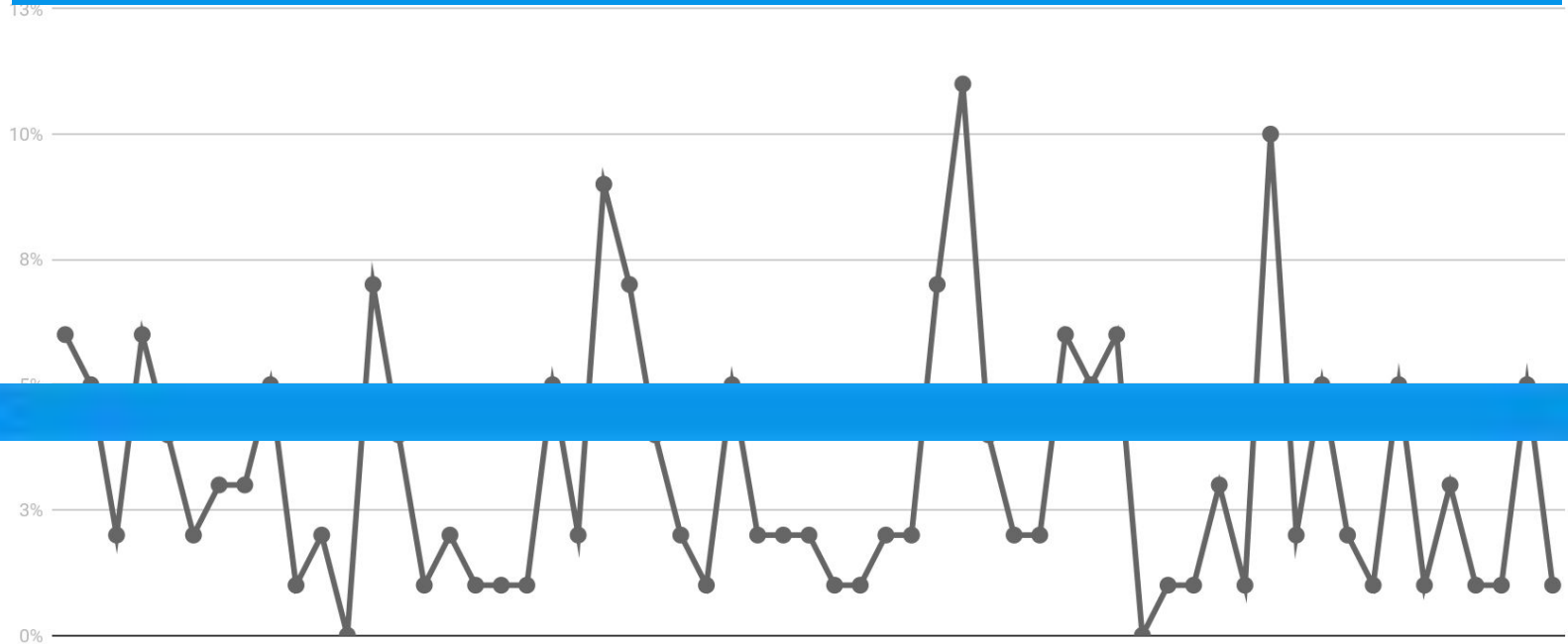
Where customers view your business on Google

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
	<10



Good indicator of intent!

- Settings
- Support



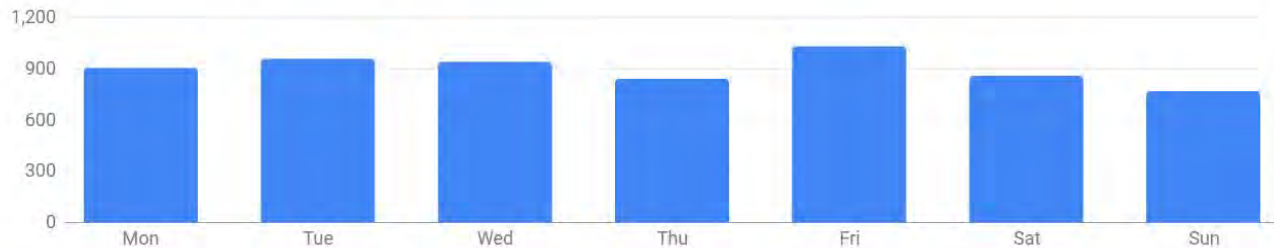
- Home
- Info
- Insights**
- Reviews
- Messaging
- Photos
- Services
- Website
- Users

Phone calls

When and how many times customers call your business

Day of week 1 quarter

Total calls 6.26K



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

Plan staffing and marketing

- Settings
- Support

Report

How customers search for your business

1 Quarter

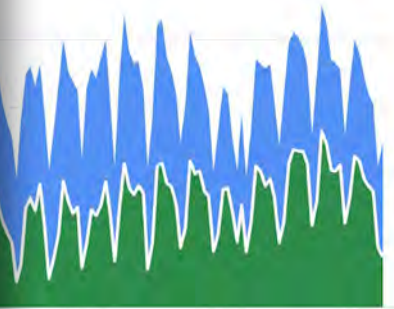


Direct
Customers who find your listing

Report

Total views 1.13M

Tap chart for more info

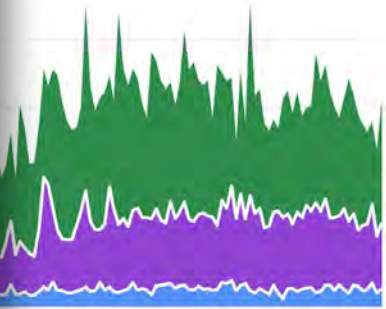


Jun 1 Jul 1 Aug 1

Report

Total actions 2.24M

Tap chart for more info



Jun 1 Jul 1 Aug 1

Visit website 48.2K actions

27.7K

6.15K

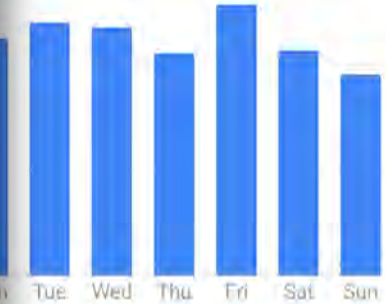
Report

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 Google Analytics Insights to track or collect personally identifiable information of any users. Values are approximate and only significant values may be

These reports are all available in the app

Customers who find your listing



Home

Info

Insights

Reviews

Messaging

Photos

Services

Website

Users

Create an ad

Manage locations

Settings

Support

(Web Version Only)

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

The most popular queries for your business by unique users

1 quarter

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

Home

Info

Insights

Reviews

Messaging

Photos

Services

Website

Users

Create an ad

Manage locations

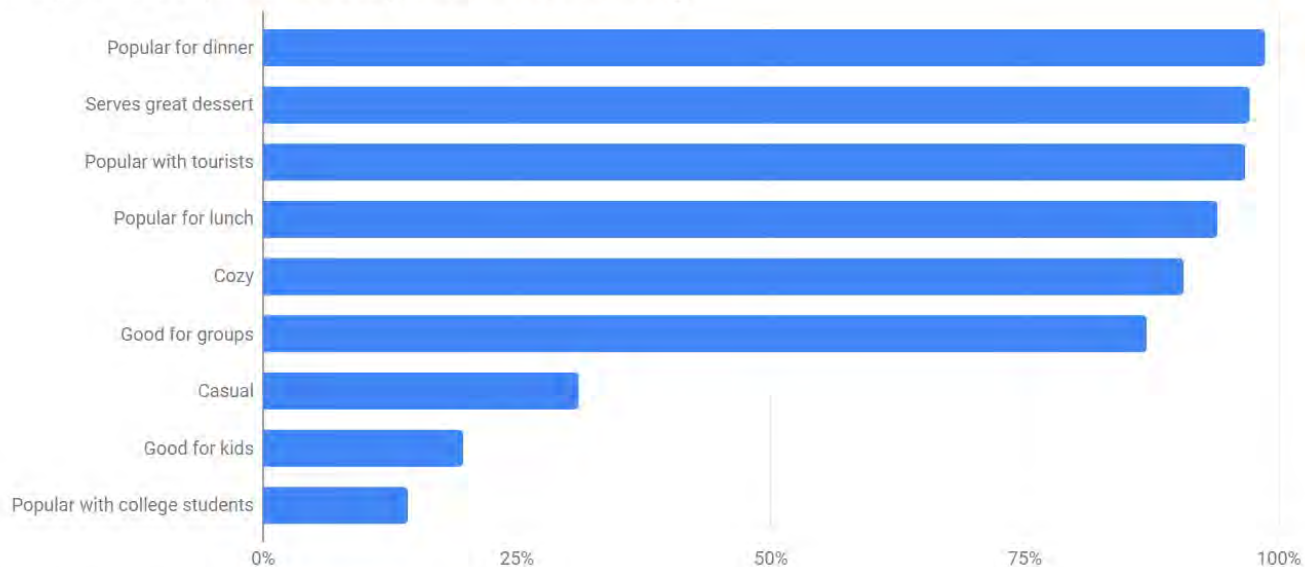
Settings

Support

(Web Version Only)

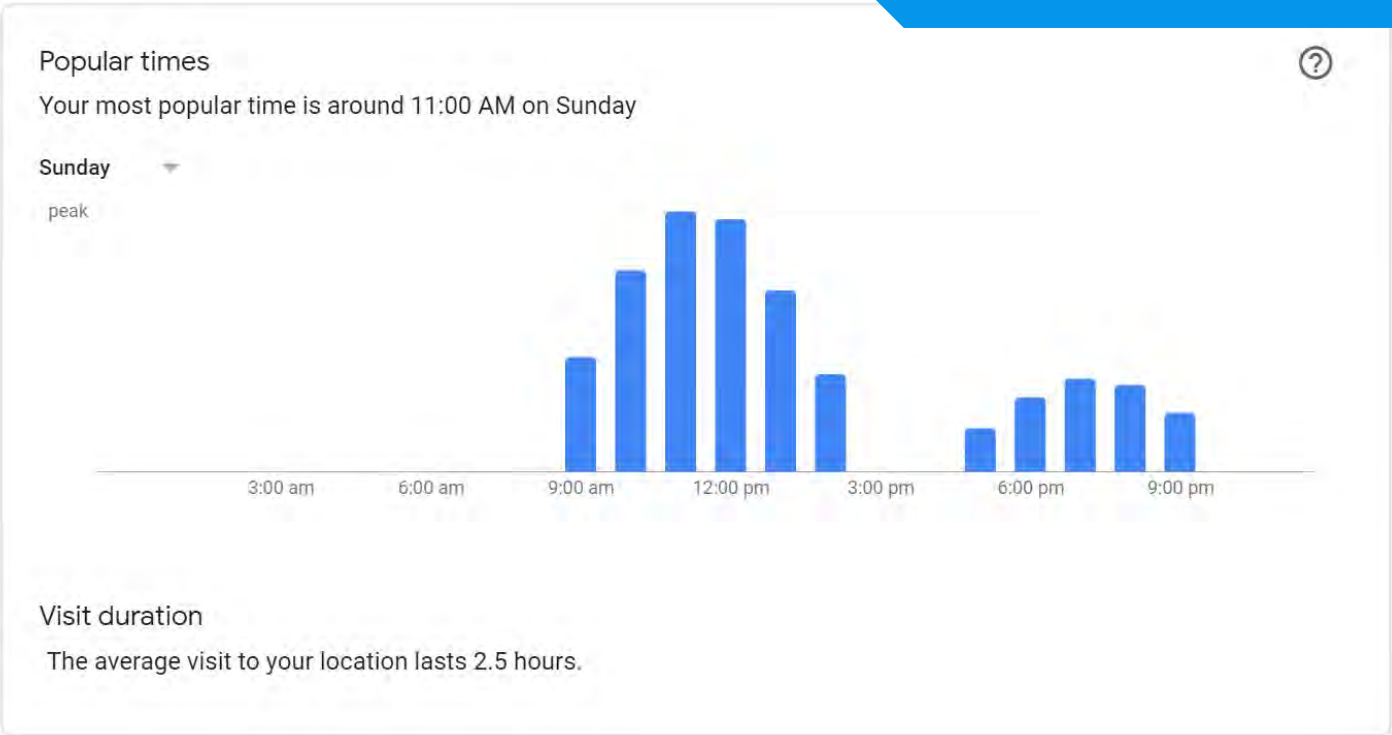
What your business is known for

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



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

(Web Version Only)



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



! NEW Insights Formatting

← 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

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



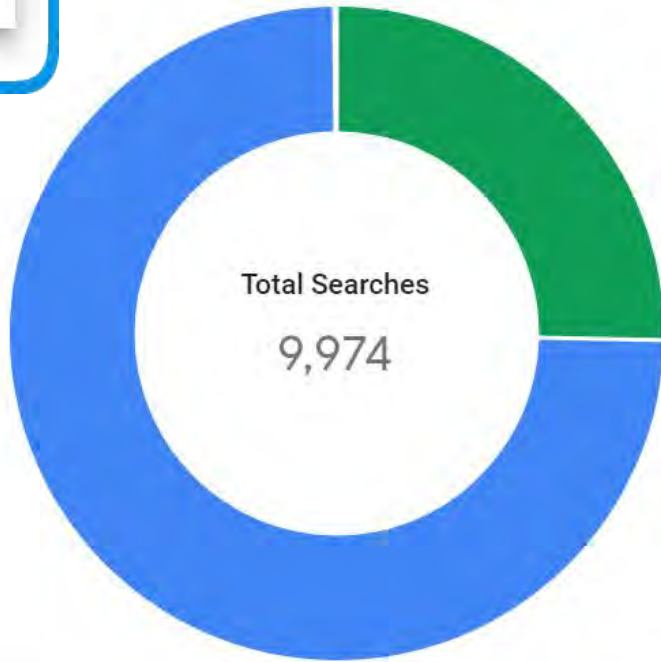
Download Historical Insights

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

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

iSITE Benchmark: **137/Day**

Map Views/Month

Total searches for all tracked iSITE Visitor Centers By Month.

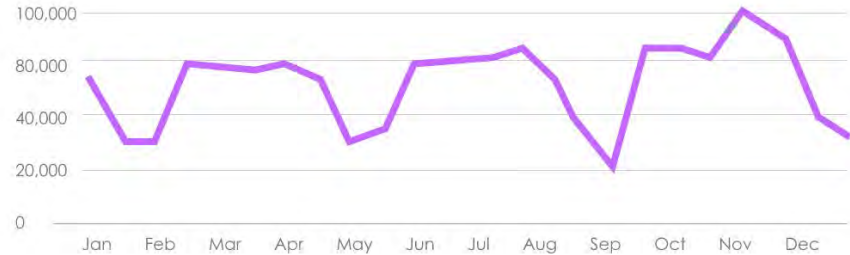
Monthly Average: **75,223**

Daily Average: **2507**

iSITE Benchmark: **250/Day**

Ratings/Reviews

Average rating and total reviews for all tracked iSITE Visitor Centers



4.4 (3,812)

6,820/23,450

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

Manage locations

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

Manage locations

Create location group

Locations 4 locations 100% published

1 location selected

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

Rows per page: 10

Actions

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

Download Historical Insights (Web Only)

Reports can only be created for verified listings.

Local reports



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



Discovery insights

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



Photos

See how often photos of your listings are viewed.



Phone calls

See how often customers call the business from your listings.

Cancel

Next

Local reports



Discovery insights

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

Timeframe

Customized range

Start date

8/11/18

End date

8/17/18

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

Cancel

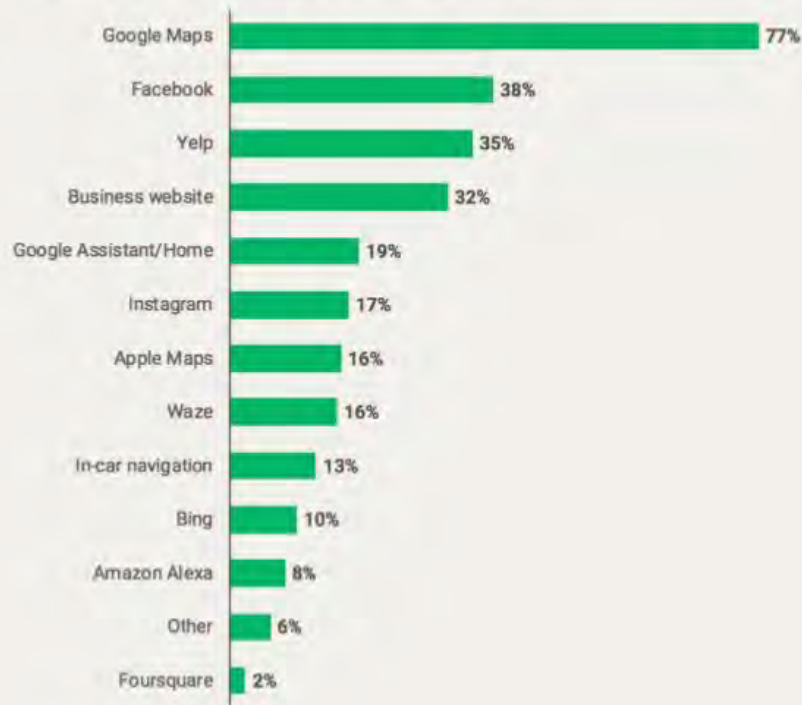
Download Report

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>



Suggested Goal
Connect with customers.

- Bay Bakery
Food Truck
- Overview
- Goals
- Saved
- Preferences

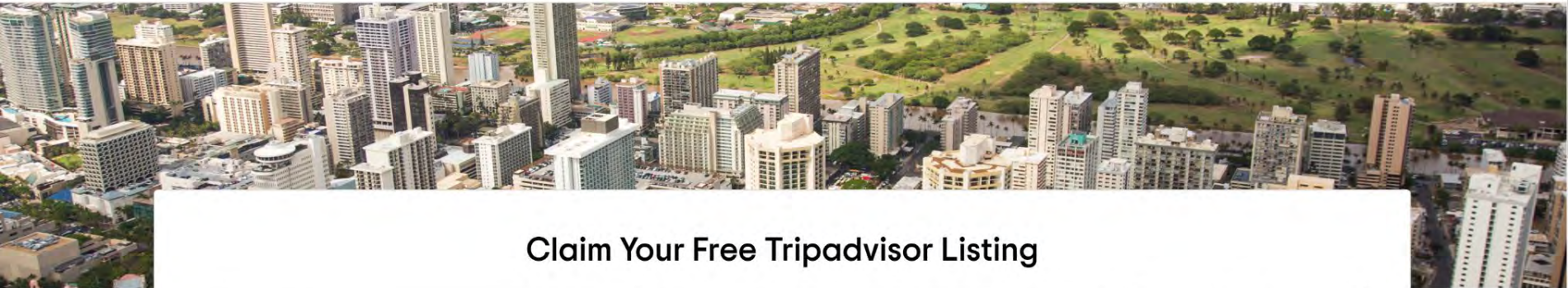
Personalized Marketing Plan

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

facebook.com/business

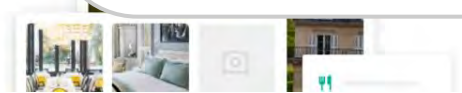


Claim Your Free Tripadvisor Listing

Search

Grow your business with free tools from Tripadvisor

[tripadvisor.co.nz/Owners](https://www.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
@KIFLESWINGSHARE    

KEY POINTS

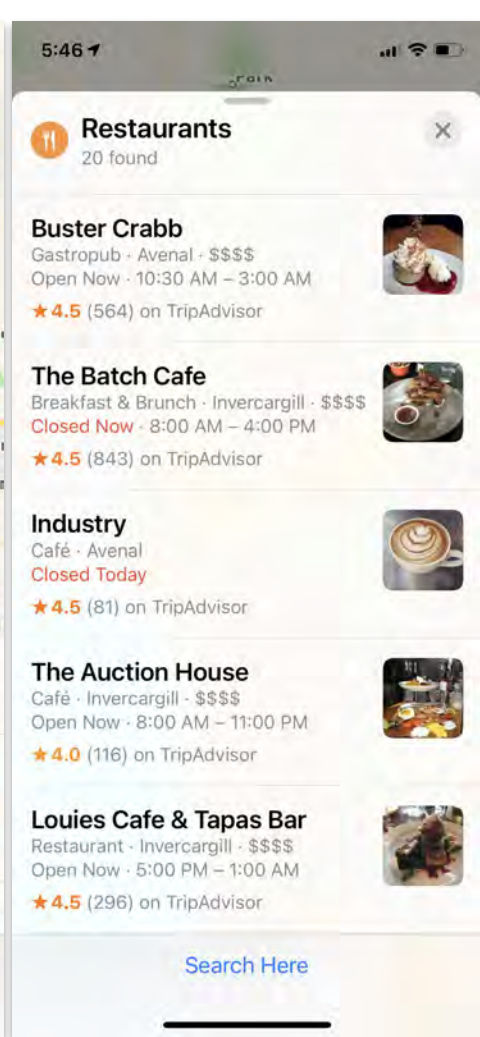
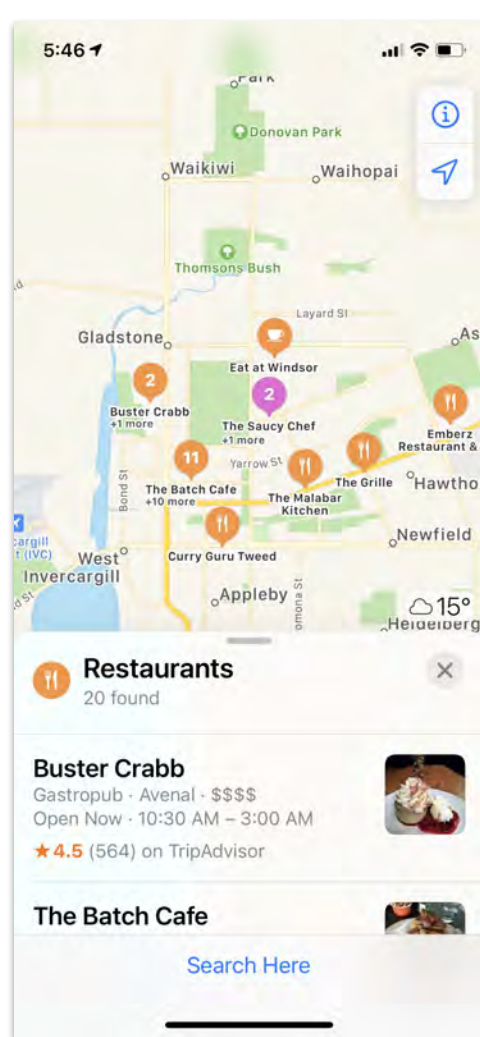
- Apple announced on Thursday that it had completed deployment of its new and improved maps software in the United States.
- Users of the Maps app on iPhones now see more detailed roads, buildings, parks and other landmarks when looking at maps in the United States.
- Apple said it invested “billions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

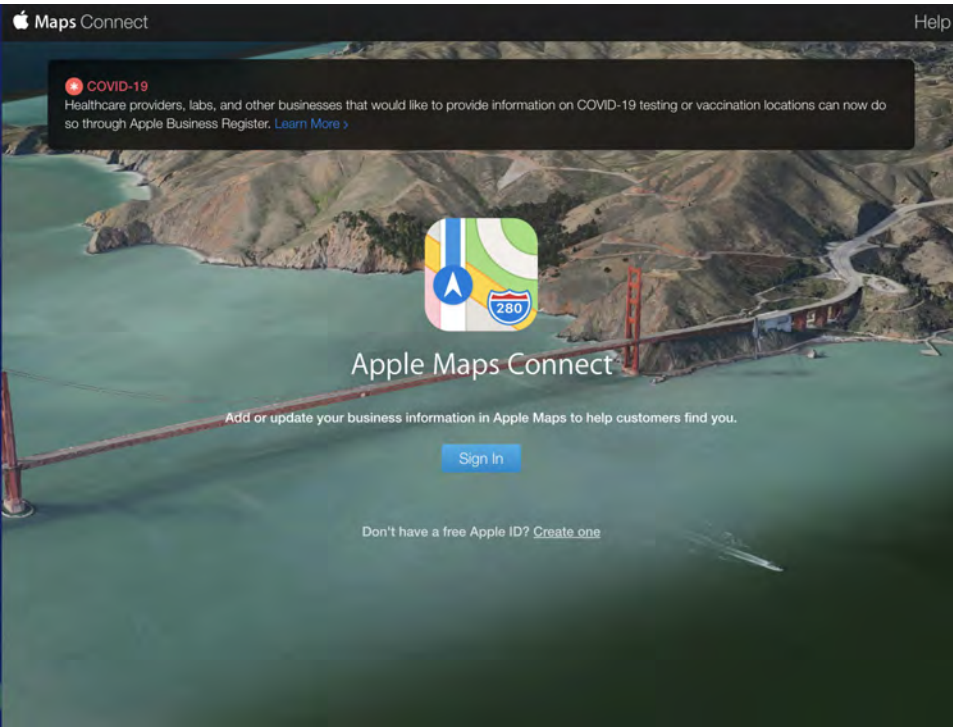
Apple have made huge investments in improving their Maps in 2020

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? ↗](#)

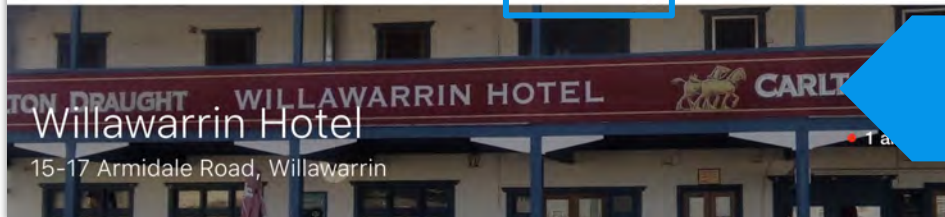
[Do not have an Apple ID? Create yours now. ↗](#)

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](#)

©2014 Apple Inc. TripAdvisor

miles
PARTNERSHIP

Willawarrin Hotel

15-17 Armidale Road, Willawarrin

Information

Place name

Willawarrin Hotel

Phone

+61 2 6567 1205

Apple Pay ⓘ

Accepted

Edit



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

Address

15-17 Armidale Road
Willawarrin NSW 2440

Map



Edit

Claiming

Sign in to

Apple ID

Remember me

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

[Do not have an Apple ID?](#)

Search



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



Claim this place

Claiming

My places + Add place



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



Maps

Claim this place

Update Info

Willawarrin Hotel

Open hours

Sunday Open 24 hours 10:00 AM — 10:00 PM
 Monday Open 24 hours 11:00 AM — 12:00 AM
 Tuesday Open 24 hours 11:00 AM — 12:00 AM
 Wednesday Open 24 hours 11:00 AM — 12:00 AM
 Thursday Open 24 hours 10:00 AM — 12:00 AM
 Friday Open 24 hours
 Saturday Open 24 hours

Add category

Primary category: Bar Pub
 Alternative categories: Restaurant Pub Food, Bar Hotel Bar, Bistro, Restaurant, Restaurant

Web links

Web links will be used to validate the place and help you get more reviews.

Website:
 Facebook:
 Official app:

Cancel Next

Thank you!

Yes,
A panda made
this.



Links available here:

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