



### Paddles Restaurant

4.7 ★★★★★ 170 reviews  
Restaurant



Directions



Save



Nearby



Send to your  
phone



Share

✓ Dine-in · ✓ Takeaway



Beach Rd, Apia, Samoa



Open now: 5–10:30pm



+685 21819



569R+X6 Apia, Samoa



Claim this business



Add a label

# 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.*



Claim this business

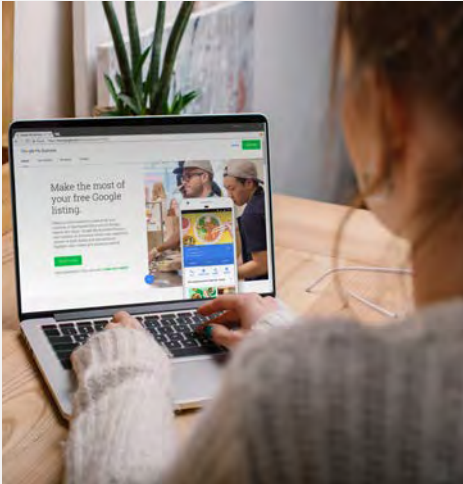


# Verification Codes How To

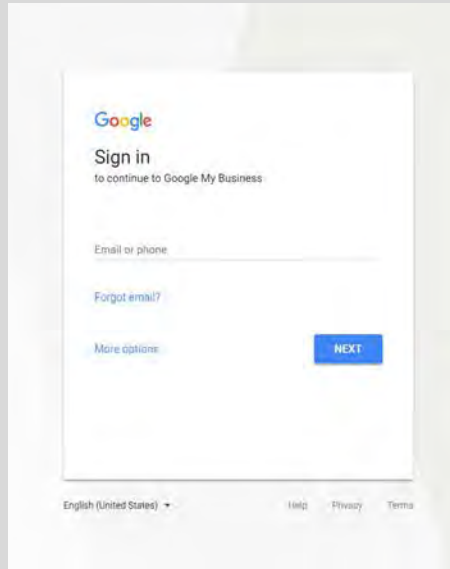
[business.google.com/create/pvp](https://business.google.com/create/pvp)

Start with this link:

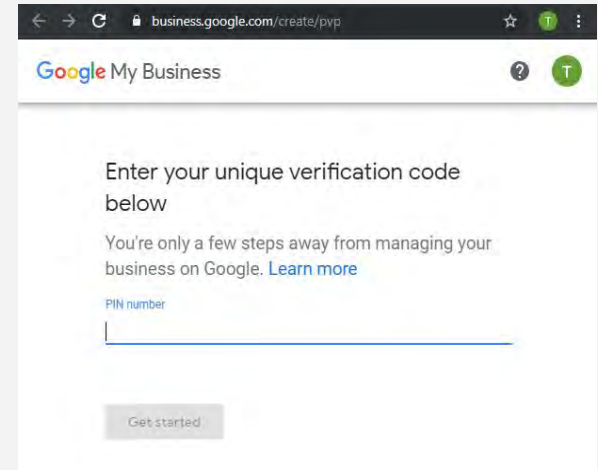
<https://business.google.com/create/pvp>



Sign in with account which will  
“own” the listing.



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



# Uncovering the **Secrets**

## **Of the Most Successful Business Profiles Online**

A best-practices workshop to improve your business positioning

*Beautiful*  
**SAMOA**

**miles**  
PARTNERSHIP



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

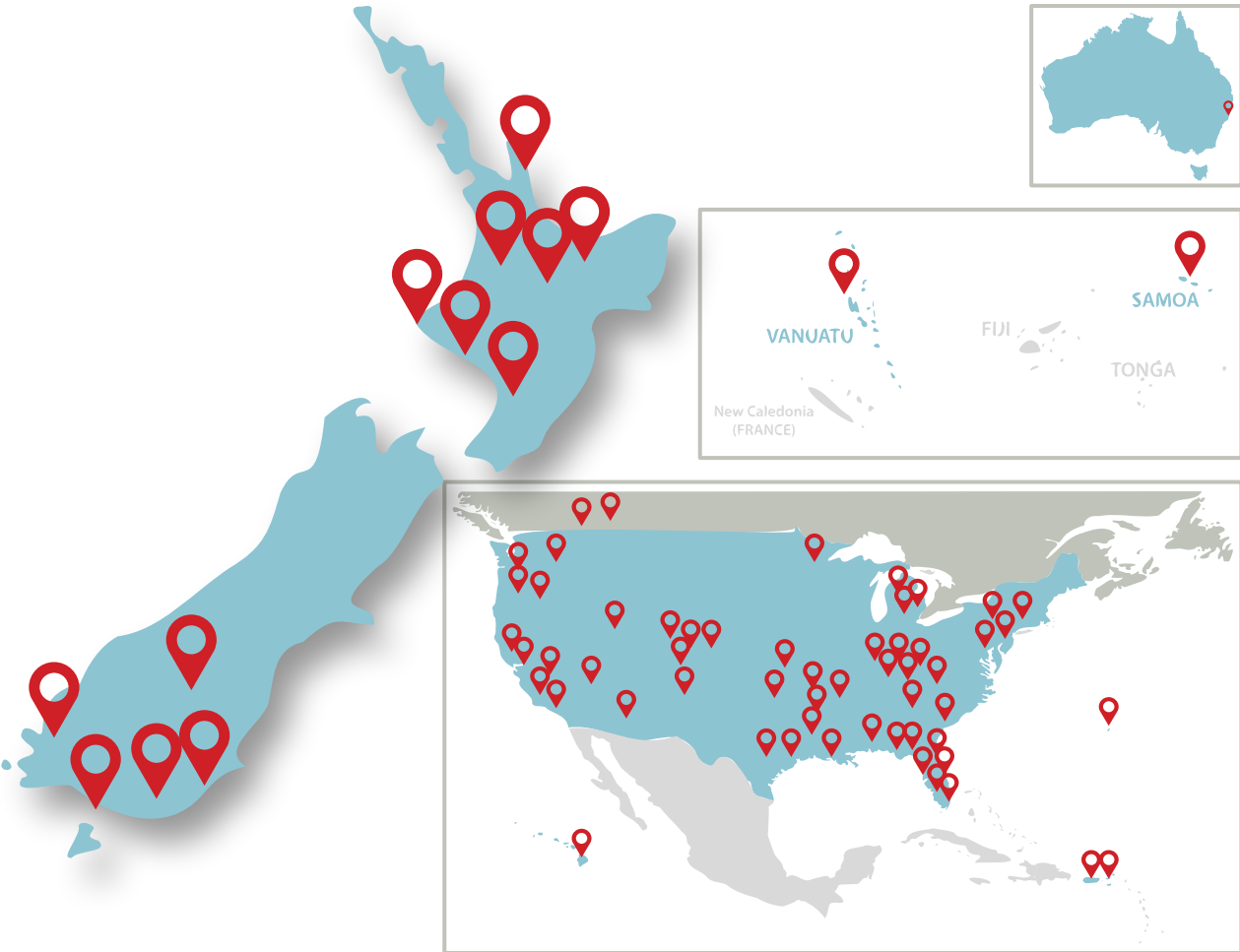


**C.A. Clark**  
GM Auckland Office



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



# Programme overview



*Beautiful*  
**SAMOA**

# Destination Optimisation & Operator Digital Capability



Audit & Analysis



Education & Training



Content Capture



Support

**Four program components** to help Samoa Tourism **understand, maximise** and **measure** their digital marketing exposure.



## Audit & Analysis

66%

Of business listings were  
**incomplete**

55%

Of incomplete listings are  
**missing a website**

33%

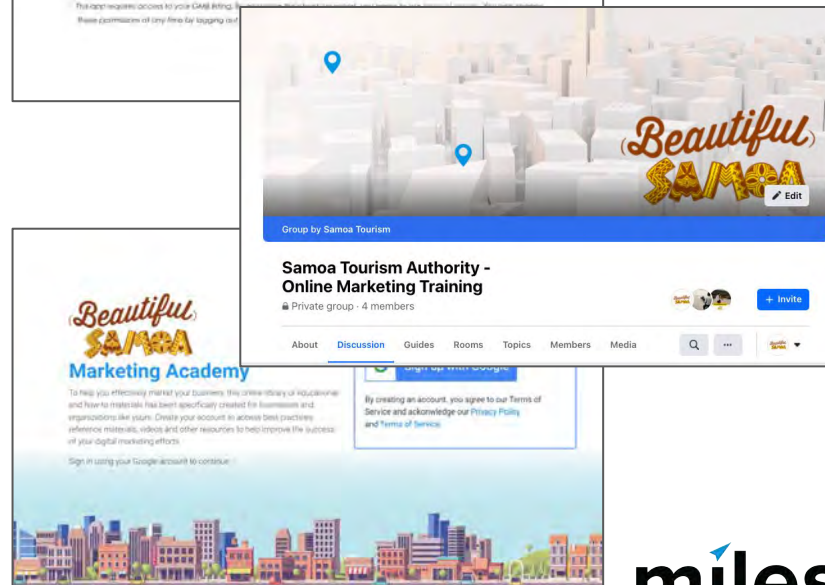
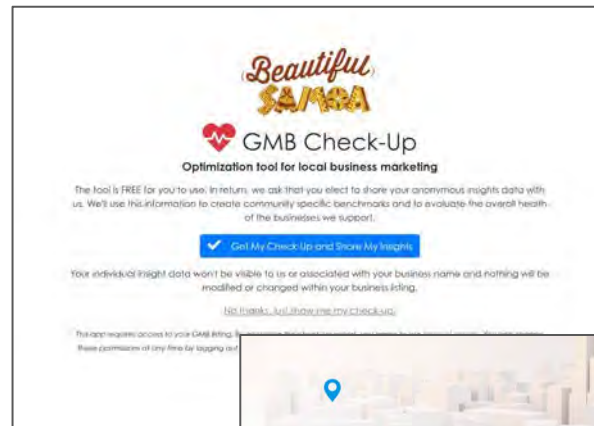
Of audited listings are **not**  
**on Google or Apple Maps**

22%

Only of business listings are  
**Verified**

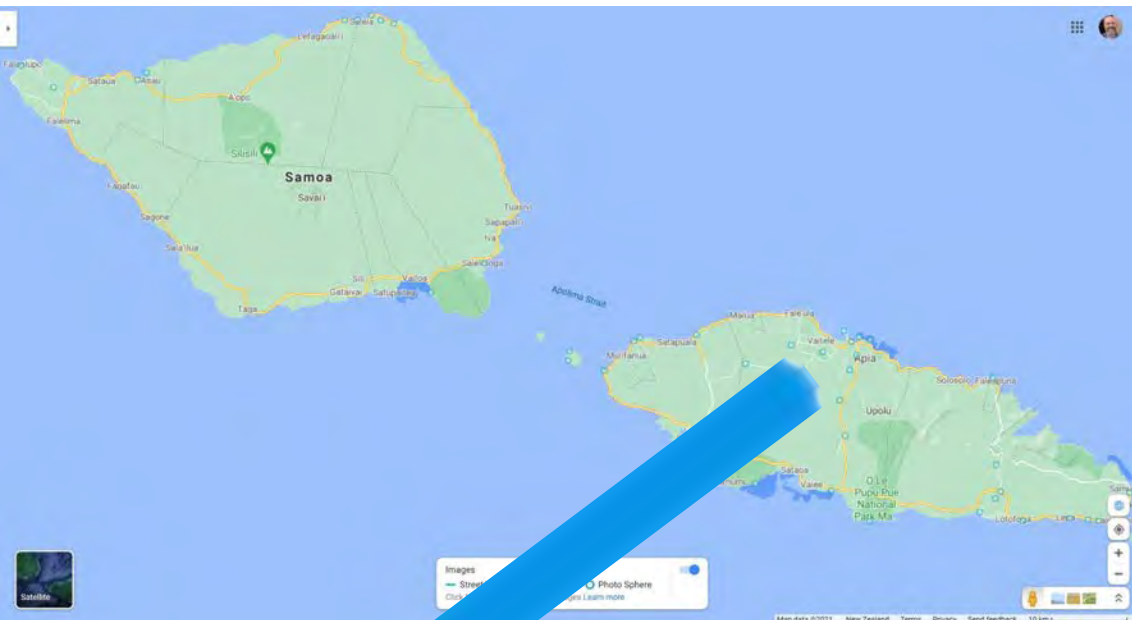


## Education & Training

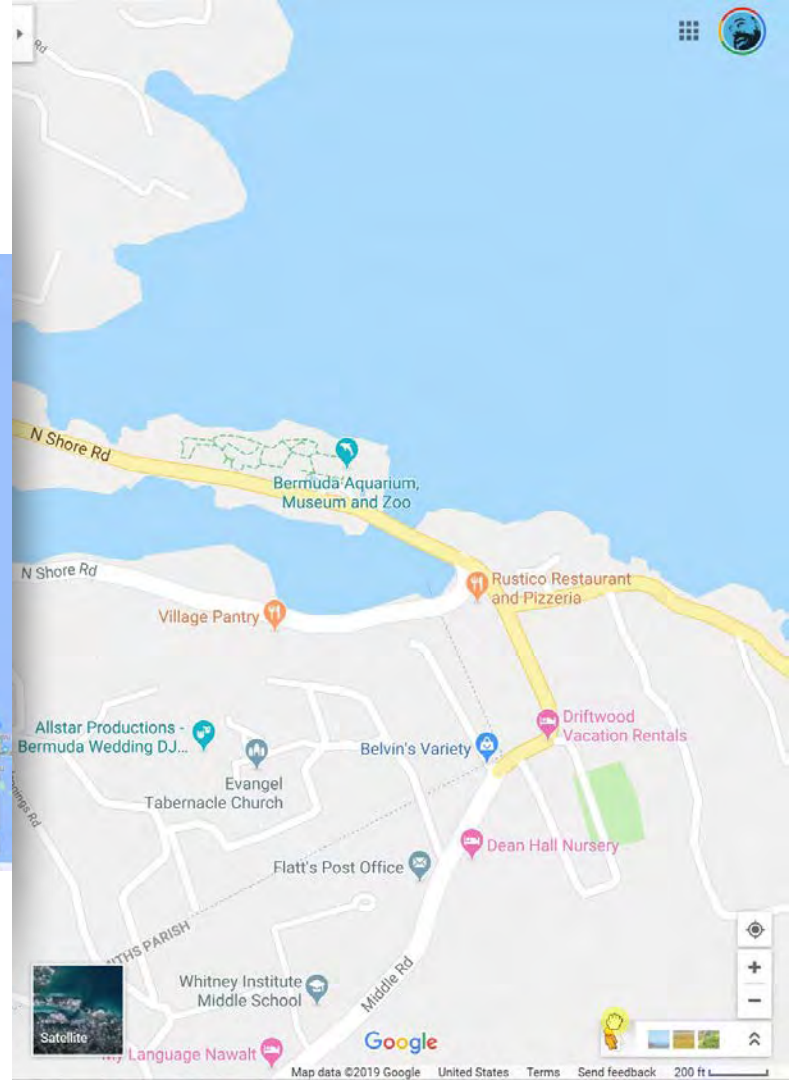




# Content Capture



No Google **Street View** in Samoa!



# Value of Street View

**Street View is important for its visual aspects** - helping potential visitors to discover and understand the destination prior to their trip...



...but it also provides tremendous additional value. Updating the **underlying map data layer** - adding **new roads**, removing closed roads, updating **road names**, changes to traffic flow, **improve directions, navigation and wayfinding** for all users.

## Benefitting:

- **Visitors**
- **Locals**
- **Business Owners**
- **Tourism**
- **Economic Development**



# Content Capture

Add layer + Share Preview

☒ 1 Day One - East Upolu

[Individual styles](#)

Approx 250 Km

☒ 2 Day Two - South Upolu

[Individual styles](#)

Approx 200 Km

☒ 3 Day Three - West Upolu

[Individual styles](#)

Approx 260 Km

☒ 4 Day Four - Apia

[Individual styles](#)

Approx 8 hours

☐ 5 Day Five - Loop Roads

☒ 6 Day Six - East Savai'i

[Individual styles](#)





# Support

## Ask A Question

### SUMMARY:

If you have a question or an issue you can't find the answer to, ask our support team! Make sure to include relevant information and URLs where appropriate so we can see the specifics.

#### Question Form

Your Name

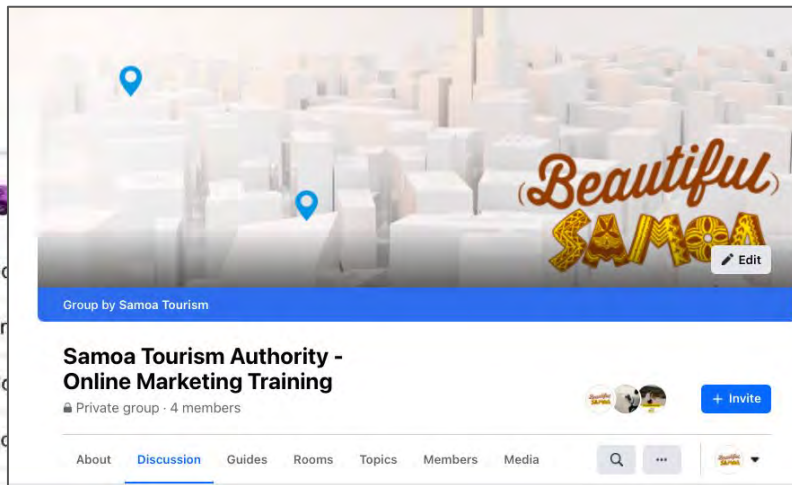
Business Name

Your Location

(City and State)

Contact Email

Your Question



Social Media

**STA Contact**  
**kristian@samoa.travel**

Glossary of Terms

The Rise of Gen Z: What Marketers  
Need to Know

**miles**  
PARTNERSHIP

Uncovering the Secrets of the Most  
Successful Business Profiles Online

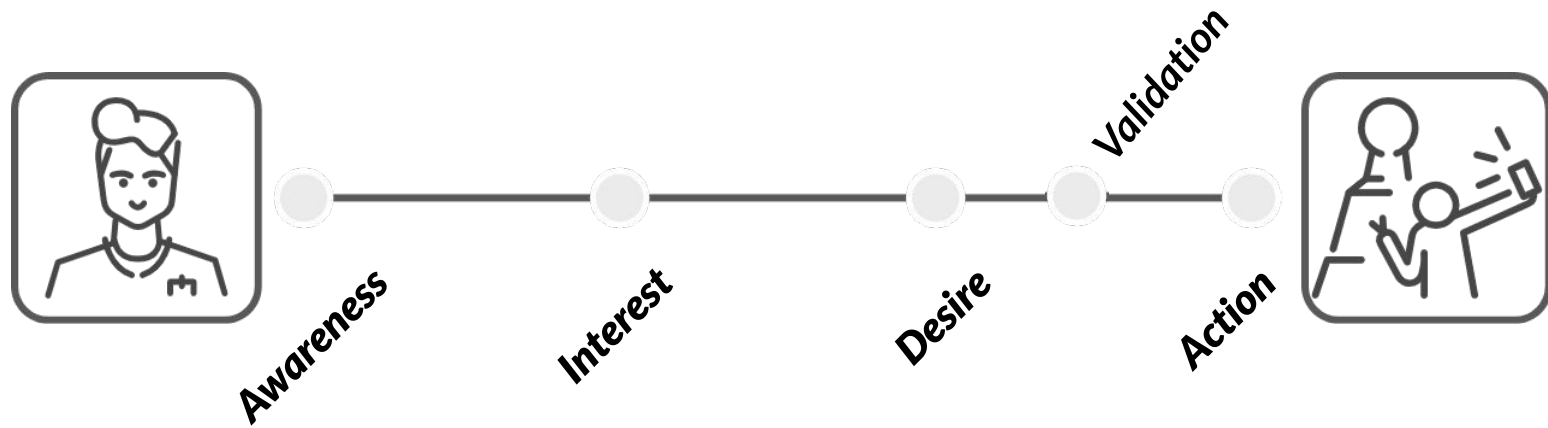
# Samoa Tourism Authority

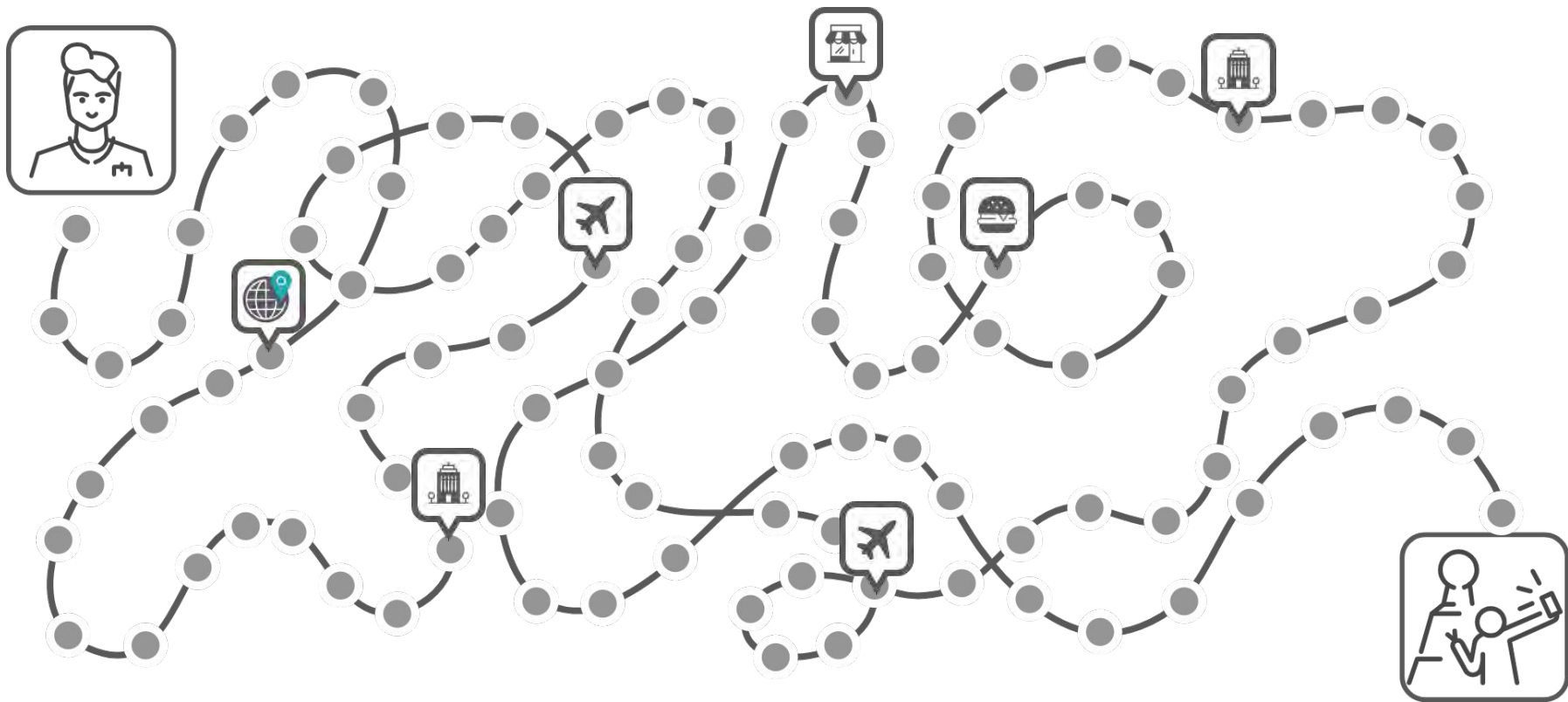


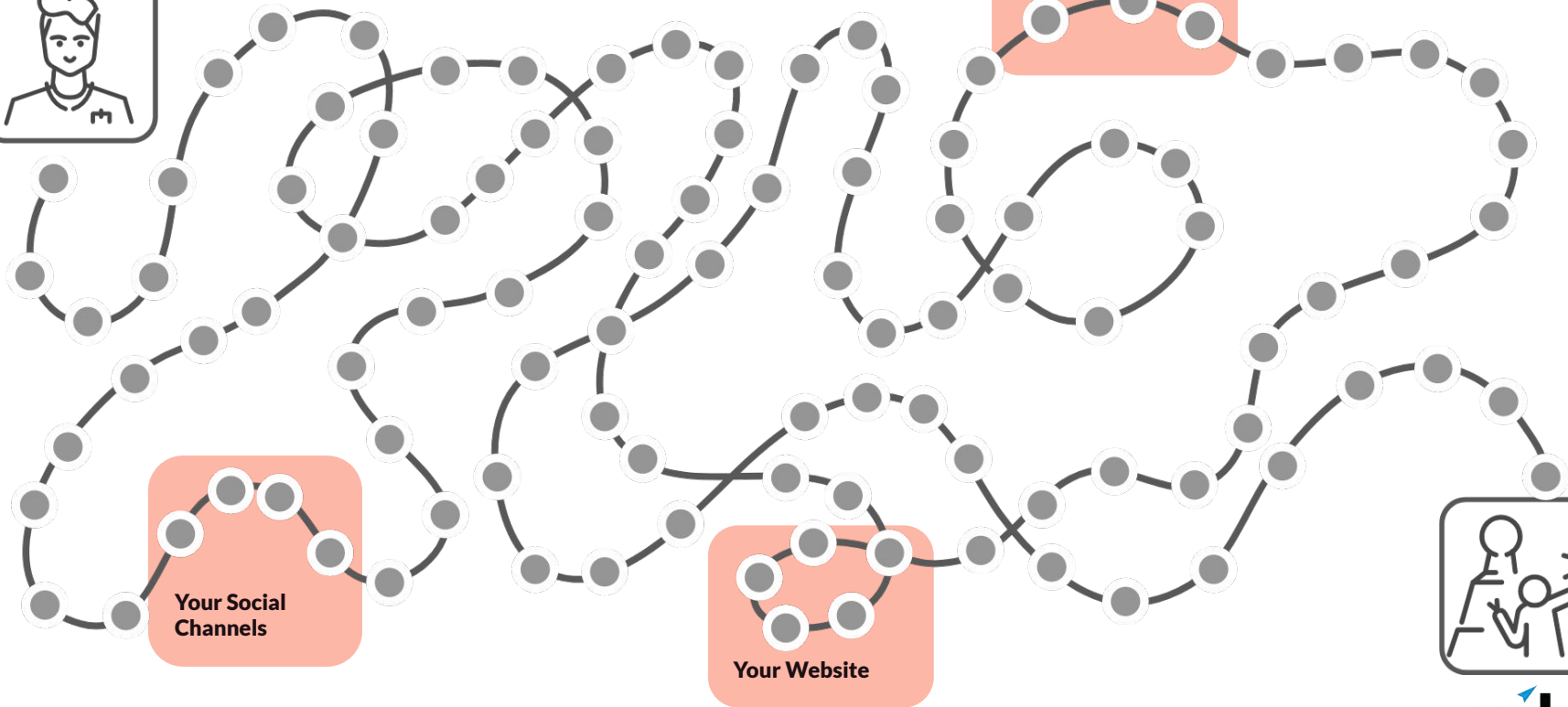
[milespartnership.co.nz/samoa-optimisation/](https://milespartnership.co.nz/samoa-optimisation/)

We're here to help you  
**maximise exposure and  
conversion**  
for your business online!

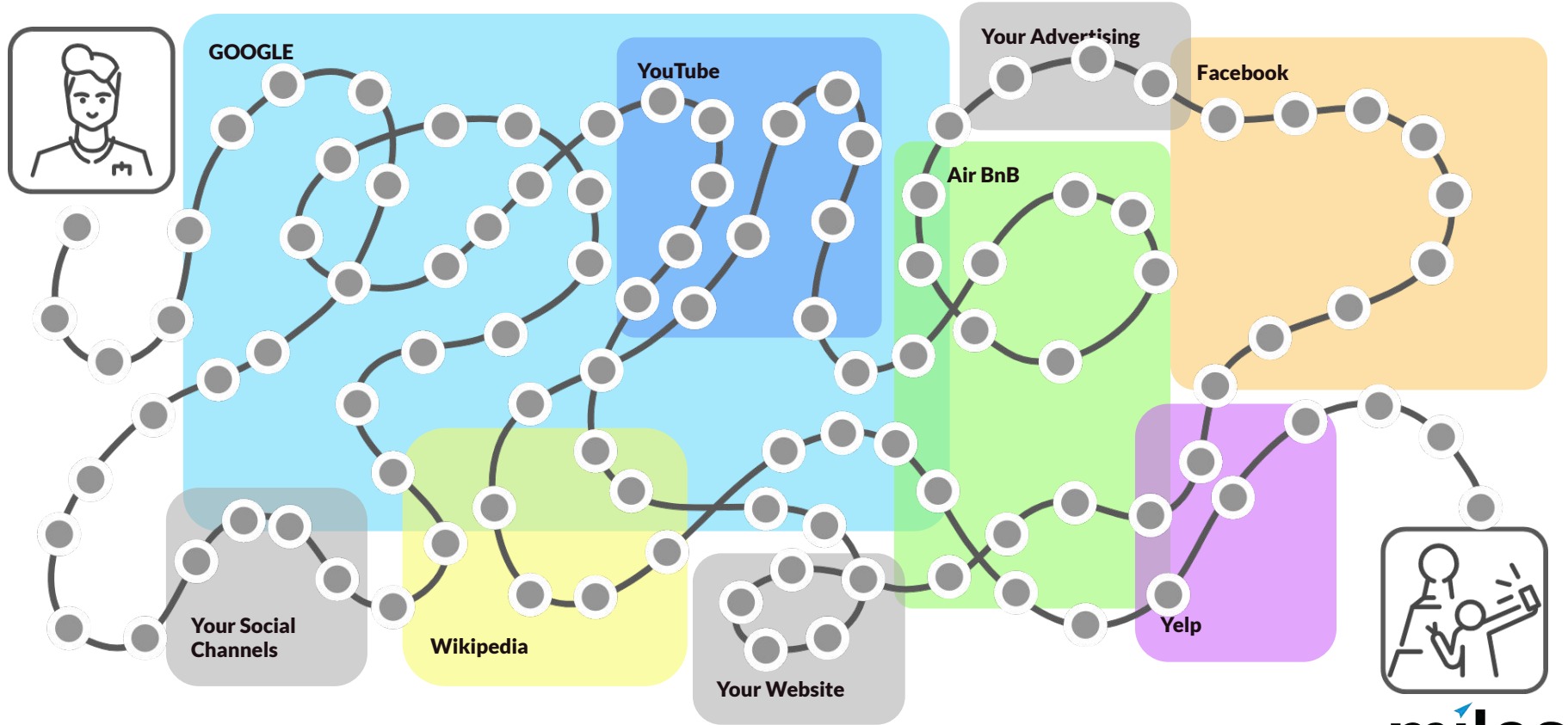
**How do consumers**  
research online?





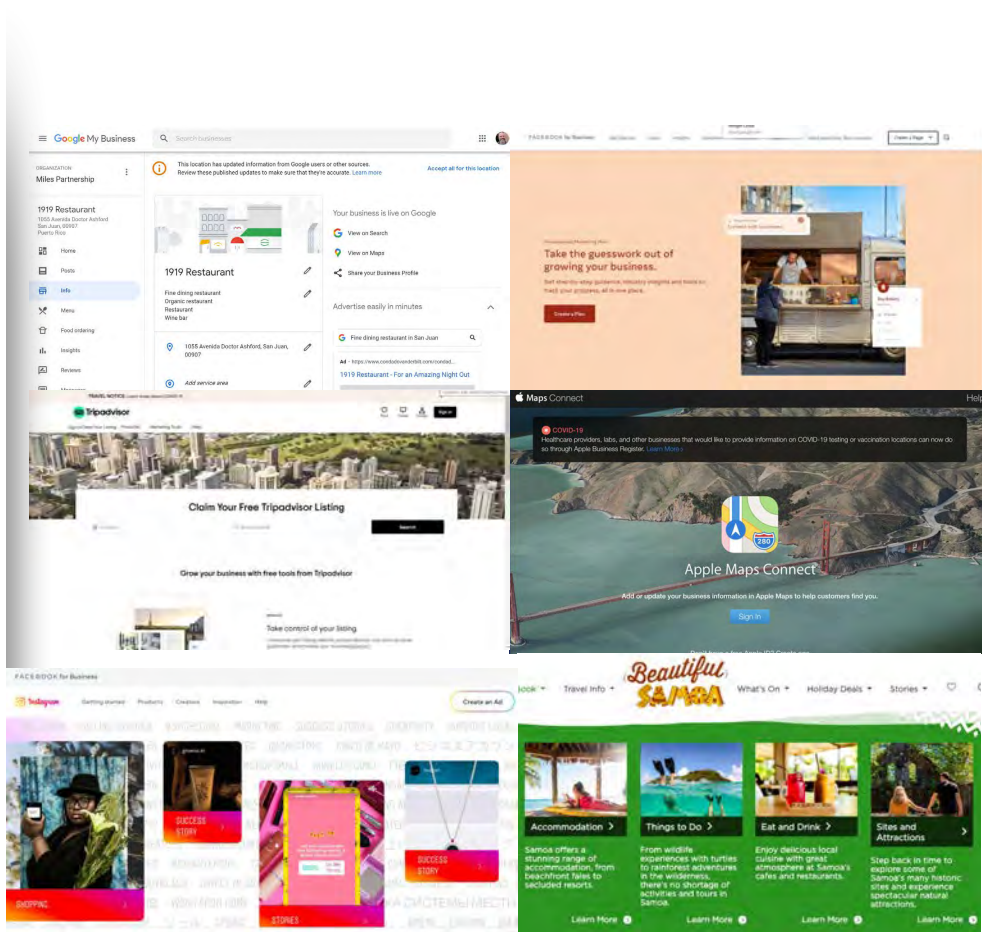


**miles**  
PARTNERSHIP

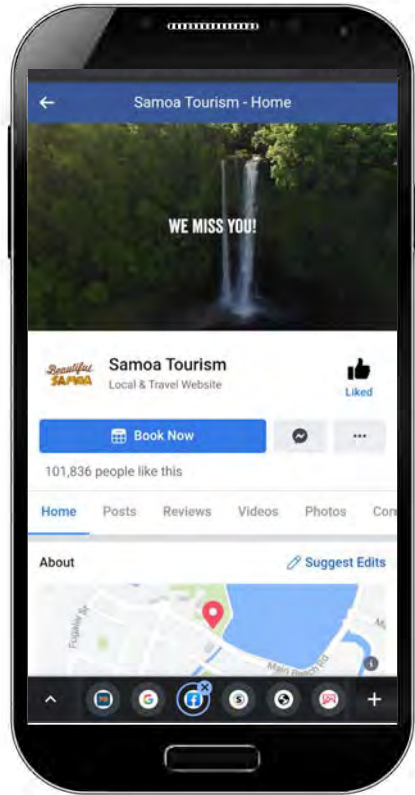


# Important sources of information about your business!

- ❑ Google My Business
- ❑ Facebook for Business
- ❑ Instagram for Business
- ❑ TripAdvisor
- ❑ Apple Maps
- ❑ Samoa.Travel
- ❑ Airbnb



# Facebook



- Facebook has more than **2.7 billion monthly active users** across mobile, desktop and app platforms
- **76%** of surveyed 18-34 year old travelers who are weekly users of Facebook **use Facebook for travel-related activities**

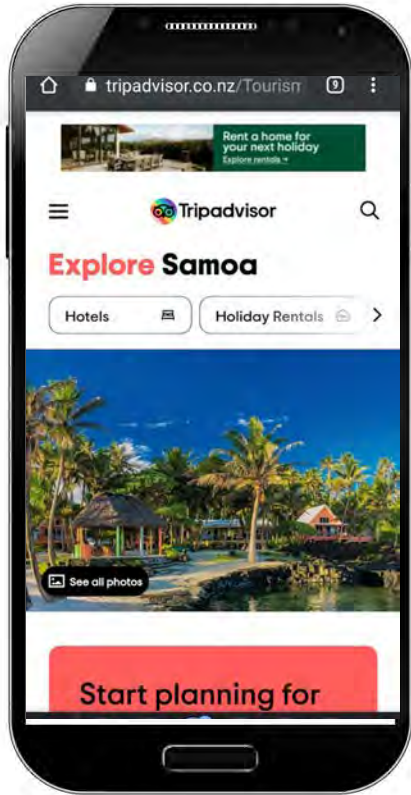
# Google & Google Maps



- The Maps product generates **3 billion direct connections** between businesses and users per month.  
(Google's Economic Impact data, 2019)
- **79% of consumers** who use navigation apps as part of leisure travel use Google Maps.  
(Skift Report, Deep Dive into Google, 2020)
- **67% of survey respondents** cited use of Maps' "Explore Nearby" feature as part of researching or booking a recent trip.

(Phocuswright, Travel Technology Survey, Q4 2019)

# Tripadvisor



- TripAdvisor has **463 million unique visitors monthly** across mobile, desktop and app platforms
- According to a customer survey in May 2020, have **spent up to five hours** in the last week planning their next trip post COVID-19
- 53% of respondents said they would **do more research** when planning their trip post COVID-19

# Covid Recovery

## The Post-Pandemic Traveler

### Travel for Health & Wellness

78%

of respondents indicate wanting to travel in 2021 to **relieve the stresses** from 2020

### Extended Stays

54%

of respondents say that the freedom and flexibility of being able to live and work while traveling the globe is more appealing now than it was prior to the pandemic.

### Privacy Focus

79%

of respondents said privacy was the most desirable luxury amenity

American Express Travel: Global Travel Trends Report

<https://www.americanexpress.com/en-us/travel/fine-hotels-resorts/get-inspired/global-travel-trends>

## The Post-Pandemic Traveler

### Lesser Known Destinations

69%

of respondents are interested  
in visiting lesser-known  
destinations

### Backing local business

77%

agree that they want to be  
more conscious about  
supporting small, local  
businesses while traveling

### Sustainability

68%

Of consumers agree they are  
trying to be more aware of  
sustainability-friendly travel  
brands to support

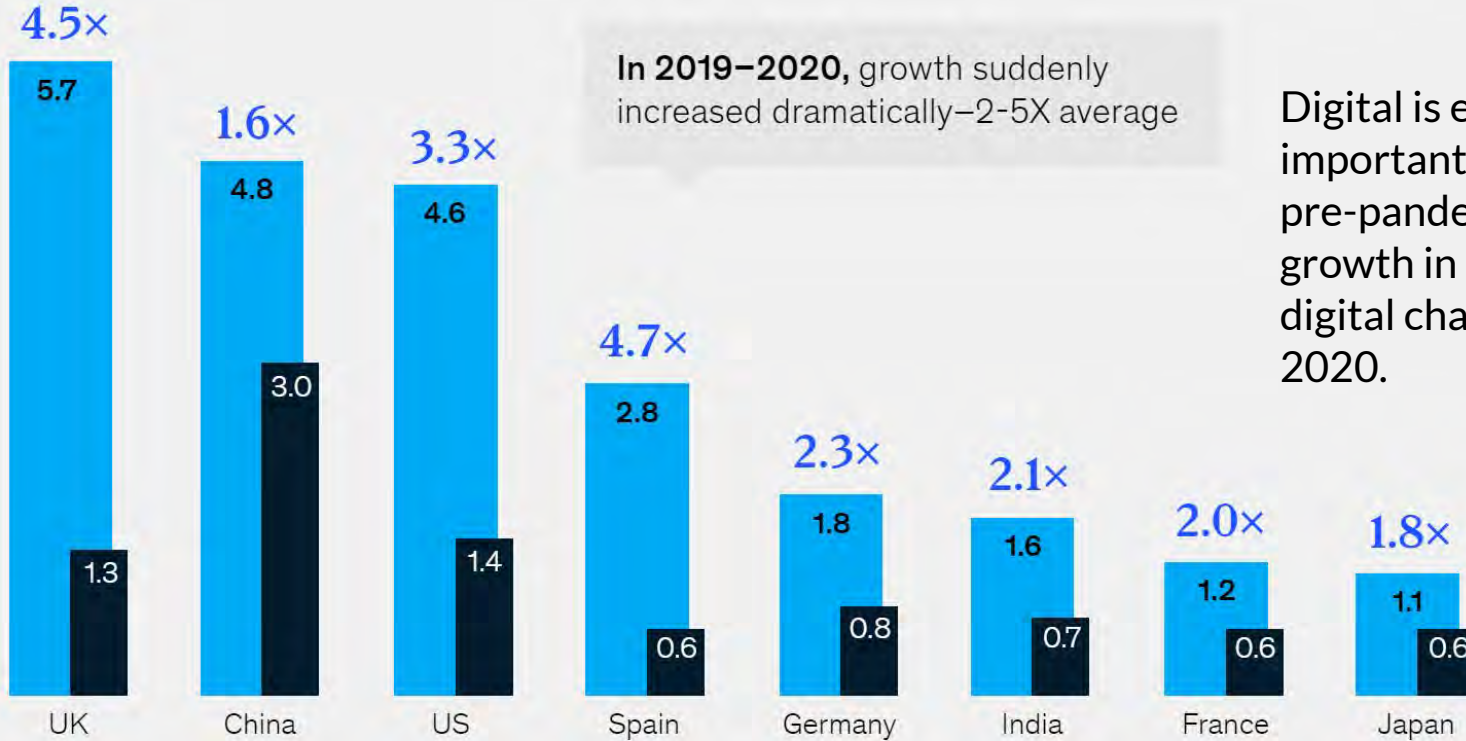
American Express Travel: Global Travel Trends Report

<https://www.americanexpress.com/en-us/travel/fine-hotels-resorts/get-inspired/global-travel-trends>

## The Post-Pandemic Traveler

In 2019–2020, growth suddenly increased dramatically—2-5X average

Digital is even more important now than it was pre-pandemic. Huge growth in e-commerce and digital channels during 2020.



Source: Euromonitor Passport; McKinsey Global Institute analysis

## Consumer Confidence

86%

of consumers say cleanliness will be very important **when selecting an accommodation** after COVID-19

82%

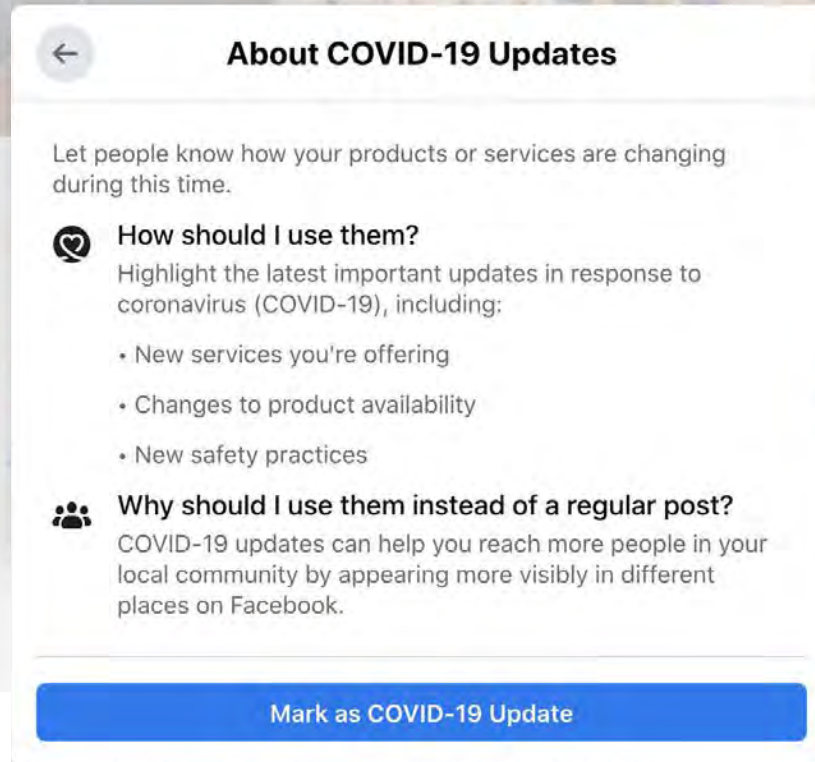
say that the disinfecting of high-contact surfaces will be a very important consideration **when deciding to book tours, activities and attractions**

Source: <https://www.tripadvisor.com/Covid19WhitepaperMay2020>

Facebook's **COVID-19 Update** feature was created to help businesses share specific information related to pandemic circumstances and response.

The functionality is the same as making a regular post on Facebook, but you can specifically **indicate information is COVID-related**. This type of post will have more visibility than a regular piece of content you'd share.

You can access this feature via your business's Facebook page (it needs to be a Business Page and not a profile).





### Share more details about your property's response to COVID-19

Once you've selected your safety measures, add a customized message to your Tripadvisor listing to share even more details about what you're doing to minimize the impact of COVID-19. Your message, contact details and a link to the Q&A feature will appear on your listing page.

#### Your message

"Hoku's welcomes diners with reservations nightly for dinner and Sunday brunch. In honoring social distancing guidelines, seating is limited. With the health and safety of our patrons and staff as our number one priority, Hoku's asks all guests to wear face coverings until seated and upon leaving your table. We thank you for your support and look forward to welcoming you back and celebrating Hawaiian cuisine."

- Kahala Resort Hawaii, General Manager

Edit message

Remove message

## Tripadvisor COVID-19 Updates

Tripadvisor has added a COVID-19 Response Center that allows businesses to share specific messages with consumers who are viewing businesses in the platform.

## ! 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

< News

## Youth and VFR markets tipped as first to return to Australia

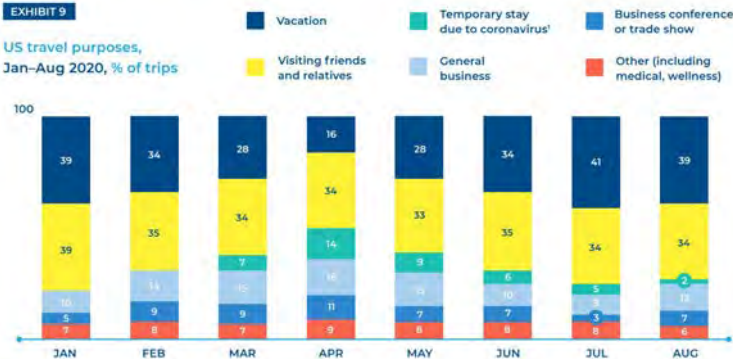


Most Popular

Latest

EXHIBIT 9

US travel purposes,  
Jan-Aug 2020, % of trips



Visiting Friends and Relatives (VFR) will be the first to return, as we have seen in AUS, Cooks and globally. Be prepared to give VFR reasons to visit your business.

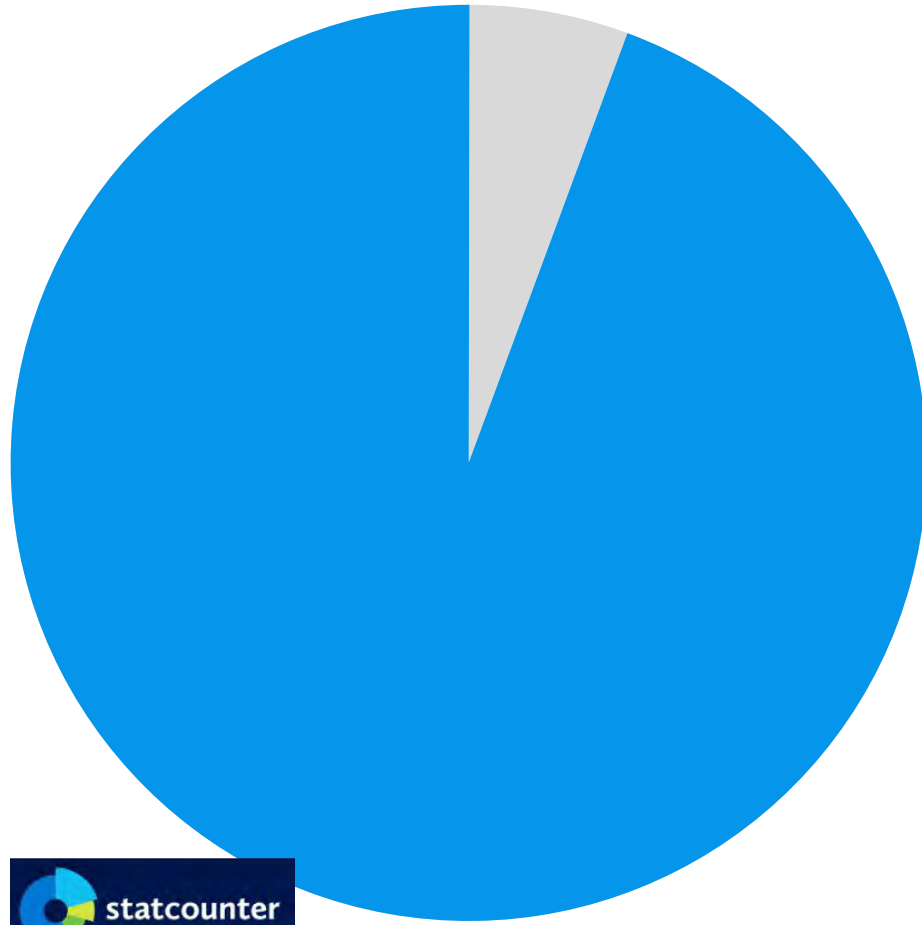
# Platform Dominance



# 3 of the top 5

most-downloaded apps are  
Google properties

1. YouTube
2. Facebook
3. Google Search
4. Google maps
5. WhatsApp



**Google's  
Market Share:**

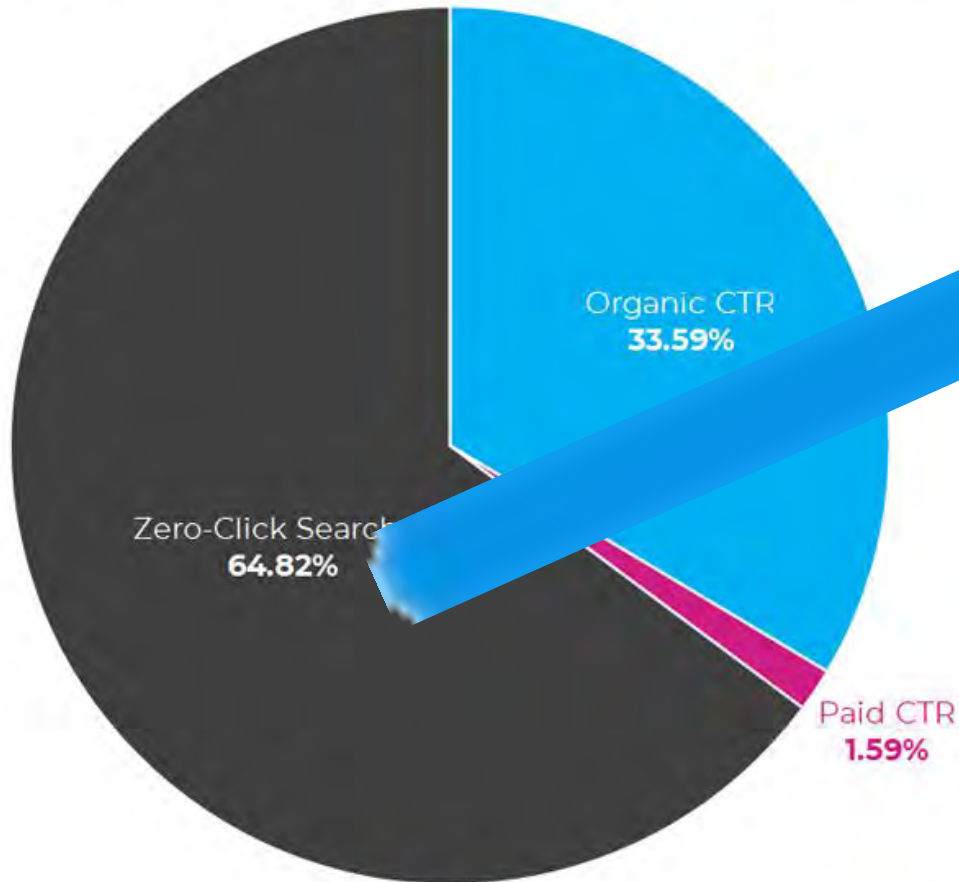
**94.61%**

*As of March 2021,  
specific to Oceania  
market*

# Google Search CTR & Zero-Click Searches, 2020

(worldwide data, desktop & mobile devices, via SimilarWeb's 100M+ user clickstream panel)

## “Zero Click” Searches



“Zero clicks” includes actions taken in your GMB profile like click to call, ask for directions, etc.



Google is the world's most  
important online travel  
platform:

**90%**

*Use Google at some  
point in their trip  
planning process*

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

Over

**50,000**

Google My Business listings  
audited and analysed  
globally.

More than

**150**

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

**But first...**


What's a business profile?

# Business Profile in SERP

Izzy's, Apia: See 91 unbiased reviews of Izzy's, rated 4.5/5 on Tripadvisor and ranked #10 of ... Saleufi Street, Apia, Upolu 00000 Samoa +685 34047 Website.


★★★★★ Rating: 4.5 · 91 reviews · Price range: \$\$ - \$\$\$

<https://www.tripadvisor.co.nz> › ... › Apia Restaurants

 **Izzy's restaurant. A must place to eat in Samoa! - Picture of ...**

Izzy's, Upolu Picture: **Izzy's restaurant. A must place to eat in Samoa!** - Check out Tripadvisor members' 66 candid photos and videos.


<https://www.facebook.com> › Places › Apia, Samoa › Cafe

 **Izzy's Restaurant in Apia, Samoa - Facebook**

Izzy's, Apia, Samoa. 2599 likes · 21 talking about this · 37 were here. Open Mondays - Saturdays 7.30am - 2pm. Take out or dine in. Call 34047 to order...


★★★★★ Rating: 5 · 7 votes

<https://m.facebook.com> › profile

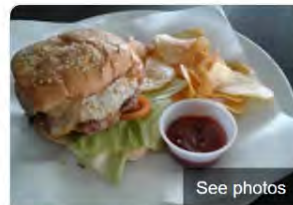
 **Izzy's Restaurant - Apia, Samoa - Cafe | Facebook**

Izzy's Restaurant, Apia, Samoa. 116 likes · 1 talking about this · 250 were here. Cafe.

<https://www.samoa.travel> › plan-book › activities › izzys

 **Izzy's | Apia Cafe Samoa Restaurant | Pacific Island Cuisine**

Izzy's in Apia, Samoa, is open for breakfast and lunch. Take out or relax in our air conditioned

[See photos](#)

## Izzy's Restaurant

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

4.6 ★★★★★ 10 Google reviews

Cafe

**Service options:** Dine-in · Takeaway

**Address:** Apia, Samoa

**Hours:** Closed · Opens 7:30AM Mon

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


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

Questions & answers

[Be the first to ask a question](#)

[Ask a question](#)

# Business Profiles



**The Freakybuttrue Peculiarium and Museum**

Website Directions Save

4.2 ★★★★★ 741 Google reviews

Art gallery in Portland, Oregon

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

**Address:** 2234 NW Thurman St, Portland, OR 97210

**Hours:** Open - Closes 6PM

**Tickets:** \$5.00 · peculiarium.com

**Phone:** (503) 227-3164

Suggest an edit

**Events**

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

View 4+ more

**Know this place?** Answer quick questions

**Questions & answers**

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


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

See all questions (5)

**Popular times**

Thursdays

3 PM: Usually not too busy



**Izzy's Restaurant**

Directions Save Nearby Send to your phone Share

4.6 ★★★★★ 10 reviews

Cafe

✓ Dine-in · ✓ Takeaway

Apia, Samoa

Closed

facebook.com

+685 34047


569H+6W Apia, Samoa

Claim this business

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.**

Directions Call Save Share place

4.3 ★★★★★ (36)

Non-profit organization · 4 hr 31 min

+ Follow

**OVERVIEW** REVIEWS PHOTOS

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**

Directions Save Nearby Send to your phone Share

4.6 ★★★★★ (98)

Non-profit organization

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**

Website Directions Save

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 34/7 Customer Service · Traveler Protection \$199

View more room rates

**Hotel details**

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

Free Wi-Fi Free parking Accessible

Air-conditioned Kitchen in all rooms Smoke-free

View more amenities

**Know this place?** Answer quick questions

**Reviews**

Write a review Add a photo

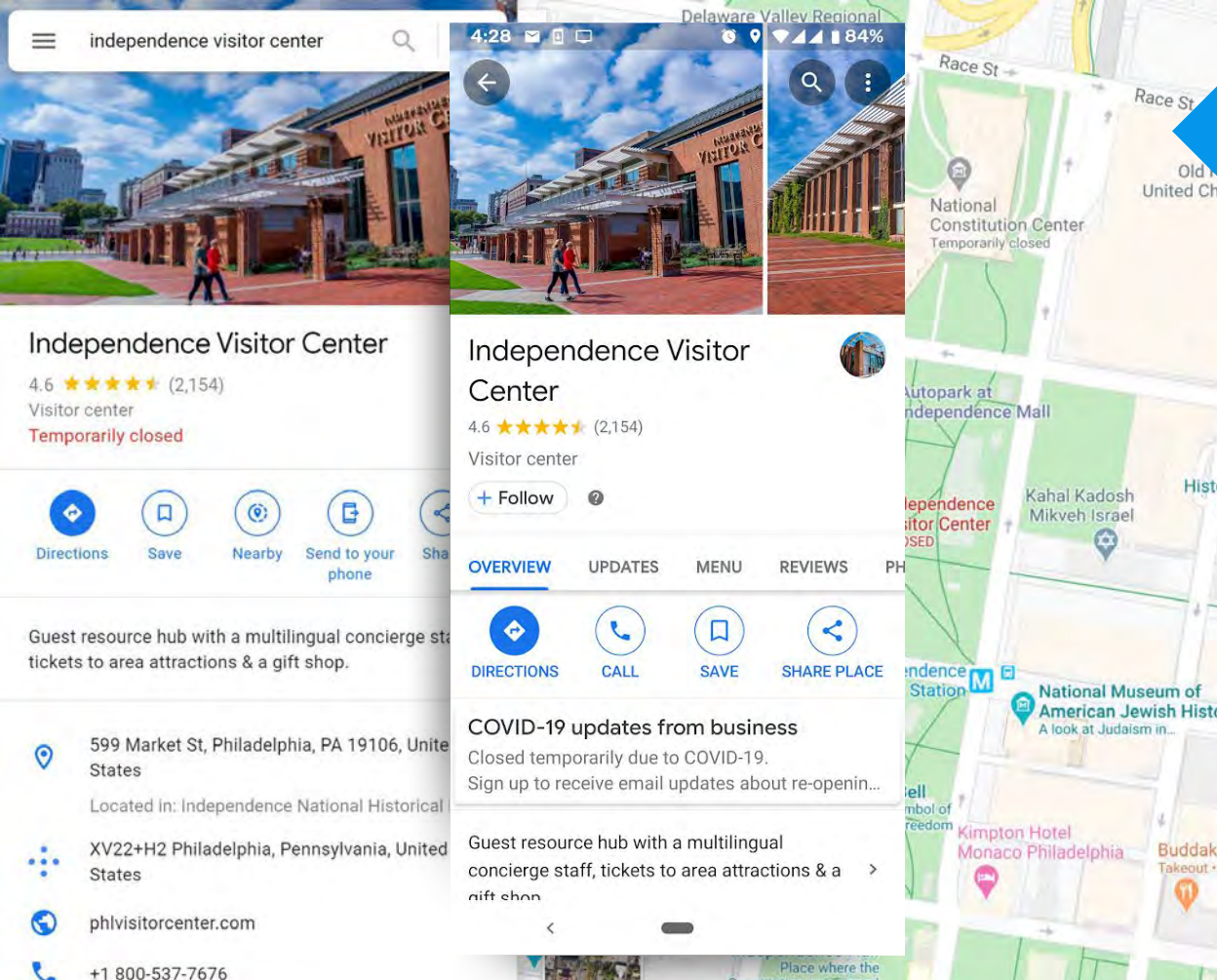
"We had a small kitchen with all of the amenities and a nice bathroom"

"Absolutely LOVE this place and would highly recommend"

"Worst place in San Diego people there are extremely rude"

View all reviews

Your business profile is the  
**single largest source**  
**of organic (free) exposure**  
for your business online.



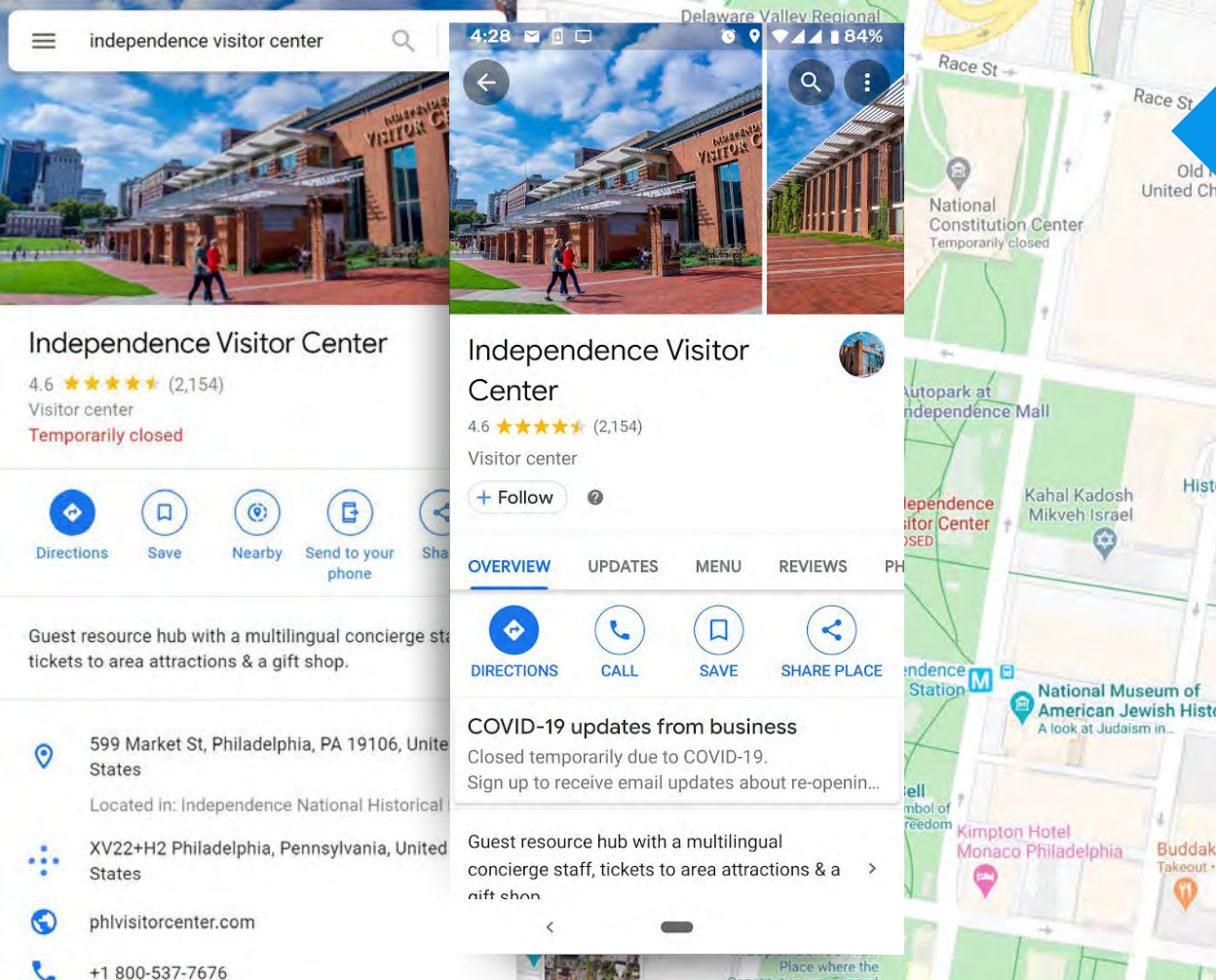
## Case Study

25,518,074

Annual Online  
Audience

*Including:*

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



## Case Study

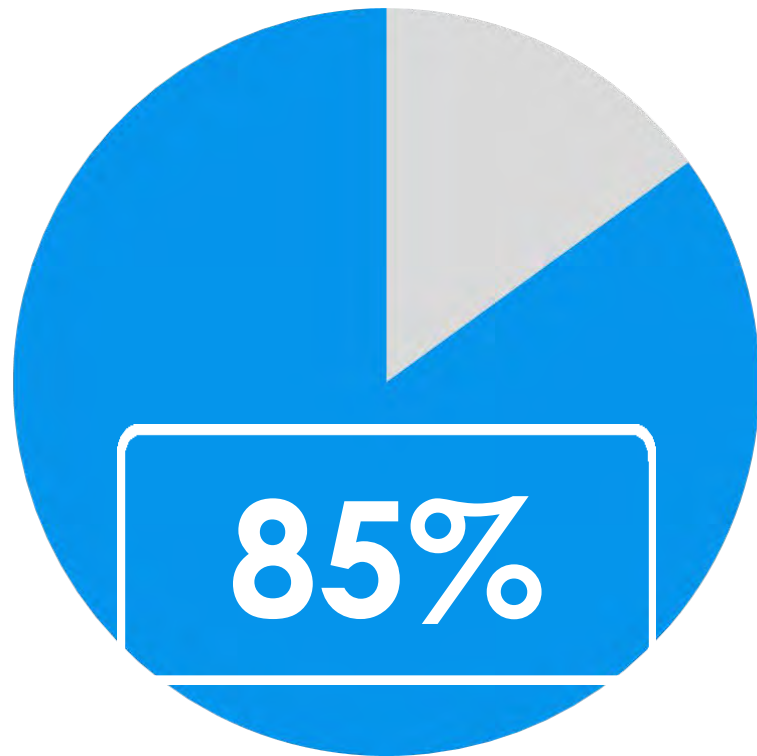
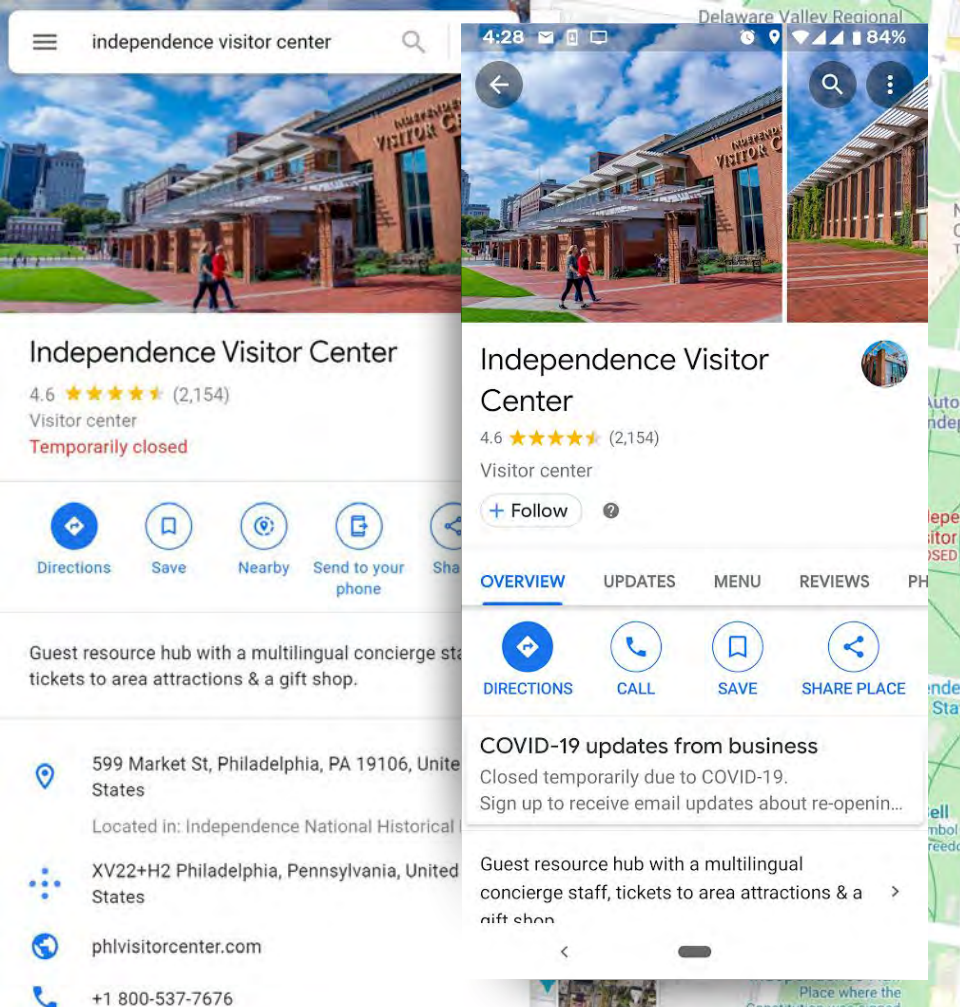
25,518,074

Annual Online  
Audience

22,542,336

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

**miles**  
PARTNERSHIP



Of total online audience

**miles**  
PARTNERSHIP

restaurants in apia samoa



All

Maps

Images

News

Shopping

More

Settings

Tools

About 1,020,000 results (0.97 seconds)



Rating

Hours

Visit history

Taumeasina Restaurant & Bar

4.9 ★★★★★ (24) · Restaurant

Taumeasina Drive

Closed · Opens 5PM Tue

Dine-in



Paddles Restaurant

4.7 ★★★★★ (170) · Restaurant

Beach Rd

Dine-in · Takeaway



Scalini's Restaurant

4.5 ★★★★★ (53) · Restaurant

Falealili St

Dine-in · Takeaway



## The Local Pack

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

restaurants in apia samoa



All

Maps

Images

News

Shopping

More

Settings

Tools

About 1,020,000 results (0.97 seconds)



Rating

Hours

Visit history

Taumeasina Restaurant & Bar

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Taumeasina Drive

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Dine-in



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Beach Rd

Dine-in · Takeaway



Scalini's Restaurant

4.5 ★★★★★ (53) · Restaurant

Falealili St



Dine-in · Takeaway



## The Local Pack


But why  
**these three**  
business  
profiles?

restaurants in apia samoa

×  

[All](#) [Maps](#) [Images](#) [News](#) [Shopping](#) [More](#) [Settings](#) [Tools](#)

About 1,020,000 results (0.97 seconds)



Rating ▾ Hours ▾ Visit history ▾


Taumeasina Restaurant & Bar

4.9 ★★★★★ (24) · Restaurant

Taumeasina Drive

Closed · Opens 5PM Tue

Dine-in




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4.7 ★★★★★ (170) · Restaurant

Beach Rd

Dine-in · Takeaway




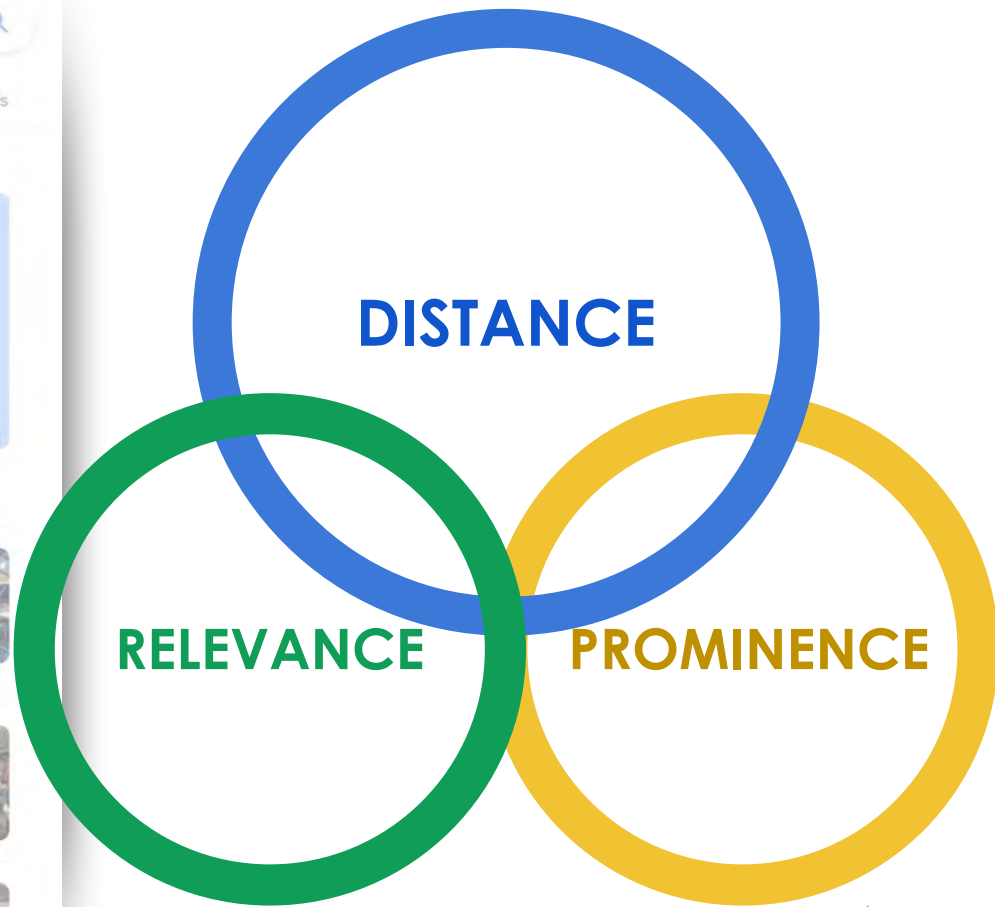
Scalini's Restaurant

4.5 ★★★★★ (53) · Restaurant

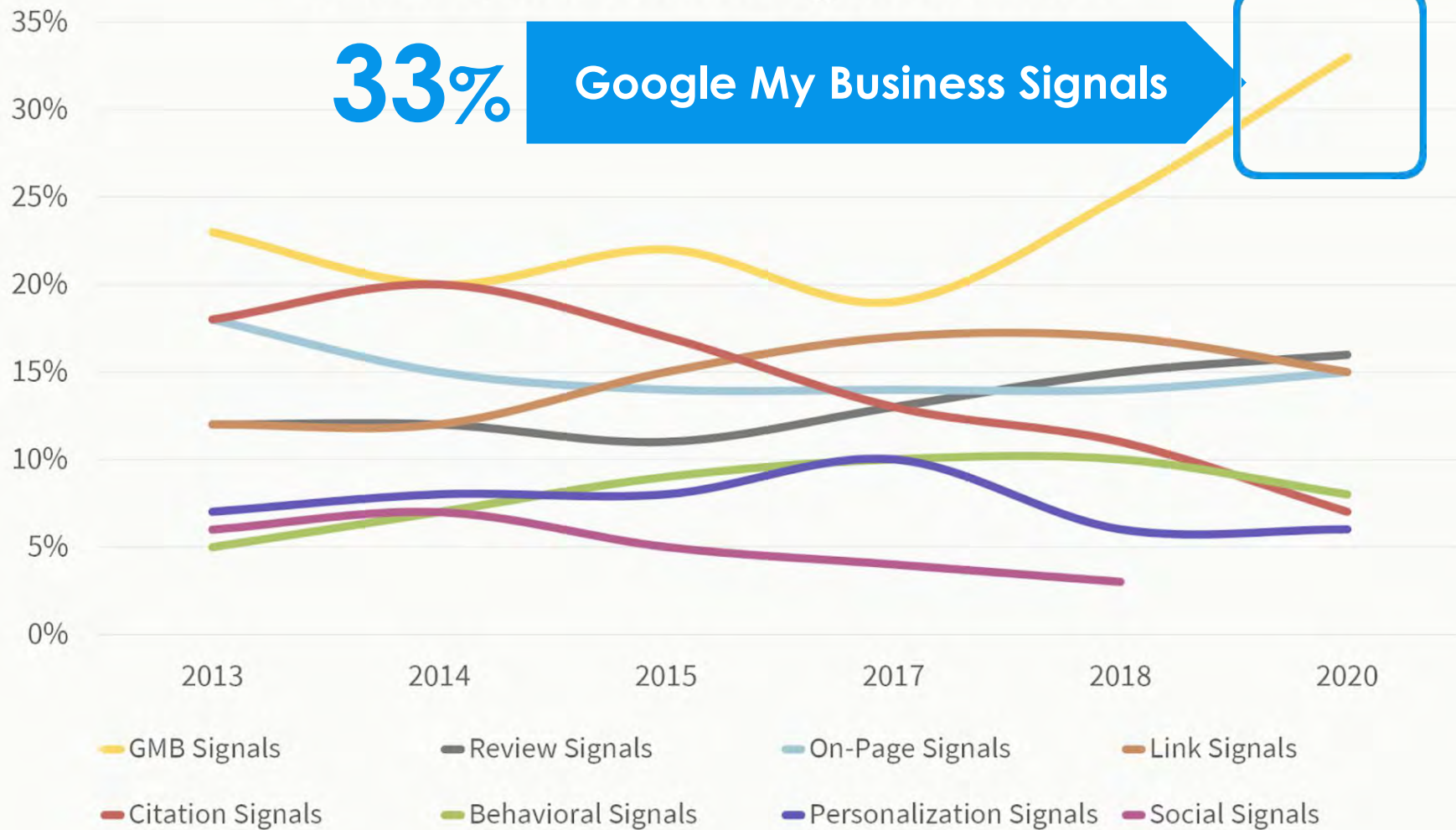
Falealili St

Dine-in · Takeaway





## Local Pack / Local Finder Ranking Factors Over Time



restaurants in apia samoa



# Google My Business Signals

Tools



Rating ▾

Hours ▾

Visit history ▾

**Taumeasina Restaurant & Bar**  
4.9 ★★★★★ (24) · Restaurant  
Taumeasina Drive  
Closed · Opens 5PM Tue  
Dine-in



**Paddles Restaurant**  
4.7 ★★★★★ (170) · Restaurant  
Beach Rd  
Dine-in · Takeaway



**Scalini's Restaurant**  
4.5 ★★★★★ (53) · Restaurant  
Falealili St  
Dine-in · Takeaway



## GMB “Signals” include:

- **Primary GMB category**
- **Additional GMB categories**
- **Physical address in city of search**
- **Completeness of GMB listing**
- **Verified GMB listing**

## Hotels | Samoa

About these results ⓘ

📅 Sat, 17 Jul

📅 Sun, 18 Jul

👤 2 ▼

★ Top-rated

💰 Budget options

❤️ Luxury stays

🔄 Free cancellation



Aga Reef Resort

4.7 ★★★★★ (39)

🛀 Spa  
🏊 Outdoor pool

\$283



Taumeasina Island Resort

4.3 ★★★★★ (334)

45% off

\$612  
\$335



Sheraton Samoa Aggie  
Grey's Hotel & Bungalows

4.1 ★★★★★ (193)

🛀 Spa  
🏊 Outdoor pool



Tanoa Tusitala Hotel

4.2 ★★★★★ (182)

15% off

\$194  
\$165



View 117 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

Samoa

Sat, 17 Jul

Sun, 18 Jul

2

Explore

Hotels

Holiday rentals

Rating

Amenities

Free cancellation

More filters

Things to do

When to visit

What you'll pay

Flights



Travel restricted

Destination closed to entry. Exceptions may apply. [More details](#)

Hotels

Hotels (117)

Saved (0)

Sort by best match

Holiday rentals



Return to Paradise Resort

4.4 (141)

\$266

- 4-star hotel
- Breakfast
- Free Wi-Fi
- Free parking
- Outdoor pool
- Air conditioning
- Spa
- Beach access
- Bar

Ad · From [Booking.com](#)

Learn more



Le Sanita Hotel

3.7 (3)

\$108

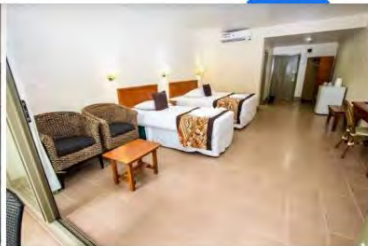
- Breakfast
- Air conditioning
- Full-service laundry



Overview

Prices

Reviews



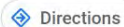
## Hotel Millenia

3-star hotel

Mulinu'u Rd, Apia, Samoa • +685 28286



Website



Directions



Save



Share

**GREAT DEAL** **\$78**  
25% less than usual**Book a room****3.5** ★★★★★  
Good | 61 reviews

Pool



Restaurant



Bar

Relaxed rooms with free Wi-Fi, some with bay views, at a basic hotel with waterfront dining.



Discover the best prices and deals for your trip



Check in

Sat, 17 Jul



Check out

Sun, 18 Jul



2

Nightly total ▾

Free cancellation only ☐

Better business profiles  
**drive more exposure**  
and more engagement

# Free Marketing Academy & GMB Check up Tool

The screenshot shows the homepage of the Local Marketing Academy. At the top left is the 'Beautiful SAMOA' logo. A search bar is at the top right. Below the logo, a progress bar shows six levels: Newbie (Read 2 Articles), Rookie (Read 5 Articles), Skilled (Read 10 Articles), Advanced (Read 20 Articles), Expert (Read 50 Articles), and Mastermind (Read 100 Articles). The main heading reads 'Welcome to the Local Marketing Academy, brought to you by the Samoa Tourism Authority.' Below this is a paragraph explaining the academy's purpose: 'In an effort to help you effectively market your business to visitors and locals, we've created this online library of educational and how-to materials specifically for businesses and organizations like yours. The library contains a collection of how-to documents, resources, reference materials, and tools to help you maximize your visibility and results across a range of digital marketing platforms.' Another paragraph states: 'We have over 100 articles available already and are adding and updating content monthly. Use the navigation on the right to find articles relevant to your interests.' On the right side, there is an 'Account' section and a 'Google My Business' dropdown menu with options like 'Inspiring Confidence: Tools for Businesses Re-Opening in the Time of COVID-19', 'Accessing GMB', 'Posts', 'Info', 'Insights', 'Leveraging Followers in Google My Business', 'Reviews', 'Understanding Service Area Businesses', 'Menus, Services and Products', 'Photos', 'Questions And Answers', 'Adding Managers', 'Settings', 'Knowledge Panels', 'Google Analytics', and 'Content Marketing'. At the bottom left, there is a 'Latest Updates' section with a featured article titled 'Inspiring Confidence: Tools for Businesses Re-Opening in the Time of COVID-19'.

**Local Marketing Academy**

- Online library of educational and how-to materials specifically created for tourism businesses supporting various aspects of successful digital marketing.
- Businesses can track their progress through the content and **earn “badges”** for the quantity of content they read
- Academy contains **“Ask a Question”** feature that is monitored by the Miles team
- Content is updated and expanded on a regular basis by the **subject-matter experts at Miles Partnership**

[b.link/samoamarketingacademy](https://b.link/samoamarketingacademy)



## GMB Check-Up

Optimization tool for local business marketing

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

✓ Get My Check-Up and Share My Insights

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

No thanks, just show me my check-up.

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

[b.link/samoatourismgmb](https://b.link/samoatourismgmb)



# Free Facebook Learning Group



## Samoa Tourism Authority - Online Marketing Training

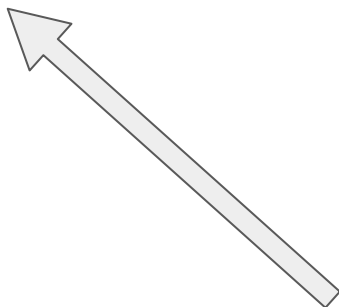
Private group · 2 members



Joined ▾

+ Invite

About Discussion **Guides** Rooms Topics Members More ▾



# Support

Go through the Guides section and post your questions for additional support

[www.facebook.com/groups/samoatourismonlinetraining/](https://www.facebook.com/groups/samoatourismonlinetraining/)

# Questions?



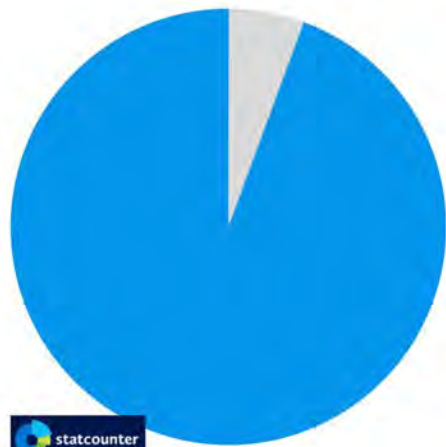
A strategic marketing company focused **exclusively on travel and tourism**. We've worked with **hundreds of destinations** and **hospitality businesses** around the world to create forward-thinking content marketing solutions.



**Skye Van den Oever**  
Digital Projects Lead

# Online visibility

# Search



Google's  
Market Share:

94.61%

As of March 2021,  
specific to Oceania  
market

miles  
PARTNERSHIP

## Other Players in Search

- **Google:** By far the biggest driver of online visibility for your business
- **YouTube:** Recommendation engine aims to show users other relevant content they might be interested in - all trying to keep users on the platform
- **Bing:** Default platform on Microsoft devices, as well as powering Cortana (think voice search) and Microsoft Edge. Other devices like Amazon's Kindle and Apple's web results for Siri and Spotlight Search, use Bing.
- **DuckDuckGo:** Still a choice for users who do not wish to be tracked online
- **Yahoo:** (Powered by Bing) 0.74% share of the market


miles  
PARTNERSHIP

Google

cafes in apia

Maps Images News Shopping More Settings Tools

About 2,860,000 results (0.50 seconds)



Rating Hours

**The Coffee Bean Cafe**  
4.5 ★★★★★ (49) · Cafe  
Beach Rd  
Closed · Opens 8AM Mon  
Dine-in · Takeaway

**Nourish Café**  
4.7 ★★★★★ (72) · Cafe  
Closed · Opens 7:30AM Mon  
Dine-in · Takeaway

**Milani Caffe' Ltd**  
4.8 ★★★★★ (52) · Cafe  
ACC Building, Convent St  
Closed · Opens 7:30AM Mon  
Dine-in · Takeaway

View all

www.tripadvisor.co.nz · Samoa · Upolu · Apia

**THE 10 BEST Restaurants in Apia - Updated June 2021 ...**

Some of the most popular restaurants in Apia that provide takeaway are: Milani Caffe · Nourish Cafe · Pacific Jewell's Garden Cafe. What are the most popular ...

What are the best restaurants in Apia that deliver?

What are the most popular restaurants in Apia?

What are the best restaurants in Apia for families with children?

Keyword + Location

About 6,680,000 results (0.52 seconds)



"... Out then softly and gently wrap. It up like this now remember the leash that I heat it up earlier ..." [More](#)

[www.youtube.com](http://www.youtube.com/watch) watch[How To: Make a Samoan Umu - YouTube](#)[About featured snippets](#) [Feedback](#)

#### People also ask

How is an umu made?



How long does it take to prepare an umu?



What is an umu?



What is an umu box?

[Feedback](#)

#### Videos



**HOW TO MAKE AN UMU IN THE CITY 101**

YouTube · TheCoconeTV  
22/06/2019



**HOW TO MAKE A SAMOAN UMU IN AUSTRALIA**

YouTube · The Vee Family  
4/06/2020

How to.... ?

Why... ?

What... ?

About 5,670,000 results (0.53 seconds)

## Top stories



**MANU**  
Manu Samoa winger  
joins 7s team for  
Olympic qualifier

1 day ago



**MANU**  
Tonga names 15 new  
caps to face All Blacks,  
Samoa

2 days ago



**NEWS**  
T'kalo Tahi name 15 new  
caps for upcoming Tests  
against All Blacks, Manu  
Samoa

2 days ago

View all

## People also ask

What does Manu mean in Samoan?

Is Manu a Samoan name?

What is the Samoan haka called?

Feedback

<https://www.facebook.com/...> Sports Team

## Manu Samoa - Home | Facebook

Manu Samoa, Apia, Samoa. 145249 likes · 3010 talking about this. The Official Manu Samoa Facebook page. You can also visit us on...

[Photos](#) · [Videos](#) · [Community](#)
<https://www.nz.co.nz/...> International · Pacific News

## Manu Samoa names 13 new caps to face Māori All Blacks ...

28/05/2021 — Thirteen new caps have been included in the Manu Samoa rugby squad to play the Māori All Blacks and Tonga in June and July.

[https://en.wikipedia.org/wiki/Samoa\\_national\\_rugby...](https://en.wikipedia.org/wiki/Samoa_national_rugby...)

## Samoa national rugby union team - Wikipedia

The Samoa national rugby union team represents Samoa in men's international rugby union and it is governed by the Samoa Rugby Union. The name Manu ...

Top scorer: Tusi P... Emblem: Southern cross

Current: 15 (as of ...) Highest: 7 (2013)

History · Wins against Tier 1 nations · Current squad · Player records

<https://www.aucklandrugby.co.nz/...> News Article

## Manu Samoa team announced with strong representation of ...

Manu Samoa have announced their squad for the upcoming matches against the Māori All Blacks and Tonga. A large representation of players who have been ...



## Samoa national rugby union team

The Samoa national rugby union team represents Samoa in men's international rugby union and it is governed by the Samoa Rugby Union. The name Manu Samoa is in honour of a famous Samoan warrior. They perform a traditional Samoan challenge called the siva tau before each game. [Wikipedia](#)

Union: [Lakapi Samoa](#)

Head coach: [Sietala Mapusua](#)

Best result: Quarter-finals, 1991 and 1995

Captain: [Jack Lam](#)

Most caps: [Brian Lima](#) (65)

Top try scorer: [Brian Lima](#) (31)

## Profiles



Facebook



Twitter

## People also search for

View 15+ more



Tonga  
national  
rugby un...



Fiji national  
rugby un...



Irish Rugby



South  
Africa  
national...

[Claim this knowledge panel](#)

Feedback

# Entity aka Brand or Business name

About 31,600,000 results (0.85 seconds)

<https://www.samoa.travel> > plan-book > activities > mus...**Museum of Samoa | History & Culture | Pacific Heritage**

Falemata'aga - The Museum of Samoa is Samoa's national museum. ... The museum is housed in a two-storey colonial building of over a century years old that was ...

<https://www.facebook.com> > ... > The Museum of Samoa >**The Museum of Samoa - Home | Facebook**

The Museum of Samoa, Apia, Samoa. 14712 likes · 234 talking about this. We are Samoa's National Museum.

<https://www.tripadvisor.co.nz> > ... > Things to do in Apia >**Museum of Samoa (Apia) - 2021 All You Need to Know Before ...**

Most of the museum is written information on the colonization and modern history of Samoa. While it was interesting a greater focus on pre-european Samoan ...

★★★★☆ Rating: 3 / 44 reviews

<https://www.tripadvisor.com> > ... > Things to Do in Apia >**Museum of Samoa (Apia) - 2021 All You Need to Know ...**

Most of the museum is written information on the colonization and modern history of Samoa. While it was interesting a greater focus on pre-european Samoan ...

★★★★☆ Rating: 3 / 44 reviews

<https://en.wikipedia.org> > wiki > Falemata'aga - Museum ... >**Falemata'aga - Museum of Samoa - Wikipedia**

The museum is funded by the Ministry of Education, Sports and Culture and is the only government-funded museum dedicated to Samoan culture. The museum ...

<https://www.gluseum.com> > Samoa > Apia, Samoa >**The Museum of Samoa, Apia (2021) - Gluseum**

Our mission is to collect and preserve Samoa's material heritage and educate the public through engaging exhibitions and events. The museum is part of Samoa's ...

<https://www.inspirock.com> > ... > Samoa > Upolu > Apia >**Visit Museum of Samoa on your trip to Apia or Samoa • Inspirock**

Museum of Samoa, Apia ... Browse a huge collection of Samoan artifacts and historical images at Museum of Samoa. The museum focuses on the country's culture, ...

<https://en.tripadvisor.com.hk> > ... > Museum of Samoa >**History of Samoa - Review of Museum of Samoa, Apia, Samoa ...**

Museum of Samoa: History of Samoa - See 44 traveler reviews, 8 candid photos, and great deals for Apia, Samoa, at Tripadvisor.

★★★★☆ Rating: 4 - Review by a Tripadvisor user

<http://robert-louis-stevenson.org> > 109-samoa-museum... >**Robert Louis Stevenson Museum, Vailima**

Tuita'ala resided in Western Samoa the last five years of his life, built his home there at Vailima, above Apia, and is buried on top of Mount Vaea, a short distance ...

**Museum of Samoa**[Website](#) [Directions](#) [Save](#) [Call](#)

3.9 ★★★★★ 26 Google reviews

Museum in Apia, Samoa

Cozy heritage museum in a colonial building since 1999 featuring Pacific Islands artifacts & photos.

**Address:** Apia, Samoa**Hours:** Closed - Opens 9:30AM Mon >**Phone:** +685 26036[Suggest an edit](#) - [Own this business?](#)**Questions & answers**[See all questions \(3\)](#)[Ask a question](#)**Reviews**[Write a review](#) [Add a photo](#)

- ... The visit was well worth it, very informative. ...
- ... Great place for people to get to know the history of Samoa ...

[View all Google reviews](#)**People also search for**[View 15+ more](#)[About this data](#)[Feedback](#)

# Entity aka **Brand** or **Business** name

restaurants in apia samoa



All

Maps

Images

News

Shopping

More

Settings

Tools

About 1,020,000 results (0.97 seconds)



Rating

Hours

Visit history

Taumeasina Restaurant & Bar

4.9 ★★★★★ (24) · Restaurant

Taumeasina Drive

Closed · Opens 5PM Tue

Dine-in



Paddles Restaurant

4.7 ★★★★★ (170) · Restaurant

Beach Rd

Dine-in · Takeaway



Scalini's Restaurant

4.5 ★★★★★ (53) · Restaurant

Falealili St



Dine-in · Takeaway



## The Local Pack


But why  
**these three**  
business  
profiles?

restaurants in apia samoa

×  

[All](#) [Maps](#) [Images](#) [News](#) [Shopping](#) [More](#) [Settings](#) [Tools](#)

About 1,020,000 results (0.97 seconds)



Rating ▾ Hours ▾ Visit history ▾


Taumeasina Restaurant & Bar

4.9 ★★★★★ (24) · Restaurant

Taumeasina Drive

Closed · Opens 5PM Tue

Dine-in




Paddles Restaurant

4.7 ★★★★★ (170) · Restaurant

Beach Rd

Dine-in · Takeaway




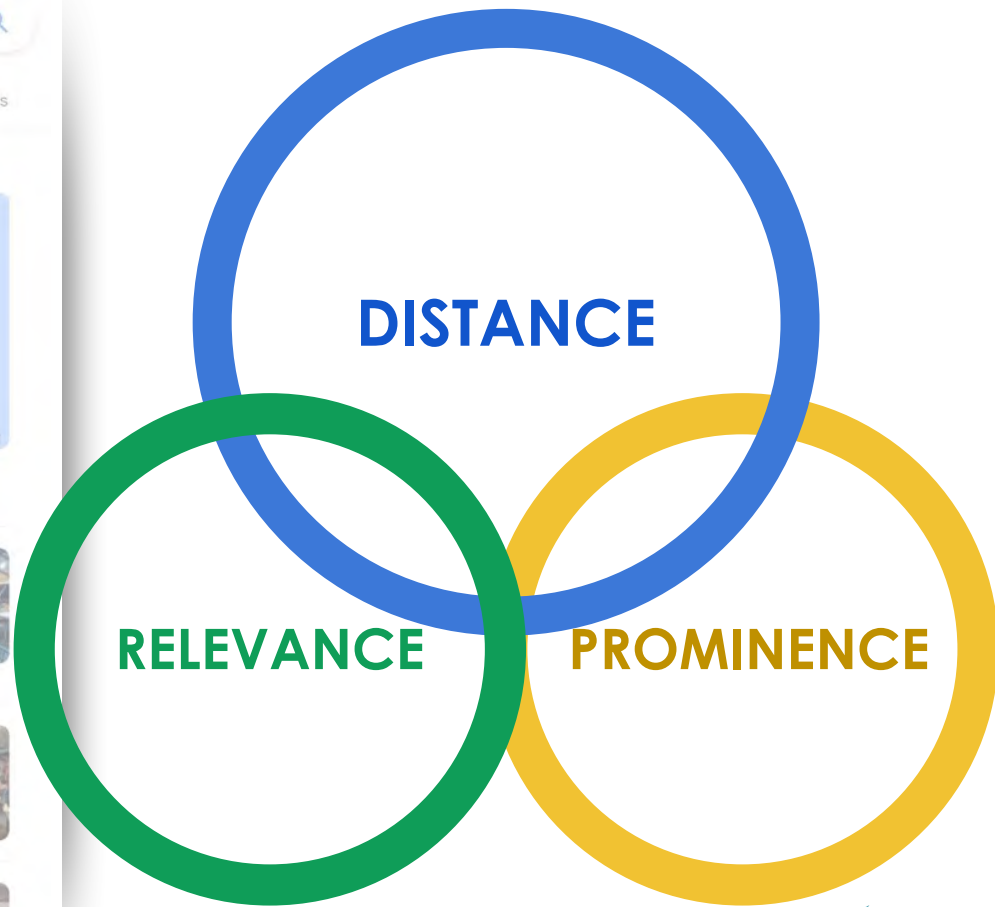
Scalini's Restaurant

4.5 ★★★★★ (53) · Restaurant

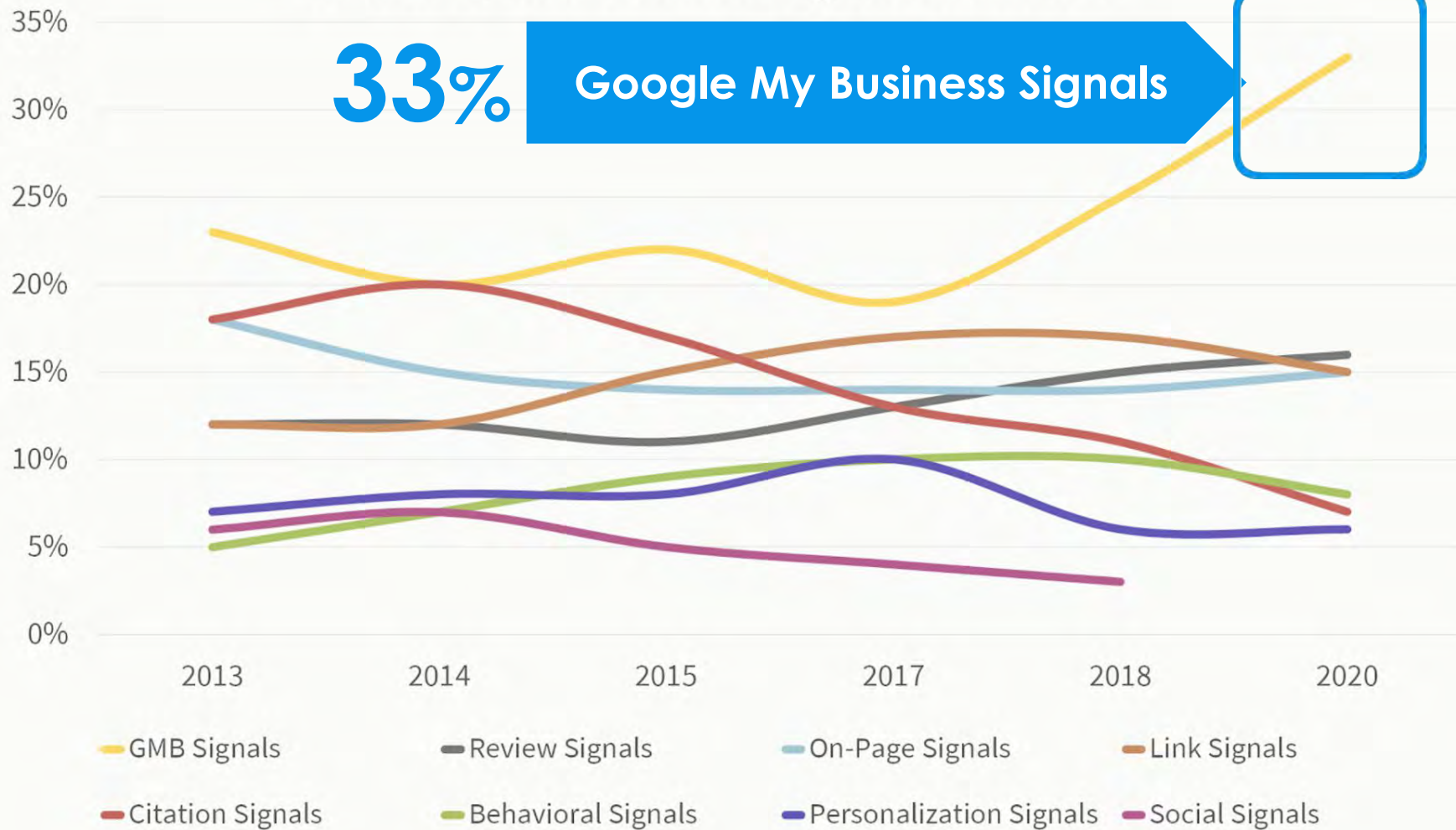
Falealili St

Dine-in · Takeaway





## Local Pack / Local Finder Ranking Factors Over Time



Business profiles are shown in **search  
& maps mobile & desktop**  
business profiles  
**drive more exposure**  
and more engagement

restaurants in apia samoa



# Google My Business Signals

Tools



Rating ▾

Hours ▾

Visit history ▾

**Taumeasina Restaurant & Bar**  
4.9 ★★★★★ (24) · Restaurant  
Taumeasina Drive  
Closed · Opens 5PM Tue  
Dine-in



**Paddles Restaurant**  
4.7 ★★★★★ (170) · Restaurant  
Beach Rd  
Dine-in · Takeaway



**Scalini's Restaurant**  
4.5 ★★★★★ (53) · Restaurant  
Falealili St  
Dine-in · Takeaway



## GMB “Signals” include:

- **Primary GMB category**
- **Additional GMB categories**
- **Physical address in city of search**
- **Completeness of GMB listing**
- **Verified GMB listing**



### Paddles Restaurant

4.7 ★★★★★ 170 reviews  
Restaurant



Directions



Save



Nearby



Send to your  
phone



Share

✓ Dine-in · ✓ Takeaway



Beach Rd, Apia, Samoa



Open now: 5–10:30pm



+685 21819



569R+X6 Apia, Samoa



Claim this business



Add a label

# 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.*



Claim this business

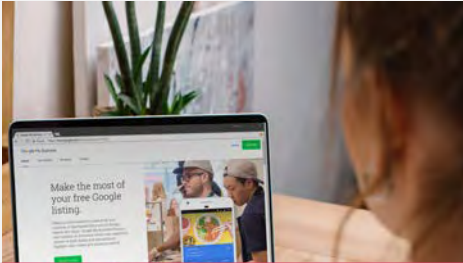


# Verification Codes How To

[business.google.com/create/pvp](https://business.google.com/create/pvp)

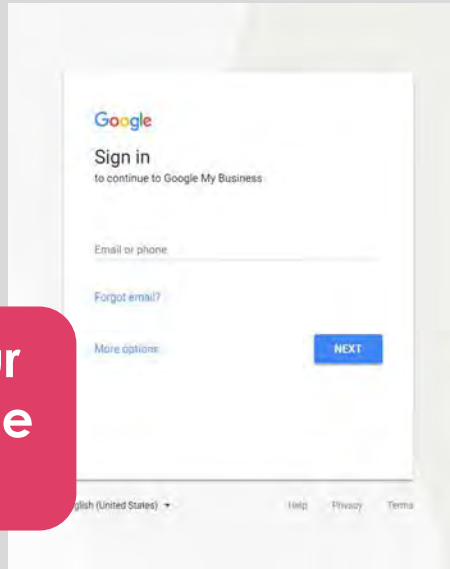
Start with this link:

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

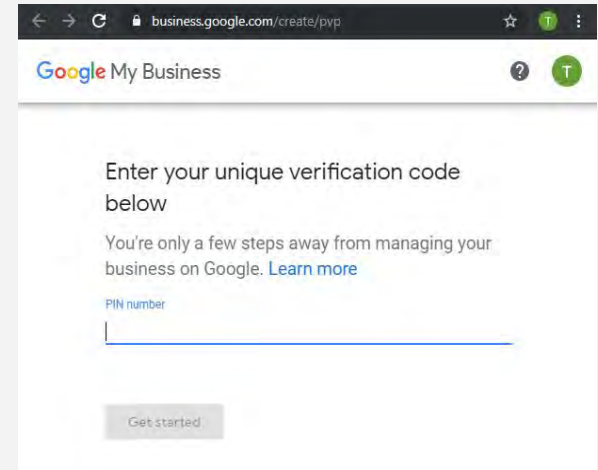


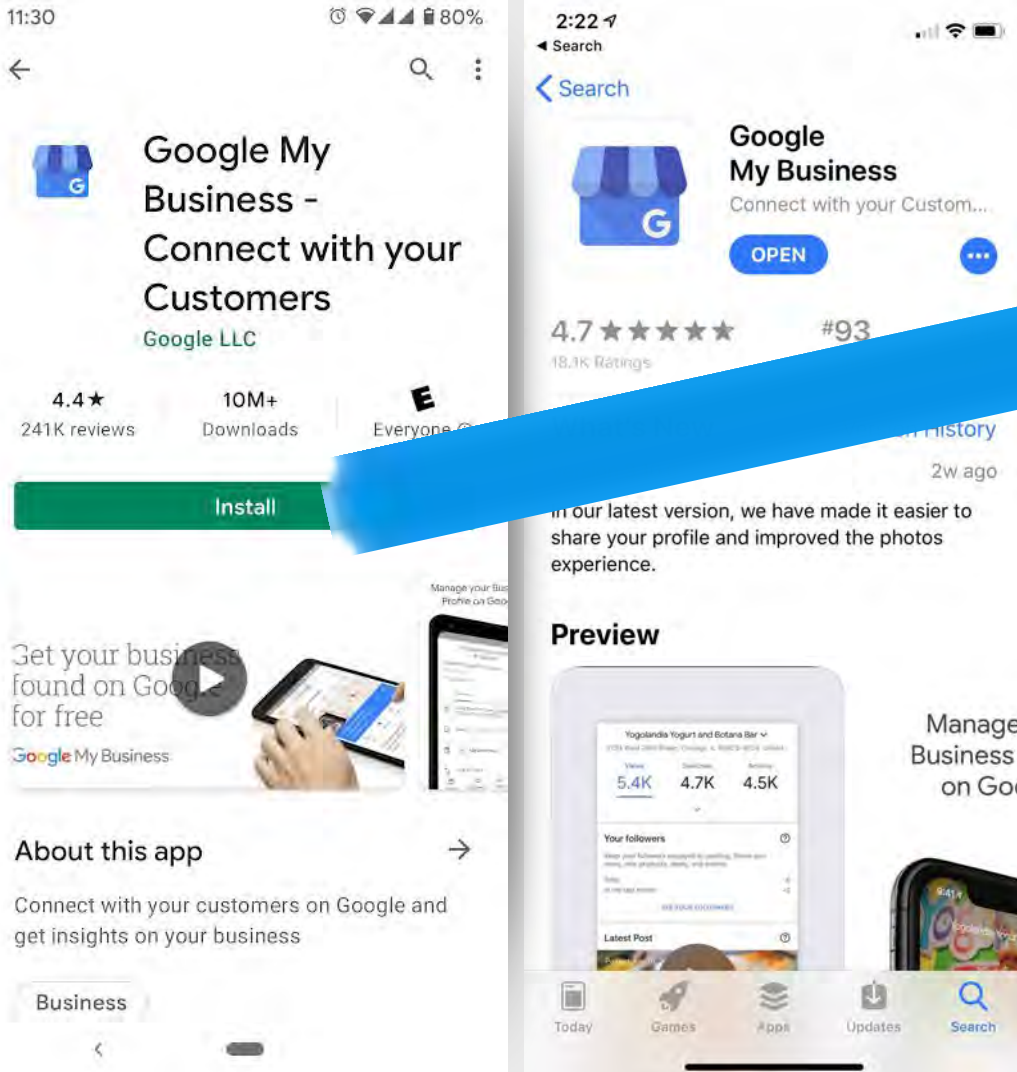
**Contact STA to have your  
business added to Google  
Maps**

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

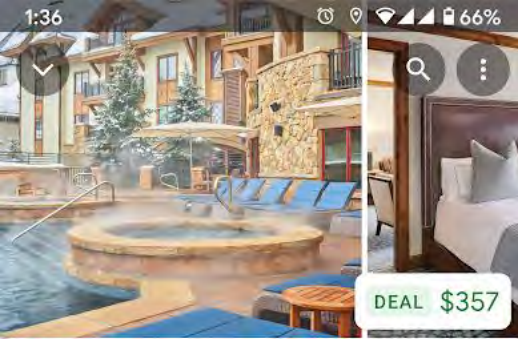


Enters the unique verification  
code provided to you, process  
is completed.





# Download the Google My Business App



## The Sebastian - Vail

4.7 ★★★★★ (313)  
4-star hotel

OVERVIEW PRICES SERVICES REVIEWS



Polished quarters  
hotel offering dining

### Ads · Check availability

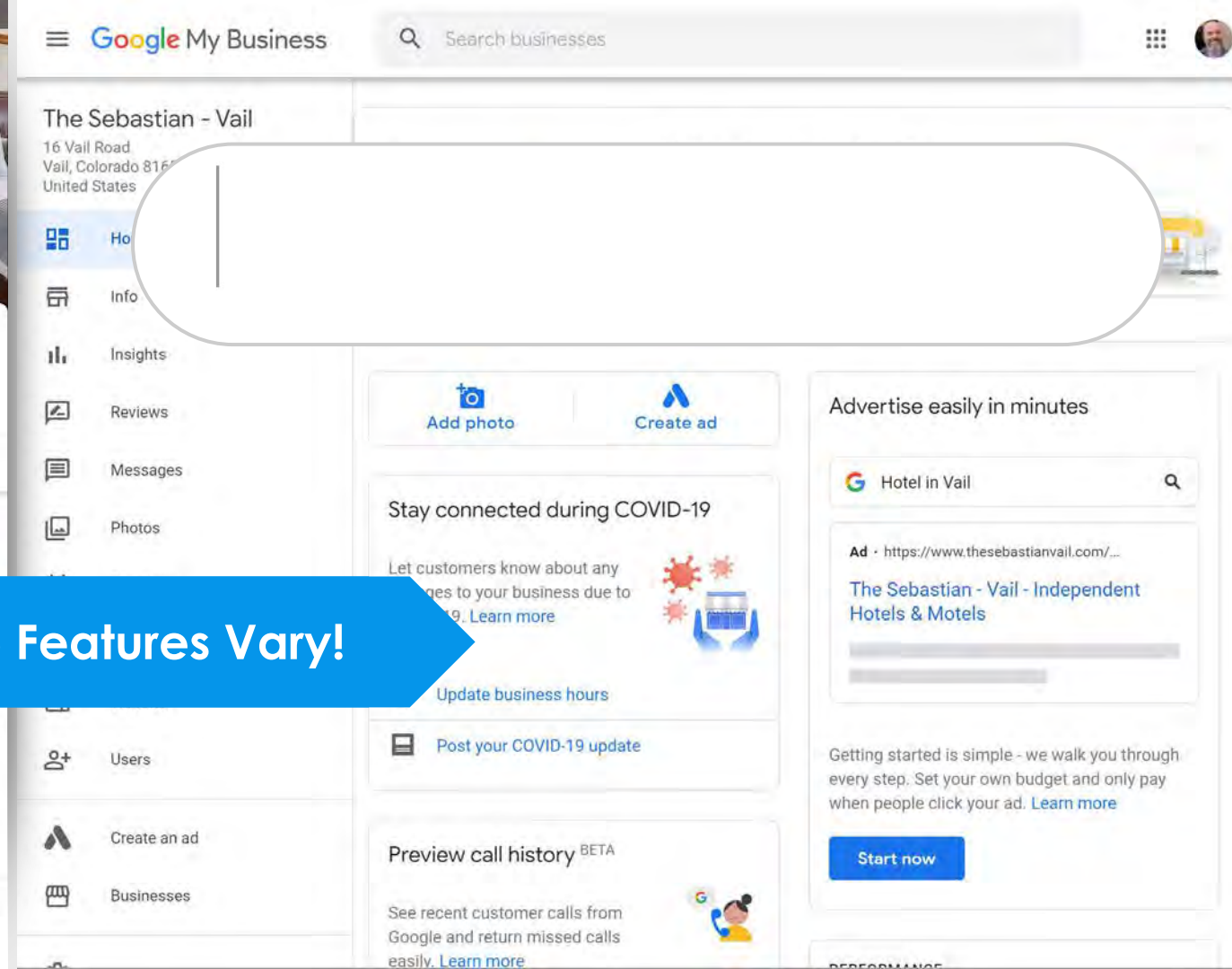
Check in  
Sun, Apr 11

Check out  
Mon, Apr 12

DEAL 17% less than usual

Booking.com

\$357

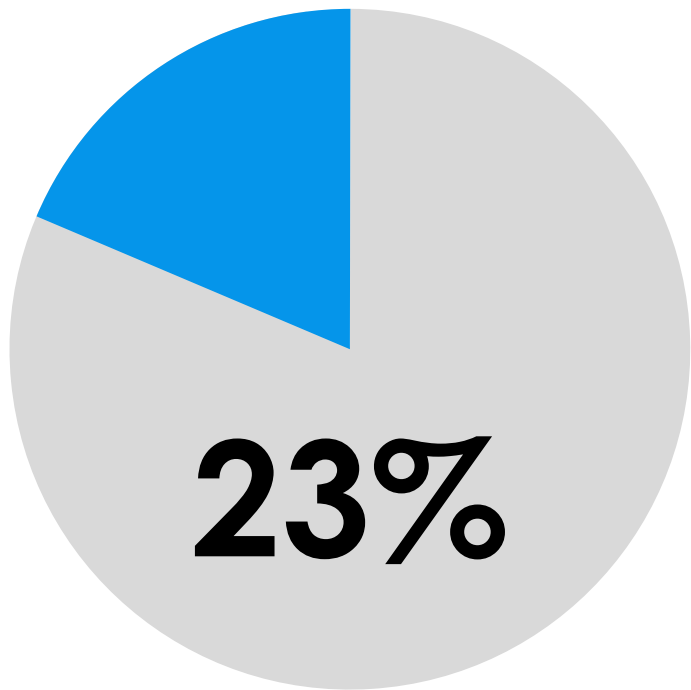


Some Features Vary!

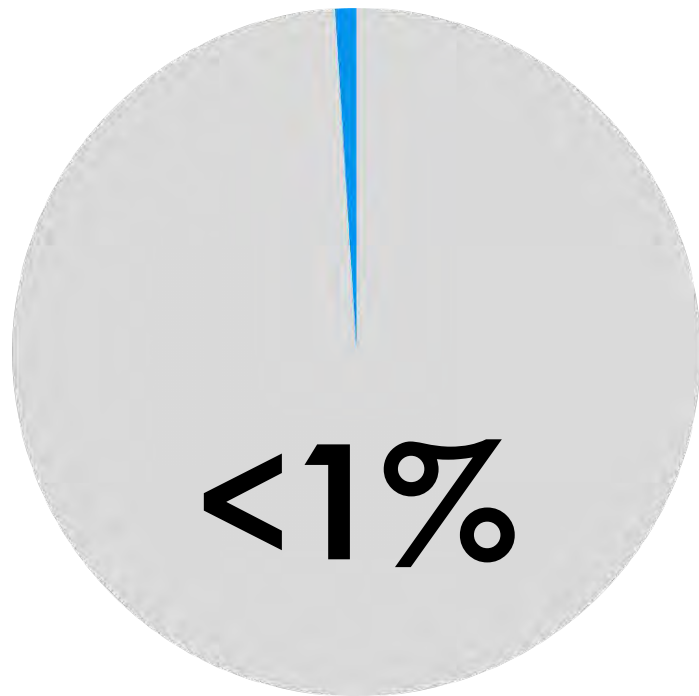
Info Tab



# 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.



## Audit & Analysis

66%

Of business listings were  
**incomplete**

55%

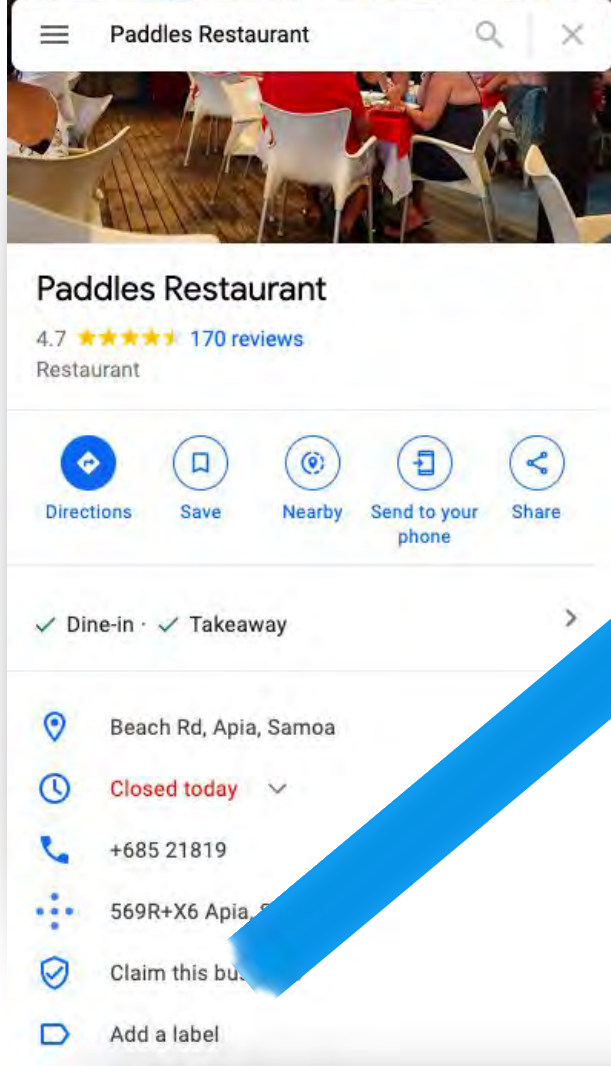
Of incomplete listings are  
**missing a website**

33%

Of audited listings are **not**  
**on Google or Apple Maps**

22%

Only of business listings are  
**Verified**



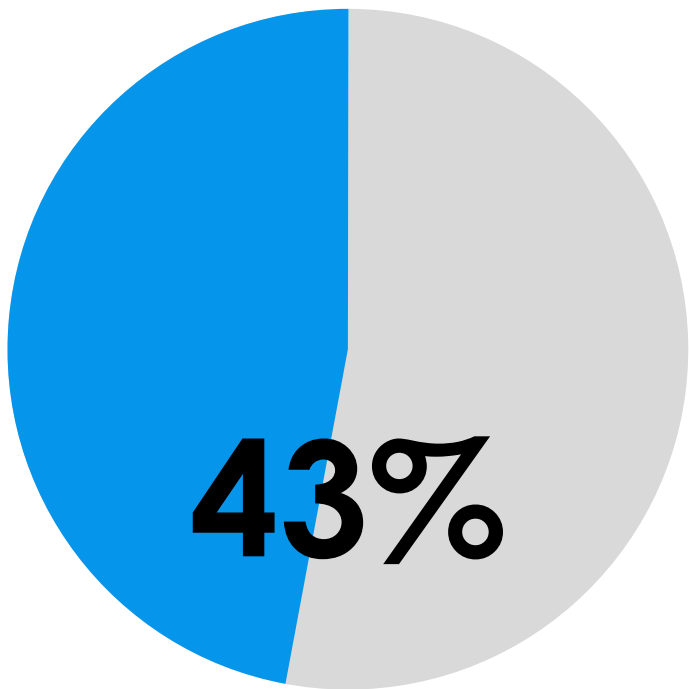
# Make Sure You've Claimed Your Business

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

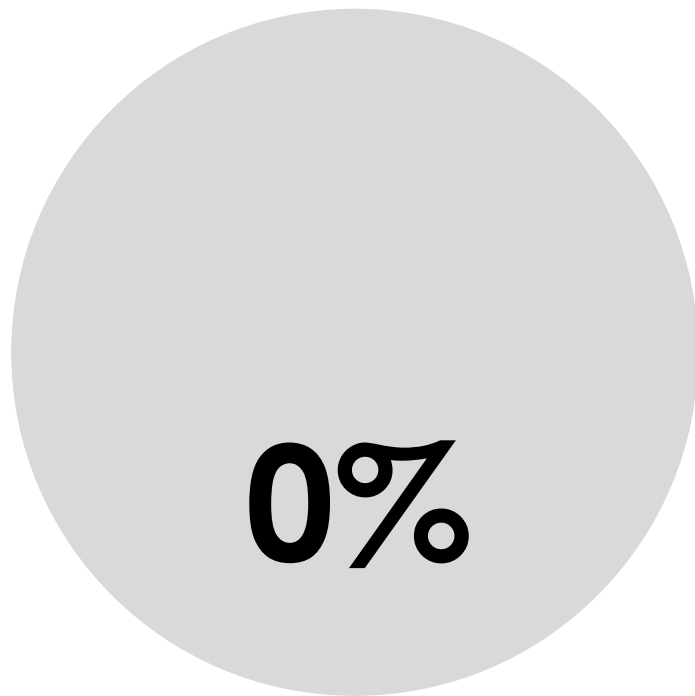
*If you see it - you'll need to claim your business listing to get access to many of the features.*



Claim this business



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



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



## Audit & Analysis

66%

Of business listings were  
**incomplete**

55%

Of incomplete listings are  
**missing a website**

33%

Of audited listings are **not**  
**on Google or Apple Maps**

22%

Only of business listings are  
**Verified**

Google My Business

Search businesses

ORGANIZATION

Miles Partnership

1919 Restaurant

1055 Avenida Doctor Ashford  
San Juan, 00907  
Puerto Rico

Home

Posts

Info

Menu

Food ordering

Insights

Reviews

Messages

Photos

Website

Users

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

1919 Restaurant

Fine dining restaurant  
Organic restaurant  
Restaurant  
Wine bar

1055 Avenida Doctor Ashford, San Juan, 00907

Add service area

Sunday	Closed
Monday	Closed
Tuesday	5:00 PM–9:00 PM
Wednesday	5:00 PM–9:00 PM
Thursday	5:00 PM–9:00 PM
Friday	5:00 PM–9:00 PM
Saturday	5:00 PM–9:00 PM

Your business is live on Google

View on Search

View on Maps

Share your Business Profile

Advertise easily in minutes

Fine dining restaurant in San J

Ad • <https://www.condadovanderbilt.com>

1919 Restaurant - For an Ama

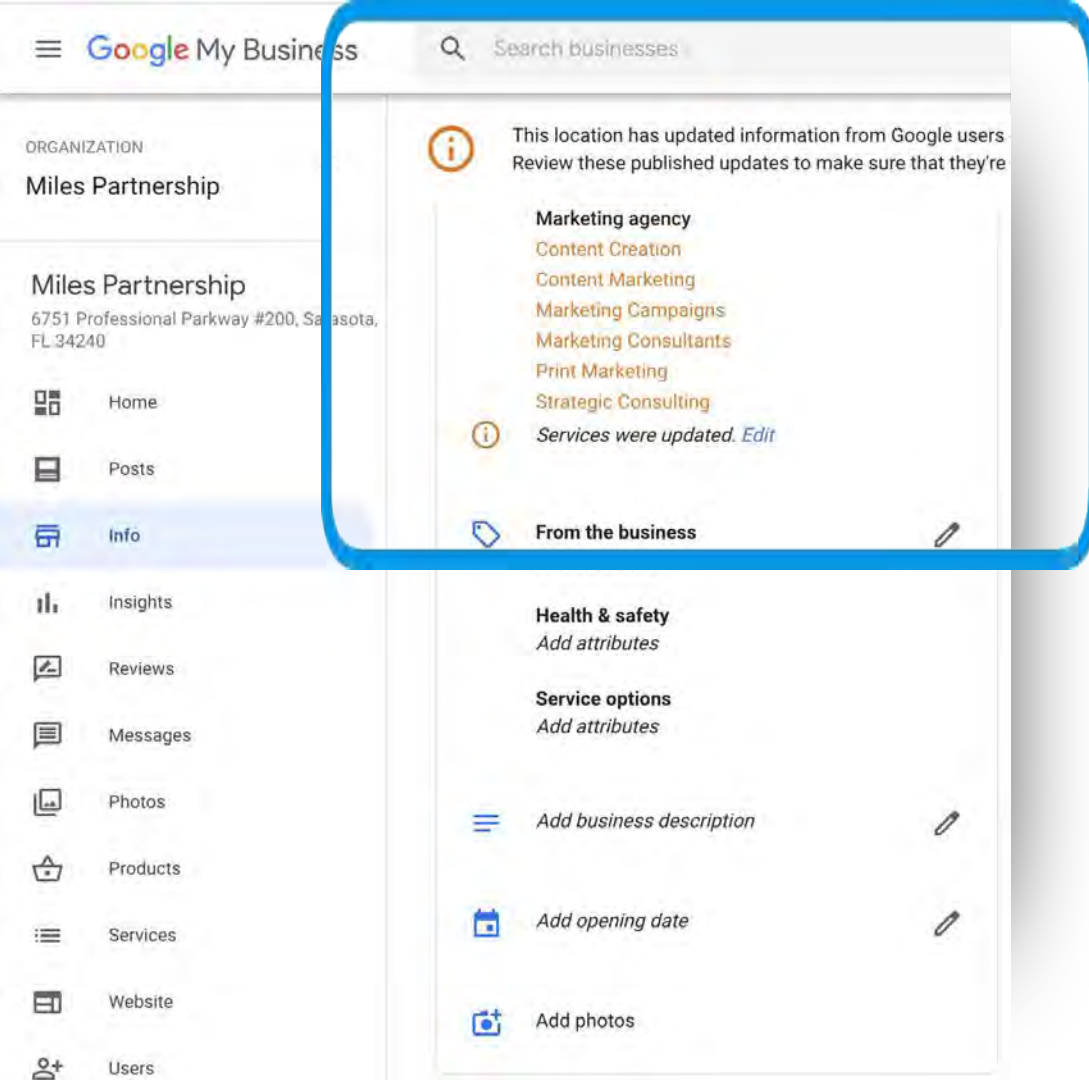
Show up whenever customers are looking for your business on their computers or mobile devices. See how to get started when your ad is clicked. [Learn more](#)

Start now

Make sure your information is complete and accurate.

Check Your:

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



“For the past few months or so, Google seems to have been auto populating the services section of your Google My Business listing. It is believed that Google is **pulling the services based on the content of your web site.**”

[Seroundtable.com](https://Seroundtable.com)

SEARCH  
ENGINE  
ROUNDTABLE

miles  
PARTNERSHIP


## Top Performer Secrets



Keeping on top of hours


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


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


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

"Open now" searches

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

 **More hours**  
Add hours

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

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

↑ 300%

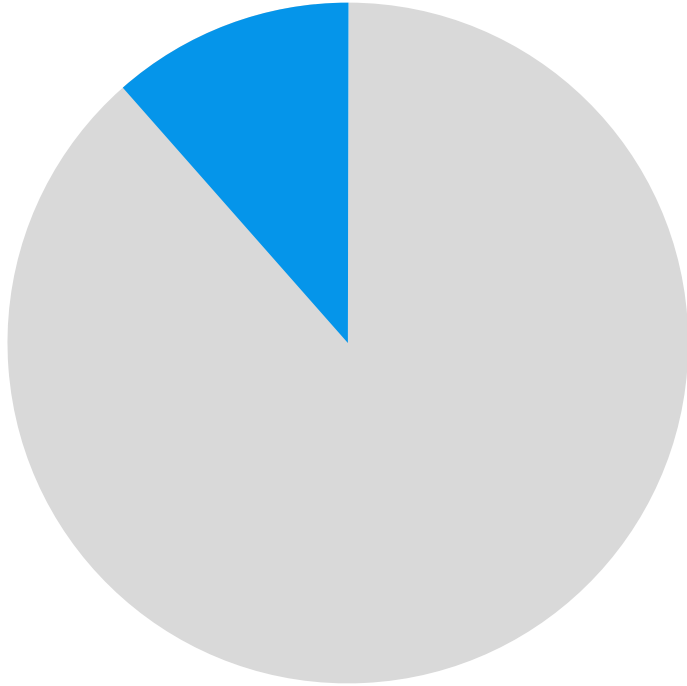
Growth in search interest  
for "open now."



Think with Google

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

Accurate Hours  
are **critically**  
important



Hours are the 2nd most commonly missing item

**19%**

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



**Open** · Closes 5PM ▾

Updated by business under 1 hour ago



**NEW Update Message**



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



107 S Public Rd, Lafayette, CO 80026



**Closed** · Opens 11 AM

Updated by business 8 days ago

See more hours



(720) 502-4463



shop-tri.com



XWX5+3M Lafayette, Colorado



Search miles partnership

ALL NEWS MAPS IMAGES VIDEOS

### Miles Partnership

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



OVERVIEW UPDATES REVIEWS PHOTOS



CALL



DIRECTIONS

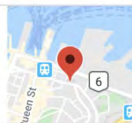


SAVE



WEBSITE

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



**Open** · Closes 5PM ▾

Updated by business under 1 hour ago

More about Miles Partnership

See photos See outside

## Miles Partnership

miles

Website

Directions

Save

Call

5.0 ★★★★★ 1 Google review

Marketing agency in Auckland

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

**Hours:** **Open** · Closes 5PM ▾

Updated by business under 1 hour ago

**Phone:** 09-974 2452

Suggest an edit · Own this business?

### Questions & answers

Be the first to ask a question

Ask a question

### Reviews

1 Google review

Write a review

Add a photo

### From Miles Partnership

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

### Updates from Miles Partnership

View previous updates on Google

PARTNERSHIP



# NEW Detailed Hours Options

United States

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

Create an ad

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

**More hours**  
Add hours

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

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

Google Assistant calls

Advanced information

Store code *Enter store code*

Labels *Enter labels*

Google Ads location extension phone *Enter Google Ads phone*

Regular hours

More hours

Special hours



## NEW Detailed Hours Options

More hours

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

Add hours

[+ Access](#) [+ Brunch](#) [+ Delivery](#) [+ Drive through](#) [+ Happy hours](#) [+ Kitchen](#)

[+ Online service hours](#) [+ Pickup](#) [+ Senior hours](#) [+ Takeout](#)

Cancel [Apply](#)

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

Takeout

Delete hours

Sunday ☐ Closed

Monday ☐ Closed

Tuesday ☒ Open Opens at  Closes at

Wednesday ☒ Open Opens at  Closes at

Thursday ☒ Open Opens at  Closes at

Friday ☐ Closed

Saturday ☐ Closed

Cancel [Continue](#)

Access

Brunch

Delivery

Drive Through

Happy hours

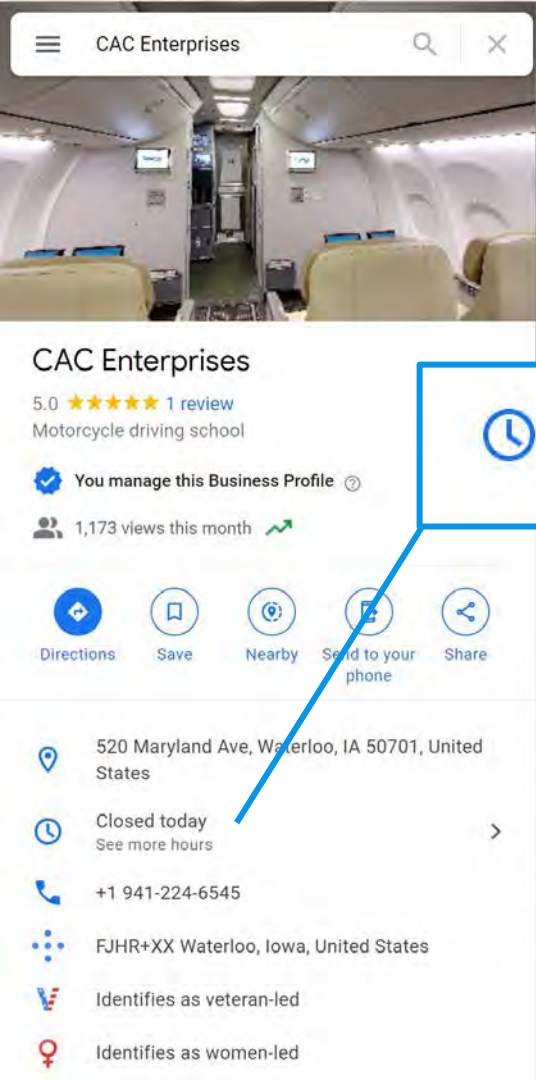
Kitchen

Online service hours

Pickup

Senior hours

Takeout



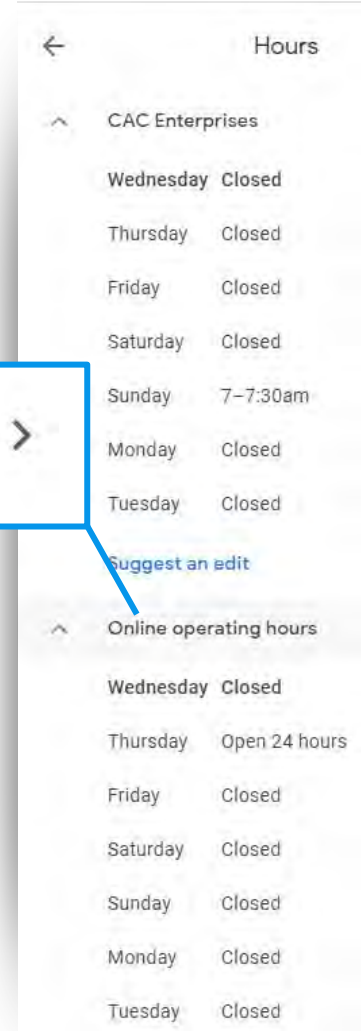
“More hours”



Closed today  
See more hours



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



ORGANIZATION  
Miles Partnership

1919 Restaurant  
1055 Avenida Doctor Ashford  
San Juan, 00902  
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

## Soul Fighters Newcastle

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

Google My Business



Let customers know your  
special hours for February

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

[Update my special hours](#)

February special hours

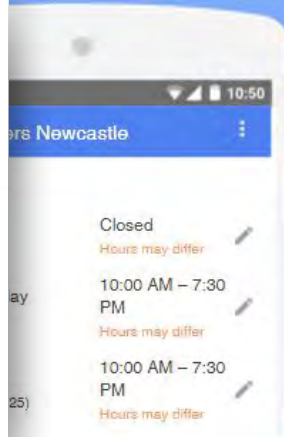
Wasting Day  
Thursday 6/2 7:00 am – 6:00 pm

[Update my special hours](#)

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

Visit Google My Business Help to learn more about updating your special hours

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

[GO TO MY HOLIDAY HOURS](#)


s because of inaccurate hours on your listing.

## Holiday Hours Reminders

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

Easter Monday  
(Monday 4/2)

10:00 AM – 7:30  
PM

Hours may differ

Anzac Day  
(Wednesday 4/25)

10:00 AM – 7:30  
PM

Hours may differ

Miles Partnership

6751 Professional Parkway West, Suite 200  
Sarasota, FL 34240

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

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

Add special hours

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

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



Using 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 

1 Google review

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

People also search for

[View 15+ more](#)

## Calm Waters Spa

61 Hawks Cay Blvd  
Duck Key, FL 33050

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

## Service Areas

- Bookings
- Website
- Users
- Create an ad



## Calm Waters Spa

Day spa  
Facial spa  
Hair Salon  
Nail Salon  
Massage spa

61 Hawks Cay Blvd Duck Key, FL 33050

**Add service area**

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

**Add special hours**

Your business is live on Google

## Service area

Let customers know where your business provides deliveries or services

[Search and select areas](#)

ohaku

**Ohakune**

New Zealand

**Ohakuri**

New Zealand

**Ōakura**

New Zealand

## Top Performer Secrets

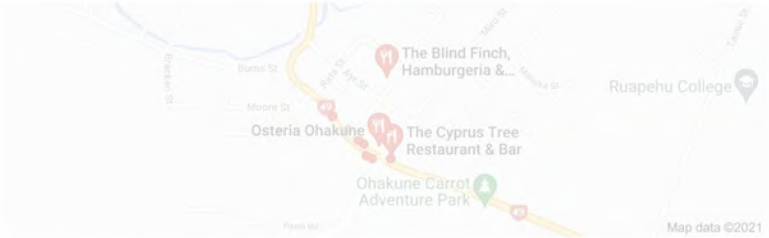


Categories, Attributes &  
Description

Ohakune restaurants


Search filters: All, Maps, News, Images, Shopping, More. Settings, Tools.

About 101,000 results (0.54 seconds)




Rating: [dropdown] Hours: [dropdown]


**Osteria Ohakune**  
4.6 ★★★★★ (337) · \$\$ · Restaurant  
75 Clyde St  
Closed · Opens 4PM  
✓ Dine-in · ✓ Takeaway · ✗ Delivery



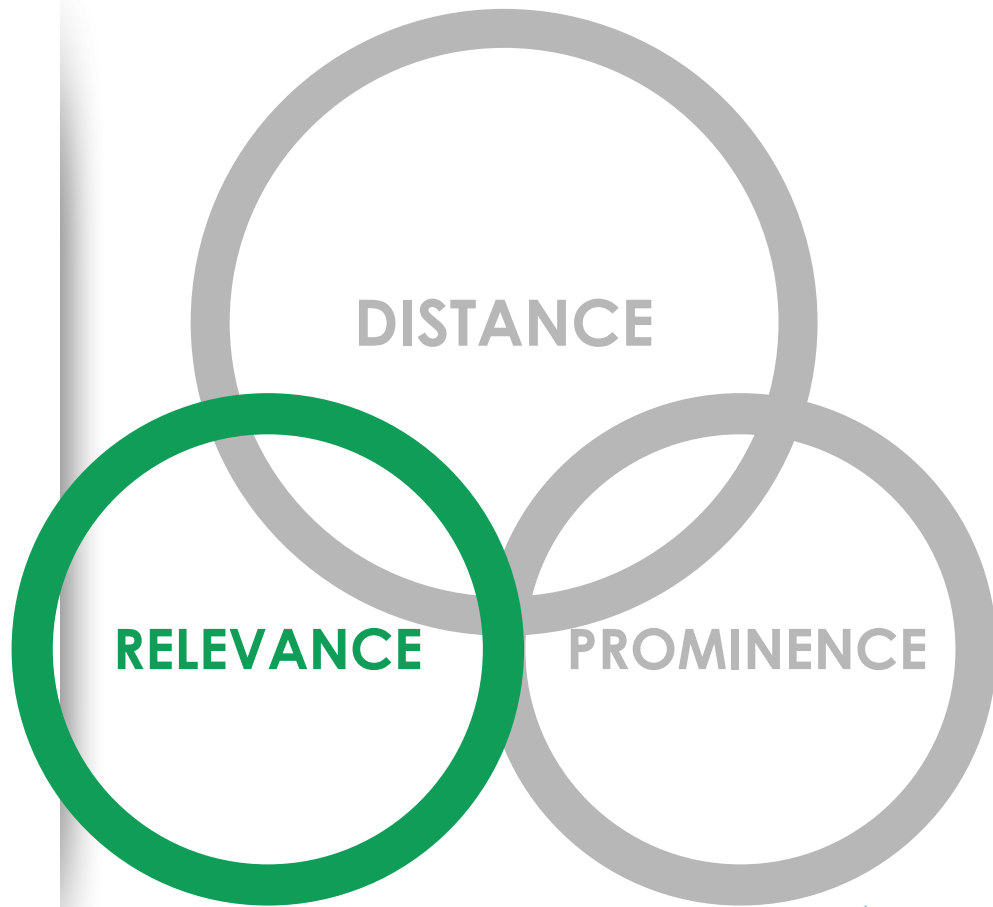
**The Blind Finch, Hamburgeria & Bakehouse - Ohakune**  
4.7 ★★★★★ (751) · \$\$ · Take Away Restaurant  
29 Goldfinch St  
✓ Dine-in · ✓ Takeaway



**The Cyprus Tree Restaurant & Bar**  
4.5 ★★★★★ (377) · Restaurant  
77 Clyde St  
Closed · Opens 5PM  
✓ Dine-in · ✓ Takeaway · ✗ Delivery



→ View all



hungarian_restaurant	Hungarian restaurant	<a href="#">Related Categories</a>
hunting_and_fishing_store	Hunting and fishing store	<a href="#">Related Categories</a>
hunting_area	Hunting Area	<a href="#">Related Categories</a>
hunting_club	Hunting club	<a href="#">Related Categories</a>
hunting_preserve	Hunting Preserve	<a href="#">Related Categories</a>
hunting_store	Hunting store	<a href="#">Related Categories</a>
hvac_contractor	HVAC Contractor	<a href="#">Related Categories</a>
hydraulic_engineer	Hydraulic engineer	<a href="#">Related Categories</a>
hydraulic_equipment_supplier	Hydraulic equipment supplier	<a href="#">Related Categories</a>
hydraulic_repair_service	Hydraulic repair service	<a href="#">Related Categories</a>
hydroelectric_power_plant	Hydroelectric power plant	<a href="#">Related Categories</a>
hydroponics_equipment_supplier	Hydroponics equipment supplier	<a href="#">Related Categories</a>
hygiene_articles_wholesaler	Hygiene articles wholesaler	<a href="#">Related Categories</a>
hygiene_station	Hygiene station	<a href="#">Related Categories</a>
hypermarket	Hypermarket	<a href="#">Related Categories</a>
hypnotherapy_service	Hypnotherapy service	<a href="#">Related Categories</a>
hyundai_dealer	Hyundai dealer	<a href="#">Related Categories</a>
ice_cream_equipment_supplier	Ice cream equipment supplier	<a href="#">Related Categories</a>
ice_cream_shop	Ice cream shop	<a href="#">Related Categories</a>
ice_hockey_club	Ice hockey club	<a href="#">Related Categories</a>
ice_skating_club	Ice skating club	<a href="#">Related Categories</a>
ice_skating_instructor	Ice Skating Instructor	<a href="#">Related Categories</a>

# 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

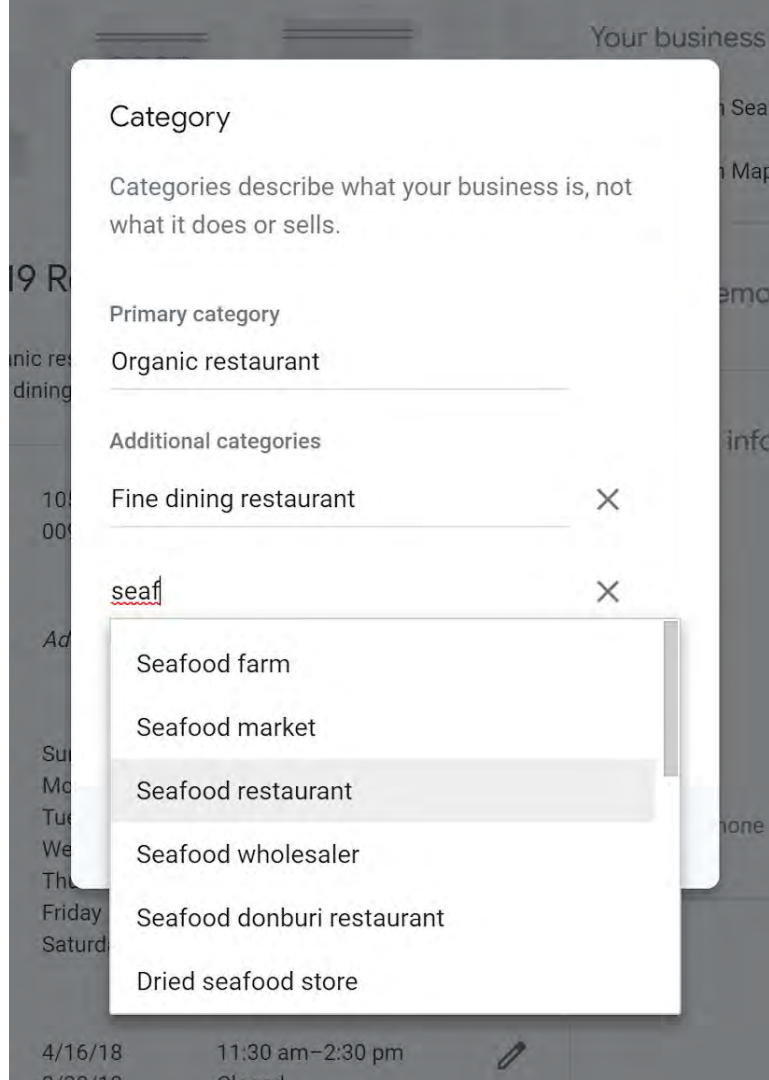
Seafood restaurant

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

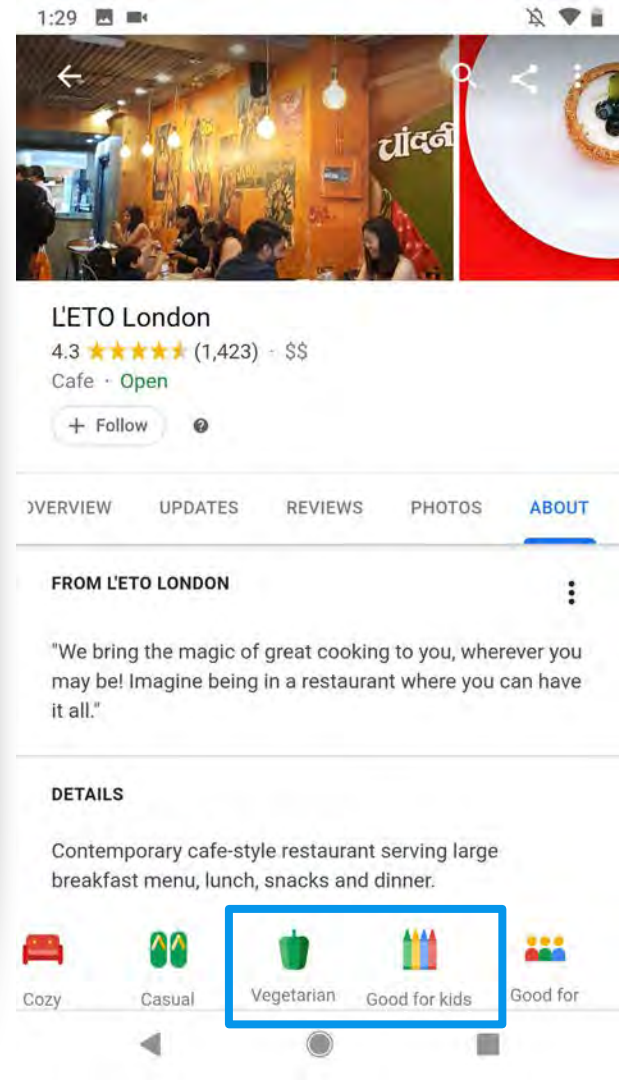
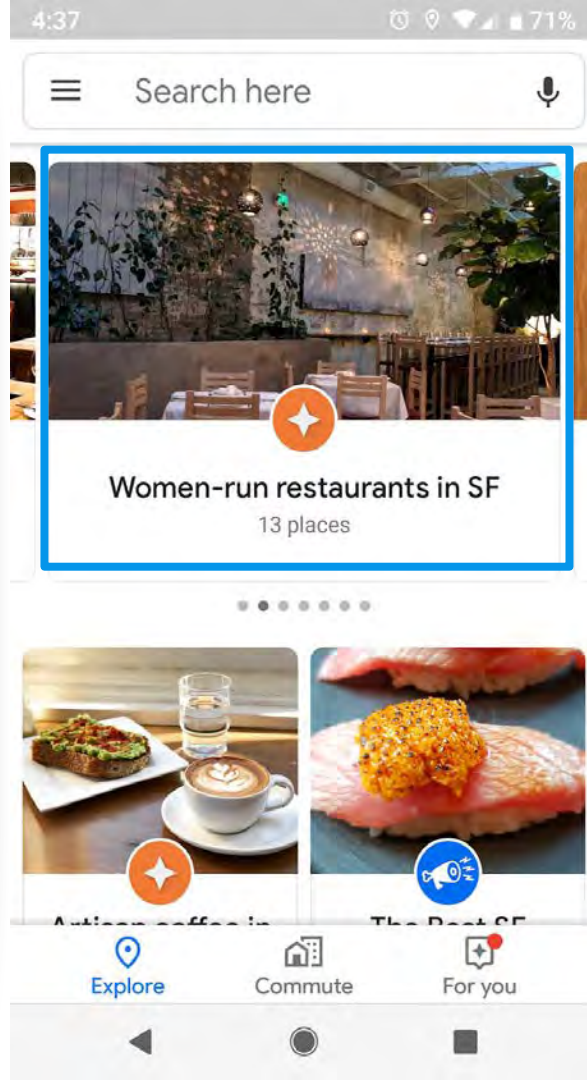
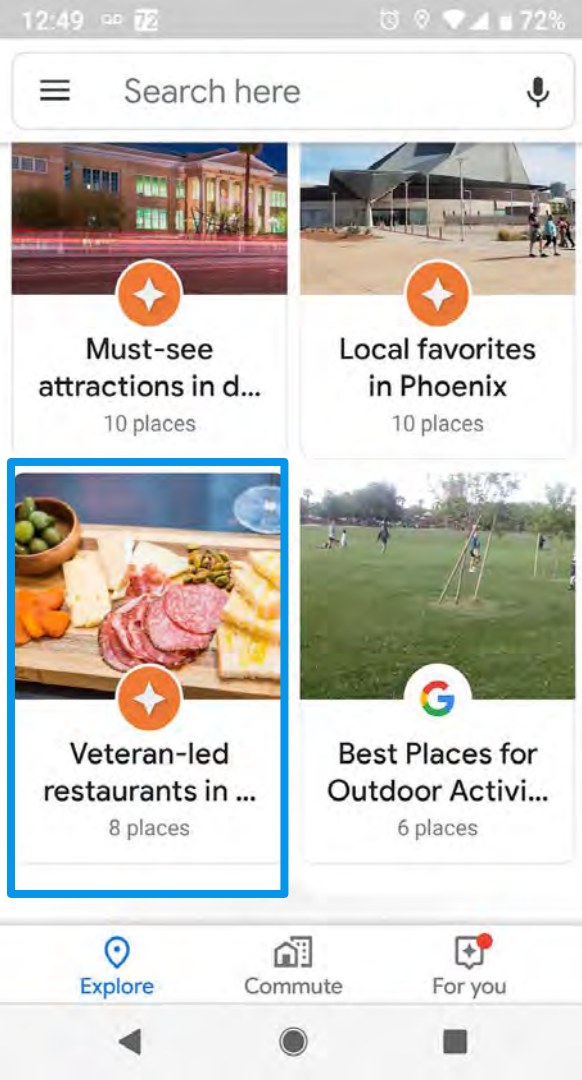
Let customers know more about your business by showing attributes on your Business Profile. These may appear publicly on Search, Maps, and other Google services. [Learn more](#)

### Highlights

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

### Offerings

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



## Hotel attributes

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

Property details

Room details

### Categories

Health & safety

COVID-19 responder policy

Internet

Food & drink

Policies & payments

Activities

Services

Children

Pools

Parking & transportation

Wellness

Accessibility

Business & events

Pets



## NEW Hotel Attributes

### Health & safety

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

#### Enhanced cleaning

Enhanced cleaning of common areas

Enhanced cleaning of guest rooms

Commercial-grade disinfectant used to clean the property

Employees wear masks, face shields, and/or gloves

Employees trained in COVID-19 cleaning procedures

Employees trained in thorough hand-washing

#### Personal protection

Masks required on the property

Hand-sanitizer and/or sanitizing wipes in common areas

#### Physical distancing

Physical distancing required

Guest occupancy limited within shared facilities

Common areas arranged to maintain physical distancing

Private spaces designated in spa and wellness areas



## ← Health & safety

Health and safety measures implemented by

### Enhanced cleaning

Enhanced cleaning of common areas ☒ Yes

Enhanced cleaning of guest rooms ☒ Yes

Commercial-grade disinfectant used to clean the property ☒ Yes

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

Employees trained in COVID-19 cleaning procedures ☒ Yes

Employees trained in thorough hand-washing ☒ Yes

### Personal protection

Masks required on the property ☒ Yes

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

Masks and/or gloves ☐ Yes

Amenities and features related to leisure and play.

Beach access ☐ Available ☒ Not available ☐ Other

Private ☐ Yes ☐ No ☐ Other

Beach front ☐ Yes ☐ No ☐ Other

#### Recreation

Bicycle rental ☒ Available ☐ Not available ☐ Other

Price ☐ Free ☐ Extra charge ☐ Other

Boutique shopping ☐ Available ☐ Not available ☐ Other

Golf ☒ Available ☐ Not available ☐ Other

Horseback riding ☐ Available ☒ Not available ☐ Other

Scuba ☒ Available ☐ Not available ☐ Other

Snorkeling ☒ Available ☐ Not available ☐ Other

Tennis ☒ Available ☐ Not available ☐ Other



## NEW Hotel Attributes

and features related to leisure and play.

### Please provide a reason

Only visible to Google and not published in your listing.

Choices don't match my offerings

Depends on the day of the week

Depends on the season

Under renovation

Not sure/unclear

Cancel

OK

Travel

Explore

Things to do

Flights

Hotels

Holiday rentals

[Hotels](#)
[Holiday rentals](#)
[More filters](#)

**Amenities** 68 places

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

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

COVID-19 trends in Southland

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



What you'll pay

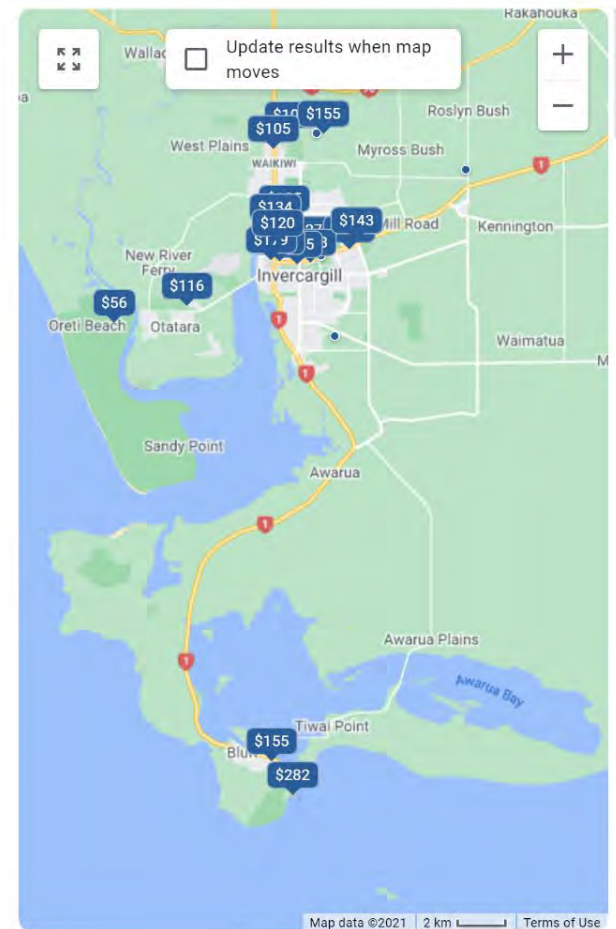
Sort by best match

[Learn more](#)

\$120

[Learn more](#)

\$179





## Recent attributes

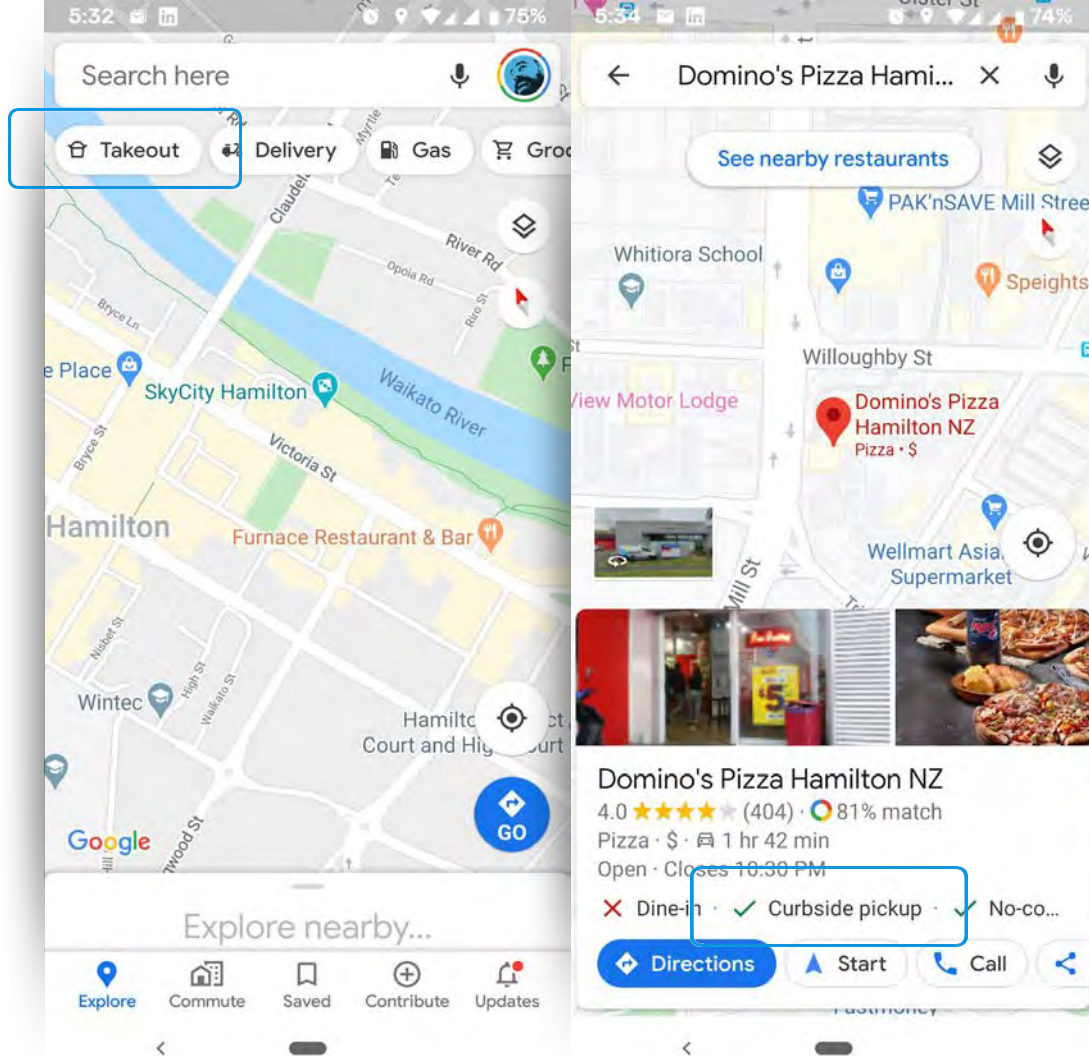
Recent changes as a result of COVID-19 have introduced new tags for restaurant and retail which **directly affect whether businesses appear in map searches**. Look for:

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

✓ On-site services · ✓ Online appointments



Website










Directions

# 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
- Create an ad

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

### From the business

Write a brief description of your business.

[Learn more](#)

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

176 / 750

Cancel

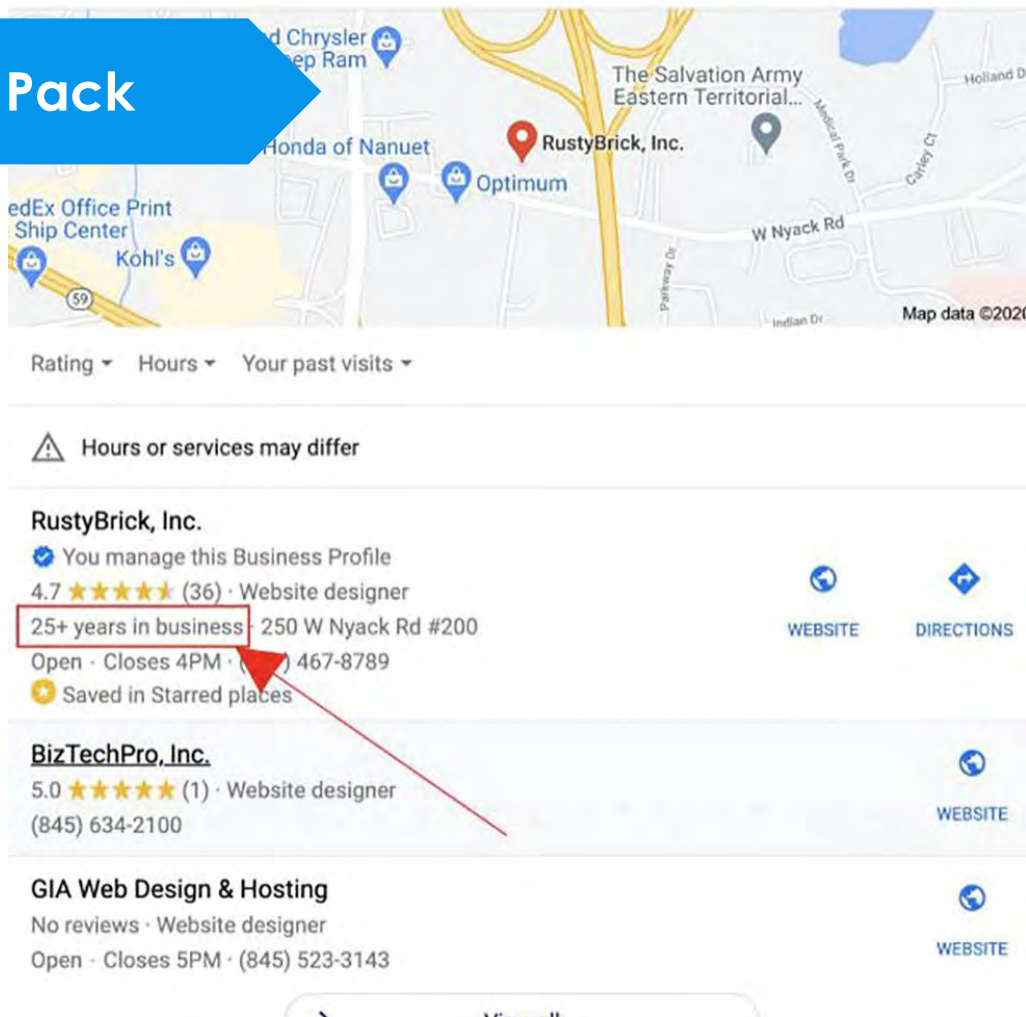
[Apply](#)

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

## ! NEW Opening Date in Local Pack

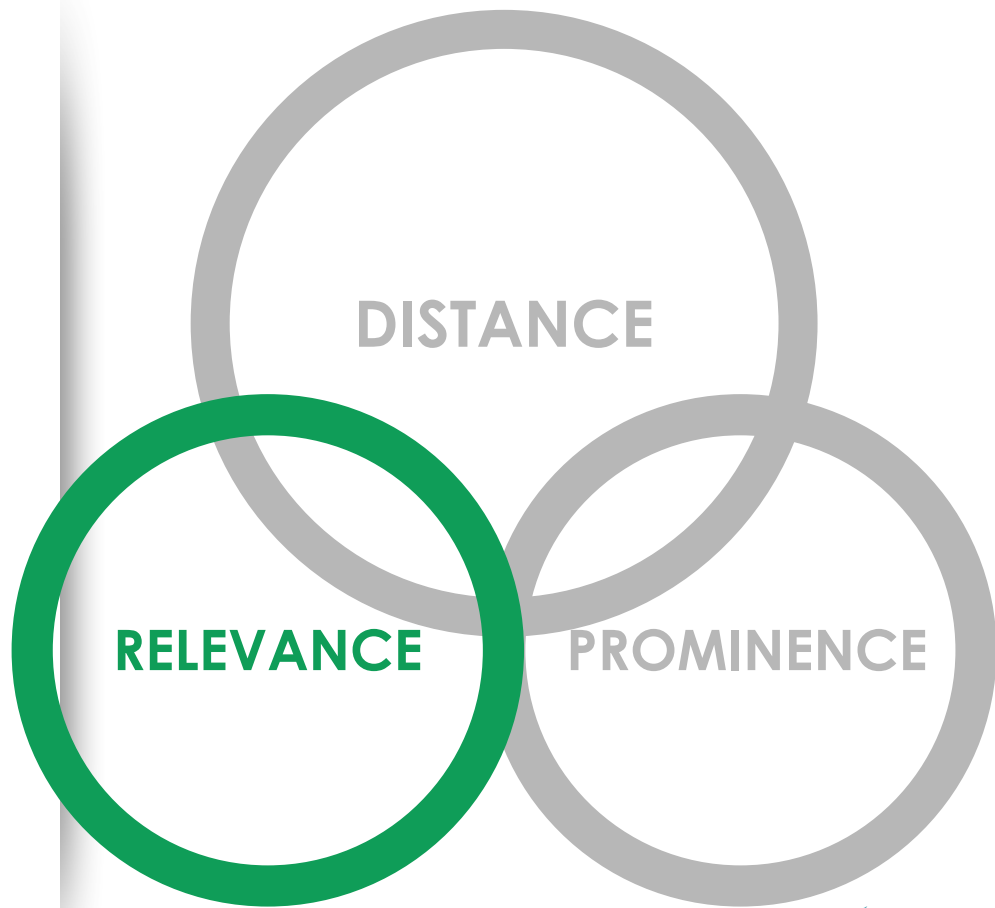
Triggered by the Opening Date field in the info tab in the Dashboard.

**Positive for consumer trust!**



## Maximising Relevance

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



Top Performer Secrets



Menus, Services & Products

11:47

72%



1919 Restaurant



SERVIER

UPDATES

MENU

REVIEWS

PHOTOS

## Appetizers

## Lobster

Lemon Aioli, Bacon

\$15.00

## Pizzetta

Ibérico, Mango, Gorgonzola Dulce, Cilantro

\$15.00

VIEW

UPDATES

PRODUCTS

REVIEWS

PHOTO

## EXPERIENCES

VIEW ALL

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



## Serenity by the sea Spa

4.7 ★★★★★ (40)

Spa in Miramar Beach, Florida · Open

+ Follow



REVIEW

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 rebalance...[More](#)

## Aromasea Massage | 50 Minutes

Our traditional full body Swedish Massage is enhanced with essential oils of...

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 Dolce, 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 section

Section name

Examples: Massages, Facials, Haircuts, Grooming

Add item

Enter at least one item per section. You can

Item name

Item description



Cancel

Apply

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

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

ORGANIZATION

Miles Partnership

Casa Bacardi

Carretera 165  
Cataño, 00949  
Puerto Rico



Home



Posts



Info



Insights



Reviews



Messaging



Photos



Products (Beta)



Website



Users



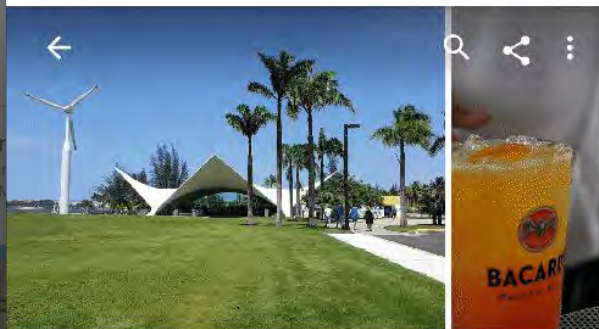
Create an ad

Experien

Select a tour  
master the M



Add pr



Casa Bacardi

4.6 ★★★★★ (1,002)

Tourist attraction · [Open](#)

+ Follow



OVERVIEW

UPDATES

PRODUCTS

REVIEWS

PHO



CALL



DIRECTIONS



SAVE



WEBSITE

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



Products

See

m Tasting Tour, or

ded tour to  
ny's history of

how we make  
of our family

BACARDÍ  
Start with a

ORGANIZATION

Miles Partnership

Theisen's

1525 S Ryan Ave  
Jefferson, WI 53549  
United States



Home



Posts



Info



Insights



Reviews



Messages



Photos



Bookings



Products



Services



Website

## Add product



Product name

0 / 58

Select a category

Create a new category

Product category

Examples: Dining Tables, Headphones, Shoes

0 / 58

Show price range



None

Order online

Buy

Learn more

Get offer

Add a button (optional)

Save

# CTA Buttons

ORGANIZATION



# Angler & Ale

Website Directions Save

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

Dine-in Takeaway Delivery

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

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

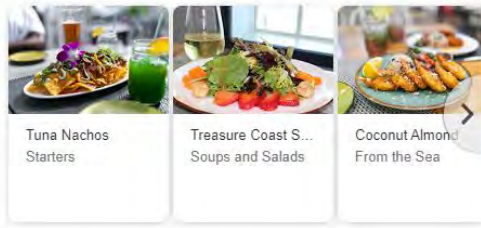
Menu: hawkscay.com

Phone: +1 305-209-9991

Suggest an edit Own this business?

## Products

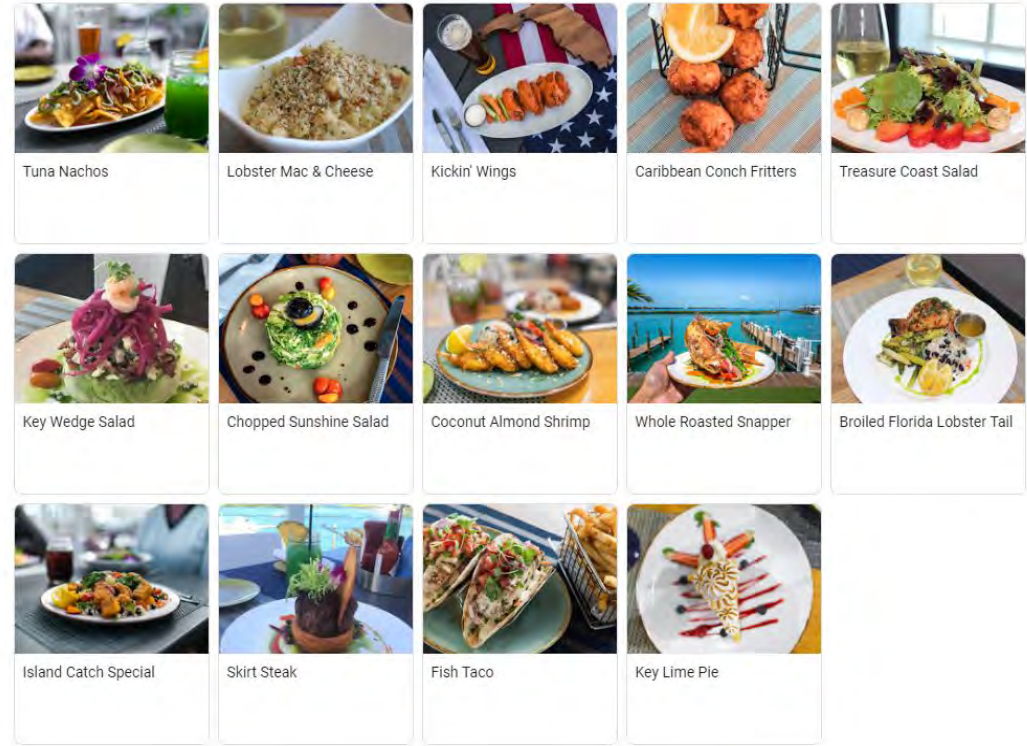
View all



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

Add product See it on Google

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



# Products

ORGANIZATION

Miles Partnership

Theisen's

1525 S Ryan Ave  
Jefferson, WI 53549  
United States

Home



Posts



Info



Insights



Reviews



Messages



Photos



Bookings



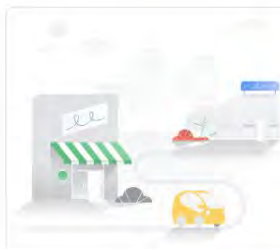
Products



Services



Website



Keep customers up to date

Answer a

 Create post Add photo

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

Theisen's - BusinessName Tires &amp; Wheels

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

Start

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

PERFORMANCE

Views

Searches

Activity

12K

2.19K

Your latest post

More For Your Farm Sale will be

Advertise

Services

Products

## Further Help



### Optimization tool for local business marketing

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

✓ Get My Check-Up and Share My Insights

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

No thanks, just show me my check-up.

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

[b.link/samoatourismgmb](https://b.link/samoatourismgmb)



**miles**  
PARTNERSHIP

Best Practices



# Claiming and Updating Apple Maps Listings



## TECH

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

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

Kif Leswing  
@KIFLESWING

SHARE [f](#) [t](#) [in](#) [✉](#)

## KEY POINTS

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

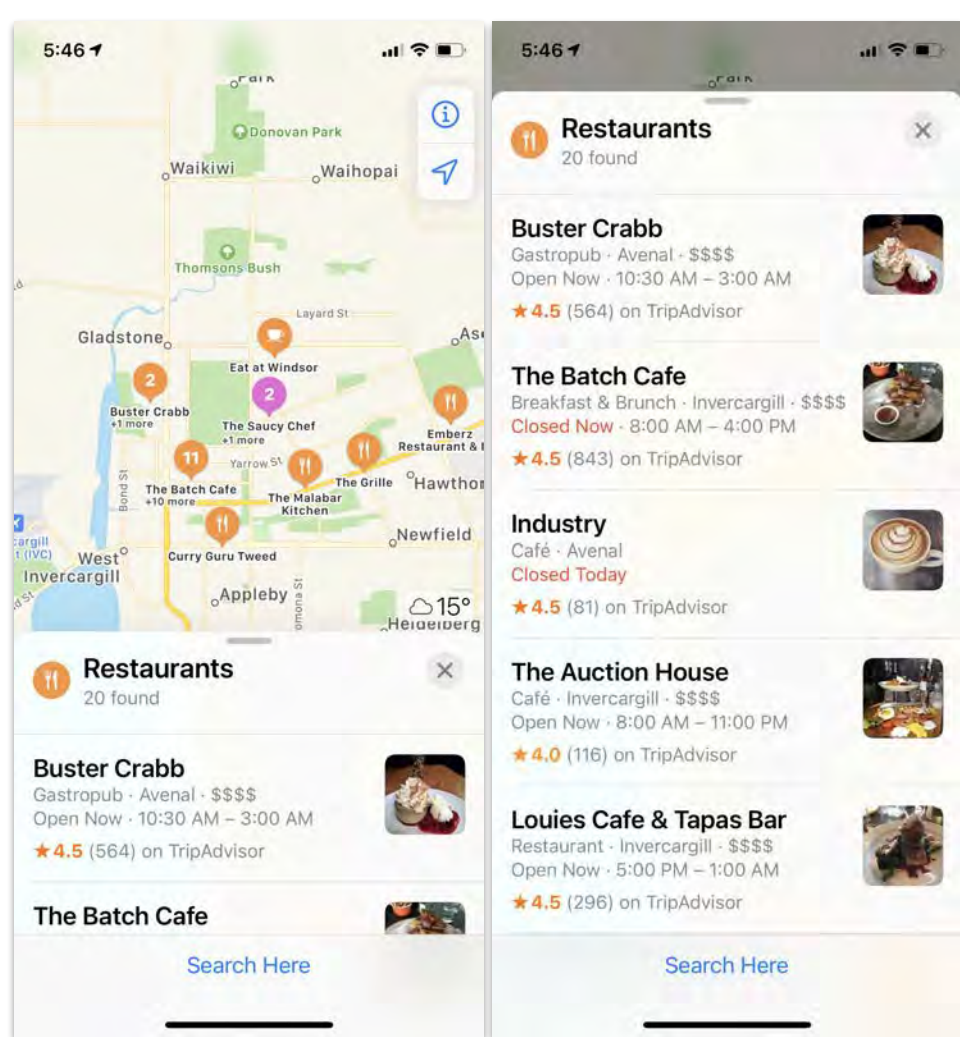
Apple have made huge investments in improving their Maps in 2020

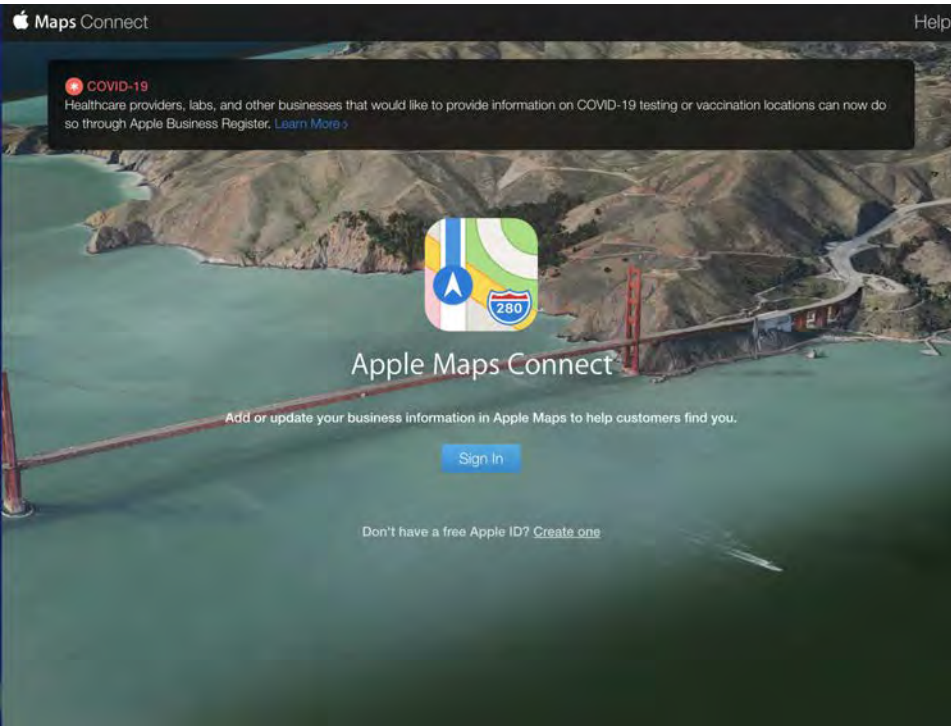


## Business Listings

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

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





## Claiming

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

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



Sign in to Maps Connect

Apple ID



☐ Remember me

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

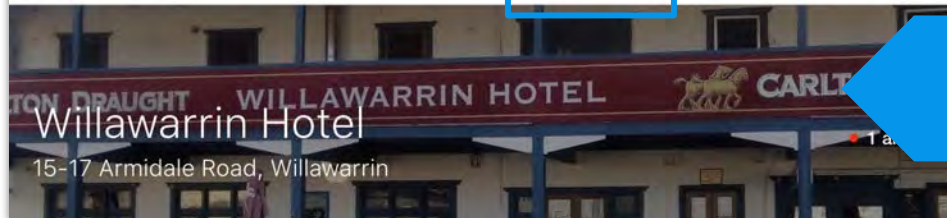
[Do not have an Apple ID? Create yours now.](#)

Apple Maps Connect

My places +

Skye Van Den Oever ▾

[Help](#)



Willawarrin Hotel

15-17 Armidale Road, Willawarrin

Business name

Street and city, or postal code

Search

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](#)

Photo from TripAdvisor

Claiming

**miles**  
PARTNERSHIP

# Willawarrin Hotel

15-17 Armidale Road, Willawarrin

## Information

Place name

Willawarrin Hotel

Phone

+61 2 6567 1205

Apple Pay ⓘ

Accepted

## Location

Address

15-17 Armidale Road  
Willawarrin NSW 2440

Map



### 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

Claiming

< Back

# Willawarrin Hotel

15-17 Armidale Road, Willawarrin

## Information

Place name

Willawarrin Hotel

Categories

Pub, Pub Food

Phone

+61 2 6567 1205

Apple Pay ⓘ

Accepted

## Location

Address

15-17 Armidale Road  
Willawarrin NSW 2440

Map



Claim this place

Claiming

Sign in to

Apple ID

Forgotten your

Do not have an Apple ID?

Search

My places (+) Add place

< Back

**Willawarrin Hotel**  
15-17 Armidale Road, Willawarrin

**Information**

Place name  
Willawarrin Hotel

Categories  
Pub, Pub Food

Phone  
+61 2 6567 1205

Apple Pay ⓘ  
Accepted

**Location**

Address  
15-17 Armidale Road  
Willawarrin NSW 2440

Map

Claim this place

**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: Pub  
 Alternative categories: Restaurant, Pub Food, Hotel Bar  
 Bistrot, Bistrot, Restaurant

**Web links**

Web links will be used to validate the place and help others find it.

Website: <http://www.willawarrinhotel.com.au>  
 Facebook: <http://facebook.com/>  
 Official app: <https://apps.apple.com/>  
 Yelp: <http://yelp.com/>  
 Twitter: <http://twitter.com/>

Cancel Next

Best Practices



# Search Engine Optimisation (SEO)

About 31,600,000 results (0.65 seconds)

<https://www.samoa.travel> › plan-book › activities › mus... ▾**Museum of Samoa | History & Culture | Pacific Heritage**

Falemata'aga - The Museum of Samoa is Samoa's national museum. ... The museum is housed in a two-storey colonial building of over a century years old that was ...

<https://www.facebook.com> › ... › The Museum of Samoa ▾**The Museum of Samoa - Home | Facebook**

The Museum of Samoa, Apia, Samoa. 14712 likes · 234 talking about this. We are Samoa's National Museum.

<https://www.tripadvisor.co.nz> › ... › Things to do in Apia ▾**Museum of Samoa (Apia) - 2021 All You Need to Know Before ...**

Most of the museum is written information on the colonization and modern history of Samoa. While it was interesting a greater focus on pre-european Samoan ...

★★★★☆ Rating: 3 · 44 reviews

<https://www.tripadvisor.com> › ... › Things to Do in Apia ▾**Museum of Samoa (Apia) - 2021 All You Need to Know ...**

Most of the museum is written information on the colonization and modern history of Samoa. While it was interesting a greater focus on pre-european Samoan ...

★★★★☆ Rating: 3 · 44 reviews

<https://en.wikipedia.org> › wiki › Falemata'aga\_-\_Museu... ▾**Falemata'aga - Museum of Samoa - Wikipedia**

The museum is funded by the Ministry of Education, Sports and Culture and is the only government-funded museum dedicated to Samoan culture. The museum ...

<https://www.gluseum.com> › Samoa › Apia, Samoa ▾**The Museum of Samoa, Apia (2021) - Gluseum**

Our mission is to collect and preserve Samoa's material heritage and educate the public through engaging exhibitions and events. The museum is part of Samoa's ...

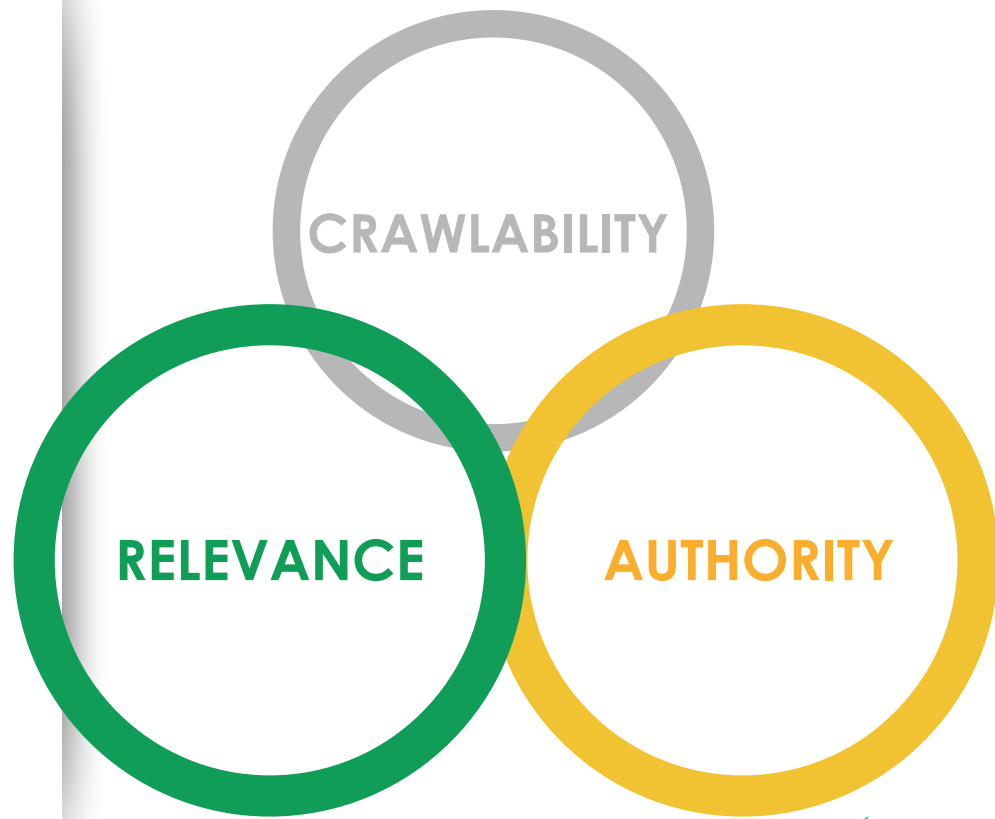
<https://www.inspirock.com> › ... › Samoa › Upolu › Apia ▾**Visit Museum of Samoa on your trip to Apia or Samoa • Inspirock**

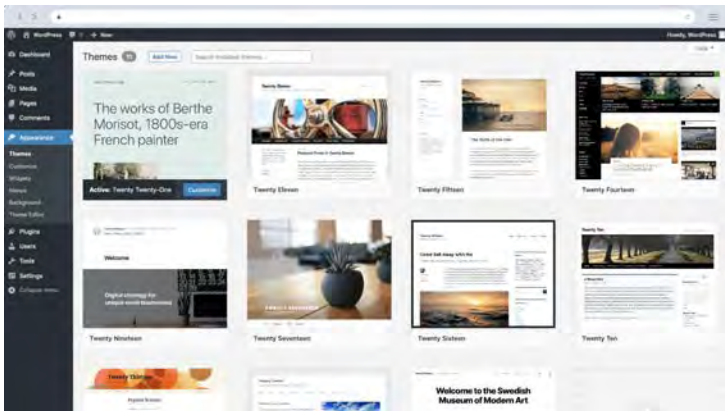
Museum of Samoa, Apia ... Browse a huge collection of Samoan artifacts and historical images at Museum of Samoa. The museum focuses on the country's culture, ...

But why  
**these ten**  
websites?

## ORGANIC SEARCH

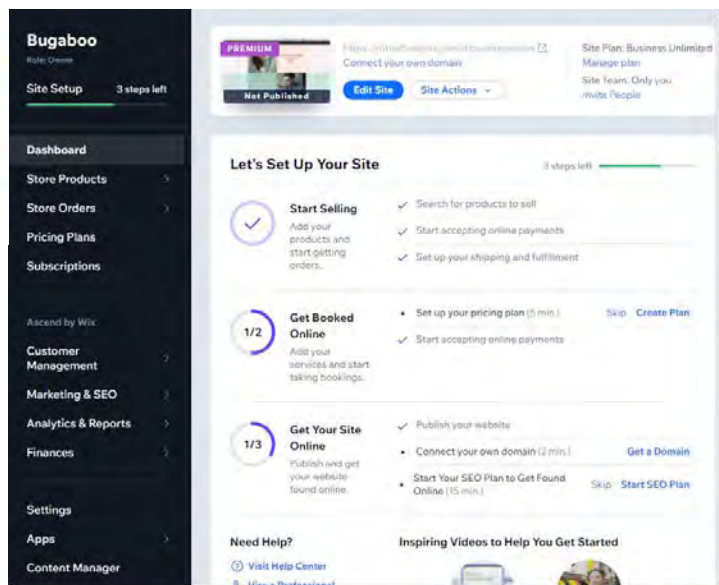
1. **Relevance:** Keywords & copy featured
2. **Authority:** Other websites linking to yours
3. **Crawlability:** More technical aspects that will be managed by your website platform





# Crawlability

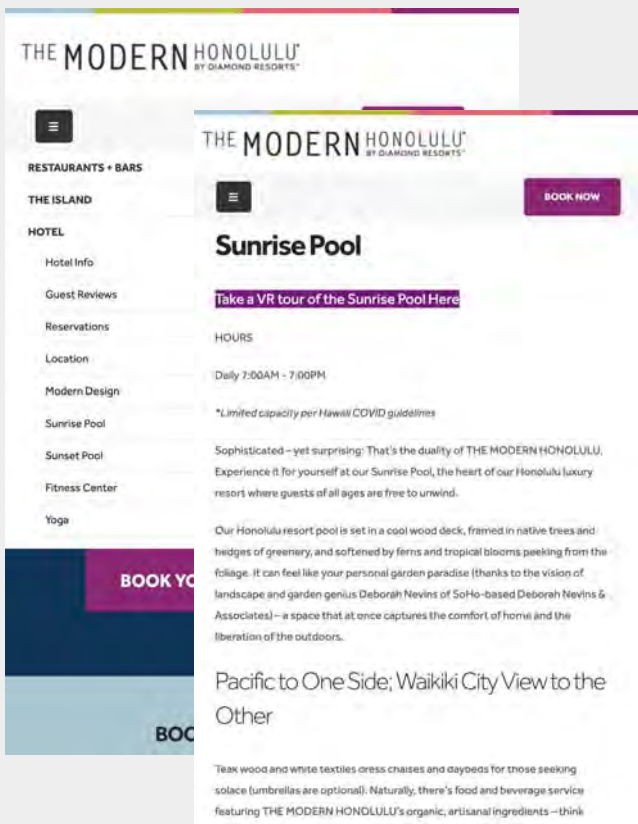
Most common website platforms such as WordPress, Wix, Drupal & Squarespace will handle this for you.



# Organic Search

## Relevance

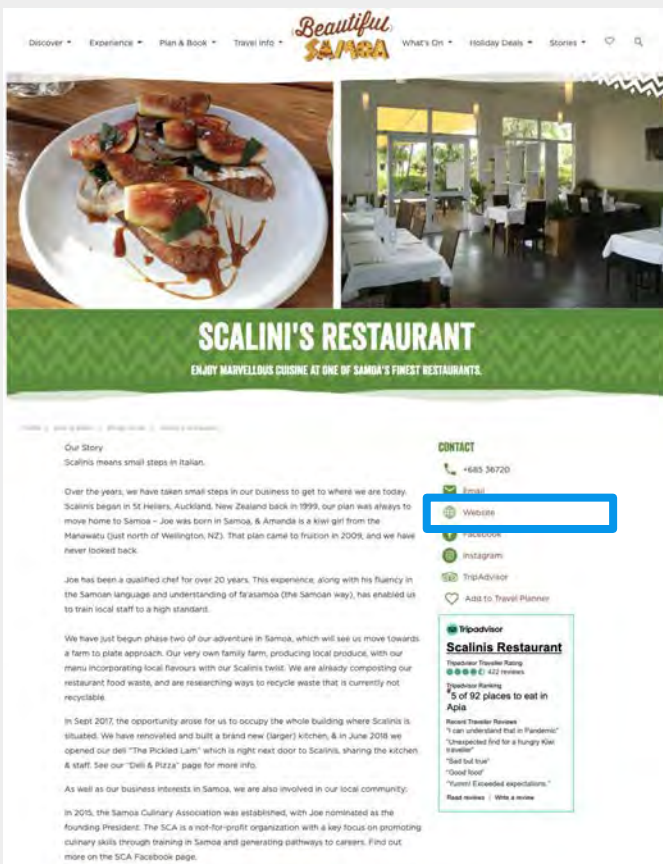
- Create copy on your website that talks about each of the services / product you offer. Consider have each service on it's own page.
- Include a mix of text and images/video. Text should be at least 600 words per page.
- Make sure to link to other helpful content on your site to keep users on your site and to help them find useful information easily



# Organic Search

## Authority

- Look for opportunities for other website to link to yours.
- Check all relevant local listing websites (including Samoa.Travel) and make sure they include a link to your website
- Do not engage in buying links!!!



## BONUS: GMB Website



- Google also offers its own **free** website builder
- Available via your GMB Dashboard



## Miles Partnership

Level 1, 18 Emily Place  
Auckland  
1010



Home



Posts



Info



Insights



Reviews



Messages



Photos



Products



Services



Website



Users



Create an ad



Get custom Gmail



Add new business

### 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 service availability



Update business hours



Post your COVID-19 update

NEW

### Advertise easily in minutes



Marketing agency in Auckland



Ad - [https://milespartnership.co.nz/?utm\\_source=...](https://milespartnership.co.nz/?utm_source=...)

Miles Partnership - For All Your Marketing Needs

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

### PERFORMANCE

Views

291

Searches

232

Activity

102

Search views

228 (+41%)

### Your latest post

Preparing the toys for our next Street View project in the South Pacific!  
[Learn more](#)



**miles**  
PARTNERSHIP

Best Practices



# Website Design Best Practices



## Websites Best Practices

- Opt for simple navigation
- Use visual elements
- Include social media buttons
- Include photo gallery
- Mobile friendly
- Contact details
- Write strong calls to action & clear instructions on **how to book**

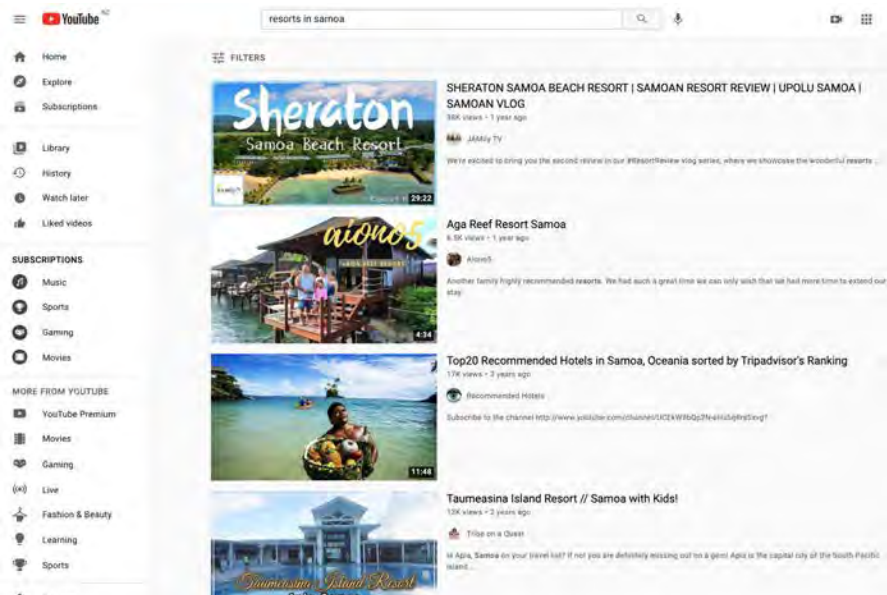
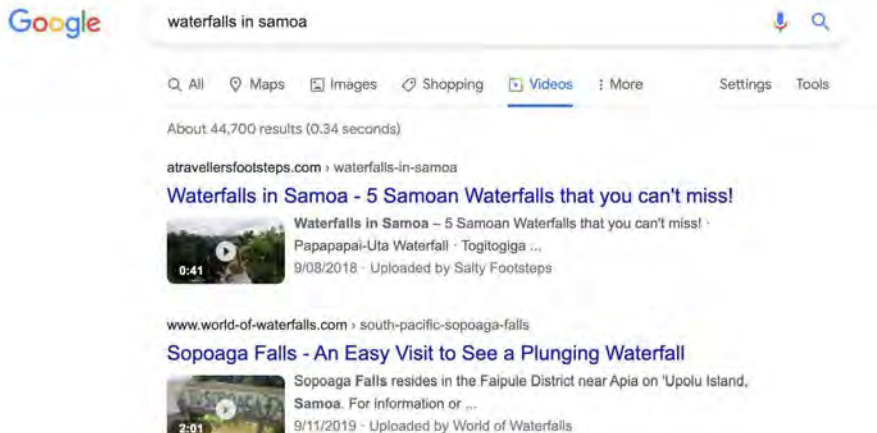
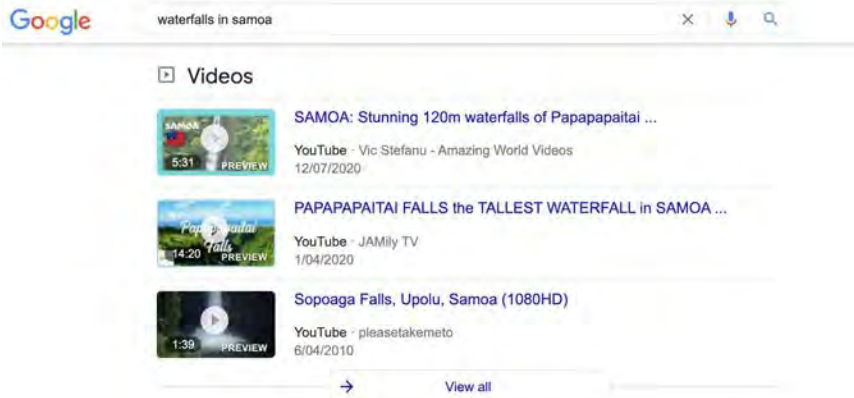
Best Practices



# Optimising Videos for YouTube

# YouTube

- YouTube Videos can be surfaced via **web** search, **video** search
- Or via the **YouTube website** or **mobile** app



YouTube NZ

resorts in samoa

SEMPRUSH

All-In-One Tool

TRY NOW

From your search Resorts Tourists

ORATOR HOTEL | SAMOAN RESORT REVIEW | UPOLU...

JAMILY TV

32K views • 1 year ago

24:44

Sheraton

Mix - JAMILY TV

YouTube

ZARA GRADUATED!! | PESEGA COLLEGE OF #SAMOA...

JAMILY TV

54K views • 6 months ago

1:43:52

POLYNESIAN NIGHT & BUFFET | SAMOAN RESTAURANT...

JAMILY TV

86K views • 1 year ago

33:21

CELEBRATING 2 YEARS IN #SAMOA | MANONO &...

JAMILY TV

43K views • 8 months ago

29:58

Top20 Recommended Hotels in Samoa, Oceania sorted by...

Recommended Hotels

17K views • 3 years ago

11:48

Japanese director went deep into one of the poorest area I...

和之梦 - 官方频道

2.3M views • 1 month ago

51:59

Arranged Marriage NZ -- Tongan Princess Virginia Tuit...

Samoa Media

308K views • 1 month ago

19:18

SHOPPING and CELEBRATING a SAMOA SWEET SIXTEEN...

JAMILY TV

29K views • 1 year ago

24:33

Untold Pacific History: Episode 2 - Niue / The Murder of...

TheCoconutTV

2:56 / 27:21

#ResortReview #Samoa

SHERATON SAMOA BEACH RESORT | SAMOAN RESORT REVIEW | UPOLU SAMOA | SAMOAN VLOG

36,591 views • Oct 22, 2019

1.2K 20 SHARE SAVE ...

JAMILY TV

28.3K subscribers

SUBSCRIBE

We're excited to bring you the second review in our #ResortReview vlog series, where we showcase the wonderful resorts available in #Samoa and other parts of the world as well! Today, we share our stay at the beautiful Sheraton Samoa Beach Resort, a vast and impeccably SHOW MORE

Buy JAMILY TV merchandise

Spring Spring Spring Spring Spring Spring

149 Comments SORT BY

Commenting publicly as Skye van den Oever

Marshall Goodwin 1 year ago

We have stayed there - really nice place. The pool area was my favourite. Keep up the good work JamilyTV, fan from Australia

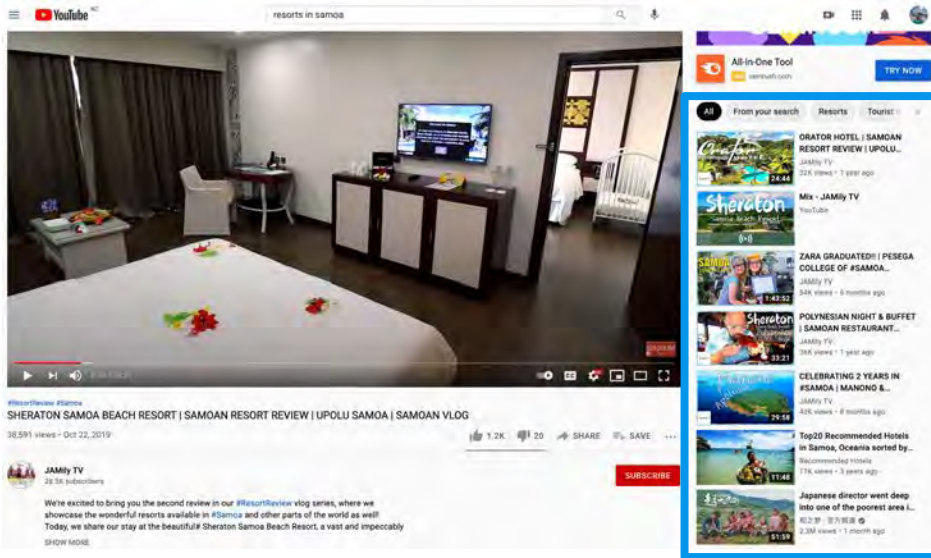
23 1 REPLY

View 2 replies from JAMILY TV and others.

- The Google ecosystem favours longer, more information-rich content than social channels.
- YouTube's “**Recommendation Engine**” shows users similar videos
- **Titles:** Be descriptive about what is in the video
- **Descriptions:** Same as above, the more detail the better
- **Thumbnails:** Use branded, eye-catching headings / graphics to stand out

# YouTube

- The Google ecosystem favours longer, more information-rich content than social channels.
- **Titles:** Be descriptive about what is in the video
- **Descriptions:** Same as above, the more detail the better
- **Thumbnails:** Use branded, eye-catching headings / graphics to stand out
- Add subtitles to any audio or voice overs (native YB feature)



## Further Help

- We have provided a link to document containing some great tips to help optimise your YouTube videos.

Your Progress: Complete articles to earn badges!

Account

Google My Business

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

Accessing GMB

Posts

Info

Insights

Leveraging Followers in Google My Business

Reviews

Understanding Service Area Businesses

Menu, Services and Products

Photos

Questions And Answers

Adding Managers

Settings

Knowledge Panels

Welcome to the Local Marketing Academy, brought to you by the Samoa Tourism Authority.

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

We have over 100 articles available already and are adding and updating content monthly. Use the navigation on the right to find articles relevant to your interests.

Latest Updates

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

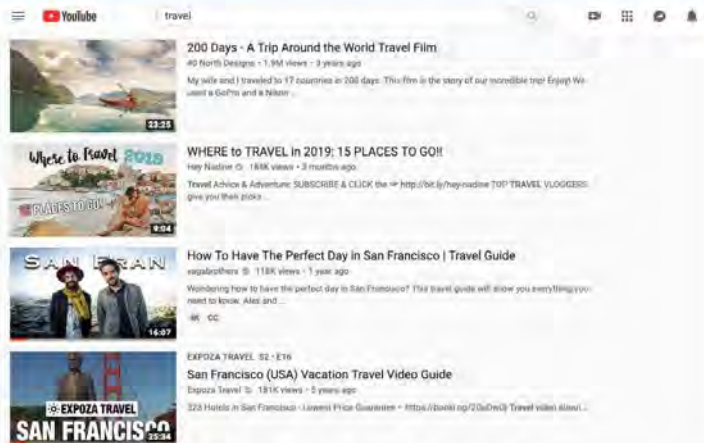
Updated: June 18, 2021

This article will provide some practical tips and strategies for using Google My Business to increase your visibility and results during the COVID-19 restrictions.

## YouTube Optimization Tips

### SUMMARY:

YouTube is the third most visited website on the internet and the second largest search engine by daily volume of queries. Ranking well in YouTube will not only help you reach a significant audience organically, it also has direct impact on visibility of your owned content within web search results.



### How Does YouTube's Algorithm Rank Content?

Similar to web pages, there are a variety of factors to keep in mind when optimizing YouTube content, and there is no single factor that rules visibility. Trying to follow best practices for as many factors as possible will likely generate the best possible results

[b.link/samoamarketingacademy](https://b.link/samoamarketingacademy)

# Social Media

# Why Social Media?

---

Deepen Relationships

Support Your Customers

Make New Connections

Join Conversations

Earn Trust



*Image credit*

# Choose Your Channels

---

You don't need to be everywhere.



*Image credit*

# Choose Your Channels

---

You need to be where your  
customers are &  
where they want to interact  
with you

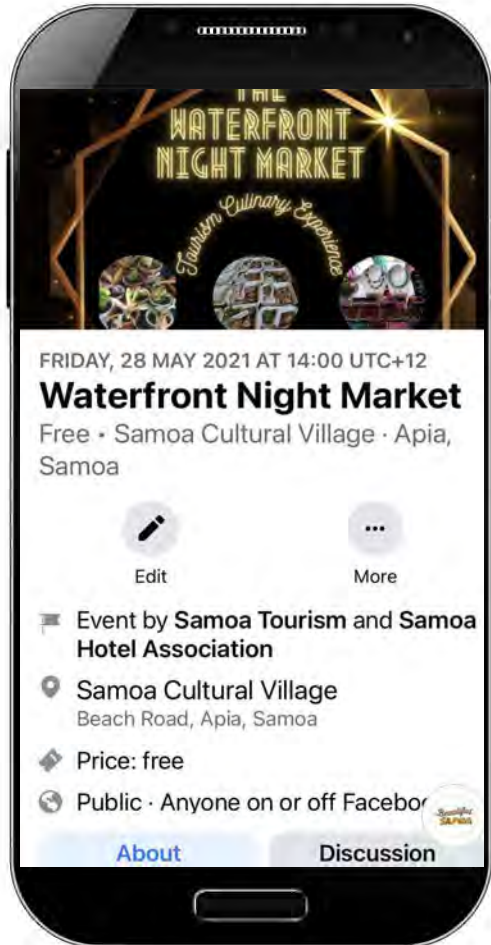


*Image credit*



Largest social media network in the world: 2.5 billion monthly users

- 11.5 mill users in Australia and 3.2 mill in NZ
- Communicate across different kinds of content
  - Photos, video, updates, check-in, stories, sharing
- Create and promote events
- Live Broadcasts
- Q&A Functionality
- Older audience
- Advanced ad targeting





## Facebook usage among key demographics

### Gender



This study doesn't currently include data on non-binary people.

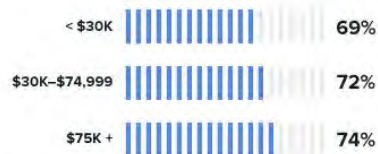
### Age



### Location



### Income



### Education



Source: [pewrs.ch/2P0uyRs](https://pewrsr.ch/2P0uyRs)



Photo/Video



**Samoa Tourism**

3 Jun · 🌐

Cocktails, sunshine and the beautiful pool at [Amoa Resort Savaii](#). What more could anyone need? 🍹 🌴

[#beautifulsamoa](#) [#covidfree](#) [#tropicalresort](#)  
[#beautifulanticipation](#)



**Samoa Tourism**

20 h · 🌐

[#Travelready](#) preparations continue.

Samoa's COVID 19 vaccination programme has entered the next phase with the roll out this week of the 2nd dose. To date, more than 40,000 people have received the first jab of the vaccine. [#beautifulsamoa](#)  
[#travelsafe](#) [#covid19free](#) [#doitforsamoa](#)



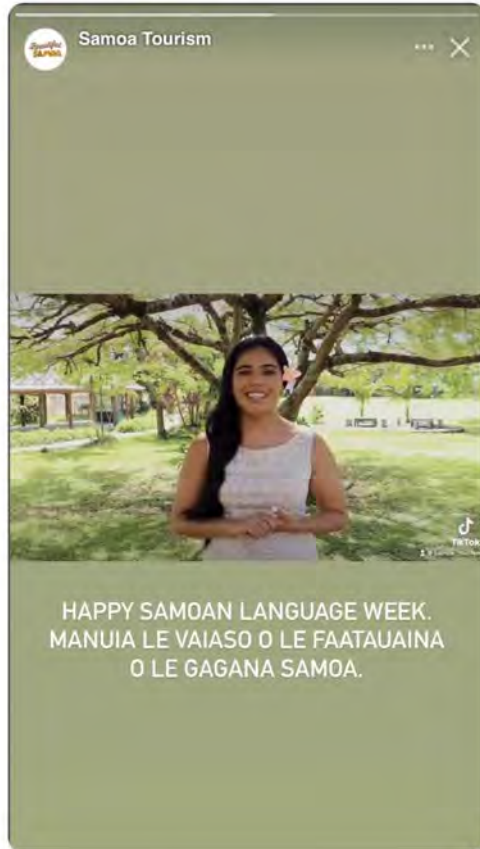
Visit the COVID-19 Information Centre for vaccine resources.

[Get Vaccine Info](#)




# facebook

 Create Story



 Live video

**Samoa Cultural Village**

4 Jun · Apia, Samoa · 

Learn about 'wood carving' in  
[#beautifulsamoa](#)



## Considerations

- Crowded. Organic posts have limited visibility
- Keep your business page information current & respond to reviews, no matter your social strategy

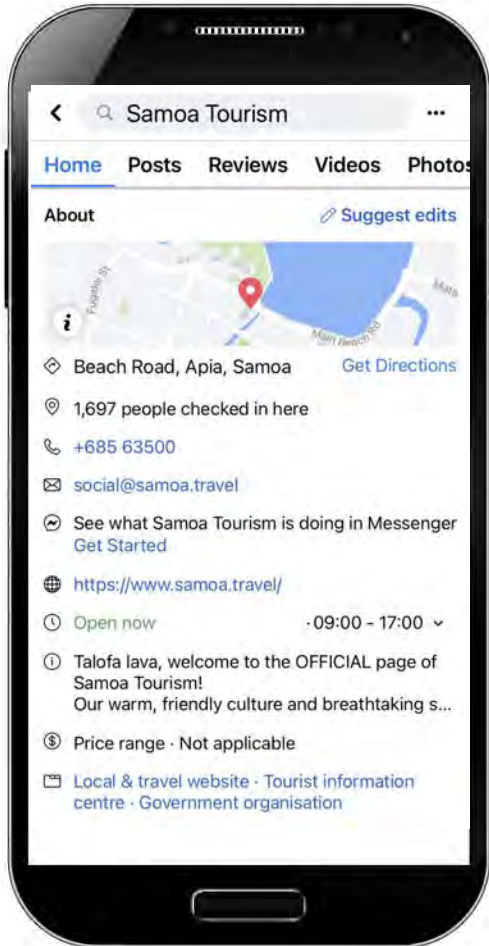




Photo and video sharing platform. Part of the Facebook product family.

- 2 mill users in NZ and 10.5 mill in Australia
- Highly engaged audience
- Stories offer quick, visually-rich narrative, inspiration in inside perspective
- Real-time “Go Live” with customers
- Q&A functionality
- Ad types include shopping ads
- Hashtags build visibility
- Top channel for partnering with influencers





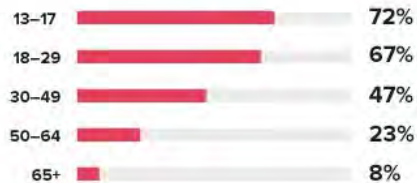
## Instagram usage among key demographics

### Gender

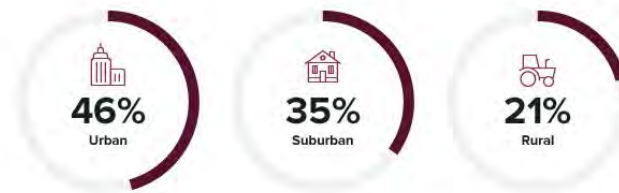


This study doesn't currently include data on non-binary people.

### Age



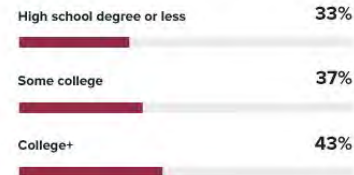
### Location



### Income



### Education



Source: [pewrsrc.h/2P0uyRs](https://www.pewresearch.org/2020/04/01/instagram-usage/)

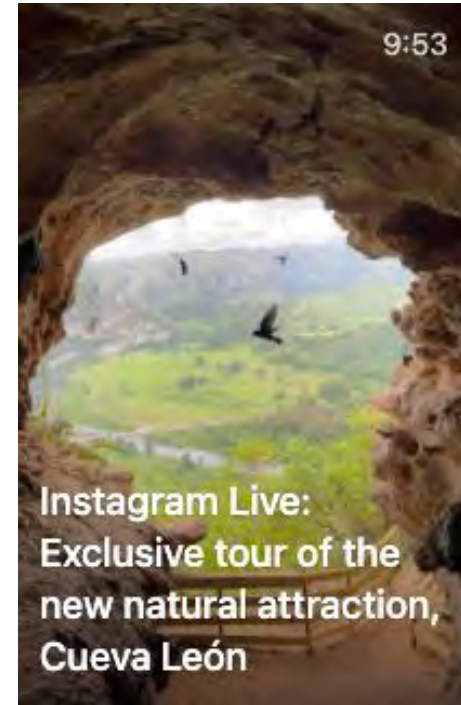
## Post

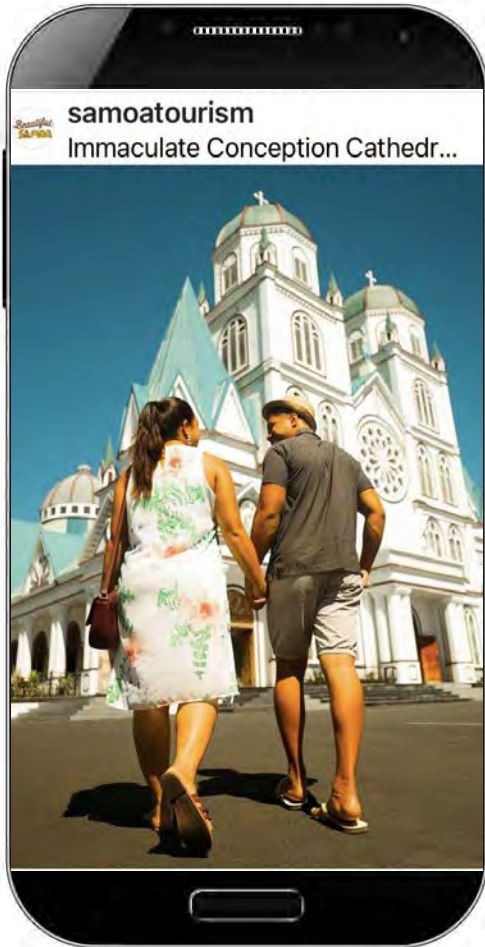


## Story



## Live





## Considerations

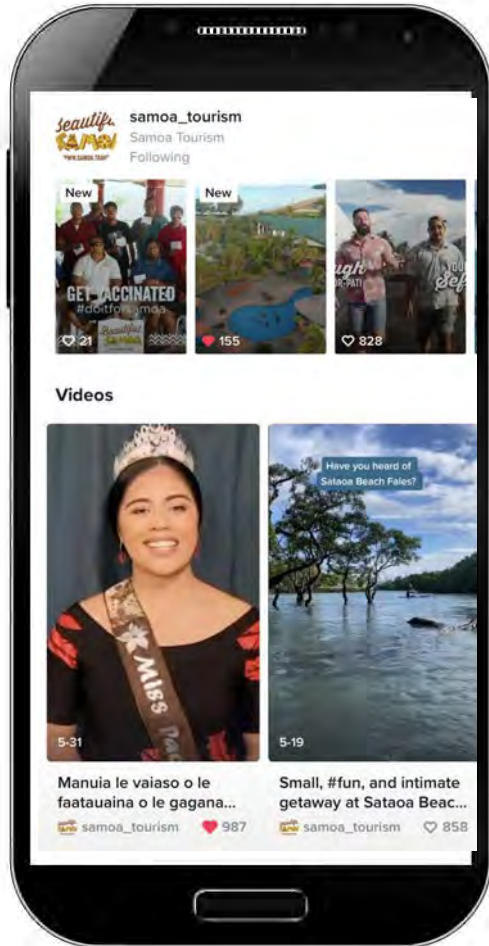
- Make sure there's a healthy balance of quantity and quality content.
- Limited ability to build website traffic, requires ongoing quality imagery



Create & share short videos and slideshows with templates, using music, voice effects and other features.

- Fastest growing social platform since 2020
- AI-based content delivery
- 2.6 billion app downloads
- #travel - 38.8 billion views
- #travelbubble - 99 mill views
- Very popular among younger demographics

**Considerations.** Limited ad offerings, limited reach amongst adults





Support

## *Beautiful* **SAMOA** Marketing Academy

To help you effectively market your business, this online library of educational and how-to materials has been specifically created for businesses and organizations like yours. Create your account to access best practices, reference materials, videos and other resources to help improve the success of your digital marketing efforts.

Sign in using your Google account to continue.

Create Your Account



Sign up with Google

By creating an account, you agree to our [Terms of Service](#) and acknowledge our [Privacy Policy](#) and [Terms of Service](#).

# Marketing Academy

[b.link/samoamarketingacademy](https://b.link/samoamarketingacademy)

# Other Partners

# Listing Consistency



Entire house in Apia  
Urban Lodgings

8 guests · 4 bedrooms · 4 beds · 4 baths

★ 5.0 (6 reviews)



Upolu Hotels Things to do **Restaurants** Flights

South Pacific > Samoa > Upolu > Apia > Apia Restaurants > Giordanos Wood-Fire

## Giordanos Wood-Fire Pizza & Garden Restaurant - Est 1

611 reviews #5 of 73 Restaurants in Apia \$\$ - \$\$\$, Italian, Pizza, Vegetarian Friendly

Salenesa Rd - Off Falealili St 1A 1A Salenesa Rd - Off Falealili St, Apia, Upolu 510 Samoa +685 2598

ce Plan & Book Travel Info



What's On Holiday Deals Store

## PADDLES RESTAURANT

CIBO, SERVIZIO, ATMOSFERA, DIVINO!...FOOD, SERVICE & ATMOSPHERE, DIVINE!

to do > paddles restaurant

### CONTACT

+685 21 819

Email

Facebook

Instagram

TripAdvisor

Add to Travel Planner

**Make sure your business is listed in all the appropriate partner sites**

*Remember NAP! Keep your information up to date and consistent!*

## Monitor Ratings & Reviews

4.5 ★★★★★ (25) ·

★ 4.43 (8 reviews)

●●●●● 611 reviews

★ 5 out of 5 ⓘ

Based on the opinion of 18 people

**Remember to monitor your ratings and reviews across all relevant partner sites**

*You don't want to have a 4.9 star rating on one platform and a 2.5 on another!*

# Questions?

# Content creation



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.



**Maria Rial**  
Digital Specialist

# Phone Photography & Video Basics

### Phocus on one subject

- Tap the screen of your phone to focus the camera on your subject — that way the lighting is optimized
- The brightness, contrast, saturation and cropping of the photo can be adjusted from your phone





### Use 'negative space'

- This is the area in between and around your subject: open sky, a large field, water
- When you include negative space your subject will stand out

## Photo Tips

### Find different perspectives

- Try taking photos from an unexpected angle to make them more memorable since most mobile photos are taken either straight -on or from a bird's eye view.



[Photo credit](#)

### Look for repetitive patterns

- Repetitive patterns are pleasing to the eye and can make a strong visual impact: lines, geometric shapes, forms, and colors.



## Photo Tips

### Avoid Zooming in

- Images can appear grainy or pixelated
- Use the cropping function in your phone instead, you won't compromise quality

### It's the little things

- Close-up images that capture small and delicate details can create compelling visual content.
- Look for appealing textures and patterns.



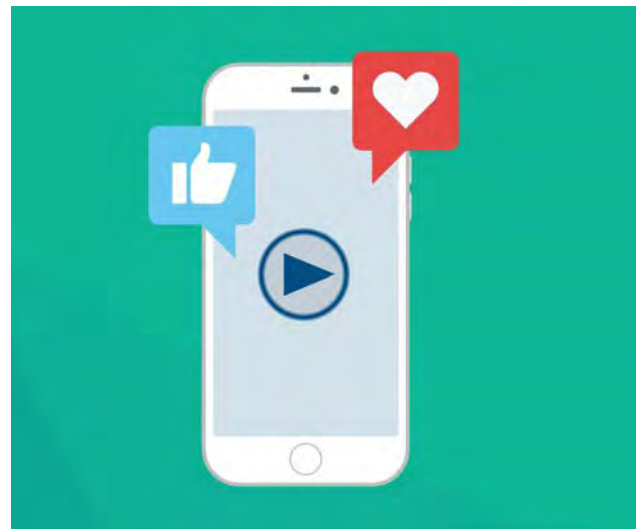


### Evoke emotion

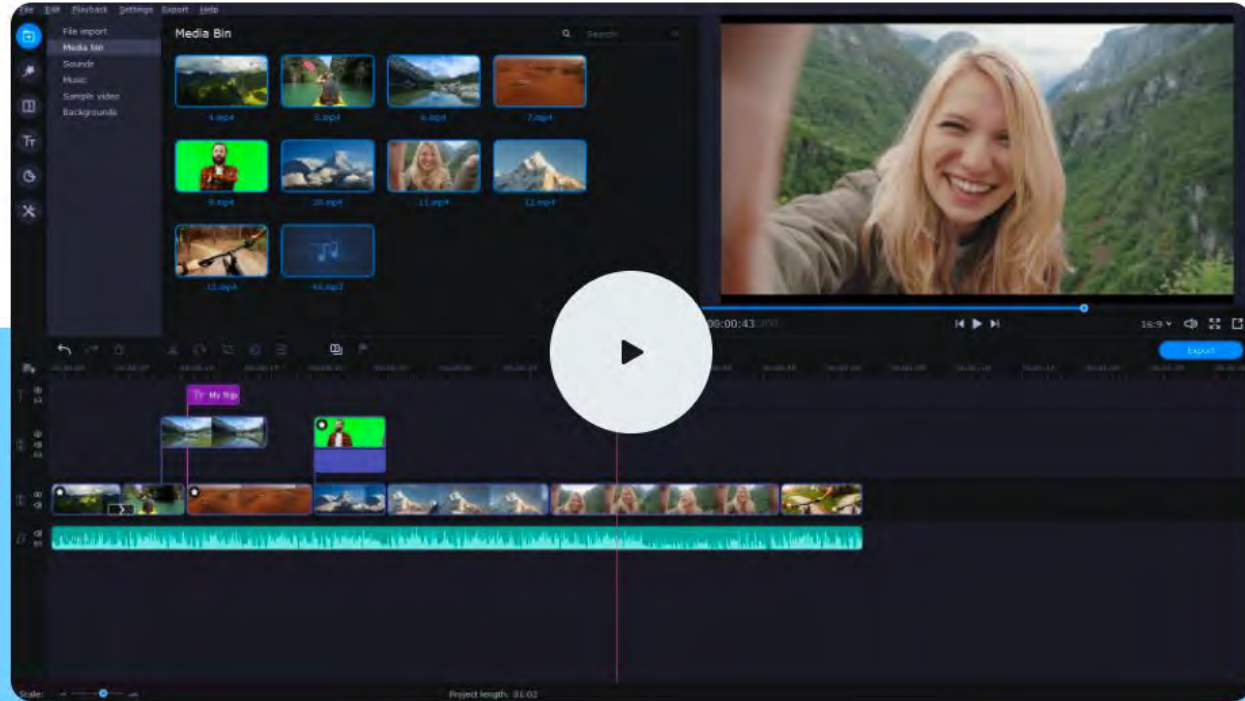
- Let your images say something positive. The first stage of travelling is dreaming
- Will it make people giggle? Is it unexpected?

## Video Tips

- Portrait mode will fit most specs
- Keep your videos short and engaging
- Make the first seconds really stand out
- If there's talking, add subtitles
- Look for natural lighting
- Consider using an external microphone
- If you include music, make sure you are allowed to use it
- Focus on the **story**



# Video Editing Apps



Top Performer Secrets



Photo Best Practices

# 1. INFORMATIVE

What would a potential visitor want to know or see about this place?  
Consider the **scope**, the **scale** and the **context** of the place you're capturing.



# 1. INFORMATIVE

What would a potential visitor want to know or see about this place?  
Consider the **scope**, the **scale** and the **context** of the place you're capturing.

# 2. ATTRACTIVE

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



# 1. INFORMATIVE

What would a potential visitor want to know or see about this place?  
Consider the **scope**, the **scale** and the **context** of the place you're capturing.

## 2. ATTRACTIVE

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



## 3. RECENT

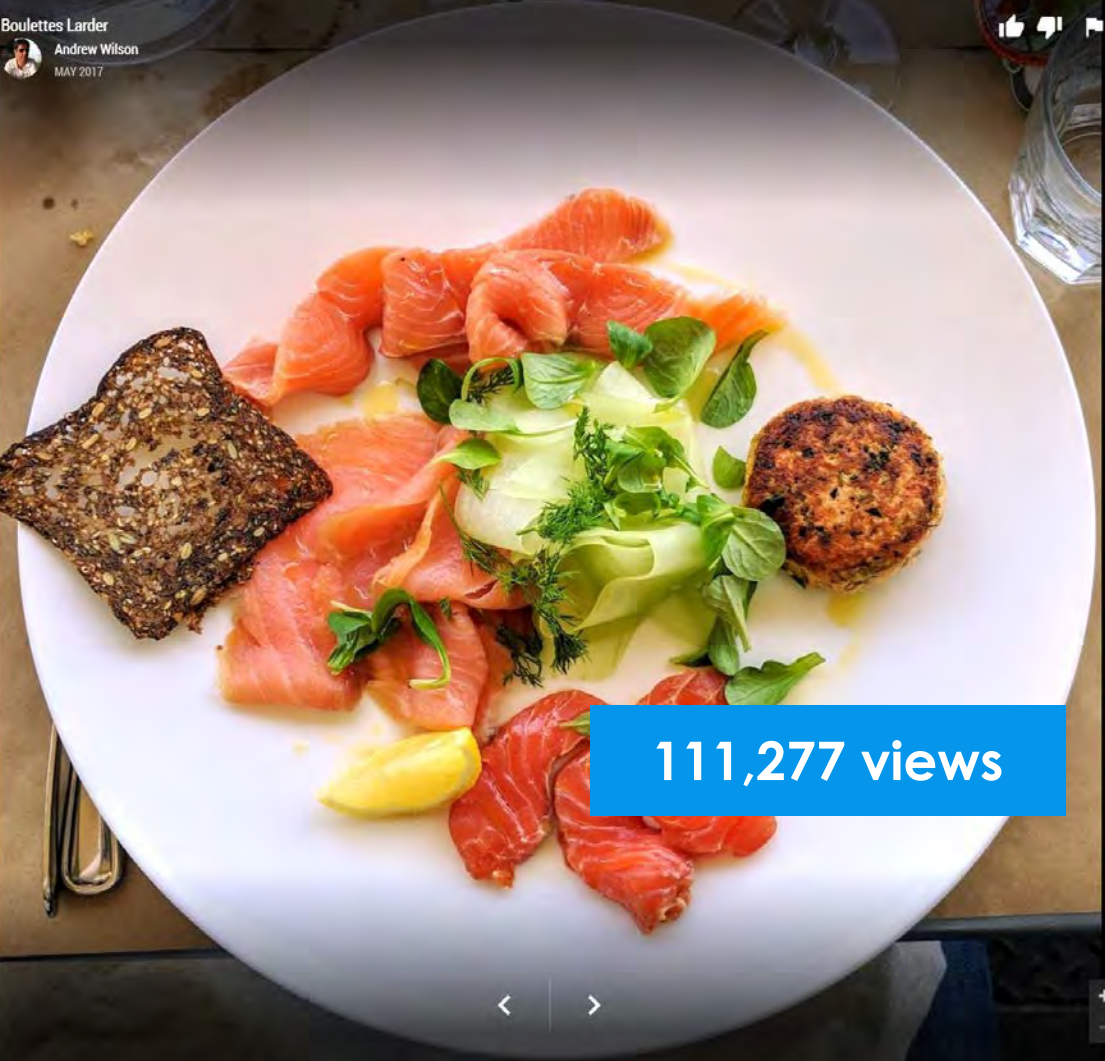
Customers want to know what things look like right now, they're looking for reassurance - yes, this place is open, yes it's safe, etc.



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



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



111,277 views



10,757 views



## Photo Best Practices

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





## Photo Best Practices

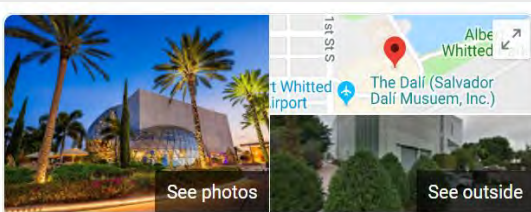
- Keep your vertical and **horizontal lines** as **straight** as possible.
- For GMB shoot **mostly horizontal images** - the products make much better use of them than portrait images.
- Interiors **without people** are preferred to those with people. Avoid identifiable faces & PII, or have release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

# GMB - Posts

Posts Tab



Posting Content



## The Dalí (Salvador Dalí Museum, Inc.)

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

4.7 ★★★★★ 7,344 Google reviews

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

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



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



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

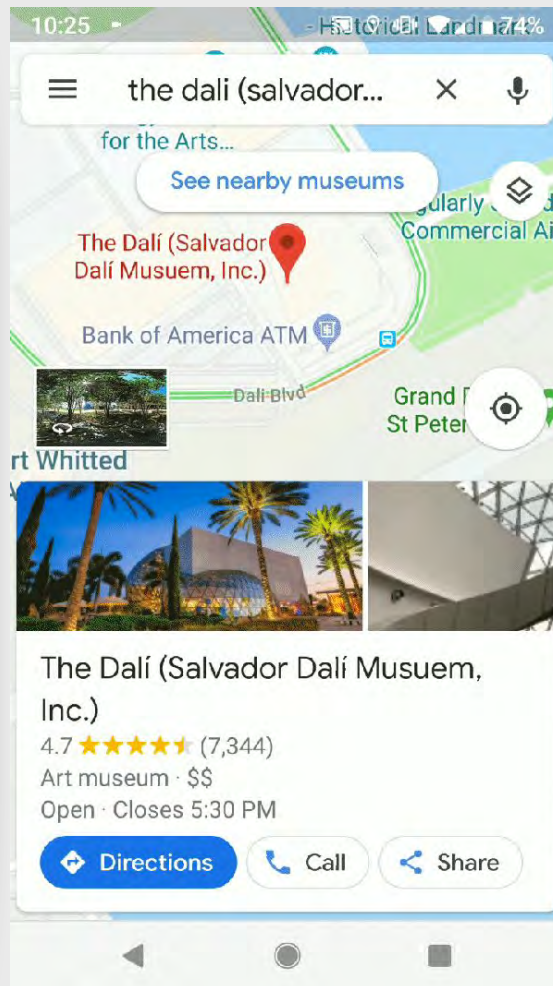
3 hours ago



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

7 days ago

Profiles

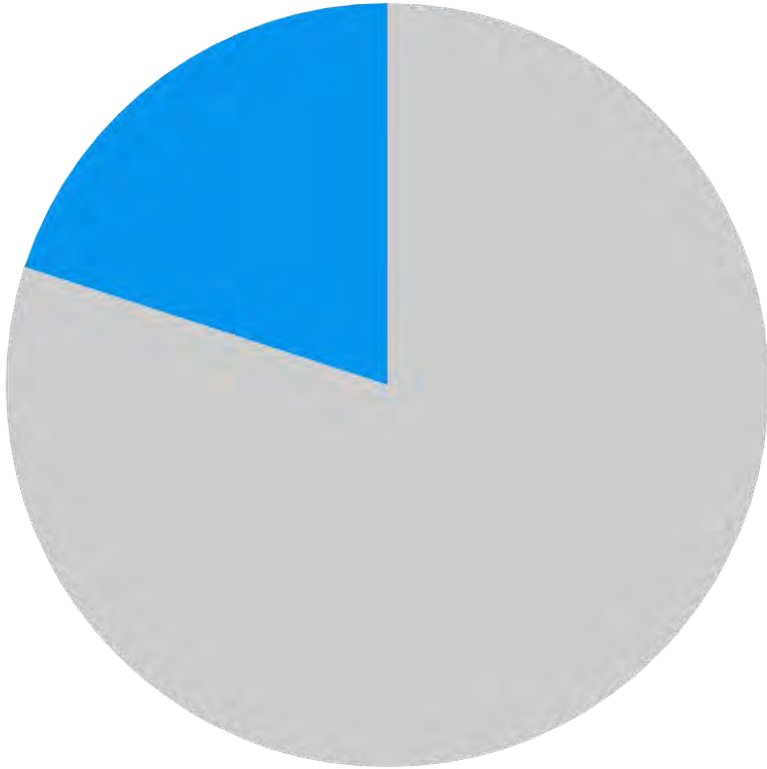


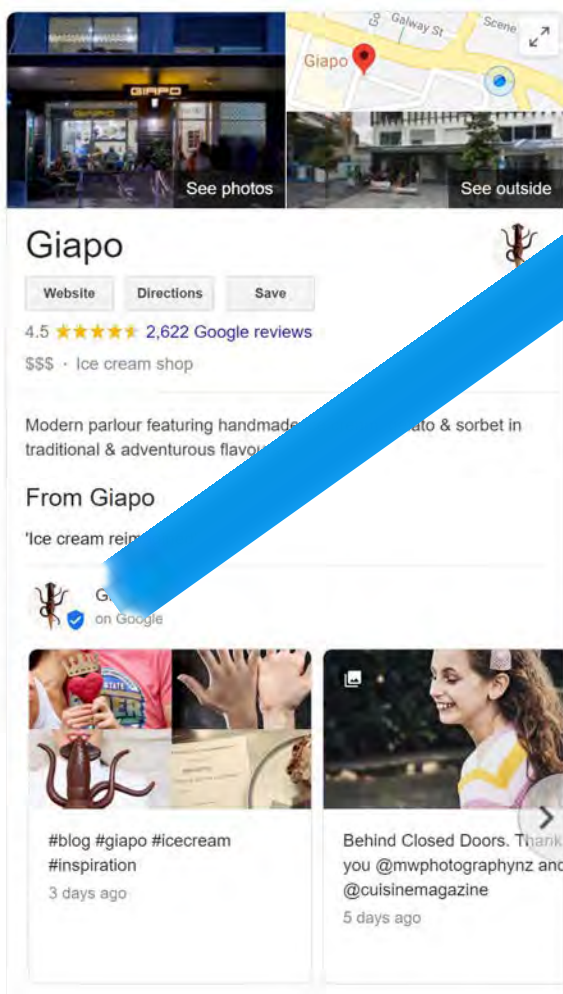
**Posts** appear with your business profile and provide a **huge amount of organic** (that means free!) **visibility** for your business.

## Audit Benchmark

<18%

Of our 50,000 audited listings 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** @brodiaseo

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

**miles**  
PARTNERSHIP

Plumeria Beach House  
5000 Kahala Avenue  
Honolulu, HI 96816

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

- Add Update
- Add Event
- Add Offer
- Add Product

- All
- What's new
- Events
- Offers
- Products



Ramen at the Beach  
Apr 5 - 12  
April 5-6, 5:30 - 10 p.m.  
Seafood Dinner Buffet Ramen Station

Your posts  
Last 28 days ▾  
Views  
**10721**  
+17%  
Clicks  
**23**  
+4%  
[Learn more](#)



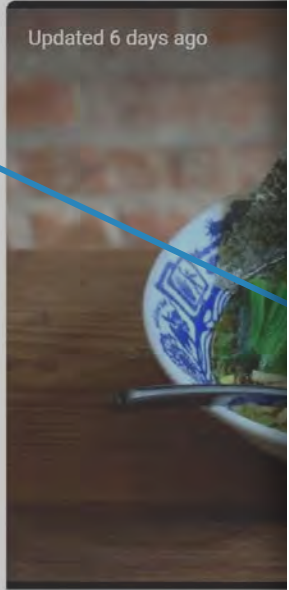
Plumeria Beach House  
5000 Kahala Avenue  
Honolulu, HI 96816

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

Add Update

All

What's n



Updated 6 days ago

Ramen at the Beach  
Apr 5 - 12

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

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](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

**miles**  
PARTNERSHIP

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

*This is between a banner ad at 0.5% and a PPC ad at 2%*

Top Performer Secrets



Using Posts Effectively



Need some ideas? Look at some sample posts.



Write your post

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



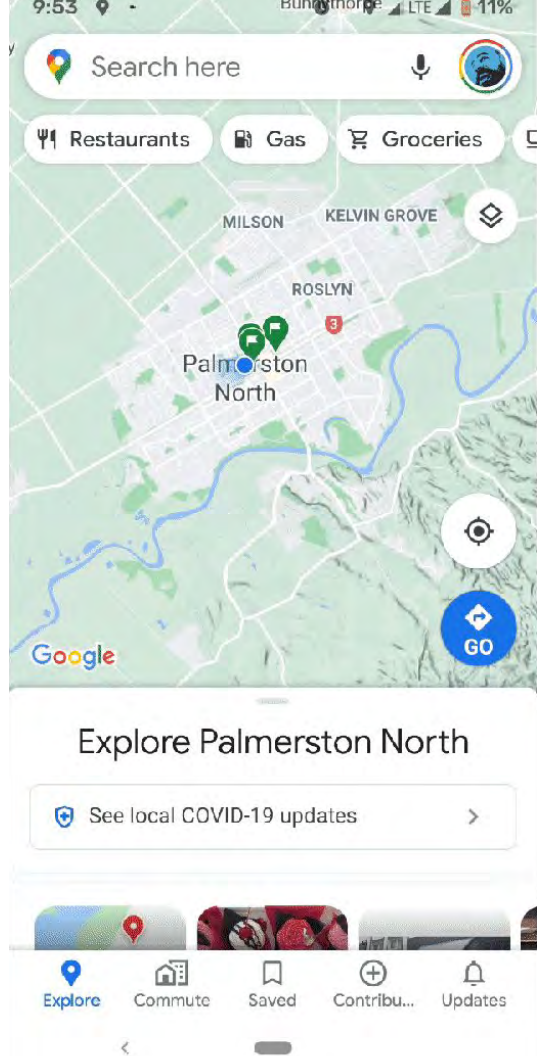
100 - 300 words

Order online

Link for your button

[http://yourrestaurant.com?utm\\_source=pastg&utm\\_medium=email](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.

## ! 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

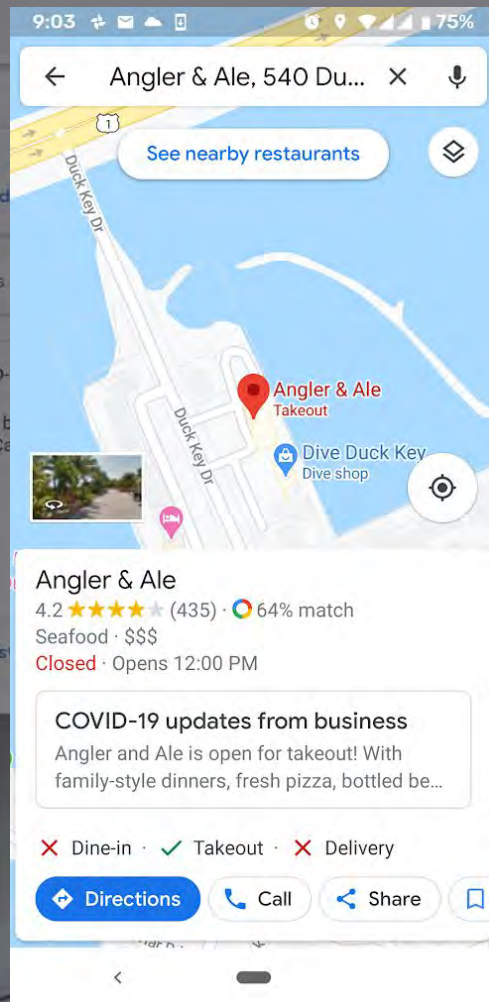
COVID-19 update Offer What's New

**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



# GMB- Ratings, Reviews & Replies

Reviews Tab



# Ratings, Reviews and Replies

Gabriel Kreuther

#1 W 42nd St, New York, NY

Write a review

4.6 ★★★★★ 393 reviews

Sort by: Newest



Jean Philippe Guy

Local Guide · 119 reviews

★★★★★ 2 months ago

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



Response from the owner · 2 months ago

Dear Mr. Guy,

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

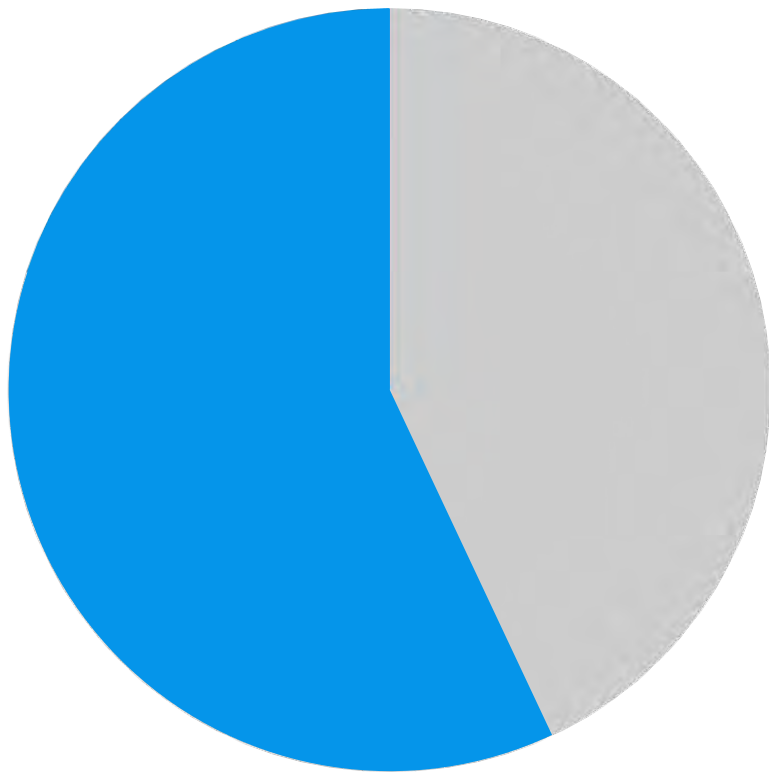


Mark Rogers

Local Guide · 147 reviews · 116 photos

★★★★★ 2 months ago

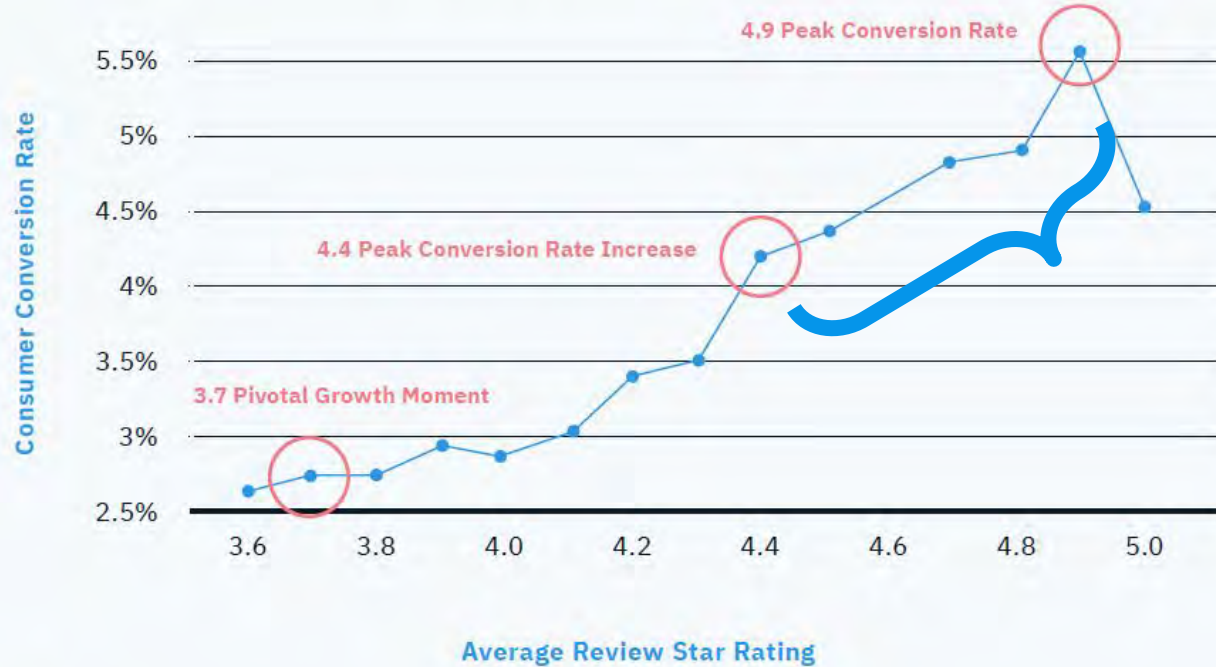
Customer reviews are **posted by users directly to your Business Profile**. They appear wherever your profile appears, and are the source of your “star rating”.



57%

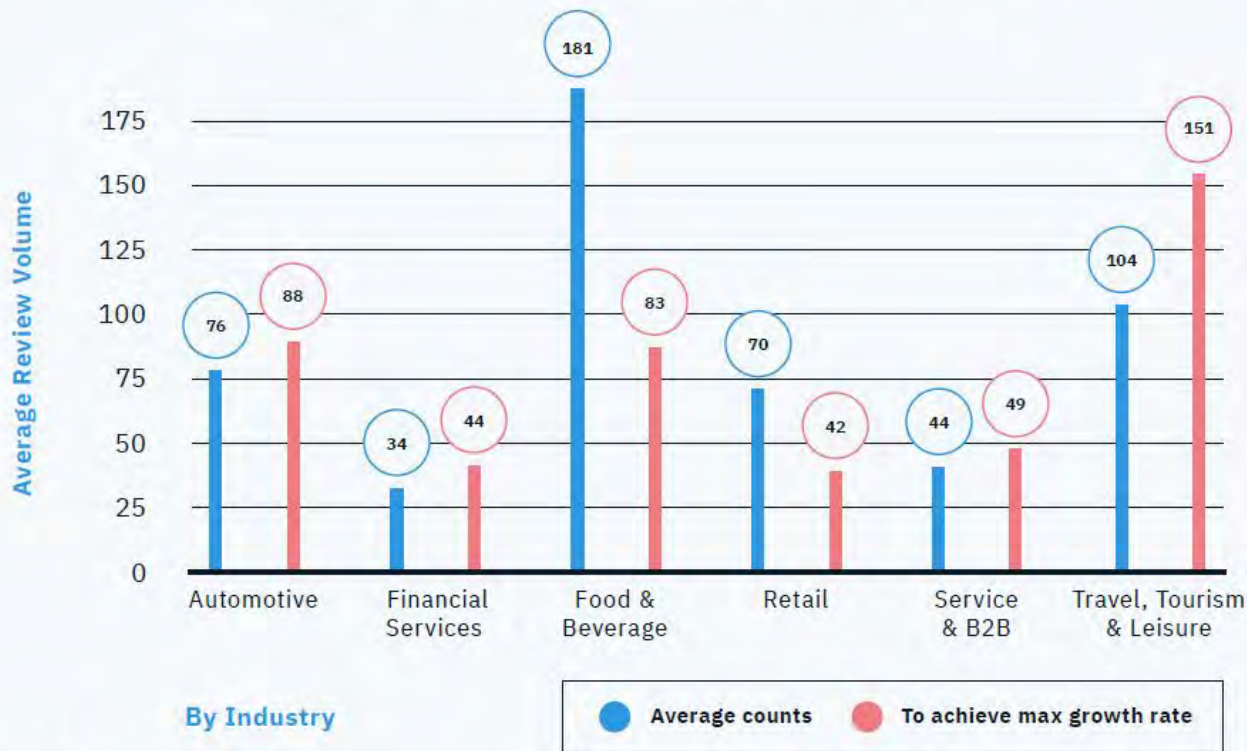
Of consumers would  
**only consider** using a  
business if it has **4 or  
more** stars.

## 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

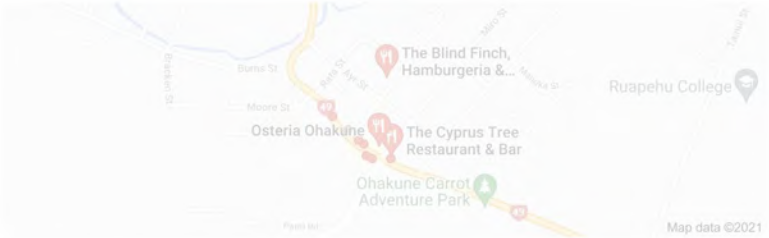


You should be targeting a **review volume of 100+** to maximise growth

Ohakune restaurants


Search filters: All, Maps, News, Images, Shopping, More. Settings, Tools.

About 101,000 results (0.54 seconds)




Rating: [dropdown] Hours: [dropdown]


**Osteria Ohakune**  
4.6 ★★★★★ (337) · \$\$ · Restaurant  
75 Clyde St  
Closed · Opens 4PM  
✓ Dine-in · ✓ Takeaway · ✗ Delivery



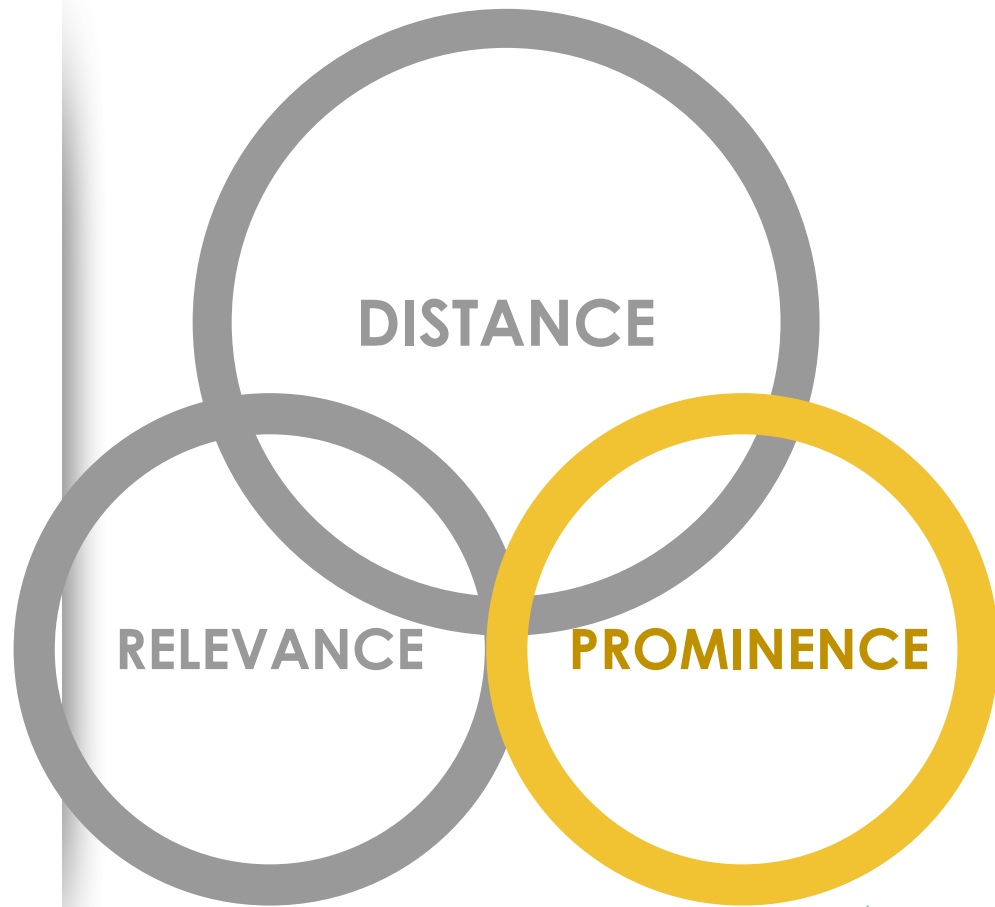
**The Blind Finch, Hamburgeria & Bakehouse - Ohakune**  
4.7 ★★★★★ (751) · \$\$ · Take Away Restaurant  
29 Goldfinch St  
✓ Dine-in · ✓ Takeaway



**The Cyprus Tree Restaurant & Bar**  
4.5 ★★★★★ (377) · Restaurant  
77 Clyde St  
Closed · Opens 5PM  
✓ Dine-in · ✓ Takeaway · ✗ Delivery

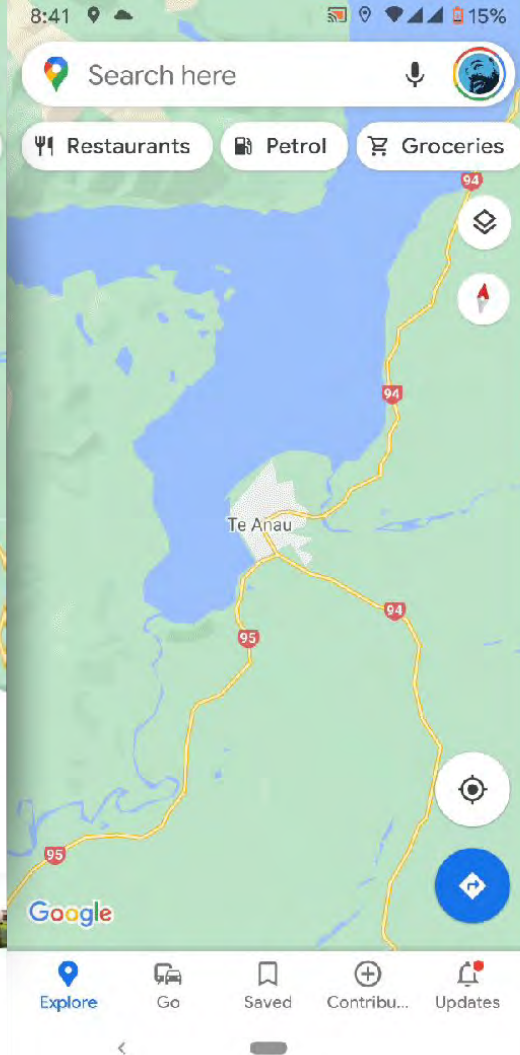


→ View all



Local Pack / Local Finder Ranking Factors Over Time





## Changes to Google Explore

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

## Top Performer Secrets



Calculating your rating “vector”



## Rating “Vector”

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

**4.4** Overall

**4.42** Last 15



*Holding Steady  
No Worries*

## Rating “Vector”

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

4.4 Overall  
4.10 Last 15



*Downward trend  
Better find out why!*

## Rating “Vector”

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

Top Performer Secrets



Responding To Reviews

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

Consumer Conversion Rate



Average Reply Rate

● 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



## Product updates

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



## Posts

Updates and suggestions about posts on your Business Profile



## Feedback

Occasional opportunities to send product feedback to Google



# Know when reviews are posted



- Home
- Posts
- Info
- Insights

**Reviews**

Messaging

Photos

Bookings

Products (Beta)

Website

Users

Create an ad

Manage locations

Settings

## response at a time

Your customers now get notified when you reply to their review

All

Replied

Haven't replied

**Cornelia Baumer**

★★★★★ 7 hours ago

Eine super Location, um abends den Sonnenuntergang zu erleben und gutes Essen zu genießen. Die Kellner sind sehr freu... [More](#)

[Reply](#)**Guillermo Montjoy CPA**

★★★★☆ 17 hours ago

Fish tacos were great. Yellowtail special not so special. Very friendly waitress but kitchen was slow.

[Reply](#)**Xiaoyi Peng**

★★★★★ 23 hours ago

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

**(owner)**

24 mins ago

*Your perfect score has brightened our day, thank you Xiaoyi! Come back soon!*

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

Google My Business

Search locations

Home

Posts

Info

Insights

**Reviews**

Messaging

Photos

Bookings

Products (Beta)

Website

Users

Create an ad

Manage locations

Settings

res

Your customers now

All Replied Haven't replied

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

[Reply](#)

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

[Reply](#)

**Xiaoyi Peng**  
★★★★★ 23 hours ago  
The user didn't write a review, and has left just a n

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



Home



Posts



Info



Insights



Reviews



Messaging



Photos



Bookings



Website



Users



Create an ad

All

Replied

Haven't replied

## Report review

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

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

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

Andrew Newbery



22 weeks ago

## Getting Help with Reviews

\* Required field

You're currently signed in as **ca.clark@milespartnership.com**

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



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

What is your email address? \*

[ca.clark@milespartnership.com](mailto:ca.clark@milespartnership.com)

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

Select your issue type \*

Select one

Describe your issue. \*

What is your issue?

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

[support.google.com/business/gethelp](https://support.google.com/business/gethelp)



## 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

2

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	<a href="#">View on Maps</a>	<a href="#">Report a problem</a>
Very lovely staff, answered all of my questions expertly.	5/5 stars	2019-06-15	<a href="#">View on Maps</a>	<a href="#">Report a problem</a>
All items shown				

## NEW Manage Reviews tool

### 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](https://support.google.com/business/workflow/9945796)

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

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

## Start Protecting Your Business From Review Fraud

### Google Review Removal

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

[Log In](#)

#### Your Business

2.0 ★★



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](#)

## Review Dispute Services

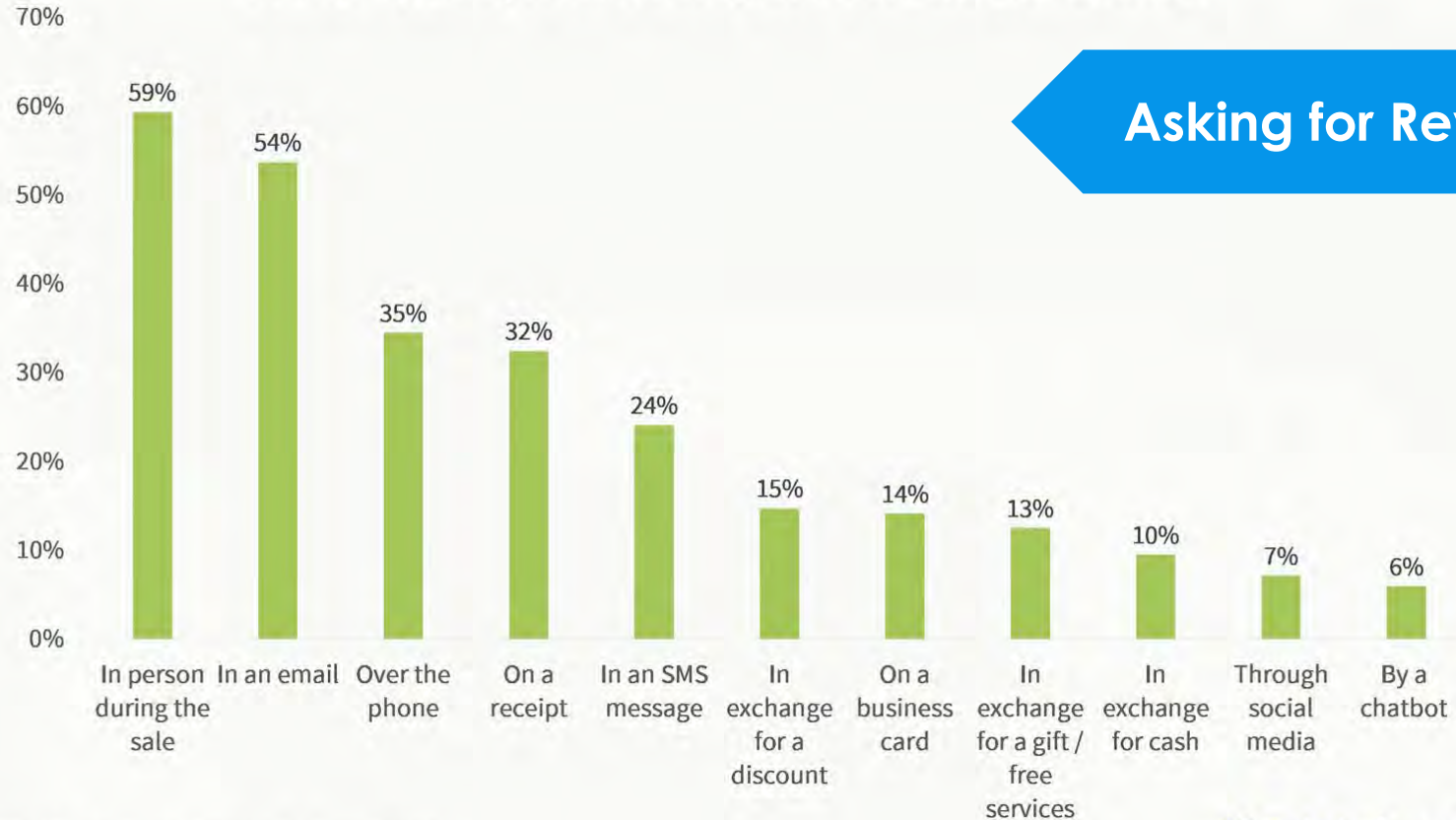
If you can't get rid of reviews and you're convinced they're fake - there are services you can use, but remember that there are no guarantees.

Top Performer Secrets



Encouraging Positive Reviews

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



## Asking for Reviews

Local Consumer Review Survey 2019

 **BrightLocal**

**miles**  
PARTNERSHIP

Google My Business

Search locations:

ORGANIZATION  
Miles Partnership

Casa Bacardi  
Carretera 165  
Cataño, 00949  
Puerto Rico

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

Create an ad

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

Add special hours

(787) 788-8400

CasaBACARDI-PR

[https://www3.bacardi.com/casa-bacardi/?utm\\_source=gmb&utm\\_medium=listing](https://www3.bacardi.com/casa-bacardi/?utm_source=gmb&utm_medium=listing)

Menu  
Add or edit items

Products  
Add or edit products

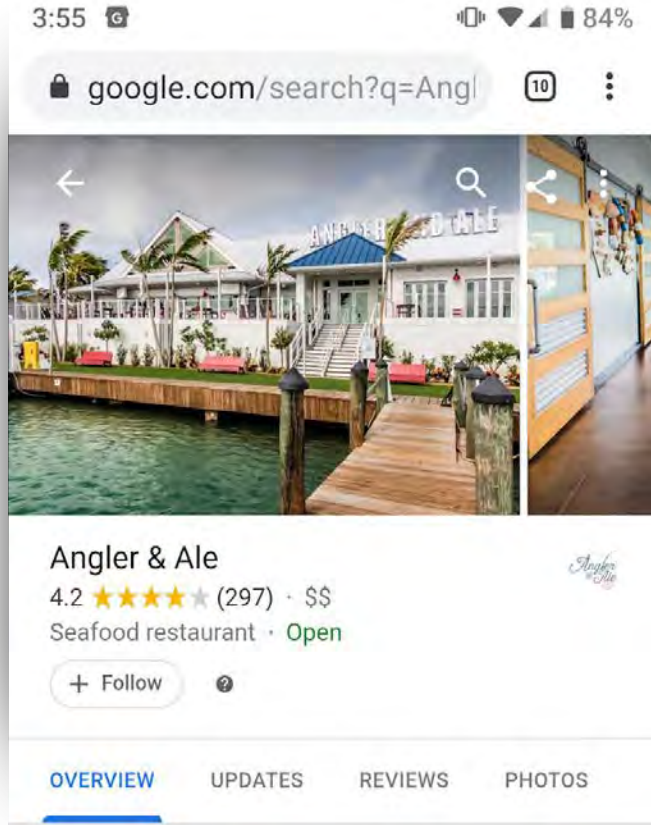
Accessibility  
Wheelchair accessible entrance  
Wheelchair accessible parking lot

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

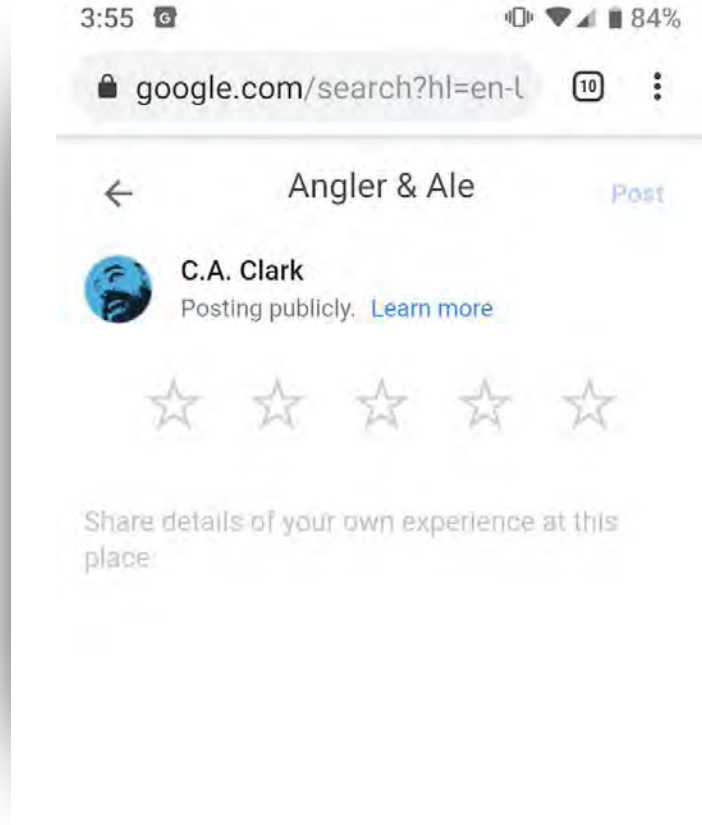
**Set up a “short name”** for your business. Short names are unique, and have to be based off :

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

[g.page/YourShortname](https://g.page/YourShortname)



[g.page/YourShortname/review](https://g.page/YourShortname/review)



[marketingkit.withgoogle.com](https://marketingkit.withgoogle.com)

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

Enter business name



review us  
on Google

# Kick off your marketing with a printable poster

Download your in-store kit and receive printable posters, signs and stickers for your business.

[Download In-store Kit](#)



Muddy Paws Downtown



"Great service provided and you can do it yourself if you prefer."

Joanette Z's ★ ★ ★ ★ review

Support us with your reviews and photos on Google.

# Customize posts you can share today

Change the style, colors, and more on your marketing materials to match your business needs.



Print Ready Posters & Signs



Social Media Posts



## Stand out with fresh promotions

Come back to get new materials for your business throughout the year.

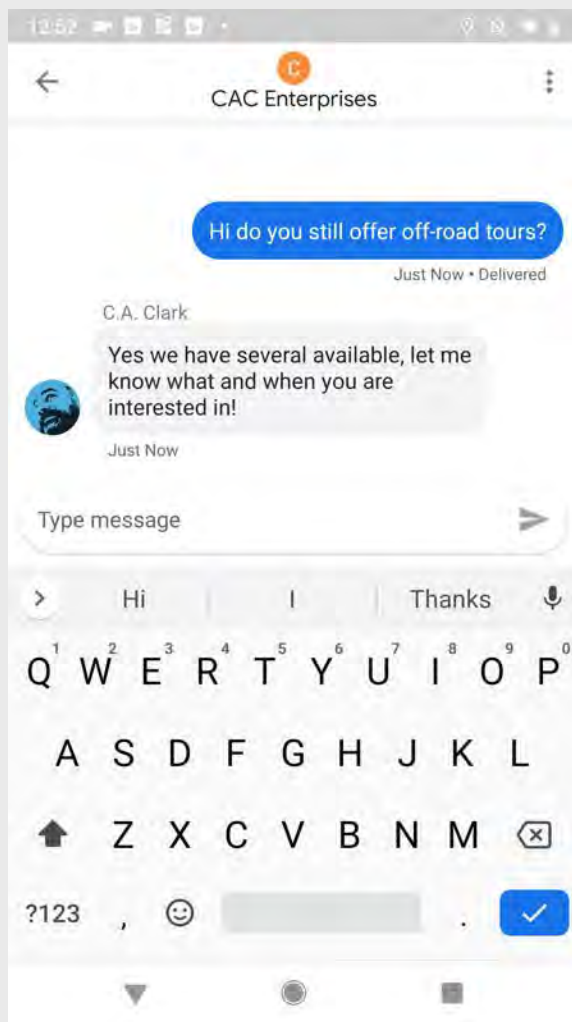
[Try new styles](#)

# GMB - Messages

Messaging Tab



Communicating directly with  
customers



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



# NEW Web Messaging



Home



Posts



Info



Insights



Reviews



Messages



Photos



Products



Website



Users



Create an ad



Get custom Gmail



Add new business



Businesses



Michelle Clark

Now

You: Oh for sure, act...



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

1 min



C.A. Clark

2 min

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



Michelle Clark

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

21:18

Michelle Clark



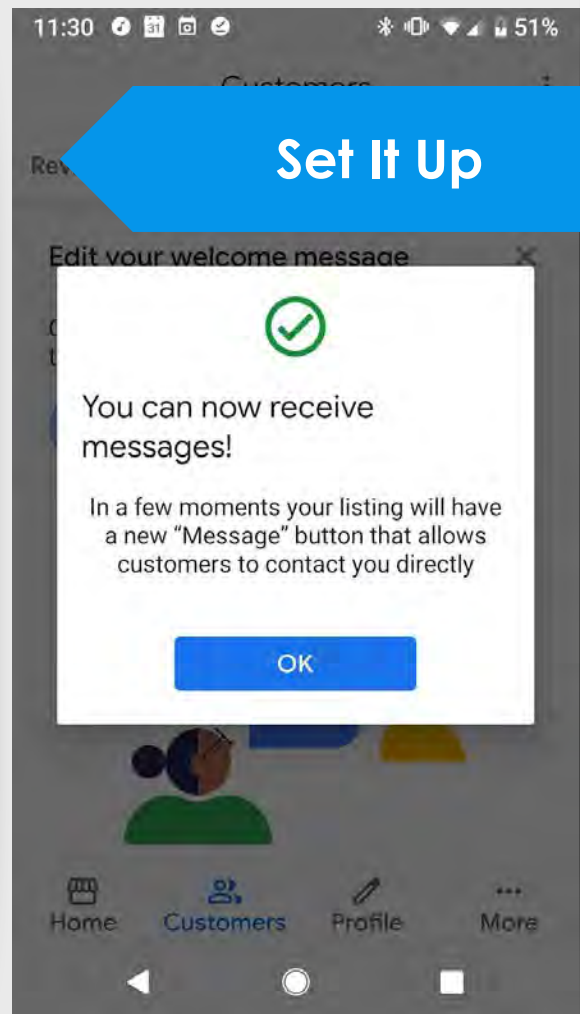
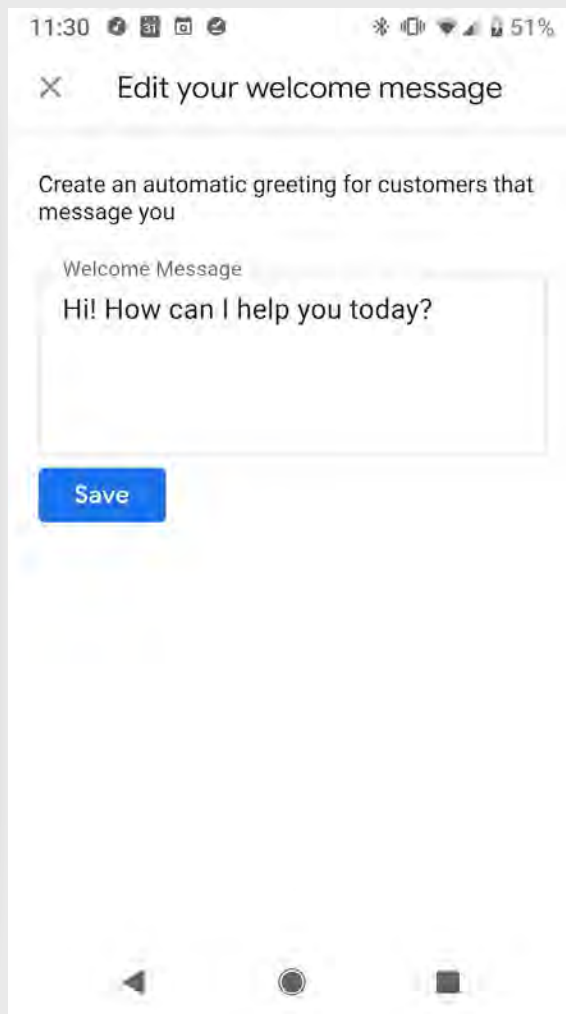
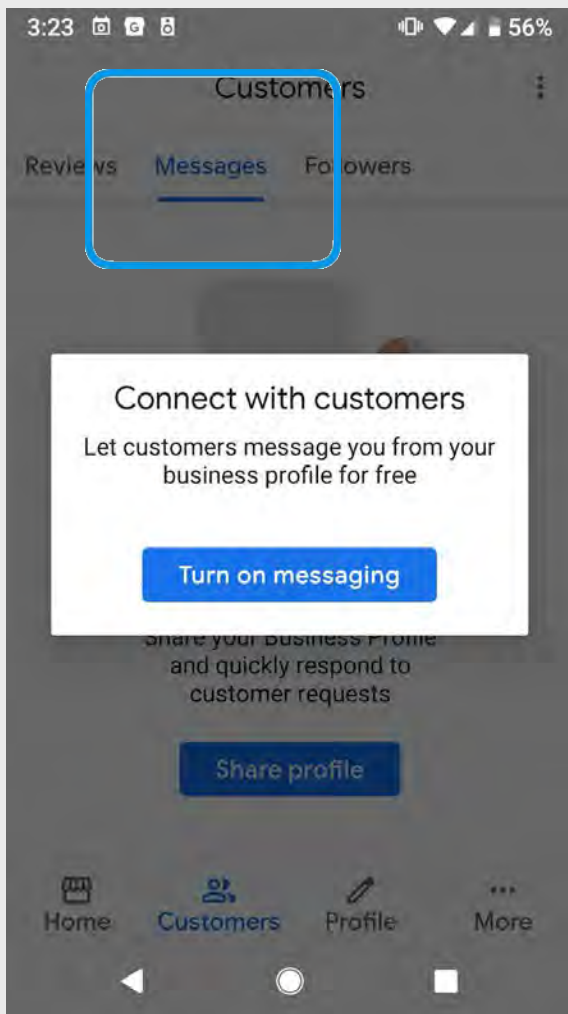
Do you have any rambo style cheese knives?

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

Now · Delivered

Type message





ORGANIZATION

Miles Partnership

Sixty-One Prime

61 Hawks Cay Boulevard  
Duck Key, FL 33050  
United States

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

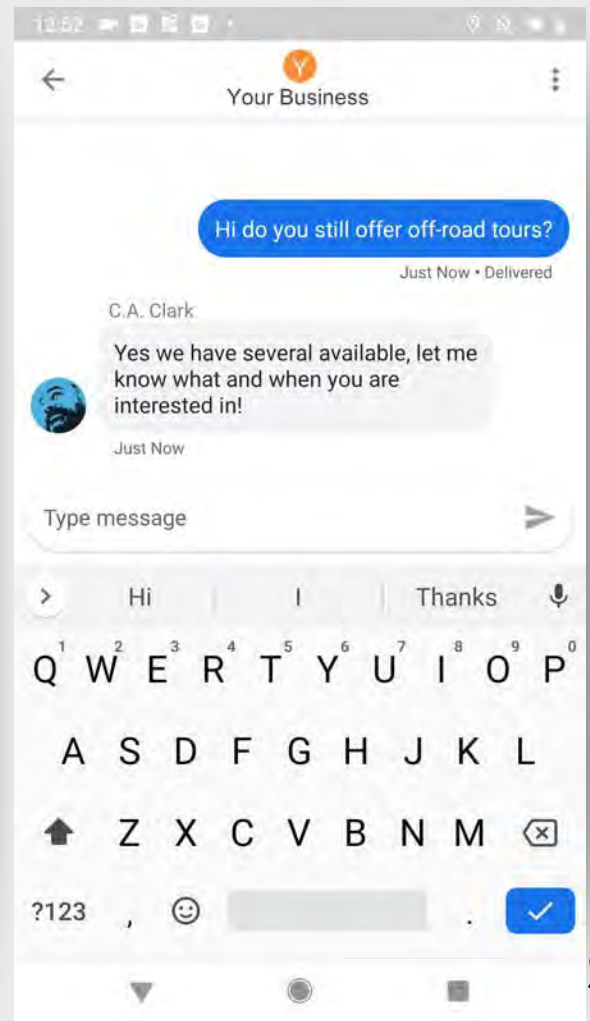
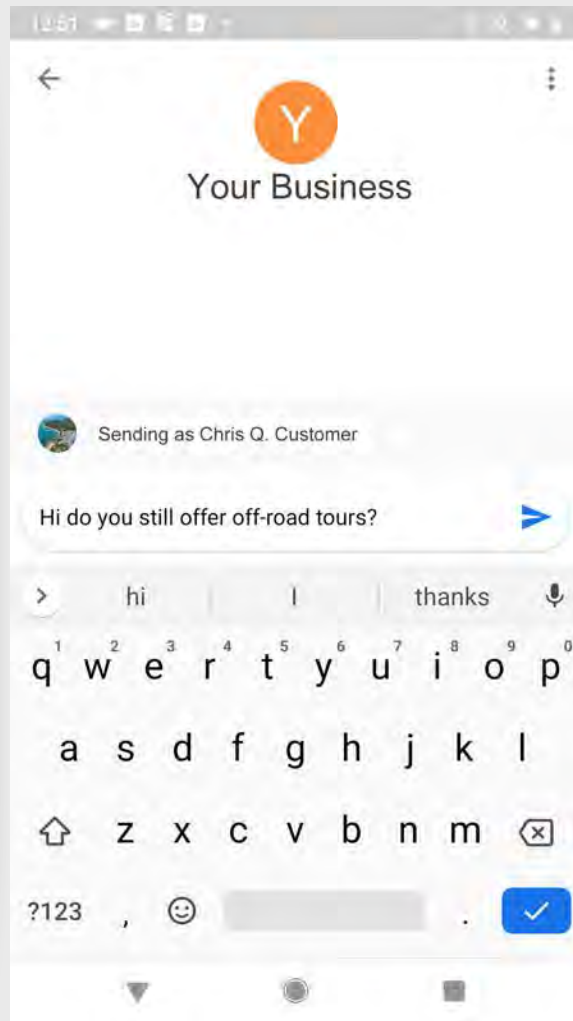
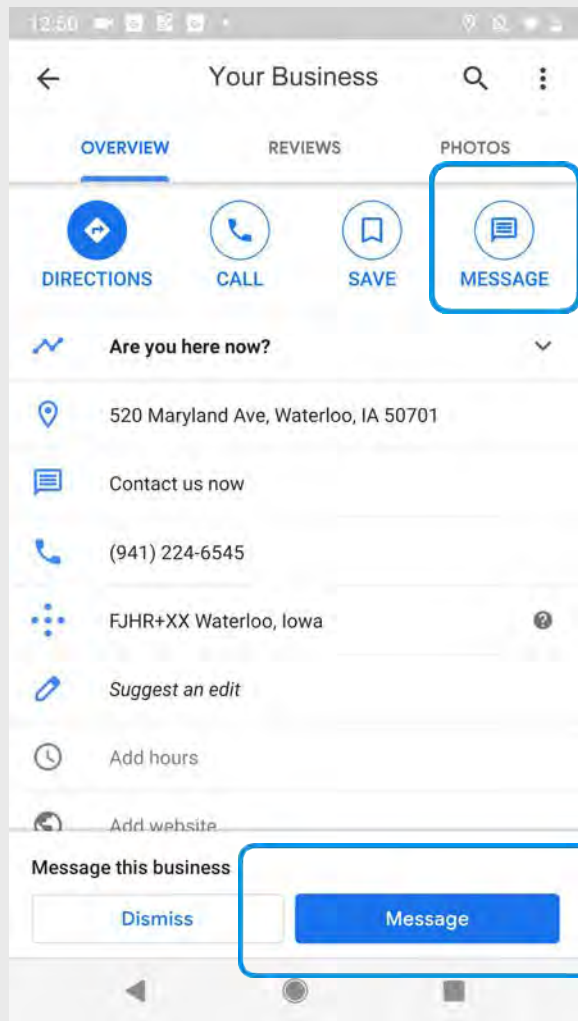


## Connect with customers

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

[Learn more](#)

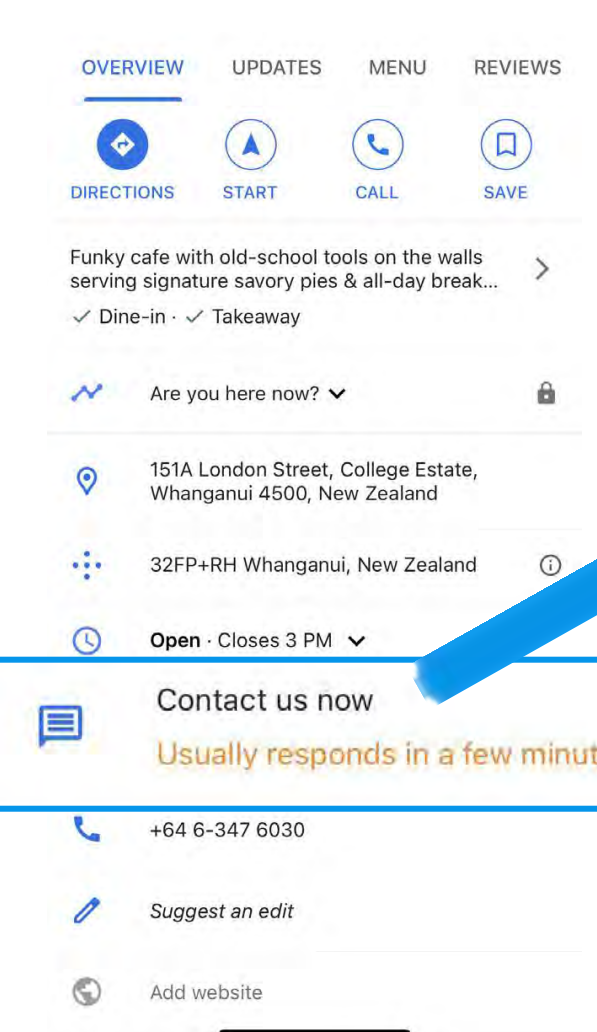
[Turn on messaging](#)



Top Performer Secrets



Messaging Best Practices



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

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

# GMB - Q&A

Top Performer Secrets



Monitoring Questions & Answers

## Kokobanana Bar & Grill

Kokobanana Bar & Grill

Motootua Off Ifi ifi street Apia, Samoa



Ask a question

Website

Directions

Save

Call

4.3 ★★★★★ 45 Google reviews

Restaurant

**Service options:** Dine-in · Takeaway · No delivery

**Address:** Motootua Off Ifi ifi street Apia, Samoa

**Hours:** Open · Closes 9:30PM

**Health and safety:** Staff required to disinfect surfaces between visits · [More details](#)

**Phone:** +685 26880

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

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

Questions & answers

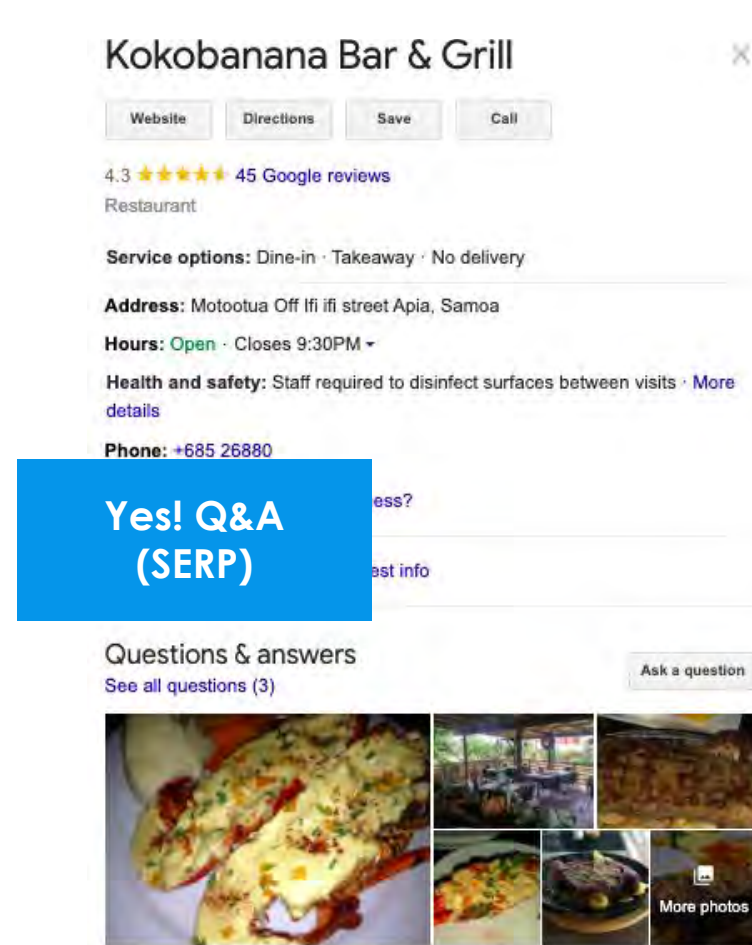
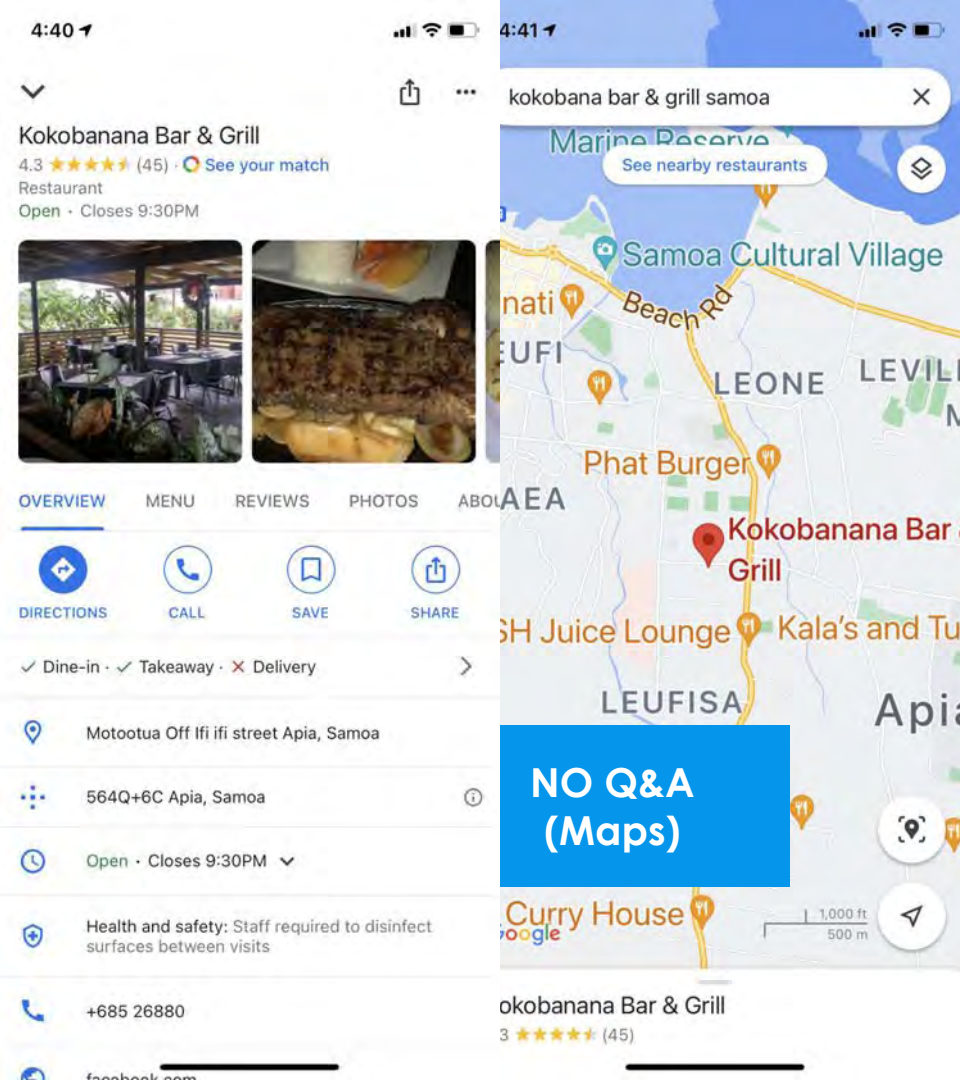
[See all questions \(3\)](#)

Ask a question



ve a wedding in August.... I like your menu.... can you an option to bring my own cooked pig?

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



← C.A. Clark



Local Guide Level 6

4,239 points

1,500

5,000

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

[LEARN MORE](#)

Badges



Expert



Novice



Novice Fact



Novi

Search the Community

Connect

ews with the  
ogle 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

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



### 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 ...

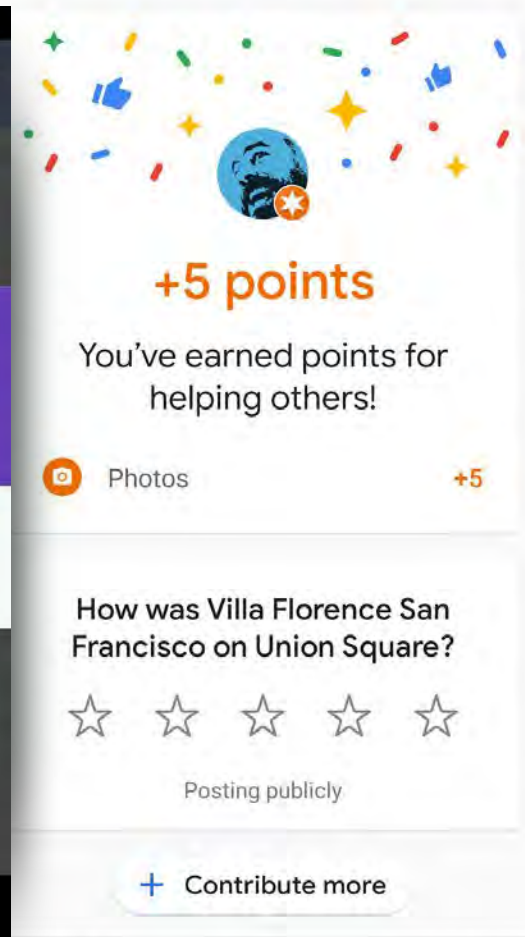
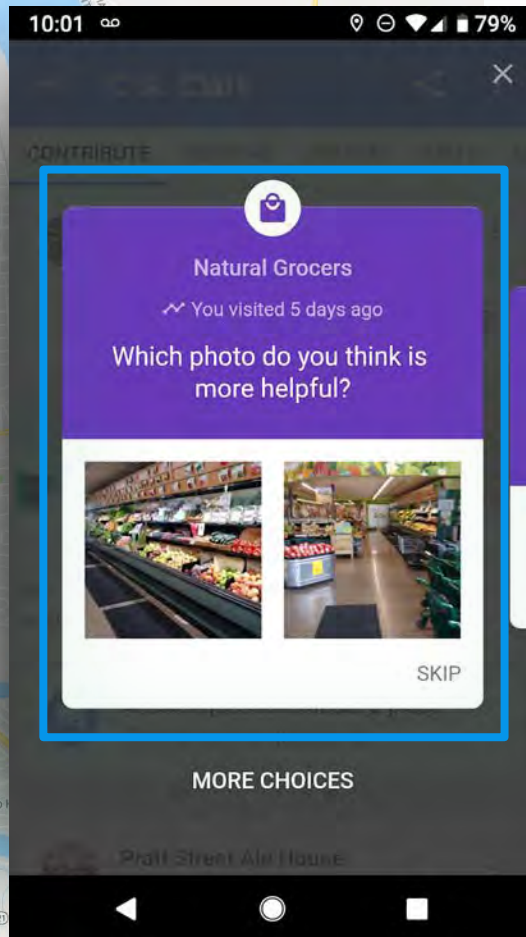


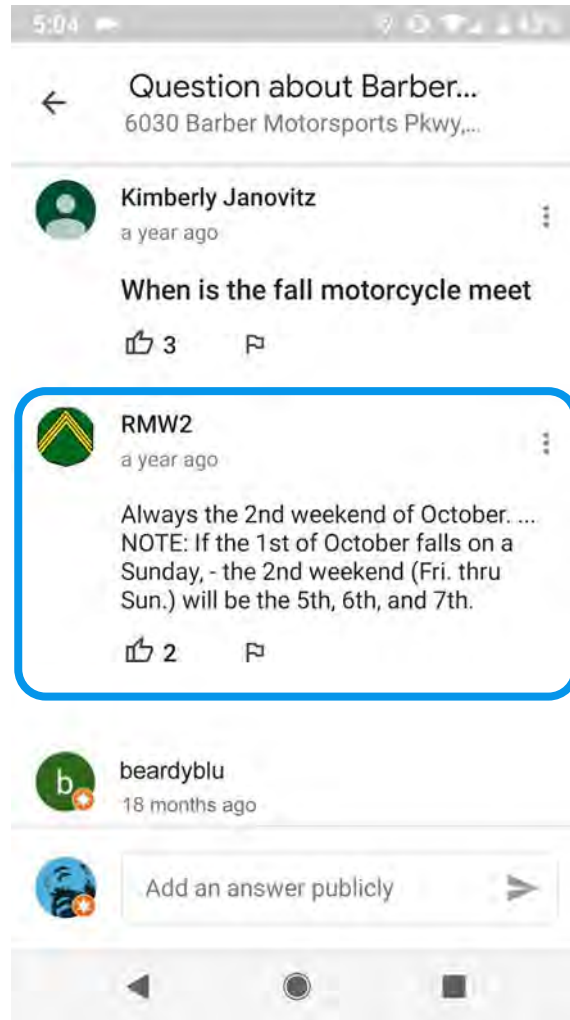
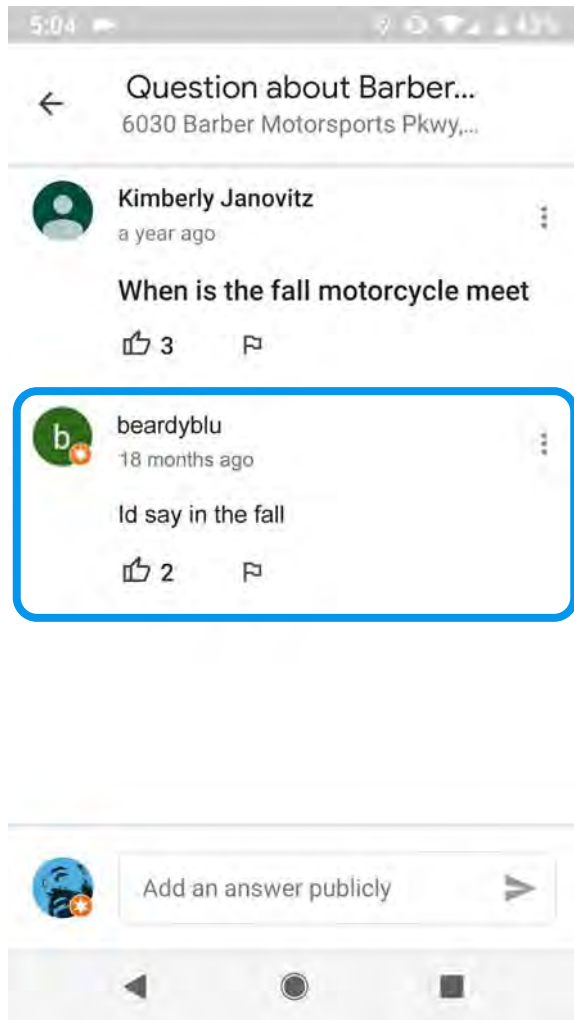
Know this place?

Help others decide!

OK

CLOSE





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

How many inches is it

4   Answer



**Glenn Stoops**

Local Guide · 8 reviews · 4 photos

a year ago

151 feet tall. 305 feet high.

does the statue of liberty wink

1   Answer



**Old Man**

Local Guide · 153 reviews · 448 photos

6 months ago

Not to all....:-))

Hello how are you?

1   Answer



**Hemanth Ravi**

Local Guide · 65 reviews · 146 photos

6 months ago

I am Fine 😊

3

[1 more answer](#)

What is the quality

1   Answer



**maj sdq**

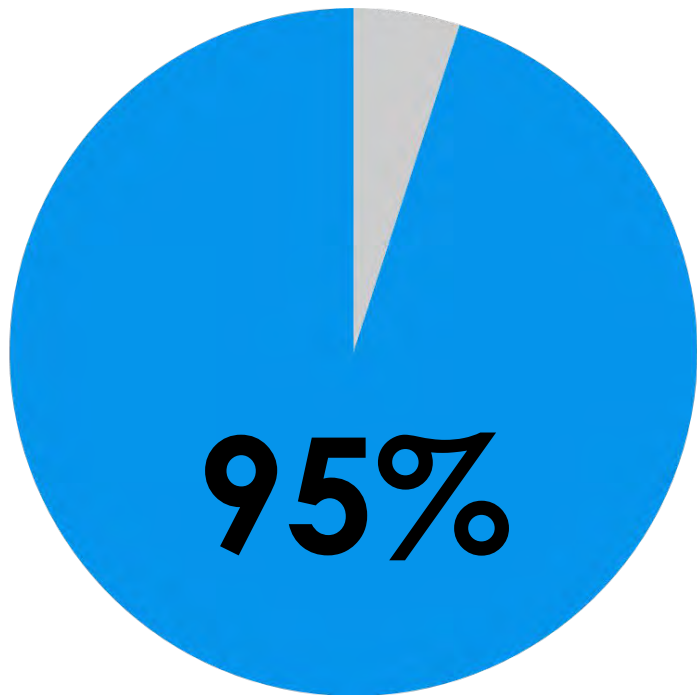
Local Guide · 51 reviews · 196 photos

7 months ago

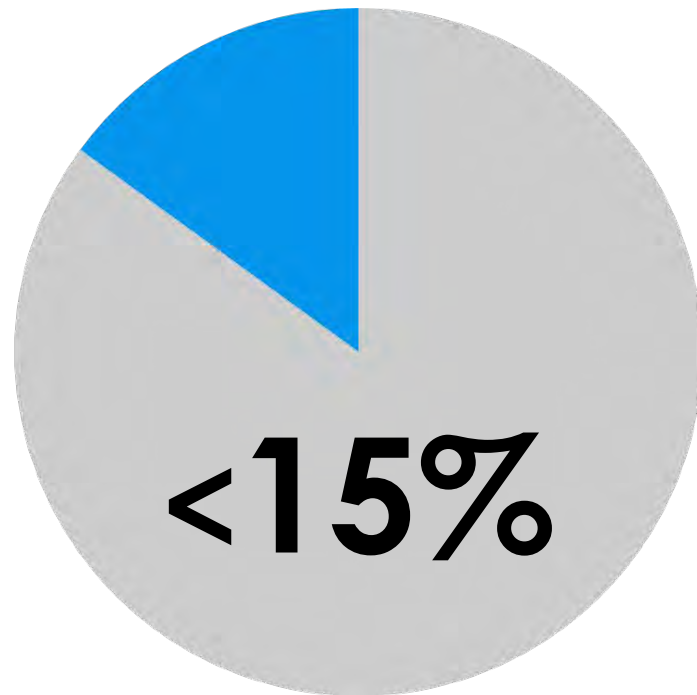
Top

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

What possible penalty does she face?



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 <https://business.google.com/settings>.

## THE MODERN HONOLULU

1603, 1775 Ala Moana Blvd, Honolulu, HI

[← All questions](#)



Rick McMahan

Does every room have a balcony?

Helpful?



THE MODERN HONOLULU (Owner)

Add an answer publicly

POST



Kat E

Local Guide · 14 reviews · 15 photos

4 days ago

Not all but most.

Helpful? 2



Rajesh Bahadur

Local Guide · 11 reviews · 40 photos

4 days ago

Most of yes.

Helpful?



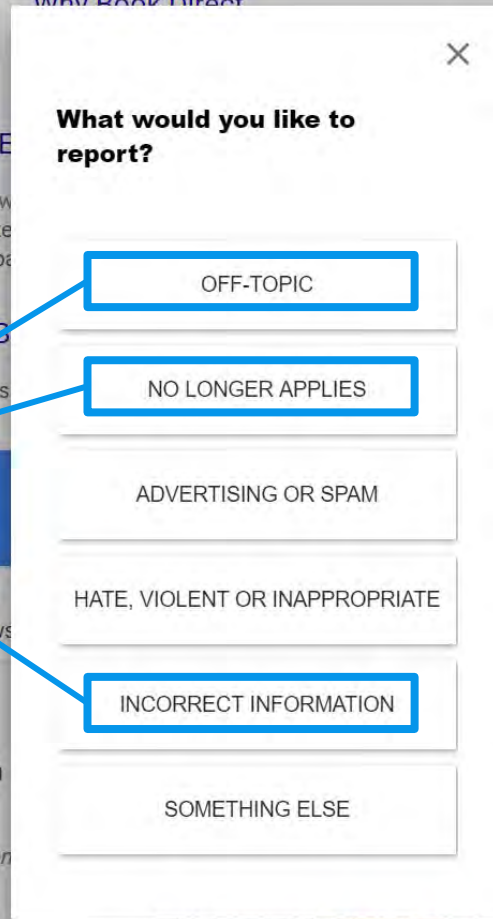
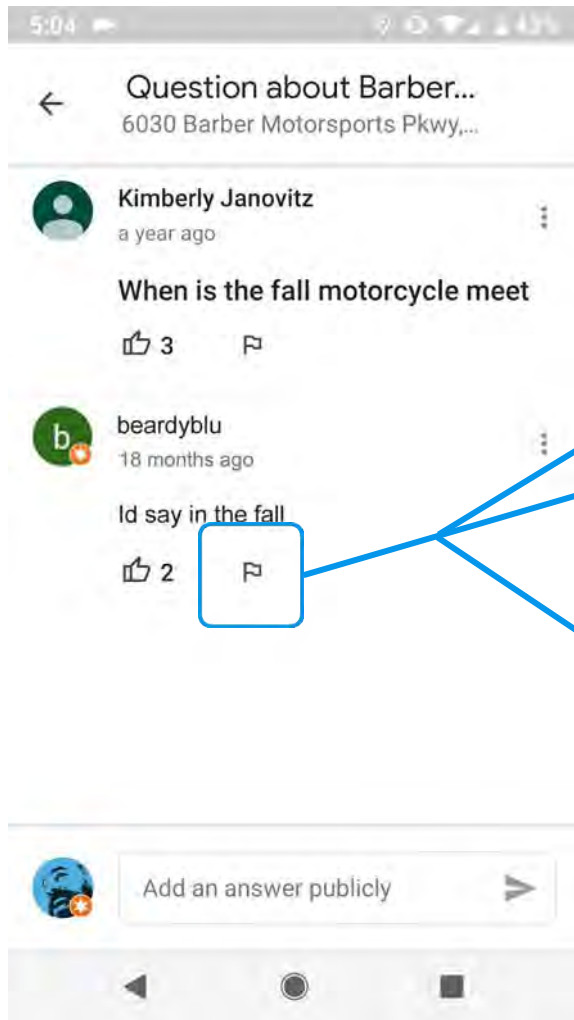
vicky scharlau

Local Guide · 4 reviews · 131 photos

4 days ago

Nope.

Helpful?



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

# Post Your Own Questions & Answers!

Know this place? [Answer quick questions](#)

## Review summary

[Write a review](#)

[Add a photo](#)



**Rooms** · 3.9 ★★★★★

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

**Location** · 4.4 ★★★★★

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

**Service & facilities** · 4.3 ★★★★★

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

[View all reviews](#)

## Questions & answers

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

[Ask a question](#)

every room have a balcony?

Helpful? [Answer](#)

**Kat E**

**Local Guide** · 14 reviews · 15 photos

1 day ago

Not all but most.

2

[5 more answers](#)

ing available?

Helpful? [Answer](#)

**Ryan Devlin**

**Local Guide** · 93 reviews · 193 photos

6 months ago

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

2

[9 more answers](#)



[Ask a question](#)

## Ask a question

THE MODERN HONOLULU



**THE MODERN HONOLULU**

Posting publicly

How far is the hotel from Ala Moana Shopping area?

[CANCEL](#)

[POST](#)

# Content Best Practices

# Who is Your Audience?

---

Demographics

Geography

Income

Purchase Behavior

Interests / Motivators

Pain Points / Concerns



*Image credit*

# Who is Your Audience?

---

Consider creating  
“personas” for 3 to 5 of your  
typical customers to create  
focus and structure of  
content.



*Image credit*

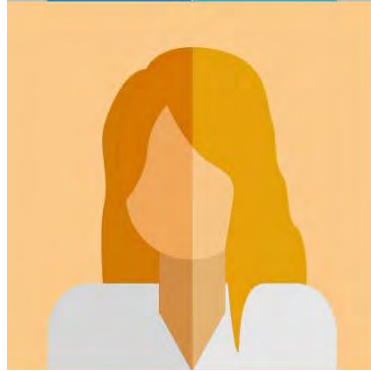
# Who Visits Our Museum?

---



## Local Retirees

**Motivators:** Keeping active, Community involvement, Dining, Golf



## Vacationing Families

**Motivators:** Enrichment, Keeping the kids busy, Value, Safety



## Academics

**Motivators:** Subject-matter expertise, availability of resources

# Choose Your Channels

---

You don't need to be everywhere.



*Image credit*

# Choose Your Channels

---

You need to be where your  
customers are &  
where they want to interact  
with you



*Image credit*

# Listen & Learn

---

- Search for yourself in Google & in social networks
  - Check-ins to your location
  - @ Mentions of your business
  - Impostor accounts
- Competitors' profiles
- Follow hashtags
- Set Google alerts
- Listening/management tools (Hootsuite, Sprout Social, Buffer, Sendible etc.)



**Start asking your customers which platforms they use and where they would look for you**

# Budget

---

- Allocate funds for ads/promoted posts
- Budget for graphics or production
- Yours & your employees' time isn't free
- Be prepared to respond in near-real time



## Budget

---

Will you engage influencers?

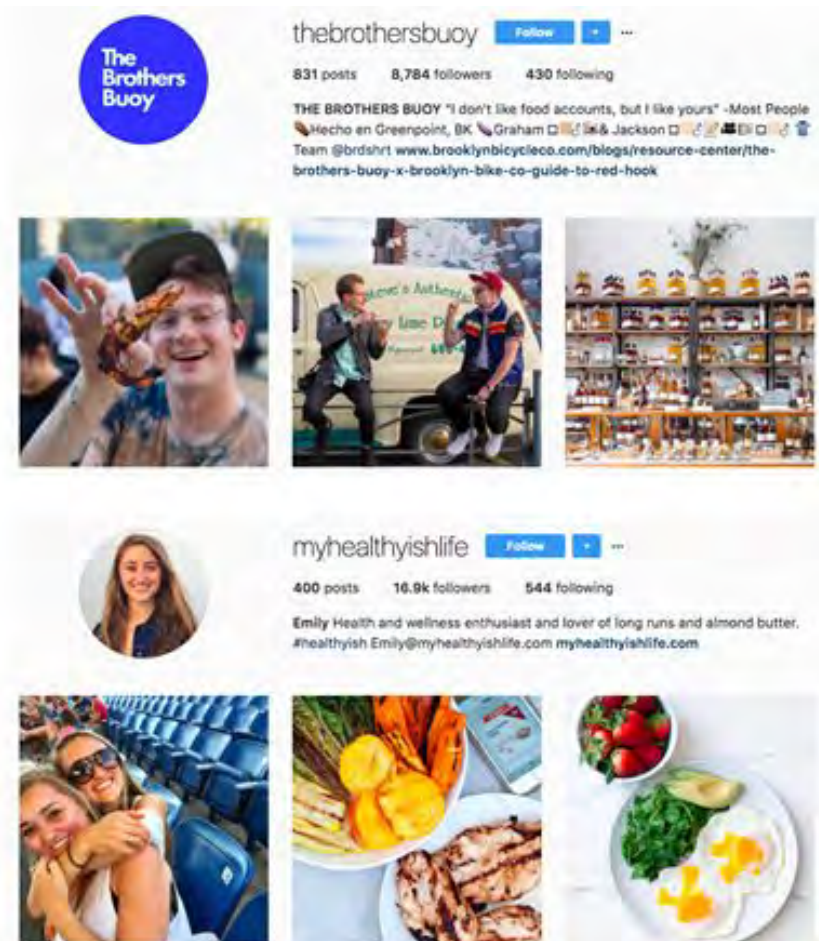
- Paid sponsored post
- Free products for review
- Co-branded product with an influencer

63%

of consumers trust  
an influencer over  
brand claims

*Edelman trust Barometer Report*

# 20,000 is the New 2 Million



# Influencers

---

- Build long term relationships and look for brand alignment
- Repurpose influencer content in your channels
- Run influencer campaigns with different sizes of influencers
- Use discount codes or unique links to track purchases

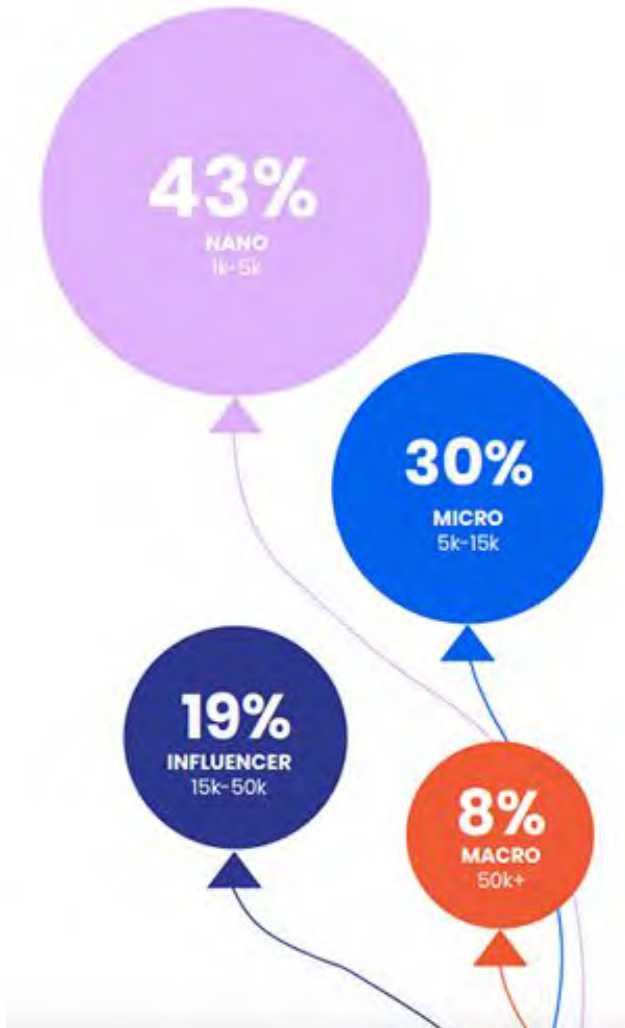


Image credit

**Storytelling** is the key to great content



# Tell Your Story

- Write like you talk
- Curate & share authentic experiences
- Include a call to action
- Be consistent, not repetitive across channels
- Use the right hashtags
- Use a mix of content types



agareefresort  
Aga Reef Resort

...



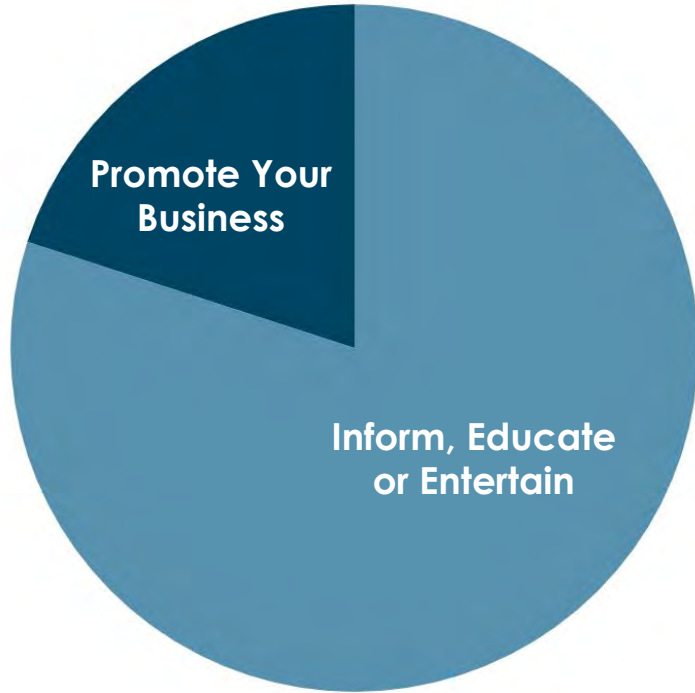
Liked by **cindyofsamoa** and **101 others**

**agareefresort** Cheers to a fabulous ladies weekend 💋❤️🍷🍾

🎵 ... Oh, yes, it's Ladies' Night  
And the feeling's right  
Oh, yes, it's Ladies' Night  
Oh, what a night (oh, what a night)... 🎵

## 80/20 Content Mix

---



## Rule of Thirds

---





wolfpac\_atv\_tours\_samoa



Liked by vaimoanasavaii and 16 others

wolfpac\_atv\_tours\_samoa Quick interview this morning @tv1samoa studio for the business with the morning crew Boyz!

##ruffryderzsamoa  
#samoaturism  
#beautifulsamoa  
#samoaholidays  
#wolfpacatvtourssamoa  
#unleashdawolf

## Content Tips

- Use the right hashtags
- Tag other businesses

## Content Tips



- Add a call to action
- Provide offer details
- Ensure a staff member is available to reply to comments

## Content Tips



TAUMEASINAILANDRES...

Posts

Follow



taumeasinaislandresortsamoa



Watch IGTV video

back to another cocktail  
for this month



- Showcase your staff
- People like people
- Provide behind the scenes content through Stories



- Use different content formats like video or live broadcasts
- Create and promote Events on Facebook

## Showcase Fa'a Samoa culture



## Content Tips



- Produce content for your audience
- Use the right hashtags #samoaweddings
- Tag photographers, florists, cake businesses
- Reshare content



## Content Tips

- Reshare Samoa Tourism content
- Use #BeautifulSamoa
- Create your own brand hashtag and use it consistently

# Questions?



# Fa'afetai!

*Beautiful*  
**SAMOA**

**miles**  
PARTNERSHIP

# Update

Links available here:

<https://milespartnership.co.nz/samoa-optimisation>