

## Fundamentals of a Successful Google Business Profile

### 1. CLAIM YOUR BUSINESS

Google provides free tools to help you manage and maintain your content. But first, you have to claim your listing and follow their verification process to establish ownership.

### 2. KEEP HOURS CURRENT

Hours/Open Now is the information most frequently searched about a business and the most likely to be incorrect. Keep your regular business hours, holiday hours and other special open/close times up to date.

### 3. ADD CATEGORIES, AMENITIES & MENUS

The more information your listing includes about your products and services, the more likely your business will match the search queries of potential customers.

### 4. POST NEW PHOTOS REGULARLY

Don't 'set and forget' your photo gallery. Adding 4 to 5 new photos every month can create a 30% increase in your business' visibility.

### 5. RESPOND TO CUSTOMER FEEDBACK

Businesses who respond to customer reviews – positive or negative – have an 80% higher conversion rate than those who do not.



#### Need Help? Get Free Support!

The specialists at Miles Partnership are available to help your business maximize its online exposure.

- Need assistance claiming your business on Google, Tripadvisor, Bing or Apple Maps?
- Have a question on how to make the most of these platforms?
- Struggling with a roadblock?

Book an Office Hours session with Miles - it is FREE for Maine tourism businesses.

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#### GBP Checkup Tool



We're pleased to offer you FREE access to our GBP Checkup Tool. Log in to get a quick analysis of your Google Business Profile. Get tips on what to update, see stats on searches for your businesses, and insight into online Customer sentiment.