

5 Free, Initial Tactics On Google For Business For Improving Your Google My Business Listing

Businesses can review and update critical content and present their business on Google My Business (GMB) Listings across Google Search (Knowledge Panel), Google Maps, Travel Guide, the Google Trips App and more. Miles is supporting Google in the roll out of this program and works with Destinations and the wider tourism industry to take advantage of this powerful and free online marketing platform.

Here are 5 free tactics and resources to get your business started plus contacts for help & support:

1 Verify (if needed) & Log Into Google My Business to Check Critical Informat

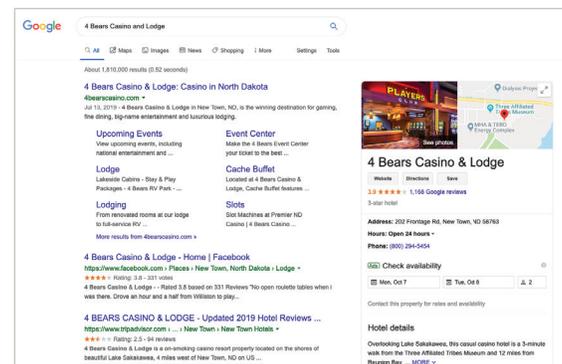
A. Log into your Google My Business (GMB) Listing to review important updates and check your critical business information is up to date and complete.

Where to Start:

Search for your business in Google & log in via the Knowledge Panel or Google My Business. More @ <https://budurl.me/GoogleLogin>

Resource:

If you are having issues verifying your business with Google or logging in, go to: <https://budurl.me/GoogleVerify>. For more on GMB Listings: <https://www.google.com/business>



2 Upload High Quality Images, 360 Images & Video to Google

A. Upload high quality images to your Google My Business Listing and encourage your customers and locals (esp: Google Local Guides) to also upload content. *Tip: 360 images are highly featured and often missing.*

B. Take advantage of the new Video uploading feature in Google My Business Listings.

Where to Start:

Review your Google My Business Listing for gaps in images, 360 images or video to feature new amenities, activities, attractions or seasonal images/videos.

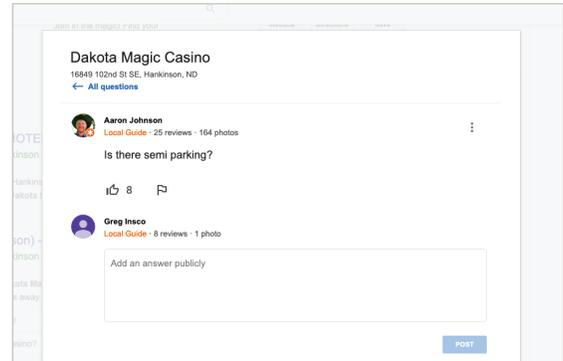
Resource:

For how to upload Images &/or Videos - see: <https://budurl.me/GoogleAddimagesbusiness>



3 Monitor & Respond to 'Questions & Answers'

A. Review and respond to questions & answers about your business (see right) & review & accept/reject suggested edits from users.



Where to Start:

Log into your Google My Business Listing activate 'notifications' in settings to receive questions & answers. For suggestions made by users look under the "Info" tab in your GMB Listing dashboard.

Resource:

Read this Blog: <https://budurl.me/BlogGoogleQA> or visit this Google support page: <https://budurl.me/GoogleAnswer>

4 Use Google My Business Listing Posts.

A. Add new, featured and timely content as a Post to your Google My Business Listing.

Where to Start:

Post what is new, interesting and timely - events, changes in your business, promotions and deals. Add compelling images to illustrate the Post.

Resources:

Review this help article on posting via GMB: <https://budurl.me/GoogleGMBPosts>

5 Review, Report & Refine:

Keep your content in your business' GMB listing timely and up to date. Encourage your clients' to post content & to review you. Then access the rich reporting available from GMB's Insights analytics regularly to assess results & identify your next areas of effort – this needs to be an ongoing process, not a one off project. For more on Google My Business Insights Reporting: <https://budurl.me/GoogleInsights>

