December 2021

Using Google's Tools for Destination Marketing

California Destination Optimization Program - Miles Support Services

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240+
Destinations participating

98,000
Business profiles audited

1.8B+
Organic content views (and growing)

· 2019 ·
Grow with Google
HIGH IMPACT PARTNER

Kim Palmer

Program Director
Miles Partnership

Destination Audit

Activation & Clean-Up

Training & Education

Core Support Services

Three services to help your DMO **document** and **improve** how your market appears within Google's products.

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Audit

Understanding **how visitors search** for the destination, and **what they see** when they do.

Audit & Activation Program Includes:

- ✓ Baseline Google Product Audit
- ✓ Yelp and Tripadvisor Completeness Audit
- ✓ Google Business Profiles Completeness Audit
- ✓ County Top Sights Audits
- ✓ Work Plan Recommendations & Staff Training
- Google Business Profiles Missing Data Submission
- Visual Content Review and Submission

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Audit

Next Steps with these materials:

- Review Top Sights document to identify any non-attractions to be flagged by Miles Partnership
- Review Google Business Listings document for comparison tab information which may benefit your partner database
- Provide feedback on businesses that are marked as permanent or temporarily closed which should be open
- Utilize photo recommendations and current available assets to provide Miles Partnership with dropbox of full rights image assets

AGENDA

What we'll cover today

- Customer Journey
- DMO as Leading Local Guide
  - How to create a local guide account
- Content Opportunities
  - Updating Existing Listings & Adding Listings
  - Creating New Images
  - Flagging Images
- Membership Value Toolset
  - Ways to Help a Business

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Customer Journey Data

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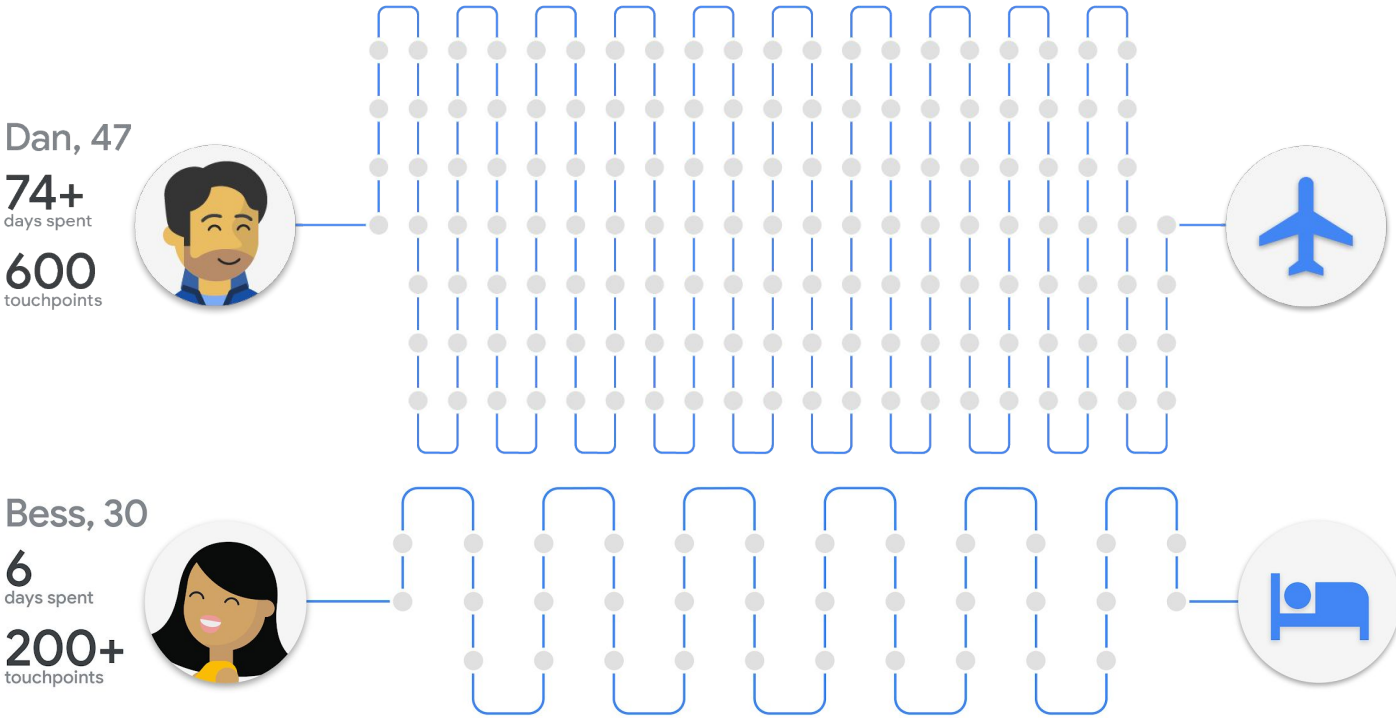
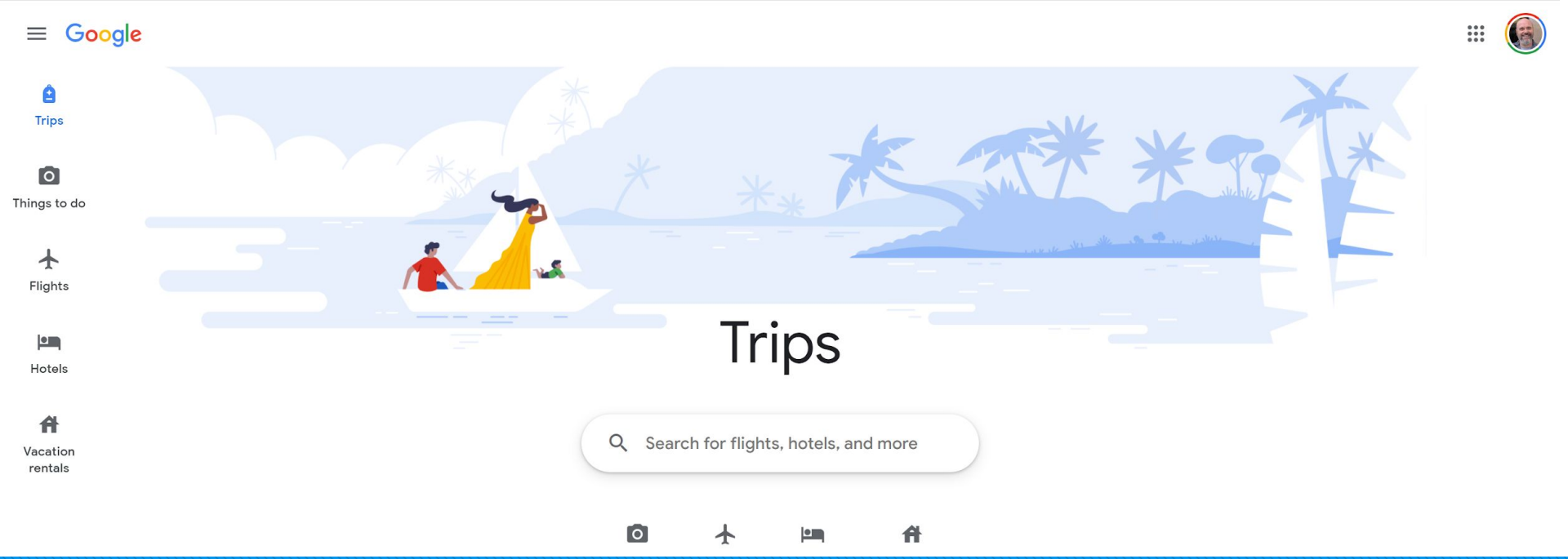
No “Typical” Traveler Journey



Source: Google/Verto, Sep 2017 – Jul 2018, U.S., n=5,958, A18+. Touchpoints include desktop and/or mobile website page views, searches, online video views



Google is the world's most important online travel platform

90%+ of travelers

Use Google at some point in their trip planning process*

**2019 Consumer Travel Research, Phocuswright. Research of US, Canada, Australia, New Zealand & key Western European travel markets*

3 of the top 5

most-downloaded apps are Google properties

YouTube (#1)

Search (#3)

Maps (#4)

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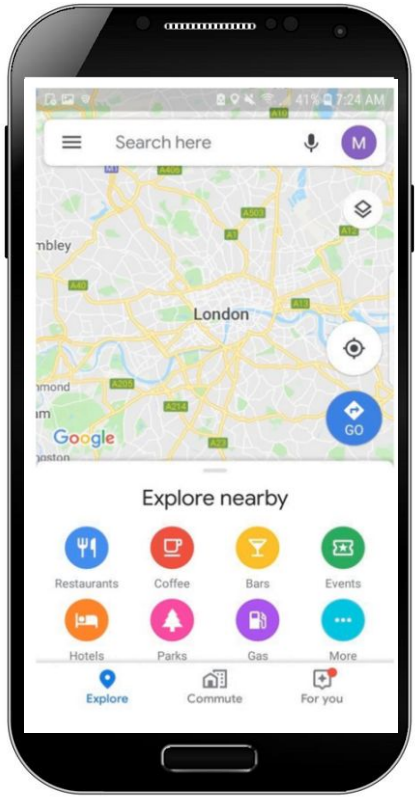
Growing Importance of Google Maps



- Every month in 2020, Google helped drive over **2 billion** direct connections, including phone calls, requests for directions, messages, bookings, and reviews for American businesses
  (Google's Economic Impact data, 2020)

- **79% of consumers** who use navigation apps as part of leisure travel use Google Maps.
  (Skift Report, Deep Dive into Google, 2020)

- In 2020, more than **17 million** American businesses received requests for directions, phone calls, bookings, reviews and other direct connections to their customers from Google
  (Google's Economic Impact data, 2020)

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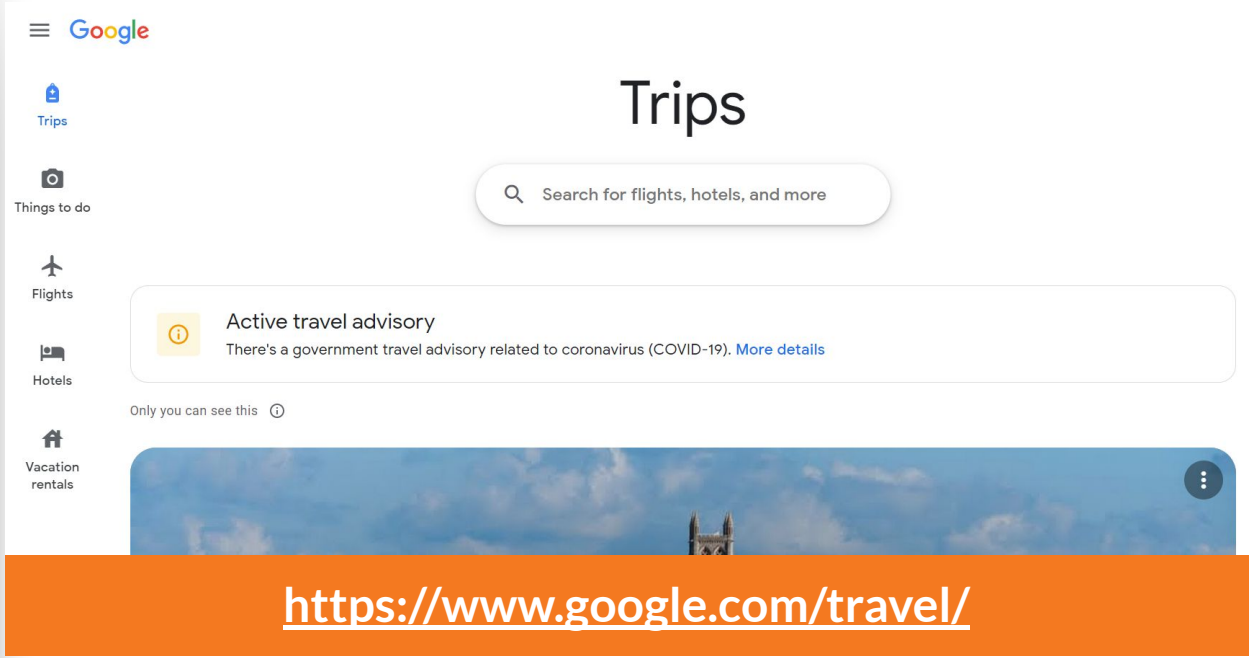
Tools & Resources

Reviewing Your Travel Guide



https://www.google.com/travel/

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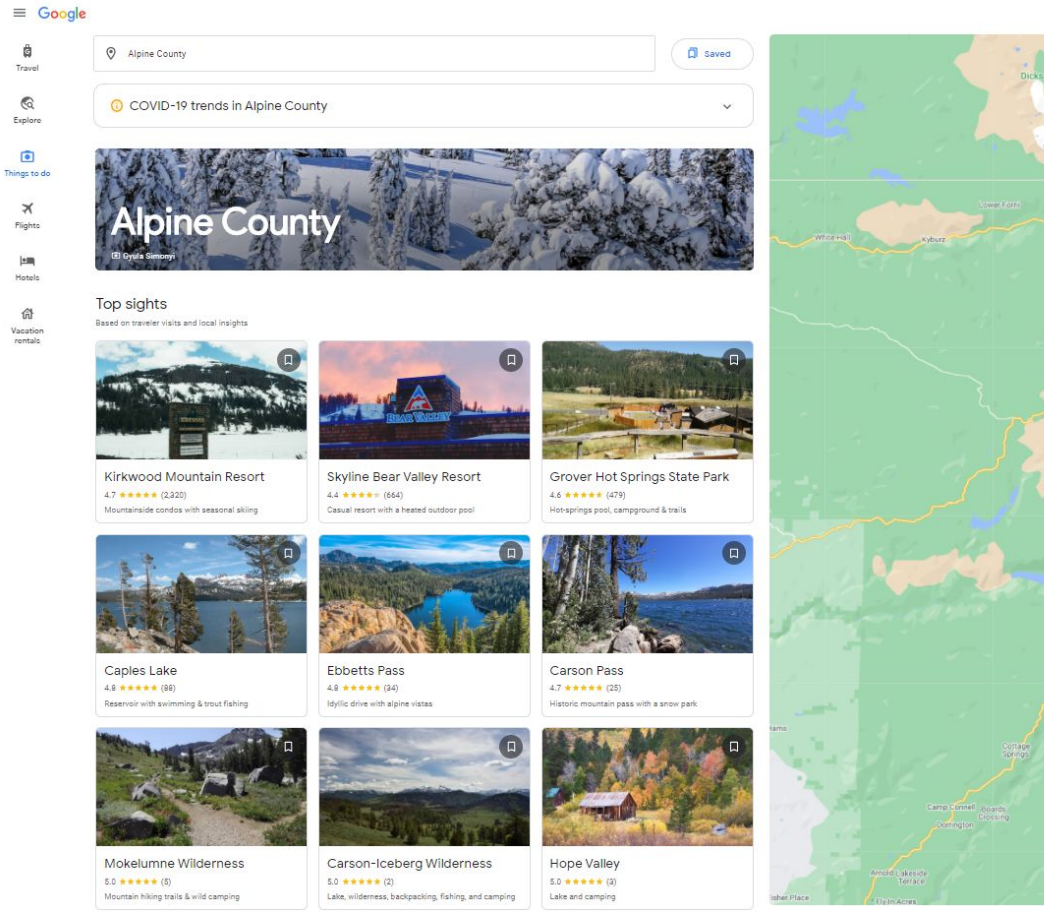
Miles reviewed your top 20 Things to Do during the audit

* Content and Top Sights are programmatic



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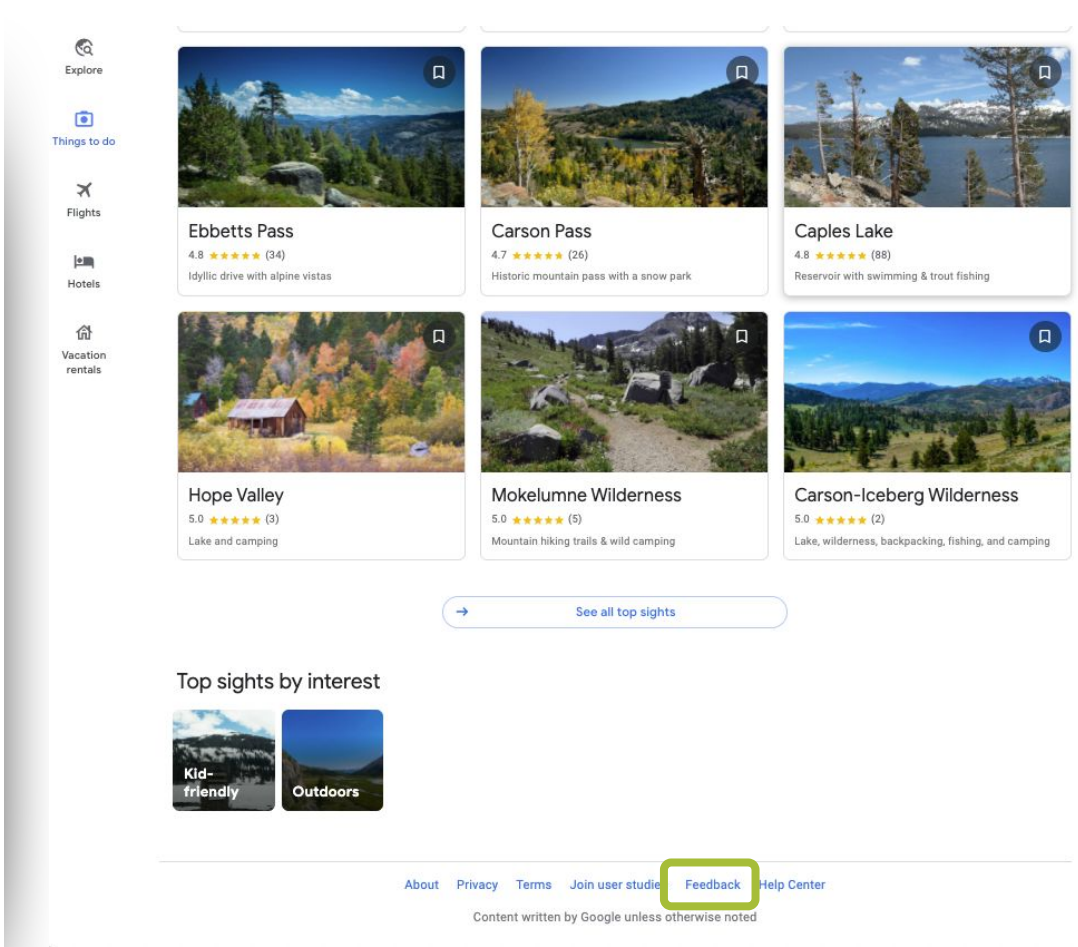
If you see an error in the future:

- Edit the Business Profile directly
- Click on Feedback



Become a Leading Local Guide

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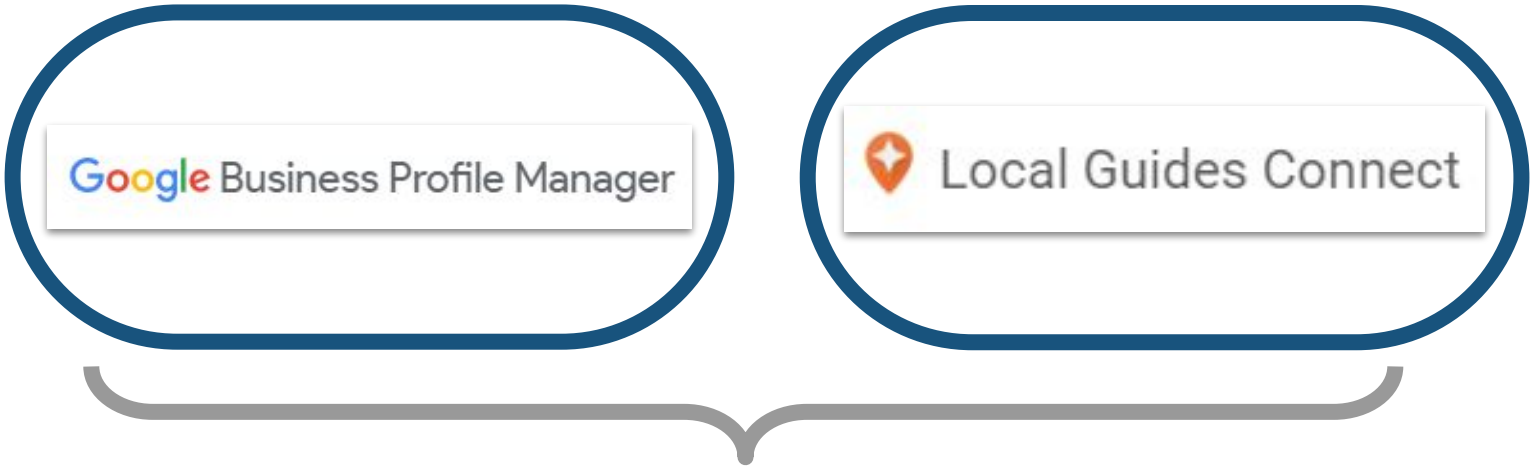
The Business Profile is the central listing for a location on Google. Its content come from **two primary** sources.



Hotels **Restaurants** **Museums** **Attractions** **Etc.**

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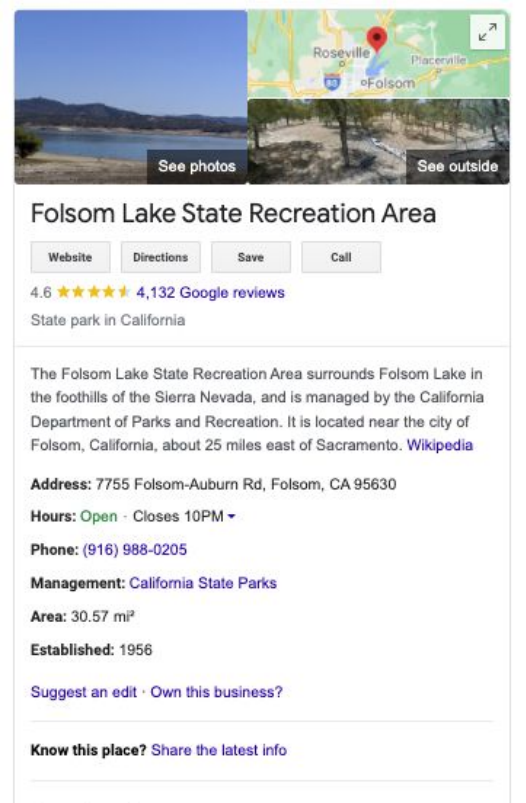


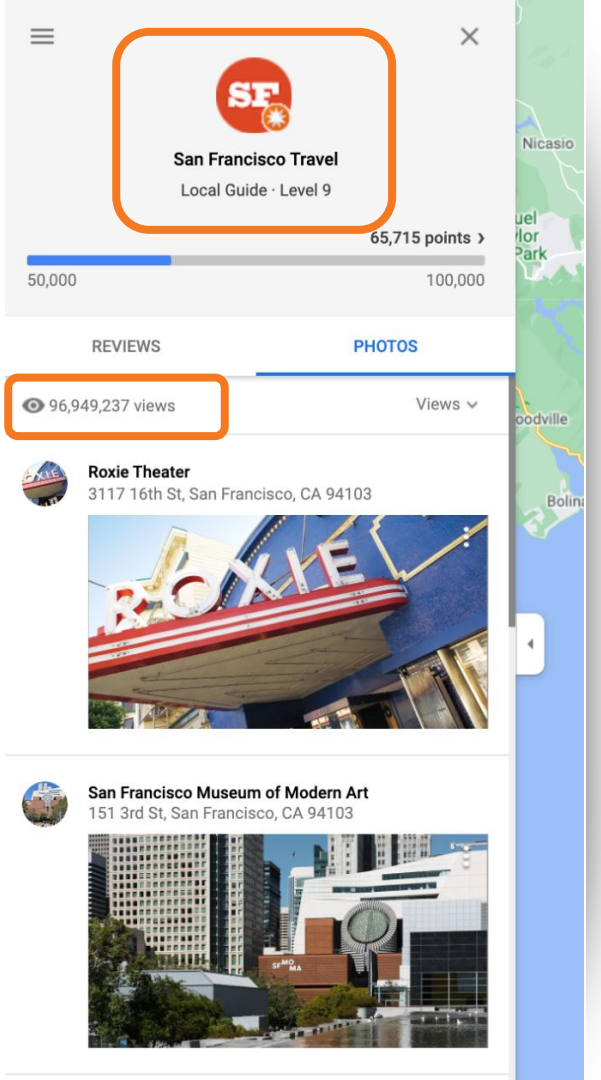
Up-to-date profiles are:

2.7X more likely to be considered reputable.[1]

70% more likely to attract location visits.[1]

50% more likely to lead to a purchase.[1]

[(1)] *Ipsos research: Benefits of a complete listing 2017*



Google Local Guides contribute to local business information including:

- Photos
- Videos
- 360s
- Edit Facts
- Add Places
- Questions & Answers

Consumer Local Guides also add:

- Reviews
- Ratings

Expand your digital footprint.
DMOs are trusted sources.

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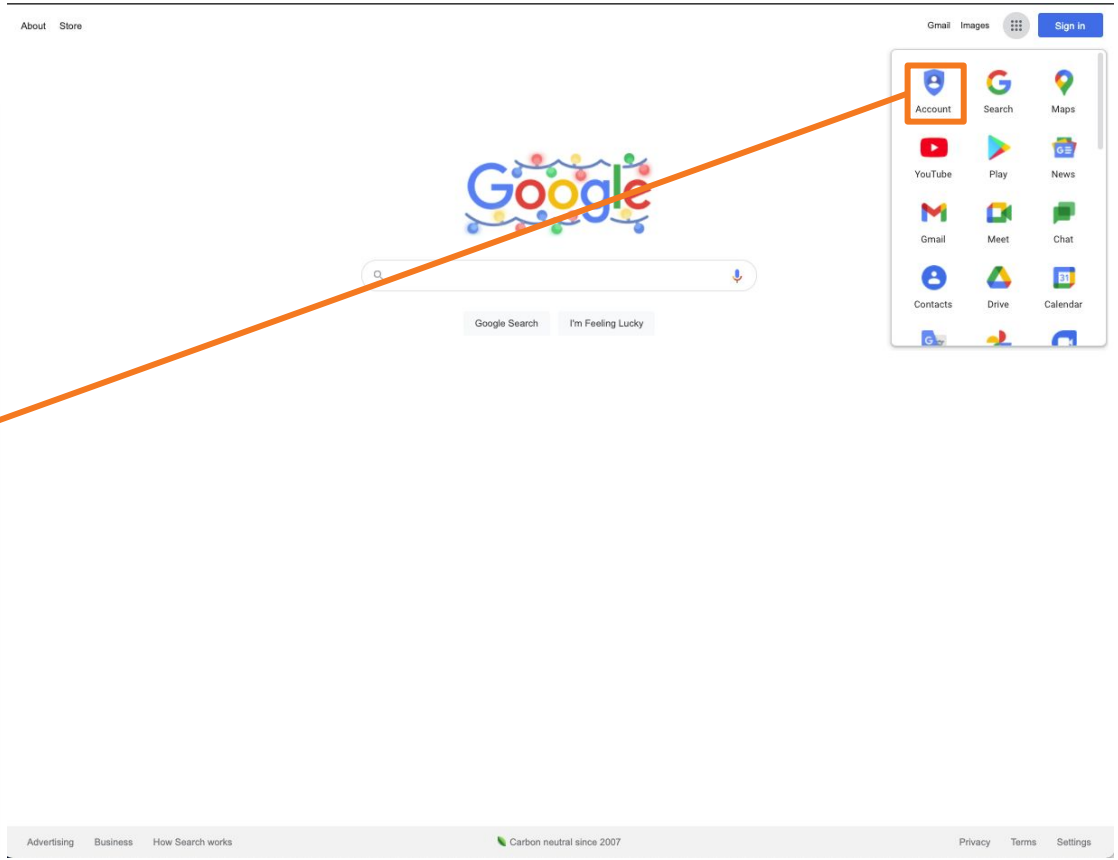
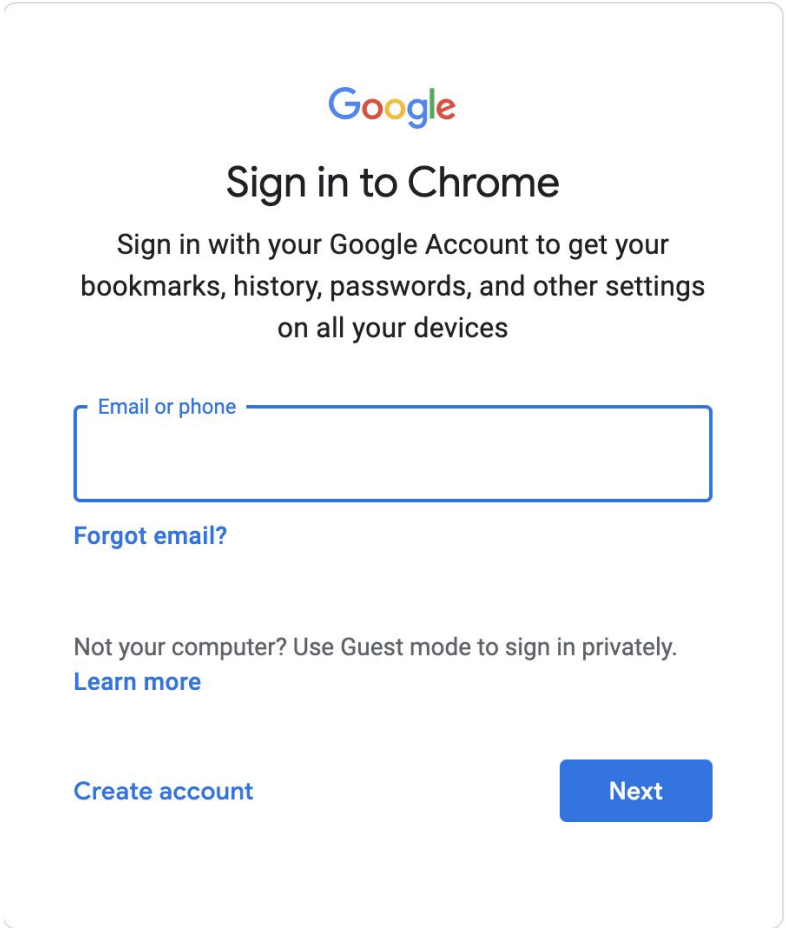
Setting up your Google Account

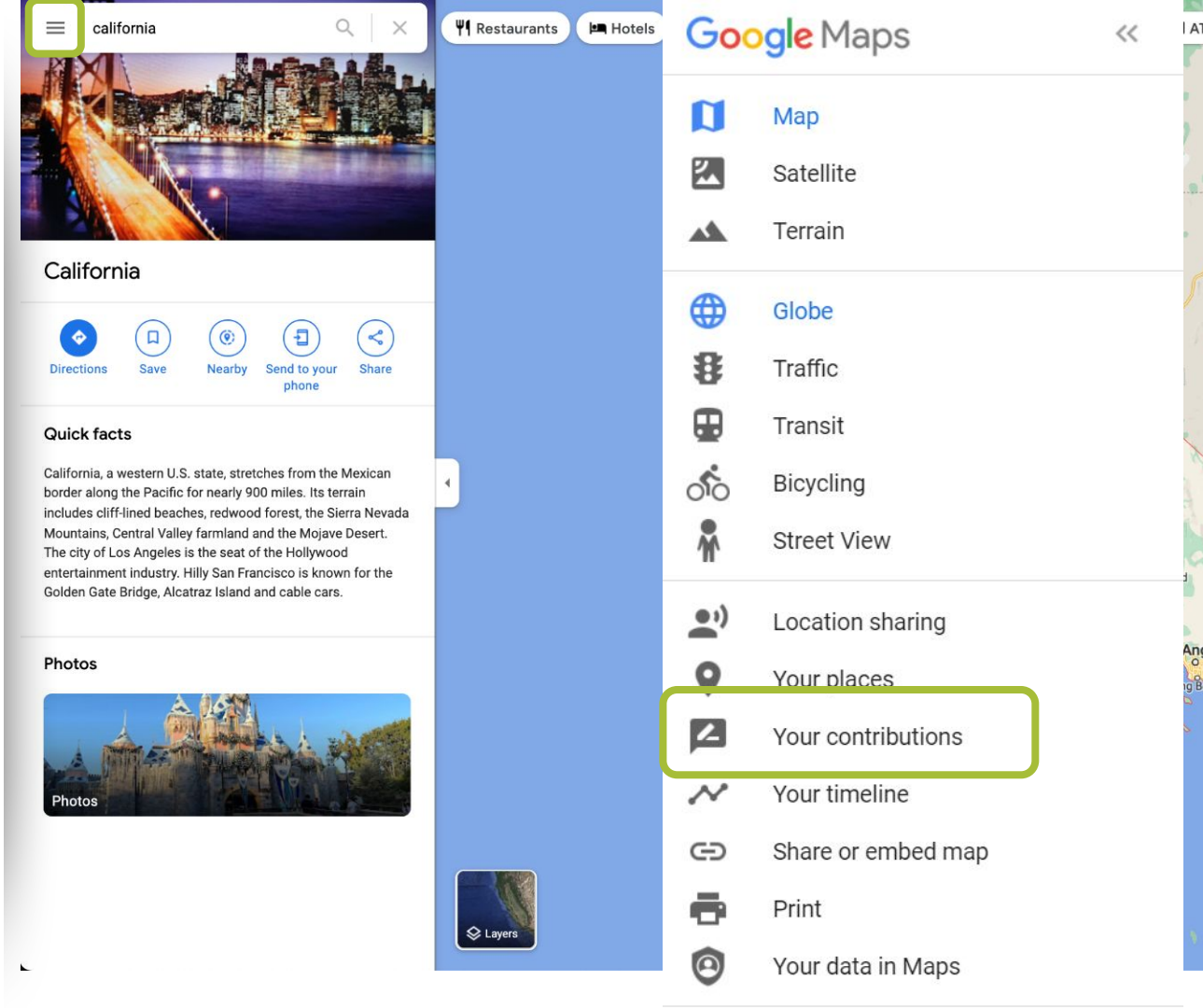


Sign into Google Account



Access Your Local Guide Profile

Hamburger menu in Google Maps via web browser



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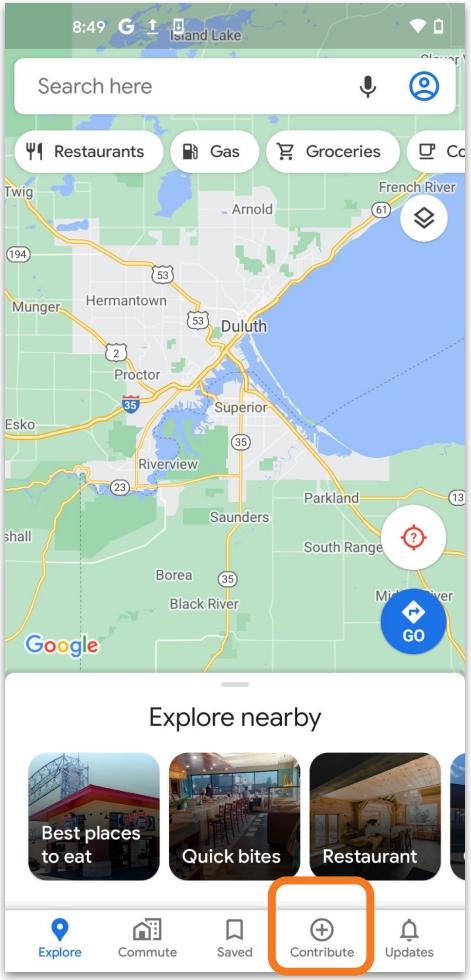
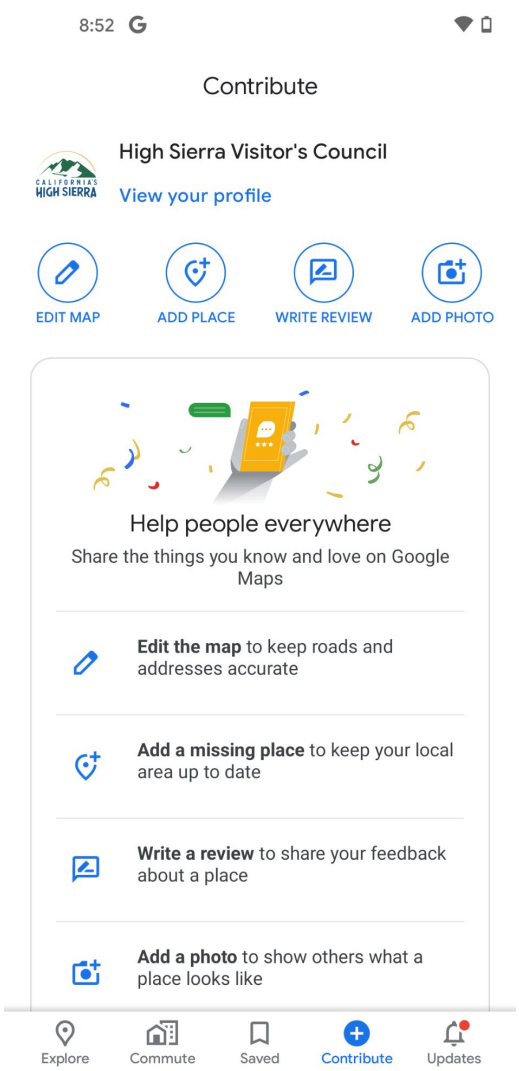
Access Your Local Guide Profile

\+ Contributions button at bottom of Google Maps App





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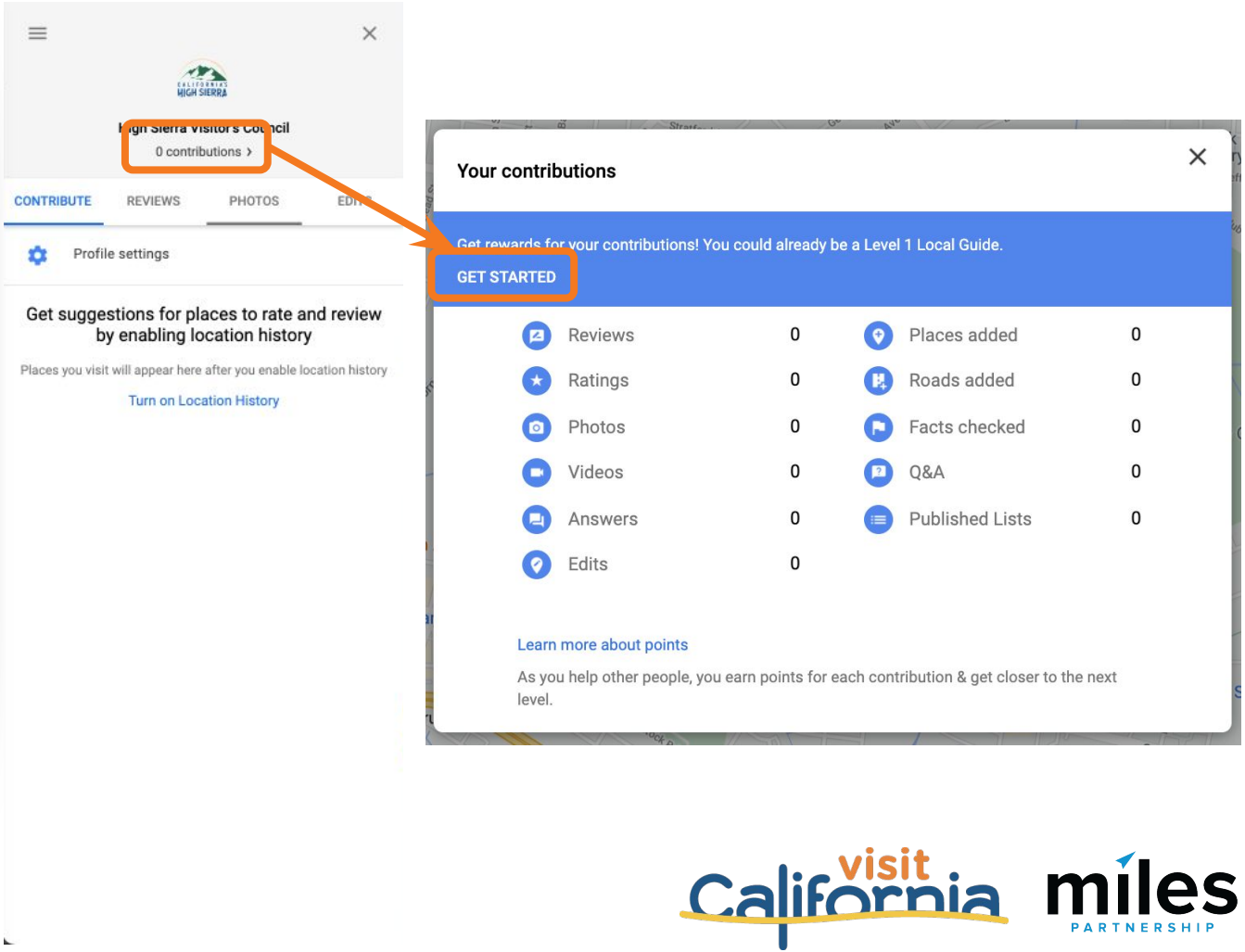
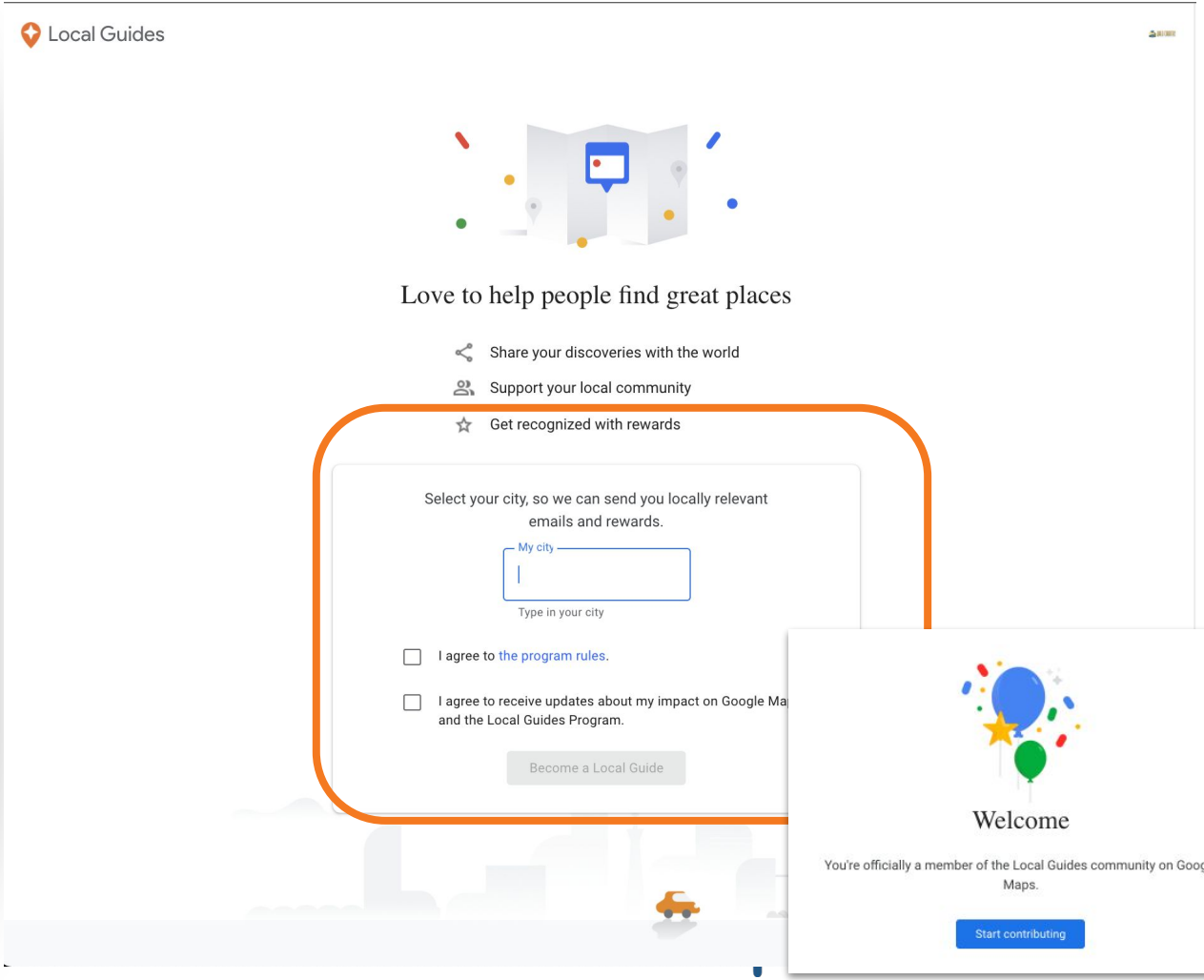
Creating a Local Guide Account



Creating a Local Guide Account



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Need Assistance?

Schedule Office Hours With Miles

https://calendly.com/milespartnershipgoogledmo/high-sierra?month=2021-12

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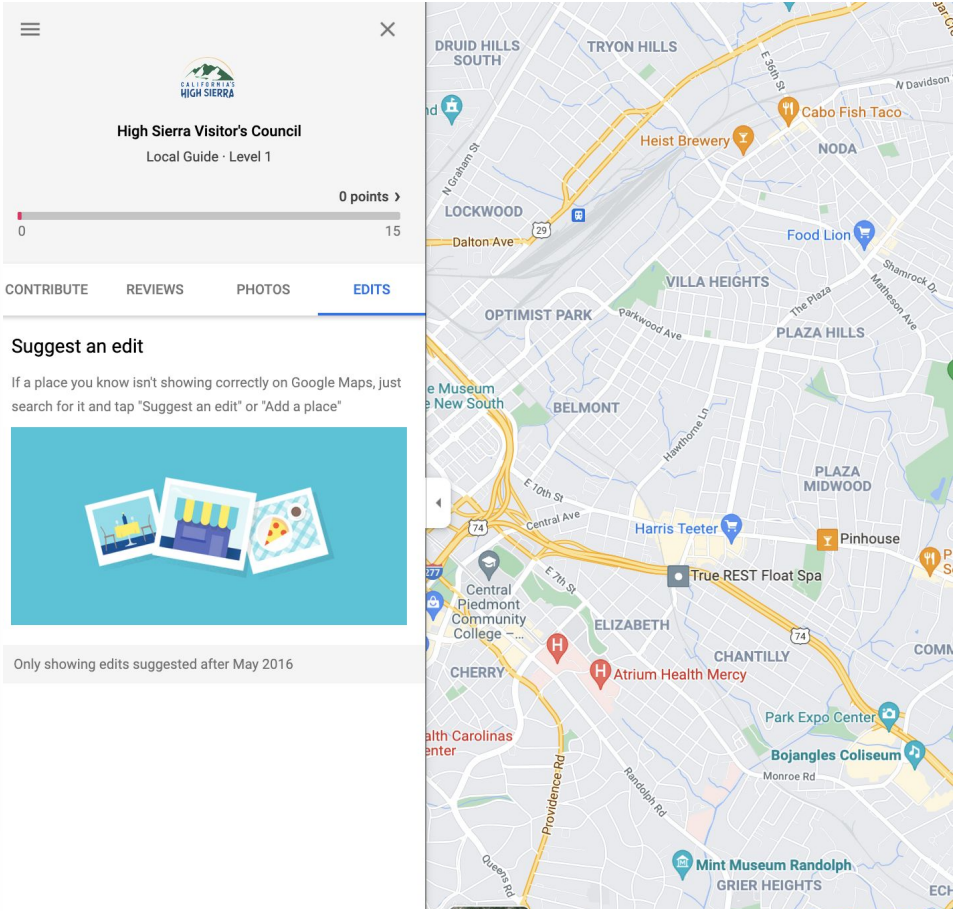
Google Business Profile Data

Missing data submission

Improve completeness and accuracy of local business data

Measurable impact



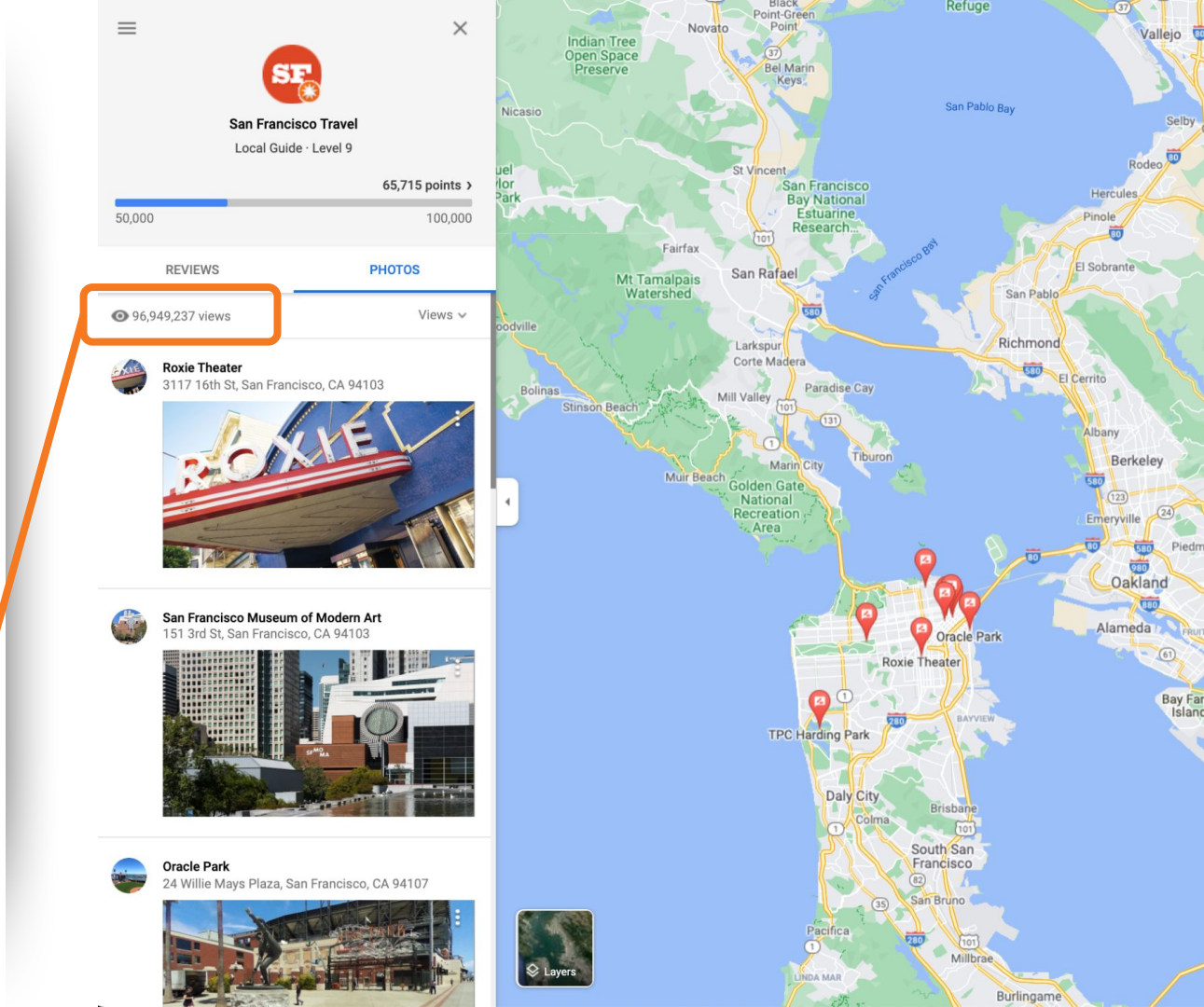
Visual Content

Improving image quality throughout Google products

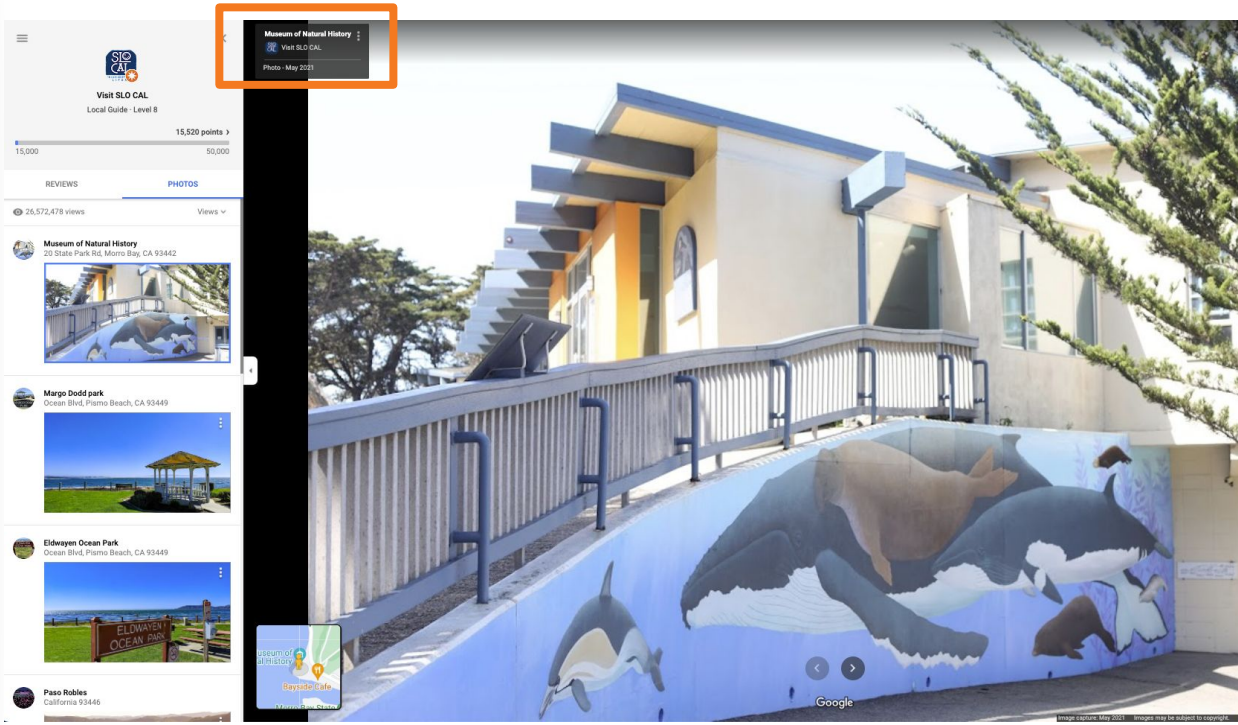
Submission of still and 360 images

Content opportunities for POIs and the city

Measurable results



DMO Credited Content



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Content Opportunities

Content Opportunity Checklist

Listing Information

- ❑ Add missing information for business listings
- ❑ Improve accuracy of Google Maps by adding missing locations or updating map pin locations

Visual Assets (Photos & 360s)

- ❑ Identify and upload owned assets to relevant listings
- ❑ Identify and upload destination “generic” owned assets and upload to Google Maps
- ❑ Flag irrelevant or low-quality images in the photo galleries of popular POIs
- ❑ Create new images for POIs that are underrepresented and upload via maps

Content Tools

- ❑ Create destination content inside of Maps using Maps Lists and promote via related website content

Optimization

- ❑ Identify technical issues and other bugs within products and flag to Google via form

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What Our Team is Working On.

Listing Information

- ☑ Add missing information for Top Sights and Google business listings*
- ☑ Identify and flag duplications in Top Sights*

**Miles is working on these items on your behalf as part of your Program scope.*

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Ongoing Opportunities.

Listing Information

- ❑ Add missing information for Top Sights and Google Business listings for new businesses
- ❑ Identify and flag issues with Top Sights
- ❑ Add missing listings to Google Maps

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Editing Business Listing Information

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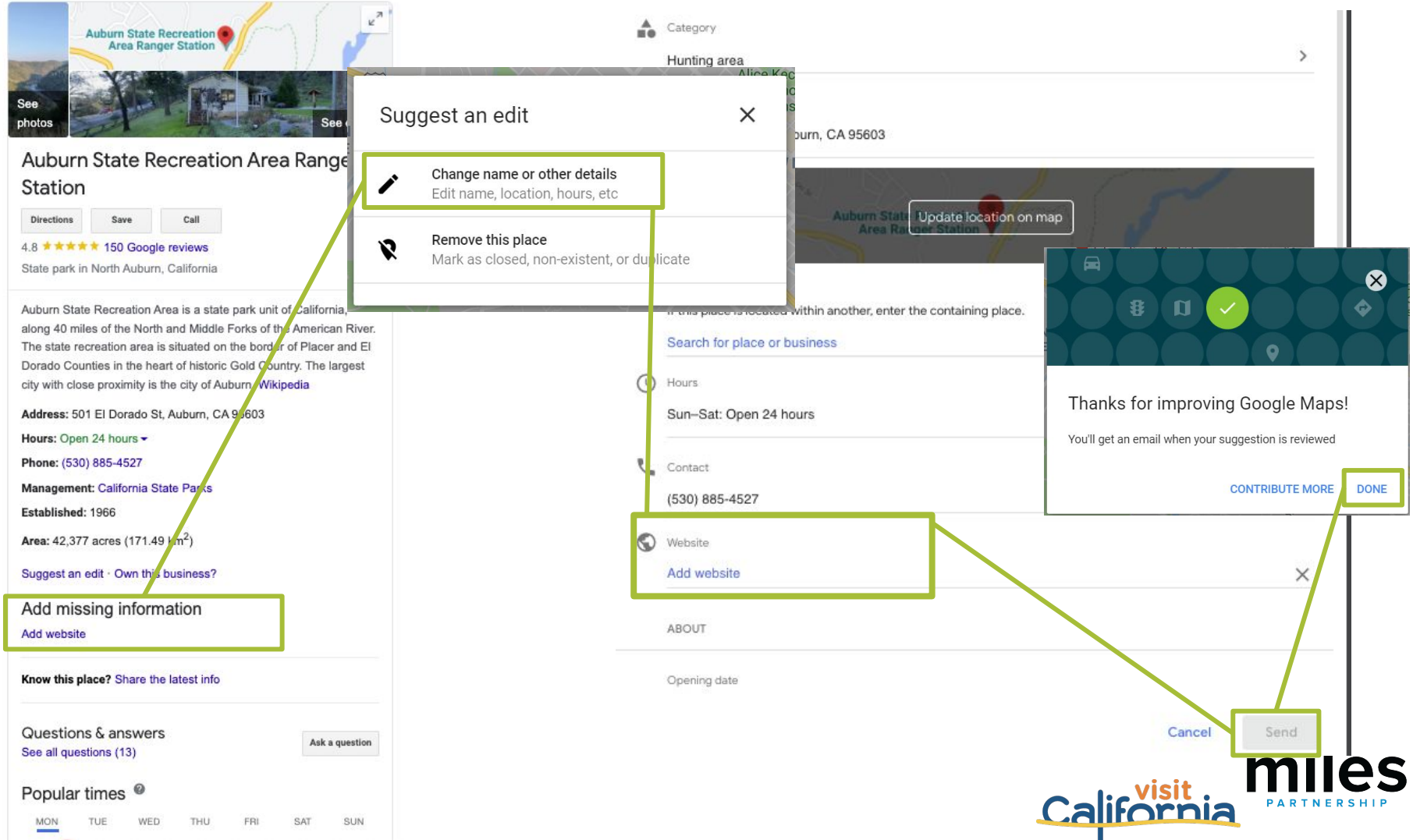

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What If Locations Aren’t Visible on Maps?

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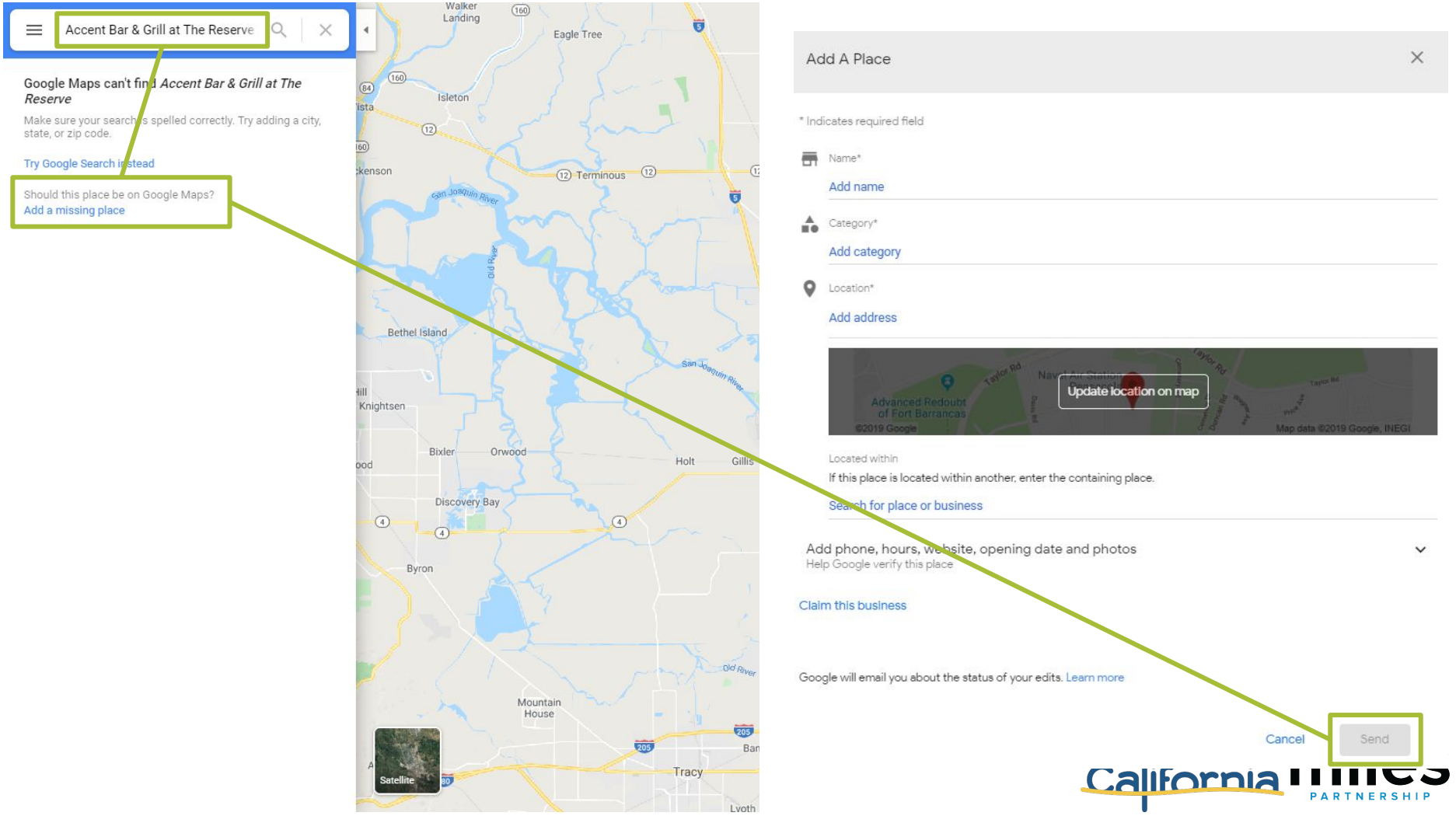
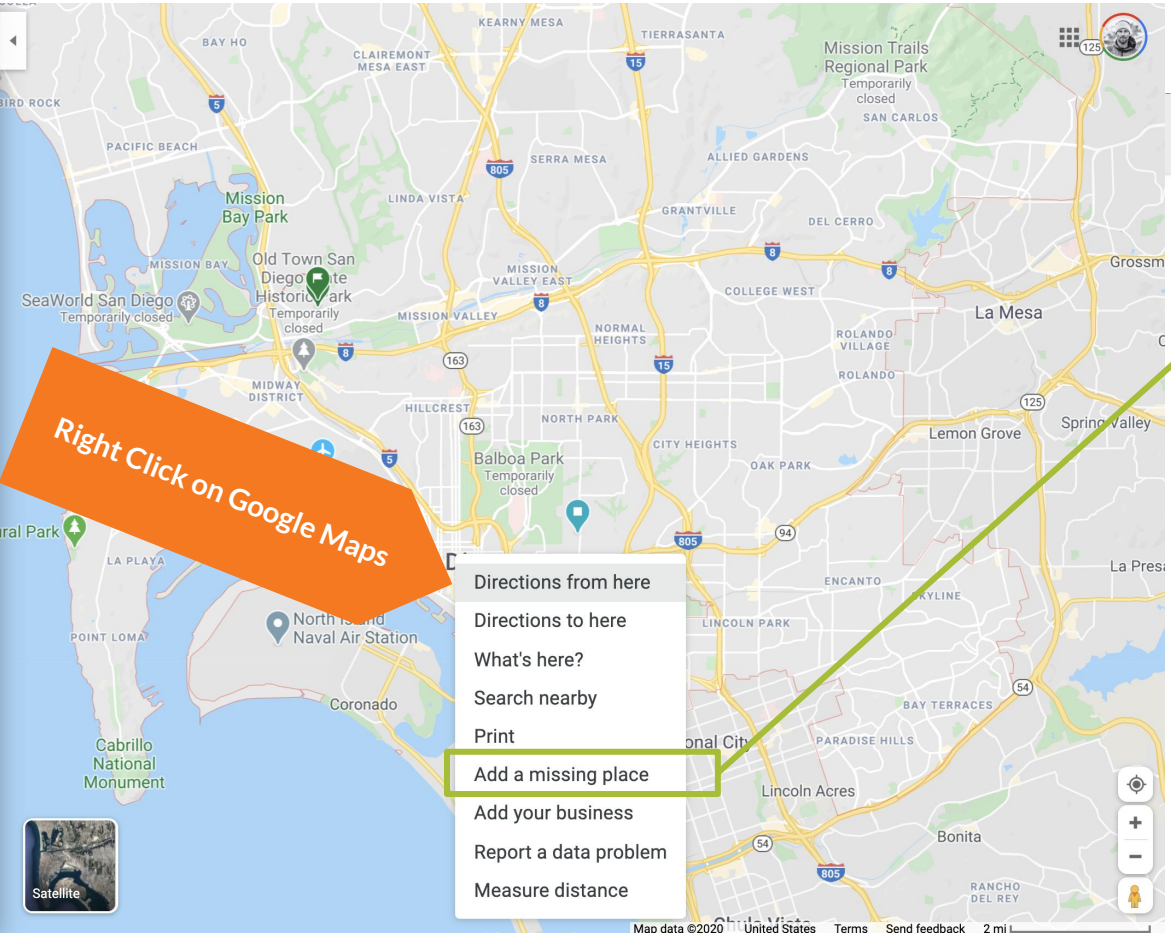
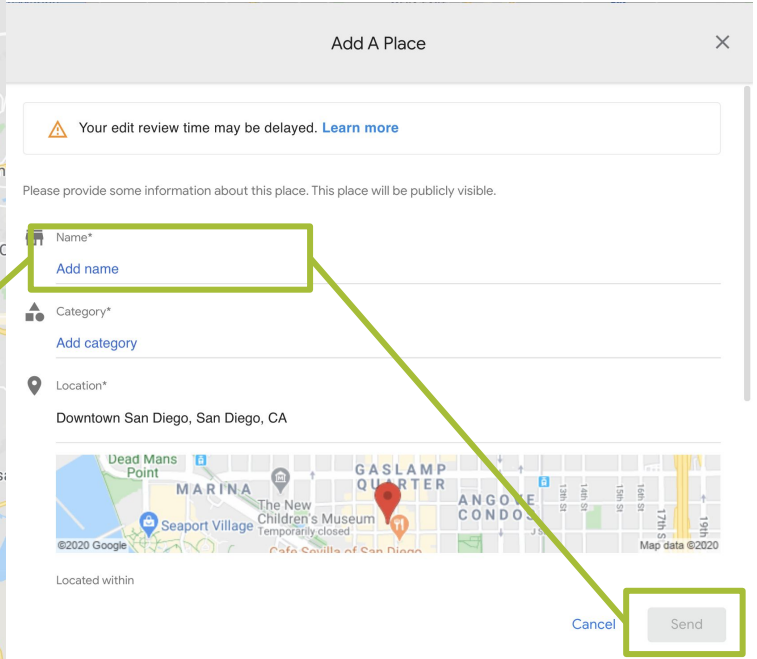

Accent Bar & Grill at The Reserve
Google Maps can't find Accent Bar & Grill at The Reserve
Make sure your search is spelled correctly. Try adding a city, state, or zip code.
Try Google Search instead
Should this place be on Google Maps?
Add a missing place
Walker Landing
Eagle Tree
Isleton
Terminous
San Joaquin River
Old River
Bethel Island
Knightsen
Bixler
Orwood
Holt
Gillis
Discovery Bay
Byron
Mountain House
Tracy
Satellite
Add A Place
* Indicates required field
Name*
Add name
Category*
Add category
Location*
Add address
Update location on map
Advanced Redoubt of Fort Barrancas
©2019 Google
Map data ©2019 Google, INEGI
Located within
If this place is located within another, enter the containing place.
Search for place or business
Add phone, hours, website, opening date and photos
Help Google verify this place
Claim this business
Google will email you about the status of your edits. Learn more
Cancel
Send


Right Click on Google Maps
Directions from here
Directions to here
What's here?
Search nearby
Print
Add a missing place
Add your business
Report a data problem
Measure distance
Satellite
Map data ©2020
United States
Terms
Send feedback
2 mi


Add A Place
Your edit review time may be delayed. Learn more
Please provide some information about this place. This place will be publicly visible.
Name*
Add name
Category*
Add category
Location*
Downtown San Diego, San Diego, CA
Map data ©2020
Located within
Cancel
Send

Updating Map Pin Location

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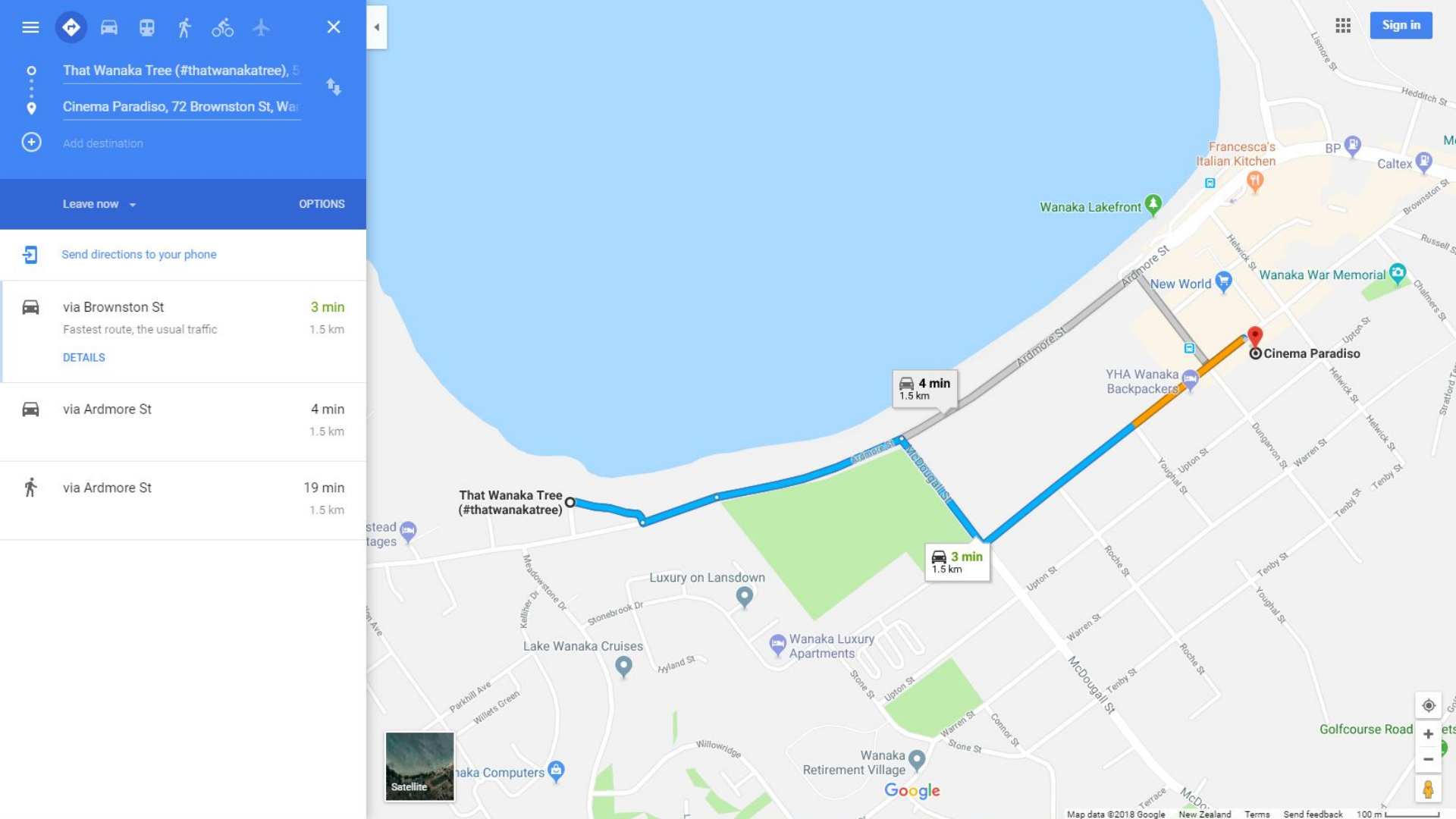
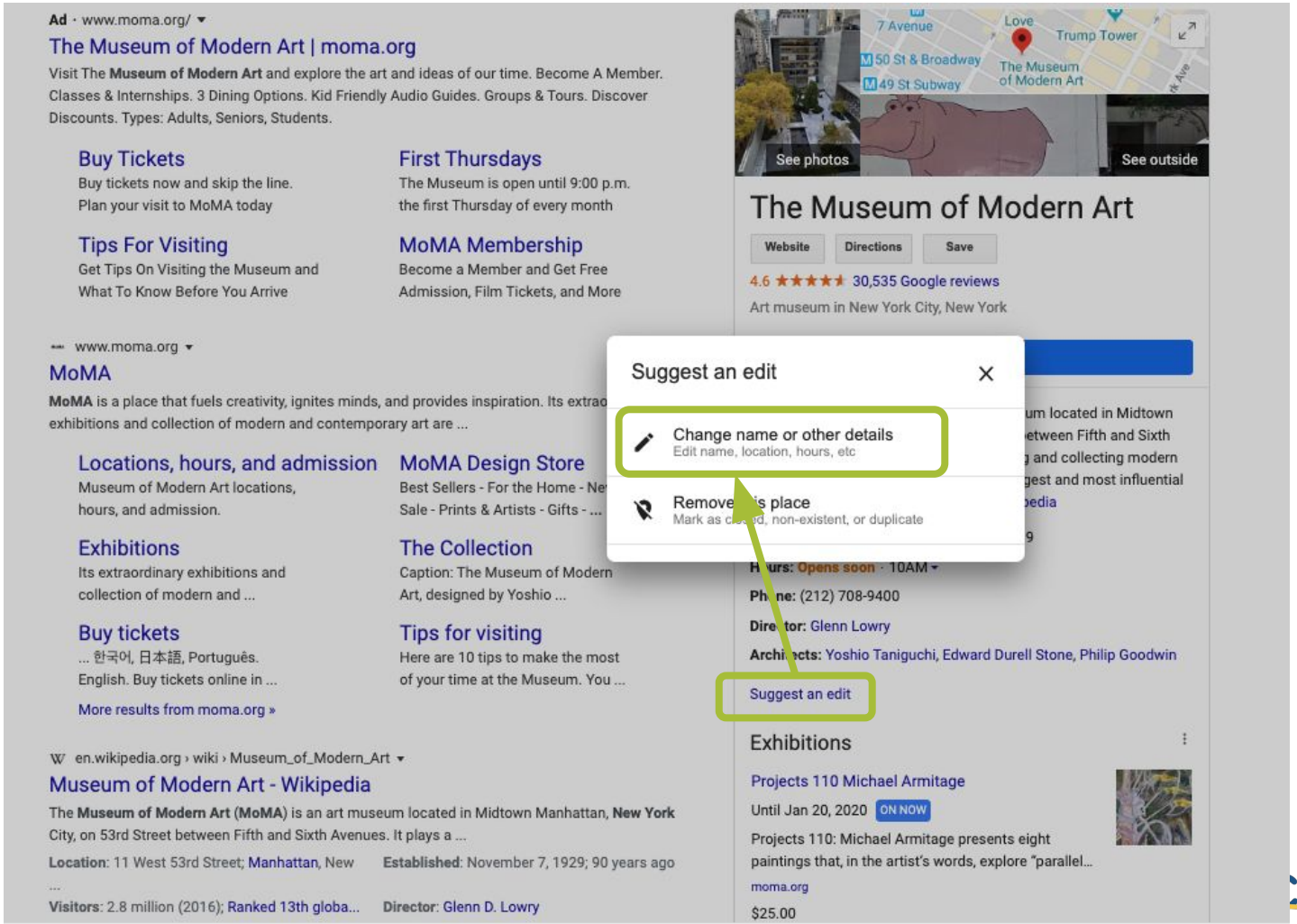

That Wanaka Tree (#thatwanakatree), 5
Cinema Paradiso, 72 Brownston St, Wa
Add destination
Leave now
OPTIONS
Send directions to your phone
via Brownston St
3 min
Fastest route, the usual traffic
1.5 km
DETAILS
via Ardmore St
4 min
1.5 km
via Ardmore St
19 min
1.5 km
Sign in
Francesca's Italian Kitchen
BP
Caltex
Wanaka Lakefront
New World
Wanaka War Memorial
Cinema Paradiso
YHA Wanaka Backpackers
4 min
1.5 km
3 min
1.5 km
That Wanaka Tree (#thatwanakatree)
Ardmore St
McDougall St
Luxury on Lansdown
Wanaka Luxury Apartments
Lake Wanaka Cruises
Wanaka Retirement Village
Golfcourse Road
Satellite
Google
Map data ©2018 Google
New Zealand
Terms
Send feedback
100 m



From the business listing in search, click "Suggest an Edit" and then edit details.

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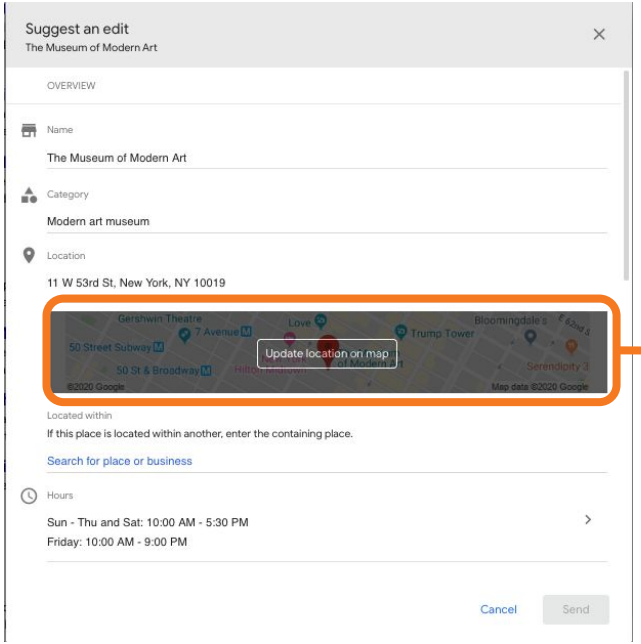

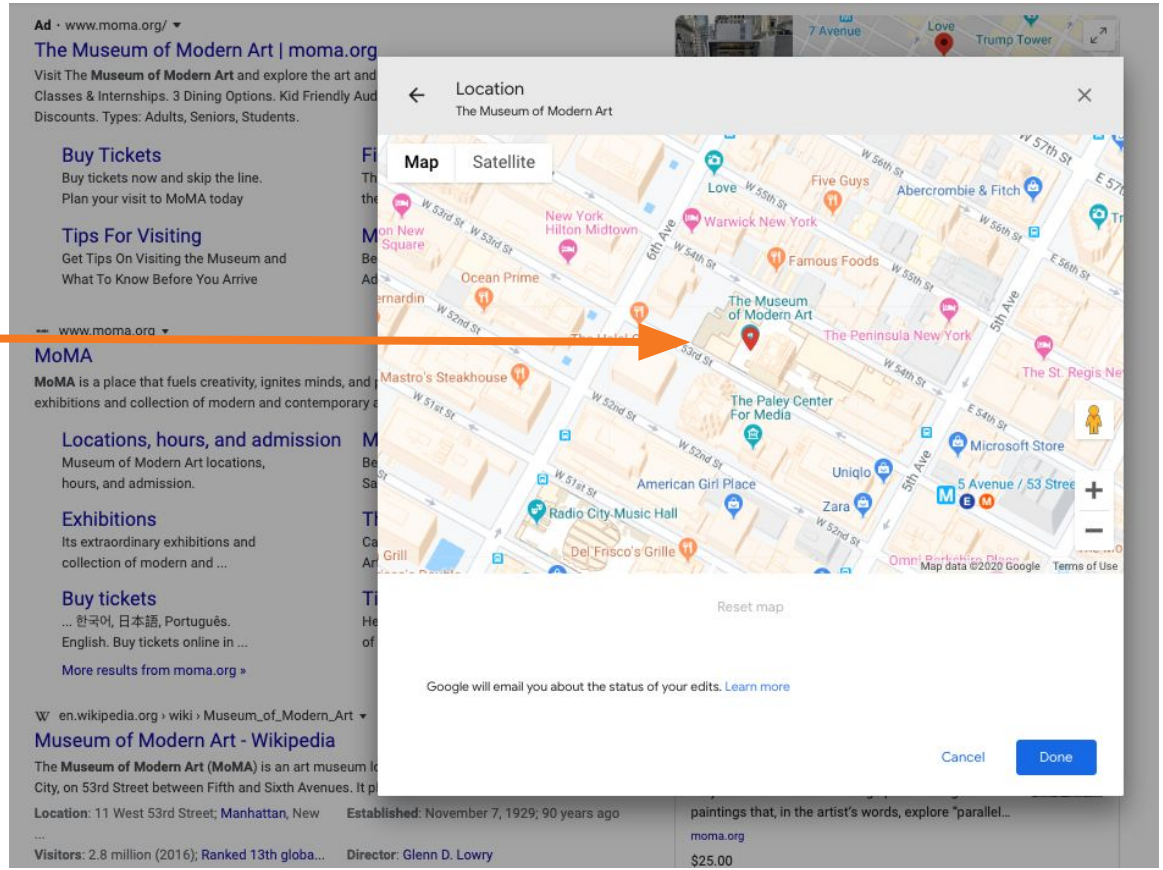

Select “Update Map Pin Location” and then move the pin to the correct position.

Visual Assets in Google

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What Our Team is Working On.

Visual Assets (Photos & 360s)

- ☑ Identify and upload owned assets to relevant listings*
- ☑ Identify and upload destination “generic” owned assets and upload to Google Maps*
- ☑ Flag irrelevant or low-quality images in the photo galleries of popular POIs*

**Miles is working on these as part of your Program scope, but they are also things that can be part of ongoing program efforts.*

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Ongoing Opportunities.

Visual Assets (Photos & 360s)

- ❏ Upload owned assets to relevant listings
- ❏ Create new images for POIs that are underrepresented and upload via maps
- ❏ Flag irrelevant or low-quality images in the photo galleries of popular POIs

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Adding Images to Existing Listings

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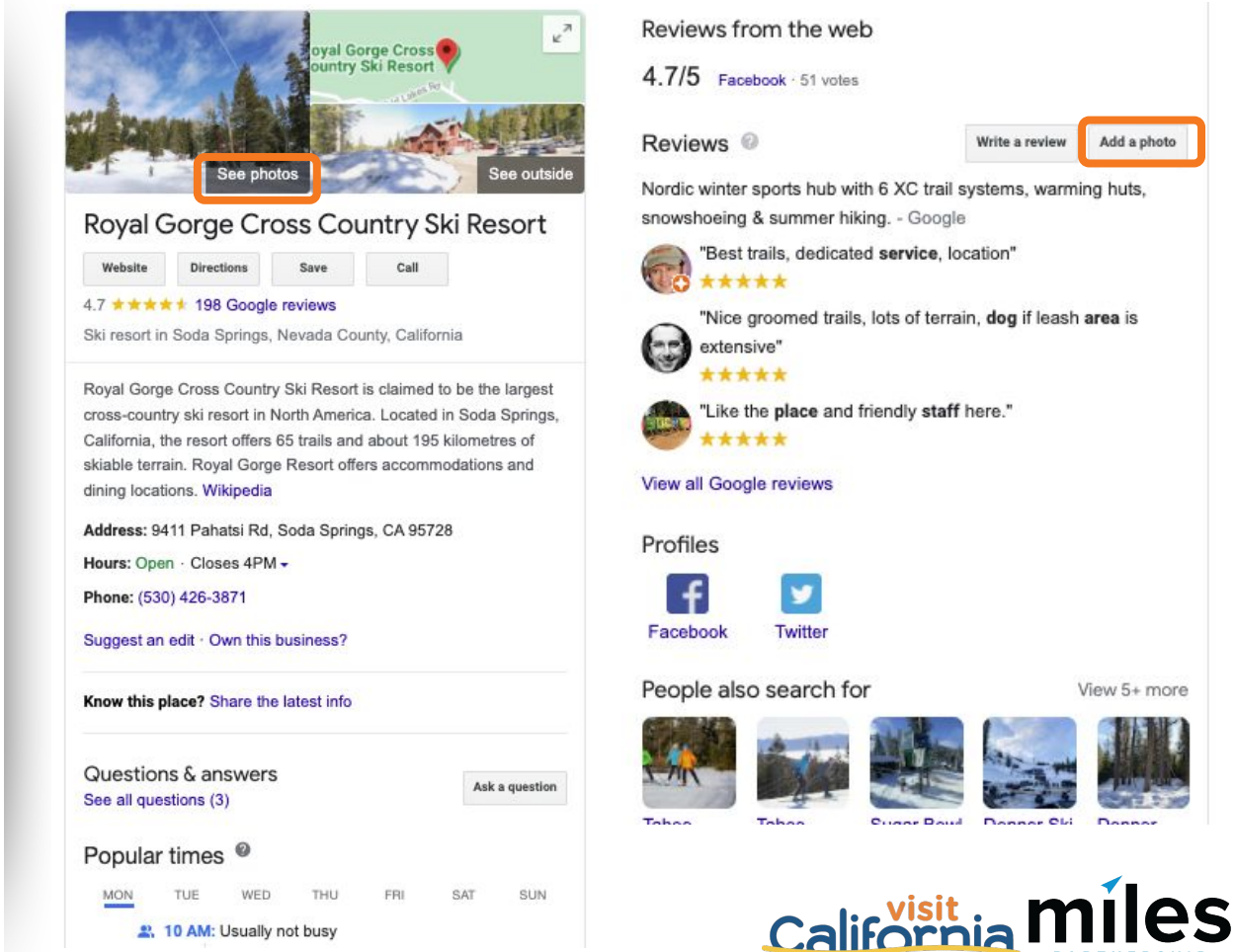
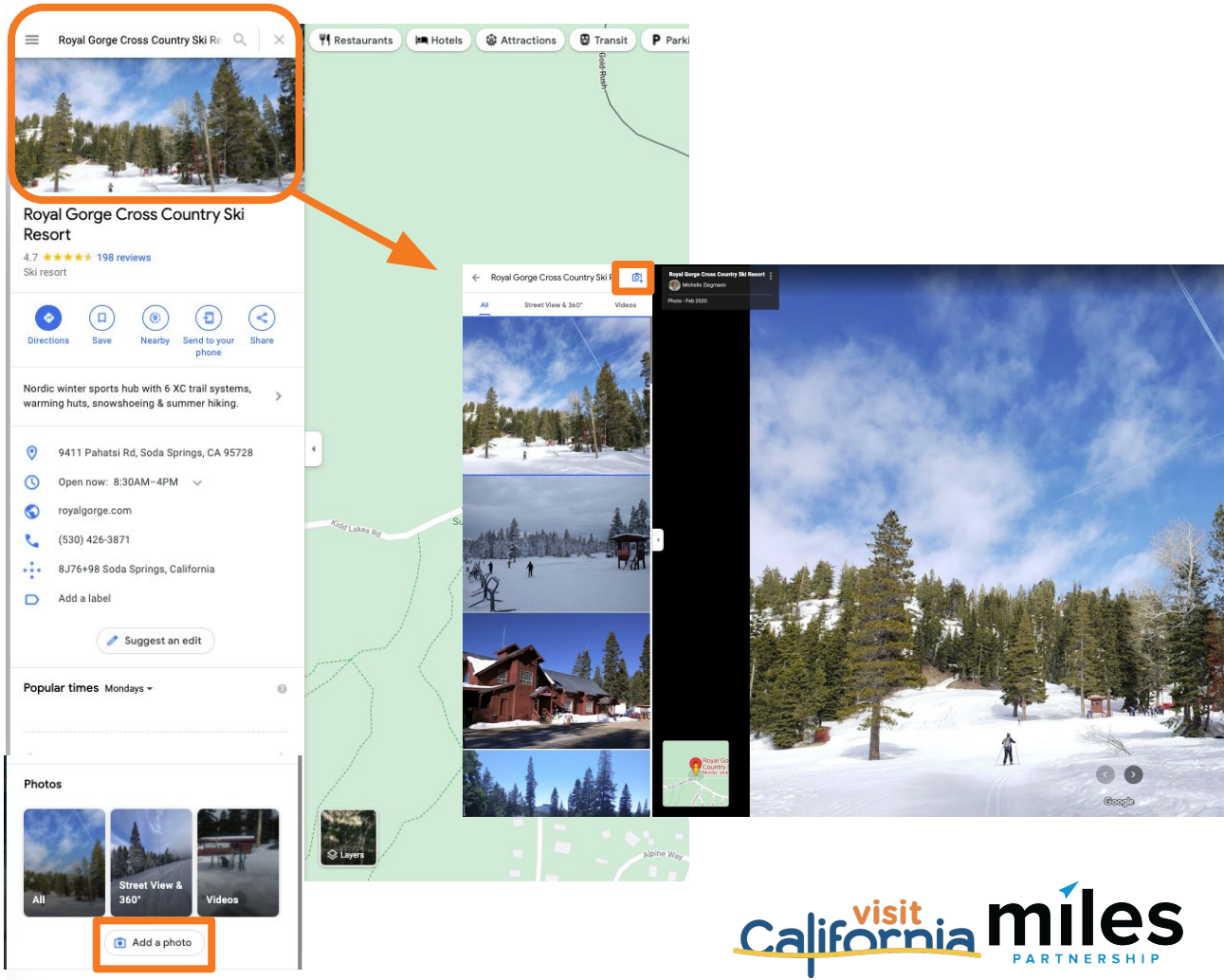
Adding Images via Web SERP



Adding Images via Maps



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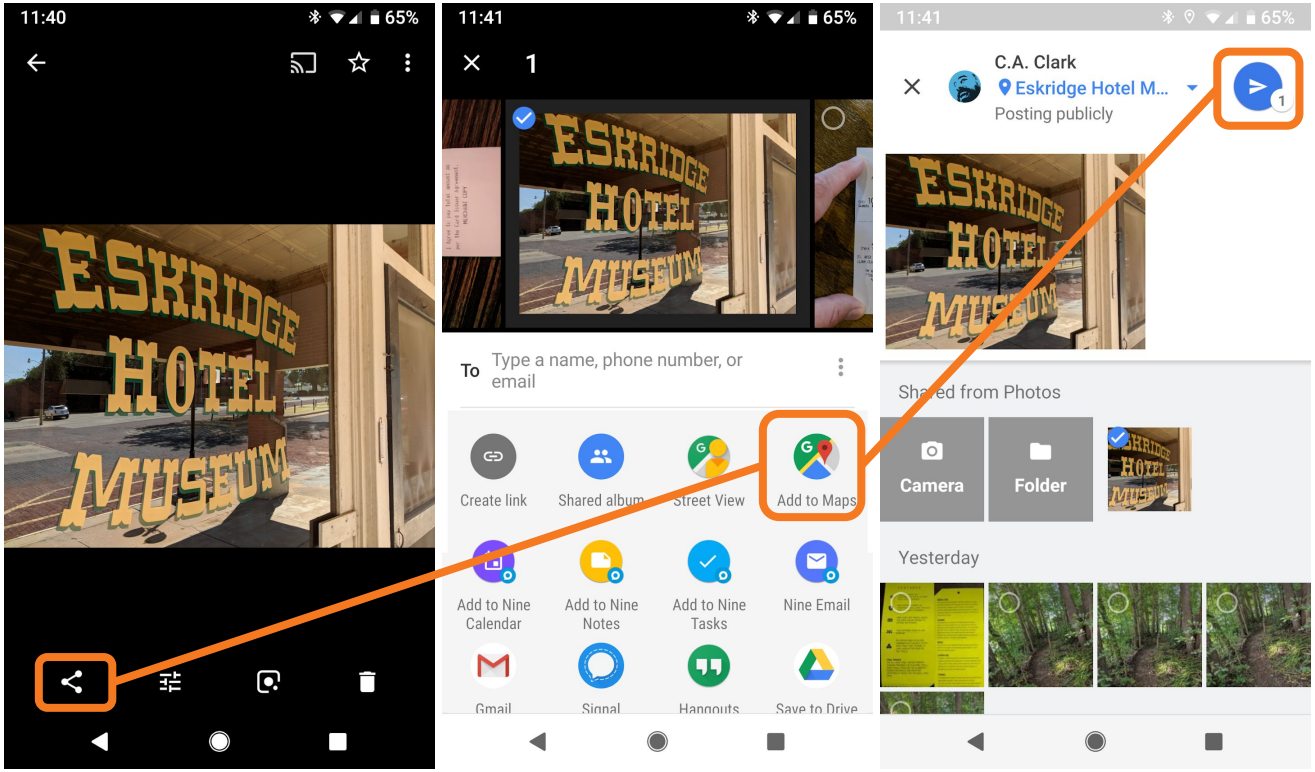
Mobile Photos App



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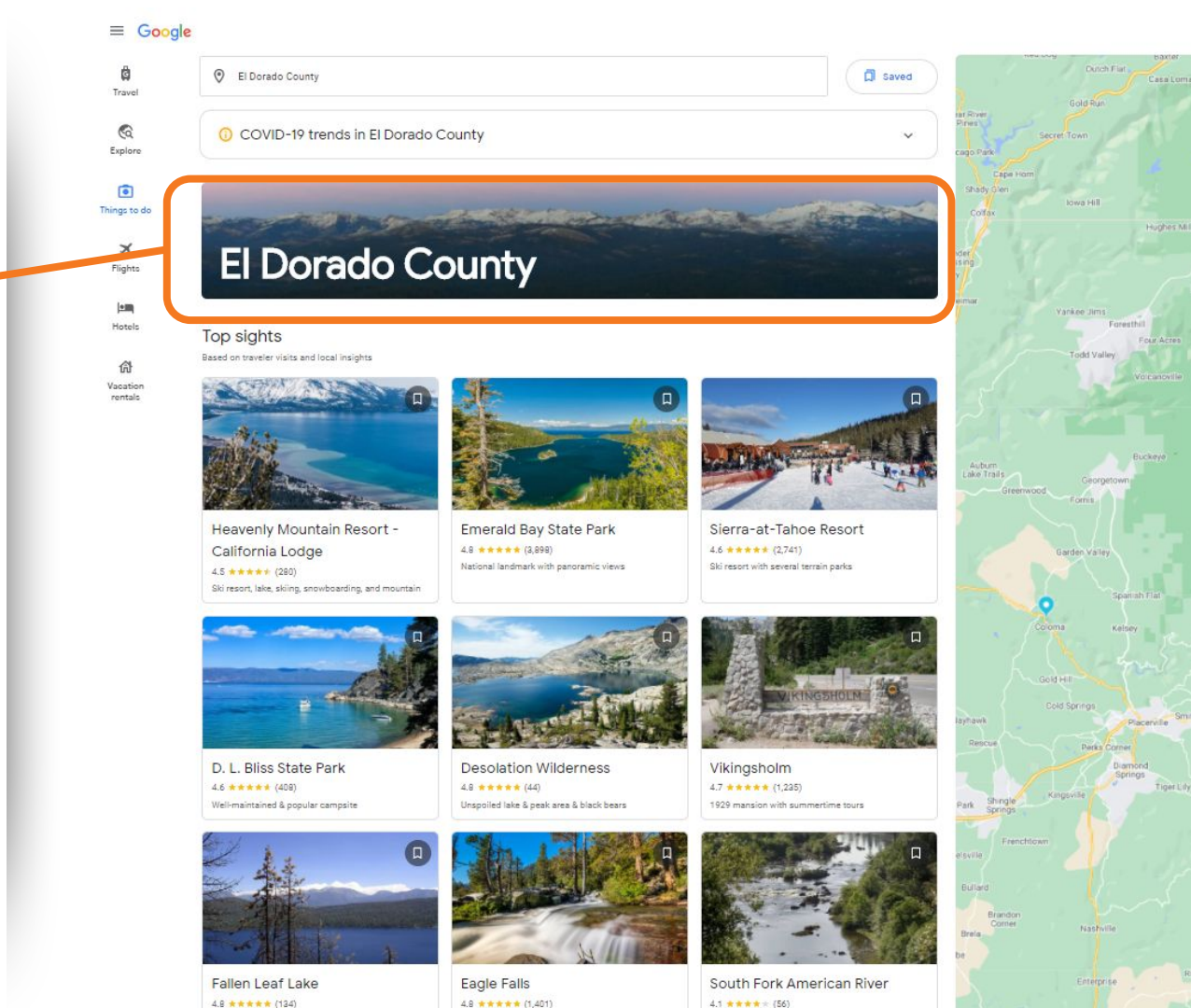
Uploading “Generic” Destination Images to Maps

Posting Photos to generic city/region etc.
The photos in the header of your Travel Guide are currently being pulled from all maps (Local Guide) contributions. This is good, because it means your contributions have a shot at displacing images in the header. BUT, **there's only one method currently** for uploading images that will place them in competition for the header, and it's not super easy.



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Select images that aren’t of a single place - look for aerials, skylines, broad landscapes, etc.

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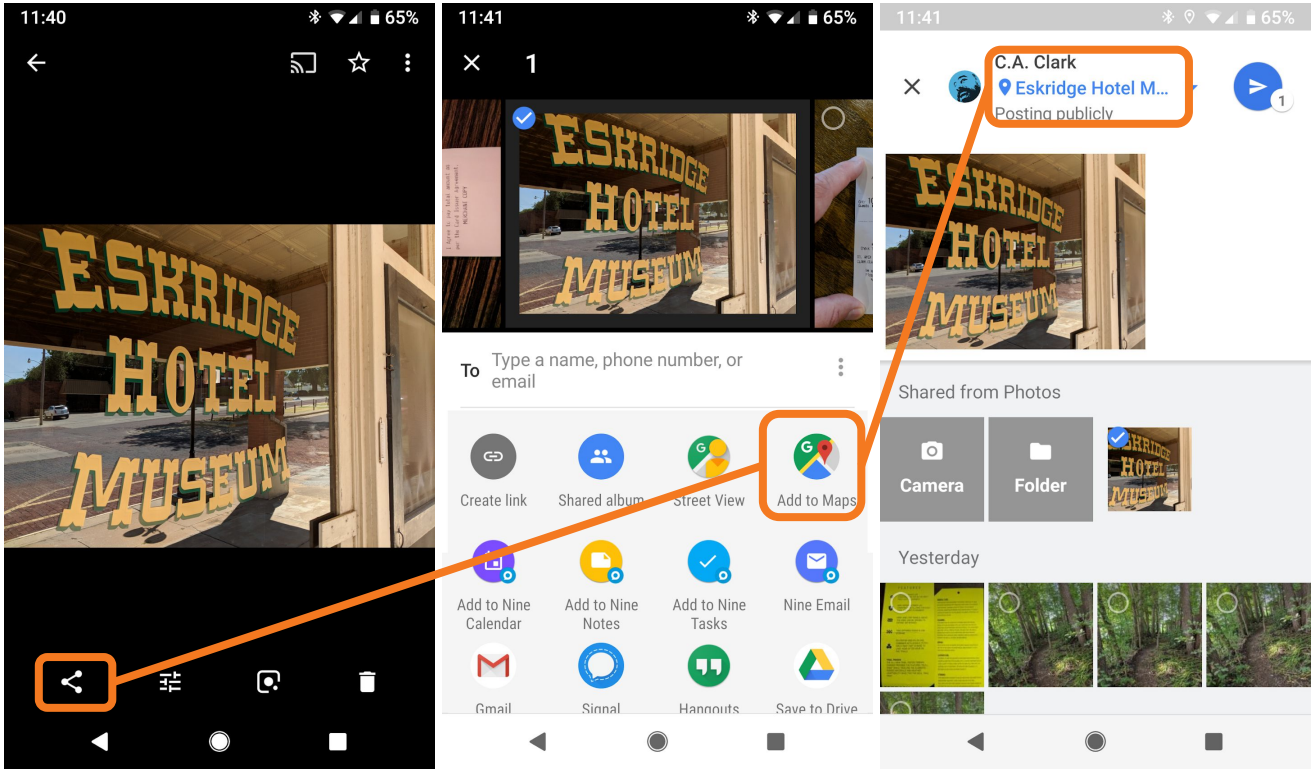
Mobile Photos App



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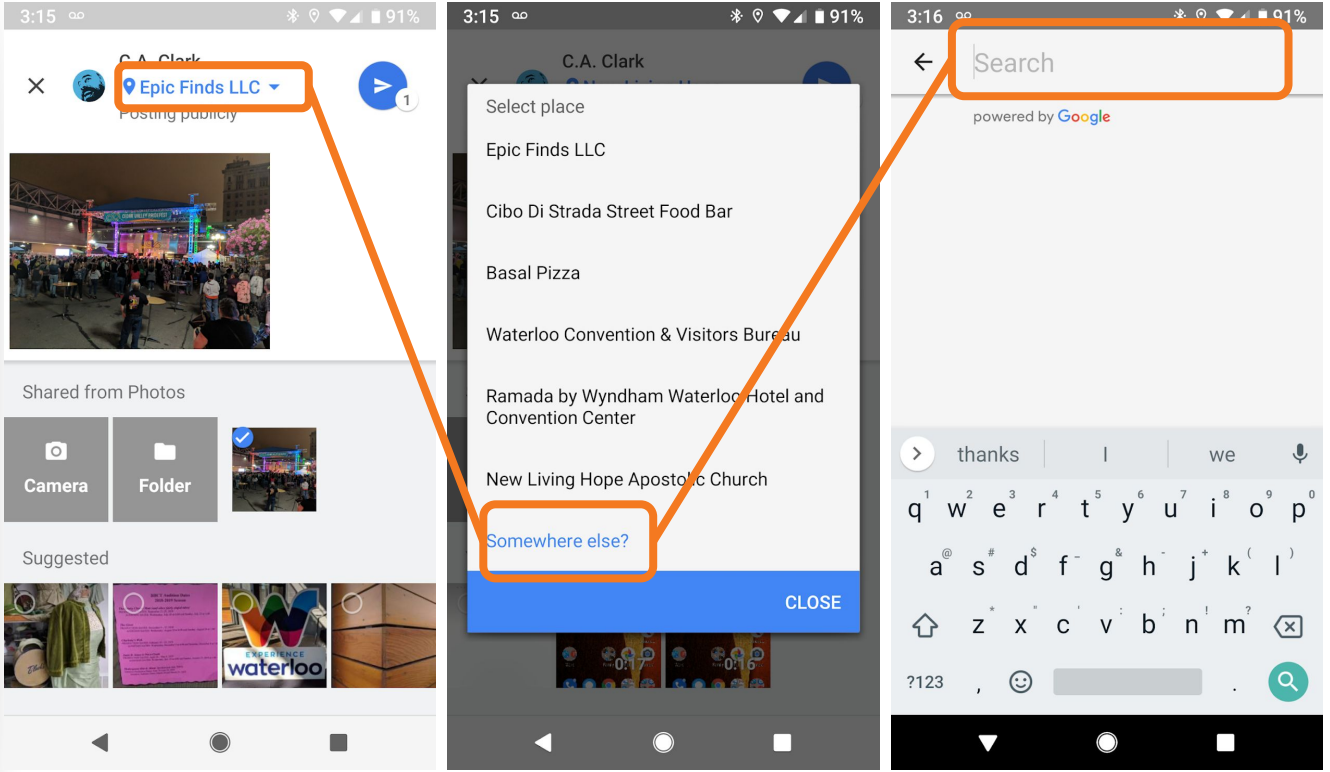
- Click the **name in blue at the top** of the screen where Google *thinks* the image was taken.
- Select “**Somewhere else**” at the bottom.
- Start typing the name of the city, region or state in the **search box**.



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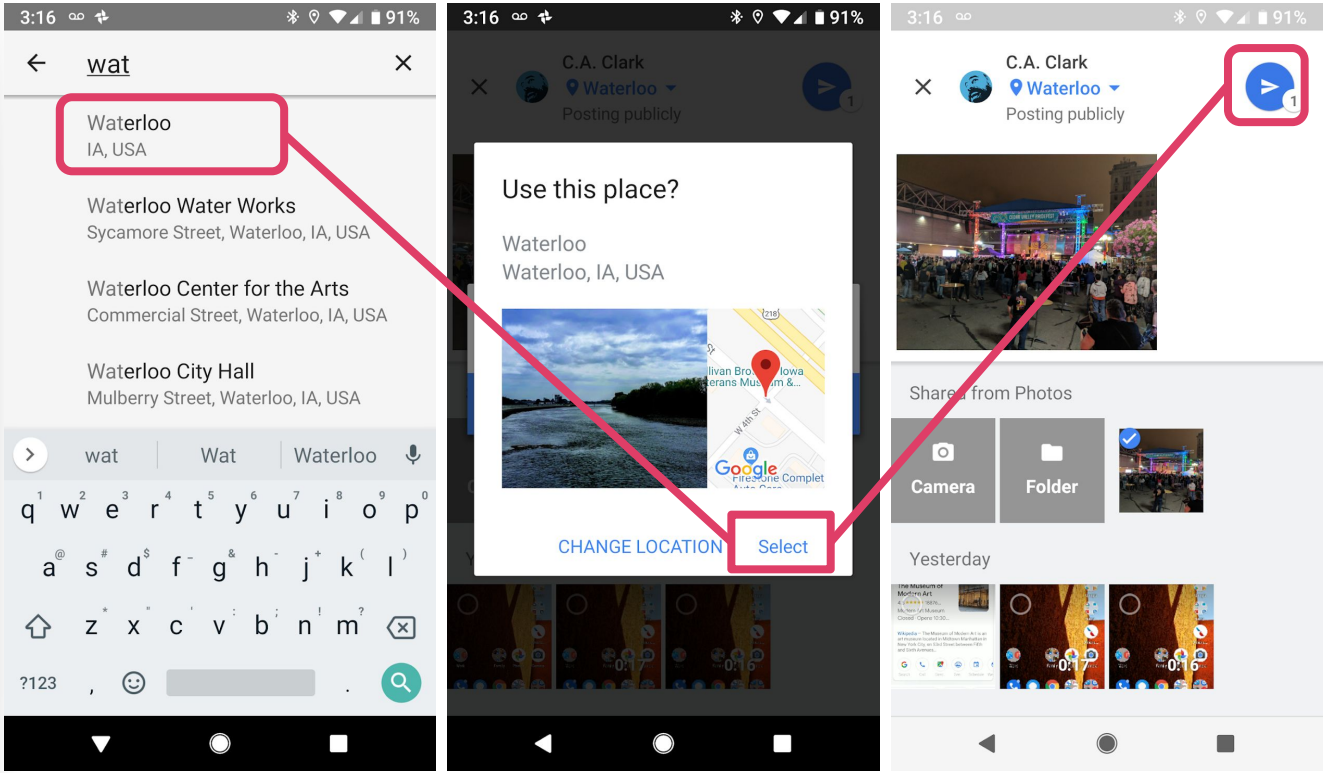
- Click the **name** of the destination in the **suggestions list**.
- Click “**Select**”
- Click the **submit button**.
- You’ll get a confirmation message and you’re done.



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Creating New Images

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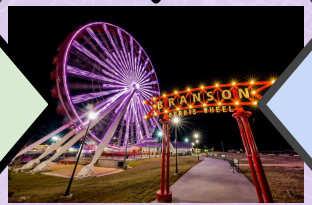
1. INFORMATIVE

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, the're looking for reassurance - yes, this place is open, yes it's safe, etc.

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This photo is good! It's 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.

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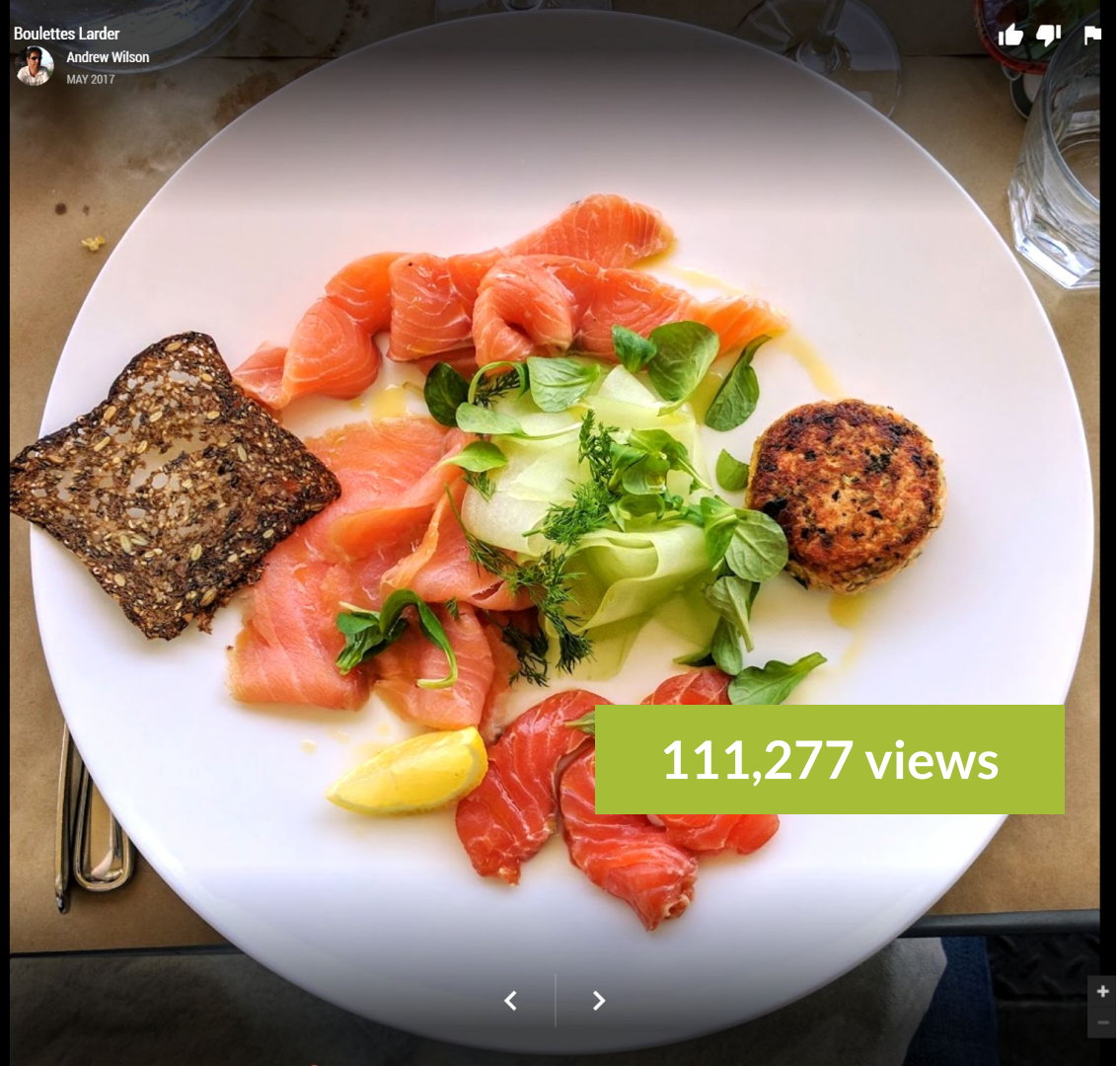

10,757 views

10X

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Tip

Shots without people are preferable for location imagery.

They often outperform images with people.

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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.
- **Preserve GPS metadata** on images, if you're doing post work.
- **Avoid seasonal images**, unless that's relevant to the location you're shooting.

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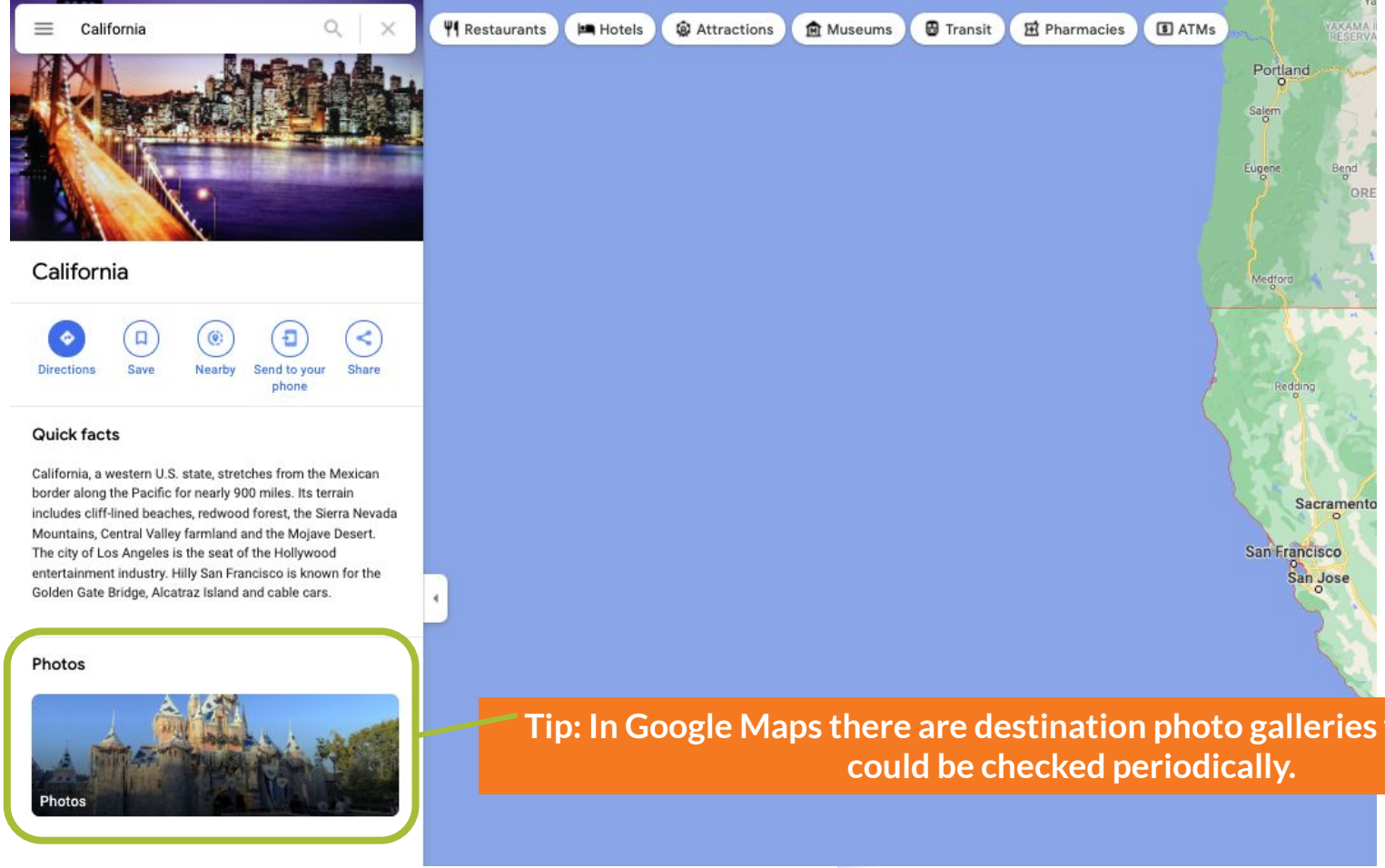
Flagging Images



Tip: In Google Maps there are destination photo galleries for the city that could be checked periodically.

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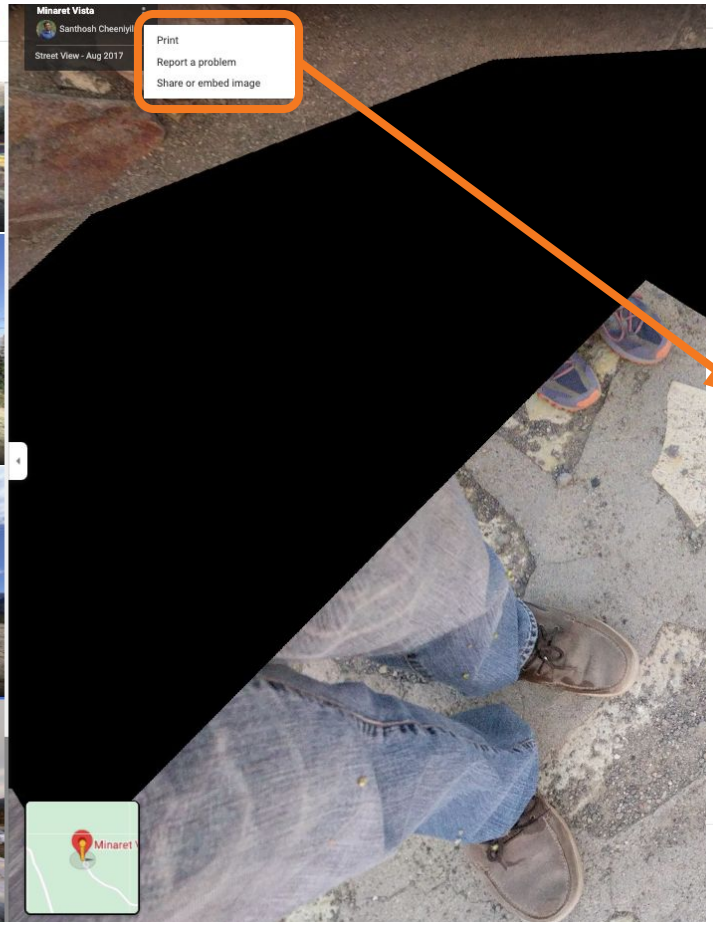
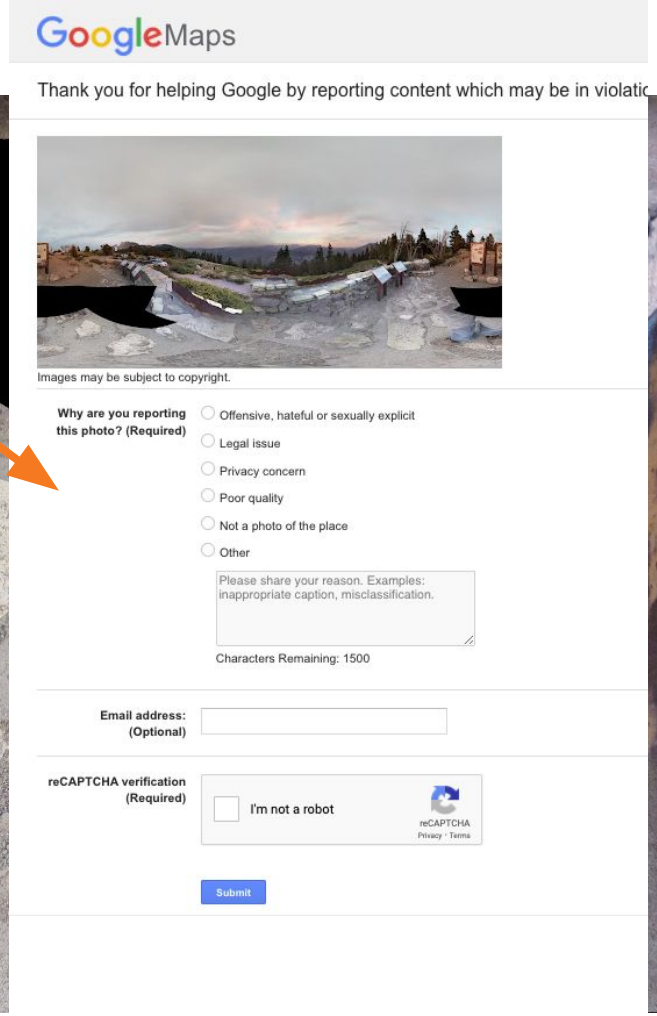
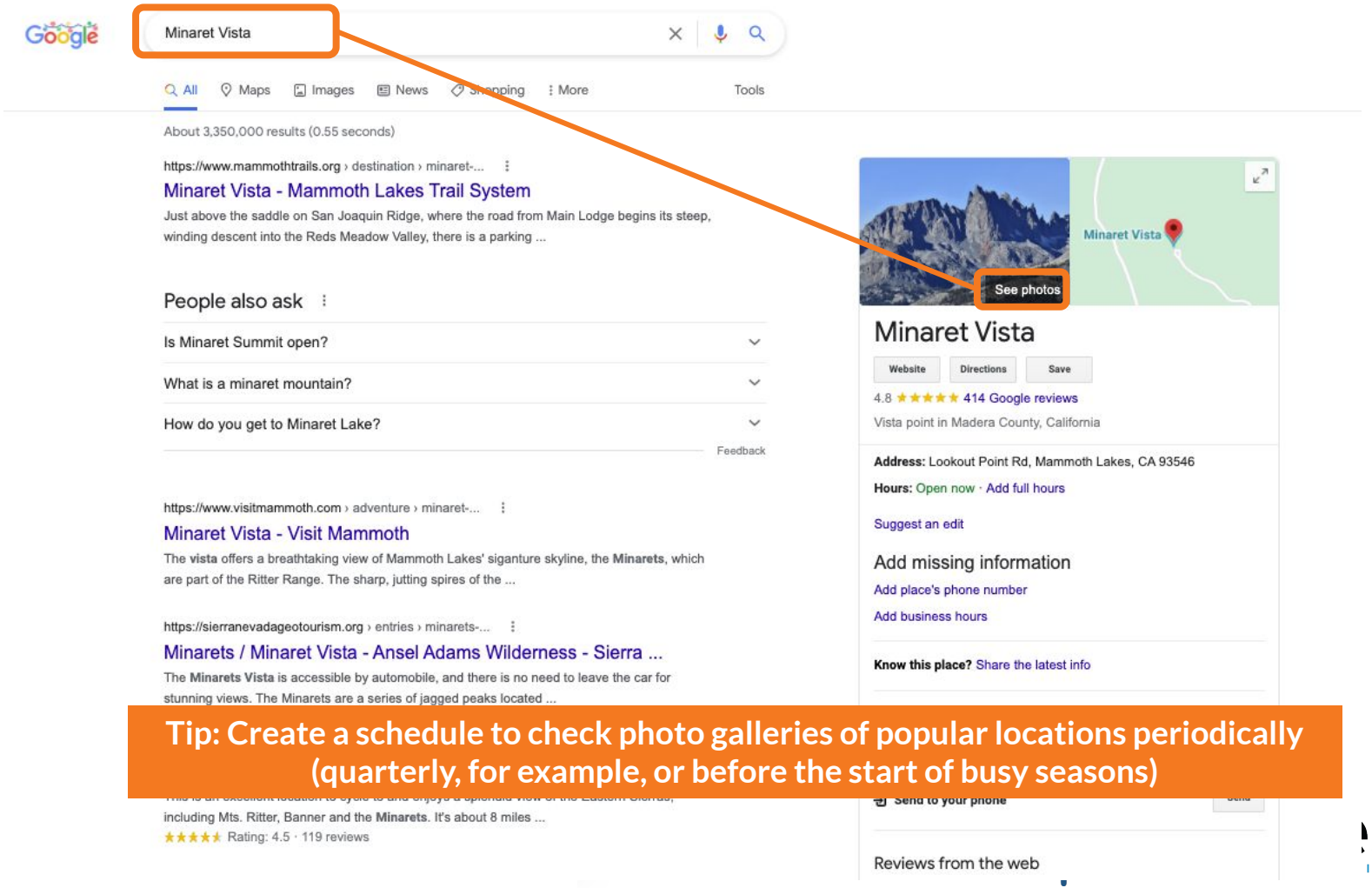
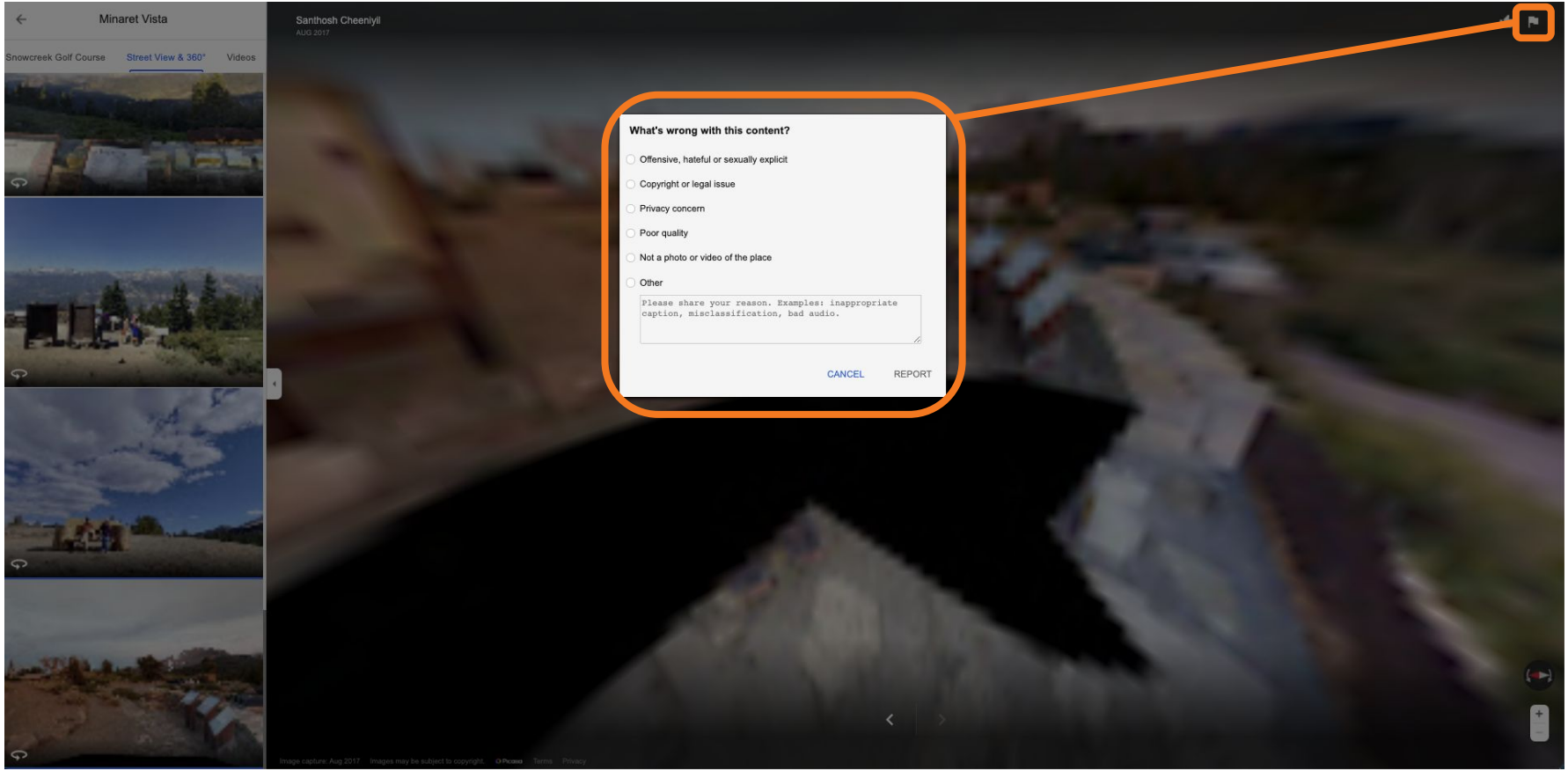
Minaret Vista
Snowcreek Golf Course
Street View & 360°
Videos


Minaret Vista
Santhosh Cheeniyil
Street View - Aug 2017
Print
Report a problem
Share or embed image

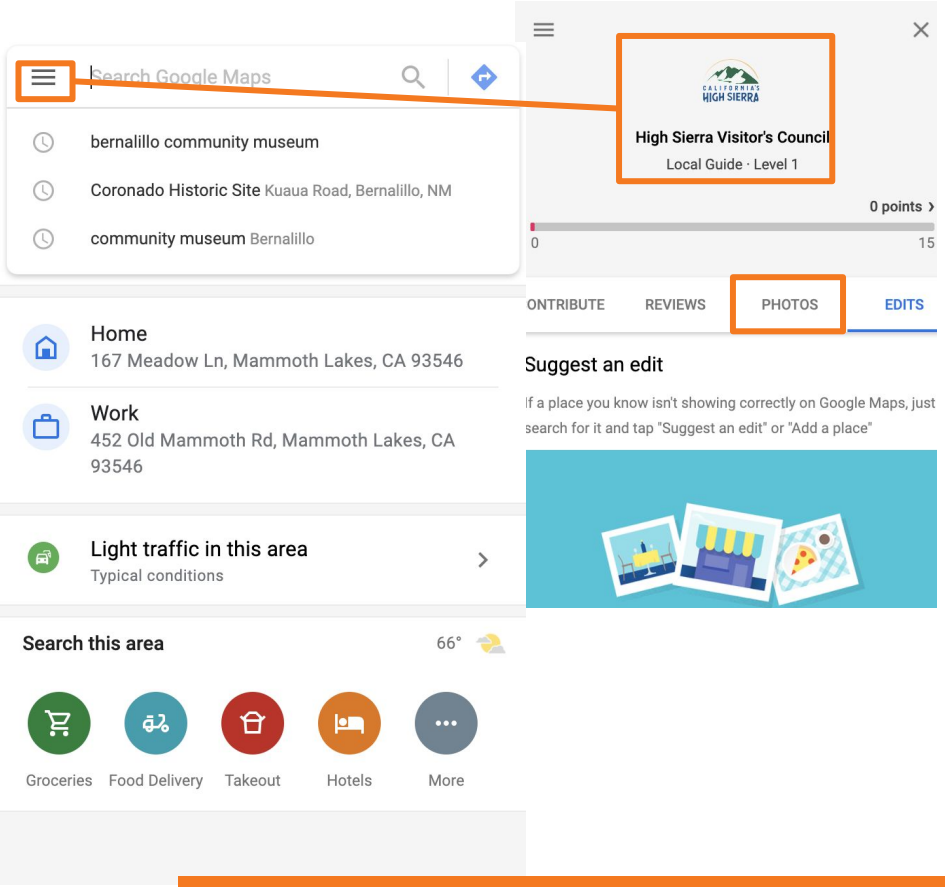

GoogleMaps
Thank you for helping Google by reporting content which may be in violatic
Images may be subject to copyright.
Why are you reporting this photo? (Required)
Offensive, hateful or sexually explicit
Legal issue
Privacy concern
Poor quality
Not a photo of the place
Other
Please share your reason. Examples: inappropriate caption, misclassification.
Characters Remaining: 1500
Email address: (Optional)
reCAPTCHA verification (Required)
I'm not a robot
reCAPTCHA
Privacy - Terms
Submit



Tip: Create a schedule to check photo galleries of popular locations periodically (quarterly, for example, or before the start of busy seasons)


Minaret Vista
Snowcreek Golf Course
Street View & 360°
Videos
Santhosh Cheeniyil
AUG 2017
What's wrong with this content?
Offensive, hateful or sexually explicit
Copyright or legal issue
Privacy concern
Poor quality
Not a photo or video of the place
Other
Please share your reason. Examples: inappropriate caption, misclassification, bad audio.
CANCEL
REPORT

Measurement & Tracking



https://maps.google.com

Views for maps contributed content are available under “Your contributions” sortable by either date posted or total views.

There is no date filter, so if you want to chart growth over time remember to capture your numbers monthly.

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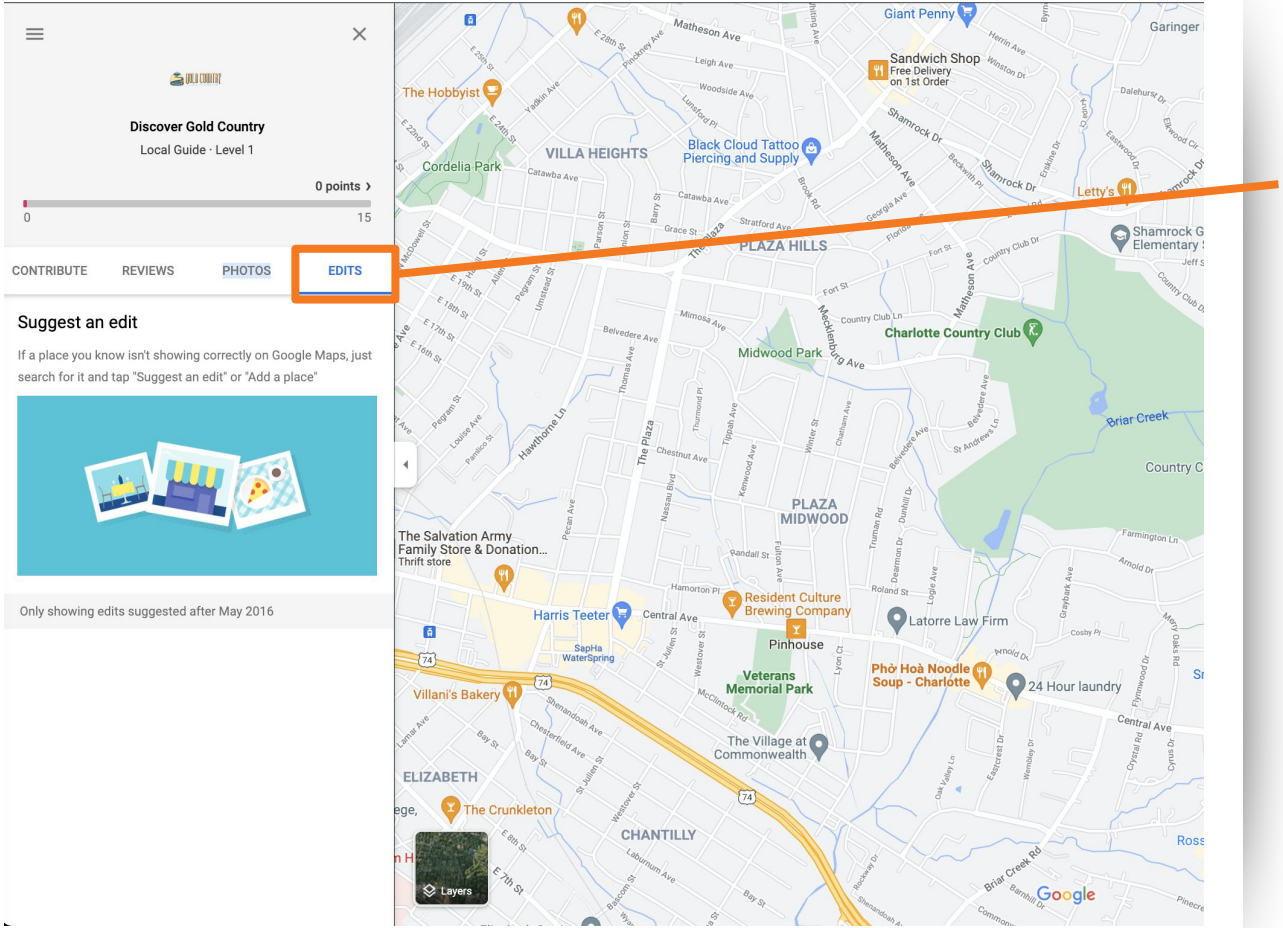

Data on your corrections and additions to business information is available under Edits, though there is no total count. Note that not all edits will be approved - they can be rejected by the owner or by Google's algorithm.

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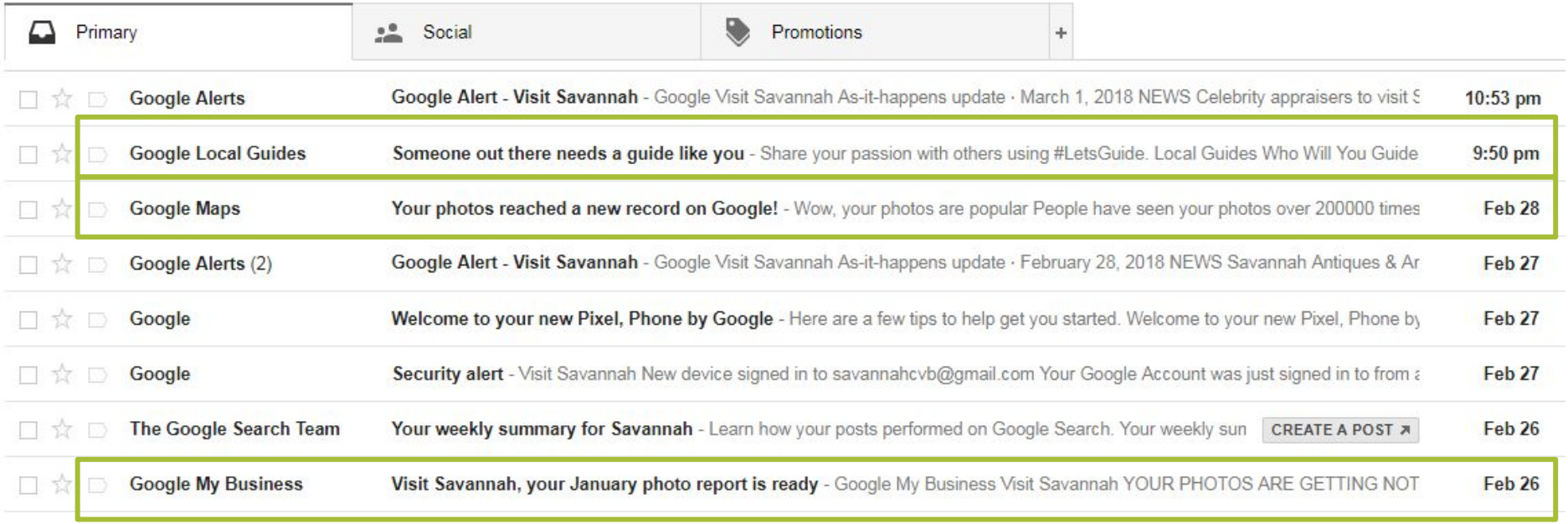

Maps, Local Guides and Google Business profiles all send weekly or monthly summary emails for your contributions as well.

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Creating Value for Local Businesses

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How **local businesses look** is an important part of how **your destination looks** when a potential visitor is planning a trip.

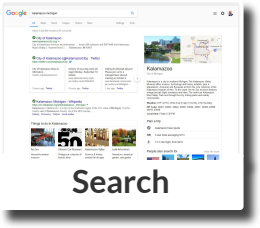
Hotels

Restaurants

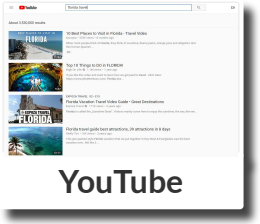
Museums

Attractions

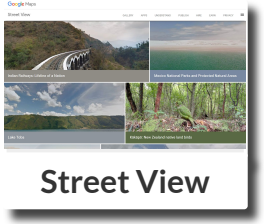
Etc.



Search

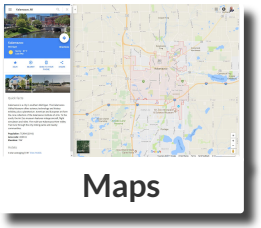


YouTube



Street View

Things to Do



Maps

Destination Perception

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A Couple of Easy Ways You Might Help a Business

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Have They Claimed Their Listing?

Claim Your Business on the Highest Visibility Platforms

- Google Business Profiles
- Apple Maps
- Facebook
- TripAdvisor

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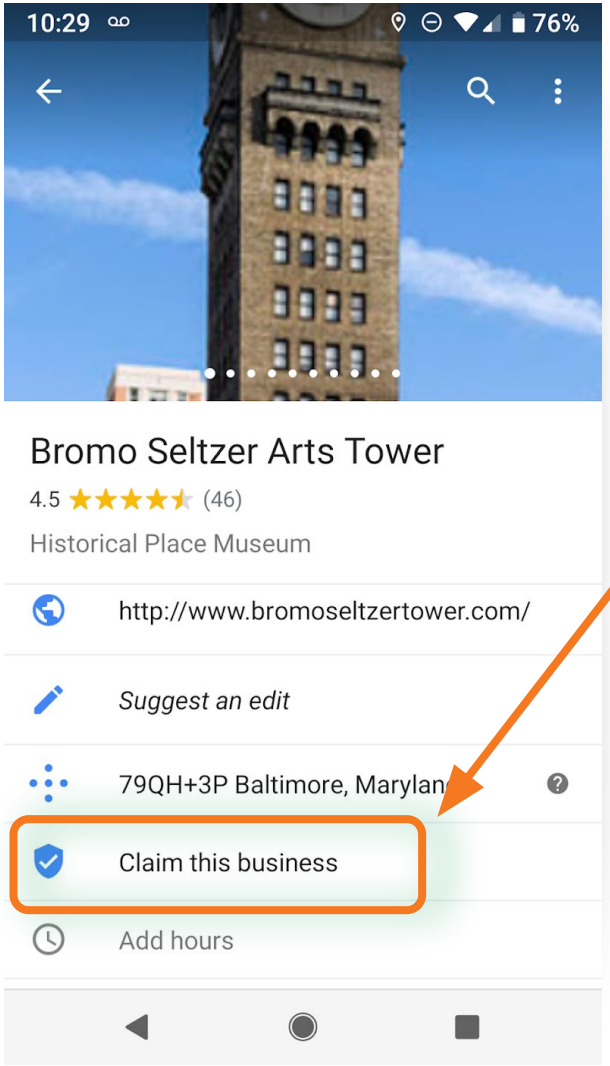

❑ Make sure listings have been claimed

Search for a business name in Maps.

If you see this icon - the business needs to claim the business listing to get access to the features inside Google Business Profiles.

They'll need a Google account in order to proceed. It can be a gmail address or they can assign a google account to an existing work email address. If they have one, they can click on the listing to go to Google Business Profiles and complete the process.

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Having Good Image is a Big Deal

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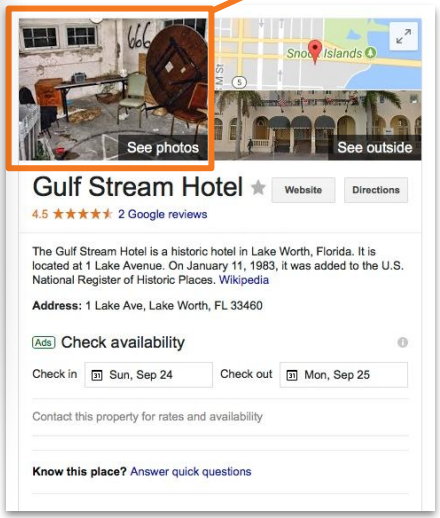
Low-quality images impact businesses and destination content quality



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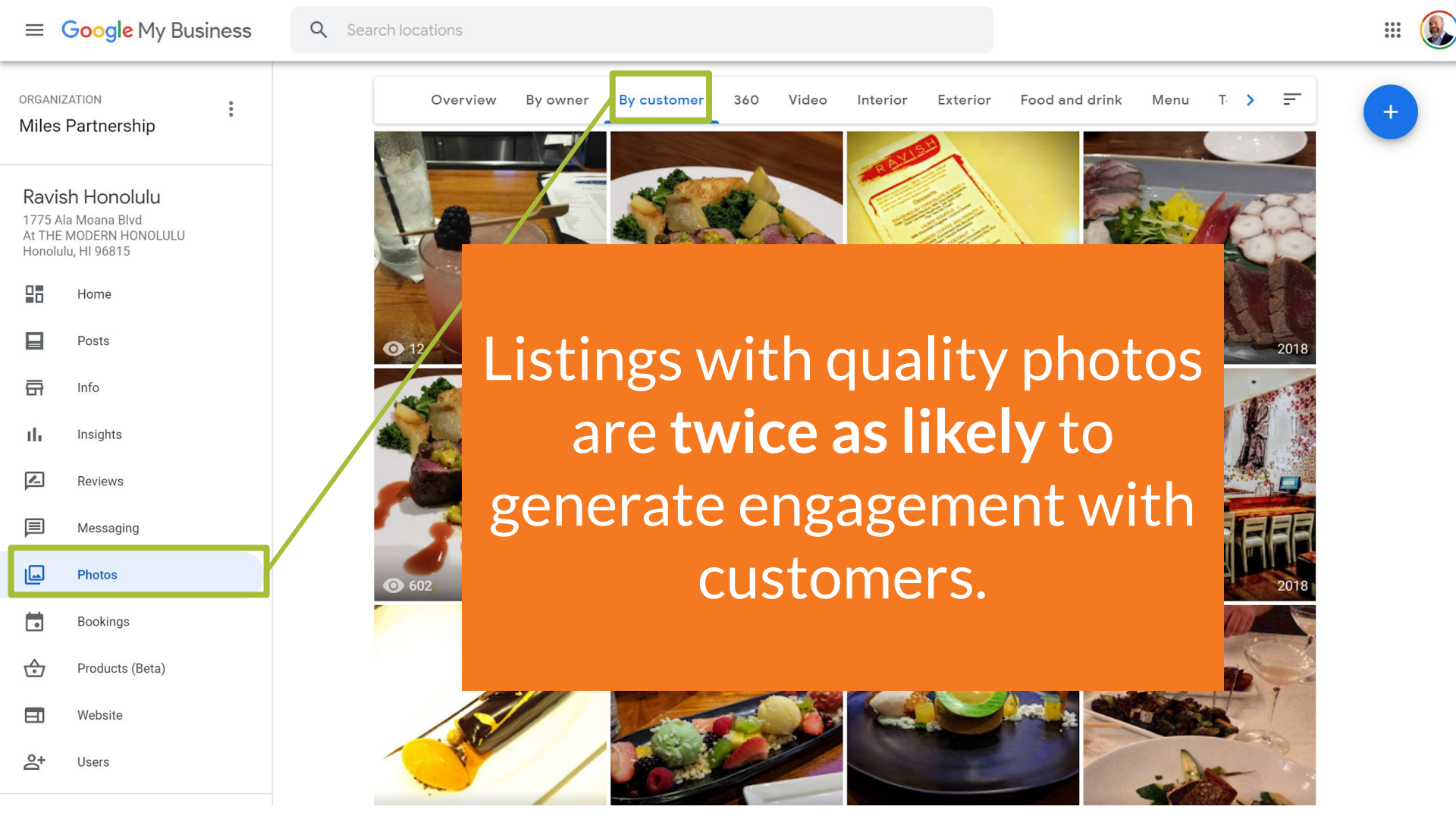
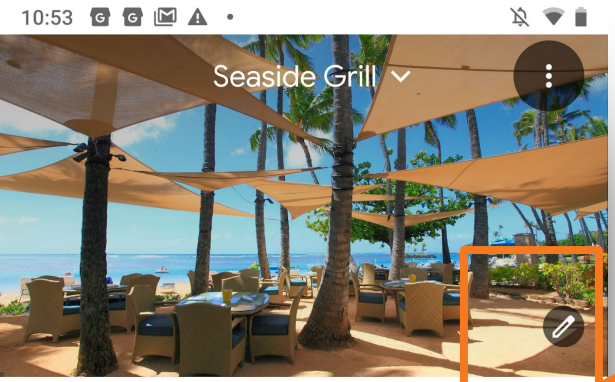
of customers are more likely to visit a business that has photos on a Google Search/Maps results page.


Google My Business
Search locations
ORGANIZATION
Miles Partnership
Ravish Honolulu
1775 Ala Moana Blvd
At THE MODERN HONOLULU
Honolulu, HI 96815
Home
Posts
Info
Insights
Reviews
Messaging
Photos
Bookings
Products (Beta)
Website
Users
Overview
By owner
By customer
360
Video
Interior
Exterior
Food and drink
Menu
12
602
2018
2018
Listings with quality photos are **twice as likely** to generate engagement with customers.



Seaside Grill

★★★★☆ (43)

Bar & grill

Overview Posts Photos

Your welcome offer

Set up your welcome offer

Turn followers into customers

5000 Kahala Avenue, Honolulu, HI 96816-5411, United States

Home Customers 5 Profile More

NEW!

Google My Business

Search locations

Home

Insights

Reviews

Messaging

Photos

Website

Users

Create an ad

Manage locations

Settings

Video Interior Exterior Food and drink Menu

Cover

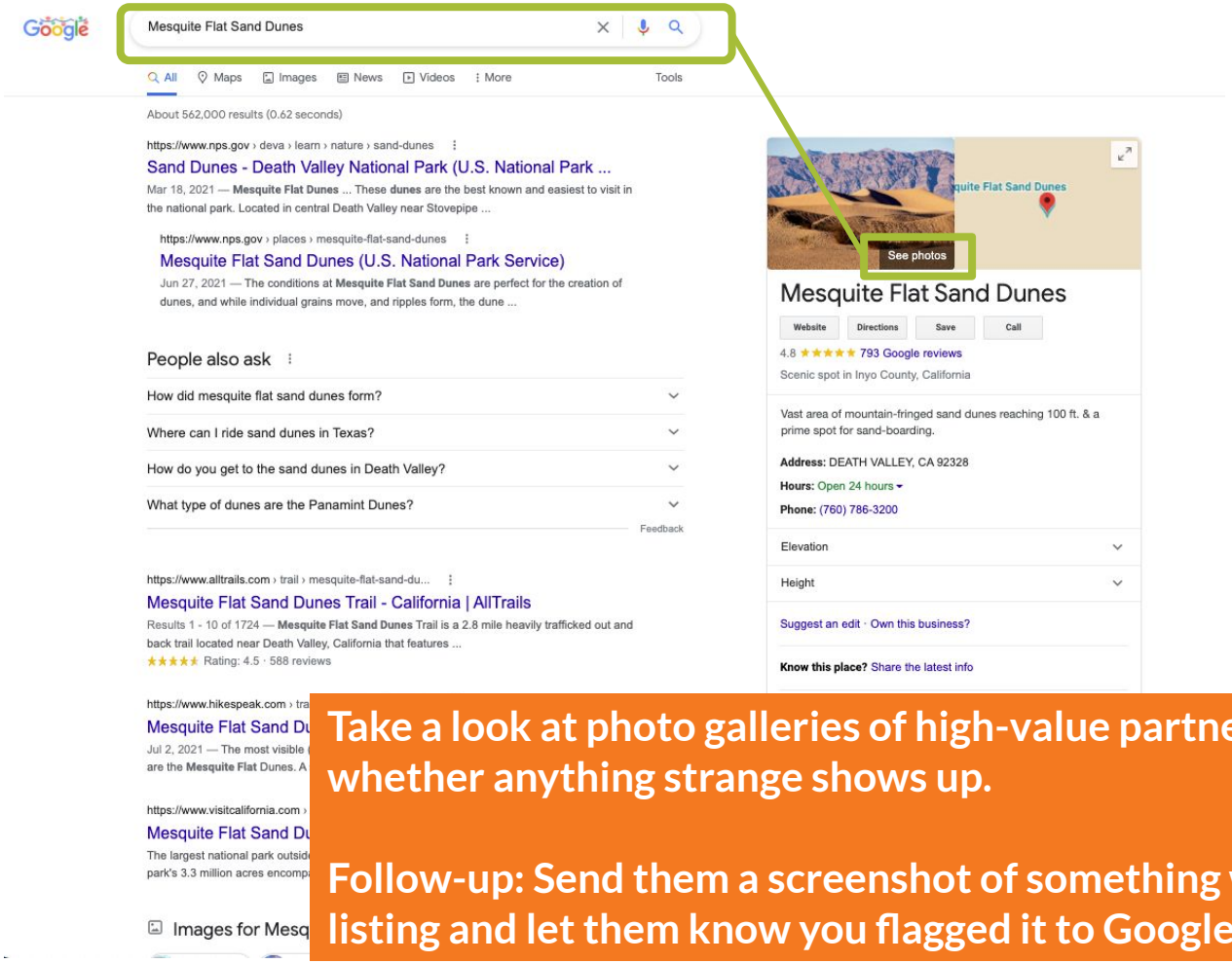
Logo

75.2K 2018

SEASIDE GRILL ON KAHALA BEACH

2018

©2019 Google - Terms - Privacy Policy - Content Policy - Help



Take a look at photo galleries of high-value partners and see whether anything strange shows up.

Follow-up: Send them a screenshot of something weird from their listing and let them know you flagged it to Google for removal.

Using Posts in Google Business Profiles

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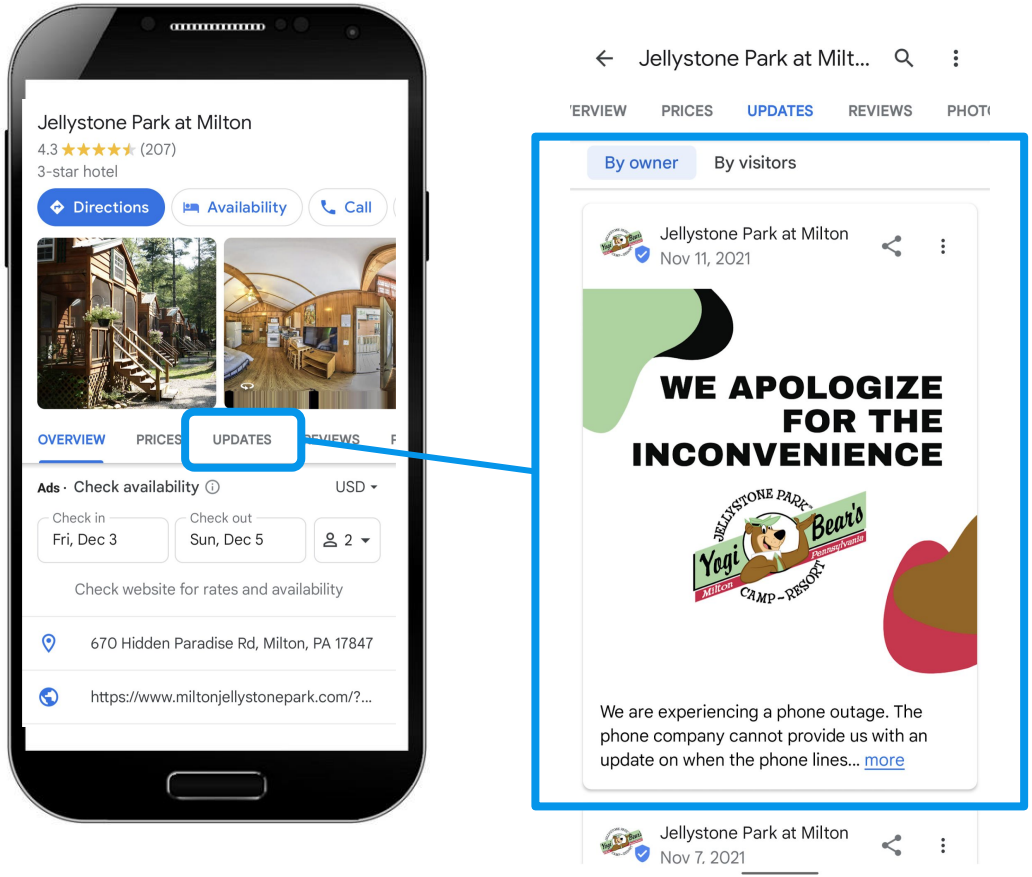

Posts provide high-visibility updates about changes in services, special offers, updates and events.

- **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 more info on your website

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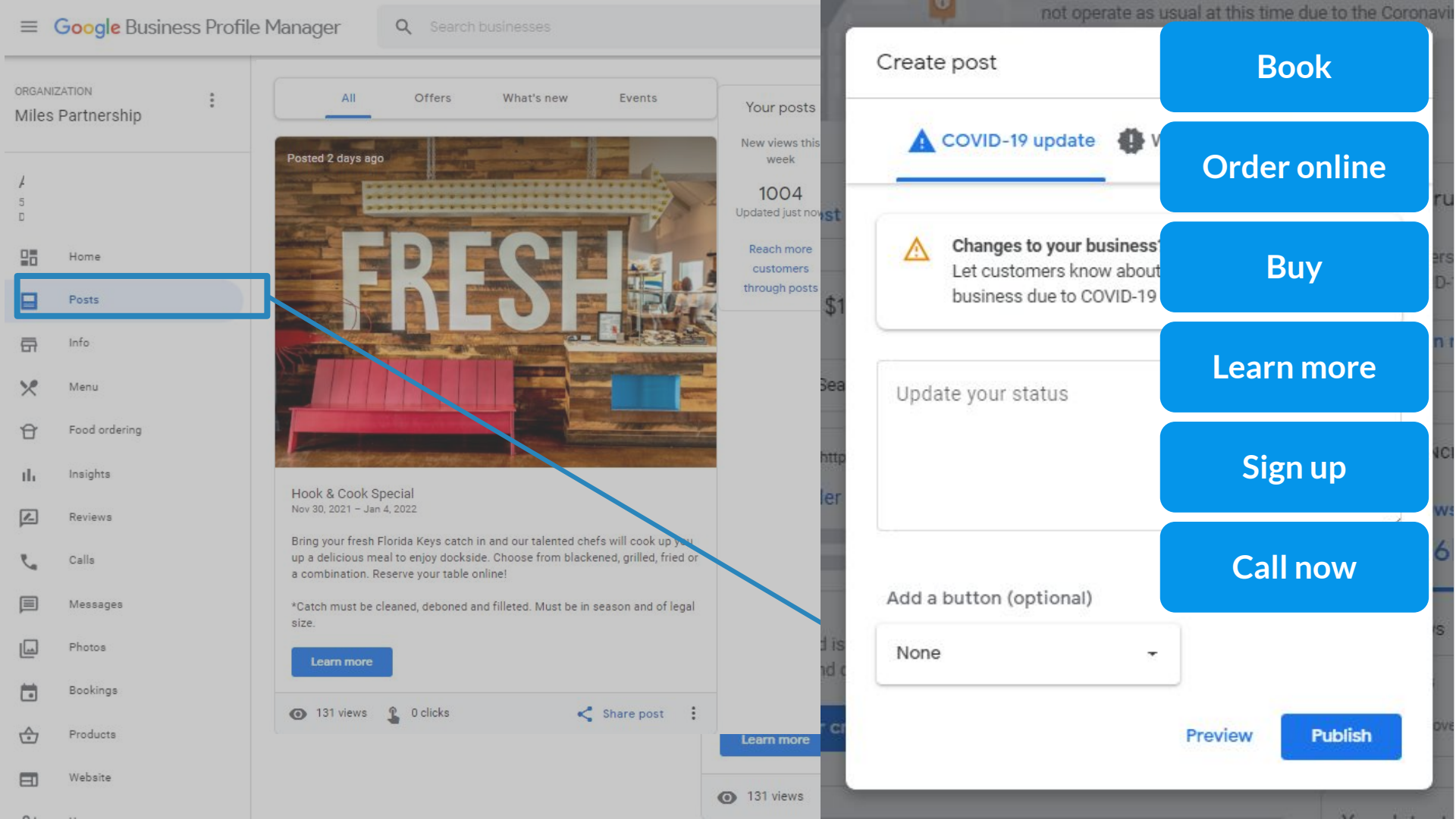
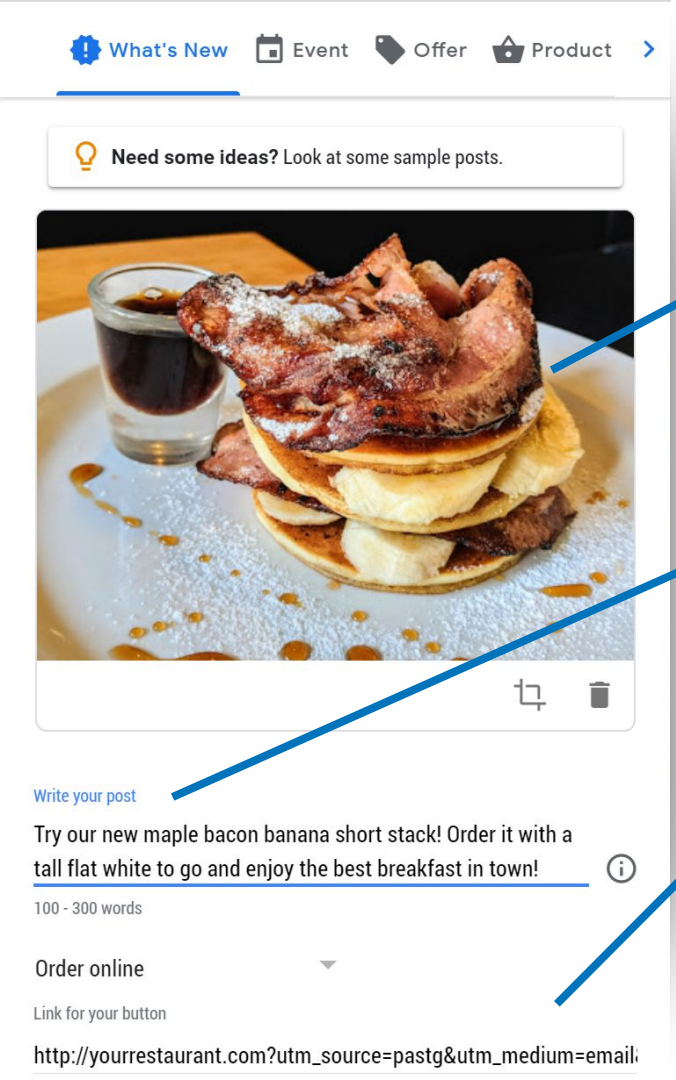

Google Business Profile Manager
Search businesses
ORGANIZATION
Miles Partnership
Home
Posts
Info
Menu
Food ordering
Insights
Reviews
Calls
Messages
Photos
Bookings
Products
Website
All
Offers
What's new
Events
Posted 2 days ago
FRESH
Hook & Cook Special
Nov 30, 2021 – Jan 4, 2022
Bring your fresh Florida Keys catch in and our talented chefs will cook up you up a delicious meal to enjoy dockside. Choose from blackened, grilled, fried or a combination. Reserve your table online!
*Catch must be cleaned, deboned and filleted. Must be in season and of legal size.
Learn more
131 views
0 clicks
Share post
Your posts
New views this week
1004
Updated just now
Reach more customers through posts
Learn more
131 views
not operate as usual at this time due to the Coronavi
Create post
COVID-19 update
Changes to your business
Let customers know about
business due to COVID-19
Update your status
Add a button (optional)
None
Preview
Publish
Book
Order online
Buy
Learn more
Sign up
Call now



- 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.

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Expanding the Information on a Business Listing Will Help It Show Up in More Places

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Better business profiles

drive more exposure

and more engagement

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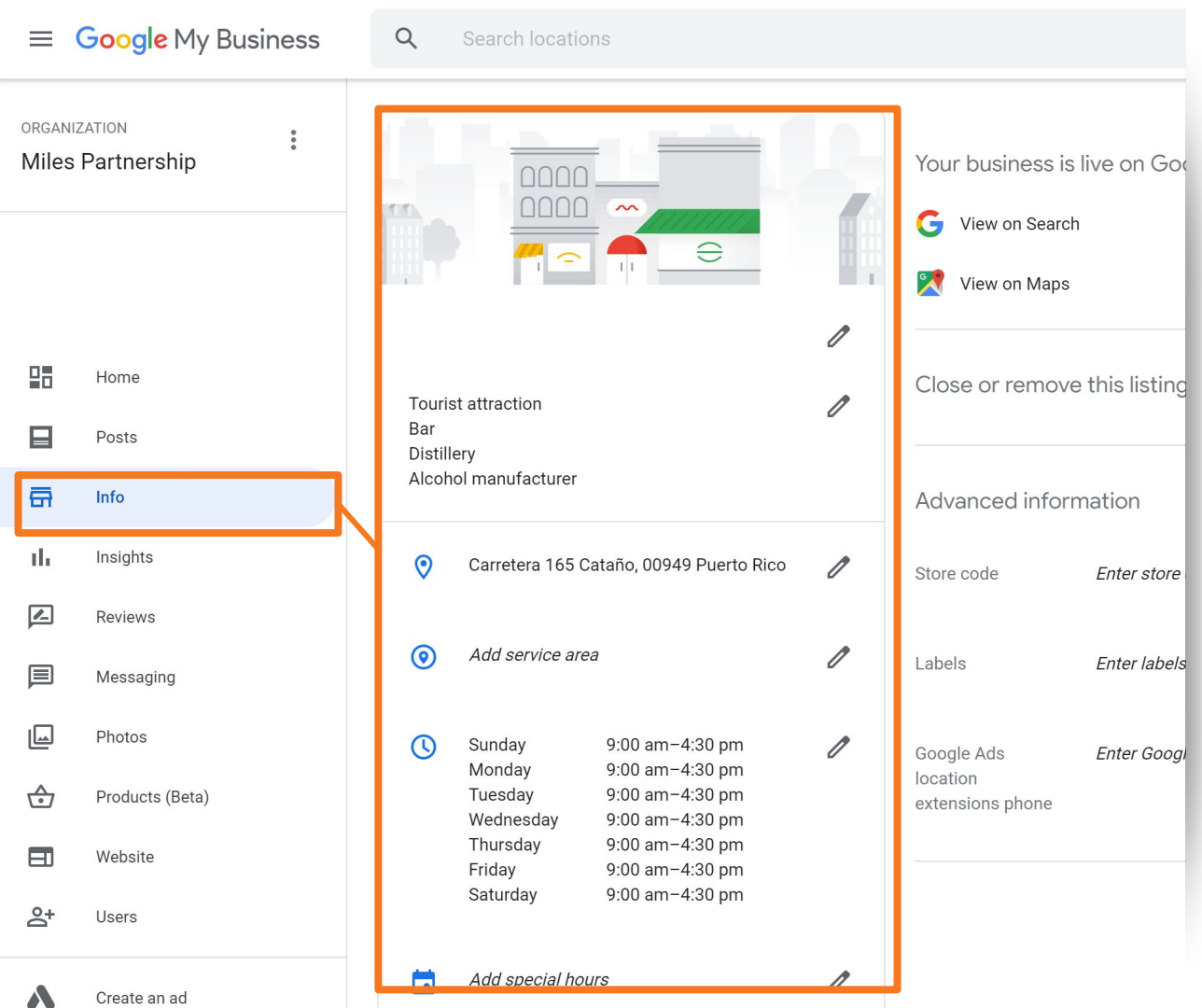
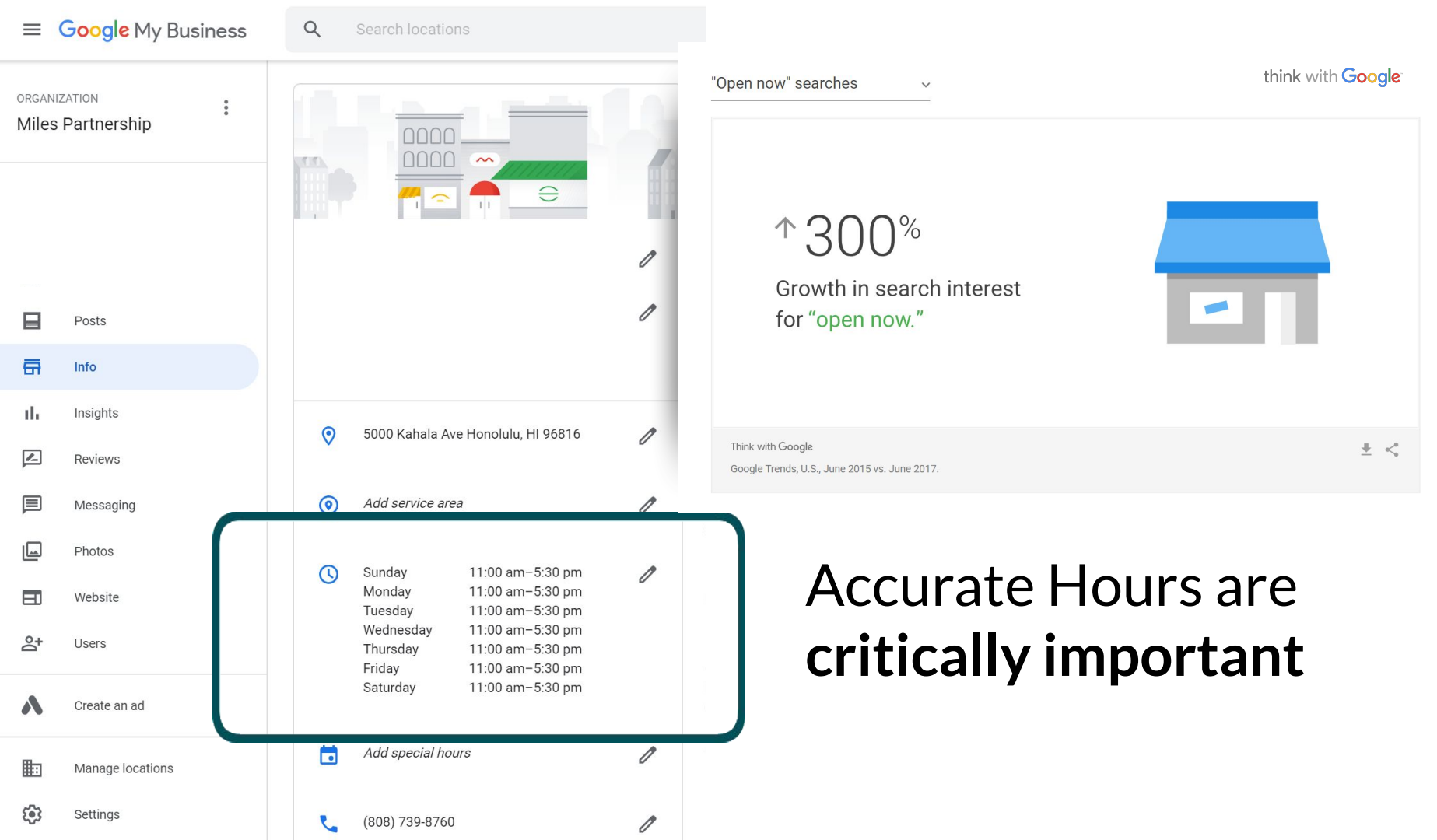


Make sure business information complete and accurate.

Check:

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

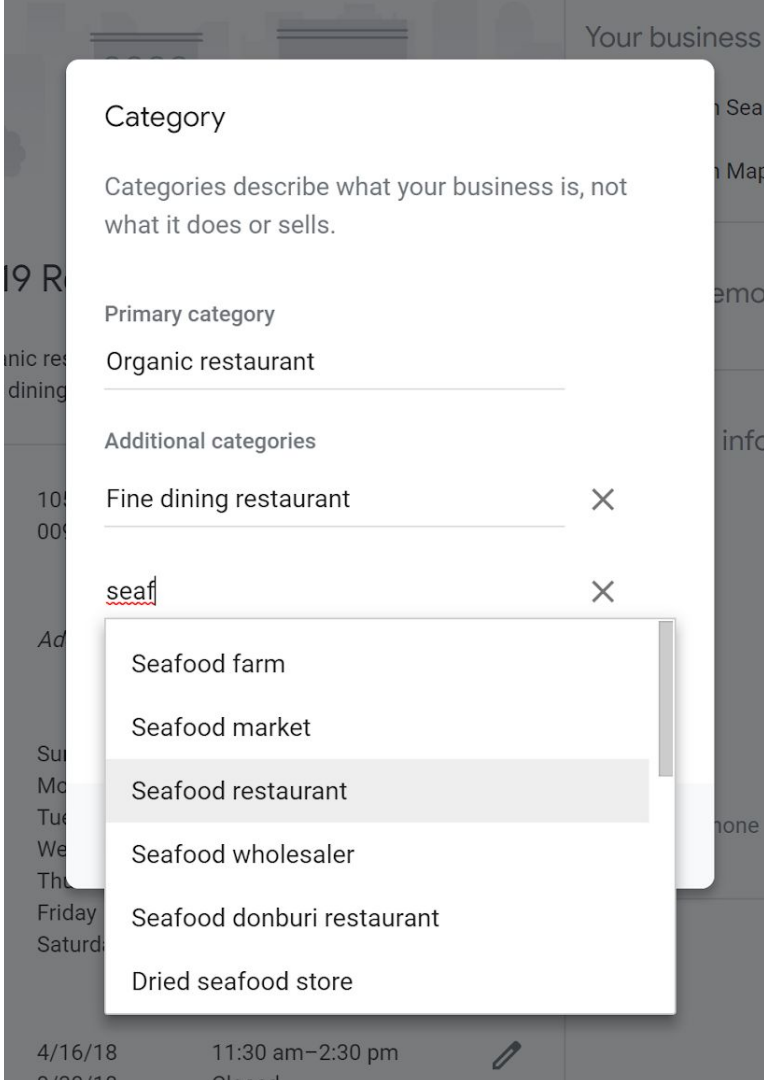

Google My Business
Search locations
ORGANIZATION
Miles Partnership
Posts
Info
Insights
Reviews
Messaging
Photos
Website
Users
Create an ad
Manage locations
Settings
5000 Kahala Ave Honolulu, HI 96816
Add service area
Sunday 11:00 am–5:30 pm
Monday 11:00 am–5:30 pm
Tuesday 11:00 am–5:30 pm
Wednesday 11:00 am–5:30 pm
Thursday 11:00 am–5:30 pm
Friday 11:00 am–5:30 pm
Saturday 11:00 am–5:30 pm
Add special hours
(808) 739-8760
"Open now" searches
think with Google
↑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

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

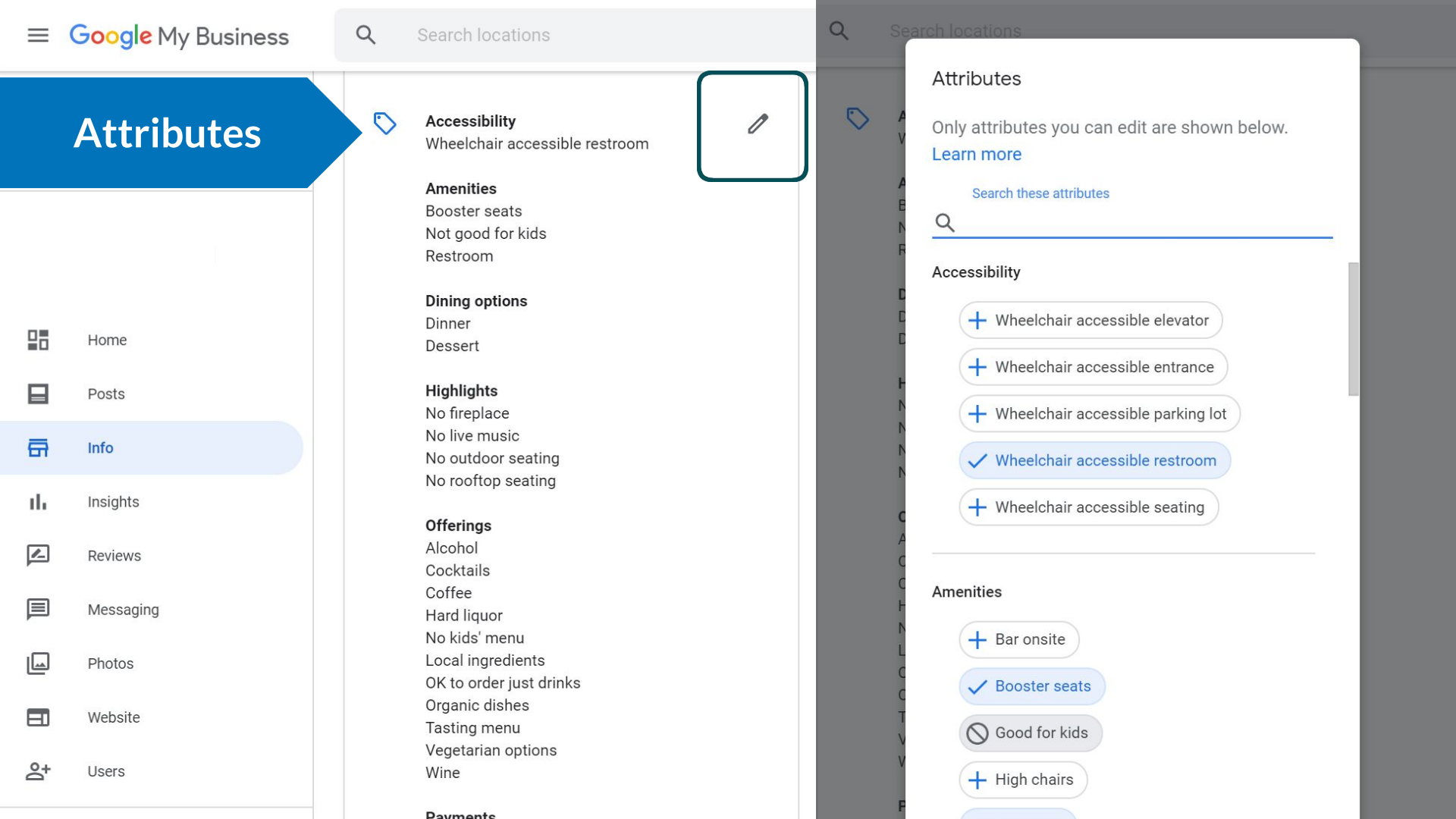
3,936

US English categories currently

Adding multiple relevant categories can **significantly expand** where a business shows up, and sometimes provides access to **additional features***.



*Including Services and Products


Google My Business
Search locations
Attributes
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
Offerings
Alcohol
Cocktails
Coffee
Hard liquor
No kids' menu
Local ingredients
OK to order just drinks
Organic dishes
Tasting menu
Vegetarian options
Wine
Payments
Home
Posts
Info
Insights
Reviews
Messaging
Photos
Website
Users
Attributes
Only attributes you can edit are shown below.
Learn more
Search these attributes
Accessibility
Wheelchair accessible elevator
Wheelchair accessible entrance
Wheelchair accessible parking lot
Wheelchair accessible restroom
Wheelchair accessible seating
Amenities
Bar onsite
Booster seats
Good for kids
High chairs

Hotels have the most

Attributes

Accessibility

- Wheelchair accessible elevator
- Wheelchair accessible entrance
- Wheelchair accessible parking lot

Activities

- Bicycle rental
- Boat rental
- Game room
- Horseback riding
- Indoor jogging track
- Scuba diving
- Snorkeling
- Water skiing

Amenities

Attributes

...s you can edit are shown below.

...ese attributes

Amenities

- Air conditioning
- Airport shuttle
- All-inclusive
- Baggage storage
- Bar onsite
- Beach access
- Business center
- Child care
- Concierge
- Convenience store
- Currency exchange
- Dogs allowed
- Fitness center
- Free breakfast
- Golf course

Attributes

Only attributes you can edit are shown below.
Learn more

Search these attributes

- Laundry service
- Massage services
- Meeting rooms
- Newspaper delivery

Parking
- Free
- Paid

- Pets welcome
- Photocopying service
- Restaurant
- Room service
- Smoke-free property
- Spa

Swimming pool
- Indoor
- Outdoor

Wi-Fi
- Free
- Paid

Attributes

Only attributes you can edit a...
Learn more

Search these attributes

Crowd
- Family-friendly
- LGBT

Highlights
- Active military discount
- Casino
- Fireplace
- Nightclub
- Private beach
- Veteran-Led
- Women-Led

Lodging options
- Family rooms

Questions?

- Customer Journey
- Tools and Resources
- DMO as Leading Local Guide
- Content Opportunities
  - Updating Existing Listings & Adding Listings
  - Creating New Images
  - Flagging Images
- Membership Value Toolset
  - Ways to Help a Business

Thanks!