



tourism
marketing
agency

TURNING LOOKERS INTO BOOKERS



OPTIMISING YOUR GOOGLE BUSINESS PROFILE

A platform that every local business owner should be aware of... and use!



Google Business Profile (GBP), formerly Google My Business, is the platform that gives your business the opportunity to show up on local or brand searches. But it is still under-utilised by most businesses I come across.

It is a platform that every local business owner should be aware of and use, given that the information you submit to your listing can appear in a number of different ways on the search engine, including the knowledge panel and maps.

Google Business Profile brings with it a whole host of benefits for local businesses, including helping them reach new customers, increase their overall visibility, and ensure that their customers can find information as easily and as quickly as possible.

Just remember: local searches go beyond the simple discovery of new businesses. Often, people are searching for directions, contact information, the busyness of locations, reviews, and more.

A Google Business Profile is effectively like having a free ad for your brand on Google. If someone searches your brand or keywords closely related to it, your listing takes up a 3rd of the screen's real estate on desktop and sits between ads and organic search results on mobile. If you are old enough to remember, this is like the old premium listings in the Yellow Pages — but you don't need to pay for this one! The amount of information you can display in your listing is incredible.

With this 5-minute workshop, I want you to set yourself a task by updating one aspect of your Business Profile each day. Once optimised, set yourself just 5-minutes per week to keep this updated with photos, videos and news. By doing so, you will increase your chances of your brand being found and increase your chances of gaining new customers.

BREAKING DOWN THE GOOGLE BUSINESS LISTING



Photos and location

The top of the listing contains a cover image that you can select as well as the location of the business if you have a physical address.

The Tourism Marketing Agency Limited



Website Directions Saved

5.0 ★★★★★ 135 Google reviews

Marketing agency in Glasgow, Scotland

You manage this Business Profile

Address: The Garden Room, 25 Polnoon Ave, Glasgow G13 3HQ

Hours: Open · Closes 6PM

Confirmed by this business 7 weeks ago

Phone: 020 3920 9135

[Edit your business information](#)

Add missing information

[Add appointment link](#)

Products

[View all](#)



Explore categories

Book

Reports and Surveys

Questions & answers

[See all questions \(1\)](#)

[Ask a question](#)

Saved in your lists

Business Name and Reviews

This area contains your business name, links to your website, number of reviews and where your business is based.

Address, Opening Hours, Contact Info

This area contains your business address, opening hours, phone number and, if you take appointments online via something like a Calendly link, this can be added too.

Products

An area that allows you to add products, tours and experiences that link to your website. You can even group products into categories.


Questions & answers
[See all questions \(1\)](#) Ask a question


Saved in your lists
 Starred places


[Send to your phone](#) Send

Reviews from the web
 4.7/5 Facebook · 24 votes

Reviews ? Get more reviews Add a photo

 "Amazing experience and fantastico **service**."
 ★★★★★


 "TMA is a highly professional team, i cant rate them high enough."
 ★★★★★

 "Thank you so much for the **wonder service** and good luck for Chris."
 ★★★★★

[View all Google reviews](#)

From The Tourism Marketing Agency Limited

"From strategies and campaigns, to content and PPC management, our digital marketing experts will help turn lookers into bookers."


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Profiles

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Questions & Answers

You can answer questions that consumers ask, creating a FAQ section on your listing.

Reviews

Another area to display your Google reviews and those you may have on other platforms.

Short Description

An area that displays a short description.

Posts

An area that displays recent posts and articles that link directly to your website.

Profiles & Other Searches

This area pulls in profiles from other platform as well as display similar businesses that show alongside your own brand.

OPTIMISING YOUR LISTING

Business Description

When writing your GBP description, it is important to understand that it is widely regarded that keywords do not impact your local rankings.

It is quite simple in that you do not need to keyword stuff your description. Like good content for your website, it should highlight what makes your business unique. Provide upfront, honest and useful information that is useful for your customers.

Posts

Google posts are a great way to enhance your GBP listing and allow you to share content straight onto your page, which also shows on the knowledge panel, therefore giving you a great opportunity to stand out.

From your GBP dashboard, you will be able to select 'posts' from the left-hand menu and jump straight into creating content. Some social schedulers now allow you to schedule posts to your listing.

The question that is most commonly asked is, what type of content should you publish as a Google Post?

Posts around an upcoming event you are hosting, a sale that you are currently running, a snippet from your latest blog post and link it through the main content from the Google Post or simply share a seasonal message to your customers.

Feature Products

You can highlight products straight on the GBP listing. In Google's own words...

“The Product Editor allows merchants to build a presence on mobile and the computer to showcase their products and drive consumer interactions. Consumers will see a more curated showcase of a store's products on the Business Profile

Products tab on mobile, or the Product Overview module on the computer. Items added through the Product Editor appear in Business profiles on the computer and mobile version of Google Search.”

It is as simple as creating collections that contain at least three products each and completing the mandatory fields, including the product image.

It is well worth spending the time it takes to build collections and product listings. It is a feature that many businesses still haven't utilised properly, and there is a good chance your competitors also haven't used it.

Encourage Customers to Leave Reviews... and Respond!

5-star ratings increase clicks by around 25%, but one of the questions that is often asked is how businesses can encourage users to leave reviews. Here are a few tips, but also make sure you respond to each and every review to thank them personally!

- Use the available features within Google's Marketing Kit to create social posts, stickers, and posters to encourage customers to leave reviews.
- Send an email to customers after they purchase and politely ask them to leave a review on your GBP page, sharing your short link.
- Ask long-standing customers personally. You will be surprised at how effective this is when you reach out to them on a personal level and make the request.



Post Regular Photos

This tip is something that so many businesses overlook when building their GBP listing. A lot of people assume that once you add information and photos to your listing then you are done, which is the opposite of the truth. Google has an algorithm that they use to determine which businesses stay on top of search results, and they always favour the business listings that are constantly updating their GBP.

This does not need to be time-consuming. If you download the GBP mobile app, you can upload 100 photos at a time! This is crucial if you want to stay ahead. Once you add your base photos, you should be adding a new batch each month if you can.

Post Videos

Countless studies have shown that videos receive more likes, shares, and clicks than traditional online marketing practices. And the ability of a video to go ‘viral’ just magnifies the importance of video marketing.

Show Customers Why You’re Different – When you’re searching for a service online it’s hard to differentiate from the slew of companies that all look the same. As a consumer, you generally decide which company to call based on reviews and their website. A video is a great opportunity to show potential customers why you’re different from your competitors.

Highlight Your Experience – Around 52% of consumers say that watching product videos makes them more comfortable with purchases. If you sell products online, providing clients with a video of the item will help move them along in their buying decision.

Videos Convert Customers - Studies have shown that videos increase conversions more than other forms of online marketing. It's easy enough to scroll past a picture, but a video catches your attention. Also, a sense of humour, music, setting, etc., can all instil certain emotions in a person, causing them to be more likely to utilize your service if used correctly.

Keep in mind that videos on your GBP listing are not direct advertisements that will link to a sales page. However, after viewing your videos there is a greater chance that the client will visit your website or click the 'call' or 'book' button directly on your listing.

SEO Loves Videos - You may have heard the SEO saying, 'content is king', which is especially true in the case of ranking a website. Unique, relevant content is one of the largest ranking factors in Google's algorithm.

Because videos are considered content and Google knows that consumers love videos, they can greatly impact the rankability of your website. Articles that are accompanied by videos can rank much more quickly than those without.

Keep Business Operating Hours Accurate

It's important to put your business hours, but it's equally important to update them whenever they change. Google offers the ability to customise hours for holidays and other special events. It should always be updated to keep your site accurate and users happy.

And, in the age of COVID-19, GBP offers even more flexibility around hours and messaging for potential customers.

CONCLUSIONS

Google Business Profile positions your important business information in front of the eyes of potential customers who are looking for your product, service, or experience.

It helps with your local SEO, offers a chance to engage with your customers via reviews or posts, and provides useful insights on your customers' purchasing journey.

It's an opportunity to manage interactions with your customers and present key business updates in a place your customers are already looking.

5 MIN A DAY TASK

Day 1: Write your short description.

Day 2: Add a small selection of experiences/products.

Day 3: Check and update your opening times.

Day 4: Add a post or three, linking to your website (do this each week).

Day 5: Download the Google Business App and upload up to 100 photos, relative to your business, that are already on your phone (do this each week).

“My initial experience with digital marketing did not go well. I am so glad I widened my search and went with what must be the best Travel Marketing Company on Earth.

Thank you to all at Tourism Marketing Agency, for all that you have done for me and the business. I know we are only at the beginning of the marketing journey, but the journey to date has been incredible. – Thank you!”

Damien Stewart, Poland At War Tours



Tourism Marketing Agency
The Garden Room
25 Polnoon Avenue
Glasgow G13 3HQ

hello@tourismmarketing.agency
[+44 20 3920 9135](tel:+442039209135)

tourismmarketing.agency