



it's a
good
day

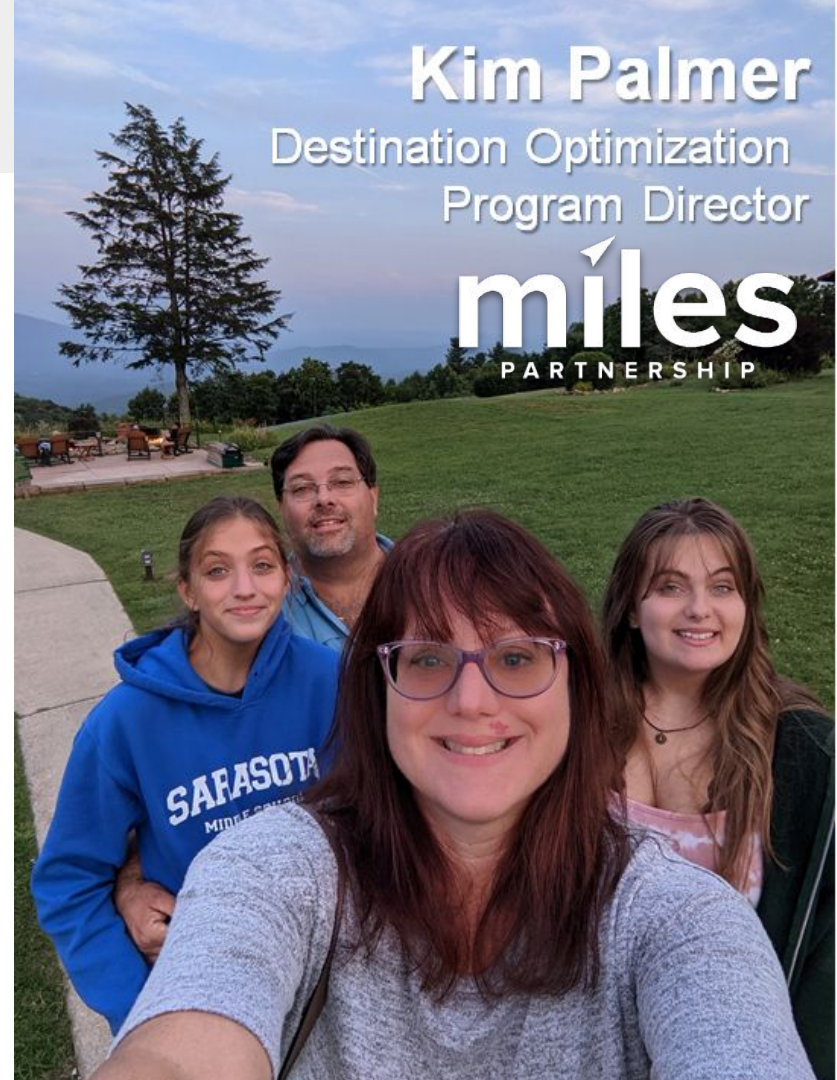
Maximizing Your Business Exposure on Google & Beyond

Industry Kickoff

fort
MYERS
LEE COUNTY VISITOR &
CONVENTION BUREAU

What We'll TALK ABOUT TODAY

- What is **Destination Optimization** and how can it benefit **Lee County**
- **FREE** Training Opportunities for your business & your team
- **3** Reasons to focus on **Google Optimization**
- **5** Things **businesses** should do to maximize their visibility



What is

Destination Optimization

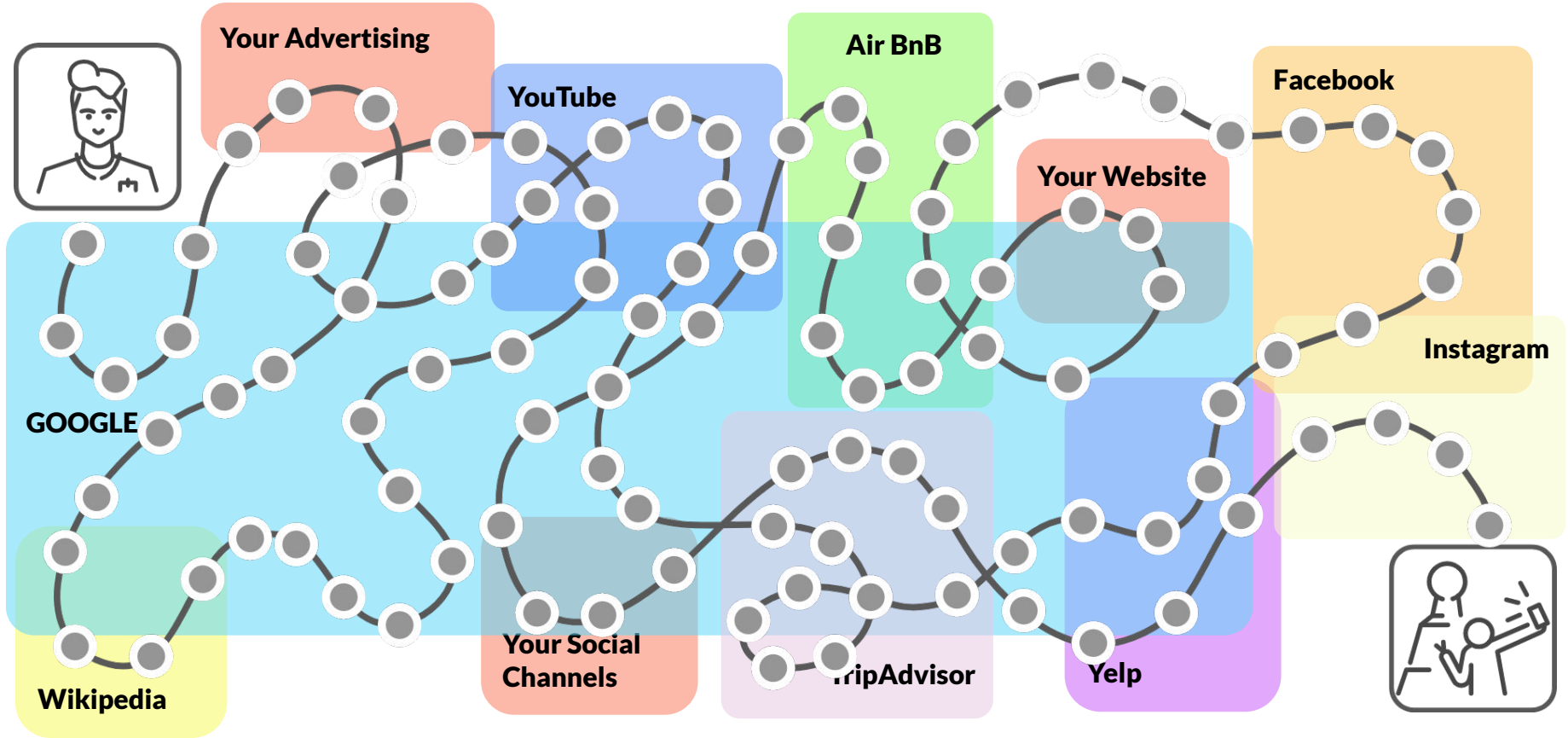
Marketing to Drive Demand is Only **HALF** the Equation

Destination Demand
Marketing/Advertising



Consumer Confidence
Destination Optimization

Meet the Traveler **WHERE THEY ARE**



Three **OBJECTIVES** of Destination Optimization



STEWARDSHIP

Supporting positive
perception



VIBRANCY

Increasing visibility
of destination
assets



READINESS

Preparing
communities and
businesses

STEWARDSHIP



Las Vegas

Travel guide



Photo by rebecca reye



Photo by E



Las Vegas

City in New Mexico

Las Vegas is a city in and the county municipalities, both were named to retain distinct characters and separate identities. [Read more](#)



Photo by rebecca reye

News Channel 8 NEWS TAMPA KEY VIDEOS WEATHER 8 ON YOUR SIDE SPORTS COMMUNITY

SARASOTA COUNTY

Siesta Key Beach listed as 'temporarily closed' on Google, county officials working to find out why

Facebook share icons

SOURCE: GOOGLE

Siesta Key Beach
4.5 stars 15,643 Google reviews
Public beach on Siesta Key, Florida

Siesta Beach is a beach located on Siesta Key in the U.S. state of Florida. Unlike beaches elsewhere that are made up mostly of pulverized coral, Siesta Beach's sand is 99% quartz, most of which comes from the Appalachian Mountains, Kentucky.

SIESTA KEY BEACH CLOSURE CONFUSION

Suggested at 4:07

8 WFTS 80° 1:06





Total:	766						
Incomplete:	146	19%					
Complete:	620	81%					
Unclaimed:	164	21%					
Category	Total	Percent of Total	Incomplete	Complete	Incomplete Percentage of Category	Percentage Unclaimed	
Lodging	290	38%	32	258	11%	18%	
Points of Interest	164	21%	66	98	40%	39%	
Dining	133	17%	10	123	8%	7%	
Attractions	110	14%	21	89	19%	19%	
Local Government C	25	3%	13	12	52%	60%	
Stores	20	3%	1	19	5%	5%	
Other	24	3%	3	21	13%	4%	
Missing Data	Total	Percent of Total	Percent of Incomplete Listings				
Address:	6	1%		4%			
Hours:	80	10%		55%			
Website:	39	5%		27%			
Phone:	15	2%		10%			
<p>The above percentages reflect missing data that can be added, not all missing data. For example, hours are not a relevant field for hotels, so hotels that are only missing hours are not included in these statistics.</p>							

Business Listings Audit

833 business reviewed

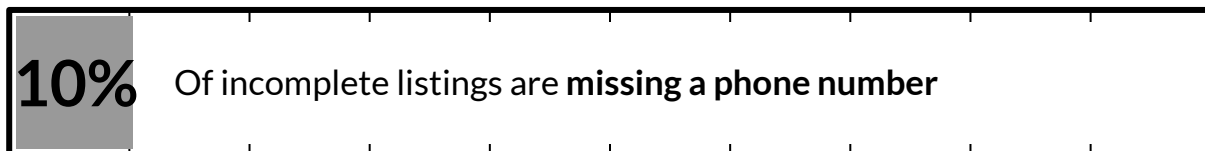
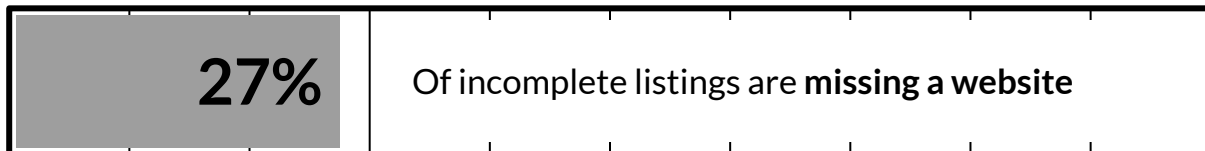
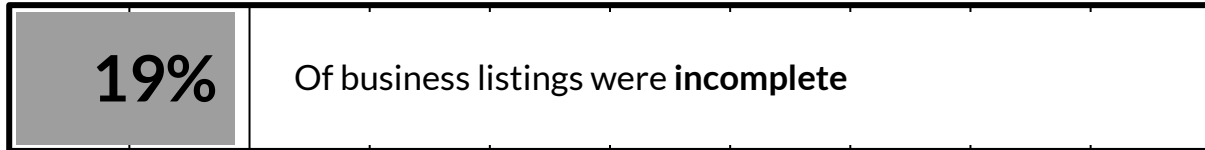
- 67 business do not have listing on Google Maps
- 146 business listings are incomplete
- 164 business listings are unclaimed

STEWARDSHIP



Lee County is above average for completeness of Google Business listings at ~80%

There are opportunities to generate improvements.



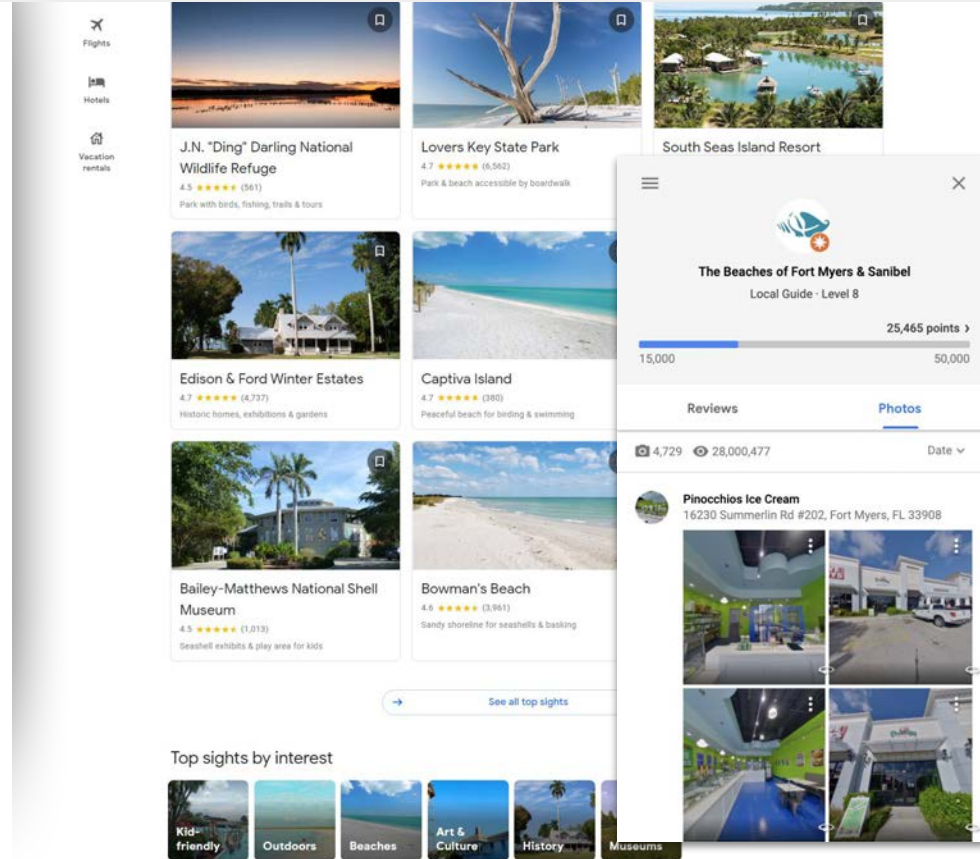
VIBRANCY



VIBRANCY



- Lee County VCB is a Level 8 Google Local Guide
 - 4,729 Images
 - Over 28 million views
- 54 miles of Google Street View of beaches & waterways



FREE

Training Opportunities



How **local businesses look** is an important part of how **Fort Myers' Islands, Beaches & Neighborhoods look** when a visitor is planning a trip.

READINESS



Virtual Workshops for experienced business owners to help maximize exposure & conversion

Office Hours with Miles team experts to help businesses troubleshoot their issues & claim business profiles

READINESS



GMB Check-Up

A quick analysis of your Google My Business profile.

Choose which business profiles to check

Angler & Ale

540 Duck Key Drive

Change group

1 PROFILE COMPLETENESS



CATEGORIES

Primary: Seafood restaurant

Secondary: Restaurant, Beer garden, C

Great! Looks like you're already using m represented. Keep in mind that some G



SERVICE AREAS

Your Business doesn't have any service adding one or more service areas. You



SPECIAL HOURS

Excellent! you've added special hours f confirm your hours at least for the standard holidays in your region; check your special hours each quarter to make sure they stay up to date.



MENUS / SERVICES / PRODUCTS

Good work! You're using menus and services to expand your exposure within your business profile. Make sure you keep your prices and offerings up to date to help customers make quicker and better decisions about your business.

2 PROFILE PERFORMANCE

Searches per month

94,907 ▲

Average: 35,702

Average number of **search** exposures for your business per month, based on the last 90 days of your data. ↕

Map Views per month

144,052 ▲

Average: 79,389

Average number of **maps** exposures for your business per month, based on the last 90 days of your data. ↕

Customer Actions per month

1,712 ▼

Average: 4,862

Average number of **customer actions** for your business per month, based on the last 90 days of your data. ↕

Direct vs. Discovery

16%/84%

Average: 45%/55%

Percentage of **direct** searches (knew your business name) vs. **discovery** searches (found you by category or keyword) based on the last 90 days of your data. ↕

Photo Views per month

98,776 ▼

Average: 105,108

Average number of **photo** views for your business per month, based on the last 90 days of your data. ↕

Conversion Rate

1.80% ▼

Average: 4%

Conversion rate for your business based on average customer actions divided by average search exposures. ↕

*Averages are derived from best practices analysis, directly managed listings and volunteer data.

3 CUSTOMER SENTIMENT

Rating

4.2 (404)

Average: 4.2

Your all-time review rating average, and the number of total reviews for your business.

Responses

338 / 404 (84%) ▲

Average: < 10%

Number of owner responses you've posted vs. the number of reviews for your business.

Rating Vector

4.5 ▲

Rating Vector shows the average rating for your last 15 reviews. If your vector is the same or higher than your total average, great! If it's lower, you should find out why!



Google Business Profiles Check Up for Businesses

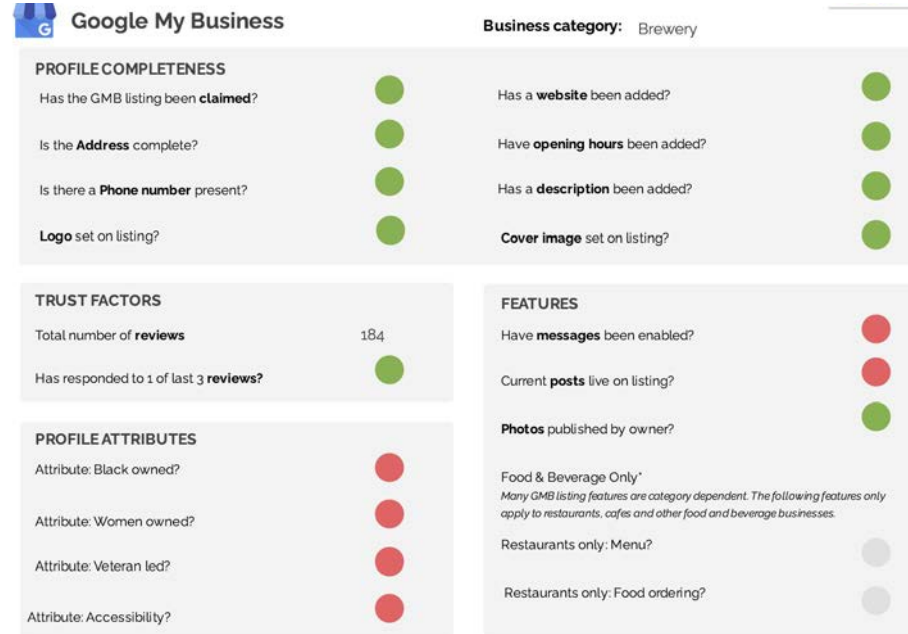
Self-assessment & recommendations report

- Profile Completeness
- Profile Performance
- Customer Sentiment Analysis



Digital Marketing Acceleration

- Detailed report card on business' representation
- Access the lessons at your own pace through the online learning platform
- New lessons will be published at a weekly pace
- Two live, virtual events - this kickoff and a peer Q&A session
- One-on-one support any time during the program
- Follow-up report to demonstrate business' improvement
- Certificate & recognition from Lee County VCB



Google Optimization

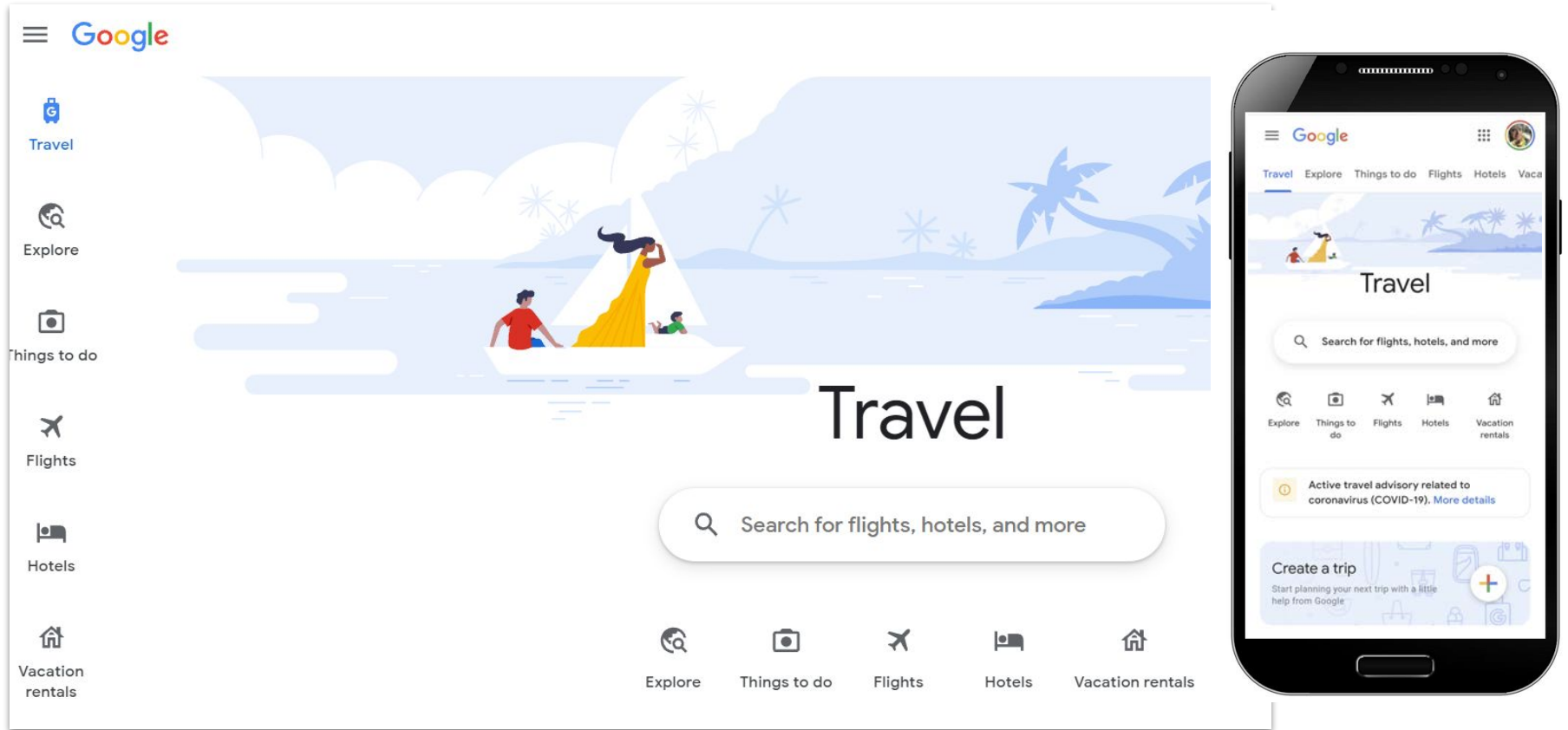
3 Reasons Why

Why GOOGLE OPTIMIZATION ?

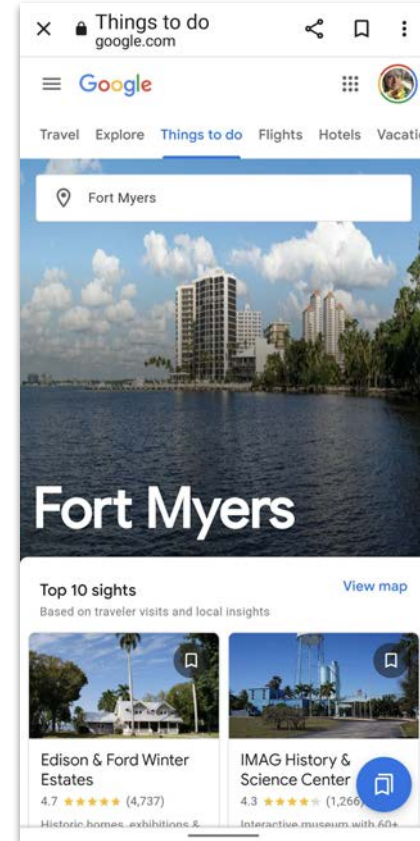
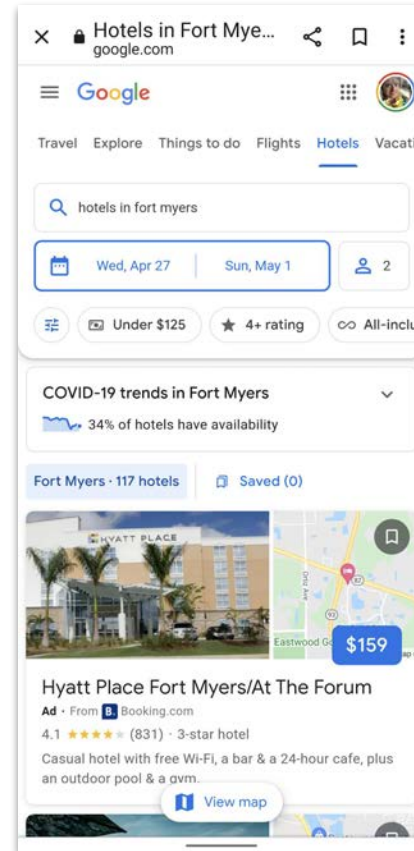
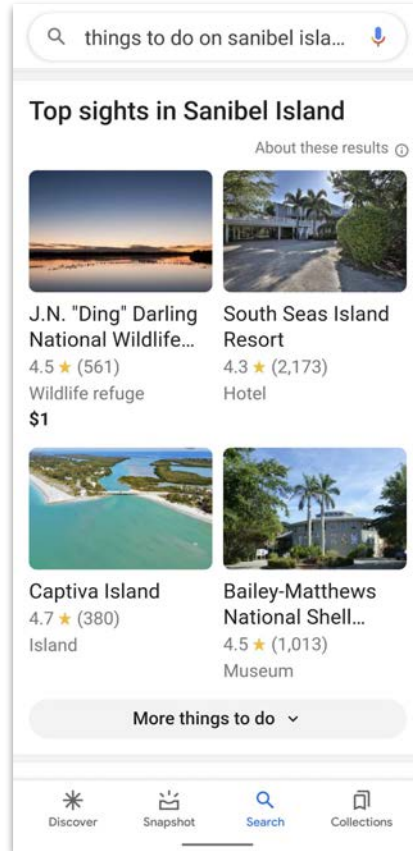
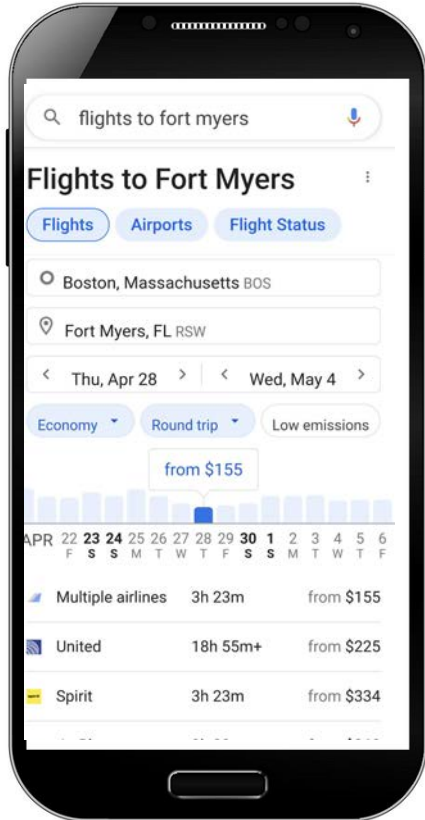
- 1. Google Travel:** deep integration = reach
- 2. Google Maps:** everyone's travel companion
- 3. Google Business Profiles:** THE trusted source



Why GOOGLE OPTIMIZATION ?



Why GOOGLE OPTIMIZATION ?



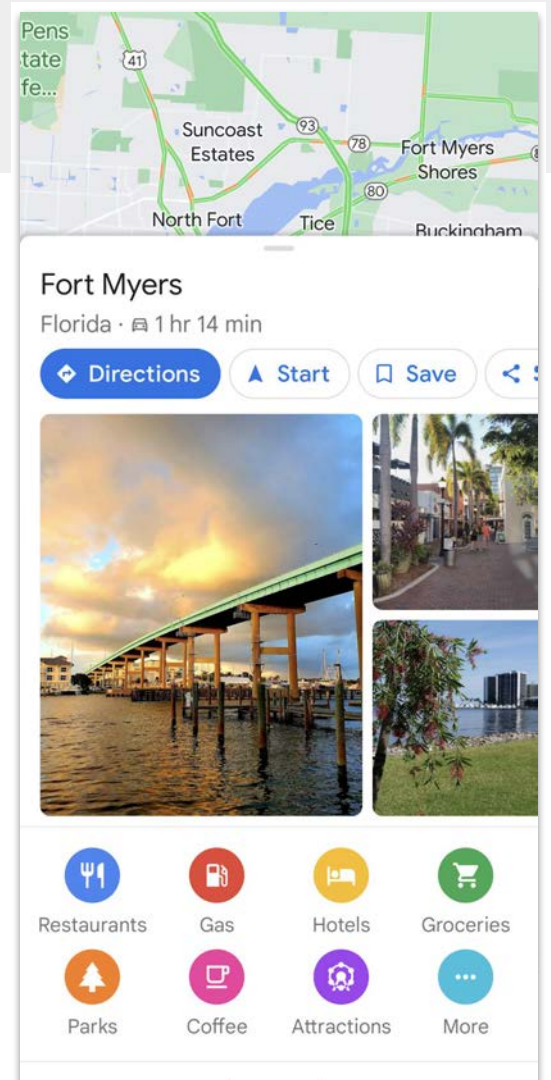
Why GOOGLE OPTIMIZATION ?

- **79% of consumers** who use navigation apps as part of leisure travel use Google Maps.

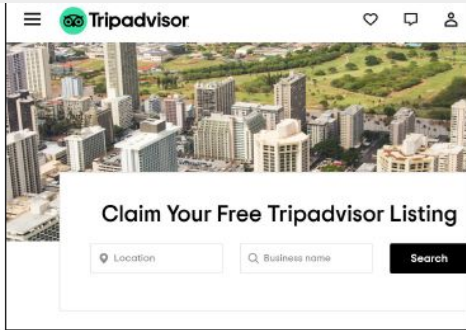
(Skift Report, Deep Dive into Google, 2020)

- **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)



Why GOOGLE OPTIMIZATION?



TRUST IN BUSINESS INFORMATION & REVIEWS

THE STATE OF THE AMERICAN TRAVELER

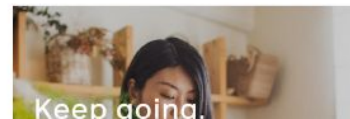
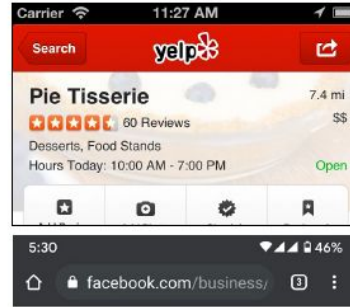
Technology Edition, May 2021



Uncle Man Halsey Street

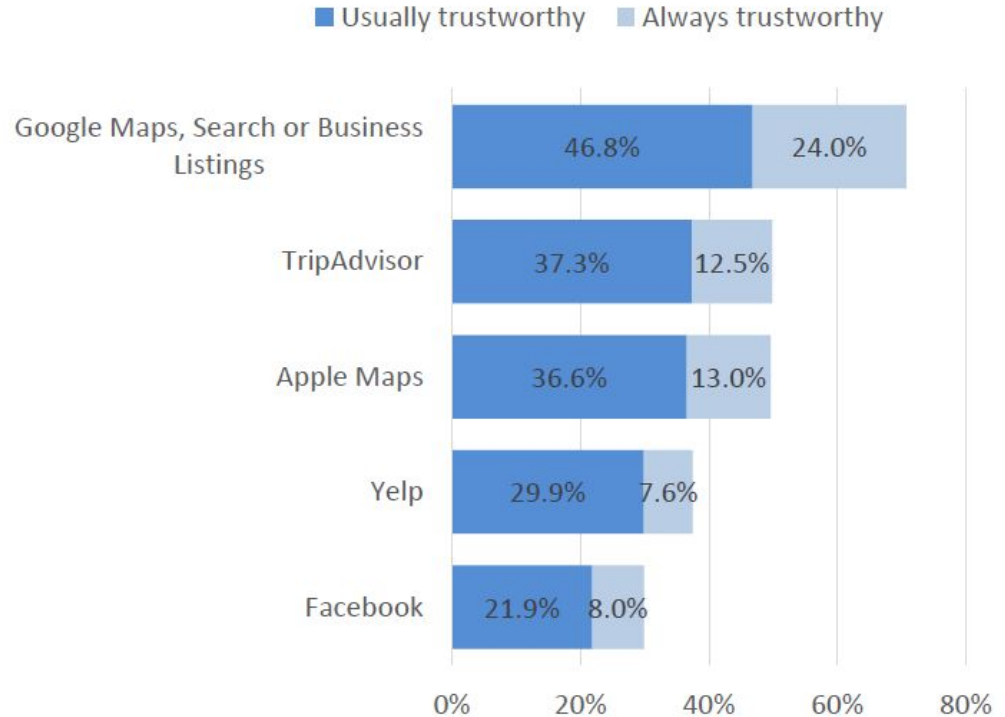
3.5 ★★★★★ 16 reviews

Malaysian restaurant



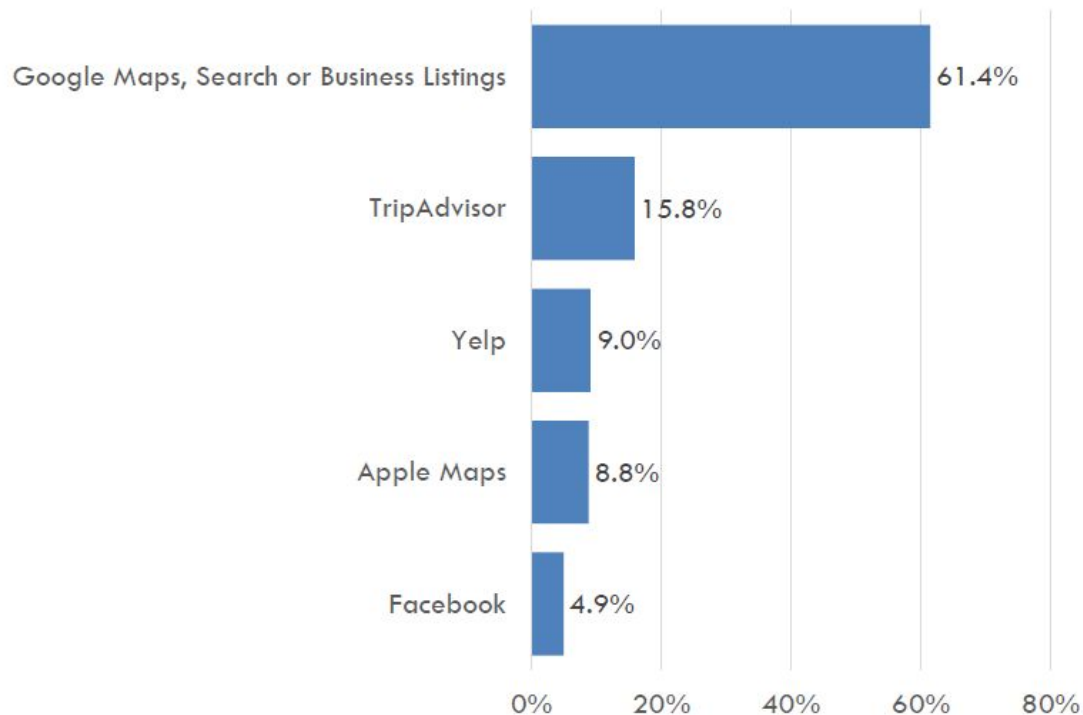
TRUSTWORTHINESS: BUSINESS INFORMATION

Question: Please evaluate how trustworthy each of these are when looking for business information? (e.g., hours, menu, location, services)



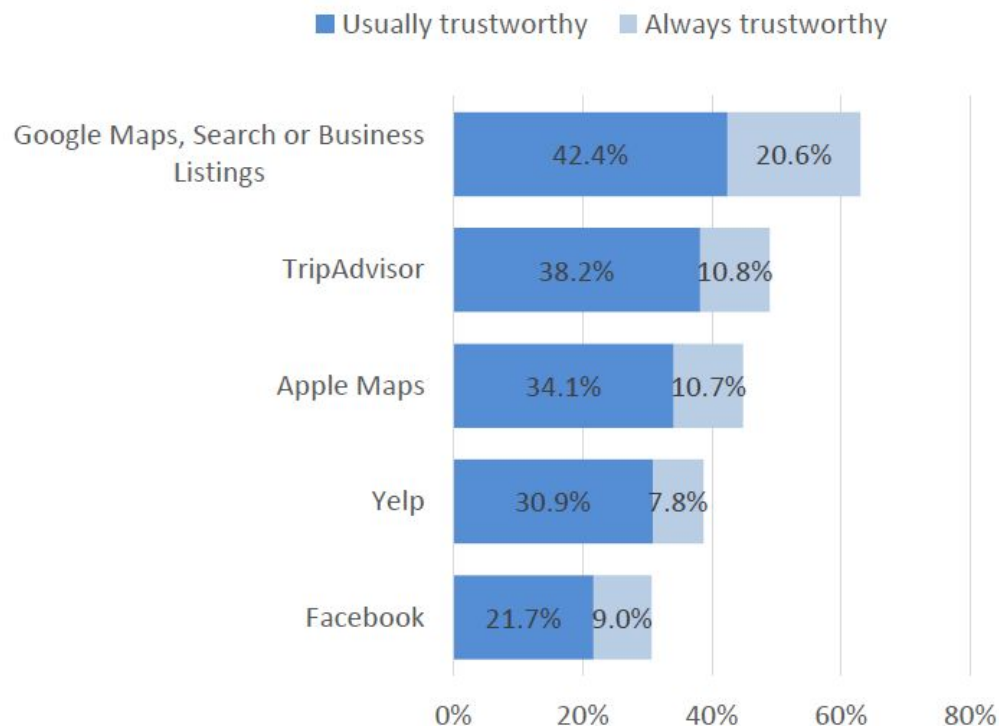
SINGLE MOST TRUSTWORTHY: BUSINESS INFORMATION

Question: In your opinion, which platform is the most trustworthy when looking for business information? (hours, menu, location, services)?



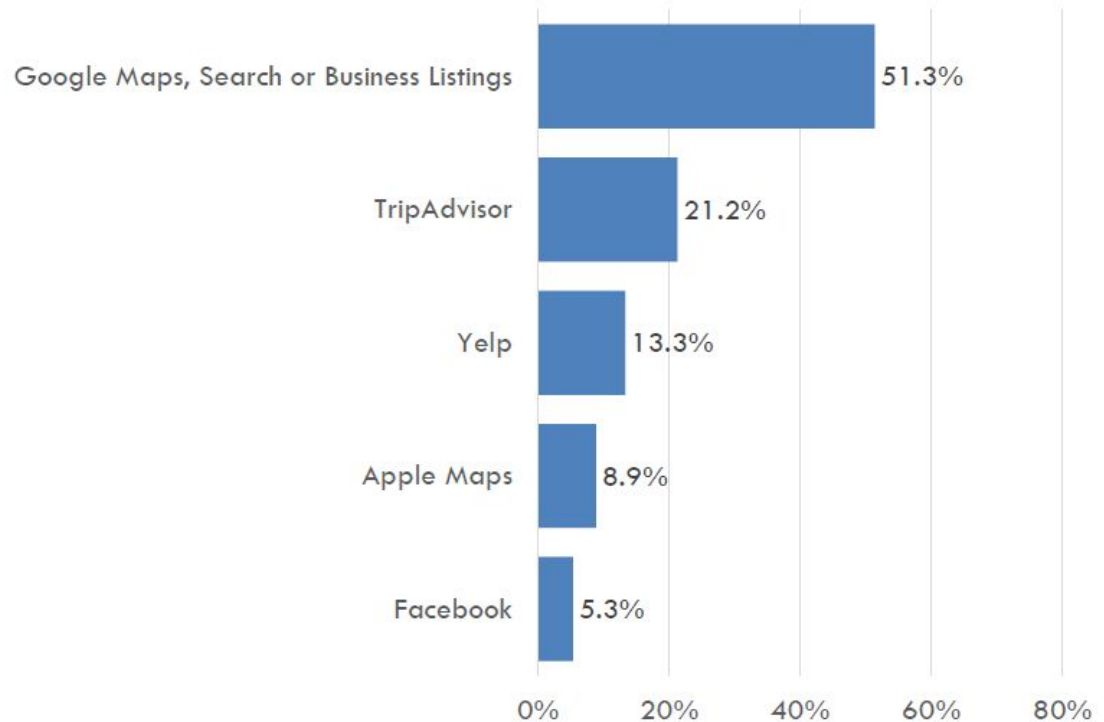
TRUSTWORTHINESS: RATINGS & REVIEWS

Question: Please evaluate how trustworthy is the customer rating/review information available on each platform?



SINGLE MOST TRUSTWORTHY: : RATINGS & REVIEWS

Question: In your opinion, which platform is the most trustworthy when looking for business information? (hours, menu, location, services)?



Business Best Practices

5 Ways to Maximize Exposure

A business' profile is the
single largest source
of organic exposure
for the business online.

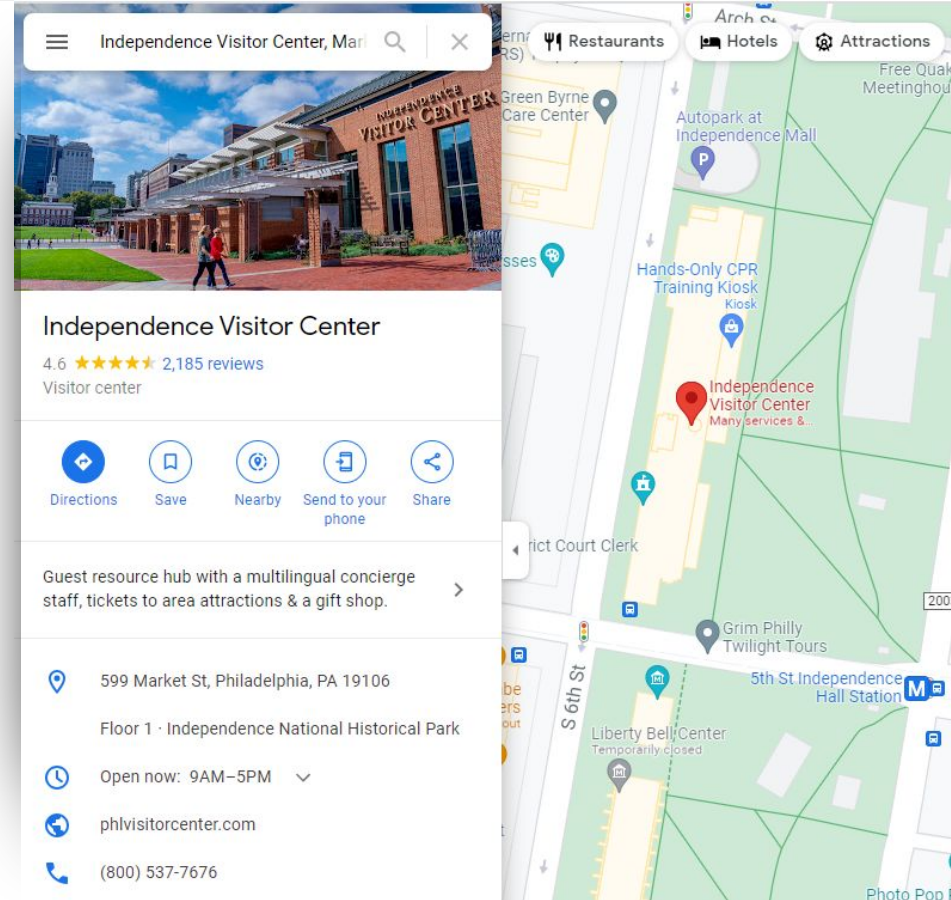
CASE STUDY: Independence Visitor Center

25,518,074

Total Audience 2018

Including:

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



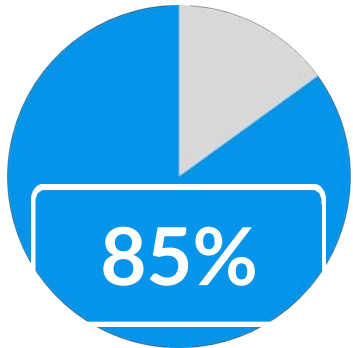
CASE STUDY: Independence Visitor Center

25,518,074

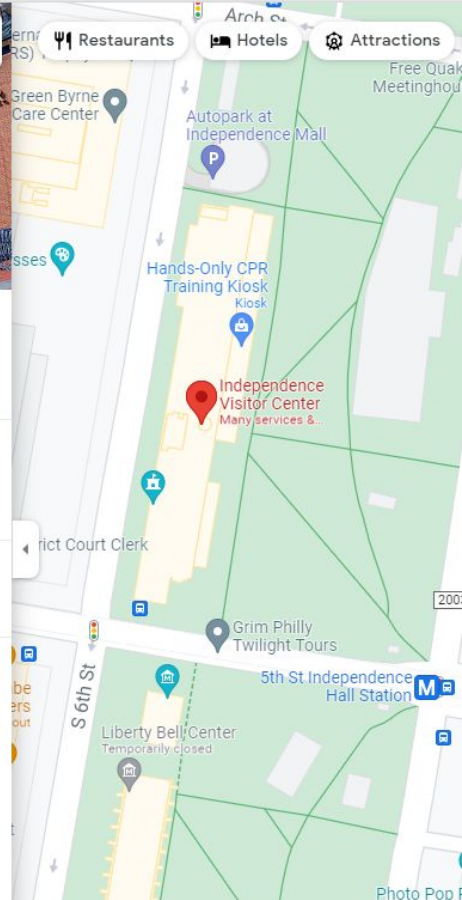
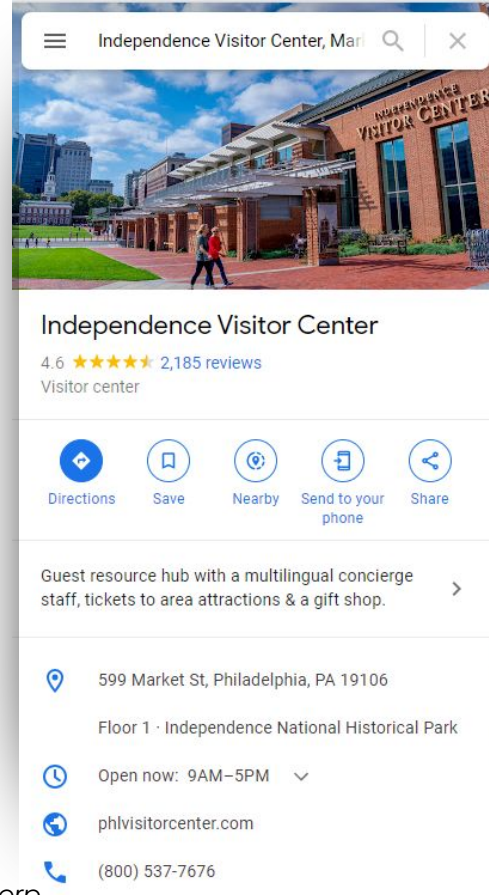
Total Audience 2018

22,542,336

Came from **Google products** directly related to the business profile



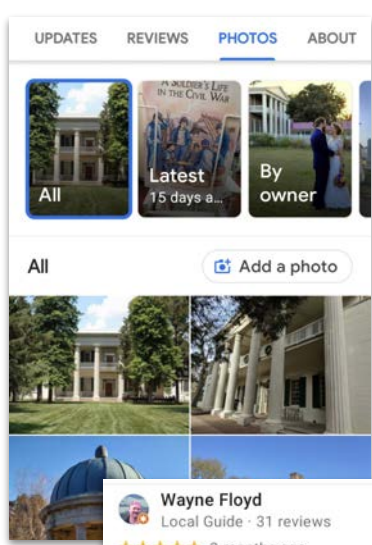
Of total online audience



Better business profiles

drive more exposure

and more engagement



Wayne Floyd
Local Guide · 31 reviews
★★★★★ 2 months ago

Extremely well renovated mansion and grounds. Does a good job of telling the story of Gen. Andrew Jackson and t... [more](#)

Andrew Jackson's Hermitage (Owner)
2 months ago

Thank you for the review, Wayne! We're glad you enjoyed your visit with us.

Andrew Jackson's Hermitage
4.7 ★★★★★ (3,005)
History museum
[+ Follow](#)

OVERVIEW TICKETS UPDATES REVIEWS

DIRECTIONS **CALL** **SAVE** **SHARE PLACE**

Greek Revival mansion museum & historic site telling Jackson's life story through exhibits & tours.

Official tickets

Adult ticket options from thehermitage.com

Grounds Pass	\$17.50 >
General's Tour	\$26.50 >
President's Tour	\$28 >

[See more tickets](#)

4580 Rachels Ln, Hermitage, TN 37076

Closed · Opens 9:00 AM Thu

Departments: [Andrew Jackson](#)
[Family Cemetery](#)

(615) 889-2941

<http://www.thehermitage.com/>

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

About 20,300,000 results (0.87 seconds)

Seafood Restaurants :



Rating | Cuisine | Price | Hours

Matanzas on the Bay

4.6 ★★★★★ (1.3K) · \$\$ · Seafood
416 Crescent St · In Matanzas Inn
Dine-in · Curbside pickup · No delivery



Nervous Nellie's

4.4 ★★★★★ (4K) · Seafood
1131 First St
Dine-in · Takeout · No delivery

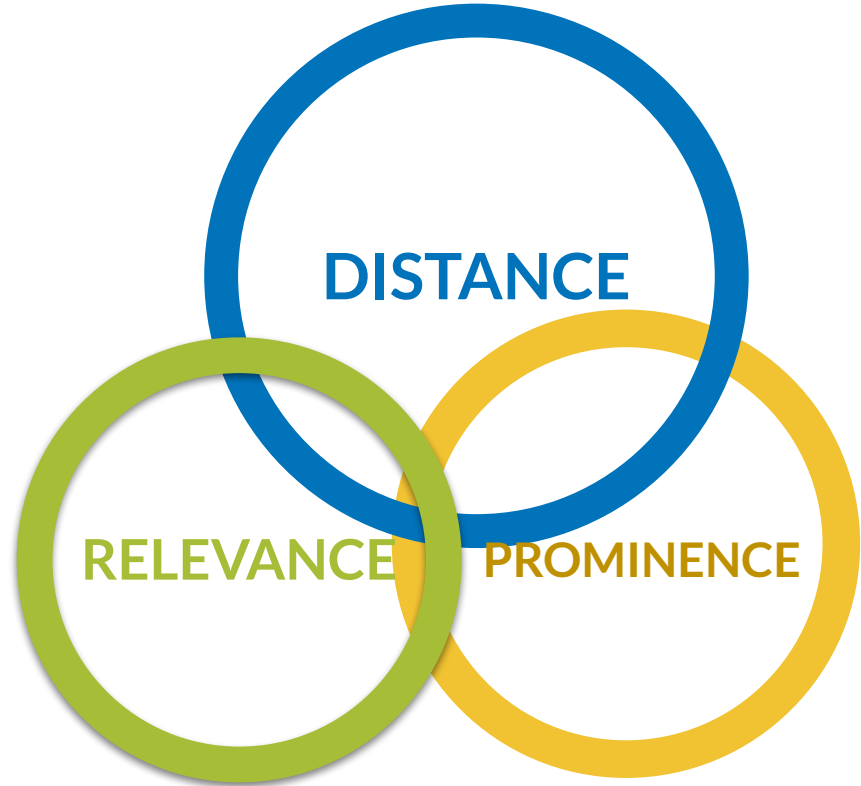


The Salty Crab Bar & Grill

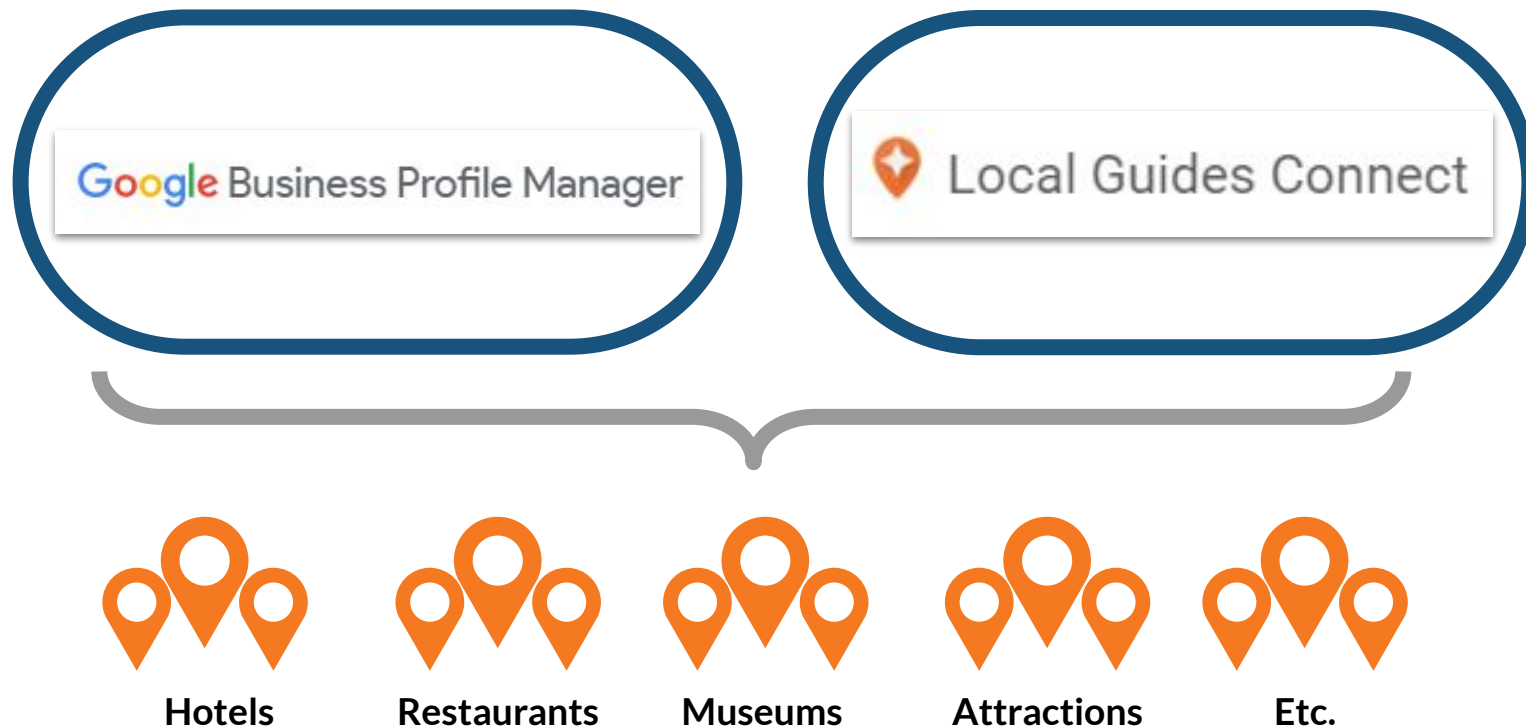
4.3 ★★★★★ (3.4K) · \$\$ · Seafood
1154 Estero Blvd
Dine-in · Takeout · No delivery



→ More places



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



Google is changing the way it wants businesses to manage their information online. Google My Business app is being sunsetted



Miles Partnership



All

News

Images

Maps

Shopping

More

Tools

About 211,000,000 results (0.68 seconds)



Your business on Google

6,318 views this month



Edit profile



Promote



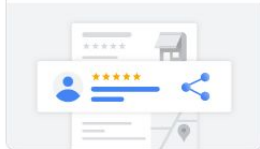
Customers



Get more reviews



Share your review form with past customers



Add update



Share the latest from your business



Keep customers up to date



Answer a few questions and update your business details on Google

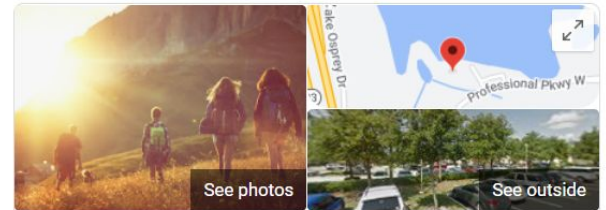


Ac

He yo



Only managers of this profile can see this



Miles Partnership

miles

Website

Directions

Save

Call

4.2 ★★★★★ 10 Google reviews

Marketing agency in Sarasota County, Florida

You manage this Business Profile

Address: 6751 Professional Pkwy W #200, Sarasota, FL 34240

You visited 2 weeks ago

Hours: Open · Closes 5PM

Phone: (941) 342-2300

How Can Businesses **MAXIMIZE THEIR EXPOSURE?**

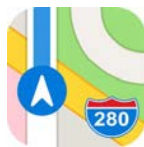
- 1. Claim** their business listings
- 2. Update** their **hours**
- 3. Check** relevant **attributes**
- 4. Add** fresh **pictures**
- 5. Engage** consistently

1

Claim Your Business on the Highest Visibility Platforms



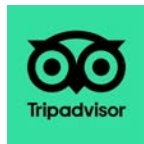
Google



Apple Maps



Yelp




TripAdvisor


2

Update hours & core business information

Visitor center

[Directions](#) [Save](#) [Nearby](#) [Send to your phone](#) [Share](#)

 I-95, Port Wentworth, GA 31407

 **Closed · Opens 8:30AM Wed** ^

Tuesday	8:30AM–5:30PM
Wednesday	8:30AM–5:30PM
Thursday	8:30AM–5:30PM
Friday	8:30AM–5:30PM
Saturday	8:30AM–5:30PM
Sunday	8:30AM–5:30PM
Monday	8:30AM–5:30PM

[Suggest an edit](#)

Make sure information complete and accurate.

Check Your:

- Business Name
- Business Category
- Address
- Phone Number(s)
- Hours
- Website(s)

3

Check for relevant attributes

Attributes

Search these attributes



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

From the business

+ Identifies as Black-owned

+ Identifies as veteran-led

+ Identifies as women-led

Accessibility

✓ Wheelchair accessible entrance

+ Wheelchair accessible parking lot

+ Wheelchair accessible restroom

+ Wheelchair accessible seating

Amenities

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

Minimized contact

High-touch items, such as magazines, removed from common areas
High-touch items, such as decorative pillows, removed from guest rooms
Housekeeping scheduled by request only

Increased food safety

Additional sanitation in dining areas
Additional safety measures during food prep and serving
Disposable flatware
Individually-packaged meals
Single-use menus

Cancel

NEW! Hotel Sustainability Attributes



Hampton Inn & Suites Fort Myers-Colonial Blvd.

\$159

4.6 ★ (749) · Eco-certified

- 3-star hotel
- Free breakfast
- Free Wi-Fi
- Free parking
- Outdoor pool
- Air conditioning
- Pet-friendly
- Fitness center
- All inclusive availab...

Similar to Hampton Inn & Suites San Juan

[View prices](#)

NEW! Hotel Sustainability Attributes

← Google My Business

Property details Room details

Categories

- Sustainability
- Eco certifications
- Health & safety
- COVID-19 response policy
- Internet
- Food & drink
- Policies & payments
- Activities
- Services
- Children
- Pools
- Parking & transportation
- Wellness
- Accessibility
- Business & events
- Pets

Eco certifications

Asian Ecotourism Standard for Accommodations (AESA)	<input type="radio"/> Yes	<input type="radio"/> No
Biosphere Responsible Tourism Standard	<input type="radio"/> Yes	<input type="radio"/> No
BREEAM	<input type="radio"/> Yes	<input type="radio"/> No
Bureau Veritas	<input type="radio"/> Yes	<input type="radio"/> No
Control Union	<input type="radio"/> Yes	<input type="radio"/> No
EarthCheck	<input type="radio"/> Yes	<input type="radio"/> No
Ecotourism Australia's ECO Certification Standard	<input type="radio"/> Yes	<input type="radio"/> No
Eco-Certification Malta Standard	<input type="radio"/> Yes	<input type="radio"/> No
GREAT Green Deal Certification	<input type="radio"/> Yes	<input type="radio"/> No
Green Globe	<input type="radio"/> Yes	<input type="radio"/> No

Hotel attributes
Add or edit services & amenities

Add special hours

(386) 254-8200

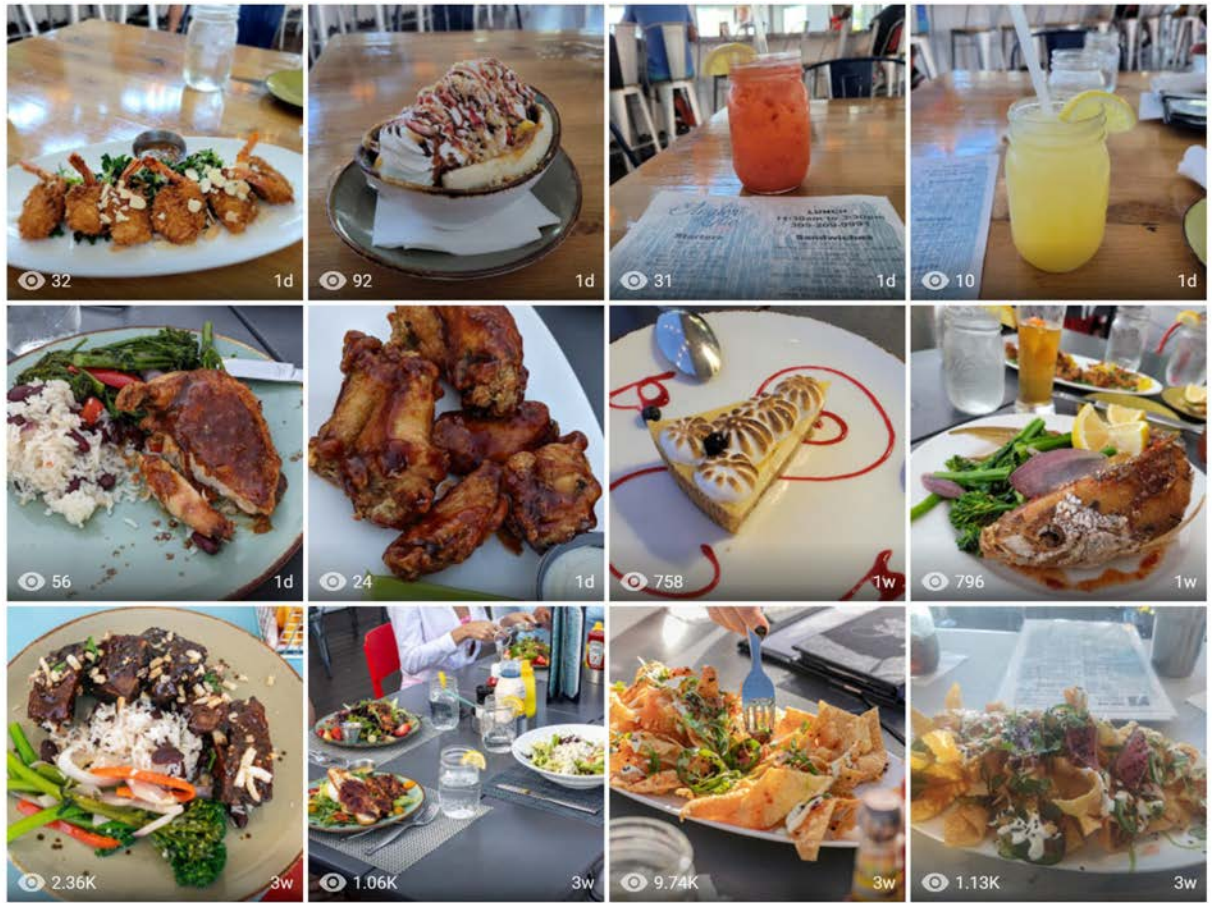
Add opening date

Add photos

back

4

Add fresh pictures
(at least monthly)



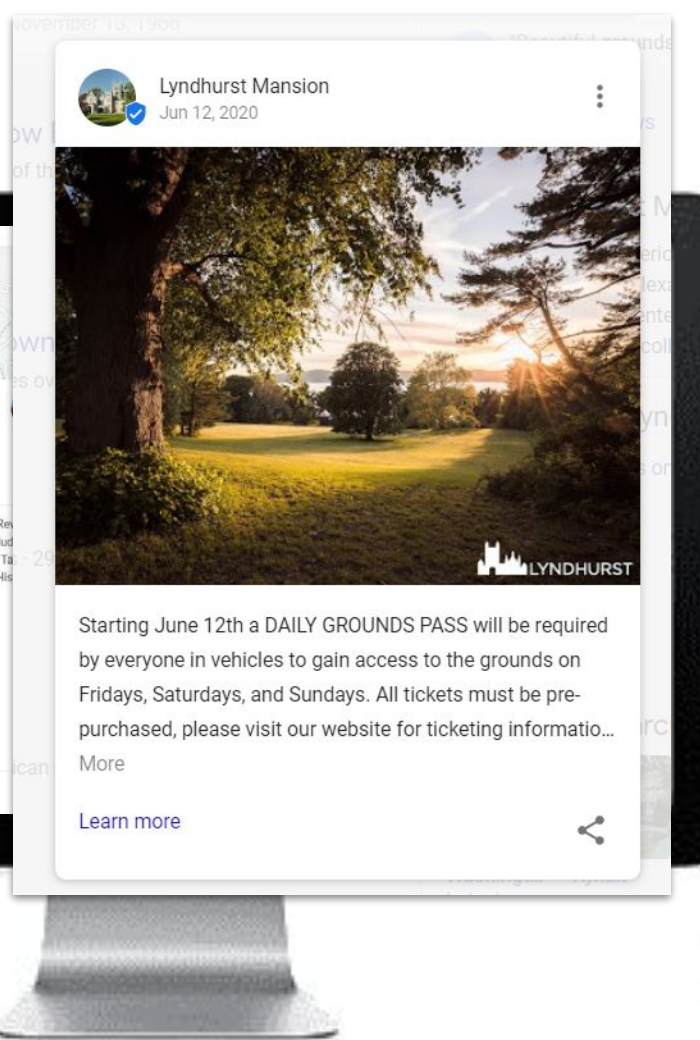
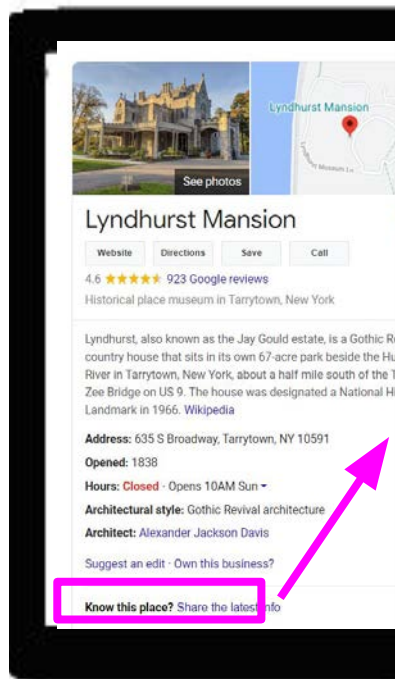
5

Engage Consistently

80%

of unhappy customers were won
over with the right response

Reputology poll





Watch Your Inbox:

Registration for webinar training sessions in May and June

Digital Marketing Acceleration Program
Invitations to Register (going to incomplete & unclaimed Google businesses listings)

Access to Google Business Profile
Checkup Tool

Booking link for Office Hours support
from Miles Partnership



Questions?



Thank you!