



# Maximizing Exposure

## For Your Business in Google's Products

INDUSTRY WEBINAR  
OCTOBER 29, 2018

**ASHEVILLE**  
ExploreAsheville.com

# miles

PARTNERSHIP

75+

Destination clients  
around the world

25+

Hotels, attractions  
and other travel  
business clients

60+

Destinations  
participating in  
Google-DMO  
Partnership

1000s

travel businesses  
assisted via  
webinars and  
in-person events



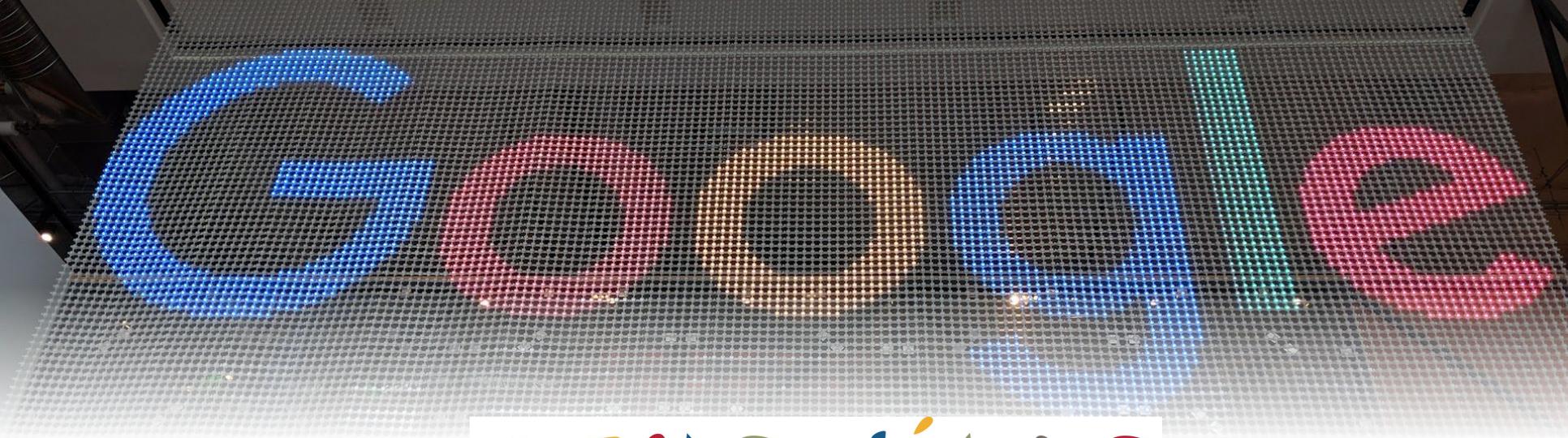
**Kim Palmer**

*Director of SEO &  
Google Program Manager*



**Patrick Rodgers**

*Content Strategist*



ASHEVILLE

[ExploreAsheville.com](https://www.exploreasheville.com)

is participating in a program called the **Google DMO Partnership**, which gives destinations the tools to improve the quality and quantity of information available within Google's products.

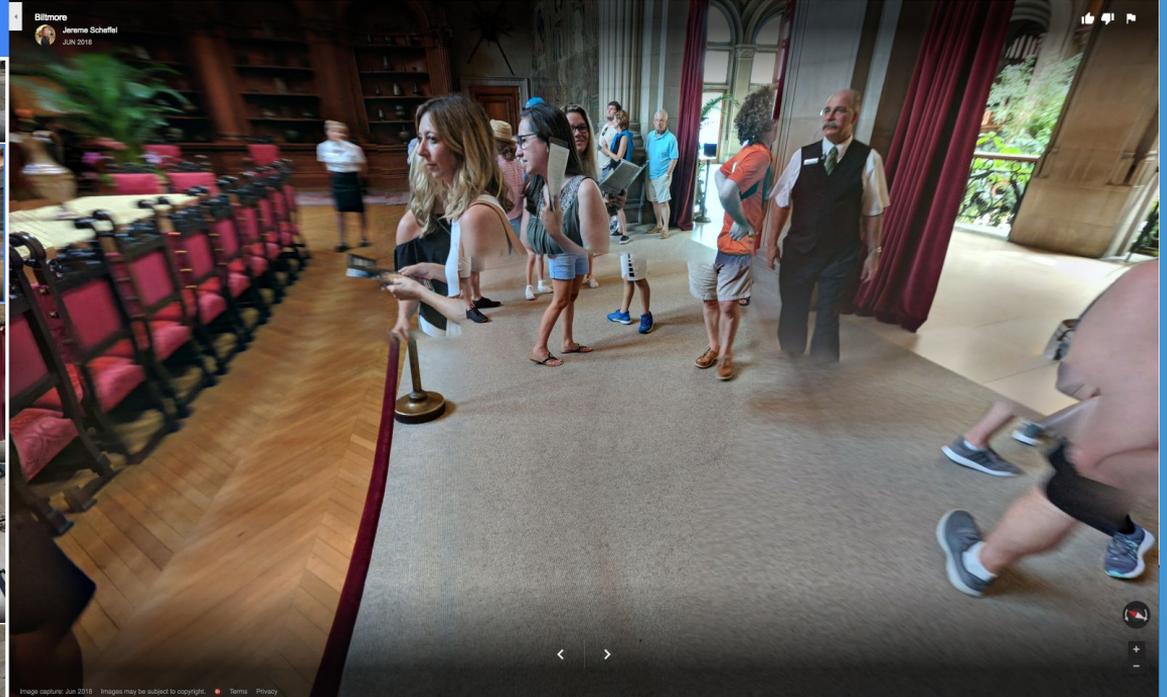
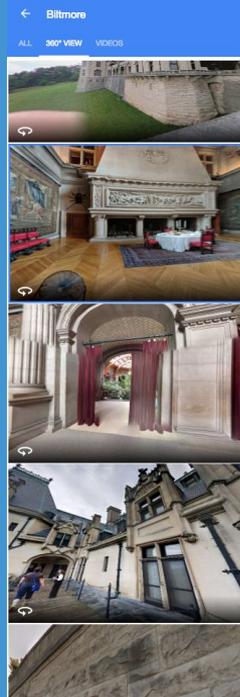


Understanding **how people search** for  
*Asheville* when they're planning a trip  
and **what they see when they do.**



Sometimes we find things that look great!

Sometimes  
we find  
things that  
are a little  
weird.





**Industry outreach and education,** including today's **webinar** and an in-person workshop with more in-depth tactical tips on November 13.

An aerial photograph of a city, likely New York City, showing a dense urban landscape with numerous buildings, streets, and green spaces. The image is semi-transparent, allowing the text to be clearly visible over the city scene.

We want to help you **maximize** your exposure in Google's products because it benefits **you**, the **consumer** and your **market**.

About 20,200,000 results (0.79 seconds)

**Mitchell Corn Palace, SD | Official Website**  
<https://cornpalace.com/>  
 The World's Only Corn Palace is Mitchell's premier tourist attraction. Some 500,000 tourists come from around the nation each year to see the uniquely designed ...  
 Corn Palace History · Visiting · Corn Palace Festival · Corn Palace Murals

**Corn Palace**  
[https://en.wikipedia.org/wiki/Corn\\_Palace](https://en.wikipedia.org/wiki/Corn_Palace)  
 The **Corn Palace**, commonly advertised as **The World's Only Corn Palace**, is a multi-purpose arena/facility located in Mitchell, South Dakota, United States. It is a Moorish Revival building.  
 Floor area: 4,042.2 m<sup>2</sup> (43,510 sq ft) · Completed: 1921 (dome and minarets added in ...)  
 Floor count: 2 · Owner: City of Mitchell

**The World's Only Corn Palace** · South Dakota · Travel & Tourism Site  
<https://www.travelsouthdakota.com/business-detail/worlds-only-corn-palace>  
 The World's Only Corn Palace is located just minutes off of Interstate 90, in the heart of Mitchell. Our

**Corn Palace (Mitchell) - 2018 All You Need to Know Before You Go ...**  
<https://www.tripadvisor.com> · Mitchell · Things to Do · Mitchell

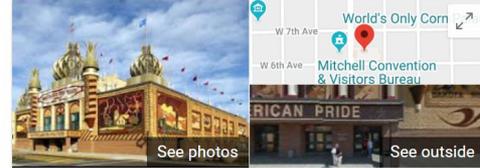


**Corn Palace, Mitchell, South Dakota - Roadside America**  
<https://www.roadsideamerica.com/story/2215>  
 With its mad mix of onion domes and minarets, this corn-plastered edifice looks like it was drop-kicked out of czarist Russia. Undergoing reconstruction; travelers ...

People also ask

# This is the Knowledge Panel

It contains everything Google knows about your business.



## World's Only Corn Palace

Website Directions Save

4.1 ★★★★★ 1,898 Google reviews  
Building in Mitchell, South Dakota

The Corn Palace, commonly advertised as The World's Only Corn Palace and the Mitchell Corn Palace, is a multi-purpose arena/facility located in Mitchell, South Dakota, United States. [Wikipedia](#)

**Address:** 604 N Main St, Mitchell, SD 57301

**Opened:** 1921

**Height:** 68'

**Hours:** Open · Closes 5PM

**Architectural style:** Moorish Revival architecture

**Did you know:** Folks wanted a place to gather and celebrate their bountiful South Dakota corn harvests, thus the Corn Palace and Corn Palace Festival were born. [roadtrippers.com](http://roadtrippers.com)

[Suggest an edit](#)

### Events

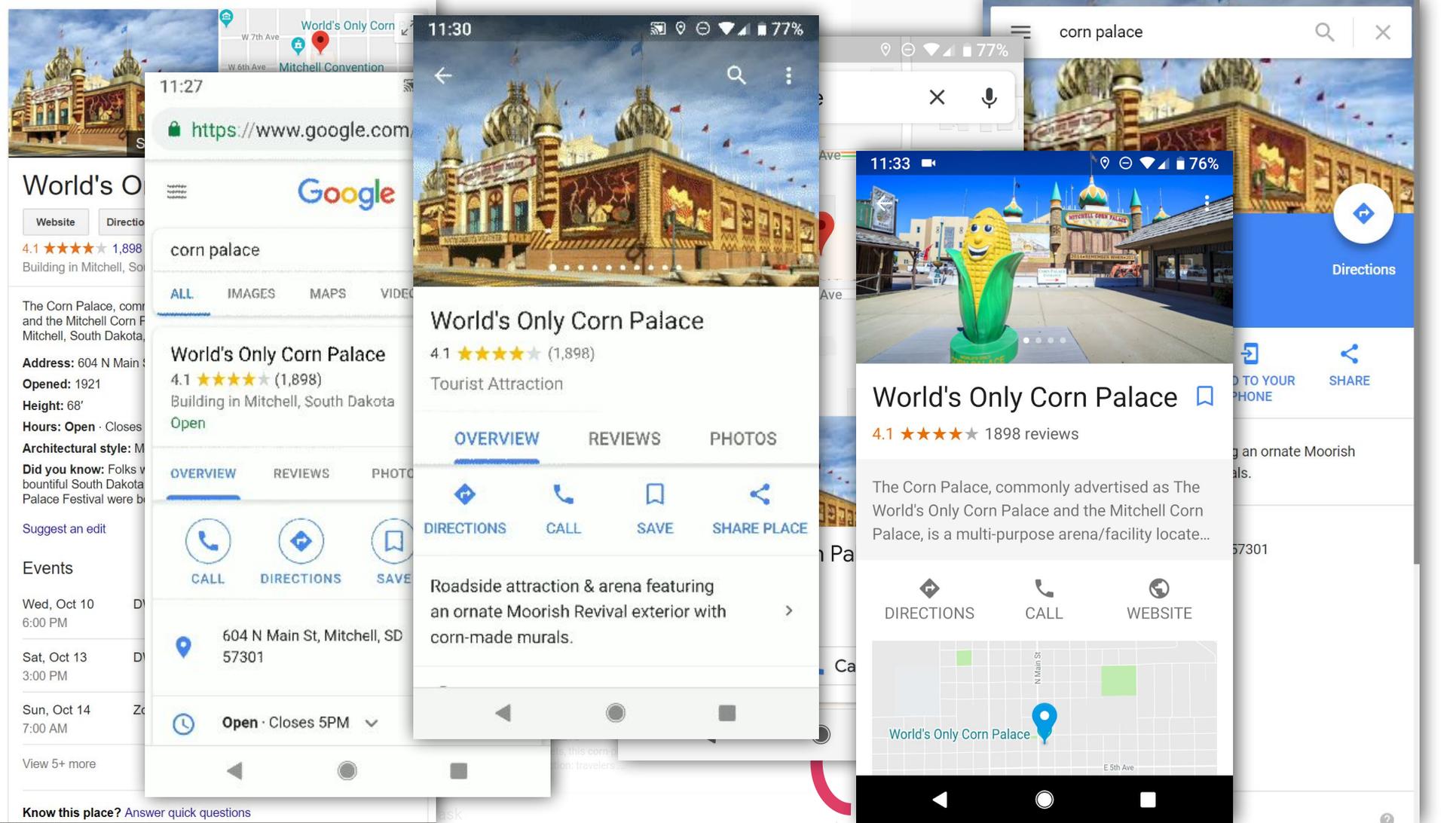
Wed, Oct 10 6:00 PM DWU Volleyball

Sat, Oct 13 3:00 PM DWU Women's Basketball Alumni Game

Sun, Oct 14 7:00 AM Zombie Run

[View 5+ more](#)

**Know this place?** Answer quick questions



World's Only Corn Palace  
W 7th Ave  
W 6th Ave Mitchell Convention

World's O  
Website Direction

4.1 ★★★★★ 1,898  
Building in Mitchell, So

The Corn Palace, corn  
and the Mitchell Corn F  
Mitchell, South Dakota

Address: 604 N Main S  
Opened: 1921  
Height: 68'

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Architectural style: M  
Did you know: Folks v  
bountiful South Dakota  
Palace Festival were b

Suggest an edit

Events

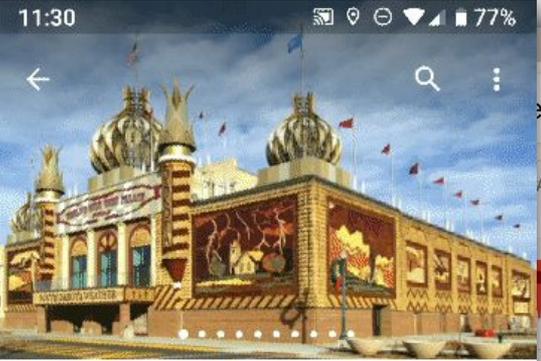
Wed, Oct 10  
6:00 PM

Sat, Oct 13  
3:00 PM

Sun, Oct 14  
7:00 AM

View 5+ more

Know this place? Answer quick questions



World's Only Corn Palace

4.1 ★★★★★ (1,898)  
Tourist Attraction

OVERVIEW REVIEWS PHOTOS

DIRECTIONS CALL SAVE SHARE PLACE

Roadside attraction & arena featuring  
an ornate Moorish Revival exterior with  
corn-made murals.

604 N Main St, Mitchell, SD  
57301

Open · Closes 5PM



World's Only Corn Palace

4.1 ★★★★★ 1898 reviews

The Corn Palace, commonly advertised as The  
World's Only Corn Palace and the Mitchell Corn  
Palace, is a multi-purpose arena/facility locate...

DIRECTIONS CALL WEBSITE



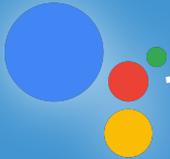
corn palace

Directions

SHARE

an ornate Moorish  
als.

57301



**This is important to your business for three reasons.**





**Your KP is an enormous source of  
exposure for your business.**

*In many cases the **largest** source!*



All Images Maps Videos News More Settings Tools

About 20,200,000 results (0.79 seconds)

### Mitchell Corn Palace, SD | Official Website

<https://cornpalace.com/>

The World's Only Corn Palace is Mitchell's premier tourist attraction. Some 500,000 tourists come from around the nation each year to see the uniquely designed ...

[Corn Palace History](#) · [Visiting](#) · [Corn Palace Festival](#) · [Corn Palace Murals](#)

### Corn Palace - Wikipedia

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**Floor area:** 4,042.2 m<sup>2</sup> (43,510 sq ft)    **Completed:** 1921 (dome and minarets added in ...)

**Floor count:** 2

**Owner:** City of Mitchell

[History](#) · [Designs](#) · [Bibliography](#)

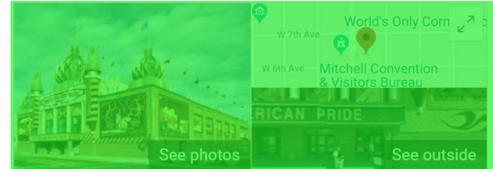
It's a much larger  
amount of screen  
space.

### Corn Palace, Mitchell, South Dakota - Roadside America

<https://www.roadsideamerica.com/story/2215>

With its mad mix of onion domes and minarets, this corn-plastered edifice looks like it was drop-kicked out of czarist Russia. Undergoing reconstruction: travelers ...

People also ask



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[Website](#) [Directions](#) [Save](#)

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6:00 PM

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Sun, Oct 14 Zombie Run

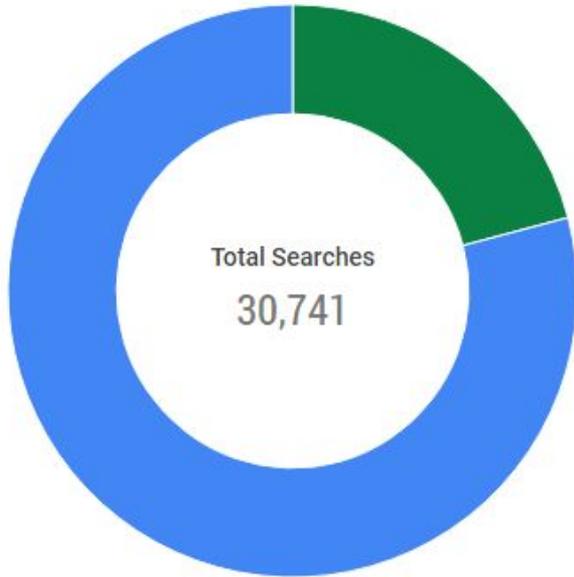
7:00 AM

[View 5+ more](#)

Know this place? Answer quick questions

## How customers search for your business

1 quarter ▾



It's typically much higher volume of exposure. (3.75X)

*vs. about 15,000 pageviews on the site itself during that timeframe.*



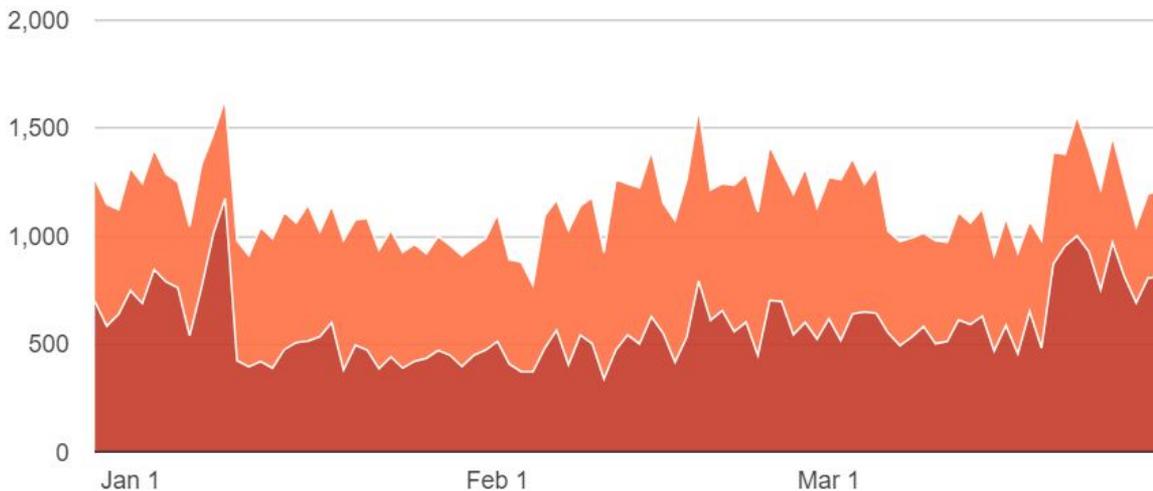
Businesses with recent photos typically receive more clicks to their websites. [Post photos](#)

## Where customers view your business on Google

The Google services that customers use to find your business

1 quarter ▾

Total views: 104K



Listing on Search

51K



Listing on Maps

53.3K

13X!





22%

Incomplete



4%

Missing Website



15%

Unverified

Completed Listings  
are

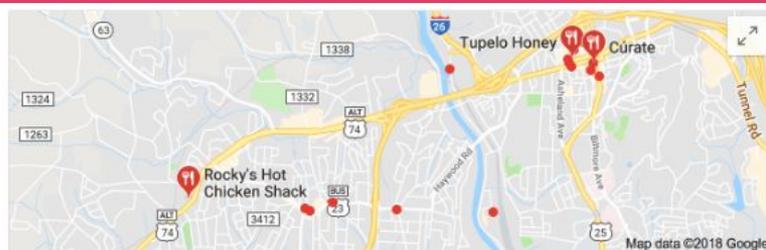
70%

More likely to  
generate a visit to  
your business.

2

**The information about your business  
gets used in a whole bunch of  
different places.**

About 21,700,000 results (0.73 seconds)



Rating ▾ Cuisine ▾ Price ▾ Hours ▾

**Cúrate**

4.7 ★★★★★ (1,267) · \$\$\$ · Spanish  
Bustling spot for Spanish tapas  
13 Biltmore Ave  
Late-night food · Small plates · Healthy options

**Tupelo Honey**

4.6 ★★★★★ (1,888) · \$\$ · Southern  
Creative takes on Southern comfort food  
12 College St  
Comfort food · Outdoor seating · Small plates

**Rocky's Hot Chicken Shack**

4.7 ★★★★★ (1,622) · \$\$ · Southern  
Spicy chicken in simple surrounds  
1455 Patton Ave  
Comfort food · Outdoor seating · Small plates

[More places](#)

# SERP/Local 3-Pack

Largest opportunity  
for qualified organic  
customer leads.

## THE 10 BEST Restaurants in Asheville 2018 - TripAdvisor

[https://www.tripadvisor.com/Restaurants-g60742-Asheville\\_North\\_Carolina.html](https://www.tripadvisor.com/Restaurants-g60742-Asheville_North_Carolina.html) ▾

Reserve a table for the best dining in Asheville, North Carolina Mountains on TripAdvisor: See 129140 reviews of 855 Asheville restaurants and search by ...

About 44,600,000 results (0.63 seconds)

Explore Asheville | Things to Do, Events, & Hotels | Asheville, NC's ...

<https://www.exploreasheville.com/>

Find things to do, events, hotels, trip ideas and outdoor activities in Asheville, North Carolina. Find great package deals and local restaurants too.

Things to Do · About Asheville · Iconic Asheville · Downtown

You visited this page on 9/25/18.

Things to do in Asheville



**Biltmore Estate**  
Historic mansion with gardens & tours



**Pisgah National Forest**  
Vast forested area for camping & hiking



**Biltmore Village Art**



**The North Carolina Arboretum**  
Gardens & nature trails on 434 acres

Asheville travel guide

Asheville, North Carolina - Wikipedia

[https://en.wikipedia.org/wiki/Asheville,\\_North\\_Carolina](https://en.wikipedia.org/wiki/Asheville,_North_Carolina)

Asheville is a city and the county seat of Buncombe County, North Carolina, United States. .... "The Vision of the Twin Rivers Media Festival-Asheville, NC".

Named for: Governor Samuel Ashe State: North Carolina County: Buncombe Incorporated: 1797

List of people from Asheville ... · Asheville metropolitan area · Esther Manheimer

Asheville, NC - Home

[www.ashevilenc.gov/](http://www.ashevilenc.gov/)

A A A. Low Graphics. city logo for Asheville North Carolina. scroll down ... Asheville, NC 28802 p: (828) 251-1122. e: [webmaster@ashevilenc.gov](mailto:webmaster@ashevilenc.gov) ...

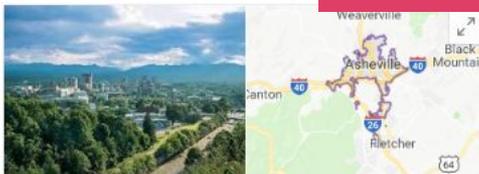
Asheville.com - Things to Do, Restaurants, Hotels, and More

<https://www.asheville.com/>

Asheville.com is your resource for all things Asheville, NC. Discover restaurants, hotels, attractions, and more.

THE 15 BEST Things to Do in Asheville - 2018 (with Photos ...

Top Sights



Asheville

City in North Carolina

Asheville is a city in west... known for a vibrant arts... dome-topped Basilica of... estate displays artwork b... is filled with galleries and... former factory buildings f...

Elevation: 2,134'  
Weather: 57°F (14°C), Win...  
ZIP Code: 28801-06, 2881...  
Population: 91,902 (2017)

Plan a trip

Asheville travel

3-star hotel aver

4 h 5 min flight,

Colleges and Universities

Asheville on Google

Check out [things to do](#) this weekend in Asheville, N.C., including Halloween fun, fall festivals, art... [more](#)



6 days ago

Share

Increasingly visible in Google's products

# Top Sights

4.4 ★★★★★ (398)

Lush oasis of native Appalachian plants  
A half-mile trail meanders through these gardens that feature 600+ species of Appalachian plants.



Blue Ridge National Heritage Area

4.4 ★★★★★ (33)

Heritage area with cultural attractions  
Heritage region known for its many recreational & cultural activities, from nature walks to museums.



Thomas Wolfe Memorial

4.4 ★★★★★ (68)

Former author home & landmark museum  
Memorial museum in the childhood home of writer Thomas Wolfe, with exhibits & educational programs.



Biltmore Avenue



Eating Asheville Walking Food Tours

4.9 ★★★★★ (42)



Basilica of Saint Lawrence

4.7 ★★★★★ (133)

Basilica with a unique domed ceiling  
Iconic basilica noted for its domed ceiling, with guided & self-guided



## Thomas Wolfe Memorial

Website Directions Save

4.4 ★★★★★ 68 Google reviews  
Museum in Asheville, North Carolina

The Thomas Wolfe House, also known as the Thomas Wolfe Memorial, is a state historic site, historic house and museum located at 52 North Market Street in downtown Asheville, North Carolina. The American author Thomas Wolfe lived in the home during his boyhood. [Wikipedia](#)

**Address:** 52 N Market St, Asheville, NC 28801

**Opened:** 1883

**Area:** 13,070 ft²

**Hours:** Closed - Opens 9AM Tue

**Architectural style:** Queen Anne style architecture

**Added to NRHP:** November 11, 1971

**Phone:** (828) 253-8304

**NRHP Reference Number:** 71000572

[Suggest an edit](#)

**Know this place?** Answer quick questions

### Questions & answers

**Q:** What did this guy do?

[Ask a question](#)

**A:** He wrote Look Homeward Angel

(2 more answers)

[See all questions \(5\)](#)

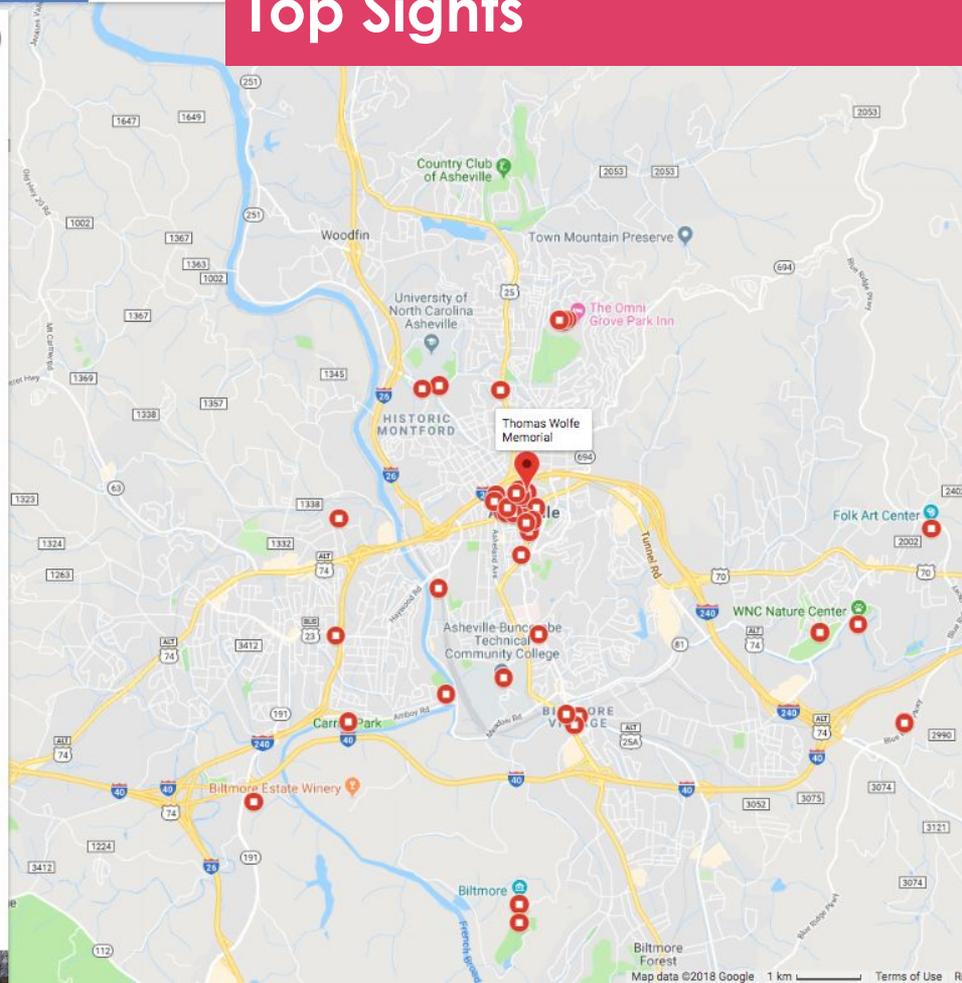
### Popular times

Sundays

Closed Sundays—pick another day

### Plan your visit

People typically spend up to 2 hours here





# Asheville

City in North Carolina

Asheville is a city in western North Carolina's Blue Ridge Mountains. It's known for a vibrant arts scene and historic architecture, including the dome-topped Basilica of Saint Lawrence. The vast 19th-century Biltmore estate displays artwork by masters like Renoir. The Downtown Art District is filled with galleries and museums, and in the nearby River Arts District, former factory buildings house artists' studios.

**Elevation:** 2,134'  
**Weather:** 57°F (14°C), Wind SW at 7 mph (11 km/h), 53% Humidity  
**ZIP Code:** 28801-06, 28810, 28813-16

## Plan a trip

Asheville travel guide

3-star hotel averaging \$167

4 h 5 min flight, from \$340

Asheville on Google

Check out [things to do](#) this weekend in Asheville, N.C., including Halloween fun, fall festivals, art... [more](#)



6 days ago Share

Asheville

TRAVEL GUIDE

# Travel Guides



Photo by Doug Hall

## Asheville

City in North Carolina

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### THINGS TO DO

[SEE ALL](#)



#### Biltmore Estate

4.7 ★★★★★ (8,361)

Historic mansion with gardens & tours



#### Pisgah National Forest

4.8 ★★★★★ (7,947)

Vast forested area for camping & hiking



#### Biltmore Village

Art



#### The North Carolina Arboretum

4.7 ★★★★★ (1,344)

Gardens & nature trails on 434 acres

Asheville



Mon, Nov 19

Tue, Nov 20

2

\$0

\$450+

Guest Rating

Amenities

More Filters

Asheville hotels 137 places

Sort



\$164

Renaissance Asheville Hotel

4.3 ★★★★★ (1,082) · 4-star hotel

Refined modern hotel offering rooms & suites with free Wi-Fi, plus local dining, a bar & a pool.



GREAT DEAL \$99  
28% less than usual

Crowne Plaza Hotels & Res...

4.1 ★★★★★ (968) · 3-star hotel

Posh resort with a 9-hole golf course, plus a restaurant, an outdoor pool & a spa.



\$170

Aloft Asheville Downtown

4.5 ★★★★★ (921) · 3-star hotel

Modern rooms & suites, plus options with pool cabanas, in a hip hotel with dining & perks for...



\$140

Hotel Indigo Asheville Dow...

4.4 ★★★★★ (591) · 4-star hotel

Stylish lodging with walk-in showers & free Wi-Fi, plus an on-site bar & bistro.



\$125

Four Points by Sheraton As...

3.8 ★★★★★ (606) · 3-star hotel

Contemporary lodging with free WiFi & parking, plus a fitness center and meeting/conference...



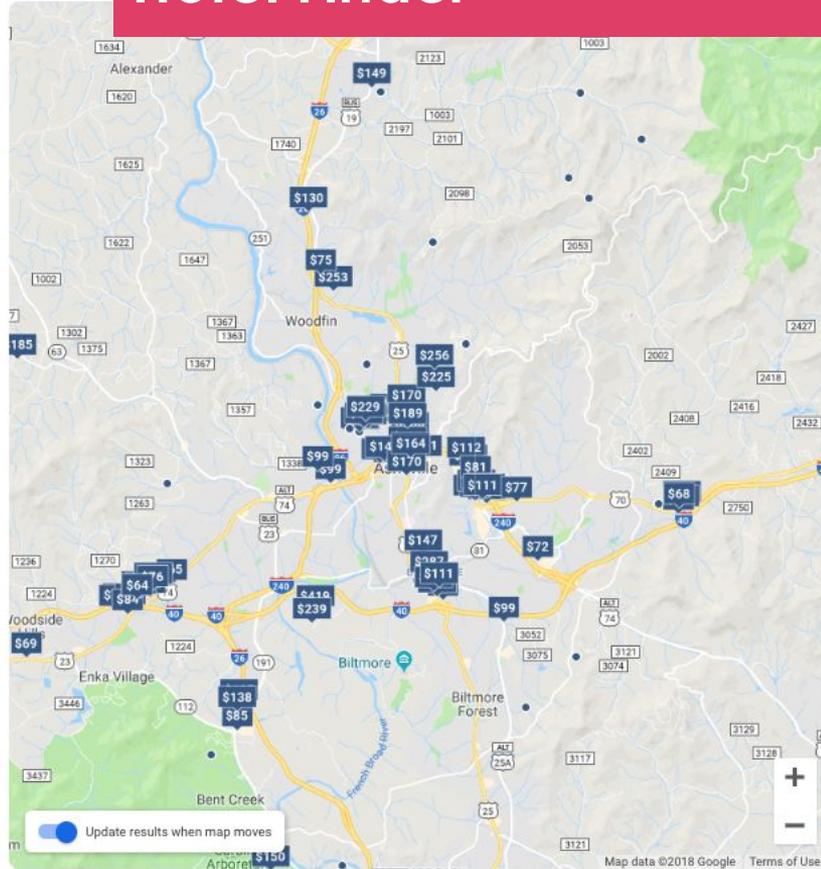
\$141

Hyatt Place Asheville Dow...

4.4 ★★★★★ (592) · 3-star hotel

Modern rooms in a colorful hotel offering a rooftop bar, an indoor pool & a 24/7 fitness...

# Hotel Finder





Add to Your Trips

CREATE TRIP



Reservations



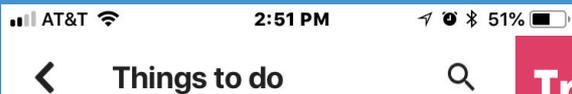
Things to do



Saved places



Day plans



KID FRIENDLY FARTHER AWAY PLACES A-Z



Biltmore House

4.7 ★★★★★ 1,587 reviews



Biltmore Industries Homespun Mu...

5.0 ★★★★★ 4 reviews

**CLOSING SOON: 10:00 AM - 5:30 PM**

Historic fabric-industry exhibits



# Trips App

OVERVIEW TOP SPOTS

Breweries

MORE



The Funkatorium

4.4 ★★★★★ (289)

Taproom serving sour be...

Wicked Weed Brewing...

4.1 ★★★★★ (975)

Hip brewery, restaurant &...

Sweet treats

MORE



French Broad Chocola...

4.6 ★★★★★ (1,357)

Source for sustainable ch...

Short Street Cakes

4.1 ★★★★★ (72)

Bakery specializing in cu...



# Google Assistant

Discover what the  
Google Assistant is.

[Learn more](#) about how you can get  
help from your Google Assistant.



ON YOUR PHONE



ON YOUR SPEAKER



ON YOUR WATCH



ON YOUR LAPTOP



ON YOUR TV



IN YOUR CAR

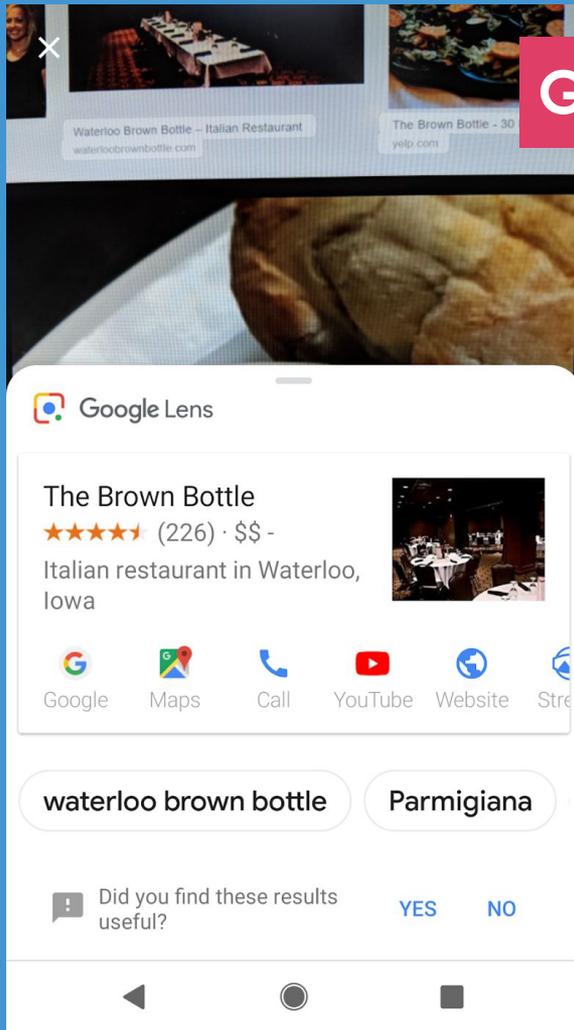
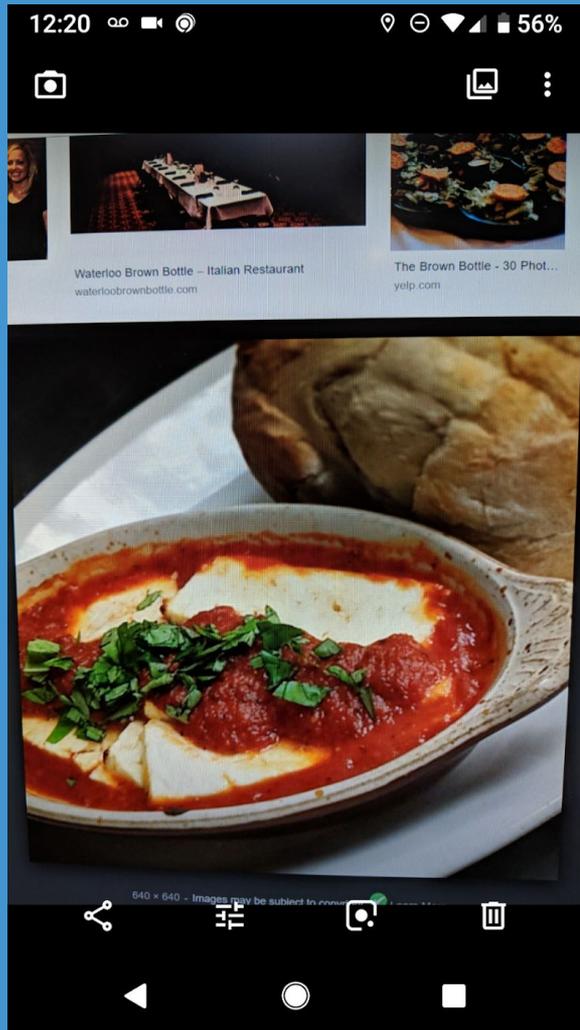


ON YOUR SMART DISPLAY



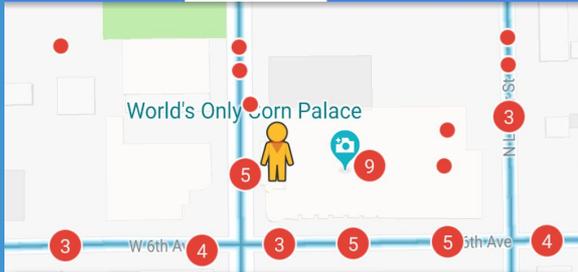
# Google Lens

Identifying  
businesses  
listings by  
pictures and  
text

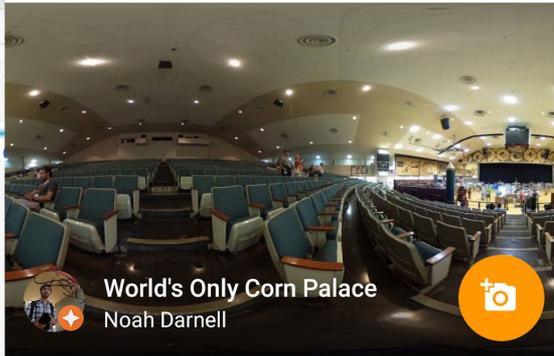


# Google Lens

This is a local business, recognized solely by the food it serves!



World's Only Corn P...  
Multiple photographers

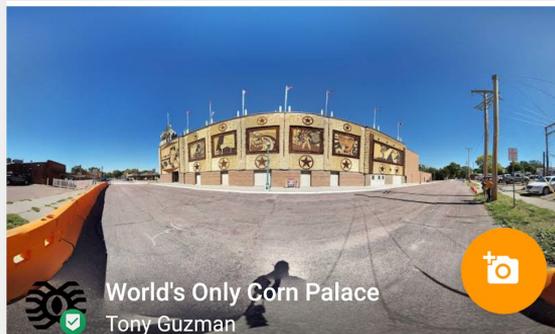


World's Only Corn Palace  
Noah Darnell

Share



World's Only Corn Palace  
Stafford Marquardt

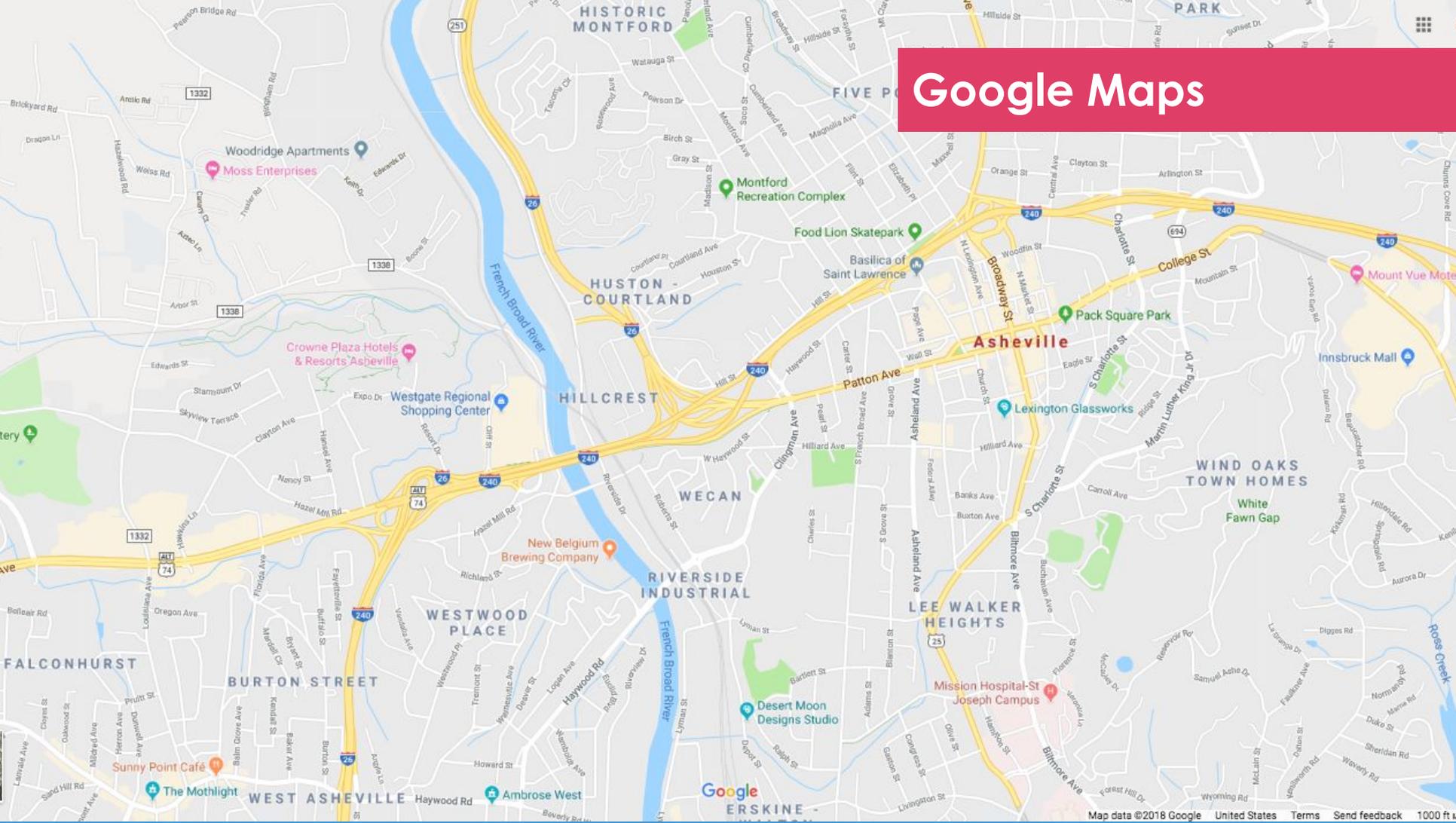


World's Only Corn Palace  
Tony Guzman

# Google Street View



# Google Maps



# Google Earth



Northside Playground  
African American Cultural & Historical...

Cedar Bend Nature Area

Huron River

Plymouth Parkway Park

Island Park

Fuller Park

University of Michigan Medical Center

Taubman Health Center

University of Michigan Nichols Arboretum

University of Michigan School of Public Health

Riverside Park

Palmer Field

Broadway Park

Huron River

Undergraduate Science Building

Sindecuse Museum of Dentistry

Trinity High School

Ingalls Mall

School for Environment and Sustainability

University of Michigan

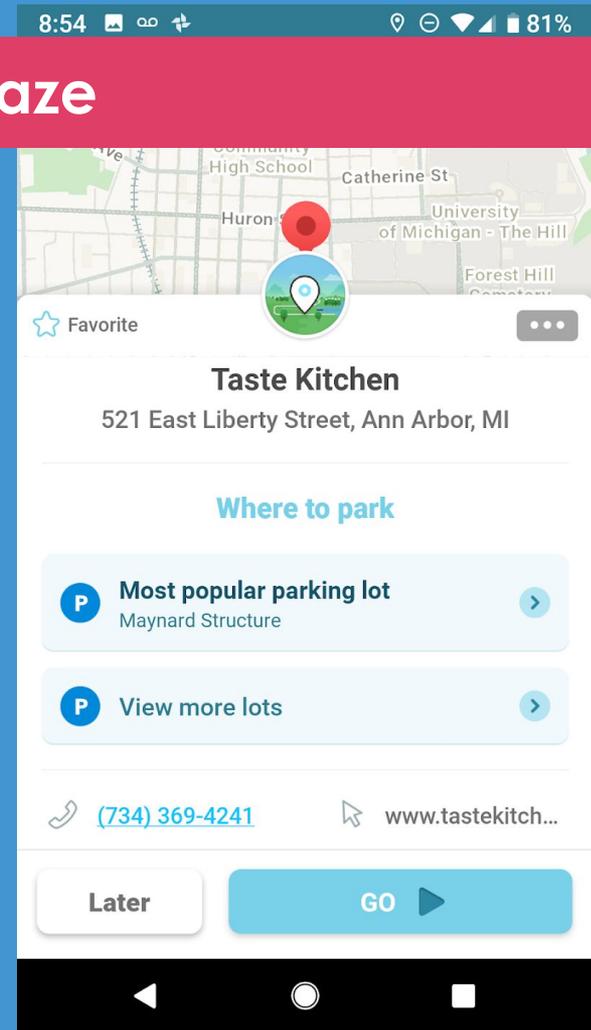
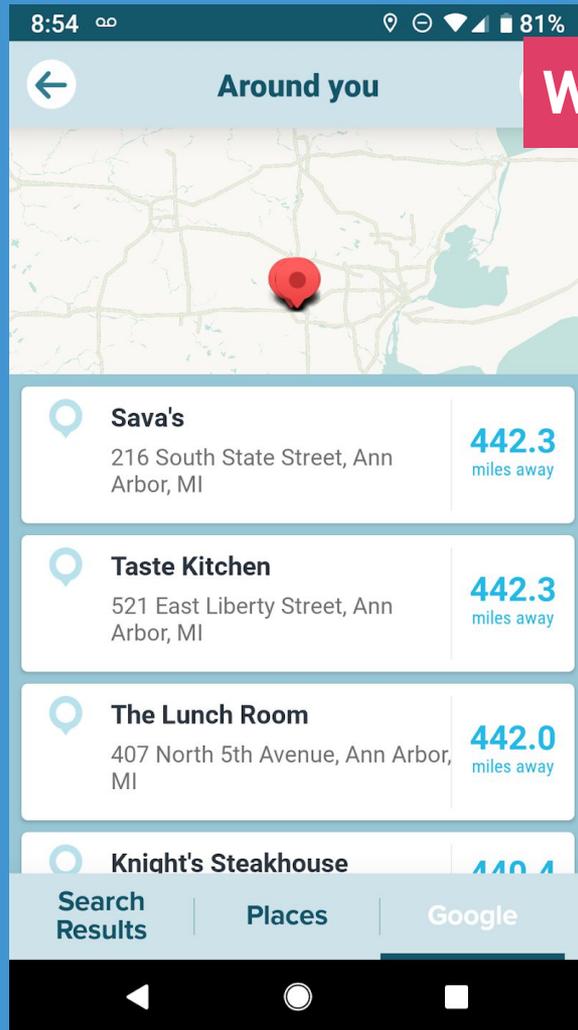
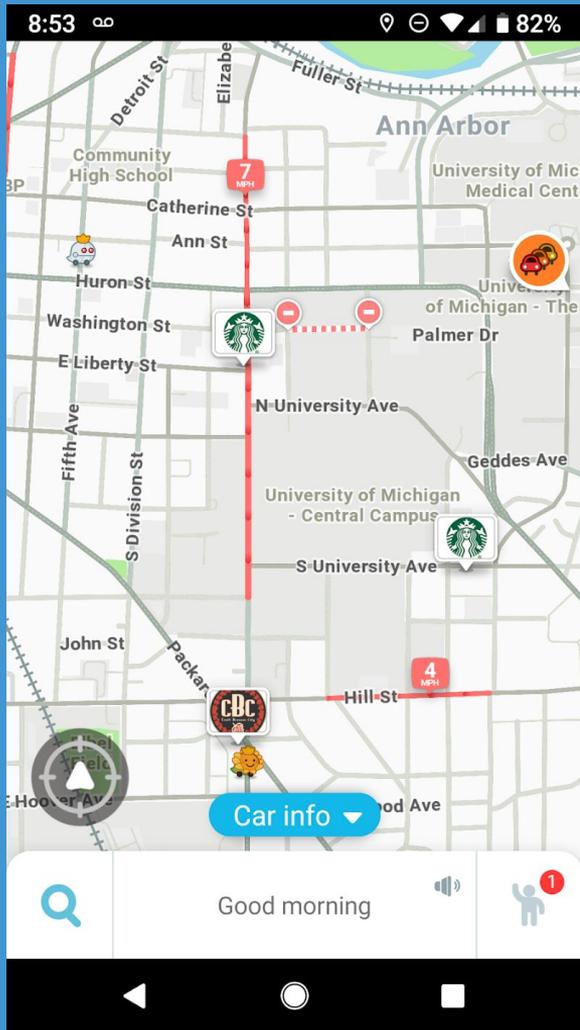
Hatcher Graduate Library

Ann Arbor City Council

Google



Google Camera : 884 m 42°16'42" N 83°44'32" W 271 m 100%





Improving processes and customer care

*"The improvements we've made with Google Maps have made us realize that we can genuinely make a difference in our customers' lives."*

Uwe Beck  
Senior Business Solutions Analyst and Project Manager

READ STORY



Improving patient care

*"Google Maps make our user experience much more satisfying, which means patients will use our service again."*

Ed Beall  
Senior Software Engineer

READ STORY



Bringing Winnie-the-Pooh's Hundred Acre Wood to life

*"Google Maps APIs are great to have in your creative toolkit and they let you think and work in unexpected ways."*

Anna Hill  
Chief Marketing Officer

READ STORY



Delivering groceries across 25 cities in India

*"We built Bigbasket from the ground up using Google Maps APIs. It makes sure we have the right customer locations and deliver to them on time."*

Pranav Jain  
Chief Technology Officer

READ STORY



Improving mobile work productivity

*"Happy customers translate for us. We have Google Maps providing the tools to help us single platform visiting driver's book office."*

Martin Hall  
CEO

READ STORY



Locating methane leaks beneath our city streets

*"We chose to use Google Maps APIs because they have the design features and flexibility we needed to visualize the data in a way that can be easily understood."*

Lawrence Chalk  
IT Director

READ STORY



Helping motorcyclists plan and share road trips

*"The app has been a huge success—people have planned hundreds of thousands of rides on the website, and the apps are each downloaded between 3,000 and 5,000 times a month."*

Alan Oberst  
Chief Technology Officer

READ STORY



let us focus on delivering the most useful transportation

*"Through technology, make it easier for people to perfect room, and come back for a perfect room."*

Andrius Komaravicius  
Vice President of Engineering

READ STORY



Improving the package-tracking experience

*"Google Maps live tracking makes waiting for a parcel an interactive experience. Every recipient can ensure their delivery fits into their daily routine."*

Susanne Müller  
IT Project Manager

READ STORY



Providing clean water and reinventing charity

*"With Google Maps APIs, we were able to create a new way for donors to view exactly where their dollars go."*

Aliciaandra Mowday  
Senior Product Designer

READ STORY



Making it easy to find vacation rentals

*"With the help of the Google Maps APIs, Tripping.com's traffic has grown 2,918%, to more than two million unique monthly visitors."*

Shrey Chh  
Director of Engineering

READ STORY



Delivering groceries on-demand in Latin America

*"With Google Maps, we've built an on-demand grocery delivery service from scratch, and can deliver orders within 90 minutes."*

David Chalmers  
General and Chief Technical Officer

READ STORY



Enabling more intuitive and relevant property searches

*"Google has been leading the way in mapping technology for a long time. Users tend to be familiar with experience, making it easier to use—and the tool has a vast amount of information."*

Michael Reed  
Senior Head of IT, Douglas and Gordon

READ STORY



Locating methane leaks beneath our city streets

*"We chose to use Google Maps APIs because they have the design features and flexibility we needed to visualize the data in a way that can be easily understood."*

Geoffery  
Manager in the Office of Chief Scientist

READ STORY



Helping guests book rooms

*"Through technology, make it easier for people to perfect room, and come back for a perfect room."*

Heidi Stevens  
Social Strategy Manager

READ STORY



Helping guests book rooms

*"Through technology, make it easier for people to perfect room, and come back for a perfect room."*

Veronica Subramaniam  
Vice President of Digital UX

READ STORY



Helping consumers research properties

*"Google Maps APIs help us give context to customers as they conduct research and evaluate possible options with respect to location."*

Arnd Heine Single  
Senior Vice President of Product Management

READ STORY



Helping riders in Brazil book taxis

*"Standardizing on Google Maps was a great move for us. We needed a way to improve the whole user experience."*

Arthuro Freitas  
Co-founder

READ STORY



Tracking company fleets for business use

*"With Google Maps, we've created a platform that allows our customers to track their fleets and avoid tax penalties for the personal use of company vehicles."*

Glen Bergen  
Chief Technology Officer

READ STORY



Making waste collection more sustainable

*"Google Maps is an essential part of the service we provide—forming the basis of user interaction with our product, and helps people quickly understand what is happening by giving them a live view of all activities."*

Hakim Nabiladi  
CEO

READ STORY



Helping passengers track their journey and plan destinations

*"Everyone knows how to use Google Maps, and it has far more details about things travelers are interested in than any other mapping service, so it was the clear choice for Eurostar."*

Ann-Hel  
Vice and Senior Partnership Solutions

READ STORY



Reducing incorrect deliveries by 20%

*"We have used many different telematics and map providers over the years, and none have gained as much appreciation from my end and users as the Google Maps APIs for Work."*

Mark Gorman  
CEO and Co-founder

READ STORY

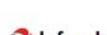


Creating a more fun, immersive and social workout

*"We've seen our customers get more active, reach their goals and explore the world while doing it."*

Clayton Stamer  
Head of Product Development for iX

READ STORY



Helping people find what they need

*"Ask Izzy gives home information about on-demand services such as employment, resource, charging stations, etc. advice."*

Glenn Brown  
Product Manager

READ STORY



Displaying modern, interactive route maps

*"We have been able to increase the percentage of flights booked via the route map by more than 40 percent. In the future we are planning to integrate prices into our map—similar to Google Flight Search."*

Fabian Wöhrle



Helping homeowners see their homes in a whole new way

*"It's all about personalization and relevance. My agent sending me a site with personalized information based on how I can better protect my home and family. That's powerful."*

Shelagh Sweeney  
Director of Digital and Social Engagement

READ STORY



Directing drivers to free parking spots

*"AppyParking has helped more than 100,000 users find parking spaces faster and with less stress."*

Sam Hubbard  
CEO and Co-founder

READ STORY



Making sales data actionable

*"Google Maps makes it easy for our customers to get more out of Salesforce with accurate, approachable visuals."*

Scott Armstrong  
CEO/Executive

READ STORY



Improving on-the-road productivity of financial consultants

*"With Google Maps APIs, we've improved the productivity of our mobile financial consultants by helping them visit more people every day, and giving them financial data at their fingertips."*

Dr. Norbert Schenk



Visualizing ecological and social impact

*"Through GRAS, we've made this information accessible not only to governments and NGOs, but also to businesses, financial institutions and individuals."*

Dr. Norbert Schenk

READ STORY



Building interactive mall experiences for kiosks and mobile

*"We decided to build a solution that would work on touchscreen kiosks and mobile devices to detect visitors' locations and give them interactive walking directions in real time."*

READ STORY



Enhancing intelligent visualisation

*"Google definitely is helping Madras Cam market share in the business—a significant industry."*

READ STORY

# Maps API Customers

3

**Most of that information is coming from your customers not from you.**



Home

Photography

Travel

Food & Drink

Local Stories

Meet-ups

How-tos

Announcements

Help Desk

Idea Exchange

### Local Guides Connect

Share tips, discoveries, and news with the community for people on Google Maps

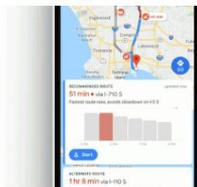


# 50,000,000+ Local Guides Worldwide

#### Announcements



TiffanyL99  
Oct 10, 2018



Avoid the stress of daily travel with Google Maps' new commute

15 42



AriMar  
Oct 9, 2018



Two Googlers share what it's like to organize Connect Live

74 161



Local Guides shine at Connect Live Lima

121 241



Countdown to Connect Live: Let's look back

177 308

# 700,000+ Places Added/Mo.

[See more](#)

#### Trending



AriMar



NayaraA



brittym



AriMar

Restaurants

Back to results

Bill's Restaurant  
4.8 ★★★★★ · 76 reviews  
Fine Dining Restaurant

SAVE NEARBY SEND TO YOUR PHONE

Independently owned choice offering seasonal New American cuisine in simple, low-lit surrounds.  
Comfort food · Quick bite · Healthy options

420 Frederica St, Owensboro, KY 42301  
atbills.com  
(270) 852-8120  
Open now: 11AM–2PM, 5–9PM  
Add a label  
SUGGEST AN EDIT

Jameson's Public House  
4.6 ★★★★★ 116 reviews  
Bar · \$\$\$ · 37 min

OVERVIEW REVIEWS PHOTOS

DIRECTIONS CALL SAVE SHARE PLACE

Bar games · Happy hour food · Happy hour ...

Know this place?  
Help others decide! OK CLOSE

Add a photo

Review summary

10:01

C.A. Clark

CONTRIBUTE REVIEWS PHOTOS EDITS

Natural Grocers  
You visited 5 days ago

Which photo do you think is more helpful?

SKIP

MORE CHOICES

Pratt Street Ale House

Applebee's Grill + Bar  
Casual American bar & grill chain

10:02

Keller Theresa M  
905 Franklin St, Waterloo, IA 50703

Phone

Is this the right phone number?  
(319) 874-3000

YES NO NOT SURE

NEXT PLACE

← C.A. Clark

## Badges

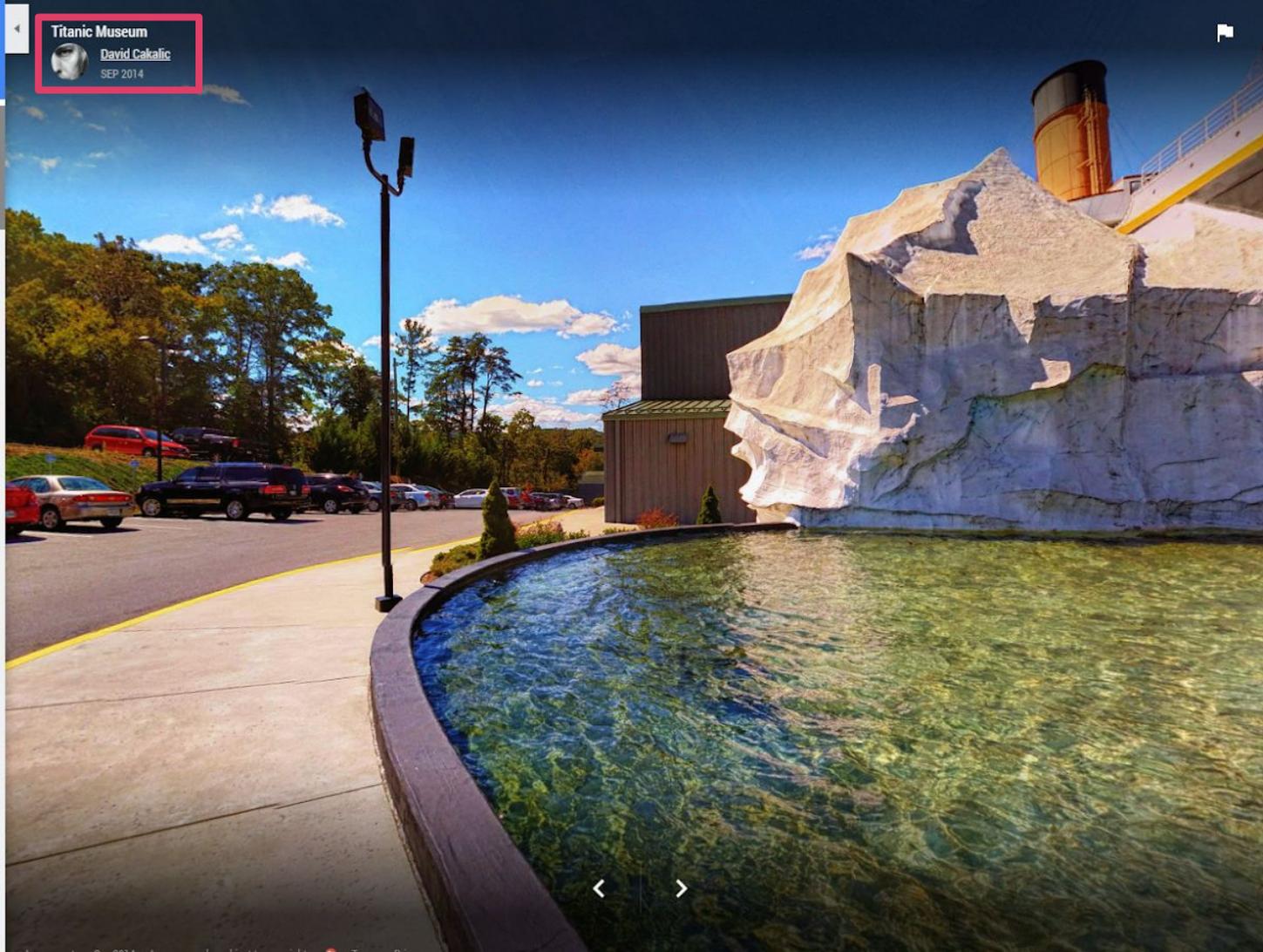
Expert  
ReviewerNovice  
PhotographerNovice Fact  
FinderNovice  
Trailblazer

## Number of Contributions

Reviews	104
Ratings	17
Photos	58
Videos	2
Answers	1,813
Edits	47
Places added	4
Facts checked	7
Q&A	3

## Contributions to your Business Information including:

- Reviews
- Ratings
- Photos
- Videos
- 360s
- Answers
- Edits
- Places
- Facts
- Questions & Answers



☰

✕



**David Cakalic**  
Local Guide · Level 6

2,468 points >

1,500 3,500 5,000

REVIEWS

📷 205 👁 15,042,959

# 15 Million Views on 200 Photos

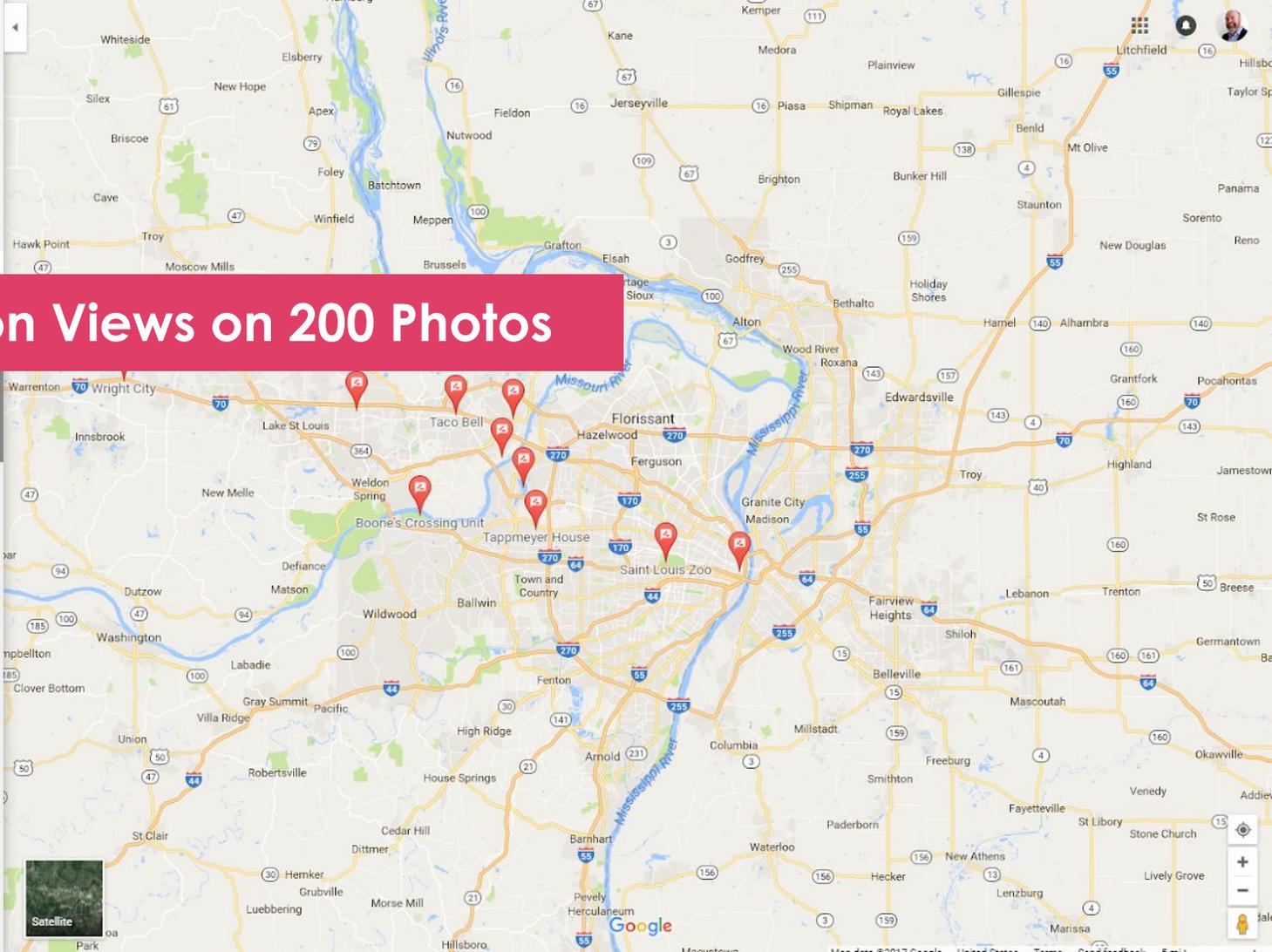
🌲 **Boone's Crossing Unit**  
Chesterfield, MO 63005

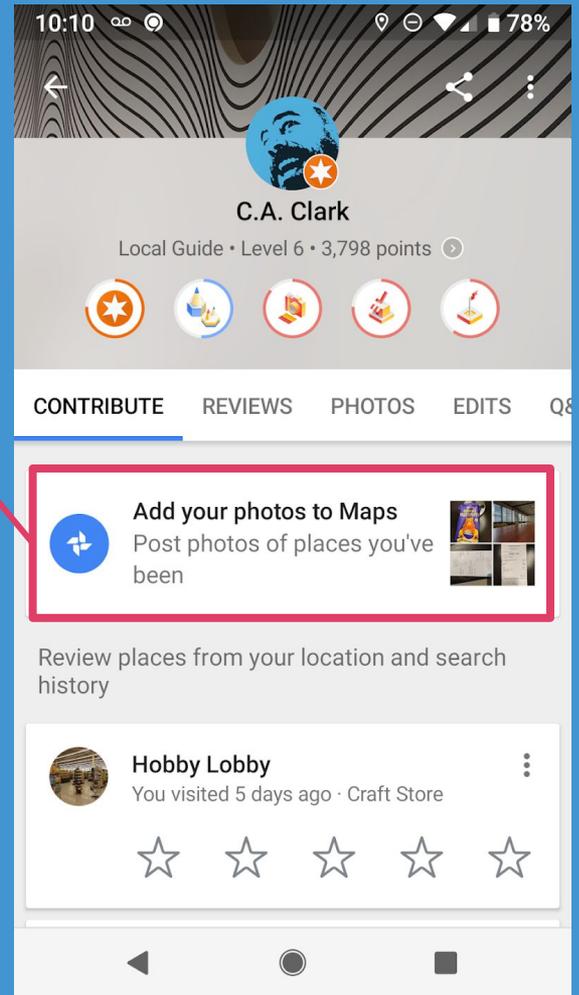
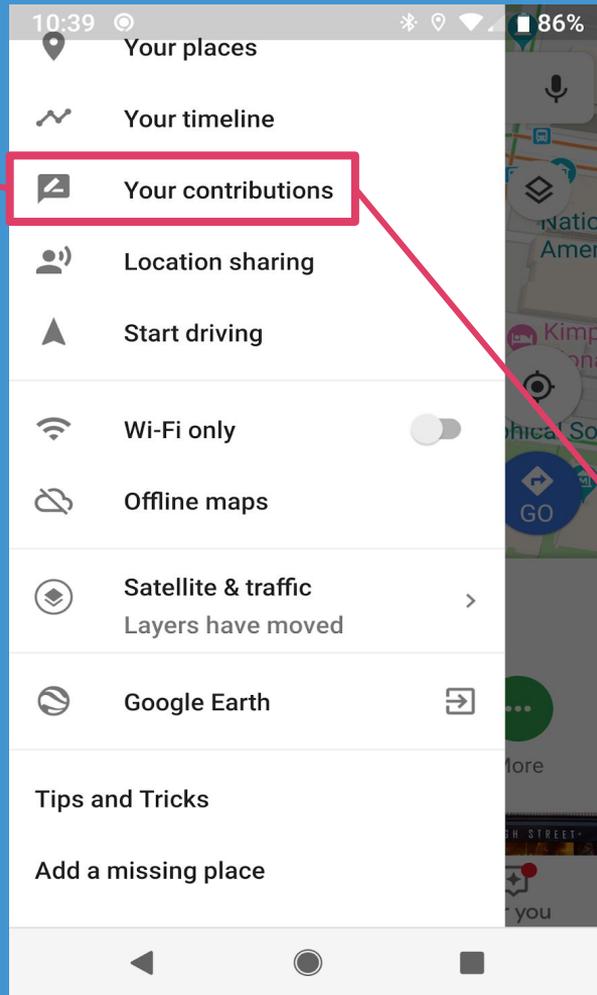
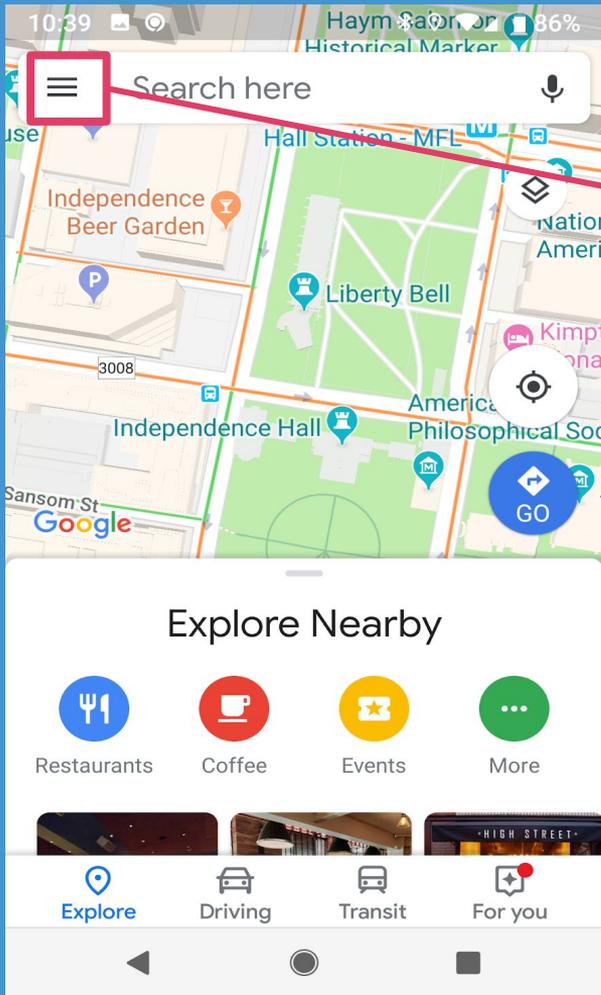


🌳 **Saint Louis Zoo**  
Government Drive, St. Louis, MO 63110



🌳 **Wright City**  
Missouri

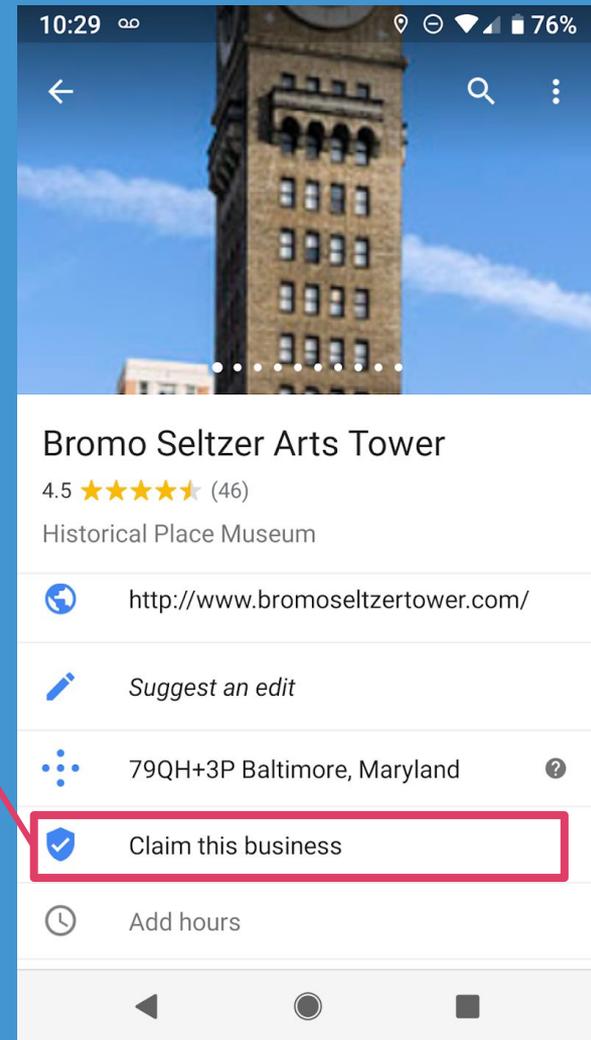




# A quick checklist for your Google My business listing

## Make Sure You've Claimed Your Business

*Search for your business name and look for this icon. If you see it - you'll need to claim your business listing to get access to many of the features.*



- ❑ **Access your Google My Business Dashboard at least once a month.**

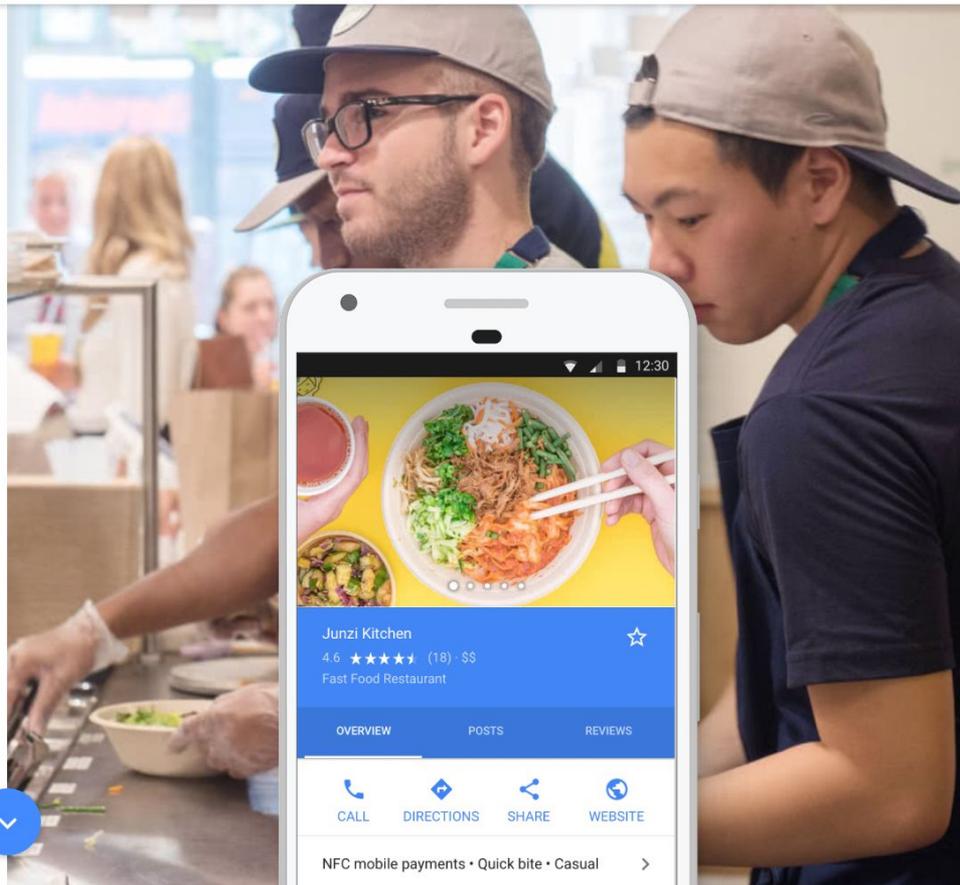


# Make the most of your free Google listing.

Show up when customers search for your business or businesses like yours on Google Search and Maps. Google My Business lets you post updates to showcase what's new, respond to reviews to build loyalty and add photos to highlight what makes your business special.

MANAGE NOW

Have questions? Give us a call: **1-844-491-9665** \*



About 122,000 results (0.46 seconds)

**Your business on Google**  
Bermuda Visitor Services Centre Dockyard

**Edit info** Create post Add photo Reviews Create ad

Top things to do

- New photos**  
VIEW PHOTOS
- When did your business first open?**  
Tell customers how long you've been in business  
ADD OPENING DATE
- Have news to share with your customers?**  
Tell customers about special events, promotions, or products  
CREATE POST

Visible only to you Feedback

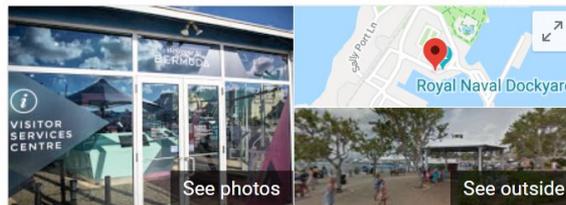
### Bermuda's Visitor Services Centres // Go To Bermuda

<https://www.gotobermuda.com/article/bermudas-visitor-information-center>

Bermuda's Visitor Services Centres – Everything You Need & More. ... and improved offerings at Bermuda's BVSCs now at the Royal Naval Dockyard, located ...  
You visited this page on 8/29/18.

### Royal Naval Dockyard Visitor Services Centre // Go To Bermuda

<https://www.gotobermuda.com/profile/royal-naval-dockyard-visitor-services-centre/2000>



## Bermuda Visitor Services Centre Dockyard

Website Directions Save

4.8 ★★★★★ 4 Google reviews  
Visitor center in Bermuda

**Address:** Dockyard Terrace Sandys MA, Bermuda  
**Hours:** Closes soon: 4PM · Opens 8:30AM Thu  
**Phone:** +1 441-296-9400

**Edit your business information**

Add missing information

Know this place? Answer quick questions

Questions & answers  
Be the first to ask a question

Ask a question

Send to your phone

Send

- ❑ **Make sure your basic information is complete (and up to date!)**

Check Your:

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

Google My Business

Search locations

Bermuda Botanical Gardens  
169 South Road  
Devonshire  
Bermuda

- Home
- Posts
- Info**
- Insights
- Reviews
- Photos
- Website
- Users
- Create an ad
- Add new location
- Manage locations
- Linked accounts
- Settings
- Support

**Bermuda Botanical Gardens** ✎

Botanical Garden ✎

- 📍 169 South Road Devonshire ✎
- 🕒 *Add hours* ✎
- 📞 (441) 236-4201 ✎
- 🌐 *Add URL* ✎
- ♿ **Accessibility**  
Wheelchair accessible entrance ✎
- 🍷 **Amenities**  
Good for kids ✎
- 📄 *Add business description* ✎
- 📅 *Add opening date* ✎
- 📷 *Add photos*

publish updates to make sure that they're accurate. [Learn more](#)

**ACCEPT ALL FOR THIS LOCATION**

Your business is live on Google

- 🌐 View on Search
- 📍 View on Maps

Close or remove this listing ▾

Advanced information

Store code	<i>Enter store code</i>	✎
Labels	<i>Enter labels</i>	✎
AdWords location extensions phone	<i>Enter AdWords phone</i>	✎

Check Your:

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

Make sure hours are accurate

Miles Partnership

6751 Professional Parkway West Suite 200  
Sarasota, FL 34240

- Home
- Posts

Info

- Insights
- Reviews
- Messaging
- Photos
- Website
- Users

- Create an ad
- Add new location

- Manage locations
- Settings
- Support

Sunday	Closed
Monday	8:30 am-5:00 pm
Tuesday	8:30 am-5:00 pm
Wednesday	8:30 am-5:00 pm
Thursday	8:30 am-5:00 pm
Friday	8:30 am-5:00 pm
Saturday	Closed

Advanced information

Store code 19008869

- Add special hours
- (941) 342-2300  
(800) 683-0010  
(877) 342-2300  
(877) 342-2424
- Website  
http://www.milespartnershi
- Appointment URL  
Add URL
- Add attributes
- Add business description
- Add opening date
- Add photos

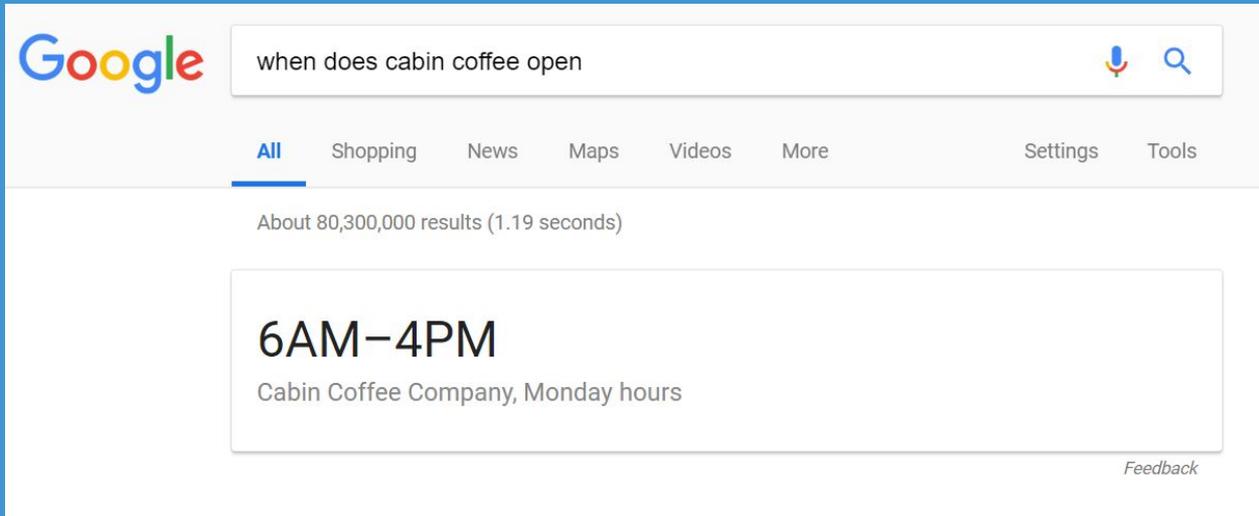
Hours

Sunday	<input type="checkbox"/> Closed			
Monday	<input checked="" type="checkbox"/> Open	8:30 am	5:00 pm	<a href="#">ADD HOURS</a>
Tuesday	<input checked="" type="checkbox"/> Open	8:30 am	5:00 pm	<a href="#">ADD HOURS</a>
Wednesday	<input checked="" type="checkbox"/> Open	8:30 am	5:00 pm	<a href="#">ADD HOURS</a>
Thursday	<input checked="" type="checkbox"/> Open	8:30 am	5:00 pm	<a href="#">ADD HOURS</a>
Friday	<input checked="" type="checkbox"/> Open	8:30 am	5:00 pm	<a href="#">ADD HOURS</a>
Saturday	<input type="checkbox"/> Closed			

CANCEL APPLY

Please note: Edits may be reviewed for quality and can take up to 3 days to be published. [Learn more](#)

Hours are now displayed as quick answers (and as spoken responses from Google Assistant!)



The image shows a Google search interface. The search bar contains the text "when does cabin coffee open". Below the search bar, there are navigation tabs for "All", "Shopping", "News", "Maps", "Videos", "More", "Settings", and "Tools". The "All" tab is selected. Below the tabs, it says "About 80,300,000 results (1.19 seconds)". A large white box displays the quick answer "6AM-4PM" in bold black text, with "Cabin Coffee Company, Monday hours" in smaller text below it. A "Feedback" link is visible in the bottom right corner of the white box.

**NEW!**

These exposures are now counted in your Insights tab of GMB.

**miles**  
PARTNERSHIP

# Business descriptions are back

- Home
- Posts
- Info**
- Insights
- Reviews
- Messaging
- Photos
- Website
- Users
- Create an ad
- Add new location
- Manage locations
- Settings
- Support

Monday	8:30 am-5:00 pm	Advanced information
Tuesday	8:30 am-5:00 pm	
Wednesday	8:30 am-5:00 pm	
Thursday	8:30 am-5:00 pm	
Friday	8:30 am-5:00 pm	
Saturday		
Sunday		

Store code 19008869

From the business

Write a brief description of your business. [Learn more](#)

0 / 750

**CANCEL** **APPLY**

**Please note:** Edits may be reviewed for quality and can take up to 3 days to be published. [Learn more](#)

- Add business description**
- Add opening date
- Add photos

Ravish Honolulu

OVERVIEW POSTS REVIEWS PHOTOS

## FROM RAVISH HONOLULU

"Serving innovative dishes and cocktails, RAVISH at THE MODERN HONOLULU is about reveling in Hawaii's culinary renaissance. Believing food should be experienced, not just enjoyed, Our team will take you on an innovative culinary journey from the...[More](#)

## WEB RESULTS

[Ravish Honolulu - Book A Table - 418 Photos & 123 Reviews - ...](#)

<https://www.yelp.com> > biz > ravish-hon...  
123 reviews of Ravish Honolulu "My longtime friend and I had a lot of catching up to do, and Ravish was the perfect place for our ... Photo of Ravish Honolulu - Honolulu, HI, United States.

Know this place?  
Answer quick questions

OK CLOSE

☐ Check your photos.



This was the **cover photo** for a hotel in south Florida.

### Ravish Honolulu

1775 Ala Moana Blvd  
At THE MODERN HONOLULU  
Honolulu, HI 96815

- Home
- Posts
- Info
- Insights
- Reviews
- Messaging
- Photos**
- Bookings
- Website
- Users

Overview

By owner

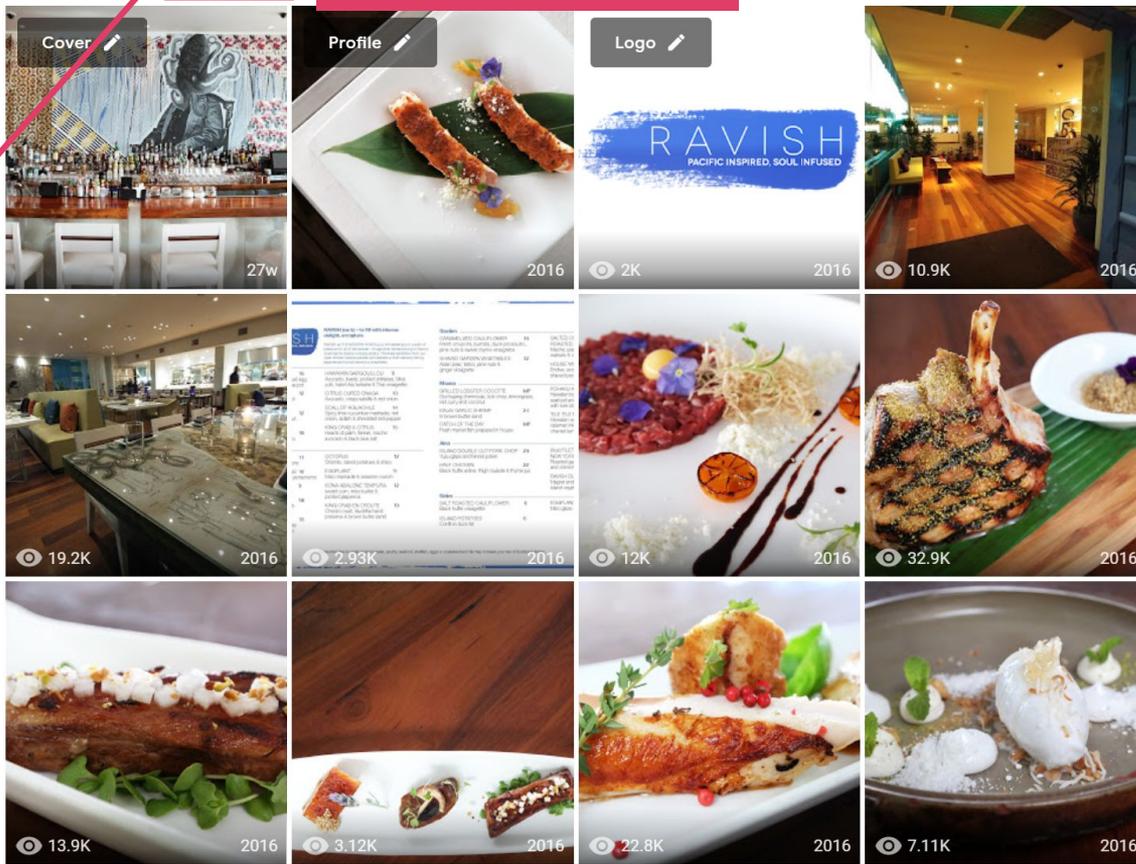
# 24 Images

Food and drink

Menu

T

≡



### Ravish Honolulu

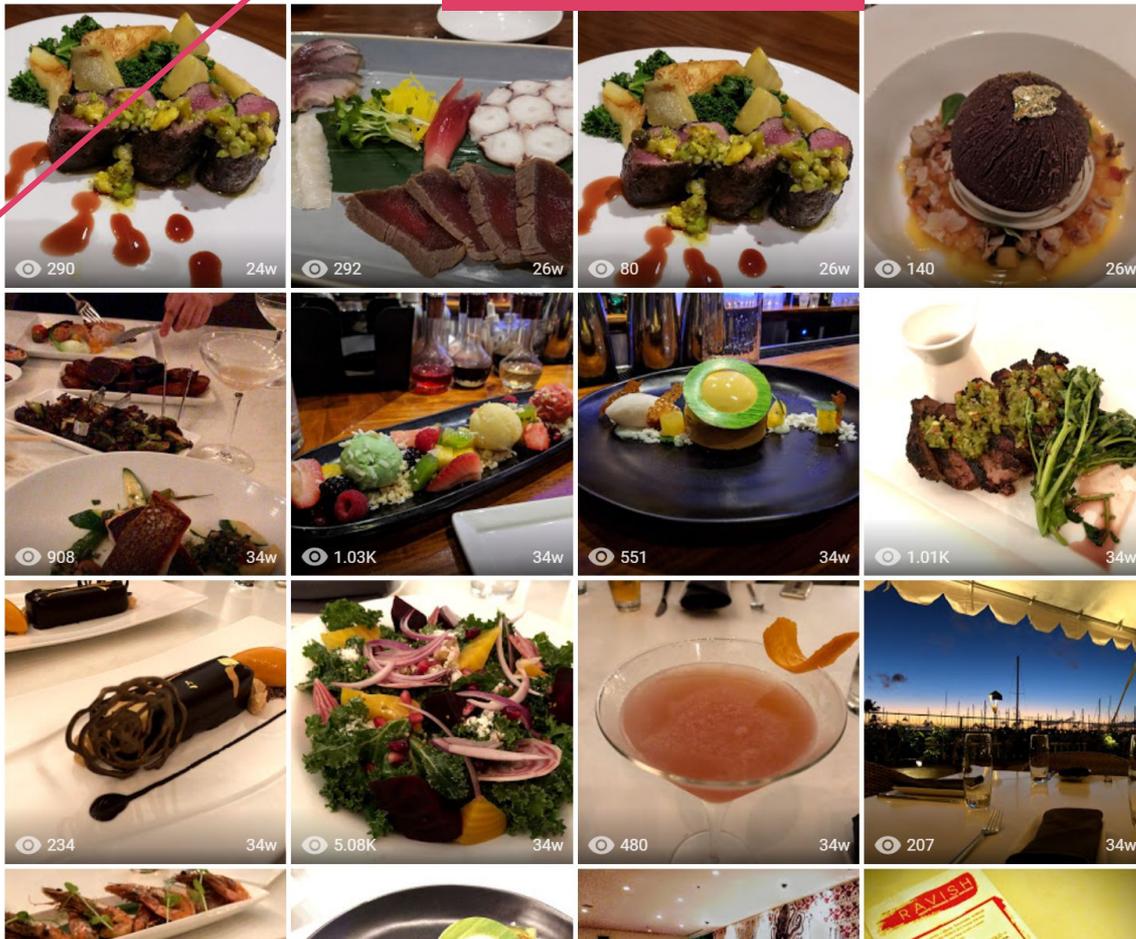
1775 Ala Moana Blvd  
At THE MODERN HONOLULU  
Honolulu, HI 96815

- Home
- Posts
- Info
- Insights
- Reviews
- Messaging
- Photos**
- Bookings
- Website
- Users

Overview By owner **By customer**

# 148 Images

drink Menu T > ☰



Ravish Honolulu

1775 Ala Moana Blvd  
At THE MODERN HONOLULU  
Honolulu, HI 96815

- Home
- Posts
- Info
- Insights
- Reviews
- Messaging
- Photos**
- Bookings
- Website
- Users

Overview

By owner

By customer

148 Images

drink

Menu

T

>

≡



Listings with quality photos are **twice as likely** to generate engagement with customers.



290

908

234

34w

5.08K

34w

480

34w

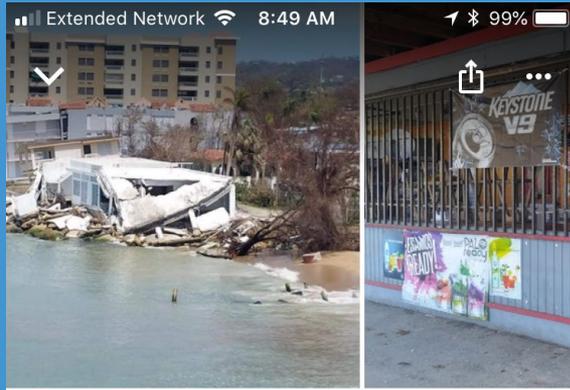
207

26w

34w

34w

# Which Beach Would You Visit?



## Balneario de Rincón

4.4 ★★★★★ (360)

Public Beach · 🚗 5 min

📍 Start (5 min)

🚗 Directions



SAVE



SHARE



DOWNLOAD

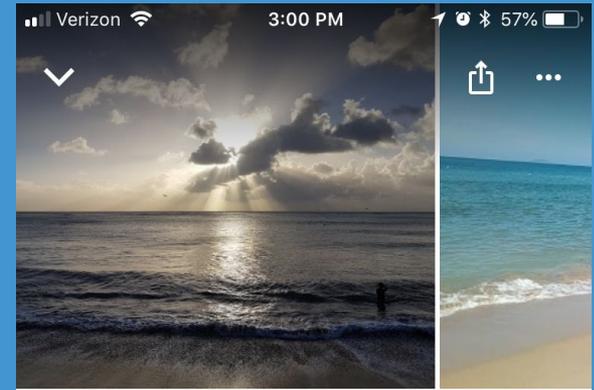
Popular for swimming & snorkeling, this beach offers picnic areas & changing rooms with showers. >



Rincon, Rincón 00677, Puerto Rico



Suggest an edit



## Balneario de Rincón

4.4 ★★★★★ (385)

Public Beach

📍 Directions



SAVE



SHARE



DOWNLOAD

Popular for swimming & snorkeling, this beach offers picnic areas & changing rooms with showers. >



Rincon, Rincón 00677, Puerto Rico



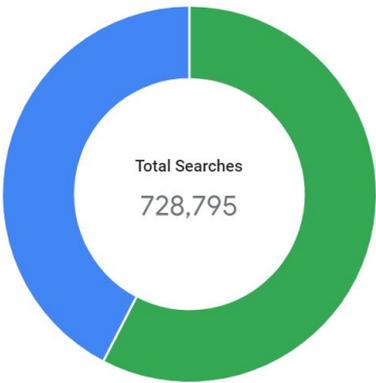
Suggest an edit

- ❑ **Check Insights to get a better understanding of how customers see your business.**

- Home
- Info
- Insights**
- Reviews
- Messaging
- Photos
- Bookings
- Website
- Users

### How customers search for your business

1 quarter



- Direct**  
Customers who find your listing searching for your business name or address
- Discovery**  
Customers who find your listing searching for a category, product, or service

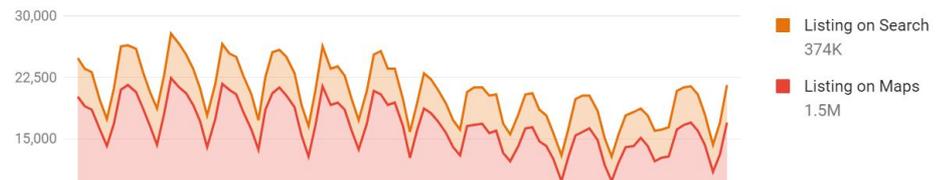
Businesses with recent photos typically receive more clicks to their websites. [Post photos](#)

### Where customers view your business on Google

The Google services that customers use to find your business

1 quarter

Total views 1.88M



- Home
- Info
- Insights**
- Reviews
- Messaging
- Photos
- Bookings
- Website
- Users
- Create an ad
- Add new location
- Manage locations
- Linked accounts
- Settings
- Support

How customers search for your business

1 quarter

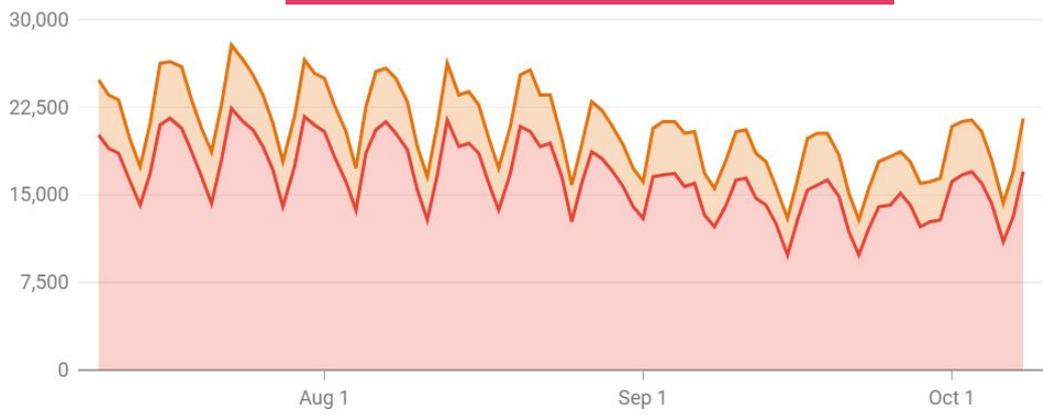
Where customers view your business on Google

The Google services that customers use to find your business

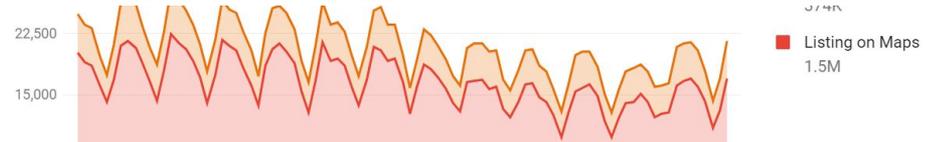
1 quarter

Total views 1.88M

1,880,000 Views



- Listing on Search 374K
- Listing on Maps 1.5M



- ❑ **Check Insights to get a better understanding of how customers see your business.**



# Ravish Honolulu

1775 Ala Moana Blvd  
At THE MODERN HONOLULU  
Honolulu, HI 96815

- Home
- Posts
- Info
- Insights
- Reviews**
- Messaging
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- Bookings
- Website
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← Back



**Ashley Biehl**  
★★★★★ 24 weeks ago

Great service, great cocktails, delicious food. Have the pork belly bao if you want your life to be complete. Mom had the lobster poached in butter with lemon ricotta ravioli and I had sushi. All of it was delicious. Servers were attentive and knowledgeable. Fantastic atmosphere—definitely sit outside. It's a covered patio with little fire heaters. We were very comfortable.



(owner)  
Just now

[Your reply](#)

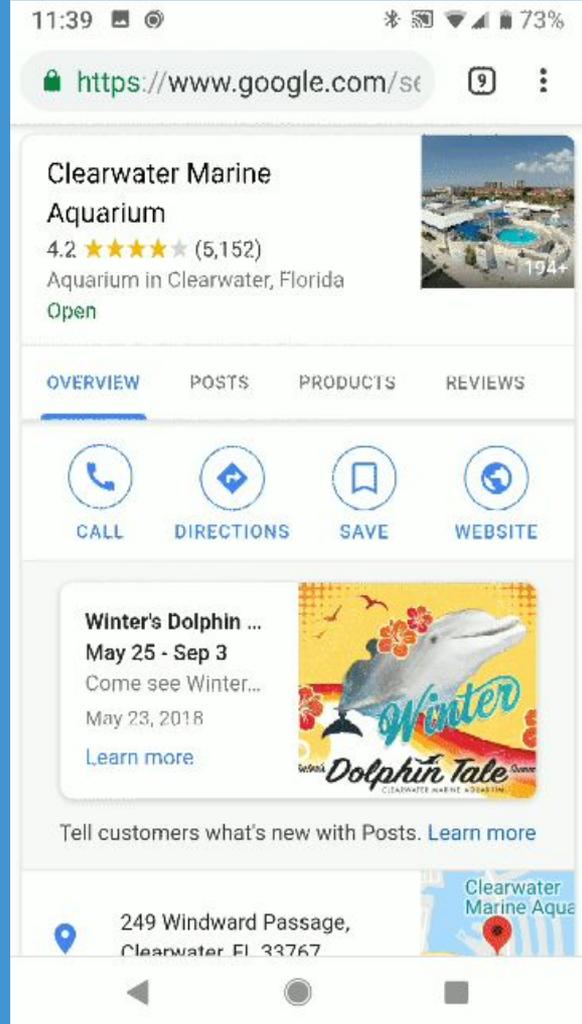
Thanks so much for your review, so glad you had a good experience at Ravish Honolulu. We pride ourselves on delivering quality service to our customers in Waikiki. If you liked our pork belly bao, you should try our double cut smoked pork chop on your next visit! Hope to see you again soon!

Please note that your reply will be displayed **publicly** on Google and must comply with Google's local content policies.  
[Learn more](#)

**Post reply**

Cancel

❏ **Make a “Post”**  
*A great no-cost feature to attract more customers.*



### Ravish Honolulu

1775 Ala Moana Blvd  
At THE MODERN HONOLULU  
Honolulu, HI 96815

Home

**Posts**

Info

Insights

Reviews

Messaging

Photos

Bookings

Website

Users

Create an ad

Add new location

Manage locations

Linked accounts

Settings



Write your post

All

What's new

Events

Offers

Updated Jan 29, 2018



#### EATS & BEATS Featuring Brady Evans

Feb 6, 5:00 PM – 7:00 PM

Experience EATS AND BEATS, our new Pop-up art show. Join us featuring artist Brady Evans during Happy Hour 5p-7p. Grab a cool headphones while our silent DJ spins, and check out his latest art display. Brady will be doing a live demo drawing projected during

[Learn more](#)

Create post

PREVIEW

**PUBLISH**

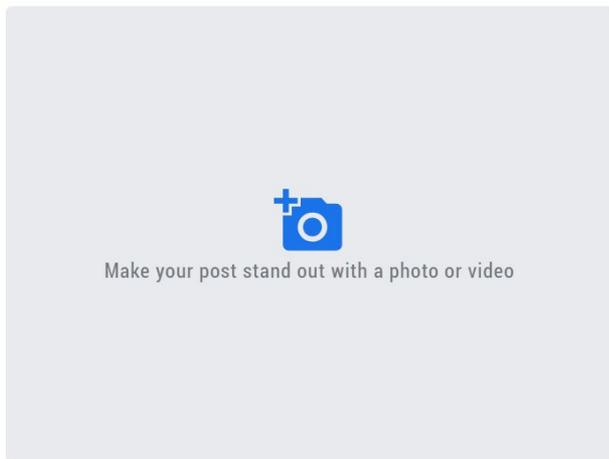
What's New

Event

Offer

Product

Need some ideas? Look at some sample posts.



Write your post

100 - 300 words

Add a button





About 22,000 results (0.76 seconds)

### ✓ Ravish Restaurant Honolulu – Raw plates, Grill, Sushi and Cocktails ...

[www.ravishhonolulu.com/](http://www.ravishhonolulu.com/)

From the ingredients to the innovative minds creating the dishes and cocktails served with them, **RAVISH** at THE MODERN HONOLULU is about reveling in Hawaii's culinary renaissance. Believing food should be experienced, not just enjoyed, **RAVISH's** Pacific Rim influences blend our Island's bounty with Pacific Asian ...

[Dinner](#) · [Careers](#) · [Reviews](#)

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### ✓ Ravish Honolulu - 344 Photos & 112 Reviews - Asian Fusion - 1775 ...

<https://www.yelp.com> · [Restaurants](#) · [Asian Fusion](#)

★★★★★ Rating: 4 - 112 reviews - Price range: \$31-60

112 reviews of **Ravish Honolulu** "First time at this hotel and restaurant. Was here attending an event on healthy. Food was really good, with healthy options. Definitely need to come back."

### ✓ Ravish Restaurant - The Modern Honolulu

<https://www.themodernhonolulu.com/ravish-restaurant-honolulu>

★★★★★ Rating: 4.5 - 4,219 reviews

The next generation of **Honolulu** chefs. The next unexpected **Honolulu** experience. And with that, we introduce: **RAVISH** - A "Pacific Inspired, Soul Infused" Restaurant Experience. **RAVISH** at THE MODERN HONOLULU immerses you in a path of pleasure for all of the senses – imaginative dishes strong on flavors charmed ...

### ✓ Ravish, Honolulu - Restaurant Reviews, Phone Number & Photos ...

<https://www.tripadvisor.com> · [...](#) · [Oahu](#) · [Honolulu](#) · [Honolulu Restaurants](#)

★★★★★ Rating: 4.5 - 92 reviews - Price range: \$\$\$\$

Reserve a table at **Ravish, Honolulu** on TripAdvisor: See 92 unbiased reviews of Ravish, rated 4.5 of 5 on TripAdvisor and ranked #149 of 2479 restaurants in Honolulu.

### ✓ First Look: Ravish at The Modern Honolulu - Biting Commentary ...

[www.honolulumagazine.com/Honolulu.../First-Look-Ravish-at-The-Modern-Honolulu...](http://www.honolulumagazine.com/Honolulu.../First-Look-Ravish-at-The-Modern-Honolulu...)

Jan 27, 2017 - Photos: Courtesy of **Ravish**. Ravish, the newest farm-to-table foodie destination in Waikiki, fills the void left by Morimoto, which recently left its space in The Modern **Honolulu**. The room itself is largely the same, but the mixed-media artwork is fresh and hip, and there appear to be a few more cozy nooks for ...

### ✓ Ravish - The Modern Honolulu Restaurant - Honolulu, HI | OpenTable

<https://www.opentable.com> · [Home](#) · [United States](#) · [Hawaii](#) · [Oahu](#) · [Waikiki](#)

★★★★★ Rating: 4.2 - 100 reviews - Price range: \$31 to \$50



## Ravish Honolulu ★

[Website](#)
[Directions](#)

4.6 ★★★★★ 33 Google reviews

\$\$ · Pacific Rim Restaurant

**Address:** 1775 Ala Moana Blvd, At THE MODERN HONOLULU, Honolulu, HI 96815

**Hours:** Closed · Opens 5PM

**Menu:** ravishhonolulu.com

**Reservations:** opentable.com

**Phone:** (808) 943-5900

Suggest an edit


**Ravish Honolulu**  
on Google

**Feb 6, 5:00 PM - 7:00 PM**
**EATS & BEATS Featuring Brady ...**

Experience EATS AND BEA...

5 hours ago

[Learn more](#)
Tell customers what's new with Posts. [Learn more](#)
**Know this place?** Answer quick questions

### Ravish Honolulu

1775 Ala Moana Blvd  
AT THE MODERN HONOLULU  
Honolulu, HI 96815

- Home
- Posts**
- Info
- Insights
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- Website
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- Create an ad
- Add new location

Manage locations

Linked accounts

Settings

Write your post



What's new

## CREATE AN OFFER POST

### 1. Feature a special offer

Attract customers with a limited-time deal or discount.

### 2. Set dates

Make it clear when the promotion starts and ends.

### 3. Make it easy to redeem

Add a coupon code, terms and conditions, and link to redeem the offer.

Try it now



Posted 1 day ago

### 10% off the entire store

Feb 9, 12:00 PM – Feb 11, 12:00 PM

We're celebrating new arrivals with a great discount!  
Check out the latest from the shoes spring line, and get 10% off any purchase.

[REDEEM ONLINE](#)

Show this code at the store

**FEB10**

Valid 2/9/2018, 12:00 PM – 2/11/2018, 12:00 PM

Terms and Conditions

- ❑ Make Sure You've **Claimed Your Business**
- ❑ **Access your Google My Business Dashboard** at least once a month
- ❑ Make sure your **basic information is complete** (and up to date!)
- ❑ Check your **Photos**
- ❑ Check **Insights** to get a better understanding of how customers see your business.
- ❑ Respond to **Reviews**
- ❑ Make a **“Post”**



# Google My Business Workshop

## Tuesday, November 13th

Boardroom on the first floor of Explore Asheville office

- 8:30 am - 10:30 am (Doors open at 8 am)
- 3:00 pm - 5:00 pm (Doors open at 2:30 pm)

Please register through Eventbrite (link to be distributed):

<https://www.ashevillecvb.com/event/live-workshops-expanding-your-engagement-morning-afternoon-sessions/>



## Google My Business Workshop

- Tactical training on how to leverage GMB
- Obtaining and responding to reviews
- Tips to improve your photography
- Adding 360 images & video
- Removing photos from your listing
- Leveraging Local Guides
- Getting the most from Posts
- Questions & Answers Best Practices
- Special opportunities by business type
- How-to guide take-away documents



## Google My Business Workshop

### “Instant” Verification

If your business isn't verified, or you've lost access to your business listing, come to the workshop and we can help you get verified instantly, without a postcard or a phone call.

You'll need one or more of the following documents:

- Utility bill(s)
- Tax letter(s)
- Business registration certificate(s)

The documents must show the business name, address, and category (if possible).

Log in to your Google account

The word "ASHEVILLE" is written in a stylized, colorful font. Each letter is composed of overlapping shapes in various colors including blue, red, yellow, and green. The letters are arranged in a slightly irregular, hand-drawn style.

ASHEVILLE

[ExploreAsheville.com](https://ExploreAsheville.com)

# Thanks!

Industry Webinar  
October 2018

**miles**  
PARTNERSHIP