

How to make the most out of your Google Business Profile



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Your Google Business Profile (formerly Google My Business) is one of the most powerful free marketing tools available. It helps visitors find your business on Google Search and Google Maps, provides key information at a glance, and can directly influence travel planning and booking decisions. Many travellers (and locals) now plan and book experiences online, making a strong Google presence essential for tourism operators.

Why it matters

A well-maintained Google Business Profile can help you:

- Appear in Google Search and Google Maps results.
- Increase website visits, phone calls and booking enquiries.
- Showcase your experiences, products and facilities.
- Build trust through reviews and customer interaction.
- Make it easier for travellers to discover your business when planning their trip.

Step 1: Claim and verify your listing

If your business is already appearing on Google, claim ownership. If not, create a new profile through Google Business Profile.

You'll need to:

1. Sign in with a Google account.
2. Add or claim your business.
3. Verify ownership through Google's verification process.
4. Complete your business details.

Tip: Only verified businesses can fully manage how they appear on Google Search and Maps.

Step 2: Complete every section

Businesses with complete profiles provide a better experience for visitors and give Google more information to match your business with relevant searches.

Business Name	Contact Details	Business Hours
Use your official business name only. ✓ Kryal Castle ✗ Kryal Castle Family Attraction & Best Medieval Theme Park Avoid adding marketing keywords to your business name as this may breach Google's guidelines.	Ensure these are accurate and consistent with your website and other online listings: • Phone number • Website URL • Email (where applicable) • Physical address or service area Consistency helps customers find the correct information and supports local search visibility.	Keep opening hours current, including: • Seasonal variations • Public holidays • Special event trading hours Nothing frustrates visitors more than arriving to find a business closed when Google says it's open.

Step 3: Choose the Right Categories

Categories tell Google what your business offers. Start with your primary category, then add relevant secondary categories.

Examples:

Business Type	Primary Category	Secondary Categories
Winery	Winery	Tourist Attraction, Event Venue
Accommodation	Hotel	Wedding venue, Conference Centre
Tour Operator	Tour operator	Sightseeing tour agency
Cafe	Cafe	Coffee shop, Breakfast restaurant

Choosing accurate categories helps your business appear in relevant searches.

Step 4: Write a visitor-friendly description

Your business description should clearly explain:

- What you offer
- Where you are located
- What makes your experience unique
- Why visitors should choose you

Example

"Located just a 10-minute drive from Ballarat, our family-owned winery offers cool-climate wines, cellar door tastings and seasonal food experiences overlooking the vineyard."

Best practice

- ✓ Focus on visitor experiences
- ✓ Include relevant keywords naturally
- ✓ Highlight unique selling points
- ✓ Keep it clear and concise
- ✗ Avoid excessive marketing language
- ✗ Don't stuff keywords unnaturally

It's recommended to write for travellers who may know little about your business and are searching by activity or experience rather than business name.

Step 5: Add high-quality photos

Photos are often the first thing potential visitors notice.

Businesses should regularly upload:

- Exterior photos
- Interior photos
- Experiences and activities
- Accommodation rooms
- Food and beverage offerings
- Staff and customer interactions
- Seasonal content

Google recommends clear, authentic, well-lit images that accurately represent your business.

Tourism operator tip

Show people enjoying your experience wherever possible. Travellers are more likely to engage with images that help them imagine themselves visiting.

Step 6: Collect and respond to reviews

Reviews are one of the strongest trust signals for potential visitors.

Encourage satisfied customers to leave reviews by:

- Including review requests in follow-up emails
- Sharing review links
- Asking guests after a positive experience

Always respond

For positive reviews:

"Thanks for visiting and sharing your experience. We hope to welcome you back soon."

For negative reviews:

Respond professionally, acknowledge feedback and offer to continue the conversation offline where appropriate.

Review engagement demonstrates customer service and helps build credibility.

Simple monthly health check

Set aside 10 minutes each month to check:

- | | |
|--|---|
| ☐ Contact details are correct | ☐ Reviews have been responded to |
| ☐ Opening hours are accurate | ☐ Website and booking links work |
| ☐ Recent photos have been added | ☐ New products, experiences or events are reflected in the listing |

Regular updates help keep your profile useful for potential visitors.

Further enhance your listing

Once your basics are complete, take your profile further.

Add products and services

Showcase key experiences, tours, accommodation options or menu items directly within your profile.

Use relevant attributes

Add attributes such as:

- Wheelchair accessible
- Family friendly
- Pet friendly
- Outdoor seating
- Free Wi-Fi

Attributes help travellers quickly identify businesses that meet their needs.

Monitor questions and answers

Regularly check the 'Questions & Answers' section and provide helpful responses before misinformation appears.

Link directly to bookings

Where available, connect visitors directly to your booking platform to reduce friction between discovery and purchase.

Analyse performance

Review your profile insights to understand:

- How people found you
- What search terms were used
- Calls, website clicks and direction requests
- Which photos attract the most engagement

Use these insights to refine your content and marketing efforts over time.

Key takeaway

Think of your Google Business Profile as your business's digital front door. A complete, accurate and regularly updated listing helps visitors discover your business, builds trust and increases the likelihood they'll choose your experience when visiting Midwest Victoria.

Get in touch with the Marketing Team

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