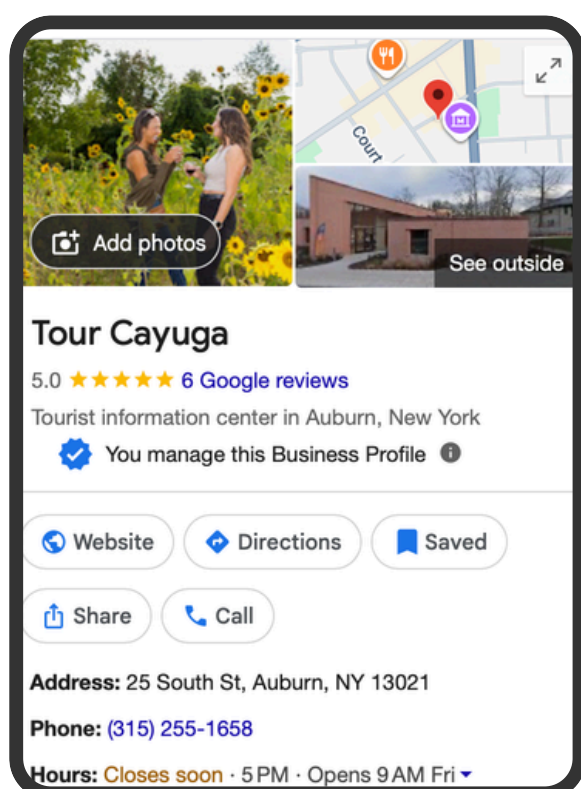




Pro-Tip in 60 Seconds

Quick Tips. Big Impact

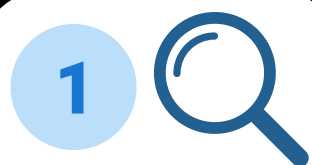
Is Your Google Business Profile Working for You?



When travelers are deciding where to eat, shop, stay, or explore, one of the first places they look is Google.

If your business hasn't claimed its Google Business Profile or if it hasn't been updated in a while you could be missing opportunities to connect with potential visitors.

Your Google Business Profile is free, easy to manage, and an effective marketing tool.



SEARCH YOUR BUSINESS

Go to Google and type your business name. Look for your listing on the right side or in Google Maps.



CLICK ON "OWN THIS BUSINESS?" OR "CLAIM THIS BUSINESS"

If your listing exists you will see a link that says "Own (Claim) this business"



SIGN IN WITH A GOOGLE ACCOUNT

Use your existing Google account or create one. This is how you will manage your profile.



VERIFY YOUR BUSINESS

Google needs to confirm you are the owner. You may receive a postcard, call, text or email.



START UPDATING YOUR PROFILE

Add or update hours (including seasonal hours), photos, website, services, respond to reviews and post updates or events.

Quick Check:

If you have already claimed your profile, take one minute today to:

- ✓ Update your summer hours
- ✓ Add a fresh photo
- ✓ Reply to a recent review
- ✓ Make sure your website link is working

Small updates = big visibility!

Help!

Need Help?

Tour Cayuga is happy to help you claim or update your Google Business Profile. Reach out to our team, we're here to help you put your best digital foot forward.