



Destination Optimization Webinar

2026



Fundamentals of Google Business Profiles

Tennessee Department of Tourism Development
Rural Program Initiative

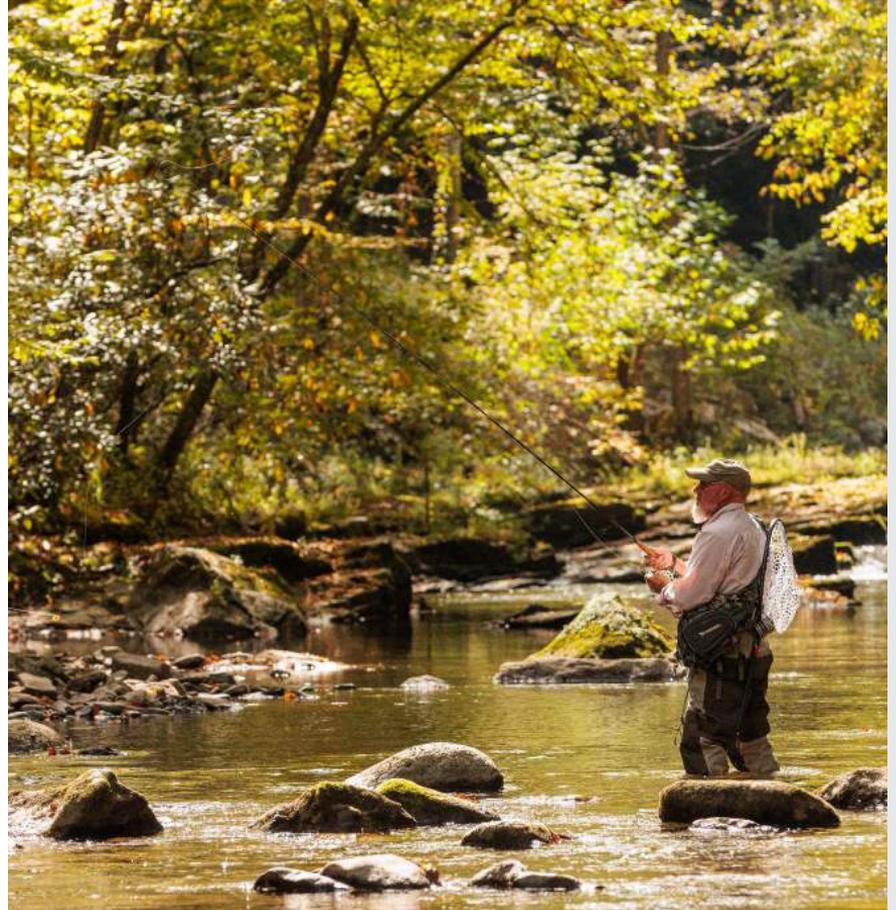
January 28, 2026



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by...**



 Content provided by
Miles Partnership



With You



Caitlin Bussey

*Destination Optimization
Program Specialist*





**Scan
this
Code**



FREE | UNLIMITED | AVAILABLE NOW

Get free support — schedule Office Hours

Meet one-on-one with a digital listing consultant.

- Get help verifying your listing(s)
- Get assistance adding your business to Google, Yelp, TripAdvisor, Apple, or Bing
- Get recommendations for optimizing your free digital listing
- Get support with roadblocks

Agenda

What You'll Learn

1. **What is a Google Business Profile?**

Understand what a GBP is, why it's important for businesses and where they appear.

2. **Claim and verify your business**

Learn how to verify your GBP and how to claim your business on other top platforms.

3. **Optimize your listings for search**

Make it easier for algorithms, AI and potential customers to find your business.

4. **Tools, Training Resources and Support**

Get access to free tools and video training through Tennessee Department of Tourist Development



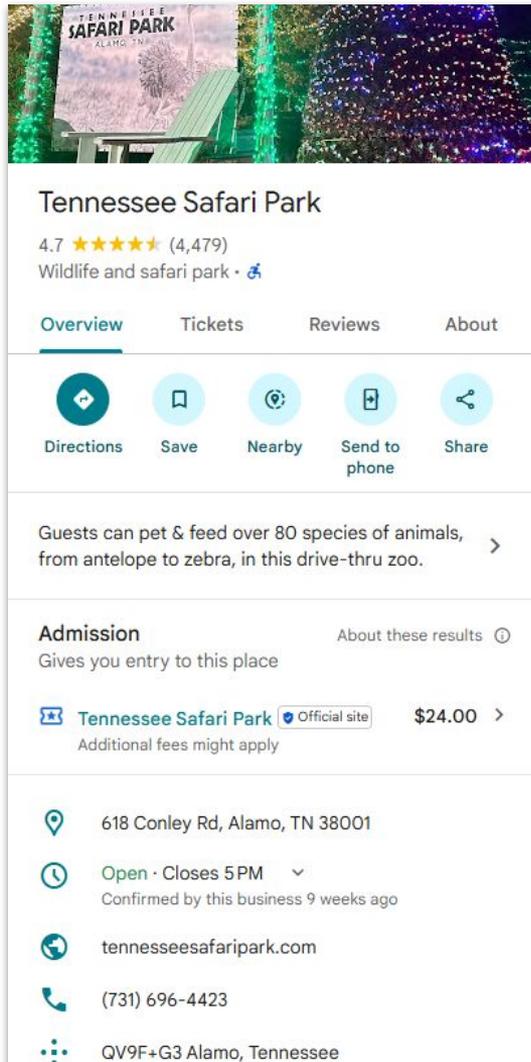
Google Business Profile Basics

What are they? Why are they important
and where are they seen online?



GBPs

The Source of Google's Content



The screenshot shows a Google Business Profile for Tennessee Safari Park. At the top is a photo of a drive-thru zoo with colorful lights. Below the photo, the business name "Tennessee Safari Park" is displayed, followed by a 4.7-star rating from 4,479 reviews and the category "Wildlife and safari park". Navigation tabs for "Overview", "Tickets", "Reviews", and "About" are visible. A row of action buttons includes "Directions", "Save", "Nearby", "Send to phone", and "Share". A text snippet reads: "Guests can pet & feed over 80 species of animals, from antelope to zebra, in this drive-thru zoo." Below this is an "Admission" section with a price of \$24.00 and a note that "Additional fees might apply". The bottom section lists contact information: address (618 Conley Rd, Alamo, TN 38001), hours (Open, closes 5 PM), website (tennesseesafaripark.com), phone number ((731) 696-4423), and a location pin (QV9F+G3 Alamo, Tennessee).

Tennessee Safari Park
4.7 ★★★★★ (4,479)
Wildlife and safari park · 📍

Overview Tickets Reviews About

Directions Save Nearby Send to phone Share

Guests can pet & feed over 80 species of animals, from antelope to zebra, in this drive-thru zoo. >

Admission About these results ⓘ
Gives you entry to this place

 **Tennessee Safari Park**  Official site **\$24.00** >
Additional fees might apply

 618 Conley Rd, Alamo, TN 38001

 **Open** · Closes 5 PM ▾
Confirmed by this business 9 weeks ago

 tennesseesafaripark.com

 (731) 696-4423

 QV9F+G3 Alamo, Tennessee

A free listing

This listing helps people find your business online. They may be searching for you directly or looking for a product or service (discovery).

Shows your info

Helps customers learn about your business and get information like hours and services.

You can and should manage it

Control your presence online and make sure customers are getting accurate information.

» What is a Google Business Profile?

Business Profiles help customers discover:

- Business Hours
- Products and Services
- Location and Directions
- Rating & Reviews
- Photos & Videos
- Bookings & Reservations

Search: restaurants in greenville tn

Results ⓘ [Share](#)

Showing results for **restaurants in greenville tn**. Search instead for **restaurants in greenville tn**.

Carter's Corner Restaurant
4.9 ★★★★★ (198) · \$10–20
Restaurant · 🚶 · 200 Bohannon Ave
Open · Closes 6 PM

"The fries were perfectly cooked & came out hot & fresh."

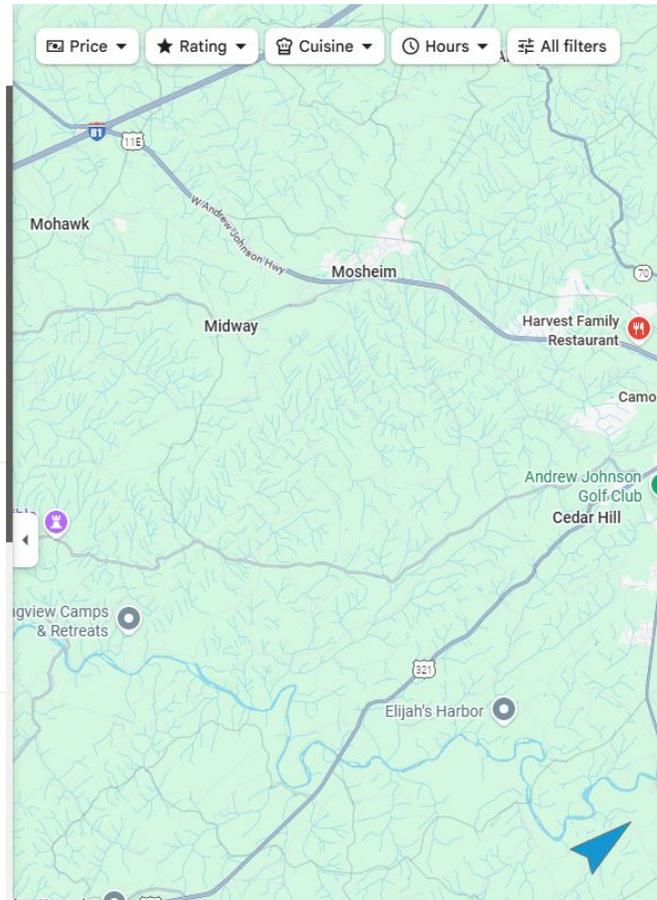
[Order online](#)

Aubrey's Greenville TN
4.4 ★★★★★ (1,354) · \$10–20
Restaurant · 🚶 · 885 W Andrew Johnson Hwy
Casual eatery for Southern comfort food
Open · Closes 10 PM

"I'm picky with steak I asked for rare cooked and they 100% delivered!"

Circle S Farm Kitchen
4.2 ★★★★★ (350) · \$10–20
American · 🚶 · 1240 E Andrew Johnson Hwy
Open · Closes 8:30 PM

"From the service, to the food, the whole entire atmosphere was amazing!"



» Where does GBP information come from?

This information comes from several sources:

- **Business owners** that have verified their business with Google
- **Customers** that contribute business information, photos, reviews and more
- Publicly available data on the internet
- Content licensed from third parties

Add missing information

[Add business hours](#)

Price per person: \$50–100 ▾

Reported by 10 people

People also search for



Sweet Leaf
Cafe
Restaurant



Lobby Bar
American



The Patio
at Hotel
Washingt...
Restaurant



Opaline Bar
and
Brasserie
French



Dirty Habit
Restaurant

Questions & answers

[Be the first to ask a question](#)

Ask a question

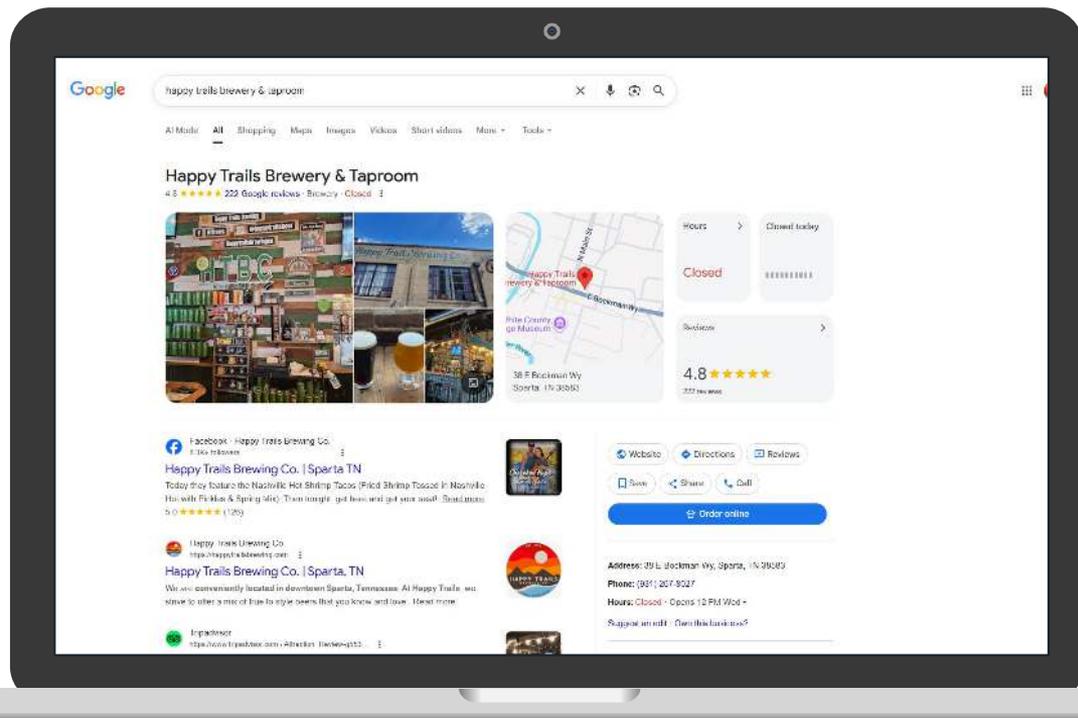
Profiles



» Why Google Business Profiles are important

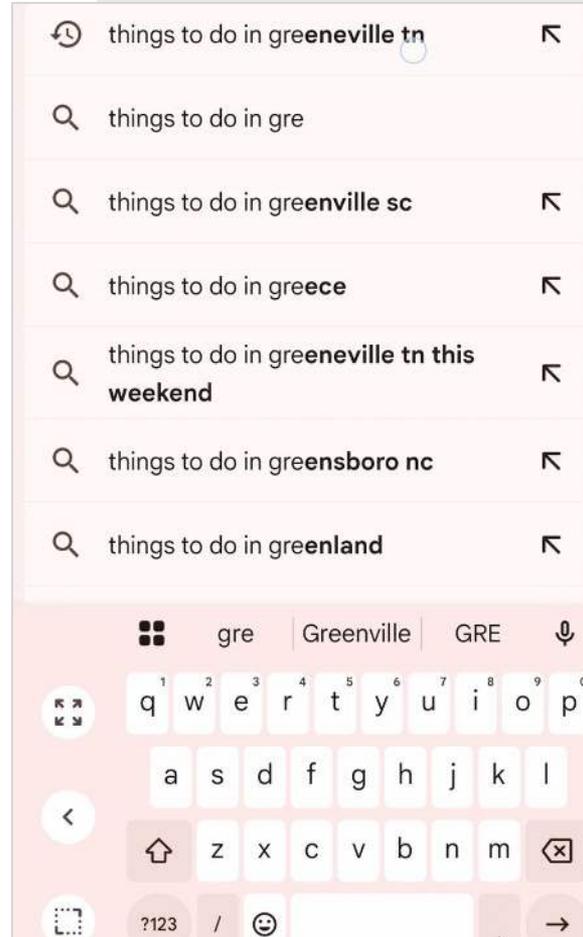
You may already have listing...

and it might be **the first thing customers see** when searching for your business online.

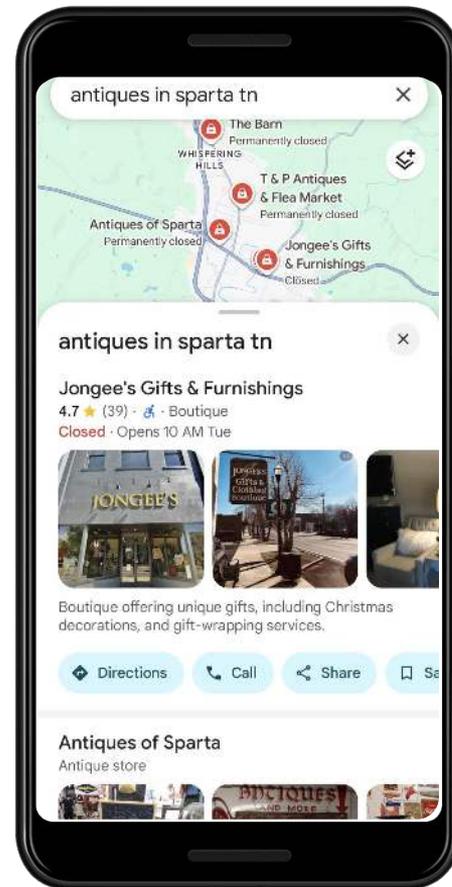
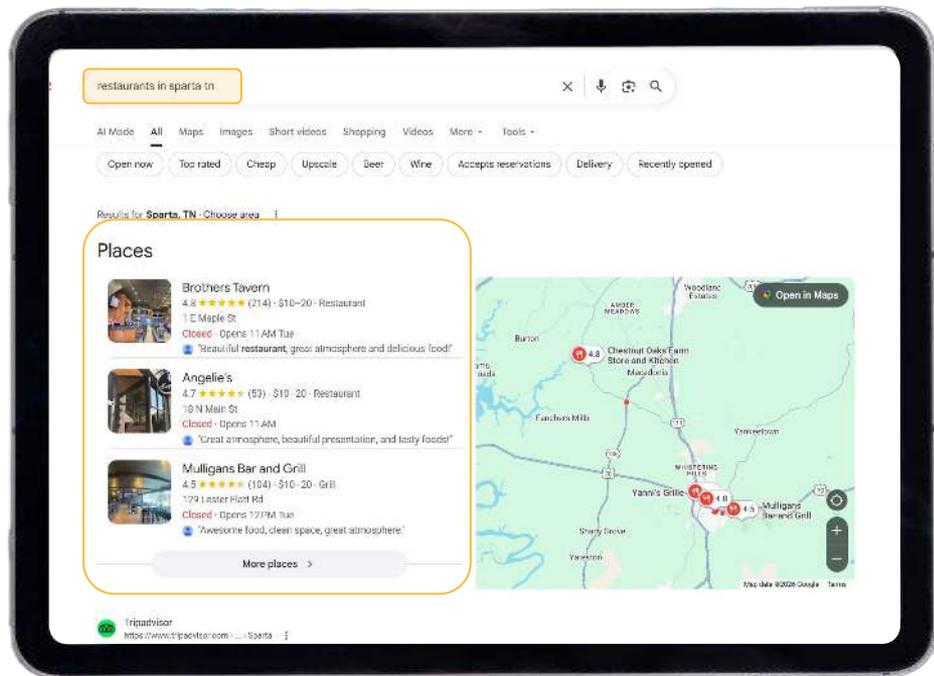


WHY DO BUSINESSES NEED A GBP?

Business Profiles Power Google Search Features & AI Tools.

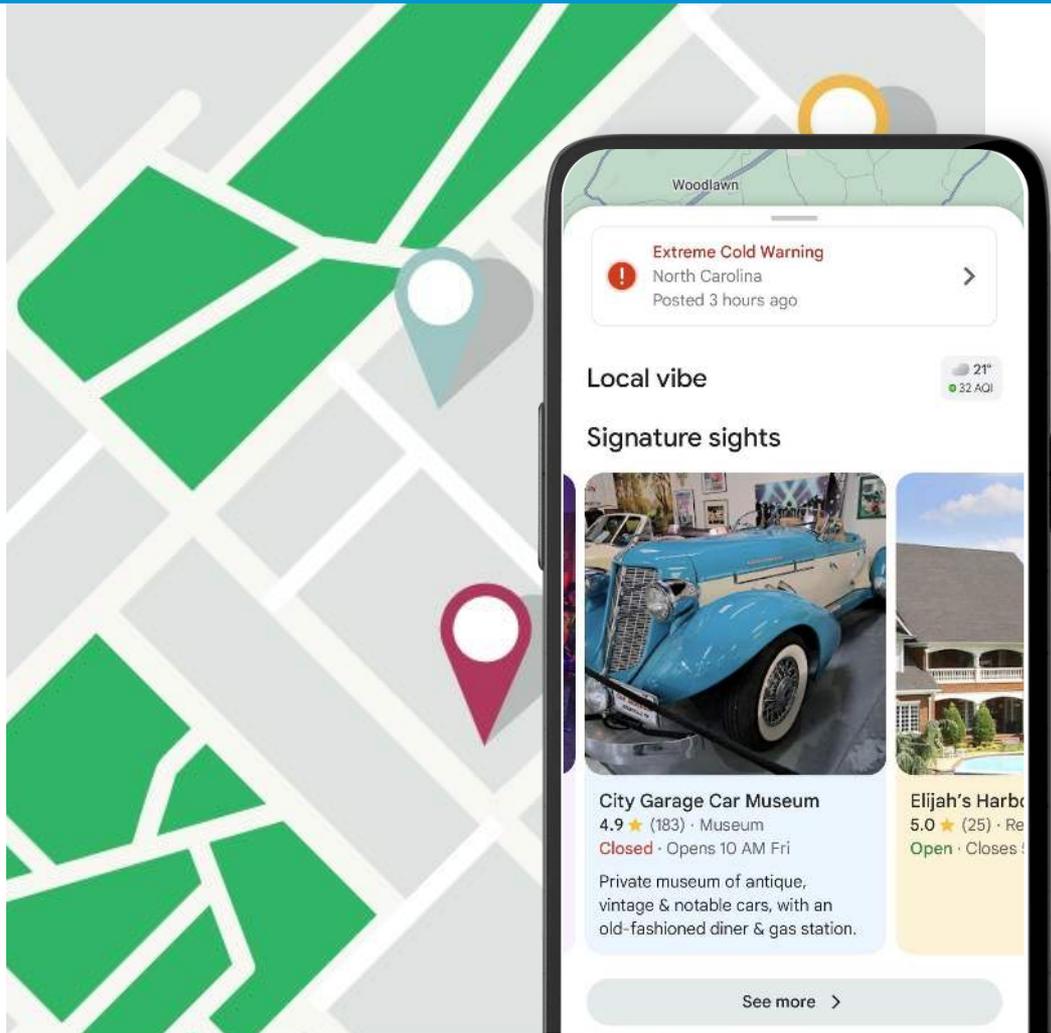


» GBPs drive local discovery



Google Business Profiles **source content on Google Search and Google Maps**, including the Local Pack.

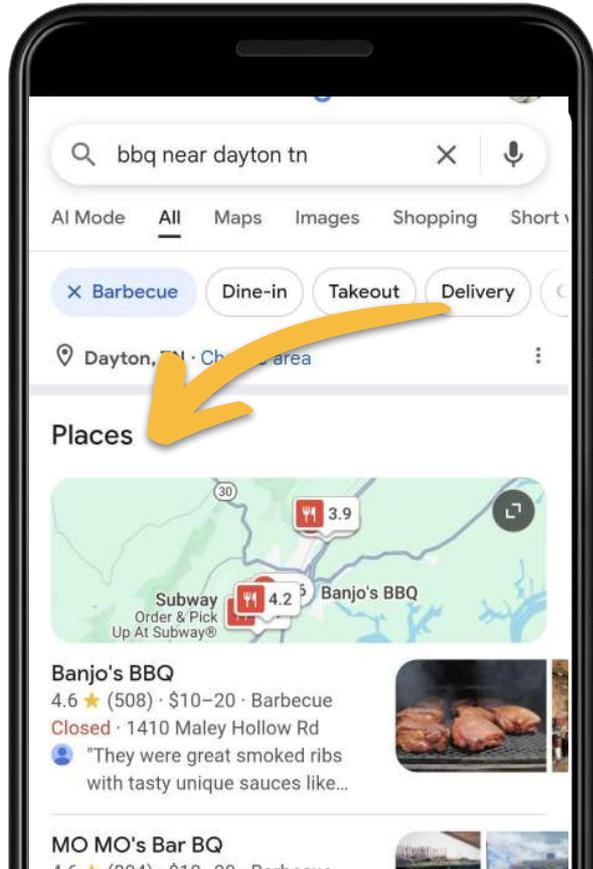




It's much more than a map.

Google reports local search delivers over **4 BILLION** direct connections for businesses every month.

» GBPs influence rankings online



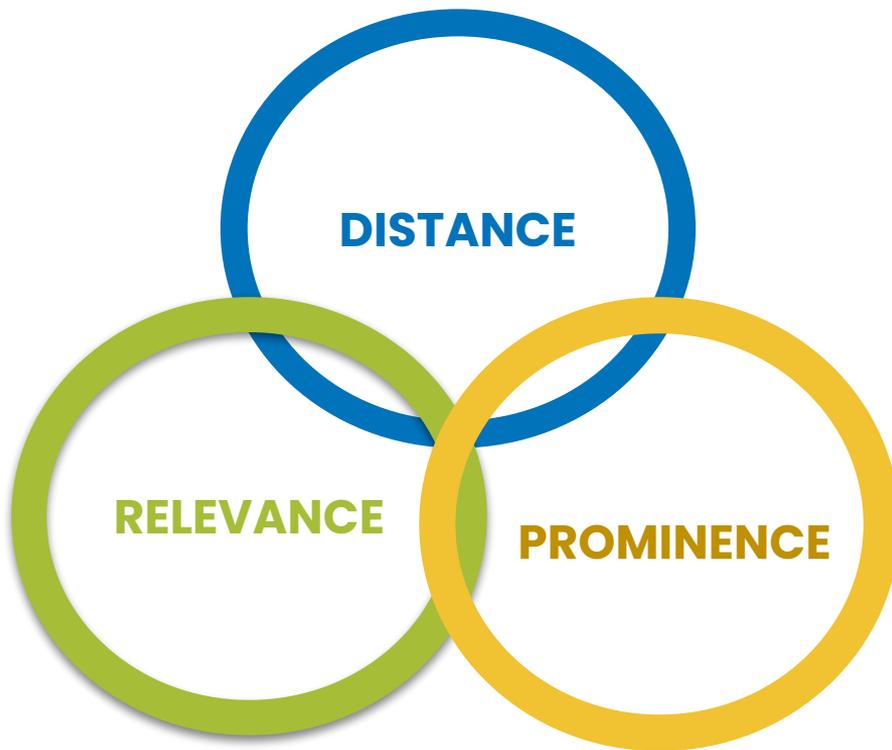
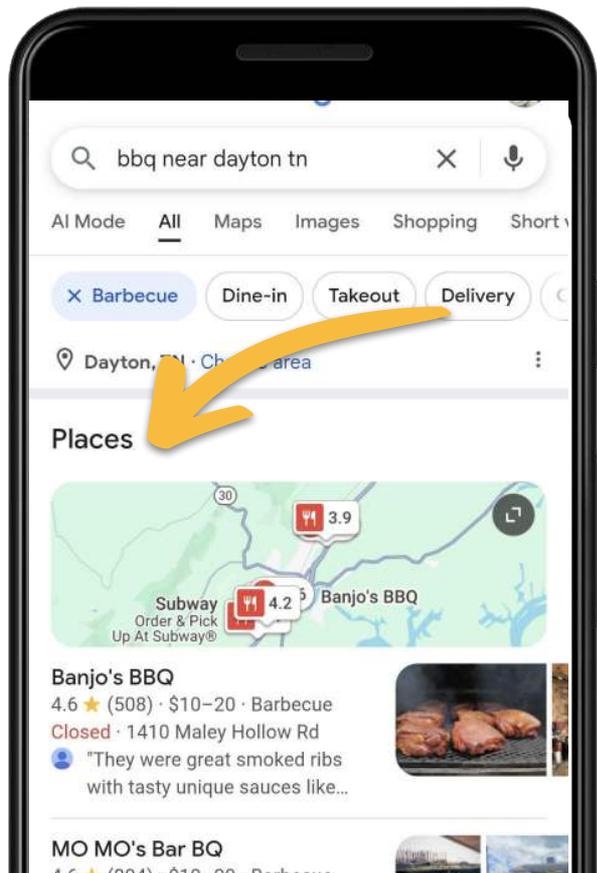
This is the “Local Pack.”

The Local Pack can be seen in Google Search and Google Maps. It’s a list of businesses that appear at the top of search results when users are discovering businesses like “nearby restaurants.”

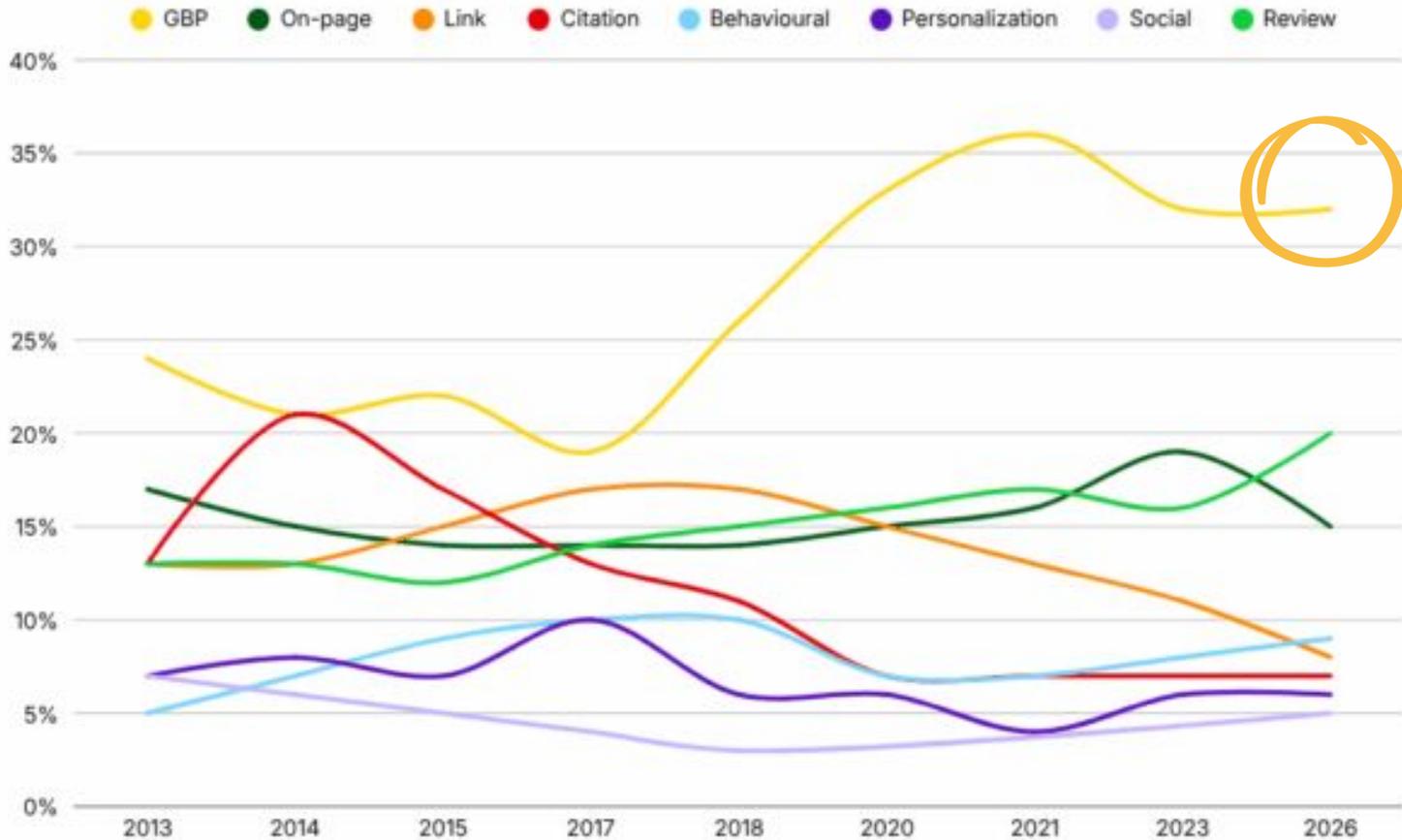
GBPs influence your visibility and ranking in the Local Pack and it’s based on three factors.



» How the "Local Pack" works



Local Finder Ranking Factors Over Time

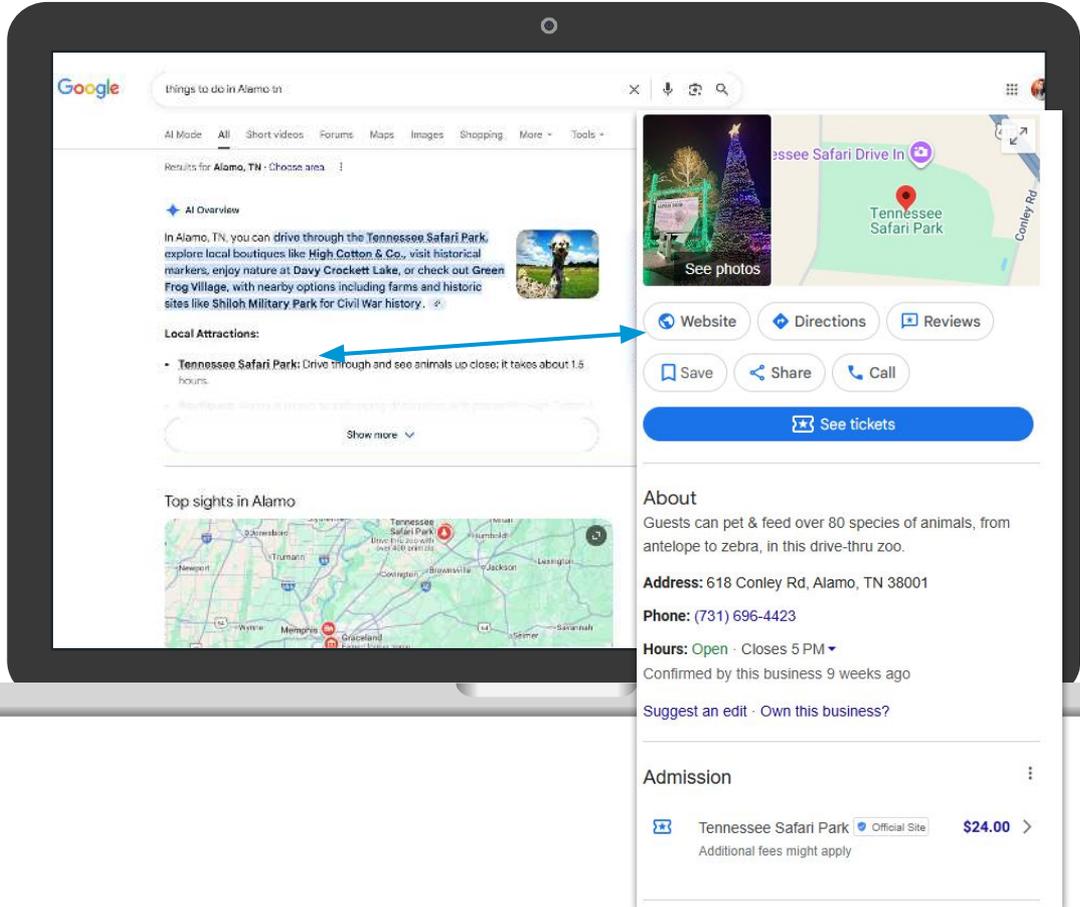


things to do in Alamo tn

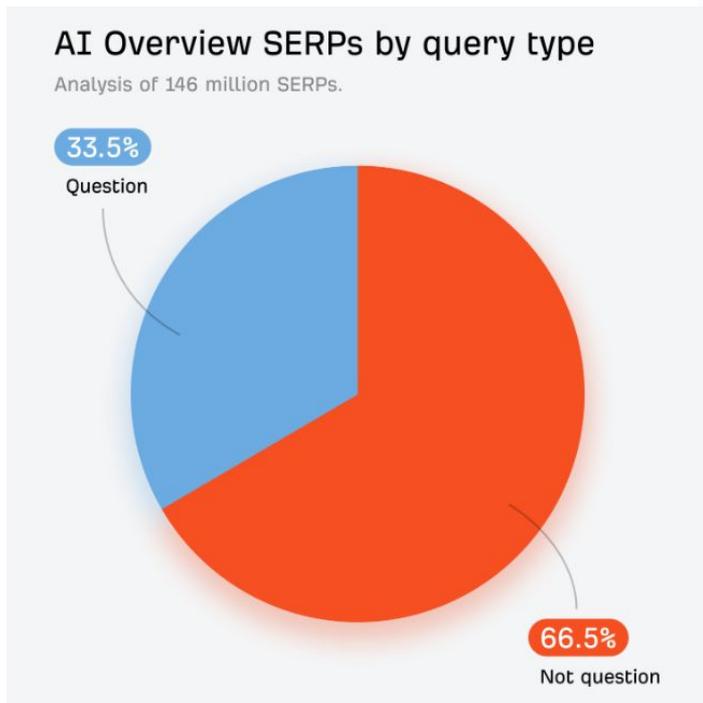


Links to GBPs are also built into AI answers.

In an [interview](#) with Google's VP of Product, it was revealed that that Google Business Profile data is eligible for—and actively used in—AI-powered recommendations.



» How often do AI Overviews (AIOs) appear?



Here are key insights from an analysis of over 140 million search results.

- **AIOs appear on 21% of all keywords.**
- 99% of AIOs appear on **Informational keywords**
- AIOs appear on 46% of **7+ word queries**
- *AIOs appear for 57.9% of **all question queries***

Source: <https://ahrefs.com/>



Updating your Google listing Why it Matters



Tennessee Safari Park

4.7 ★★★★★ (4,479)

Wildlife and safari park · 📍

Overview

Tickets

Reviews

About



Directions



Save



Nearby



Send to
phone



Share

Guests can pet & feed over 80 species of animals, from antelope to zebra, in this drive-thru zoo. >

Admission

About these results ⓘ

Gives you entry to this place



Tennessee Safari Park



\$24.00 >

Additional fees might apply



618 Conley Rd, Alamo, TN 38001



Open · Closes 5 PM



Confirmed by this business 9 weeks ago



tennesseesafaripark.com



(731) 696-4423



QV9F+G3 Alamo, Tennessee

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



**“Fully populated, verified
profiles surface **80% more**
often in search”**

Birdeye, State of Google Business Profile 2025



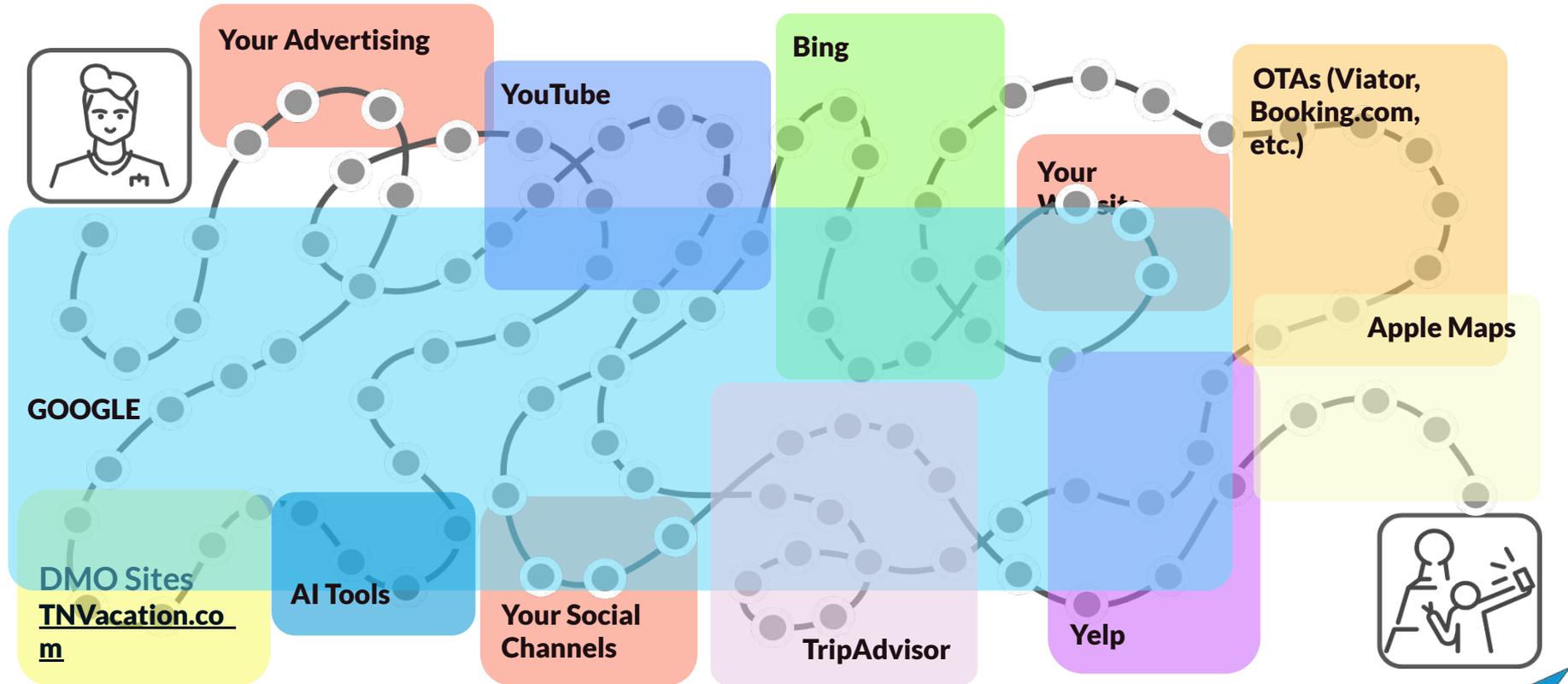
» How can businesses stay visible?

Your Mission:

**Create a consistent & complete
presence across platforms**



Meet the travelers **where they are.**



» Where will you make your first impression?



GOOGLE: Powers Gemini; #1 website in the world by traffic.



TRIPADVISOR: #1 Travel & Tourism website in the US.



BING: Powers Copilot; Default search engine for Windows Edge.



APPLE MAPS: Powers Siri; Default mapping app for Apple products.



YELP: Powers local reviews across platforms like Yahoo and Apple Maps.





**What do audit results
look like in Tennessee?**

TENNESSEE RESULTS

13%

of TN businesses
audited had no
Google listing

To date, we've audited more than 5,000 businesses in Tennessee's rural counties.



TENNESSEE RESULTS

13%

of TN businesses
audited had no
Google listing

28%

are not verified
with Google or
need re-verification

To date, we've audited more than 5,000 businesses in Tennessee's rural counties.



TENNESSEE RESULTS

13%

of TN businesses
audited had no
Google listing

28%

are not verified
with Google or
need re-verification

34%

of Google listings
audited were
incomplete

To date, we've audited more than 5,000 businesses in Tennessee's rural counties.



Google Verification

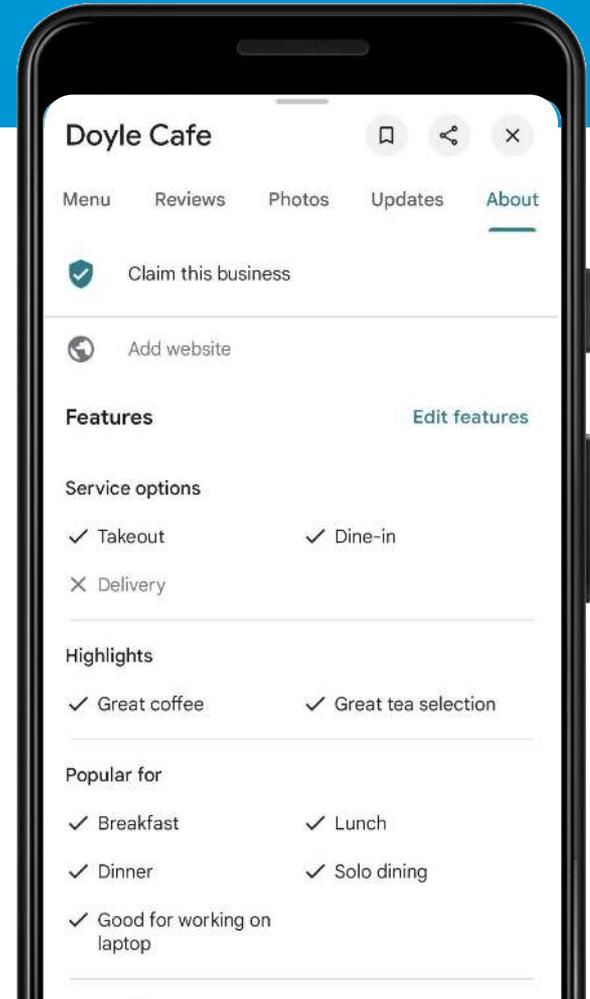
How to get control of your listing



GOOGLE VERIFICATION

» Claiming a Google Business Profile is the first part of a **two step process**.

You must claim then verify a profile to gain full access to all of the tools and features available for free.

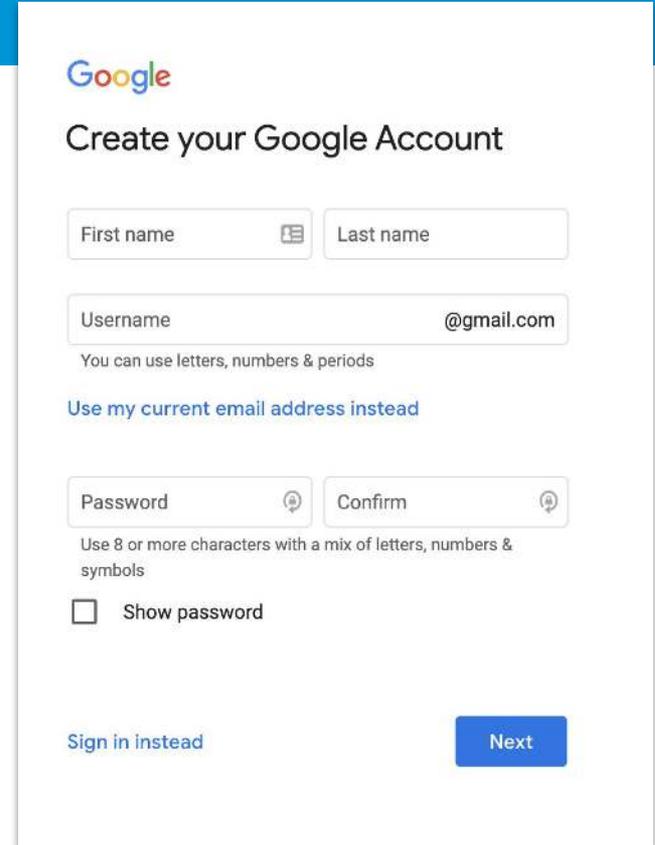


GOOGLE VERIFICATION

» Before a business owner can claim their Google Business Profile, they need to have a **Google Account**.

You can:

- Register an existing email *name@yourbusiness.com*
- Create a Gmail account *yourbusiness@gmail.com*



The screenshot shows the Google Account creation interface. At the top is the Google logo. Below it is the heading "Create your Google Account". The form consists of several input fields: "First name" and "Last name" (with a calendar icon), a "Username" field followed by "@gmail.com", and "Password" and "Confirm" fields (both with eye icons). Below the username field is the text "You can use letters, numbers & periods" and a link "Use my current email address instead". Below the password fields is the text "Use 8 or more characters with a mix of letters, numbers & symbols" and a checkbox labeled "Show password". At the bottom left is a link "Sign in instead" and at the bottom right is a blue "Next" button.



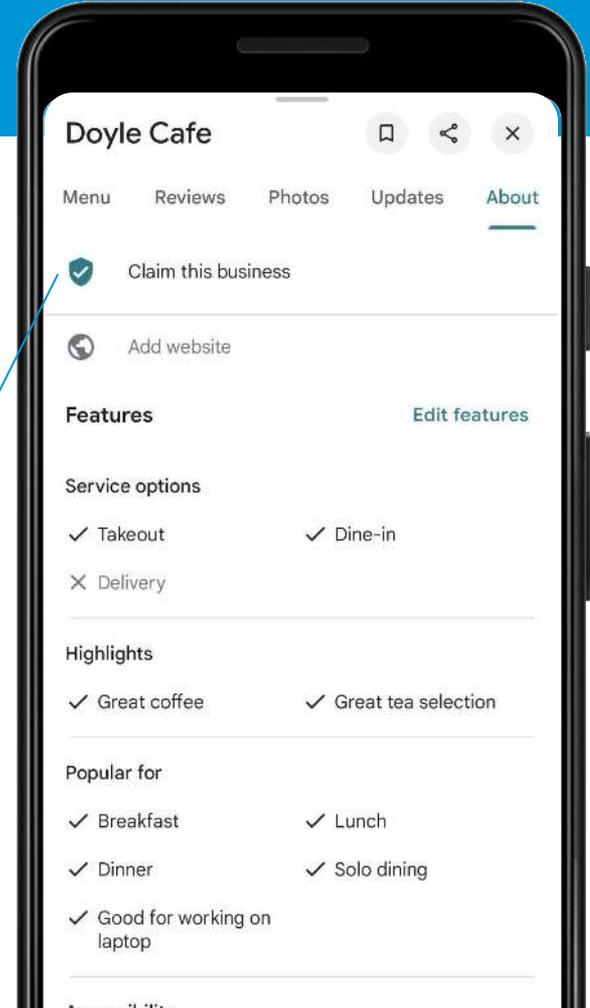
GOOGLE VERIFICATION

» Claiming the Google Business Profile is the first step.

Start at Maps.Google.com and find your listing, click on the claim icon.



Claim this business



GOOGLE VERIFICATION



Manage this business to reply to reviews, update info and more

 kimannpalmer@gmail.com

By continuing, you're agreeing to these [Terms of Service](#) and [Privacy Policy](#)

[Manage now](#)

[I own or manage another business](#)

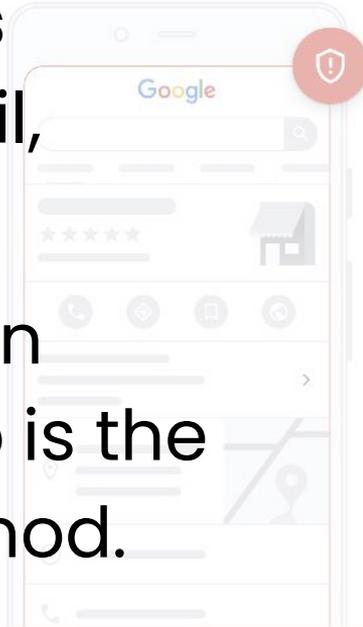
» Click **“Manage Now”**



GOOGLE VERIFICATION

» **Verification options** include phone, email, and video.

You may not have an option. Today, **video** is the most common method.



Verify

Select a way to get verified

Google needs to verify that you manage this business.
[Learn more about verification](#)

Phone code

Business video

Record a video of your business
Show your location, equipment and proof of management. Your video is only used for verification and won't be shown publicly

∨ More options

Next

⚠ You must be able to receive calls or text for phone verification.

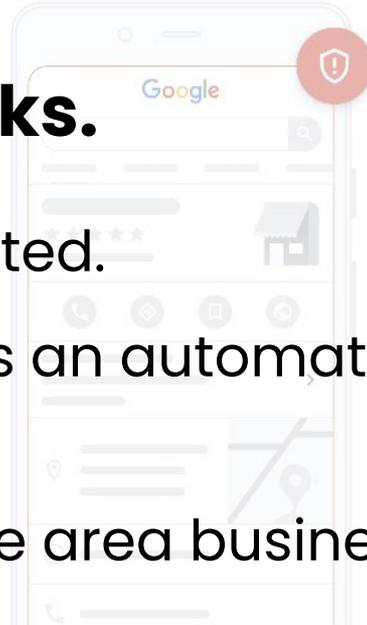


GOOGLE VERIFICATION

» Here are some

common roadblocks.

1. The wrong number is listed.
2. The business phone has an automated directory.
3. The business is a service area business.



Verify

Select a way to get verified

Google needs to verify that you manage this business.
[Learn more about verification](#)

Phone code

Business video

Record a video of your business
Show your location, equipment and proof of management. Your video is only used for verification and won't be shown publicly

▼ More options

Next

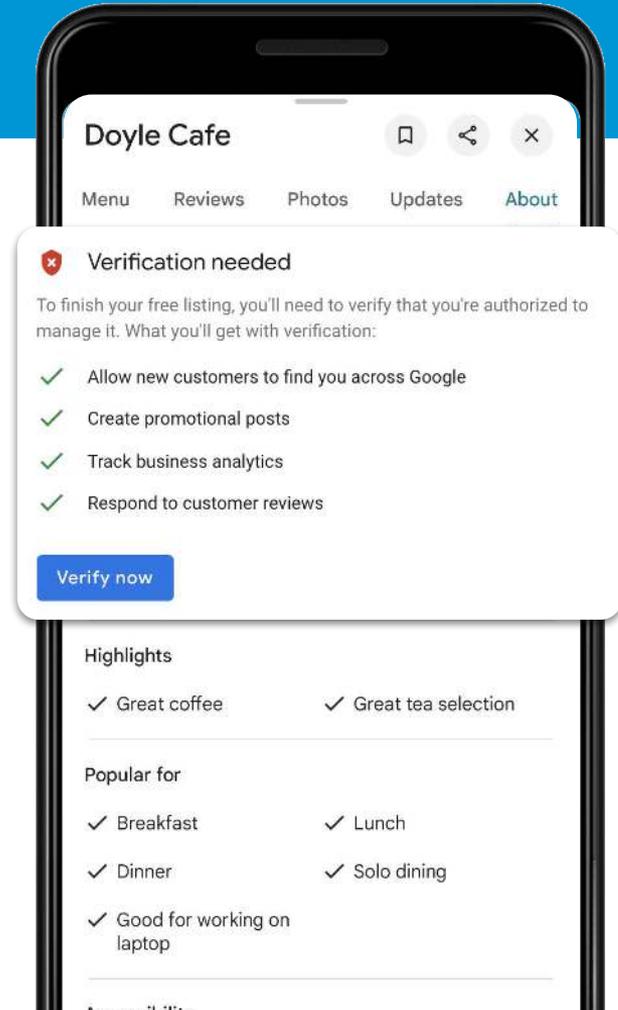
⚠ Video verification can be difficult. Use our guide to verification.



GOOGLE VERIFICATION

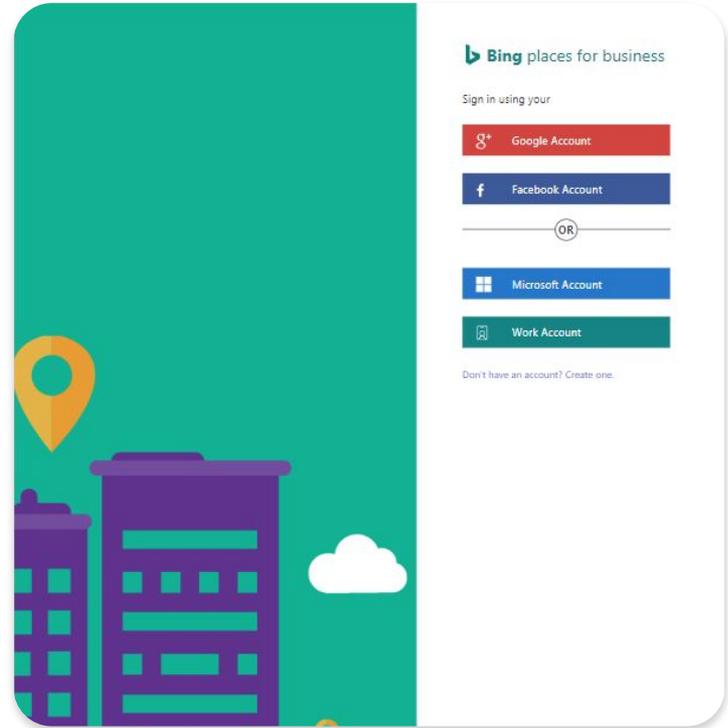
» Verification must be approved before you can unlock GBP features and edit your profile.

This is a **security measure** that Google uses to prevent unauthorized changes.



BING VERIFICATION

- » Visit BingPlaces.com to get started.
1. Instantly verify with Bing if you have a verified Google listing.
 2. Import your GBP or manually verify your Bing Places listing.



BING VERIFICATION

The screenshot displays the Bing Places for Business interface. On the left, a business listing for 'Cookie Time' is shown with a 'Needs verification' warning. The listing details include: Name: Cookie Time, Address: [redacted], Phone: [redacted], Website: [redacted], Email: [redacted], Category: Bakery, Coffee & tea, and Hours: [redacted]. A 'Verify now' button is visible next to the warning. On the right, the 'Welcome to Bing Places for Business' section contains a 'Verify now' button. A modal window titled 'Verify your business listing' is open, asking 'How would you like us to send your verification PIN?' with a radio button for 'Mail'. The modal also features 'Start Over' and 'Request PIN' buttons. At the bottom right of the main interface, there is a 'View analytics' button.



Verification methods on Bing include call, text, email and mail; mail can take 5-6 days.



Don't Forget

Other Profiles

- **Tripadvisor Owners Center:** If your business qualifies for a listing, visit tripadvisor.com/owners. Verify using a phone or credit card (no charge).
- **Yelp for Business:** Visit business.yelp.com to claim a listing. Verify phone call, SMS text or email.
- **Facebook Page (Meta):** Visit facebook.com/business/tools/facebook-pages to create a page. Verification is optional and unlocks additional tools.
- **Apple Maps Connect:** Visit businessconnect.apple.com and verify by phone or official documentation like a utility bill.



» Take control of your digital identity

- ✓ **Avoid creating a duplicate.** Search for your business before add a new listing.
- ✓ **Claim your listing.** This is the first step to manage your brand on Google.
- ✓ **Show that you are authorized.** Complete verification. If you get hung up, you can create a ticket. Video verification can be complicated, so take it slowly.
- ✓ **Make sure information is consistent.** Find your business on major platforms and make sure information is accurate and aligns with your Google Business Profile.



Encounter a roadblock?
Get free support from an expert.

More in the Online Library



Maximize Exposure Online
With Google Business Profiles

*Lesson 2 - Claiming & Verifying
a Google Business Profile*



A man and a woman are standing on a sidewalk, looking into a shop window. The window displays various items, including plates and a vase. In the background, a sign for 'NORTH RIDGE Community Church' is visible. The scene is set in a town square or street.

Optimizing Your Listing for Search

Help algorithms and customers find you.

ACCESSING YOUR INFORMATION

Search for your Business Profile in **Search** or **Google Maps**
Select "Edit profile"

The screenshot shows a desktop search results page for "the hideout grill". At the top, the Google logo is on the left, and the search bar contains "the hideout grill". Below the search bar are navigation tabs for "All", "Maps", "Shopping", "Images", "Videos", and "More". The search results show "About 3,170,000 results (0.78 seconds)".

The main content area is titled "Your business on Google" with a sub-header "19,939 views this month". Below this is a grid of icons for business management: "Edit profile" (highlighted with an orange box), "Read reviews", "Messages", "Add photo", "Performance", "Advertise", "Edit menu", "Food ordering", "Waitlists", "Bookings", and "Calls".

Below the grid are three promotional cards: "See your latest photos" (with a photo of a plate of food), "Turn more views to customers" (with a star rating icon), and "Add exterior photo" (with a photo of a storefront). A "Le yo" button is visible on the right side of these cards.

At the bottom left, a note states "Only managers of this profile can see this".

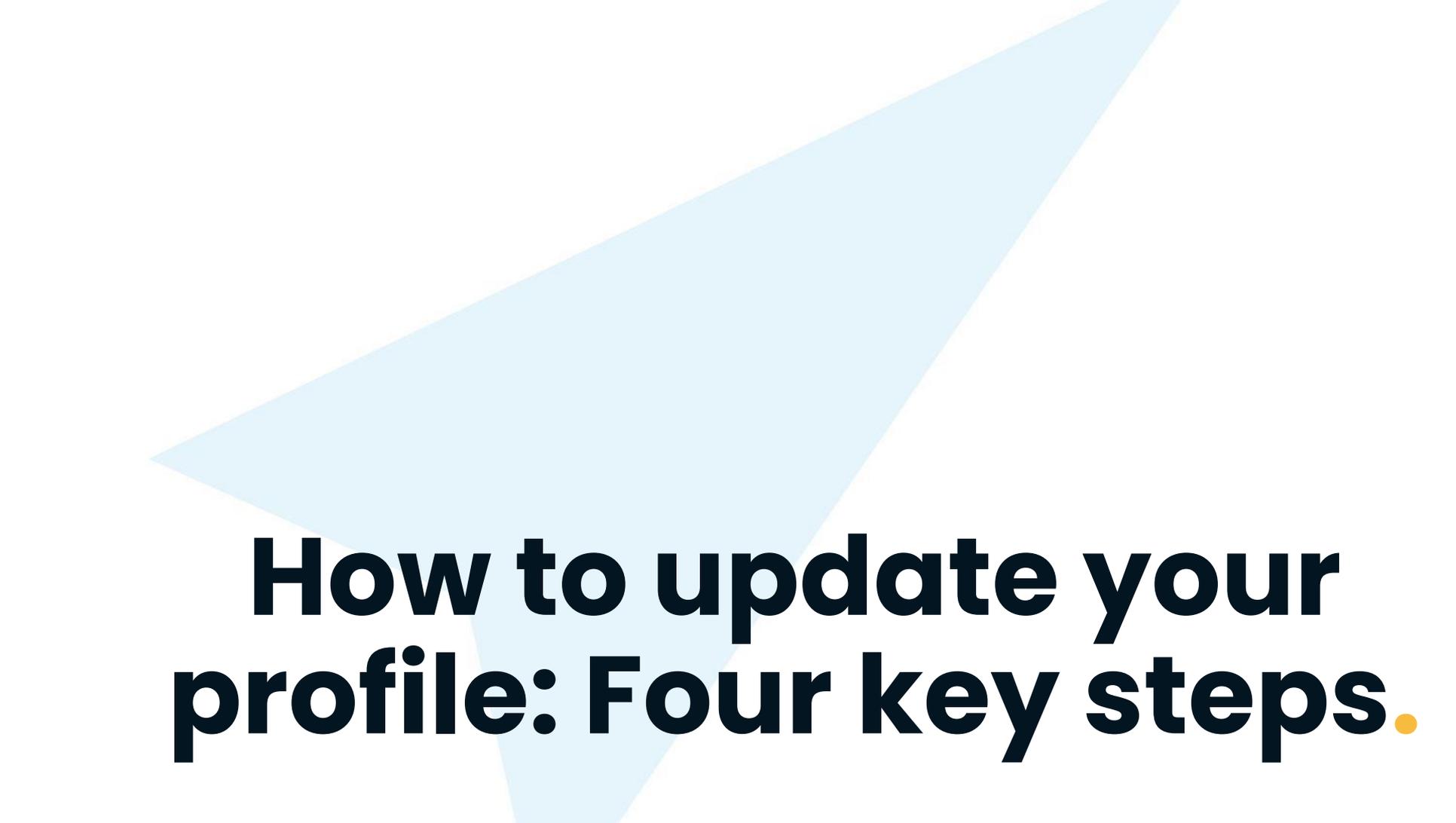
On the right side of the search results, there is a business profile card for "The Hideout Grill". It features a large photo of the restaurant interior, a map showing the location at "The Hideout Golf Club and Resort", and a "See outside" button. Below the photo is the business name "The Hideout Grill" and a "Hi" icon. There are buttons for "Website", "Directions", "Save", and "Call". The profile has a 4.1 star rating from 42 Google reviews and is identified as an "American restaurant". It also notes "You manage this Business Profile".

Below the profile card, there is a "Service options" section listing "Dine-in", "Takeout", and "No delivery". The "Address" is "185 Hideout Lane, Brownwood, TX 76801". The "Hours" are "Open - Closes 9 PM". The "Menu" is "thehideouttexas.com". The "Phone" is "(325) 784-4653". At the bottom, there is a link to "Edit your business information".

The screenshot shows a mobile view of a Google Business Profile for "Compass Bar & Chill". At the top, the business name is "Compass Bar & Chill" with a 4.5 star rating from 40 reviews. Below this is the category "Restaurant" and price range "\$10-20" with an estimated 38-minute wait time. There are buttons for "Directions", "Start", "Call", and a bookmark icon.

The main content area features a grid of photos showing drinks and food. Below the photos is a section titled "Your business on Google" with a sub-header "3,639 customer interactions". Below this are buttons for "Edit profile" (highlighted with an orange box), "Promote", and "Custo".

At the bottom, there is a "Claim your \$1,000 credit" offer and a "2 new review" notification.

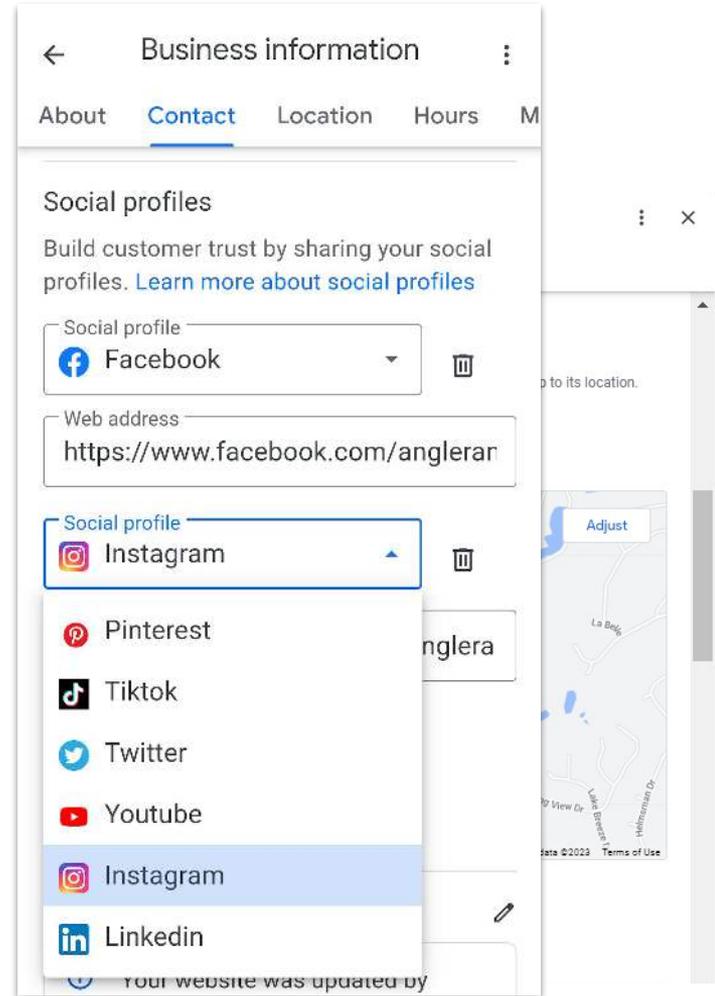
A light blue abstract geometric shape, resembling a large triangle or a stylized arrow, is positioned in the upper left and center of the page. The rest of the background is white.

**How to update your
profile: Four key steps.**

Key Steps to Get Started

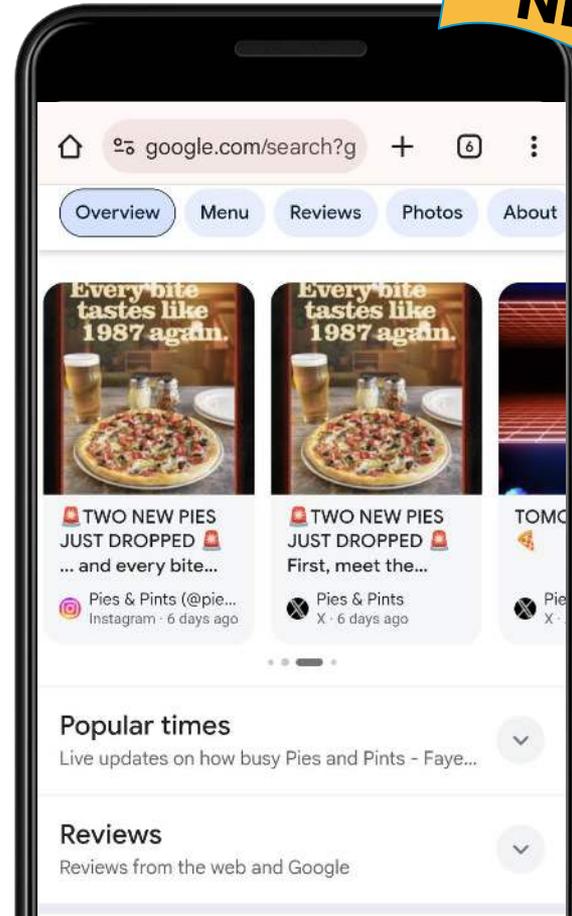
#1 – Keep critical data current & consistent.

- **NAP** consistency is a key local search rank factor – Name, Address, Phone.
- Check your **map pin** location on Google & Apple.
- Google now let's you add your **social links**.



Key Steps to Get Started

Your **most recent social media content** is featured under the “Updates from” or “short videos” section when users search directly for your business.



Key Steps to Get Started

#2 – Hours and “open now” are the most frequent searches.

- Remember to update when you make **seasonal changes**.
- Platforms may alert customers to **how long it has been** since hours were last updated.



Open · Closes 5PM ▾

Updated by business under 1 hour ago

← Business information

About Contact Location **Hours** More

Service area

Add

Business hours

Hours	
Open with main hours	
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



Key Steps to Get Started

#2 – Update Hours

- Open **with no main hours** will not show specific hours in your public profile
- Use **Temporarily closed** if you close seasonally and will reopen in the same location
- Use **Detailed hours** for specific services like “brunch” or “access”

Business information

About Contact Location **Hours** More

Hours

Set main business hours or mark your business as closed. [Learn more](#)

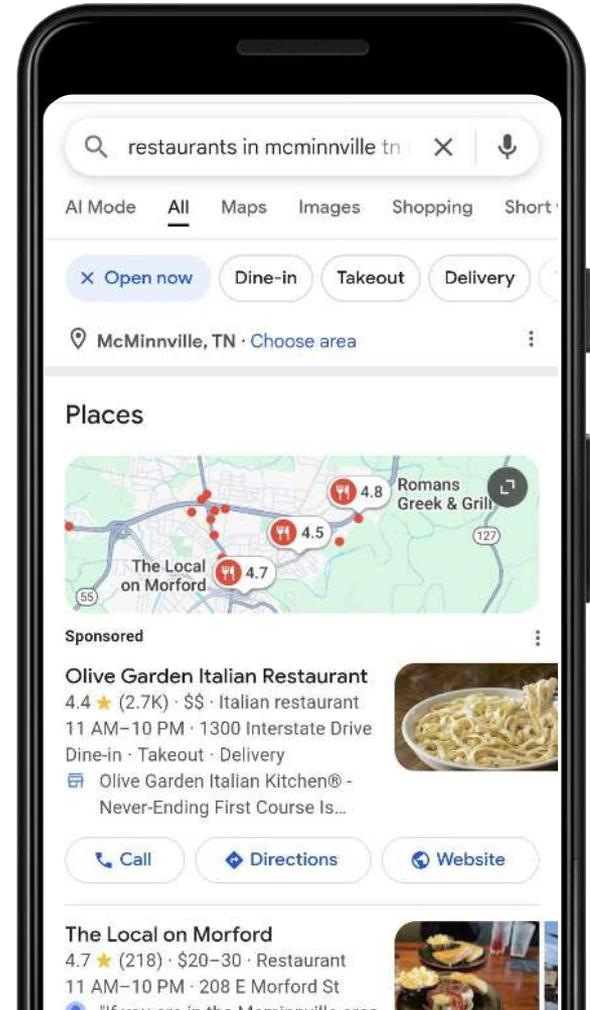
- Open with main hours
Show when your business is open
- Open with no main hours
Don't show any business hours
- Temporarily closed
Show that your business will open again in the future
- Permanently closed
Show that your business no longer exists

Sunday	<input type="checkbox"/> Closed	Opens at 7:00 AM	Closes at 9:00 PM	+
Monday	<input type="checkbox"/> Closed	Opens at 11:00 AM	Closes at 9:00 PM	+
Tuesday	<input type="checkbox"/> Closed	Opens at 11:00 AM	Closes at 9:00 PM	+
Wednesday	<input type="checkbox"/> Closed	Opens at 11:00 AM	Closes at 9:00 PM	+

» Hours and “open now” are the most frequent searches.

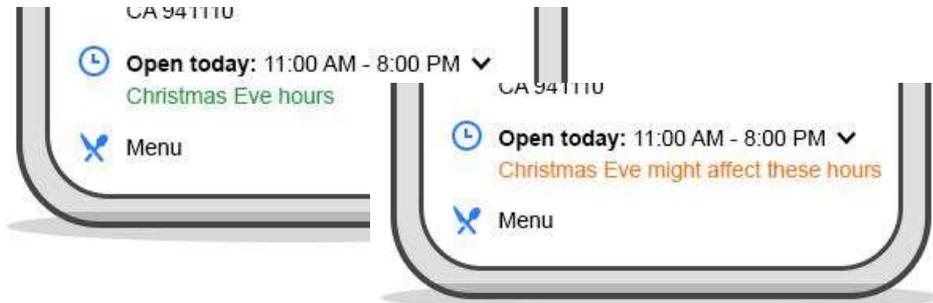
44% have visited closed locations as a result of inaccurate business hours within the past year. - [Yext](#)

73% indicated that they are unlikely to return if it’s listed as open online but is closed upon arrival. - [Yext](#)



Key Steps to Get Started

- Google **shows a warning** if your holiday hours are not positively confirmed by you
- This is also a tool for other **special circumstances** that impact your hours – 365 days a year!



Business information

out Contact Location Hours More

Holiday hours

Confirm holiday hours to let your customers know when you're open for business.
[Learn more](#)

Sep 5, 2022
Labor Day

[Review](#)

Aug 18, 2022

Custom date

Date*
08/18/2022  

MM/DD/YYYY

Opens at
11:00 AM

Closes at
10:00 PM 

[+ Add a date](#)

[Save](#) [Cancel](#)



Key Steps to Get Started

#3 - Create a strong description.

- Leverage target SEO **keywords**
- Focus on your **unique experience** & story to set your business apart from the competition.
- **AI** can help!

From Cumberland Caverns

"HISTORIC Cumberland Caverns offers a dozen different tour options to see our nearly 30-mile long cave with something available for all ages and experience levels! We are open 7 days/week with tours departing at various times throughout the day. All tours are guided, reservations are recommended. We have 4 Walking Tours option for the whole family, 4 different Caving Adventure Tours & 4 different Overnight Caving Adventure packages for large groups. See our World-Famous Volcano Room with an iconic chandelier. Hours vary by day of week & season so check our website for descriptions of each tour and a calendar of availability!"

Reviews

Reviews from the web

4.7/5 [Facebook](#) · 721 votes

Google reviews ⓘ

[Write a review](#)

[Add a photo](#)

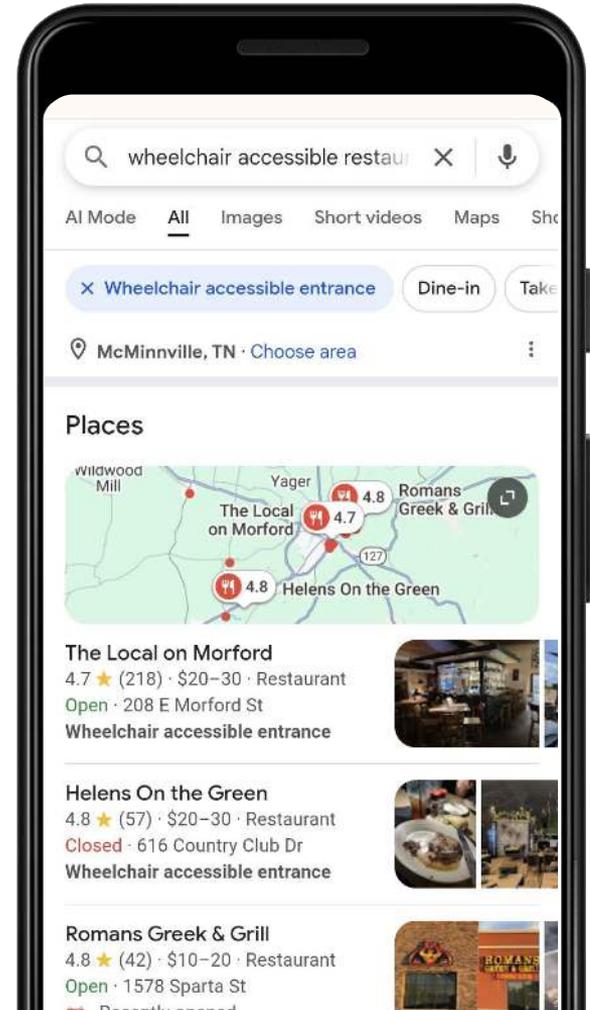
Sprawling landmark underground caverns offering walking tours, field trips & event spaces. - Google

"The overnight **portion** felt a **bit** rushed but still a

Key Steps to Get Started

#4 - Maximize categories, attributes & menus for relevance

- **Attributes** tie directly to filters & search options on these platforms. These can include:
 - Accessibility
 - Cuisine & menu items
 - Diversity
 - Vibe & features
- Check back regularly for **new options**.



» Take control of your digital identity

- ✓ **Update business information.** Verify that the location is correct, add social links, update business hours, etc.
- ✓ **Optimize your description.** Write a keyword rich description that tells you story and is informative. Let customers know what you offer.
- ✓ **Add categories and attributes.** Boost your visibility by selecting tags that are relevant to your business and highlight your offerings.



Encounter a roadblock?
Get free support from an expert.

More in the Online Library



Maximize Exposure Online
With Google Business Profiles

Lessons 3-5



A photograph of several pumpkins lined up on a wooden table in front of a building. The pumpkins are orange with green stems. The building in the background has a dark roof and string lights hanging from it. The overall scene is slightly blurred, suggesting an outdoor setting like a pumpkin patch or farm stand.

Tools, Training Resources + Support

Free opportunities for TN Businesses

TN Department of
Tourist Development

x miles
PARTNERSHIP

Online Toolkit

 **Online Toolkit** Access easy-to-follow video tutorials & downloadable guides created specifically for busy business owners tennessee.academyfortourism.com.



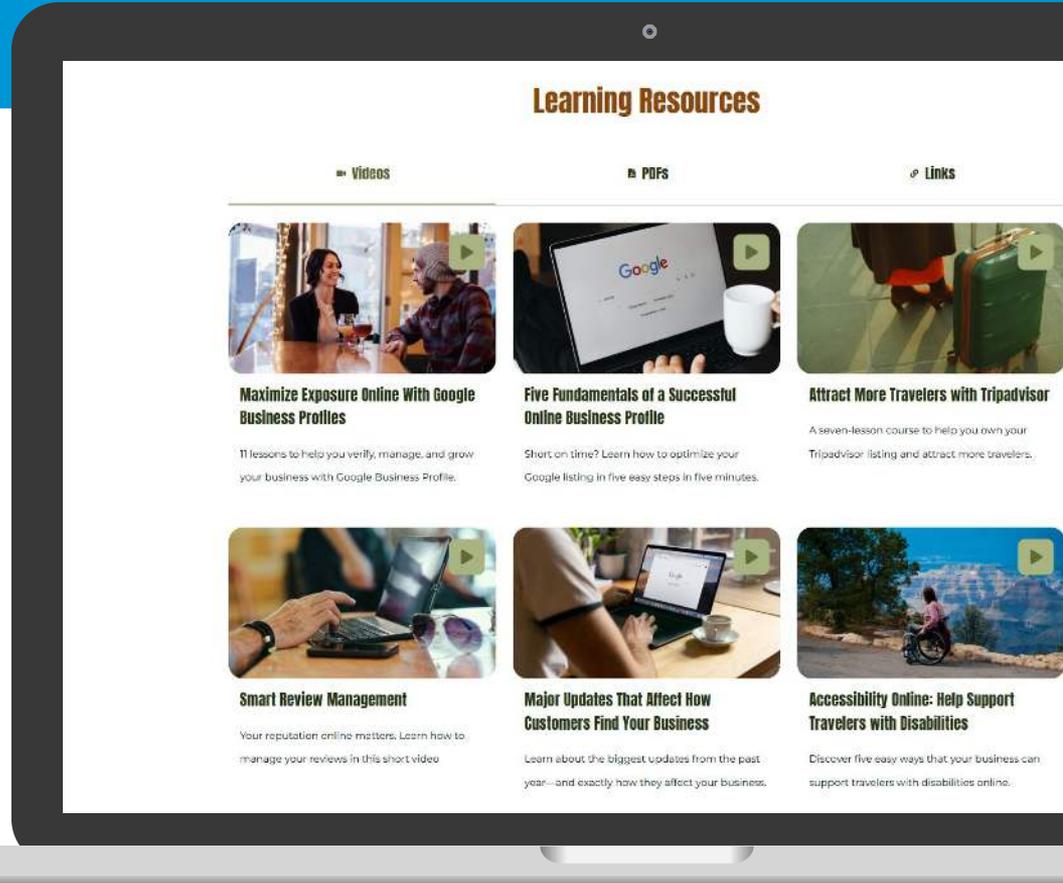
ABOUT THE TOOLKIT

No login required. Start learning today.

Access the training academy now and receive custom content made just for Tennessee.

Training includes:

- Short, on-demand videos
- One page pds with clear steps
- Helpful quick links – like Google Support



Request a report card

Small towns and rural communities are the heart of Tennessee—but they don't always show up online when travelers plan a trip.

Through bite-sized training videos and expert guidance, learn how to stand out where it counts: in search results and on major platforms like Google, Tripadvisor and even AI-powered tools.

How It Works

Your Starting Point Know where you're starting from with a personalized report card that maps exactly how your business appears across major platforms. [Click here to request a report.](#)

Your Toolkit Learn at your own pace with the [Learning Resources](#) below—a collection of easy-to-follow video tutorials and downloadable guides designed for small businesses. Each course contains a playlist with multiple bite-sized lessons. Watch anytime, revisit as needed and build your skills on your schedule.

Head to the **"Videos"** tab for training courses, or check out the **"Links"** tab for important resources like [Google Business Profile Support](#) and [Office Hours](#).

Looking for quick tips? Go to the **"PDFs"** tab under [Learning Resources](#) to view our factsheets.

Your Experts Get personalized guidance from friendly specialists who speak your language, not tech jargon. [Book free consultations](#) to tackle your specific challenges and get answers to your questions.

Not sure where to start? Here are a few ways you can use Office Hours:

- Get tailored recommendations to optimize your listing.
- Get help verifying your business on platforms like Google and Tripadvisor.
- Get started on new platform like Yelp or Apple Maps to reach a new audience.

Over 40 Tennessee tourism businesses have already booked Office Hours. It's quick, customized, and sessions are unlimited and completely free, all thanks to Tennessee Department of Tourist Development.

TN Department of
Tourist Development

Tennessee Program Report Card

The digital presence of Tennessee businesses plays an important role in the appeal of the state to visitors. This report summarizes your business's current listing completeness on Google and Tripadvisor.

UNDERSTANDING YOUR REPORT CARD

- Complete:** Great work! From our audit we can see you've already implemented the recommended action step.
- Missing:** Our audit shows there might be an opportunity for you to add more content that will help increase the visibility of your business.
- No Listing:** We were unable to find this business on the platform in question.

Local Business Report Card for

Google Business Profile Report:

Business category: Museum in Adamsville, Tennessee

PROFILE COMPLETENESS

Is the listing verified ?	●
Is the address complete?	●
Is there a phone number present?	●
Has a website been added?	●
Have opening hours been added?	●
Is the business closed ?	No
Photos by owner	Yes

TRUST FACTORS

Are there current posts ?	●
Your current Google Rating:	4.7

Buford Pusser Museum

Tripadvisor Report:

PROFILE COMPLETENESS

Is the listing verified ?	●
Is the address complete?	●
Is there a phone number present?	●
Has a website been added?	●
Have opening hours been added?	●
Is the business closed ?	No

TRUST FACTORS

Total number of Photos	79
Your rank in market:	#1 of 2 things to do in Adamsville

 Report cards offer personalized insights to help each business strengthen their digital presence on across major platforms.

Here's another program perk. TN businesses can request a free customized report card.



Resources Office Hours

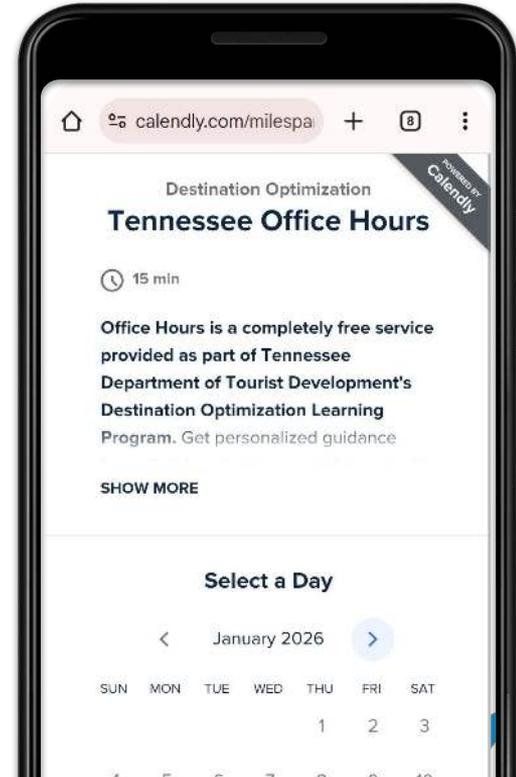
 **Access to Experts** Get free personalized guidance from specialists who speak your language, and tackle your challenges

TN businesses are already signing up!

- Falcon Rest Mansion & Gardens
- Vibrant Synergy
- Pennine Gardens, LLC
- Renasant Convention Center
- Clay County Courthouse & Museum

“...It was so nice to have someone meet for a bit, give some **actionable tips** on an area I don't know a ton about, and **not expect to be pitched** for a consulting gig.”

– *Office Hours Participant*



What's Next?

Maximizing Exposure for Your Google Business Profile

Join us on Feb 4th 2pm ET/1pm CT



Questions?

