



Destination Optimization Webinar

2026



Maximizing Exposure for Your Google Business Profile

Tennessee Department of Tourism Development
Rural Program Initiative

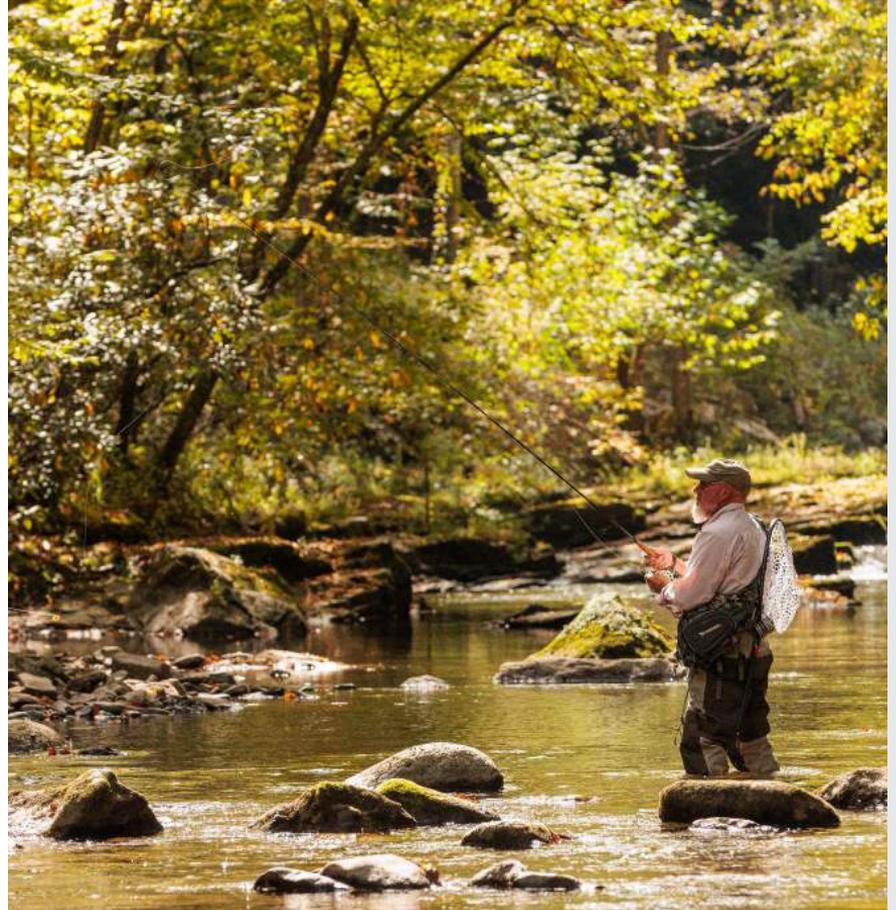
February 4, 2026



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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. **Share Your Story with Photos & Videos**

Showcase the best of your brand with visuals that captivate and inspire visitors

2. **Increase Conversions**

Highlight your products, boost ticket sales, show off your restaurant menu and more

3. **Ace Reputation Management**

Unlock tips and proven strategies to manage, enhance, and grow your customer feedback

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

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

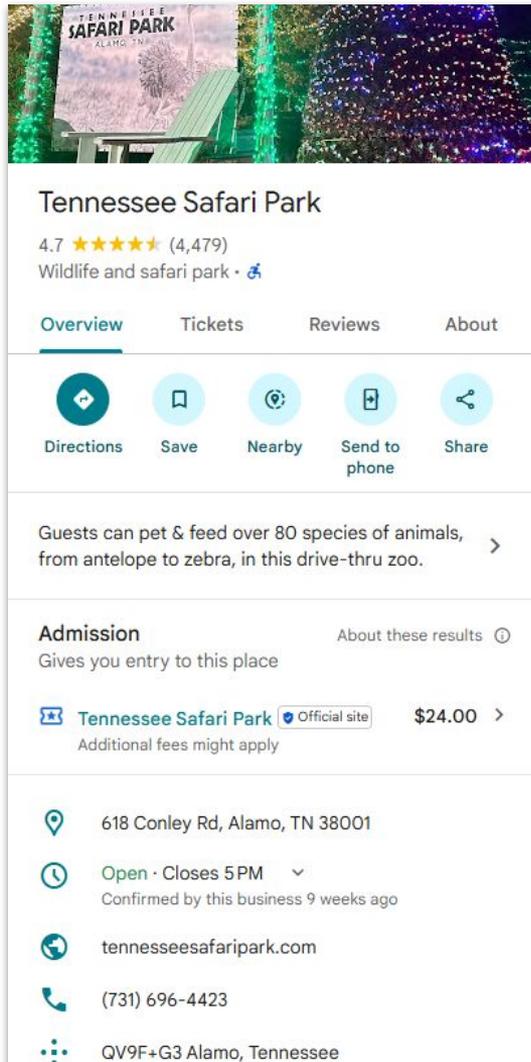


What is a Google Business Profile & Where Do They Show Up?



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 states: "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).

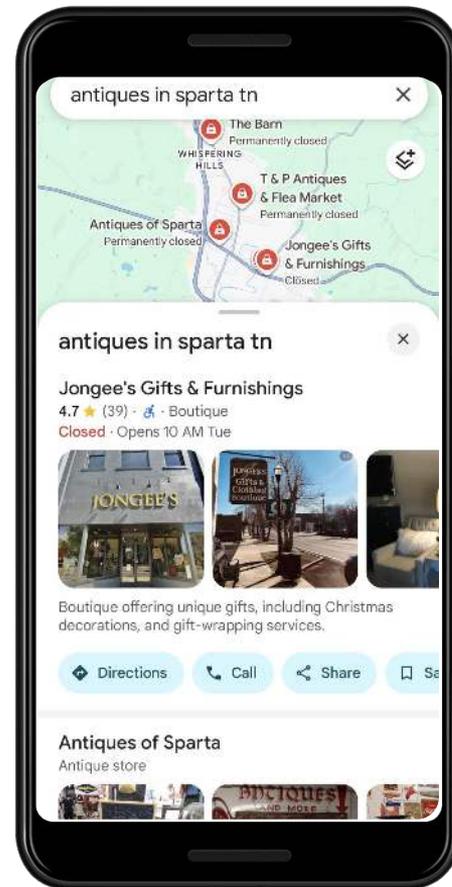
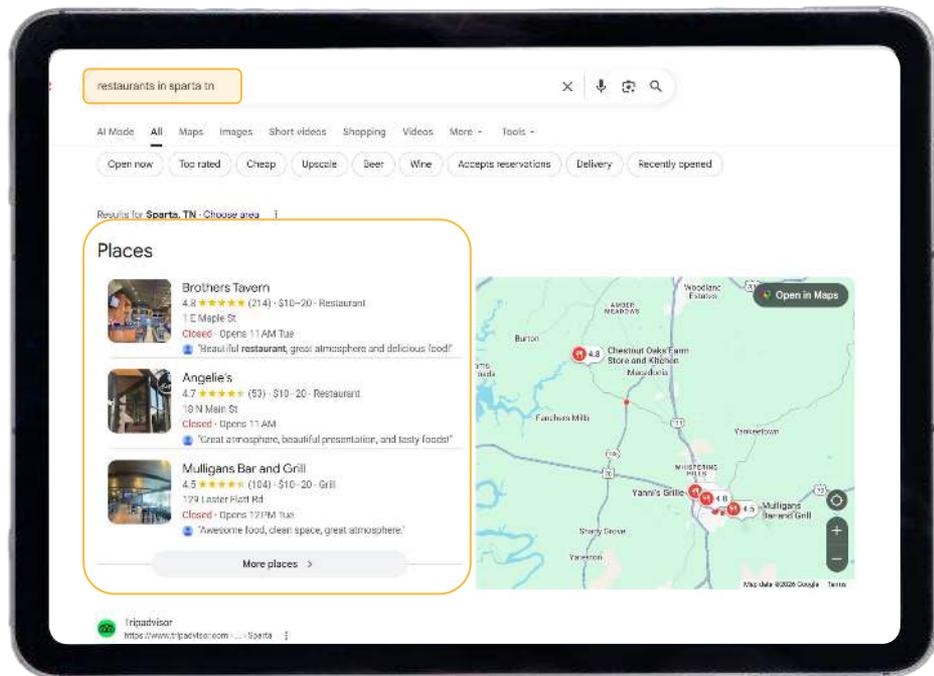
Shows your info

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.

» GBPs drive local discovery



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

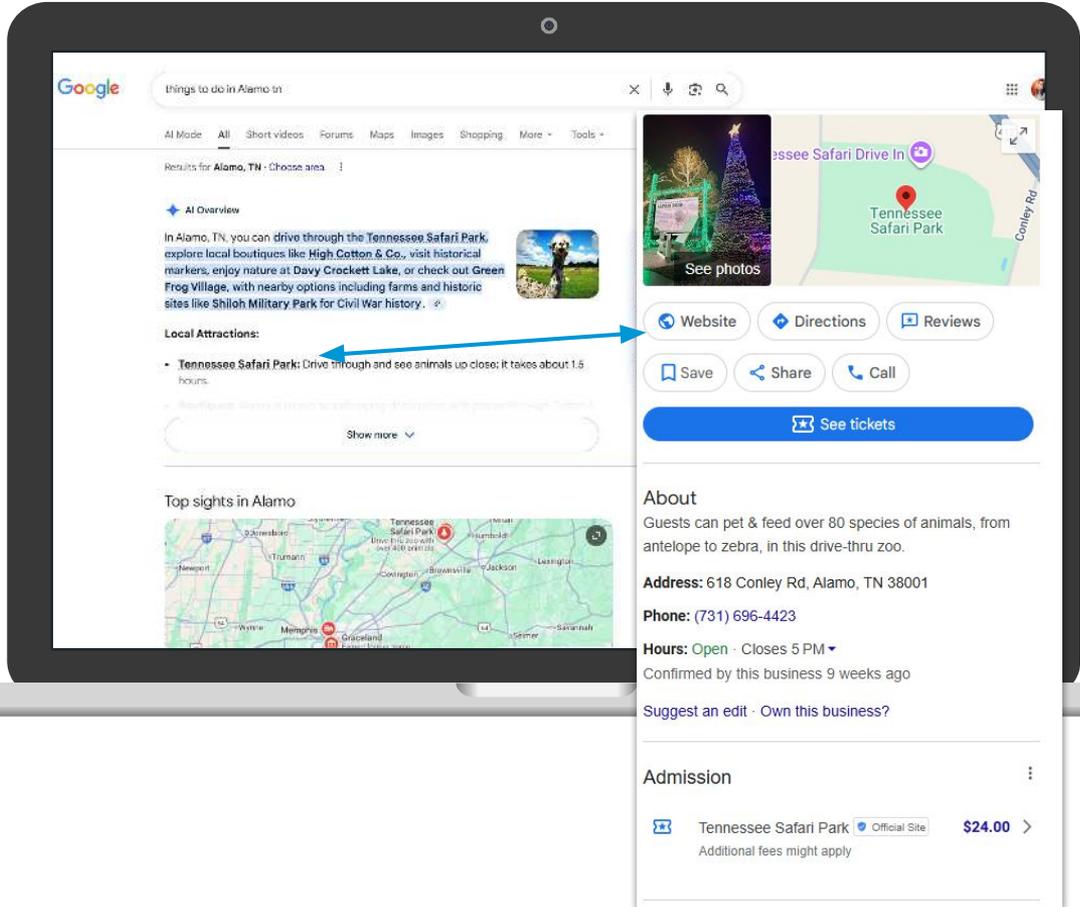


things to do in Alamo tn



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.



» Missed Webinar 1? Start here.

- ✓ **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



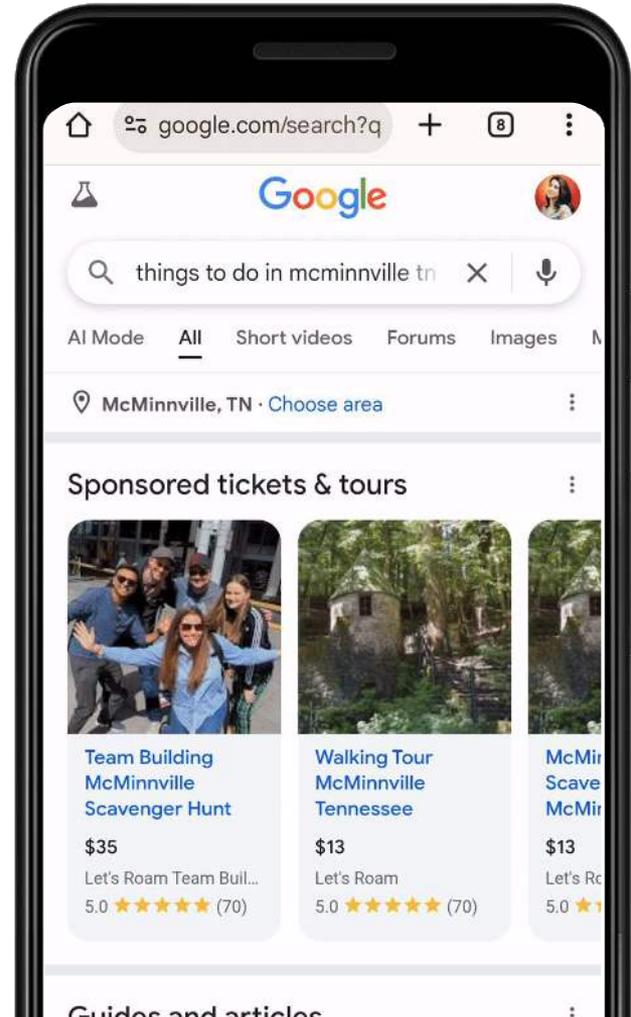


Share Your Story with Imagery

Use photos and videos to boost engagement online

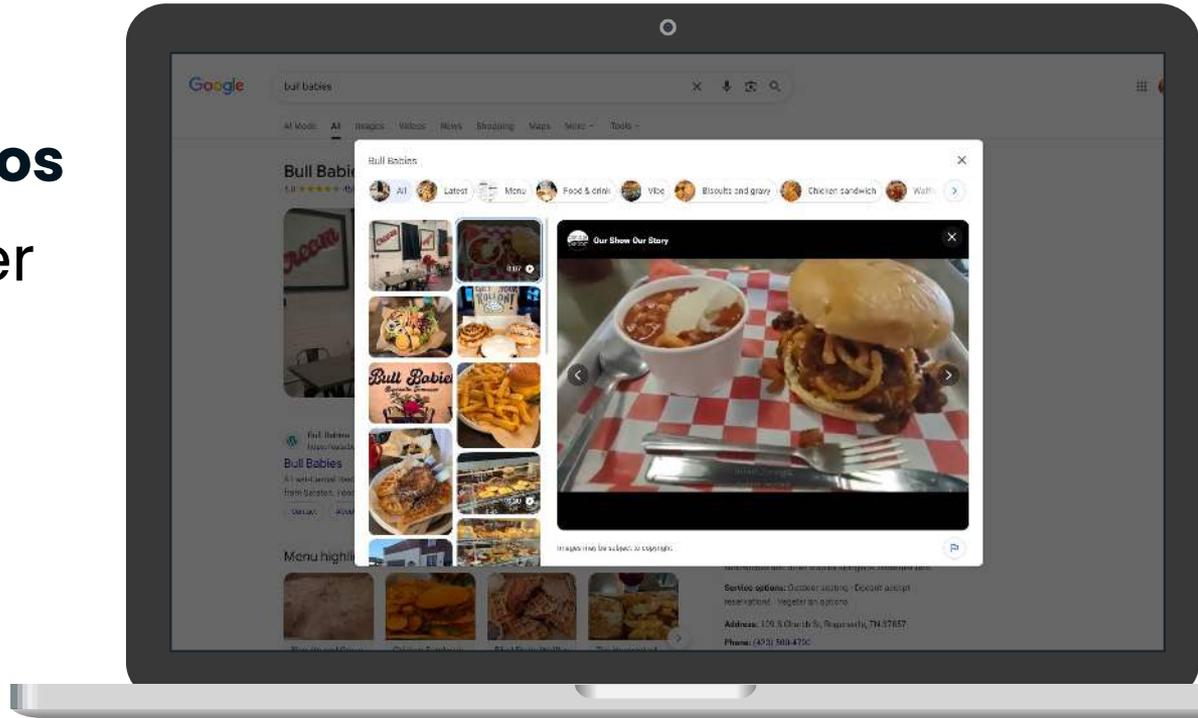
» Today's Search Results: More Visible Than Ever

- **Long and short videos** featured between organic links
- **Carousels featuring GBPs** for dining and attractions
- A section called **“visual inspiration”** that's pulled from image search
- Photos for **organic web links**.



» The Power of Photos

Owner and customer photos strongly influence purchase decisions.

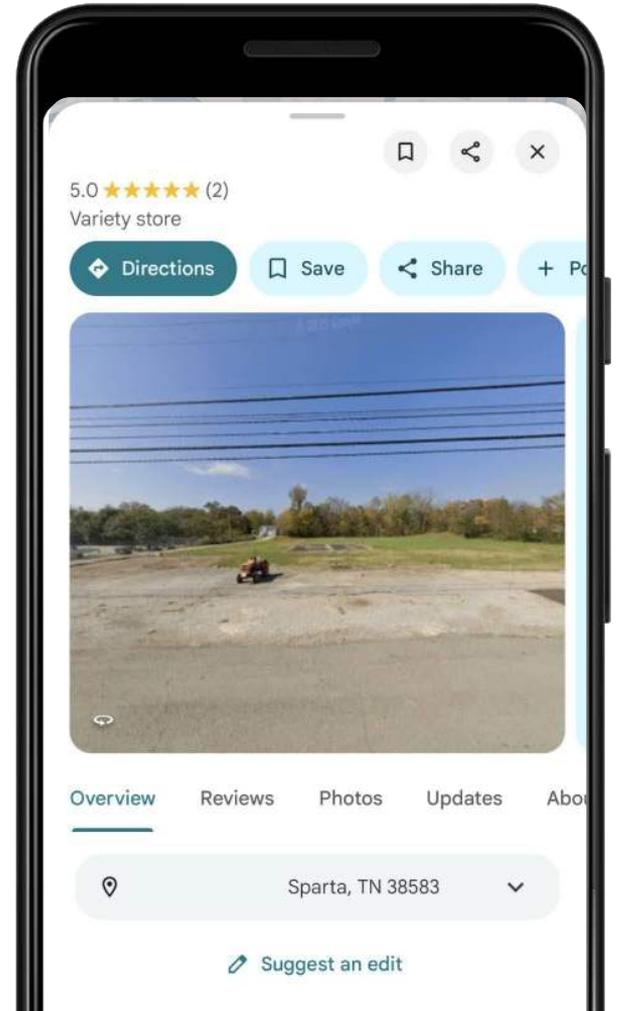


» Photos Boost Conversions

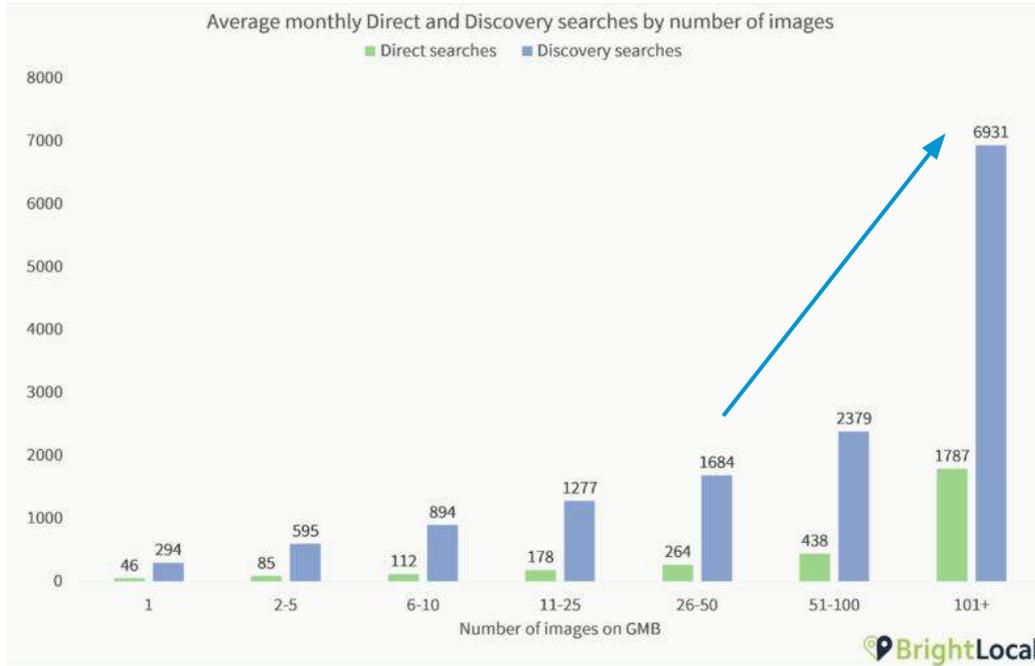
GBPs enhanced with high quality photos are 35% more likely to generate website clicks and attract visits.

Source: [Google & Ipsos Study](#)

On average, 15% of the rural Tennessee listings we've audited had no photos.



» Impact of Photos on Search Performance



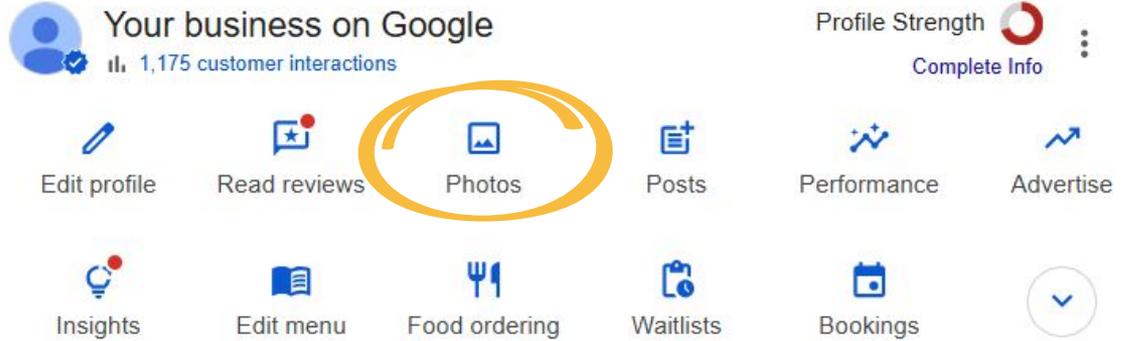
Listings with more photos show up in more discovery searches.

Businesses with 100+ photos on Google get **311% more exposure** than those with 26–50 photos.

Businesses can add more photos to boost visibility.



Updating Photos How to get there



- **On desktop**, click “Photos”
- **On mobile**, click “Business” then “Add Photo”
- Go here to **change your logo** or **update your cover**.
- Add or remove **photos and videos** (up to 30 seconds)



» Managing Photos

Photos and videos

View all photos Add photos

Want your photos to reach more customers? Try Google Ads and get \$520 in Google Ads credit when you spend \$520. Offer for new ads only. [Terms and conditions apply](#)

You can manage photos and videos uploaded by your business

Change cover Change logo

Posting publicly as

Drag images and videos here

or

Select images and videos

 **Tip:** Click “view all photos” to see your uploads and user generated content.





**What makes a
business photo great?**

» 3 Key Features of Good Business Photos

#1 - Informative

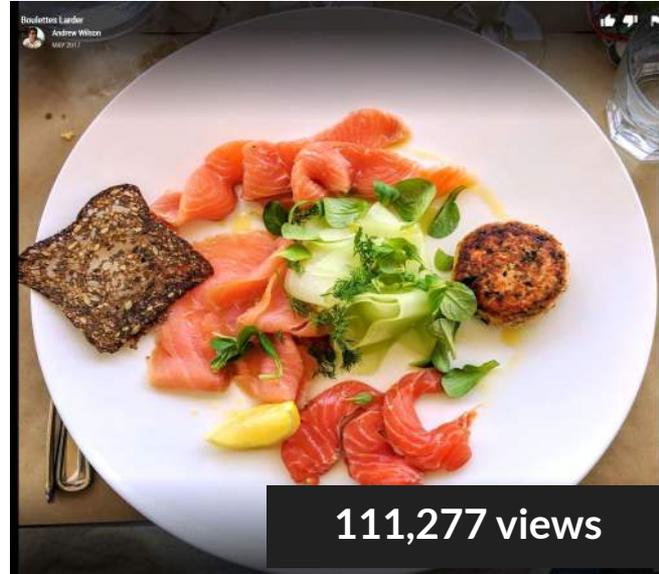
What would a potential visitor want to know or see about this place? Consider the **scope**, the **scale** and the **context** of the place you're capturing.



» 3 Key Features of Good Business Photos

#2 - Attractive

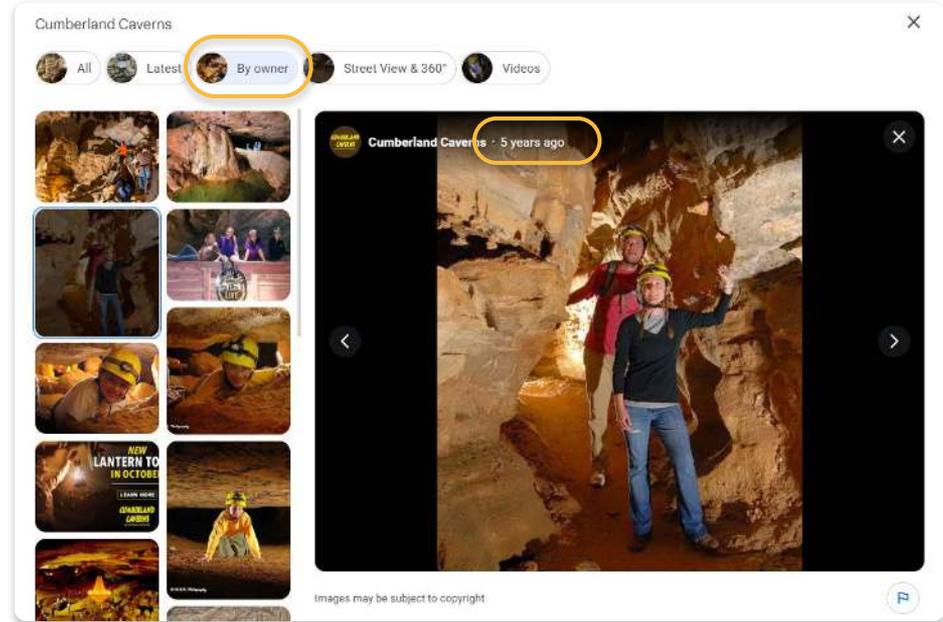
What makes this photo eye-catching? Consider **color**, contrast, saturation, **lighting**, focus and leading lines.



» 3 Key Features of Good Business Photos

#3 – Recent

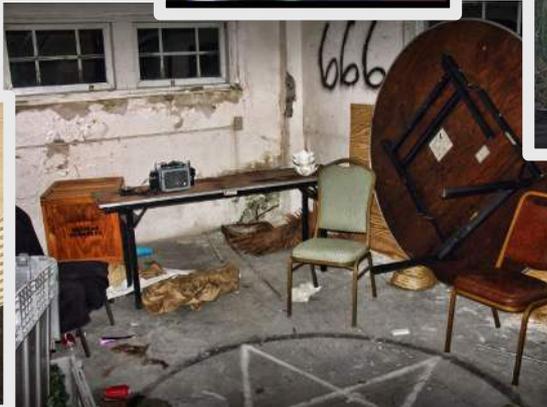
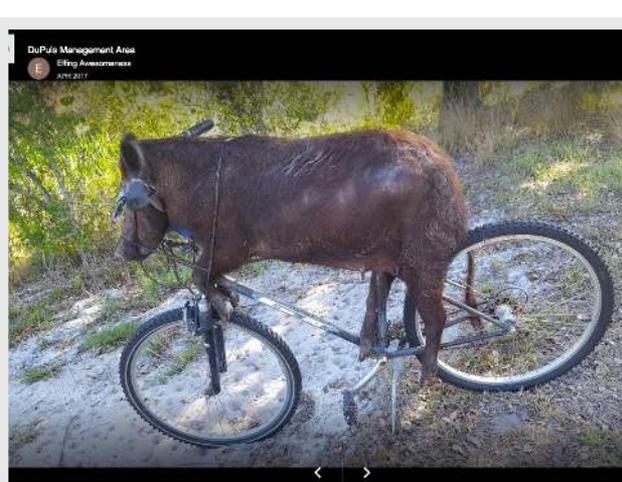
Customers want to know what things look like **right now**. They're looking for **reassurance** – yes, others are having a great experience.



 **Tip:** Add **4 – 5 new photos per month** for a 10% – 30% lift in exposures for your business.



» Periodically Review User Generated Images (UGC)



Poor Quality Images Can Be Removed



Images may be subject to copyright.

Why are you reporting this photo? (Required)

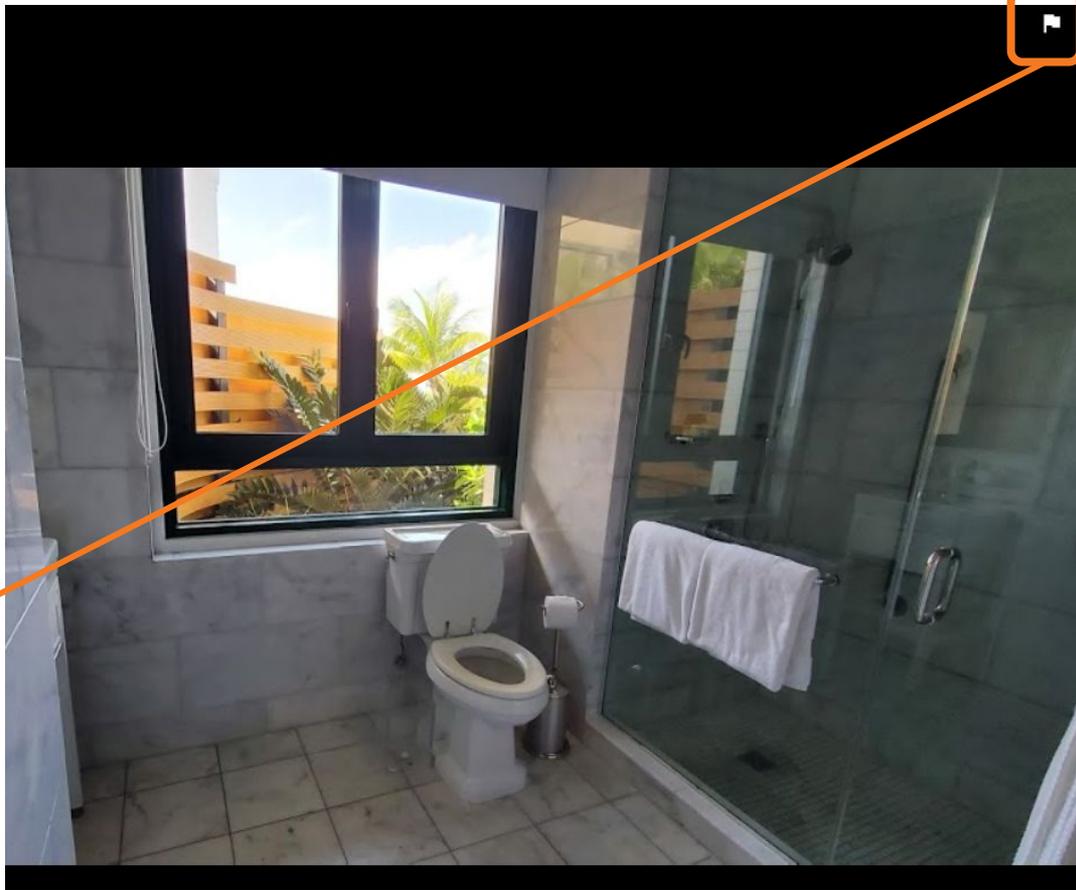
- Offensive, hateful or sexually explicit
- Legal issue
- Privacy concern
- Poor quality
- Not a photo or video of the place
- Other

Please share your reason. Examples:
inappropriate caption, misclassification.

Email address:
(Required)

reCAPTCHA verification:
(Required)

I'm not a robot



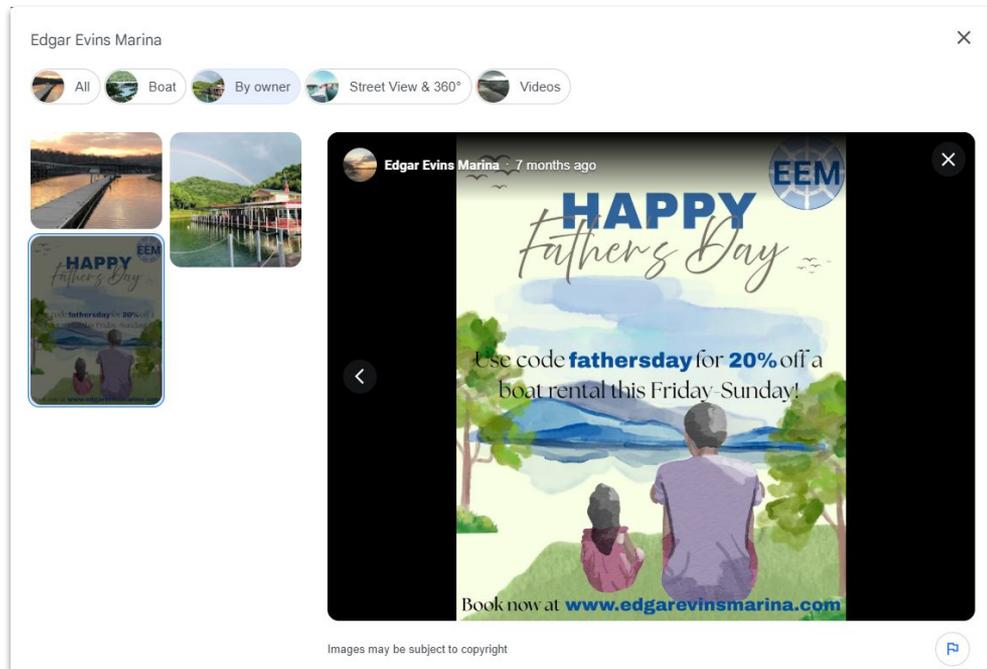
» Photo Best Practices

Only upload photos you created or **own the rights** to.

Don't use **filters** or overlay text. Use **Google Posts** to promote deals and offers.

Have **evergreen photos** of what the business looks like.

📣 **Tip:** For full guidelines, review Google's [Tips for Posting Media to Maps](#) article.



» Photo Best Practices

Avoid “selfies.” The place should be the primary focus. Show off your *products*, the *general vibe* or an *experience*.

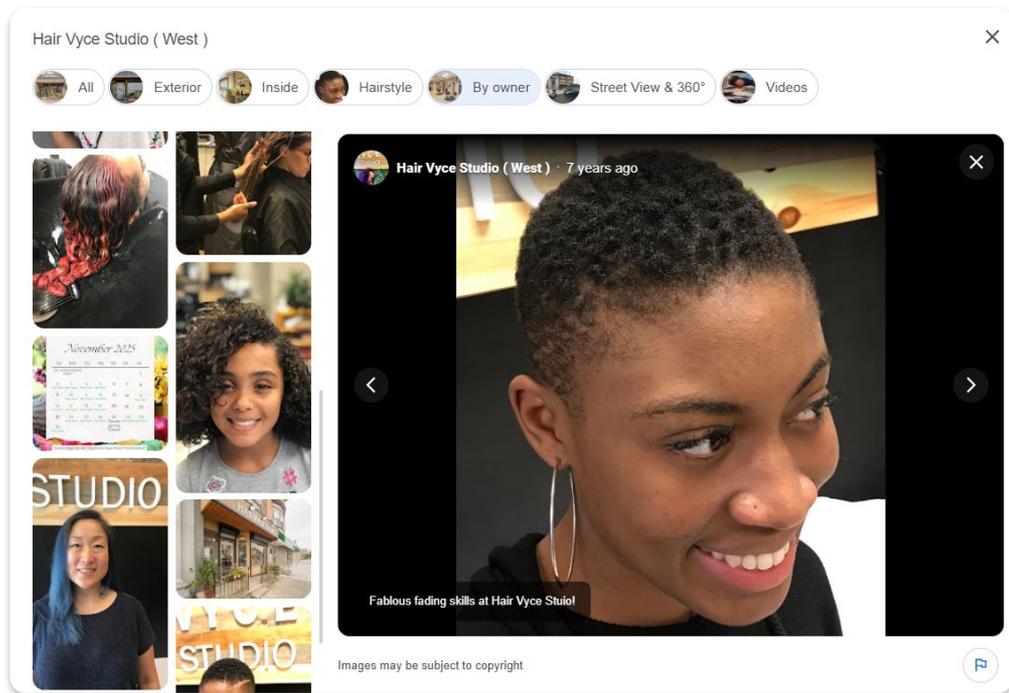
For brick and mortar locations, include photos of the **interior without people** if possible. In a busy location, try to get backs of your customers.



» Photo Best Practices

Avoid identifiable faces & personally identifiable information.

However, there's **exceptions to every rule**. Sometimes people help you show off your product or service. Just get permission and have **release forms**.

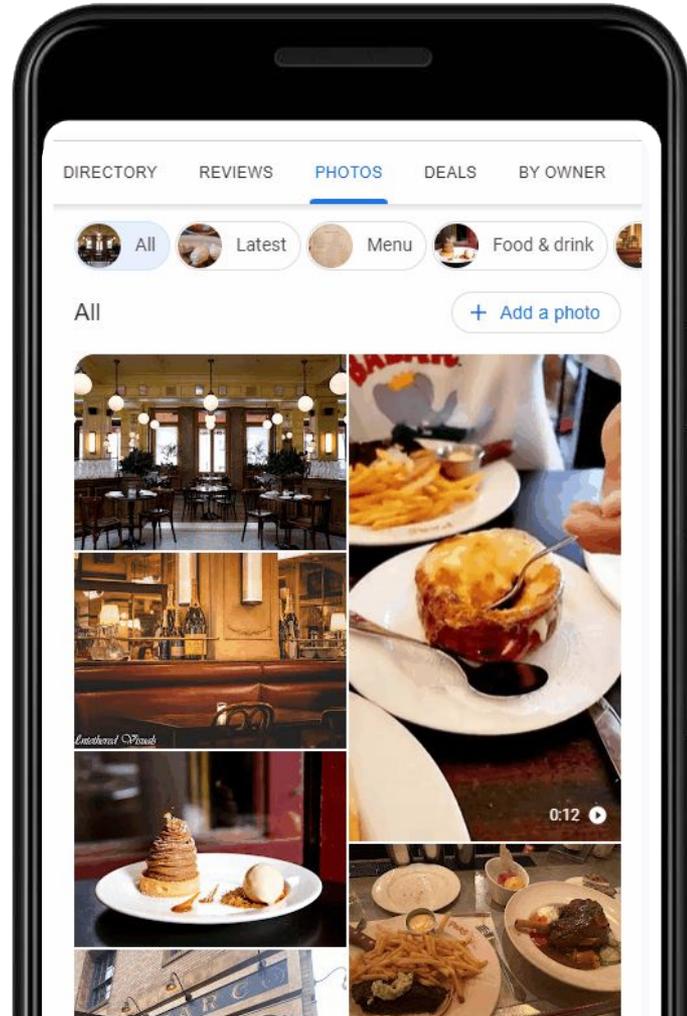


» Don't Forget Video

Google accepts 10-second live or 30-second recorded videos.

Recycle clips from other short form video posts. Remove overlay text or logos first.

Shoot vertical video because of the layout in the photo gallery on Maps.



» Photos & Videos: Your Checklist for Success

- ✓ **Show off your unique products and experience** with photos and videos.
- ✓ **Review your photos** and remove any images of your property that are outdated (like after a remodel or older products.)
- ✓ **Set a reminder.** Upload 4-5 photos a month for a boost in engagement. This also signals to Google that the listing is active.
- ✓ **Review UGC regularly.** Flag images that are low quality or no longer relevant.



Encounter a roadblock?
Get free support from an expert.

More in the Online Library



Maximize Exposure Online
With Google Business Profiles
– Lesson 8

Tips for Better Mobile Photos &
More Impact





Increase Conversions
Highlight events, products and more

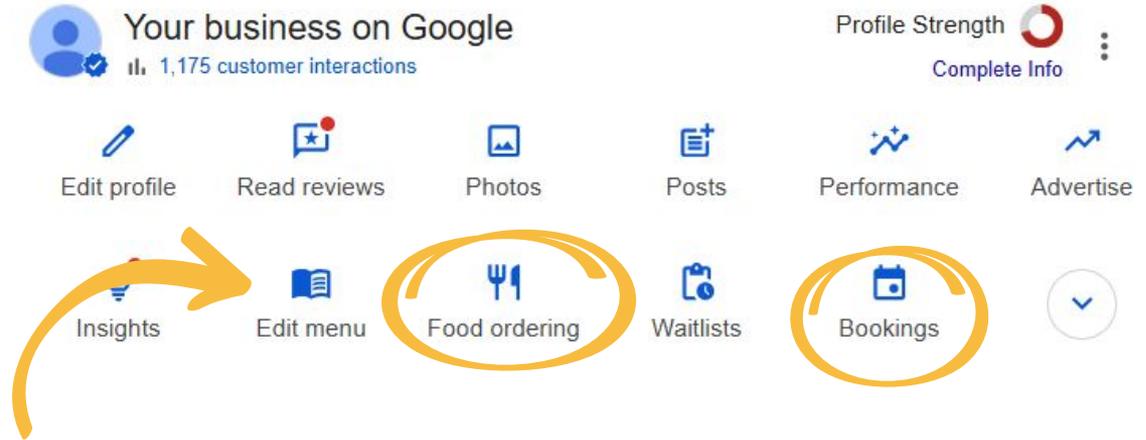
TN

Department of
Tourist Development

x miles
PARTNERSHIP

Boost
Conversions

Bookings Menus & More



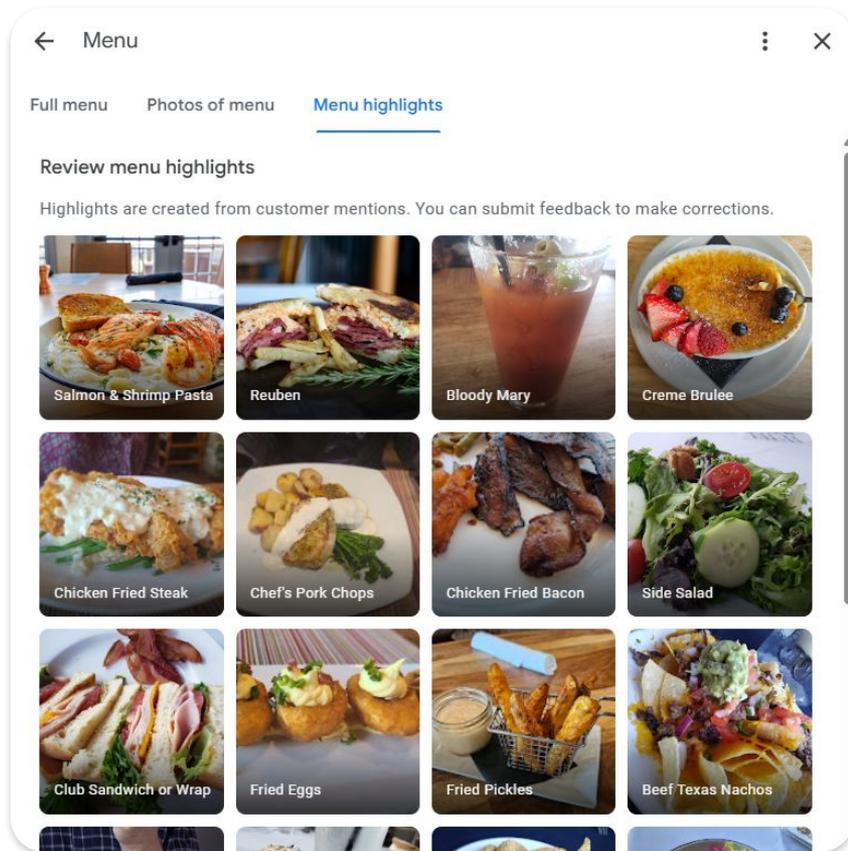
- **Create a menu manually**
- **Upload photos or a pdf** to create a menu
- **Review “menu highlights”** that are created from customer mentions and report feedback.
- Add a **booking button** (need a preferred partner) or add a **booking link**.
- Integrate **food ordering** (partner required)



» Keep up with the menu highlights

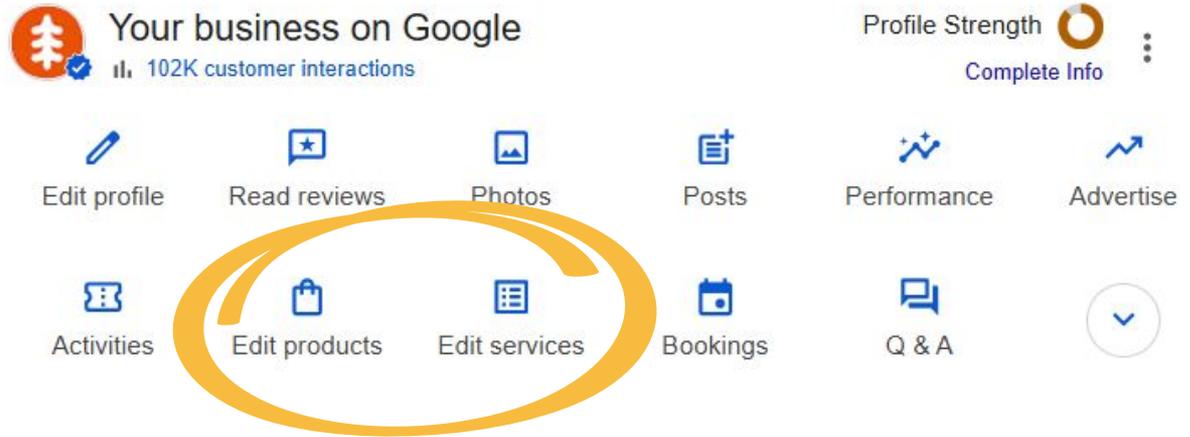
This feature gives you a little more control over UGC.

Report images or **make corrections** to the names of dishes your customers contribute.



Boost
Conversions

Products & Services

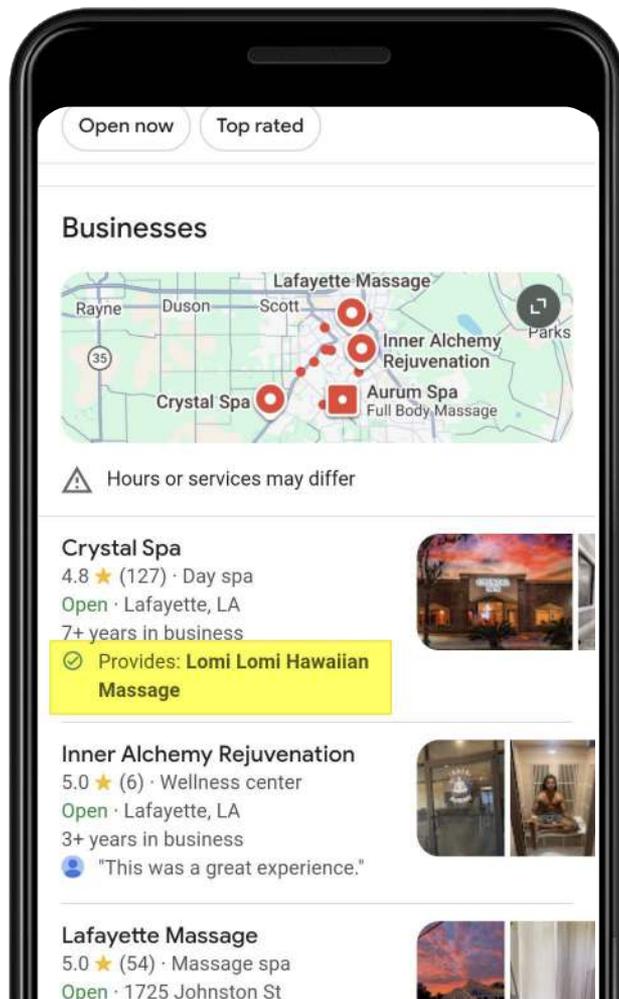


- **Products and services** appear in your listing
- **Products** are more prominently featured as a carousel and services are in a list format.
- Google **highlights services** in local search results
- Products can be used for physical items or services and you **can use both**



» Here's what services look like in search

We searched "lomi lomi massage near me." Notice how Google shows a list of businesses and highlights a local listing at the very top because they offer the service we are looking for.



» Here's what products look like in a listing

Products are little more visual and come with call to action buttons, but both features are valuable for businesses and can be used simultaneously.

Spa & Wellness at The Kahala

Kahala Resort, 5000 Kahala Ave #5000, Honolulu

(808) 739-8938

← See all products



Kala Ko'iko'i Lomilomi | 2 Hours

This targeted treatment begins with a gentle exfoliation using a dry bristle body brush to remove inactive skin cells followed by a Hawaii-inspired body polish. This Lomilomi massage experience is enhanced with warm Pohaku stones, combined with a hand-carved Lomilomi stick used to massage the body. This moderate to elevated pressure massage will leave you with renewed energy and an invigorated mood for your day ahead.

[Learn more](#)

Other products in this category



Golden Glow Facial an...



Romance Package



Hawaiian Body Mask a...

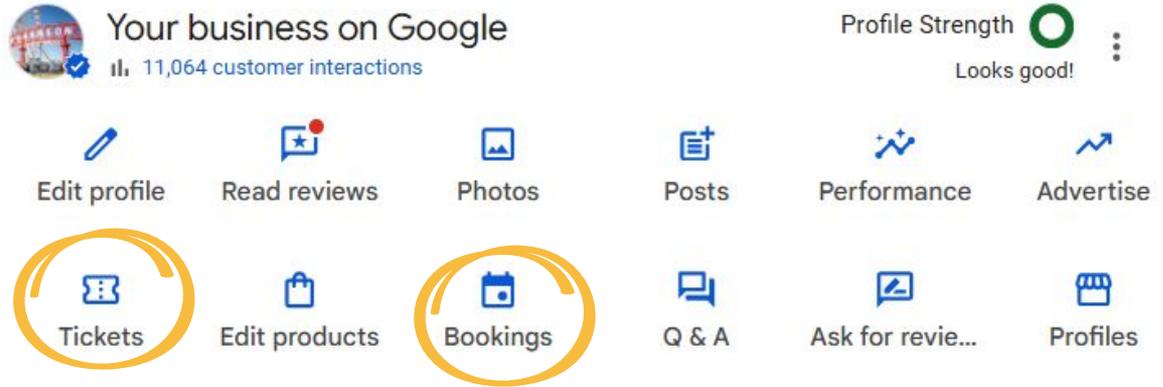


Ho'ola Hana Hou | 1.5 ...



Boost
Conversions

Booking, Tickets & Activities



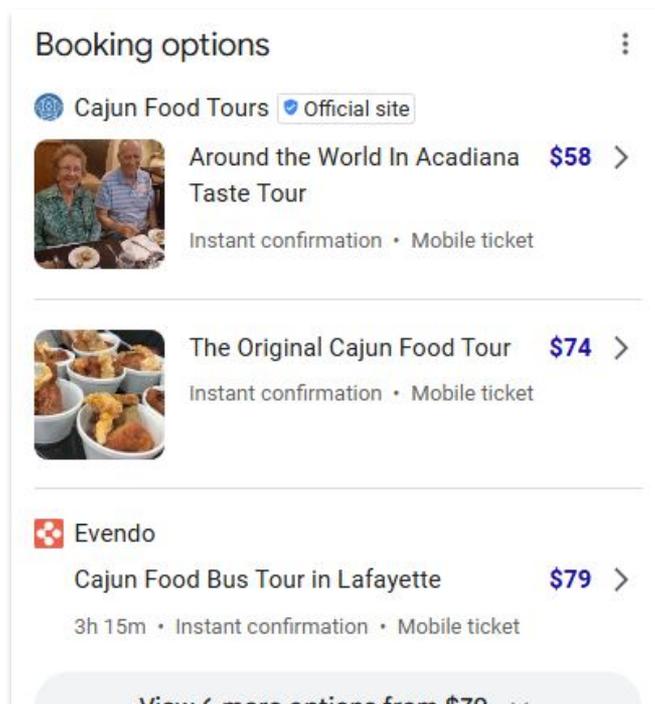
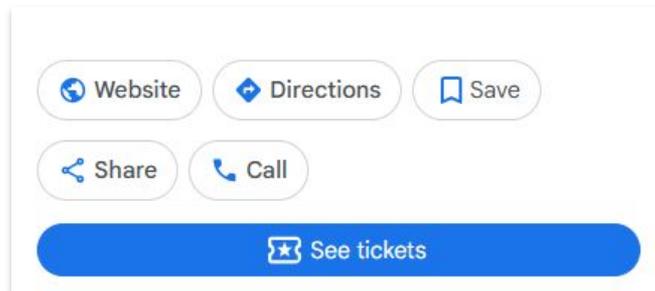
- **Highlight your tickets and tours**, above other offers
- Tickets appears as a **CTA button** on a listing
- Bookings and activities **appear as links** in the listing
- These help **increase direct bookings**
- **Add multiple tickets**, and edit and delete as needed
- May appear as an **“activities”** in the dashboard



» Here's what activities and tours look like

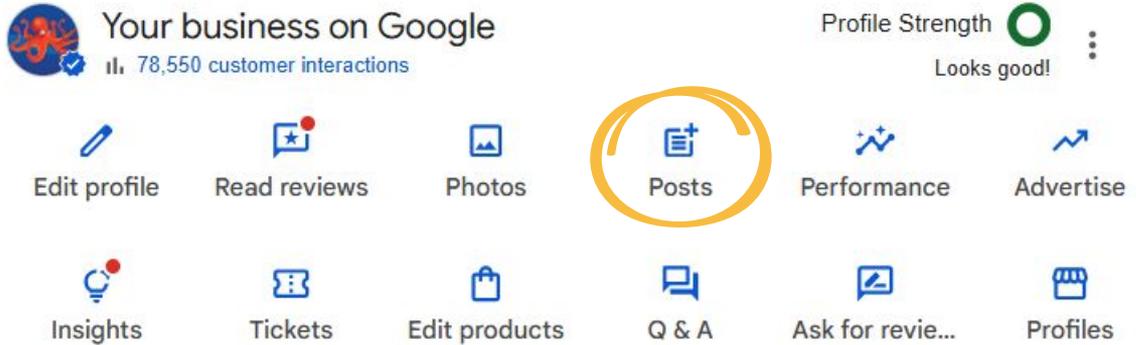
Notice the “See tickets” button. This appears at the very top of listing. It links to a list of ticket options in the GBP.

Booking links take users directly to your website. They appear above other offers like in this example. See *Evendo*.



Boost
Conversions

Updates, Events + Offers



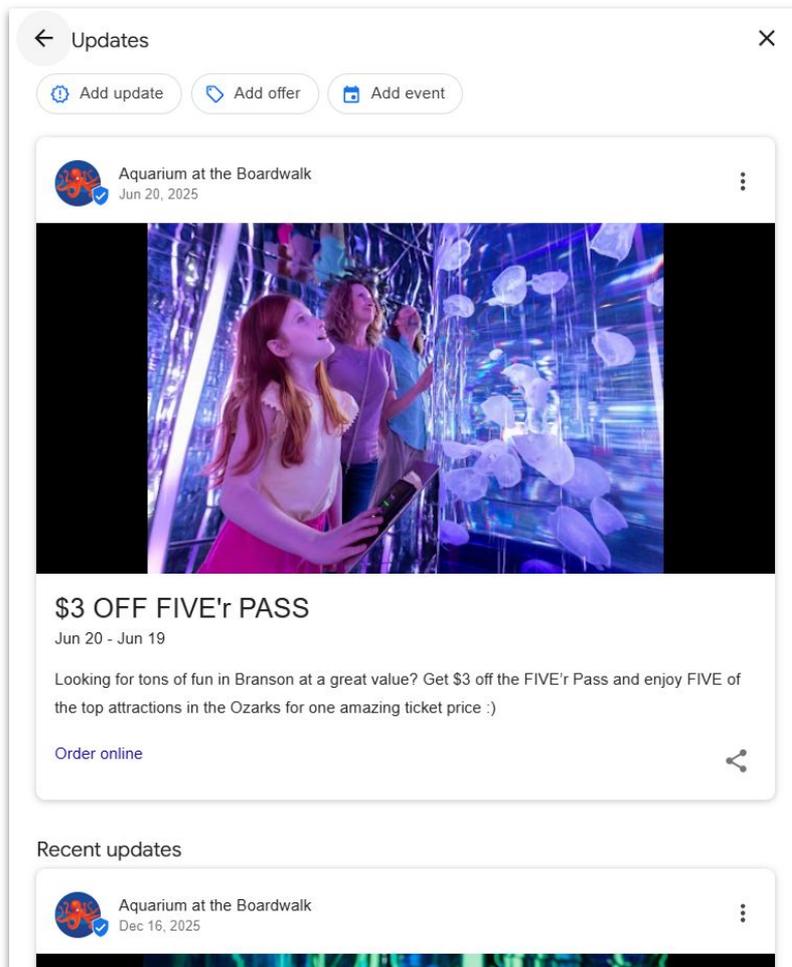
- Use **“Posts”** to boost conversions
- There are **three types**: Events, updates and offers
- Add a **call to action button** to posts
- Add **start and end time** to events and offers
- Appears in your listing as a **photo carousel**
- Can appear in **local search results**



» Here's what Google Posts look like

Use post to make an announcement, share deals or sell event tickets.

Use an attention grabbing photo, keep it short (100 characters), track results, post early in the week for promotions the following weekend.



The screenshot shows a mobile interface for Google Posts. At the top, there's a navigation bar with a back arrow, the word "Updates", and a close "X" icon. Below this are three buttons: "Add update" (with a gear icon), "Add offer" (with a tag icon), and "Add event" (with a calendar icon). The main content area features a post from "Aquarium at the Boardwalk" dated "Jun 20, 2025". The post includes a large image of people looking at jellyfish in an aquarium. Below the image, the text reads "\$3 OFF FIVE'r PASS" followed by "Jun 20 - Jun 19". A short promotional message follows: "Looking for tons of fun in Branson at a great value? Get \$3 off the FIVE'r Pass and enjoy FIVE of the top attractions in the Ozarks for one amazing ticket price :)". At the bottom of the post is a blue "Order online" link and a share icon. Below the main post, there's a section titled "Recent updates" which shows a partial view of another post from "Aquarium at the Boardwalk" dated "Dec 16, 2025".



Ace Reputation Management

Proven strategies to manage reviews



What is Reputation Management?

Reputation management is a proactive approach to tracking, managing, and improving your brand's reputation across digital marketing channels.



**Modern Reputation Management
is a **two-way communication**
between brand and customer.**

THE POWER OF REVIEWS

92%

of consumer
use reviews to
guide purchase
decisions

Source: [Forbes](#)



THE POWER OF REVIEWS

92%

of consumer
use reviews to
guide purchase
decisions

Source: [Forbes](#)

52%

will only use a
business if the
rating is 4.0 or
or higher

Source: [Brightlocal](#)



THE POWER OF REVIEWS

92%

of consumer
use reviews to
guide purchase
decisions

Source: [Forbes](#)

52%

will only use a
business if the
rating is 4.0 or
or higher

Source: [Brightlocal](#)

88%

Are “fairly” or
“highly” likely to
use a business
with response to
all reviews.

Source: [Brightlocal](#)





4 Ways Reviews Impact Your Business.

» Impact of Reviews

#1 – Reviews build trust and create credibility

Marketing to drive demand is only **half** the equation.

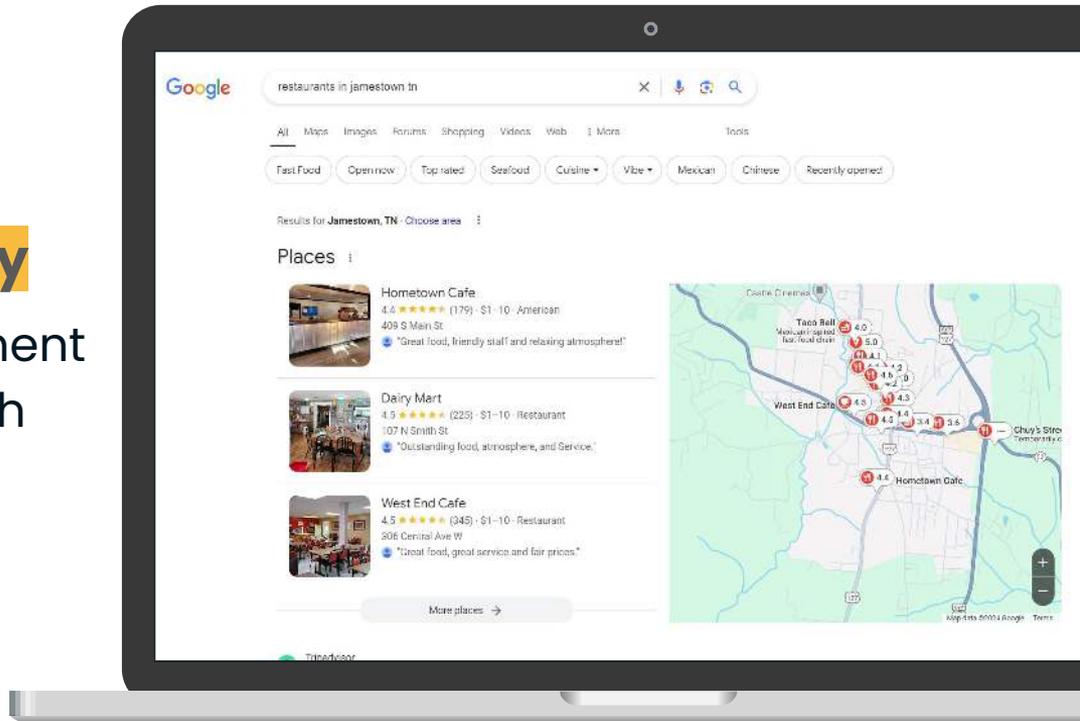
Consumer confidence is fueled by **social proof**.



» Impact of Reviews

#2 – Reviews power visibility

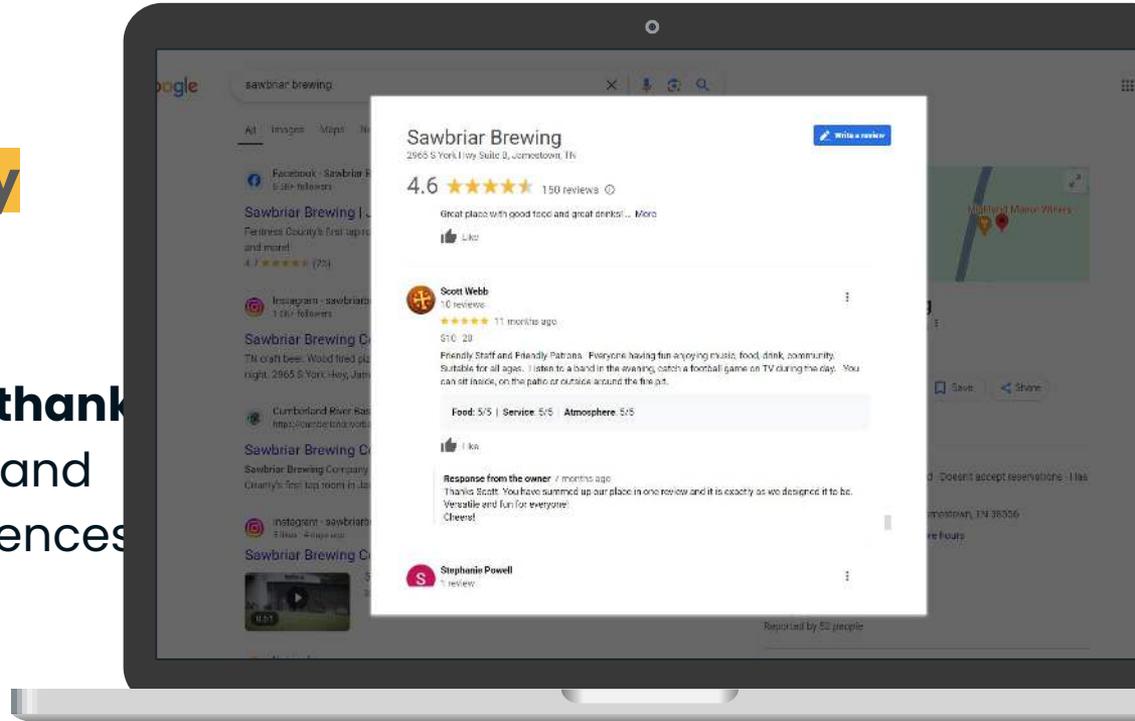
If you want to boost your placement (**for FREE**), you'll want to start with looking at your "prominence."



» Impact of Reviews

#3 – Reviews boost loyalty & conversion

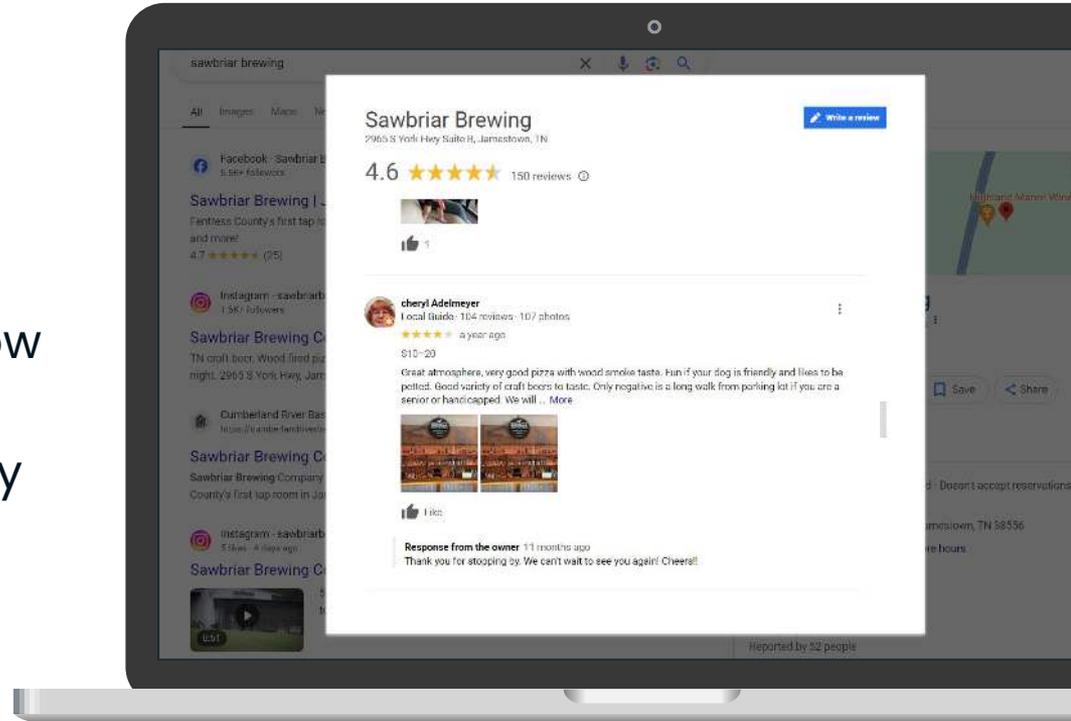
Responding to reviews gives businesses the opportunity to **thank** and **reinforce** best customers and win those with negative experiences back.

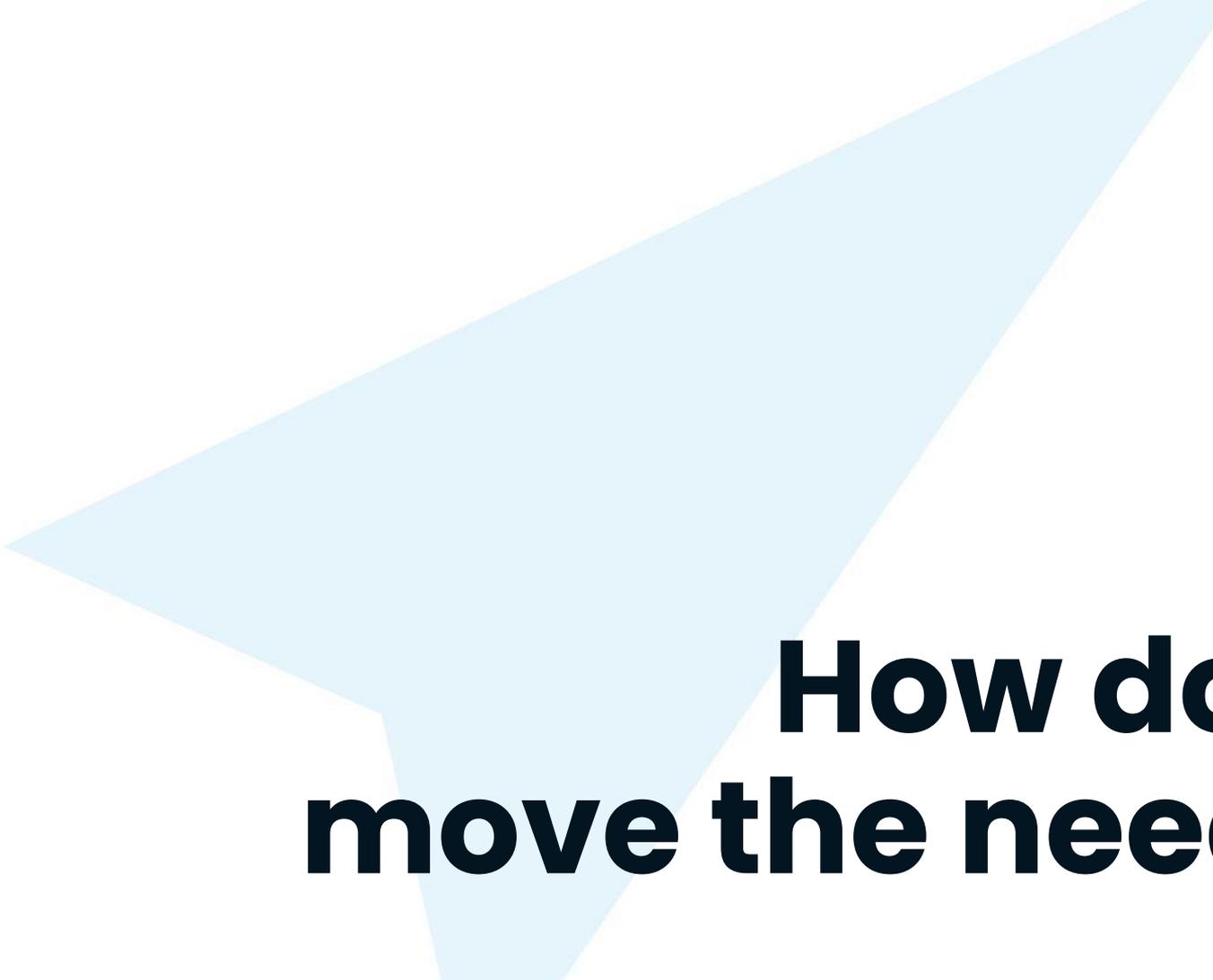


» Impact of Reviews

#4 – Reviews provide valuable feedback

Learn from any mistakes and show customers that **their feedback matters**. What can you take away from reviews?





**How do we
move the needle?**

REVIEW BEST PRACTICES

Getting Started — **Define Your Success**



Know

Your **current status**
(and competitors!)
across platforms



Set

Clear **goals, timelines & metrics** for the change
you want to see



Integrate

Goals across your **business & marketing** with clear
ownership & training



One of the easiest ways to get more reviews is simply to ask.

19% of consumers always left a review when asked

26% of consumers left a review more than half of the time

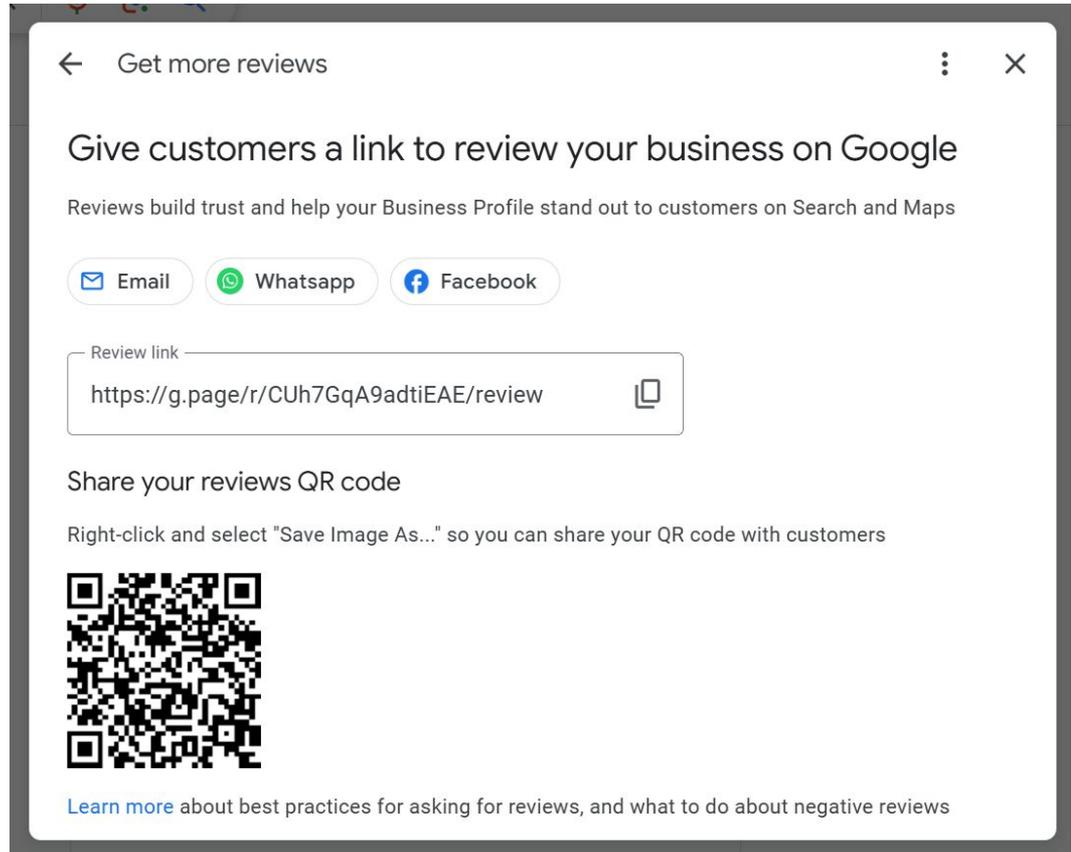
Both of these metrics have increased since 2022

Source: [Brightlocal](#)



How to get more
online reviews

Review Links



← Get more reviews

Give customers a link to review your business on Google

Reviews build trust and help your Business Profile stand out to customers on Search and Maps

Email Whatsapp Facebook

Review link

<https://g.page/r/CUh7GqA9adtiEAE/review>

Share your reviews QR code

Right-click and select "Save Image As..." so you can share your QR code with customers



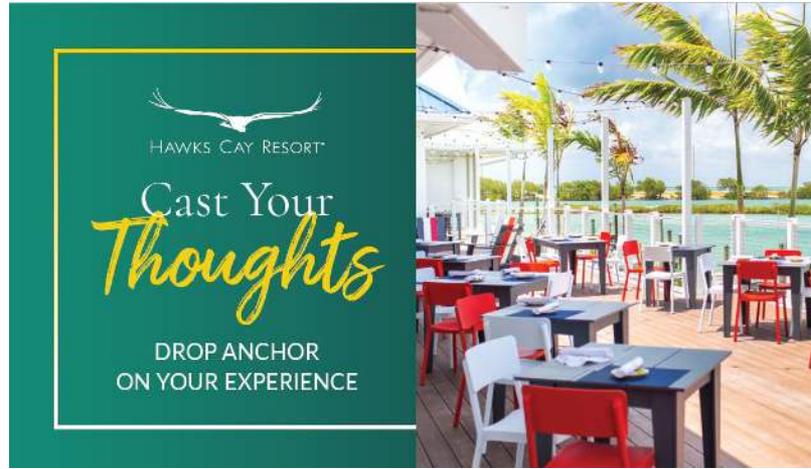
[Learn more](#) about best practices for asking for reviews, and what to do about negative reviews

Go to Edit Profile > Ask for Reviews.



How to get more
online reviews

Performance Cards



HAWKS CAY RESORT

Cast Your
Thoughts

DROP ANCHOR
ON YOUR EXPERIENCE

The card features a dark green background with a white border. At the top is a white bird logo. Below it, the text "HAWKS CAY RESORT" is in a small, white, sans-serif font. The main headline "Cast Your Thoughts" is in a large, white, serif font, with "Thoughts" in a yellow script font. Below the headline, the text "DROP ANCHOR ON YOUR EXPERIENCE" is in a white, sans-serif font. To the right of the text is a photograph of an outdoor dining area with tables and chairs, overlooking a body of water and palm trees.



Scan Here To
Leave A Review

*Angler
AND
Ale*

The card features a dark green background with a white border. At the top, the text "Scan Here To Leave A Review" is in a white, sans-serif font. Below the text is the logo for "Angler AND Ale" in a white, script font. To the right of the logo is a QR code with yellow corners. Below the QR code is a white rectangular placeholder for a review.



How to get more
online reviews

Review Signage

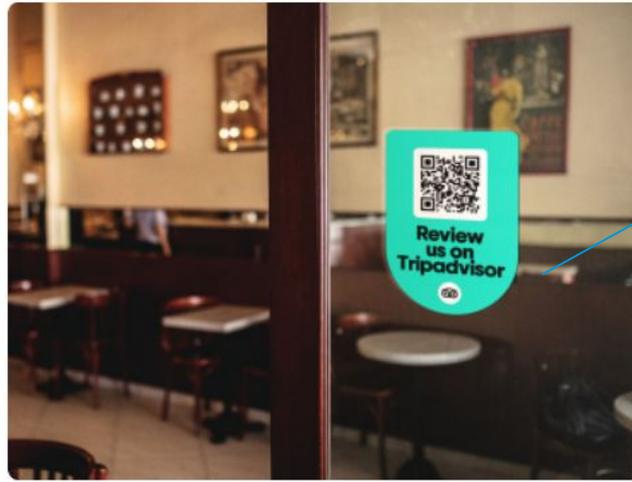


DIY your own signs OR buy tap review pedestals online.



How to get more
online reviews

Cards & Window Decals



Free for businesses
with a verified
Tripadvisor listing



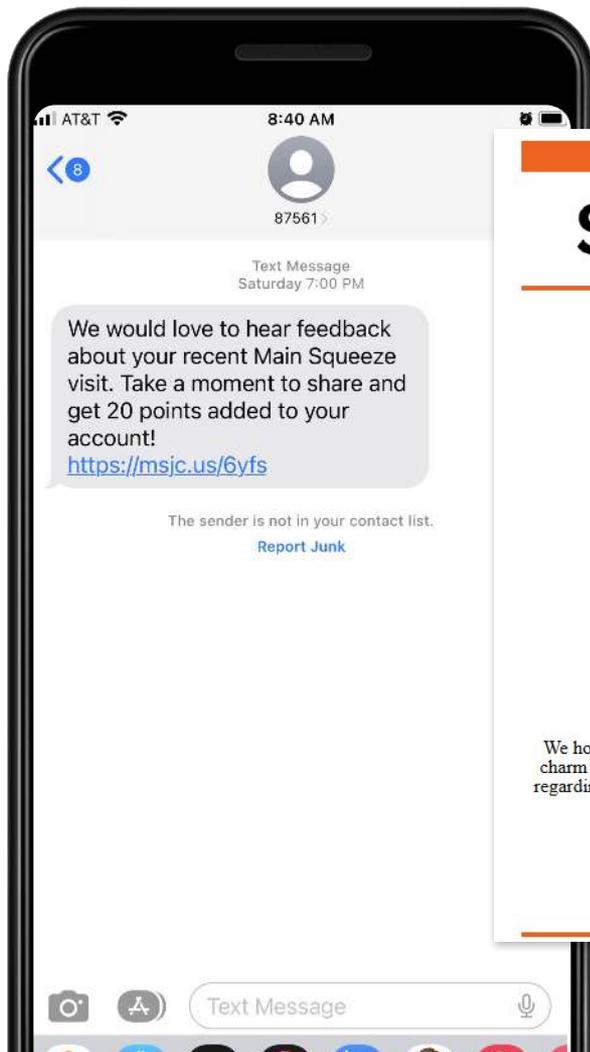
Tap or scan feature.
Can find custom
options online.

Even websites like Etsy
have customized
products.



How to get more
online reviews

Email & SMS Text



THANK YOU STAYING WITH US!

SWITZERLAND INN



Thank you for visiting the historic Switzerland Inn Resort!

We hope your visit to Little Switzerland was memorable and positive, full of Old-World charm and gracious hospitality. If you have a moment, we humbly request your feedback regarding your party's experience. Please see the questions below. We sincerely appreciate your patronage and look forward to seeing you again soon!

Share Your Thoughts!



A large, light blue abstract geometric shape, resembling a stylized arrow or a large triangle, pointing towards the top right. It is positioned behind the main text.

Tips for Managing & Prioritizing Reviews.

Recipe for Success — **Key elements of Brand Trust**



Consistency

Maintaining a **consistent voice and message** across all platforms



Transparency

Being **open and honest**, especially in crisis situations.



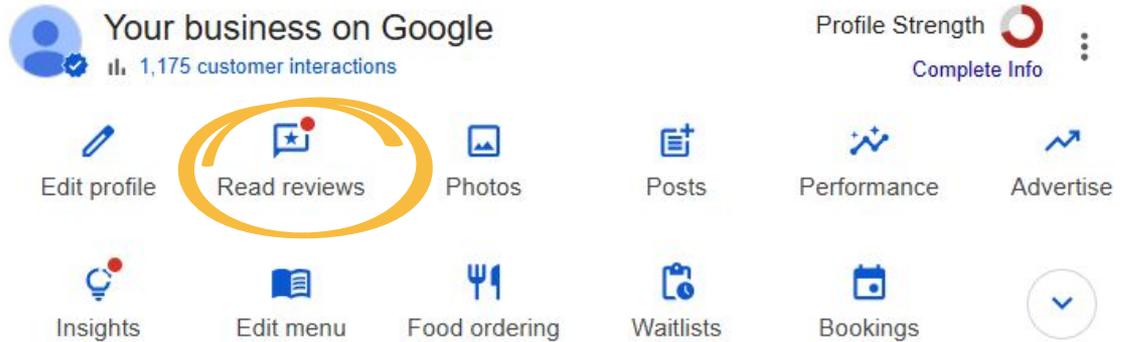
Engagement

Interacting with the audience to build trust and address concerns.



Responding to Reviews

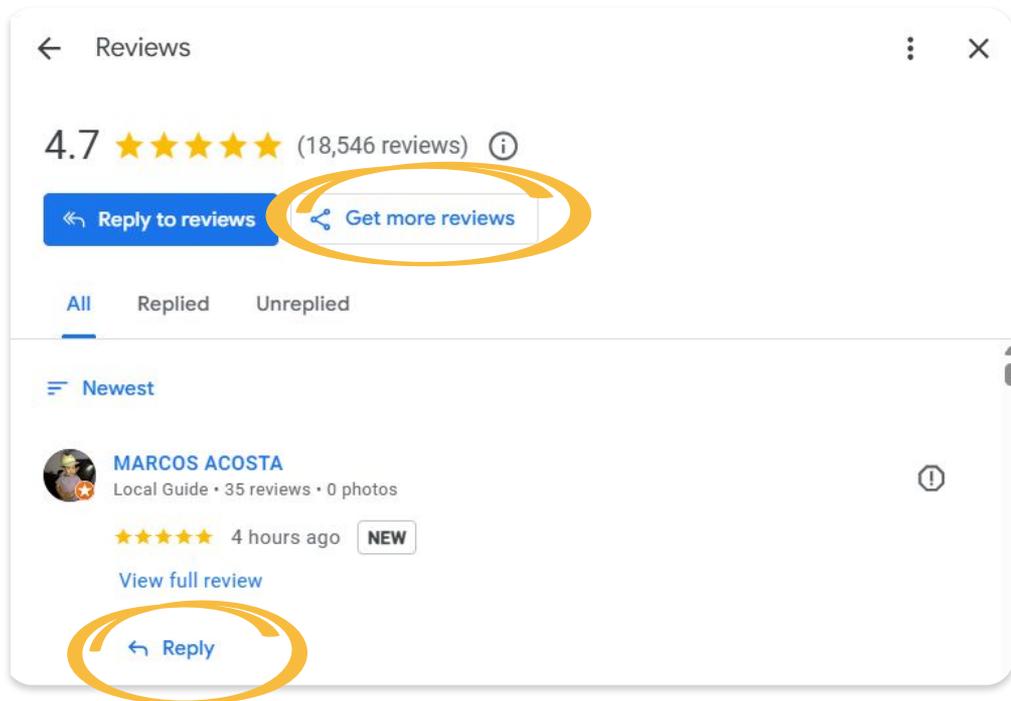
How to get there



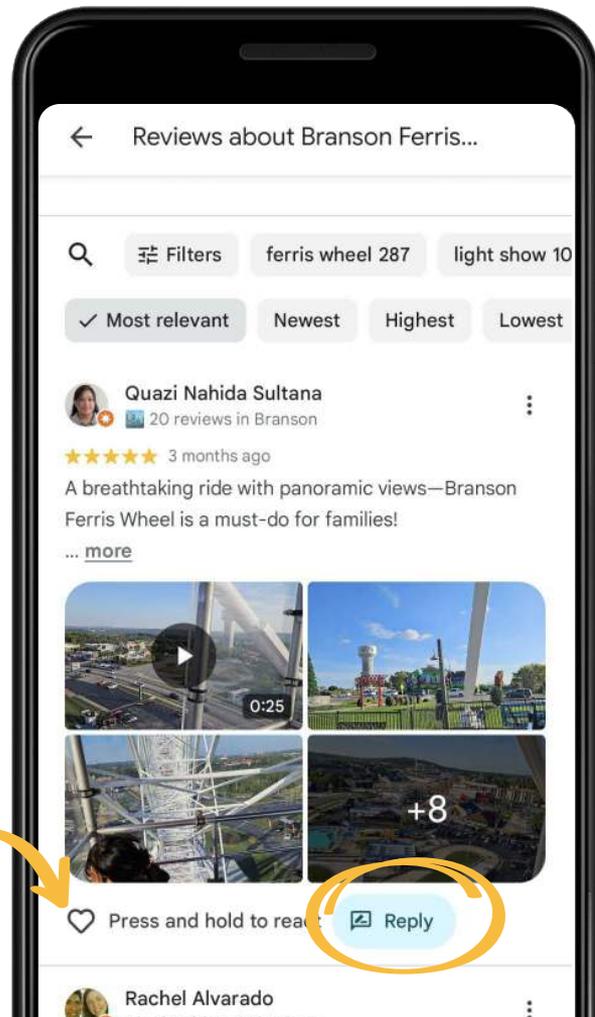
- **On desktop**, click “Read Reviews”
- **On mobile**, click “Business” then “Reviews”
- **Filter reviews** by “newest,” “highest” or “lowest”
- **Reply and “react”** to your reviews



» Managing Photos

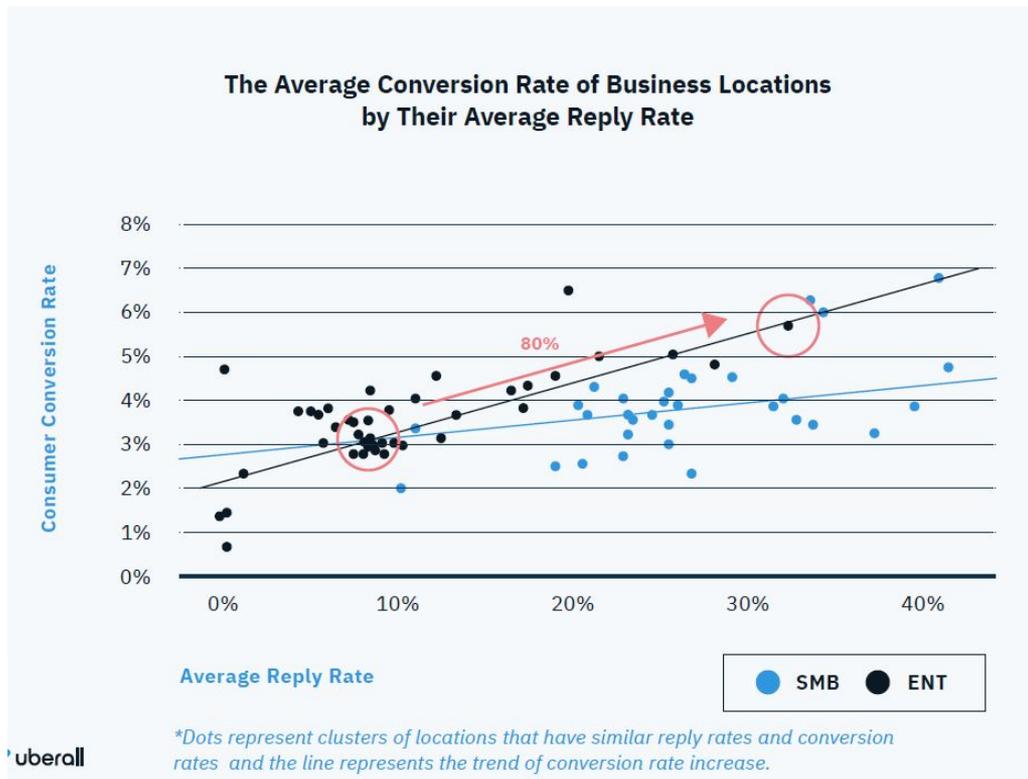


 **Tip:** React to your most positive, helpful reviews.



As a small business, your time and resources are limited. The good news is, **you don't have to respond to every review.**

» How often you respond impacts conversions



Your reply rate matters.

The study showed that businesses that **respond to 30% of reviews saw an 80% boost in conversions** compared to businesses that responded to 10% of feedback online.

– Uberall Study



» Management Tips

#1 – Prioritize the most important review. Respond to:

25%

of four & five
star reviews

50%

of three star
reviews

100%

of lowest reviews:
one & two stars



» How do respond to **positive reviews**

- **Prioritize longform reviews**

If you receive a lot of positive feedback, focus on the detailed, longer reviews. Customize these responses; mention specifics from the customer's review.



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Suggest other products, dishes or services to try on their next visit.



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- **Use AI as part of the process, not to replace a process**

Google's AI response feature is a helpful place to start, but we recommend personalizing those responses in your brand voice.



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- **Learn from mistakes**
Seeing patterns in feedback online? Determine if there needs to be improvements to products, service, training or communication.



» Reviews: Your Checklist for Success

- ✓ **Check your current status.** Find out what your rating is and track progress.
- ✓ **Set realistic goals.** Have a reputation management strategy for attracting reviews and responded to feedback. Be consistent.
- ✓ **Use the 25/50/100 rule as a general guideline.**
- ✓ **Get more reviews.** Quantity matters so try new tools and techniques to generate more positive reviews online.

More in the Online Library

[Smart Review Management:
Building Trust & Building Reviews](#)



What's Next?

Tennessee Digital Marketing Acceleration Program

Start learning! It's free training for Tennessee Businesses.



Online Toolkit

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



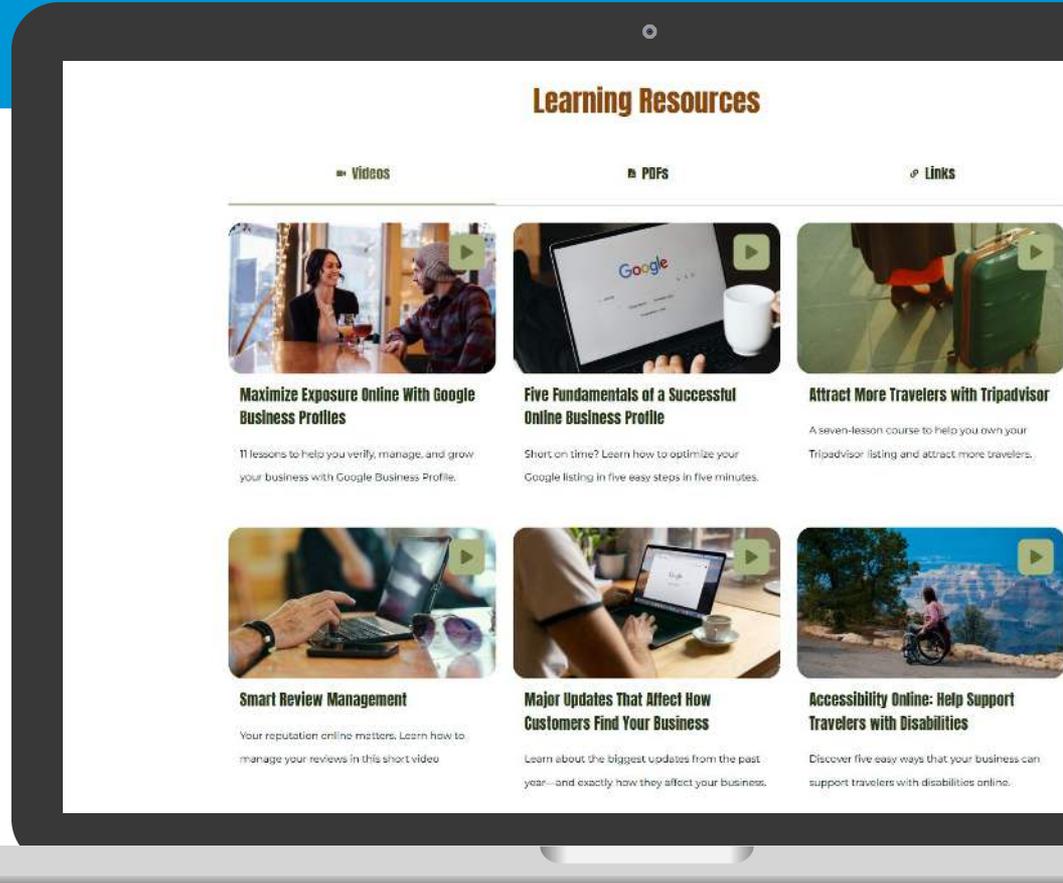
ABOUT THE TOOLKIT

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

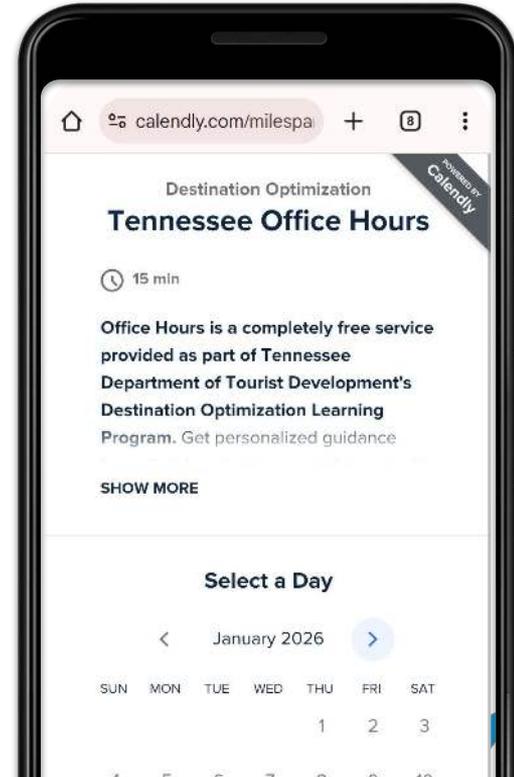
 **Access to Experts** Get free personalized guidance from specialists who speak your language, and tackle your challenges

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*



Questions?

