

# Using Google To Market Your Tourism Business



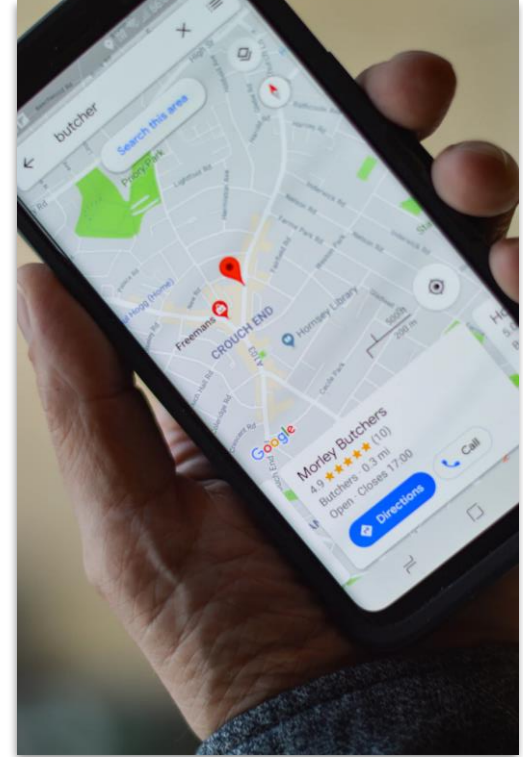
**PROFILETREE**



Tourism  
Enterprise Development  
Programme

# Aims

- Improve your Destinations Profile, Ranking and Leads
- Google Maps / Google My Business
- How to get extra Organic Traffic
- Spend 2-5 hours per month to get an ROI from today
- Have a great understanding of how Google products works



# Why Focus on Google?

## Nine Products - One Billion Users

- Google Photos
- Android
- Chrome
- Gmail (1.5 Billion Users – October 2018)
- Google Drive
- Google Maps (More than 1 Billion per month – Sept 2019)
- Google Search (More than 7 Billion searches per day – Oct 2019)
- Google Play Store
- YouTube (2 Billion Monthly Active Logged in Users - August 2019)



Chrome  
**64.45%**

Safari  
**17.57%**

Firefox  
**4.58%**

Samsung Internet  
**3.28%**

Edge Legacy  
**2.19%**

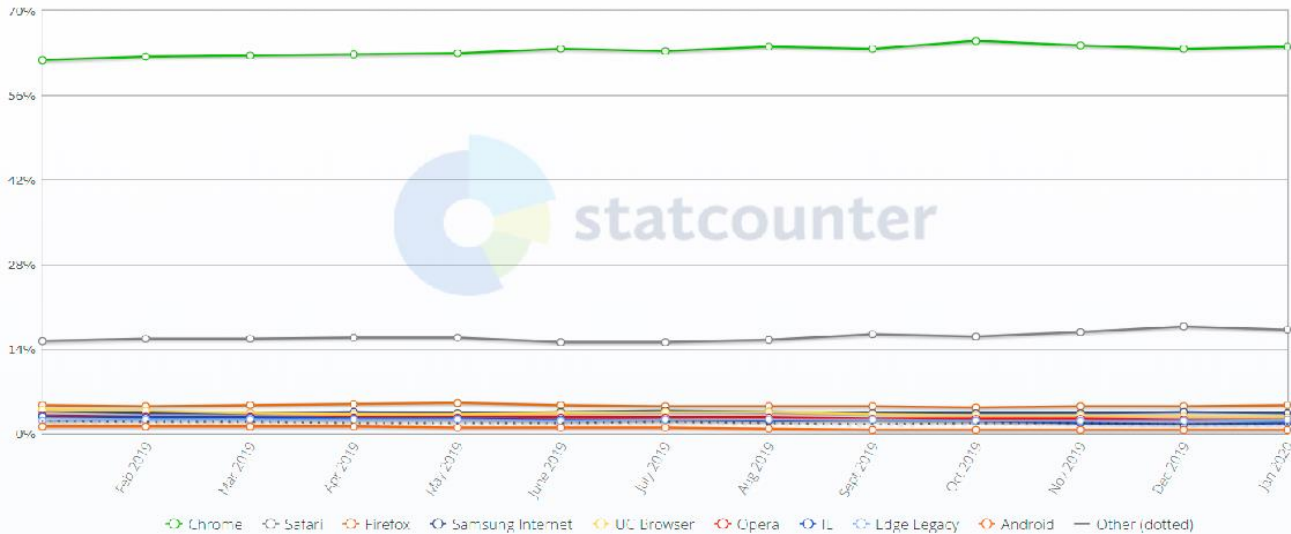
UC Browser  
**2.16%**

Browser Market Share Worldwide - February 2020

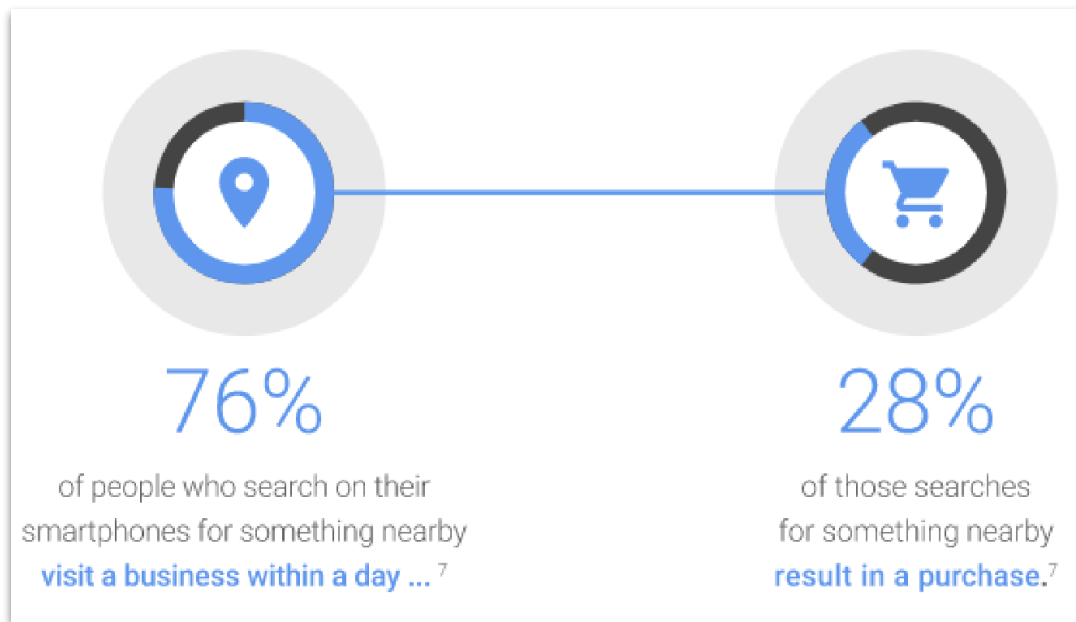
## Browser Market Share Worldwide

Jan 2019 - Jan 2020

[Edit Chart Data](#)



# Sales and Leads



Google profiletree

Volume: 350vrs | CPC: £0.00 | Competition: 0

About 190,000 results (0.29 seconds)

profiletree.com

**ProfileTree | Content Marketing Agency | Web Design | Video ...**  
 ProfileTree is an award-winning content marketing agency specialised in web design, video production, SEO, social media marketing and AI voice search ...

**Contact Us**  
 CONTACT US. If you have a project in mind, or if you'd just ...

**About**  
 We generate sales for businesses using digital marketing, content ...  
 More results from profiletree.com >

**Blog**  
 Our expert business blog offers a world of digital how to. Browse ...

**Web Hosting Service**  
 WordPress Website Hosting Service. Forget about your ...

https://twitter.com/ProfileTree  
**ProfileTree (@ProfileTree) · Twitter**

<p>What are voice controlled technological devices?  <a href="#">www.youtube.com/watch?v=...</a>        #technology #voice #devices ProfileTree #AmazonAlexa</p> <p>Twitter · 13 hours ago</p>	<p>Social media statistics for 2019.  <a href="#">www.youtube.com/watch?v=...</a>        #statistics #2019 #ProfileTree</p> <p>Twitter · 14 hours ago</p>	<p>How to build a Wix ecommerce site?  <a href="#">www.youtube.com/watch?v=...</a>        #wix #tutorial #ecommerce #howto #guide #profiletree</p> <p>Twitter · 14 hours ago</p>
--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

→ View on Twitter

www.youtube.com · channel  
**ProfileTree - YouTube**

The simple act of learning from success stories like Belfast's superb Fitzwilliam Hotel can be a huge benefit to your company. General Manager Cian Landers, in a ProfileTree video interview, talks about Belfast tourism, hotel expansion, investment and much much more.

www.facebook.com · Places · Belfast · Advertising Agency  
**ProfileTree - Web Designer - Belfast - 5,827 Photos | Facebook**  
 ProfileTree. Belfast. 55K likes. Focused on helping companies grow their business online. ProfileTree ...

Videos

<p>Profile Tree</p> <p>BelfastCityCouncil        YouTube · 17 Oct 2016</p>	<p>Small Business Marketing from ProfileTree Digital Agency</p> <p>ProfileTree        YouTube · 26 Mar 2018</p>	<p>ProfileTree Live Stream</p> <p>ProfileTree        YouTube · 14 Apr 2017</p>
--------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------

thehub.io · startups · profiletree  
**ProfileTree - The Hub**  
 ProfileTree is an award-winning content marketing agency specialising in optimised website design & development, digital strategy and lead generation.

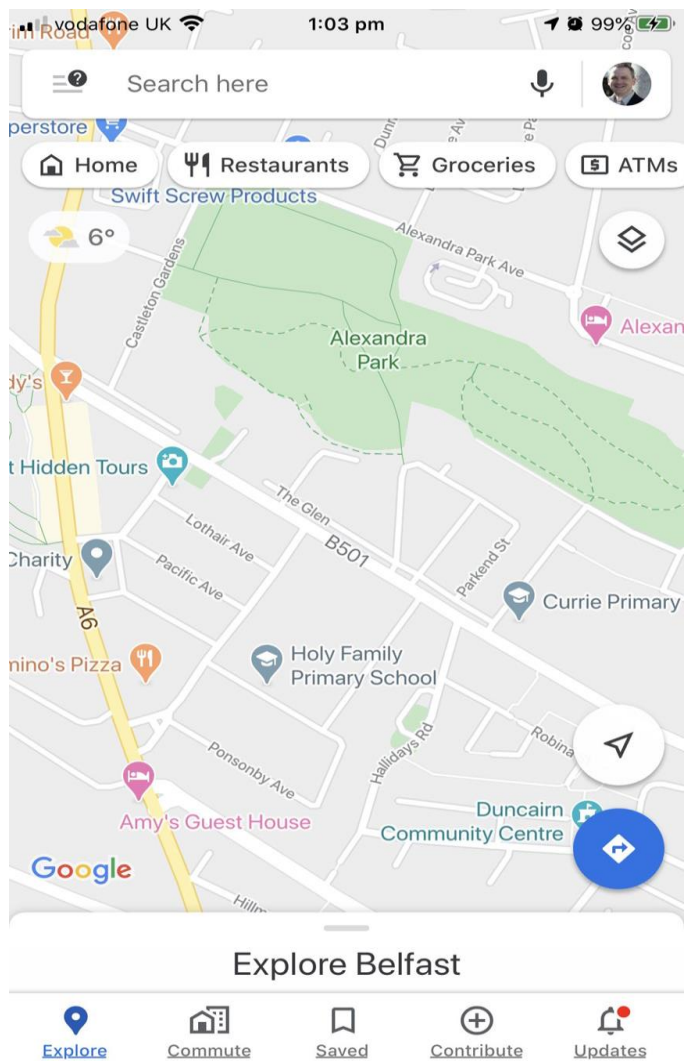
uk.truepilot.com · review · www.profiletree.com  
**ProfileTree Reviews | Read Customer Service Reviews of ...**  
 ★★★★★ Rating: 4.3 - 8 reviews  
 13 Nov 2018 - Do you agree with ProfileTree's star rating? Check out what 8 people have written so far, and share your own experience.

uk.linkedin.com · jobs · view · junior-digital-designer-at-profiletree-15...  
**ProfileTree hiring Junior Digital Designer in Belfast, Northern ...**  
 Posted 3 months ago. As Junior Digital Designer, you will drive forward the customer experience and sales potential by...See this and similar jobs on LinkedIn.

Googooooooooogle >  
 1 2 3 4 5 6 7 8 Next

# Audit Your Business Profile in Google

Do you own page 1 in search for your brand?

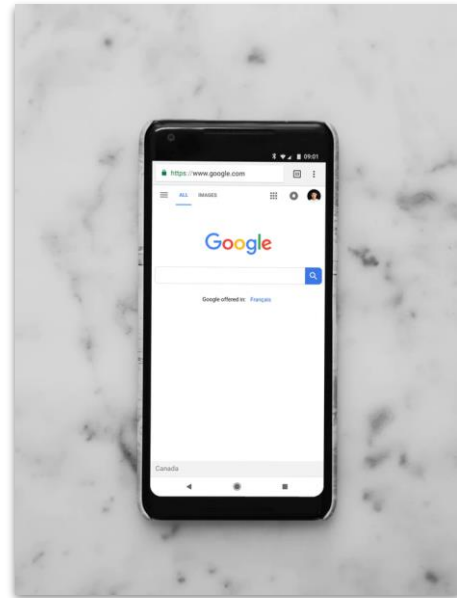


# Google Maps: Fifteen Years Old



# Benefits of Focusing on Google Maps

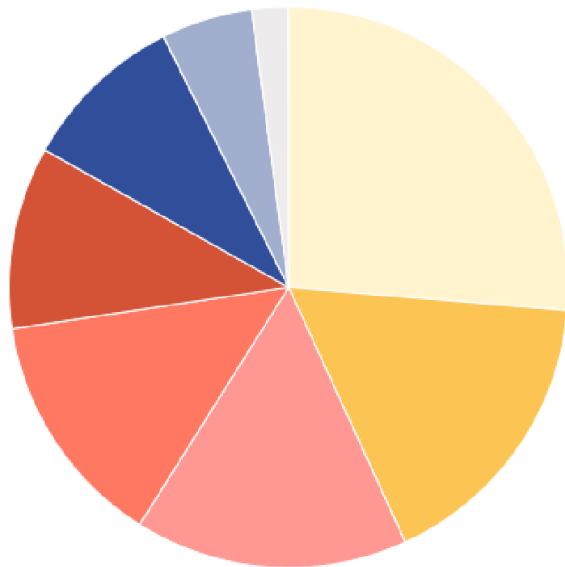
- **Easy to use** – immediate access to customers – no need to worry about traffic
- **Encourages customers to book directly with you** – not through 3rd party booking agents.
- **Consider Google as an OTA** – Online Travel Agent like Booking.com, etc. But also as a social network!
- **NAP** – Name Address Phone Number – critical for many reasons
- <https://marketingkit.withgoogle.com/> - Posters for window, social media posts available to print





## Local Pack/Finder Ranking Factors

# Optimised Google Search



MOZ

1. **Google My Business Signals** (Proximity, categories, keyword in business title, etc.) **25.12%**
2. **Link Signals** (Inbound anchor text, linking domain authority, linking domain quantity, etc.) **16.53%**
3. **Review Signals** (Review quantity, review velocity, review diversity, etc.) **15.44%**

restaurants in belfast

Volume: 33,100/mo | CPC: £0.72 | Competition: 0.03

All Maps Images Shopping News More Settings Tools

About 22,300,000 results (0.75 seconds)

Find results on

TripAdvisor THE 10 BEST Restaurants &...  
 Timeout 13 Best Restaurants In Belfas...  
 The Best 101

Rating Cuisine Hours Visit history Sort by

**Coppi Restaurant**  
 4.5 ★★★★★ (1,107) · ££ · Italian  
 0.4 mi · Right by The MAC  
 Chic venue for Italian small plates

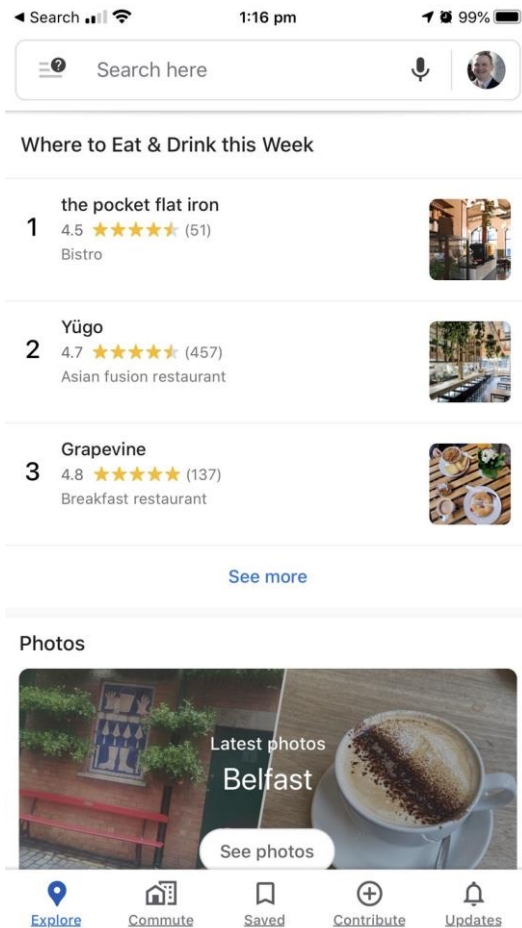
**West Gourmet Sandwich Bar**  
 5.0 ★★★★★ (19) · Caterer  
 0.4 mi · 41, North City Business Centre, Duncairn Gardens · In North City Busi...  
 Closed · Opens 9:30AM Mon

**House of Zen**  
 4.4 ★★★★★ (628) · ££ · Chinese  
 0.4 mi · 3 St Annes Square, Cathedral Quarter · Near The MAC  
 Chic Chinese restaurant & cocktail bar

More places

# Optimised Google Search

# Examples



## Brilliant Corners Jazz Festival

Concert · Beanbag Cinema



Directions



Add to calendar

### About

Now in it's 8th year, this edition of Brilliant Corners will see 10 days of the very best local, national and international talent fill the city with music. There will be familiar names and brand-new

When

Thu 27 Feb-Sat 7 Mar

More info



[movingonmusic.com](http://movingonmusic.com)



028 9032 5913

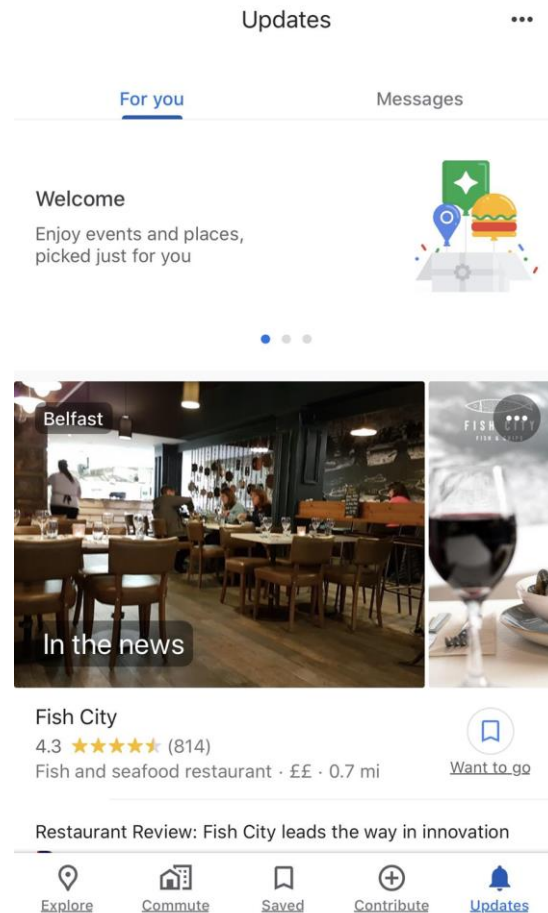
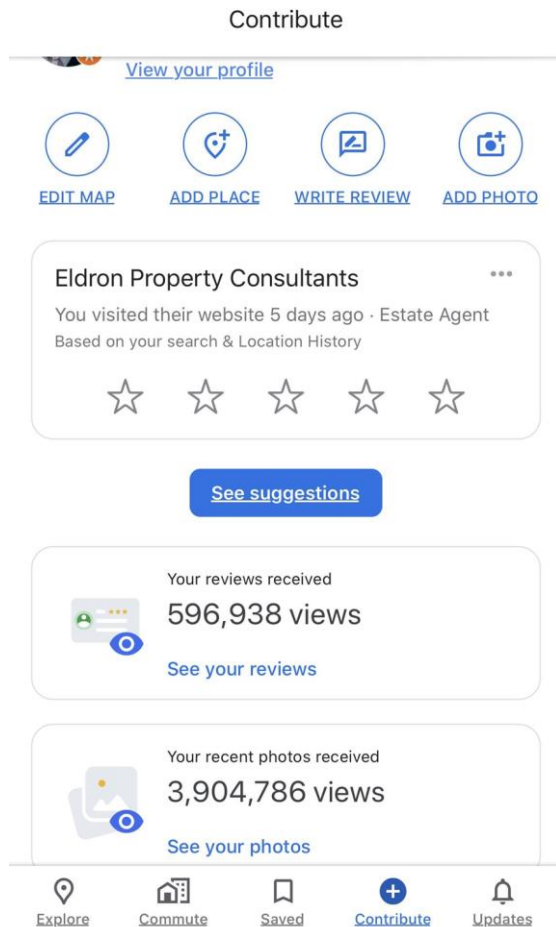


Tourism  
Enterprise Development  
Programme



tourism  
northernireland

# Examples



# Examples

Search here

### Explore New Lodge

Seafood restaurants    Gluten-Free restaurants    Cozy restaurants    Wine bars

### Upcoming events

Thu-Sat  
**Brilliant Corners Jazz Festival**  
Concert - Beanbag Cinema

Fri - 18:00  
**ArtsFest Exhibition Launch!**

Today - 13:00  
**Tickets Peace Proms**

Explore    Commute    Saved    Contribute    Updates

Search here

Today    Tomorrow    This weekend

This week    This month

[See more events](#)

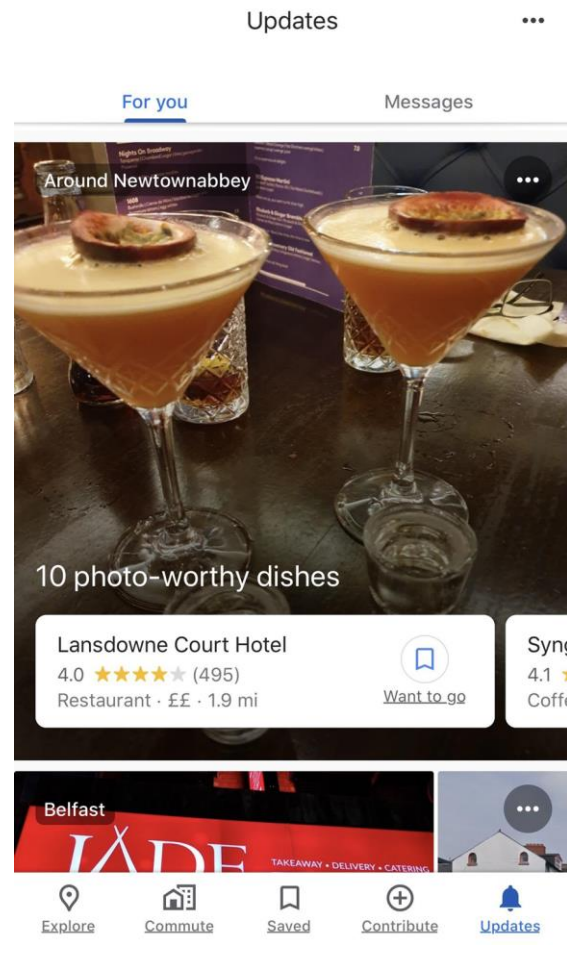
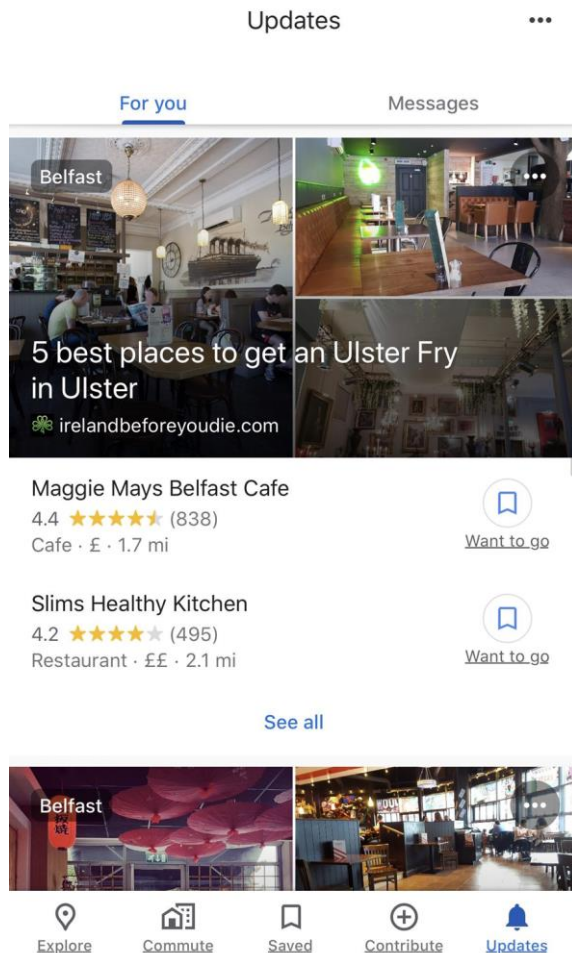
### Featured lists

**Traditional Irish music in Belfast**  
11 places - 977 views

**Local favorites in Belfast**  
12 places - 4.5K views

Explore    Commute    Saved    Contribute    Updates

# Examples




# Examples

Updates

For you Messages

Belfast



In the news

The Merchant Hotel  
4.6 ★★★★★ (1,289)  
Hotel · 0.6 mi [Want to go](#)

Merchant Hotel's Sarah Jade Jameson on how baking birthday cakes as a child inspired her career as a pastry chef  
[IN](#) irishnews.com


The Best Hotels in the U.K.: 2019 Readers' Choice Awards  
[CMT](#) cntraveler.com

Explore Commute Saved Contribute Updates

Updates

For you Messages

Belfast




Best Vegan restaurants in Belfast  
[discovernorthernireland.com](#)

Laverys  
4.4 ★★★★★ (3,065)  
Pub · ££ · 1.3 mi [Want to go](#)

Guilt Trip Coffee + Donuts  
4.6 ★★★★★ (357)  
Coffee shop · ££ · 2.4 mi [Want to go](#)

[See all](#)

Belfast



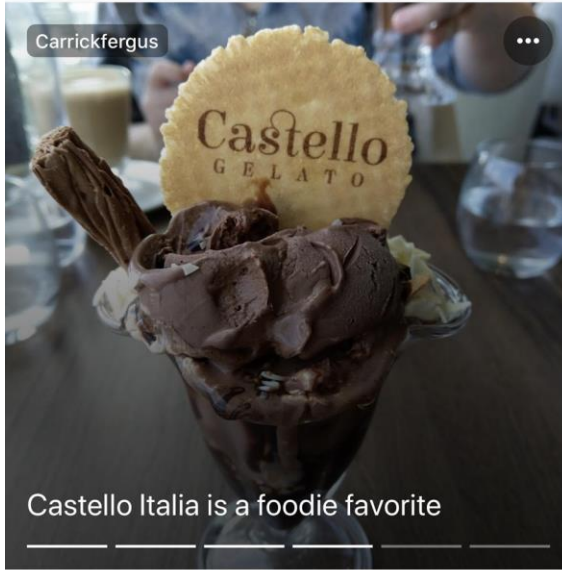
Explore Commute Saved Contribute Updates

# Examples

Updates ...

For you Messages

Carrickfergus



Castello Italia is a foodie favorite

Castello Italia  
4.6 ★★★★★ (454)  
Restaurant · ££ · 9.3 mi

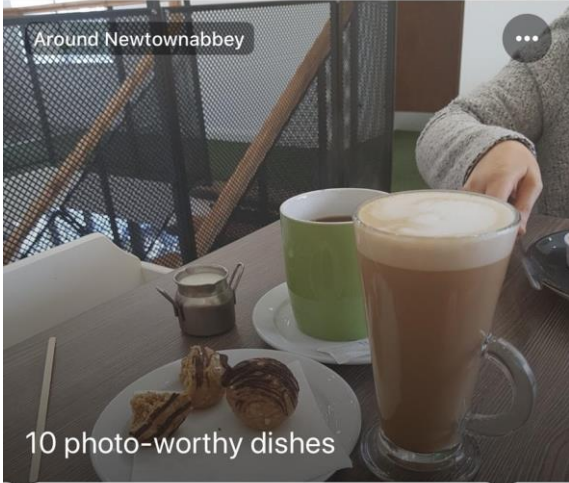
Want to go

Saved in Want to go SEE LIST

Updates ...

For you Messages

Around Newtownabbey




10 photo-worthy dishes

Jens Healthy Treats  
4.6 ★★★★★ (94)  
Health food restaurant · ££

Want to go

Yog  
4.5  
Ice c

Belfast



Saved in Want to go SEE LIST



# Google My Business: Optimised

## ProfileTree

McSweeney Centre  
31, Henry Place  
Belfast BT15 2AY



Home



Posts



Info



Insights



Reviews



Messaging



Photos



Services



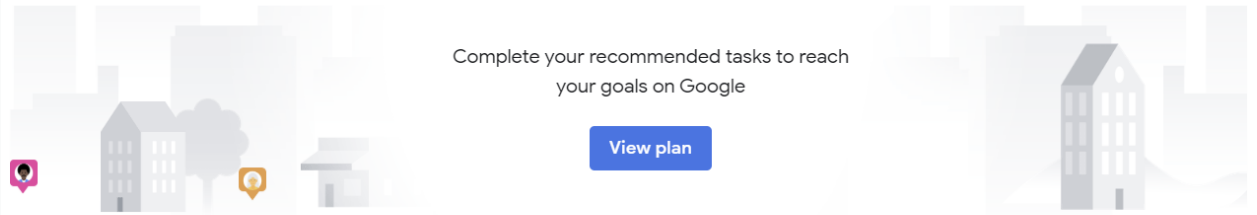
Website



Users



Create an ad



Complete your recommended tasks to reach  
your goals on Google

View plan

### PERFORMANCE

Views	Searches	Activity
1.49K	1.02K	1.73K
Search views		620 (+21%)
Maps views		865 (-13%)

Performance over the past 28 days

### Your latest post

An interesting debate and story  
behind this new e-commerce shop  
from Belfast, Northern Ireland...

[Learn more](#)

2 minutes ago



Create post

[See more](#)

### Get more reviews

Share your Business Profile and get new reviews  
from customers



### LATEST CUSTOMER PHOTOS



# Google My Business: Posts

Not available for all business categories yet - but is rolling out to more all the time. Do check each month what new features you have in your account.

ProfileTree  
McSweeney Centre  
31, Henry Place  
Belfast BT15 2AY

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

---

- Create an ad
- Add new location


---

- Manage locations
- Linked accounts
- Settings

[Add Offer](#) | [Add Update](#) | [Add Event](#)

[All](#) | Offers | What's new | Events

Posted 6 minutes ago



8:38 / 32:59

An interesting debate and story behind this new e-commerce shop from Belfast, Northern Ireland. Virginia Mendez & Chris McElDowney - The Feminist Shop

[Learn more](#)

Not enough data for insights yet [Share post](#)

Posted Feb 6, 2020

Your posts

New views this week

2

Updated just now

[Reach more customers through posts](#)

# Content Creation Ideas

- **Social Media Posts** – Written Text & Rich Media
- **Photos** – Owned & Customers
- **Videos** – Owned & Customers



# Google My Business: Information

## ProfileTree

McSweeney Centre  
31, Henry Place  
Belfast BT15 2AY

Home

Posts

Info

Insights

Reviews

Messaging

Photos

Services

Website

Users

Create an ad

Add new location

Manage locations

Linked accounts

Settings



## ProfileTree

Website designer  
Software company  
Advertising agency  
Internet marketing service  
Marketing consultant  
Internet service provider  
Business management consultant

McSweeney Centre 31, Henry Place  
Belfast BT15 2AY

Add service area

Sunday	Closed
Monday	9:00 AM-5:00 PM
Tuesday	9:00 AM-5:00 PM
Wednesday	9:00 AM-5:00 PM
Thursday	9:00 AM-5:00 PM
Friday	9:00 AM-5:00 PM
Saturday	Closed

12/24/19	Closed
12/25/19	Closed
12/26/19	Closed
1/1/20	Closed

Your business is live on Google

View on Search

View on Maps

Share your Business Profile

Close or remove this listing

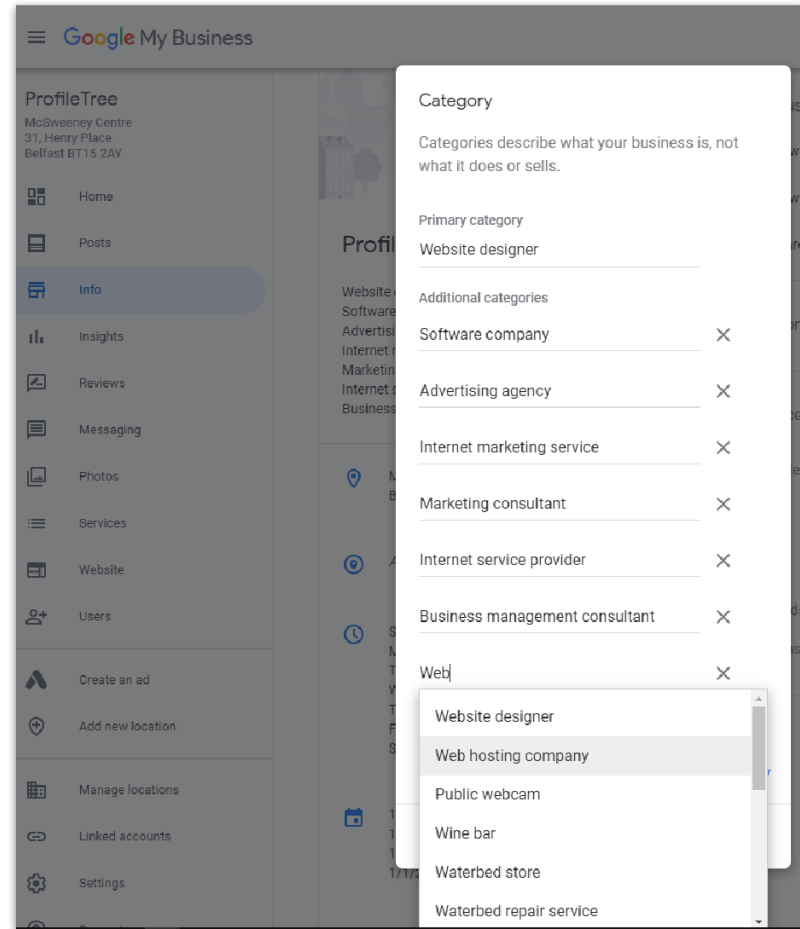
Advanced information

Store code BF-0616327368

Labels Enter labels

Google Ads location extensions phone Enter Google Ads phone

# Google My Business: Categories For Your Business



The screenshot displays the Google My Business interface. On the left is a navigation menu with options: Home, Posts, Info (selected), Insights, Reviews, Messaging, Photos, Services, Website, Users, Create an ad, Add new location, Manage locations, Linked accounts, and Settings. The main content area shows the business profile for 'ProfileTree' at 'McSweeney Centre, 31, Henry Place, Belfast BT15 2AY'. A 'Category' dropdown menu is open, showing a list of categories with 'X' icons for removal. The categories listed are: Website designer, Software company, Advertising agency, Internet marketing service, Marketing consultant, Internet service provider, Business management consultant, and Web. A secondary dropdown menu is open below 'Web', listing: Website designer, Web hosting company, Public webcam, Wine bar, Waterbed store, and Waterbed repair service.

Google My Business

ProfileTree  
McSweeney Centre  
31, Henry Place  
Belfast BT15 2AY

Home  
Posts  
Info  
Insights  
Reviews  
Messaging  
Photos  
Services  
Website  
Users  
Create an ad  
Add new location  
Manage locations  
Linked accounts  
Settings

Category

Categories describe what your business is, not what it does or sells.

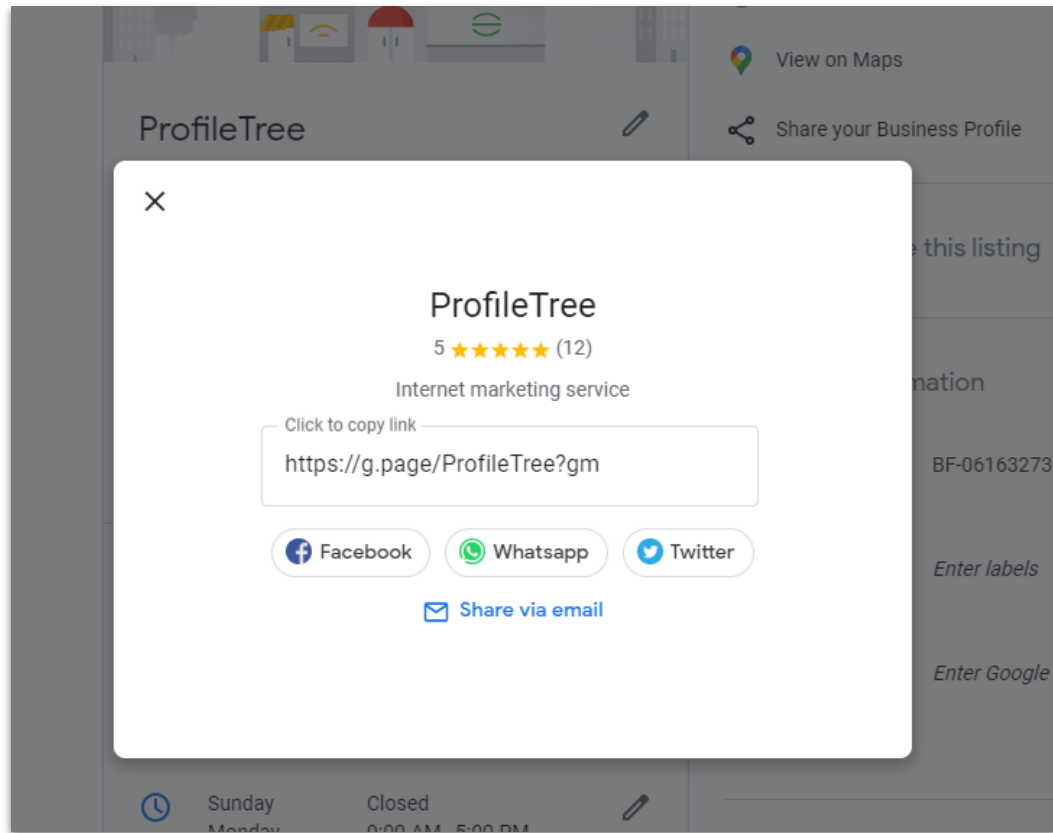
Primary category  
Website designer

Additional categories

- Software company X
- Advertising agency X
- Internet marketing service X
- Marketing consultant X
- Internet service provider X
- Business management consultant X
- Web X

- Website designer
- Web hosting company
- Public webcam
- Wine bar
- Waterbed store
- Waterbed repair service

# Google My Business: Reviews



# Google My Business: Insights

## ProfileTree

McSweeney Centre  
31, Henry Place  
Belfast BT15 2AY

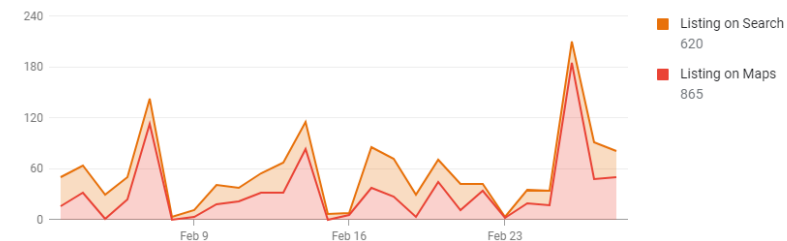
- Home
- Posts
- Info
- Insights**
- Reviews
- Messaging
- Photos

## Where customers view your business on Google

The Google services that customers use to find your business

1 month

Total views 1.49K

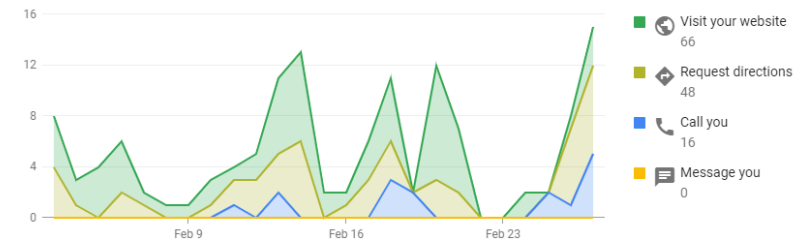


## Customer actions

The most common actions that customers take on your listing

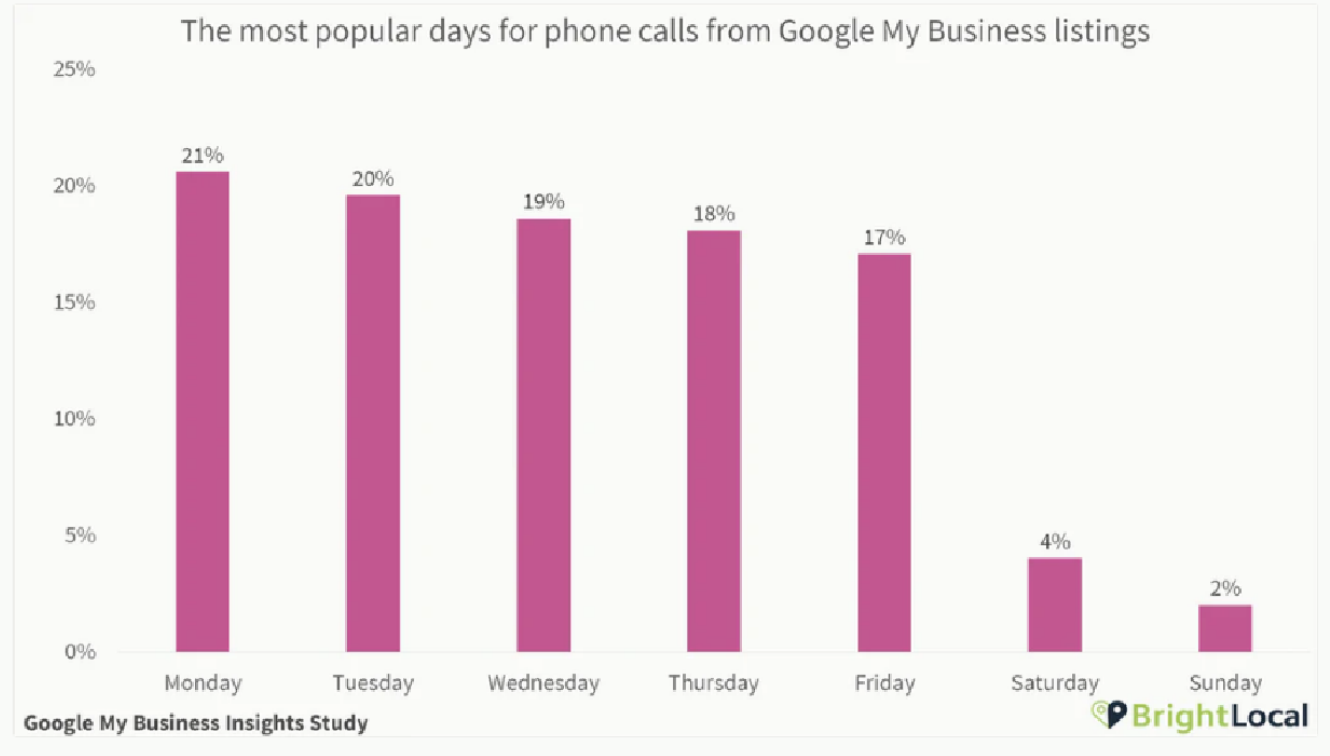
1 month

Total actions 130



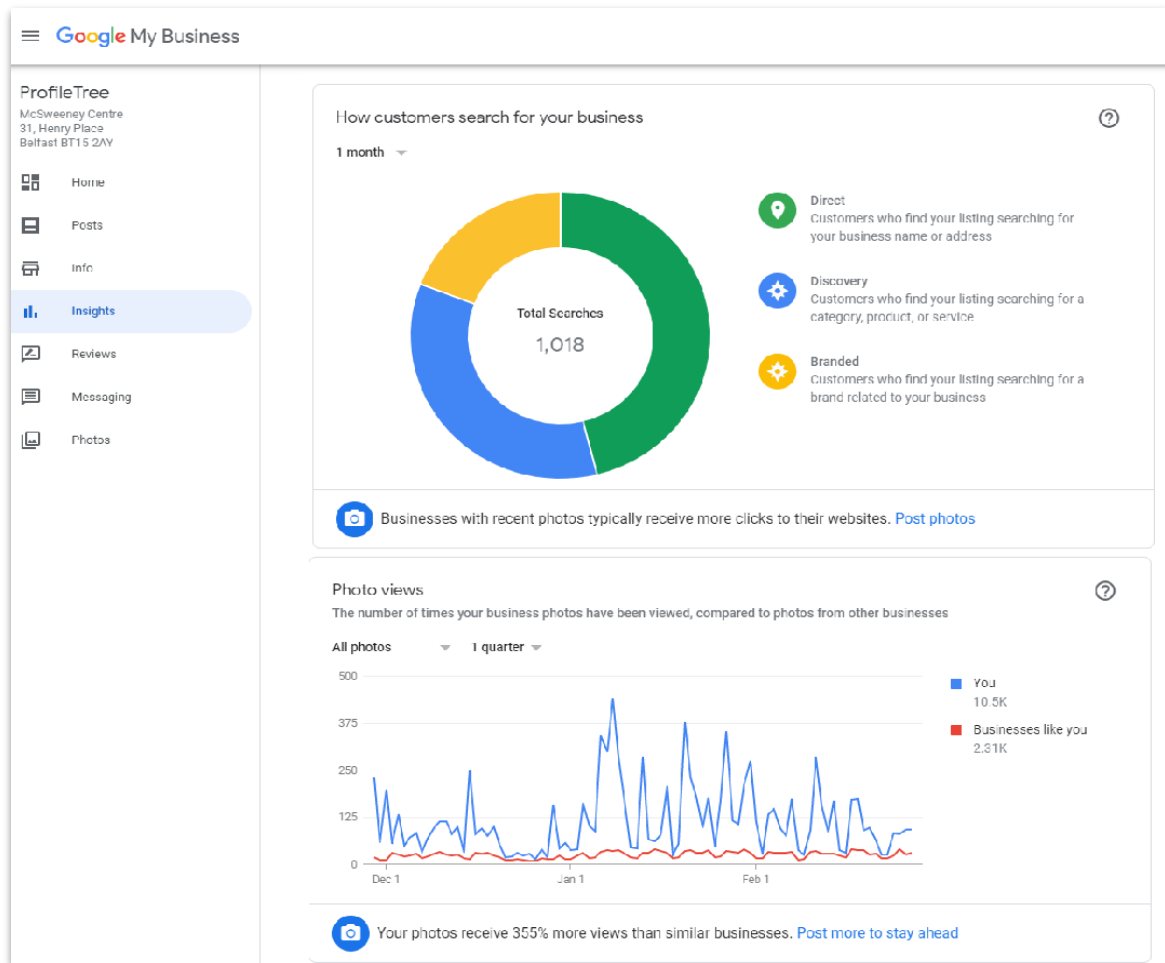
# Google My Business: Insights

## Day of the Week





# Google My Business: Insights



# Google My Business: Insights

## Directions requests

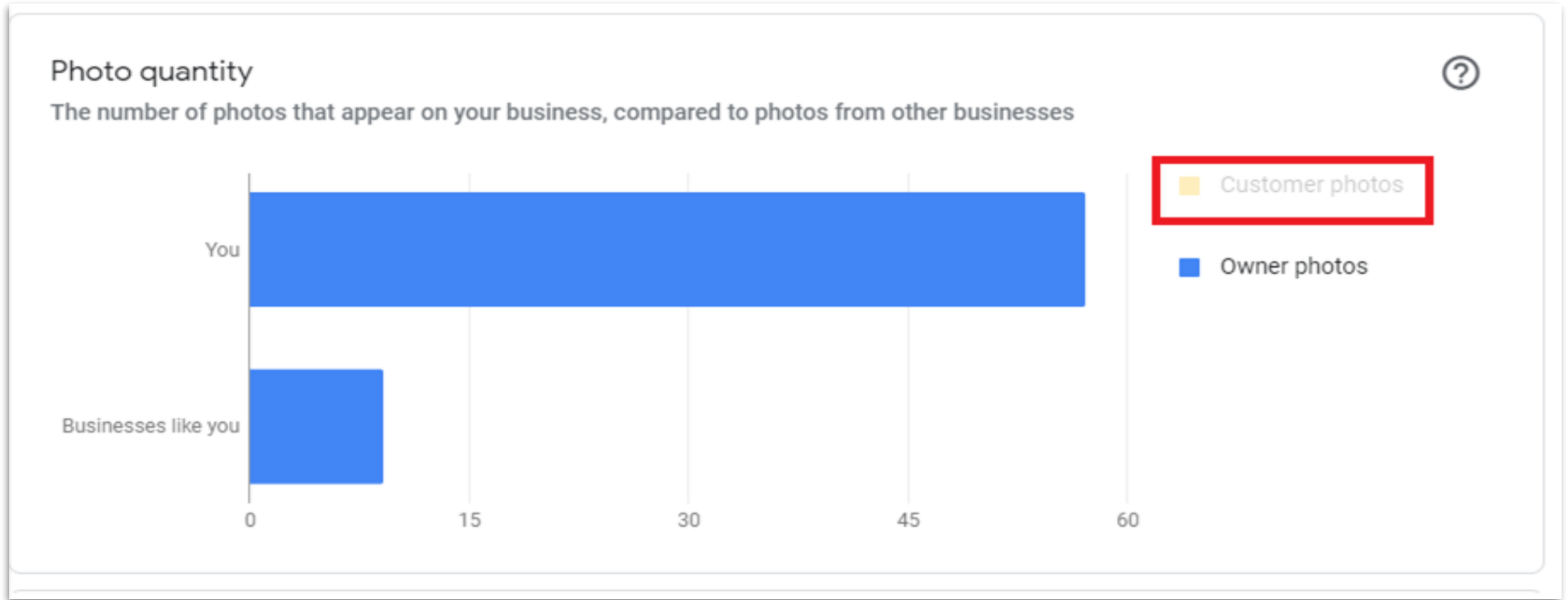
The areas where customers request directions to your business from

1 quarter ▾

BT11	11
BT8	11
BT12	<10
BT15	<10
BT4	<10
BT5	<10
BT9	<10



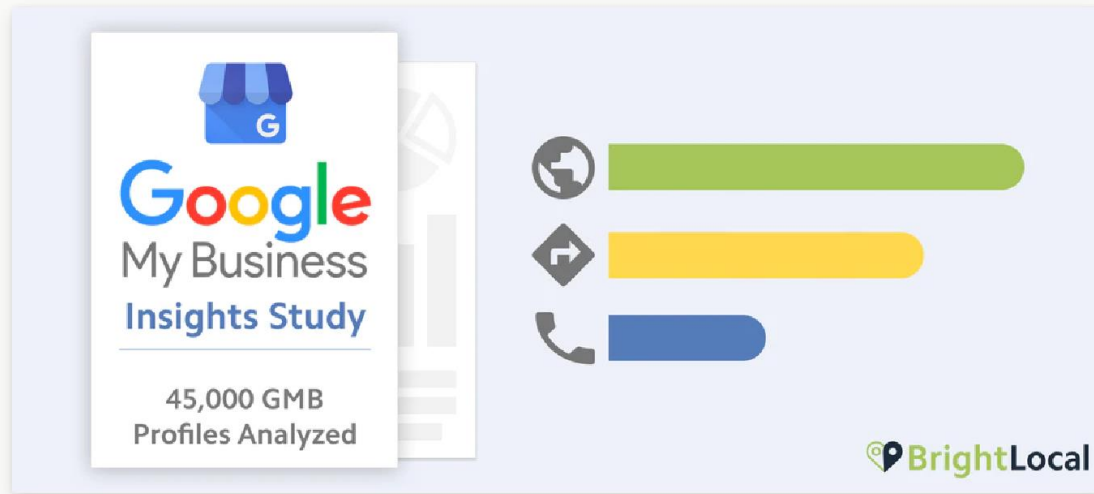
# Google My Business: Insights



# Conversion to Sales

- 5% of Google My Business Views result in a website visit, call or direction request.
- Hence it is critical to be found more often

## Google My Business Insights Study

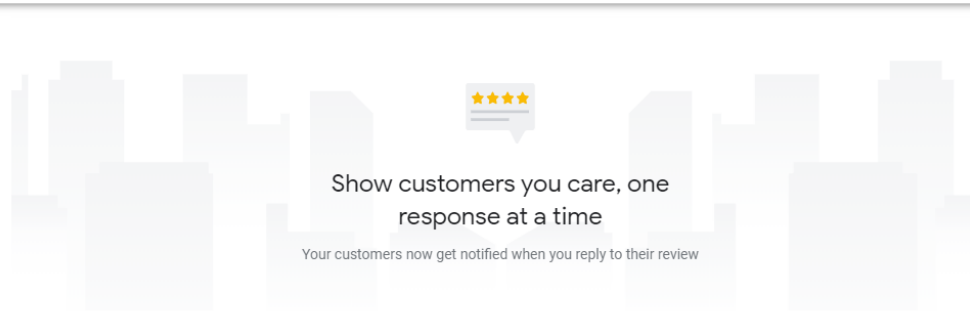


# Reviews

## ProfileTree

McSweeney Centre  
31, Henry Place  
Belfast BT15 2AY

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



- All
- Replied
- Haven't replied

**Laura McC**  
★★★★★ 2 weeks ago

Profile Tree have recently completed the website for sword-security.co.uk - I have found the team to be very helpful... [More](#)

**ProfileTree (owner)**  
35 mins ago

*Hi Laura, thank you for taking time out to give feedback on the website design and web development process. It was a real pleasure to work with you and hopefully we will get to work on additional projects in the very near future. Thank you again for leaving the review - always great to hear with customers think. Best Regards, ProfileTree*

[Edit](#) [Delete](#)

**Alternatives Restorative Justice**  
★★★★★ 16 weeks ago

We completed a mentoring session with ProfileTree and were given fantastic, knowledgeable and practical advice from the... [More](#)

**ProfileTree (owner)**  
16 weeks ago

*Thank you so much for this amazing feedback. Great to hear you enjoyed your mentoring with our team and found it useful.  
Please let us know if there is anything else we can help you with*

# Messages

## ProfileTree

McSweeney Centre  
31, Henry Place  
Belfast BT15 2AY

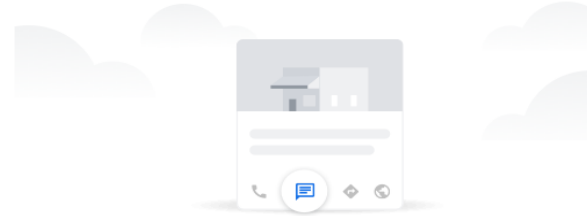
- 🏠 Home
- 📄 Posts
- 📄 Info
- 📊 Insights
- 📝 Reviews
- 💬 **Messaging**
- 🖼️ Photos
- ☰ Services
- 📄 Website
- 👤 Users

---

- 📌 Create an ad
- 📍 Add new location

---

- 📅 Manage locations
- 🔗 Linked accounts
- ⚙️ Settings



### View your messages on the app

Messaging for your listing has been turned on. Use the Google My Business app to view messages, respond to questions, and quickly provide support to your customers.

[Install from Google Play](#)

[Install from the App Store](#)

# Messages

X

Google My Business

Reply to customers within 24 hours to keep messaging on. [Learn more](#)

Google My Business

You can respond to customers who message ProfileTree on Google!

Customers who discover your business on Google can see how quickly you respond. Responding to all customers helps build trust and may encourage more customers to message your business.

Businesses that fail to respond to customers within 24 hours may have messaging turned off and will no longer receive messages or quote requests.

To learn more about Google's messaging policy, visit [https://support.google.com/business?p=messaging\\_policy](https://support.google.com/business?p=messaging_policy)

3:13 pm

Sending as Ciaran Connolly

Type message

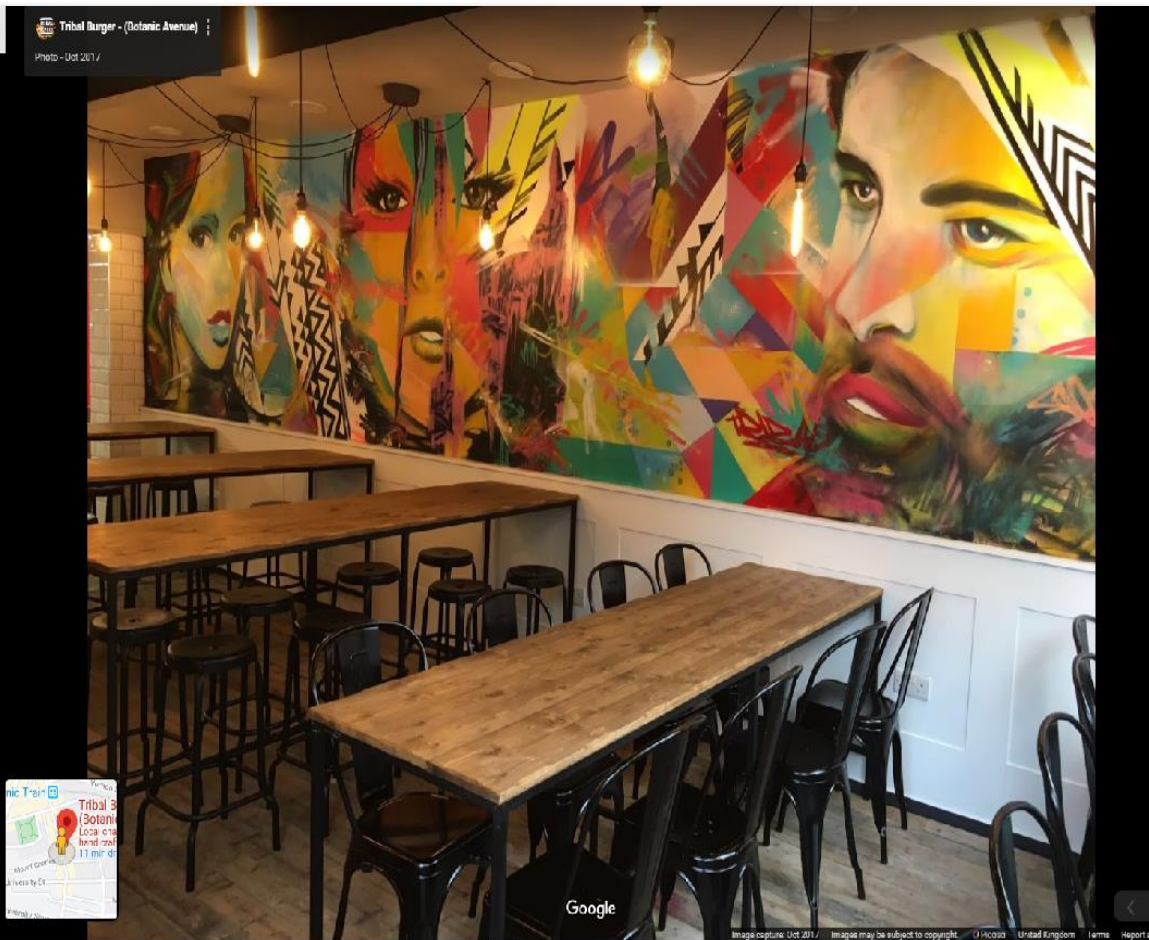
# Google My Business: Photos

The screenshot displays the Google My Business interface for ProfileTree. The left sidebar contains a navigation menu with the following items: Home, Posts, Info, Insights, Reviews, Messaging, Photos (highlighted), Services, Website, and Users. Below this menu are options for 'Create an ad', 'Add new location', 'Manage locations', 'Linked accounts', and 'Settings'. The main content area shows a grid of photos. At the top, there are tabs for 'Overview', 'By owner', 'By customer', '360', 'Video', 'Interior', 'Exterior', 'At work', 'Team', and 'Identity'. The grid includes:

- Cover photo: ProfileTree logo on a green background, 264 views, 2018.
- Logo photo: ProfileTree logo on a green background, 7 views, 2018.
- Exterior photo: Street view of the building, 7 views, 5w.
- Signage photo: 'RESERVED' sign with ProfileTree logo, 7 views, 5w.
- Interior hallway photo: Yellow carpeted hallway, 59 views, 5w.
- Signage photo: 'HENRY PLACE' sign, 62 views, 5w.
- Office photo: People working at desks, 137 views, 5w.
- Interior hallway photo: Yellow carpeted hallway, 83 views, 5w.
- Living area photo: Modern living room with a motorcycle, 128 views, 5w.
- Living area photo: Modern living room with a sofa, 27 views, 5w.
- Website photo: 'WEBSITE RATE SALES BUSINESS?' graphic, 104 views, 23w.
- Photography studio photo: Studio setup with cameras and lights, 854 views, 51w.

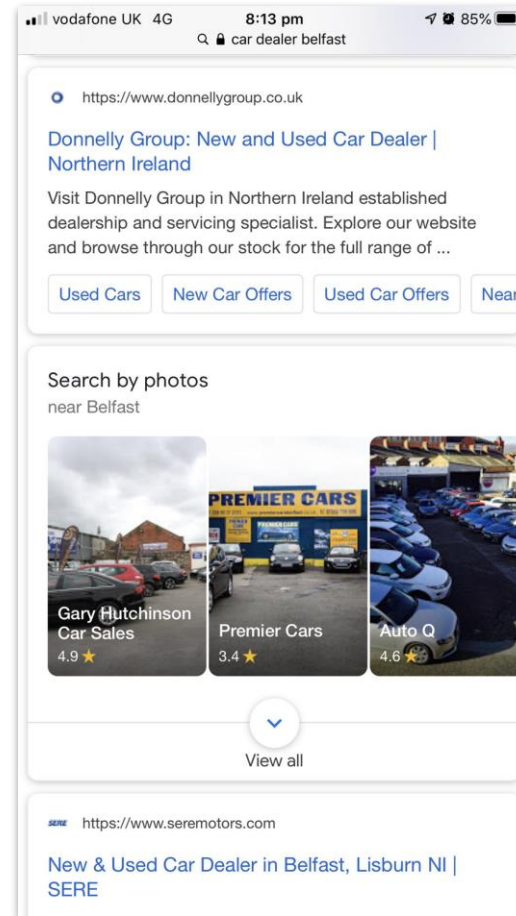


# Google Maps: Photos



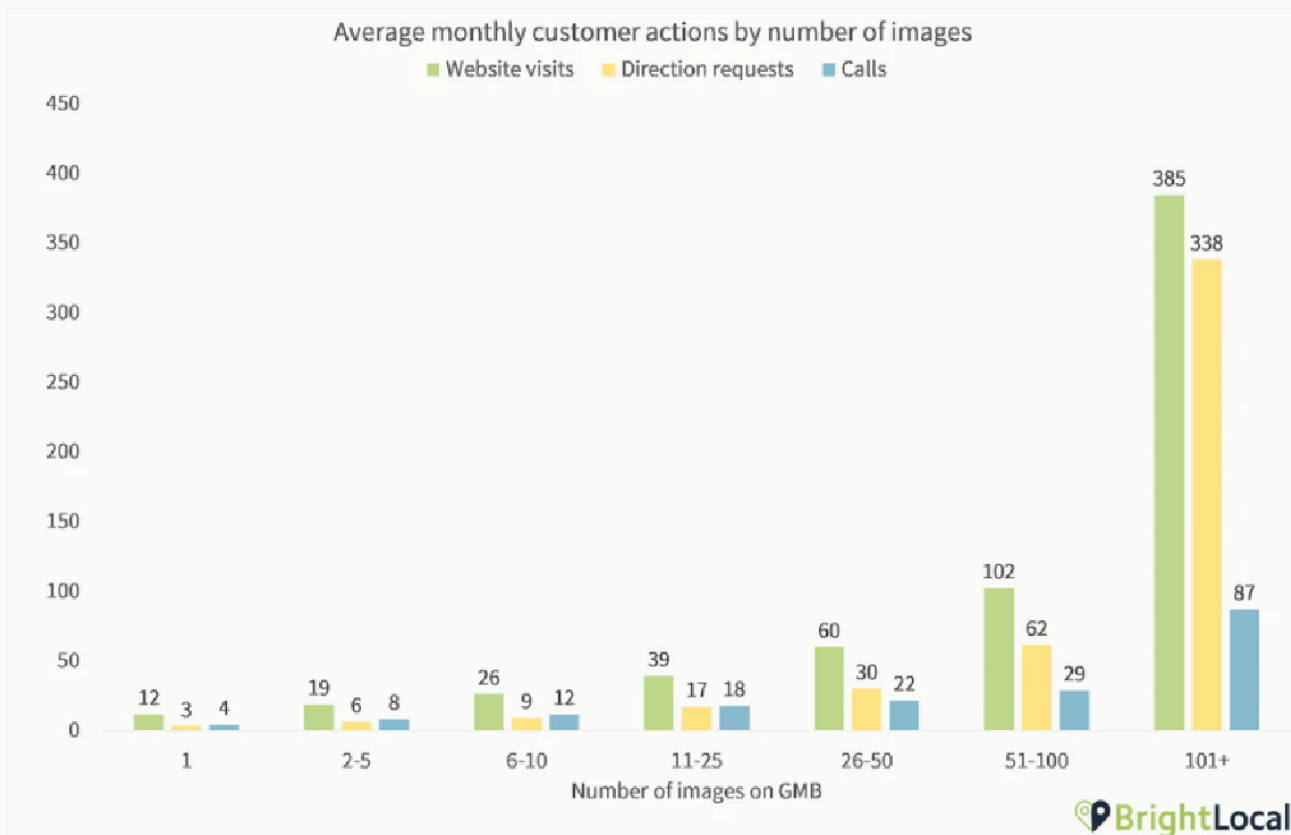
# Google My Business: Photos Display

- Business Name
- Star Rating



# Google My Business: Photos

## How Images on Google My Business Listings Impact Actions



# Google My Business: Services

☰ Google My Business

**ProfileTree**  
McSweeney Centre  
31, Henry Place  
Belfast BT15 2AY

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


---

- Create an ad
- Add new location

---

- Manage locations
- Linked accounts
- Settings

---

**Website designer**  
Primary category 

**Website Design** >  
ProfileTree offer a professional website design service.

**Website Development** >  
If you are seeking a fully optimised website - ProfileTree offer a comprehensive, professional service.

**Website Hosting** >  
At ProfileTree, we can supply you with the best web hosting services including SEO, website optimisation, website security as well as offering packages that involve making improvements to your website.

**SEO** >  
Search Engine Optimisation is provided by our in house team of marketing experts.

**Social Media Marketing** >  
We can help develop a social media strategy and marketing plan to promote your business in front of new clients.

**LinkedIn Marketing** >  
LinkedIn is an excellent platform for any business to reach B2B leads on. We specialise in marketing on LinkedIn for our own business and that of our clients.

**Chatbots** >  
Chatbots are changing how your audience is using their social media channels. They are more likely to interact with a brand that has a chatbot and can provide them with the answers they need day or night. Learn how your brand can monopolize on creating your own chatbot before your competitors.

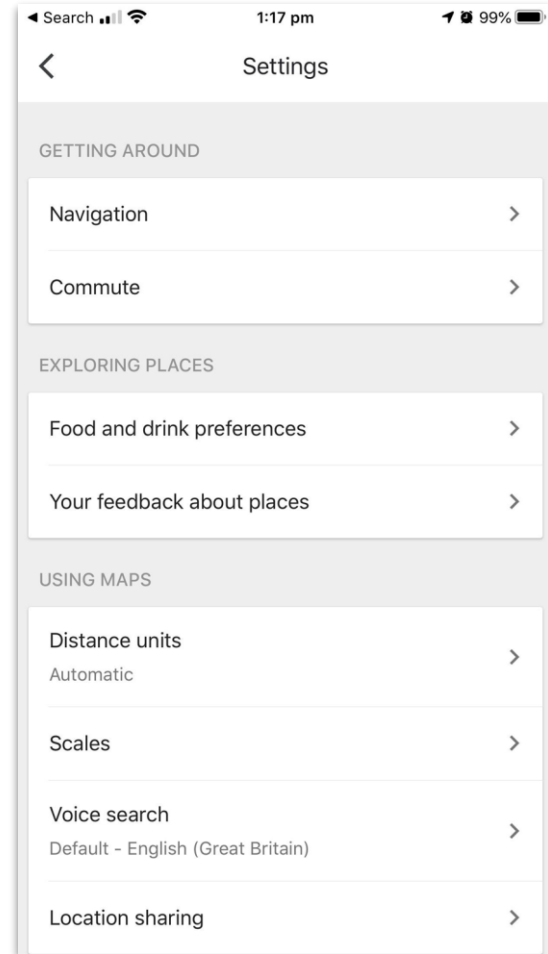
**Alexa Voice Skills** >  
Voice Skills Development by ProfileTree for Alexa Voice. Skills are voice-driven Alexa capabilities. You can add Alexa skills to your Echo to bring products and services to life. You can view available skills and enable or disable them using your Alexa app. This voice technology is the future for any business.

# Google My Business

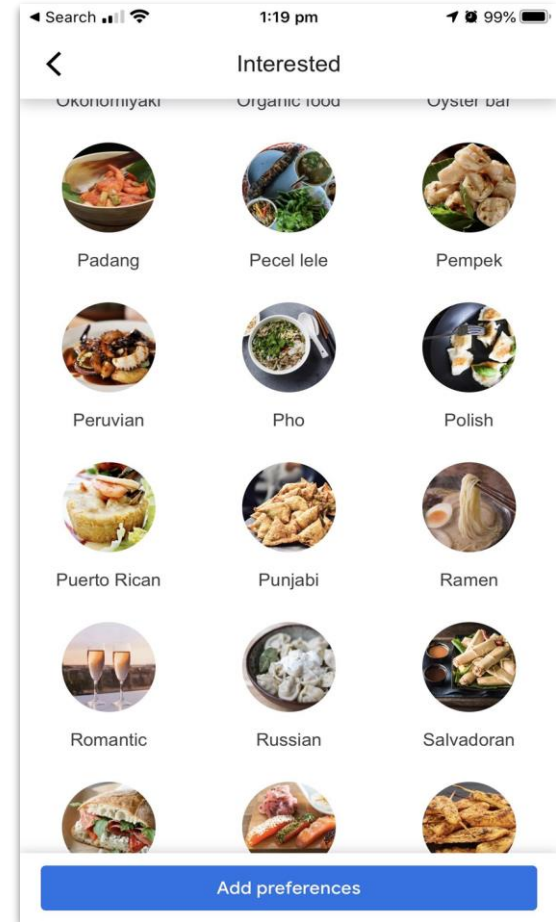
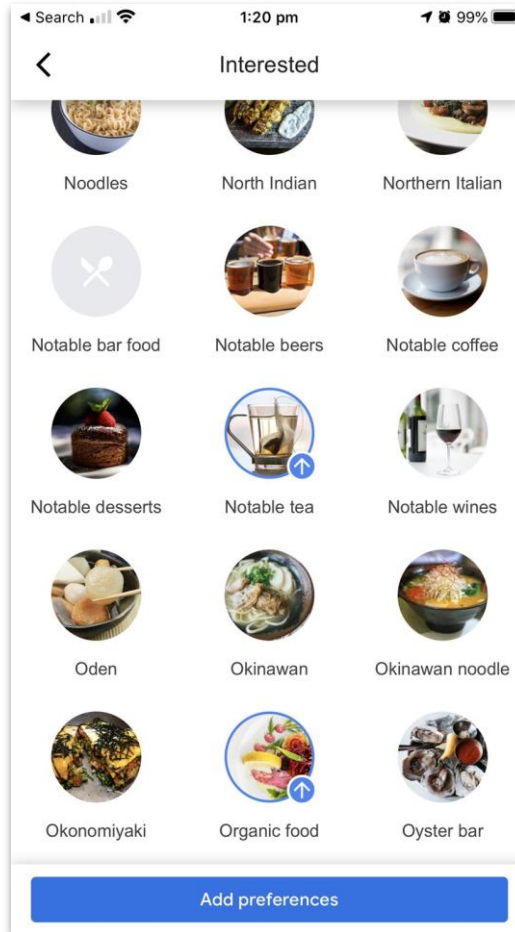
# Website

The screenshot shows the Google My Business interface for a business named ProfileTree. The left sidebar contains navigation options: Home, Posts, Info, Insights, Reviews, Messaging, Photos, Services, Website (highlighted), and Users. Below these are options to create an ad, add a new location, manage locations, linked accounts, and settings. The main content area shows the business name 'ProfileTree' and address 'McSweeney Centre, 31, Henry Place, Belfast BT15 2AY'. A URL bar displays 'profiletree.org' with a price of '£10.00 /year' and a 'Buy' button. A message states 'Your site is not yet published'. Below this is a preview of the website header with the ProfileTree logo and a 'Make Appointment' button. The main content area of the preview shows 'ProfileTree' as a 'Website Designer' opening at 9:00 AM tomorrow, with a 'MAKE APPOINTMENT' button. A green banner at the bottom of the preview has an 'Edit Header Photo' button.

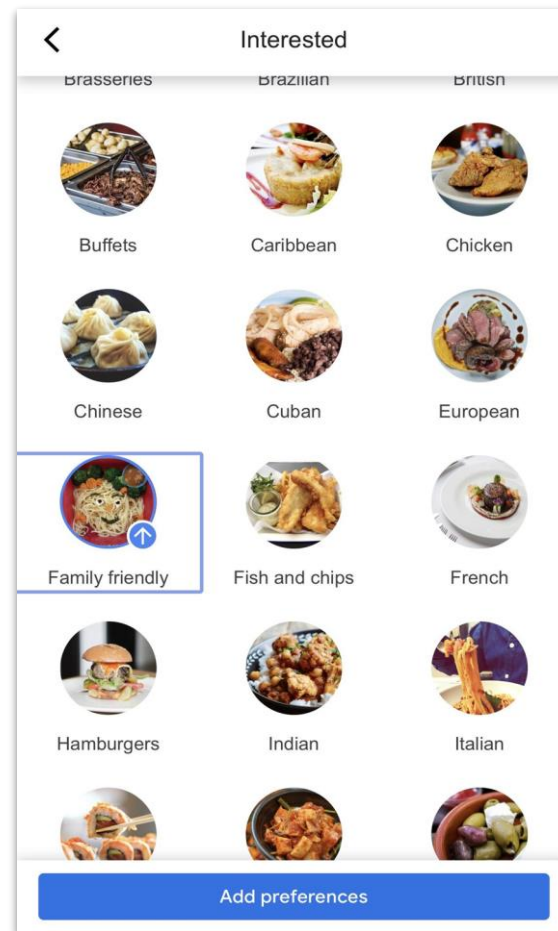
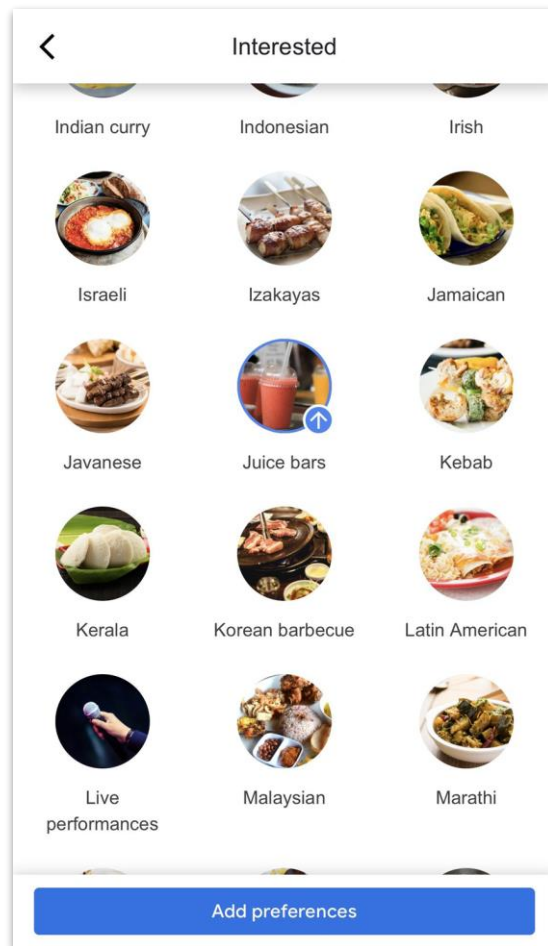
# Google Maps: Settings



# Google My Business: Preferences

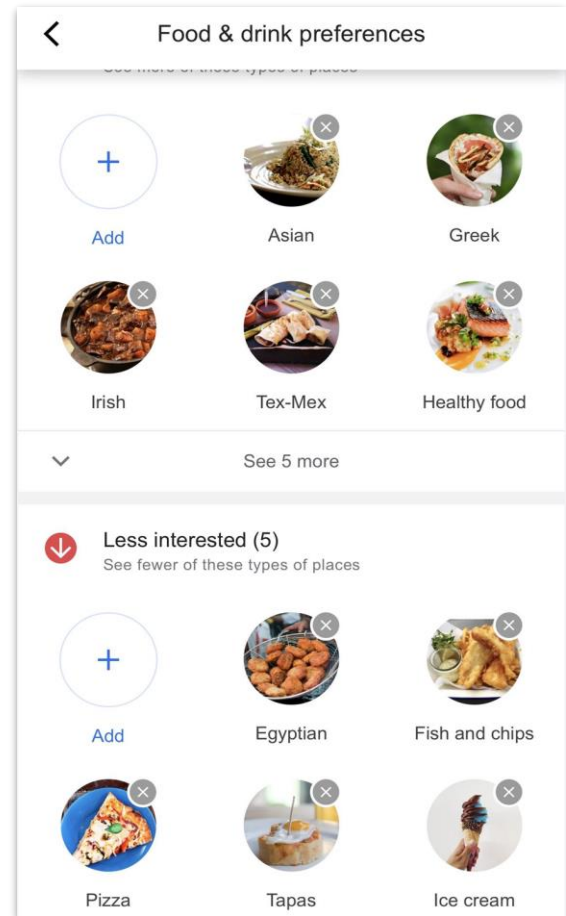
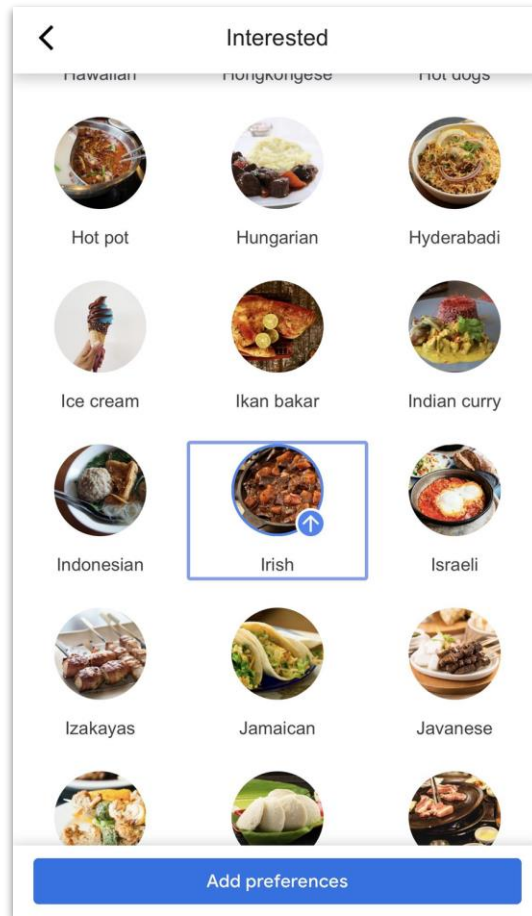


# Google My Business: Preferences





# Google My Business: Preferences



# Google My Business: Questions & Answers

**Appointments:** [prometree.com](https://prometree.com)

[Edit your business information](#)

---

**Know this place?** [Answer quick questions](#)

---

Questions & answers

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

[Ask a question](#)

Saved in your lists

# The Future of Google: AR & Voice Marketing



# How to Rank Higher in Google Maps



- Distance to the person searching
- Business Category
- Complete GMB listing
- Positive Reviews

# Your Google Checklist

## Once a Week

- Post on Google Maps at least once per week. You can post News, Offers, Events, Products & Services directly to Google Maps!
- Ideally reply to reviews within 24 hours, if possible.
- Messages within 24 hours – a must!!

## Once Per Month

- Review your Google My Business Profile.
- Add Photos/Videos to your profile.
- Ensure all Questions & Answers are cleared.

# Any Questions?

Northern  
Ireland

Embrace  
a Giant  
Spirit



TED

Tourism  
Enterprise Development  
Programme



tourism  
northernireland