



**SANTA BARBARA**  
THE AMERICAN RIVIERA™

# Work Plan & Training

**Google DMO Partnership - Miles Support Services**

January 2019

**miles**  
PARTNERSHIP

The goal of the program is to create a role and a voice for the DMO in **more parts of the decision making process.**







# Audit & Activation

Understanding **how visitors search** for the destination, and **what they see** when they do.

## **Audit & Activation Program Deliverables:**

- Consumer/Search Behavior Analysis
- Baseline Google Ecosystem Audit
- GMB Completeness Audit
- Work Plan & Recommendations
- GMB Missing Data Submission
- Visual Content Review & Asset Submission

So... now what?

**AGENDA**

# What we'll cover today

- Tools and Resources
  - DMO Partnership knowledge base
  - DMO issue form
  - Pixel phone
  - Google My Business Dashboard
  - Local Guides Program
- Work Plan & Step-By-Steps
  - Verification
  - Listing Information
  - Visual Assets (photos & 360s)
  - Optimization
- Measurements & Tracking

A stylized map of a city grid with a river and green spaces. The map is rendered in shades of gray, with a prominent blue river winding through the center. Green areas represent parks or green spaces. The text "Tools & Resources" is centered over the map.

# Tools & Resources



## Welcome to the DMO Knowledge Base

### How to make the most of your destination on Google

The DMO Partnership Program aims to enhance your destination's online visibility.

Much of Google's online content is built on the combined contributions of Google, users, and DMOs.

In this help center you will find the details on how you can get the most out of Google products and help your local partners update their information on Google.



Google My Business



Trusted My Business



Trusted Places



City Photos



360 imagery



Videos

# Knowledge Base

[https://support.google.com/streetview\\_trusted/answer/7661048?hl=en&ref\\_topic=7623484](https://support.google.com/streetview_trusted/answer/7661048?hl=en&ref_topic=7623484)

## DMO Report an Issue form

Welcome to the DMO Partnership program. Please use this form to report any issues you might experience with the tools and platforms on Google related to your participation in the program. Remember to provide us with as much relevant information as possible so we can assist you in a timely manner.

In order for us to support you in the best way possible, we ask you to please submit one issue per report. May you have multiple issues, please fill in the form multiple times.

Email address \*

Please enter your email address

Country \*

DMO name

Please enter the name of your organization

# DMO Issue Form

[https://support.google.com/streetview\\_trusted/contact/dmo](https://support.google.com/streetview_trusted/contact/dmo)



# Supplied Pixel Phone

Used for:

- Trusted Verifier App
- Photo Capture
- Photo Uploads
- Street View Capture
- Street View Upload
- GMB Dashboard (Mobile)

*Preloaded with your account and whitelisted apps.*

*Data only sim (no phone number) supplied for 12 months.*

# Google My Business

About 20,200,000 results (0.79 seconds)

## Mitchell Corn Palace, SD | Official Website

<https://cornpalace.com/>

The World's Only Corn Palace is Mitchell's premier tourist attraction. Some 500,000 tourists come from around the nation each year to see the uniquely designed  
Corn Palace History · Visiting · Corn Palace Festival · Corn Palace Murals

## Corn Palace, Mitchell, SD

[https://en.wikipedia.org/wiki/Corn\\_Palace](https://en.wikipedia.org/wiki/Corn_Palace)

The Corn Palace, commonly advertised as The World's Only Corn Palace and the Mitchell Corn Palace, is a multi-purpose arena/facility located in Mitchell, South Dakota, United States. [Wikipedia](#)

Floor area: 4,042.2 m<sup>2</sup> (43,510 sq ft) · Completed: 1921 (dome and minarets added in ...)  
Floor count: 2 · Owner: City of Mitchell

The World's Only Corn Palace · South Dakota · Travel & Tourism Site

<https://www.travel-southdakota.com/business-detail/worlds-only-corn-palace>

The World's Only Corn Palace is located just minutes off of Interstate 90, at the heart of Mitchell. Our

Corn Palace (Mitchell) - 2018 All You Need to Know Before You Go ...

<https://www.tripadvisor.com/Attractions-g59131-Activities-d39313101-Mitchell-Things-to-Do-Mitchell.html>

Images for corn palace

→ More images for corn palace

Report images

Images for corn palace

→ More images for corn palace

Report images

Images for corn palace

→ More images for corn palace

Report images

## Corn Palace, Mitchell, South Dakota - Roadside America

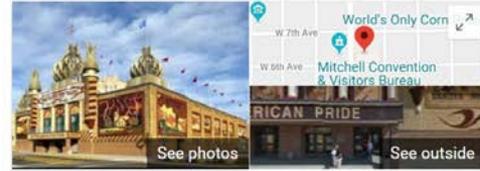
<https://www.roadsideamerica.com/story/2215>

With its mad mix of onion domes and minarets, this corn-plastered edifice looks like it was drop-kicked out of czarist Russia. Undergoing reconstruction, travelers ...

People also ask

# This is the Knowledge Panel

It contains everything Google knows about a business.



## World's Only Corn Palace

Website

Directions

Save

4.1 ★★★★★ 1,898 Google reviews

Building in Mitchell, South Dakota

The Corn Palace, commonly advertised as The World's Only Corn Palace and the Mitchell Corn Palace, is a multi-purpose arena/facility located in Mitchell, South Dakota, United States. [Wikipedia](#)

**Address:** 604 N Main St, Mitchell, SD 57301**Opened:** 1921**Height:** 68'**Hours:** Open · Closes 5PM**Architectural style:** Moorish Revival architecture

**Did you know:** Folks wanted a place to gather and celebrate their bountiful South Dakota corn harvests, thus the Corn Palace and Corn Palace Festival were born. [roadtrippers.com](http://roadtrippers.com)

[Suggest an edit](#)

## Events

Wed, Oct 10  
6:00 PM

DWU Volleyball

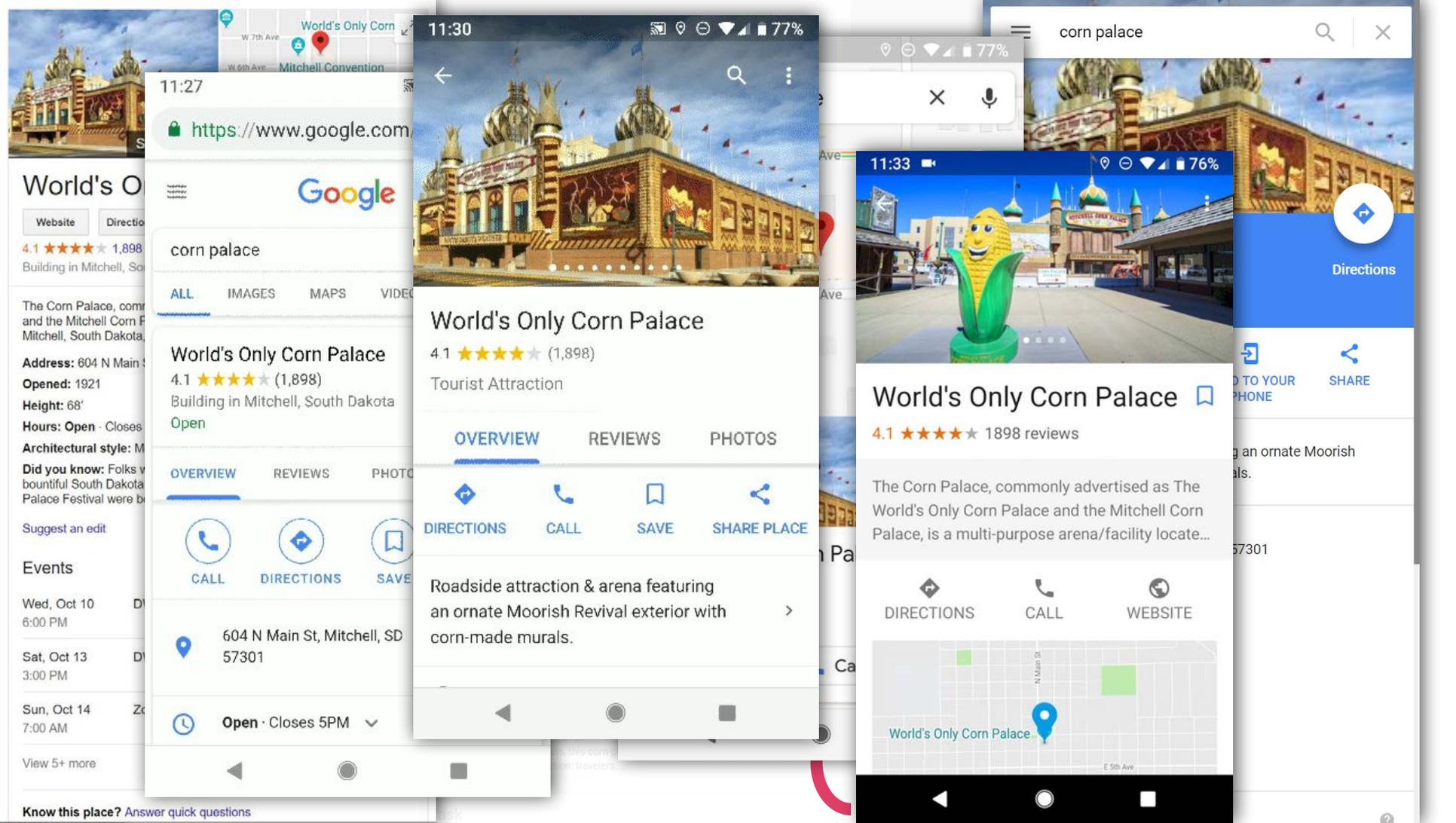
Sat, Oct 13  
3:00 PM

DWU Women's Basketball Alumni Game

Sun, Oct 14  
7:00 AM

Zombie Run

[View 5+ more](#)**Know this place?** Answer quick questions



World's Only Corn Palace

Website Directions

4.1 ★★★★★ (1,898)

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The Corn Palace, commonly advertised as The World's Only Corn Palace and the Mitchell Corn Palace, is a multi-purpose arena/facility located in Mitchell, South Dakota.

**Address:** 604 N Main St, Mitchell, SD 57301

**Opened:** 1921

**Height:** 68'

**Hours:** Open · Closes 5 PM

**Architectural style:** Moorish Revival

**Did you know:** Folks visit the Corn Palace for the annual Mitchell Corn Palace Festival where the building is decorated with murals made of corn.

Suggest an edit

Events

Wed, Oct 10 6:00 PM

Sat, Oct 13 3:00 PM

Sun, Oct 14 7:00 AM

View 5+ more

Know this place? Answer quick questions

11:30

World's Only Corn Palace

4.1 ★★★★★ (1,898)

Tourist Attraction

OVERVIEW REVIEWS PHOTOS

DIRECTIONS CALL SAVE SHARE PLACE

Roadside attraction & arena featuring an ornate Moorish Revival exterior with corn-made murals.

604 N Main St, Mitchell, SD 57301

Open · Closes 5 PM

corn palace

World's Only Corn Palace

4.1 ★★★★★ 1898 reviews

The Corn Palace, commonly advertised as The World's Only Corn Palace and the Mitchell Corn Palace, is a multi-purpose arena/facility located in Mitchell, South Dakota.

DIRECTIONS CALL WEBSITE

World's Only Corn Palace



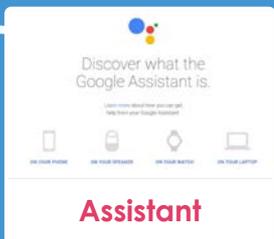
Search



YouTube



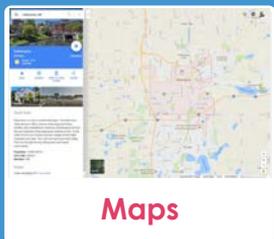
Trips App



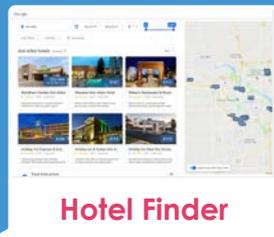
Assistant



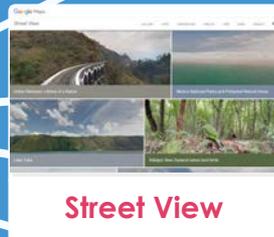
Travel Guides



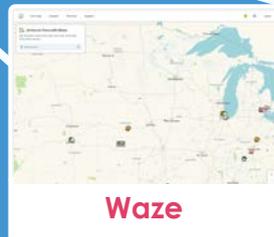
Maps



Hotel Finder



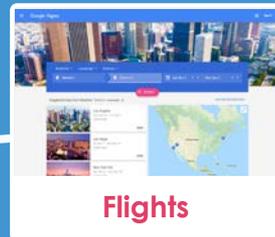
Street View



Waze



Daydream VR



Flights



Lens

Website Visits

11,585

Views on Google Search:

252,397

Views on Google Maps:

11,082,365

1000x!

Independence Visitor Center

4.5 ★★★★★ · 331 reviews  
Tourist Information Center

SAVE NEARBY SEND TO YOUR PHONE SHARE

Guest resource hub with a multilingual concierge staff, tickets to area attractions & a gift shop.

599 Market St, Philadelphia, PA 19106  
phivisitorcenter.com  
(800) 537-7676  
Open now: 8:30AM–6PM  
Add a label  
SUGGEST AN EDIT

Popular times Fridays

Map showing Independence Visitor Center location in Philadelphia, PA. The map includes surrounding streets like Market St, Independence Mall West, and Franklin Square. Other landmarks like the National Constitution Center and The African American Museum in Philadelphia are also visible.

Where customers view your business on Google

The Google services that customers use to view your business on Google

1 quarter

Total views 104K

Jan 1

Listing on Search 51K

Listing on Maps 53.3K

independence visitor center

ALL IMAGES MAPS NEWS VIDEOS

Independence Visitor Center  
4.5 ★★★★★ 325 reviews · 74 ft  
Building in Philadelphia, Pennsylvania

CALL DIRECTIONS WEBSITE

599 Market St, Philadelphia, PA 19106

Closes soon: 6PM · Opens 8:30AM Wed

The Independence Visitor Center is the Official Visitor Center for the Greater Philadelphia Region, located in Independence National Historical Park at 599 Market Street, One North Independence Mall West, in Philadelphia, PA 19106. Wikipedia

Information provided by Nicole Woods for Independence Visitor Center Corp.

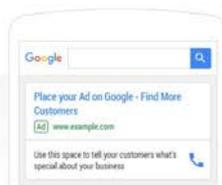
### Family Wine Imports

1050 Sheffield Ave  
Waterloo, IA 50702-2036

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

[Create post](#)
[Add photo](#)
[Create ad](#)

#### Advertise easily in minutes



Show up whenever customers are looking for you online - on their computers or mobile devices. Set up in minutes, and only pay when your ad is clicked. [Learn more](#)

Start with \$100 in free ad credits

[Get started](#)

#### YOUR BUSINESS IS ON GOOGLE

[View on Search](#)

#### Latest customer photos

No new photos. All caught up!

[Manage photos](#)

#### PERFORMANCE

Views	Searches	Actions
42	41	44

Search views 29 (+38%)

Performance over past 28 days (last 3 days not included)

#### Have news to share with your customers?

Tell customers about events, promotions, or products. [Learn more](#)

[Create post](#)

#### Complete your listing

Improve your local search ranking and help your customers with a complete profile

50%

Add hours [+](#)

Add description [+](#)

Add profile photo [+](#)

<https://business.google.com>

Discover how customers find and interact with your business.

[View insights](#)



# Local Guides Program



- Home
- Photography
- Travel
- Food & Drink
- Local Stories
- Meet-ups
- How-tos
- Announcements
- Help Desk
- Idea Exchange



## Local Guides Connect

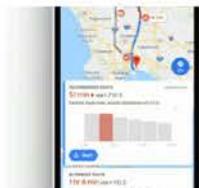
Share tips, discoveries, and news with the community for people on Google Maps

>50,000,000 Local Guides Worldwide

### Announcements



TiffanyL99  
Oct 10, 2018



Avoid the stress of daily travel with Google Maps' new commute

15 42



AriMar  
Oct 9, 2018



Two Googlers share what it's like to organize Connect Live

74 161



Local Guides shine at Connect Live Lima

121 241



Countdown to Connect Live: Let's look back

177 308

700,000+ Places Added/Mo.

Median response time 20m

[See more](#)

### Trending



AriMar



NayaraA



brittym



AriMar



Bill's Restaurant  
4.8 ★★★★★ · 76 reviews  
Fine Dining Restaurant

SAVE NEARBY SEND TO YOUR PHONE

Independently owned choice offering seasonal New American cuisine in simple, low-lit surrounds.  
Comfort food · Quick bite · Healthy options

420 Frederica St, Owensboro, KY 42301  
atbills.com  
(270) 852-8120  
Open now: 11AM-2PM, 5-9PM  
Add a label  
SUGGEST AN EDIT

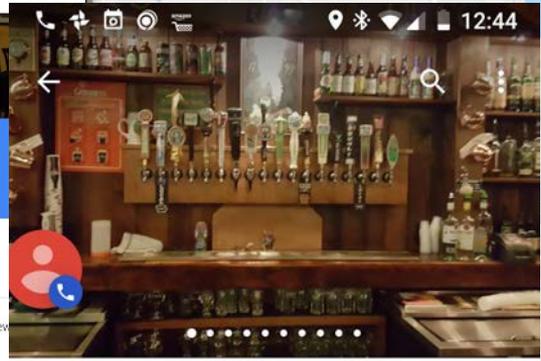
OVERVIEW REVIEWS PHOTOS

DIRECTIONS CALL SAVE SHARE PLACE



Add a photo

Review summary



Jameson's Public House

4.6 ★★★★★ 116 reviews  
Bar · \$\$\$ · 37 min

OVERVIEW REVIEWS PHOTOS

DIRECTIONS CALL SAVE SHARE PLACE

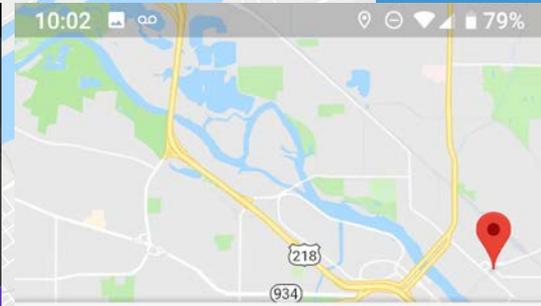
Bar games · Happy hour food · Happy hour ...

Know this place? Help others decide! OK CLOSE



Natural Grocers  
You visited 5 days ago  
Which photo do you think is more helpful?  
   
SKIP

MORE CHOICES



Keller Theresa M  
905 Franklin St, Waterloo, IA 50703

Phone

Is this the right phone number?  
(319) 874-3000

YES NO NOT SURE

NEXT PLACE



← C.A. Clark

## Badges

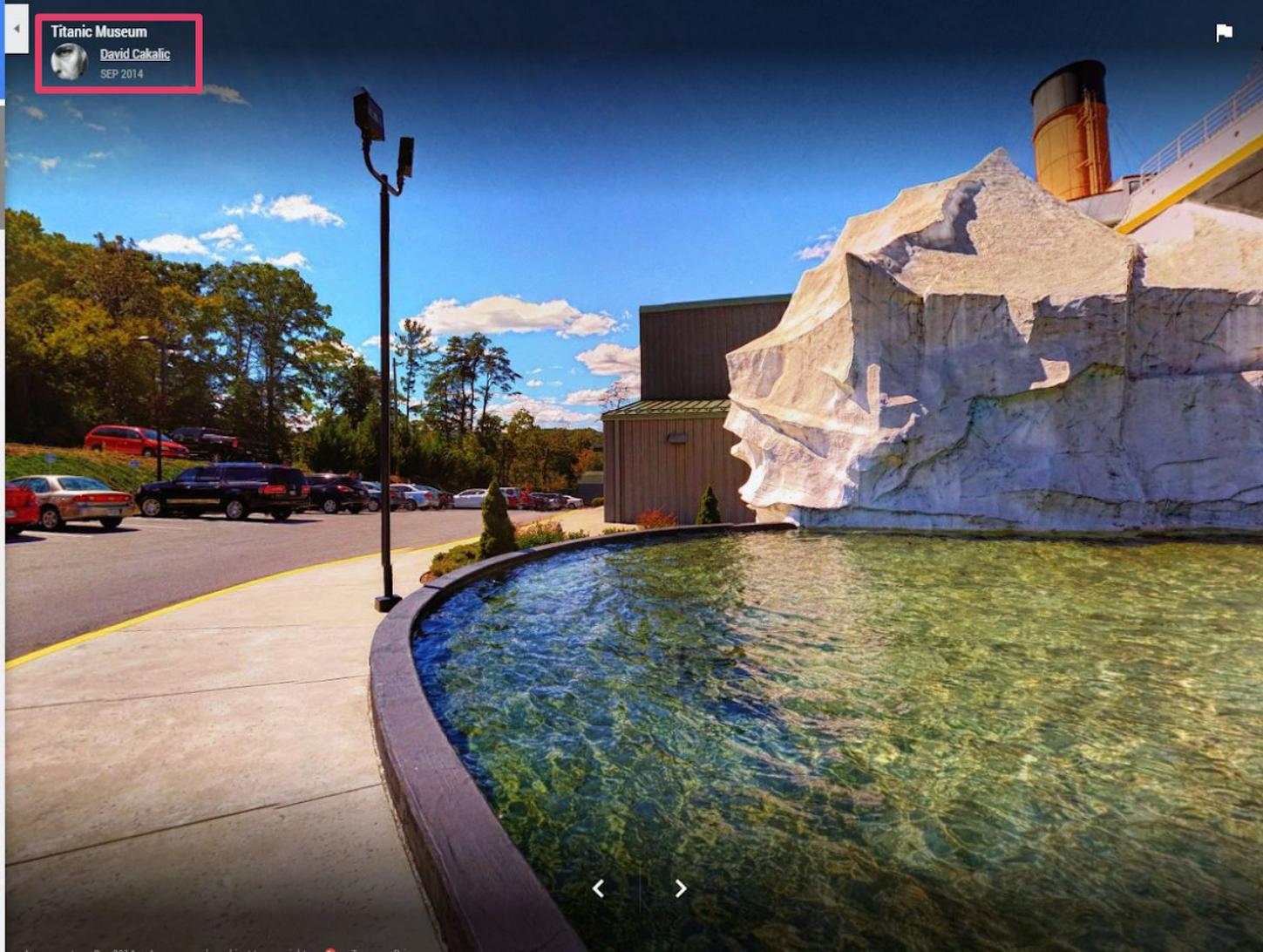
Expert  
ReviewerNovice  
PhotographerNovice Fact  
FinderNovice  
Trailblazer

## Number of Contributions

Reviews	104
Ratings	17
Photos	58
Videos	2
Answers	1,813
Edits	47
Places added	4
Facts checked	7
Q&A	3

## Contributions to your Business Information including:

- Reviews
- Ratings
- Photos
- Videos
- 360s
- Answers
- Edits
- Places
- Facts
- Questions & Answers



Titanic Museum  
David Cakalic  
SEP 2014


  
**David Cakalic**
  
 Local Guide · Level 6

2,468 points >

1,500 3,500 5,000

REVIEWS

 205
  15,042,959

**15 Million Views on 200 Photos**

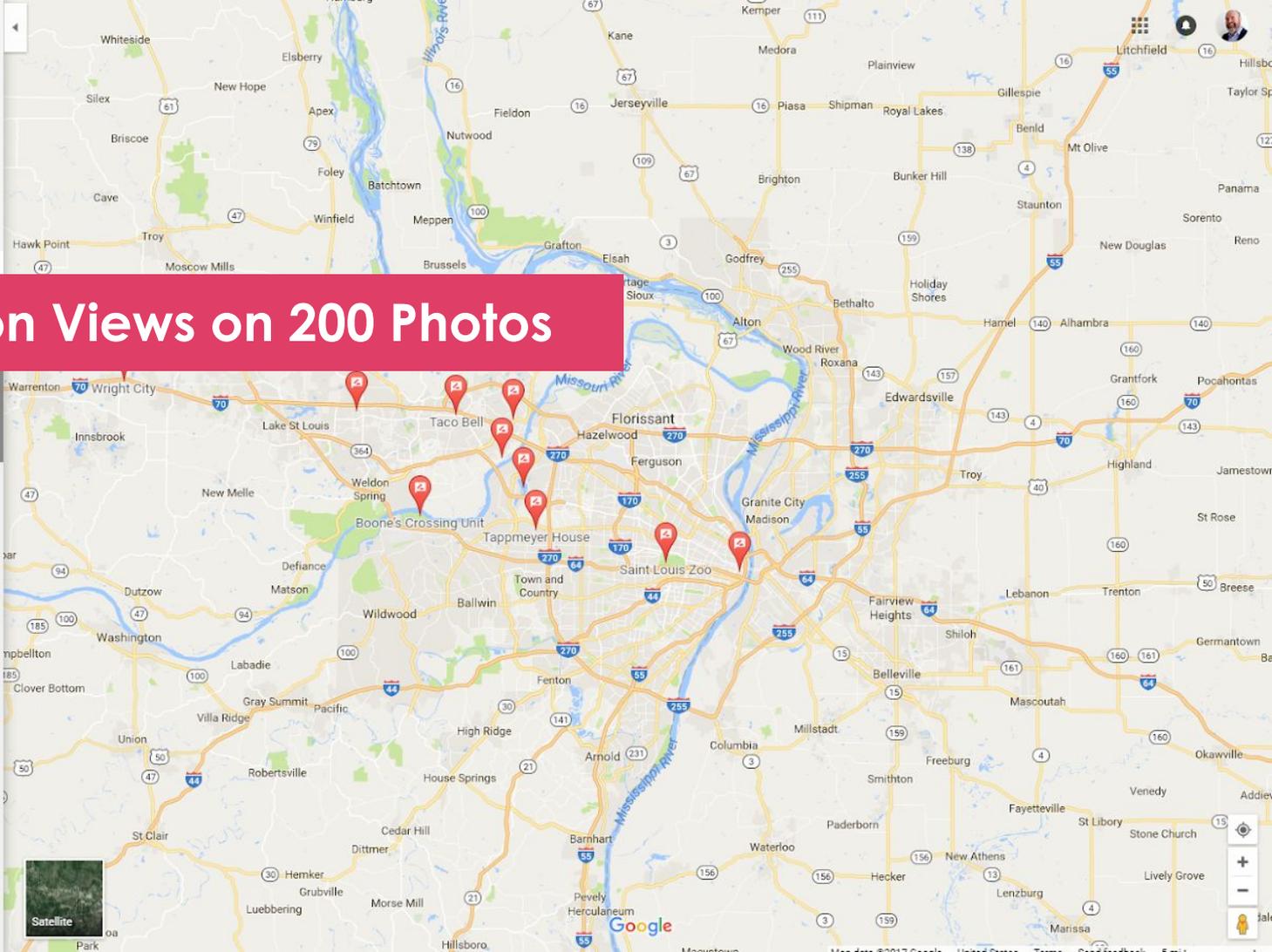

**Boone's Crossing Unit**
  
 Chesterfield, MO 63005




**Saint Louis Zoo**
  
 Government Drive, St. Louis, MO 63110




**Wright City**
  
 Missouri

Google

← FIND MEET-UPS NEAR YOU

### Ready to host a meet-up?

Get people excited about your event with a beautiful photo (1030 x 350 pixels), then fill in the details below

ADD PHOTO

Name your meet-up

Examples: Mumbai Coffee Social or Museum Tour in Buenos Aires

Select a meet-up type

Choose one from the list

Describe your meet-up (for inspiration, see our [guide for hosts](#))

Include fun things you'll be doing and any and where to meet

Date



Start Time

12:00 PM

End Time

02:00 PM

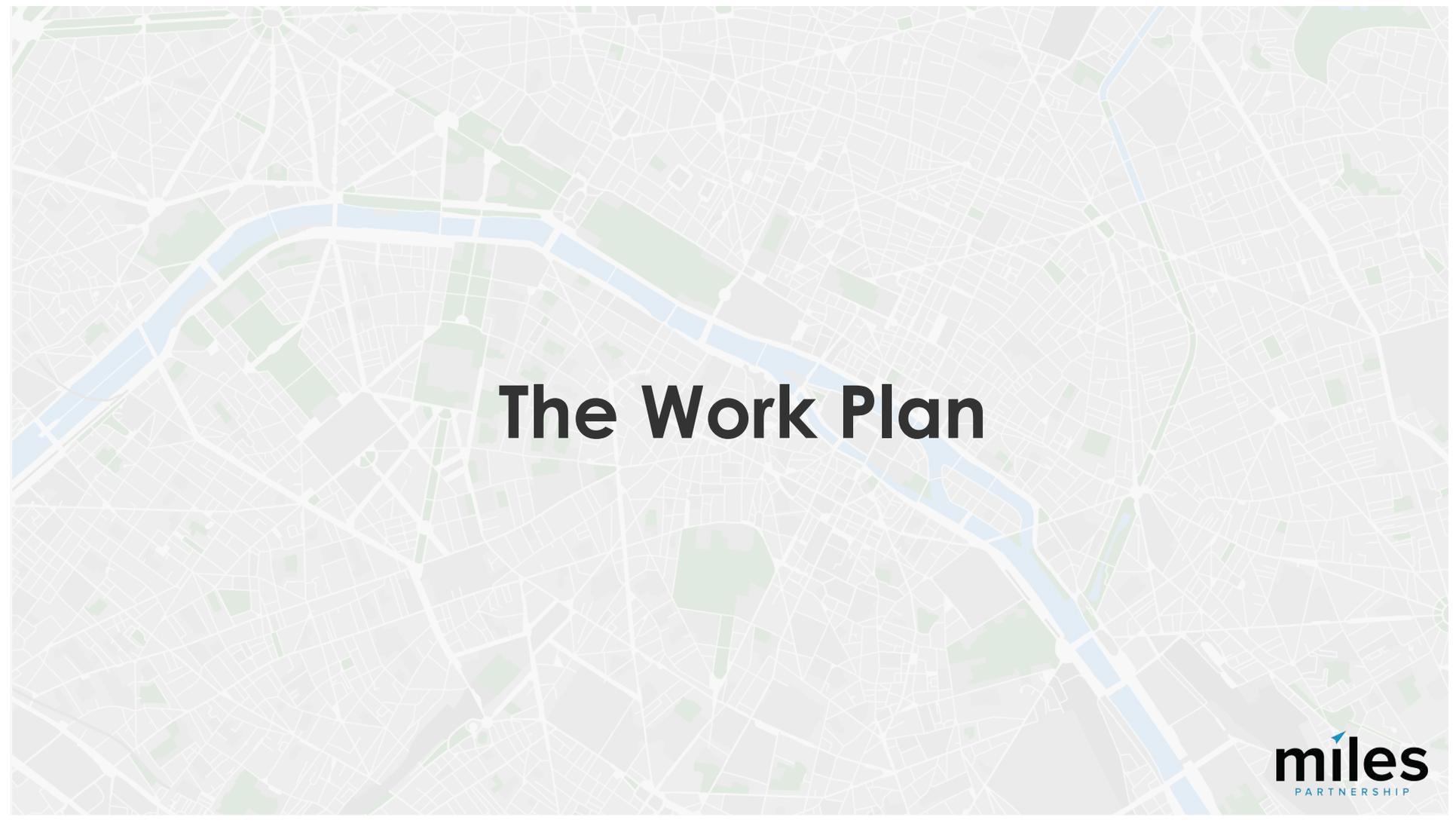
Maximum number of attendees (optional)

<https://www.localguidesconnect.com/>

Organize Meetups with Local Guides to support local businesses

- Bar/Restaurant crawl
- Photo walk
- Tours of new businesses

Invite has to be a person, but event can be “sponsored by the CVB”.



# The Work Plan

# Work Plan Checklist

## Verification

- ❑ Identify listings that should be claimed by the DMO and begin to proactively manage content
- ❑ Assist unverified partners with verification

## Listing Information

- ❑ Add missing information for Top Sights and GMB listings
- ❑ Identify and flag duplication in Top Sights
- ❑ Add missing listings to Google Maps

## Visual Assets (Photos & 360s)

- ❑ Identify and upload owned assets to relevant listings
- ❑ Identify and upload destination "generic" owned assets and upload to Google Maps

- ❑ Flag irrelevant or low-quality images in the photo galleries of popular POIs
- ❑ Create new images for POIs that are underrepresented and upload via maps

## Optimization

- ❑ Identify technical issues and other bugs within products and flag to google via form
- ❑ Optimize articles around appropriate keywords related to your destination in travel guides.
- ❑ Optimize YouTube titles, descriptions and tags. Add additional video content if available
- ❑ Implement structured data/schema data on events and other pages of your website
- ❑ Optimize images on your site
- ❑ Utilize Posts on Google program to expand organic exposure for events, etc.

# Verification

- ❑ Identify listings that should be claimed by the DMO and begin to proactively manage content
- ❑ Assist unverified partners with verification

Look for claimable businesses in this column of the Top Sights Audit document.

	A	B	C	D	E	G	H	I	J	K	L	M		
1	<b>Santa Barbara Top Sights Audit</b>													
2	Possible Values		0,1	0,1	0,1	0,1	0,1	0,1	0,1	0,1,2				
3	<b>Listing Title</b>	<b>Business Category</b>	<b>Descrip.</b>	<b>Reviews</b>	<b>Address</b>	<b>Verified</b>	<b>Hours</b>	<b>Phone</b>	<b>Website</b>	<b>Events</b>	<b>Photos</b>	<b>Total</b>	<b>Completeness</b>	<b>Relev</b>
4	Mission Santa Barbara	Catholic church in S	1	1	1	0	0	1	1	1	2	8	80%	Yes
5	Stearns Wharf	Tourist attraction in	1	1	1	0	1	1	1	0	2	8	80%	Yes
6	Santa Barbara Zoo	Zoo in Santa Barbar	1	1	1	1	1	1	1	1	2	10	100%	Yes
7	Superior Court Of California County Of Santa Barbara	Building in Santa Ba	1	1	1	0	1	1	1	1	2	9	90%	Yes
8	East Beach	Santa Barbara	-	-	-	-	-	-	-	-	-	-	-	- ?
9	Stearns Wharf	Harbor and wine	-	-	-	-	-	-	-	-	-	-	-	- No
10	Arroyo Burro Beach County Park	Park in Santa Barba	1	1	1	0	1	1	1	1	2	9	90%	Yes
11	El Presidio de Santa Bárbara State Historic Park	Museum in Santa B	1	1	1	1	1	1	1	1	1	9	90%	Yes
12	Santa Barbara Botanic Garden	Botanical garden in	1	1	1	1	1	1	1	1	2	10	100%	Yes
13	State Street	Shopping	-	-	-	-	-	-	-	-	-	-	-	- ?
14	Lotusland	Botanical garden in	1	1	0	1	0	1	1	0	2	7	70%	Yes
15	Leadbetter Beach	Park in Santa Barba	1	1	0	0	1	1	1	1	1	7	70%	Yes

And in this column of the GMB Audit document.

	F	H	I	K	M	O	X	Y	AF	AG
1	<b>gAddress</b>	<b>gType</b>	<b>gMapLink</b>	<b>gTown</b>	<b>gPhone</b>	<b>gWebsite</b>	<b>cTotalScore</b>	<b>gRating</b>	<b>Status</b>	<b>Claimable?</b>
2	1219 State St, Santa Barbara, CA 93101, USA	art_gallery	https://map Santa Barbara		(805) 453-4123	https://www.v	71	4.7	Active	Yes
3	2670 Ontiveros Rd, Los Olivos, CA 93441, USA	food	https://map Los Olivos		(805) 688-8664	[No website]	86	4.4	Active	No
4	1909 CA-246, Buellton, CA 93427, USA	food	https://map Buellton		(805) 735-7000	[No website]	86	4.9	Active	No
5	Santa Barbara, CA, USA	food	https://map Santa Barbara		(805) 453-4063	http://www.sl	86	5	Active	No
6	3400 Calle Real, PO Box 62154, Santa Barbara, CA 93105, USA	food	https://map Santa Barbara		(805) 403-1533	[No website]	43	[No rating]	Active	No
7	121 State St, Santa Barbara, CA 93101, USA	lodging	https://map Santa Barbara		[No phone]	https://www.i	71	4.2	Active	No
8	2918, 1555 S Jameson Ln, Montecito, CA 93108, USA	lodging	https://map Montecito		[No phone]	https://www.i	71	4.6	Active	No
9	1317 State St, Santa Barbara, CA 93101, USA	movie_theater	https://map Santa Barbara		(805) 963-9580	http://metroli	86	4.5	Active	No
10	1012 State St, Santa Barbara, CA 93101, USA	night_club	https://map Santa Barbara		(805) 965-4351	[No website]	86	4.2	Active	No
11	Ventura, CA 93001, USA	park	https://map Ventura		(805) 658-5730	http://www.n	86	4.7	Active	Yes
12	Cold Spring Rd, Montecito, CA 93108, USA	park	https://map Montecito		(805) 969-9990	http://www.lc	86	4.8	Active	No
13	898 S Sepulveda Blvd Suite 420, El Segundo, CA 90245, USA	point_of_intere	https://map El Segundo		(310) 421-1861	http://www.3	86	[No rating]	Active	No
14	22 N Voluntario St, Santa Barbara, CA 93103, USA	point_of_intere	https://map Santa Barbara		(805) 963-0842	http://bethmc	86	[No rating]	Active	No
15	405 Glen Annie Rd, Goleta, CA 93117, USA	point_of_intere	https://map Goleta		(805) 968-6400	http://glenan	86	4.4	Active	No

# Verification Status

Between the Top Sights and GMB Audits, we found **43 listings** that are claimable, but haven't yet been claimed.

Ala Mar Motel  
Andree Clark Bird Refuge  
Arlington Plaza  
Arroyo Burro Beach County Park  
Babcock Winery & Vineyards  
Bouchon Santa Barbara  
Casa de la Guerra  
Channel Islands National Park  
Chase Palm Park  
Chumash Painted Cave State Historic Park  
Douglas Family Preserve  
Goleta Beach Park  
Hangar SB LLC  
Hollister Brewing Company  
Kids World  
Knapp's Castle  
Land Shark  
Leadbetter Beach  
Lookout Park  
Mission Rose Garden  
Mission Santa Barbara  
Moreton Bay Fig Tree  
Old Spanish Days Carriage  
Rancho San Marcos Golf Course  
Rattlesnake Canyon Park

Relevé Unlimited  
Rocky Nook Park  
Sandpiper Golf Club  
Santa Barbara Architectural Foundation  
Santa Barbara Center for the Performing Arts  
Santa Barbara County Courthouse Gardens  
Santa Barbara Museum Of Art  
Santa Barbara Vintners  
Santa Barbara Waterfront Department  
Santa Barbara Winery  
Shoreline Park  
Spanish Garden Inn  
Stearns Wharf  
Superior Court Of California County Of Santa Barbara  
The Cabanas, Santa Barbara  
The Club & Guest House At UC Santa Barbara  
The Granada Theatre  
Youth Interactive

Evaluate businesses that are claimable to determine if they can/should be claimed by the DMO, or of they are owned businesses that need help getting verified.

**Visit Santa Barbara**  
5.0 ★★★★★ · 6 reviews  
Non-Profit Organization

**Chase Palm Park**  
4.4 ★★★★★ · 268 reviews  
Park

**Hollister Brewing Company**  
4.2 ★★★★★ · 186 reviews · \$\$  
Brewpub

**DMO Owned:**  
Office is claimed but other locations may be relevant

**Public Unmanaged:**  
Potentially claimable by the DMO depending on relationships

**Privately Owned:**  
Owner/operator may need help claiming

# Make two lists of unclaimed businesses.

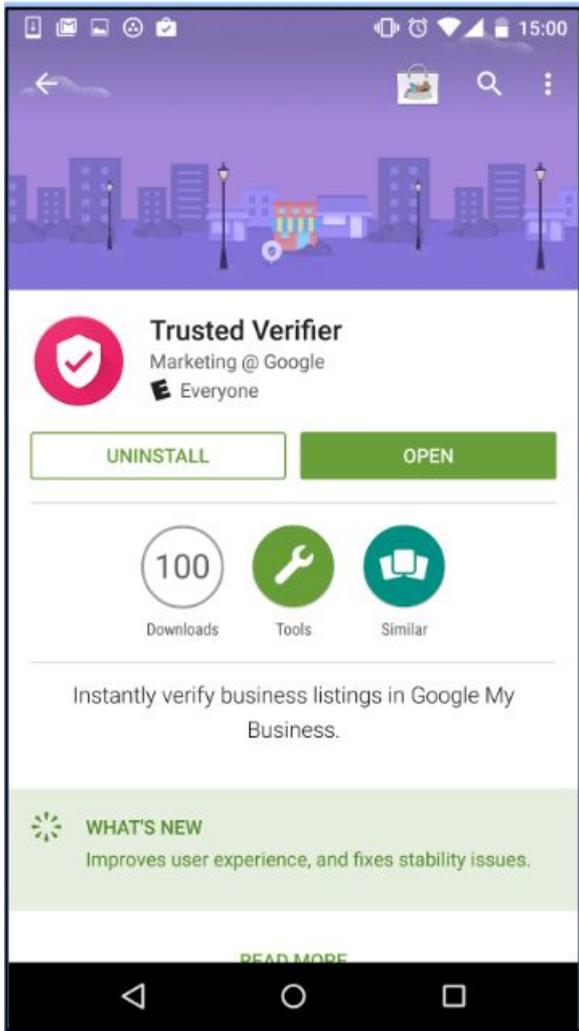
1. Listings that the DMO owns, or that are unmanaged public listings that the DMO wants to be responsible for.

**Use “normal” verification process, or use Miles Support to perform instant verification. Do not use Trusted Verifier for your own listings.**

2. Listings that are privately owned, and are important to tourism.

**Contact the owners and offer to help them get verified using the Trusted Verifier App on your supplied Pixel phone.**

# Trusted Verifier Step-By-Step



## What is “Trusted Verifier?”

Trusted Verifier is a “whitelist” (invite-only) application available through the Google Play store. It was piloted as part of a chamber of commerce program in 2016 called “Let’s Put Our Cities on the Map”. Trusted Verifier allows approved accounts to **instantly verify listings for businesses in person.**

# Welcome to the DMO Knowledge Base

## How to make the most of your destination on Google

The DMO Partnership Program aims to enhance your destination's online visibility.

Much of Google's online content is built on the combined contributions of Google, users, and DMOs.

In this help center you will find the details on how you can get the most out of Google products and help your local partners update their information on Google.



Google My Business



Trusted Verifier



Trusted Provider



City Photos



360 imagery



Videos

# Knowledge Base

# DMO Trusted Verifier Training

## Trusted Verifier

Using the [Trusted Verifier App](#) makes Google My Business verifications easier and faster.

If the business doesn't exist on Google Maps, you can help the owner sign up to Google My Business, create a listing account, and immediately verify them on the spot.

From that moment, they are able to manage their account; add all the necessary information, photos, and events; and respond to reviews.

When the account isn't verified, user generated content appears and anyone can modify it.

More information about the Trusted Verifier app can be found on the [Help center](#).



### Getting the TV app

### TV app training

[Introduction](#)

[Device requirements](#)

[Trusted Verifier Policies](#)

[GMB Policies](#)

[Downloading the app](#)

[Create & Verify a GMB Listing using the TV app](#)

[FAQs](#)

# DMO Trusted Verifier “Quiz”

## DMOs-Trusted Verifier Quiz

Thanks for signing up to be a Trusted Verifier—we're thrilled that you'll be using the Trusted Verifier app to get businesses in your community verified on Google My Business. Before you can get whitelisted and gain access to the app you'll need to complete training and pass this short quiz.

\* Required

Please provide your first and last name. \*

Ex: Fred Flintstone

Your answer

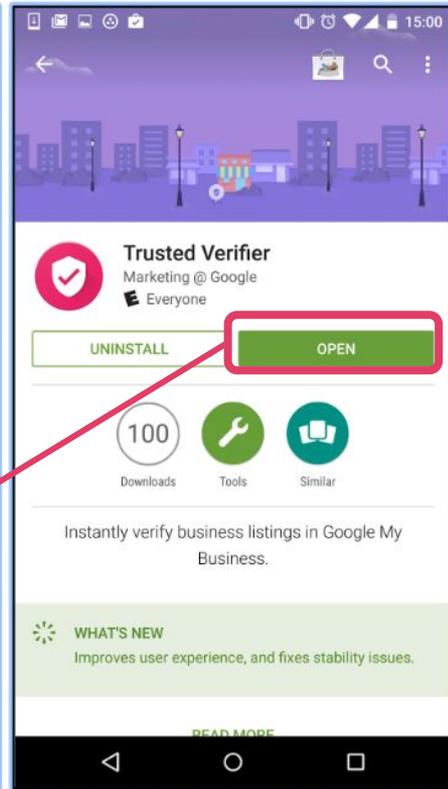
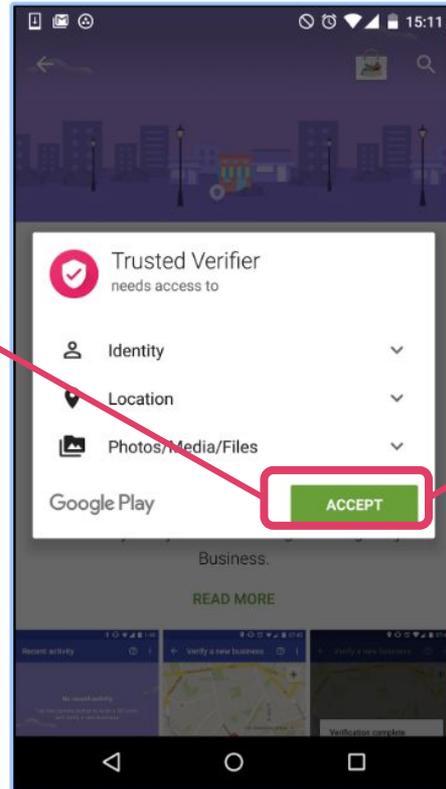
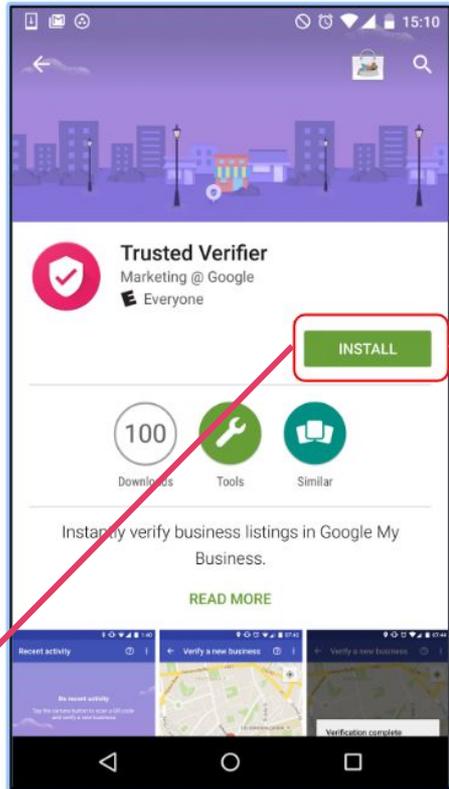
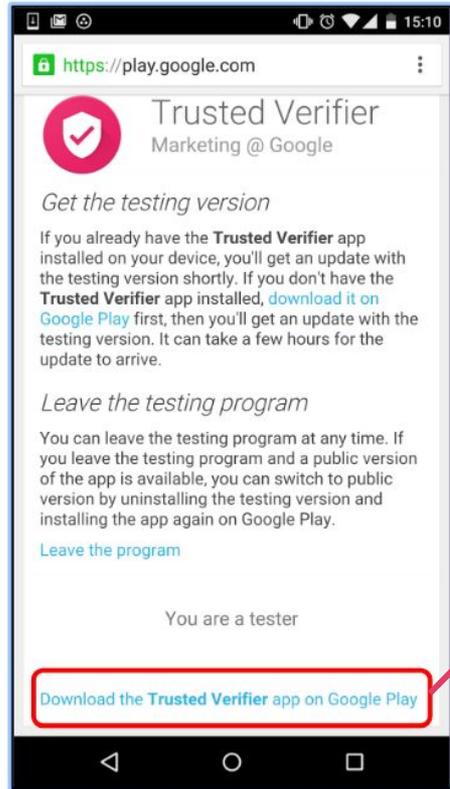
DMO's Name \*

Your answer

[https://support.google.com/streetview\\_trusted/answer/7629025?hl=en&ref\\_topic=7623484](https://support.google.com/streetview_trusted/answer/7629025?hl=en&ref_topic=7623484)

Your answer

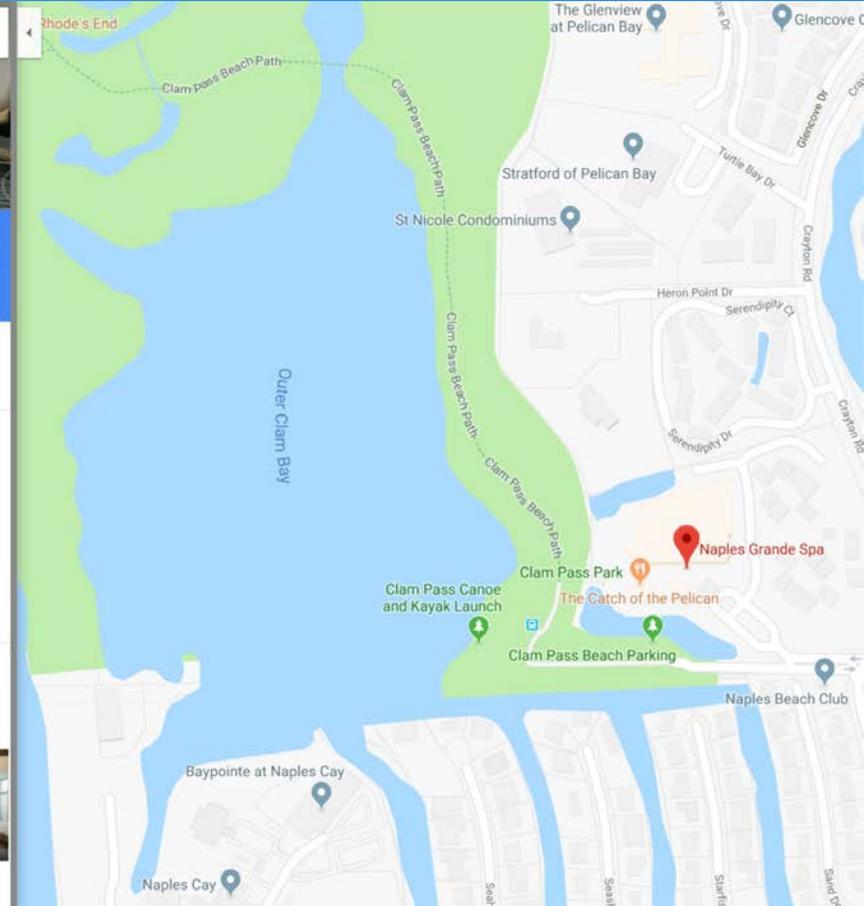
# Joining the Beta: [Http://g.co/TrustedVerifierApp](http://g.co/TrustedVerifierApp) and install the app.

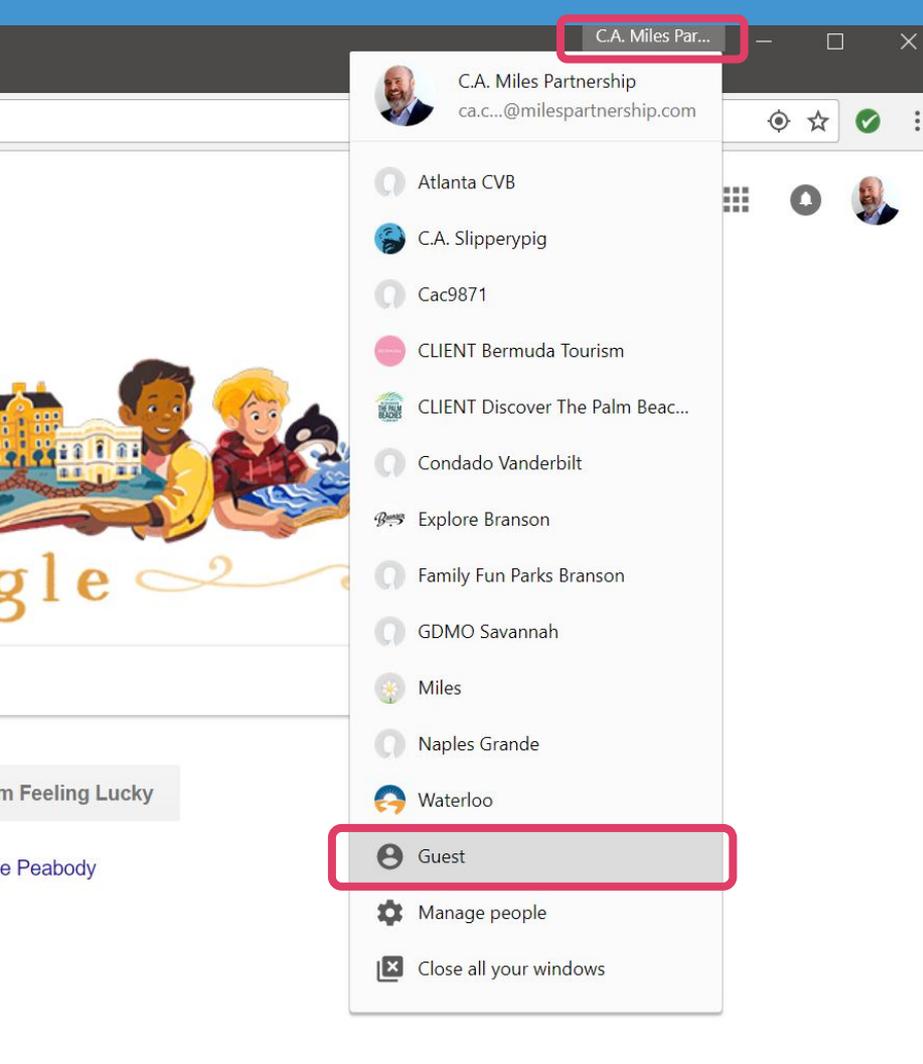


# 1.

Does the business exist, and is it verified already?

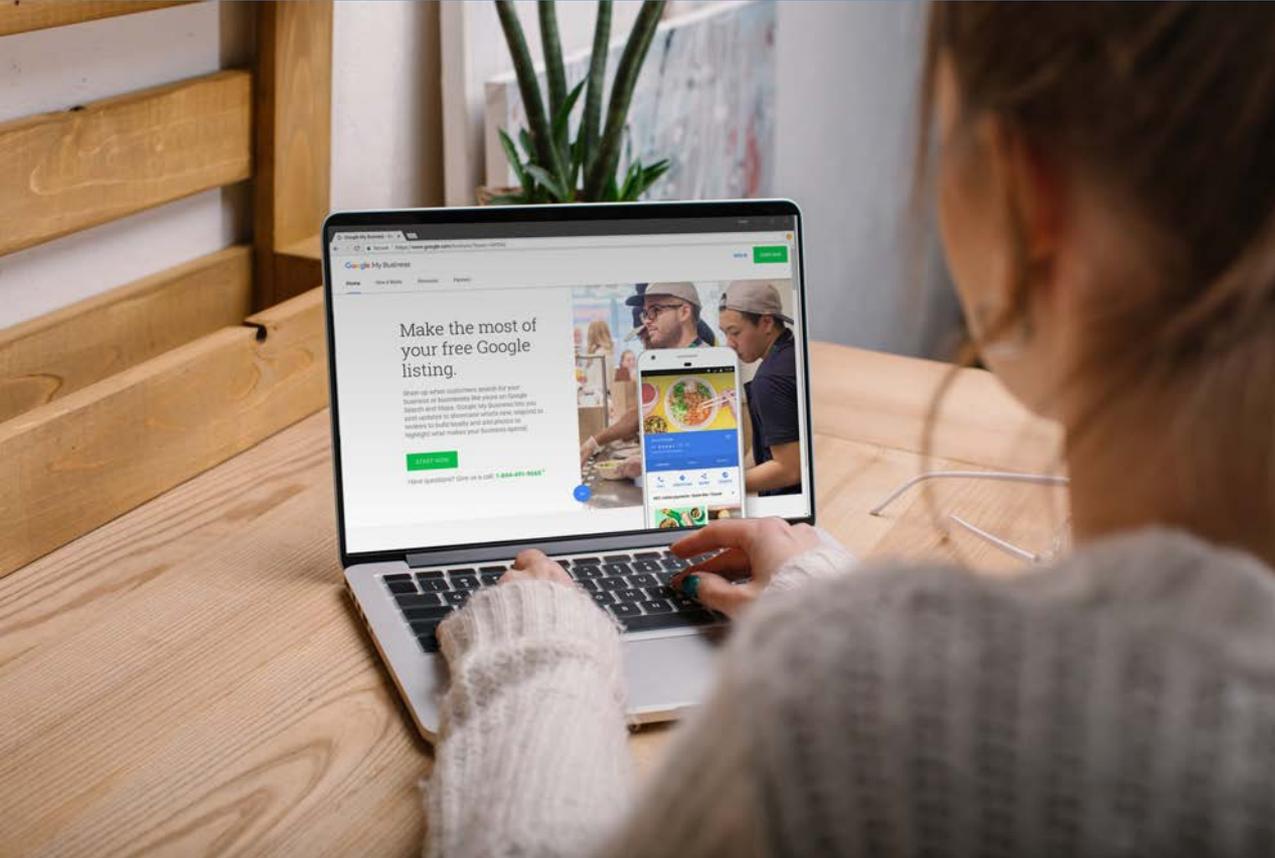
The screenshot shows a Google Maps business listing for "naples grande spa". At the top, there is a search bar with the text "naples grande spa" and a search icon. Below the search bar is a photo of a spa room. The business name "Naples Grande Spa" is displayed in white text on a blue background, followed by a 5.0 star rating and "3 reviews". A "Directions" button is visible. Below this, there are icons for "SAVE", "NEARBY", "SEND TO YOUR PHONE", and "SHARE". The address "475 Seagate Dr, Naples, FL 34103" is listed, along with the website "naplesgrande.com" and the phone number "(239) 594-6321". A red box highlights the "Claim this business" button, which has a checkmark icon. Other options include "Add a label" and "SUGGEST AN EDIT". At the bottom, there is a section for "Add missing information" with a clock icon and the text "Add hours". Below that, there are two photos of the spa interior and a "5 Photos" label. At the very bottom, there is an "Add a photo" button.





## 2.

**OPEN A BLANK BROWSER WINDOW:** In Chrome on a laptop or desktop computer (not a phone or tablet), click in the upper right corner to display the users panel, select “Guest”. This clears all login, cookies, users, etc. from the browser. *(You can also use incognito mode if you prefer)*



At this point, have the business owner sit down at the laptop.

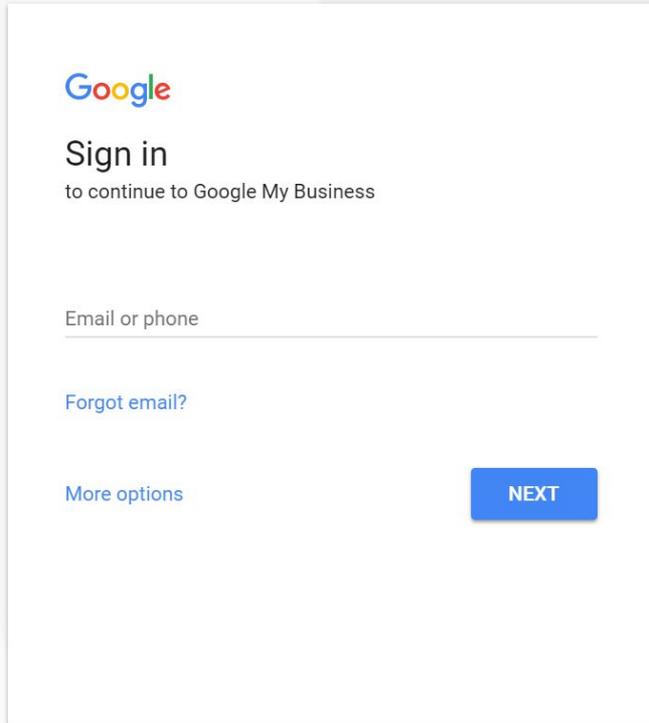
# 3.

## OWNER LOGIN:

Go to this address in the browser:

<https://business.google.com/add/tv>

Ask the business owner to login to the Google account that will become the owner of the listing.



The screenshot shows the Google My Business sign-in interface. At the top left is the Google logo. Below it, the text reads "Sign in" followed by "to continue to Google My Business". There is a text input field labeled "Email or phone". Below the input field are two links: "Forgot email?" and "More options". A blue "NEXT" button is positioned to the right of the "More options" link.

# Important!

Just to reiterate - you **MUST** start the process with this **URL**. If you don't you won't have the "in-person" option to verify and it may prevent the owner from accessing that option even if you start over again.

<https://business.google.com/add/tv>

What's the name of your business?

 Business name

Catch of the Pel

**The Catch of the Pelican**  
Seagate Drive, Naples, FL, USA

By continuing you agree to the following [Terms of Service](#)

NEXT

# 4.

## **BUSINESS NAME SEARCH:**

Once the owner is logged in, search for the business name. As you type you'll get suggestions, what you want to do is click the suggestion below the search field to continue. If there aren't any suggestions - you can still verify, but you'll have to type the full information in. Note that not all businesses CAN be verified this way.

## ← Where are you located?

Country / Region



United States



Street address

475 Seagate Drive

[add line](#)

City

Naples

State

Florida



ZIP code

34103



I deliver goods and services to my customers. [Learn more](#)

NEXT

# 5.

## ADDRESS CLARIFICATION:

In some cases, you'll be asked to clarify address information.

## ← What kind of business do you run?

Correct category selection helps you attract customers who are searching for businesses like yours in your area. Select a category that best matches your business. [Learn more](#)

Business category  
🔍 Day Spa

NEXT

# 6.

## CATEGORY:

In some cases, you'll be asked to select a business category. The categories are limited and fixed by Google - you can't add to them. You can however select multiple categories later on to try to best represent the business.

## ← Make connections (optional)

Providing current info will help customers get in touch and learn more about your business.

Phone number

Website



NEXT

# 7.

## PHONE & WEBSITE:

Add or skip depending on how much time you have. Owners can always add these later.

# 8.

## ← Stay in the know

Would you like to receive communications with personalized tips and recommendations to improve your business's presence on Google?

Yes

No

NEXT

### **NOTIFICATIONS:**

Best to click “Yes” here, the owner can always change their notification settings once they log in.

# 9.

## ← Verify your connection to this business

Let's confirm that you're authorized to manage this business listing. Once verified, you'll be able to make the most of your listing on Google.

- ✓ Get your business found on Google Search & Maps
- ✓ Respond to customer reviews
- ✓ Create promotional posts and upload photos
- ✓ Track business analytics

CONTINUE

Just hit “continue” here.

# 10.

## Choose a way to verify

Select how you'd like to get a verification code. [Learn more](#)

 <b>In person</b> Your Google representative will help you	<input type="button" value="VERIFY"/>
 <b>Email</b> Enter the email address where your code will be sent <input type="text" value="info"/> <input type="text" value="@naplesgrande.com"/>	<input type="button" value="EMAIL"/>
 <b>Postcard by mail</b> Have a postcard with your code mailed to this address <input type="text" value="Contact name"/>	<input type="button" value="MAIL"/>
 <b>Verify later</b> You can't fully manage your listing until you're verified	<input type="button" value="LATER"/>

## VERIFICATION:

The next dialog includes the available methods of verification. If “In person” is grayed out, the business category is not valid for instant verification and another method must be used. Select “Verify” next to “In person” to proceed.

Show this code

Have your Google representative scan this code



CONTINUE

Having problems?

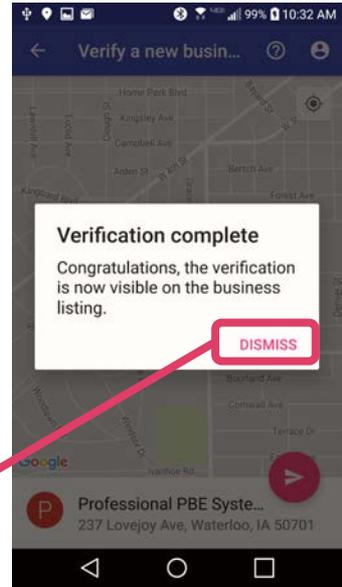
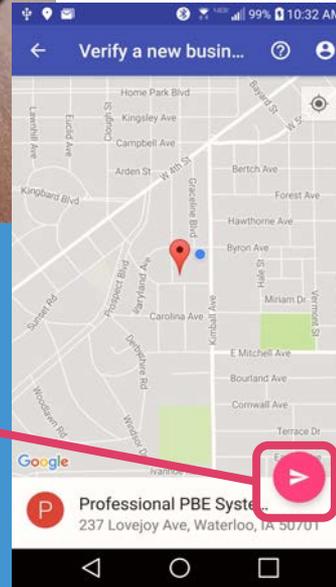
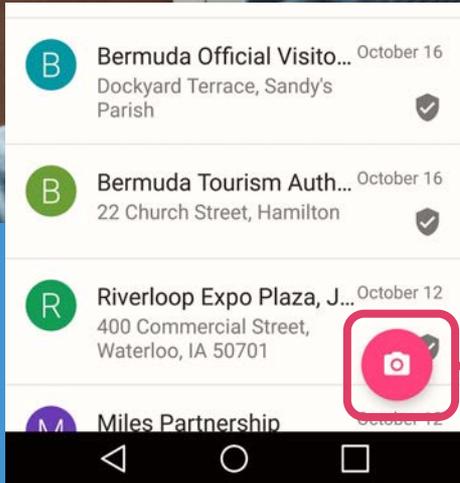
[CHANGE METHOD](#)

# 11.

## VERIFICATION:

The next dialog shows the QR Code that you will need to scan in your Trusted Verifier App to complete the verification.

This is the only part that requires the phone.



### The Catch of the Pelican

475 Seagate Drive  
Naples, FL 34103

- Home
- Posts
- Info
- Insights
- Reviews
- Photos
- Website
- Users
- Create an ad
- Add new location
- Manage locations
- Settings
- Support

#### Published (2 updates)

This location has updated information from Google users or other sources. Review these published updates to make sure that they're accurate.

[REVIEW UPDATES](#)

#### LATEST REVIEWS

 **Amanda Shames**  
4 days ago  
★★★★★ amazing food. my mother and I ate there 3 nights while staying at the hotel. every meal was amazing. burger. salmon...  
[...More](#)

[REPLY](#)

 **aaron mandel**  
5 days ago  
★★★★★ We are here late last night after a long day of traveling. The service was great and the food was on point.

[REPLY](#)

[MANAGE REVIEWS](#)

#### LATEST CUSTOMER PHOTOS

#### Advertise easily in minutes



Show up whenever customers are looking for you online - on their computers or mobile devices. Set up in minutes, and only pay when your ad is clicked.

[Learn more](#)

**Start with \$100 in free ad credits**

[GET STARTED](#)

#### Complete your listing



Add a profile picture so people can recognize your business across Google.

[ADD PROFILE PHOTO](#)

#### Your business is on Google

 [View on Search](#)

 [View on Maps](#)

VERIFIED, you can move on to the next person. Close the browser window and restart from the beginning.

Trusted Verifier

# Potential Verification Issues

**CREATING A GOOGLE ACCOUNT:** If the business owner doesn't have an existing Google account, have them set one up here: <https://accounts.google.com/SignUp?service=accountsettings>. Note that you can switch between an @gmail account and an existing email account with the link under the username field. Note though that some products will require a gmail.com address.

## Create your Google Account

One account is all you need  
One free account gets you into everything Google.



Take it all with you  
Switch between devices, and pick up wherever you left off.



**Name**

**Choose your username**

  
[I prefer to use my current email address](#)

**Create a password**

**Confirm your password**

**Birthday**

Month  Day  Year

**Gender**

I am...

**Mobile phone**

**Your current email address**

**Location**

**LOST PASSWORD:** If the business owner has an account, but has lost or forgotten the password, use the recovery options here: <https://accounts.google.com/signin/v2/username recovery?service=accountsettings&passive=1209600&osid=1> to try to reclaim the password. There are several steps available and the recovery answers will depend on how the account was set up. If the password for the account isn't recoverable, create a new account, complete verifying the business and the business owner can transfer ownership of the business to a different user later, if and when they recover the password.

Google

## Account recovery

 naplesgrande475@gmail.com

Enter the last password you remember using with this Google Account

Enter last password

[Try another way](#)

English (United States)  [Help](#) [Privacy](#) [Terms](#)

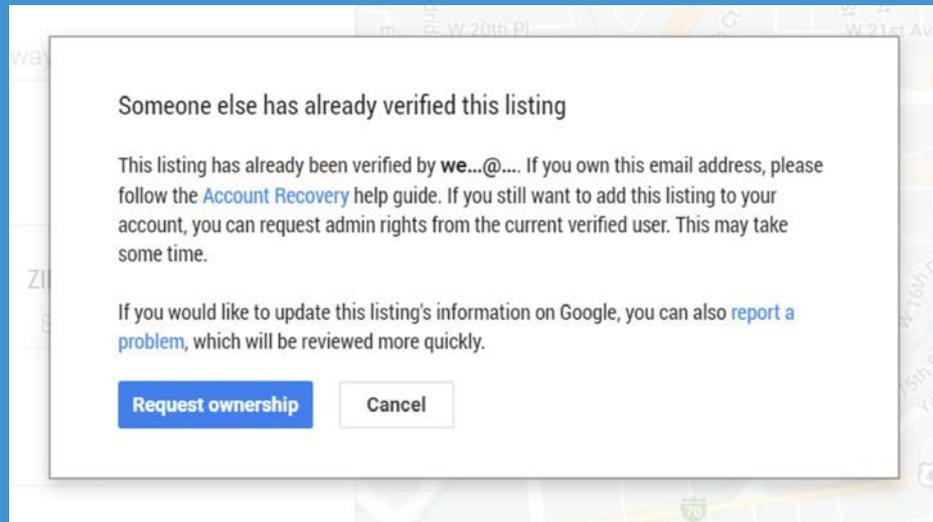
## **PREVIOUSLY REQUESTED A VERIFICATION:**

If the business owner has previously requested verification via postcard, you'll need to invalidate that pending verification before you can access Instant Verification. In the Business owner's GMB account there will be a blue bar across the top that ends with either:

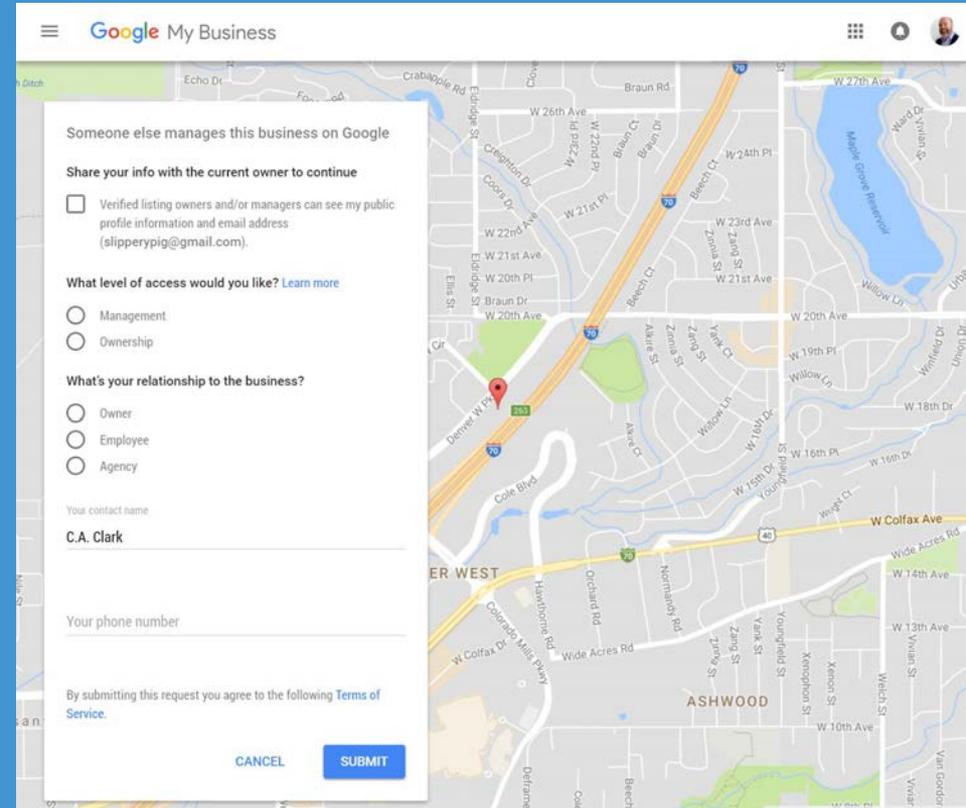
"... learn more [Enter Code]," in which case click the "Enter code" button and enter "00000" five times to invalidate the postcard verification. Return to section IV to complete verification.

"... I don't have a code [Enter Code]," in which case click "I don't have a code" and then return to section IV.

**BUSINESS IS VERIFIED, BUT WE DON'T KNOW TO WHOM:** To learn who the business is currently verified to, complete the search, but instead of the dialog shown earlier you will see this dialog, which shows a portion of the verified email. If the business owner can recognize the email from that portion, proceed with one of the other steps here to login with that account.



This process of requesting ownership can be lengthy, so it is preferable for the business owner to locate the email and password another way. At this point in the process, no verification can be performed.



Trusted Verifier

# Usage Rules and Notes

## What kind of documents do business owners need to be verified at a partner event? ^

Business owners should bring one or more of the following documents to an event to be eligible for verification with Trusted Verifier:

- Utility bills
- Tax letters
- Business registration certificates



All documents must be original and include the business' name, address, and [category](#) (if possible). Copies of documents are not acceptable. A business card isn't sufficient for verification with the Trusted Verifier app.

It's the Trusted Verifier's responsibility to become familiar with the types of documents they'll verify.

Do not verify a business without the required documentation. The business owner can request verification through one of the other verification methods.

[Get Your Business Online](#) [events in North America and Puerto Rico](#): If the business owner doesn't have the required documents on hand, you may verify the business by searching for it on the relevant [government business entity search site](#).

## About the verification process

---

I'm not sure if I can verify a business by following the Trusted Verifier policies. What should I do? 

If the business doesn't follow our policies and requirements to get verified with the Trusted Verifier app, you shouldn't verify the business. However, you can suggest that the user try a different verification method, like postcard verification.

I'm verifying at an event and the participant has no proof documents, but I personally know them and their business. Can I still verify them with the Trusted Verifier app? 

No.

---

# Listing Information

- ❑ Add missing information for Top Sights and GMB listings\*
- ❑ Identify and flag duplication in Top Sights
- ❑ Add missing listings to Google Maps

*\*Miles will work on these items on your behalf as part of your Program scope.*

Look for missing data in these columns of the audit documents

	A	B	C	D	E	F	G	H	I	J	K	L	M
1	<b>Santa Barbara Top Sights Audit</b>				Note: 0 means no photos, 1 means some photos but needs improvement, 2 means plenty								
2	Possible Values		0,1	0,1	0,1	0,1	0,1	0,1	0,1	0,1	0,1,2		
3	Listing Title	Business Category	Descrip.	Reviews	Address	MapLink	gPhone	gWebsite	Events	Photos	Total	Completeness	Relev
4	Mission Santa Barbara	Catholic church in S	1	1	1	0	0	1	1	1	2	8	80% Yes
5	Stearns Wharf	Tourist attraction in	1	1	1	0	1	1	1	0	2	8	80% Yes
6	Santa Barbara Zoo	Zoo in Santa Barbara	1	1	1	1	1	1	1	1	2	10	100% Yes
7	Superior Court Of California County Of Santa Barbara	Building in Santa Ba	1	1	1	0	1	1	1	1	2	9	90% Yes
8	East Beach	Santa Barbara	-	-	-	-	-	-	-	-	-	-	- ?
9	Stearns Wharf	Harbor and wine	-	-	-	-	-	-	-	-	-	-	- No
10	Arroyo Burro Beach County Park	Park in Santa Barba	1	1	1	0	1	1	1	1	2	9	90% Yes
11	El Presidio de Santa Bárbara State Historic Park	Museum in Santa Ba	1	1	1	1	1	1	1	1	1	9	90% Yes
12	Santa Barbara Botanic Garden	Botanical garden in	1	1	1	1	1	1	1	1	2	10	100% Yes
13	State Street	Shopping	-	-	-	-	-	-	-	-	-	-	- ?
14	Lotusland	Botanical garden in	1	1	0	1	0	1	1	0	2	7	70% Yes
15	Leadbetter Beach	Park in Santa Barba	1	1	0	0	1	1	1	1	1	7	70% Yes

Use the Missing Data tab to isolate listings in your destination that need updated information.

	F	H	I	K	M	O	X	Y	AF	AG
1	gAddress	gType	gMapLink	gTown	gPhone	gWebsite	cTotalScore	gRating	Status	Claimable?
2	1219 State St, Santa Barbara, CA 93101, USA	art_gallery	https://map	Santa Barbara	(805) 453-4123	https://www.	71	4.7	Active	Yes
3	2670 Ontiveros Rd, Los Olivos, CA 93441, USA	food	https://map	Los Olivos	(805) 688-8664	[No website]	86	4.4	Active	No
4	1909 CA-246, Buellton, CA 93427, USA	food	https://map	Buellton	(805) 735-7000	[No website]	86	4.9	Active	No
5	Santa Barbara, CA, USA	food	https://map	Santa Barbara	(805) 453-4063	http://www.s	86	5	Active	No
6	3400 Calle Real, PO Box 62154, Santa Barbara, CA 93105, USA	food	https://map	Santa Barbara	(805) 403-1533	[No website]	43	[No rating]	Active	No
7	121 State St, Santa Barbara, CA 93101, USA	lodging	https://map	Santa Barbara	[No phone]	https://www.	71	4.2	Active	No
8	2918, 1555 S Jameson Ln, Montecito, CA 93108, USA	lodging	https://map	Montecito	[No phone]	https://www.	71	4.6	Active	No
9	1317 State St, Santa Barbara, CA 93101, USA	movie_theater	https://map	Santa Barbara	(805) 963-9580	http://metrot	86	4.5	Active	No
10	1012 State St, Santa Barbara, CA 93101, USA	night_club	https://map	Santa Barbara	(805) 965-4351	[No website]	86	4.2	Active	No
11	Ventura, CA 93001, USA	park	https://map	Ventura	(805) 658-5730	https://www.n	86	4.7	Active	Yes
12	Cold Spring Rd, Montecito, CA 93108, USA	park	https://map	Montecito	(805) 969-9990	http://www.lc	86	4.8	Active	No
13	898 S Sepulveda Blvd Suite 420, El Segundo, CA 90245, USA	point_of_inter	https://map	El Segundo	(310) 421-1861	http://www.3	86	[No rating]	Active	No
14	22 N Voluntario St, Santa Barbara, CA 93103, USA	point_of_inter	https://map	Santa Barbara	(805) 963-0842	http://bethmc	86	[No rating]	Active	No
15	405 Glen Annie Rd, Goleta, CA 93117, USA	point_of_inter	https://map	Goleta	(805) 968-6400	http://glenanr	86	4.4	Active	No

Navigation bar: santa barbara international orchid

[Back to results](#)

**Santa Barbara International Orchid Show**  
Greenhouse

SAVE NEARBY SEND TO YOUR PHONE SHARE

3400 Calle Real, PO Box 62154, Santa Barbara, CA 93105  
C7J7+5G Hitchcock, Santa Barbara, CA  
(805) 403-1533  
Add a label

Suggest an edit

**Add missing information**

- Add hours
- Add website

**Suggest an edit**

- Change name or other details**  
Edit name, location, hours, etc
- Remove this place**  
Mark as closed, non-existent, or duplicate

**Suggest an edit**

Santa Barbara International Orchid Show

Category

154, Santa Barbara, CA 93105

Update location on map

If this place is located within another, enter the containing place.

[Search for place or business](#)

Hours  
[Add hours](#)

Contact  
(805) 403-1533

Website  
<https://sborchidshow.com/>

ABOUT

Cancel Send

**Thanks for improving Google Maps!**

You'll get an email when your suggestion is reviewed

[CONTRIBUTE MORE](#)

Evaluate possible duplicates within Top Sights (highlighted in the audit document in yellows/oranges).

Santa Barbara Top Sights Audit		Note: 0 means no photos, 1 means some photos but needs improvement, 2 means plenty of good photos											
Possible Values		0,1	0,1	0,1	0,1	0,1	0,1	0,1	0,1	0,1	0,1,2		
Listing Title	Business Category	Descrp.	Reviews	Address	Verified	Hours	Phone	Website	Events	Photos	Total	Completeness	Relevant Listing
Mission Santa Barbara	Catholic church in Si		1	1	1	0	0	1	1	1	2	8	80% Yes
Stearns Wharf	Tourist attraction in		1	1	1	0	1	1	1	0	2	8	80% Yes
Santa Barbara Zoo	Zoo in Santa Barbar		1	1	1	1	1	1	1	1	2	10	100% Yes
Superior Court Of California County Of Santa Barbara	Building in Santa Ba		1	1	1	0	1	1	1	1	2	9	90% Yes
East Beach	Santa Barbara		-	-	-	-	-	-	-	-	-	-	- ?
Stearns Wharf	Harbor and wine		-	-	-	-	-	-	-	-	-	-	- No
Arroyo Burro Beach County Park	Park in Santa Barba		1	1	1	0	1	1	1	1	2	9	90% Yes
El Presidio de Santa Bárbara State Historic Park	Museum in Santa B		1	1	1	1	1	1	1	1	1	9	90% Yes
Santa Barbara Botanic Garden	Botanical garden in		1	1	1	1	1	1	1	1	2	10	100% Yes
State Street	Shopping		-	-	-	-	-	-	-	-	-	-	- ?
Lotusland	Botanical garden in		1	1	0	1	0	1	1	0	2	7	70% Yes
Leadbetter Beach	Park in Santa Barba		1	1	0	0	1	1	1	1	1	7	70% Yes
Shoreline Park	Park in Santa Barba		1	1	0	0	1	1	1	1	1	7	70% Yes
Santa Barbara Museum Of Art	Museum in Santa B		1	1	1	0	1	1	1	1	2	9	90% Yes
Santa Barbara Museum of Natural History	Museum in Santa B		1	1	1	1	1	1	1	1	2	10	100% Yes
Santa Barbara Museum of Natural History Sea Center	Museum in Santa B		1	1	1	1	1	1	1	0	1	8	80% Yes
Old Mission Santa Barbara	Historical landmark		1	1	1	1	1	1	1	0	2	9	90% Yes
Alice Keck Park Memorial Gardens	Park in Santa Barba		1	1	1	1	1	1	1	0	1	8	80% Yes
Visit Santa Barbara	Non-profit organiza		0	1	1	0	0	1	1	0	1	5	50% Yes
Douglas Family Preserve	Nature preserve in S		1	1	0	0	1	1	1	0	1	6	60% Yes
Chumash Painted Cave State Historic Park	State park in Santa E		1	1	0	0	0	1	1	0	1	5	50% Yes
Chase Palm Park	Park in Santa Barba		1	1	1	0	0	1	1	0	1	6	60% Yes
Alameda Park	Park in Santa Barba		1	1	1	1	0	1	1	1	2	9	90% Yes
Santa Barbara Historical Museum	Museum in Santa B		1	1	1	1	1	1	1	0	2	9	90% Yes
MOXI, The Wolf Museum of Exploration + Innovation	Museum in Santa B		1	1	1	1	1	1	1	0	2	9	90% Yes
Knapp's Castle	Mansion in Santa B		1	1	0	0	0	0	0	0	2	4	40% Yes
East Beach	Beach		-	-	-	-	-	-	-	-	-	-	- No
East Cabrillo Boulevard	N/A		-	-	-	-	-	-	-	-	-	-	- ?
Butterfly Beach	Scenic, sandy beach		-	-	-	-	-	-	-	-	-	-	- ?
Andree Clark Bird Refuge	Park in Santa Barba		1	1	1	0	1	1	1	0	1	7	70% Yes
Goleta Beach Park	Park in Santa Barba		1	1	1	0	0	1	1	0	1	6	60% Yes
West Beach	Santa Barbara		-	-	-	-	-	-	-	-	-	-	- ?
West Beach	Beach		-	-	-	-	-	-	-	-	-	-	- No
Rattlesnake Canyon Park	Park in Santa Barba		1	1	0	0	0	1	1	0	2	6	60% Yes
Moreton Bay Fig Tree	Historical landmark		1	1	0	0	1	0	1	0	1	5	50% Yes
Santa Barbara County Courthouse Gardens	Park in Santa Barba		0	1	1	0	1	1	1	0	1	6	60% Yes
Elings Park	Park in Santa Barba		1	1	1	1	1	1	1	1	1	9	90% Yes
Santa Barbara Waterfront Department	City government off		0	1	1	0	1	1	1	0	1	6	60% No
Museum of Contemporary Art Santa Barbara	Museum in Santa B		1	1	1	1	1	1	1	0	1	8	80% Yes

## DMO Report an Issue form

Welcome to the DMO Partnership program. Please use this form to report any issues you might experience with the tools and platforms on Google related to your participation in the program. Remember to provide us with as much relevant information as possible so we can assist you in a timely manner.

In order for us to support you in the best way possible, we ask you to please submit one issue per report. May you have multiple issues, please fill in the form multiple times.

Email address \*

Please enter your email address

Country \*

DMO name

Please enter the name of your organization

[https://support.google.com/streetview\\_trusted/contact/dmo](https://support.google.com/streetview_trusted/contact/dmo)

Use the DMO  
Issue Form to  
flag issues like  
duplicate  
locations.

# Add Missing Places to Maps

This tab shows business listings provided by the DMO that do not appear on Google Maps. These are opportunities to improve both maps and the exposure for these businesses by adding their information to the maps product.

	C	D	E	F	G	H
1	These listings do not currently have GMB listings.					
2						
3	Name	Primary Phone	Physical Address 1	Physical City	Physical Zip	Web Site
4	Olio e Limone Ristorante	(805) 899-2699	11 W. Victoria St., Ste. 17	Santa Barbara	93101	<a href="http://www.olioelimone.com">http://www.olioelimone.com</a>
5	En Fuego Events	(805) 448-7070	1072 Casitas Pass Road #232	Carpinteria	93013	<a href="https://www.surfbeerfest.com">https://www.surfbeerfest.com</a>
6	Santa Barbara Polo & Wine Festival	(818) 274-4950	3300 Via Real	Carpinteria	93013	<a href="http://www.sbpoloandwine.com">http://www.sbpoloandwine.com</a>
7	Amazing Scavenger Hunt Adventure - Santa Barbara	(805) 603-5620	1 Garden Street	Santa Barbara	93101	<a href="http://www.UrbanAdventureQuest.com">http://www.UrbanAdventureQuest.com</a>
8	California Wine Festival	805-886-5103	1114 State Street, Ste 295	Santa Barbara	93101	<a href="http://www.californiawinefestival.com">http://www.californiawinefestival.com</a>
9	Santa Barbara Wine Country Tours	(805) 884-9283	32 E Haley Street	Santa Barbara	93101	<a href="http://winetours-santabarbara.com/">http://winetours-santabarbara.com/</a>
10	Destination Vine	(818) 879-3951	522 Garden Street	Santa Barbara	93101	<a href="http://www.destinationvine.com">www.destinationvine.com</a>
11	Channel Islands Provisioners	(805) 758-3375	2012 Castillo Street	Santa Barbara	93105	<a href="http://www.cip.bz">www.cip.bz</a>
12	Allied PRA Destination Management	(805) 884-0600	1187 Coast Village Road, Suite #1-578	Santa Barbara	93108	<a href="http://alliedpra.com/locations/santa-barbara/">http://alliedpra.com/locations/santa-barbara/</a>
13	Santa Barbara Revels	(805) 565-9357	480 Pimiento Lane	Santa Barbara	93108	<a href="http://www.santabarbararevels.org">http://www.santabarbararevels.org</a>
14	Land and Sea Tours	(805) 683-7600	216 Arboleda Road	Santa Barbara	93110	<a href="http://www.out2seesb.com">http://www.out2seesb.com</a>
15	Flamenco Arts Festival	(805) 967-4164	547 Via Rueda	Santa Barbara	93110	<a href="http://www.flamencoarts.org">www.flamencoarts.org</a>
16	721 Industries	(805) 570-8047	67 Depot Rd	Goleta	93117	<a href="http://www.721industries.com">http://www.721industries.com</a>
17	Santa Barbara Car Free Project	(805) 961-8833	P.O. Box 60436	Santa Barbara	93160	<a href="http://www.santabarbaracarfree.org">http://www.santabarbaracarfree.org</a>
18	Los Olivos Chamber of Commerce	(805) 455-1008	PO Box 280	Los Olivos	93441	<a href="http://www.losolivosca.com/">http://www.losolivosca.com/</a>
19	Visit Santa Ynez Valley	(805) 450-8841	PO Box 633	Solvang	93464	<a href="http://www.visitsyv.com">http://www.visitsyv.com</a>
20						
21						

Missing Listings

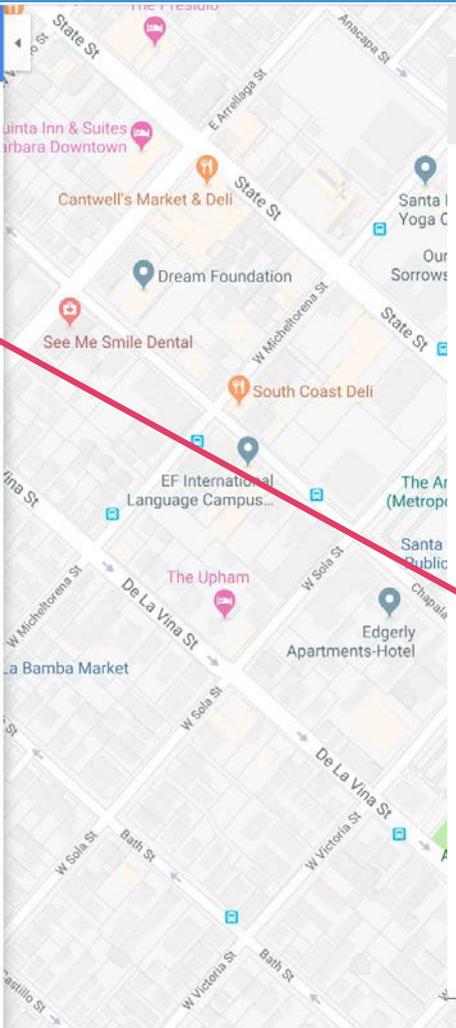
Destination Vine

### Maps can't find *Destination Vine*

Make sure your search is spelled correctly. Try adding a city, state, or zip code.

[Search the web instead](#)

Should this place be on Google Maps?  
[Add a missing place](#)



### Add A Place

\* Indicates required field

Name\*  
Destination Vine

Category\*  
Tour agency

Location\*  
522 Garden St, Santa Barbara, CA 93101, USA



Located within  
If this place is located within another, enter the containing place.

[Search for place or business](#)

Hours  
Add hours

Contact  
(818) 879-3951

Website

Cancel

Send

# Visual Assets (Photos & 360s)

- ❑ Identify and upload owned assets to relevant listings\*
- ❑ Identify and upload destination “generic” owned assets and upload to Google Maps\*
- ❑ Flag irrelevant or low-quality images in the photo galleries of popular POIs\*
- ❑ Create new images for POIs that are underrepresented and upload via maps

*\*Miles will work on these as part of your Program scope, but they are also things that can be part of ongoing program efforts.*

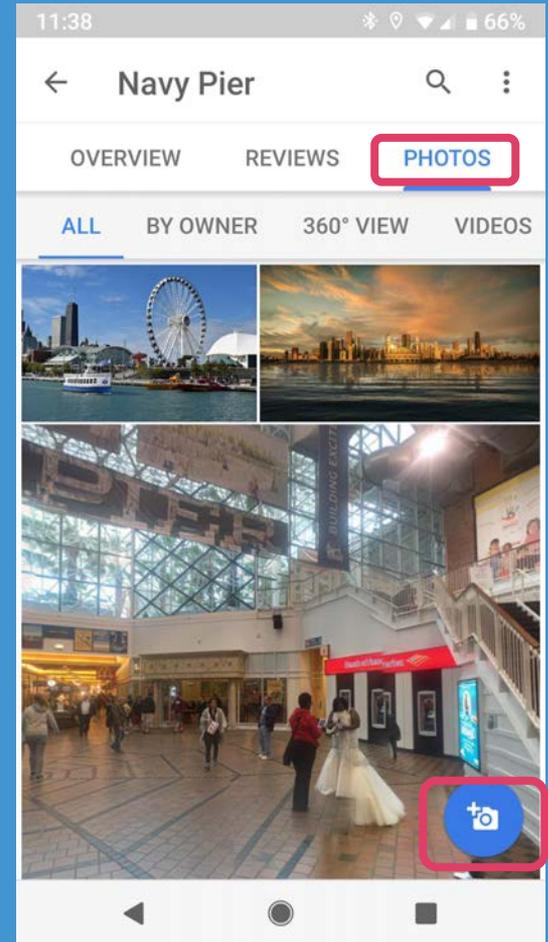
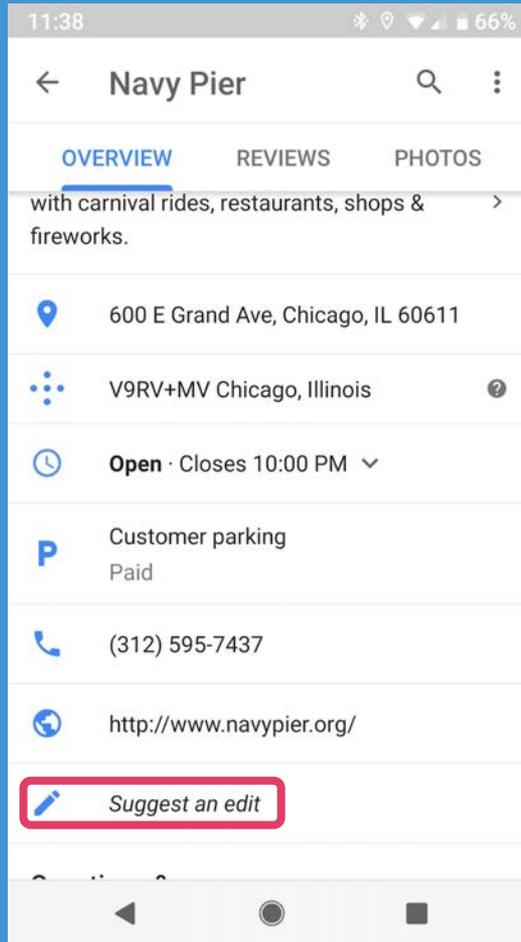
# Uploading Owned Assets to Existing Map Listings

# Visual Asset Requirements

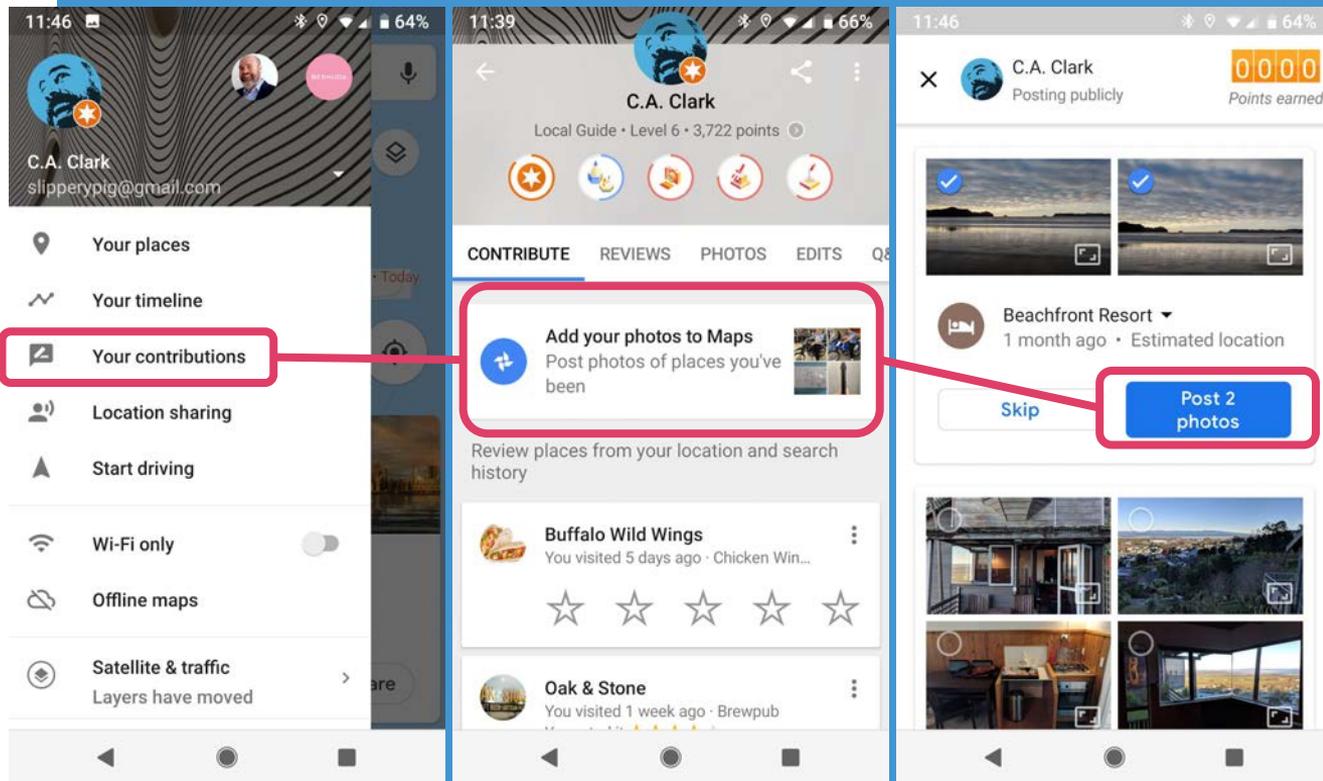
- Only upload photos you created or own the complete rights to - nothing with a limited license or that requires crediting someone else.
- Upload at least 4K images (3840x2160) which is about 9 megapixels.
- Don't use highly processed images - edits should be limited to basic adjustments: color, contrast, saturation, etc.
- You are *allowed* to add caption/credit/logo to the images, as long as they occupy less than 10% of the total area along one side but they don't tend to perform as well.
- Avoid identifiable faces whenever possible.
- Preference images with bright colors and contrast.



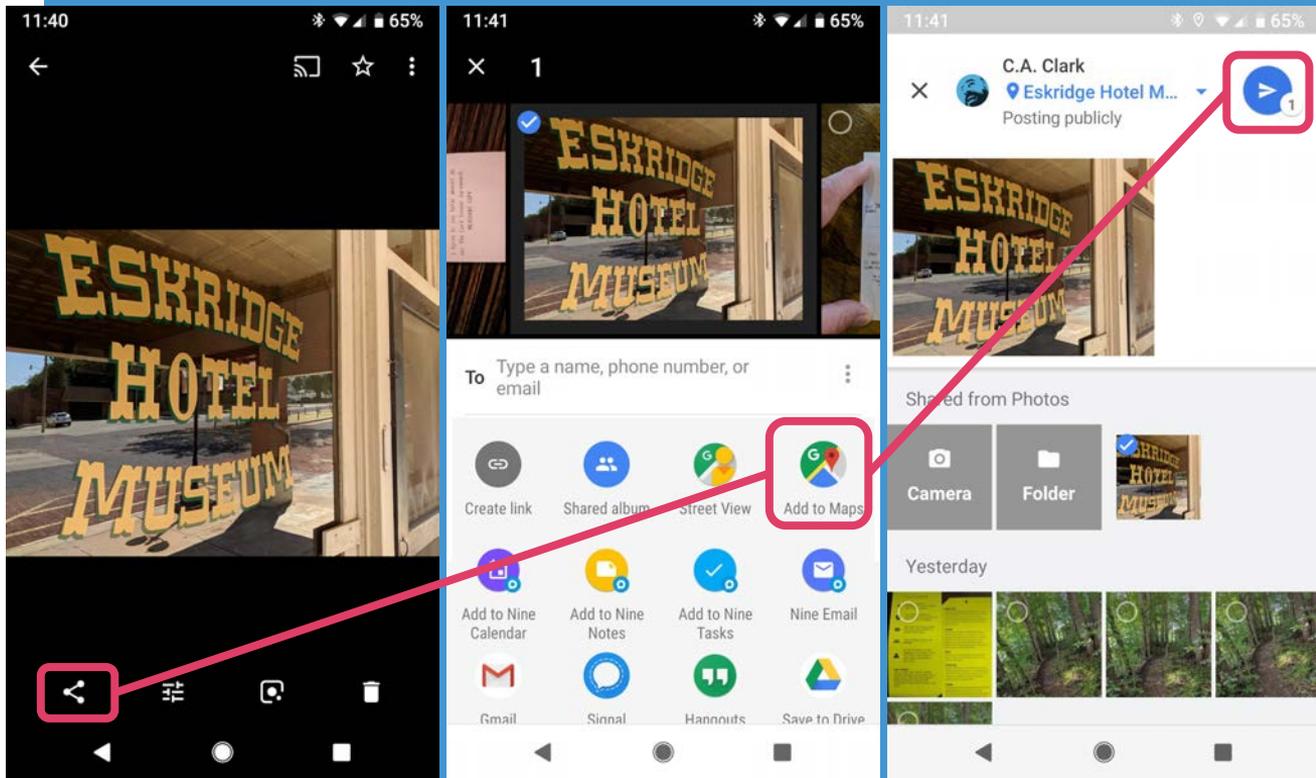
# Mobile Maps App



# Mobile Local Guide Contributions



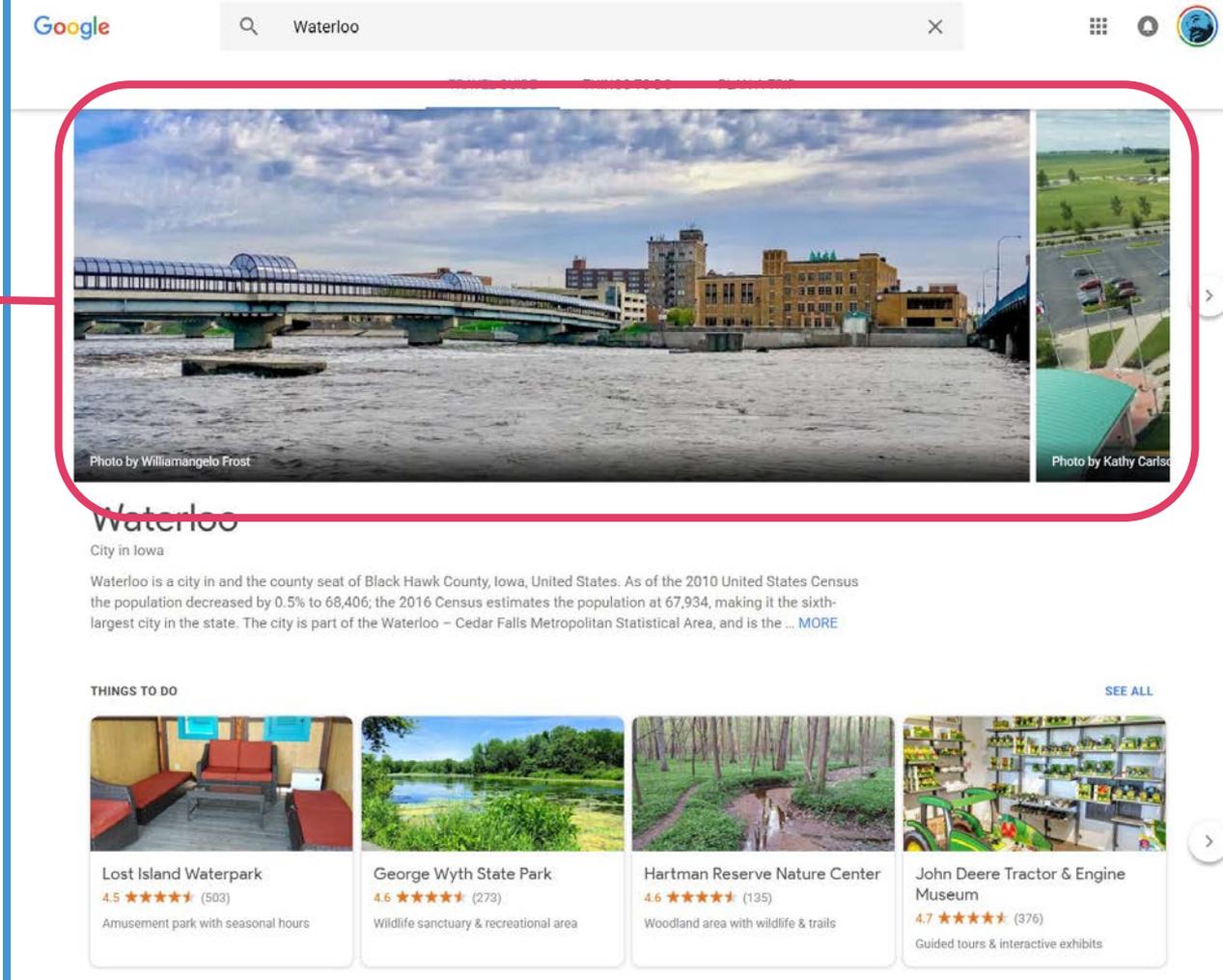
# Mobile Photos App



# Uploading Destination “Generic” Images to Maps

## Posting Photos to generic city/region etc.

The photos in the header of your Travel Guide are currently being pulled from all maps (Local Guide) contributions. This is good, because it means your contributions have a shot at displacing images in the header. BUT, **there's only one method currently** for uploading images that will place them in competition for the header, and it's not super easy.



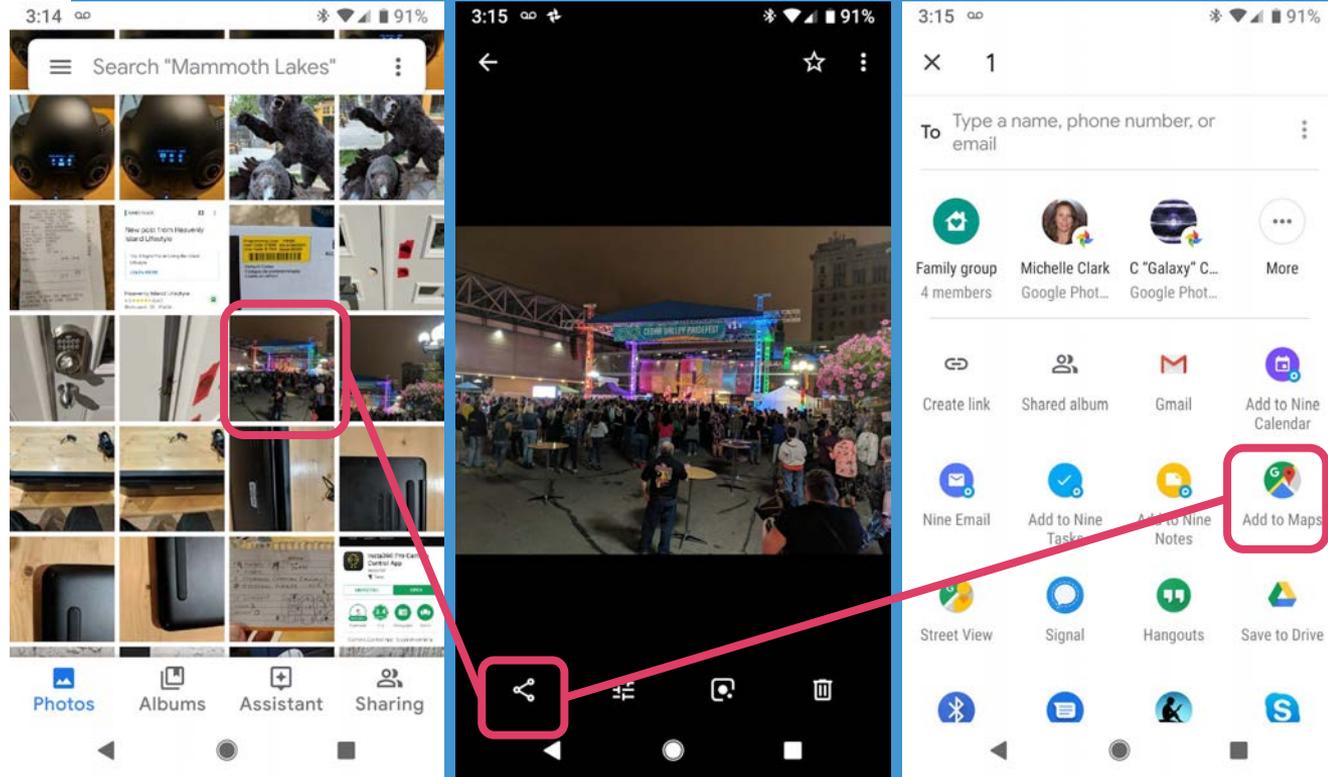
The screenshot shows a Google search for "Waterloo". The search bar at the top contains "Waterloo" and a magnifying glass icon. Below the search bar, there are three tabs: "All", "Images", and "Local". The main content area features a large photo of a bridge over a river, with a city skyline in the background. The photo is credited to "Photo by Williamangelo Frost". To the right of the main photo is a smaller photo of a parking lot, credited to "Photo by Kathy Carlso". Below the photos, the word "Waterloo" is displayed in a large font, followed by "City in Iowa". A paragraph of text describes Waterloo as a city in and the county seat of Black Hawk County, Iowa, United States. It mentions the 2010 and 2016 US Census data and includes a "MORE" link. Below this, there is a section titled "THINGS TO DO" with a "SEE ALL" link. This section contains four cards, each with a photo and text:

- Lost Island Waterpark**: 4.5 ★★★★★ (503). Amusement park with seasonal hours.
- George Wyth State Park**: 4.6 ★★★★★ (273). Wildlife sanctuary & recreational area.
- Hartman Reserve Nature Center**: 4.6 ★★★★★ (135). Woodland area with wildlife & trails.
- John Deere Tractor & Engine Museum**: 4.7 ★★★★★ (376). Guided tours & interactive exhibits.

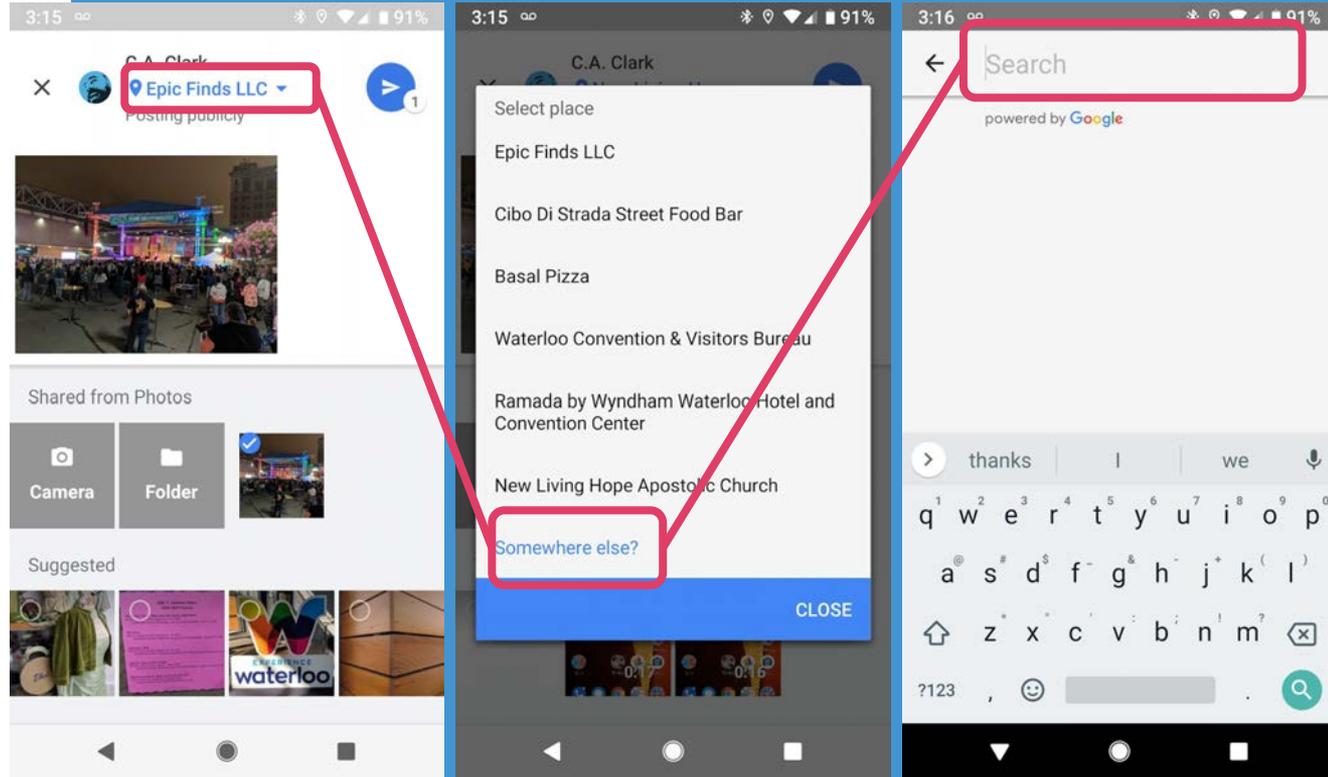
Select images that aren't of a single place - look for aerials, skylines, broad landscapes, etc.



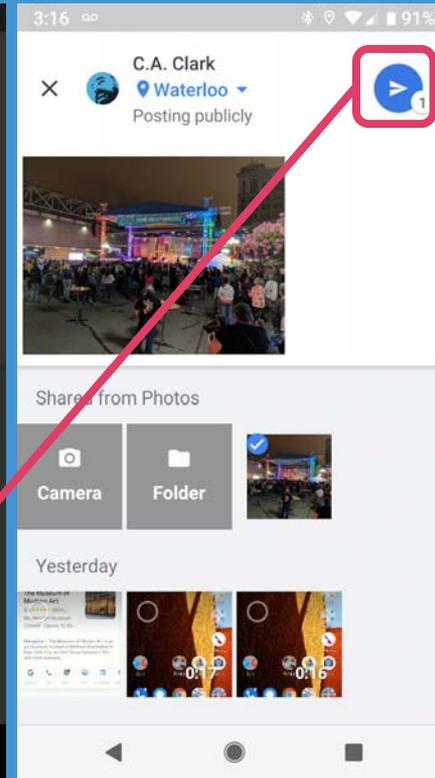
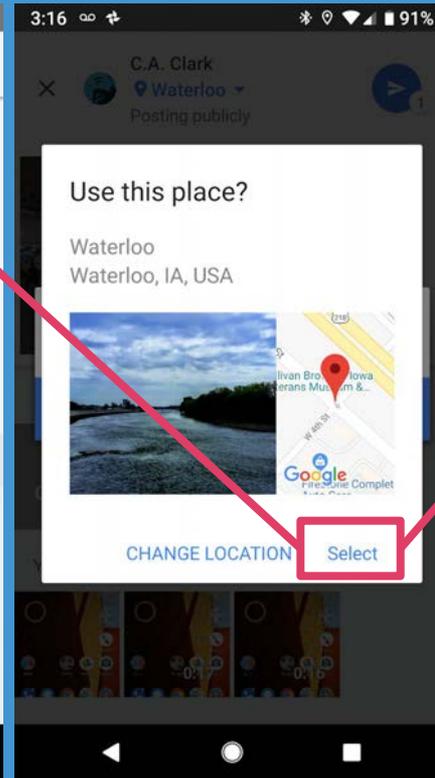
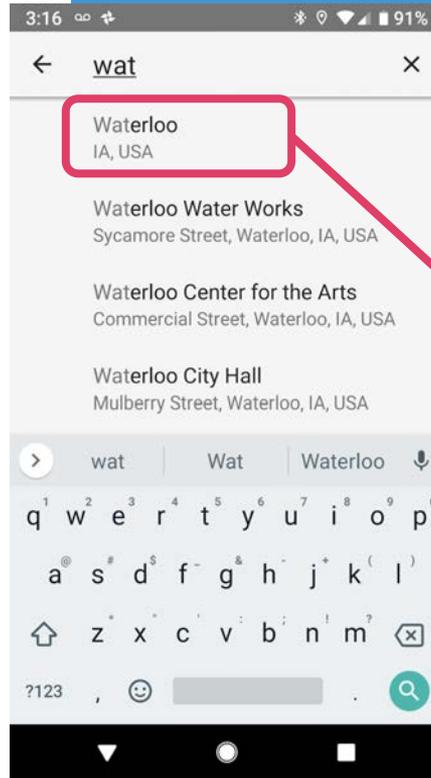
- Start with the “**photos**” app on the Pixel phone.
- Select one or more photos then **share**
- then select “**Add to Maps**”.



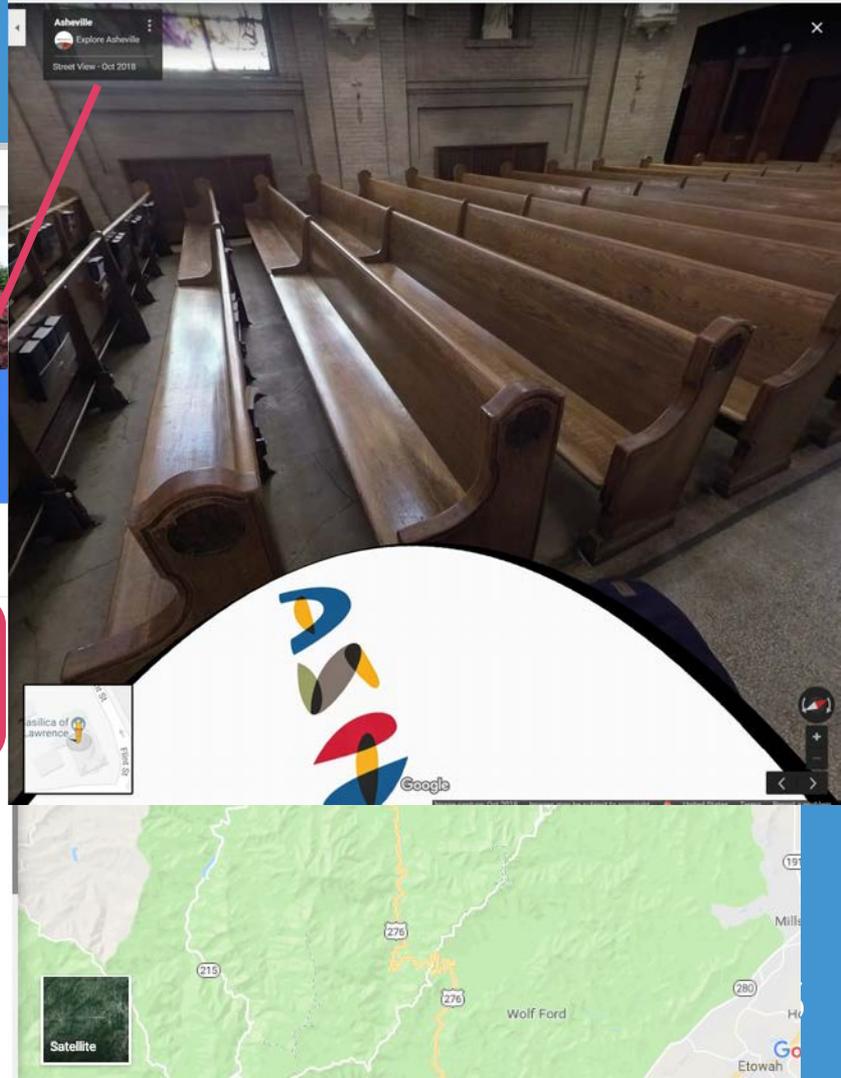
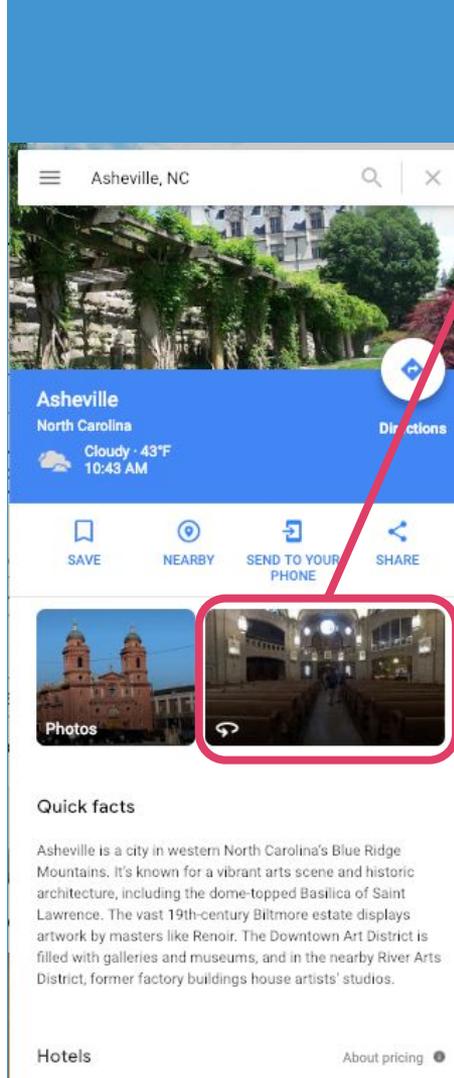
- Click the **name in blue at the top** of the screen where Google \*thinks\* the image was taken.
- Select **“Somewhere else”** at the bottom.
- Start typing the name of the city, region or state in the **search box**.



- Click the **name** of the destination in the **suggestions list**.
- Click “**Select**”
- Click the **submit button**.
- You’ll get a confirmation message and you’re done.



Note that this approach can also work for **360 images**, this example shows a DMO created 360 in the default spot for a city-wide KP in Maps.



# Flagging Irrelevant Content for Removal From High Priority Listings



Another day in the woods



About 152,000 results (0.90 seconds)

### Ravish Honolulu | Waikiki's Newest Restaurant | ravishhonolulu.com

[www.ravishhonolulu.com/](http://www.ravishhonolulu.com/)

Raw, Garden and Grilled: Small Plates, Dinner and Cocktails. Daily 5-10PM!

Categories: Dinner Menu, Cocktails &amp; Wine Menu

1775 Ala Moana Blvd, At THE MODERN HONOLULU, Honolulu, HI

#### Menu

 Explore Variety of Cuisines  
 Full Menu Available Online

#### Open Table Reservations

 Instantly Confirmed Reservations  
 Book Online

### ✓ Ravish Restaurant Honolulu – Raw plates, Grill, Sushi and Cocktails ...

[www.ravishhonolulu.com/](http://www.ravishhonolulu.com/)

From the ingredients to the innovative minds creating the dishes and cocktails served with them, **RAVISH** at THE MODERN HONOLULU is about reveling in Hawaii's culinary renaissance. Believing food should be experienced, not just enjoyed, Our team will take you on an innovative culinary journey from the Pacific ...

[See full menu](#)
[English](#)
[Careers](#)
[Reviews](#)

You've visited this page 4 times. Last visit: 1/28/18.

### ✓ Ravish Honolulu - 402 Photos & 119 Reviews - Cocktail Bars - 1775 ...

<https://www.yelp.com>
[Nightlife](#)
[Bars](#)
[Cocktail Bars](#)

★★★★★ Rating: 4 - 119 reviews - Price range: \$31-60

119 reviews of **Ravish Honolulu** "What a great find thanks to Yelp! Although, the address on Yelp takes you to a clothing store...just go around the corner to the right and up the stairs to this fabulous restaurant attached the Modern Honolulu..."

You've visited this page 2 times. Last visit: 1/28/18.

### ✓ Ravish, Honolulu - Restaurant Reviews, Phone Number & Photos ...

<https://www.tripadvisor.com>
[Oahu](#)
[Honolulu](#)
[Honolulu Restaurants](#)

★★★★★ Rating: 4.5 - 99 reviews - Price range: \$\$\$\$

Honolulu Restaurants. ... 1775 Ala Moana Blvd, The Modern Honolulu, Honolulu, Oahu, HI 96815-1803. ... All reviews sushi roasted cauliflower ceviche oysters skewers pork salad steak modern hotel modern honolulu surfing goat cheese server sarah asian hawaiian great waitress special evening ...

### ✓ Ravish Restaurant - The Modern Honolulu

<https://www.themodernhonolulu.com/ravish-restaurant-honolulu>

★★★★★ Rating: 4.5 - 4,227 reviews

The next generation of Honolulu chefs. The next unexpected Honolulu experience. And with that, we introduce: **RAVISH** - A "Innovative Culinary" Restaurant Experience. **RAVISH** at THE MODERN HONOLULU immerses you in a path of pleasure for all of the senses – imaginative dishes strong on flavors charmed by classic ...

### ✓ Ravish Restaurant - The Modern Honolulu

<https://www.themodernhonolulu.com/ravish-culinary-team>

★★★★★ Rating: 4.5 - 4,227 reviews

RAVISH is a collection of award-winning chefs and restaurateurs. THE MODERN



## Ravish Honolulu ★

[Website](#)
[Directions](#)

4.6 ★★★★★ 40 Google reviews

\$\$ · Pacific Rim Restaurant

[FIND A TABLE](#)
**Address:** 1775 Ala Moana Blvd, At THE MODERN HONOLULU, Honolulu, HI 96815

**Hours:** Closed · Opens 5PM

**Menu:** ravishhonolulu.com

**Reservations:** opentable.com

**Phone:** (808) 943-5900

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

### Questions & answers

See all questions (1)

[Ask a question](#)
[Send to your phone](#)
[Send](#)

### Reviews

[Edit your review](#)
[Add a photo](#)


"Great family meal and food and service is good"



"For my entree, I ordered the Garlic Shrimp dish."



"Table service could be improved, and the calamari was over cooked."



**What's wrong with this content?**

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

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

CANCEL

REPORT

## DMO Report an Issue form

Welcome to the DMO Partnership program. Please use this form to report any issues you might experience with the tools and platforms on Google related to your participation in the program. Remember to provide us with as much relevant information as possible so we can assist you in a timely manner.

In order for us to support you in the best way possible, we ask you to please submit one issue per report. May you have multiple issues, please fill in the form multiple times.

Email address \*

Please enter your email address

Country \*

DMO name

Please enter the name of your organization

# DMO Issue Form

[https://support.google.com/streetview\\_trusted/contact/dmo](https://support.google.com/streetview_trusted/contact/dmo)

# Creating New Content

# 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.

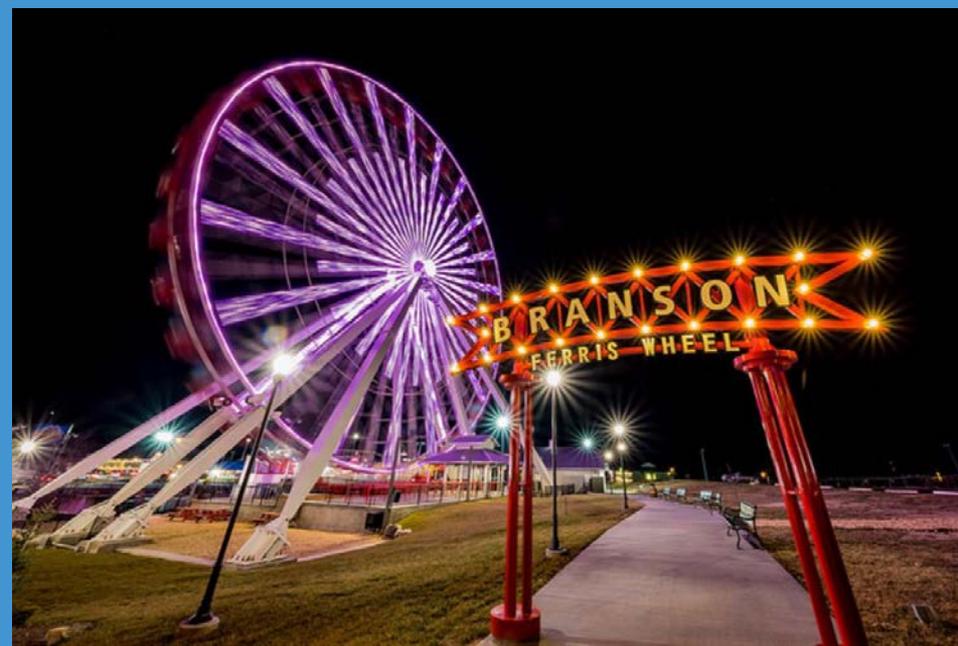
# 2. ATTRACTIVE

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



# 3. REPRESENTATIVE

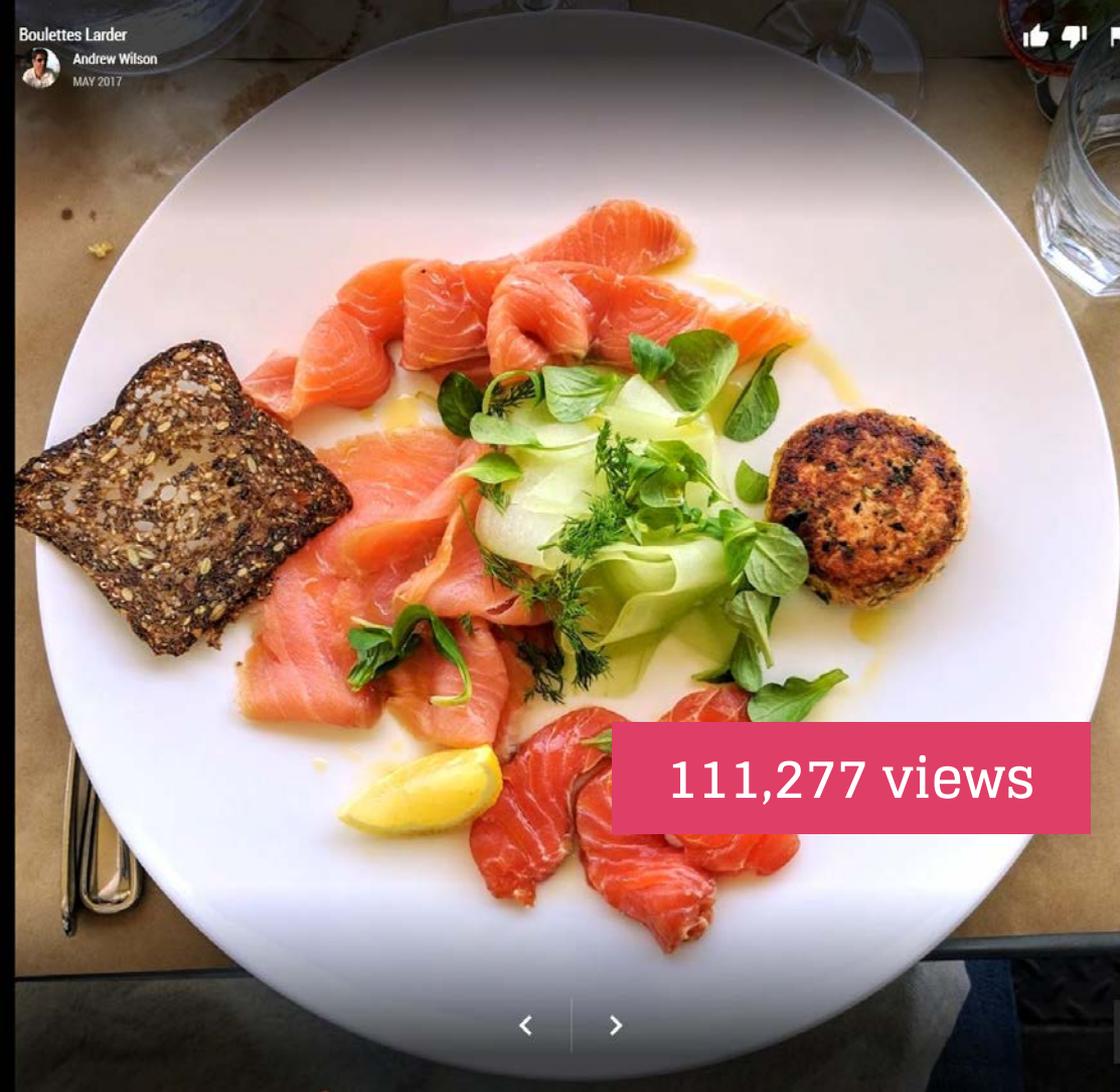
Represents what the place would typically look like. **Avoid** featuring **specific events**, **seasons** or **conditions**.



**This photo is good!** It's informative and attractive. Easy to understand what it is, where it's taken from, bright colors good contrast, good framing.



**This photo is bad.** It isn't attractive - off-kilter horizon, muddy colors, and it isn't particularly informative - unreadable signs/context.

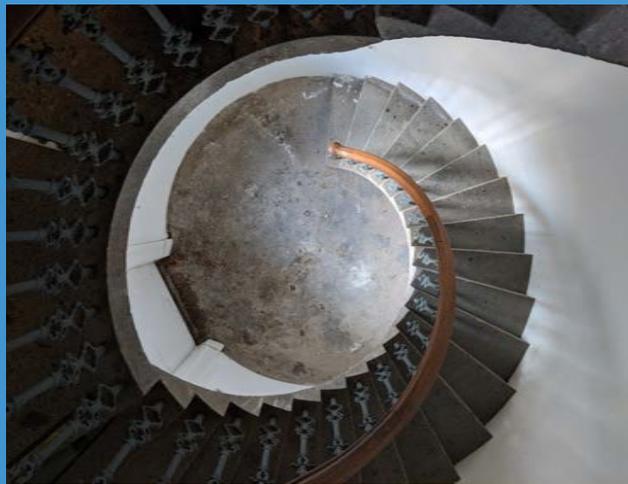


111,277 views



10,757 views

10X



Pixel camera excels in lower/mixed light situations

# Photo Best Practices

- Only upload photos you created or own the complete rights to.
- Upload at least 4K images (3840x2160) which is about 9 megapixels - the Pixel phone shoots 12 megapixel images.
- Don't use filters - limit your edits to color, contrast, saturation, etc.
- Don't composite images.
- You are *allowed* to add caption/credit/logo to the images, as long as they occupy less than 10% of the total area along one side but they don't tend to perform as well.
- Avoid identifiable faces, or carry release forms.

# Some Basic Photo Tips

- Shoot mostly horizontal images - the products make much better use of them than portrait images.
- Zoom with your feet - don't ever use the digital zoom on the phone.
- Keep your vertical and horizontal lines as straight as possible.
- Use a tripod if you can.
- Have an obvious point of interest.
- Avoid artistic angles, textures and close-ups.
- Avoid seasonal images, unless that's relevant to the location you're shooting.

<https://www.localguidesconnect.com/t5/News-Updates/How-to-Upload-Great-Photos-to-Google-Maps/ba-p/98729>

# Tip

Keep horizontals and verticals straight

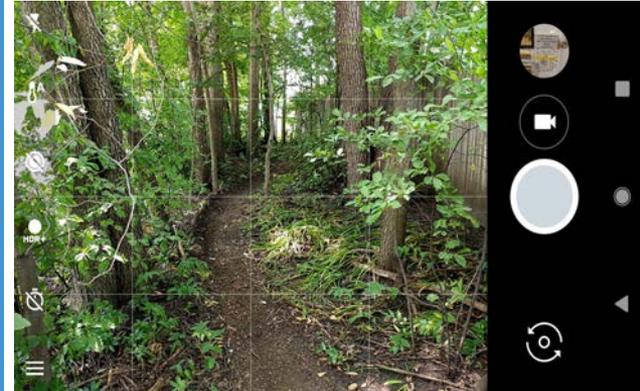
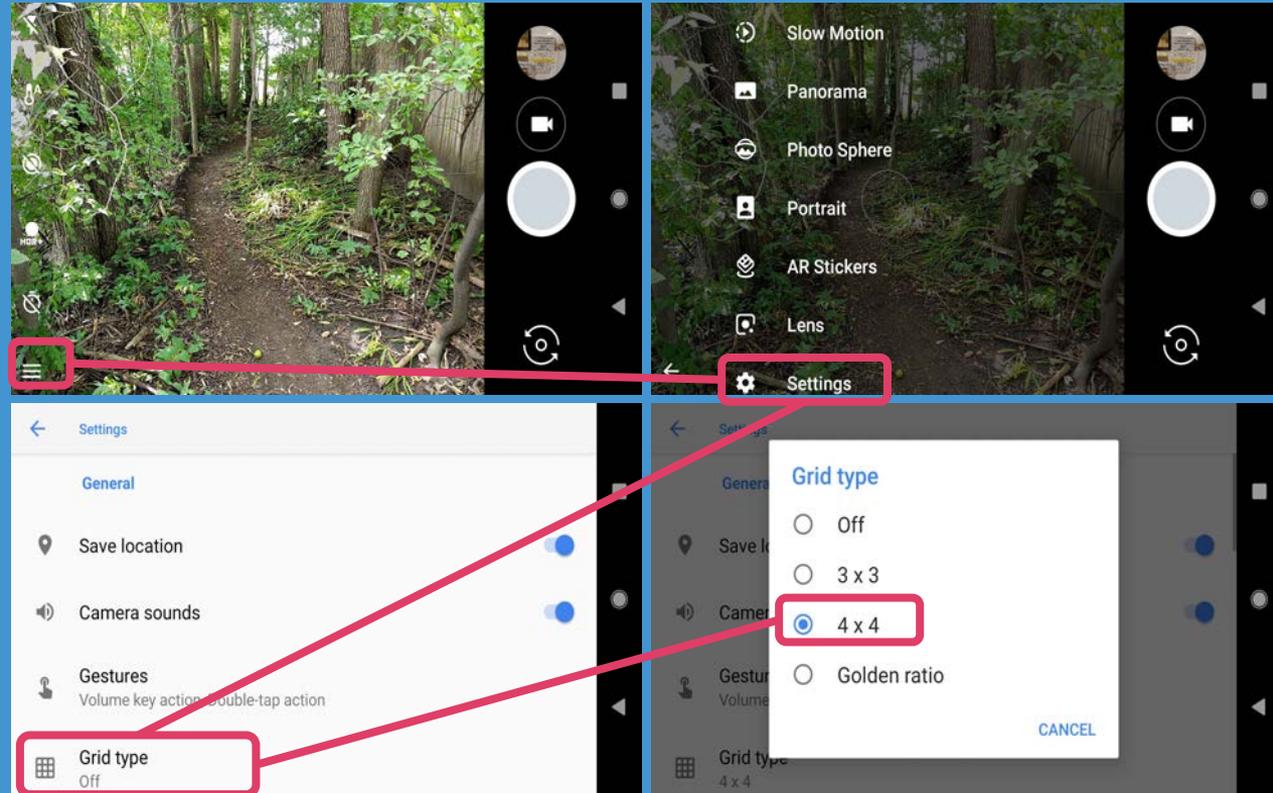


vs.



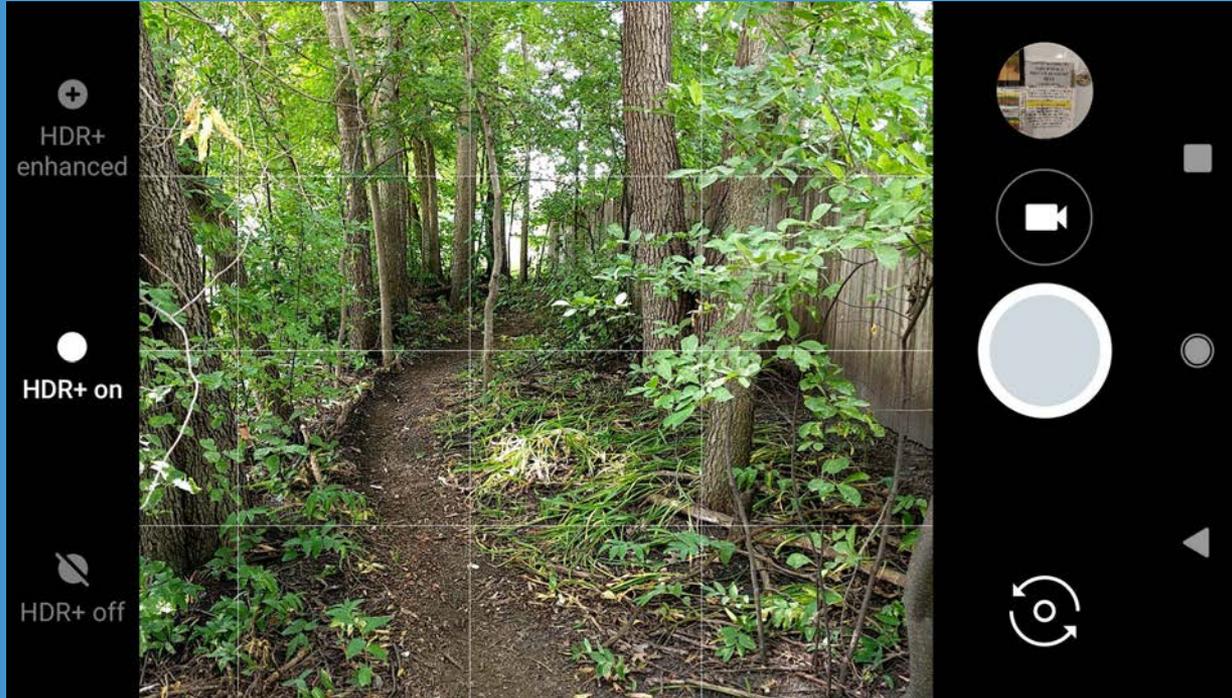
# Tip

Turn on grid in your camera app.



# Tip

Use HDR setting





# Tip

Shots without obvious people are preferable - avoids blurring of faces

# Top Sights Locations with Poor/Missing Photos or 360s

The following locations were identified during the Audit as having low-quality photos (or no photos at all). Locations in need of better still photos are indicated with (p), and locations that could use better 360 images are indicated with (t).

- El Presidio de Santa Bárbara State Historic Park (p,t)
- Leadbetter Beach (p,t)
- Shoreline Park (p)
- Santa Barbara Museum of Natural History Sea Center (p,t)
- Alice Keck Park Memorial Gardens (p,t)
- Visit Santa Barbara (p,t)
- Douglas Family Preserve (p,t)
- Chumash Painted Cave State Historic Park
- Chase Palm Park (p,t)
- Andree Clark Bird Refuge (p,t)
- Goleta Beach Park (p,t)
- Moreton Bay Fig Tree (p)
- Santa Barbara County Courthouse Gardens (p)
- Elings Park (p,t)
- Santa Barbara Waterfront Department (p,t)
- Museum of Contemporary Art Santa Barbara (p,t)
- Lookout Park (p)
- Land Shark (p,t)
- Rocky Nook Park (p,t)
- Old Spanish Days Carriage (p,t)
- Casa de la Guerra (p,t)
- Mission Rose Garden (p,t)
- Santa Barbara Zoo (t)
- Santa Barbara Botanic Garden (t)
- Santa Barbara Museum Of Art (t)
- Santa Barbara Museum of Natural History (t)
- Alameda Park (t)
- Santa Barbara Historical Museum
- MOXI, The Wolf Museum of Exploration + Innovation (t)
- Rattlesnake Canyon Park (t)
- Kids World (t)
- Santa Barbara Maritime Museum (t)
- Deep Sea Tasting Room (t)

# CBA Locations with Poor/Missing Photos or 360s

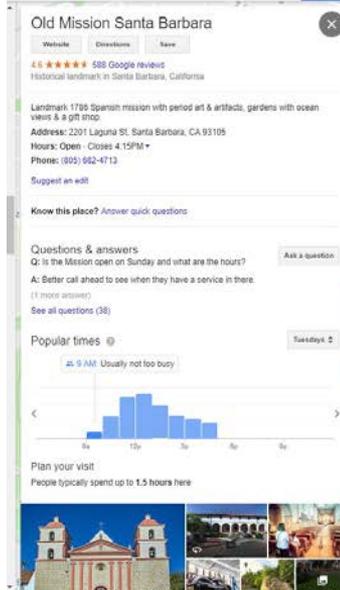
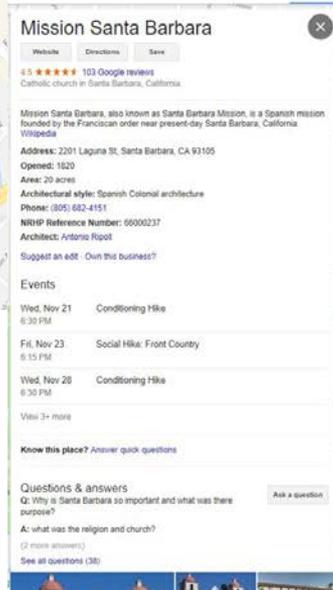
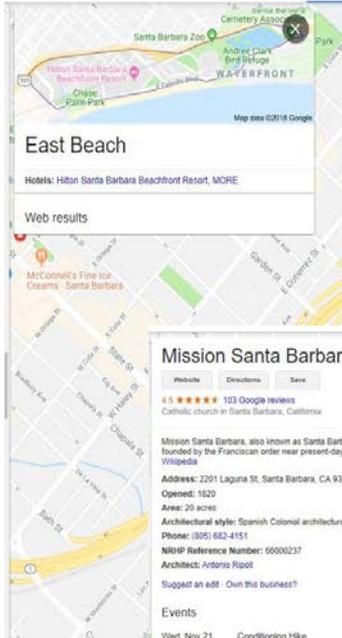
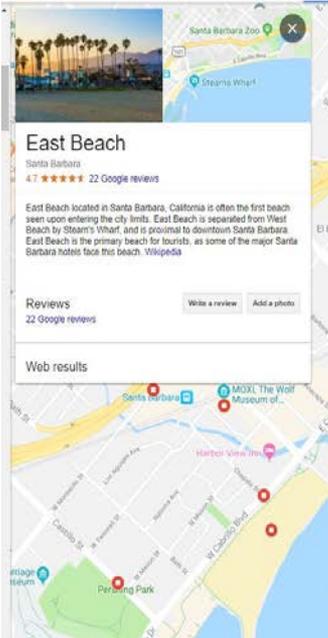
The following locations were identified during the Consumer Behavior Analysis as having low-quality photos (or no photos at all). Locations in need of better still photos are indicated with (p), and locations that could use better 360 images are indicated with (t).

- Arlington Theater Santa Barbara (t)
- Blush Santa Barbara (p, t)
- Brophy Bros (t)
- Carr Winery (t)
- Paseo Nuevo (p)
- Santa Barbara Harbor (p)
- Santa Barbara Mission (p)
- Santa Barbara Winery (p, t)
- Stearns Wharf (p)
- Agave Inn Santa Barbara (p, t)
- Avania Inn of Santa Barbara (p, t)
- Beach House Inn Santa Barbara (p, t)
- Castillo Inn at the Beach (p, t)
- Harbor View Inn Santa Barbara (t)
- Holiday Inn Express Santa Barbara (t)
- Hotel Indigo Santa Barbara (t)
- Pacifica Suites (p, t)
- Santa Barbara Inn (t)
- Simpson House Inn Santa Barbara (t)
- Spanish Garden Inn Santa Barbara (t)

# Optimization

- ❑ Identify technical issues and other bugs within products and flag to google via form
- ❑ Optimize articles around appropriate keywords related to your destination in travel guides.
- ❑ Optimize YouTube titles, descriptions and tags. Add additional video content if available
- ❑ Implement structured data/schema data on events and other pages of your website
- ❑ Optimize images on your site
- ❑ Utilize Posts on Google program to expand organic exposure for events, etc.

Identify Technical Issues and Other  
Bugs within Products and Flag to  
Google Via Form



You may find technical issues with products, or have an issue with a listing that can't be solved with content tactics. Duplication of listings in Top Sights is a good example.

[https://support.google.com/streetview\\_trusted/contact/dmo](https://support.google.com/streetview_trusted/contact/dmo)

Please enter your email address.

Country \*

Select one

DMO name \*

Please enter the name of your organization.

Contact person \*

Please enter the name and email of the contact person, whom we should contact about possible solutions.

What is your issue about? \*

Select one

- Google Maps
- Google My Business
- My Business Provider
- Trusted Verifier
- Google Street View
- Google Destinations
- Google Trips
- Accesses

Information will be sent to Google. We will use the information you give us to help address technical issues related to our products and services. For more information, see our [Privacy Policy](#) and [Terms of Service](#).

Selecting a category here will help to get the message directed to the appropriate team within Google.

RE: [3-4539000024961]



dmo-help@google.com <dmo-help@google.com>

1/7/2019 5:36 AM

To: CA.Clark@milespartnership.com

Hi Claude,

Thank you for contacting us!

We are looking further into your request and we will let you know as soon as we have an update.

Best,



- Vyara R.
- The Street View Team
- [Help Center](#)
- Google, Inc.

Generally you'll get a response within a day or two from one of the support team staff.

# Article Optimization How To

#### TRAVEL ARTICLES

Best of Savannah	Shopping	Nightlife	Kid-friendly
			
Savannah Bucket List: 44 Fun Things To Georgia's Historic <a href="#">bucketlistjourney.net</a>	Where to Shop in Savannah - Savannah, GA   Savannah.com <a href="#">savannah.com</a>	The Most Essential Bars In Savannah <a href="#">thrillist.com</a>	10 Best Things to do with Kids in Savannah: Indoor Fun, Outdoor <a href="#">10best.com</a>

#### TRAVEL ARTICLES

History	Romantic places	Fishing	Museums
			
Historic Sites of Savannah - Savannah, GA   Savannah.com <a href="#">savannah.com</a>	Romantic Things to Do in Savannah   <a href="#">bedandbreakfast.com</a>	10 Best Savannah Fishing Charters: Inshore, Near-Shore <a href="#">10best.com</a>	12 Must See Museums in Savannah - Savannah, GA   <a href="#">savannah.com</a>

#### TRAVEL ARTICLES

Bed and breakfast	Concerts	Food	Brazilian cuisine
			
Savannah Hotels and Lodging: Savannah, GA Hotel Reviews by <a href="#">10best.com</a>	The 15 Best Places with Live Music in Savannah <a href="#">foursquare.com</a>	The 15 Best Places That Are Good for Dates in Savannah <a href="#">foursquare.com</a>	Classic River Street Restaurants - Savannah, GA   Savannah.com <a href="#">savannah.com</a>

# 1.

Review the **categories** at the top of the articles present in the Articles block

Note the **focus keywords** in the titles of the articles present in the Articles block. Try a few searches for priority keywords to see whether the article that ranks also appears in the top three results of the SERP for that query.

hot tickets, celebrating Savannah's creativity and garnering world-wide critical acclaim.



SPONSORED CONTENT



## 2.

Identify articles on your own site that are **aligned with** those **categories** and **keywords**. If one or more of your articles already appear in the search results you tried earlier than those should be your initial focus because they are close to success.



With Savannah being such a hub for creativity, it's no surprise that people from around the world come to the city in search of inspiration. Thanks to Telfair Museums, Savannah has no shortage of exciting ways to experience art, history and architecture firsthand. Whether you want to roam the halls of the classic [Telfair Academy](#), see cutting-edge art exhibits inside the [Jepson Center](#) or dive into Savannah's history at the [Owens - Thomas House and Slave Quarters](#), Telfair Museums has tailored experiences perfect for art aficionados, culture connoisseurs and those who simply

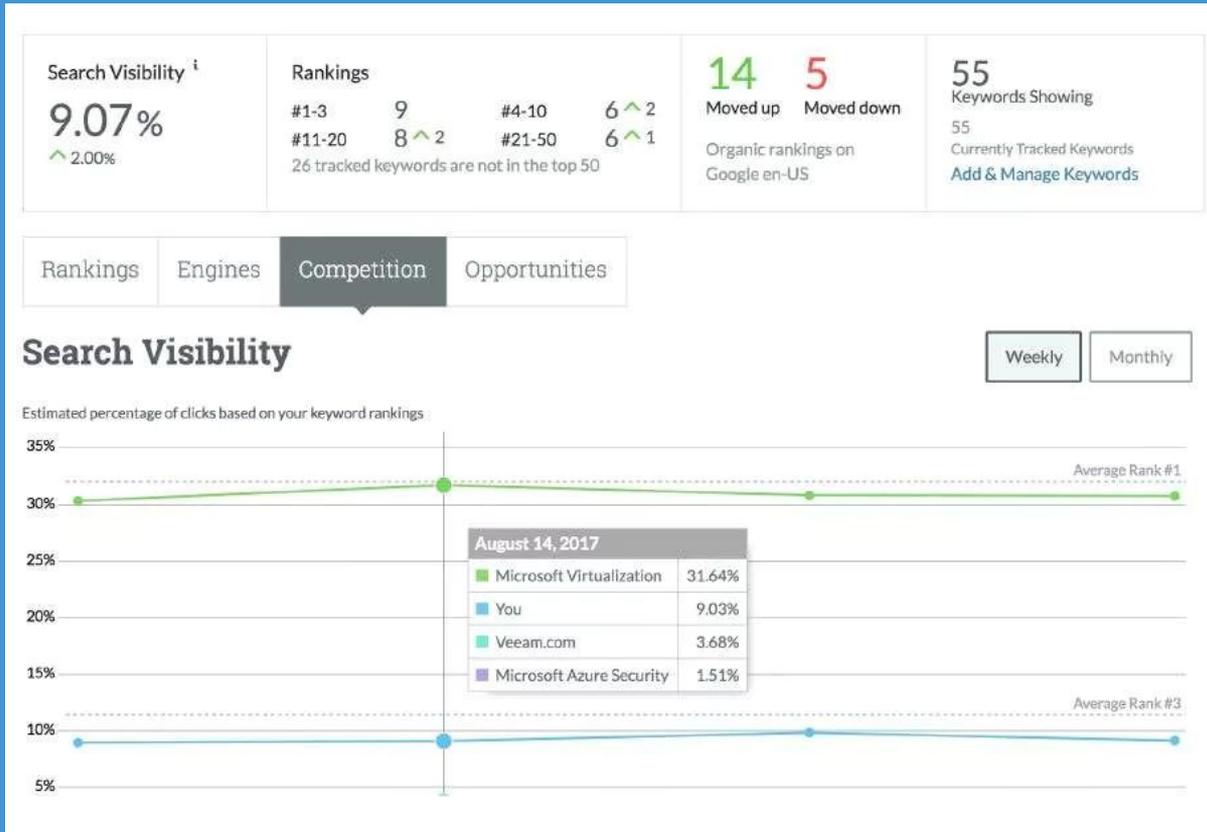
# 3.

Review the priority articles you've selected on your site and identify where there may be **opportunities to improve** the search optimization:

- **Page title and H1 tag** include a target keyword? Could they be improved by strengthening the presence of the keyword?
- Use **subheadings** to break up sections of text and wrap those subheadings in H2 or H3 tags.
- Improve **quality** of the content expanding relevant information in the article body.
- Improve **internal links** to the article, and increase the number of external domains linking to that piece of content.
- If a competitor's content is outranking you in search it may also be helpful to **review their content** to better understand whether there are specific tactics they are using to improve the discoverability of their content.

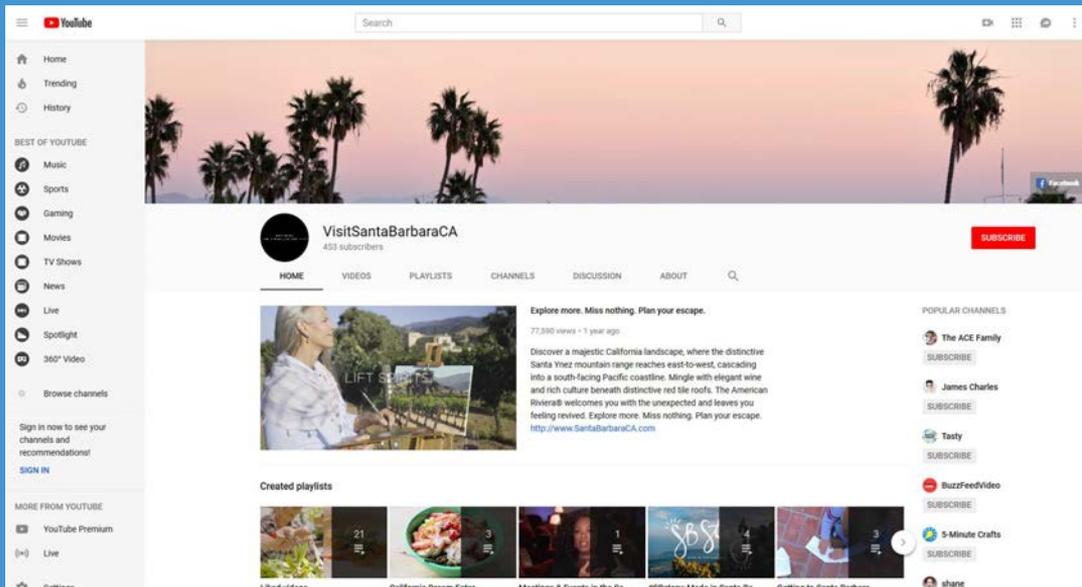
# 4.

Use a **keyword rank monitoring tool**, or test the keyword query in an anonymous browser window to see whether you've gained position on the page.



# Video Optimization How To

# YouTube Recommendations



- The DMO has one video that is ranking in the Videos block of Google’s Travel Guide.
- The DMO does not rank any videos in the top 25 search results for “Things to do in Santa Barbara” or “Santa Barbara.”
- There are opportunities to improve optimization of videos within the DMO channel

# Videos

- The Google ecosystem favors longer, more information-rich content than social channels.
- Videos in the Travel Guide are usually 2-6 minutes.
- Feature text overlays and/or voiceovers giving an introduction to the destination or overview of popular attractions and activities.

## TRAVEL VIDEOS



Weekend Getaway: Santa Barbara | Travel + Leisure ·  
*Travel + Leisure* · 3:32



5 Things to Do in Santa Barbara | Travel + Leisure · YouTube  
*Travel + Leisure* · 1:11



5 Fun Things to Do in Santa Barbara, California: Travel Vlog ·  
*Stuart Brazell* · 3:18



Santa Barbara Travel · YouTube  
*VisitSantaBarbaraCA* · 1:49

## TRAVEL VIDEOS



Santa Barbara Travel Channel Intro Video Relaxation Video  
*Santa Barbara Travel Channel* · 3:11



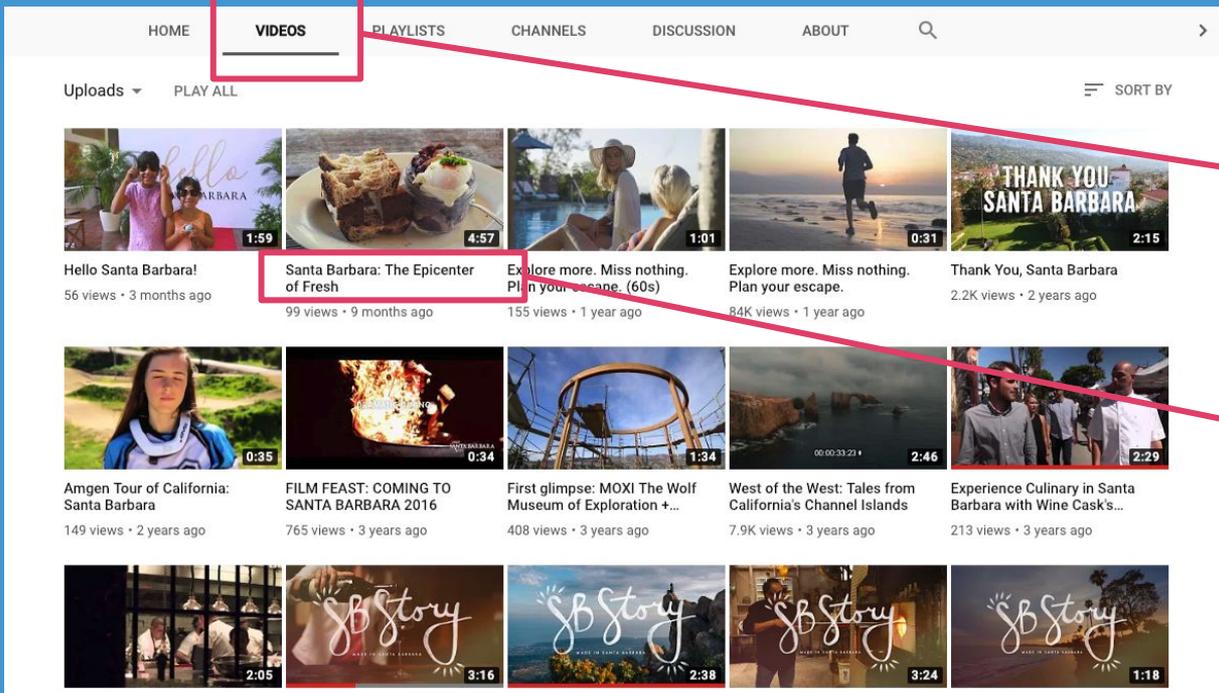
Santa Barbara // Travel Vlog CALIFORNIA, USA · YouTube  
*The Wandering Dragons* · 3:42



Santa Barbara Tourist Attractions: 10 Top Places To  
*Social Bubble* · 1:10



10 Top Tourist Attractions in Santa Barbara · YouTube  
*UltramodernHome* · 1:40



# 1.

Review your **existing video content** to identify content with the best opportunity to rank. These should be the initial focus for optimization.

Think about the title structure of videos and the **keywords** that users would search to find that kind of content. “Things to Do”, “Best Restaurants” and “Travel” are all good general search terms to start with.

## OPTIMIZATION:

# Video Titles

- Video title is a key opportunity to improve ranking
- Ensure the destination name is always included. Incorporate other keywords where relevant.
- High correlation between using “Travel” in titles and ranking in Google Travel Guide video block
- Choose videos that are more informational in nature
- Restructure titles as needed.



#SBStory: Fire

8,224 views

👍 17 🗨️ 1 ➦ SHARE 📌 SAVE ...



**VisitSantaBarbaraCA**  
Published on Jun 25, 2015

SUBSCRIBE 454

Follow the story of Santa Barbara's last remaining glassblower, Saul Alcaraz, and discover his infectious passion for the art of creation. Watch as Saul captures the essence of California sunlight and creates magic in his studio. [#SBstory](#)

## OPTIMIZATION:

# Descriptions

- Use description to highlight video contents and supporting information.
- Incorporate relevant keywords in a natural way (don't stuff).
- Aim for 200 words minimum to add extra weight in search.
- Linking from videos to relevant content on your website adds weight and authority.



Santa Barbara Travel

11,457 views

👍 23 🗨️ 0 ➦ SHARE 📌 SAVE ...



VisitSantaBarbaraCA

Published on Feb 7, 2012

SUBSCRIBE 454

Don't miss all of the incredible travel and tourism opportunities Santa Barbara, CA has to offer!

Category [Travel & Events](#)

## OPTIMIZATION:

# Engagement

- Channel and video engagement influence visibility within Google's product ecosystem
- Channel engagement includes number of subscribers and total videos from a channel watched by a user
- Video engagement includes watch time, shares and likes.
- Incorporate calls to action pushing viewers to subscribe, share, or comment



Visit Santa Barbara: Romance on The American Riviera®

98,687 views

16 2 SHARE SAVE ...



VisitSantaBarbaraCA

Published on Dec 9, 2013

SUBSCRIBE 454

As with love, beauty has no boundaries. From the romance of a stunning sunset to majestic mountain views, romance blossoms in Santa Barbara. Whether you're exploring on two feet or two wheels, the cities of Carpinteria, Montecito, Summerland, Santa Barbara, and Goleta have plenty to offer. By the end of your stay, you'll be saying "There's no place I'd rather be, Santa Barbara, California."

Utilize Posts on Google Program to  
Expand Organic Exposure

Google



## Memphis

City in Tennessee

Memphis is a city on the Mississippi River in southwest Tennessee, famous for the influential strains of blues, soul and rock 'n' roll that originated there. Elvis Presley, B.B. King and Johnny Cash recorded albums at the legendary Sun Studio, and Presley's Graceland mansion is a popular attraction. Other music landmarks include the Rock 'n' Soul Museum, Blues Hall of Fame and Stax Museum of American Soul Music.

**Weather:** 90°F (32°C), Wind SW at 14 mph (23 km/h), 56% Humidity  
**Local time:** Wednesday 12:07 PM  
**Population:** 652,717 (2016)  
**Area code:** Area code 901  
**Mayor:** Jim Strickland

### Plan a trip

- Memphis travel guide
- 3-star hotel averaging \$130, 5-star averaging \$289
- 3 h 29 min flight, from \$389

**Colleges and Universities:** University of Memphis, MORE

**Did you know:** Memphis is the second-most-populous city in Tennessee (652,717). wikipedia.org

**Memphis** on Google



Everything you need to know about Elvis Week 2018!

2 days ago Share



10 New Restaurants to try in Memphis!

5 days ago Share

12:09 📶 📶 📶 📶 📶 63%

<https://www.google.com/se> 🔍 📄 ⋮

Google

✕ 🔍

[ALL](#) [FLIGHTS](#) [MAPS](#) [NEWS](#) [IMAGES](#)



## Memphis

City in Tennessee

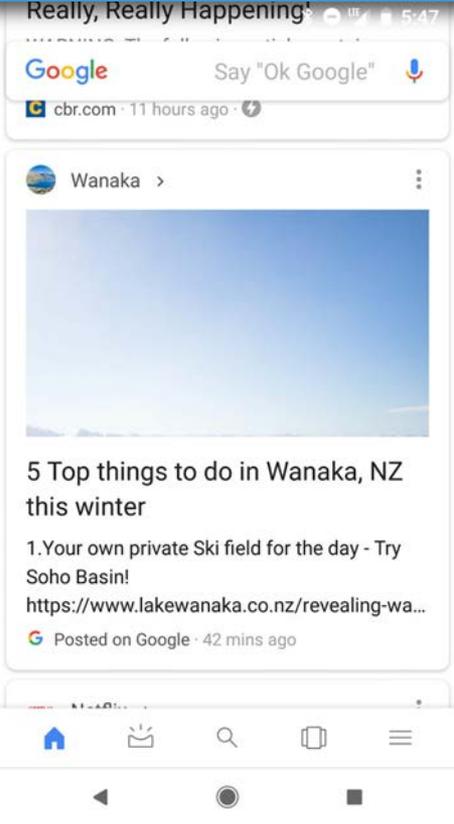
[OVERVIEW](#) [TRAVEL GUIDE](#)

Memphis is a city on the Mississippi River in southwest Tennessee, famous for the influential strains of blues, soul and rock 'n' roll that originated there. Elvis Presley, B.B. King and Johnny Cash recorded albums at the legendary Sun Studio, and Presley's Graceland mansion is a popular attraction. Other music landmarks... [MORE](#) ▾

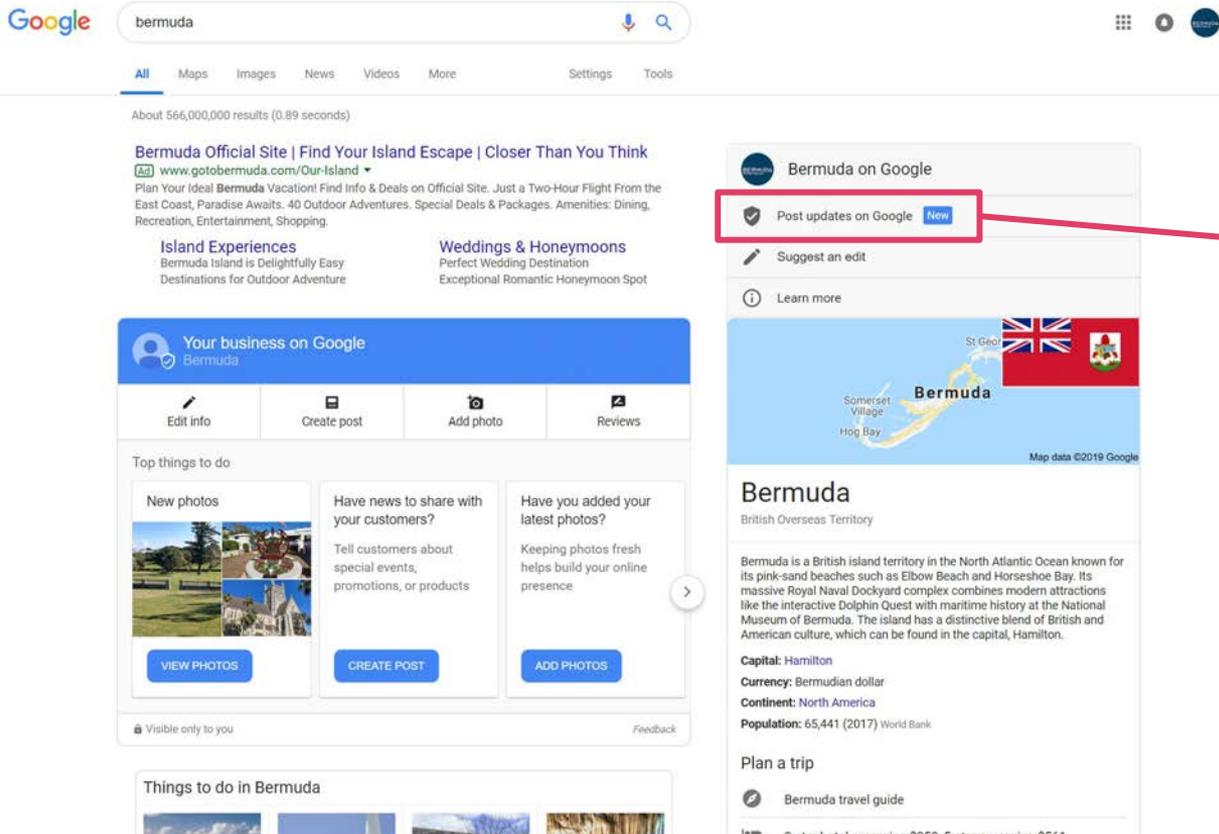
◀ ○ ▶

**Search Posts** (or Posts on Google) is an opportunity to share content directly on search engine results pages in the Knowledge Panel for the city.

Post appear anywhere a KP appears for your destination - typically “destination name” or “destination name + state abbreviation”



Search posts also show up as articles in the Google app's news feed feature.



1.

When you're logged into the CVB account, you can access Posts via the Knowledge Panel, or you can use the link below.

It provides an easy-to-use content management system that you can use to post photos, videos, events and more.

<https://posts.google.com/author>

Create a post

- Name change request
- Change logo/image
- Manage users
- Settings
- Get started
- Send feedback
- Help

### Create a post

Create a story on Google

Story Article Video Event Poll

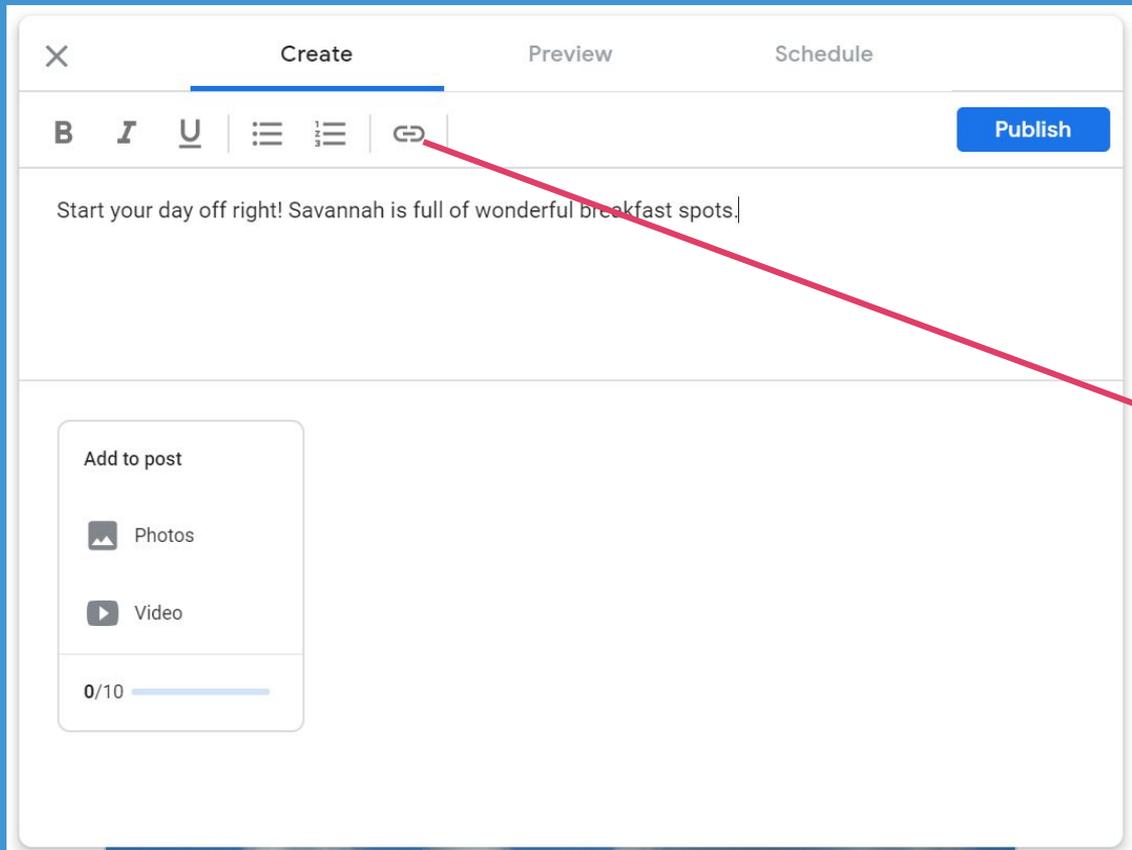
1	+0	26,431	+0
Total posts	Past 7 days	Total views	Past 7 days



# 2.

Choose a post type here, some examples of the various types in the next few slides. Note that the “event” type is the only post type that allows any kind of dollar figure or pricing - all other types will be rejected if you include a “\$” or “% off”.

<https://posts.google.com/author>



### 3.

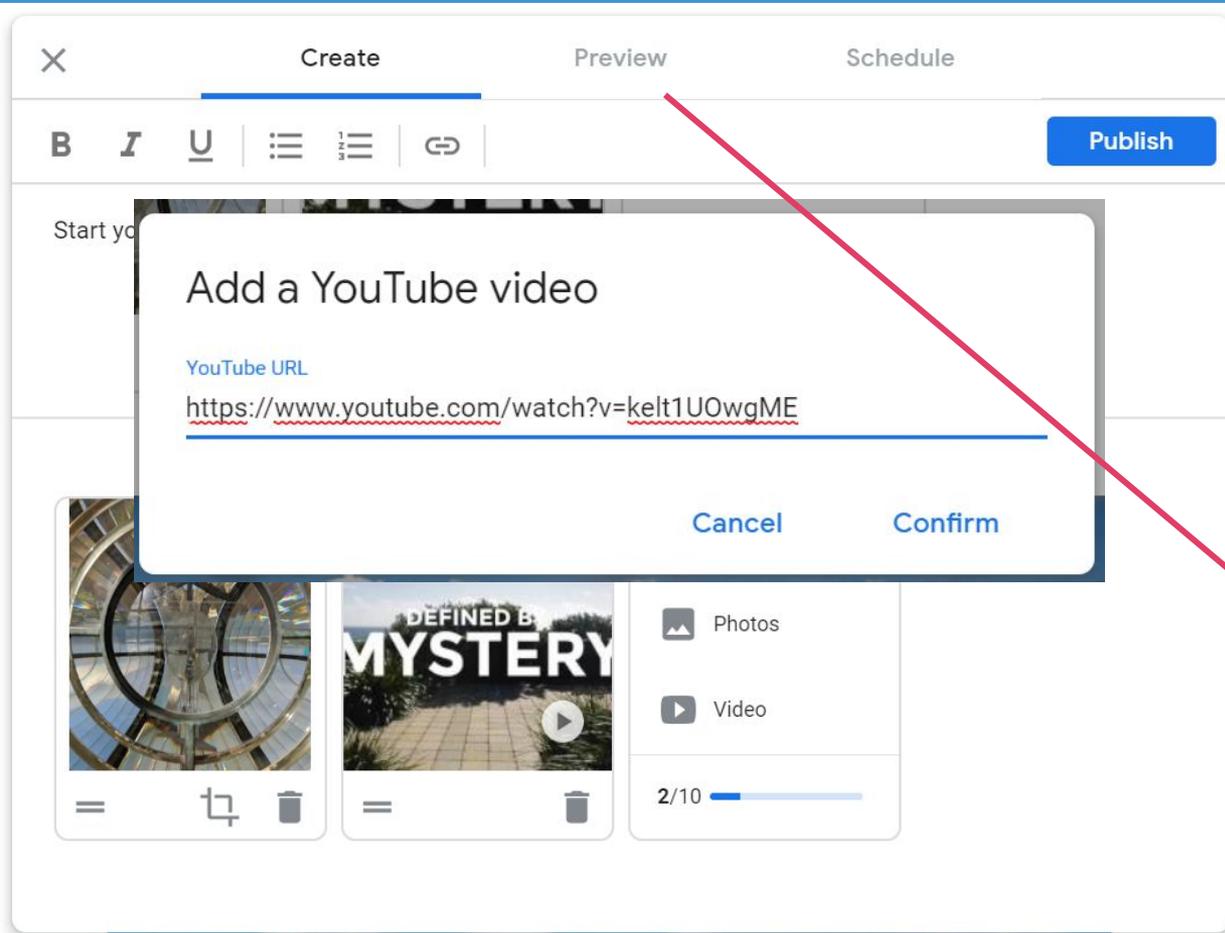
You can add text to the post. The post front-end will display **up to 85 characters** before it truncates, but Posts can be longer than that.

You can also **add links** (with **analytics tracking codes**) to the text of your post. This is one of the few opportunities where you can drive traffic directly to your owned channels from the Google product ecosystem.

# 4.

You can **add video** to a post using YouTube video links. Or you can add photos from your desktop. You can create a slideshow that includes up to 10 images.

After you're done with the content, there's functionality to preview the post before it goes live.



✕ Create Preview **Schedule**

**Publish**

**Publish time** Cancel Save  
Will appear on search immediately

Enter date   Hour  : Minute  AM

**Visibility time** Cancel Save  
Will be visible on search for 7 days

Enter date   Hour  : Minute  AM

**Time zone** Change  
Scheduling time zone is Bermuda

**5.** There are also **scheduling tools**. A post will be live for 7 days, but you can set it to end sooner than that. You can also schedule posts to go live in the future (up to a week in advance). Extend lifespan to 14 days for a post.



## External Content Policy

### Promotional Content

Published content is not intended to replace advertising or promotion of merchandise or services. Notification of public appearances or time-sensitive events is acceptable, but authors should not post endorsements of specific brands, products, or services, and they should not post direct calls to purchase, specific prices, or discounts - unless a field is provided for that purpose. Authors can describe specific products or services if they provide only factual information [eg, size or color] without issuing a call to purchase. Published content should not include solicitations for donations. Prices for events, goods, or services should be posted only in specifically label "price" fields when provided. If no field for price is provided, price should not appear in the post. When a price field is provided, the price displayed should accurately represent the cost of purchase. Additional fees should be included in the displayed price or listed on the purchase page linked from the post.

### Relevant Content

Published content should be as relevant to the user as the other results that appear on the Search page. Authors should use this service to present users with content they would expect to see on your official site and that is of interest to users searching for you and the topics you or your site typically cover. Content that is irrelevant to the site, appears to be a paid advertisement, and that has no clear association with the result where the content appears is not allowed.

### Spam, Malware, and Deceptive Behavior

Repetitive content, misspellings, gimmicky character use, gibberish, or automated or distracting content (such as strobe effects, blurry or poor image quality or unrecognizable content) is not allowed in published cards. Image links, link text, and content should not mislead users, and image or video content should be of interest to the users who discover the site on the SERP. Links to malware, viruses, or other harmful software are not permitted. Impersonation of an organization or individual is not permitted.

### Sexually Explicit Content

Images or video should include no nudity or sex acts. Text content must not include profanity, slang terms that are sexually graphic and offensive, terms that are common signals for pedophilia, or language that promotes pedophilia, bestiality, or sexual violence. Links to sexually explicit content or commercial pornography are not permitted. Medical terms for human anatomy or sex acts are permitted.

### Hateful or Harassing Content

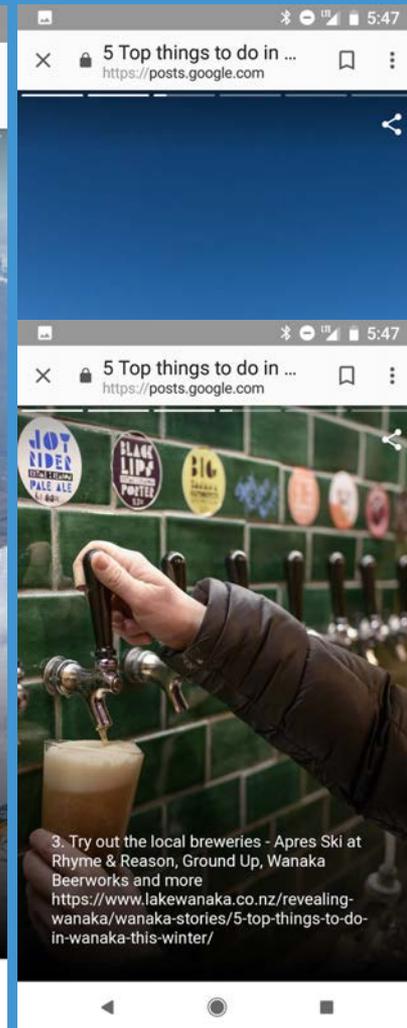
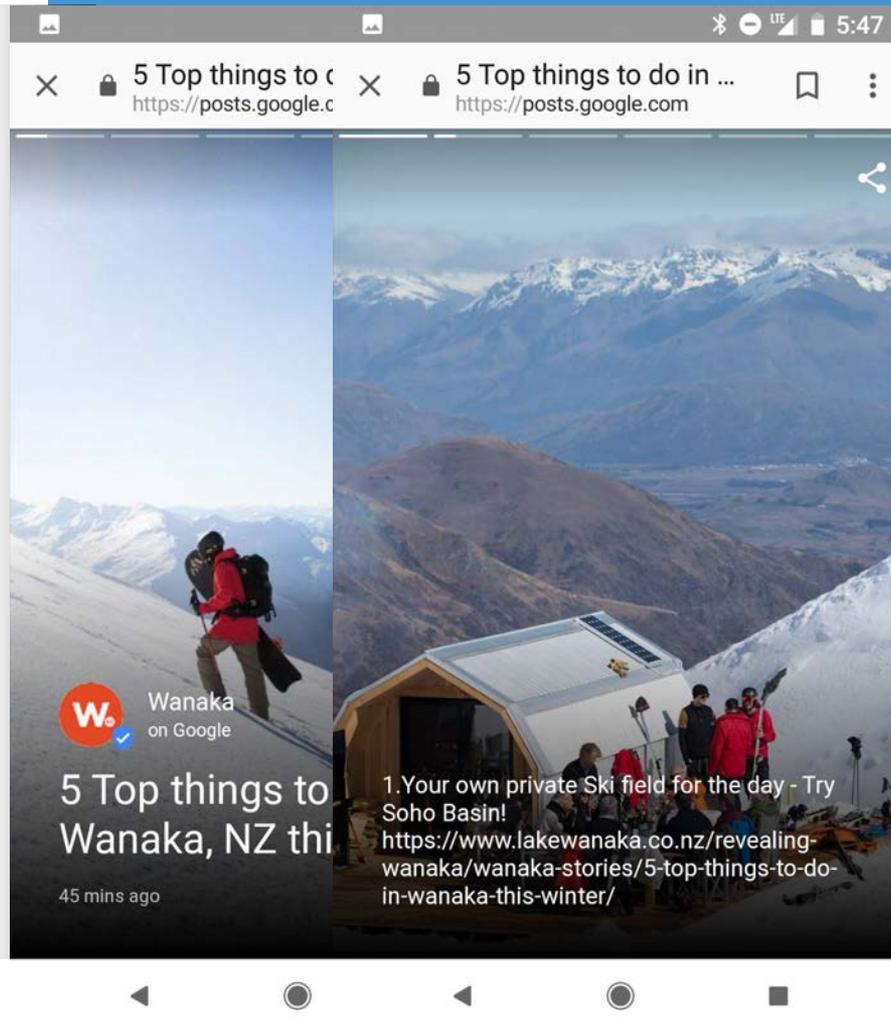
This service does not allow harassing, bullying, or hateful content. Published content must not promote hatred or incite violence against individuals or groups based on ethnic origin, religion, disability, gender, age, veteran status, sexual orientation, or gender identity. Text, images, or videos cannot include slurs or derogatory epithets for protected groups. Content cannot be used to harass or bully individuals, including direct physical threats or exposing private information that could be used to carry out implied threats.

# 6.

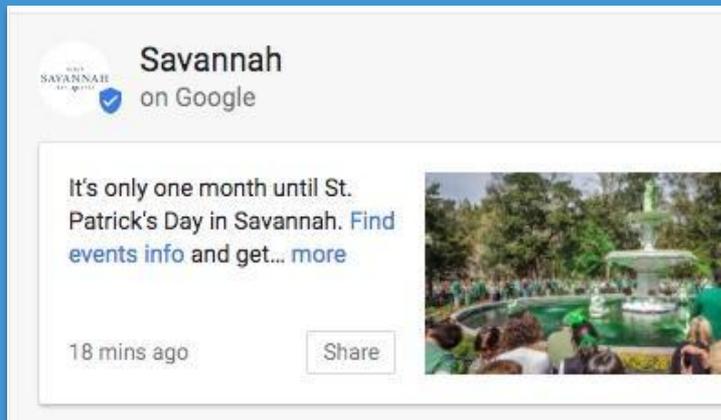
Be sure to follow Google's policies for external content. It's important to focus on content that is aligned with what users want. Posts shouldn't be used for sales, deals or special offers.

# Some Posts Examples

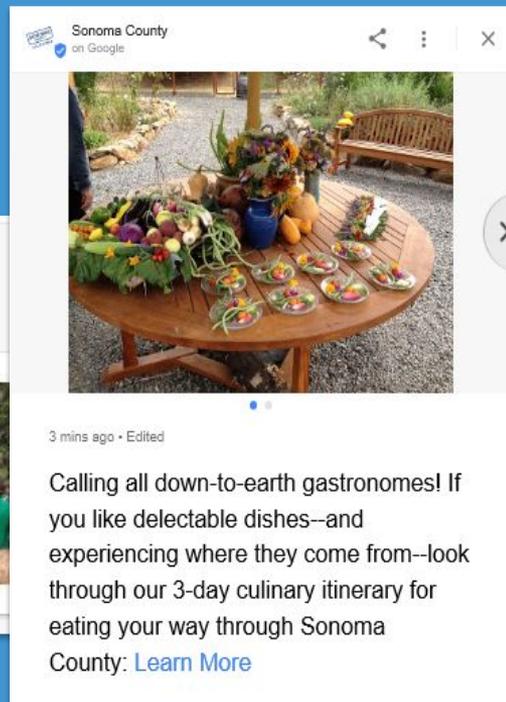
**Stories** - series of photo “cards” with captions.



**Articles** - mixing colorful **photos** and information about upcoming **festivals** has broad appeal for both locals and visitors.



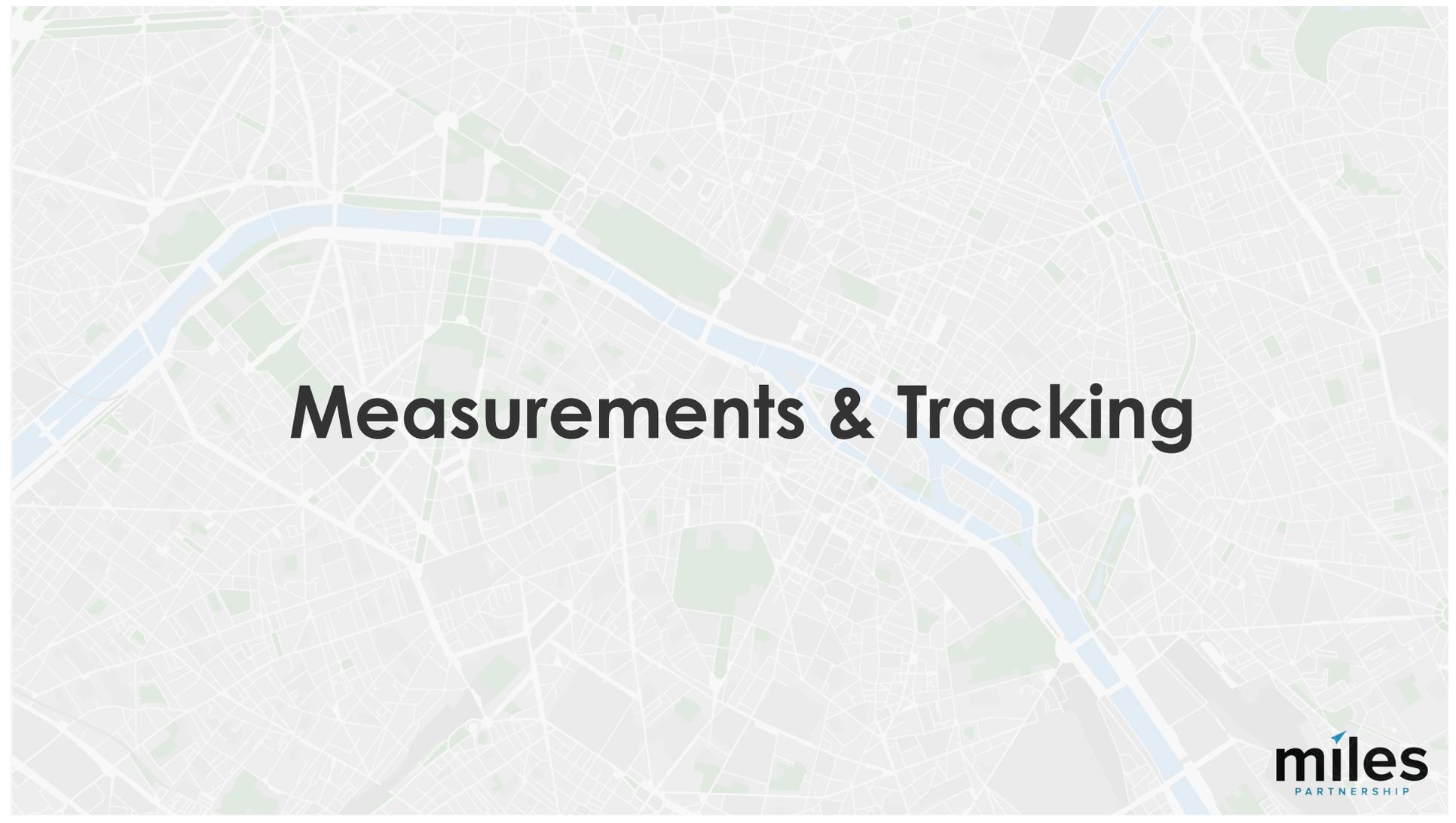
A screenshot of a Google search result for "Savannah". The header shows the "SAVANNAH" logo and "on Google". The main text reads: "It's only one month until St. Patrick's Day in Savannah. [Find events info](#) and get... [more](#)". Below the text, it says "18 mins ago" and has a "Share" button. To the right is a small image of a fountain in a park.



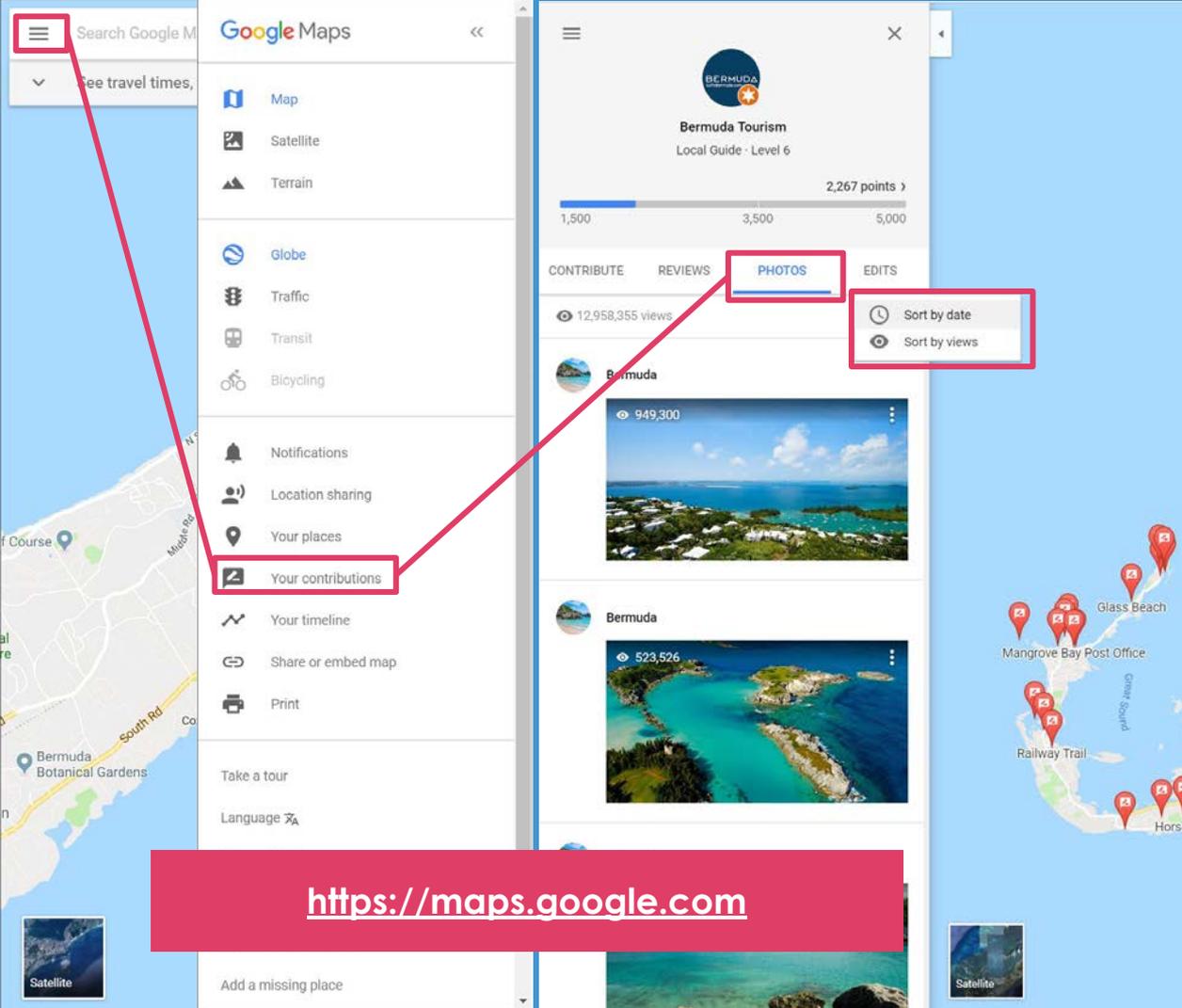
A screenshot of a social media post from "Sonoma County on Google". The post features a large image of a round wooden table outdoors, laden with fresh produce like tomatoes, peppers, and herbs, along with several small plates of food. The text below the image says: "3 mins ago • Edited" and "Calling all down-to-earth gastronomes! If you like delectable dishes--and experiencing where they come from--look through our 3-day culinary itinerary for eating your way through Sonoma County: [Learn More](#)".

# Posts Best Practices

- **Polls, Events and GIFs** (as content types) tend to produce the highest engagement from users.
- **Keeping two Posts live at a time** will maximize view rate for your content. More than two will reduce viewability of oldest post.
- Use **content that will grab people's attention**: bright colors, higher saturation, etc.
- Searchers have **destination intent**, but represent a **broad range of interests** and informational needs.
- **Space out posts** so that pieces of content get at least 3-4 days in the lead position to maximize results.
- **Post early in the week** if you're promoting something the following weekend. We saw surprising levels of visibility Sun-Tues.
- **Seasonally relevant content** often generates higher engagement than evergreen content.
- Don't be afraid to **use more text than will display**, but be clear about subject matter above the fold so users can decide whether to engage.
- Use **clear calls to action** for hypertext links: "Learn More" etc.



# Measurements & Tracking



<https://maps.google.com>

Views for maps contributed content are available under “Your contributions” sortable by either date posted or total views.

There is no date filter, so if you want to chart growth over time remember to capture your numbers monthly.

**Bermuda Tourism**  
Local Guide · Level 6

2,267 points >

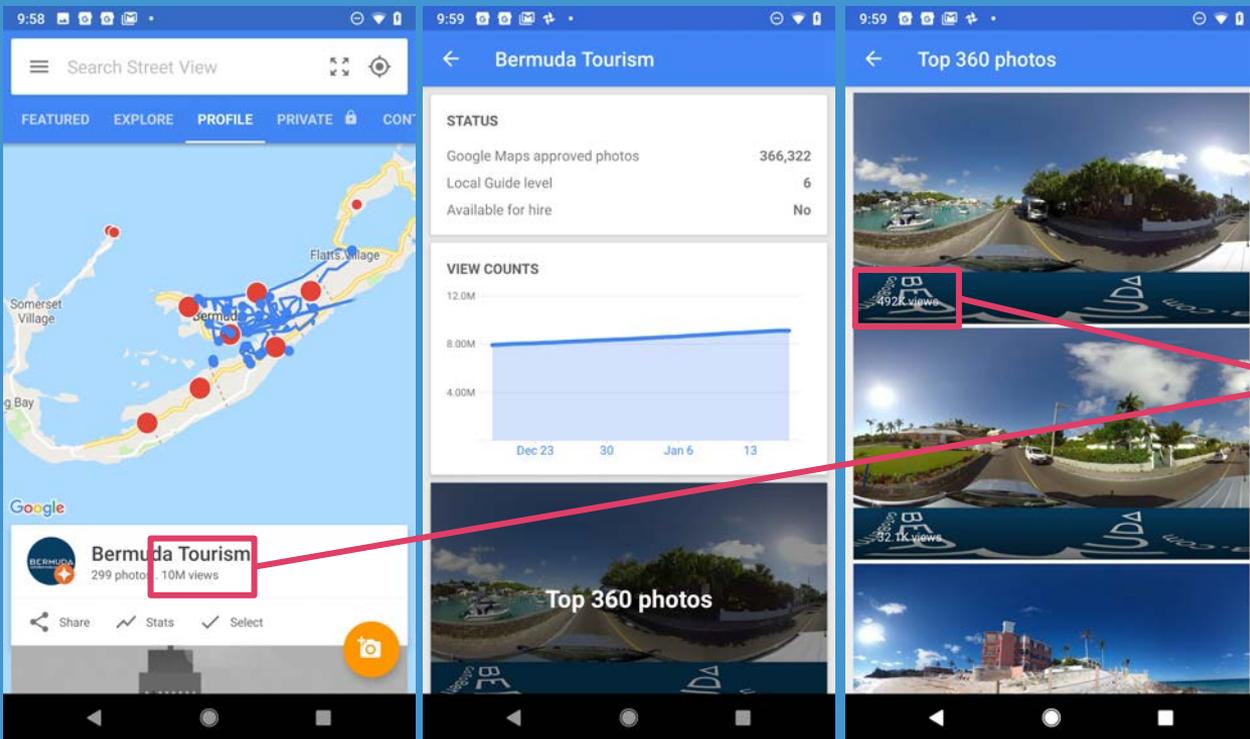
1,500 3,500 5,000

CONTRIBUTE REVIEWS PHOTOS **EDITS**

- Brew**  
53 Front St, City of Hamilton, Bermuda  
APPROVED · Map marker
- Destination Bermuda Ltd**  
Hamilton, Bermuda  
APPROVED · Place creation
- X2O Adventures LTD**  
Somerset Island, Bermuda  
APPROVED · Place creation
- OM Juicery**  
28 Elliott Street, City of, Hamilton, Bermuda  
APPROVED · Place creation
- Official Ferry and Bus Transportation Ticket Booth**  
N Arm, Bermuda  
NOT APPLIED · Place creation
- Just Breathe Coffee**  
32 Water St, St. George's, Bermuda  
APPROVED · Map marker
- Admirals Cave**  
Bermuda  
NOT APPLIED · Name

Map data ©2019 Google United States Terms Send feedback 2 mi

Data on your corrections and additions to business information is available under Edits, though there is no total count. Note that not all edits will be approved - they can be rejected by the owner or by Google's algorithm.



Use the Street View app on the Pixel phone to see data about driving street view, including total approved images, total views and most popular images. This will also show any individual 360 images you submitted via the SV app or via maps.

Posts on Google

Create a post

Create a story on Google

Story Article Video Event Poll

20 Total posts +0 Past 7 days

**833,484** Total views +0 Past 7 days

Oct 10, 2018 • Edited

21 OCT

**Bermuda 3s World Team Championship Golf Tournament**

Sun, Oct 21, 9:00 AM - Fri, Oct 26, 5:00 PM

Bermuda

Don't miss the Bermuda 3s presented by Goslings, a new team par 3 golf championship matching Pro-Am teams from four international territories. PGA Professionals will captain and

Views **85,238** Interaction rate **0.5%**

<https://posts.google.com/author>

Posts data

Views

Interaction rate



Primary



Social



Promotions



<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Google Alerts	Google Alert - Visit Savannah - Google Visit Savannah As-it-happens update · March 1, 2018 NEWS Celebrity appraisers to visit S	10:53 pm
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Google Local Guides	Someone out there needs a guide like you - Share your passion with others using #LetsGuide. Local Guides Who Will You Guide	9:50 pm
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Google Maps	Your photos reached a new record on Google! - Wow, your photos are popular People have seen your photos over 200000 times	Feb 28
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Google Alerts (2)	Google Alert - Visit Savannah - Google Visit Savannah As-it-happens update · February 28, 2018 NEWS Savannah Antiques & Ar	Feb 27
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Google	Welcome to your new Pixel, Phone by Google - Here are a few tips to help get you started. Welcome to your new Pixel, Phone by	Feb 27
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Google	Security alert - Visit Savannah New device signed in to savannahcvb@gmail.com Your Google Account was just signed in to from s	Feb 27
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	The Google Search Team	Your weekly summary for Savannah - Learn how your posts performed on Google Search. Your weekly sun <a href="#">CREATE A POST ↗</a>	Feb 26
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Google My Business	Visit Savannah, your January photo report is ready - Google My Business Visit Savannah YOUR PHOTOS ARE GETTING NOT	Feb 26

Maps, Local Guides, GMB and Posts (search team) all send weekly or monthly summary emails for your contributions as well.



200,000

### Wow, your photos are popular

People have seen your photos over **200,000** times, a new record for you on Google Maps. Thanks for sharing.

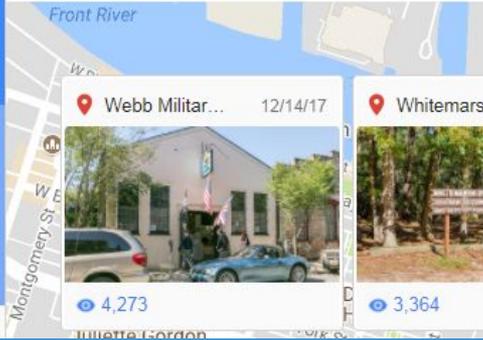
#### New this week



+30.5K

209,254 total

New views of your photos



#### More records this week

REACHED 60,000 VIEWS



It's worth checking these emails, they often have useful summary stats you can easily screenshot and add to your board presentations.

# Work Plan Checklist

## Verification

- ❑ Identify listings that should be claimed by the DMO and begin to proactively manage content
- ❑ Assist unverified partners with verification

## Listing Information

- ❑ Add missing information for Top Sights and GMB listings
- ❑ Identify and resolve duplication in Top Sights
- ❑ Add missing listings to Google Maps

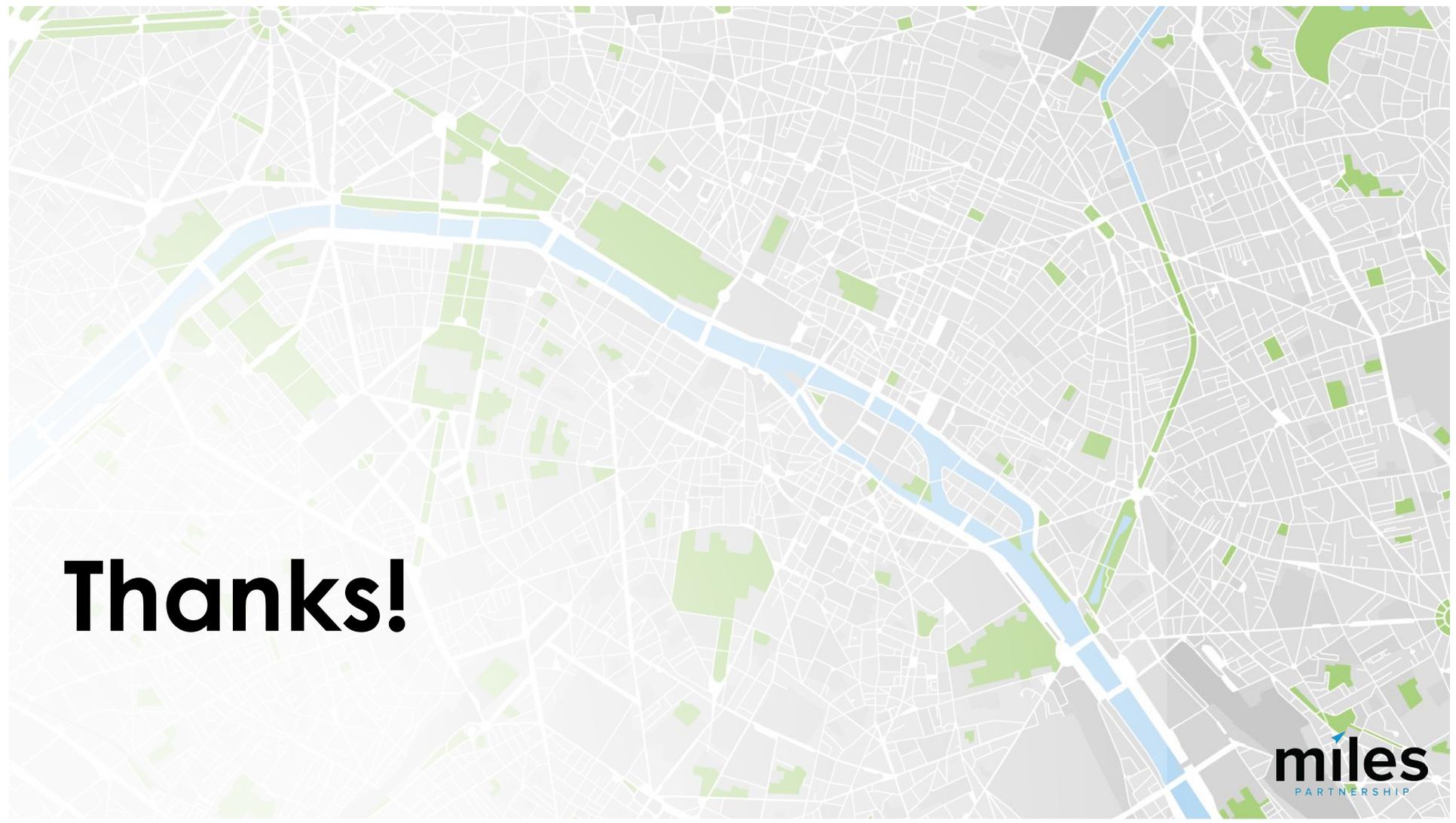
## Visual Assets (Photos & 360s)

- ❑ Identify and upload owned assets to relevant listings
- ❑ Identify and upload destination “generic” owned assets and upload to Google Maps

- ❑ Flag irrelevant or low-quality images in the photo galleries of popular POIs
- ❑ Create new images for POIs that are underrepresented and upload via maps

## Optimization

- ❑ Identify technical issues and other bugs within products and flag to google via form
- ❑ Optimize articles around appropriate keywords related to your destination in travel guides.
- ❑ Optimize YouTube titles, descriptions and tags. Add additional video content if available
- ❑ Implement structured data/schema data on events and other pages of your website
- ❑ Optimize images on your site
- ❑ Utilize Posts on Google program to expand organic exposure for events, etc.

A stylized map of a city grid. The streets are represented by thin white lines on a light gray background. A prominent blue river flows from the top left towards the bottom right. Several green areas, representing parks or green spaces, are scattered throughout the grid. The overall aesthetic is clean and modern.

**Thanks!**