

BUY

REVIEWZ



How To **Optimise** Google

My Business Listings For Hotels?

What is **Google My Business**?

Google My Business is the first choice of businesses, aiming to manage how they want to be seen on Google Search and Maps. By setting up your GMB profiles, you can provide your business address, phone number, business hours, and website.

Unlock the potential of your hotel's online presence with our exclusive PDF guide, designed to help you leverage your Google Business Profile. Learn essential tips to drive more visitors to your hotel and create a strong digital footprint using Google My Business Listing.

Why Have Google

My Business Profile

For Your **Hotel**?

GMB profile for your hotel will help customers find amenities, room choices, and nearby attractions.

- ★ Reviews and guest photos work as social proof and increase search ranking.
- ★ Effective GMB management leads to higher bookings and revenue.





Learn How A Google My Business Account Can

Increase Your Hotel's Visibility And Reach

- ★ GMB showcases photos and videos of your hotel, increasing visibility on Google Search and Maps.
- ★ It provides accurate and updated information about your phone number, address, and website, making it easy for guests to find and contact you directly.
- ★ It encourages guest reviews, builds trust, and attracts more bookings by showcasing positive experiences.
- ★ It highlights exclusive deals and promotions to drive direct bookings, ensuring guests get your best offers directly.
- ★ It boosts local search rankings, making your hotel more discoverable to potential guests in your area.
- ★ It provides data about guest preferences through which you can customize your marketing efforts.
- ★ It makes the process simple for nearby clients to locate you easily online.

How To Set Up A Google

My Business Listing For **Your Hotel**

To appear in Google searches and attract potential guests, your hotel must be listed on Google. Follow these steps to set up your hotel on Google My Business:

- Log into your Google account and search 'Google My Business.'
- Type in your business name. If your hotel is already listed, claim it. If you need help, follow these steps to create a new listing.
- Choose your business type, enter your full address, and precisely pin the location of your property.
- If your business includes a restaurant, select "Yes." Otherwise, click "No."
- Enter a contact number where customers can reach out and update your website details.
- Set your business hours.
- Enable the "Accept Messages" feature to allow guests to contact you via text directly.
- Upload up to 12 high-quality photos of your hotel.
- Submit the details to get listed on Google My Business.



Quick Tip -

Which GMB Category

Fits for Your Hotel?

Selecting the right GMB category will help you increase your hotel's visibility, leading to more customers. You have the option to choose categories for your hotel from the following list:



- ✓ Airport Shuttle Service
- ✓ Banquet Hall
- ✓ Bar
- ✓ Business Center
- ✓ Cafe
- ✓ Conference Center
- ✓ Event Venue
- ✓ Fitness Center
- ✓ Gift Shop
- ✓ Hotel
- ✓ Laundry Service
- ✓ Lounge
- ✓ Parking Garage
- ✓ Restaurant
- ✓ Spa
- ✓ Swimming Pool
- ✓ Wedding Venue



Next Step - Verify your business



How To Verify Your Hotel Business

On Google?

Verifying your hotel business on Google is essential to confirm your ownership or management, ensuring credibility and trust with potential customers. Here is how you can verify your hotel business on Google:

- Postcard verification
- Phone call verification
- SMS verification
- Email verification
- Video call verification

How To Optimise Your Hotel Business

On Google My Business Listing?



Update Your Hotel Information

Keeping your hotel information updated helps avoid confusion for customers searching for the hotel online. This ensures potential guests can easily find and contact your hotel, leading to more bookings.



Select Hotel Attributes and Details

Highlighting what makes your hotel unique can quickly improve its visibility and relevance in search results. This will make your hotel stand out from the rest and make you a leader in the hotel industry.



Add High-Quality Photos And Videos

Adding captivating photos and videos of your hotel rooms, amenities, and common areas will help attract new customers because of the visual impression. This influences their booking decisions, leading to an increase in customers.



Build Your FAQ Page

Addressing common guest queries upfront reduces the number of inquiries by guests. This helps with better guest satisfaction, leading to repeat customers and a higher retention rate.



Update Health And Safety Attributes

Apparent health and safety information shows confidence and commitment to the guest's well-being. This encourages more bookings by reassuring potential guests that you are the right choice in terms of safety and health for their stay in the post-pandemic world.



Share Announcements With Google Page

Keep your listing and announcements about offers and other details up-to-date. With ongoing promotions and events, this will attract attention, increasing direct bookings and visibility.

How To Make Your **Hotel Business**

Visible With Google Listings?

★ Respond To All Questions

Answer all customers' questions to show you care about their concerns and want to build a strong relationship with them. This will also help you highlight your hotel's strengths and make more people aware of the brand.

Ensure to tailor each response and keep it genuine and polite to improve guest perceptions of the hotel.

★ Integrate Your Website With Your Profile

Integrating your hotel's website with your Google My Business profile allows interested guests to find your hotel details directly.

This increases the website's visibility, and since they can also book directly from the website based on the booking options, it increases direct bookings.

★ Encourage Guests To Leave Reviews

Ask the customers for reviews directly by explaining how they can help the business. You can ask them for a review during check-out or in a follow-up thank-you email after they leave. But before that, make sure to give them a remarkable experience they would like to share with the others in the review through excellent customer service.

★ Use Geotagging And Keyword Optimization

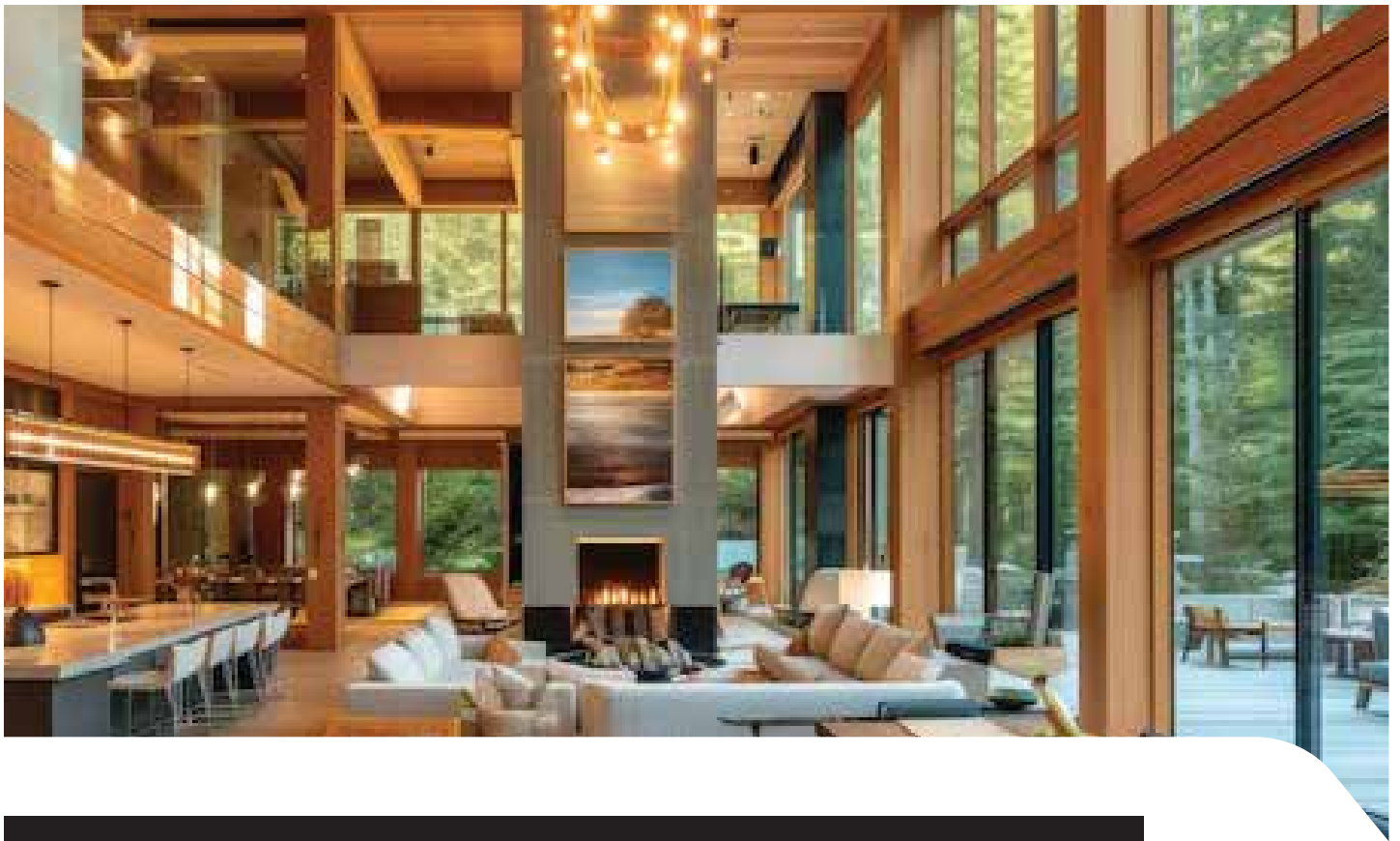
Utilise geotagging with location-specific tags and keyword optimization to improve local search visibility. This will make it easier for potential guests to find your hotel in relevant Google searches.

Keyword optimization will also help increase your site's ranking in search engine results pages (SERPs), attracting more organic traffic.

★ Create And Manage Hotel Advertising Campaigns

Create hotel advertising campaigns by defining goals and targeting relevant demographics and locations.

Use compelling ad copy highlighting unique features and advertise on platforms like Google Ads, social media, and meta-search engines for better reach and engagement. Once you have the results, you can monitor and optimize them to maximize ROI.



How To Improve Google Ratings For

Your Hotel?

Before booking any hotel, customers often read reviews to learn about the other guests' experiences. These Google reviews help customers determine whether the hotel is trustworthy and credible, influencing their booking decisions. Let's discuss strategies to encourage Google reviews for your hotel.

- ★ Request reviews during check-out when guests are satisfied.
- ★ Send follow-up emails that include a link to your Google review page.
- ★ Offer rewards like discounts or freebies to customers for leaving reviews.
- ★ Engage with guests on social media and encourage them to share their experiences.
- ★ Train staff to mention the importance of reviews and ask guests personally.
- ★ Put a review card on each table, inviting guests to leave their feedback on Google.

Let Us Help You Grow Your Hotel's

Google My Business Account

Get Google reviews for your hotel from **Buyreviewz** and rank your hotel listing in instant! Once you **buy Google reviews** from our growth service, you get authentic, non-dropping and verified reviews delivered straight to your Google business profile.

These genuine reviews are tailored to reflect your hotel's unique offerings and service quality. Today, buying Google reviews is an effective strategy for hotels to increase credibility and attract customers from diverse locations.

For More Tips To Grow Your Hotel Business, Check Out Our Trending Blogs:

- ★ [How to Get Google Reviews for Hotels?](#)
- ★ [50+ Good Reviews Examples for Hotel](#)
- ★ [5 Best Ways To Increase Google Reviews](#)
- ★ [How to Add Keywords to Your Google My Business Profile To Rank Higher?](#)



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