

Tours & Attractions GBP Playbook



A guide for optimizing your Google Business Profile



For additional guidance, please see the [Google Business Profile Help Center](#), the [GBP Help Community](#) and our [SMB Hub](#)

Google Business Profile

Optimize for Success



- 1 Business Information**

Ensure accurate, up-to-date business details on Google to enhance customer connection, engagement, and local discovery.
- 2 Business Category**

Selecting the right business category accurately defines your services, ensuring your business appears in relevant customer searches.
- 3 Business Description**

A concise overview of your business, its offerings, and what makes it unique is designed to attract potential customers.
- 4 Business Hours**

Specify your operating times (including holiday hours) to inform customers when they can visit or contact your business, preventing frustration and building reliability.
- 5 Set Your Service Area**

Define the geographical region your business serves, particularly relevant for service-based businesses.
- 6 Add Business Attributes**

Highlight specific features or amenities of your business (e.g., "free Wi-Fi," "wheelchair accessible") to provide more detailed information to customers.
- 7 Update & Manage Activity & Ticket Details**

Ensure you have an up to date version of your offerings (service lists, menus, inventory), including prices, descriptions and other relevant information
- 8 Add Photos & Videos**

Visually showcase your business, products, and services to make your profile more engaging and interesting.
- 9 Create Google Posts**

Publish timely updates, offers, or events directly to your Google Business Profile to engage with your audience.
- 10 Add Social Links**

Link your social media profiles to allow customers to connect with your business on various platforms and enable your social posts to show in search results.
- 11 Add Chat Links**

Add Whatsapp or SMS Chat, providing direct communication channels for customers to easily reach out and interact with your business.
- 13 Manage and Respond to Reviews**

Actively monitor and reply to customer reviews to build trust and demonstrate customer care.



Find additional Support Tips and Resources [Here](#)

Business Information



A complete and up-to-date Google Business Profile is key to improving your visibility, building trust, and boosting engagement with potential customers. This significantly increases your discoverability on Google Search and Maps.

7x more clicks received by businesses with complete profiles

29% of customers are more likely to consider purchasing from businesses with a detailed profile

5x more views for regularly updated Business Profiles

Every month in 2024, **Google helped drive more than 2B+ direct connections**, including phone calls, requests for directions, messages, bookings, and reviews for **19M+ American businesses**.



Ensure Your Business Information is Accurate and Up-to-Date:

- Business name
- Business category
- Business description
- Business hours
- Photos & videos
- Service area
- Business attributes
- Messaging number



Your business on Google

11,258 customer interactions

 Edit profile

 Read reviews

 Messages Add

 Performance

 Advertise

 Edit menu

 Food ordering

 Waitlists

 Bookings



Business Category



Google Business Profile categories are crucial for your online visibility. They act as direct signals to Google, clearly defining your business's core services and products.

Selecting these categories ensures your profile appears in the most relevant Google Search and Maps results.

Your primary business category tells Google your core business, whilst your secondary categories detail other **valuable services and products** you offer.

Now you'll appear in more specific searches, connecting you with a wider range of potential customers.

You may add **up to 10 categories** in total: one primary and nine secondary.

Business category

Help customers find your business by industry. [Learn more](#)

Primary category

Tour operator

Additional category



+ Add another category

Save

Cancel

How To Add Business Category

1. Go to your Business Profile.
2. Select Edit profile.
3. Next to “Business category”, select Edit .
4. From the “Primary category” box, enter a category.
5. Select Save.

Business Description



Google Business Profile description is a key tool for connecting potential customers with your business. It demonstrates what your business does and amplifies what makes you stand out.

Create your own business description or **use AI to suggest a new description** based on information from your Google Business Profile and other sources, such as your website.

Business information

About Contact Location Hours More

About your business

Business name

Business category

Description

Describe your business to customers on Google. [Learn more](#)

0/750

Suggest description

Save Cancel

Create an AI-powered Business Description

1. Go to your Business Profile and click edit.
2. Click Suggest description.
3. To get a different result, click Try again.
4. To use the current result, click Use. You will have the ability to edit.
5. Click Save

Set Business Hours



Maintaining accurate business hours on your Google Business Profile is essential for customer trust. This information is prominently displayed when potential local customers search for businesses like yours, helping you attract customers and influence their visit and purchasing decisions.

96% of customers are more likely to visit a business that displays hours of operation

91% of consumers search online before visiting a local businesses

During festive periods, customers rely heavily on accurate online information to plan their visits.

Avoid negative customer experiences by proactively **updating any changes to regular operating hours, including holiday or special hours.**



Hours

Holiday hours

Add

Wednesday	9 am–5 pm
Thursday	Closed
Friday	Closed
Saturday	Closed
Sunday	Closed
Monday	9 am–5 pm
Tuesday	9 am–5 pm

Suggest new hours

How To Set Business Hours

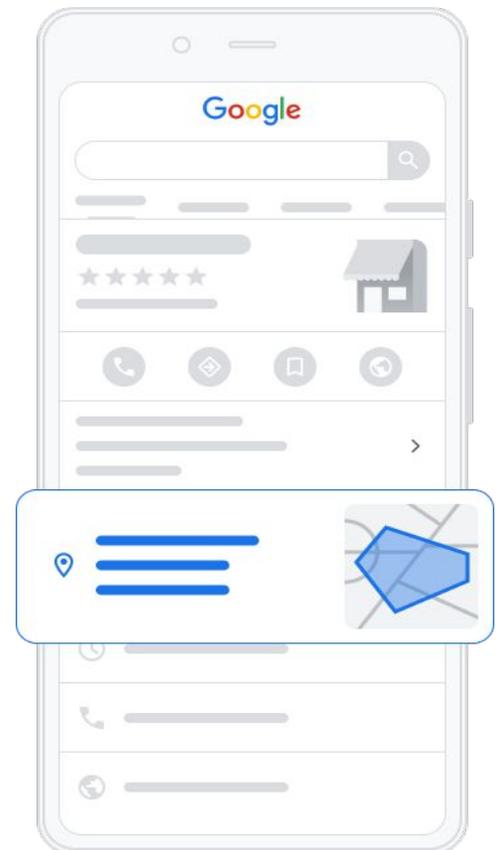
1. Go to your Business Profile.
2. Select Edit profile.
3. Next to “Business hours”, click on the pencil icons next to each section .
4. Fill in your regular, special, and holiday hours and include any relevant categories like “pickup” or “online service hours.”
5. Select Save.

Set Your Service Area



Defining your service area tells Google and potential customers exactly where you operate. This ensures your business appears in relevant local searches, boosting your visibility and connecting you with customers within your operational boundaries.

- You can have **up to 20 service areas**
- When you set your service area, be as **specific and accurate** as possible
- The boundaries of your overall area shouldn't be more than about **2 hours of driving time** from where your business is based
- Applies to service-area businesses (no storefront) and hybrid businesses (storefront + delivery)



How To Set Your Service Area

1. Go to your Business Profile.
2. Select Edit profile and then Location.
3. Next to "Service area," select Edit.
4. Select a suggested service area or enter a service area.
5. Select Save.

[Watch our video tutorial](#)

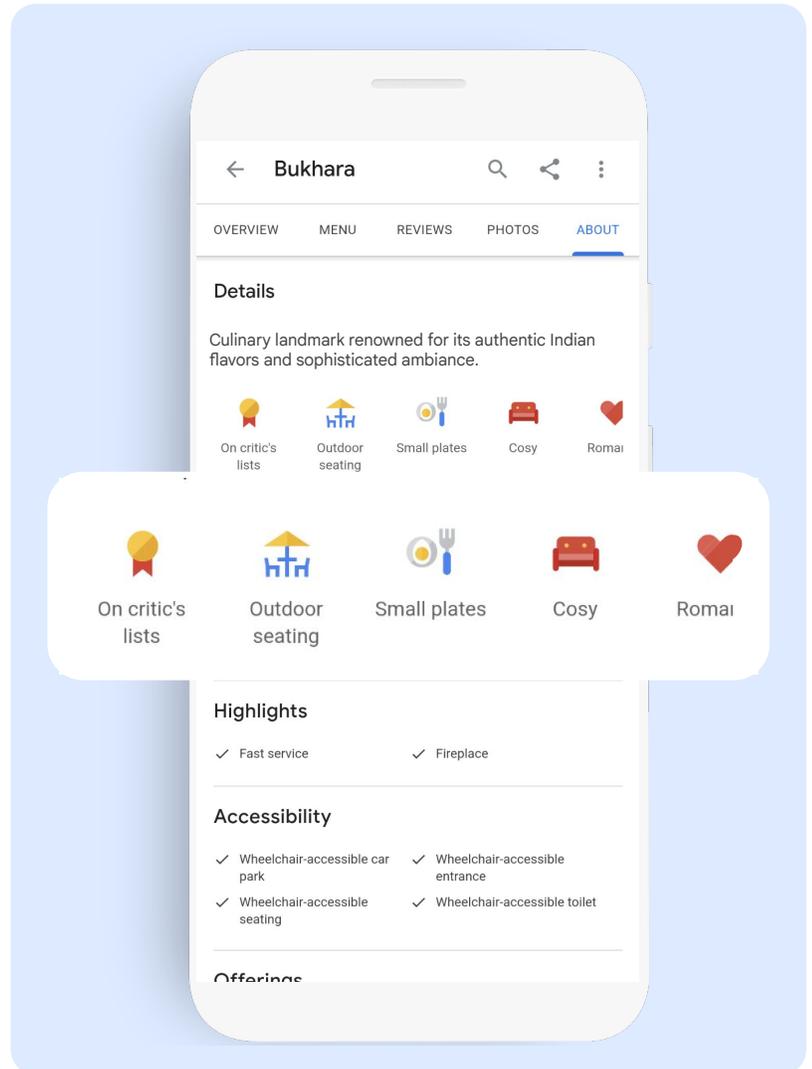
Add Business Attributes



Enhance your online **visibility and transparency** by leveraging key attributes on your Google Business Profile.

Details such as "pet-friendly," "Wi-Fi," or "outdoor seating" are displayed directly on Google Search and Maps.

Accurately utilizing these attributes significantly **increases your discoverability**, helping customers quickly locate businesses that offer the specific features they require.



How To Add Business Attributes

1. Go to your Business Profile.
2. Select Edit profile More.
3. Next to the attribute category you want to change, select Edit .
4. Next to the attribute you want to change, select Yes or No.
5. After you update the attributes, select Save.

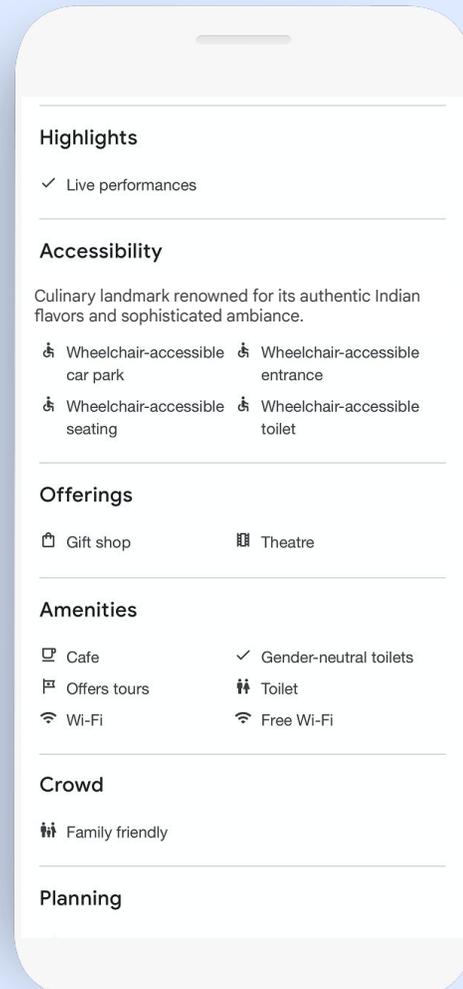
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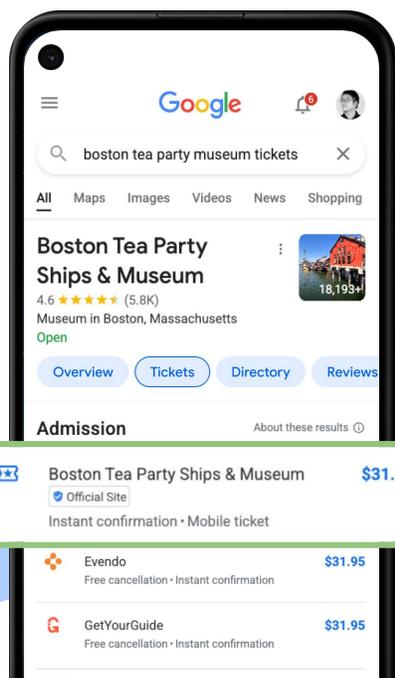
Update and Manage Activity & Ticket Details



Make it easy for customers to choose you.

Travelers come to Google to search for things to do and get more information before they decide to book

Searches for “unique things to do near me” have grown globally by over **100% YOY**



OPTION 1

List via Ticket Editor.

- Will always stay free
- Takes <5 mins to add first ticket
- Access to other merchant features, such as insights

OPTION 2

Activate through one of our **connected partners**.

- No / little additional work if already fully integrated
- Earlier access to new features and Ads
- No need to manually update prices in multiple places (inaccurate prices get taken down!)

Use the Ticket Editor

1. [Go to your Business Profile.](#)
2. Click Tickets or Activities.
3. choose add, edit, or remove
4. Make your edits.
5. Click Save and then Done.

Work with a connectivity partner

team up with one of Google's connectivity partners for option 2

[Check The List of Connectivity Partners](#)

Add Photos & Videos



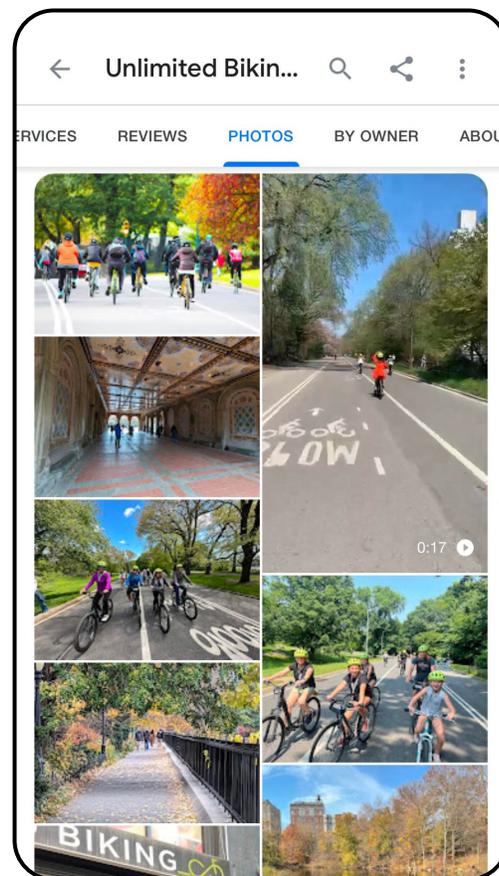
If your business profile could talk, what story would it tell?

High-quality photos and videos tell your story, show what makes you unique, and helps customers see why they should choose you.

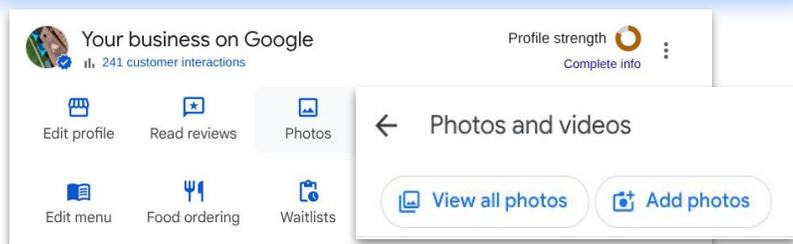
90% of people are more likely to visit you if you have photos of your business on Google Search and Maps

Businesses that add photos to their Business Profiles receive **42% more requests** for directions on Google Maps

35% more clicks through to their websites for businesses with photos



[More Tips Here](#)



How To Add Photos & Videos

1. Go to your Business Profile.
2. Select Photos and then Add photos and then Select images and photos.
3. Select the photo or video you want to upload.
4. You can choose multiple photos or videos.
5. Select Open.

[Watch our video tutorial](#)

Create Google Posts



As people increasingly search Google for fresh, local information, it is important to share timely updates, events and offers to help your business stand out to potential customers on Google Search and Maps. Consider Google Posts as part of your communication strategy, as unlike static business information, posts create a dynamic and engaging presence.

50% of customers look for promotions or discounts when searching for a business online

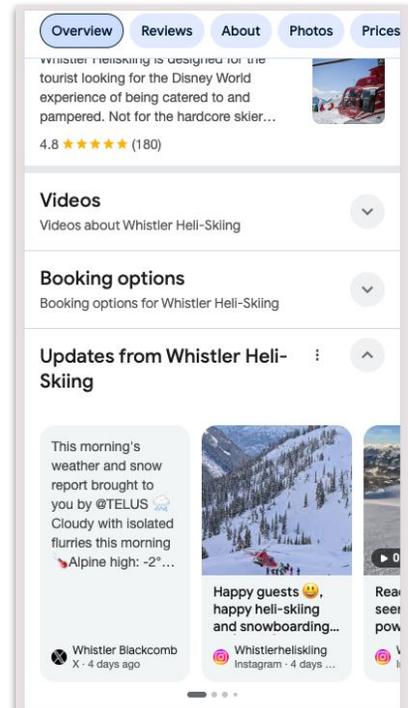
Searches for “unique things to do near me” have grown globally by over **100% YoY**

Crate&Barrel

Case Study: The Power of Google Posts

By adding Google Posts to their GBP with **Uberall**, Crate & Barrel saw:

- Increased Visibility: **+31% Google Map Views** and **+6% Google Search Views**
- Higher Engagement: **Increased foot traffic** into stores and **conversions** based on Google Post promotions



Best Practices

- Include a great visual, description, and date
- Post at least once a week
- Use 3 different Google Post types: **Updates, Events & Offers**

How To Create Google Posts

1. Go to your Business Profile.
2. Select Add Post.
3. Select the post type: Update, Offer, Event
4. Select the elements you want to add to your post.
5. Add info for your post and publish.

[Watch our video tutorial](#)

Add Social Links



Linking your social media accounts to your Google Business Profile enhances your online presence by making it more comprehensive and engaging. This integration allows you to directly display events and deals, and boosts follower growth by featuring links to your social platforms directly on Google.

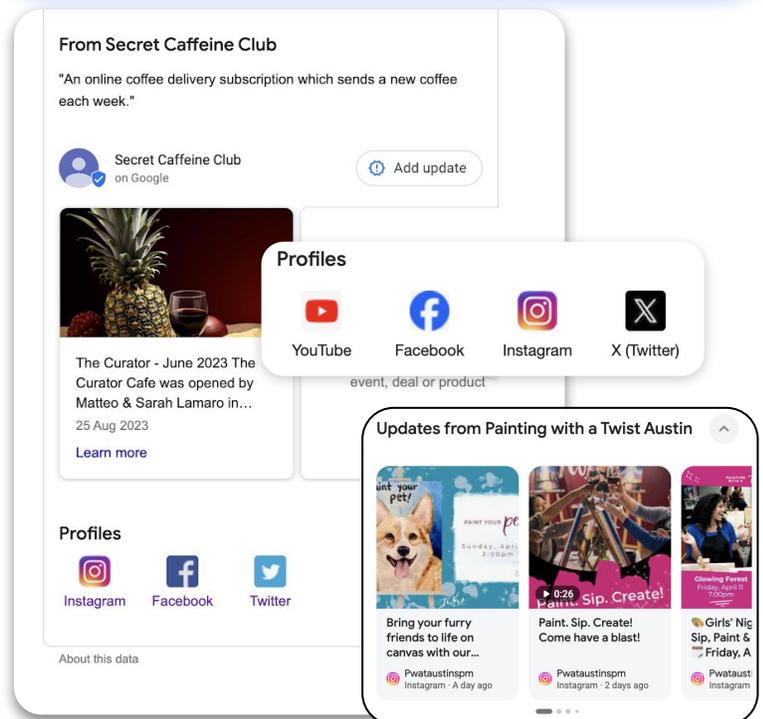


Case Study: The Power of Social

By adding social media links to their GBP with **Soci**, Painting with a Twist saw

- Increased Visibility: **+9% increase in GBP Impressions**
- Higher Engagement: **+10% increase in web clicks and phone calls**
- Cross Platform Discovery: **+14% increase Google-sourced users**

20% of customers check social media pages before visiting a business



How To Add Social Links

1. Go to your Business Profile.
2. Select Edit profile and scroll down
3. Next to "Social profiles," click on pencil icon.
4. Use the dropdown to select social platform and add your link. Prioritize adding Facebook, Instagram, X (Twitter), and YouTube links.
5. To add additional profiles, select Add social profile.
6. Click Save.

[Watch our video tutorial](#)

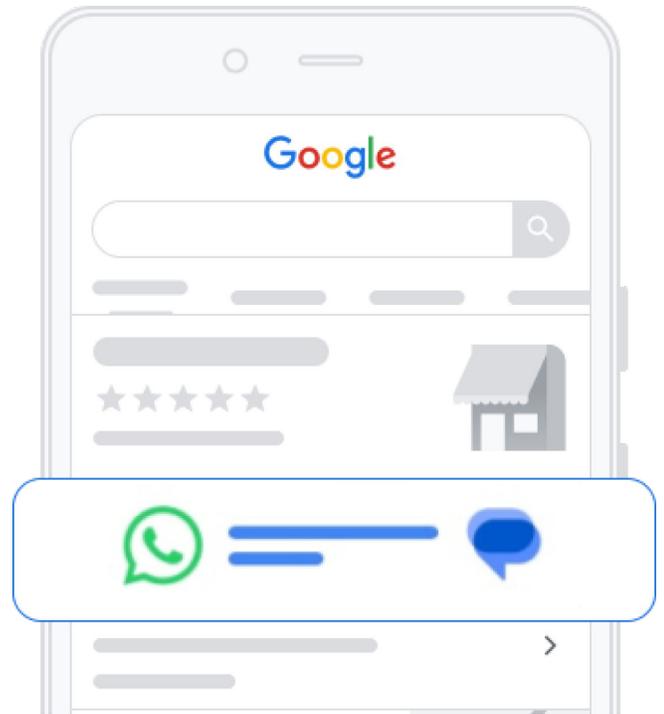
Add Chat WhatsApp & Text Message



Many customers value the convenience and speed of messaging when reaching out to a business.

With Google's chat feature, you can provide a seamless, direct way for customers to connect with you via **WhatsApp or Text Message** right from your Business Profile.

Whether they're asking questions, booking appointments, or seeking support, this feature makes it easier than ever to stay responsive and engaged.



60% said WhatsApp is their preferred chat platform to interact with a store

67% of people prefer communicating by messaging a business to a call or email

How to Add Messaging Numbers

1. Go to your Business Profile.
2. Click Edit profile and then Contact.
3. In the "Chat" section, click the Down arrow.
4. In the drop down that opens, select either Text message or WhatsApp.
5. In the "Number" or "URL" field, add a phone number that can receive text messages or your WhatsApp click to chat URL.
6. Click Save.

[Watch our video tutorial](#)

Manage & Respond To Reviews



Reviews are essential for your business today. Positive reviews act as powerful social proof, building trust with potential customers and boosting your visibility in Google Search and Maps.

Since most consumers read reviews before making a decision, good reviews can be the deciding factor that leads a customer to choose your business.

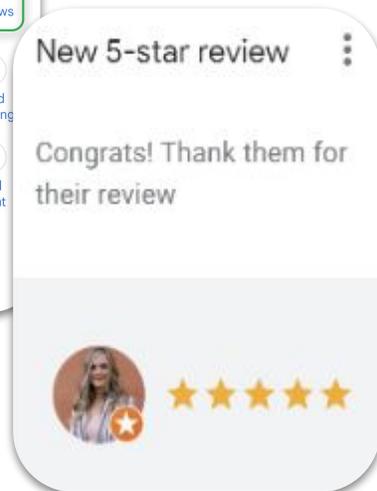
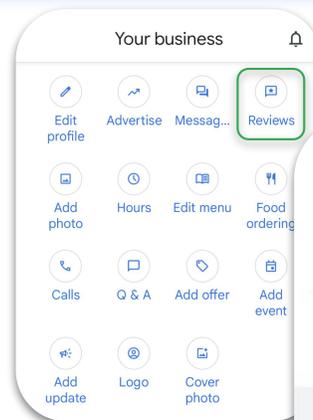
Responding to these reviews, both positive and negative, is equally important as it shows you value customer feedback and builds stronger loyalty.

91% of consumers use reviews to evaluate local businesses

65% of consumers say they are more likely to choose a business that responds to reviews

Create QR codes for reviews directly within your GBP: These easy-to-scan QR codes take customers directly to your Google Business Profile, encouraging them to leave more reviews.

Simply place these codes at your business location – on receipts, menus, or even your storefront window – and encourage customers to scan.



How To Respond to Reviews

1. Find your Business Profile on Google and navigate to the Reviews tab.
2. Locate the review you want to respond to and click Reply next to it.
3. Write your response in the text box.
4. Click Reply to publish your response.

[Watch our video tutorial](#)

Additional Support Resources

1

Google Business Profile Verification

2

GBP Support Options

3

Request & Claim Business Profile

4

Add Multiple Managers

5

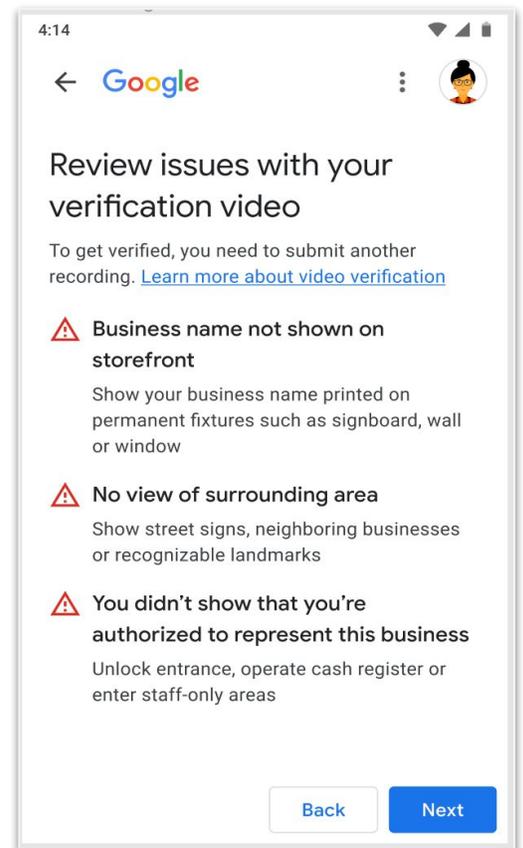
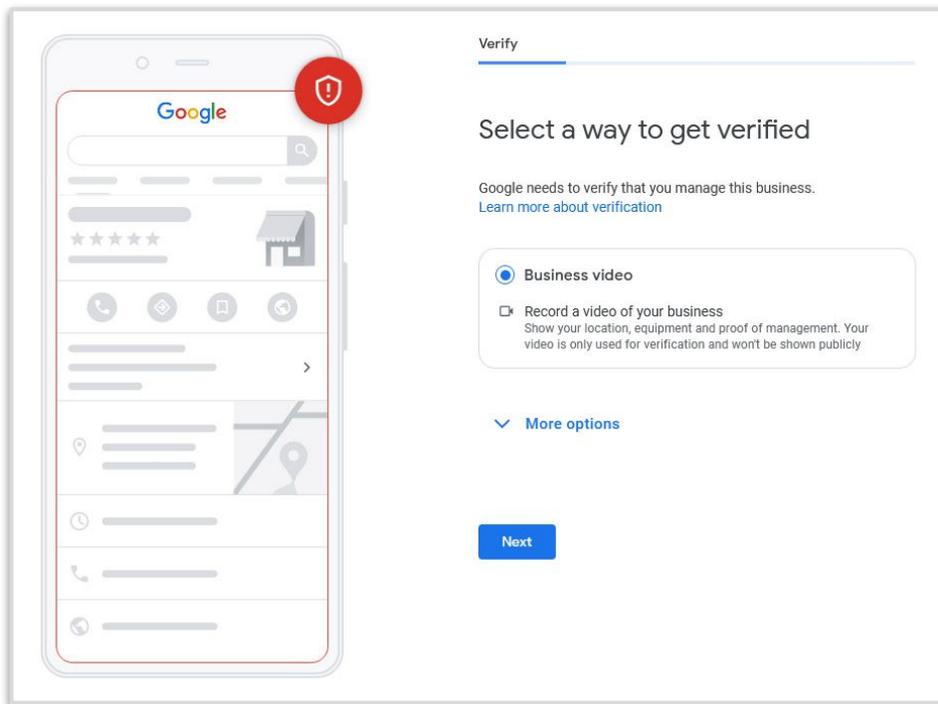
Additional Troubleshooting Links

Business Profile Verification



To edit your business info on Google, such as business name or business hours, and interact with customers, you need to verify your business. Simply search for your business on Google Search or Maps to create or manage your profile.

You can verify your business using one of five available methods. Please note that a specific method is automatically assigned to your business based on your category and cannot be changed. If your video submission isn't initially approved, you'll receive **clear feedback and specific reasons why**, along with tips on what to fix.



 **Note:** Verification review can take up to 5 business days.

[Verify your business on Google](#)

[Watch our verification Must-Knows](#)

[Contact us](#)

GBP Support Options



How can we help you?

Q Describe your issue

1. Start with the [Google Business Profile Help Center](#)

This is the fastest way to solve most issues. It's a comprehensive library of articles and guides that address the most common questions and problems

2. Chat with the AI Help Guide

This interactive experience helps Users find answers to their questions through guided support. *(Currently only available in selected countries)*

3. Use the "Contact Us" Form

If you can't find an answer in the Help Center, you can contact Google's Support team directly.

- Describe your issue in the text box.
- Google will suggest relevant help articles first. If those don't solve your problem, you'll be presented with contact options (often email/form submission).

4. Ask the [Google Business Profile Help Community](#)

The community is an active forum where you can post your question and get help from "Product Experts" who have a deep knowledge of GBP. For complex issues, these experts can sometimes escalate your case directly to Google.

[Help Community](#)

[Contact Us](#)

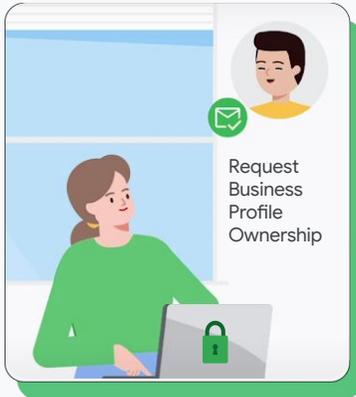
Request & Claim Business Profile



Claim your Business Profile



Managing your business's online presence is essential, and claiming your Google Business Profile is a crucial first step. By doing this, you're taking control of your digital storefront, which **ensures your business appears accurately in Google Search and Maps**. This makes it much easier for potential customers to find you.



If your business **already exists on Google Maps** but you **don't have access to its Business Profile**, you'll need to **submit a request to claim ownership**. This is often necessary if the profile was set up by a past employee or a third-party agency. By going through this process, you can regain full administrative control and manage your online presence effectively.

Once you gain control of your Google Business Profile, you can manage your entire online presence. You can share promotions, respond to customer reviews, upload photos, and ensure key details like your hours and location are always accurate. This not only attracts new customers but also builds trust, giving them the confidence to choose your business.

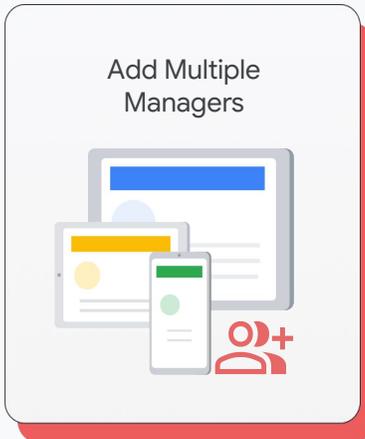
How to Claim Business Profile

1. Go to business.google.com/add.
2. Enter the name and address of your business that you want to claim.
3. Choose your business from the list.
4. Select **Request Access**.
5. Fill out the access request form.
6. Select **Submit**.

How to Transfer Ownership

1. Go to your Business Profile.
2. Select **Business Profile settings** > **People and access**.
3. Select the user you want to transfer primary ownership to
4. Next to "Access", select 
5. Select "Primary owner" > **Save**.

Add Multiple Managers



Trapped because a former employee is the primary owner and manager of your Business Profile? It's a surprisingly common situation. Many businesses rely on just one person to manage their online presence, and when that person leaves, it can create a real challenge because you lose the ability to update your hours, respond to reviews, and post updates - frustrating customers and damaging your reputation.

To prevent issues with losing access, assigning multiple managers to your Google Business Profile is a simple but crucial step. This creates a safety net, guaranteeing continuous access to your most vital online asset. It also allows you to delegate responsibilities and divide the work more efficiently among your team. However, don't let that safety net become a security hole. Make it a habit to check your manager list regularly to ensure only current, essential staff hold the keys to your digital presence.

 While an account can have multiple managers, there can only be one primary owner. This ownership can be transferred to another employee in the event of personnel changes to ensure continuous access and allow for the assignment of new owners and managers.

How to Add owners & managers

1. Go to your Business Profile.
2. Select , then **Business Profile settings**, then **People and access**.
3. At the top left, select +Add
4. Enter an email address.
5. Under "Access," select Owner or Manager.
6. Select **Invite**.

Additional Troubleshooting Links



Additional Troubleshooting Links

ISSUE	RESOLUTION
Lost Access to GBP Login	File a ticket here
Google Business Profile verification	Support article here
Duplicate listing	File a ticket here
GBP suspended	Raise a reinstatement request here
My profile has been hacked	File a ticket here
Incorrect phone number listed on GBP	File a ticket here
Fake reviews on your GBP listing	Before you flag a review, check our content policy and criteria specific to reviews. Reporting a review will not guarantee it will be removed from your listing. You can flag a review by following these steps in your Google Business Profile
Review Extortion	Report here