

# How Hotels can make the most of Google

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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

## How to Optimize for Success



- 1 Business Information**

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

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

A concise overview of your lodging business, its offerings, and what makes it unique, designed to attract potential customers.
- 4 Add Hotel Highlights**

Highlight specific features or amenities of your hotel (e.g., "free Wi-Fi," "Pet Friendly") to provide more detailed information to customers.
- 5 Add Photos & Videos**

Visually showcase your business, room types, on-property amenities, and services to make your profile more engaging and interesting.
- 6 Create Google Posts**

Publish timely updates, offers, or events directly to your Google Business Profile to engage with your audience.
- 7 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.
- 8 Add Chat Links**

Add Whatsapp or SMS Chat, providing direct communication channels for customers to easily reach out and interact with your business.
- 9 Accept Bookings with Free Booking Links**

Make it easy for customers to book and transact by working with a partner to ensure you have room prices and availability visible for easy conversion
- 10 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.

The screenshot shows the 'Business information' page for a business named 'Haven Resort'. The 'Business category' section is highlighted, showing a primary category of 'Resort hotel' and an additional category of 'Hotel'. There is a '+ Add another category' link and a 'See more' button at the bottom right.

## 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.

# Connect Other Businesses

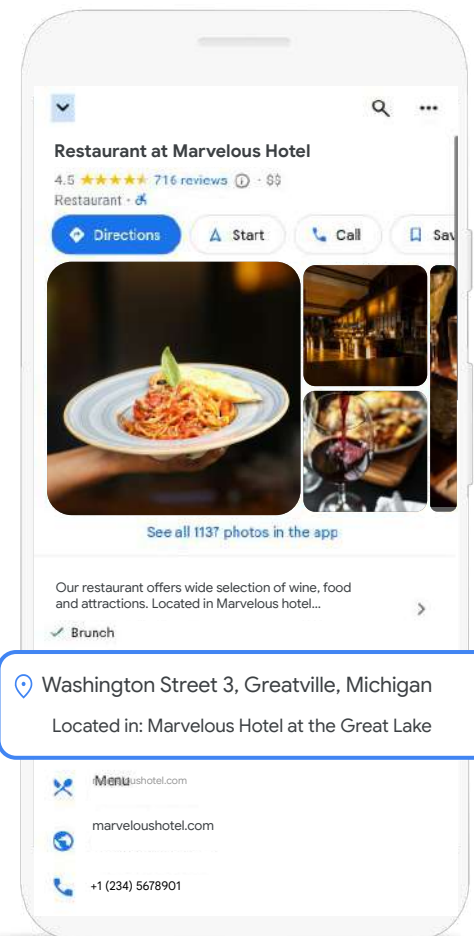
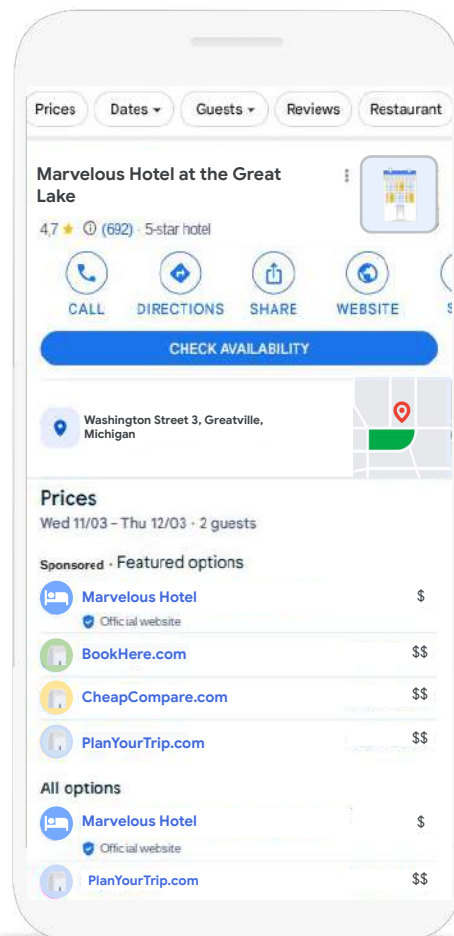


You can have separate Business Profiles for all entities located inside your hotel (like a rooftop bar, a luxury spa, or a boutique shop) this allows each "sub-business" to appear in specific searches and customers can visit without having to be a guest of the hotel.

## Set "Located In"

Linking secondary businesses like spas, restaurants, or boutiques to your hotel's primary Google Business Profile creates a cohesive digital map of your property. This informs guests that these services are physically situated within your building

[Contact support to link a business](#)



## How to Create the Sub-Business Profile

1. Go to Google Business Profile.
2. Click "Add a new Business Profile".
3. Follow the instructions.
4. Select Save.

# Manage Your Hotel Amenities



Google provides a summary of your hotel's amenities that customers can view from Search and Maps. Hotel highlights give potential customers a quick glance at some of your hotel's amenities.

Hotel highlights take the form of bright and colorful icons that appear next to your amenities in the Placesheet. Highlights can include information such as “Pet Friendly,” “Free Wi-Fi,” and “Free Parking.”

United Kingdom → Cambridge CHF 181 • Oct 28–29

Sponsored Overview Prices Reviews Location About Photos

Highlights Restaurant Pet-friendly Great breakfast Near public transit

Great location Modern vibe Great service Air-conditioned

Address 2 Station Square, Cambridge CB1 2GA, United Kingdom Directions

Contact +44 1223 320960 Website

Check-in time 2:00 pm

Check-out time 12:00 pm

Amenities

- Free Wi-Fi
- Bar
- Wheelchair accessible
- No free breakfast
- No hot tub
- No spa
- Air conditioning
- Restaurant
- Kid-friendly
- No parking
- No fitness center
- Pet-friendly
- Full service laundry
- Smoke-free property
- No pools
- Not all inclusive

While Google surfaces most amenities, hotels can directly edit certain attributes in their Business Profile, such as Hotel Information and check-in/check-out times.

## How to Manage Your Hotel Amenities

1. Go to your Business Profile.
2. Select Edit Profile.
3. Select Hotel Details. This will open a separate tool to edit the info.
4. Search for the attribute you want to add and fill in the information.
5. Select Save.

# Add Photos & Videos



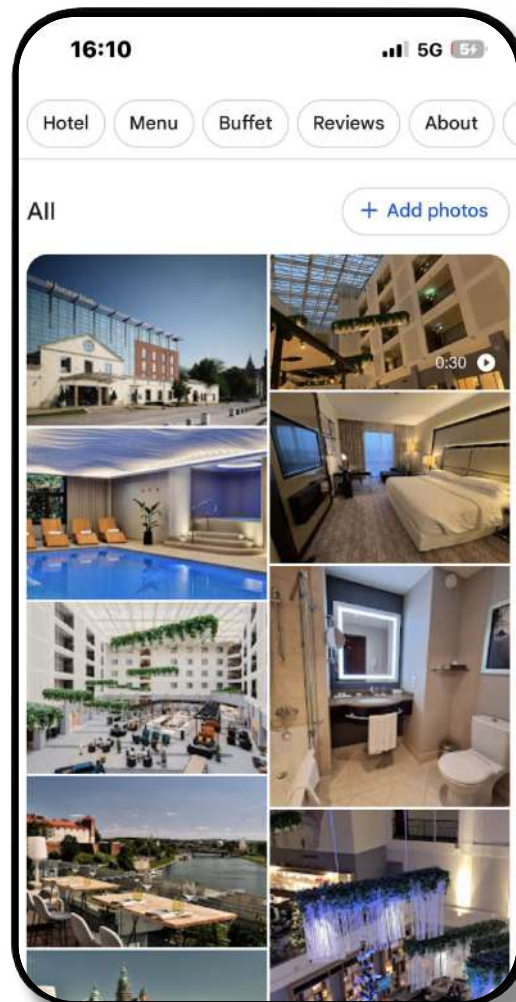
## If your business profile could talk, what story would it tell?

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

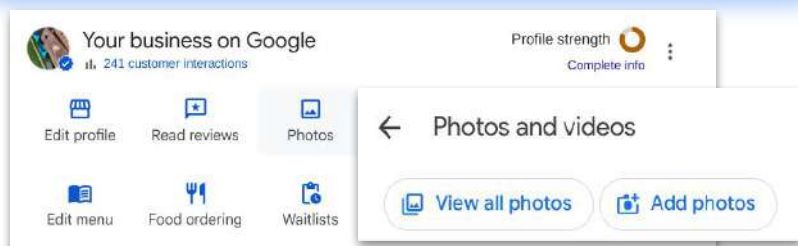
**90% of people** are more likely to visit you if you have photos of your business on Google Search and Maps

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



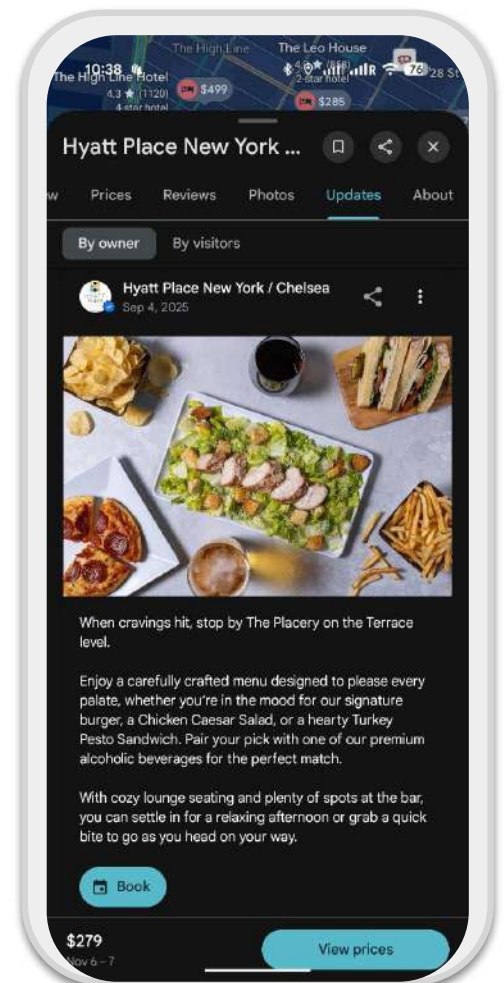
As people increasingly search Google for fresh, local information, it is important to share timely updates, events and offers to help your business stand out to potential customers on Google Search and Maps. Consider Google Posts as part of your communication strategy, as unlike static business information,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

## Best Practices

- Include relevant keywords (i.e. Happy Hour, Weekend Escape Package)
- 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



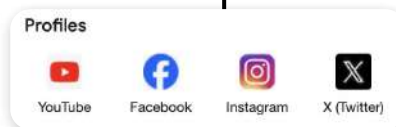
Linking your social media accounts to your Google Business Profile enhances your online presence by making it more comprehensive and engaging. This integration allows you to directly display events and deals, and boosts follower growth by featuring links to your social platforms directly on Google.



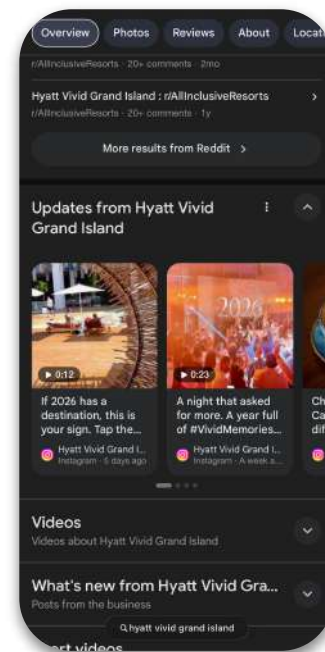
## Case Study: The Power of Social

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.

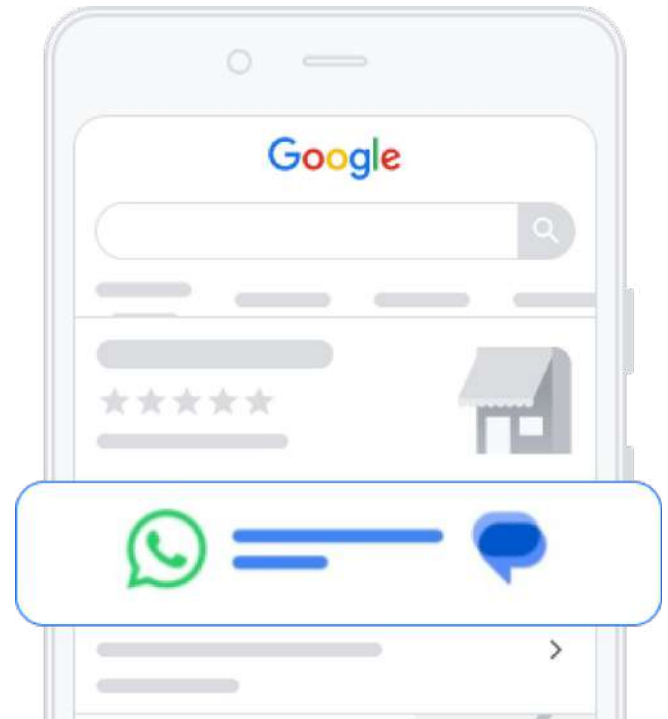
[Watch our video tutorial](#)

# 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 with your audience.



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

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](#)

# Enable Free Booking Links

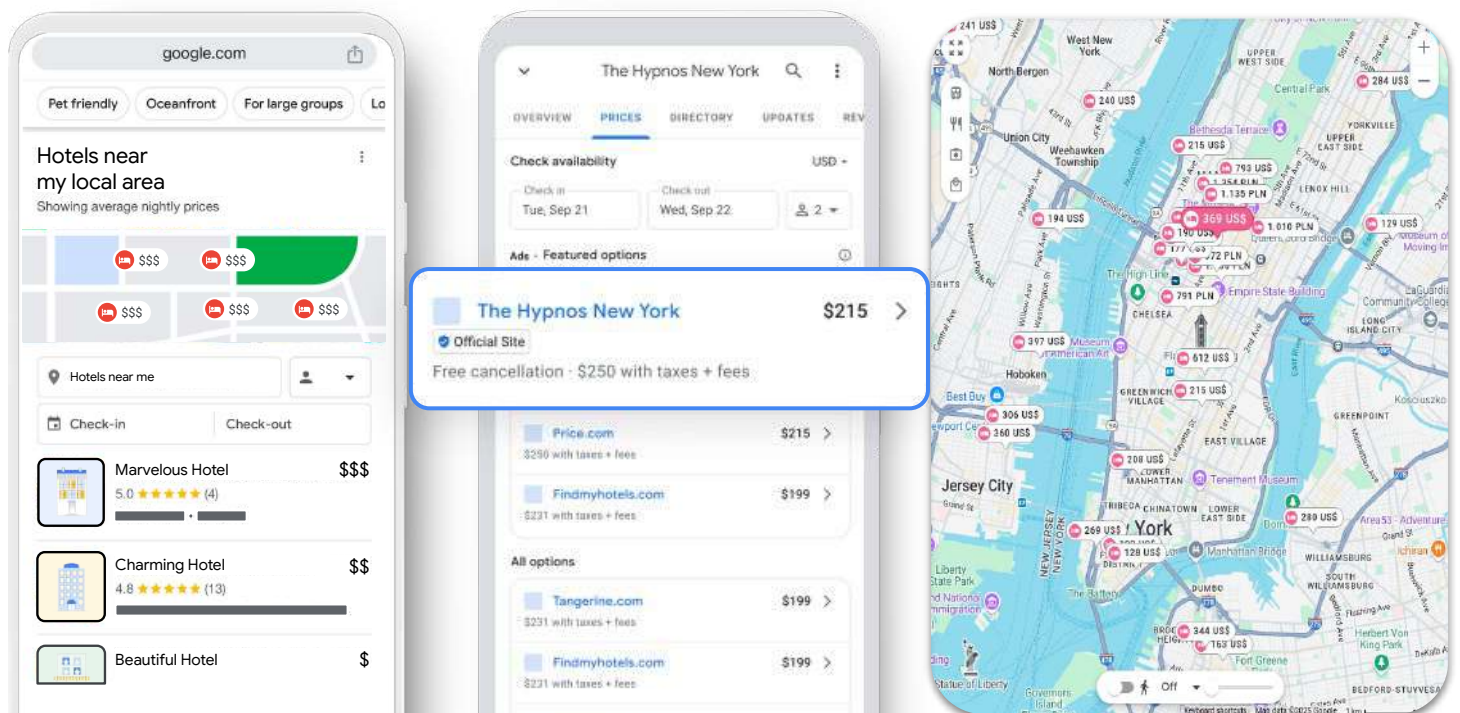


Millions of travelers around the world search for Hotels on Google. Free Booking Links allow hotels to display their direct booking rates to potential customers.

By partnering with leading connectivity providers worldwide, we've simplified the integration process for Free Booking Links. This ensures that hotels using an integrated partner can easily activate the feature, regardless of whether they advertise on Google Ads.

**30% Incremental direct bookings** via Free Booking Links for Hotels with over 100 organic clicks.

**12+ Incremental bookings** per month per Hotel from Free Booking Links for Hotels with over 100 organic clicks per month.



Find [your partner](#) to enable rates.

# 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.

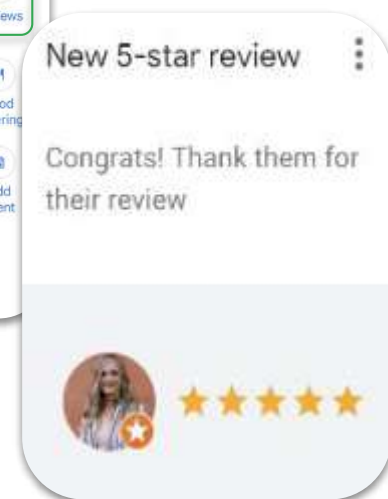
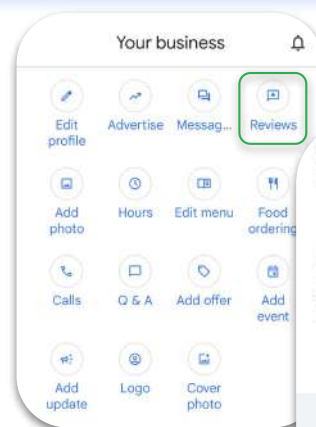
Responding to these reviews, both positive and negative, is equally important as it shows you value customer feedback and builds stronger loyalty.

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**

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**2** **GBP Support Options**

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**3** **Request & Claim Business Profile**

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**4** **Add Multiple Managers**

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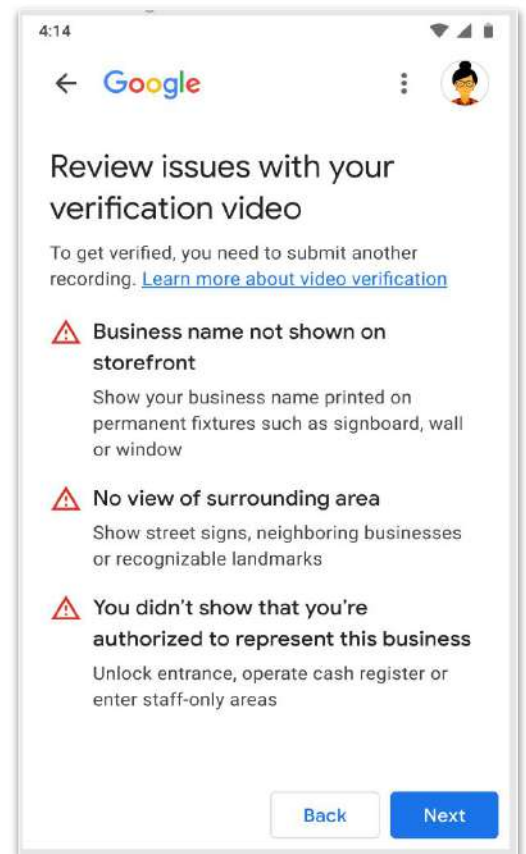
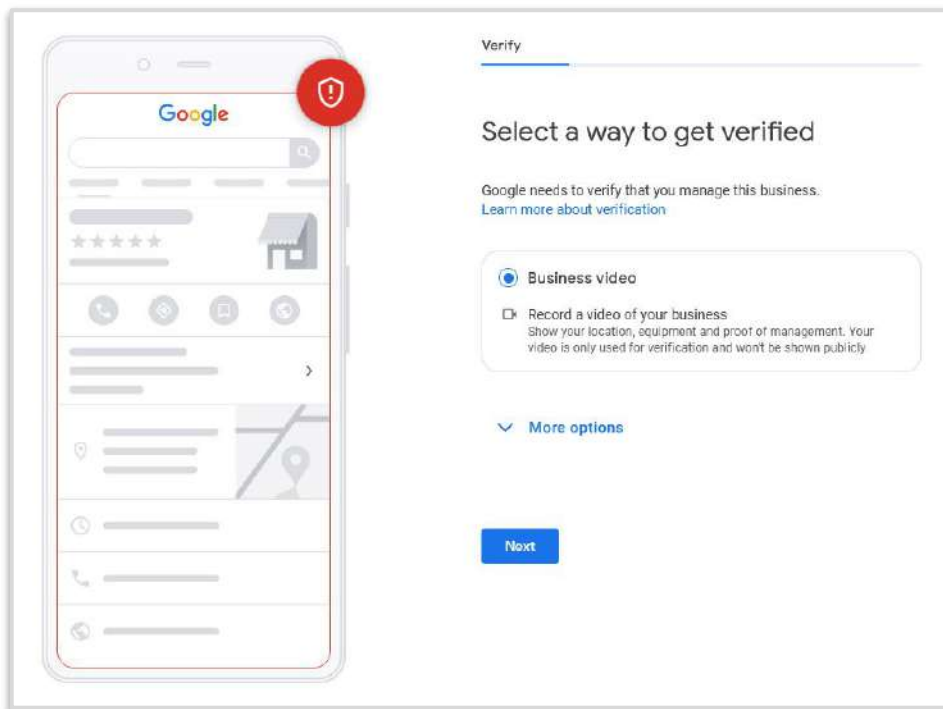
**5** **Additional Troubleshooting Links**

# 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?

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).

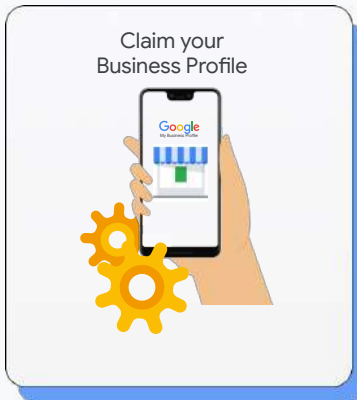
## 4. Ask the [Google Business Profile Help Community](#)

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.

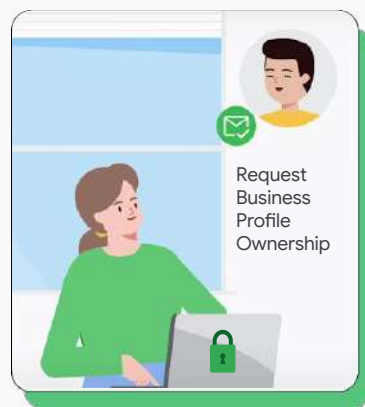
[Help Community](#)

[Contact Us](#)

# Request & Claim Business Profile



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.

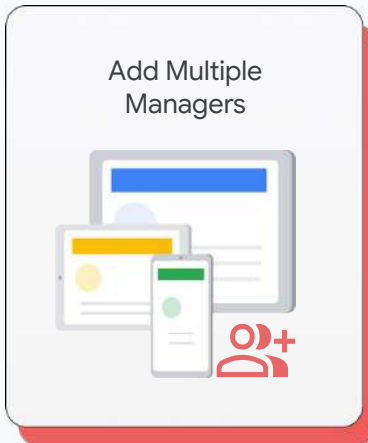
## How to Claim Business Profile

1. Go to [business.google.com/add](https://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 <a href="#">here</a>
Google Business Profile verification	Support article <a href="#">here</a>
Duplicate listing	File a ticket <a href="#">here</a>
GBP suspended	Raise a reinstatement request <a href="#">here</a>
My profile has been hacked	File a ticket <a href="#">here</a>
Incorrect phone number listed on GBP	File a ticket <a href="#">here</a>
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 <a href="#">these steps</a> in your Google Business Profile
Review Extortion	Report <a href="#">here</a>