**Morgan County Businesses**

**Would you like to have a great Google Business Profile?**

Traveler sentiment research is aligning around one particular theme: inspiring consumer confidence that destinations and businesses are open and following best practices for health and safety is key to success right now.

The Tennessee Department of Tourist Development is happy to announce **two virtual workshops** to provide instructional content to optimize the online presence of your business. Please register for each below. Whether or not you attend the session, **you will receive a recording to engage on your own schedule. You can also choose to attend a group session for the 2nd workshop on 10/19. This will be held at the American Legion at 11:00 AM. Please arrive by 10:45 AM.**

 **Your Google business profile is the single largest source of organic (non-paid) exposure for your business online and better business profiles ultimately drive more visits, resulting in more customers**.

The great news is that having a great Google business profile is not that hard, if you know how.

Miles Partnership is a strategic marketing company focused exclusively on travel and tourism. They’ve worked with hundreds of destinations and hospitality businesses around the world, and have developed a tactical workshop to assist in navigating the Google My Business platform. It’s built on a best-practices study of over 50,000 business profiles and rather than you studying all that yourself, come along to this workshop and just get the key takeaways - including simple, easily-actioned quick tips.

**It’s crucial to any business to be managing the information that appears on their Google business profile, for the sake of both current and future customers**. It doesn’t require hours of your time or a degree in Digital Marketing, just some insider knowledge on how to claim your listing, complete it and update it so you can be in that top 10% of businesses too.

You need to register as soon as possible! Click below on the writing in blue to register for each session.

**Note: Times below are Eastern Time**

**October 12 11:00 AM ET**

[Google My Business: Fundamentals](https://docs.google.com/document/d/1CeAoM4_NreG3ea1ahMBqWIgi-H9ZM9ELmnU6OGZdk9s/edit?usp=sharing)

 What is your Google business profile

 How is it surfaced in Google search and travel products

Claiming and verifying your business profile

 Keeping core business information current

Overview of tools available in Google My Business

**October 19 11:00 AM CT**

[Google My Business: Maximizing Exposure](https://milespartnership.zoom.us/meeting/register/tJYvf-GrrTkuGdK_I0E27R6a1K6u841GOT6a)

 Utilizing Posts for updates

 Responding to reviews

 Managing images, 360s & video

 Responding to customer questions

 Understanding Insights data

 Businesses can book **one-on-one sessions** with Miles’ Program Specialist for assistance with claiming their Google Business profile or other questions surrounding GMB, Yelp and Tripadvisor. Miles will help resolve issues with Google directly. Schedule your appointment [here](https://meetings.dialpad.com/room/miles_googledmo)