

USING GOOGLE TO DRIVE YOUR ONLINE SALES



TOURISM NT

Questions on Social Media & Online Booking Systems?

contact Ian in Tourism NT e-Enablement team, ian.crawshaw@nt.gov.au

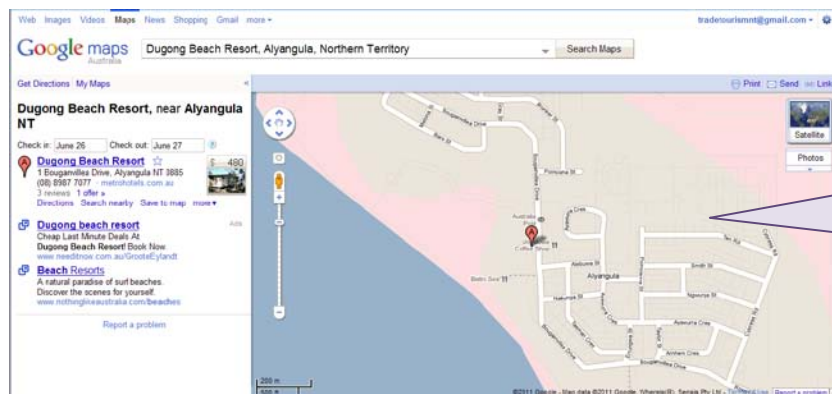
Google Places & e-Commerce

Have you claimed your Google Place? <http://maps.google.com.au/maps>

Go to this address



When using Google maps and zooming in, you will see place marks and business names. When the place pins or business names are clicked, information on the business opens up on a business listing.

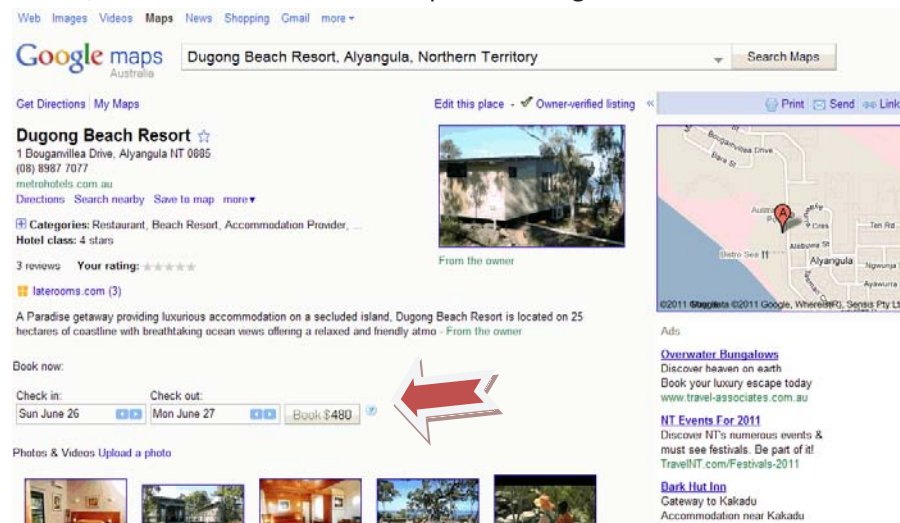


Click on the red pinpoint to see where your business is located on the map

How does it help my business sell?

Just seeing what's around on a map will make a customer more likely to visit because they can see you are in the geographic area they are looking at.

When the customer opens up the business listing page, they will see photos of the business, the full details, customer reviews and a map of how to get there.



You can add links to your web page and booking button as well as specials

Your address and phone number is listed, even with click to phone, plus a live link to your webpage. You can even use this link to navigate web browsers directly to your own online booking page.

GENERATE ONLINE VOUCHERS FOR SMART PHONES - EASY!



TOURISM NT

There is also a facility for business owners to set up a voucher system offering incentives and special deals through the business page that is sent directly to the customer's smart phone and is presented on check-in or booking.

Offers

✂ 10% Off Best Available Rate

Enter "Google" Code for 10% off BAR Get 10% Off the Best Available Rate when you enter the word "Google" into the Booking Code section - Must be booked online at www.MetroHotels.com.au

Expires: 30 Jun 2011 - google.com.au

SEO & Google Places

Google's algorithms for localised search results have been evolving, together with Google Places. When the Google search engine makes the assumption that you are looking for localised business listings, it will return local results, not simply the highest rated listing of that business category nationally. So if you are listed on the map and as a Google place, you will be much more likely to appear on the results page, which are now more detailed with photographs and star ratings from customer reviews.

In addition there is a new search filter for Google searchers – web users can apply the Google Places search filter. Places is the new replacement for Maps, the old Google map search result page.

There is also Places Mode results which is mixture of organic assumed local results plus other listings in the region, to offer wider scope for localised listings.

The results are local and they are organic. Smaller businesses can no longer be edged out by international companies muscling in on search results because of their bigger spend on SEO and domination through Ad Words auctioneering. ***Important** – you don't even need to have a website to take possession of your Google Places business name.

How much does it cost?

It is free.

How do I start?

Create a Google account if you do not already have one.

What is the process?

Look at the map where your business is located and see if your business is marked. If it is already marked, click on the more information link and you will see in the right-hand corner.

"Business Verified Listing" which means you or someone in your company has already verified the listing, or **"Business owner/ Verify Your Listing"** (This means you have not taken ownership yet). Click on this link and start the process of claiming your business listing. If you do not yet have a Google account, you will be prompted to create one. This is a free service. **If your business is not already listed on the Google Map, then you will need to create the listings on Google Maps and claim your listing.**

CLAIM YOUR GOOGLE BUSINESS PLACE NAME



HOW TO CLAIM YOUR GOOGLE MAP BUSINESS LISTING

1. Click on the place mark on Google Maps of your business
2. In the right hand side, click on the "Business Owner"?

The screenshot shows the Google Maps interface for Charles Darwin National Park. The search bar contains 'Charles Darwin National Park, Darwin, Northern Territory'. Below the search bar, there are links for 'Get Directions', 'My Maps', and 'Edit this place - Business owner?'. A red arrow points to the 'Edit this place - Business owner?' link. A callout box labeled 'Business Owner' points to this link. The listing includes a photo of the park, a map, and various details such as address, phone number, and category. There are also links for 'Panoramio', 'Photos', and 'Report inappropriate photo'.

3. Follow the instructions to either log in with your existing Google account or create a Google Account.

The screenshot shows the Google Accounts login page. The page has a header with 'Google accounts' and a sub-header 'Sign in to personalize your Google experience.' Below this, there are instructions on how to sign in. On the right side, there is a sign-in form with fields for 'Email' (tradedtourism@gmail.com), 'Password', and a 'Sign in' button. A callout box labeled 'Account Login' points to the sign-in form. Below the sign-in form, there is a link for 'Create an account now'.

4. When filling in the details make sure there is a postal address at which you can receive a Google Postcard, which will have the details of your owner's pin code or you can verify this by having the pincode sent via SMS or email.

CREATE NEW GOOGLE PLACE NAMES FOR ALL YOUR BUSINESSES



TOURISM NT

Google places

Move place marker

5. The final stage is verification. You can request your pincode to be sent to you by SMS, mail or email.
6. You have the option at this stage to move the place marker to where the business actually is, update details, upload new photos/videos. These changes, however, won't go live on the internet until your owner's verification Google pin code has been sent to you.
7. Once you have received your Google Pin code verification, log into your business account and enter the pin number. The account is now yours and your changes will be published live on the internet instantly.

Can't find yourself on Google maps....?

HOW TO CREATE YOUR GOOGLE PLACES BUSINESS LISTING

Tourism Operator of a Single Business

- 1) Navigate to Google.com/places
- 2) Log in with your Google account name. If you do not have a Google account, set one up from the link there, it takes about 5 minutes.
- 3) Once logged into your account, go to List Your Business
- 4) Fill out the online forms with relevant information
- 5) Choose the method of delivery for your validation notification. If you choose the postcard option, it can take a few weeks. Choose the Mobile Phone SMS for quicker delivery.
- 6) You have the option at this stage to move the place marker to where the business actually is, update details, upload new photos/videos. These changes, however, won't go live on the internet until your owners verification pin code has been sent to you.
- 7) Once your account is validated, go back regularly and update with new photos, videos and comments. You can take advantage of a free facility, Mobile Phone Vouchers for your business. You can offer special deals, or incentives, for guests who have found your hotel through Google Maps. They present the voucher on their mobile Phone e.g. a free bottle of wine on check in, 10% off on a Wednesday evening etc.

Tourism Operator of Multiple Businesses e.g. chain of hotels or restaurants

- 1) Log into your Google account
- 2) List your multiple businesses (can import from excel file)
- 3) This will give you a business page which will list all your businesses in one place.