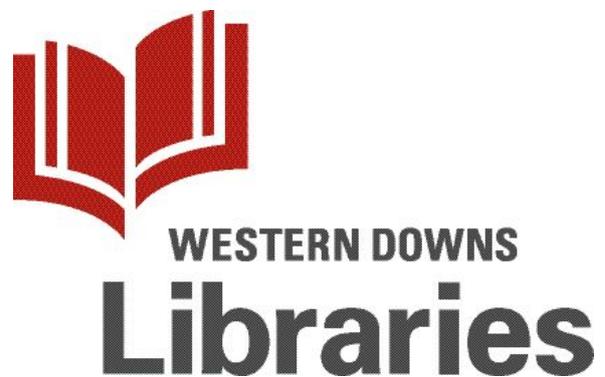


How to...

'Google My Business'

Give it a go eBook



DISCLAIMER

The information in this workbook and workshop is provided for general information only and should not be taken as constituting professional advice from Western Downs Libraries.

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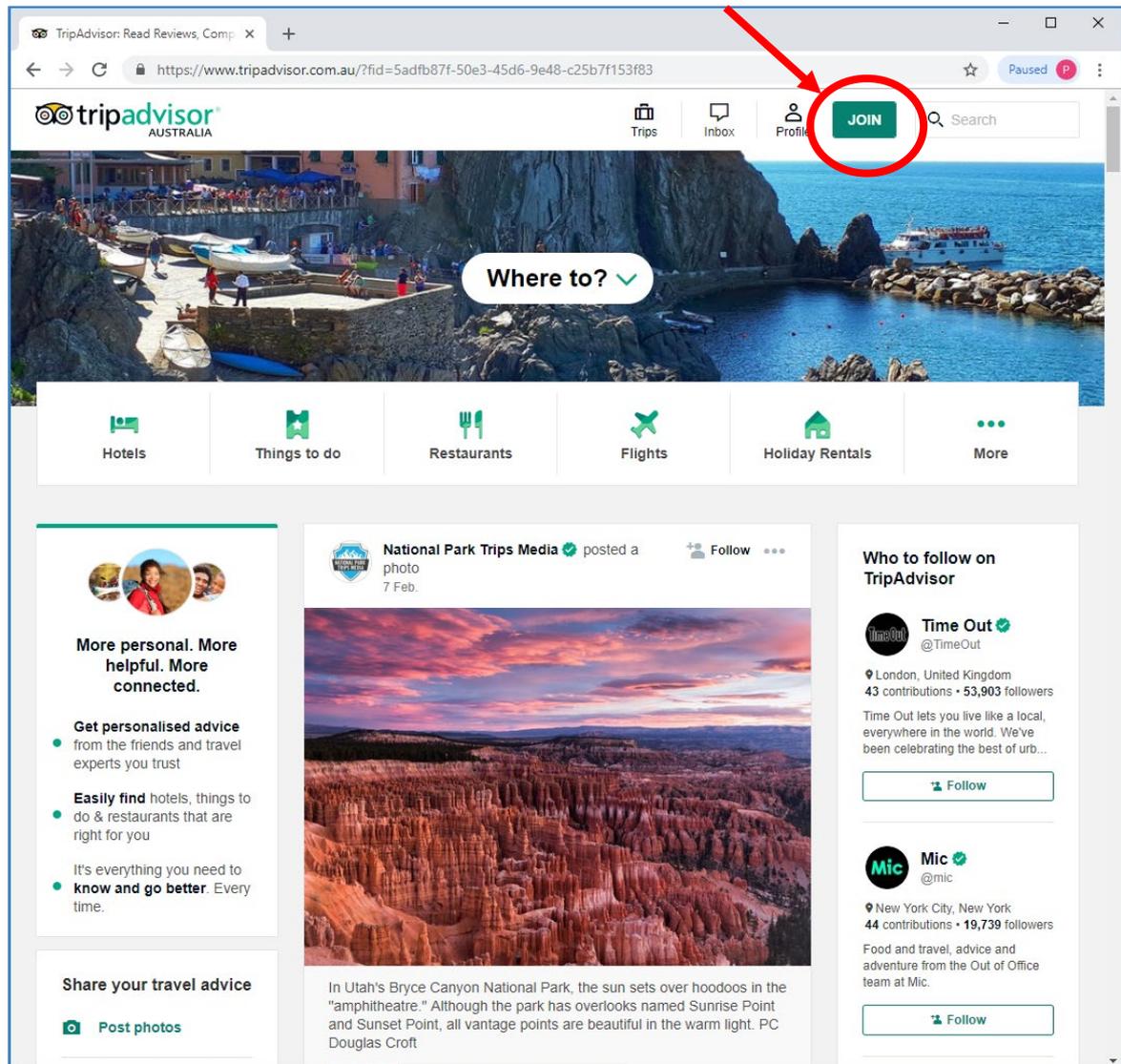
Give it a Go!

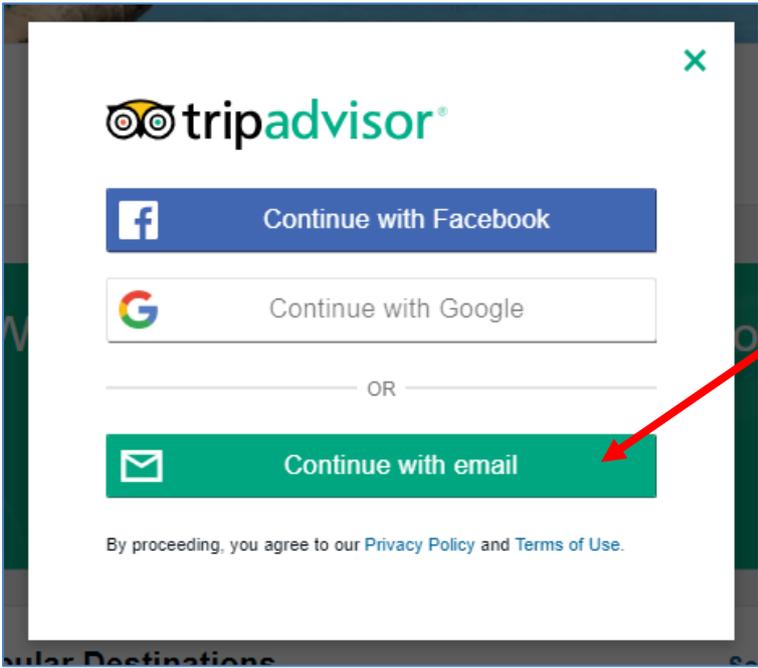
TripAdvisor

TripAdvisor - Claiming your business

You can use TripAdvisor to find places to stay, eat, and go, without having an account, but if you want to contribute to the website in any way, you will need to sign up for an account.

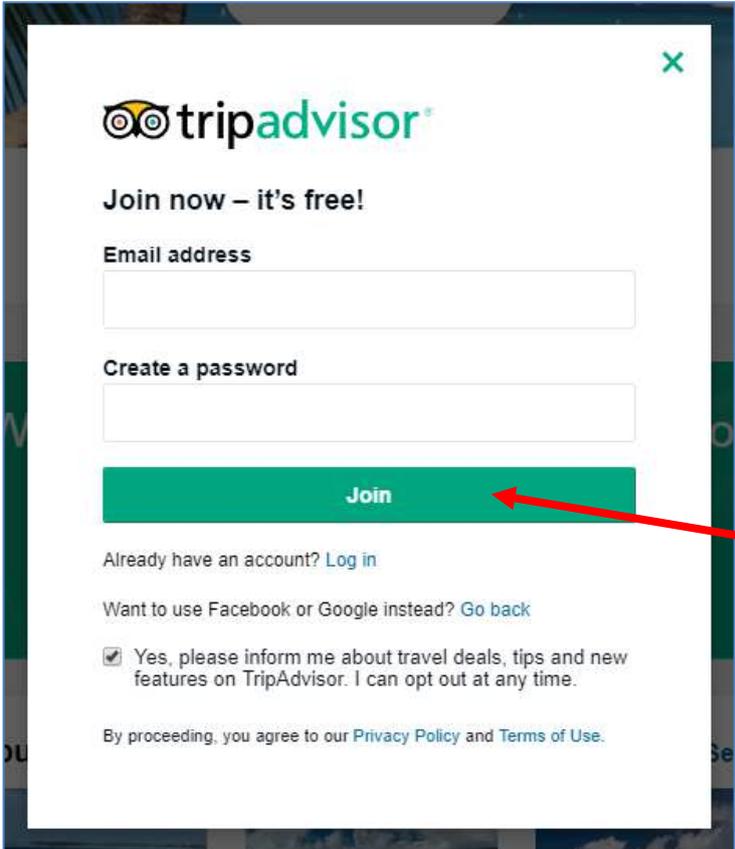
1. Go to www.tripadvisor.com.au. Click the Join button.





Click to Continue with email.

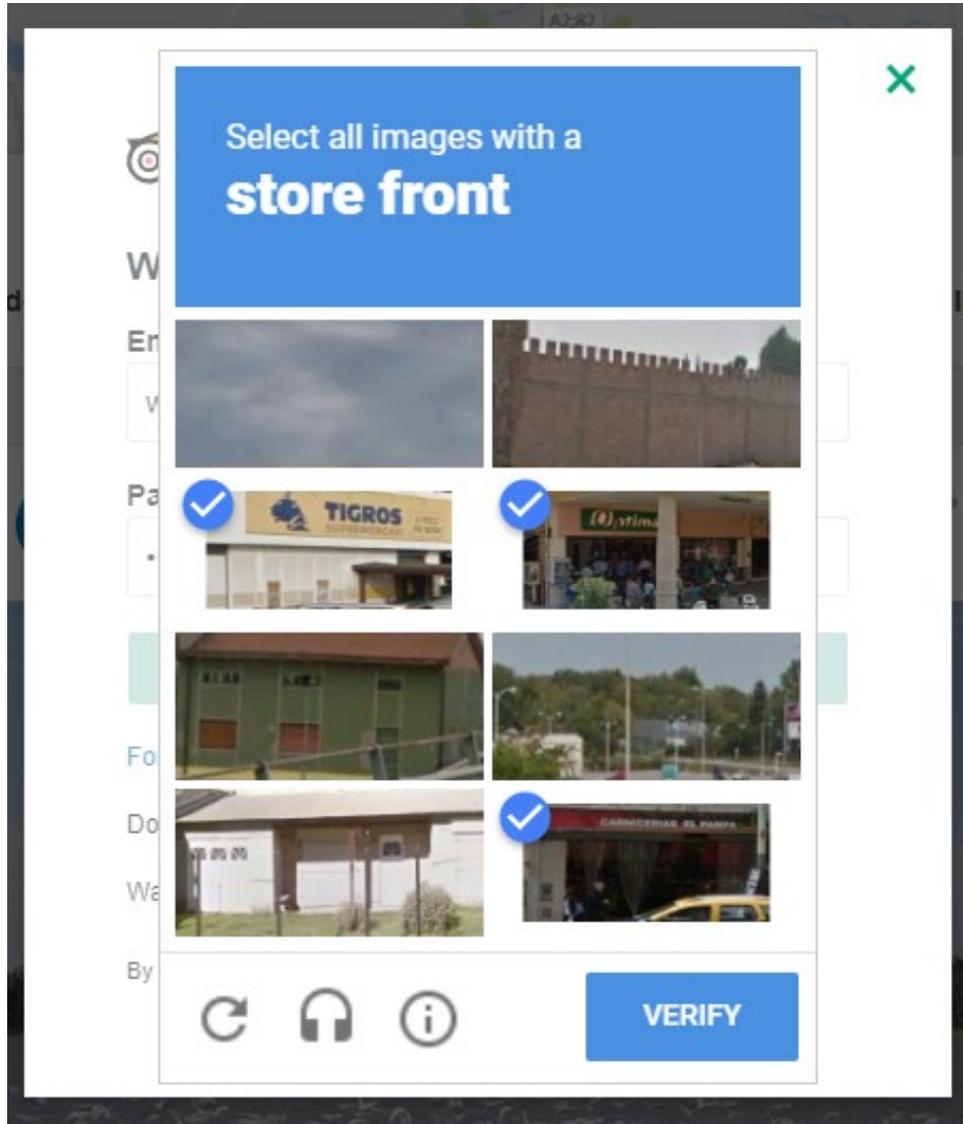
Type in your email address and then type in a password.



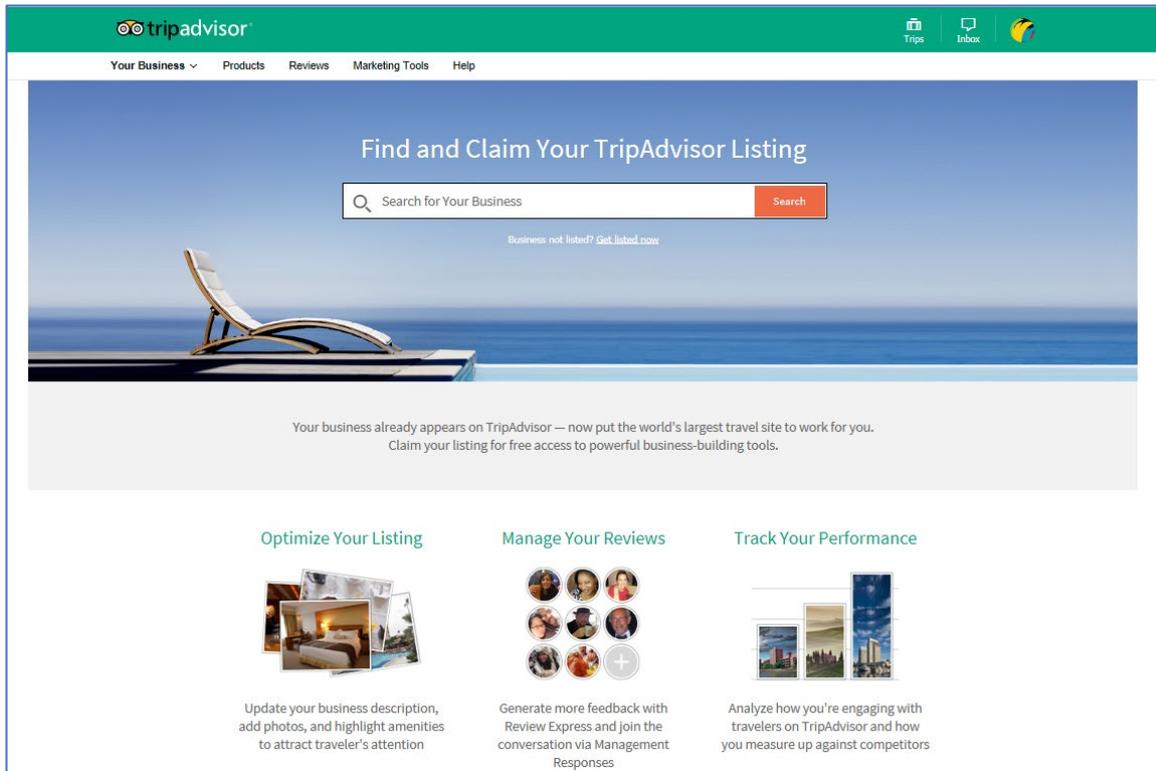
Click the Join button.

When you log in, you might get some "captcha" security measures.

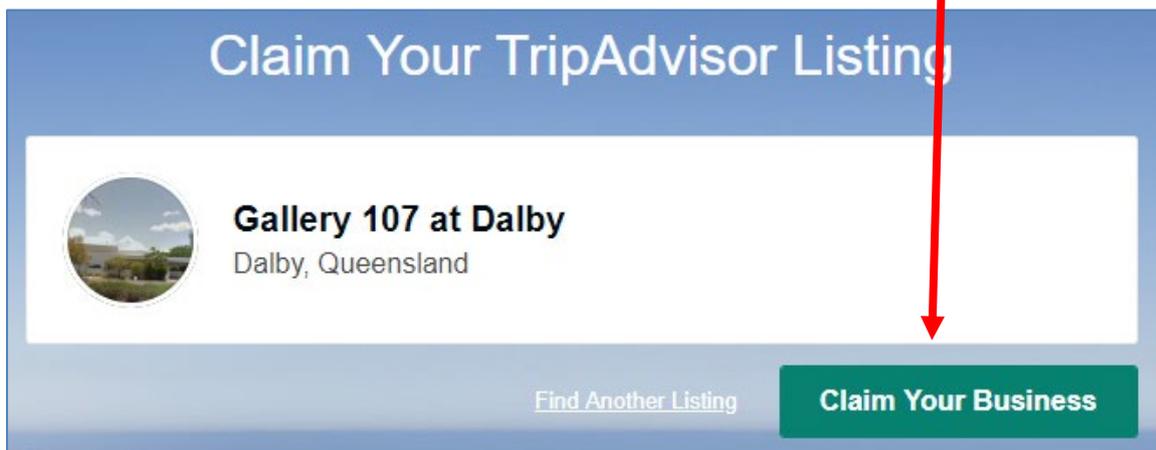
They may not display correctly on mobile devices, so if you are having trouble logging in, try changing to a desktop computer.



2. To claim and manage your business listing, go to:
<https://www.tripadvisor.com.au/Owners>.



Search for your business. If you find a listing, you can click the "Claim your business" button.



You will be asked to verify that you are the owner.

Fill out the missing details in the form and click Continue.

[×](#)



Gallery 107 at Dalby

107 Drayton St, Dalby, Queensland 4405 Australia

Claim Your Listing

In order to increase security levels, prevent instances of fraud and ensure the best experience for all business representatives, TripAdvisor requires business registration and verification.

First Name *	Last Name *
<input type="text" value="Webmaster"/>	<input type="text" value="BBCC"/>
Business Phone *	Business Email
<input type="text"/>	<input type="text" value="webmaster.bbcc@gmail.com"/>
Role at Business *	Preferred Email Language *
<input type="text" value="Select one"/>	<input type="text" value="English - US"/>

Get notified by email about new reviews and traveller questions for your business.

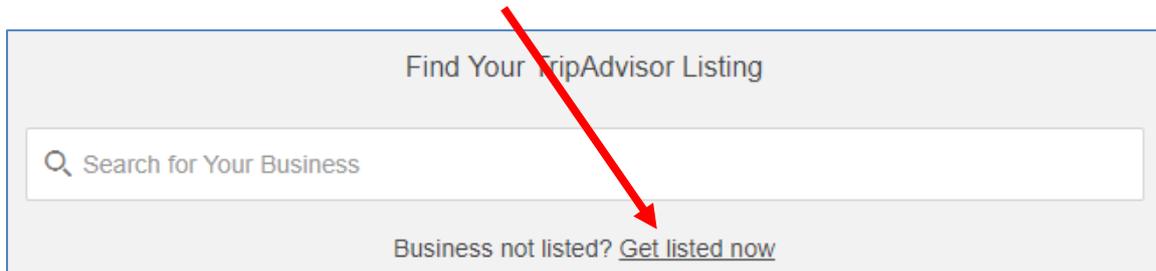
Please click the statements below to indicate you understand and accept these terms.

I certify that I am an authorised representative or affiliate of this establishment and have the authority to register as a business representative. The information I have entered into this form is neither false nor fraudulent. I also understand that TripAdvisor may disclose my name and affiliation to other verified representatives of this establishment.

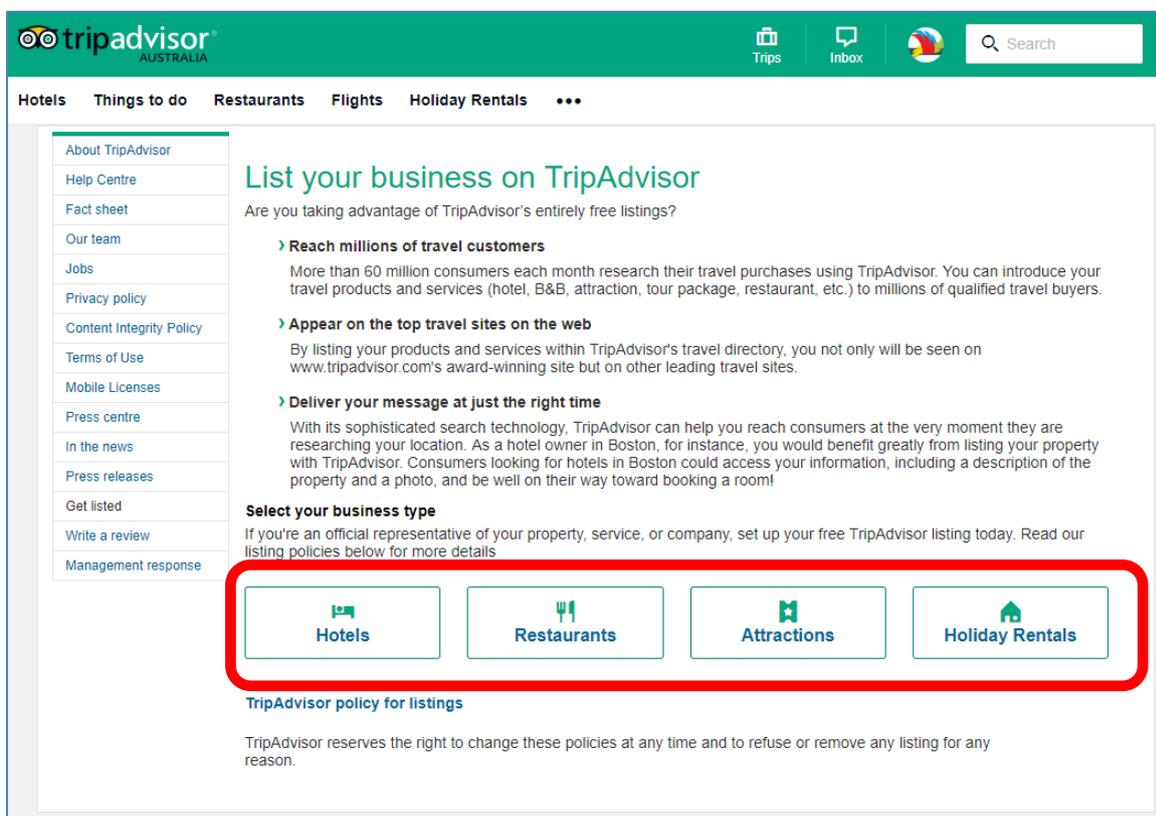
I have read and accept TripAdvisor's [Terms of Use](#) and [Privacy Policy](#).

Continue

3. If your business is not listed, you can add it to TripAdvisor yourself. Click the "Get listed now" link.



Select the TripAdvisor category that best fits your business.



Fill out your business details in the listing form.

tripadvisor Trips Inbox Search

Hotels Things to do Restaurants Flights Vacation Rentals Cruises Rental Cars ...

List a restaurant on TripAdvisor

Read the complete TripAdvisor policy for restaurants.

Your information

Name * Email * [Need to correct an existing listing?](#)
This page is for adding new listings. To update or manage an existing listing, please visit the Management Center

What is your role at this business? *

Listing information for your restaurant

Official business name * Country *

City/Town, State/Province/Region *
 Your city is not listed

Zip code/postal code

Street address * [Additional address information](#)

Map Location (drag and drop the map marker as needed)
When possible, it is best to place the map marker at the main entrance of the business. If there is not a main entrance, place the marker in the geographic center.

Map Satellite

Make sure you check that the map pin is located correctly.

Click the Next button, to open up some more fields for you to fill out.

ar folder. Or import from another browser. Import favorites

bellbunyacommunitycentre@gmail.com www.bellcommunitycentre.com.au

Facebook Page
https://www.facebook.com/BellCommunityCentre

Category *
 Sit down Café Fast food

Cuisine * (Select up to 5 cuisine types)
Add another cuisine type

General price range of meal *
Enter minimum and maximum meal cost per person, excluding drinks, tax and tip
7 to 15 AUD Australian Dollars

Description of your restaurant
400 character limit
Bell Bunya Community Centre is a multi-purpose facility located in Bell, Qld. We're best known for our coffee, homemade pickles and preserves, and scones like your Grandpa used to bake! Set in a quiet, relaxing garden setting.

Add a description in another language

Choose a photo to represent this listing
Image File: Browse...

Submit this listing
 Get notified by email about new reviews and traveller questions for your business.
 Check this box to certify that you are an official representative of the property for which you are submitting this listing and that the information you have submitted is correct. In submitting a photo, you also certify that you have the right to use the photo on the web and agree to hold TripAdvisor harmless for any and all copyright issues arising from your use of the image

Submit >

tripadvisor AUSTRALIA know better book better go better
© 2019 TripAdvisor LLC. All rights reserved. Terms of Use | Privacy Policy | Site Map
* TripAdvisor LLC is not a booking agent and does not charge any service fees to users of our site... (more)
TripAdvisor LLC is not responsible for content on external web sites. Taxes, fees not included for deals content.

EXPLORE
About Us
Help Centre

CURRENCY/REGION
\$ AUD
Australia

Click the Submit button. You might need to wait a few days until your edits have been approved by TripAdvisor.

4. Once you have your business listing, you can add extras to your profile, such as photos of your business, your products, and your services.

tripadvisor AUSTRALIA

Add Photos

BASIC SUBSCRIBER ⓘ **PROMOTE YOUR PAGE**

Bell Bunya Community Centre [View on TripAd](#)

0 Reviews

BUSINESS DETAILS Edit

📍 Lot 71 Maxwell Street, Bell, Queensland 4408 Australia
 ☎ +61 7 4663 1087
 🌐 <http://www.bellcommunitycentre.com.au>
 ⌚ + Add hours
 📄 + Add menu link

Make sure diners see your page at its best
 Stand out with exclusive Premium features
Upgrade Now

Update your business hours **Update Now**

Choose a primary photo **Choose Now**

Create a Storyboard **Get Started**

Pin a Favourite Review **Learn More**

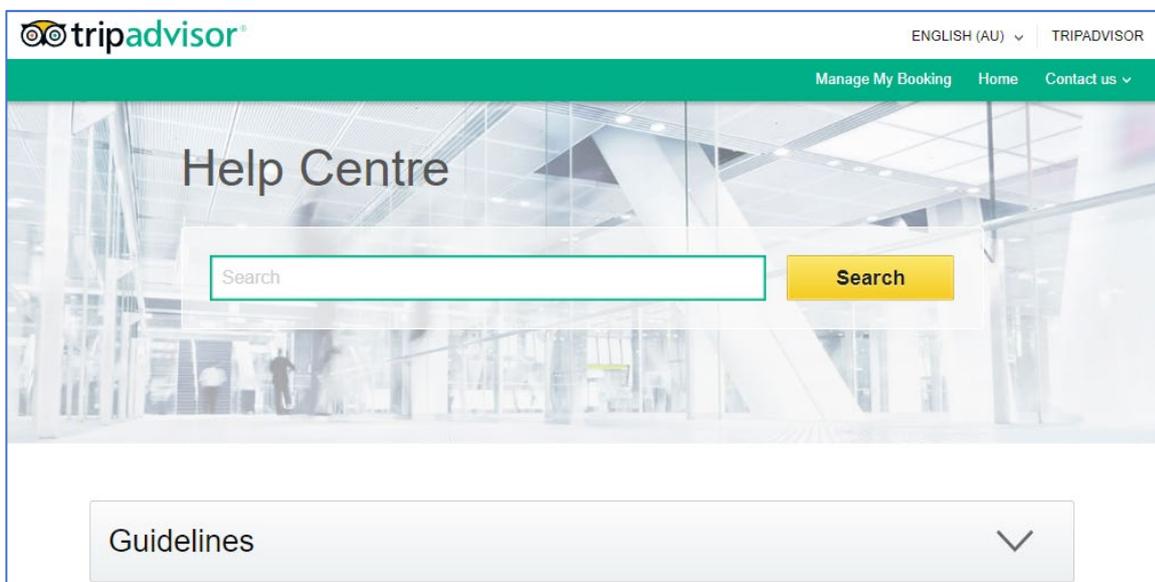
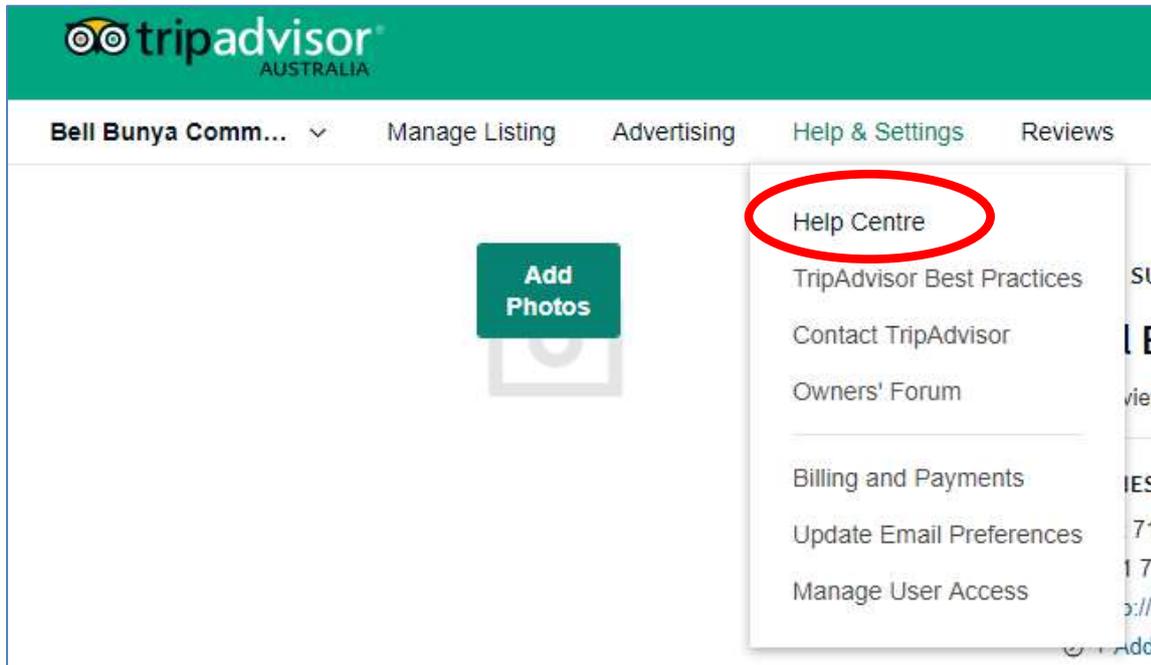
Promote your page **Learn More**

Changes may take up to 5 working days to appear on TripAdvisor.

Performance Trends [See all](#) last month to previous period

CUSTOMER ACTIONS	PAGE PERFORMANCE	REVIEW PERFORMANCE
January 2019 vs. December 2018	January 2019 vs. December 2018	January 2019 vs. December 2018
🔒 0 booking clicks ⓘ	🔒 0 appearances in search results ⓘ	🔒 0 new reviews ⓘ

5. Check out the TripAdvisor Help Centre for business owners.
Hover over the "Help & Settings" menu, and then click on "Help Centre".



Under Guidelines, there are sections for business listing owners on Managing Your Listing and Responding to Reviews.

Click on the group heading to get the full list of articles.

TripAdvisor Help Centre > Guidelines

Guidelines

Writing Reviews 16 articles	Responding to Reviews (Owners) 11 articles
★ TripAdvisor's Content Policy Our guidelines for traveller reviews	Notification Owner Response Guidelines How can I edit or delete a Management Response?
Photo and Video Guidelines	Two guests in the same party each wrote a review. Is this allowed?
Listing Guidelines 16 articles	Managing Your Listing (Owners) 31 articles
What is a listing?	Tips & Guidelines on updating your business details
What kind of places does TripAdvisor list?	Property Video Guidelines
How do I request that a place or business be added to TripAdvisor?	What is 'Best Value' Ranking?
Fraud 12 articles	Other Guidelines 11 articles
TripAdvisor is offering me an incentive for a review - is that okay?	Guidelines for Links
What is considered fraud?	Guidelines for Messages
Does TripAdvisor screen reviews?	Guidelines for Trips

Managing Your Listing (Owners)

[Tips & Guidelines on updating your business details](#)

[Property Video Guidelines](#)

[What is 'Best Value' Ranking?](#)

[Why should I list my business on TripAdvisor?](#)

[How can I get listed?](#)

[How can I register and verify myself as a business representative?](#)

[Does my business need to be listed on TripAdvisor for someone to review it?](#)

[How did my property end up on TripAdvisor?](#)

[I received an "Official Notification from TripAdvisor" email - what should I do?](#)

[My hotel is listed in the wrong location – how can I fix it?](#)

[My business is listed in a small town. Can it be moved to the listings of a popular city, nearby?](#)

[How do I get notifications of new reviews or questions on my listing?](#)

[A staff member's name was mentioned in a review. Should I be concerned?](#)

[As an owner, how do I remove my business' listing from TripAdvisor?](#)

[How can I report that my hotel has closed?](#)

[How do I report a major renovation of my business?](#)

[What can I do if my business is temporarily closed or cannot accept bookings?](#)

[I just bought a hotel/restaurant/attraction already listed on TripAdvisor; can I start with a clean slate?](#)

[How can I include contact information for my business on my TripAdvisor page?](#)

[How can I update my own property's information?](#)

[How do I add a photo to my property's listing?](#)

[Photo Guidelines for Business Owners](#)

[What is TripAdvisor Business Advantage?](#)

[How do I view my TripAdvisor invoices and payments?](#)

[As a business representative, how do I use Special Offers?](#)

[What is the menu link and how can I manage it?](#)

[How can I add or remove booking links from my attraction listing?](#)

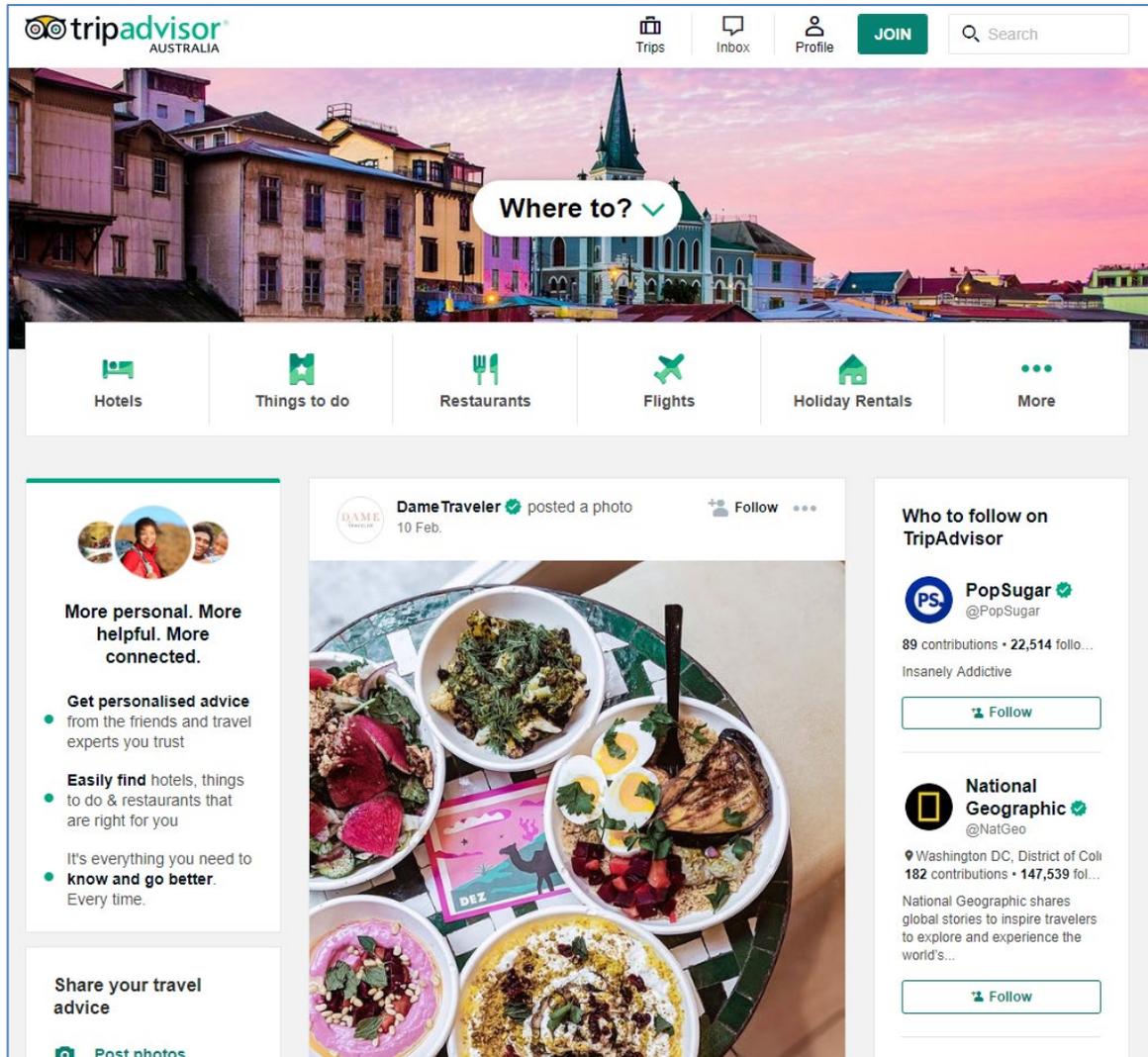
[How do I change the category of my accommodation?](#)

[How do I update my listing after a branding change?](#)

[How do I update my average rates?](#)

TripAdvisor - Reviewing a place

Go to www.tripadvisor.com.au.

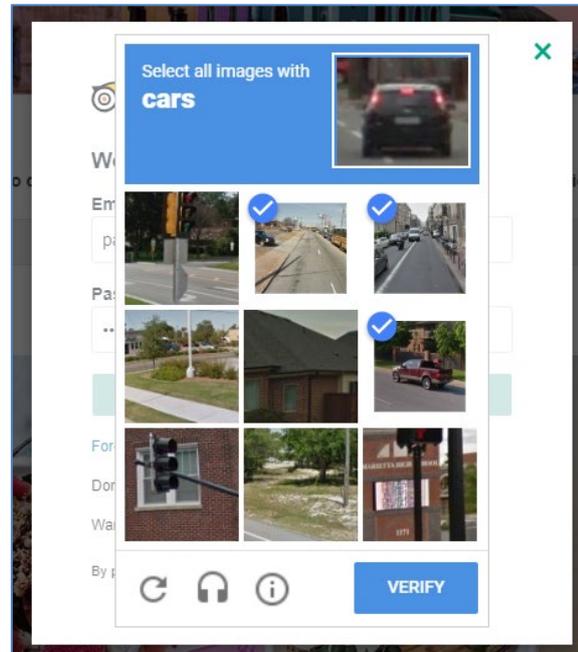
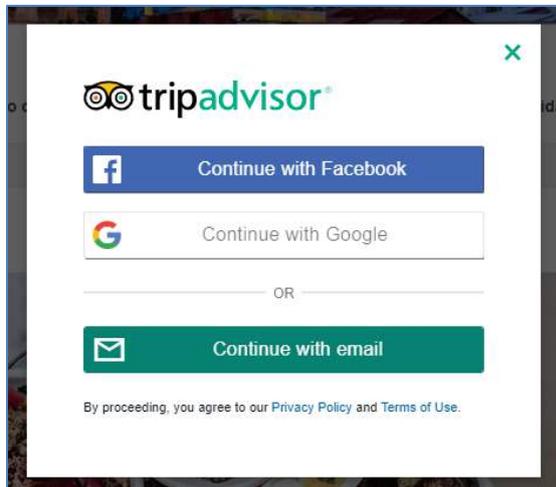


To log in, click on the "Profile" icon at the top.

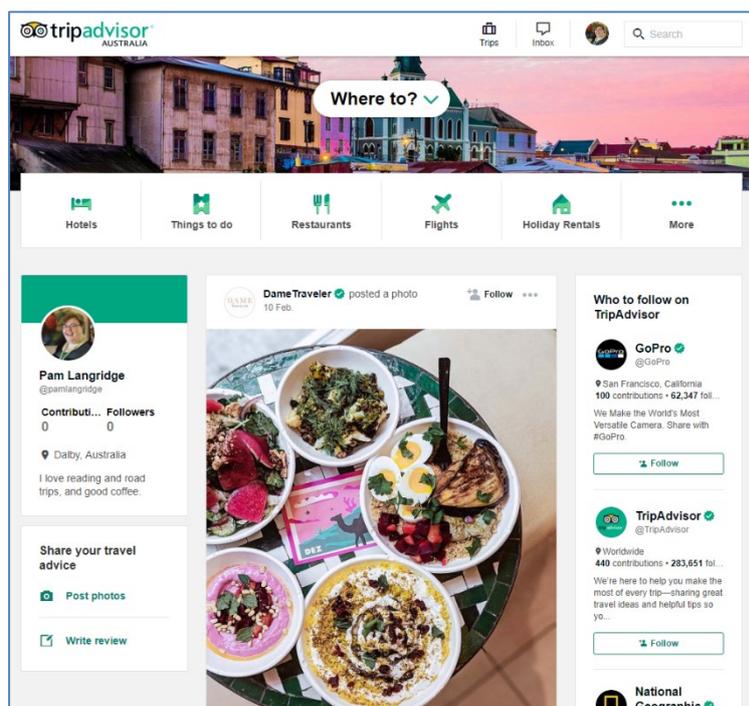


Click to Continue with email, and then enter your email address and password for TripAdvisor.

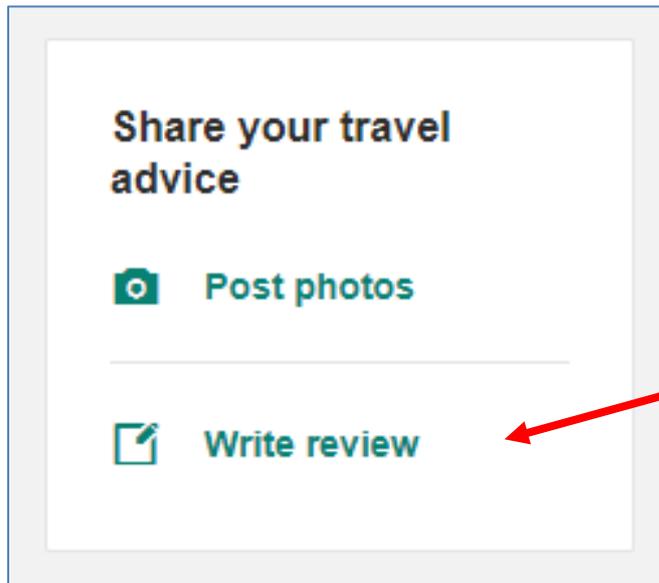
You will have to go through the "Captcha" security verification first. This can sometimes be temperamental, so you might need to try again or on a different device.



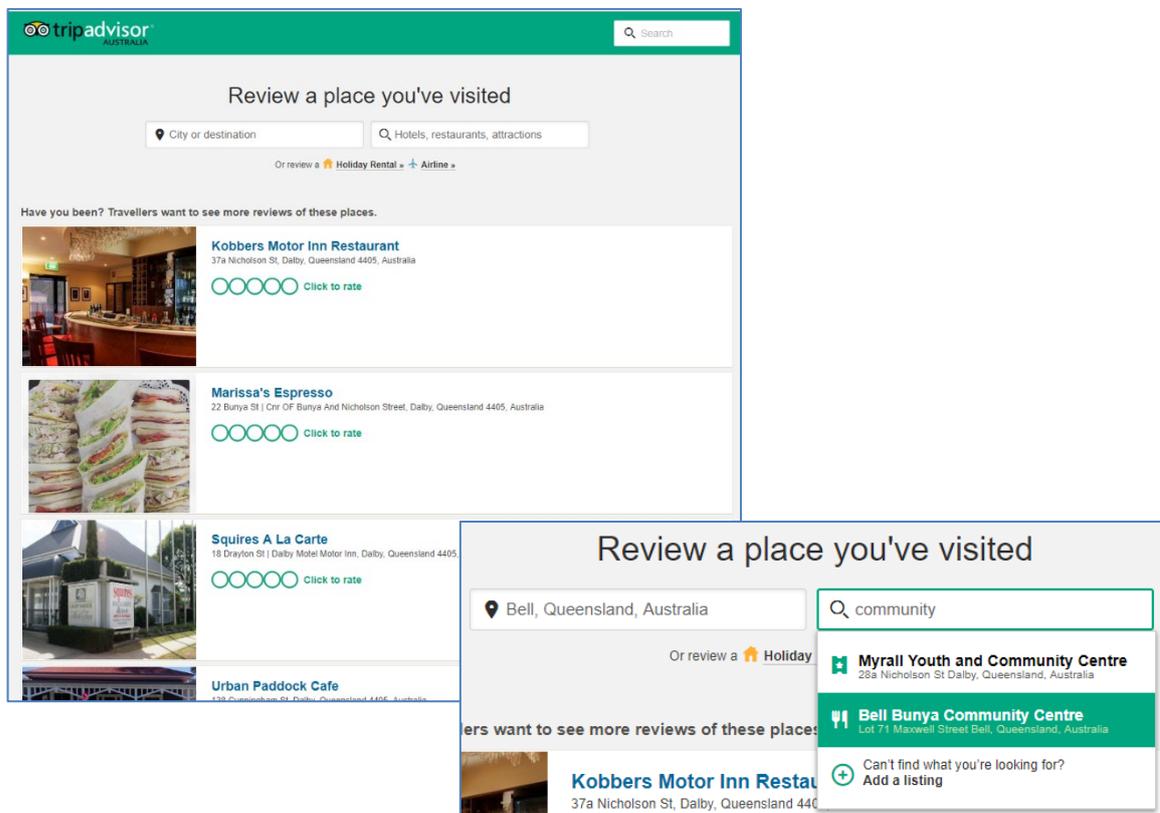
Once you have signed in successfully, you will be taken to your personalised home page.



On your TripAdvisor homepage, or in your Profile, you will see a prompt to Share your travel advice. Click on the link to write a review.



TripAdvisor will give you a list of places it thinks you might have been to. You can click on one of these to review it, or search for a specific location



Fill out the form and answer questions about the place and your experience there.
Then, click the "Submit your review" button at the bottom.



Bell Bunya Community Centre

Lot 71 Maxwell Street, Bell, Queensland 4408, Australia

Your first-hand experiences really help other travellers. Thanks!

Your overall rating of this restaurant Draft saved at 15:28.

Very Good

Title of your review

Love the coffee |

Your review [Tips for writing a great review](#)

I go to BBCC for work each week. I always buy a coffee and sometimes morning tea or lunch at the Community Centre. I love the coffee, and the scones with rosella jam. I also appreciate the clean public toilets. Volunteers are always friendly.

Draft saved at 15:28. 242 characters (100 minimum)

What sort of visit was this?

Were you here for...

Coffee or tea ▾

When did you visit?

February 2019 ▾

Could you say a little more about it? (optional)

TripAdvisor will prompt you with more places nearby to review.

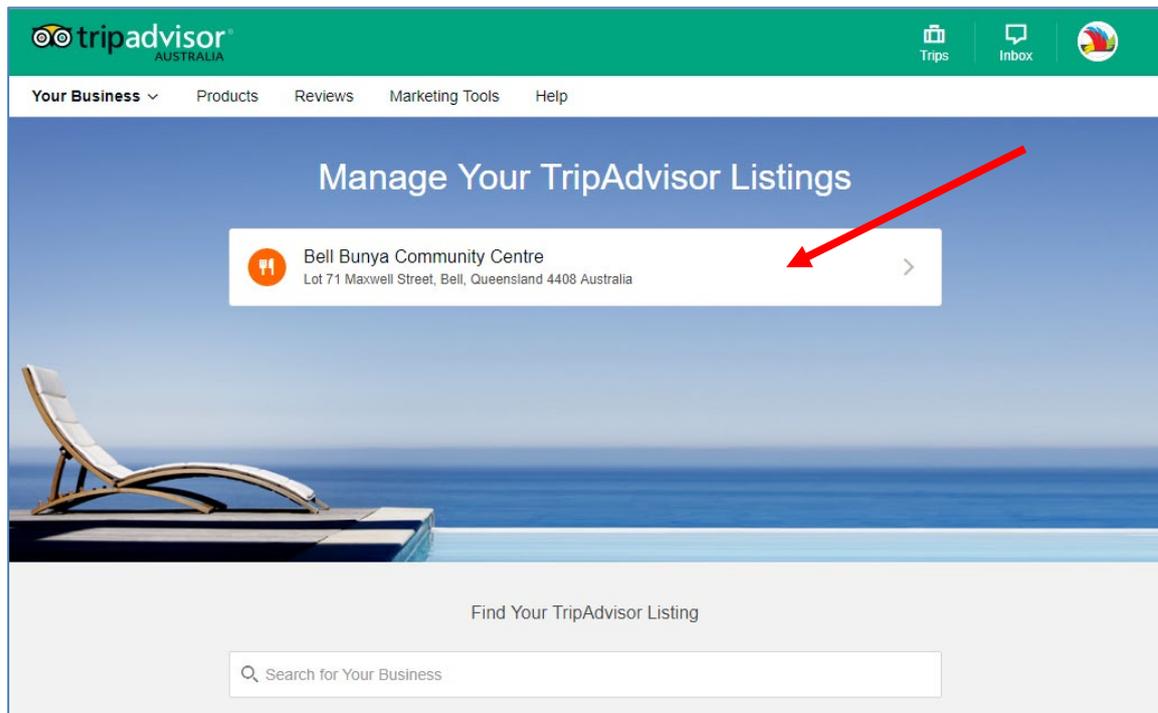
Careful - it could get addictive!

The screenshot shows the TripAdvisor website interface. At the top, there is a green navigation bar with the TripAdvisor logo, a location dropdown set to 'Bell', and icons for Trips, Inbox, and a search bar. Below the navigation bar, the breadcrumb trail reads 'South Pacific > Australia > Queensland > Bell'. The main content area is divided into two columns: 'Where else have you eaten?' and 'What places have you visited?'. Each item in these lists includes a small image, the name of the establishment or place, its address, and a rating system consisting of five green circles with the text 'Click to rate'.

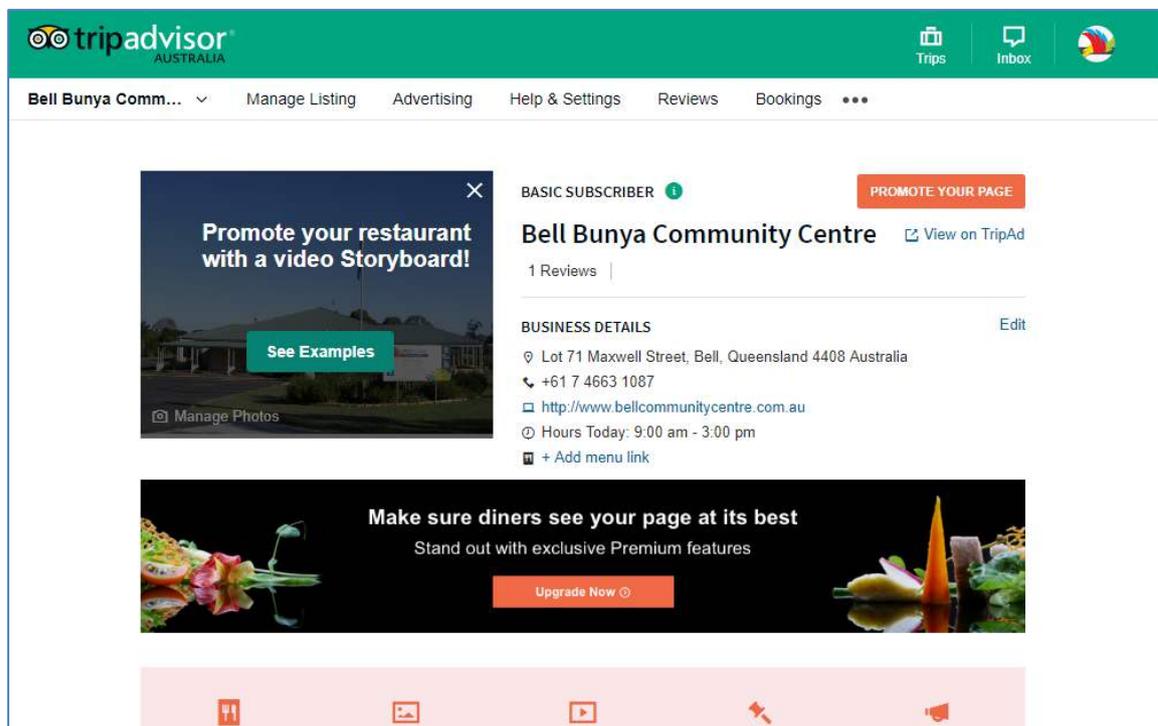
Where else have you eaten?	What places have you visited?
Pips and Cherries Bunya Highway, Bell, Queensland, Australia ○○○○○ Click to rate	Bunya Mountains National Park Bunya Avenue, Bunya Mountains, Queensland 2004,... ○○○○○ Click to rate
Bunya Mountains Coffee Shop and Tavern Bunya Avenue, Bunya Mountains, Queensland 4405,... ○○○○○ Click to rate	Bunya Mountains Horse Drawn Tours Bunya Mountains Queensland, Dalby, Queensland ... ○○○○○ Click to rate
Poppies cafe Bunya Accommodation Centre, Dandabah, Bunya M... ○○○○○ Click to rate	Jimbour 86 Jimbour Station Road, Jimbour East, Queensland... ○○○○○ Click to rate
Meadowbank Garden Cafe and Function C... 1217 Bowenville-Moola Rd, Dalby, Queensland 4404... ○○○○○ Click to rate	Dalby Country Antiques 46 North st., Dalby, Dalby, Queensland 4405, Australia ○○○○○ Click to rate
Northside Convenience & Takeaway 4 Kookaburra St, Dalby, Queensland 4405, Australia ○○○○○ Click to rate	Myrall Youth and Community Centre 28a Nicholson St, Dalby, Queensland 4405, Australia ○○○○○ Click to rate
Russell Tavern 1 Cunningham St, Dalby, Queensland 4405, Australia ○○○○○ Click to rate	Dingo Factory Tours 9 Owen St, Dalby, Queensland 4405, Australia ○○○○○ Click to rate

TripAdvisor – Responding to Reviews & Questions

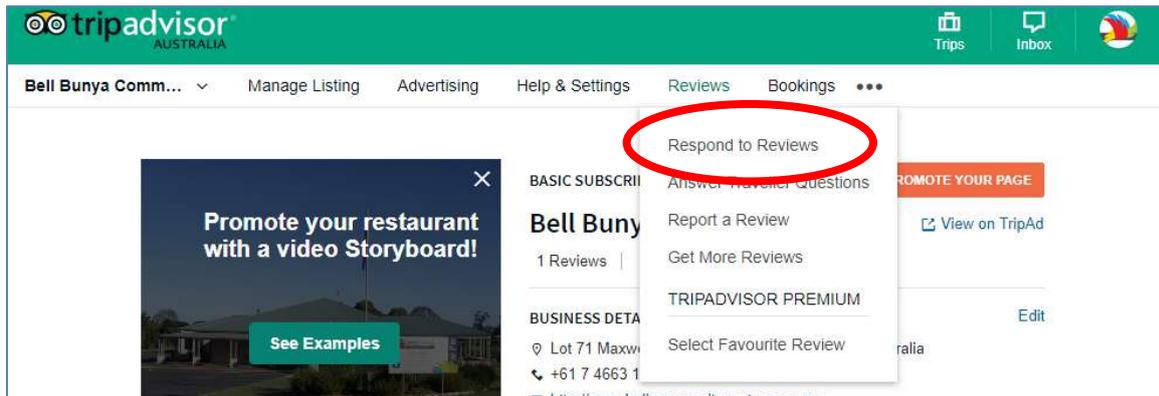
1. Go to www.tripadvisor.com.au/owners and log in to your business account.



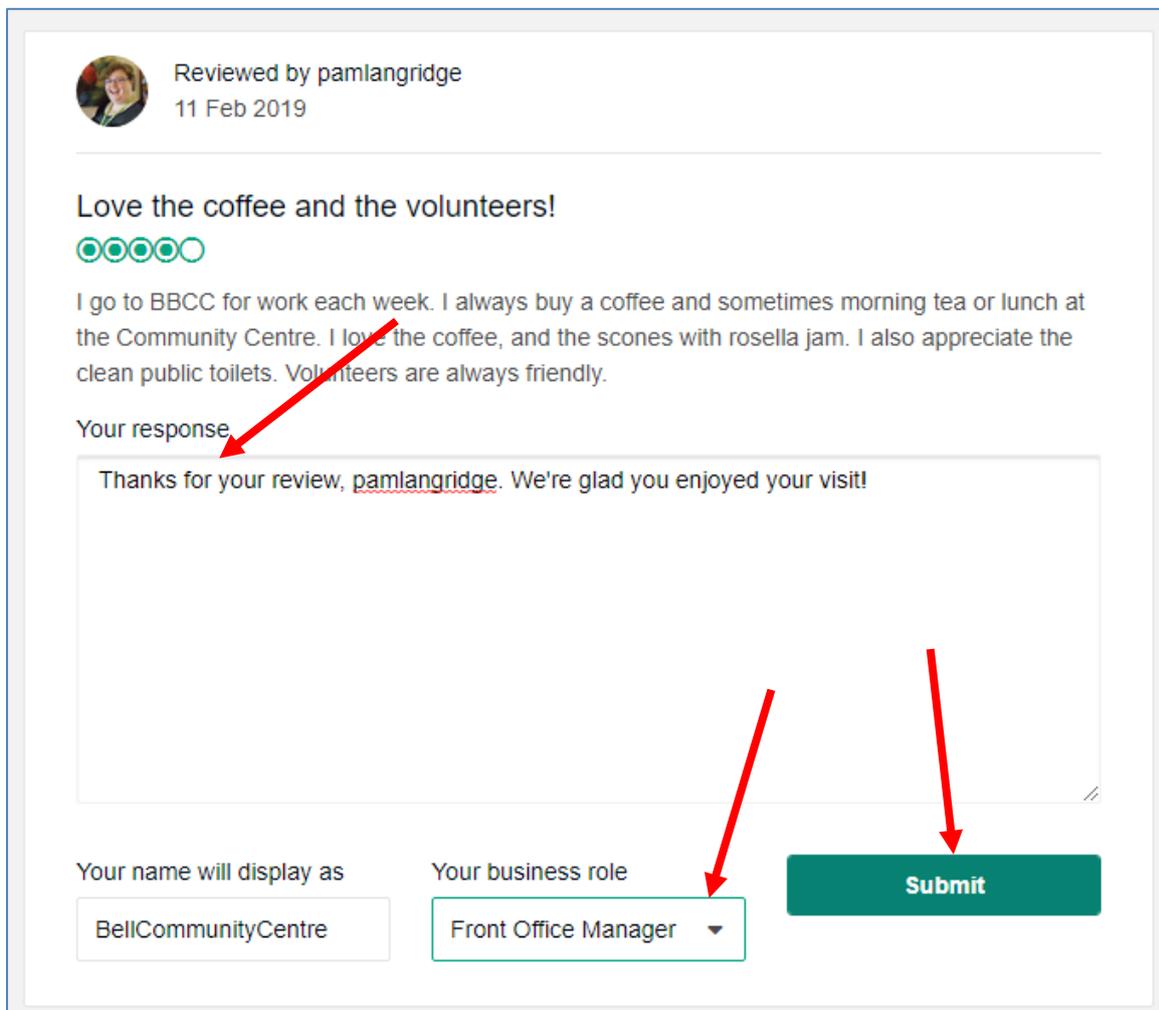
Click on your business listing to go to the management centre for that listing.



2. Hover over the Reviews menu and click on Respond to Reviews.

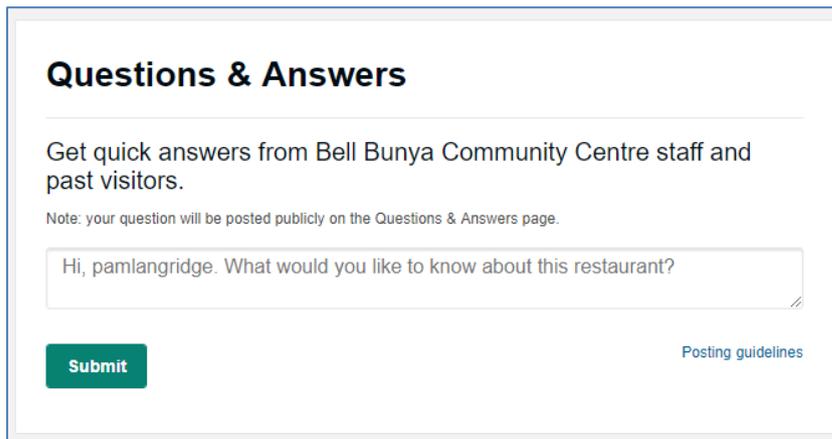


You will see a list of your business' reviews, where you can read what customers have said about your business.

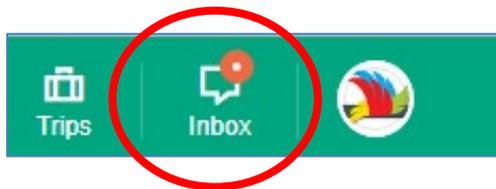


Enter your response, select your business role, and click the Submit button.

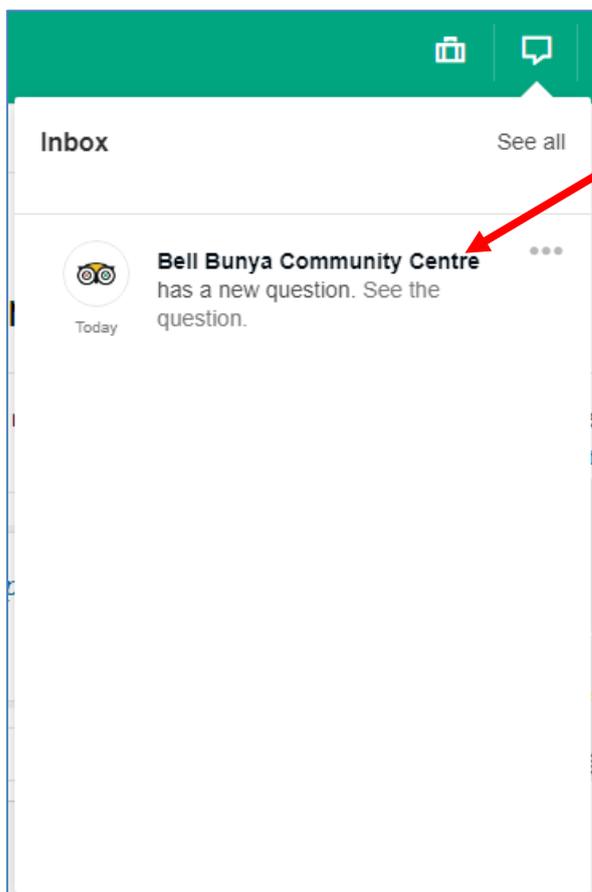
3. Potential customers can also ask you a question on TripAdvisor.



You should get an email alert when someone submits a question, so you can log in to TripAdvisor to answer their question without delay.



Click on the Inbox icon at the top right, then click on the question alert.



This will take you to the Questions & Answers page for your listing.

You will be able to see the latest questions here. Click the Answer button to open up your reply box.

Bell Bunya Community Centre Questions & Answers

pamlangri...
Dalby, Australia

Hi, do you have caravan parking?

11 minutes ago **Answer**

0 answers

Add your answer

BellCommunityCentre
Bell, Australia

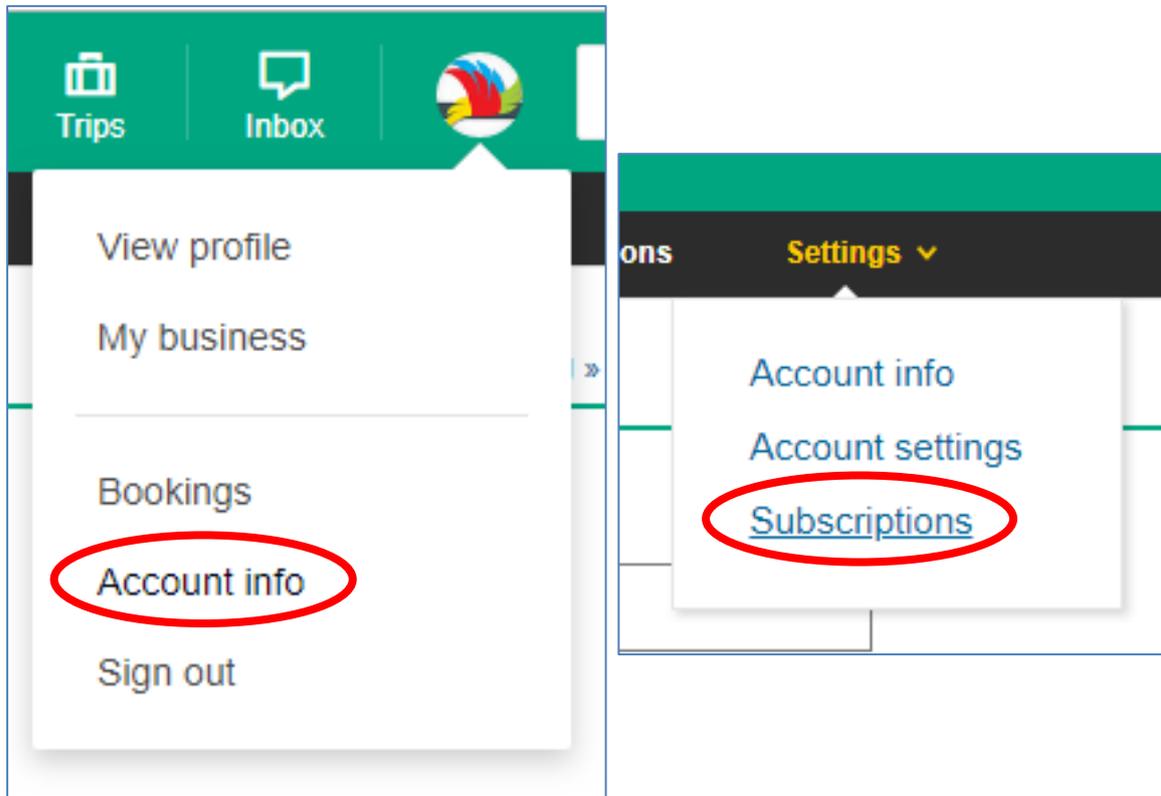
Hi pamlangridge. Yes we have a large carpark, with plenty of space for multiple caravans, campervans, or coaches.

I'm not a robot reCAPTCHA
Privacy - Terms

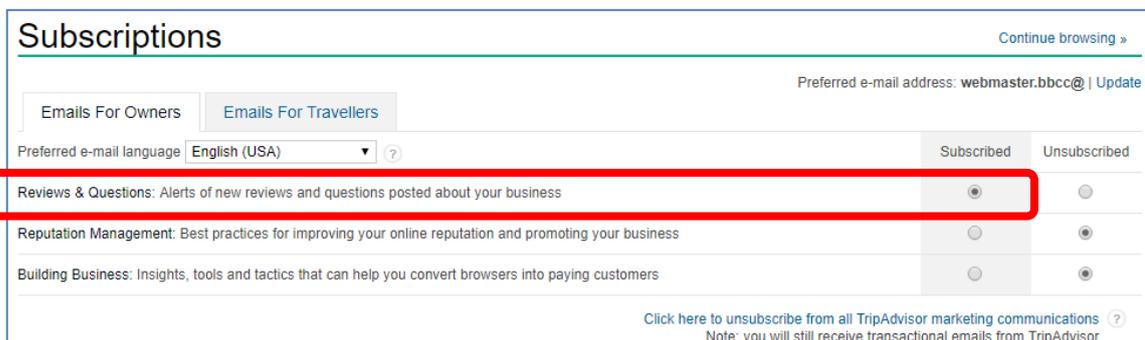
Answer [Posting guidelines](#)

Type in your response, then click the Answer button to submit it. Other travellers can also post replies to questions about your business listing, but as the verified business owner, your response will be listed first.

4. If you aren't receiving email alerts for Traveller Reviews and Questions, go to your Account Info page, then your Subscriptions.

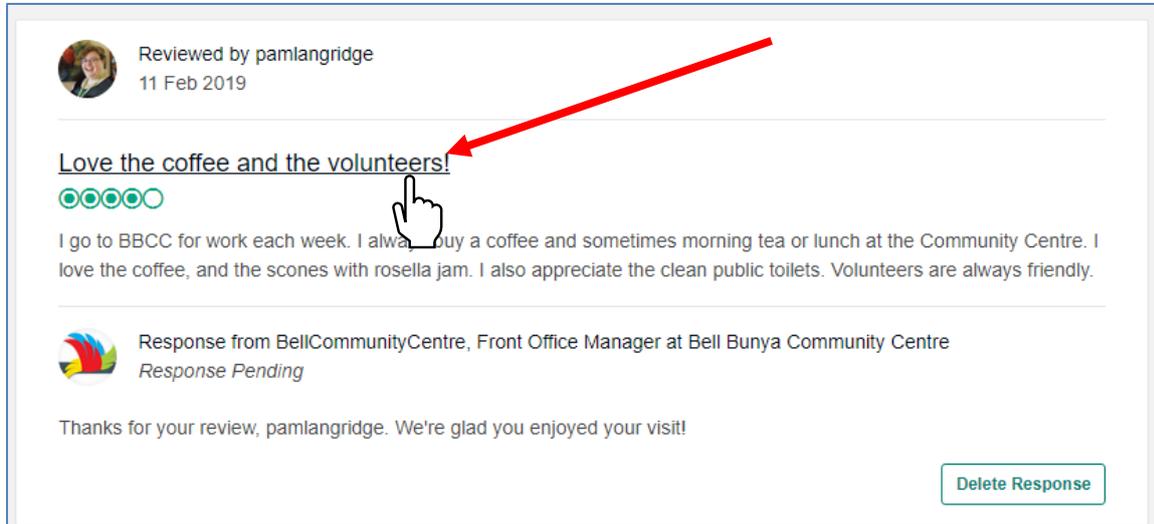


Make sure you have subscribed to alerts about Reviews and Questions.



5. If you believe a review is inappropriate, you can report it to TripAdvisor.

In the Review section of your Management Centre, click on the title of the review.



Reviewed by pamlanridge
11 Feb 2019

Love the coffee and the volunteers!

●●●●○

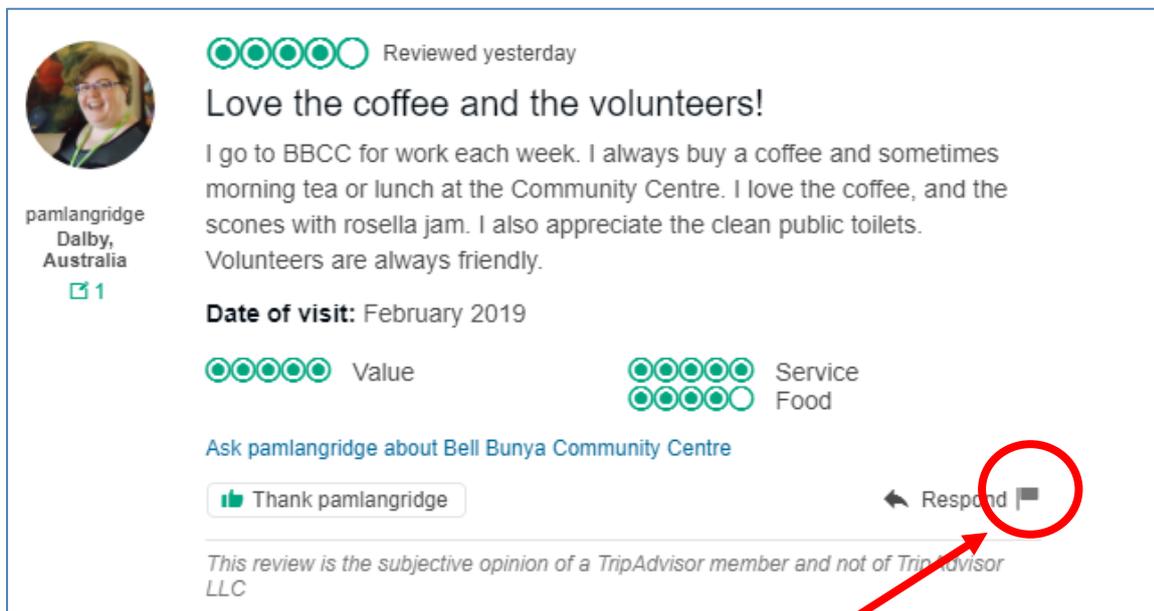
I go to BBCC for work each week. I always buy a coffee and sometimes morning tea or lunch at the Community Centre. I love the coffee, and the scones with rosella jam. I also appreciate the clean public toilets. Volunteers are always friendly.

Response from BellCommunityCentre, Front Office Manager at Bell Bunya Community Centre
Response Pending

Thanks for your review, pamlanridge. We're glad you enjoyed your visit!

Delete Response

This will open it up on its own page.



Reviewed yesterday

Love the coffee and the volunteers!

I go to BBCC for work each week. I always buy a coffee and sometimes morning tea or lunch at the Community Centre. I love the coffee, and the scones with rosella jam. I also appreciate the clean public toilets. Volunteers are always friendly.

Date of visit: February 2019

●●●●● Value ●●●●● Service
●●●●● Food

Ask pamlanridge about Bell Bunya Community Centre

Thank pamlanridge Respond

This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC

Click on the little flag icon to start the reporting process.

Report a Problem



What do you want to report?

- I want to report this review
- I need to update my business or owner details
- I want to report my business closed
- I want to edit or remove my response
- I need to report a change of ownership or renovation
- I want to report a photo associated with this review
- I want to remove my listing

Next

Report a Problem



Help us understand. What's wrong with this review?

- It's posted to the wrong business
The details in this review describe a different business.
- It's inappropriate or not family friendly
It contains profanity, sexually explicit comments, hate speech, prejudice, threats, or personal insults.
- It's written by an ex-employee or competitor
I believe an employee of a competing business or former employee of my business wrote this review.
- It describes an experience more than 1 year ago
While reviewers may only write about an experience that happened within the past year, we do not remove old reviews. Older reviews have less impact on the Popularity Index.
- Review text is not consistent with rating given
Example: The review is titled "Excellent" but the overall rating is 1 The reviewer rated a category they did not experience. Example: "Sleep quality:2" but reviewer did not stay. Overall ratings are NOT an average of sub-ratings.
- This reviewer did not experience my business
This reviewer had no experience of my business including the booking process or check-in. (TripAdvisor does allow reviews of incidents/events that occur during the booking process, check-in or upon arrival at the establishment.)
- It's a duplicate by the same member or copied text
This person has 2 reviews with the same text, or copied text from another reviewer or source. Reviewers are allowed to write one review of each experience of a business within our timeline guidelines.
- See more options

Back

Next

Report a Problem ✕

Is there any further information you'd like to add to help us understand your concern? (Optional)

Back

Submit



Once you have completed all three steps, click the Submit button.

6. The TripAdvisor Help Centre can provide shortcuts to important policies and guidelines for using TripAdvisor.

Go to <https://www.tripadvisorsupport.com/hc/en-au>.

The screenshot shows the TripAdvisor Help Centre interface. At the top is the TripAdvisor logo. Below it is a large banner with the text 'Help Centre' and a search bar containing the word 'Search' and a yellow 'Search' button. Underneath the banner is a list of four menu items: 'Guidelines', 'Site Features', 'Community', and 'Technical Support', each with a downward-pointing chevron icon. At the bottom of the page, there are links for 'English (AU)', 'Contact us', and 'TripAdvisor forums'. The TripAdvisor logo and slogan 'know better • book better • go better' are also present, along with a 'Site Map' link.

Make sure you check out TripAdvisor's advice on Best Practice at <https://www.tripadvisor.com.au/TripAdvisorInsights>.

Insights is part "Blog" and part "How-to", with articles to help you get the most out of your TripAdvisor listing.

You can filter articles by Business Type.

tripadvisor Insights

Get Started ▾ Build Your Business ▾ Manage Reviews

BUSINESS TYPE

- Accommodation
- Restaurant
- Attraction
- Airline
- Vacation Rental

Manage Reviews

What Does TripAdvisor Do About Unfair Reviews?

How Reviews Help Your Business

How to Add Management Responses to TripAdvisor Traveler Reviews

8 Reasons to Ask All Your Guests to Write a Review

The Complete Review Express Guide

3 Things You Can Do After a Bad Review

There are articles that outline how to deal with and respond to reviews, especially negative ones.

<https://www.tripadvisor.co.uk/TripAdvisorInsights/w805>

How should I respond to a negative review?

Respond quickly

A prompt response shows prospective guests that you take customer service seriously and adds your perspective on the situation to the original review. This allows future guests to hear your side of the story as soon as possible.

Be courteous and professional

When replying, remember that your Management Response will be seen not just by the reviewer, but also by potential guests who are considering booking or visiting your restaurant or attraction. Therefore, if you don't agree with the reviewer, or feel they are being unfair, relay your side of the story in a polite and unemotional way. The last thing you want to do is turn off potential visitors with an aggressive or defensive Management Response.

Thank the reviewer

Express your appreciation for the traveller's business and for writing a review. Demonstrate that all feedback is important to you, be it good or bad. Also, if possible, provide an empathetic apology for any shortfalls.

Address the specific issues

If the review contains a specific complaint, explain what you have done to fix the issue so potential guests are reassured that the problem has been resolved.

Highlight the positives

Highlight any positive comments the reviewer has made. You can even take the opportunity to mention related services or planned upgrades that you would like to share with potential visitors.

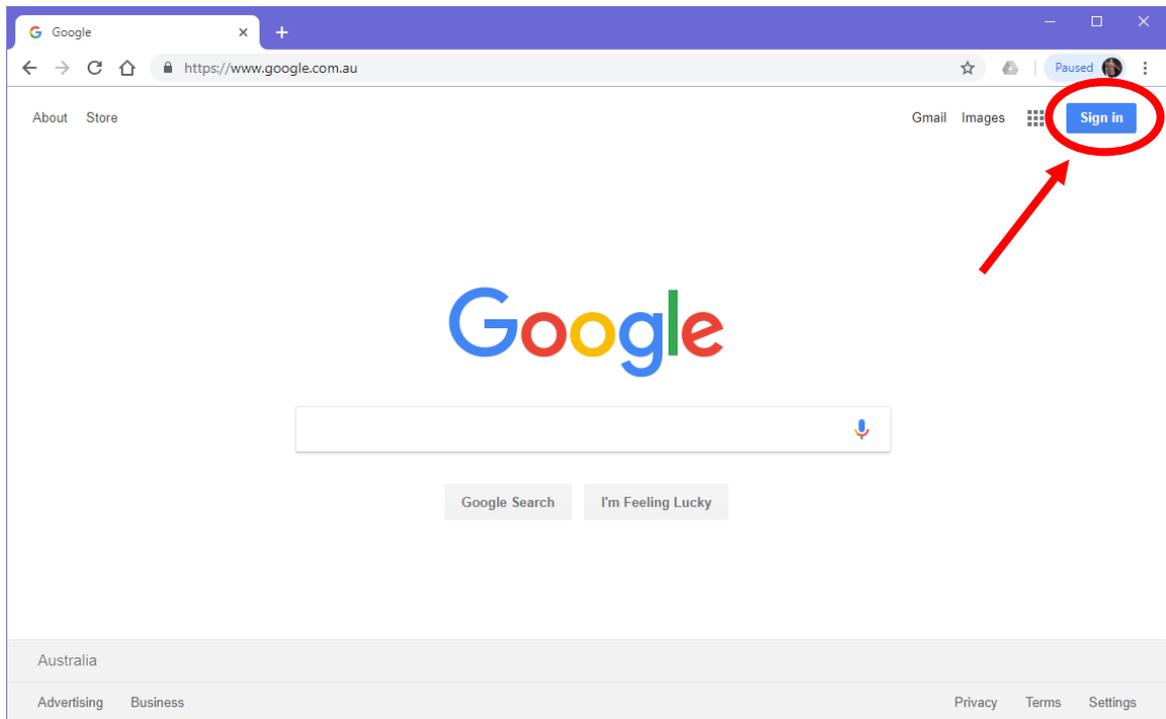
Give it a Go!

Google Reviews

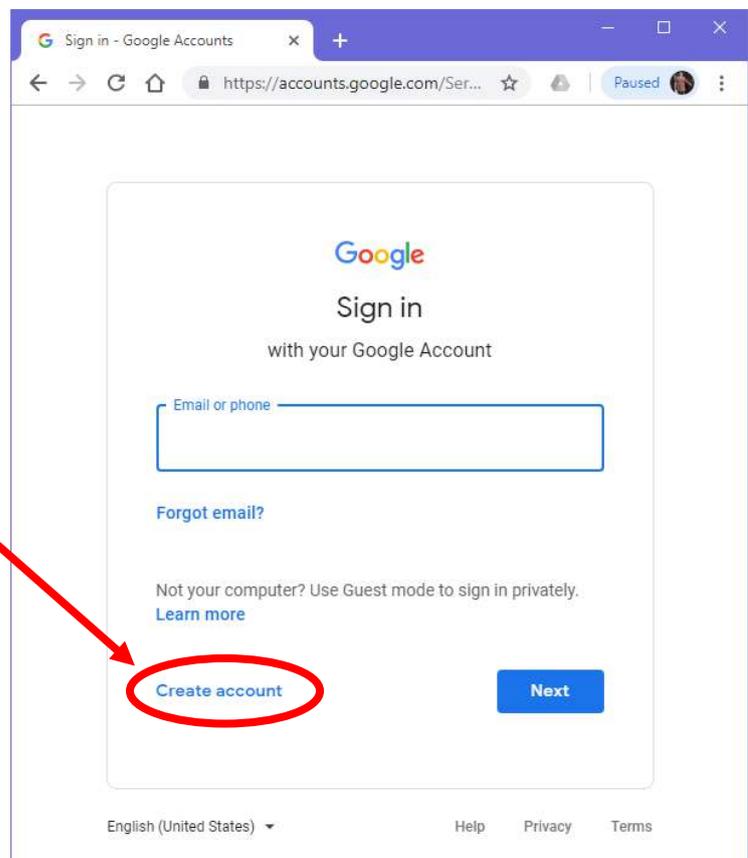
Google My Business

Review a business on Google

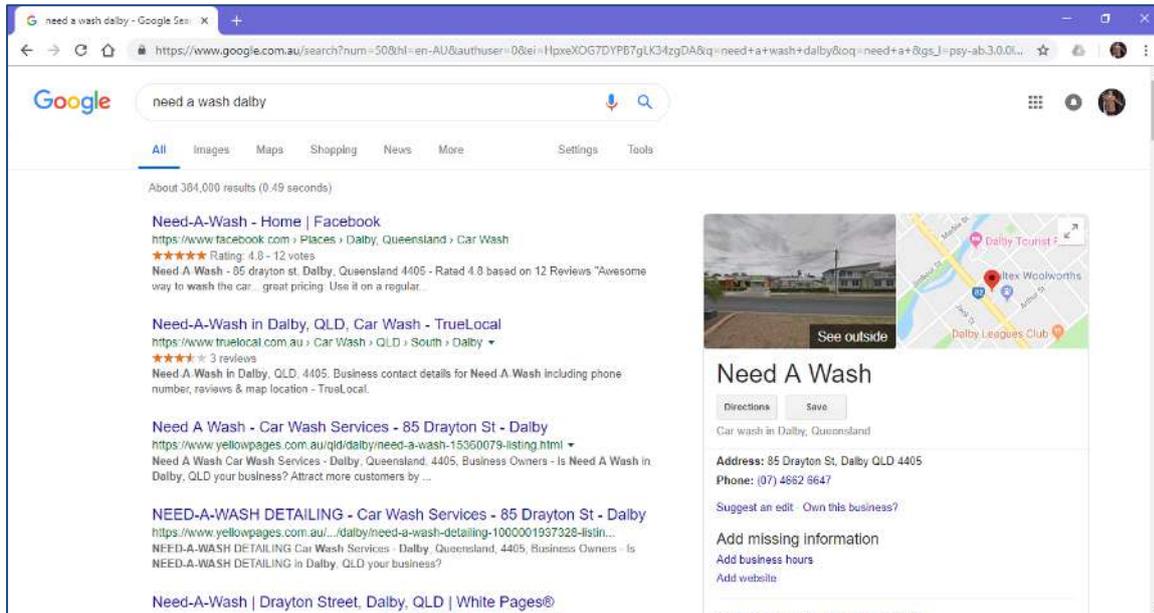
1. Go to Google.com.au and sign in to your Google account.



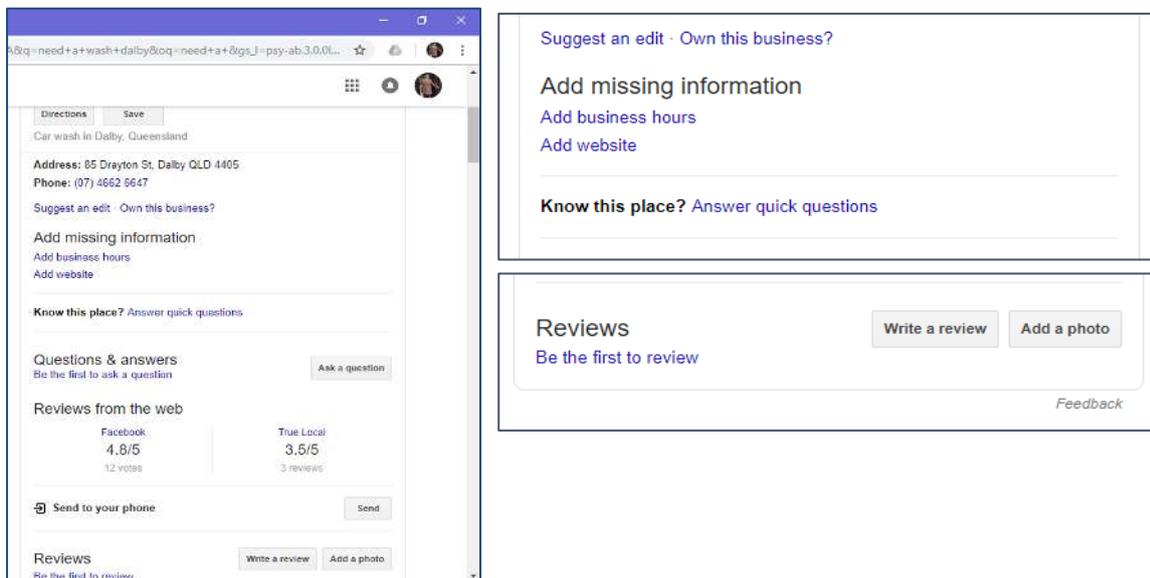
If you don't already have a Google account, you will need to create one.



2. Search for the business, either on Google Search or Google Maps.



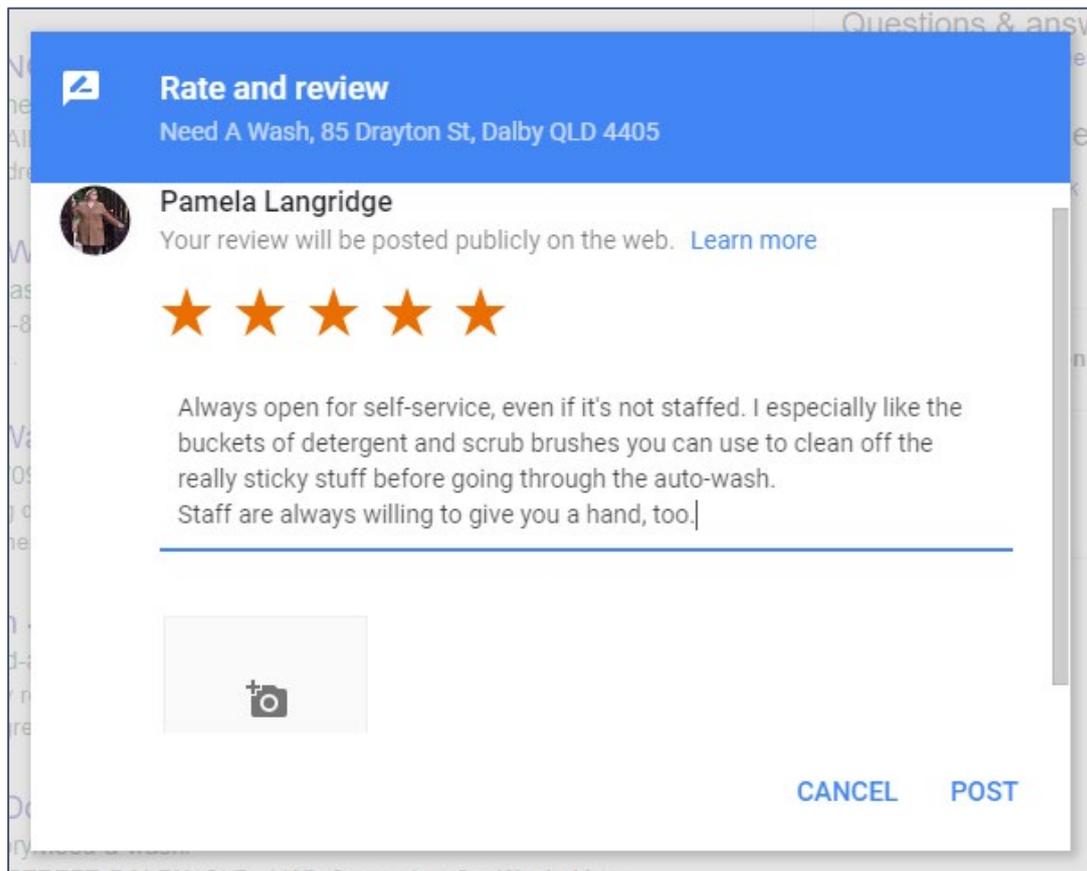
Even if the business listing has not been Claimed by the owners or Verified, you can still add a Review, or add information potential customers might find useful (like business hours).



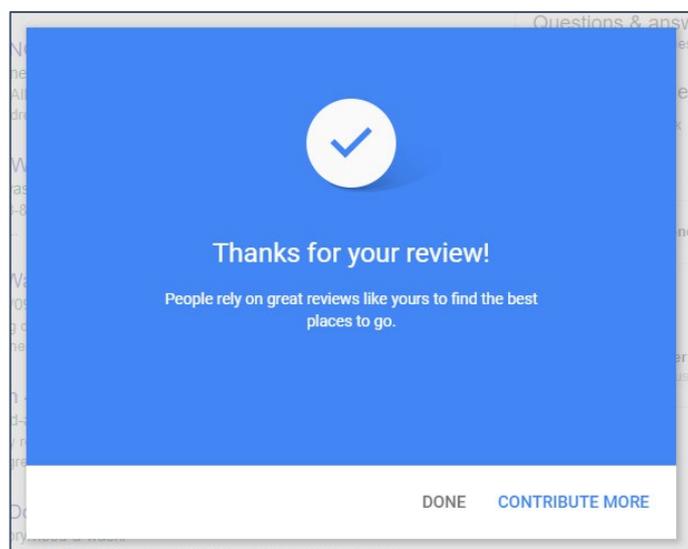
3. Click on the Write a review button.



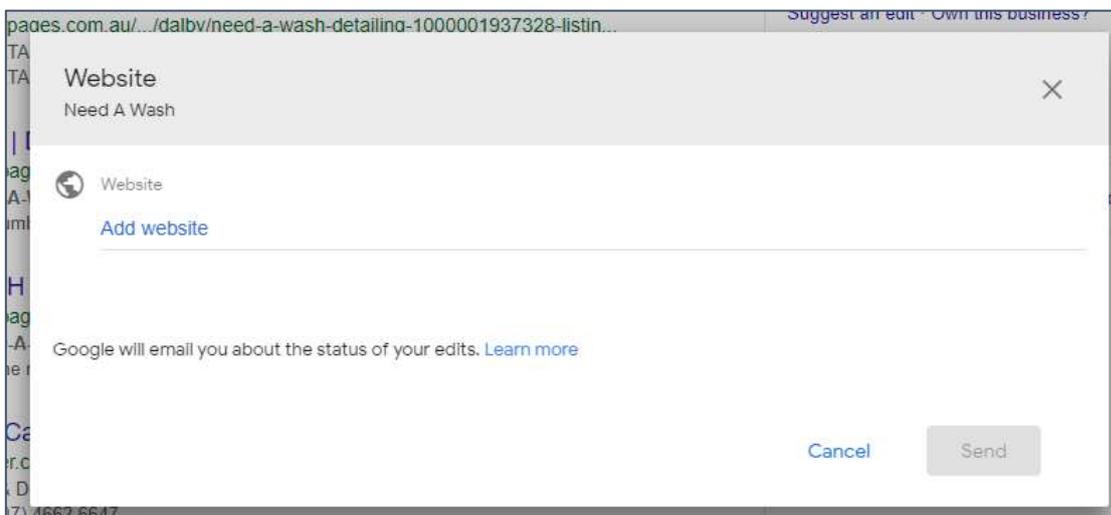
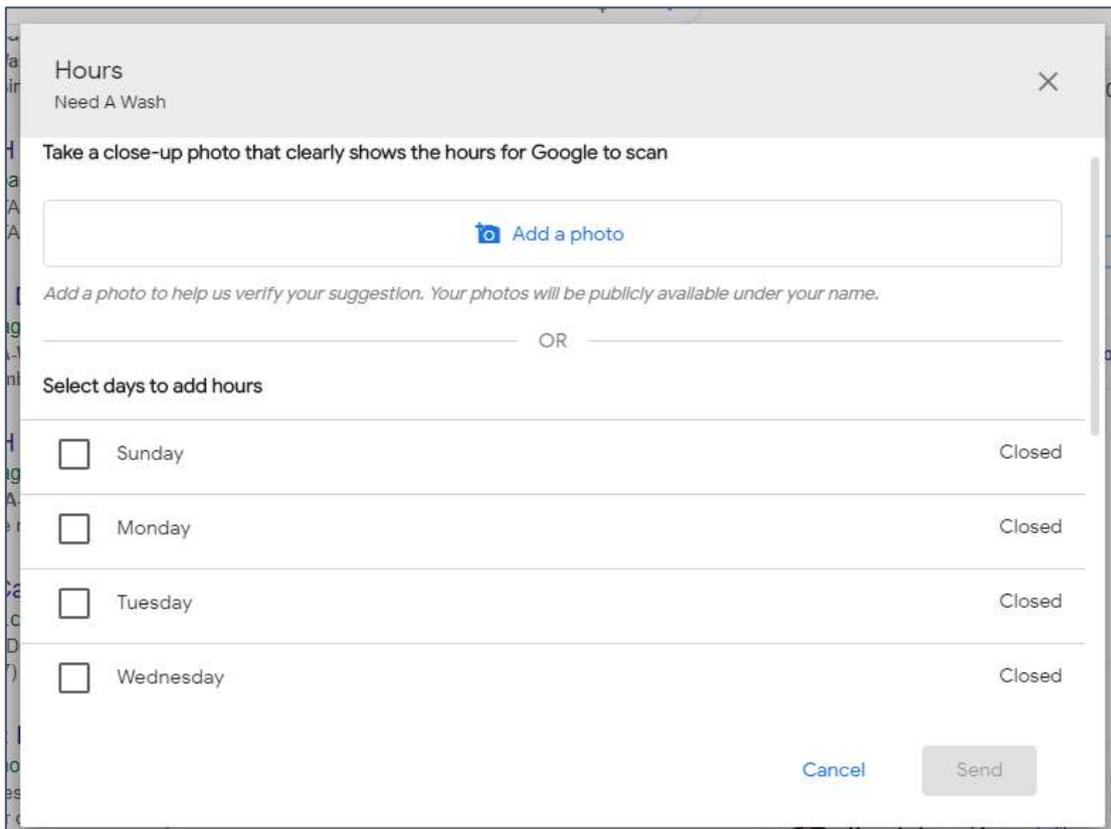
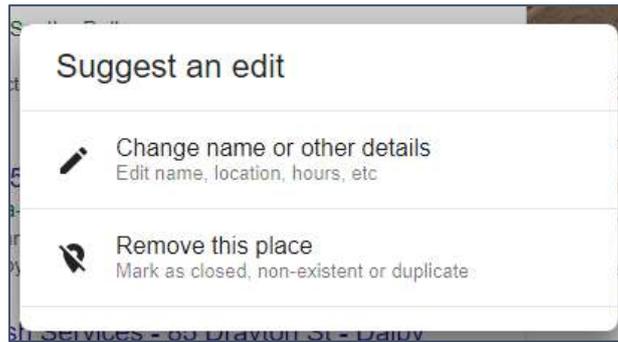
4. Select your rating out of the 5 stars. Then, type in your review. You can even upload a photo of the business if you have one.



Click the Post button at the bottom, and you're done!

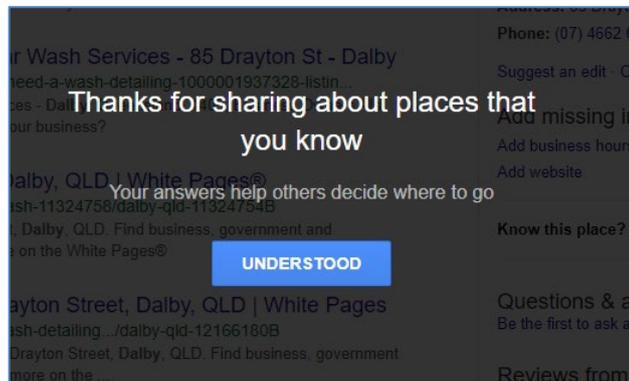
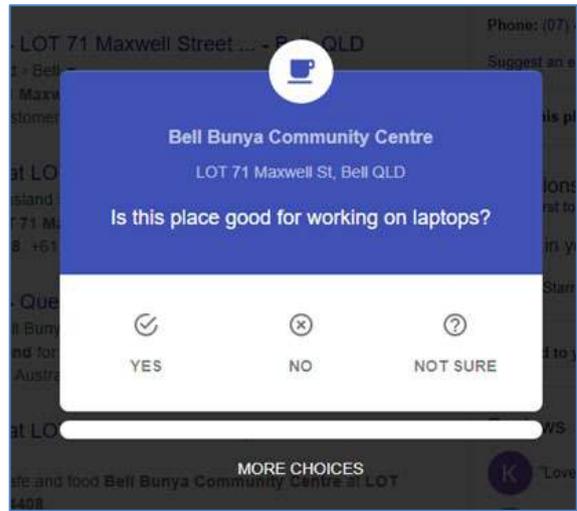
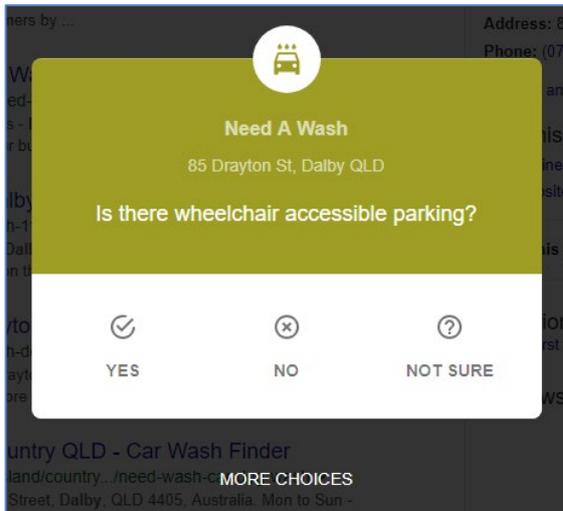


5. To add missing information, click on the link and fill in the details.

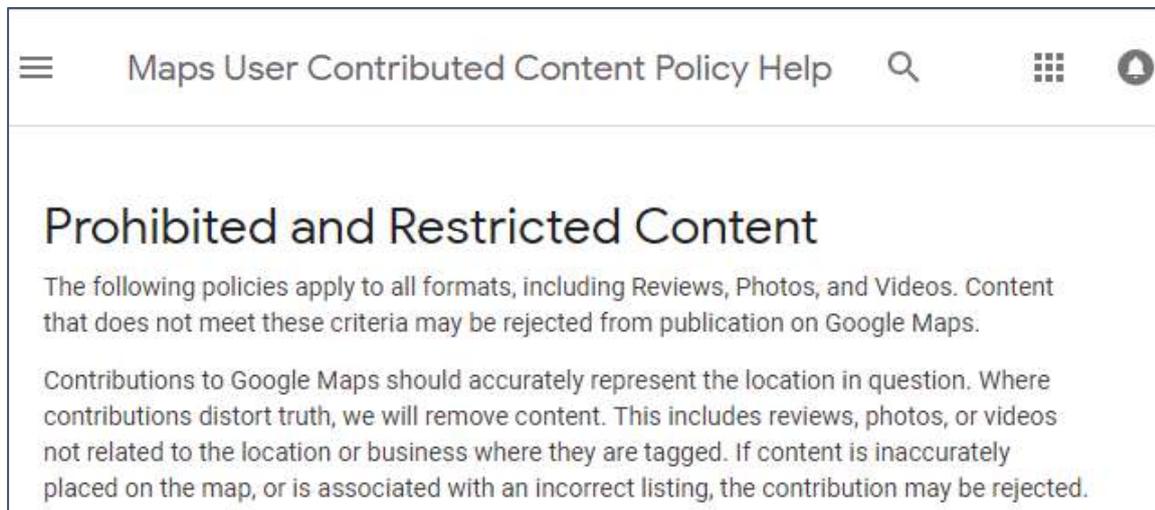


- You can even let Google ask you some questions about the business' attributes.

Know this place?
 Answer quick questions



7. It's important to know the rules for honest and ethical reviewing on Google.



All reviews are public, and you can't remain anonymous.

You can find Google's policies on Prohibited and Restricted Content at:
<https://support.google.com/contributionpolicy/answer/740011>

4

Spam and fake content

Your content should reflect your genuine experience at the location and should not be posted just to manipulate a place's ratings. Don't post fake content, don't post the same content multiple times, and don't post content for the same place from multiple accounts.

Off-topic

Only post content based on your experience or questions about experiences at the specific location. Maps is not meant to be a forum for general political, social commentary, or personal rants. Content that does not meet this standard will be removed.

Restricted content

For some products or services subject to controls and local regulations, you must follow certain guidelines when posting content. The content you upload may not feature calls to action or offers for the sale of products or services that are subject to local legal regulations. This includes, but is not limited to, alcohol, gambling, tobacco, guns, health and medical devices, regulated pharmaceuticals, adult services, and financial services.

The content shouldn't display:

-  Links to a landing page where it is possible to purchase restricted goods or services.
-  Email address and/or phone numbers to contact for the purchase of restricted goods.
-  Promotional offers for restricted goods or services. For example, you shouldn't upload content that displays deals, coupons, pricing information or other promotions for a restricted product or service.

Note that incidental depictions of these products are excluded from this policy. Examples include:

-  Images of menus.
-  Images where alcoholic beverages are present but not the main focus.

Illegal content

We don't accept content that is illegal or depicts illegal activity. This includes:

-  Images or any other content that infringes on anyone else's legal rights, including copyright. For more information or to file a DMCA request, review our copyright procedures.
-  All sexual abuse imagery and all content that presents children in a sexual manner.
-  Content on dangerous or illegal acts such as: rape, organ sale, human trafficking..
-  Illegal products and services: endangered animal products, illegal drugs, prescription drugs diverted to the illegal market.
-  Images of graphic or gratuitous violence, or which promote violence.
-  Content produced by or on behalf of terrorist groups.

For any other legal issues, please select the "Copyright or other legal issues" tab on the report a problem feature.

Sexually explicit content

We don't allow content that contains sexually explicit material. Also, we absolutely don't allow content that sexually exploits children or present them in a sexual manner. We will remove this type of content, shut down the account, and send a report to the National Center for Missing & Exploited Children (NCMEC) and law enforcement.

Offensive content

We will remove content that contain obscene, profane, or offensive language or gestures.

Dangerous & Derogatory Content ^

Google Maps is a place for safe communications between users. For this reason, we don't permit merchants or consumers to post dangerous or derogatory content, including content that:

- ⊗ Threatens or advocates for harm on oneself or others
- ⊗ Harasses, intimidates or bullies an individual or group of individuals.
- ⊗ Incites hatred against, promotes discrimination of, or disparages an individual or group on the basis of their race or ethnic origin, religion, disability, age, nationality, veteran status, sexual orientation, gender, gender identity, or other characteristic that is associated with systemic discrimination or marginalization.

Impersonation ^

We don't allow individuals to use Google Maps to mislead others. This applies to deceptive content as well as false representations.

Do not attribute your content to another individual, company or organization if you are not authorized to represent them.

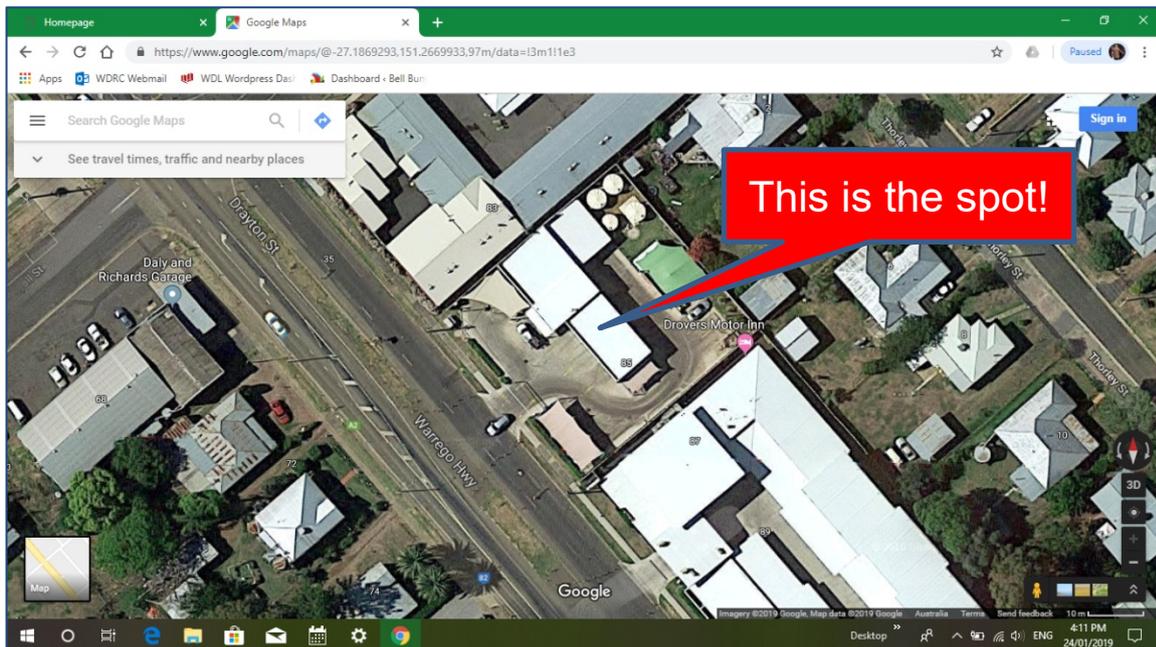
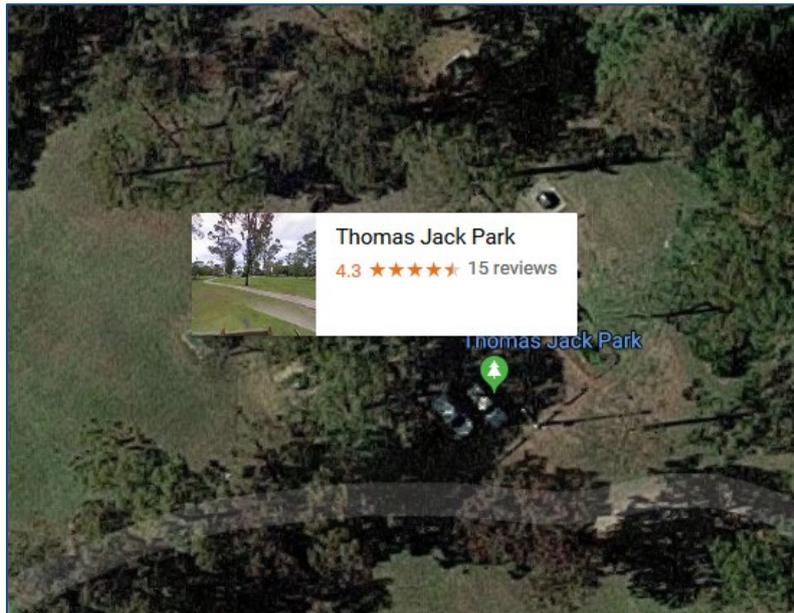
Google reserves the right to remove content, suspend accounts, or pursue other legal action against contributors who falsely claim that they represent or are employed by Google.

Conflict of Interest ^

Maps user contributed content is most valuable when it is honest and unbiased. Examples of disallowed practices include, but are not limited to:

- ⊗ Reviewing your own business.
- ⊗ Posting content about a current or former employment experience.
- ⊗ Posting content about a competitor to manipulate their ratings.

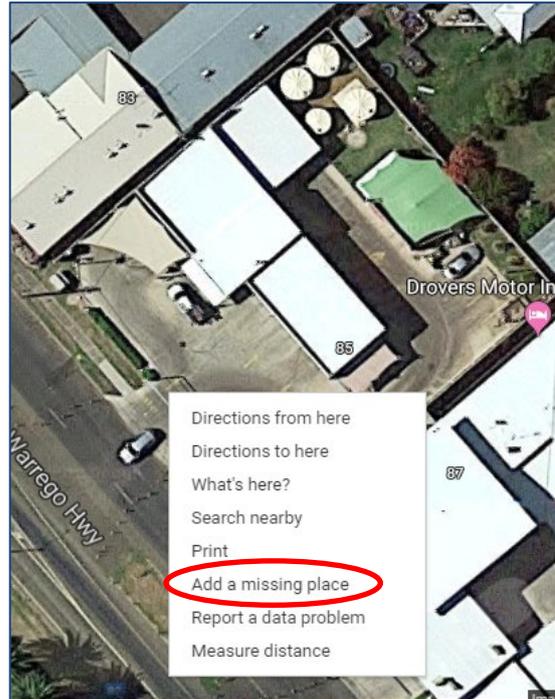
3. Normally, if Google has a place listed, you would see a hyperlinked pin at its location.



But, if a place is not listed, the location will be blank.

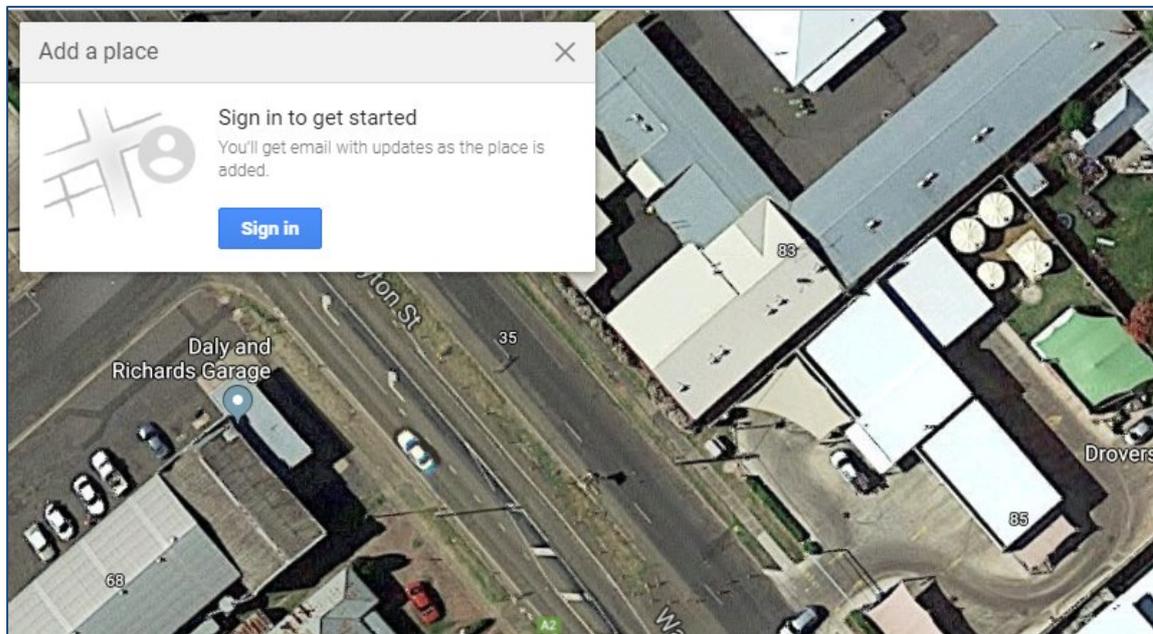
4. Add your place

- a. Right Mouse Click on the exact spot your business or place entry is. You will get a short list of contextual menu options.
- b. Left Mouse Click on the Add a missing place link.



5. Sign in to Google

- a. You'll be asked to sign in to your Google Account. If you have a Google account for your business, use that one. It will make it easier to claim your business later.
- b. Click the Sign in button and follow the prompts.



6. Add a Place. You will have a short form to complete.
 - a. Enter the name of the business or place, as accurately as you can.
 - b. Enter a category and choose from the options.
 - c. Check the location.
 - d. Add extra details, like your website address and opening hours.
 - e. Click the Send button.

by Add A Place ×

* Indicates required field

Name*
Need A Wash

Category*
Car Wash

Location*
85 Drayton St, Dalby QLD 4405, Australia

Located within
If this place is located within another, enter the containing place.
[Search for place or business](#)

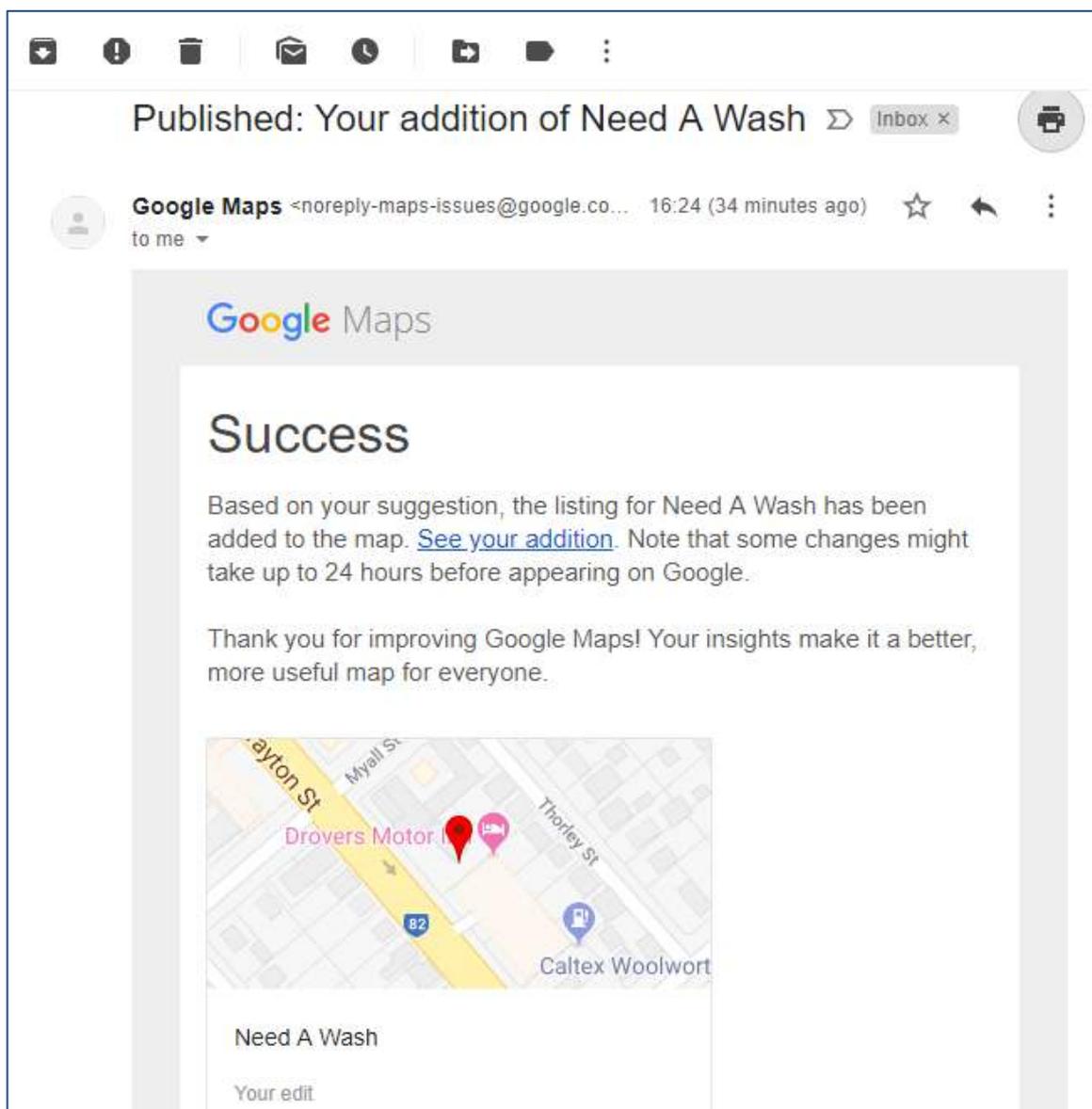
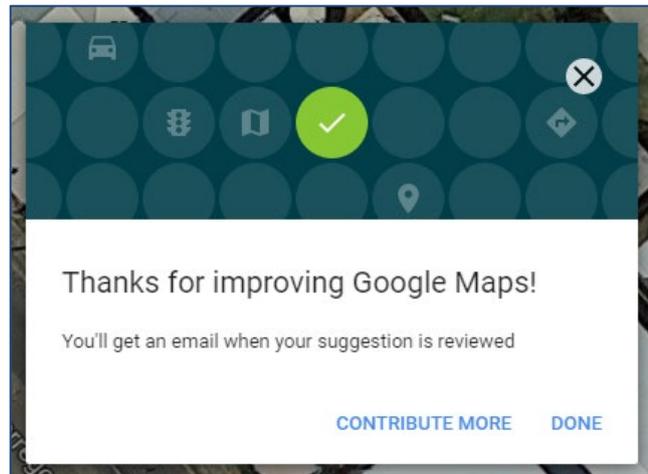
Add phone, hours, website, opening date and photos ▼
Help Google verify this place

[Claim this business](#)

Google will email you about the status of your edits. [Learn more](#)

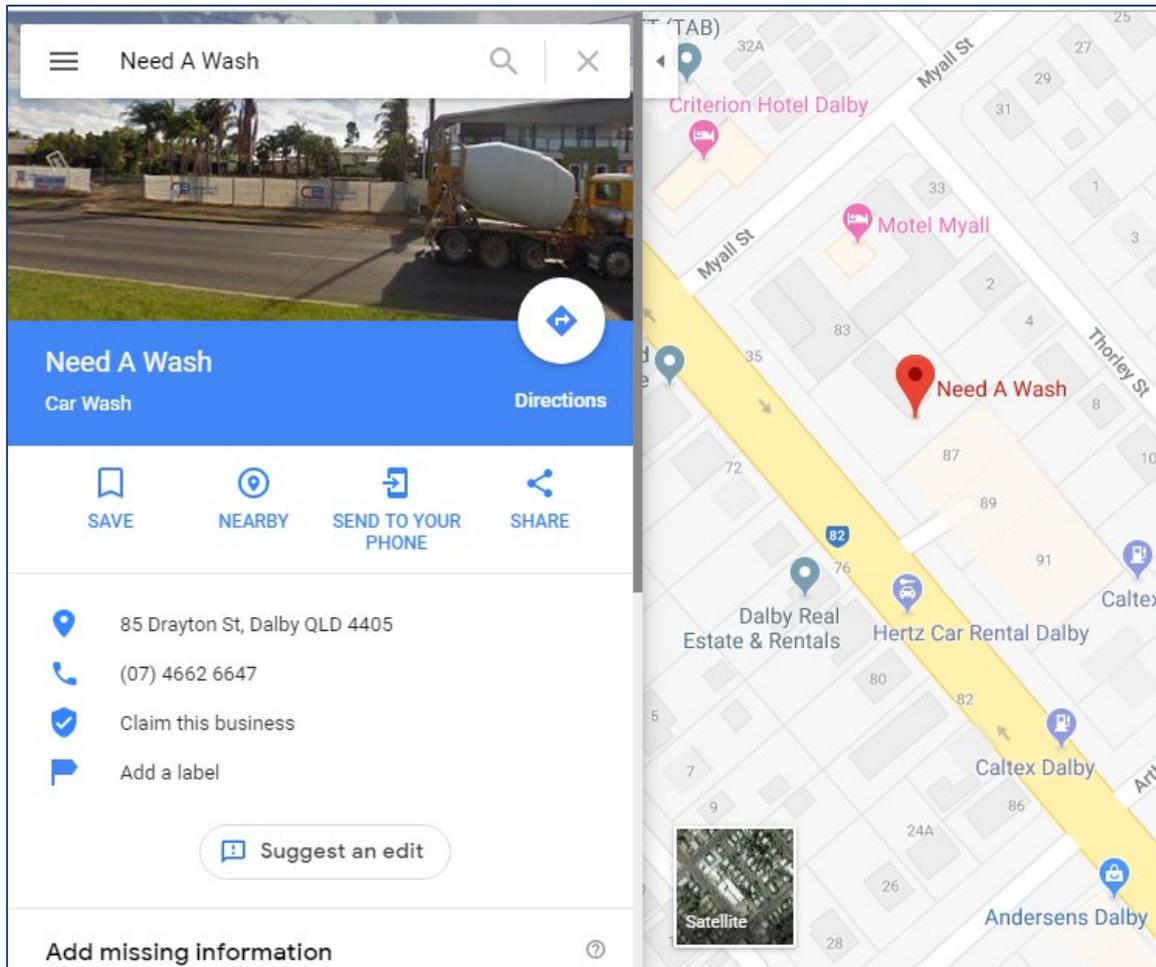
[Cancel](#) Send

7. Wait for your changes to be approved. You should get an email from Google Maps when your pin has been approved.



8. See your addition on Google Maps

- a. Go back to Google Maps, www.google.com.au/maps, and search for the place you added.
- b. You should see a pin on the map, and the side panel will open with the information you submitted.

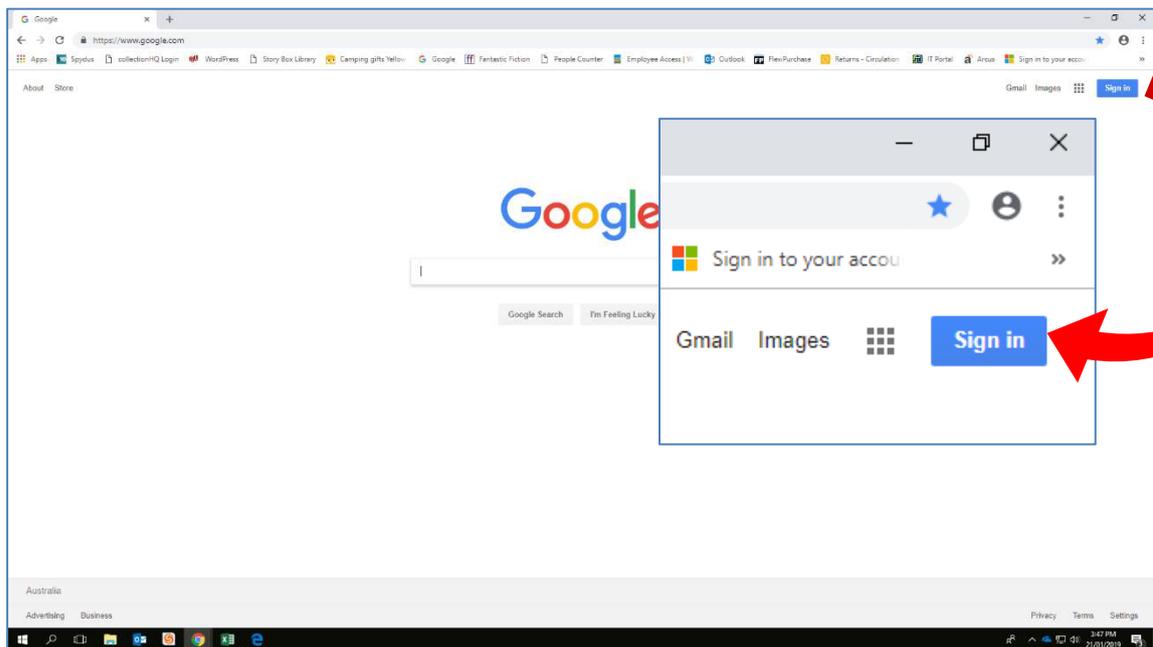


9. Do you own the business / place you just added? Why not Claim the business right now?

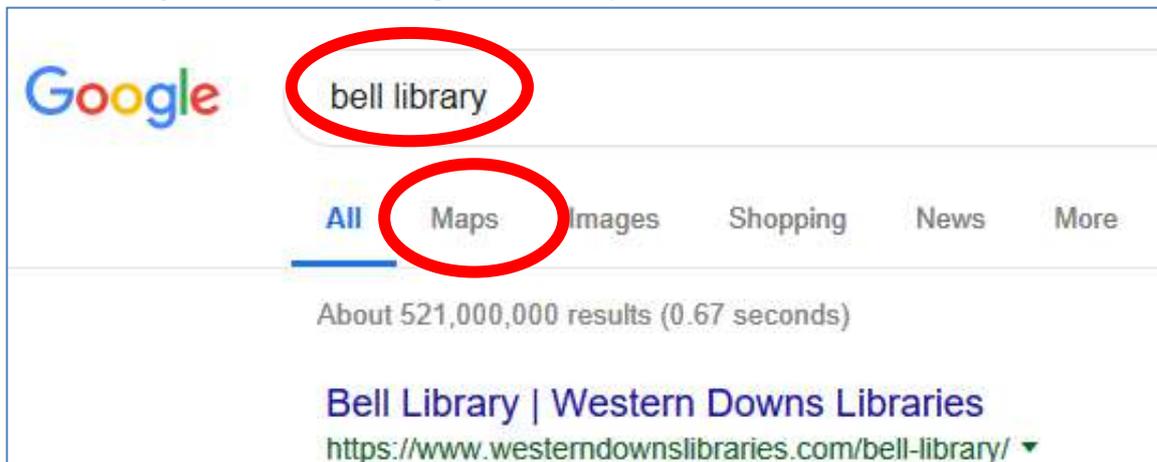
Google – Claim your business on Search & Maps

1. Sign in to Google

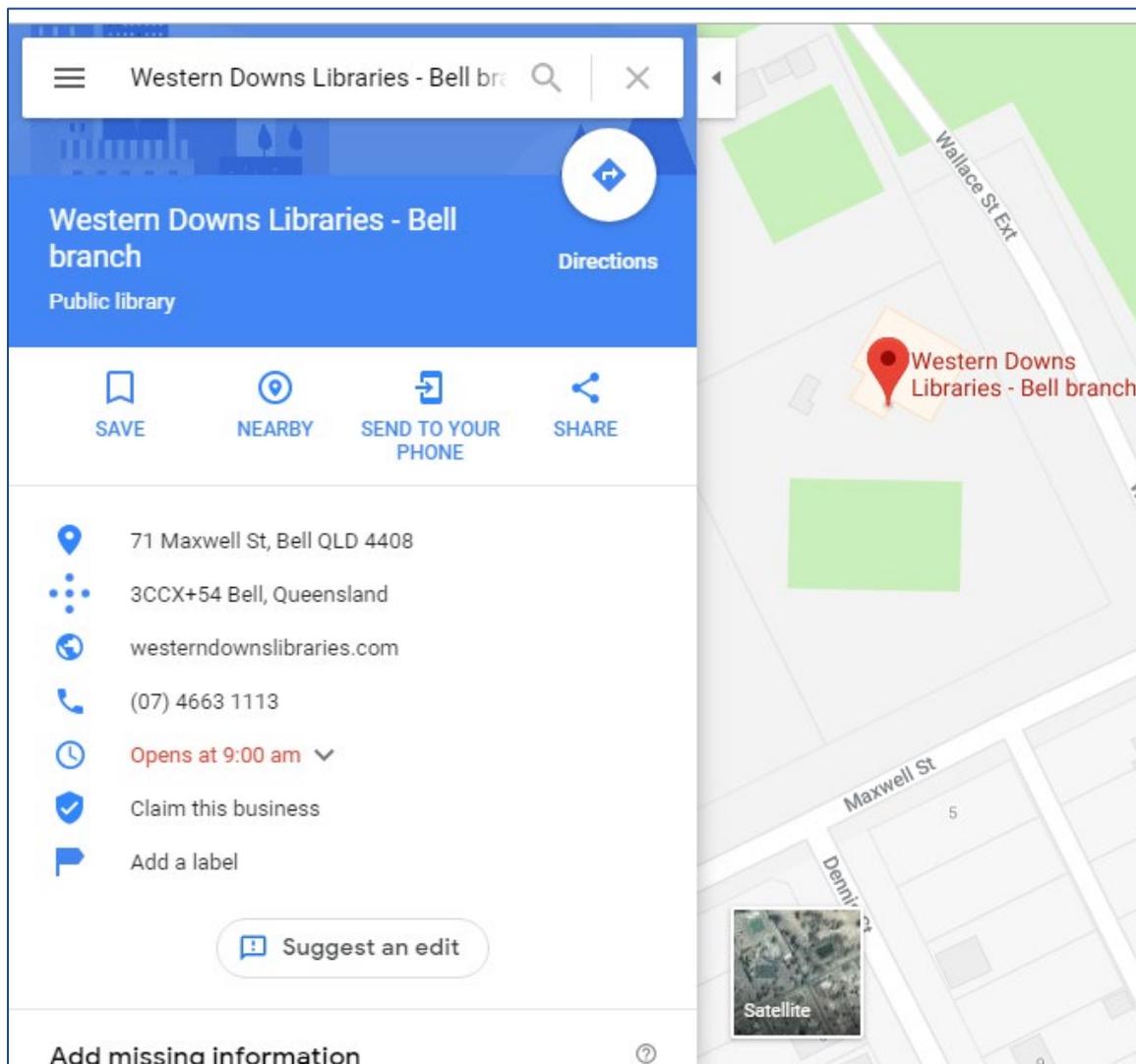
- a. Go to www.google.com
- b. Click the Sign In button
- c. If you have a Google account for your business, sign in by following the prompts on the screen. If you don't have a Google account, follow the link to Create Account.



Search for your business and go to the Maps tab

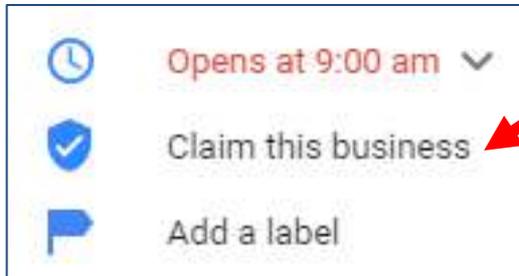


2. Make sure you have found the correct business.
 - a. If Google Maps has your business location listed, there will be a red pin on the map at your address.
 - b. The side panel will display useful information Google knows about your business (opening hours) and prompts for actions people searching for your business are likely to want to do (link to directions).

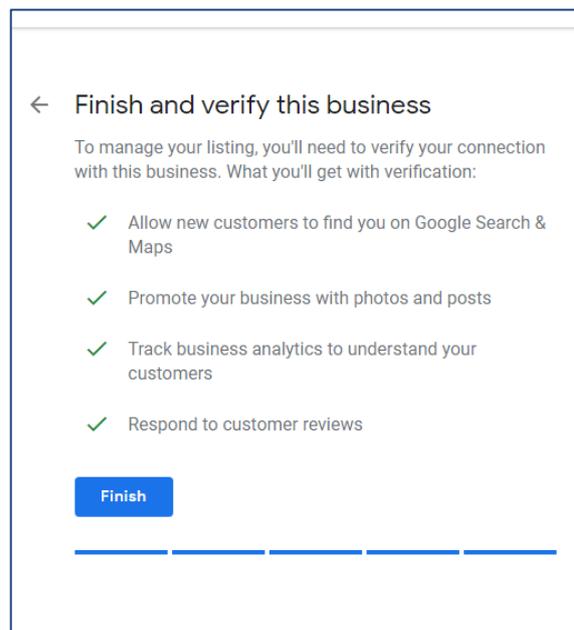
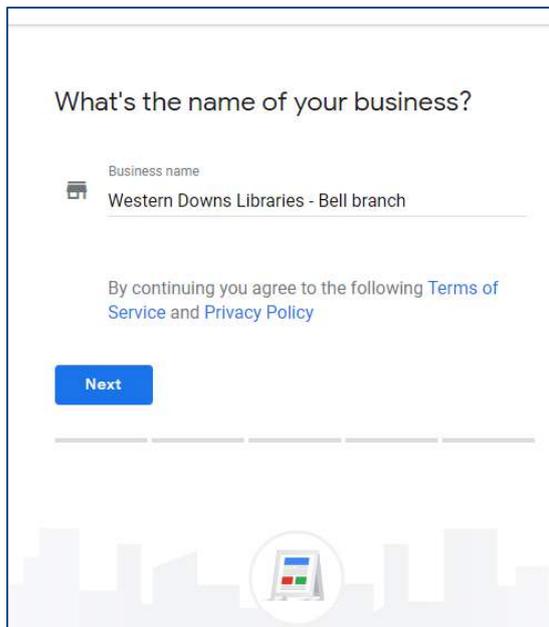


3. Claim your business

- a. On the side panel, click the "Claim this business" link.



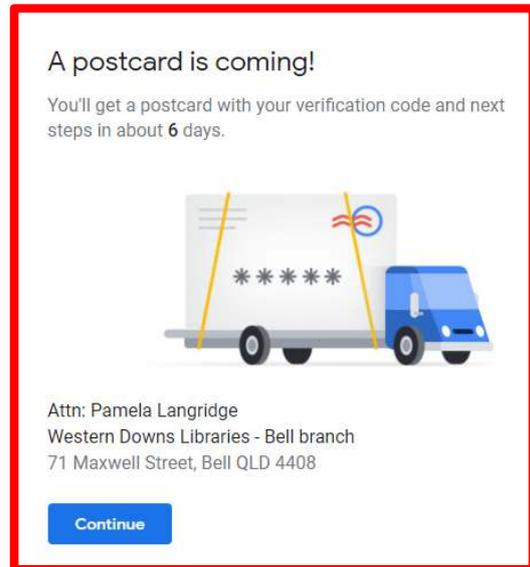
- b. You will be redirected to Google My Business. Google will ask you to verify your business name. Click the Next button. Then, click the Finish button.



c. But wait, there's more!

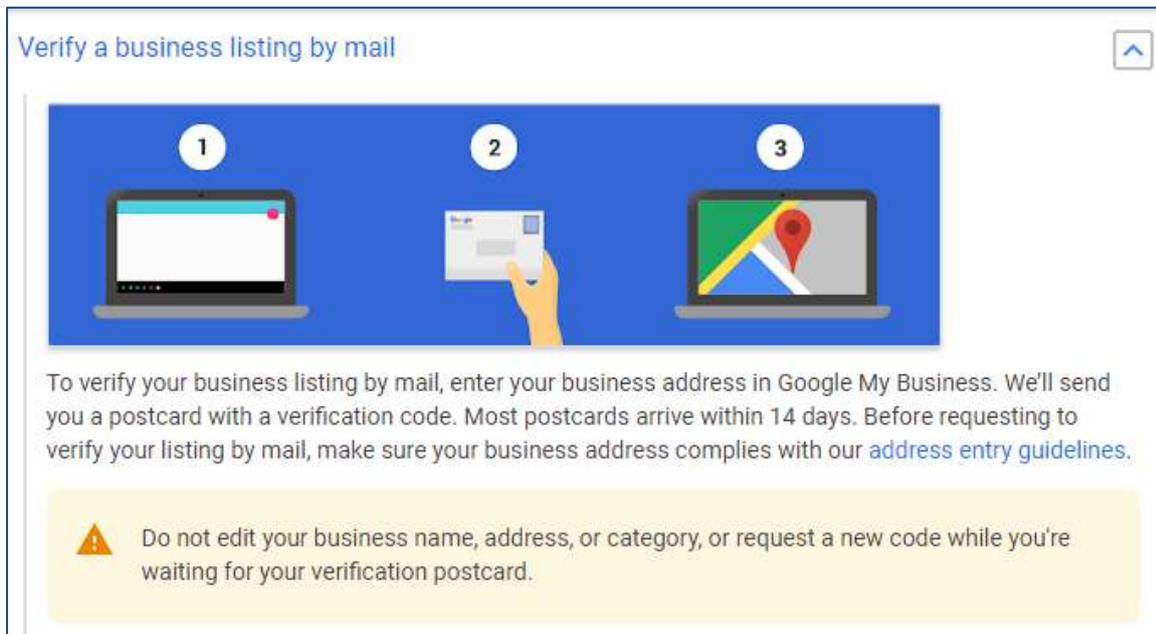
To make sure you really own that business and have the right to claim it, Google will need to send you a verification code, most likely by phone call or postcard.

Click the Continue button.



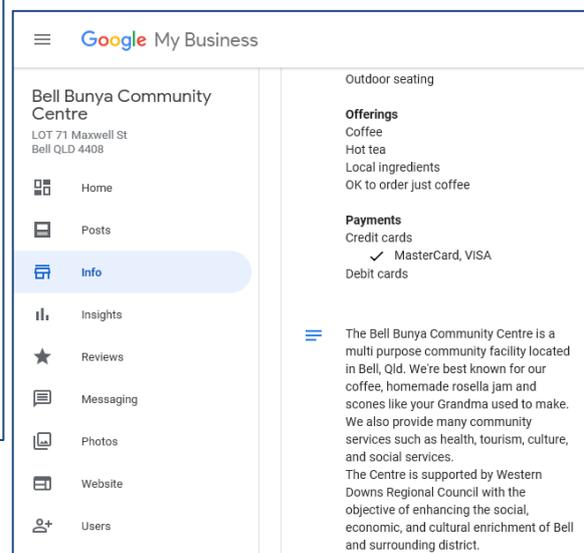
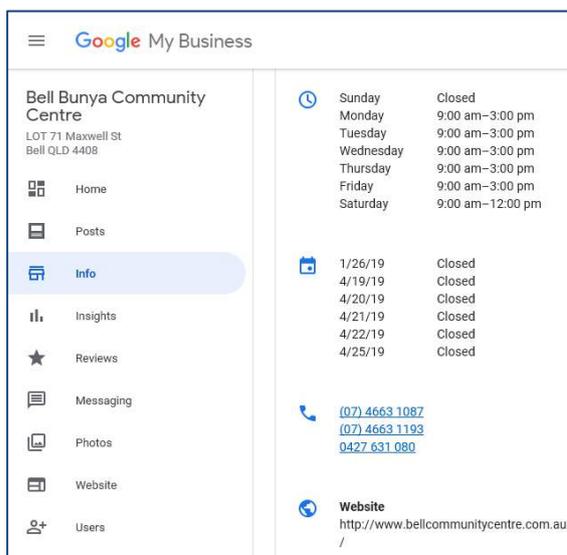
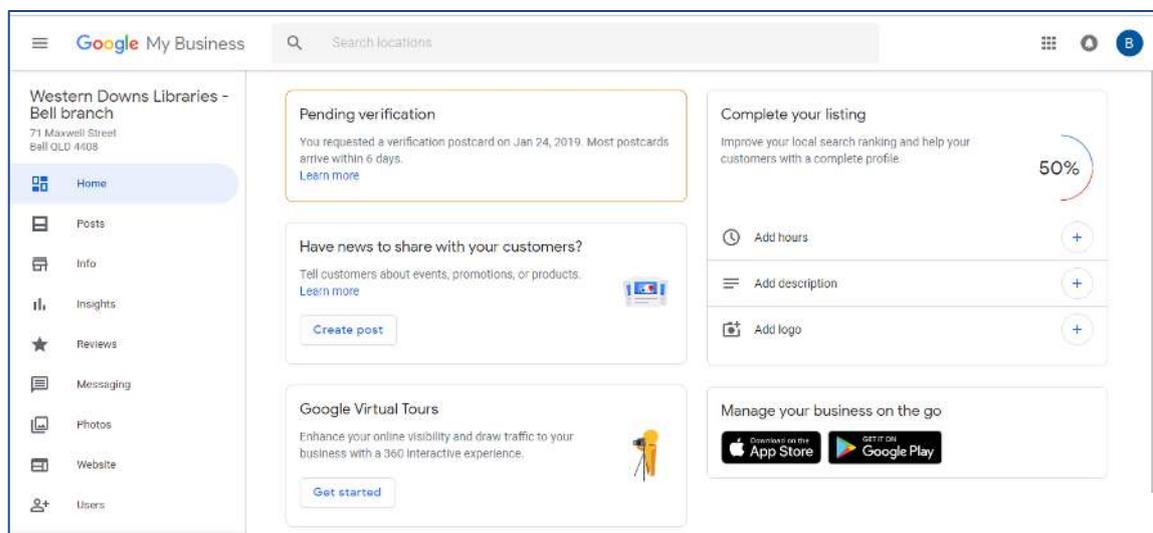
4. Wait for the verification code.

- a. This can take days, but it protects your business.
- b. Until you get the verification code, don't edit your business' Name, Address, or Category.

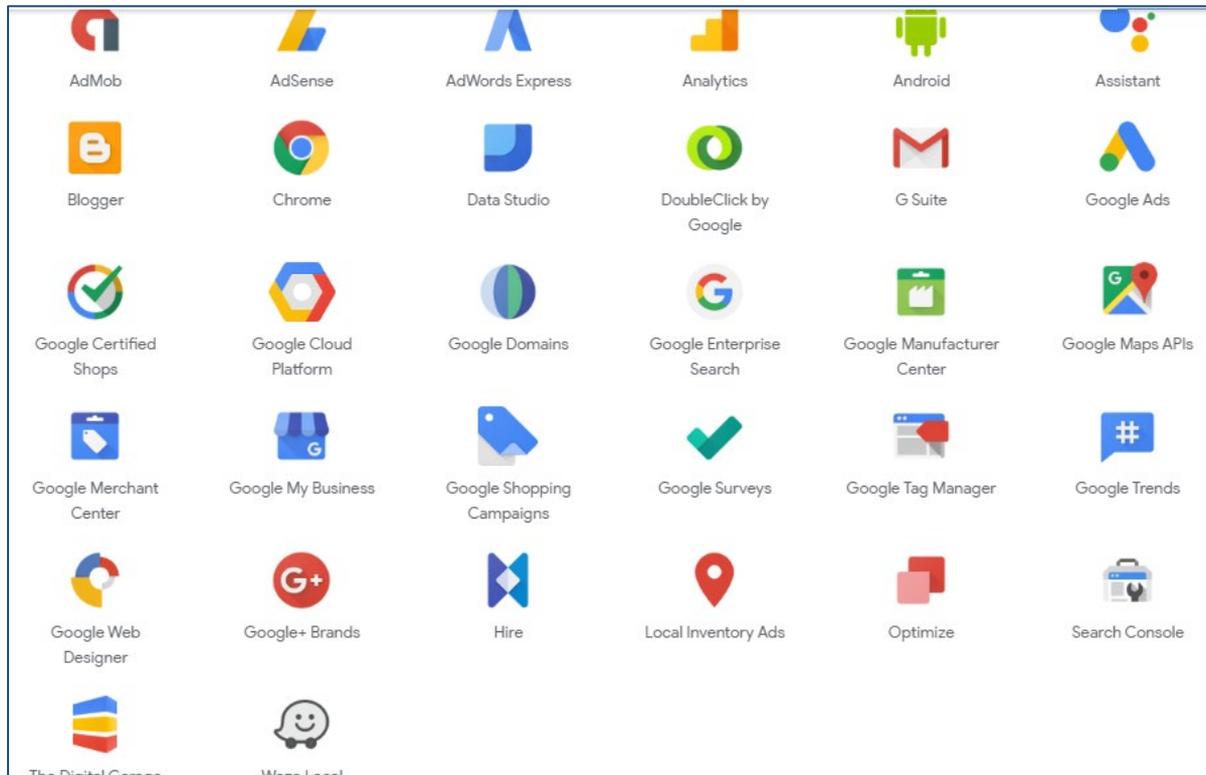


5. While you are waiting for the verification code, you can still have fun adding and updating all the other information about your business that people will find useful:

- a. Phone numbers, email address, opening hours, street address
- b. Your logo and a description of your business
- c. Photos of your storefront, shop layout, products, menu, team members being awesome.
- d. Whether you have public toilets, wheelchair access, EFTPOS, or free Wi-Fi.



6. Spend some time exploring all the features of Google My Business. Are there any of Google's other business-related services that you can take advantage of for free?

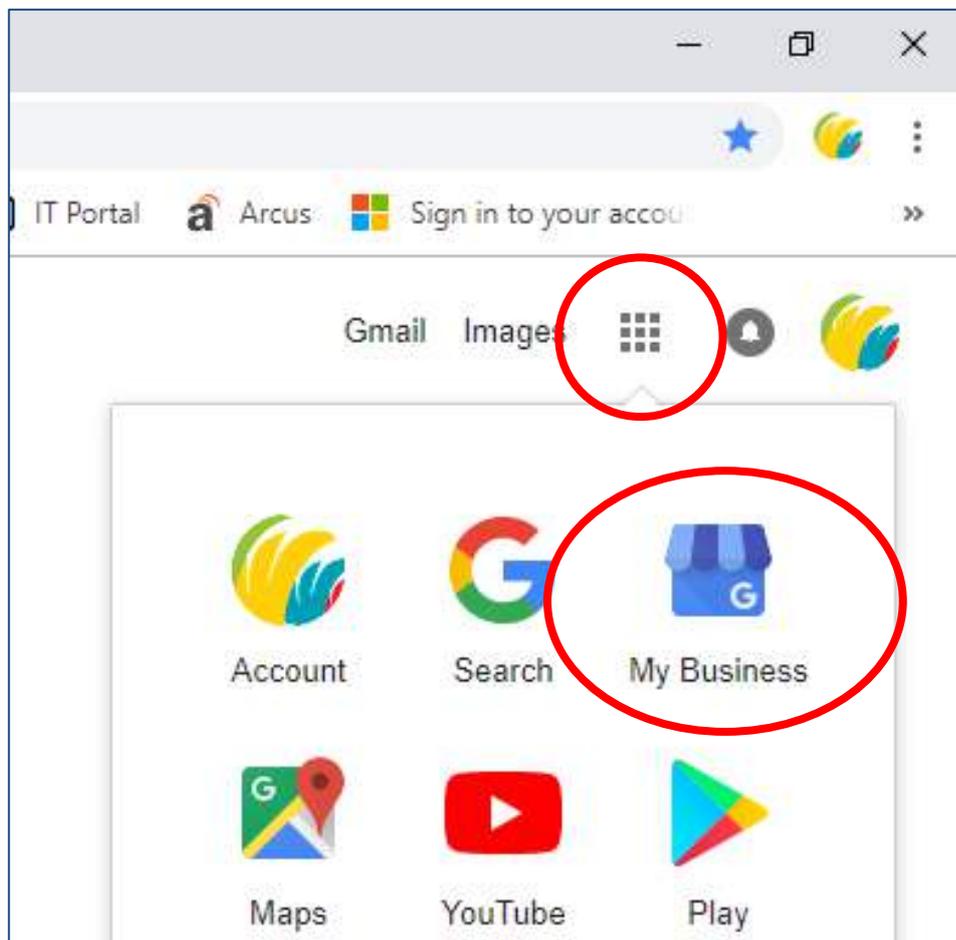


Google My Business – overview of features

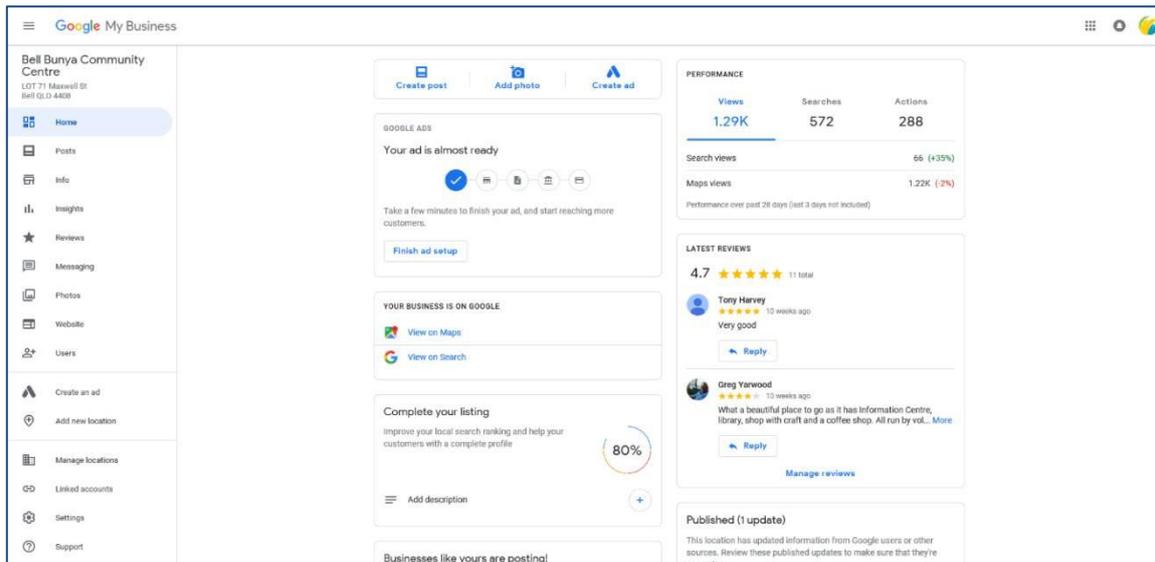
Once you Claim a business on Google Maps, you will automatically be given a Google My Business account.

This gives you a chance to update your business' details on Google and it is faster than waiting for Google's bots to find you. You can add products and offers directly into Google search, communicate with customers through Reviews and Messaging, view search Insights, and manage multiple store locations.

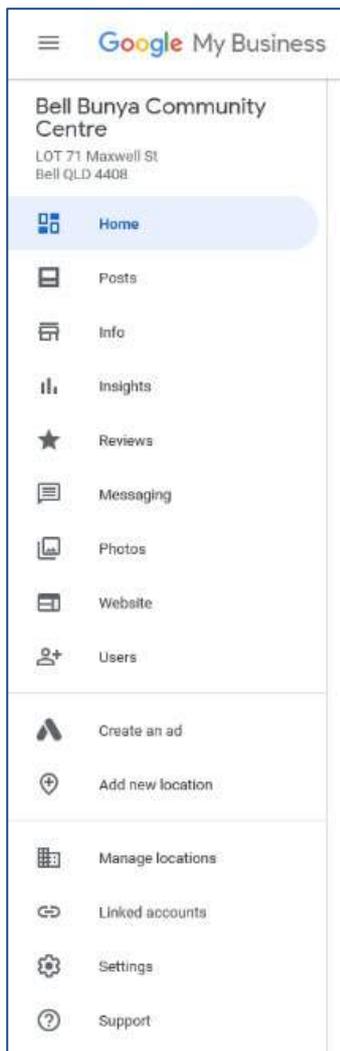
1. Log in to Google with your business account. Click the App Launcher, and then click the My Business icon.



2. You will be taken to the Home page for your Google My Business listing.

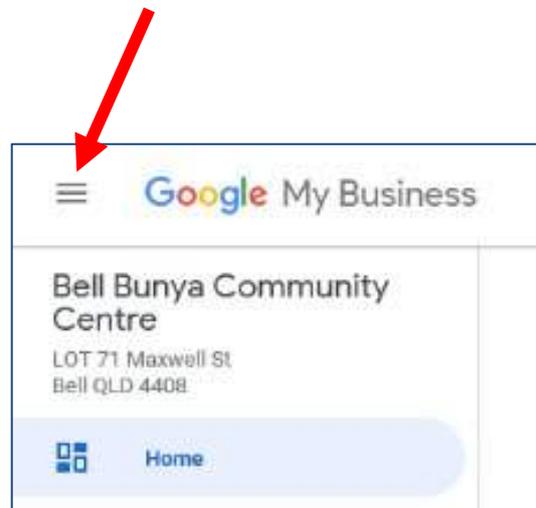


3. Down the left-hand side is the menu panel.

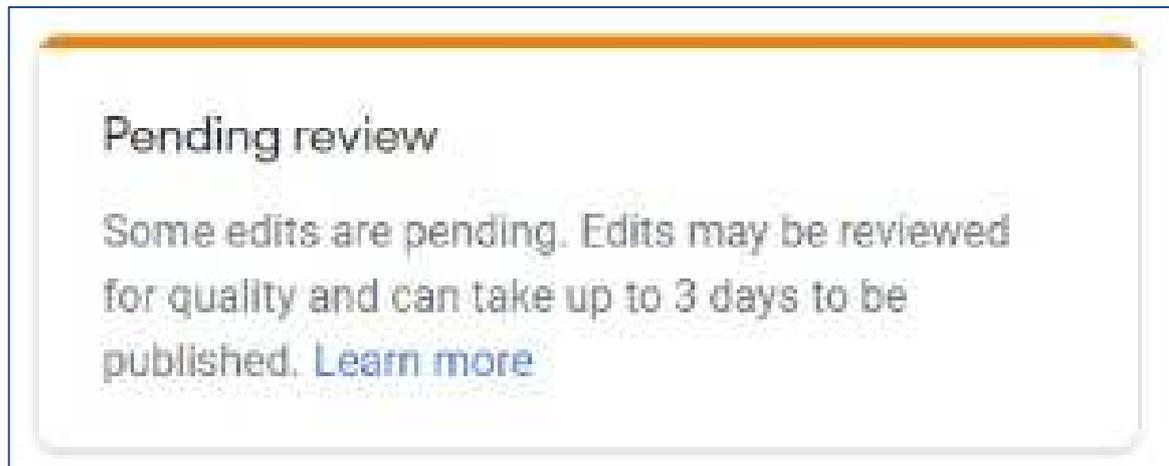


You can click into any of these to get further information, interact with clients, or update details.

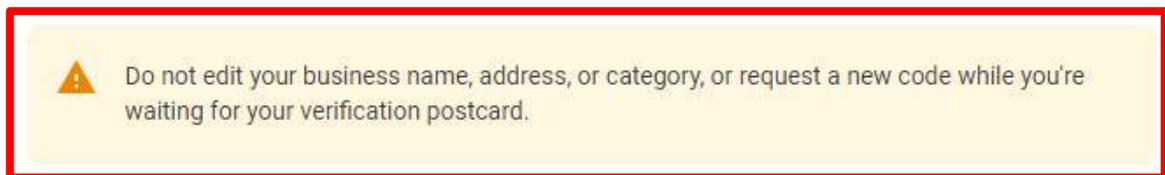
If you don't see this menu panel, or you accidentally lost it, click on the Menu button on the top left.



You might need to wait a few days for your edits to show up on Google search.



REMEMBER:



4. Home screen

The Home screen for your listing pulls together on one screen some of the most useful features, such as Reviews and Search statistics, as well as ones Google is trying to promote, such as Google Ads.



The screenshot shows the Google My Business dashboard for 'Bell Bunya Community Centre'. The left sidebar contains navigation options: Home (selected), Posts, Info, Insights, Reviews, Messaging, Photos, Website, Users, Create an ad, Add new location, Manage locations, Linked accounts, Settings, and Support. The main content area is divided into several sections:

- PERFORMANCE:** A table showing metrics over the past 28 days.

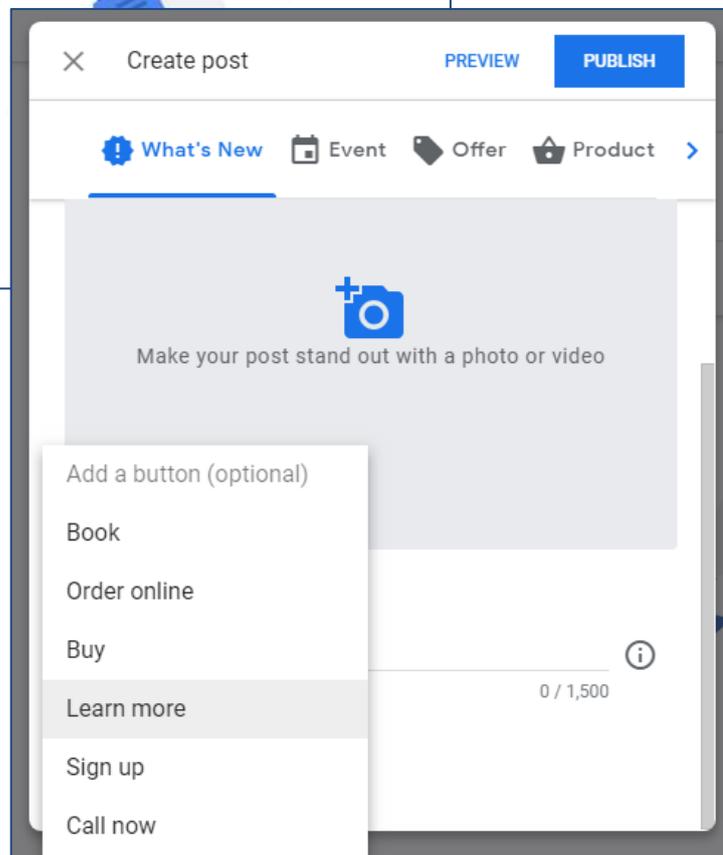
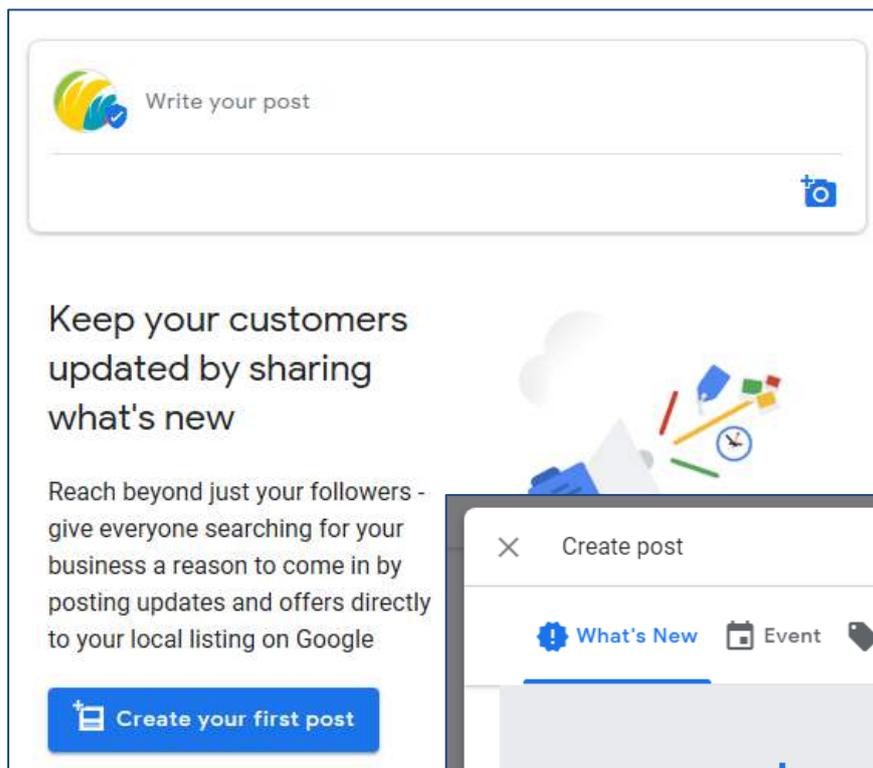
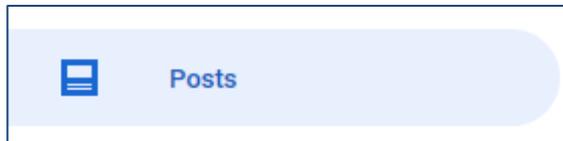
Metric	Views	Searches	Activity
Views	1.3K	596	653
Search views			78 (+13%)
Maps views			1.22K (-3%)
- GOOGLE ADS:** A section titled 'Your ad is almost ready' with a progress bar and a 'Finish ad setup' button.
- LATEST REVIEWS:** A section showing a 4.7 star rating from 12 total reviews. Two reviews are visible: one by Tony Harvey (13 weeks ago) and one by Greg Yarwood (13 weeks ago).
- LATEST CUSTOMER PHOTOS:** A grid of four photos with view counts: 192, 785, 3.25K, and 541.
- Google Virtual Tours:** A section with a 'Get started' button and a virtual tour icon.

At the bottom of the dashboard, it says 'YOUR BUSINESS IS ON GOOGLE'.

5. Posts

You can keep customers updated with your latest news, events, products, and sales, directly into Google Search results.

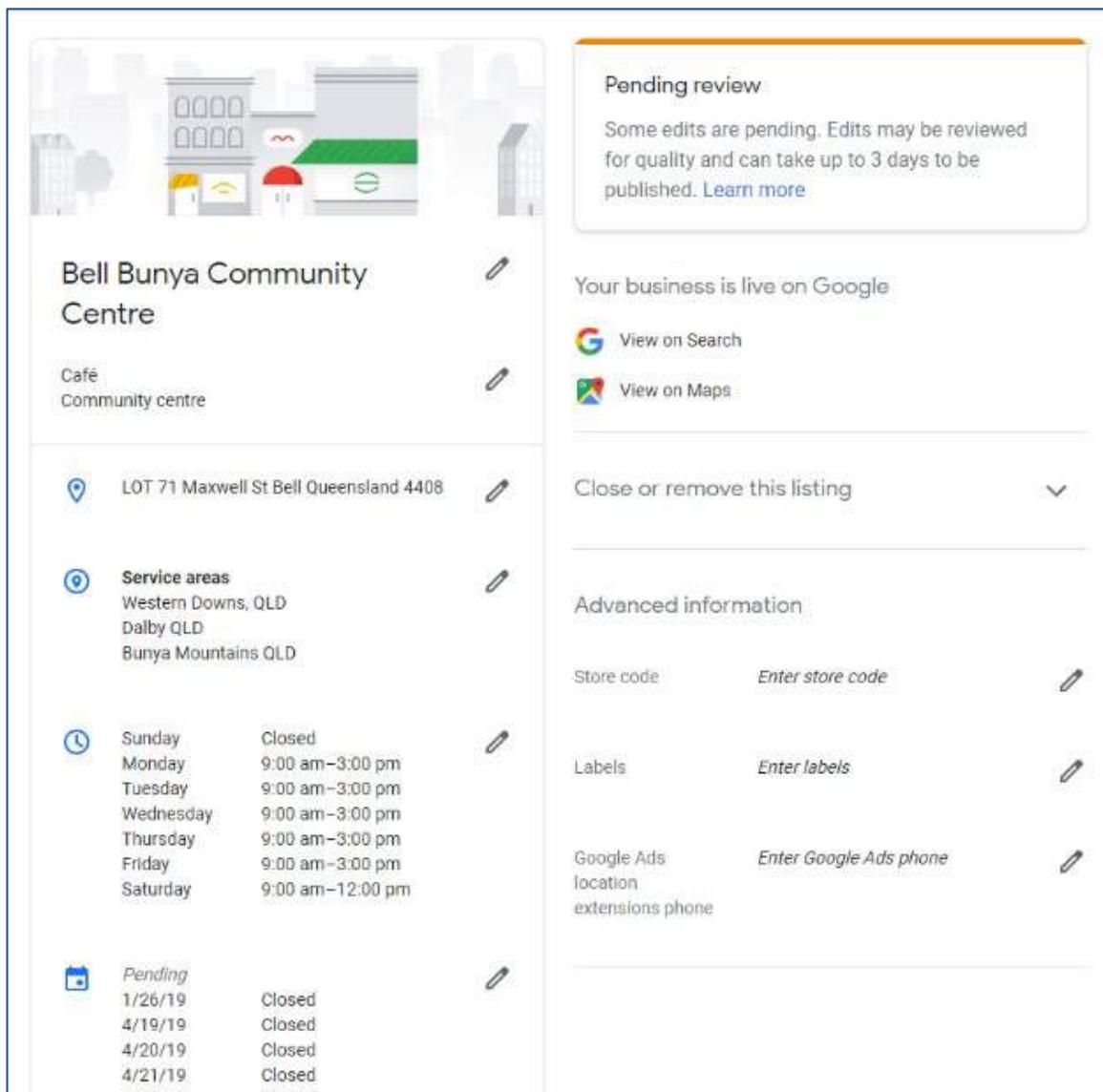
You can also link back to a specific page on your website or directly to your online booking page.



6. Info

The Info tab is where you access and update all the details about your business listed in Google Search and Google Maps results.

Here, you can enter contact details, opening hours, link to your website, and let customers know you have Free Wi-Fi.



Bell Bunya Community Centre

Cafe
Community centre

LOT 71 Maxwell St Bell Queensland 4408

Service areas
Western Downs, QLD
Dalby QLD
Bunya Mountains QLD

Sunday	Closed
Monday	9:00 am–3:00 pm
Tuesday	9:00 am–3:00 pm
Wednesday	9:00 am–3:00 pm
Thursday	9:00 am–3:00 pm
Friday	9:00 am–3:00 pm
Saturday	9:00 am–12:00 pm

Pending

1/26/19	Closed
4/19/19	Closed
4/20/19	Closed
4/21/19	Closed
4/22/19	Closed

Pending review
Some edits are pending. Edits may be reviewed for quality and can take up to 3 days to be published. [Learn more](#)

Your business is live on Google

[View on Search](#)
[View on Maps](#)

Close or remove this listing

Advanced information

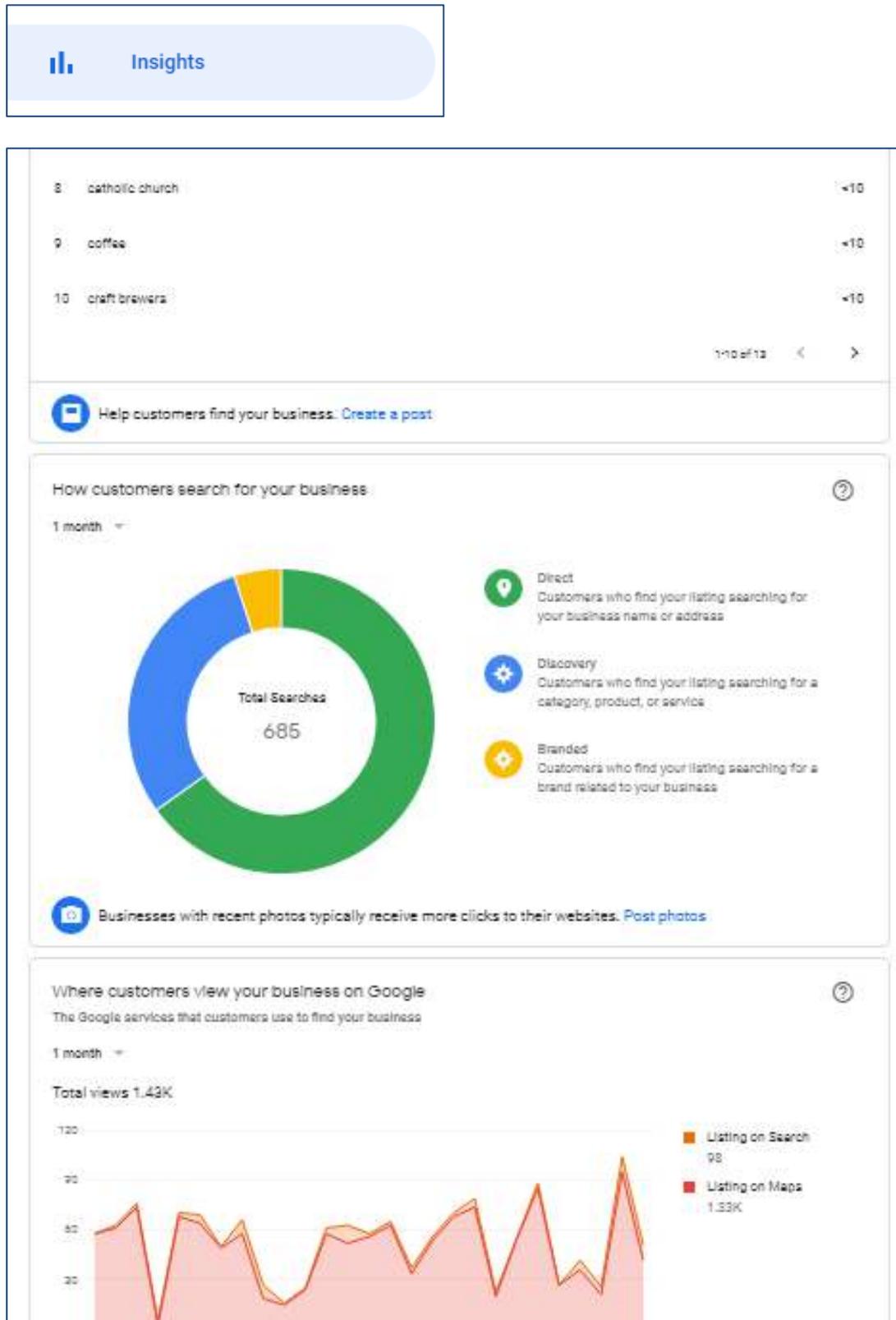
Store code *Enter store code*

Labels *Enter labels*

Google Ads location extensions phone *Enter Google Ads phone*

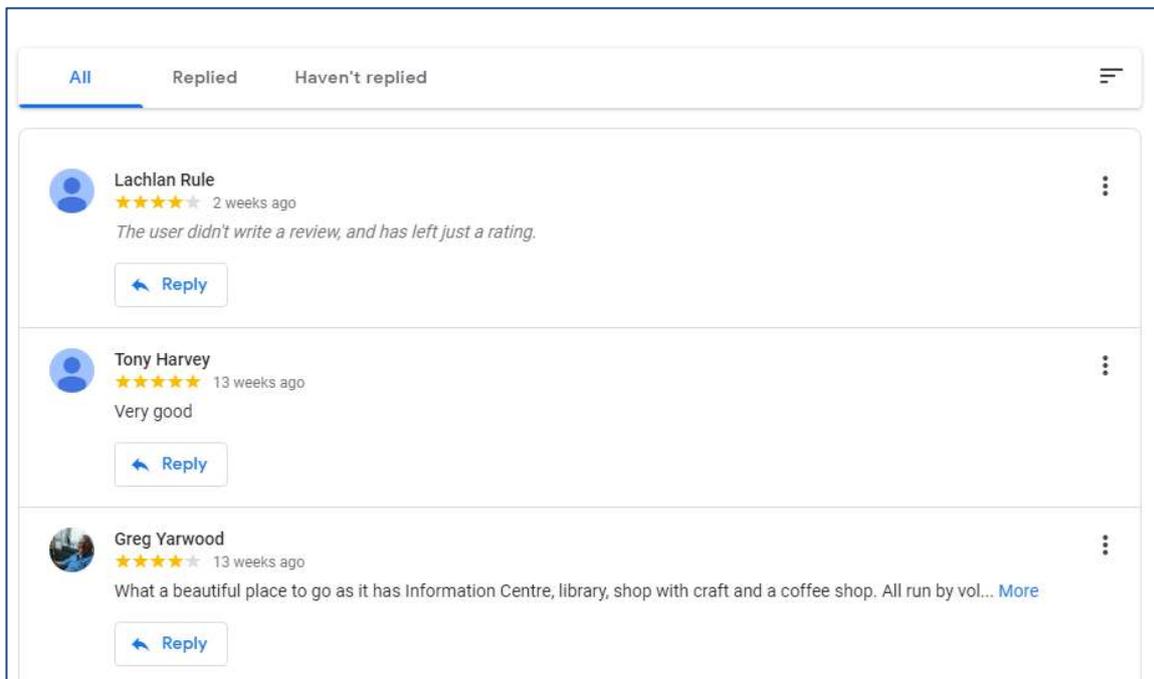
7. Insights

The My Business Insights page gives you information about how people find your business online, and what actions they take once they have found you.



8. Reviews

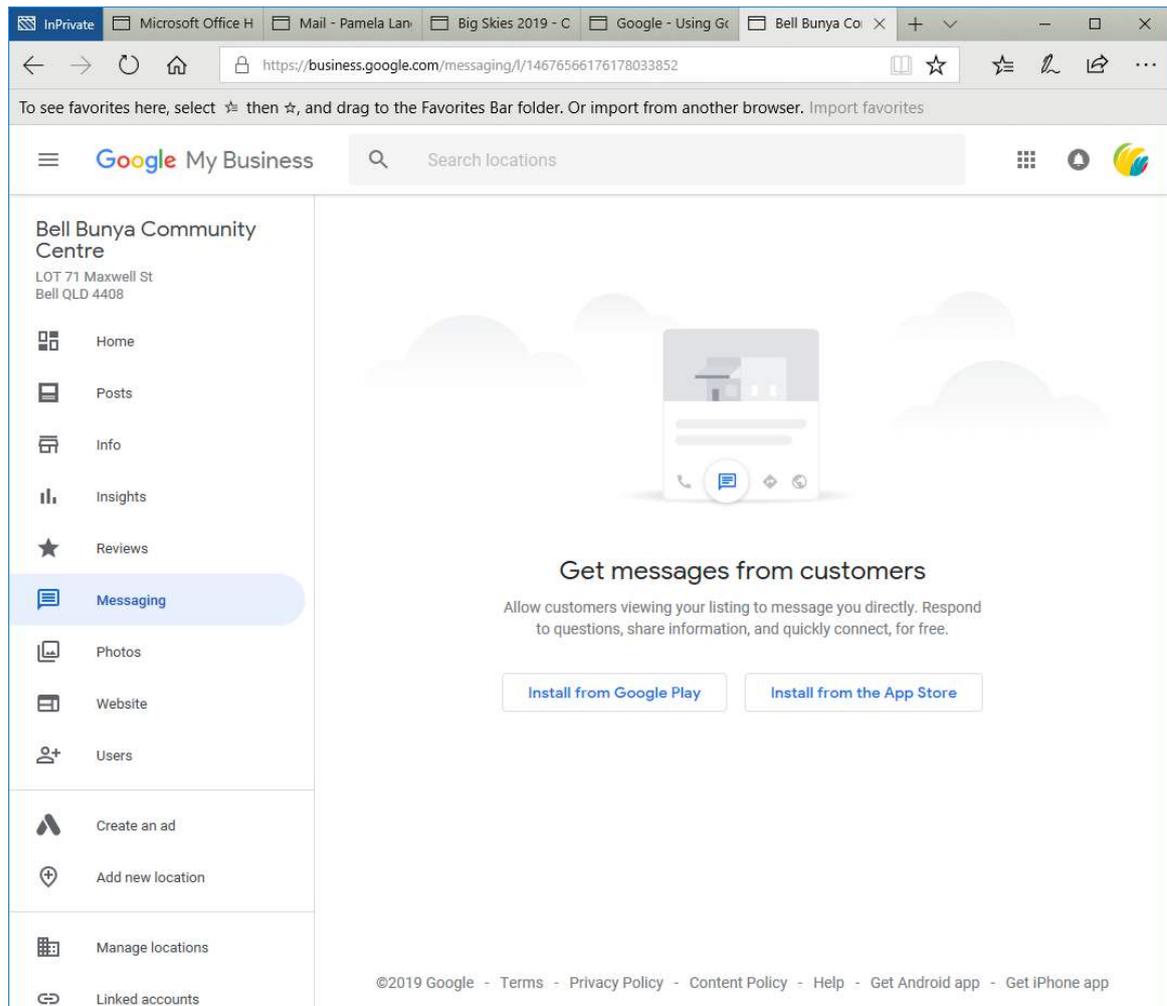
Anyone with a Google account can leave a review of your business. The Reviews section allows you to monitor and respond to them.



9. Messaging

You will need to install the Google My Business app on your iOS or Android device in order to use the Messaging feature.

Messaging allows you to respond directly and immediately to customers who have found your business listing on Google.

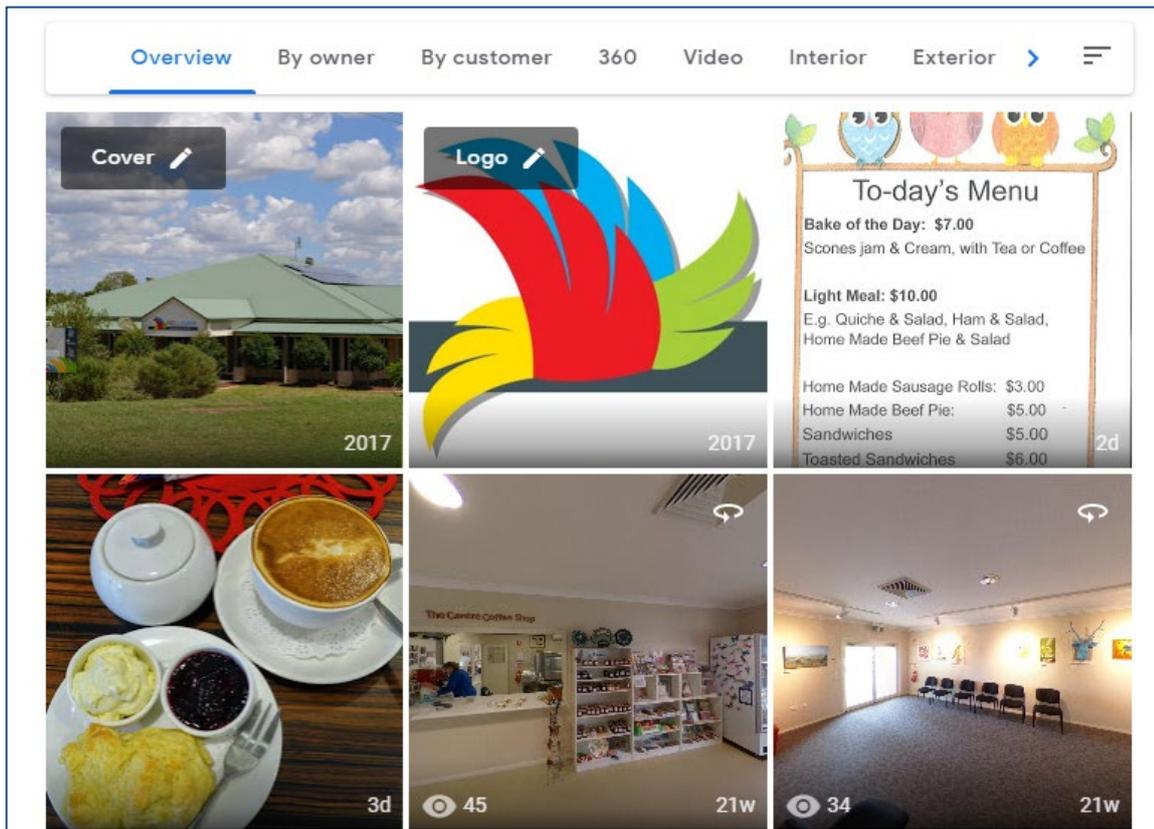
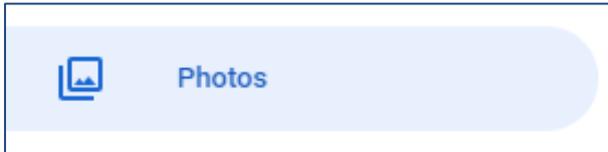


The screenshot shows a web browser window displaying the Google My Business Messaging interface. The browser's address bar shows the URL: <https://business.google.com/messaging/14676566176178033852>. The page header includes the Google My Business logo and a search bar for locations. The main content area is for the 'Bell Bunya Community Centre' listing, which includes the address: LOT 71 Maxwell St, Bell QLD 4408. A sidebar on the left contains navigation options: Home, Posts, Info, Insights, Reviews, Messaging (highlighted), Photos, Website, Users, Create an ad, Add new location, Manage locations, and Linked accounts. The central message area features a graphic of a smartphone with a messaging app icon, the heading 'Get messages from customers', and the text: 'Allow customers viewing your listing to message you directly. Respond to questions, share information, and quickly connect, for free.' Below this text are two buttons: 'Install from Google Play' and 'Install from the App Store'. The footer of the page contains copyright information: ©2019 Google - Terms - Privacy Policy - Content Policy - Help - Get Android app - Get iPhone app.

10. Photos

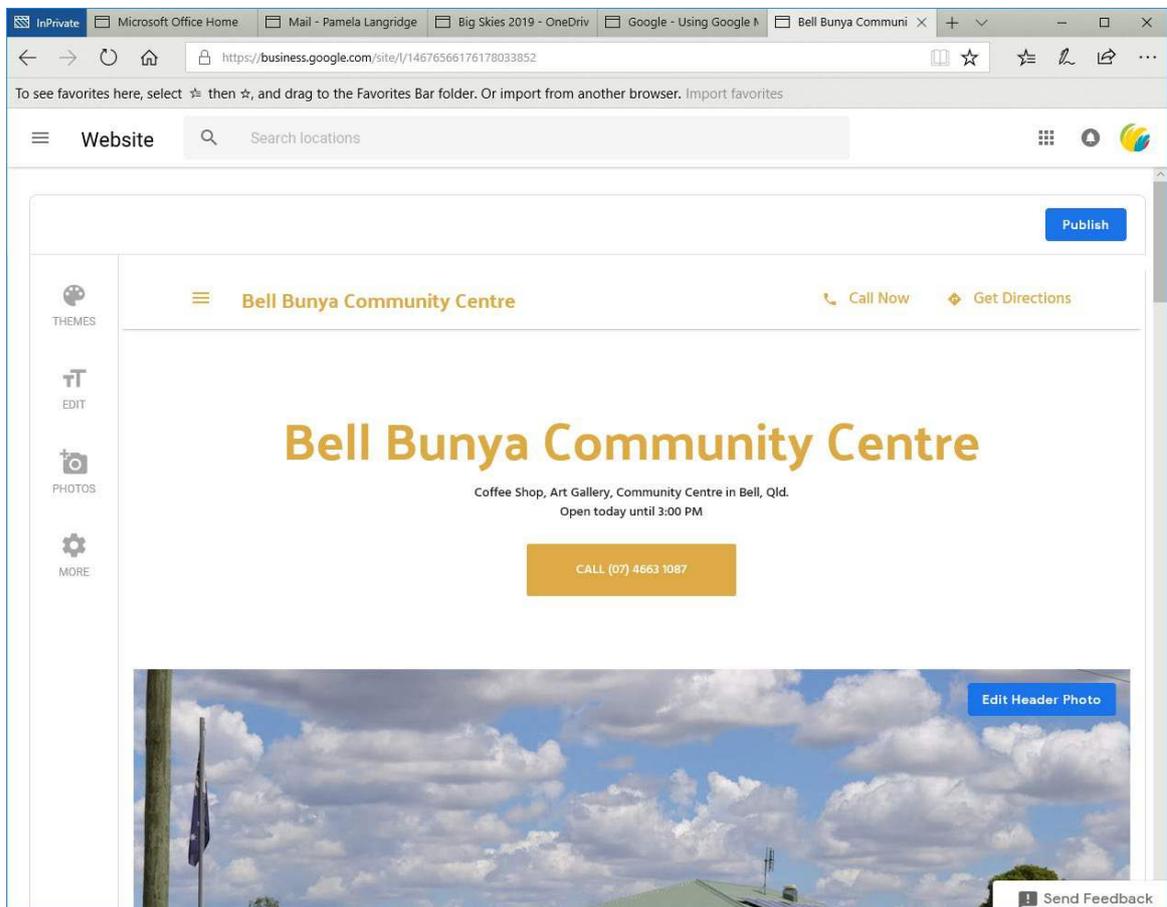
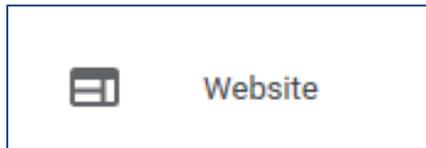
The Photos features allows you to upload photos in and around your business, as well as photos of your products and services.

You can also see photos uploaded by customers here.



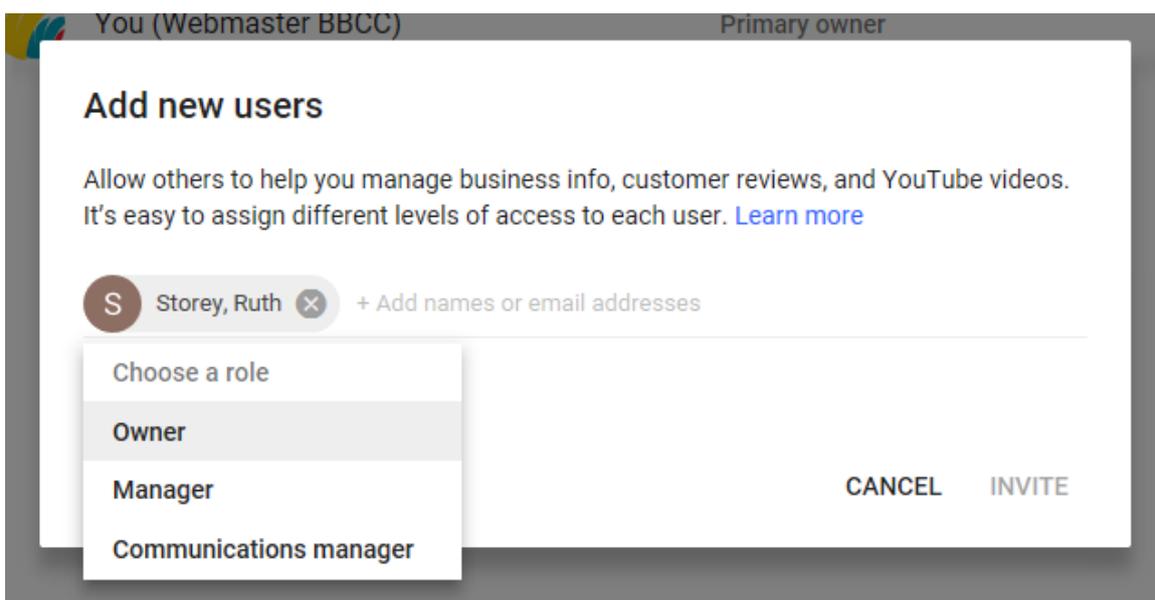
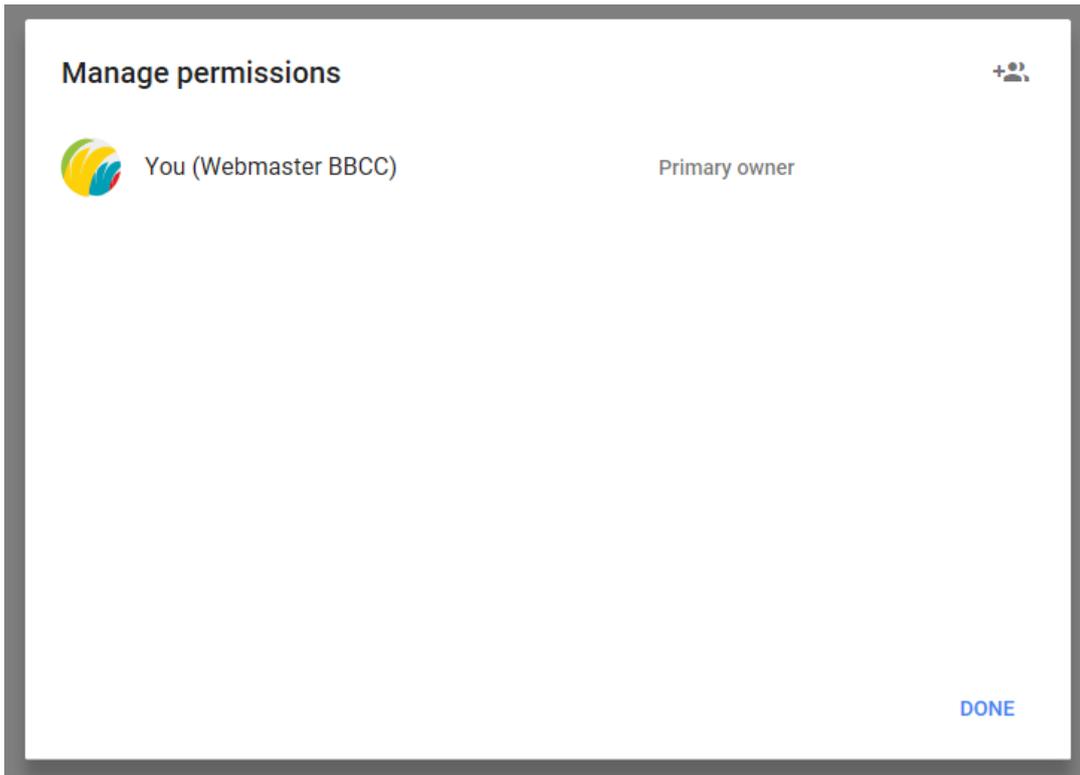
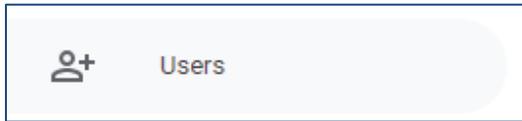
11. Website

Google can use the information in your My Business listing to put together a basic website for you. It has some minimal customisation. It is not automatically Online – you will need to click the “Publish” button if you want Google to make it Live.



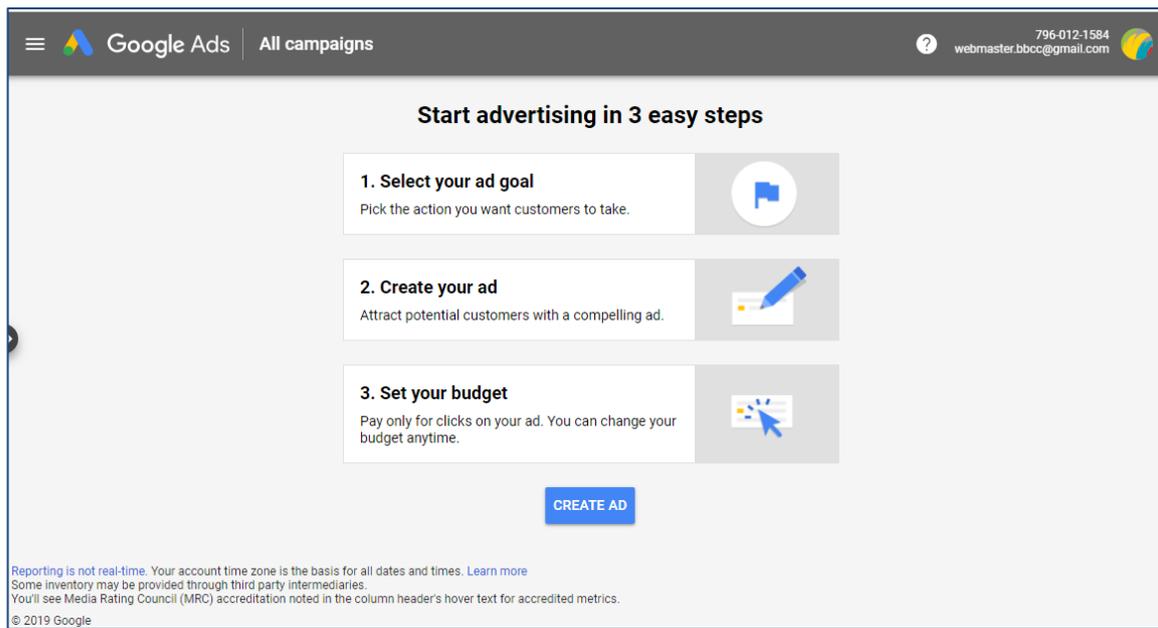
12. Users

If you want other people in your business to be able to edit or manage your Google My Business details, add them as a User..



13. Create an Ad

This will take you to the Google Ads website.

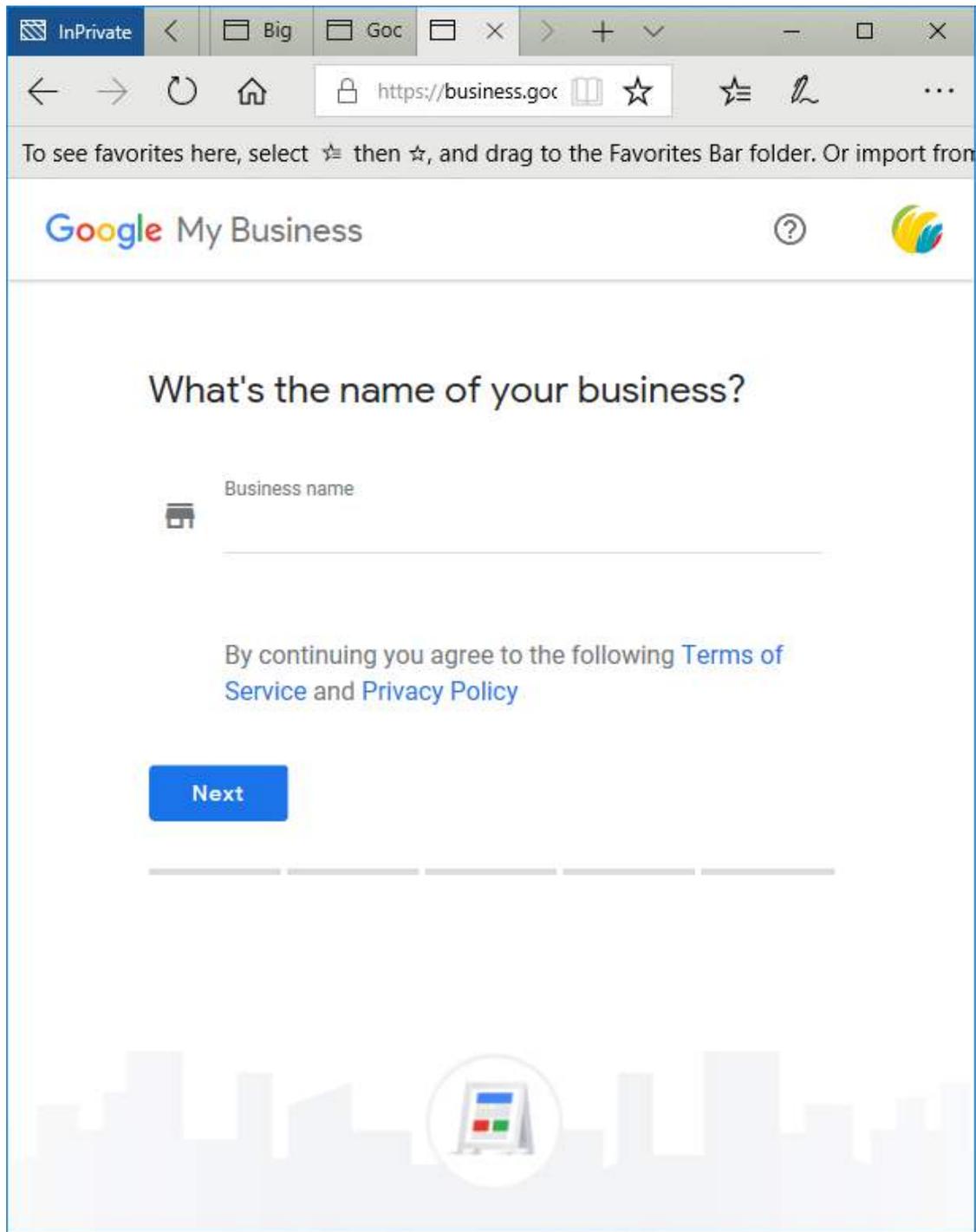
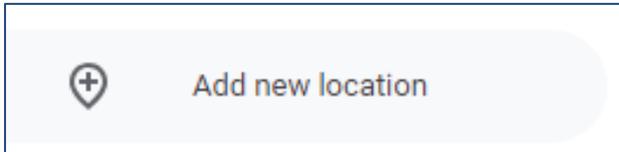
A screenshot of the Google Ads interface. At the top, it says "Google Ads | All campaigns" on the left and "796-012-1584 webmaster.bbccc@gmail.com" on the right. The main heading is "Start advertising in 3 easy steps". Below this are three numbered steps, each with a description and an icon:

- 1. Select your ad goal**: Pick the action you want customers to take. Icon: a blue flag.
- 2. Create your ad**: Attract potential customers with a compelling ad. Icon: a blue pencil writing on a document.
- 3. Set your budget**: Pay only for clicks on your ad. You can change your budget anytime. Icon: a blue arrow pointing to a budget chart.

At the bottom of the steps is a blue button that says "CREATE AD". Below the steps, there is a small disclaimer: "Reporting is not real-time. Your account time zone is the basis for all dates and times. Learn more. Some inventory may be provided through third party intermediaries. You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics." At the very bottom left of the screenshot is the copyright notice "© 2019 Google".

14. Add new locations

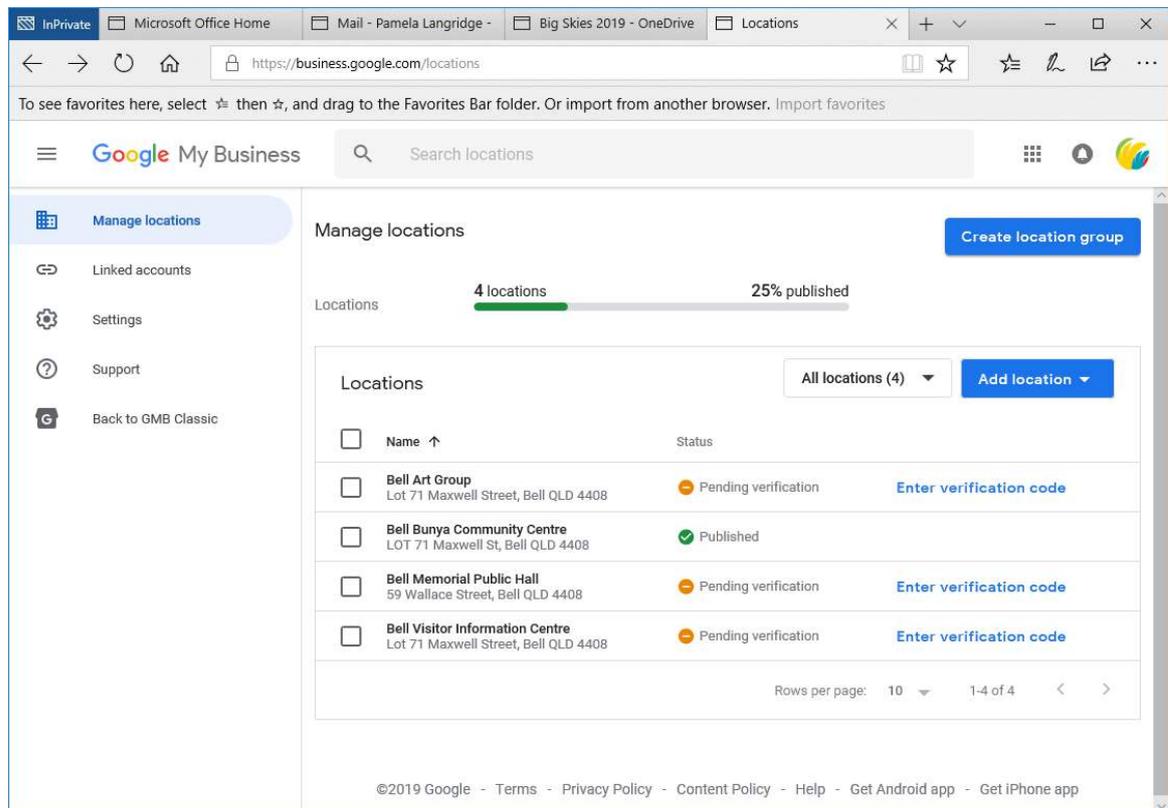
If you own more than one business, you can add others to your Google My Business account.



15. Manage locations

If you have more than one business listed on your Google My Business account, you can switch between them by clicking on the Manage Locations menu.

In fact, once you have more than one business listed on My Business, the Manage Locations screen will be the first one you see after logging in.



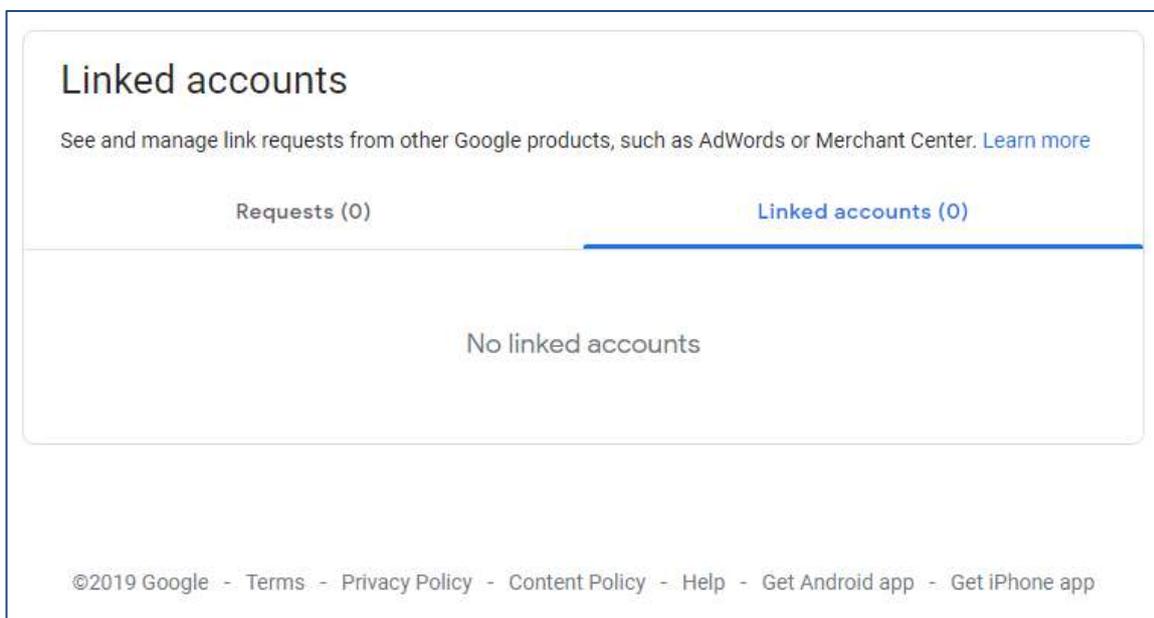
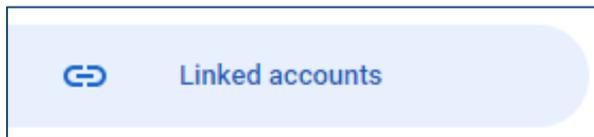
The screenshot shows the Google My Business 'Manage locations' page. The browser address bar is <https://business.google.com/locations>. The page title is 'Manage locations' and it shows '4 locations' with a progress bar indicating '25% published'. A 'Create location group' button is in the top right. A left sidebar contains navigation options: 'Manage locations' (selected), 'Linked accounts', 'Settings', 'Support', and 'Back to GMB Classic'. The main content area has a 'Locations' section with a dropdown for 'All locations (4)' and an 'Add location' button. Below is a table of locations:

<input type="checkbox"/>	Name ↑	Status	
<input type="checkbox"/>	Bell Art Group Lot 71 Maxwell Street, Bell QLD 4408	⚠ Pending verification	Enter verification code
<input type="checkbox"/>	Bell Bunya Community Centre LOT 71 Maxwell St, Bell QLD 4408	✔ Published	
<input type="checkbox"/>	Bell Memorial Public Hall 59 Wallace Street, Bell QLD 4408	⚠ Pending verification	Enter verification code
<input type="checkbox"/>	Bell Visitor Information Centre Lot 71 Maxwell Street, Bell QLD 4408	⚠ Pending verification	Enter verification code

At the bottom of the table, it says 'Rows per page: 10' and '1-4 of 4'. The footer contains copyright information: '©2019 Google - Terms - Privacy Policy - Content Policy - Help - Get Android app - Get iPhone app'.

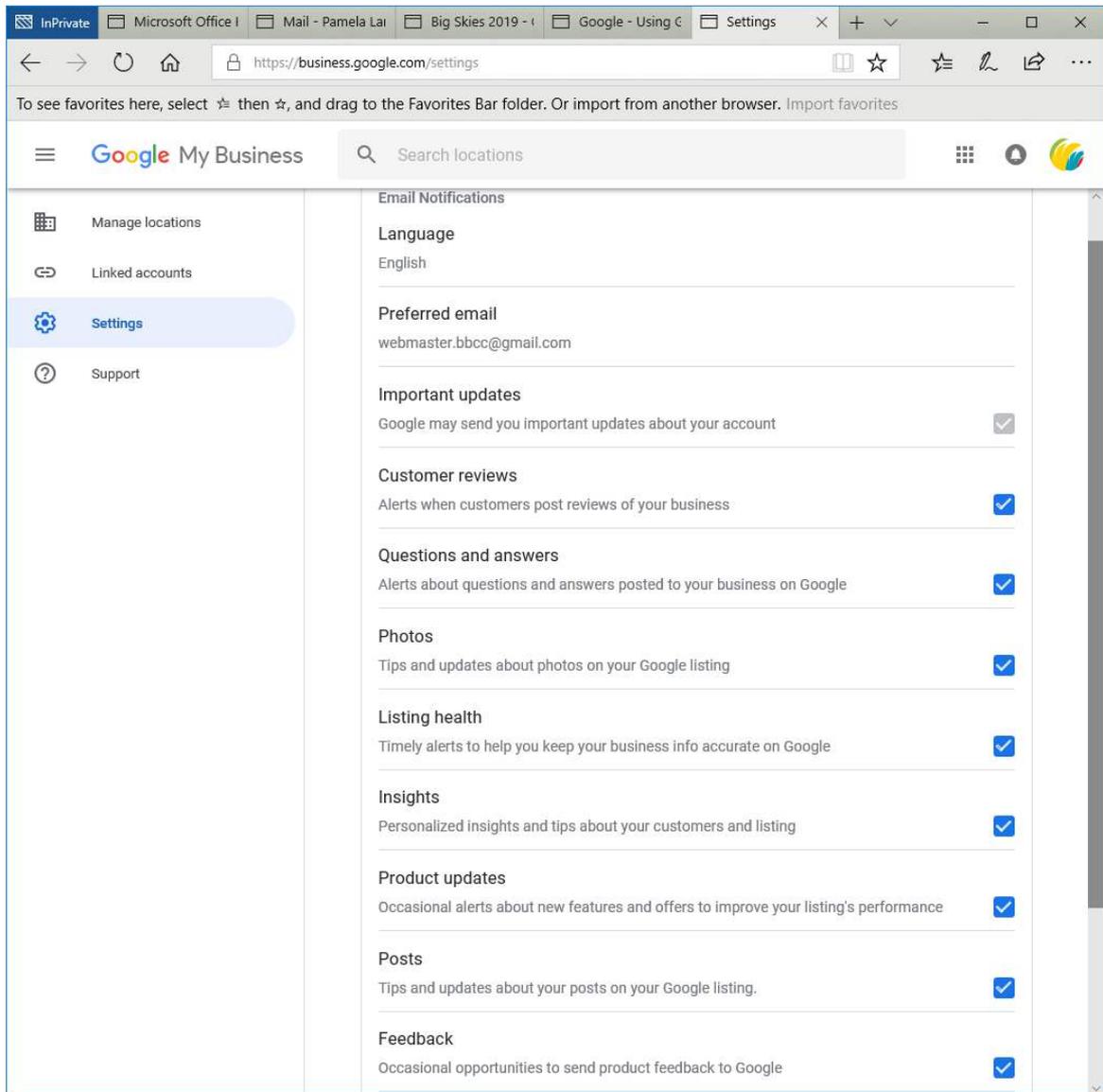
16. Linked Accounts

This section is all about connecting your Google Adwords and Merchant Center accounts to your My Business account, so you can link products directly to ads and track conversion and performance.



17. Settings

This section mainly deals with whether you want Google My Business to send you updates, alerts, and tips about your My Business account.

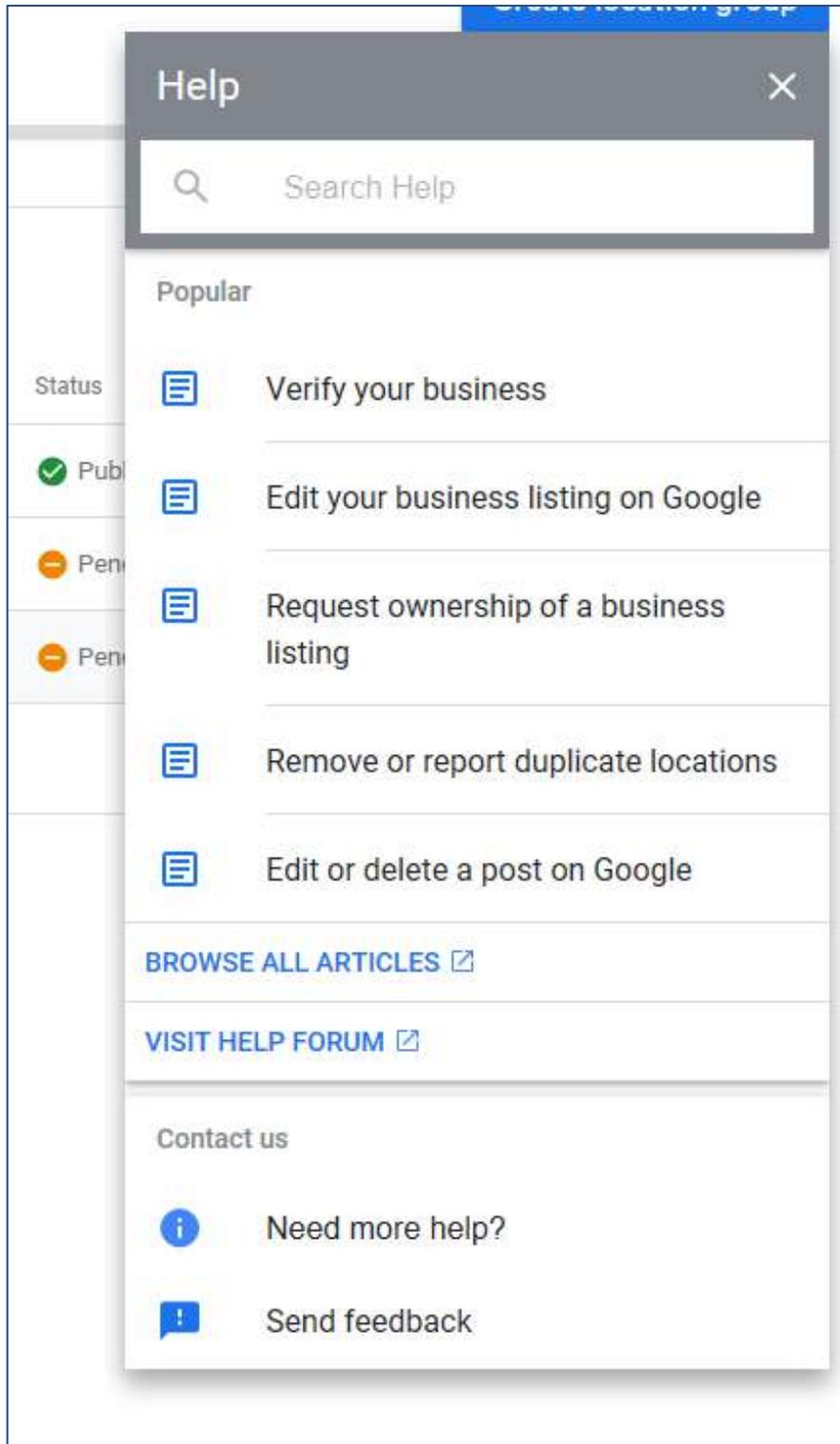


The screenshot shows a web browser window with the address bar displaying <https://business.google.com/settings>. The page title is "Google My Business" and the URL is "https://business.google.com/settings". The left sidebar contains navigation options: "Manage locations", "Linked accounts", "Settings" (highlighted), and "Support". The main content area is titled "Email Notifications" and lists various notification categories with checkboxes:

- Language**: English
- Preferred email**: webmaster.bbccc@gmail.com
- Important updates**: Google may send you important updates about your account
- Customer reviews**: Alerts when customers post reviews of your business
- Questions and answers**: Alerts about questions and answers posted to your business on Google
- Photos**: Tips and updates about photos on your Google listing
- Listing health**: Timely alerts to help you keep your business info accurate on Google
- Insights**: Personalized insights and tips about your customers and listing
- Product updates**: Occasional alerts about new features and offers to improve your listing's performance
- Posts**: Tips and updates about your posts on your Google listing.
- Feedback**: Occasional opportunities to send product feedback to Google

18. Support

The Help function pops up over the screen, so you can read through help files without leaving the page you are working on.

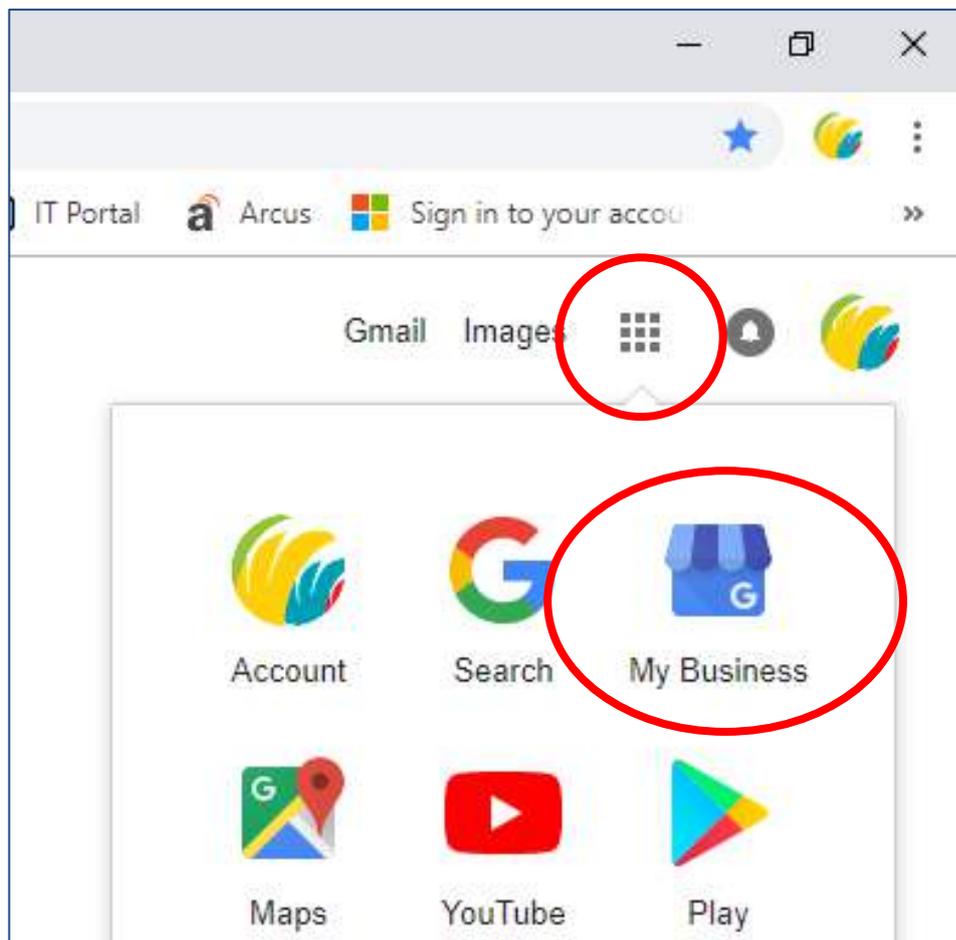


Google My Business - update your Info

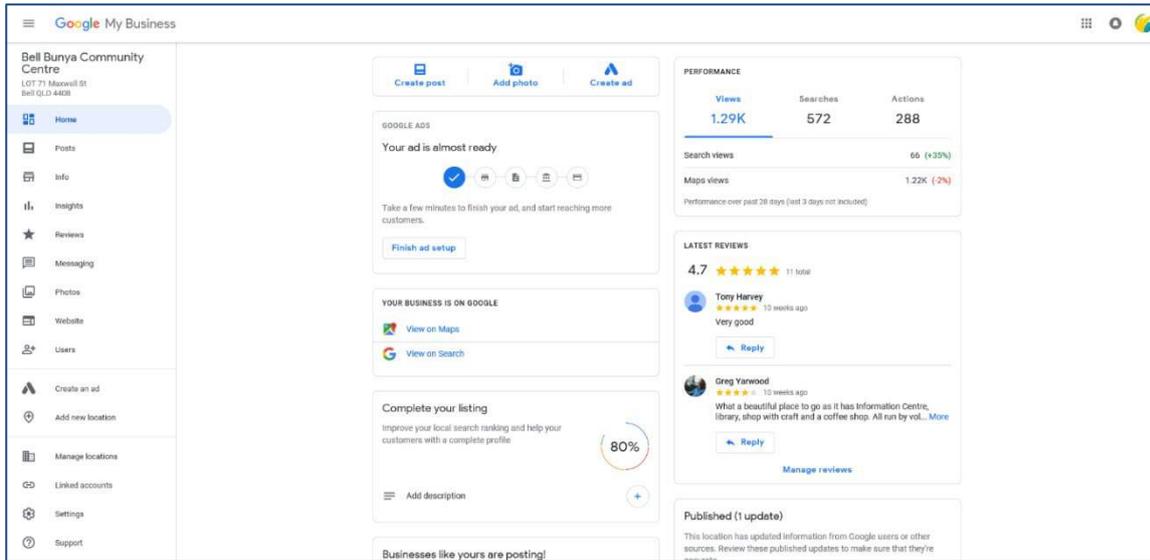
Once you Claim a business on Google Maps, you will automatically be given a Google My Business account.

This gives you a chance to update your business' details on Google and it is faster than waiting for Google's bots to find you. You can add products and offers directly into Google search, communicate with customers through Reviews and Messaging, view search Insights, and manage multiple store locations.

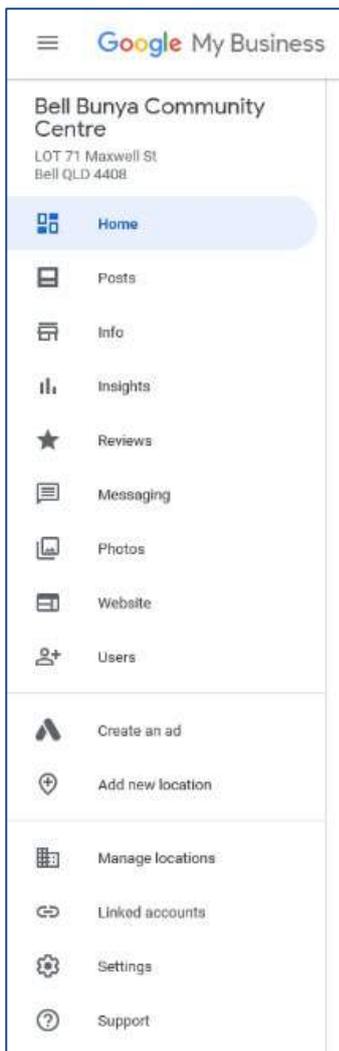
1. Log in to Google with your business account. Click the App Launcher, and then click the My Business icon.



2. You will be taken to the Home page for your Google My Business account.

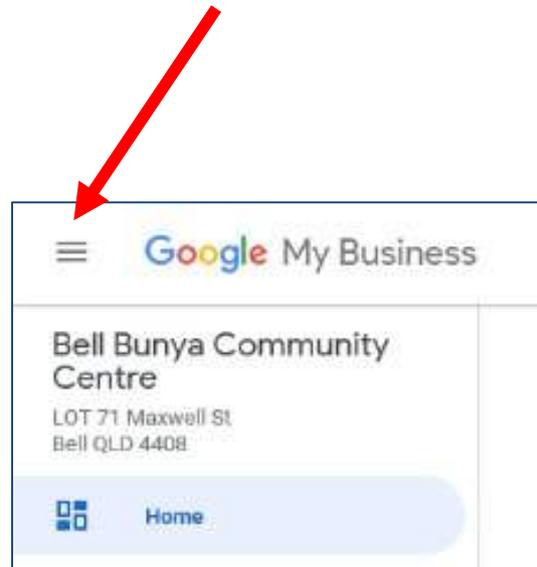


3. Down the left-hand side is the menu panel.



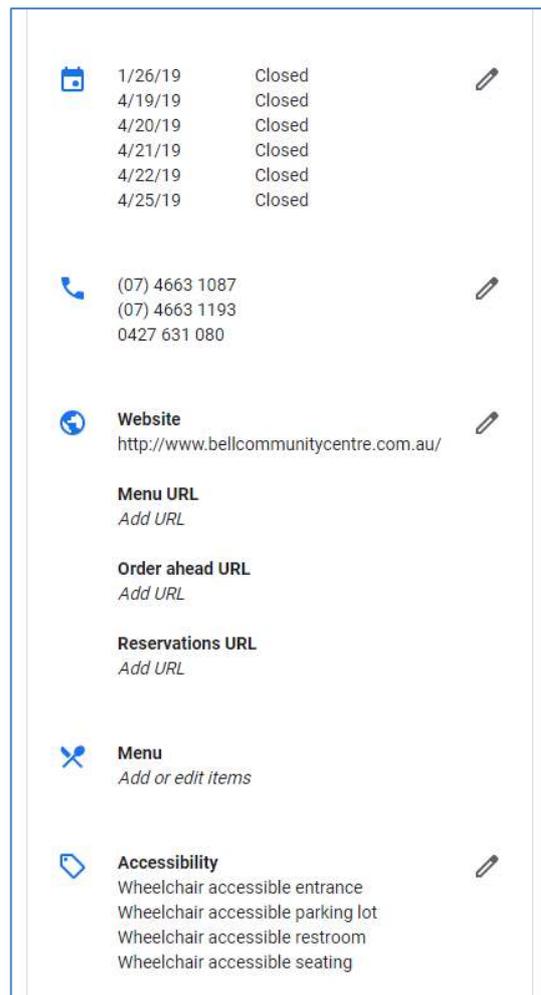
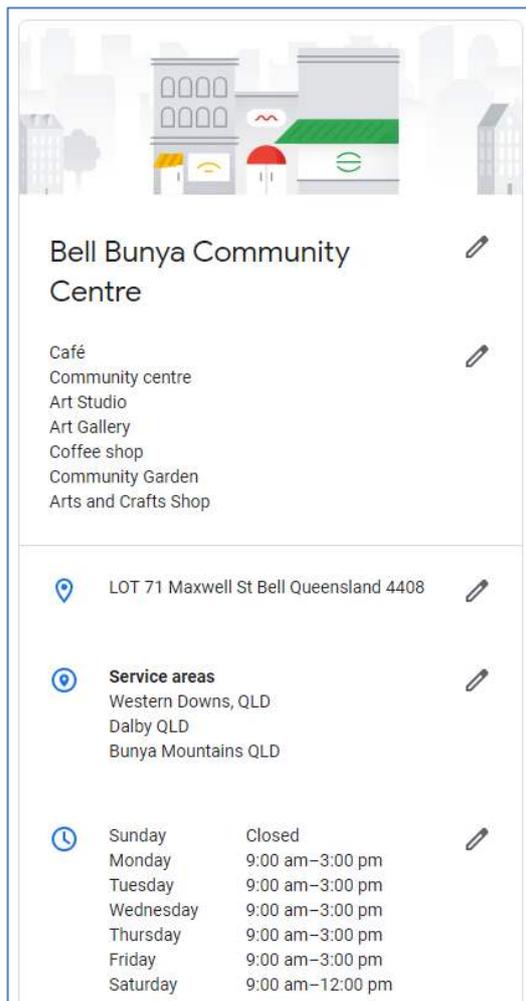
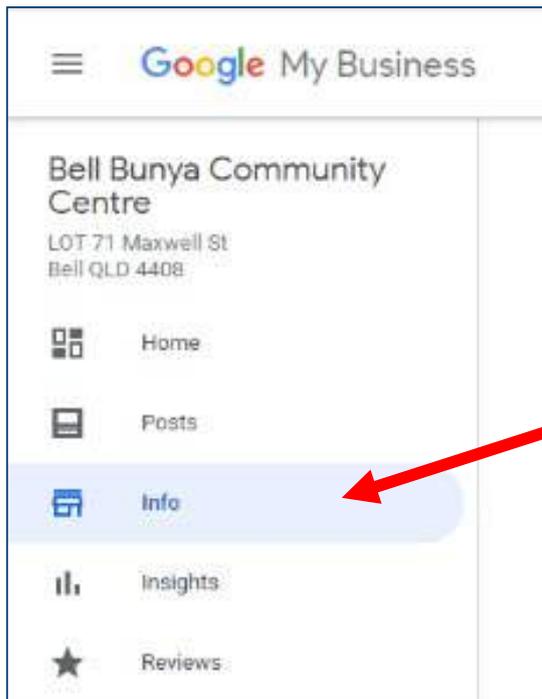
You can click into any of these to get further information, interact with clients, or update details.

If you don't see this menu panel, or you accidentally lost it, click on the Menu button on the top left.



4. Click on the Info menu option.

This will give you access to all the details about your business listed in Google search results.



Amenities
 Good for kids
 High chairs
 Restroom
 Free Wi-Fi

Crowd
 Family-friendly

Dining options
 Brunch
 Lunch
 Catering
 No delivery
 Seating

Highlights
 No live music
 Outdoor seating

Offerings
 Coffee
 Hot tea
 Late-night food
 Local ingredients
 OK to order just coffee

Payments
 Credit cards
 ✓ MasterCard, VISA
 Debit cards

 The Bell Bunya Community Centre is a multi purpose community facility located in Bell, Qld. We're best known for our coffee, homemade rosella jam and scones like your Grandma used to make. We also provide many community services such as health, tourism, culture, and social services. The Centre is supported by Western Downs Regional Council with the objective of enhancing the social, economic, and cultural enrichment of Bell and surrounding district. 

 Add opening date 

 Add photos

Updates from Google

This location has updated information from Google users or other sources. Review these published updates to make sure that they're accurate. [Learn more](#)

[ACCEPT ALL FOR THIS LOCATION](#)

Your business is live on Google

 [View on Search](#)

 [View on Maps](#)

Close or remove this listing 

You can mark this listing as permanently closed or remove it from your account

[MARK AS PERMANENTLY CLOSED](#)

[REMOVE LISTING](#)

Advanced information

Store code *Enter store code* 

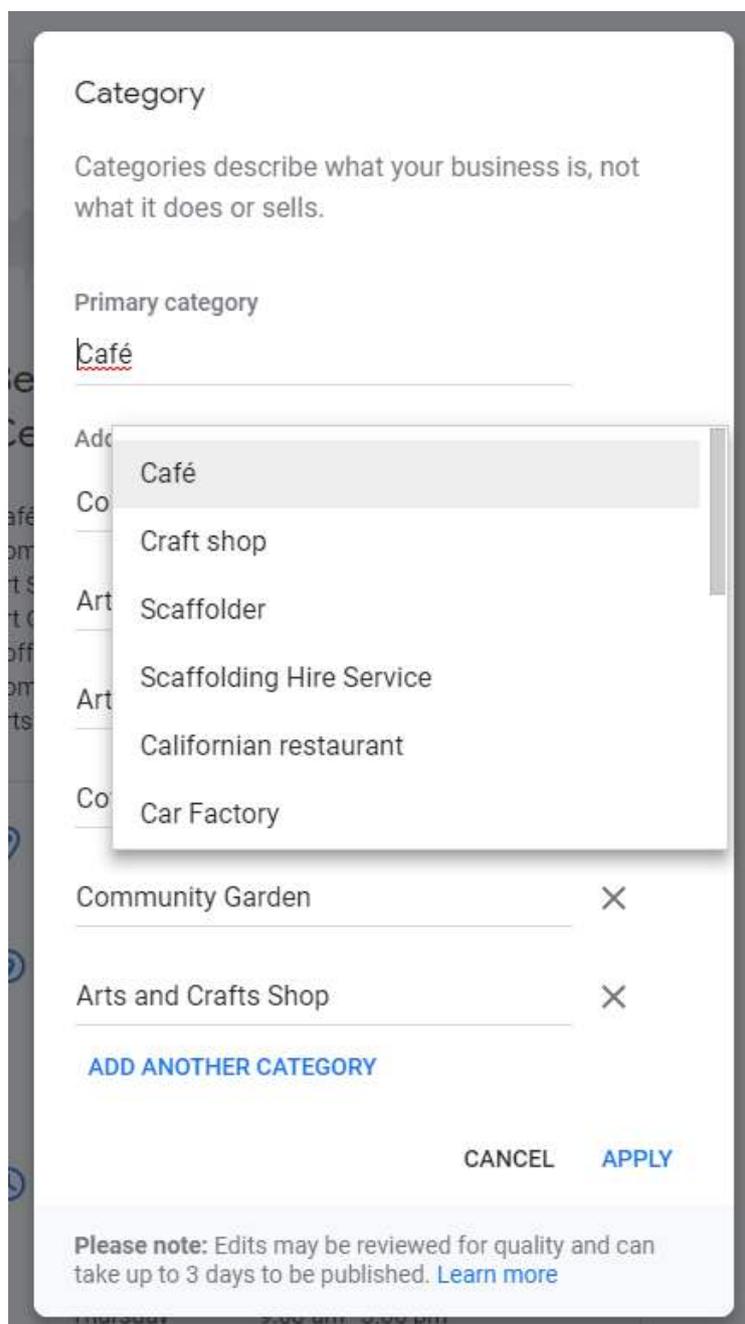
Labels *Enter labels* 

Google Ads location extensions phone *Enter Google Ads phone* 

To add extra information to help customers find you, click on a pencil icon to edit information.



At the top, you can search for categories to add to your My Business listing. You can add multiple categories.



Enter your street address. You can also move the map pin to make it easier for customers to find your front door (eg, down a driveway, or at the rear of a building).

Business location

Let customers see your business location on Google by adding a street address. You can leave this empty if you don't have a location such as a storefront or office.

Country / Region
Australia

Street address
LOT 71 Maxwell St

Suburb
Bell

State
Queensland

Postal code
4408

[Clear address](#)

Drag pin to reposition



To help customers find you, drag the marker to the center of your location. **Important:** Moving the marker will not update your address text.

CANCEL APPLY

Please note: Edits may be reviewed for quality and can take up to 3 days to be published. [Learn more](#)

Service area

Let customers know where your business provides deliveries or services

[Select to add areas](#)

Add cities, postal codes, or other areas

Western Downs, QLD ✕

Dalby QLD ✕

Bunya Mountains QLD ✕

Bell, QLD ✕

[Clear service areas](#)

CANCEL APPLY

Please note: Edits may be reviewed for quality and can take up to 3 days to be published. [Learn more](#)

Adding Service Areas might be especially useful if your business operates in a set territory, or if you provide home delivery.

Set your regular operating hours.

You can set different times for each day. You can also split each day up into multiple times. A single-person shop might close for lunch, or a restaurant might close between the lunch and dinner service.

Day	Status	Time Range 1	Time Range 2	Action
Sunday	Closed			
Monday	Open	9:00 am - 12:00 pm	1:00 pm - 5:00 pm	ADD HOURS
Tuesday	Open	9:00 am - 3:00 pm		ADD HOURS
Wednesday	Open	9:00 am - 3:00 pm		ADD HOURS
Thursday	Open	9:00 am - 3:00 pm		ADD HOURS
Friday	Open	9:00 am - 3:00 pm		ADD HOURS
Saturday	Open	9:00 am - 12:00 pm		ADD HOURS

What about public holidays? Or if you have a funeral to attend? The next section allows you to add special hours for individual dates, such as public holidays. You can specify changes to your hours (eg, if you only open a half day).

Date	Status	Action
1/26/19 (Australia Day)	Closed	X
4/19/19 (Good Friday)	Closed	X
4/20/19	Closed	X
4/21/19	Closed	X
4/22/19 (Easter Monday)	Closed	X
4/25/19 (Anzac Day)	Closed	X

Phone number

Primary phone

(07) 4663 1087

Additional phone

(07) 4663 1193

Additional phone

0427 631 080

CANCEL APPLY

Please note: Edits may be reviewed for quality and can take up to 3 days to be published. [Learn more](#)

Next, add your phone number. This is the number customers will see (and click on!) when they look at your business listing on Google Search and Google Maps. You can add three phone numbers: your main number, plus two extras.

URLs

Enter URLs to improve business info. Only enter URLs with live websites.

Website

<http://www.bellcommunitycentre.com.au/>

Menu URL

Order ahead URL

Reservations URL

CANCEL APPLY

Please note: Edits may be reviewed for quality and can take up to 3 days to be published. [Learn more](#)

Click on the Website link to enter your business website address. You can also add URLs that take customers to webpages for specific actions, including:

- Booking an appointment
- Placing an order
- Reserving a table
- Searching for items
- Viewing your menu or list of services

This changes depending on your business category.

Category-specific features

Depending on your business category, you may see special features available for your listing.

In this example, the primary category for the business is "Café", so we have the option to add menu items and prices.

← Back

Add menu section

Section name

Drinks

Examples: Lunch, Dinner, Appetizers, Beverages 6 / 140

Add menu item

Enter at least one item per section. You can add more later

Item name

Coffee Item price (AUD)

6 / 140

Item description 0 / 1,000

Cancel Add

Hotel business categories will see class ratings and lists of amenities offered.

If you have a Service-based business, such as a beauty salon, you may see options for adding a booking button, and a full list of services and prices.

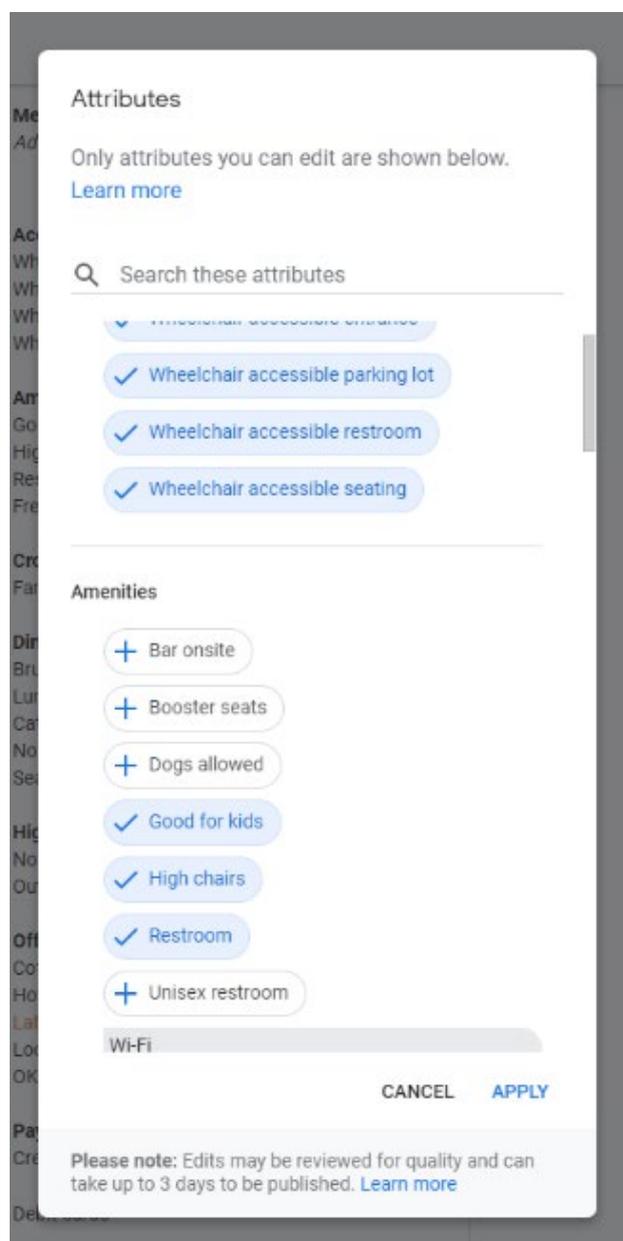
The Attributes section has a broad range of features available, such as whether:

- Your building is wheelchair accessible
- You have free Wi-Fi
- You serve alcohol
- You have live music
- You accept credit cards

You will be able to edit certain factual information directly.

However, subjective attributes, like whether your café is "Good for kids", can only be edited by customers.

You will see different attributes available for listing, depending on your business category.



Enter a brief description of your business. You have 750 characters, which is actually quite a lot!

Tell customers about your business, rather than specific products or prices.

Coffee
Ho
La
Lo
OK
Pa
Cre
De
The
mu
in
col
ser
We
ser
an
Th
Do
obj
ed
an
Ad

From the business

Write a brief description of your business.
[Learn more](#)

The Bell Bunya Community Centre is a multi purpose community facility located in Bell, Qld. We're best known for our coffee, homemade rosella jam and scones like your Grandma used to make. We also provide many community services such as health, tourism, culture, and social services.

The Centre is supported by Western Downs Regional Council with the objective of enhancing the social, economic, and cultural enrichment of Bell and surrounding district.

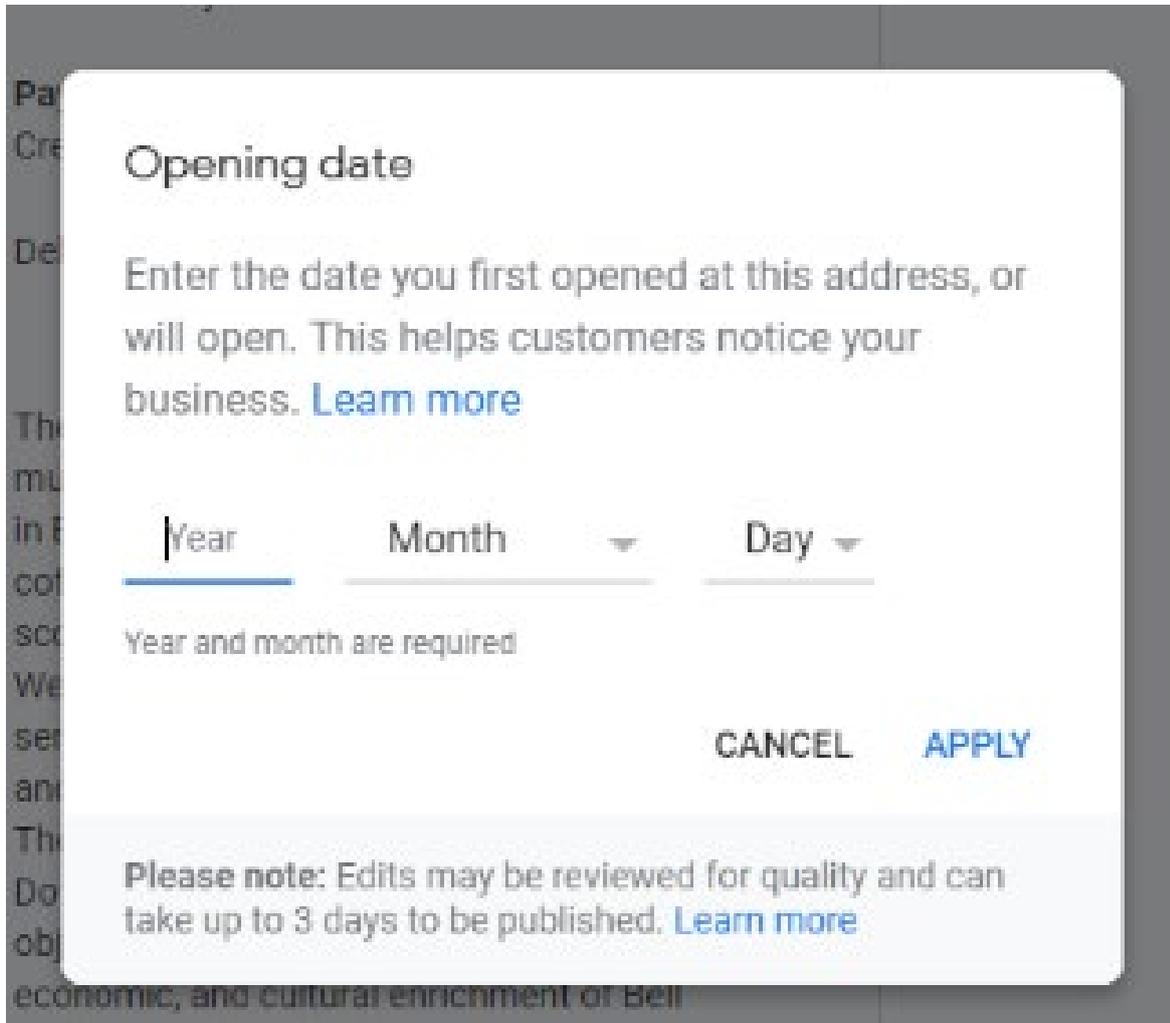
453 / 750

CANCEL APPLY

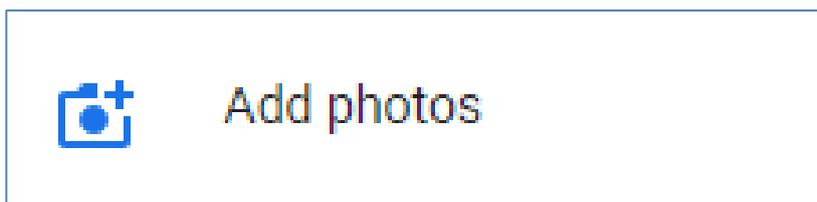
Please note: Edits may be reviewed for quality and can take up to 3 days to be published. [Learn more](#)

You can add your opening date to your My Business listing – Customers might like to know how long you have been in business.

If you are planning to launch a new business or store in the next 12 months, you can enter the expected opening date here. Google will automatically start showing this date 90 days out.



Clicking on the Add Photos button will take you out of the Info Menu and across to the Photos menu.



REMEMBER:



Do not edit your business name, address, or category, or request a new code while you're waiting for your verification postcard.

You might need to wait a few days for your edits to show up on Google search.

Pending review

Some edits are pending. Edits may be reviewed for quality and can take up to 3 days to be published. [Learn more](#)

Want to see what your changes look like?

Once your business is Live on Google, you can view your listing either via Google Search or Google Maps. Just click on the link.

Your business is live on Google



[View on Search](#)



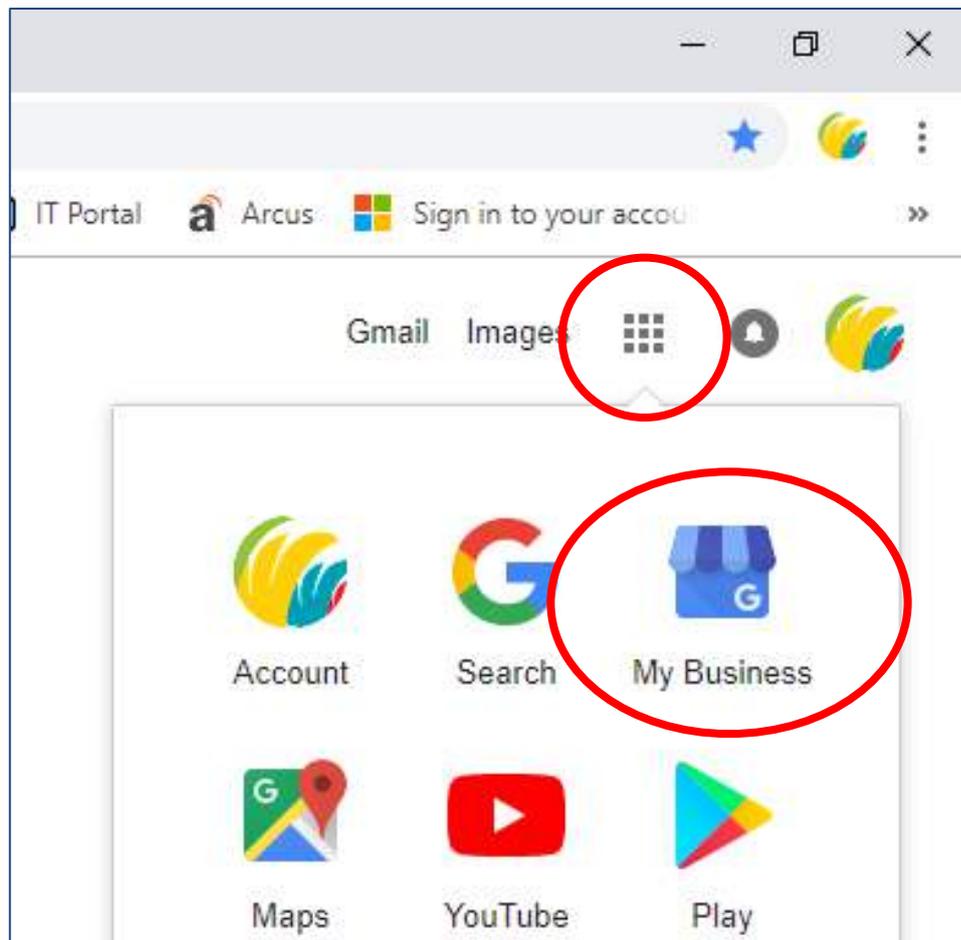
[View on Maps](#)

Google My Business – responding to Reviews

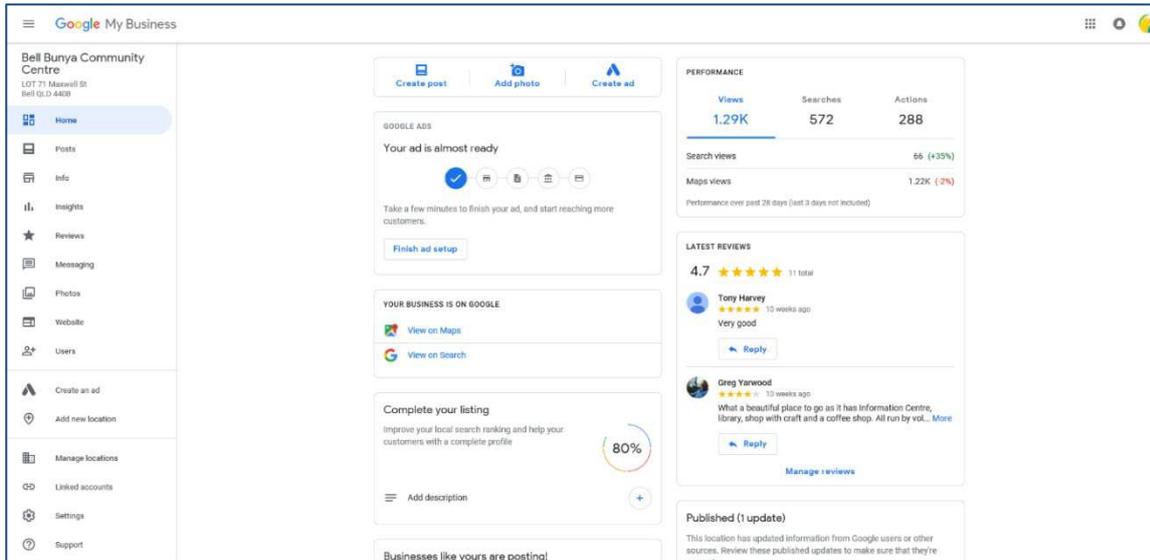
Once you Claim a business on Google Maps, you will automatically be given a Google My Business account.

This gives you a chance to update your business' details on Google and it is faster than waiting for Google's bots to find you. You can add products and offers directly into Google search, communicate with customers through Reviews and Messaging, view search Insights, and manage multiple store locations.

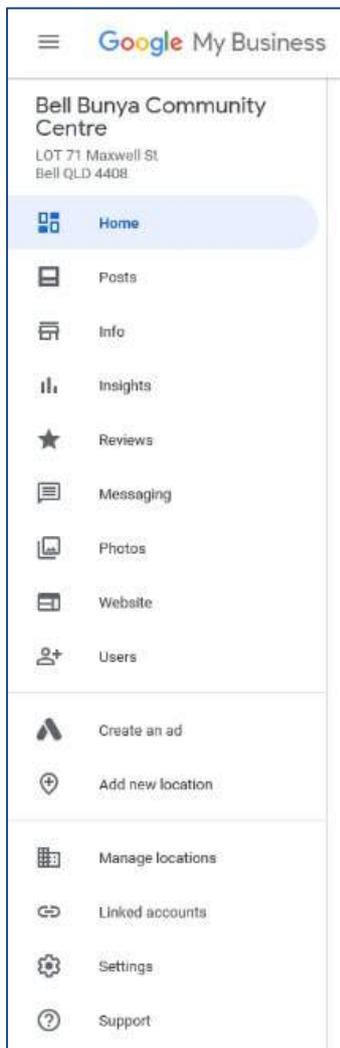
1. Log in to Google with your business account. Click the App Launcher, and then click the My Business icon.



2. You will be taken to the Home page for your Google My Business account.

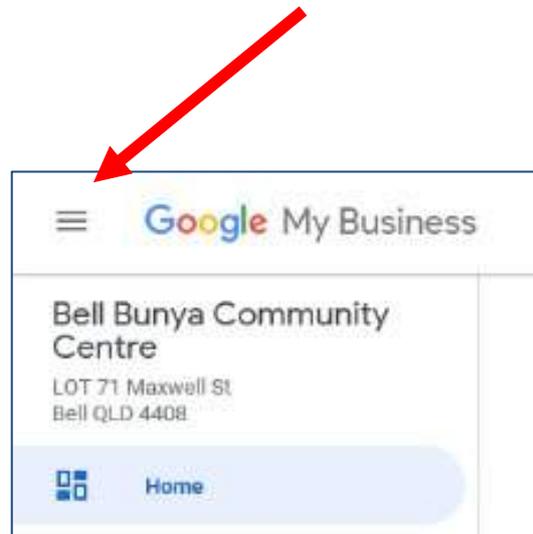


3. Down the left-hand side is the menu panel.



You can click into any of these to get further information, interact with clients, or update details.

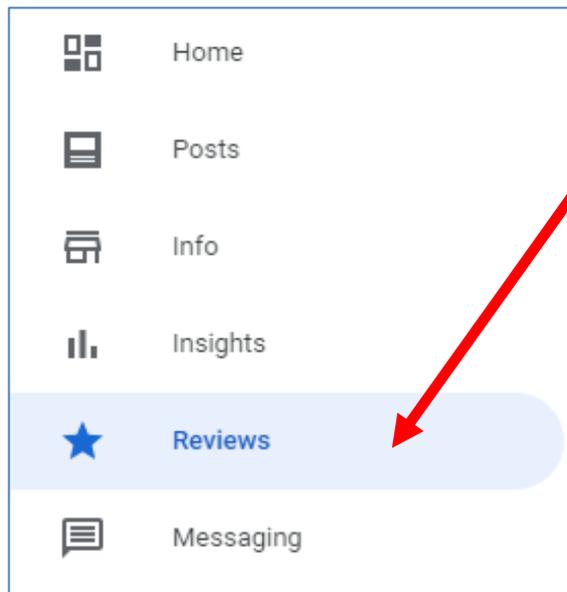
If you don't see this menu panel, or you accidentally lost it, click on the Menu button on the top left.



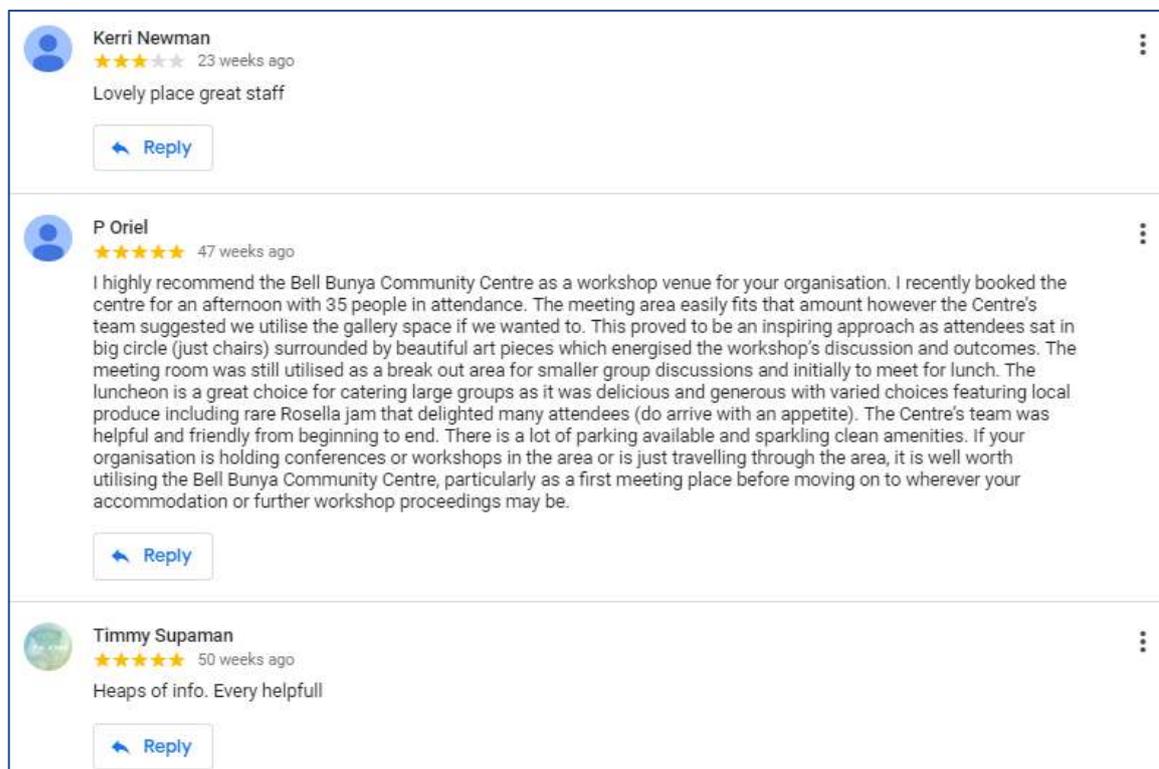
4. Reviews

Anyone with a Google account can add a review of your business on Google, whether you have “claimed” your Google listing or not. But, only Verified businesses can respond to reviews.

Reviews are a great opportunity to get feedback on your business.

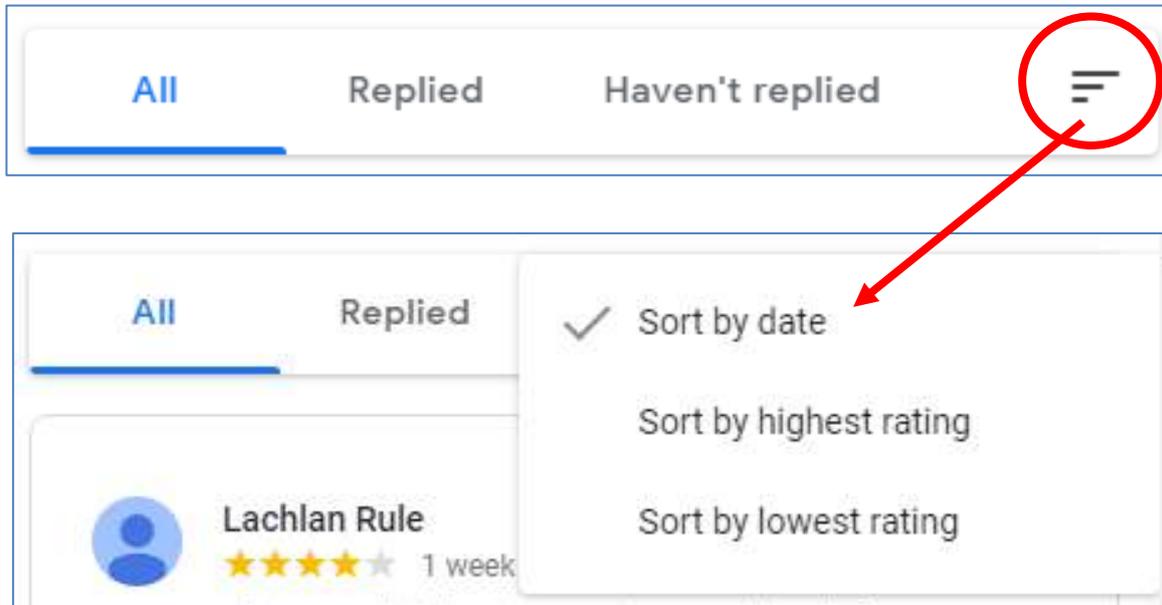


5. Click on the Reviews menu to see all the reviews and ratings Google account holders have added about your business.

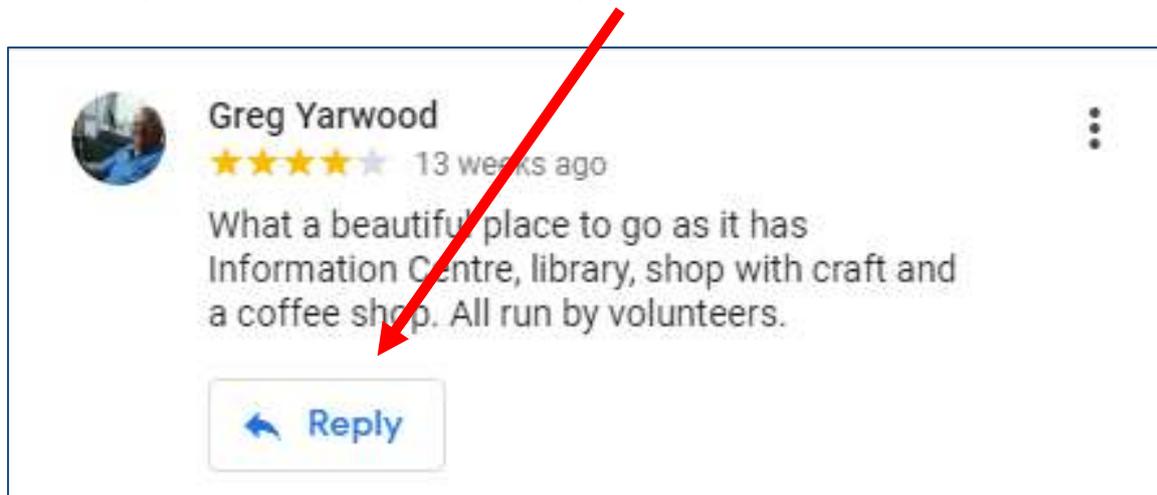


The menu across the top allows you to filter reviews by whether or not you have replied to them.

The Sort menu button allows you to sort by Date and Rating.



6. To reply to a review, click on the Reply button.



Write your reply in the text field and then click the Post reply button.



Greg Yarwood
★★★★☆ 13 weeks ago

What a beautiful place to go as it has Information Centre, library, shop with craft and a coffee shop. All run by vol... [More](#)

(owner)

[Your reply](#)

Thanks for your kind words, Greg!

Please note that your reply will be displayed **publicly** on Google and must comply with Google's local content policies. [Learn more](#)

[Post reply](#) [Cancel](#)

Note: your reply will be labelled as “Response from owner”, so remember to think before you post!

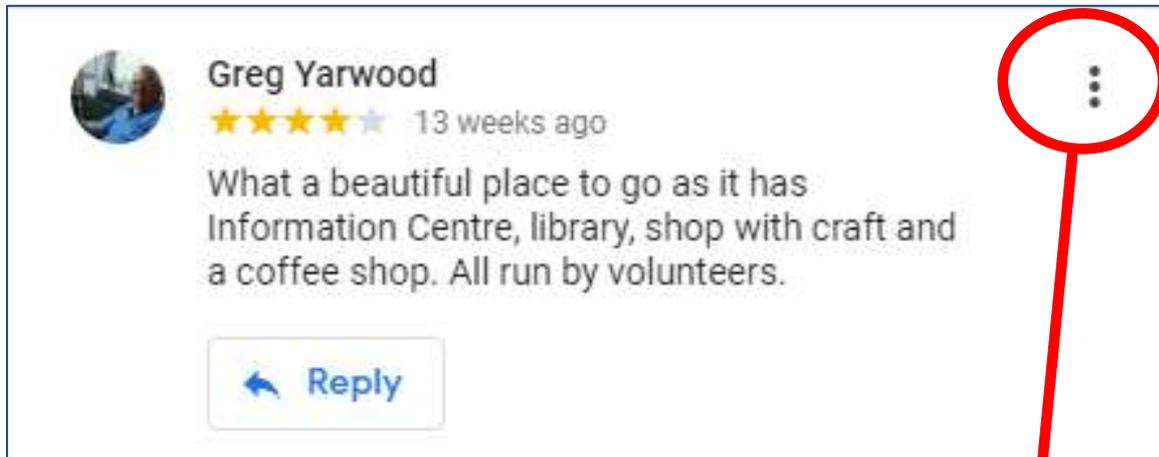
Tips for responding to reviews

Business owner responses allow you to build relationships with customers, but they're also public. When replying to your customers, keep the following guidelines in mind:

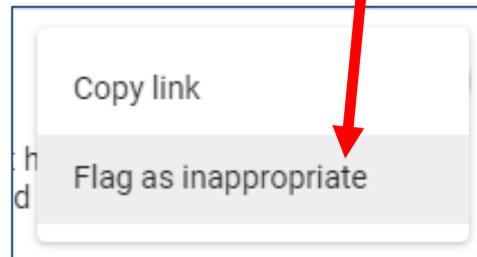
1. **Be nice and don't get personal.** This isn't just a guideline—it's also a good idea as a business owner. It's difficult to win an argument with a frustrated customer, and you want to avoid burning bridges. Keep your responses useful, readable, and courteous. In addition, responses should comply with our [local content policy](#).
2. **Keep it short and sweet.** Users are looking for useful and genuine responses, but they can easily be overwhelmed by a long response.
3. **Thank your reviewers.** Respond to happy reviewers when you have new or relevant information to share. You don't need to thank every reviewer publicly, since each response reaches lots of customers.
4. **Be a friend, not a salesperson.** Your reviewers are already customers, so there's no need to offer incentives or advertisements. Tell reviewers something new about your business, or share something they might not have learned from their first visit.

If you believe that a Google review violates the [posting guidelines](#), you can flag it as inappropriate by clicking the three dot menu icon  and choosing **Flag as inappropriate**.

7. If you received a review that you believe is inappropriate or offensive (not just negative), you can flag it for removal. Click on the vertical “ellipsis” menu and then click the Flag as inappropriate option.



You might need to wait several days for it to be assessed.



How do you know what is “inappropriate”?

Google has Prohibited and Restricted Content policies relating to:

- Spam and fake content
- Off-topic
- Restricted content
- Illegal content
- Sexually explicit content
- Offensive content
- Dangerous & derogatory content
- Impersonation
- Conflict of interest

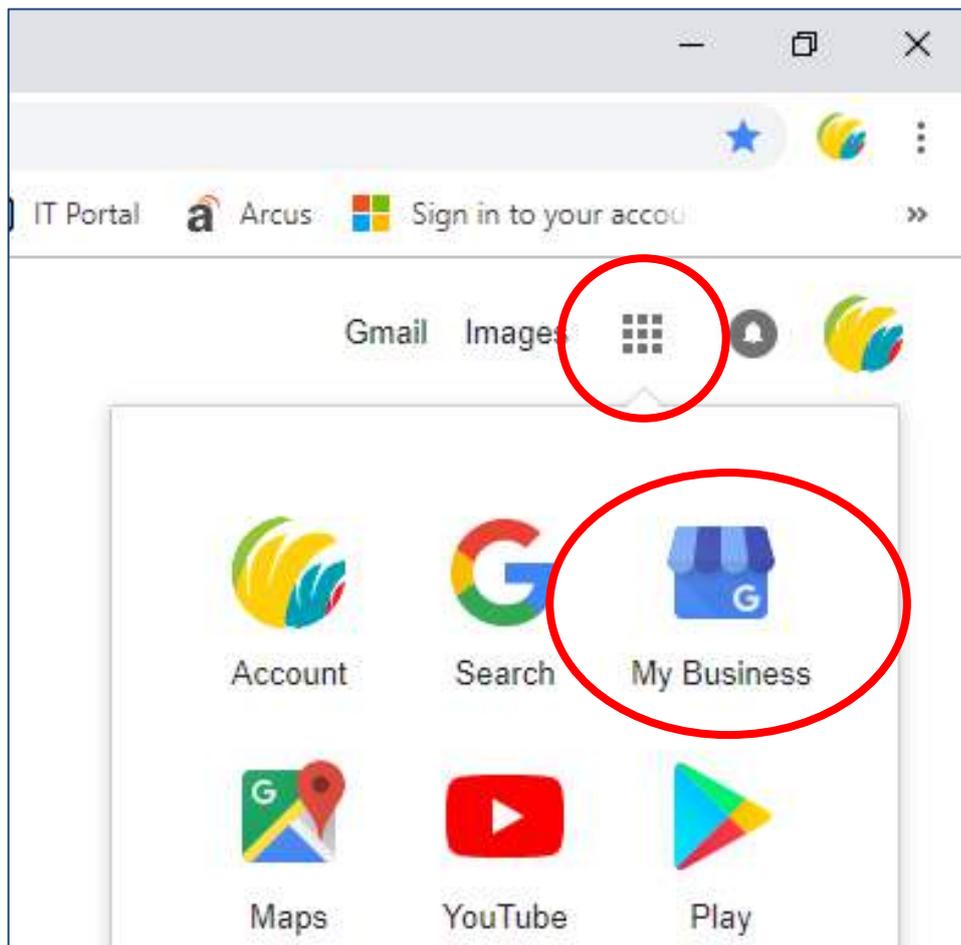
You can read these policies in Google Help at <https://support.google.com/>.

Google My Business - Insights

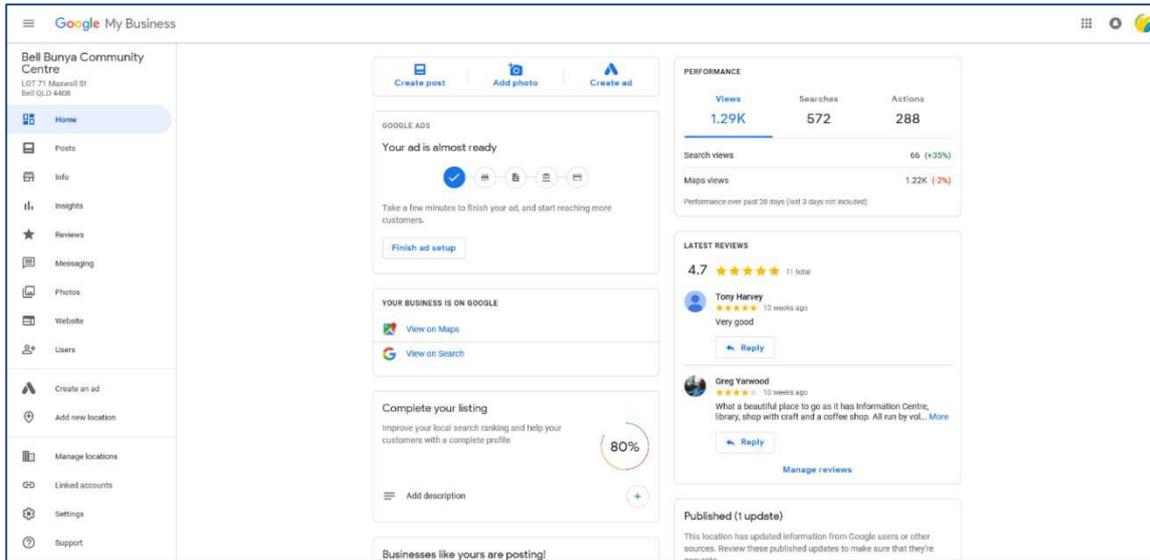
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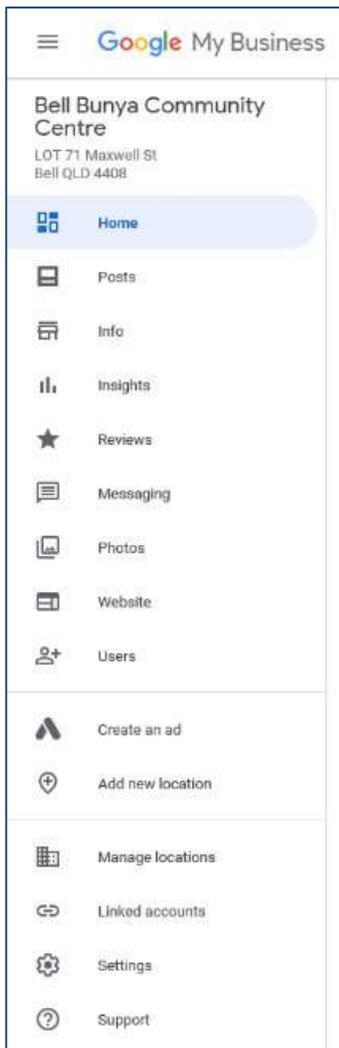
1. Log in to Google with your business account. Click the App Launcher, and then click the My Business icon.



2. You will be taken to the Home page for your Google My Business account.

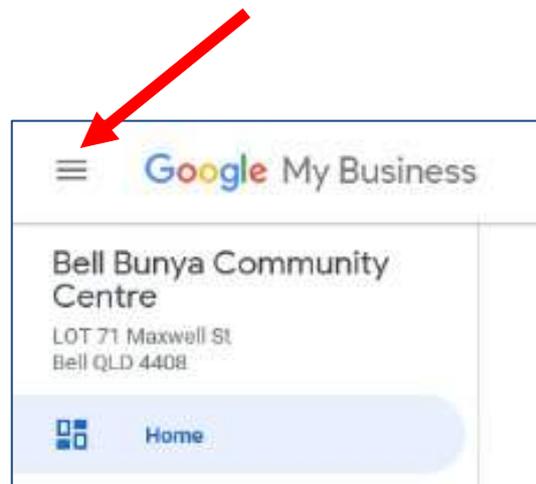


3. Down the left-hand side is the menu panel.

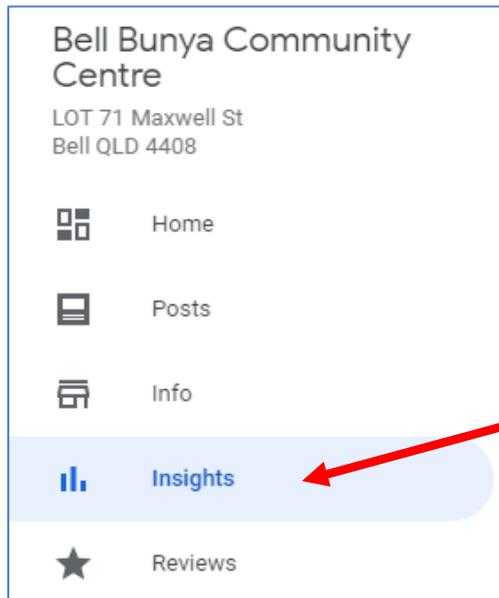


You can click into any of these to get further information, interact with clients, or update details.

If you don't see this menu panel, or you accidentally lost it, click on the Menu button on the top left.



4. Insights.



You can learn more about how customers find your business on Google Search and Google Maps, and what they do once they find it.

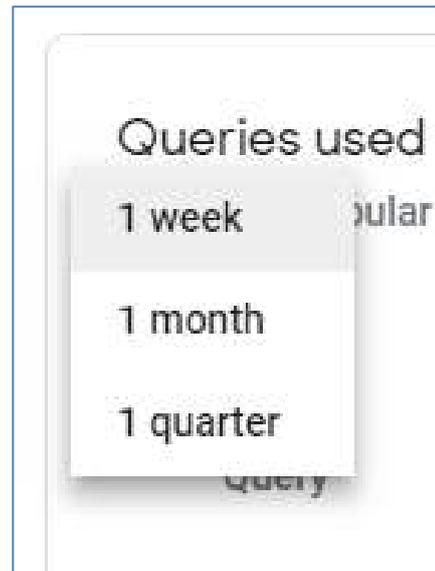
Click on the Insights menu.

5. First up, you will see the queries used to find your business – the search terms people enter in Google Search and Google Maps.

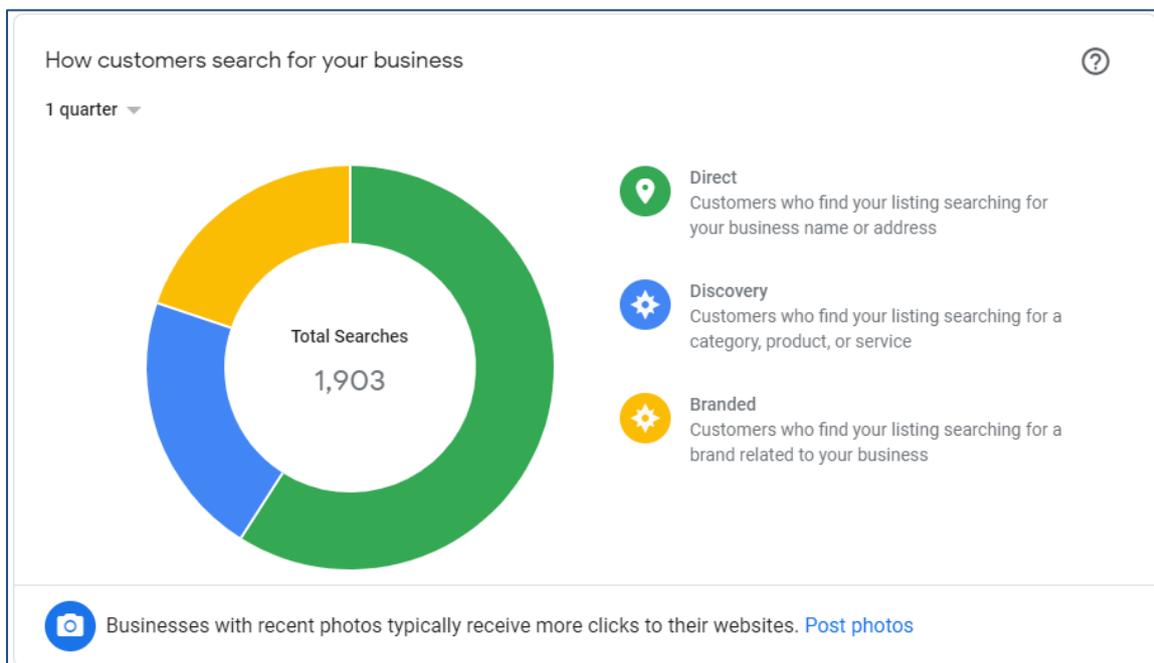
The screenshot shows the 'Queries used to find your business' section in Google My Business. It includes a 'Send feedback' link and a help icon. A dropdown menu is set to '1 month'. The table below lists the top queries and the number of users who searched for them.

	Query	Users
1	bell	43
2	bell qld	31
3	bell cafe	<10

You can view the top queries used in the last Week, Month, or Quarter, by clicking the down arrow next to the current time period.

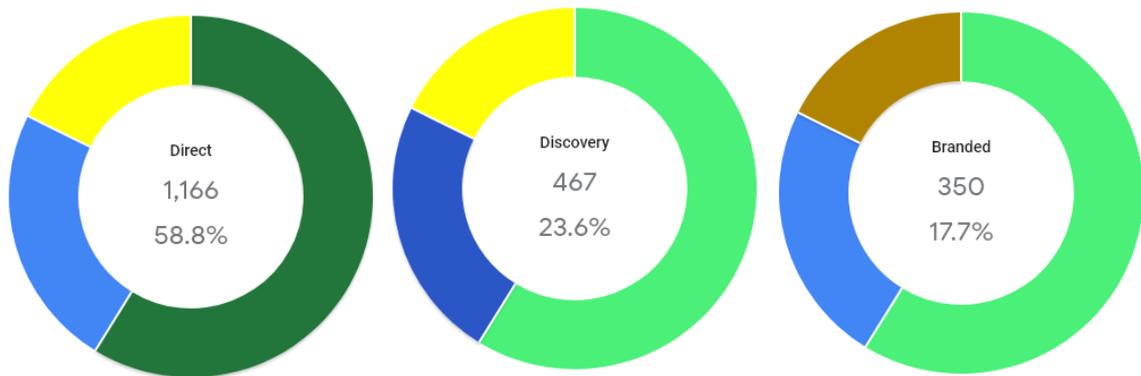


6. Next, you will see data on how customers search for your business on Google Search and Google Maps

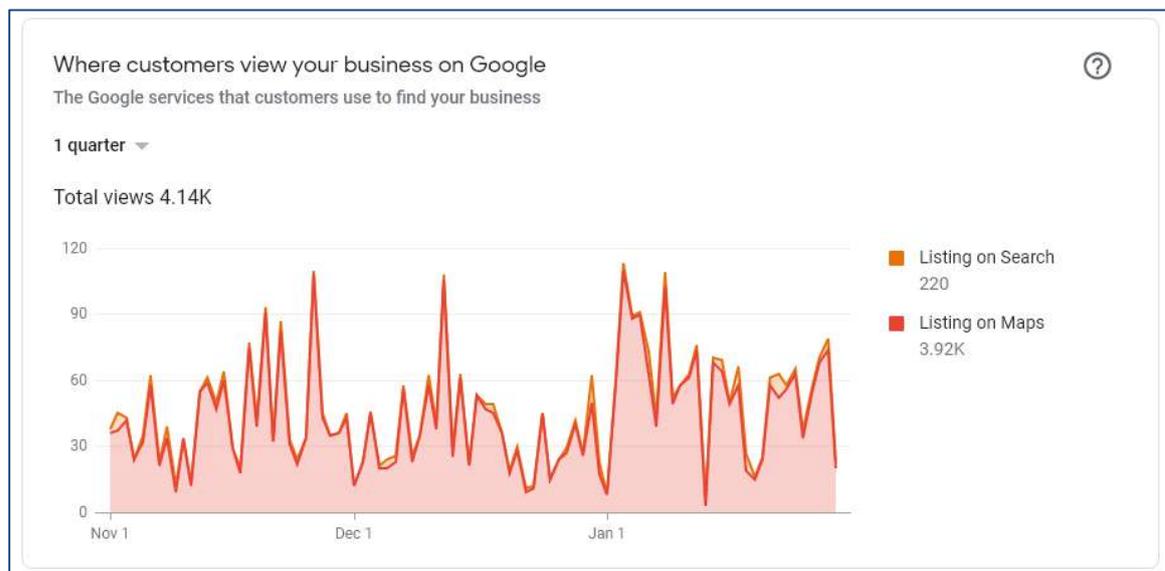


Hover over or click on the graph segments to get the percentages.

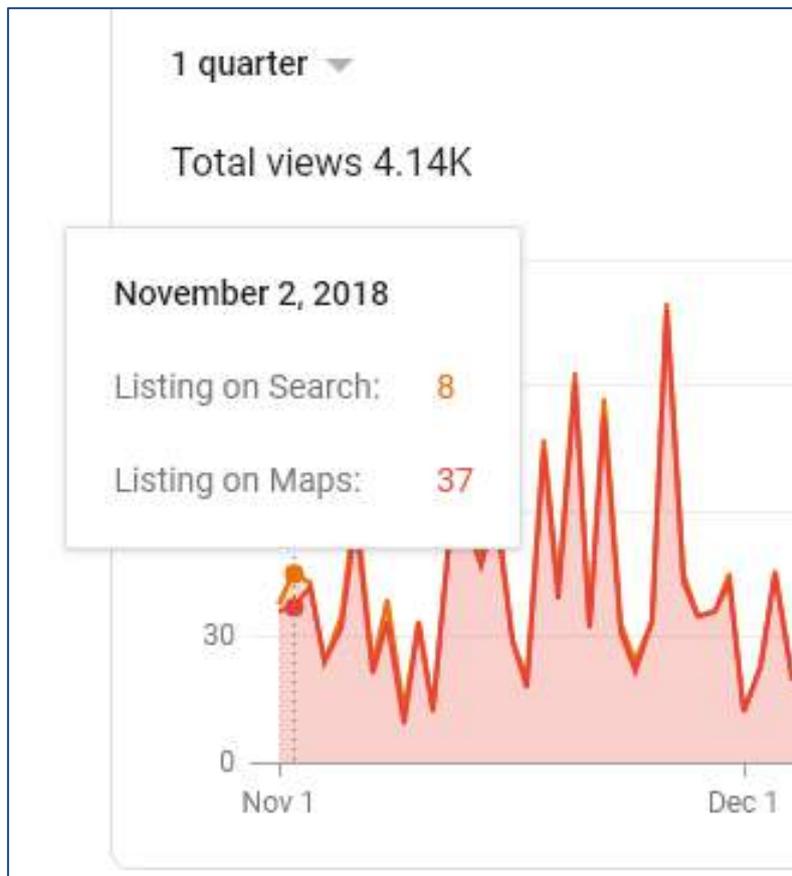
- Do customers mostly search for your business name Directly, or do they Discover your business by searching for the products / services you sell?
- Have you recently undertaken an advertising campaign? Do you think that has affected the results over time?



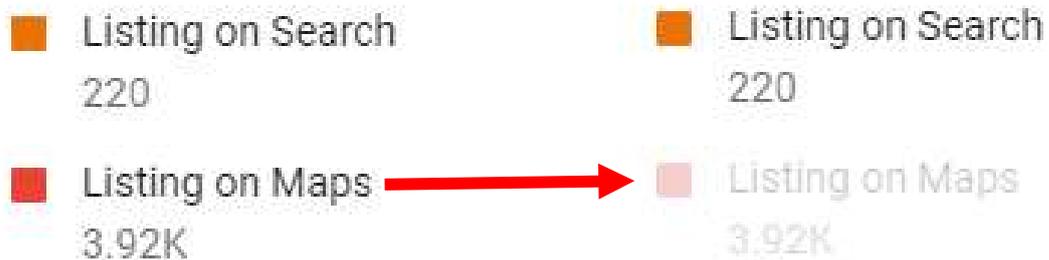
7. Next, you will see a graph comparing how many customers have used Google Search with how many used Google Maps to find your business.



Hover over a specific point on the map to get the actual breakdown for that day.

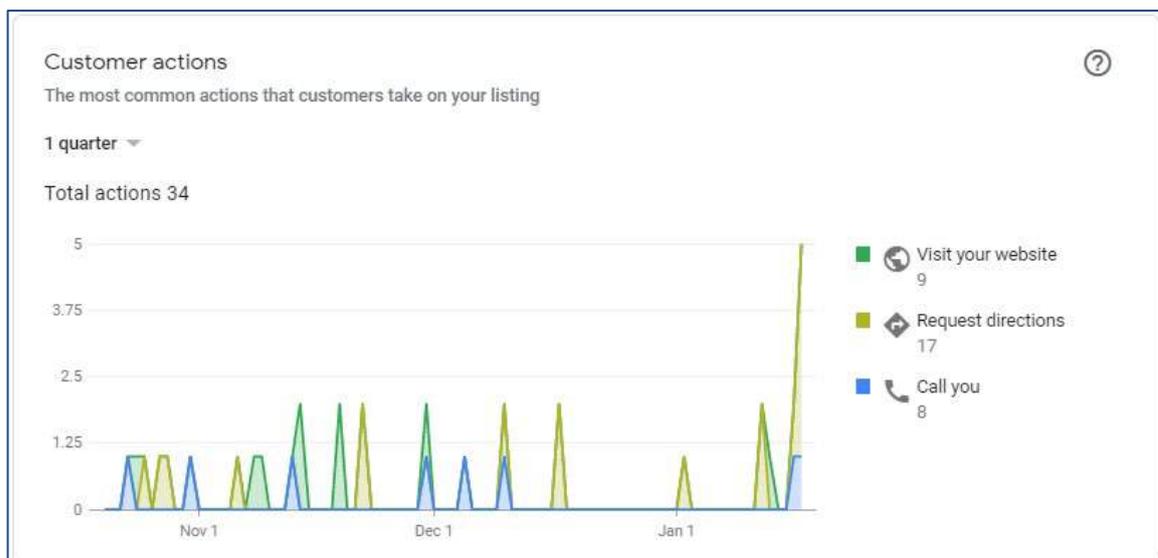


Both categories are shown on the same graph, stacked one on top of the other. It is possible to show each category separately. Next to the graph is the legend. Clicking on a category will toggle it off / on.



8. Next, you will see Customer Actions.

Once a customer has found your listing on Google Search or Google Maps, they will have the option to either Visit your website, Request directions, or Call you. This graph shows the breakdown between these three different actions.

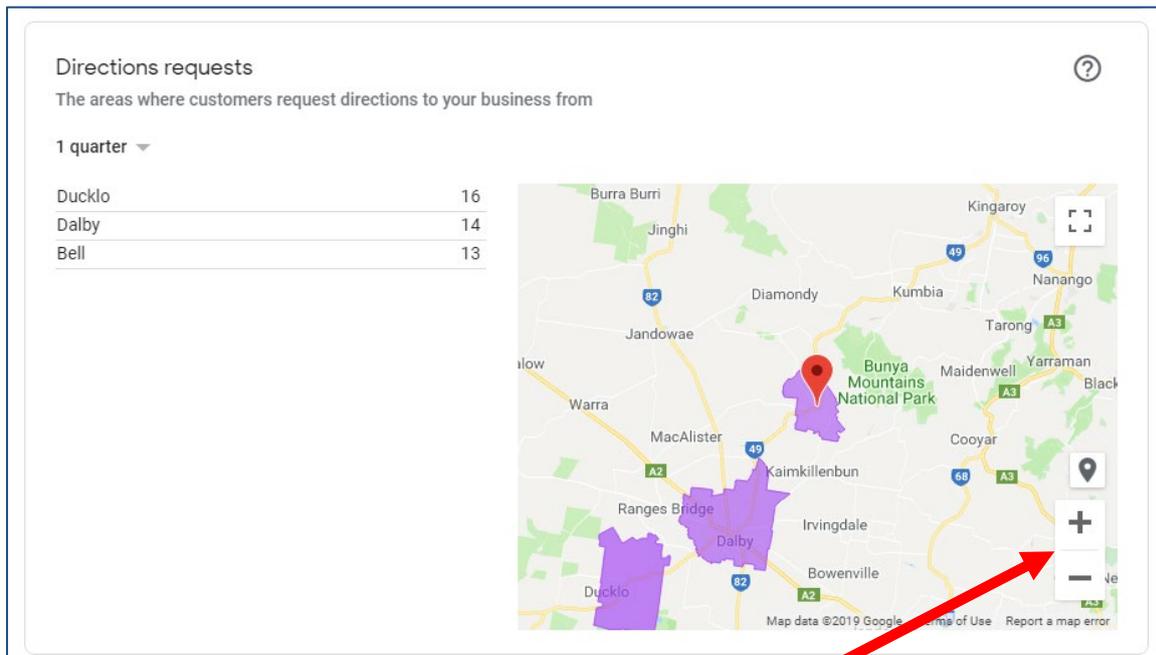


The graph overlays all three actions on the same graph. You can hover over / click on a point to get the daily breakdown.

You can show each action type separately by clicking on the category labels in the graph legend.

9. Next, you will see the Directions requests map.

If you have customers who have requested directions to your business from Google Search or Google Maps, you might wonder where in the world they are coming from. The next graph shows you.

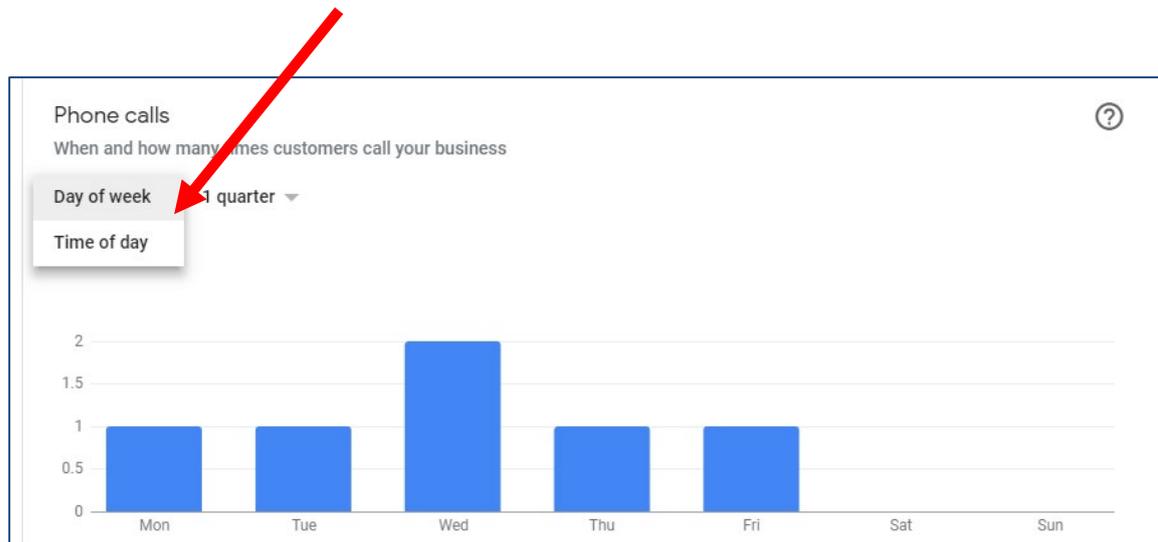


Use the map navigation buttons to zoom in and out.

10. Next, you will see the Phone calls graph.

If customers use your Google listing to connect via phone call, you will see that data in the next graph.

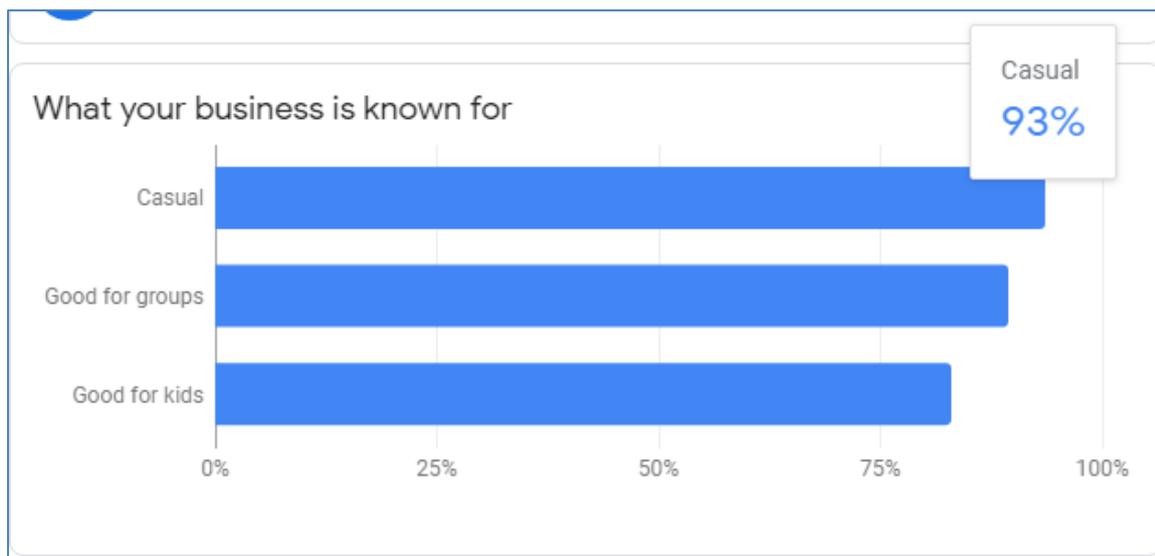
You can view it either by Day of week or Time of day. Just click the drop-down arrow next to the current selection



11. Next, you might see a What your business is known for graph.

It provides customer opinions about restaurants and cafes, so remember that this information will be subjective.

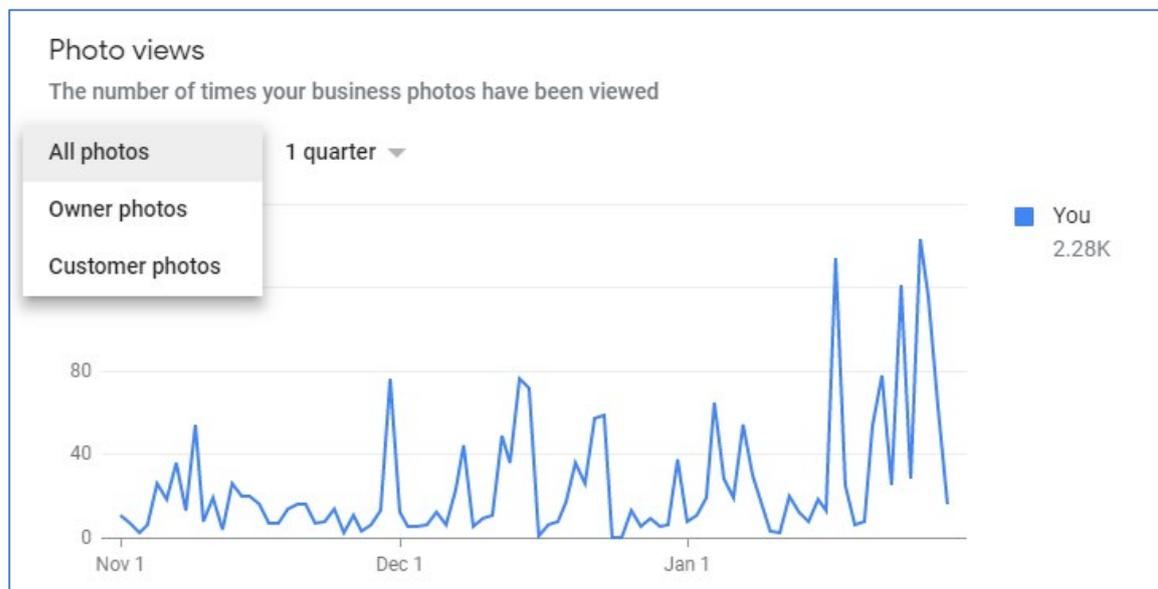
Hover over a bar to get the percentage of reviewers who agreed with that category.



12. Next, Photo views shows how many times people have viewed photos of your business on Google.

You can view all the photos, or you can separate the data by whether the photos were uploaded by you or your customers.

You can view data for the last Week, Month, or Quarter.



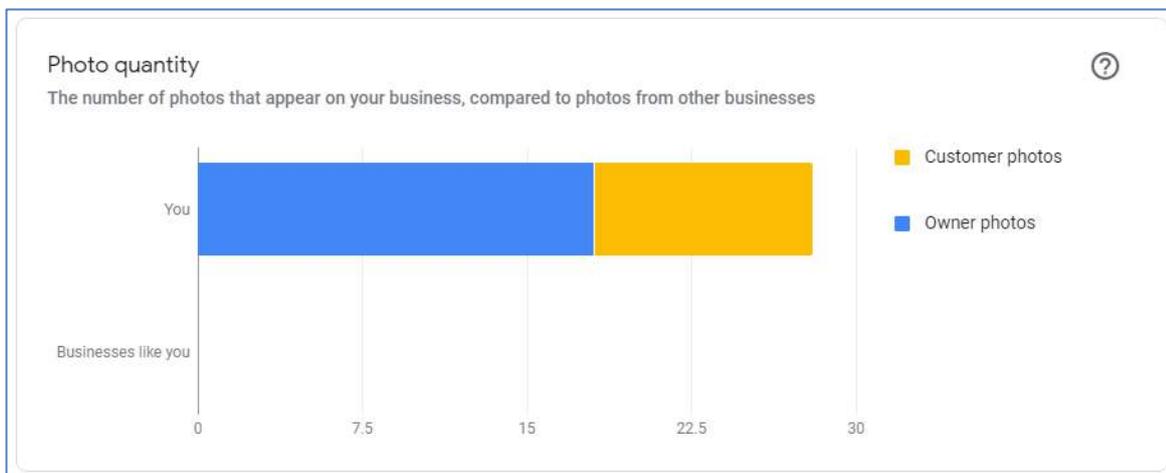
If there are enough businesses like yours in your vicinity, this graph will also show how your photo views compare with theirs. In this case, you will also be able to toggle that data on / off by clicking on the label in the graph legend.

13. Next, you will see the Photo quantity graph.

This simply compares the number of photos of your business that appear on Google compared to other businesses like yours.

It allows you to see what proportion of photos have been uploaded by your customers.

Clicking on the legend labels allows you to toggle on / off the categories.

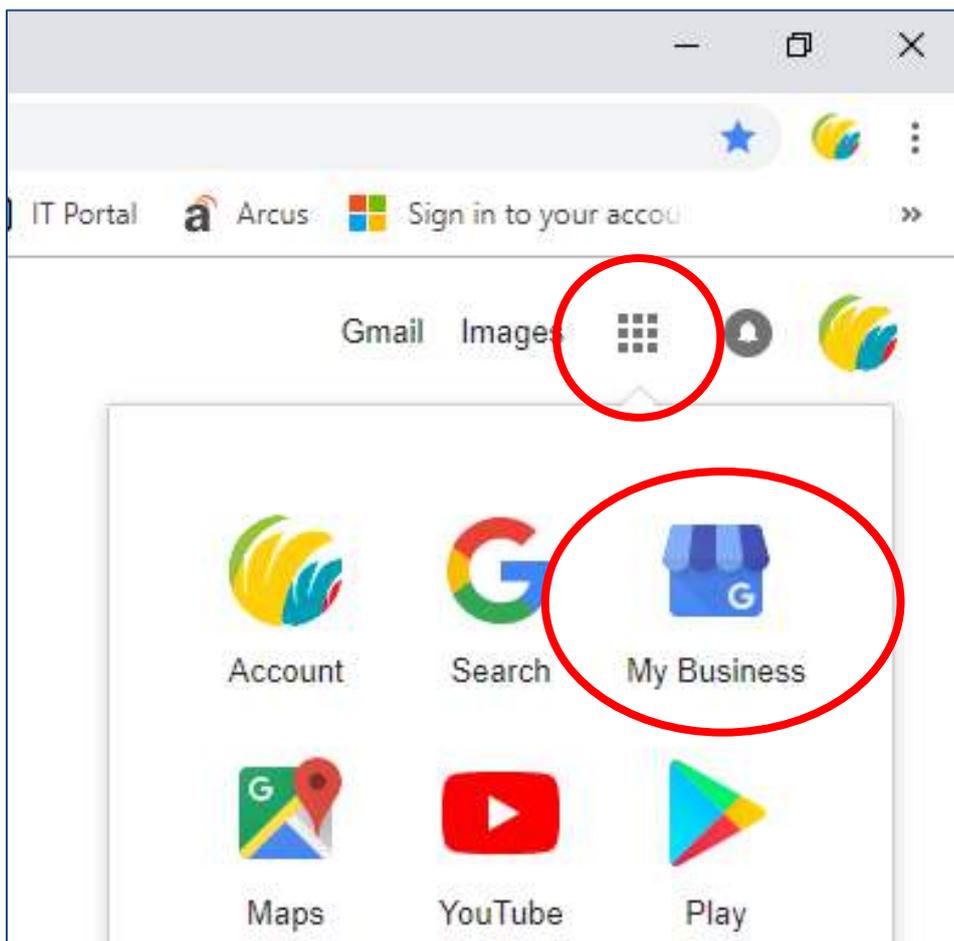


Google My Business – Photos

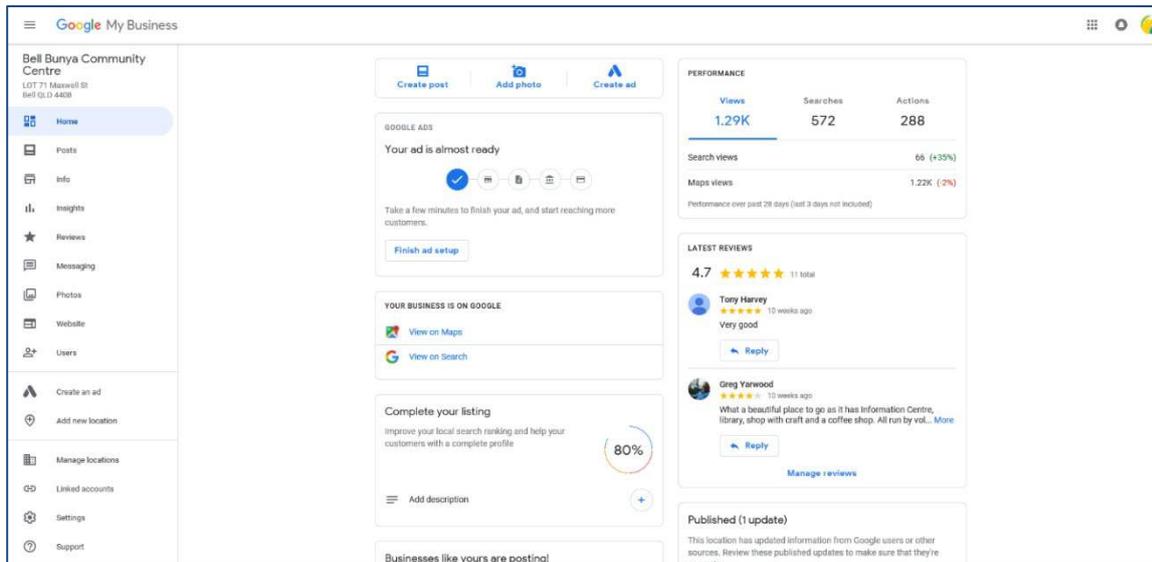
Once you Claim a business on Google Maps, you will automatically be given a Google My Business account.

This gives you a chance to update your business' details on Google and it is faster than waiting for Google's bots to find you. You can add products and offers directly into Google search, communicate with customers through Reviews and Messaging, view search Insights, and manage multiple store locations.

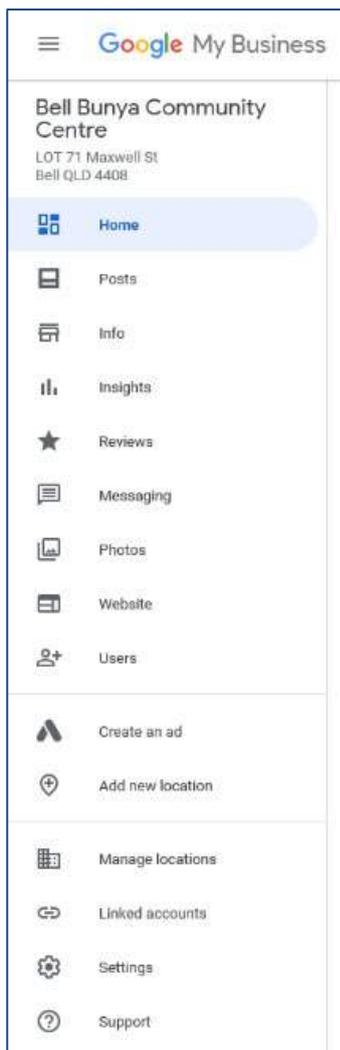
1. Log in to Google with your business account. Click the App Launcher, and then click the My Business icon.



2. You will be taken to the Home page for your Google My Business account.

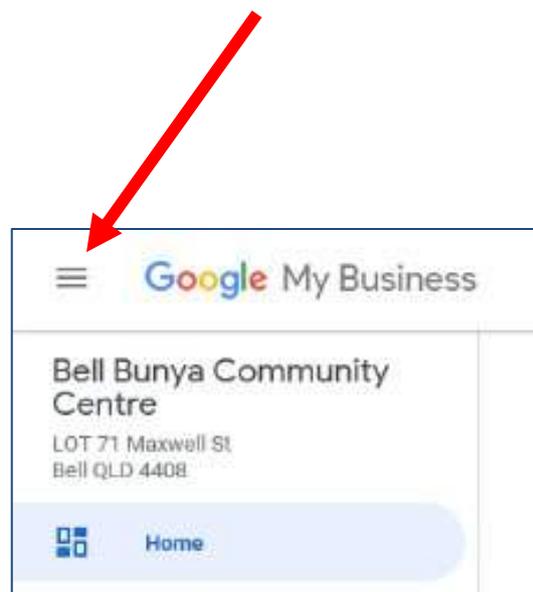


3. Down the left-hand side is the menu panel.

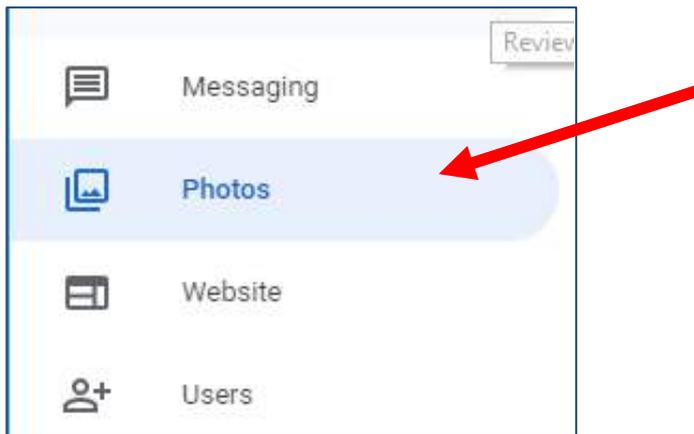


You can click into any of these to get further information, interact with clients, or update details.

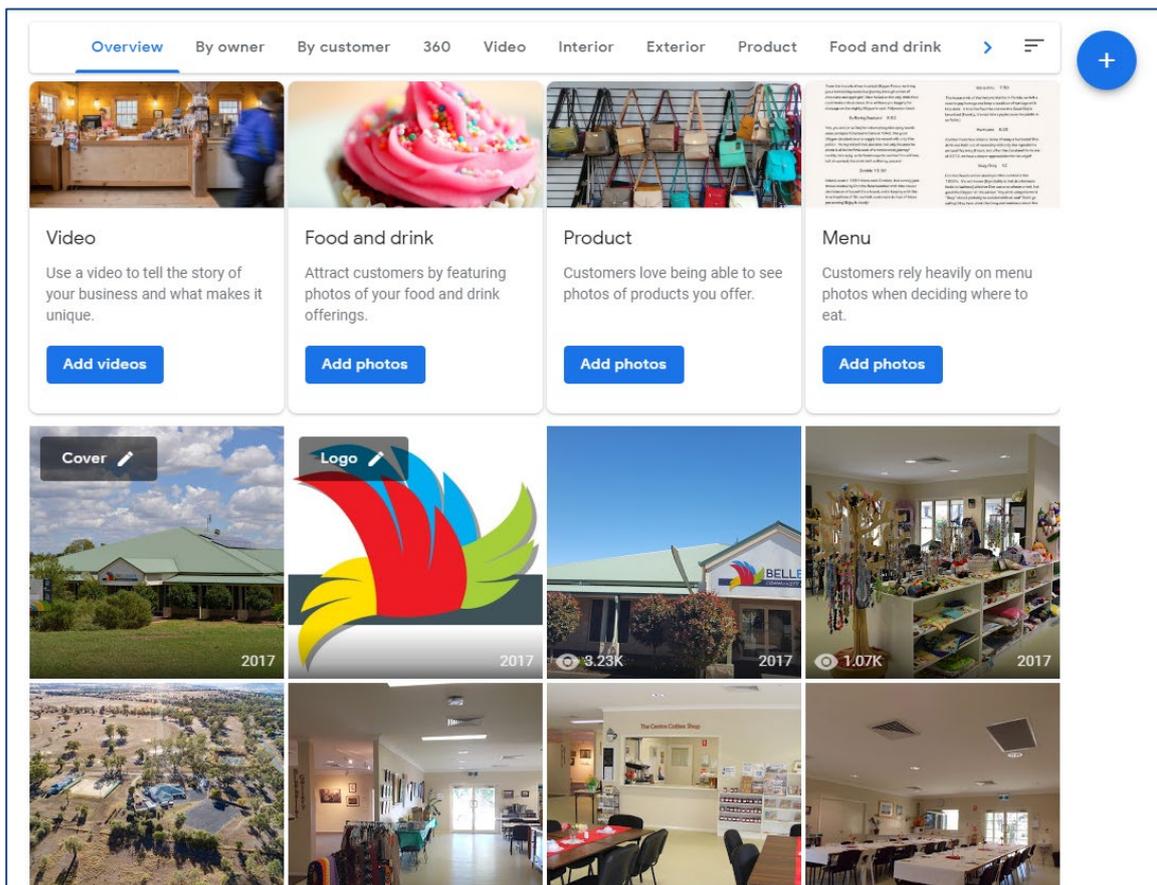
If you don't see this menu panel, or you accidentally lost it, click on the Menu button on the top left.



4. Click on the Photos menu option.

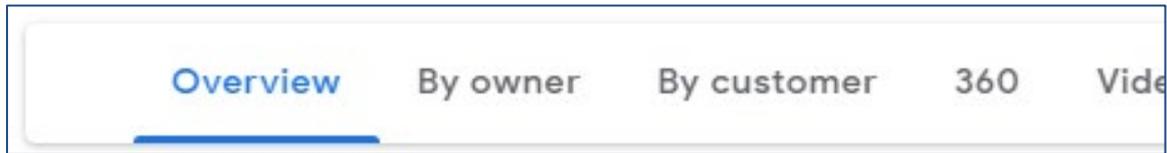


The Photos Overview page gives you links to the photo categories, as well as prompts to add photos.

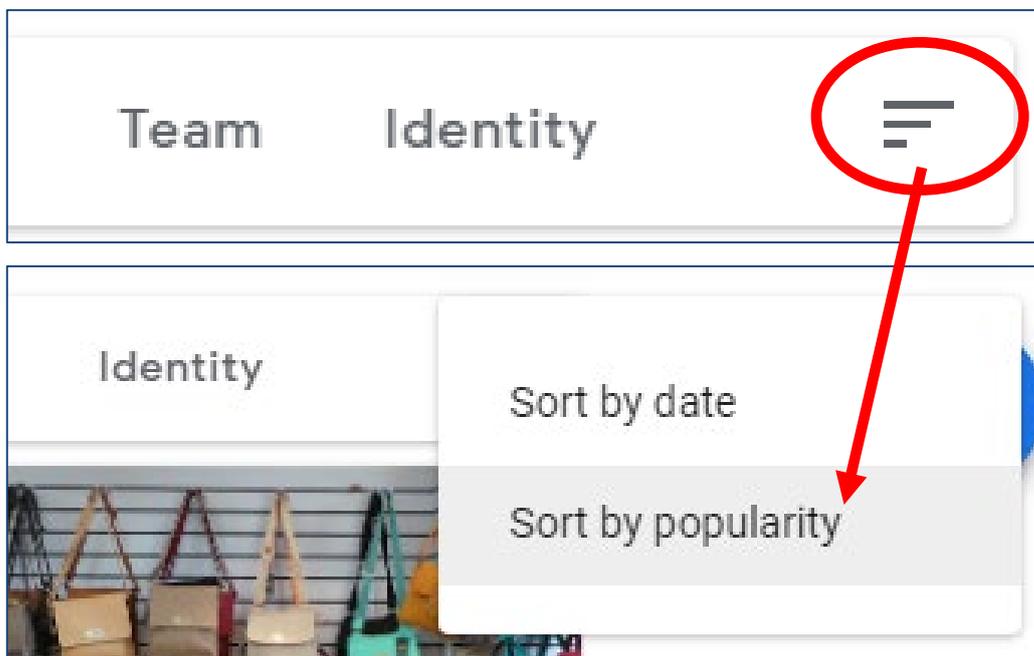


5. Click a category on the menu across the top to see photos in that category.

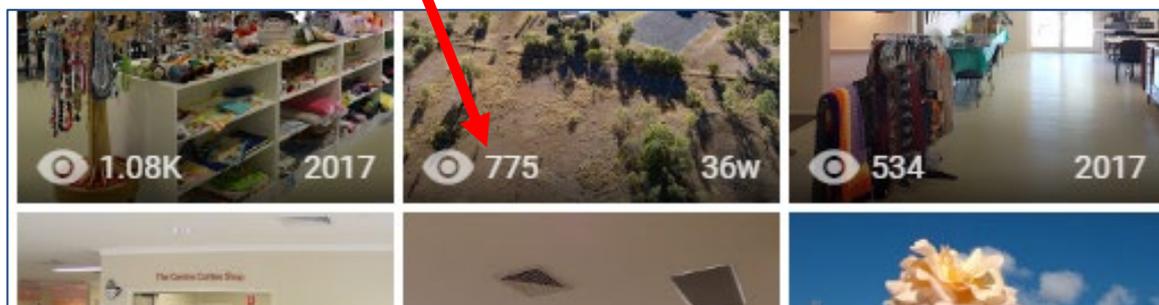
You can click to see photos that customers have taken.



On the far right of this menu is a Sort button, which allows you to sort by Date or Popularity (the number of times that photo has been viewed).



The number next to the “eye” icon tells you how many times a photo has been viewed.



Types of business-specific photos

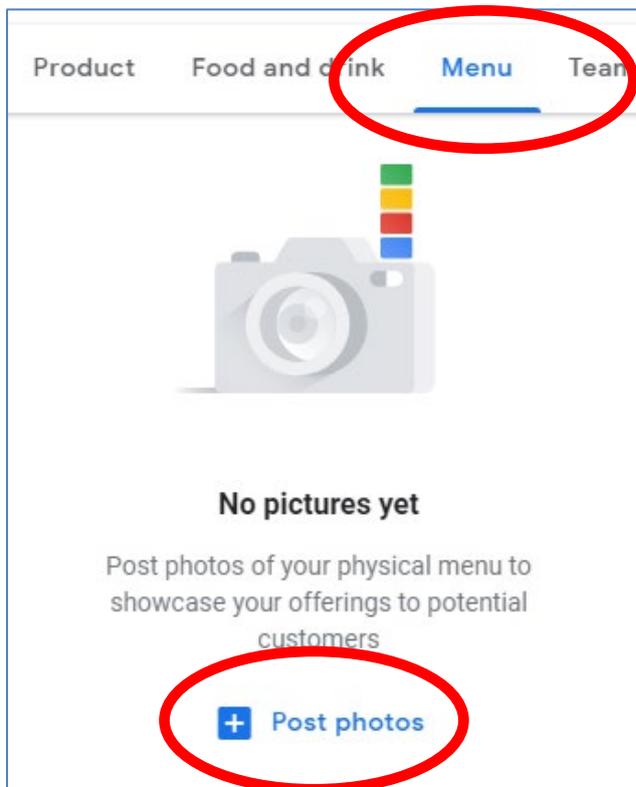
	Description	Minimum number to add	Tips
Exterior photos	Exterior photos help customers recognize your business as they approach from different directions.	Add at least three great exterior photos to help customers recognize your business.	<ol style="list-style-type: none"> 1. Capture a photo from each direction that customers might approach your business. 2. Try uploading photos that show your business at different times of day.
Interior photos	Interior photos help your customers get a feel for the ambiance and decor of your business.	Add at least three great interior photos to show customers what your business feels like inside.	<ol style="list-style-type: none"> 1. Capture photos that truthfully show what it's like to stand inside your business as a customer. 2. Capture the atmosphere of your business in your photos.
Product photos	Great photos of representative or popular products give customers a better understanding of the kinds of goods you offer.	Add at least three photos of products that you sell.	<ol style="list-style-type: none"> 1. Showcase the items that are most popular for your business. 2. Try taking evenly lit photos of your products.
Photos at work	Photos help customers quickly understand the type of work you do.	Add at least three photos that are representative of the services you offer.	<ol style="list-style-type: none"> 1. Capture photos of your team providing different types of service to customers. 2. Capture photos of the speciality services you deliver.
Food & drink photos	Food & drink photos add color and detail to your menu and help customers plan where to eat.	Add at least three photos of the food or drinks you serve.	<ol style="list-style-type: none"> 1. Showcase the food items that are most popular for your business. 2. Try taking evenly lit photos of your food items.
Common areas	Photos of your common areas help attract customers who are planning business or leisure travel.	Add at least one photo of each of your common areas.	<ol style="list-style-type: none"> 1. Add at least one photo of each common area (for example, spa, gym, or breakfast room). 2. Capture the atmosphere of the common area in your photos.
Rooms	Customers rely heavily on photos of guest rooms when deciding where to book their next hotel for business or leisure.	Add at least three photos of your most popular guest rooms.	<ol style="list-style-type: none"> 1. Try showcasing all the different types of rooms that you offer to guests. 2. Capture photos that truthfully show what it's like when you are in the room as a guest.
Team photos	Team photos are important to present a more personal side of your establishment.	Add at least three photos showing your management team and your employees.	<ol style="list-style-type: none"> 1. Show something a little less formal to humanize your business. 2. Show yourself and any staff to highlight your personalities and give potential clients a feel for what you're like.

It's a good idea to add photos to the relevant category, to make it easier for customers to see what your business, products, and services look like.

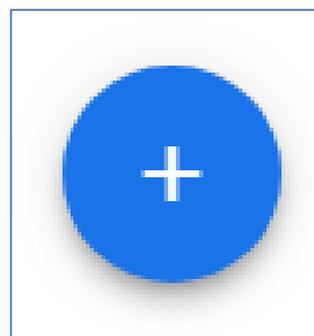
Google My Business Help has some great suggestions for adding business photos, at: <https://support.google.com/business/answer/6123536>.

6. To upload a photo, you have a couple of options:

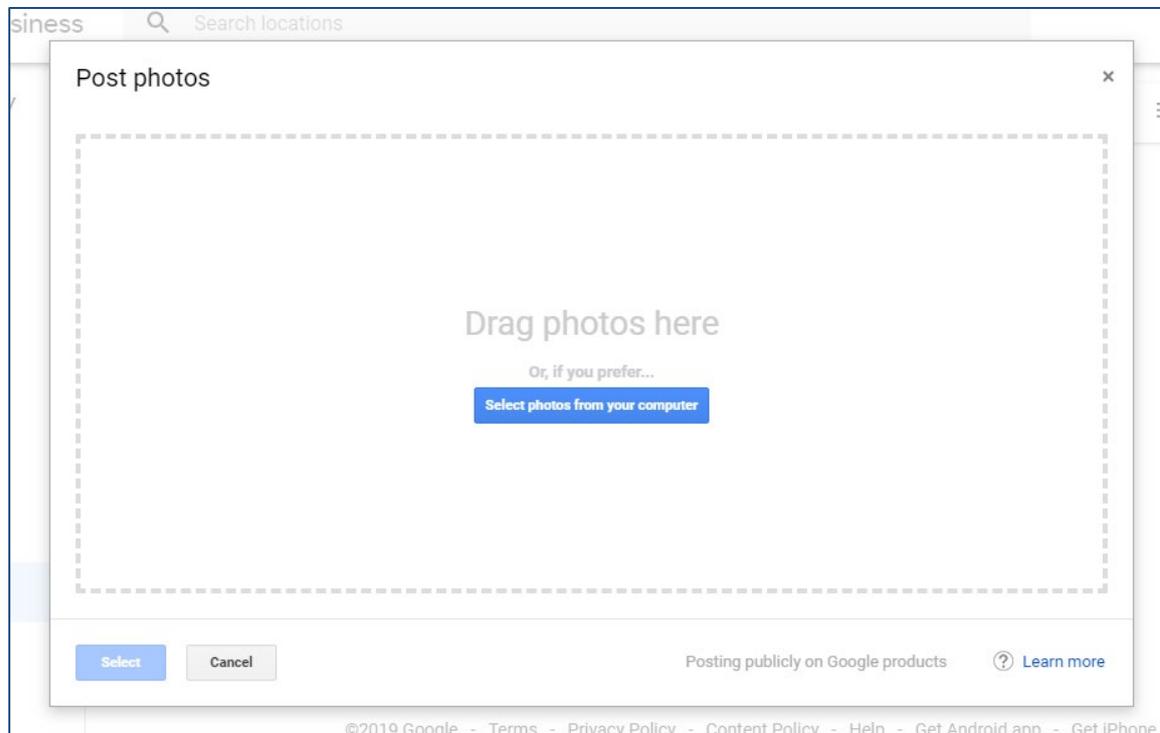
Click on the category, and then click the Post Photos link.



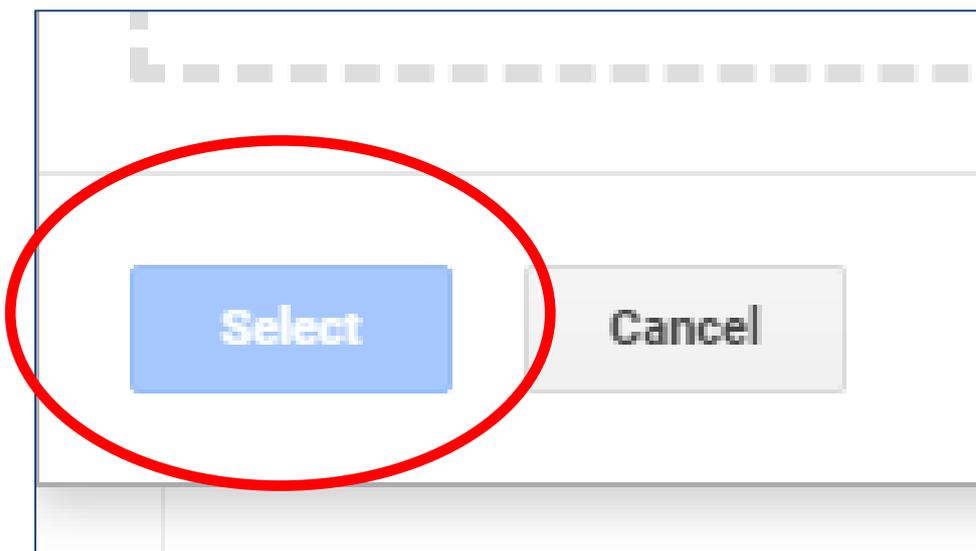
OR, click on the blue circle.

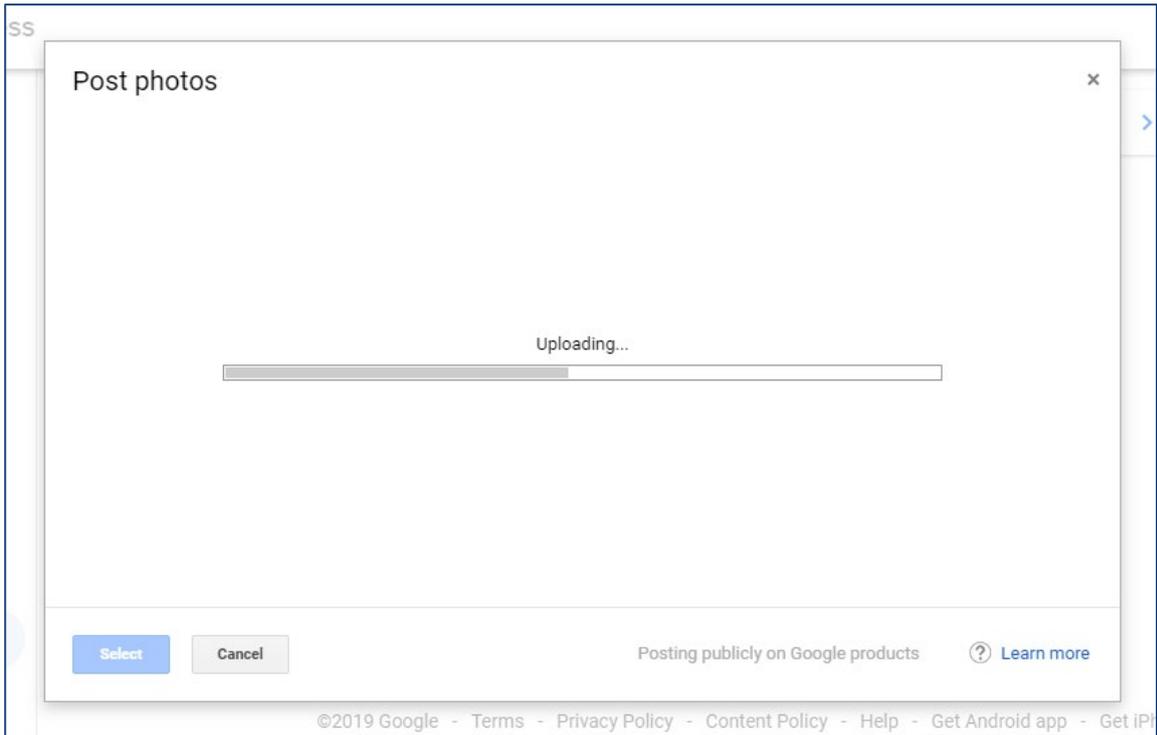


A Post photos dialog box will pop up. If you have the photos up on another window on your computer, you can probably just drag them over and drop them in the white box. If not, click to select the files from your computer.

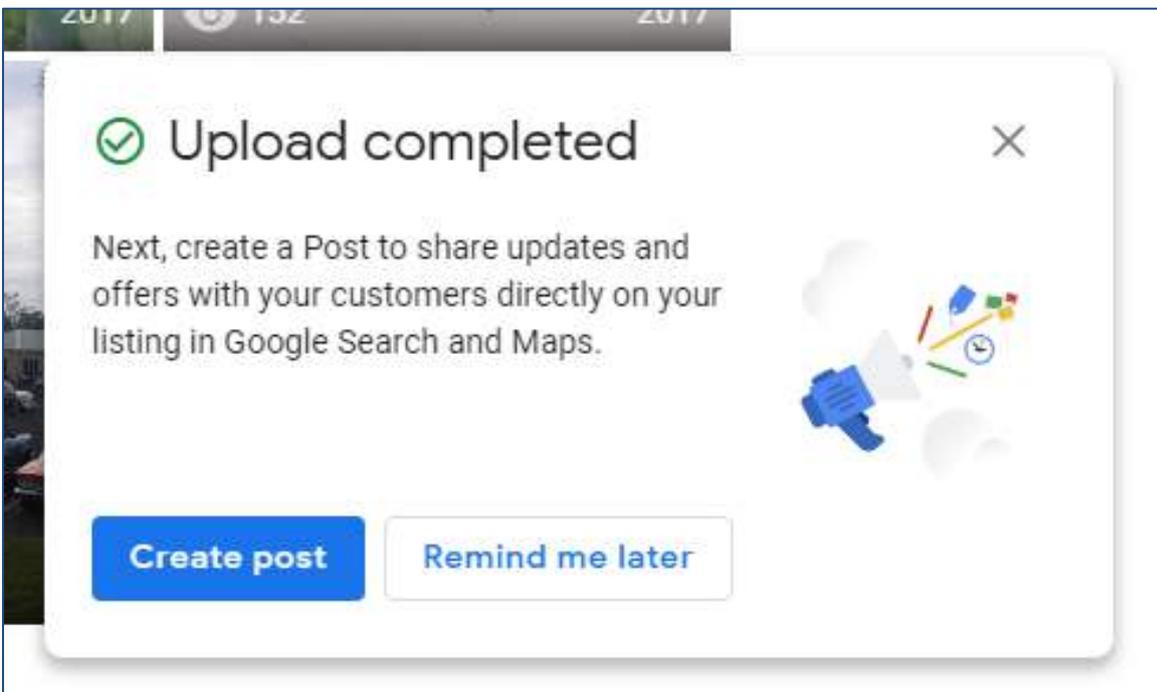


Click the Select button to start the uploading process.





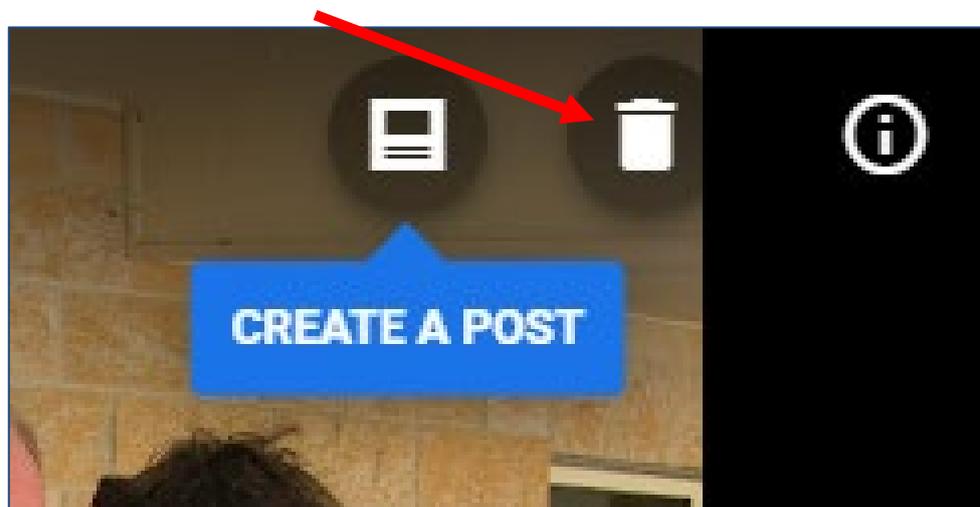
And done!



7. To delete a photo, click on it to bring it up full screen.



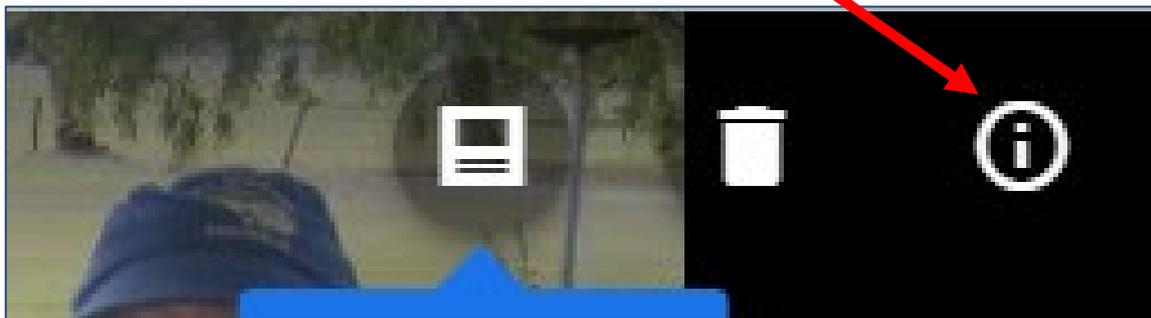
Then, click on the rubbish bin icon to delete it.



8. To change the category of a photo, click on it to bring it up full screen.

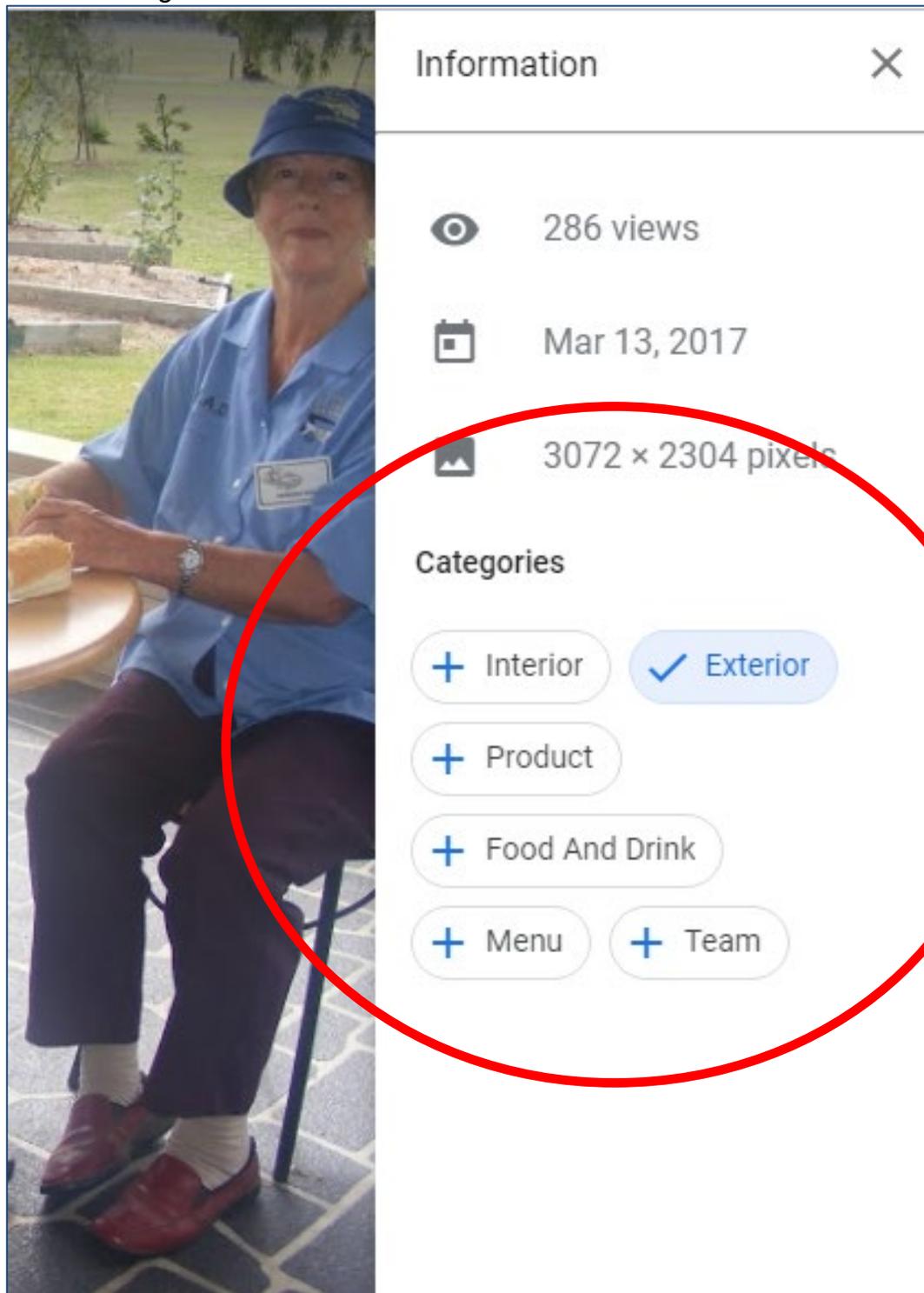


Then click on the Information icon in the top right.



This will open up a panel that shows basic information about the photo, as well as the category tags.

Click on a tag to select it.



The screenshot shows a photo of a woman in a blue uniform and hat sitting at a table. To the right of the photo is an 'Information' panel. The panel contains the following information:

- 286 views
- Mar 13, 2017
- 3072 × 2304 pixels

Below the information is a 'Categories' section with the following tags:

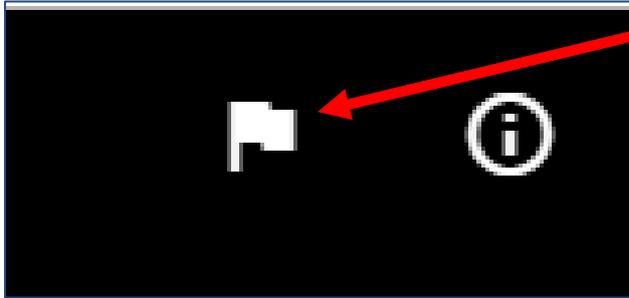
- Interior
- Exterior (selected)
- Product
- Food And Drink
- Menu
- Team

A red circle highlights the 'Categories' section.

Note: You can change the category, but you can't select multiple categories.

8. If someone has uploaded a photo that you believe is inappropriate, you can Flag it with Google.

Click on the photo to bring it up full screen, and then click on the flag icon



You will need to explain why you believe the customer's image is inappropriate.



Images may be subject to copyright.

Why are you reporting this photo? (Required)

- Offensive, hateful or sexually explicit
- Copyright or legal issue
- Privacy concern
- Poor quality
- Not a photo of the place
- Other

Please share your reason. Examples: inappropriate caption, misclassification.

Give it a Go!

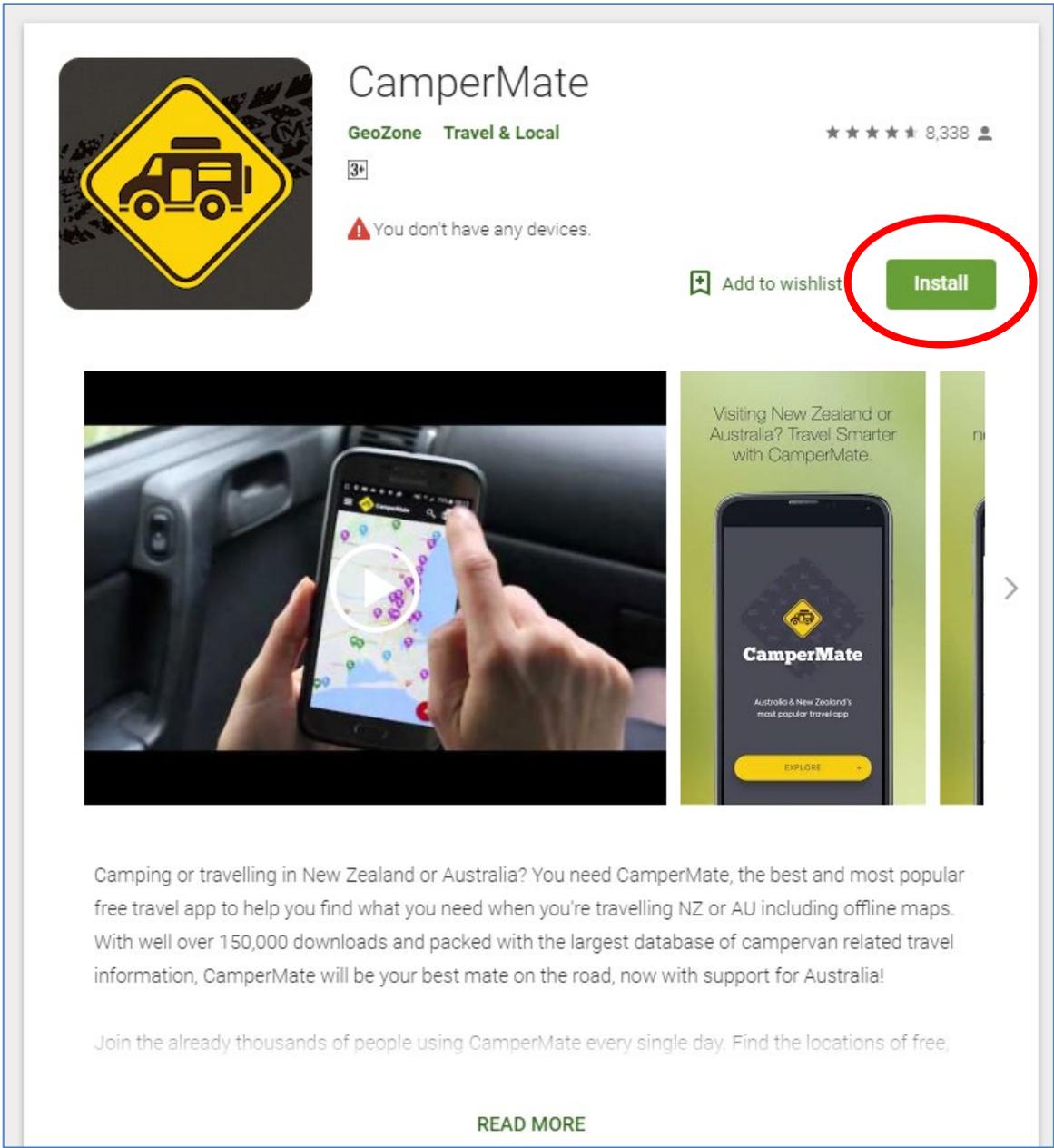
CamperMate

CamperMate – Adding a new Place

CamperMate provides data on points of interest to campers and other travellers, such as where they can find camping grounds, public toilets, ATMs, petrol stations, dump stations, grocery stores, and tourist attractions.

CamperMate is free for end users (campers), but not for business owners looking to “claim” their place. But anyone can add places to the CamperMate maps, so you can still make sure your business is listed.

1. On your mobile device (iOS or Android), go to your app store and search for CamperMate. Click to install the app. Once installed, you can tap to open up the app on your device.



CamperMate

GeoZone Travel & Local

★★★★★ 8,338

3+

⚠️ You don't have any devices.

Add to wishlist **Install**

Visiting New Zealand or Australia? Travel Smarter with CamperMate.

CamperMate

Australo & New Zealand's most popular travel app

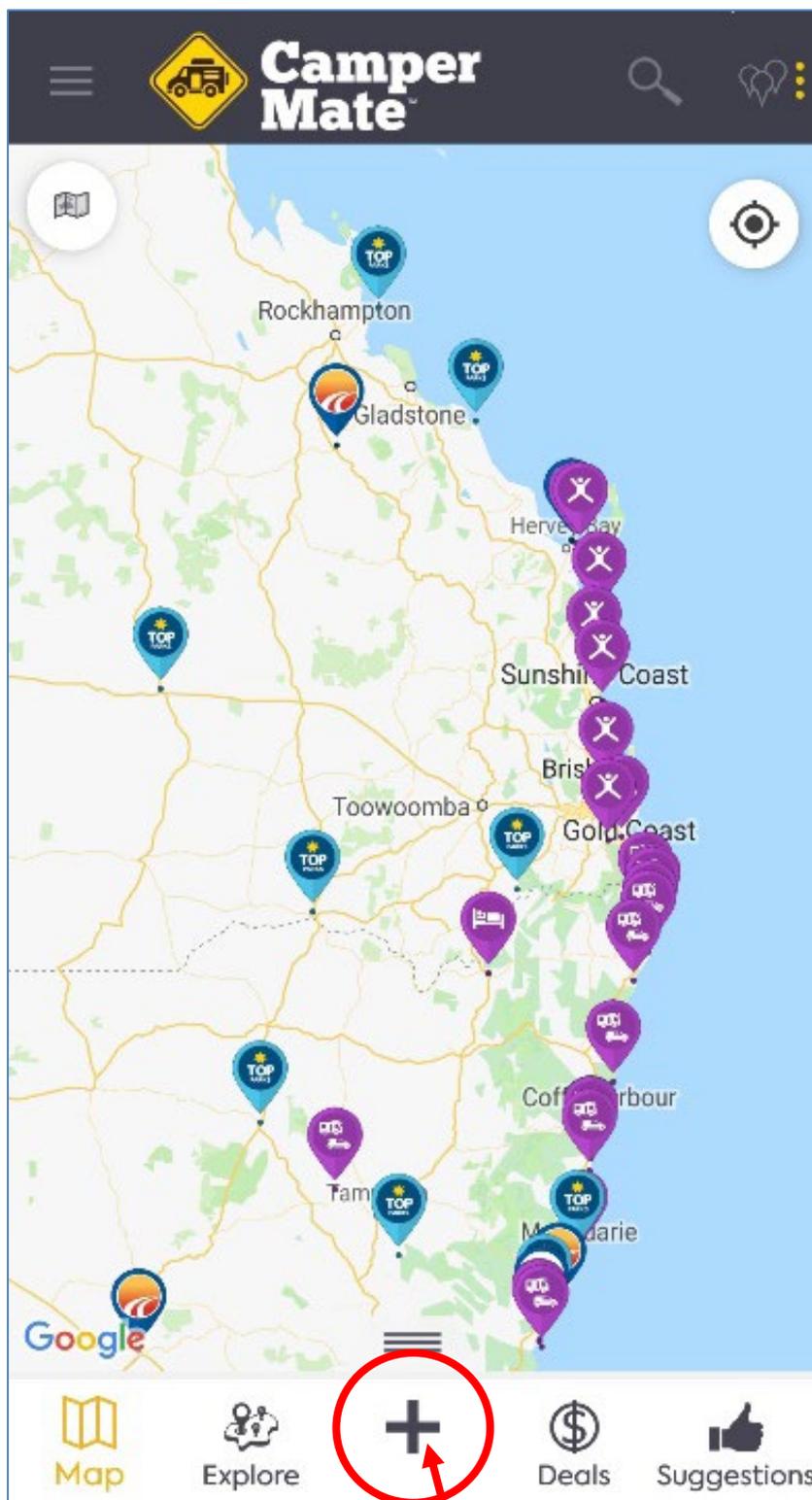
EXPLORE

Camping or travelling in New Zealand or Australia? You need CamperMate, the best and most popular free travel app to help you find what you need when you're travelling NZ or AU including offline maps. With well over 150,000 downloads and packed with the largest database of campervan related travel information, CamperMate will be your best mate on the road, now with support for Australia!

Join the already thousands of people using CamperMate every single day. Find the locations of free,

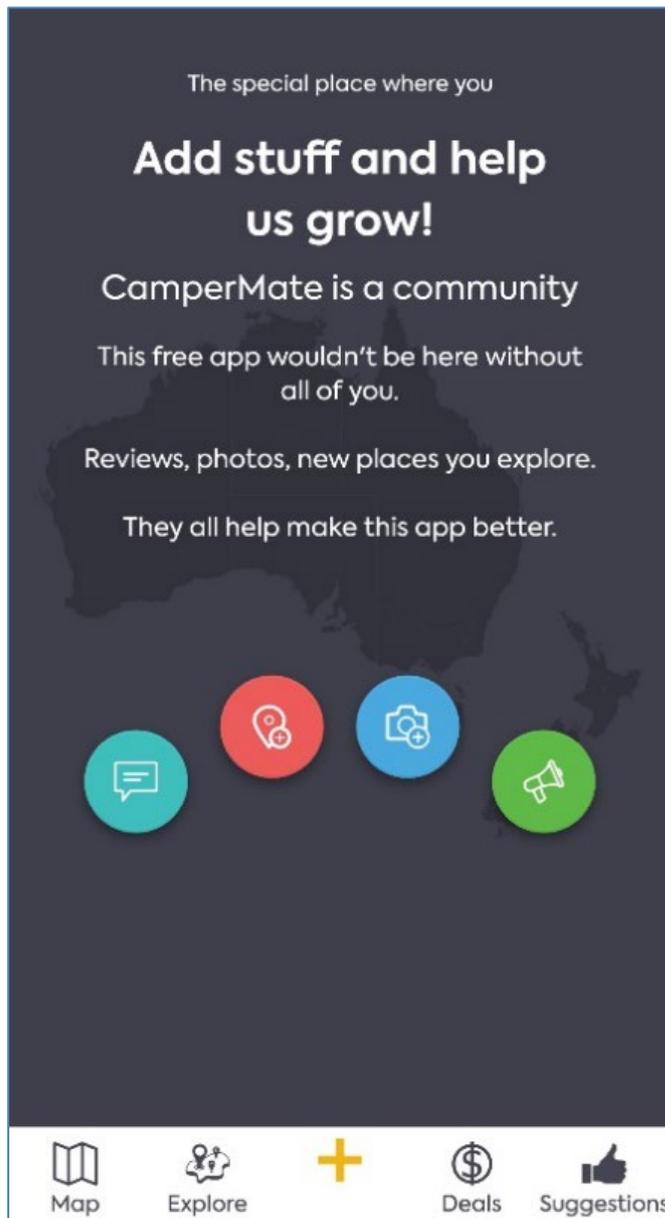
[READ MORE](#)

2. The CamperMate app opens up in map view.



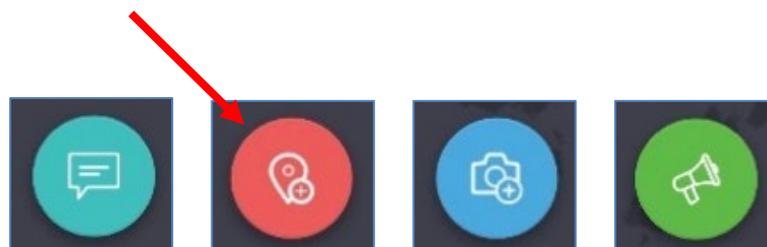
To add a Place, click the big “Plus” icon in the middle of the menu bar across the bottom of the screen.

3. You will see four colourful menu options to choose from.



You can add a Review (aqua), a new Place (red), a Photo (blue), or a Shout Out to fellow travellers (green).

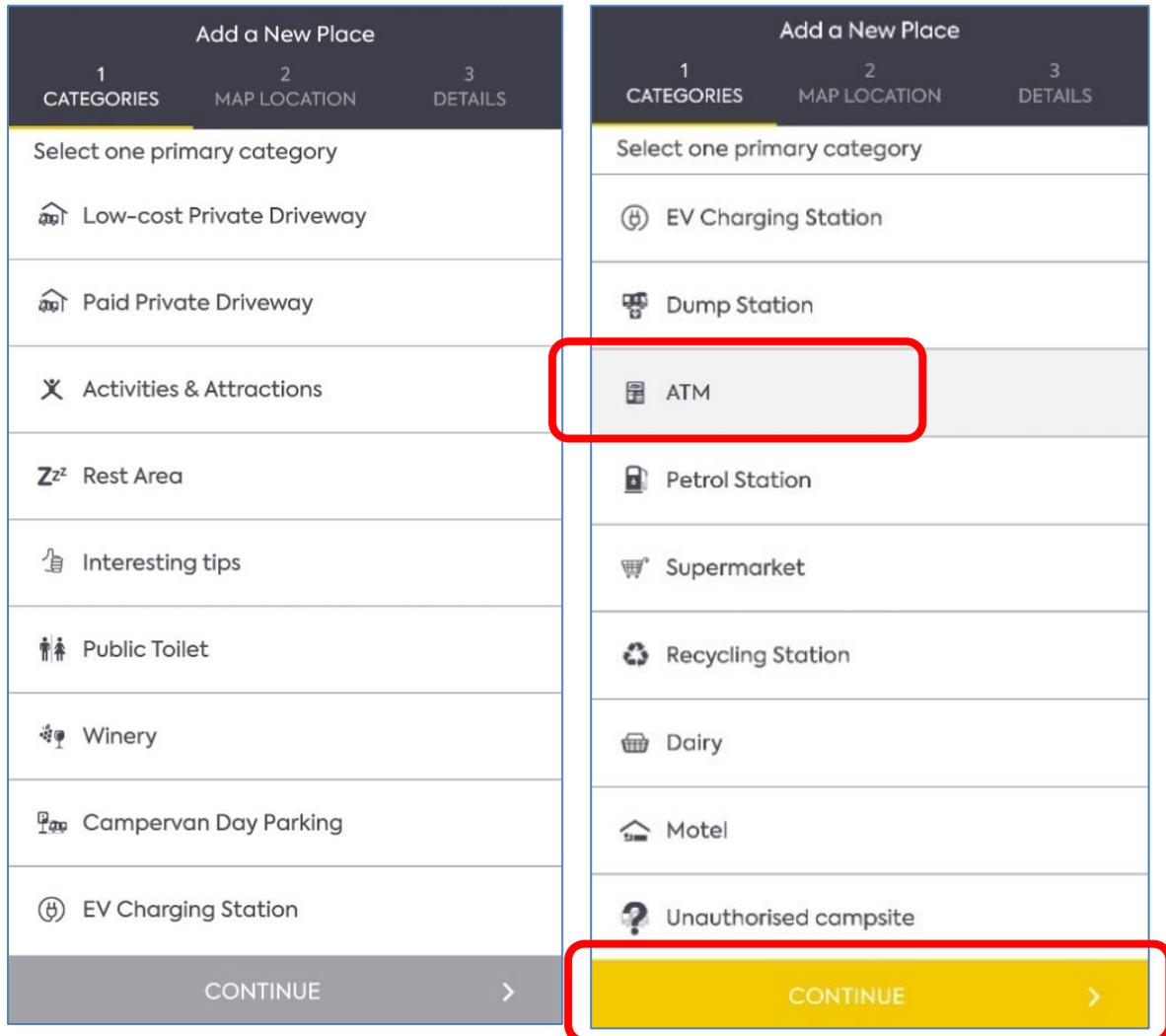
Tap the Red Pin button.



4. Categories

This will open up the “Add a New Place” form.

First, select a primary Category for the place you are adding. Scroll down to see the entire list of options.



Tap on your Category.

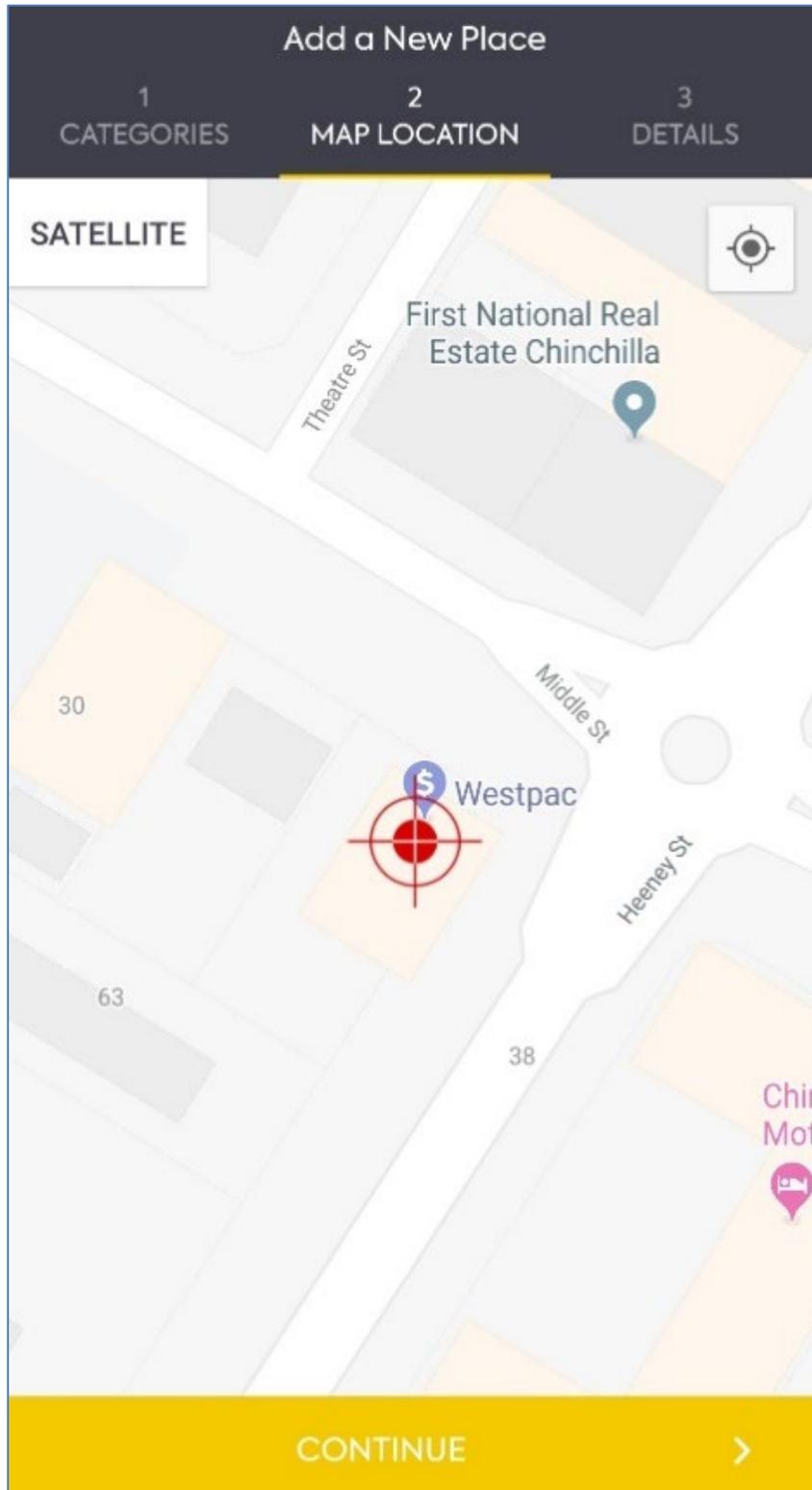
You will then be asked to select one or more secondary categories. For example, a park might have “Playground” as the primary Category and “Public toilet” as the secondary category.

Tap the yellow Continue button at the bottom.

5. Map Locations

You will be taken back to the map. A red pointer will then appear on the screen.

Use your touchscreen to zoom in and drag until the red pointer hovers over the correct address of the place you're adding. Once it's hovering above the correct location, tap the yellow Continue button.



6. Details

Enter the name of the place, as well as any Details you think other travellers might find useful.

The screenshot shows a mobile application interface for adding a new place. The title is 'Add a New Place'. Below the title are three tabs: '1 CATEGORIES', '2 MAP LOCATION', and '3 DETAILS'. The '3 DETAILS' tab is selected. The main content area has two text input fields. The first field contains the text 'Westpac ATM'. The second field is labeled 'Details'. At the bottom of the screen, there are three circular icons: a camera icon, a gallery icon, and a yellow circle with a white 'X'. Below these icons is a large yellow button with the text 'SUBMIT' and a right-pointing arrow.

You can also add photos of the place at this stage.

Tap the yellow Submit button at the bottom of the screen to finish.

Add a New Place



Thanks!

Your contribution will help out travellers that follow in your footsteps, awesome!

Want to help more?

ADD ANOTHER...

FINISH



Online security – some basics

When using the internet, it pays to be aware of the safety and security risks you or your business may face.

The three types of online risks:

- Malware – usually spread by downloading and running an infected computer program.
- Security hackers or “crackers” - people who try to find vulnerabilities in computers’ security using little programs called “bots”.
- Identify Theft, Phishing, Scammers - People pretending to be someone/thing they are not, in order to get you to give them money or reveal personal information that can be used to steal your identity.

What you can do to protect yourself and your business:

- Make sure your anti-virus software is up-to-date and your firewall turned on. Ask a professional about whether you need additional protection such as spam filters and data backups.
- Learn to spot the scammers – does the grammar and the tone match who they claim to be? Do you feel pressured into providing personal information or into paying for something?
- Use your common sense – use caution when sharing information online, use strong or unique passwords and change it regularly, don’t post personal information on public sites, don’t respond to suspicious emails or open suspicious email attachments.
- If you’re not sure, Google them!

Useful resources

- Stay Smart Online www.staysmartonline.gov.au
- Scamwatch <https://www.scamwatch.gov.au/get-help/protect-your-small-business>
- Tech Savvy Seniors <https://www.telstra.com.au/tech-savvy-seniors>
- BeConnected <https://beconnected.esafety.gov.au/>
- Western Downs Libraries' Lynda.com courses <https://www.westerndownslibraries.com/lynda-courses/>

Responding to online reviews

Positive Reviews:

These responses should be kept relatively short and sweet, simply thanking the customer for their review.

Hi *<insert name here>*

Thank you for your great feedback about your *<meal/stay/experience/day>*, we're so glad to hear that you had such a great experience. Thanks for taking the time to leave us a review!

<Sign off in whatever manner suits your business.>

Negative Reviews:

Acknowledge the customer's feedback and apologise. You may choose to offer compensation if appropriate. If no further action is needed, this is where you would leave it.

Hi *<insert name here>*

We are sorry that your *<meal/stay/experience/day>* was not up to our usual standard. We pride ourselves on our *<customer service/ friendly staff/ comfortable rooms/ great meals>* and we are working to make sure that this does not happen again. Please call in for a free *<coffee/ meal/ entry>* next time you are in town. Thanks for your feedback.

<Sign off in whatever manner suits your business.>

Conversations can also be moved 'offline' if further action needs to be taken, or if communicating online is likely to be messy.

Hi **<insert name here>**

We are sorry that your **<meal/stay/experience/day>** was not up to our usual standard and we would like to resolve this issue. You can contact us on **<insert phone number or email>**.

<Sign off in whatever manner suits your business.>