How to…

'Google My Business'

Give it a go

eBook
DISCLAIMER

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# Table of Contents

TripAdvisor ................................................................. 5  
  Claiming your business ............................................. 7  
    Manage your business listing .................................... 10  
  Reviewing a Place ......................................................... 19  
  Responding to Reviews & Questions ......................... 25  
    Reporting inappropriate reviews ............................ 30  
    Help centre & best practice .................................. 34  
    Responding to negative reviews ............................. 36  
Google Reviews and Google My Business ..................... 37  
  Review a business on Google ....................................... 39  
    Prohibited and Restricted Content policy ................ 44  
  Add a missing place .................................................... 49  
Claim your business on Search and Maps ....................... 55  
Google My Business - overview of features ................. 60  
Google My Business - update your info ....................... 79  
Google My Business - responding to reviews ............... 93  
  Tips for responding to reviews ................................. 97  
  Flagging a review as inappropriate ........................ 98  
Google My Business - Insights ..................................... 99  
Google My Business - Photos ...................................... 111  
  Flagging a photo as inappropriate ........................ 122  
CamperMate ................................................................. 123  
  Adding a new place ................................................... 125  
Online security - some basics ...................................... 133  
Responding to online reviews - proformas ................... 135
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.

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.

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.
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.

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.

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.
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.
| 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


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.
TripAdvisor will prompt you with more places nearby to review.

Careful - it could get addictive!
TripAdvisor – Responding to Reviews & Questions


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.

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.

This will open it up on its own page.

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. Reviews are allowed to write one review of each experience of a business within our timeline guidelines.

- [ ] See more options

[Back]  [Next]
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.


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.
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.

![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.

![Rate and review]

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.
6. You can even let Google ask you some questions about the business’ attributes.
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
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.
Google Maps - add a missing Place

What if your business, organisation, place is not on Google Maps? You can add a place yourself!


2. Search for your business or place.
   Do this by either:
   a. Entering the name in the search box, or
   b. Looking for it on the map, using the navigation tools. You might find Satellite View or Street View useful for pinpointing the exact location of the place.
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.
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
   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

Bell Library | Western Downs Libraries
https://www.westerndownslibraries.com/bell-library/
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.
   
   ![Image of 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:

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

---

**Lachlan Rule**  
2 weeks ago  
*The user didn't write a review, and has left just a rating.*  

*Reply*

**Tony Harvey**  
13 weeks ago  
*Very good*  

*Reply*

**Greg Yatwood**  
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*  

*Reply*
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.
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.

![Website screenshot](https://business.google.com/business)
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.
14. Add new locations
If you own more than one business, you can add others to your Google My Business account.

[Image: Add new location button]

[Image: Google My Business interface]

What's the name of your business?

Business name

By continuing you agree to the following Terms of Service and Privacy Policy

Next
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.
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.
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.

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

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
  - Enter Google Ads phone
  - extensions 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).
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.

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).
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.

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.

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.

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.

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.

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.
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.

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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.

Kerri Newman
★★★★★ 23 weeks ago
Lovely place great staff

P Oriel
★★★★★ 47 weeks ago
I highly recommend the Bell Bunya Community Centre as a workshop venue for your organisation. I recently booked the centre for an afternoon with 35 people in attendance. The meeting area easily fits that amount however the Centre's team suggested we utilise the gallery space if we wanted to. This proved to be an inspiring approach as attendees sat in a big circle (just chairs) surrounded by beautiful art pieces which energised the workshop's discussion and outcomes. The meeting room was still utilised as a break out area for smaller group discussions and initially to meet for lunch. The luncheon is a great choice for catering large groups as it was delicious and generous with varied choices featuring local produce including rare Rosella jam that delighted many attendees (do arrive with an appetite). The Centre's team was helpful and friendly from beginning to end. There is a lot of parking available and sparkling clean amenities. If your organisation is holding conferences or workshops in the area or is just travelling through the area, it is well worth utilising the Bell Bunya Community Centre, particularly as a first meeting place before moving on to wherever your accommodation or further workshop proceedings may be.

Timmy Supaman
★★★★ ★ 50 weeks ago
Heaps of info. Every helpfull
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.

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/.
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. 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.
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.

![Chart showing search preferences]

- **Total Searches**: 1,903
- **Direct**: Customers who find your listing searching for your business name or address
- **Discovery**: Customers who find your listing searching for a category, product, or service
- **Branded**: Customers who find your listing searching for a brand related to your business

Businesses with recent photos typically receive more clicks to their websites. [Post photos]
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.
<table>
<thead>
<tr>
<th>Types of business-specific photos</th>
<th>Description</th>
<th>Minimum number to add</th>
<th>Tips</th>
</tr>
</thead>
</table>
| 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. | 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 décor of your business. | Add at least three great interior photos to show customers what your business feels like inside. | 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. | 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. | 1. Capture photos of your team providing different types of service to customers.  
2. Capture photos of the sociality 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. | 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. | 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. | 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. | 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.

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.
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.
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.

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

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