

# 20+ Steps to Completing Your Google Business Profile



## About Us

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The Extended Stay Lodging Association (ESLA) is a not for profit-company dedicated to extended stay properties across the United States. Our mission is to unite hoteliers within the hospitality and tourism industries, fostering collaboration and growth within this specialized sector. **Join today:** [info@esla.org](mailto:info@esla.org)



[www.esla.org](http://www.esla.org)



## Local SEO: A Closer Look

Local SEO is a strategy designed to improve your hotels visibility in local search results. When someone searches for a hotel near them, Google's algorithm considers various factors to determine which hotel to display.

### Fundamental Setup and Information

- **Claim Your Listing:** Ensure you're the verified owner for full control.
- **Accurate Business Name:** Use your exact name as it appears on your physical location.
- **Precise Categories:** Select primary and secondary categories that accurately reflect your hotel market segments.
- **Complete Profile:** Fill out every available field, including business hours, contact information, and services.
- **High-Quality Visuals:** Upload professional photos and videos that showcase your hotel.
- **Compelling Description:** Write a concise and keyword-rich description that highlights your unique selling points.
- **Complete Listings:** Detail your hotel within all sections.

### Review Management and Engagement

- **Active Review Management:** Respond promptly to all reviews, both positive and negative.
- **Encourage Reviews:** Create a review link and train staff to ask customers for feedback.
- **Utilize Google Posts:** Share regular updates, promotions, and events.





## Advanced Optimization

- **FAQ:** Add relevant FAQs.
- **Website Optimization:** Ensure your website is mobile-friendly and linked to your Google Business Profile.
- **Attributes:** Add attributes to provide more detailed information about your hotel.

## Monitoring and Maintenance

- **Regular Audits:** Conduct quarterly audits to check for accuracy and update information as needed.
- **Competitive Analysis:** Keep an eye on competitors to identify areas for improvement.
- **Track Insights:** Monitor performance metrics to identify trends and opportunities

## Additional Tips

- **Local Content Strategy:** Create content that targets local audiences and uses local keywords.
- **Stay Updated:** Follow Google Business updates and adapt to algorithm changes.
- **Leverage Special Features:** Utilize features like menu items, hotel amenities, and class schedules.





## Local Ranking Signals:

- The **location** that the person is searching from.
- **NAP** citations.
- **All media** including recent images and videos.
- **Presence** of Google Business Profile listing completeness.
- **Keywords** used in Google Business Profile profile.
- Sentiment of **online reviews**.
- **Keywords** used in online reviews.
- **Review types** and responses.
- **Shares** on social media.
- **Google Maps star rating** for that business.
- **Link** signals.
- **Dedicated landing page**.
- **Behavioral signals** including click-through rate, clicks to call, website, etc.



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