



Traveler sentiment research is aligning around one particular theme: inspiring consumer confidence that destinations and businesses are open and following best practices for health and safety is key to success right now. Visit Sweetwater County, Wyoming is happy to announce two virtual workshops to provide instructional content to optimize the online presence of your business. Please register for each below. Whether or not you attend the session, you will receive a recording to engage on your own schedule.

Your Google business profile is the single largest source of organic (non-paid) exposure for your business online and better business profiles ultimately drive more visits, resulting in more customers. The great news is that having a great Google business profile is not that hard, if you know how.

Miles Partnership is a strategic marketing company focused exclusively on travel and tourism. They've worked with hundreds of destinations and hospitality businesses around the world, and have developed a tactical workshop to assist in navigating the Google My Business platform. It's built on a best-practices study of over 80,000 business profiles and rather than you studying all that yourself, come along to this workshop and just get the key takeaways - including simple, easily-actioned quick tips.

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

**December 1, 2021 at 1:00PM MT**

[Google My Business: Fundamentals](#)

- What is your Google business profile
- How is it surfaced in Google search and travel products
- Claiming and verifying your business profile
- Keeping core business information current
- Overview of tools available in Google

**December 8, 2021 at 1:00PM MT**

[Google My Business: Maximizing Exposure](#)

- Utilizing Posts for updates
- Responding to reviews
- Managing images, 360s & video
- Responding to customer questions
- Understanding Insights data

Businesses can book one-on-one sessions with Miles' Program Specialist for assistance with claiming their Google Business profile or other questions surrounding GMB, Yelp and Tripadvisor. Miles will help resolve issues with Google directly. Schedule your appointment [here](#)

Please contact Hannah at 307-382-2538 or [hannah@tourwyoming.com](mailto:hannah@tourwyoming.com) with questions.

If these times do not work with your schedule, both sessions will be recorded.