

Subject: My Business Provider

Good morning,

Cheryl has asked that we do an overview e-mail defining resources and access points for the Google Pixel phones. Now that your teams have access to My Business Provider and are all set up as Local Guides, I wanted to address next steps and an overview of the Program to aid them in utilizing these exciting Google Products as a DMO Partner.

To start they should view the results of the audit for a refresher on the findings in their individual markets:

<https://drive.google.com/open?id=1i1y60mla8jJtM-pCZx6HqiglLm0DoEGg>

LFA admins: Please ensure the Top Sites info is complete (refer to the Google drive docs included in the above link) focusing on tourism related businesses. We also want you to add/edit your lodging profiles, including hotels, motels, vacation rental management companies (individual vacation rentals can not be included). You'll want to make sure that all of the basic information is included/accurate. Please refer to the How To Guide link below to see what information should be included on all Google My Business Profiles.

Editing Information on Google Maps Business Profiles

In order to upload their own content, offer any edits/ changes to business listings under their purview they can use their Google Account login to do so with these instructions in the staff training deck we reviewed in October:

Step 1: Open Google Maps

Step 2: Search for the business/location you want to make edits to.

Step 3: Click on either "suggest and edit " or "add missing information" options.

Step 4: Select "change name or other details" in the suggest an edit box.

Step 5: Edit the information that you'd like.

Step 6: Click "send" to complete the edit.

Now it's important to note that not every edit will be approved by Google, but you will be notified by Google through Gmail if the edit is applied or not approved. You can also check for all of your edits by going to your local guide account (open Google Maps, click on the three-line menu in the search bar). Select "your contributions". Then click on the "edits" tab to view all edits you have made from your local guide account.

When it comes to managing your visual representation our Best Practices recommendations are...

Make sure the content you capture is:

1. Informative - What would a potential visitor want to know or see about this place? Consider the scope, the scale and the context of the place you're capturing.

Attractive - What makes this photo eye-catching? Consider color, contrast, saturation, lighting, focus and leading lines.

Representative - Represents what the place would typically look like. Avoid featuring specific events, seasons or conditions.

Photo Best Practices

- Only upload photos you created or own the complete rights to.
- Upload at least 4K images (3840x2160) which is about 9 megapixels - the Pixel phone shoots 12 megapixel images.
- Don't use filters - limit your edits to color, contrast, saturation, etc.

- Don't composite images.
- You are *allowed* to add caption/credit/logo to the images, as long as they occupy less than 10% of the total area along one side but they don't tend to perform as well.
- Avoid identifiable faces, or carry release forms.

Basic Photo Tips

- Shoot mostly horizontal images - the products make much better use of them than portrait images.
- Zoom with your feet - don't ever use the digital zoom on the phone.
- Keep your vertical and horizontal lines as straight as possible.
- Use a tripod if you can.
- Have an obvious point of interest.
- Avoid artistic angles, textures and close-ups.
- Avoid seasonal images, unless that's relevant to the location you're shooting.

For additional photo tips by Google [click here](#)

Here is an updated How-to-Guide/ Fact Sheet for Businesses to utilize the steps for managing their Google My Business Listings: https://drive.google.com/open?id=1QXJUC5PIMaGeZLJiTr1kxGXuQJB_SYeP

To get businesses within their destination instantly verified they can access the webinar explaining how to use My Business Provider here: Transitioning from Google's Trusted Verifier to My Business Provider for DMO's.

<https://register.gotowebinar.com/recording/2349911838933752845>

Note: My Business Provider would require WiFi since it is web based. The good news for this however is that in order to generate the codes you do not need to be physically at the businesses or go to them to deliver it, however in the field if you're capturing content or meeting with business owners you can upload and use MBP once you're back within Wifi range.

To recap what we discussed on the webinar:

DMOs who are interested in supporting local businesses with verification will need to complete an application to gain access to MBP from Google. (I have done the introduction with Justin with all of you and you should have filled out the following form)<https://docs.google.com/forms/d/e/1FAIpQLSd6DdSkv9tBxcG7wn-Pr8vWnHYquY8YzUC3UhQIwawoxqivQ/viewform>

Google's Trusted Verifier (TV) app will no longer be supported after the end of 2019. The TV app and process for DMOs will now be replaced with the My Business Provider (MBP) process moving forward. MBP has several advantages over the older TV app and process.

- Unlike TV, the MBP process can be accessed on any device - Android, iPhone and web. Nearly any device can now be used to verify businesses.
- The verification process is considerably simpler - instead of visiting businesses individually and walking them through the process to generate a QR code, you can simply create a unique verification token for a business and provide it to them along with some short instructions to get their business verified.
- MBP also allows you to generate verification tokens in bulk.

- For new businesses or businesses that are missing from Google maps, MBP will simultaneously add businesses while generating their verification code.

This recorded webinar provides more information about transitioning from TV to MBP, specifically for DMOs

Important links from the Staff Training Deck.

*must be using Google chrome under the whitelisted account to access these resources. **The most handy of these for on the go are bookmarked on your phones or downloaded as apps.**

[The DMO Knowledge Base](#) - This homepage contains all things specific between Google and DMOs.

[The DMO Issue Form](#) - This form is meant to be used for any issues you experience on tools and platforms on Google related to your participation in the program.

[Your Google My Business Dashboard](#) - If you're managing your office or visitor center you can access it here. Just know that you might have to set up a new user and give access to your new "whitelisted account" that you and access the dashboard through multiple Gmail accounts.

[Local Guides Connect](#) - Connect with local guides in your area. Set up a [Meet Up](#) to establish your account as a leading local guide.

[My Business Provider Dashboard](#) - Use this dashboard to generate either single-use or bulk verification codes for businesses in your area to use and verify their Google listing.

[Google My Business Verification: Instructions for Business Owners](#) - Here a PDF that you can supply to owners along with their (single) unique code, which outlines in more detail the steps they need to follow.

[Using the verification codes](#) - In order to complete the verification, the owner will need to login to the account that will become the owner of the business then visit this URL: <https://business.google.com/create/pvp> and enter their unique verification code from the previous steps.

[Generating Verification Codes in Bulk](#) - Here is a sample bulk upload file to get you started for generating codes in bulk using My Business Provider.

Thank you!

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