

# A GUIDE TO PROMOTE YOUR BUSINESS WITH GOOGLE PLACES



*Experience*  
**ST. MICHAELS**

Developed in partnership with

**ITIDIGITAL**  
travel software solutions

# WHY GOOGLE PLACES?

The answer is simple – to be in front of your audience. Consumers, visitors, and guests look for real-time accurate information more than ever. Reach potential customers and drive more traffic to your business.



## PLACES LISTINGS INCLUDE:

- Up to 5 images of the business (by the owner or submitted by visitors directly to Google)
- Phone, Address and Get Directions (GPS) button
- Hours of operation / Open or Closed Status
- Link to business Website URL
- Latest five Google Reviews

**River Time Deli & Market**  
Restaurants

**CLOSED NOW**

Monday: Closed  
Tuesday: Closed  
Wednesday: Closed  
Thursday: Closed  
Friday: 4:00 – 8:00 PM  
Saturday: 8:00 AM – 8:00 PM  
Sunday: 8:00 AM – 6:00 PM

**Address**  
48065 TN-69, Saultillo, TN 38370, USA

**Rating**  
5 ★★★★★

**Contact**  
(731) 309-1037  
[View website](#)

Services:

**Google Reviews**

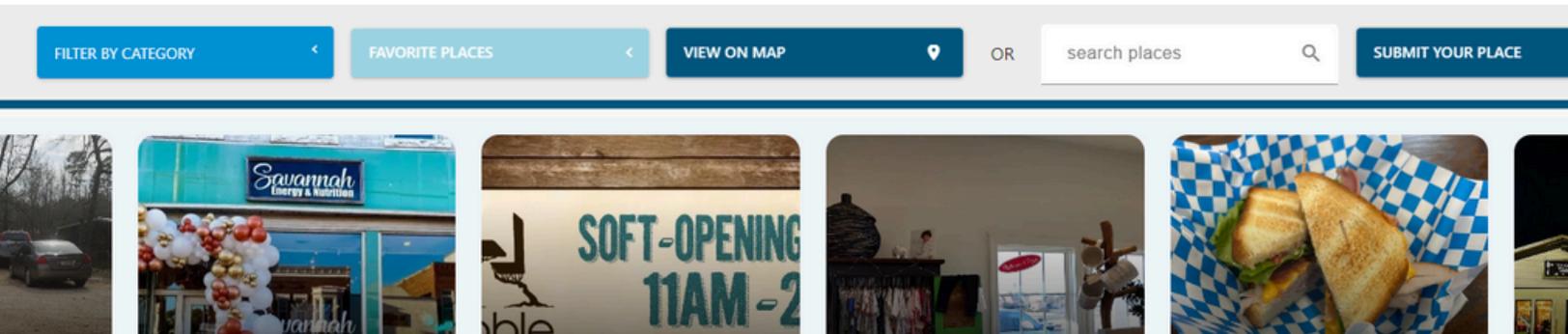
**Linda Ryan**  
Highly recommend the Saultillo Supreme pizza! Generous toppings and reasonably priced. YUMMY!  
★★★★★  
7/27/2024, 8:47:00 PM

**Max Tomayko**  
The excellent folk in the Deli made me feel right at home! Fast appetizers, friendly prices and really fun swag from beautiful Saultillo, Tennessee right next to the Tennessee river - and the pizza an... beer was well worth it!  
[read more](#)

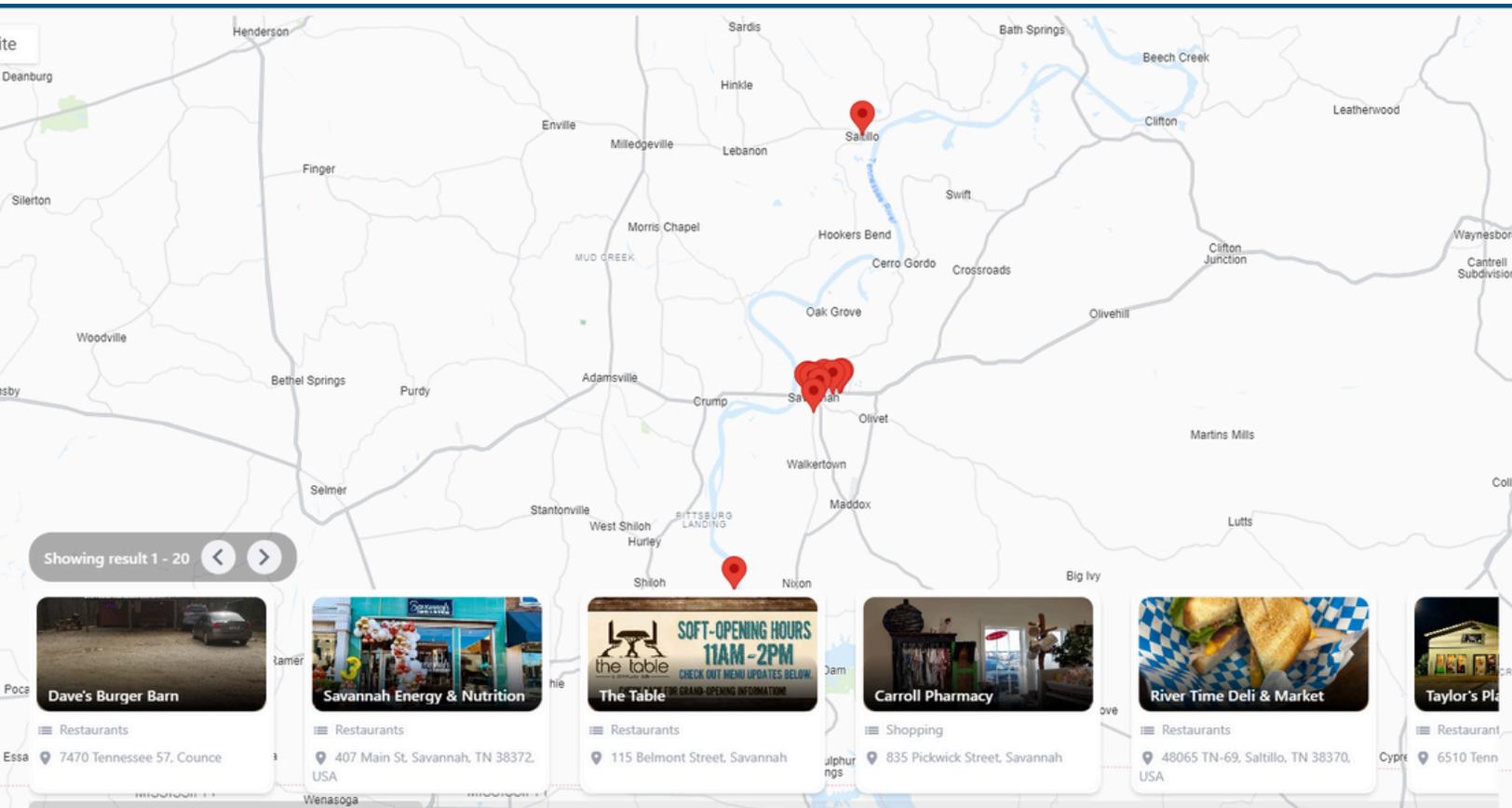
**Nearby Places to Explore**  
5 miles range [SET RANGE](#) [FILTER BY CATEGORY](#)

# OTHER HELPFUL FEATURES

- Search business by name
- View by category: **Attractions, Shopping, Parks, Dining, Accommodations, & More**

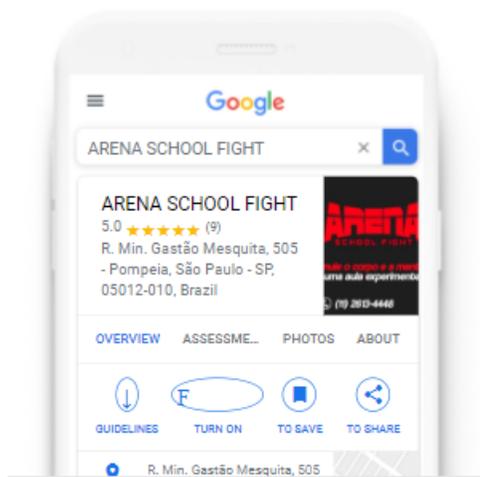


- Discover businesses nearby
- Mobile-friendly and GPS enabled (Map view)

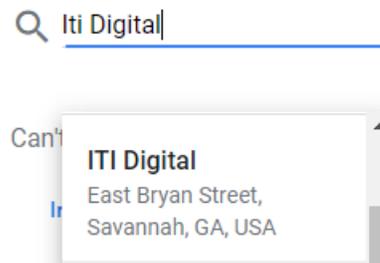


# HOW CAN I FIND OR CREATE MY GOOGLE BUSINESS?

- Go to <https://www.google.com/business/>
- Login to your **Google Account**
- Find your **Business on Google**



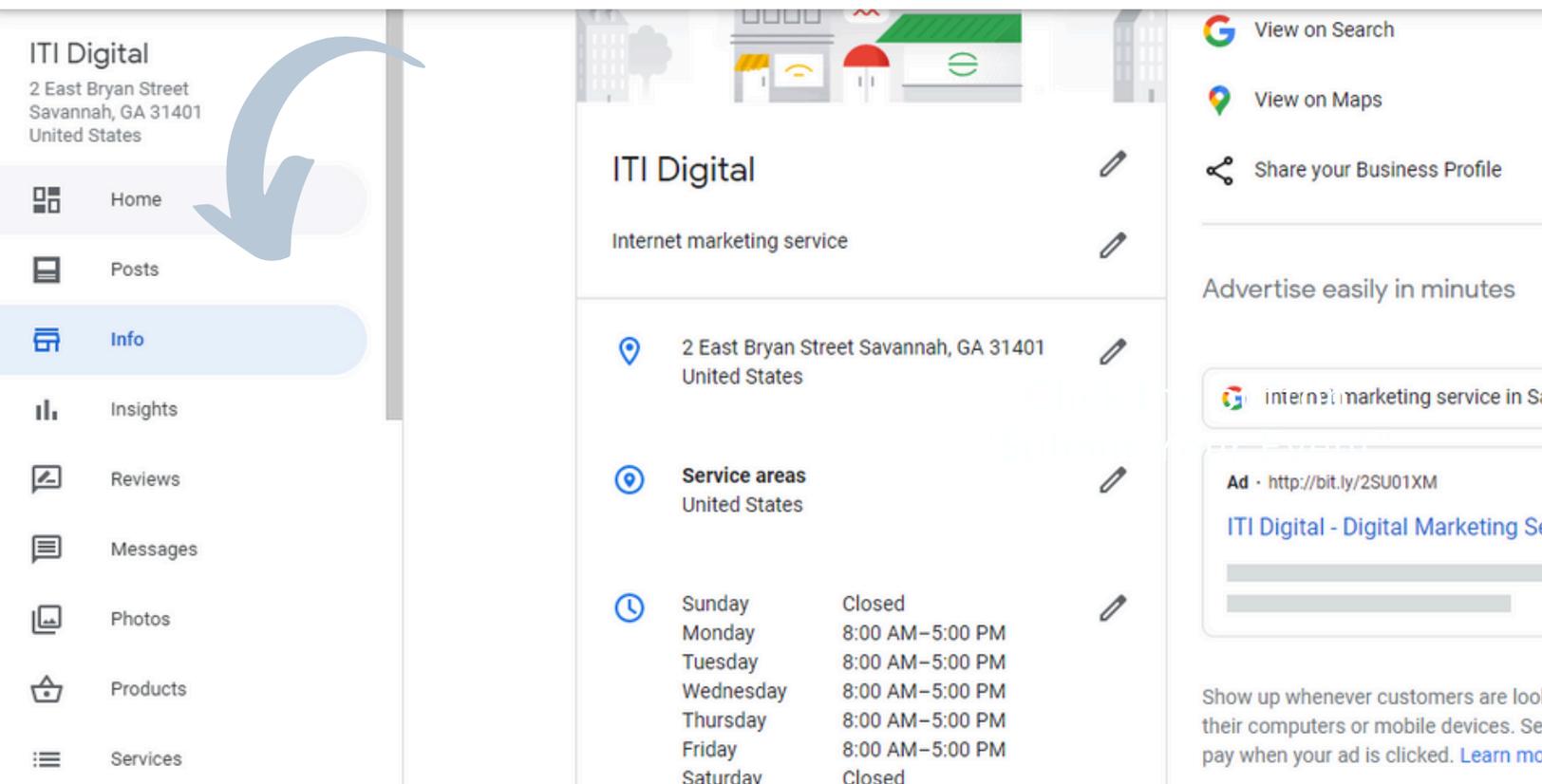
Find and manage  
your business



- If your place it's not on google yet, click on "**Include your business on Google**"
- Follow the steps and directions from Google and add your company info, such as: **Company Name, Category (dropdown option) , Address, Contact Info, Website, Hours.**
- **IMPORTANT:** to be aggregated by the ImGoing software, a **PHYSICAL ADDRESS IS REQUIRED.**

# HOW CAN I MANAGE AND UPDATE MY GOOGLE BUSINESS?

- Go to <https://www.google.com/business/>
- Login to your **Google Account**
- Go to **Manage Locations** and click on your Business
- Go to **Info** and edit the fields you want to update

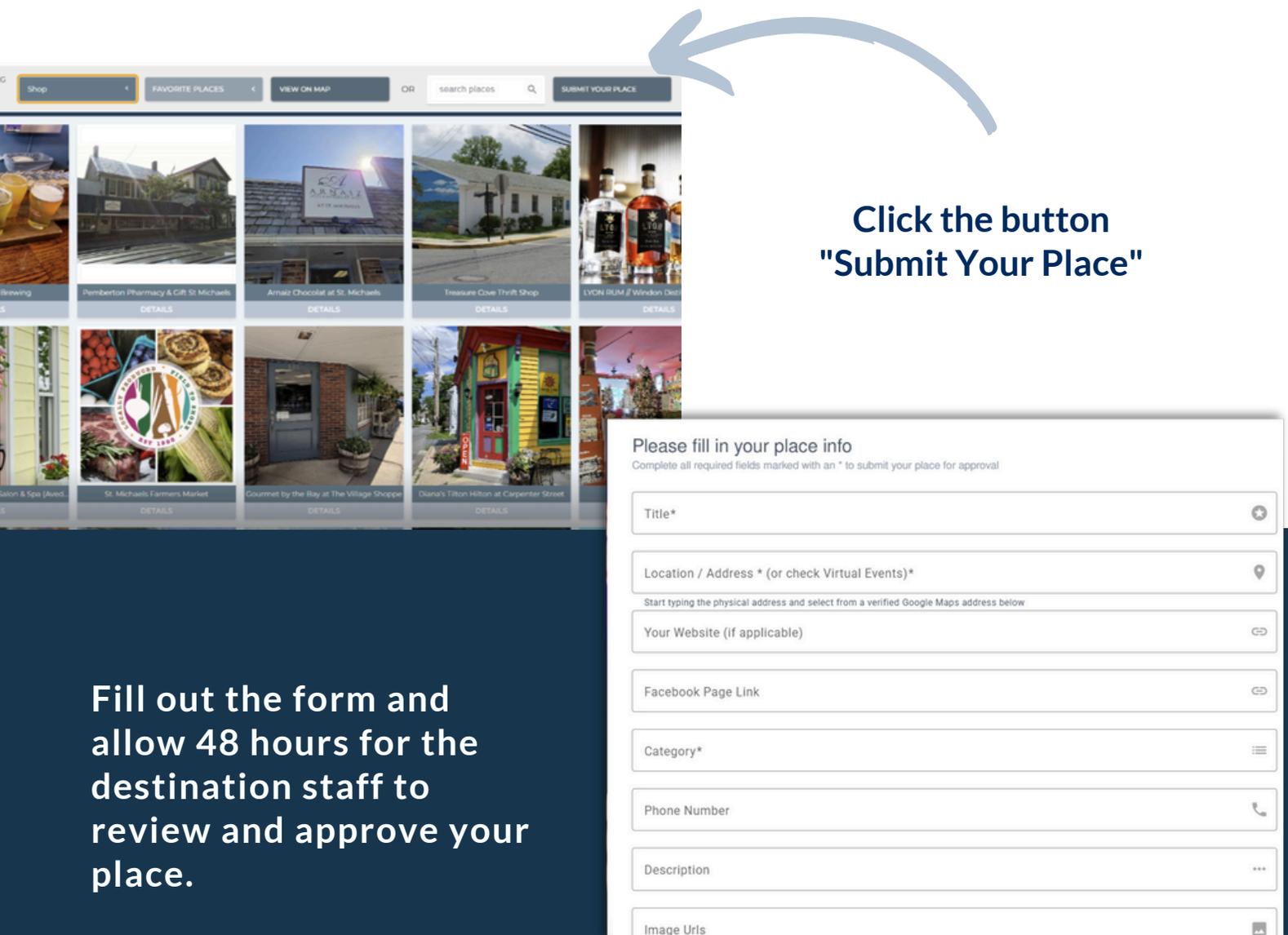


If your Google Business is up to date, but you still can't find it on the destination website, please contact the destination staff and we will include your business.



# I AM NOT ON GOOGLE BUT WANT TO BE LISTED ON THE DESTINATION SITE. IS IT POSSIBLE?

Yes, although there are many advantages of promoting your business on Google Places, if you prefer to submit your business directly to the destination website, that's ok.



The image shows a screenshot of a website interface. At the top, there is a navigation bar with a search bar and a button labeled "SUBMIT YOUR PLACE". A large blue arrow points from this button to a text box that says "Click the button 'Submit Your Place'". Below the navigation bar is a grid of business listings, each with a photo and a "DETAILS" link. In the bottom right corner, there is a form titled "Please fill in your place info" with the instruction "Complete all required fields marked with an \* to submit your place for approval". The form contains several input fields: "Title\*", "Location / Address \* (or check Virtual Events)\*", "Your Website (if applicable)", "Facebook Page Link", "Category\*", "Phone Number", "Description", and "Image Urls".

Click the button "Submit Your Place"

Fill out the form and allow 48 hours for the destination staff to review and approve your place.



## QUESTIONS?

**St. Michaels Tourism**  
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