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8 Tips to Optimize Your Hotel's Google+ Business Page

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WHAT IS A GOOGLE+ BUSINESS PAGE?

A Google+ Business Page is a business profile that allows a hotel or any local business to directly connect with its target customers, whether they are searching for the business on search, maps, or Google+. It also serves as a **social content marketing platform** where hotels and businesses can share relevant and engaging content through Google+ posts.

8 TIPS TO OPTIMIZE YOUR HOTEL'S GOOGLE+ BUSINESS PAGE

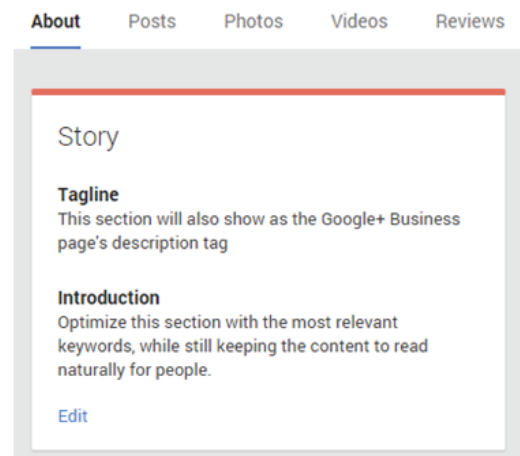
There are multiple reasons why hotels and local businesses should have a well-optimized Google+ Business Page. For one, the social media platform is an SEO goldmine as it helps hotels gain brand awareness, social signals, and search ranking. It is also a great platform to reach new audience and build credibility for the business's website. Below is a list of things a hotel must do to optimize its Google+ Business page:

1. Claim and Merge Your Hotel's Google+ Local Page

Google+ Local is a local listing service that provides a hotel or business's details and information, which shows up in search results. By **claiming and merging** the hotel's Google+ Business page with its Google+ Local listing, several tools and resources will be made available that will help make the hotel's listing more dynamic and engaging to travelers visiting the hotel's Google+ Business page.

2. Optimize "About" the Business

Fully complete your hotel's "About" section and optimize it with the most appropriate keywords. However, keep in mind that people are the target market; therefore, SEO should not be the only focus and content provided should still read naturally.



a. Keywords in the Tagline

The Tagline section also serves as the meta description for the hotel's Google+ Business page on search results. Make sure to include targeted search keywords or terms, while still making the content read naturally.

Millwood Inn & Suites - Google+

<https://plus.google.com/+MillwoodInnSuitesMillbrae> ▼

Millwood Inn & Suites - The Millwood Inn and Suites is a convenient hotel in Millbrae, California, just minutes from San Francisco International Airport.

b. Optimized Introduction

Write an interesting, yet concise introduction that entices your target market to learn more about your destination and hotel, click to your website, and eventually book their stay with your property. Keep this section sweet, short, and focused on the description of your hotel and services. It helps to add keywords here as well.

3. Accurate URL, Name, Address, and Phone (UNAP)

Having accurate and consistent information throughout the local ecosystem is imperative to the online success of a business. Make sure all information about the hotel on its Google+ Business page is accurate - especially the website URL, hotel name, address, and phone number.

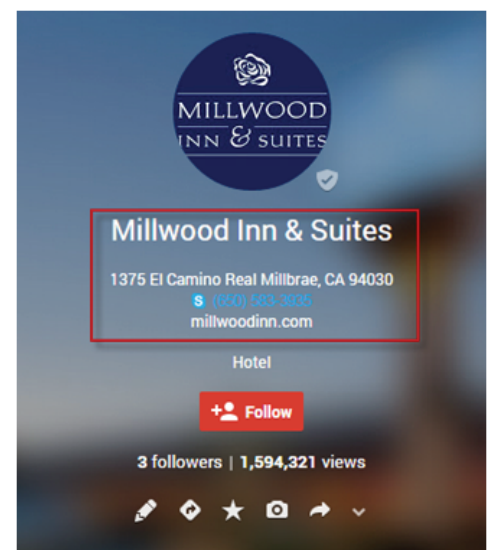
4. Google+ Business Page Vanity URL

Having a custom URL is an easy way for customer to remember and find the hotel's Google+ Business page. We recommend the following URL naming convention: <https://plus.google.com/+YourHotelName>.

[Click here for Google's official guidelines.](#)

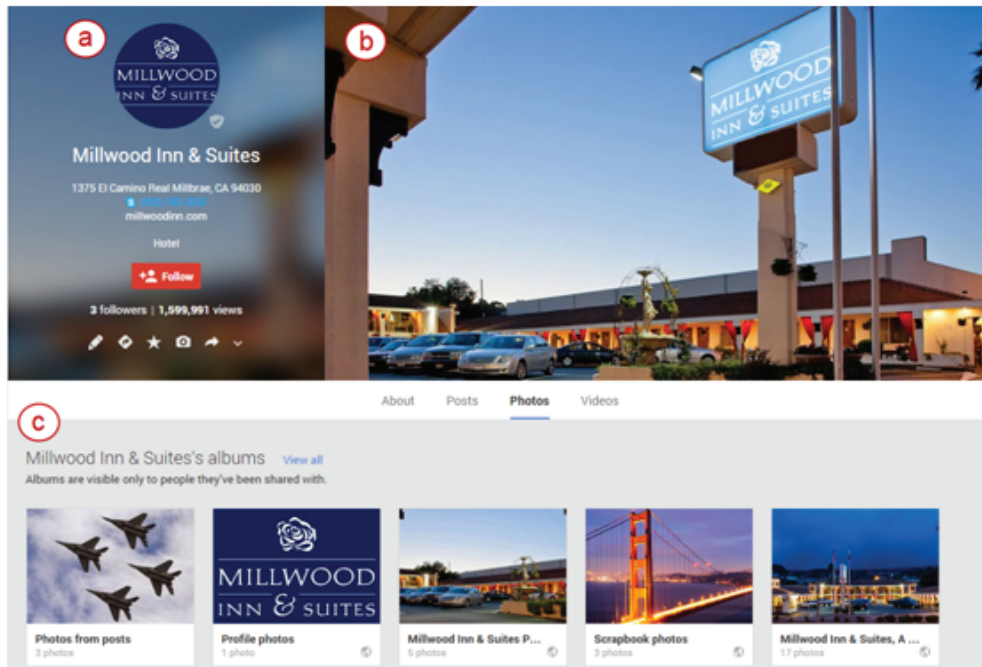
5. Cross-Channel Linking

The "Links" section is a great way to cross-reference your different online channels such as the [hotel website](#), [blog](#), and other social channels. This is a great opportunity to build links to your site and for cross-channel promotion.



6. Optimized Hotel Images

If a picture is worth a thousand words, then it is important for hotels to showcase the property's unique selling points in the images posted on Google+. There are 3 ways for hotels to use optimized images on their Google+ Business pages:



a. Profile image

This can be the hotel's logo. We recommend using a square image no smaller than 1000 x 1000 pixels in size.

b. Cover Image

This is the large image that is featured at the top of the Google+ Business Page. Optimize this image to showcase the hotel's unique personality. We recommend an image no less than 2120 (width) x 1192 (height) pixels in size.

c. Photo albums

Sharing high-resolution images to showcase the hotel's unique selling points such as location, amenities, services, is a great way to entice searchers to book their stay with the property. By optimizing the images with keyword-rich descriptions can help the hotel saturate image search.

