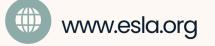


20+ Steps to Completeing Your Google Business Profile



About Us

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







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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