

Maximising court bookings through Google



Introduction

Why does this document exist?

Google's becoming more and more focused on providing a personalised and localised search experience for users.

When users search "tennis courts" in Google, they no longer need to put a location alongside the term they're searching. Why? When searching "tennis courts", Google will show nearby courts displayed in the map listings directly in search results.

To appear in these map listings, venues must have a Google My Business profile set up. This profile then needs to be optimised to appear in the top three positions in Google search results when a user is searching for nearby tennis courts.

Without a profile, your venue won't appear in these top search results positions and thus users won't be able to book a tennis court at your venue.

Users are more likely to interact and engage with the map listings in Google search results than with a standard search result listing because of how visible a map listing is. With the profile listings on the map, you can include links through to your website, booking platforms, and contact details as well as information about the facilities available at your venue. This will allow users to have key information about your venue available to them immediately, encouraging them to book a court faster.

Setting up and optimising a Google My Business listing

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Setting up a Google My Business profile

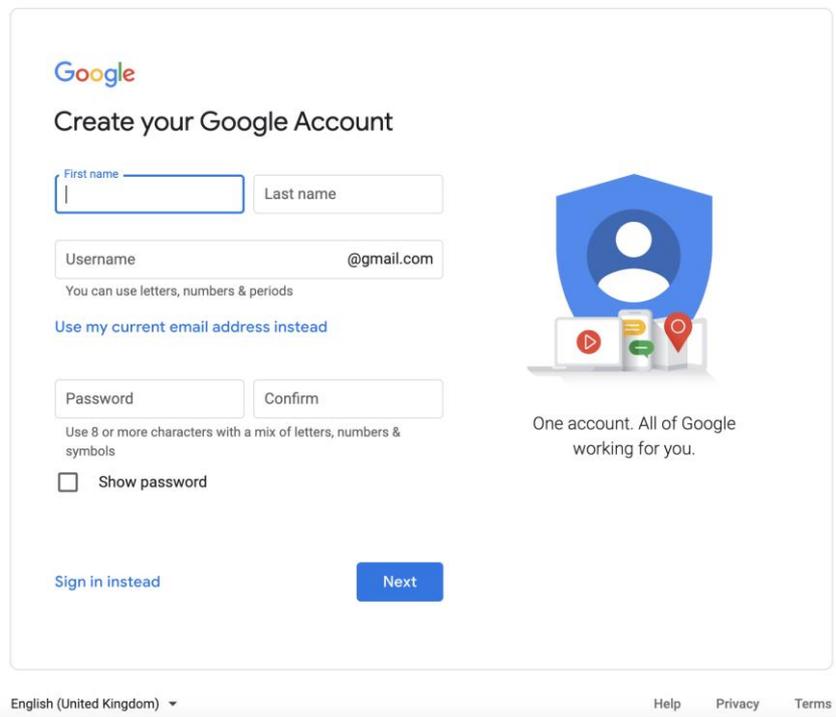
Setting up multiple listings – bulk setup

This option can be used for managers with more than 10 locations, e.g. local authorities managing a variety of parks in the area.

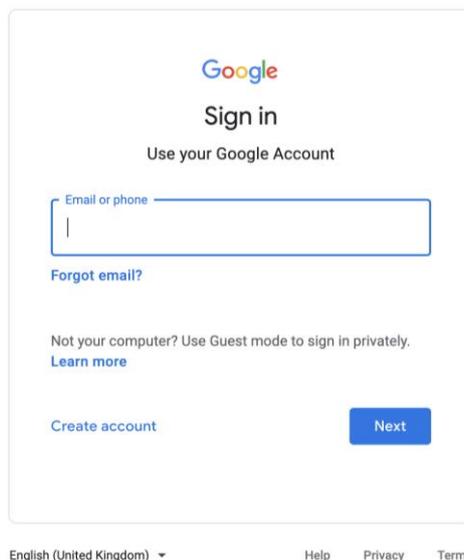
Step 1 - Create or sign in to your Google business account

Create or sign in link - https://www.google.com/intl/en_uk/business/

Use an email address associated with your business, otherwise verification can take longer.



The screenshot shows the Google Account creation interface. At the top left is the Google logo. Below it, the heading "Create your Google Account" is displayed. The form includes fields for "First name" and "Last name", a "Username" field with a placeholder "@gmail.com", and "Password" and "Confirm" fields. A note states "Use 8 or more characters with a mix of letters, numbers & symbols". There is a checkbox for "Show password" and a link "Use my current email address instead". A blue "Next" button is at the bottom right, and a "Sign in instead" link is at the bottom left. To the right of the form is a graphic of a blue shield with a person icon and icons for YouTube, Gmail, and Maps, with the text "One account. All of Google working for you." below it. At the bottom of the page, there is a language selector "English (United Kingdom)", and links for "Help", "Privacy", and "Terms".

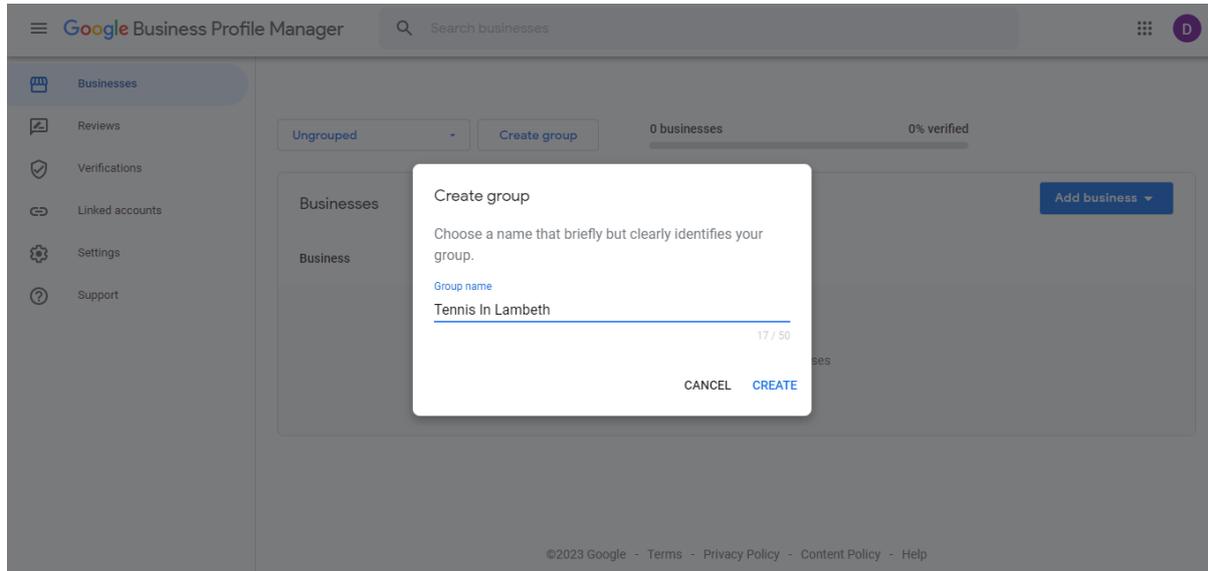


The screenshot shows the Google Sign in interface. At the top center is the Google logo. Below it, the heading "Sign in" is displayed, followed by the sub-heading "Use your Google Account". There is a large input field for "Email or phone". Below the field is a link "Forgot email?". A note says "Not your computer? Use Guest mode to sign in privately." with a link "Learn more". At the bottom left is a link "Create account" and at the bottom right is a blue "Next" button. At the bottom of the page, there is a language selector "English (United Kingdom)", and links for "Help", "Privacy", and "Terms".

Step 2 - Create a location group

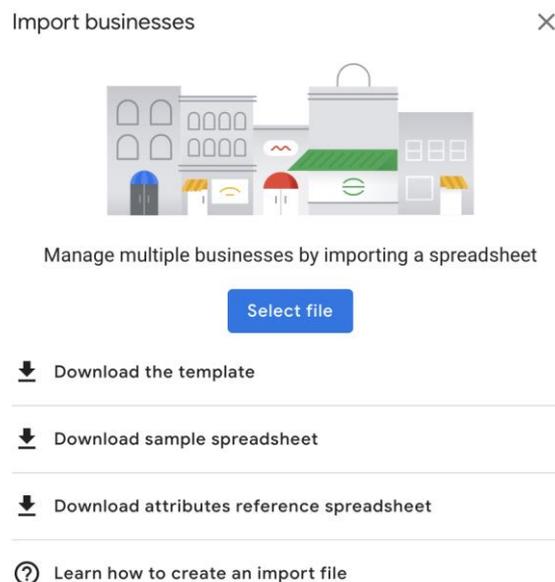
Note: if you're only setting up for an individual venue(s), please skip this step and move to 'Setting up an individual listing' on page 9.

This will allow you to group all of your managed locations under one central area, meaning you'll be able to share access for the location group with all required parties, rather than needing to do so for each individual listing you manage.



Step 3 – Create your spreadsheet

In the top right corner of your profile, click “Add business” and then click “Import business”. This will let you download a blank spreadsheet to fill in:



You can also download a sample spreadsheet from here which will show you what information needs to be filled in for each of the columns – if the information is not applicable to your business, you can leave the column blank:

Store code	Business name	Address line 1	Address line 2	Address line 3	Address line 4	Address line 5	Sub-locality	Locality	Administrative	Country / Region	Postal code	Latitude
1	Archbishops Park Tennis Courts	Archbishops Park	Lambeth Palace Road					London		United Kingdom	SE1 7LQ	
2	Brockwell Park Tennis Courts	Brockwell Park	Norwood Road					London		United Kingdom	SE24 9BJ	
3	Clapham Common Tennis Courts	Clapham Common	Bowling Green Café					London		United Kingdom	SW4 9AN	
4	Hillside Gardens Park Tennis Courts	Hillside Gardens Park	Hillside Road					London		United Kingdom	SW2 3HL	
5	Kennington Park Tennis Courts	Kennington Park	Kennington Park Road					London		United Kingdom	SE11 4BE	
6	Larkhall Park Tennis Courts	Larkhall Park	Courland Grove					London		United Kingdom	SW8 2PX	
7	Ruskin Park Tennis Courts	Ruskin Park	Denmark Hill					London		United Kingdom	SE5 8EL	
8	The Rookery Tennis Courts	The Rookery	Covington Way					London		United Kingdom	SW16 3BX	
9	Vauxhall Park Tennis Courts	Vauxhall Park	Fentiman Road					London		United Kingdom	SW8 1UD	

Additional photo	Website	Primary category	Additional category	Sunday hours	Monday hours	Tuesday hours	Wednesday hours	Thursday hours	Friday hours	Saturday hours	Special hours	From the busier	Opening date	Logo photo
	https://clubspark.lta.org.uk/ArchbishopsPark			08:00 - 22:00	08:00 - 22:00	08:00 - 22:00	08:00 - 22:00	08:00 - 22:00	08:00 - 22:00	08:00 - 22:00				Archbishops Park has 2 tennis courts available
	https://clubspark.lta.org.uk/BrockwellPark			08:00 - 22:00	08:00 - 22:00	08:00 - 22:00	08:00 - 22:00	08:00 - 22:00	08:00 - 22:00	08:00 - 22:00				Brockwell Park has 6 tennis courts available
	https://clubspark.lta.org.uk/ClaphamCommon			08:00 - 22:00	08:00 - 22:00	08:00 - 22:00	08:00 - 22:00	08:00 - 22:00	08:00 - 22:00	08:00 - 22:00				Clapham Common has 5 floodlit and 3 non-floodlit tennis courts
	https://clubspark.lta.org.uk/HillsideGardensPark			08:00 - 22:00	08:00 - 22:00	08:00 - 22:00	08:00 - 22:00	08:00 - 22:00	08:00 - 22:00	08:00 - 22:00				Hillside Gardens has 4 recently refurbished tennis courts
	https://clubspark.lta.org.uk/KenningtonPark			08:00 - 22:00	08:00 - 22:00	08:00 - 22:00	08:00 - 22:00	08:00 - 22:00	08:00 - 22:00	08:00 - 22:00				Kennington Park has 5 floodlit tennis courts available
	https://clubspark.lta.org.uk/LarkhallPark			08:00 - 21:00	08:00 - 21:00	08:00 - 21:00	08:00 - 21:00	08:00 - 21:00	08:00 - 21:00	08:00 - 21:00				Larkhall Park has 2 floodlit tennis courts available
	https://clubspark.lta.org.uk/RuskinPark			08:00 - 22:00	08:00 - 22:00	08:00 - 22:00	08:00 - 22:00	08:00 - 22:00	08:00 - 22:00	08:00 - 22:00				Ruskin Park has 4 tennis courts available to book
	https://clubspark.lta.org.uk/TheRookery			08:00 - 22:00	08:00 - 22:00	08:00 - 22:00	08:00 - 22:00	08:00 - 22:00	08:00 - 22:00	08:00 - 22:00				The Rookery has 1 tennis court available to book
	https://clubspark.lta.org.uk/VauxhallPark			08:00 - 22:00	08:00 - 22:00	08:00 - 22:00	08:00 - 22:00	08:00 - 22:00	08:00 - 22:00	08:00 - 22:00				Vauxhall Park has 2 recently refurbished tennis courts

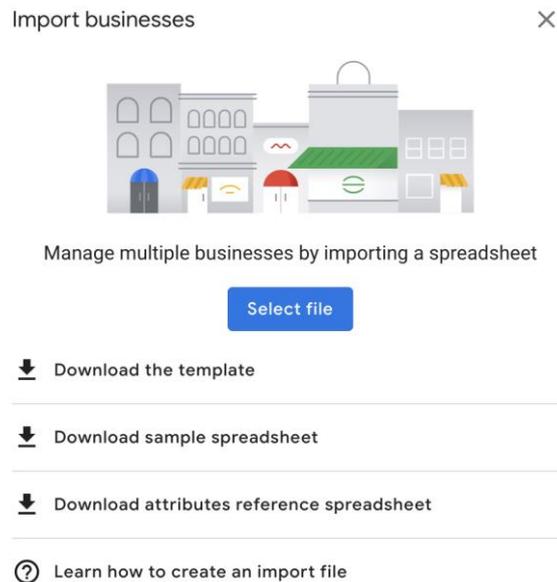
Fill in all the necessary information and then save your file.

For “Business name”, we recommend having “(Park name) Tennis Courts”.

For “Website”, you should find your venue on the [LTA’s court booking tool](#) and use the website URL of your venue e.g. https://www.lta.org.uk/play/book-a-tennis-court/courts/clapham-common_2fb20762-62d1-4fc7-961c-f4404d4d1ae8/?latitude=51.4571477&longitude=-0.1230681

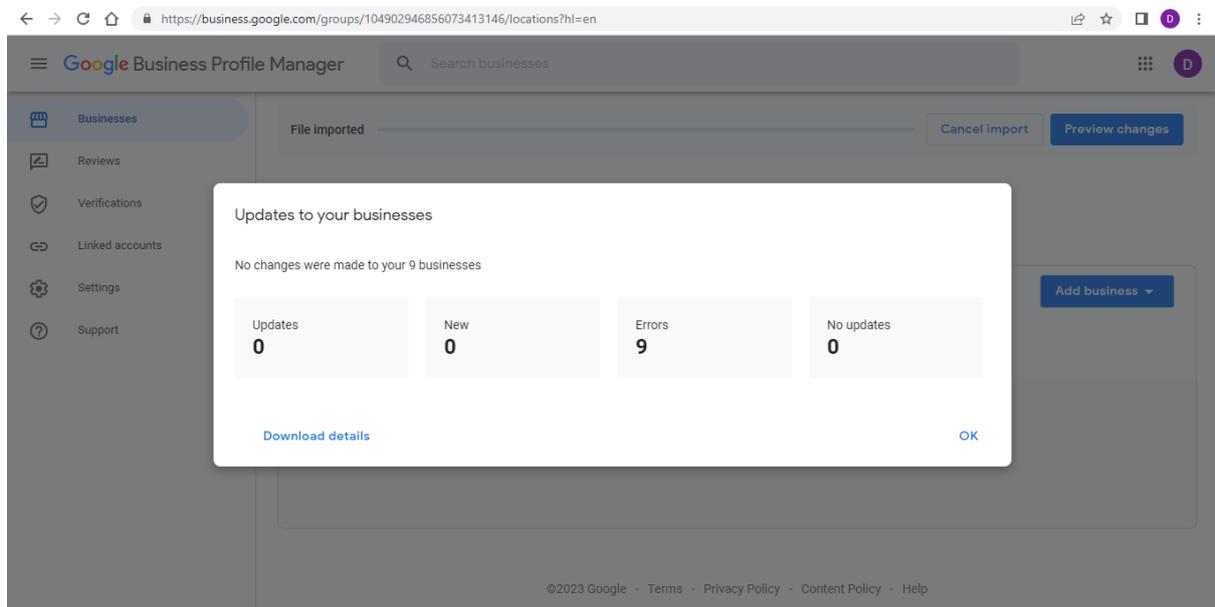
Step 4 - Upload your spreadsheet

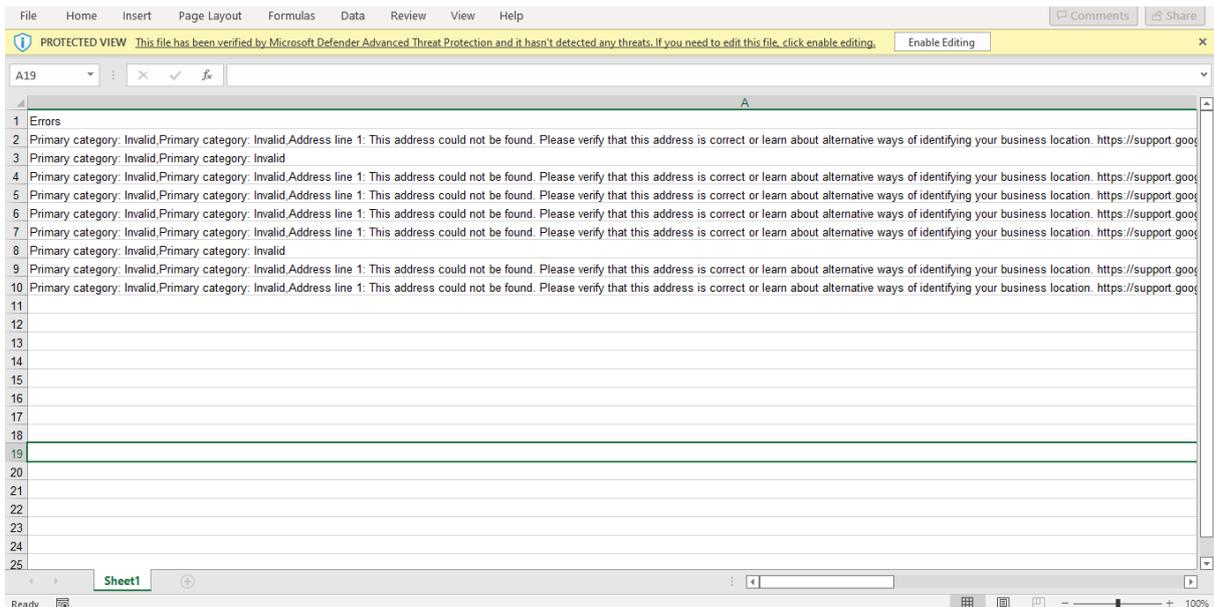
Going back to the same screen you were on in Step 3, click the “Add business” button and then go to “Import business”. Here, you can now upload your completed file by clicking the “Select file” button:



Step 5 - Review errors

Any errors with your spreadsheet will be highlighted at this point. Review any listings that are flagged as containing errors and resolve them in the individual profiles.

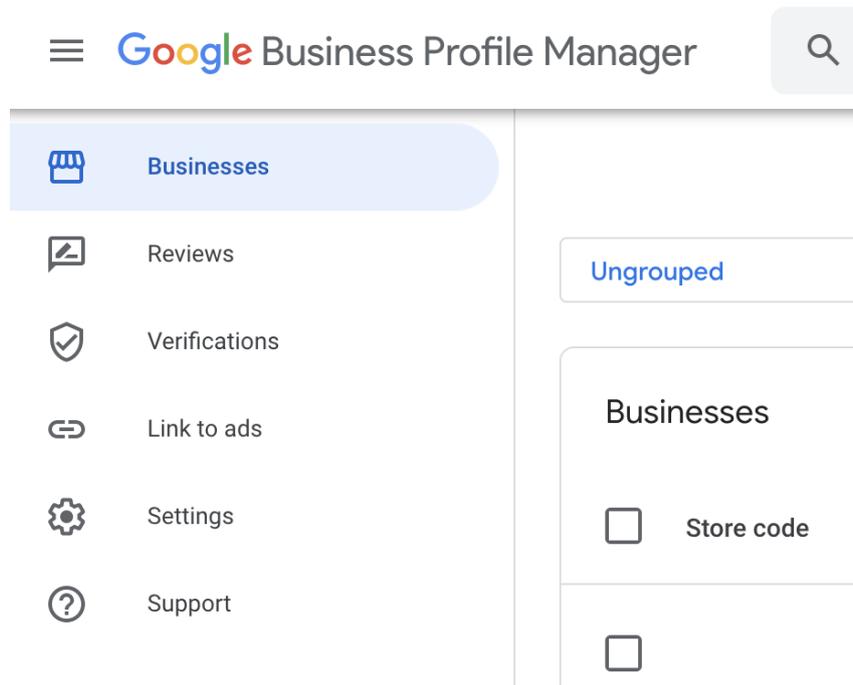




Step 6 - Request bulk verification

Your locations won't be able to show up in the search results without first being verified.

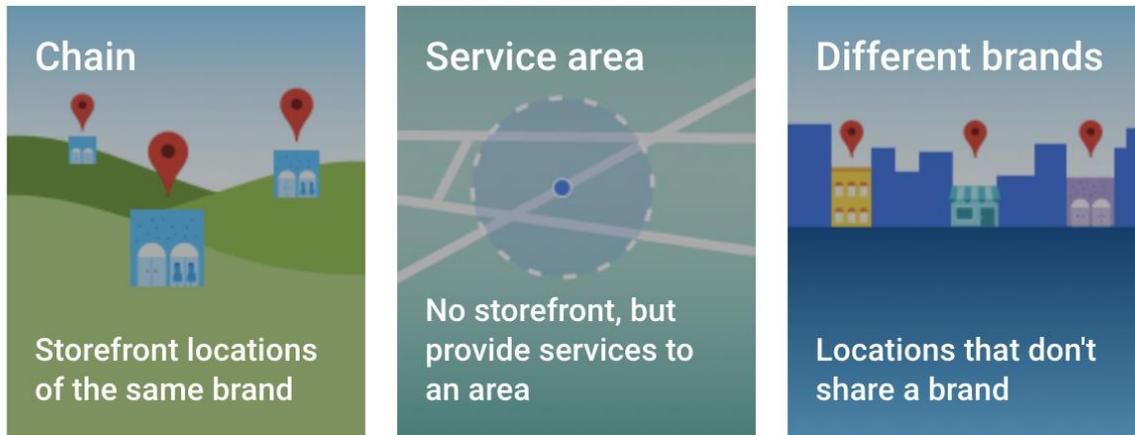
To request bulk verification, click "Verifications" on the left-hand column and then click "Chain":



Get verified to manage all of your locations



What kind of locations are in your account?



For bulk verification, you'll need to have the following information to hand:

1. Business name (your local authority name or parks tennis scheme, e.g. Tennis in Lambeth or Play Tennis Lewisham)
2. Business countries/regions
3. Contact name – of all who manage the account
4. Contact phone
5. Business manager email
6. Google Account Manager email (if available)

Bulk verification can take slightly longer than individual listings depending on the number of locations submitted, however there's useful information below about common issues to avoid with the verification process.

Useful information about common issues -

<https://support.google.com/business/answer/3038177>

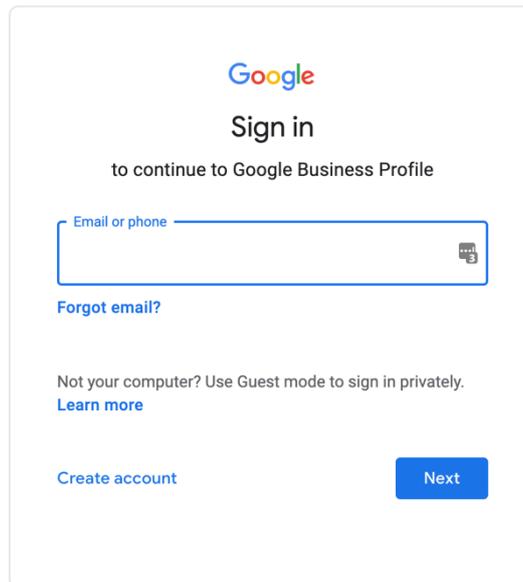
Note: if bulk upload isn't working for you, it may be that you have a duplicate address/account already in Google. If this is the case, you may have to upload each listing individually. The process for doing so is explained in the 'Setting up an individual listing' section below.

Setting up an individual listing

This option can be used for individual locations, or for managers with less than 10 locations, e.g. individual clubs and venues.

Step 1 - Create or sign in to your Google account to start the process

Go to <https://business.google.com/> and sign in with your Google account to access the homepage of the Google My Business page to start the process of setting up your account.

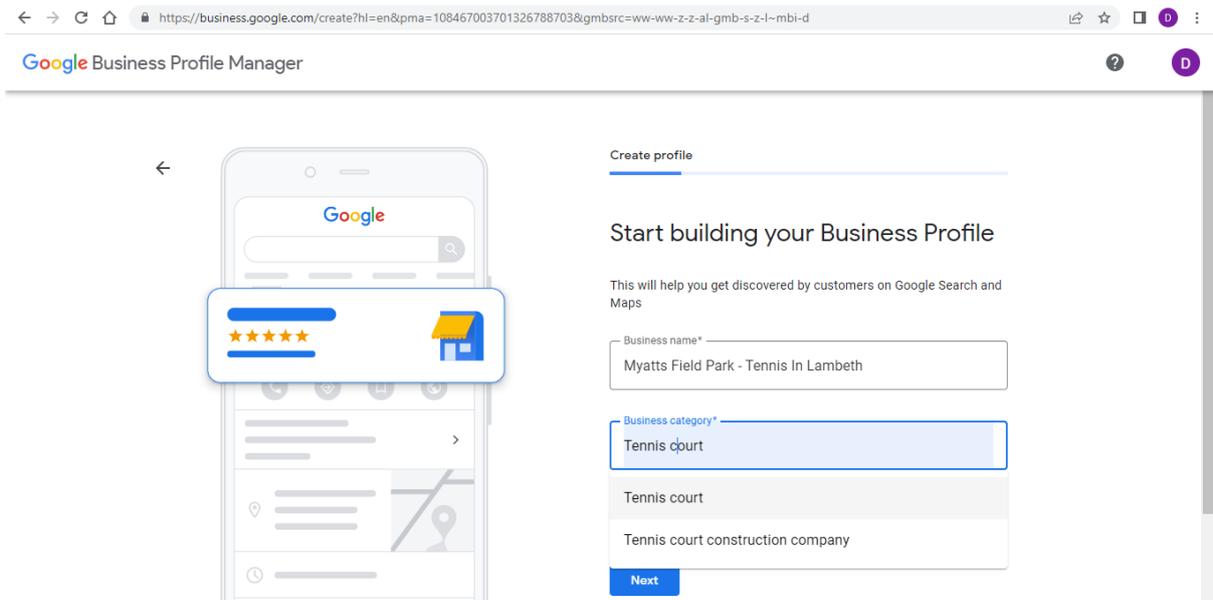


The image shows a screenshot of the Google sign-in page for Google Business Profile. At the top, the Google logo is displayed in its multi-colored font. Below the logo, the text "Sign in" is centered, followed by "to continue to Google Business Profile". A text input field is present with the placeholder text "Email or phone" and a small icon of a mobile phone on the right side. Below the input field, there is a link that says "Forgot email?". Further down, there is a line of text: "Not your computer? Use Guest mode to sign in privately." followed by a link "Learn more". At the bottom left, there is a link "Create account", and at the bottom right, there is a blue button labeled "Next".

Step 2 - Click on "Create" and fill out the top-level information

Head over to the Google My Business "Create" page and search for your business name. This will run a quick check to see if you've had a profile set up in the past or not. If not, then fill out your business name making sure to keep spelling and punctuation consistent as it would appear on the website and real life.

For "Business name", we recommend having "(Park name) Tennis Courts".



Step 3 – Choose the ‘Tennis court’ under business category for your profile

Make sure to choose ‘Tennis court’ for your business profile to ensure that the right type of user is finding your website.

← Choose the category that fits your business best

This helps customers find you if they are looking for a business like yours. [Learn more](#)

Business category

🔍

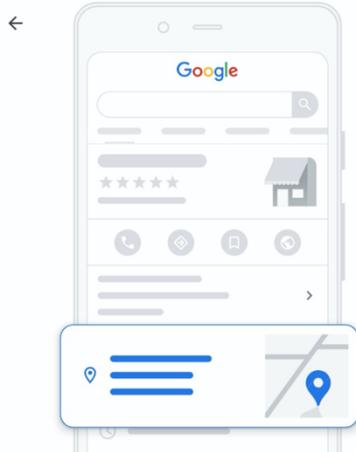
You can change and add more later

Next

Step 4 – Add your business location

As Google will not know the actual location of your business, it’s important that the correct location is chosen. This will help with local search so users who’re local to the area and are searching for services related to your location can find your business.

Google will first ask you whether you want to add a location



Create profile

Do you want to add a location customers can visit, like a store or office?

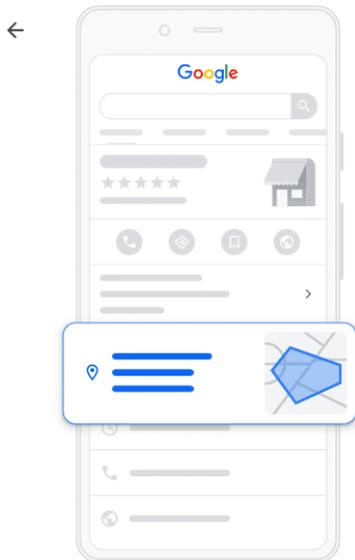
This location will show up on Google Maps and Search when customers are looking for your business

Yes

No

Next

Select 'Yes' and add the relevant location



Create profile

Where do you serve your customers? (optional)

Add areas where your business provides deliveries or home and office visits. This will appear on your Business Profile.

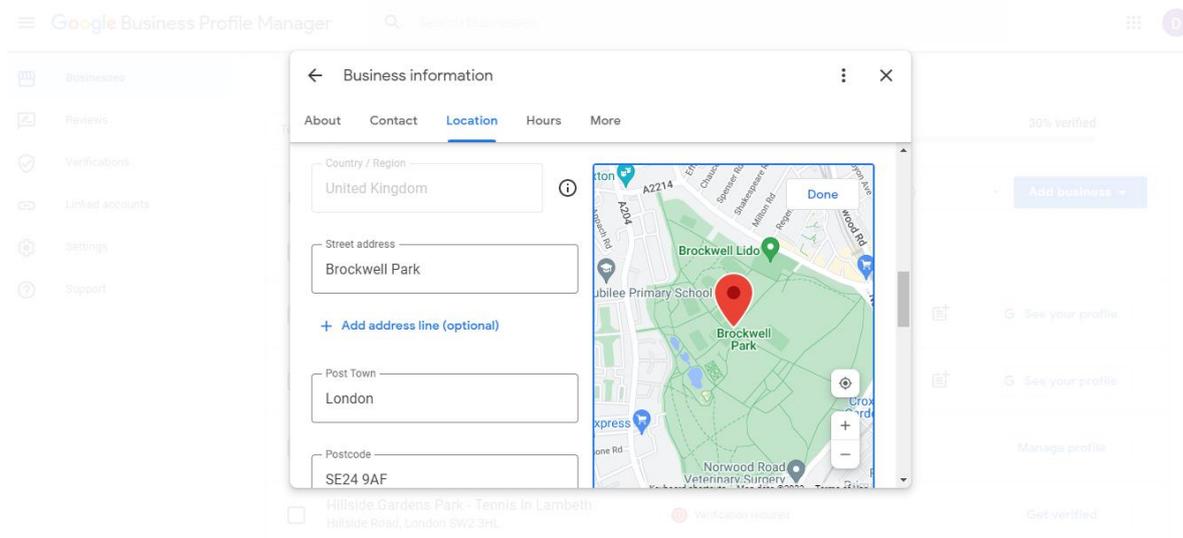
Search and select areas

You can change and add more later

Canada ×

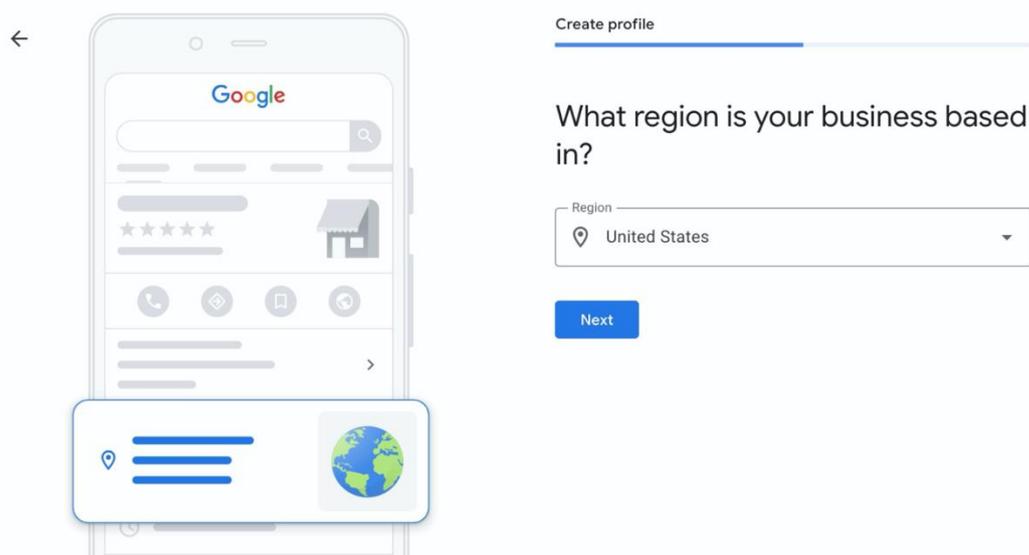
United States ×

Next



Step 5 – Add where your business is based (not just locally like before)

Adding the location of your business allows customers to see where you're based, with the exact address and location pin displayed on the map.



Step 6 – Add contact details to your profile

It's important that the most up to date and accurate information is put in the contact section. Users who're looking at enquiring about your services or location will use this information to get in contact. This needs to **match** the contact details on your website for complete consistency and **match** the information on your LTA Venue Registration.

For "Website", you should find your venue on the [LTA's court booking tool](#) and use the website URL of your venue e.g. https://www.lta.org.uk/play/book-a-tennis-court/courts/clapham-common_2fb20762-62d1-4fc7-961c-f4404d4d1ae8/?latitude=51.4571477&longitude=-0.1230681

lta.org.uk/play/book-a-tennis-court/courts/clapham-common_2fb20762-62d1-44c7-961c-440444d1ae8/?latitude=51.4571477&longitude=-0.1230681

LTA TENNIS [PLAY](#) [COMPETE](#) [FAN ZONE](#) [ROLES & VENUES](#) [NEWS](#) [WHAT WE DO](#) [Sign In](#) [Join Us](#)

Tickets for our summer grass court events are on sale now

LTA Home > Play > Book a tennis court



Date
Friday 24th March X

Start-Time End-Time
Please Select Please Select

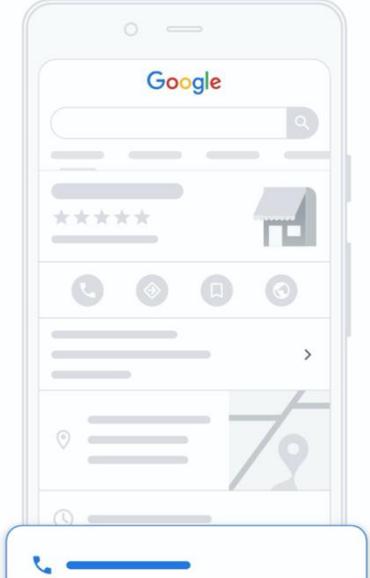
Court
- Please select -

Book court

Clapham Common
SW4 9AN (2.04 miles away)

0 Indoor Courts | 8 Outdoor Courts

About the venue
Please note you can only book 7 days in advance at our courts, with new slots for the following week released at 8pm each day. Clapham Common is one of London's largest, and oldest, public open spaces, situated between Clapham, Battersea and Balham.



←

Create profile

Add contact info

Add a phone number, website or both on your Google Business Profile

 Contact phone number

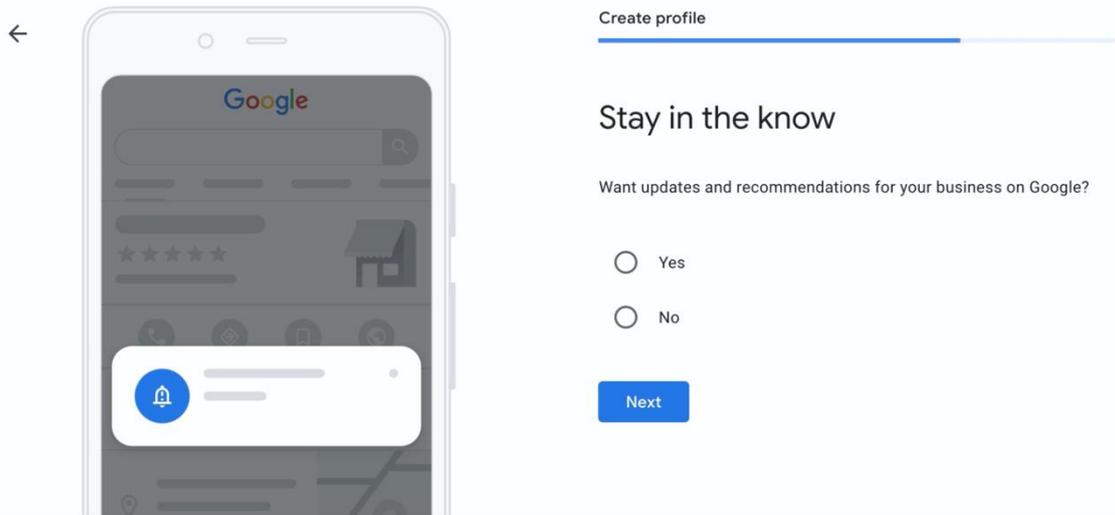
Current website URL

I don't have a website

Next

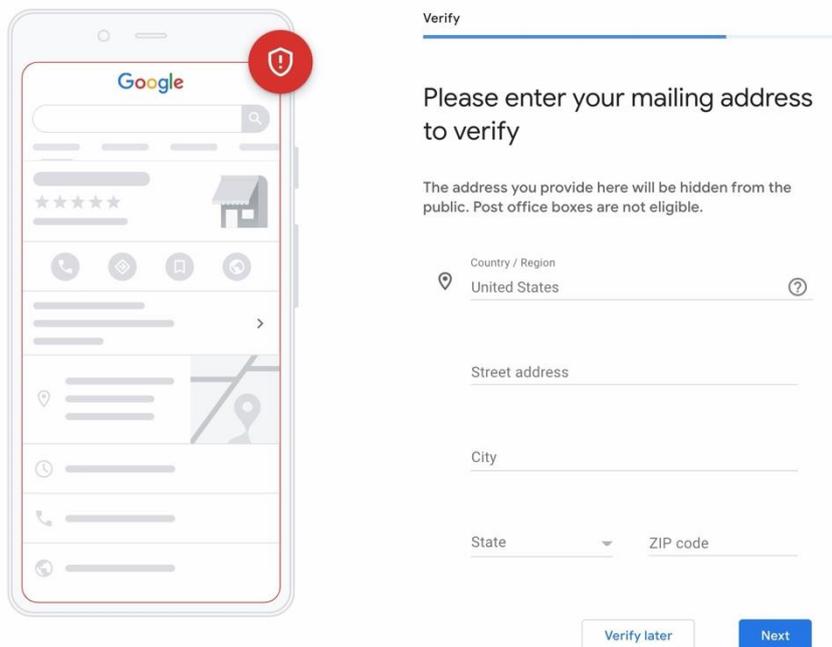
Step 7 (Optional) – Setting up active Google alerts for Google recommendations

Doing this lets you tell Google that you want updates and recommendations regarding setting up your business profile in the future. This may include missing bits of information or new updates that you can add.



Step 8 – Verify your mailing address

For a profile to show in Google My Business, it first needs to be verified. Here, you'll be able to set the name and address for the verification details to be sent to and then once received, you need to add the code to your listing profile.



However, don't worry if you're unable to verify your address by having the verification details sent to a physical address. You'll also have the option to verify your address over the phone.

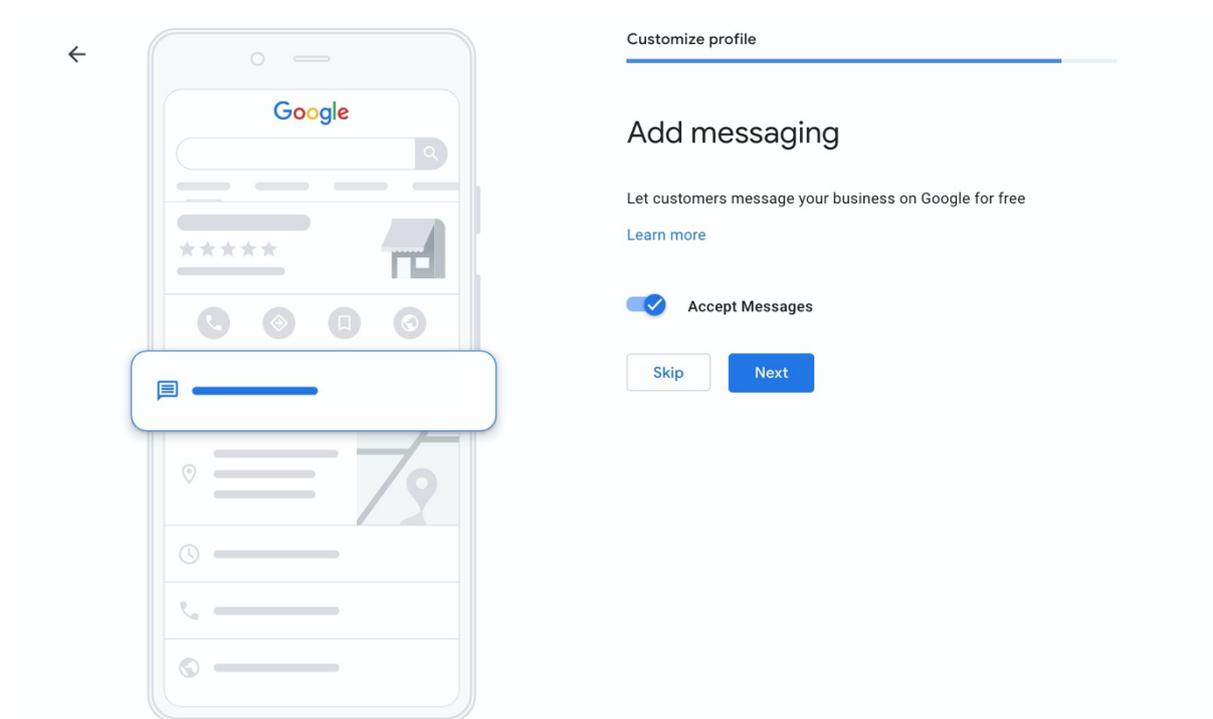
Please note: further along in this guide, under 'Verifying a listing', we explain the above verification process in more detail.

Step 9 – Add business hours

Adding your business hours is important for users to be able to see what your opening hours are and when they can visit. Having accurate and up to date information on this section is important. Also, if possible, add any change in business hours if there are public holidays under the “special hours” section.

Step 10 – Turn on messaging

Turning on messaging is another way in which customers can contact your business with any questions or problems they have regarding your business. Whether that’s membership information or suggestions, it’s important that communication with customers and potential customers is frequent and easy to do.



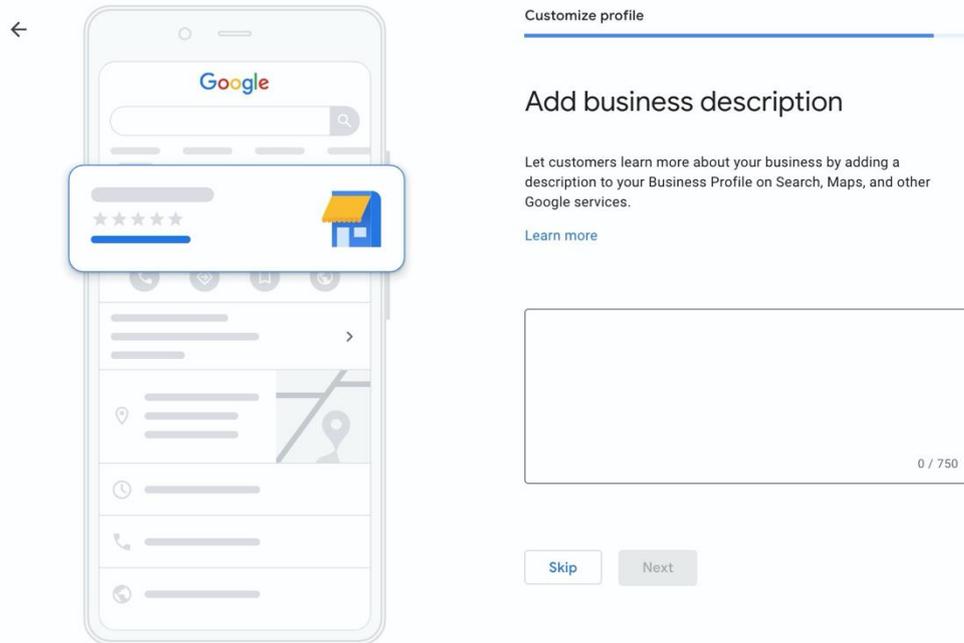
Step 11- Add a business description

The description is a chance for you to market your business. Adding more detail about what is available to potential customers is key to improving the overall experience. Don’t forget to include keywords within these descriptions to make you stand out.

Examples of what to include in your description are:

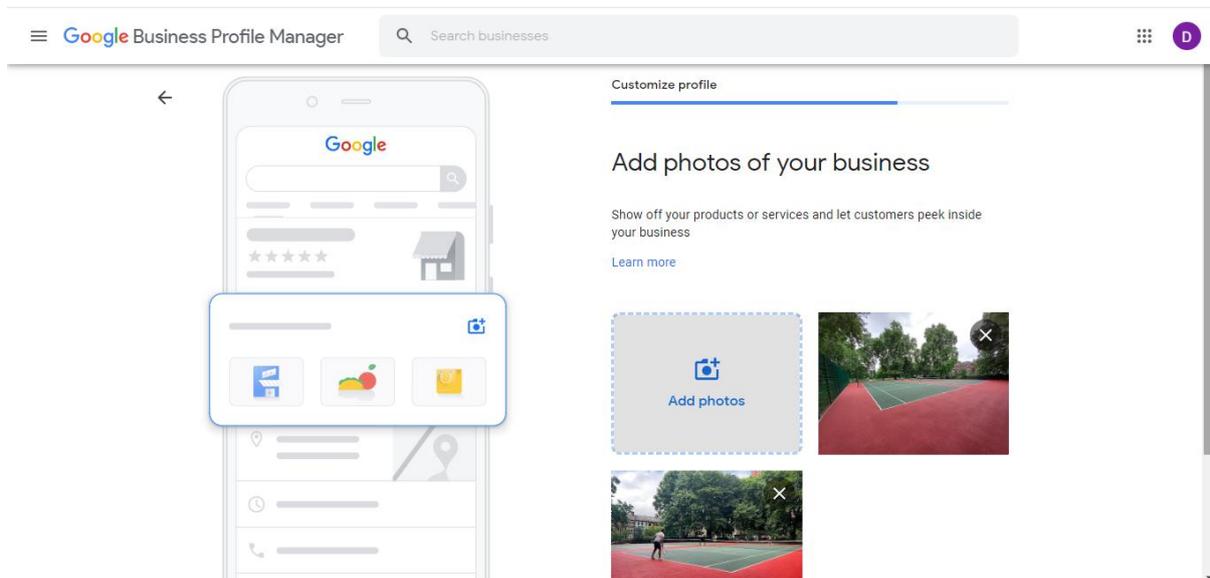
- How to book a court at your venue

- How to book programming, including when weekly free tennis sessions take place (linking to where on the LTA website a user can book a session at your venue)
- Any facilities you provide e.g. a café, toilets, showers etc.
- How to access your courts, or from which direction, if doing so could be confusing



Step 12 – Adding photos to your profile

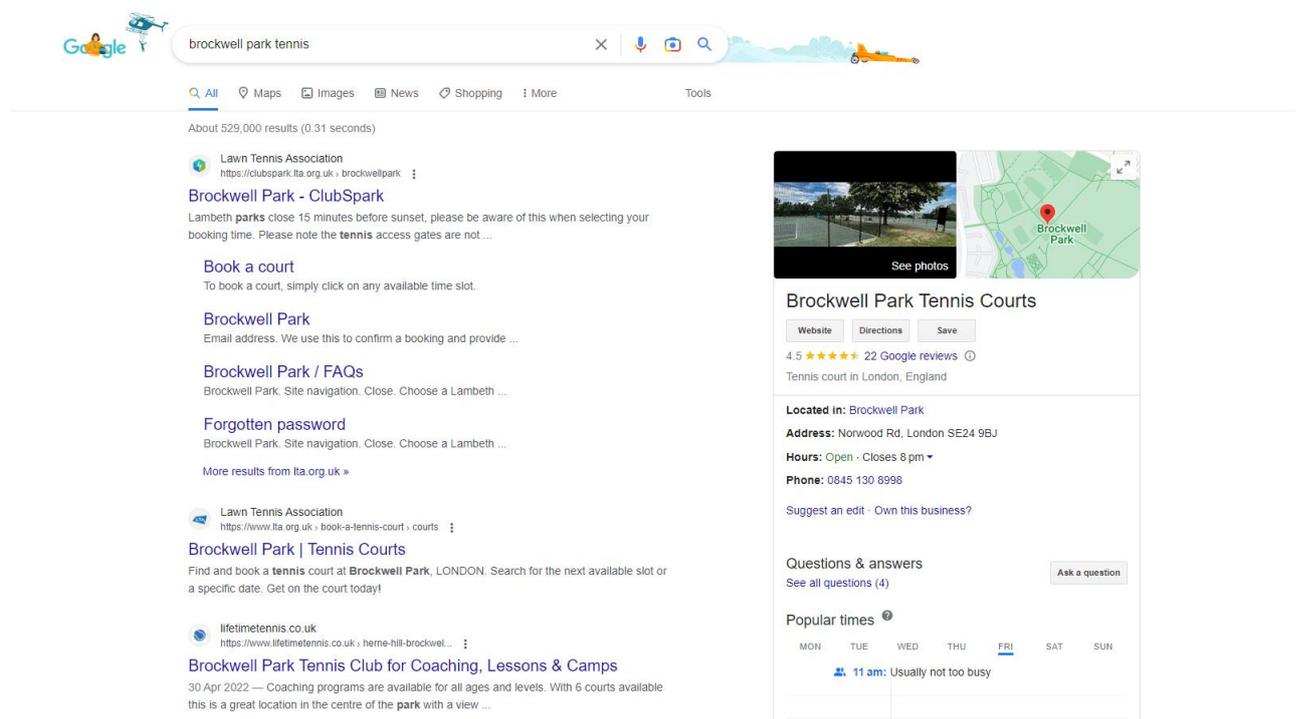
Having images on your profile is key to capturing the attention of users searching for your location or the services you offer. Having images that display the facilities, the staff or even other customers is also a good way to display a positive and welcoming atmosphere to users looking at your profile.



Claiming a listing that's already owned

You may find that your tennis court/location already exists as a listing in Google, however it's not owned by you. Below are the steps on how to reclaim your listing.

- Search for the tennis court/location you're wanting to claim the listing for, e.g. "Archbishops Park tennis courts"
- On the right-hand side of the Google search results, there should be a panel that looks like the following:



The screenshot shows a Google search for "brockwell park tennis". The search bar is at the top, and the results are displayed below. On the right side, there is a knowledge panel for "Brockwell Park Tennis Courts".

Search Results:

- Lawn Tennis Association**
https://clubs.park.lta.org.uk/brockwellpark
Brockwell Park - ClubSpark
Lambeth parks close 15 minutes before sunset, please be aware of this when selecting your booking time. Please note the tennis access gates are not ...
Book a court
To book a court, simply click on any available time slot.
Brockwell Park
Email address: We use this to confirm a booking and provide ...
Brockwell Park / FAQs
Brockwell Park. Site navigation. Close. Choose a Lambeth ...
Forgotten password
Brockwell Park. Site navigation. Close. Choose a Lambeth ...
More results from lta.org.uk »
- Lawn Tennis Association**
https://www.lta.org.uk/book-a-tennis-court/courts
Brockwell Park | Tennis Courts
Find and book a tennis court at **Brockwell Park**, LONDON. Search for the next available slot or a specific date. Get on the court today!
- lifetimetennis.co.uk**
https://www.lifetimetennis.co.uk/herne-hill-brockwell...
Brockwell Park Tennis Club for Coaching, Lessons & Camps
30 Apr 2022 — Coaching programs are available for all ages and levels. With 6 courts available this is a great location in the centre of the park with a view ...

Knowledge Panel: Brockwell Park Tennis Courts

- Website | Directions | Save
- 4.5 ★★★★★ 22 Google reviews ⓘ
- Tennis court in London, England
- Located in:** Brockwell Park
- Address:** Norwood Rd, London SE24 9BJ
- Hours:** Open · Closes 8 pm ▾
- Phone:** 0645 130 6996
- Suggest an edit · Own this business?
- Questions & answers
See all questions (4) [Ask a question]
- Popular times ⓘ
MON TUE WED THU **FRI** SAT SUN
11 am: Usually not too busy

- Click "Own this business?" (seen on the bottom of the above screenshot next to "Suggest an edit")
- You'll be asked to then sign in to your Google account if you're not already signed in, and will then arrive at below screen:



Manage this business to reply to reviews, update info and more

webdevelopmentteam@lta.org.uk

By continuing, you're agreeing to these [Terms of Service](#) and [Privacy Policy](#)

[Manage now](#)

[I own or manage another business](#)

- Here you can "Request Access", which will notify the current owner of the listing that you wish to gain control of it
- From there, you need to fill out some additional information to accompany the request:
- Once filled out, the request is then submitted to the business listing owner
 - If your request is approved, you'll gain access to the business listing
 - If your request is denied, you can still suggest edits to the listing or you can appeal the decision
 - If you don't hear back within three days, you might have the option to claim the listing yourself
- In the event you can claim the listing yourself, you need to:
 - Open the original confirmation email sent to you about the ownership request
 - Find your request and then follow the onscreen instructions to verify ownership
 - If you can't find your request, you can sign in to Google My Business as you would normally, and then look for a "Claim" or "Verify" button on your dashboard where you'll then be able to continue the verification

Verifying a listing

If you've set up a business listing but haven't verified it, you can go back to verify your listing later through your dashboard. Listings that aren't verified will show a warning message in the "Status" column on your dashboard like this:

Businesses		All (10) ▾
<input type="checkbox"/> Business ▾	Status	
<input type="checkbox"/> Vauxhall Park - Tennis In Lambeth Lawn Lane, London SW8 1JY	Ⓢ Verification required	Get verified
<input type="checkbox"/> The Rookery - Tennis In Lambeth Covington Way, London SW16 3BY	Ⓢ Verification required	Get verified
<input type="checkbox"/> Ruskin Park - Tennis In Lambeth Denmark Hill, London SE24 0AA	Ⓢ Verification required	Get verified
<input type="checkbox"/> Rosendale Playing Fields - Tennis In Lambeth Rosendale Road, London SE21 8LW	Ⓢ Verification required	Get verified

To verify your listing, you need to click “Get verified” which will show the different verification options available to you. There’s no way to guarantee which option will be available, but generally you’ll see either:

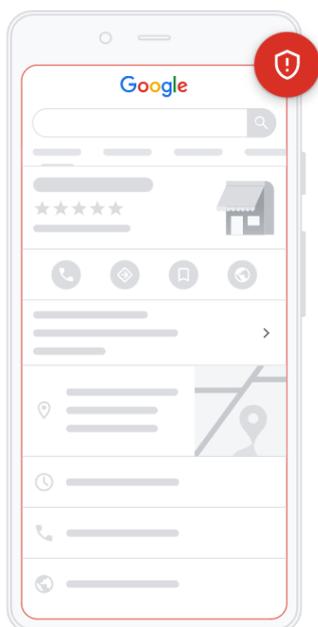
1. Video verification
2. Phone verification

Video verification

Google are currently pushing most businesses to video verification. This means you will need to record a short video verifying that you manage each court location.

We appreciate this might not be straightforward for park courts but this is a crucial step for you to be able to control your listing and have it appear in Google searches.

We have provided some guidance below and we will continue to update this as we learn more about what type of video is working. We will also provide examples of what videos are working as and when we have them.



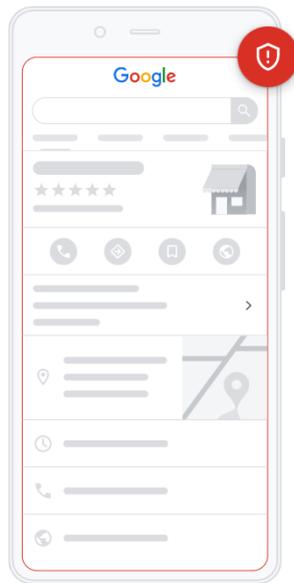
Verify

Record your business details

Capture all 3 requirements in 1 continuous recording. [Learn more about verification](#)

- Ⓢ Your location should match your Business Profile address
Example: street sign, nearby businesses
- Ⓢ Your business name and category should match your Business Profile
Example: business exterior and interior, products or equipment
- Ⓢ You're authorized to represent this business
Example: unlocking store entrance, operating payment tool, proof of address

[Change option](#) [Next](#)



Verify

Tips for getting started

1. Plan ahead. Make sure you capture all 3 requirements in 1 continuous recording.
2. Take your time. Most successful videos are 1-2 minutes. Videos longer than 5 minutes won't be accepted.
3. Start outside. Capture your business surroundings first before moving inside.

Avoid capturing faces or sensitive documents

[Change option](#)

[Start recording](#)

Google's official guidance [can be found here](#). You will need to record the video at the time of verifying so we suggest you do this next time you are visiting your business location.

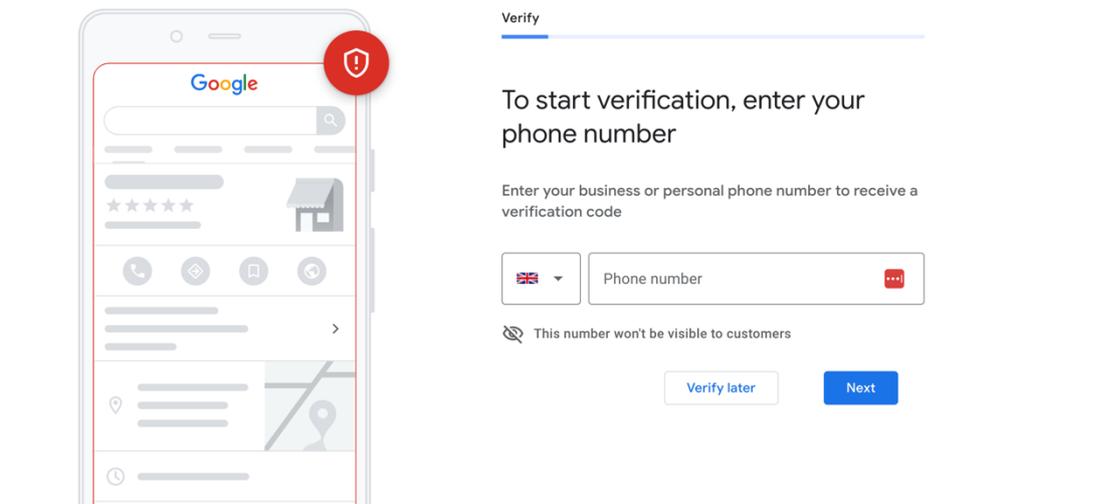
Some tips we recommend for your video based on their guidance:

- Around 1-2 minutes long
- One continuous video without pausing or stopping the video
- Try and show the following within the video:
 - A street sign outside the park or a sign showing the name of the park
 - Any marketing collateral on the tennis courts/name of the courts on the gate. This could also be collateral such as flyers that show the location
 - You unlocking the main gate to the courts
 - Any signage you have with the park address on it
 - Any surrounding features such as café's or other park facilities
- Plan the video in advance of what you will film and the order you'll do it

If successful, you should receive an email within 7 days for Google to inform you the verification was successful. If unsuccessful, you should also be informed and will have to try again.

Phone verification

In some cases, phone verification is offered for businesses. If you choose to use phone verification, you'll need to enter a phone number to receive the code:



Note: This phone number will never be displayed on your public facing profile, unless you specifically add it in.

Once a phone number is entered, the number entered will either:

1. Have a code texted to it, which will then need to be entered on your profile to verify your listing
2. Receive a phone call with the automated code to be entered on your profile to verify your listing

When verifying through this method, you don't need to enter the phone number associated with the business – e.g. it can be a mobile phone number instead.

There's no way to guarantee that the phone verification option will be available, however if you're having trouble verifying your listing you can reach out directly to Google's support team.

You can skip verification and come back to it at any time. However, if you don't verify, you'll limit how often your business shows up.

Getting help from Google

By visiting the below link you can access Google's support system:

<https://support.google.com/business/?hl=en-GB#topic=4596754>

By contacting Google's support system, you'll be able to specify the nature of your problem from one of the frequent help topics:

Browse help topics

Verify your business & get started	^
Verify one or several businesses	
Fix verification issues	
Find your business on Google	
Get started with a Business Profile	
Update your business info on Google	v
Engage with customers	v
Understand policies & guidelines	v
Manage profiles in bulk & use agency options	v
Fix issues with your Business Profile	v

If you can't resolve the issue through their help system, you can contact them directly using the "Contact us" link at the bottom of the page:

Need more help?

Try these next steps:

 **Ask the Help Community**
Get answers from community experts

 **Contact us**
Tell us more and we'll help you get there

This will send a message directly to Google's support team, who normally respond within 24 hours via email to offer a solution or next step. Where Google's unable to resolve your concern automatically via email, they will work with you to get the listing verified.

There's no set contact for Google support – it works similar to a ticketing system where the first responder will be your contact. However if you're an authority working with multiple listings, you can use the same contact to resolve all verification issues under your own profile.

Optimising an Existing Profile

Optimisation checklist

Use the below as a checklist to ensure you've optimised your Google My Business profile:

01. Business name includes your venue name + "Tennis Courts"

02. Address is correct and map location is displaying accurately
03. Phone number is correct
04. Website link:
 - a. Points to your venue on the [LTA's court booking tool](https://www.lta.org.uk/play/book-a-tennis-court/courts/clapham-common_2fb20762-62d1-4fc7-961c-f4404d4d1ae8/?latitude=51.4571477&longitude=-0.1230681) e.g. https://www.lta.org.uk/play/book-a-tennis-court/courts/clapham-common_2fb20762-62d1-4fc7-961c-f4404d4d1ae8/?latitude=51.4571477&longitude=-0.1230681
05. Description has been added and targets appropriate keywords / provides context for the centre
06. Features image of location / centre
07. Has category set
08. Related "services" added
09. Service areas added
10. Opening hours added and are correct
 - a. Any special opening hours, e.g. Bank Holidays, are added and correct
11. Attributes added and are correct

Optimisation best practice

Complete every section of your Google My Business account

Making sure that everything is completed and accurate is important, as any wrong or missing information will limit the amount of information Google can display in your listings. Some of the different sections available in Google My Business are:

01. Info – all business information e.g. address, phone number, website link, opening hours
02. Photos – for any photos of the centre you wish to submit
03. Services – for any related services you offer
04. Posts – used for pushing offers / recent news content / events to the listing

Ensure contact information is accurate

This includes your:

- Address – both the address location and the map pin
- Phone number
- Appointment/booking URLs
- Website URL

For all URLs included in the listing, UTM tags should be used to pull the performance data through to Google Analytics. These should be set as follows:

- Source = gmb
- Medium = organic
- Campaign = [centre]

For example, a link to the LTA homepage on Google My Business would read as:

https://www.lta.org.uk?utm_source=gmb&utm_medium=organic&utm_campaign=national-tennis-centre

UTM parameters should be consistent across all locations and can be built using the below tool:

<https://ga-dev-tools.web.app/campaign-url-builder/>

Select primary and secondary categories related to your tennis venue

If users are searching for something a bit more specific like a 'sports venue' or 'fitness', there's a better chance your business will appear in the user's search when primary and secondary categories are filled in, rather than relying on users typing in the name of the centre.

Publish Google posts weekly to keep users up to date

Keeping posts up to date is a good way to not only show Google that your profile is active, but it shows any users who come onto the page that the venue is being maintained and encourages them to sign up/visit/book.

Upload new photos regularly (1-2 photos every 2-3 months) to keep users up to date and to display any positive changes to the venue

Like information, keeping pictures up to date with what is happening at the venue, events, changes, new expansions etc. is a good way to further tell Google about changes to your business. This will help with visibility of an up to date profile but also shows users that your business is still active and being maintained.

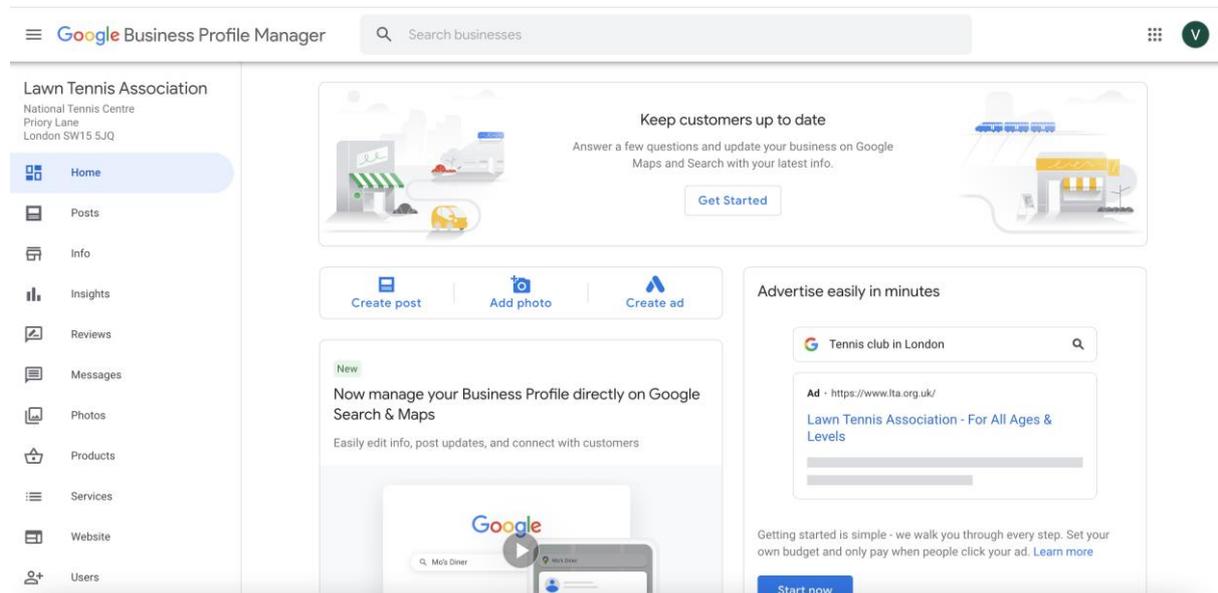
Encourage users to leave reviews and interact with those that do

Encouraging users to leave positive reviews is a good way to show users who're searching for a local tennis venue that your business is the one to choose, with up to date and positive reviews.

Example profile

Managing from the dashboard

Once logged in, your business profile will have a dashboard like the below:



This is your central point for managing your profile, where you will be able to:

1. Edit business information (Info)
2. Publish new posts to display in results (Posts)
3. See your performance (Insights)
4. Manage reviews (Reviews)
5. Respond to messages (Messages)
6. Upload and manage photos (Photos)
7. List products (Products)
8. Manage your services (Services)
9. Manage your profile users (Users)

From the same dashboard, you'll also be able to set up and run local ads as well as view and manage your overall account settings.

Clicking into each of the tabs on the left will allow you to see which elements you can edit, for example on the "Info" tab (image below), you can edit:

1. Address
2. Opening times (including special opening times)
3. Service areas
4. Contact information
5. Appointment links
6. Attributes, such as accessibility or amenities
7. Business description (where you can optimise it for keywords related to your business and location)

This is the most important section of your profile, and as anyone can suggest edits to a profile it should be monitored regularly to ensure all information remains correct.

The screenshot shows the Google Business Profile Manager interface for the Lawn Tennis Association. The left sidebar contains navigation options: Home, Posts, Info (selected), Insights, Reviews, Messages, Photos, Products, Services, Website, and Users. The main content area is divided into three columns. The first column displays the business name 'Lawn Tennis Association' and a list of categories: Tennis club, Charity, Tennis court, Sports medicine clinic, and Non-profit organization. The second column shows the address 'National Tennis Centre, Priority Lane, London SW15 5JQ', service areas (United Kingdom), and a detailed weekly schedule of hours. The third column includes options to view the business on Search and Maps, share the profile, and an advertisement for 'Lawn Tennis Association - For All Ages & Levels'. Below the ad, there are options to mark the business as temporarily or permanently closed. The bottom section contains advanced information fields for store code, labels, and Google Ads location extensions phone.

Google Business Profile Manager

Search businesses

Update your profile more easily. Edit business info directly on Google Search. Try it now

Lawn Tennis Association

National Tennis Centre
Priority Lane
London SW15 5JQ

Home
Posts
Info
Insights
Reviews
Messages
Photos
Products
Services
Website
Users

Your business is live on Google

View on Search
View on Maps
Share your Business Profile

Advertise easily in minutes

Tennis club in London

Ad · <https://www.lta.org.uk/>
Lawn Tennis Association - For All Ages & Levels

Show up whenever customers are looking for you online – on their computers or mobile devices. Set up in minutes, and only pay when your ad is clicked. [Learn more](#)

Start now

Close this business on Google

You can mark this business as temporarily or permanently closed. You can also remove it from your account.

Mark as temporarily closed
Mark as permanently closed

Let Google help your business

Advanced information

Store code
Labels
Google Ads location extensions phone

Lawn Tennis Association

Tennis club
Charity
Tennis court
Sports medicine clinic
Non-profit organization

National Tennis Centre, Priority Lane, London SW15 5JQ

Service areas
United Kingdom

Sunday 8:00 AM–8:00 PM
Monday 7:00 AM–10:00 PM
Tuesday 7:00 AM–10:00 PM
Wednesday 7:00 AM–10:00 PM
Thursday 7:00 AM–10:00 PM
Friday 7:00 AM–10:00 PM
Saturday 8:00 AM–8:00 PM

More hours
Add hours

Add special hours

Add phone

<https://www.lta.org.uk/>

Appointment links
Add link

Products
Add or edit products

Services
Add a service

From the business
Add attributes

Accessibility
Wheelchair accessible entrance
Wheelchair accessible parking lot

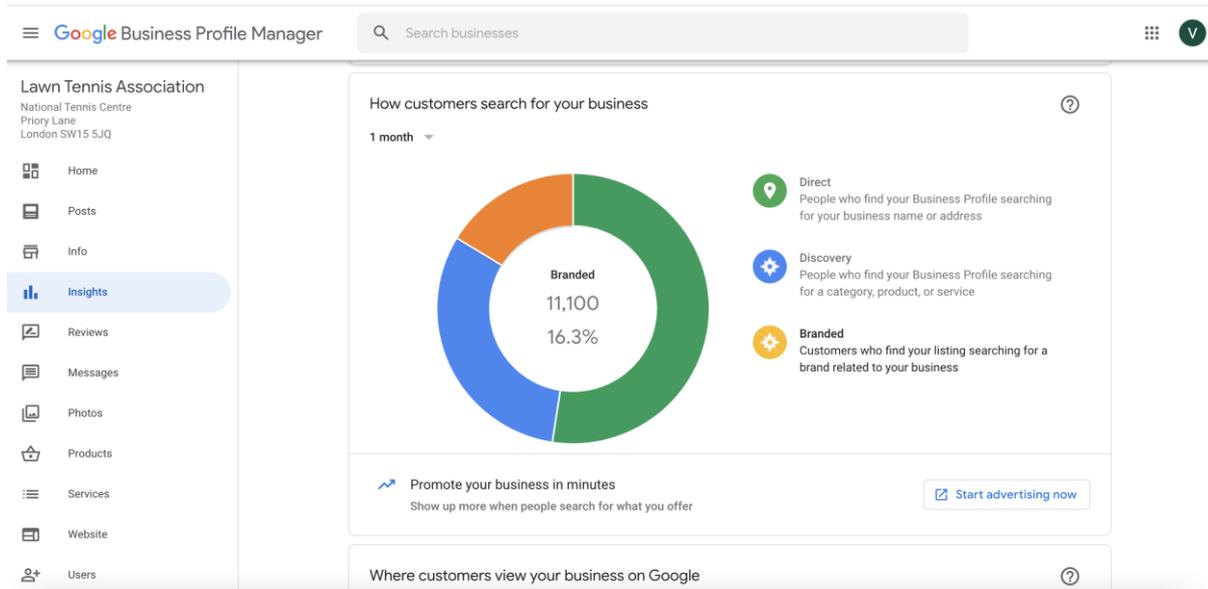
Amenities
Add attributes

Crowd
Add attributes

Planning
Add attributes

Recycling
Add attributes

Once your profile starts receiving hits in search or in Google Maps, you can see the performance of it in the Insights tab:

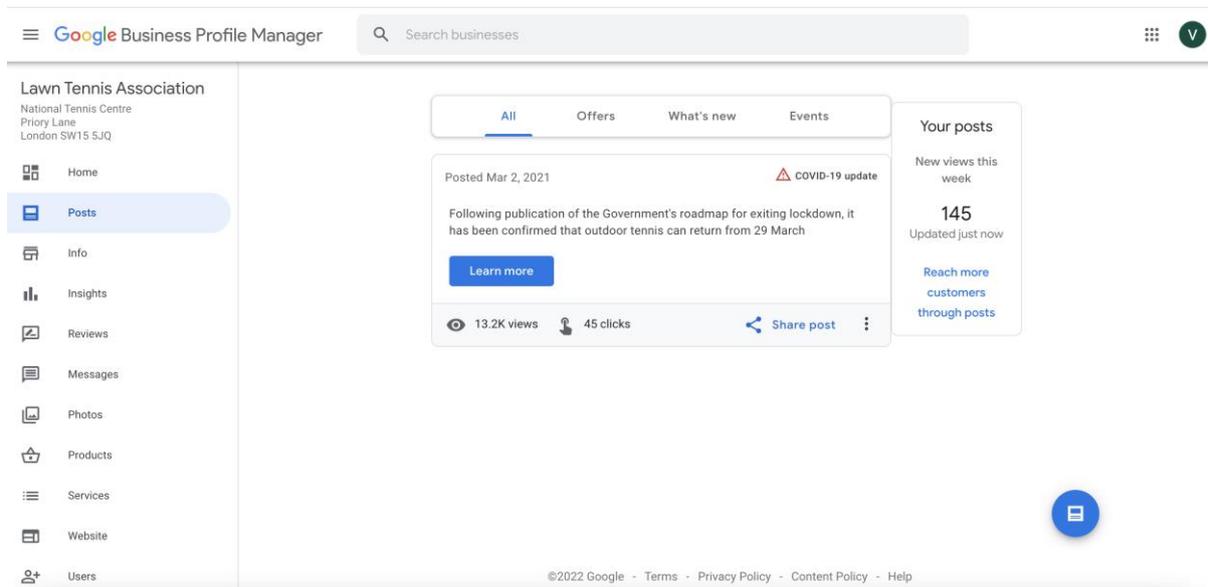


Here, you can see:

1. How customers search for your business
2. Where customers view your business
3. What actions customers took, e.g. visit to the website, phone calls, directions
 - a. Which locations direction requests come from
 - b. When and how many times customers phone you
4. Popular times
5. Photo views & quantity

With booking links set up, you'll also be able to see how many bookings took place from this dashboard.

To help your profile reach more customers, you can use the "Posts" feature by clicking on the "Posts" tab:



Here, you can add new posts as well as see the performance of previous posts you've published. To create a new post, click the button in the bottom right corner, select the post type you want to publish, and then add a link in the button to take people through your website or product:

Create post ×

< Update Offer **What's New** Event F >

Your posts will appear on Google services across the web, like Maps and Search. Your posts must comply with Google's policies. [Learn more](#)



Add photos or videos

0 / 10

Write your post i

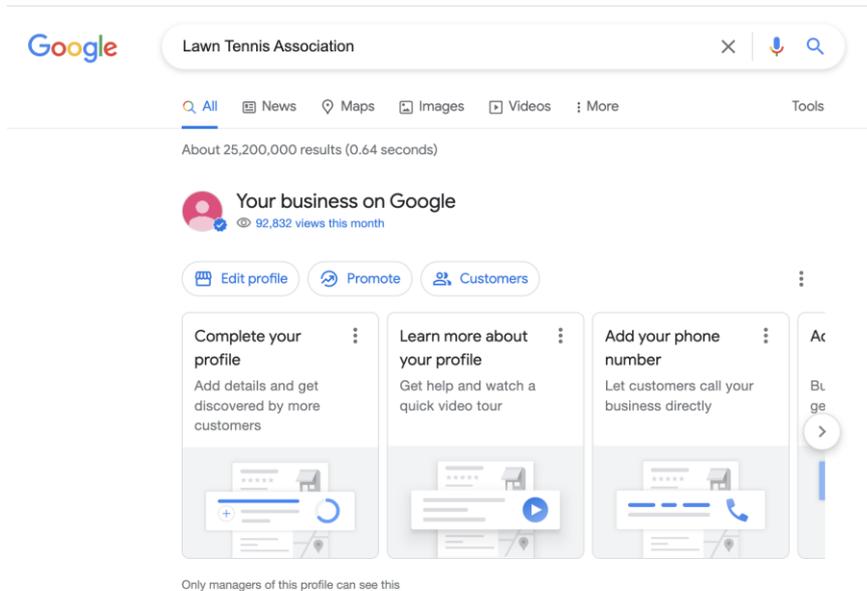
Add a button (optional)

None ▾

Note: posts only remain visible on search for 7 days at a time.

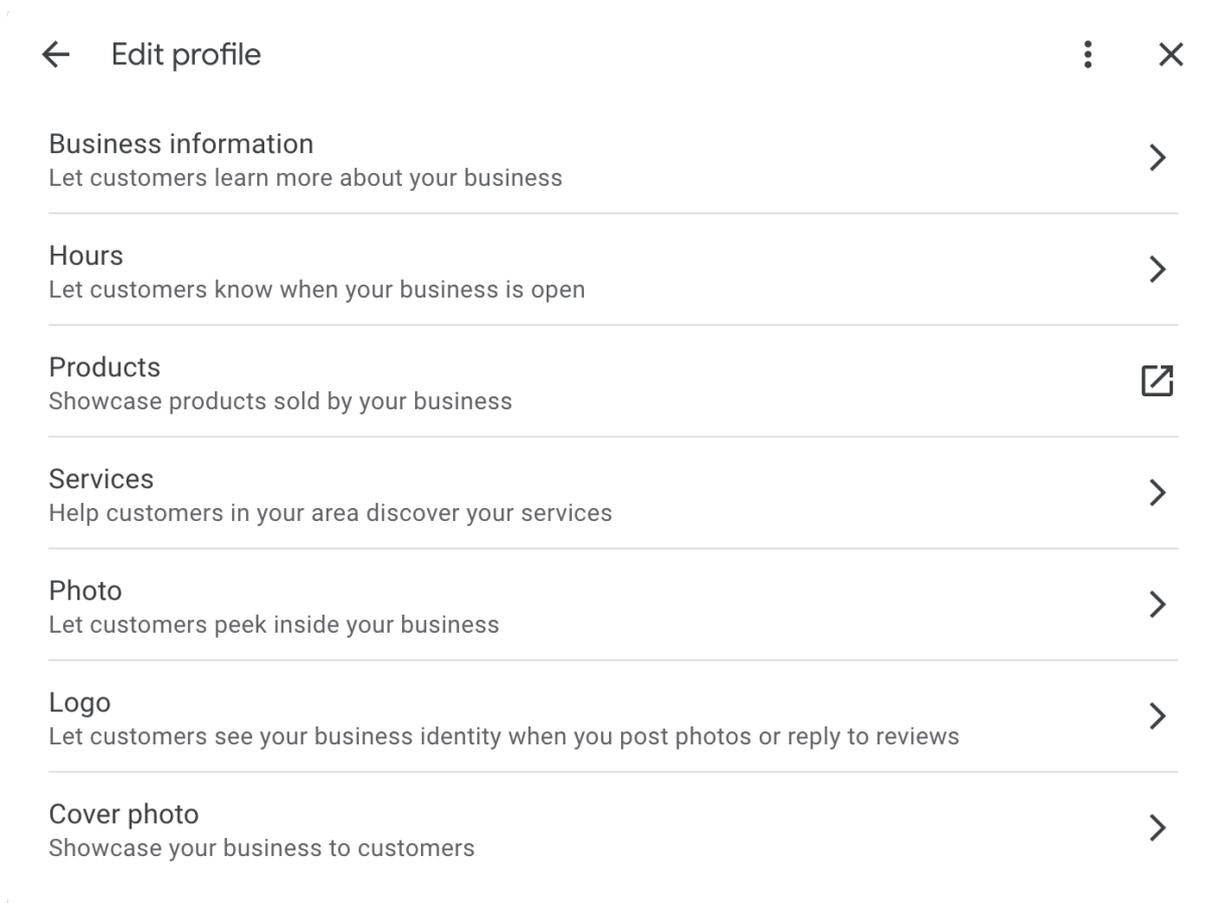
Managing from search

When using the dashboard, you might be prompted to manage your listing from search directly. If you do so, you'll be directed to a web page which looks like this:



Here, you'll be able to see key "prompt" cards from Google for improving your listing and finding the information you're looking for, as well as the option to edit your profile.

Clicking the "Edit profile" button on the top will open this popup:



This displays the same options as you have on the main dashboard and clicking into each will give you the same edit options as in the main dashboard. However, to see reviews and messages you will need to click "Customers" instead of "Edit":

← Customers



Reviews

View and reply to feedback from customers on Search and Maps



Messages

View and respond to messages from your customers



Q & A

Answer questions customers have about your business



The Q&A feature can also be used by the business to answer specific FAQs you receive.