

# ONLINE MARKETING FOR AGRITOURISM BUSINESSES: GOOGLE BUSINESS PROFILE

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Creating a Business Profile (or Business Listing) in Google provides another opportunity to promote and market your agritourism business. With 70% of total web searches happening nationwide on Google, it is important that your business be listed there correctly. A Business Profile ensures that your business appears in Google Maps and in the local results of Google searches. For example, a customer may search “pumpkin patches near me” and Google will provide a list of business profiles along with their location on a map. As an agritourism operator, you want to make sure your business is included in these search results.

## Google Business Profile

You can create a Business Profile for free at: [Google Business Profile](#). Your Business Profile will include basic information such as your location, hours, products and reviews.

## Features

Google Business Profile has a number of features that can help boost your web presence and can give potential customers the information they are looking for. If your farm or ranch business does not have a website, your business profile listing on Google is a good option for giving you a web presence.

There is even an option to create a simple landing page with domain that is separate from your listing, however it is simple and is more for informational things and not ecommerce.

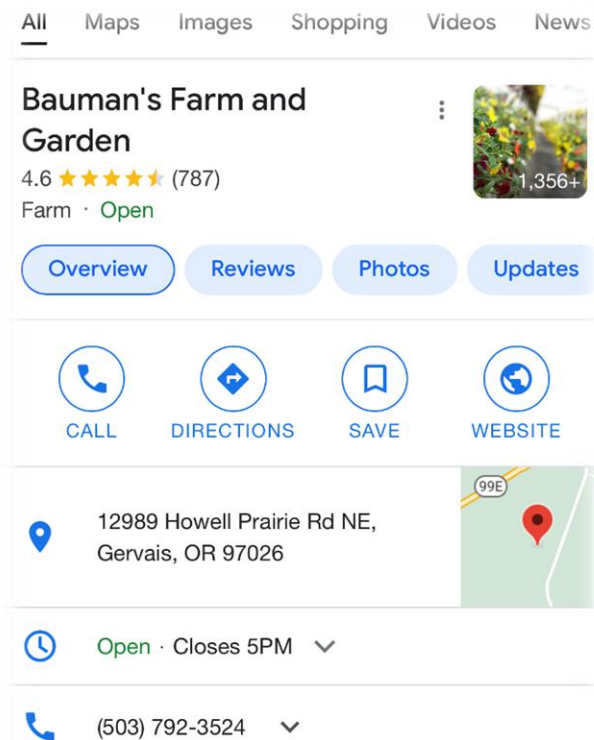
## Other features you can customize include:

- Hours of operation: You can manually change your business hours at any point, including for holidays or if you are open seasonally.
- Description and services, what you offer
- Contact information
- Connecting your website to it
- Photos and videos: Adding good quality photos of your business and what you offer is highly recommended. This can happen when you first claim your listing and as part of your regular updates.
- Posts: Posts on Google Business Profile can cover a lot of different topics and can integrate with Instagram and Facebook. Post topics include updates, events, offers, products, and more.
- Events: Adding events under your profile as a post is a great way to gain digital traction and get out in front of new potential customers. Posting your events as early as possible helps Google algorithms distribute the information.
- Menus: While this may not seem like it applies to farms, the menu feature can be used to show crop availability.
- Reviews: This is a very important feature. Customers can leave reviews (and you can invite them to do so) that tell future customers and visitors what to expect and how the experience was. Good reviews not only play into ranking algorithms but also come into play when the individual person is deciding what business to support.
- Q&A



## Getting started: adding and claiming your listing

Google has changed over the years how it handles and manages business profiles. Business Profiles are now accessed directly from Google and the business listing. If the business has been “claimed,” you can start editing right away. Claiming the business listing is telling Google you are the business owner and will be the only one able to edit the information in the profile. Once you have located your business, there will be on screen instructions and different options for verification. Google verifies you are the actual business owner. For more information on how to add and claim your farm business in Google, see [Google Business Profile Help](#). Claiming and editing can be done on a desktop computer or a mobile device.



Example of an agritourism Google business listing

## Keeping your listing updated

Make sure you regularly update your Google Business Profile. With so many people looking up information online before they visit, you want to make sure they are getting correct information about days and hours of operation, and other important information for customers. In addition, we recommend the following:

- Periodically add new, good quality photos that represent your business. Not only do the photos give people a sense of what your business is like, they also help the business's visibility on Google. As the manager of the listing, you can even see how many times each uploaded photo has been viewed.
- Create posts at different points throughout the season to highlight what's happening on your farm. As soon as you schedule an event, make sure to add it to the Google Business Profile. The longer an event is posted online, the more visibility it will get. Google's search algorithms can take several weeks to take full effect.

These updates can be done relatively quick and easy. You can change information on your Google business profile on a desktop computer or mobile device. Changes can be made right from the businesses Google listing and makes things like adding photos and changing hours painless.

## Sources

National Farm Viability Conference 2021 presentation, *Farm Direct Food in the Digital Age*  
[Search engine marketing statistics 2022](#)  
[How to add or claim your Business Profile on Google](#)

## Additional Resources

Travel Oregon's "[Inspiring Confidence with Online Listings During COVID-19](#)" webinar recording and [Google Business Profile Fundamentals](#)

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