



Google Business Profile Integration Guide

Value Drivers: *Site Tours*

Product Tiers: *SalesHub Starter | SalesHub Pro*

Overview

Enhance your visibility on Google Search by adding immersive virtual tours to your Google Business Profile. Using **SalesHub Starter** or **Pro**, you can showcase your hotel, event spaces, or dining venues with stunning 360° and 3D visuals—providing an interactive preview the moment users discover your property online.

Benefits:

- **Elevate Your Presence:** Make your property stand out on Google Search and Maps by featuring immersive virtual tours directly on your Business Profile.
 - **Drive Engagement:** Let travelers step inside your hotel, event spaces, or dining venues the moment they find you—turning casual browsers into curious visitors.
 - **Inspire Confidence:** Virtual tours provide clarity and transparency, helping guests feel more confident in choosing your property over others.
 - **Boost Discoverability & Engagement:** Virtual tours increase the likelihood that users engage with your listing longer, giving you an edge in local and travel-related search results.
 - **Gain a Local Advantage:** Stand out from nearby competitors and rank higher in local searches by keeping your profile visually rich and up to date.
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Submit Your Request

Step 1: Contact Your Customer Success Manager

- Notify your Customer Success Manager that you'd like to distribute assets to your Google Business Profile



Step 2: Publishing Process

- Our team will coordinate asset formatting and submission via Google's Trusted workflow
- Once approved, assets will appear under the "360 View" tab of your Google listing

Recommended Content Types

Content Type	Why It Works
Enhanced 3D Models	Let planners "walk through" the meeting space
360° Photos	Offer a highly realistic, detailed view of spaces

These formats help planners visualize experiences clearly and confidently.

Need Help?

If you're unsure which assets to include, or how to generate your experience link, contact your Customer Success Manager.