

## Destination Ontario



## Webinar Registration

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### Topic

Destination Ontario Presents - Free Google Guide to **Help Digitize Your Business!**

### Description

Destination Ontario is pleased to present the next educational webinar in our series: Google My Business. Learn how to optimize your digital presence in this **free tourism-focused webinar**.

From Google: “In an effort to support small- to mid-sized tourism businesses in Canada during the COVID-19 pandemic, Google will provide an overview of Google My Business and other tools that can help enhance your online presence (e.g. Test My Site, Google Ads, Google Trends). Google will also share the Google Guide **for Small and Medium Businesses** to help navigate through the readily available resources.”

### What is Google My Business (GMB)?

It's a free tool that allows you to **promote your business profile and website on Google Search and Maps**. With your GMB account, you can see and connect with your customers, post updates to your business profile, and see how customers are interacting with your business on Google.

### Who is GMB for?

- Local businesses with a physical location
- Service-area or roaming businesses (e.g. gardener, food truck)
- Seasonal businesses open for a limited time, if signage is displayed year-round (e.g. pumpkin patch)
- Businesses inside other businesses (e.g. stores inside a mall)

\*Online-only businesses cannot use GMB because there is no in-person contact with customers; however, you can claim your Knowledge Panel on Google (information boxes that appear on Google when you search for people, places, organizations, things).

The presentation will start with an introduction to GMB and follow with more in-depth use of tools to enhance your business' profile. Join experts Donna Chang and Jenny Vincent, Google account managers, to learn how to optimize your digital presence with Google and to take full advantage of the following tools:

[Google My business](#) | [Mobile Site Speed](#) | [Google Analytics](#) | [Google Ads](#) | [Googles Guide for Small Businesses](#)

Time: Thursday, March 18, 2021 09:30 AM – 11:00 AM in Eastern Time (US and Canada)

Register [here](#) to participate. Spots will be filled on a first-come, first-served basis. Your confirmation will include a webinar link.