

Interreg



**Līdzfinansē
EIROPAS SAVIENĪBA**

Latvija – Lietuva

LL-00061 «Digitāli pieejami un pievilcīgi zudušā kultūras mantojuma tūrisma galamērķi Zemgalē un Ziemeļlietuvā»/ Reclaimed history

Seminārs/Apmācības

“Digitālās prasmes un zināšanas, to pielietojums tūrisma nozarē”

11.-12.02.2025

[Annija Graustiņa, Esi redzams Google: Google Business Profile optimizācija, Google Reviews]



Annija Graustiņa

10+ gadi digitālajā mārketiņgā

Sociālie mediji

Komunikācija

Stratēģijas

Kampaņas

Konsultācijas

Apmācības

Google Business Profile

Pirmais iespaids par uzņēmumu



Dresses by Teri

4.7 ★★★★★ (27)

Apģērbu veikals

KOPSAVILKUMS

ATJAUNINĀJUMI

PAR

ATSAUKS



ZVANĪT



NORĀDES



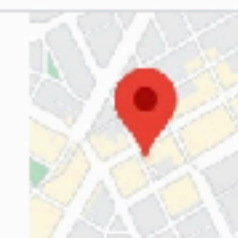
SAGLABĀT



VIETNE



Lāčplēša iela 30
Centra rajons, Rīga, LV-
1010, Latvija



Atvērts · Slēgšanas laiks 20:00 ▾



371-255-517-87

Bez maksas uzņēmuma profils



Dresses by Teri

4.7 ★★★★★ (27)

Apģērbu veikals

KOPSAVILKUMS

ATJAUNINĀJUMI

PAR

ATSAUKS



ZVANĪT



NORĀDES



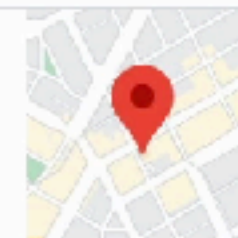
SAGLABĀT



VIETNE



Lāčplēša iela 30
Centra rajons, Rīga, LV-
1010, Latvija



Atvērts · Slēgšanas laiks 20:00 ▾



371-255-517-87

Redzamība

Google meklētājā
un kartē



Dresses by Teri

4.7 ★★★★★ (27)

Apģērbu veikals

KOPSAVILKUMS

ATJAUNINĀJUMI

PAR

ATSAUKS



ZVANĪT



NORĀDES



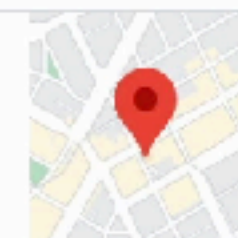
SAGLABĀT



VIETNE



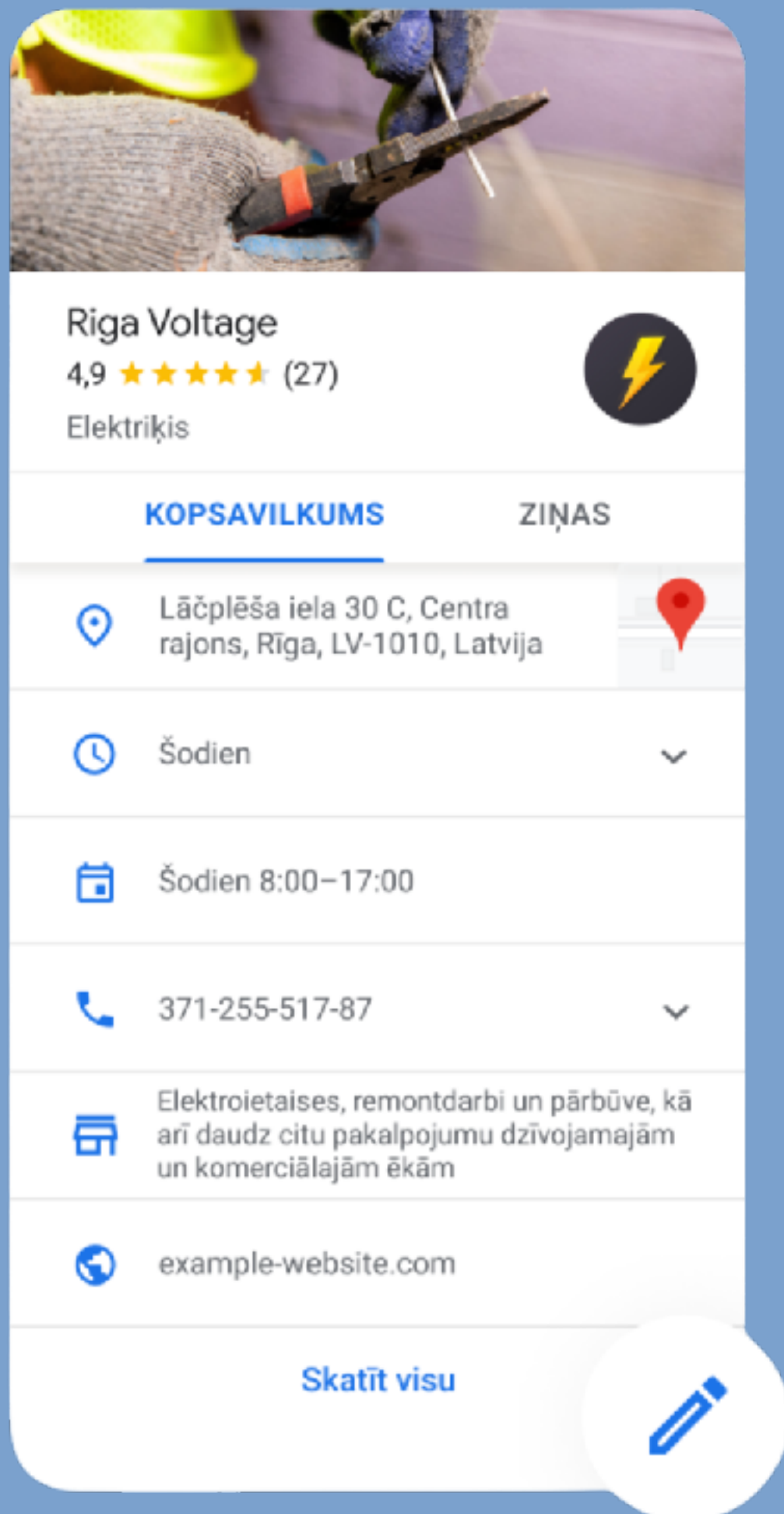
Lāčplēša iela 30
Centra rajons, Rīga, LV-
1010, Latvija



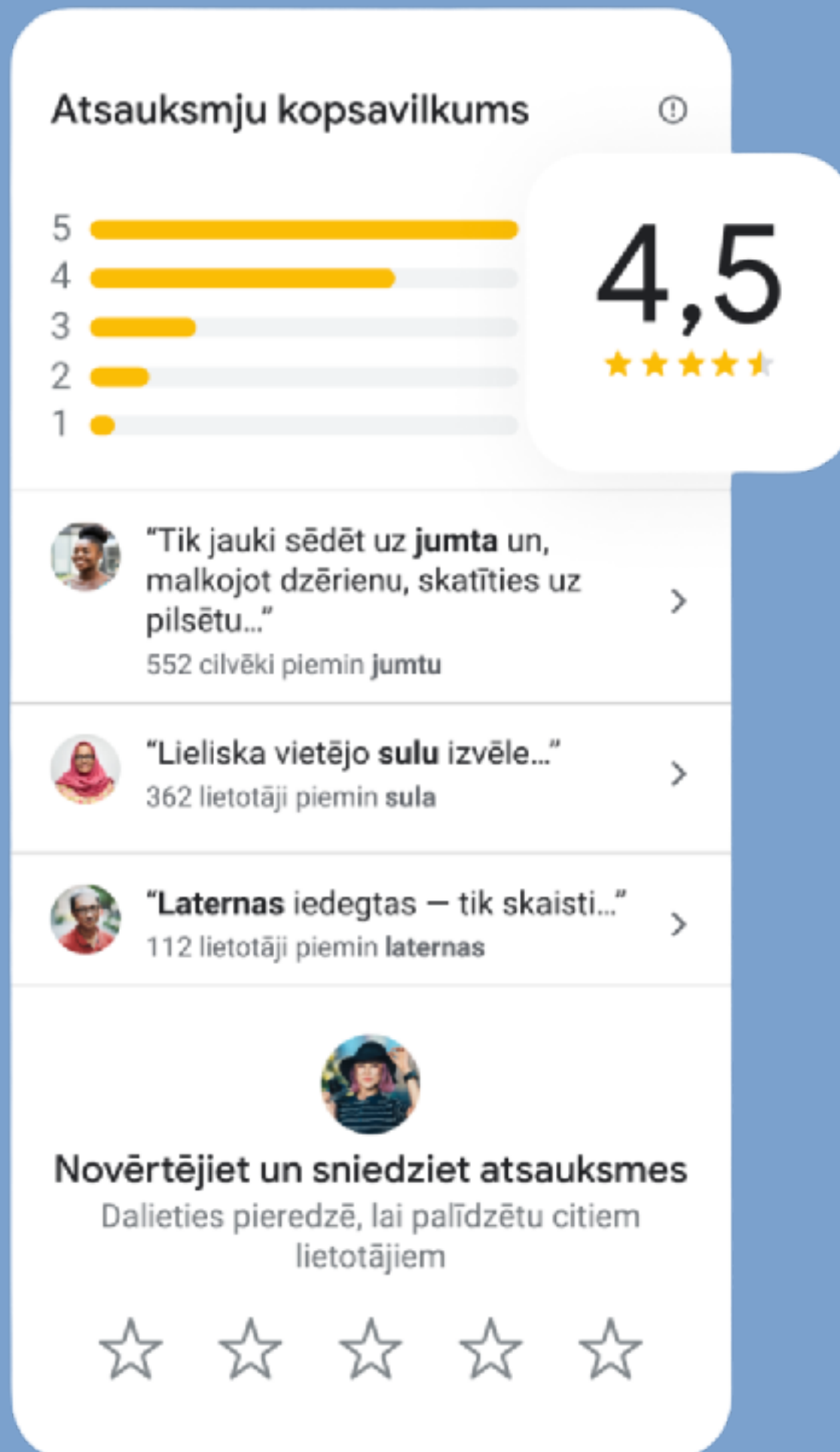
Atvērts · Slēgšanas laiks 20:00 ▾



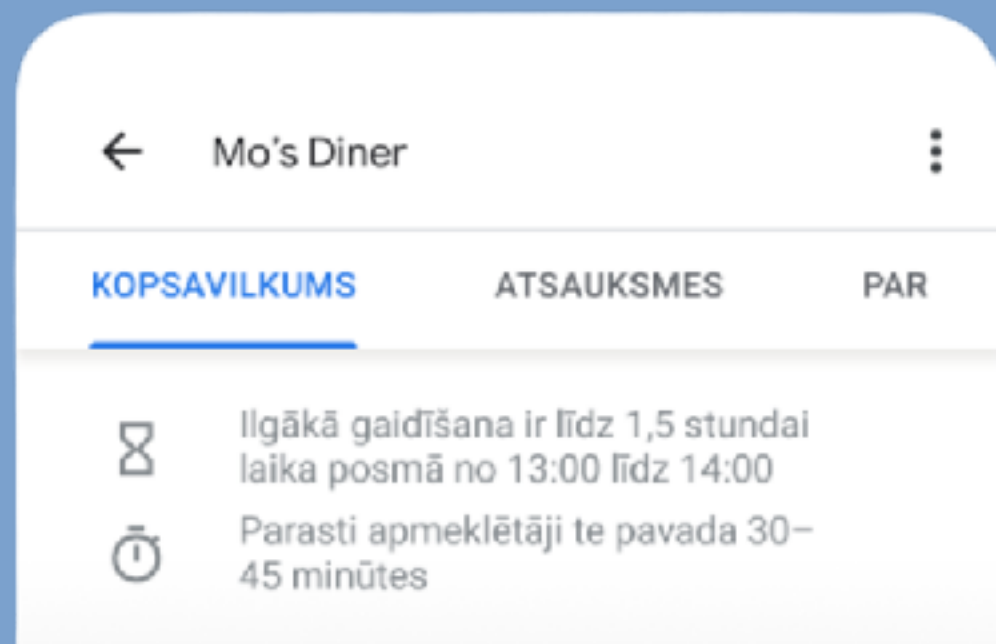
371-255-517-87



Darbalais,
fotoattēli, BUJ u.c.



Atsauksmes



Jautājumi un atbildes

J.: Sveiki! Es nepanesu laktozi. Vai piedāvājat alternatīvu dzīvnieku izcelsmes pienam?

A: Sveiki! Sallija. Jā! Mums ir sojas, auzu un mandeļu piens.

(Vēl viena atbilde)

[Skatīt visus jautājumus \(15\)](#)



Sazināties ar kopienu

Svarīgākais



Veselīgi
ēdieni



Dabiski
produkti



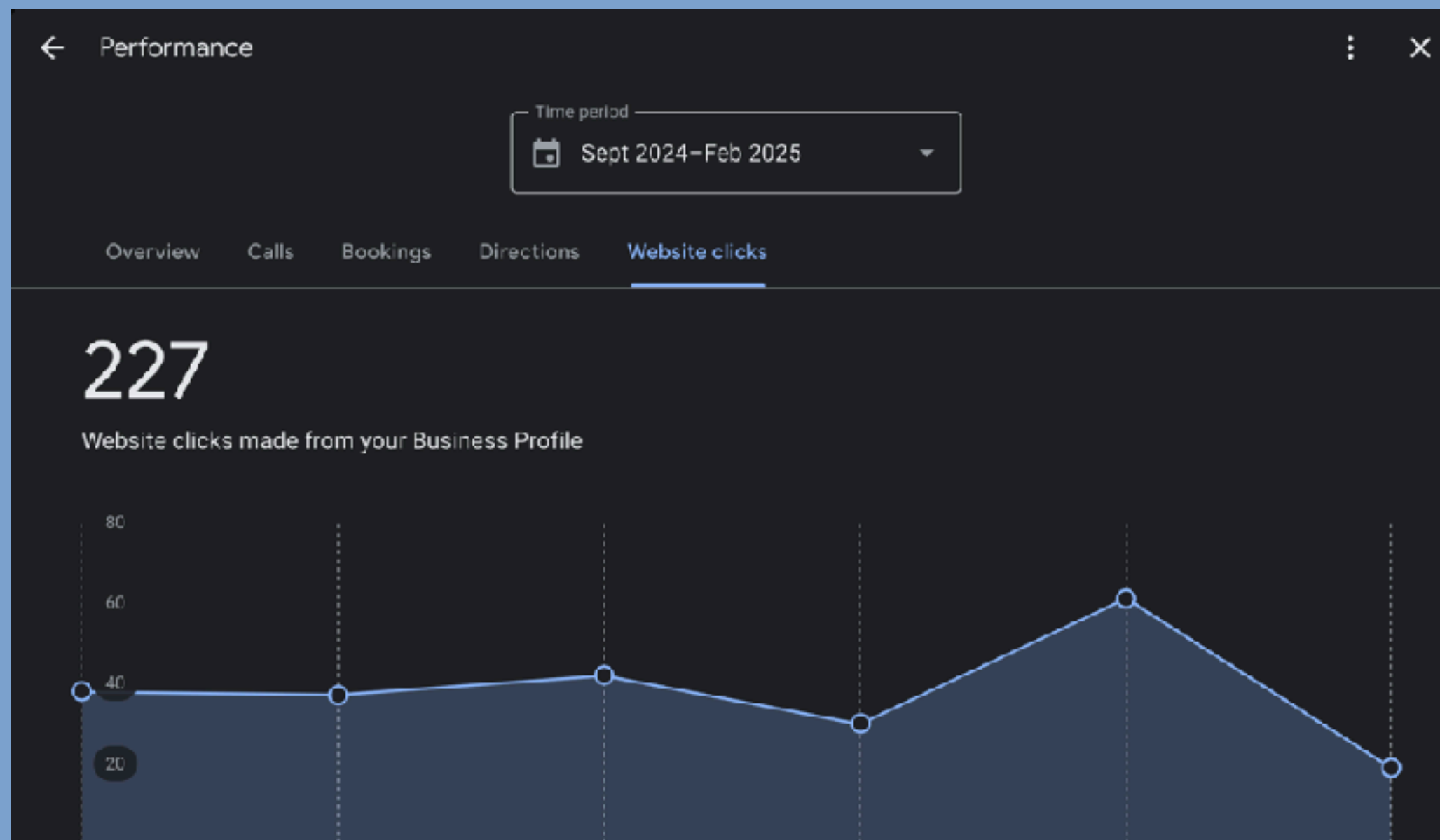
Veģetārie
ēdieni



Klusa vieta

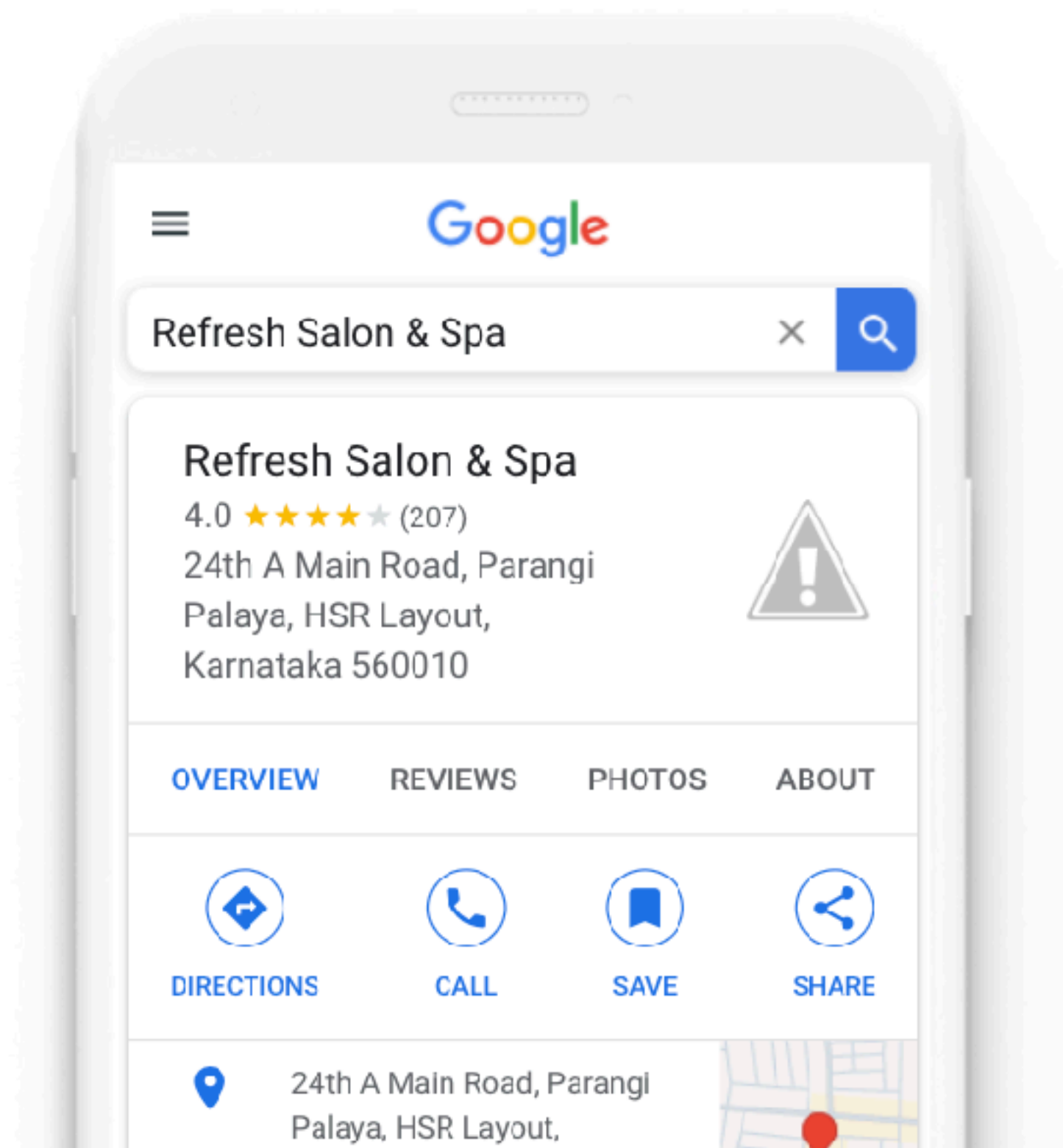
Jautājumi un atbildes

Mājaslapas apmeklējumi





Kā izveidot profilu?

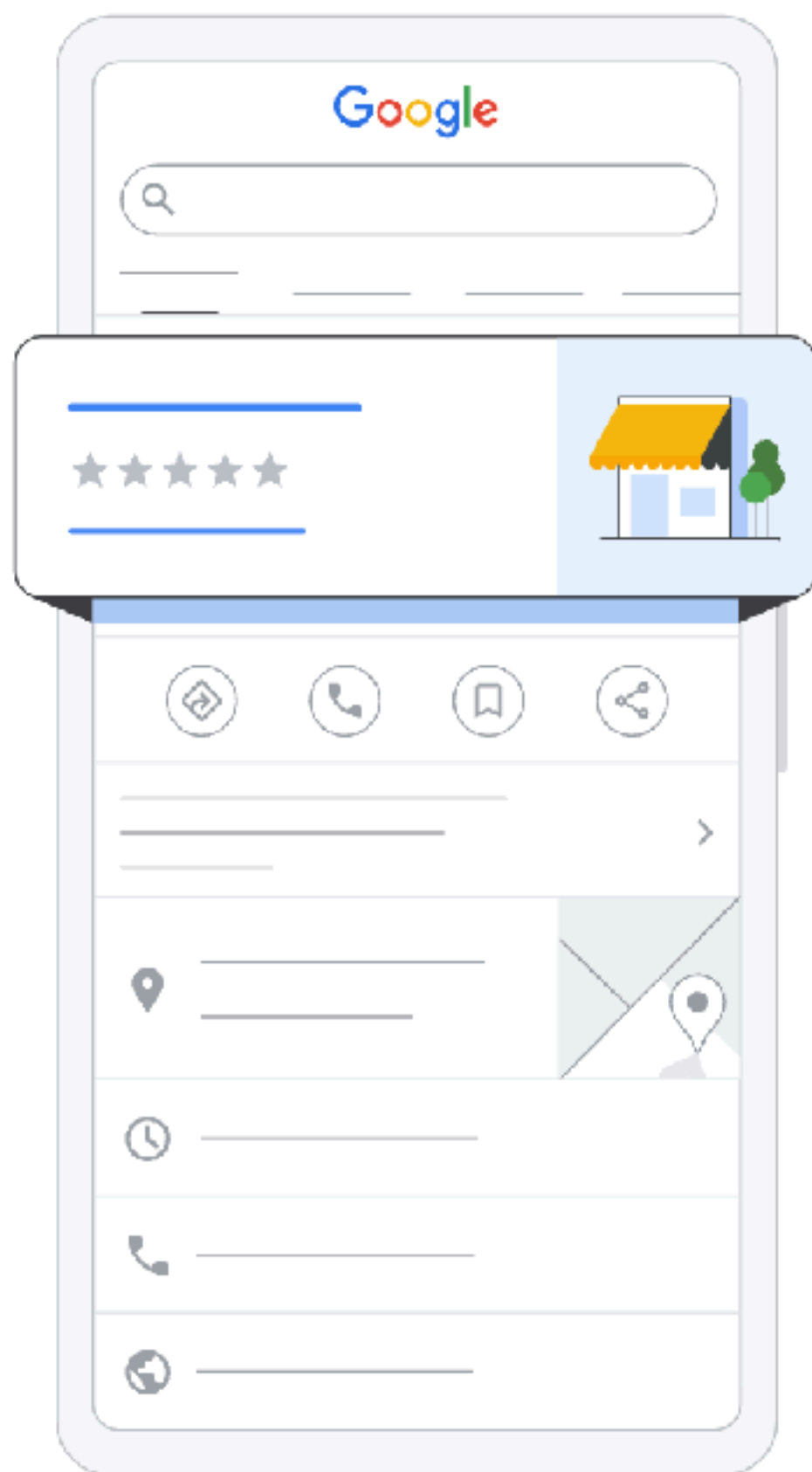


Find and manage your business



Can't find your business?

[Add your business to Google](#)



Start building your Business Profile

This will help you get discovered by customers on Google Search and Maps

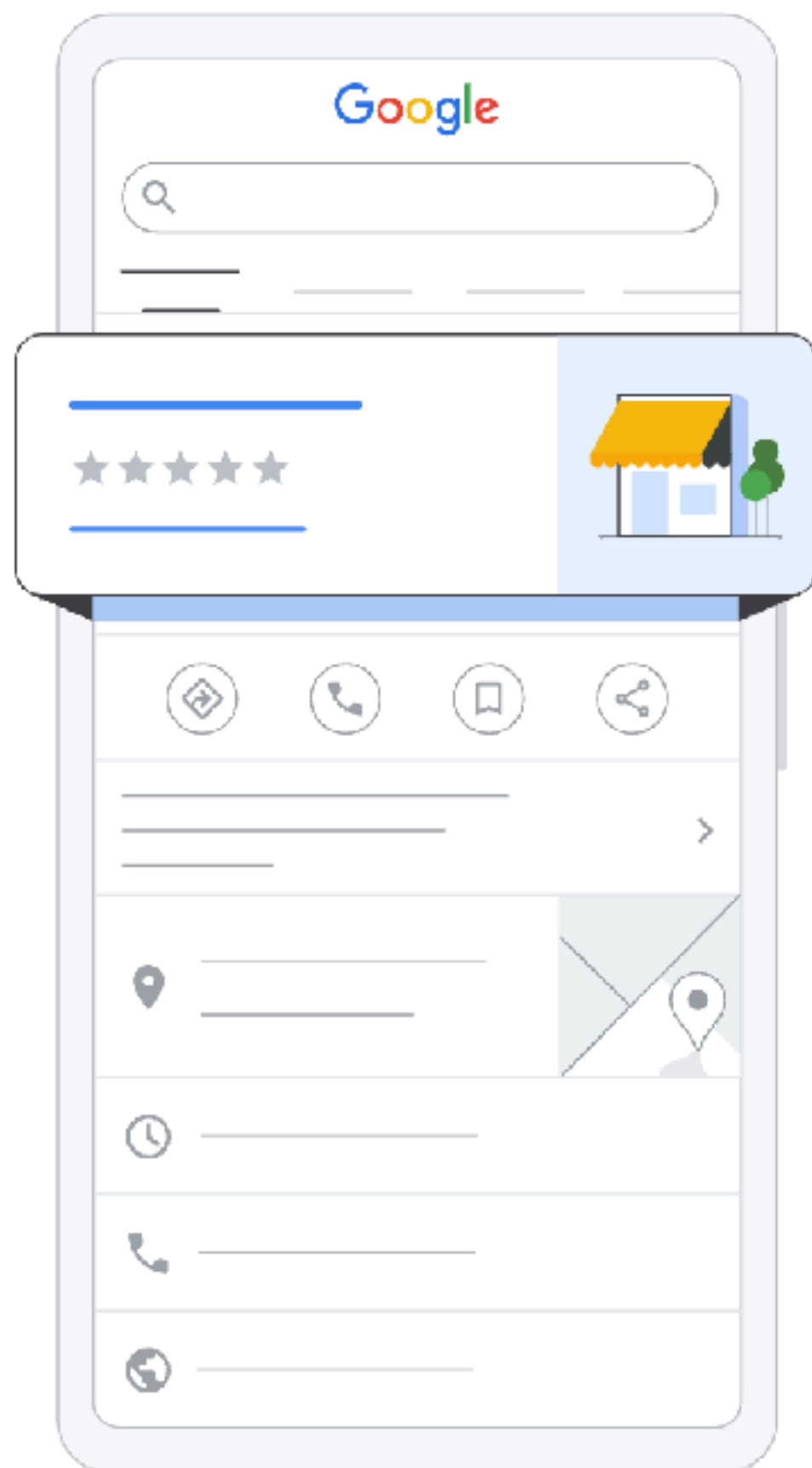
Business name*

Business category*

You can change and add more later

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

Next



Start building your Business Profile

This will help you get discovered by customers on Google Search and Maps

Business name*

Restorāns

Business category*

Restaurant

Restaurant supply store

Bar restaurant furniture store

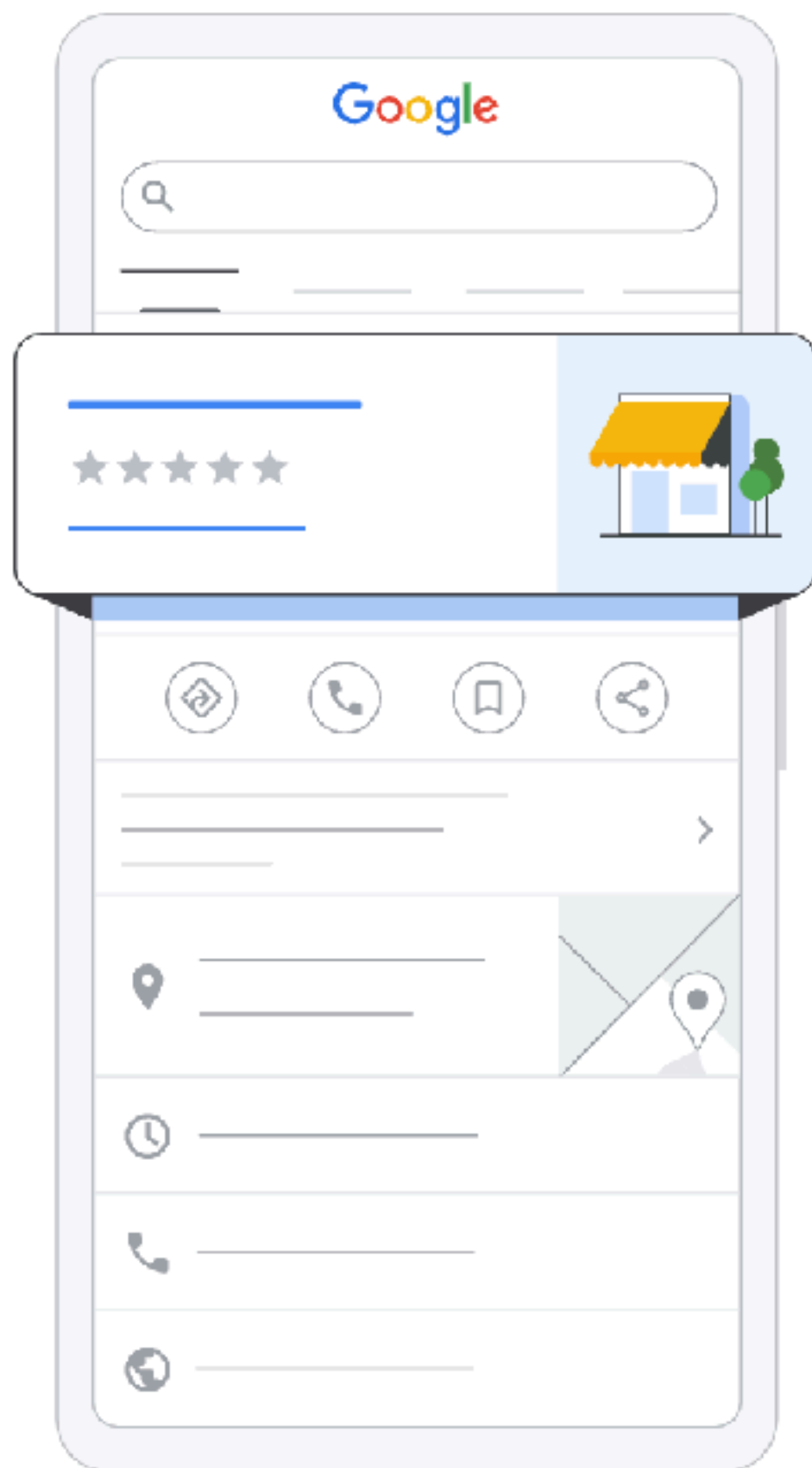
Southern restaurant (US)

Mid-Atlantic restaurant (US)

Southwestern restaurant (US)

Pacific Northwest restaurant (Canada)

Pacific Northwest restaurant (US)



Start building your Business Profile

This will help you get discovered by customers on Google Search and Maps

Business name*

Restorāns

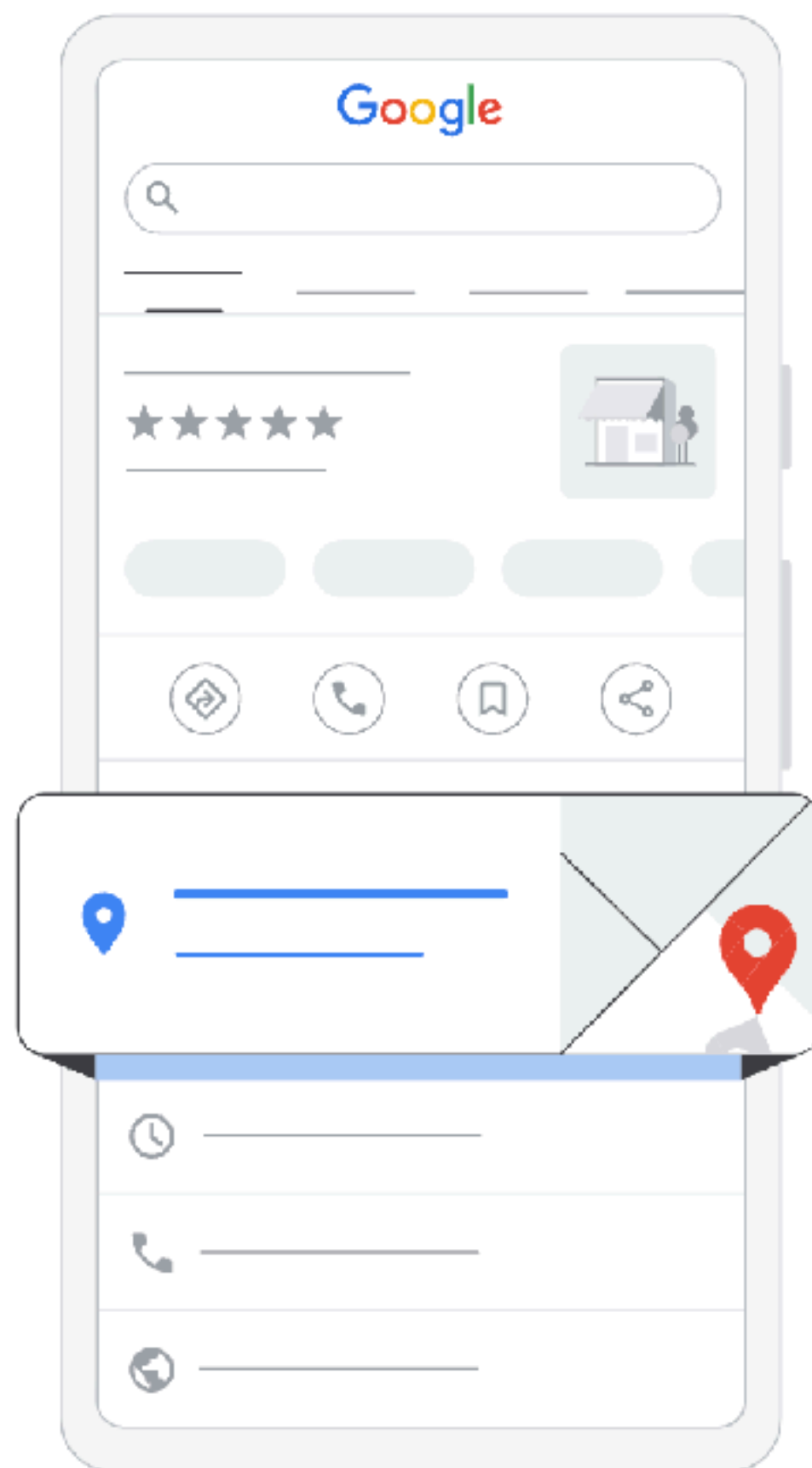
Business category*

Restaurant

You can change and add more later

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

Next



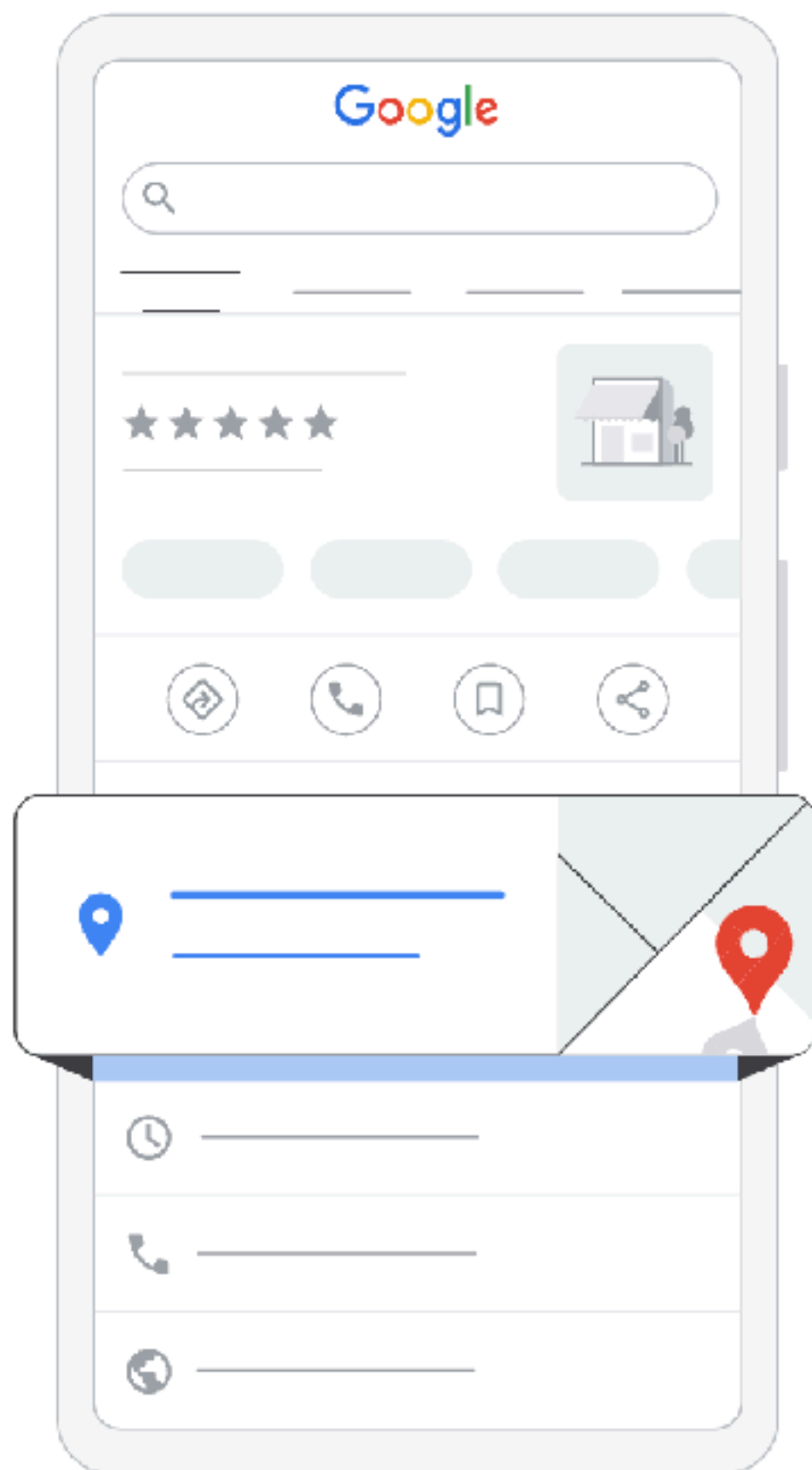
Do you want to add a location customers can visit, like a store or office?

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

☐ Yes

☐ No

Next



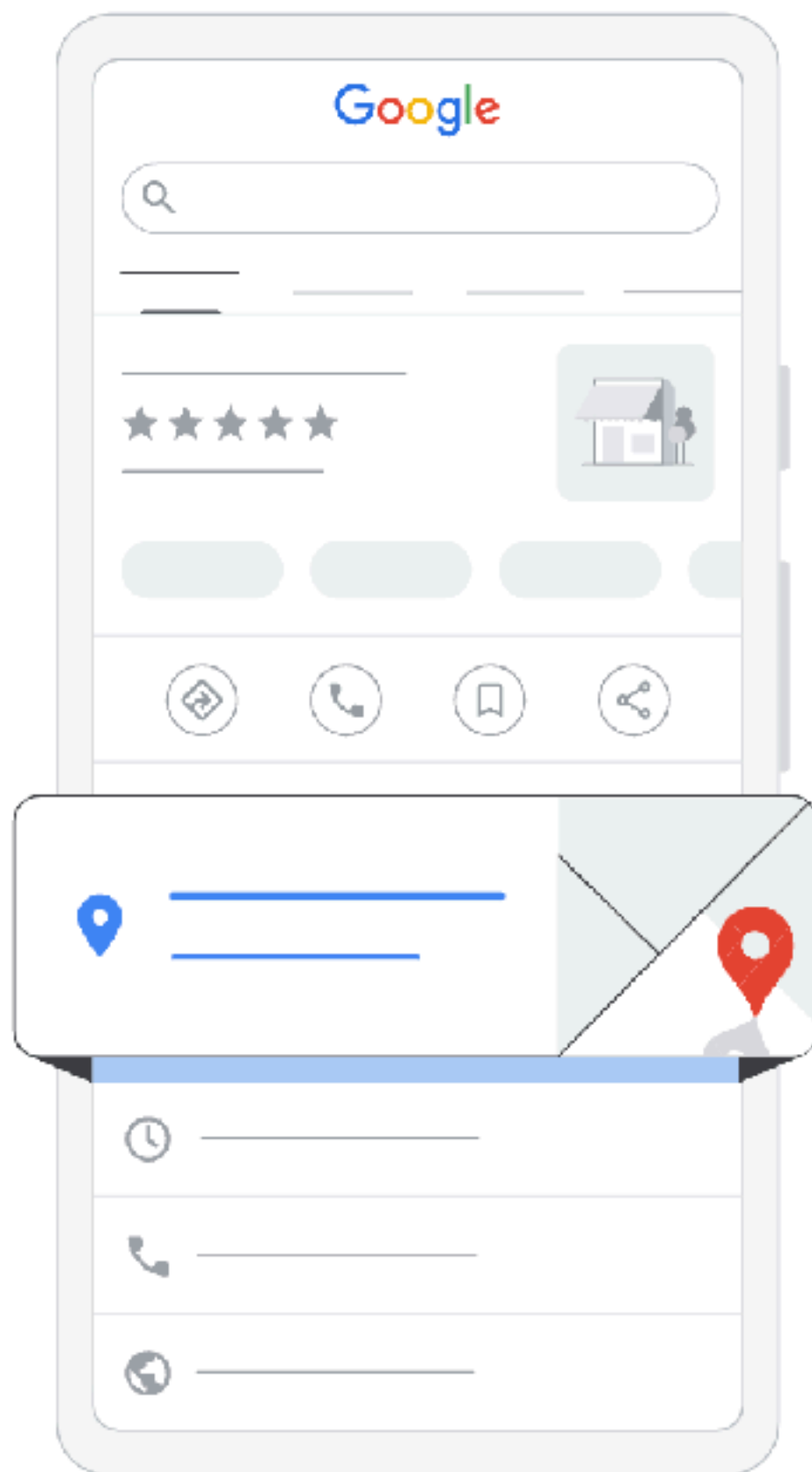
Do you want to add a location customers can visit, like a store or office?

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

☒ Yes

☐ No

Next



Enter your business address

Add a location where customers can visit your business in person

Country / Region

Latvia

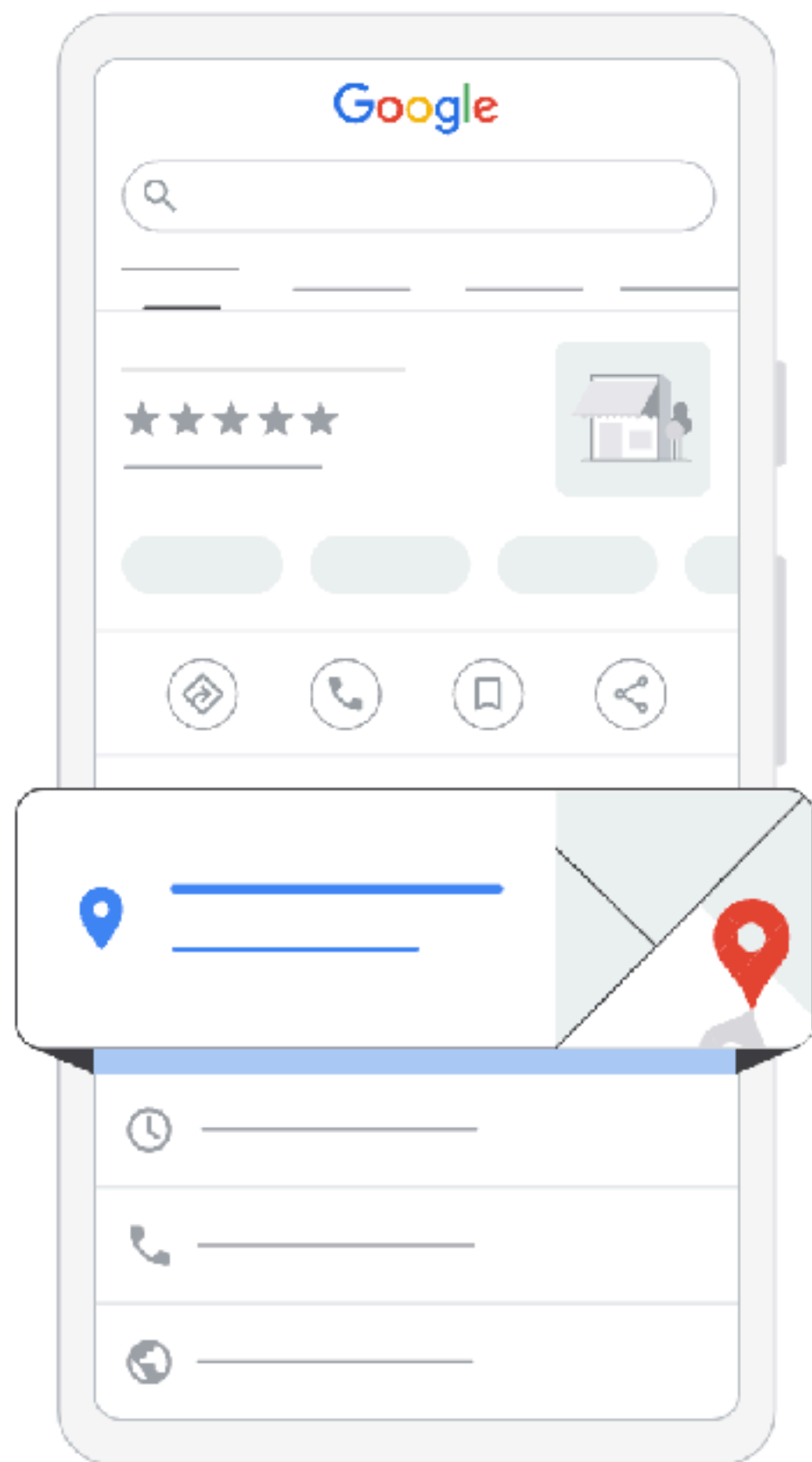
Street address

Parish/town

Municipality

Postal code

Next

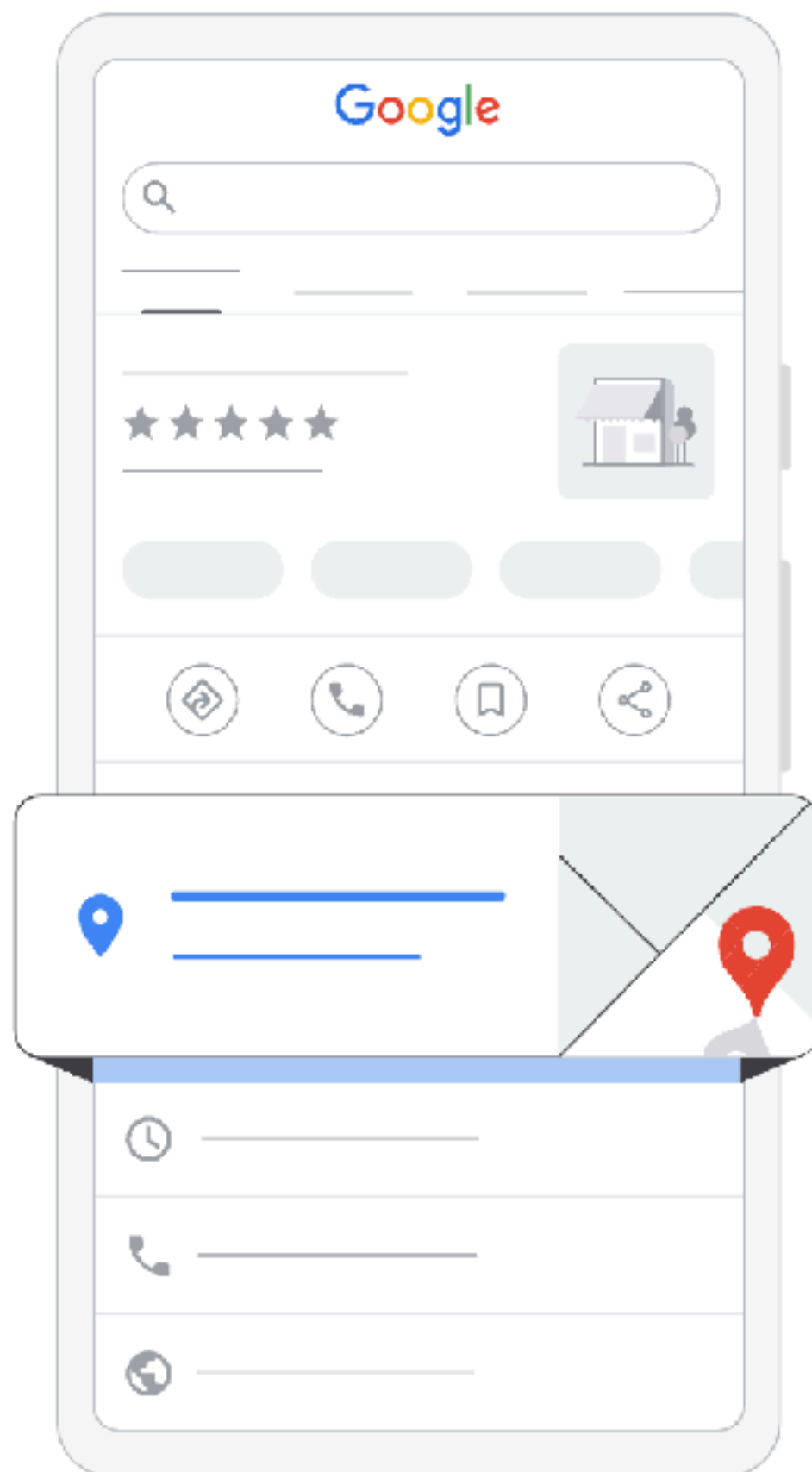


Where are you located?

Drag and zoom the map and position the marker on the exact spot where your business is located.

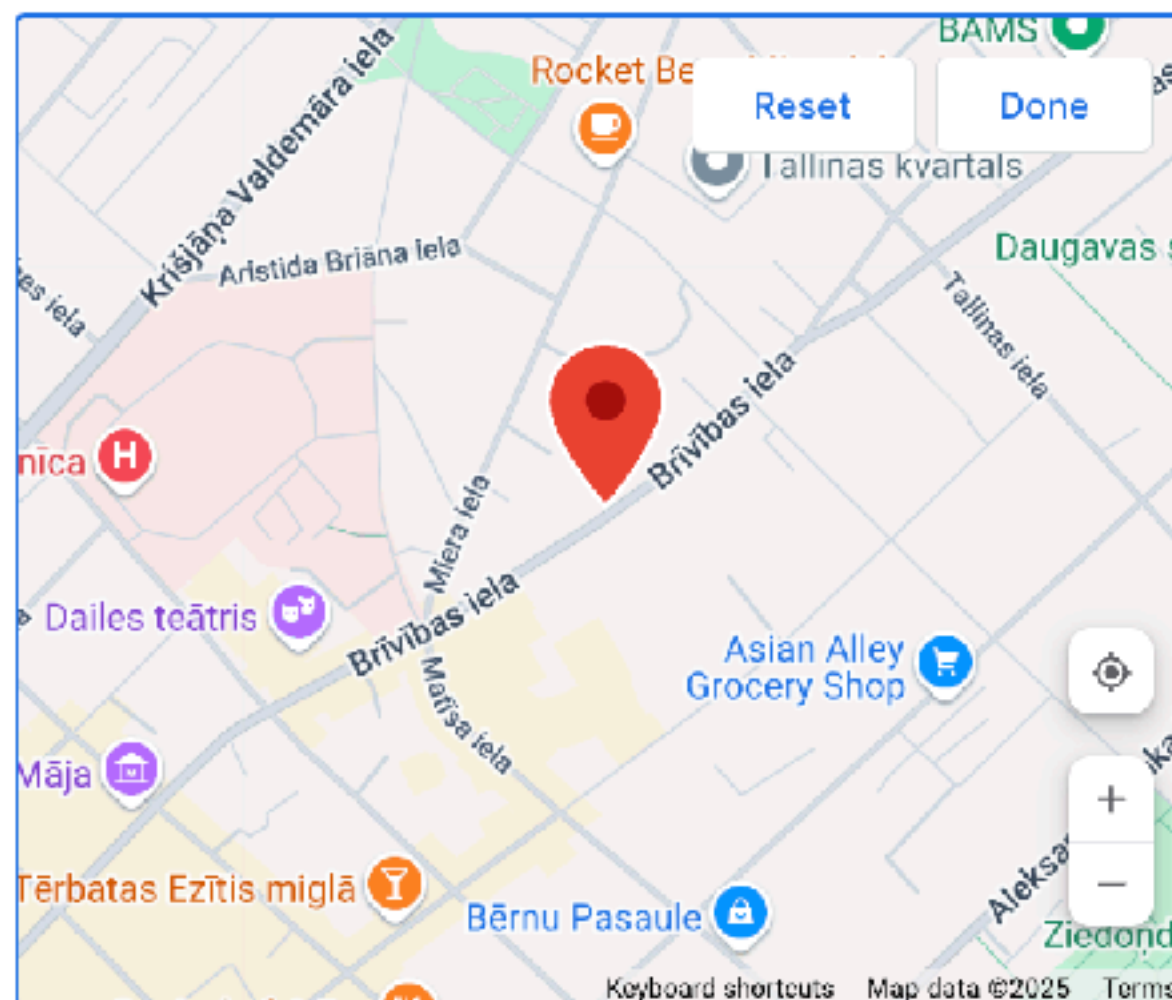


Next

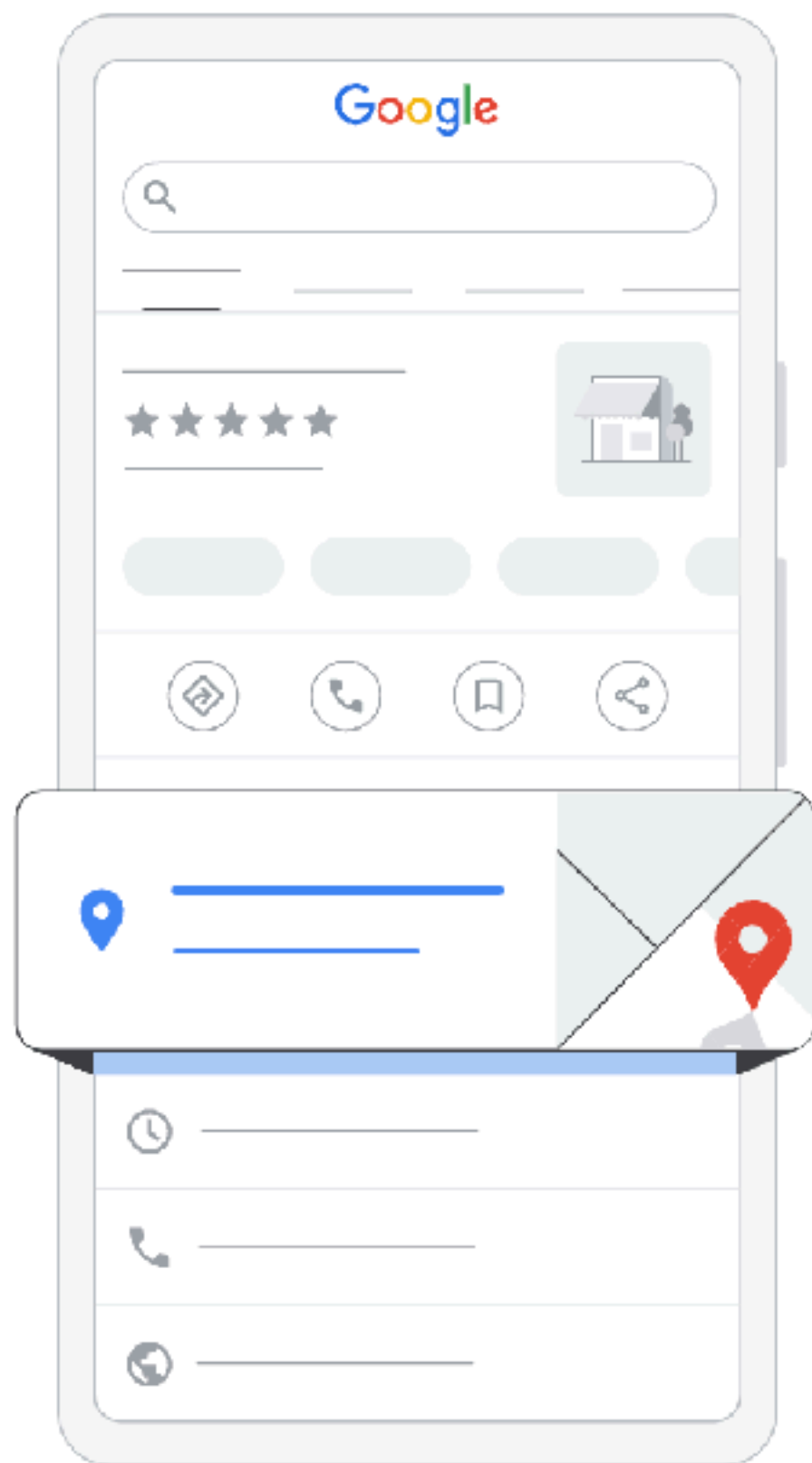


Where are you located?

Drag and zoom the map and position the marker on the exact spot where your business is located.

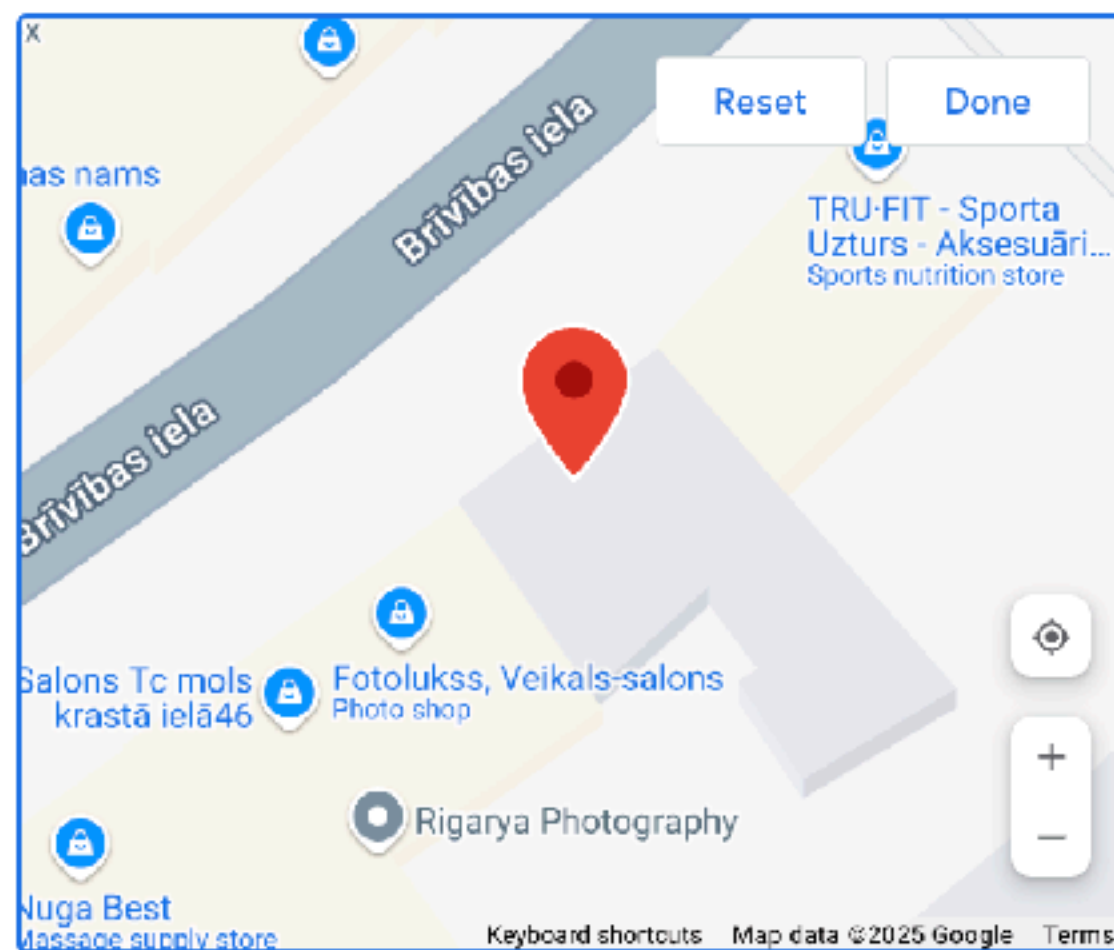


Next

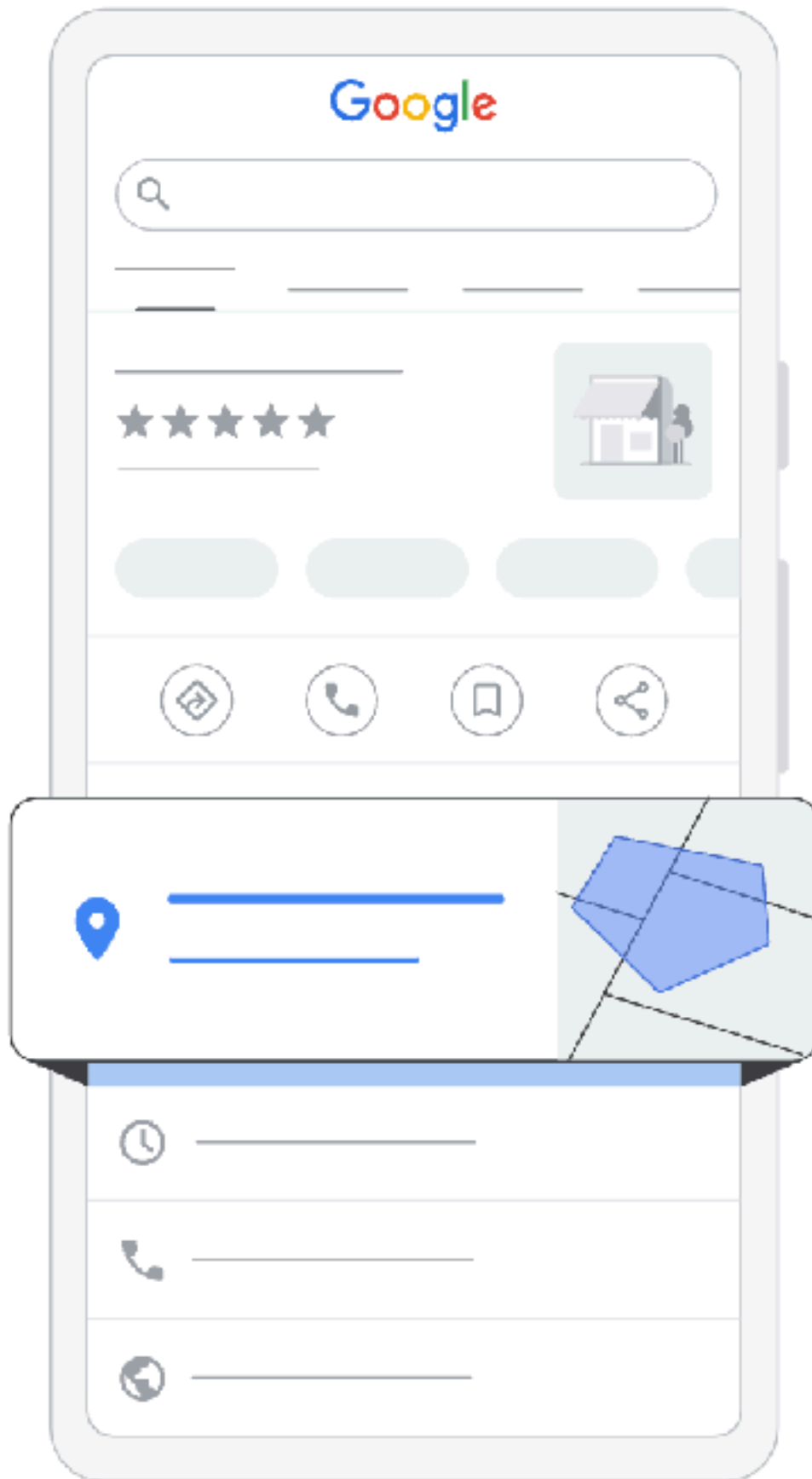


Where are you located?

Drag and zoom the map and position the marker on the exact spot where your business is located.



Next



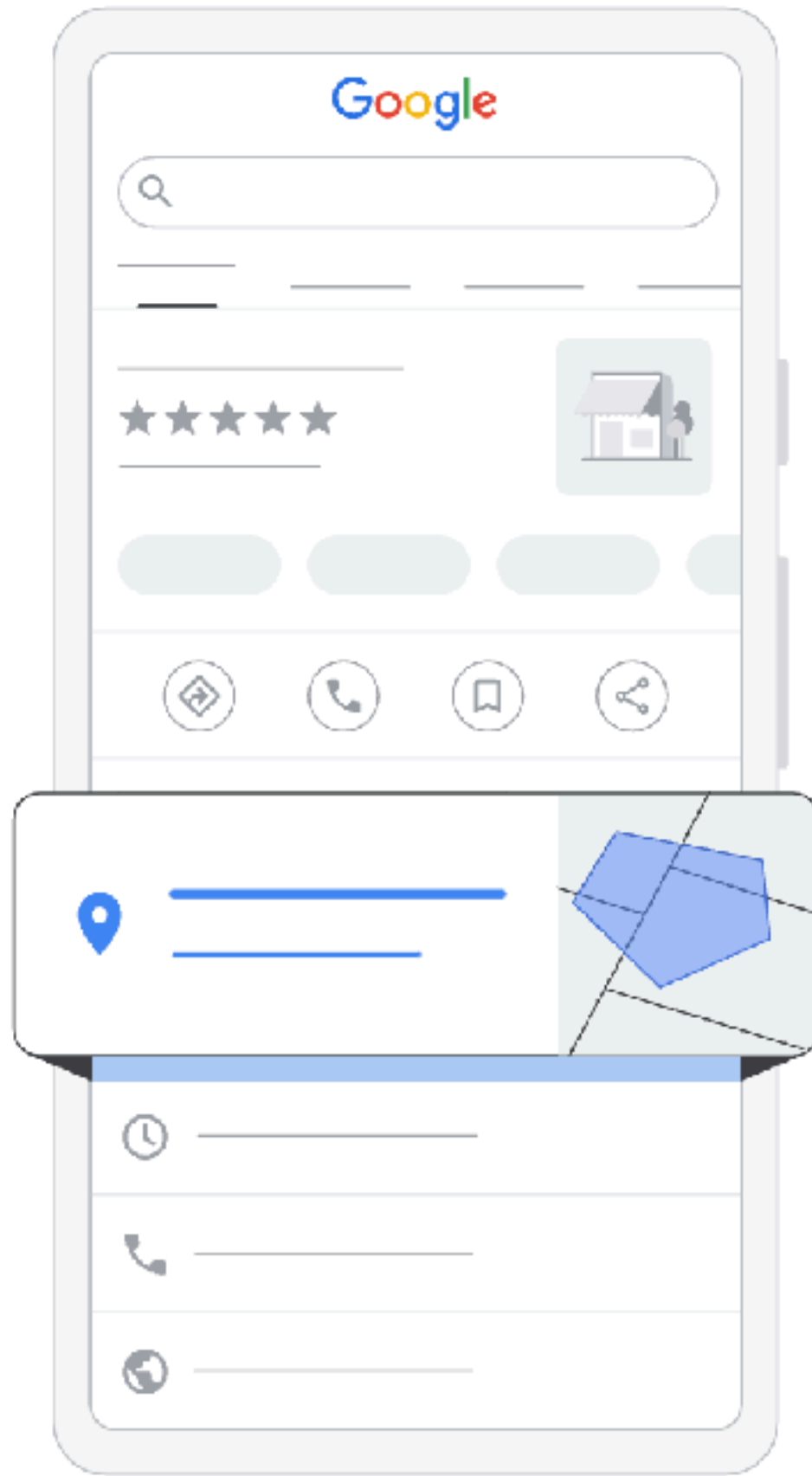
Do you provide deliveries or home and office visits?

For example, if you visit or deliver to your customers, you can let them know where you are willing to go

☐ Yes

☐ No

Next



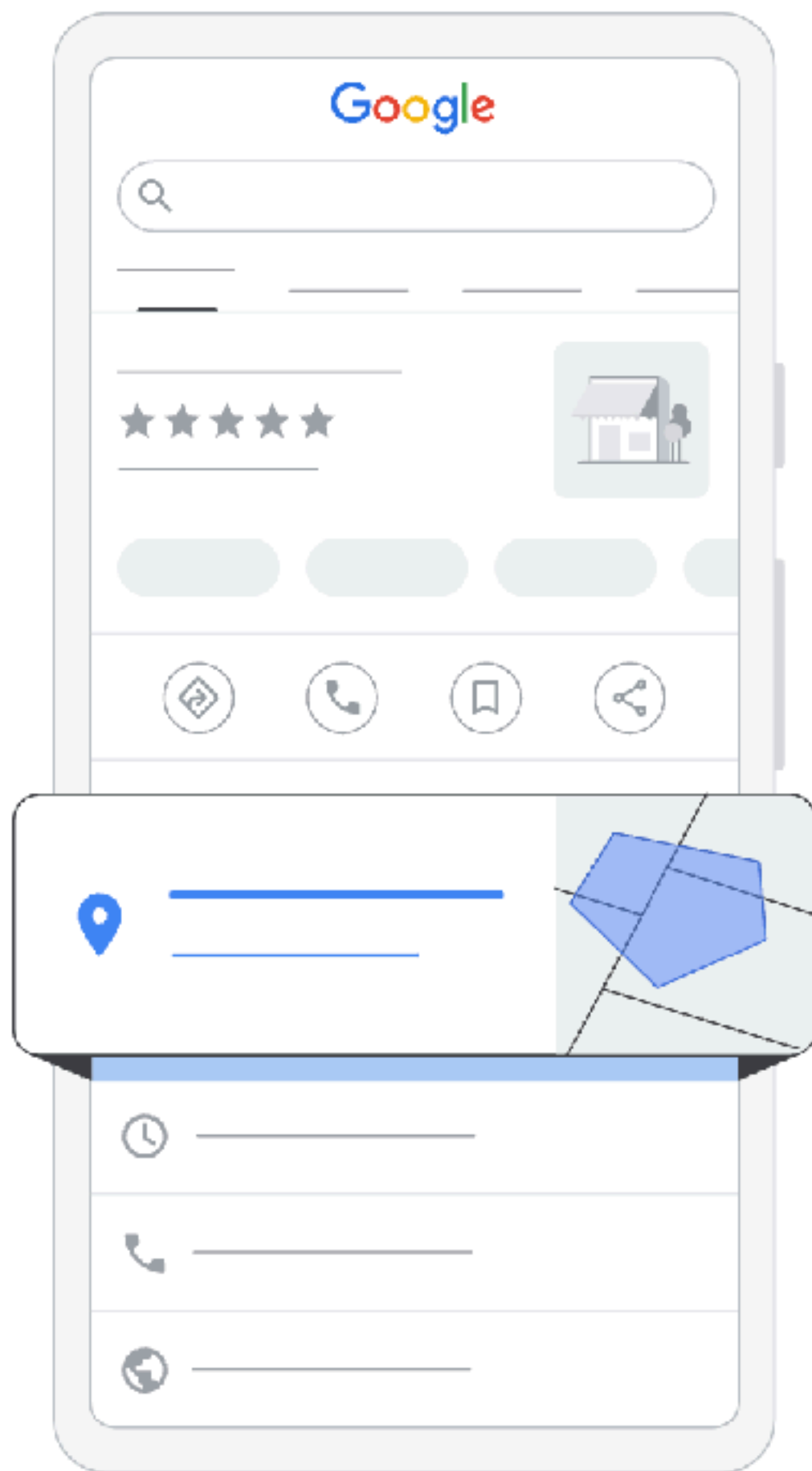
Do you provide deliveries or home and office visits?

For example, if you visit or deliver to your customers, you can let them know where you are willing to go

☒ Yes

☐ No

Next



Add the areas you serve (optional)

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

Search and select areas

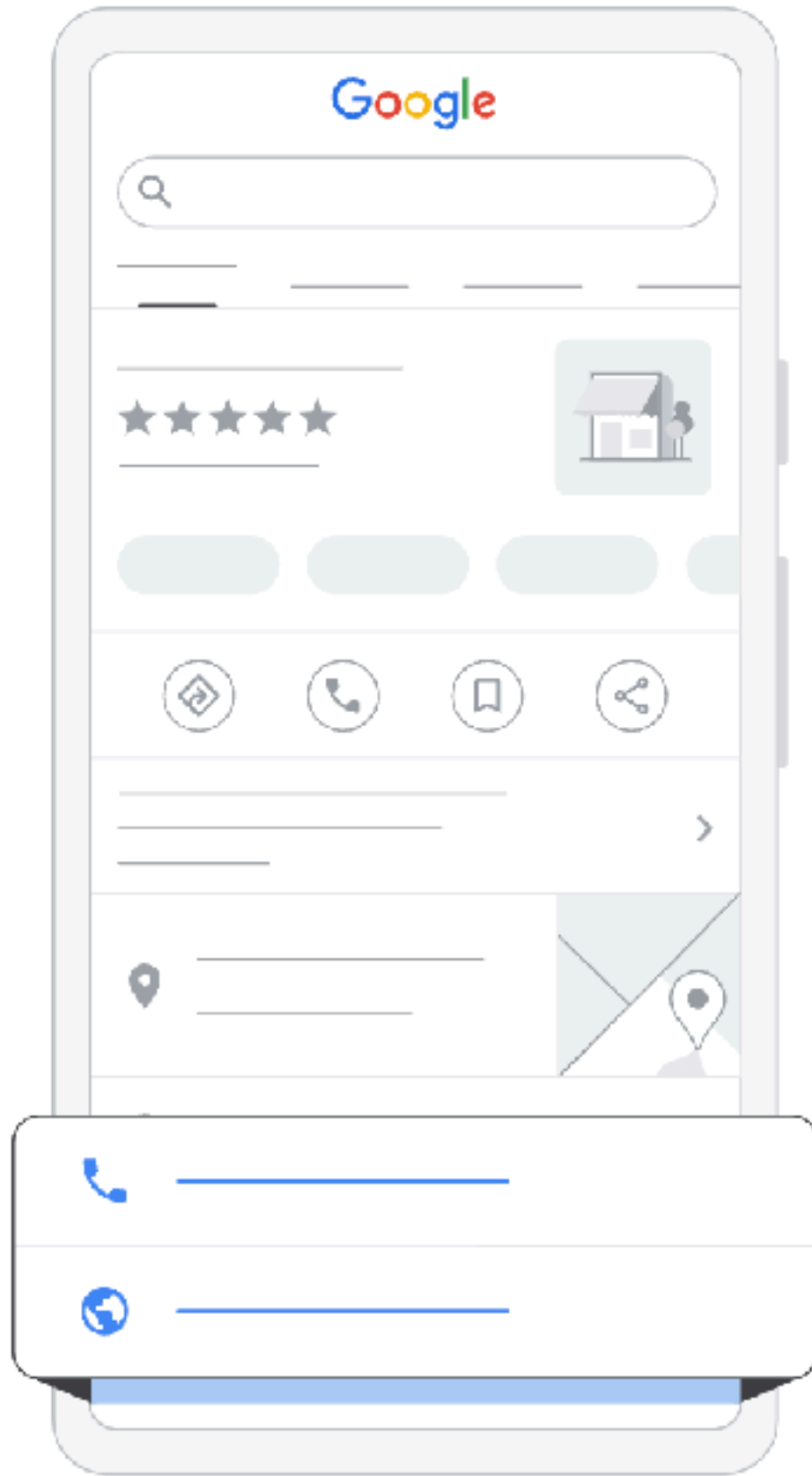
You can change and add more later

Riga, Latvia ✕

Mārupe, Mārupes pagasts, Mārupe Municipality, Latvia ✕

Babīte, Babīte parish, Mārupe Municipality, Latvia ✕

Next



What contact details do you want to show to customers?

Help customers get in touch by including this info on your listing

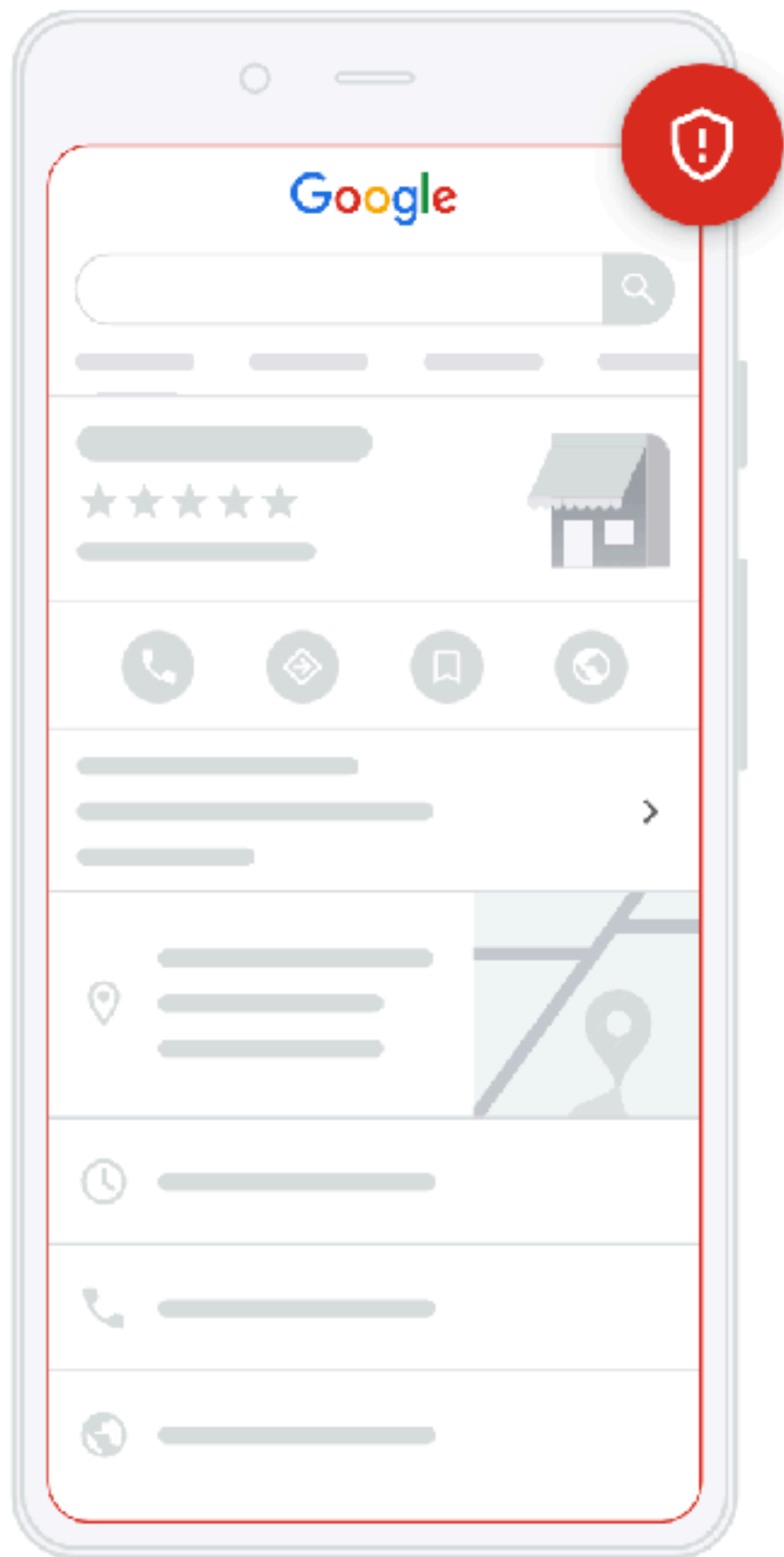


Phone number

Website (optional)

Skip

Next




Verify

To start verification, enter your phone number

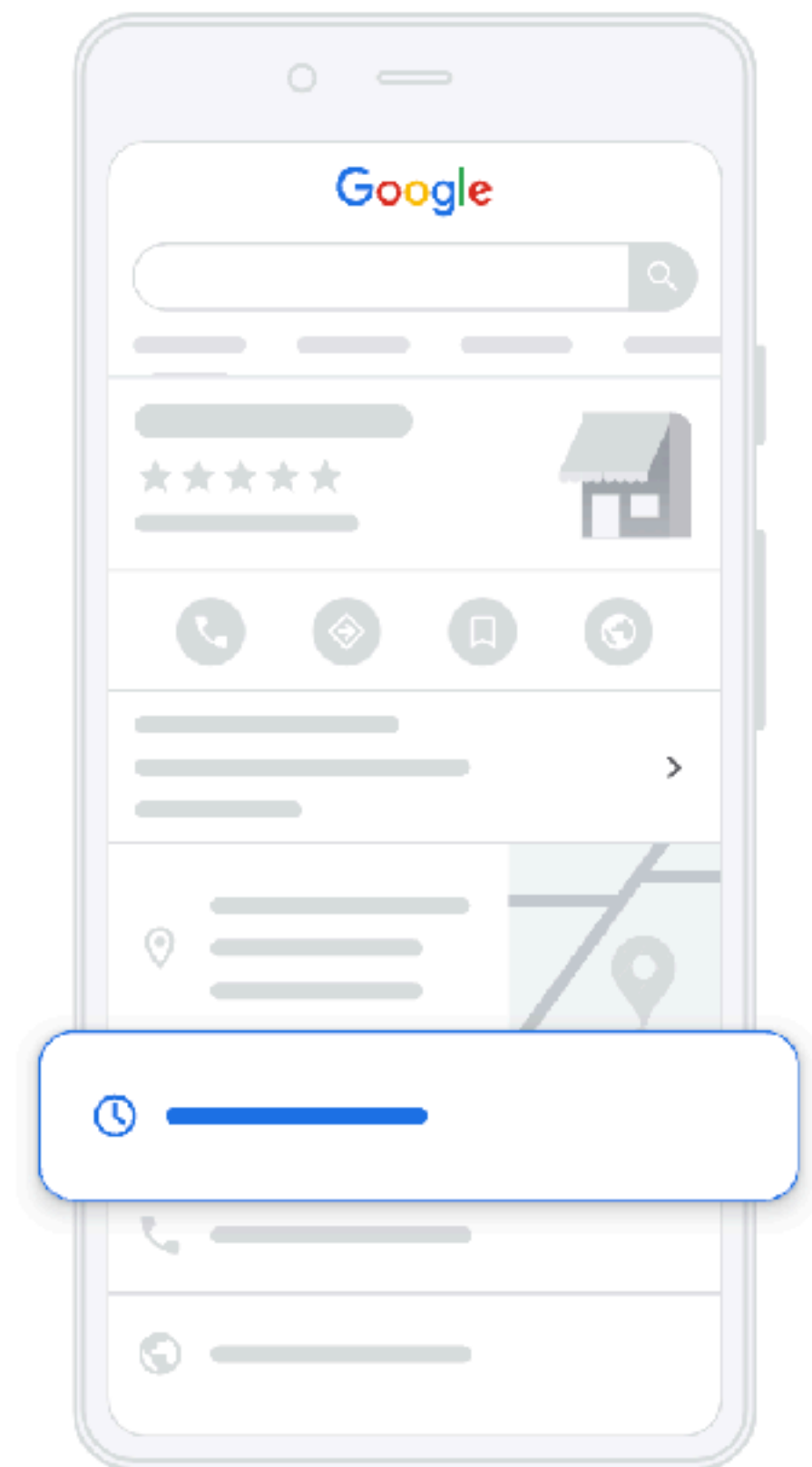
Enter your business or personal phone number to receive a verification code

Phone number

 This number won't be visible to customers

[Verify Later](#)

[Next](#)



Customize profile

Add business hours

Let customers know when you are open for business

[Learn more](#)

Sunday ☐ Closed

Monday ☐ Closed

Tuesday ☐ Closed

Wednesday ☐ Closed

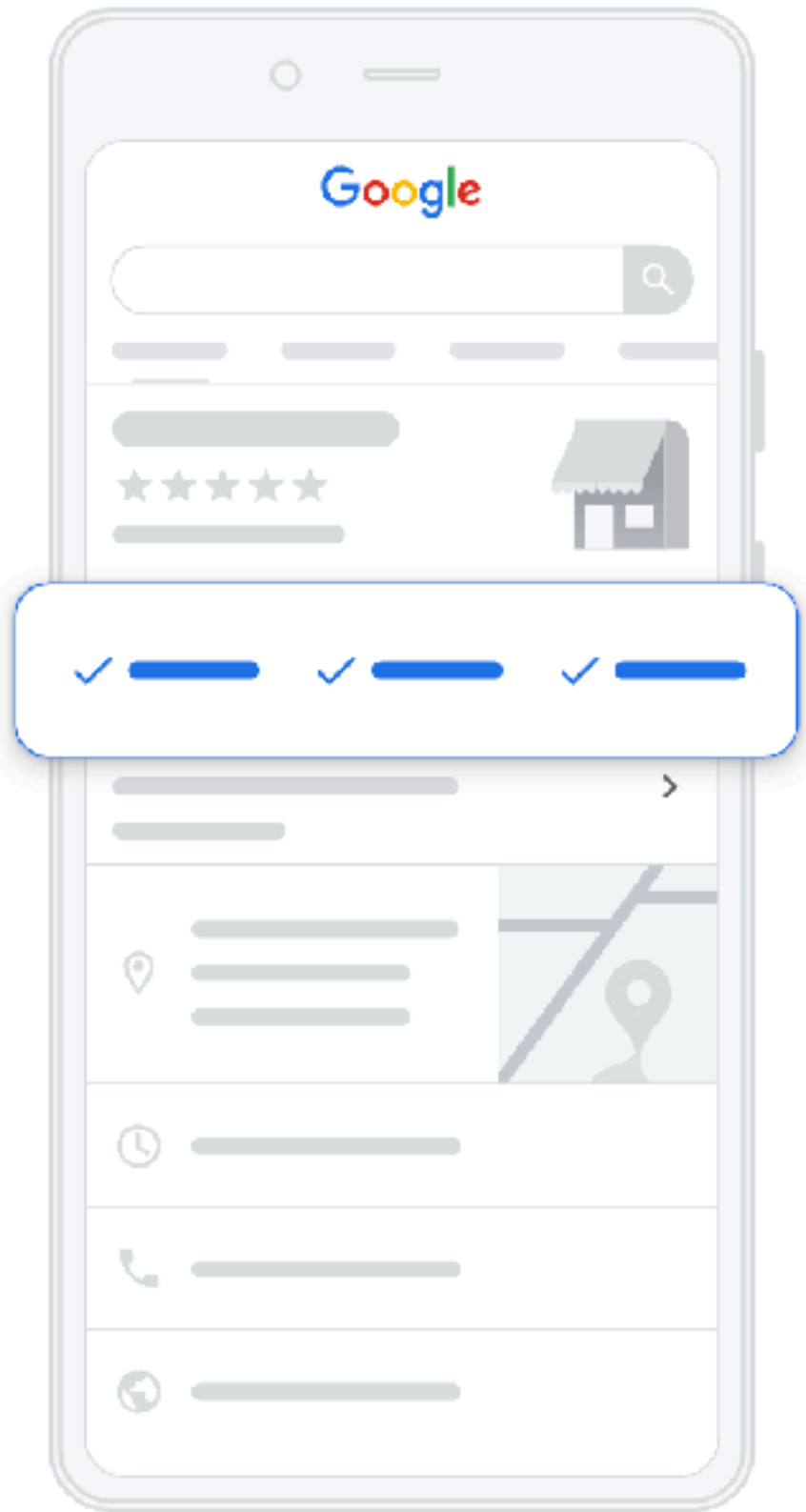
Thursday ☐ Closed

Friday ☐ Closed

Saturday ☐ Closed

[Skip](#)

[Next](#)



Customize profile

Add dining modes

Let your customers know the ways that they can enjoy what you serve

Dine-in

Customers can dine at your restaurant

Yes

No

Takeout

Customers pick up orders inside your restaurant

Yes

No

Curbside pickup

Customers pick up orders outside of your restaurant

Yes

No

Drive-through

Customers pick up orders from a drive-through window at your restaurant

Yes

No

Delivery

Your restaurant offers in-house or **third-party** delivery

Yes

No

No-contact delivery

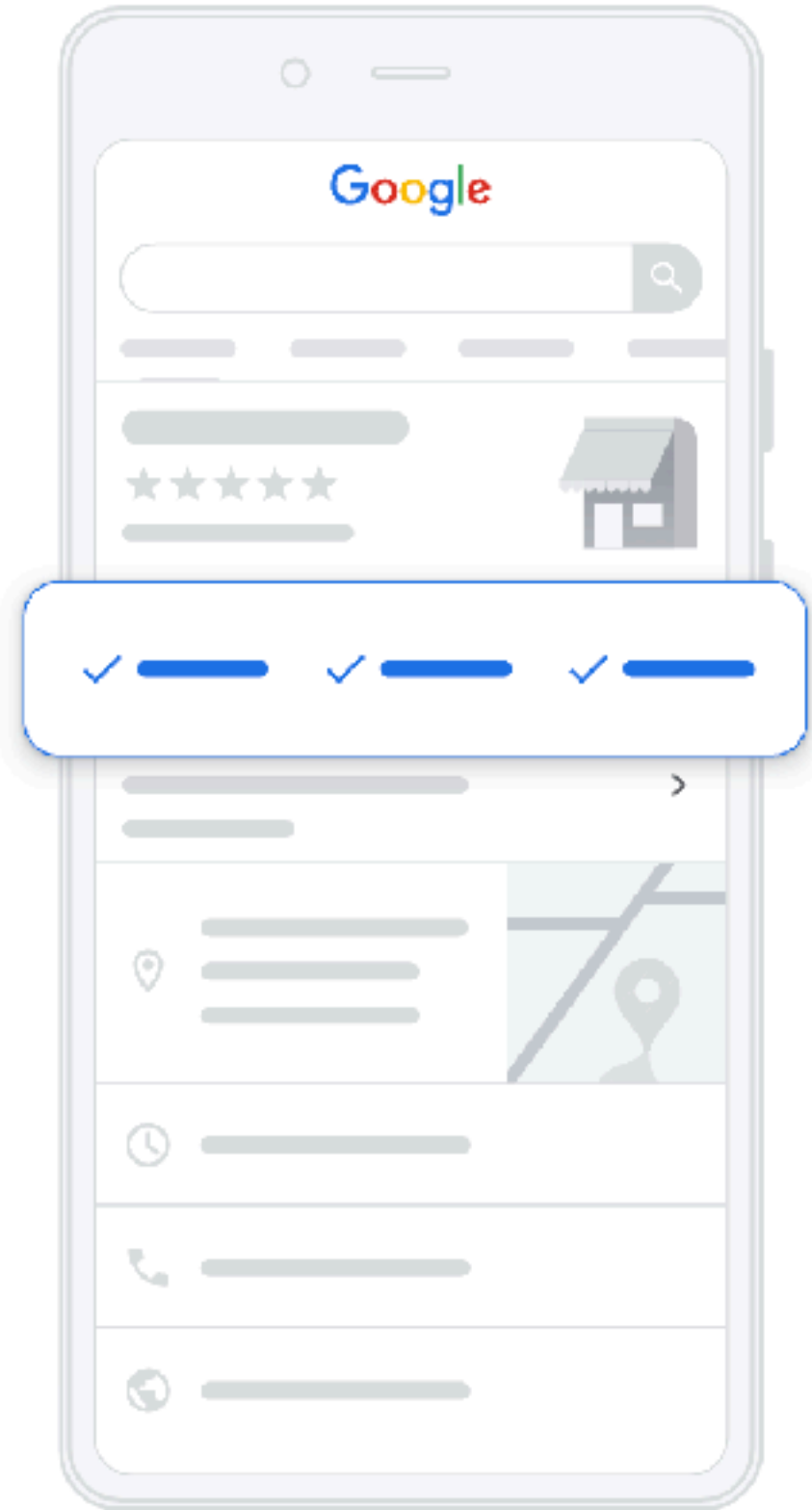
Your restaurant places delivery orders by the customer's door

Yes

No

Skip

Next



Customize profile

Add dining modes

Let your customers know the ways **that** they can enjoy **what** you serve

Dine-in

Customers can dine at your restaurant

☒ Yes☐ No

Takeout

Customers pick up orders **inside** your restaurant

☒ Yes☐ No

Curbside pickup

Customers pick up orders **outside** of your restaurant

☒ Yes☐ No

Drive-through

Customers pick up orders from a drive-through window at your restaurant

☐ Yes☒ No

Delivery

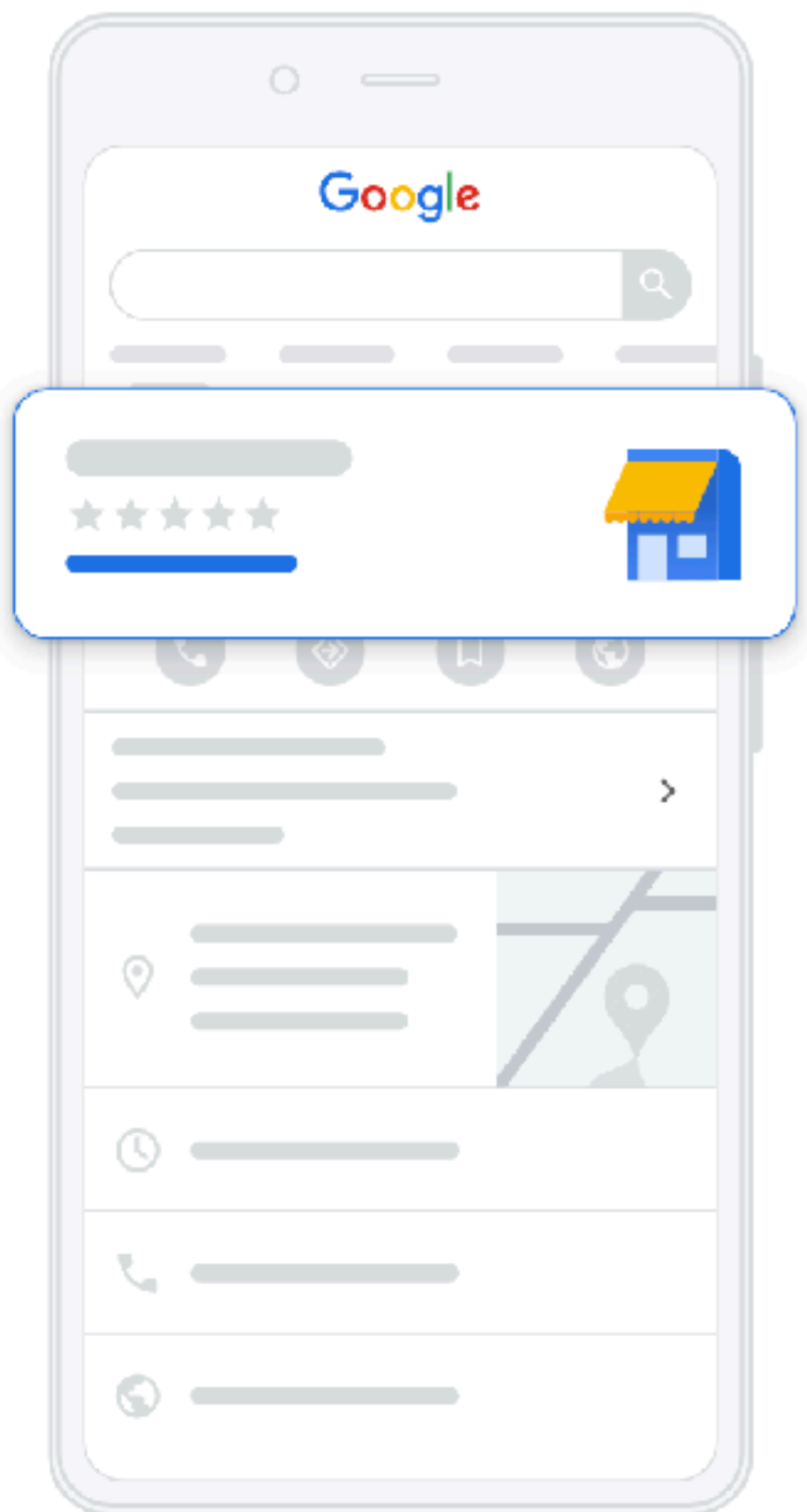
Your restaurant offers in-house or third-party delivery

☒ Yes☐ No

No-contact delivery

Your restaurant places delivery orders by the customer's **door**

☒ Yes☐ No[Skip](#)[Next](#)



Customize profile

Add business description

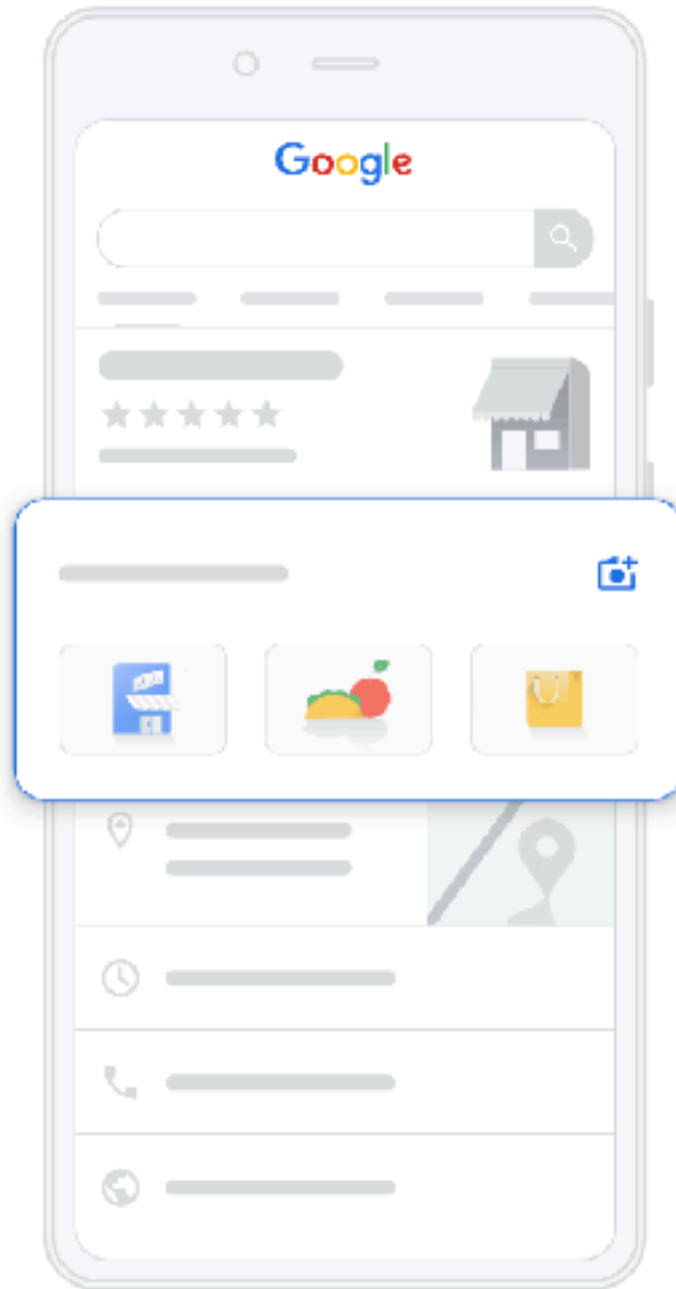
Let customers learn more about your business by adding a description to your Business Profile on Search, Maps, and other Google services.

[Learn more](#)

0/750

[Skip](#)

[Next](#)



Customize profile

Add photos of your menu

Customers rely heavily on menu photos when deciding where to eat

[Learn more](#)

Drag images here

or

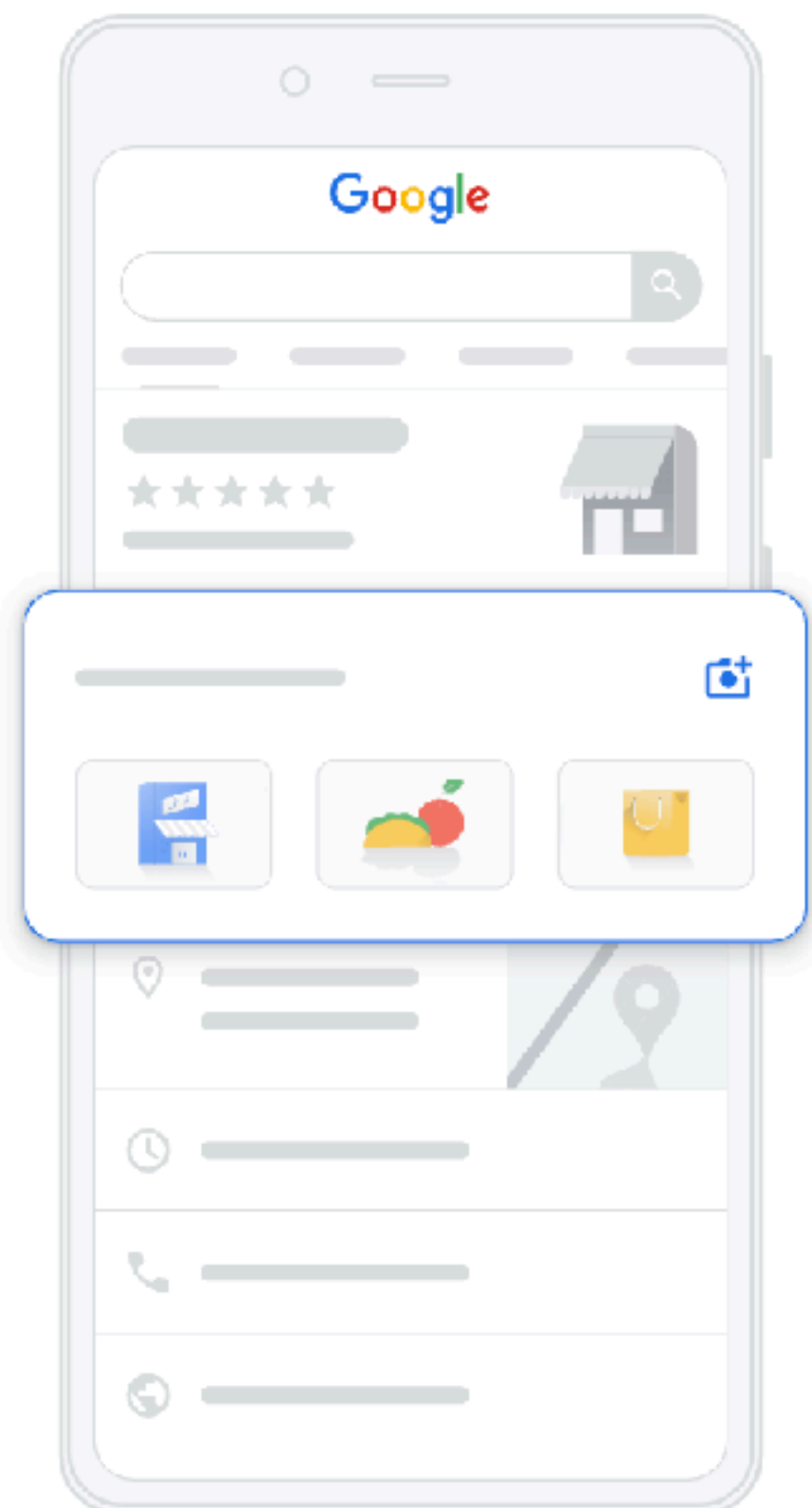
[Select images](#)



Your photos may appear on Search, Maps, and other Google services

[Skip](#)

[Next](#)



Customize profile

Add photos of your dishes

Attract customers by featuring photos of your food and drink offerings

[Learn more](#)

Drag images here

or

 [Select images](#)

[Example](#)

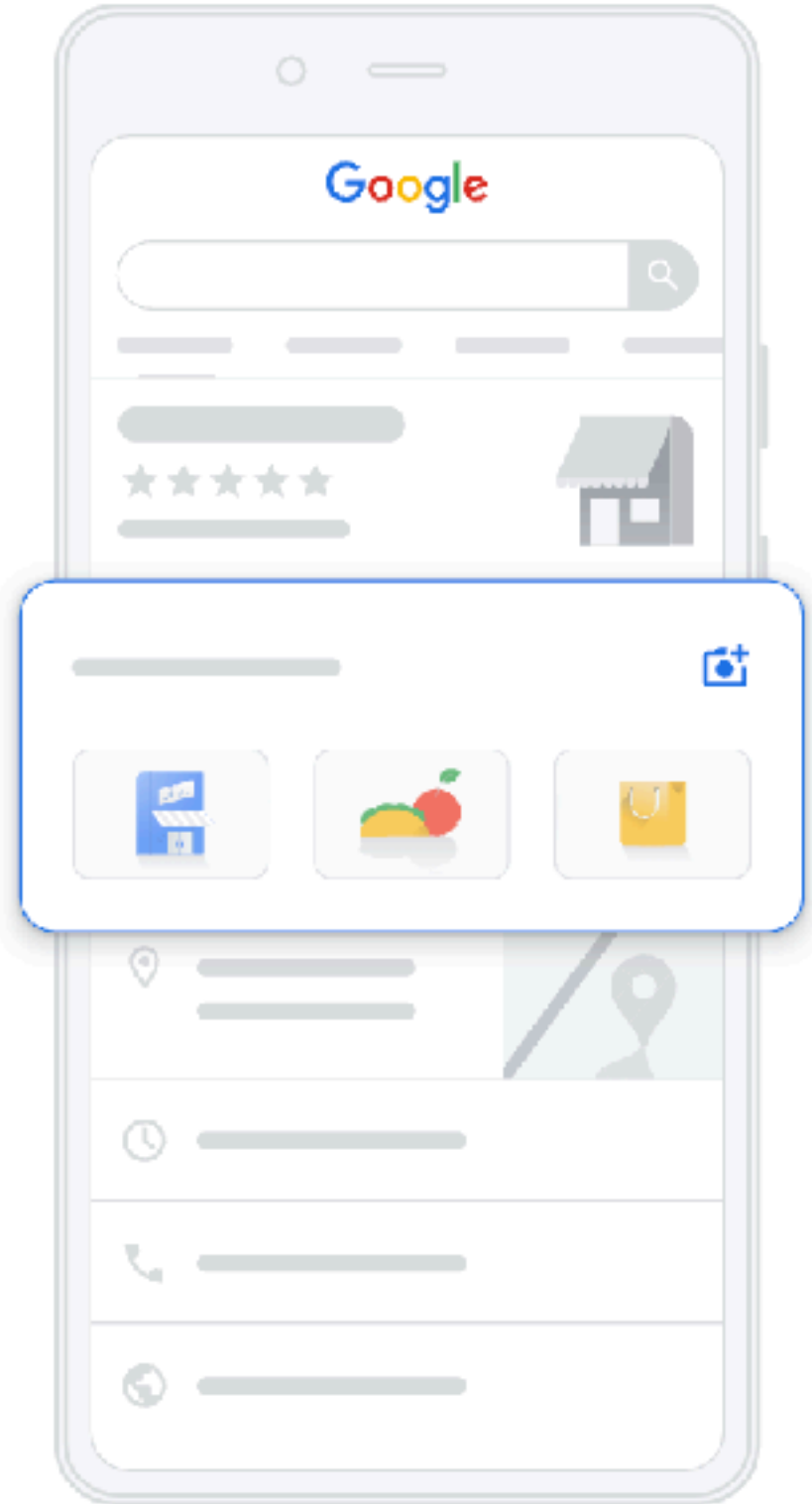


[Example](#)

Soft natural light will help a dish look its best

[Skip](#)

[Next](#)



Customize profile

Add photos of your dishes

Attract customers by featuring photos of your food and drink offerings

[Learn more](#)

Drag images here

or

 [Select images](#)

[Example](#)

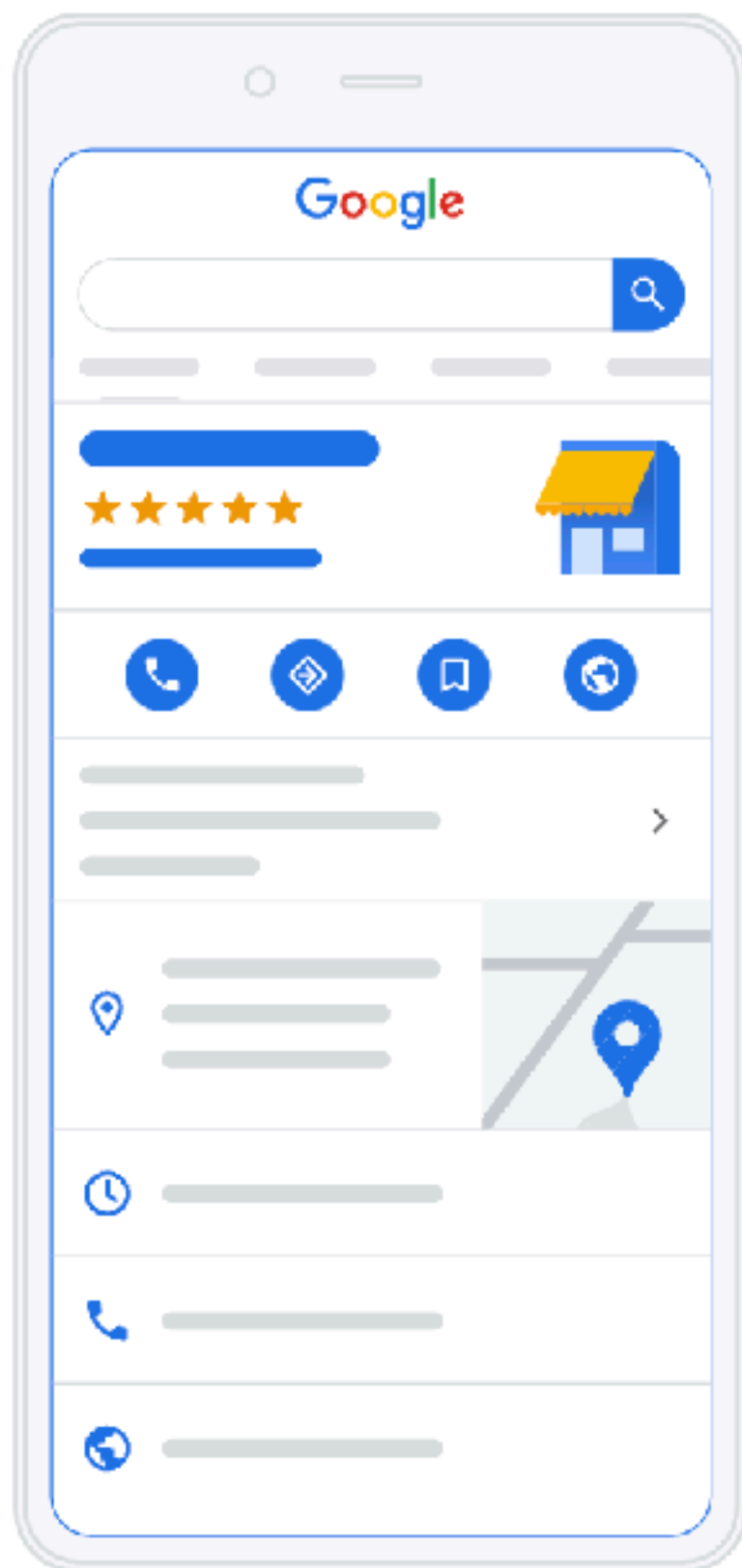


[Example](#)

Soft natural light will help a dish look its best

[Skip](#)

[Next](#)



Customize profile

Your edits will be visible once you're verified

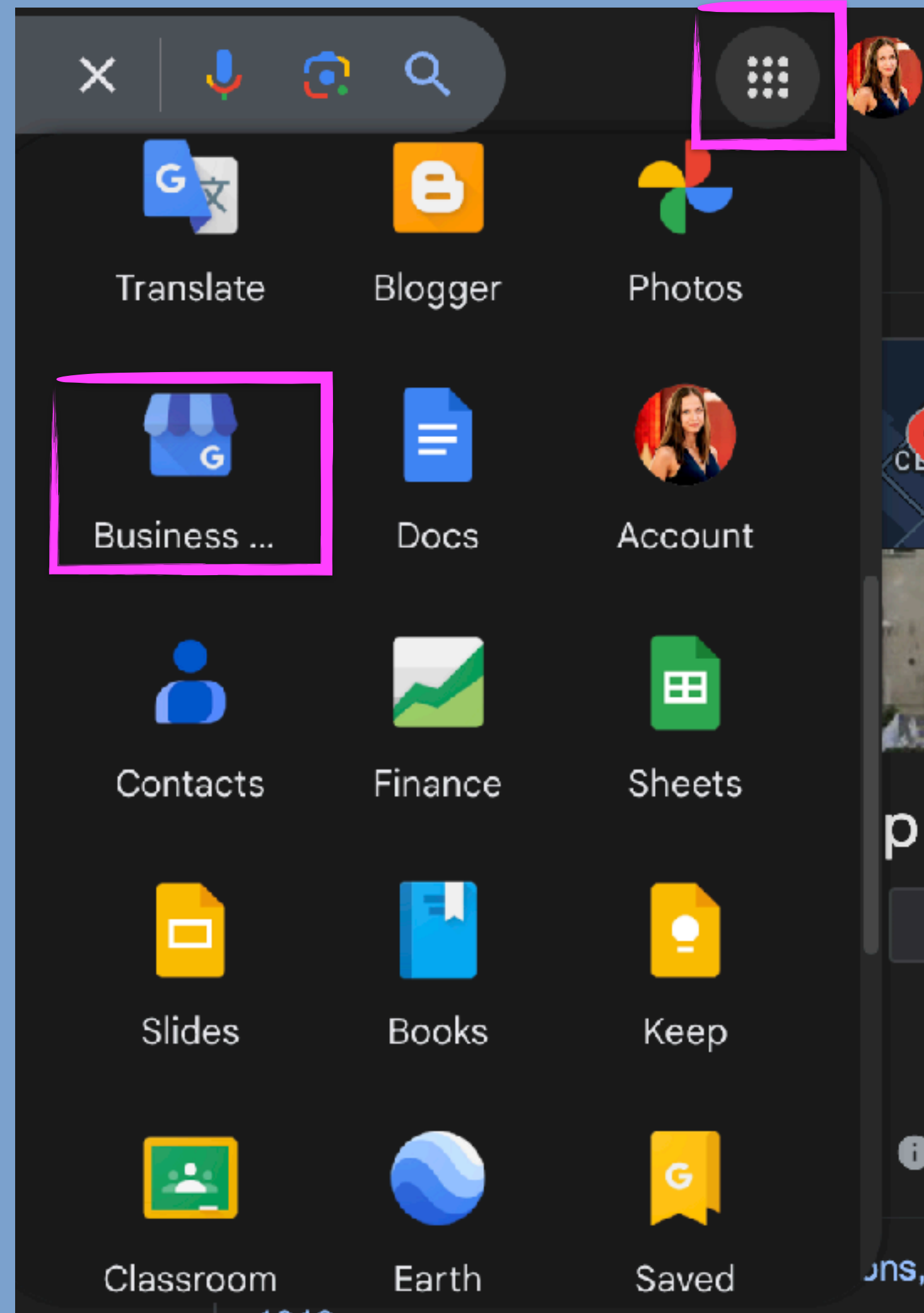
You can continue to make updates to your profile at any time. All your edits will be visible to customers on Google once you've been verified.

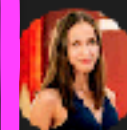
Continue



Kā atrast savu profilu

google.com/business





Translate



Blogger



Photos



Business ...



Docs



Account



Contacts



Finance



Sheets



Slides



Books



Keep



Classroom



Earth



Saved

CL
p
ons,

Your business is not visible to customers



Edit profile



Read reviews



Photos



Performance



Advertise



Edit menu



Food ordering



Bookings



Q & A



Add update



Customers can't see your business information. Get verified to let them find you on Google. [Learn more](#)



Get verified

Restorāns

NOT PUBLICLY VISIBLE

Restaurant

Address: Brīvības iela, Rīga, LV-2111



Add hours



Add phone number



Add website



See photos

Only managers of this profile can see this



See all

Add photo



Businesses with photos
get more clicks



Add amenity map
to your website



Show nearby amenities to
help customers explore
your area



Add a map to your
website



Help customers find your
nearest shop



Ac

Sh
bu



See less

Only managers of this profile can see this

Add update



Share the latest from your business



Add your phone number



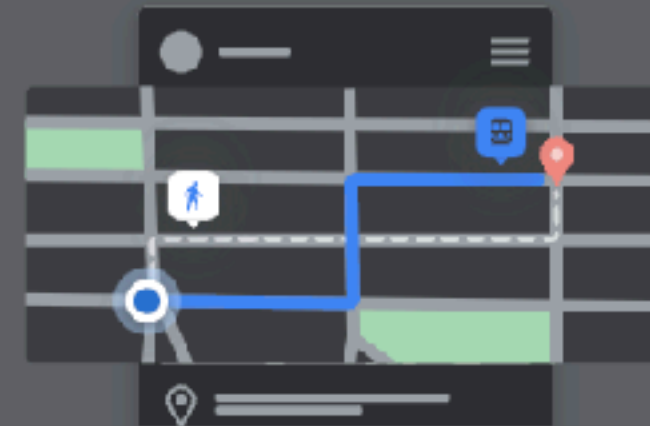
Let customers call your business directly



Add directions to your website



Help customers plan their visit



Ac
hc
Le
yo



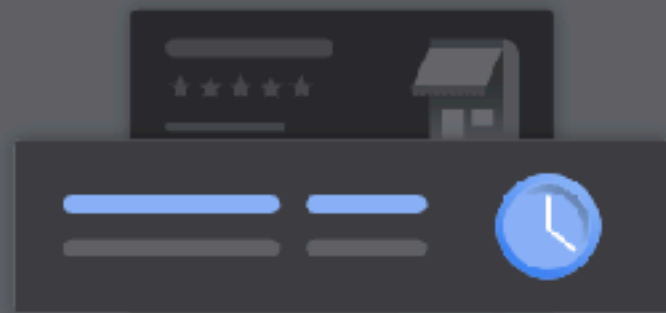
See less

Only managers of this profile can see this

Add your opening hours



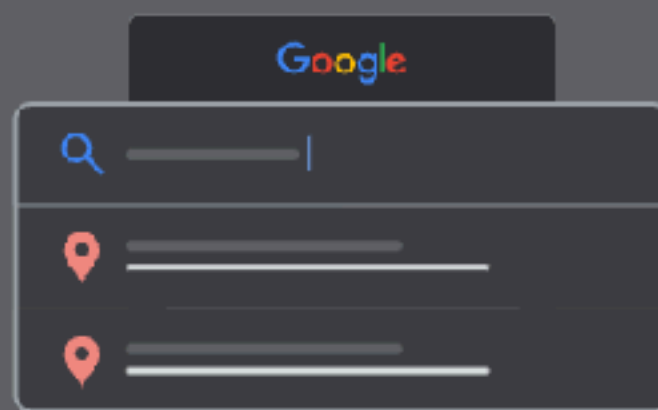
Let customers know when your business is open



Add address autocomplete



Help customers enter the right address for a faster checkout



Get your business on Google



Verify to start connecting with customers



Ac

me

Cu
me



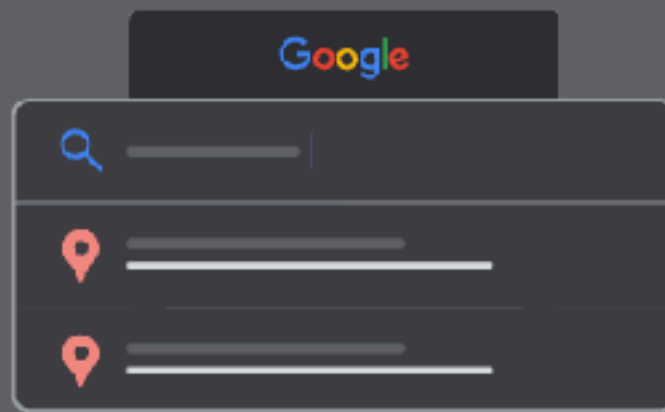
See less

Only managers of this profile can see this

Add address autocomplete



Help customers enter the right address for a faster checkout



Get your business on Google



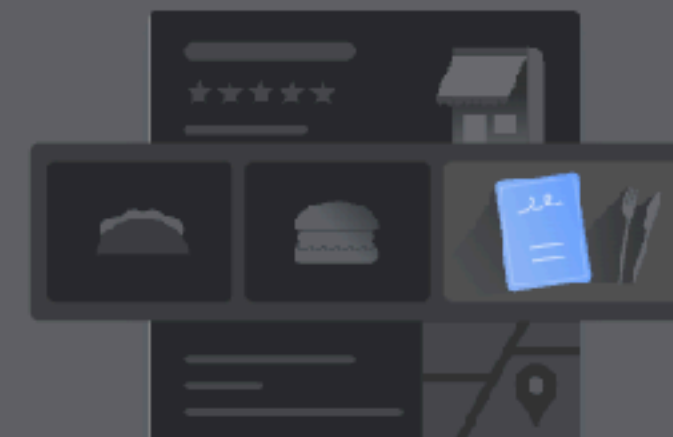
Verify to start connecting with customers



Add photos of your menu



Customers rely heavily on menu photos when deciding where to eat



See less

Only managers of this profile can see this

Profila statistika

Your business is not visible to customers



Edit profile



Read reviews



Photos



Performance



Advertise



Edit menu



Food ordering



Bookings



Q & A



Add update

Time period



Oct 2024–Jan 2025



Overview

Menu

Calls

Bookings

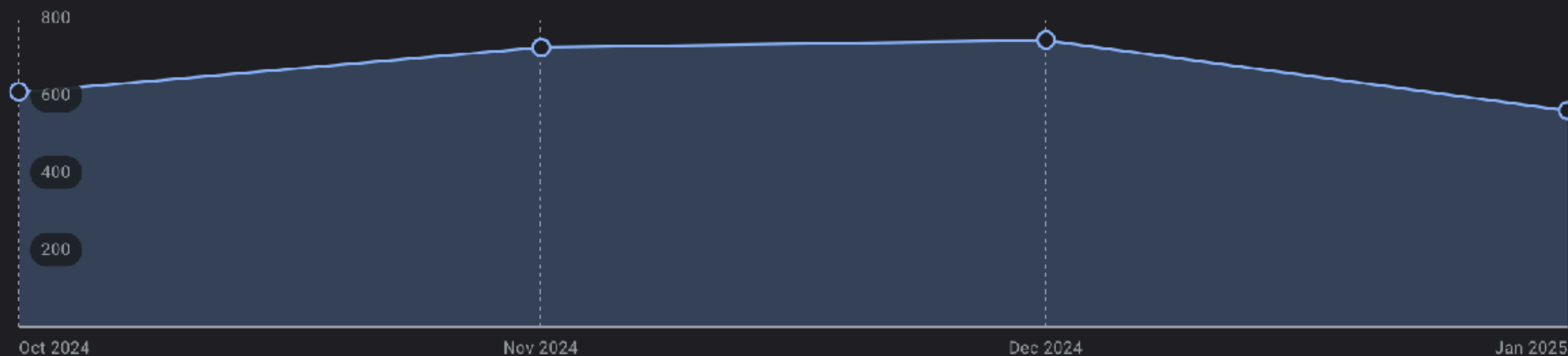
Directions

Website clicks

2,635

Business Profile interactions ⓘ

↗ +205.3% (vs Oct 2023–Jan 2024)



How people discovered you ⓘ

32,367

👁 People viewed your Business Profile

📈 +213.2% (vs Oct 2023–Jan 2024)

Platform and device breakdown

Platform and devices that people used to find your profile



21,602 • 67%
Google Maps – mobile

8,293 • 26%
Google Search – mobile

2,108 • 7%
Google Search – desktop

364 • 1%
Google Maps – desktop

22,400

🔍 Searches showed your Business Profile in the search results

📈 +471.7% (vs Oct 2023–Jan 2024)

Searches breakdown

Search terms that showed your Business Profile in the search results

1. restaurants	12K
2. bar	1,827
3. bars	1,495
4. live music venues	685
5. house	678

See more



Searches breakdown



1.	restaurants	12K
2.	bar	1,827
3.	bars	1,495
4.	live music venues	685
5.	house	678
6.	jazz	590
7.	live music riga	547
8.	jazz club riga	467
9.	jazz club	353
10.	jazz riga	302
11.	blues house	289
12.	jazz bar riga	266
13.	restaurant	255
14.	dzīvā mūzika rīgā	237



Kā optimizēt profilu

- ✓ Aizpildīta profila informācija
- ✓ Atbilstošas kategorijas
- ✓ Atslēgvārdu optimizācija
- ✓ Regulāri atjauninājumi
- ✓ Atsauksmu pārvaldība
- ✓ Atjaunoti un kvalitatīvi attēli
- ✓ Analītika



Vēl efektīvākam mārketingam

Regulāri pārskatīt kategorijas
Izsūtnēs aicināt atstāt atsauksmes
Atslēgvārdu analīze
Radošas kampaņas



Tripadvisor



[Discover](#) [Trips](#) [Review](#) [More](#)

 [USD](#)

[Sign in](#)

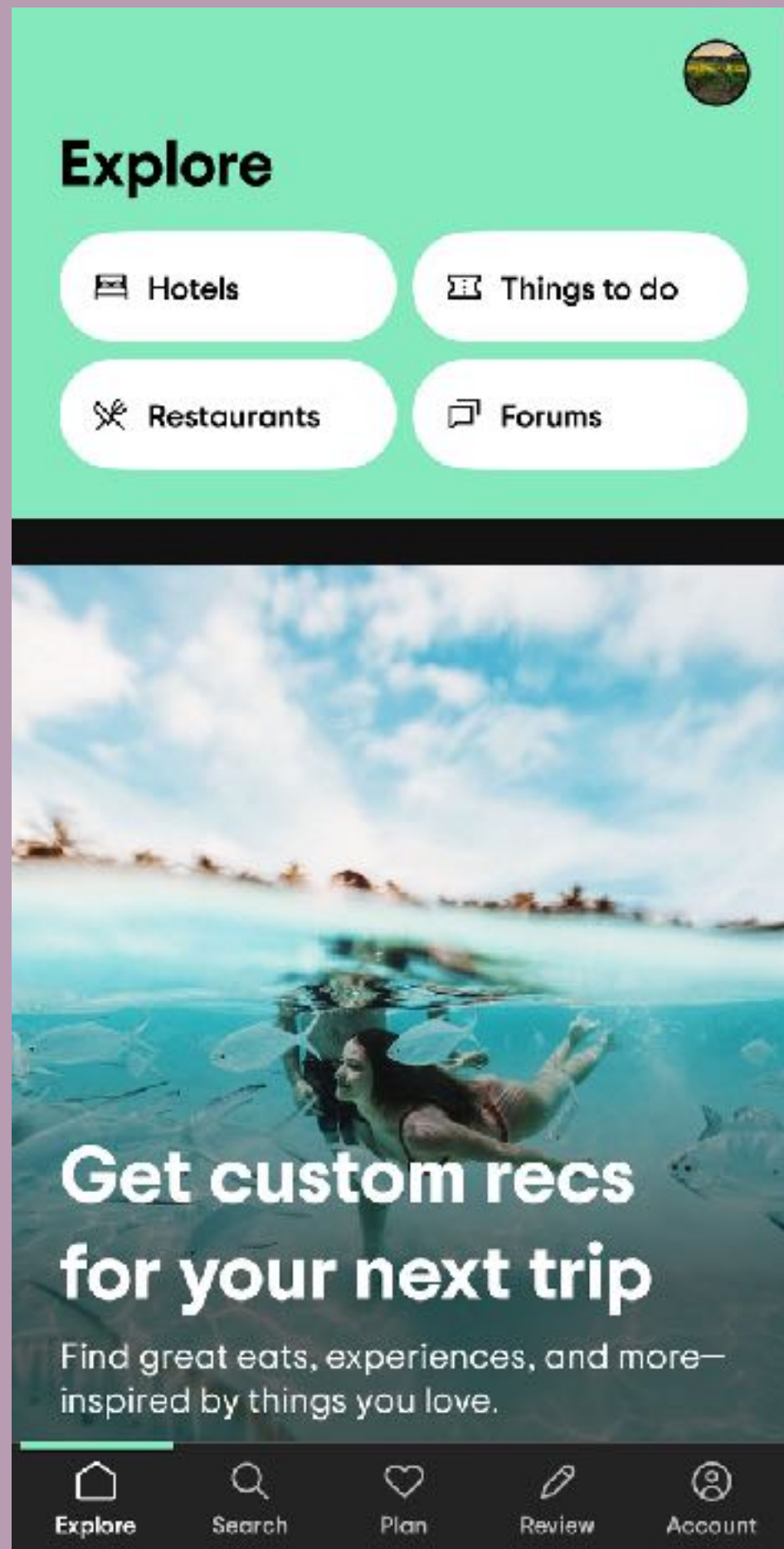
Where to?

 [Search All](#)  [Hotels](#)  [Things to Do](#)  [Restaurants](#)  [Flights](#)  [Vacation Rentals](#)

 Places to go, things to do, hotels...

[Search](#)

Tūrisma
platforma



Mājaslapa & lietotne



Tripadvisor biznesam

tripadvisor.com/Owners



Solutions ▾

Success Stories

Resources ▾

Log in

Claim your listing

Manage your business presence, track performance, and engage new customers with free products from Tripadvisor.

🔍 Business name

Grow your business with Tripadvisor's free products



Take full control of your listing

Customize your listing details, upload photos, and more to show customers what makes your business special.



Respond to customer reviews

Reply to reviews and access free features that can generate more useful feedback for your business.



Track your performance

Access key insights to help you analyze — and build on — your performance.

Atbildes uz atsauksmēm
Atjaunota informācija
Statistikas analīze
Kvalitatīvu attēlu augšupielāde



Kā pievienot uzņēmumu

tripadvisor.com/Owners



Solutions ▾

Success Stories

Resources ▾

Log in

Claim your listing

Manage your business presence, track performance, and engage new customers with free products from Tripadvisor.

🔍 Business name

Claim your listing

Manage your business presence, track performance, and engage new customers with free products from Tripadvisor.

restorāns zemgale



Restorāns PARKS

Jelgava, Latvia



Restorāns Tornis

Jelgava, Latvia



Restorans Terasē

Tukums, Latvia



Restorāns Rezidence

Rundale, Latvia



Miķelis, Restorāns

Uzvara, Latvia



Add a missing place

Add a place



Location details

2

Contact & hours

Location details

Name

Which category best describes this place?



Accommodation



Restaurant



Things to do

Read the complete [Tripadvisor Listing Policies](#)

Adding something else?



[I own a tour company.](#)



[I own a vacation rental](#)

Address



Type address

Powered by **FOURSQUARE**

Are you an owner, employee, or official representative of this place?

☐ Yes! I am a representative of this place.

[Start over](#)

Save & Continue

Add a place

1

Location details

2

Contact & hours

Location details saved.

The location was saved and is now under review. If you can, please add a few more details about this place.

Contact info

Website (optional)

Official phone (optional)

Official email (optional)

[Go back](#)

Submit



Thank you for adding a place!

Once it's live, we'll email you with instructions to [claim your listing](#).

[Add a place](#)

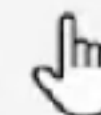
[Return to homepage](#)




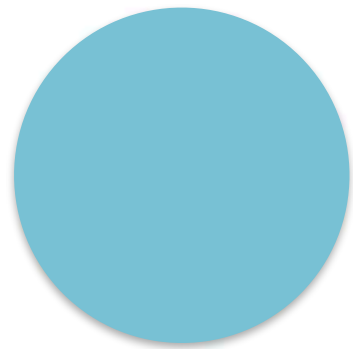
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Profila nosaukums

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The background image shows four geometric, lantern-like light fixtures hanging from thin black cords. They are positioned at different heights and angles, creating a sense of depth. Behind them is a blurred view of a building with large windows and some bare tree branches, suggesting an outdoor or semi-outdoor setting at twilight. The overall mood is calm and atmospheric.

Kā aicināt atstāt atsaukšmi

Aicinājums e-pastā

Pateicības kartīte

Neliela pateicība, īpašs piedāvājums

Atlaižu kods

Foto konkurss

Labdarība

The background image shows four ornate, conical hanging lanterns with a black metal frame and a warm, yellowish glow. They are suspended by thin black cords. Behind the lanterns is a dark, out-of-focus scene of a building with many windows, some of which are lit, and a tree on the right side. The overall atmosphere is quiet and contemplative.

Kā izveidot labus aprakstus

Atslēgvārdi nosaukumā un aprakstos

Kas padara šo vietu unikālu?
Kādu pieredzi gūs apmeklētājs?
Kāda ir vietas vēsture?

Stāsts

Smalkas detaļas

Maigs vējš, kas šūpo kviešu
laukus
Tikko plūktas zemenes smarža

Tradīcijas
Ilgtspēja
Saglabātas ainavas
Kopīgi veidota nākotne

Lielā bilde

Sajūtas

Tauste

Smarža

Garša

Dzirde

Vizuālie elementi

Spriedze

Izcēlumi

Apjukums -> skaidrība

Satraukums -> miers

Kontrasti

Emocijas

Prieks

Lepnums

Skumjas

Dusmas

Ilgas

The image features four identical hanging lanterns with a geometric, cage-like design, each containing a warm-toned light bulb. They are suspended by thin black cords. The background is a blurred view of a building with large windows and a tree, captured in a low-key, dusk-like lighting. The overall mood is serene and modern.

Attēli

Pamatattēls - logo

Iekštelpas

Apkārtne

Komanda

Piedāvājums

Sezonalitāte

The image features four ornate, conical hanging lanterns with black metal frames and warm-toned glass shades. They are suspended by thin black cords. The background is a dark, out-of-focus scene of a building with large windows and a tree, suggesting an evening or nighttime setting. The overall mood is cozy and atmospheric.

Video

Uzņēmuma stāsts

Noskaņa

Unikālās iezīmes

Piedāvājums

Profila optimizācija: Augstas kvalitātes attēli, pievilcīgi apraksti un vizuālais noformējums

Atsauksmes: Aicināt atstāt atsauksmes un reaģēt uz tām, lai uzlabotu reputāciju un redzamību.

Vizuālais noformējums: Izmantot attēlus, logo un video, lai radītu pievilcīgu tēlu.

Uzturēšana: Regulāri atjaunināt profilu, pievienojot jaunus attēlus un aprakstus.

Paldies