

BE MORE BUSINESS



# *Visibility* STRATEGIES

FOR SMALL BUSINESSES IN KC



**BE MORE BUSINESS**

# *Kimberly Beer* **ABOUT ME**

Entrepreneurial Wise Woman

- 30 years in the marketing industry
- automation expert
- email marketing guru
- your guide to creating a business that supports the life you want to live.

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**JOIN MY VIP  
LIST**





# Visibility

Visibility isn't about being everywhere, it's about understanding your customer and showing up in the right moment.





# HOW PEOPLE SEARCH

## *Before travel*

Google Search

AI Search - "Things to do"

YouTube & Tiktok

Trip Planning Sites (TripAdvisor/Blogs)

Municipality Sites

## *During travel*

Google Maps #1, Hands Down

"Near Me" searches

Yelp

Quick Decisions (hungry, bored, curious)

Deliverability is a primary concern.



# *Keep in Mind!* INTERNATIONAL TRAVELERS

- Don't know your local reputation
- Are not familiar with our geography
- Know the "well-known" spots

**They depend on reviews, photos, proximity, and search.**



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*Creating*  
**A VISIBILITY ECOSYSTEM**





# GOOGLE BUSINESS PROFILE

- Proximity searches, maps
- Reviews
- Photos
- Category Listings for searchers
- Location, hours, and other important details

**If you do nothing else, do THIS ... and do it well as possible. —————>**



# GATHER

- Logo – square format is best
- Business info: hours, address, website, etc.
- Business description – KISS
  - **WHAT** do you do
  - **WHO** do you serve
  - **WHERE** are you
- **Photos – VERY Important**
- Service Area
- Booking, Menu or Contact Links (if applicable) – whatever helps them take the next step

# GO ...

[business.google.com](https://business.google.com)

You will need a Google Account

The process is realitively easy and quick ...  
most of the time.





# GOOGLE MY BUSINESS VERIFICATION

Your verification is based on your business type, location, trust signals, and history (new vs established)

Verification types: Video, postcard, phone/email, live video call.

Be mindful of inconsistent info, no real presence, and don't use fake/virtual addresses





# BEST PRACTICE #1

- Be Radically Clear (Not Clever)
- People are scanning fast—especially travelers.
- Say exactly what you do
- Say who it's for
- Say where you are

Skip:

- Taglines
- Vague language
- “We help you thrive” energy





# BEST PRACTICE #2

- Use Real, Abundant Photos — This is one of the biggest ranking and conversion factors.
- You want:
  - Exterior (so they can find you)
  - Interior (so they feel comfortable)
  - Products/services in action
  - People (you, staff, clients if appropriate)
- No stock. Not overly polished. Real beats perfect.
- Cell phone images are great.
- Customer contributed images are awesome!





# BEST PRACTICE #3

- Actively Get and Manage Reviews
- Reviews are your social currency—especially for visitors.
- Focus on:
  - Quantity
  - Recency
  - Responding to new reviews as they come in

**Pro tip: Respond like a human, not a robot.**





# BEST PRACTICE #4

- Keep Information Complete and Updated
- Google rewards completeness.
- Make sure:
  - Hours are accurate (including holidays & for the event)
  - Phone, website, location are correct
  - Categories are dialed in

**Incomplete profiles = invisible profiles**





# BEST PRACTICE #5

- Show Signs of Life (Ongoing Activity) – Google likes active businesses.
- You can:
  - Add new photos regularly
  - Post updates or offers
  - Answer questions
  - Respond to reviews

This signals: You're open, you're engaged, you're relevant





# THE INTERNATIONAL TWIST

- Geography matters - use it as an anchor, say "10 minutes from downtown" vs "Located in Brookside"
- Remove pricing ambiguity (even if you don't list full price, use \$, \$\$, \$\$\$ or starting at ... or average visit is \$15-\$25)
- Use SIMPLE, UNIVERSAL Language - avoid idioms, clever phrases, slang - examples: Walkins Welcome, No Reservation Needed, Family-Friendly, Beginner Friendly
- Show off your experience and experiences - use photos if at all possible
- Highlight convenience
- REVIEWS, REVIEWS, REVIEWS





# HOW DO I GET REVIEWS?

- Stack the deck – respectfully
  - Ask current customers – beg if you have to!
  - Send out an email asking – make it part of your follow up process!
  - Get a QR code
  - Reward people
  - Make it so simple anyone can do it easily!





# MORE SOCIAL PROOF VIA REVIEWS

Google is your primary, but ...

- Yelp (restaurants, etc.)
- TripAdvisor (especially tourism businesses!)
- Social Media (Facebook, LinkedIn)





# FOUR TYPES OF SOCIAL PROOF

- Provided - given freely by the customer
- Gathered - harvested by you
- Wild - offered in the customer's social circle
- Authority - gained through exposure & pr

USE THEM ALL!





# AI ASSISTANTS

- AI search is already shaping what people see before they ever click a website
- AI pulls from your website, Google profile, reviews, and content across the internet
- Clarity, consistency, and real language matter more than technical tricks

**You don't optimize for AI—you make it easy for AI to understand and recommend you**





# THE TOOLS PEOPLE USE MOST

- ChatGPT (global, especially U.S., Europe)
- Google AI (Gemini / AI Overviews)
- Claude
- DeepSeek





# WHERE DO AI TOOLS GET ANSWERS?

- Your website
- Your Google Business Profile
- Reviews
- Directories (TripAdvisor, Yelp, etc.)
- Social media content
- Other websites mentioning you





# HOW TO OPTIMIZE FOR AI SEARCHES

- Clear descriptions of what you do
- Consistent info across platforms
- Real language people actually use
- Content that answers real questions

AI favors:

- Clear
- Structured
- Trusted
- Repeated (consistency across platforms)





# BEST PRACTICE #1

Say what you do in plain language:

“Authentic Kansas City culinary experience”

“Kansas City BBQ restaurant serving ribs, brisket, and burnt ends near downtown”





# BEST PRACTICE #1

Say what you do in plain language:

“Craft coffee with a community vibe”

“Coffee shop near downtown Kansas City with breakfast, pastries, and free WiFi”





# BEST PRACTICE #1

Say what you do in plain language:

“Curated local goods and artisan finds”

“Gift shop with Kansas City souvenirs, local products, and unique gifts near the Plaza”





# BEST PRACTICE #1

Say what you do in plain language:

“Premium transportation solutions”

“Shuttle service to and from Kansas City stadiums, hotels, and the airport”





# BEST PRACTICE #1

Say what you do in plain language:

“Immersive cultural experiences”

“Guided Kansas City tours featuring local history, food, and top attractions”





# BEST PRACTICE #2

Answer Real Questions (Especially on Your Website)

Add content like:

- “What to do in Kansas City for families”
- “Best bowling in KC”
- “Where to get BBQ near downtown KC”

This feeds both Google AND AI





# BEST PRACTICE #3

Be Consistent Everywhere

Your:

- Name
- Address
- Description

Should match across:

- Website
- Google
- Social
- Directories





# BEST PRACTICE #4

Build Reviews with Real Language

Encourage reviews that say things like:

- “We visited from Germany...”
- “Easy to find”
- “Great for tourists”

AI LOVES natural language context





# BEST PRACTICE #5

Show Up in Multiple Places

Don't rely on one platform.

Be visible on:

- Google
- Website
- Social
- Review platforms





# YOUR WEBSITE

- Your customer's hub for information about you!
- Google uses your site for search, AI for answers
- Must be: mobile responsive, clear, easy to navigate, have a clear call to action

**Recommendation: Update your site and include a page for international visitors**





# SOCIAL MEDIA

- Post consistently starting yesterday!
- Be active
- Signal trustworthiness
- Use REAL content that would be of interest to your target market

**Recommendation: Read up on the materials that explain the demographics of visitors.** →



# LOCAL & REGIONAL LISTINGS

- Chambers
- Tourism boards
- Event listings
- Visitor directories
- Local directories

**Recommendation: Get really familiar with the many ways being set up for the visitors coming to KC.** →



# LOCAL KC DIRECTORIES FOR VISITORS

Visit KC

TripAdvisor

Yelp

Apple Maps

Chamber Websites

Hotel & Concierge Recommendations (***Make friends!***)

Experience & Event Platforms (Eventbrite, Facebook, local event calendars)

**DROP YOUR FAV KC DIRECTORY IN THE CHAT!**





# DON'T JUST GET NOTICED — GET PICKED!

## **CLARITY**

Above all else, make sure you are clear — WHAT do you do, WHO is it for, WHY should the buyer care?

## **VISUAL TRUST**

Real photos showing the real experience.

## **REVIEWS**

Ask for them, respond to them, use them!

## **ELIMINATE FRICTION**

Things that cause friction: confusing language, website, or listing; no pricing; no hours; no location; no clear next step; no social proof





# PRIORITIZING IT ALL

## **Level 1: MUST HAVE**

Google Profile Optimized  
Up-to-Date Website, Considerate of AI

## **LEVEL 2: SHOULD HAVE**

Reviews  
Social Media Proof of Life

## **Level 3: Nice to Have**

Tiktok/YouTube Presence  
Blog/SEO Content  
Partnerships & Backlinks





# ASK YOURSELF:

**Can someone find you?**

**Can they understand what you do?**

**Can they trust you?**

**Can they act immediately?**



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**THANK  
YOU**

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