

GOOGLE BUSINESS PROFILE: ADVANCED TIPS

Fact Sheet for Businesses

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BERMUDA
TOURISM AUTHORITY

The Questions and Answers Feature

Google's Questions & Answers is an interactive content unit offering FAQ information in the Knowledge Panel of a business. Business owners, Local Guides and other users can ask or answer questions directly.

How to Ask A Question

Navigate to the Knowledge Panel of a business in Google search results. The Question and Answer block is visible on the Knowledge Panel on mobile devices or desktop. You can see questions that have already been asked by clicking “See all questions.” To ask a new question, select “Ask a question” and enter your question. When your question is answered, you will receive a notification.

Editing or Deleting a Question

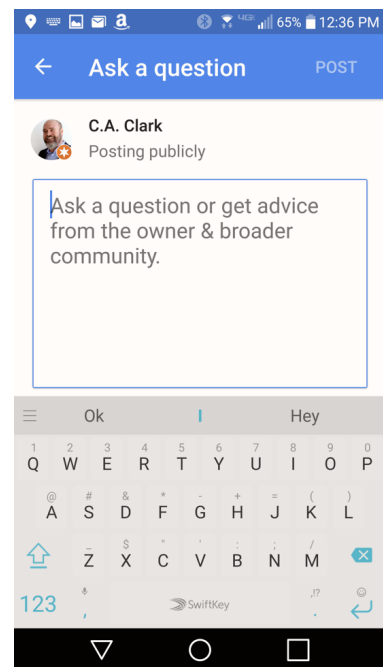
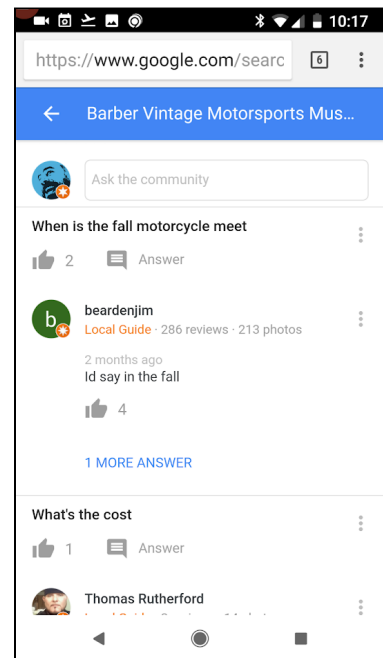
Under “Questions & Answers,” click “See all questions” and navigate to your question. Next to your question, click the “More” (three vertical dots) menu and choose to Edit or Delete your question.

Answering a Question

Navigate to the Knowledge Panel for your business in search results or in Maps. Under “Questions & Answers,” select “See all questions.” Next to the question, tap the Answer bubble to respond to the question. You have the option to edit or delete your answer. Next to your answer, click the “More” three dot menu and choose to Edit or Delete your question.

Notifications

If your account is verified you have the option to receive a notification when someone asks a question about your business. You can also see if someone answers questions asked. To turn off notification, open the Google Maps app on an Android device. Click “Menu” and select “Settings.” Under settings, click on “Notifications.” To stop receiving messages about questions you can answer, click “Your contributions” and turn off “Community questions and answers.” To not receive messages about your business, click “People and places” and select turn off “Business listings.”



Managing Questions and Answers

The visibility of specific questions and answers on the Knowledge Panel is influenced by the number of upvotes specific questions and answers received from users. By paying attention to the questions being asked on your listing and clicking on the thumbs-up icon for good questions and answers, it's more likely that the most popular and helpful questions will be the ones that surface on the front of your listing (before a user clicks through to see all). By upvoting helpful questions and answers as well as flagging problematic or unhelpful content, you can manage the content that will be most visible to prospective customers.

