Google Tricks & Tips

Resource Links

Most frequently used resources

Contacting Google Support	Google TTD Contact Form
Troubleshooting a connection and place Id eligibility	Action Center
Finding a place Id	Service Area Place ID Lookup Tool
Finding a place Id	Place ID Finder Chrome Extension
Item eligibility	Things to do content and referral experience policies: Restricted businesses
Price eligibility	Things to do price policies

Additional Forms and Help Pages

Form for clients	Google Things to do Request Form
FH internal hp	Google Integrations
FH client facing hp and compass pages	Google TTD Integration & Google Things to do Setup Checklist & Everything Tour & Activity Operators Need to Know about Google Things to do
Google error messages, review process, and location information	Google Product Issues List & Product Review Process & How to pass related locations to Google
Google hp for picking a GBP category to trigger eligibility for TTD	How to choose a category for your Business Profile
Client Google Business Profile resources	Create a GBP & Merging Duplicate Google Business Profiles & How a client can find their own placeID

For FH dashboards that use a minimum fee instead of the 6% booking fee (can be found in advanced company settings)	Calculate Google Price when booking fee < minimum fee

Troubleshooting Common Issues

ProductId not showing any results in the TTD Center ● In the Actions Center you can go to 'Check Feeds > History' for the specific error message, when the ri number isn't pulling a result. ● Be sure you're in Production view in TTD center (not Partnerdev)	● Does the dashboard have a business has a logo in Settings > Info & Policies > Logo & Contact ● Does the mapped item have a description in the channel item settings? ● Does the dashboard have a primary (company) location assigned? Does the location for the mapping have a place Id that matches the GBP? ● Is the lowest priced adult or group customer type added to the mapping file? ● Is the mapping file matching to bookable availability ● POI non client GBP only: Is the Admissions module not enabled on a POI eligible page?
Client can not see the products displayed on their GBP ● **Multiple Languages**	● Product displays default to English. You can see search results in a different currency/language by selecting the three line menu in Google Maps, Search Settings, Other Settings, Language & Region, Then change the results region to the country you'd like to see. You have to hit the back arrow a few times to get back to Google maps, then refresh the page. ● Note: Google language option Dashboards that are set to a different language in advanced company settings will default to that language in

	the ‘Language used for item name and description (GTTD)’ dropdown
Client wants to remove products that aren’t being sent from FH	• Clients can refer to the Manage your ticket & activity details help page to manually remove product links from the Operator Booking Module. • Note: OTA links can not be edited by FH or the client. The client needs to reach out to the partner directly in these cases. Some companies like Viator have in their contract that they can resell through a third party.
Client wants to link to a website page that’s not the FH light-frame	• Possible through an action link in the mapping file, but discouraged for this reason: slack
Client wants their own business logo to appear on the GBP Operator Booking Module	• They would need to refer to the Manage your ticket & activity details help page to add their own items. If FH is connected the FH logo will appear (APIary may update this)
Search Results - OBM shows when the exact GBP is searched for, but not when there is a partial search	• Google has stated: We would like to clarify that this is not a data discrepancy. The observed behavior is a result of Google’s search and ranking mechanisms, which dynamically surface the most relevant and exact-match information based on the user’s query. • Please note that Google Business Profile functions as a business listing operator rather than a primary data provider. Additionally, the POI and the associated Google Business Profile are indexed to appear only when the full, exact POI name is queried. As a result, partial or non-exact searches may not consistently return the same entity.

Client wants the base item price to appear on the GBP	• Google Things to Do's pricing policy requires that all fees and taxes be included in the price preview on the Google Business Profile. • Google's pricing policy states that the prices sent to them need to be inclusive of taxes and fees. If competitors have lower pricing, they either actually have lower pricing or they are not following Google's policies and are at risk of being removed by Google.
Client wants to add Google Ratings to the FH lightframe.	• Managed by the FH technical support team. FH HP.
Client wants to change the order of items on the GBP.	• We can't change the item order (only add or remove products). Google lists products by several factors, but mainly price.
Connecting to multiple google business profiles	• We can support multiple Google Business Profiles using separate channel company mappings on one dashboard, as long as we use the channel item primary location to set the correct GBP. • Note: We can not connect multiple dashboards to the same GBP.
Customer type and Bookability Minimums of 2+ • Custom Booking Restrictions: You can see if an item has a custom booking restriction in the bookability setting. Even if an item has a min of 2 for the first booking, there may be a custom setting that allows 1 to book. Example: Surf Yoga Maui • (Adding a discount to Google bookings Slack)	• Solution 1 (best practice): Create a Google price sheet for the Affiliate and price the CT on that sheet. • Solution 2 (only used when the min is 2): Enable 'Allow making price adjustments on total price sheets' in advanced company settings. Set the price adjustment to 100% on the Google Price Sheet (item level). • Note: You can add '(Price for #)' *(of people)* to the Channel Item Name to indicate to customers they are seeing a price for more than 1 person.

Unpriced Online CT	• The CT may be priced in a customer field, but not on the base sheet. These will show as 'Free' on the Google Business Profile • Solution: Create a Google price sheet, add to the Affiliate, price for the lowest priced Adult or Group ticket
Required Priced CFs	• The price of the required CF can be added to the CT price on a Google specific price sheet. Only necessary if the CF always affects the booking total.
Dynamic Pricing is Enabled	• Solution: Create a Google price sheet that inherits from the base and add it to the Google Affiliate. Set the price on the highest priced online Adult CT. • Let the client know: We noticed that you have enabled our dynamic pricing feature for your online customers. Please note the display price on the Google Business Profile will not pull dynamic pricing, however the dynamic pricing will display correctly through the website check out flow.
FareHarbor Fee under the FareHarbor minimum • You can check the advanced company settings for a minimum booking fee.	• When the 6% fee is below the minimum booking fee. FareHarbor adds the minimum fee instead. Since Google always calculates 6% on the subtotal, this can give pricing errors when taxes are included in the total price. Use this cheat sheet or this one to calculate the correct price for the Google Price sheet.

POI Admissions/Experiences (Tours & Experiences)

- **Admissions:** When there are multiple items that are priced the same (for the lowest priced adult ticket), Google will only display one item on the GBP. In addition, tickets must be priced similarly to display.
- **Experiences:** Admissions must be enabled for Experiences to go live. There must be a minimum of 6 products mapped (including by OTAs) to trigger the module. Google restricts the total max number of items to 20.
- Mapping an Item to a POI that's not the client's GBP. Check that a GBP is eligible in the TTD Center and verify the Admissions module is enabled on the GBP.

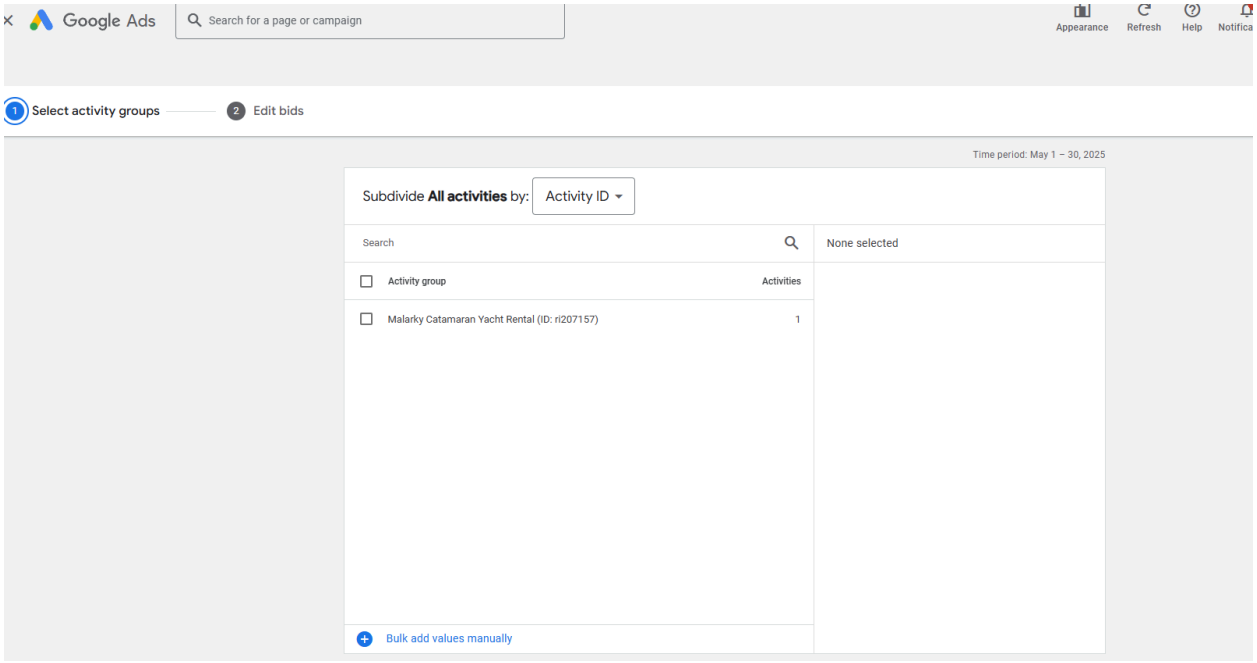
- Product classification is determined automatically by Google based on the information provided in the feed and displayed on the landing page. Google uses automated systems, including machine learning, to evaluate product attributes such as the title, description, product type, and included features and determine the most appropriate booking module. Product information is interpreted by Google's classification systems. We recommend ensuring that the product title, description, and included features accurately and clearly represent the experience. This provides the classification systems with the relevant information needed to determine the appropriate booking surface.

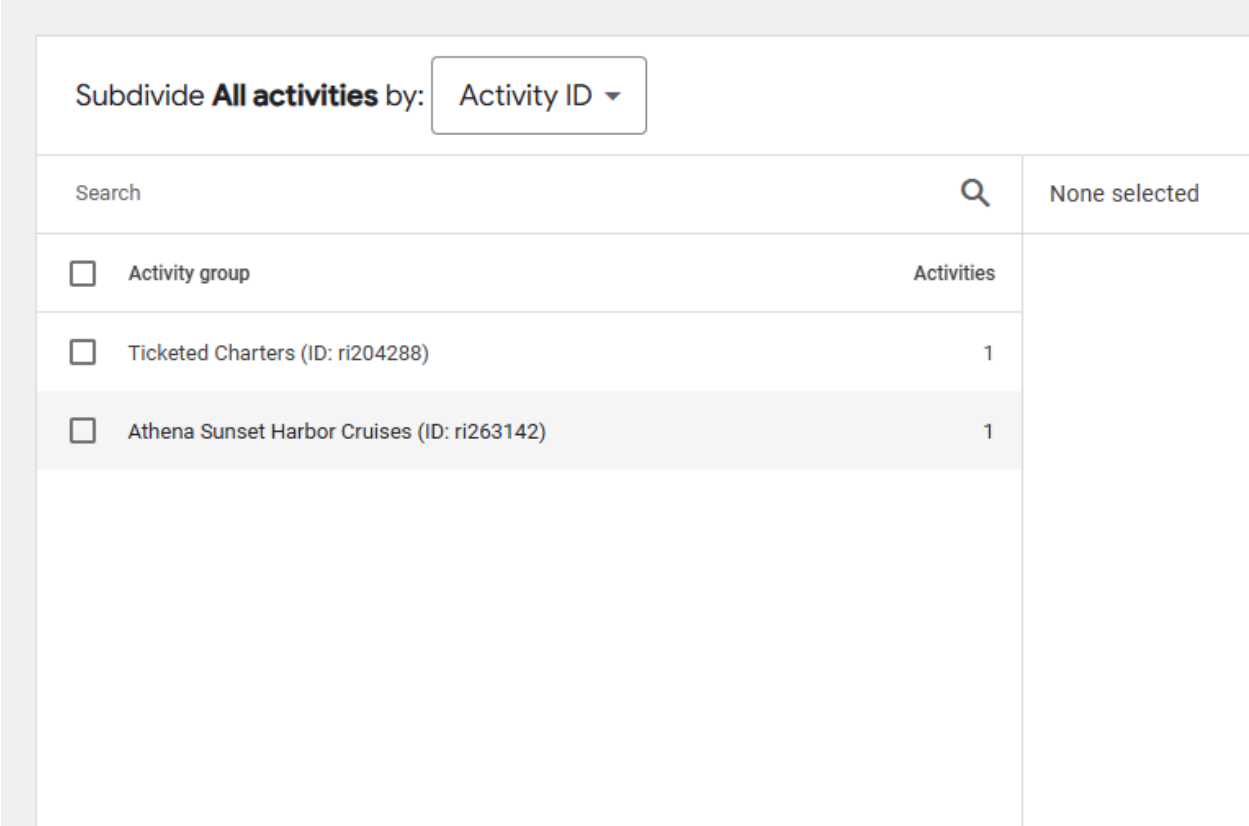
Travel Campaigns (Formerly Google TTD Ads)

Appear in the **Sponsored Tickets & Tours Carousel** in Google search results

- Clients can follow the steps on the [About Travel campaigns for Things to do help page]. Under step 1 they will follow 'If you don't manage your Actions Center account'.
- The FareHarbor Linking Account Id can be found in the Actions Center: Configuration > Accounts and Users
- TRK is a marketing agency that FH clients work with. TRK sends an action link to add for each item and they need the Ri numbers

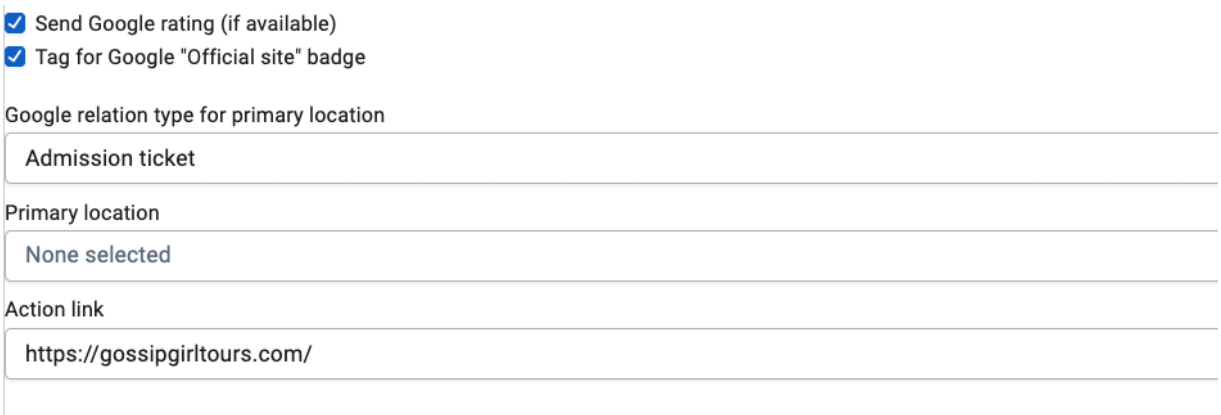
What the Google Ads Account looks like to the Client:





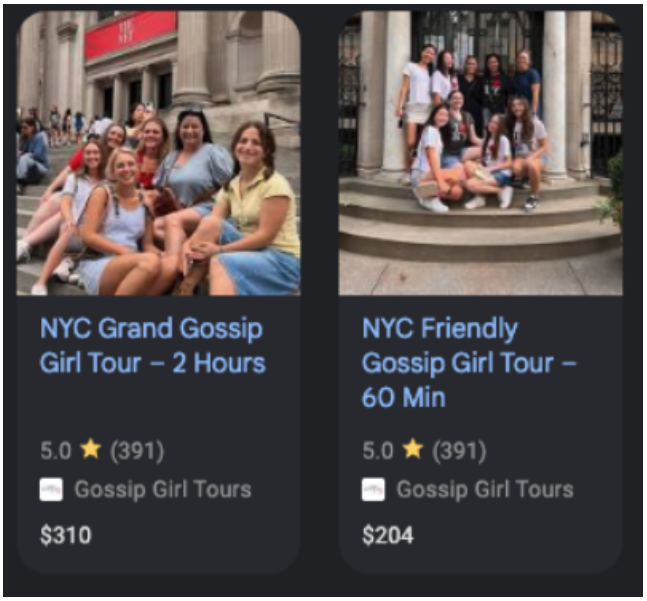
Star Reviews

In order to have star ratings in the product display card in the sponsored tickets & tours carousel, the client needs to have a reviews widget on their website. Google does not provide this widget, so they can use a third party like Elfsight. Once they have the widget setup, we add action links to the website page(s) (with the widget) and enable ‘send Google rating (if available)’ in each mapping file.



- Slack
- Example: https://gossipgirltours.com/





Note: The Activities and Tours carousel is an organic product display rather than paid for.

Notes about Google

Rounded Booking Fee

- OBM and POI Experiences are now displayed with a rounded total on the GBP display. POI Admissions is showing the exact price down to the cent.

Hotel Module

- When the Hotel Module is active the TTD integration will only show live through Desktop Search for the GBP.

Image Display

- Google will display the highest quality image from the FareHarbor listing. You can refer clients to their Image and photography guidelines.
- Once you click ‘see more’ on desktop search the products displayed do not have images. This is normal formatting for Google.