



SQUARE DANCE REVIVAL BASICS!

Create & Use a Google Business Profile

PAGE 1

To help new dancers find and choose your club

Why This Matters

When someone searches: “square dancing near me,” your Google listing is often the first thing they see. It can determine whether they:

- Click
- Visit
- Or never show up

What a Great Listing Looks Like

Tech Squares (Massachusetts Institute of Technology)



Why this listing works well

- Casual clothing makes the activity feel approachable
- Photos show younger dancers and high energy
- Lots of action shots instead of posed photos

The club, founded in 1967 at the Massachusetts Institute of Technology, still holds regular square and round dances and teaches new dancers each semester.

Marketing takeaway: Casual, energetic photos signal that beginners are welcome.

Triangle Squares Square Dance Club



Why this listing works

- Photos capture movement and laughter
- Shows traditional skirts twirling, which creates visual energy
- Images communicate community and friendship

Club photos highlight dancers moving, thinking, and laughing together, emphasizing the fun social aspect of the activity.

Marketing takeaway: Movement and smiles attract attention far more than posed pictures.



SQUARE DANCE REVIVAL BASICS!

Create & Use a Google Business Profile

PAGE 2

People quickly scan:

- Photos (Does it look fun?)
- Reviews (Is it welcoming?)
- Info (When/where is it?)

You have seconds to make a great impression.

Step 1: Create Your Profile

1. Go to: google.com/business
2. Sign in with a Google account
3. Enter your club name
4. Choose a category (try: Dance Club)
5. Add your location (hall address)
6. Add contact info (email or website if you have one)
7. Verify your listing (usually by postcard or email)

Once verified, your club can appear in Google Search & Maps.

Step 2: Set Up the Essentials

Make sure these are 100% accurate:

- ✓ Club name (consistent everywhere)
- ✓ Address (exact dance location)
- ✓ Days & times (current schedule)
- ✓ Website or Facebook page
- ✓ Short description (simple + welcoming)

Example description:

“Friendly, beginner-friendly square dance lessons. No partner needed—come have fun and meet great people!”

Step 3: Add Great Photos (MOST IMPORTANT)

Your photos matter more than anything else.

Include:

- People smiling and laughing
- Action shots (dancing, movement)
- A mix of ages
- Casual, welcoming vibe
- Go closer and fill the picture with people

Avoid:

- Empty rooms
- Only posed photos
- Outdated pictures
- Dark or distant shots, the less background the better



SQUARE DANCE REVIVAL BASICS!

Create & Use a Google Business Profile

PAGE 3

Step 4: Get Reviews

Reviews build trust FAST.

Ask happy club dancers to leave a review:

- Mention fun, friendliness, welcoming atmosphere
- Keep it simple and genuine

Example prompt to members:

"If you enjoy dancing with us, a quick Google review really helps others feel comfortable trying it."

More (and recent) reviews = more new visitors.

Step 5: Keep It Active

An active profile looks alive—and attracts people.

Post updates like:

- Upcoming beginner nights
- Photos from recent dances
- Short videos
- Special events

Even 1–2 posts per month makes a difference.

Common Mistakes to Avoid

Outdated Info

- Old times = lost visitors

No Photos (or bad ones)

- People won't take the next step

No Reviews

- Feels uncertain or inactive

Too Much Jargon

- Keep it beginner-friendly

Think Like a New Person

When someone finds your listing, they're wondering:

- "Will I fit in?"
- "Will this be fun?"
- "Can I do this?"

Your profile should answer YES—instantly.

Simple Success Formula

Accurate Info + Fun Photos + Good Reviews = More New Dancers



SQUARE DANCE REVIVAL BASICS!

Create & Use a Google Business Profile

PAGE 4

One Simple Challenge

This week:

- Add 5 new photos
- Ask 2 people for reviews
- Double-check your schedule

Small updates can bring real new people through your door.

Embedding reviews (comments) from your Google Business Profile on your website is a great way to build credibility and encourage new visitors to try your activity—especially helpful for community organizations like dance clubs. Google doesn't provide a simple official "embed reviews" button, but there are three practical ways most organizations do it.

1. Use a Google Review Widget Tool (Easiest)

Several services generate a small embed code that displays your Google reviews automatically.

Popular tools:

- Elfsight
- EmbedSocial
- Taggbox
- Juicer

How it works

1. Copy the link to your Google Business Profile.
2. Paste it into the widget generator.
3. Choose a layout (carousel, grid, list).
4. Copy the HTML embed code.
5. Paste the code into your website.

Where you can paste it

- Google Sites → Insert → Embed → Embed Code
- WordPress → Custom HTML block
- Wix → Embed HTML element

Pros

- Automatic updates when new reviews appear
- Looks professional
- Very easy

Cons

- Many free plans show only a few reviews.



SQUARE DANCE REVIVAL BASICS!

Create & Use a Google Business Profile

PAGE 5

2. Manually Copy Reviews (Simple and Free)

If you want full control and no external tools, just manually add reviews.

Steps

1. Go to your Google Business Profile.
2. Open your Reviews.
3. Copy a review.
4. Paste it into your website.

Example format:



“This was the most fun I’ve had in years. Everyone was welcoming and the caller made it easy for beginners!” – Sarah M., Google Review

Tip:

Include a button:

- “Read more reviews on Google” linking to your profile.

Pros

- Free
- Very simple
- Works on any website

Cons

- Not automatic

3. Embed a Google Map Showing Reviews

You can embed a map that lets visitors click through to reviews.

Steps

1. Go to Google Maps
2. Search for your business.
3. Click Share
4. Click Embed a map
5. Copy the HTML code and paste into your website.

This won’t display reviews directly, but visitors can easily access them.

Best option for most clubs:

Use a review widget so new reviews appear automatically.

This works particularly well for activity groups like square dance clubs because visitors immediately see real experiences from other dancers.

Tip for dance clubs:

Add a section on your homepage like:

“What New Dancers Are Saying”

3–5 short Google reviews is often enough to convince someone to try a class.