



GUIDE TRAINING

PROFESSIONALIZE YOURSELF



Sample texts for the webinar
'In 15 min to your own free website
with Google'

Slogan

- Max 80 characters
- Draw customers' attention with a heading

Examples

- Together we discover the highlights and secret places
- Galway guide with heart and soul
- Stockholm's history and traditions brought alive
- Book the most entertaining city guide in Washington
- Your dedicated Budapest guide
- I show you the best of Amsterdam

Description of the company

Max 140 characters

Description of the company.

Google says here: Tour operator + place

Examples

- Certified tour guide for city tours and bus tours in Vienna and the surrounding area
- Tour guides, city guides, tours, night watchman tours, museum tours
- costume tours

Summary

Heading

Max 40 characters

In the menu it says “about us”, hence the recommendation to call it “about us” here too

Text

Unlimited number of characters

Design settings possible: Bold, underline, link, bullet, italic

Example

I was born in Hamburg and I love my city. I have been a city guide since 1980 and am very excited to show our beautiful Hanseatic city to guests from all over the world.

Or

Boucherville has been my adopted home for many years. I have been a certified tour guide since _____ and found my calling in this job. In my city tours I enthusiastically share all of my knowledge and insider tips. I look forward to your inquiry!

For whom?

- Bus groups
- VIP groups
- Families
- School classes
- Children's groups
- Individual travelers

Language:

- English
- German
- Hungarian
- ...

What?

City Tours

- Highlights of Cape Town
- Schönbrunn Palace
- Walk in the footsteps of Harry Potter
- Lake Area
- Middle Age Lisbon
- The Dark Side of Edinburgh
- Jewish Budapest

Round Trips

- Lake Area
- Blankenese
- Trip to Stonehenge
- Neuschwanstein Castle
- Terezin
- Castles along the Loire
- Vienna Woods
- Inner-Swiss Countryside
- Majestic Germantown and surroundings
- Mount _____ and much more
- Discover New Hampshire
- Along the South Coast

Prices

- Tours up to 2 hours €150
- Round trips up to 2 hours €170
- [detailed price list](#)

e.g.: based on local guide association fees

Group size

The maximum number of participants for city tours is 25 persons. For groups of 25 people or more, we recommend booking a second tour guide. In this case I would be happy to organize a second guide.

Payment options

- cash
- credit card
- Apple Pay, Google Pay
- WeChat
- Paypal
- invoice

Cancellation policy

- No cancellation fee up to 14 days before the tour
- 14 to 3 days before the tour 50%
- thereafter 100% of the tour fee

Imprint / Legal Notice

In Germany /EU it is mandatory to provide an imprint on websites according to GDPR. For other countries you have to check individually.

It is not yet clear whether this must also be on the Google My Business page. To be on the safe side, I recommend that you specify one.

There are free imprint generators:

<https://www.e-recht24.de/impressum-generator.html>

My suggestion for the EU:

Site Notice

Information pursuant to Sect. 5 German Telemedia Act (TMG)

FIRST NAME LAST NAME, Straße, 11111 Musterstadt

Contact **Phone: +43 34342342 234234 E-mail: info@gmx..de**

Information regarding professional liability insurance Name and registered office of the insurer: **BVGD Versicherung**

Scope of insurance: **EU-weit**

EU dispute resolution

The European Commission provides a platform for online dispute resolution (ODR):

<https://ec.europa.eu/consumers/odr>.

Our e-mail address can be found above in the site notice.

Dispute resolution proceedings in front of a consumer arbitration board

We are not willing or obliged to participate in dispute resolution proceedings in front of a consumer arbitration board.

Offer / Services

Product Name

Max 58 characters

Example:

Highlight-Tour

Create category:

Here you have free choice to enter something

- city walking tour
- group tour
- private tour
- excursion program
- round trip

Product description

Max 1000 characters

Examples:

- Enjoyable city tour with background information, funny anecdotes and secret tips from a local, qualified city guide. Passing the town hall tower with its flood marks and the cabaret house, we stroll through picturesque alleys with great photo motifs, over the lake promenade to the main square with small cafes, shops and the Town Museum. Finally we reach the baroque cathedral.
- As part of our tour, you will get to know the most important sights and defining personalities of our history. Entertaining anecdotes and interesting facts about the city are of course part of this unique tour. See Paris through the eyes of a local guide and marvel together at this remarkable city. Paris - an unforgettable experience.

Update COVID-19

Update status:

- The health of our guests comes first. I am therefore in contact with the official bodies and have therefore ceased my work until _____.
- All booked tours that would have taken place during the curfew will be canceled free of charge.
- Regarding all other tours that have already been booked in the coming months, we will contact each customer promptly and directly by email.
- You will find new public appointments on my page as soon as this is possible and safe again.
- If you want to support me, buy a voucher now, which you can redeem at any time after the exit restriction.

Further information

<https://www.hamburg.de/coronavirus/>