

Grow with Google

Get Your Local Business on Google Search and Maps

grow.google/smallbusinesses

#GrowWithGoogle



Pamela Starr
Trainer, Grow with Google

AGENDA

- WHAT IS A BUSINESS PROFILE ON GOOGLE?
- HOW TO CREATE A BUSINESS PROFILE
- TOUR OF GOOGLE MY BUSINESS
- RESOURCES

3

Grow with Google

What Is a Business Profile on Google?

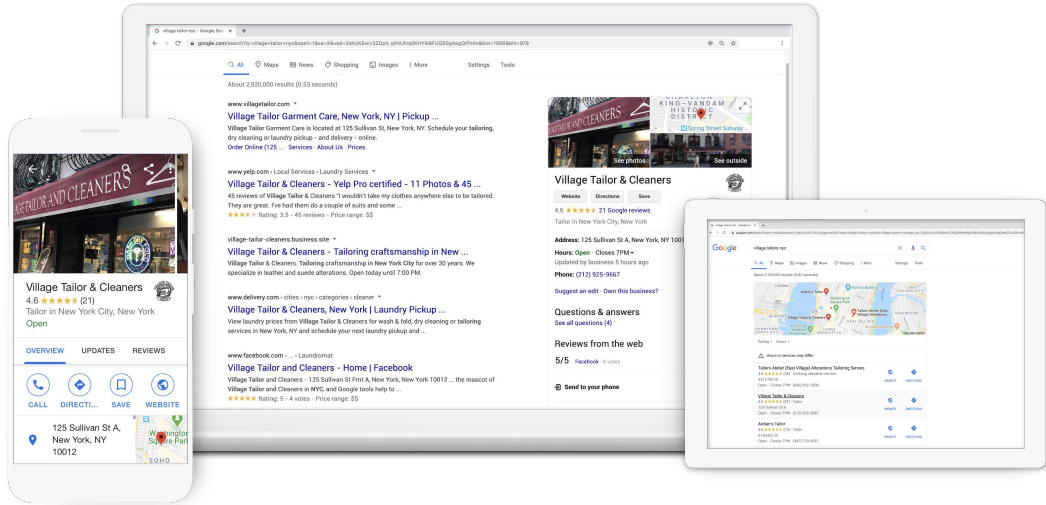


4

Grow with Google

ACROSS ALL DEVICES

Google My Business works on desktops, laptops, tablets, and mobile phones.

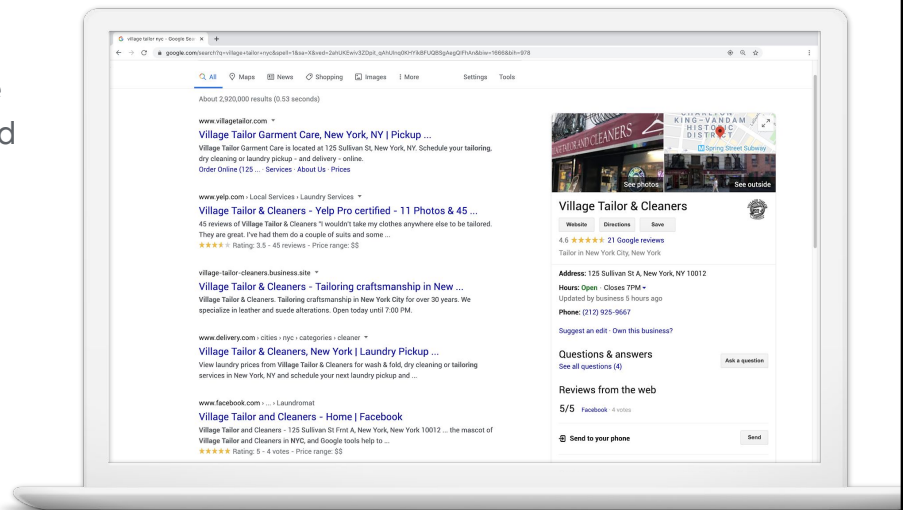


5

Grow with Google

BUSINESS PROFILES APPEAR ON GOOGLE SEARCH...

Up-to-date Business Profiles are **2.7x more likely** to be considered reputable.¹



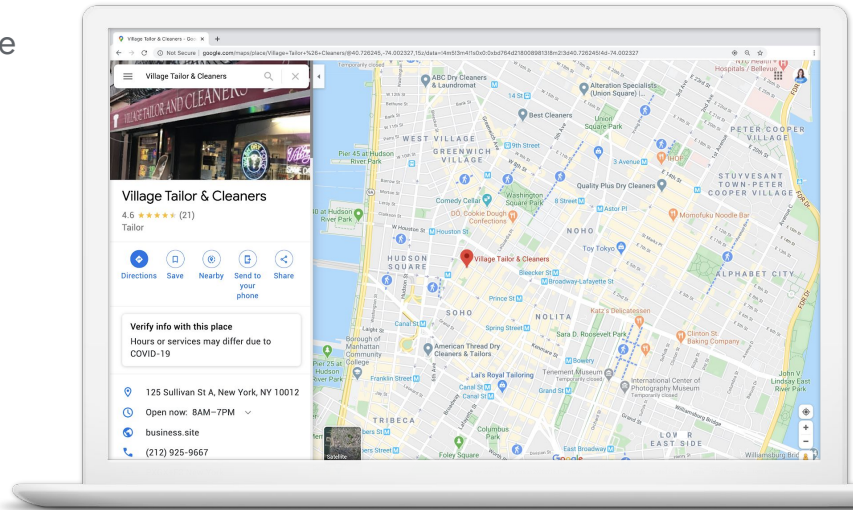
¹ Ipsos research: Benefits of a complete listing 2017

6

Grow with Google

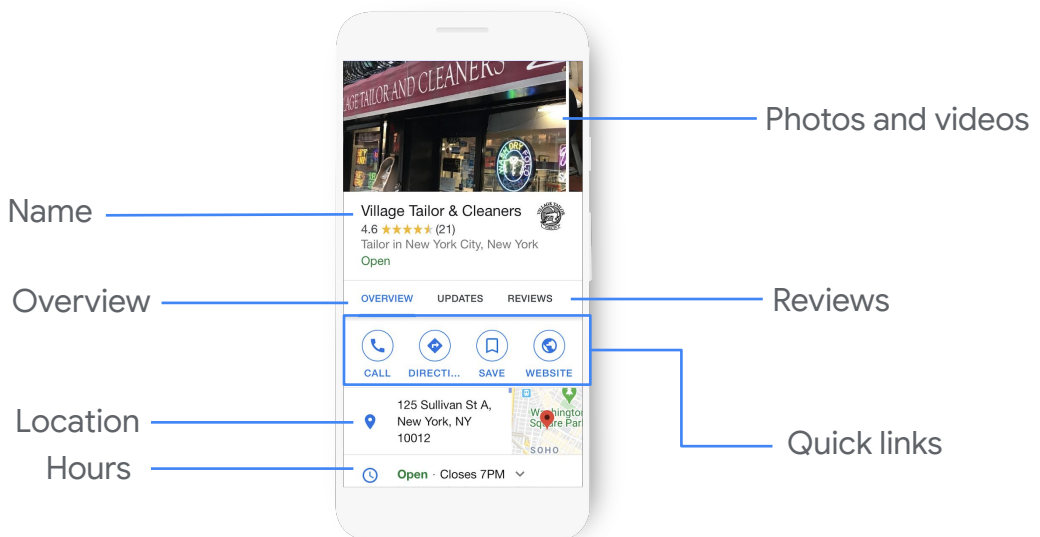
AND GOOGLE MAPS

Up-to-date profiles are **70% more likely** to attract location visits and **50% more likely** to lead to a purchase.¹



¹ Ipsos research: Benefits of a complete listing 2017

ANATOMY OF A BUSINESS PROFILE ON GOOGLE



How to Create a Business Profile



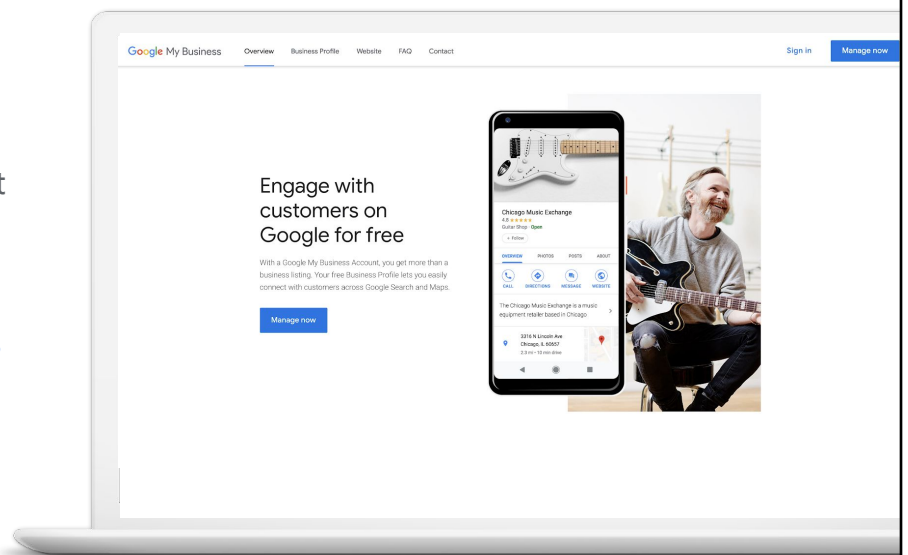
Grow with Google

9

WHAT IS GOOGLE MY BUSINESS?

Google My Business allows you to manage business info, connect with customers, post updates, and more.

google.com/business



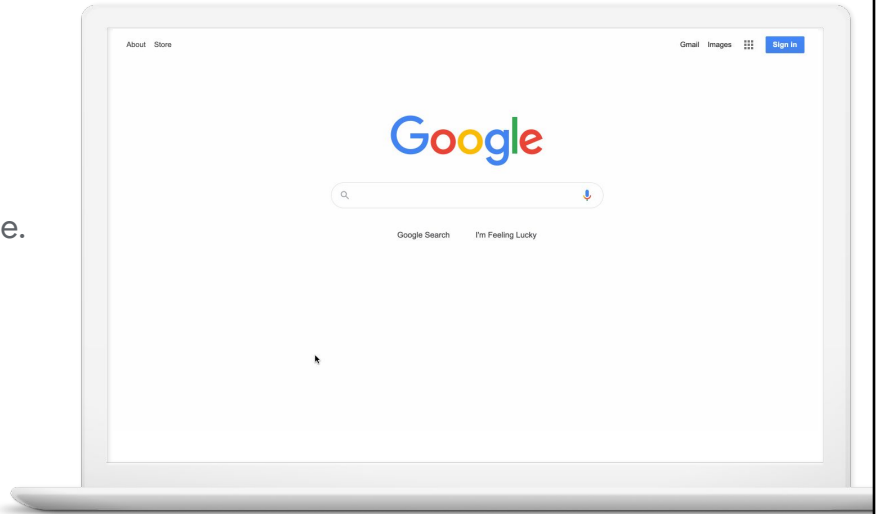
10

Grow with Google

STEP 1: SIGN INTO YOUR GOOGLE ACCOUNT

Sign into your Google Account.

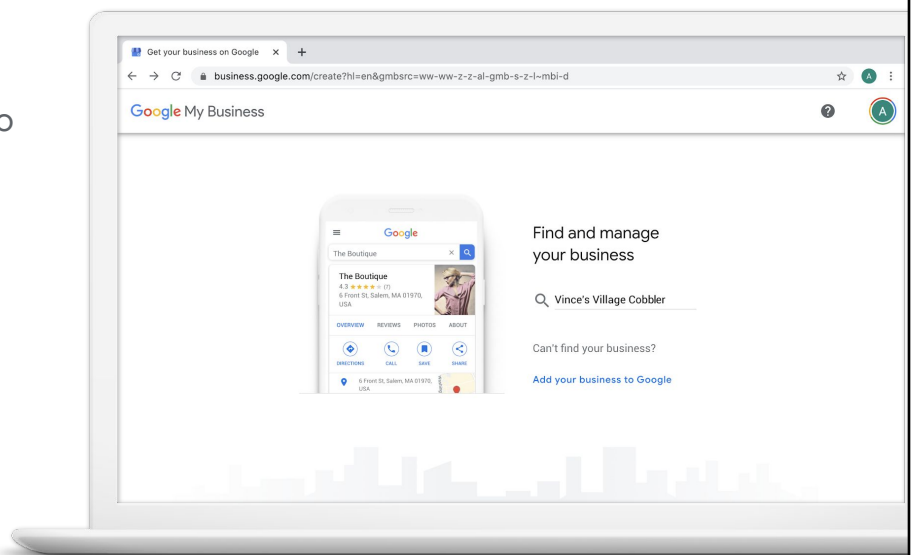
Don't have a Google account? Sign up for free.



STEP 2: FIND OR ADD YOUR BUSINESS

Type the business name as you want it to appear on Google.

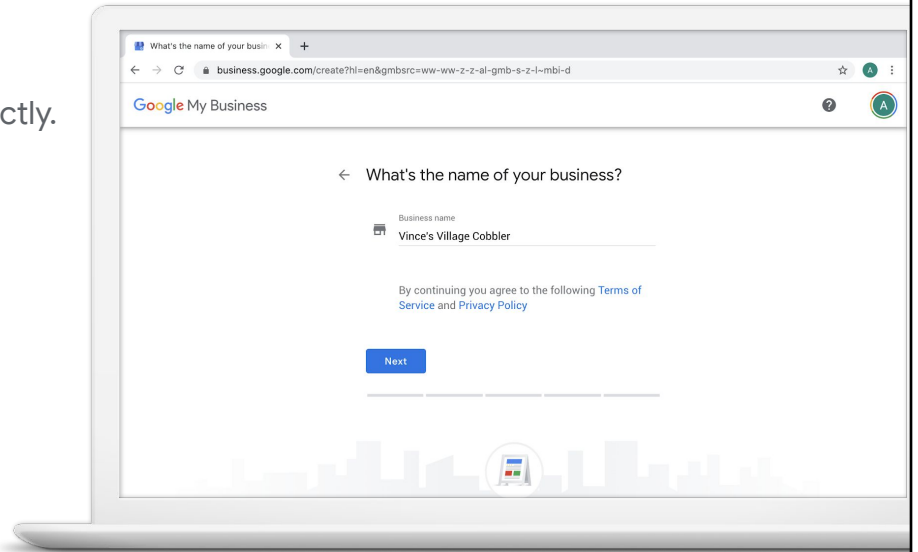
It may appear in a dropdown list.



CONFIRM BUSINESS NAME

Confirm the business name is spelled correctly.

Click [Next](#).



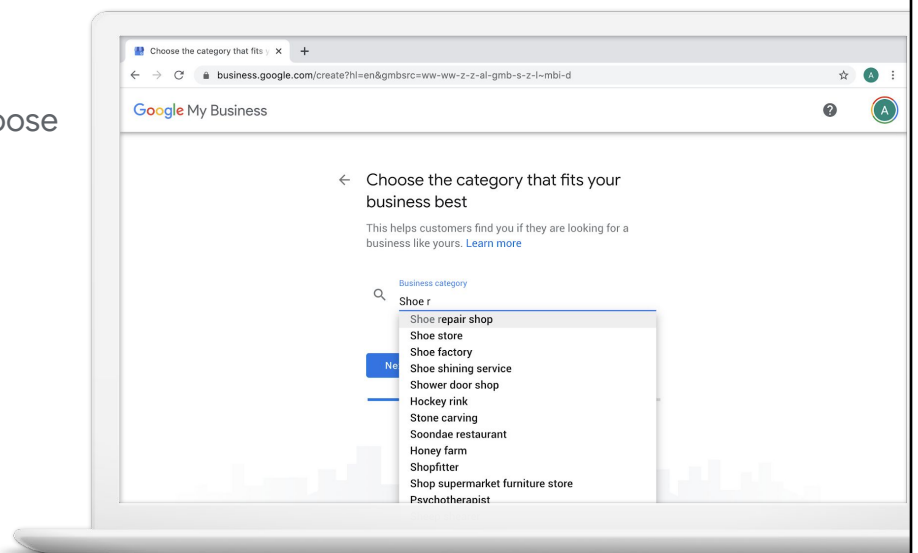
13

Grow with Google

STEP 3: SELECT A BUSINESS CATEGORY

If you can't find the perfect category, choose something close.

Click [Next](#).



14

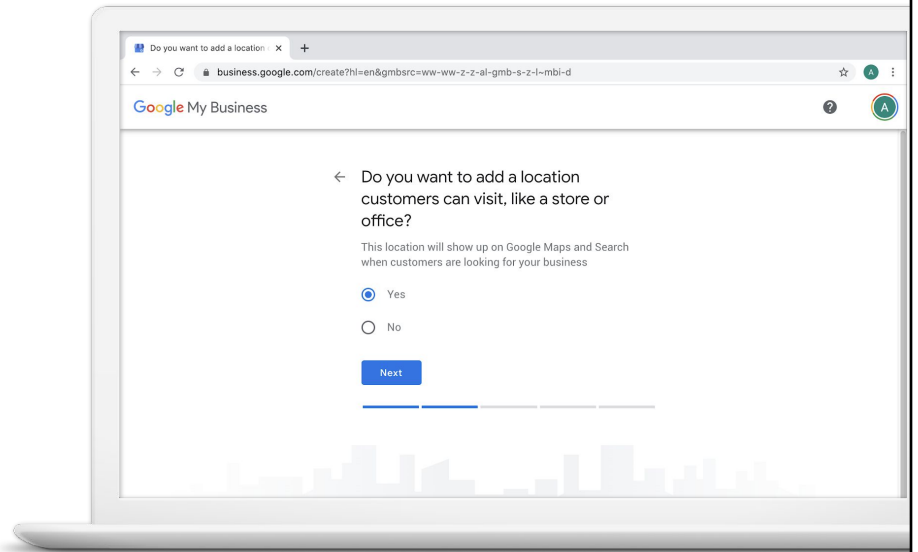
Grow with Google

STEP 4: DO YOU HAVE A LOCATION CUSTOMERS VISIT?

Check **Yes** to add a location.

Check **No** if the business delivers goods or services to customers at their location.

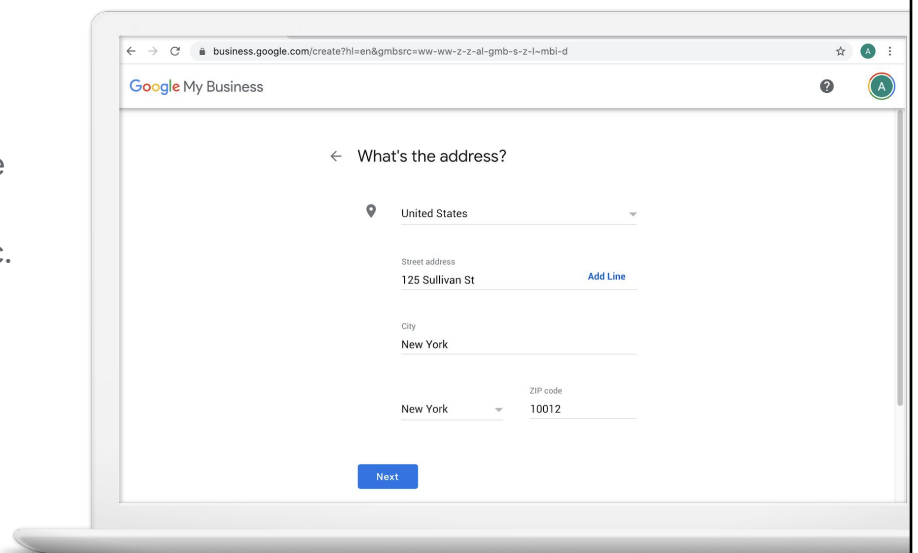
Click **Next**.



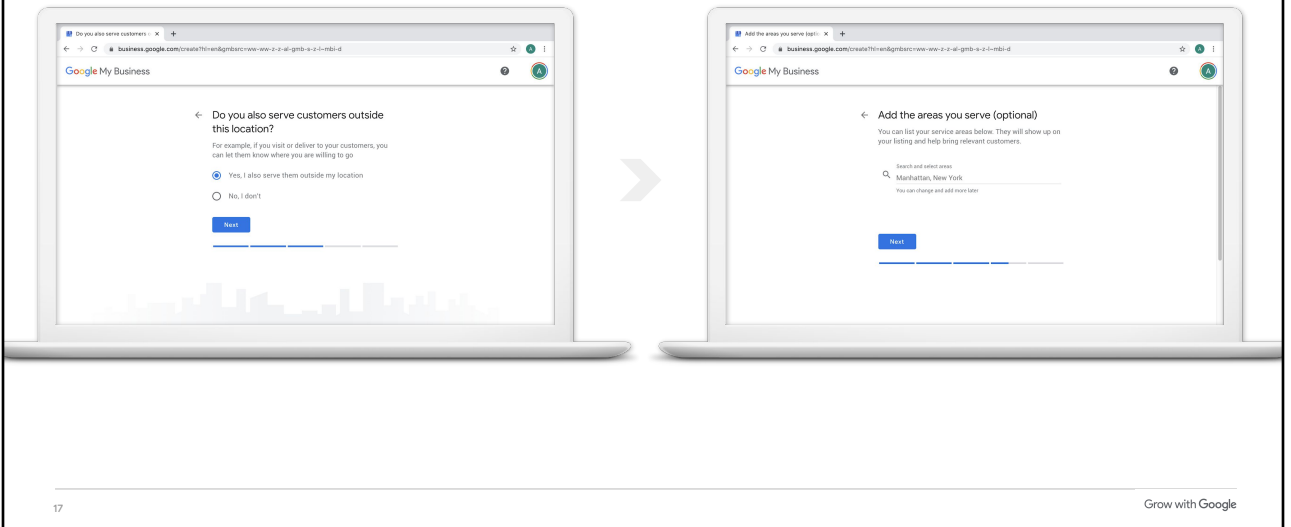
IF YES, ENTER THE ADDRESS

Enter the complete and official street address. Include suite numbers, floors, building numbers, etc.

Click **Next**.



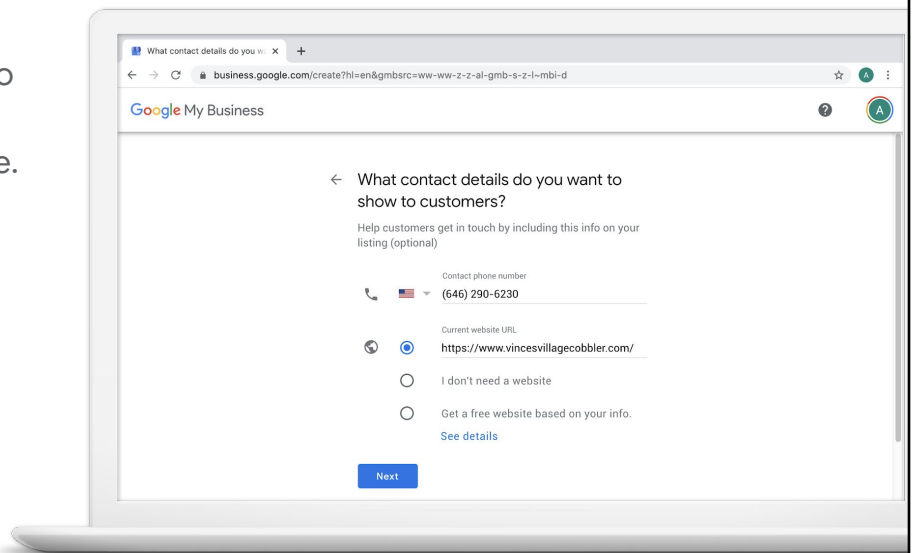
YOU CAN ALSO ADD A SERVICE AREA



STEP 5: ENTER BUSINESS CONTACT INFO

You have the option to include a phone number and a website.

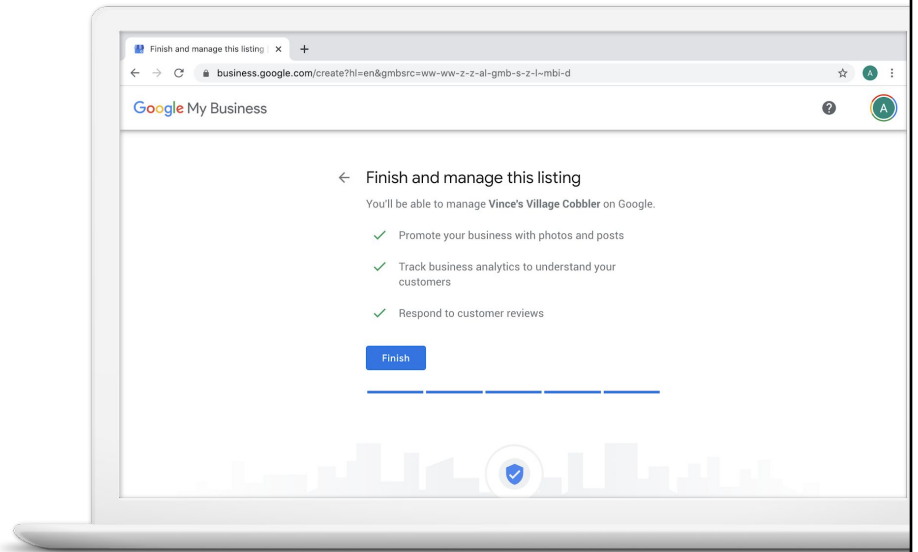
Click [Next](#).



ALMOST DONE

You must verify your connection to the business.

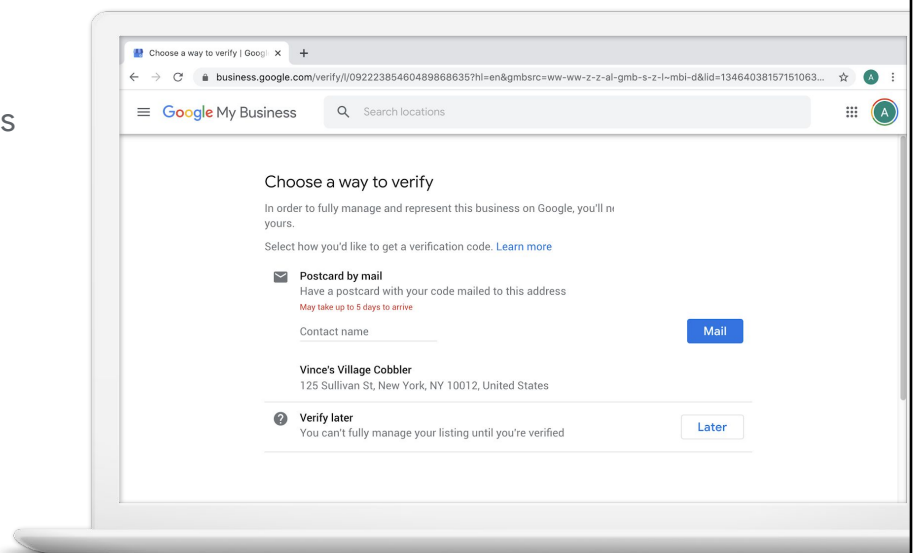
Click [Finish](#).



STEP 6: VERIFY YOUR CONNECTION TO THE BUSINESS

Request a postcard, mailed to the business address.

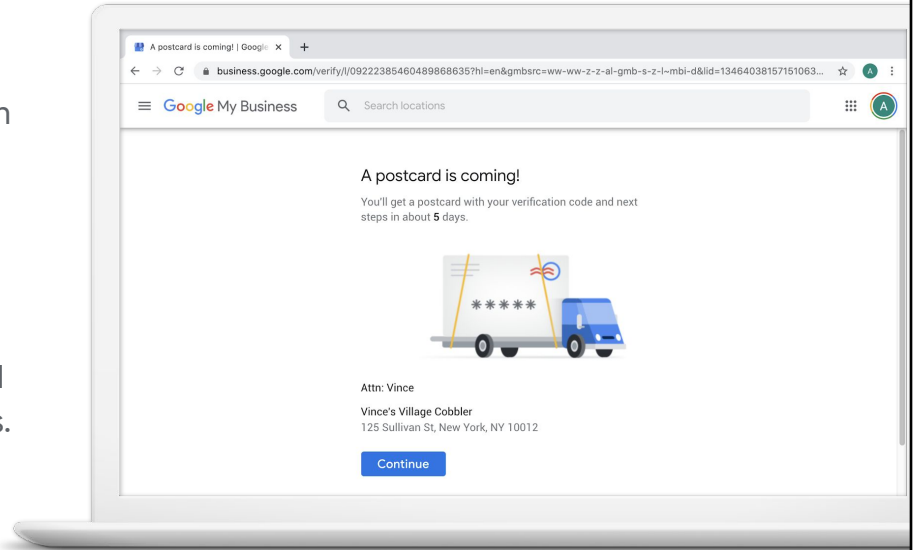
Click [Mail](#).



YOUR POSTCARD IS ON THE WAY

Postcards arrive in about five days. When it arrives, sign into your Business Profile and enter the verification code.

Click [Continue](#) to add more business details.

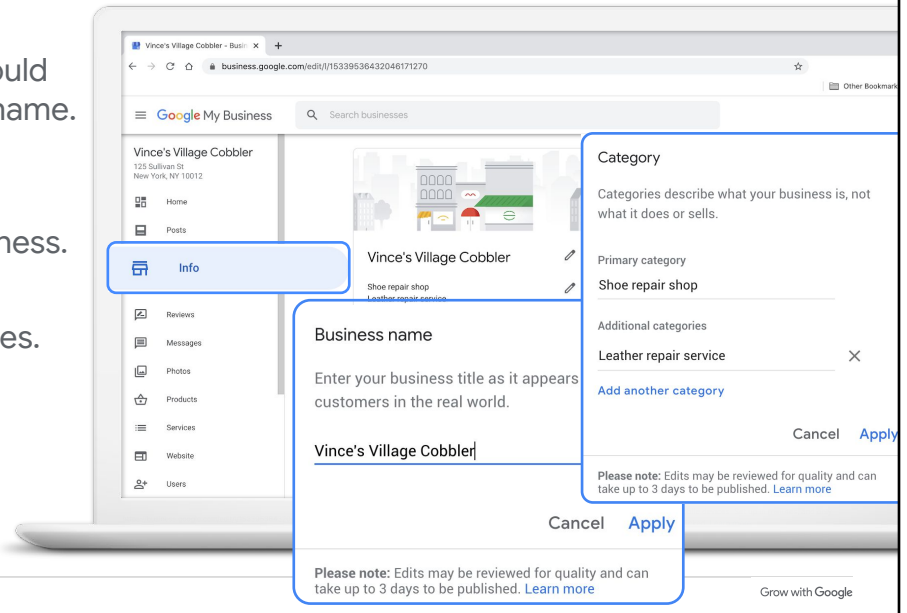


Tour of Google My Business



INFO: EDIT BUSINESS NAME AND CATEGORY

- **Business name** should reflect real-world name.
- Choose a primary **category** that best describes the business.
- Add up to nine additional categories.

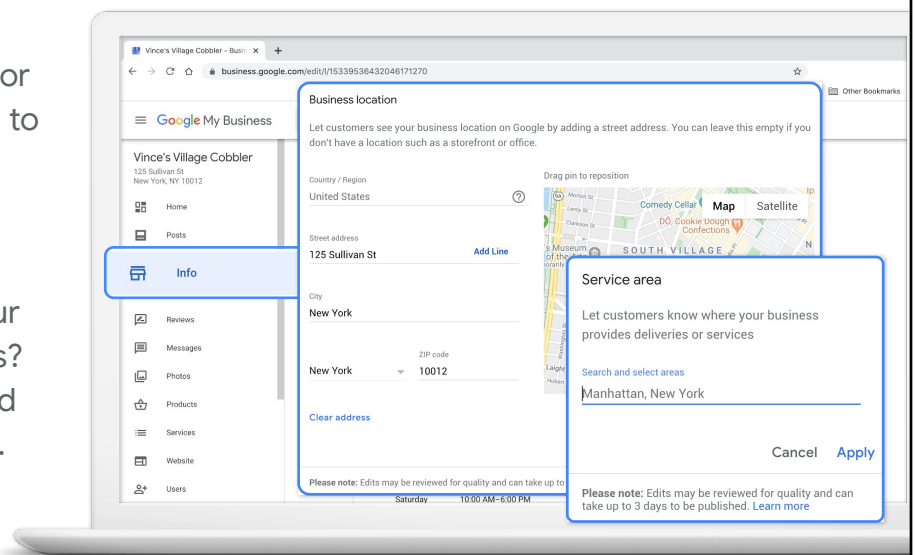


23

Grow with Google

INFO: MANAGE LOCATION AND SERVICE AREA

- Edit the address or drag the pin icon to update **business location**.
- Don't serve customers at your business address? Leave it blank and list **service areas**.

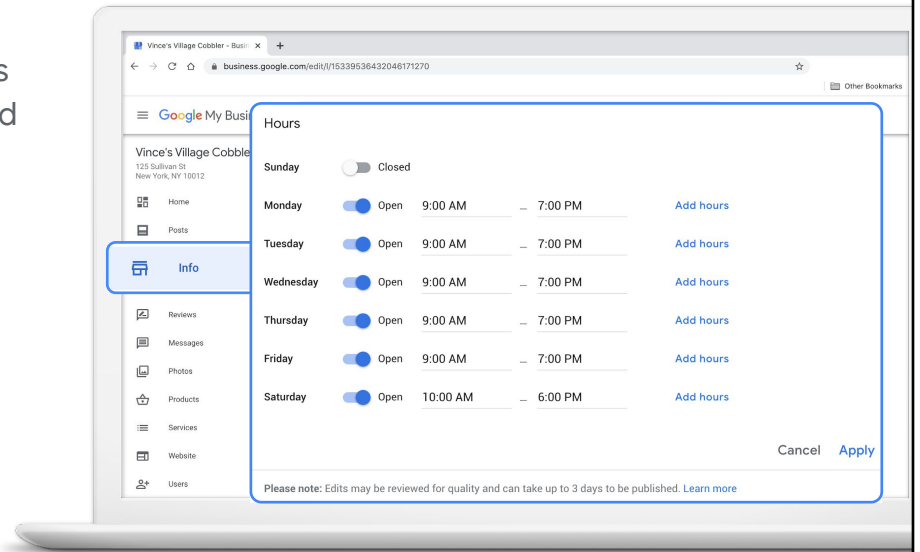


24

Grow with Google

INFO: CONFIRM YOUR BUSINESS HOURS

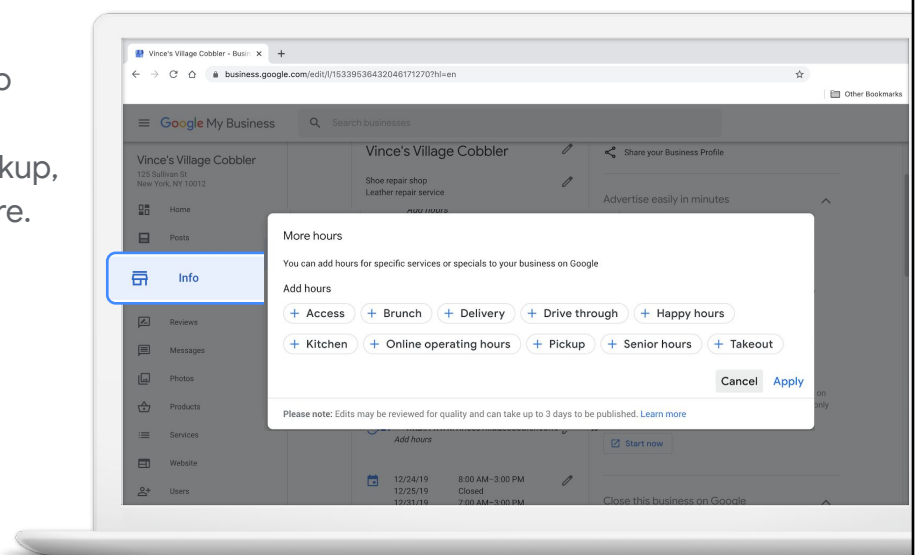
40% of local business searchers want to find hours of operation.¹



¹ Google Consumer Barometer, April 2017

INFO: MORE HOURS

More hours applies to special options like delivery, takeout, pickup, senior hours and more.



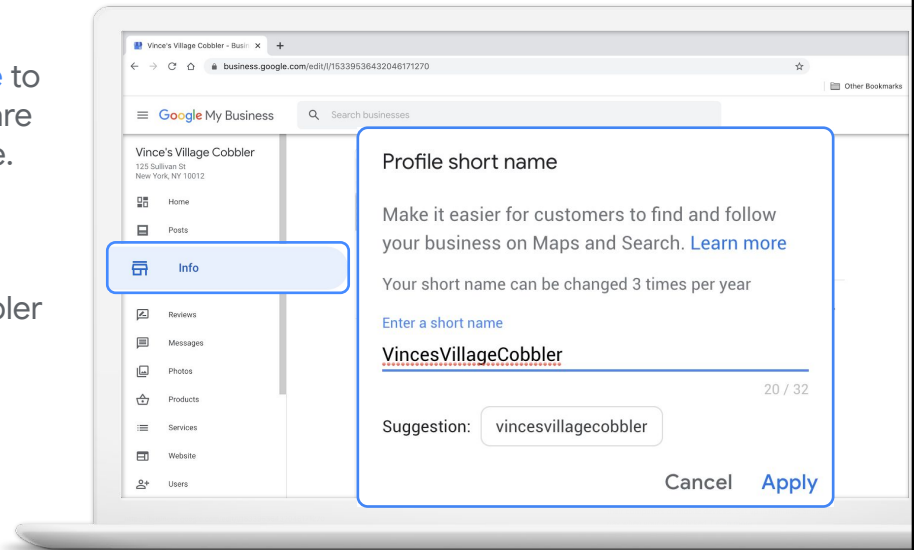
¹ Google Consumer Barometer, April 2017

INFO: CREATE SHORT NAME AND CUSTOM LINK

Create a **short name** to make it easier to share your Business Profile.

For example:

@VincesVillageCobbler

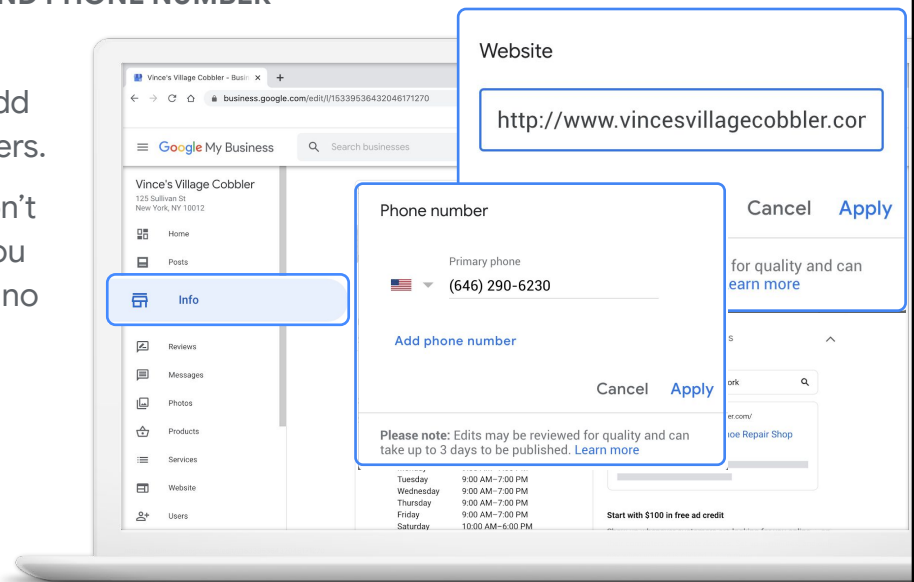


27

Grow with Google

INFO: ADD WEBSITE AND PHONE NUMBER

- **Phone number:** Add up to three numbers.
- **Website:** If you don't have a website, you can create one at no additional cost.



28

Grow with Google

INFO: SELECT ATTRIBUTES

- **Attributes** highlight business details.
- **Highlights** (like the Black-owned attribute below) can help a business stand out in search results.



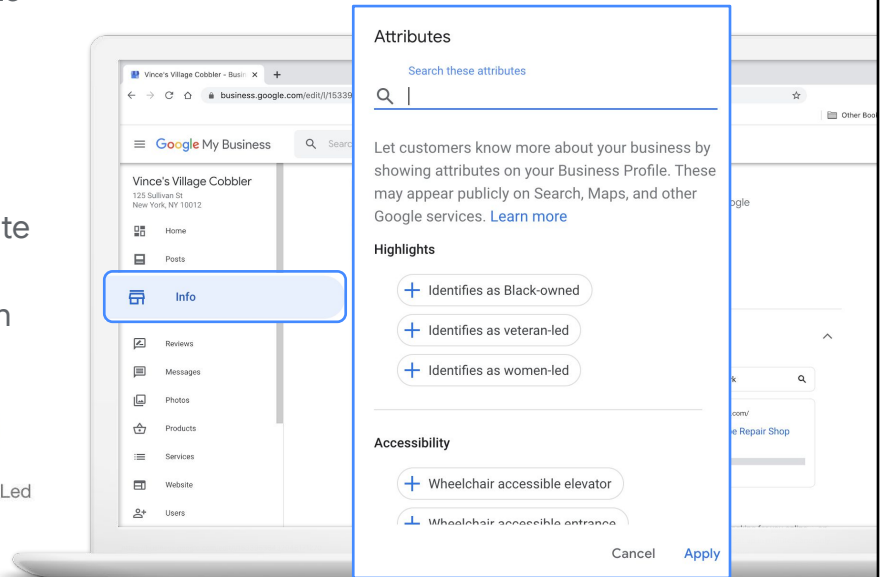
Black-owned



Veteran-Led



Women-Led

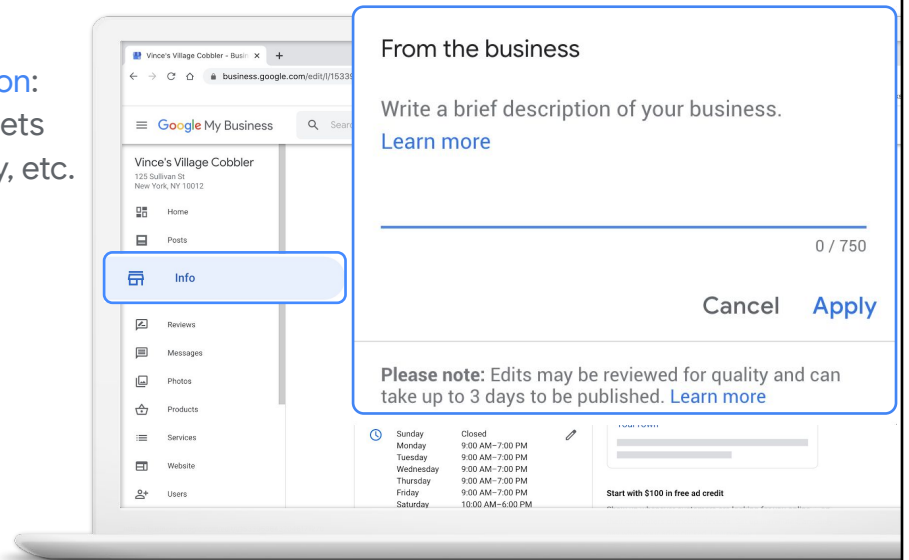


29

Grow with Google

INFO: WRITE A BUSINESS DESCRIPTION

Enter a brief **description**: what you offer, what sets you apart, your history, etc.

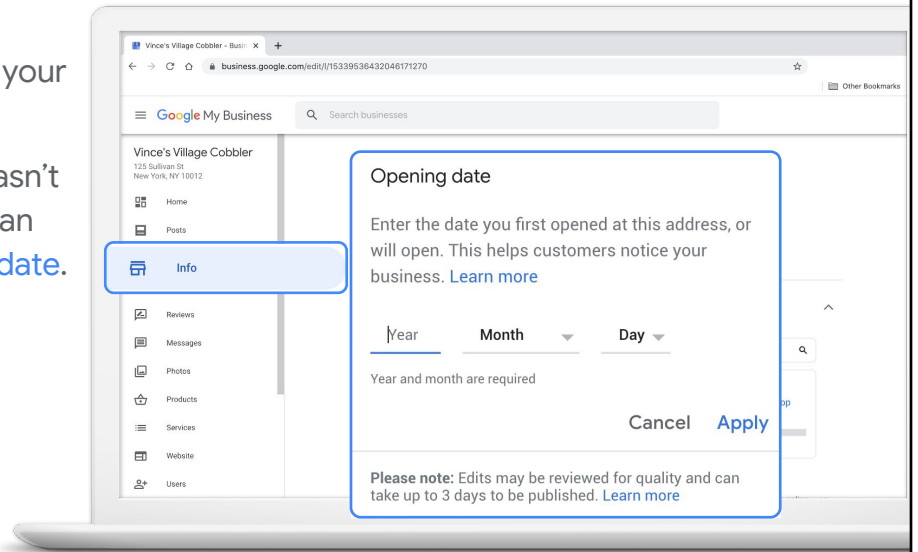


30

Grow with Google

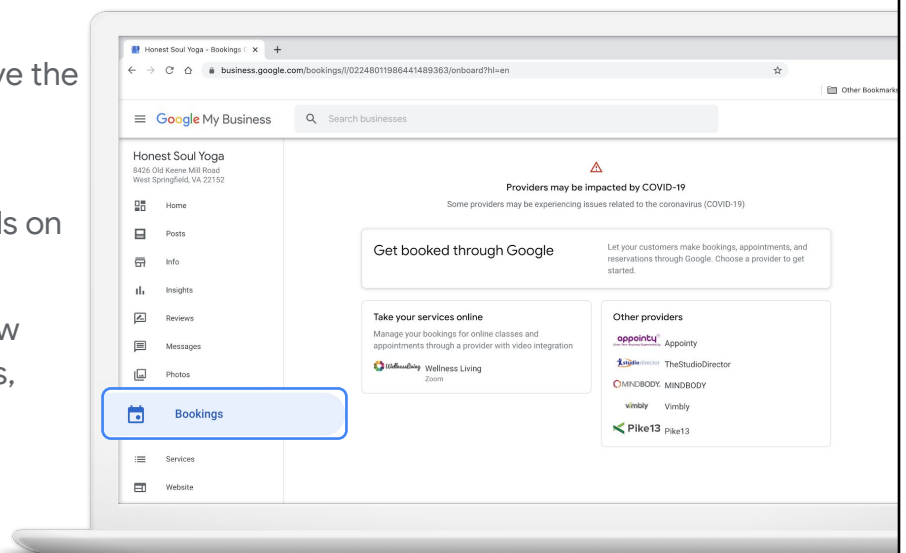
INFO: OPENING DATE

- Add the date that your business opened.
- If your business hasn't opened yet, you can set a future [open date](#).



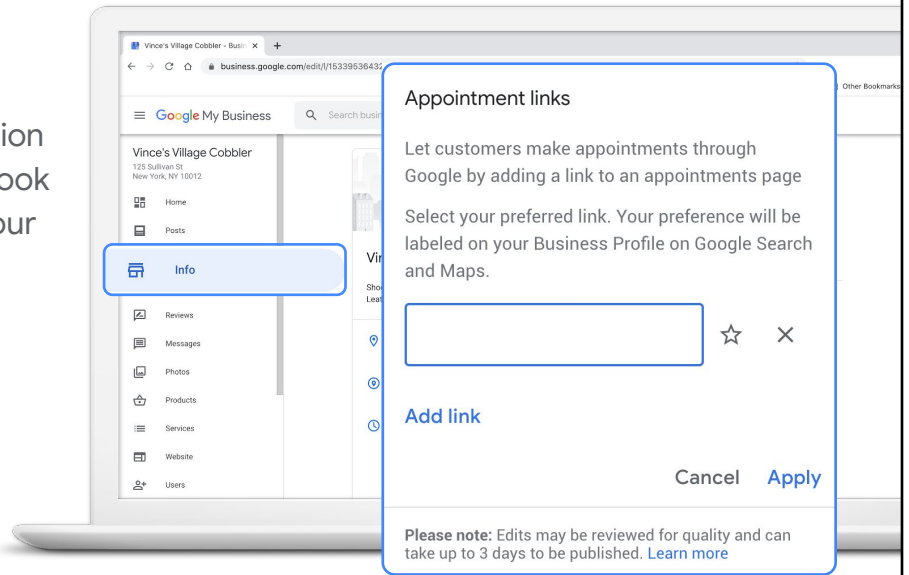
THE BOOKINGS TAB: AVAILABLE FOR SOME BUSINESSES

- Some business have the option to include [Bookings](#).
- Availability depends on business category.
- Businesses can now offer online classes, estimates, and appointments.



INFO: ADD APPOINTMENT LINKS

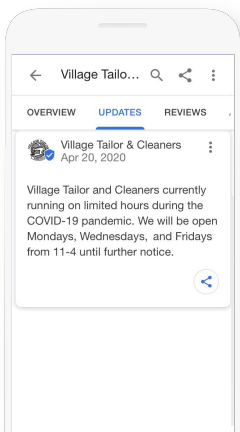
Make it easier for customers to take action by allowing them to book **appointments** from your Business Profile.



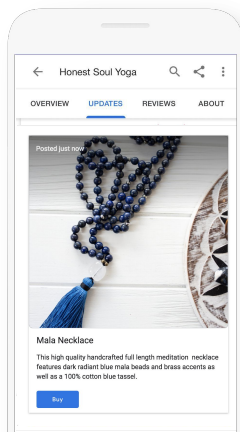
POST EXAMPLES



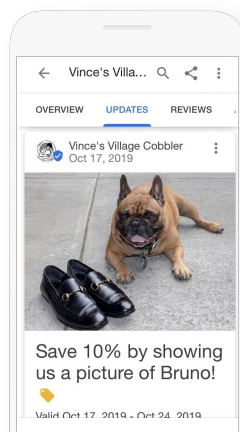
What's New



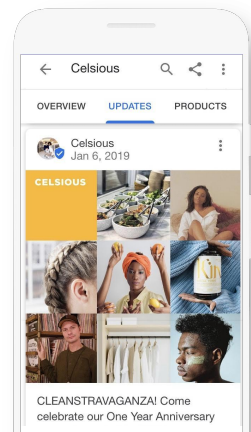
Product



Offer



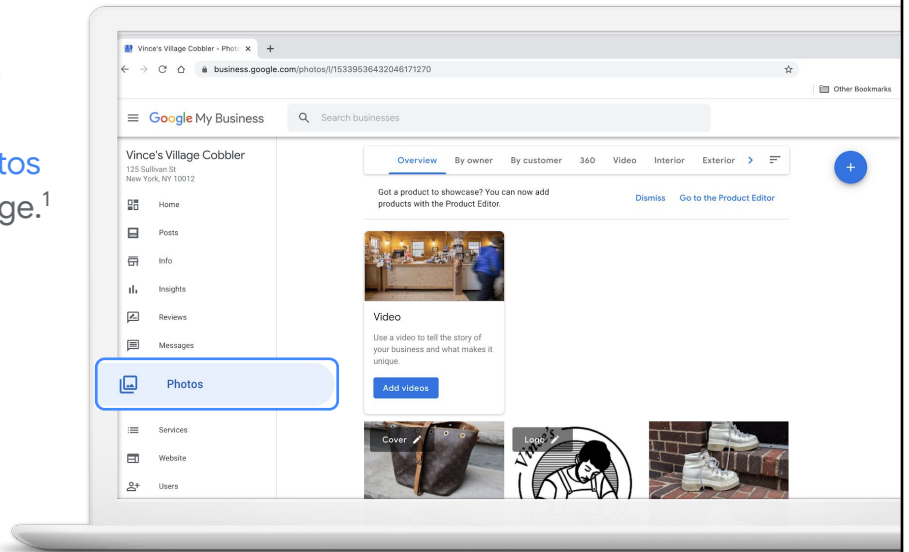
Event



THE PHOTOS TAB

90% of customers are more likely to visit a business that has **photos** on a search results page.¹

Add videos (up to 30 seconds).

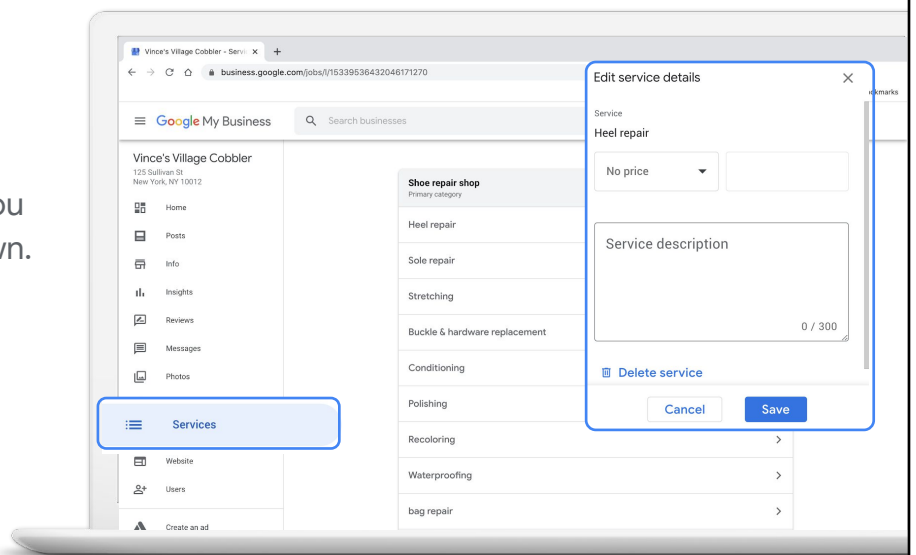


¹ Ipsos research: Benefits of a complete listing 2017

THE SERVICES TAB

Add **services** to your Business Profile.

Don't see a service you offer? Create your own.

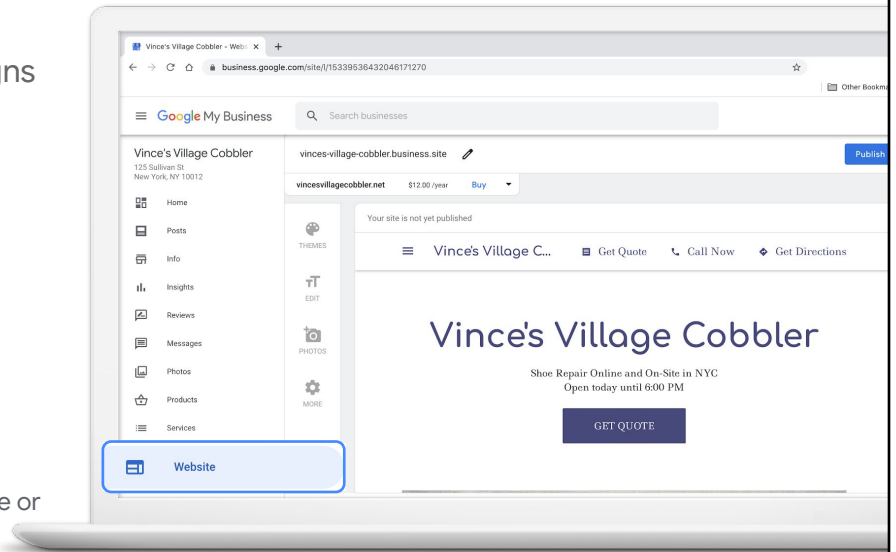


THE WEBSITE TAB

- **Themes:** see designs
- **Edit:** update text
- **Photos:** add more
- **Publish:** go live

Quick Tip:

Use the included domain name or register a custom domain.

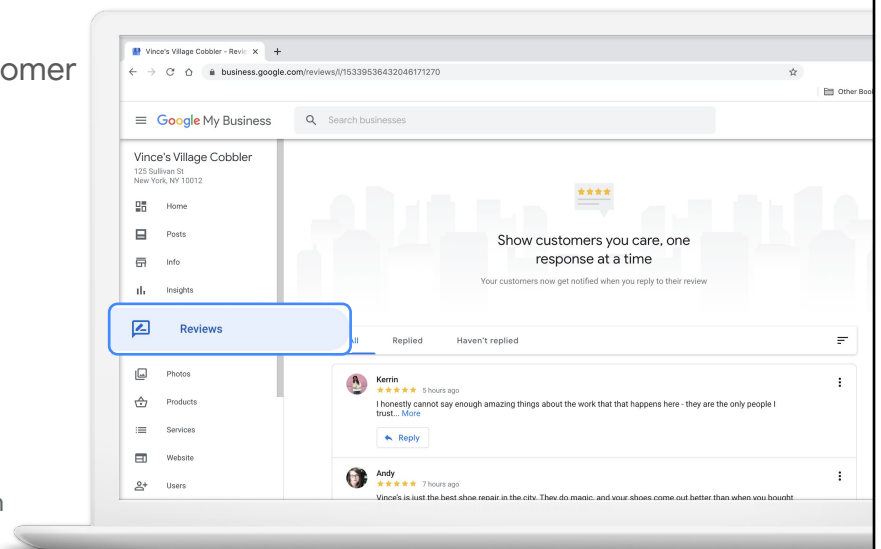


THE REVIEWS TAB

Publicly respond to customer reviews left on Google.

Quick Tip:

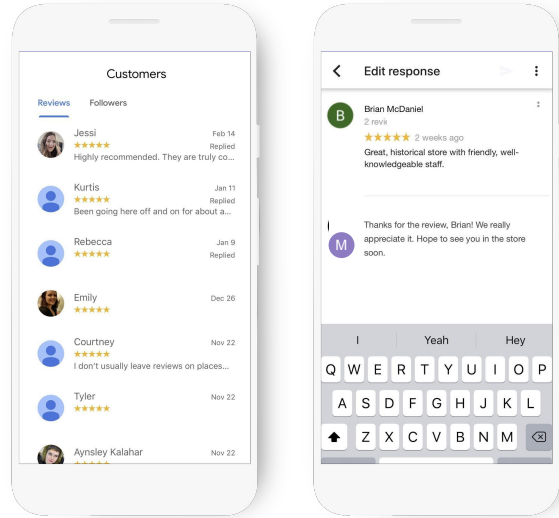
Use the app to be notified when customers write reviews.



TIPS FOR MANAGING REVIEWS

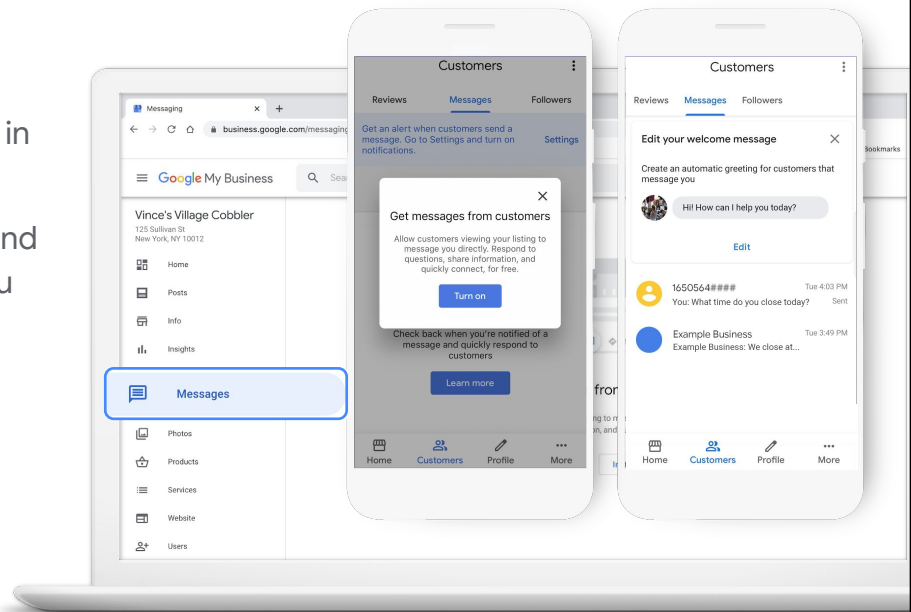
- Invite customers to leave reviews through the [short URL](#):

[g.page/\[shortname\]/review](#)
- Reply to reviews to build customer trust and brand loyalty.



THE MESSAGES TAB

- Set up [messaging](#) in the app.
- Customers can send messages that you can respond to.



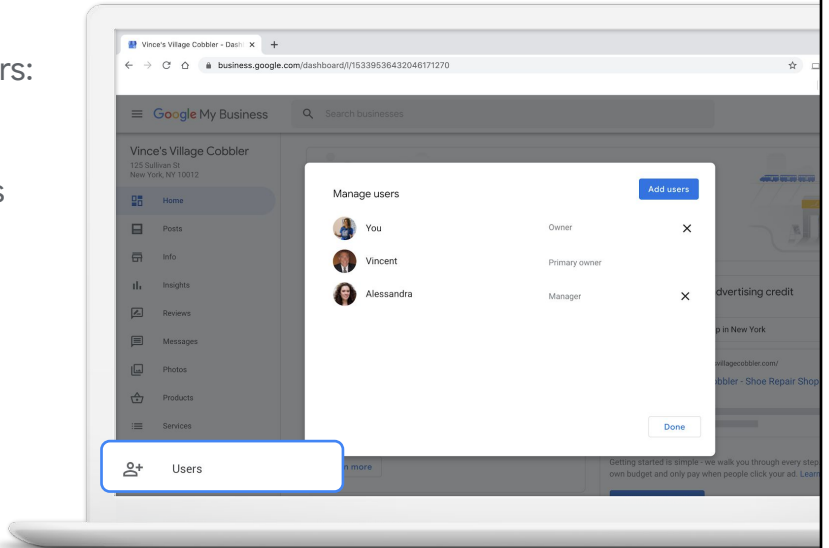
THE USERS TAB

To add owners and managers:

- Click [Add users](#)
- Enter the email address
- Select role

Quick Tip:

You must be an owner to add or remove users.



ONCE YOUR BUSINESS PROFILE IS CREATED

1

Make a habit of reviewing and updating your business info: [google.com/business](https://www.google.com/business)

2

Add business [info](#), [photos](#) and [videos](#), share [posts](#), and more.

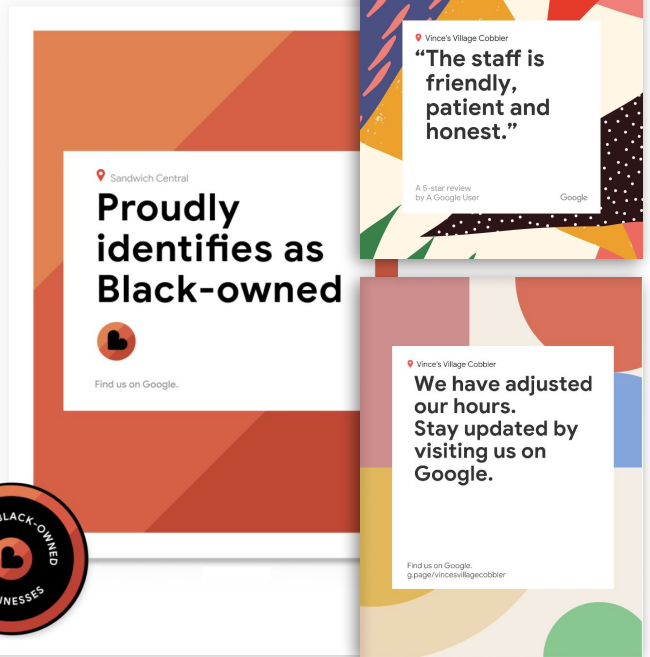
3

Explore [Insights](#) reports to learn how customers find you.

PROMOTE WITH MARKETING KIT

Create custom posters, social posts, and more from reviews and updates on your Business Profile on Google, at no additional cost.

g.co/marketingkit
g.co/marketingkit-blackowned



Grow with Google

Grow with Google

Thank You

#GrowWithGoogle

