Get Your Local Business on Google Search and Maps

grow.google/smallbusinesses

#GrowWithGoogle

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What Is a Business Profile on Google?
ACROSS ALL DEVICES

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

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
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
How to Create a Business Profile

WHAT IS GOOGLE MY BUSINESS?

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

google.com/business
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.

STEP 3: SELECT A BUSINESS CATEGORY

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

Click Next.
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.

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.
40% of local business searchers want to find **hours** of operation.\(^1\)

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

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.

Website:
http://www.vincesvillagecobbler.com

Phone number:
(844) 290-6230

Please note: Edits may be reviewed for quality and can take up to 3 days to be published. Learn more.
INFO: SELECT ATTRIBUTES

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

INFO: WRITE A BUSINESS DESCRIPTION

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

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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
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.

[Image 229x402 to 506x675]

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

Thank You

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