Get Your Local Business on Google Search and Maps

#GrowWithGoogle
AGENDA

WHAT IS A BUSINESS PROFILE ON GOOGLE?
Your business info appears on Google Search and Maps

TAKE A TOUR OF GOOGLE MY BUSINESS
Learn how to manage your business info

CREATE A BUSINESS PROFILE
Claim or verify using Google My Business
CONNECT WITH CUSTOMERS WHEN THEY SEARCH GOOGLE

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

¹ Ipsos research: Benefits of a complete listing 2017
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
CONNECT ACROSS DEVICES

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

1 Ipsos research: Benefits of a complete listing 2017
Take a tour of Google My Business
ANATOMY OF A BUSINESS PROFILE ON GOOGLE

Category

Location info

Description

Photos and videos

Reviews

Quick links
USE GOOGLE MY BUSINESS TO EDIT YOUR PROFILE

On your computer, access business info and features from the dashboard.

google.com/business
OR, MAKE UPDATES WITH THE MOBILE APP

Download the free app for Android or iOS.
What you can do with Google My Business?
CONFIRM YOUR BUSINESS HOURS

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

¹ Google Consumer Barometer, April 2017
ADD BUSINESS PHOTOS

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

Take photos and add filters directly from the app.

¹ Ipsos research: Benefits of a complete listing 2017
SHORT NAME AND CUSTOM LINK

Business view

Consumer view
READ AND RESPOND TO REVIEWS

Be notified when customers write reviews about your business.

Build brand loyalty by responding.

Reply with your point-of-view, solutions, answers, or thanks.
HOW TO GET MORE REVIEWS

Share the “short link” to help customers write reviews.

g.page/[shortname]/review
SHARE UPDATES WITH POSTS

Post updates directly on your Business Profile.
POST EXAMPLES

What’s New

Product

Offer

Event
HELP CUSTOMERS BOOK APPOINTMENTS

Book an appointment in under a minute, directly through the profile.
FOLLOW AND WELCOME OFFER

People who follow your business see updates, offers and photos across Google and in the Maps “For You Feed.”

You have the option to add a welcome offer for new followers.
Set up **messaging** in the Google My Business app. Customers can send messages that appear in the app.

USE MESSAGING TO COMMUNICATE
CREATE A FREE WEBSITE

Click website to get started.

Select Themes to change the site design.

Publish website.
ADD MANAGERS TO HELP

First, click Manage Users.

Next, click the “+” icon in the top right of the app.

Enter their email address and select their role.
SEE WHAT’S WORKING WITH INSIGHTS

How do searchers find you?

How do they interact with the profile?

Do they call, request directions, and visit your website?

Where do customers come from?

What days have the most activity?
Create a Business Profile with Google My Business
HOW TO ACCESS GOOGLE MY BUSINESS

To get started, visit:

google.com/business
STEP 1: SIGN INTO YOUR GOOGLE ACCOUNT

Sign into the Google Account you use for your business.

Don’t have a Google account? Click Create account to get started.

accounts.google.com/signup
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.
You need to verify your connection to the business to publish the Business Profile.

Click Finish.
STEP 6: VERIFY YOUR CONNECTION TO THE BUSINESS

Request a postcard mailed to the business address.

Click Mail.
Most postcards arrive in about 5 days. When it arrives, sign in and click the Verify now button. Enter the verification code.

Click Submit.
YOUR NEXT STEPS

1. Create and verify your Business Profile.
   google.com/business

2. Update information and connect with customers.
   Download the Google My Business app.

3. Learn how customers engage with your Business Profile through Insights.
FREE ONLINE TRAINING AND TOOLS AT GOOGLE.COM/GROW

For teachers and students
Bring digital tools into your classroom.

For local businesses
Help new customers find you online.

For job seekers
Boost your resume with a new certification.

For developers
Learn to code or take your skills to the next level.
Thank You!

#GrowWithGoogle