



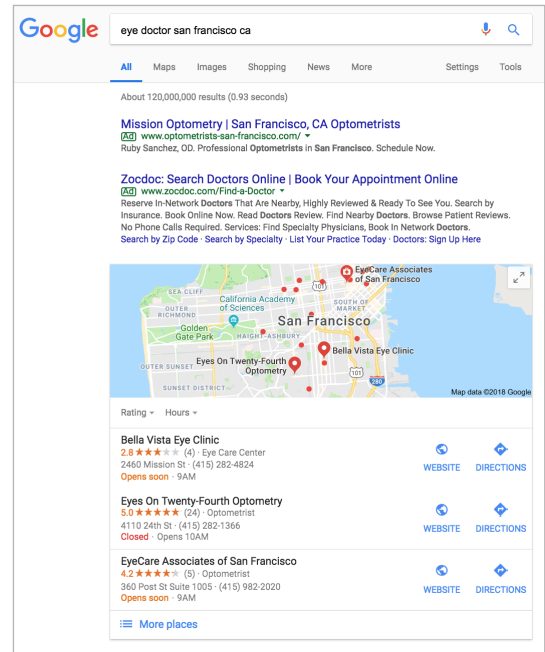
What is Google My Business?

Google My Business is a free tool for businesses to manage their online listings, commonly referred to as Google Maps. The information in your listing appears in search results, but not just on Google products like Maps, Assistant, and Home. (View “How Many Places on the Internet Does Your GMB Listing Show Up?” <http://bit.ly/gmblistings>) Over 100,000 websites and apps have access to use the GMB data in their own content. It’s an effective way to reach your customers where they are searching.

Why Google My Business is Important

Consumers are seeking out local businesses online now more than ever. 56% of searches have local intent. Google holds the market share for search, so it only makes sense that if you want to appear for localized searches, you will achieve the most reach through Google My Business.

To dominate the Google Maps results, you need a Google My Business Listing and positive reviews.



Google My Business Setup

Claim + Verify

- ❑ Goal: 100% completion
- ❑ Claim: <https://business.google.com/> and enter your business name and follow the prompts to claim your listing, if it exists, or create a new listing.
- ❑ Verify: by phone or mail. If you verify by mail, be sure to notify who picks up your mail to be on the lookout for mail from Google.

Accurate Information

- ❑ Name
 - ❑ Full business name
 - ❑ Consistent with how you list your business on other sites, and on your website
- ❑ Address
 - ❑ If multiple businesses are at the same address, use Suite numbers to designate
 - ❑ If your business operates from a home address or you have a mobile business and no storefront, choose Yes under “I deliver goods and services to my customers at their location”, then uncheck the box “I also serve customers at my business address” to hide your address from the public.
 - ❑ Adjust your pin on the map so it’s positioned at the front door. This allows Google to more accurately track actual visits to your location. Don’t stack pins on the map.



- Phone
 - Use local number (not toll free)
- Hours
 - Don't forget to update if you change hours

I deliver goods and services to my customers at their location – [Important information](#)

Yes No

My business delivers goods & services to customers within this area:

Region, city or postal code [ADD](#)

Within mi of my business

I also serve customers at my business address. (Your address will be hidden from the public if this box isn't checked.)

Category

- Use as few as possible
- Search + choose specific as possible

Business Description

- Overview of who you are and what you offer
- Include a call to action
- Include relevant keywords
- 100-200 words

Category

Categories describe what your business is, not what it does or sells.

Primary category
Training Centre

Additional categories
[ADD ANOTHER CATEGORY](#)

[CANCEL](#) [APPLY](#)

Please note: Edits may be reviewed for quality and can take up to 3 days to be published. [Learn more](#)

Photos (Images)

- Interior (builds credibility, shows that you are a real business)
- Exterior (helps customers find your location and builds credibility as a real business)
- At work (your team in action, add personality)
- Team (profile photos)
- Identity (cover photo, profile photo, logo)
- Photos should align with your keywords. If you sell guitar lessons, you should have photos of people taking guitar lessons.
- Don't use collage type photos. Google has a hard time understanding the content.
- Aim for at least 10 photos and add more as you have relevant photos to share.

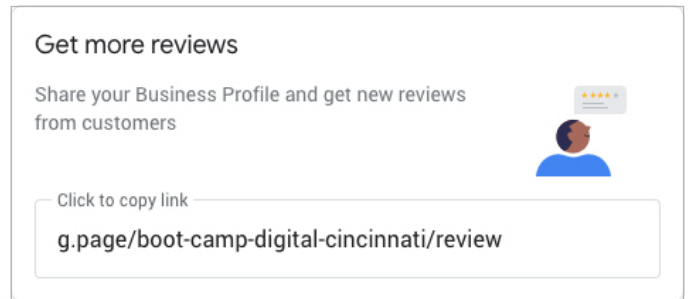
Ratings & Reviews

Businesses with good reviews get more visibility and more customers. 93% of consumers say that positive reviews influence their purchase decisions.

- Build a Plan:
 - Who will respond + timeframe
 - Create responses in advance for anticipated positive and negative reviews
- Get Reviews
 - Ask! 70% of consumers will leave a review for a business when asked.



- Create a link for customers to write reviews and share this link via email, on your website, on social media, etc. Go to your Google My Business account, setup a short name for your listing, and the one-click review link will be available in the “Get more reviews” card on your dashboard.
- Aim to have at least 10 reviews and build over time
- Monitor + Respond
 - Respond to all reviews when able – remember this impacts your SEO
At the very least, respond to all negative reviews



Posts

Businesses can post timely information about events, products and services, news, and special offers in Google My Business for free. Posts appear on Maps results, desktop search results and in business listings, along with many other places throughout the web.

Create a Post

- Minimum 1x month (recommended 3+ /month)
- **Anchor Post** – Set a post to display for the entire month. Use this post as a business’s core competency.
- **Secondary Posts** – Set a post to display for the first half of the month and a post to display for the second half of the month. Use these posts to promote specials, events, and other unique content.
- Post Ideas:
 - Core Message
 - Specials, Sales, Coupons
 - News Products and Services
 - Events
 - Social Media Campaigns
 - Contests
 - Introduce Team Members
 - Virtual Tour Integration
 - Charity and Community Action
 - Holiday messages

