



# Everything You Need to Know About Google My Business



## 3.5 billion

searches happen daily on Google, so how can you make your business stand out? A listing on Google My Business (GMB)!

Google My Business is a free, online tool that allows businesses to manage their digital presence across Google, including search results and the maps section.

Here are the steps to get started:

### Step One: Create Your GMB Listing

• Visit [www.google.com/business](http://www.google.com/business) and click Manage now to start creating/claiming your listing. It's possible that your business already exists on GMB. If so, it will appear when you're typing in your business name. Make sure to claim it instead of creating a new listing.

• Decide if you want your address to be public, and enter cities if you have a service area. Choose the largest cities you serve; you can always add more later.

• Choose a category that best fits your business's description.



### Step Two: Add Details to Your GMB Listing

• Manage your categories. You can choose any relevant keywords related to your business.

• Select your hours of operation, and enter in a phone number, website and long business description.

• Upload photos and videos to your profile. GMB listings that include photos receive 42 percent more requests for driving directions!



### Step Three: Verify Your GMB Listing

• This step helps Google verify that your business is located at the address entered when creating your listing. This blocks the creation of fake business listings. Verification options include:

- o A postcard (this is the most common option)
- o Text message/Phone call

• The postcard will arrive in an envelope. You will want to log into your business listing and enter the verification code printed inside (Google will not make any updates to your listing until it is verified).

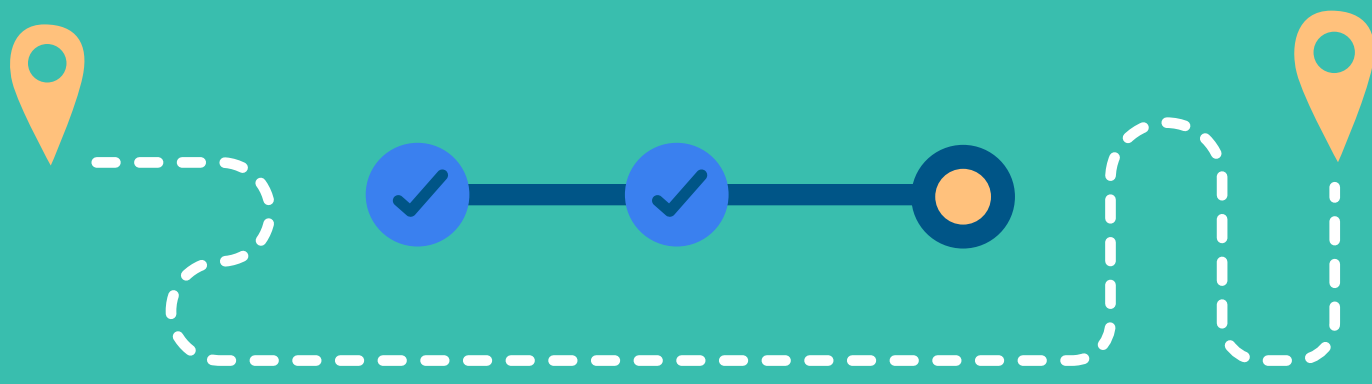


### Step Four: Monitor and Manage Your GMB Listing

• Just like you monitor your social media channels, you need to pay attention to your GMB listing, too!

• Responding to reviews shows that your business values customer feedback.

• 30 percent of consumers say they're more likely to choose a business that actively replies to reviews.



Now that you've created/claimed and verified your Google My Business listing, let's break down each of the buttons listed on the side panel of your page:



**Home** – The main page you see when you're in the back end of your GMB listing. Allows you to review your performance, including reviews, searches and more.

**Posts** – Feature timely news, products and events for seven days.



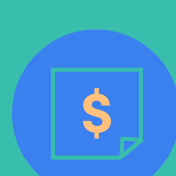
**Info** – Update your info, including business name, address, phone number, hours of operation and attributes.

**Insights** – Provides data to show you how your listing is performing in searches.



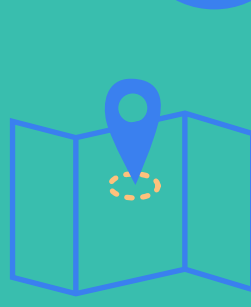
**Reviews** – Easily manage and respond to your reviews in one spot.

**Messaging** – Communicate with your customers in the GMB app for live messaging.



**Services** – Enter in the services you offer, including description and price. Similar to a menu.

**Website** – This gives you the opportunity to create a Google-built website as a temporary solution for your business. A locally optimized website is recommended.



### Google My Business Tips

#### Tip #1 – Enter Special Hours for Holidays

• Lets your customers know you're operating on a different schedule than normal.

#### Tip #2 – Utilize Posts Section

• Promote special offers, events and link to your website or social media content on your listing card.

#### Tip #3 – Ask for Reviews

• A listing that has more reviews typically ranks higher in the search results, so make sure you're consistently asking your customers for new reviews.

#### Tip #4 – Analyze Search Results Through Insights Section

• Evaluate number of calls, popular keywords and customer interactions (driving directions, visits to website, etc.). This data can help influence your future marketing strategies.