

A large, bold, white letter 'G' is positioned on the left side of the slide. To its right is a vertical white line that extends from the top to the bottom of the slide.

Setting Up A Google My Business Account

An important step in getting your business found

WHY GOOGLE MY BUSINESS?



In addition to having a great website with organic SEO (Search Engine Optimization), that has frequent updates and is indexed by search engines, it is important to have a "Google My Business" Account.

A profile on the largest search engine in the world is much more than simply a "business listing" like the old Yellow Pages. It creates visibility and an easy way to share accurate information about your business with customers and potential customers.

After logging into a "Gmail" account, start the process by accessing the "Google My Business App" here:

<https://www.google.com/business/>

Select the blue "Manage now" button.

The screenshot shows the Google My Business website interface. At the top, the navigation bar includes the Google My Business logo, menu items for Overview, Business Solutions, Resources, and FAQs, and buttons for Sign in and Manage now. The main content area features a large heading: "Stand out on Google with a free Business Profile". Below this, a sub-heading reads: "Turn people who find you on Google Search and Maps into new customers with a free Business Profile for your storefront or service area. Personalize your profile with photos, offers, posts, and more." A blue "Manage now" button is positioned below the text, with a green arrow pointing to it from the right. To the right of the text is a preview of a business profile for "Detroit Voltage", an electrician in Detroit, Michigan, with a 4.9-star rating. The profile preview includes a photo of a woman in a hard hat, a "REQUEST A QUOTE" button, and contact information: 400 Monroe St #261, Detroit, MI 48226, and "Open" status.

Click "Add your business to Google."

The screenshot shows the Google My Business interface. At the top, the browser address bar displays the URL: https://business.google.com/create/new?hl=en&gmb-src=us-en-z-z-z-gmb-s-z-u~mhp-hom_hr-u-13100834. Below the browser, the Google My Business logo is visible. The main content area features a smartphone mockup on the left showing a search for 'The Boutique' with a 4.3-star rating and address '6 Front St, Salem, MA 01970, USA'. To the right of the mockup, the heading 'Find and manage your business' is displayed. Below this heading is a search input field with the placeholder text 'Type your business name'. Underneath the search field, there are two links: 'Can't find your business?' and 'Add your business to Google'. A large green arrow points from the bottom right towards the 'Add your business to Google' link.

John's Chiropractic Bowling Green
Create a business with this name

Bowling Green Airport
Woodhurst Street, Bowling Green, KY, USA

Bowling Green KOA Holiday
Three Springs Road, Bowling Green, KY, USA

Bowling Green State University
Bowling Green, OH, USA

Bowling Green Hot Rods
East 9th Avenue, Bowling Green, KY, USA

Business name*
John's Chiropractic Bowling Green

Business category*
You can change and add more later

By continuing, you're agreeing to these [Terms and conditions](#) and [Privacy Policy](#)

Next

Start typing your business name and select the option to "Create a business with this name."

Create profile

Start building your Business Profile

This will help you get discovered by customers on Google Search and Maps

Business name*
John's Chiropractic Bowling Green

Business category*
Chiropract

- Chiropractor
- Childrens party buffet
- Children's party service
- Children's hospital

Then select the correct "Business category" and hit the blue "Next" button.

Create profile

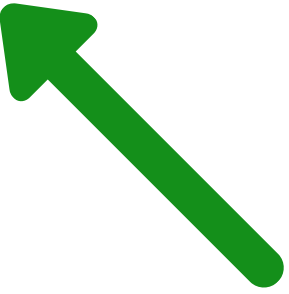
Do you want to add a location customers can visit, like a store or office?

This location will show up on Google Maps and Search when customers are looking for your business

Yes

No

Next



If the business is "brick and mortar," add the location so that it can be found on G Maps. Select "Yes" and hit "Next."

Create profile

What's the address?

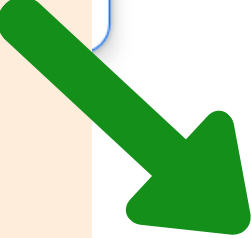
United States

Street address

City

State ZIP code

Next



Put in the address and hit "Next."

Do you also serve customers outside this location?

For example, if you visit or deliver to your customers, you can let them know where you are willing to go

- Yes, I also serve them outside my location
- No, I don't

Next



The answer to "Do you also serve customers outside this location?" is likely no. The businesses that would answer "yes" are ones that deliver to other areas outside the address of the business.

What contact details do you want to show to customers?

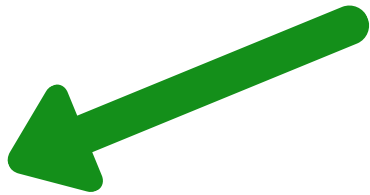
Help customers get in touch by including this info on your Business Profile

Contact phone number
555-555-5555

Current website URL
raegreenip.com

I don't need a website


Get a free website based on your info.
[See details](#)



Input the business phone number and website. Hit "Next."

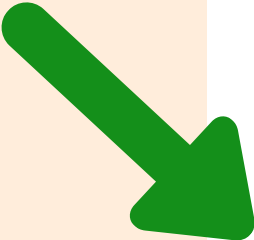
Choose a way to verify

In order to fully manage and represent this business on Google, you'll need to confirm that it's yours. Select how you'd like to get a verification code. [Learn more](#)

Postcard by mail 

Have a postcard with your code mailed to this address
This may take up to 5 days to arrive

John's Chiropractic Bowling Green
609 oakwood terrace, Mt juliet, TN 37122, United States



The address of the business needs to be verified. The easiest way to do this is to have Google mail a post card. Put in your name and hit the blue "Mail" button.

Eventually, when the post card is received from Google, verify your business by entering the code from the postcard. Simply select "Verify Now" on your Google My Business home screen.

The screenshot displays the Google My Business interface for a business named "John's Chiropractic Bowling Green". The left sidebar contains navigation options: Home, Posts, Info, Insights, Reviews, Messages, Photos, Bookings, Services, Website, and Users. The main content area is divided into several sections:

- Stay connected during COVID-19:** Includes options to "Update business hours" and "Post your COVID-19 update", with a "Learn more" button.
- Verification needed:** A red shield icon indicates that verification is required. Text states: "To finish your free listing, you'll need to verify that you're authorized to manage it. What you'll get with verification:" followed by a list of benefits: "Allow new customers to find you across Google", "Create promotional posts", "Track business analytics", and "Respond to customer reviews". A blue "Verify now" button is located at the bottom of this section. A green arrow points to this button.
- Get custom email you@yourbusiness:** Promotes Google Workspace with a "Get started" button.
- Have news to share with your customers?:** Offers to "Create post" to share events or promotions.
- Complete your Business Profile:** Shows a progress indicator at 50% and an "Add hours" button.

BEST PRACTICES FOR YOUR GOOGLE MY BUSINESS ACCOUNT



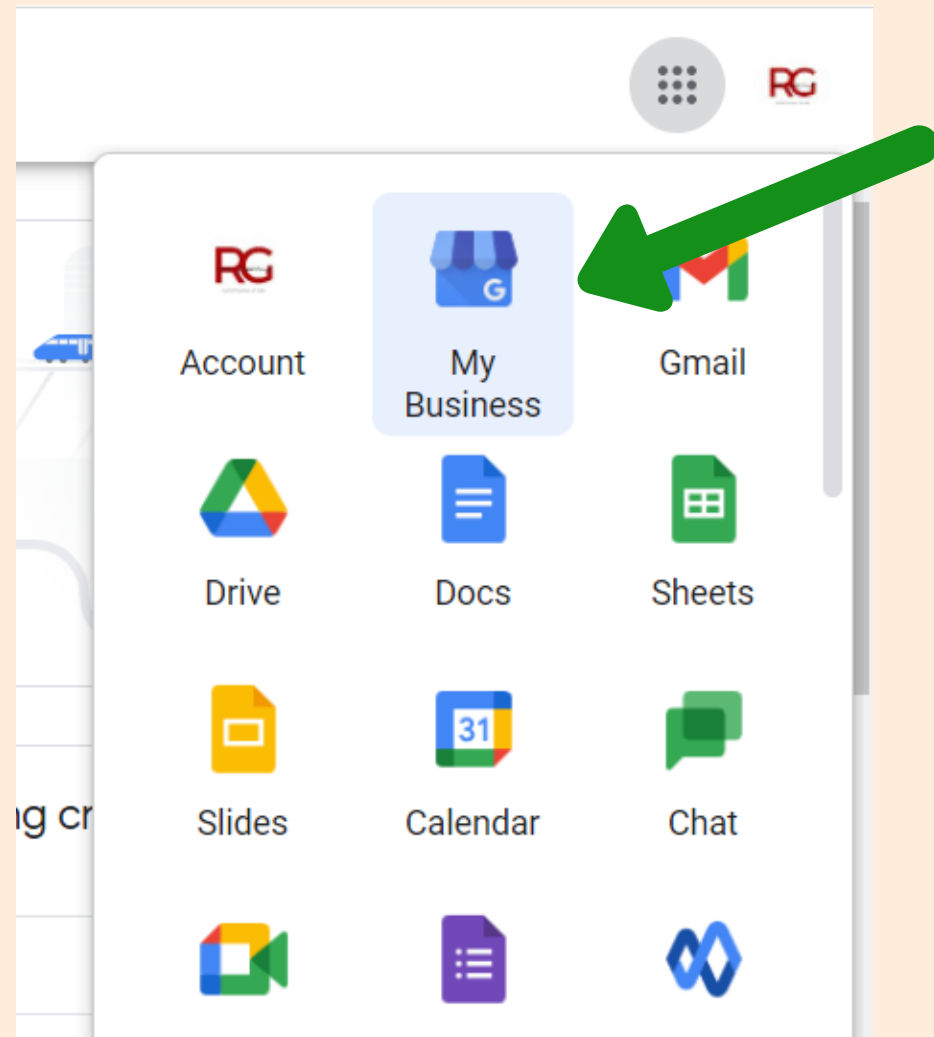
It's important to make sure that your business profile is complete.

Posting regularly can help your listing rank higher when someone searches your industry "keywords."

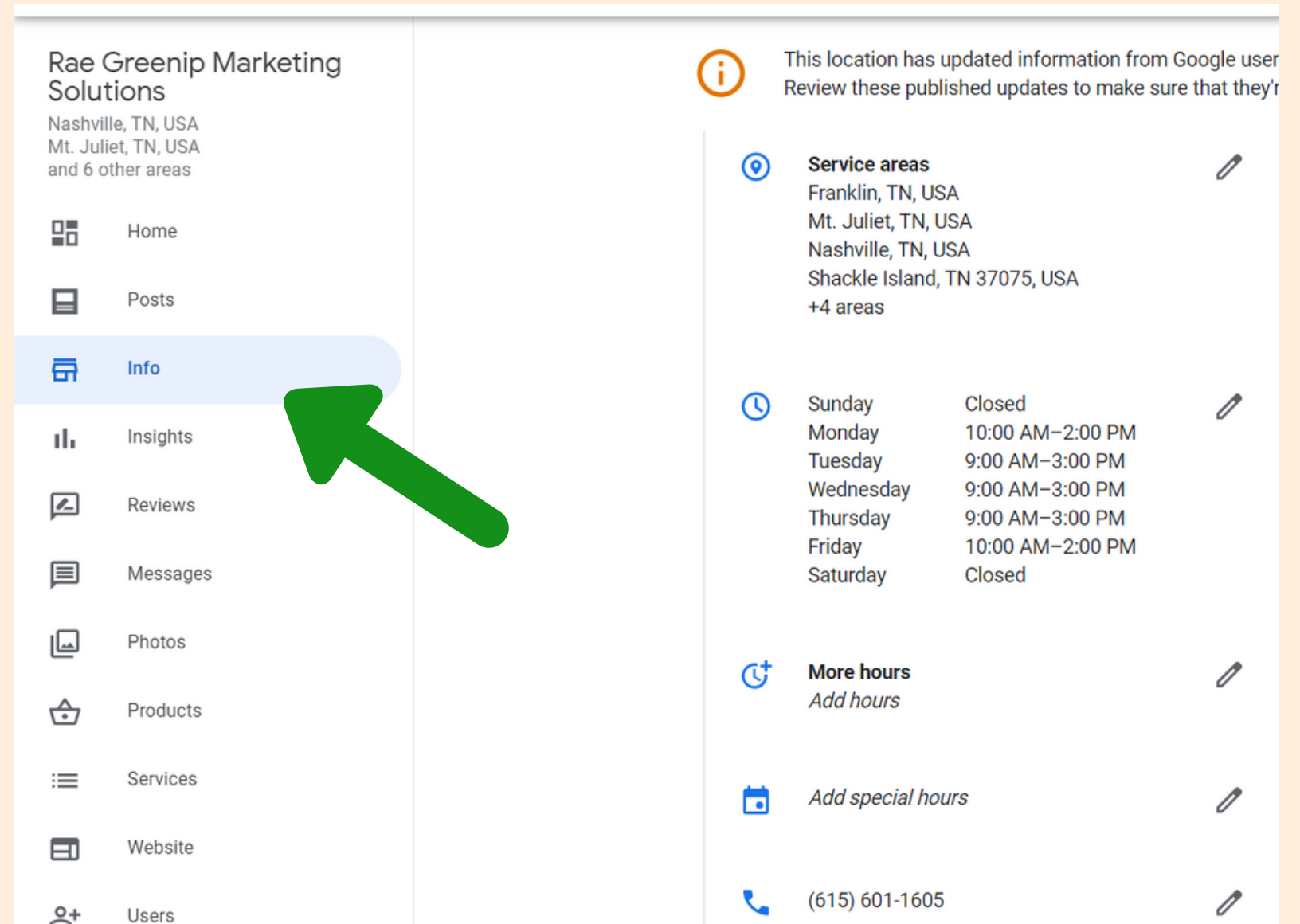
Reviews, reviews, reviews!

Study after study has shown that businesses with regular, higher amounts of reviews are listed first when someone is looking for your type of business. Having a high rating coupled with lots of reviews and responses to the reviews from your business boosts search ranking tremendously.

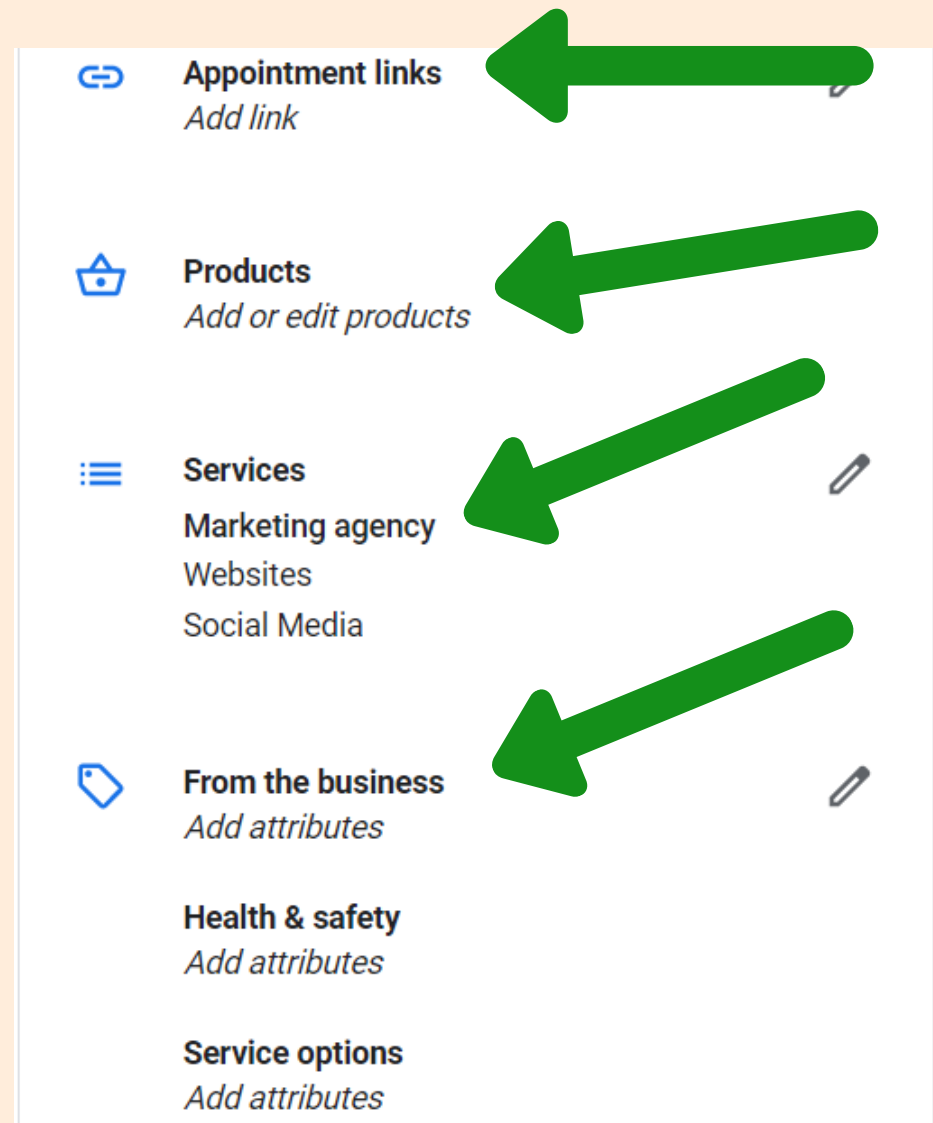
Having your website as part of your profile is key.



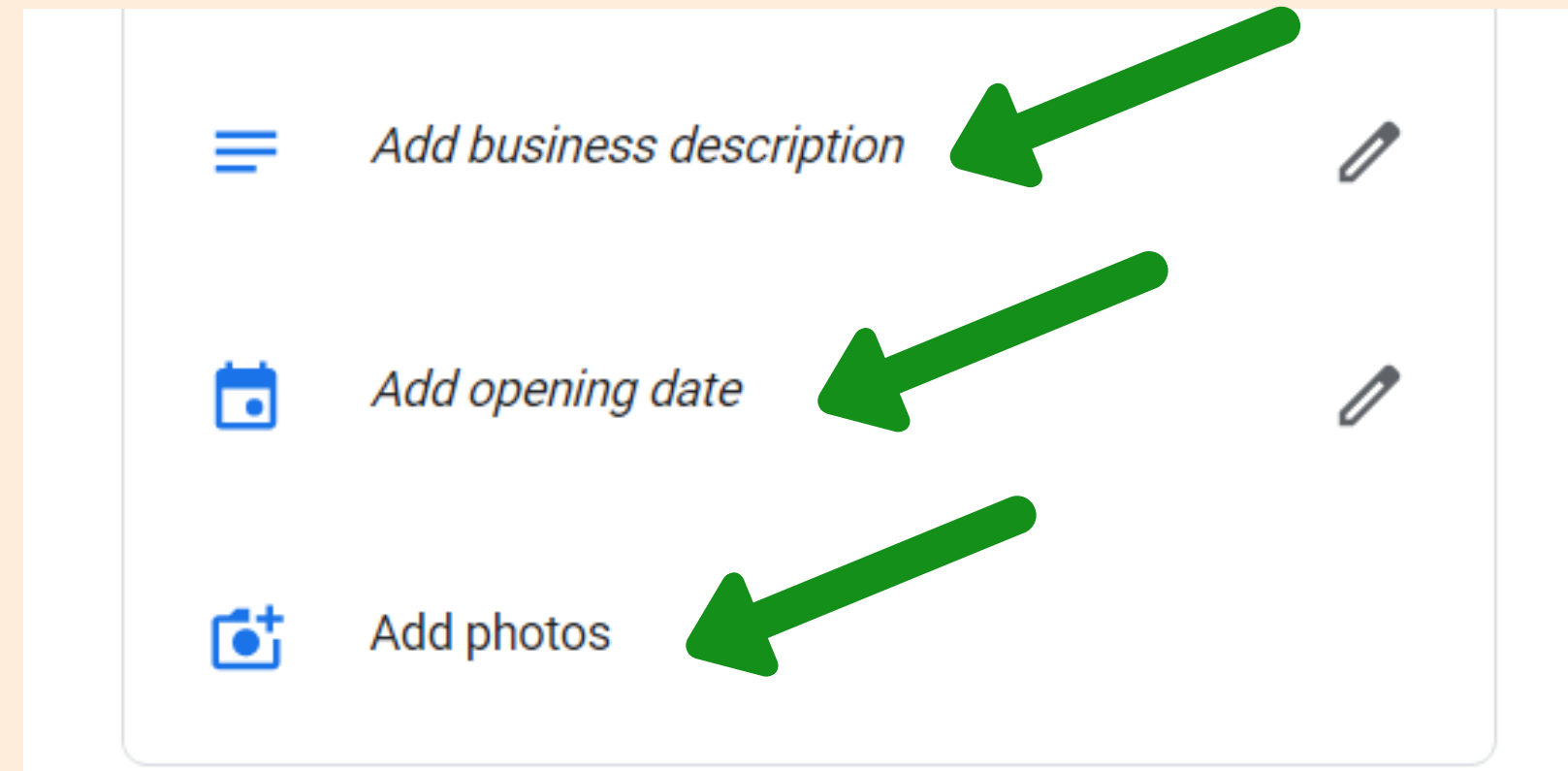
To access the account, log into the Gmail address you used to create the Google My Business listing. Navigate to the 9 dots on the top right and select the blue "My Business" icon.



Hit the "Info" tab on the left column and complete the profile information about your business including hours and service areas (if applicable).



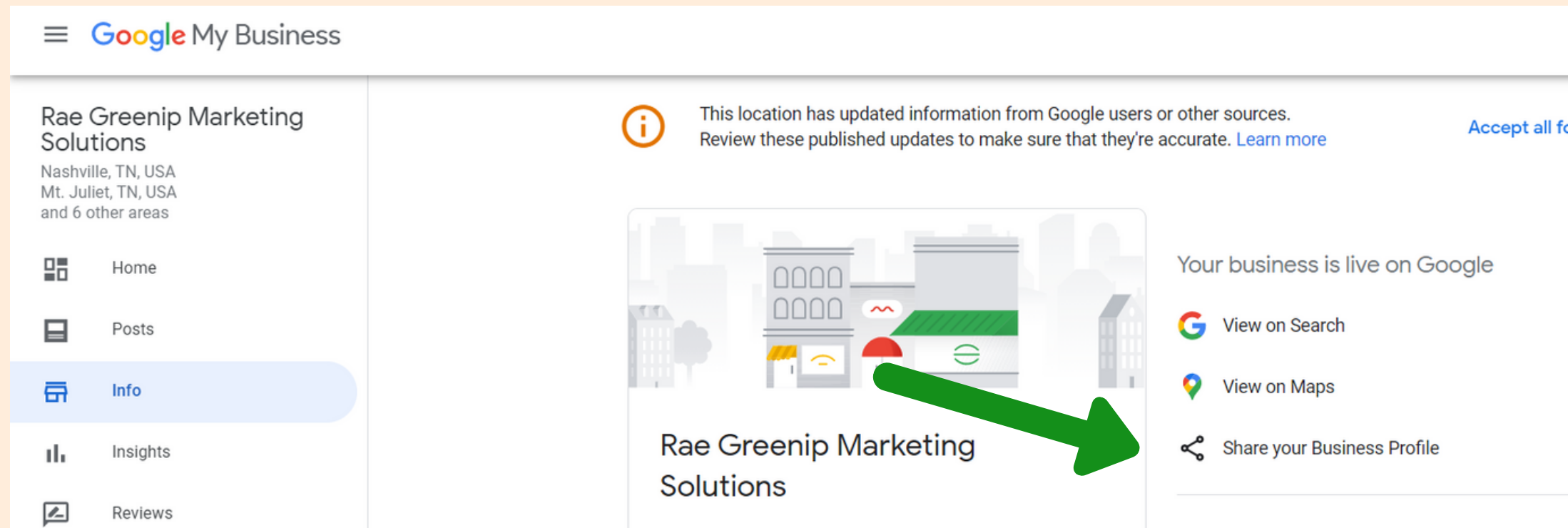
If you offer appointments to be made online, add the link. Add your list of products and services. Add 'attribute' items like if your business is "Veteran-owned" or that you offer online appointments under "Service options."



Also add a "business description."
This can be a mission statement
or business bio.

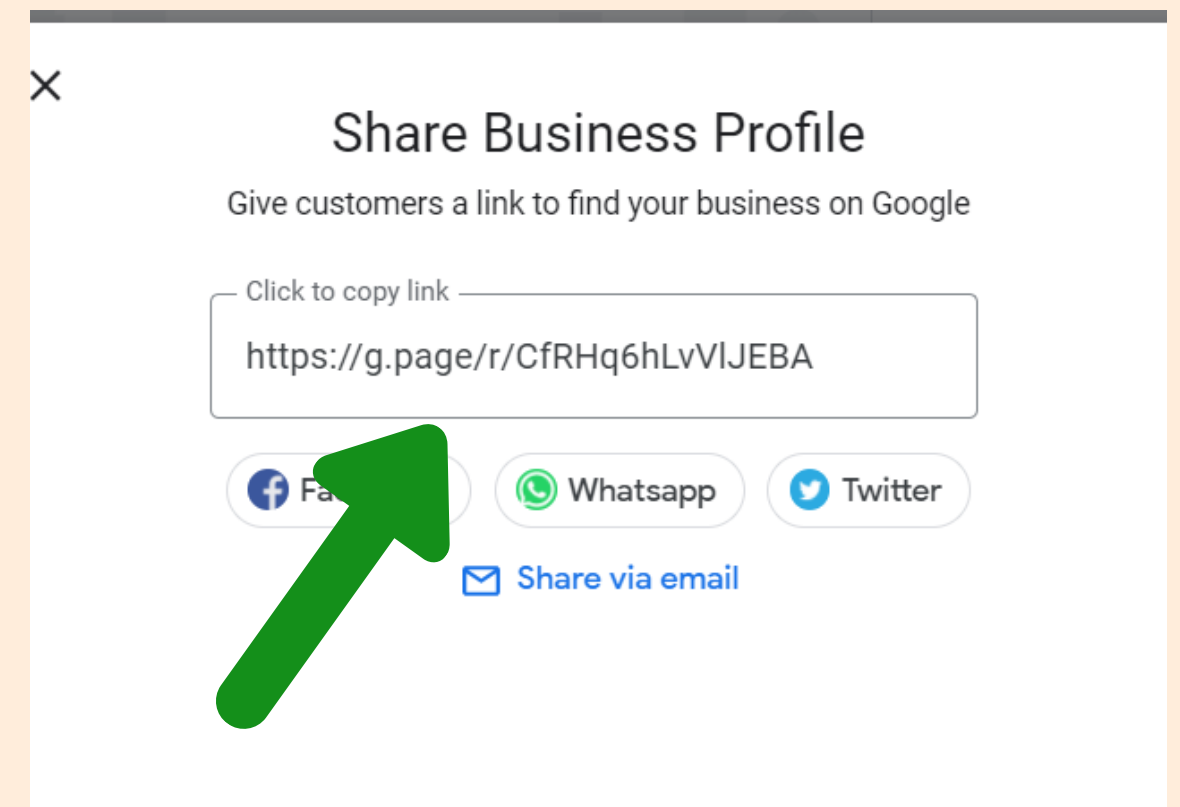
Add your opening date.

Add photos of your business, staff,
products, etc. *This is very important.



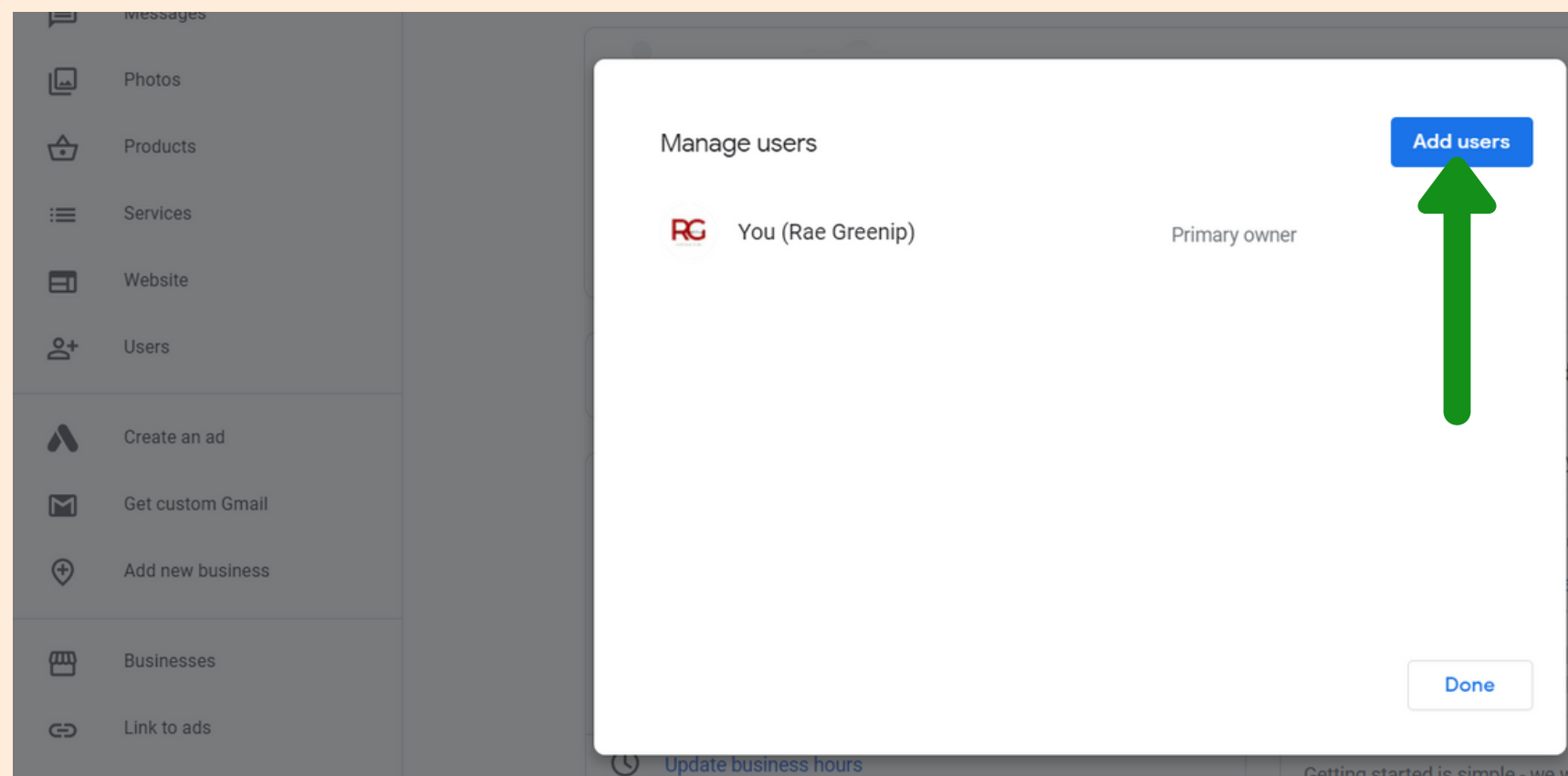
On the "Info" tab on the left, simply select Share your Business Profile and copy the link provided.

It's important to create a process in your customer journey to request reviews. You can easily direct customers to leave a review about their experience right on your Google My Business page.

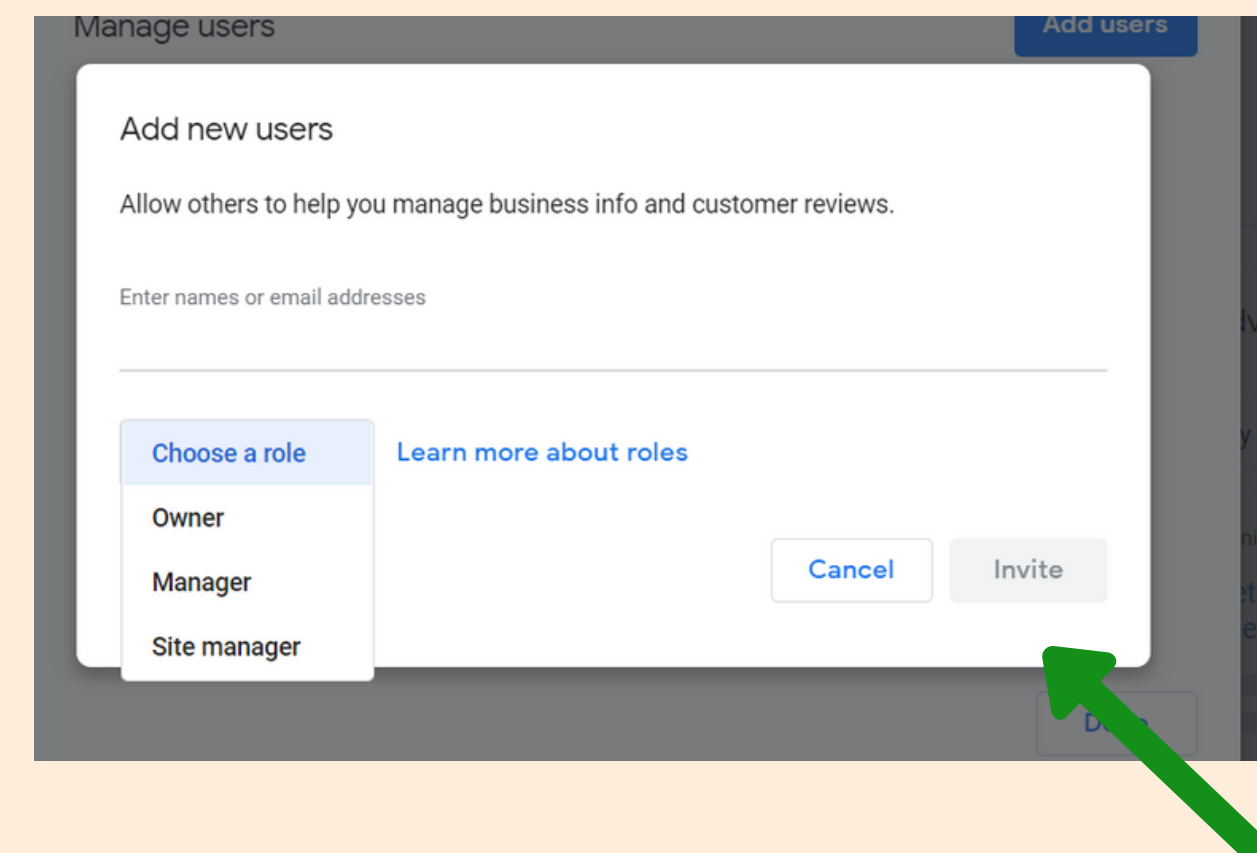


Manage your reviews and make sure to respond to all of them. Go to the "Reviews" tab from the Google My Business Homescreen.

The screenshot shows the Google My Business interface for 'Rae Greenip Marketing Solutions'. The left sidebar contains navigation options: Home, Posts, Info, Insights, **Reviews** (highlighted with a green arrow), Messages, Photos, Products, Services, and Website. The main content area features a banner with a 5-star rating icon and the text: 'Show customers you care, one response at a time' and 'Your customers now get notified when you reply to their review'. Below the banner are tabs for 'All', 'Replied', and 'Haven't replied'. A review from Asa Davis is displayed, showing a 5-star rating and the text: 'Rae does a great job with my website, and social media. I would highly recommend for any of your marketing needs!'. Below the review is a response from the business owner: 'It's such a pleasure working with you Asa, thank you very much for the kind words!'. At the bottom of the review are 'Edit' and 'Delete' buttons.

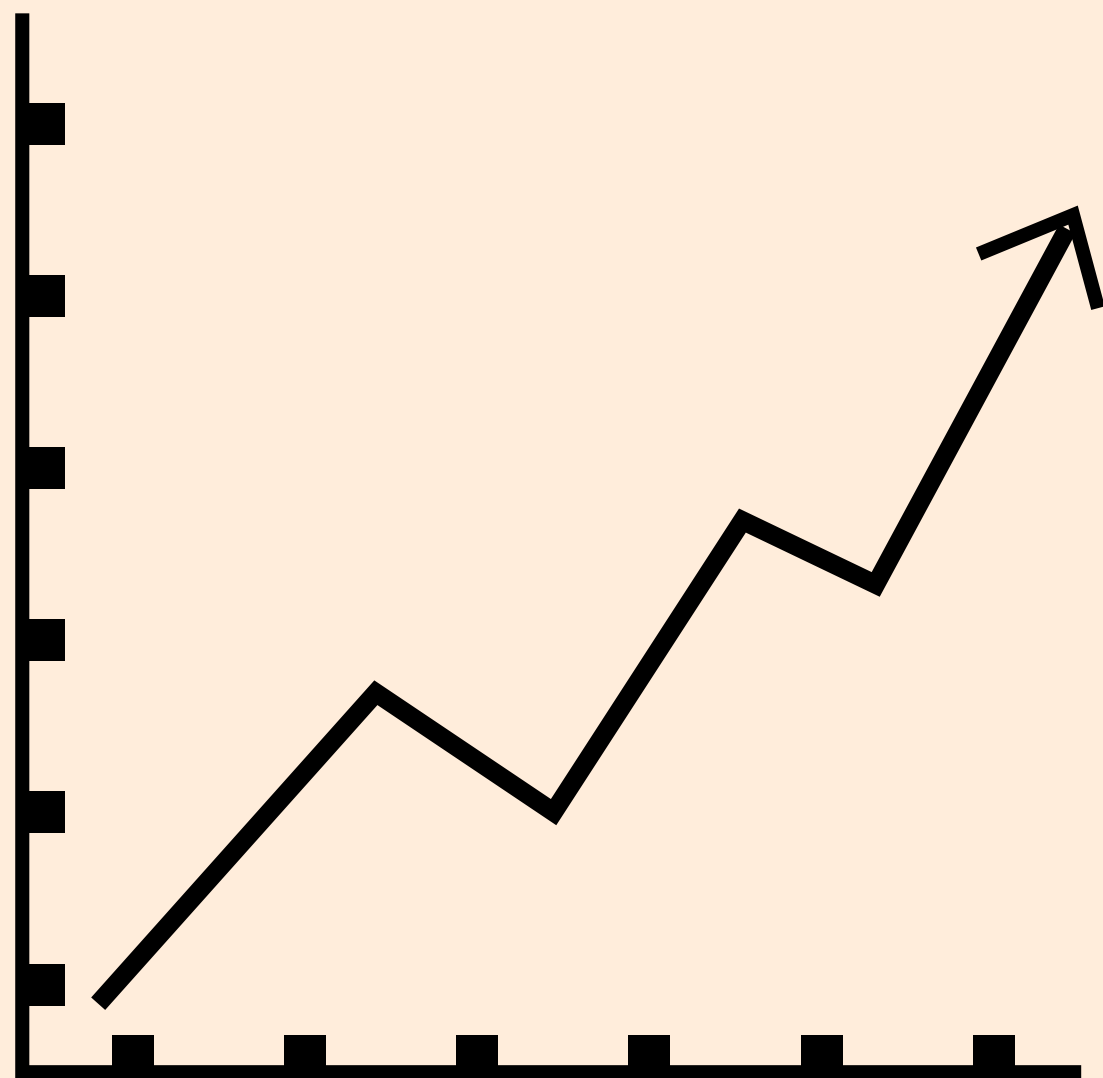


Put the email address of the team member on the line and select what type of access you want to give them to your Google My Business Account. Then select "Invite."



Add team members from your organization to help manage your Google Listing. Select "Users" from the left column of the Google My Business homepage. Then select the blue "Add users" button.

USING INSIGHTS



Monitor the traffic to your business listing via Google's analytics tool.

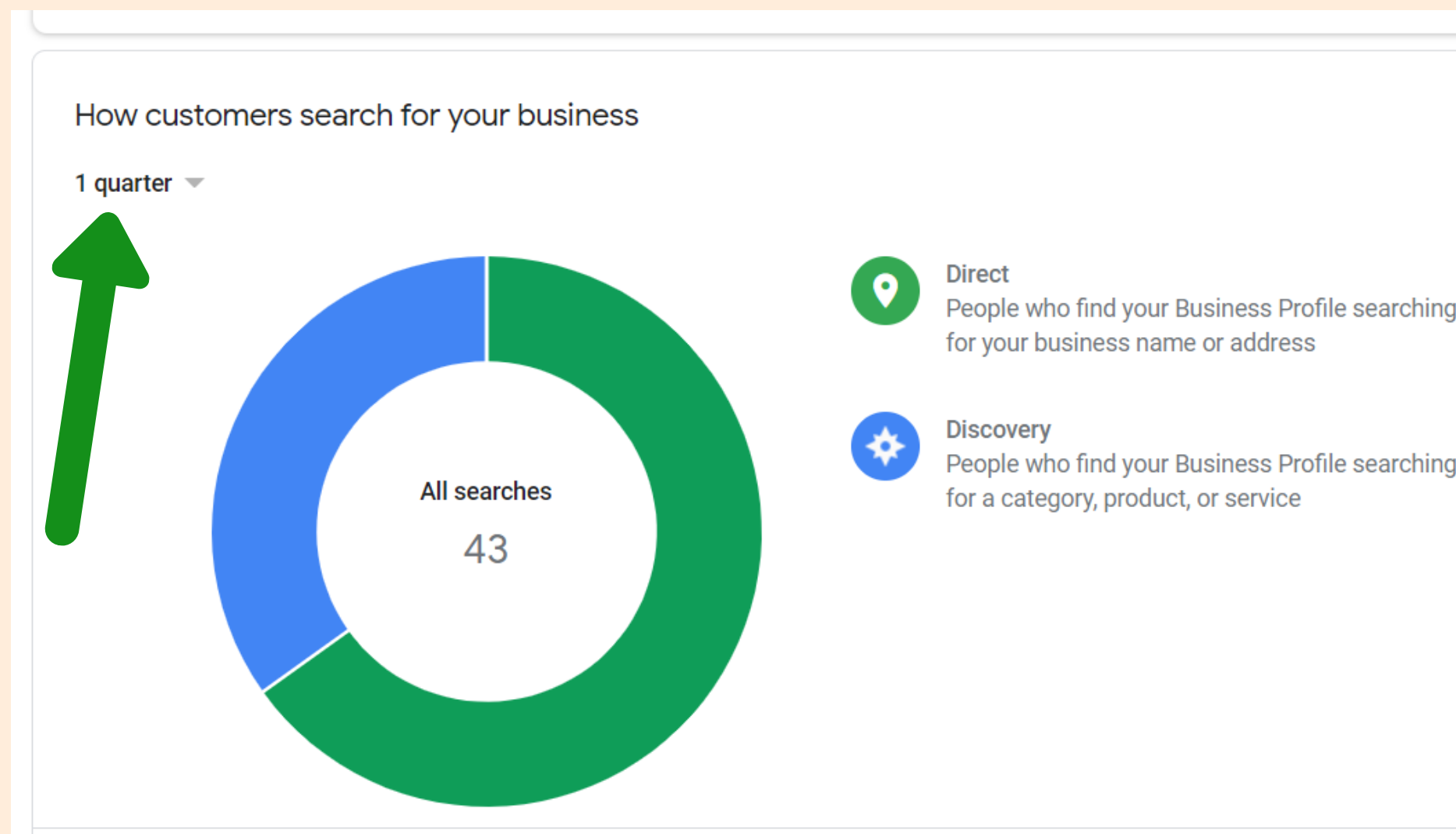
Using the "Insights" tab on the left column of your Google My Business homepage will help you determine if and how people are finding your business online via search engine.

This is important to look at in tracking where your customers are coming from.

In this top graph, look at how your business has been being found on Google. You can look at it in increments of the past week, month or quarter.

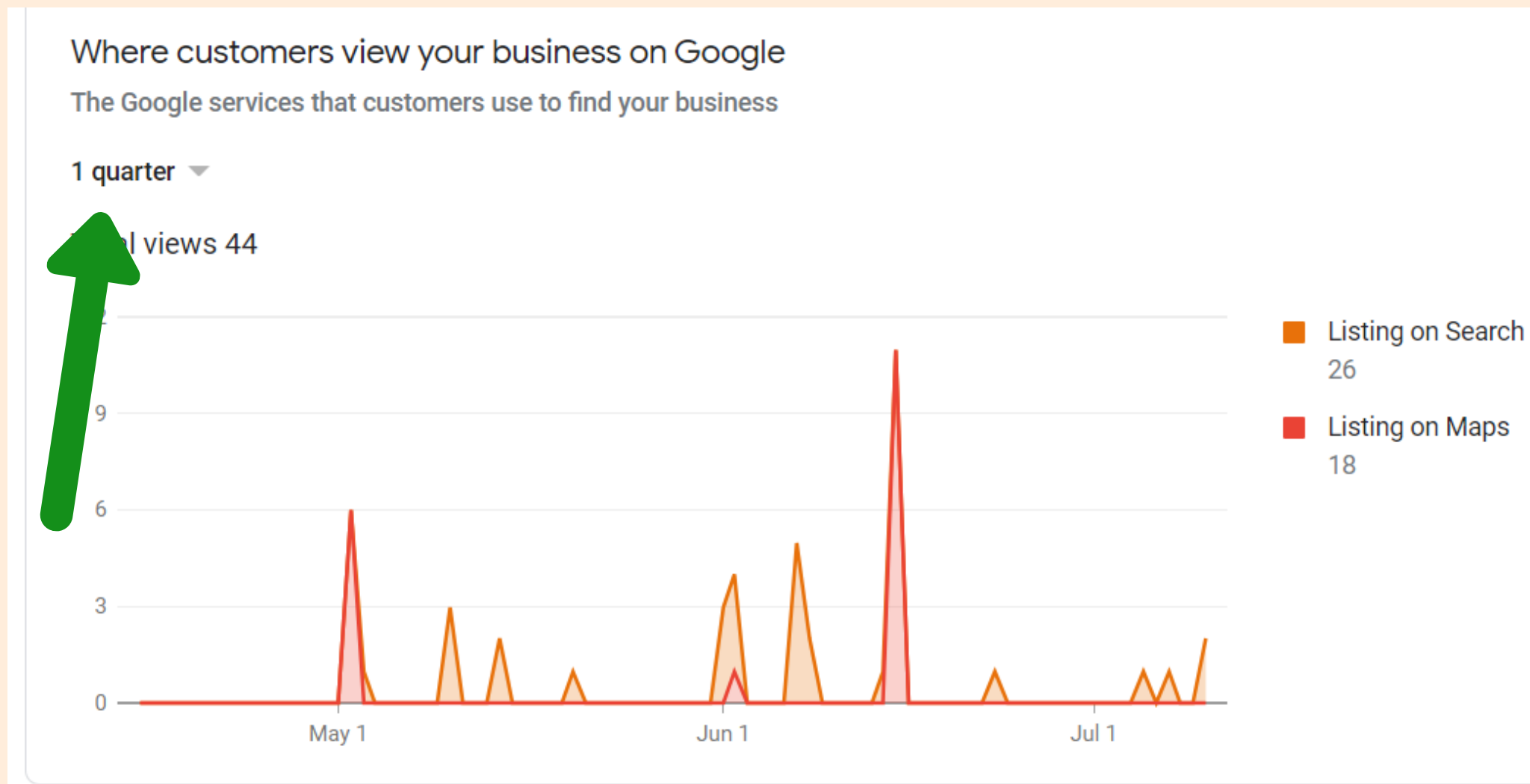
The "green" direct traffic indicates how many times people found your business by Googling the business itself (i.e. John's Chiropractic Bowling Green) OR entering the physical address of the business.

The "blue" discovery traffic indicates how many times people found your business by Googling keywords & phrases (i.e. Chiropractor Near Me).



Scroll down and see a chart that looks at traffic via Google Search vs. Maps day by day. You can look at it in increments of the past week, month or quarter.

The "orange" listing on search indicates how many times people found your business by Googling the business itself or keywords/phrases.



The "red" listing on maps indicates how many times people found your business by using the Google Maps app/function to search for your address or keywords/phrases in a specific geographical location.

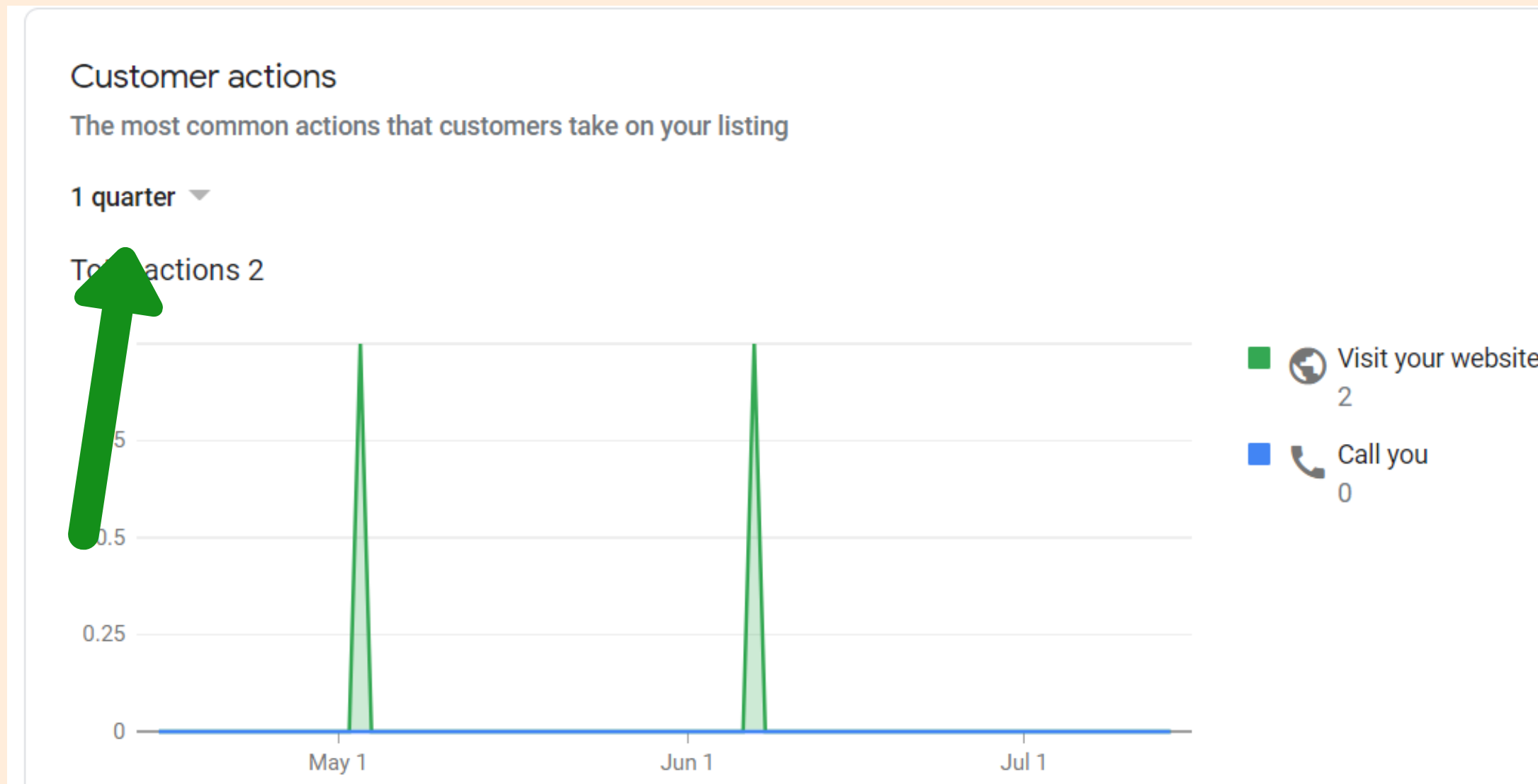
Scroll down and see a chart that looks at Customer Actions.

You can look at it in increments of the past week, month or quarter.

This examines the data about people that "took an action" from clicking on your Google My Business Listing.

In the example, the two possibilities are visiting the website for the business or clicking "call" on the listing.

This is important to look at when looking at where your website traffic is coming from and how your Google listing is performing in driving calls to your business.



CONCLUDING THOUGHTS

GET FOUND AND STAY FOUND

Having a "Google My Business" Account is an important part of your marketing strategy. This helps search engines be able to "piece together" information about your business so that it comes up when people look for businesses like yours.

Complete ALL information in your profile and update, post and add photos regularly.

Use the "Insights" to track where your traffic is coming from. You can also look at a few additional metrics like "Phone Calls," "Photo Views" and "Photo Quantity" to get an idea of what people are doing when they find your listing on Google.

www.raegreenip.com