

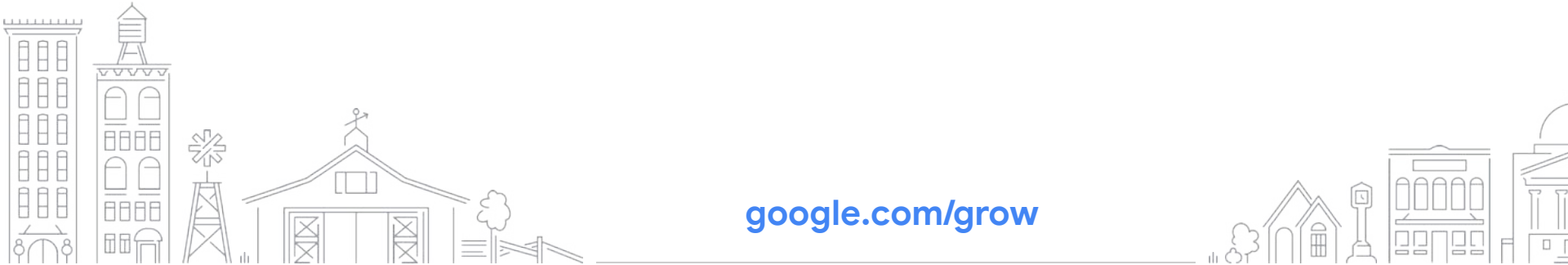
Grow with Google



Randi F. Penfil:
Speaker | Grow with Google
LinkedIn: Connect with me
Twitter: @randipenfil
Future Events: rfpenfil.com

[#GrowWithGoogle](#) | [#randipenfil](#)

google.com/grow



Grow with Google

Get Your Local Business on Google Search and Maps

grow.google/smallbusinesses

#GrowWithGoogle



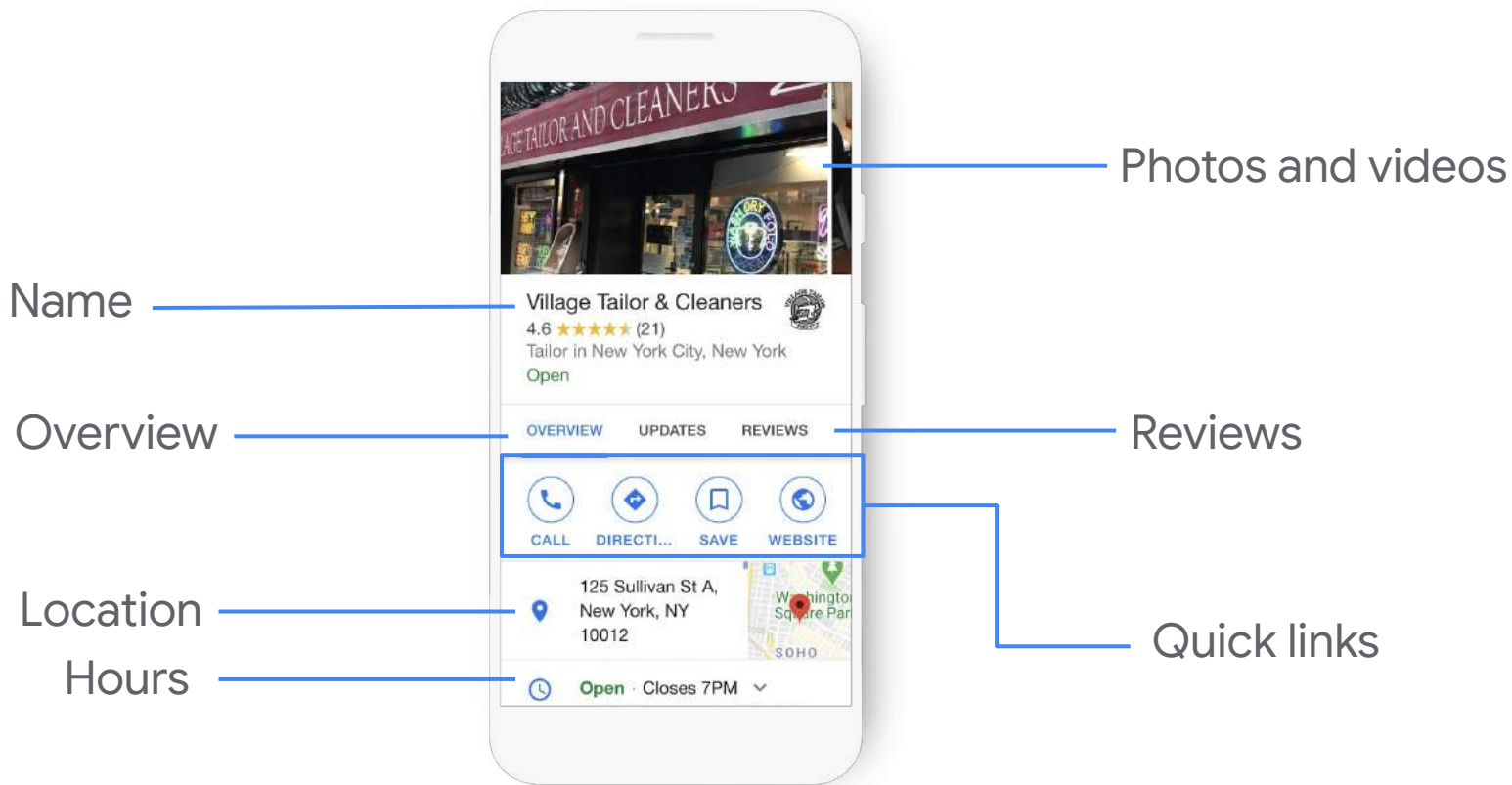
AGENDA

- **WHAT IS A BUSINESS PROFILE ON GOOGLE?**
- **HOW TO CREATE A BUSINESS PROFILE**
- **HOW TO MANAGE BUSINESS INFO**
- **TOUR OF GOOGLE MY BUSINESS**
- **RESOURCES**

What Is a Business Profile on Google?

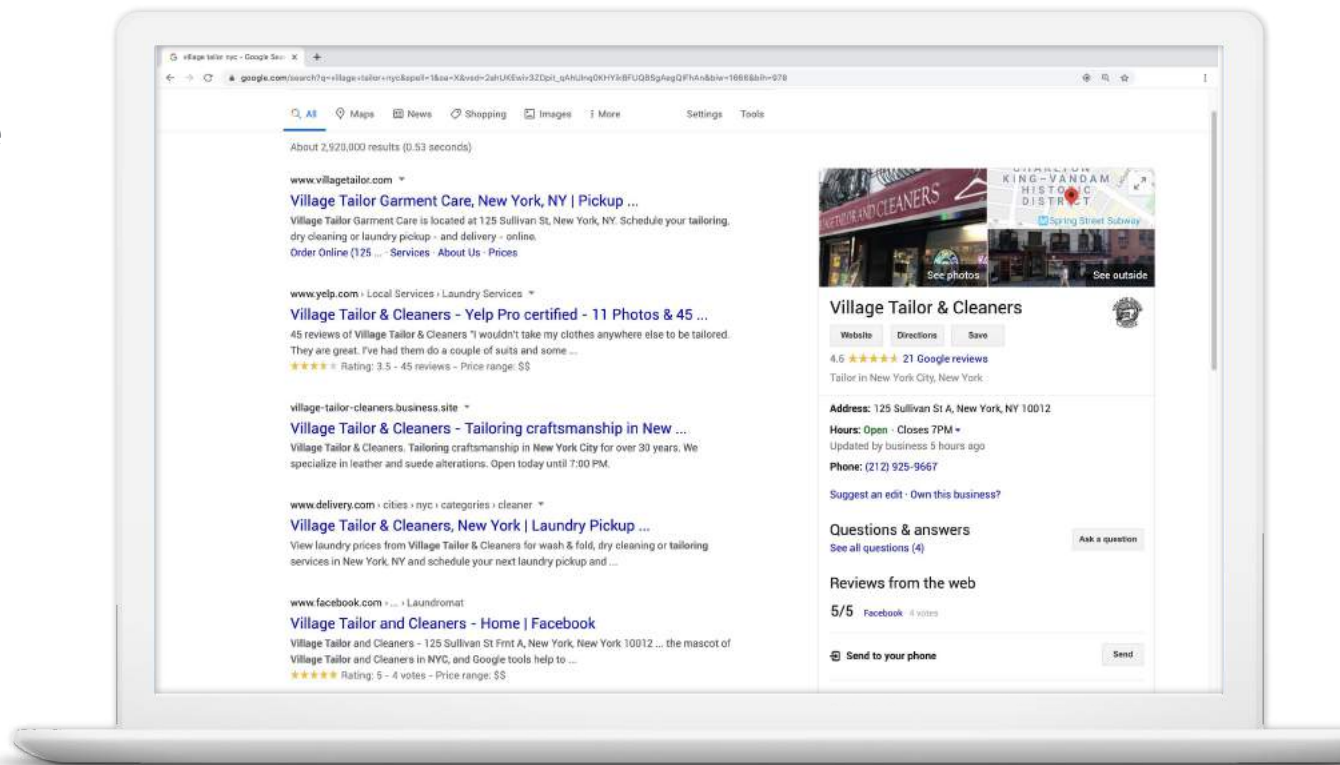


ANATOMY OF A BUSINESS PROFILE ON GOOGLE



BUSINESS PROFILES APPEAR ON GOOGLE SEARCH...

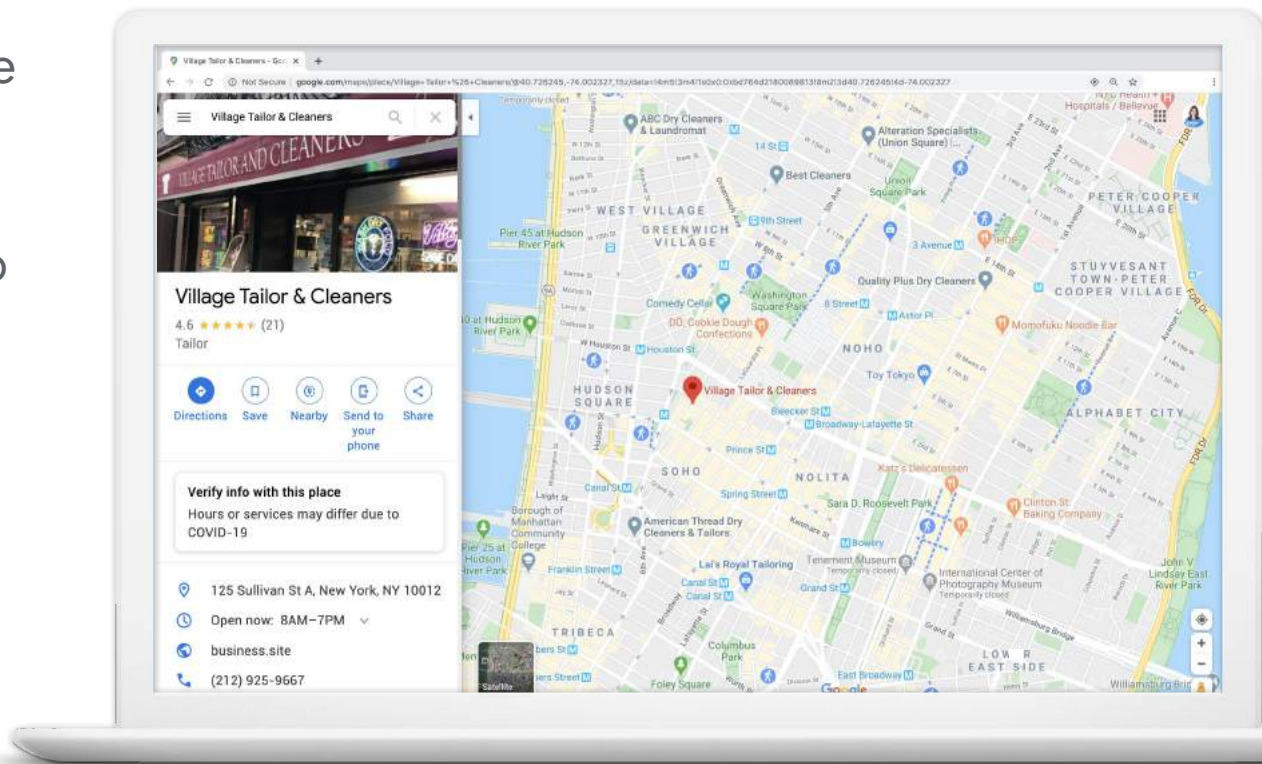
Up-to-date Business Profiles are **2.7X** more likely to be considered reputable.¹



¹ Ipsos research: Benefits of a complete listing 2017

AND GOOGLE MAPS

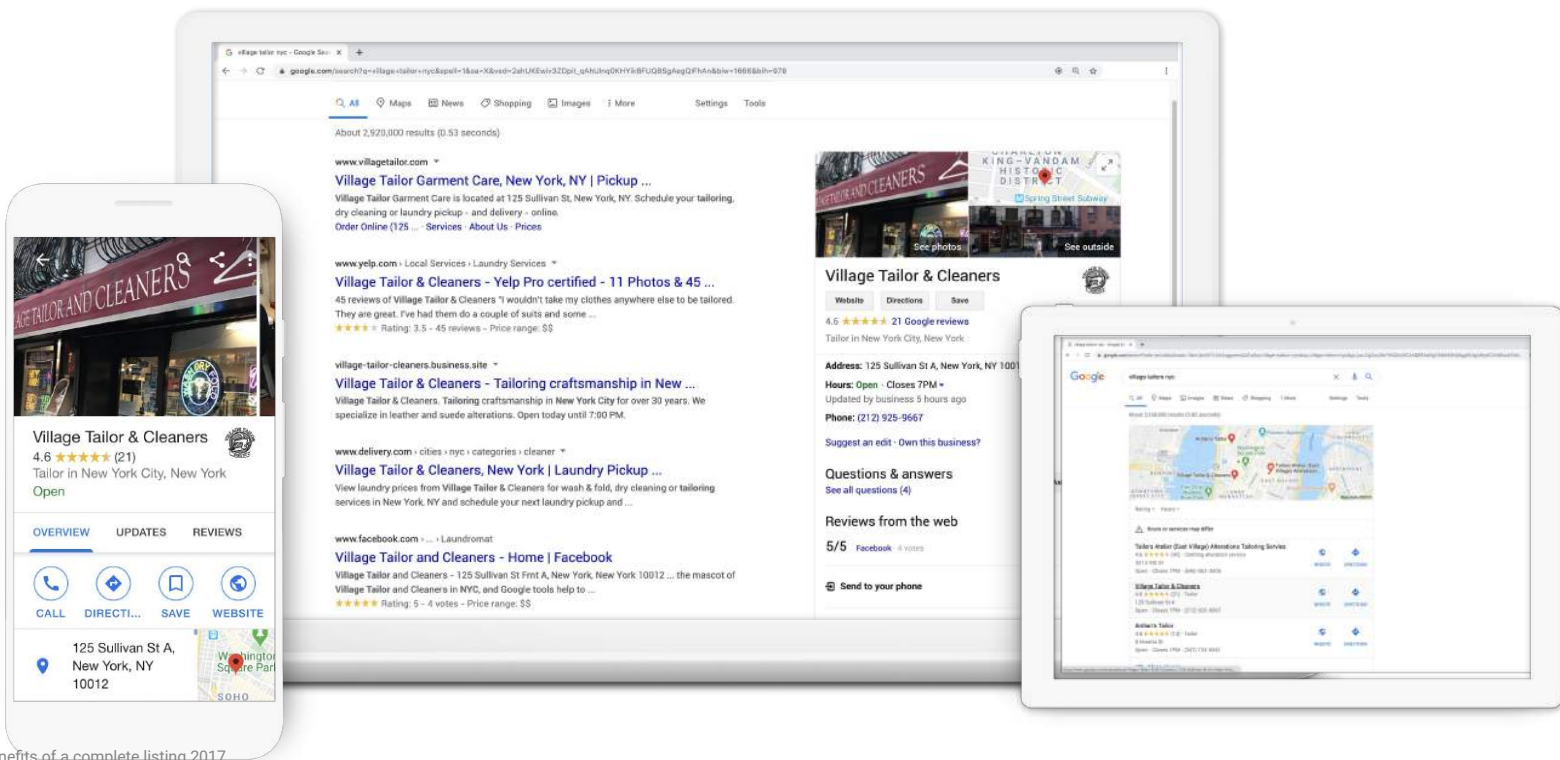
Up-to-date profiles are **70% more likely** to attract location visits and **50% more likely** to lead to a purchase.¹



¹ Ipsos research: Benefits of a complete listing 2017

ACROSS ALL DEVICES

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



¹ Ipsos research: Benefits of a complete listing 2017

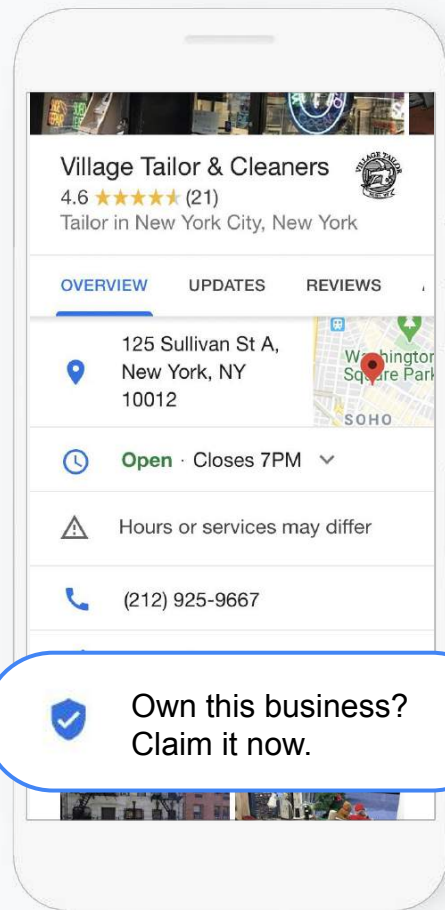
HOW TO GET STARTED

You will use a free tool called Google My Business to create a Business Profile.

- Already see a Business Profile?
[Claim it now.](#)

- Don't see a Business Profile?
You can create it.

Let's go.



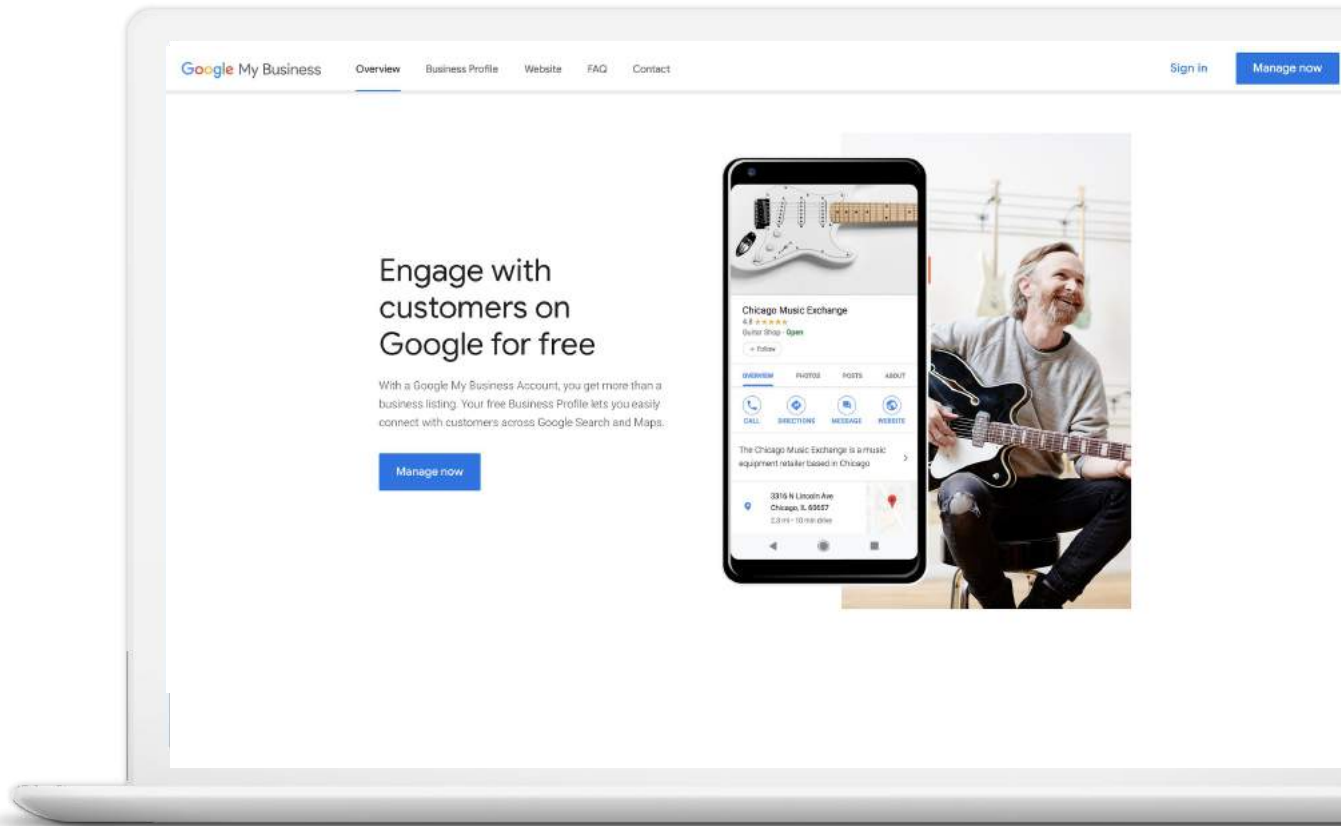
How to Create a Business Profile



WHAT IS GOOGLE MY BUSINESS?

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

google.com/business



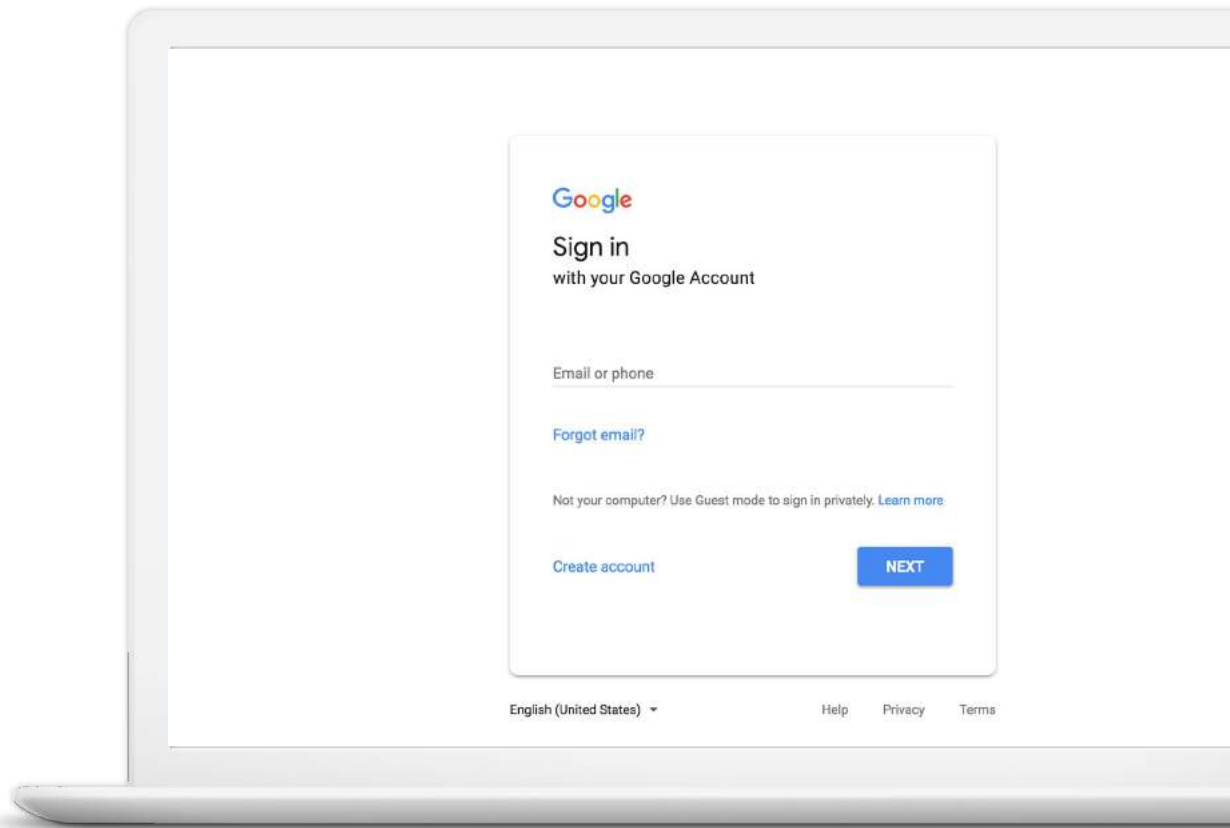
STEP 1: SIGN INTO YOUR GOOGLE ACCOUNT

Sign into the Google Account used for your business.

Quick Tip:

Create a free account:

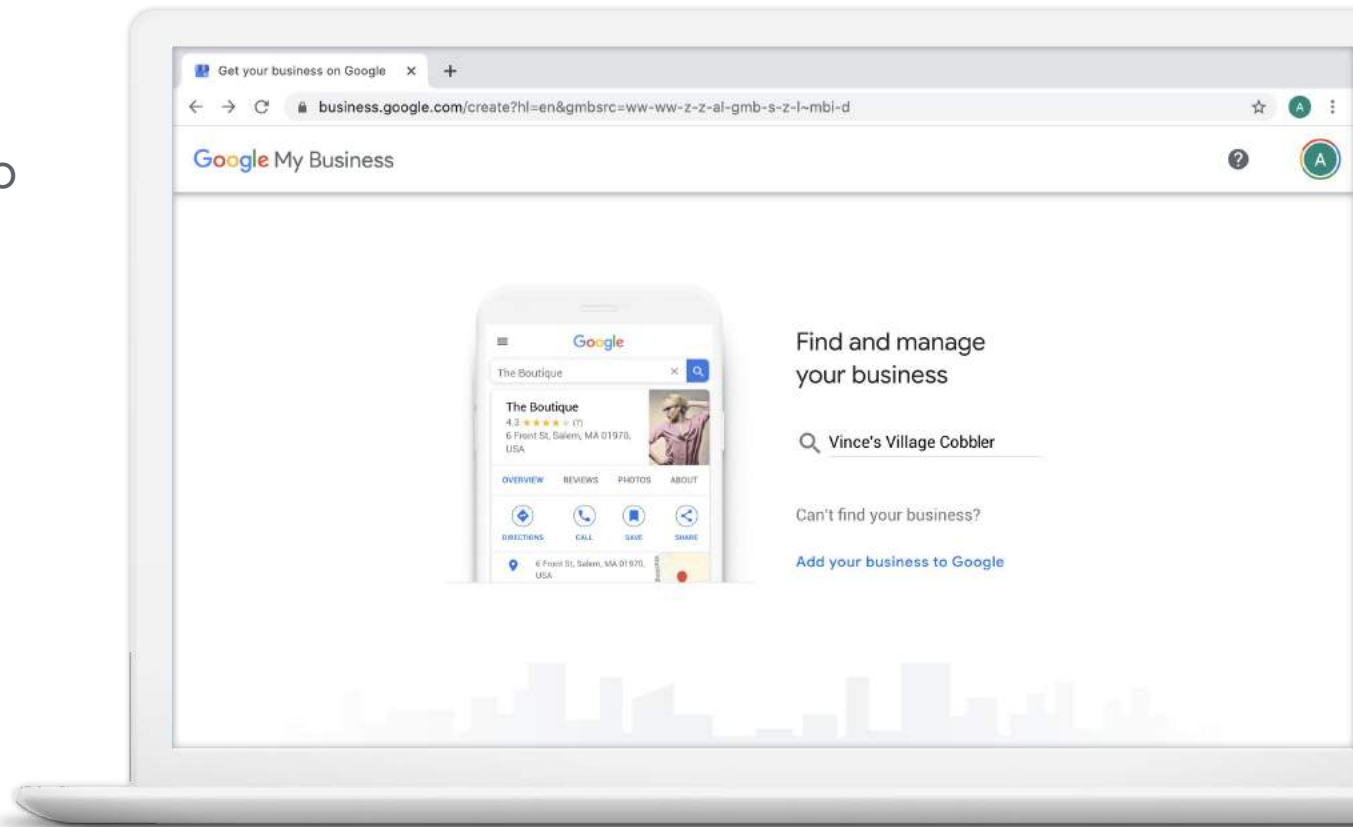
accounts.google.com/signup



STEP 2: FIND OR ADD YOUR BUSINESS

Type the business name as you want it to appear on Google.

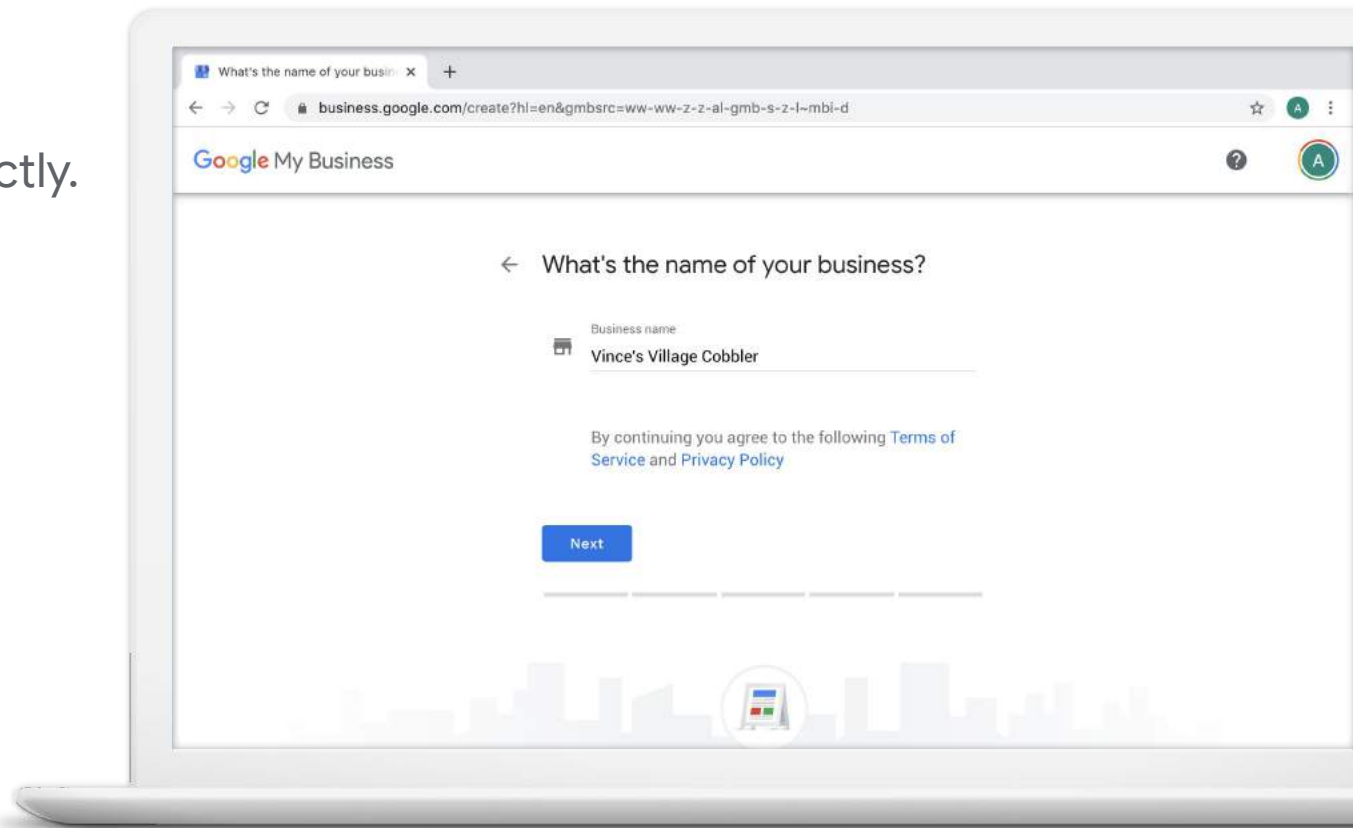
It may appear in a dropdown list.



CONFIRM BUSINESS NAME

Confirm the business name is spelled correctly.

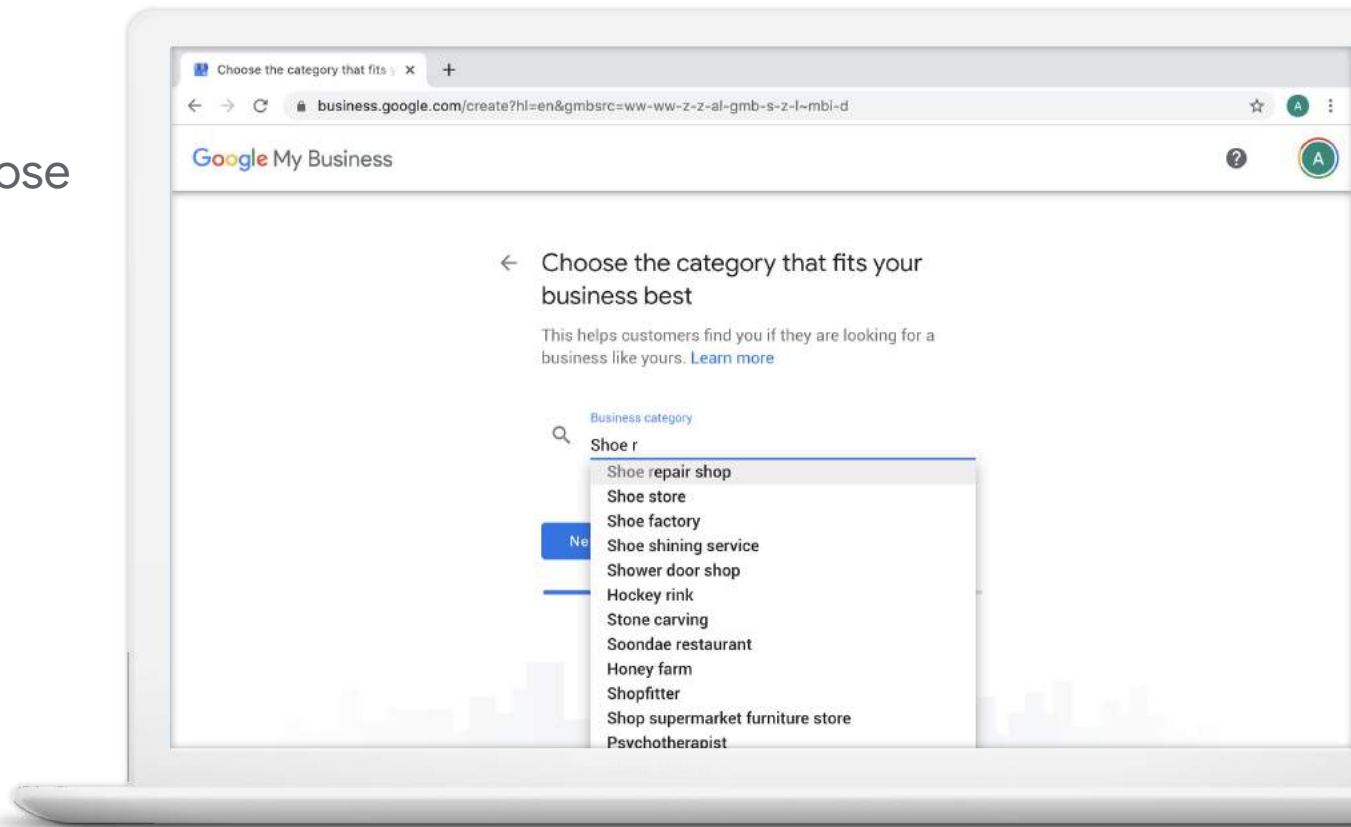
Click [Next](#).



STEP 3: SELECT A BUSINESS CATEGORY

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

Click [Next](#).

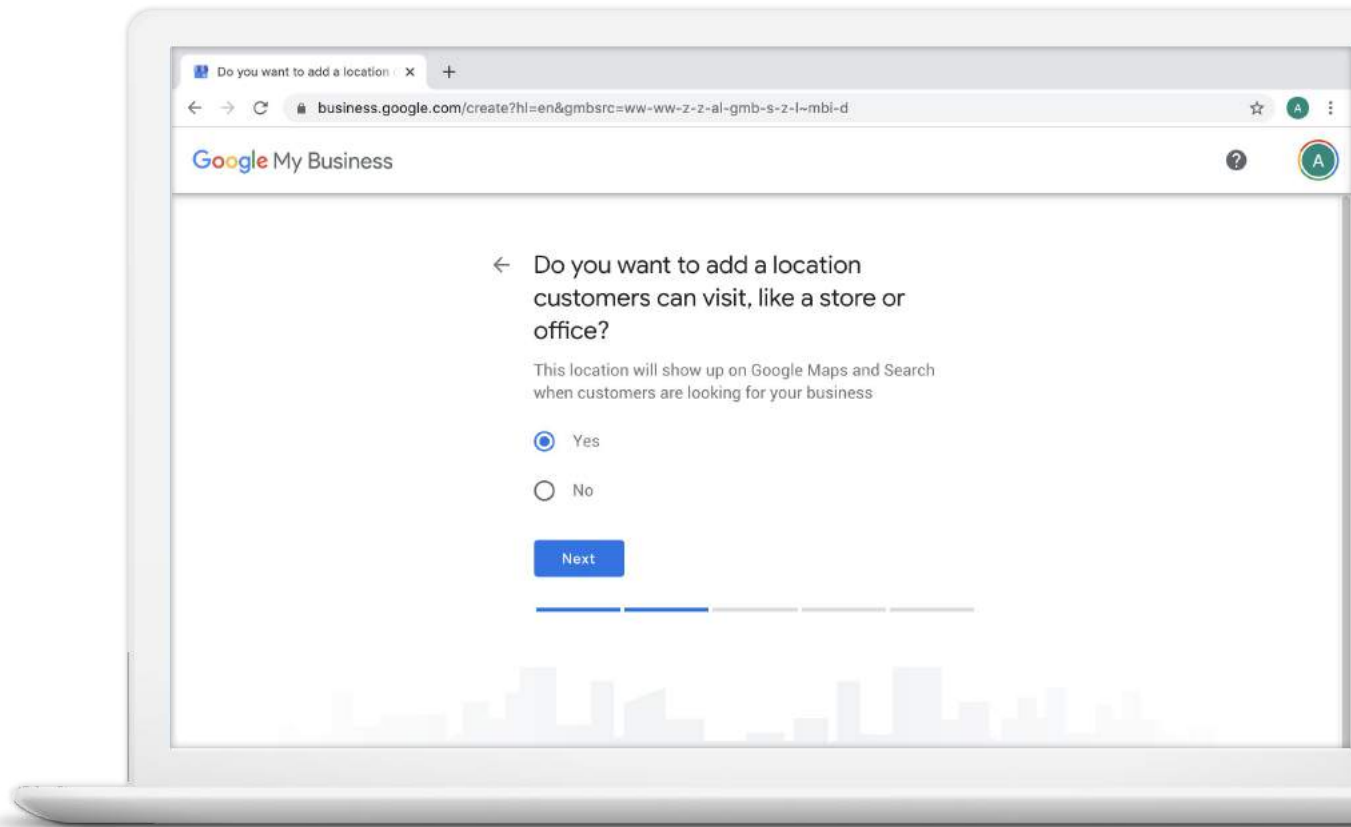


STEP 4: DO YOU HAVE A LOCATION CUSTOMERS VISIT?

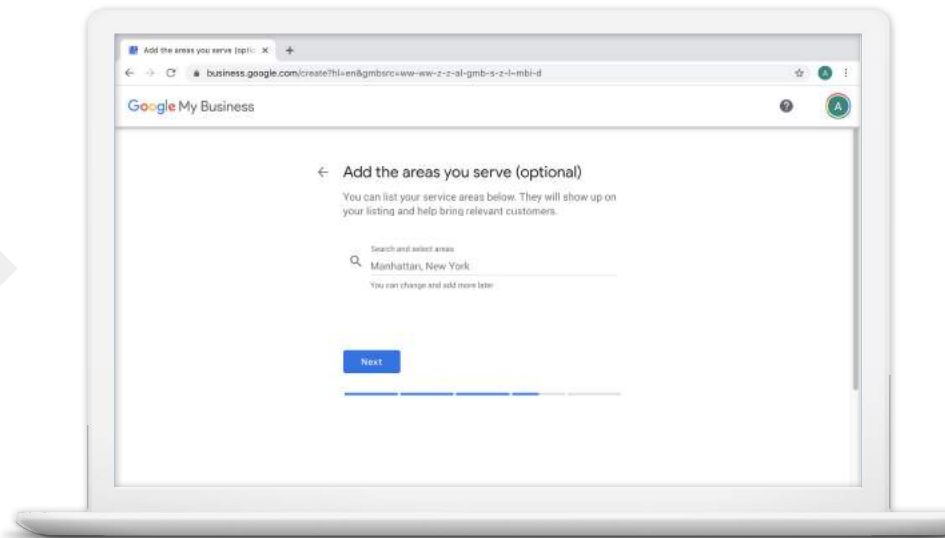
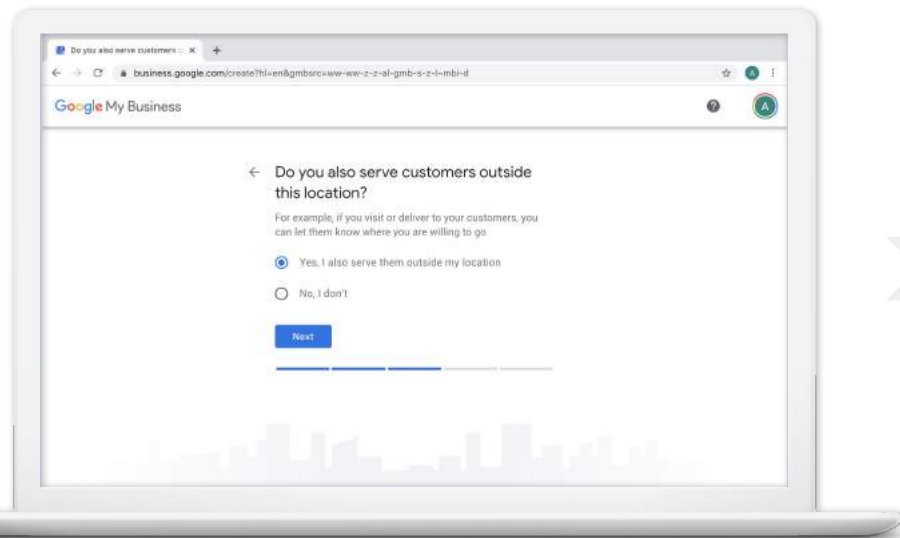
Check **Yes** to add a location.

Check **No** if the business delivers goods or services to customers at their location.

Click **Next**.



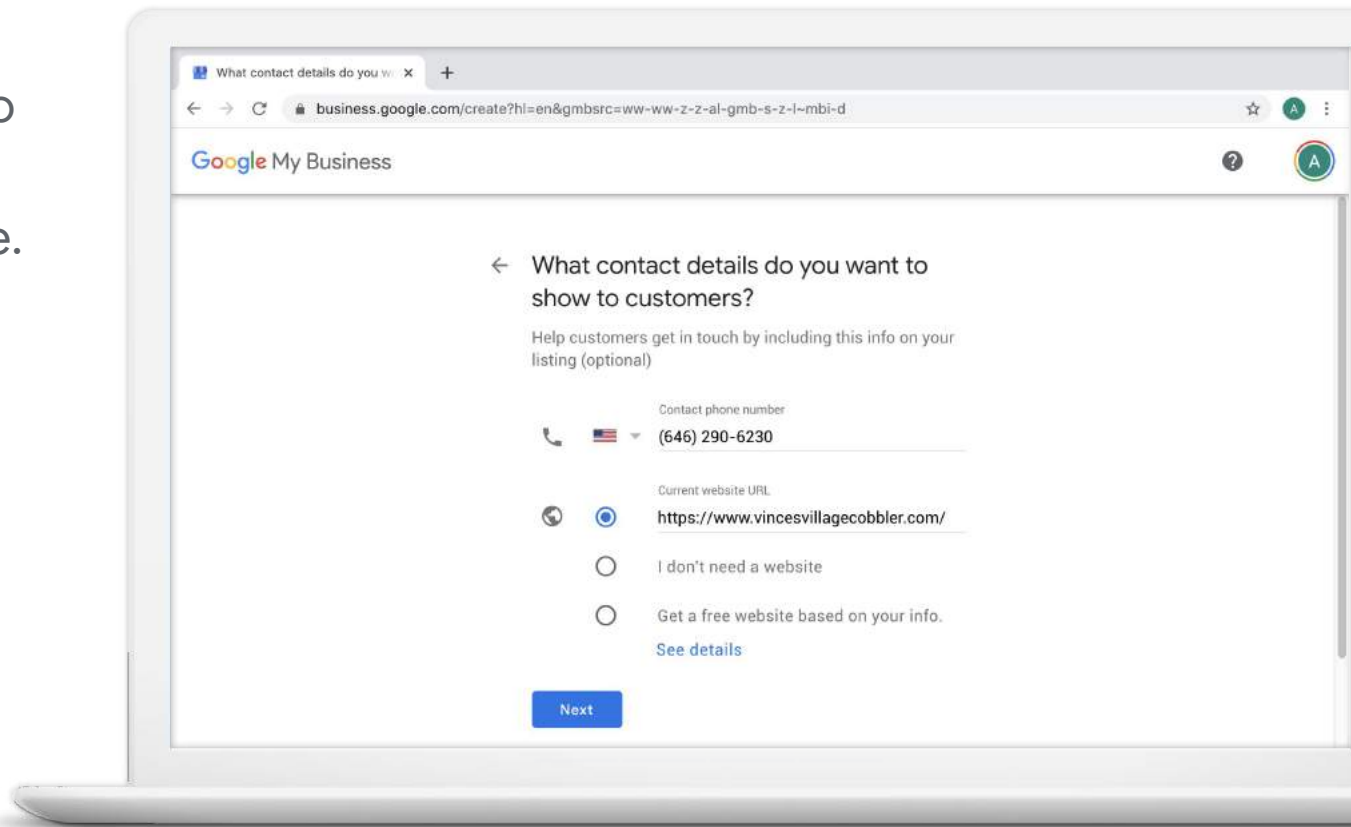
YOU CAN ALSO ADD A SERVICE AREA



STEP 5: ENTER BUSINESS CONTACT INFO

You have the option to include a phone number and a website.

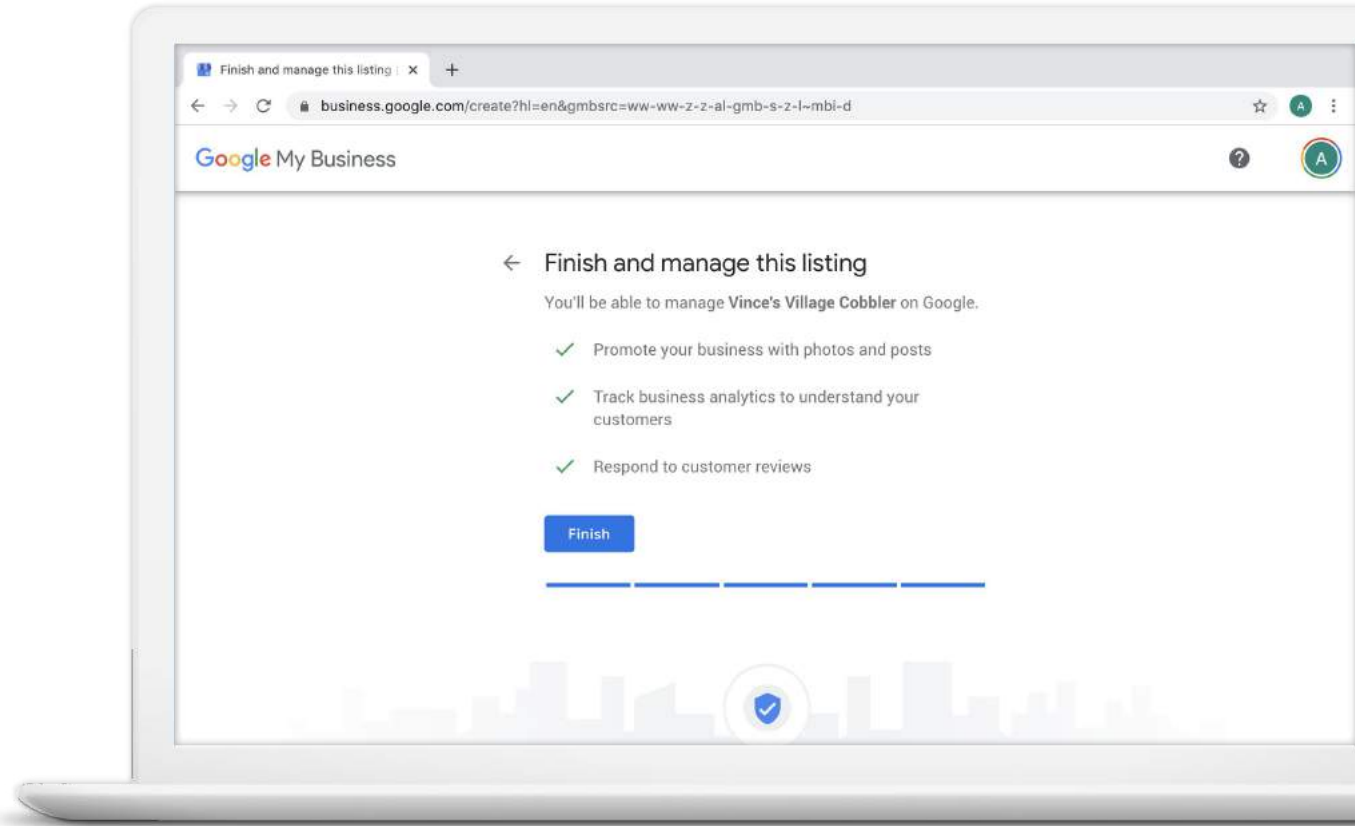
Click [Next](#).



ALMOST DONE

You must verify your connection to the business.

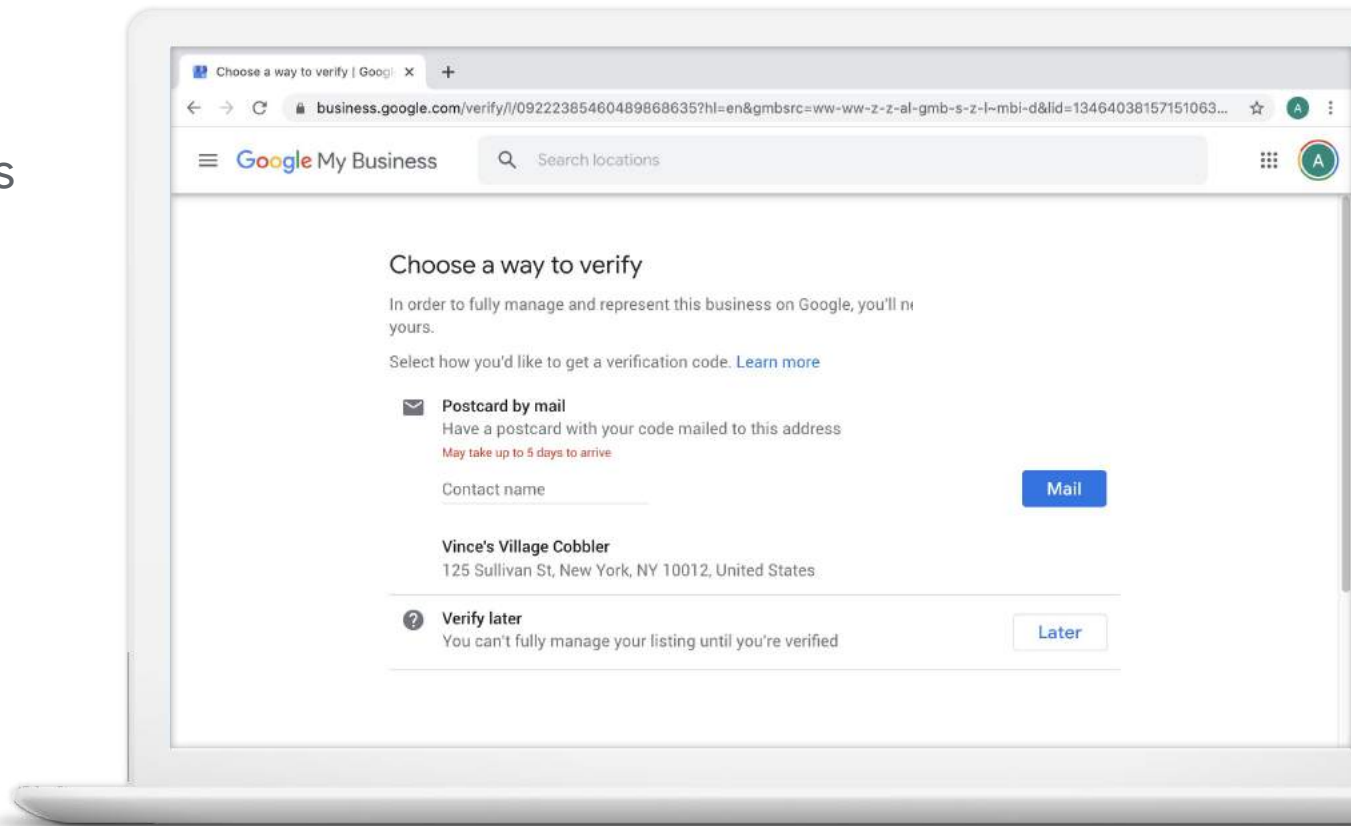
Click [Finish](#).



STEP 6: VERIFY YOUR CONNECTION TO THE BUSINESS

Request a postcard,
mailed to the business
address.

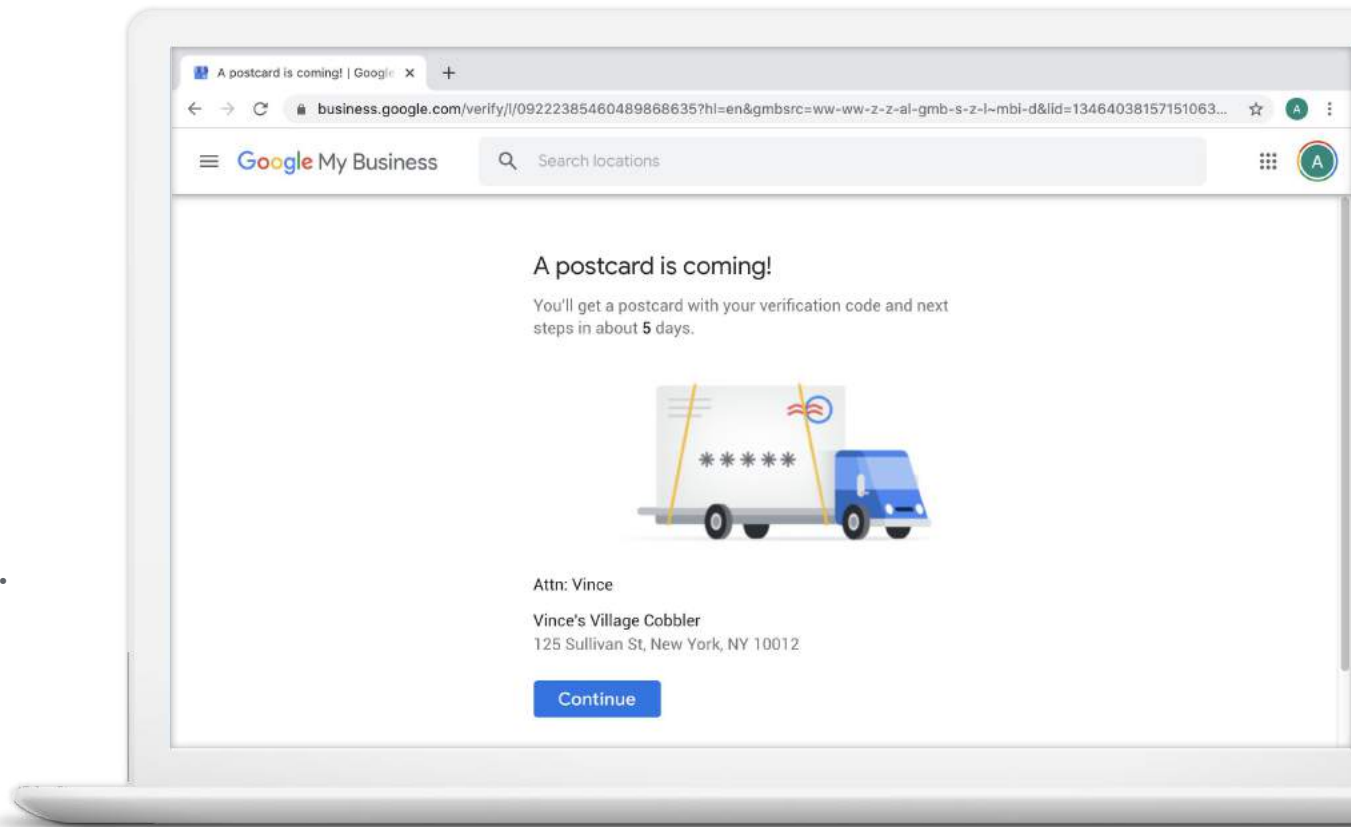
Click [Mail](#).



YOUR POSTCARD IS ON THE WAY

Postcards arrive in about 5 days. When it arrives, sign in and enter the verification code.

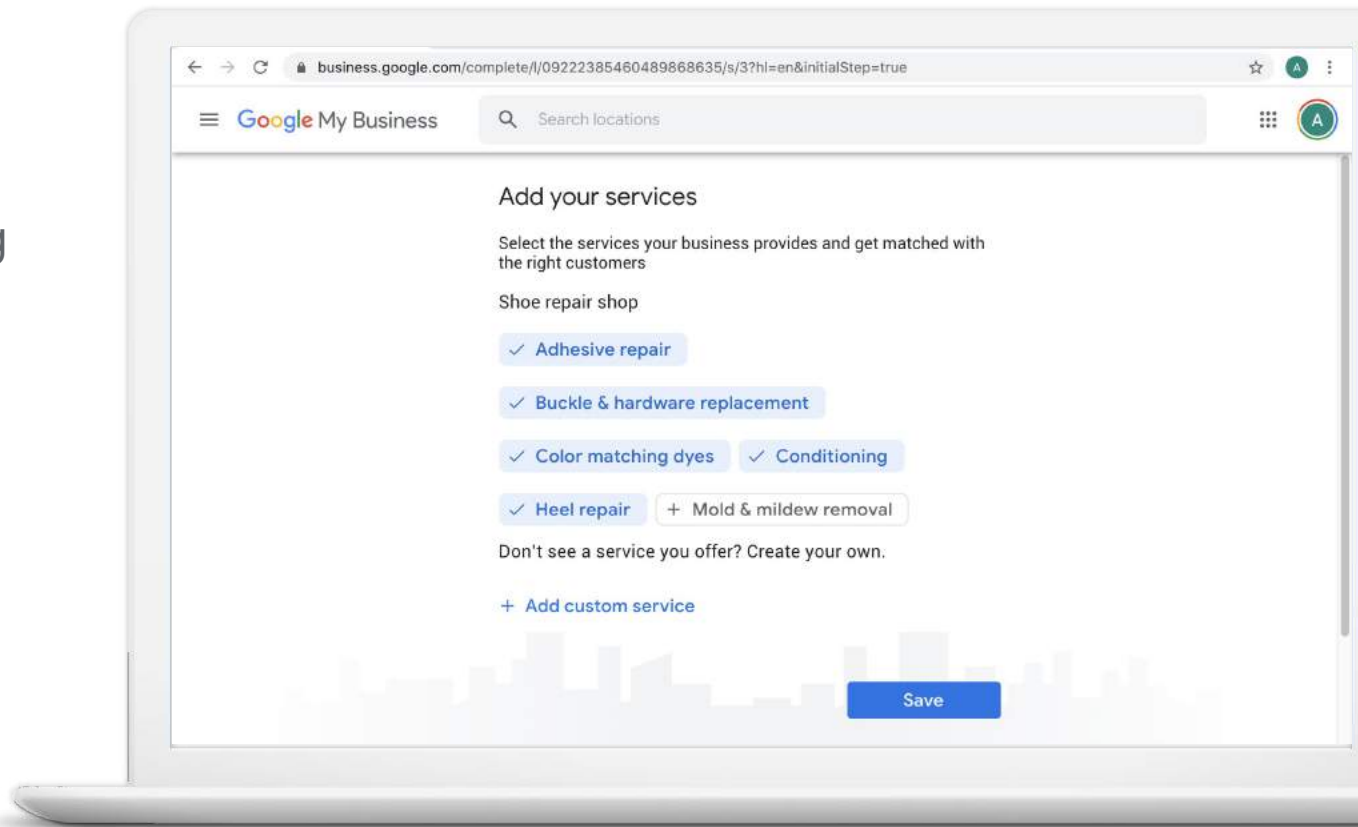
Click [Continue](#) to add more business details.



WHAT SERVICES DO YOU OFFER?

Help Google show your business in the right places by adding services you offer.

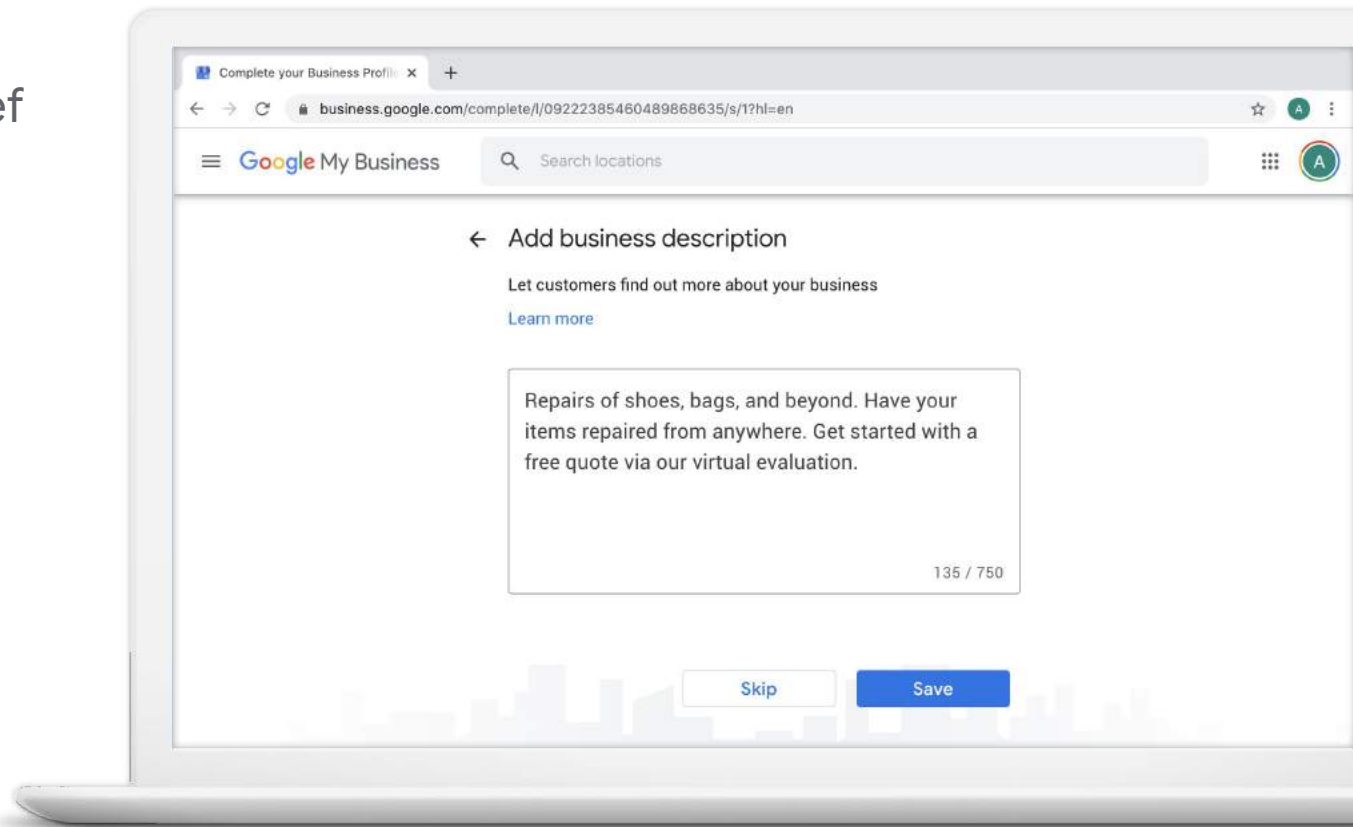
Click [Save](#).



WRITE A BUSINESS DESCRIPTION

Give customers a brief introduction to your business.

Click [Skip](#) or [Save](#).

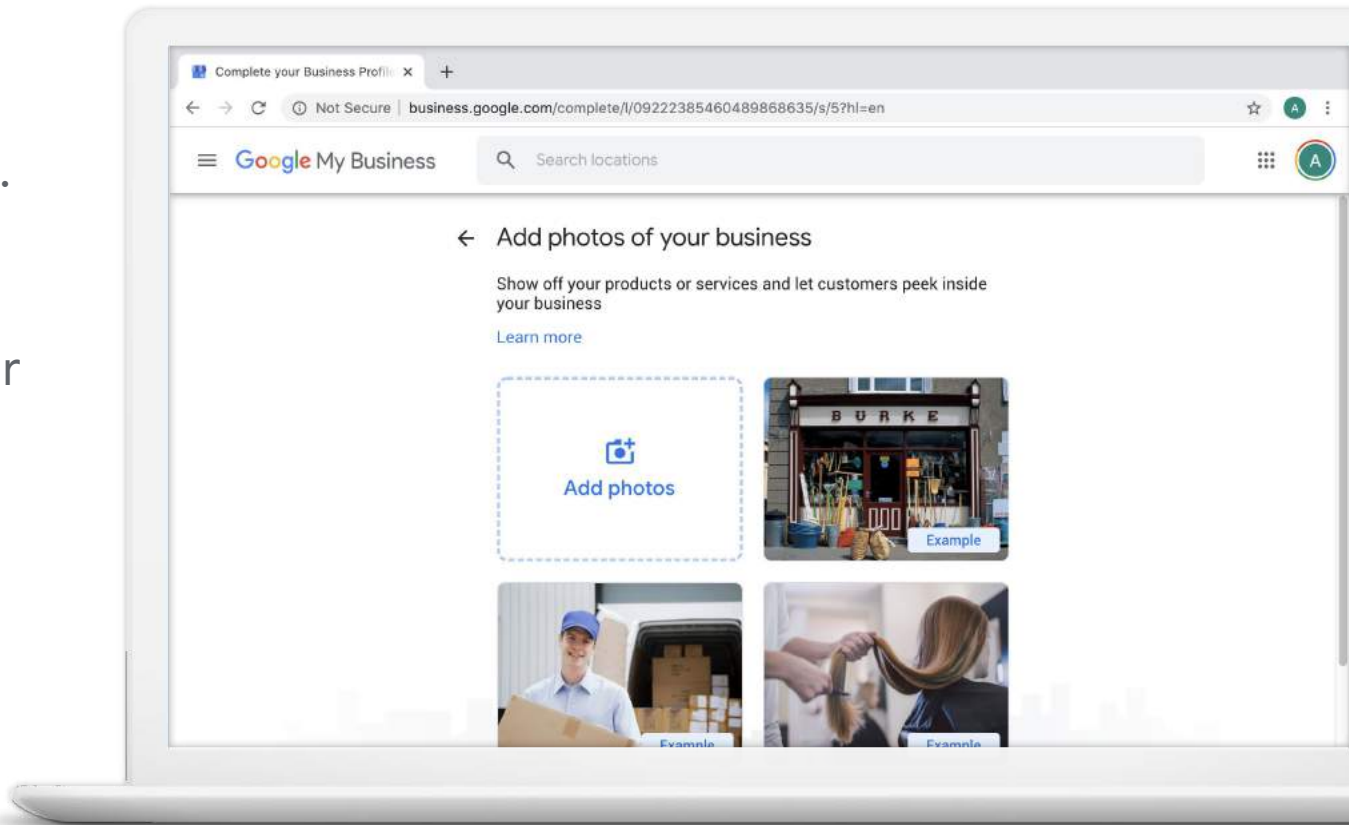


ADD SOME PHOTOS

Photos bring your Business Profile to life.

Videos help people feel connected to your business.

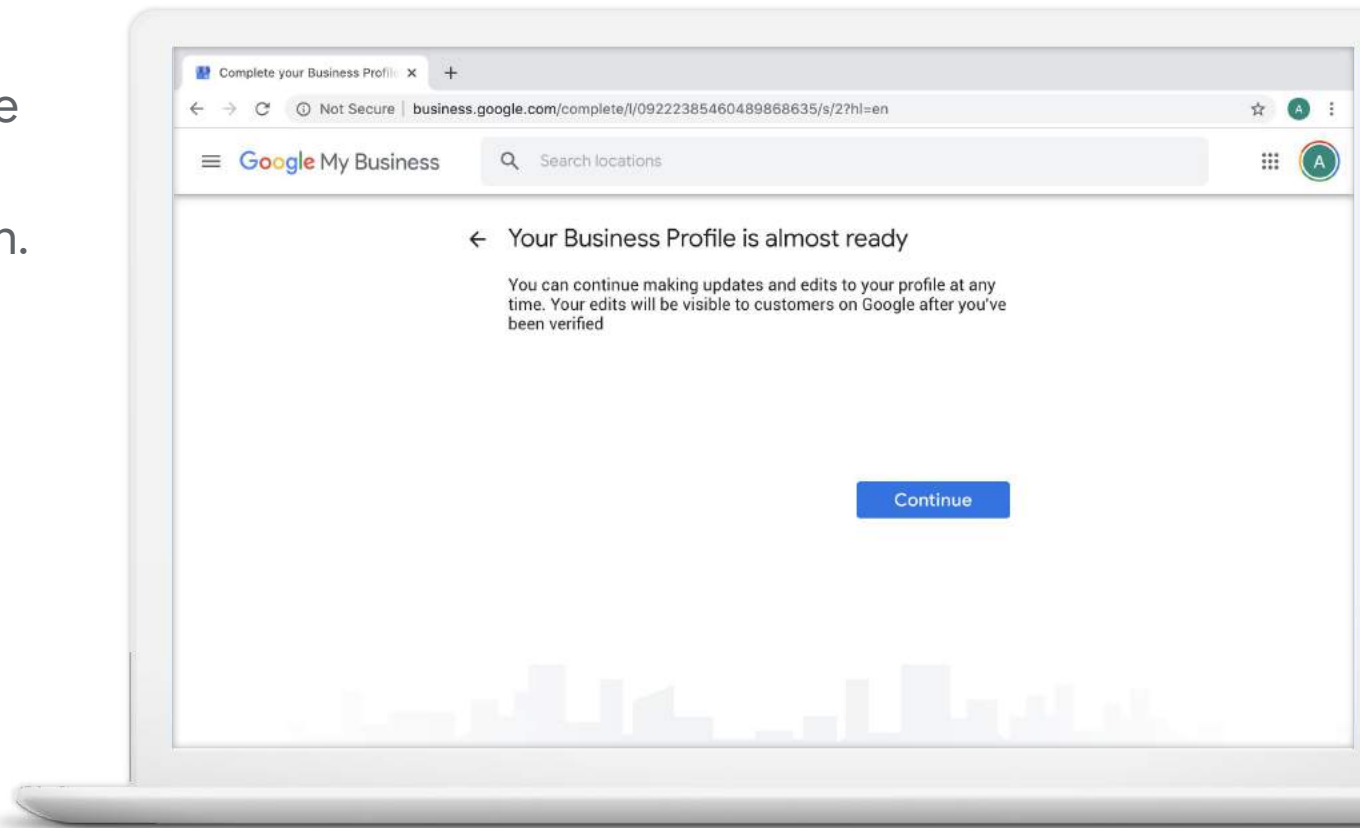
Click [Skip](#) or [Save](#).



GET READY TO SEE YOUR NEW GOOGLE MY BUSINESS ACCOUNT

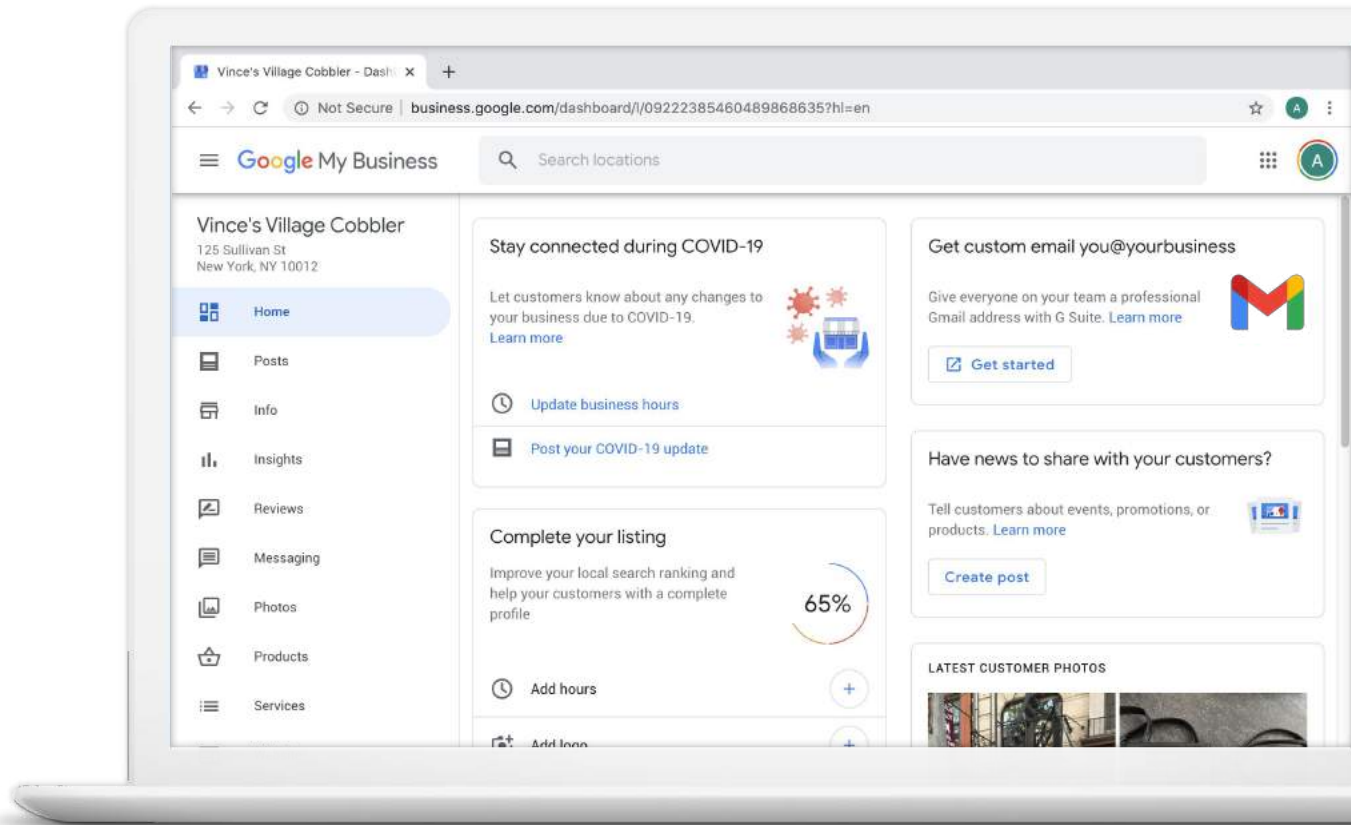
Continue updating the Business Profile while waiting for verification.

Click [Continue](#).



MANAGE BUSINESS INFO FROM THE DASHBOARD

Sign in anytime to access business info. Once the business is verified updates can appear on Google Search and Maps.



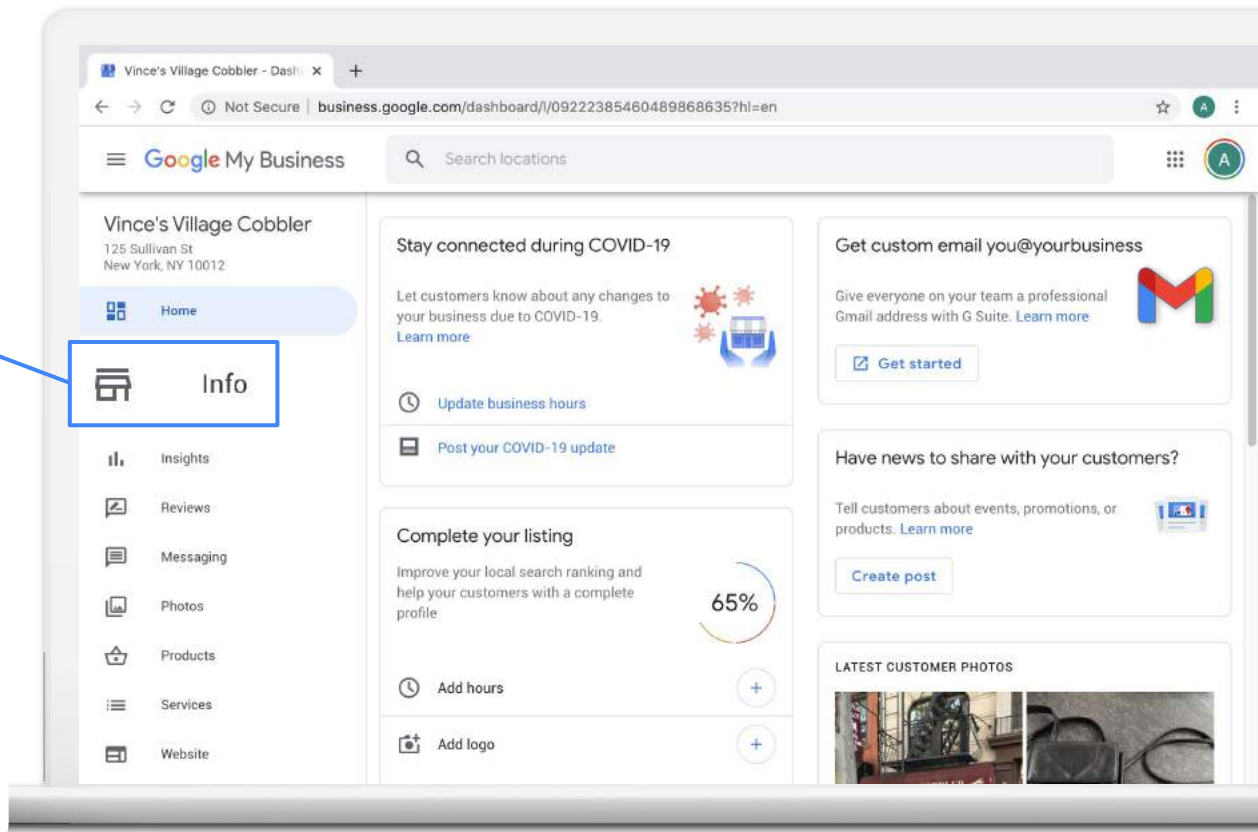
How to Manage Business Info



USE GOOGLE MY BUSINESS TO EDIT YOUR PROFILE

This is the **Home** tab.

Business info can be edited from the **Info** tab.



Quick Tip:

Sign into your account at google.com/business

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.

The screenshot shows the Google My Business edit page for 'Vince's Village Cobbler'. The business address is 125 Sullivan St, New York, NY 10012. The 'Info' tab is selected in the left sidebar. The main content area shows the business name 'Vince's Village Cobbler' and its categories: 'Shoe repair shop' and 'Leather repair service'. Two callout boxes are overlaid on the interface. The first callout box highlights the 'Business name' field, which contains 'Vince's Village Cobbler'. The second callout box highlights the 'Category' section, showing 'Shoe repair shop' as the primary category and 'Leather repair service' as an additional category. Both callout boxes include a 'Please note' message: 'Edits may be reviewed for quality and can take up to 3 days to be published. Learn more'. The 'Apply' button is visible at the bottom right of the callout boxes.

Business name
Enter your business title as it appears customers in the real world.
Vince's Village Cobbler

Category
Categories describe what your business is, not what it does or sells.
Primary category
Shoe repair shop
Additional categories
Leather repair service
[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](#)

Cancel Apply

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

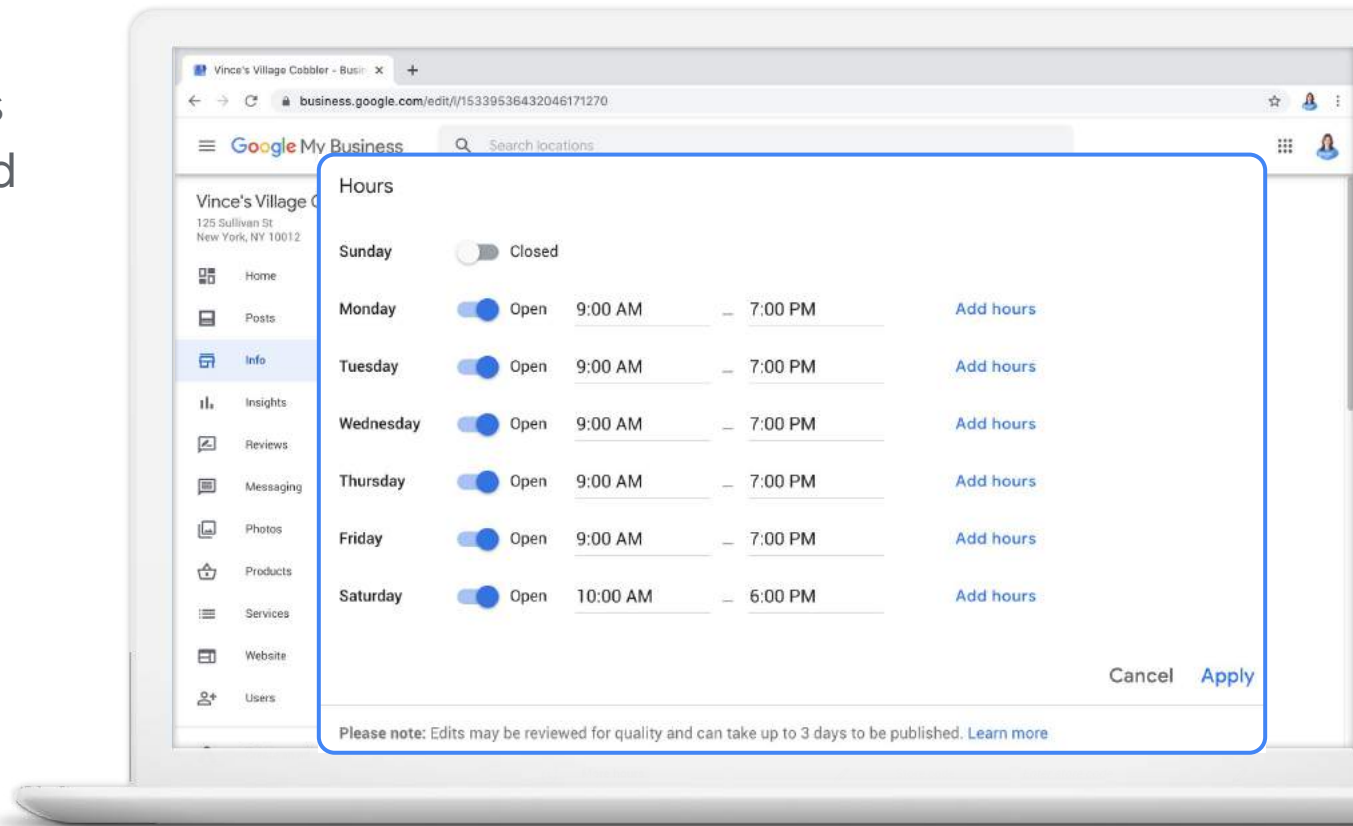
INFO: MANAGE LOCATION AND SERVICE AREA

- Edit the address or drag the pin icon to update **business location**.
- Don't serve customers at your business address? Leave blank and list **service areas**.

The image shows a laptop displaying the Google My Business 'Business location' and 'Service area' edit forms. The 'Business location' form is highlighted with a blue border and contains the following fields: Country / Region (United States), Street address (125 Sullivan St), City (New York), and ZIP code (New York 10012). A map on the right shows the location with a pin and the text 'Drag pin to reposition'. The 'Service area' form is also highlighted with a blue border and contains the following fields: a text input for 'Search and select areas' with 'Manhattan, New York' entered, and buttons for 'Cancel' and 'Apply'. A 'Please note' message at the bottom of the 'Service area' form states: 'Edits may be reviewed for quality and can take up to 3 days to be published. Learn more'. The background shows the Google My Business interface for 'Vince's Village Cobbler' with a sidebar menu containing Home, Posts, Info, Insights, Reviews, Messaging, Photos, Products, Services, Website, and Users.

INFO: CONFIRM YOUR BUSINESS HOURS

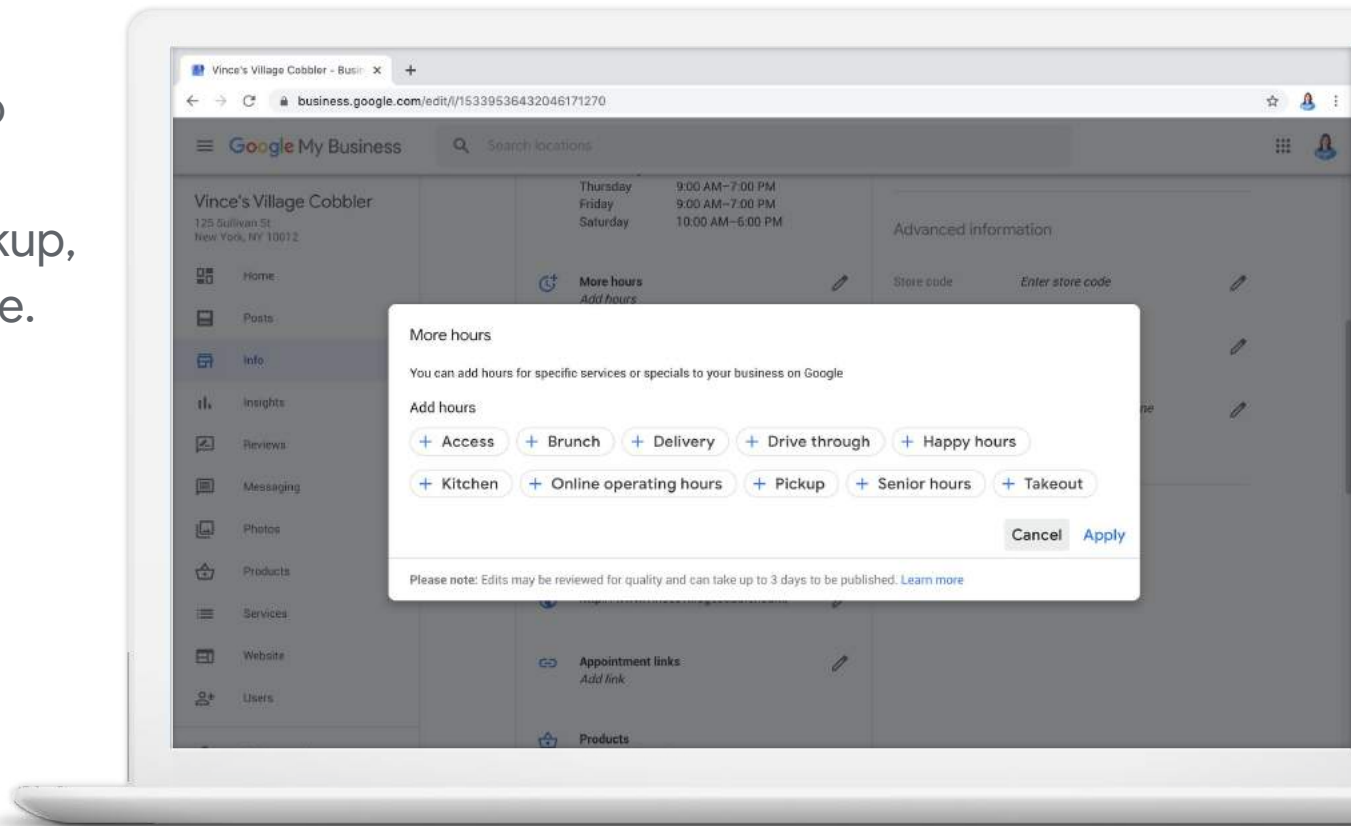
40% of local business searchers want to find **hours** of operation.¹



¹ Google Consumer Barometer, April 2017

INFO: MORE HOURS

More hours applies to special options like delivery, takeout, pickup, senior hours and more.



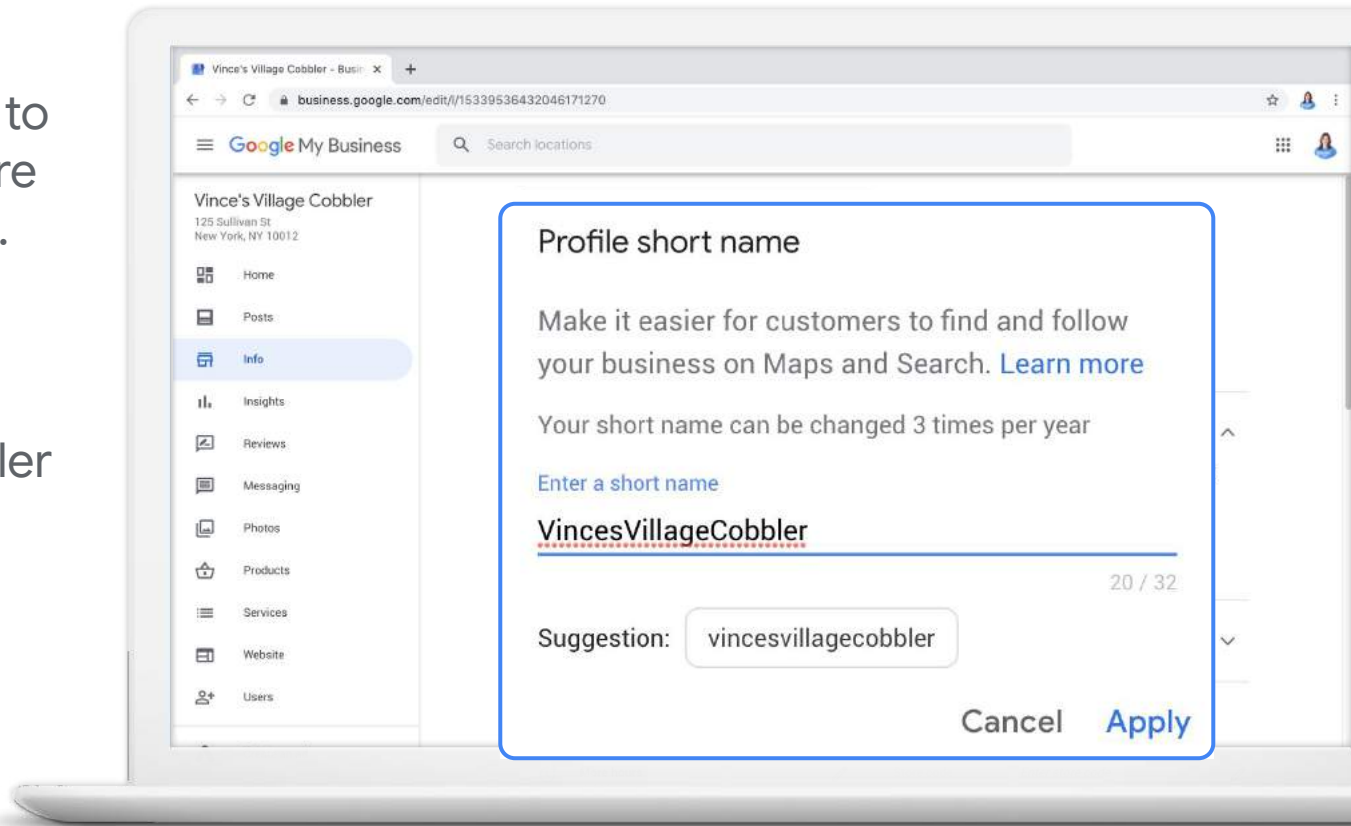
¹. Google Consumer Barometer, April 2017

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.

The screenshot shows the Google My Business edit interface for 'Vince's Village Cobbler'. The business address is 125 Sullivan St, New York, NY 10012. The 'Info' tab is selected in the left sidebar. Two callout boxes are overlaid on the page:

- Website:** A box containing the URL `http://www.vincesvillagecobbler.cor` with 'Cancel' and 'Apply' buttons.
- Phone number:** A box showing the 'Primary phone' field with a dropdown menu set to the United States and the number `(646) 290-6230`. Below the field is an 'Add phone number' link. At the bottom of the box is a 'Please note' message: 'Edits may be reviewed for quality and can take up to 3 days to be published. [Learn more](#)'. 'Cancel' and 'Apply' buttons are also present.

Other visible elements include a 'Close this business on Google' section with 'Mark as temporarily closed' and 'Mark as permanently closed' buttons, and a table of business hours:

| | |
|-----------|------------------|
| Wednesday | 9:00 AM–7:00 PM |
| Thursday | 9:00 AM–7:00 PM |
| Friday | 9:00 AM–7:00 PM |
| Saturday | 10:00 AM–6:00 PM |

INFO: SELECT ATTRIBUTES

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



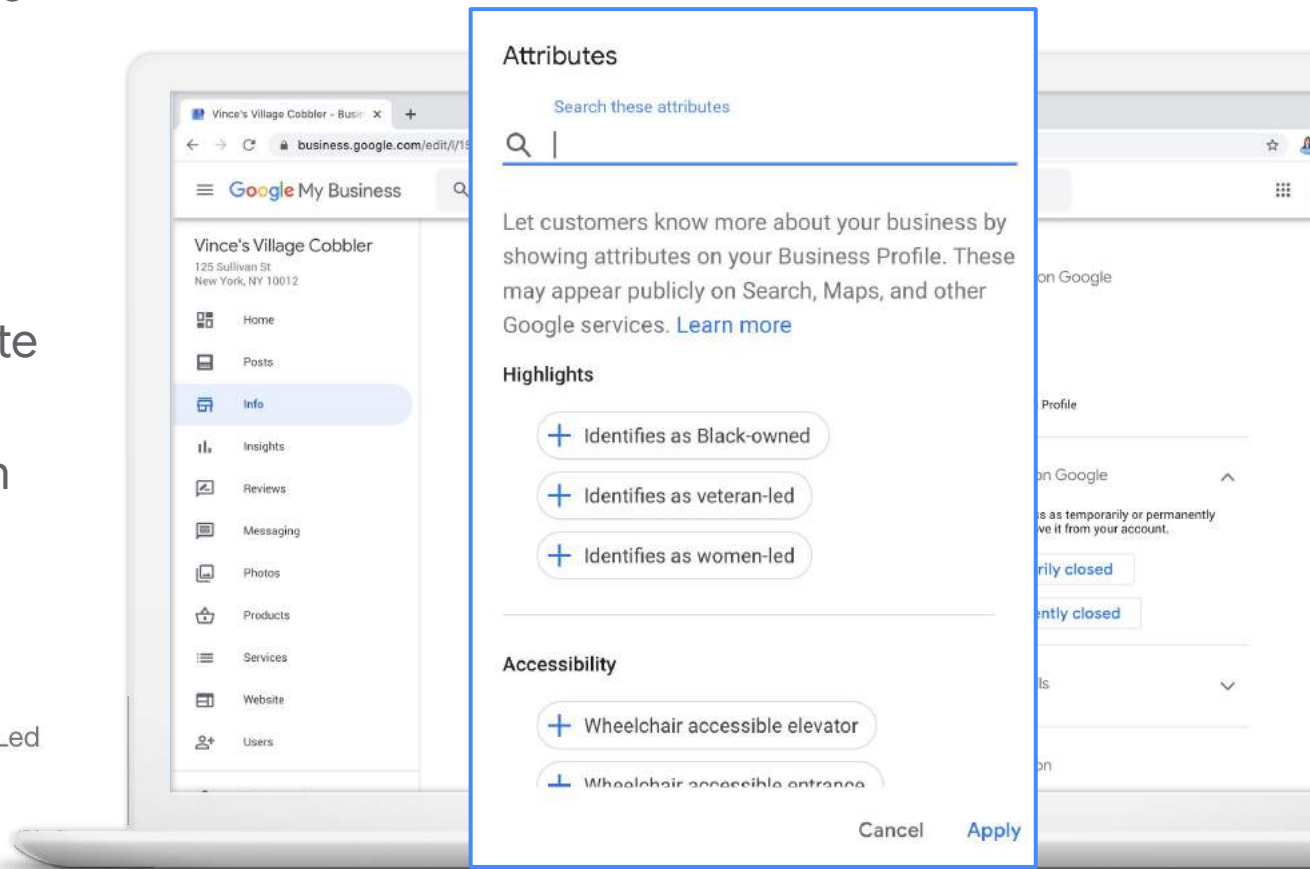
Black-owned



Veteran-Led

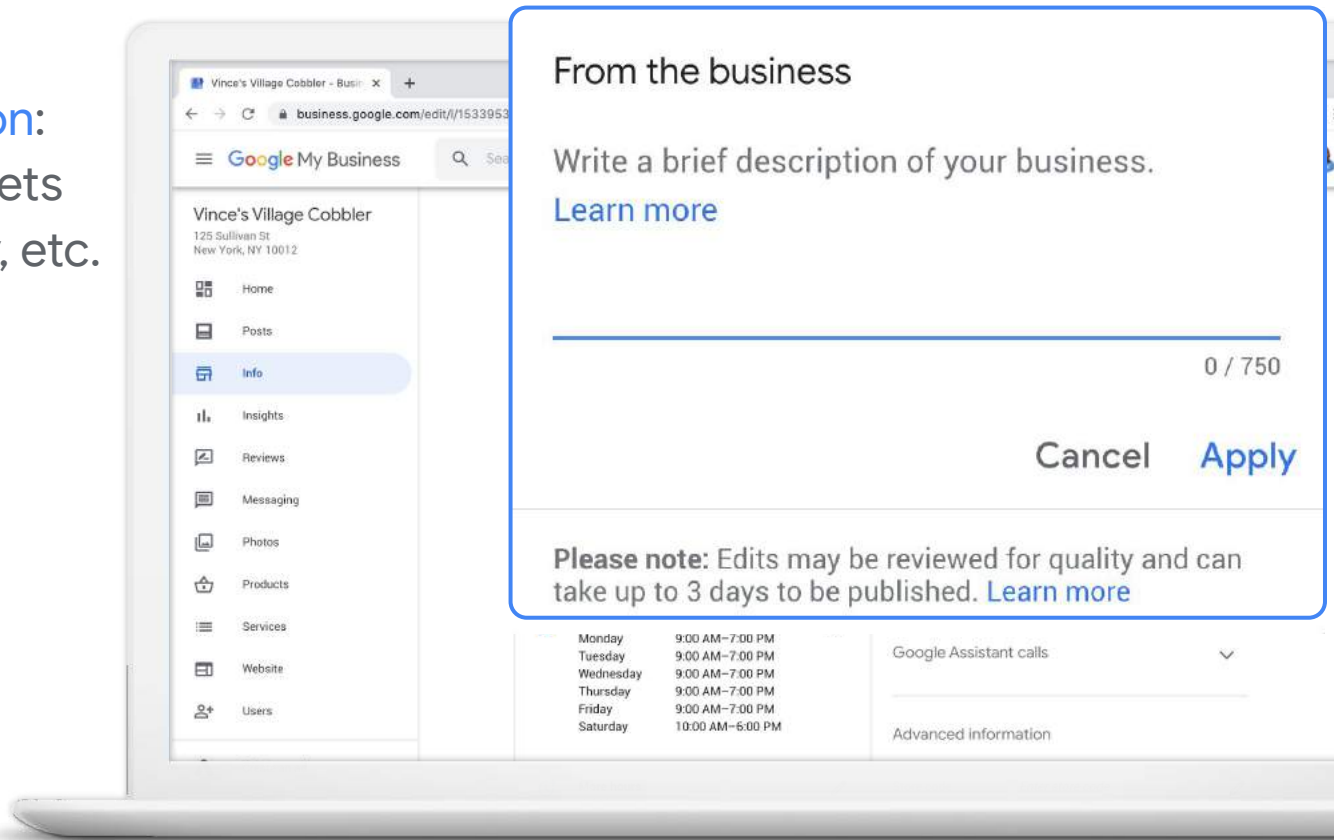


Women-Led



INFO: WRITE A BUSINESS DESCRIPTION

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

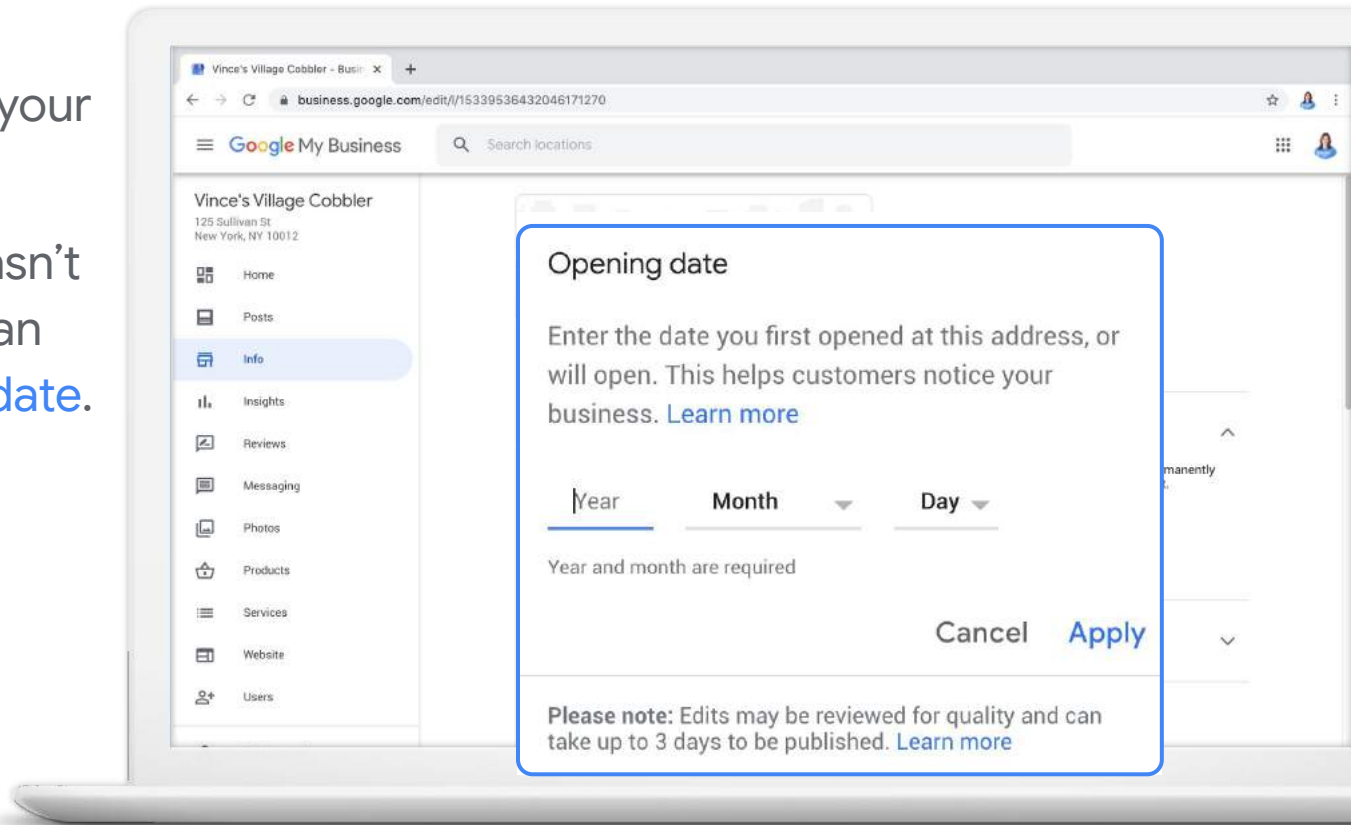


The screenshot shows the Google My Business interface for 'Vince's Village Cobbler' at 125 Sullivan St, New York, NY 10012. The 'Info' tab is selected in the left-hand navigation menu. A modal window is open, prompting the user to 'Write a brief description of your business.' with a character count of '0 / 750'. The modal includes 'Cancel' and 'Apply' buttons. Below the modal, a 'Please note' section states that edits may be reviewed for quality and can take up to 3 days to be published. A table of business hours is visible at the bottom of the page.

| | |
|-----------|------------------|
| Monday | 9:00 AM–7:00 PM |
| Tuesday | 9:00 AM–7:00 PM |
| Wednesday | 9:00 AM–7:00 PM |
| Thursday | 9:00 AM–7:00 PM |
| Friday | 9:00 AM–7:00 PM |
| Saturday | 10:00 AM–6:00 PM |

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 businesses have the option to include **Bookings**.
- Availability depends on business category.
- Businesses can now offer online classes, estimates, and appointments.

The screenshot shows the Google My Business dashboard for 'Honest Soul Yoga'. The left sidebar contains a navigation menu with the following items: Home, Posts, Info, Insights, Reviews, Messaging, Photos, Bookings (highlighted with a blue bar), Services, Website, Users, Create an ad, Get custom Gmail, Add new location, Manage locations, Linked accounts, and Settings. The main content area features several cards: 'Keep customers up to date', 'Claim your \$100 free advertising credit', 'Stay connected during COVID-19', 'Post your COVID-19 update', 'PERFORMANCE' metrics (Views: 2.41K, Searches: 2.18K, Activity: 2.84K), and 'Your latest post'. A blue callout box highlights the 'Update online classes' button, which is located in the 'Stay connected during COVID-19' card. A blue line points from the 'Bookings' tab in the sidebar to this button.

| PERFORMANCE | | |
|--------------|----------|--------------|
| Views | Searches | Activity |
| 2.41K | 2.18K | 2.84K |
| Search views | | 1.45K (+15%) |
| Maps views | | 957 (+40%) |

THE POSTS TAB

Share timely business updates with **posts**:

- COVID-19 support
- COVID-19 update
- Offers
- What's new
- Events

The image shows a laptop displaying the Google My Business interface for 'Vince's Village Cobbler'. The 'Posts' tab is highlighted with a blue box. A 'COVID-19 support' badge is visible in the top right corner. A modal window titled 'Get support from customers during COVID-19' is overlaid on the right side of the screen. This modal contains a 'Your message' section with a text input field containing the following text: 'Vince's Village Cobbler is a shoe and leather repair shop in Manhattan. When COVID-19 hit, we closed temporarily. During the'. Below the input field, it says '500 character max' and 'See example messages'.

Get support from customers during COVID-19

Let customers buy gift cards from or make donations to your business. Add links to your Business Profile on Search.

[Learn more](#)

Your message

Tell customers how purchasing a gift card or making a donation can help your business

Message (required)

Vince's Village Cobbler is a shoe and leather repair shop in Manhattan. When COVID-19 hit, we closed temporarily. During the

500 character max

[See example messages](#)

POST EXAMPLES



What's New



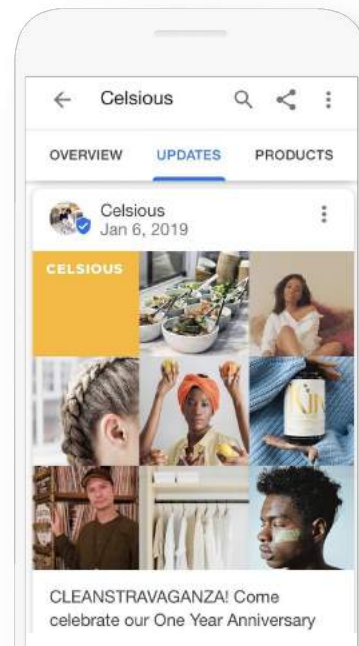
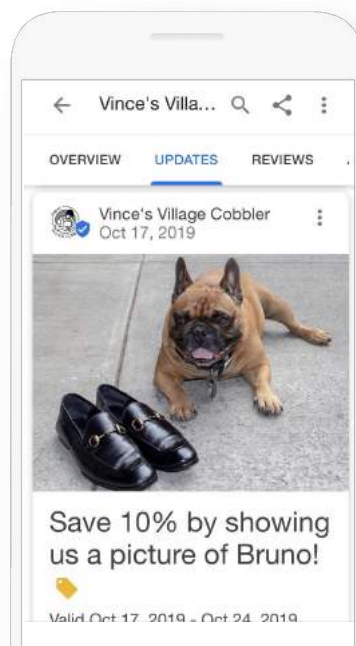
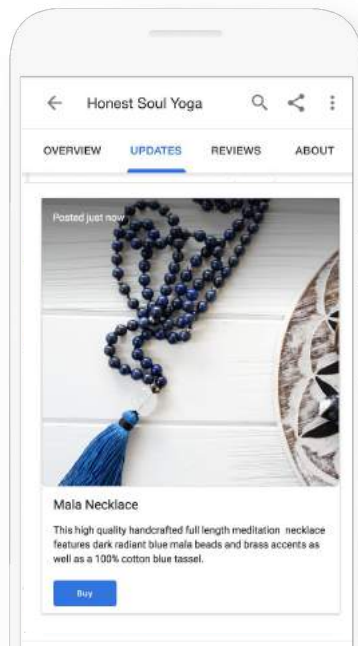
Product



Offer

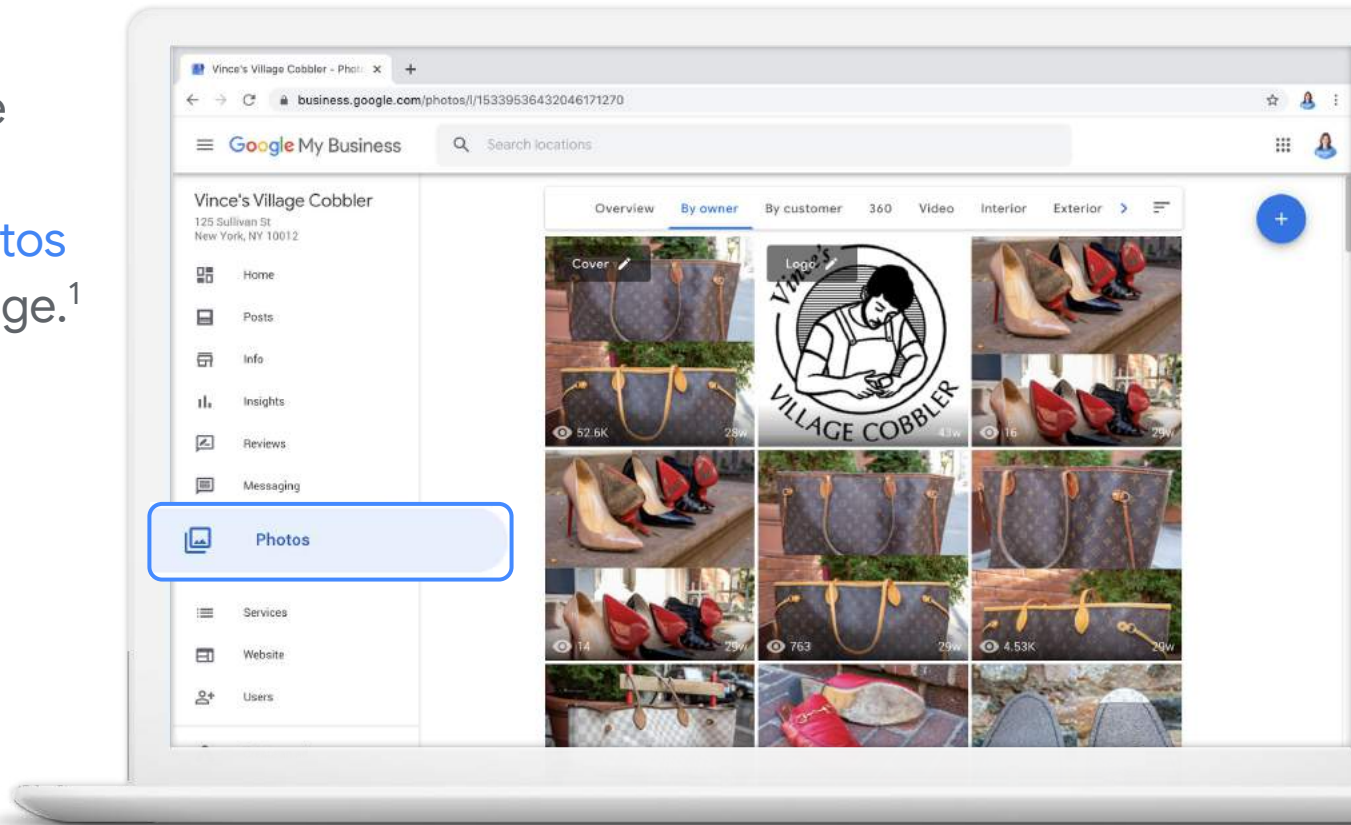


Event



THE PHOTOS TAB

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

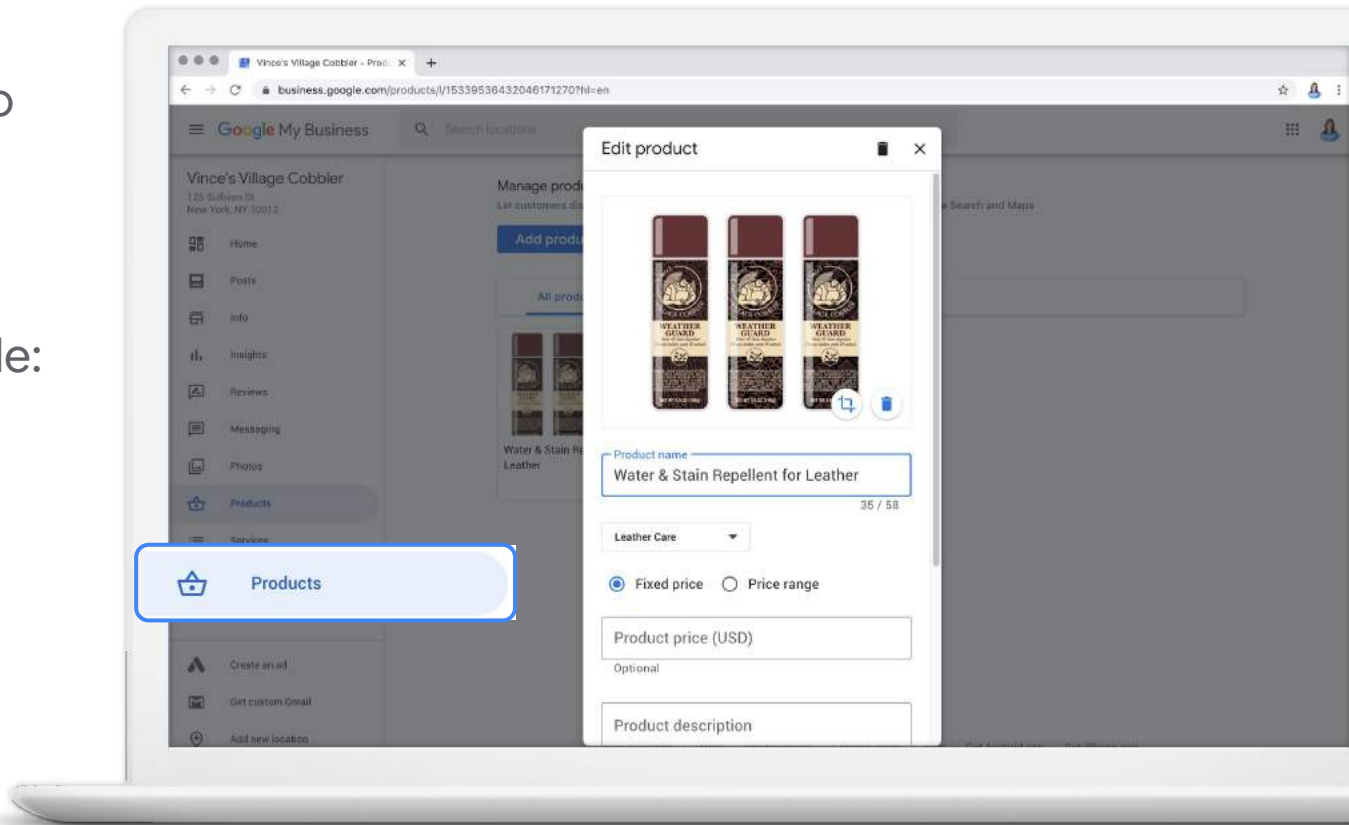


¹ Ipsos research: Benefits of a complete listing 2017

THE PRODUCTS TAB

Showcase **products** to potential customers.

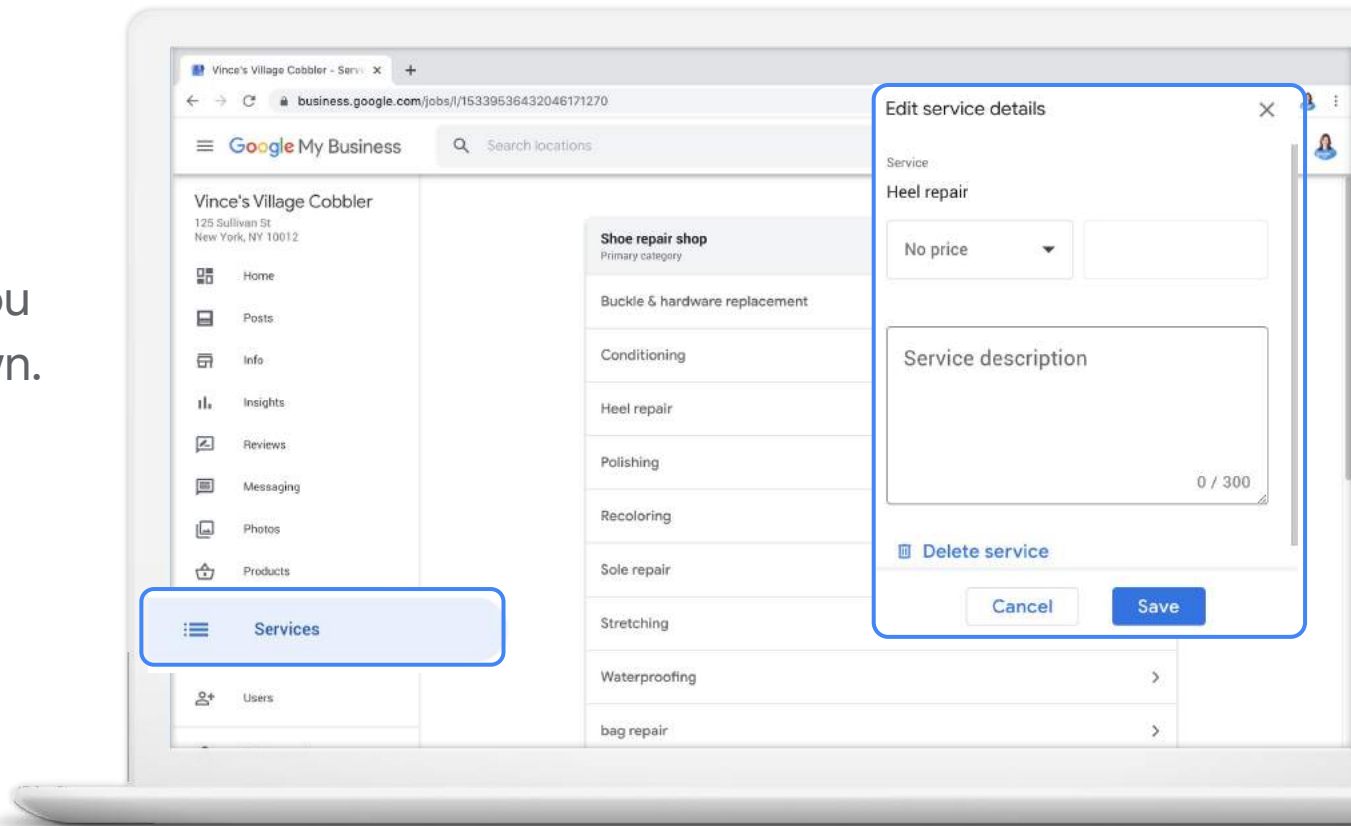
How it looks on Google:



THE SERVICES TAB

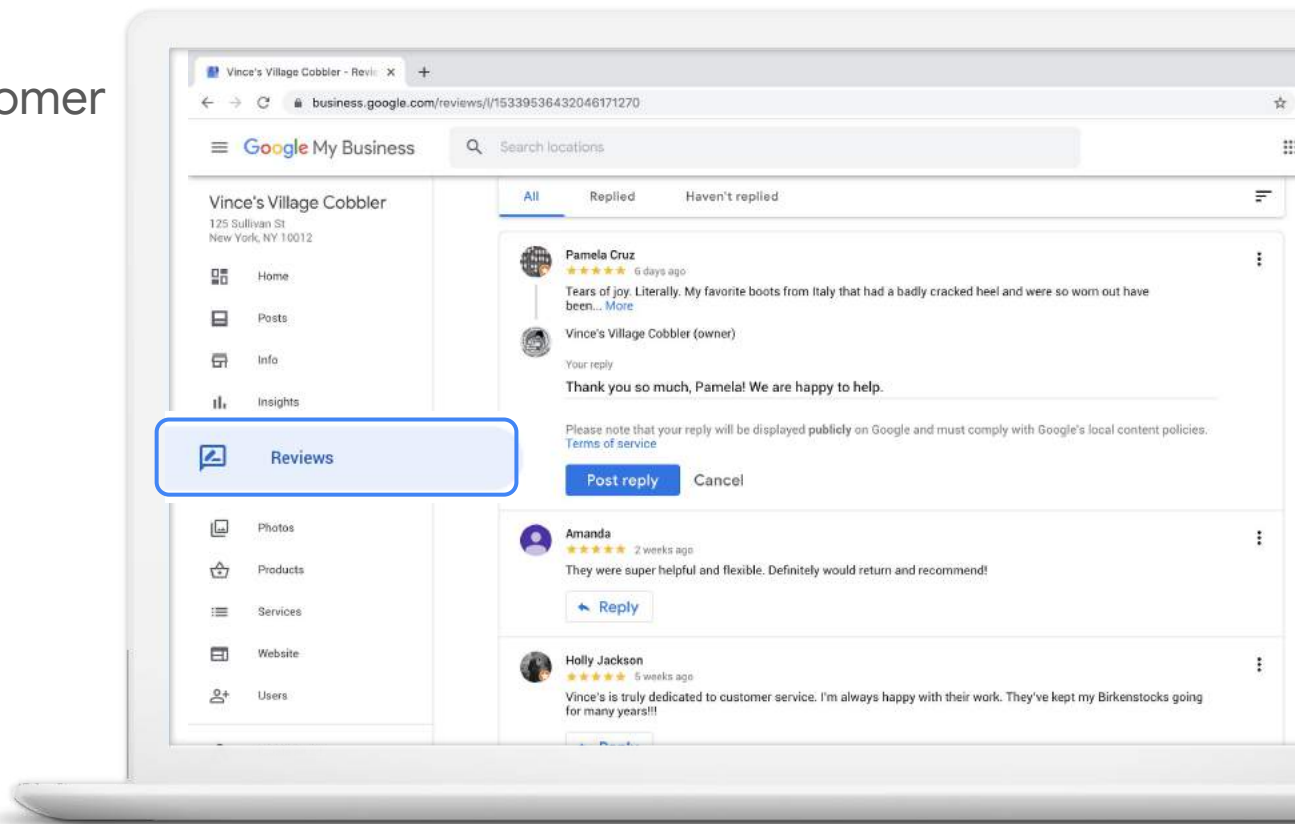
Add **services** to your Business Profile.

Don't see a service you offer? Create your own.



THE REVIEWS TAB

Publicly respond to customer reviews left on Google.



Quick Tip:

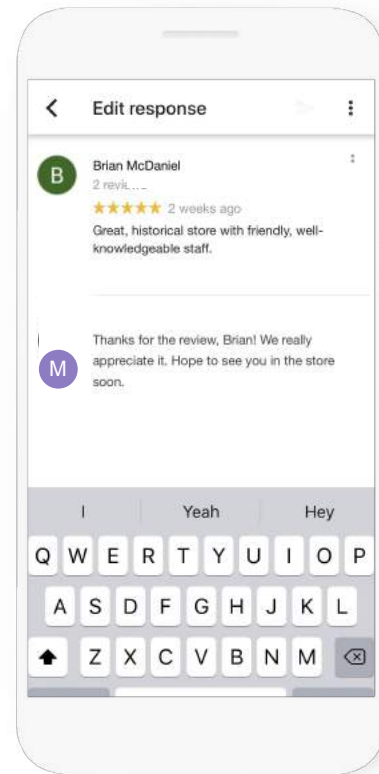
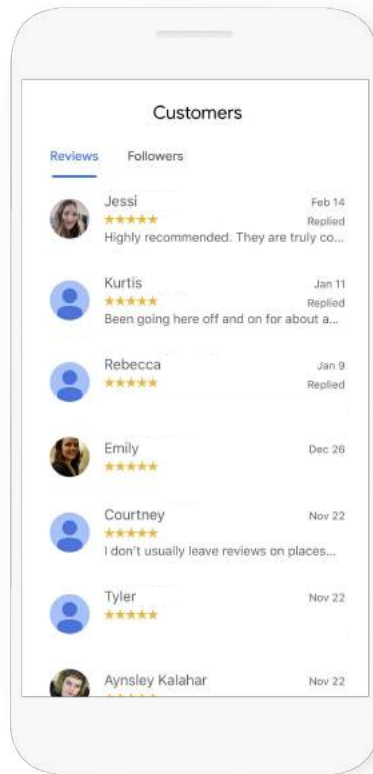
Use the app to be notified when customers write reviews.

TIPS FOR MANAGING REVIEWS

- Invite customers to leave reviews through the [short URL](#):

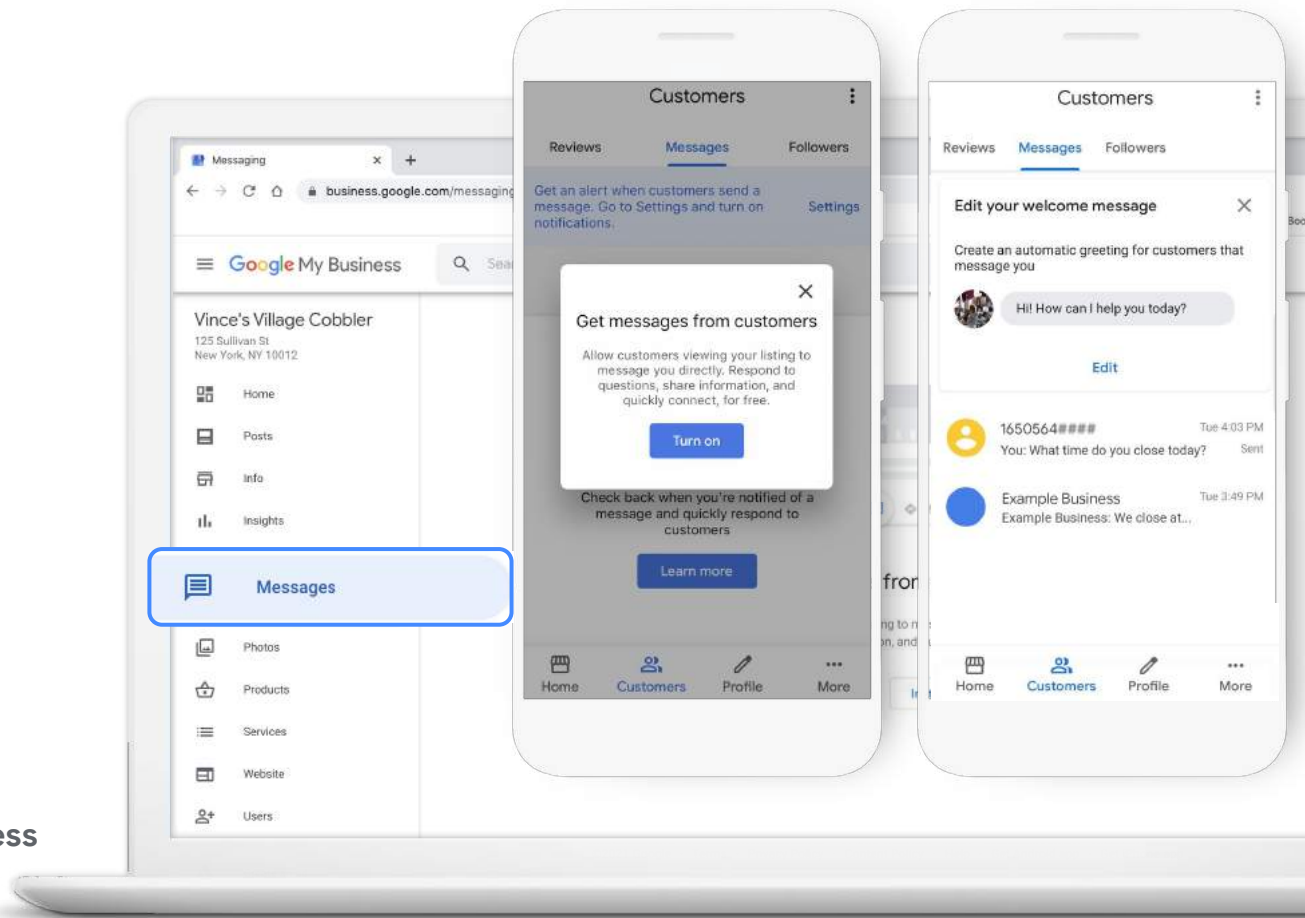
[g.page/\[shortname\]/review](#)

- 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.



Quick Tip:



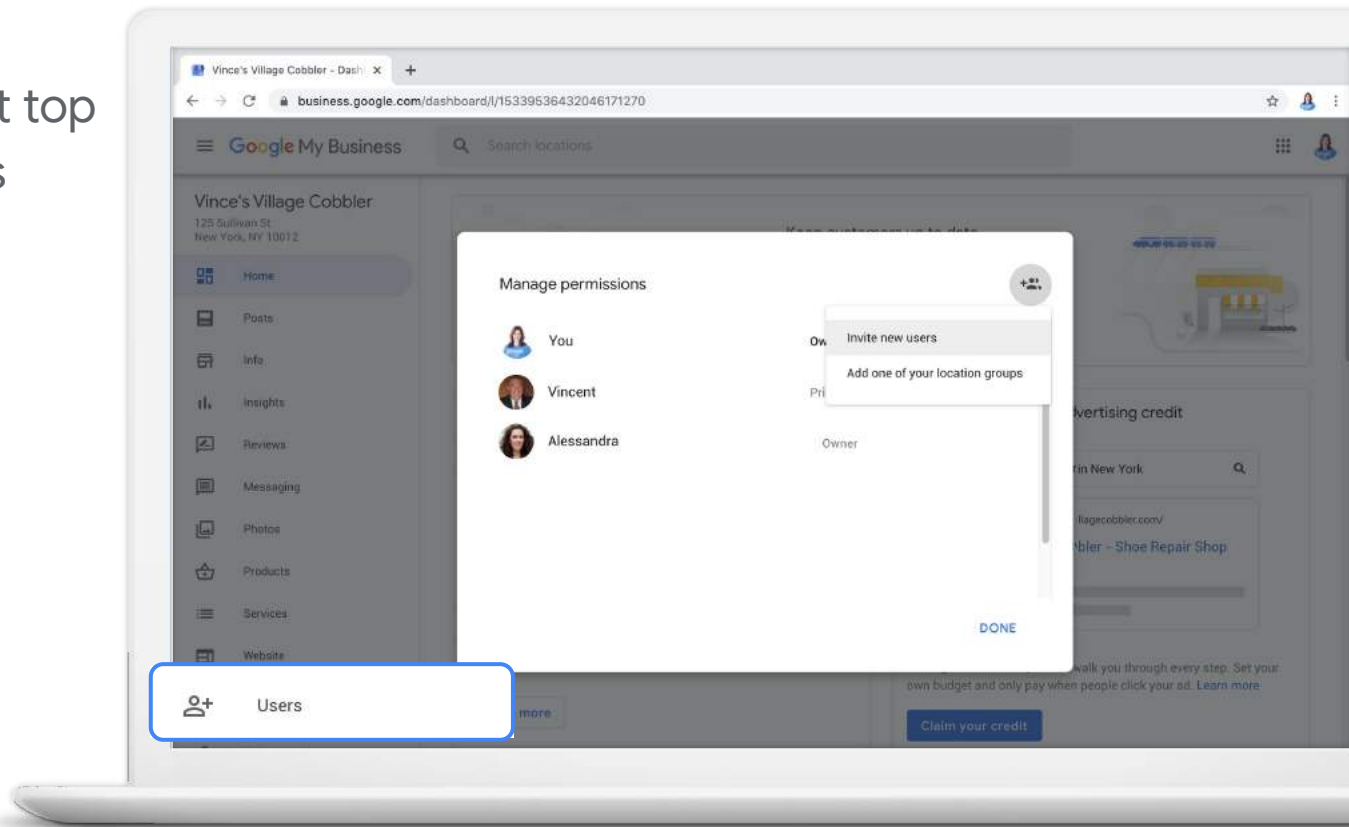
Download **Google My Business** App for Android or iOS

THE USERS TAB

- Click the + icon at top right to add users
- Enter the email address
- Select role

Quick Tip:

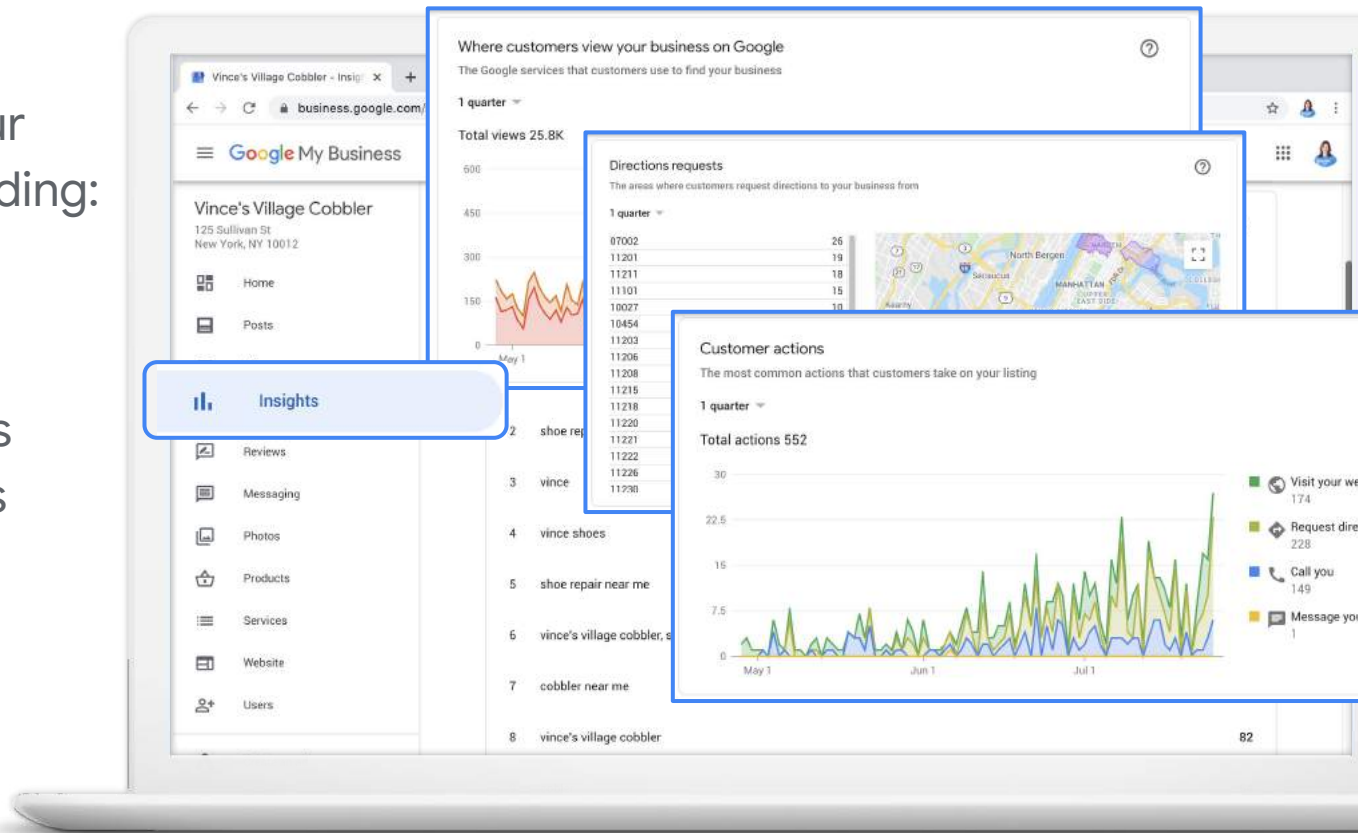
You must be an owner to add or remove users



THE INSIGHTS TAB: MORE REPORTS

Learn more about your Business Profile, including:

- Search queries
- Search or Maps
- Customer actions
- Driving directions
- Phone calls
- And more



Next Steps

- 1 Visit google.com/business
- 2 Claim or complete your Business Profile.
- 3 Request a postcard.
 - Should arrive within 5 days.
 - When received, sign in and enter verification code to complete.
- 4 In the meantime, explore Google My Business and update business info.

ONCE YOUR BUSINESS PROFILE IS CREATED

1

Make a habit: review and update 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.

Resources

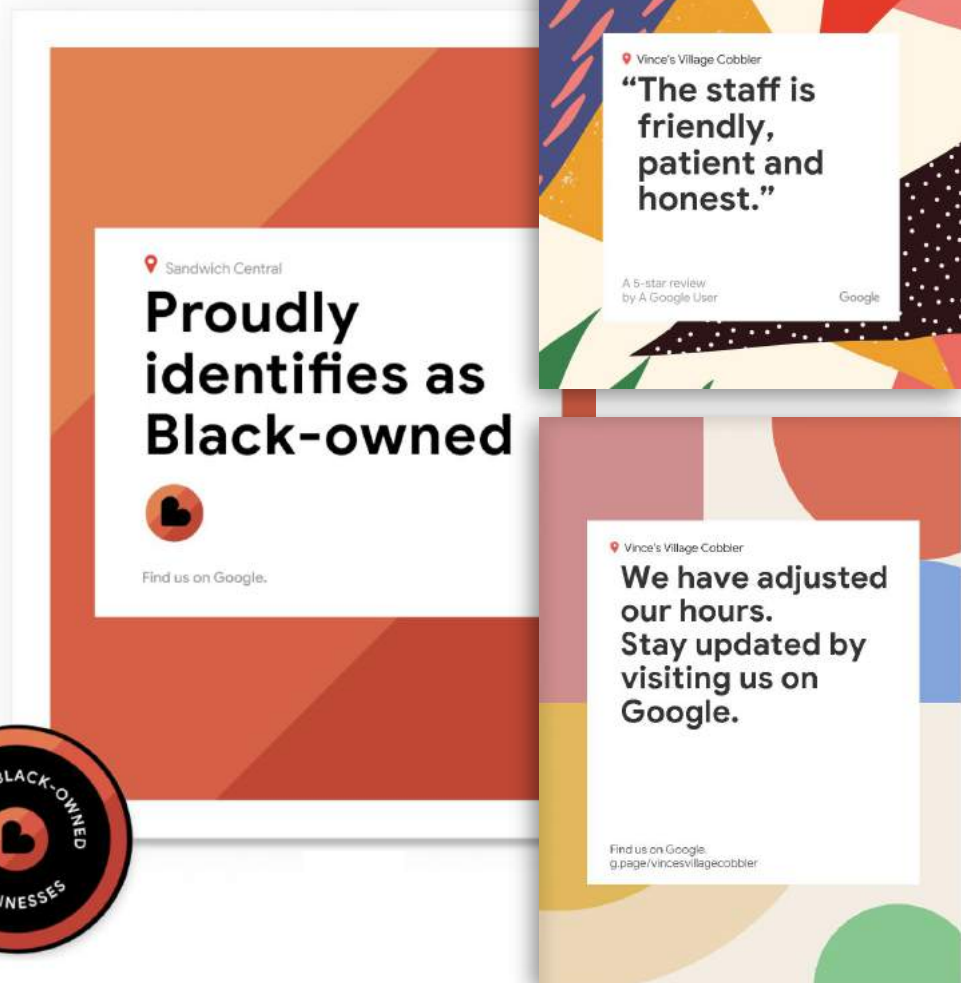


PROMOTE WITH MARKETING KIT

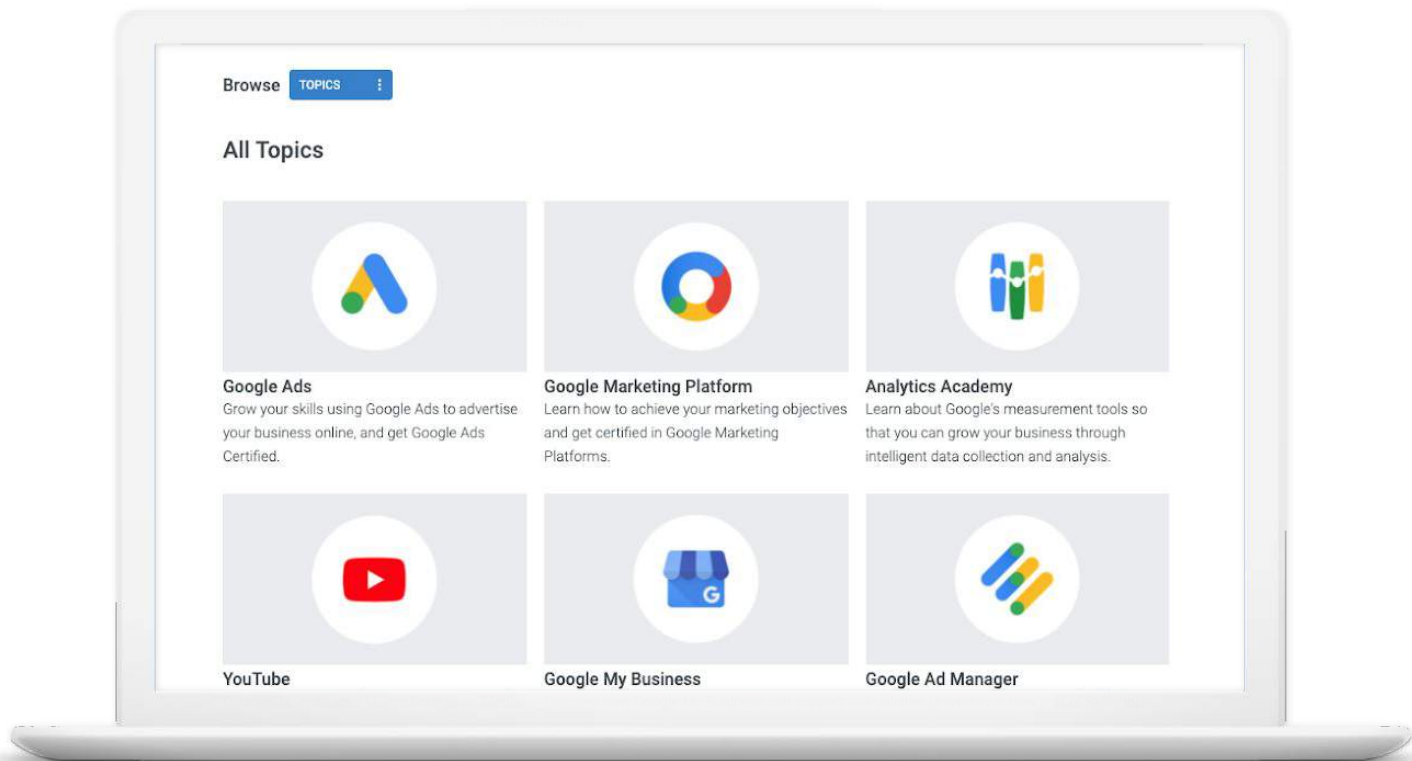
Create custom posters, social posts, and more from reviews and updates on your Business Profile on Google, at no additional cost.

g.co/marketingkit

g.co/marketingkit-blackowned



SKILLSHOP: TRAINING ON GOOGLE'S PROFESSIONAL TOOLS



g.co/skillshop

FREE ONLINE TRAINING AND TOOLS AT GOOGLE.COM/GROW

For teachers and students

Bring digital tools into your classroom

For local businesses

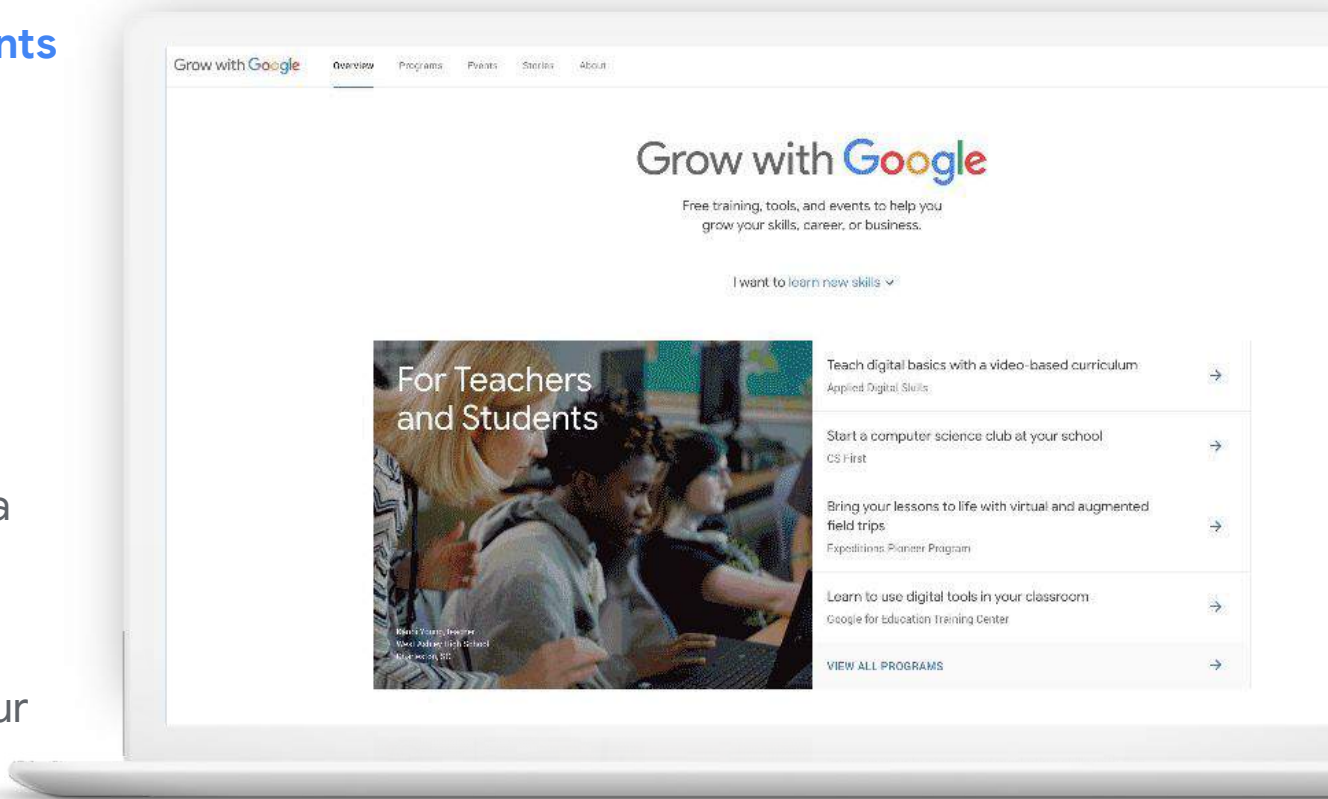
Help new customers find you online

For job seekers

Boost your resume with a new certification

For developers

Learn to code or take your skills to the next level



Grow with Google

Thank You

#GrowWithGoogle

