



GOOGLE MY BUSINESS GUIDE

How to Set Up, Verify and Optimize Your Business's Listing. *Plus TIPS Few Businesses Use*

How to Set Up Your GMB Listing

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Setting up Google My Business (GMB) properly for your business is crucial for good local SEO: If you want your business to show up in Google's Local Pack, if you want a search for your business to display a Google Profile Page, or if you want it to show up in Google Maps searches, they all depend on having a well-created listing. It's important for you to keep your listing data correct and updated. Especially given that most people will search for local businesses online first.

Follow these steps to set up your GMB listing:

1. **Set up a new Google Account**, if you don't have one already. Please note you do NOT need to have a Gmail account in order to have a Google account and use Google My Business. You can choose the "Use my current email address instead" option.

Here is a link with instructions, click on the Step 1 button in the link to create the account: <https://support.google.com/accounts/answer/27441?hl=en#>

SPECIAL GOOGLE MY BUSINESS LISTINGS

For:

- [**Health Care**](#)
- [**Auto Dealers**](#)
- **Hotels**
- **Chains**
- **Service Businesses**

If Your Business Falls into One of the Business Types Listed Above, Please Start Your Profile From One of the Following Links:

Setting up Google My Business (GMB) properly for your business is crucial for good local SEO.

HEALTH CARE PROVIDERS:

Get started with Google My Business for healthcare providers

Healthcare providers like doctors, therapists, and other medical practitioners can use Google My Business to claim and manage their practice's info. Google My Business offers the option to add details about services like telemedicine and personalize your Business Profiles on Google Search and Maps.

From a verified Google My Business account, owners and administrators of practices can engage with and update current patients, and attract potential new patients.

[Learn how to sign up for Google My Business.](#)

AUTO DEALERS:

Get started with Google My Business for auto dealers.

[Learn how to sign up here.](#)

SPECIAL GOOGLE MY BUSINESS LISTINGS

For:

- [**Health Care**](#)
- [**Auto Dealers**](#)
- [**Hotels**](#)
- [**Chains**](#)
- [**Service Businesses**](#)

HOTELS

Google My Business helps hotel owners manage their business information and interact with potential customers. Use this implementation guide to set up your presence on Google and engage with your customers.

[Learn More Here](#)

BUSINESS CHAINS

Chains can use Google My Business to manage their business information and personalize their Business Profiles on Google Search and Maps.

From a verified Google My Business account, owners of chains can use Google My Business features to keep current customers and attract potential customers.

Learn more about how to [sign up for Google My Business](#).

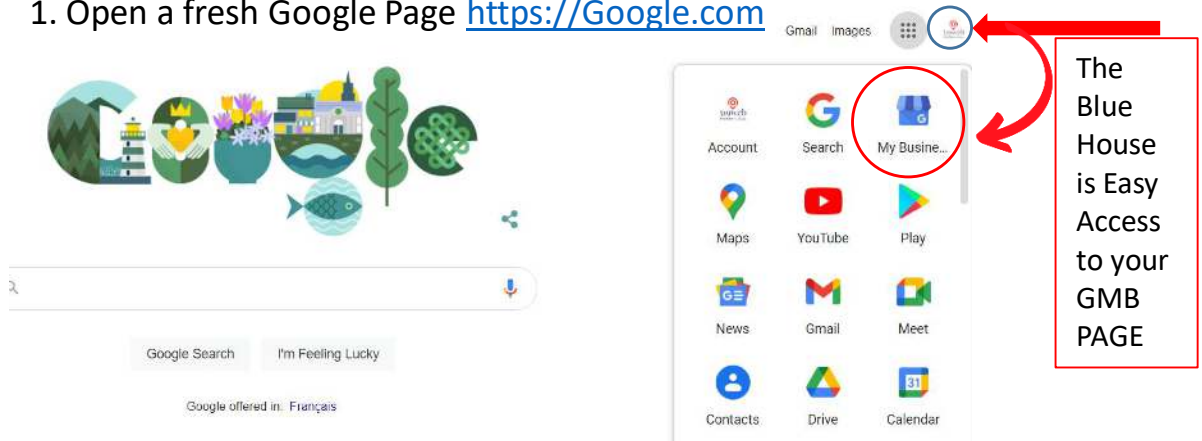
SERVICE BUSINESSES

Get started with Google My Business for service businesses. Learn about choosing a 'location area' vs a specific address if you don't service customers at your location ... and so much more.

[Get Started Here](#)

Easy Way to Access your Google My Business login, if you have one.

1. Open a fresh Google Page <https://Google.com>



2. Or start a new account, **Visit business.google.com** Click 'Manage Now'.

3. **Add your business name:** When you type your business name you may notice that Google suggests similar businesses in your area to you. This is so you avoid duplicating a listing if one was already created. Your business details can actually show up in the suggestion as details may come from public records. If you see your business, select it from the drop-down options. Click Next when you are done with this step

4. **Enter the location of your business:** Add the address where your customers would show up to do business with you. If you deliver goods and services to your clients, you will need to check the option for **Service Area Business** that appears at the end of the form. You can add all the locations, or service area, where you serve your customers (counties, cities, towns or postal codes, whatever makes sense for you). If you do not see customers at your store (for example, plumbers, electricians, working from home, etc), choose the option "Hide my address (it's not a store)" When ready click 'Next'.

****Note:** Google will present a map with an area marked out indicating your service area. Check to see it is correct. If not, just reposition the marker as necessary. Then click "Next".

6. Choose an appropriate business category.

Choosing the right business category will impact the way you show up for search terms on Google. Therefore, it would be a good idea to find out what categories are being used by your competitors and see which one would make the most sense for you.

Having the right category for your business can also impact the other sorts of information that can be offered on your listing. For example, you may be able to add your menu, or online order sites, if you are a restaurant, or you could add a booking button, if it applies to your business too.

NOTE: You can add 'additional categories' , so you come up in different searches based on different categories (do this in 'edit' after initial set up):

Example: Research for a custom print shop shows Google has defined the following categories that all apply to their business.

Categories:

Custom T-Shirt Store
Screen Printer
Screen Printing Shop
Print Shop

Tip:

Try different searches relevant to your business and see what top industry competitors are using for Categories. The less competitive categories will allow your business to rank higher in searches

7. Add your business's phone number and website URL .

It's a great idea to add your phone number and website URL to your listing as you can have customers contact you right away from their phones (by simply clicking the phone number link, and you can take advantage of Google's call tracking feature.

****Important:** Make sure you don't add information in your listing that is not permitted by Google's guidelines or your listing can be suspended.

Review Google's guidelines here:

<https://support.google.com/business/answer/3038177?hl=en-GB>

Use this [CONTACT FORM](#) to ask about VERIFICATION or OTHER ISSUES:

HOW TO CHECK IF YOUR GMB LISTING HAS BEEN VERIFIED

You can do this by visiting the following link to use Google's verification tool (make sure you are signed into your Google account to use it):

<https://support.google.com/business/workflow/9289460?ctx=gmba>

Another way to see if your business listing has been verified is to do a local search for it on Google. First, make sure you are logged into Google, then type the name of your business and the location in Google's search bar. Have a look at the Profile Page that comes up for it. If you DON'T see the phrase "Own this business?" next to "Suggest an edit", then it means that the GMB listing has been verified.

HOW TO CLAIM AN EXISTING GMB LISTING

If the business listing has been verified by another person you can still claim the listing. Following is a Google support article on how to go about it:

<https://support.google.com/business/answer/4566671?hl=en>

Make sure you are logged into your Google Account.

1. Click the "Own this business?" link
2. Click the "Manage now" link
3. Then choose your verification method.

HOW TO VERIFY YOUR LISTING

It is super important for your business to verify your GMB. Until you do, you won't be able to manage the information of your business in Google Search or Google Maps. You won't be able to make any changes in your listing, view listing stats, upload photos to your listing or even respond to Google reviews. Besides appearing more trustworthy to your customers, verifying your listing can also protect you from fraud from having another person not belonging to your business claim the listing as their own and add their own details.

There are three ways to complete verification of your new GMB profile:

a. **By postcard:** This is the most popular way to verify your listing. Google will send you a postcard to the address you added to your new listing. It will contain a code you will need to submit to your GMB account in order to complete verification. If you don't receive your postcard after some time (a couple of weeks), you can just request a new one by clicking the "Request another code" alert in your GMB dashboard. It's a good idea to not change any business information (business name, address, category, etc.) until your business is verified or this will delay the process.

b. **By phone:** Some businesses will be offered the option to verify their listing over the phone and that option will show up. In this case, your verification code will be sent to you by phone. Be careful with scammers trying to contact you by phone saying they're from Google:

<https://support.google.com/business/answer/6212928?hl=en>

By email: Some businesses will also be presented with a “Verify by email” option, which will send the code to the Google Account that you associated with the GMB listing. If this option is available to your business and you are going to use it, be careful that the email address that shows up on your screen (which is the one Google will use to contact you) is correct and that you have access to it.

There is more info in Google’s support.

<https://support.google.com/business/answer/7107242?hl=en-GB>

MORE RESOURCES FOR GMB LISTINGS

- GMB Help Community: <https://support.google.com/business/community>
- GMB Twitter Support: @GoogleMyBiz.
- GMB Facebook Support: <https://www.facebook.com/GoogleMyBusiness/>

GOOGLE MY BUSINESS – DIRECT SUPPORT for Verification Code Issues

GMB Help Center: Fill out the contact form at:

https://support.google.com/business/contact/verification_code_issues?from=cuf

or

https://support.google.com/business/gethelp?visit_id=637617971534443440-1344700994&rd=1

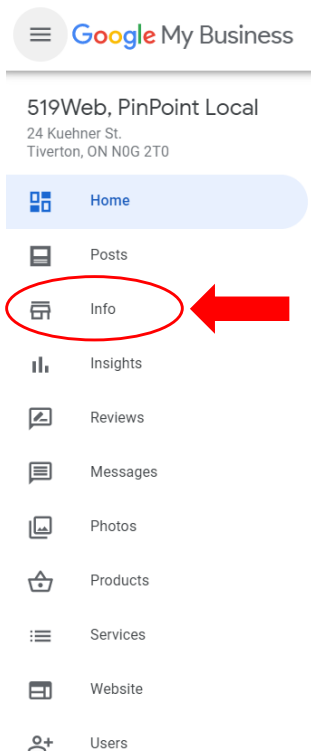
HOW TO OPTIMIZE YOUR LISTING

Log back into your GMB listing: www.google.com/business

In the dashboard you can see how complete your listing is.

Complete your listing info to the best of your ability in order to improve the chances of your business showing up in search results.

Go to the “Info” section of the left-hand side menu of your GMB dashboard. That will bring up a summary of the info available for your business. Add and edit the info as necessary by clicking on the pencil icon.



TIP:

By going in this “Info” section you are able to **add secondary category options for your listing.**

Add one or two additional categories if you wish, but make sure they are relevant to your business. Trying to add other categories that are not relevant (or too many) in order to rank for them can get your listing suspended.

For Instance:

Try different searches relevant to your business and see what top industry competitors are using for Categories. The less competitive categories will allow your business to rank higher in those types of searches.

Besides your regular business hours, you can also add **Special Hours**

if you have specific hours for bank holidays or other special days.

If you use Appointments or Bookings you can set the Appointments page to your booking page on your site, your online calendar, or, you can just have it point to your site's Contact page.

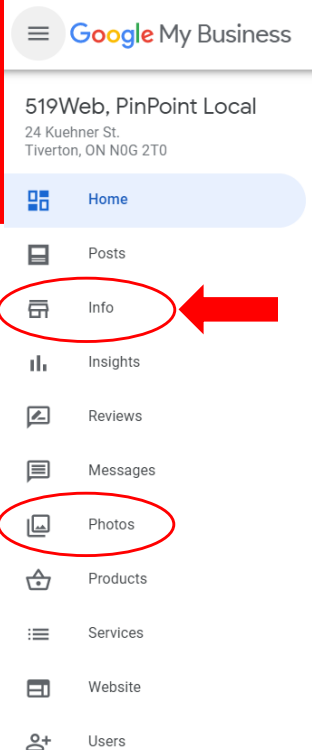
It's also a good idea to add a **short business description** and to add any other relevant details for your business that may help your potential customer decide if you are the right business for them before they call you.

Ignore the "Photos" link in this "Info" section for now. We'll talk about how to add photos in the section below.

Now, if you click back on the "Home" link in the left-hand menu you will see that the completion % of your profile should have increased positively.

Adding images to your Google My Business listing

Once you've completed the Info section as best as you can, it's a good idea to add photos to your listing, especially if it would help your customers consider doing business with you. Find the "Photos" section in the left-hand menu on your GMB dashboard.





519Web, PinPoint Local

24 Kuehner St.
Tiverton, ON N0G 2T0



Home



Posts



Info



Insights



Reviews



Messages



Photos



Products



Services



Website



Users

Add relevant photos and images related to your logo, cover photo and other photos and videos (even 360 images) that can visually describe your business and set your listing apart from your competition.

****Note:** Be careful to not post pictures of clients without their approval

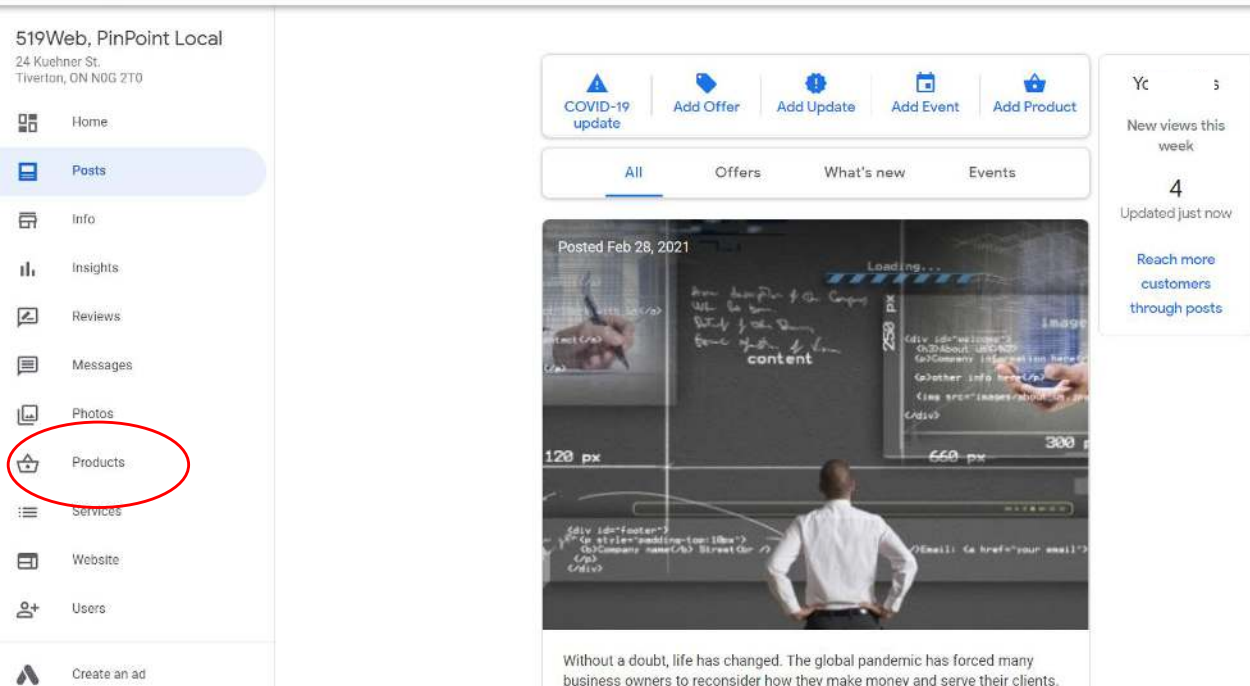
POSTS:

Go to posts in the left margin and you will see along the top of the page, a series of tabs: COVID-19 Update, Add Offer, Add Updates, Add Event, Add Products. I recommend you make posts, and add photos to them. Make product posts. Add a COVID-19 update. Any of these areas that apply to your business are worth adding, as they will help from a content perspective in searches.

PRODUCTS:

See your product listings in the left margin "Products" tab.

Google My Business



519Web, PinPoint Local
24 Kuehner St.
Tiverton, ON N0G 2T0

Home
Posts
Info
Insights
Reviews
Messages
Photos
Products
Services
Website
Users
Create an ad

COVID-19 update
Add Offer
Add Update
Add Event
Add Product

All Offers What's new Events

Posted Feb 28, 2021

Without a doubt, life has changed. The global pandemic has forced many business owners to reconsider how they make money and serve their clients.

New views this week
4
Updated just now
Reach more customers through posts

TIPS!

USEFUL IMAGE SIZES

For Your Google My Business Profile Page

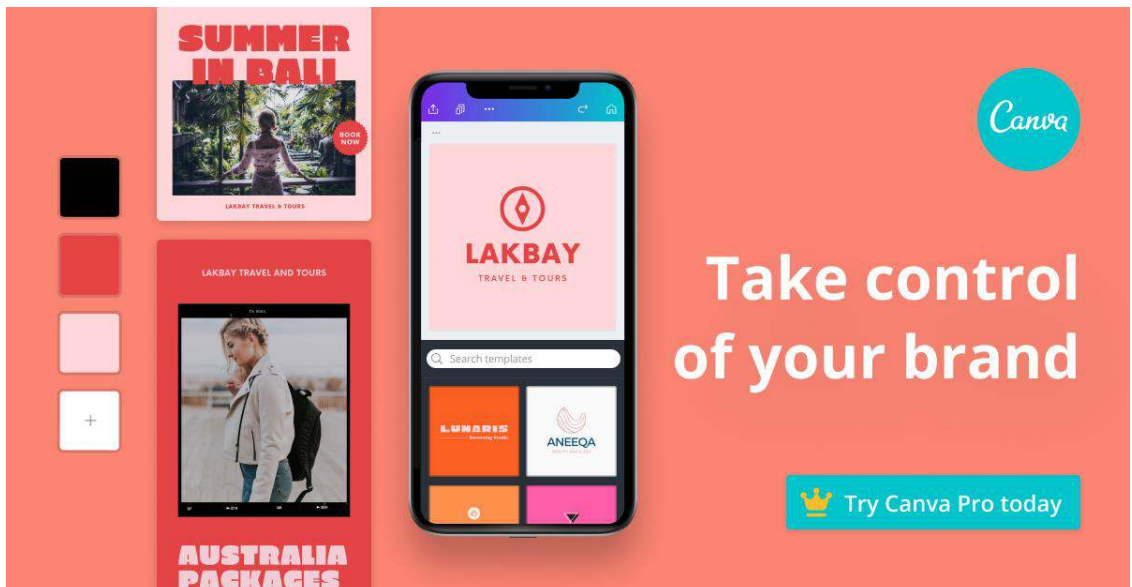
1. Have you tried Canva.com?

- It is a super useful account with free stock photos to use for social media or any other image related needs.
- It makes creating posts easy, any size you need.
- <https://canva.com>

2. Useful Image sizes for GMB

- Cover Image Size = 1024 px x 576 px
- Logo Square Size = 720 px x 720 px
- Product and Service Images Size = 883 px x 588 px

You can stay with a free account forever, or upgrade to Canva Pro as needed.



The advertisement features a vibrant orange background. On the left, there's a vertical stack of design templates: a 'SUMMER IN BALI' poster with a person in a yoga pose, a 'LAKBAY TRAVEL & TOURS' poster with a person in a jacket, and an 'AUSTRALIA PACKAGES' poster. To the right of these is a smartphone displaying the Canva app interface, which includes a search bar and several template thumbnails. In the top right corner, the Canva logo is visible. The central text reads 'Take control of your brand' in a large, white, sans-serif font. At the bottom right, there's a blue button with a crown icon and the text 'Try Canva Pro today'.

TIPS!

GOOGLE LIKES ...

Remember what Google 'Likes' when setting up your Google My Business profile.

1. Reviews

- Reviews are like currency online!
- Be sure to request them, monitor them and reply.

2. Quality

- Quality content is important to Google throughout their search engine. So it is equally true for your Google My Business profile.
- Quality to Google means:
 - Original content; Quality Images

3. Consistency

- Consistent, regular contributions will help your profile to score higher.
 - Consistently receiving reviews, and replying
 - Consistently updating events, photos, products, services, CoVid responses

4. Quantity

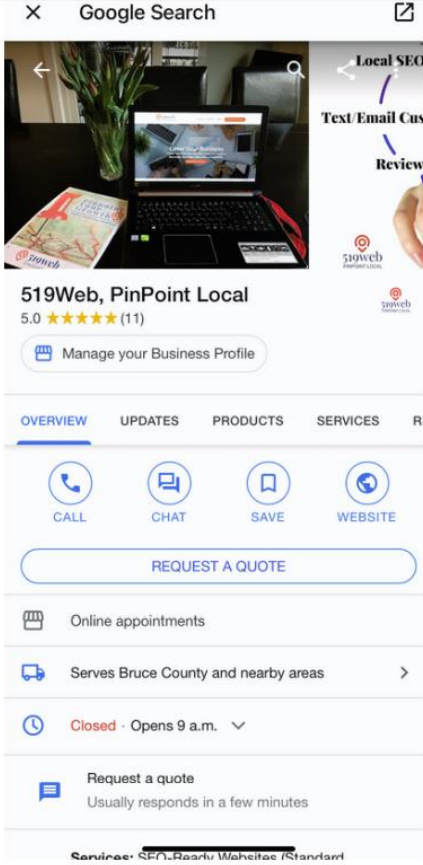
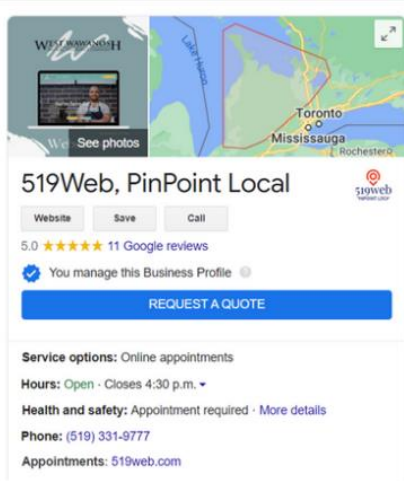
- Building quantity of images, content, reviews over time.
- The more material you have available in your profile the better chance it will show up in relevant searches.

TIPS!

GOOGLE LIKES ... their mobile app!

Download the GOOGLE MY BUSINESS App on your phone to take advantage of the “Request a Quote” button on your profile page.

- The two images below show 1) Mobile View 2) Desktop View
- Make it easier for visitors to your profile to connect with you from their phones. Communicate faster with prospects to your business.

New Request a Quote Button

(1) Install GMB App on Mobile Device

(2) Go to Customers

- Messages
- Set up Messages

I hope you have found this information to be helpful in setting up and optimizing your

Google My Business Profile Page

If I can be of any assistance to help you in growing your business online, please reach out to me.

Deborah Clarke, CPA, CMA, MBA

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Kincardine, ON, Canada

"More leads. More sales. Clear return on investment."

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Happy to be part of your success story.

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COMMUNICATION
• EMAIL, TEXT CUSTOMERS



REVIEWS
• COLLECT, MONITOR, REPLY



SOCIAL MEDIA POSTS
• DONE FOR YOU



SEO
• DONE FOR YOU

<https://519web.com>