5 Google My Business Basics that Get You Found
5 IN 15
WEBINAR SERIES
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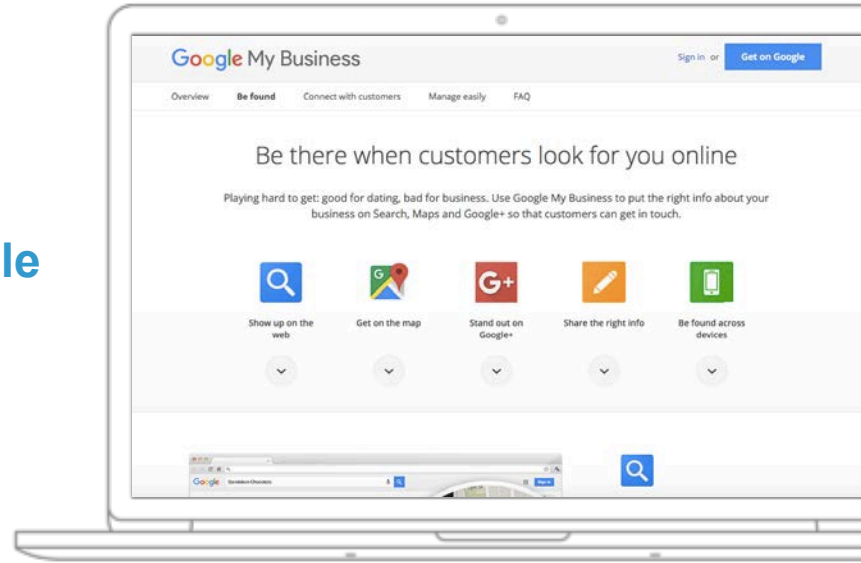
Google My Business & How to Get Found

1. Claiming & Verifying Your Page
2. Optimizing On-Page Content
3. Creating Consistent Citations
4. Using Stunning Photos
5. Integrating a Review Strategy

What is Google My Business?

- A business-facing dashboard
- A one-stop-shop for your business listing info across Google
- Enables you to manage your info on Google search, Google maps, and Google+



Why is Google My Business Important?

Business Snapshot

Gives searchers a snapshot of your business

SEO Boost

Helps maintain consistent NAP (name, address, phone number), which helps with SEO

Better Conversion

75% of shoppers are more likely to visit a business' website after finding helpful info in search results (Google, 2016)

1 Claiming & Verifying Your Business

Set Up

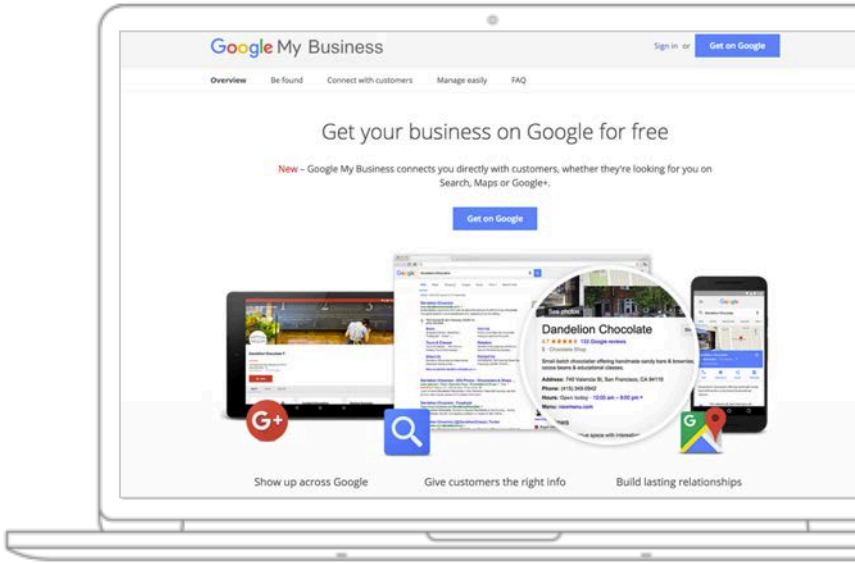
Go to business.google.com, search for your business to add in your business information

Claim

Verify that you're certified to manage your listing

Eligible Businesses

Google allows eligible businesses to set up their information through Google My Business. Eligible businesses are those that make in-person contact with customers during its stated business hours



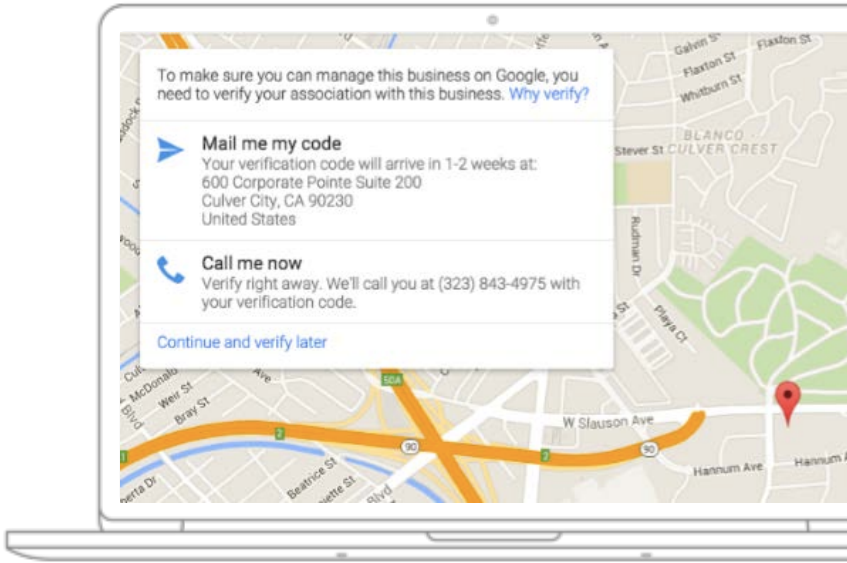
1 Claiming & Verifying Your Business

Verify

Have Google call or email your verification code

Why Verify?

- Publish changes to your business information across Google search, Google maps, and Google+
- Increase your chances of appearing in search results
- Have the ability to control and update your business information
- Respond to reviews as needed



2 Creating Consistent Citations

What Are Citations?

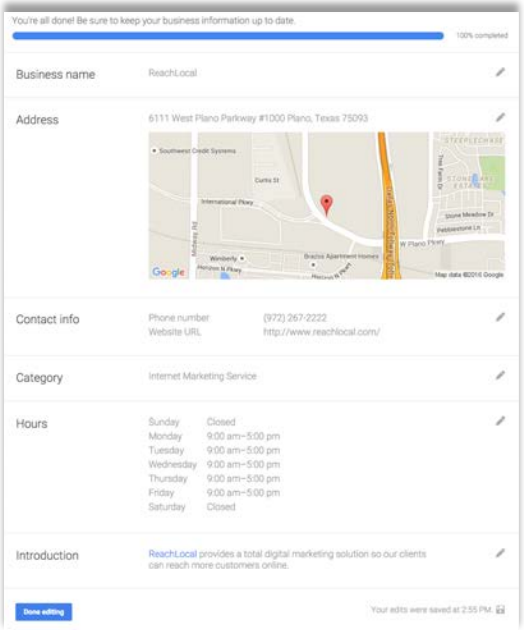
Any mention of your business across the Web

Why Is it Important?

- Consistent NAP is a ranking factor
- Creates a user-friendly experience

Consistent:

- Business name
- Address
- Phone number
- Hours of operation



3 Optimizing On-Page Content

What is On-Page Content?

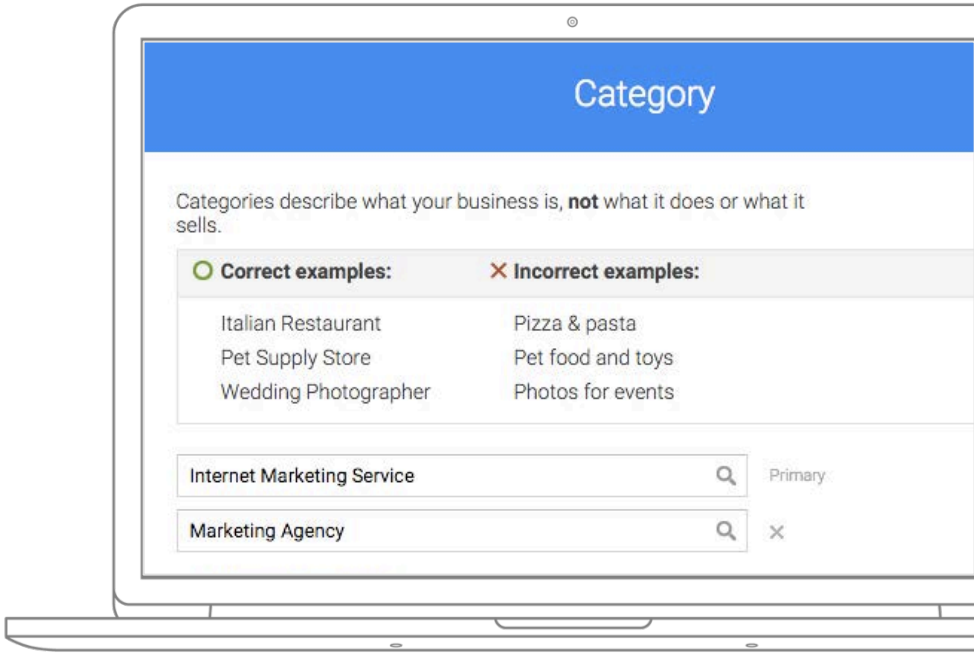
The information you can add to your Google My Business listing

How Do I Optimize?

- Category
- Introduction
- Accurate information

Selecting Categories

- Prepopulated categories
- Make sure they pertain to your business



3 Optimizing On-Page Content

Use an Introduction
A short description about your business

Add Your Website
Google uses information from your website to help improve search results

Use Complete & Accurate Info
Fully completing your Google My Business information can help optimize your page

4 Using Stunning Photos

Why Photos?

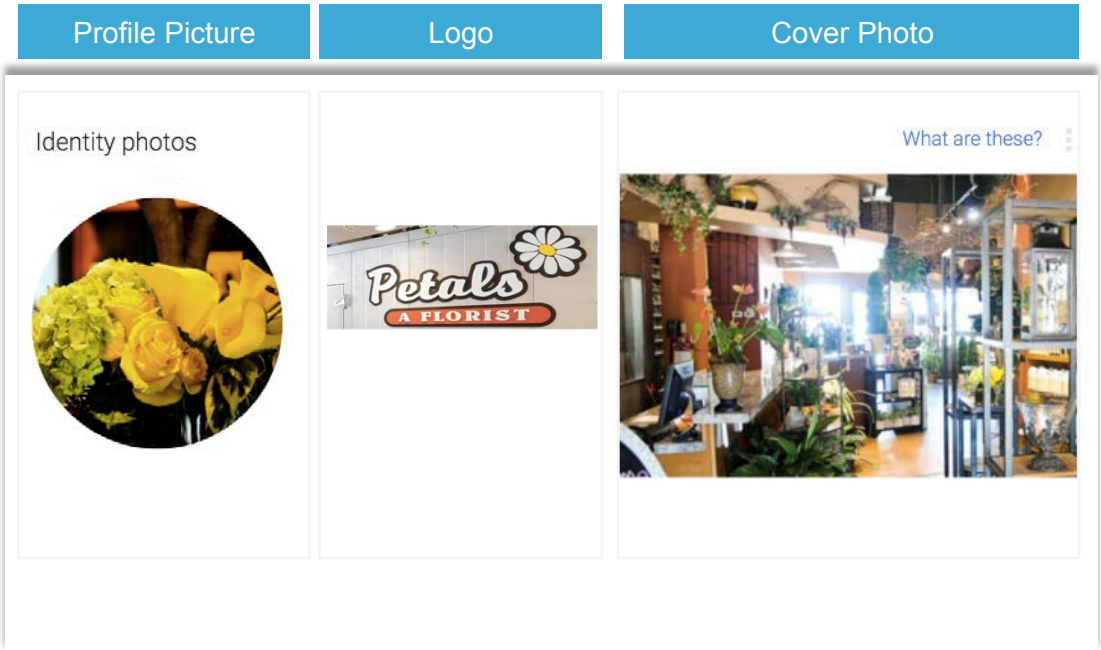
Provides searchers with a complete snapshot of your business.

Identity Photos

- Logo
- Profile Picture
- Cover Photo

Keep in Mind:

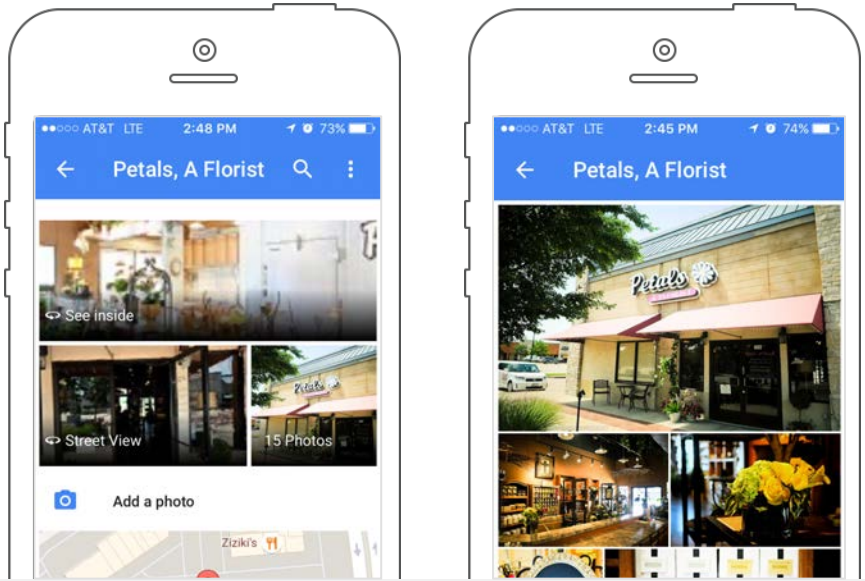
- Logo & Profile Picture: 250x250 px
- Cover Photo: 2120x1192 px



4 Using Stunning Photos

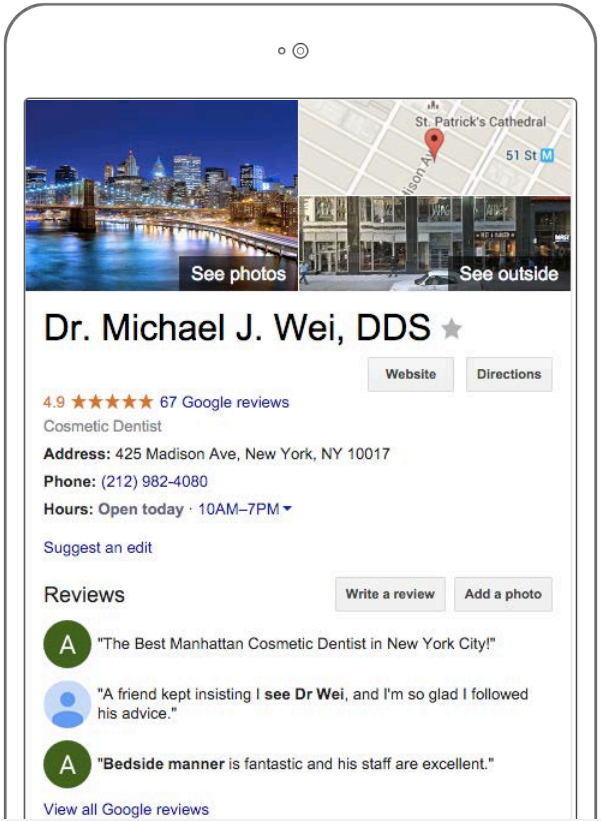
Use Multiple Photo Types

1. Interior Photos
2. Exterior Photos
3. Photos at Work
4. Team Photos



5 Reviews & Your Page

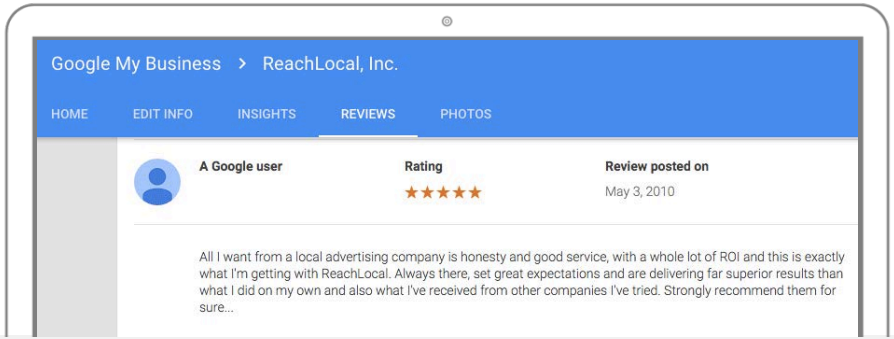
- **97%** of consumers say they read online reviews about local businesses (BIA Kelsey, 2015)
- **90%** of consumers say positive reviews have influenced their purchasing decisions (Marketing Land, 2013)
- **89%** of consumers say, if asked, they would leave a review for a business after a positive experience (Yodle, 2015)



5 Responding to Reviews

How to Respond

1. Log into to your Google My Business portal
2. Click “REVIEWS” on your dashboard
3. Find the review you want to respond to
4. Click “View and reply”



Stop

Read the review, stop to process what you read, and try to identify the main complaint.

Drop

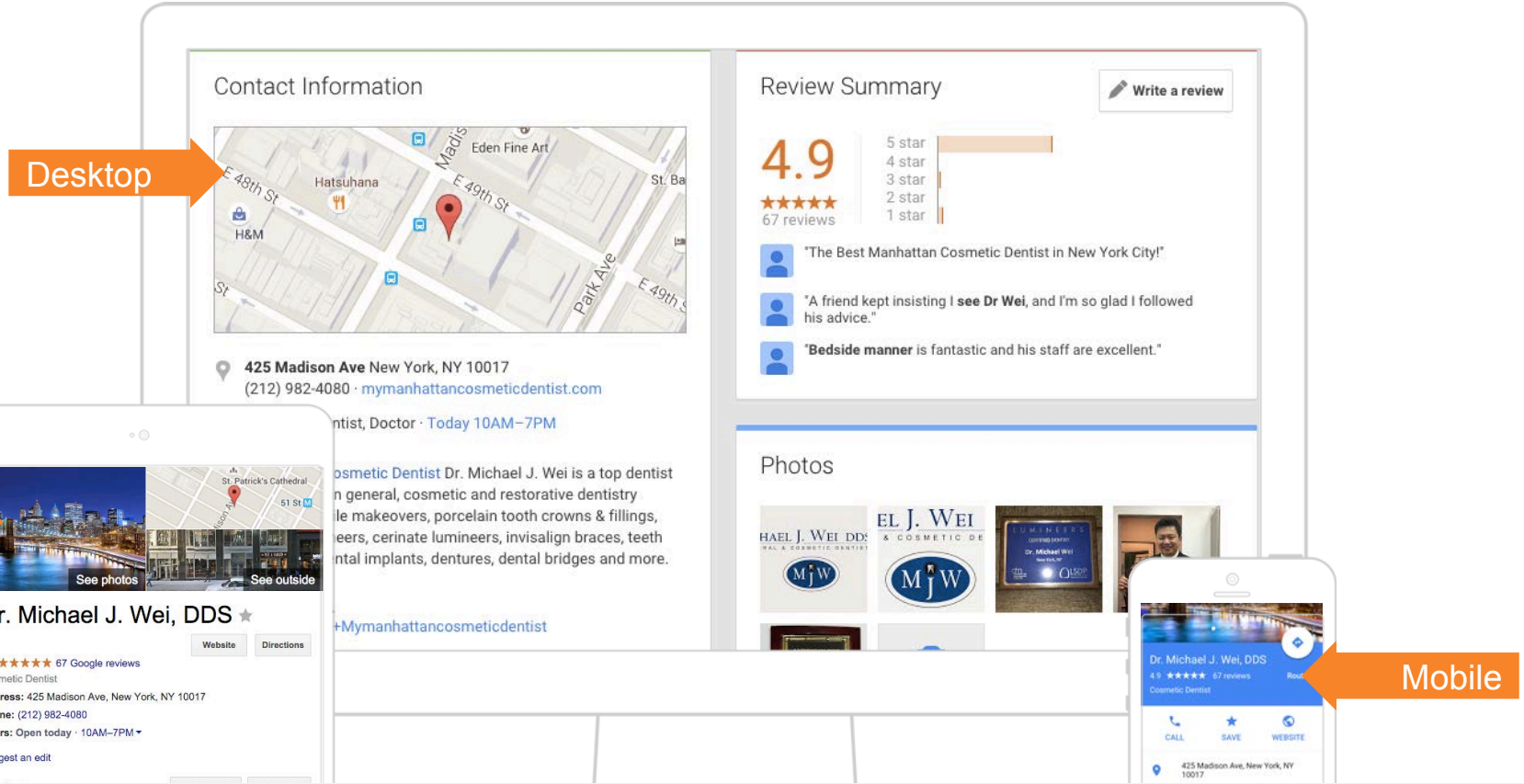
Draft a response, and drop any hint of defensiveness. Keep your response positive, helpful, and sincere.

Roll

Try to roll the conversation offline by leaving a phone number of email address where the viewer can contact you for a resolution.

5 Getting New Reviews

- Add a link on your website
- Create in-store signage
- Ask after a positive experience
- Ask loyal customers through a newsletter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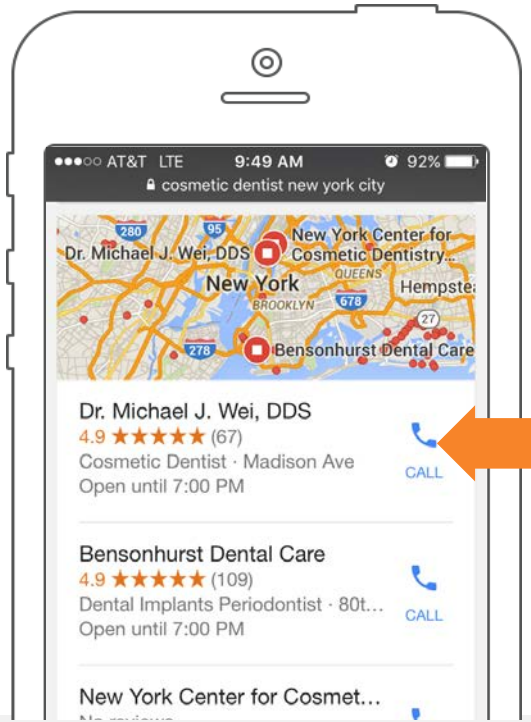
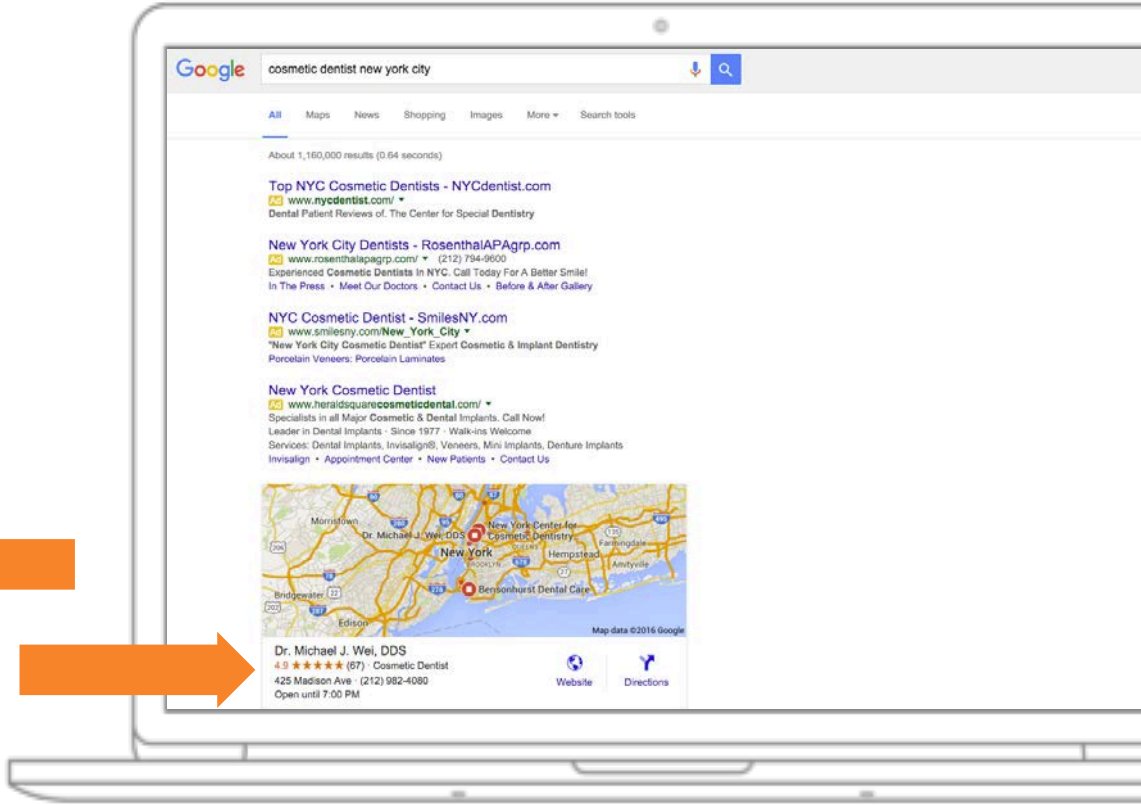
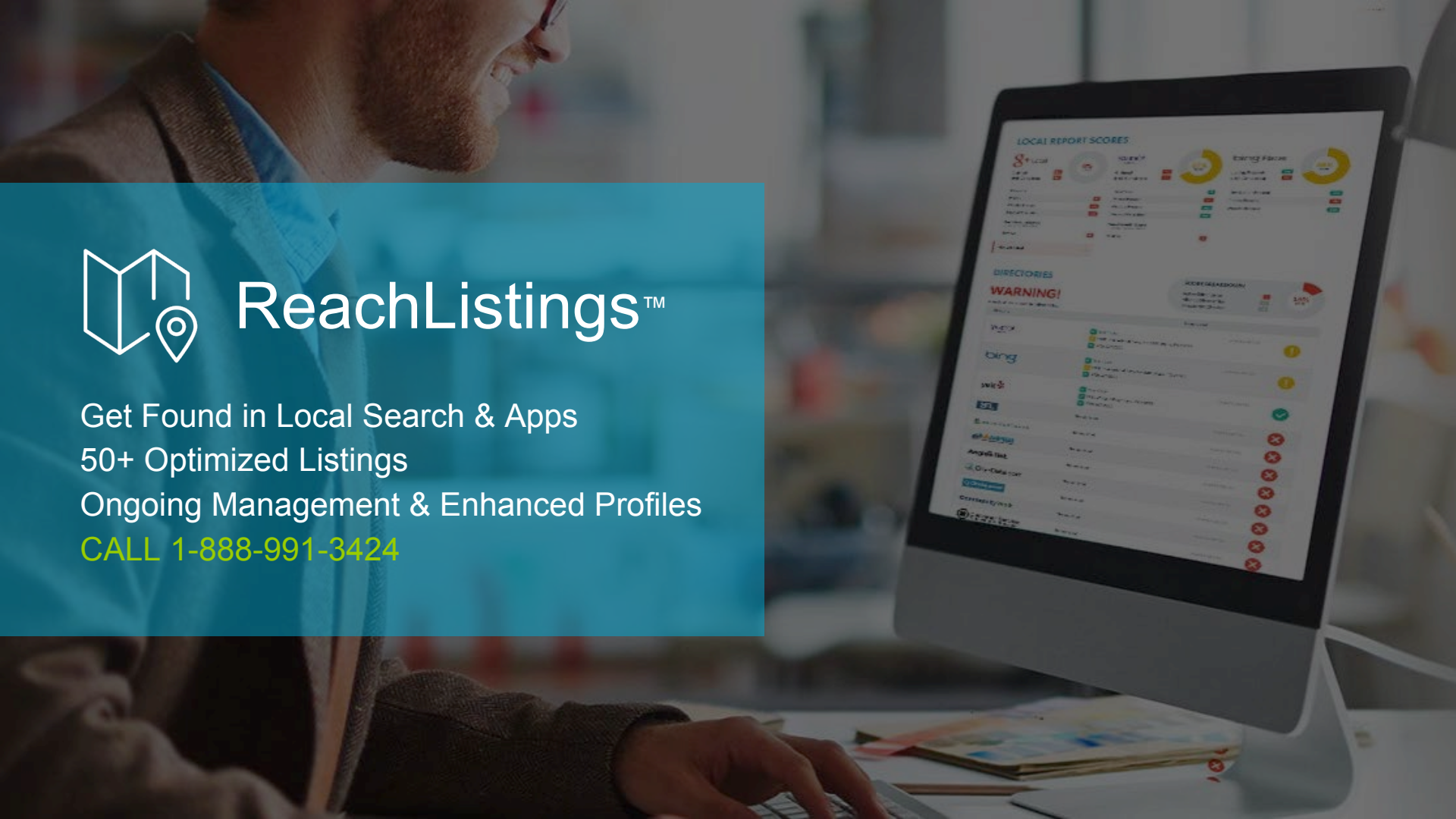
Google's 3-Pack







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