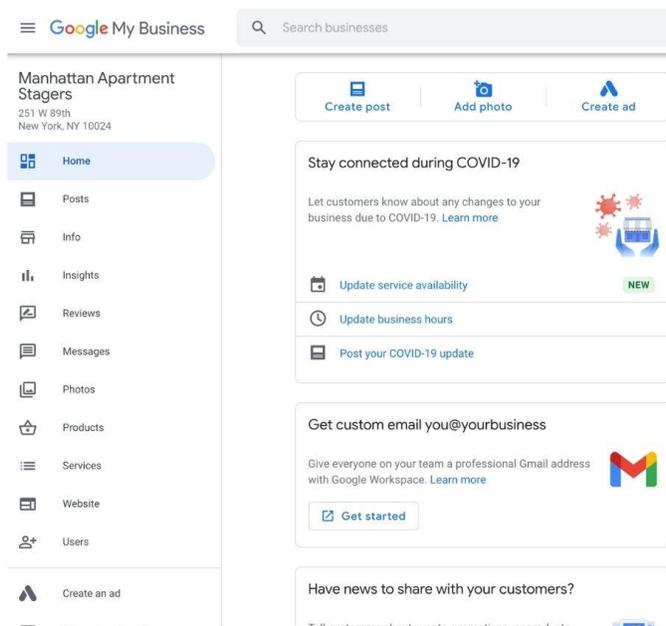


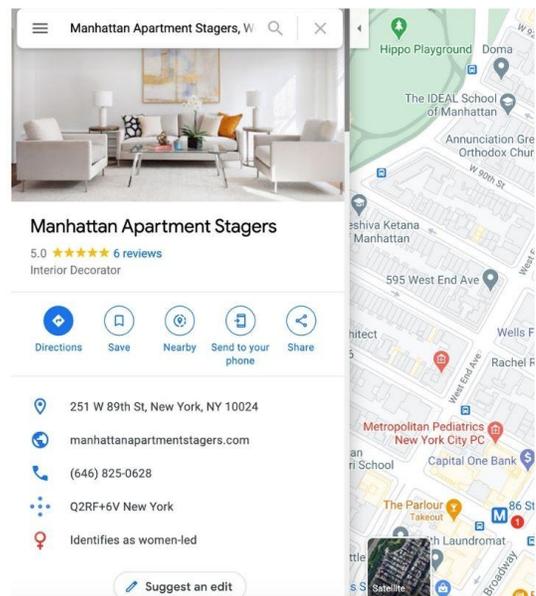
Google My Business

What is Google My Business?

Google My Business is a free service provided by Google that allows users to create and control their Business Profile that is connected with Google Maps. Your Business Profile is what shows up when you search for a business on google maps or on google search engine.



My Business account



Business Profile

Why use Google My Business?

According to Smart Insights Marketing, "81% of people search online for a product or service" (Chafey & Bullock). In addition, around 70% of users searched using Google as a search engine (Chafey & Bullock). Since such a large percentage of the population searches online for a product or a service, creating a Google My Business account and optimizing your Business Profile can attract new customers, increase store traffic and even generate new sales.

Your Google My Business Account can be used for:

- Analytics
- Advertising
- Website creation
- Product catalog

Your Business Profile can be used as a tool for:

- Lead generation
- Search Engine Optimization
- General maintenance and upkeep of business information

Benefits of Google My Business

Captivate customers

There are many ways to use your business account and profile to engage with customers. One way is through reviews which allows customers and clients to leave reviews on your business profile. According to Qualtrics, 93% of consumers say that online reviews influenced their purchase decisions (Kaemingk). In addition, you can respond to reviews, answer direct messages and post from your Business Profile.

Spotlight your business

Your Google My Business account allows you to add photos, general information like opening hours, phone number and a website. Adding branded and customized information makes your business stand out in search results.

Gain insights

Using the dashboard on Google My Business allows you to view insights on your profile performances like customer actions, views and search. You can then use these insights to customize your business for your target audience.

Perform local SEO

Using keywords in your Business Profile can help your business rank higher in search engine results. Use relevant keywords in your business description, posts and review responses.

How to sign up for a My Google Business Account:

1. Enter <https://www.google.com/business/> in the search bar
2. Click the Manage now button in the top right corner, which will take you through the setup process
 - You must have a gmail email account to sign up. Use the gmail associated with your business or create a new account

Connect existing Business Profile with Google My Business account:

1. Go to your Google My Business homepage
2. Scroll down and click on the businesses option in the left side menu
3. Click on the blue "Add businesses" menu option
4. From here you will see an option to use a business that already exists on google maps

5. If you are adding an existing business enter the name in order to search
6. Once you have found your existing business, click on the blue "Manage now" button

How to verify your business:

Once you have chosen an existing business or created a new business, you will have to verify that the business is yours. The verification process consists of google sending a code to a chosen address.

1. Scroll down on your Google My Business dashboard and click on the Businesses menu option, here you will be able to see each of your business's individual verification status
2. Click on the "Get verified" Button on the right hand side of the screen
3. On the next screen enter your mailing address and click the "Next" button
4. You will then be prompted to enter your contact name.
5. After doing so click on the blue "Mail" button to have your verification code sent to you
6. Once you receive your code you go back to the businesses menu and click the "Enter code" button
7. In the next screen enter your code and click the "Verify" button

References

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Kaemingk, D. October 30. (2020, October 30). *20 Online Review Stats to Know in 2019*.

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