



EIGHT

for increased exposure on google

STEPS



THANK YOU FOR DOWNLOADING!

In this guide...



- What Google my business is
- What Google can do for your business
- Why you should set up a Google my business
- Eight steps to set up your Google my business
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GOOGLE MY BUSINESS



Google My Business is a **free** Google tool that allows you to promote and control your business profile and business website on Google Search.

With your **Google My Business Account**, you can connect with customers and post updates on your Business Profile.



WHAT DOES GMB DO?



Google My Business is kind of like the modern day version of yellow pages.

People look for businesses with good reviews and up to date content to work with or purchase from.

Setting up and keeping your **Google My Business** page up to date can help pull your business up before others and give you an edge on your competitors.

STEP ONE

Part One - Claiming

To get started, create your free account by going to this link.

business.google.com/create

You'll be given the option to either **create** or **claim** your business listing.

If your business pops up when you
enter your business' name, select it and claim it.

If nothing pops up with entering your business' name, you'll have to create your
own listing.

STEP ONE

Part Two - Verification

01

Your next step is to verify that the business is actually your own. For most businesses, the verification process is done by mail. However in some circumstances it will give you the option to verify by phone or email.

Be sure to check with google for what options are available to you.

02

Keep in mind verification can take up to two weeks - don't delay starting the process.

STEP TWO

Part One - Choosing Categories

After you pass the verification step, you're on to selecting categories for your business.

You can select **one** main category and up to **nine** sub-categories. Really think about the categories you choose as there are nearly 4000 options to chose from.

Sometimes these categories are also called **services**.

These keywords are very important to the searchability of your business. The more specific you are, the more likely you are to come up in search results for your niche.



STEP TWO

Part Two - Tips for Services

01 PRIMARY

Your primary category is given top priority in Google's search engine algorithm. It's the main deciding factor on whether or not your business will show up during a user search.

Be as specific as possible, the more you narrow your business down, the less businesses you have to compete against.

02 SECONDARY

Though it sounds counterproductive, try to only choose around 3 secondary categories. This means Google would only have to split it's user-directing services into 3 channels instead of 10. Make the algorithm work for you!

STEP THREE

Part One - Adding Images

You don't want the first impression of your business to be a bad Google Earth image of your business, right? This is why uploading your own images is incredibly important to your GMB page.

Think of any images you upload as a tour of your business. Showcase what you have to offer!

If your business is brick and mortar, take appealing images of the inside and outside of your business.

If your business is online, showcase your projects, business cards, logos, ext.

Think of what you would want to see from another business. If it wouldn't sway you for someone else's business, why use it for yours?

STEP THREE

Part Two - Selecting Images

01

Any and all images you upload should be a good resolution and professional quality. On top of this, they should reflect your business in it's current state. Get rid of old and outdated pictures, your GMB page should grow as you do.

02

If you're uncomfortable taking the images yourself, think about hiring a local photographer to do them for you. Then you can be confident your images are the best possible!

STEP FOUR

Part One - Contact Information

Now is where you add in your contact information. You can add things like a phone number, an address, and a link to your website.

If this information is already available online, make sure that it's consistent everywhere. Nothing is worse than an incorrect number or directions to an old address.

When adding a phone number to your business, make sure it's local. Potential customers may be off put when they think you're a local company but are unsure of your area code. They may assume your business page is inaccurate and take their business elsewhere.

STEP FOUR

Part Two - Basic Information

01

You have a 750 word overview available to describe your business. Take advantage of this by providing key valuable information to visitors. Use important keywords and SEO to optimize your searchability.

02

Provide your main website link, specific appointment links, and any important industry details relevant to your business. This basic information is crucial to have implemented. If your visitors don't know where to find you, you'll never turn them into customers!

STEP FIVE

Part One - Reviews

What do your reviews say about your business?



You want as many positive reviews as you can possibly get to convince visitors that you're the **#1 choice** for the service they're looking for.

Don't worry about Google specific reviews as the search engine finds reviews from other websites about your business. Make it a habit to reach out to customers and ask them to leave you an honest review on your service(s).

STEP FIVE

Part Two - Reviews

01

Think about setting up an automatic email to go out a week or so after any purchase or service provided to your customers prompting them to leave you a review. You can even offer a discount or coupon for your business for them to use if they leave you a review!

02

Always reply to your positive (and sometimes negative) reviews. Replying to your customers lets new visitors know that you're invested and care about providing a good experience. Replying constructively to negative reviews and trying to resolve any issues also lets people know you take initiative and always put your best foot forwards.

STEP SIX

Part One - Adding Offers

When you look at your GMB listing you'll see an option to add "**offers**."

Using this option lets your visitors know about special deals and discounts they can receive for your business.

You can even add calls to actions in these **special offers**, directing traffic to a specific landing page of your choosing.

Calls to Action: Register, Call Now, Book Online, Ask Online, Buy, and More Information

STEP SIX

Part Two - Tracking Offers

01

Offers are a fast and efficient way to grab a visitors attention. Who can resist a good deal?

02

In addition to this, Google offers a free way to track your insights with you offer(s). This lets you know how well your offer is performing and how many people it has attracted.

STEP SEVEN

Part One - Making Posts

By now you have a fleshed out and working GMB page. Congratulations!

Sadly, the work doesn't stop there. You now need to stay on top of your business' listing by frequently **adding posts** to your GMB page.

These posts can be many different things such as business updates, events, offers, or new/upcoming products/services.

With each new post you have the option to add calls to action, photos, videos, and more to attract more visitor attention!

Think of this as **free advertising** for your business.

STEP SEVEN

Part Two - Maintaining Posts

01

Frequent posting on your GMB page increases your searchability. Having an active profile means more information is linked to your business online.

02

Posts expire. Every seven days after you make a post they will expire. This means you'll have to frequently update your GMB page to stay relevant.

STEP EIGHT

Part One - Messaging

Setting up Google My Business messaging allows visitors to contact you directly through your GMB listing. Pretty neat, right?

Doing this increases the convenience for your potential customers as they won't have to hunt down your contact information.

It's much easier to press the contact button instead of sifting through your website.

STEP EIGHT

Part Two - Setting up Messaging

01

Download and open the GMB app.

- Available on the App Store or Google Play

02

Tap on the "customers" tab and select "messages."

03

Tap "turn on messaging" and you're done!



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