Grow with Google

## Get Your Local Business on Google Search and Maps

#GrowWithGoogle





#### CONNECT WITH CUSTOMERS WHEN THEY SEARCH GOOGLE

Up-to-date Business Profiles are 2.7X more likely to be considered reputable.<sup>1</sup>



<sup>1</sup> Ipsos research: Benefits of a complete listing 2017

#### **CONNECT ON GOOGLE MAPS**

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



<sup>1</sup> Ipsos research: Benefits of a complete listing 2017

#### CONNECT ACROSS DEVICES

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

Google apothecary Chicago

Merz Apothecar

Merz Downtown

In the historic Palmer I

Apothecary 40 \* \* \* \* (3) - OH sho Chicago, E. - (773) 799-8945 Open - Closes 7HM

= More places

1 Q

E-

42



Merz Apothecary 4.7 \*\*\*\*\* (122) · \$\$ Pharmacy in Chicago, Illinois · Open

OVERVIEW UPDATES REVIEWS ABOUT 0 0 CALL DIRECTIONS SAVE WEBSITE

Cozy apothecary mainstay stocking homeopathic remedies, upscale toiletries & > pampering products.



See other locations

<sup>1</sup> Ipsos research: Benefits of a complete listing 2017

#### Google J Q apothecary near me All Maps Shopping News Images More Settings Tools

About 117,000 results (0.65 seconds)

#### Merz Apothecary | Chicago

https://www.merzapothecary.com/ \* Merz Apothecary is a pharmacy established in Chicago in 1875 by Peter Merz, We specialize in unique and natural health, personal care and beauty products ...

#### Locations

Locations, Merz Apothecary -Chicago. Merz Apothecary ..

Brands

Our Story Merz opened a small drugstore ... Contact Us

Established in Chicago in 1875, Merz Apothecary is dedicated ...

Contact Us. We are constantly working to raise the bar on our ...

In 1875, Chicago pharmacist Peter

More results from merzapothecary.com \*

#### Merz Apothecary - Home | Facebook

https://www.facebook.com > Places > Chicago, Illinois > Pharmacy / Drugstore \* \*\*\*\* Rating: 4.8 - 137 votes Merz Apothecary - 4716 N Lincoln Ave, Chicago, Illinois 60625 - Rated 4.8 based on 137 Reviews 'If your Looking for something, they will have it here ....

#### Merz Apothecary - Wikipedia

https://en.wikipedia.org/wiki/Merz Apothecary \* Merz Apothecary, located in the Lincoln Square neighborhood in Chicago, is a historic healthcare store that has been family owned and operated since it was ...

#### Merz Apothecary - 61 Photos & 262 Reviews - Drugstores - 4716 N ... https://www.yelp.com > Shopping > Drugstores \* \*\*\*\*\* Rating: 4.5 - 262 reviews - Price range: \$\$

262 reviews of Merz Apothecary "What a cool store to have in our neighbourhood, a throw back if you will to the days gone by before Walgreen's. So many ...



#### Merz Apothecary

Website Directions 4.7 \*\*\*\* 100 Google reviews \$\$ · Pharmacy in Chicago, Illinois

Cozy apothecary mainstay stocking homeopathic reme toiletries & pampering products.	dies, upscale
Address: 4716 N Lincoln Ave, Chicago, IL 60625	
Hours: Open · Closes 6PM -	
Number of locations: 2	
Founded: Chicago	
Phone: (773) 989-0900	
Suggest an edit	
Know this place? Answer quick questions	
Questions & answers	Ask a questi
Page all acceptions (APR)	

#### ANATOMY OF A BUSINESS PROFILE ON GOOGLE



#### USE GOOGLE MY BUSINESS TO EDIT YOUR PROFILE

On your computer, access business info and features from the dashboard.

google.com/business

Stasia 1600 An Mountai	<b>a's Bakery</b> nphitheatre Pkwy in View, CA 94043	Advertise easily in minutes	Professional email you@yourbusiness is waiting. Activate today
20	Home	G Bakery in Mountain View Q	Free trial available: Give everyone on your team a
	Posts	Ad · http://stasiasbakery.com/	business email address and all the Google apps you love, designed for your workplace. View details
<b>₽</b>	Info	Stasia's Bakery - High Quality Bread And Sweets	Continue
di.	Insights		
	Reviews		Complete your listing
	Messaging	Getting started is simple - we walk you through every step. Set your own budget and only pay when people click your ad. Learn more	Improve your local search ranking and help your customers with a complete profile 50
	Photos	Start now	
$\bigcirc$	Products		() Add hours
	Website	<b>v</b> Verification needed	Add description
0°t	Users	To finish your free listing, you'll need to verify that you're authorized to manage it. What you'll get with verification:	Add logo
٨	Create an ad	Allow new customers to find you across Google     Create promotional posts	
Μ	Get custom Gmail	✓ Track business analytics	Google Virtual Tours
-		<ul> <li>Respond to customer reviews</li> </ul>	

#### OR, MAKE UPDATES WITH THE MOBILE APP







# What can you do with Google My Business?

#### **CONFIRM YOUR BUSINESS HOURS**

40% of local business searchers want to find hours of operation.<sup>1</sup>





<sup>1.</sup> Google Consumer Barometer, April 2017

#### **ADD BUSINESS PHOTOS**

90% of customers more likely to visit a business that has photos on a search results page.<sup>1</sup>

Take photos and add filters directly from the app.

Edit Photo < THE SHOPS Original Auto West ĽΑ Next

<sup>1</sup> Ipsos research: Benefits of a complete listing 2017

#### SHORT NAME AND CUSTOM LINK



**Business view** 



1:20 PM @ 7 9 \$ 100% (i) PANYA Coffee X Coffee X on Google https://g.page/CoffeeX/review Thanks again for your business! Please leave Coffee X a review so others can find out about us! 0

#### Consumer view

#### Grow with Google

#### **READ AND RESPOND TO REVIEWS**

Be notified when customers write reviews about your business.

Build brand loyalty by responding.

Reply with your point-of-view, solutions, answers, or thanks.



#### HOW TO GET MORE REVIEWS

# Share the "short link" to help customers write reviews.

g.page/[shortname]/review





#### SHARE UPDATES WITH POSTS

Post updates directly on your Business Profile.



#### **POST EXAMPLES**

# What's New



# Product



### \$ Offer





# Event



#### **HELP CUSTOMERS BOOK APPOINTMENTS**

### Book an appointment in under a minute, directly through the profile.





#### FOLLOW AND WELCOME OFFER

People who follow your business see updates, offers and photos across Google and in the Maps "For You Feed."

You have the option to add a welcome offer for new followers.





(+ H	wollow			
OVER	VIEW	PHOTOS	POSTS	ABOUT
A Flow Alexan	and Res dria, Vir	store Yoga stu ginia.	ıdio in the ar	ea of
•	6470 Dr, Al	Landsdowne exandria, VA :	Centre 22315	•
0	Web	site · honests	oulyoga.com	1
0	Oper	n today ∙ 7:30	AM-7:00 PN	/ ~

### Consumer view

### **Business view**

#### **USE MESSAGING TO COMMUNICATE**

Set up messaging in the Google My Business app. Customers can send messages that appear in the app.



#### **CREATE A FREE WEBSITE**

Click website to get started.

Select Themes to change the site design.

Publish website.







#### Stasia's Bakery

Bakery in Mountain View 1600 Amphitheatre Pkwy, Mountain View, CA CONTACT US CONTACT US

Grow with Google

#### ADD MANAGERS TO HELP

First, click Manage Users.

Next, click the "+" icon in the top right of the app.

Enter their email address and select their role.



#### SEE WHAT'S WORKING WITH INSIGHTS

How do searchers find you?

How do they interact with the profile?

Do they call, request directions, and visit your website?

Where do customers come from?

What days have the most activity?



# Create a Business Profile with Google My Business





#### HOW TO ACCESS GOOGLE MY BUSINESS

### To get started, visit:

google.com/business



#### **STEP 1: SIGN INTO YOUR GOOGLE ACCOUNT**

Sign into the Google Account you use for your business.

Don't have a Google account? Click Create account to get started.

accounts.google.com/signup

Google Sign in with your Google Account
Email or phone Forgot email?
Not your computer? Use Guest mode to sign in privately. Learn more
Create account NEXT
English (United States) - Help Privacy Terms

#### **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.

Google My Business		0	s
	$\leftarrow$ What's the name of your business?		
	Business name Stasia's Bakery		
	By continuing you agree to the following Terms of Service and Privacy Policy		
	Next		

#### **STEP 3: SELECT A BUSINESS CATEGORY**

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



#### 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.

<ul> <li>Do you want to add a location customers can visit, like a store or office?</li> </ul>		
This location will show up on Google Maps and Searc when customers are looking for your business	ch	
O Yes		
O No		
Next		
	<ul> <li>Co you want to add a location customers can visit, like a store or office?</li> <li>This location will show up on Google Maps and Sear when customers are looking for your business</li> <li>Yes</li> <li>No</li> </ul>	<ul> <li>Construction with the add a location customers can visit, like a store or office?</li> <li>This location will show up on Google Maps and Search when customers are looking for your business</li> <li>Yes</li> <li>No</li> </ul>

#### IF YES, ENTER THE ADDRESS

Enter the complete and official street address. Include suite numbers, floors, building numbers, etc.

← Wh	at's the address?	
•	United States 👻	
	Street address 1600 Amphitheatre Pkwy Add Line	
	City Mountain View	
	California v 94043	
	ext	

#### 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.



#### ALMOST DONE

You need to verify your connection to the business to publish the Business Profile.

Click Finish.



#### **STEP 6: VERIFY YOUR CONNECTION TO THE BUSINESS**

Request a postcard mailed to the business address.

Click Mail.

Choose a way to verify In order to fully manage and represent this business on Google, you'll need to confirm that it's yours. Select how you'd like to get a verification code. Learn more Postcard by mail Have a postcard with your code mailed to this address May take up to 5 days to arrive Contact name Mail Stasia's Bakery 1600 Amphitheatre Pkwy, Mountain View, CA 94043, United States	e My Busine	SS Q Search locations	***
In order to fully manage and represent this business on Google, you'll need to confirm that it's yours. Select how you'd like to get a verification code. Learn more          Postcard by mail         Have a postcard with your code mailed to this address         May take up to 5 days to arrive         Contact name         Stasia's Bakery         1600 Amphitheatre Pkwy, Mountain View, CA 94043, United States	Cho	ose a way to verify	
Select how you'd like to get a verification code. Learn more    Postcard by mail Have a postcard with your code mailed to this address May take up to 5 days to arrive Contact name  Stasia's Bakery 1600 Amphitheatre Pkwy, Mountain View, CA 94043, United States  Mail Mail Mail Mail Mail Mail Mail Mai	ln orde yours.	r to fully manage and represent this business on Google, you'll need to confirm that it's	
<ul> <li>Postcard by mail Have a postcard with your code mailed to this address May take up to 5 days to arrive</li> <li>Contact name</li> <li>Stasia's Bakery 1600 Amphitheatre Pkwy, Mountain View, CA 94043, United States</li> <li>More options</li> </ul>	Select	how you'd like to get a verification code. Learn more	
Contact name Mail Stasia's Bakery 1600 Amphitheatre Pkwy, Mountain View, CA 94043, United States  More options	$\searrow$	Postcard by mail Have a postcard with your code mailed to this address May take up to 5 days to arrive	
1600 Amphitheatre Pkwy, Mountain View, CA 94043, United States   More options		Contact name Mail	
More options		1600 Amphitheatre Pkwy, Mountain View, CA 94043, United States	
	?	More options -	

#### YOUR POSTCARD IS ON THE WAY

Most postcards arrive in about 5 days. When it arrives, sign in and click the Verify now button. Enter the verification code.

Click Submit.



#### YOUR NEXT STEPS

1

Create and verify your Business Profile.

google.com/business

Update information and connect with customers.

2

Download the Google My Business app. Learn how customers engage with your Business Profile through Insights.



# Workshop Time





3

- Claim or complete your Business Profile.
- Request a postcard.
  - Should arrive within 2 weeks.
  - When received, sign in and enter verification code to complete.



In the meantime, explore Google My Business and update business info.

Need Help? Raise your hand.



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#### 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.



# **Thank You!**

### #GrowWithGoogle





Grow with Google

## Grow with Google

### Helpful Links from Google

https://smallbusiness.withgoogle.com/ https://support.google.com/business https://services.google.com/fh/files/misc/youtube\_playbook\_for\_small\_businesses\_engb.pdf https://www.yourprimer.com/ https://www.thinkwithgoogle.com/ https://marketfinder.thinkwithgoogle.com/ https://learndigital.withgoogle.com/digitalgarage https://blog.google https://support.google.com/business/announcements/9244023 (Goggle My Business updates)

### Helpful Links from #infinitewc

https://business.linkedin.com/marketing-solutions https://www.facebook.com/business https://business.instagram.com/ http://wildrose.albertacf.com/ https://www.strathmoredistrictchamber.com/ https://bowvalleycollege.ca/schools/regional-stewardship/campuses/strathmore

https://www.tripadvisor.ca/business/businessadvantage

https://www.infinitewc.ca/ https://www.infinitewc.ca/blog https://www.wheatlandcounty.ca/