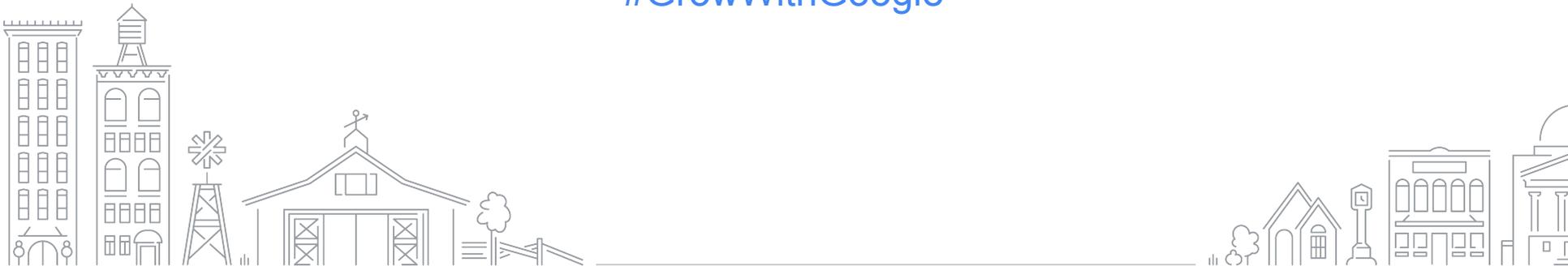


Grow with Google

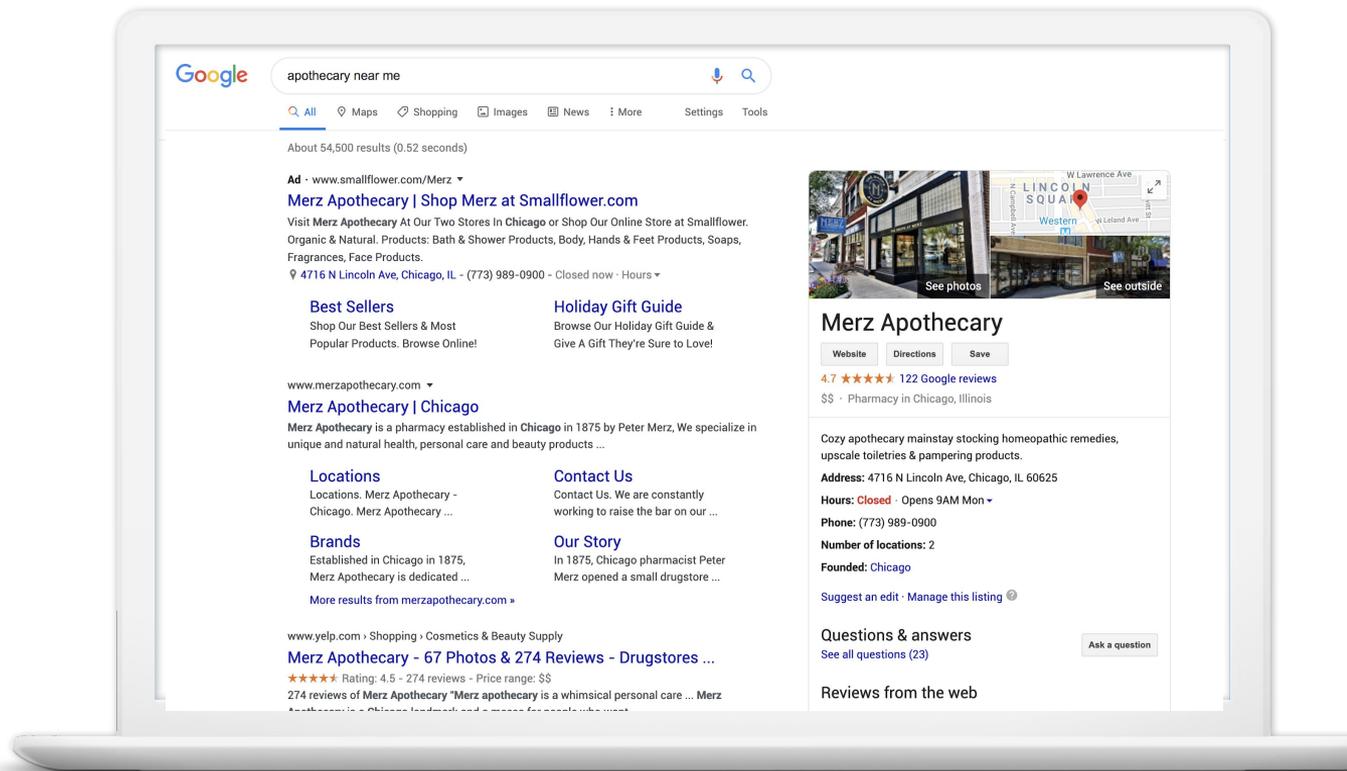
Get Your Local Business on Google Search and Maps

[#GrowWithGoogle](#)



CONNECT WITH CUSTOMERS WHEN THEY SEARCH GOOGLE

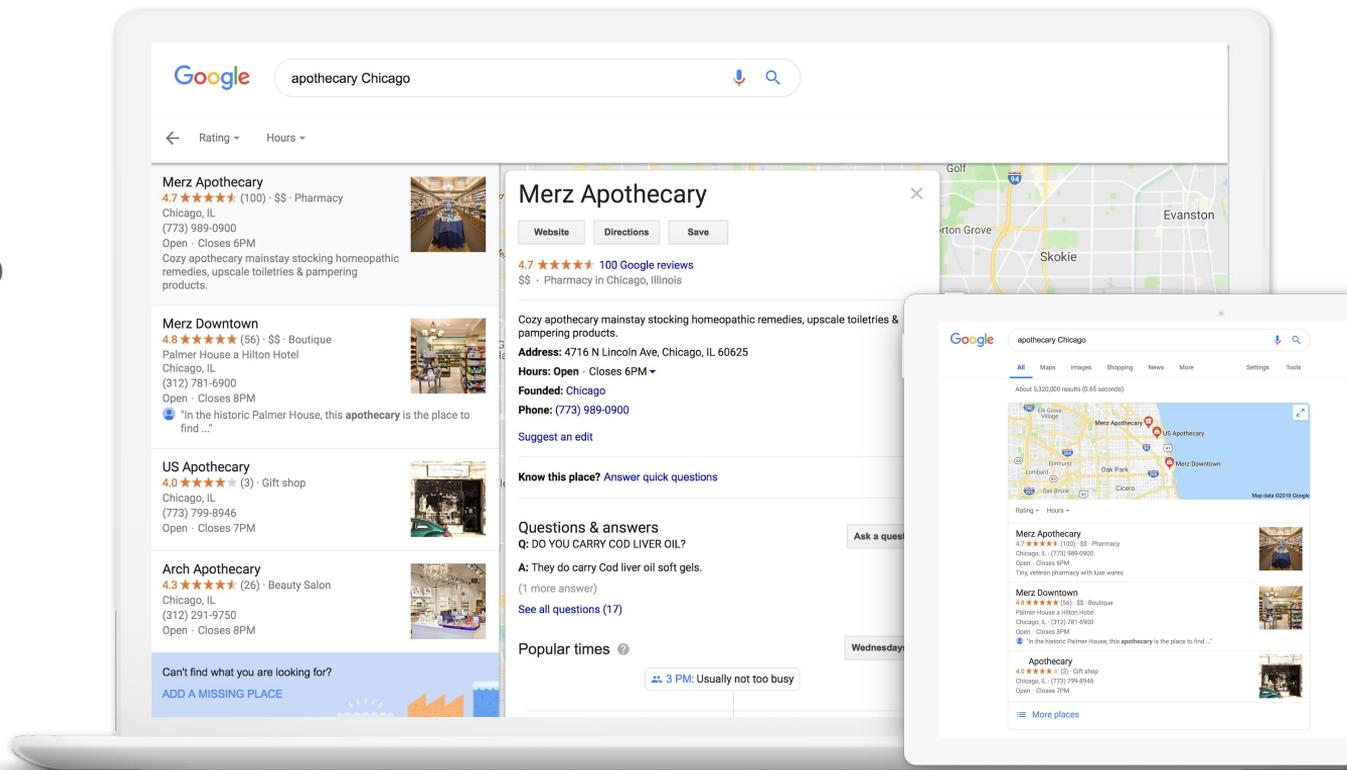
Up-to-date Business Profiles are **2.7X** more likely to be considered reputable.¹



¹ Ipsos research: Benefits of a complete listing 2017

CONNECT ON GOOGLE MAPS

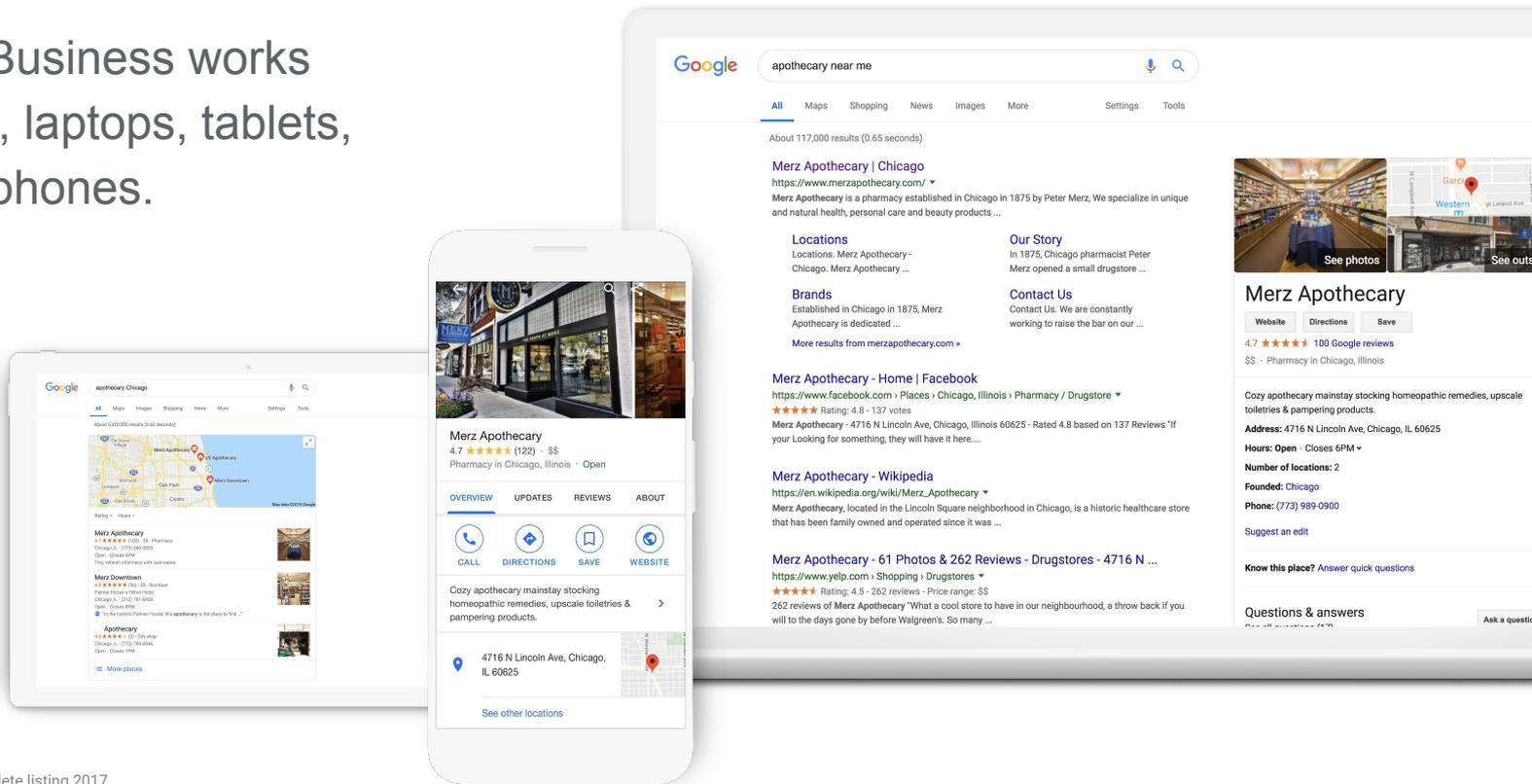
Up-to-date profiles are **70%** more likely to attract location visits and **50%** more likely to lead to a purchase.¹



¹ Ipsos research: Benefits of a complete listing 2017

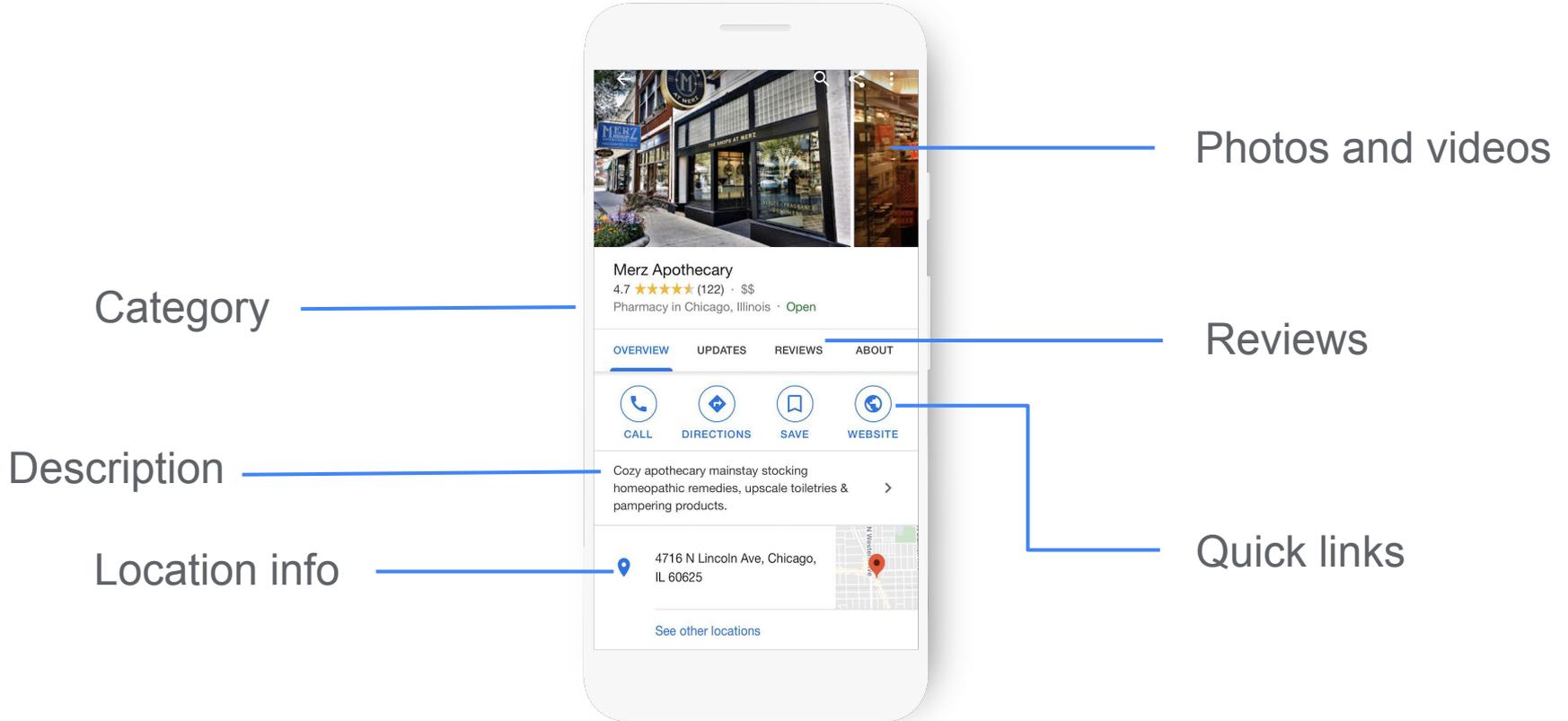
CONNECT ACROSS DEVICES

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



¹ Ipsos research: Benefits of a complete listing 2017

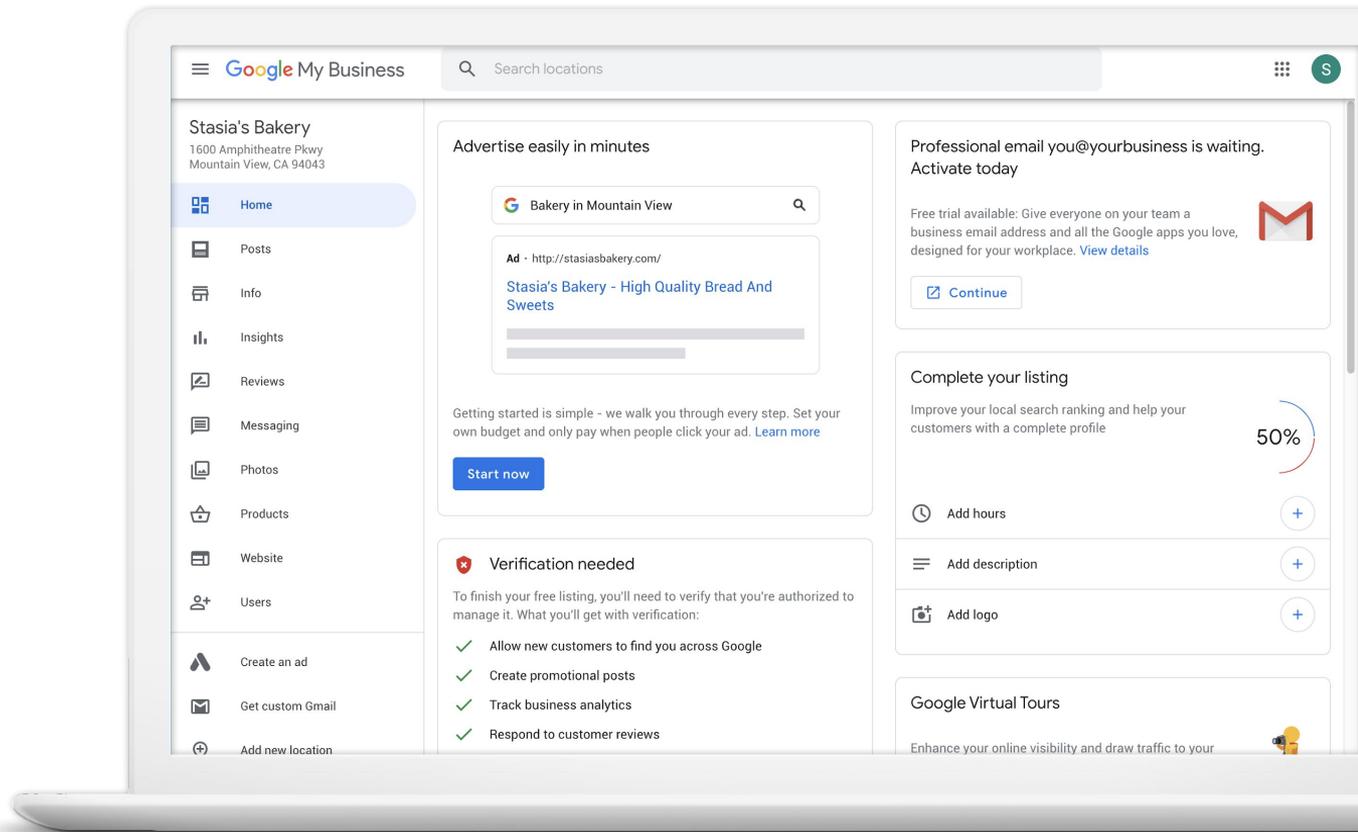
ANATOMY OF A BUSINESS PROFILE ON GOOGLE



USE GOOGLE MY BUSINESS TO EDIT YOUR PROFILE

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

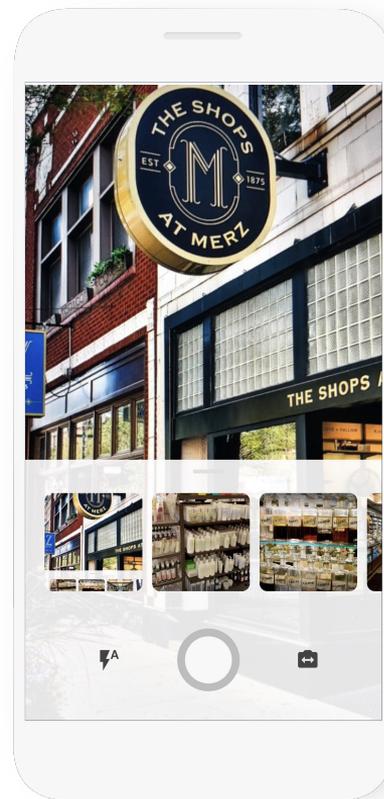
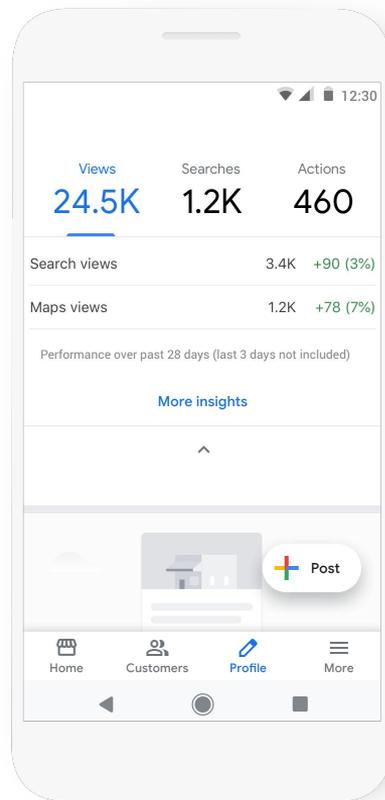
google.com/business



OR, MAKE UPDATES WITH THE MOBILE APP



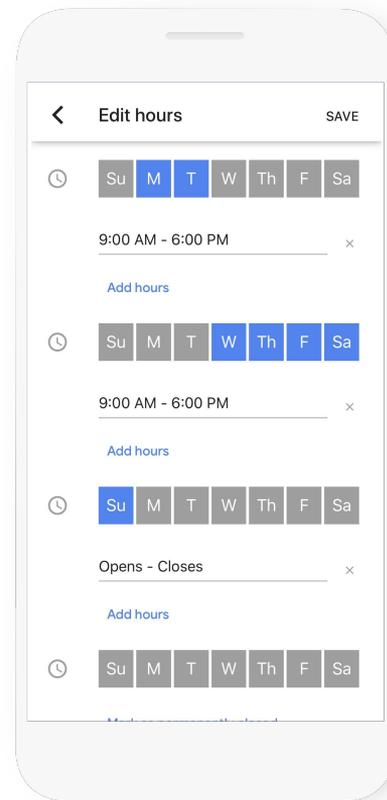
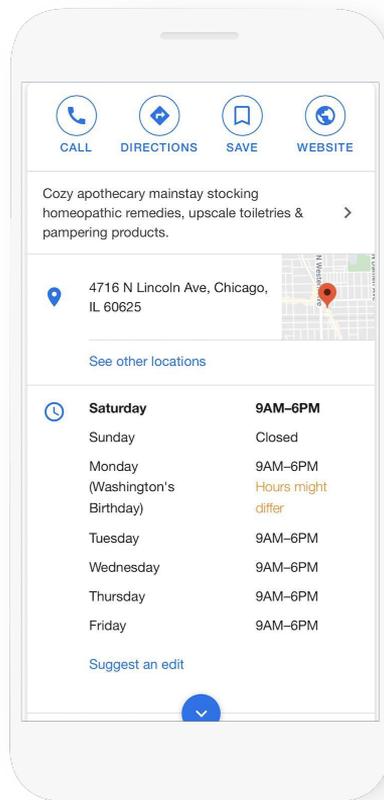
Download the free app
for Android or iOS.



What can you do with Google My Business?

CONFIRM YOUR BUSINESS HOURS

40% of local business searchers want to find hours of operation.¹

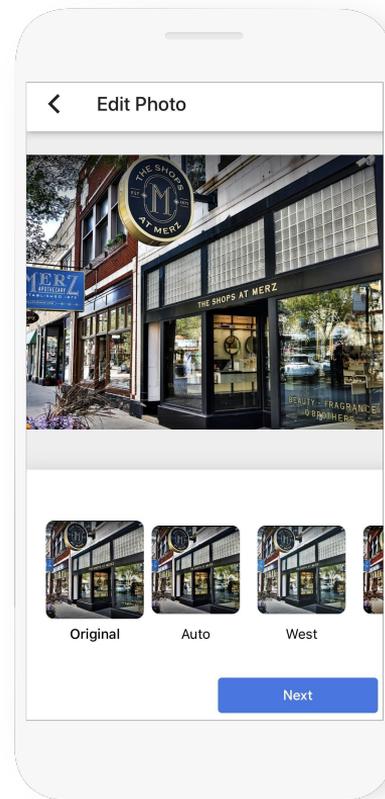
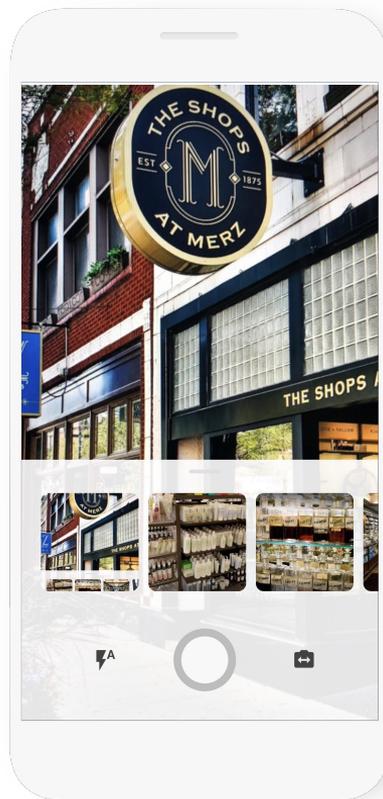


¹ Google Consumer Barometer, April 2017

ADD BUSINESS PHOTOS

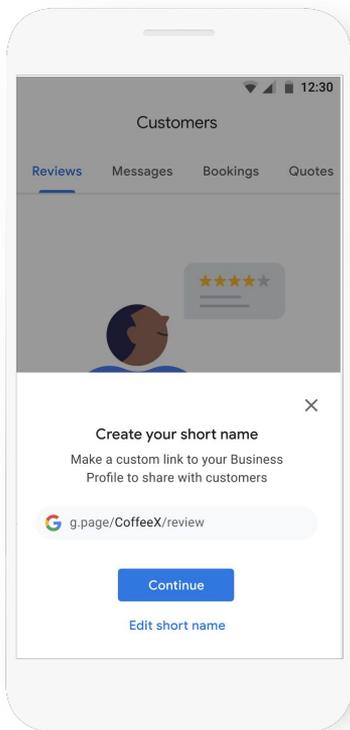
90% of customers more likely to visit a business that has photos on a search results page.¹

Take photos and add filters directly from the app.

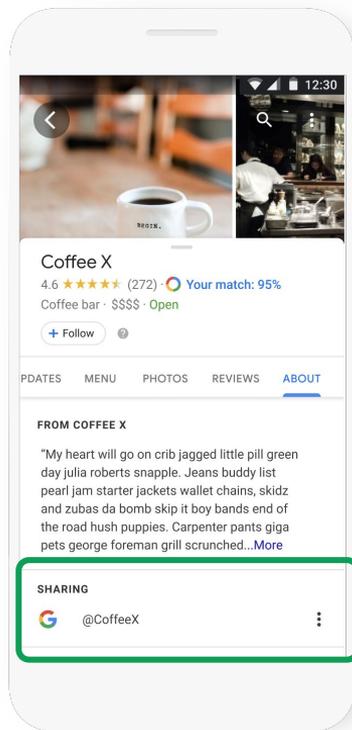


¹ Ipsos research: Benefits of a complete listing 2017

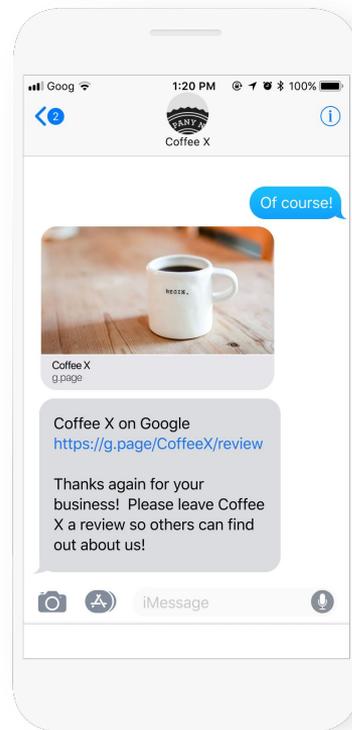
SHORT NAME AND CUSTOM LINK



Business view



Consumer view

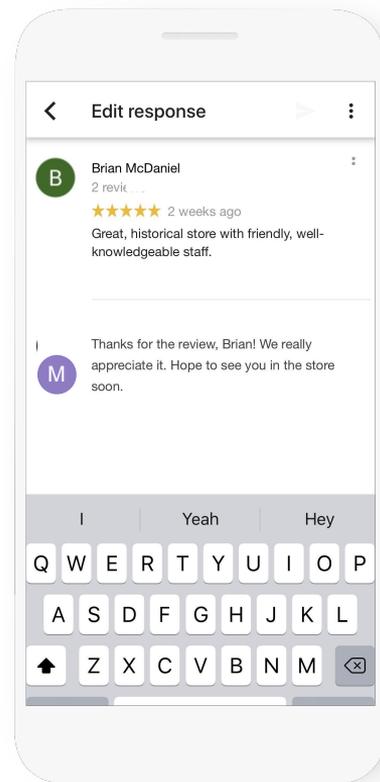
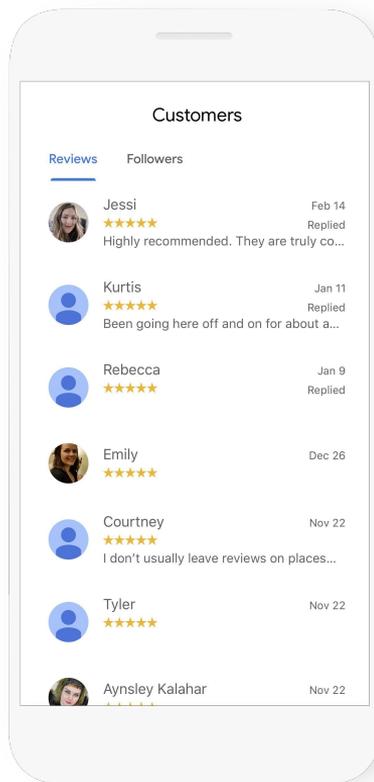


READ AND RESPOND TO REVIEWS

Be notified when customers write reviews about your business.

Build brand loyalty by responding.

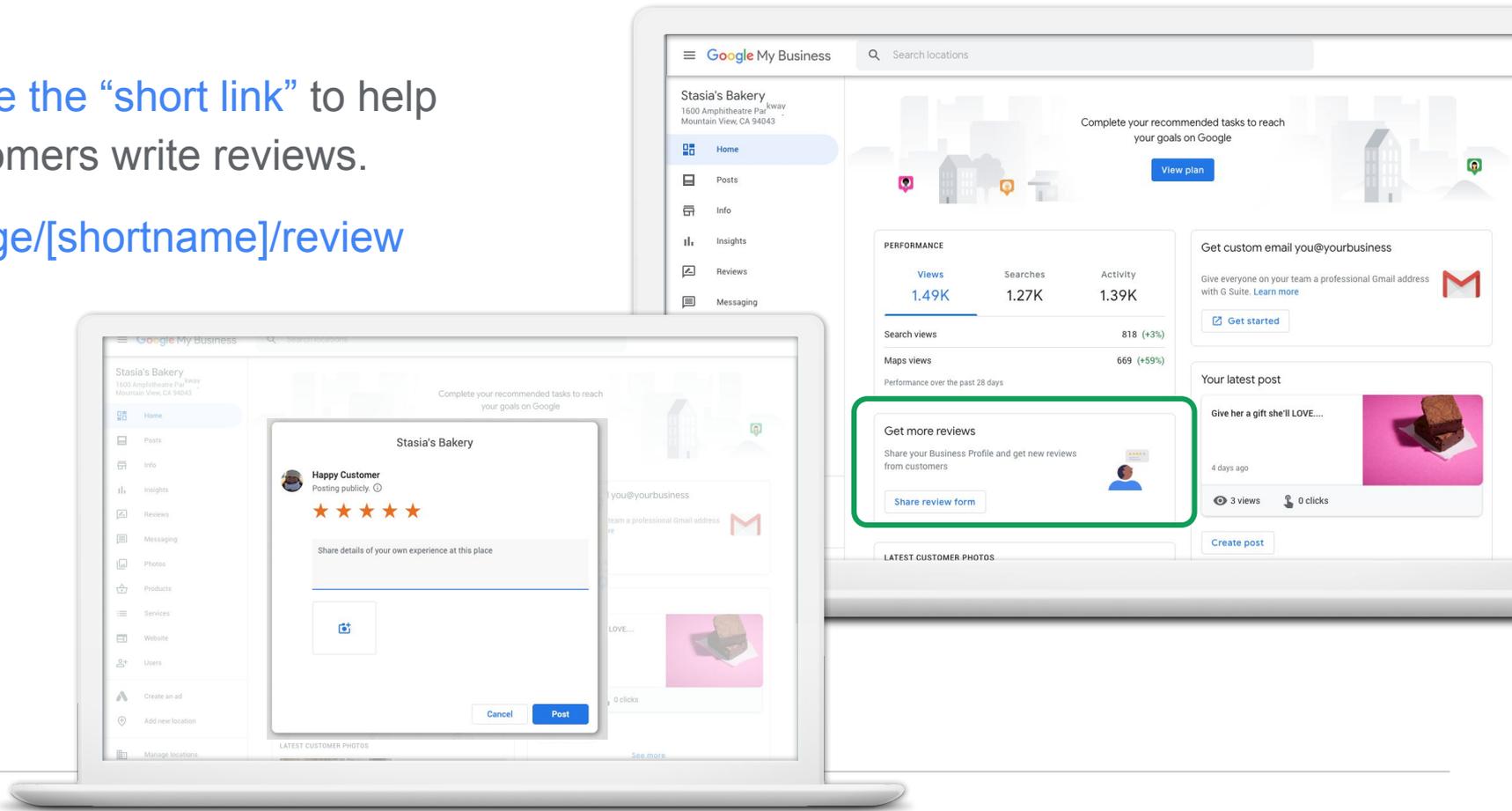
Reply with your point-of-view, solutions, answers, or thanks.



HOW TO GET MORE REVIEWS

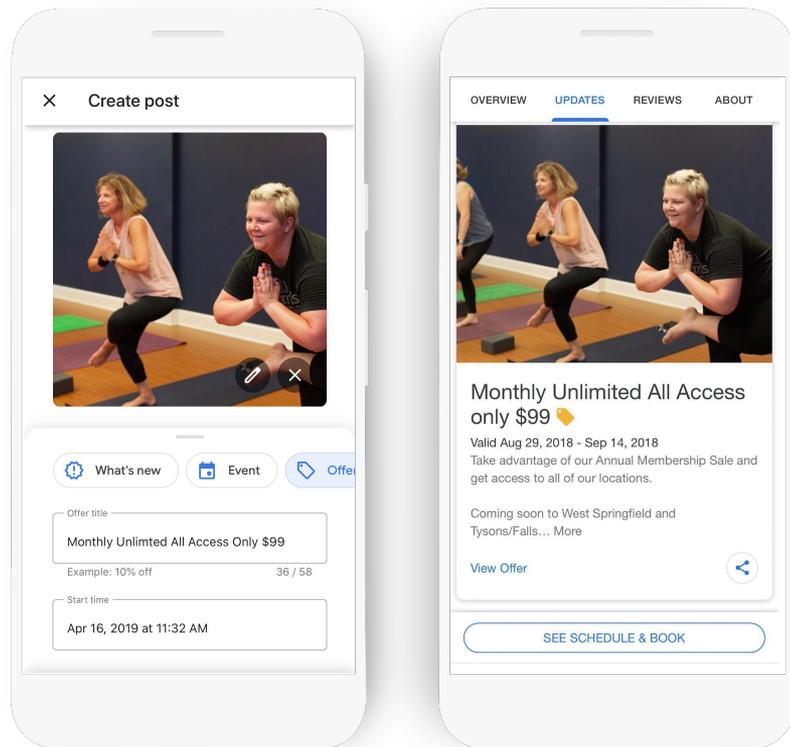
Share the “short link” to help customers write reviews.

[g.page/\[shortname\]/review](https://g.page/[shortname]/review)



SHARE UPDATES WITH POSTS

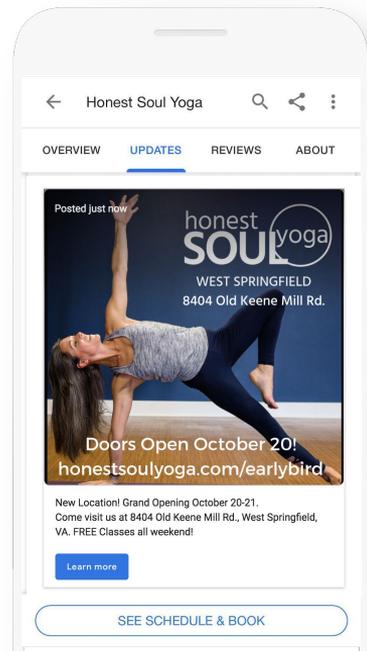
Post updates directly on your Business Profile.



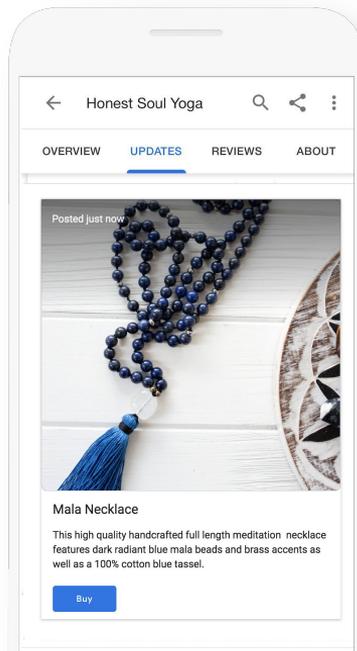
POST EXAMPLES



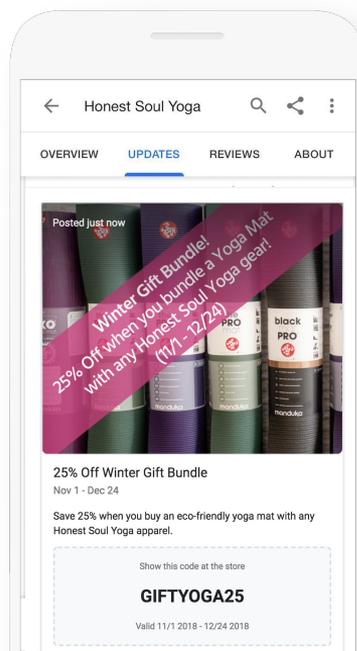
What's New



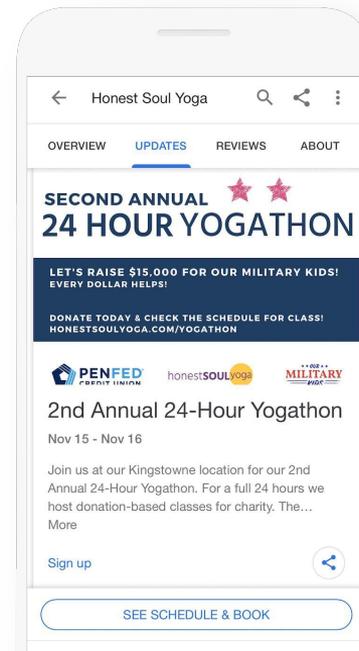
Product



Offer

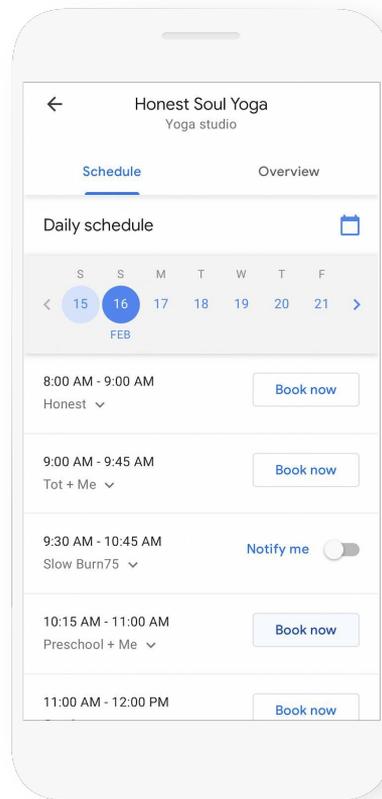
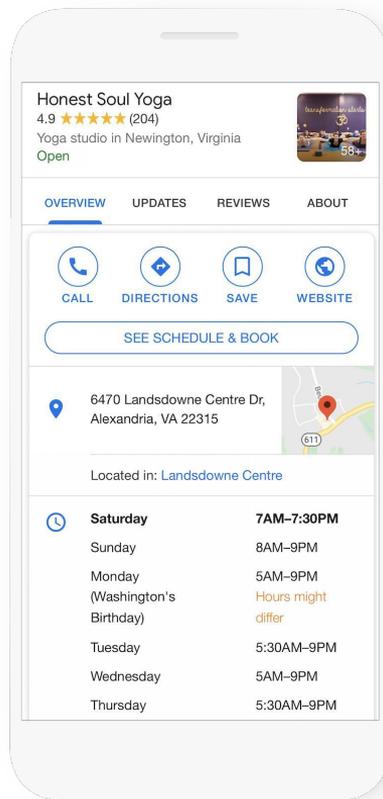


Event



HELP CUSTOMERS BOOK APPOINTMENTS

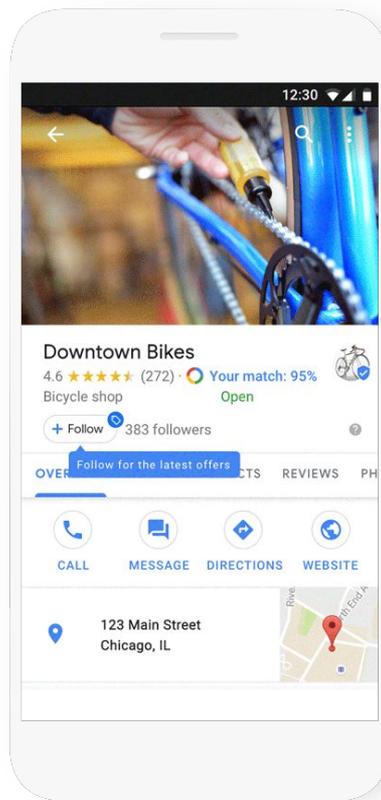
Book an appointment in under a minute, directly through the profile.



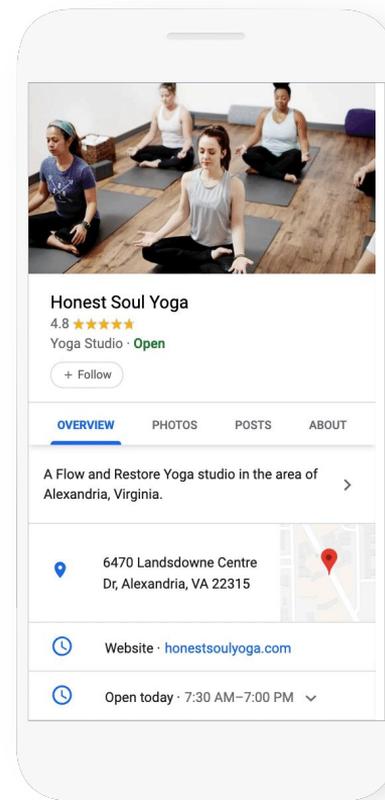
FOLLOW AND WELCOME OFFER

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.



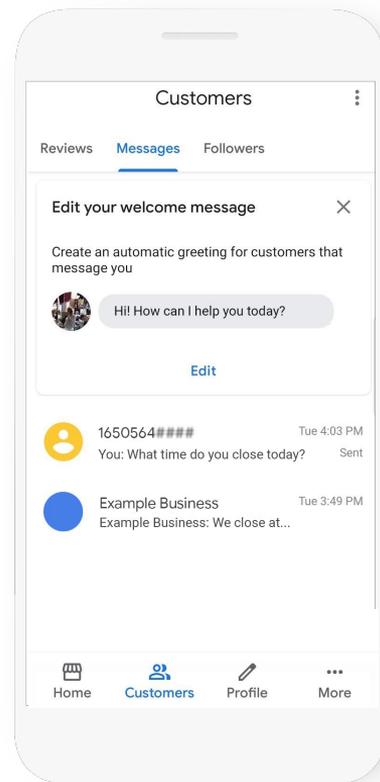
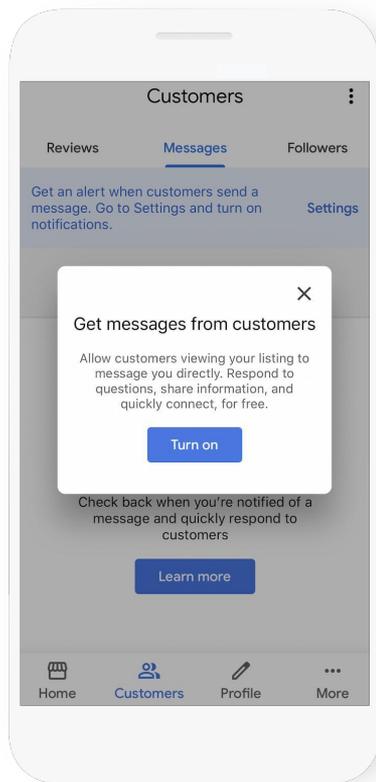
Consumer view



Business view

USE MESSAGING TO COMMUNICATE

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

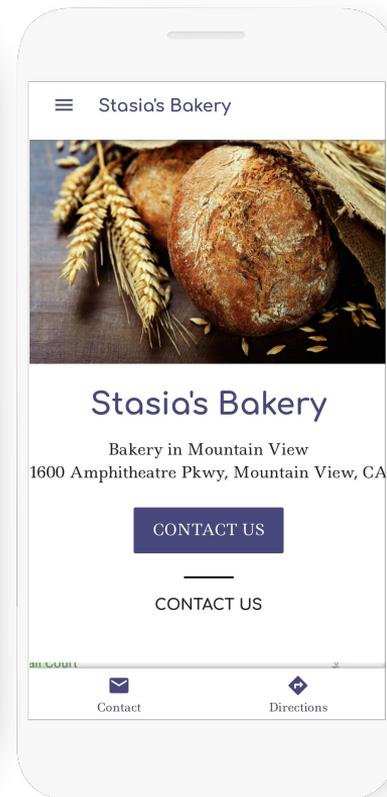
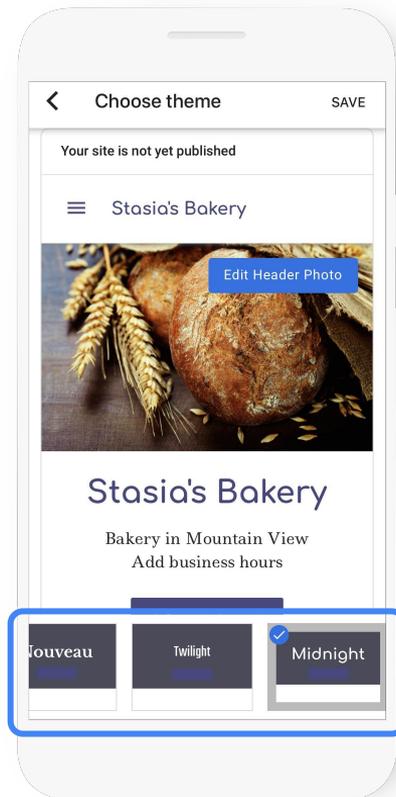
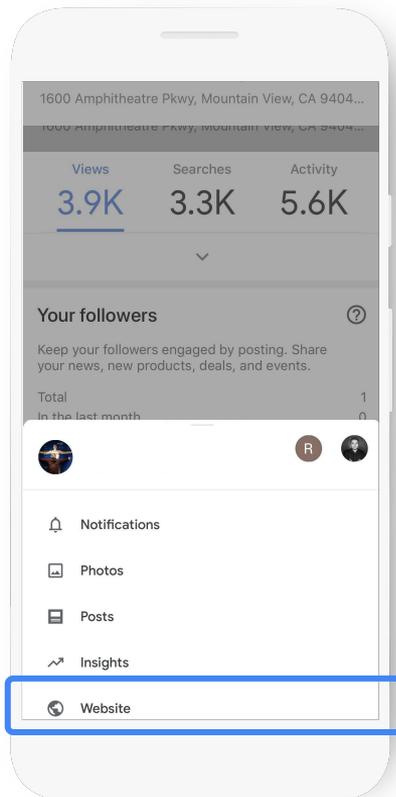


CREATE A FREE WEBSITE

Click [website](#) to get started.

Select [Themes](#) to change the site design.

[Publish](#) website.

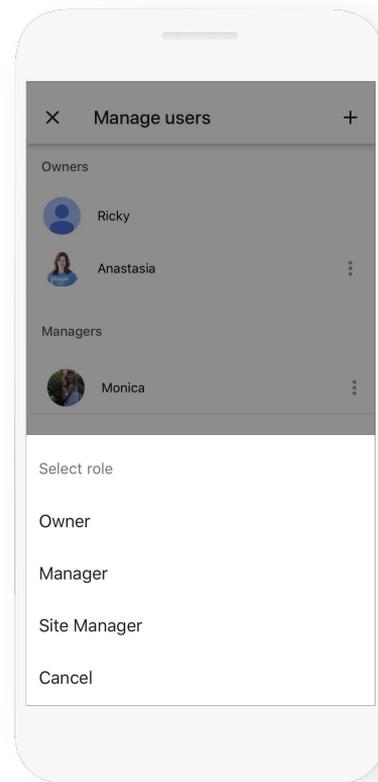
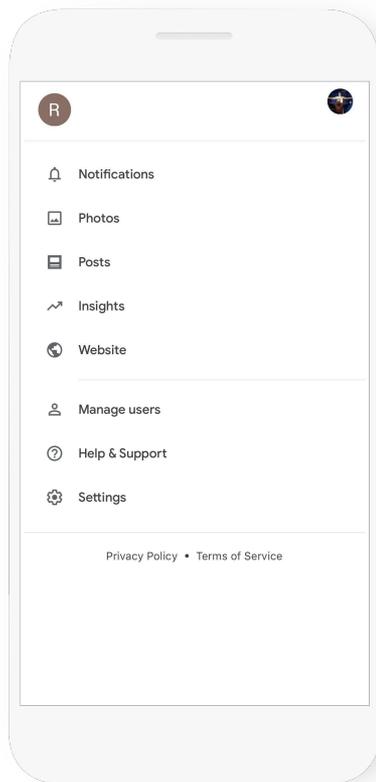


ADD MANAGERS TO HELP

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

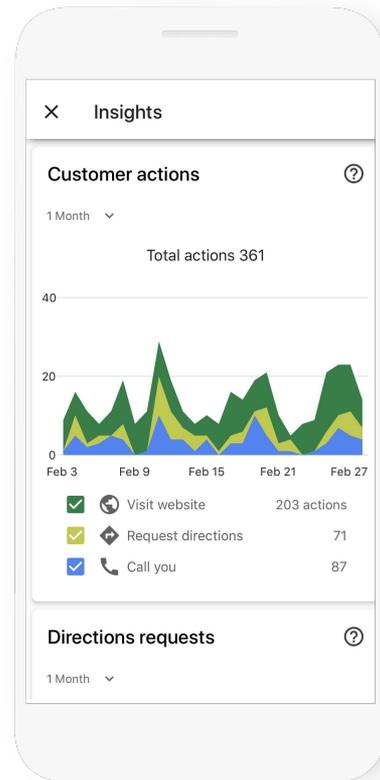
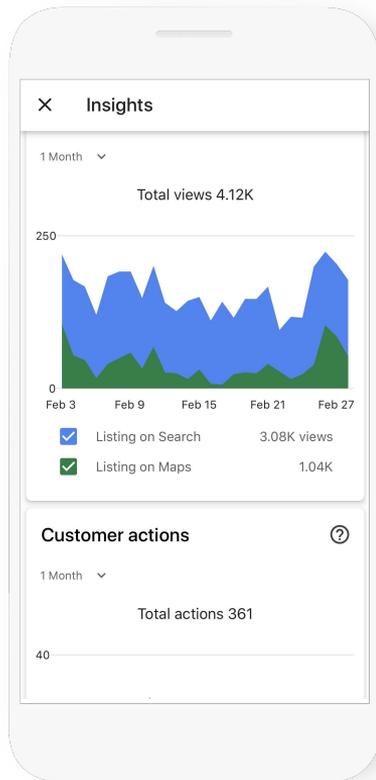
How do searchers find you?

How do they interact with the profile?

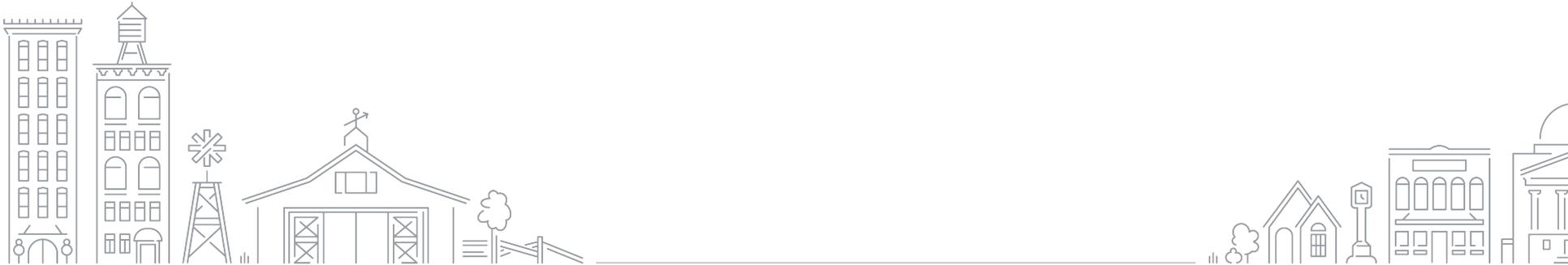
Do they call, request directions, and visit your website?

Where do customers come from?

What days have the most activity?



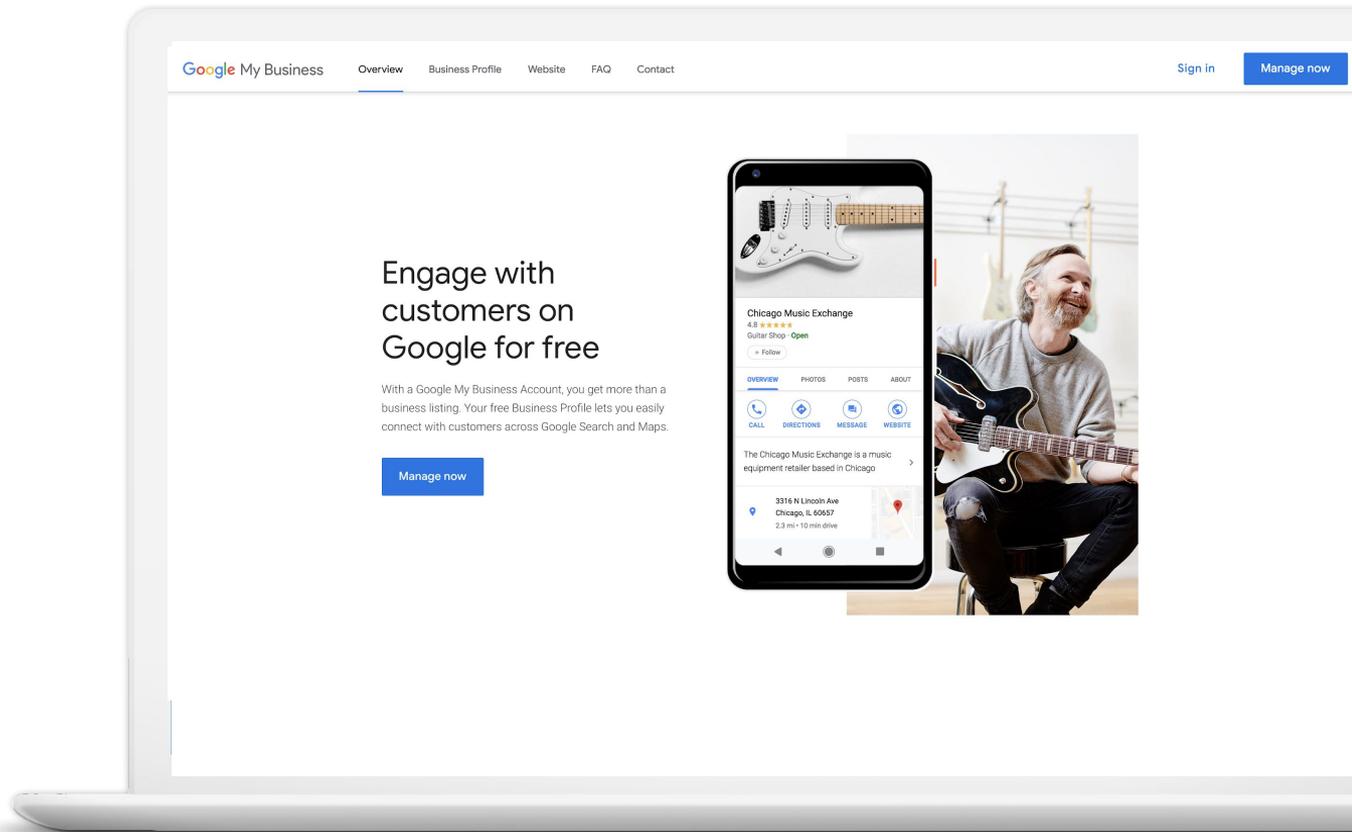
Create a Business Profile with Google My Business



HOW TO ACCESS GOOGLE MY BUSINESS

To get started, visit:

google.com/business

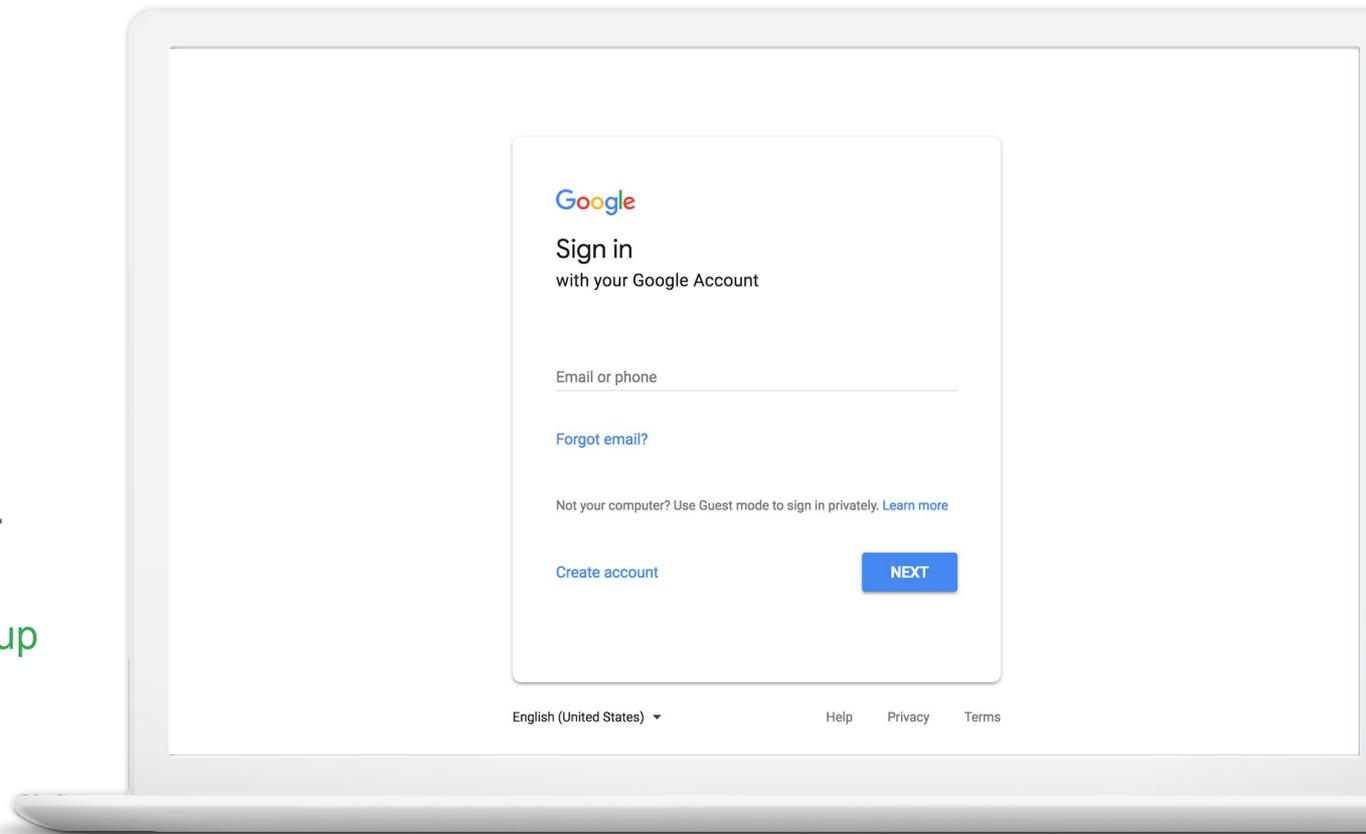


STEP 1: SIGN INTO YOUR GOOGLE ACCOUNT

Sign into the Google Account you use for your business.

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

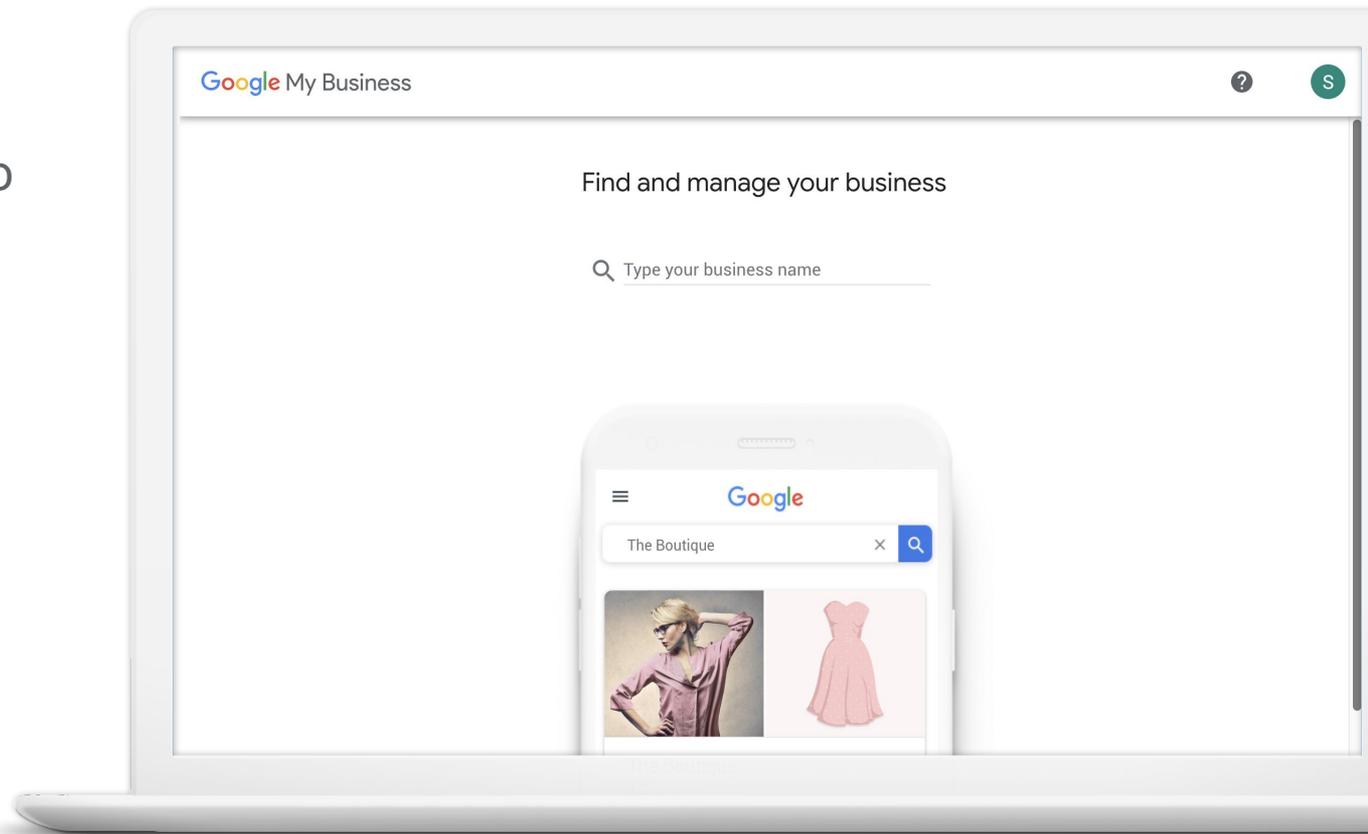
accounts.google.com/signup



STEP 2: FIND OR ADD YOUR BUSINESS

Type the business name as you want it to appear on Google.

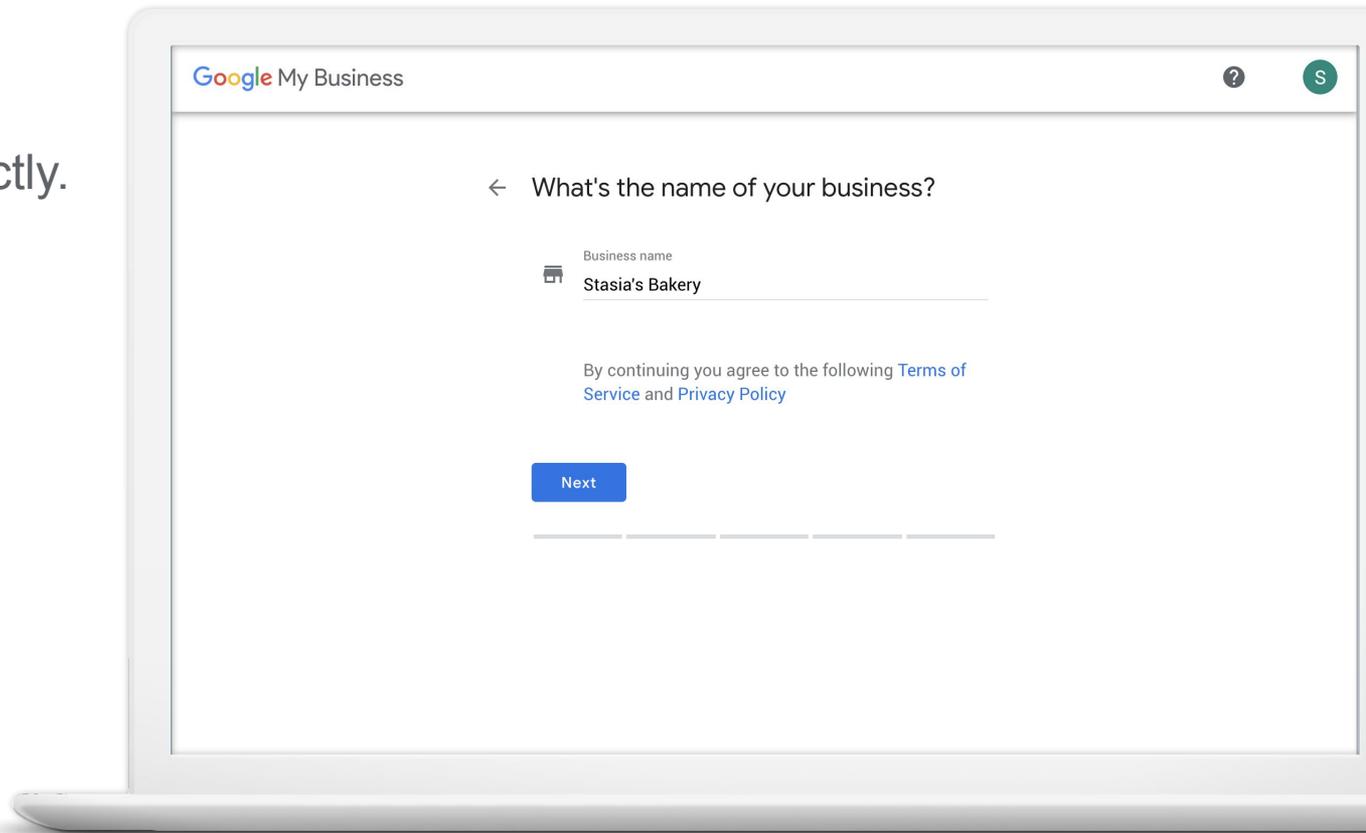
It may appear in a dropdown list.



CONFIRM BUSINESS NAME

Confirm the business name is spelled correctly.

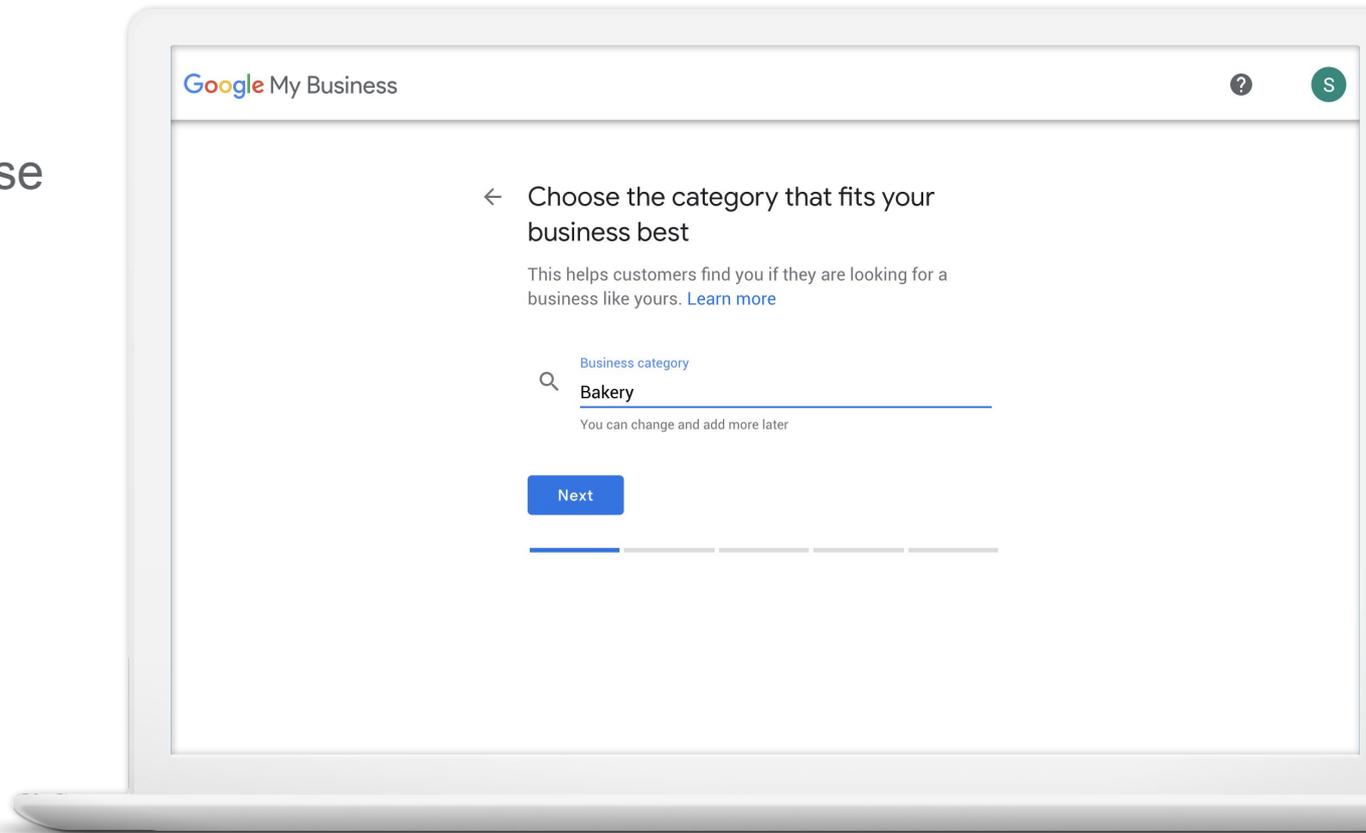
Click **Next**.



STEP 3: SELECT A BUSINESS CATEGORY

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

Click **Next**.

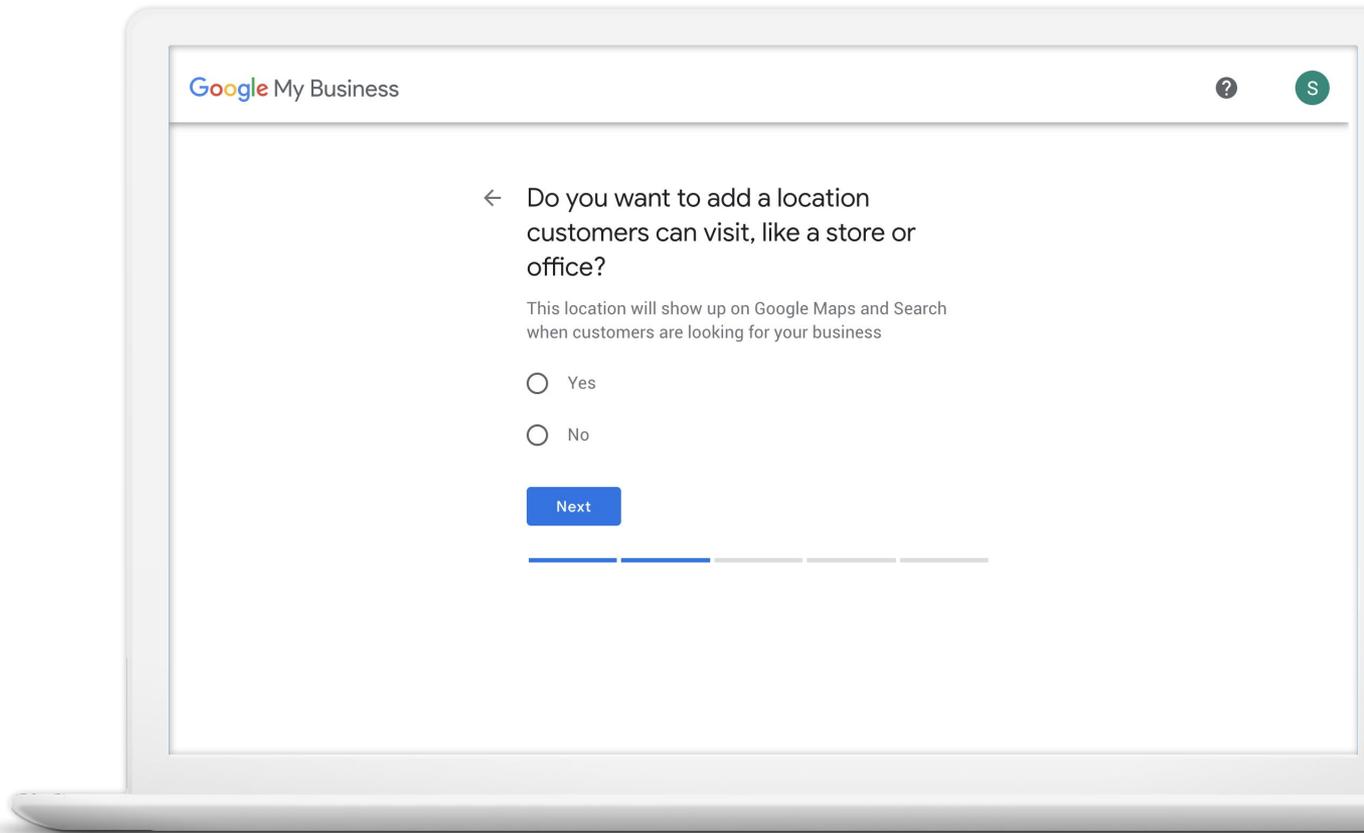


STEP 4: DO YOU HAVE A LOCATION CUSTOMERS VISIT?

Check **Yes** to add a location.

Check **No** if the business delivers goods or services to customers at their location.

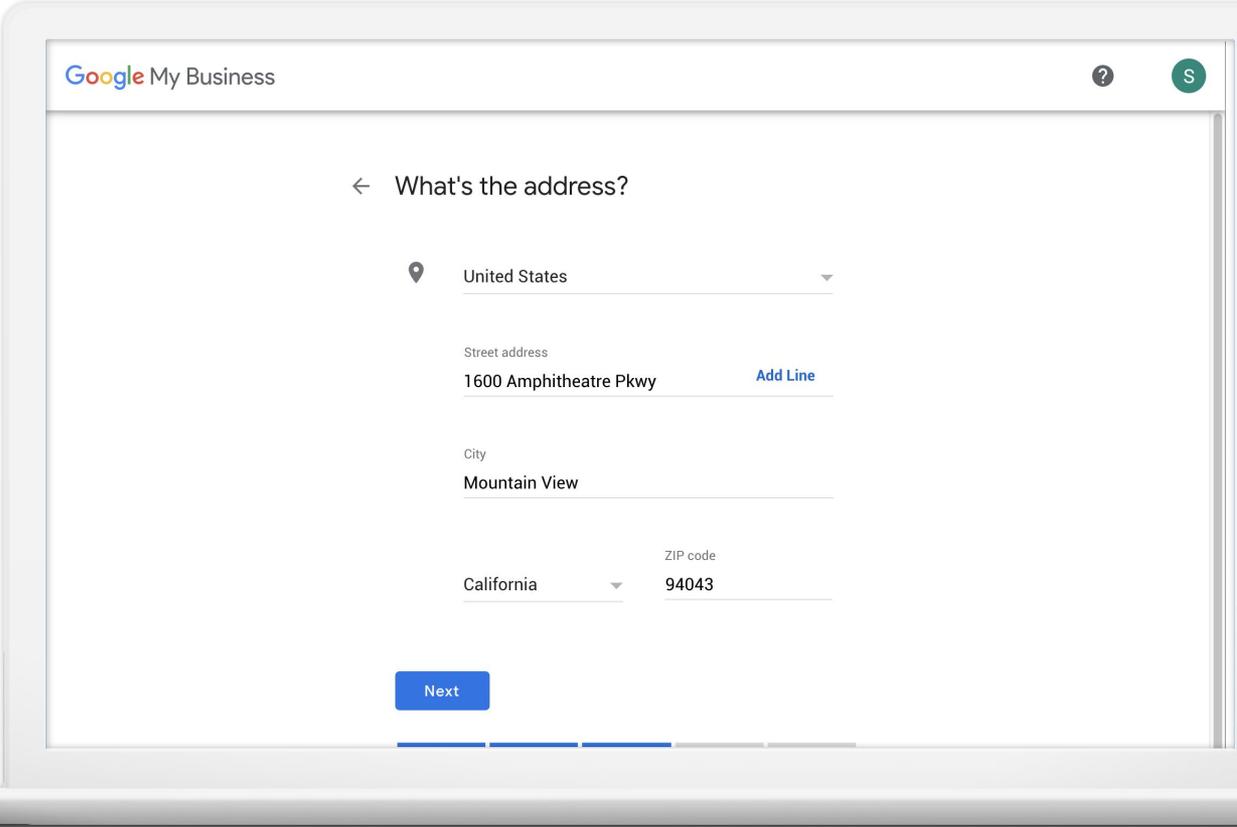
Click **Next**.



IF YES, ENTER THE ADDRESS

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

Click **Next**.

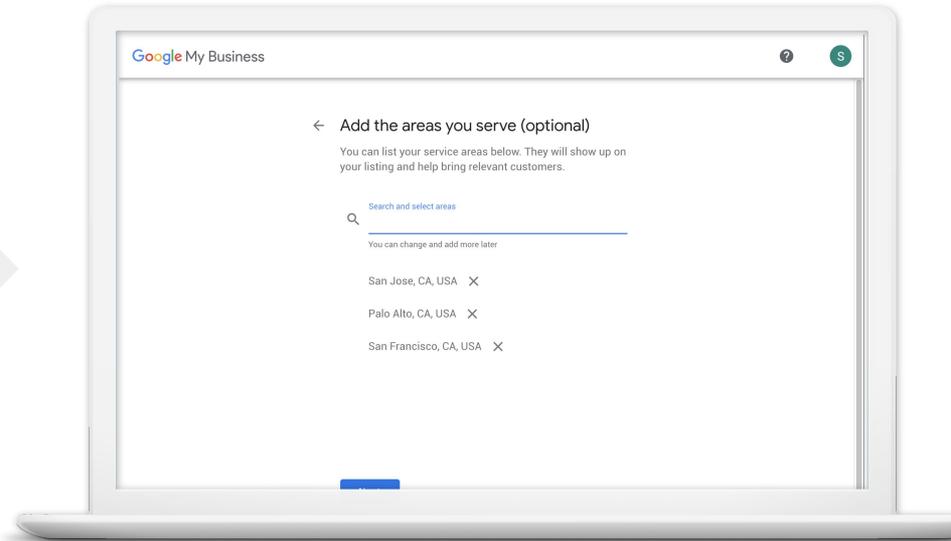
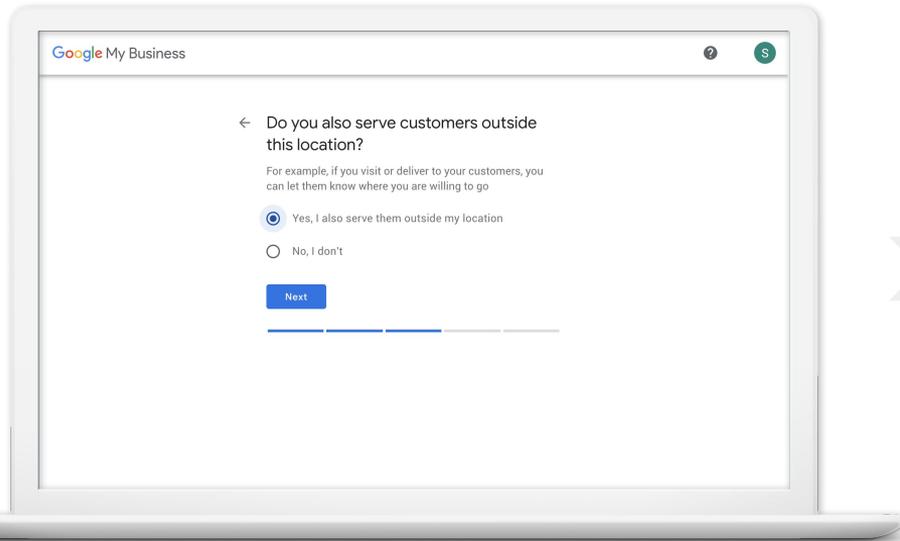


The image shows a laptop displaying the Google My Business address entry interface. The browser title is "Google My Business". The page content includes a back arrow and the text "What's the address?". Below this is a form with the following fields:

- A location pin icon followed by a dropdown menu showing "United States".
- A "Street address" label followed by the text "1600 Amphitheatre Pkwy" and a blue "Add Line" link.
- A "City" label followed by the text "Mountain View".
- A "ZIP code" label followed by the text "94043".
- A "California" dropdown menu.

At the bottom of the form is a blue "Next" button. Below the form is a progress indicator consisting of five horizontal bars, with the first one filled in blue.

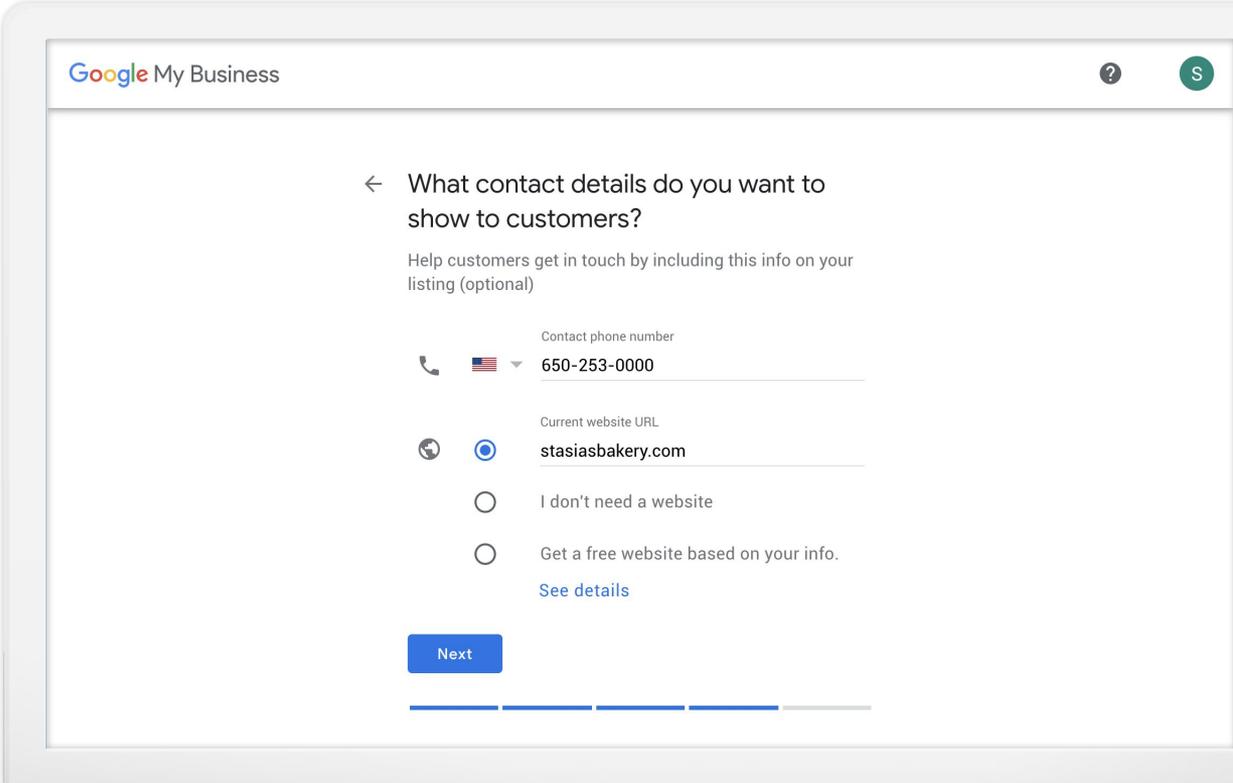
YOU CAN ALSO ADD A SERVICE AREA



STEP 5: ENTER BUSINESS CONTACT INFO

You have the option to include a phone number and a website.

Click **Next**.



The screenshot shows the Google My Business interface for setting contact information. The page title is "Google My Business" with a help icon and a user profile icon. The main heading is "← What contact details do you want to show to customers?" followed by the instruction "Help customers get in touch by including this info on your listing (optional)". There are three input fields: "Contact phone number" with a dropdown menu set to "650-253-0000", "Current website URL" with a dropdown menu set to "stasiasbakery.com", and "I don't need a website" and "Get a free website based on your info." with radio buttons. A "Next" button is at the bottom, and a progress bar shows the current step is completed.

Google My Business

← What contact details do you want to show to customers?

Help customers get in touch by including this info on your listing (optional)

Contact phone number

650-253-0000

Current website URL

stasiasbakery.com

I don't need a website

Get a free website based on your info.

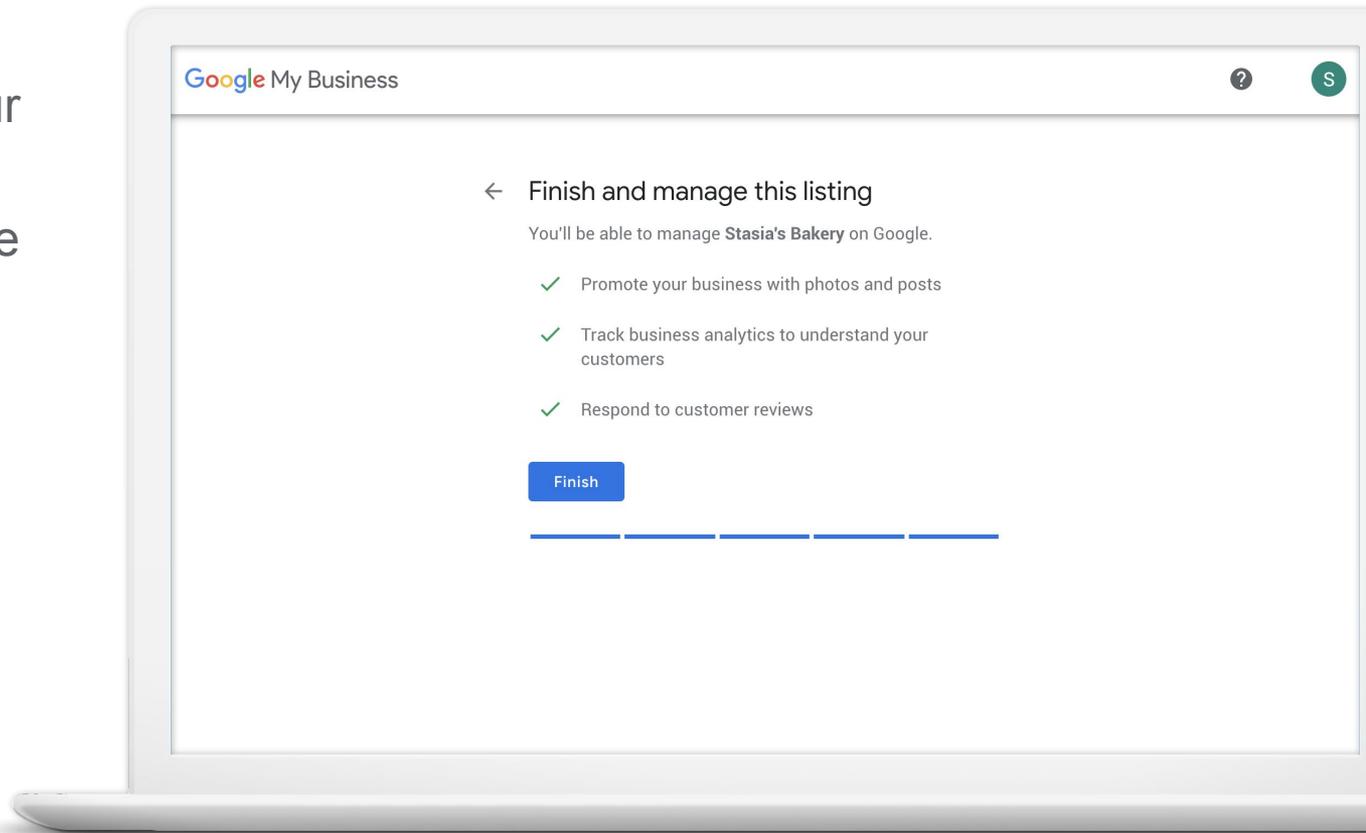
[See details](#)

Next

ALMOST DONE

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

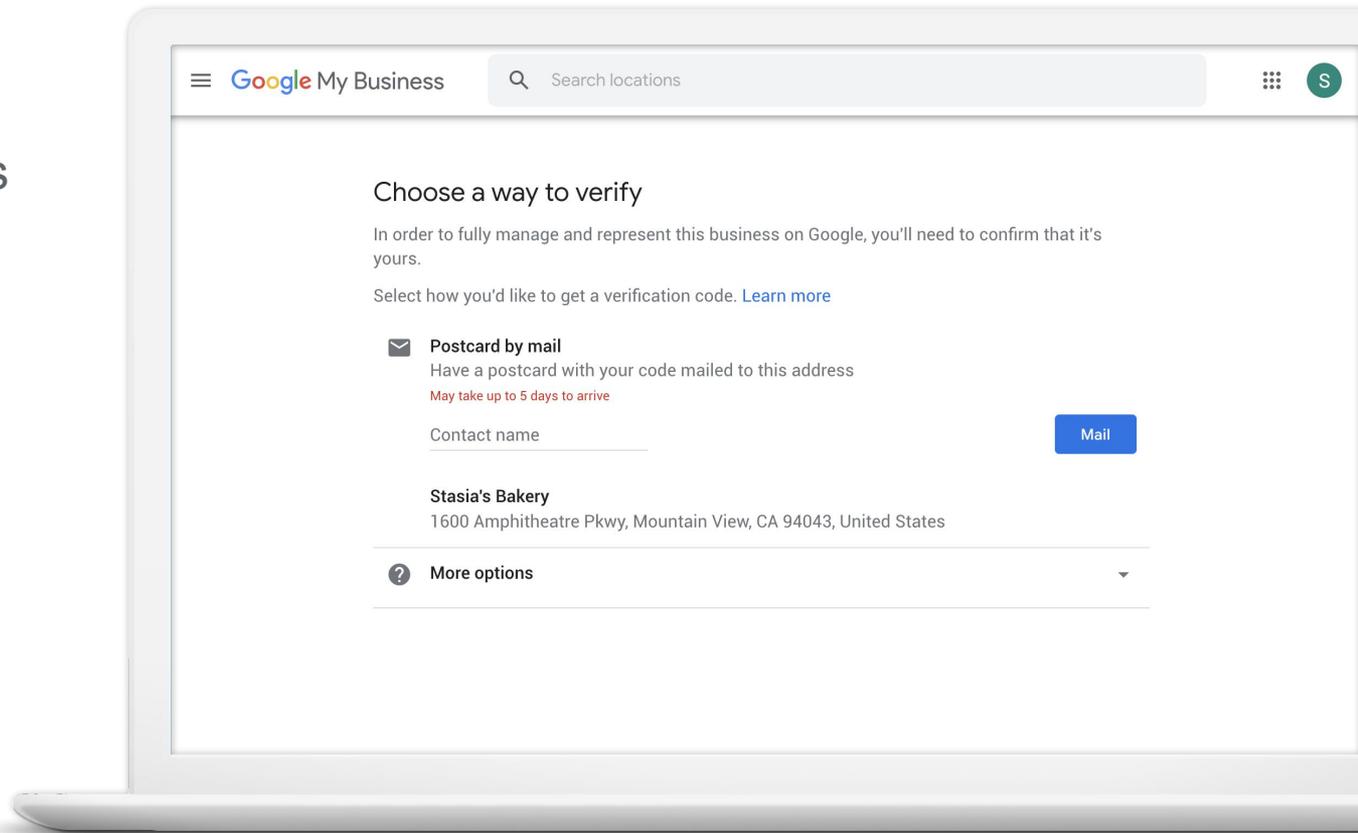
Click **Finish**.



STEP 6: VERIFY YOUR CONNECTION TO THE BUSINESS

Request a postcard
mailed to the business
address.

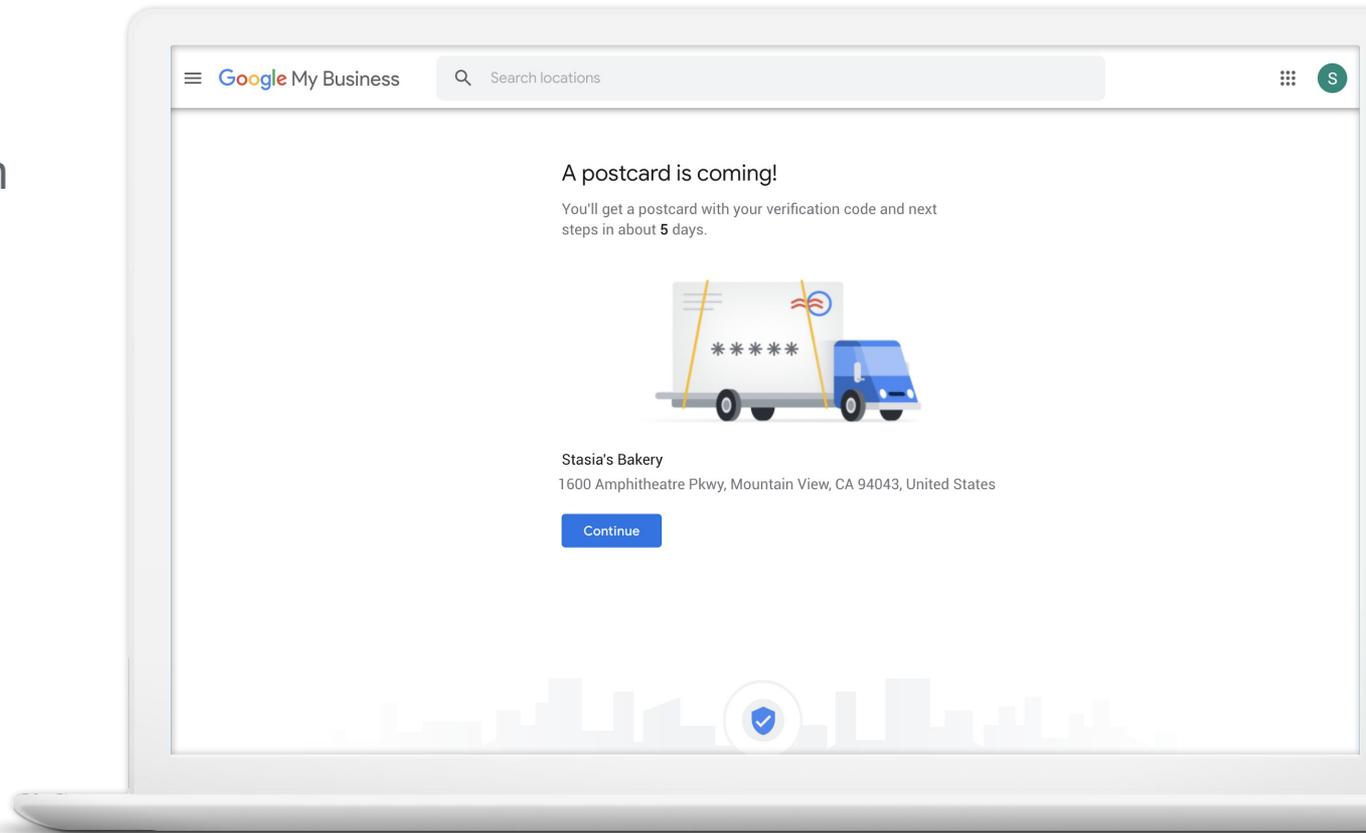
Click **Mail**.



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

2

Update information and connect with customers.

Download the Google My Business app.

3

Learn how customers engage with your Business Profile through Insights.

Workshop Time

- 1 Visit google.com/business
- 2 Claim or complete your Business Profile.
- 3 Request a postcard.
 - Should arrive within 2 weeks.
 - When received, sign in and enter verification code to complete.
- 4 In the meantime, explore Google My Business and update business info.

Need Help? Raise your hand.



FREE ONLINE TRAINING AND TOOLS AT GOOGLE.COM/GROW

For teachers and students

Bring digital tools into your classroom.

For local businesses

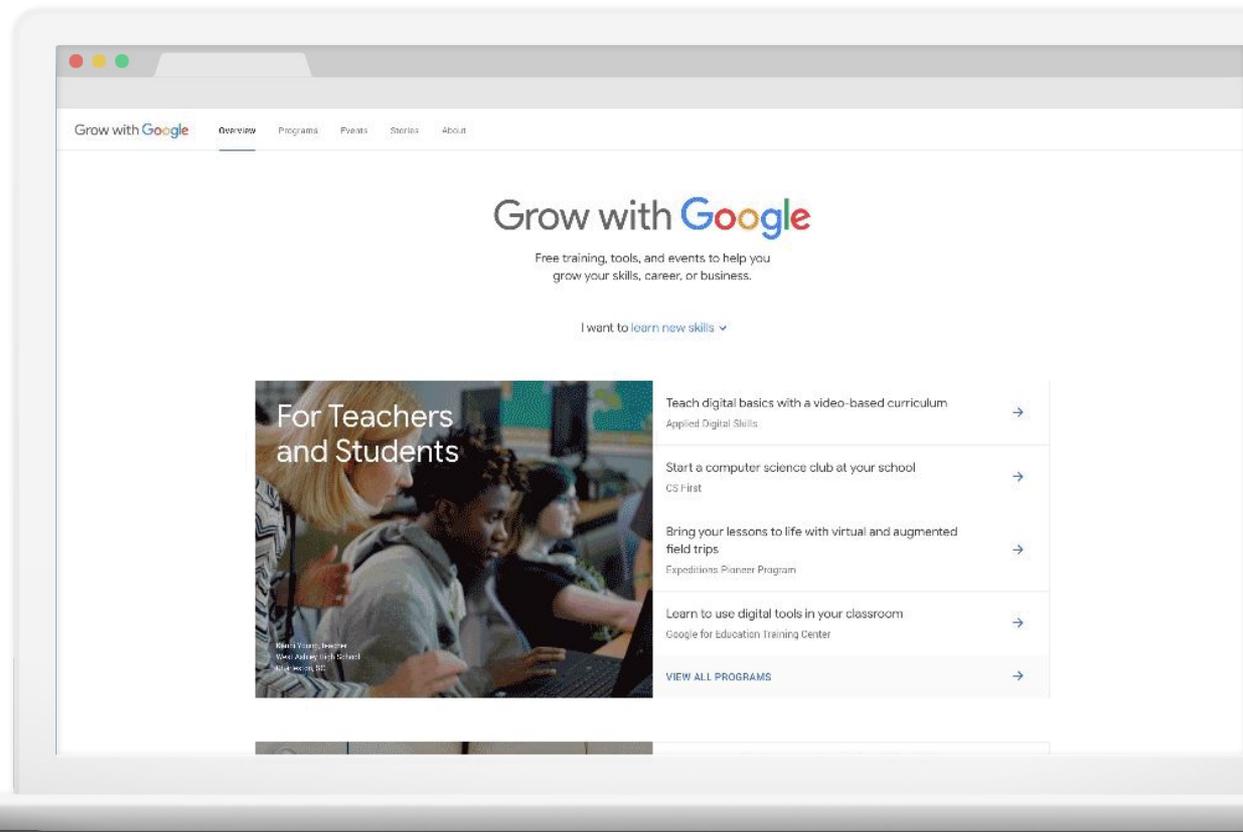
Help new customers find you online.

For job seekers

Boost your resume with a new certification.

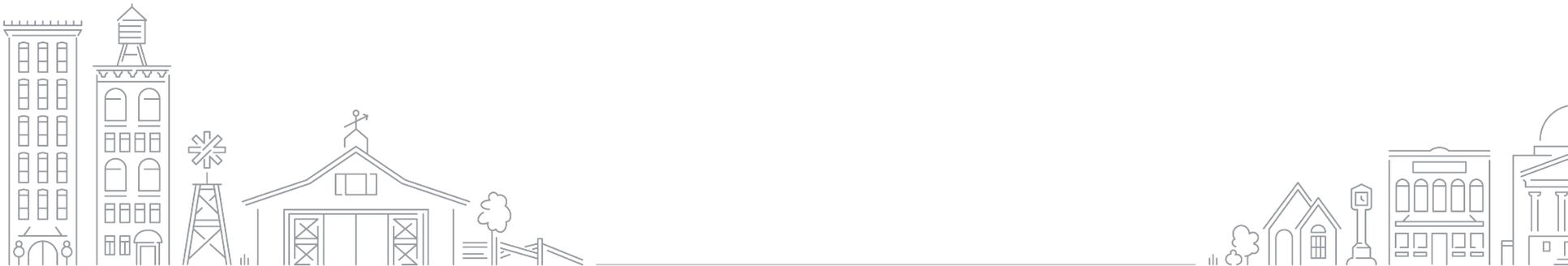
For developers

Learn to code or take your skills to the next level.



Thank You!

[#GrowWithGoogle](#)



Grow with Google

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/>