

Grow with Google

Free training, tools, and events to help you grow your skills, career, or business.



LIVE EVENT

GET YOUR LOCAL BUSINESS ON GOOGLE SEARCH AND MAPS

BBB of Northern Nevada and Utah, The National Puerto Rican Chamber of Commerce, Downtown Bangor Partnership, and IntWork, LLC

Thursday, April 8, 2021, 12:00 - 1:00 PM EST
ONLINE RSVP <https://bit.ly/3tLreg6>

Learn how to create and manage a Google business profile from start to finish.



Grow with Google

Presenter: Sixcia Devine, Grow with Google Presenter



Grow with 

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www.NPRChamber.org

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<https://bangormaine.gov/contactus>

Stefanie Trice Gill
<https://www.intwork.co/>

Grow with Google

Get Your Local Business on Google Search and Maps

Sixcia Devine, Presenter

grow.google/smallbusinesses

#GrowWithGoogle



Grow with Google



Hi, I'm Sixcia Devine

W: grow.google/partners

LI: linkedin.com/in/sixcia/

Social: @Sixcia_Devine

#GrowWithGoogle

AGENDA

○ WHAT IS A BUSINESS PROFILE ON GOOGLE?

○ HOW TO CREATE A BUSINESS PROFILE

○ HOW TO MANAGE BUSINESS INFO

○ TOUR OF GOOGLE MY BUSINESS

○ **BONUS VOUCHER for \$150 GOOGLE AD CREDIT**

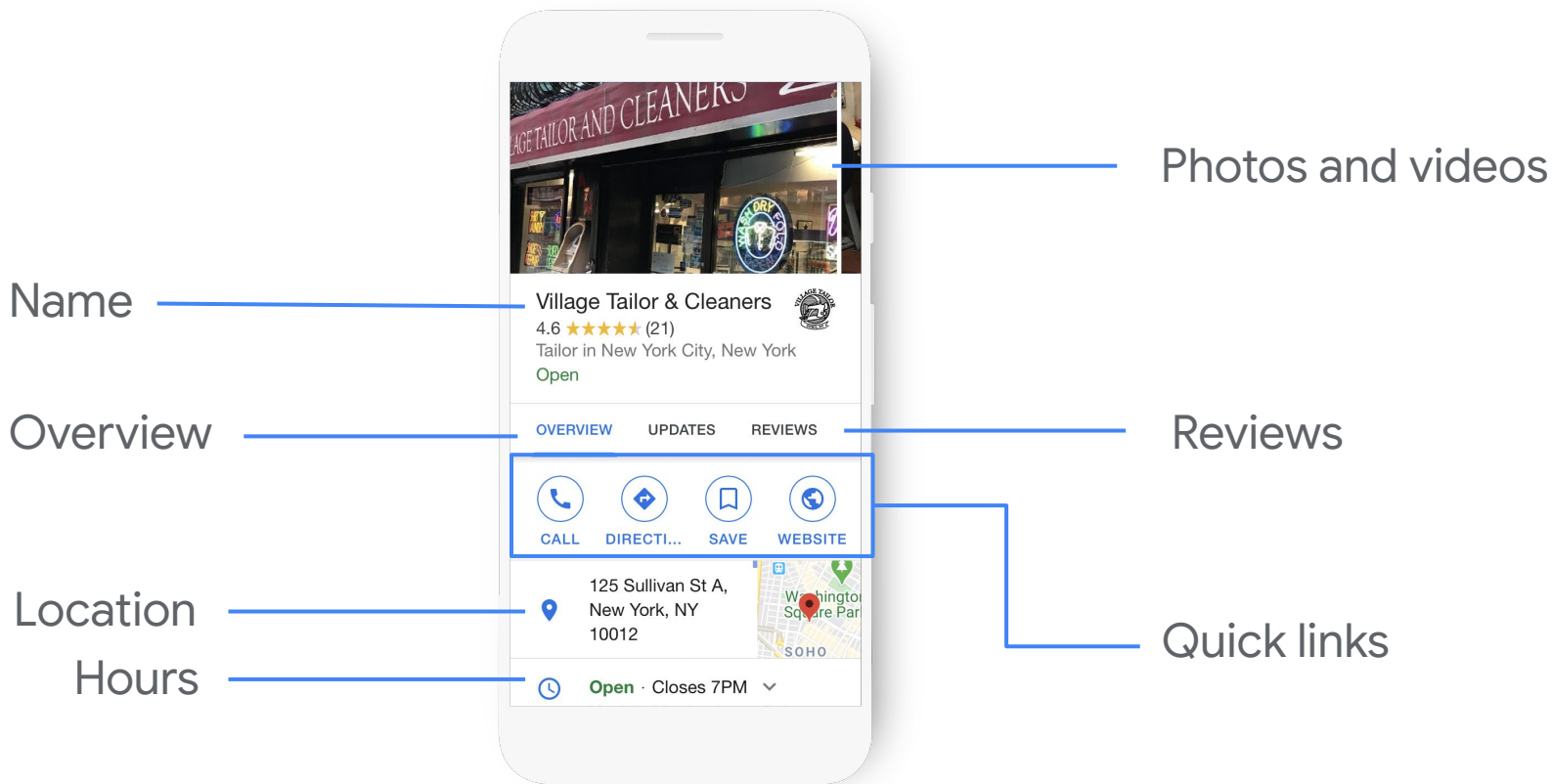




What is a Business Profile on Google?

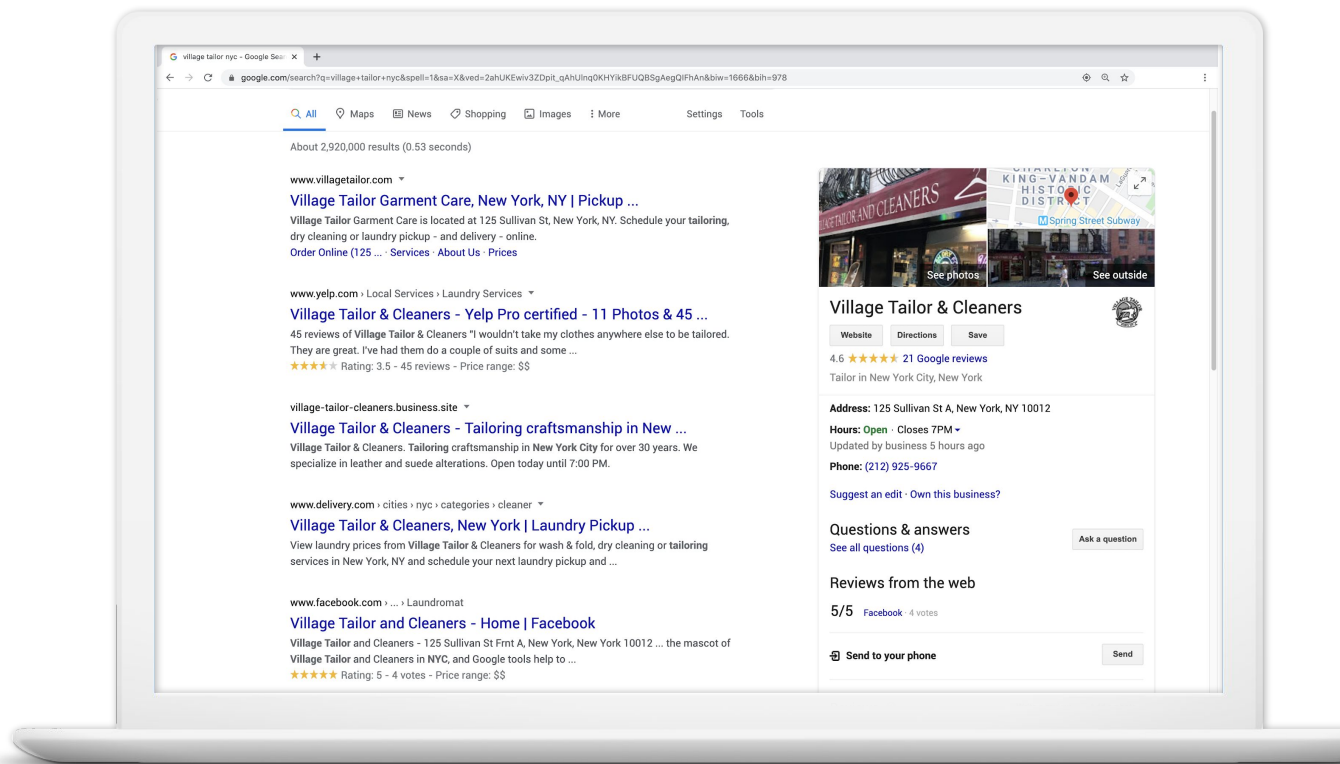


ANATOMY OF A BUSINESS PROFILE ON GOOGLE



BUSINESS PROFILES APPEAR ON GOOGLE SEARCH...

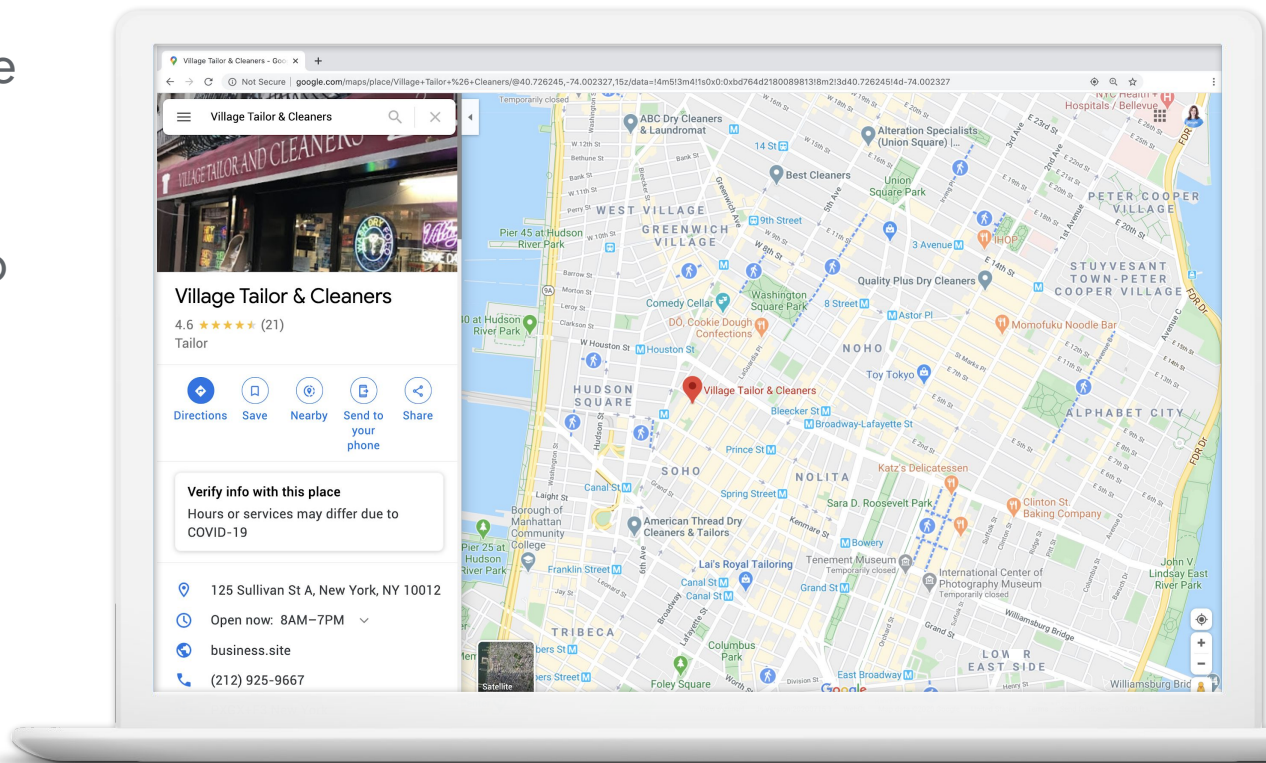
Up-to-date Business Profiles are **2.7X** more likely to be considered reputable.¹



¹ Ipsos research: Benefits of a complete listing 2017

AND GOOGLE MAPS

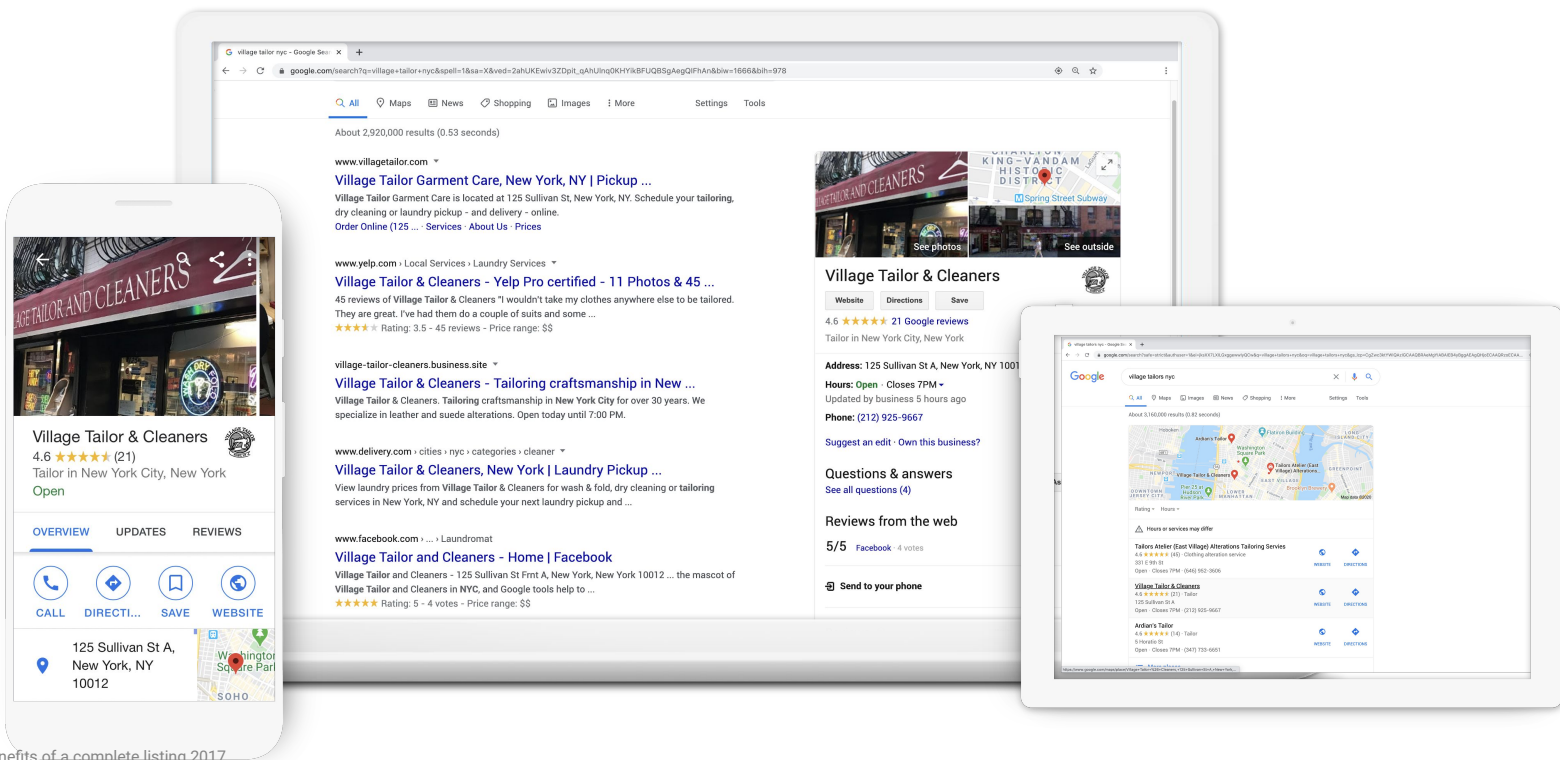
Up-to-date profiles are **70% more** likely to attract location visits and **50% more** likely to lead to a purchase.¹



¹ Ipsos research: Benefits of a complete listing 2017

ACROSS ALL DEVICES

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



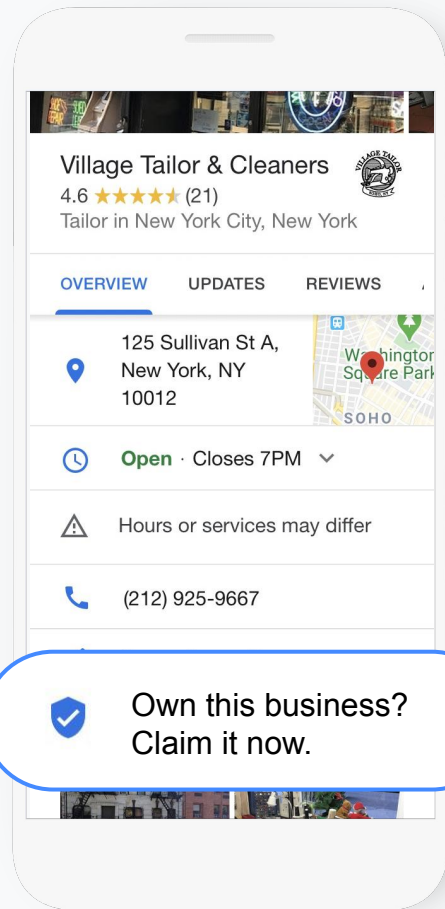
¹ Ipsos research: Benefits of a complete listing 2017

HOW TO GET STARTED

You will use a free tool called Google My Business to create a Business Profile.

- Already see a Business Profile?
You can claim it.
- Don't see a Business Profile?
You can create it.

Let's go.



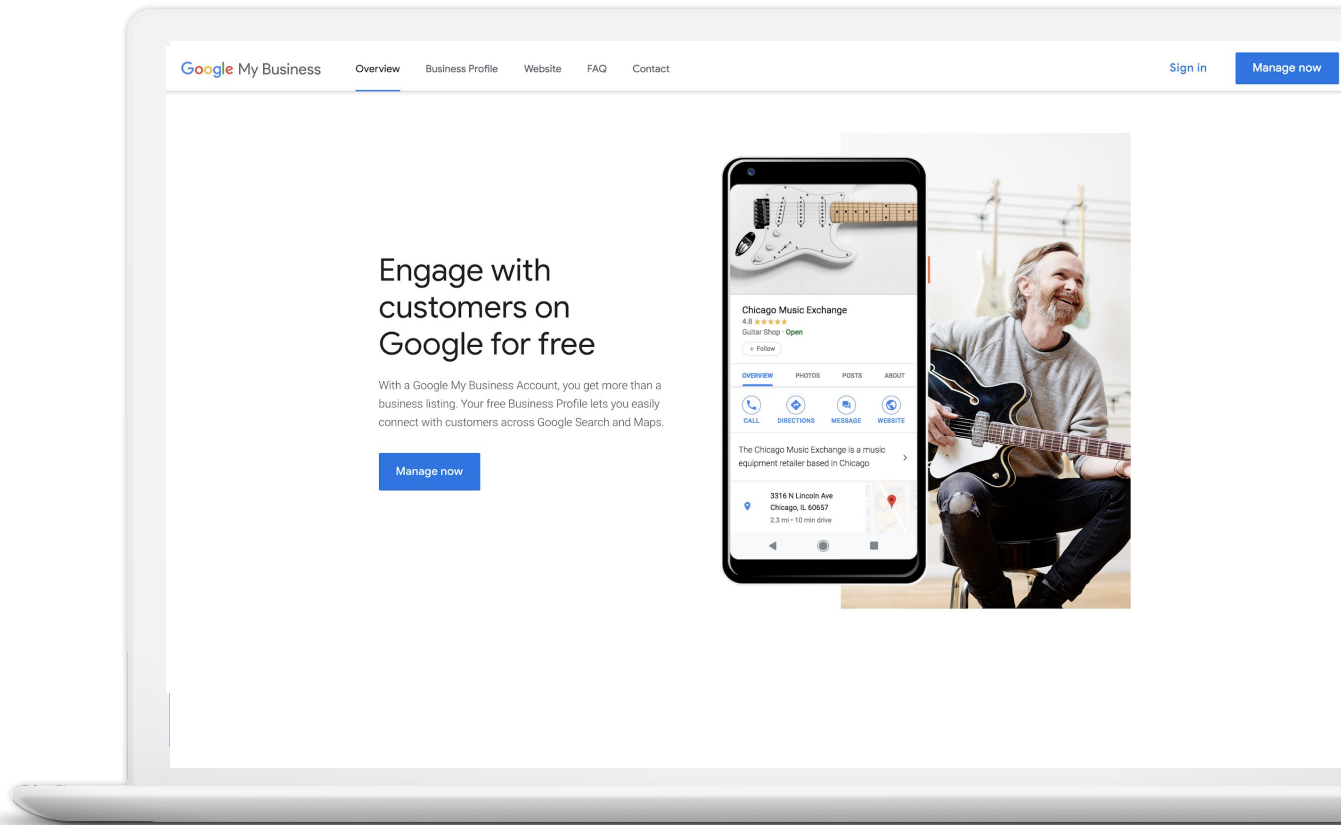
How to create a Business Profile



WHAT IS GOOGLE MY BUSINESS?

Google My Business allows you to manage business info, connect with customers, post updates, and more.

google.com/business



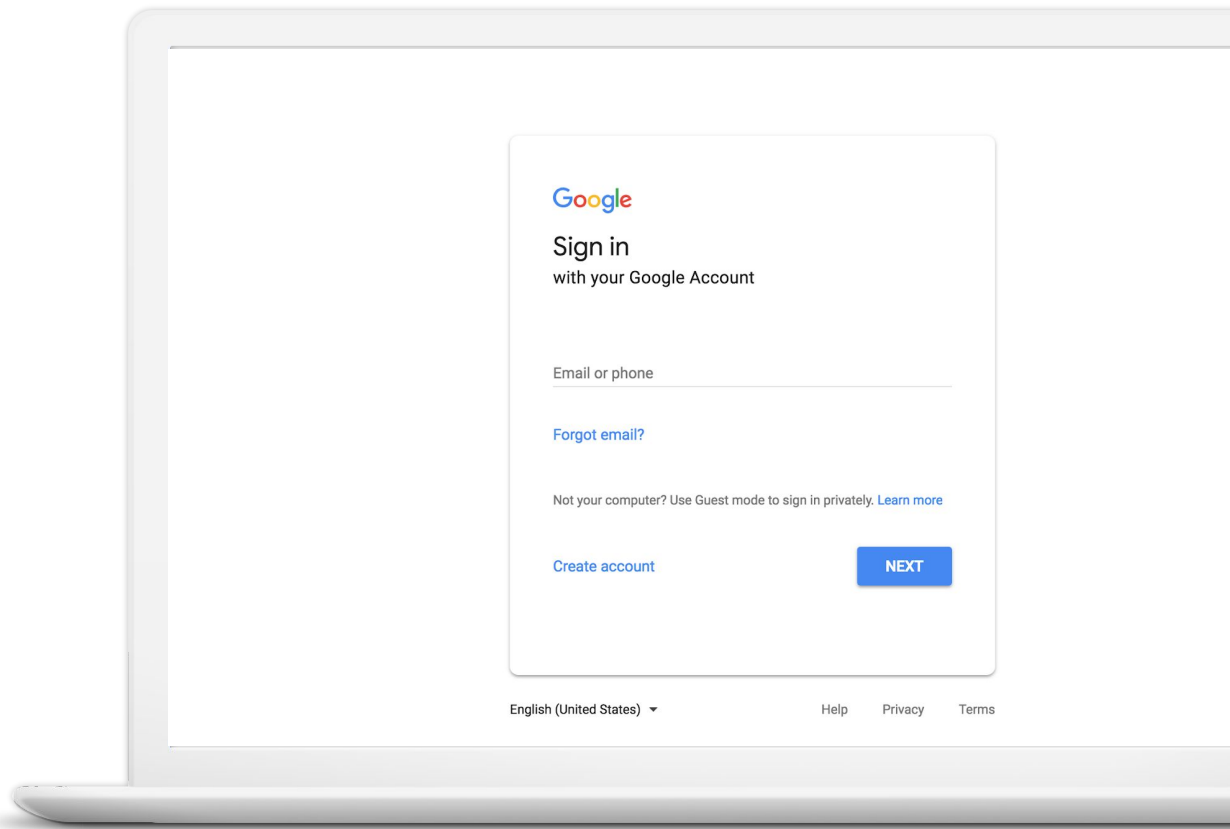
STEP 1: SIGN INTO YOUR GOOGLE ACCOUNT

Sign into the Google Account used for your business.

Quick Tip:

Create a free account:

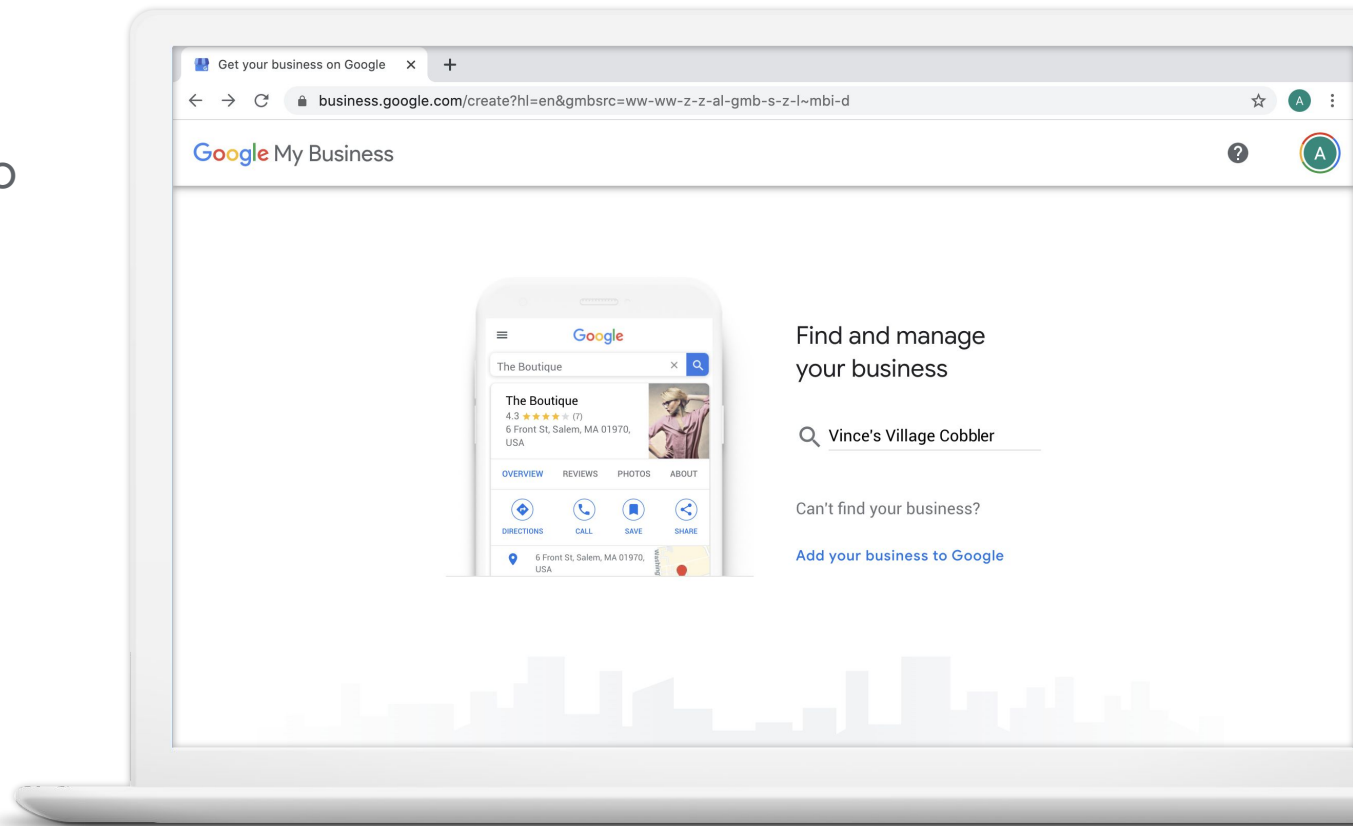
accounts.google.com/signup



STEP 2: FIND OR ADD YOUR BUSINESS

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

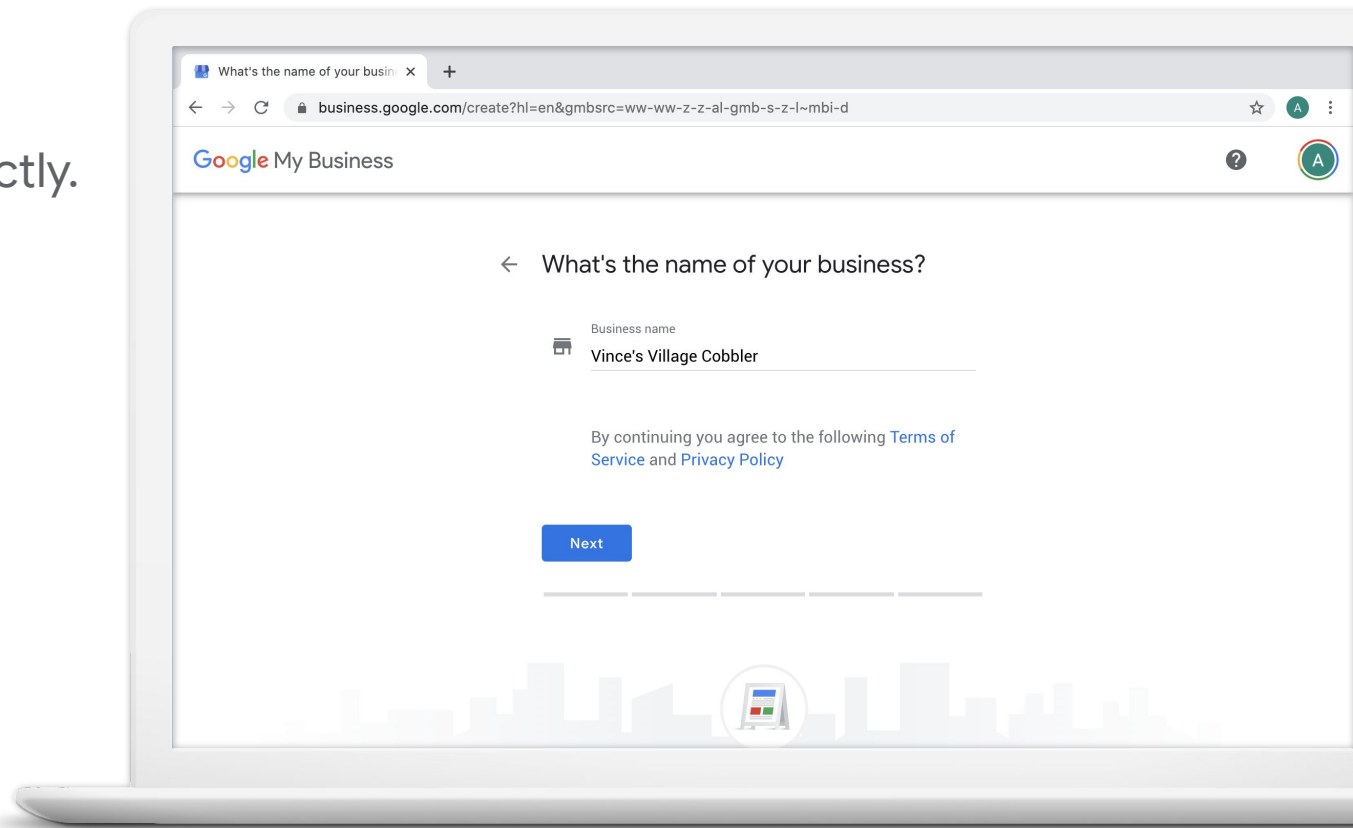
It may appear in a dropdown list.



CONFIRM BUSINESS NAME

Confirm the business name is spelled correctly.

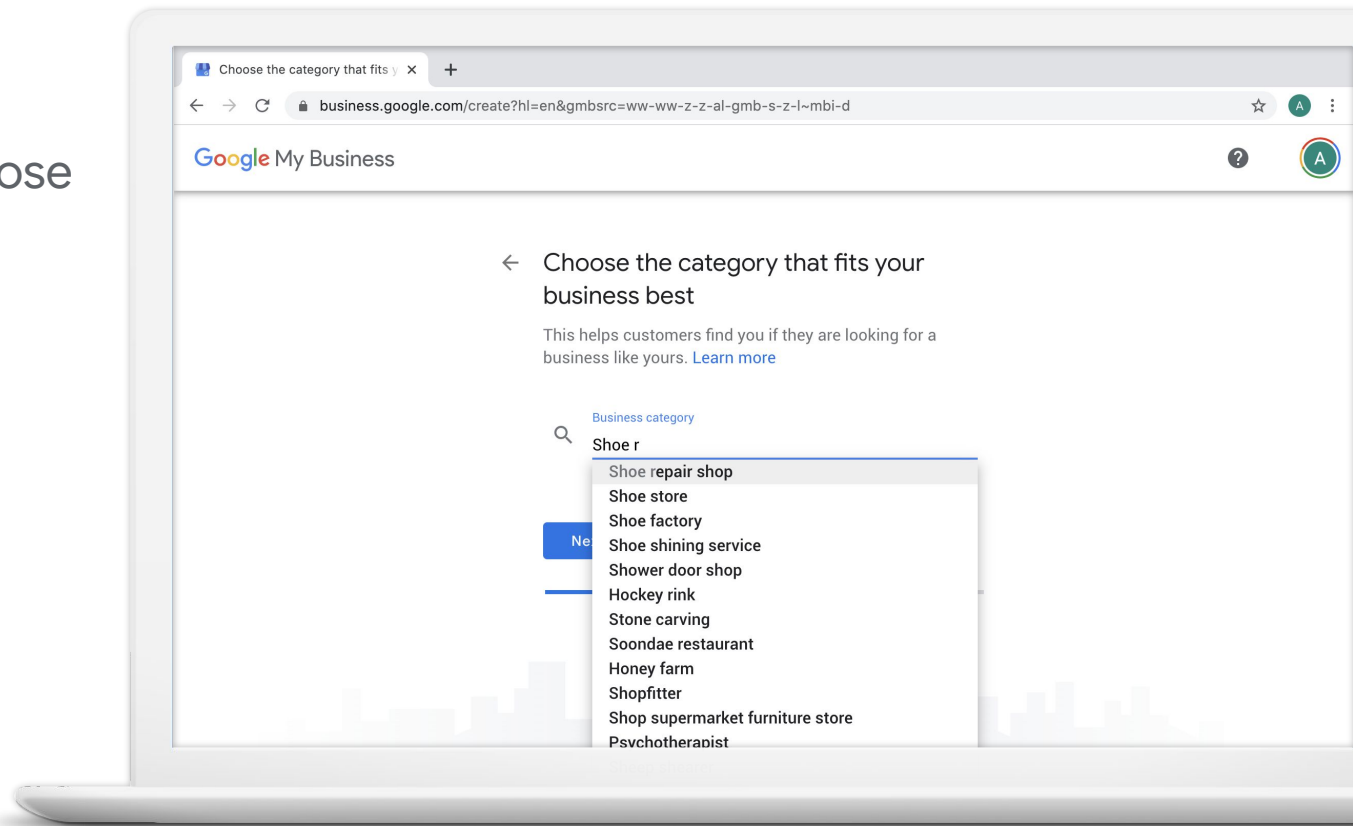
Click **Next**.



STEP 3: SELECT A BUSINESS CATEGORY

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

Click **Next**.

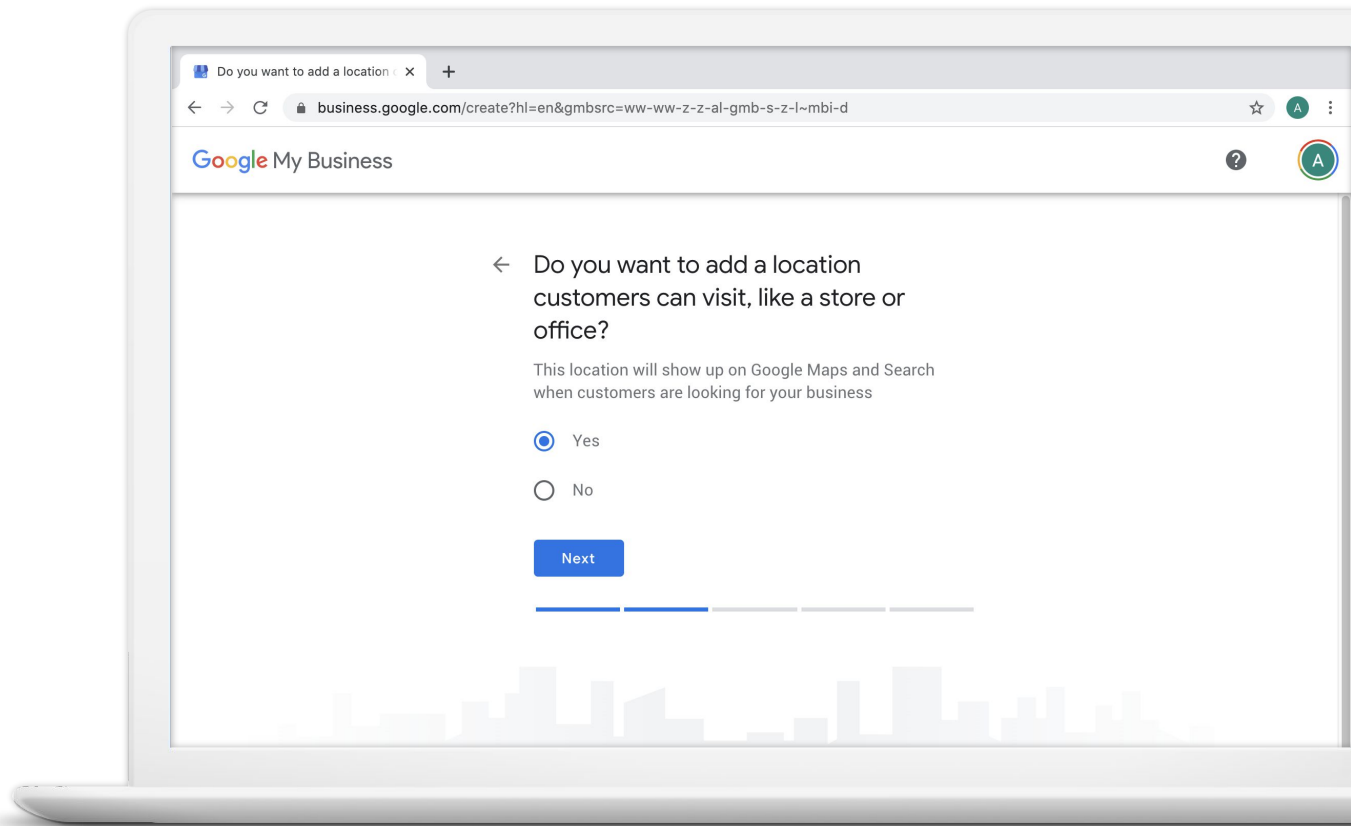


STEP 4: DO YOU HAVE A LOCATION CUSTOMERS VISIT?

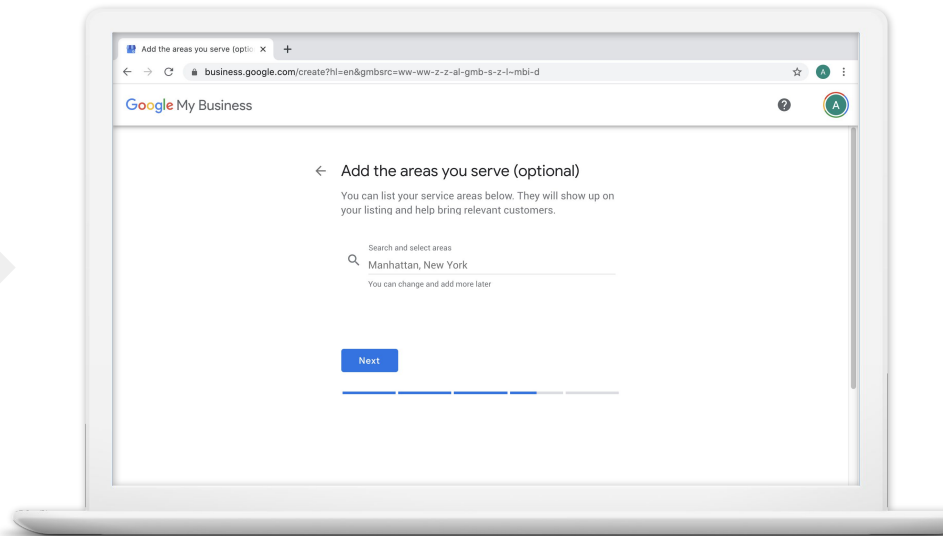
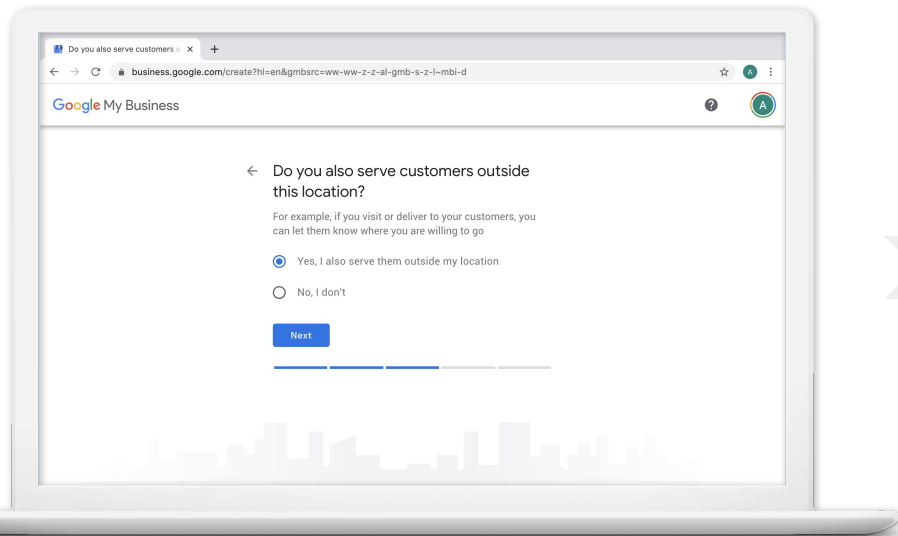
Check **Yes** to add a location.

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

Click **Next**.



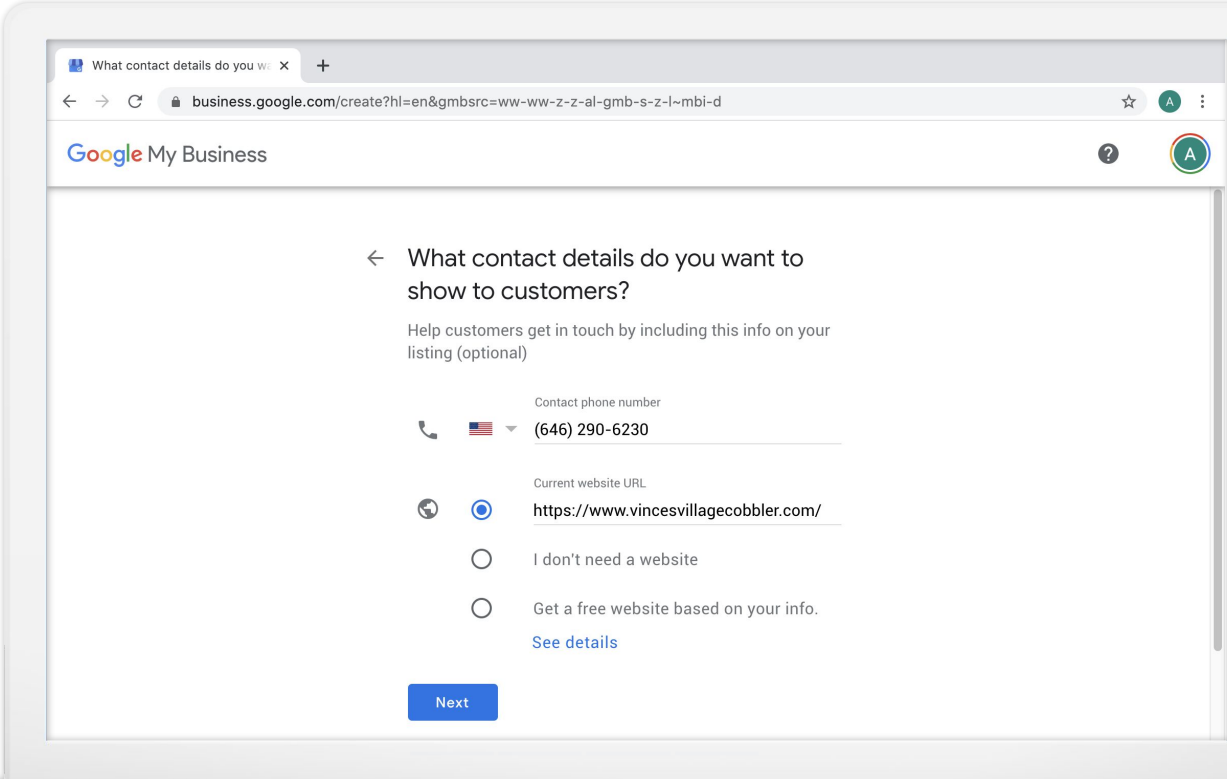
YOU CAN ALSO ADD A SERVICE AREA



STEP 5: ENTER BUSINESS CONTACT INFO

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

Click [Next](#).

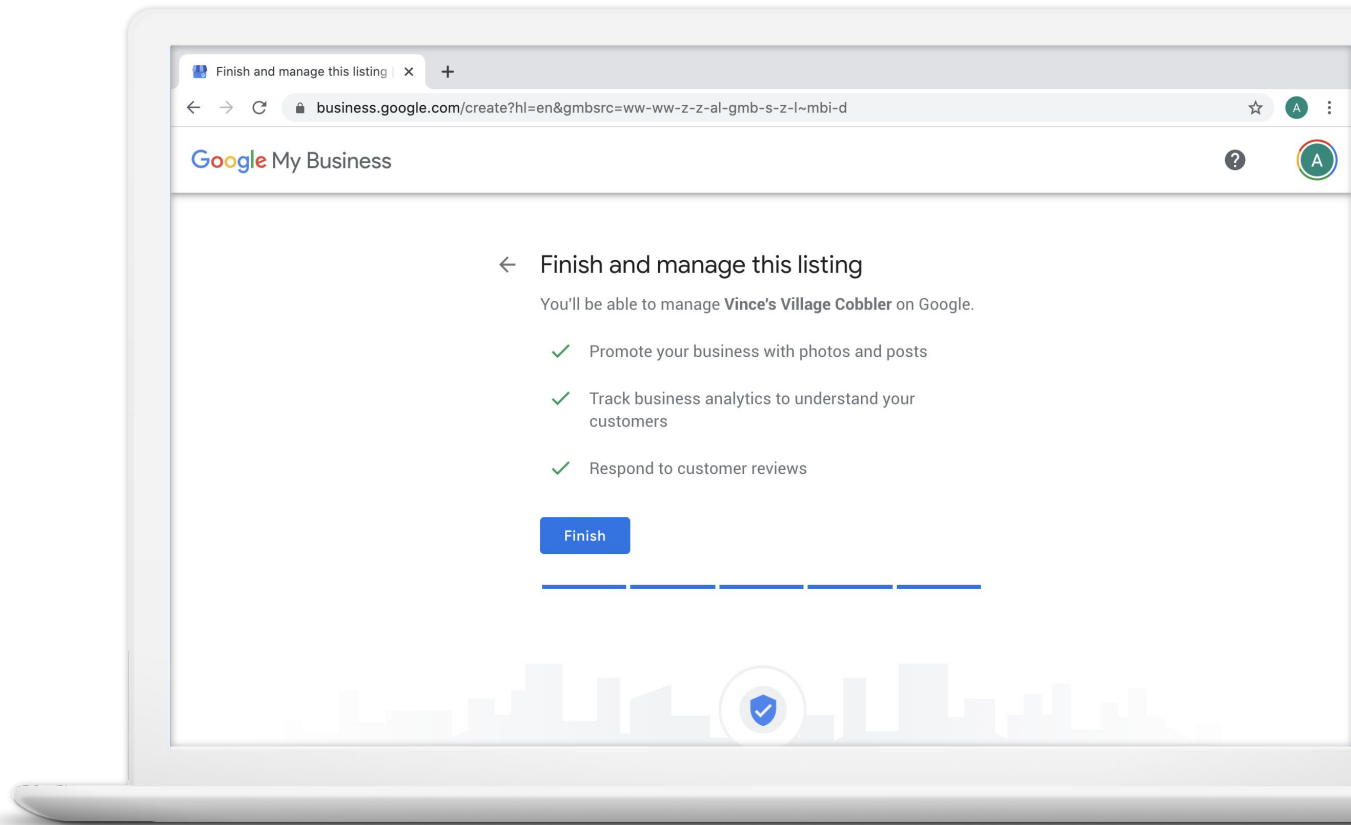


The screenshot shows a web browser window with the URL `business.google.com/create?hl=en&gmb-src=ww-z-z-al-gmb-s-z-l-mpi-d`. The page title is "What contact details do you want to show to customers?". Below the title, there is a sub-header "Help customers get in touch by including this info on your listing (optional)". The form contains three main sections: "Contact phone number" with a dropdown for the country (USA) and a text input field containing "(646) 290-6230"; "Current website URL" with a radio button selected for the URL input field containing "https://www.vincesvillagecobbler.com/"; and two unselected radio button options: "I don't need a website" and "Get a free website based on your info.". A "See details" link is located below the second radio button. At the bottom of the form is a blue "Next" button.

ALMOST DONE

You must verify your connection to the business.

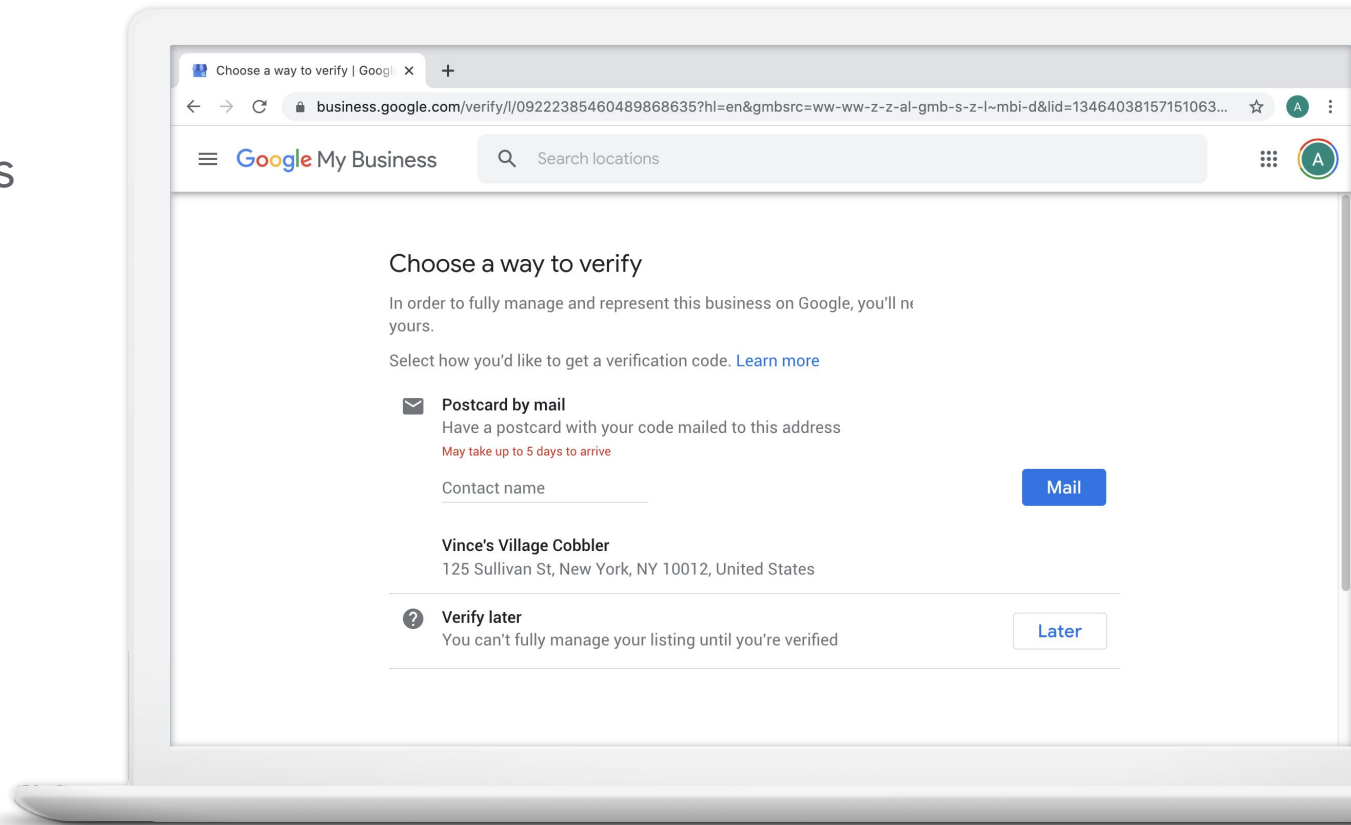
Click **Finish**.



STEP 6: VERIFY YOUR CONNECTION TO THE BUSINESS

Request a postcard,
mailed to the business
address.

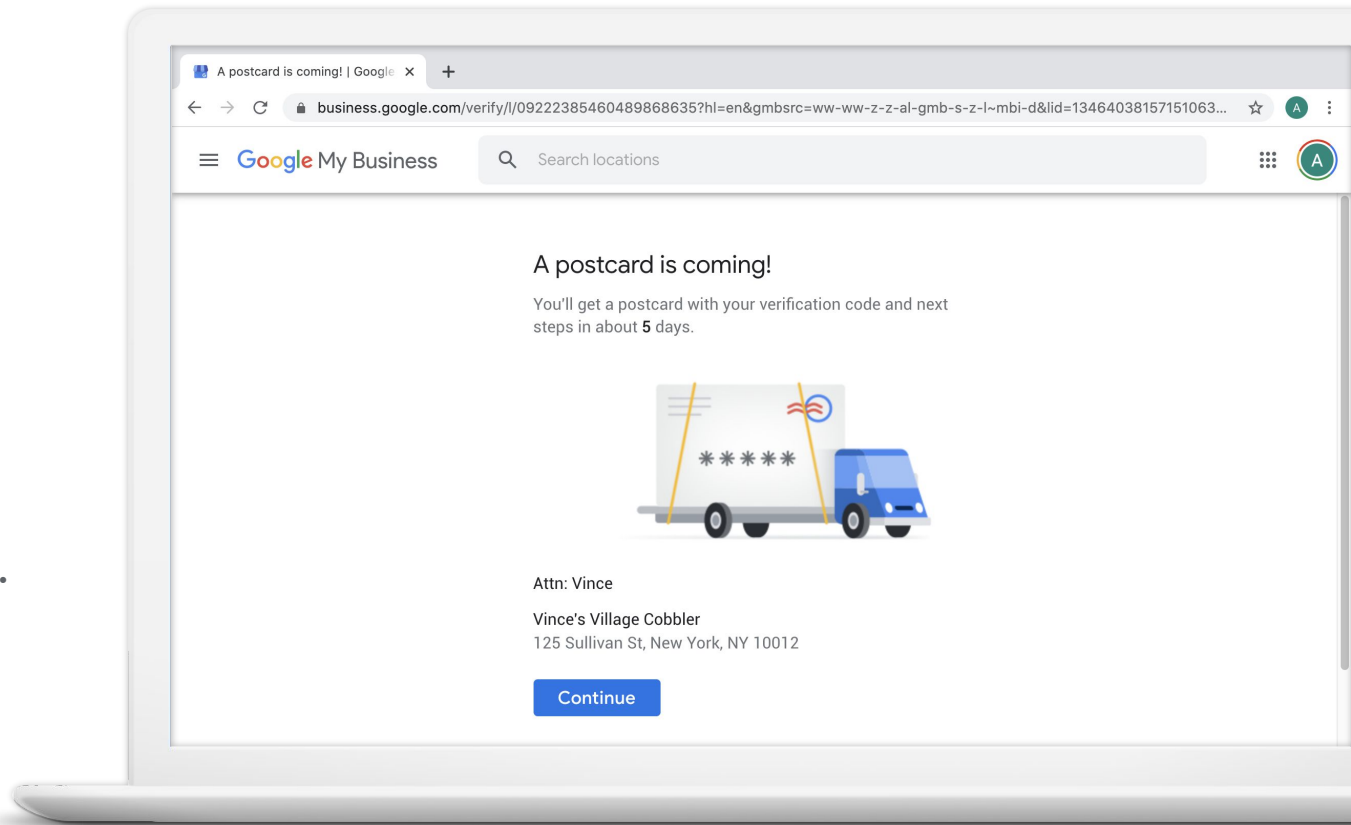
Click [Mail](#).



YOUR POSTCARD IS ON THE WAY

Postcards arrive in about 5 days. When it arrives, sign in and enter the verification code.

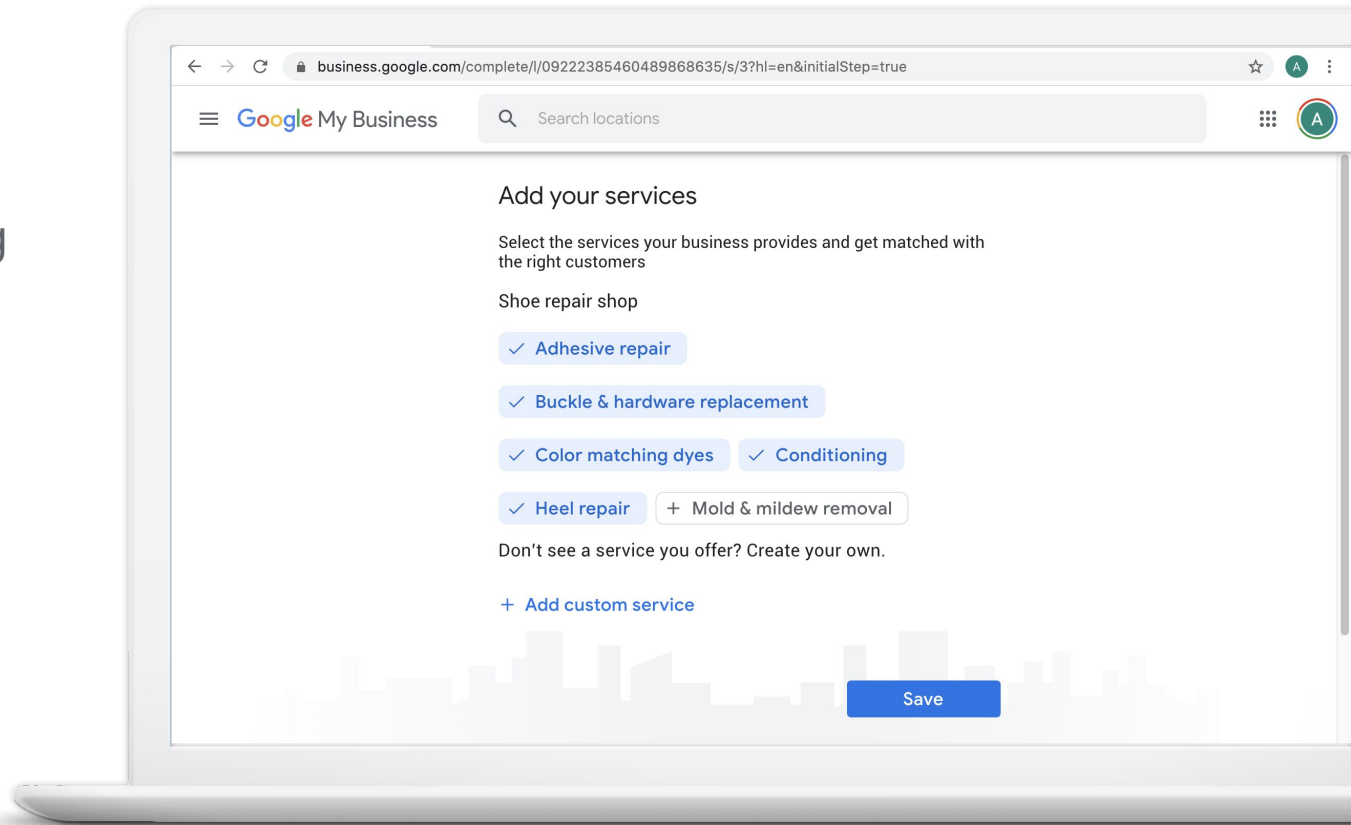
Click [Continue](#) to add more business details.



WHAT SERVICES DO YOU OFFER?

Help Google show your business in the right places by adding services you offer.

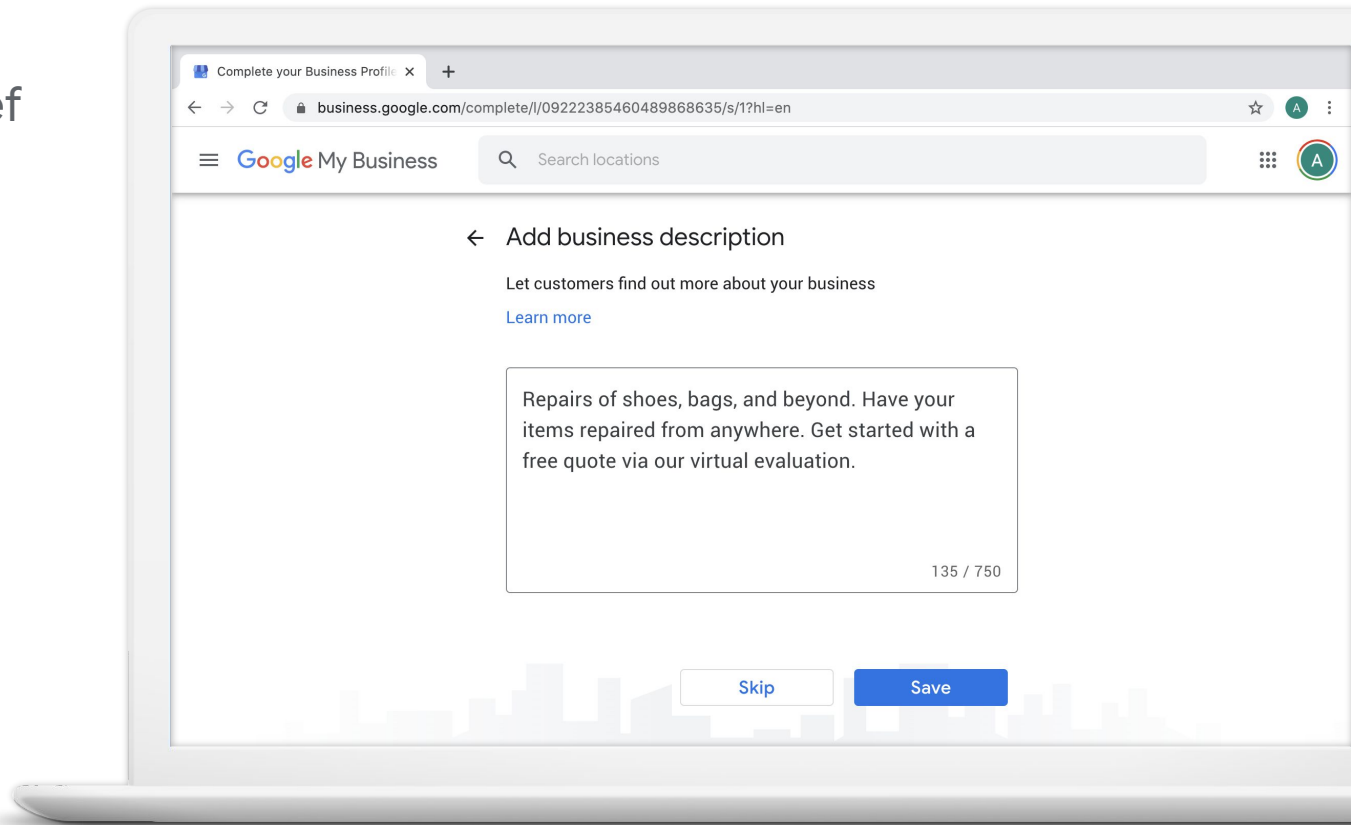
Click [Save](#).



WRITE A BUSINESS DESCRIPTION

Give customers a brief introduction to your business.

Click [Skip](#) or [Save](#).

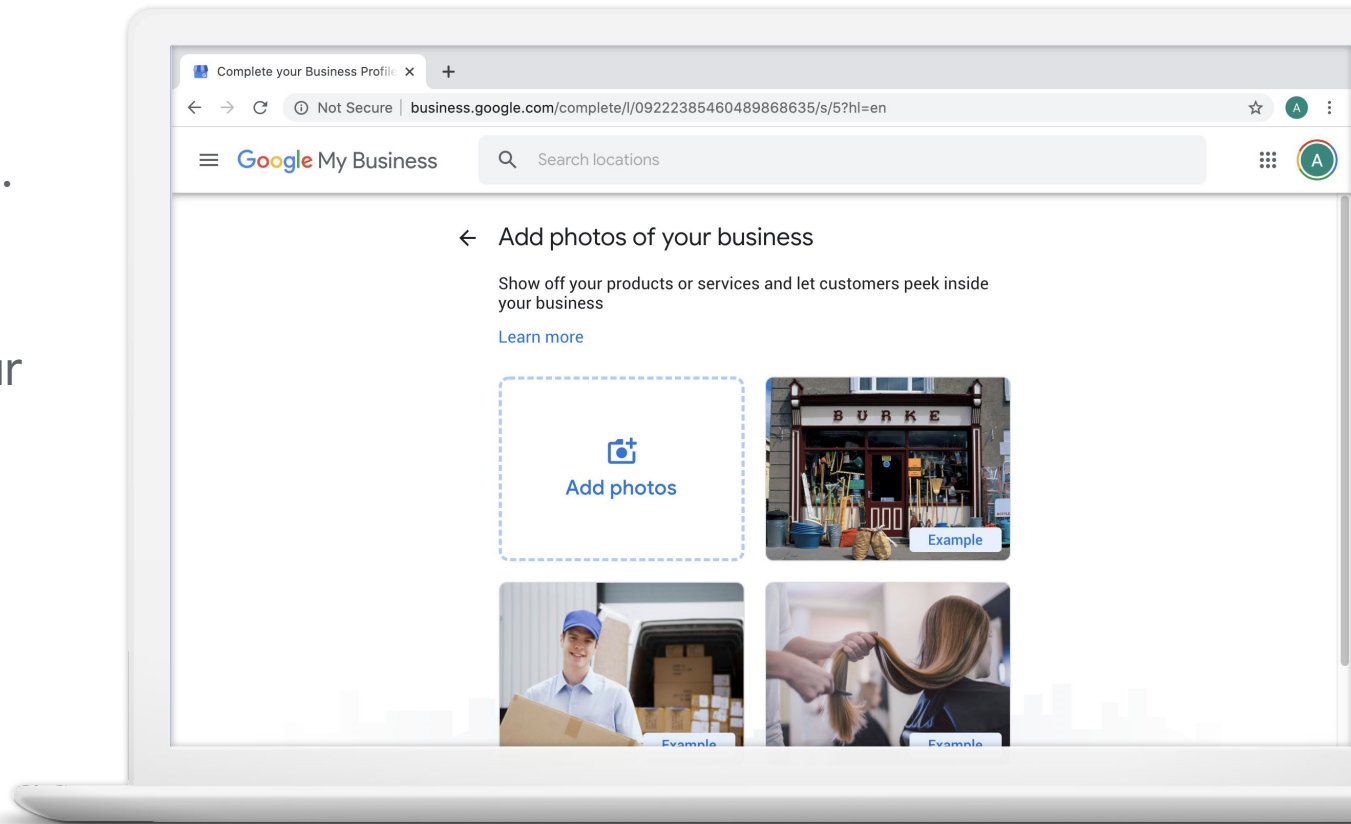


ADD SOME PHOTOS

Photos bring your Business Profile to life.

Videos help people feel connected to your business.

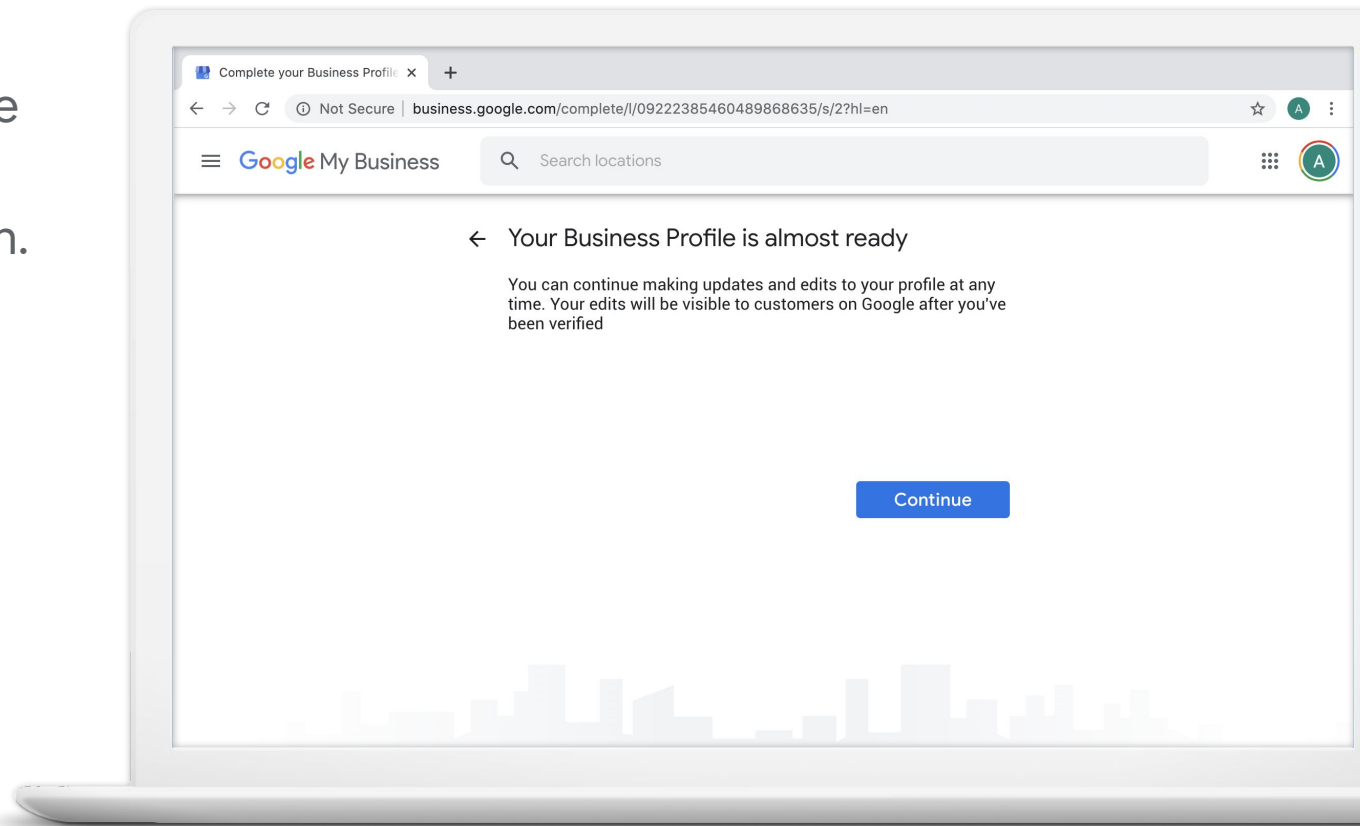
Click [Skip](#) or [Save](#).



GET READY TO SEE YOUR NEW GOOGLE MY BUSINESS ACCOUNT

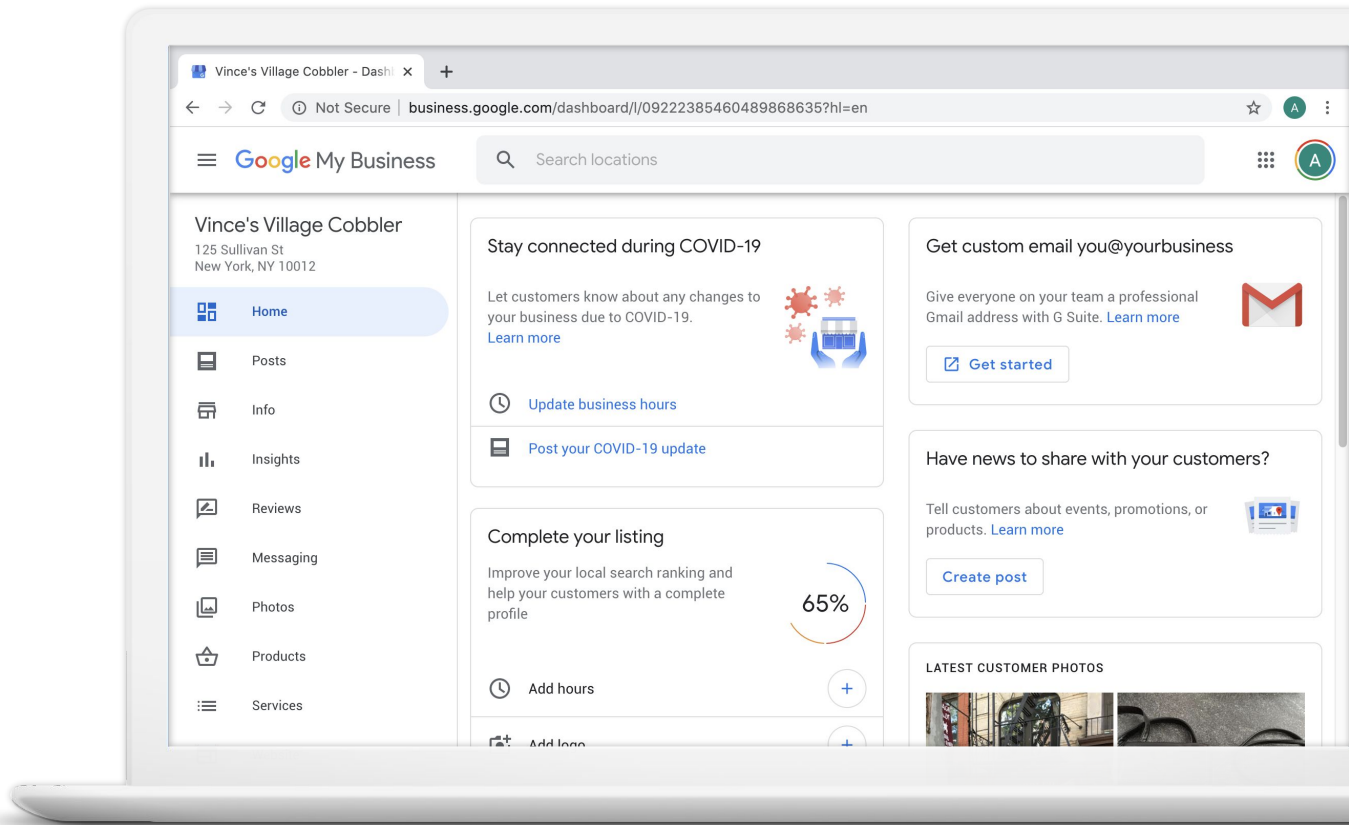
Continue updating the Business Profile while waiting for verification.

Click [Continue](#).



MANAGE BUSINESS INFO FROM THE DASHBOARD

Sign in anytime to access business info. Once the business is verified updates can appear on **Google Search and Maps**.



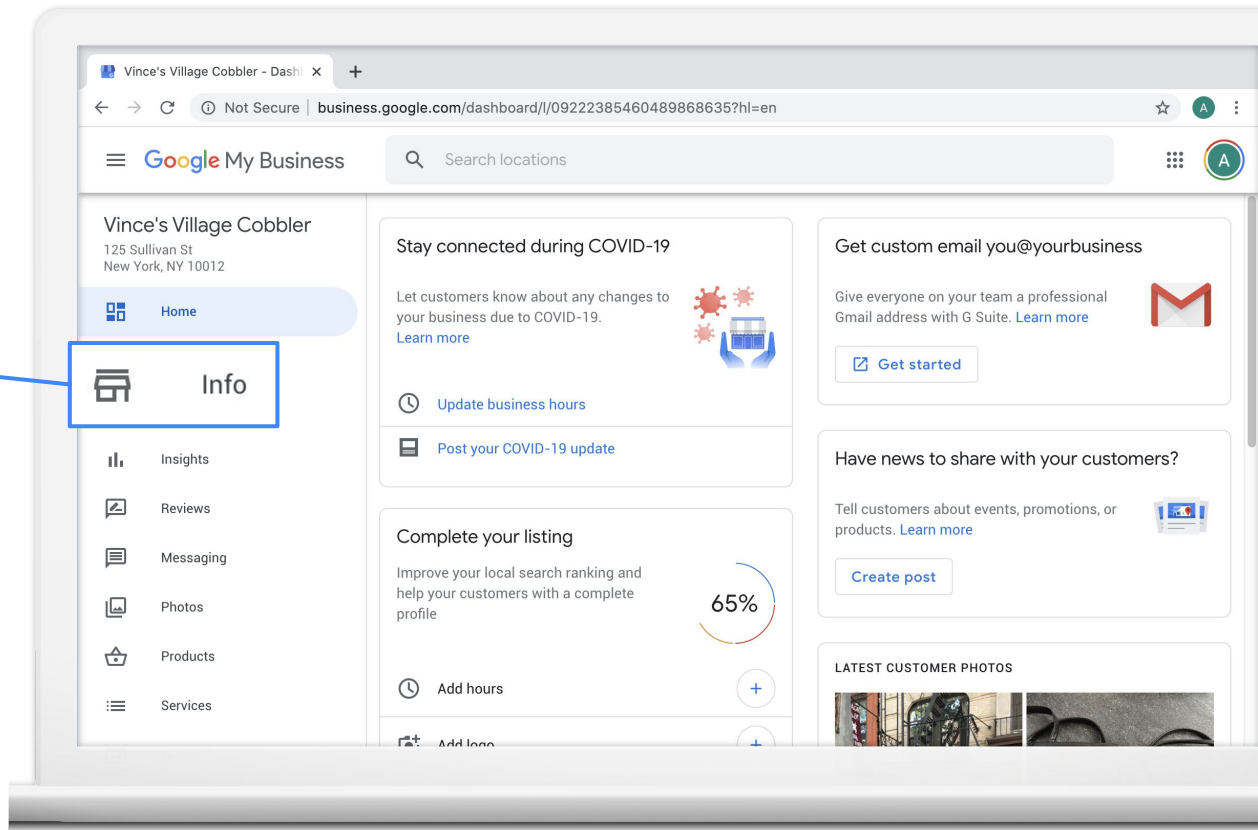
How to manage business info



USE GOOGLE MY BUSINESS TO EDIT YOUR PROFILE

This is the Home page.

Business info can be edited from the [Info](#) section.



Quick Tip:

Sign into your account at google.com/business

MAKE EDITS DIRECTLY FROM GOOGLE SEARCH RESULTS

Make edits directly on a search results page.

You must be signed into an account that manages the Business Profile.

The image shows a Google search for "Vince's Village Cobbler". The search results page displays the business name, website, and a brief description. Below the description, there are sections for "Location", "Contact Us", "Shoes, Boots Sandals", and "Services". A blue callout box highlights the Business Profile card, which includes the business name, a checkmark icon, a profile picture, and the text "11,167 views in the last 28 days". Below this, there are five icons with labels: "EDIT INFO", "CREATE POST", "ADD PHOTO", "REVIEWS", and "CREATE AD". The Business Profile card also shows a 4.8-star rating, 144 Google reviews, and the address: "125 Sullivan St, New York, NY 10012".

Quick Tip:

Search for your business at [google.com](https://www.google.com)

Tour of Google My Business





INFO: EDIT BUSINESS NAME AND CATEGORY

- Business name should reflect real-world name.
- Choose a primary category that best describes the business.
- Add up to nine additional categories.

The screenshot shows the Google My Business edit page for 'Vince's Village Cobbler'. The browser address bar shows the URL: `business.google.com/edit/115339536432046171270`. The page title is 'Vince's Village Cobbler - Business'. The left sidebar contains navigation options: Home, Posts, Info (selected), Insights, Reviews, Messaging, Photos, Products, Services, Website, and Users. The main content area shows the business name 'Vince's Village Cobbler' and address '125 Sullivan St, New York, NY 10012'. Below this, there are two editable fields: 'Shoe repair shop' and 'Leather repair service'. A modal dialog is open for editing the business name and categories. The modal has a title 'Business name' and a subtitle 'Enter your business title as it appears to customers in the real world.' The current name 'Vince's Village Cobbler' is entered in the text field. Below the name field, there are two category selection boxes. The first is labeled 'Primary category' and contains 'Shoe repair shop'. The second is labeled 'Additional categories' and contains 'Leather repair service'. There is a blue link 'Add another category' and a close button 'X'. At the bottom of the modal are 'Cancel' and 'Apply' buttons. A 'Please note' message at the bottom of the modal states: 'Edits may be reviewed for quality and can take up to 3 days to be published. [Learn more](#)'. A second 'Please note' message is located at the bottom of the page, below the modal, with the same text.

Business name
Enter your business title as it appears to customers in the real world.

Vince's Village Cobbler

Category
Categories describe what your business is, not what it does or sells.

Primary category
Shoe repair shop

Additional categories
Leather repair service X

[Add another category](#)

Cancel Apply

Please note: Edits may be reviewed for quality and can take up to 3 days to be published. [Learn more](#)

Cancel Apply

Please note: Edits may be reviewed for quality and can take up to 3 days to be published. [Learn more](#)

INFO: MANAGE LOCATION AND SERVICE AREA

- Edit the address or drag the pin icon to update your location.
- Don't serve customers at your business address? Leave blank and list service areas.

The screenshot shows the Google My Business interface on a laptop. The browser address bar displays `business.google.com/edit/115339536432046171270`. The left sidebar shows the business name 'Vince's Village Cobbler' and its address '125 Sullivan St, New York, NY 10012'. The main content area is divided into two sections: 'Business location' and 'Service area'. The 'Business location' section includes fields for Country/Region (United States), Street address (125 Sullivan St), City (New York), and ZIP code (10012). A map on the right shows the location with a red pin and a 'Drag pin to reposition' instruction. The 'Service area' section has a text field containing 'Manhattan, New York'. A 'Please note' message at the bottom states: 'Edits may be reviewed for quality and can take up to 3 days to be published. Learn more'. A 'Cancel' button is visible in the bottom right corner of the form.

Business location

Let customers see your business location on Google by adding a street address. You can leave this empty if you don't have a location such as a storefront or office.

Country / Region
United States

Street address
125 Sullivan St

City
New York

ZIP code
New York 10012

[Clear address](#)

Service area

Let customers know where your business provides deliveries or services

[Search and select areas](#)

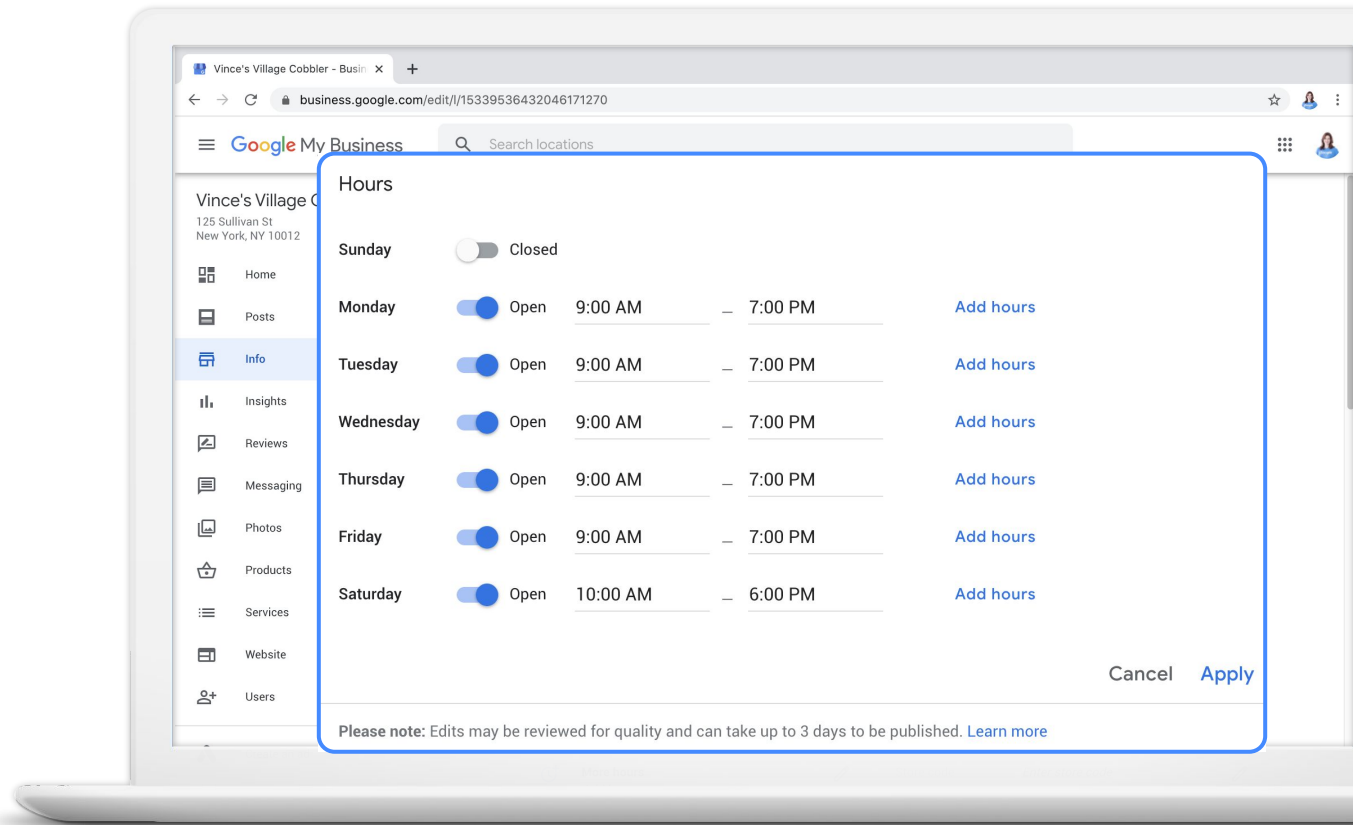
Manhattan, New York

[Cancel](#)

Please note: Edits may be reviewed for quality and can take up to 3 days to be published. [Learn more](#)

INFO: CONFIRM YOUR BUSINESS HOURS

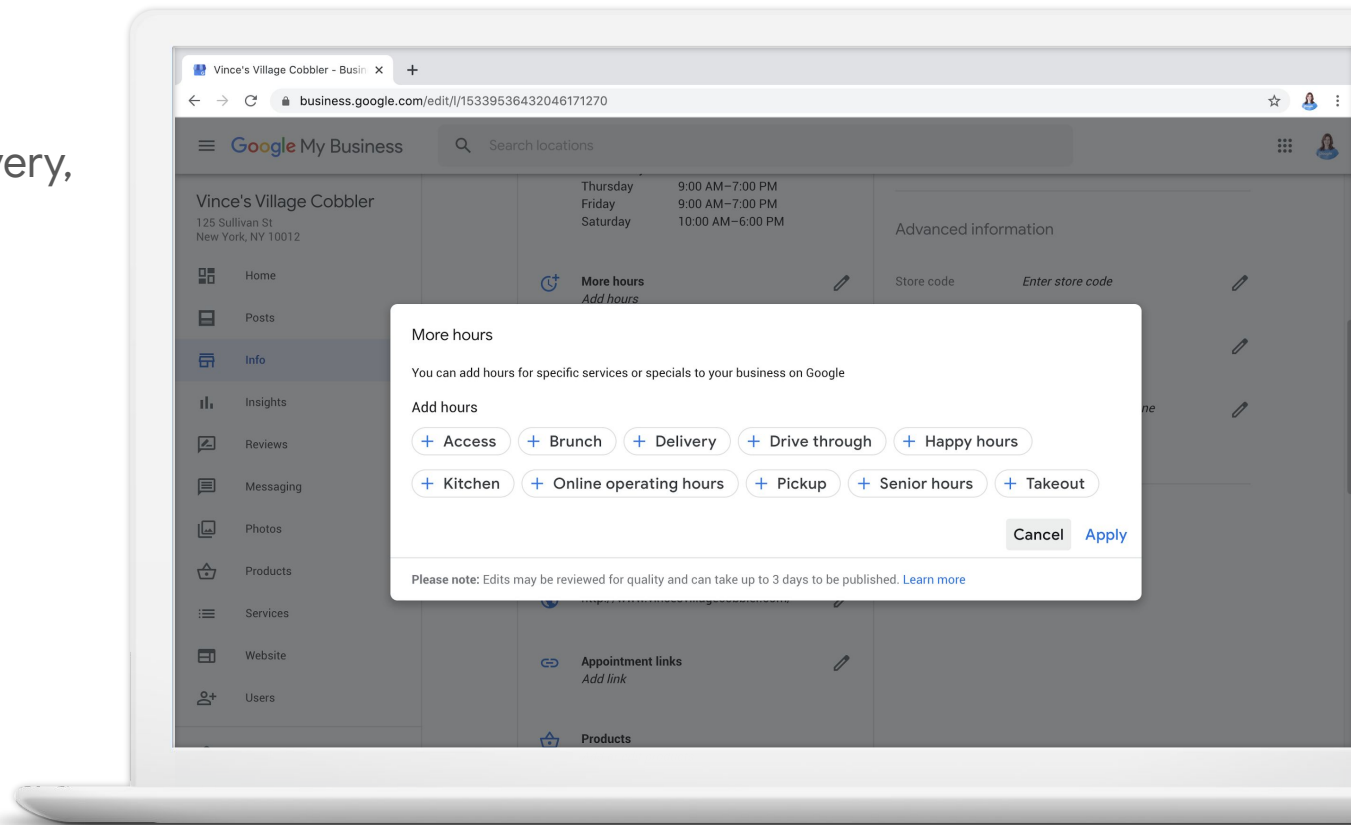
40% of local business searchers want to find hours of operation.¹



¹ Google Consumer Barometer, April 2017

INFO: MORE HOURS

More hours applies to special options like delivery, takeout, pickup, senior hours and more.



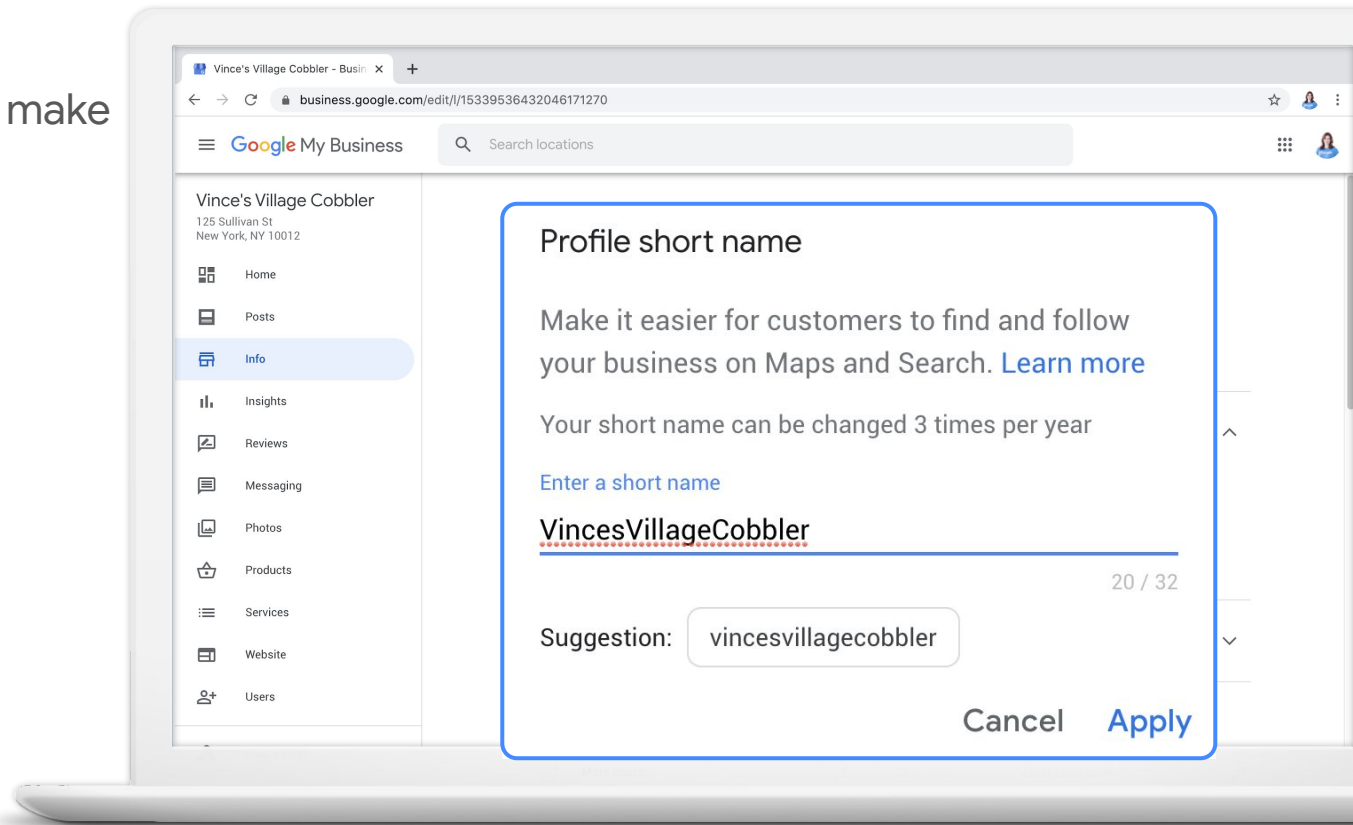
¹. Google Consumer Barometer, April 2017

INFO: CREATE SHORT NAME AND CUSTOM LINK

Create a **short name** to make it easier to share your Business Profile.

For example:

@VincesVillageCobbler



INFO: ADD WEBSITE AND PHONE NUMBER

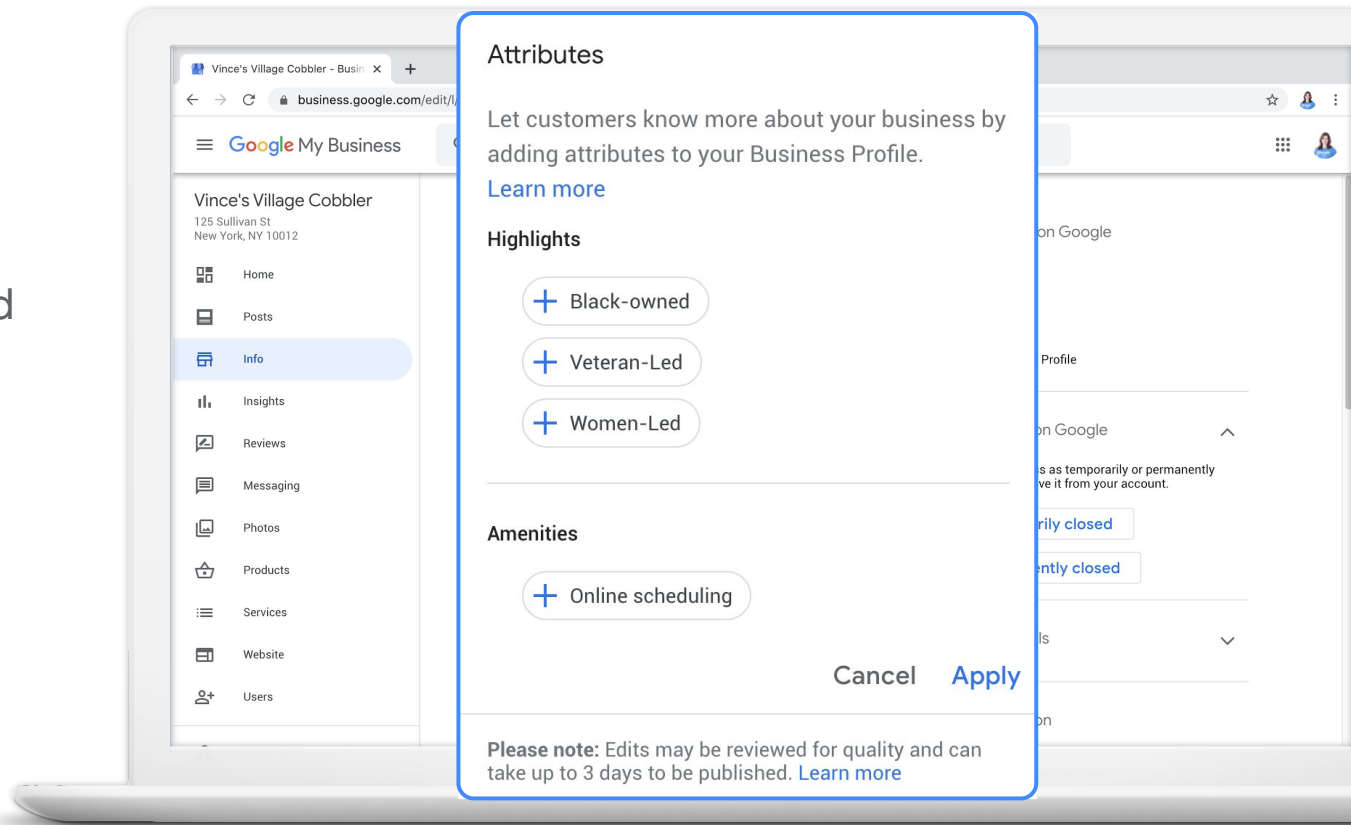
- Phone number: add up to three numbers.
- Website: if you don't have a website you can create one at no additional cost.

The screenshot shows the Google My Business edit interface for 'Vince's Village Cobbler' at 125 Sullivan St, New York, NY 10012. The 'Info' tab is selected in the left sidebar. Two callout boxes highlight the 'Website' and 'Phone number' sections. The website callout shows the URL 'http://www.vincesvillagecobbler.cor'. The phone number callout shows the primary phone number '(646) 290-6230' with a US flag icon and an 'Add phone number' link. Both callouts include 'Cancel' and 'Apply' buttons. A 'Please note' message at the bottom of the phone number callout states: 'Edits may be reviewed for quality and can take up to 3 days to be published. Learn more'. The background interface shows a 'Close this business on Google' section with 'Mark as temporarily closed' and 'Mark as permanently closed' buttons, and a table of business hours.

| Day | Hours |
|-----------|--------------------|
| Wednesday | 9:00 AM - 7:00 PM |
| Thursday | 9:00 AM - 7:00 PM |
| Friday | 9:00 AM - 7:00 PM |
| Saturday | 10:00 AM - 6:00 PM |

INFO: SELECT ATTRIBUTES

- Attributes highlight business details.
- These highlights can help a business stand out in search results.



INFO: WRITE A BUSINESS DESCRIPTION

Enter a brief description:
What you offer, what sets
you apart, your history, etc.

The screenshot shows the Google My Business 'Info' edit page for 'Vince's Village Cobbler'. The business name and address are visible: 'Vince's Village Cobbler, 125 Sullivan St, New York, NY 10012'. A modal dialog is open over the 'Description' field, which is currently empty and has a character count of '0 / 750'. The modal contains the text 'From the business' and 'Write a brief description of your business.' with a 'Learn more' link. At the bottom of the modal are 'Cancel' and 'Apply' buttons. Below the modal, a 'Please note' section states: 'Please note: Edits may be reviewed for quality and can take up to 3 days to be published. Learn more'. At the bottom of the page, there is a table of business hours and a 'Google Assistant calls' dropdown menu.

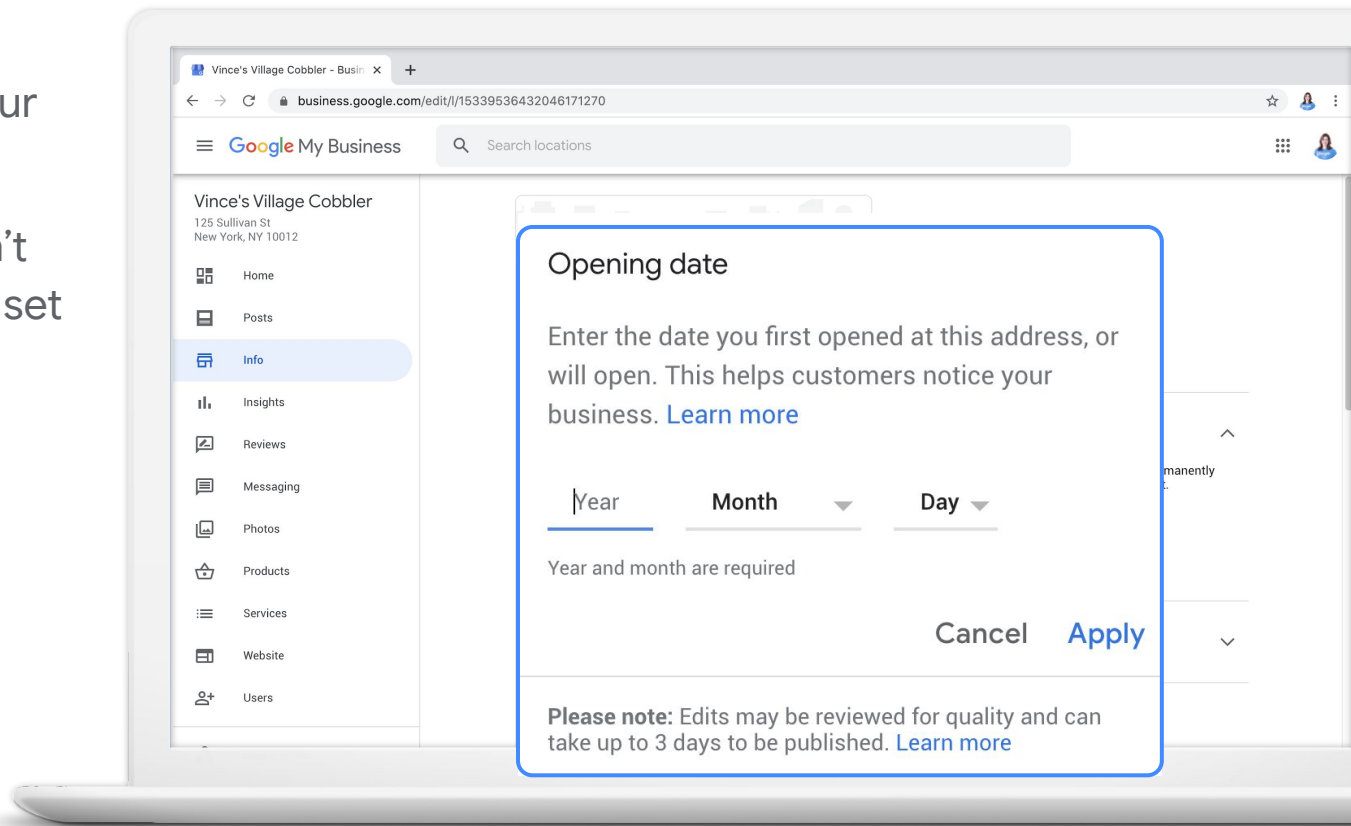
| | |
|-----------|------------------|
| Monday | 9:00 AM–7:00 PM |
| Tuesday | 9:00 AM–7:00 PM |
| Wednesday | 9:00 AM–7:00 PM |
| Thursday | 9:00 AM–7:00 PM |
| Friday | 9:00 AM–7:00 PM |
| Saturday | 10:00 AM–6:00 PM |

Google Assistant calls ▼

Advanced information

INFO: OPENING DATE

- Add the date that your business opened.
- If your business hasn't opened yet, you can set a future open date.



THE BOOKINGS TAB: AVAILABLE FOR SOME BUSINESSES

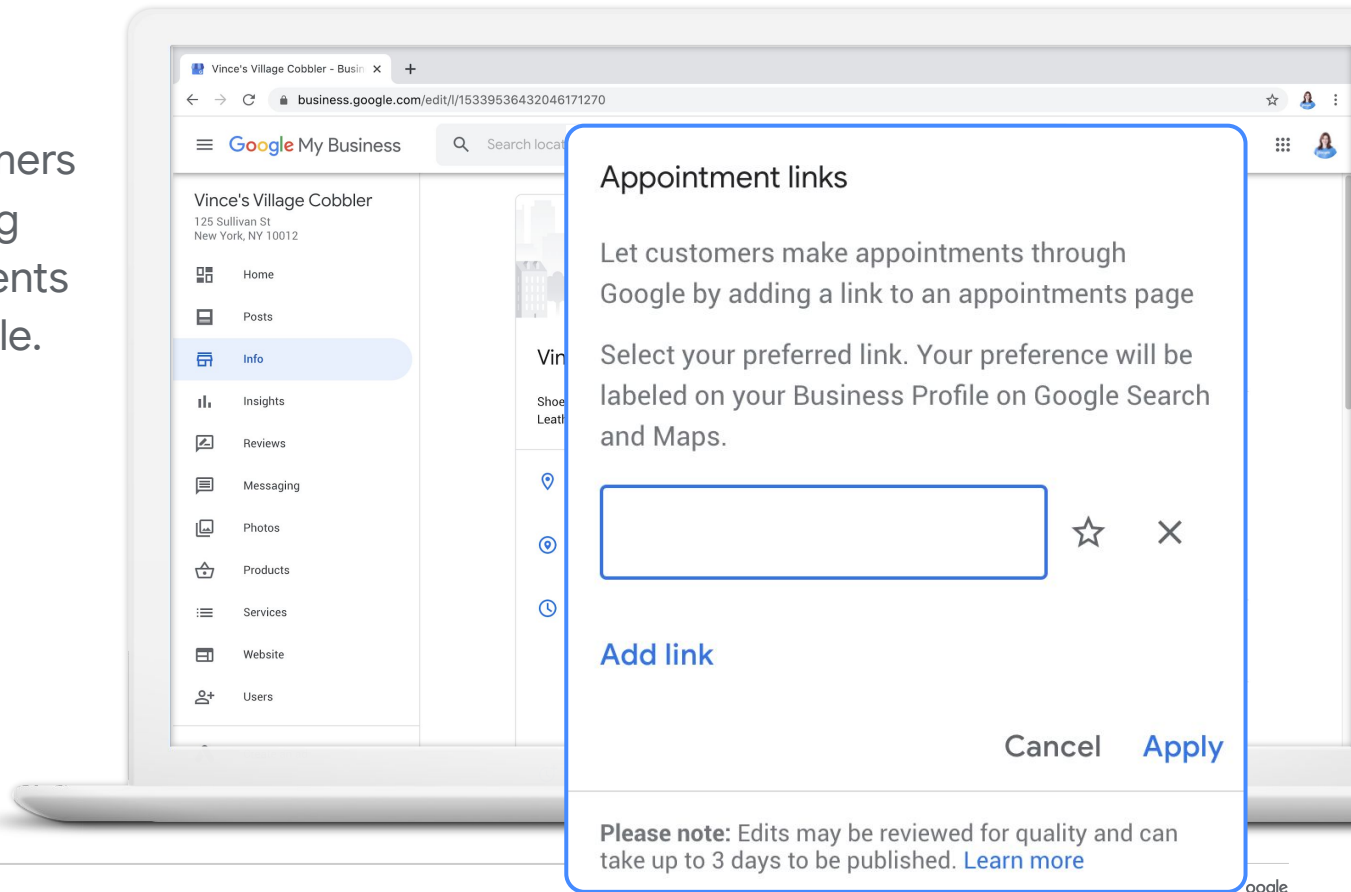
- Some businesses have the option to include Bookings.
- Availability depends on business category.
- Businesses can now offer online classes, estimates, and appointments.

The screenshot shows the Google My Business dashboard for 'Honest Soul Yoga' at 8426 Old Keene Mill Road, West Springfield, VA 22152. The left sidebar contains navigation options: Home, Posts, Info, Insights, Reviews, Messaging, Photos, Bookings, Products, Services, Website, Users, Create an ad, Get custom Gmail, Add new location, Manage locations, Linked accounts, and Settings. The main content area includes a 'Keep customers up to date' section with a 'Get Started' button, a 'Claim your \$100 free advertising credit' section, a 'Stay connected during COVID-19' section with a 'Learn more' button, and a 'PERFORMANCE' section with a table of metrics. A blue callout box with a calendar icon and the text 'Update online classes' points to the 'Bookings' option in the sidebar.

| PERFORMANCE | | |
|-----------------------------------|----------|-------------|
| Views | Searches | Activity |
| 2.41K | 2.18K | 2.84K |
| Search views | | 1.45K (+5%) |
| Maps views | | 957 (+40%) |
| Performance over the past 28 days | | |

INFO: ADD APPOINTMENT LINKS

Make it easier for customers to take action by allowing them to book appointments from your Business Profile.



The image shows a laptop displaying the Google My Business interface. A dialog box titled "Appointment links" is overlaid on the screen. The dialog contains the following text: "Appointment links", "Let customers make appointments through Google by adding a link to an appointments page", "Select your preferred link. Your preference will be labeled on your Business Profile on Google Search and Maps.", a text input field, a star icon, and a close icon. Below the input field are the buttons "Add link", "Cancel", and "Apply". At the bottom of the dialog, a "Please note" section states: "Edits may be reviewed for quality and can take up to 3 days to be published. [Learn more](#)".

Vince's Village Cobbler
125 Sullivan St
New York, NY 10012

- Home
- Posts
- Info
- Insights
- Reviews
- Messaging
- Photos
- Products
- Services
- Website
- Users

Appointment links

Let customers make appointments through Google by adding a link to an appointments page

Select your preferred link. Your preference will be labeled on your Business Profile on Google Search and Maps.

☆ ✕

[Add link](#)

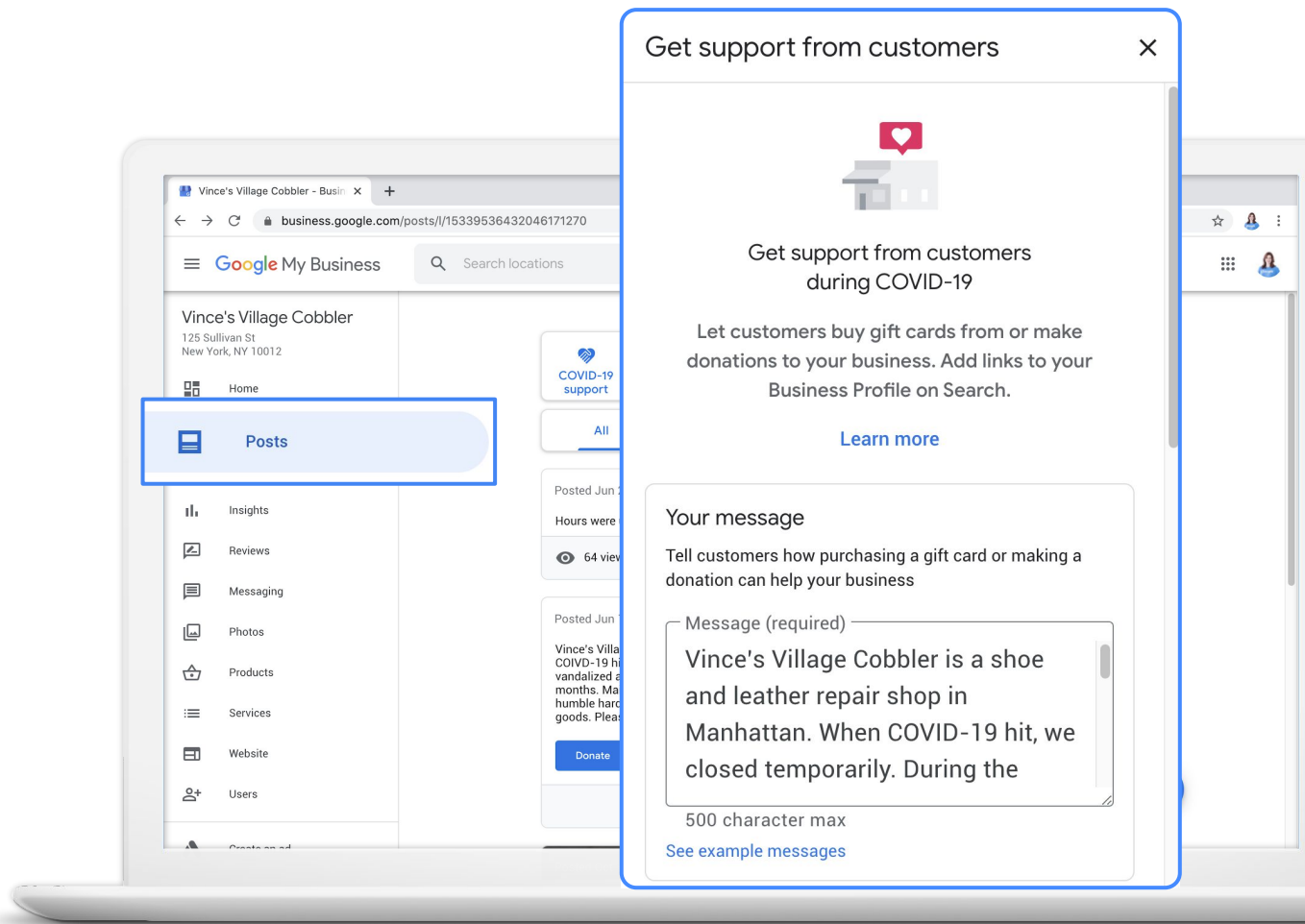
Cancel [Apply](#)

Please note: Edits may be reviewed for quality and can take up to 3 days to be published. [Learn more](#)

THE POSTS TAB

Share timely business updates with **posts**:

- COVID-19 support
- COVID-19 update
- Offers
- What's new
- Events



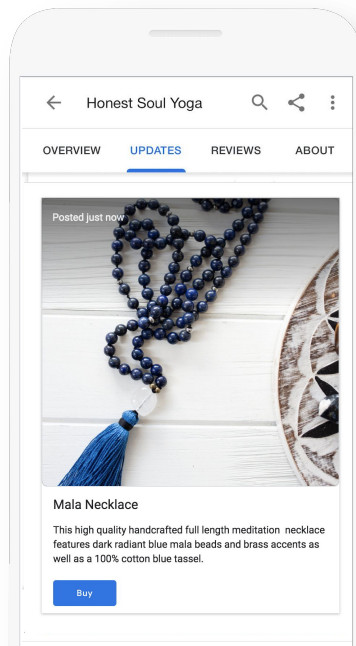
POST EXAMPLES



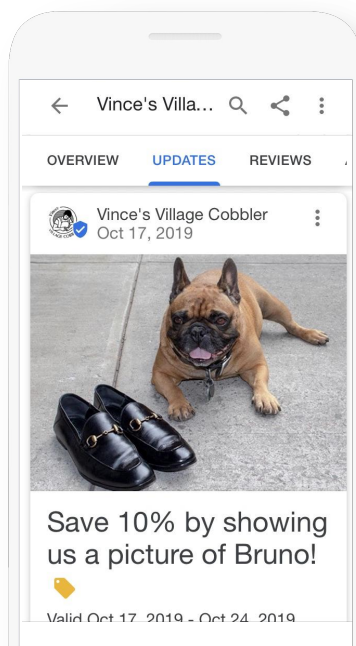
What's New



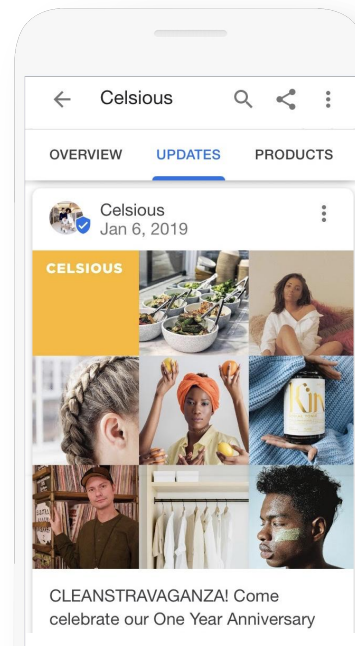
Product



Offer

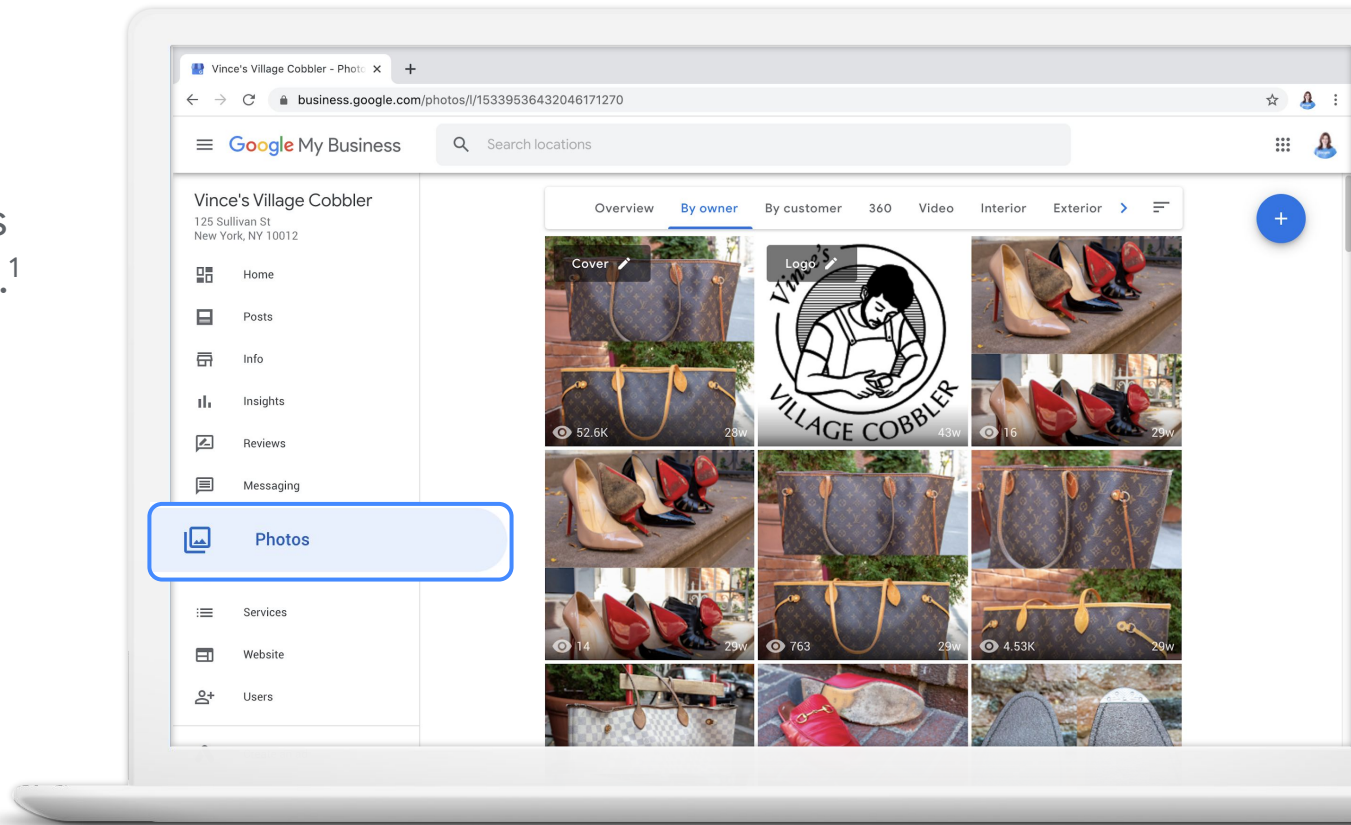


Event



THE PHOTOS TAB

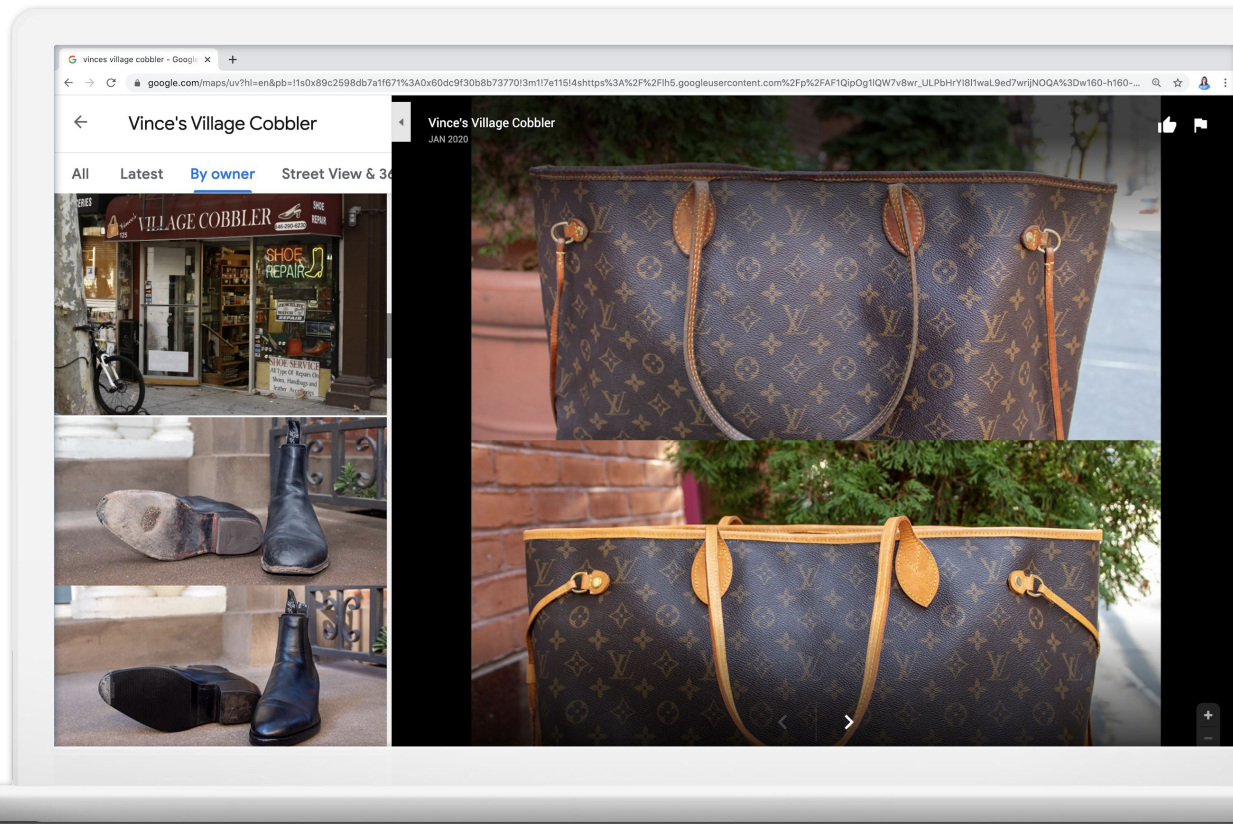
90% of customers are more likely to visit a business that has photos on a search results page.¹



¹ Ipsos research: Benefits of a complete listing 2017

TIPS FOR GREAT PHOTOS

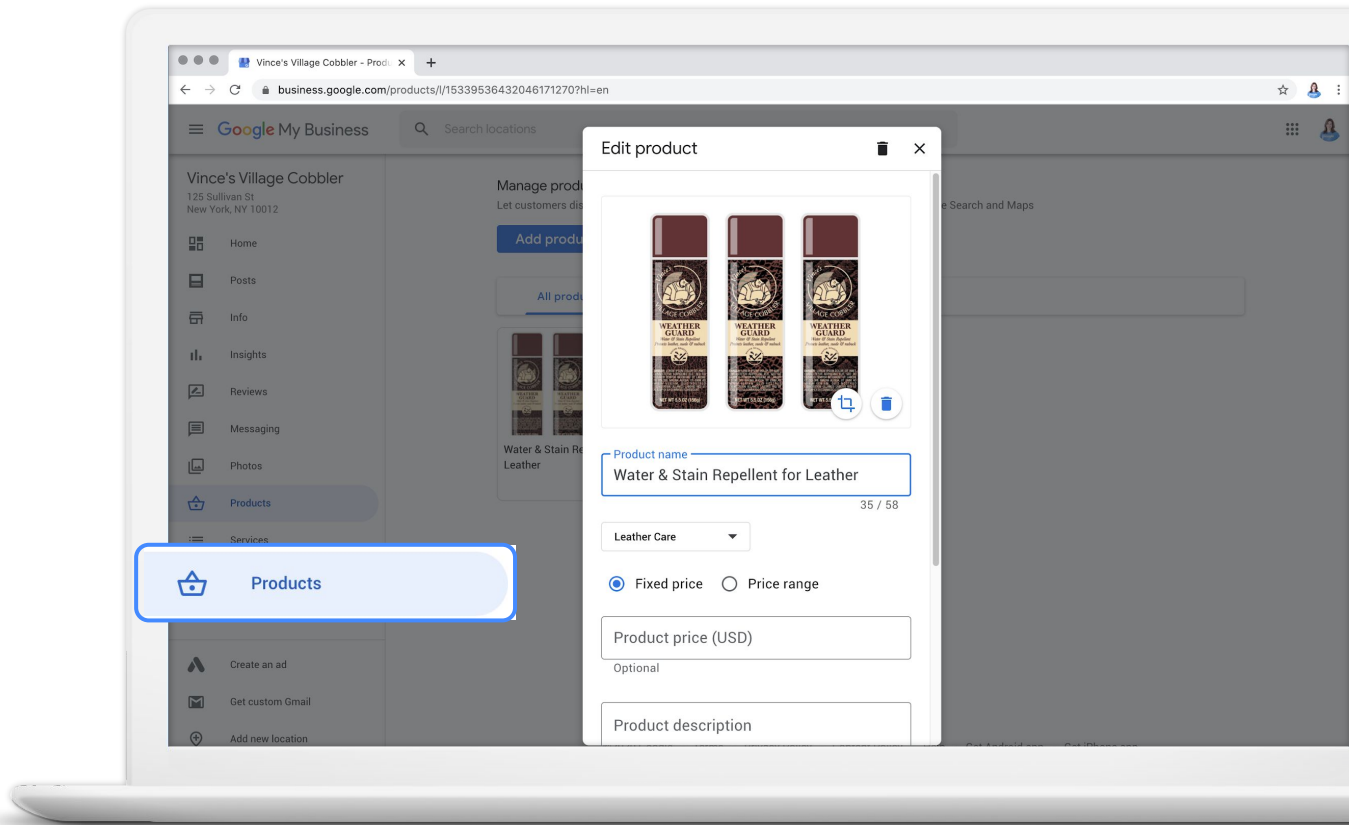
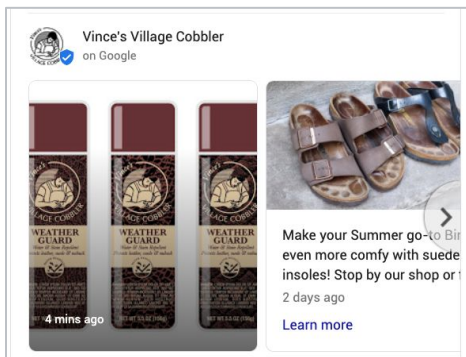
- Use focused, well-lit images.
- Highlight business features and help customers identify your brand.
- Include a logo and cover photo.
- Add videos (up to 30 seconds).



THE PRODUCTS TAB

Showcase products to potential customers.

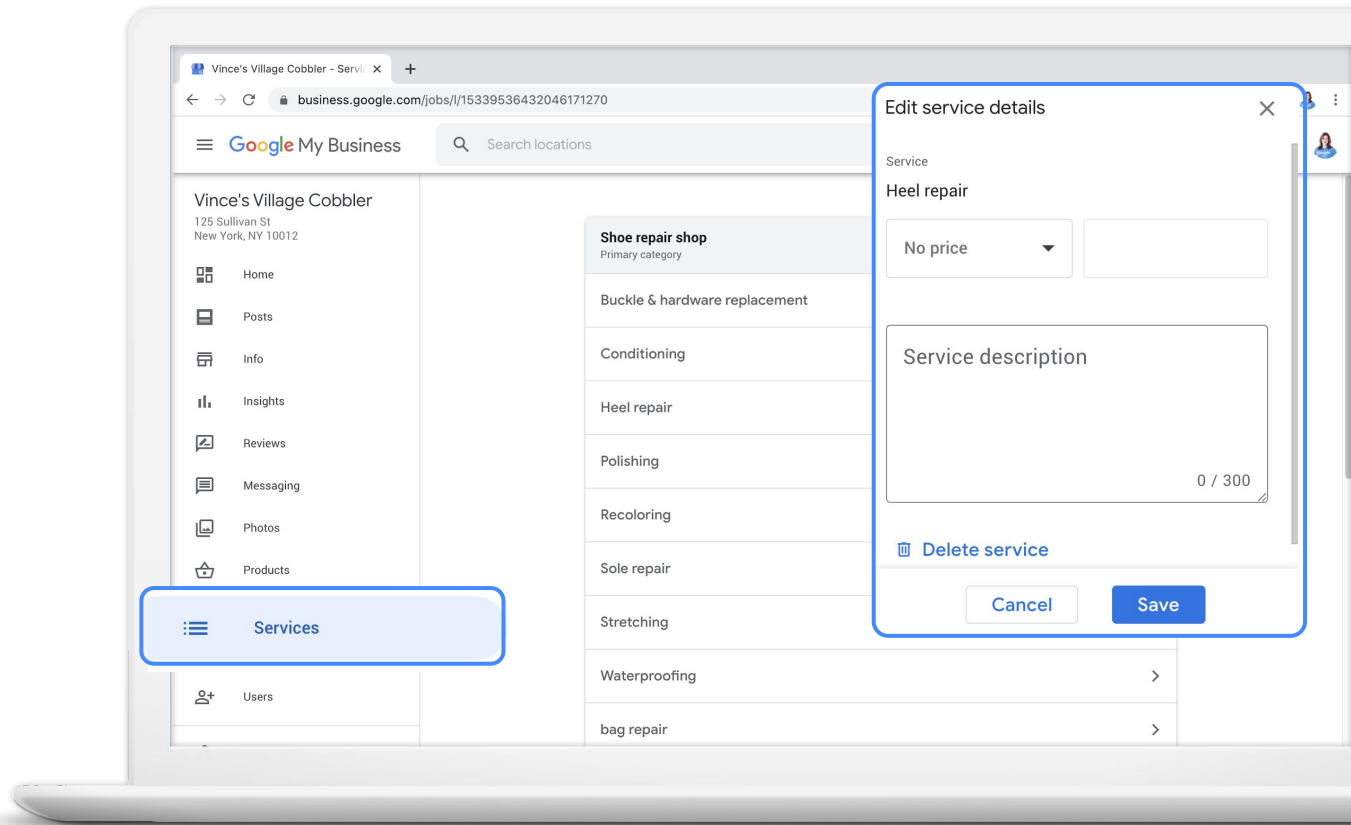
How it looks on Google:



THE SERVICES TAB

Add services to your Business Profile.

Don't see a service you offer? Create your own.

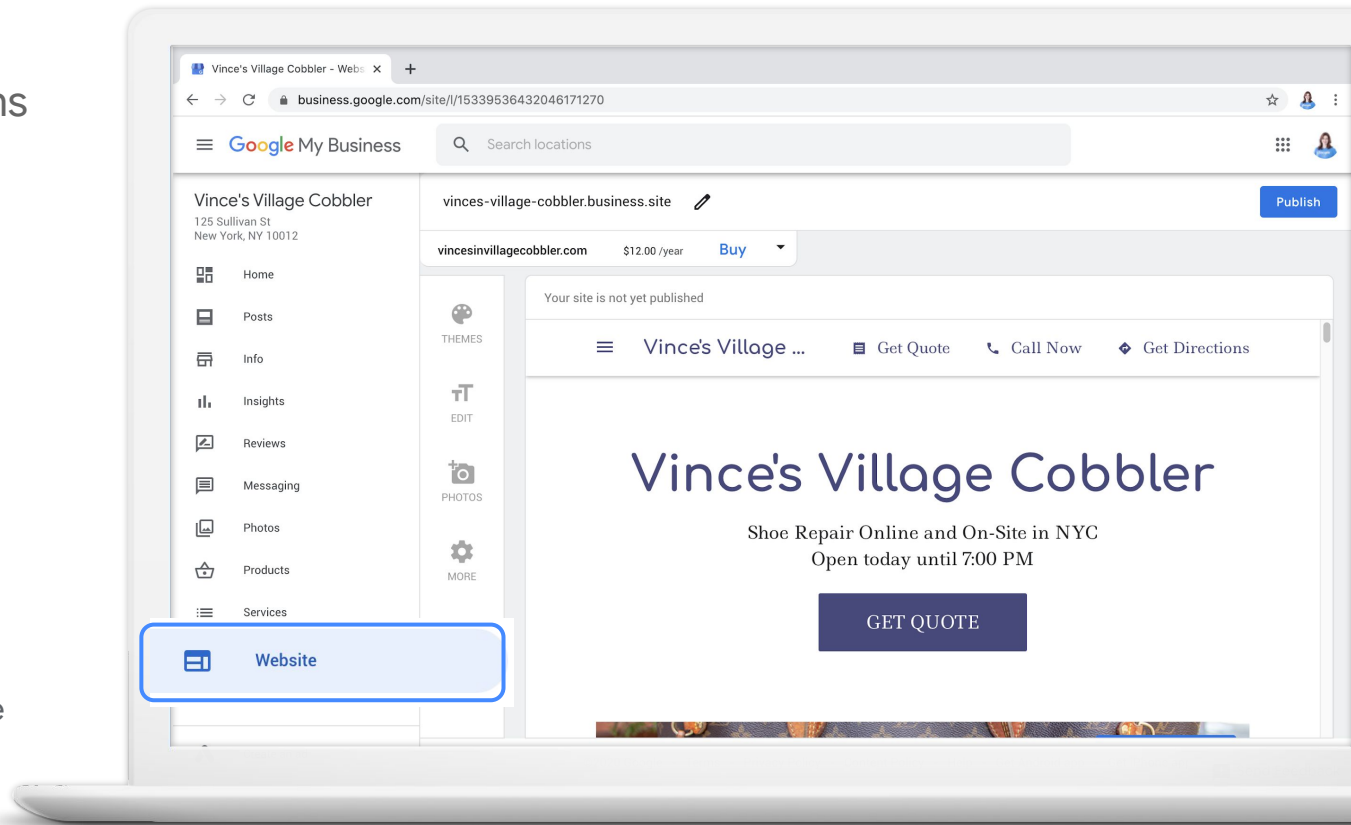


THE WEBSITE TAB

- Themes: see designs
- Edit: update text
- Photos: add more
- Publish: go live

Quick Tip:

Use the included domain name or register a custom domain.

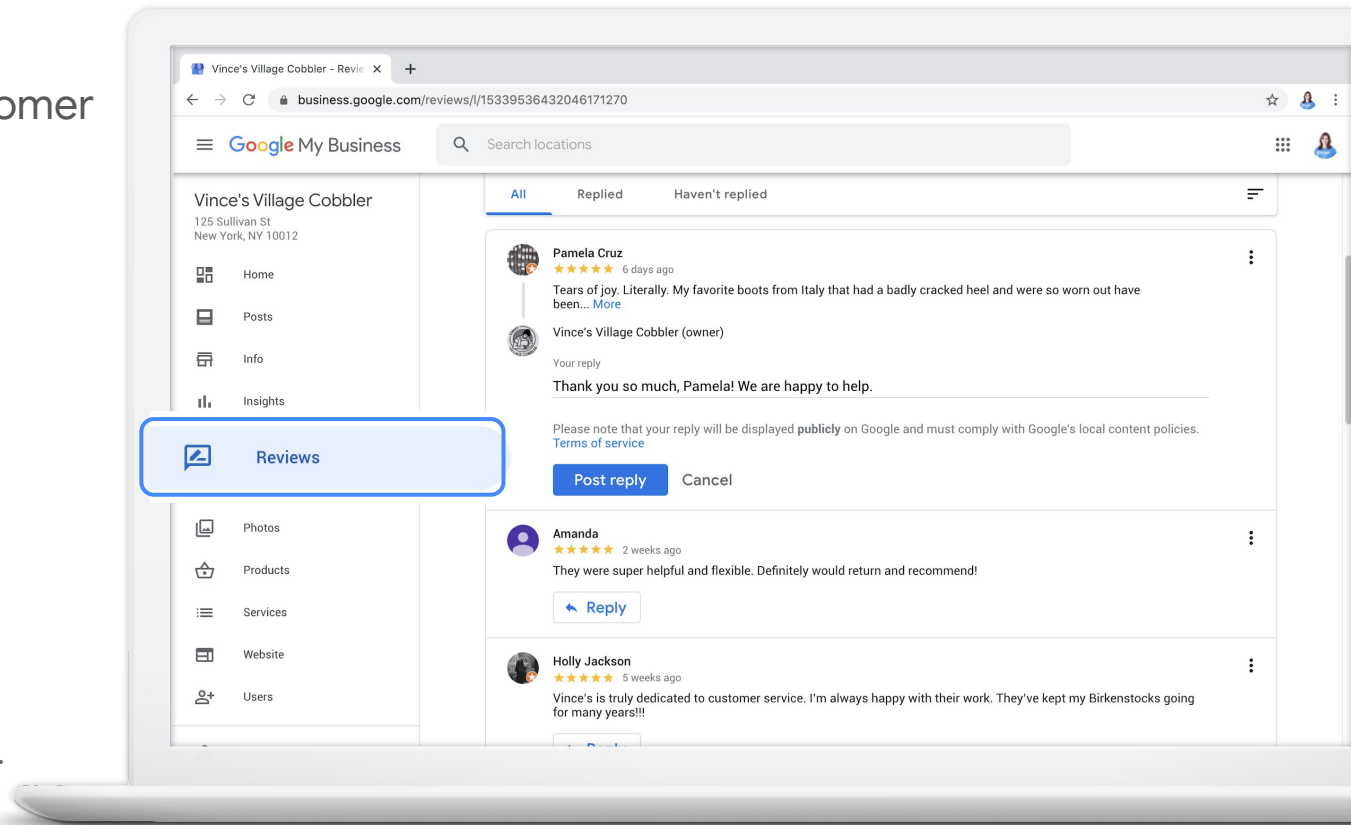


THE REVIEWS TAB

Publicly respond to customer reviews left on Google.

Quick Tip:

Use the app to be notified when customers write reviews.

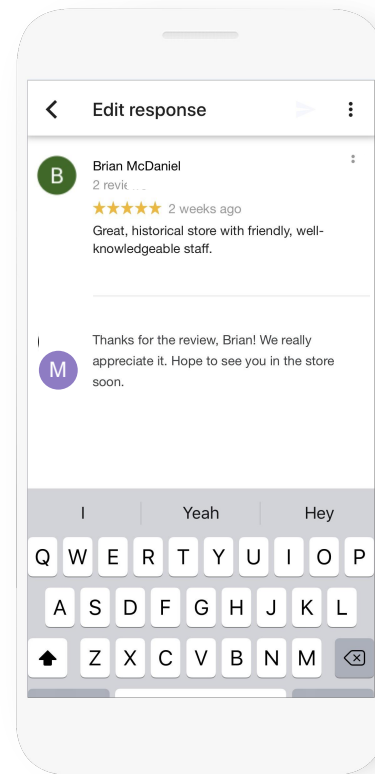
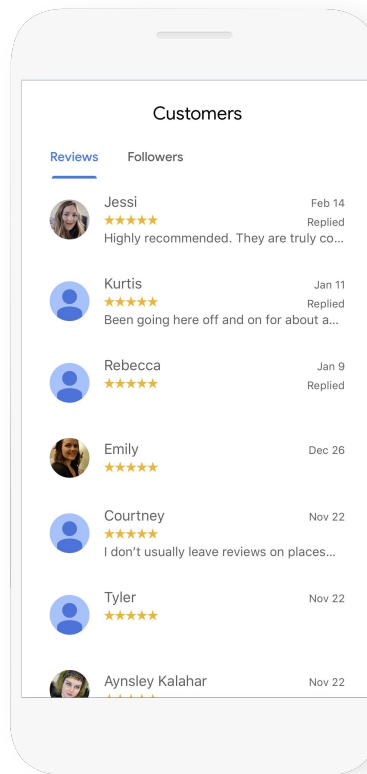


TIPS FOR MANAGING REVIEWS

- Invite customers to leave reviews through the [short URL](#):

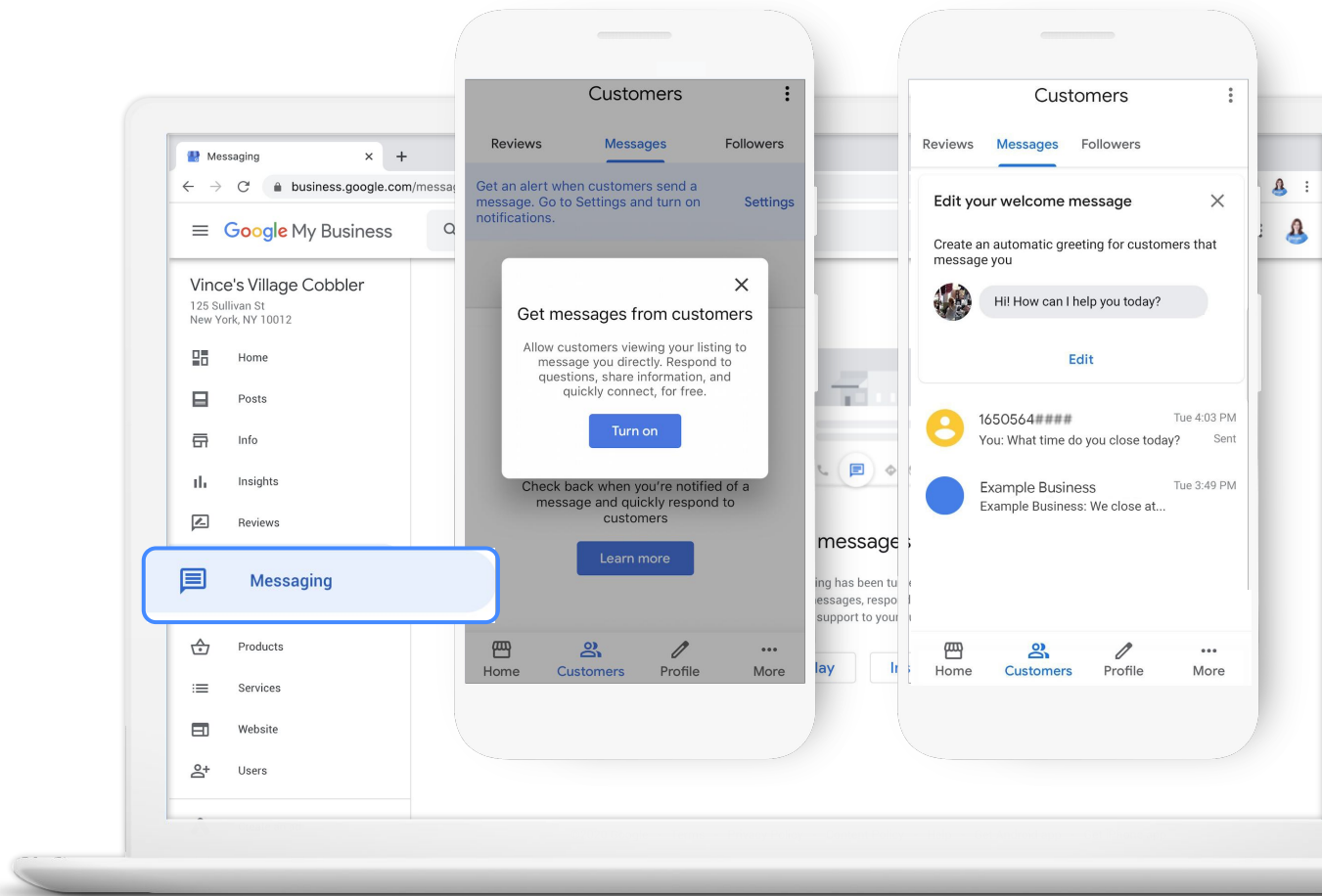
[g.page/\[shortname\]/review](#)

- Reply to reviews to build customer trust and brand loyalty.



THE MESSAGING TAB

- Set up messaging in the app.
- Customers can send messages that you can respond to.

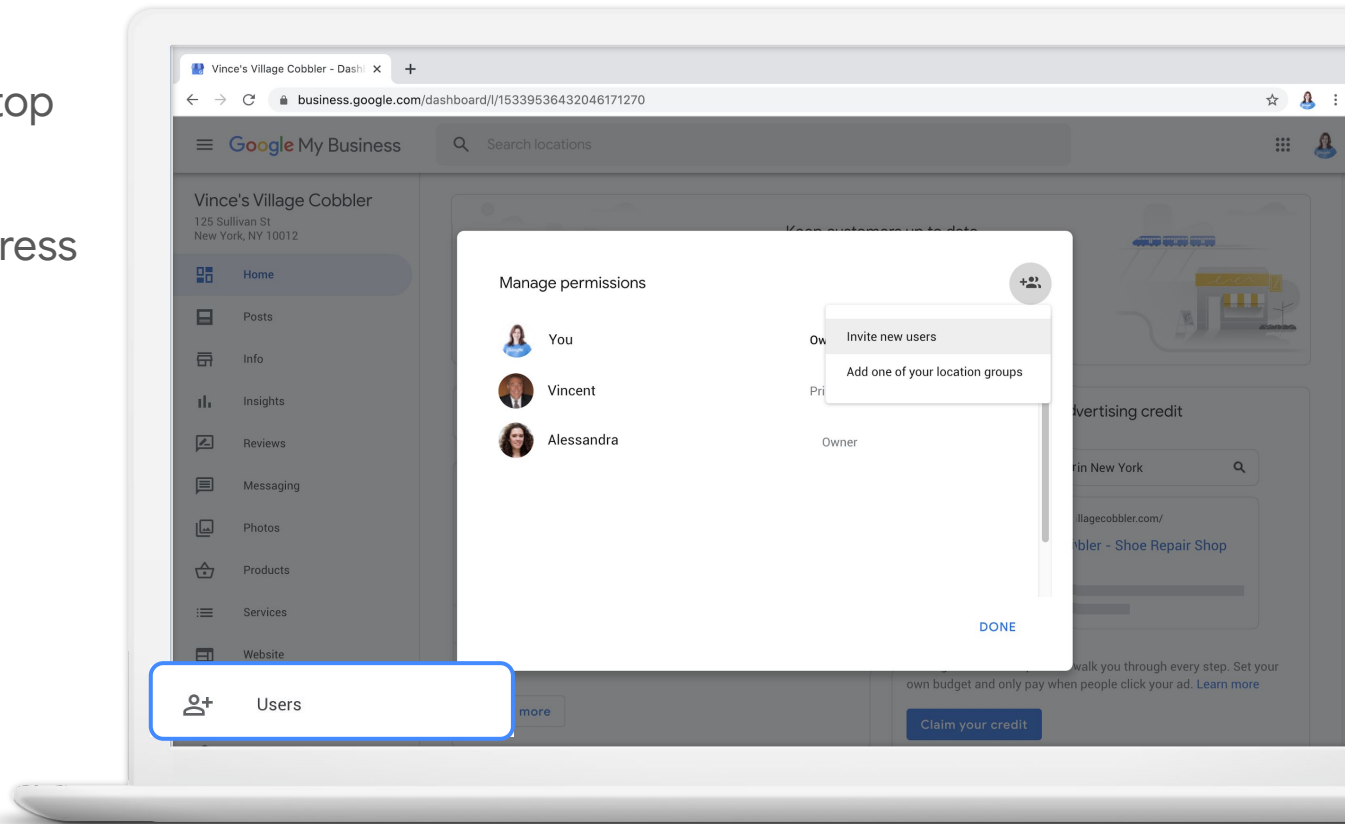


THE USERS TAB

- Click the + icon at top right to add users
- Enter the email address
- Select role

Quick Tip:

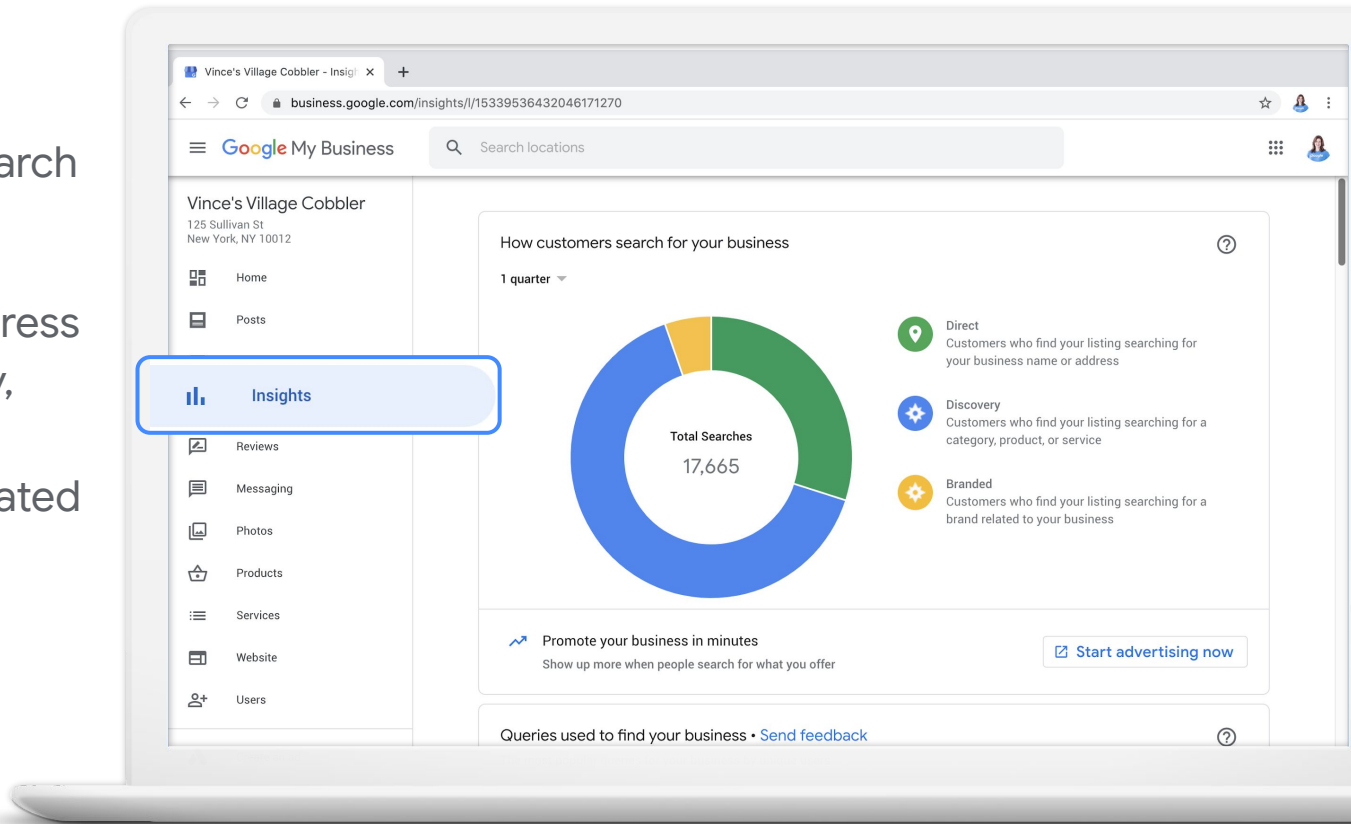
You must be an owner to add or remove users



THE INSIGHTS TAB

Learn how customers search for your business.

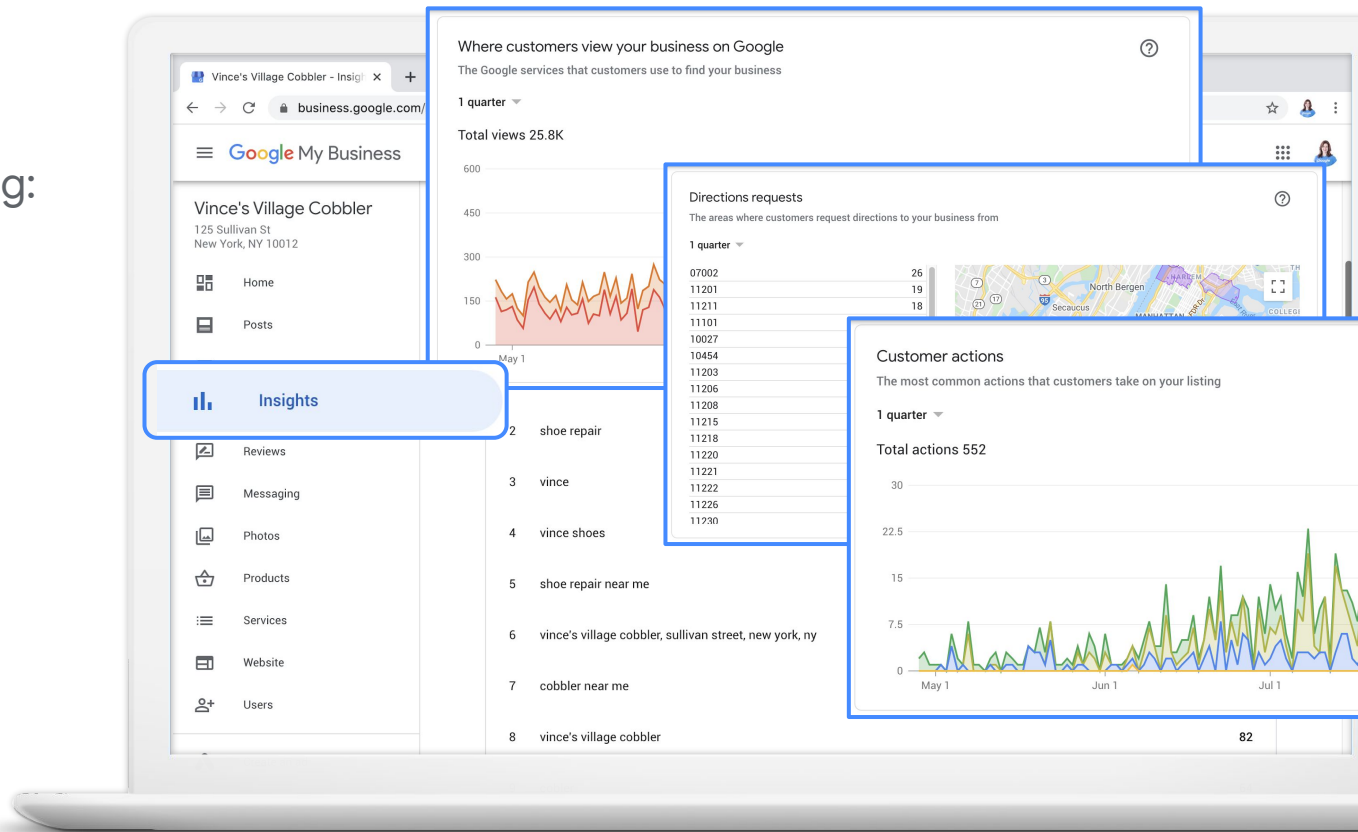
- Direct: name or address
- Discovery: category, product, or service
- Branded: brands related to your business



THE INSIGHTS TAB: MORE REPORTS

Learn more about your Business Profile, including:

- Search queries
- Search or Maps
- Customer actions
- Driving directions
- Phone calls
- And more



Next steps

- 1 Visit google.com/business
- 2 Claim or complete your Business Profile.
- 3 Request a postcard.
 - Should arrive within 5 days.
 - When received, sign in and enter verification code to complete.
- 4 In the meantime, explore Google My Business and update business info.

ONCE YOUR BUSINESS PROFILE IS CREATED

1

Make a habit: review and update business info:
google.com/business

2

Add business details, photos and videos, share posts, and more.

3

Explore Insights to learn how customers find you on Google.

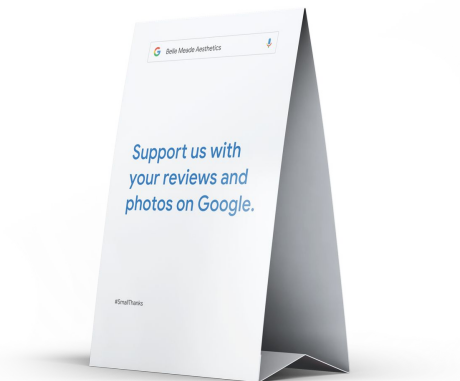
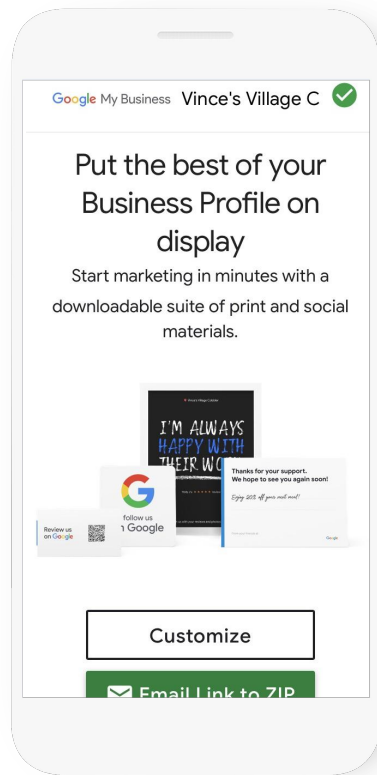
Recap & resources



PROMOTE WITH MARKETING KIT

Create custom posters, social posts, and more from reviews and updates on your Business Profile on Google, at no additional cost.

g.co/marketingkit

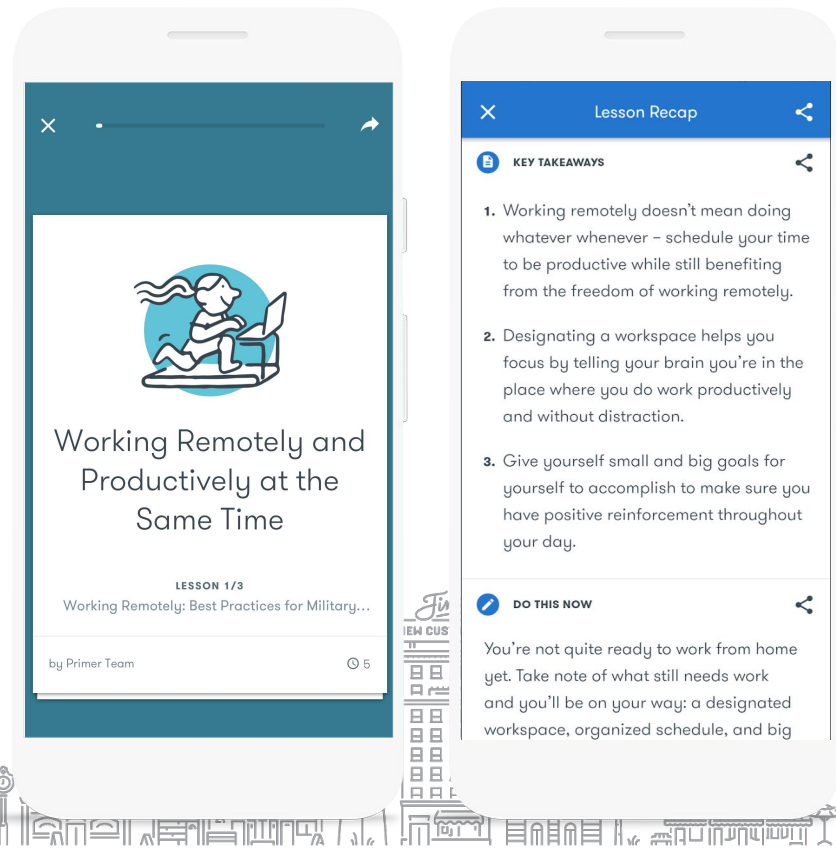


BUSINESS AND MARKETING LESSONS WITH GOOGLE PRIMER

Quick, easy lessons on your phone, on topics like creating a business plan or finding remote work.

- Learn whenever you have a few minutes free, even on the go
- Practical, personalized next steps

Download the Primer app:

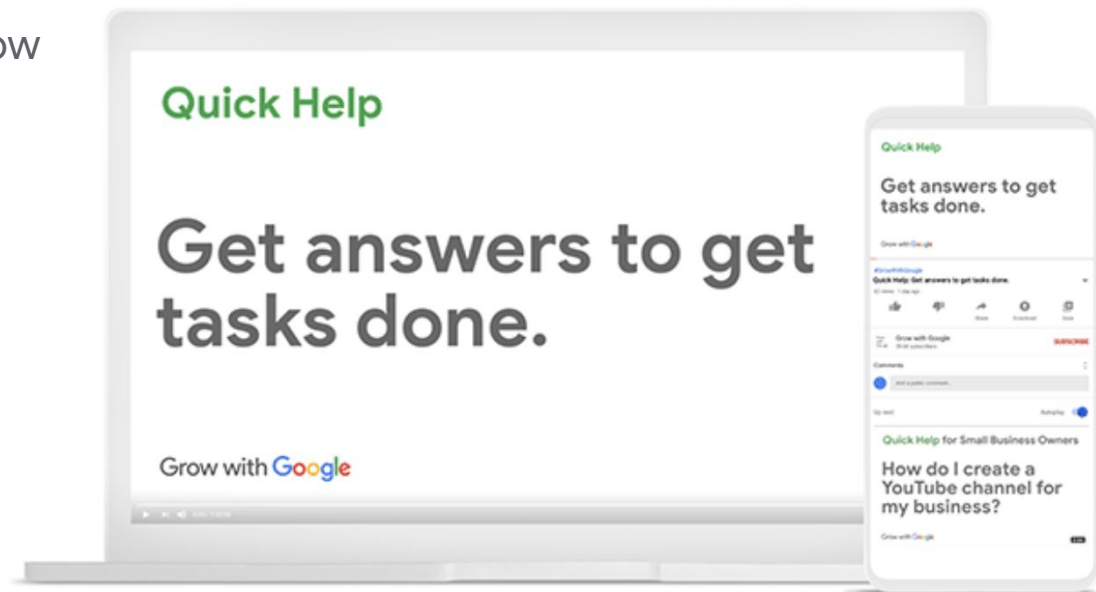


QUICK HELP VIDEOS FOR SMALL BUSINESSES

- Watch short videos to learn how to use Google's tools
- Find answers to frequently asked questions
- Learn about new features

Quick Tip:

Watch on Youtube
g.co/grow/quickhelp

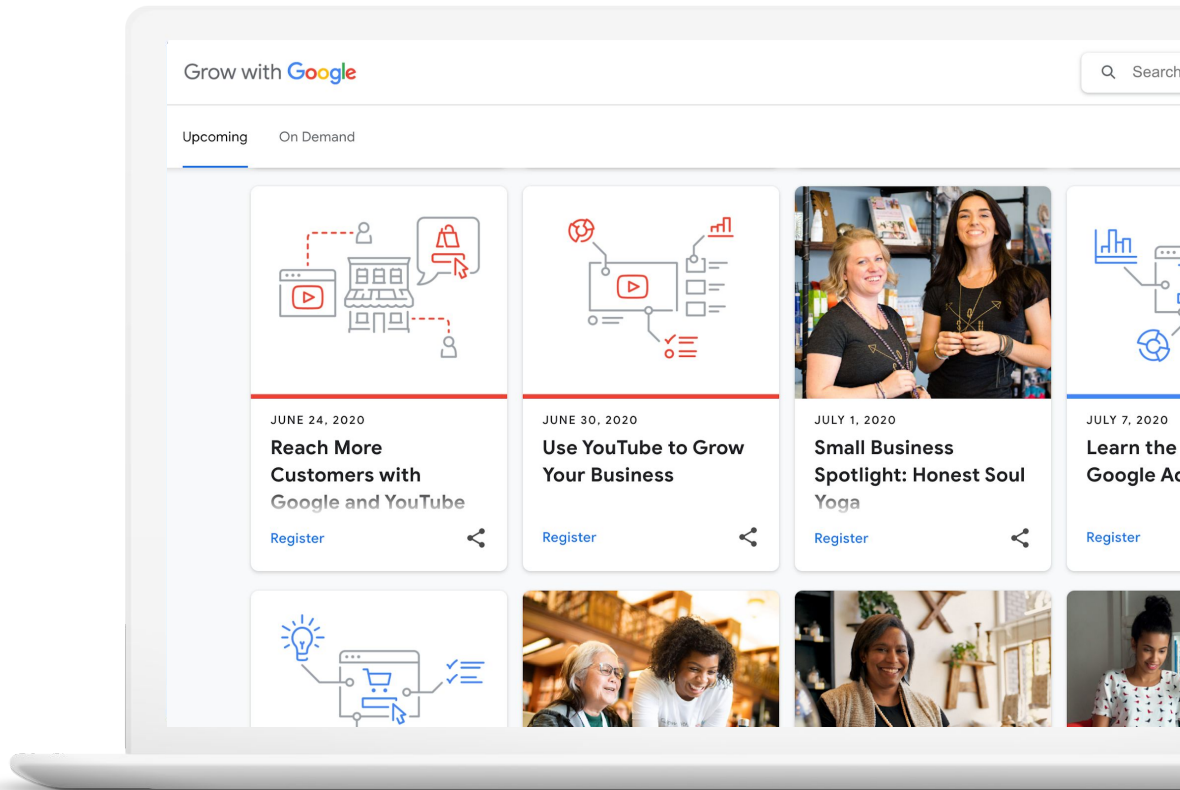


CONTINUE YOUR EDUCATION WITH GROW WITH GOOGLE ONAIR

Register for free virtual workshops to enhance your digital skills and grow your business.

Quick Tip:

Register for virtual workshops
g.co/GrowOnAir



Grow with Google



Google Ads

**We'll match the amount
you spend up to \$150.**

<https://bit.ly/2xRfNfp>



FREE ONLINE TRAINING AND TOOLS AT GOOGLE.COM/GROW

For teachers and students

Bring digital tools into your classroom.

For local businesses

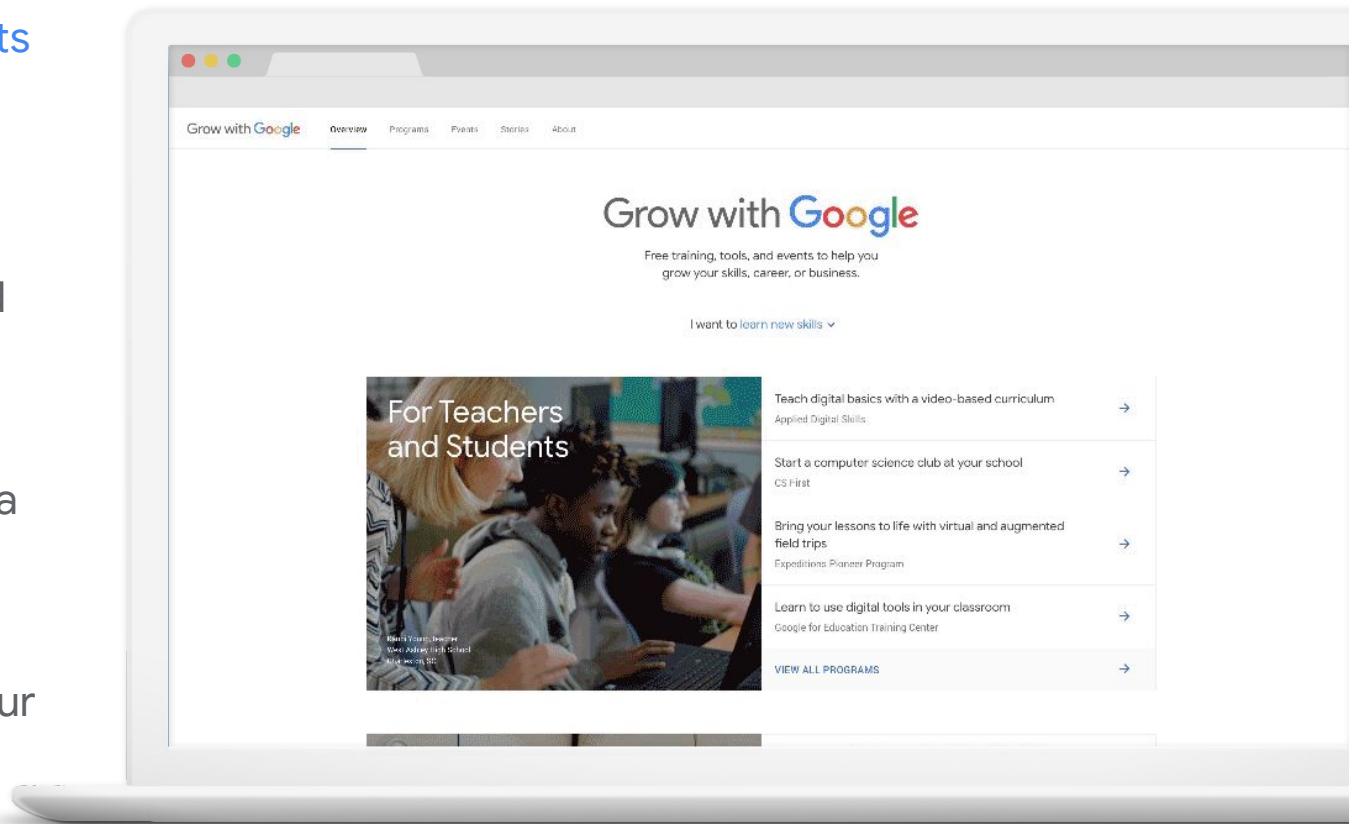
Help new customers find you online.

For job seekers

Boost your resume with a new certification.

For developers

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



Grow with Google

Thank You @SixciaDevine LinkedIn: Sixcia Devine

