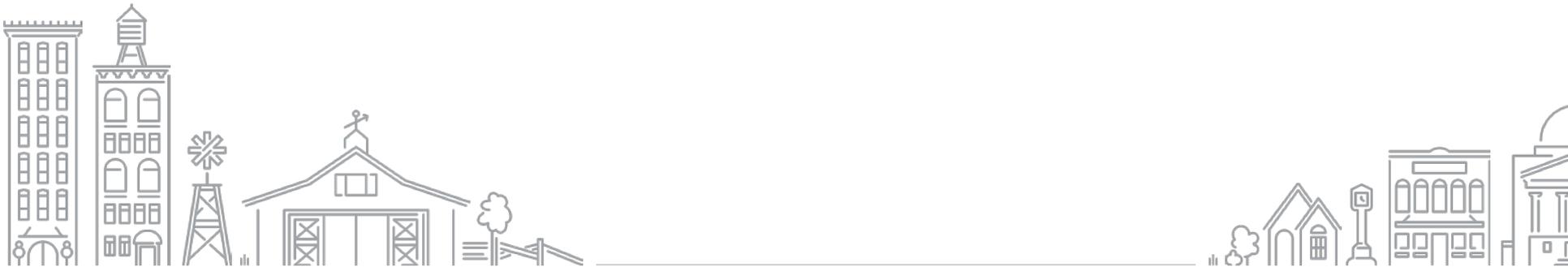


Grow with Google

# Get Your Business Online

[google.com/grow](https://google.com/grow)



Menu board with illegible text.

Menu board with illegible text.

Menu board with illegible text and a yellow circular sticker.

**CAKES  
ANYWHERE  
IN THE USA**



**PLACE  
ORDER**  
←←←←←



# AGENDA

## ○ WHAT IS A BUSINESS PROFILE ON GOOGLE?

Manage business information with the Google My Business app

## ○ CREATE A BUSINESS PROFILE WITH GOOGLE MY BUSINESS

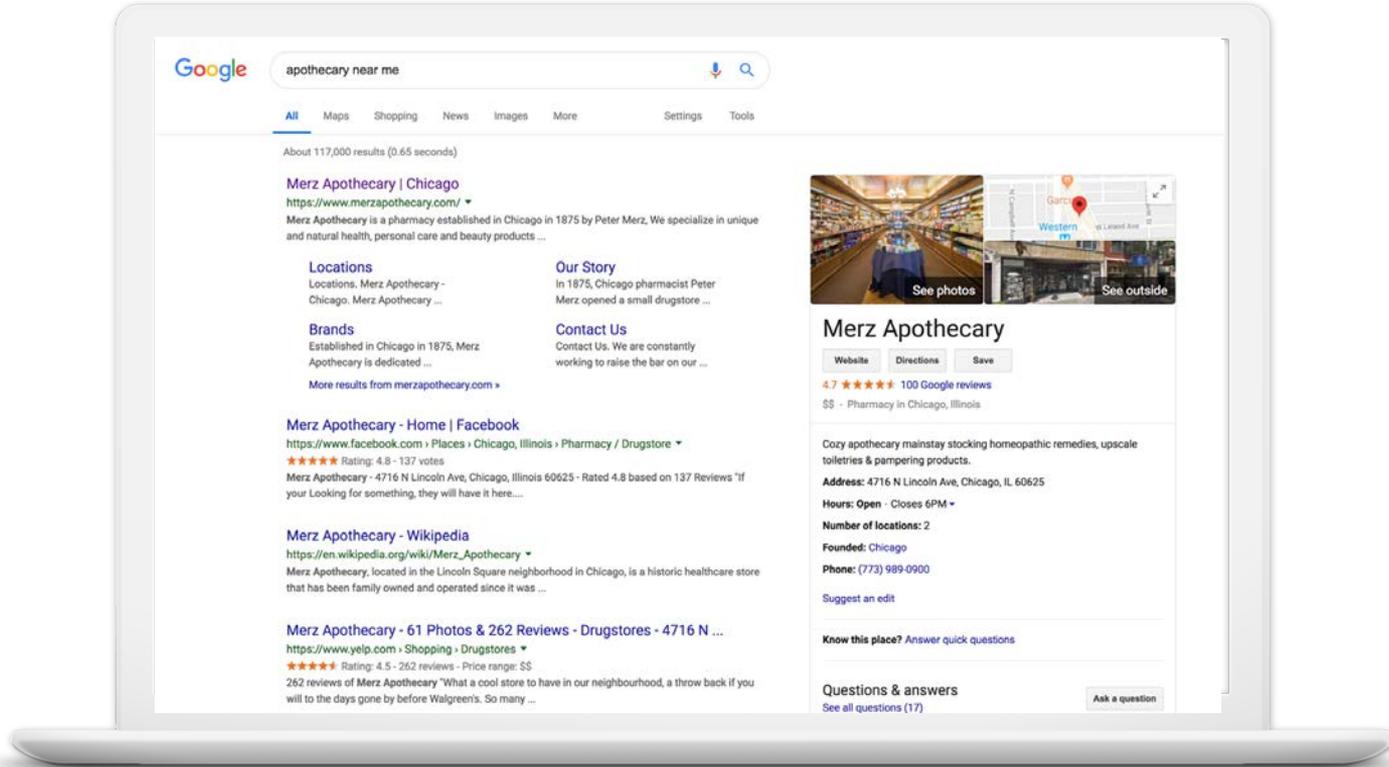
Claim or verify your business profile on Google

## ○ ACTIVITY TIME WITH GOOGLE MY BUSINESS

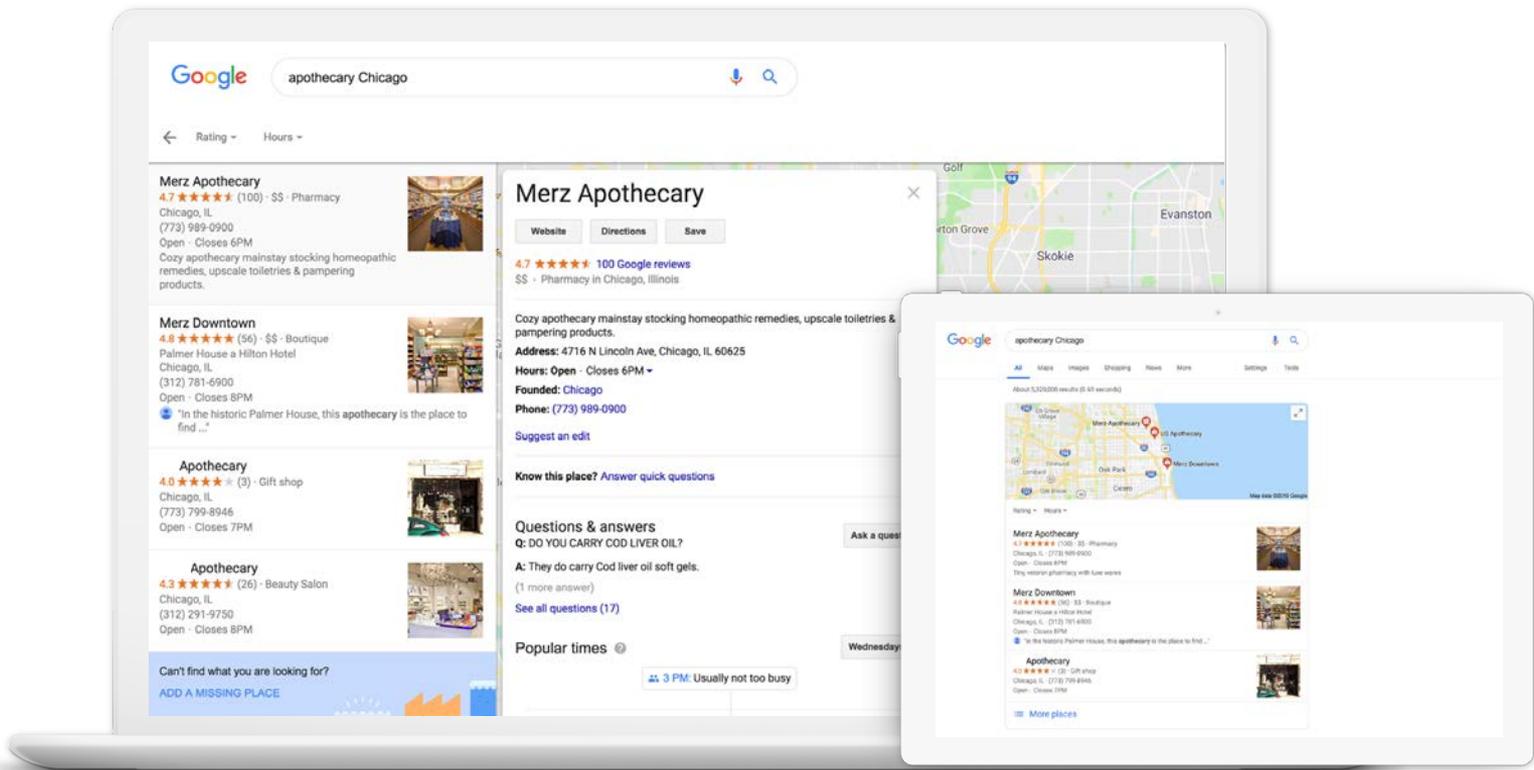
Hands on Google My Business support with Googlers



# CONNECT WITH CUSTOMERS WHEN THEY SEARCH GOOGLE

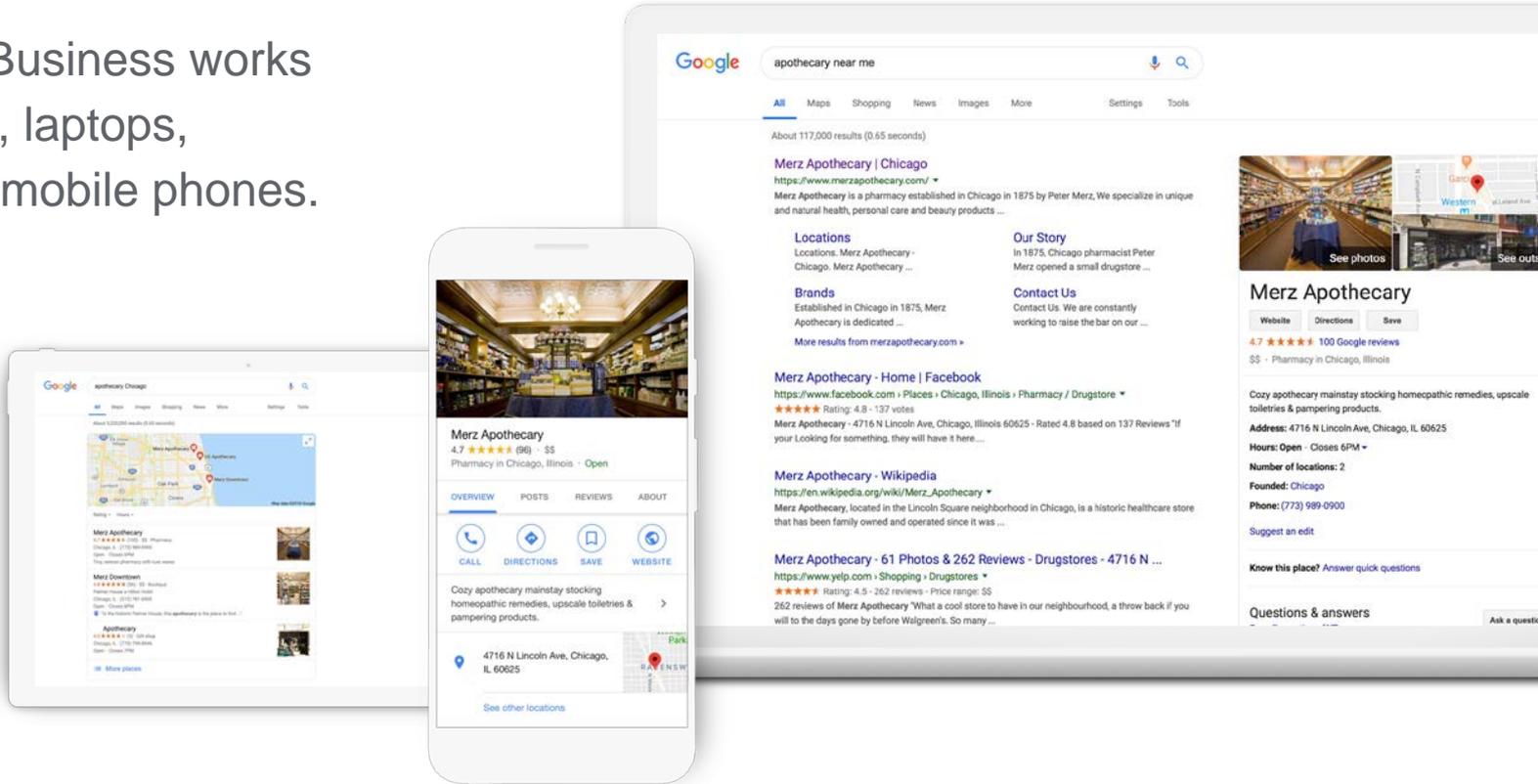


# CONNECT ON GOOGLE MAPS

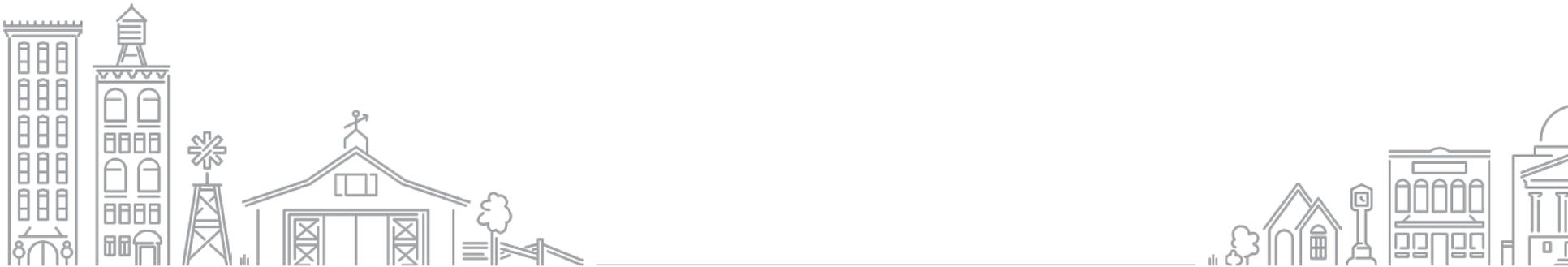


# CONNECT ACROSS DEVICES

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



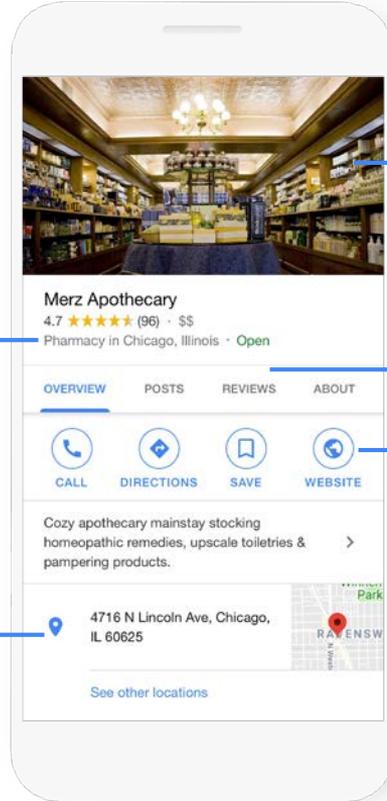
# What is a Business Profile on Google?



# ANATOMY OF A BUSINESS PROFILE ON GOOGLE

Business overview

Location Info



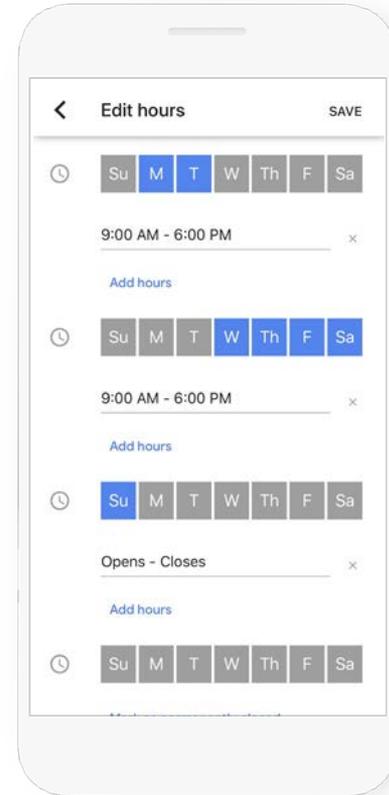
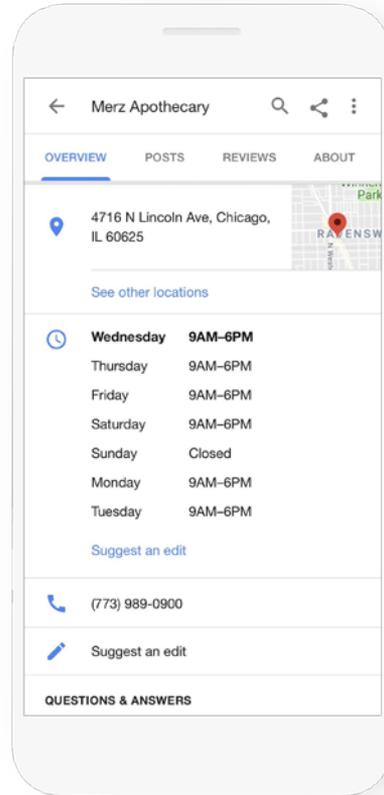
Photos and videos

Reviews

Quick links

# CONFIRM YOUR BUSINESS HOURS ON GOOGLE

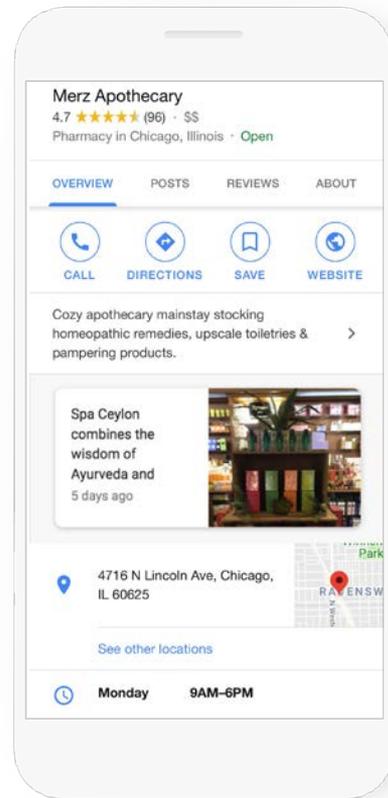
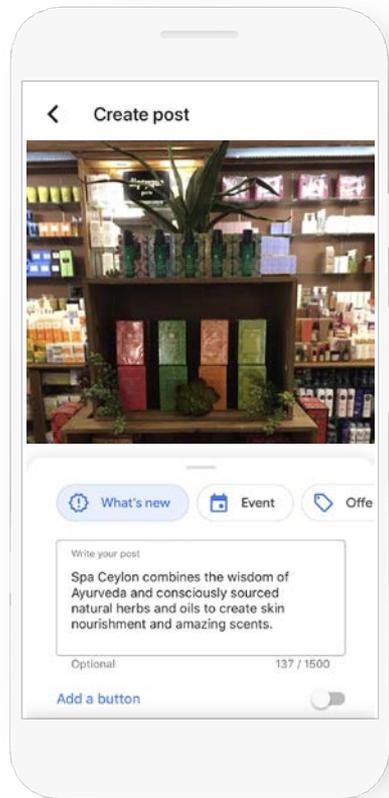
40% of local business searchers want to find hours of operation. <sup>1</sup>



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

# SHARE UPDATES WITH POSTS

Post updates  
directly on your  
Business Profile.



# POST CAN HELP YOUR BUSINESS IN MANY WAYS



Announcements



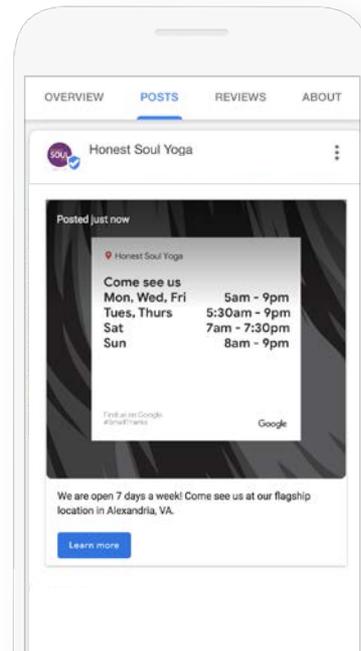
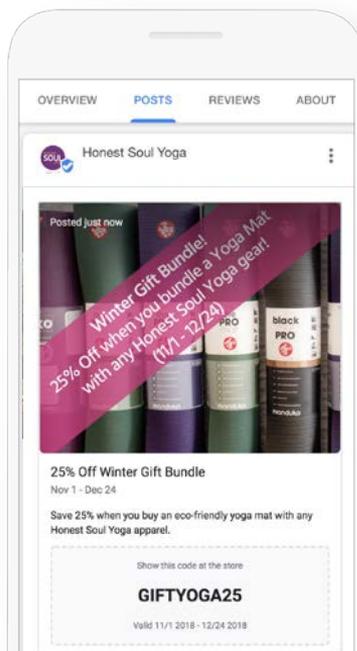
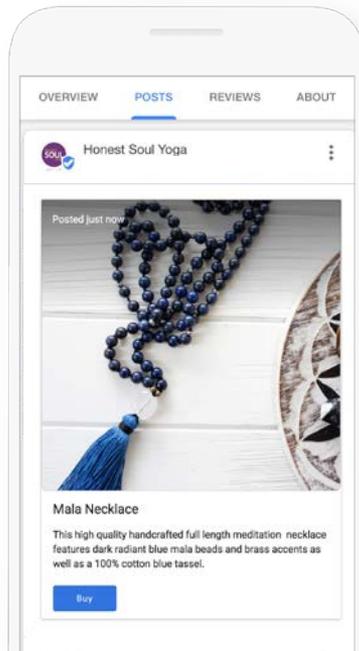
Products



Offers



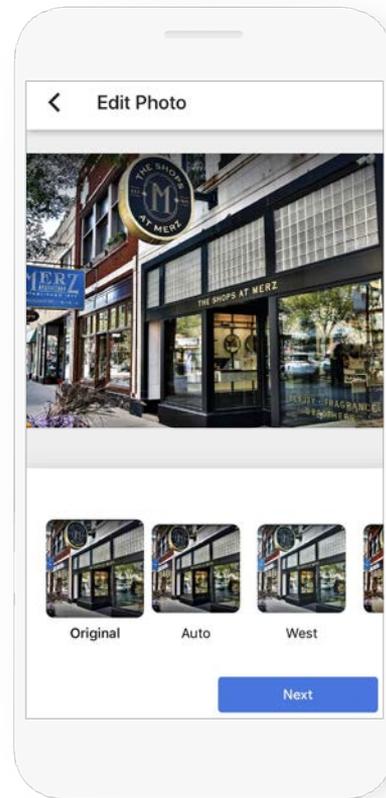
Business Info



## ADD BUSINESS PHOTOS

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

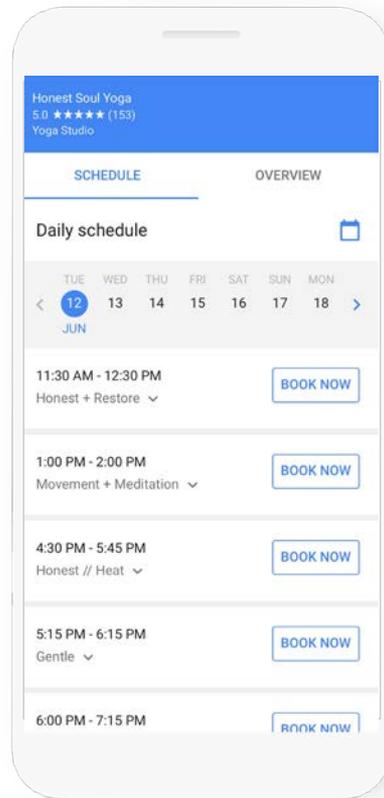
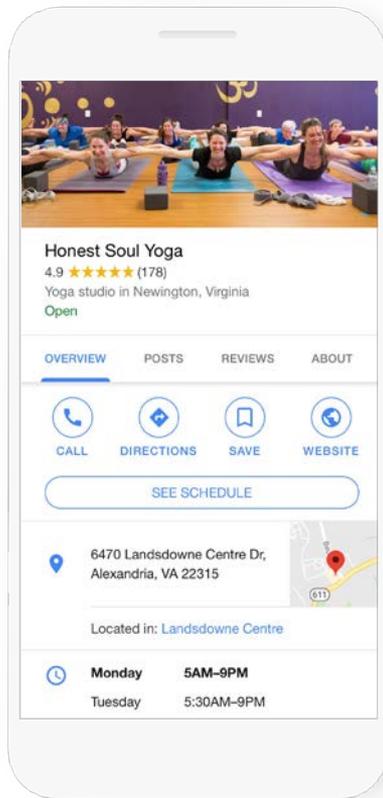
Take photos and add filters directly from the app.



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

# CUSTOMERS CAN BOOK APPOINTMENTS, FAST

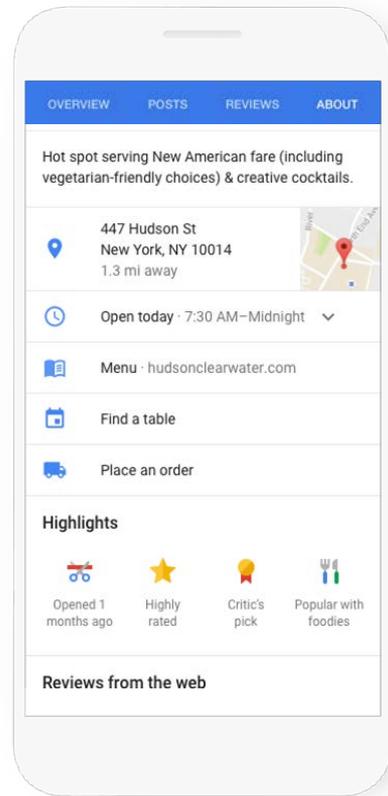
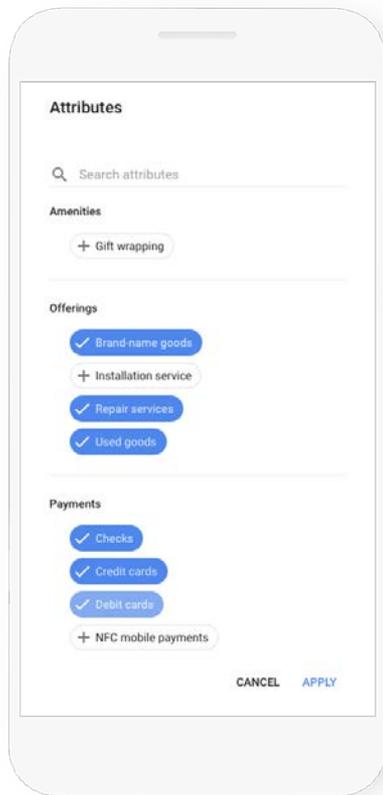
Book an appointment in under a minute, directly through your profile.



## ADD DETAILS WITH ATTRIBUTES

Optional attributes help searchers learn more about your business.

Can appear as highlights to help your business stand out in search results.

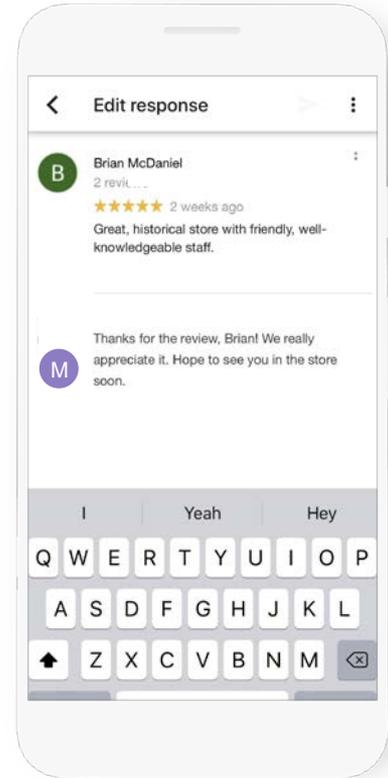
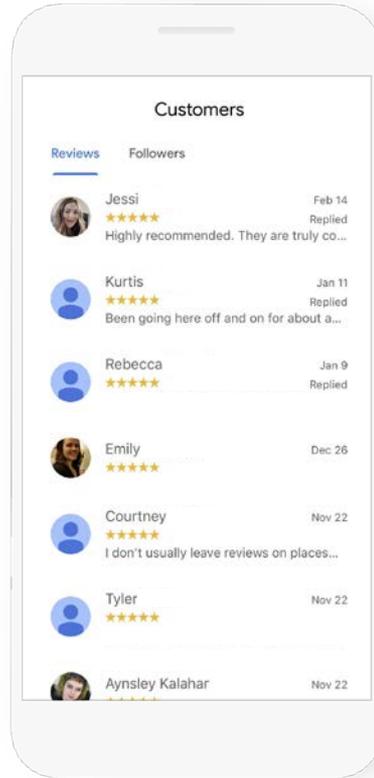


# MANAGE CUSTOMERS AND RESPOND TO REVIEWS

Be notified when customers write reviews about your business.

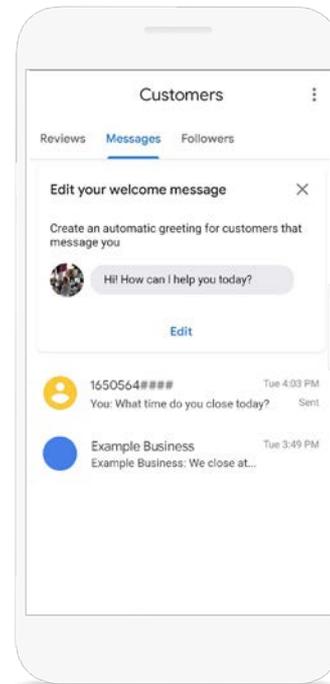
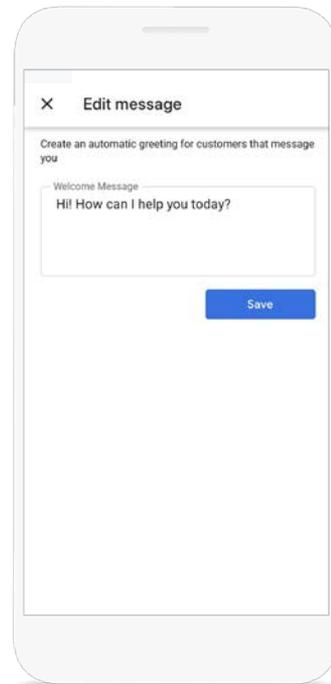
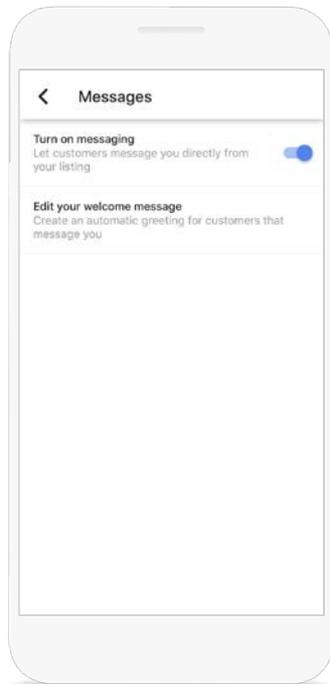
Build brand loyalty by responding.

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



# USE MESSAGING TO COMMUNICATE

Set up **messaging** so your customers can message you directly.



# SEE WHAT'S WORKING WITH INSIGHTS

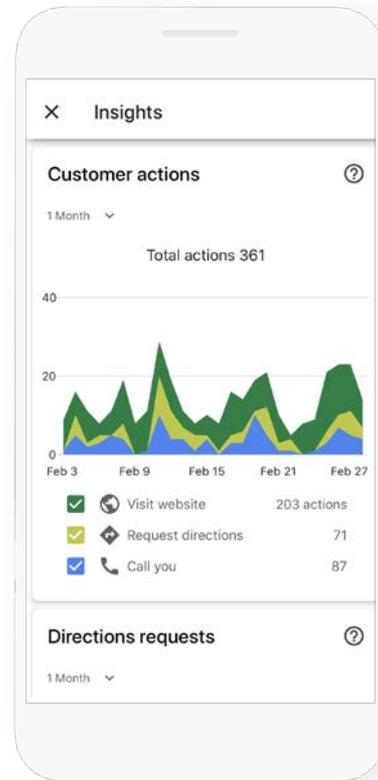
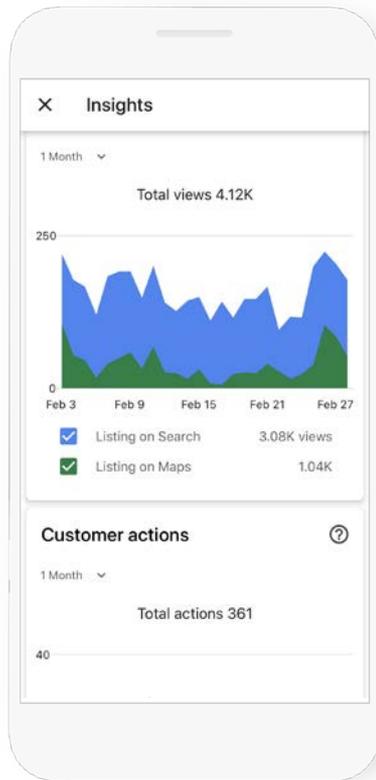
How do searchers find you?

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?

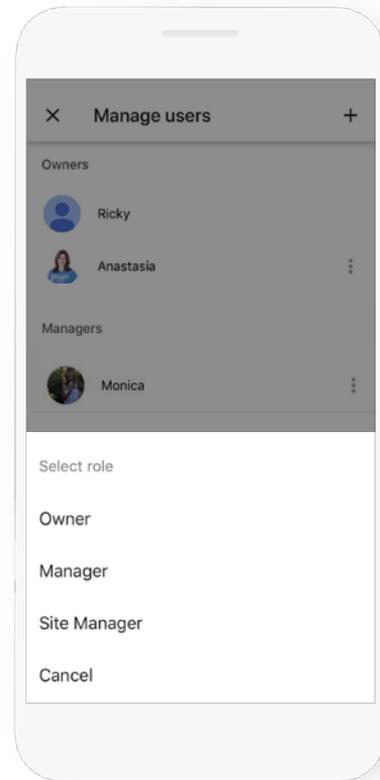
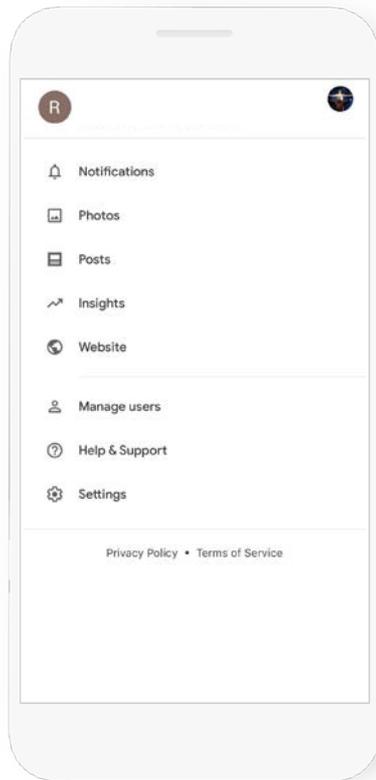


## ADD MANAGERS TO HELP

First, click [Manage Users](#).

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

Enter their email address and [select their role](#).

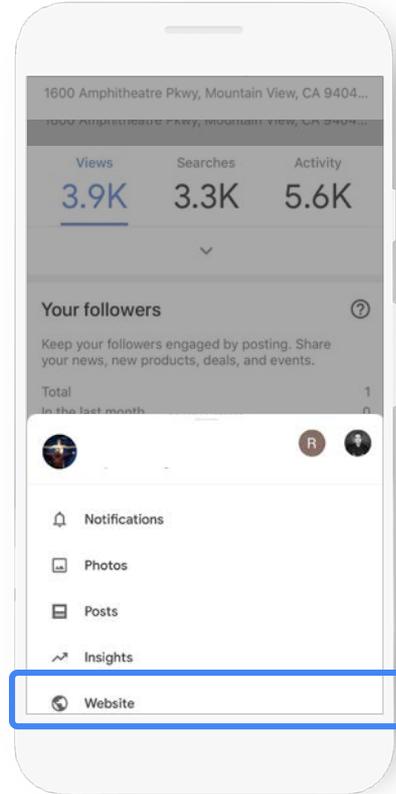


# CREATE A FREE WEBSITE WITH GOOGLE MY BUSINESS

Click [website](#) to get started.

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

[Publish](#) website.



## MAKE UPDATES WITH THE MOBILE APP

Up-to-date profiles are:

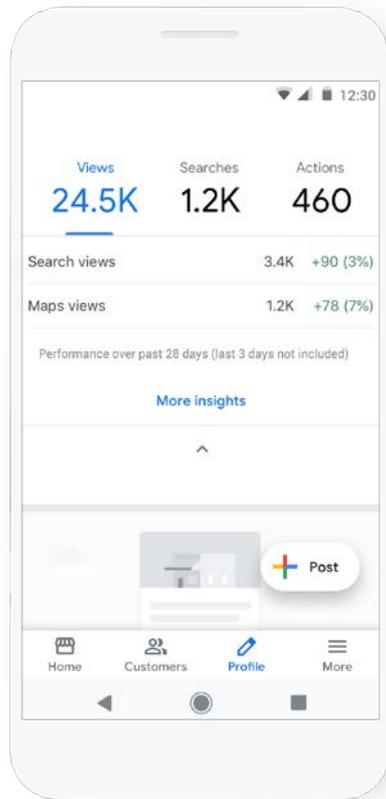
**2.7X** more likely to be considered reputable. <sup>1</sup>

**70%** more likely to attract location visits. <sup>1</sup>

**50%** more likely to lead to a purchase. <sup>1</sup>

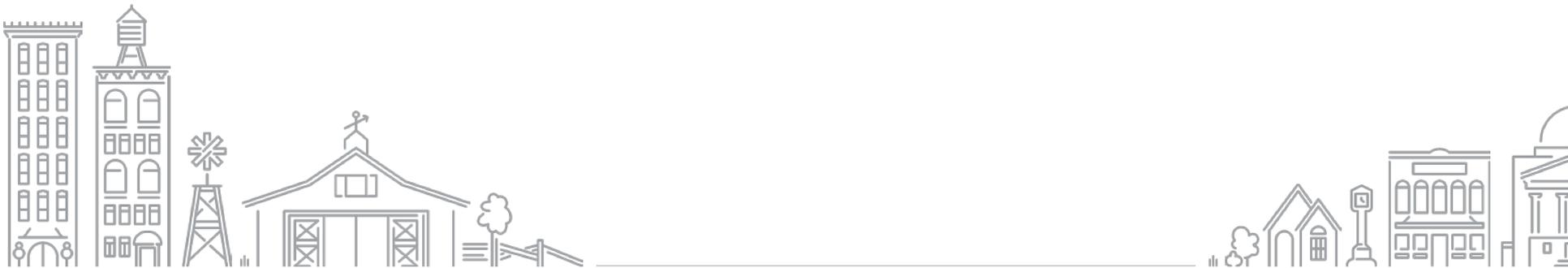


Download the free app for Android or iOS.



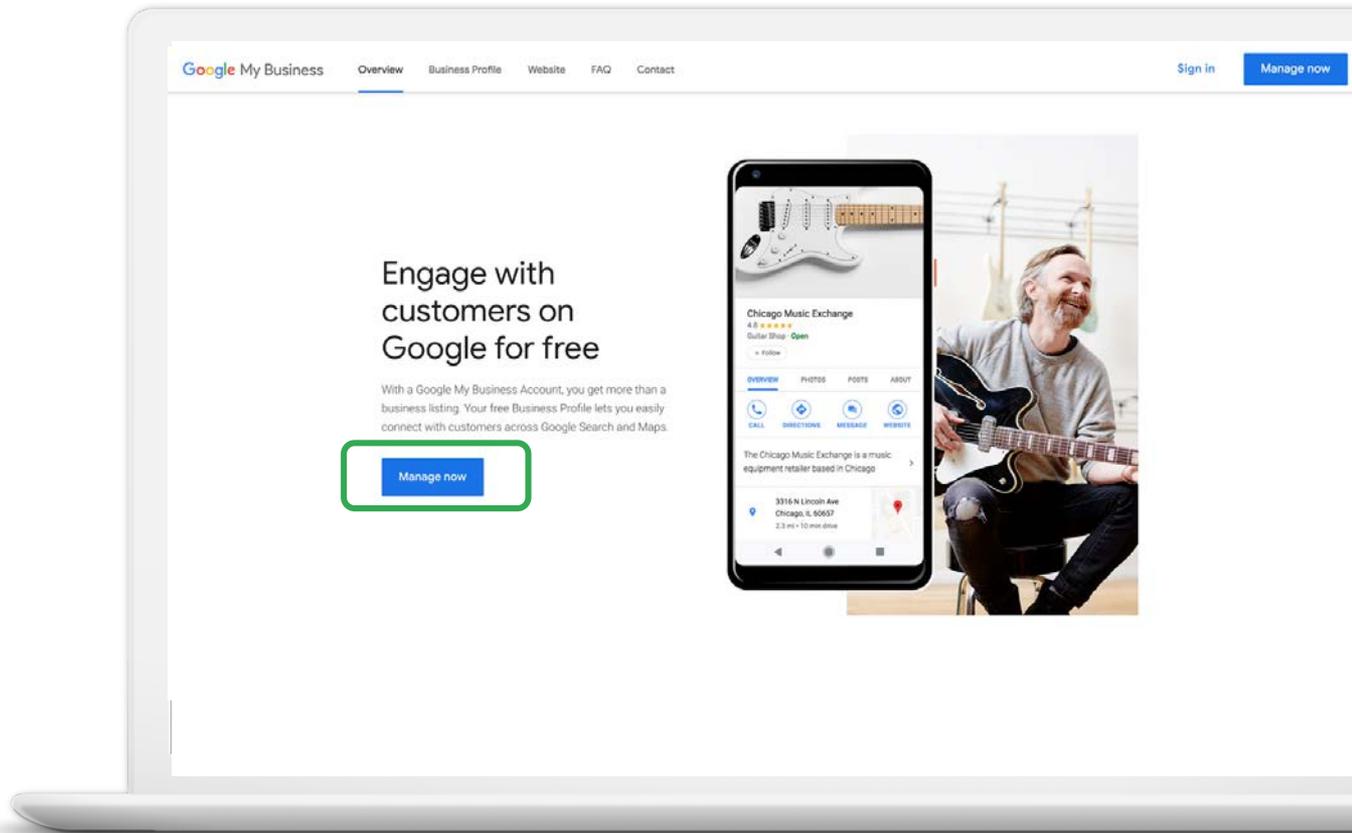
<sup>1</sup> Ipsos research: Benefits of a complete listing 2017

# Create a Business Profile with Google My Business



# GOOGLE MY BUSINESS

To get started, visit:  
[google.com/business](https://google.com/business)

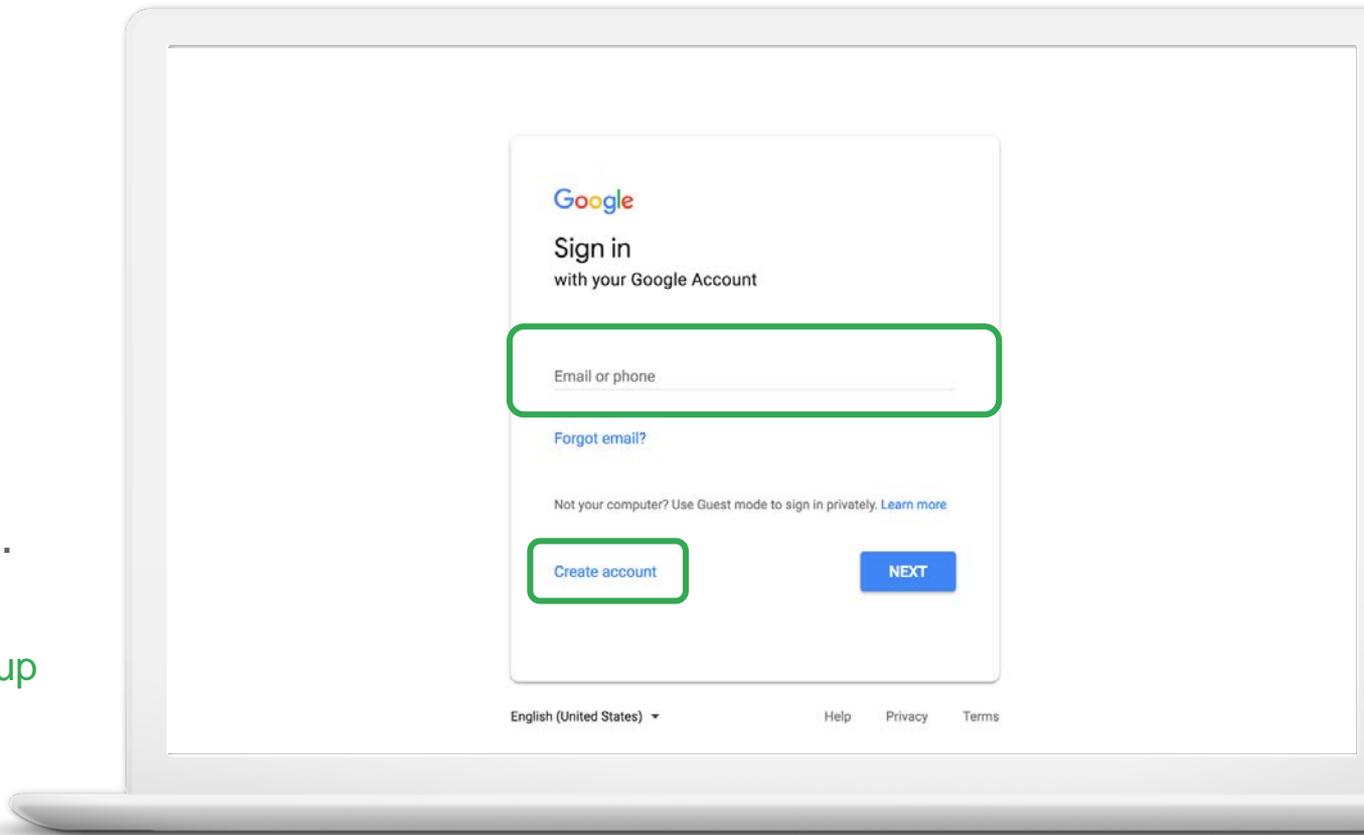


## STEP 1: SIGN INTO YOUR GOOGLE ACCOUNT

Sign into the Google Account you use for your business.

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

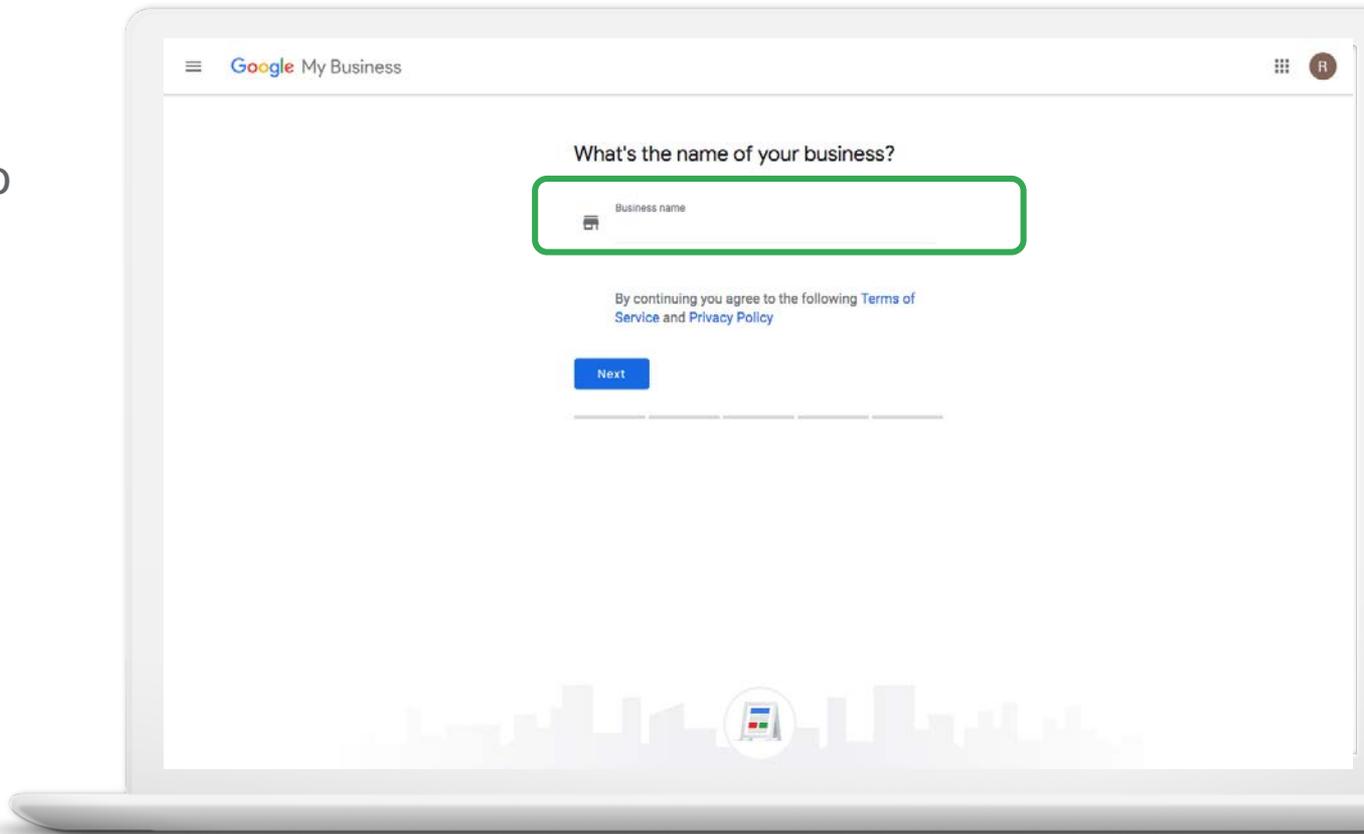
[accounts.google.com/signup](https://accounts.google.com/signup)



## STEP 2: SELECT YOUR BUSINESS OR ADD IT

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

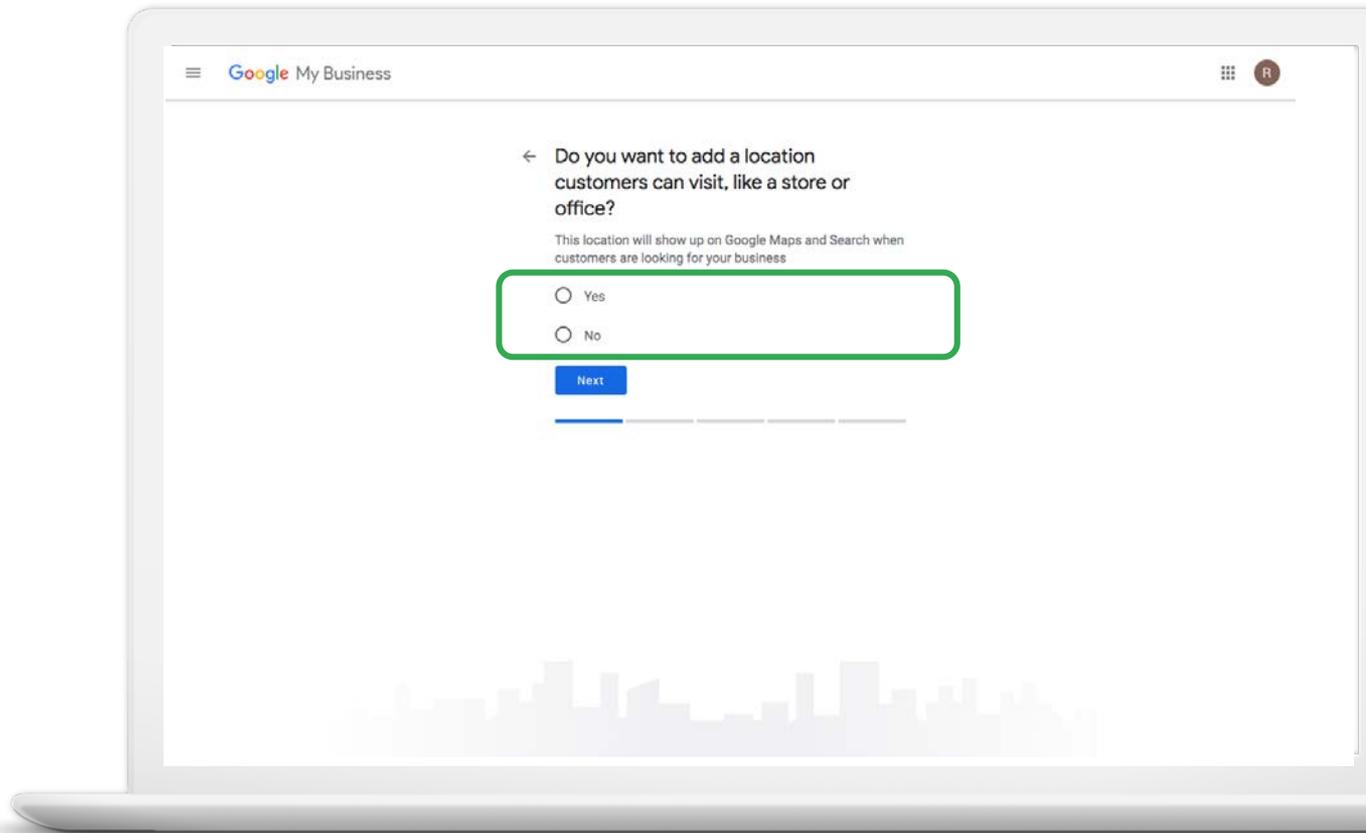
It may appear in a drop - down list.



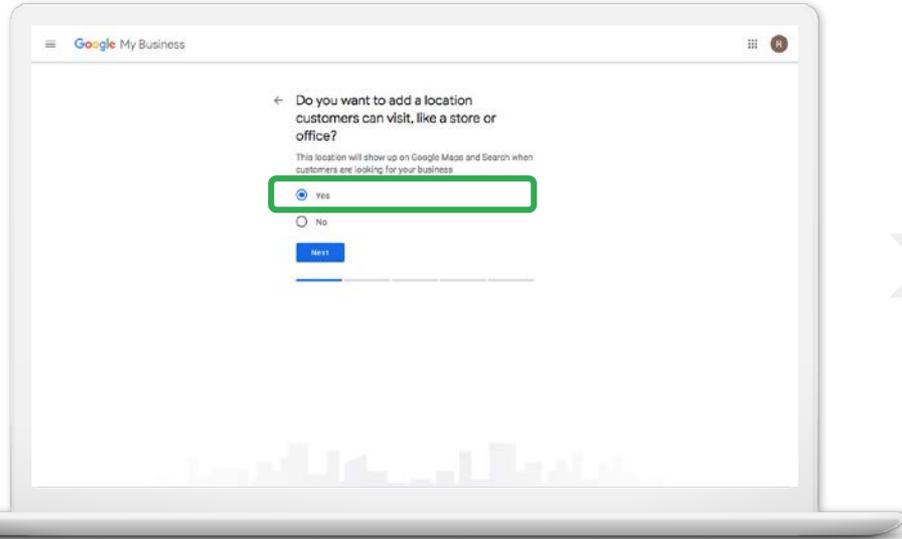
## STEP 3: ENTER YOUR BUSINESS DETAILS

Check “yes” to add a location customers can visit.

Check “no” if the business delivers goods or services to customers at their location.



# ENTER YOUR BUSINESS ADDRESS



Google My Business

← Do you want to add a location customers can visit, like a store or office?

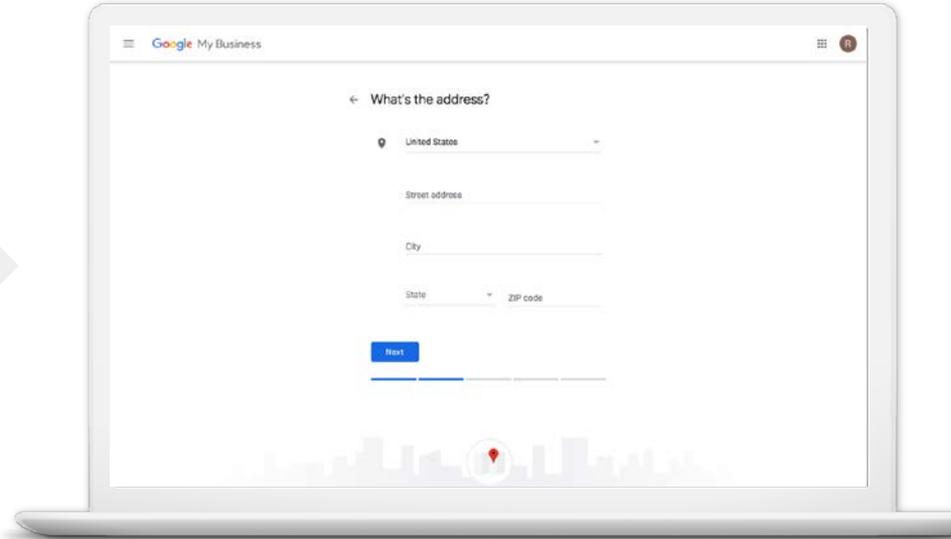
This location will show up on Google Maps and Search when customers are looking for your business.

Yes

No

Next

A large green rectangle highlights the 'Yes' radio button. A blue progress bar is at the bottom, with the first segment filled.



Google My Business

← What's the address?

United States

Street address

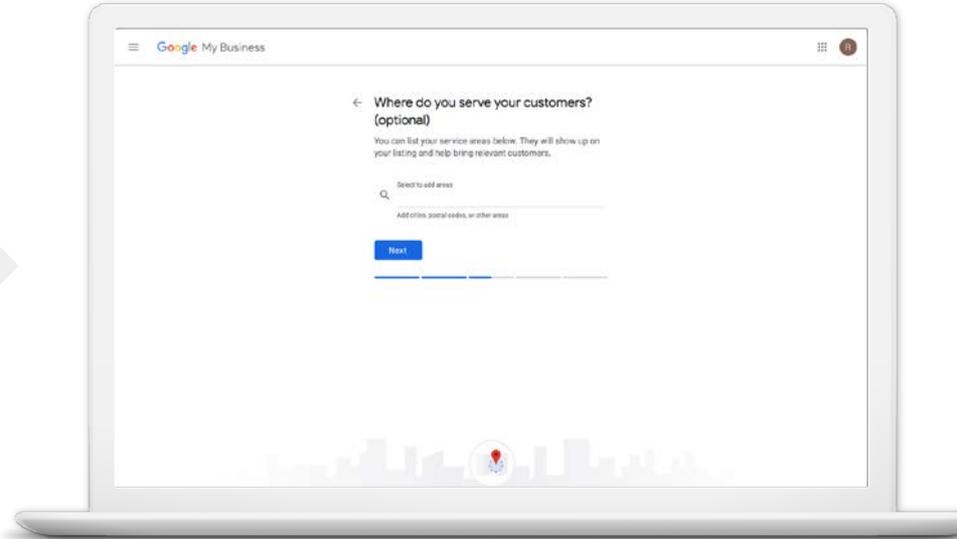
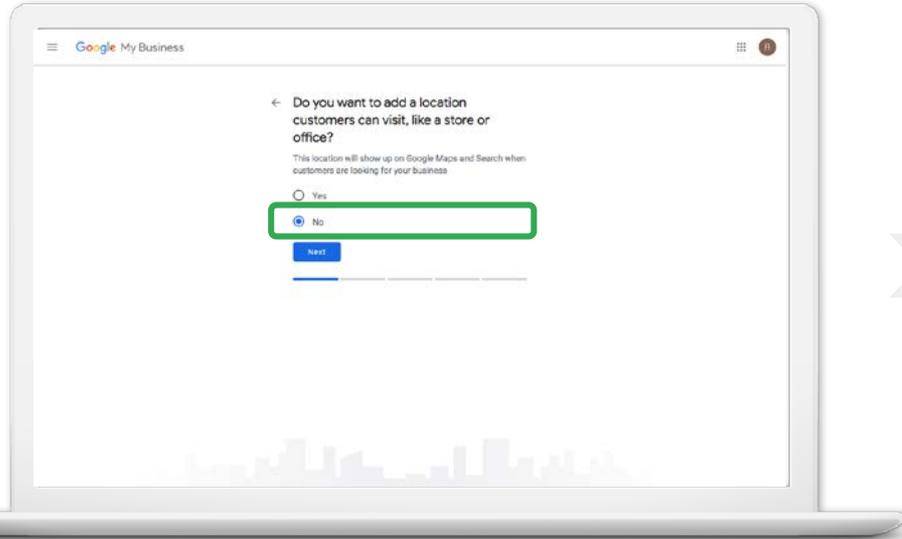
City

State ZIP code

Next

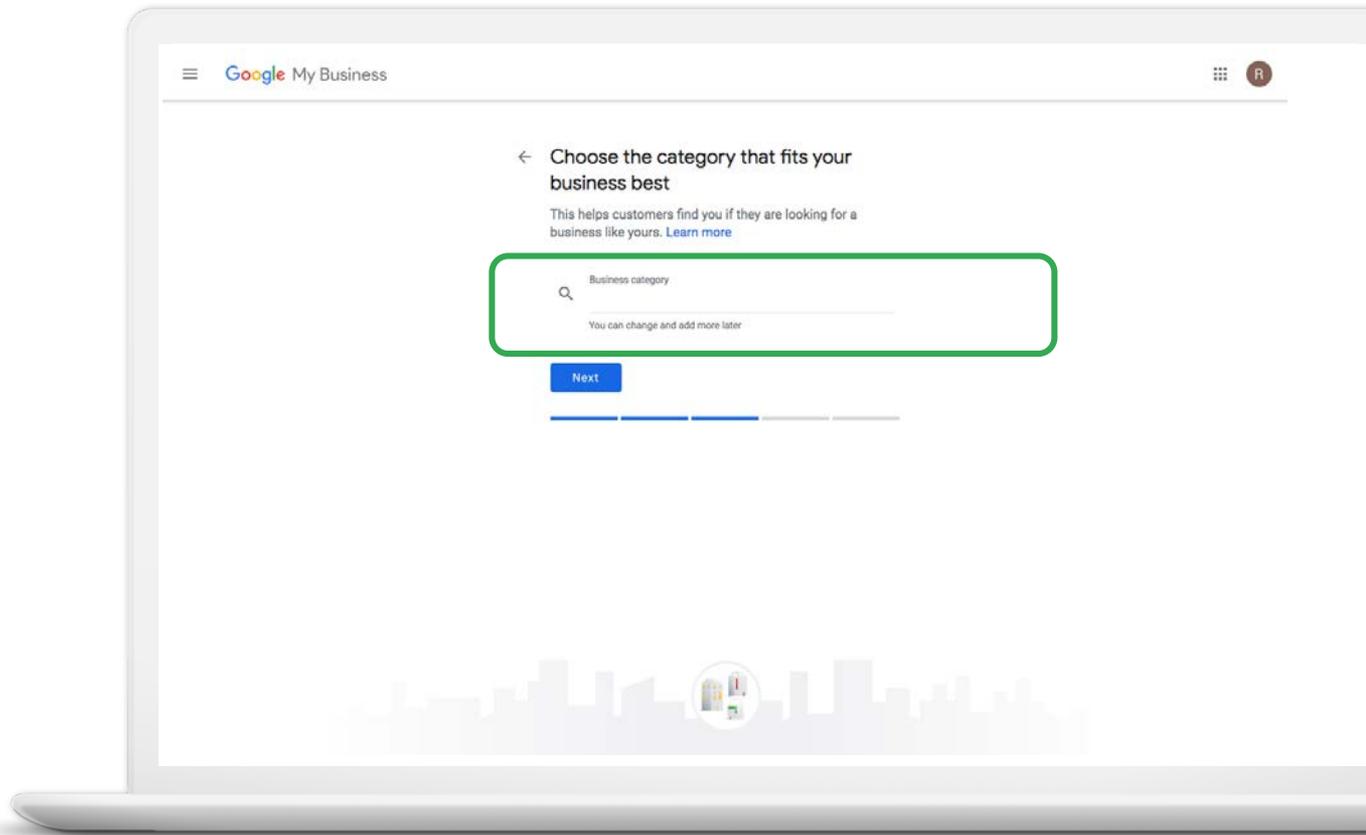
A red location pin icon is visible in the bottom right corner of the screen. A blue progress bar is at the bottom, with the first segment filled.

# ENTER YOUR SERVICE AREAS



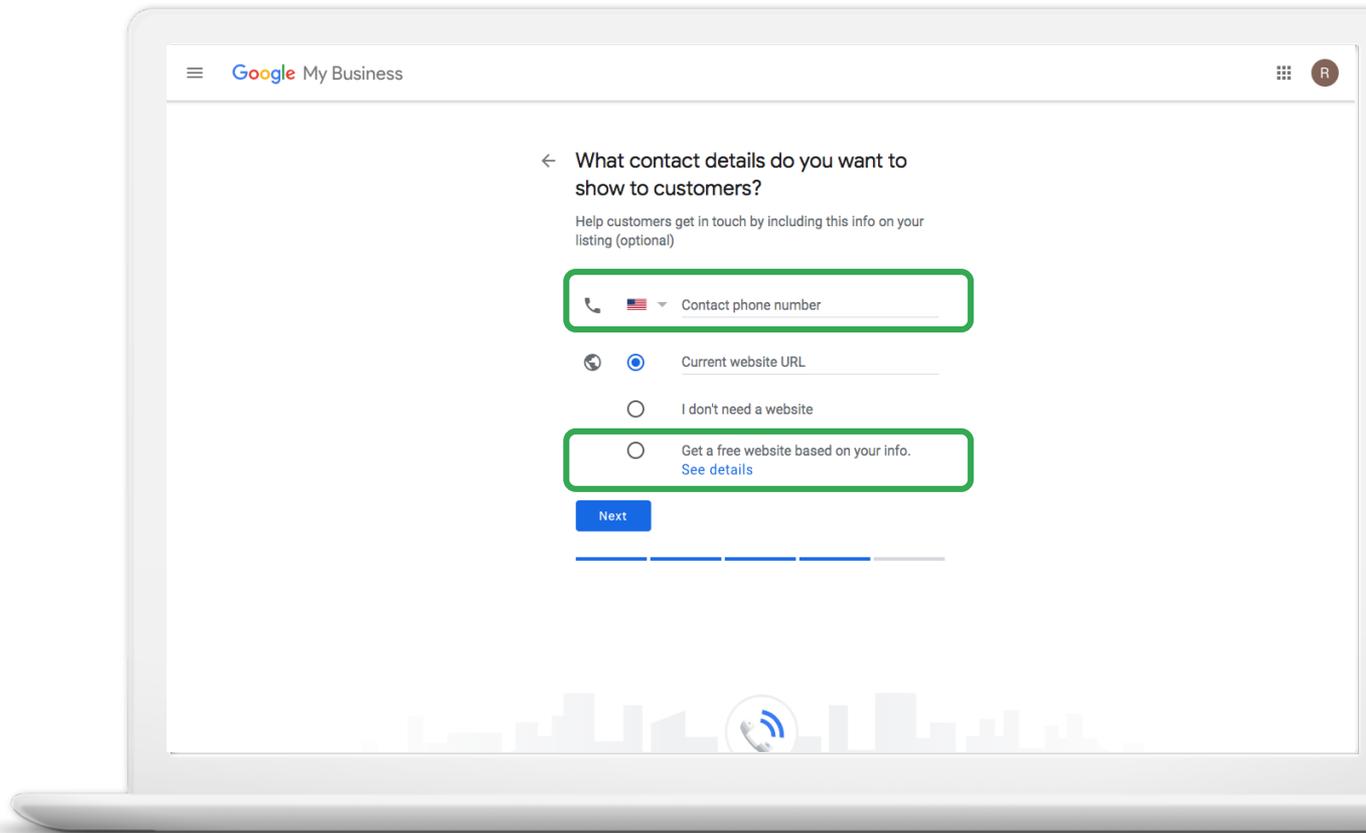
## ENTER YOUR BUSINESS CATEGORY

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



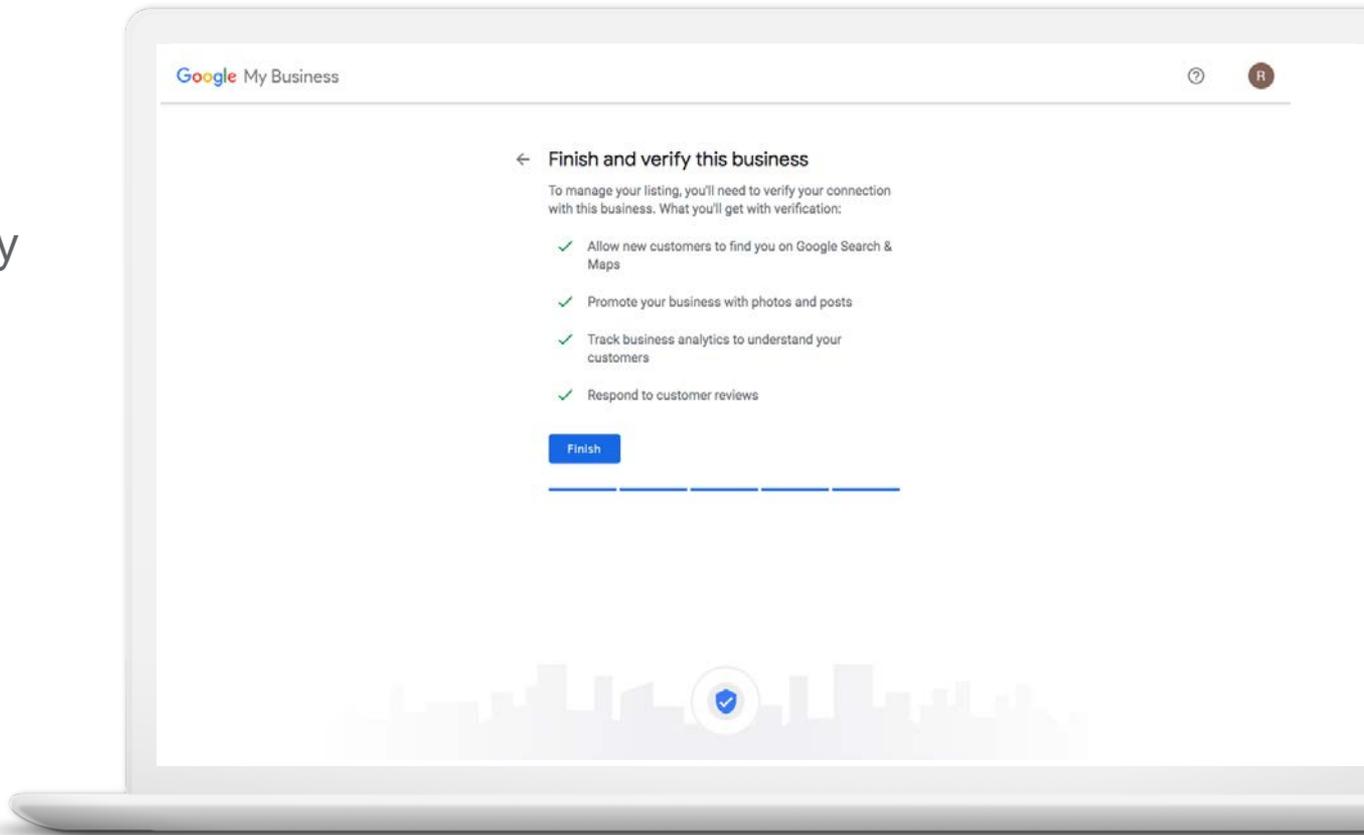
# ENTER YOUR PHONE NUMBER OR WEBSITE

Providing current info will help customers get in touch with your business.



## STEP 4: VERIFY YOUR CONNECTION TO THE BUSINESS

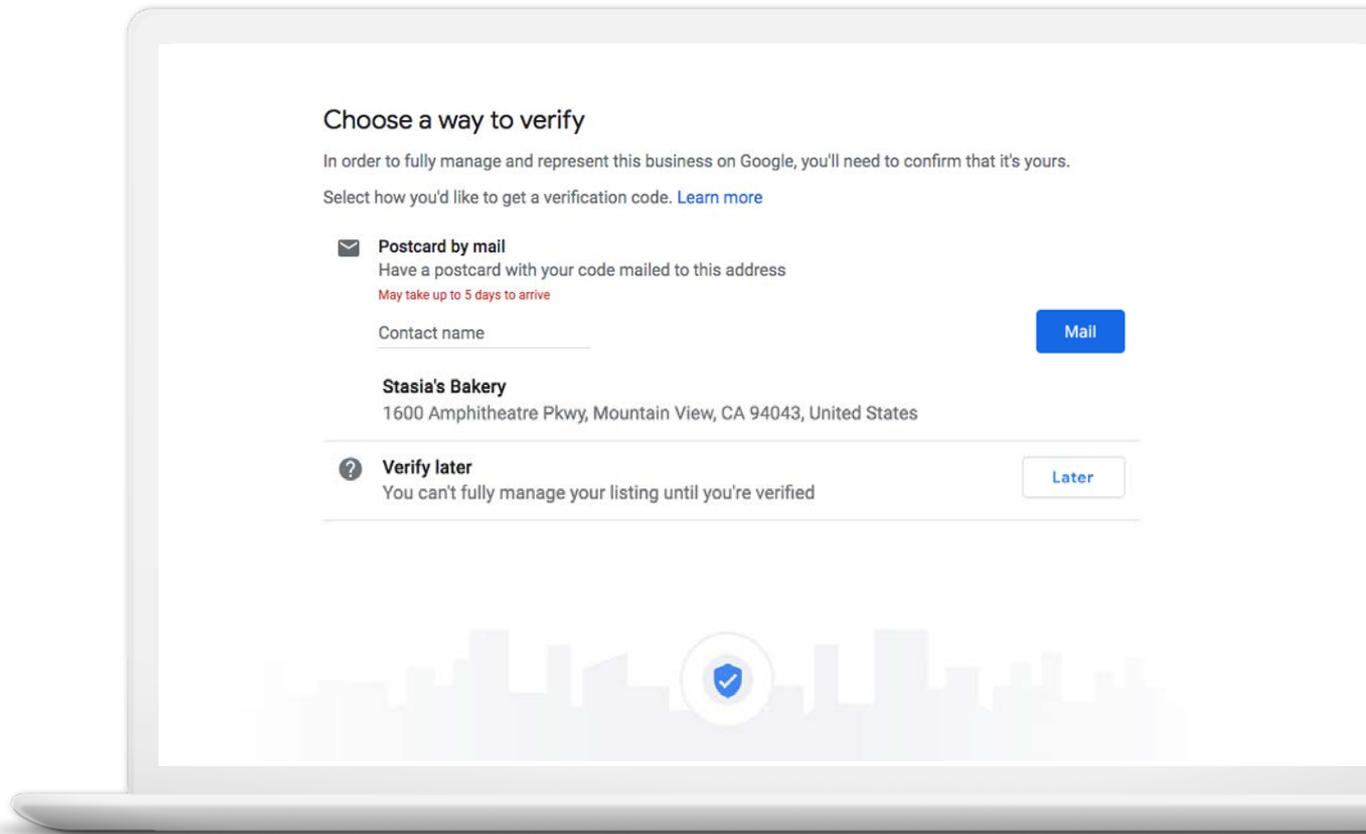
Confirm you are authorized to manage the Business Profile by clicking **Finish**.



## STEP 5: VERIFY YOUR BUSINESS

You will use a separate form.

Click **Verify later**.



The screenshot shows a laptop displaying a Google Business verification page. The page title is "Choose a way to verify". Below the title, it says "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](#)". There are two options: "Postcard by mail" and "Verify later". The "Postcard by mail" option is selected with a checkmark. It includes the text "Have a postcard with your code mailed to this address" and "May take up to 5 days to arrive" in red. Below this is a "Contact name" input field and a blue "Mail" button. The business name "Stasia's Bakery" and address "1600 Amphitheatre Pkwy, Mountain View, CA 94043, United States" are listed. The "Verify later" option is marked with a question mark and includes the text "You can't fully manage your listing until you're verified" and a "Later" button. At the bottom of the laptop screen, there is a decorative graphic of a city skyline with a shield icon containing a checkmark.

### 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

**Verify later**  
You can't fully manage your listing until you're verified [Later](#)

# SUBMIT THE FORM TO REQUEST VERIFICATION

Google username:  
the complete email address  
associated  
with the business profile.

The screenshot displays the 'Workshop Details' page for a business profile. At the top, the 'Grow with Google' logo is followed by navigation links: Overview, Resources, Workshops, Activities, Store, Discussions, and Support. Below the navigation, there are two tabs: 'Workshop Details' (active) and 'Attendee List'. The main content area features a calendar icon with the date '31 Jun 19, 2019' and the time '12:00 PM-12:00 PM', along with an 'Add to calendar' link. To the right, the business name 'Bergen County Community College, Meadowlands Campus' is displayed with a location pin icon, followed by the address '5932 Timber Ridge Drive Unit 101, Prospect, KY 40059' and a 'View on map' link. A yellow banner below this section contains a message: 'Your timezone is currently set to **Central Standard Time**, all events you create are based on this selection. If this is incorrect, you can update your timezone by navigating to [My Profile](#).' The 'Workshop location' section includes a map showing the address '5932 Timber Ridge Dr STE 101, Prospect, KY 40059' with 'Directions' and 'Save' buttons. To the right of the map is a 'Sign in' button. On the far right, a 'Business verifications' section features a blue box with the text 'Launch the expedited verification form'. At the bottom right, the 'Grow with Google Partner Store' logo is present, with the text 'Contact the Grow team for expedited order for this event'.

# FREE ONLINE TRAINING AND TOOLS AT [GROW.GOOGL.COM/GROW](https://grow.google.com/grow)

## For teachers and students

Bring digital tools into your classroom.

## For local businesses

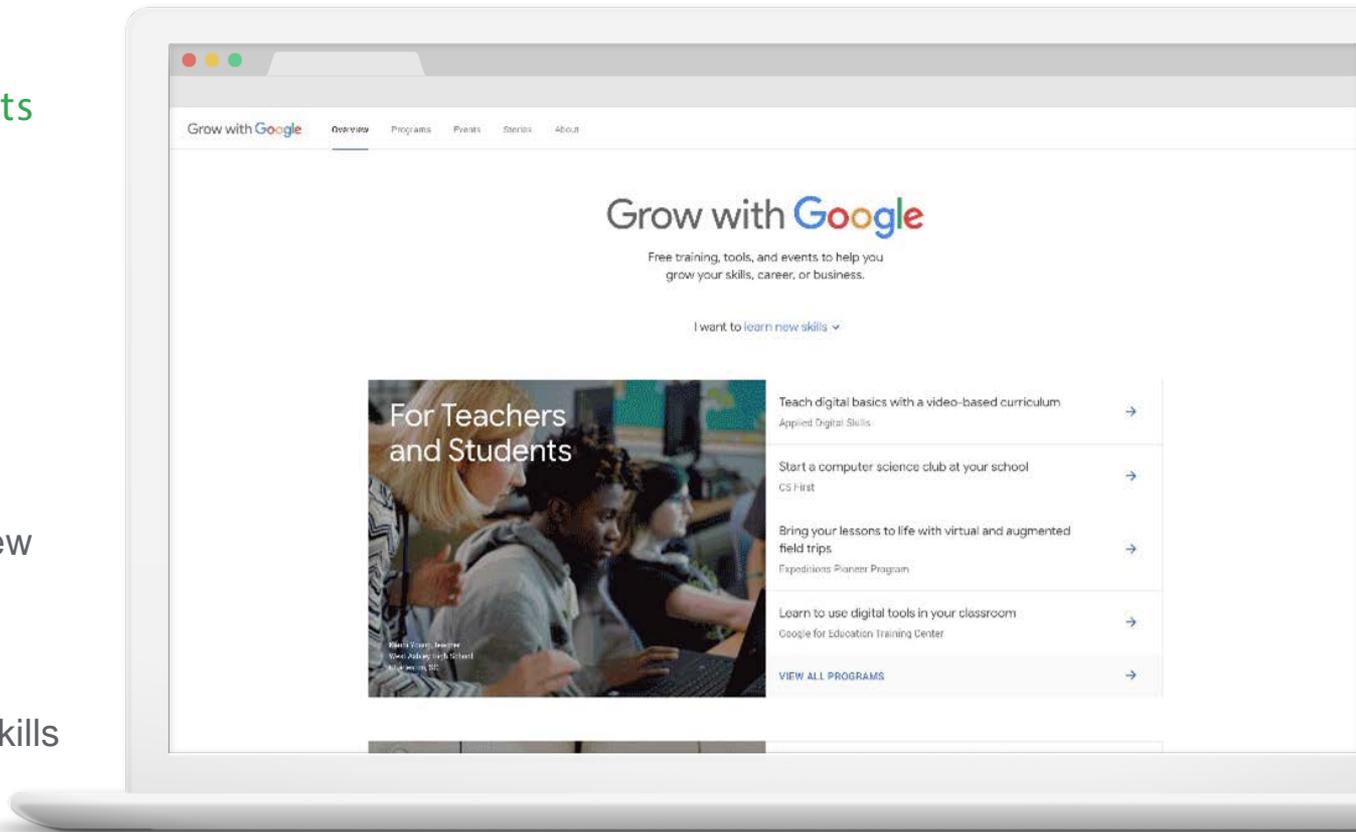
Help new customers find you online.

## For job seekers

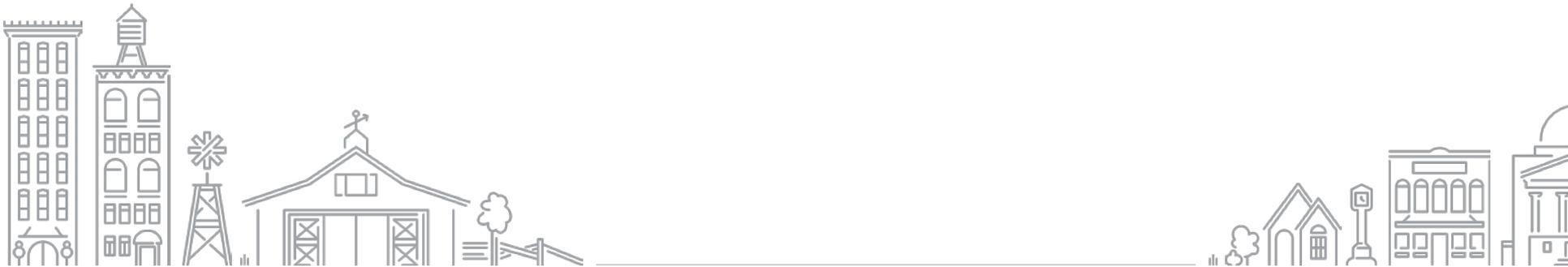
Boost your resume with a new certification.

## For developers

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



# Thank You!



# Workshop Time

1

Visit [google.com/business](https://google.com/business)

2

Claim or complete your Business Profile.

3

Do NOT request a postcard. Click “Later.”

4

Visit [g.co/grow/verifymybusiness](https://g.co/grow/verifymybusiness)

Fill out form using complete email address associated with the profile.

Look for a confirmation email (give us a few days).

**Need Help? Raise your hand.**



Grow with 