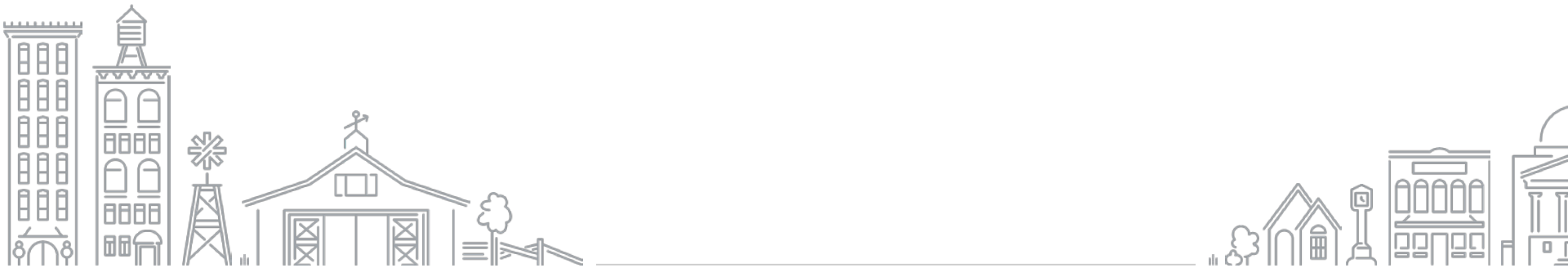
Grow with Google

# Get Your Business Online

google.com/grow



CAKES
ANYWHERE
IN THE USA
PLACE
ORDER

# AGENDA

## WHAT IS A BUSINESS PROFILE ON GOOGLE?

Manage business information with the Google My Business app

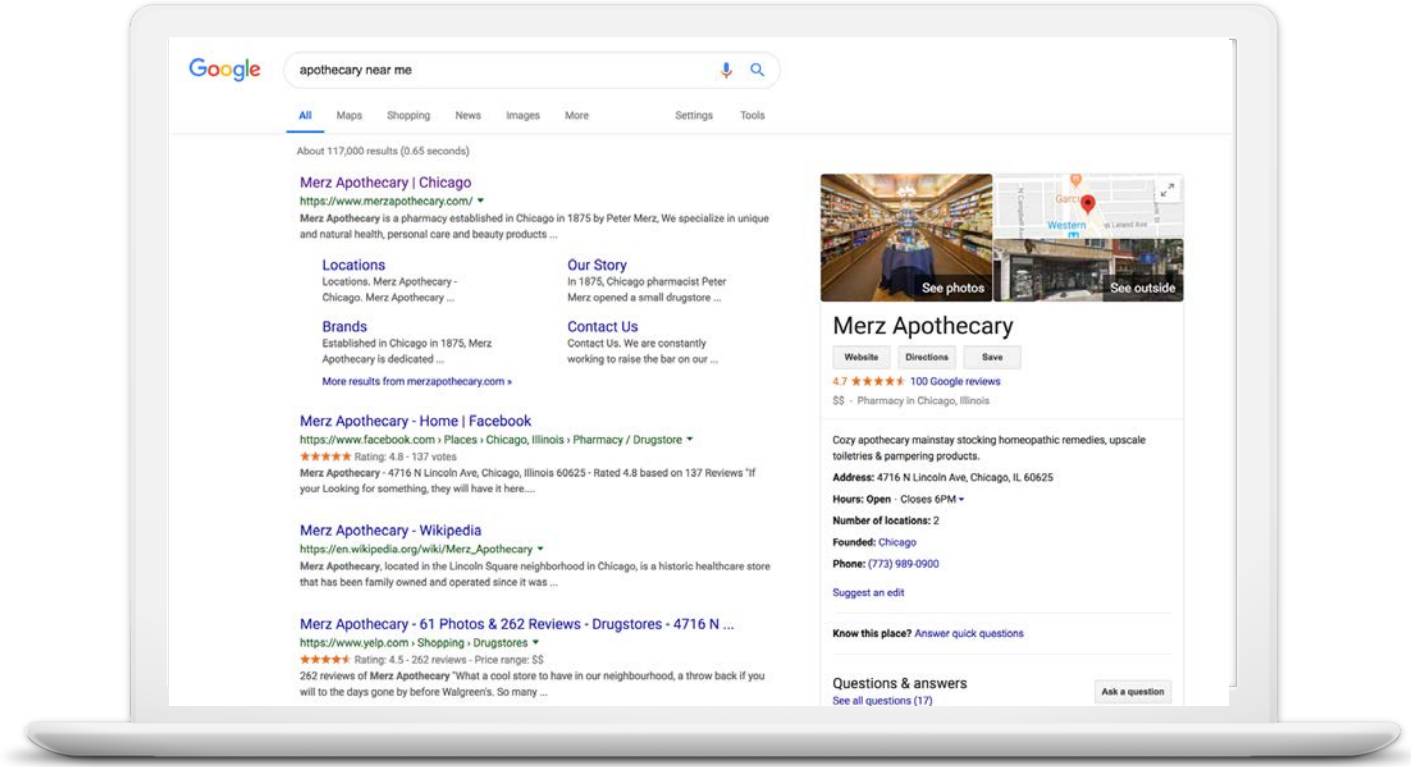
## CREATE A BUSINESS PROFILE WITH GOOGLE MY BUSINESS

Claim or verify your business profile on Google

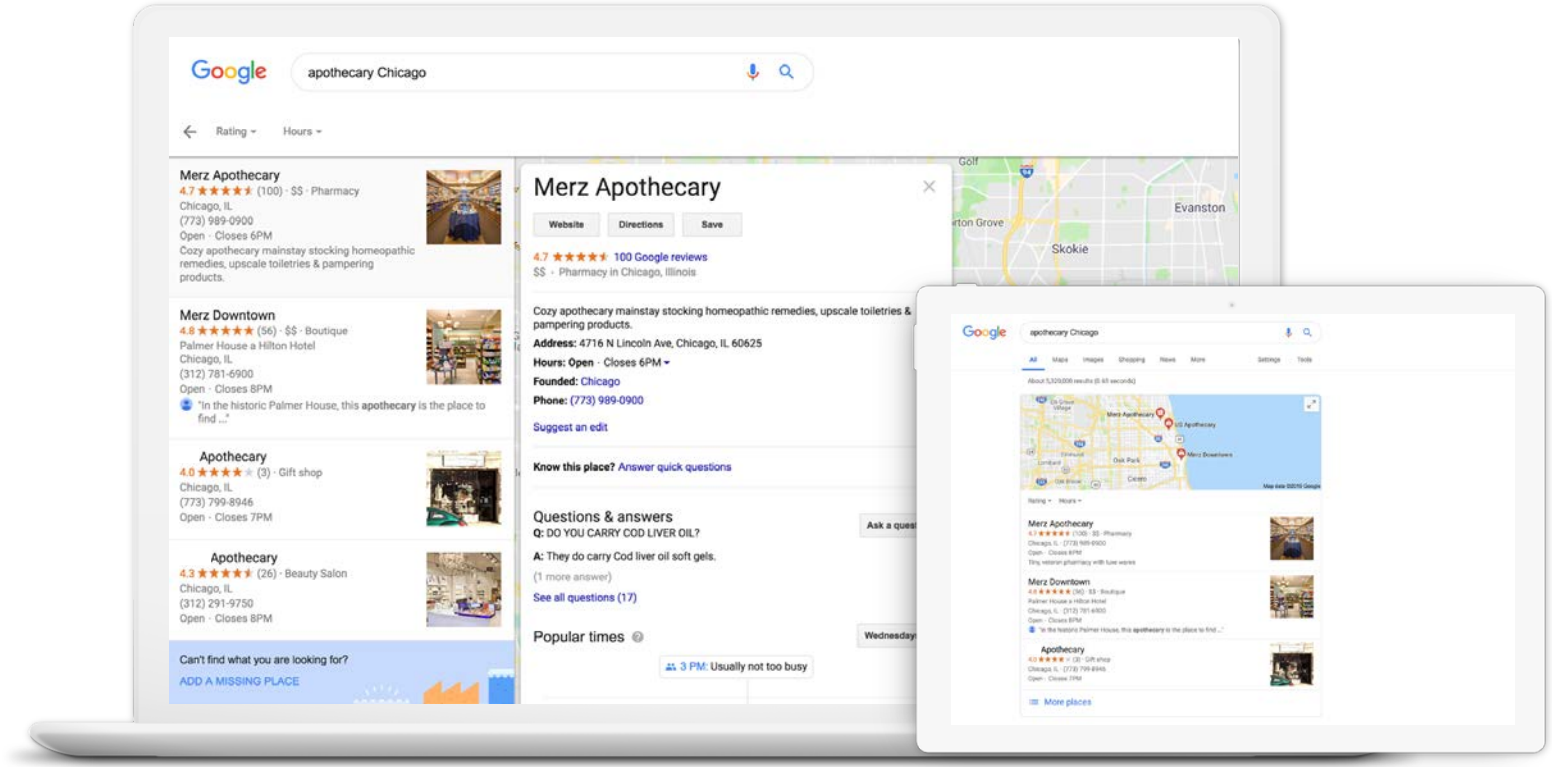
## ACTIVITY TIME WITH GOOGLE MY BUSINESS

Hands on Google My Business support with Googlers

# CONNECT WITH CUSTOMERS WHEN THEY SEARCH GOOGLE

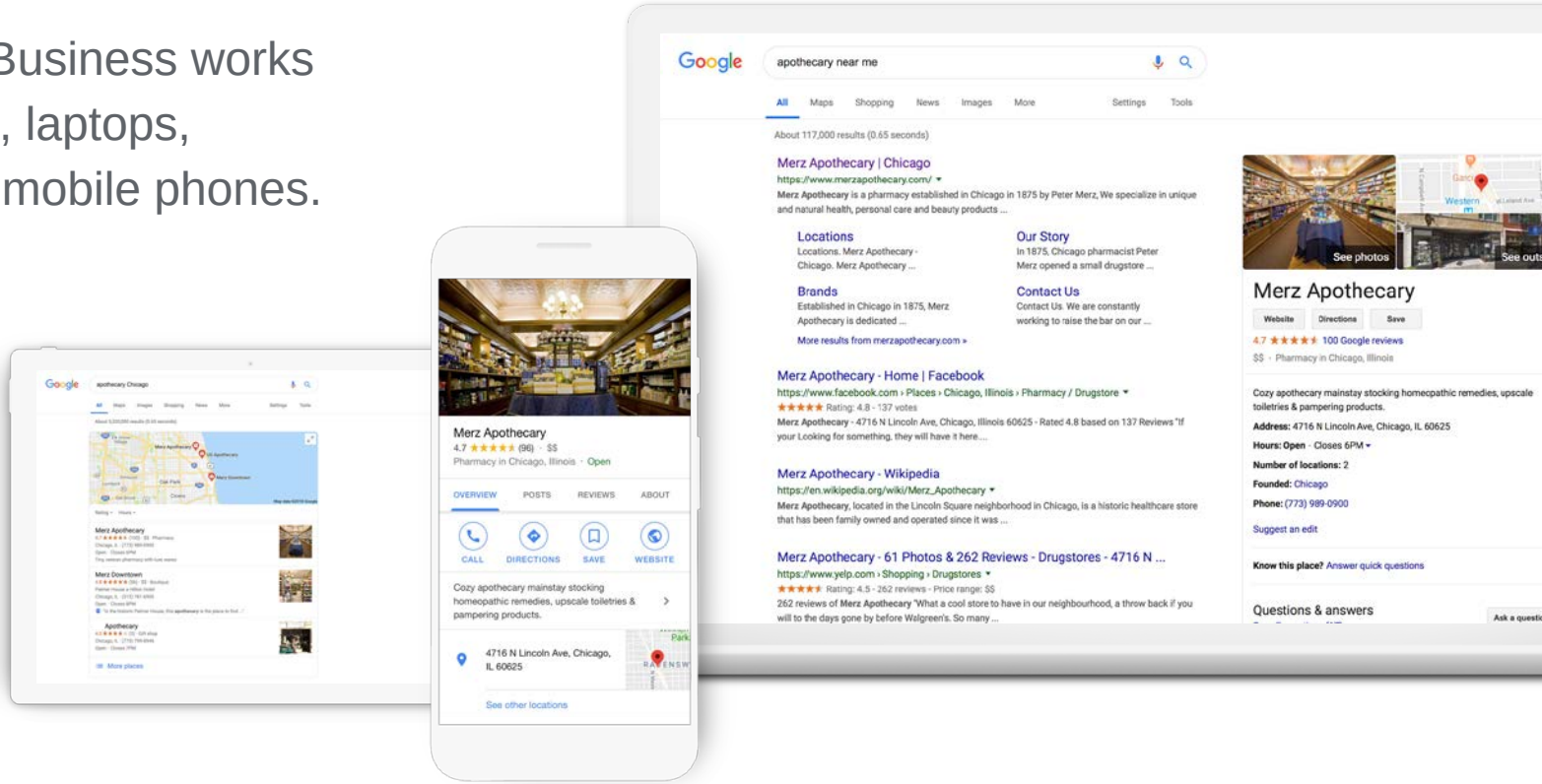


# CONNECT ON GOOGLE MAPS

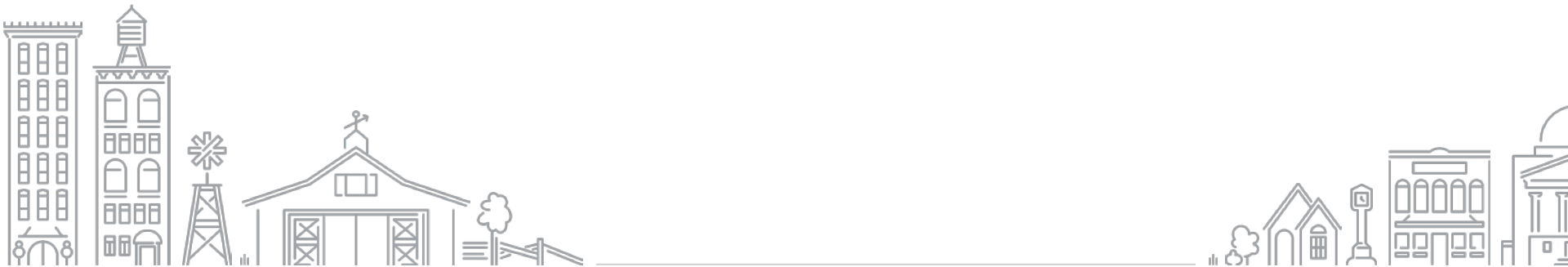


# CONNECT ACROSS DEVICES

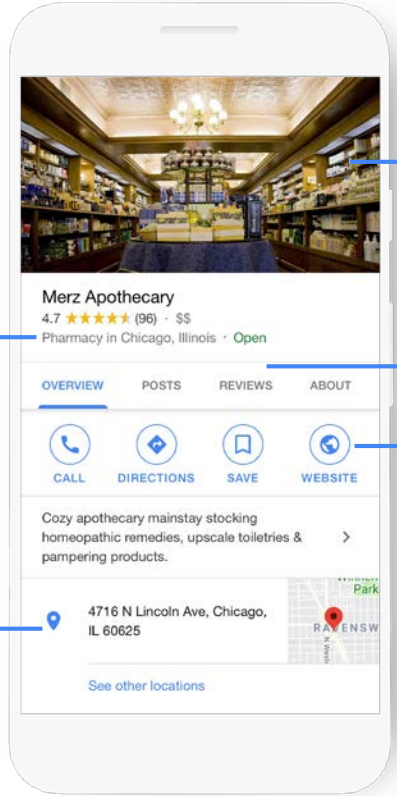
Google My Business works on desktops, laptops, tablets, and mobile phones.



# What is a Business Profile on Google?



# ANATOMY OF A BUSINESS PROFILE ON GOOGLE




Photos and videos

Business overview

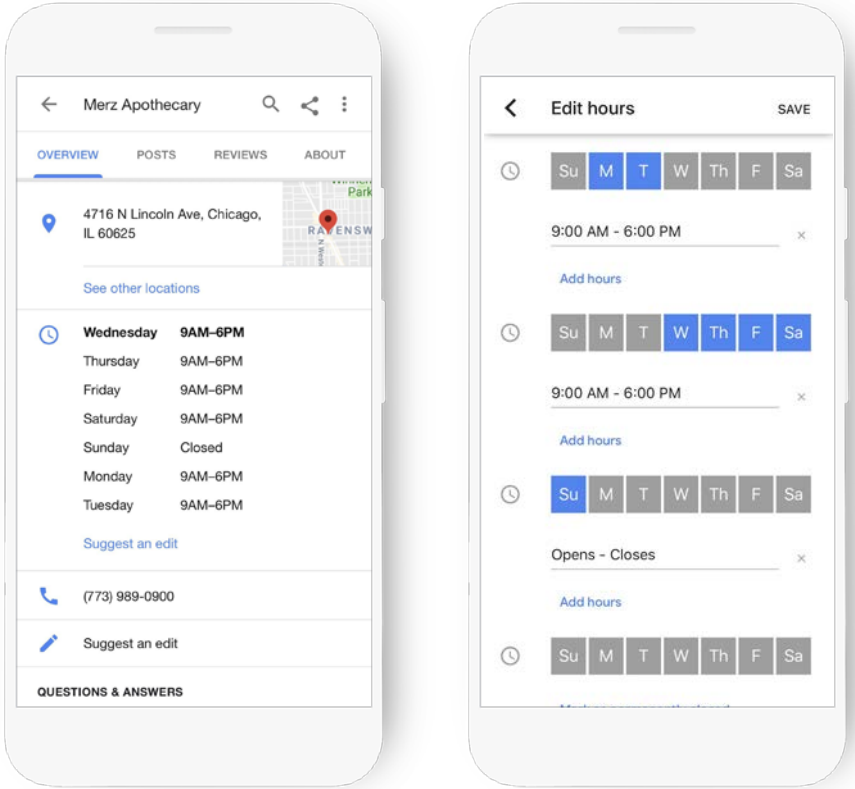
Reviews

Quick links

Location Info

# CONFIRM YOUR BUSINESS HOURS ON GOOGLE

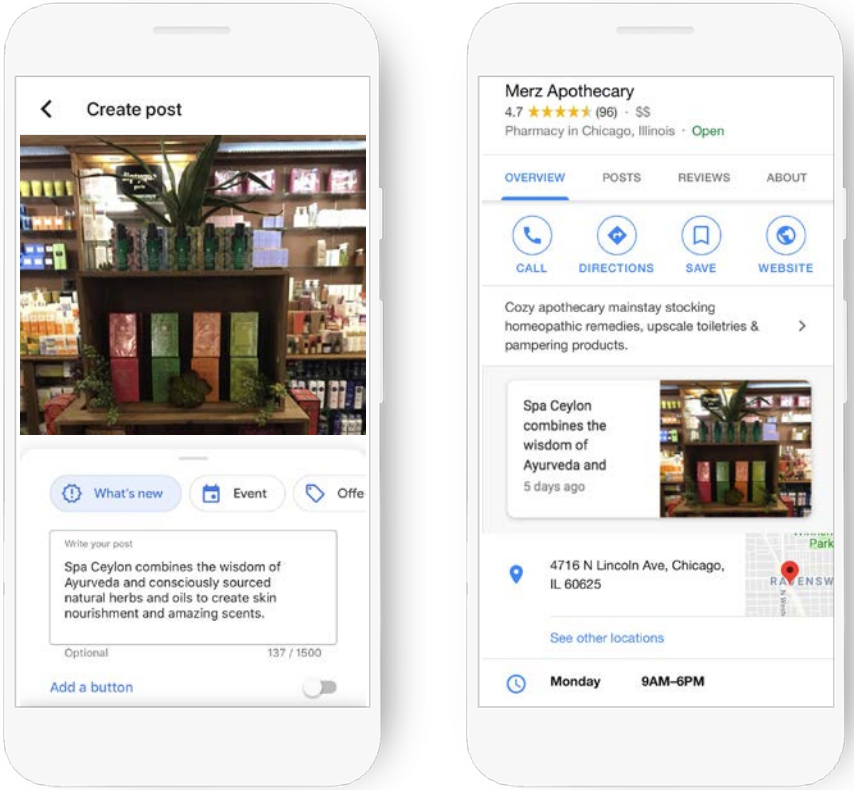
40% of local business searchers want to find hours of operation. [1]




1. Google Consumer Barometer, April 2017

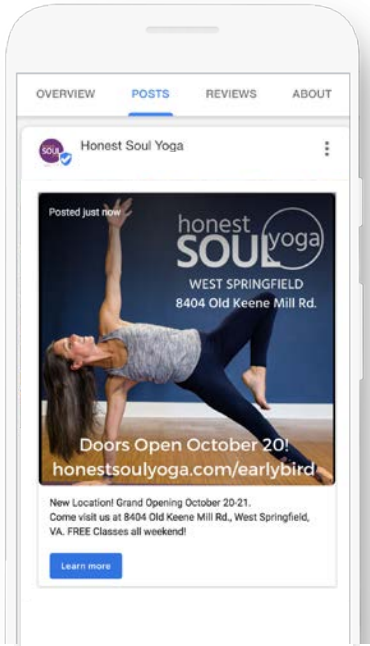
# SHARE UPDATES WITH POSTS

Post updates
directly on your
Business Profile.

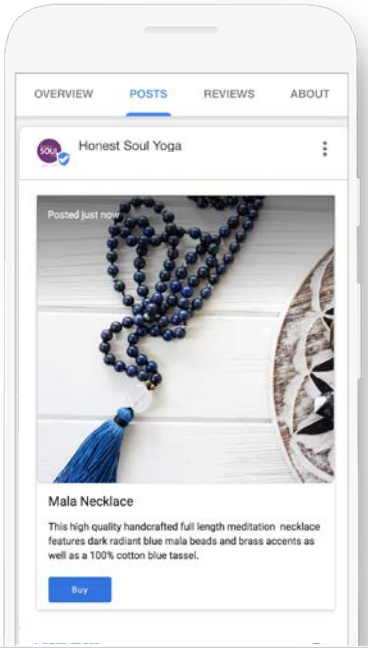


# POST CAN HELP YOUR BUSINESS IN MANY WAYS

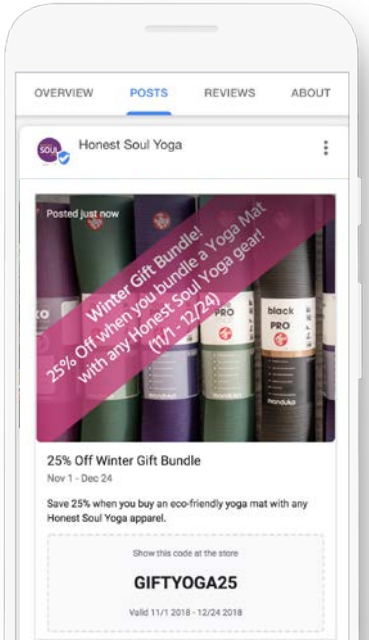
Announcements



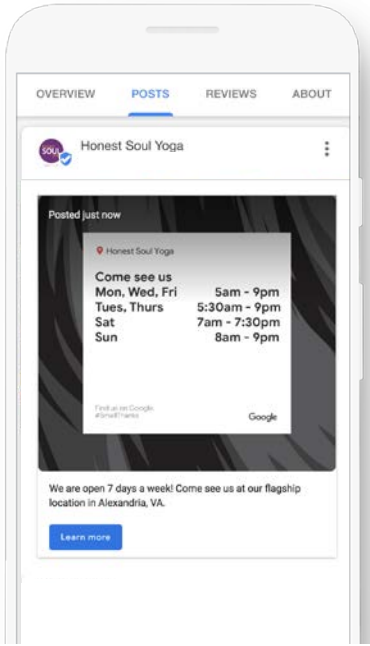

Products




Offers



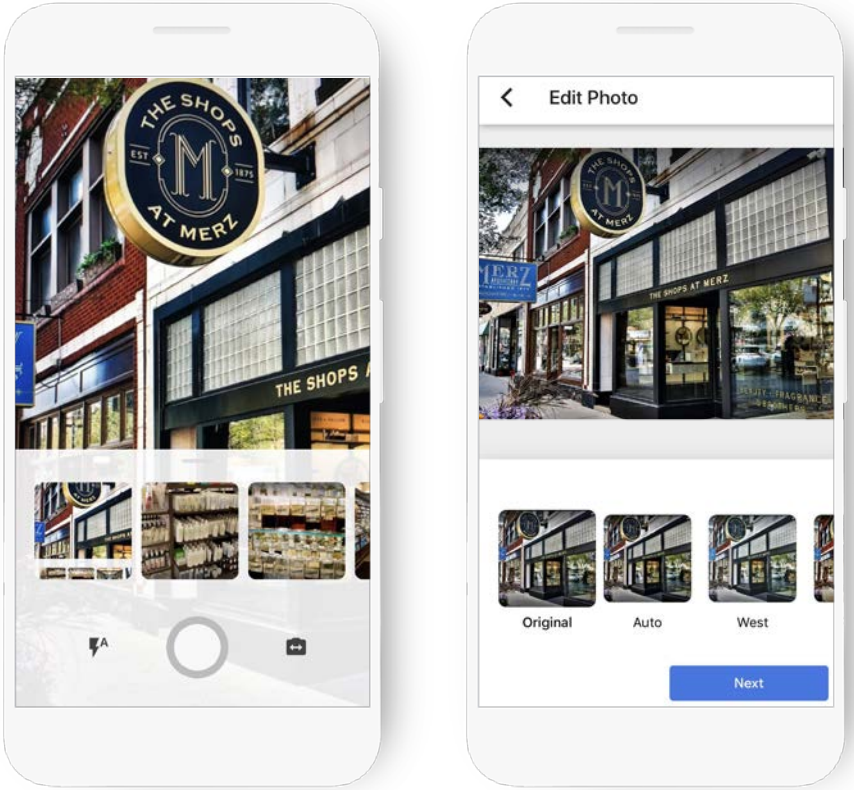

Business Info



# ADD BUSINESS PHOTOS

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

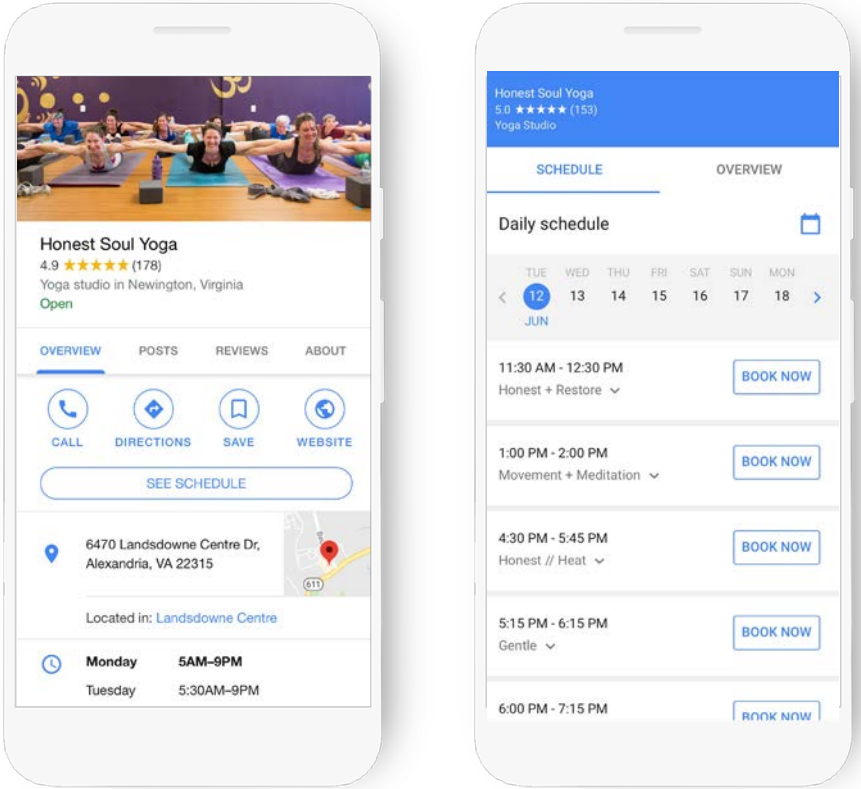
Take photos and add filters directly from the app.




[1] Ipsos research: Benefits of a complete listing 2017

# CUSTOMERS CAN BOOK APPOINTMENTS, FAST

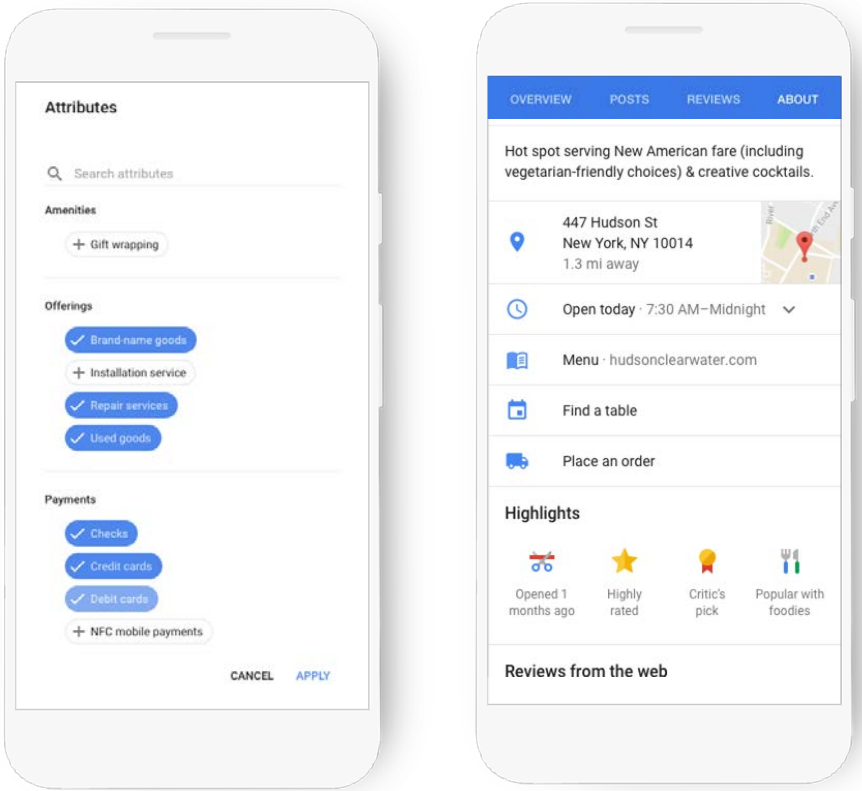
Book an appointment in under a minute, directly through your profile.



# 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.

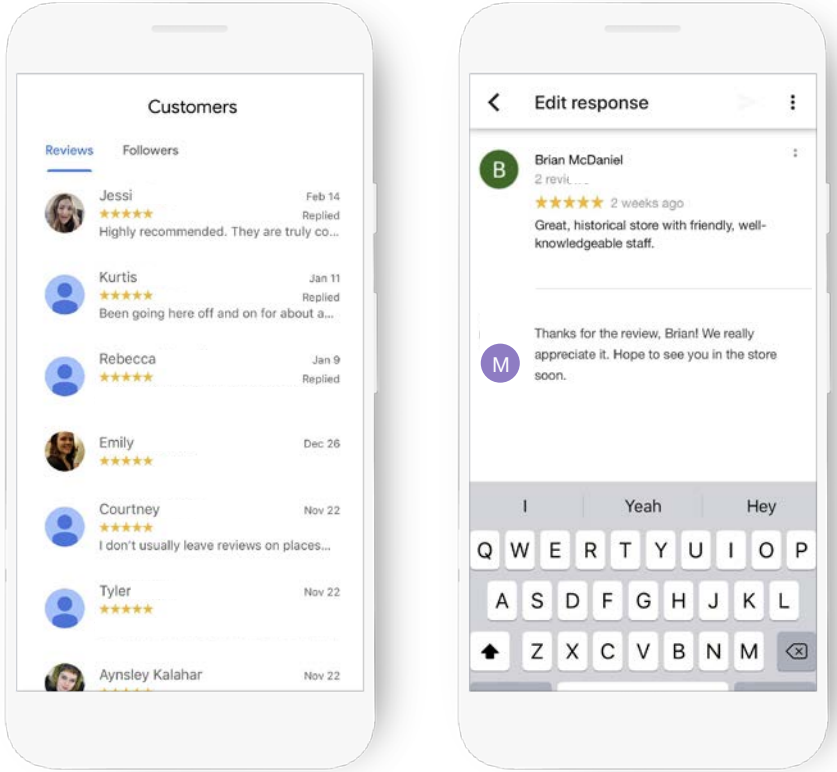


# MANAGE CUSTOMERS AND RESPOND TO REVIEWS

Be notified when customers write reviews about your business.

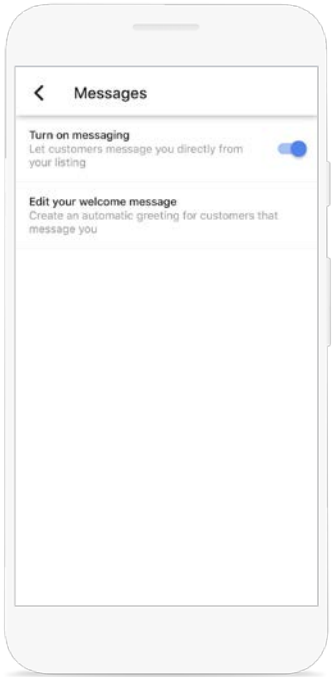
Build brand loyalty by responding.

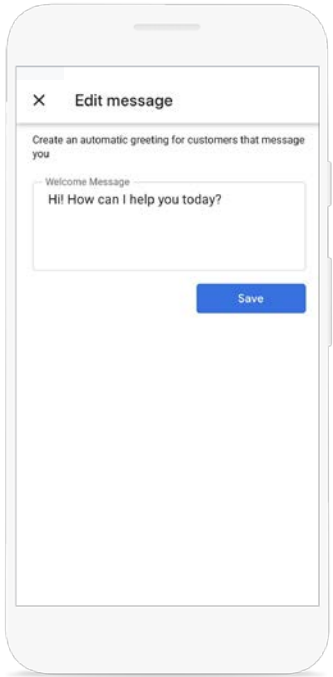
Reply with your point-of-view, solutions, answers, or thanks.

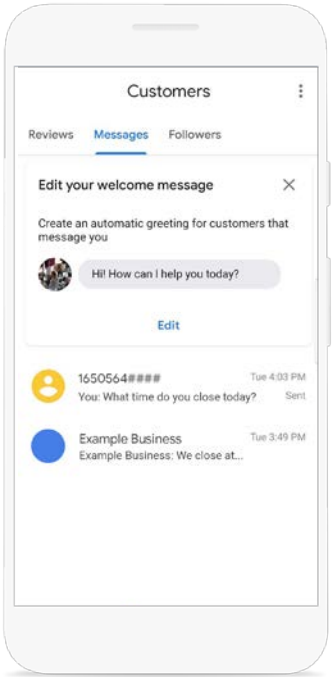


# USE MESSAGING TO COMMUNICATE

Set up messaging so your customers can message you directly.



# SEE WHAT'S WORKING WITH INSIGHTS

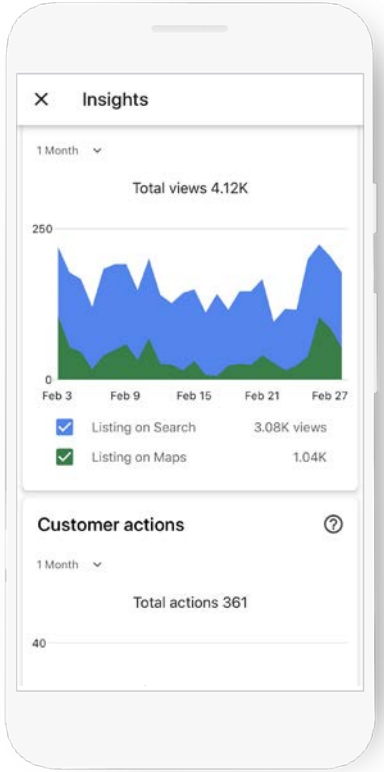
How do searchers find you?

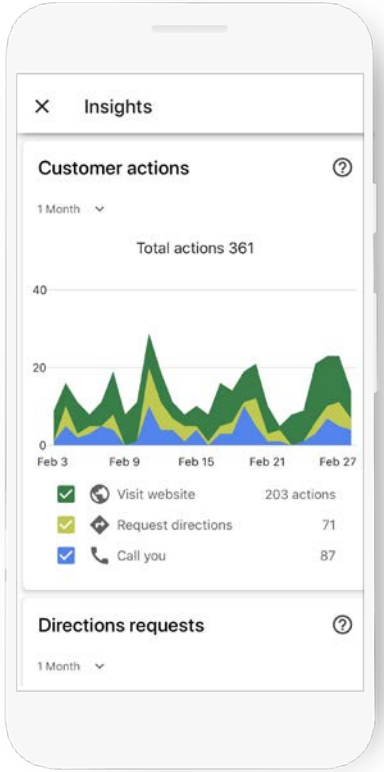
How do they interact with the profile?

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

Where do customers come from?

What days have the most activity?



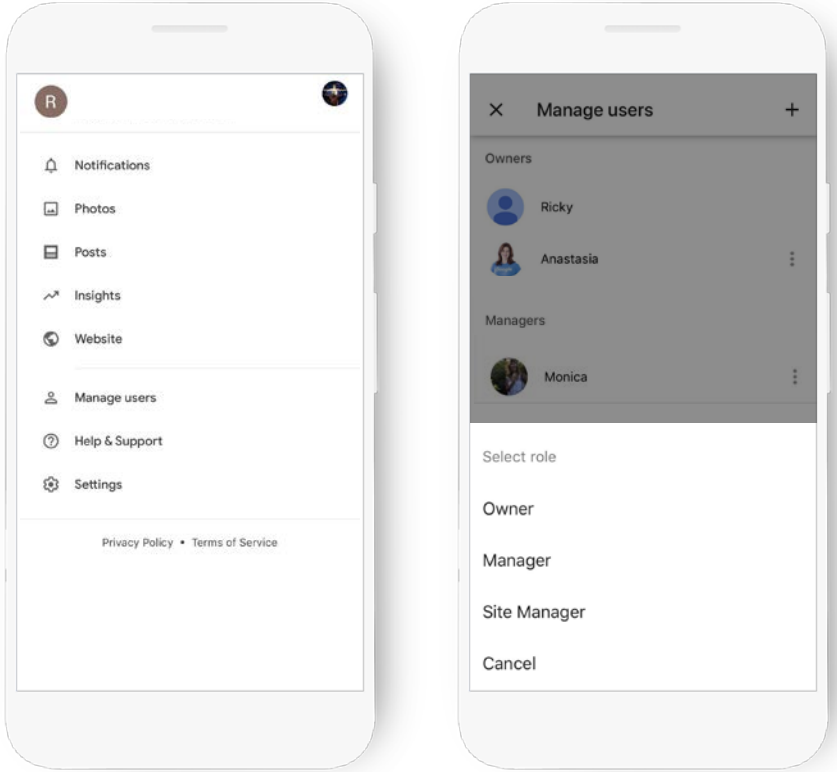



# ADD MANAGERS TO HELP

First, click Manage Users.

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

Enter their email address and select their role.

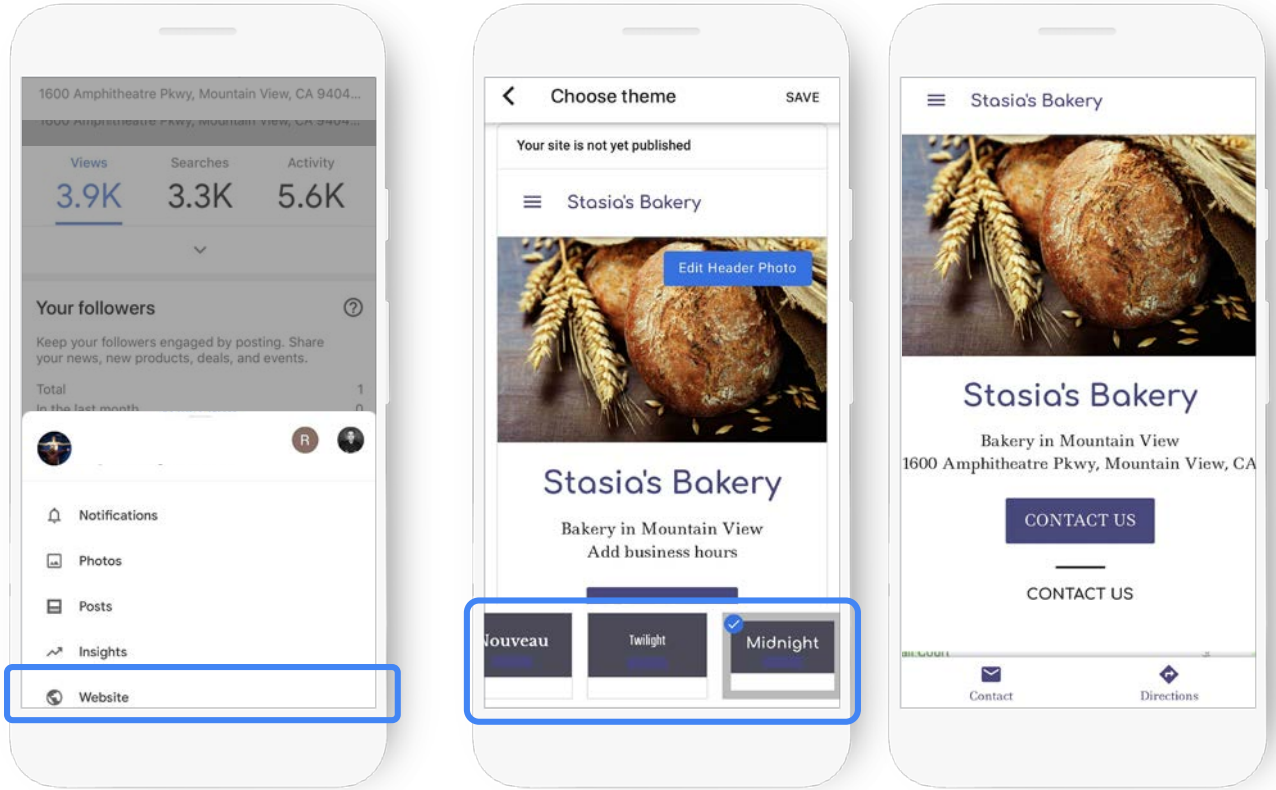


# CREATE A FREE WEBSITE WITH GOOGLE MY BUSINESS

Click website
to get started.

Select Themes to
change the site design.

Publish website.



# MAKE UPDATES WITH THEMOBILE APP

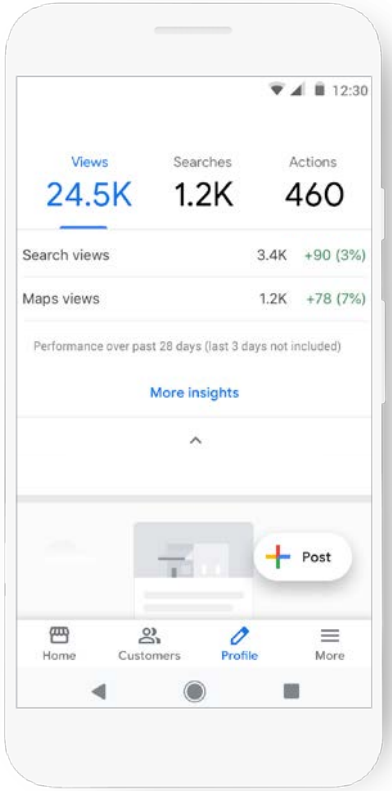
Up-to-date profiles are:

2.7X more likely to be considered reputable. [1]

70% more likely to attract location visits. [1]

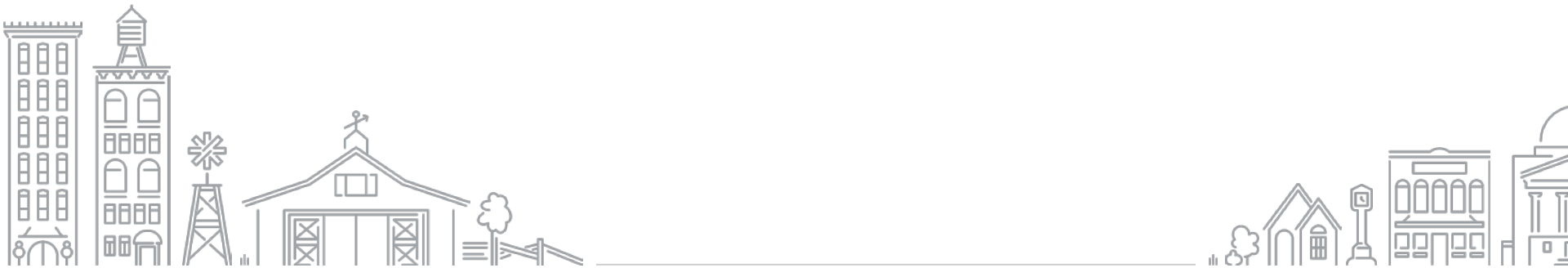
50% more likely to lead to a purchase. [1]

Download the free app for Android or iOS.



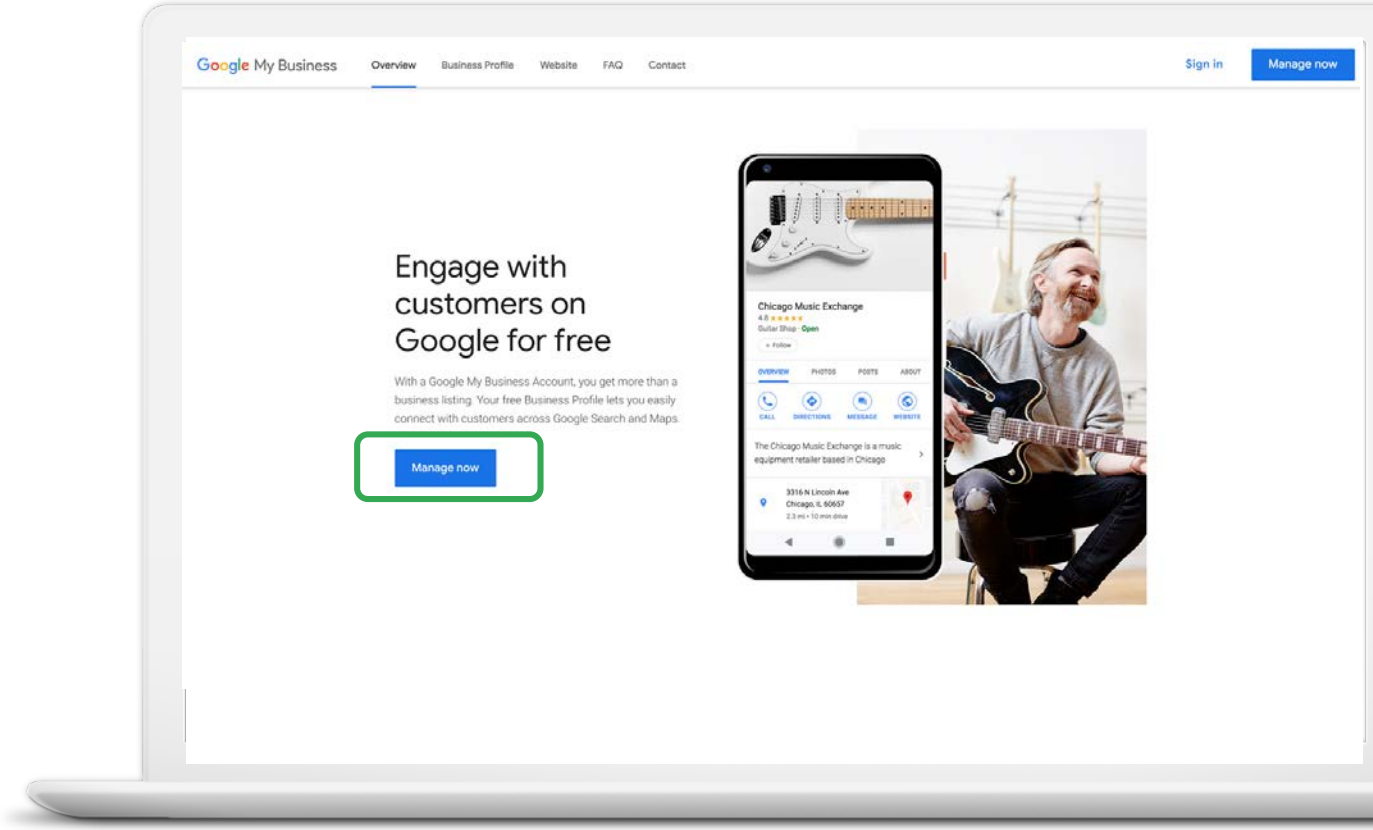
[1] Ipsos research: Benefits of a complete listing 2017

# Create a Business Profile with Google My Business



# GOOGLE MY BUSINESS

To get started, visit:
google.com/business

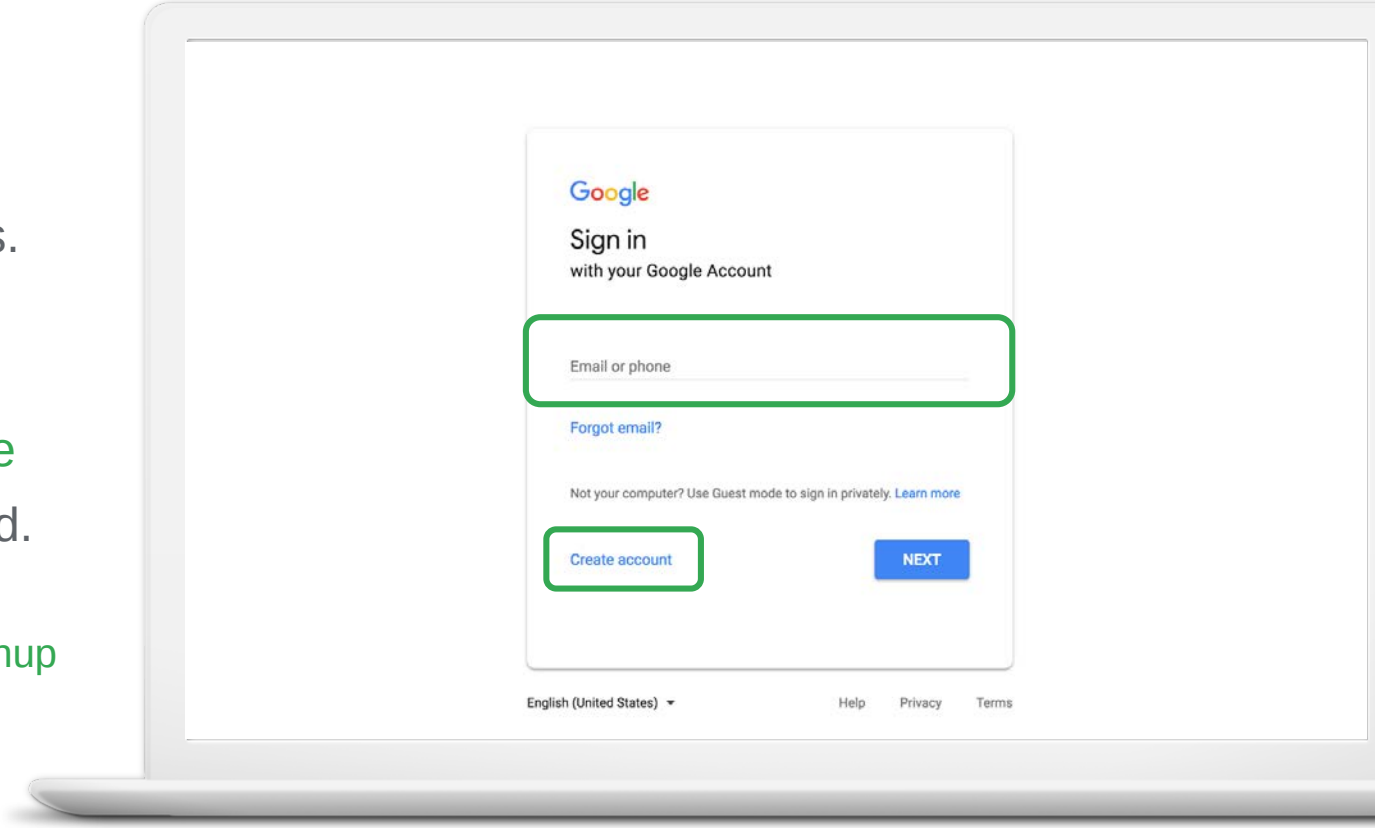


# STEP 1: SIGN INTO YOUR GOOGLE ACCOUNT

Sign into the Google Account you use for your business.

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

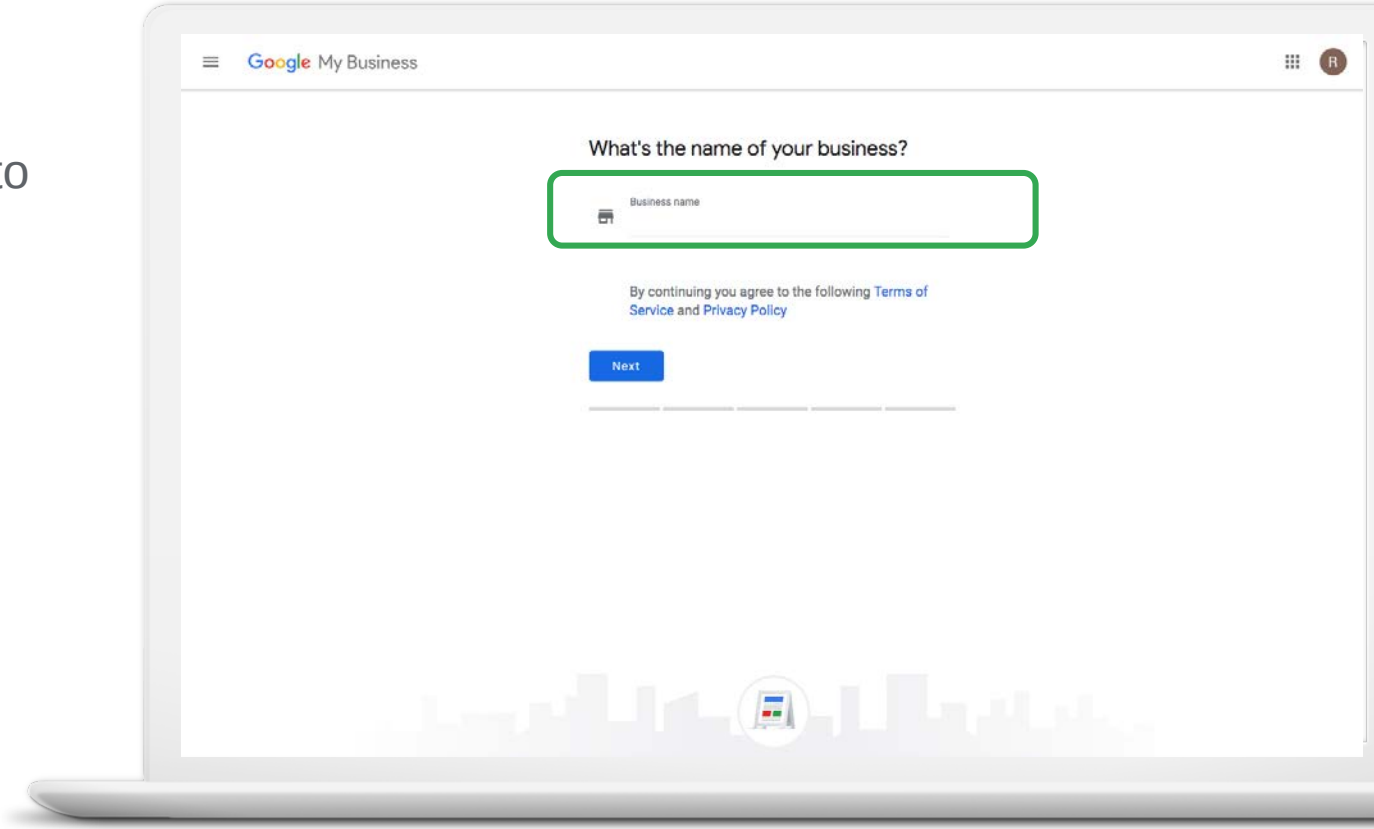
accounts.google.com/signup



# STEP 2:SELECT YOUR BUSINESS OR ADD IT

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

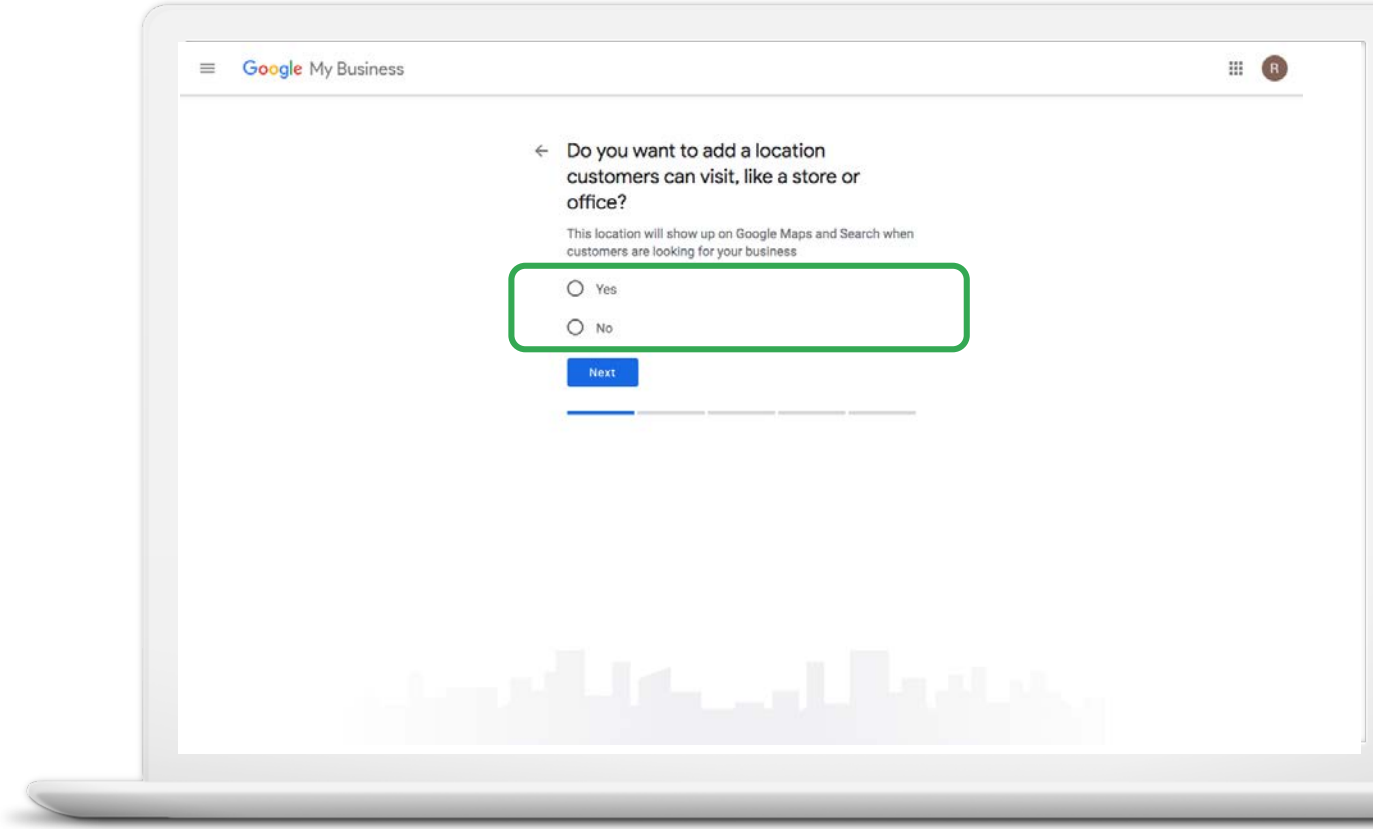
It may appear in a drop-down list.



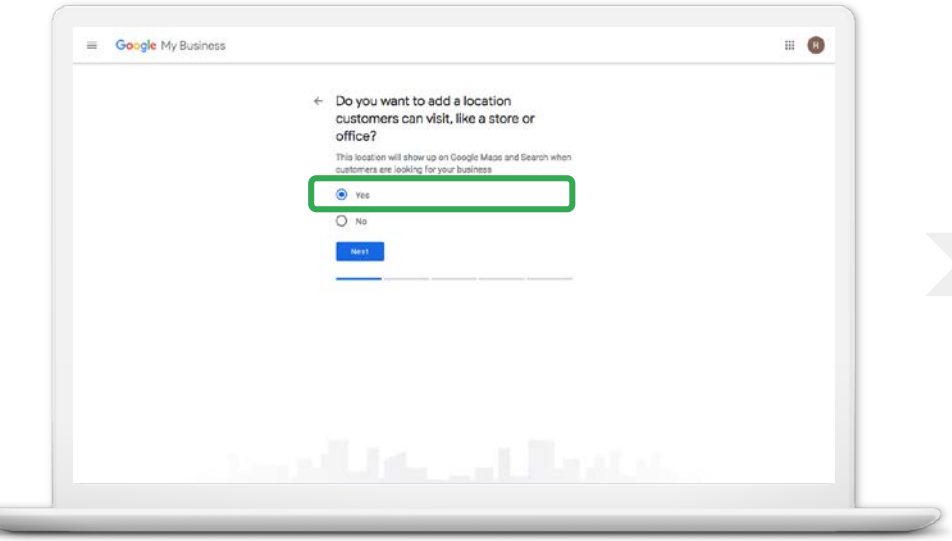
# STEP 3:ENTER YOUR BUSINESS DETAILS

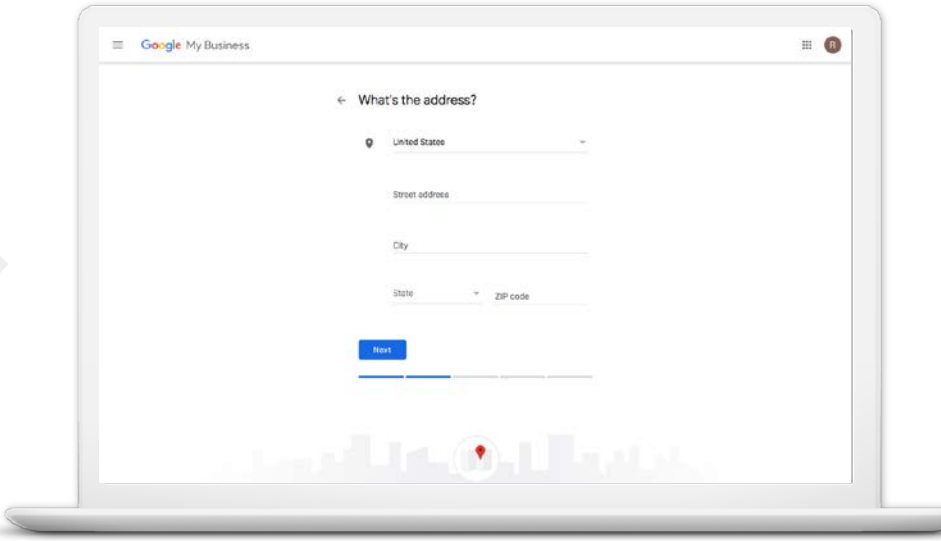
Check “yes” to add a location customers can visit.

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

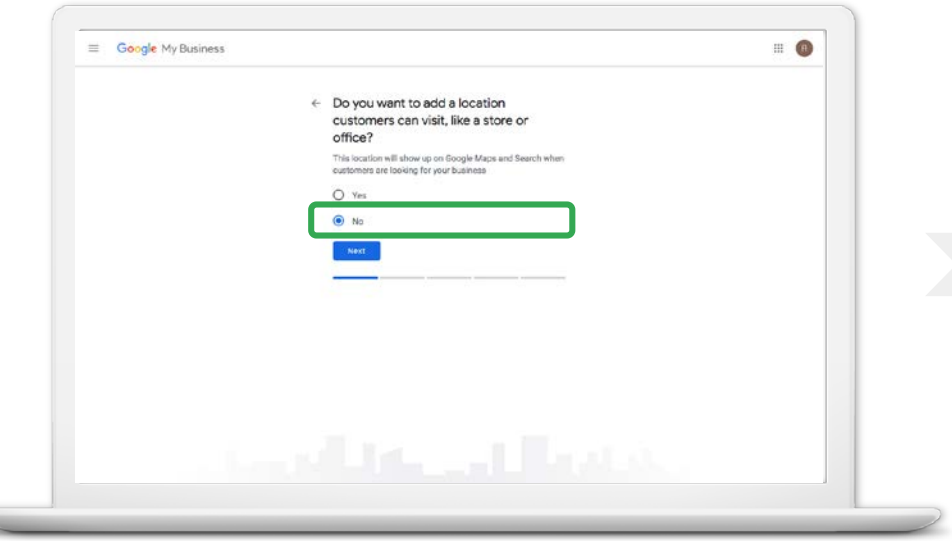


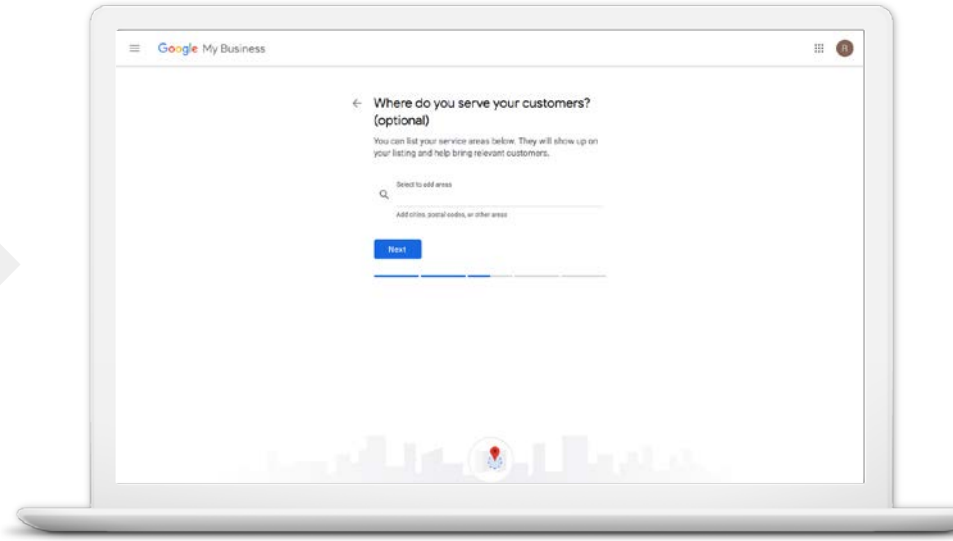
# ENTER YOUR BUSINESS ADDRESS



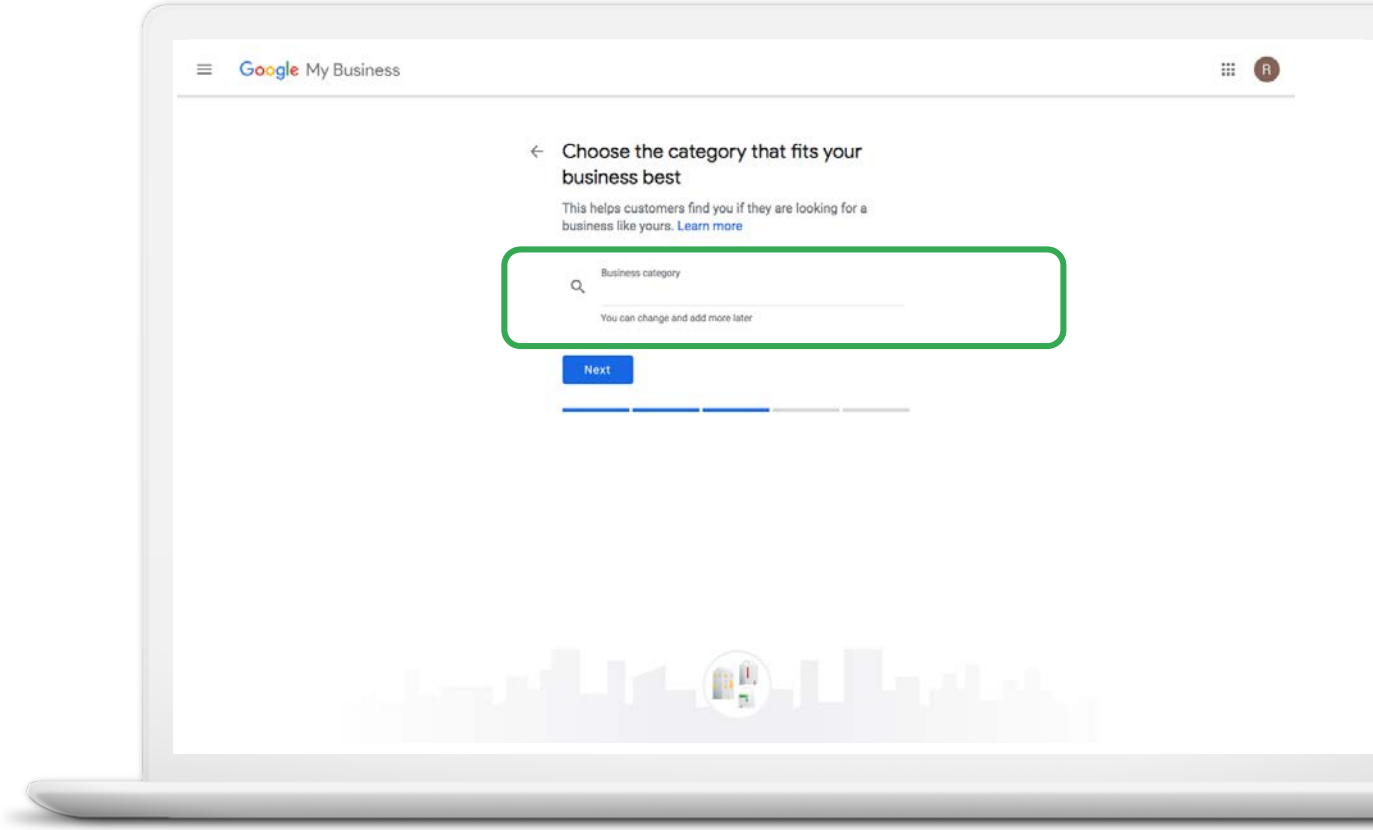
# ENTER YOUR SERVICE AREAS



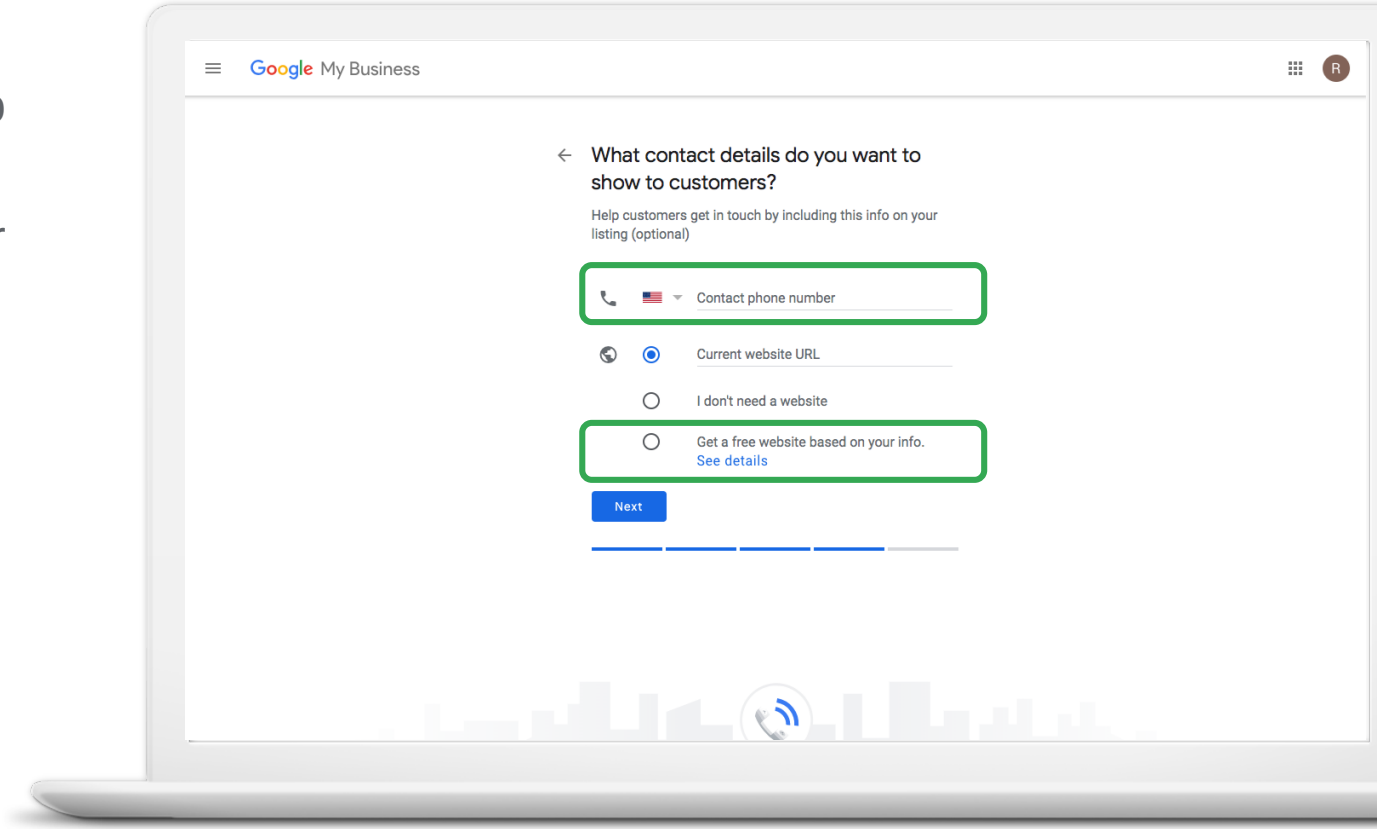
# ENTER YOUR BUSINESS CATEGORY

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



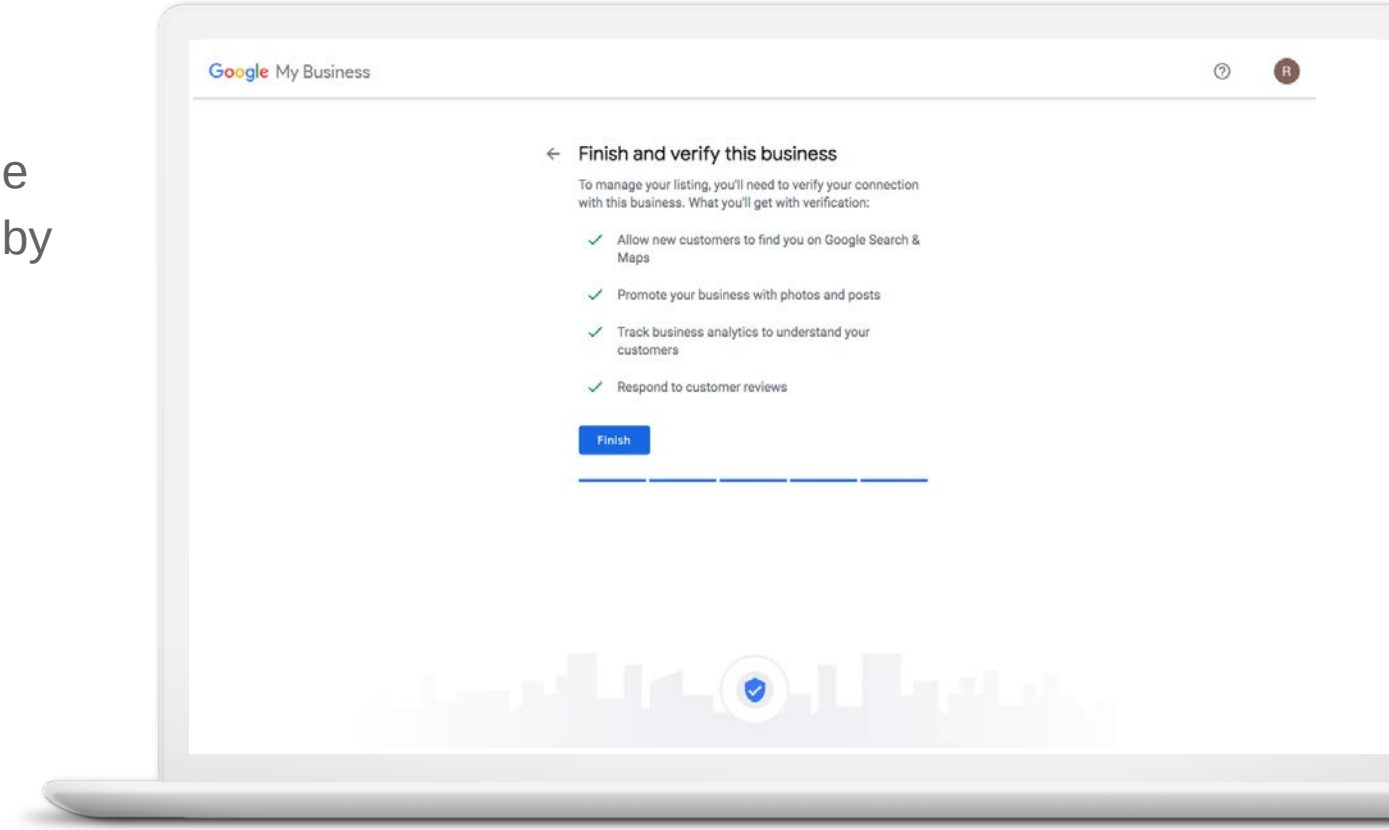
# ENTER YOUR PHONE NUMBER OR WEBSITE

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



# STEP 4: VERIFY YOUR CONNECTION TO THE BUSINESS

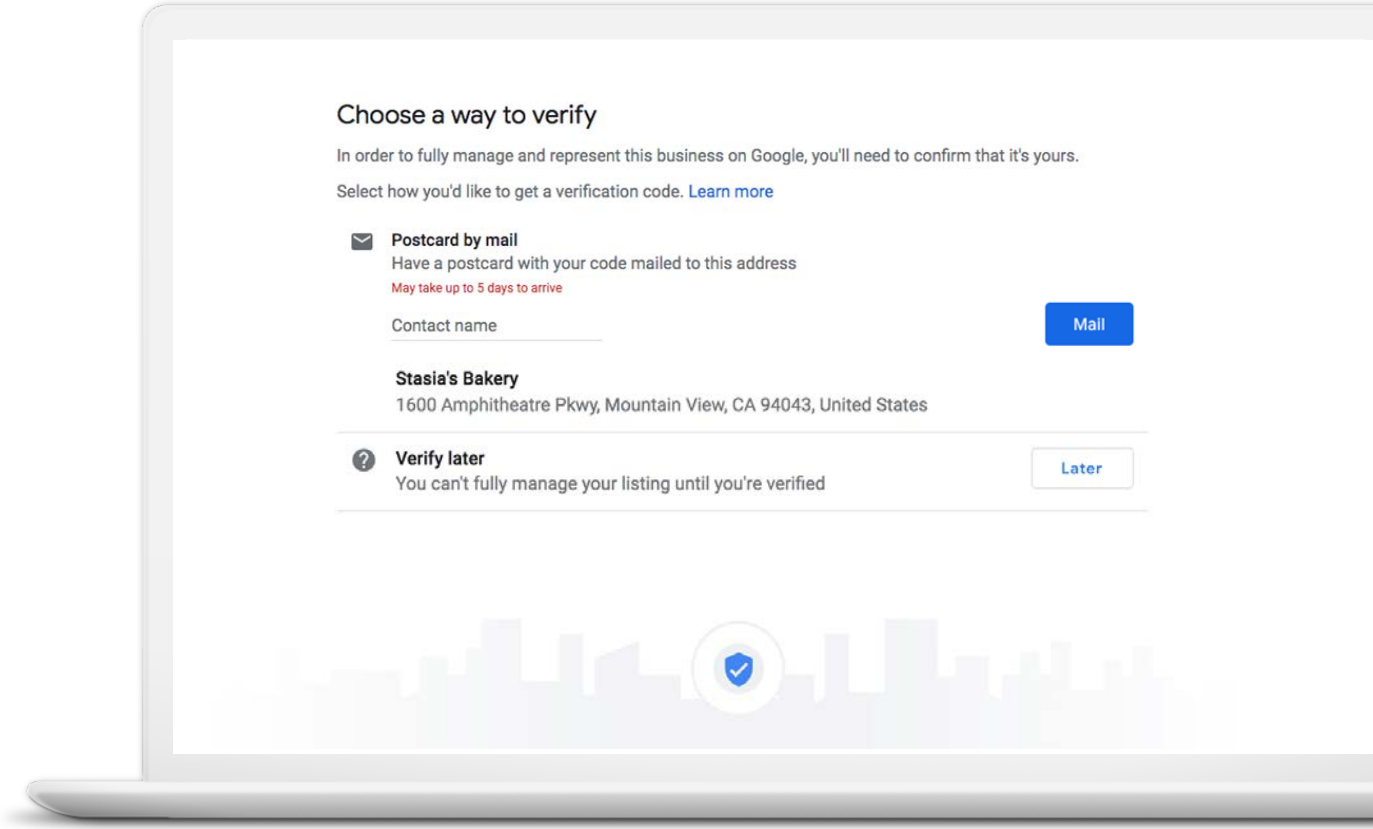
Confirm you are authorized to manage the Business Profile by clicking Finish.



# STEP 5:VERIFY YOUR BUSINESS

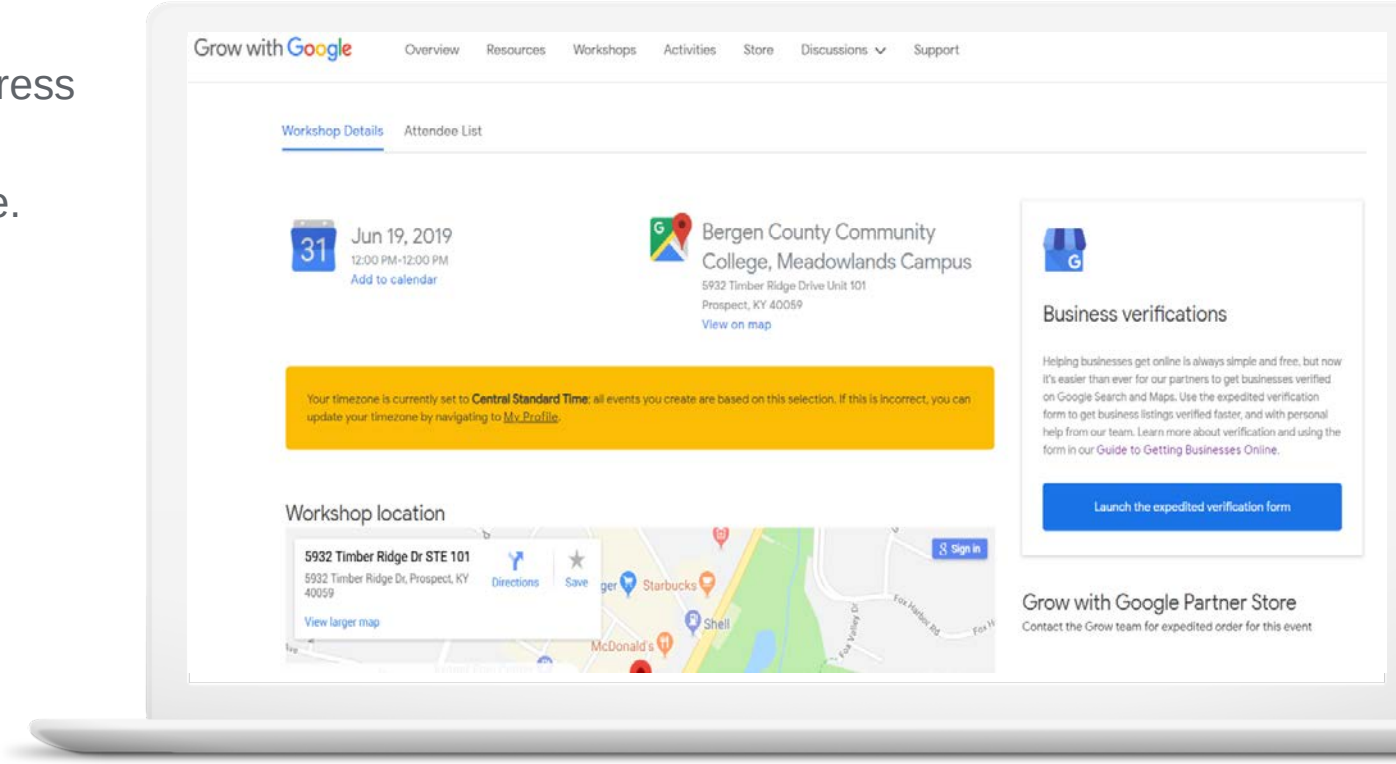
You will use a separate form.

Click Verify later.



# SUBMIT THE FORM TO REQUEST VERIFICATION

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



# FREE ONLINE TRAINING AND TOOLS AT GOOGLE.COM/GROW

## For teachers and students

Bring digital tools into your classroom.

## For local businesses

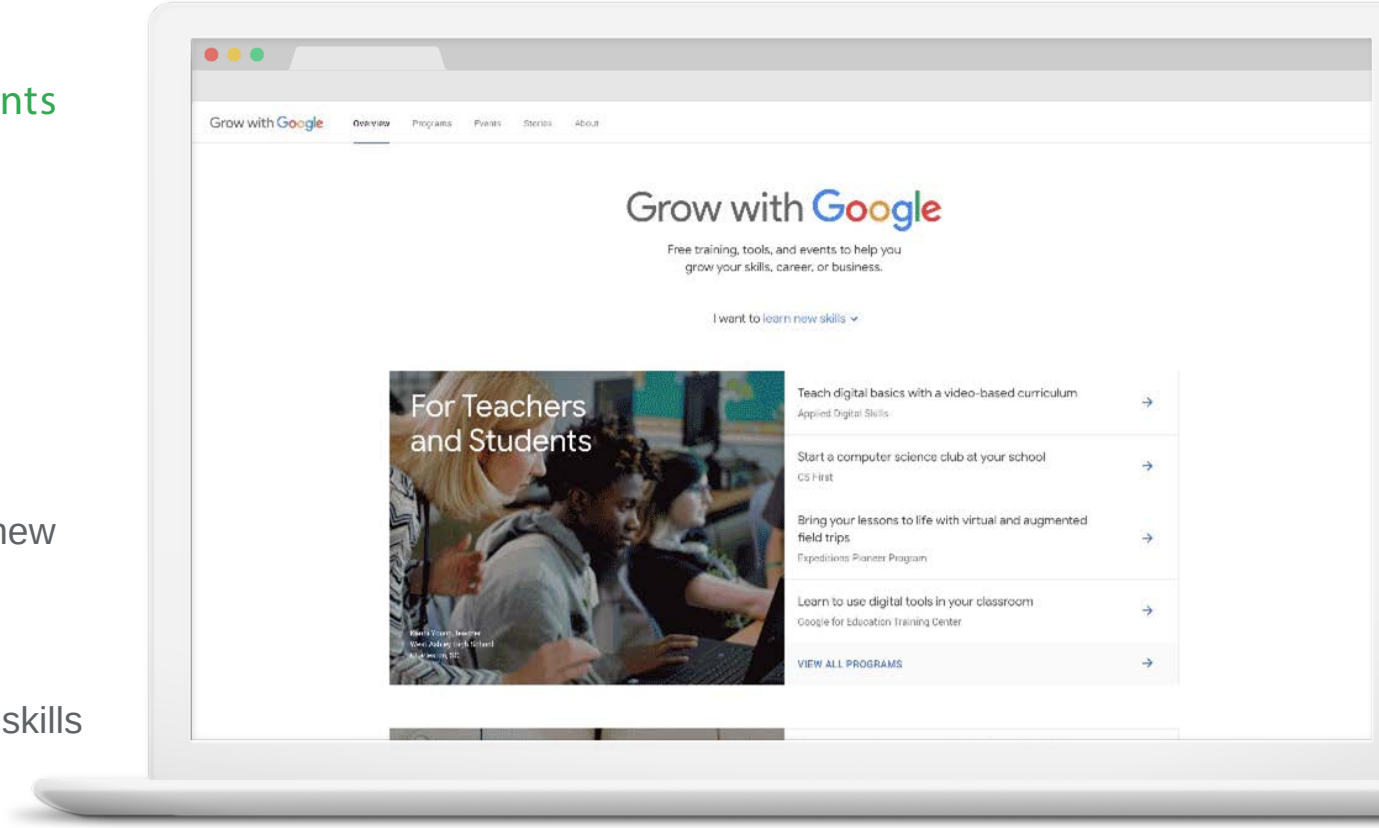
Help new customers find you online.

## For job seekers

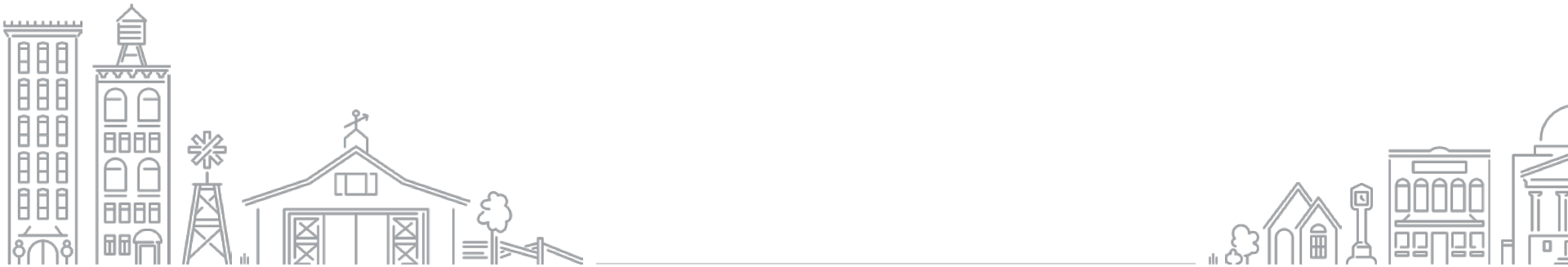
Boost your resume with a new certification.

## For developers

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



# Thank You!



# Workshop Time

1. Visit google.com/business
2. Claim or complete your Business Profile.
3. Do NOT request a postcard. Click “Later.”
4. Visit 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 Google