

Google My Business

Google, by far, is the most widely used search engine in the world. People search for anything, from finding a restaurant to grab a bite to eat, a hotel to stay in, quick visits to the coffee shop, or buying new sheets or even car parts and much more.

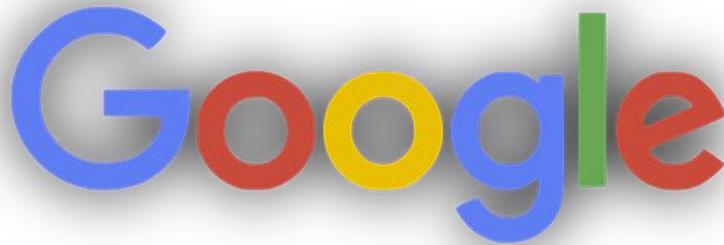


Photo from pixabay.com

As a business owner, there is an opportunity to fully utilize Google to your advantage by turning those searches into potential customers.

This is where *Google My Business* comes in.

What is Google My Business or GMB

GMB is a free tool used to promote your Google Profile and Google business website on Google Search and Maps.

With Google My Business you can build connection with your customers.

By optimizing your Google Profile on Google My Business, your business will show up whenever customers search for your business or products or services like yours on Google Search and Maps.

One excellent feature that you can utilize through Google My Business is a professional website for your business that can be set up in minutes for free.

The creation is automatic based on your Business Profile information and you can make auto-updates whenever there are changes to your profile. You can customize from a variety of beautiful site themes and other features.

Even when you already have a website, you can still use GMB.

Why is GMB Beneficial to your Business

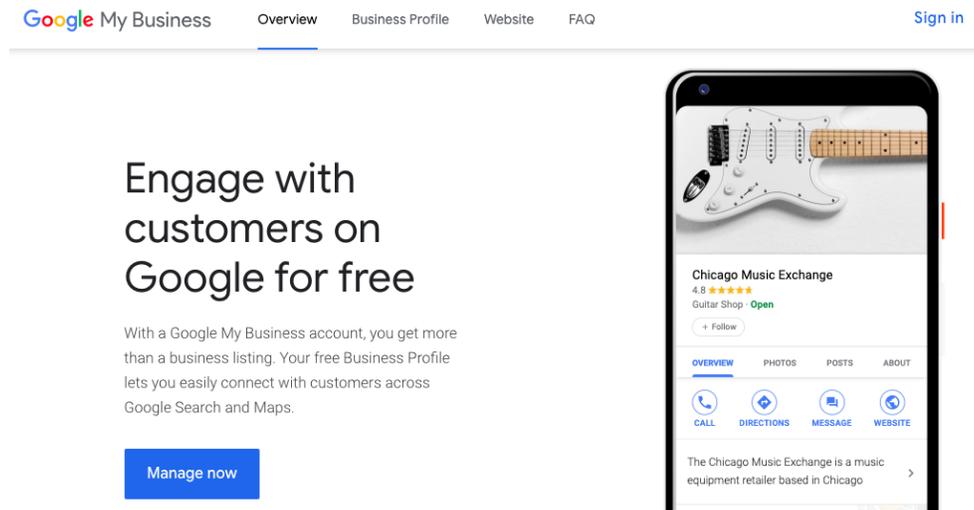
The creation of your GMB profile is imperative for local SEO.

“[Research suggests](#) that 50% of consumers visit a store or business the day of performing a local search, such as ‘dry cleaners near me’, and that 80% of consumers lose trust in local businesses if they see incorrect or inconsistent contact details or business names online, so you’ll want you keep your NAP (Name, Address, and Phone number) consistent across all your listings, not just GMB.”

Here are some of the reasons why GMB benefits your business:

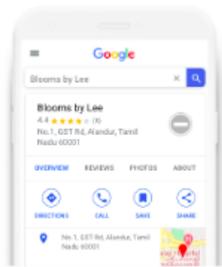
- **You can engage with your customers on Google for FREE.**
Signing up with a GMB Account offers more than a business listing. This will also enable your business to easily connect with customers across Google Search and Maps.
- **Your Business Profile will give your business an online presence.**
With your business profile, you can update it with photos and promotions to give your business a unique presence and give customers to get to learn more about your offers.
- **Your customer has more ways to reach you.**
The more ways to transact, the more you can do for your business. GMB connects you and your customers through calling, messaging, or leaving reviews.

How to Set Up Google My Business



Create GMB listing

1. Click **SIGN IN** using your Google Account associated with your business or sign up if you do not have a Google Account yet.
2. Go to google.com/business and click **MANAGE NOW** to find and manage your business.
3. Enter the relevant information connected to your business.
 - Enter your business name.
 - Enter your business address.
 - Choose your business category. It is important to choose the most accurate category in order that the customers will easily find your business listing.
 - Add your services. Select the services your business provides and get matched with the right customers
 - Add a location that 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. There is an option not to add your location.
 - Add your business phone number and/or website link.
 - Choose a verification option. If you are not ready to verify your business yet, click "Try a different method" → "Later."



Find and manage your business

🔍 Type your business name

Can't find your business?

[Add your business to Google](#)

Verify your business on Google

☰ Google My Business

Business Listing
United States

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

Stay connected during COVID-19

Let customers know about any changes to your business due to COVID-19. [Learn more](#)

- 📅 Update online appointments **NEW**
- 🕒 Update business hours
- 📄 Post your COVID-19 update

Verification needed

To finish your free listing, you'll need to verify that you're authorized to manage it. What you'll get with verification:

- ✓ Allow new customers to find you across Google
- ✓ Create promotional posts
- ✓ Track business analytics
- ✓ Respond to customer reviews

After you have finish creating a GMB listing, the next step is to verify your listing.

Why it is important to verify your account?

- This confirms that you are the rightful owner of your business.
- This will allow new customers to find you across Google.
- This will create promotional posts.
- This will help track business analytics.
- This will help respond to customer reviews.

Here are several ways to verify your GMB listing:

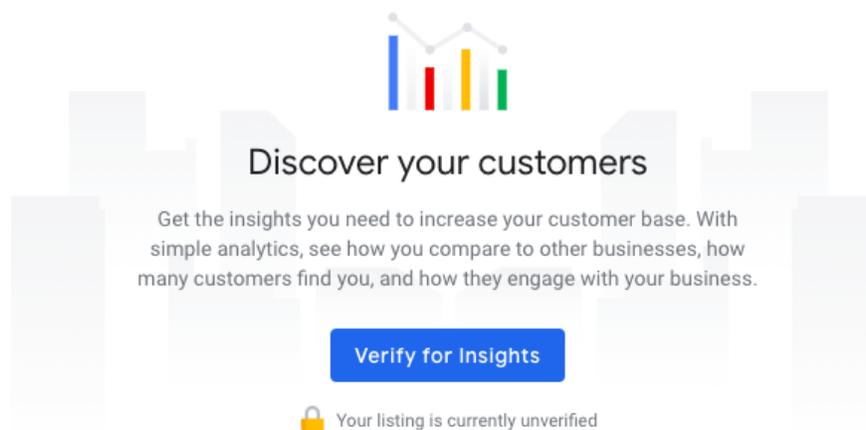
- By postcard
- By phone
- By email
- Instant verification
- Bulk verification

Optimize your Google My Business

After your GMB listing is finally verified, the next step is to optimize your GMB.

What you will do:

- Go to your GMB dashboard and select "Info," and then choose a section to fill out or update.
- Add photos relevant to your business and videos to your listing. The photos should be at least 720 pixels wide by 720 pixels high and JPG or PNG files.
- Add a cover photo and a business profile photo. You may use Canva or other photo editing software.
- Create Google My Business Posts to showcase offers and promotions. These posts can include photos and videos. Make them engaging and interesting.
- Start requesting and managing Google Reviews
- Utilize Google My Business App. This is available in app form for both iOS and Android.
- Make use of Google My Business Insights to increase your customer base.



Discover your customers

Get the insights you need to increase your customer base. With simple analytics, see how you compare to other businesses, how many customers find you, and how they engage with your business.

[Verify for Insights](#)

 Your listing is currently unverified

Takeaway

Your Google My Business listing is one of the most critical parts of your local digital marketing strategy that you can do for your business.

It is only the beginning of your local marketing journey.

Because of all the competition, to get your business on top among other competitors, it is crucial that you have an in-depth understanding on how to keep improving your local presence.

Being consistent in terms of management and maintenance on your GMB listing is vital. This way, it will be up to date and maintain your good marketing efforts and keep your customers informed of the latest offers and developments in your business.