

College of Agriculture & Applied Sciences  
UtahStateUniversity.

# GET YOUR BUSINESS ON GOOGLE SEARCH & MAPS



**sparc**

Small Business,  
Professional Development,  
Application, Resources,  
Certification



RURAL  
ONLINE  
INITIATIVE.



POWERED BY  
FUNDED IN PART THROUGH  
A COOPERATIVE AGREEMENT  
WITH THE U.S. SMALL  
BUSINESS ADMINISTRATION

AMERICA'S  
**SBDC**  
UTAH

In Partnership with:

Grow with **Google**  
PARTNER

## AGENDA

- WHAT IS A BUSINESS PROFILE ON GOOGLE?
- HOW TO CREATE A BUSINESS PROFILE
- HOW TO MANAGE BUSINESS INFO
- GET TO KNOW YOUR BUSINESS PROFILE
- RESOURCES

# What Is a Business Profile on Google?



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## ANATOMY OF A BUSINESS PROFILE ON GOOGLE

**Name** — Village Tailor & Cleaners

**Overview** — OVERVIEW UPDATES REVIEWS

**Location** — 125 Sullivan St A, New York, NY 10012

**Hours** — Open · Closes 7PM

**Photos and videos** — [Image of storefront]

**Reviews** — 4.6 ★★★★★ (21)

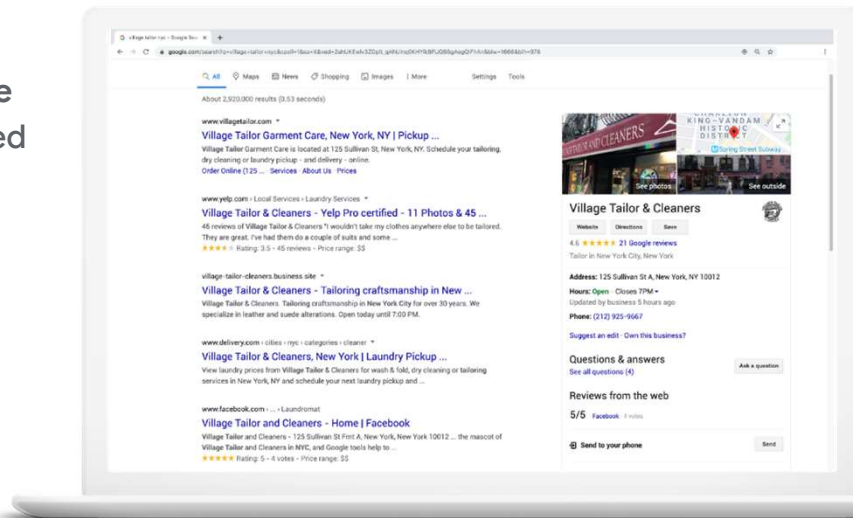
**Quick links** — CALL DIRECTI... SAVE WEBSITE

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### BUSINESS PROFILES APPEAR ON GOOGLE SEARCH...

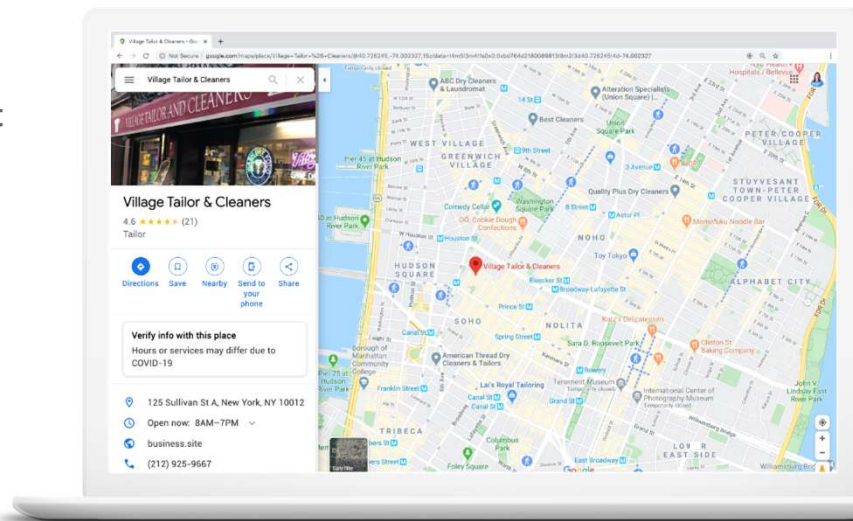
Up-to-date Business Profiles are 2.7x more likely to be considered reputable.<sup>1</sup>



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

### AND GOOGLE MAPS

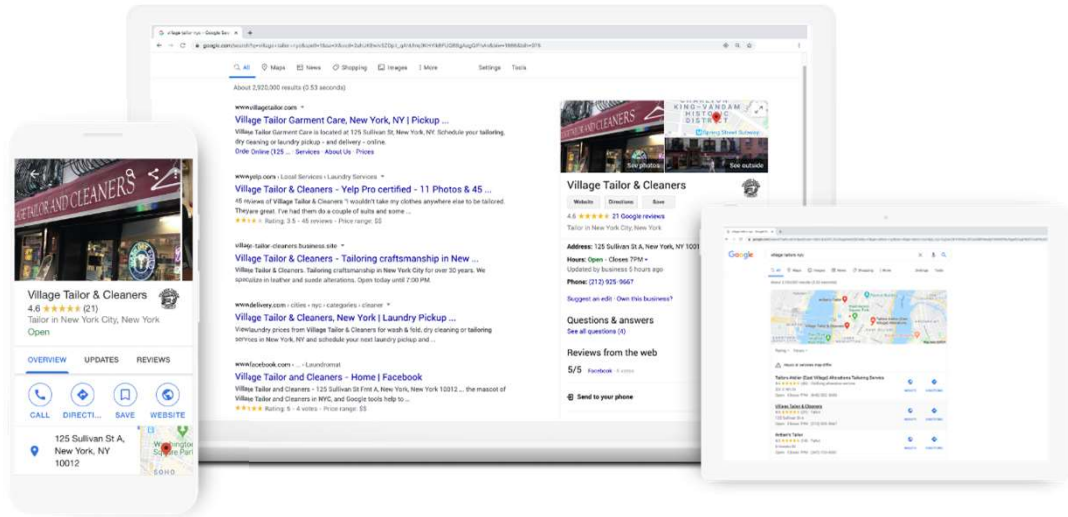
Up-to-date Business Profiles are 70% more likely to attract location visits and 50% more likely to lead to a purchase.<sup>1</sup>



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

## ACROSS ALL DEVICES

A Business Profile works on desktops, laptops, tablets, and mobile phones.



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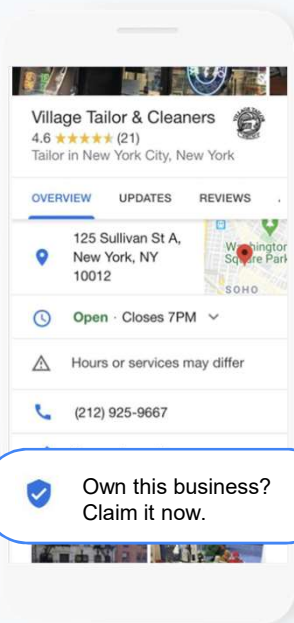
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## HOW TO GET STARTED

Visit [google.com/business](https://google.com/business) to get the process started.

- Already see a Business Profile?  
**Claim it now.**
- Don't see a Business Profile?  
You can create it.

Let's go.



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# How to Create a Business Profile



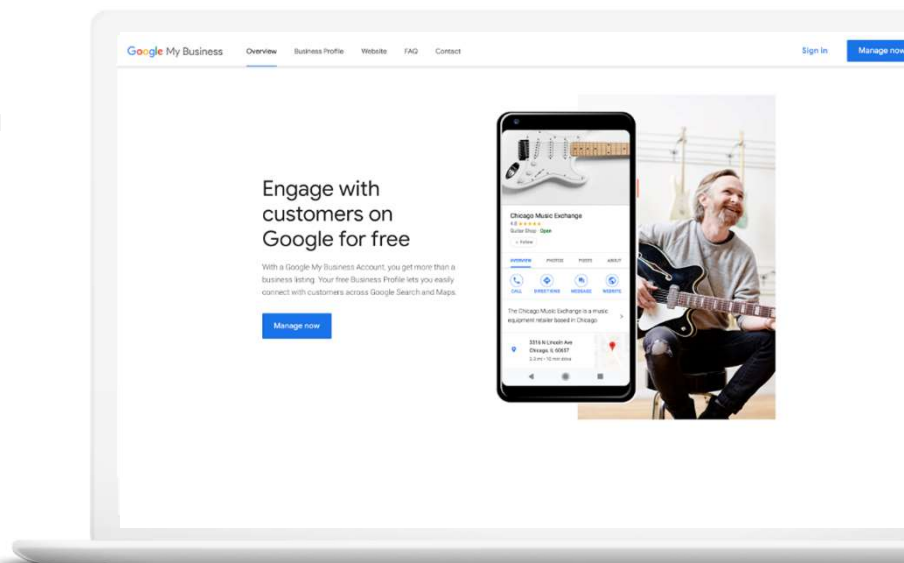
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## WHAT IS A GOOGLE BUSINESS PROFILE?

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

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



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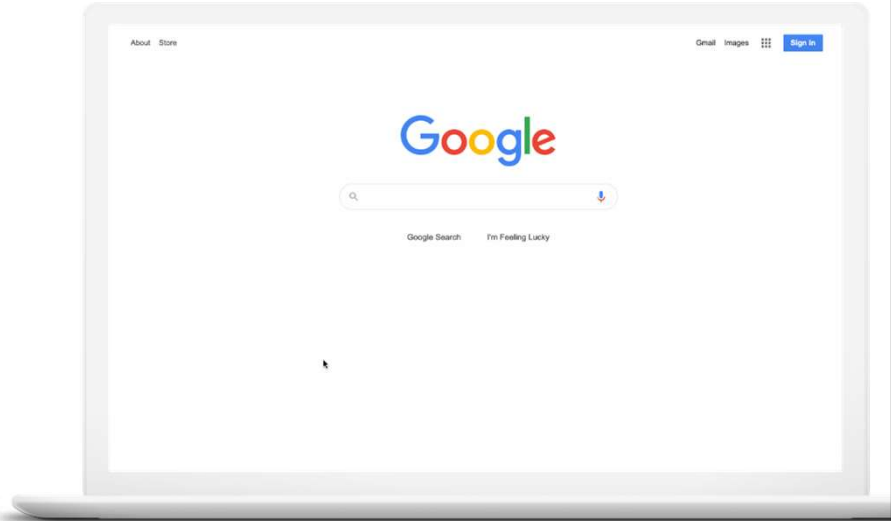
## STEP 1: SIGN INTO YOUR GOOGLE ACCOUNT

Sign into your Google Account.

Don't have a Google account? Sign up for free.

**Quick Tip:**

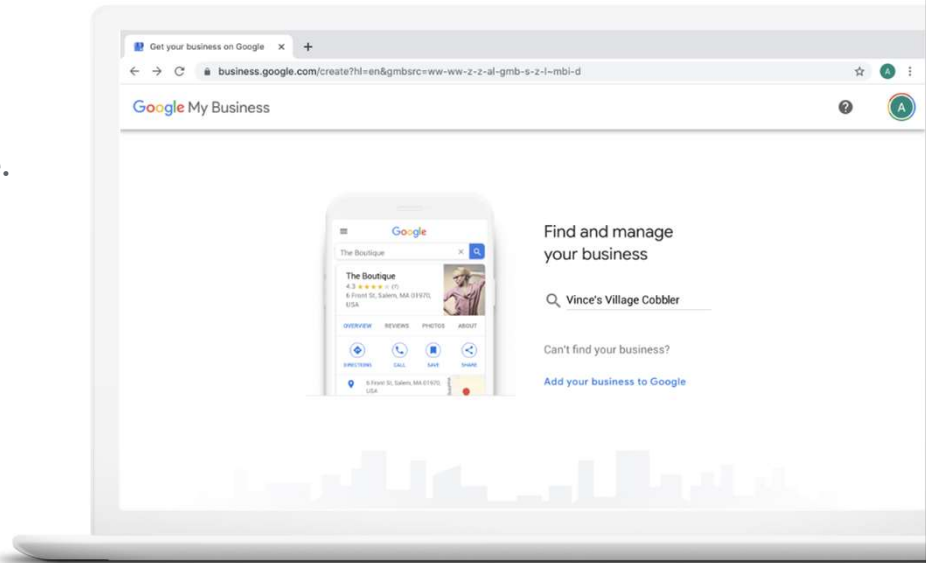
Create a new Google account [accounts.google.com/signup](https://accounts.google.com/signup)



## STEP 2: FIND OR ADD YOUR BUSINESS

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

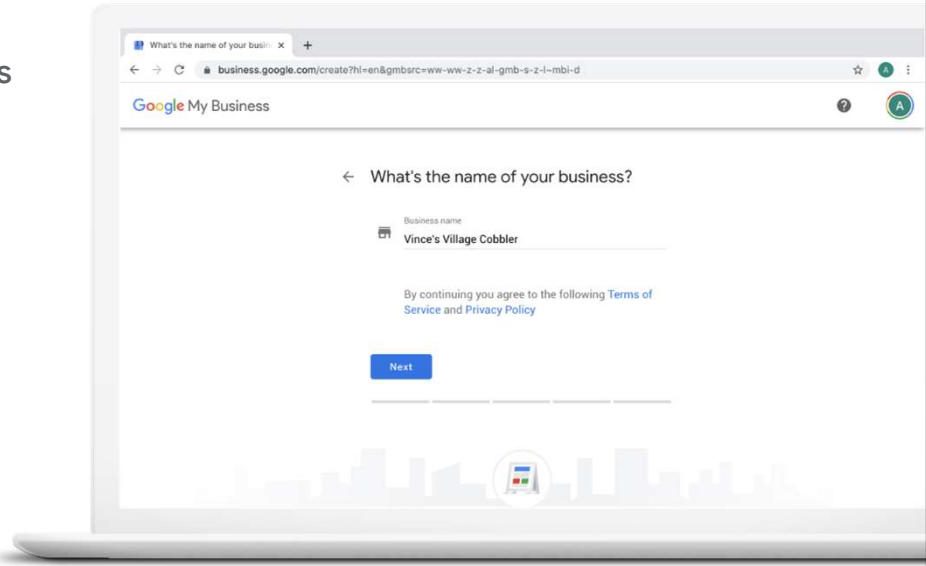
It may appear in a dropdown list.



### CONFIRM BUSINESS NAME

Confirm the business name is spelled correctly.

Click **Next**.



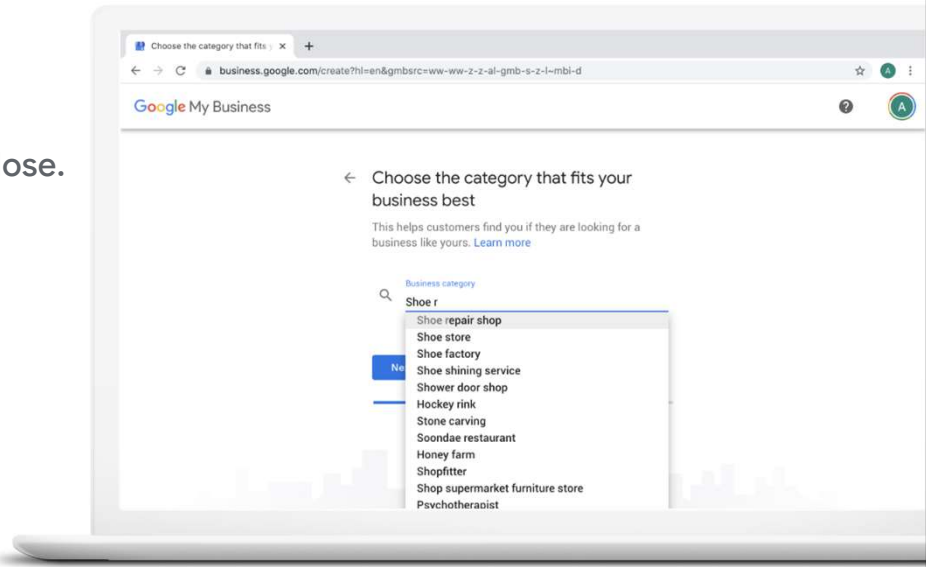
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### STEP 3: SELECT A BUSINESS CATEGORY

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

Click **Next**.



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## 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**.

The screenshot shows a web browser window displaying the Google My Business setup page. The page title is "Do you want to add a location" and the URL is "business.google.com/create?hl=en&gmbrc=ww-z-z-al-gmb-s-z-l-mbl-d". The main heading is "Do you want to add a location customers can visit, like a store or office?". Below this, a sub-heading states: "This location will show up on Google Maps and Search when customers are looking for your business". There are two radio button options: "Yes" (which is selected) and "No". A blue "Next" button is positioned below the options. A progress bar at the bottom of the form shows the current step is completed.

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## IF YES, ENTER THE ADDRESS

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

Click **Next**.

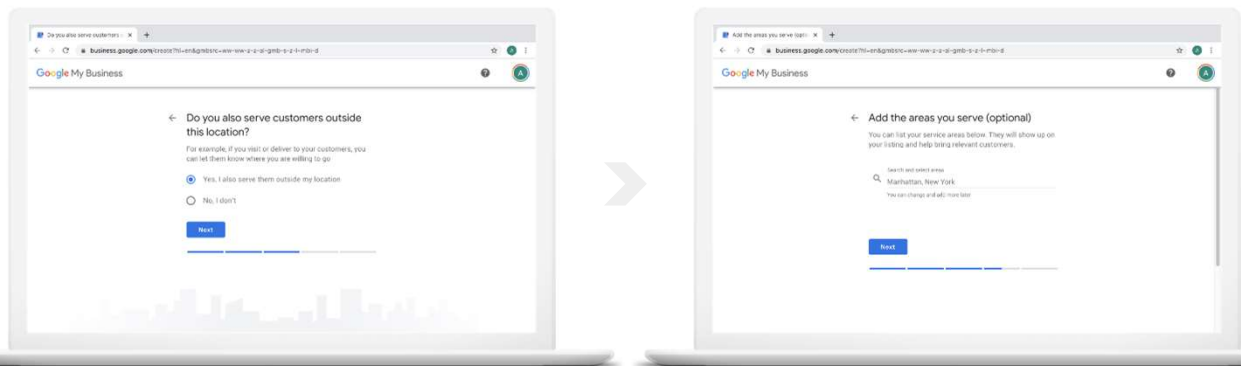
The screenshot shows the Google My Business setup page for entering an address. The heading is "What's the address?". The form includes a dropdown menu for "United States", a "Street address" field containing "125 Sullivan St" with an "Add Line" link, a "City" field containing "New York", and a "ZIP code" field containing "New York" and "10012". A blue "Next" button is located at the bottom of the form.

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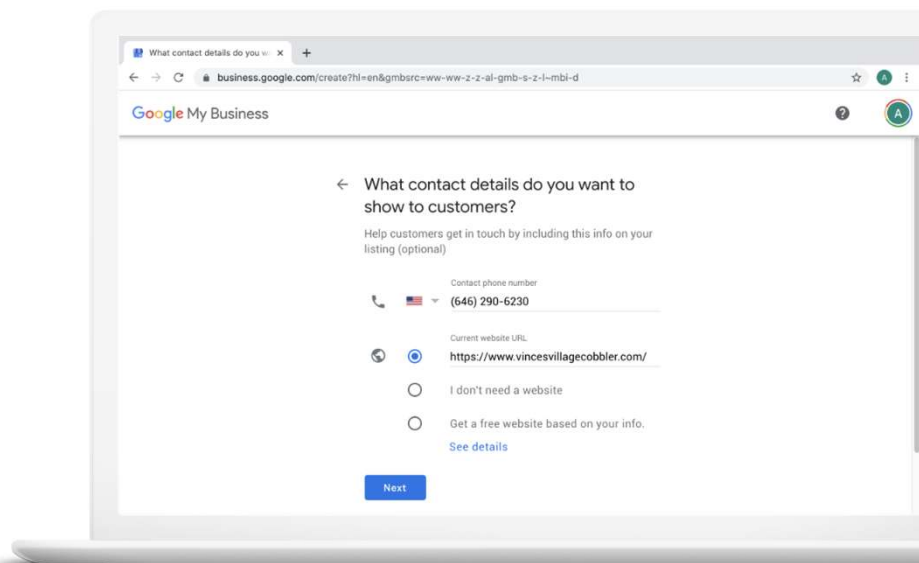
## YOU CAN ALSO ADD A SERVICE AREA



## STEP 5: ENTER BUSINESS CONTACT INFO

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

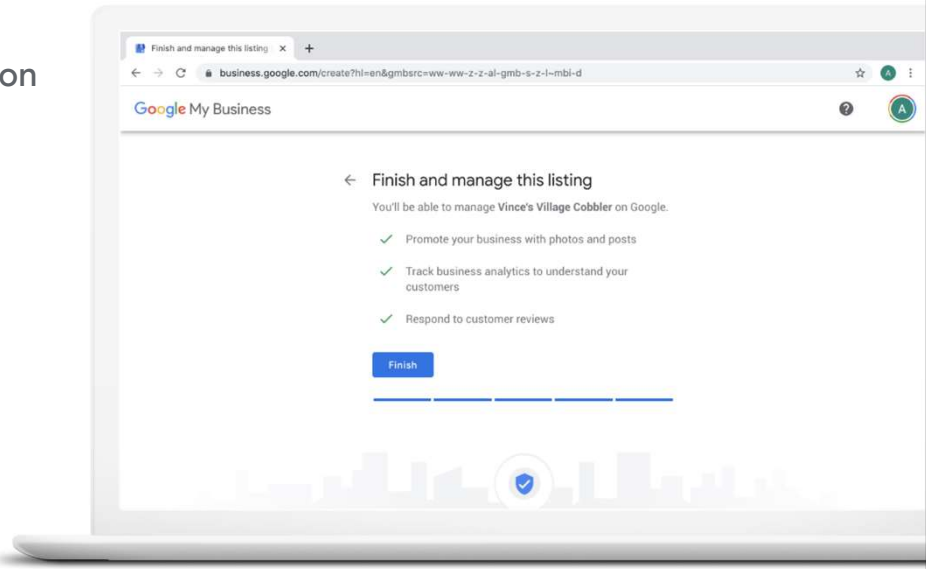
Click [Next](#).



## ALMOST DONE

Verify your connection to the business.

Click **Finish**.



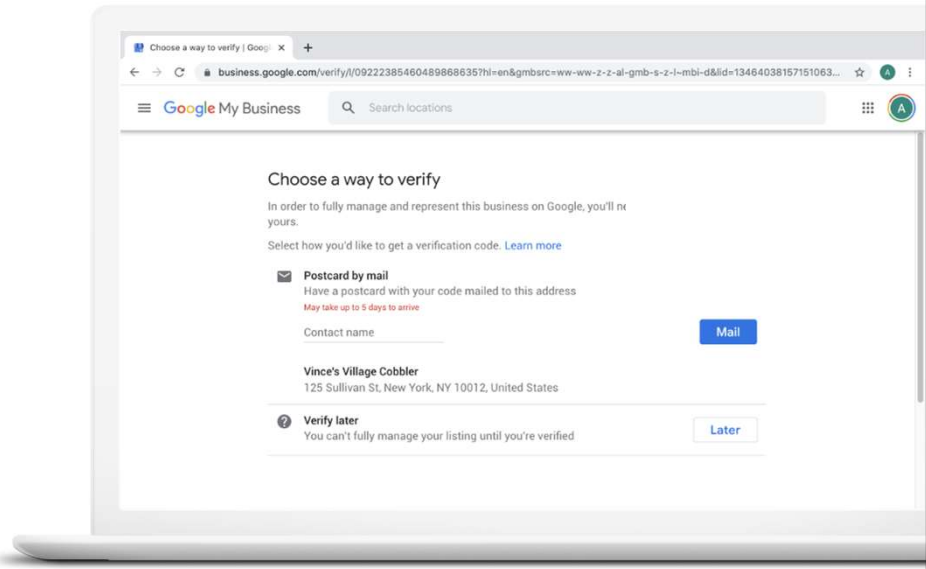
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## STEP 6: VERIFY YOUR CONNECTION TO THE BUSINESS

Request a postcard, mailed to the business address.

Click **Mail**.



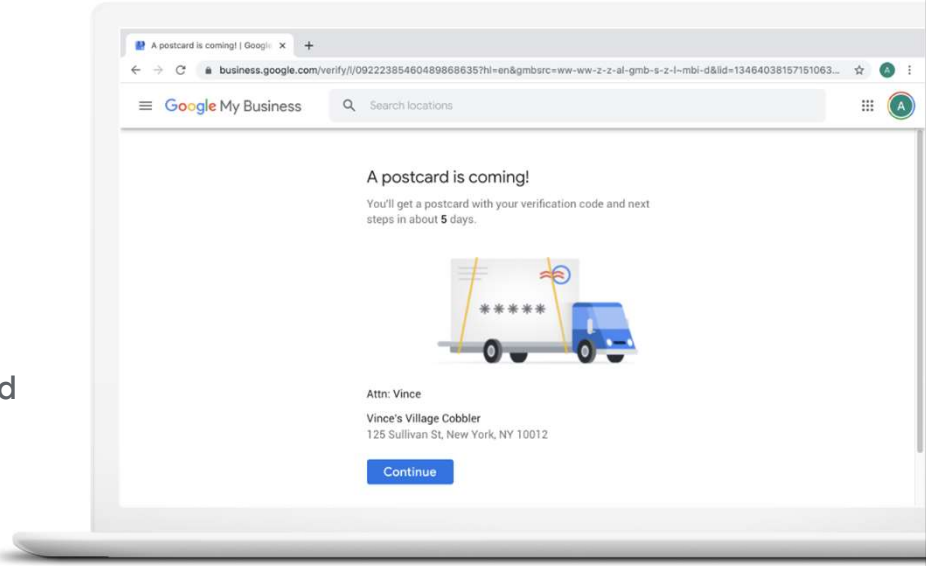
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## YOUR POSTCARD IS ON THE WAY

Postcards arrive in about five days. When it arrives, sign into your Business Profile and enter the verification code.

Click **Continue** to add more business details.



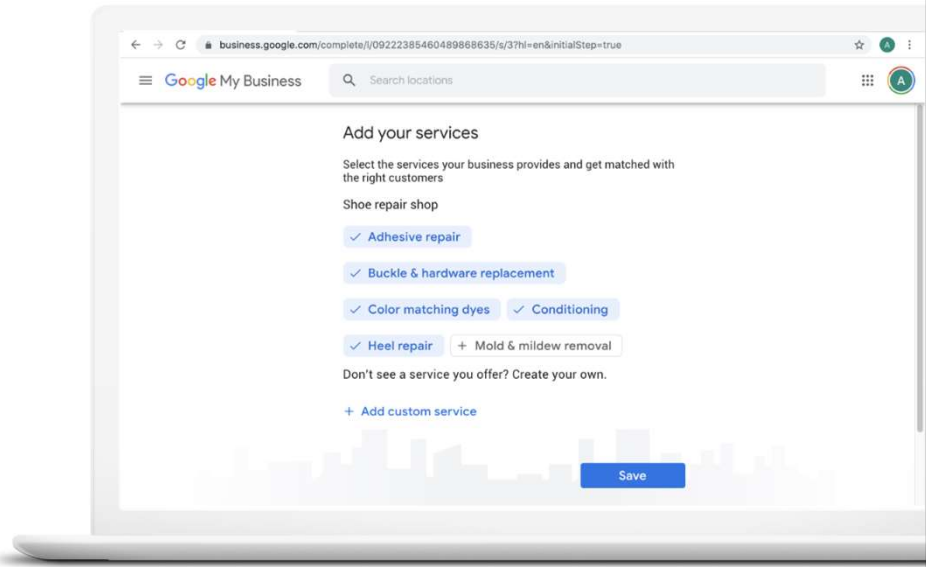
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## WHAT SERVICES DO YOU OFFER?

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

Click **Save**.



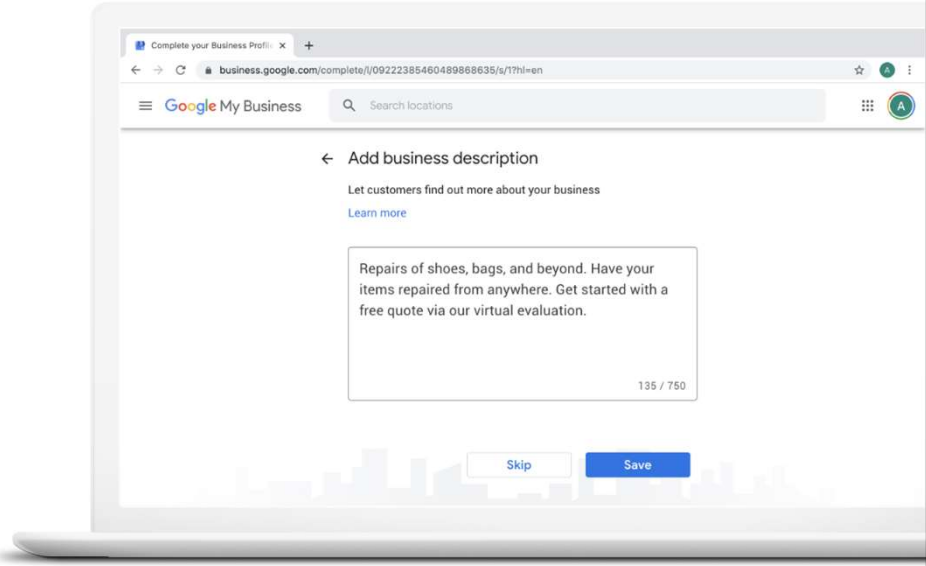
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## WRITE A BUSINESS DESCRIPTION

Give customers a brief introduction to your business.

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



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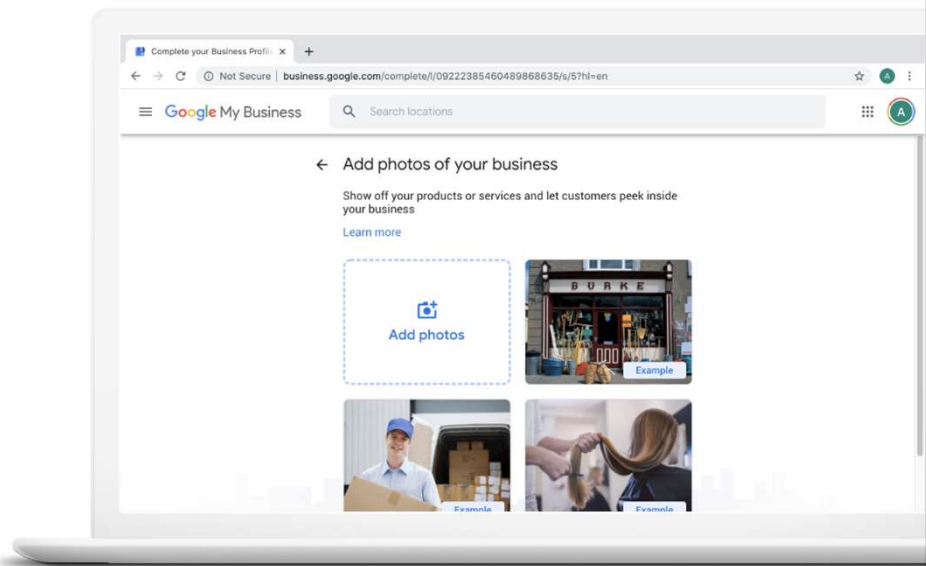
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## ADD SOME PHOTOS

Photos bring your Business Profile to life.

Videos help people feel connected to your business.

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



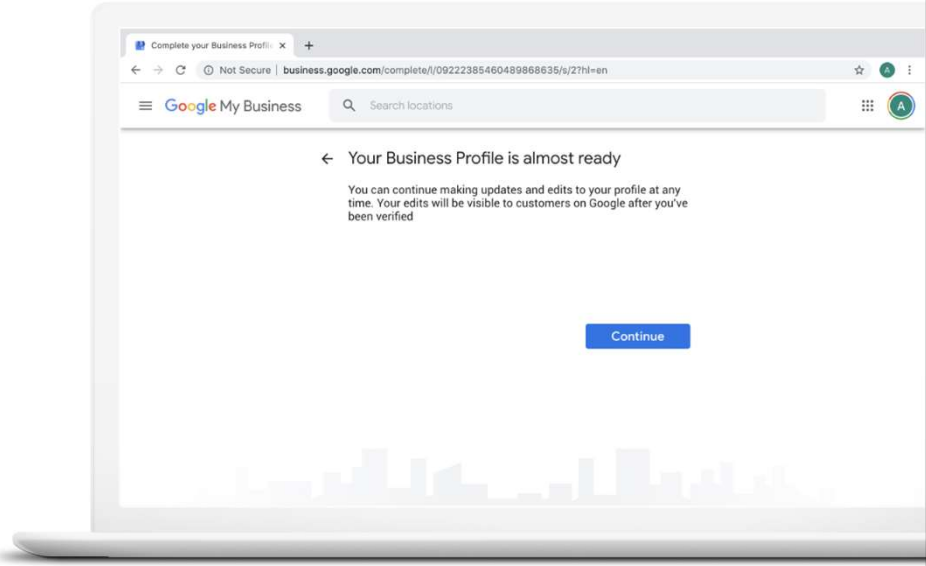
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## GET READY TO SEE YOUR NEW BUSINESS PROFILE ON GOOGLE

Continue updating the Business Profile while waiting for verification.

Click [Continue](#).

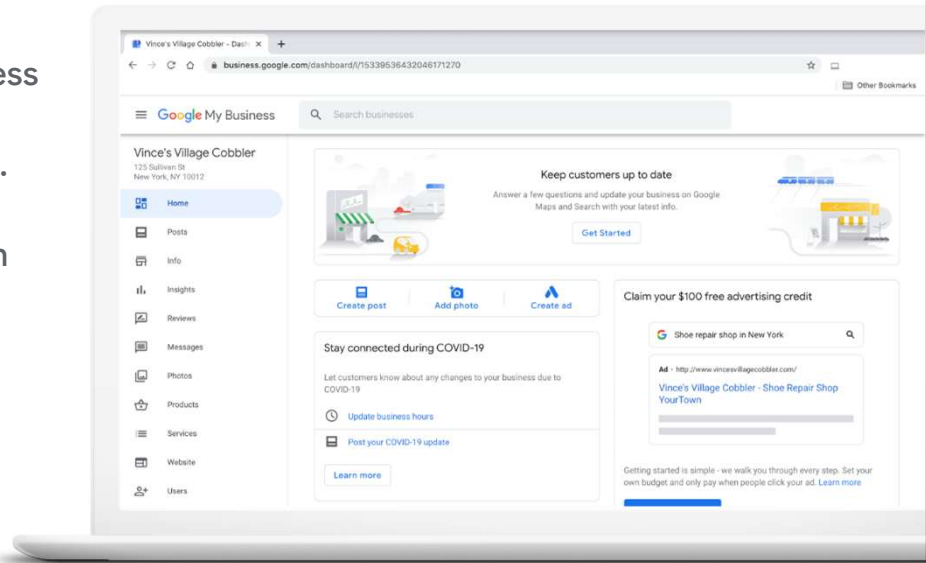


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## MANAGE BUSINESS INFO FROM THE DASHBOARD

Sign into your Business Profile anytime to access business info. Once the business is verified, updates can appear on Google Search and Maps.



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# How to Manage Business Info



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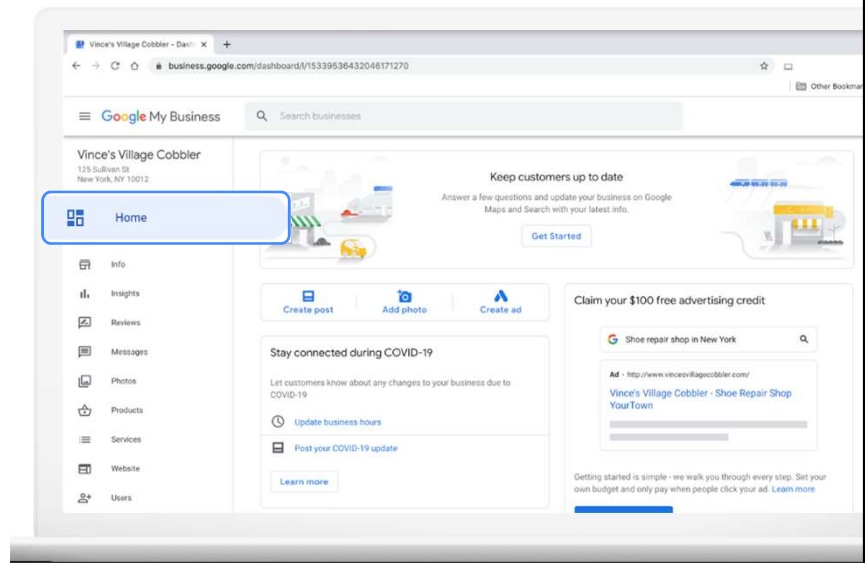
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## EDIT YOUR BUSINESS PROFILE

This is the **Home** tab.

Business info can be edited from the **Info** tab.

**Quick Tip:**  
Sign into your account at  
[google.com/business](https://google.com/business)



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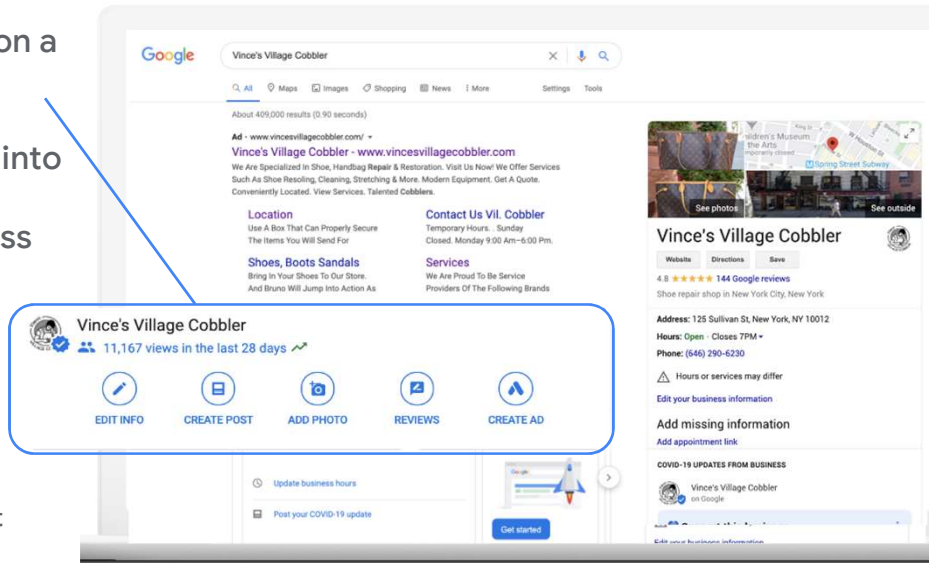
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## MAKE EDITS DIRECTLY FROM GOOGLE SEARCH RESULTS

Make edits directly on a search results page.

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

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



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# Get to know your Business Profile

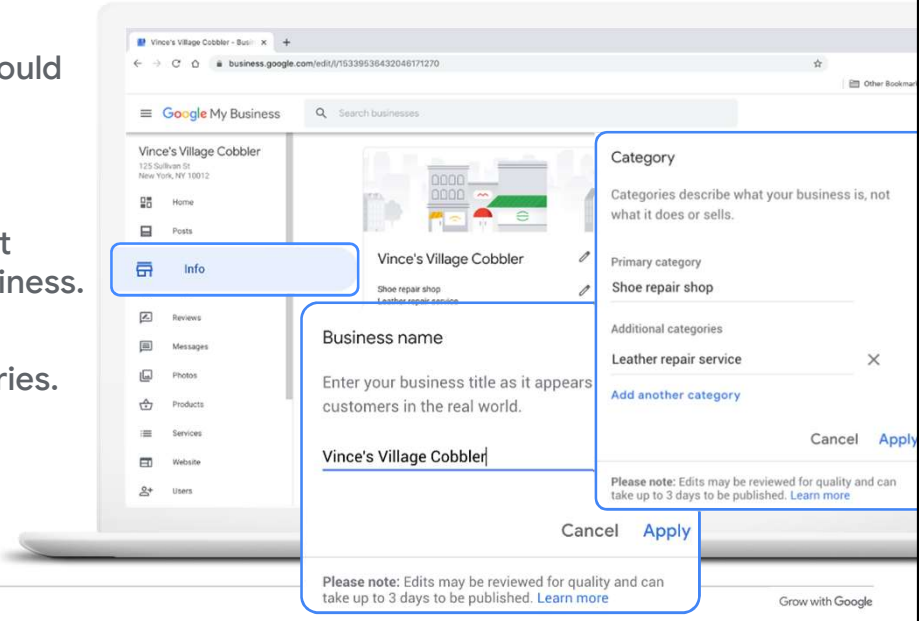


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**INFO: EDIT BUSINESS NAME AND CATEGORY**

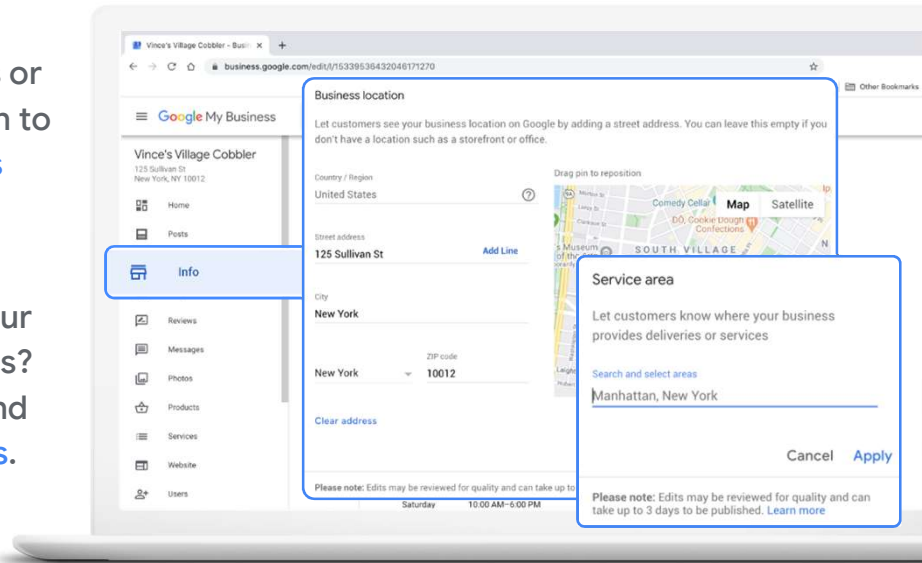
- **Business name** should reflect real-world name.
- Choose a primary **category** that best describes the business.
- Add up to nine additional categories.



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**INFO: MANAGE LOCATION AND SERVICE AREA**

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

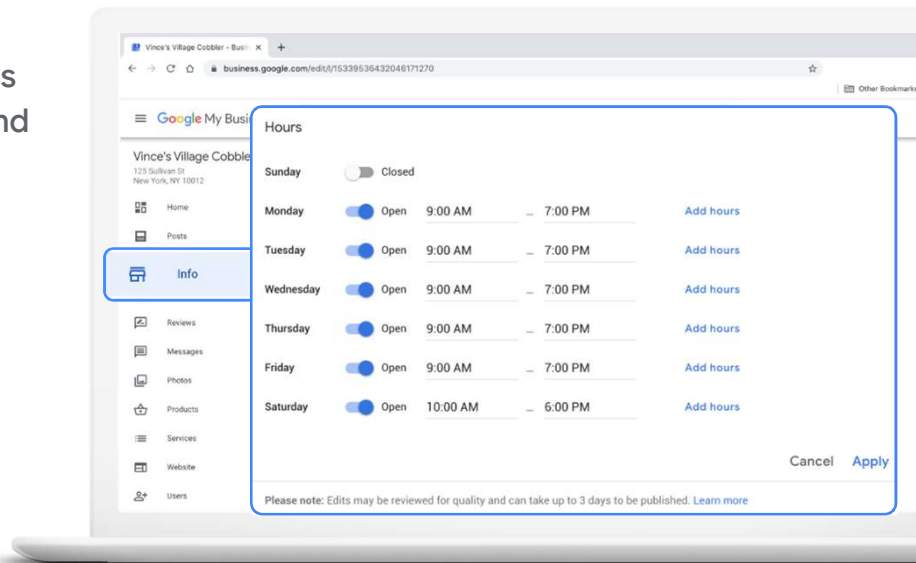


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### INFO: CONFIRM YOUR BUSINESS HOURS

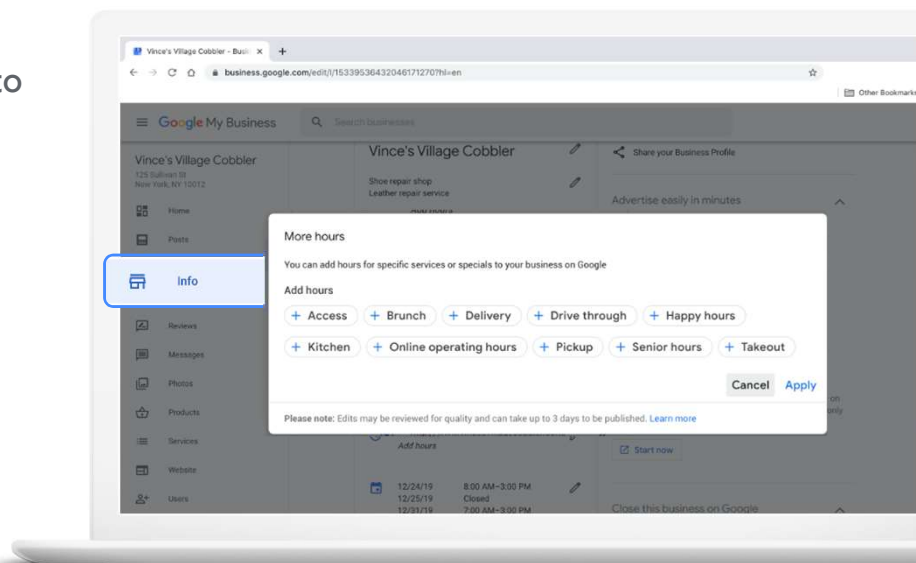
40% of local business searchers want to find hours of operation.<sup>1</sup>



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

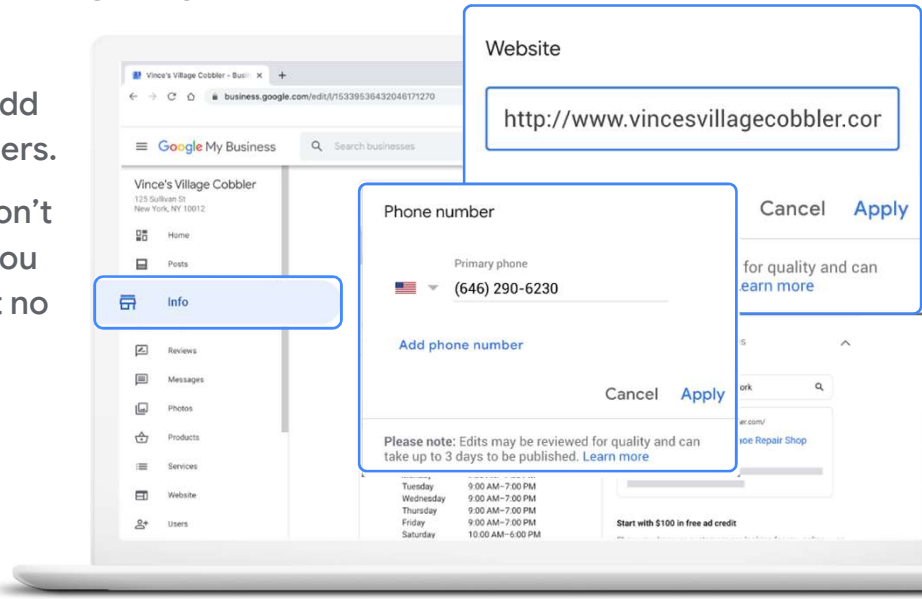
### INFO: MORE HOURS

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



**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.



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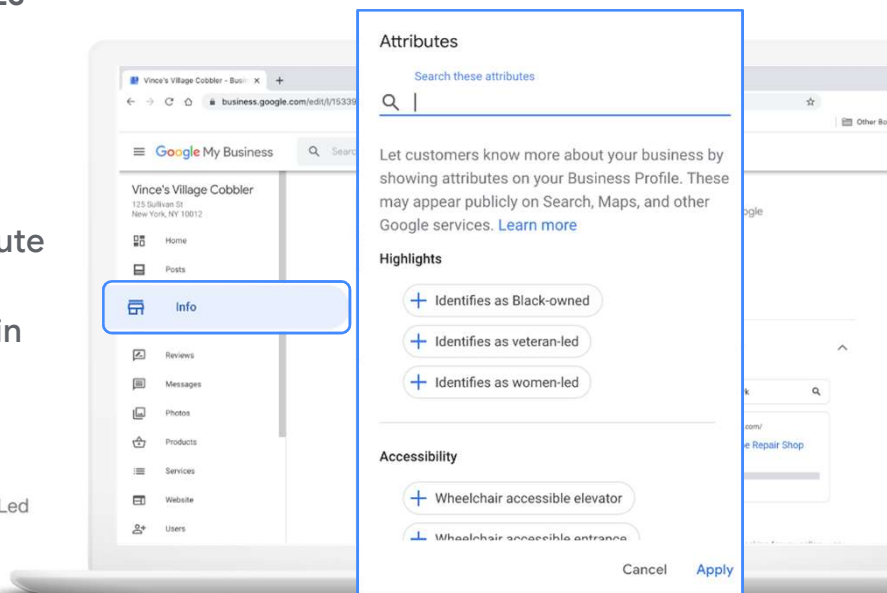
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**INFO: SELECT ATTRIBUTES**

- **Attributes** highlight business details.
- **Highlights** (like the Black-owned attribute below) can help a business stand out in search results.



Black-owned Veteran-Led Women-Led

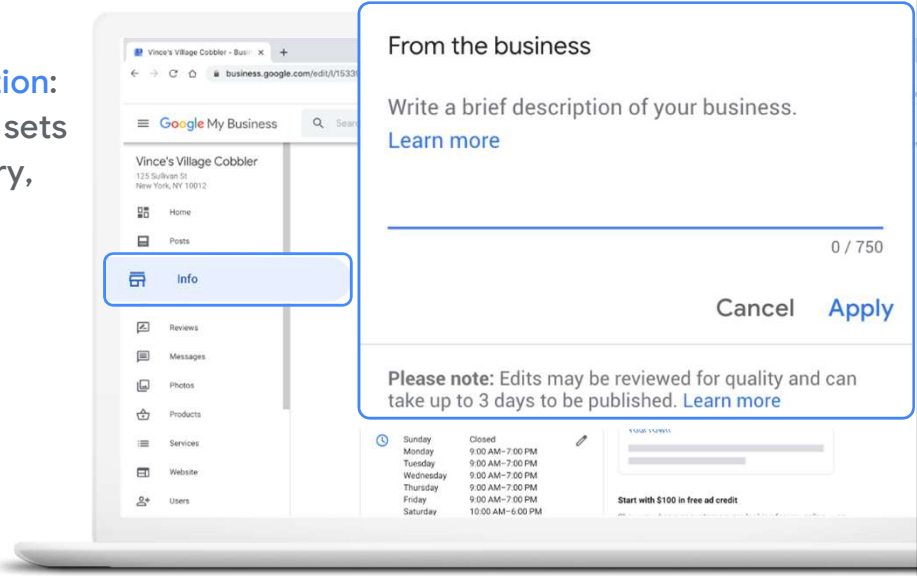


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### INFO: WRITE A BUSINESS DESCRIPTION

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

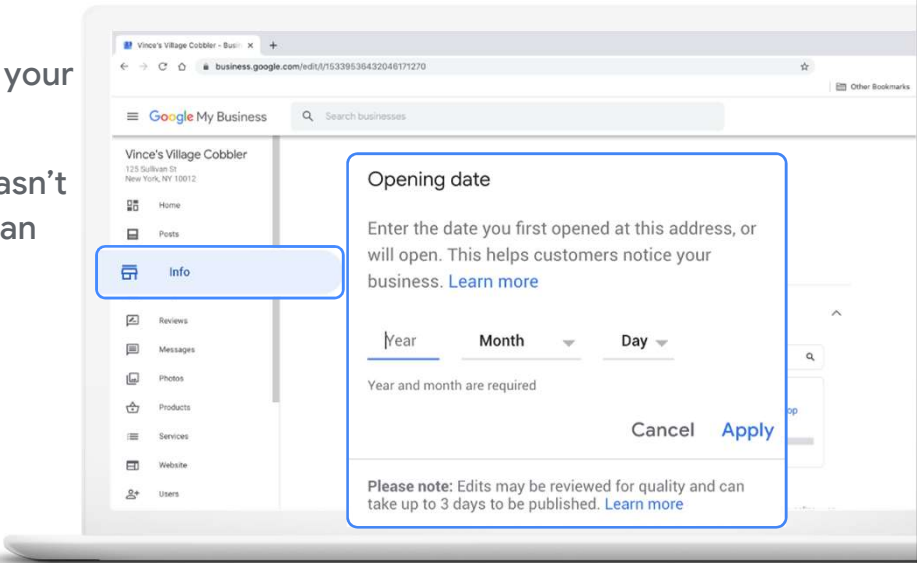


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### INFO: OPENING DATE

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

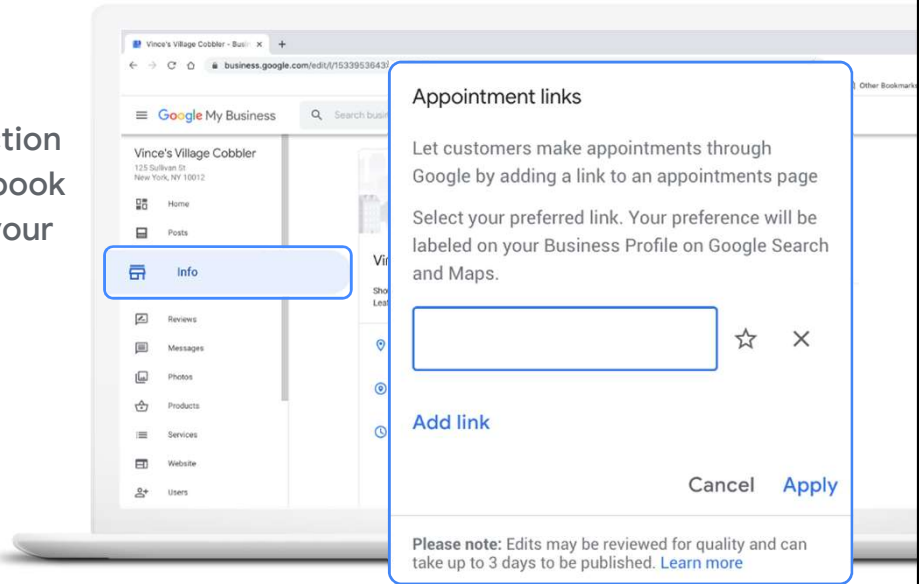


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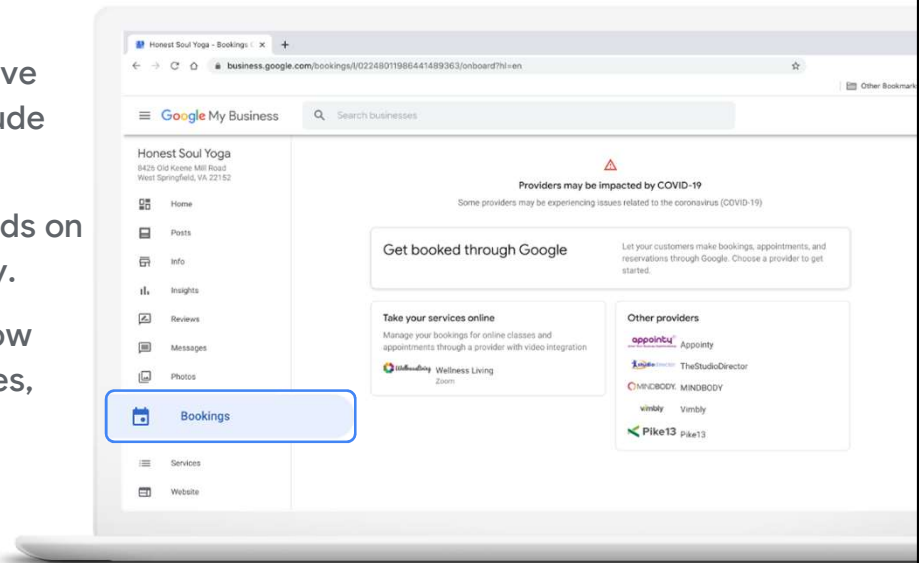
### INFO: ADD APPOINTMENT LINKS

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



### THE BOOKINGS TAB: AVAILABLE FOR SOME BUSINESSES

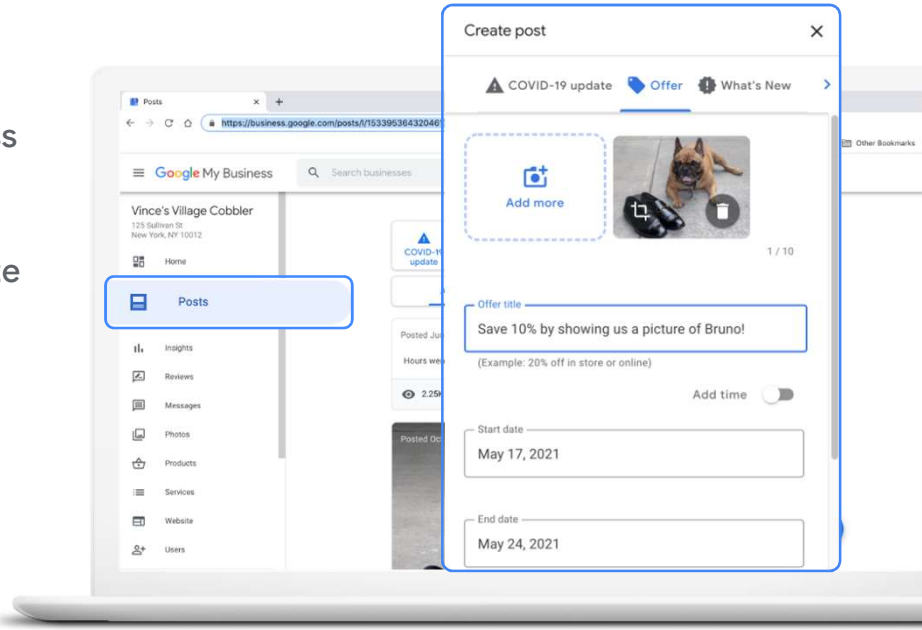
- Some business have the option to include **Bookings**.
- Availability depends on business category.
- Businesses can now offer online classes, estimates, and appointments.



## THE POSTS TAB

Share timely business updates with posts:

- COVID-19 update
- Offer
- What's new
- Event
- Product



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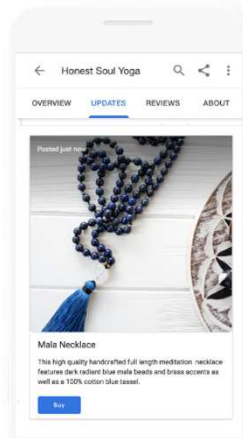
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## POST EXAMPLES

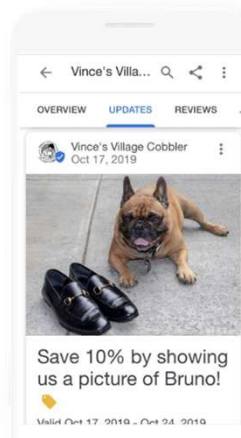
  
What's New



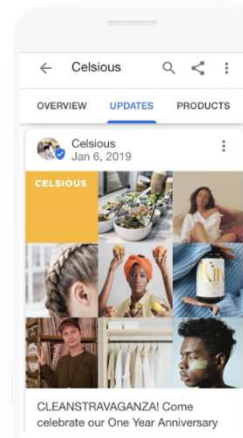
  
Product



  
Offer



  
Event

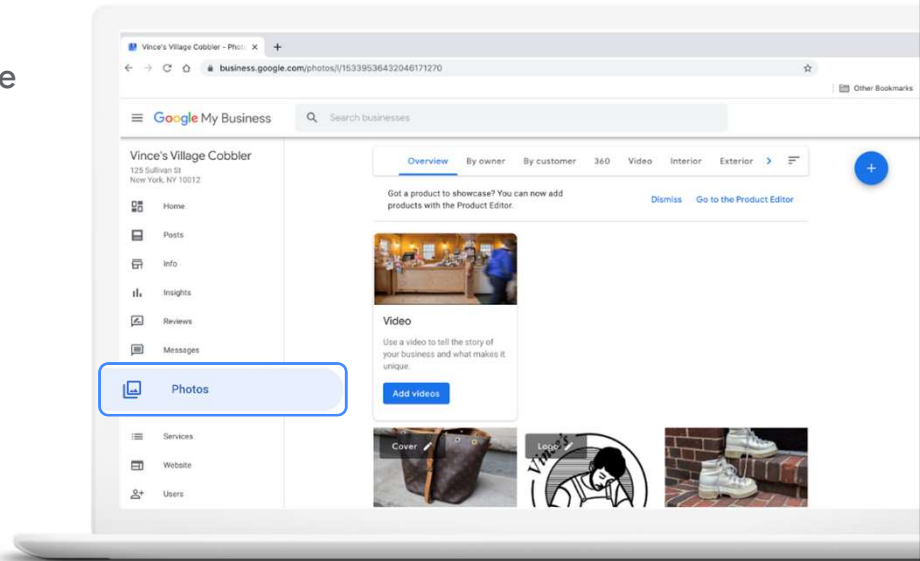


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## THE PHOTOS TAB

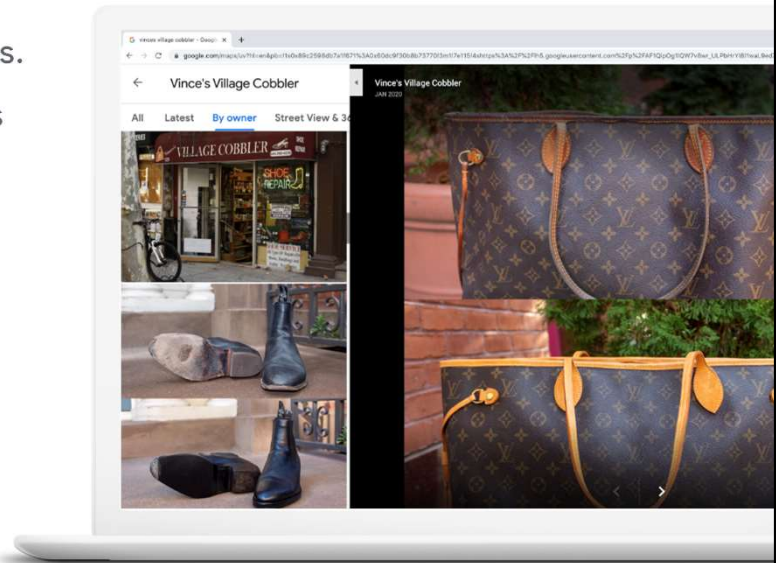
90% of customers are more likely to visit a business that has **photos** on a search results page.<sup>1</sup>



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

## TIPS FOR GREAT PHOTOS

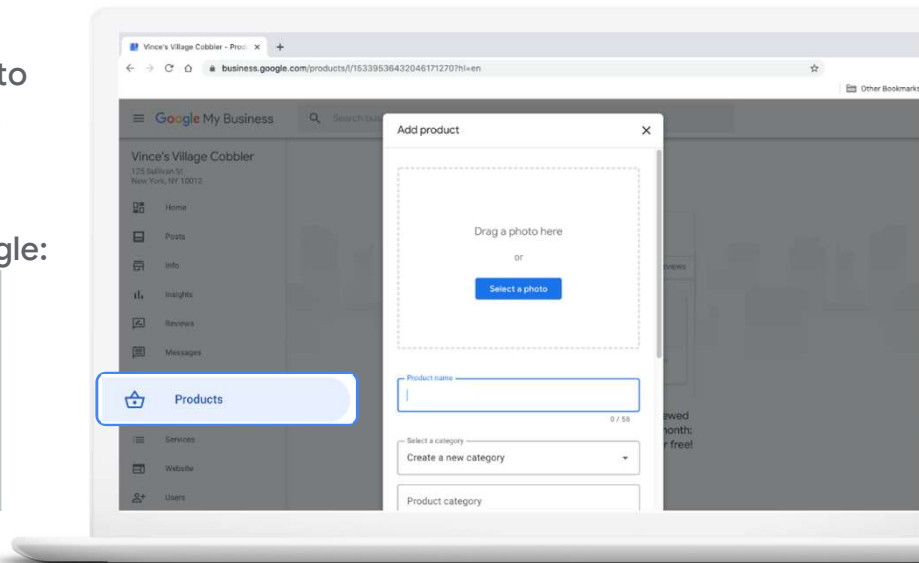
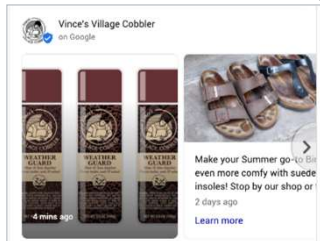
- Use focused, well-lit images.
- Highlight business features and showcase your brand.
- Include a logo and cover photo.
- Add videos (up to 30 seconds).



### THE PRODUCTS TAB

Showcase **products** to potential customers.

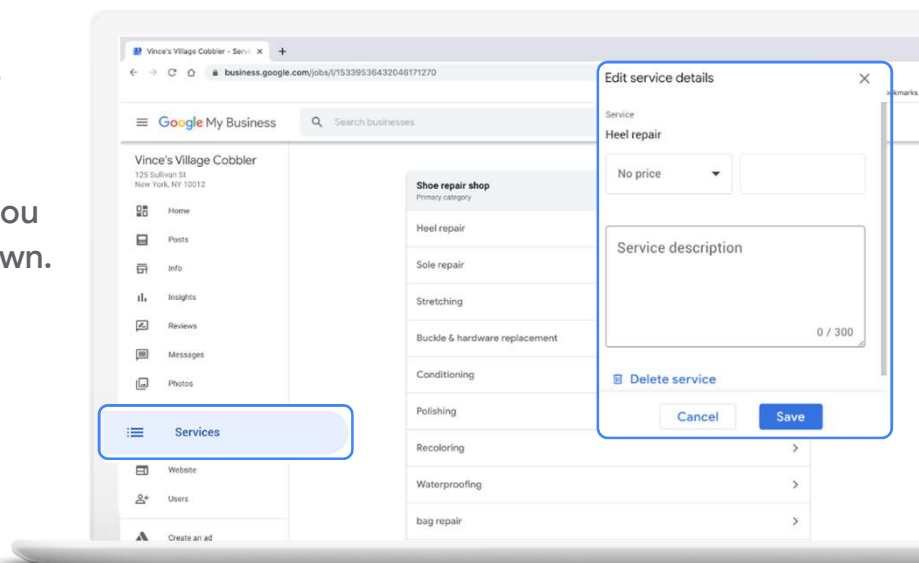
How it looks on Google:



### THE SERVICES TAB

Add **services** to your Business Profile.

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

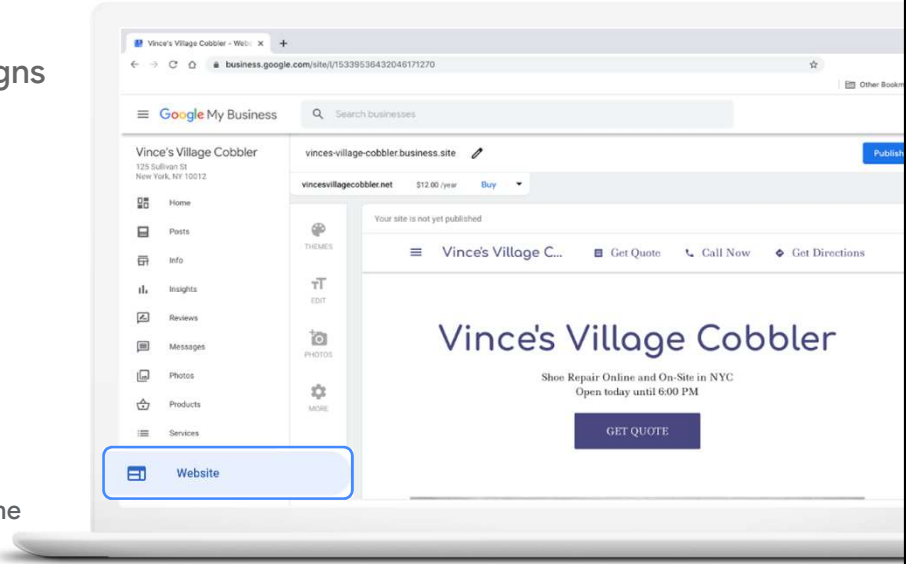


## THE WEBSITE TAB

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

**Quick Tip:**

Use the included domain name or register a custom domain.



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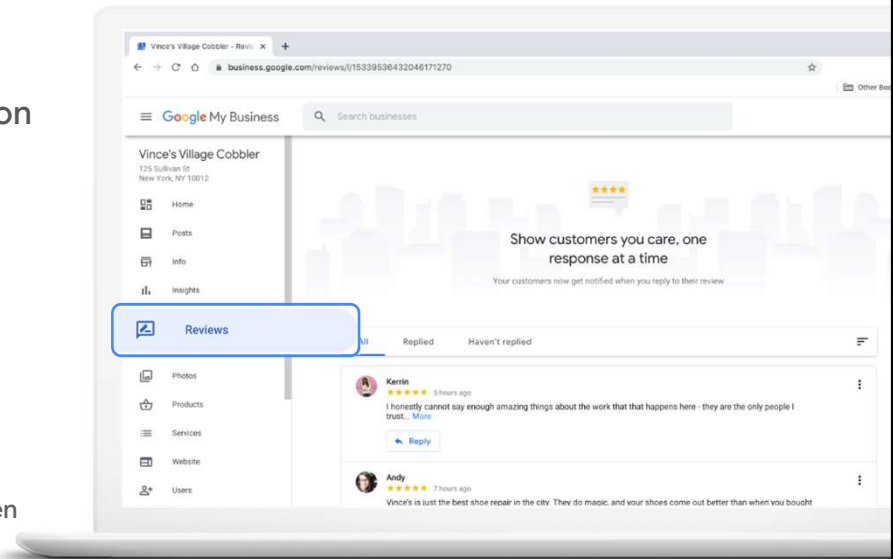
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## THE REVIEWS TAB

Publicly respond to customer **reviews** left on Google.

**Quick Tip:**

Use the app to be notified when customers write reviews.



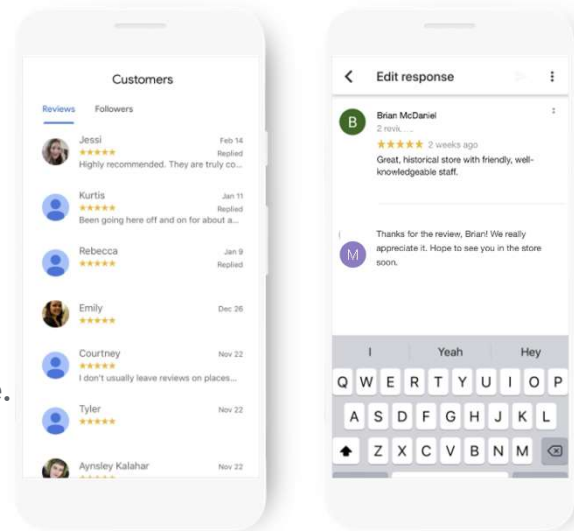
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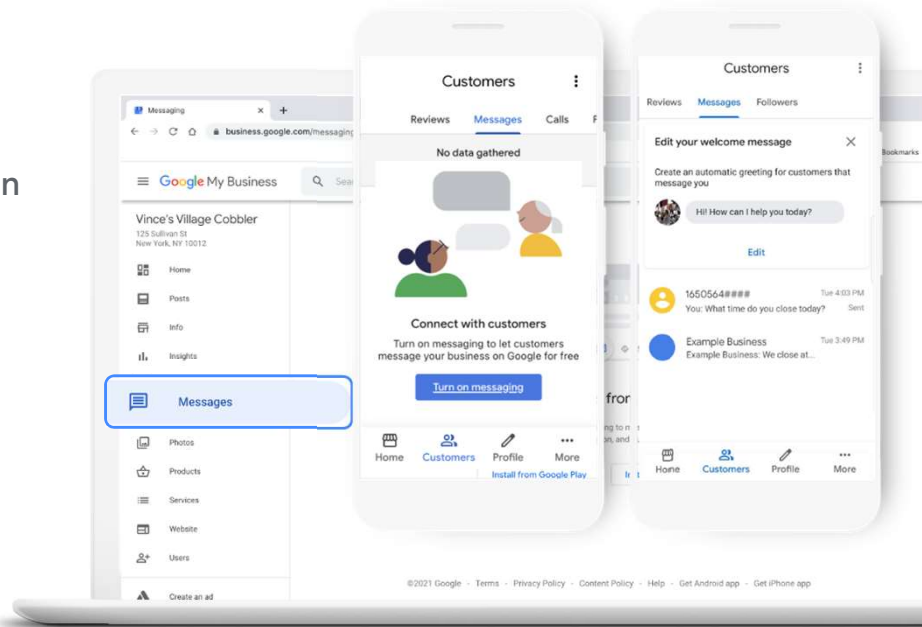
### TIPS FOR MANAGING REVIEWS

- Be professional and polite.
- Respond promptly.
- Don't use responses to advertise.
- Thank happy customers.
- Address issues constructively and resolve issues privately, if possible.



### THE MESSAGES TAB

Customers can send messages that you can respond to.

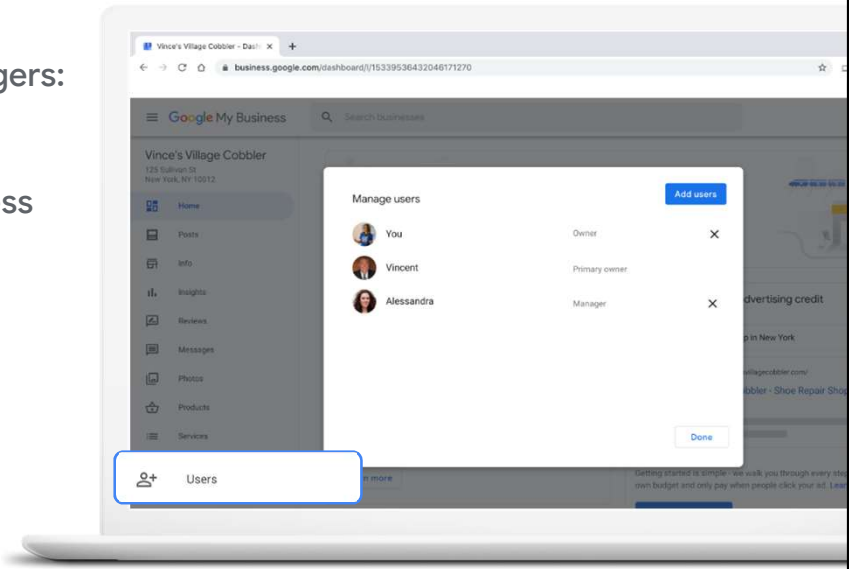


## THE USERS TAB

To add owners and managers:

- Click **Add users**
- Enter the email address
- Select role

**Quick Tip:**  
You must be an owner to add or remove users.



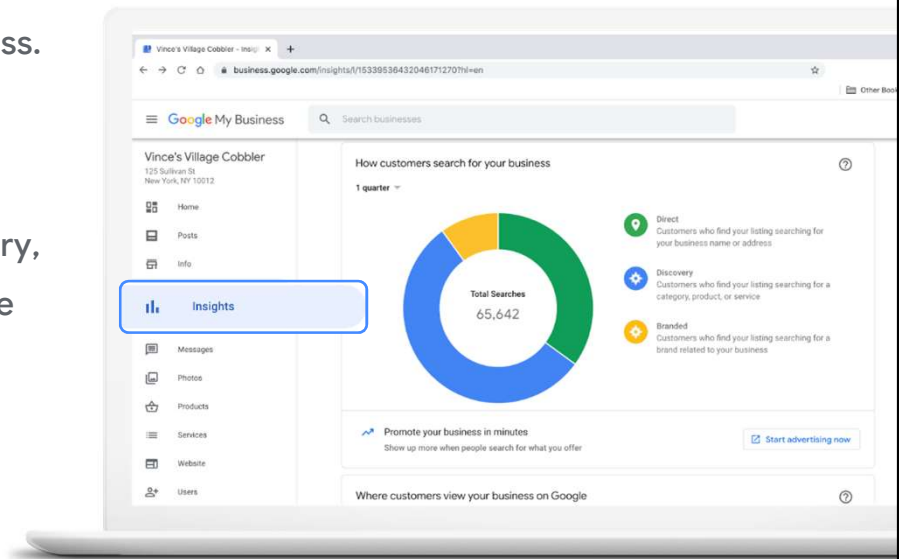
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## THE INSIGHTS TAB

Learn how customers search for your business.








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



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## TYPES OF INSIGHTS

- |   |  |
|---|--|
|  How customers find your profile |  Direction requests |
|  Search queries                  |  Phone calls        |
|  Where customers found you       |  Photos             |
|  Customer actions                |  |

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## Next Steps

- 1 Visit [google.com/business](https://google.com/business)
- 2 Claim or complete your Business Profile.
- 3 Request a postcard.
  - It should arrive within 5 days.
  - When received, sign in and enter verification code to complete.
- 4 In the meantime, explore your Business Profile and update info.

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## ONCE YOUR BUSINESS PROFILE IS CREATED

1

Make a habit of reviewing and updating your business info: [google.com/business](https://google.com/business)

2

Add business **info**, **photos** and **videos**, share **posts**, and more.

3

Explore **Insights** reports to learn how customers find you.

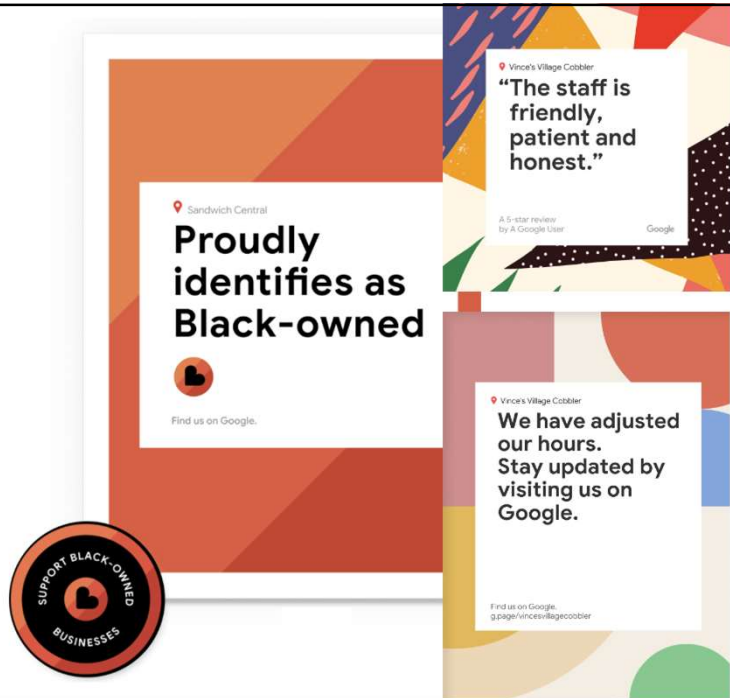
# Resources



### 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](https://g.co/marketingkit)  
[g.co/marketingkit-blackowned](https://g.co/marketingkit-blackowned)



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### BUSINESS AND MARKETING LESSONS AT G.CO/PRIMER

- Quick, easy lessons on your phone
- Learn whenever you have a few minutes free
- Practical, personalized next steps

**Quick Tip:**  
Download the Primer app  
[g.co/primer](https://g.co/primer)

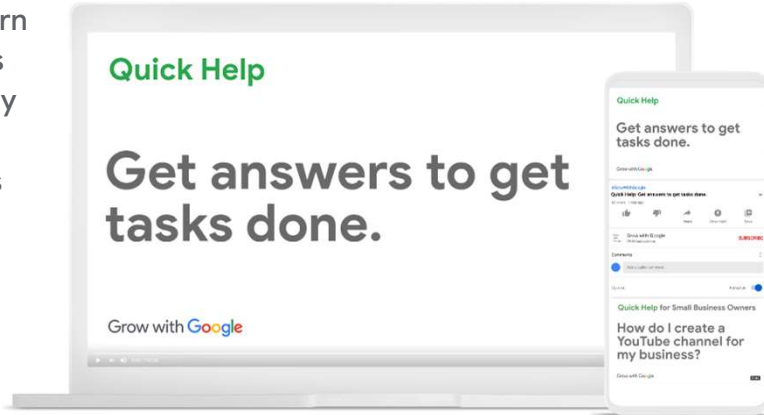


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## QUICK HELP VIDEOS FOR SMALL BUSINESSES

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



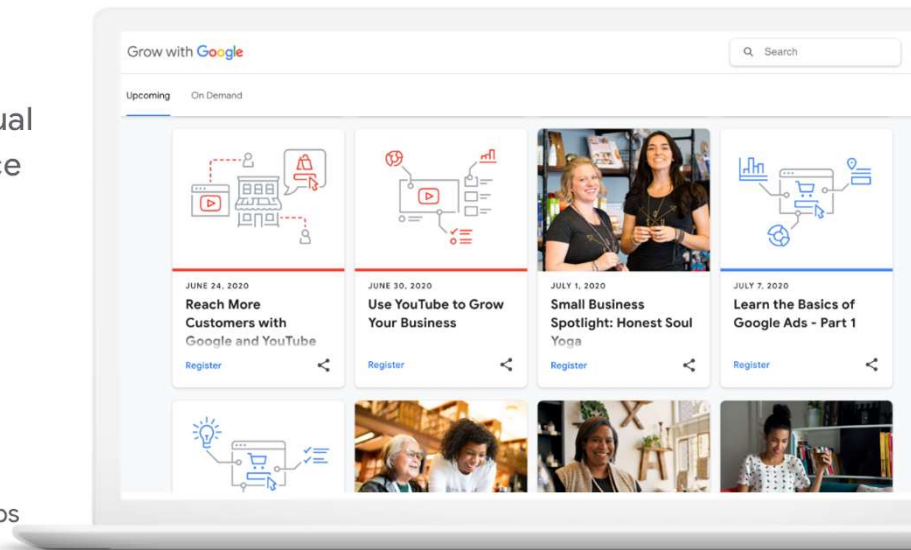
**Quick Tip:**  
Watch on Youtube  
[g.co/grow/quickhelp](https://g.co/grow/quickhelp)

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## 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](https://g.co/GrowOnAir)

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# Thank You

#GrowWithGoogle

