Get Your Business Online and Reach Customers

google.com/grow

**Maria Elena Duron**
Professional Trainer
Grow with Google

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

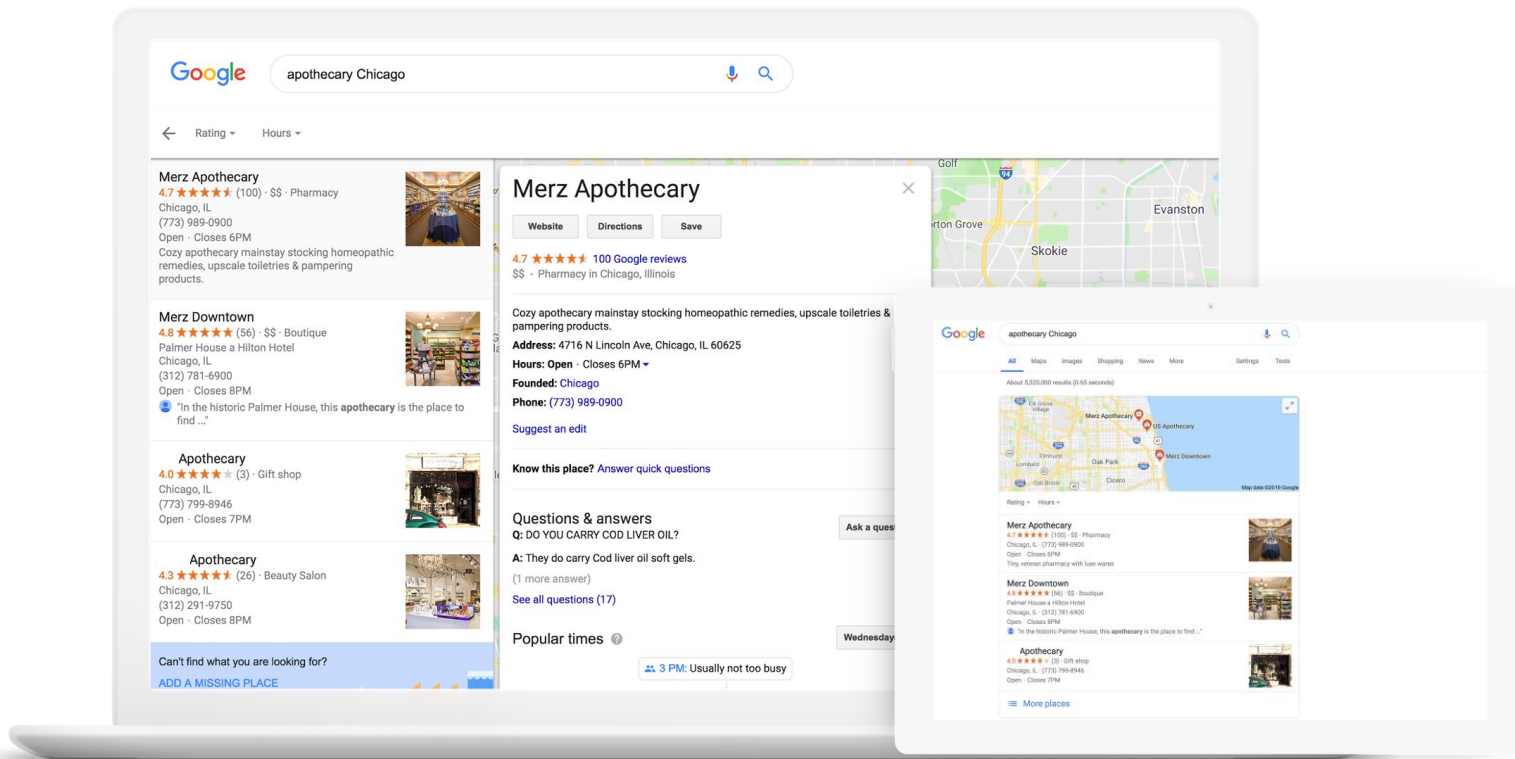**CREATE A WEBSITE WITH GOOGLE MY BUSINESS**
Customize and publish a free website

Twitter @mariaduron
Instagram @mariaelenaduron
#growwithgoogle #lascruces

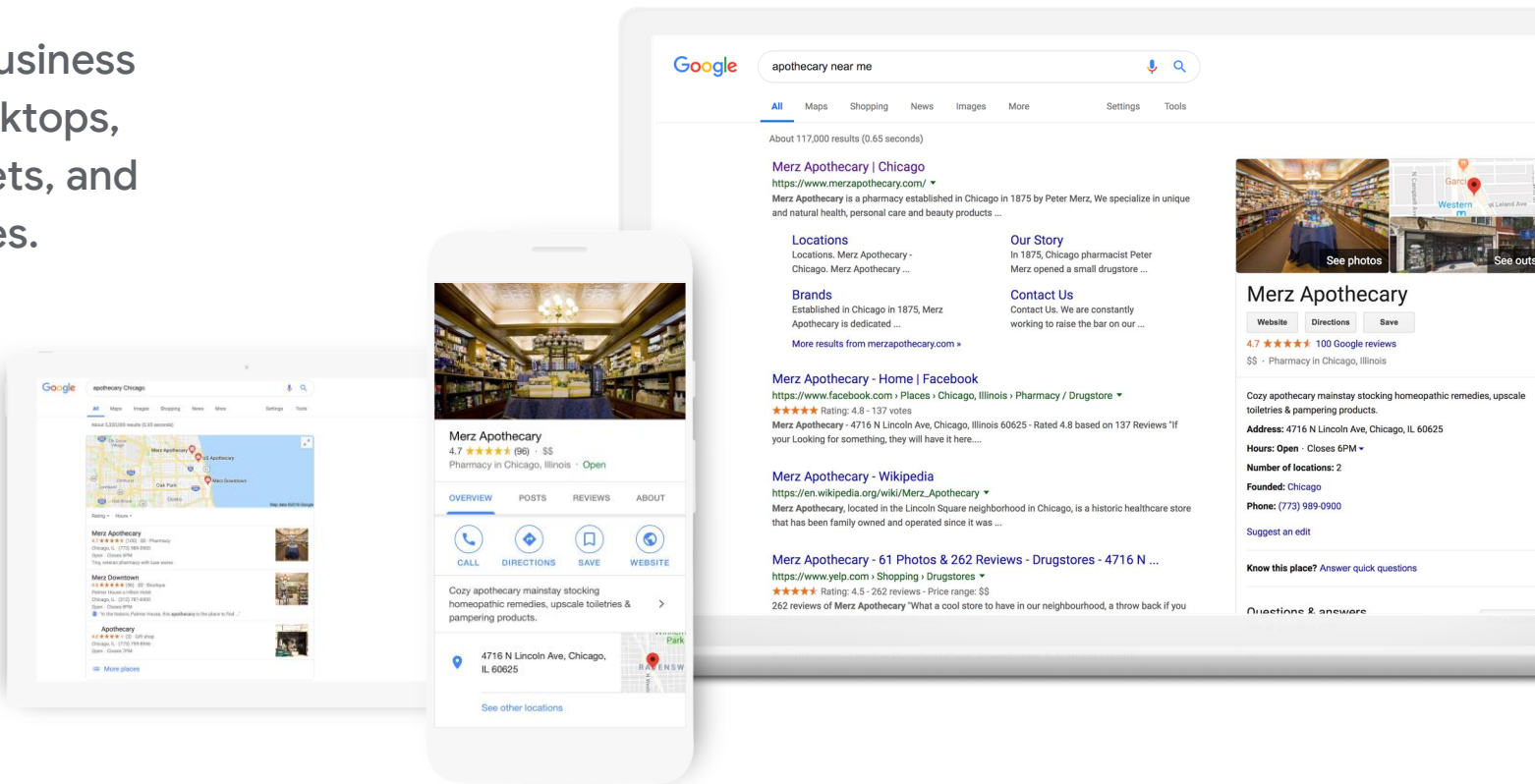# CONNECT WITH CUSTOMERS WHEN THEY SEARCH GOOGLE
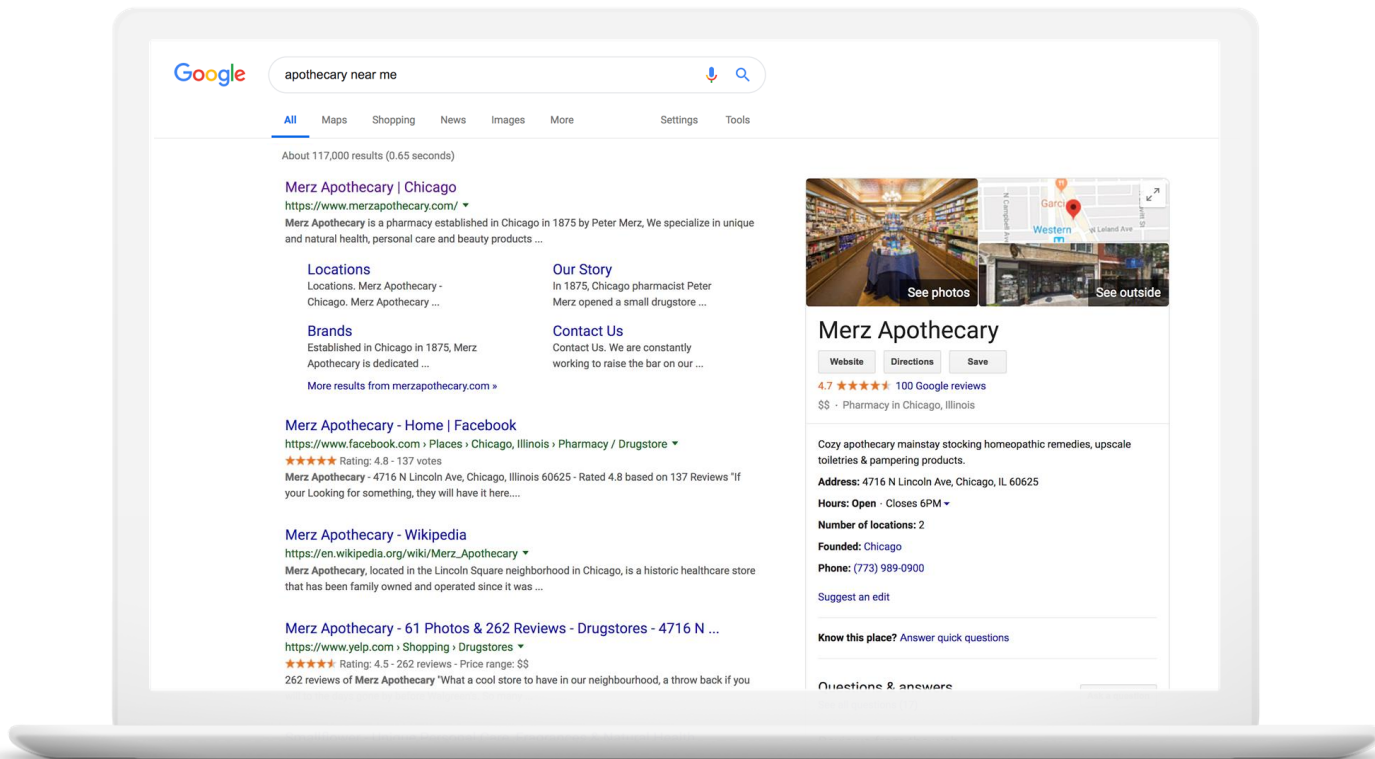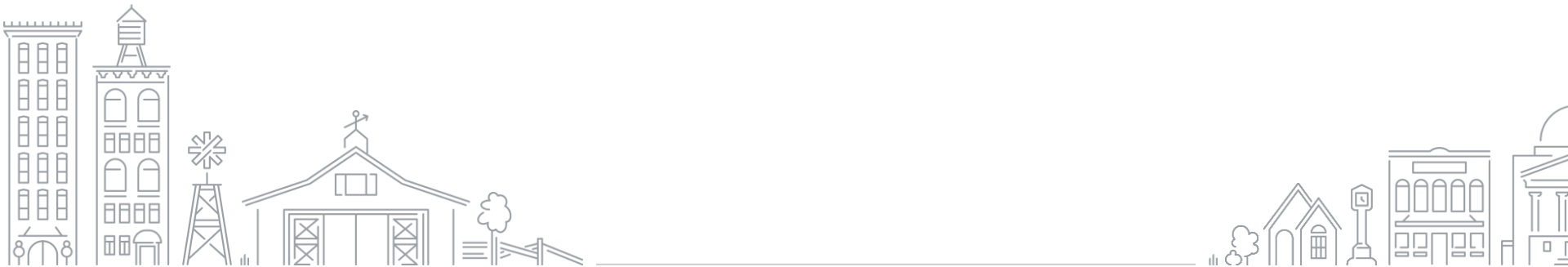
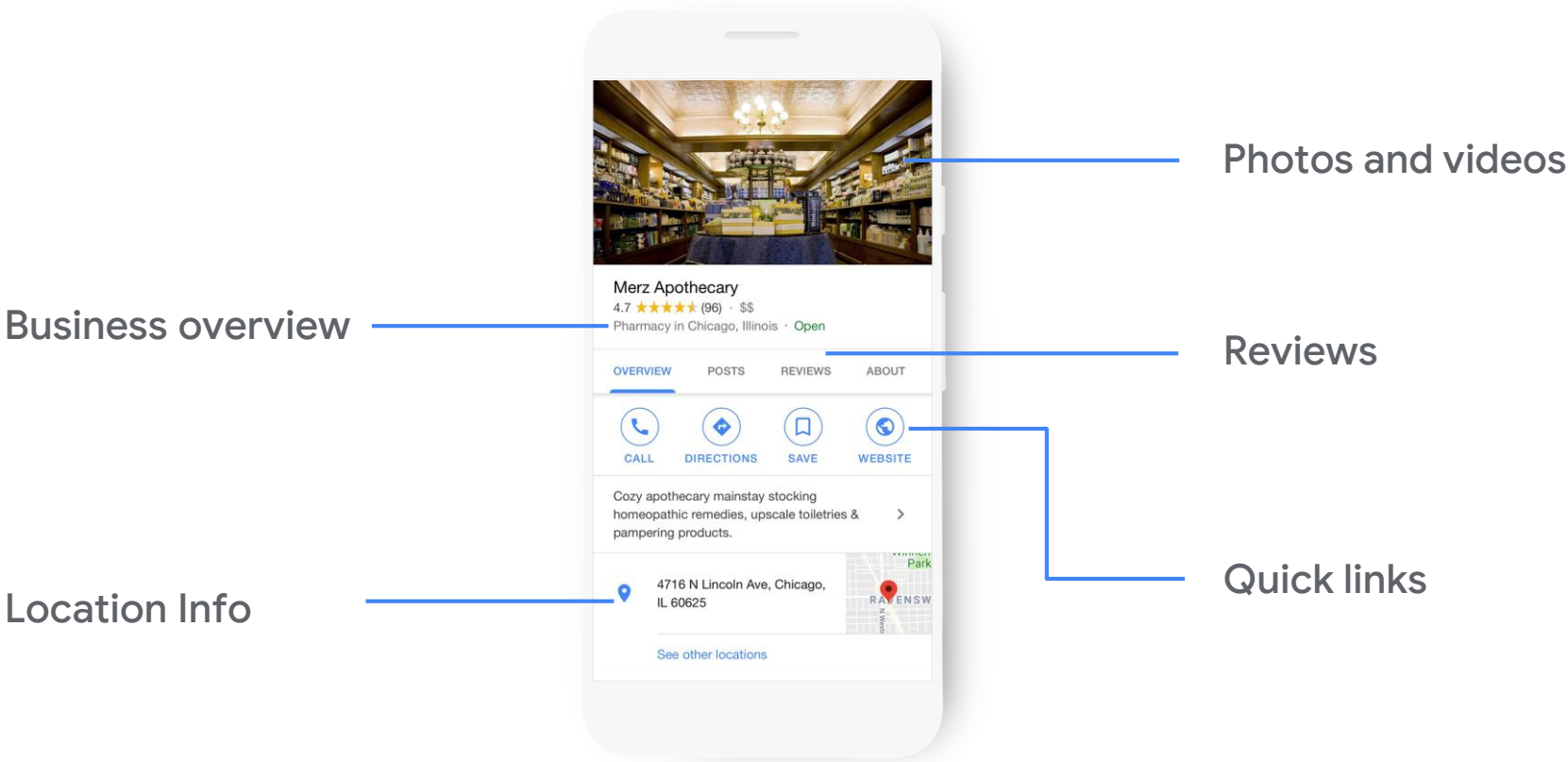# CONNECT ON GOOGLE MAPS

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

Merz Apothecary
4.7 ★★★★☆ (96) · $$
Pharmacy in Chicago, Illinois · Open

OVERVIEW POSTS REVIEWS ABOUT

CALL DIRECTIONS SAVE WEBSITE

Cozy apothecary mainstay stocking homeopathic remedies, upscale toiletries & pampering products.

Quick links

Location Info

4716 N Lincoln Ave, Chicago, IL 60625

See other locations

CONFIRM YOUR BUSINESS HOURS ON GOOGLE

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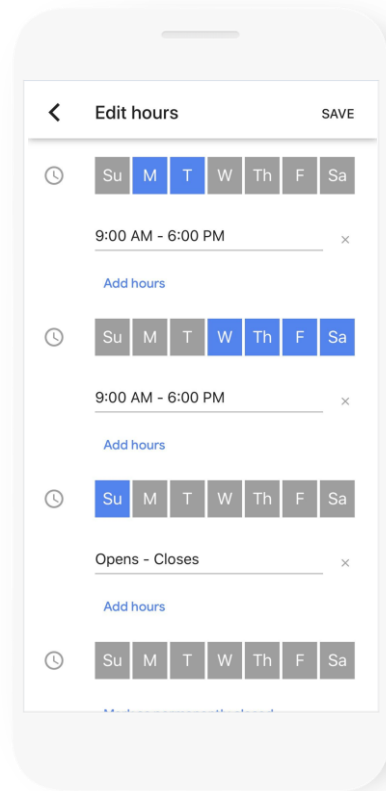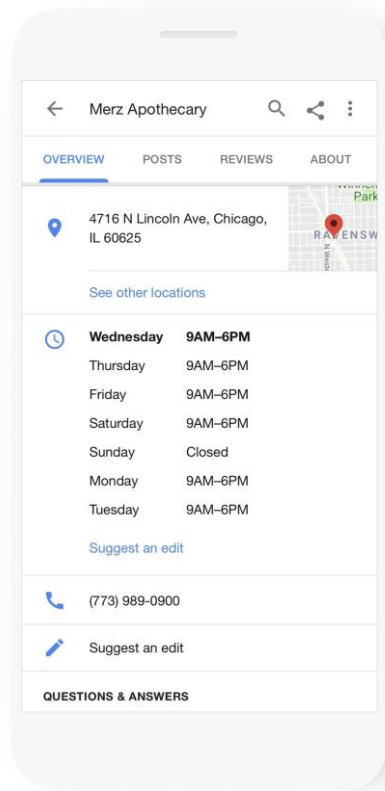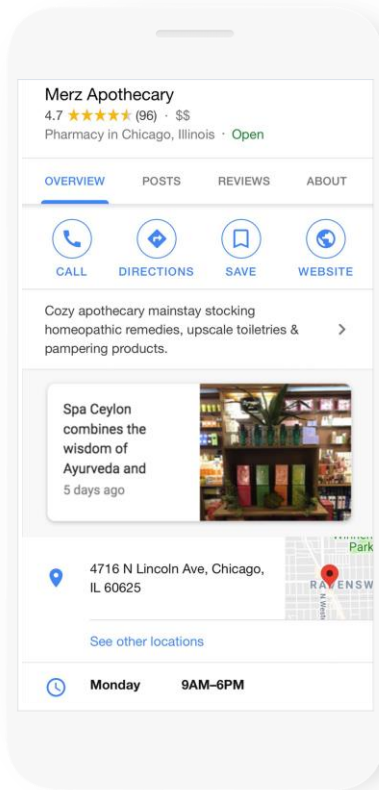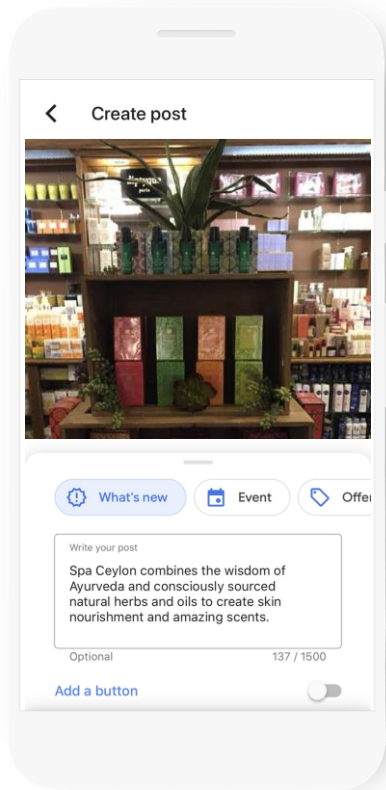

1. Google Consumer Barometer, April 2017

SHARE UPDATES WITH POSTS

Post updates directly on your Business Profile.

POST CAN HELP YOUR BUSINESS IN MANY WAYS
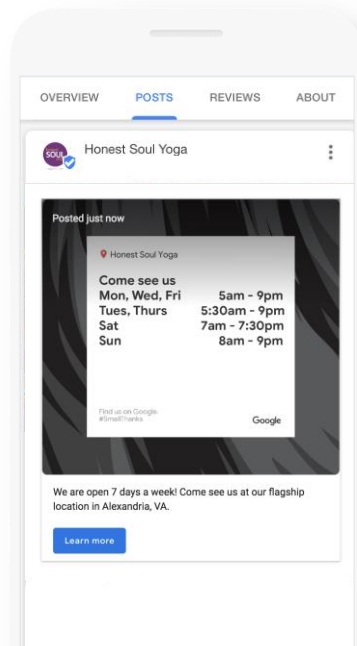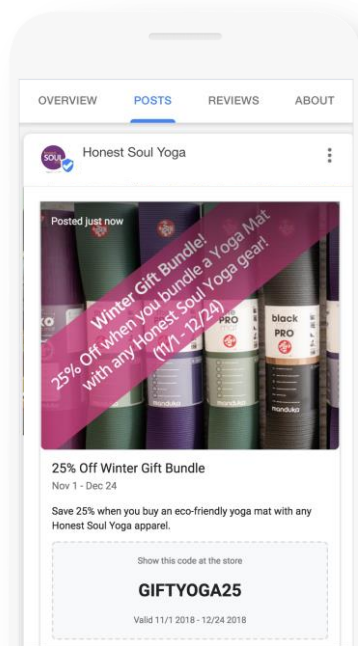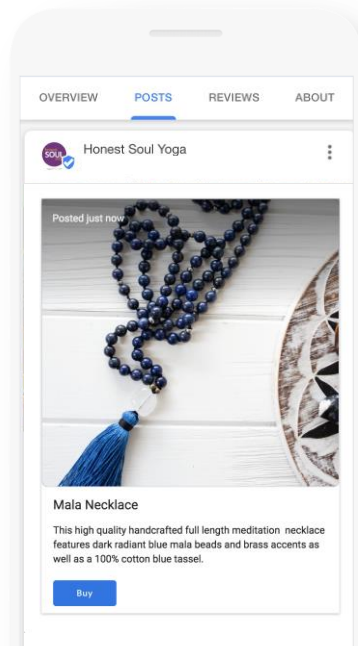
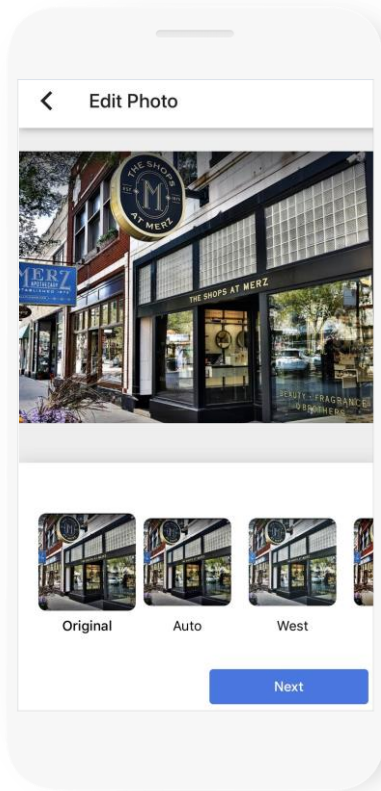### Announcements

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]
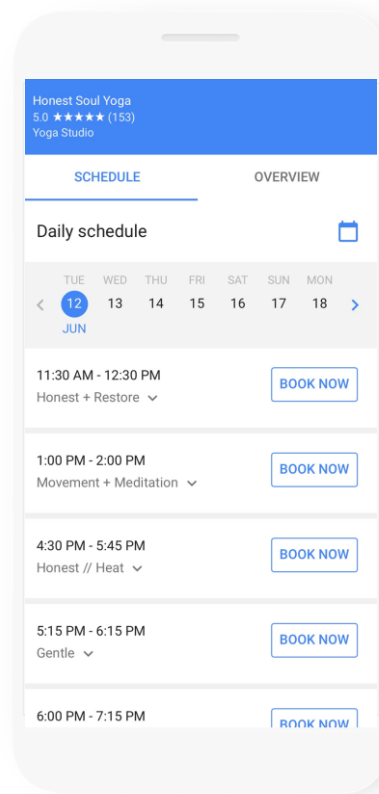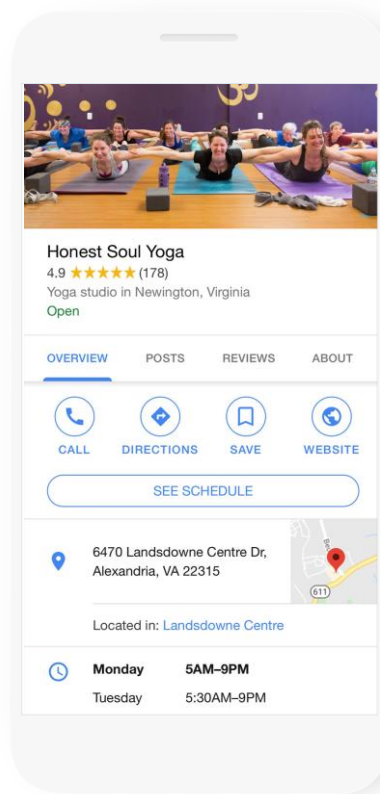
Take photos and add filters directly from the app.

[1] Ipsos research: Benefits of a complete listing 2017
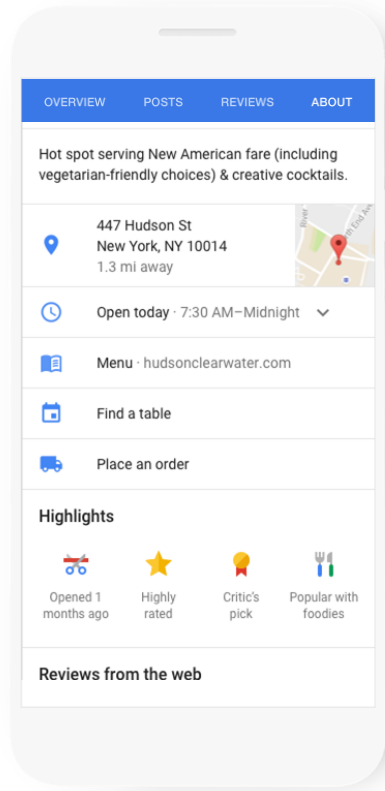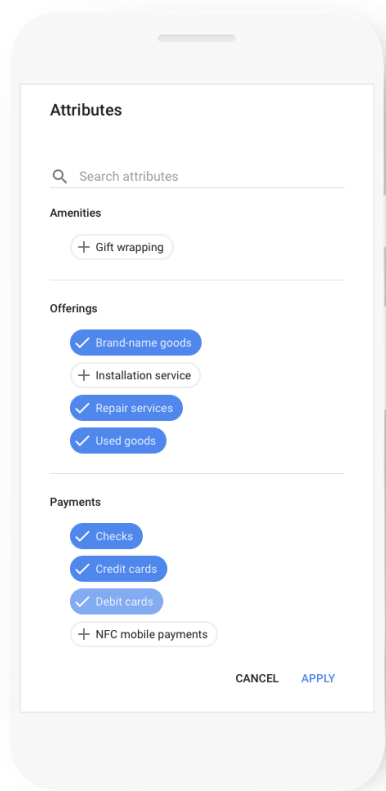
CUSTOMERS CAN BOOK APPOINTMENTS, FAST

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

ADD DETAILS WITH ATTRIBUTES

Optional attributes help searchers learn more about your business.

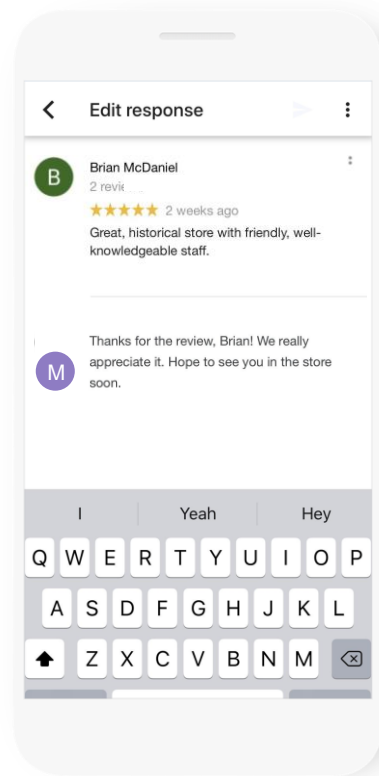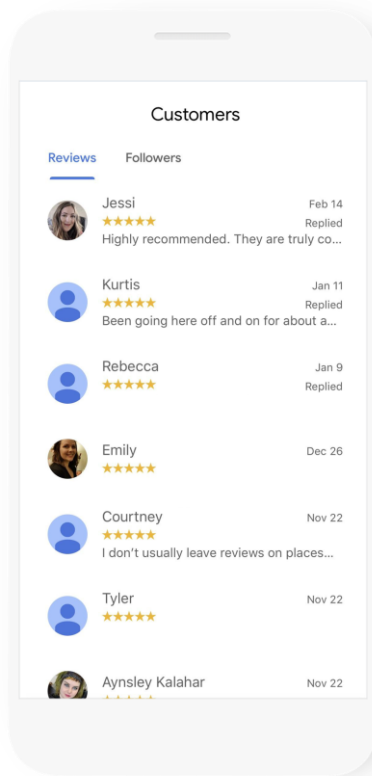Can appear as highlights to help your business stand out in search results.

MANAGE CUSTOMERS AND RESPOND TO REVIEWS

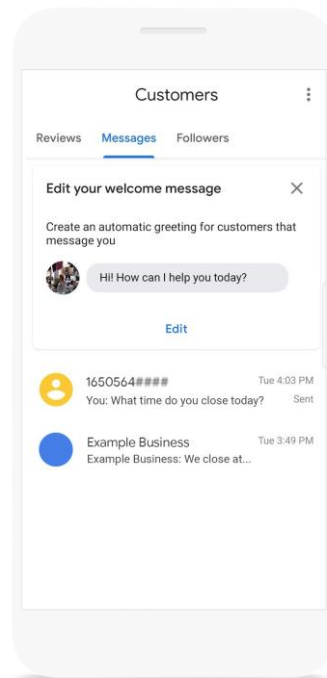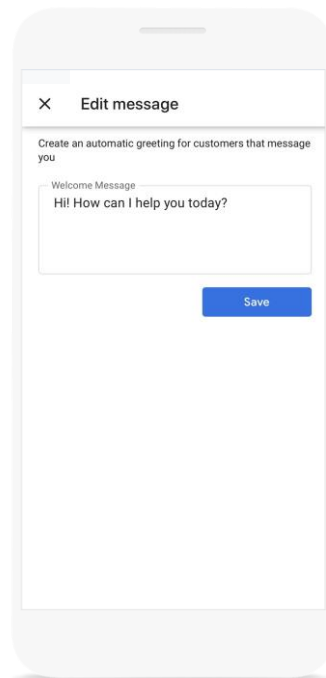**Be notified** when customers write reviews about your business.
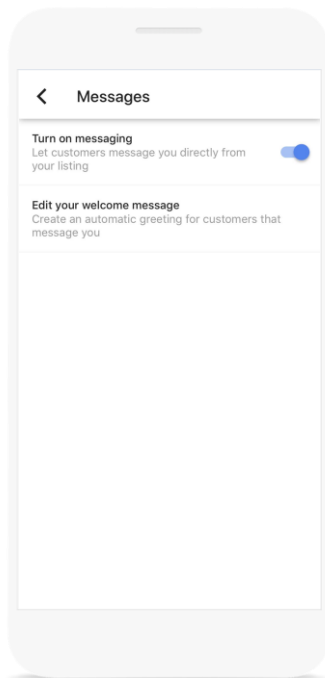
Build brand loyalty by responding.

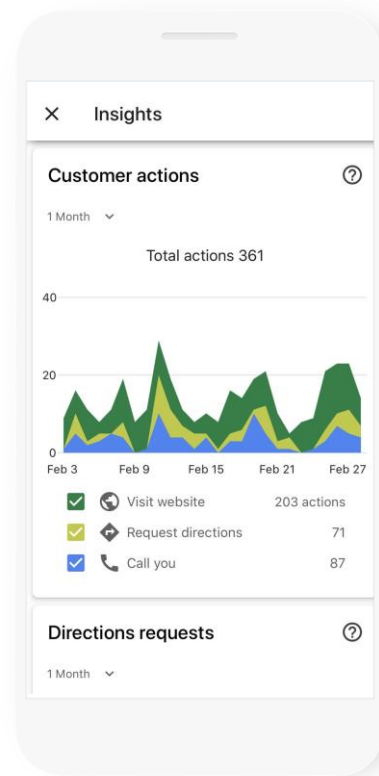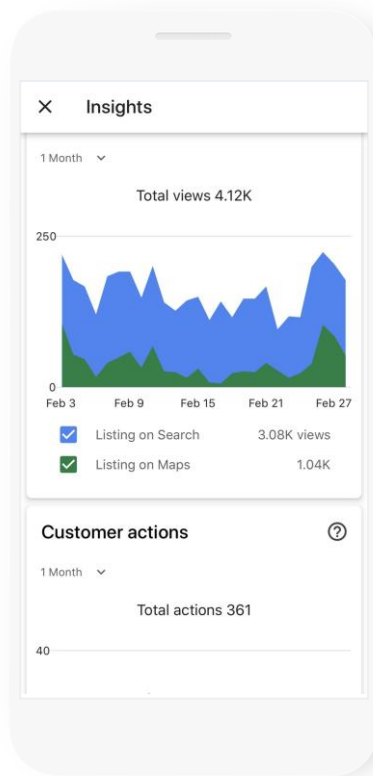**Reply** with your point-of-view, solutions, answers, or thanks.

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?
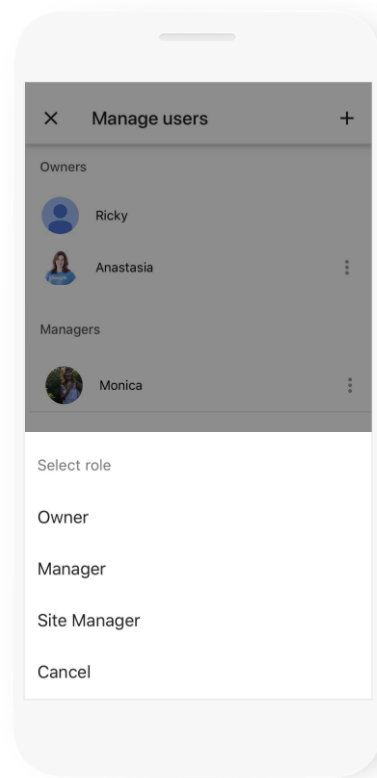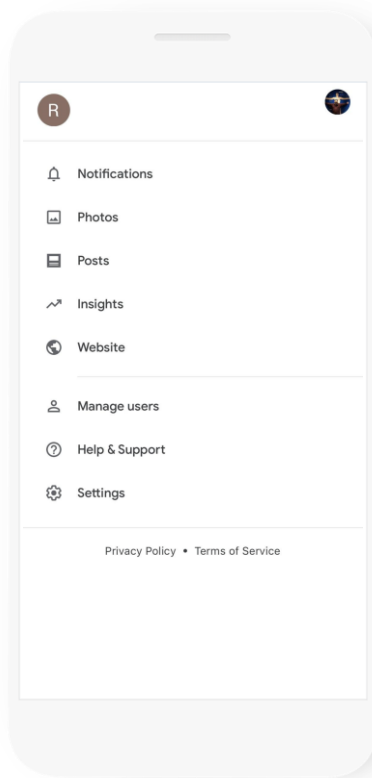
- What days have the most activity?

ADD MANAGERS TO HELP

First, click Manage Users.

Next, click the "+" icon in the top right of the app.
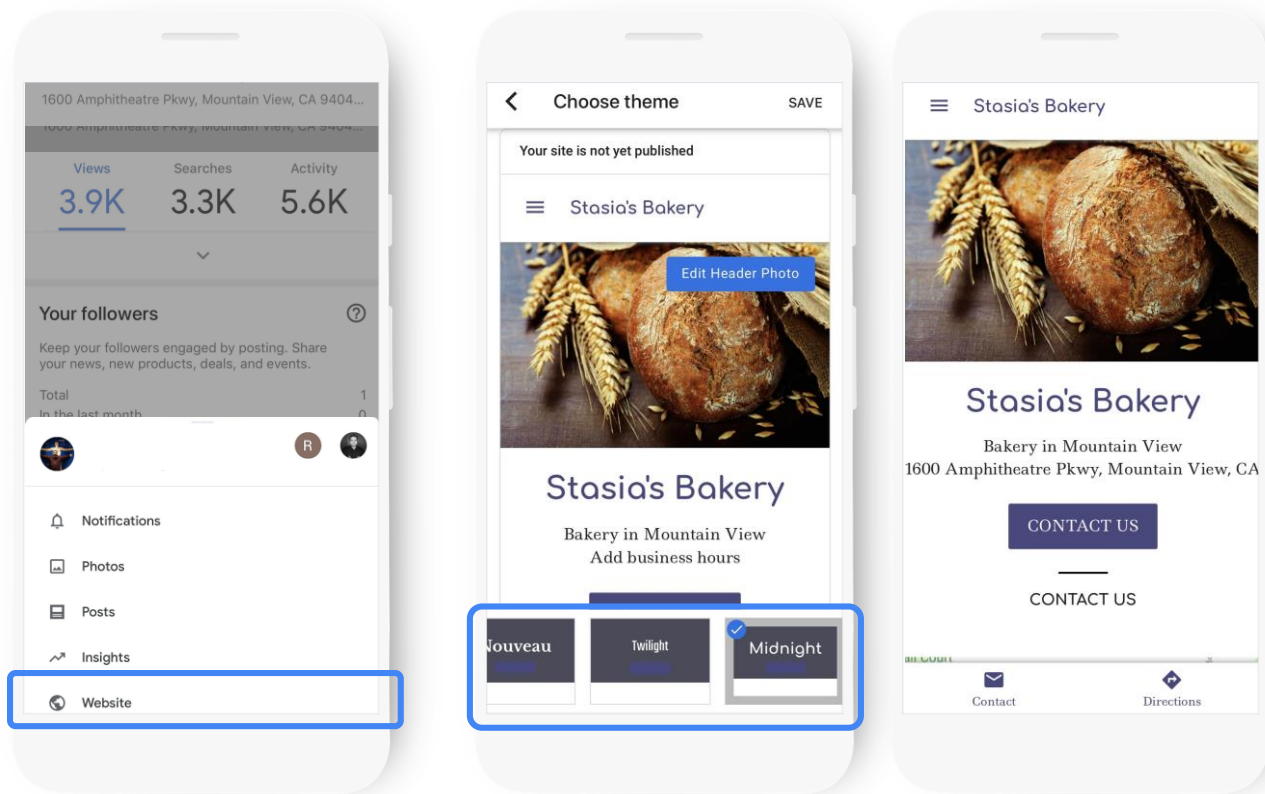
Enter their email address and select their role.

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 THE MOBILE APP
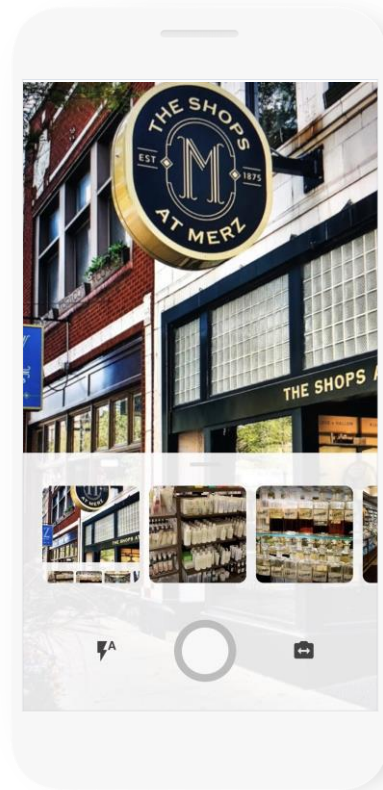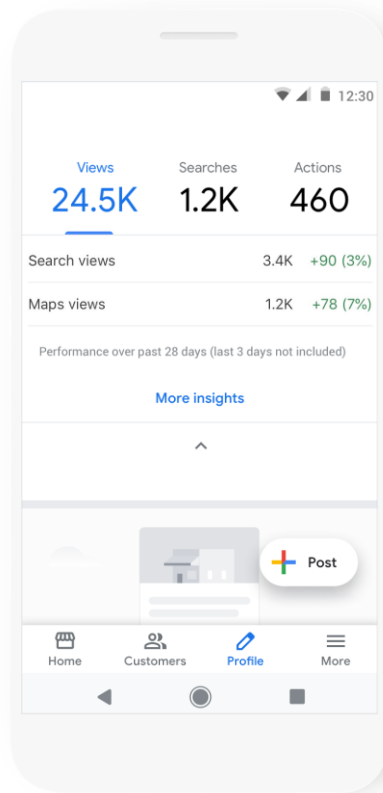
Up-to-date profiles are:

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.

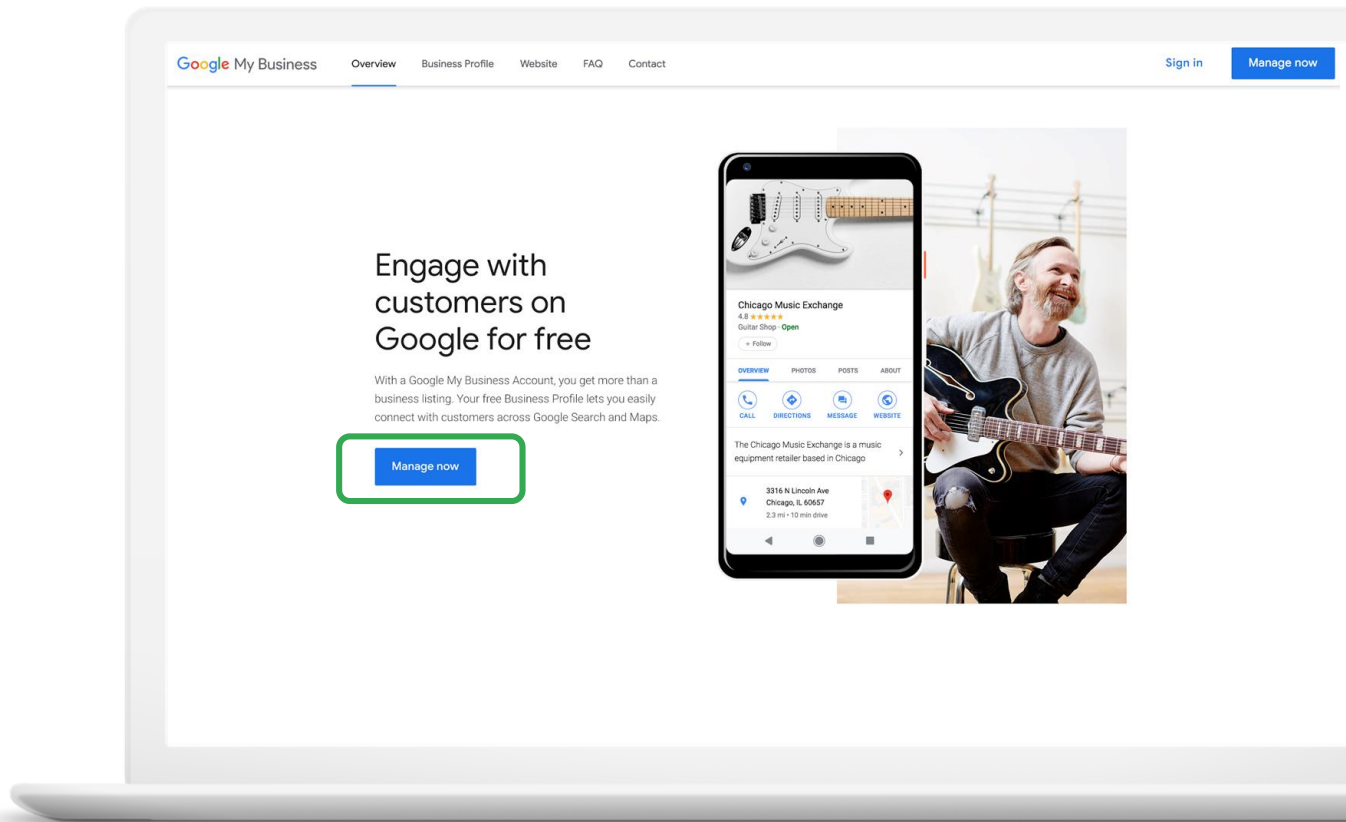# Create a Business Profile with Google My Business

For today's slides, text to 22828 GOOGLEUSA

GOOGLE MY BUSINESS
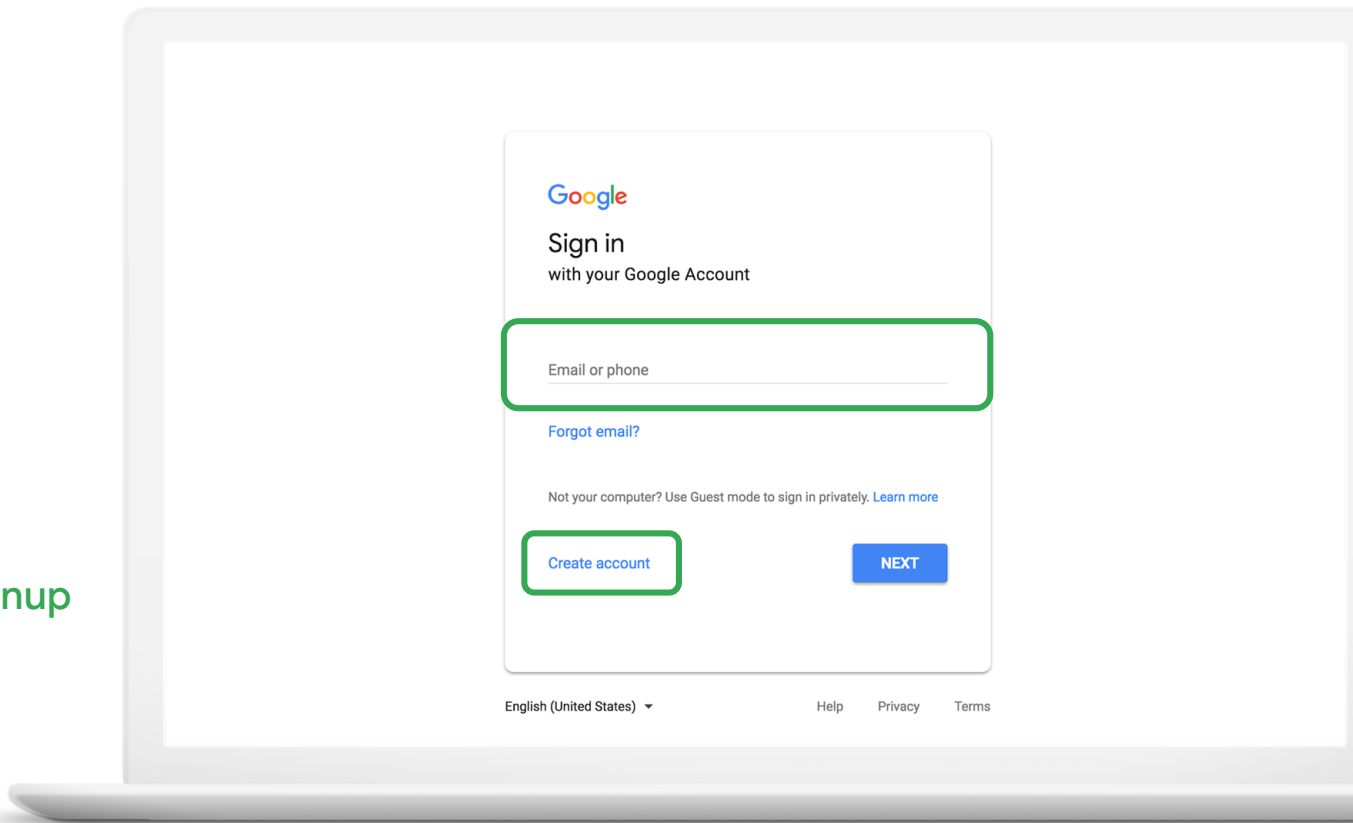
To get started, visit:

google.com/business

STEP 1: SIGN INTO YOUR GOOGLE ACCOUNT

Sign into the
Google Account you
use for your business.

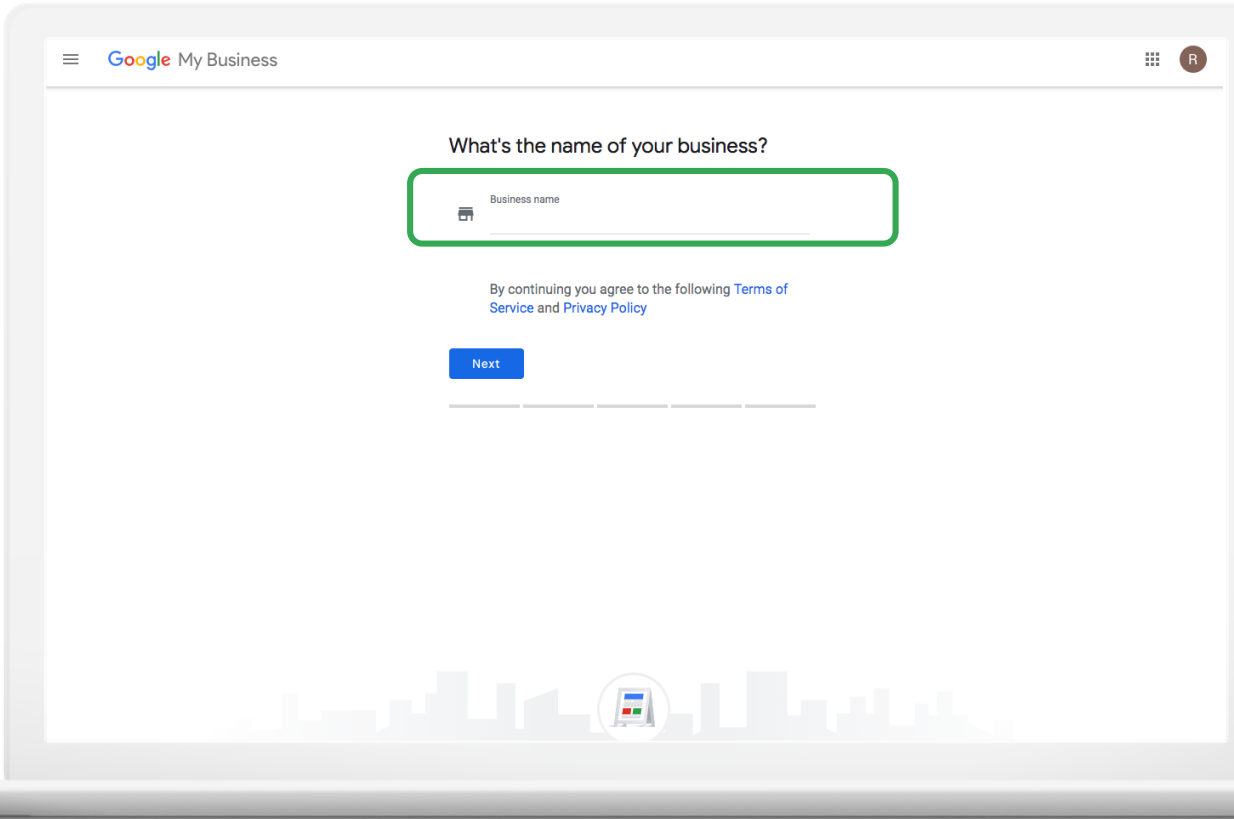Don't have a Google
account? Click create
account to get started.

accounts.google.com/signup

STEP 2: SELECT YOUR BUSINESS OR ADD IT

Write the business name as you want it to appear on Google.
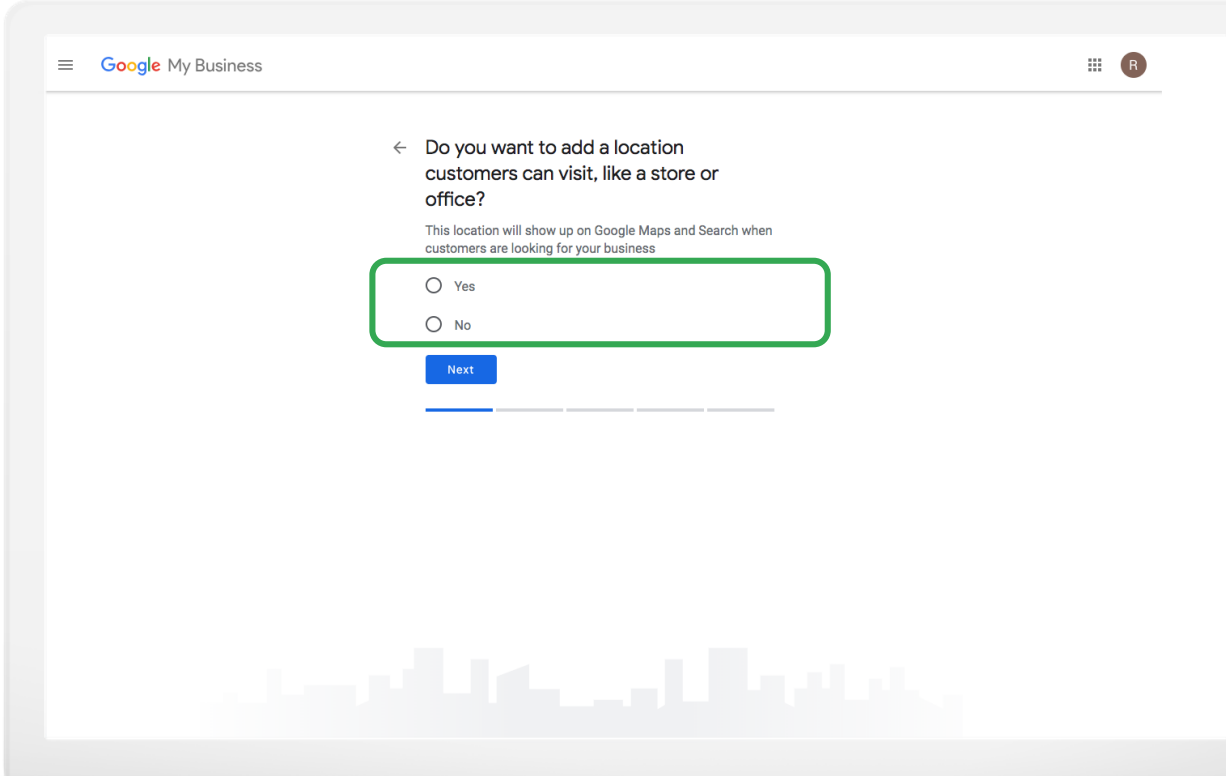
It may appear in a drop-down list.

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
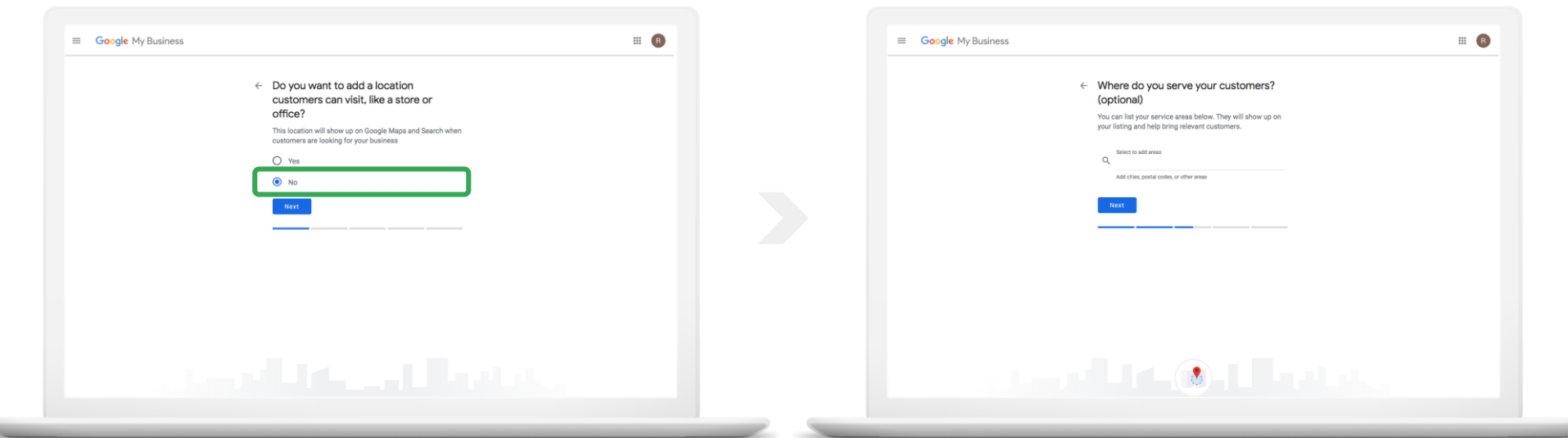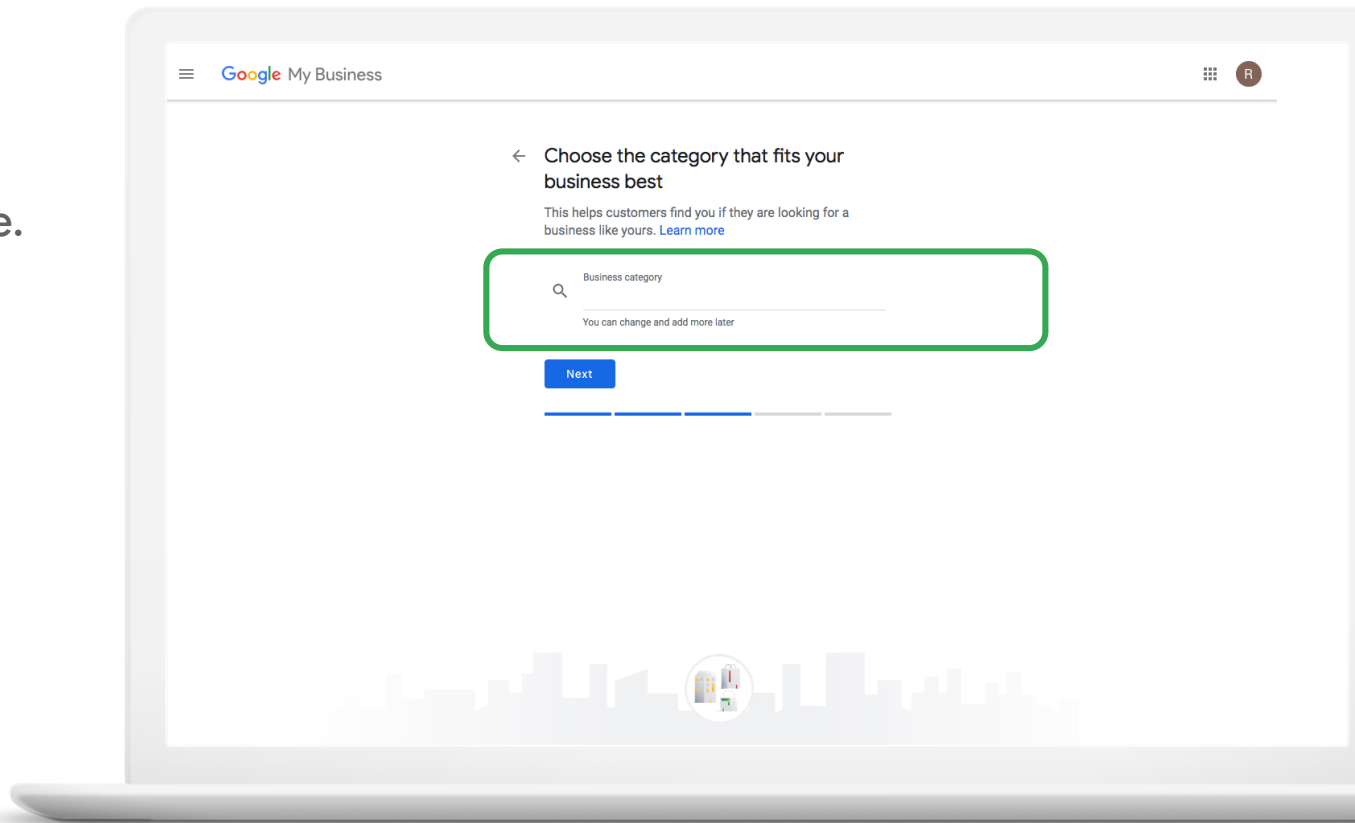
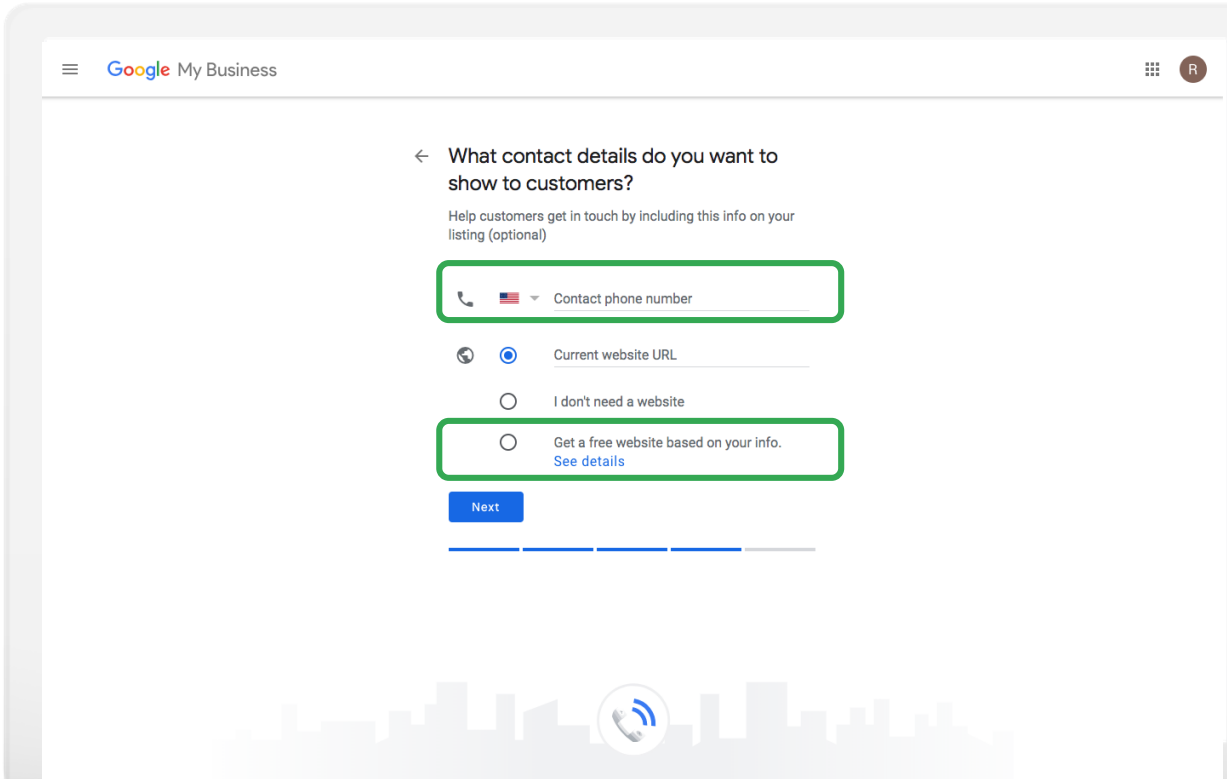# ENTER YOUR SERVICE AREAS

ENTER YOUR BUSINESS CATEGORY

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

ENTER YOUR PHONE NUMBER OR WEBSITE

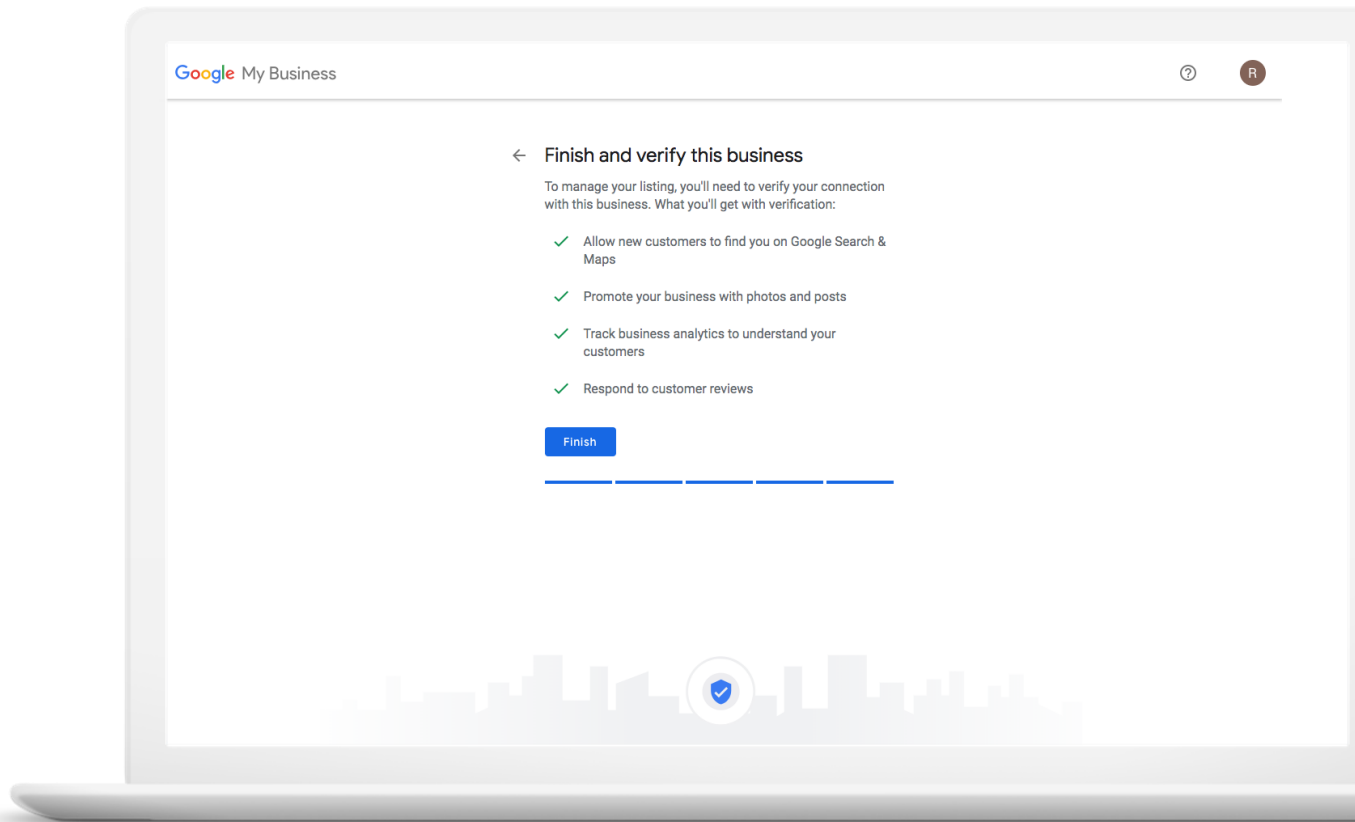Providing current info will help customers get in touch with your business.

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
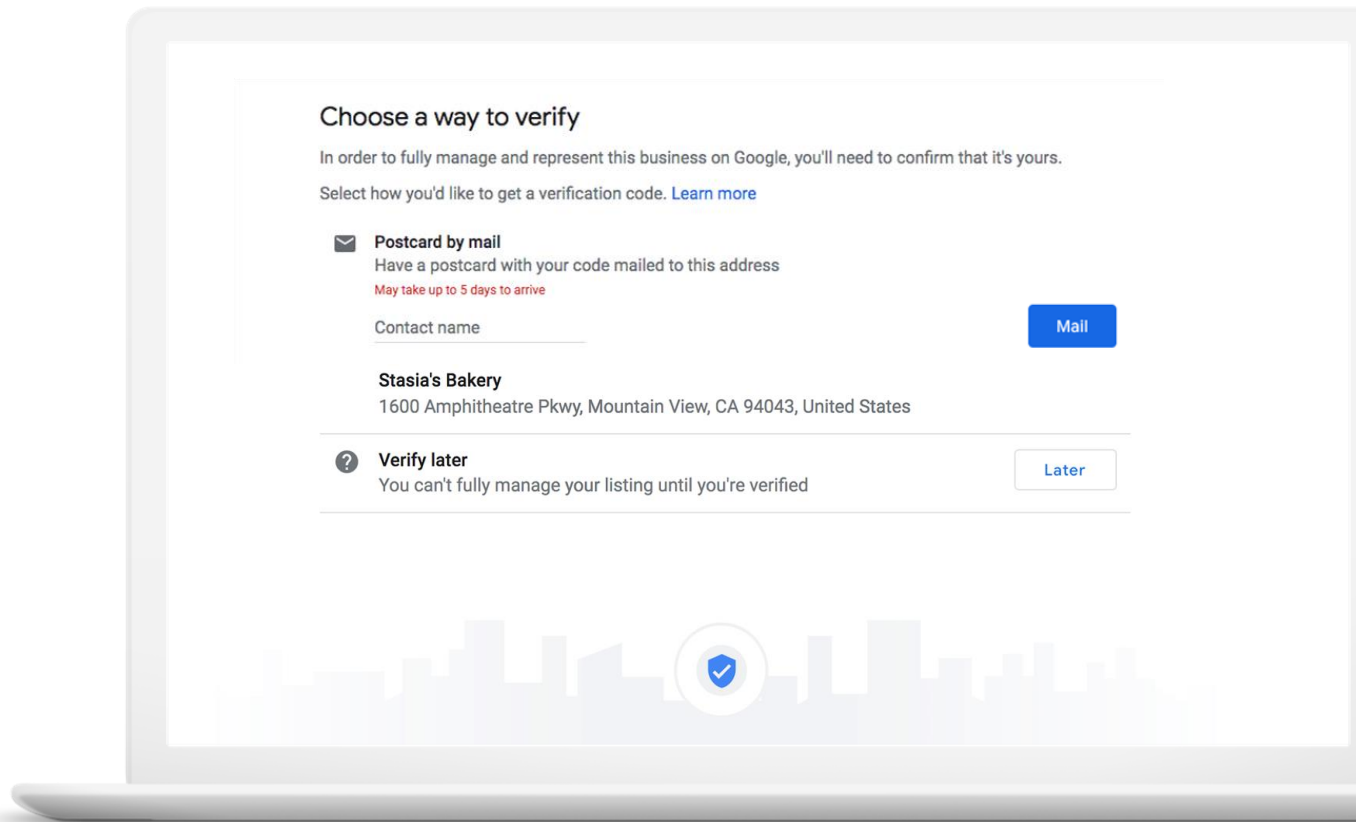
TOOLS TO MONITOR AND MAINTAIN A STRONG ONLINE PRESENCE

Think with Google

Test My Site
A slow mobile site limits your business.

Enter your domain

Google Search Console

Improve your performance on Google Search

Search Console tools and reports help you measure your site's Search traffic and performance, fix issues, and make your site shine in Google Search results

Start now

Compare

Bikram Yoga
Search term

Yoga
Search term

ADD COMPARISON

Virginia, Past 12 months

Interest over time

100
75
50
25

Mar 11, 2018   Jul 22, 2018   Dec 2, 2018
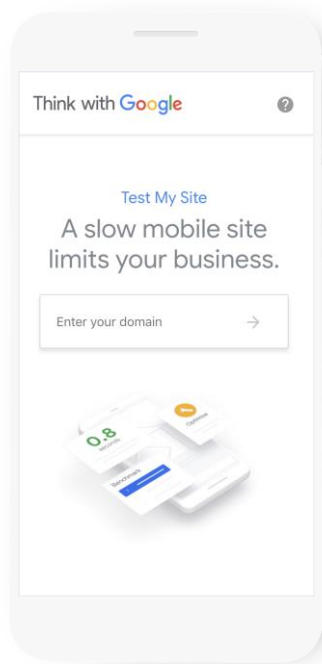
Compared breakdown by metro   Metro

● Bikram Yoga   ● Yoga

Use Trends to find popular search terms on Google

g.co/testmysite

g.co/searchconsole

g.co/trends
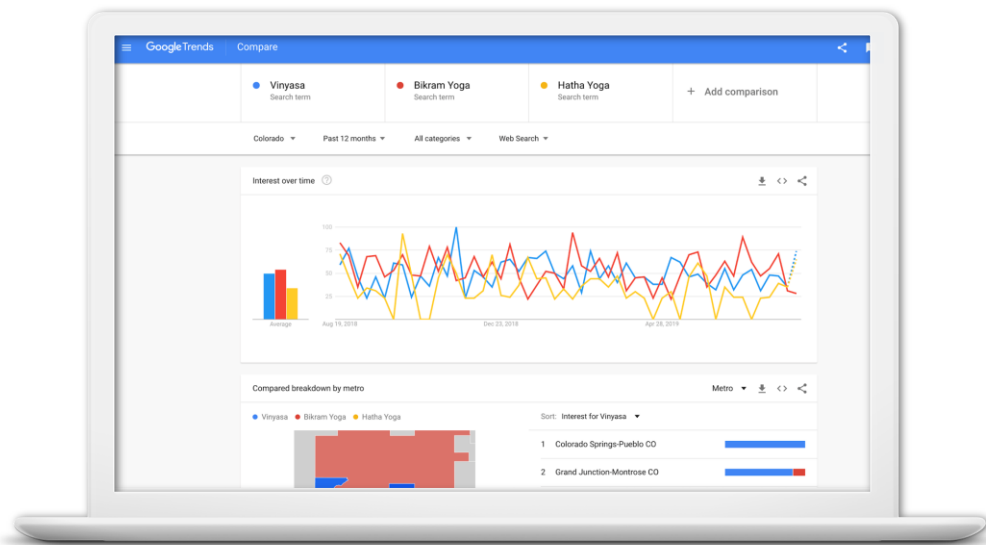
GOOGLE TRENDS

- Find Relevant Products and Topics

- Seasonal Trends

- Keyword Research

- Content Freshness

- Monitor Competitors

- Google Trends YouTube

- Google Shopping Trends From 2004

ADVERTISE YOUR BUSINESS ON YOUTUBE

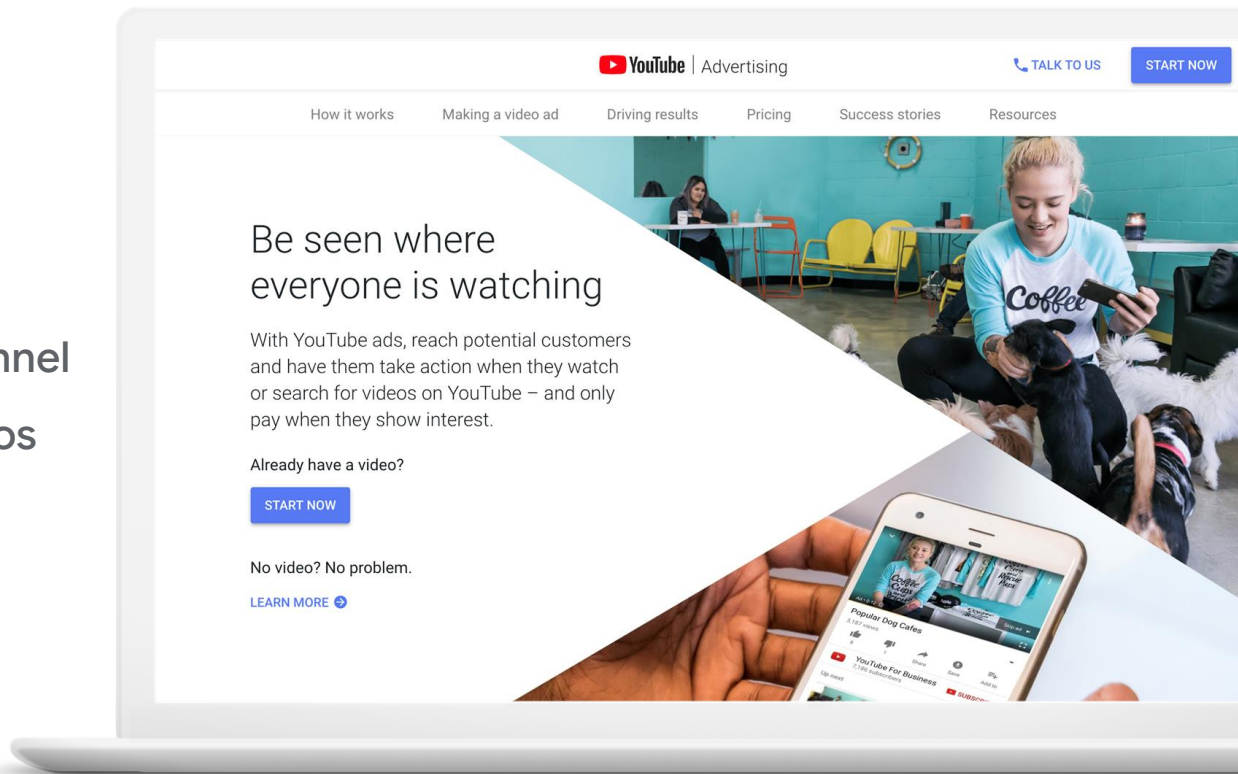Visit **youtube.com/ads**

Find tips for:

- Building a YouTube channel
- Creating engaging videos
- Choosing the right campaign type

FREE ONLINE TRAINING AND TOOLS AT GOOGLE.COM/GROW

For teachers and students
Bring digital tools into your classroom.
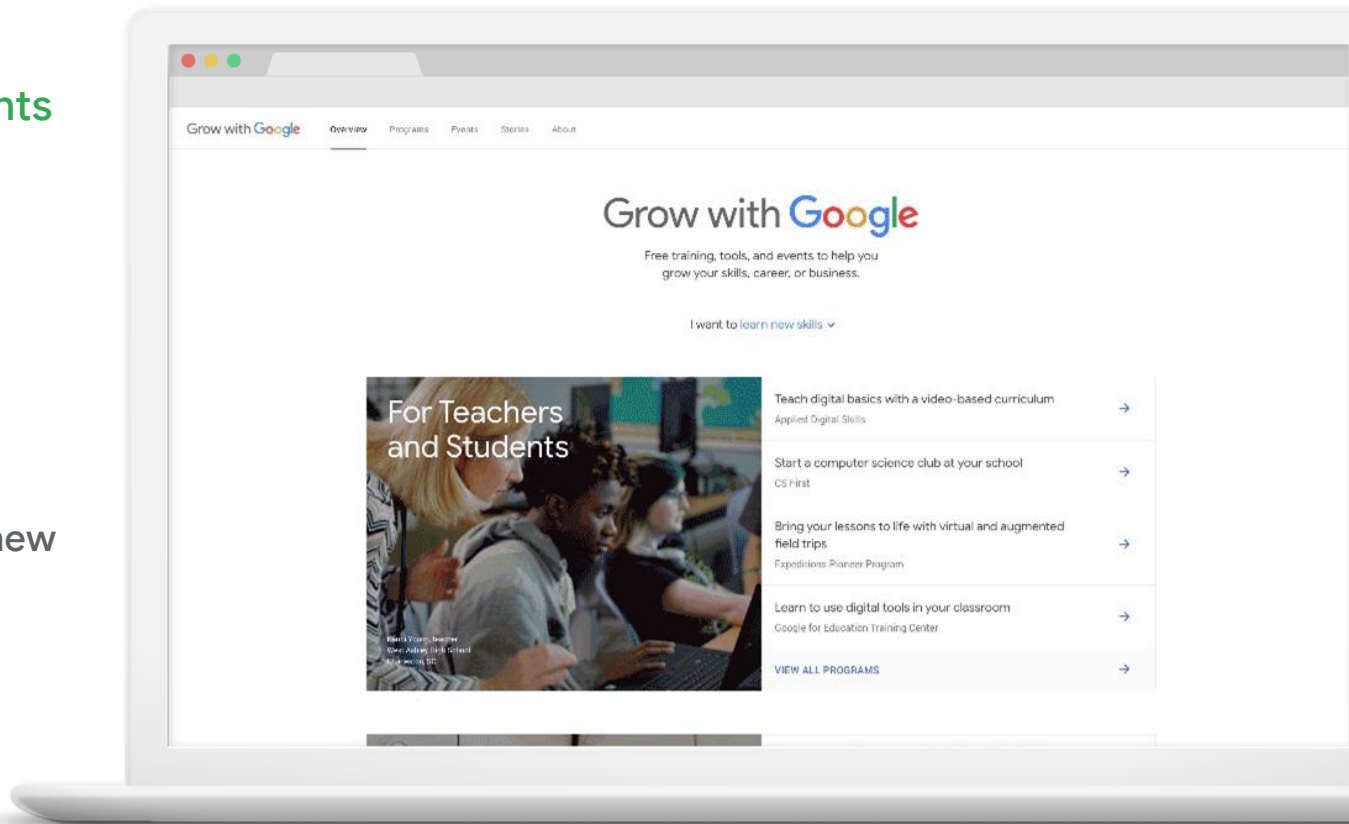
For local businesses
Help new customers find you online.

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!

SMILE FOR THE GOOGLE TEAM

For today's slides, text to 22828
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