

Grow with Google

# Get Your Business Online and Reach Customers

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

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**Professional Trainer**  
**Grow with Google**



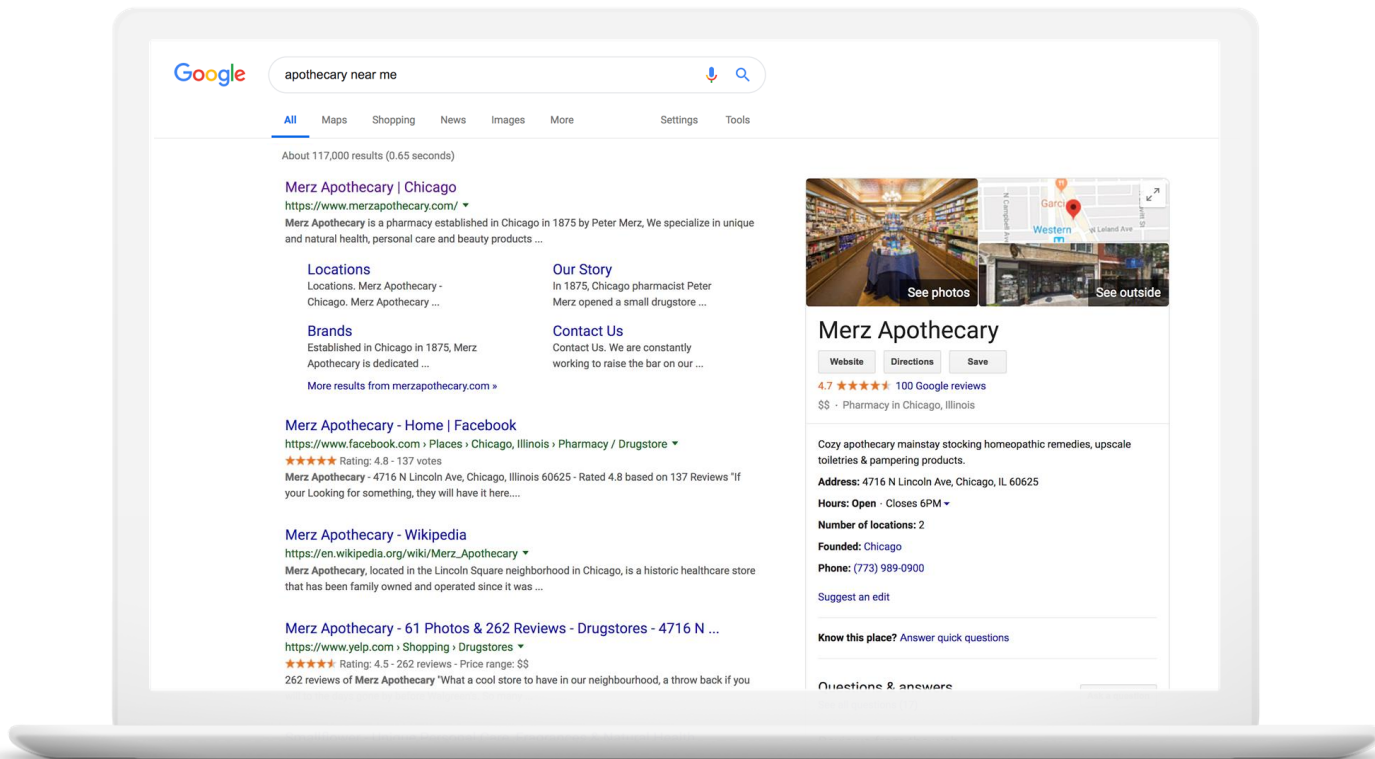
# AGENDA

- **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

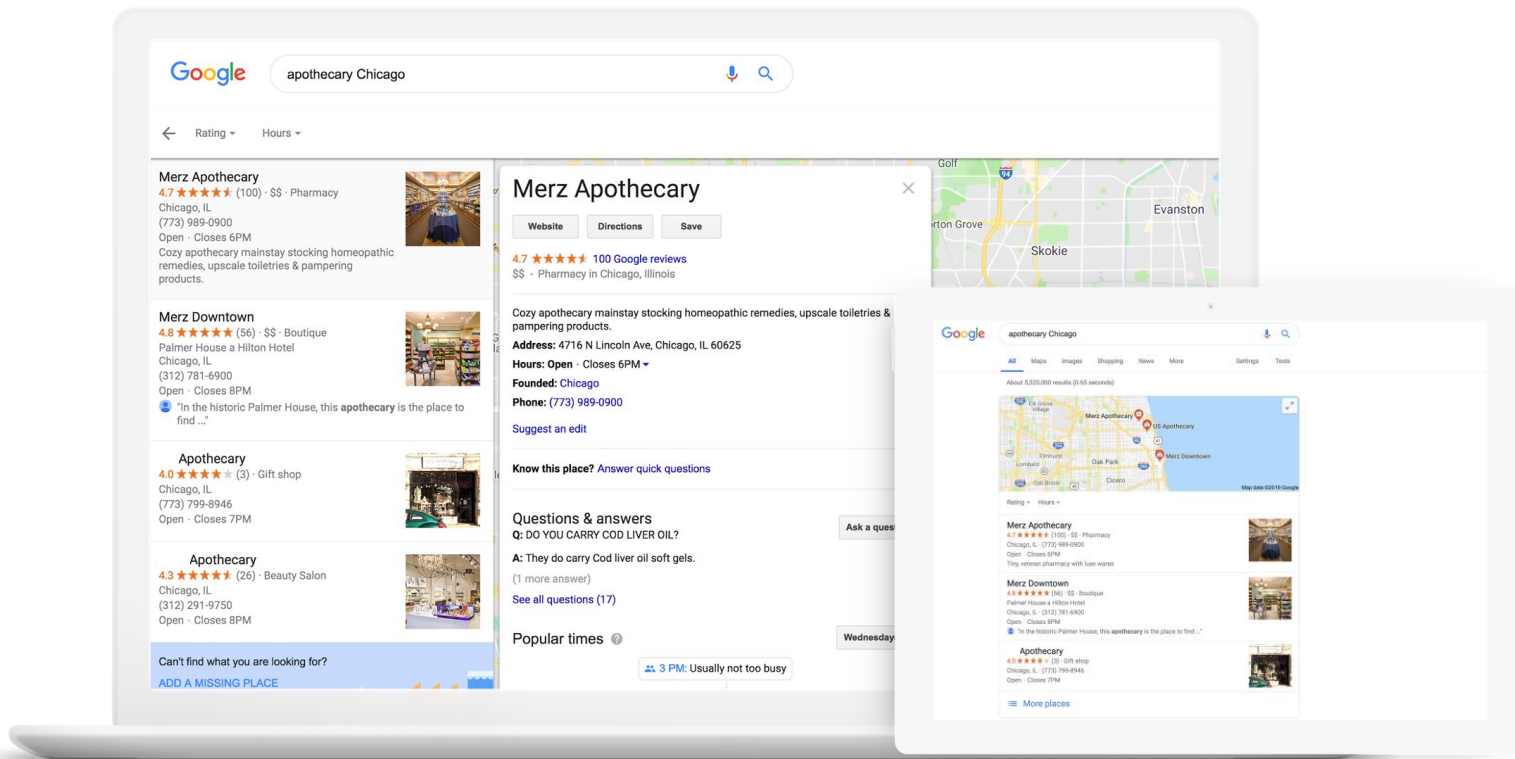
**Twitter @mariaduron**  
**Instagram @mariaelenaduron**  
**#growwithgoogle #lascruces**



# CONNECT WITH CUSTOMERS WHEN THEY SEARCH GOOGLE

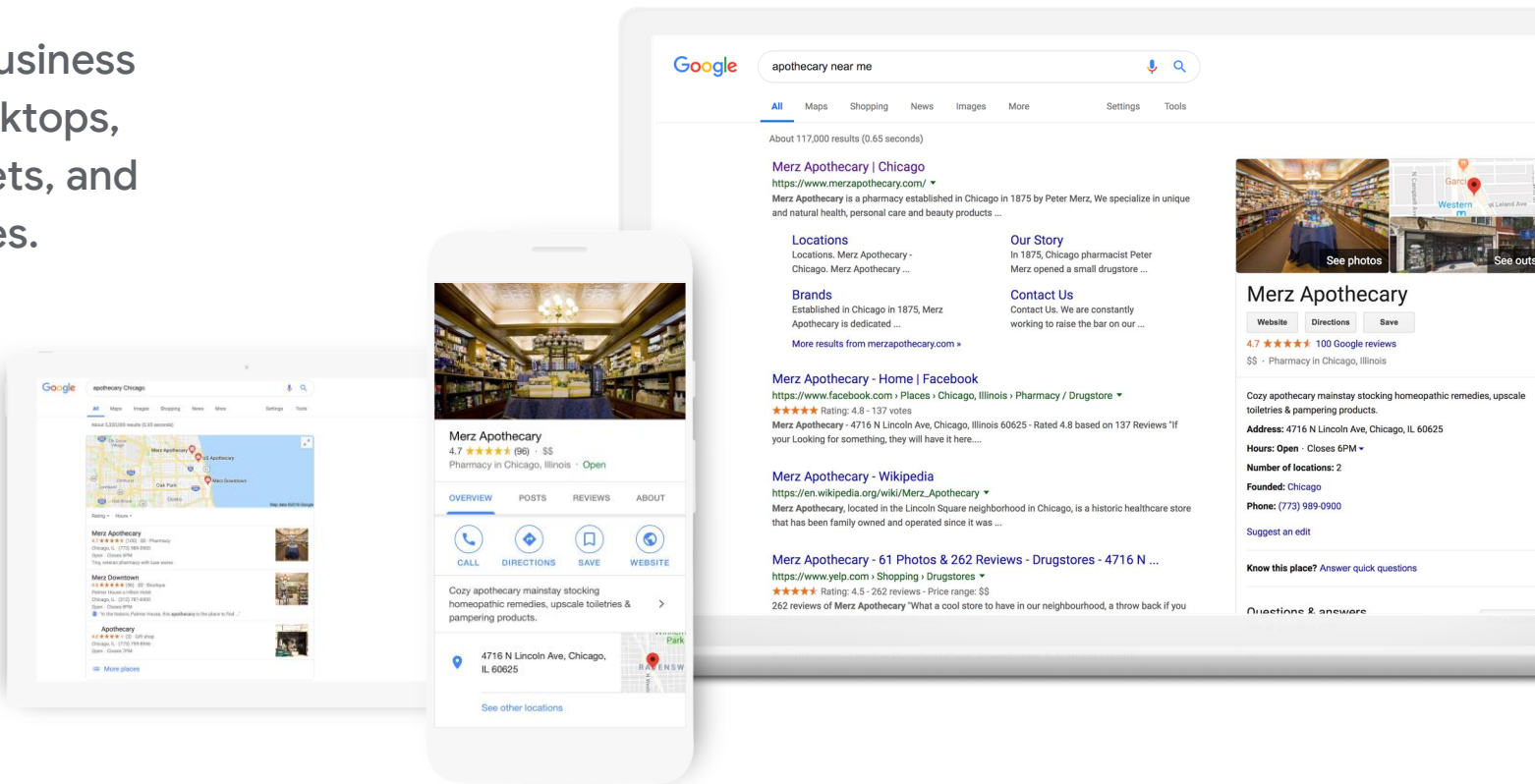


# CONNECT ON GOOGLE MAPS

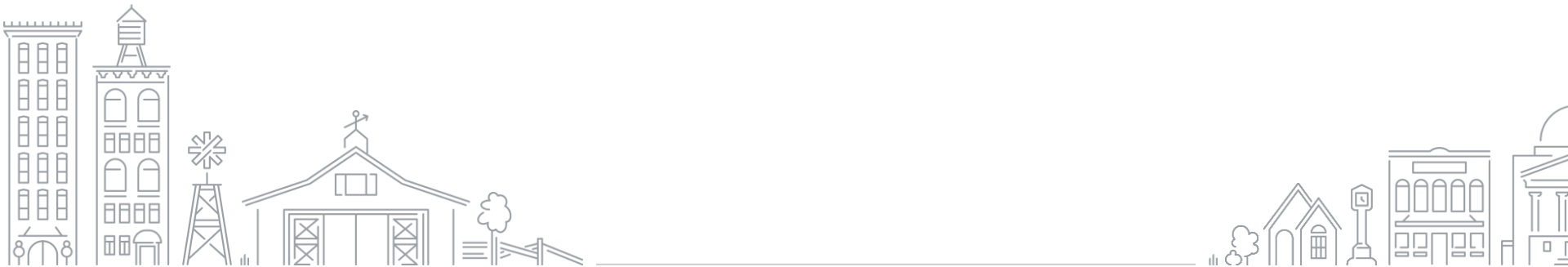


# CONNECT ACROSS DEVICES

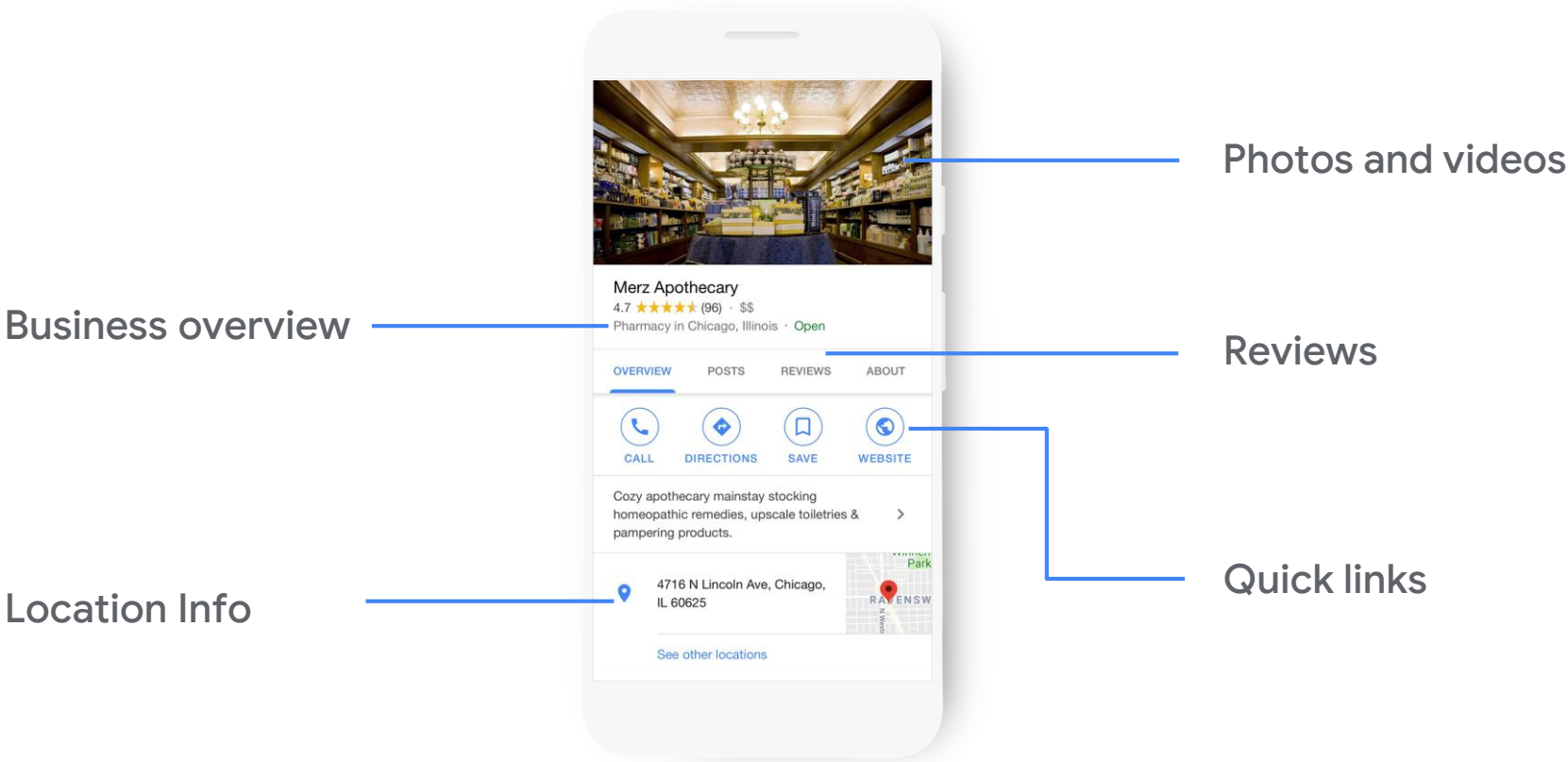
Google My Business works on desktops, laptops, tablets, and mobile phones.



# What is a Business Profile on Google?

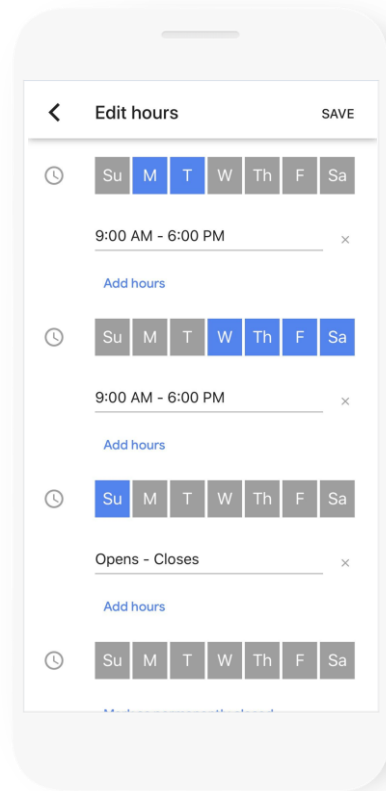
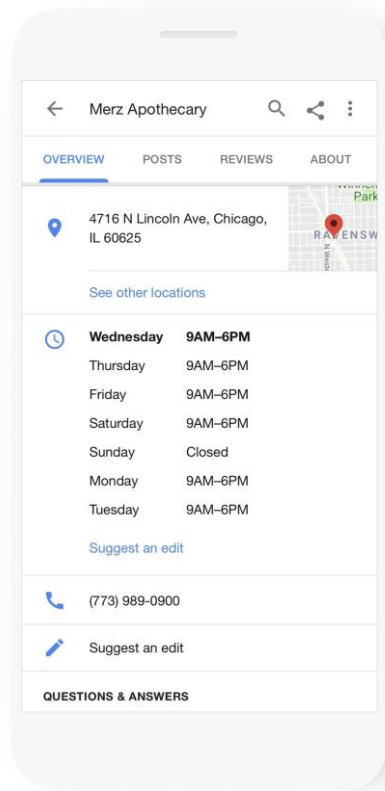


# ANATOMY OF A BUSINESS PROFILE ON GOOGLE



# CONFIRM YOUR BUSINESS HOURS ON GOOGLE

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

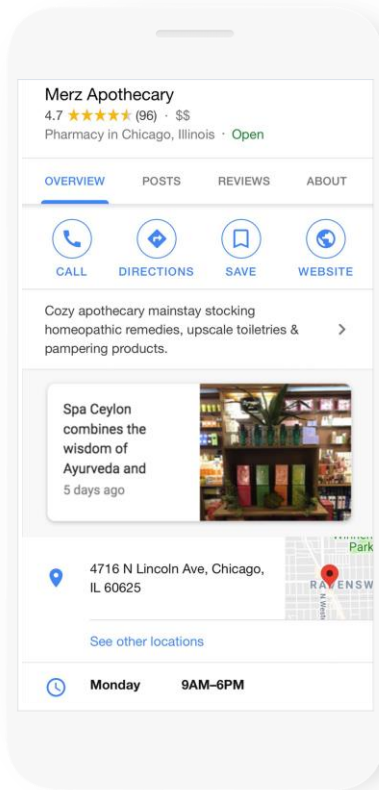
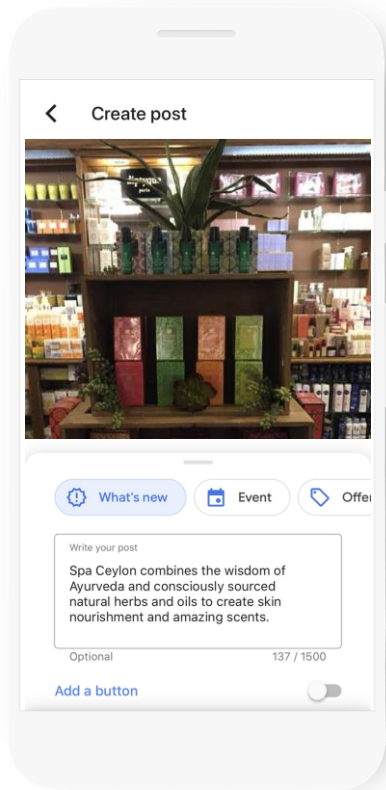


<sup>1</sup>. Google Consumer Barometer, April 2017



# SHARE UPDATES WITH POSTS

Post updates directly  
on your Business  
Profile.



# POST CAN HELP YOUR BUSINESS IN MANY WAYS



## Announcements



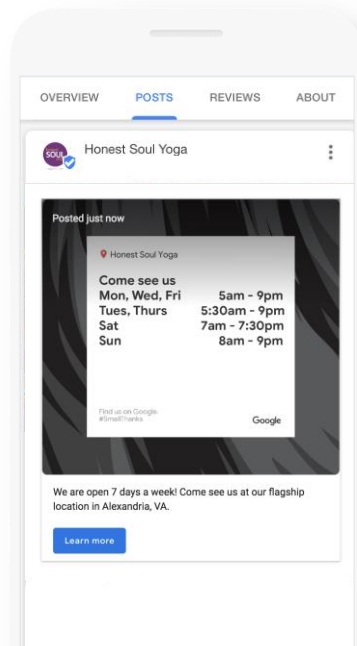
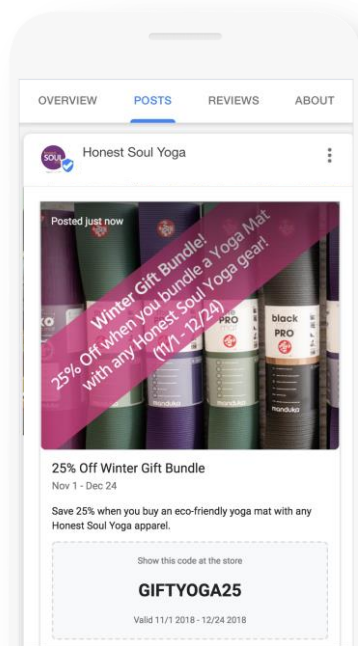
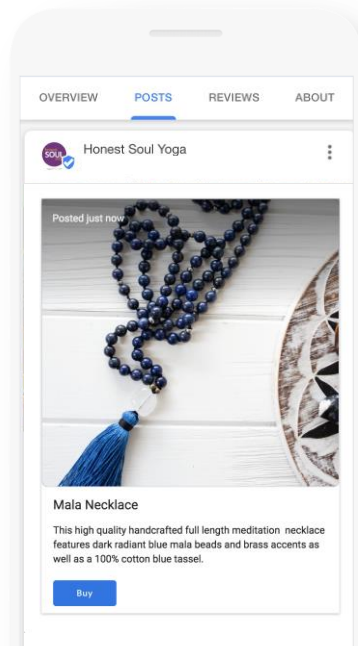
## Products



## Offers



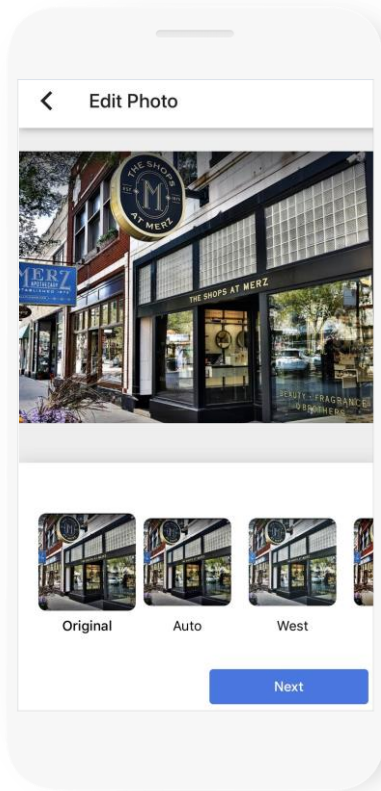
## Business Info



## ADD BUSINESS PHOTOS

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

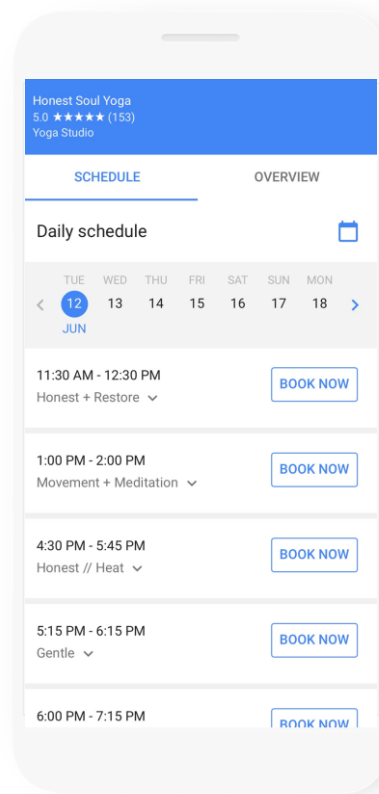
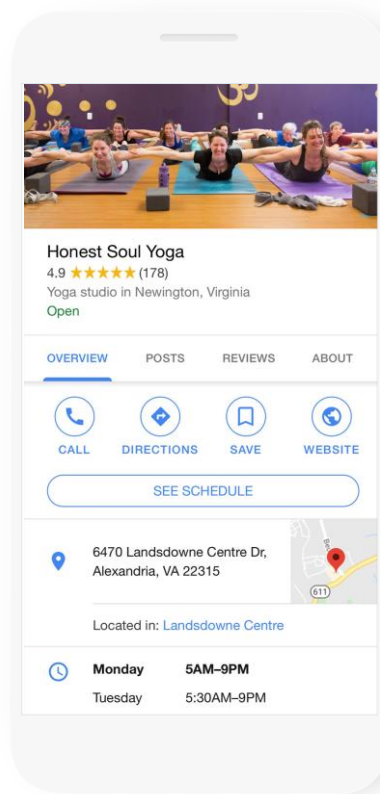
Take photos and add filters directly from the app.



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

## CUSTOMERS CAN BOOK APPOINTMENTS, FAST

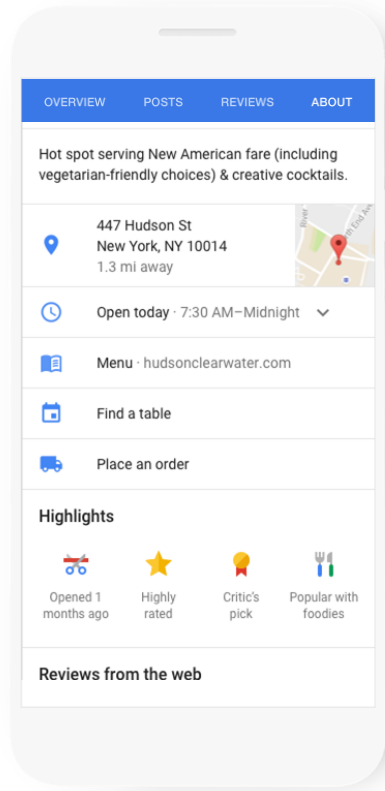
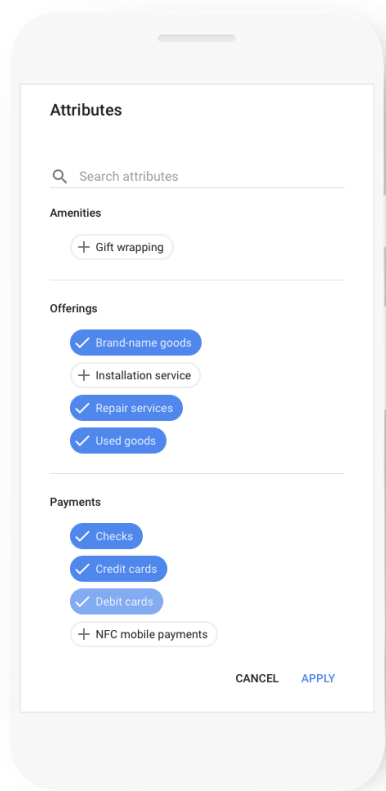
Book an appointment in under a minute, directly through your profile.



## 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.

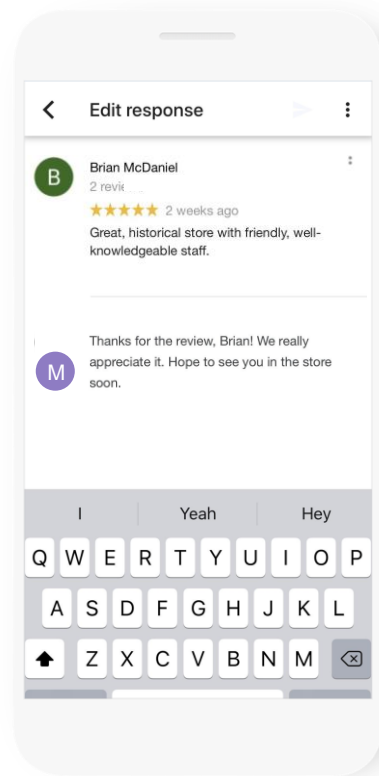
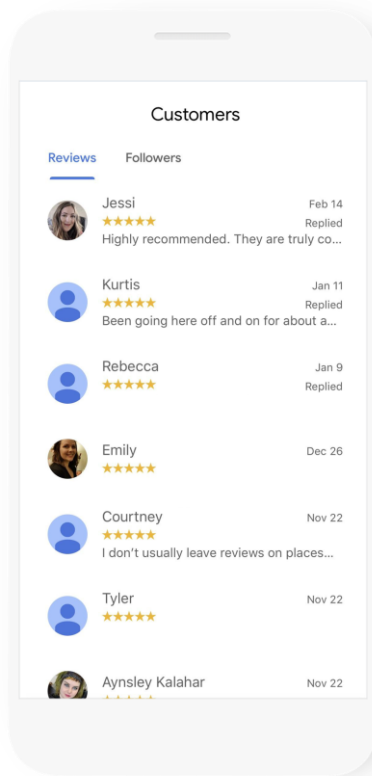


# MANAGE CUSTOMERS AND RESPOND TO REVIEWS

**Be notified** when customers write reviews about your business.

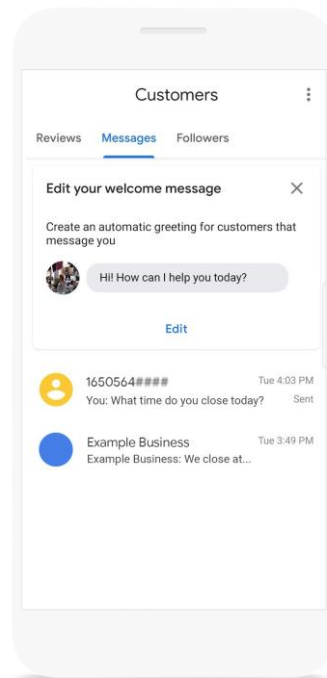
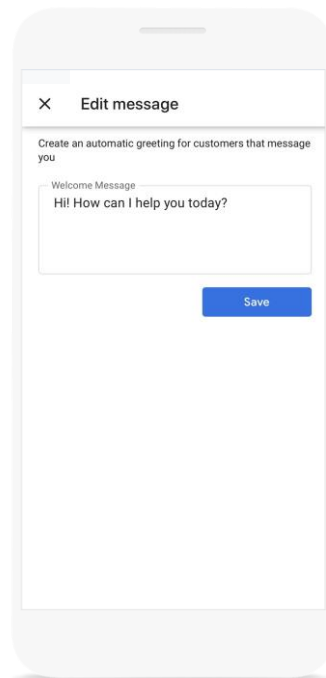
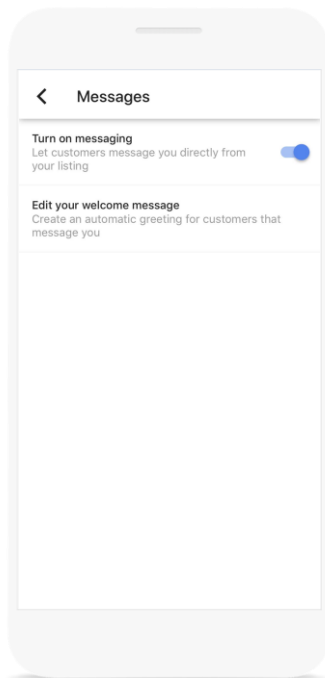
**Build brand loyalty** by responding.

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



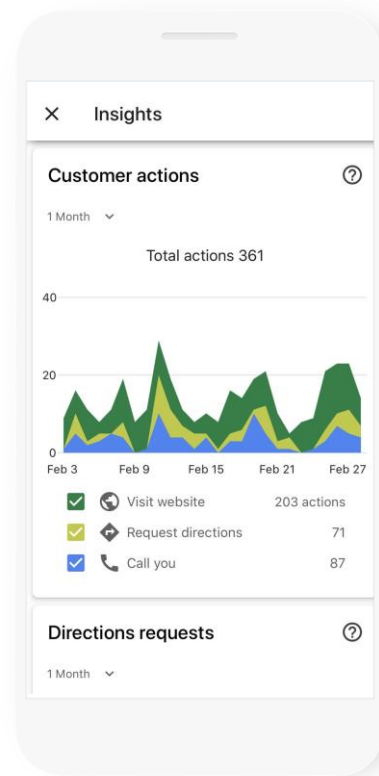
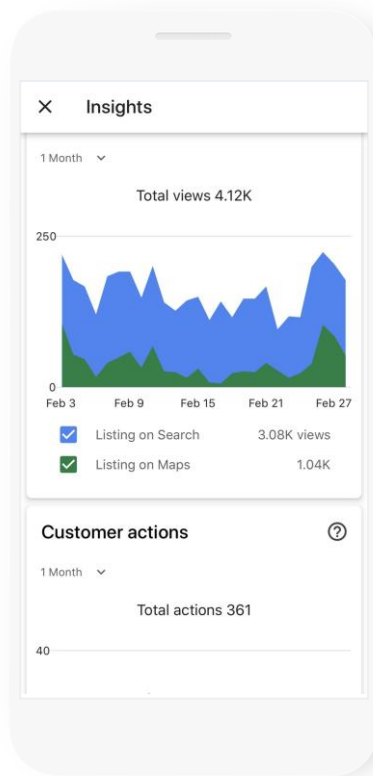
# USE MESSAGING TO COMMUNICATE

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?



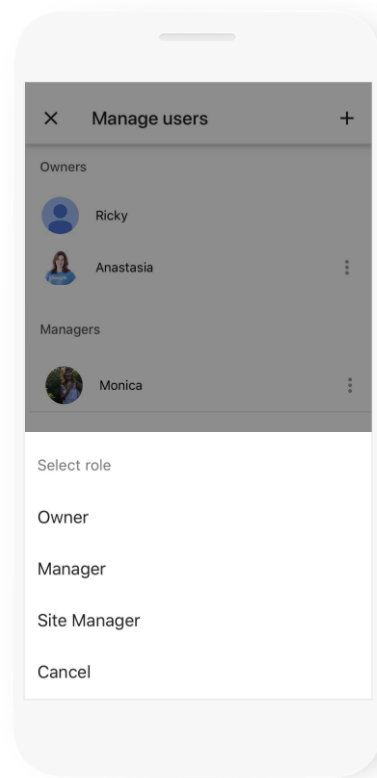
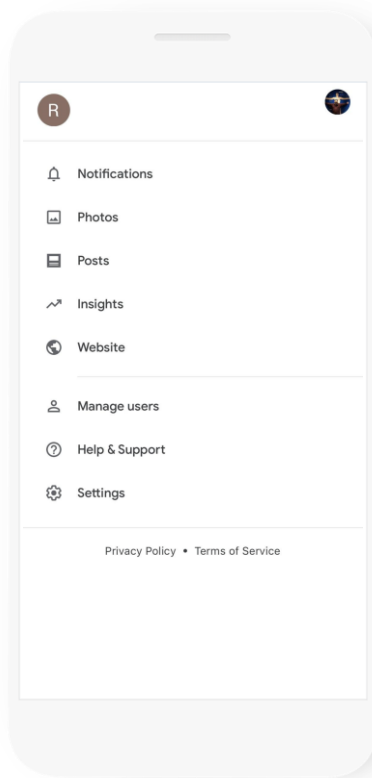


## ADD MANAGERS TO HELP

First, click **Manage Users**.

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

Enter their email address and **select their role**.

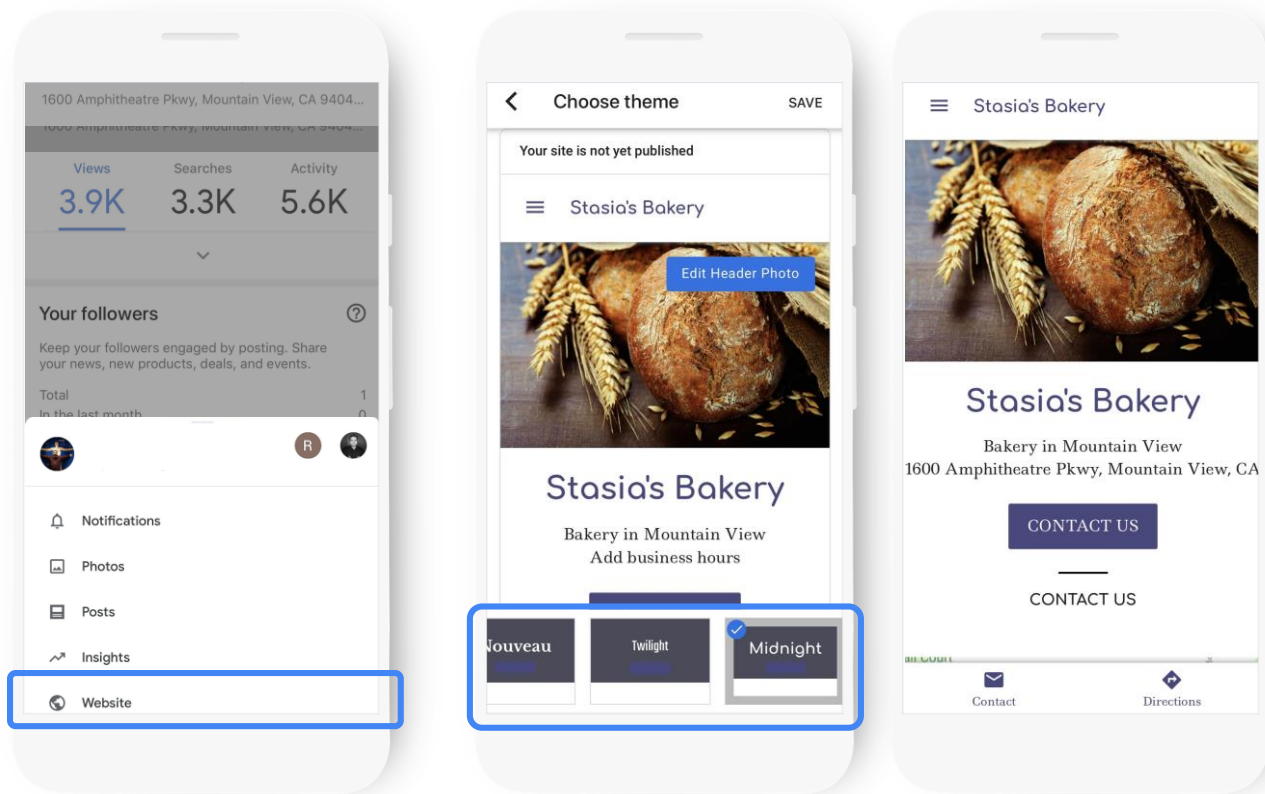


# CREATE A FREE WEBSITE WITH GOOGLE MY BUSINESS

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:

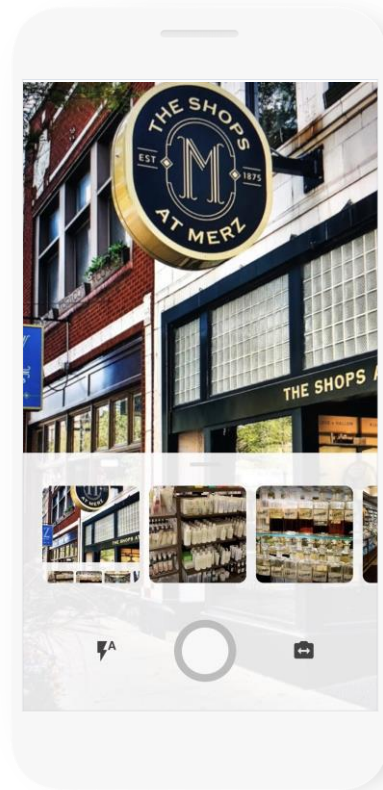
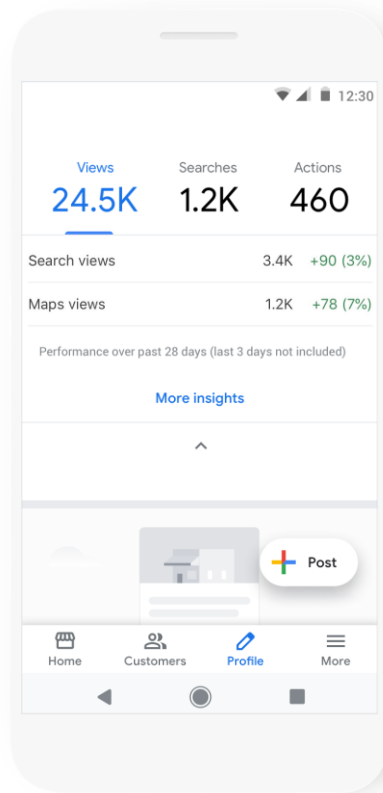
**2.7X** more likely to be considered reputable.<sup>1</sup>

**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

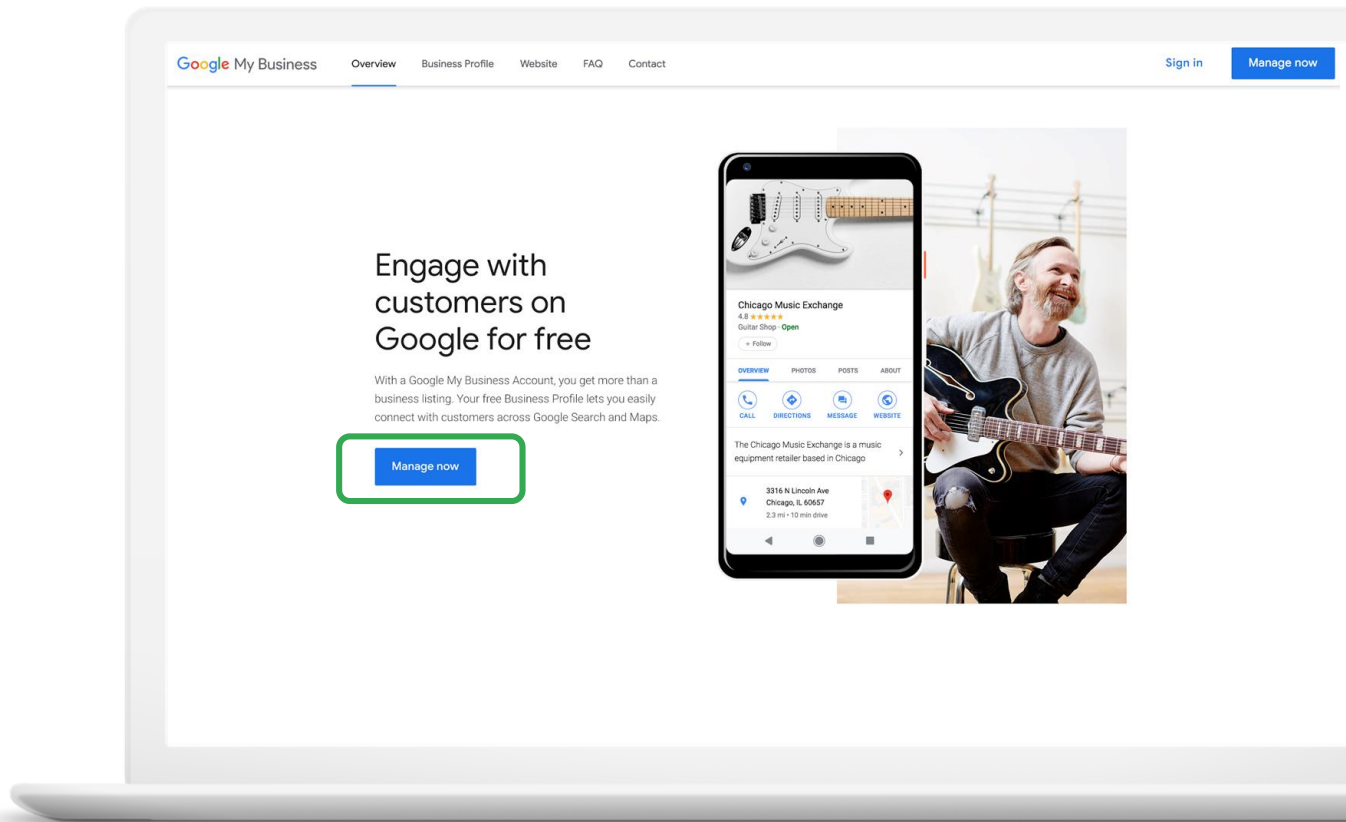
# Create a Business Profile with Google My Business

For today's slides, text to 22828  
**GOOGLEUSA**



# GOOGLE MY BUSINESS

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

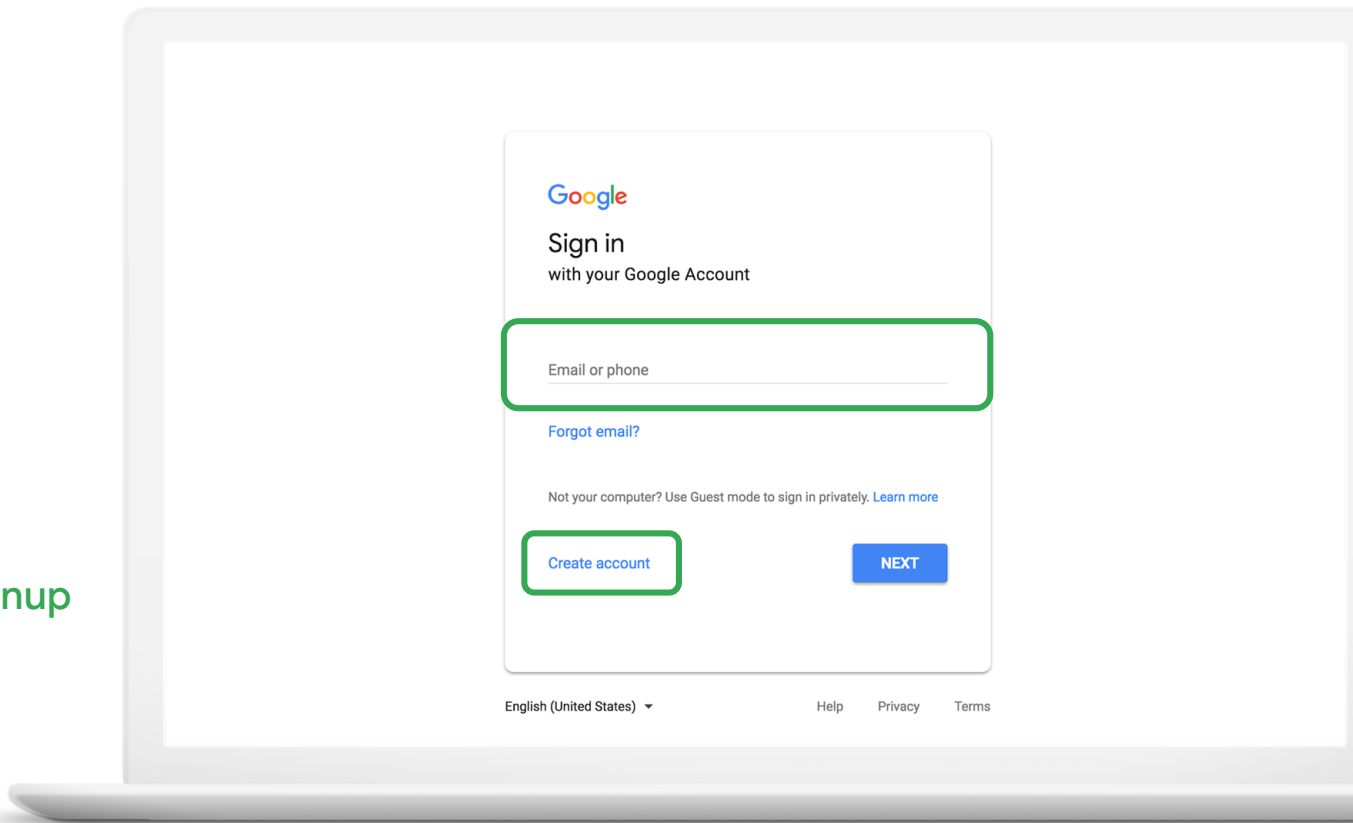


## STEP 1: SIGN INTO YOUR GOOGLE ACCOUNT

Sign into the Google Account you use for your business.

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

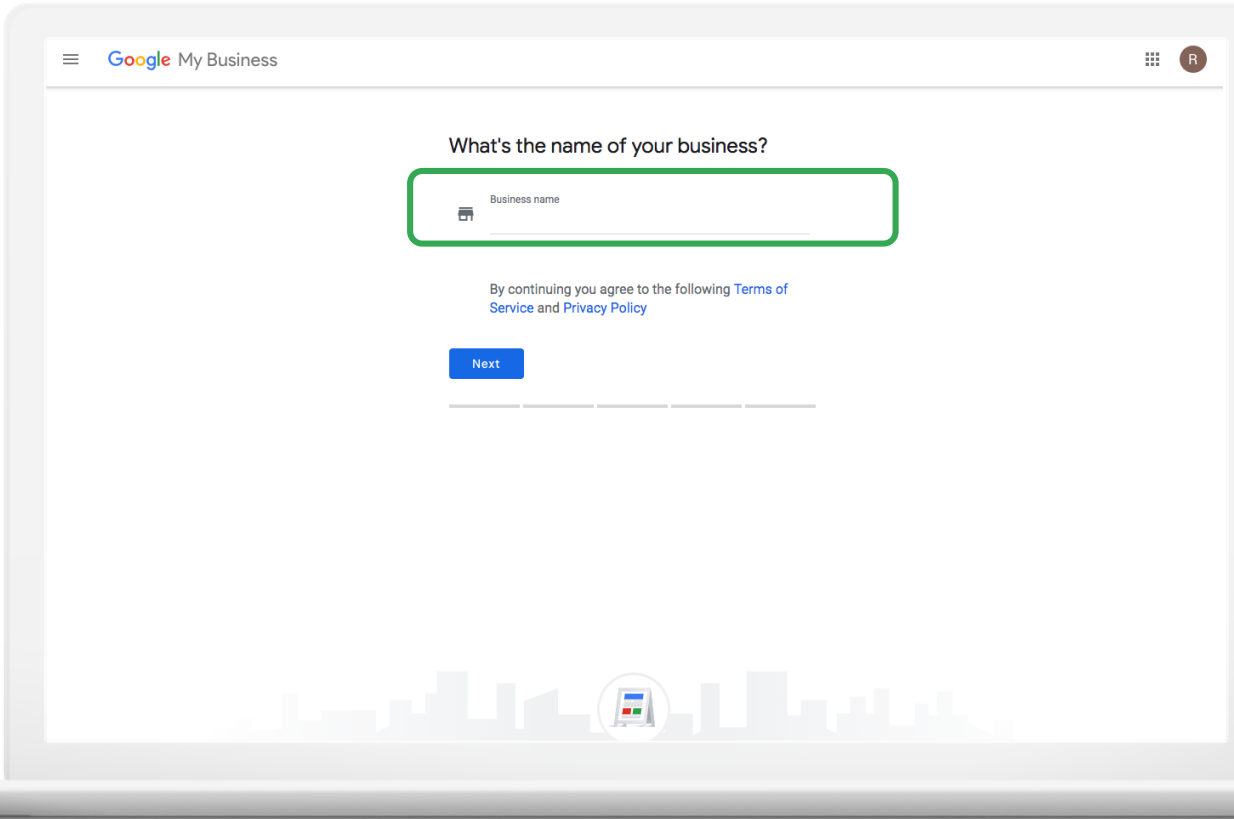
[accounts.google.com/signup](https://accounts.google.com/signup)



## 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.

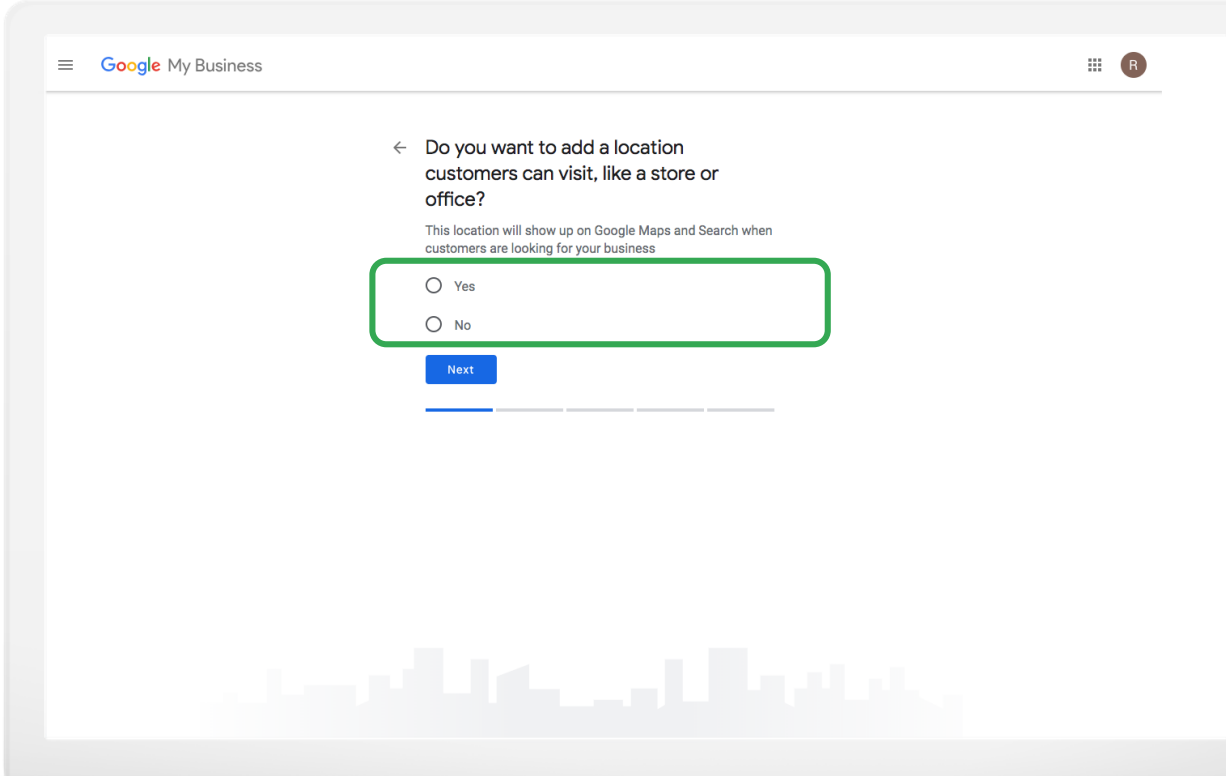


The screenshot shows the Google My Business setup interface. At the top, the header reads "Google My Business" with a menu icon on the left and a user profile icon on the right. The main heading is "What's the name of your business?". Below this is a text input field labeled "Business name" with a small storefront icon to its left. The input field is highlighted with a green border. Below the input field, there is a line of text: "By continuing you agree to the following [Terms of Service](#) and [Privacy Policy](#)". Below this text is a blue button labeled "Next". At the bottom of the screen, there is a decorative city skyline graphic with a small circular icon of a storefront in the center.

## 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.



The screenshot shows the Google My Business interface on a laptop screen. At the top, the header reads 'Google My Business' with a menu icon on the left and a profile icon on the right. The main content area displays a question: 'Do you want to add a location customers can visit, like a store or office?'. Below this, a subtext 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' and 'No'. The 'Yes' option is selected and highlighted with a green rectangular border. Below the radio buttons is a blue 'Next' button. At the bottom of the screen, there is a decorative silhouette of a city skyline.



# ENTER YOUR BUSINESS ADDRESS

The image shows two laptop screens side-by-side, illustrating the steps to enter a business address in Google My Business. A large grey arrow points from the first screen to the second.

**Screen 1: 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](#)

**Screen 2: What's the address?**

United States

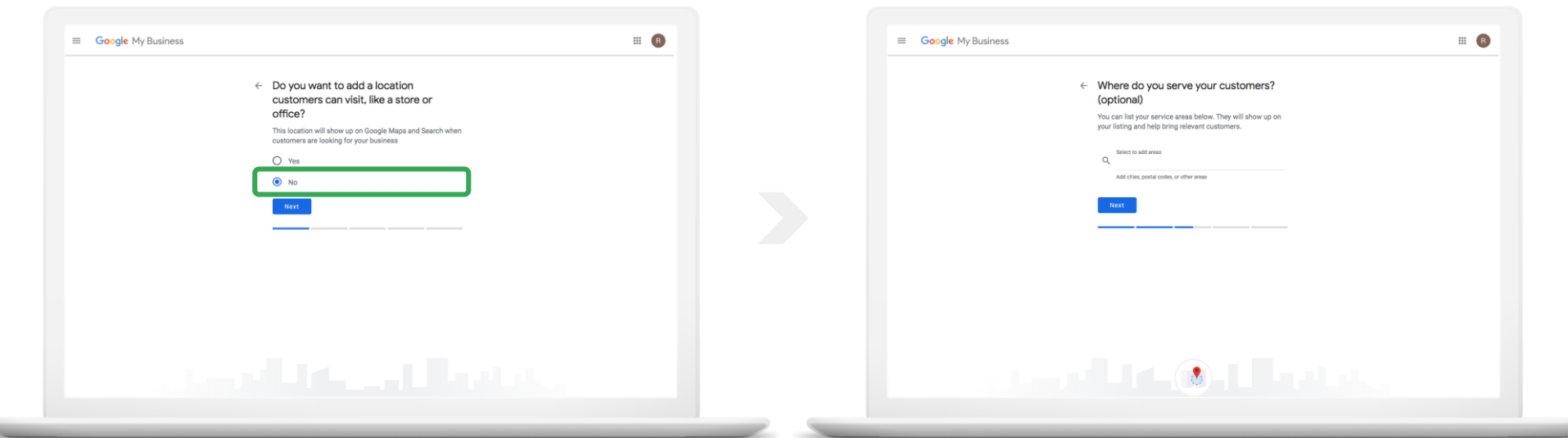
Street address

City

State ZIP code

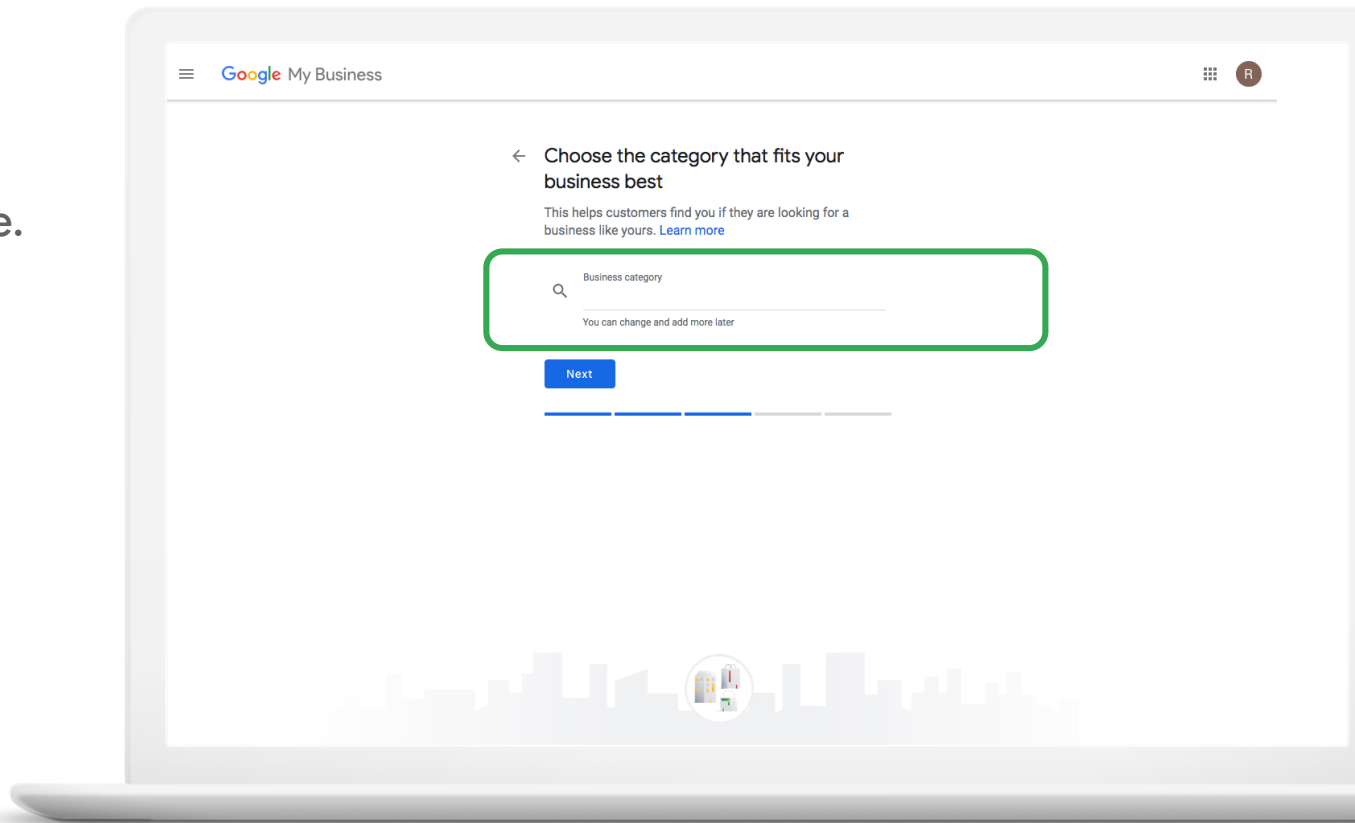
[Next](#)

# ENTER YOUR SERVICE AREAS



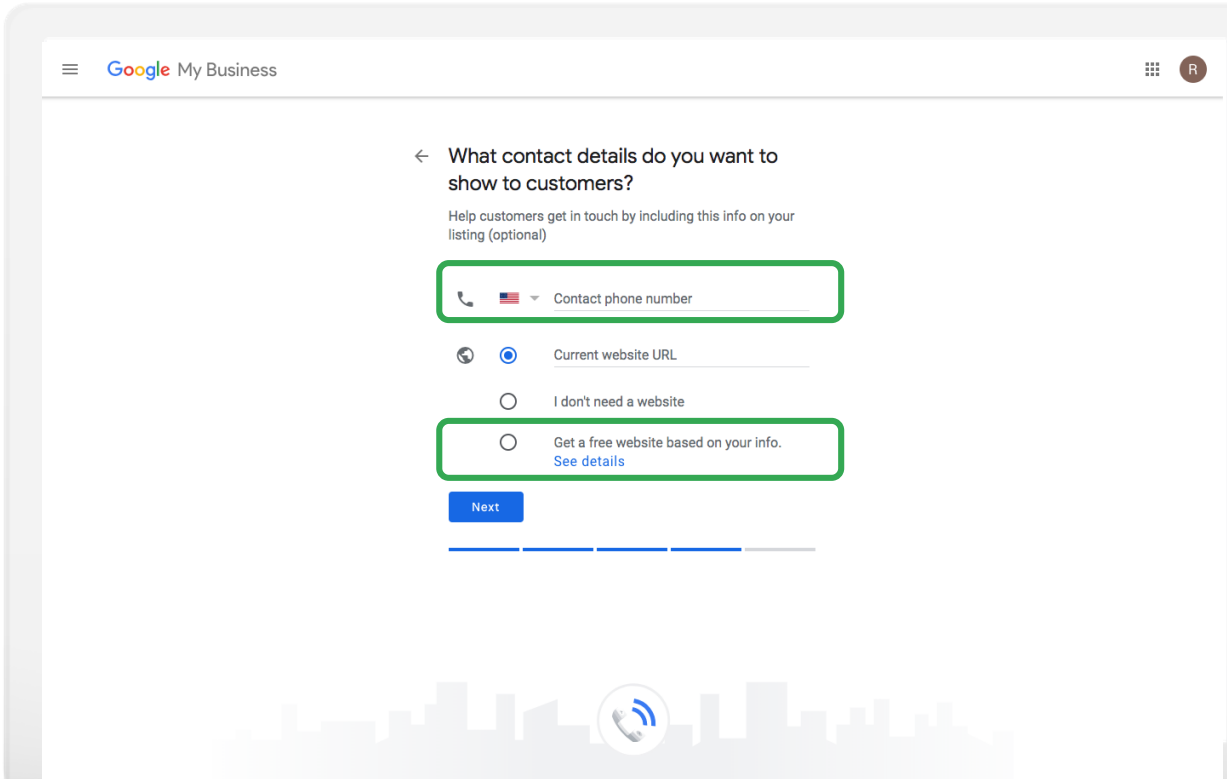
# ENTER YOUR BUSINESS CATEGORY

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.



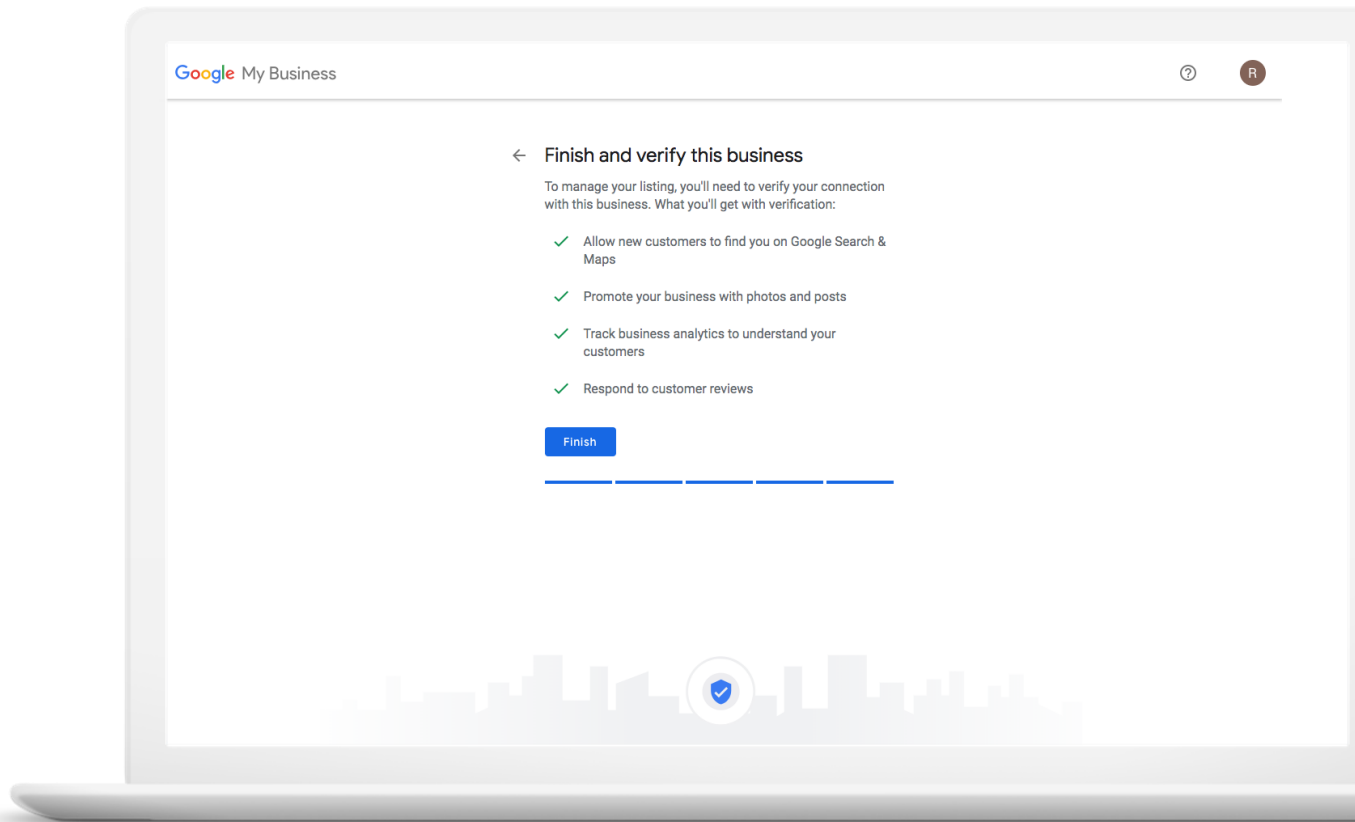
The screenshot shows the Google My Business setup interface. At the top, there's a header with the Google My Business logo and a user profile icon. The main content area is titled "What contact details do you want to show to customers?" with a subtext "Help customers get in touch by including this info on your listing (optional)". There are four options, each with a radio button and a text input field:

- ☒ Contact phone number (This option is highlighted with a green border. It includes a phone icon and a dropdown menu showing the United States flag.)
- ☒ Current website URL
- ☐ I don't need a website
- ☐ Get a free website based on your info. (This option is also highlighted with a green border. It includes a link "See details".)

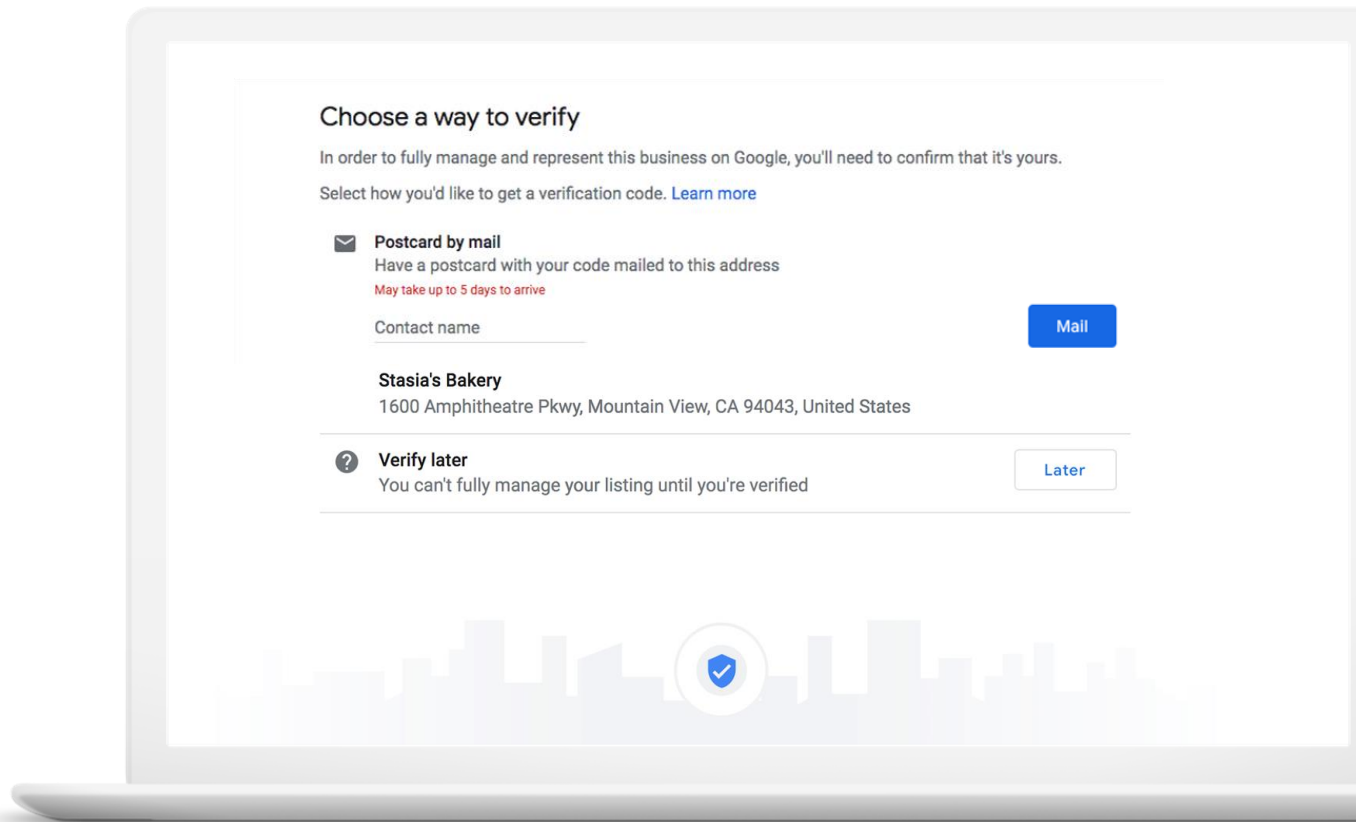
Below the options is a blue "Next" button and a progress bar with four segments, the first of which is filled blue. At the bottom of the screen, there's a decorative city skyline graphic with a circular icon containing a phone handset and signal waves.

## STEP 4: VERIFY YOUR CONNECTION TO THE BUSINESS

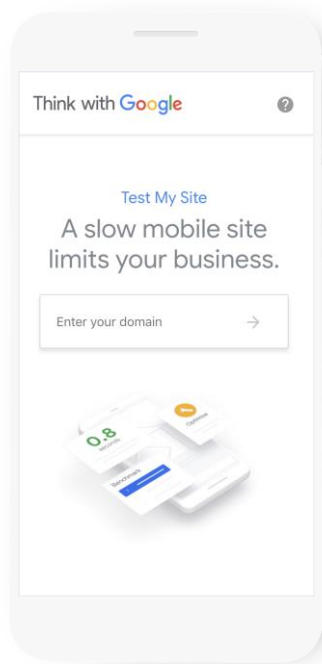
Confirm you are authorized to manage the Business Profile by clicking **Finish**.



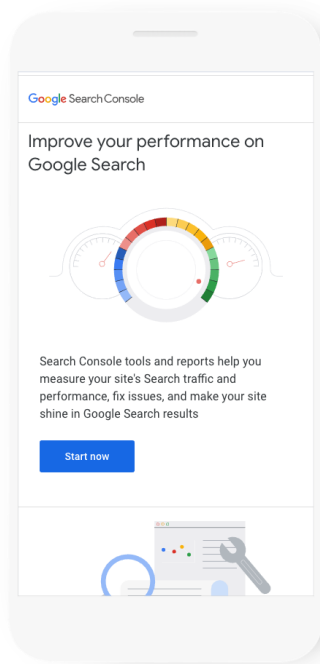
## STEP 5: VERIFY YOUR BUSINESS



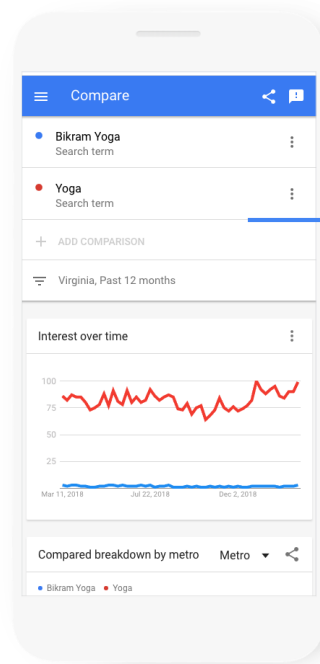
# TOOLS TO MONITOR AND MAINTAIN A STRONG ONLINE PRESENCE



[g.co/testmysite](https://g.co/testmysite)



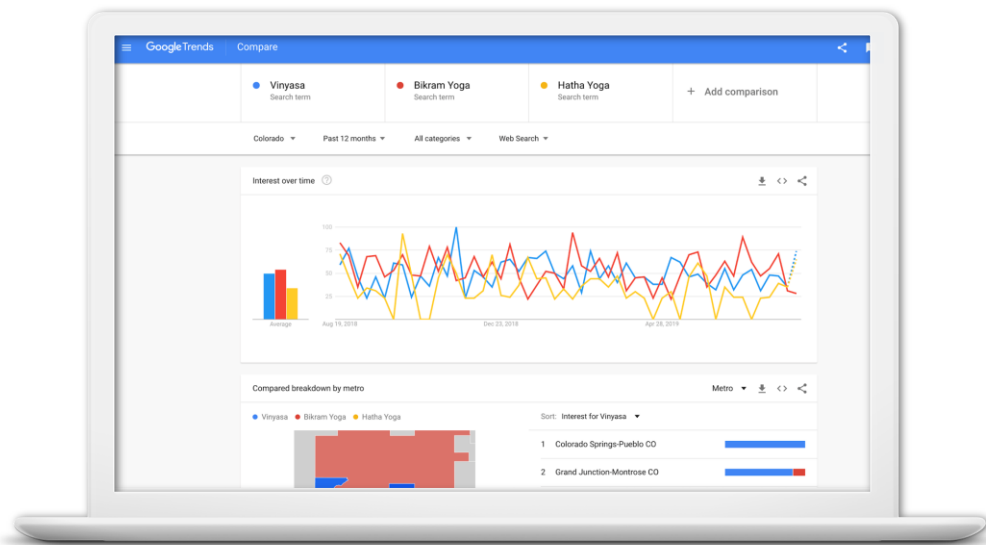
[g.co/searchconsole](https://g.co/searchconsole)



[g.co/trends](https://g.co/trends)

Use **Trends** to find popular search terms on Google

# GOOGLE TRENDS



- Find Relevant Products and Topics
- Seasonal Trends
- Keyword Research
- Content Freshness
- Monitor Competitors
- Google Trends YouTube
- Google Shopping Trends From 2004

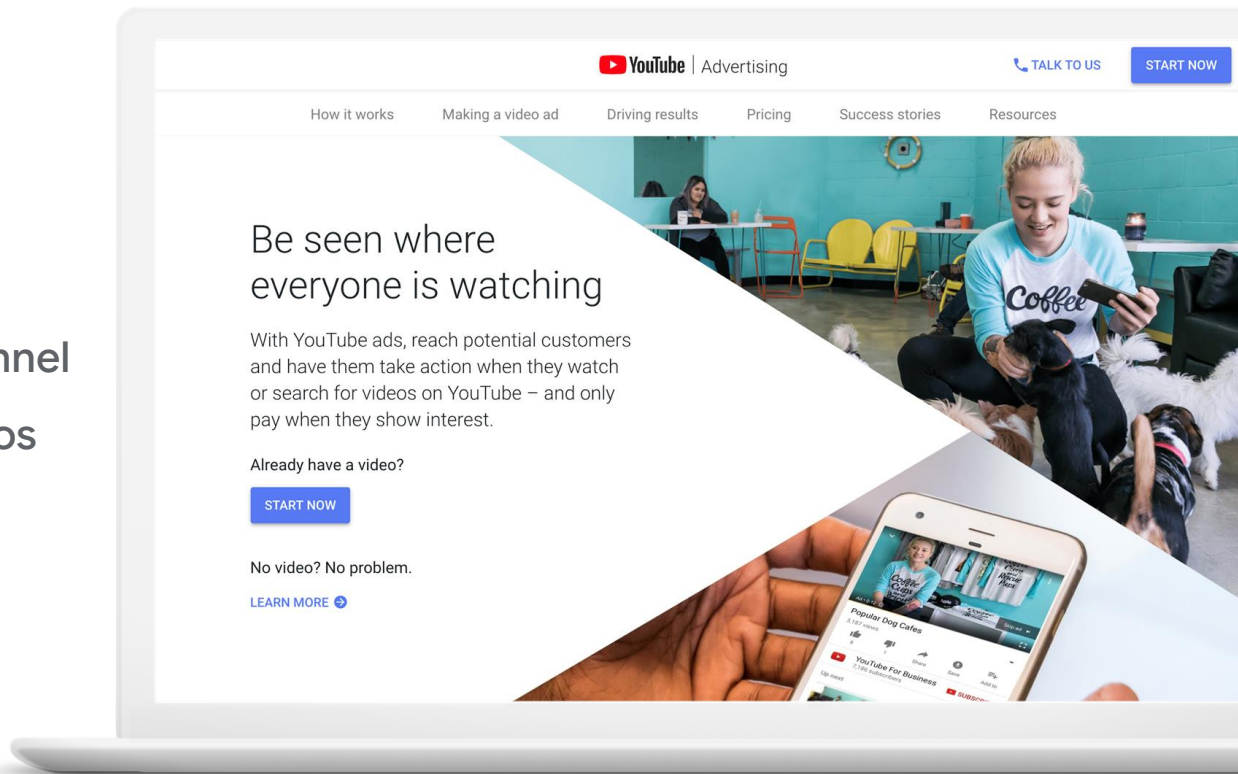


# ADVERTISE YOUR BUSINESS ON YOUTUBE

Visit [youtube.com/ads](https://youtube.com/ads)

Find tips for:

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



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

## For teachers and students

Bring digital tools into your classroom.

## For local businesses

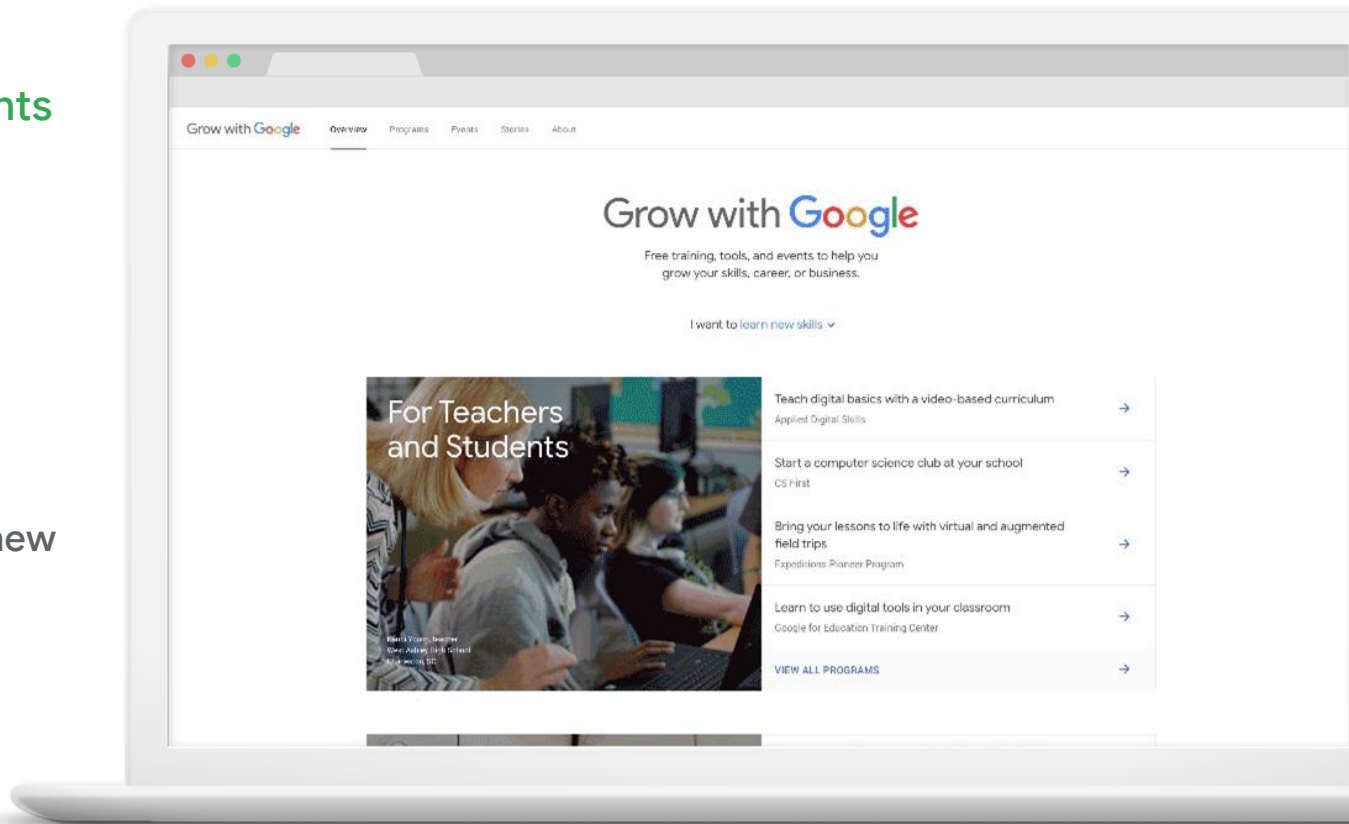
Help new customers find you online.

## 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  
GOOGLEUSA**



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