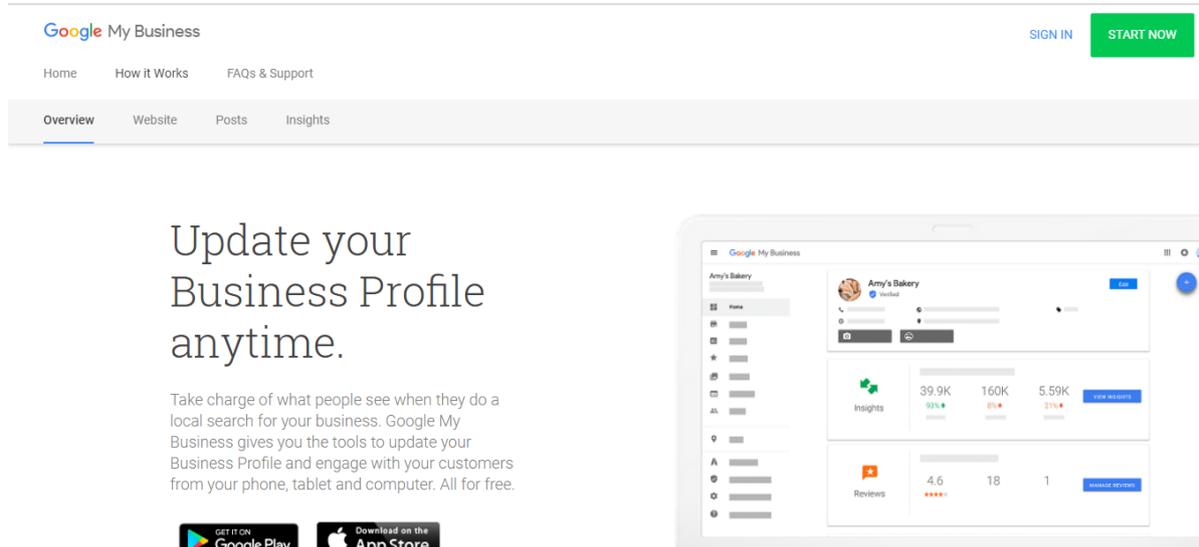# GET FOUND ONLINE WITH

Google My Business

How to Set Up Your Google My Business Page & Optimise your Listing

A Google My Business listing is a great place to focus, when your aim is to attract potential customers close to where you work or your premises.

When people search for a product or service near them, they're usually very close to making a purchase.

This means it's very important that the information about your business that shows up when people search with Google is as accurate, complete, and optimised as possible. This is where setting up your Free Google My Business page is a no brainer.

Here's how to set up you Google My Business page

1. Create a Google account (if you don't have one); otherwise use the Google email account which is associated with your business.
2. Go to google.com/business and then navigate to the top right hand corner to click START NOW
3. Enter your business name, and then click next.
4. Enter your business address. If you go to your customers' location check the box "*I deliver goods and services to my customers*." And if you work from home or another address you don't want publicly shown, tick the "*Hide my address (it's not a store) only show region*." Then select area that you service.
5. Choose your business category. It's important to try and make this as accurate as possible because this is how you tell Google which customers you would like to see your listing. You can select more than one category; use all that are applicable to your business.
6. Add your businesses phone number and website details.

7. Choose a verification option. If you're not ready to verify your business, click "Try a different method" → "Later." The ways to verify your business are through email, phone call, instant verification, bulk verification and postcard.

Postcard Verification

- **Step 1:** If you aren't already logged into Google My Business, sign in and choose the business you want to verify. (If you're already logged in, you'll be at the verification step).
- **Step 2:** Make sure your business address is correct. Optional: Add a contact name -- that's who the postcard will be addressed to.
- **Step 3:** Click "Mail." The postcard should reach you in 14 working days -- make sure you don't edit your business name, address, or category (or request a new code) before it comes, because this could delay the process.
- **Step 4:** Once you've gotten the postcard, log into Google My Business. If you have more than one business location, select the location you want to verify. If you only have one, select "Verify now".
- **Step 5:** In the Code field, enter the five-digit verification code on your postcard. Click "Submit".
- If your postcard never arrives, you can request a new code by signing into Google My Business and clicking the "Request another code" blue banner at the top of the screen.
- And note the verification code is only valid for a certain amount of time so you need to enter it immediately when you receive it, otherwise you may have to wait and get another one.

Phone verification

Google lets some businesses verify their location by phone, if you have a work landline. If you're eligible, you'll see the "Verify by phone" option when you start the verification process. If you are not eligible you will not see this as an option. You generally have to have an office with a landline for phone verification:

- **Step 1:** If you aren't already logged into Google My Business, sign in now and choose the business you want to verify. (If you're already logged in, you'll be at the verification step).
- **Step 2:** Check your phone number is correct, and then choose "Verify by phone".
- **Step 3:** Enter the verification code from the text you receive.

Email verification

Google lets some businesses verify their location by email. If you're eligible, you'll see the "Verify by email" option when you start the verification process.

- **Step 1:** If you aren't already logged into Google My Business, sign in now and choose the business you want to verify. (If you're already logged in, you'll be at the verification step.)
- **Step 2:** Check your email address is correct, and then choose "Verify by email."
- **Step 3:** Go to your inbox, open the email from Google My Business, and click the verification button in the email.

Once you have verified your listing you will now be able to receive Google Reviews from your customers, and also finish setting up your page and claim your business name URL. See next page for details.

How to optimise your listing
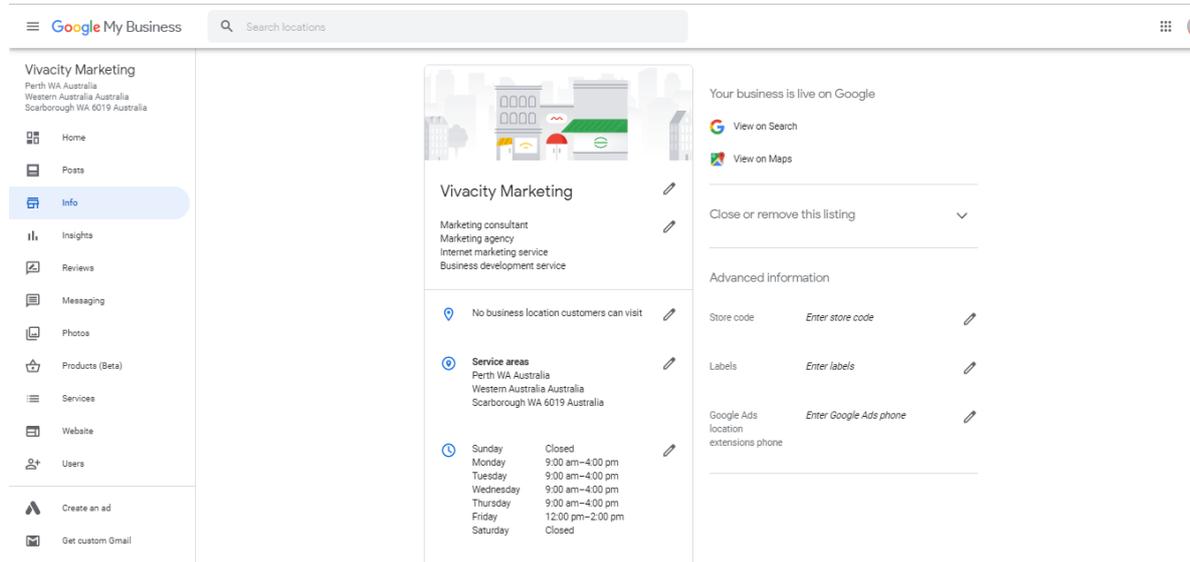
Once you've verified your business, it's time to optimise your profile.

Business Name & URL – In your dashboard you will be asked to claim your business URL e.g. @vivacitymarketing. Claim this and then you will be able to use the URL e.g. g.page/vivacitymarketing/review and can email this to your customers to ask them to leave you a Google Review.

Under the Info Tab on the left hand navigation on your dashboard:

Select "**Info**," and then start updating all of these sections:

- **Title** – Make sure this matches exactly as it is on your website.

- **Categories** – Select all the pre-defined Google Categories that are applicable to your business.

- **Opening Hours** – Make sure the opening hours that you show on this page is the same as what is reflected on your social media pages and your website too. Google is all about accuracy.

- **Address** – Keep this consistent with your website and other business directories that you may be part of.

- **Services** – Under this tab you can add a variety of services, add descriptions, add pricing etc. Fill this out as much as you can. And make sure you are using keywords that potential clients will be using to search for your kind of a business on Google.

- **Business Description** – This should match the copy on your website. You have about 700 characters here to use, so use it all and keep it keyword rich and written with the customer in mind about how you can help them and solve their problems.

- **Photos make your profile interesting** – go to the next page to find out more.....

- **Messaging** – Make sure you turn on this functionality in your menu on the left as this means people can message you directly to your profile.
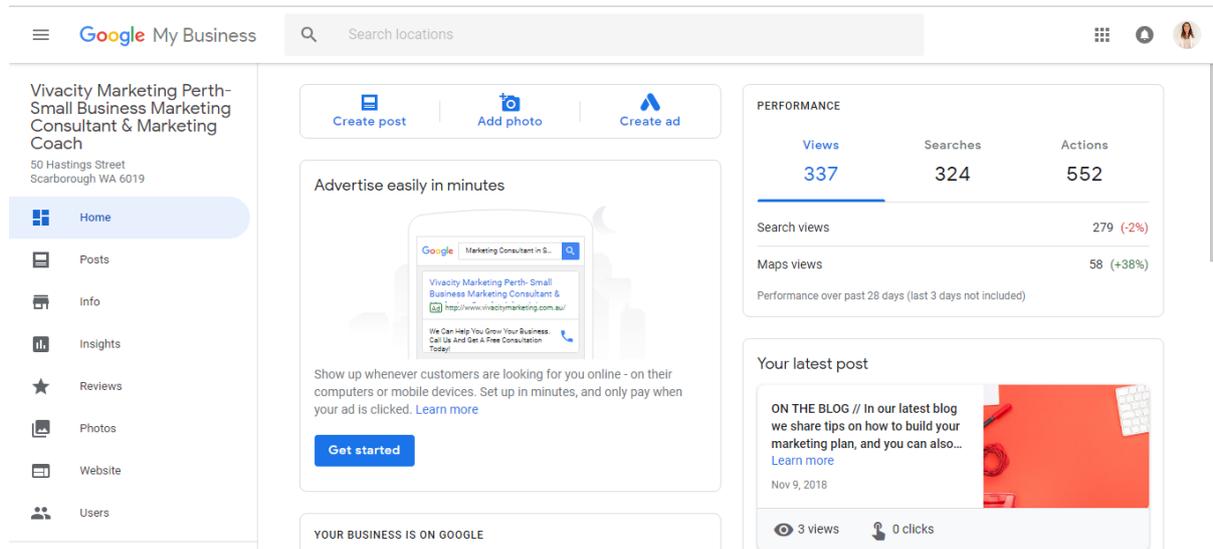
Under the Photos Tab on the main dashboard:
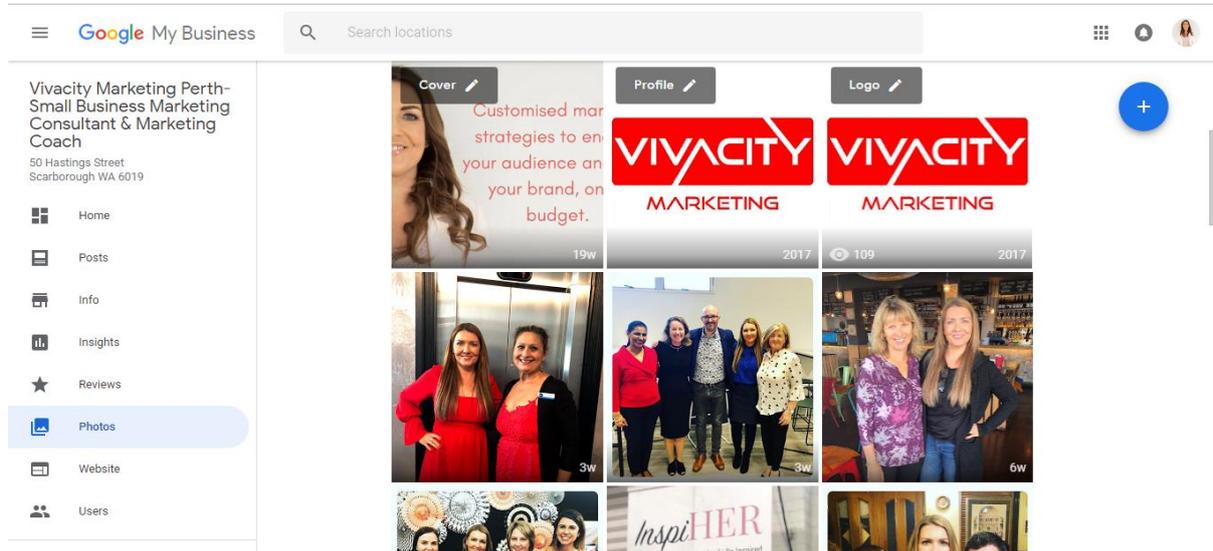
Make sure you add photos such as:

- A cover image

- A profile picture – your logo

- Your logo

- Then add photos on a regular basis that show you behind the scenes, with clients, at events and anything else that is interesting about your business. You can do this easily by downloading the Google My Business App, or by logging into your dashboard and selecting "Add Photo."

Creating a post or adding a photo

If you click on the **Home button** on the left hand navigation on the dashboard, you will see in the middle of the screen you have the option to:

- **Create a post –** This is just like a social media post so you can share links to videos, blogs and more.

- **Add photo –** This is where you can upload photos to post to your page on an ongoing basis.

- **Create Ad –** This is where you can create a Google Ad.

NOTE - Anyone can suggest and edit to your page, so make sure you log in frequently to ensure your information is still up to date and hasn't changed.

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Thanks,

Vanessa x