

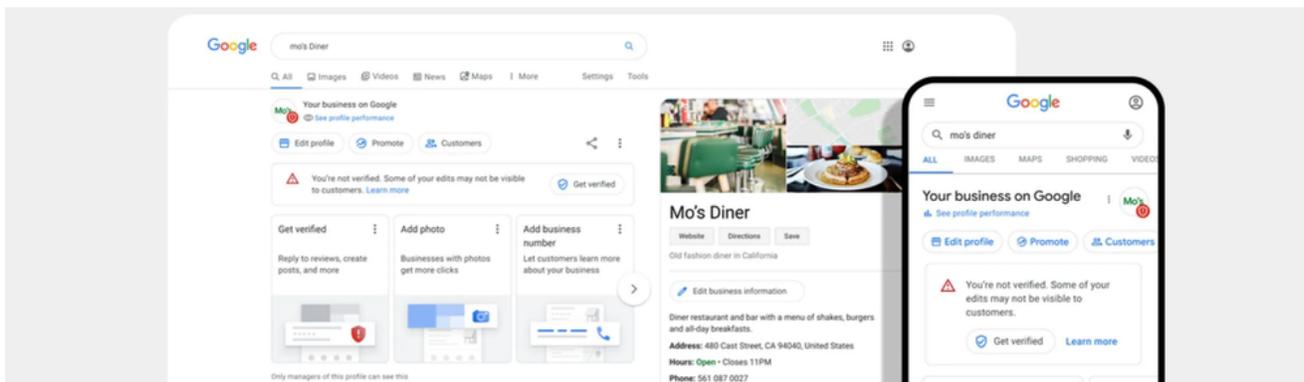


# Google Business & How to Sign Up



## What is Google Business?

Google Business is a free and simple tool that helps businesses and organizations manage their online presence across Google's products. With this tool, you can control the information that appears about your business on Google, such as your phone number, address, hours, etc.



## How do I sign up?

To sign up, all you need is a valid Google account – any @gmail.com account will work. You can also set up an account using your own email address. Keep in mind that the account you use will become the “owner” of your business within the Google products. If you don't have a Google account, you can create one [here](#).

## Claiming your business:

Once logged in, you will need to verify your business as a security measure. If your business has a listing on Google already, try a search on Google for your business name and click the button, “Own this business?” in the panel to the right. This link will take you to the confirmation screen where you'll click the “Request Access” button. Keep in mind that you won't be able to control or access many of the features of the Google Business dashboard until you are verified. Every verification process is unique and not all options are available when you decide to verify your listing.

## Ways to claim your business:

You can choose to verify your listing by phone, text, video call, or email. This will send a confirmation code to the contact information listed. Note that these options may not always be available. In some instances, you will have to use the “by mail” option which sends a postcard with the confirmation code to your listed address. The postcard may take up to 14 business days to arrive.



# Google Business & Adding Your Info

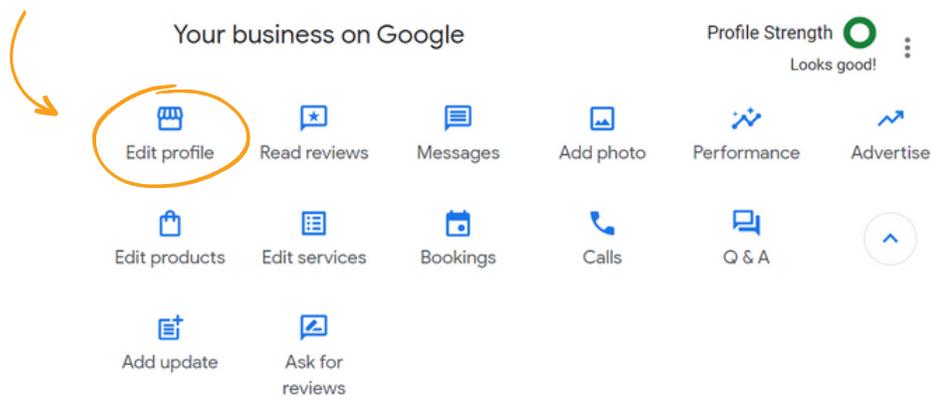
## Updating your information

Once you have set up your account and claimed your business, you can access the portal through [www.google.com/business](http://www.google.com/business). It is important that you keep your business' information accurate and updated by editing your listing. You can change information like your address, hours, contact info, and photos to help potential customers find you.

### To edit the business information:

1. Sign in to your Google Business account.
2. If you have multiple locations, open the location you'd like to manage.
4. Make your edits in the menu under "Your business on Google" and hit Save or Apply.

Keep in mind that edits or updates may have an "In review" period.



### Note

After you submit your edits, the status next to the information you edited will be "Under review." Google takes time to review the changes submitted to make sure they follow the guidelines for representing your business within its products. After you submit the changes, edits will be accepted, pending review or unaccepted. It may take a few minutes to see accepted edits publicly on Search and Maps.

**To benefit not only the customer/visitor, but your business as well, it is important to keep the information about your business as accurate and updated as possible.**



# Google Business Best Practices

## For a fully optimized listing you must have:

### Business Name

Your business name should appear exactly as it does in the real world across signage, stationery, and other branding. If you change the name after requesting a verification letter, you must verify your business again.

### Address

Make sure you enter the complete and exact street address for your location. If you don't serve customers at your business address, leave the address field blank and list your service area instead. If you change your address after having a verified listing, you will have to verify your business again.

### Service Area

You can set your service area based on the cities, postal codes, and other regions that you serve. Listing your service area helps customers know where you'll go to visit or deliver. You can have both an address and a service area in your GMB listing.

### Hours

Add the regular customer-facing hours of operation for a typical week. You can set special hours for days where your business has irregular schedules, like holidays or special events. It's a good idea to confirm your hours for official holidays even if those hours are the same as your regular hours. This way, you'll make it clear to customers that your holiday hours are accurate.

### Phone

Besides your primary business phone number, you can enter two additional phone numbers. Refrain from using a fax number.

### Website

When you enter your business' website, you may see options for additional links (i.e. online orders, reservations, or appointments.)

### Attributes

This is a chance to tell your potential clients more about your business. You can edit factual features, like if you offer Wi-Fi or have outdoor seating. Other subjects like popularity among locals rely on the opinion of Google users that have visited your business and written reviews.



# Google Business Best Practices

## For a fully optimized listing you must have:

### Photos

To help customers recognize your business, you can set a cover picture at the top of the profile and upload your logo. The images should be in JPG or PNG format and have a clear, high-quality resolution. When uploading videos, make sure that they are up to 30 seconds long and high resolution.

### From "Your Business"

Use this field to offer a brief description of your business. Make sure you point out what you offer, what sets you apart, some of your history, and details that are helpful for customers. Focus on the specifics of your business, instead of promotions or prices and keep the description short and sweet. Do not include URLs or HTML codes in this field.

### Menu and Services

This feature is available to food and drink, health and beauty, and services' businesses. To make the most of this feature, you should organize your menu by grouping items or services into sections. Be sure to add accurate prices.



# Google Business Reviews, Posts, Q&A

## Google Reviews

Reviews from customers give you feedback about your business, and you can – and should – respond to your clients. Addressing reviews is important because many consumers decide whether to engage with a company based on reviews left by previous customers.

### How to Respond

- Locate the review you would like to respond to and click “Reply.”  
Once you have written your response, click “Submit,” and it will be posted publicly.
- Responses should be concise and cordial. Avoid getting personal when responding to a review because responses are public and remain visible on your Google Business profile.
- Remember to “Like” the review and thank your reviewers.

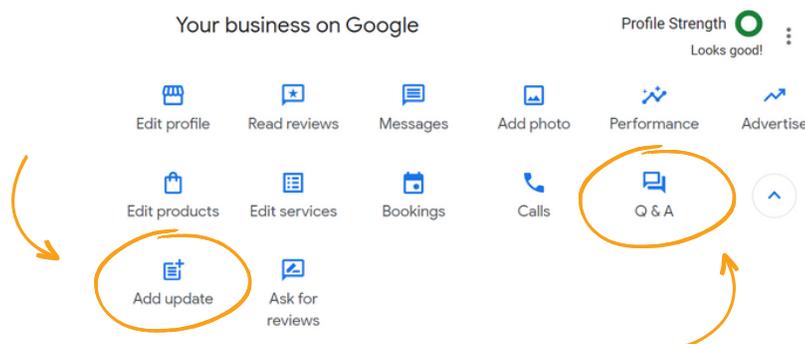
If you would like to remove a review from your profile, learn more [here](#).

## Posting on Google Business

Here you can share information about sales, promotions, upcoming events, announcements, or new products.

### Creating a Post

- On the “Your business on Google dashboard, select “Add Update”
- Select from the options, “Add Update,” “Add Offer”, or “Add Event.”
- A complete post includes an image, brief copy, and a call to action for users.
- Keep your posts under 300 words and link to a website, blog, or social post when possible.



## Q & A

You can respond to a question the same way you would a review. Q&As will also show up in your Google Business profile and are public.

**Pro Tip:** Click on the thumbs-up icon for the right questions and answers to increase the likeliness of these surfacing on the front of your listing.