



G GOOGLE MY BUSINESS

With so many social media platforms and so many things you could post about, it is important for people to know where to find your business. Transform individuals who discover you through Google Search and Maps into potential customers by leveraging a complimentary Business Profile tailored to your business. Customize your profile using images, promotions, posts, and other elements to captivate and engage potential customers.

WHY START A BUSINESS PROFILE?

- **Claim your business.**
Own your first impression! Adding information like your phone number, operating hours, photos and brief business description can give potential customers a better an idea of what you offer.
- **Connect with customers.**
Update your customers with the latest information through posting and direct messaging. Keeping customers informed through consistent contact builds trust in your business.
- **Share your products and services.**
Your profile streamlines the process for customers to interact with you seamlessly and directly, providing features like product inventory access, ordering capabilities, booking options, quotes, and more.
- **Gain insights.**
Uncover the specific keywords people use to discover your business, gaining valuable insights on calls, reviews, bookings, and other metrics to comprehend how your business establishes connections with customers.

HOW TO GET STARTED

- Create your Google My Business account by visiting www.google.com/business/. Similar to setting up a Gmail account, you will need a business email address and password.
- Enter the name of your business and your business address. You can drop a location marker on a map to confirm the location.
- If you wish, you can appear on Google Maps. Once you make your selection, you will need to select a business category. Be as specific as possible so your business appears on more target-based searches (ie use “Italian restaurant” instead of “restaurant”).
- Add the phone number that matches your location you are listing and the website URL. This gives customers immediate access to your contact details and website all in one place.
- Add additional information and optimize features that improve your profile and search rankings. This includes your business hours, a description of your business, photos of your business, employees, products or any other items that show off your business.
- Make sure the information you provided on Google My Business matches what you have on your website. With matching information, your ranking increases on Google and gets more engagement from online users.