Boostability®

A Complete Guide To Google My Business

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Google My Business

What Is Google My Business?

If you're managing your own local business listing on Google Maps or have a business page on Google+, you are already using Google My Business. In this guide, we will go over current Google My Business features and explain their value step by step.

To follow along, go to business.google.com to log in with an admin address to your Google My Business page. Then, select the page you'd like to get started with.

If you do not yet have a local listing set up with Google, here is everything you need to know about how to claim your local listing or create a new Google Maps page through Google My Business:

How To Create A Local Google Page

To get started, let's go over what Google My Business can do!

Google My Business is the Google dashboard where you can:

- Highlight a post on your Google Maps listing displaying news, an event, an offer, or a product highlight
- Update info about your business such as name, location, phone number, or business hours
- View important page insights on how customers are finding and interacting with your listing
- Respond to reviews
- View and respond to chat messages and set auto-responders for messages sent to your business via your listing
- Upload new photos and edit previous logos, headers, and photos
- Publish a one-page website highlighting Google My Business content
- Manage users and admins of the page
- Create a new Adwords Express advertisement
- Add additional business locations
- Manage current business locations

Now, let's go over some of the features that you will find in Google My Business and how to use them.
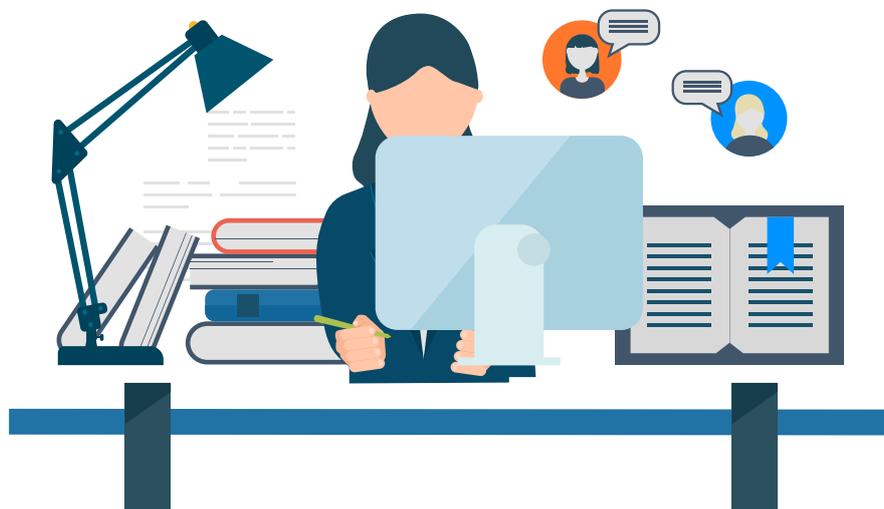
Finding Your Google My Business Account

Go to: business.google.com to log in. Your login will be the same as your Google Account (i.e. your Gmail name and password). Only admins allowed to see the Google My Business content will be able to access the page. If you cannot access your page, be sure you're using the right admin login or have an existing admin add you as a user.
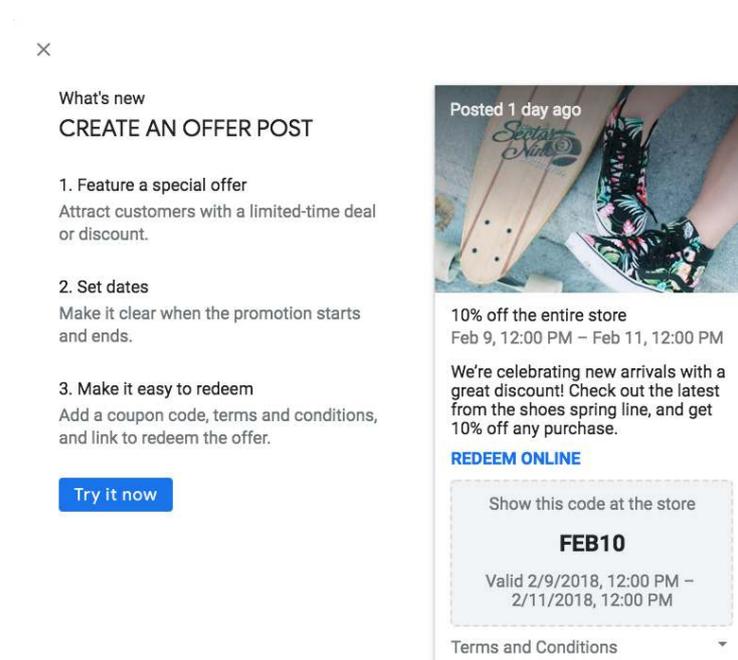
From here, click on the page you'd like to manage.

Other ways to reach your content:

- Download the Google My Business app to your phone
- From any Google page, click your icon at the top right of the page and select what Google+ page you'd like to manage. Then, click on the Google My Business icon directly left of your icon and select "My Business."

Once you've arrived, you'll find a full-scale view of your Google My Business dashboard where everything you need to do can easily be seen in the left side menu.

Here's a quick view of what that dashboard can look like:

From your dashboard, you can manage your business profile, which includes the ability to manage photos or add a virtual tour.

Identity Photos

It is important to note that your Google My Business page requires you add "identity photos" to your page's profile for your profile to be complete. Identity photos consist of a main profile picture and a cover photo.

Virtual Tour

This feature is a special 360-degree view inside your office that allows someone to virtually view your office inside and out, walk around, and get a feel for the environment.

Why is Google My Business important for your business?

Google My Business integration with search is clear — the possibilities are endless in how Google can utilize search algorithms and Google+ content to filter through and determine the best content to match any search command. In fact, if you do not have a local Google Maps listing, you are not searchable in Google as a local address.

Claim Your Google Maps Local Business Listing

To set up your Google Maps account, you need to utilize Google My Business! Google has tied these key features together into one easy-to-use space. By logging on to business.google.com, you'll quickly be able to tell what local listings you have in place. If you think you need to claim your maps listing, visit this link to get started:

 How To Create A Local Google Page

Simple tips on how to use each Google My Business feature:

- Posts – Add the latest news, event, or promotion directly to your local listing by uploading an image and link to Posts.
- Info – Keep your business contact information and hours up to date. Don't forget to update changing hours around the holidays.
- Insights — Find out how users are interacting with your business listing.
- Reviews — When a customer leaves a review of your business, it appears in local search and map searches.
- Messaging — Receive instant messages from your customers and reply to their queries, concerns, or questions.
- Photos — You and your customers can post photos of your business.
- Website — Create a free website for your company.
- Google+ — Share content on the social media platform to boost your rankings.

Features
Let's go over each Google My Business feature in detail so you know what to expect.

Posts

What is it?

Not to be confused with Google+ social media posts, this version of Posts is fairly new to Google My Business. Posts allow you to feature a special offer, highlight business news, or publicize an event directly on your Google listing.
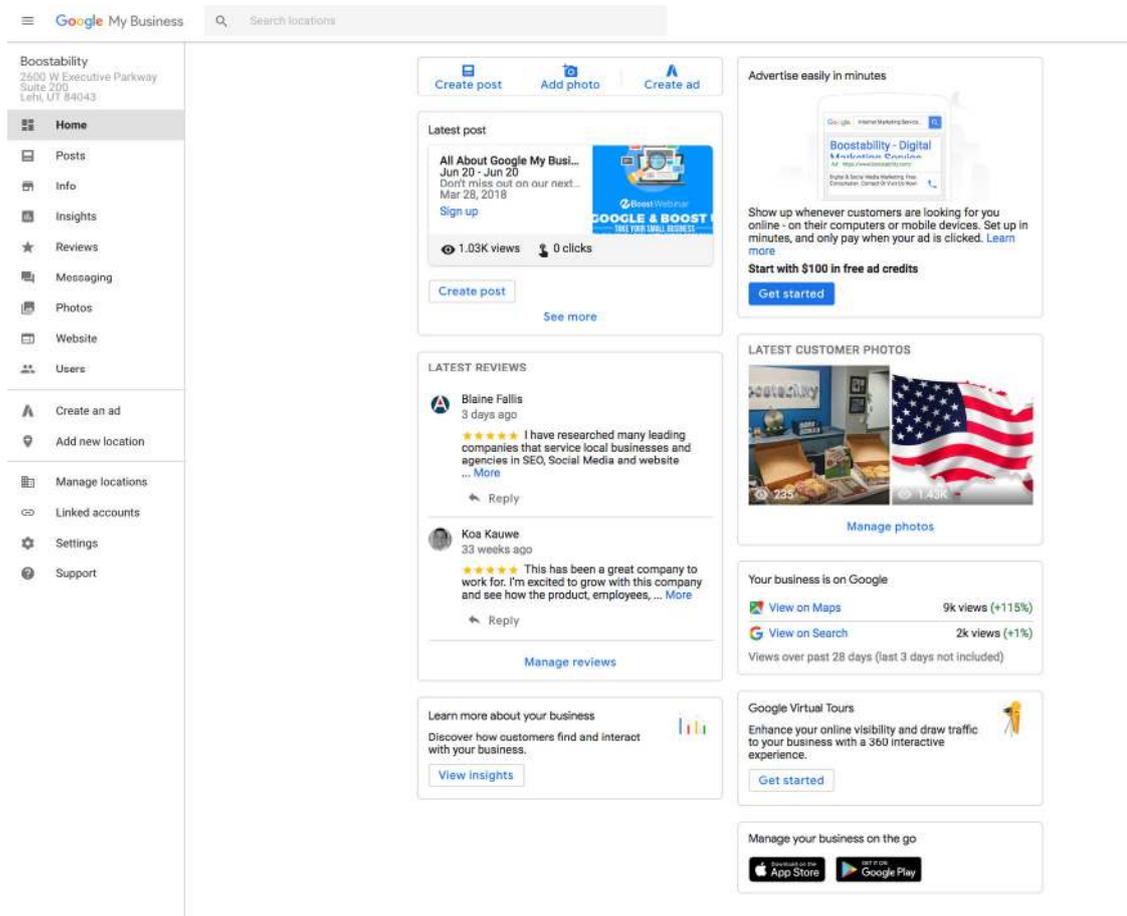
How do I do it?

When you select "Posts" from the left hand side of your Google My Business dashboard, you'll be prompted to get started with a new message..

Posts require an image, a title, just a short sentence or two about the content, and a link. As you're creating the post, you'll be able to choose: What's New, Event, Offer, or Product to highlight your post in the right area.

Why is it important?

Up to two recent posts show directly on your local business listing when searching for your business online. This allows searchers to engage directly with your latest news, events, offers, and products – prompting more website visits.

Info

What is it?

The info section is arguably the most important section of your Google My Business page. This is the page that makes or breaks trust with users that find your business info online.

How do I do it?

Just click "Info" on the left hand side of your Google My Business dashboard. In this section of Google My Business, you'll be able to correctly categorize your business, manage your business name and address, post your regular hours of operation and any special holiday hours, list your phone number and your website, add any services, and enter a short description of your business.

Why is it important?

All of this information correlates directly with your Google local business listing. For example, if your hours are listed incorrectly and someone searches for a "nearby plumber" using the "Open Now" feature on Google search only to find that you are not available to come to their rescue, you've likely made an enemy for life! Likewise, if your hours are correct and you just happen to be open on a holiday when someone least expects you to be available, your availability and correct business information have paved the path for a lifelong customer.
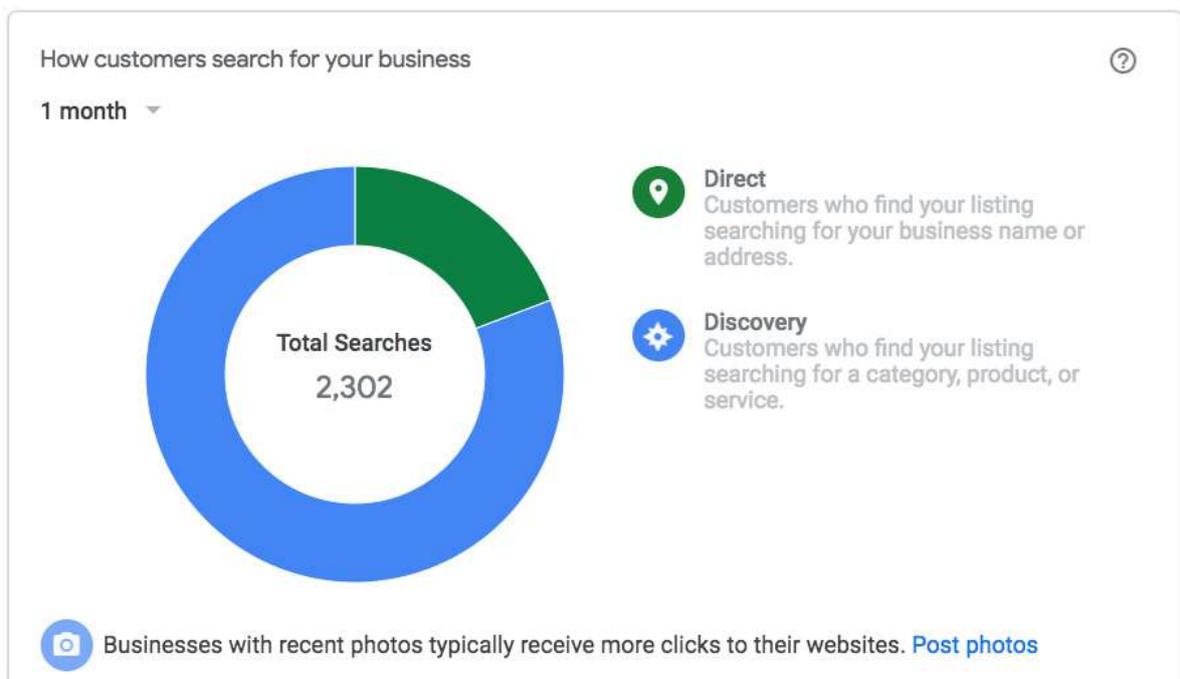
Insights

What is it?

Insights show you how users reached your business listing (such as through a Google search or via Google Maps). You'll also find out what users do when they reach your listing. You can check out insights for individual users and for all users in the last 28 days.
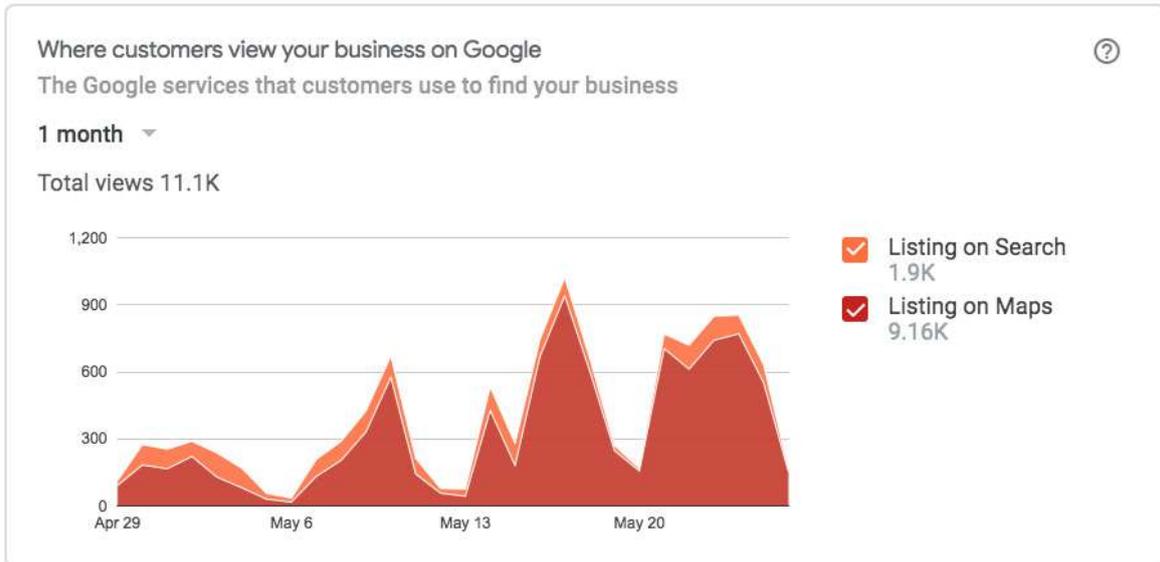
How do I do it?

Find "Insights" just above "Reviews." You'll see a number of charts and graphs like these:

How customers search for your business ⑦

1 month ▾

Total Searches
2,302

Direct
Customers who find your listing searching for your business name or address.

Discovery
Customers who find your listing searching for a category, product, or service.

📷 Businesses with recent photos typically receive more clicks to their websites. Post photos

Why is it important?

You will also be able to see where customers viewed your business listing:

What actions customers take on your listing:

Additionally, you'll get graphs and statistics for:

- How many customers have requested directions to your place of business
- How many customers call your business from search results
- How many customers visit your storefront
- What are the most popular times for visiting your business
- How many photo views your listing has compared to similar businesses
- Your photo quantity compared to other businesses:

All this data is essential for seeing how you compare to competitors and where you need to improve.
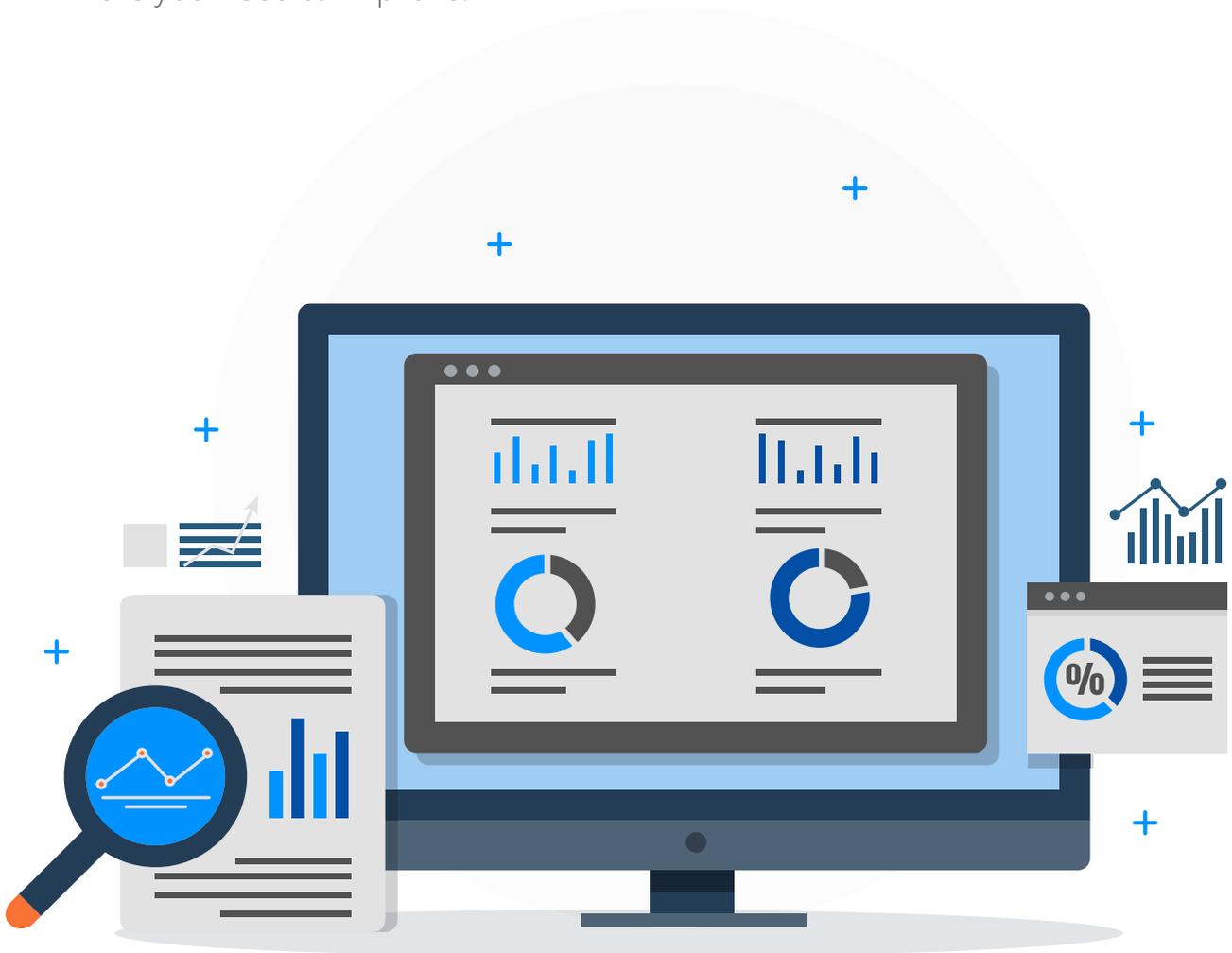
Reviews

What is it?

Reviews are a key local marketing feature for Google My Business. Your rating is critical for first impressions from local searches and Google Maps. To encourage positive reviews and demonstrate authenticity, respond to each new review you receive.
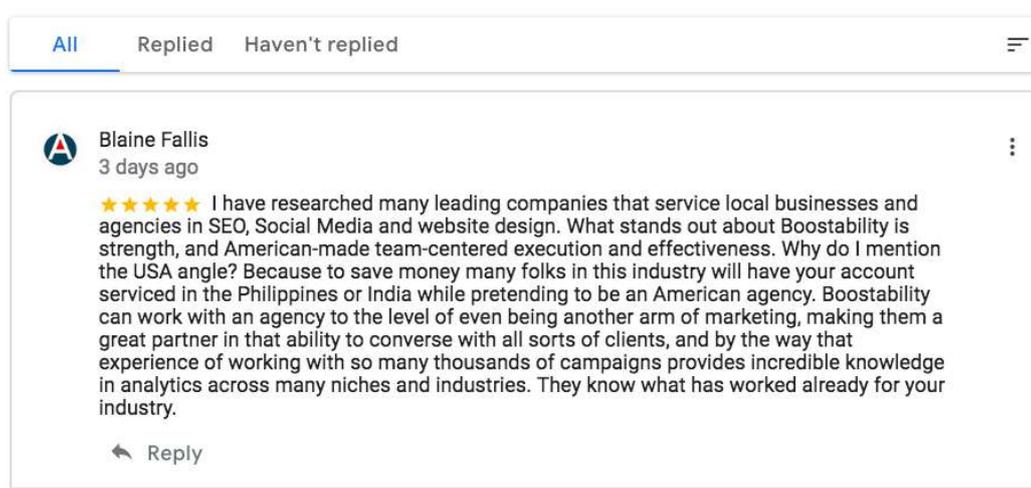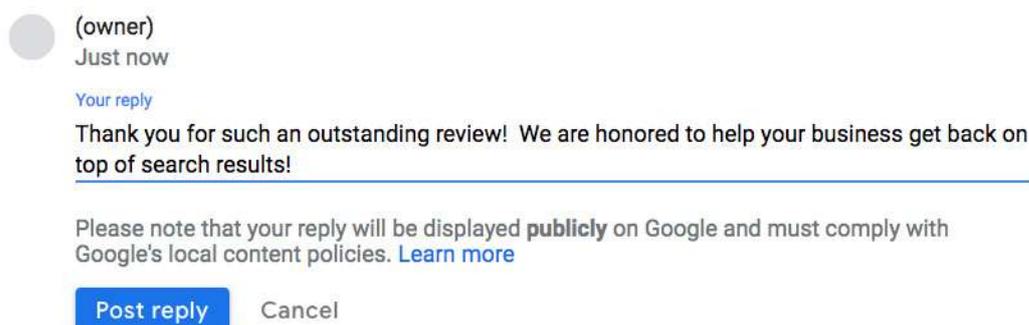

How do I do it?

To access your reviews, head to the side menu of your Google My Business console. Here you'll see the option "Reviews." Click on this button to arrive at a list of recent reviews for your business.

Why is it important?

On your reviews page, you can sort reviews by rating or date. Sorting by date will allow you to respond to recent reviews of your business. This is good practice for ensuring more positive results. Keep in mind that your rating will appear in local search results.

Messaging

What is it?

Another feature of Google My Business is chat. This allows users who search for your business to send you messages.

How do I do it?

Find the "Messaging" option on your Google My Business page and turn on messaging. You'll have to verify a phone number to do this. Make sure that you reply quickly to messages, as Google will display your average response time after you've had a few conversations.

Why is it important?

This is a great feature for small business owners that wouldn't mind messages coming directly to their personal cell phone, allowing you to respond to questions from potential customers immediately.
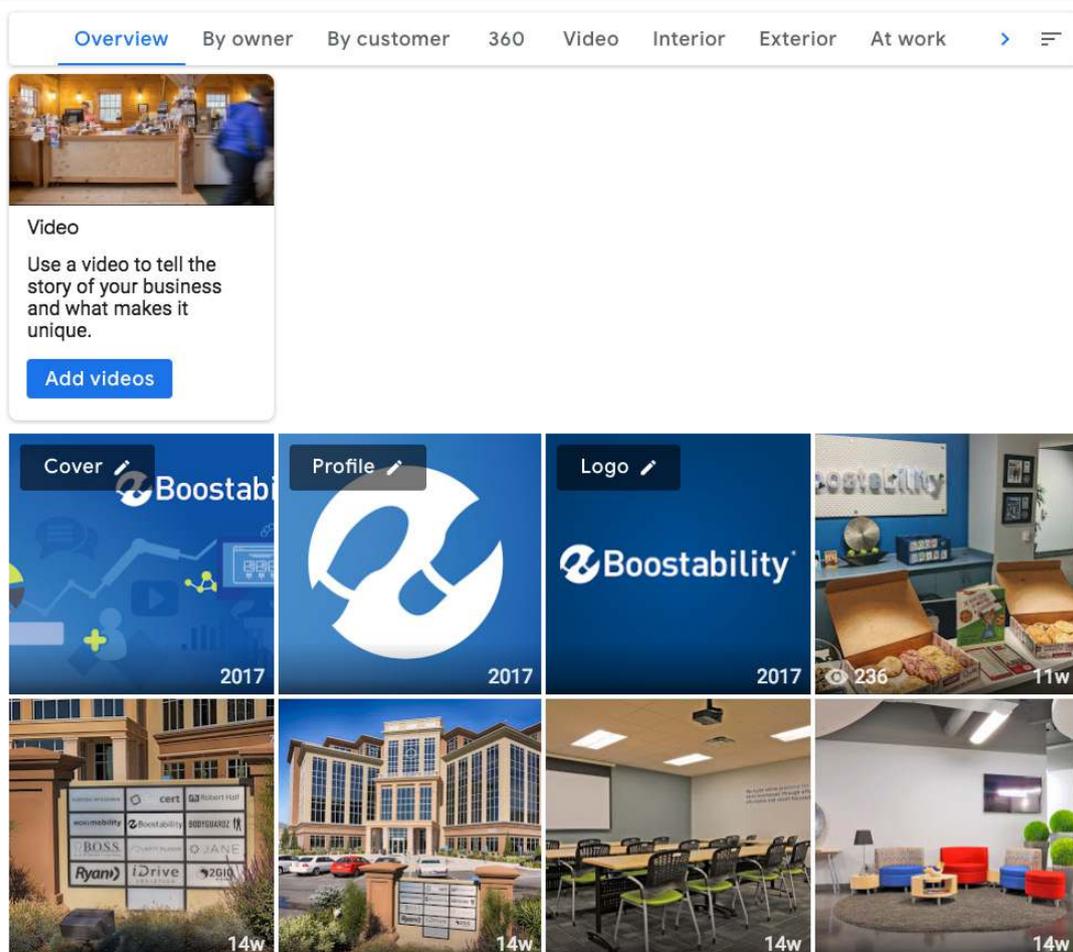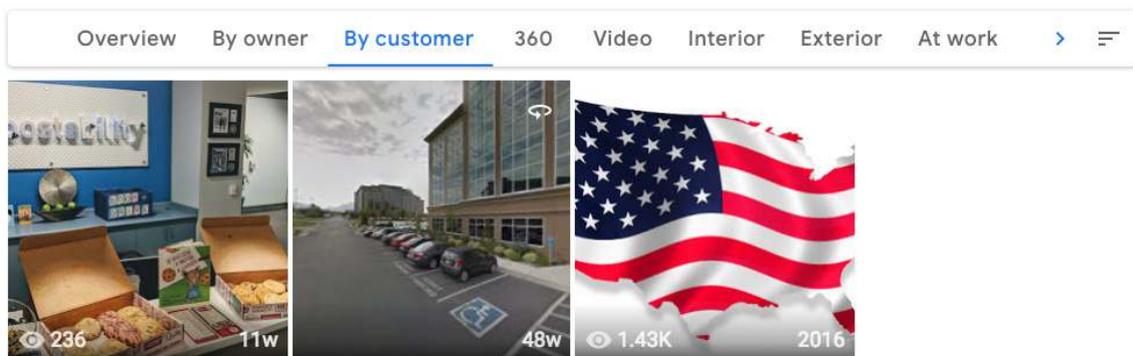
Photos

What is it?

Photos are an excellent way to present your products and services, give customers a behind-the-scenes look at your business, and help prospects recognize your storefront.

How do I do it?

To check out your current photos and upload more, go to "Photos" in the side menu of your Google My Business dashboard. You will see the options "Overview," "By owner," "By customer," "360," "Video," "Interior," "Exterior," "At Work," "Team," and "Identity." You will also find any previous professionally made Interior 360 walkthroughs here.

Bear in mind that anyone can add a photo of your business. All users need to do is upload a picture to your Google Maps location. Find out what photos others are uploading by clicking the "By Customer" tab.

Why is it important?

Google My Business shows only one competitor comparison report in Insights and that is a comparison of Photo Views! You might wonder, "Why is that?" Visual content is so powerful and so much more engaging in today's digital marketing space, that Google has marked photos as a key metric to showing brand interest.
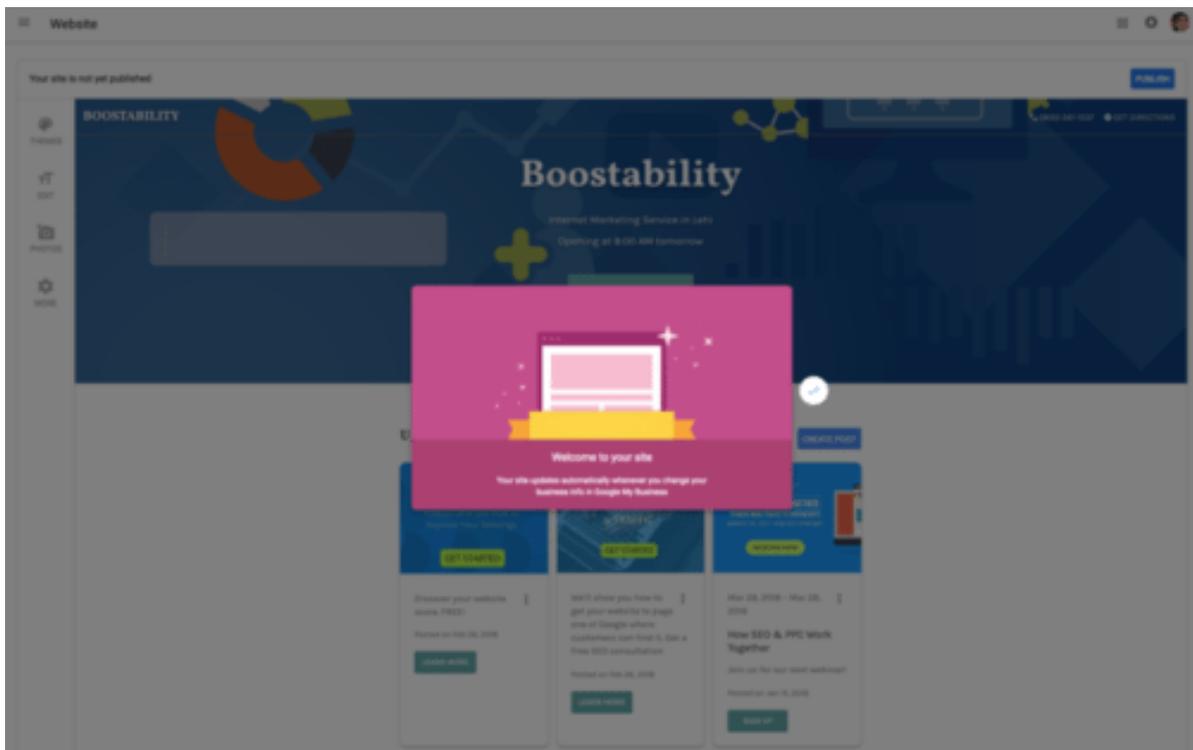
Google My Business Website

What is it?

Google My Business now offers you the opportunity to build a single-page, mobile-optimized website. This service is free, although you will need to pay if you want to choose your domain name.

How do I do it?

To create your website, find the option "My Business Website" and click "Get Started." Google will use the information from your Google My Business account to create the site. Once this is complete, customize your site to match your brand image, including choosing a theme. Finally, add extra information, upload more photos, and confirm your address and phone number before publishing your site.

Why is it important?

For small business owners just starting out with local presence, having an easy-to-publish single page website is such a handy tool! While we don't quite recommend the Google My Business website as being your only claim to internet fame, it is a good place to get started or a good Google-specific landing page to create for that need-to-find info about your business.

Google+ Page

What is it?

Google+ is a key element in your social media strategy because it ties in directly with your local Google Maps listing. While the importance of Google+ may sound counterintuitive, as users rarely consume content on the platform, keeping your content up to date is good practice for any user that finds your content via Google Maps.

How do I do it?

You can access your Google+ account through Google My Business by clicking on the Google apps icon (top right corner next to your profile photo) and choosing Google+.

Why is it important?

In the past, Google has shown recent content in search results for followers of your Google+ pages.   However, in recent years Google has stopped doing this. While this has changed the amount of focus social media marketers have placed on Google+, it does not remove the importance of this platform. At the very least, plan to keep your content up to date periodically throughout the month with announcements, offers, changes in hours of operation, and anything else you'd like local searchers to know.

Need Help or Have Questions?

Contact Us: 1-800-261-1537
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