

AOT DIGITAL WEBINAR SERIES

Google My Business

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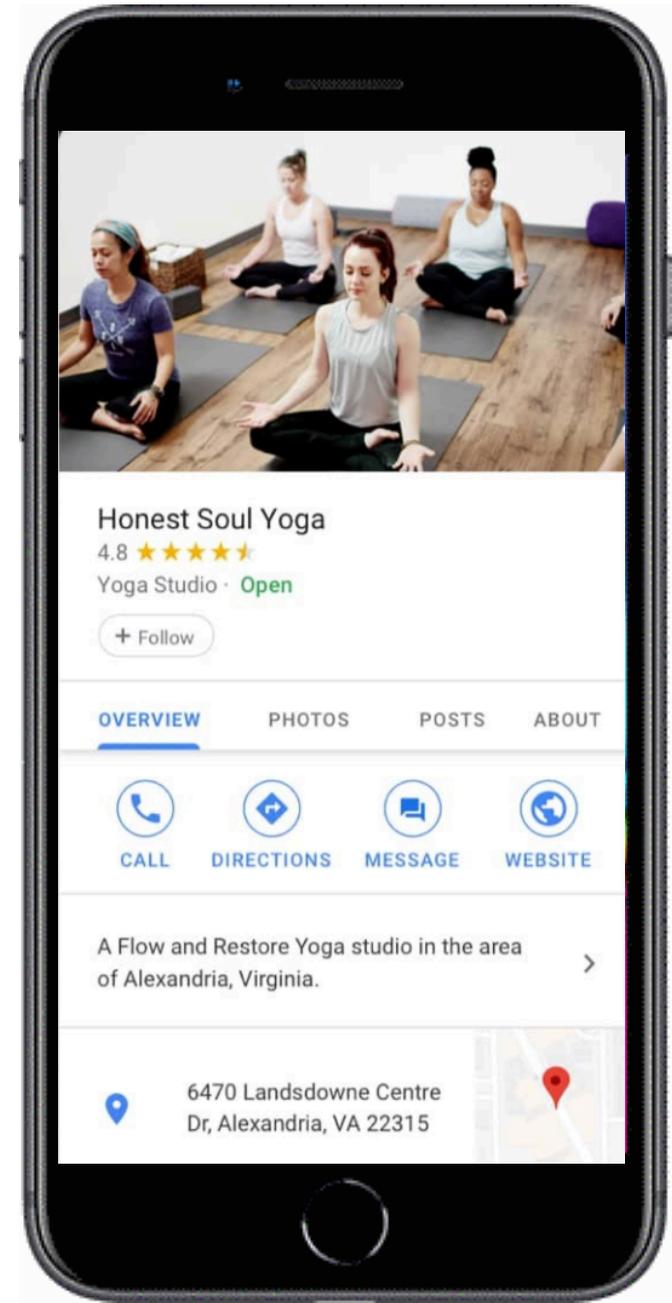
A stylized, high-contrast illustration of a desert landscape. In the foreground, several tall, columnar cacti stand on the left, and a shorter, bushier cactus is on the right. The ground is depicted with horizontal bands of yellow, orange, and brown. In the background, rugged mountains are rendered in shades of red, orange, and yellow, set against a sky with soft, orange and yellow clouds. The overall style is reminiscent of mid-century modern graphic art.

Introduction to Google My Business

What is Google My Business?

Your customers are ready to connect by calling, messaging or leaving reviews. Google My Business gives you more ways to do more business.

Google My Business is a free business profile on Google that lets you engage with customers directly and manage how your business appears on Google Search and Maps.



Create an Account

Step 1: Log into the Google Account you want associated with your business (or create a Google Account if you don't already have one).

Step 2: Go to [Google.com/business](https://www.google.com/business) and select "Start now" in the top right-hand corner.

Step 3: Enter your business name.

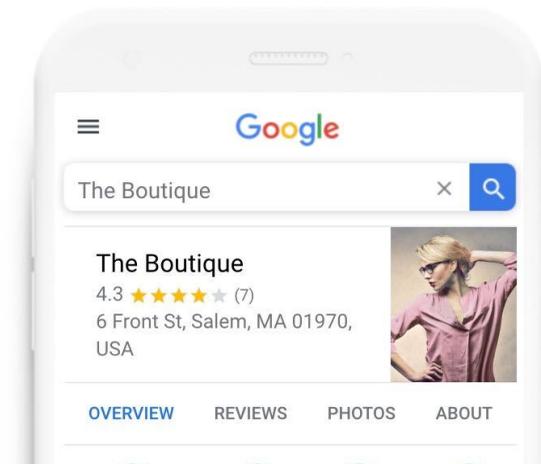
Step 4: Enter your business address.

Find and manage your business

🔍 Type your business name

Can't find your business?

[Add your business to Google](#)



Create an Account Continued

Step 5: If you go to your customers' locations, rather than having them come to you, check the box "I deliver goods and services to my customers."

And if you work out of your house or another address you don't want publicly shown, check "Hide my address (it's not a store) only show region."

Finally, select your delivery area.

Step 6: Choose your business category. Try to choose the most accurate category possible -- you're essentially telling Google which type of customers should see your business listing.

Step 7: Add your business phone number or website.

Verify Your Business

The last step is to choose a verification option. If you're not ready to verify your business yet, click "Try a different method" → "Later."

There are several ways to verify your GMB Listing:

By postcard

The postcard should reach you in five days. Once you receive the card, log into GMB and select the location you wish to verify. If you only have one location, select "Verify now." Enter the code and click "Submit."

By phone

If you are eligible to verify by phone, Google will send you code through text message.

By email

If you are eligible to verify by email you will see this option upon starting the verification process. A verification email will be sent to your inbox. Follow the provided instructions to complete the verification.

Bulk verification

If you operate more than 10 locations for the same business, you might be eligible for bulk verification. Fill out and submit the verification form. It can take up to a week for Google to review and process your claim.

Optimize Your Listing

Now that you've verified your business, it's time to start filling out your profile.

In the GMB dashboard, select the listing you wish to work on and click the info tab. Add as much information and media as you can.

- Here, you can enter your hours of operation, address, business category, website url and public phone number.
- It is important to make sure you enter accurate information and keep it up to date.

The screenshot shows the Google My Business dashboard for a business named "Off Madison Ave" located at 5555 E Van Buren St, Phoenix, AZ 85008. The dashboard is divided into several sections:

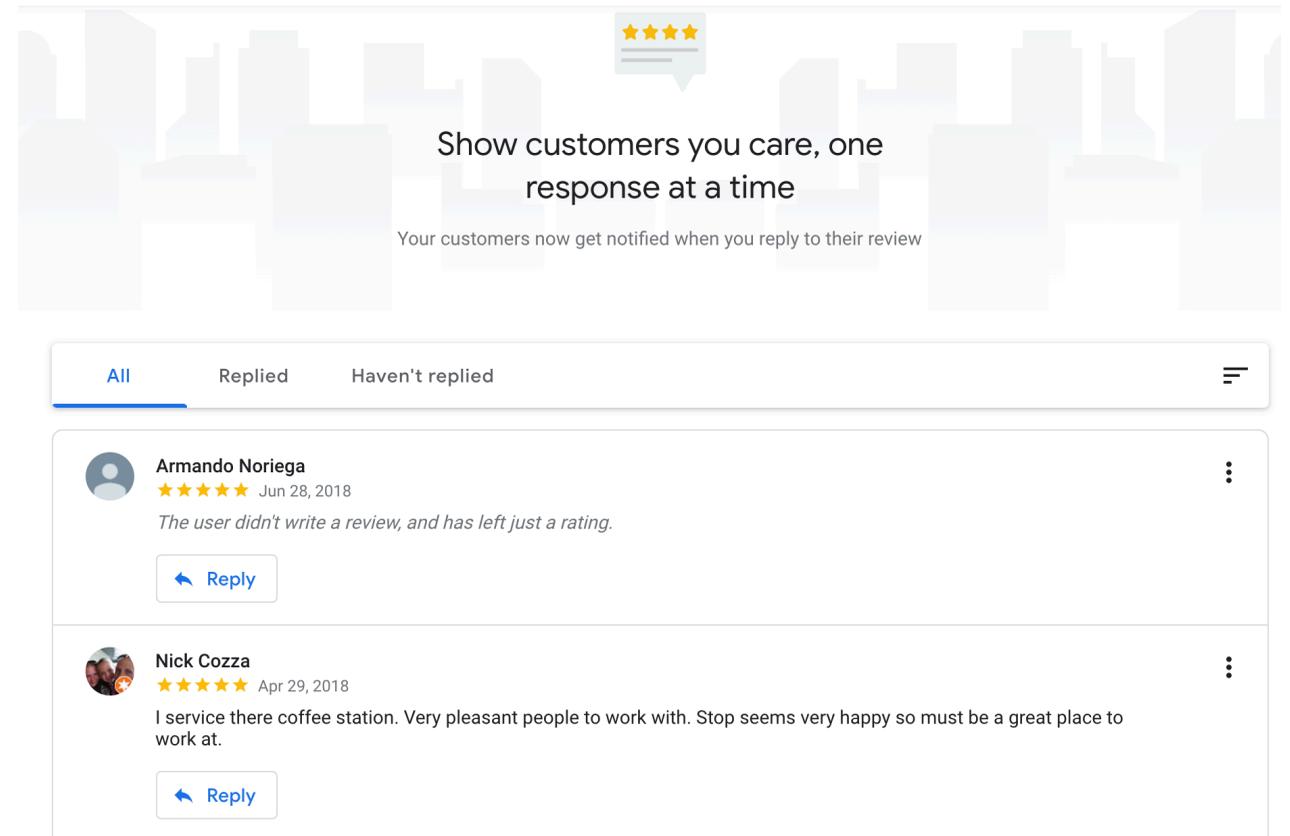
- Left Sidebar:** A navigation menu with options: Home, Posts, Info (selected), Insights, Reviews, Messaging, Photos, Products, Services, Website, Users, Add new location, Manage locations, and Linked accounts.
- Top Header:** "Google My Business" logo and a search bar for "Search locations".
- Main Content Area:**
 - Business Name:** "Off Madison Ave" with an edit icon.
 - Categories:** A list of categories including Marketing agency, Media company, Website designer, Advertising agency, Marketing consultant, Public relations firm, Video editing service, and Internet marketing service, each with an edit icon.
 - Address:** "5555 E Van Buren St Phoenix, AZ 85008" with an edit icon.
 - Service Area:** "Add service area" with an edit icon.
 - Hours of Operation:** A table showing hours for each day of the week:

Sunday	Closed
Monday	8:00 AM - 5:00 PM
Tuesday	8:00 AM - 5:00 PM
Wednesday	8:00 AM - 5:00 PM
Thursday	8:00 AM - 5:00 PM
Friday	8:00 AM - 5:00 PM
Saturday	Closed
 - Special Hours:** "Add special hours" with an edit icon.
- Right Sidebar:**
 - Your business is live on Google:** Includes links for "View on Search", "View on Maps", and "Share your Business Profile".
 - Close this business on Google:** Includes buttons for "Mark as temporarily closed", "Mark as permanently closed", and "Remove listing".
 - Google Assistant calls:** Includes a checkbox for "Accept Google Assistant calls" which is checked.
 - Advanced information:** A section for additional business details.

Google Reviews Management

Google My Business allows you to manage and respond to customer reviews with ease.

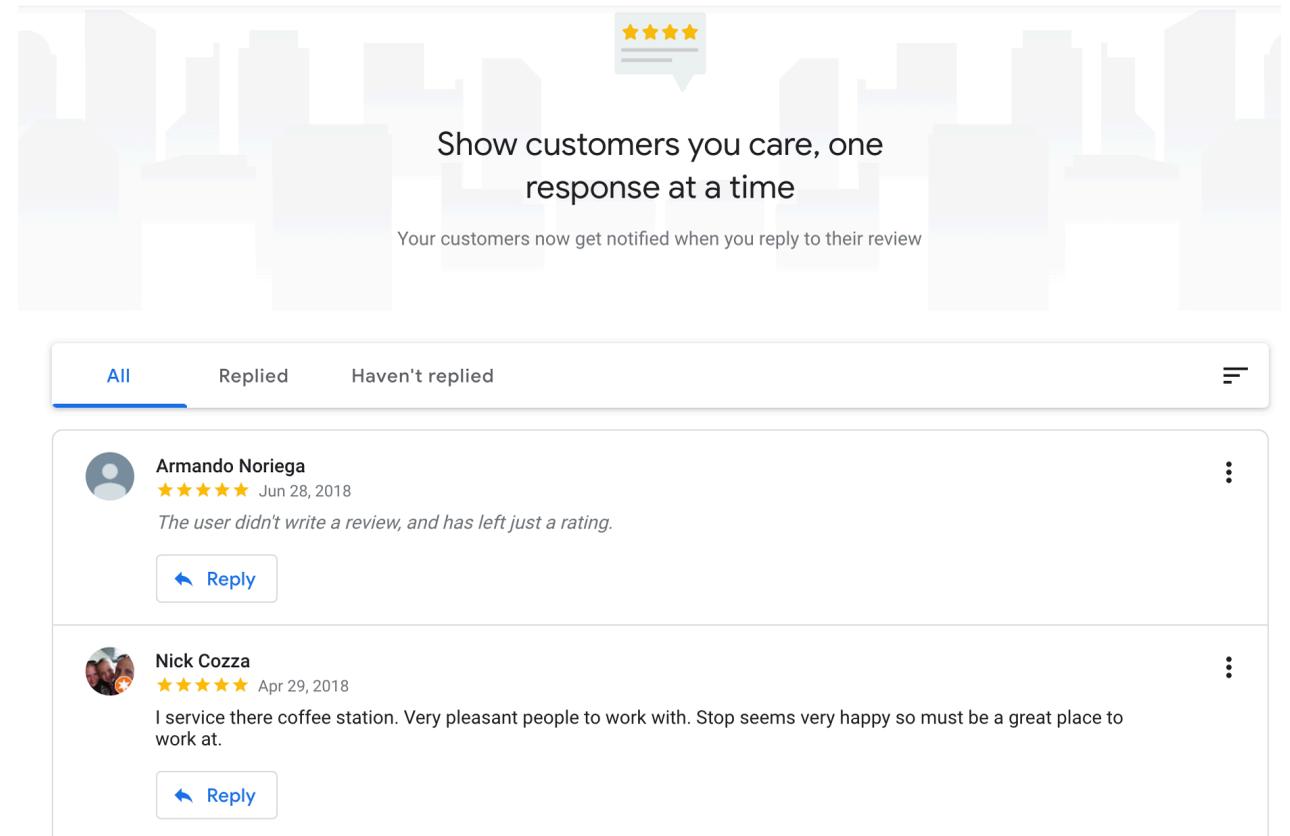
Select the "Reviews" tab on the left-hand side and you will be able to see all your reviews as well as reviews you have replied to and haven't replied to.



Google Reviews Management

Responding to current reviews encourages future customers to leave positive reviews. Replying to a positive reviews builds a great relationship with a customer and helps influence repeat visits.

You should also respond to negative reviews to show customers that you care about their experience. Make sure that you respond in a professional manner. Attacking them back will only make their review more credible.



The screenshot displays the Google Reviews Management interface. At the top, a notification banner features a four-star icon and the text: "Show customers you care, one response at a time" and "Your customers now get notified when you reply to their review". Below the banner, there are three filter tabs: "All", "Replied", and "Haven't replied", with "All" selected. The main content area shows two review entries. The first entry is from Armando Noriega, dated Jun 28, 2018, with a five-star rating. The review text is "The user didn't write a review, and has left just a rating." Below the review is a "Reply" button. The second entry is from Nick Cozza, dated Apr 29, 2018, with a five-star rating. The review text is "I service there coffee station. Very pleasant people to work with. Stop seems very happy so must be a great place to work at." Below the review is a "Reply" button.

Google My Business Insights

Through your GMB profile you can track the following:

- Search queries used to find your business
- How customers search for your business
- Where customers view your business on Google (Search or Maps)
- The most common actions that customers take on your listing (Visit your website, Request directions or Call you)
- Phone calls – When and how many times customers call
- Photo views – Number of times your business photos have been viewed, compared to photos from similar businesses

Off Madison Ave

5555 E Van Buren St
Phoenix, AZ 85008

 Home

 Posts

 Info

 Insights

 Reviews

 Messaging

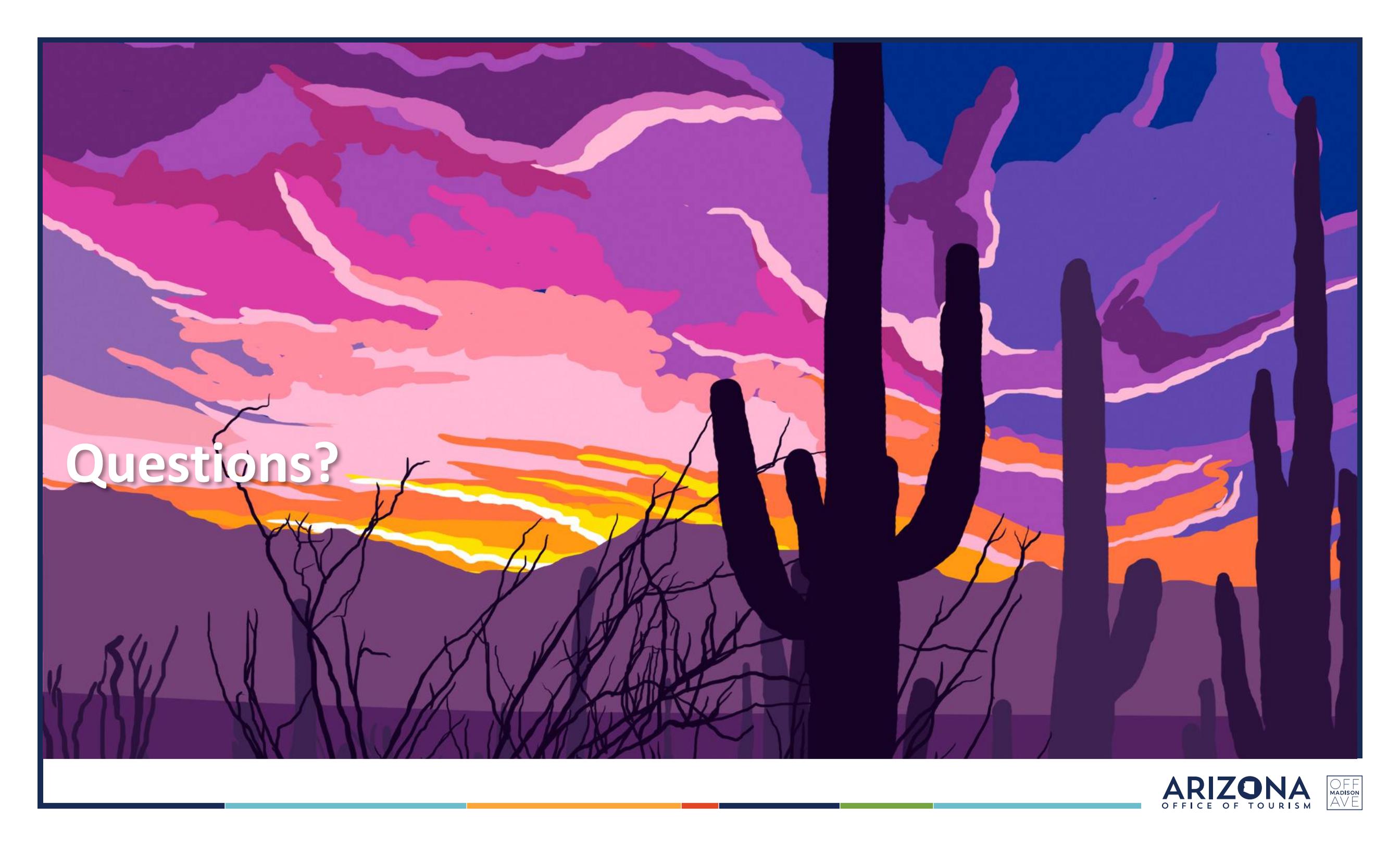
 Photos

 Products

 Services

 Website

 Users

A stylized, high-contrast illustration of a desert sunset. The sky is filled with horizontal bands of color, ranging from deep purple at the top to bright yellow and orange near the horizon. Silhouettes of saguaro cacti and bare, spindly trees are visible against the colorful background. The word "Questions?" is written in a white, sans-serif font on the left side of the image.

Questions?

Upcoming Webinars

- Wednesday, 5/27 at 11am: Google Ads Webinar
- Wednesday, 6/3 at 11am: Social eCommerce Webinar
- Wednesday, 6/10 at 11am: Social Media Best Practices Webinar
- Wednesday, 6/17 at 11am: Instagram Webinar
- Wednesday, 6/24 at 11am: Social Media Video & Photography Webinar

Google My Business Office Hours

If you would like 1:1 help with your Google My Business account, please reach out to Samantha.Allen@offmadisonave.com to schedule a 20-minute office hour appointment on **Friday, 5/22 between 11am-1pm.**

**If you are unavailable during these office hours but would still like help, please let Samantha know.*

A stylized, layered illustration of a desert landscape. The foreground shows reddish-brown rock formations and sparse cacti. The middle ground features more complex, eroded rock structures in shades of orange and red. The background consists of distant, hazy mountain ranges under a sky with horizontal bands of purple, blue, and pink, suggesting a sunset or sunrise. The overall style is graphic and artistic.

Thanks for attending!