

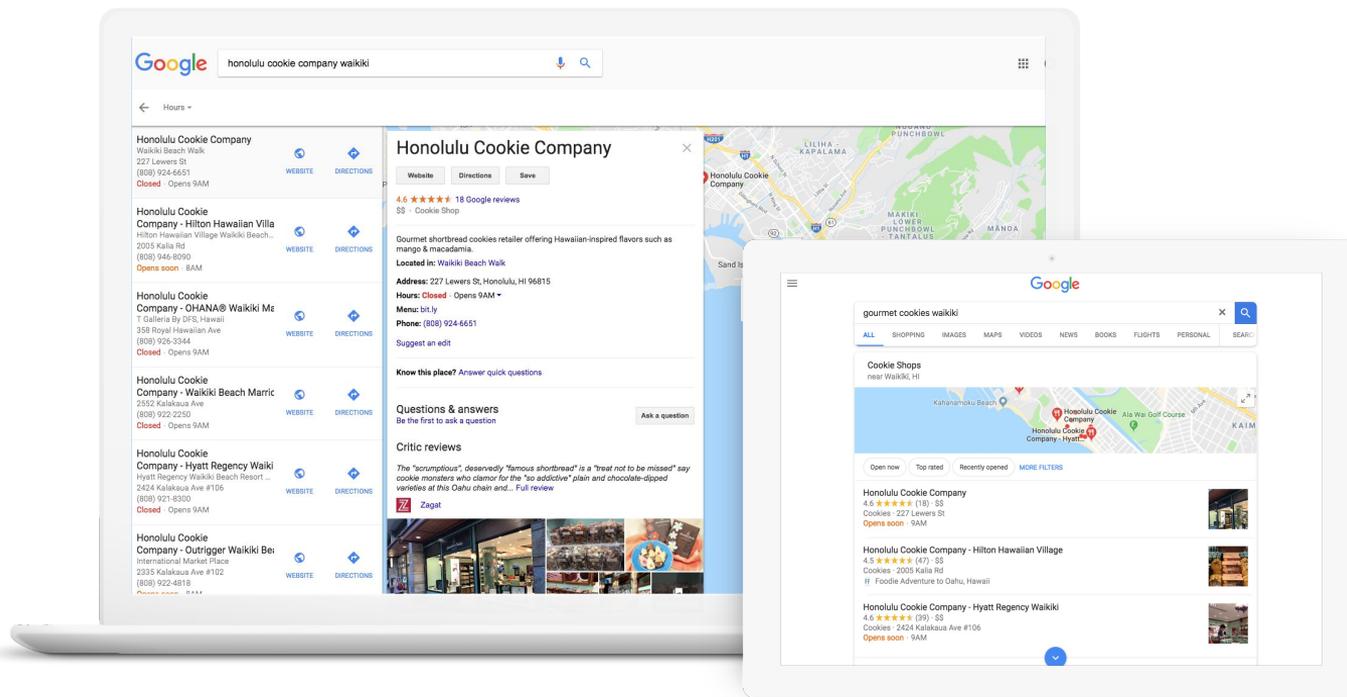
# Get Found on Google Search and Maps



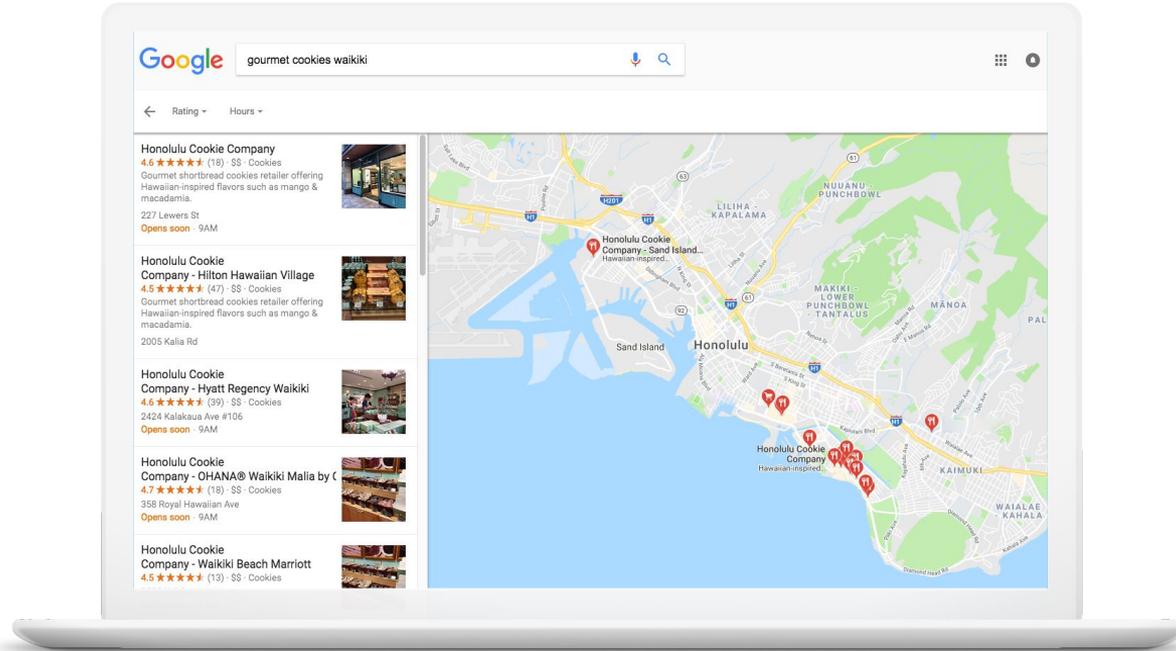
# Agenda

- Get your business on Google for free
- Take a tour of Google My Business
- How to create a website, step-by-step

# Connect with customers when they search Google

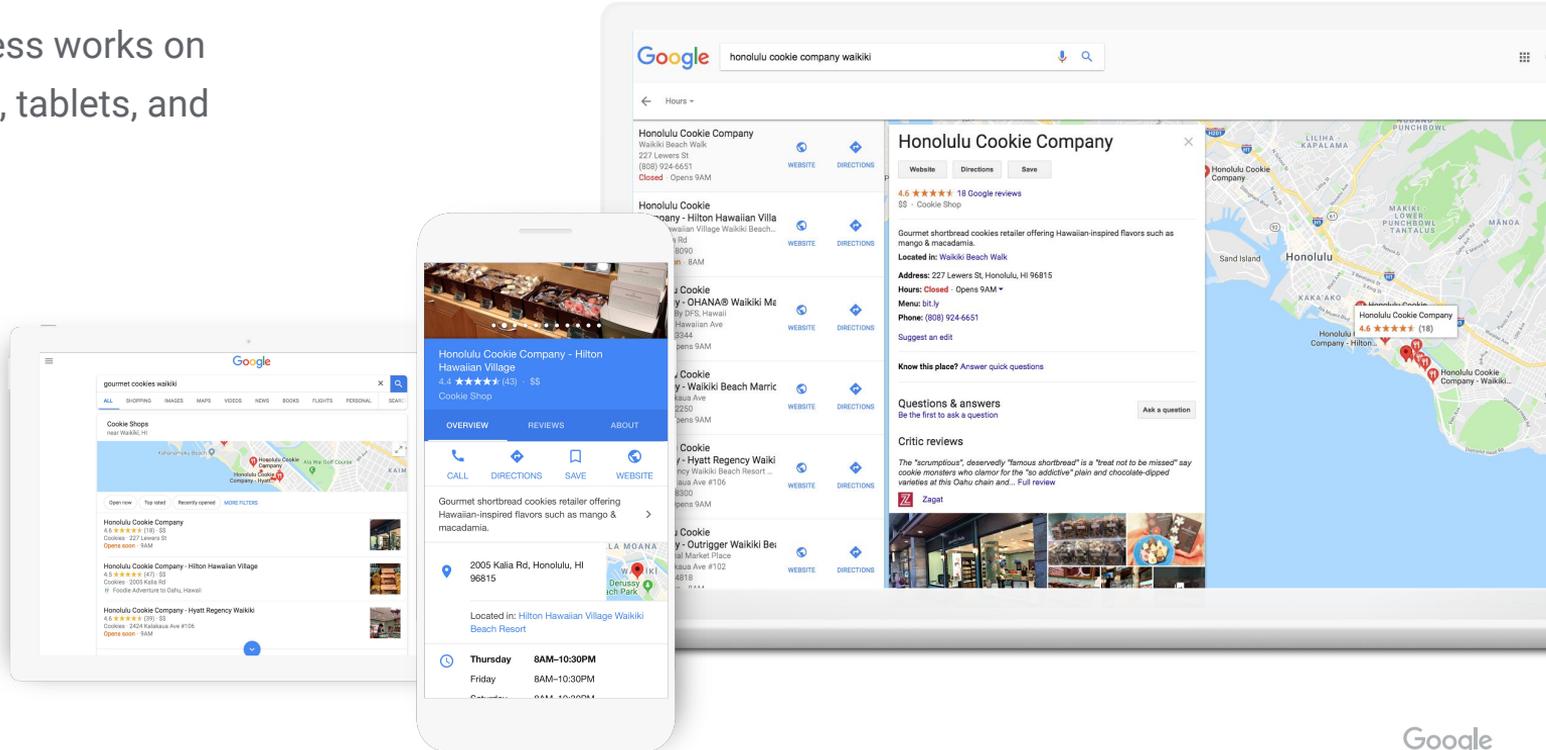


# Connect on Google Maps



# Connect across devices

Google My Business works on desktops, laptops, tablets, and mobile phones.

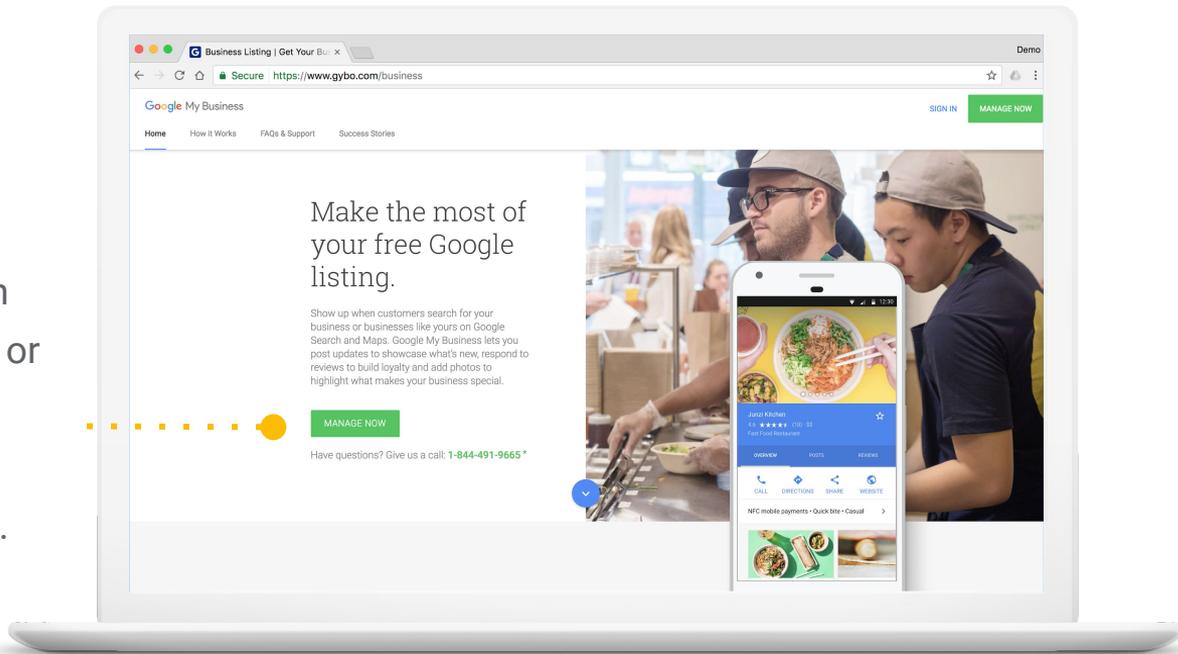




Get your business on  
Google for free

# Google My Business

Show up when customers search for your business or businesses like yours on Google Search and Maps.

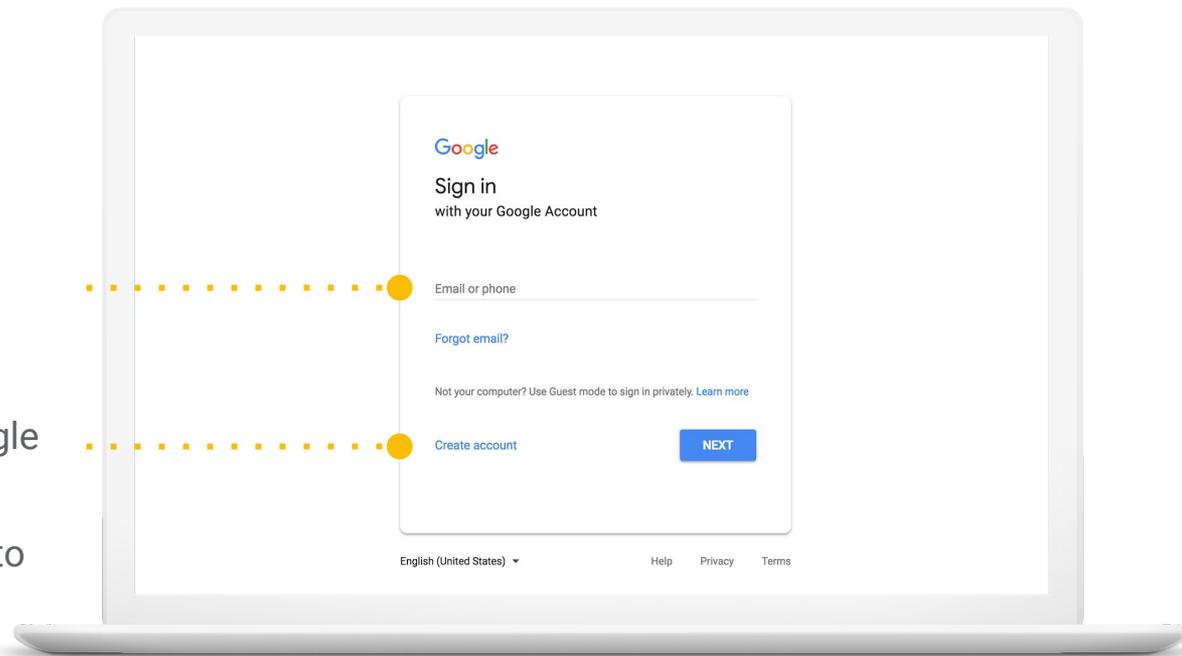


google.com/business

# Step 1: Sign into your Google account

Sign into the Google account you use for your business.

Don't have a Google account? Click "create account" to get started.

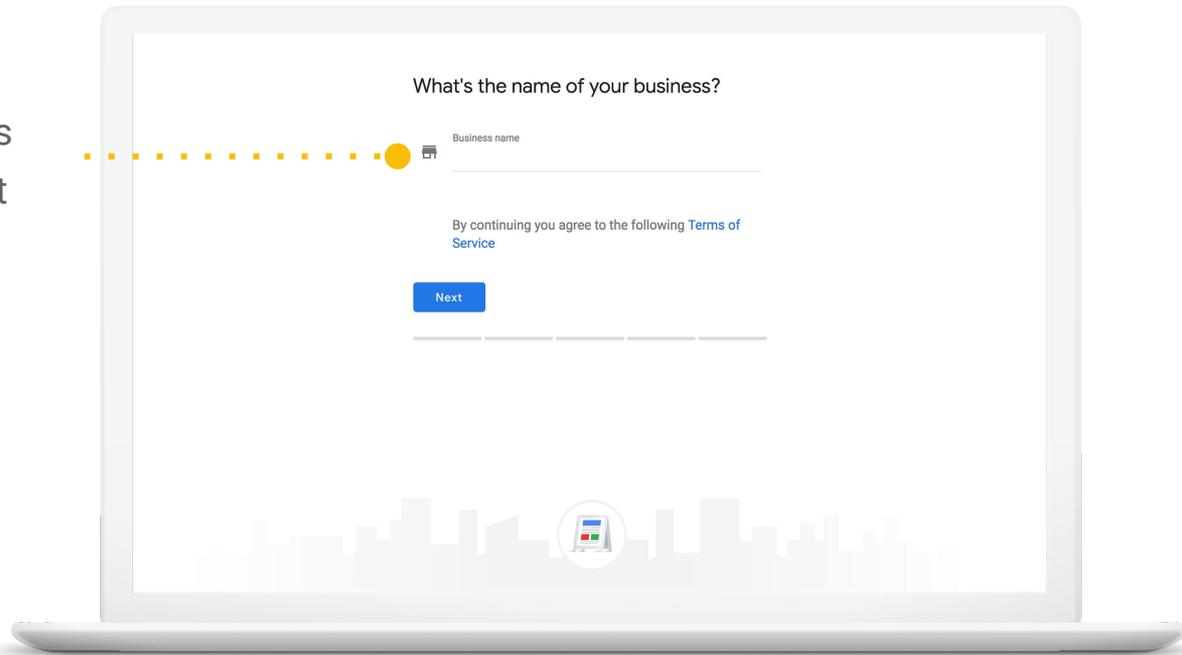


[google.com/accounts](https://google.com/accounts)

## Step 2: Select your business or add it

Write the business name as you want it to appear on Google.

It may appear in a drop-down list.

A laptop screen displaying a Google business setup form. The form asks "What's the name of your business?" and has a text input field labeled "Business name" with a small icon of a storefront to its left. Below the input field, there is a line of text: "By continuing you agree to the following [Terms of Service](#)". A blue "Next" button is positioned below the text. At the bottom of the screen, there is a decorative graphic of a city skyline with a small icon of a laptop in the center.

What's the name of your business?

Business name

By continuing you agree to the following [Terms of Service](#)

Next

# Step 3: Enter your business details

Check if your business serves customers at their locations.

The screenshot shows a form titled "Where are you located?" with the following fields and options:

- Country / Region: United States
- Street address: 1600 Amphitheatre Pkwy
- City: Mountain View
- State: California
- ZIP code: 94043

Below the address fields, there are two checkboxes:

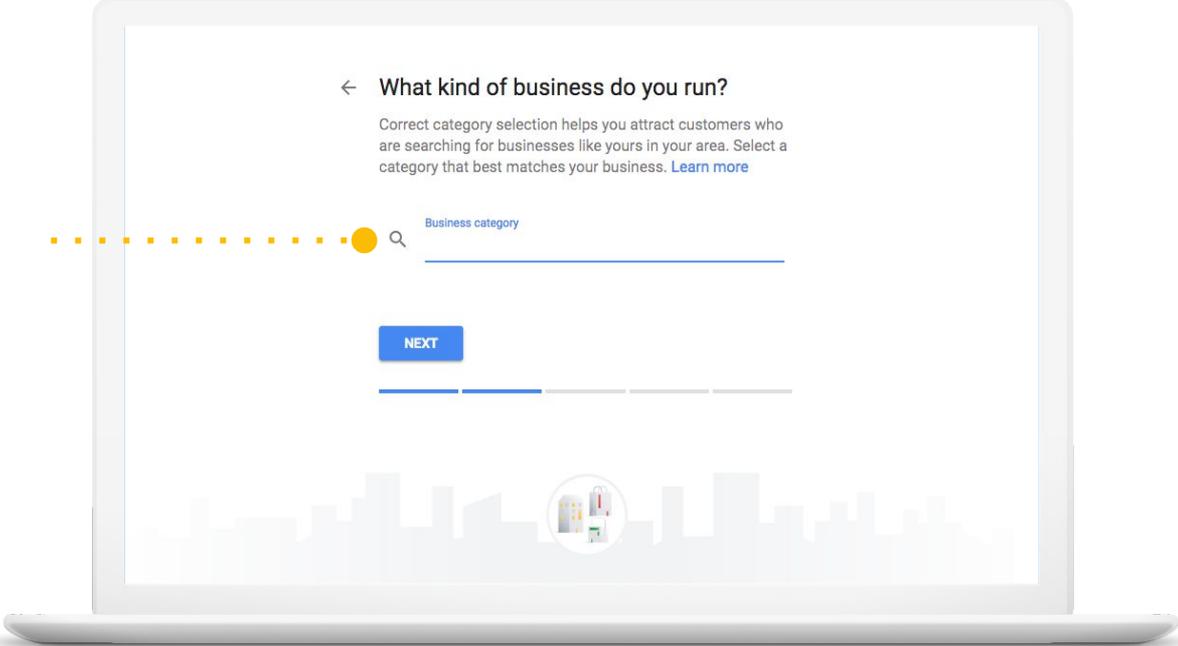
- I deliver goods and services to my customers. [Learn more](#)
- Hide my address (it's not a store)  
Only show region – Mountain View, US

A blue "Next" button is located at the bottom of the form. A progress bar at the very bottom shows the current step is completed.

Keep your residential address private.

# Enter your business category

If you can't find  
the perfect  
category choose  
something close.



← What kind of business do you run?

Correct category selection helps you attract customers who are searching for businesses like yours in your area. Select a category that best matches your business. [Learn more](#)

Business category

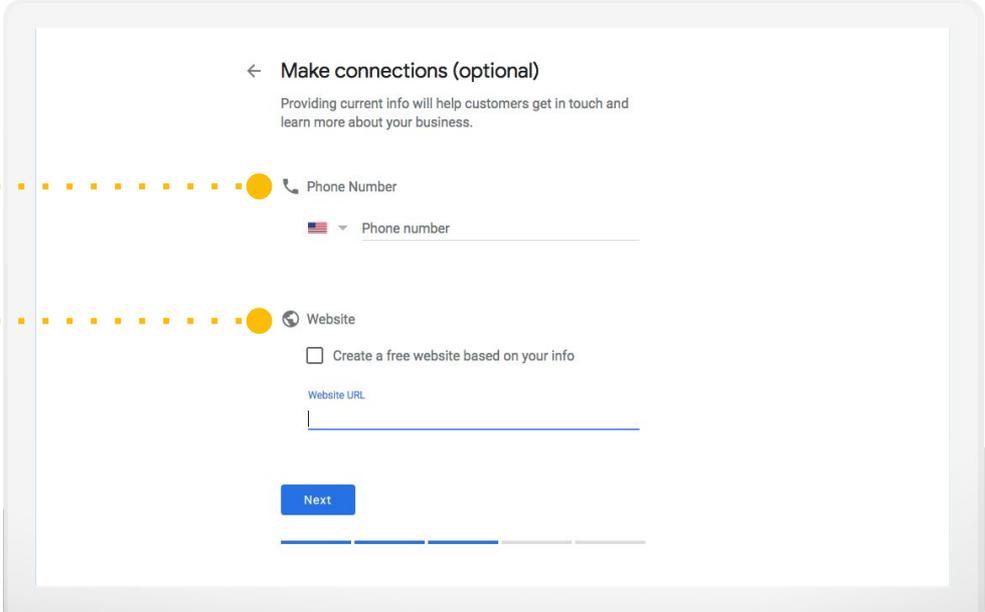
Q

NEXT

The screenshot shows a laptop screen with a form titled "What kind of business do you run?". Below the title is a paragraph of text explaining the importance of correct category selection and a "Learn more" link. A search input field is labeled "Business category" and has a magnifying glass icon. Below the input field is a blue "NEXT" button. At the bottom of the screen, there is a progress indicator with four segments, the first of which is filled with blue. A yellow dashed line with a yellow circle at the end points from the text on the left to the search input field. The background of the laptop screen features a faint city skyline silhouette with a circular icon in the center containing various business-related symbols.

# Enter your phone number or website

Providing current info will help customers get in touch with your business.



← **Make connections (optional)**

Providing current info will help customers get in touch and learn more about your business.

Phone Number

 Phone number

Website

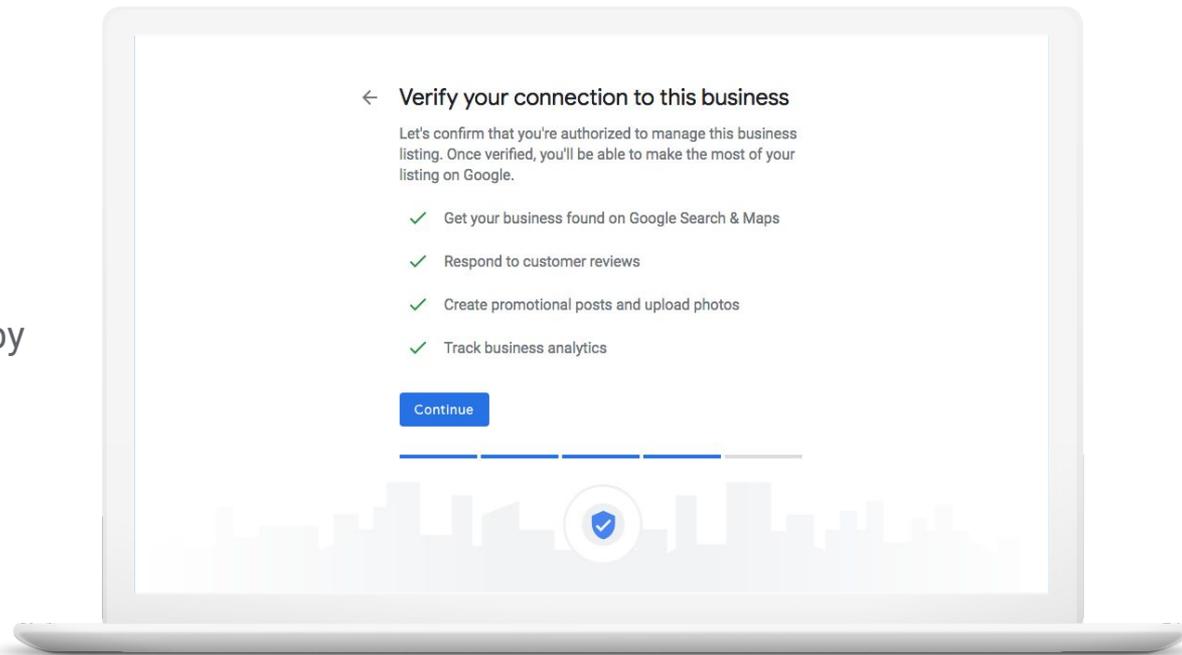
Create a free website based on your info

Website URL

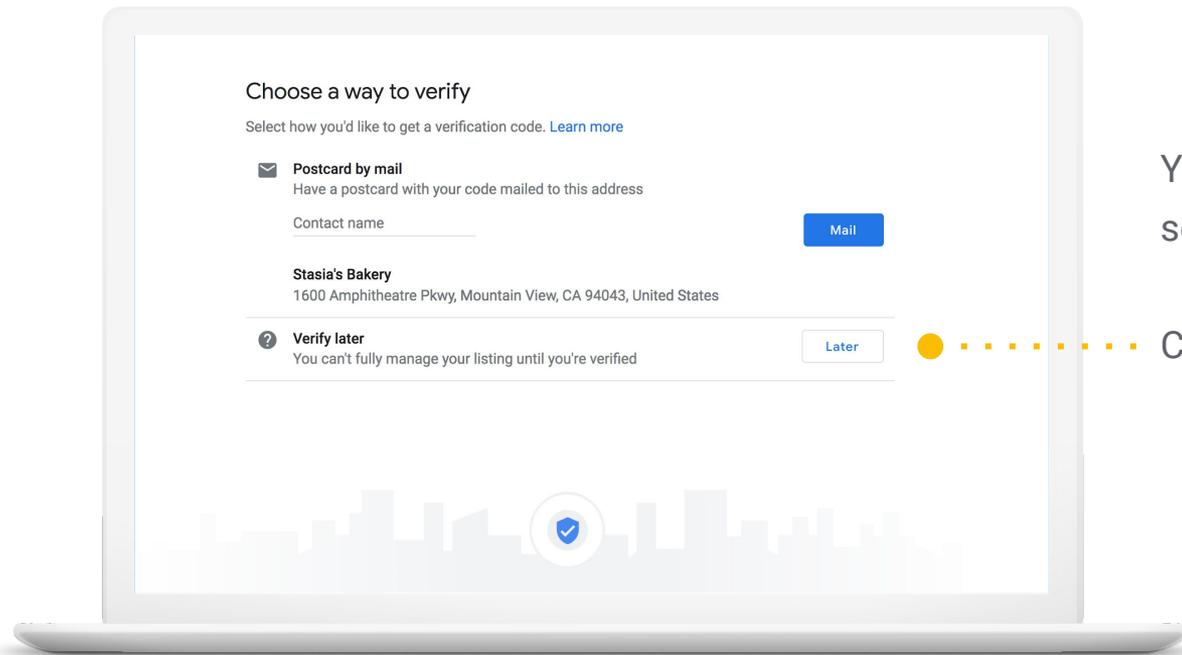
Next

# Step 4: Verify your connection to the business

Confirm you are authorized to manage the Business Profile by clicking [Continue](#).



# Step 5: Verify your business

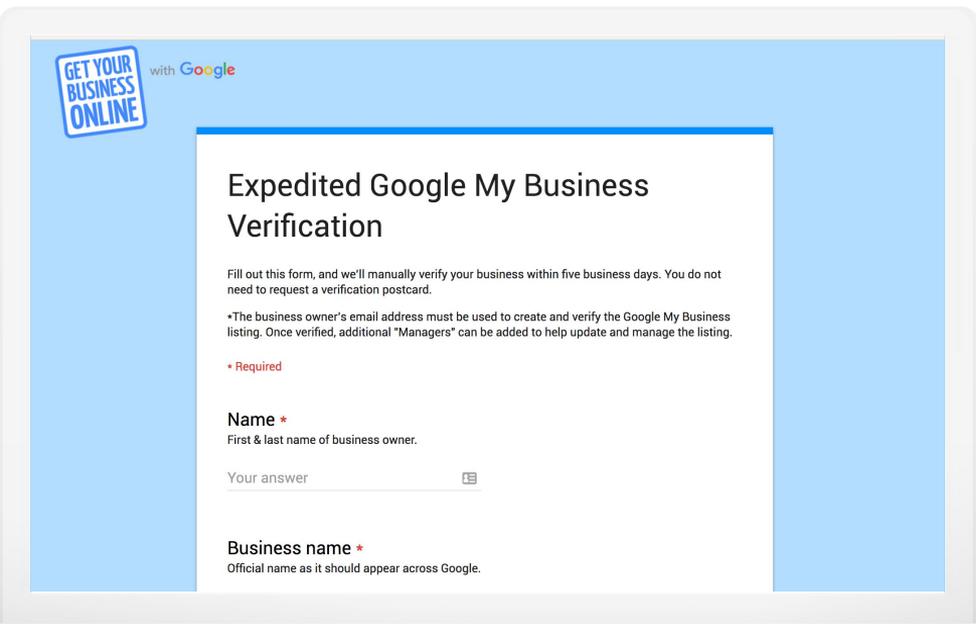


You will use a separate form.

Click [Verify Later](#).

# Submit this form to request verification

Google username:  
the complete email  
address associated  
with the profile.



**GET YOUR BUSINESS ONLINE** with Google

## Expedited Google My Business Verification

Fill out this form, and we'll manually verify your business within five business days. You do not need to request a verification postcard.

- The business owner's email address must be used to create and verify the Google My Business listing. Once verified, additional "Managers" can be added to help update and manage the listing.

• Required

**Name \***  
First & last name of business owner.

Your answer

**Business name \***  
Official name as it should appear across Google.

[gybo.com/verifymybusiness](https://gybo.com/verifymybusiness)

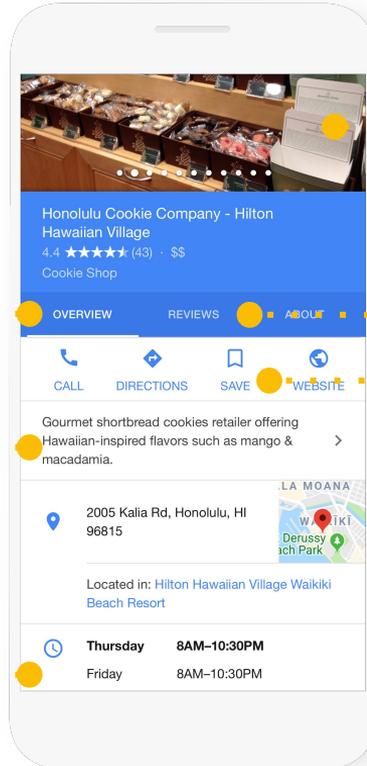
# Take a tour of Google My Business

# Anatomy of a Business Profile on Google

Business overview

Description

Business hours



Photos and videos

Reviews

Quick links

# Make updates from the dashboard

Up-to-date profiles are:

2.7x

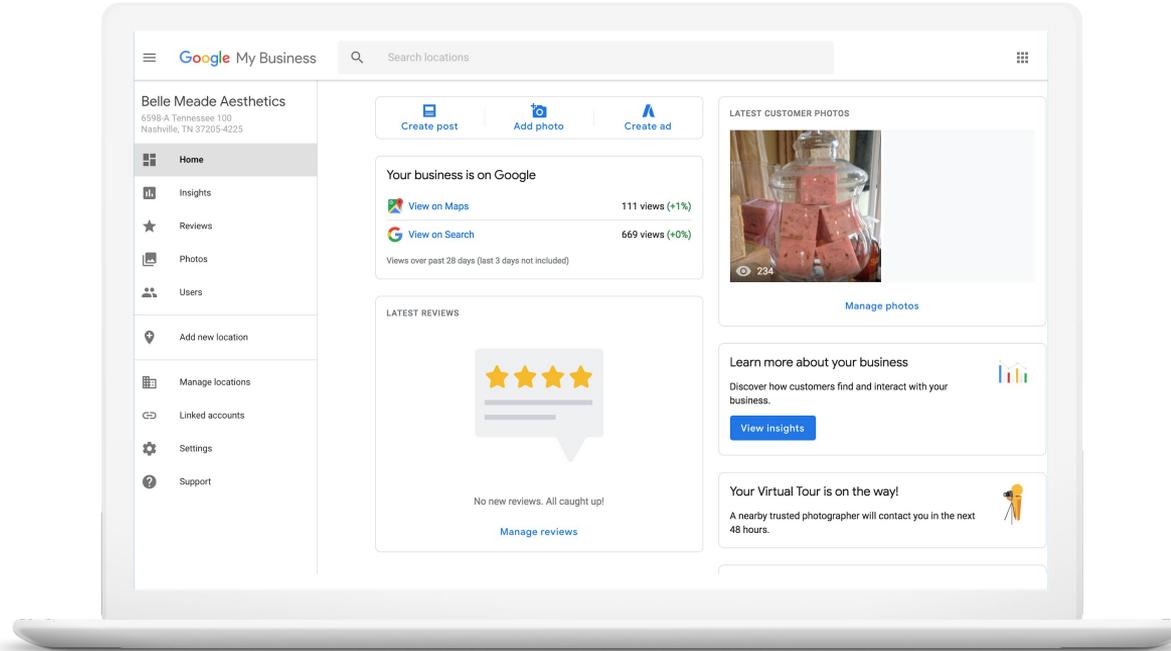
more likely to be considered reputable.

70%

more likely to attract location visits.

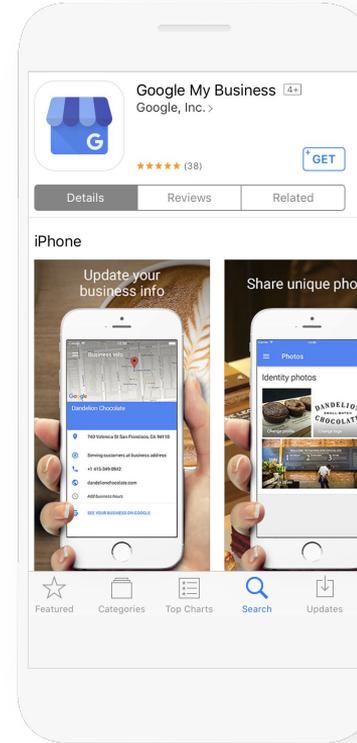
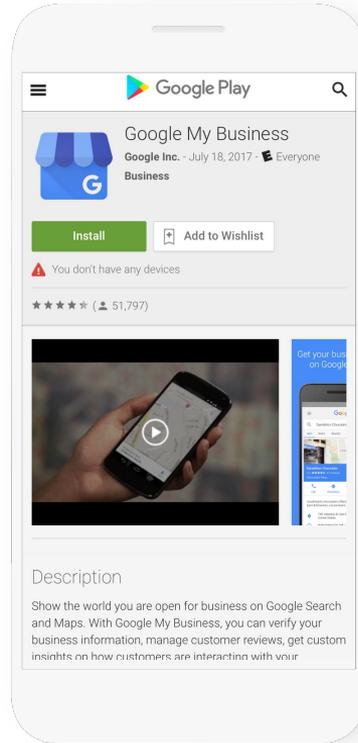
50%

more likely to lead to a purchase.



# Make updates with the mobile app

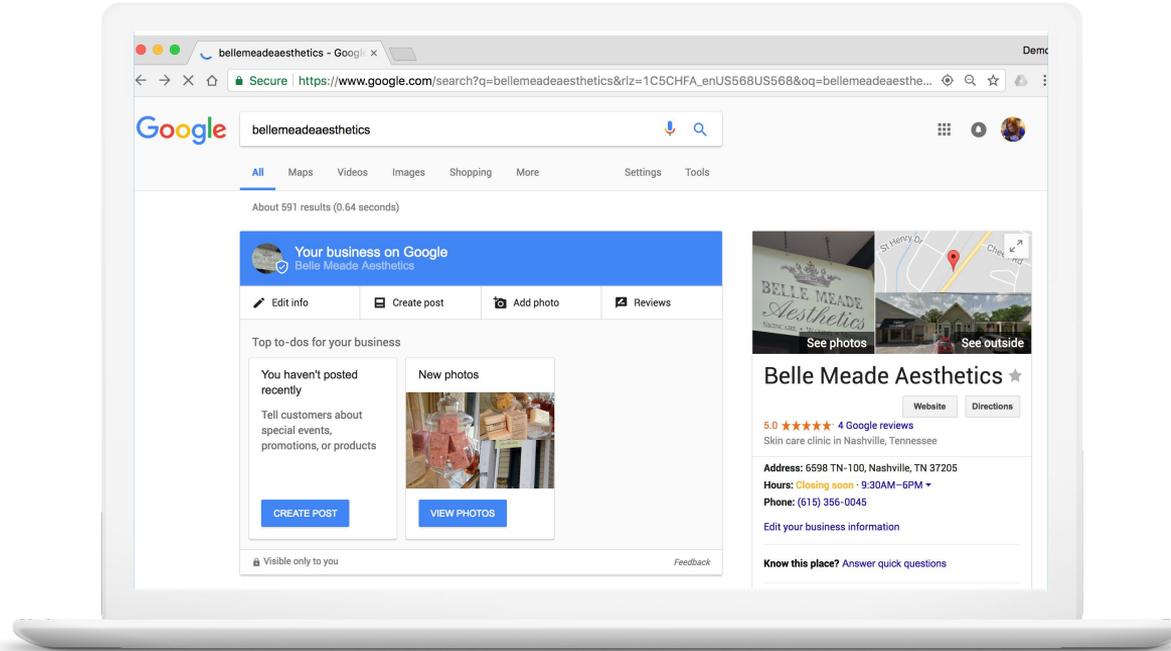
Download the free app  
for Android or iOS.



# Make updates from search results

This option is visible only to managers of verified businesses.

- Edit business info
- Create posts
- Add photos
- Manage reviews

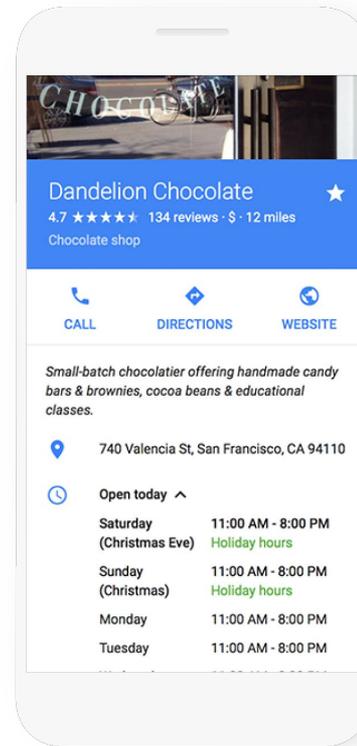
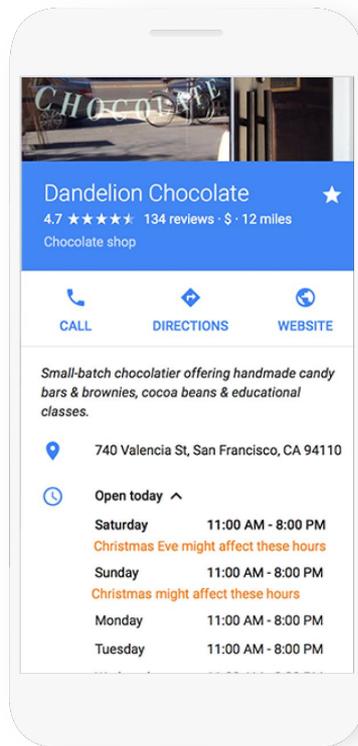


# Confirm your special hours on Google

40%

of local business  
searchers want to find  
hours of operation.

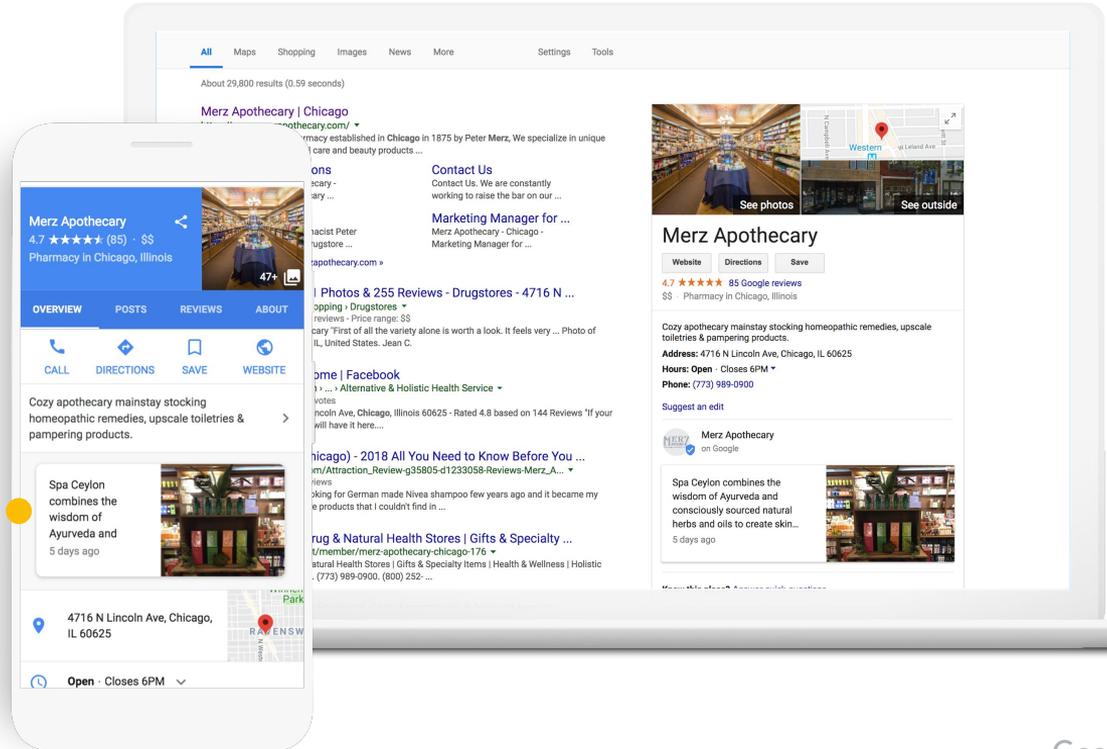
 Unconfirmed



 Confirmed

# Share updates with Posts

Post updates directly on your Business Profile.



# Posts can help your business in many ways



Announcements



Events



Products

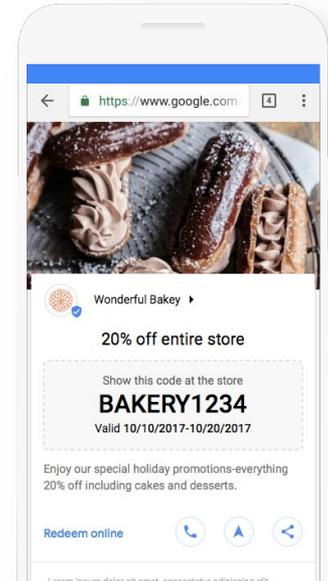
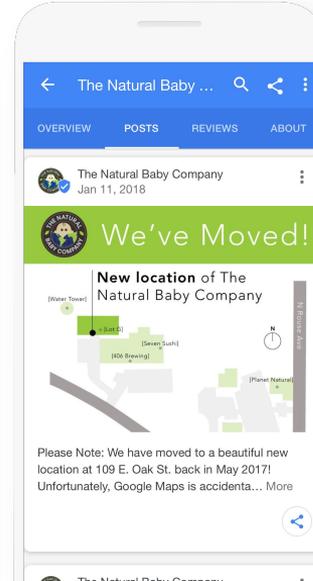
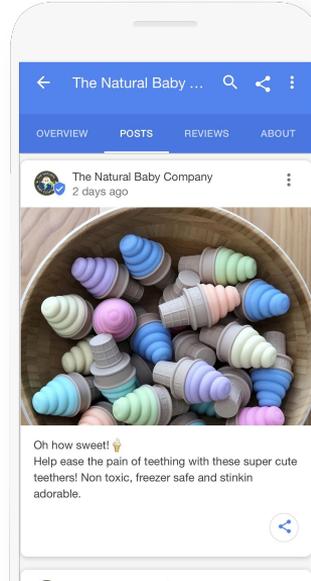


Business info



Offers

NEW

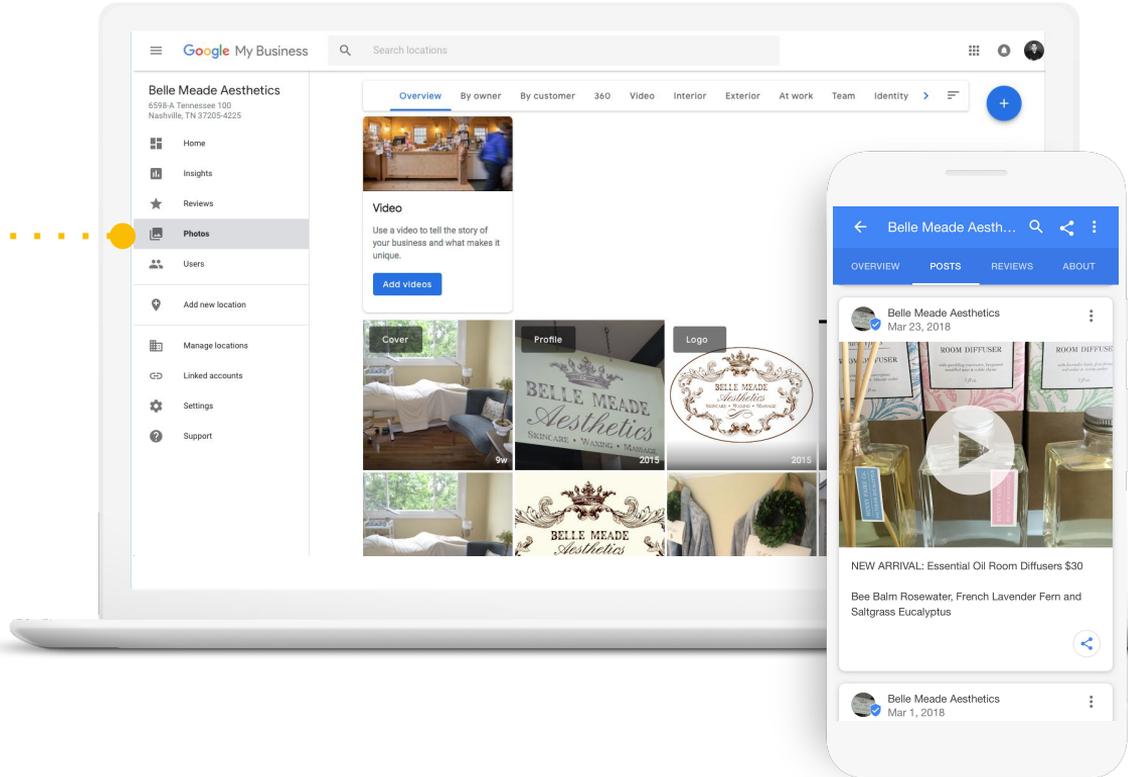


# Add business photos and video

90%

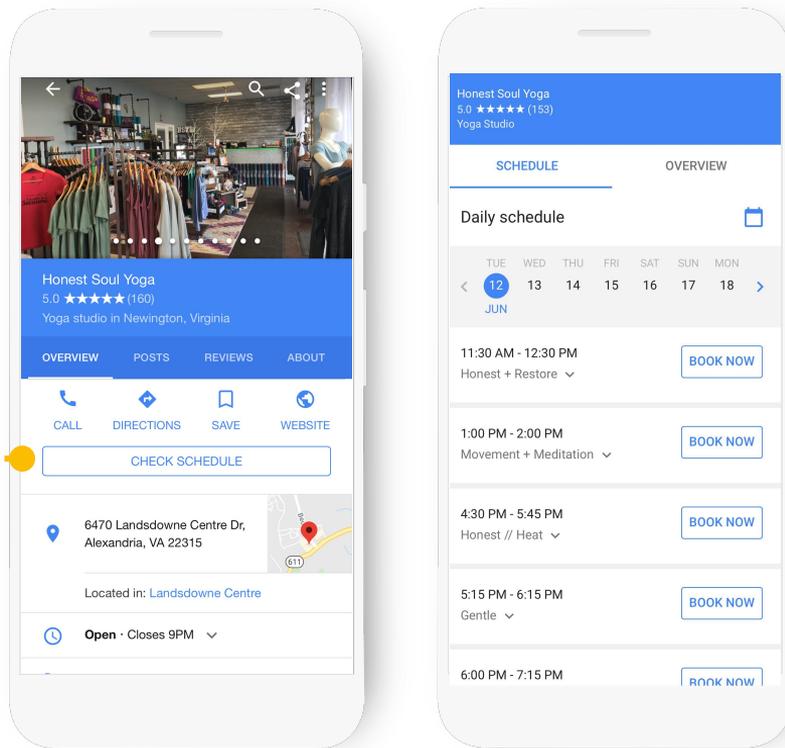
of customers more likely to visit.

Click to manage photos.



# Customers can book appointments, fast

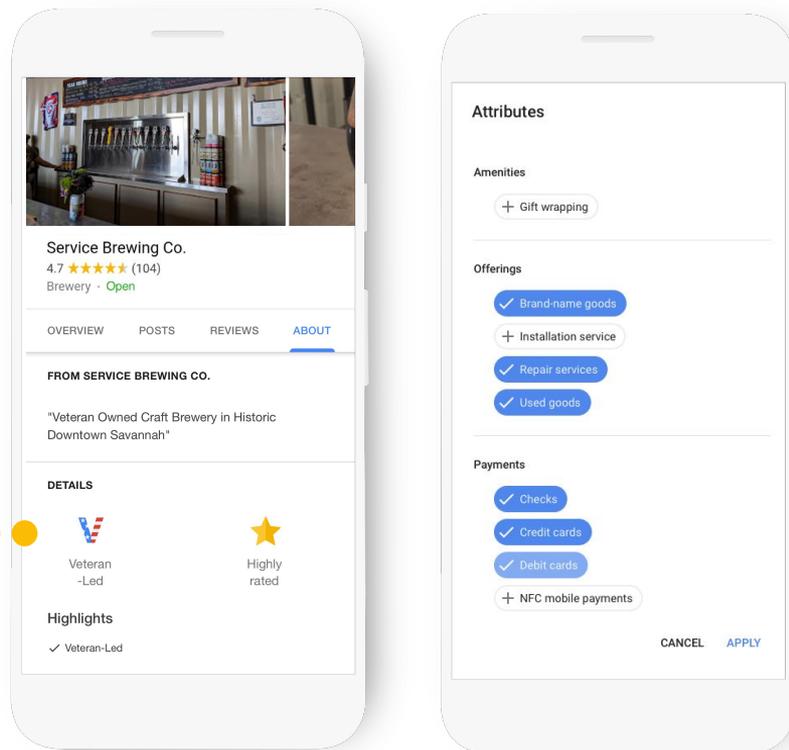
Book an appointment in under a minute, directly through your Business Profile.



# Add details with attributes

Attributes can appear as highlights to help your business stand out in search results.

New “Veteran-Led” attribute.

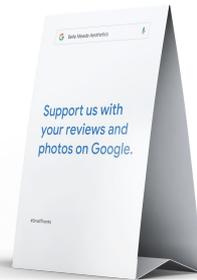
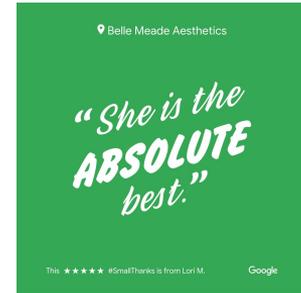
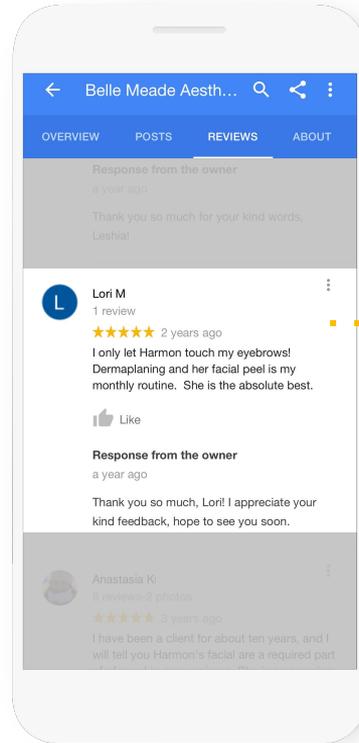


# Read and respond to reviews

Be notified when customers write reviews about your business.

Build brand loyalty by responding.

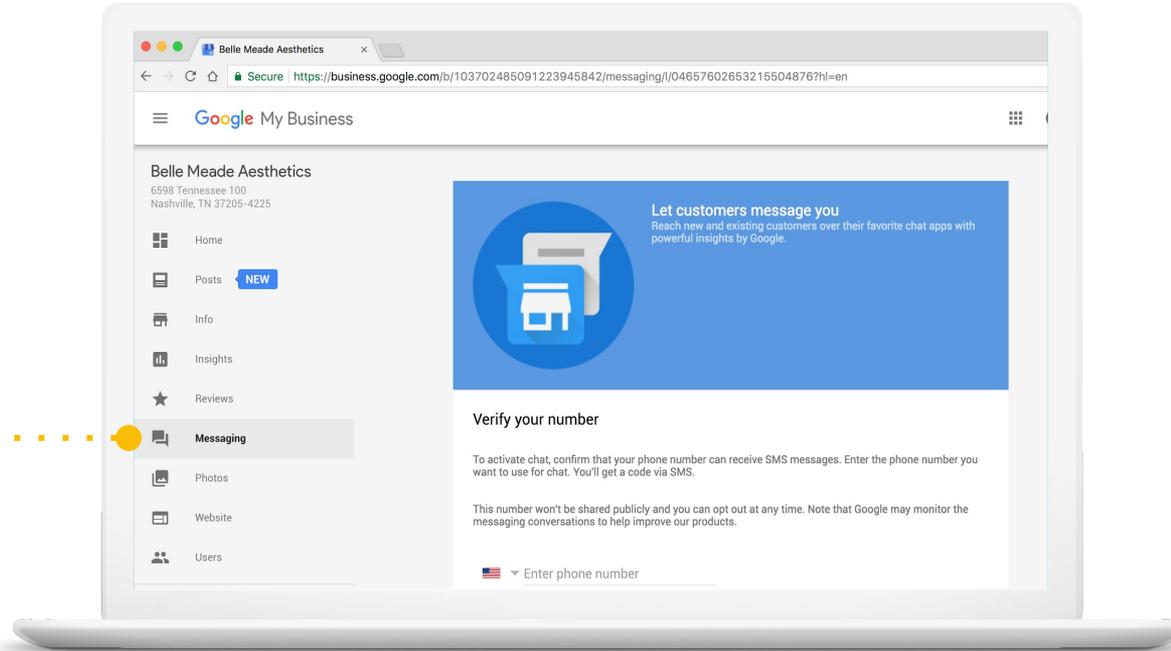
Reply with your point-of-view, solutions, answers, or thanks.



[smallthanks.withgoogle.com](https://smallthanks.withgoogle.com)

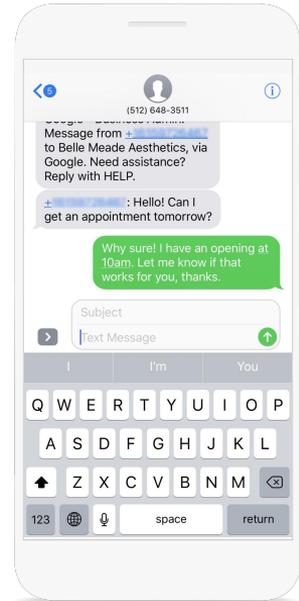
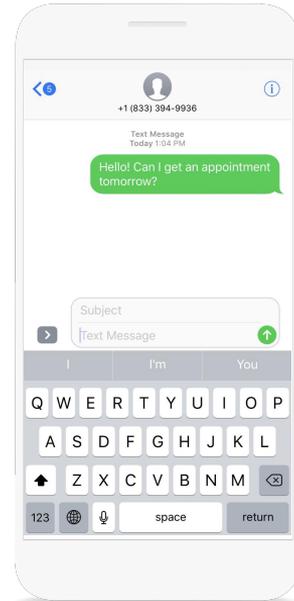
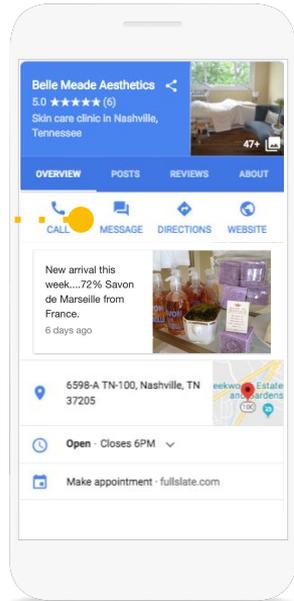
# Use messaging to communicate...

First, set up **Messaging**.



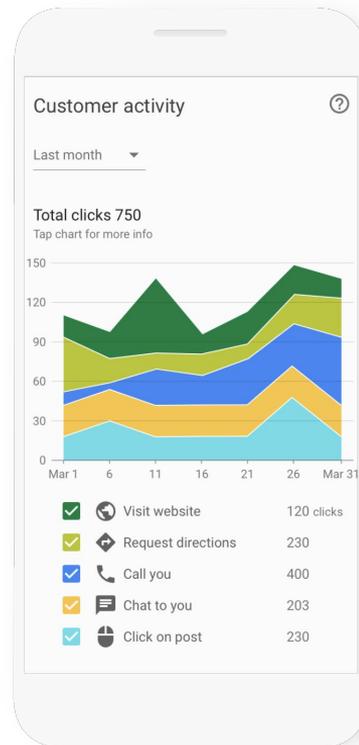
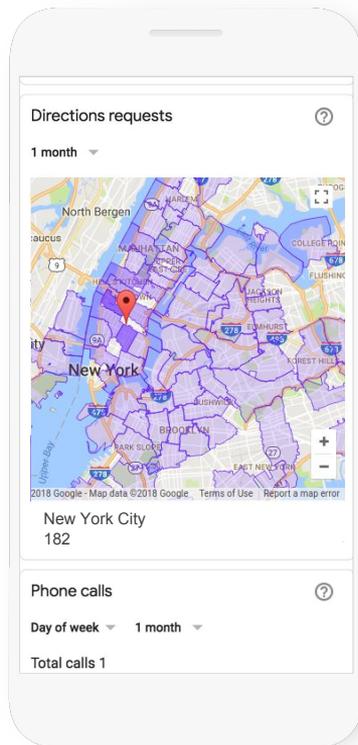
# ...via text message

Customers can  
send messages.



# See what's working with insights

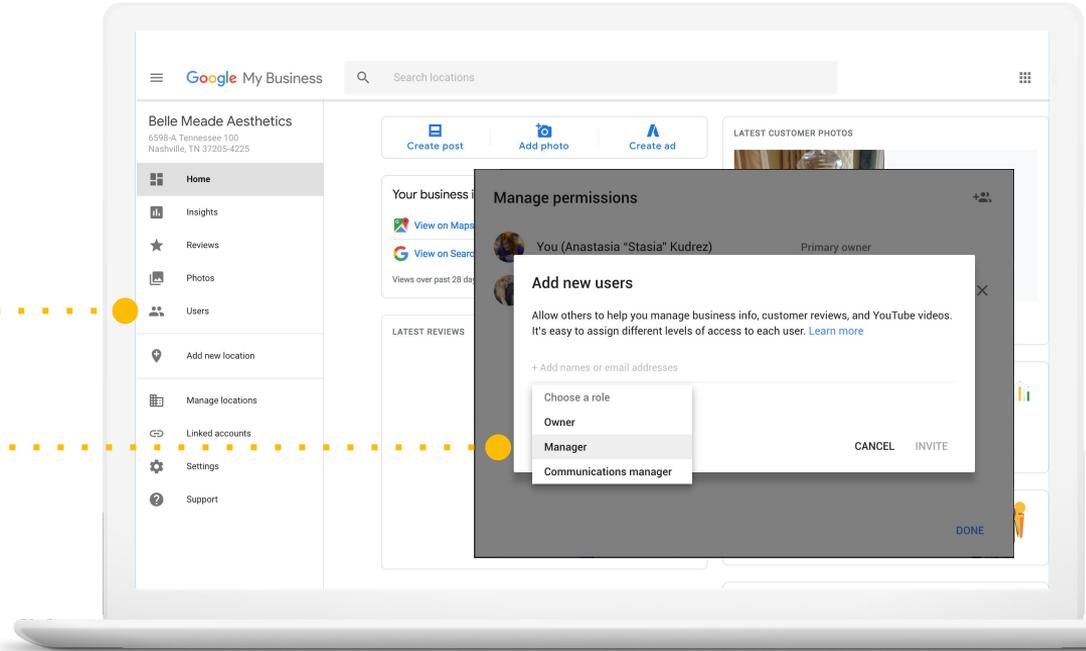
- How do searchers find you?
- How do they interact with the profile?
- Do they call, request directions, and visit your website?
- Where do customers come from?
- What days have the most activity?



# Add managers to help

First, click **Users**.

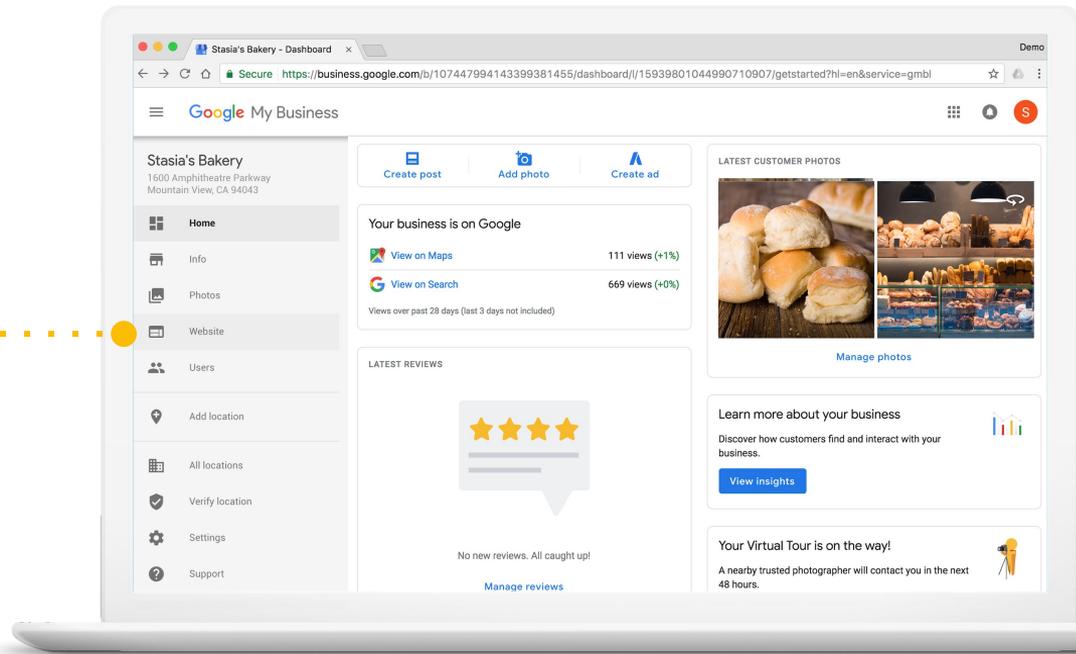
Next, **invite managers** by adding their email addresses. Choose their **access level**.



# How to create a website, step by step

# Choose “website” from navigation

Click “website”  
to get started

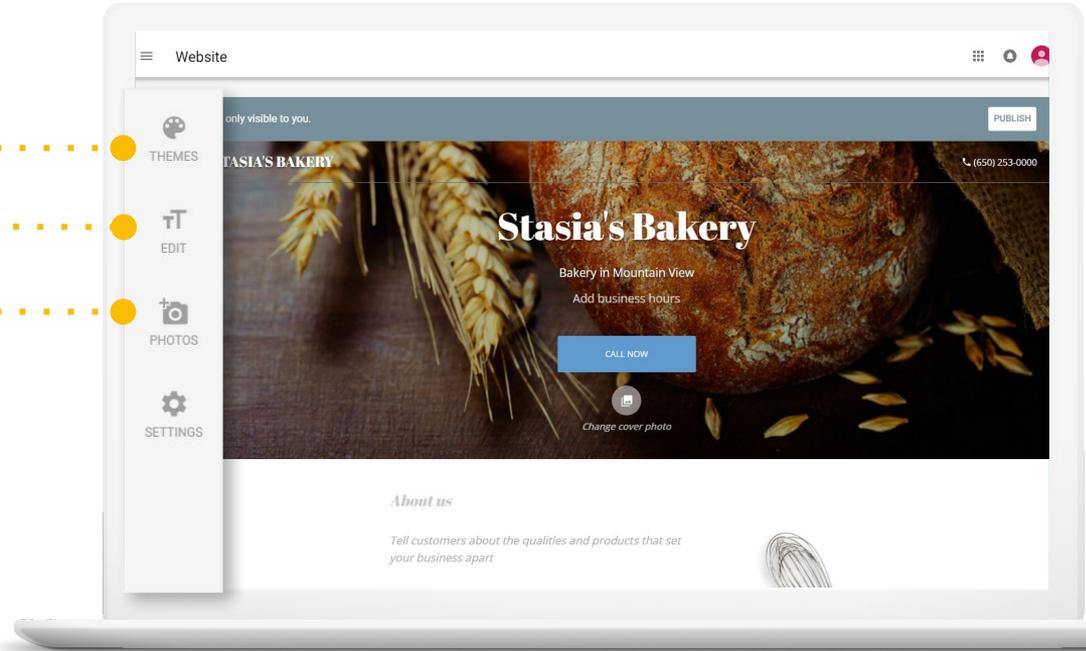


# Edit your website

Select “**themes**” to change the site design.

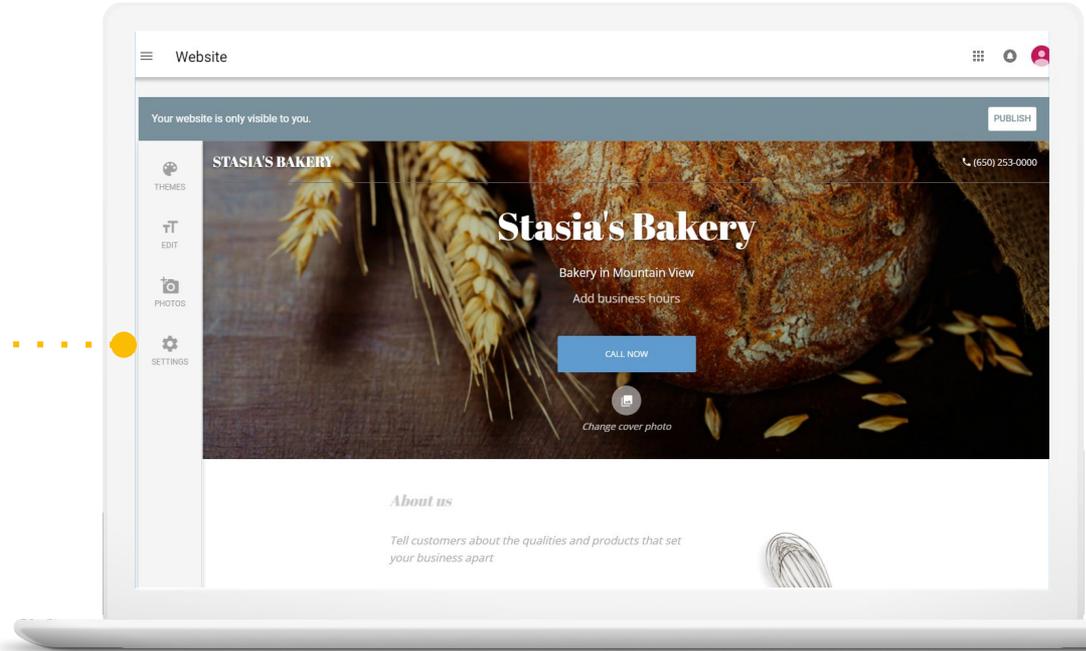
Select “**edit**” to add text to your website.

Select “**photos**” to add images and video to your website.



# Manage settings and publish

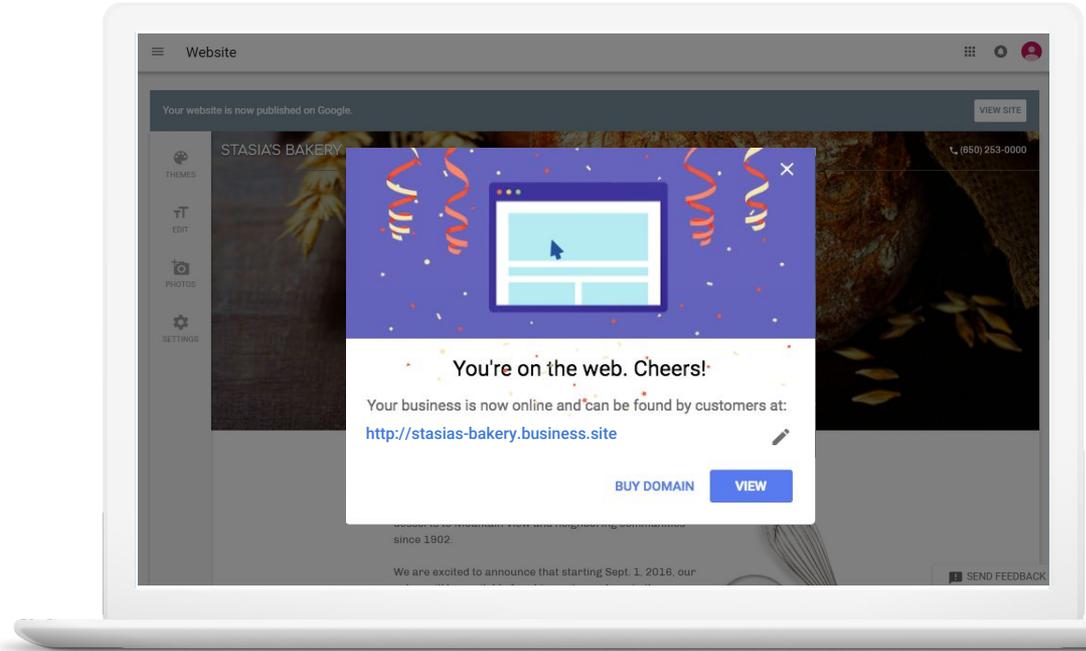
Select “[settings](#)” to publish or unpublish your site, change the domain name, or change the default language.



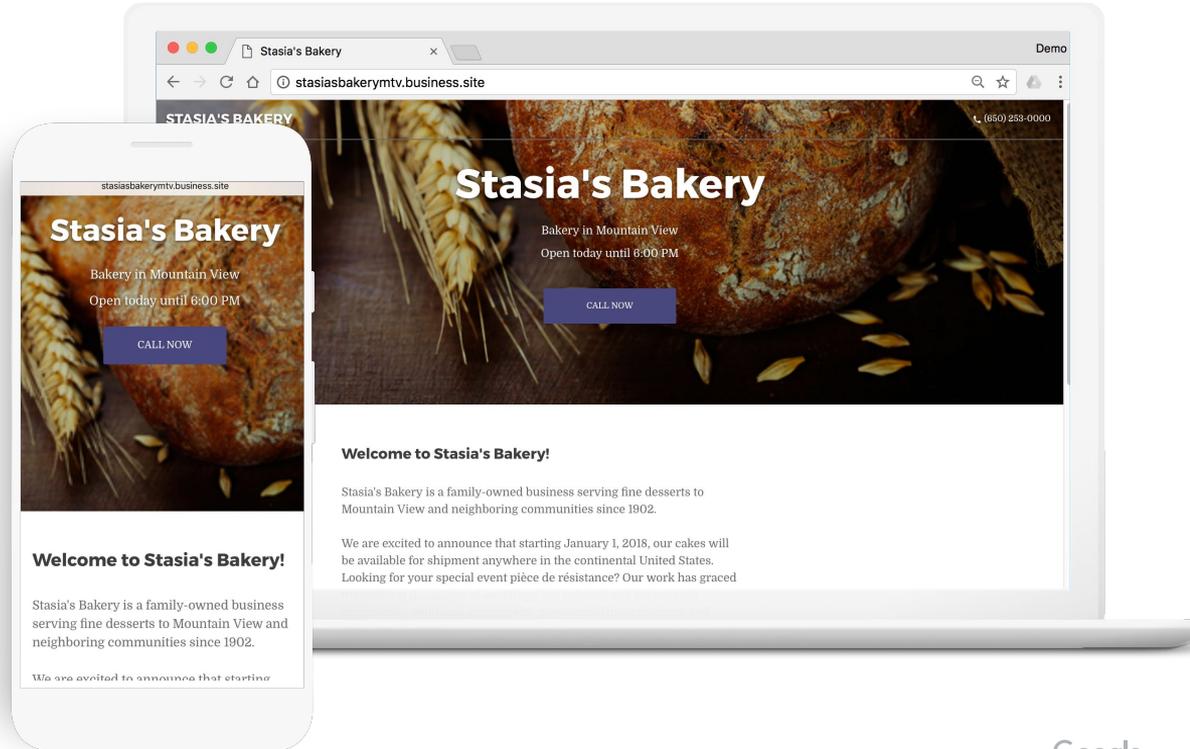
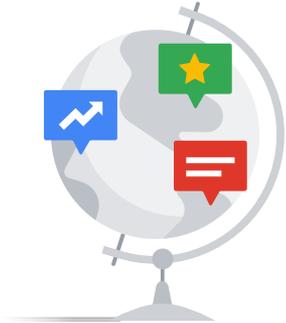
# Choose a website address

You have two options:

1. [your business name].business.site
2. Use a custom domain name



# Congrats, you're on the web!



Thank you

After today, sign in at [google.com/business](https://google.com/business)

# Workshop time



Visit [google.com/business](https://google.com/business)



Claim or complete your Business Profile.



Do NOT request a postcard. Click “[verify later](#)”



Visit [gybo.com/verifymybusiness](https://gybo.com/verifymybusiness)

- Fill out form using complete email address associated with the profile.
- Look for a confirmation email in the next few days.

Need help?

Raise your hand. We're here to help!