

CMO-OnLoan[®]

GOOGLE MY BUSINESS

FLOW

- What it is
- Why it matters to you
- The process to start/verify
- Manage and track

WHAT IS IT?

Google set up Google My Business to gain better data for their search results/maps

4 Key Questions they want for every business:

1. Where is it located?
2. How do people reach them?
3. Are the products and services good?
4. Is the location open?

INCREASE YOUR VISIBILITY FOR FREE

Increase your search multiplier (get seen more):

Google assigns a search multiplier based on level:

1. Does not exist
2. Google created and not verified = 1 time multiplier
3. Have listing and 100% complete = 1.5 multiplier
 - Added to 60+ services
4. 10+ photos and 10+ reviews (Reviews matter the most) – **separate algorithm (better search results for FREE)**

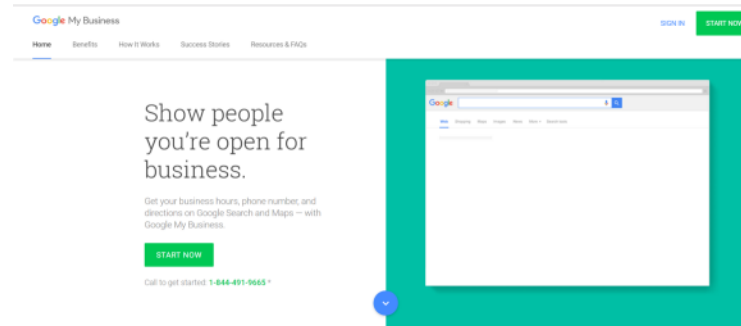
HOW DO YOU KNOW?

Search for your business name via Google search

- Does a box for your business show up on right side of screen?
 - If not - then you need to create one
- Does it say “own this business?” below the map?
 - If it DOES – then you need to verify it
- Does it look verified but not by you?
 - If so - you will need to transfer ownership

SIGN UP FOR GOOGLE MY BUSINESS

1. Go to google.com/business
2. Click **Start now**
3. Sign in to your Google account, or [create one](#)
 - Can add new email- don't use personal email
 - Don't let others/another company do it for you



You can have multiple MyBusiness pages within one account

CMO-OnLoan™ You can give permissions to others to manage for you

VERIFY YOUR LISTING

4 Easy Steps

1. Claim your Business Listing
2. Update all information (100% complete)
3. Add at least 10 photos
4. Ask for and get at least 10 reviews

1. CLAIM YOUR BUSINESS PAGE

1. Type in your business name into Google search
2. Click on “own this business”?
3. It will take you through the verification process

The image shows a Google search for "kennedy creative". The search bar contains the text "kennedy creative" and a magnifying glass icon. Below the search bar are tabs for "All", "Videos", "Maps", "Shopping", "News", "More", "Settings", and "Tools". The search results show "About 41,000,000 results (0.67 seconds)". The first result is "Kennedy Creative" with the URL "www.kennedy-creative.com/" and a description: "Packaging strategy and design firm offering expertise in brand concept, re-launch, rejuvenation, shopping efficiency and packaging development solutions." The second result is "About Us// - Kennedy Creative" with the URL "www.kennedy-creative.com/about-us/" and a description: "Kennedy Creative is the only brand strategy and design firm that uses real world experts on every project. Our one-of-a-kind Creative Intelligence is designed to ...". The third result is "CAPABILITIES// - Kennedy Creative" with the URL "www.kennedy-creative.com/capabilities/" and a description: "Identifying and understanding branding challenges and solving these challenges with creative solutions has helped us successfully introduce new products and ...". The fourth result is "Kennedy Creative Events | Austin Event Management Company" with the URL "kennedycreativeevents.com/" and a description: "Kennedy Creative Events is a full-service event management company and licensed DMC based in Austin, Texas. We offer event rentals & experiential ...". On the right side of the search results, there is a business listing for "Kennedy Creative" with a star rating, a "Website" button, and a "Directions" button. The listing includes the address "110 Front St, New Richmond, OH 45157", the phone number "(513) 381-4900", and the hours "Open today · 9AM-5PM". There is a "See photos" button and a "See outside" button. A purple arrow points to the "Own this business?" link.

Click here

VERIFICATION PROCESS

Once you fill out information

- Choose “verify by phone, text or email”
- You will get email in 24 hours with either ‘verified’ or ‘need more information’
 - Business card visual, picture of location, etc.
 - It takes longer to verify by mail

2. BUSINESS INFORMATION

- Name – don't use Inc, LLC in name
 - Try searches of your name to see if it still comes up
- Category – choose one main. You can add 9 more (10 total)
- Address – can move the pin if the address is not correct.
 - Uses longitude and latitude so that you know exactly where it is. (Parks, in strip malls)
 - Service Listing – if the public does not come to your house
 - Your address will not be shown to the public
 - Use “within 50 miles” even if you work with customers nationwide
- Hours – can have “special hours”
- Website – add your website (or LinkedIn/ blog/twitter)
 - Once website is connected, it gets more 'search' credit

3. UPLOAD PHOTOS

- Profile – best represents you (photo, logo, etc)
 - Logo is square box (250 x 250 pixels)
 - Don't need business name – it's right below logo
- Photos that are relevant to your business
 - Your location
 - Services: Can be of you working with clients

Google 'translates' photos into search words
– Ex: show glass of beer and 'beer' is translated

OPTION: GOOGLE 360 PHOTOGRAPHY

- Certified Google photographer takes photos
 - Ex: Joseph Danzer Photography
- Provides 360 view of location (no people)
- You get digital files/usage rights

Examples: Blue Ocean Facilities, Country Attic Treasures, Mason Community Center

4. ASK FOR RECOMMENDATIONS

1. Copy exact address into Google search after the business name.
2. Click the Write a Review button.
3. Copy the entire url at the top of the screen.
4. Send email to person (must have a gmail account) with url link.
5. Add personal note asking for recommendation:
 - Eg. "Please take a moment and [CLICK HERE](#) to leave a review to let others know about the services that I provided for you. It only takes a minute and it really goes a long way to help people find me on Google. Thanks again for your business."
 - Can use some of the recommendations you received from other sites (LinkedIn) – copy/paste the recommendation and ask the person to paste it to your Google MyBusiness recommendations page.

Once you have 10 reviews, Google starts to scrape them.

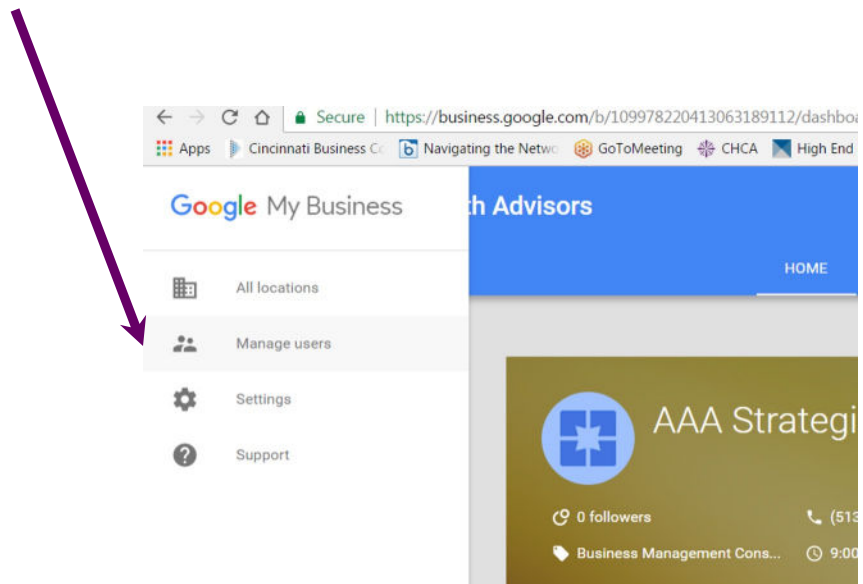
Words from reviews are worth 100x times more than general search.

TRANSFERRING A LISTING

- Does it look verified but not by you?
 - It will give you a hint on who owns it
 - You can ask Google to transfer ownership
- Process
 - Answer a few questions for Google
 - They send email to who currently owns it
 - 7 day period for them to respond
 - De-verify it if no response – you can verify it

ADD USERS TO YOUR ACCOUNT

Manage Users (add managers to your account)



TRACKING & MANAGING

View your Dashboard

- Reviews: View and respond to reviews
- Insights:
 - Number of views on the page
 - Must have website included to get click-through
 - Can complement Google Analytics