

HOW TO SET UP YOUR GOOGLE BUSINESS LISTING

STEP 1: SIGN IN OR CREATE A GOOGLE ACCOUNT

Sign in: Search Google My Business and sign in with your Google account. If you don't have one, create a new Google account.

STEP 2: ADD YOUR BUSINESS

Enter Business Name: Click on "Manage now" and enter your business name.

Select Business Category: Choose the most appropriate category for your business.

STEP 3: ADD BUSINESS LOCATION

Business Address: Enter your business address. If you serve customers at your location, this is crucial.

Service Areas: If you provide services to customers at their locations, specify the areas you serve.

STEP 4: CONTACT INFORMATION

Phone Number and Website: Enter your business phone number and website URL.

STEP 5: VERIFY YOUR BUSINESS

Choose a Verification Method: Select how you want to verify your business. Options include phone or email.

Complete Verification: Follow the instructions to complete the verification process. This usually involves entering a code sent to you by Google.

STEP 6: OPTIMISE YOUR PROFILE

Business Hours: Enter your operating hours.

Photos: Upload high-quality photos of your business, products, and services.

Description: Write a compelling business description that includes relevant keywords.

Services/Products: Add a list of your services or products with descriptions.

STEP 7: ENGAGE WITH CUSTOMERS

Posts: Create regular posts to keep your customers updated on news, offers, and events.

Reviews: Encourage customers to leave reviews and respond to them promptly.

STEP 8: USE GMB FEATURES

Messaging: Enable messaging to allow customers to contact you directly via GMB (Google My Business).

Booking: If applicable, integrate a booking system to allow customers to schedule appointments directly from your GMB profile.

TIPS FOR SUCCESS

Keep Information Updated: Regularly update your business information, hours, and photos.

Monitor Insights: Use the GMB dashboard to monitor how customers find and interact with your listing.

Leverage Reviews: Positive reviews can boost your credibility. Address any negative reviews professionally.