

GUIDE TO SOCIAL MEDIA

Google My Business

WHAT INDUSTRY IS IT RECOMMENDED FOR?



Recommended for any local businesses (with one or several locations)

BEST GENERAL PRACTICE

HOW TO USE AND WHAT TO SHARE

REGISTER AND SET UP YOUR GOOGLE MY BUSINESS LISTING



- At Glasshat, we believe that a Google My Business account is a great asset for local businesses. Most business should already have one.



If you're not sure whether your business has one or not then do a search on Google (search for "your business name + your suburb"). If you have a Google+ business page it will appear in the results.

- If you already have a listing – but it's not under your control, be sure to verify it to gain access.
- Create an account if you're sure that your business does not have one.
- For more information on things like verification, multiple business locations – you can refer to this [detailed guide](#) created by Google.

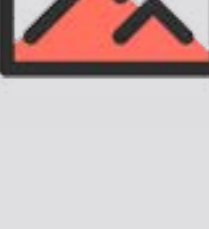
PERSONALISE YOUR GOOGLE MY BUSINESS LISTING



- Customise your banner and profile picture. Be sure to add a banner picture that defines your brand. The profile picture ideally should be your logo.



- Remember this will be the first thing someone sees when they look at your Google My Business Listing – so make sure it's branded.
- Make sure that your details on Google My Business are correct. The information you provide will be used by Google on Google Maps and Search.



This applies to all the basic information on your profile like company name, address, trading hours, contact details and website.

- Add your other social media channels as well as your website to your Google My Business account. You can add those on the Links Section in the About page.
- Write an engaging and branded tagline and Introduction. Be sure to include localised keywords where it makes sense.
- Add photos and relevant media to your listing. The pictures, videos and recordings you add to your Google My Business Listing can appear on local search results. Having some high quality and engaging pictures can result in a better click through rate.

MONITOR YOUR ENGAGEMENT AND REVIEWS



- Like any other social media, you can connect with employees, partners and customers on Google My Business. It is recommended that you keep it active and updated by sharing company and industry news.



- Keep track of the reviews that your business receives. For your business ratings to show actual stars in the search results, you'd need 5 or more ratings.

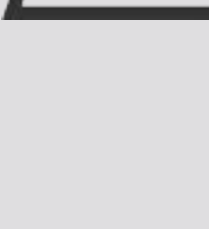


- Request reviews / testimonials from happy customers. By having them leave a positive review for your business online, it can have a very good effect on your reputation.
- A good review should not be vague. If possible, ask your clients to leave a testimonial that will answer the following questions:
 - What was happening before they approached your business (the problem)?
 - What did your business do and things they loved about your business?
 - What were the results?
- Respond to your reviews – even the negative ones. For positive reviews, this is a great way to connect with your customers and this can increase the chances of them coming back.
- For negative reviews, we recommend that you respond with courtesy and respect – as how you react will impact heavily on your brand.

IMPROVE YOUR LOCAL PRESENCE



- Use a natural mix of localised keywords in your descriptions. A simple way to think about what keywords to target is to think about what search terms you want to appear for.



You can start by searching your type of business + the suburb in a search engine (e.g. Café Newtown). Also look at Google Suggestions for ideas.

- Make sure that all of your citations are correct (that is, everything on the internet that states your business name, contact number, address and website should point to the same information).

An easy method is to search your brand name on Google and go through any directories, or any sites that mention your contact details to see if there are any differences between them.

- You can also find a list of all the other website that link to yours via Google Search Console (Search Traffic > Links to your site).

Make sure that any directory links pointing back to you have the correct contact, name and location details.

- If you don't have any local or niche directory links – consider submitting your business to various authoritative directories like Yellow Pages and TrueLocal.

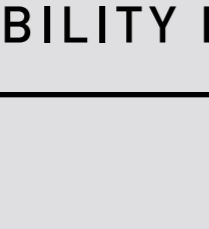
TRACK YOUR MARKETING EFFORTS WITH ANALYTICS

USING GOOGLE MY BUSINESS INSIGHTS



- You can access Insights on your Google My Business Dashboard. This dashboard also allows you to connect your Google Analytics and YouTube accounts as well share new content on your page.
- On your Insights dashboard, you'll be able to view data for:
 - Impressions: number of profile views over a period of time.
 - Actions on posts: total number of actions (plus on, shares and comments) your business profile and content have received.
 - New followers: number of new followers.

INSIGHTS REPORT: VISIBILITY REPORT



- This shows your all-time total views with a summary of the number of views over the past 7, 30 or 90 days.

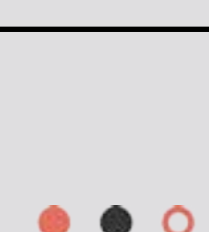
- You can toggle the checkboxes and hover over the line graph to adjust the chart.

INSIGHTS REPORT: ENGAGEMENT



- The Engagement Report will show you the total number of actions made on your posts for the last 7, 30 or 90 days. This includes comments, shares and +1's.
- Clicking on "Actions on posts" will show you the statistics for that specific post – including post views and total actions.
- Clicking on "Average actions by post type" gives you a summary of the engagement rate for "text and others," "link," "photo" and "video" posts. Hover over the bar to see a breakdown of plus ones, comments and shares.

INSIGHTS REPORT: AUDIENCE



- The Audience Reports will show you the number of new followers over a 7, 30 or 90 period.
- If you have over 200 followers, you'll have access to a chart that shows a breakdown of your followers by country and gender for each country, as well as a breakdown by age. This can be great for understanding who your audience are.