GET FOUND ON GOOGLE SEARCH AND MAPS
How to Claim and Optimize Your Google My Business Page
Sherry Bonelli, Digital Marketer & SCORE Mentor

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About Me…

• 18+ years’ digital marketing experience
• Launched ecommerce business in 1998
• Public Speaker
• Specialties:
  • Search Engine Optimization (SEO)
  • Reputation Marketing
  • Content Marketing
  • Social Media Marketing
  • Video Marketing

Sherry Bonelli, MA Internet Marketing Owner, early bird digital marketing SCORE Mentor
Featured In…

- Search Engine Land
- SEJ Search Engine Journal
- SCORE
- Social Media Examiner
- Geomarketing
- Duct Tape Marketing
- Marketing Land
- SEMrush
- Corridor CBI Business
CONNECT WITH CUSTOMERS WHEN THEY SEARCH ON GOOGLE
CONNECT WITH CUSTOMERS WHEN THEY SEARCH ON GOOGLE MAPS
GOOGLE MY BUSINESS WORKS ACROSS DEVICES

Be found on desktops, laptops, tablets, and mobile phones.
WHAT IS GOOGLE MY BUSINESS?
THE QUICK PITCH

Google My Business is a free tool businesses use to manage info across Google Search and Maps. By keeping info accurate and up-to-date, businesses can find and connect with potential customers.

To be eligible, a business must make in-person contact with customers during stated business hours. This can happen either at the business itself or at a customer’s location.
WHO’S ELIGIBLE

In order to qualify for a Google My Business listing, a business must make in-person contact with customers during stated hours.

If a business is located in a residential area or does not meet with clients at their place of business, they should add a service area to hide their address.

Exceptions: ATMs, video-rental kiosks, and express mail drop boxes are permitted. If you add these locations, you must include contact info for customers to get help.
WHO’S NOT ELIGIBLE

Most businesses are eligible for Google My Business listings but there are a few exceptions. Here are a few examples:

• Online-only businesses
• Businesses that aren’t open yet
• Rental or for-sale properties
• Businesses that use a PO box as the mailing addresses
WHERE DOES GOOGLE MY BUSINESS INFO SHOW?
WHERE DOES INFO SHOW?

You can find info from Google My Business on mobile and desktop versions of Google Search and Maps.

Customers might not see the entire Google My Business listing, but they can find the info in many places across Google. That’s why verification is so important, so business owners can keep their info accurate and up-to-date.

To learn how Google uses business info, read this Help Center article.
WHERE DO PEOPLE SEE BUSINESS INFO?

Using the Insights reports, you can learn where people found your business info and what actions they took, including:

- How many people visited your website
- How many people requested driving directions
- How many people called you
- How many people viewed photos

For detailed info, check out this Help Center article.
GET YOUR BUSINESS ON GOOGLE FOR FREE
STEP 1: SEARCH FOR YOUR BUSINESS

gybo.com/business

Click “Find Out” to see if your business appears on Google Search and Maps.
IS YOUR BUSINESS INFO COMPLETE?

Update your business info.  
Verify your business info.  
Add your business info.
SIGN IN TO YOUR GOOGLE ACCOUNT

Sign in to the Google Account you use for your business.

Don’t have a Google Account? Click “Create an account” to get started.
STEP 2: SELECT YOUR BUSINESS OR ADD IT

See your business in the list? Click to continue.

Don’t see your business? Click “Let me enter the full business details.”
STEP 3: ENTER YOUR BUSINESS DETAILS

Can’t find the perfect category? Pick something close.
DO YOU WORK FROM HOME?

Keep your residential address private.

Select “Yes” if your business serves customers at their locations. Then, click “Continue” to set up a service area.
STEP 4: CONFIRM YOUR BUSINESS

Agree to the Terms of Service. Then, click “Continue.”
WHAT IS VERIFICATION?
WHAT IS VERIFICATION?

Verification determines if a business is eligible for a Google My Business listing. It confirms the physical location and that an authorized party controls the listing.

After verification, a business can do the following:

- Make changes to business info that appear across Google
- Read and respond to customer reviews left on Google
- Publish photos that showcase products and services
- See reports, called “Insights” that show how people find and interact with business info on Google Search and Maps
STEP 5: VERIFY THE BUSINESS

Click “Mail.”
REQUEST A PIN

Your PIN should arrive in about a week.

Click “Send postcard.”

Click “Continue” to visit Google My Business.
BONUS: EXPEDITED VERIFICATION - GYBO.COM/VERIFYMYBUSINESS

• Google Username: Enter the complete email address associated with the business listing.
• Make sure to check your email as you will receive an email to confirm verification or if there are issues that need to be addressed.
Workshop Host: SCORE East Central Iowa

Which organization/s hosted the event? *

i.e. Mountain View Chamber of Commerce. If you are working individually with a partner, please enter the organization's name.

SCORE East Central Iowa
REQUEST A PIN

Your PIN should arrive in about a week.

Skip this steps if you filled out the form on the previous slide.

Click “Send postcard.”

Click “Continue” to visit Google My Business.
TAKE A TOUR OF GOOGLE MY BUSINESS
COMPLETE YOUR BUSINESS PROFILE

Click to edit your business info.
EDIT BUSINESS INFORMATION

Remember to apply changes.

Click pencil icons to edit.
Click to manage photos.
ACCESS MORE TOOLS FROM THE DASHBOARD

See how people interact with your info on Google.

Read and respond to reviews.

Share updates on Google+.

Advertise your business on Google.

Advertise easily in minutes
Show up wherever customers are looking for you online - on their computers or mobile devices. Set up in minutes, and only pay when your ad is clicked. Learn more

Get started
ADD MANAGERS TO HELP

From the dashboard, click this menu icon.

Then, choose Managers.

Invite managers here.

Choose their access level.
TO RETURN TO GOOGLE MY BUSINESS

Sign in: google.com/business
MAKE UPDATES ON THE GO WITH THE MOBILE APP

Download the free app for Android or iOS.
VERIFY YOUR BUSINESS
WHEN YOUR PIN ARRIVES

Sign in: google.com/business

Sign in here.
ENTER YOUR PIN

Click “Enter code.”
COMPLETE VERIFICATION

Enter your PIN, then click “Submit.”
Questions?