



Google My Business

How To Maximize Your
Organic Business Listing



DIGITAL REACH

ONLINE PRESENCE MANAGEMENT

www.digitalreachopm.com

Google My Business is a free and easy-to-use tool for businesses and organizations to manage their online presence across Google, including Search and Maps. By verifying and editing your business information, you can both help customers find you and tell them the story of your business.

Online Reviews

Google reviews are awesome for businesses like yours! When people can learn about the experiences that others have had with you, they will be more likely to reach out when they need services.

Google encourages business owners to ethically ask their customers or clients for online reviews. Online reviews appear next to your listing in Google Maps and your business' Knowledge Panel in search results. Online reviews can help your business stand out among a sea of search results. That's because:

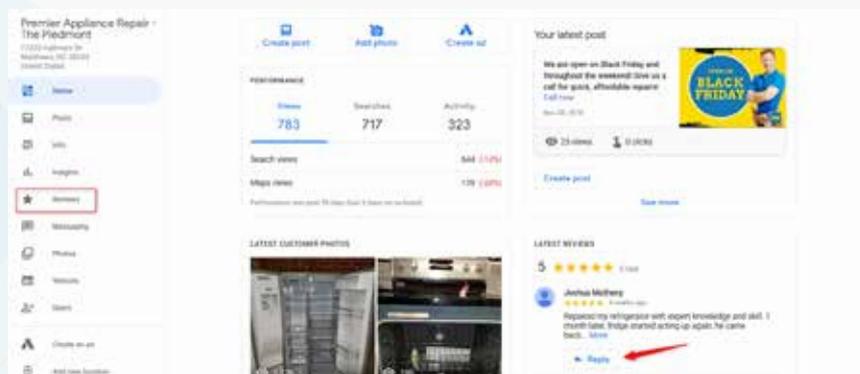
Good reviews = sales.

More good reviews = more sales.

Bad reviews can also present you with an opportunity to know what went wrong and how you can improve in the future.

How to find your reviews

After you log in to your Google My Business Page, you'll see some navigation links on the left hand side. Click "**Reviews**" to see the reviews left by your customers. Alternately, you can see the latest reviews from the home screen of your Google My Business page, and you can reply directly from there, as well.



Respond to every review

Whether you get positive or negative reviews, take the time to respond to them. Being responsive shows people that you care about their business and can potentially bring you more business in the future. So hit that reply button.



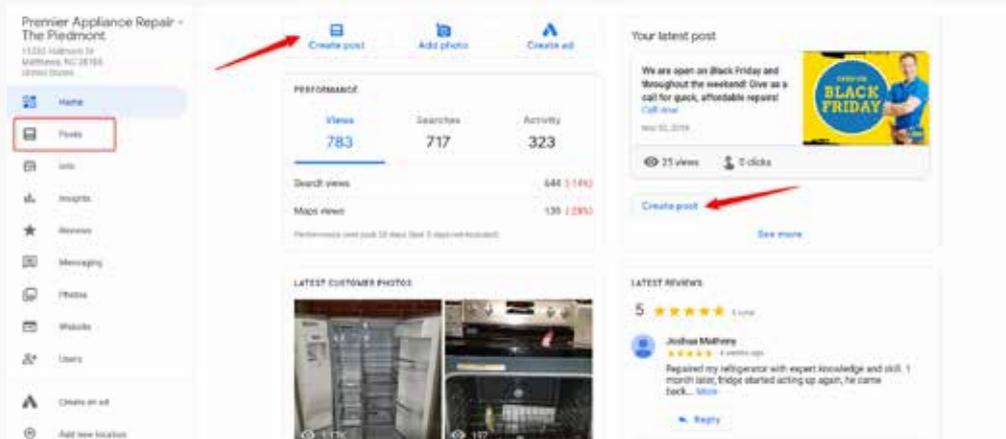
Post

Google posts are a power tool for your Google Maps listing! These posts show up as a fresh, extended version of your normal map listing where you can provide updates to your hours or services, seasonal promotions, or any other new or exciting information related to your business.

- Showcase Promotions
- Share Specials & Updates
- Make Announcements About Hours

How to find your posts

You can also see your latest posts on your Google My Business home page, and you can create new posts from there, as well.

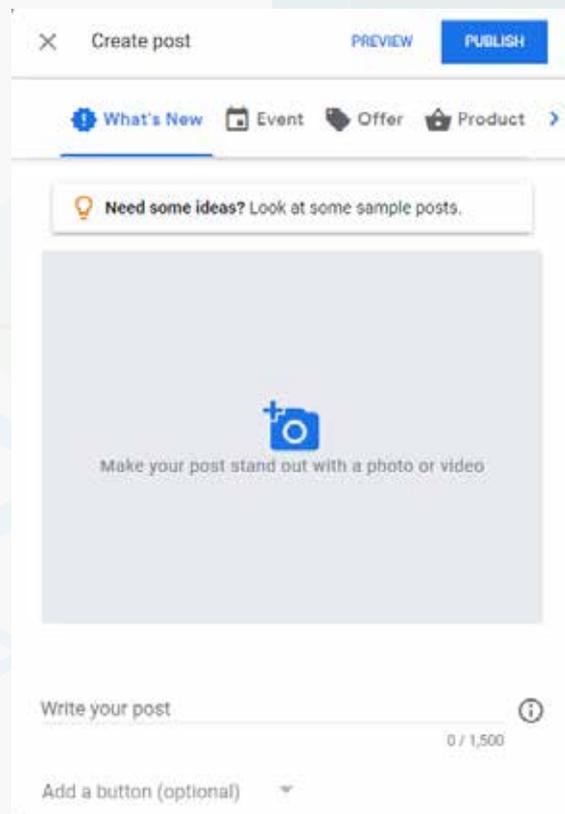


Creating a post

When you create a post, you have a few options to choose from:

- **What's New** – These can be normal updates or news, etc.
- **Event** – Use this when you have events in your shop or online store to invite people attend or participate.
- **Offer** – When you have a promotion or a sale, you can use this option and even include a coupon code.
- **Product** – When you have a new product or service, you can create a product post to showcase this new product in front of the very people searching for your business.

Don't forget to add a photo or a video on your post to make it more eye-catching!



Update your hours

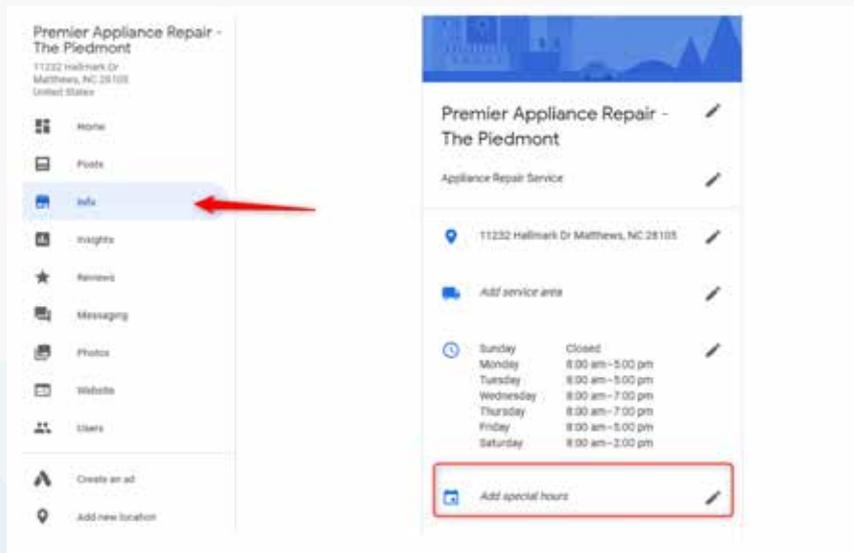
Every business has an occasional change in schedule, and it is crucial to have your hours updated as frequently as necessary. The good news is that Google will reward you for your efforts!

Aside from communicating your typical working hours, Google lets potential customers know which listings have verified hours for holidays and which do not. If you don't verify your holiday hours but your competitor does, your competition might get holiday business instead of you.

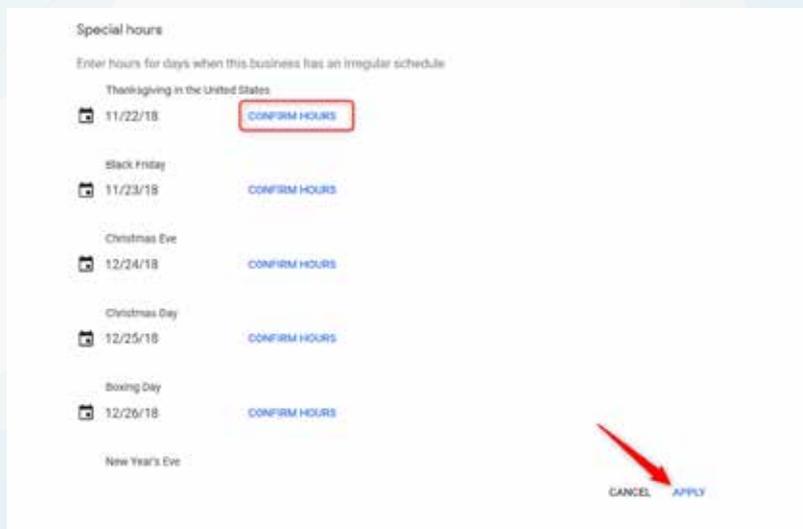
It's a good idea to confirm your hours for official holidays even if those hours are the same as your regular hours. This way, you'll make it clear to customers that your holiday hours are accurate. So show your customers that you care and are on top of the game with updated hours for special days!

How to find your hours

On the left navigation pane, click **"Info."** Below your business hours, you'll find an entry for special hours.



You will see a list of upcoming holidays. Click on **"Confirm Hours"** to set your business hours for those dates. Then click **"Apply."**



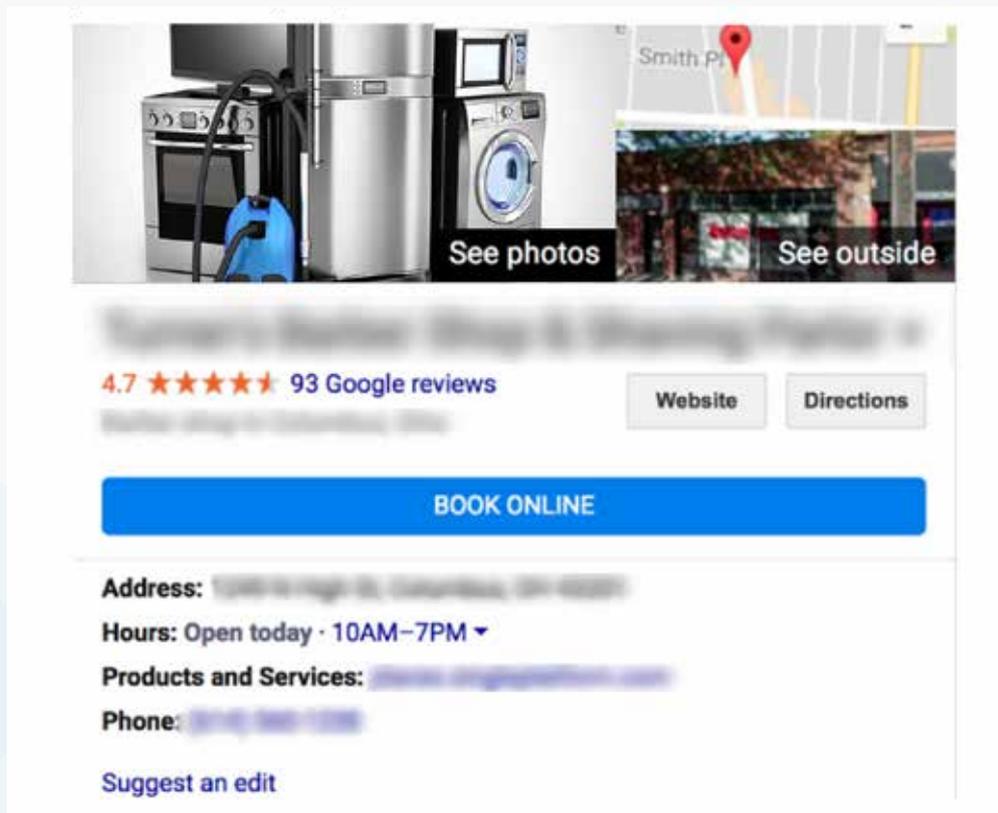
Bookings

Do you allow online bookings for your services? Allowing your customers to book online for services drastically increases the number of sign-ups and reservations that a business gets.

If you are already set up for online booking, adding Booking by Google will allow potential customers to book and even pay for your services right from the Google search results; and putting fewer steps between your customers and the service they want to.

How to find Booking By Google

On the left navigation pane, click on **"Info."** Then below your business hours, you'll find an entry for special hours.



If you have an account with one of Google's supported scheduling providers, the booking button is automatically added to your Google My Business listing. Take advantage of this integrated Google My Business feature if you use the booking providers, it'll make it super simple to get new clients or customers.

