

HOW TO GOOGLE MY BUSINESS

WHAT IS GOOGLE MY BUSINESS?

Google My Business (GMB) is a free, easy-to-use tool that helps businesses manage their online presence and appearance in Google Search and Google maps. If you've ever searched for a business' name, you'll often see their GMB "knowledge panel," a card containing important information customers want to know about local businesses, show up first.

If you're on mobile, it will often be the top result before the organic results. If you're on desktop, it will be displayed just to the right of the organic and paid search results like the pictures below.

As you can see the knowledge card displays a lot of valuable information customers want to know. At a quick glance you can learn a lot about a business & whether or not you want to visit.

The screenshot shows a Google My Business knowledge panel for 'The New Zealand Adventure Company'. It includes a map of New Zealand with a location pin, a photo of a scenic landscape, and a list of services: 'Experience The Best Of New Zealand Big Game Hunting – Fly Fishing Trips – Heli Experiences – Camping & Hiking – NZ Cuisine. Personalise your New Zealand trip to the South Island through the professional and reliable consultants at The New Zealand... More'. It also shows a 5.0 star rating from 1 Google review, hours of operation (Open, closes 8PM), and a phone number (+64 274 543 276). There are buttons for 'Website', 'Save', 'Ask a question', and 'Send to your phone'. A bar chart shows popular times, with the highest activity on Tuesdays. A 'People also search for' section lists related businesses like 'Jolly Earthworks Ltd', 'Wanaka Rock Climbing', 'Adventure Wanaka Ltd', 'Outside Sports Wanaka', and 'Scope Media NZ Public'.

WHAT ARE THE BENEFITS OF GOOGLE MY BUSINESS?

1. Increased visibility in search
2. Better experience for buyers
3. More traffic to your website, social channels and front door

An optimised GMB page helps Google understand more about your business so it can help match you with other types of search queries.

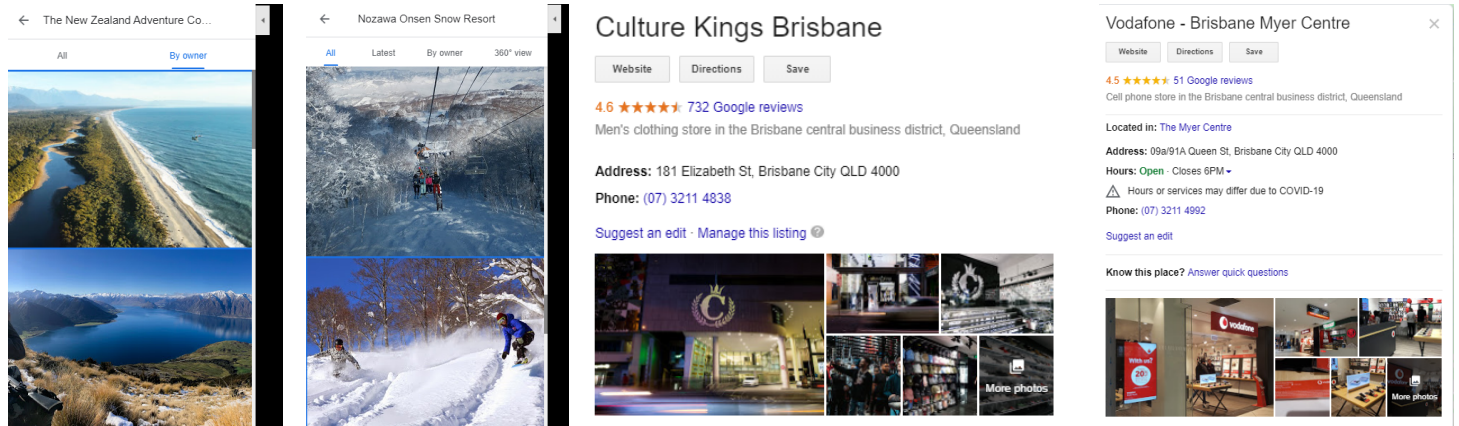
HOW TO GET YOUR BUSINESS UP

1. Go to www.google.com.au/businesses & click START NOW
2. Enter you business name
3. Enter the address of the business location - only if your business engages in face-to-face interactions with customers.
4. Specify the areas you serve - this is so Google can accurately surface your business for searches in those areas
5. Choose your business category - this is very important as it influences the kinds of search terms you appear in Google for. While you are able to adjust later, we'd recommend researching competitors to find the most accurate category
6. Add a phone & website URL - not compulsory but strongly recommended if you want to take advantage of GMB functionalities
7. Complete your GMB verification

HOW CAN I OPTIMISE MY LISTING?

Upload lots of great images

- Businesses with photos receive 42% more requests for directions to their location from Google users & 35% more click throughs to their website than businesses that don't have photos
- Showcase your product & offering in images - photos of customers enjoying your meals, a tour group on the best bit of the tour, a customer being attended to by service staff, a picture of the shopfront so it is easily found etc.

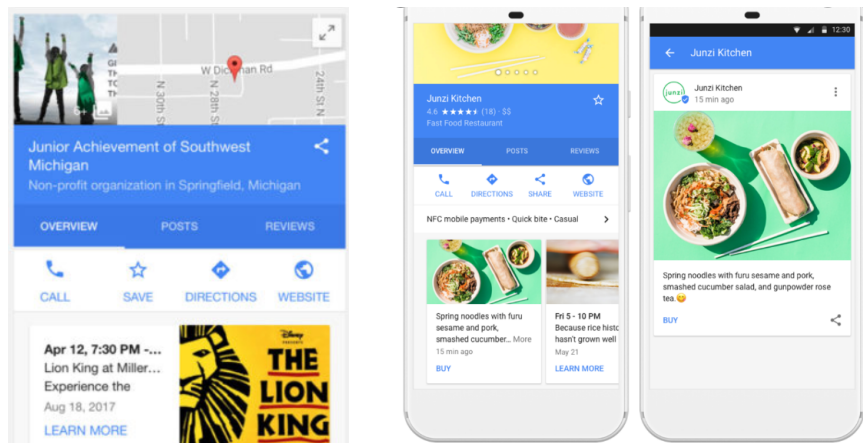


Respond to all reviews

The reviews on your GMB page can be a deciding factor in whether or not a buyer engages with your brand. When making a purchase decision, people look to others for their opinions. So it is important to get customers to write reviews & for you to respond to the reviews, both positive and negative.

Use Posts to promote events, offers & content

The best use this function is to post any upcoming events, special offers or articles or new news. It allows to post timely relevant updates right on Google Search & maps to help your business stand out to potential customers.



Upload videos

There are two ways to promote video on GMB:

- Upload to Photos (once you click the 'upload' button it will ask photos or videos. Here they autoplay)
- Upload videos as a Post

