

MADKIWIS MARKETING

YOUR GUIDE TO

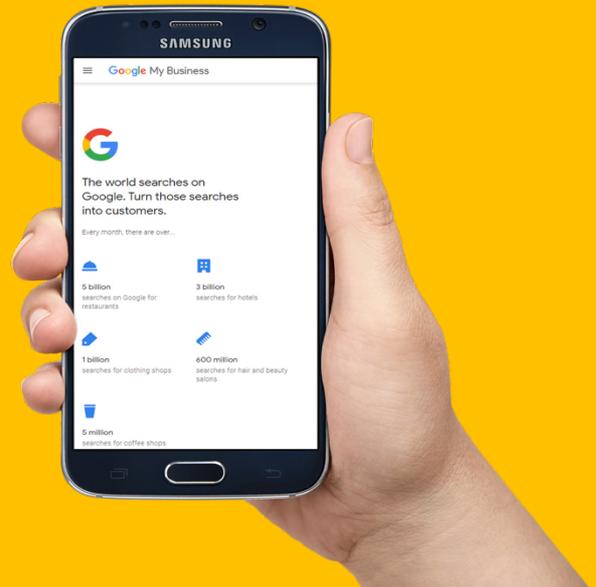
GOOGLE MY BUSINESS

SETTING UP AN ACCOUNT



GOOGLE MY BUSINESS (GMB)

Among Google's many products, you'll find the very useful Google My Business



For business owners, this little gem can spell visibility in the local search scene. Its free to get listed and puts your brand front and centre with your potential customers on Search, Maps and other Google apps. It is also a great way get your brand to rank in local search results

According to Google, Businesses with complete listings...

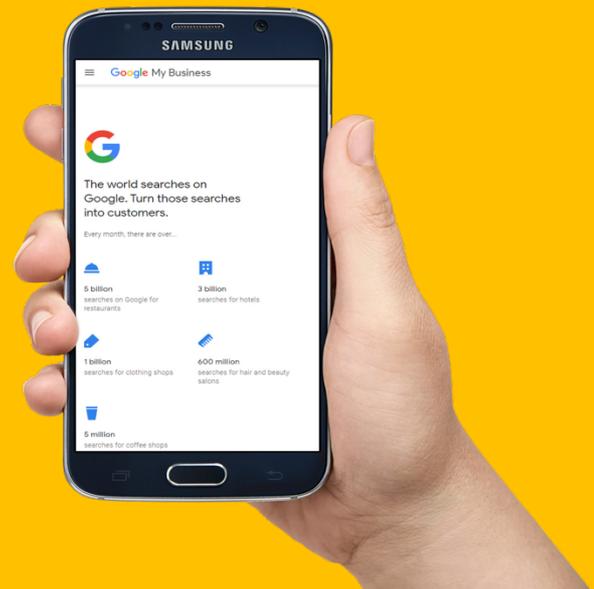


So, first things first, let's get your business listed!

Once you've verified your business, you can use Google My Business to share information about your address, business hours, phone number, website and pictures. Your customer can also leave reviews and ask questions about your business in your GMB listing

GETTING STARTED

First, you need to verify your Google My Business account. This can only be done by the business Owner. A post card is easiest option for verification. It will be sent to your business address and have the verification code.



Here are a few things to help you get started:

1

Log into the Google Account that you will be using to manage your business listing.

2

Go to Google My Business (<https://www.google.com/business/>) and click **START NOW** on the upper right hand corner of the page.

3

Type in the name of your business

← What's the name of your business?

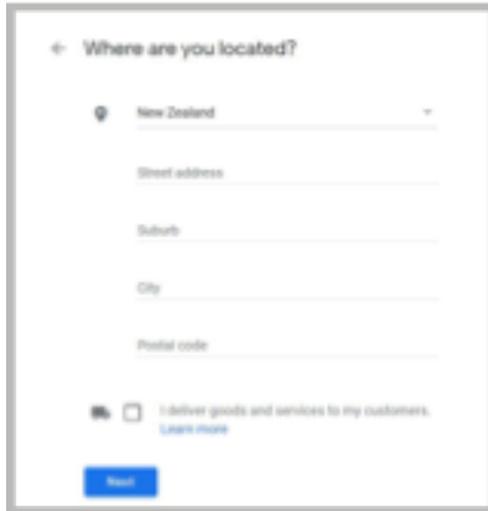
Business name

By continuing you agree to the following [Terms of Service](#) and [Privacy Policy](#)

Next

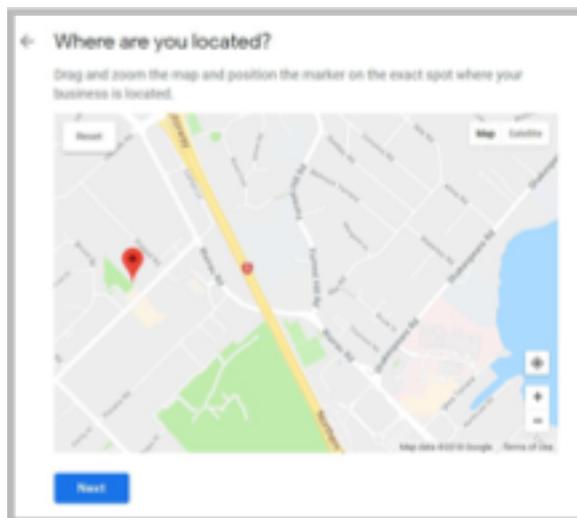
4

If your business does not exist yet, you will be asked to enter your business address. If the business has already been verified, a prompt will show that the listing has already been claimed (*read on to find out what to do next if this is the case*).

A screenshot of a mobile application form titled "Where are you located?". The form includes a dropdown menu for "New Zealand", followed by input fields for "Street address", "Suburb", "City", and "Postal code". At the bottom, there is a checkbox labeled "I deliver goods and services to my customers." with a "Learn more" link, and a blue "Next" button.

5

Check if the marker is in the correct location on the map. Drag and zoom to position it on the exact spot where your business is located.



6

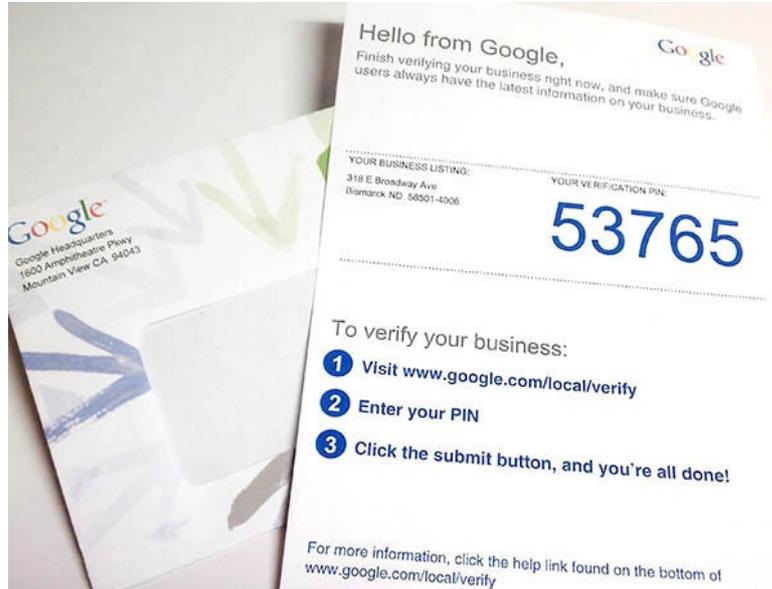
Choose the category that fits your business best fits. This will help customers find you if they are looking for a business like yours.

7

Type in your contact details and the website URL.

8

The next step is to verify your business. Google offers different verification methods (postcard, phone, or email) but some are only available for select businesses. The most common way to verify is by mail. You will receive your verification code postcard by mail in 1 to 2 weeks. Please enter your verification code as soon as you receive it.



9

You can add your hours of operation, your website, profile photo, business description and other pictures while waiting for your postcard to arrive.

Please Note: Do not change the business name and the address before you verify your account as this may cause a delay.

10

Once you receive your postcard, log into GMB, select the location and click **VERIFY NOW**. Enter the verification code and click **SUBMIT**.

If you do not receive your postcard, you can request a new one by logging into your GMB Account.

ALREADY VERIFIED?

Google only allows businesses to have one owner per location



What to do if your business is already verified

1

If your business is already verified, it should show you a pop up like the one below - Click on **REQUEST ACCESS**. Then fill in the information to request it and hit **SUBMIT**.

← **This listing has already been claimed**

This listing has already been verified by go...@... If you own this email address, follow the [Account Recovery help guide](#).

If you still want to add this listing to your account, you can request access from the current owner. [Learn more](#).

If you would like to update this listing's information on Google, you can also [report a problem](#), which will be reviewed more quickly.

[Request Access](#)

Someone else manages this business on Google

Share your info with the current owner to continue

Verified listing owners and/or managers can see my public profile information and email address

What level of access would you like? [Learn more](#)

Management
 Ownership

What's your relationship to the business?

Owner
 Employee
 Agency

Your contact name

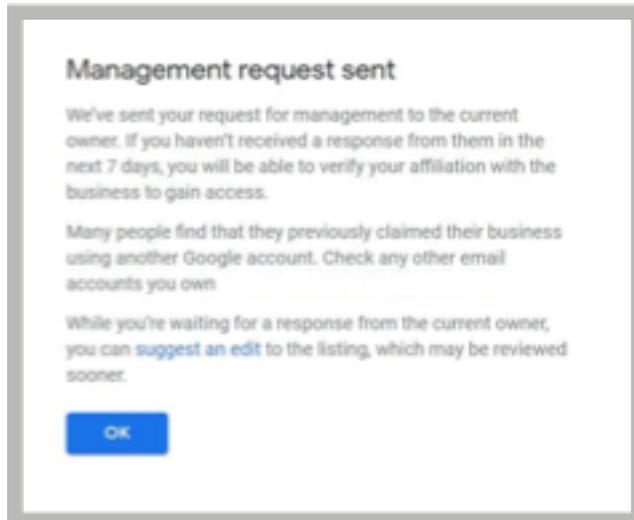
Your phone number

By submitting this request you agree to the following [Terms of Service](#).

[Submit](#) [Cancel](#)

2

Wait for the current owner to grant you access. If you haven't received a response in the next 7 days, you will be able to verify your affiliation with the business to gain access.

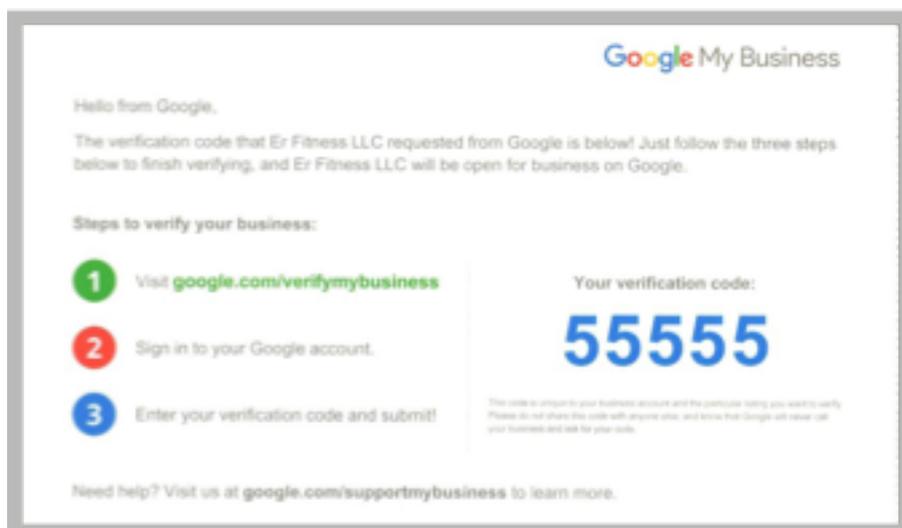


3

You will also receive an email to let you know that your request has been sent and what date (past the 7-day period) you can verify your affiliation with the company.

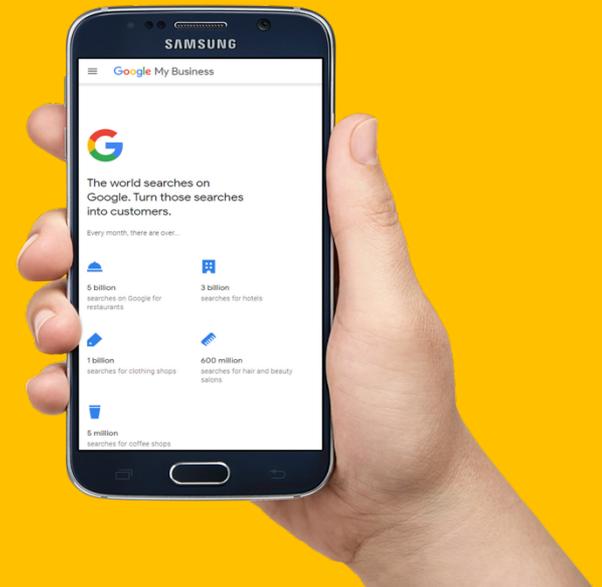
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You may want to check other email accounts that you use as these may have been what you used to previously claim your business listing.



OPTIMISING YOUR GOOGLE MY BUSINESS ACCOUNT

Once your listing is verified all the details that you've put in while waiting for your verification should now appear in your public profile.



What to do if your business is already verified:



Up to date details

Make sure all your details are current and up to date



Same and exact address

Use the same and exact address as the one in your website (and other business listings), this will help with local search optimisation.



Website URL

Include your website URL in your business listing.



Brand Identity

Help visitors easily identify your brand by using your logo in your profile



High Quality Images

Add other images such as pictures of your property (including places such as your reception desk or your check out area, your facilities or your retail area), your products, your key staff members and photos of customers being helps. It is best to use high-resolution photos.



360-degree virtual tour

You may want to hire a Google approved photographer to create a 360 degree virtual tour of your business (if available in your area, you should see a link in your account for this)



Hours of Operation

Check that you have the right hours of operation details and adjust accordingly during holidays.



Post in your listing

Consider posting sale announcements or special offers, industry news and latest blog posts in your Google my Business listing.



Questions & Answers

Check out the questions posted by people and the give correct answers in a timely manner.



Review

Review updates and suggestions made by people for your listing

Check out our other GMB resources to learn more ways GMB can boost your business.

A FINAL NOTE

One important thing to remember when managing your Google my Business Account:

Anyone can suggest an edit to your listing and answer questions posted by other users, so it's best to always check your business listing.

Google also provides a way to monitor the performance of each location listed with insights on how many times it has been viewed on maps and searches, and actions on your listing e.g. visits to your website, requests for directions and calls made.

You can download the Google my Business App on the Apple or Google Android Stores.

A FINAL NOTE

Let Madkiwis Marketing help you set up and optimise your Google My Business account today.

We'd be happy to answer any questions you might have.



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