

Grow with Google

Get Your Local Business on Google Search and Maps

grow.google/smallbusinesses

#GrowWithGoogle



PRESENTER

Teresa Heger

Fremont, MI

Grow with Google Digital Coach

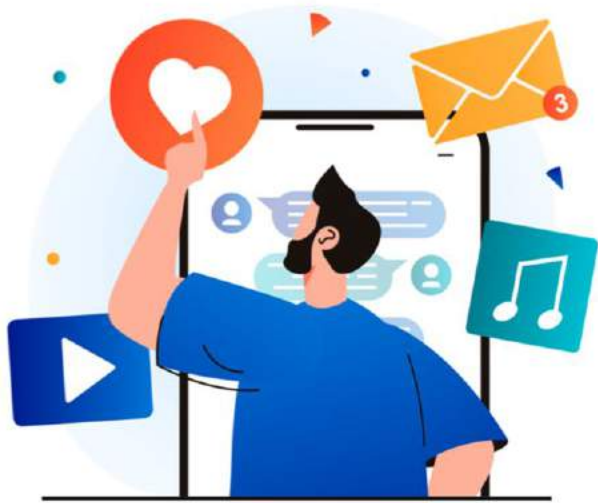
Downtown Wayland, Main Street America

teresah@growwithg.co



Grow with Google





Grow with Google

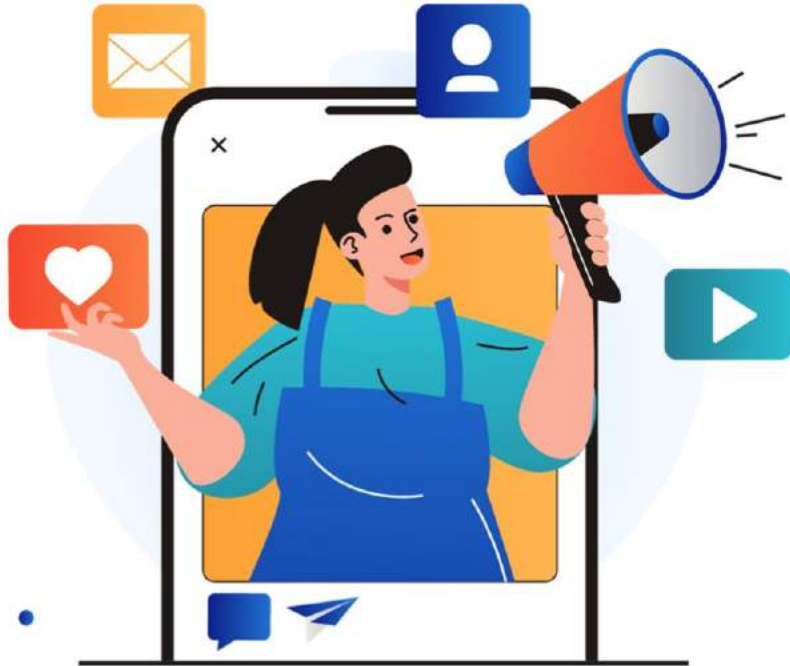
- Launched in 2017
- Assisted 8 million Americans
- Network of 8,500 partners
- Target audiences:
 - Small Business Owners
 - Veterans and Military Families
 - Jobseekers
 - Students
 - Educators
 - Startups and Developers

Grow with Google

Digital Coaches



Training Delivery Options



- **Virtual**
 - Co-host a virtual training for your organization or community
 - 1 hour maximum
 - Time for Q&A
- **In-person**
 - Classroom setting
 - Hands on
 - Live instruction & troubleshooting
 - 1 hour of instruction
- **One on one**
 - Virtual or in-person
 - 30 minutes
 - Troubleshooting

What do we need from you?



- Spread the word
- FREE workshops for small businesses
- Share our contact information
- Contact us to schedule a workshop for your community/businesses
- Give us feedback to share with Google & Main Street America

Teresa Heger
teresah@growwithg.co

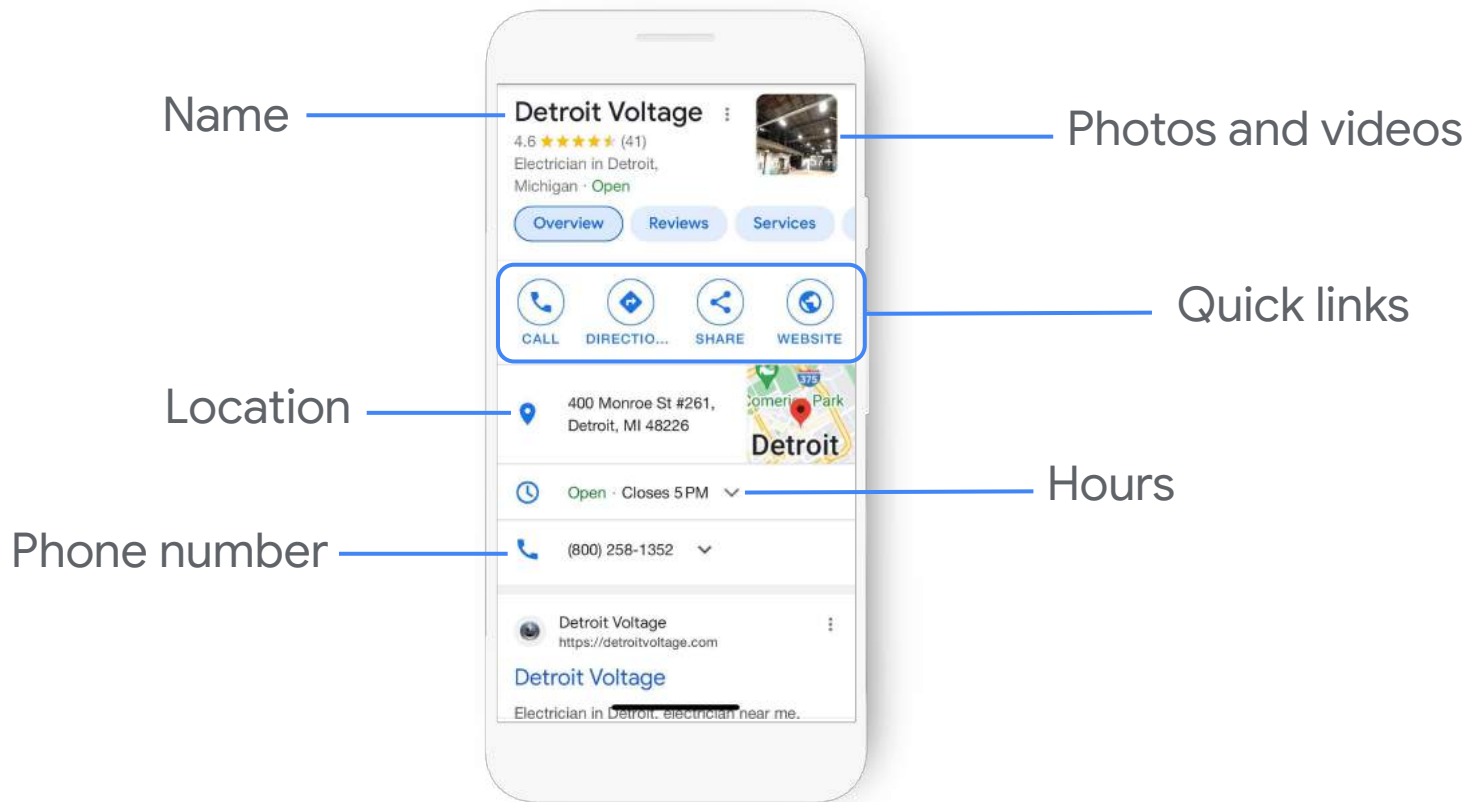
AGENDA

- **WHAT IS A GOOGLE BUSINESS PROFILE?**
- **HOW TO CREATE A BUSINESS PROFILE**
- **HOW TO MANAGE BUSINESS INFO**
- **RESOURCES**

What is a Google Business Profile?

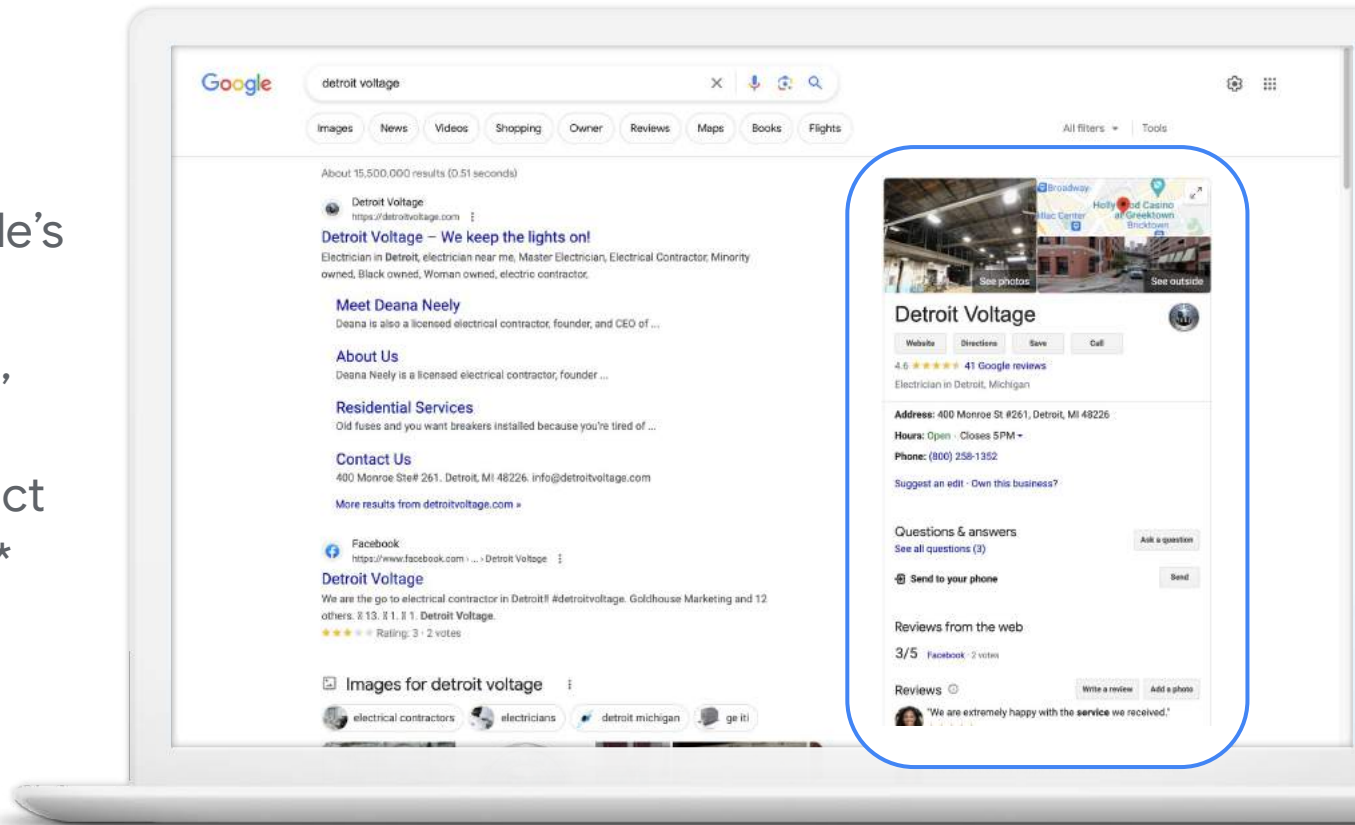


ANATOMY OF A GOOGLE BUSINESS PROFILE



BUSINESS PROFILES APPEAR ON GOOGLE SEARCH...

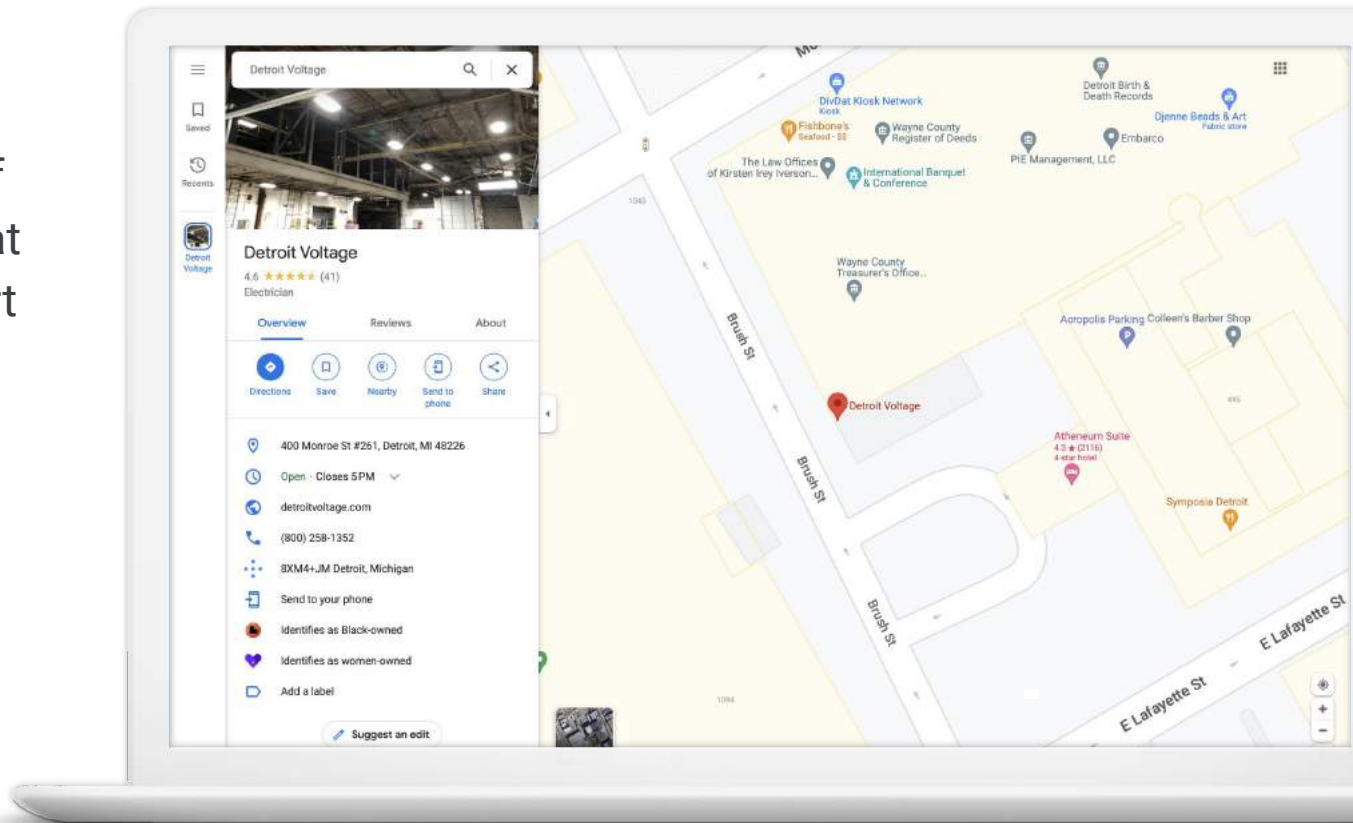
Over 18 million U.S. businesses use Google's free tools to receive phone calls, bookings, reviews, requests for directions, and connect with their customers.*



*Google 2022 Economic Impact Report

AND GOOGLE MAPS

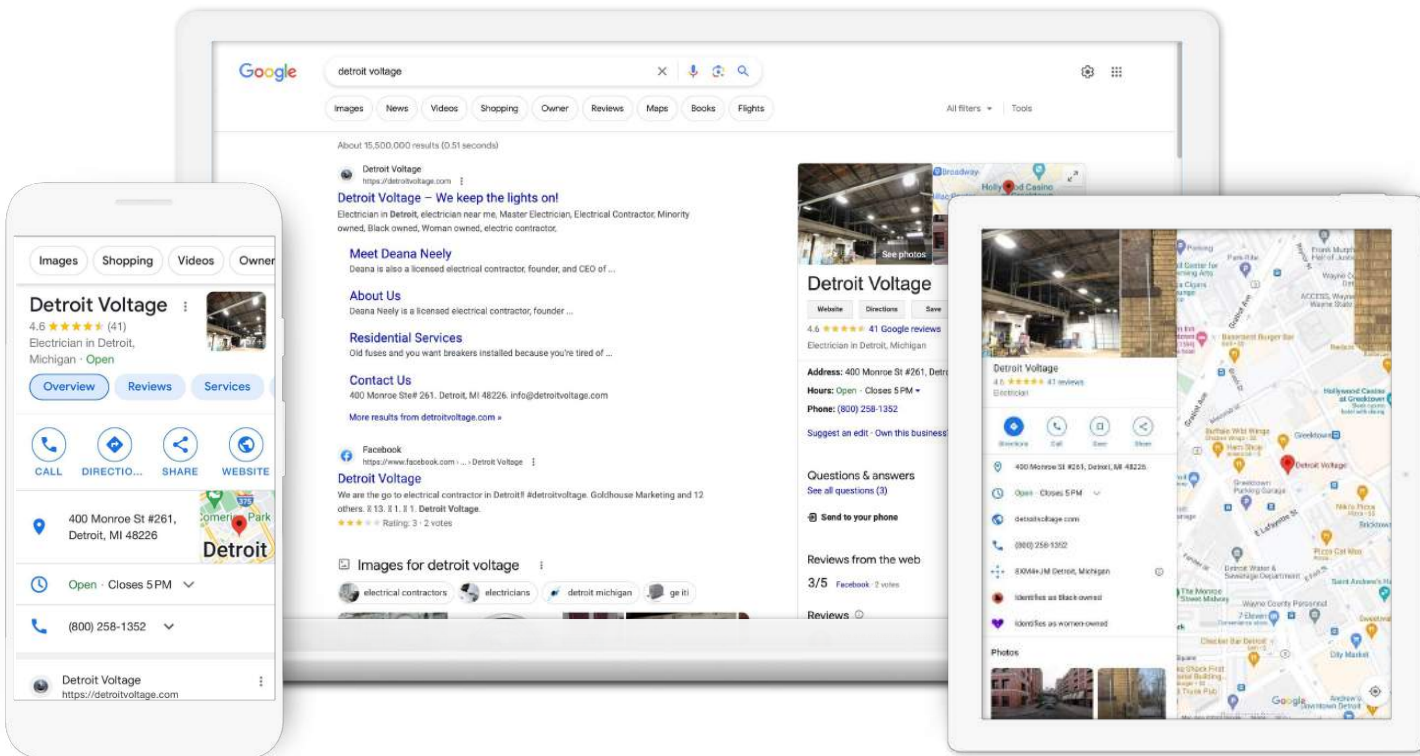
More than two-thirds of U.S. consumers say that it's important to support local businesses.*



*Google-commissioned Ipsos COVID-19 Tracker, U.S., n=1,001 online consumers 18+, April 7–10, 2022.

ACROSS ALL DEVICES

A Business Profile works on desktops, laptops, tablets, and mobile phones.



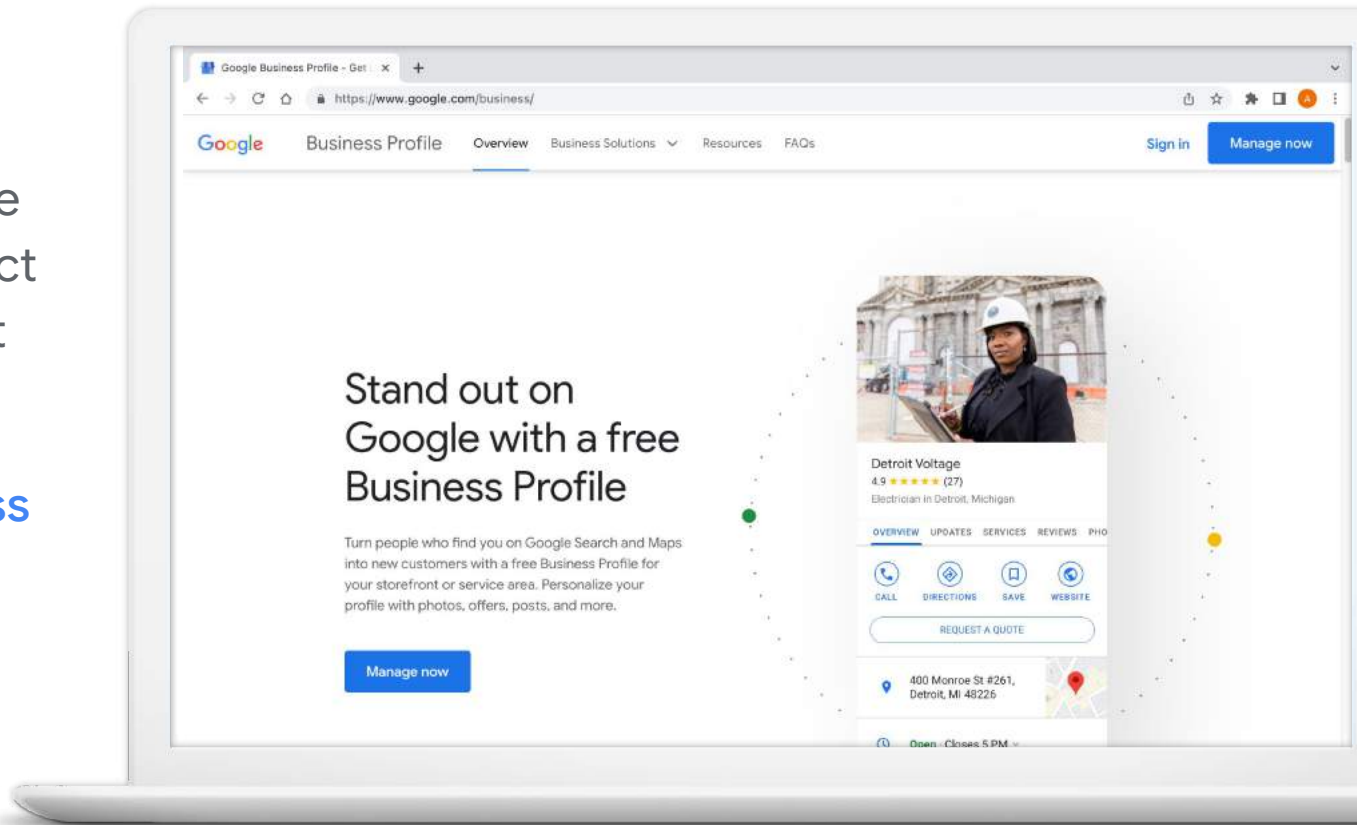
How to create a Business Profile



CREATE A BUSINESS PROFILE

Your Business Profile allows you to manage business info, connect with customers, post updates, and more.

google.com/business



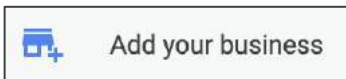
THREE MORE WAYS TO ADD YOUR BUSINESS

Visit maps.google.com.

OPTION

1

Search for your address. Click



OPTION

2

Click the three-line icon in the left menu.

Click [Add your business](#).

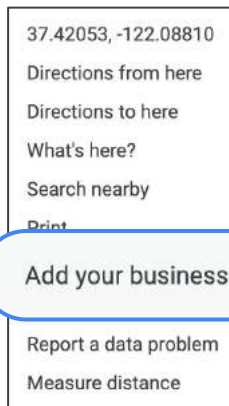


OPTION

3

Right-click on the map.

Click [Add your business](#).

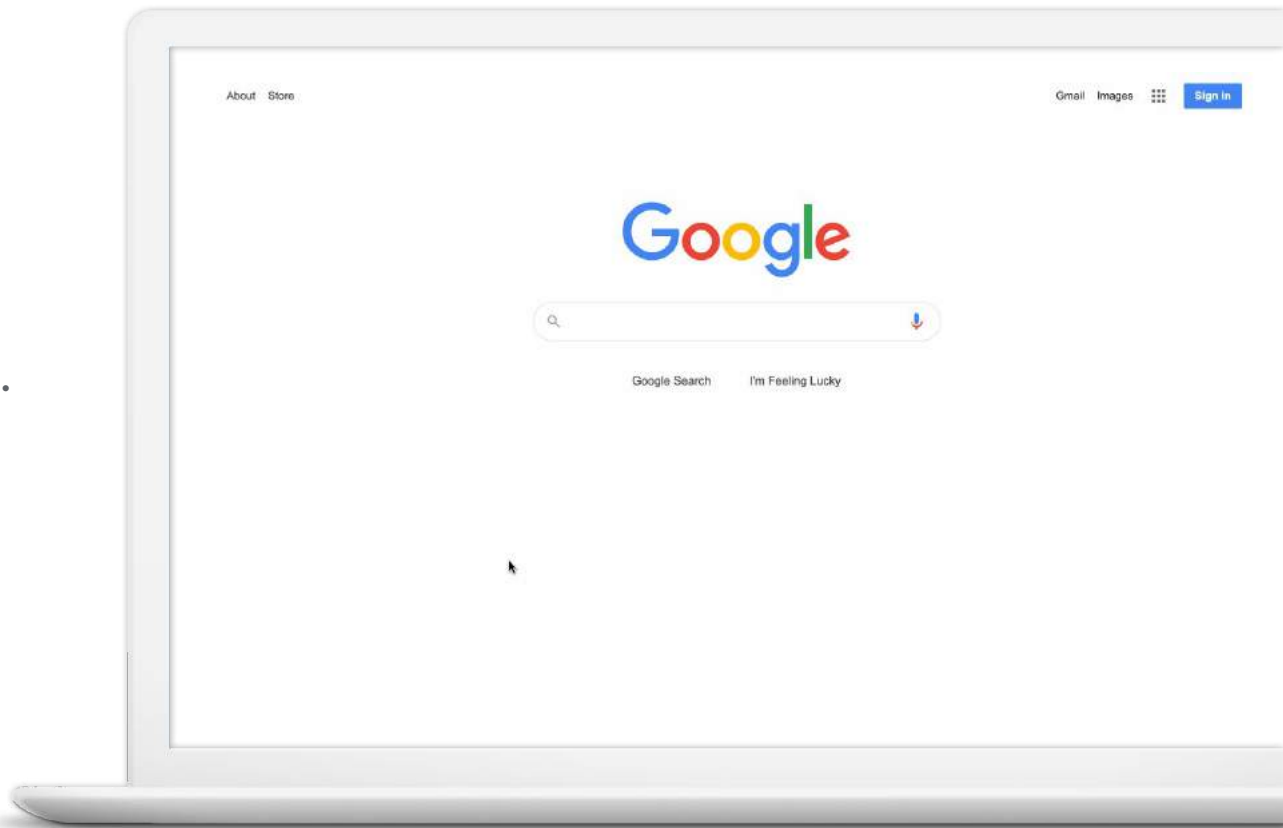


Follow the prompts to create and verify your Business Profile.

STEP 1: SIGN INTO YOUR GOOGLE ACCOUNT

Sign into your
Google Account.

Don't have a Google
account? Sign up for free.



Quick Tip:

Create a new Google account
accounts.google.com/signup

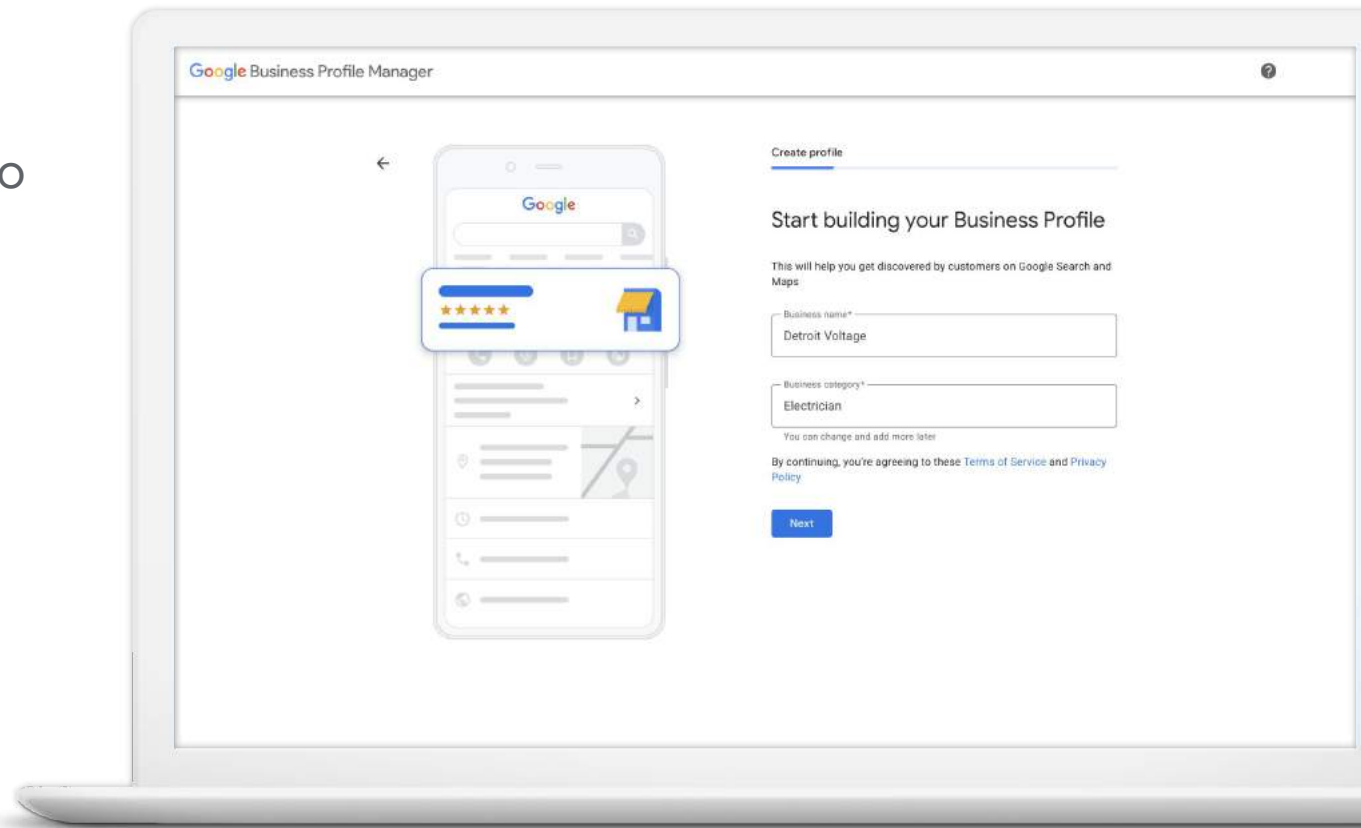
STEP 2: FIND OR ADD YOUR BUSINESS

Type the business name as you want it to appear on Google.

It may appear in a drop-down list.

Enter a business category.

Select Next.

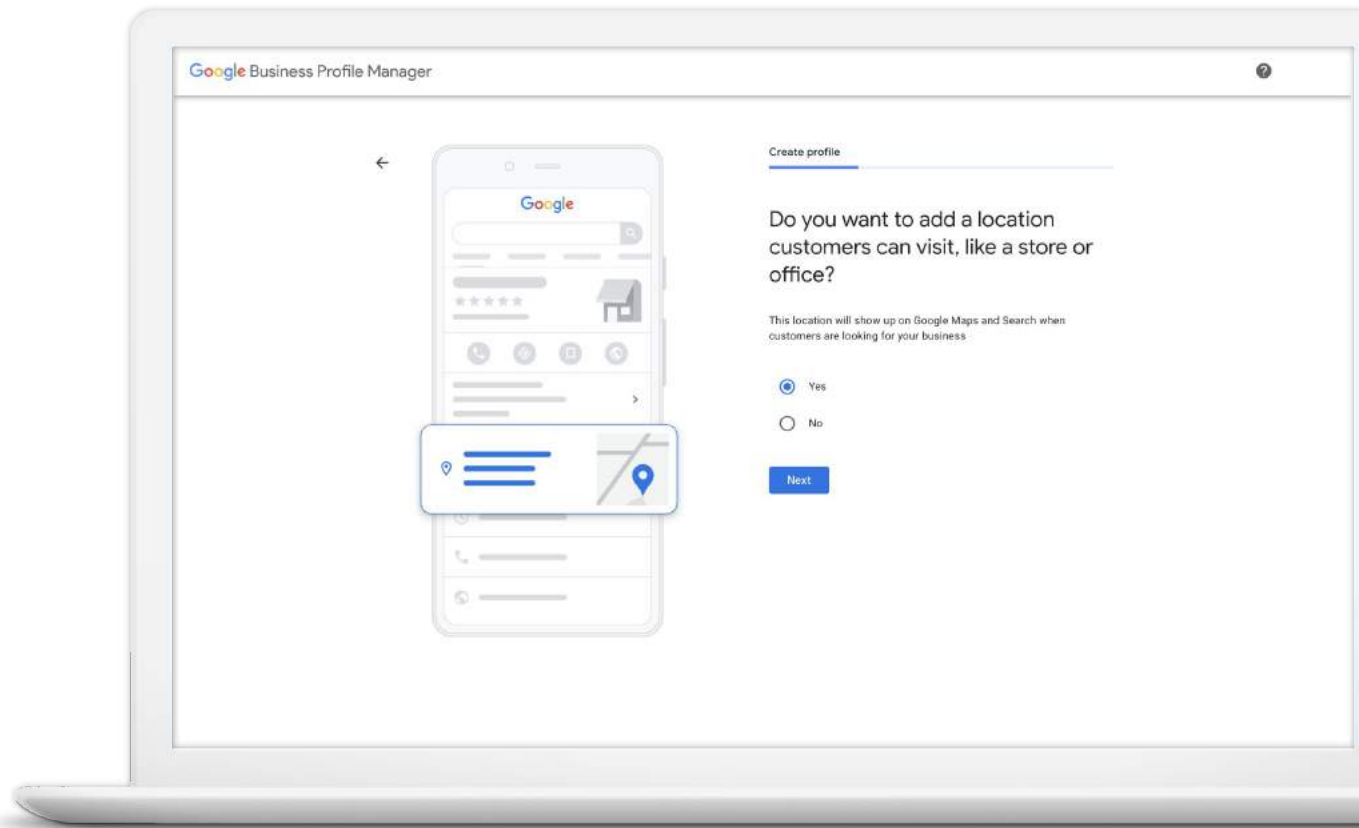


STEP 3: DO YOU HAVE A LOCATION CUSTOMERS VISIT?

Check **Yes** to add a location.

Check **No** if the business delivers goods or services to customers at their location.

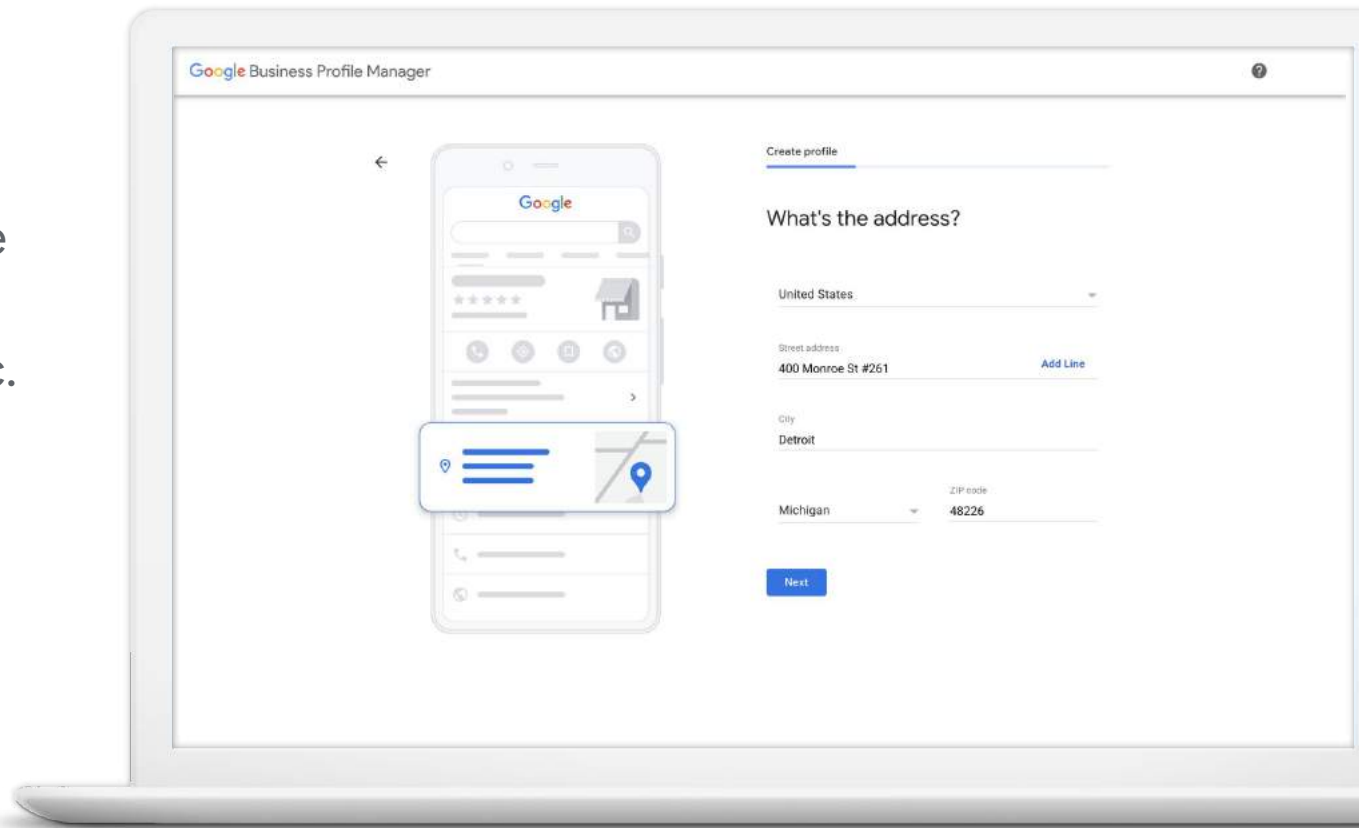
Click **Next**.



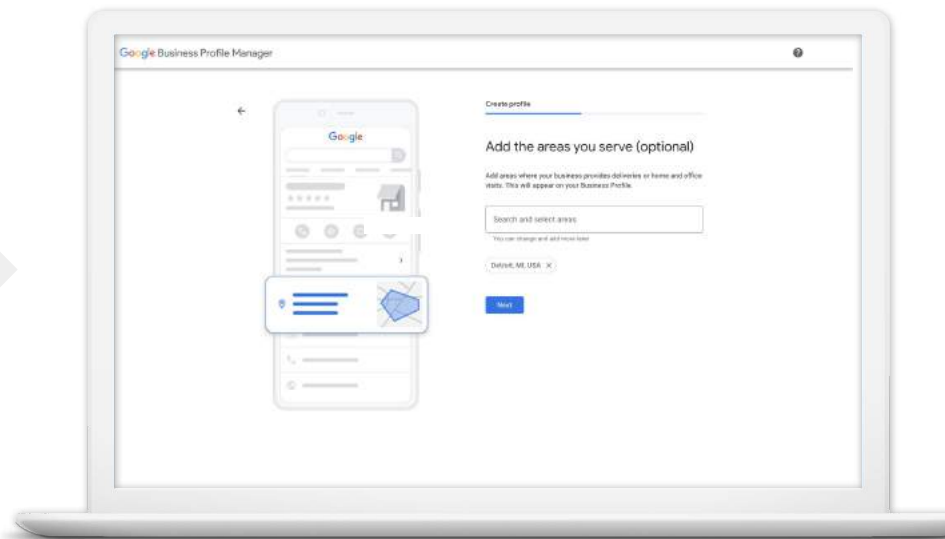
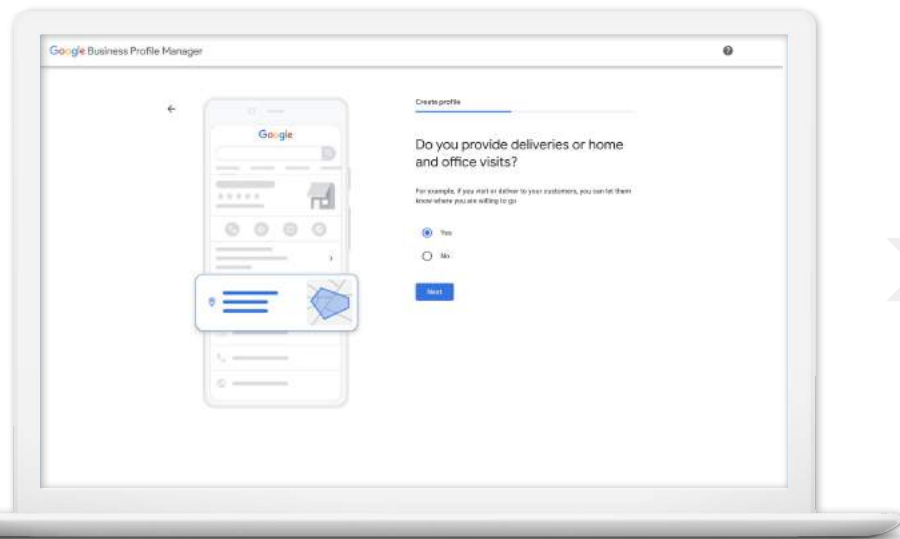
IF YES, ENTER THE ADDRESS

Enter the complete and official street address. Include suite numbers, floors, building numbers, etc.

Click [Next](#).



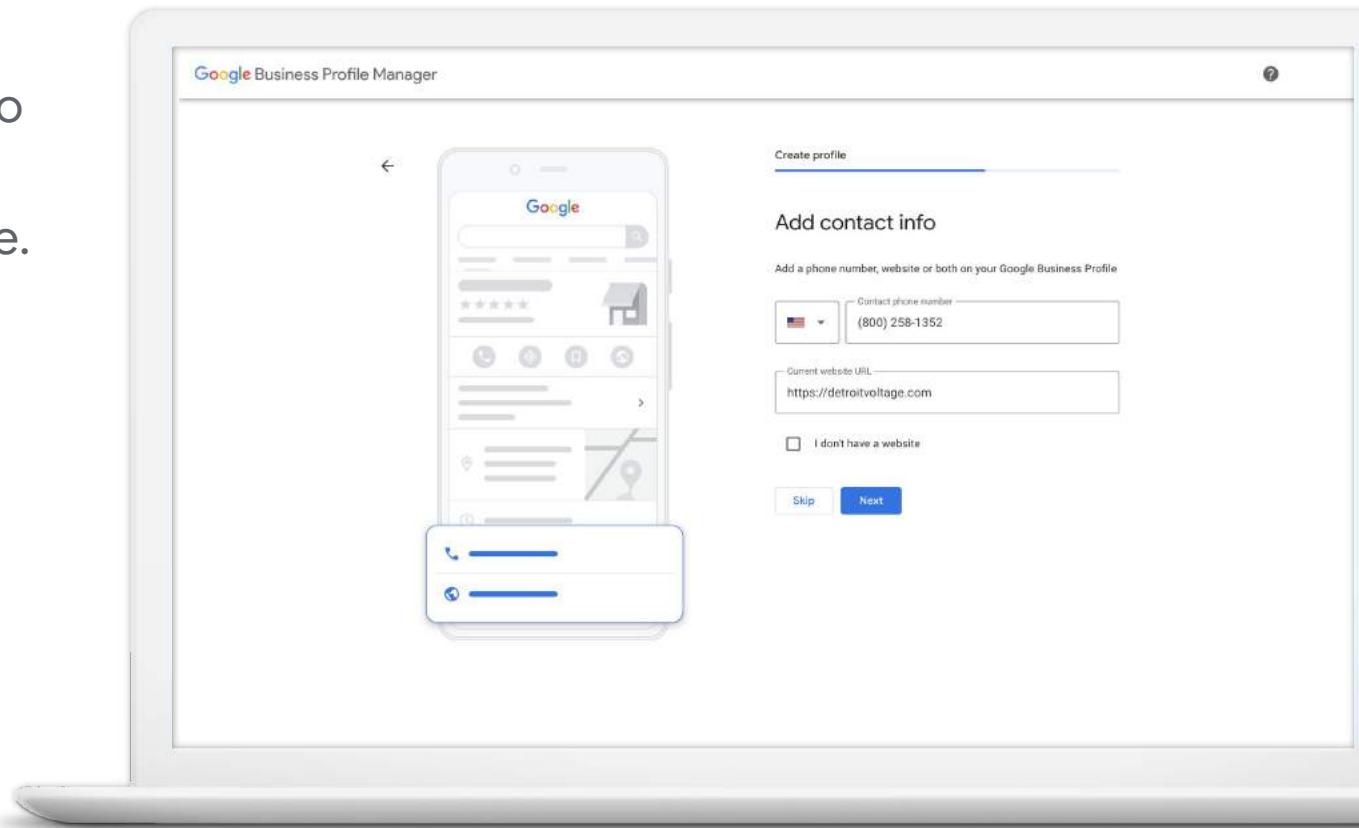
YOU CAN ALSO ADD A SERVICE AREA



STEP 4: ENTER BUSINESS CONTACT INFO

You have the option to include a phone number and a website.

Click [Next](#).

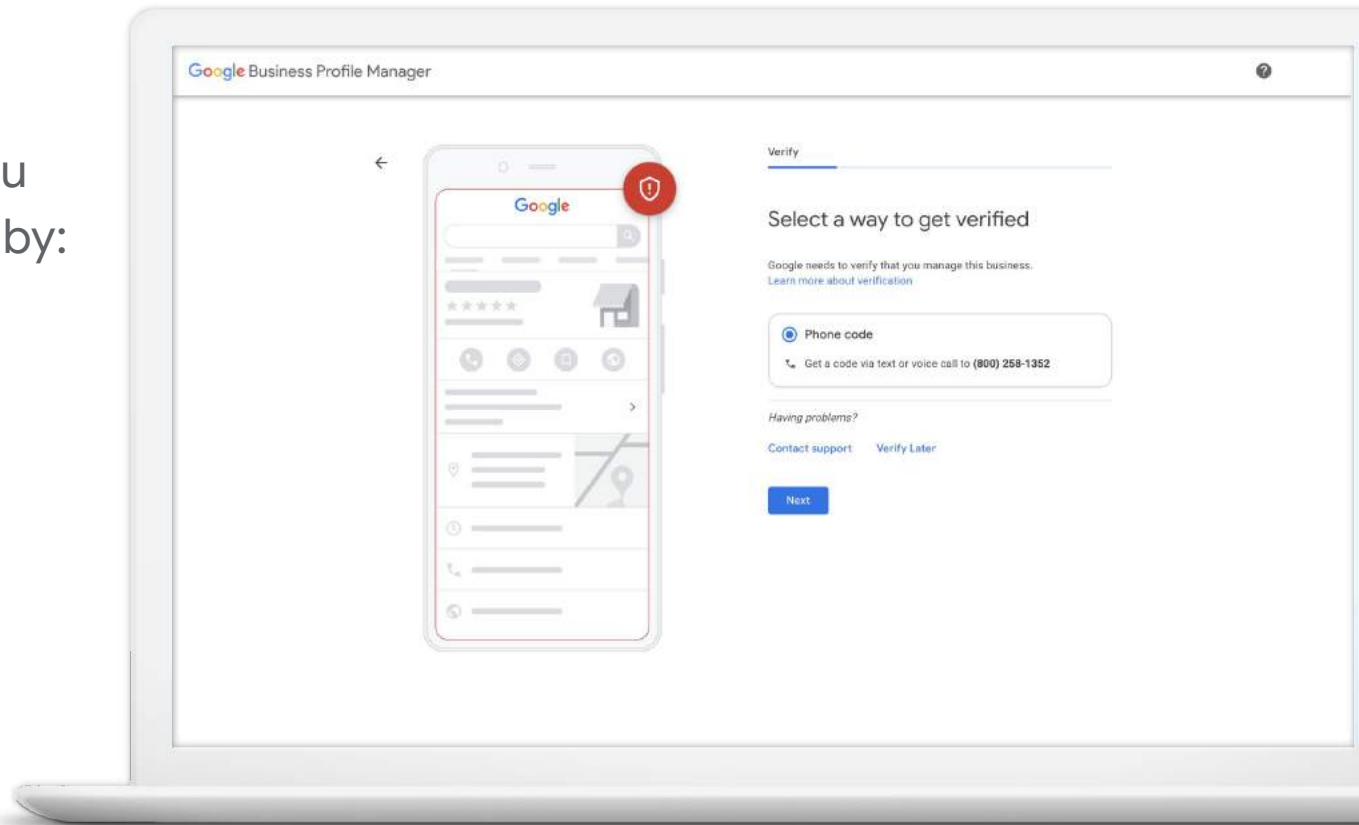


The screenshot shows the 'Google Business Profile Manager' interface. On the left, a smartphone displays a business profile card with a phone icon and a website icon highlighted by a blue box. On the right, the 'Add contact info' section is active. It includes a progress bar for 'Create profile', a dropdown for country (USA), a text field for 'Contact phone number' containing '(800) 258-1352', a text field for 'Current website URL' containing 'https://detroitvoltage.com', and an unchecked checkbox for 'I don't have a website'. At the bottom are 'Skip' and 'Next' buttons.

STEP 5: CHOOSE VERIFICATION METHOD

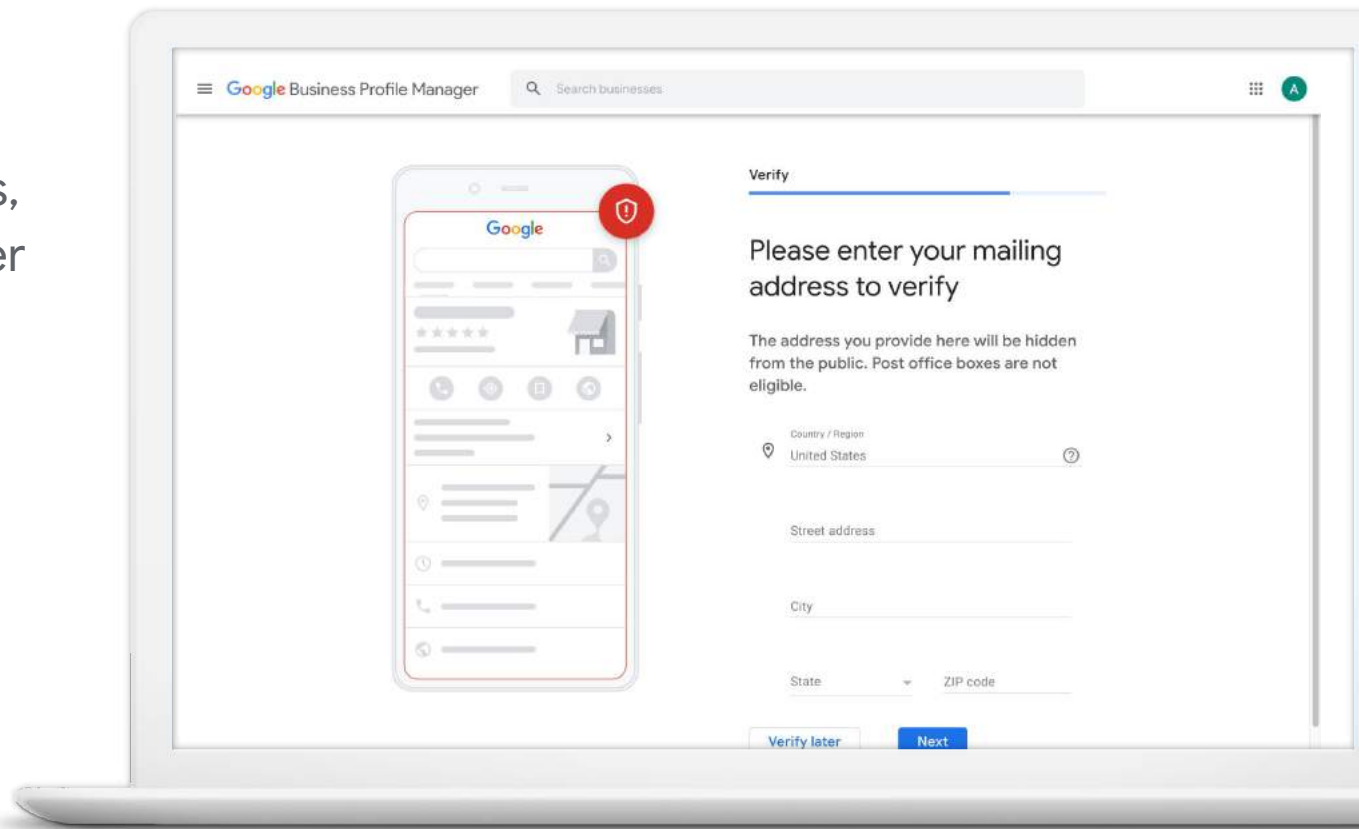
Depending on your business situation, you may be able to verify by:

- Phone
- Text
- Email
- Video
- Postcard



STEP 5: CHOOSE VERIFICATION METHOD

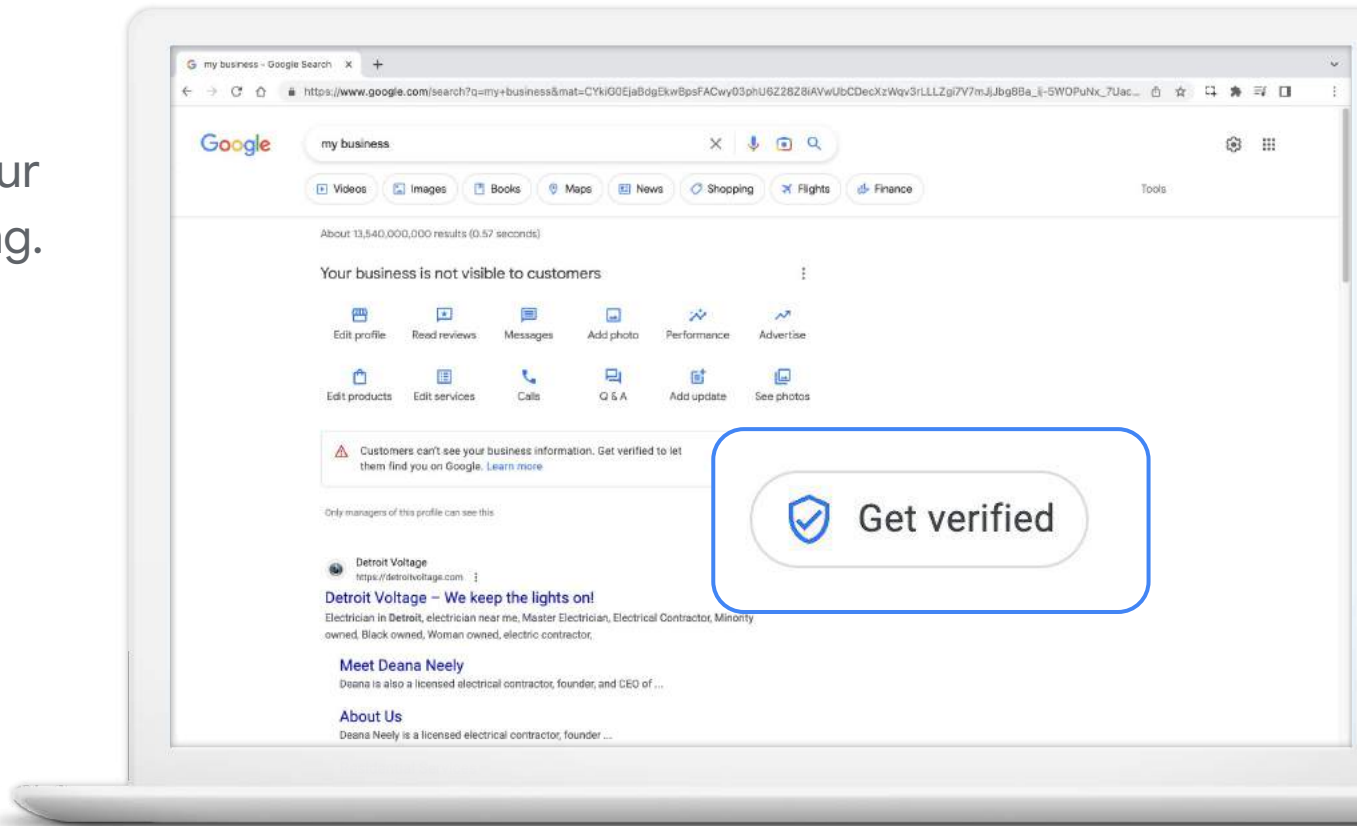
If you operate a service-only business, you may need to enter your true business mailing address.



WAITING FOR VERIFICATION

In some situations, Google will review your profile before verifying. It can take up to 14 working days.

In the meantime, add more business info.



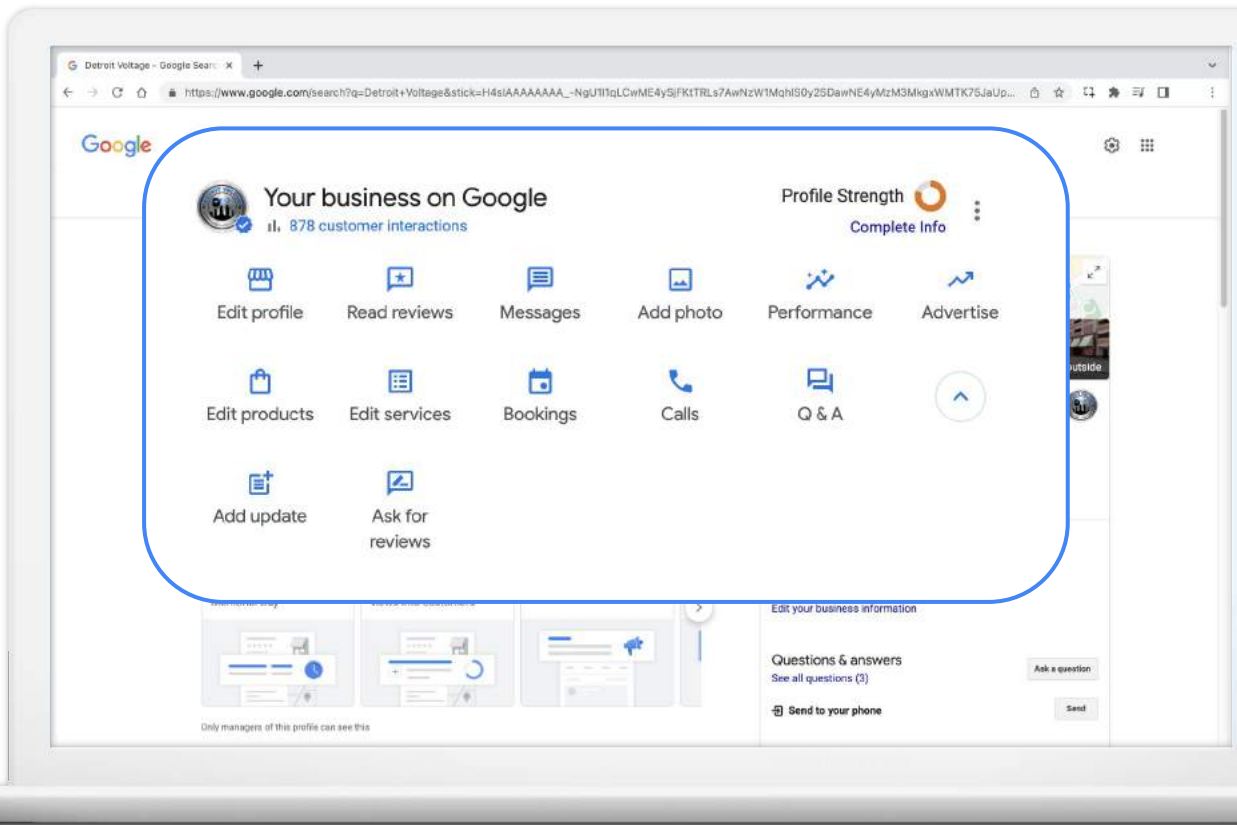
How to manage business info



MANAGE INFO DIRECTLY FROM GOOGLE SEARCH RESULTS

Make edits directly on a search results page.

You must be signed into an account that manages the Business Profile.

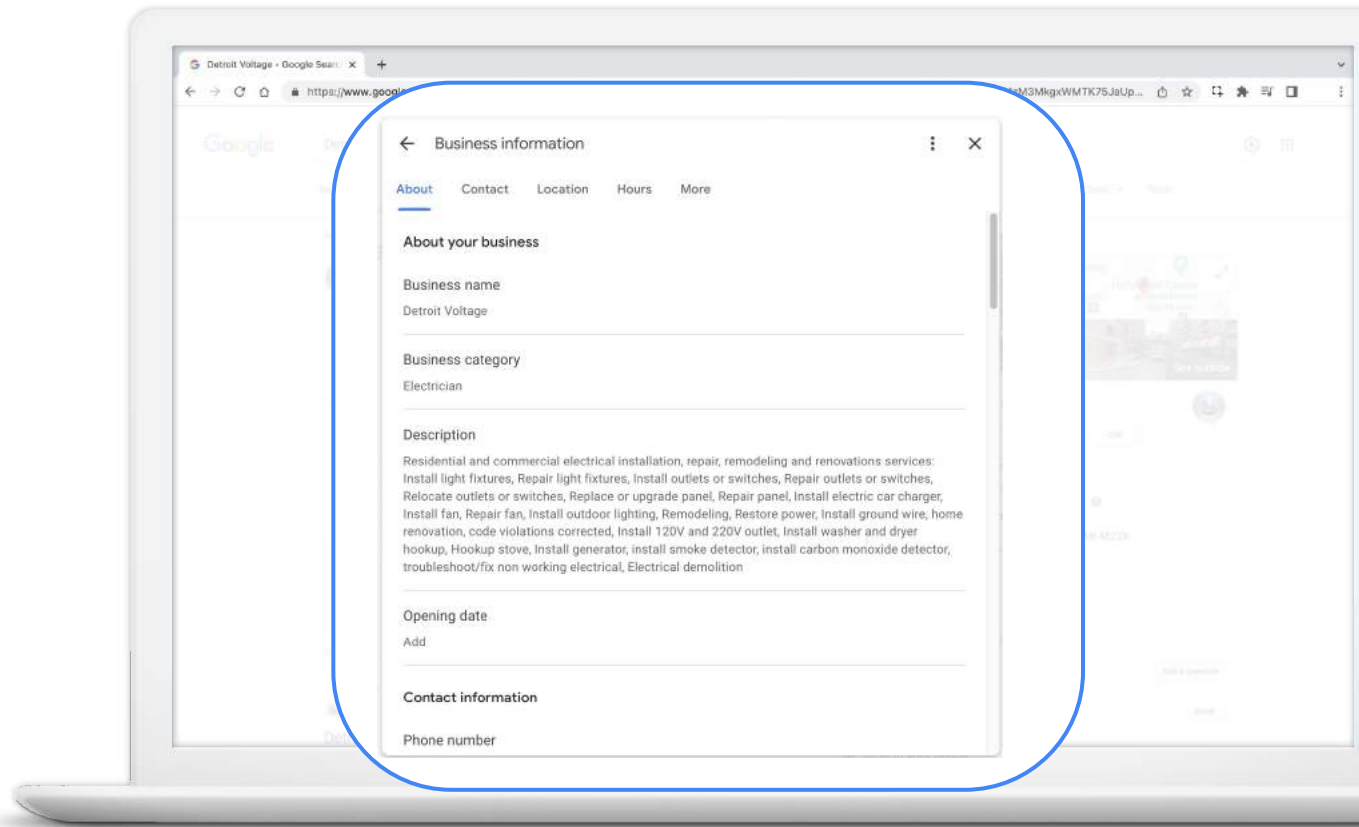


Quick Tip:

Search for your business at [google.com](https://www.google.com)

CLICK 'EDIT PROFILE' TO MANAGE:

- Business name
- Category
- Description
- Location
- Hours
- And more



PRO TIP: STAND OUT WITH ATTRIBUTES

Click [More](#) to choose attributes that can help your business stand out in search.



Asian-owned



Black-owned



Latino-owned



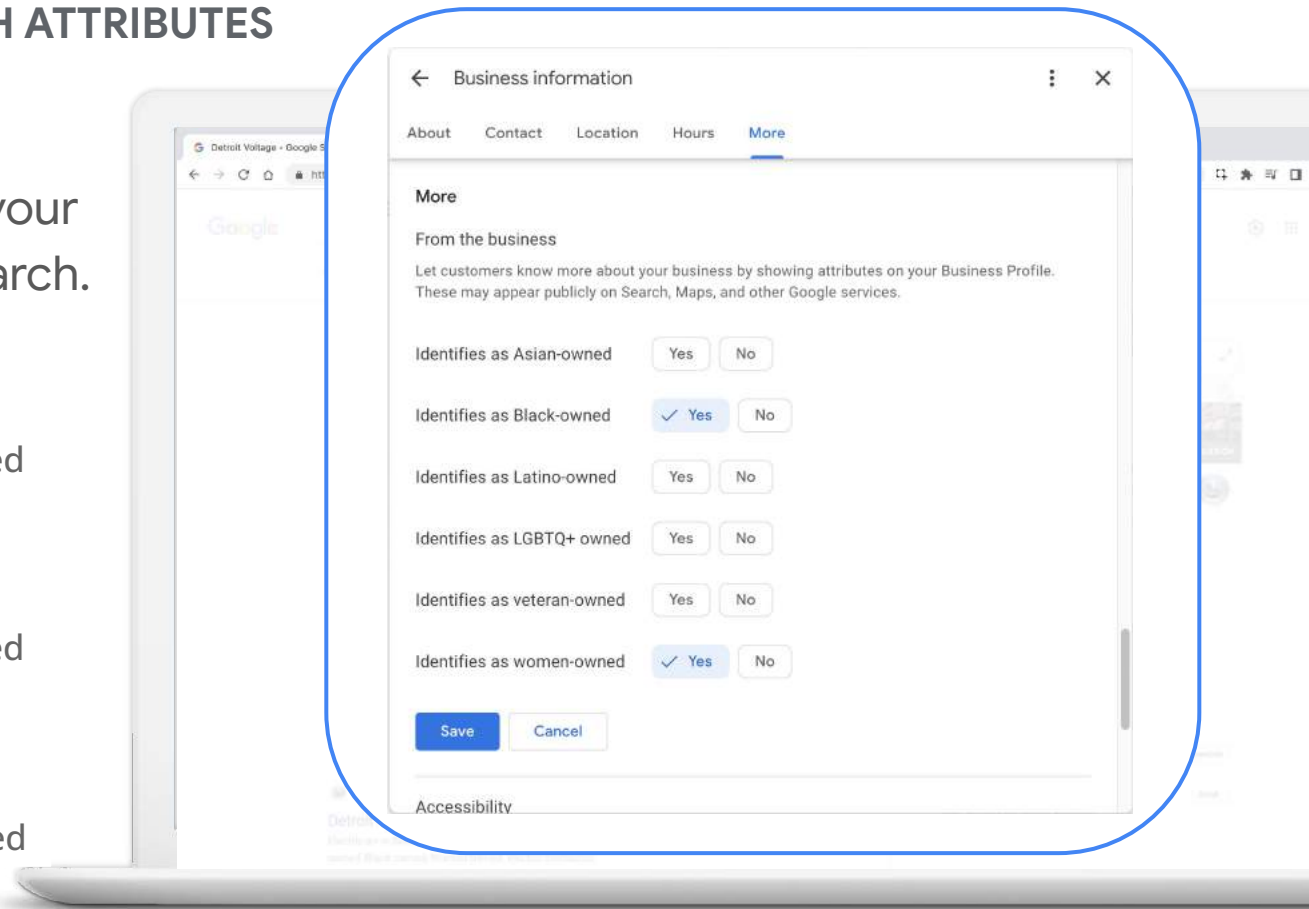
LGBTQ+-owned



Veteran-owned



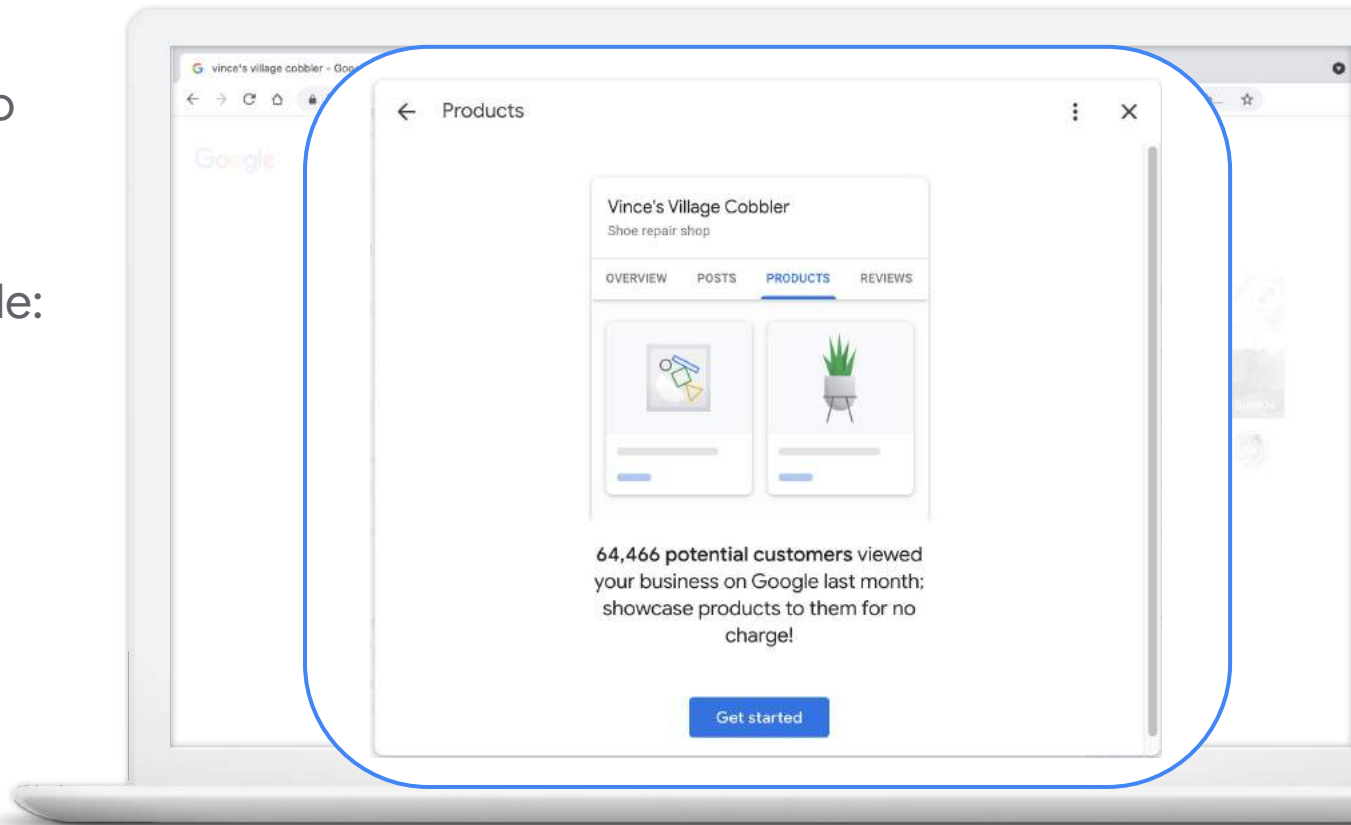
Women-owned



HOW TO EDIT PRODUCTS

Showcase **Products** to potential customers.

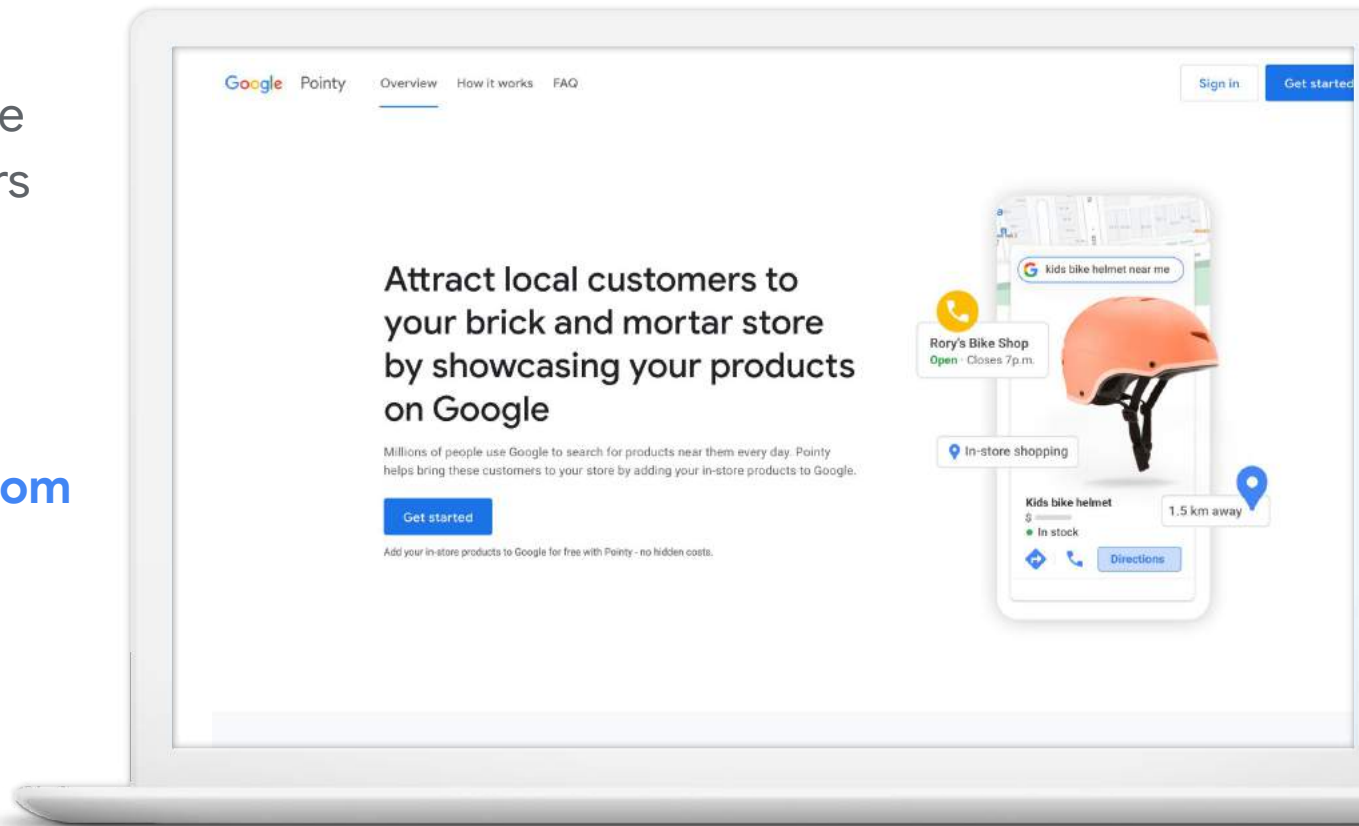
How it looks on Google:



PRO TIP FOR BRICK AND MORTAR STORES: POINTY

Pointy is a free Google tool that gives retailers an easy way to add in-store products to Google.

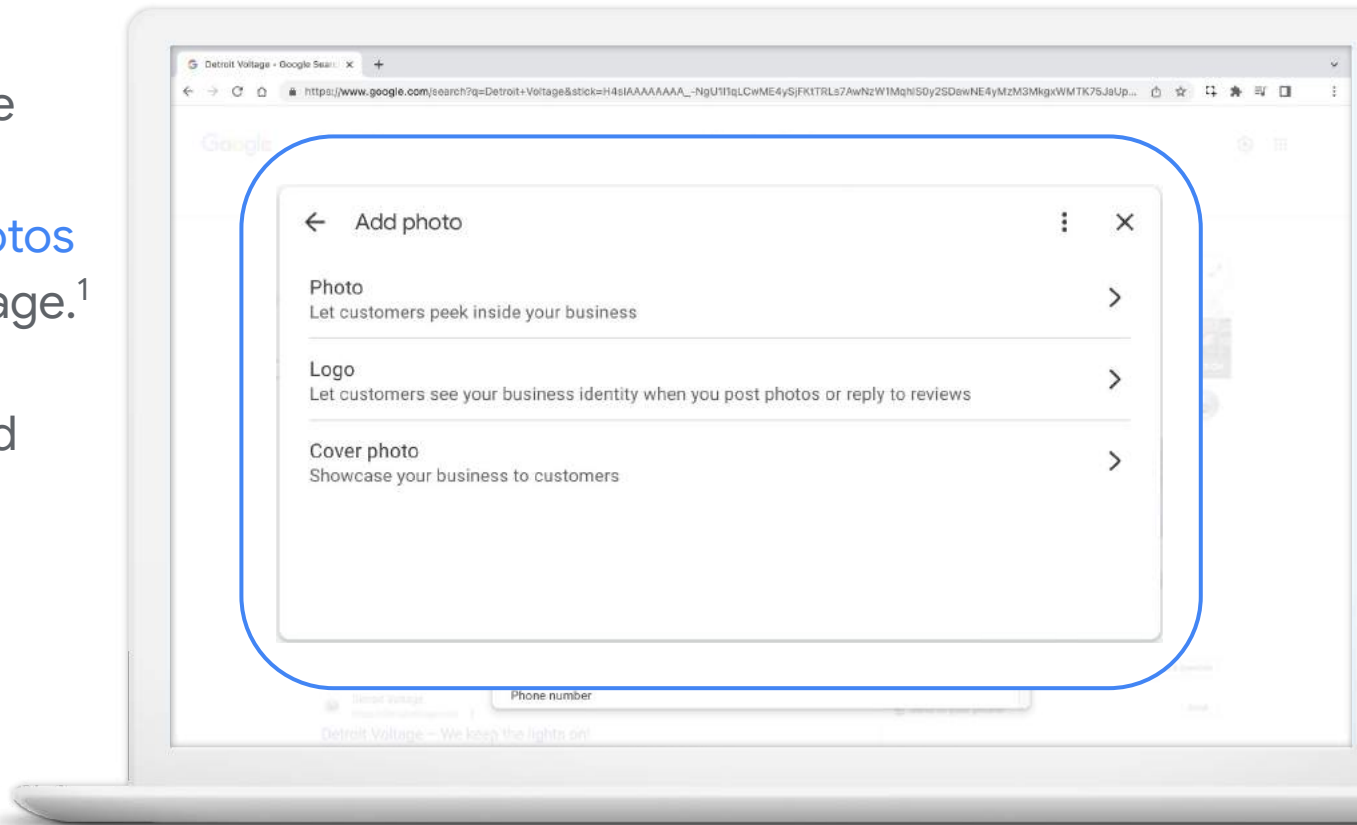
pointy.withgoogle.com



HOW TO ADD PHOTOS

90% of customers are more likely to visit a business that has **Photos** on a search results page.¹

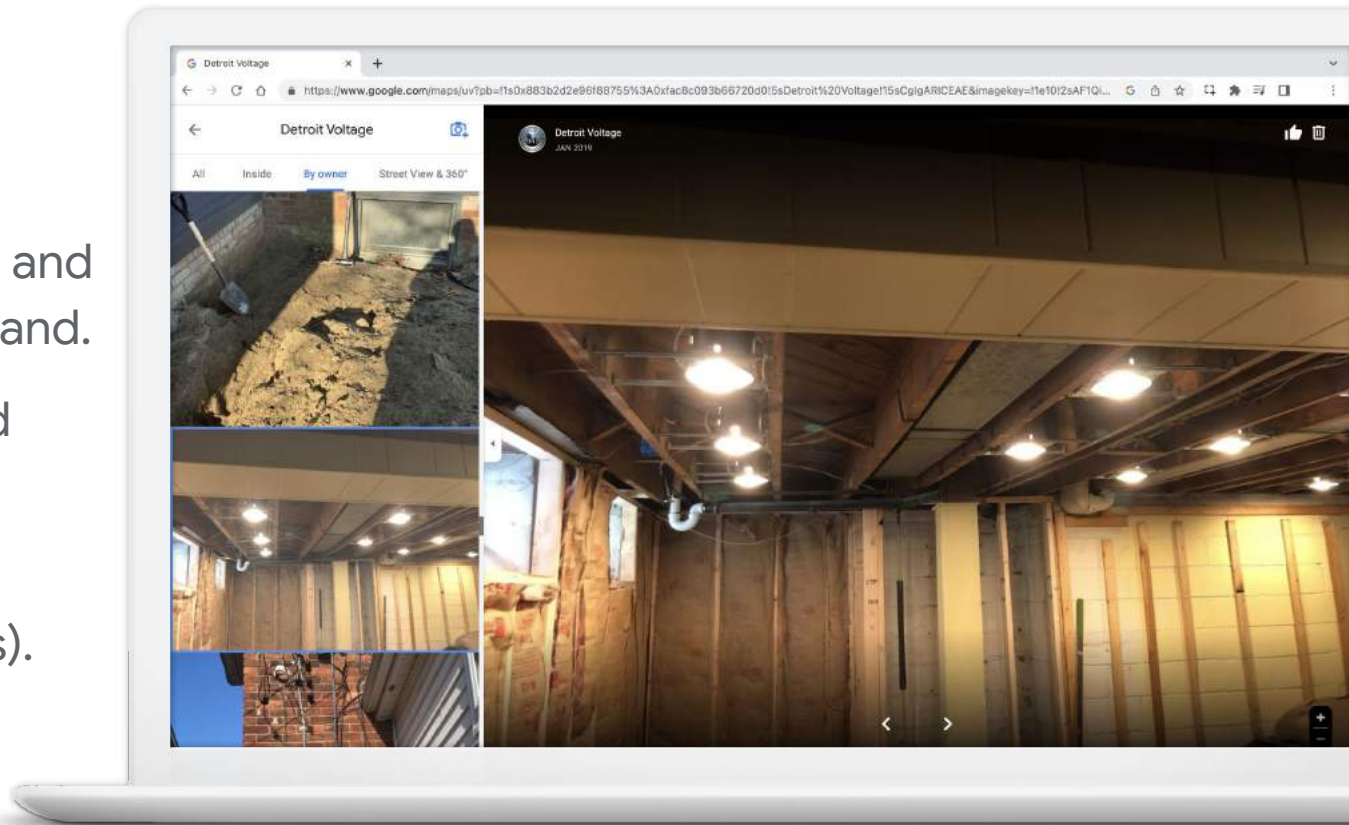
Add your logo to build brand awareness.



¹Ipsos research: Benefits of a complete listing 2017

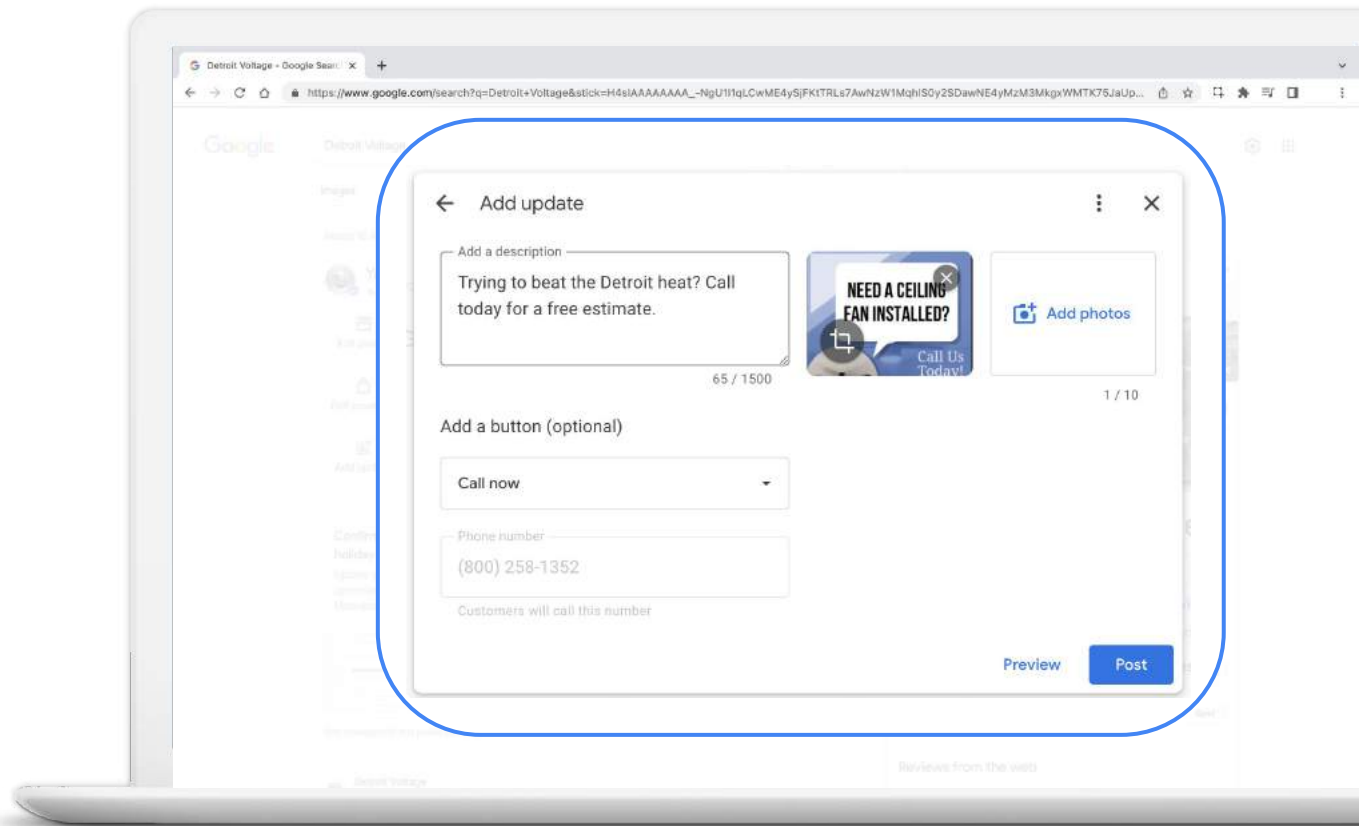
TIPS FOR GREAT PHOTOS

- Use focused, well-lit images.
- Highlight features and showcase your brand.
- Include a logo and cover photo.
- Add videos (up to 30 seconds).



CREATE POSTS TO SHARE TIMELY INFO

Click **Add update** to create a post.



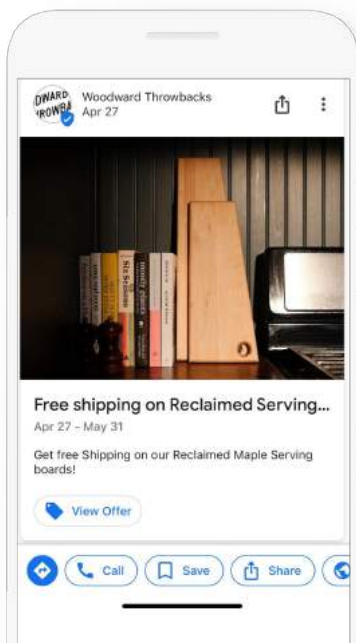
POST EXAMPLES



Update



Offer

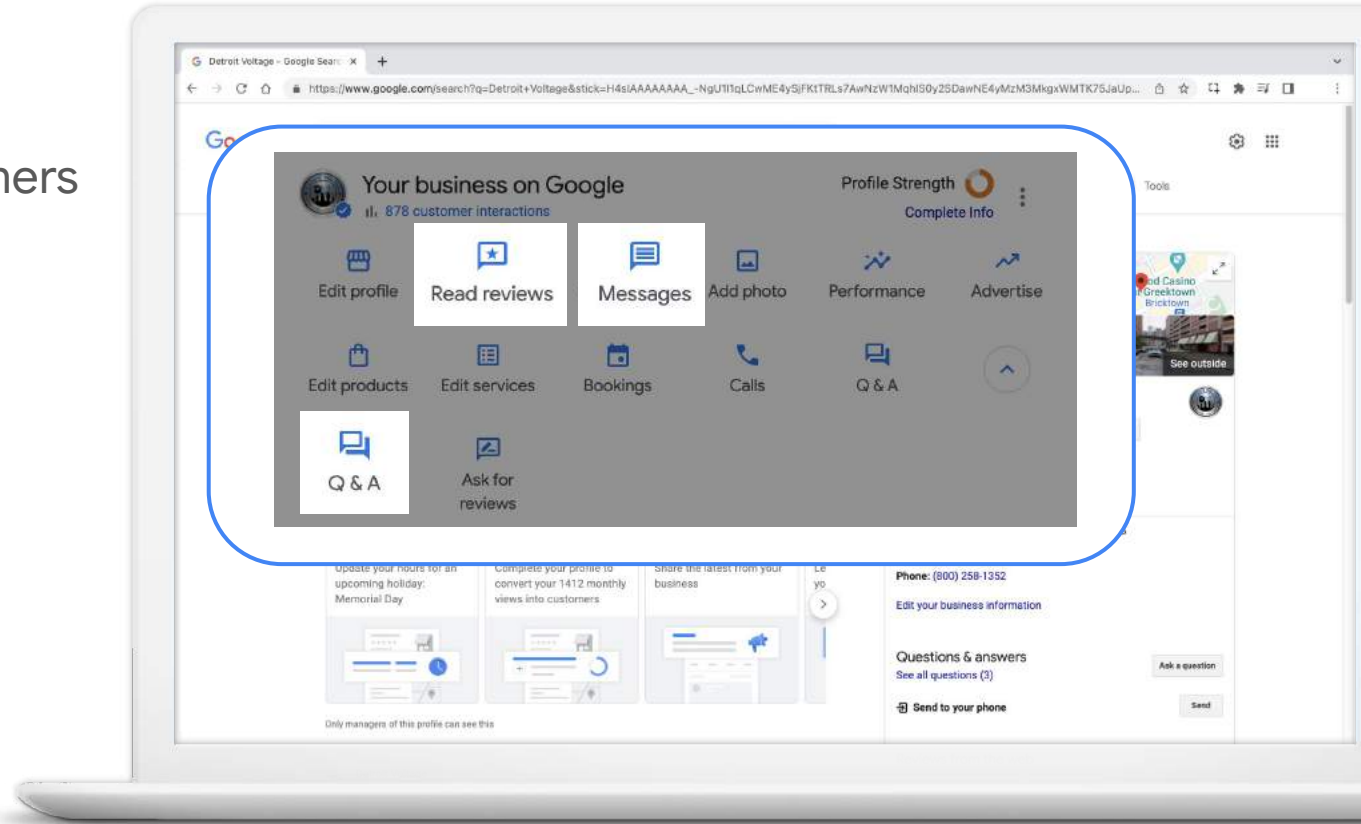


Event



HOW TO CONNECT WITH CUSTOMERS

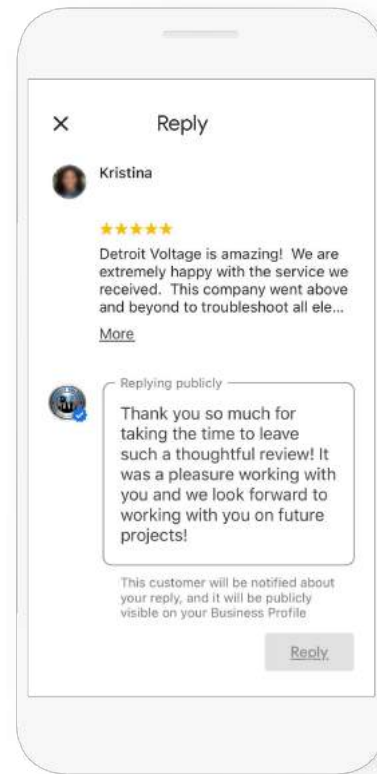
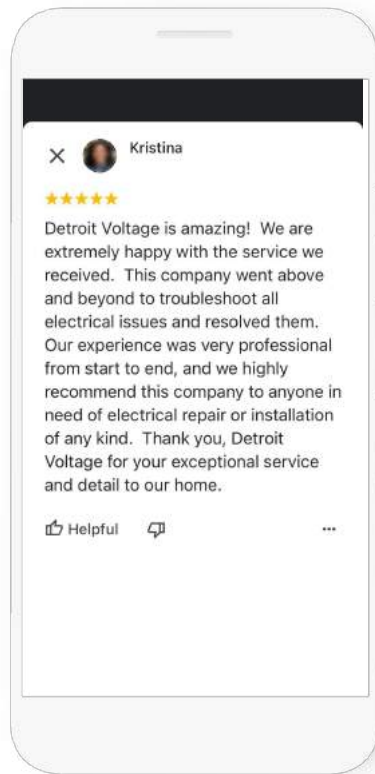
- Read reviews and respond to customers
- Read and respond to messages
- Answer questions



TIPS FOR MANAGING REVIEWS

Once your Business Profile is verified you can respond to customer [reviews](#).

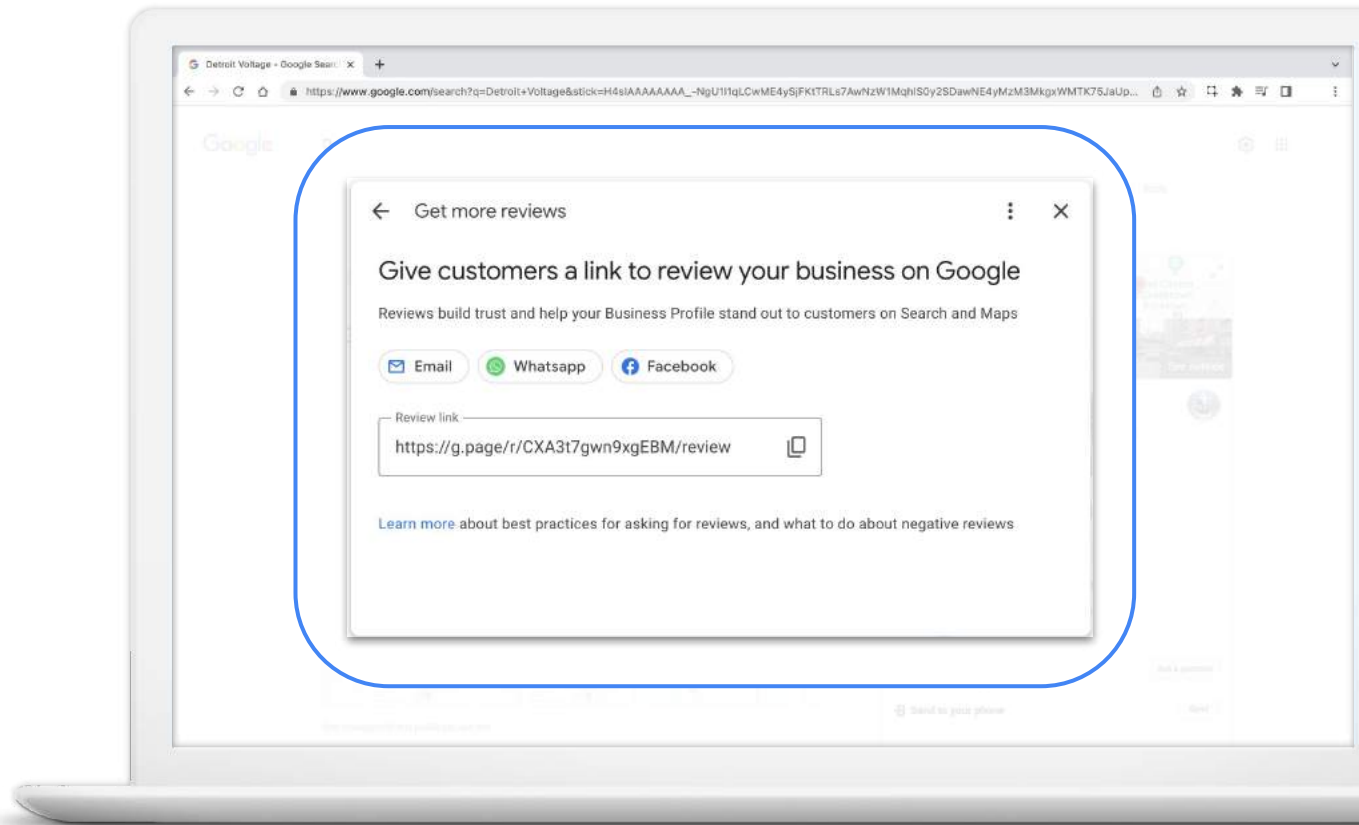
- Be professional and polite.
- Respond promptly.
- Don't use responses to advertise.
- Thank happy customers.
- Address issues constructively and resolve issues privately, if possible.



HOW TO ASK FOR REVIEWS

Click [Ask for reviews](#)

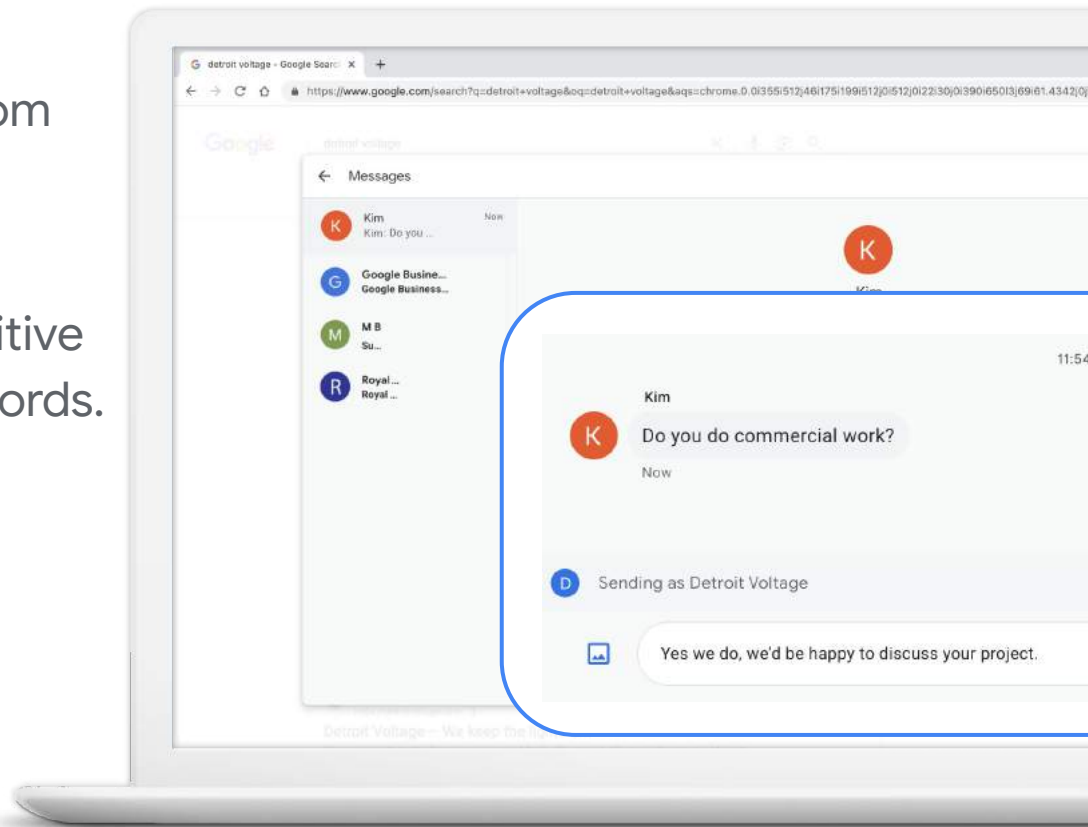
- Share via email
- Share via social
- Share via link



TIPS FOR RESPONDING TO MESSAGES

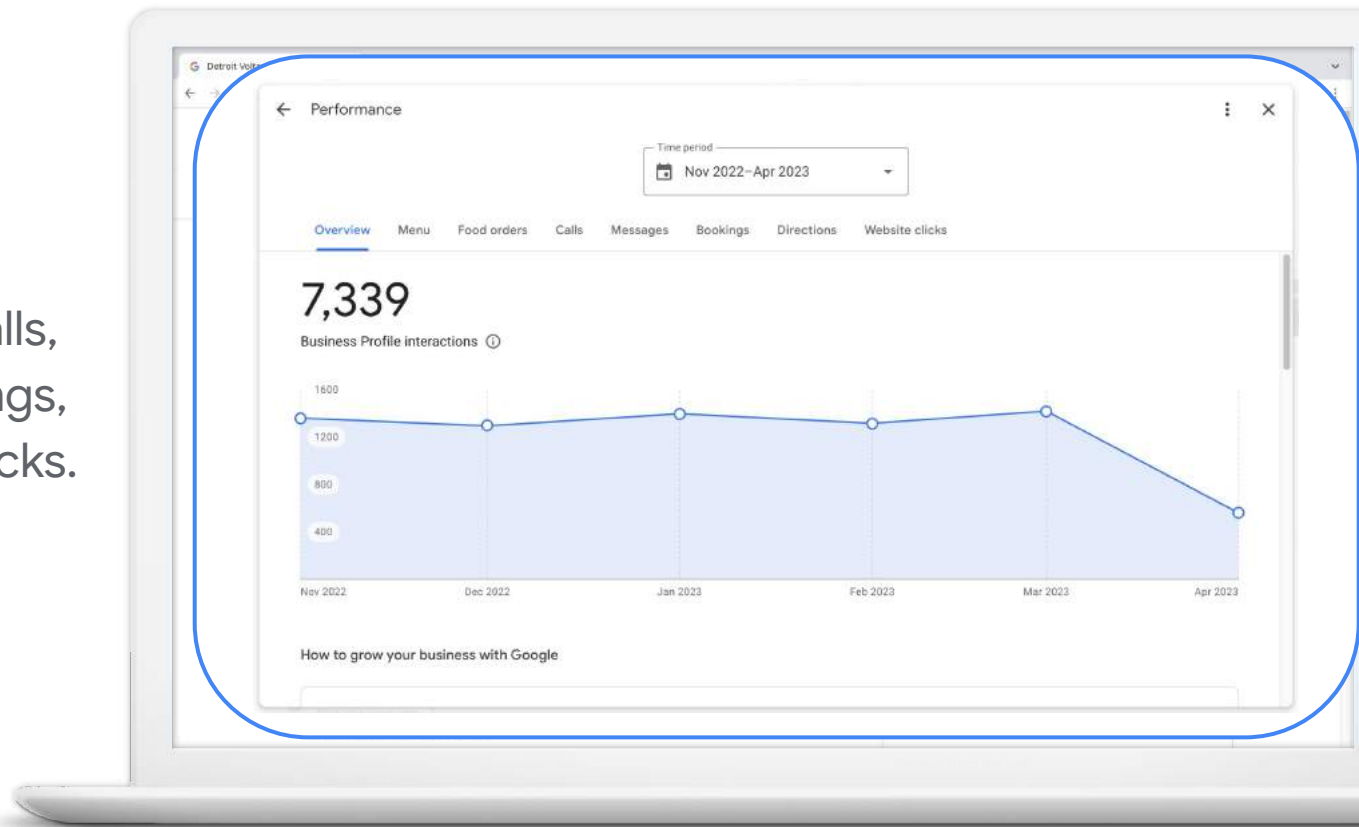
Customers can send [messages](#) from Google Search and Maps.

- Don't provide or request sensitive info like credit cards or passwords.
- Don't misrepresent or make misleading claims.
- Respond within 24 hours.



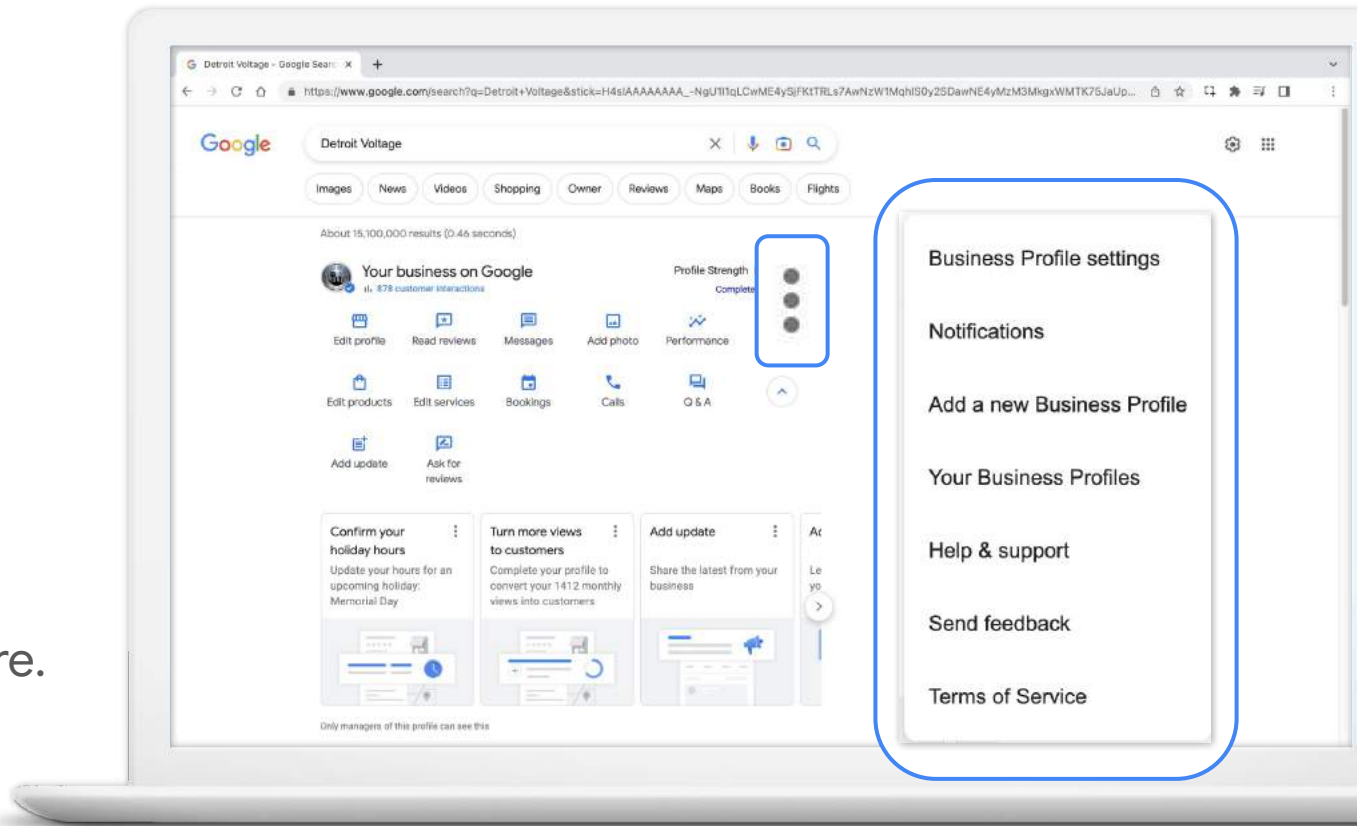
PERFORMANCE REPORTS SHOW INTERACTIONS

- See how people interact with your Business Profile.
- See reports for calls, messages, bookings, directions, and clicks.



CLICK THE THREE-DOT ICON TO ACCESS MORE FEATURES

- Add managers
- Set notification preferences
- Add a new Business Profile
- Access the Help Center, contact support, and more.



Next steps

- 1 Claim or complete your Business Profile.
- 2 Verify your profile through phone, text, email, video or postcard.
- 3 While waiting for verification, explore your Business Profile and update info.

ONCE YOUR BUSINESS PROFILE IS CREATED

1

Make a habit of reviewing and updating your business info.

2

Add business [info](#), [photos](#) and [videos](#), share [posts](#), and more.

3

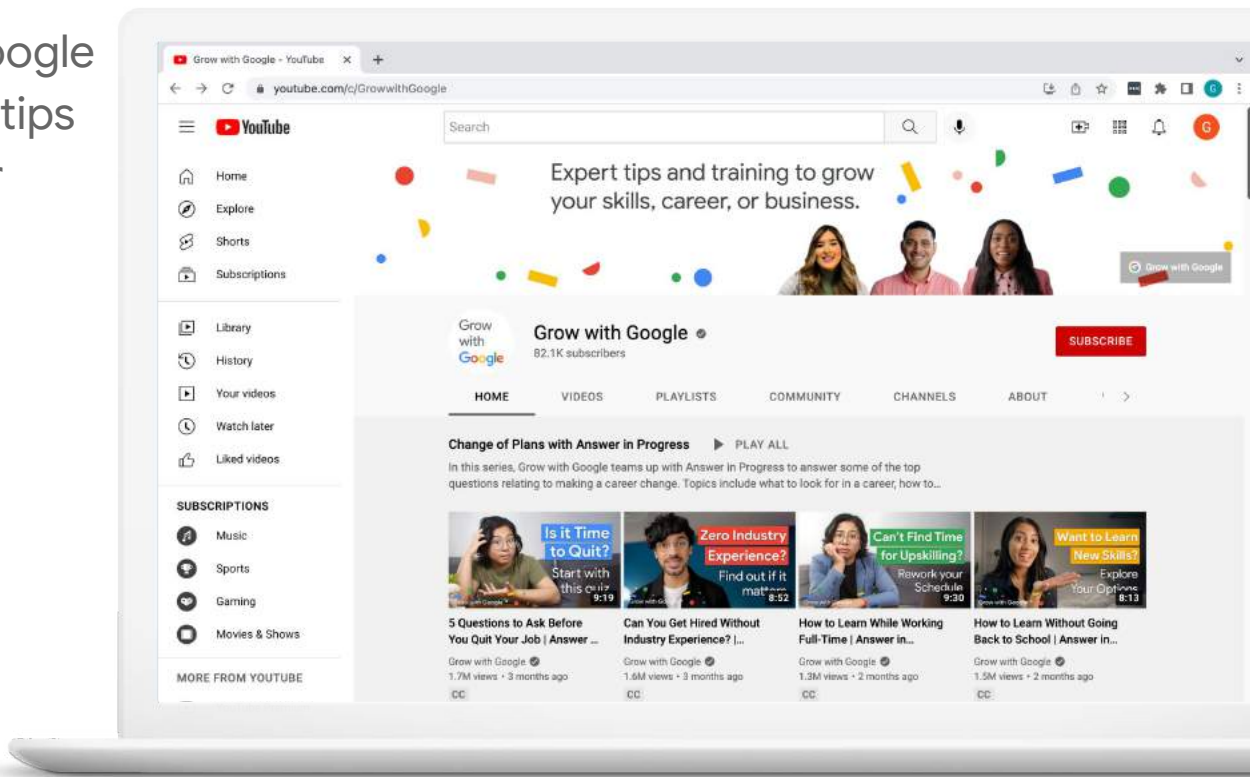
Explore [Performance](#) reports to learn how customers find you.

Resources



KEEP LEARNING ON YOUTUBE

Check out the Grow with Google YouTube Channel for expert tips to grow your skills, career, or business.



Quick Tip:

Subscribe on YouTube

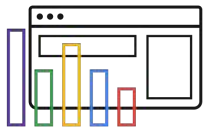
[YouTube.com/GrowWithGoogle](https://www.youtube.com/GrowWithGoogle)

GOOGLE CAREER CERTIFICATES

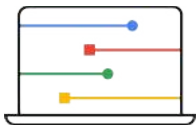
Get qualified for in-demand jobs in high growth fields



- Data Analytics
- Advanced Data Analytics
- Business Intelligence



- Digital Marketing & E-Commerce



- IT Support
- IT Automation with Python



- UX Design



- Project Management



- Cybersecurity

Get started at grow.google/certificates

FREE ONLINE TRAINING AND TOOLS AT GOOGLE.COM/GROW

For teachers and students

Bring digital tools into your classroom.

For local businesses

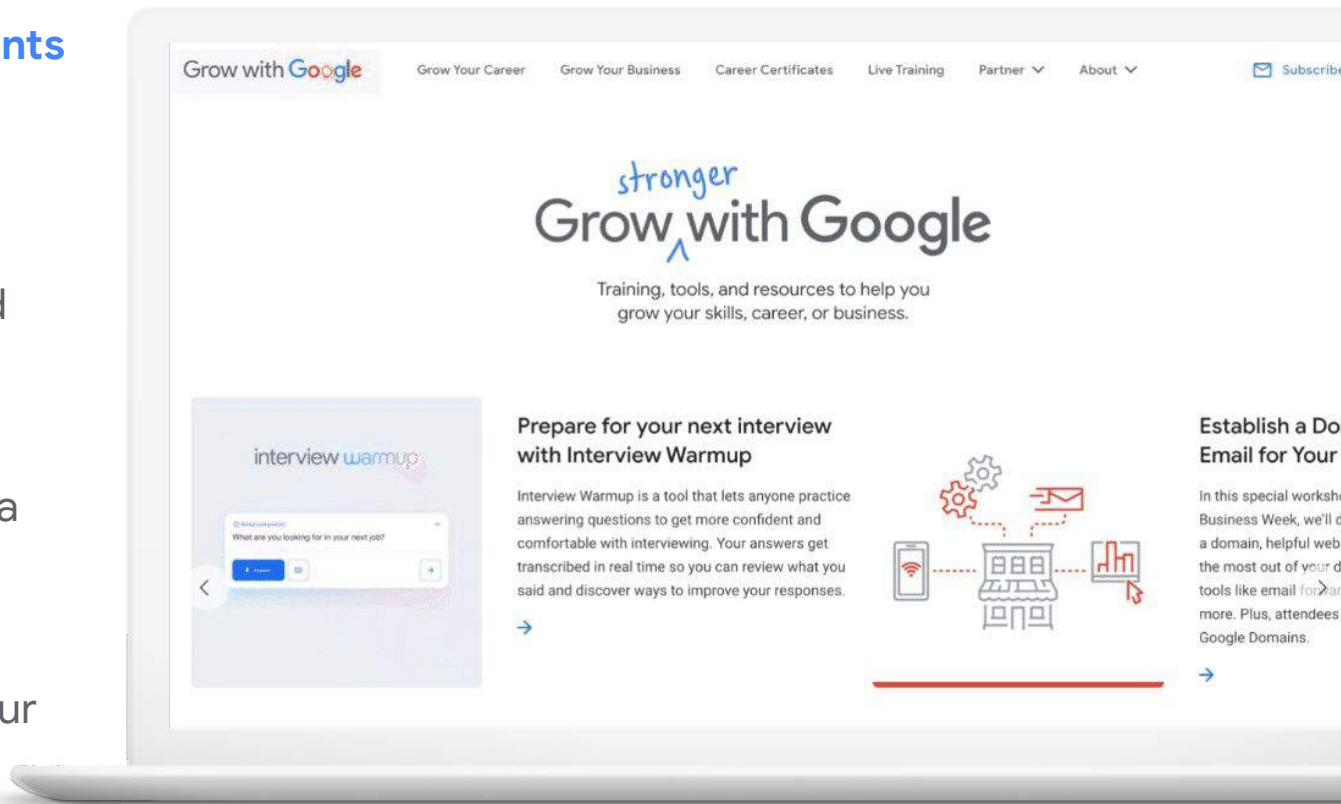
Help new customers find you online.

For job seekers

Boost your resume with a new certification.

For developers

Learn to code or take your skills to the next level.



The image shows a laptop displaying the 'Grow with Google' website. The website has a navigation bar with links for 'Grow Your Career', 'Grow Your Business', 'Career Certificates', 'Live Training', 'Partner', and 'About'. The main heading is 'stronger Grow with Google' with a blue arrow pointing up under 'stronger'. Below this is the tagline: 'Training, tools, and resources to help you grow your skills, career, or business.' There are three featured sections: 1. 'Interview Warmup' with a screenshot of the tool's interface showing a question: 'What are you looking for in your next job?'. 2. 'Prepare for your next interview with Interview Warmup' with a description: 'Interview Warmup is a tool that lets anyone practice answering questions to get more confident and comfortable with interviewing. Your answers get transcribed in real time so you can review what you said and discover ways to improve your responses.' 3. 'Establish a Domain Email for Your Business' with a description: 'In this special workshop for Business Week, we'll show you how to get a domain, helpful web tools, and more. Plus, attendees will receive a special discount on Google Domains.' The website also features a 'Subscribe' button in the top right corner and a red arrow pointing right at the bottom of the featured sections.



LUNCH AND LEARN

Grow with Google

live at noon till 1pm

- ✓ August 30 - Reach Customers Online with Google
- ✓ September 13 - Digital Skills for Everyday Tasks
- ✓ September 27 - Sell Online with E-Commerce Tools
- ✓ October 18 - Learn the Basics of Google Ads
- ✓ November 1 - Launch Your Business with Customer-Focused Marketing
- ✓ November 15 - Cybersecurity and Your Small Business
- ✓ November 29 - Connect with Customers & Manage Your Business Remotely
- ✓ December 13 - Use YouTube to Grow Your Business



Teresa Heger

Pre-Registration is required

<https://events.withgoogle.com/digital-coach-teresa-mi/>



Scan to register

For more information, please contact

Teresa Heger

teresah@growwithg.co

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Thank You



#GrowWithGoogle

