

5 STEPS TO OPTIMIZE YOUR "GOOGLE MY BUSINESS" LISTING

1. Verify all your business information is consistent everywhere

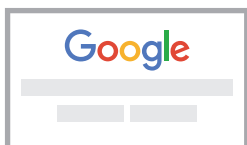
(website, facebook page, etc.)



Note: Your Google My Business listing is meant to compliment your already existing website/and or facebook page.

2. Set up Google My Business listing

OR Claim/verify current listing by visiting
www.google.com/intl/en_ca/business (QR code)



For the most success:

- Fill out all information completely and accurately
- the more information the better (keywords, holiday hours, etc.)
- Make sure to choose relevant, special business category
- Use a local phone number



3. Go through verification process

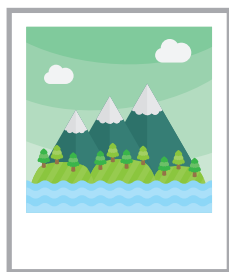
The most effective way to verify your listing is by mail. In less than a week you will receive a postcard that you verify with the enclosed code and your business will officially be live.

4. Upload high-quality images

According to Google, businesses with photos on their listings receive 42 percent more requests for driving directions on Google Maps and 35 percent more click-throughs to their websites than businesses that without photos.

For the most success:

- Your profile photo should be encompassing of the business and it's services, not just the logo
- Make sure that additional photos include the logo



5. Encourage Reviews and keep your Google My Business listing up-do-date

For the most success:

- Put together some sort of incentive for customers to review your services
- Log into Google My Business to check out your page insights/analytical information and business reviews.
- post recent promotions or a call-to-action



What is Google My Business?

Google My Business (GMB) is the online equivalent of the Yellow Pages; a directory that will list your business's contact details.

DID YOU KNOW?

- Google is between **70% - 90%** of the total global search engine market share.
- **5 BILLION** searches happen on Google daily; and over 1/3 have "local" intent.
- **50%** of all the mobile consumers who search for a local business in a day visit as well. And **18%** of them make a purchase.

5 REASONS TO OPTIMIZE YOUR "GOOGLE MY BUSINESS" LISTING:

1. FREE

It's completely free! So optimizing your listing makes good business sense.

2. DATA

"Insights" offers analytical data about how a business was found, where it was shown, and what information the end-user is seeing. It will also show you the visitors, clicks, & reach.

3. ACCURACY

Businesses that verify their information with GMB are twice as likely to be considered reputable by consumers.

4. VISIBILITY

Google prioritizes GMB profiles in search results (if relevant). And many third-party sites rely on Google for their information, so completing your business profile will increase your chances of getting featured.

5. CONVENIENCE

If your business takes appointments, you'll be able to accept bookings online.