

## 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](http://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.

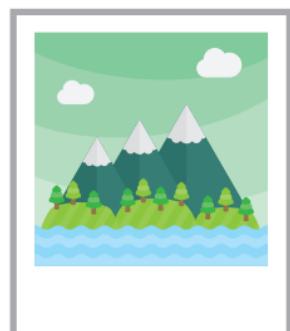


### 4. Upload high-quality images

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 its services, not just the logo
- Make sure that additional photos include the logo



### 5. Encourage Reviews and keep your Google My Business listing up-to-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.