

WELCOME

GOOGLE MY BUSINESS AND OTHER GOOGLE TOOLS FOR YOUR BUSINESS

Thursday, November 5, 2020

JENNY VINCENT, Account Manager

Google Canada

- Jenny is an account manager at Google, solely dedicated to the tourism vertical
- Jenny joined Google team two and a half years ago and has been focused on working with destination teams to inspire travellers around the world to visit Canada
- Day-to-day contact for tourism partners, including Tourism Nova Scotia, spanning across video, display, and search strategies
- Has a reputation as a brand builder and ecommerce expert, working on some of Canada's most recognizable brands

DONNA CHANG, Tourism Lead, Google Canada

- 15-year digital career at Rocket Fuel, Olive Media, Yahoo!, CTV and Sportsnet
- Donna began her Google career focused on helping customers with performance marketing across Google's display products, before becoming Google Canada's Tourism Lead in 2018
- Donna works with key partners to help generate economic growth for tourism-related businesses across Canada through data-driven digital and strategic marketing solutions

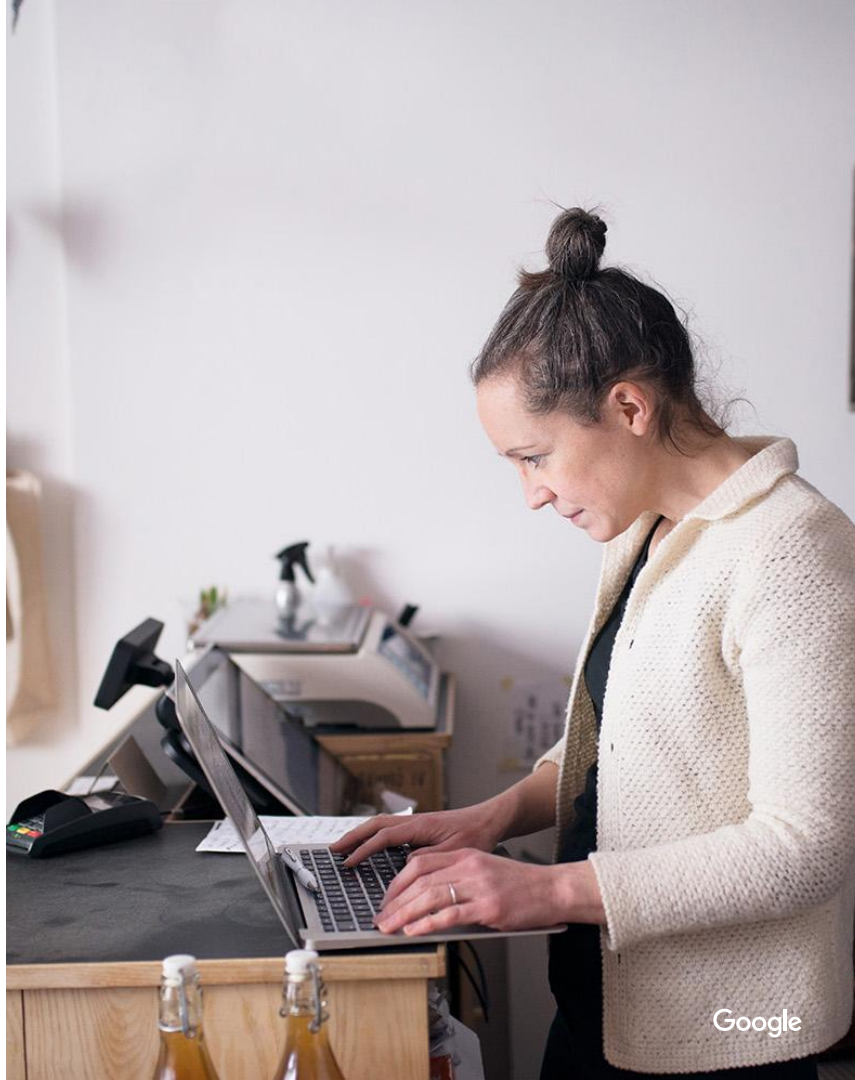


Google My Business and Google Tools for Your Business



Agenda

- 1 Google My Business
- 2 Mobile Site Speed
- 3 Google Analytics
- 4 Google Ads
- 5 Google Guide for SMBs



How Google My Business can help attract customers



Agenda

- ❖ Why use Google My Business?
- ❖ How to get started with Google My Business
- ❖ Features to help you stand out
- ❖ Features that make it easy for people to do business with you
- ❖ Features to keep customers coming back
- ❖ The Google My Business app

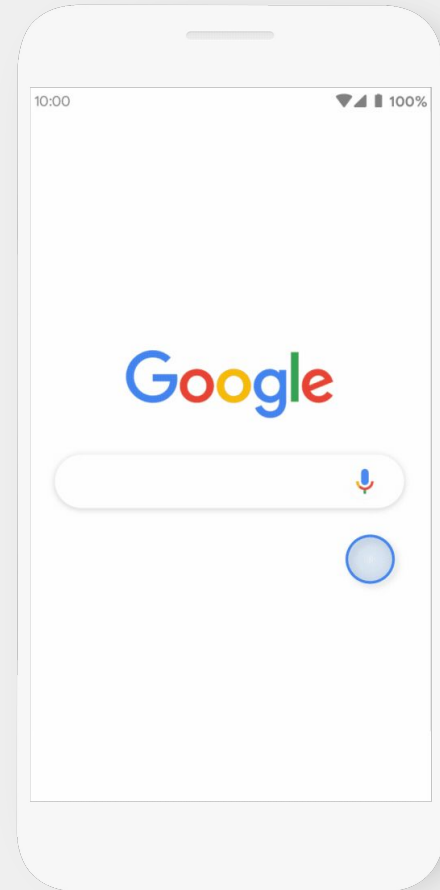


Why use Google My Business?

Manage your presence on Search and Maps – for free

Google My Business lets you engage with customers in the moments that matter with a Business Profile that shows who you are, what you do, and what you have to offer.

It helps you stand out, attract, and connect with new customers, and keep them coming back.



Why use Google My Business?

Stand out

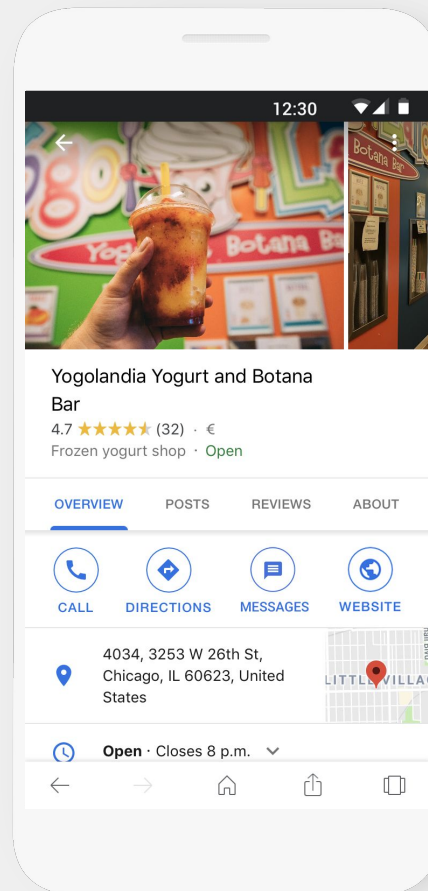
- Be in control of how customers see your business
- Show what's unique about you

Make it easy for people to do business with you

- People can reach out to you easily and in the moment
- Respond directly to messages, reviews, bookings, and reservations

Keep customers coming back

- Share your latest offers, events, photos, and more to keep customers coming back
- Showcase great reviews and conversations with customers





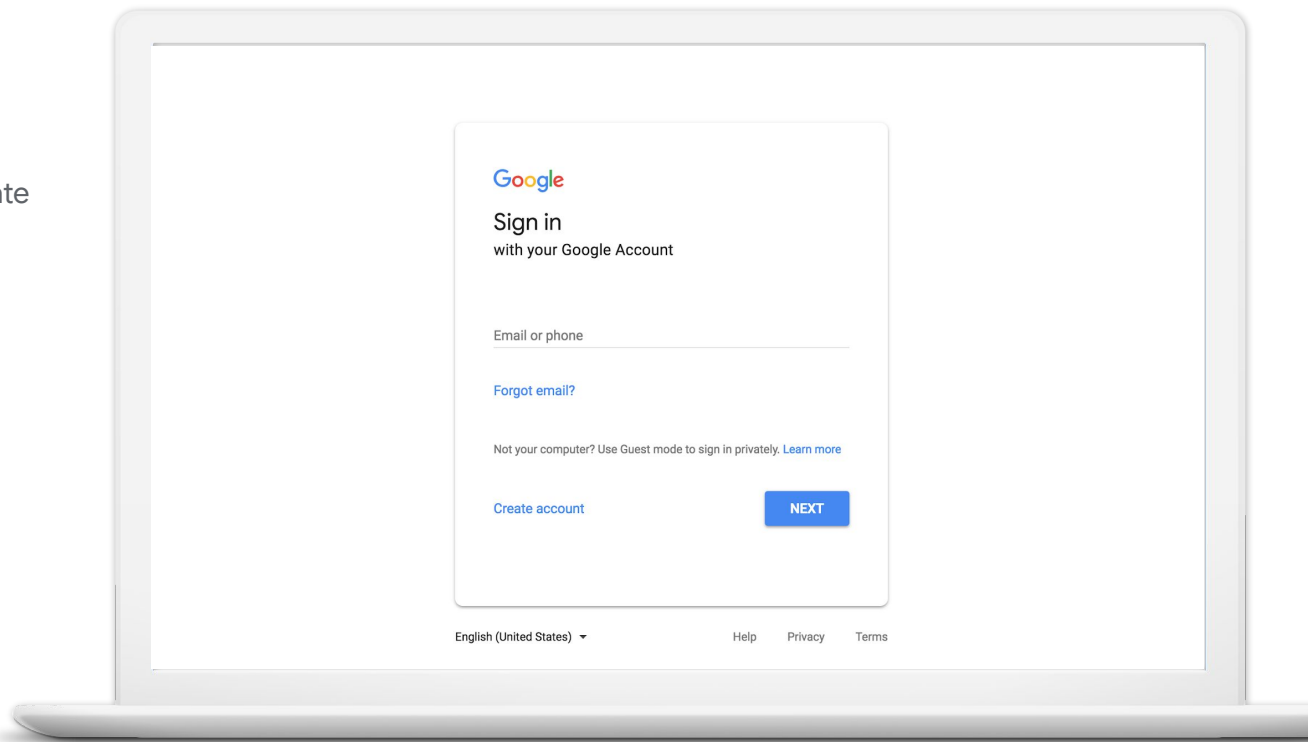
How to get started on Google My Business

Create a Business Profile with Google My Business

Sign into the Google Account you use for your business.

Don't have a [Google account](#)? Click Create account to get started.

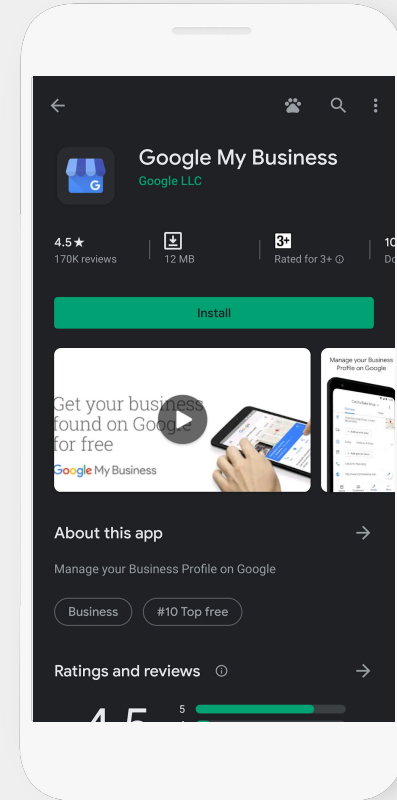
accounts.google.com/signup



Download Google My Business

Go to your Google Play or App Store, search for [Google My Business](#)

Install the application



Create your business profile with the app

Screenshot 1: What's the name of your business?

Business name

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

Screenshot 2: Do you want to add a location customers can visit, like a shop or office?

This location will show up on Google Maps and Search when customers are looking for your business

☒ Yes

☐ No

Screenshot 3: Do you also serve customers outside this location?

For example, if you visit or deliver to your customers, you can let them know where you are willing to go

☐ Yes, I also serve them outside my location

☐ No, I don't

Screenshot 4: What's the address?

Malaysia

Street address

Village/Township

Postcode

Town/City

Verify your Business

Simply **claim** and **verify** your business to start reaping the benefits of a **Business Profile**.

Verification helps ensure the accuracy of your **business information** across Google and verified businesses are 5 times more likely to get business from Google.

Plus, complete profiles are **twice as likely** to be considered reputable by customers.

[Get started](#)

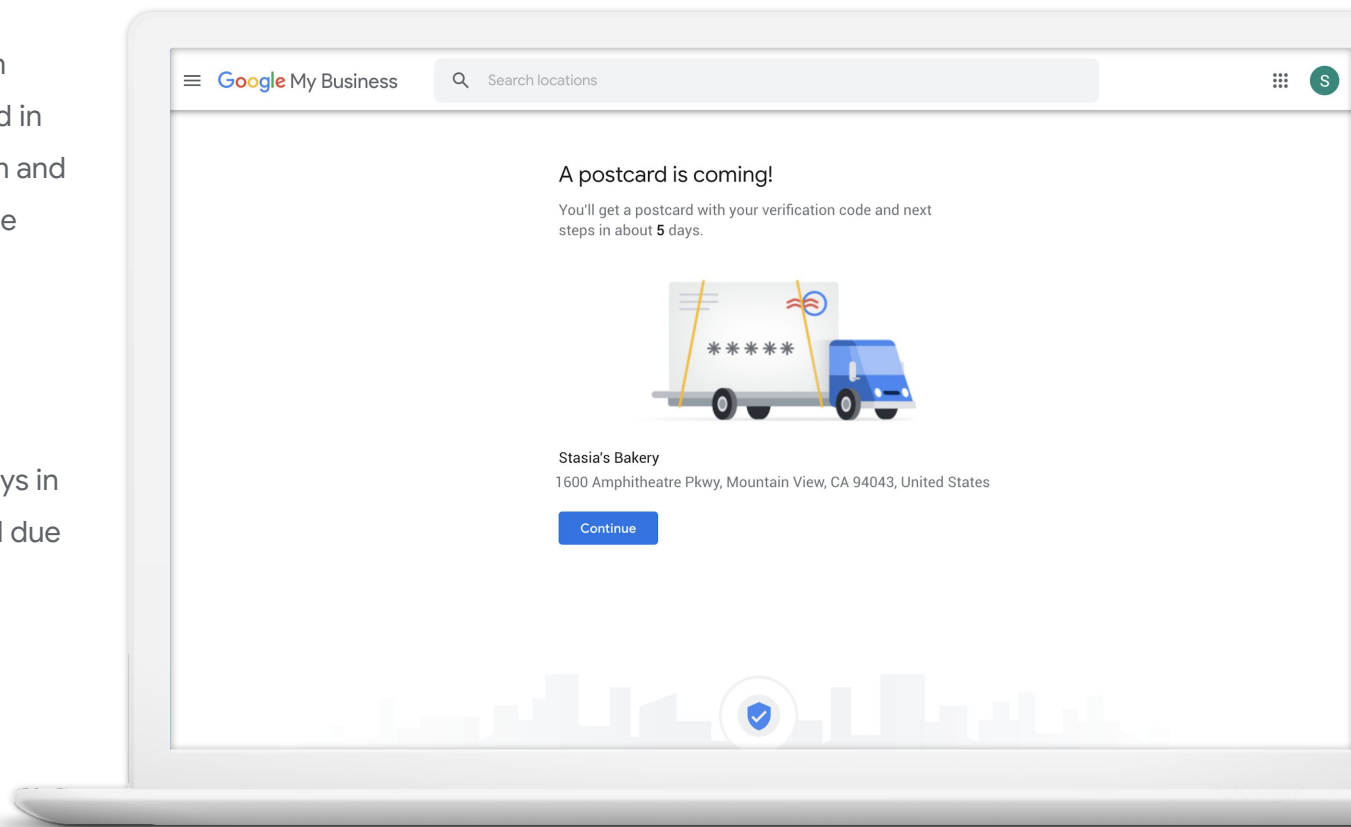


Your verification is on the way

Most postcards or other verification methods arrive or can be completed in about 5 days. When it arrives, sign in and click the [Verify now](#) button. Enter the verification code.

Click [Submit](#).

*Note that businesses may see delays in getting new verifications processed due to COVID-19 situation.



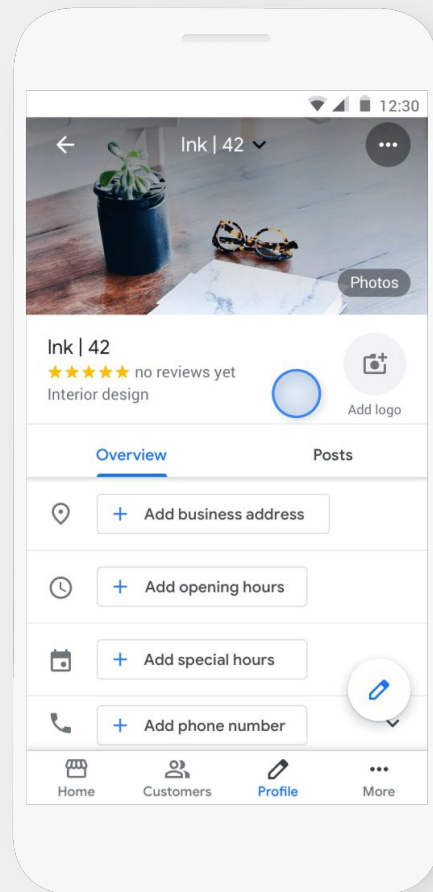


Features to help you stand out

Business Information

By displaying your **business address** or **service area**, **hours**, **contact info**, and **description**, you help customers find you, get in touch, and see what makes you different from the rest.

*If your business is affected by COVID-19, update your Google My Business profile to provide the most accurate information to your customers. Follow [GMB Guidance for Businesses affected by COVID-19](#) and stay up-to-date with [GMB Feature Announcements](#).



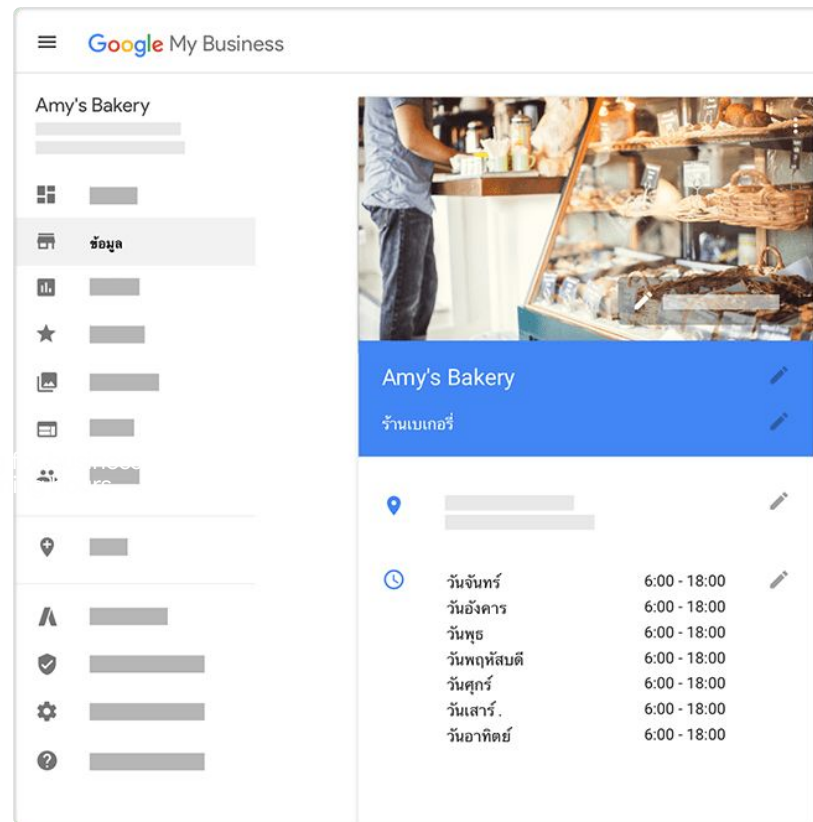
#1 Update your opening hours

People are looking for business opening hours in Google Maps.

Don't leave your customers in front of a closed door - update your store's opening hours if they are changing.

Click below for more info on how to update opening hours:

[Help center article](#) & [YouTube video](#) (& [video on bulk changes](#))

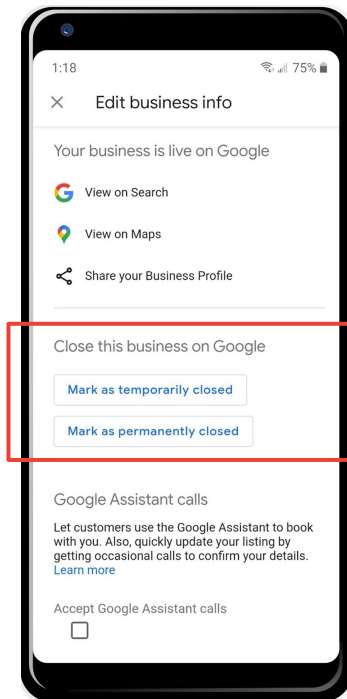


#2 Communicate temporary closures

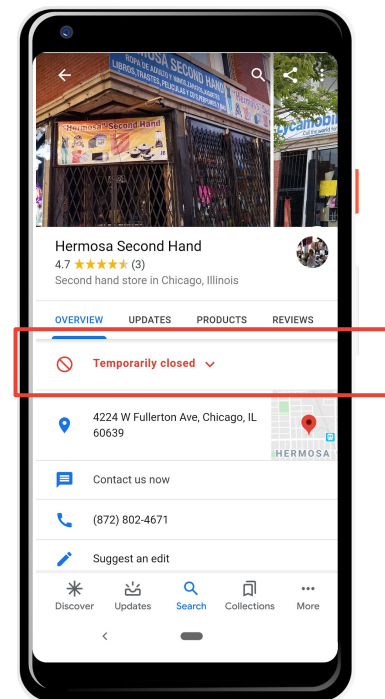
You can now mark your business “Temporarily closed” on Google.

Google also relies on authoritative data sources, where available, to mark certain types of places as "Temporarily Closed" on Google Search and Google Maps.

[Click here for more information](#)



GMB Business
Information Editor



Local Search

#3 Keep your business info updated

Add or edit attributes on Google My Business to provide the most accurate information to your customers. The updates will show on your Business Profile on Google Search and Maps.

[Click here to learn how to edit your attributes](#)

Tip: Add in [health and safety attributes](#) (Available for food, retail and service)

Health & safety

+ Appointment required

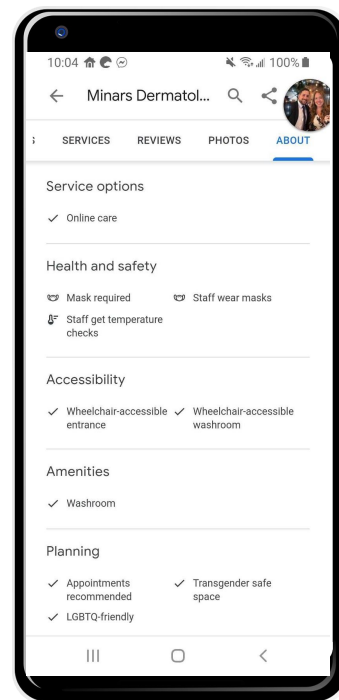
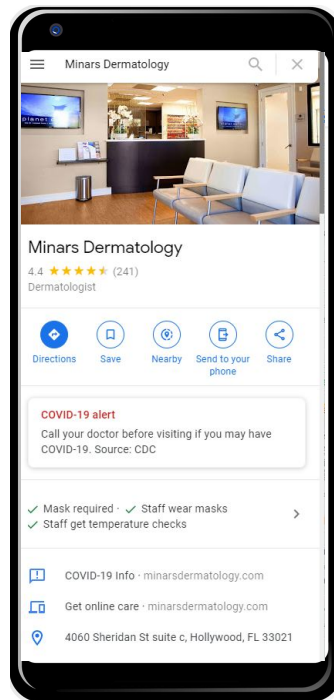
+ Mask required

+ Staff get temperature checks

+ Staff required to disinfect surfaces between visits

+ Staff wear masks

+ Temperature check required

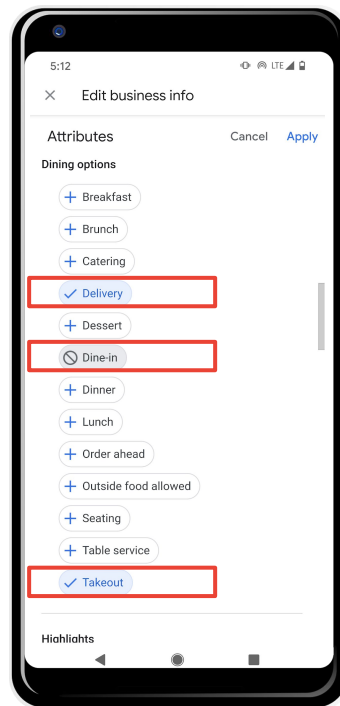


#3 Keep your business info updated

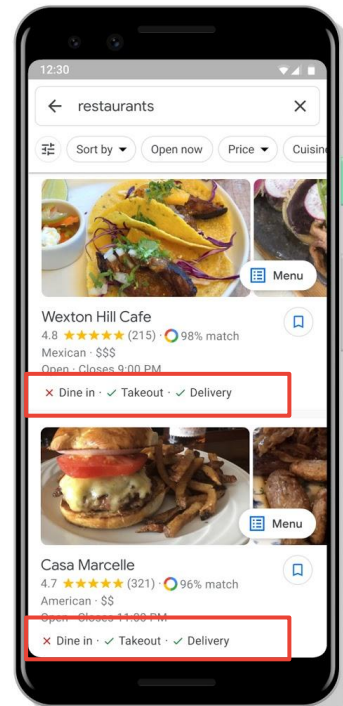
Add or edit the "Dine-in," "Takeout," and "Delivery" attributes on Google My Business.

Provide the most accurate information to your customers. The updates will show on your Business Profile on Google Search and Maps.

[Restaurants]



GMB Business
Information Editor



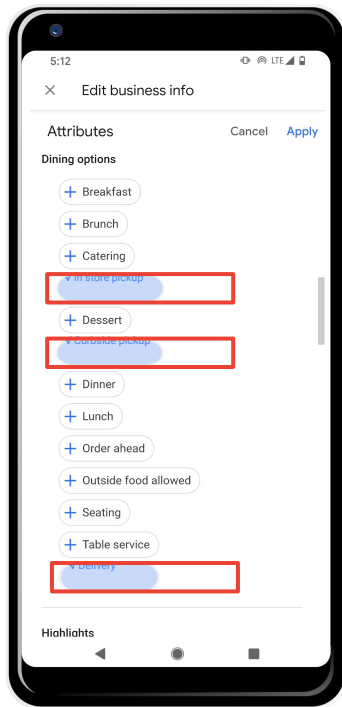
Local Search

#3 Keep your business info updated

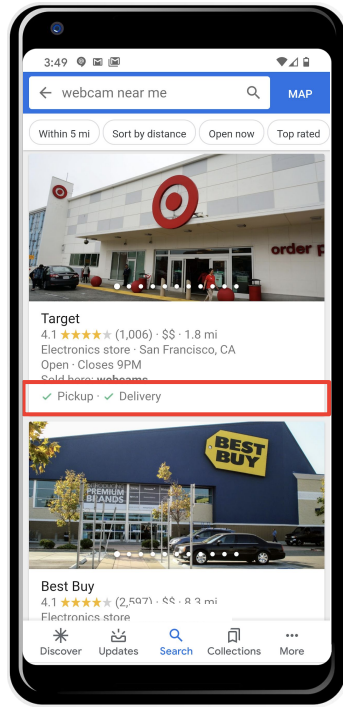
Add or edit the "In-store pickup," "Curbside pickup" and "Delivery" attributes on Google My Business

Provide the most accurate information to your customers. The updates will show on your Business Profile on Google Search and Maps.

[Shopping]



GMB Business
Information Editor



Local Search

#4 Create a (COVID-19) Post

Share more detailed and timely updates about what's going on with your business through Posts.

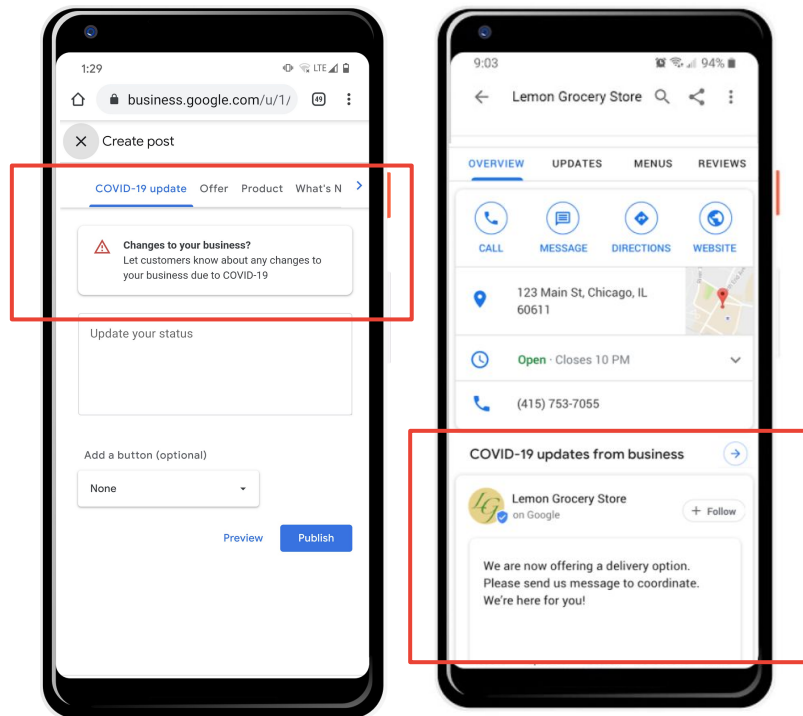
For example:

- Add information about closures or reduced hours
- Suggest the purchase of gift cards to support your business
- Inform your customers about increased hygienical standards
- Communicate takeaway food options

You can continue to use Posts to directly communicate with your customers on a regular basis as your business changes.

[Click here to learn how to create a post.](#)

Tip: To make sure COVID-19 content is more noticeable to your customers, use the new COVID-19 post type on Google My Business.



GMB Create a Post

Local Search

#5 Stay caught up on GMB

For the latest updates and GMB features in your area, check the **COVID-19 dashboard card** on your account page.

From here, you can learn more about the features we've just covered.

Stay connected during COVID-19

Let customers know about changes to your business due to COVID-19



Update business hours

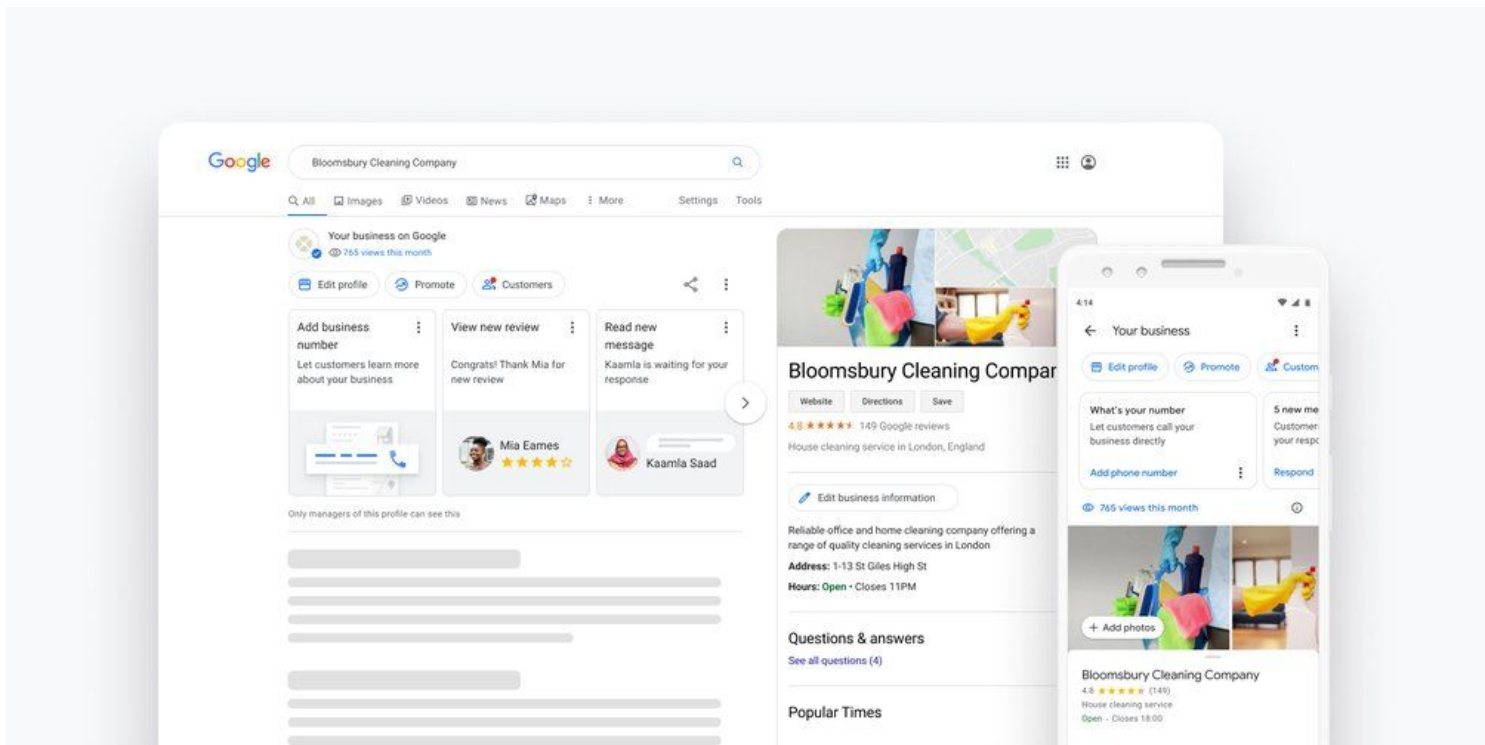


Post a COVID-19 update

[Learn more](#)

Dashboard Card

New! Update your Business Profile on Google Maps and Search

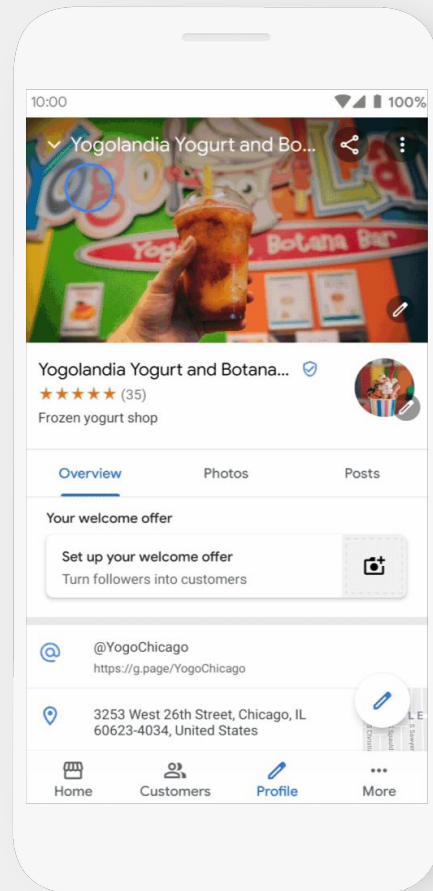


Photos

People are more likely to visit you if you have photos of your business on Google Search and Maps

Bring your business to life, and turn snaps into sales with photos of your products and services.

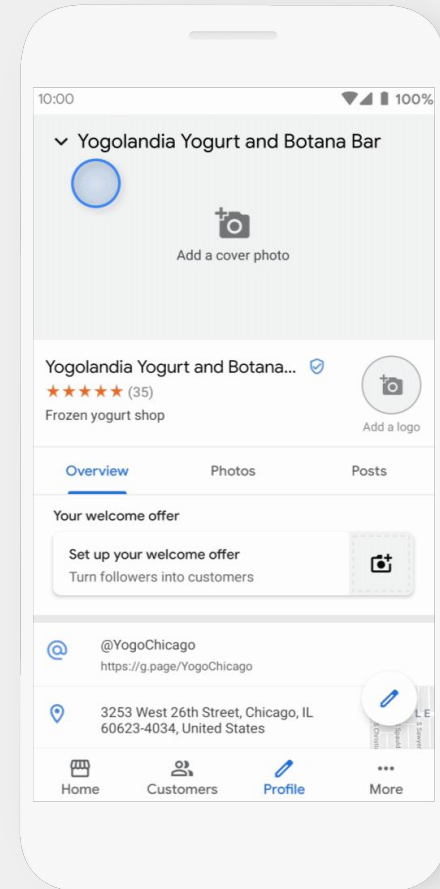
[Click here for photo guidelines.](#)



Logo and Cover Photo

Stand out from the rest and create a consistent online presence. **Bring your brand identity to your Business Profile** with your logo and cover photo – whether it's your best-selling product or your storefront.

Businesses with photos have more requests for directions.

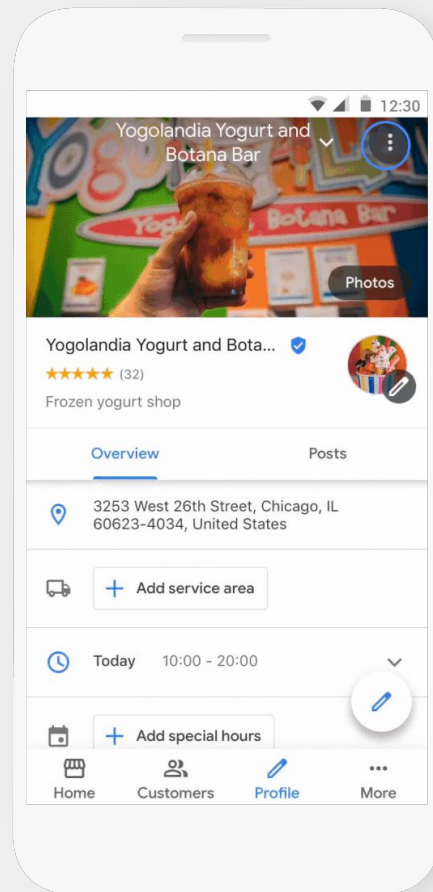


Website

Customers are more likely to buy from a businesses that have a website.

A free, optional website is automatically created from your Business Profile.

Customize it to **showcase what makes you unique**, and give customers all the information they need about your business.

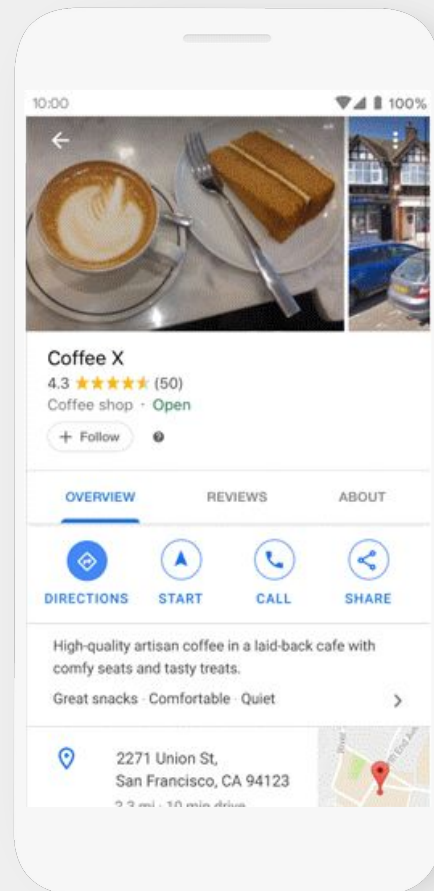


Attributes

Customers are more likely to consider purchasing from businesses with a more detailed profile.

Let customers know more about your business, like whether you offer Wi-Fi or outdoor seating, and who's behind the business. **The more details customers have, the more connected they feel.**

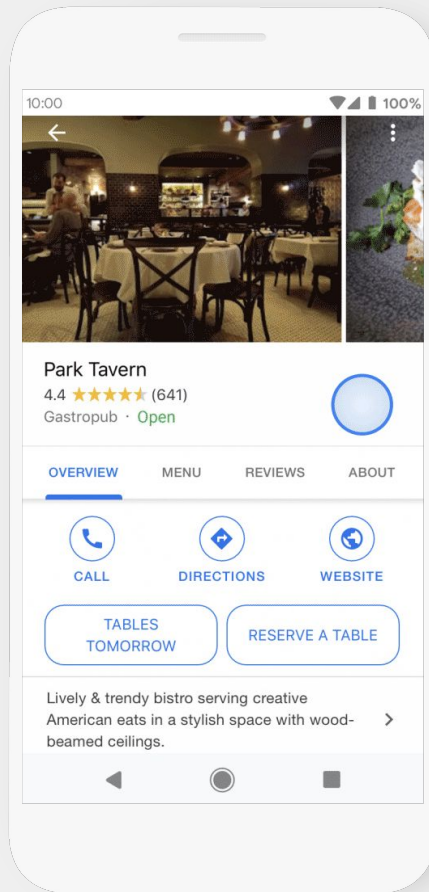
[Click here to learn how to edit your attributes](#)



Category-specific Features

Categories are used to **describe your business to customers searching for what you have to offer.**

For example, if you're a restaurant owner, you can add menu items directly to your profile.

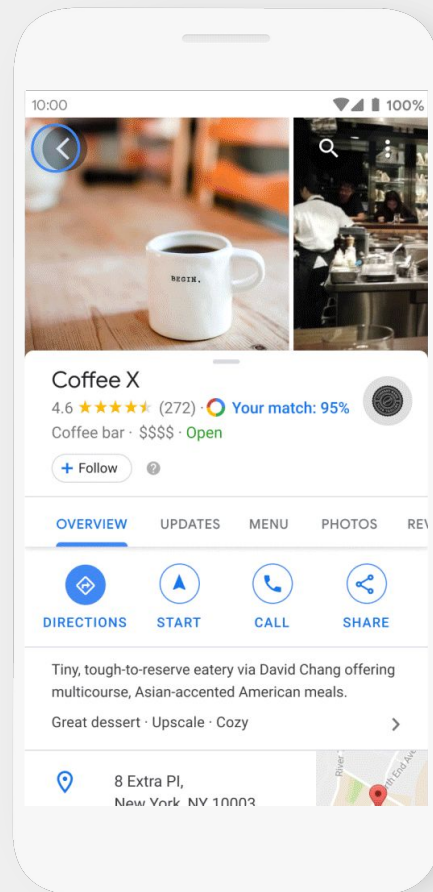


Posts, Product Catalog, and Custom Sections

Posts: Share what's in store with Events, get people talking about your Offers, and let them know your latest news with Updates. [Click here for best practices.](#)

Product Catalog: Showcase your products on Search and Maps, so people searching locally can see what you have to offer.

Custom Sections: Your Business Profile is automatically customized to highlight your offers, products, photos, and events, in the order of your choosing.



What types of Posts can you use?



What's New



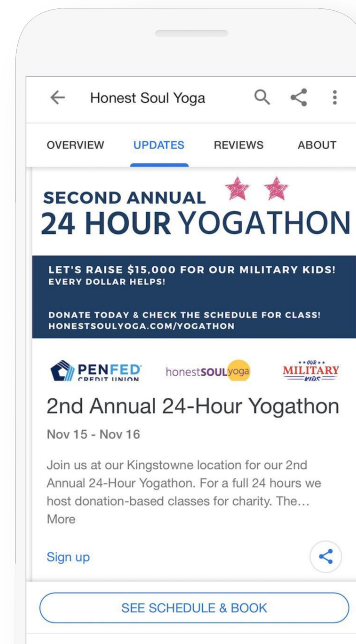
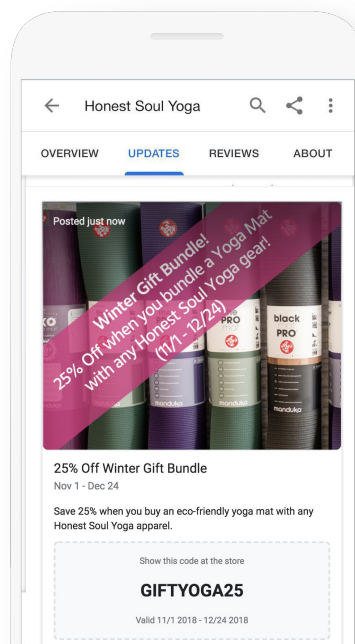
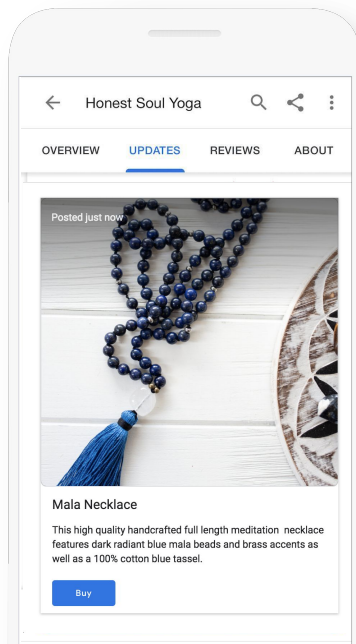
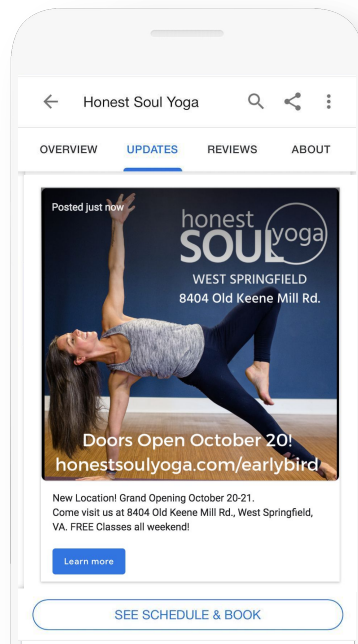
Product



Offer



Event

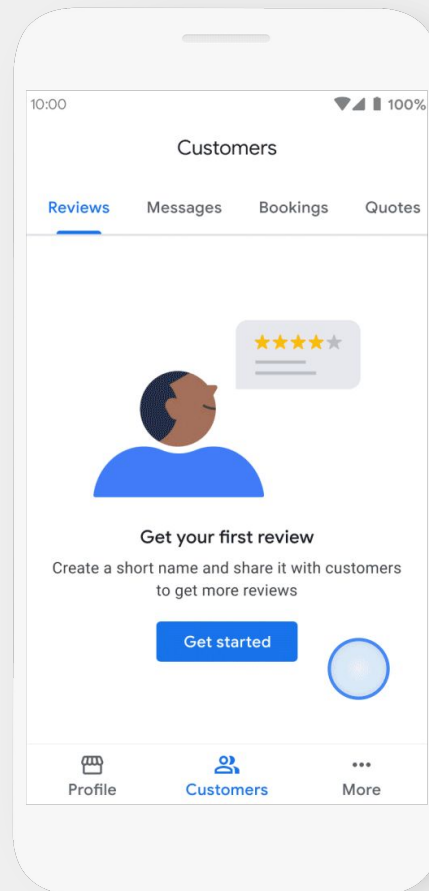


Short Name

Use a short name to make **it easier for people to find and share your profile.**

Customers enter the short name URL in the browser's address bar – for example “g.page/shortname” – to go directly to your Business Profile.

*Note that businesses may see delays in claiming a short name due to the COVID-19 situation.

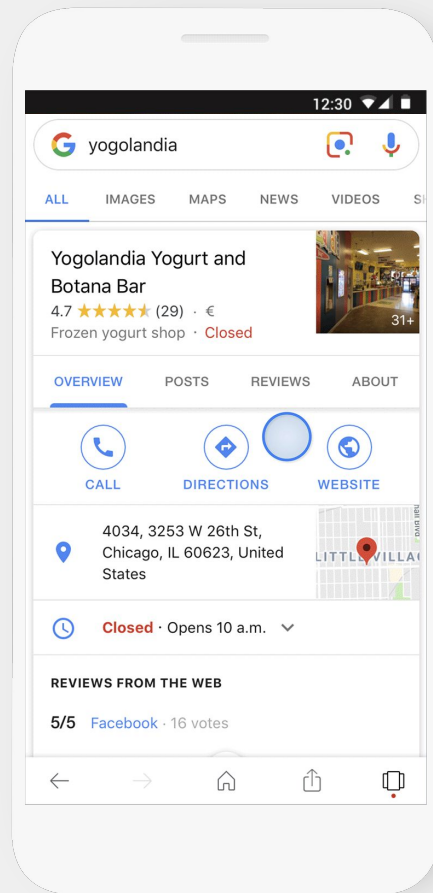


Features that make it easy for
people to do business with you

Phone Calls

People are more likely to interact with you when your phone number is on Google Search and Maps.

Give customers a direct line to your business so they can learn more about what you have to offer, ask questions, or place an order.

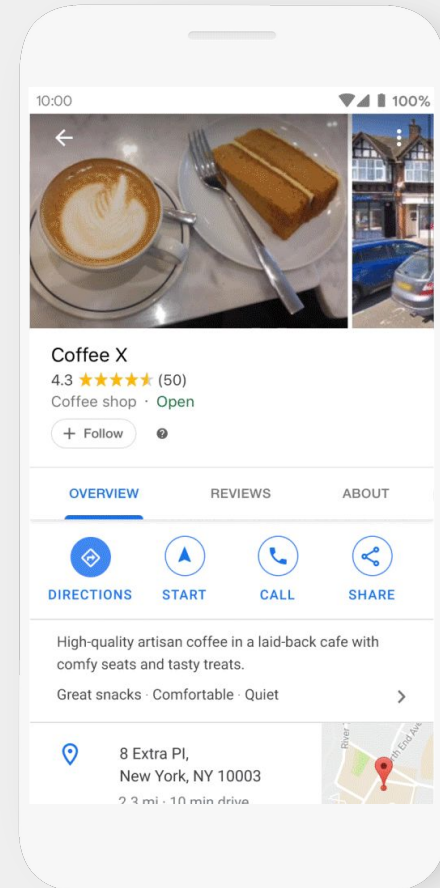


Q&A

People searching for your business information want it instantly.

Save time by **highlighting frequently asked questions and their answers on your profile.**

Customers can also provide answers to queries.



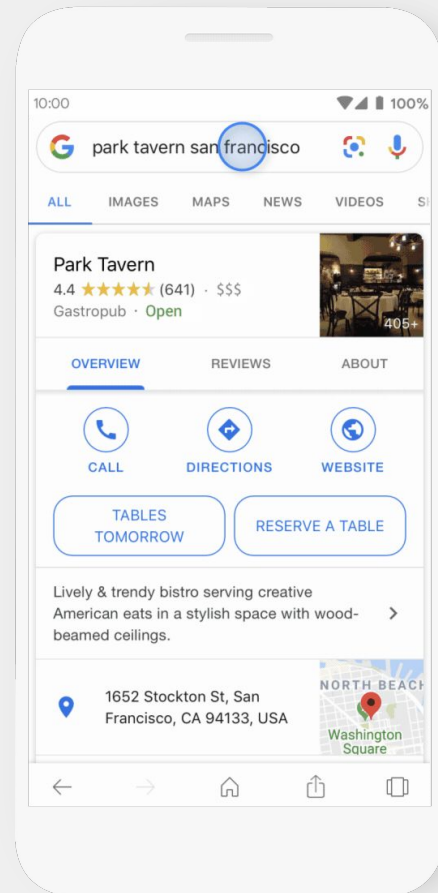
Bookings

Customers want to schedule an appointment when searching for a business online.

People can make reservations, book an appointment, or buy tickets directly from Google Search and Maps. Bookings integrates with booking platforms like OpenTable and MINDBODY, so **all your reservations are in one place.**

Available for Dining, Activities, Beauty, Fitness

[Click here to incorporate booking feature](#)



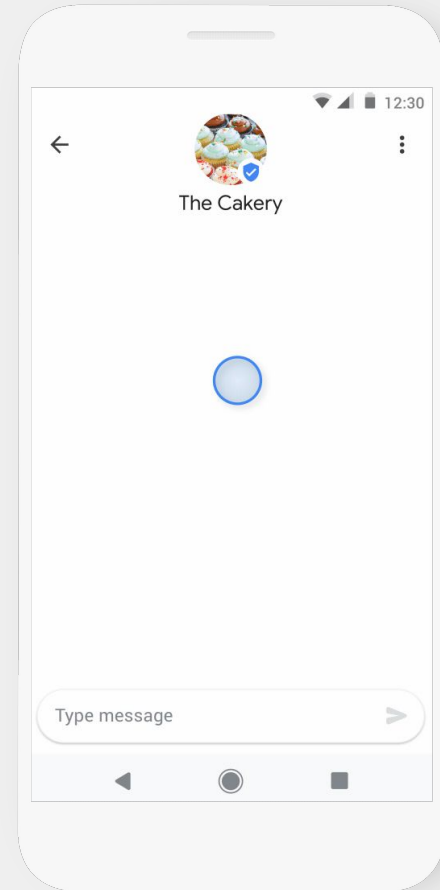
Messaging

Customers can connect with you in the moment through Search and Maps, and **you can reply easily on your mobile device**. Messages can be turned on and off, and you can also add an automated message for customers.

This feature is only available on the Google My Business app.

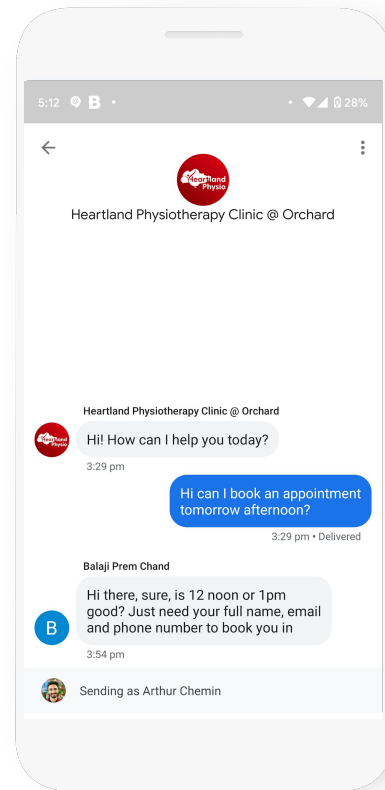
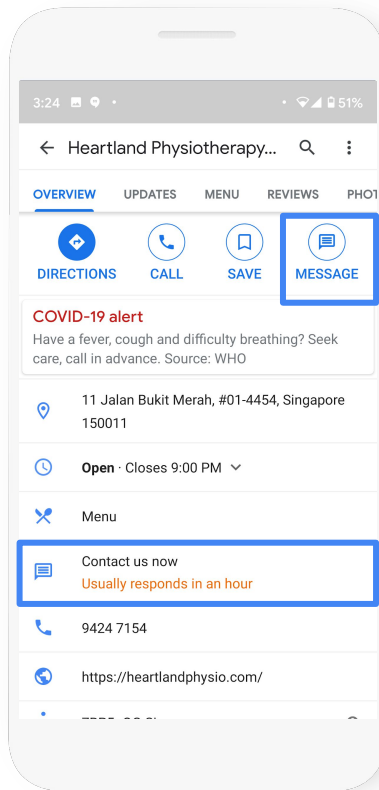
You can customize the automated welcome message that customers will get when they message you.

[Click here to turn on Messaging now](#)



Get Booking requests with Messaging

If you don't have a 3rd party provider
for your booking process, you can
use Messaging to get Booking requests



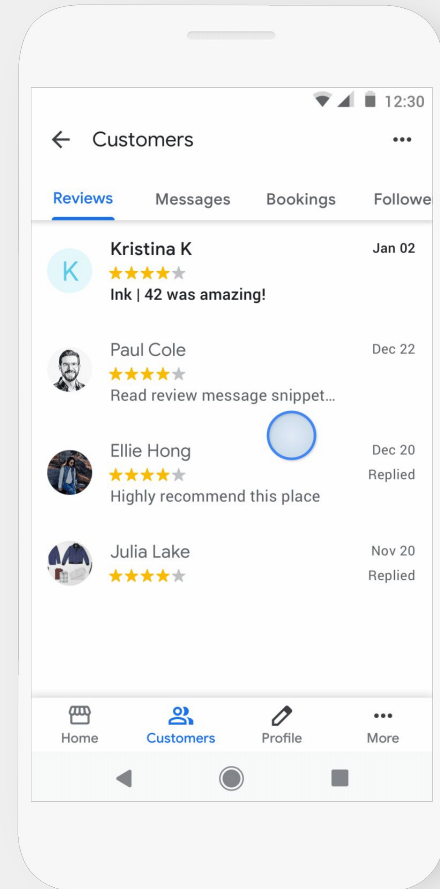
Features to keep customers coming back

Reviews

Positive reviews help customers decide where to shop.

Get invaluable feedback while building trust.

**Customers can tell you about their experiences,
and you can reply** – people will see both when they
look at your Google reviews.



Follow and Welcome Offers

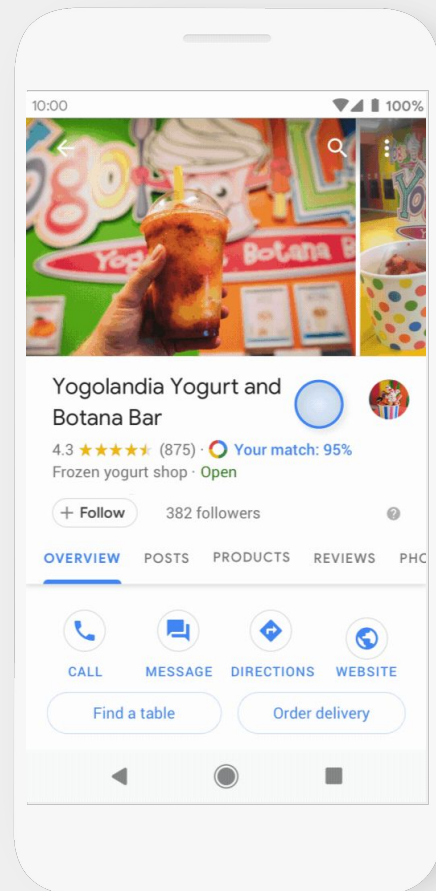
Customers look for promotions or discounts when searching for a business online and want to stay connected to a business through a customer loyalty program.

Create a welcome offer and attract more people to your business.

When users start following your business, they'll get your exclusive offer. Only customers who click "Follow" can claim your offer.

[Click here to create a Welcome Offer](#)

[Click here to learn more about your followers](#)



Insights

Insights lets you immediately see how many customers have **viewed your profile** and connected with your business on Google. Get a deeper understanding of how **customers find you** and what **actions** they take afterward.

How do searchers find you?

How do they interact with the profile?

Do they call, request directions, visit your website?

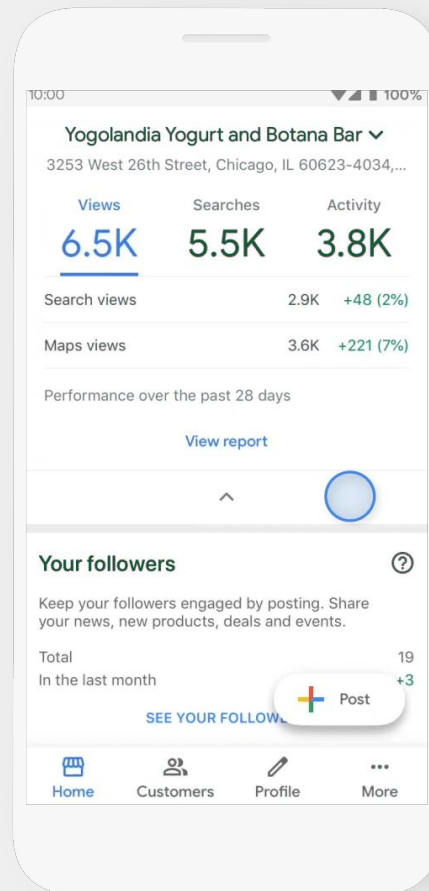
Where do customers come from?

What days have the most activity?

Do I see more foot traffic?

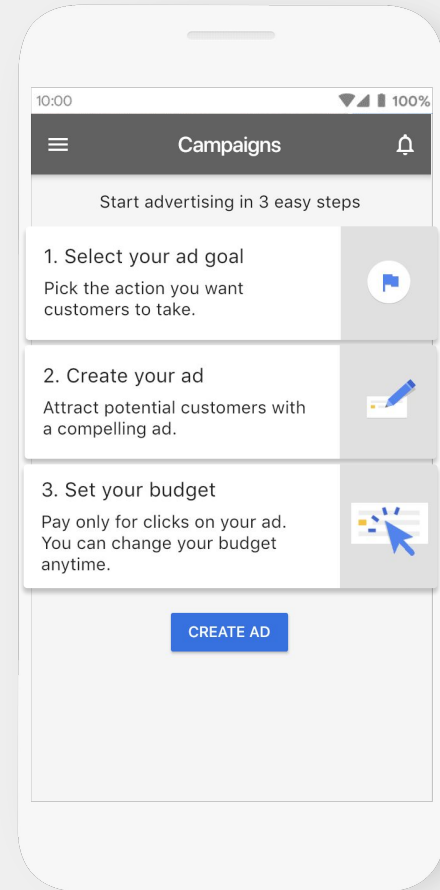
When is peak time/day?

[Click here to look at your insights](#)



Google Ads

Google My Business gives you the option to try Google Ads, where **you can boost your reach and find even more customers**. You can launch an Ads campaign straight from Google My Business.



The Google My Business app

Your Business Profile at your fingertips

Access all features, connect with customers, and keep your profile updated on the go.

Instant insights

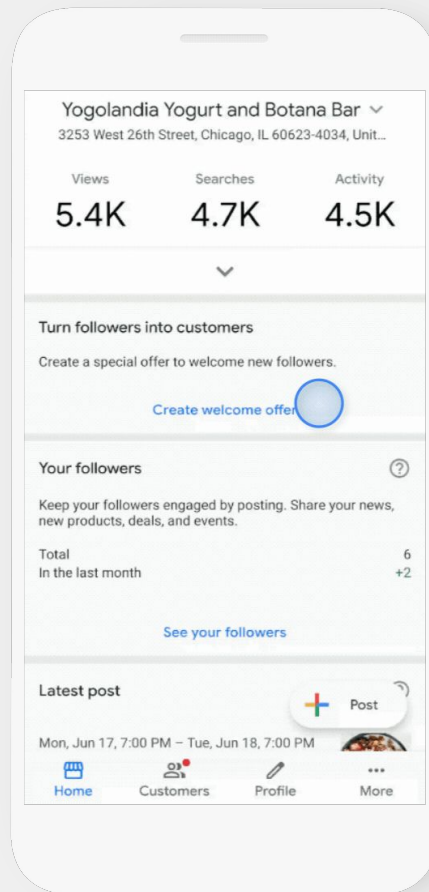
On the **Home** tab you'll see how many people are finding you and taking action.

Speak directly with customers

See your messages, reviews, and who's following you in the **Customers** tab. Messaging is only available in the app.

Updates made easier

Manage your business information on Search and Maps from the **Profile** tab.



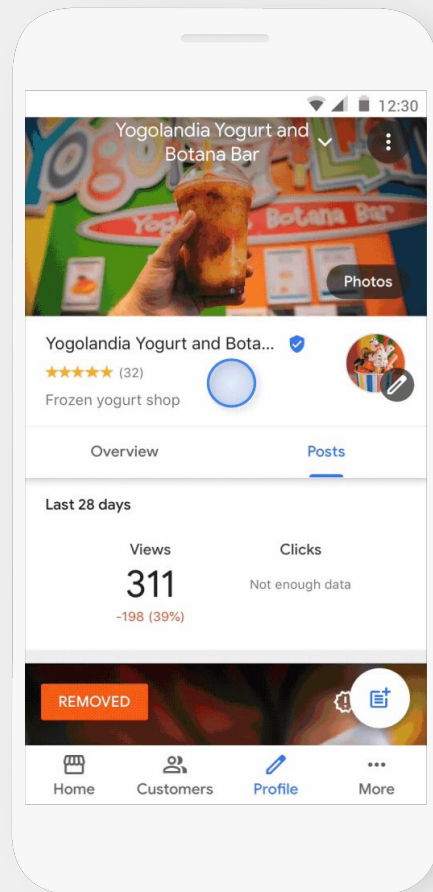
Making it easier to share with customers

Share info in an instant

Simply tap **Post** to upload a photo, create an offer, or share an event.

Reward customers

Treat new **followers** instantly with Welcome Offers – only available in the app.

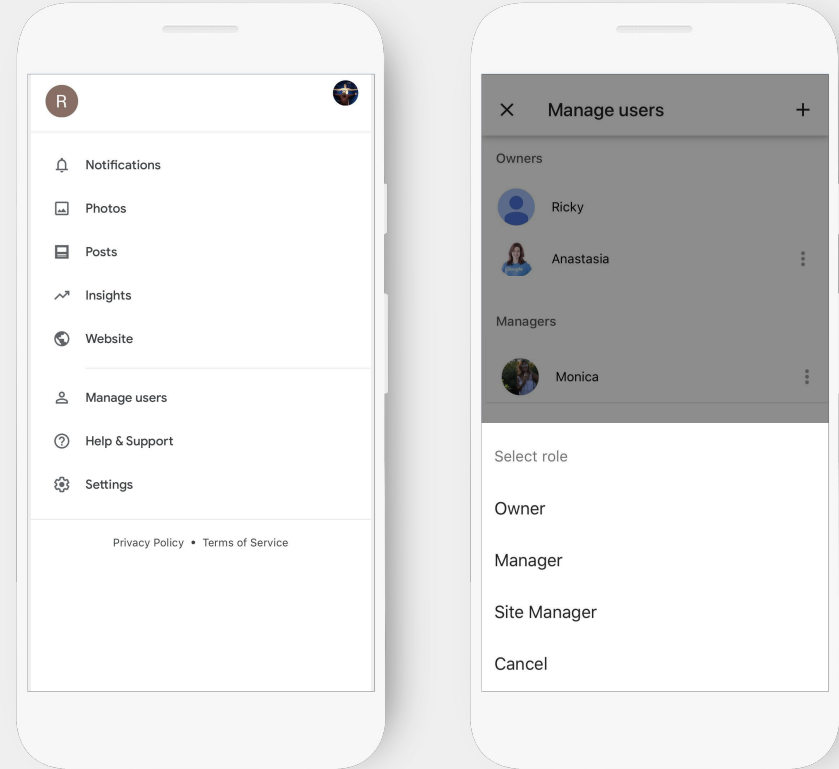


Add Managers to help monitor your account

First, click **Manage Users**.

Next, click the “+” icon in the top right of the app.

Enter their email address and **select their role**.



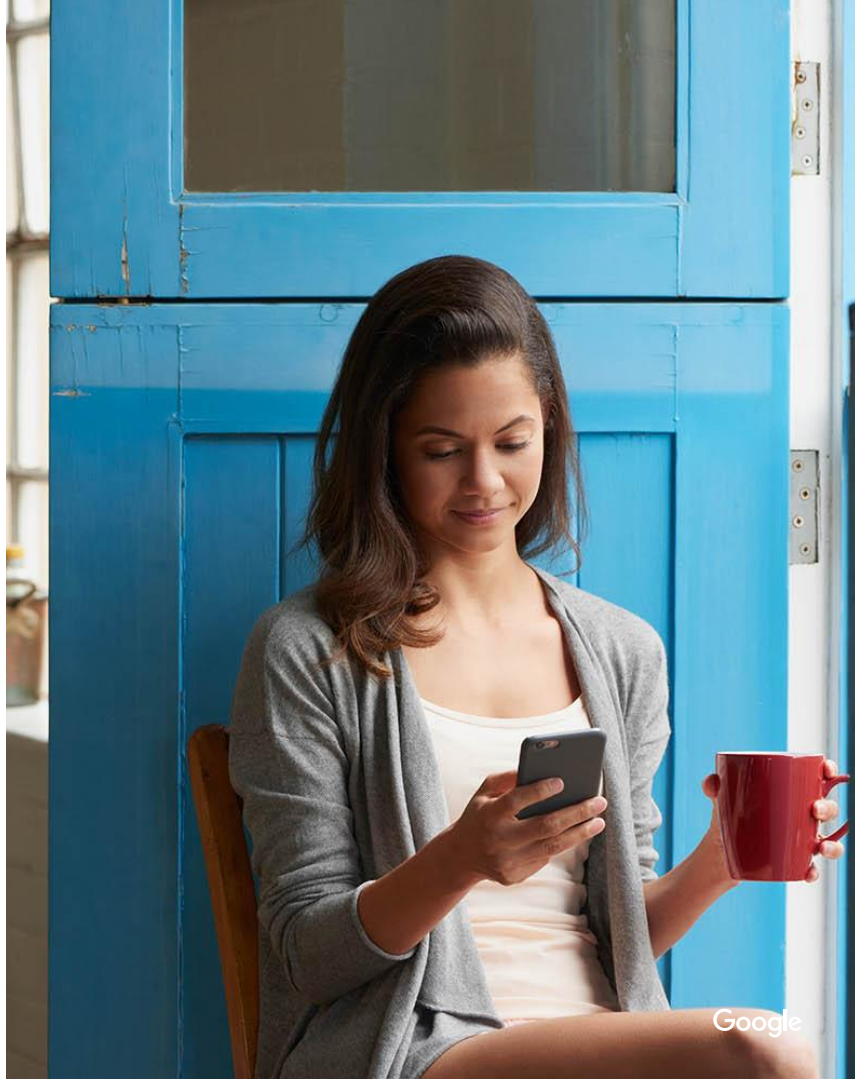
Opportunity to Improve Performance- Mobile Site

Decreasing mobile site load times
by one tenth of a second results in
conversion rates going up by

8.4% for retail

10.1% for travel

Source: TWG-
<https://www.thinkwithgoogle.com/intl/en-ca/marketing-strategies/app-and-mobile/mobile-page-speed-data/>



Where to start

Test my site tool- [here](#)

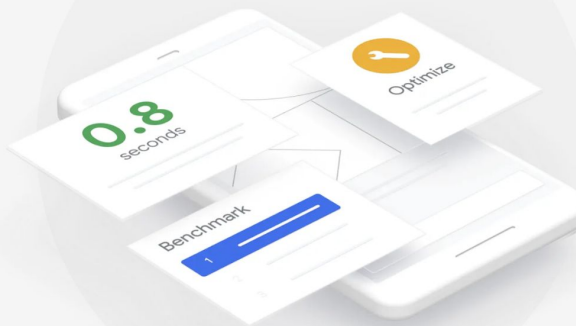
Think with Google



Test My Site

Improve your mobile site
to boost your business.

Enter your domain



Health & safety recommendations

Your Goal: Clarify refund policies + Convey value proposition + Facilitate decision making

Communicate your precautionary measures

- Your hygiene standards and precautionary measures are **key value propositions** so make sure to display them
- **Link** your message **to more resources**

Communicate cancellation policy clearly

- Highlight refund & cancellation conditions as part of value proposition close to the CTA
- Embed a **cancellation policy banner** or a **disclaimer** next to your booking **CTA**

Display relevant travel-advice

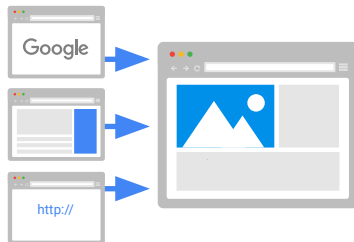
- Link to official sources for up-to-date travel guidelines
- Display location-specific travel advice
- Display a banner asking users to check location specific advice before booking

Opportunity to Gain Insight on Your Customer - Google Analytics

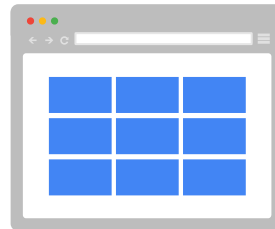
With GA measurement and insights are easily accessible



Who?



How?



What?



What Value?

Analytics Academy- [here](#)

Google Analytics Academy

vincentjenny@google.com



Learn analytics with free online courses

Analytics Academy helps you learn about Google's measurement tools so that you can grow your business through intelligent data collection and analysis.



Analytics Academy Courses



**Google Analytics for
Beginners**



**Advanced Google
Analytics**



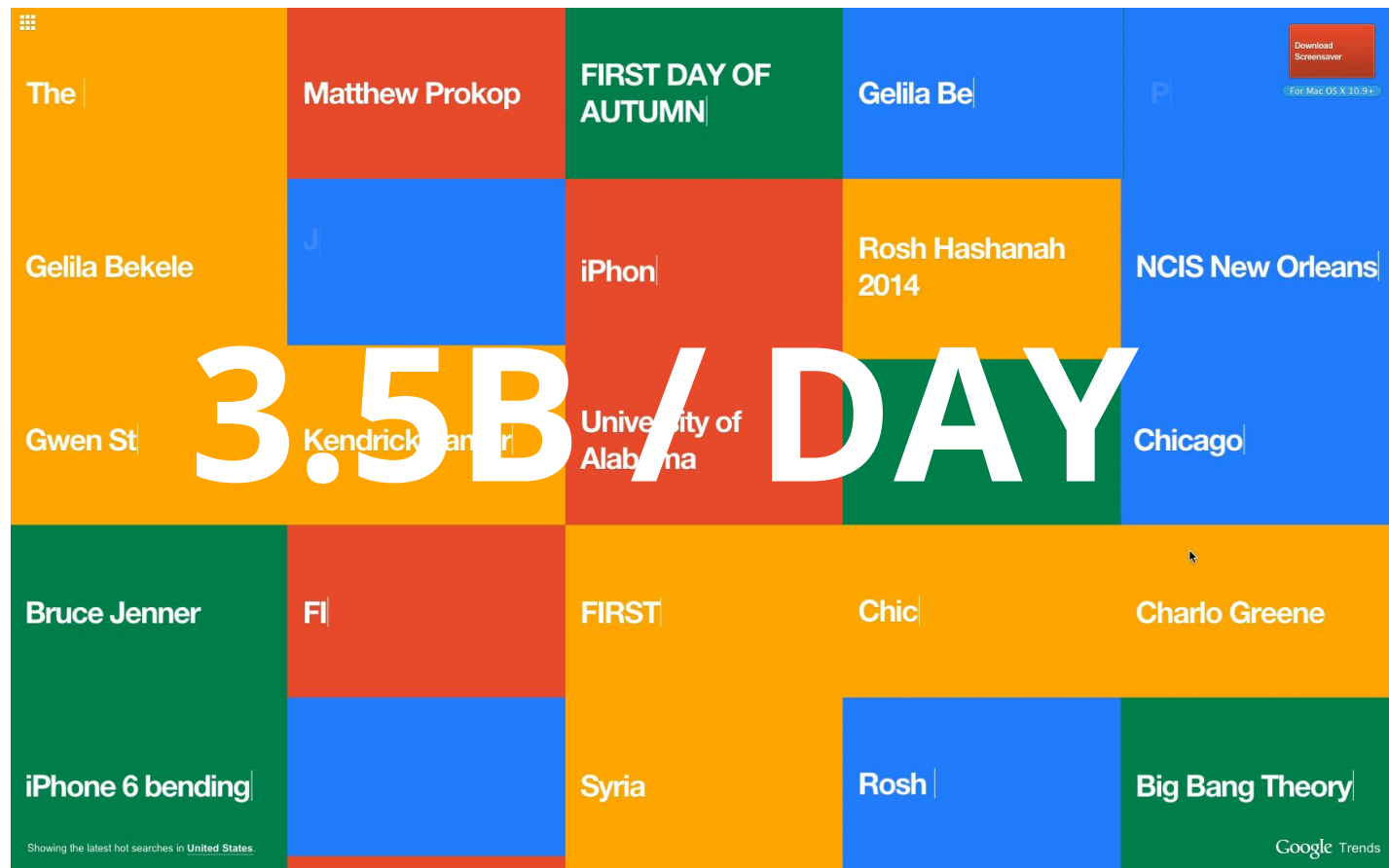
**Google Analytics for
Power Users**



**Getting Started With
Google Analytics 360**

Opportunity to Grow Your Business – Google Search

Search touches every aspect of our lives



Database of intentions

Where is it safe to travel?

best hiking trails in NS

top restaurants in Halifax

Can I travel to Nova Scotia?

things to do in Cape Breton with family

scenic golf courses

best time to travel to PEI

Skillshop- [here](#)

Google

Skillshop

Explore ▾

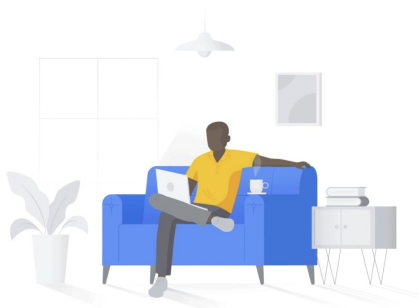
Get Certified ▾

Sign in

Master the Google tools you use at work with free online training

Develop skills you can apply right away, with e-learning courses designed by Google product experts. Learn at your own pace and get Google product certified.

Get started

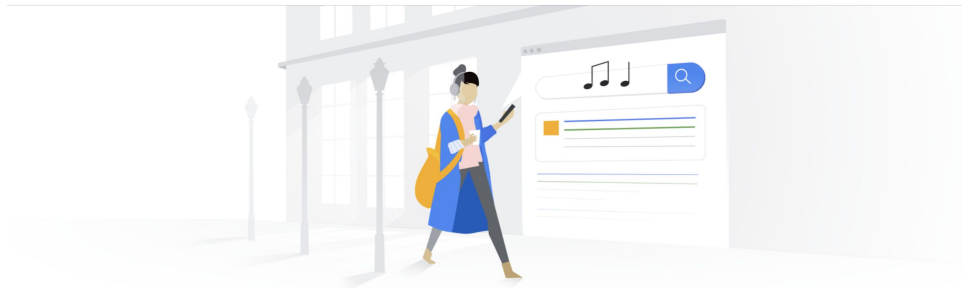


Google



TOPICS ▾

Search







♥ Favorites

Learn the fundamentals of Google Ads Search


Google

Google Trends- [here](#)


 GoogleTrends


Canada ▾   


Explore what the world
is searching

Enter a search term or a topic 


Or start with an example HIDE


 Taylor Swift

 Kim Kardashian





Interest by subregion, Past 7 days, United States


 World Cup



Interest by region, Past 7 days, Worldwide

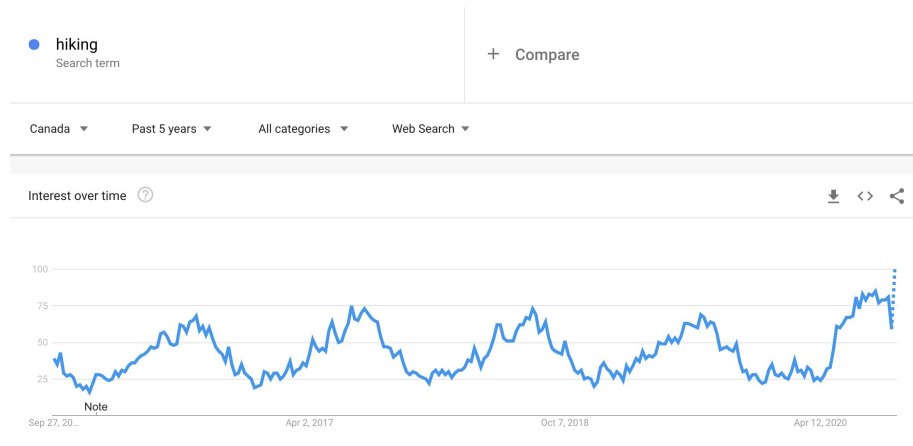
 Football

 American football

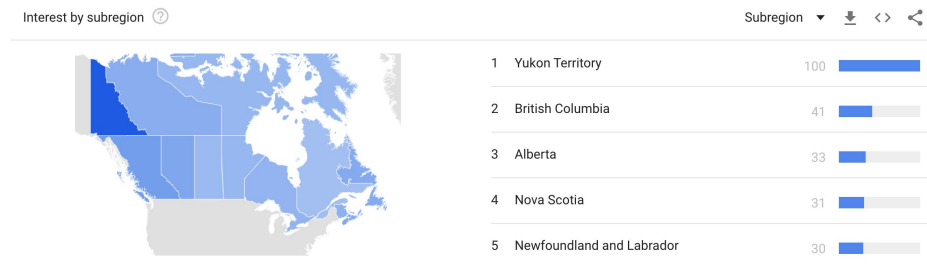


Interest by subregion, 2004 - present, United States

Hiking spiked this summer



Highest demand per capita in Yukon Territory

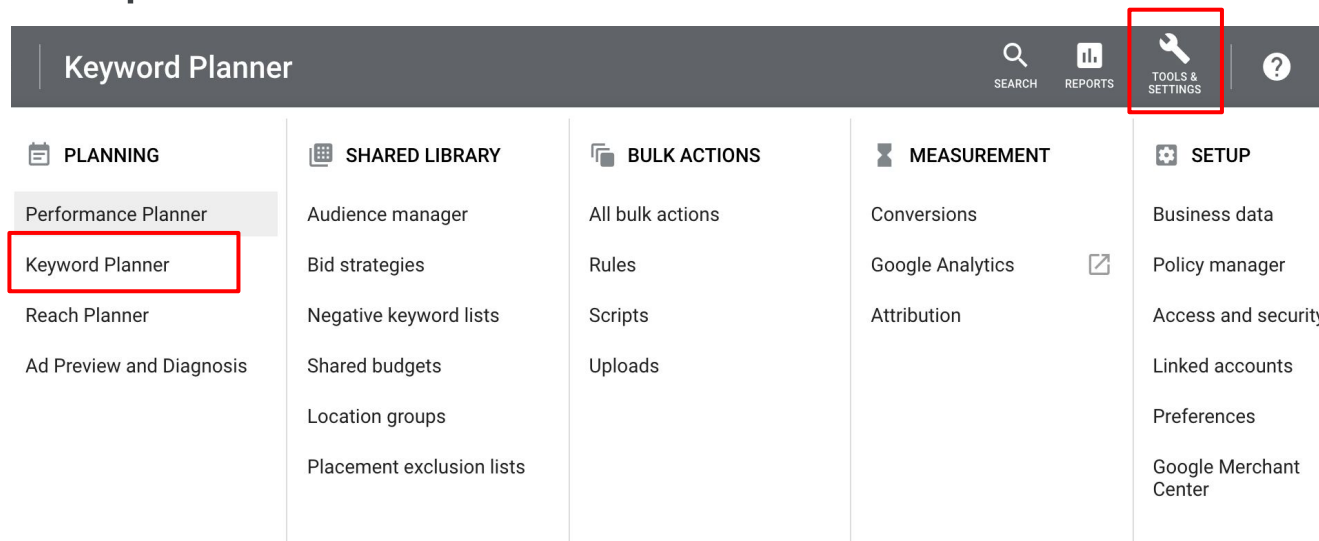


< Showing 1-5 of 13 subregions >

Related queries		Rising		<>	
1	hiking places near me	Breakout			
2	waterfalls near me	Breakout			
3	hikes near me	Breakout			
4	hiking instagram captions	Breakout			
5	hiking near me	+2,300%			

Related queries		Top		<>	
1	hiking trails	100			
2	hiking trail	59			
3	hiking boots	44			
4	hiking shoes	26			
5	hiking ontario	20			

Keyword planner- [here](#)



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Google My Business

1

[GMB Overview](#) - Attract and connect with customers for free

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[GMB Guide Through COVID-19](#) - How GMB can help store owners during COVID-19

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Page Speed Insights

2

[Page Speed Tool](#) - Determine your site speed

[Page Speed Optimizations](#) - Get tips to improve your speed. Sign in to track your progress over time

[Developer guide](#) - Guide on mobile development, everything from getting started to debugging rendering problems

[Principles for a Good Site](#) - Google's UX Research Lead conducted a study uncovering 25 mobile site design principles



Google Analytics

3

[Google Analytics Overview](#) - Overview, benefits and features of Google Analytics

[Skillshop](#) - E-learning course to learn about Google's measurement tools

[Google Analytics Features](#) - Overview of how to access & read reports

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Google Trends

[Google Trends](#): Understand trending topics on Google Search and gain consumer insight

[Google Trends Lessons](#): Learn how to use Google Trends

[Google Trends for marketers in a dynamic environment](#): When market dynamics change rapidly, Google Trends can help you see how people's needs are evolving.

[Google Trends Help](#)

Google Primer App: Bite-sized lessons to better your business (link [here](#))

Mobile app that offers quick, easy lessons to help business owners grow skills and reach their goals.

GMB Marketing Kit (link [here](#))

New COVID-19 assets are now available in Canada for the GMB Marketing Kit.

Google Partner Offers for Small Businesses during COVID-19 (link [here](#))

Promotions from Google partners who help bring SMBs online, simplify delivery services & offer expertise.

Updates on Google Maps and Search to help businesses adapt (link [here](#))

Updates will help businesses get the support, adapt operations and quickly update customers.

Thank you

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