

Google My Business and Other Google Tools for Your Business

Based on a [webinar](#) presented by Donna Chang and Jenny Vincent with [Google Canada](#) on Thursday, November 5, 2020

Google My Business is a free and easy-to-use tool for businesses and organizations to manage their profile across Google. Use this tip sheet to learn more about Google tools for your business.

Why Use Google My Business?

Using Google My Business lets you engage with your customers with a business profile that shows who you are, what you do and what you have to offer. Customers can also post reviews, which can help build your business reputation.

Stand Out

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

Make it easy for customers 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

Follow these steps to create a business profile with Google My Business:

- Sign into the Google account that you use for your business. If you don't have one, create one at [Create Your Google Account](#)
- Go to your Google Play or App Store, search for Google My Business and install the application
- Create your business profile with information on your location, the areas you service, etc.
- Verify and claim your business to help ensure the accuracy of your business listing across Google. Most verification methods arrive or can be completed in about five days, however, there have been delays due to COVID-19

Google My Business Features

Help customers find you, get in touch, and see what makes you different from competitors by using these features. You can now update your business profile on Google Search and Maps.

Photos

Bring your business to life with photos of your business on Google Search and Maps

Logo and Cover Photo

Create a consistent online presence by bringing your using your logo and branding on your Business Profile.

Website

Customers are more likely to buy from a business that has a website highlighting what makes them unique. Link to your website or create a free website from your business profile.

Attributes

Provide your customers with details of your business to make them feel connected. Include details like whether you offer WiFi or outdoor seating or ocean views.

Category-specific features

Categories are used to describe what you offer to your customers. For example, you can add a menu directly to your profile.

Posts

[Click here for best practices](#) on sharing the latest news on events, offers and more.

Product Catalogue

Show people what you have to offer, by showcasing your products on Google Search and Maps.

Custom Sections

Choose the order in which you wish to have your business profile customized to highlight your offers, products, photos, and events.

Short Name

Create a unique [short or customized name](#) and share it so that customers can enter directly into the browser's address bar and go directly to your Business Profile. Include the location to make the name more distinct.

Phone Number

Give customers the phone number where they can reach you to learn more about your business, ask questions, place an order, etc.

Q & A

Instantly provide the info your customers want by highlighting frequently asked questions and answers on your profile.

Bookings

Using this feature will allow your customers to make reservations, book an appointment, or buy tickets directly from Google Search and Maps.

Messaging

This feature is available on the Google My Business App and allows customers to connect with you in the moment and for you to easily reply from your mobile device. It can be turned on and off and you can create an automated message for your customers. If you don't have a third-party provider, you can also receive booking requests through Messaging.

Reviews

Positive feedback helps build trust with your customers. They can tell you about their experience and you can reply.

Follow and Welcome Offers

Customers look for promotions and discounts when they're searching for a business online. Create a welcome offer to attract more customers, which is only available if they "follow" you.

Insights

See how many customers have viewed your profile and connected with you on Google. Use [Insights](#) to get a greater understanding of how your customers find you and the actions they take afterwards.

Google Ads

Launch a Google Ads campaign directly from Google My Business to boost your reach and find more customers.

[GMB Guidance During COVID-19](#)

- Make sure your profile includes up-to-date hours of operation.
- Communicate temporary closures – you can now mark your business as “temporarily closed” on Google.
- Advise your potential customers of the COVID-19 protocols you have in place and let them know what to expect. For example: appointment required; temperature checks required, etc.
- Provide accurate information on the services your business is offering - add or edit the dine-in, take-out, delivery, in-store pickup, and curbside pickup features.
- Create a COVID-19 Post – share updates about what’s going on with your business through posts and continue to communicate any business changes. [Click here to learn how to create a post.](#)
- Stay up-to-date on GMB – check the COVID-19 dashboard card on your account for the latest updates and features in your area.

Google My Business App

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

- Get instant insights on the **Home** tab and see how many people are finding you and taking action.
- Use the **Customers** tab to see your messages, reviews, and who’s following you.
- Manage your business information on the go from the **Profile** tab.
- Upload a photo, create an offer or share a photo by simply tapping **Post**.
- Reward new customers instantly with exclusive **Welcome Offers** – only available on the App.
- Use **Manage Users** to add Managers to help monitor your account.

Mobile Site Speed

Use the [Test My Site](#) tool to improve your mobile site speed.

Decreasing mobile site load times by one tenth of a second results in conversion rates going up by 8.4% for retail and 10.1% for travel.

Google Analytics

With Google Analytics, measurement and insights are easily accessible. Learn who is visiting your site, how they find you, and what action they take on your site. The [Analytics Academy](#) offers free online courses to help you learn about Google’s measurement tools that will help improve your website through intelligent data collection and analysis.

Google Ads

- Search touches every aspect of our lives and there are more than 3.5 billion Google searches conducted every day.
- Use [Skillshop](#)’s e-learning courses to learn at your own pace about creating and customizing Google Search campaigns that get your ads in front of the customers looking for what your business has to offer.
- [Google Trends](#) lets you keep up with what people are searching for on Google. You can see what searches were trending on Google by year and more.
- The [Keyword Planner](#) will help you get keyword ideas that can help you reach customers interested in your products or services.