

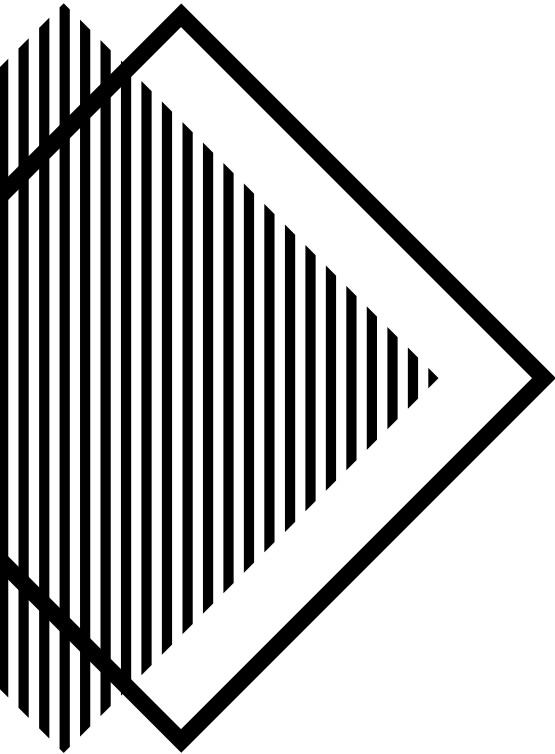
YOUR

2022

GOOGLE MY BUSINESS
FOR DESIGNERS AND REMODELERS
WORKBOOK

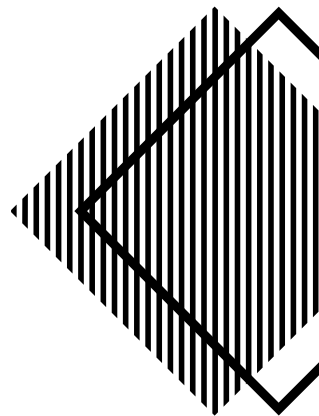


kitchen & bath
MARKETING SOLUTIONS



GOOGLE MY BUSINESS

Tech-Ed by Kitchen & Bath Marketing Solutions





Overview

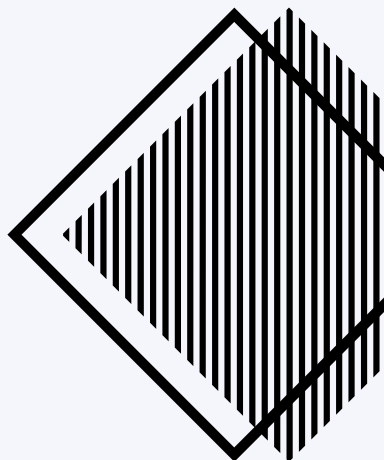
Benefits For Your Business

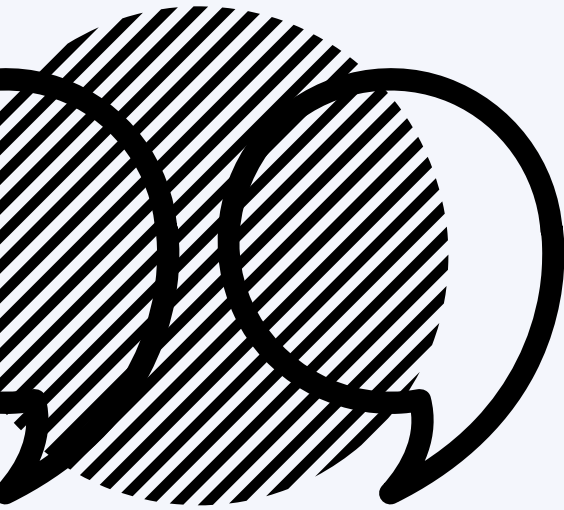
How To Set Up Your
Business Profile?

How To Optimize Your Free
Profile?

How To Grow Your
Business?

Summary

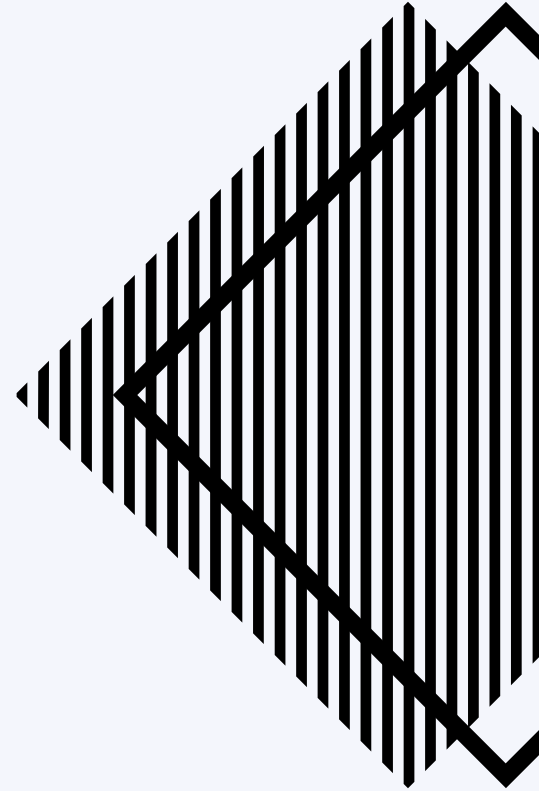




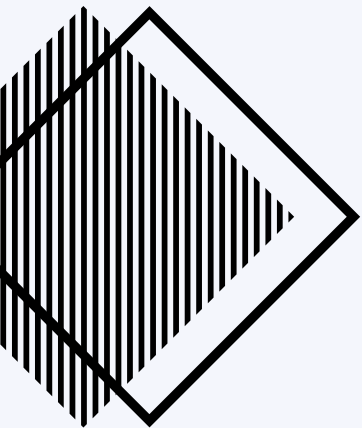
Google My Business (GMB) is no longer optional – it's an essential part of any business's online presence and often the first place customers look for up-to-date information about your company.

ENTREPRENEURS - FORBES.

GMB 101: WHY IS IT SO IMPORTANT?



It's crucial that your Google My Business profile is constantly refreshed. Otherwise, you will bleed customers.



GOOGLE MY BUSINESS 2022 GUIDE

SEO

A completed GMB listing can single-handedly improve a business's local SEO ranking.

MESSAGING

Direct messaging optionality — customers can send messages directly to your company phone or email via the GMB interface.

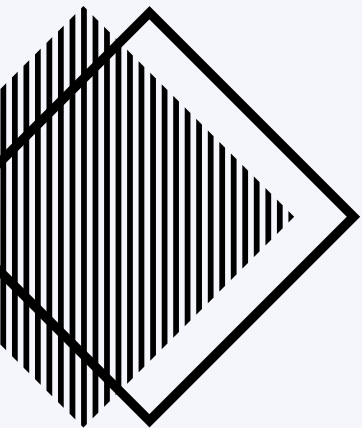
GOOGLE MAPS

GMB has Google Maps integration, which makes it easier to find your business on the world's most widely used mobile map and directions app.

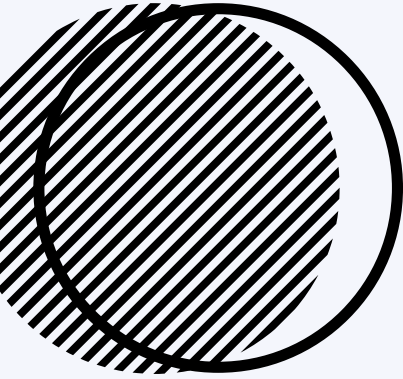
REVIEWS

Customer reviews are displayed under your GMB profile, giving your business social credibility that rivals Yelp or Trustpilot.

HOW TO SET UP GOOGLE MY BUSINESS?

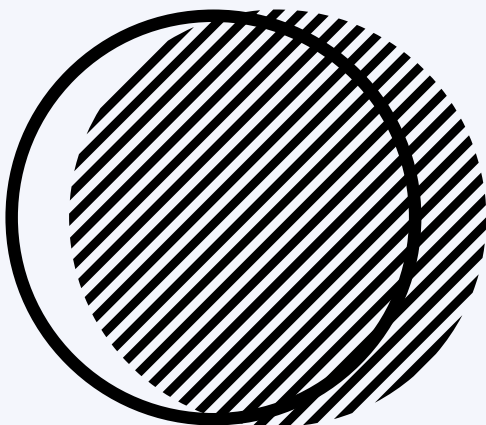


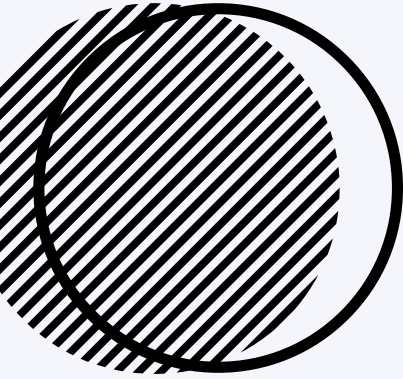
Guide to create your Google My Business profile.



STEP 1: SIGN IN TO GOOGLE MY BUSINESS

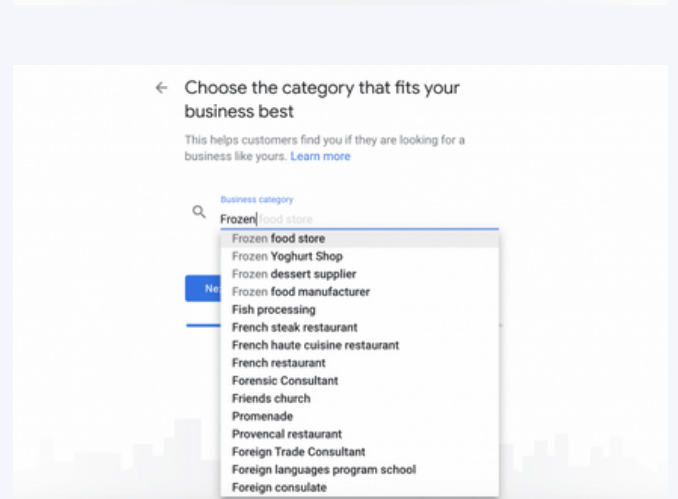
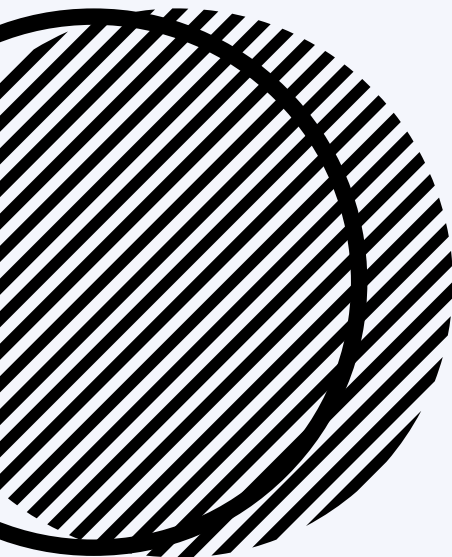
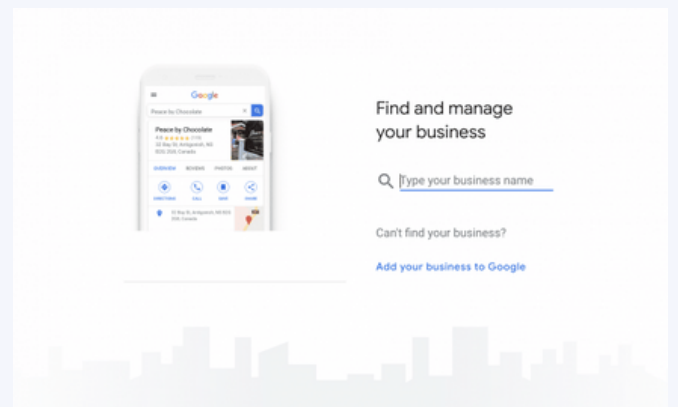
Go to www.google.com/business to sign in. You can either sign in with a pre-existing Google account, or create a new one. If you're already signed in, skip ahead to the next step. Tip: Make sure you sign up with your business email domain.

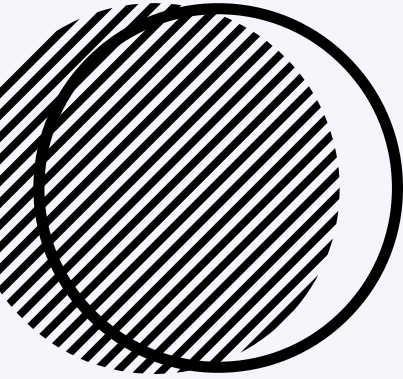
A screenshot of the Google Account creation page. The page is titled "Create your Google Account" and "Continue to Google My Business". It features input fields for "First name", "Last name", and "Your email address". Below the email field, there is a note: "You'll need to confirm that this email belongs to you." and a link "Create a new Gmail address instead". There are also input fields for "Password" and "Confirm" with a "Show/Hide" icon. At the bottom, there are links for "Sign in instead" and a "Next" button. On the right side, there is a graphic of a blue shield with a white person icon, and a small illustration of a smartphone with various app icons. Below the graphic, it says "One account. All of Google working for you."



STEP 2: ADD YOUR BUSINESS

Enter your business name. If it does not appear in the drop-down menu, click Add your business to Google. Then select the appropriate category for your business.





STEP 3: ENTER YOUR LOCATION

If you have a physical location customers can visit, select Yes. Then add your address. You may also be asked to position a marker for the location on a map. If your business does not have a location customers can visit but offers a service or delivery, you can list your service area.

← Do you want to add a location customers can visit, like a store or office?

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

Yes

No

Next

← Where do you serve your customers? (optional)

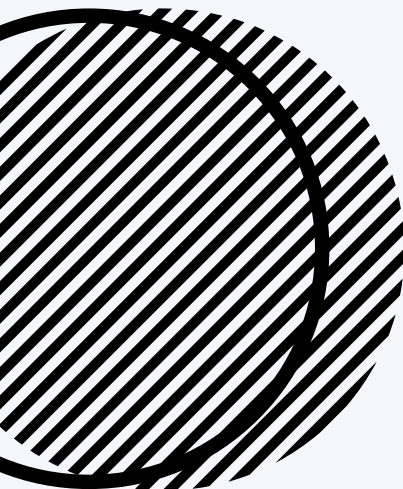
You can list your service areas below. They will show up on your listing and help bring relevant customers.

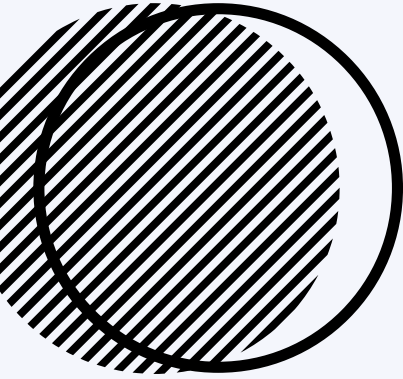
Search and select areas

Manhattan, New York

You can change and add more later

Next



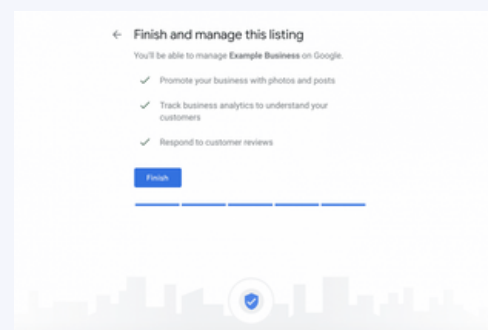


STEP 4: FILL IN YOUR CONTACT INFORMATION

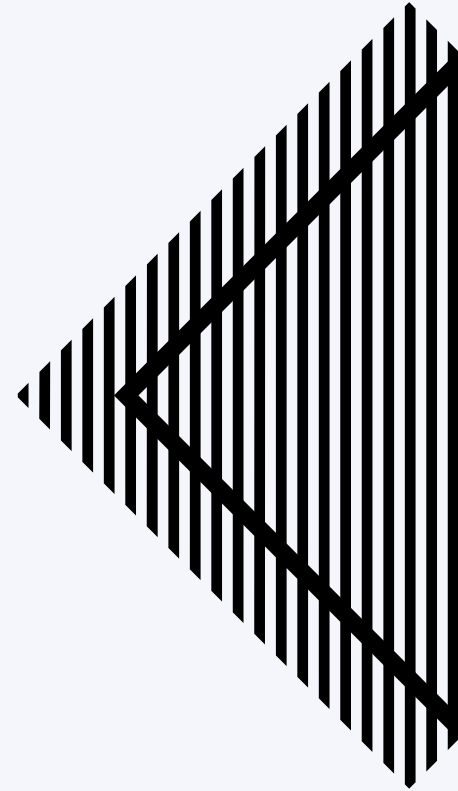
Enter your business phone number and website address so customers can reach you. If you use a Facebook page rather than a website, you can add that instead.

STEP 5: FINISH AND MANAGE YOUR LISTING

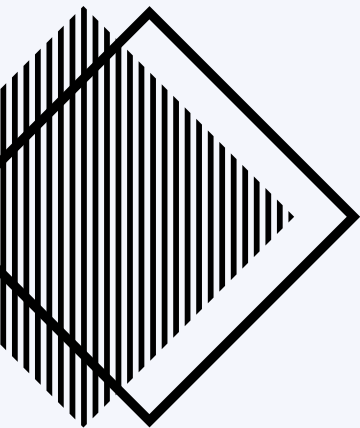
Check Yes if you would like to receive updates and notifications. Then click Finish. You'll then be asked to verify your business.

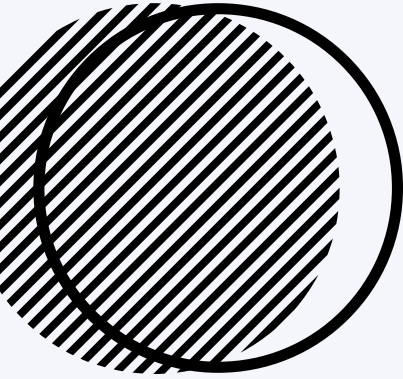


HOW TO VERIFY YOUR BUSINESS ON GOOGLE?



Now that your account is set up, here's how to verify your Google business. For most businesses, Google verification involves requesting a postcard.





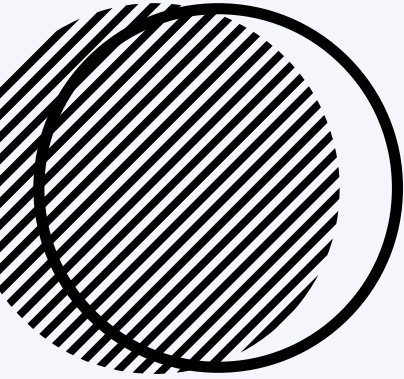
STEP 1: SIGN IN TO GOOGLE MY BUSINESS

Go to www.google.com/business to sign in.

STEP 2: CLICK VERIFY NOW

If you have multiple Google My Business accounts, make sure you choose the correct one.



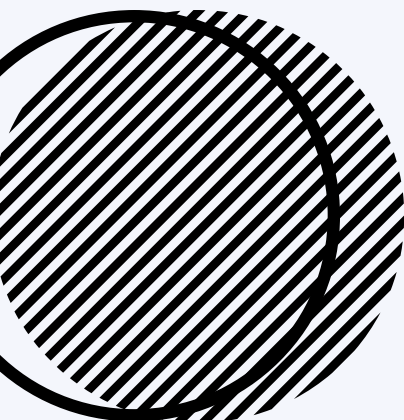


STEP 3: CHOOSE A WAY TO VERIFY

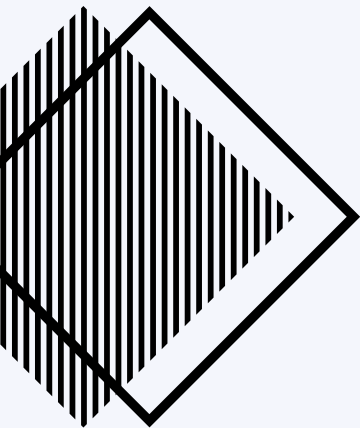
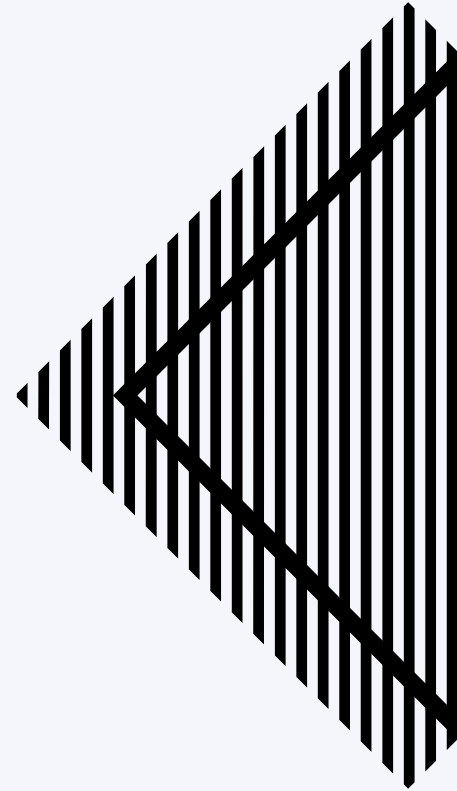
Postcard by Mail is the default verification option. If your business is eligible for other methods, such as phone or email, choose the one you prefer. Fill in the required details. Double check to make sure you've entered it correctly, then submit the form.

It can take a few days to two weeks for the postcard to arrive. When you receive your postcard, sign in and click Verify location from the menu. Enter the five-digit verification code from your postcard.

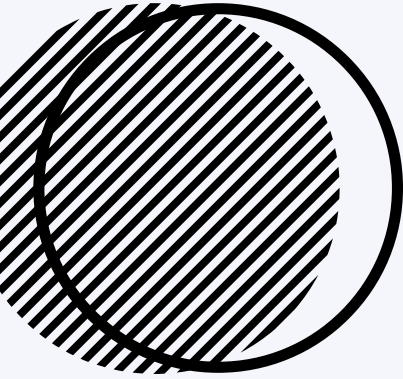
Note: It may take a few weeks for your business listing to appear on Google. While you wait, download the Google My Business app so you can manage your account.



HOW TO CLAIM YOUR BUSINESS ON GOOGLE?



Need to claim an existing Google business profile? There are three options:

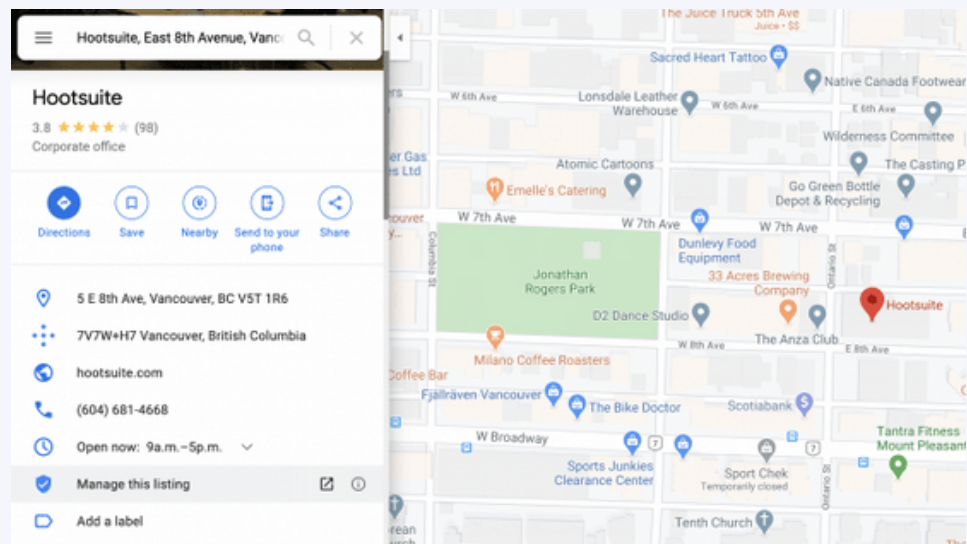
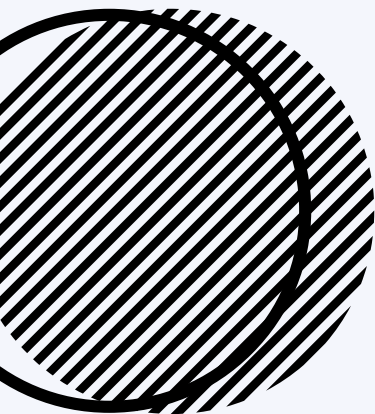


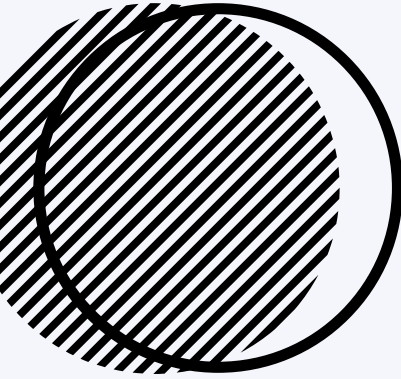
OPTION 1:

Sign up or log in to Google My Business. Search for your business, and select it. Then follow the steps to confirm that you are the owner.

OPTION 2:

Locate your business listing in Maps, and click Manage this listing.



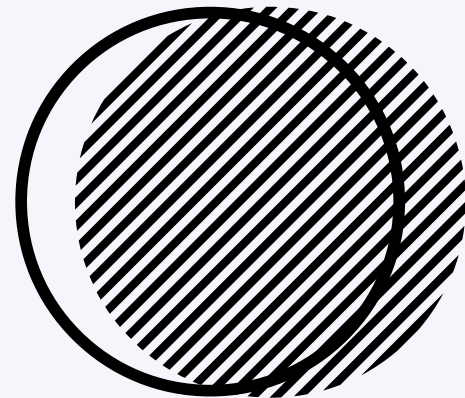
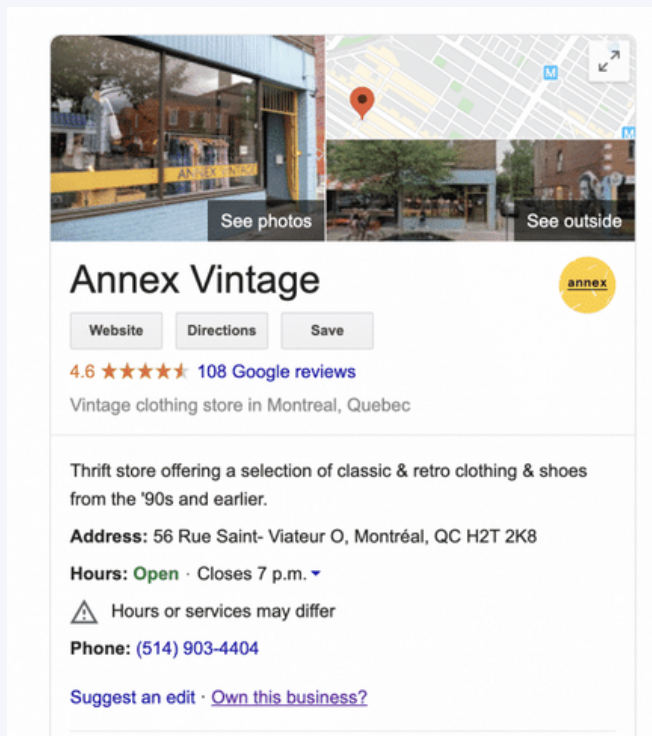


OPTION 3:

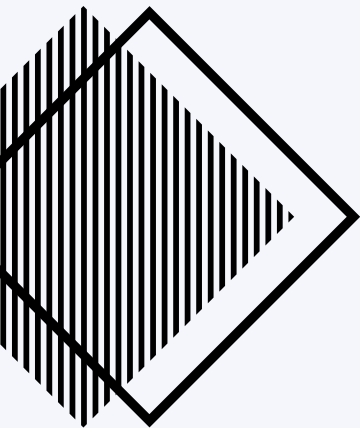
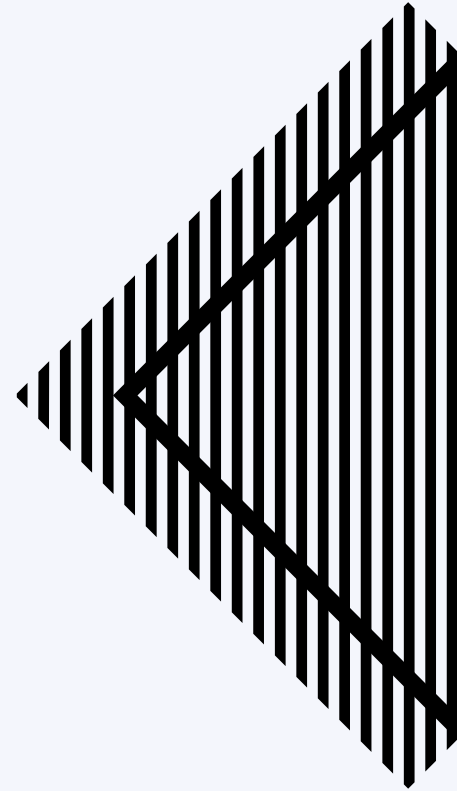
Look up the business listing in Google Search and click Own this business?

Don't panic if details aren't accurate. You can edit once you've verified that you're the owner.

If someone else has already claimed the business, but you work for the same company, ask them to add you as a user. If you don't recognize the owner, follow the steps to reclaim your businesses.



HOW TO EDIT YOUR BUSINESS ON GOOGLE?



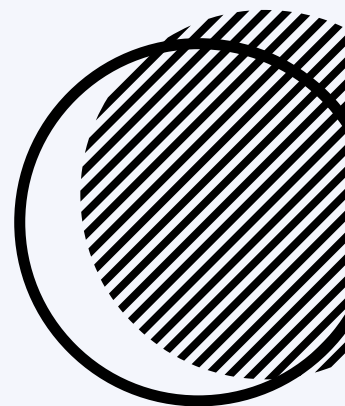
Need to edit information on your
Google My Business profile?

GOOGLE MY BUSINESS 2022 GUIDE

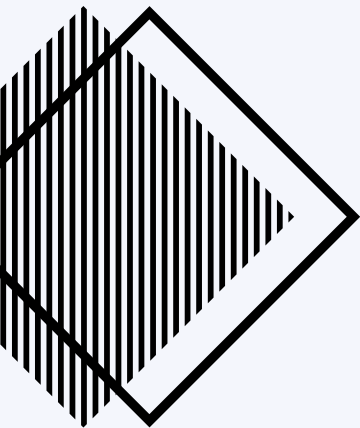
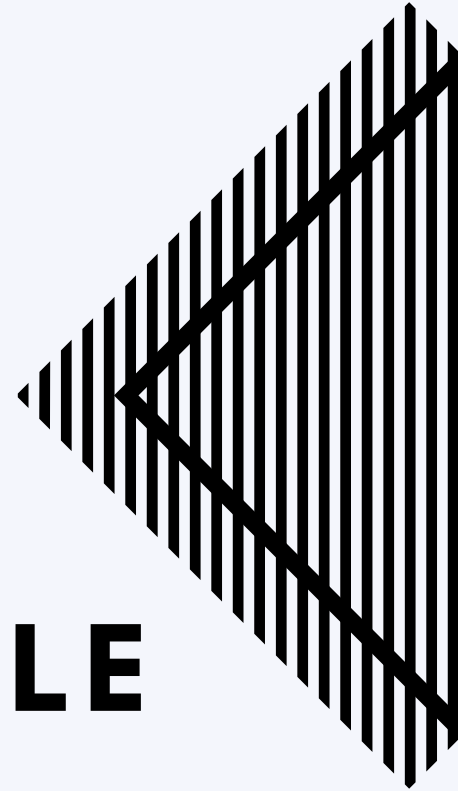


1. Sign in to Google My Business.
2. Open the location you'd like to edit.
3. In the menu on the left, click Info.
4. Click the pencil icon to make your edits. If you want to remove a section, click the X. When you are finished, click Apply.

Keep in mind that it can take up to 60 days for the edit to appear. There may be some information, from other sources, that cannot be edited.



WAYS TO OPTIMIZE YOUR GOOGLE MY BUSINESS PROFILE



Add polish to your business on
Google.

Fill out your complete profile to improve your search ranking

RELEVANCE

How well your listing matches a search

DISTANCE

How far your location is from the search or searcher

PROMINENCE

How well-known a business is (based on several other factors)

GOOGLE TRENDS

Using the right keywords will improve relevance

Standout with photos

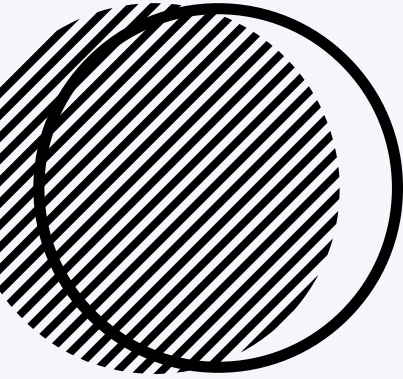
42%

According to Google, businesses with photos receive 42% more requests for directions, and 35% more clicks through to their websites.

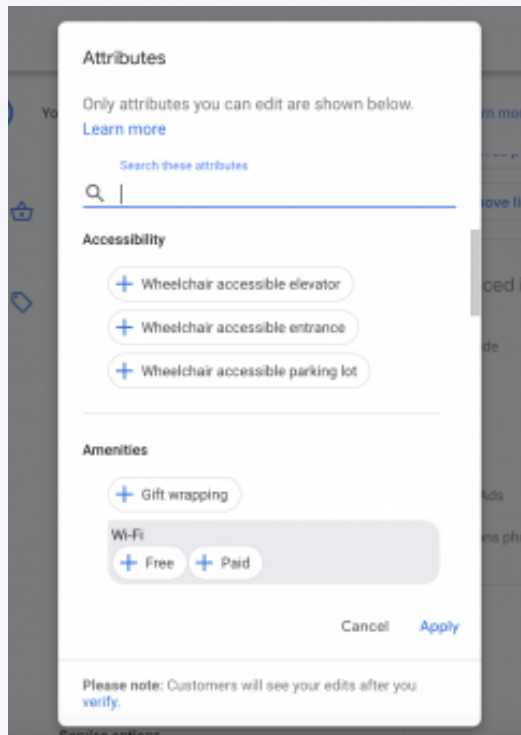
1. Sign in to Google My Business.
2. Open the location you'd like to manage.
3. Click Photos from the menu.
4. Choose the type of photo that you'd like to add.
5. Upload your photo from your computer or choose one you've already uploaded.

Post news, updates, and special offers

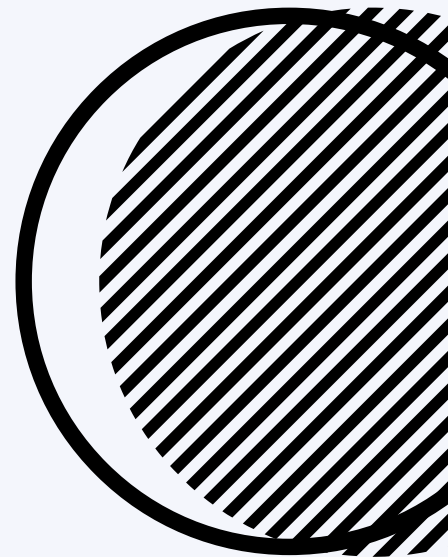
1. Sign in to Google My Business and open the location you'd like to manage.
2. From the left hand menu, click Posts.
3. Choose the type of post you'd like to create from the options given.
4. Enter the relevant information in each field. Copy should include necessary details and be concise. Avoid commercial slang and too much punctuation (!!!!!).
5. Click Preview to double check formatting and spelling. If you need to make an edit, click the back arrow.
6. When you're ready, click Publish.

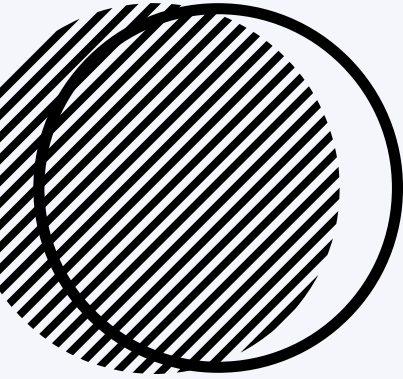


Add special features and attributes

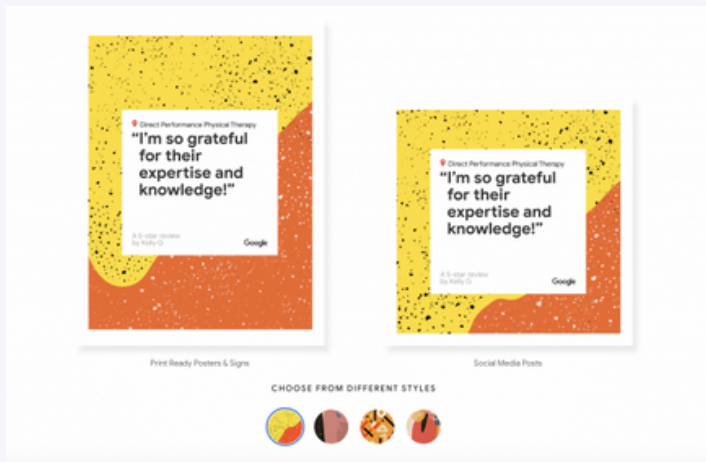


1. From your account dashboard, click Info.
2. Find Add Attributes and select Edit. Search for the attribute you want to add, or scroll through all the available options for your business.
3. Click Apply.



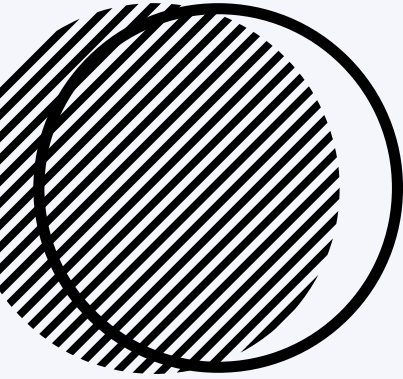


Encourage customers to leave reviews



The best time to ask for a review is after providing a great experience. Whether in store or online, consider sharing a card or e-receipt that asks for a review. Google offers businesses access to a free marketing kit with stickers, social posts, and printable posters.



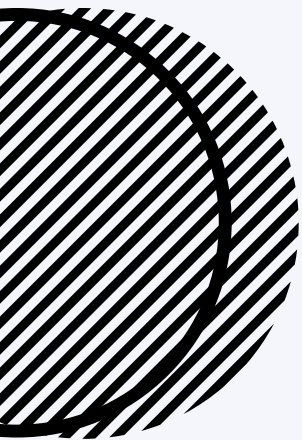
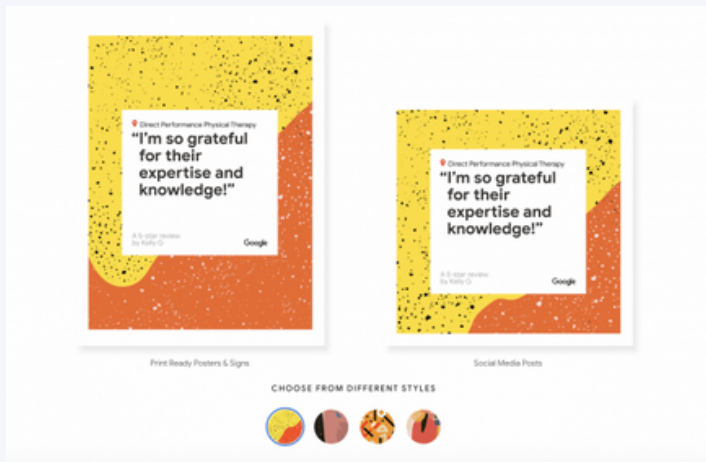


Encourage customers to leave reviews

You can also create a custom shortlink to make leaving a review easy. It will look like: `g.page/[yourcustomname]`. How to get a custom URL for your Google My Business account:

1. From the dashboard, click Info and then Add short name.
2. Enter your short name. It can be up to 32 characters. You may need to come up with alternatives if the name you want is taken.
3. Click Apply.

When it's ready, your short name will show on your business profile.



Build trust by responding to reviews

1.7 times

According to a survey by Google and Ipsos Connect, businesses that respond to reviews are considered 1.7 times more trustworthy than those that don't.

You can flag and report inappropriate reviews.

Is there any public parking nearby?

2 hours ago

 (owner)

Yes, absolutely.

Please note that your reply will be displayed **publicly** on Google and must comply with Google's local content policies. [Learn more](#)

Post answer

Cancel

Refine paid and organic reach with insights

ANALYTICS

GMB provides you with access to insights.

Track how many customers search for you, call your business, ask for directions, click on your photos, and more.

Knowing what keywords, photos, and actions are most popular can help you adjust your profile—and even inform the content you create for social media

GOOGLE ADS

With a Google Business account, you can use local extensions in your ads. These extensions show ads with clickable location details.

IT TAKES A *Team* TO TAKE YOUR DESIGN/REMODEL COMPANY TO THE NEXT LEVEL!



IT TAKES *Experts* TO RUN YOUR INTERNET MARKETING

- Internet Marketing Campaigns Designed Specifically For You
- Custom Designed Websites Built to Convert
- Conversion Tools to Close More Calls
- Online Reputation Monitoring

IF YOU ARE READY TO TAKE YOUR INTERIOR DESIGN OR HOME REMODEL COMPANY TO THE NEXT LEVEL, THEN ONE CALL IS ALL IT TAKES.

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