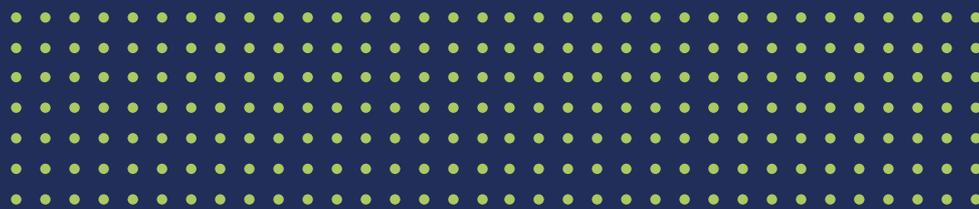




INNOVATIVE ENTREPRENEURSHIP



Setting up a 'Google My Business' Account



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Setting up a ‘Google My Business’ Account

This factsheet explains what a Google my Business account is, how to set it up and how it can help your business.

What is Google My Business ?

Google My Business is a free online tool which allows you to manage and control how your business information appears across Google, including both search and maps online tool. It is ideal for any small businesses interested in improving their online presence and for directing customers to their website or contact details. By having a Google My Business can help lead to increased sales and visits to your business. According to Google, “50% of people who perform a local online search for certain products or stores, will actually visit a store that same day.”

What are the benefits?

- Boosts your credibility to your target audience by asking current clients to leave you a review.
- Provides your customers with the information they need quickly and easily, such as opening hours, contact information and even driving instructions, perfect for people coming to visit you. On a mobile phone, this will also include a “Click-to-Call” button.
- Keeps your information online and up to date by providing you with the ability to change your office location and telephone numbers with ease.
- You can post images, offers, and links to your Google profile to keep your customers updated on the latest business news, and encourage them to return to your business.
- It’s a completely free advertising tool on the world’s biggest search engine.
- Featured on Google Maps, this is useful for local customers searching the area for services.
- Business owners have the ability to input significant amounts of accurate up-to-date information directly into Google’s system, which can increase your chances of being ranked well particularly in your local area.





How to add your business listing through Google My Business on a PC

1. On your computer, sign in to Google My Business.

2. Sign in to your Google Account, or create one. Then, click Next.

- Sign up with your business email domain since this account will be for your chain. Enter the name of your business or chain. You can also select your chain from the suggestions that appear as you type (if applicable).

3. Enter your business' or chain's address. You may also be asked to position a marker on the location of your chain's branch on a map. If your business doesn't have a physical location but works in a service area, you can list the area instead. Then, click Next.

4. Choose whether you want your business location to appear on Google Maps.

- **If you serve customers at your business address:**

1. Enter your business address.
2. Click Next.

Tip: If you also serve customers outside your business address, you'll have the option to list your service areas as well.

- **If you don't serve customers at your business address:**

1. Enter your business address.
2. At the bottom, click I deliver goods and services to my customers Next.
3. List your service areas, then click Next.

5. Search for and select a business category. You can also choose a more specific category, as appropriate. Then, click Next.

6. Enter a phone number or website URL for your chain, and click Finish.

Tip: You'll also have the option to create a free website based on your information. It's recommended that you provide the individual phone number or shop page for each location, rather than a single centralised call centre.

7. Select a verification option.

- To verify later, click Verify later Later. If you're not authorised to manage the





Business Profile for the chain, find the person in your organisation who's authorised and continue the process.

Tip: If you see a page that says 'This listing has already been claimed', click Request access. Then, follow the directions to claim your business. Learn more about how to request ownership.

Add your business through Google Maps

1. On your computer, sign in to Google Maps.
2. You can add your business in three ways:

- Enter your address in the search bar. On the left, in the Business Profile, click Add your business.
- Right-click anywhere on the map. Then, click Add your business.
- In the top left, click Menu Add your business.

3. Follow the on-screen instructions to finish signing up for Google My Business.

Claim your business through Google Maps

1. On your computer, open Google Maps.
2. In the search bar, enter the business name.
3. Click the business name and choose the correct one.
4. Click Claim this business Manage now.
 - To choose a different business, click I own or manage another business.
5. Select a verification option, and follow the on-screen steps.

Once you're set up, ensure you review your Google Analytics account to see which engagement your listing gets and to see what kind of audience (demographics) is clicking on your profile.

As 'Google my Business' allows for feedback as well, it can be a really effective way to engage with your customers or prospects. It is a good idea to engage with your current customers to provide a review for you to build credibility and positive feedback online. This is often the best form of advertisement and can be achieved with minimal effort.





Sabor

Website

Directions

Save

4.4 ★★★★★ 436 Google reviews

££ · Restaurant

Address: Selimiye Sk, Lefkoşa 99010

Hours: Closed · Opens 10AM ▾

Phone: +90 392 228 83 22

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