**Google My Business Tutorial**

Google My Business is a vital tool in helping businesses grow their presence online. With a Google My Business profile, customers can find your business, contact info, hours, and the physical location within Google Maps, easily. You may be familiar with what a Google My Business profile looks like. When you search for a business in Google, assuming that company has a Google profile, you will notice a business listing on the right-hand side of the search results. Google My Business is a free tool, that ANY small business owner can use. Today, I would like to walk you through a Google My Business set-up tutorial!

1. To create a Google My Business profile, it is important to note that you first must have a Google account; in other words, you will need access to your gmail. If you do not have a gmail account that coincides with your business, I recommend creating one quickly, before getting started. As a disclaimer you can have any email address publicly available on your Google My Business however, to register, and manage your listing, you must access Google through Gmail.
2. Visit the Google My Business website and click “Sign in”. From there you will sign-in to your gmail account and may begin the set-up of your Google My Business profile.
3. Search for the name of your business. Here, you may either create a page or, claim an existing page if one had already been created for you.
   1. Search for your business in the search bar, if you already have a Google listing, the listing will pop up, and you may select “manage”. If your business name isn’t there, type out your full business name, and create a profile from scratch. After typing your name in, double check it has been spelled correctly and click enter.
4. The next step is to add your business’ category, make sure the category is as relevant to your business as possible.
5. Select whether you have a physical location or not. If, you select no, you will be prompted to enter your “service area”. If yes, you may enter the location of your storefront. We will act as though Jazzy’s Jewellery has a physical location. If you don’t have a physical location, hold on, we will touch on how to tackle that, in the next steps.
6. What’s your address? Here you are able to input the exact address of your physical location. After typing in the physical location, click next. You will then be asked if you serve customers outside of that location. If not, select no, and hit next. If you select yes, you are taken to this screen.
7. If you select that you do not have a physical location this is the window you will immediately be brought to. If you serve customers outside of your physical location (ie; deliveries, service provider, etc.), you may address that here. You can outline the area you provide service to, so customers are clear where you are operating.
8. Time to add your business’ contact information. Beginning with your phone number and website. For the URL, make sure it directs customers to the homepage of your website. There will be opportunities for you to add additional links such as menu, services, or online booking after the initial stages of the Google My Business set-up.
9. It is now time to verify that you do, in fact own the business. There are three diﬀerent options available when attempting to verify business ownership, all involving a verification code. 1. A post card will be sent to the physical location of your storefront with the verification code 2. A phone call or, 3. An email.
   1. You will most likely need to verify ownership via snail-mail post-card, with an attached verification code. This can take up to 12-business days to receive.
   2. For now, we will move on and finish setting up our page.
10. After attempting to verify your business, we are brought to the field that allows you to insert your business’ hours of operation. Make sure this is accurately filled out, and if the hours of your business ever change, you update them here immediately.
11. Followed by the hours of operation is the business description. Here, you are given the opportunity to tell your customers exactly what you do, and how you can help them. You are given 750 characters, but I recommend keeping it as short and sweet as you can. Unfortunately, you may find you lose potential customers if they need to read a lengthy business description so, the goal is to be as informative as possible in as few words as possible.
12. After adding your business description, and making sure it hits all the points, it’s time to add some photos. We’ve told the people what you’re doing, it’s time to show them. As we know from research, visual content is much more likely to see engagement than non-visual content. The photos do not need to be perfect but, they should have proper lighting and should not be blurry. Click “next” to complete your photo upload.
    1. After uploading your photos, it’s time to click “continue”. You will then be brought to the main page of your businesses Google My Business profile. Congratulations, you’re almost there!
13. Select “Complete my listing”, you may upload additional images to your Google profile. Here you may add a logo, cover image.
14. Congrats, your Google My Business Page is complete, remember to keep it updated.