

How to setup Google My Business Page

GMB is a free tool that allows you to manage how your company appears in Google Search and Maps. That includes adding your company name, location, and hours; follow-up and response to customer opinions; adding photos; learn where and how people are looking for you, and more.

If you're just getting started with local SEO, your Google My Business listing is a great place to focus your initial efforts. After all, when people search for a product or service near them, they are usually very close to making a purchase: one in two people who do a local search (think "repair a watch near me") visit a store. that day. Therefore, it is important that the information about your business that appears when people search on Google is as accurate, complete and optimized as possible.

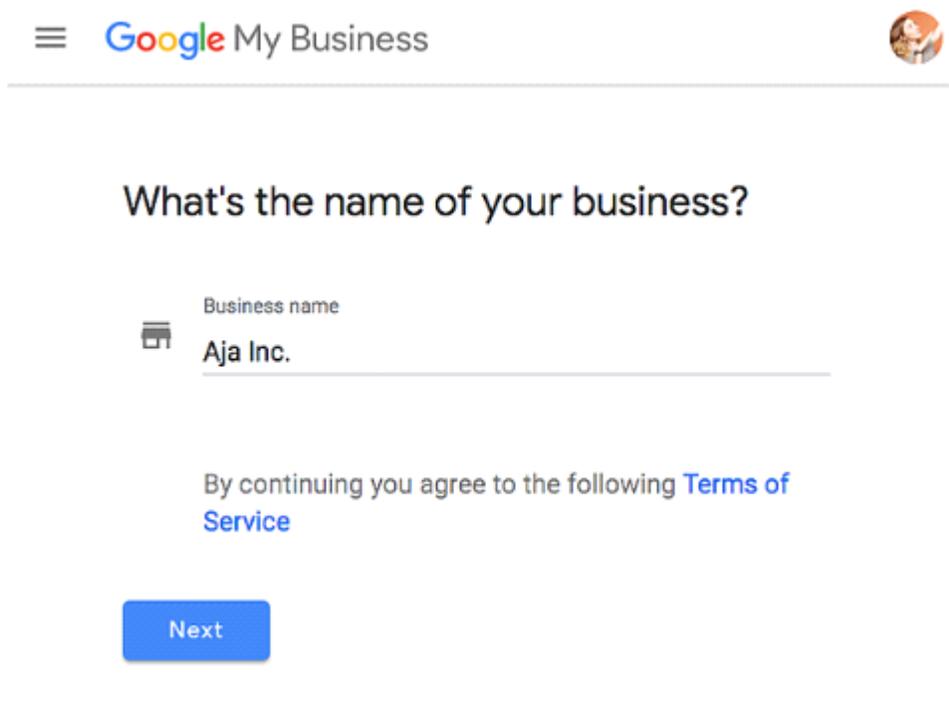
Steps to Make your Google My Business Account

Create a Google My Business file

Step 1: Sign in to the Google account you want to associate with your company (or create a Google account if you don't already have one).

Step 2: Go to google.com/business and select "Start Now" in the upper right corner.

Step 3: Enter your company name.



The screenshot shows the Google My Business setup interface. At the top, there is a navigation bar with the Google My Business logo on the left and a profile picture icon on the right. Below the navigation bar, the main heading asks "What's the name of your business?". Underneath, there is a form field labeled "Business name" with a small icon of a storefront to its left. The text "Aja Inc." is entered into the field. Below the form field, there is a line of text that reads "By continuing you agree to the following [Terms of Service](#)". At the bottom of the form, there is a blue button labeled "Next".

Step 4: Enter your business address.

← Where are you located?

Country / Region
 **United States** 

Street address
Enter a location

City
Enter the full city name

State ZIP code
Please select 

-  I deliver goods and services to my customers.
[Learn more](#)
-  Hide my address (it's not a store)

Next



Step 5: If you go to your customers' locations, instead of having them approach you, check the "I deliver goods and services to my customers" box. And if you work outside your home or other address that you don't want to be shown publicly, check "Hide my address (not a store) Show only region". Finally, select your delivery area.

← Delivery area

How do you deliver goods and services to your customers?

Deliver in person within region, city or postcode

Deliver in person within distance from business

0 miles ▼

Next

Step 6: choose the category of your company. Try to choose the most accurate category possible: you're basically telling Google what kind of customers should see your business listing.

Step 7: Add your company's phone number or website.

Step 8: choose a verification option. If you're not ready to verify your business yet, click "Try a different method" → "Later".

How to verify your business on Google

There are several ways to verify your GMB listing:

- By postcard
- By phone
- By email
- Instant verification
- Mass verification
- Postcard verification

Step 1: If you haven't signed in to Google My Business yet, sign in now and choose the company you want to verify. (If you are already logged in, you will be in the verification step).

Step 2: Make sure your business address is correct. Optional: add a contact name - this is who the postcard will go to.

Choose a way to verify

Select how you'd like to get a verification code. [Learn more](#)

Postcard by mail
Have a postcard with your code mailed to this address

Contact name

Bagels & Books
1 Candy Ln, Brockton, MA 02301-2807, United States

Try a different method
More ways to verify



Step 3: Click "Mail." The postcard should reach you in five days -- make sure you don't edit your business name, address, or category (or request a new code) before it comes, because this could delay the process.

Step 4: Once you've gotten the postcard, log into Google My Business. If you have more than one business location, select the location you want to verify. If you only have one, select "Verify now."

Step 5: In the Code field, enter the five-digit verification code on your postcard. Click "Submit."

If your postcard never shows up, or you lose it, you can request a new code by signing into Google My Business and clicking the "Request another code" blue banner at the top of the screen.

Phone verification

Google lets some businesses verify their location by phone. If you're eligible, you'll see the "Verify by phone" option when you start the verification process.

Step 1: If you aren't already logged into Google My Business, sign in now and choose the business you want to verify. (If you're already logged in, you'll be at the verification step.)

Step 2: Make sure your phone number is correct, then choose "Verify by phone."

Step 3: Enter the verification code from the text you receive.

Email verification

Google lets some businesses verify their location by phone. If you're eligible, you'll see the "Verify by email" option when you start the verification process.

Step 1: If you aren't already logged into Google My Business, sign in now and choose the business you want to verify. (If you're already logged in, you'll be at the verification step.)

Step 2: Make sure your email address is correct, then choose "Verify by email."

Step 3: Go to your inbox, open the email from Google My Business, and click the verification button in the email.

Instant verification

If you've already verified your business with Google Search Console (a free tool that lets you manage your website's search performance and health), you might be able to instantly verify your email.

Step 1: Sign into Google My Business with the same account you used to verify your business with Google Search Console. (Some business categories aren't eligible for instant verification, so if you don't get a notification asking you to verify the listing, you'll have to use a different verification method.)

Bulk verification

If you operate more than 10 locations for the same business -- and you're not a service business or an agency managing locations for multiple businesses -- you might be eligible for bulk verification.

Step 1: If you aren't already logged into Google My Business, sign in now and choose a location. Click "Get verified" next to its name.

Step 2: Click "Chain."

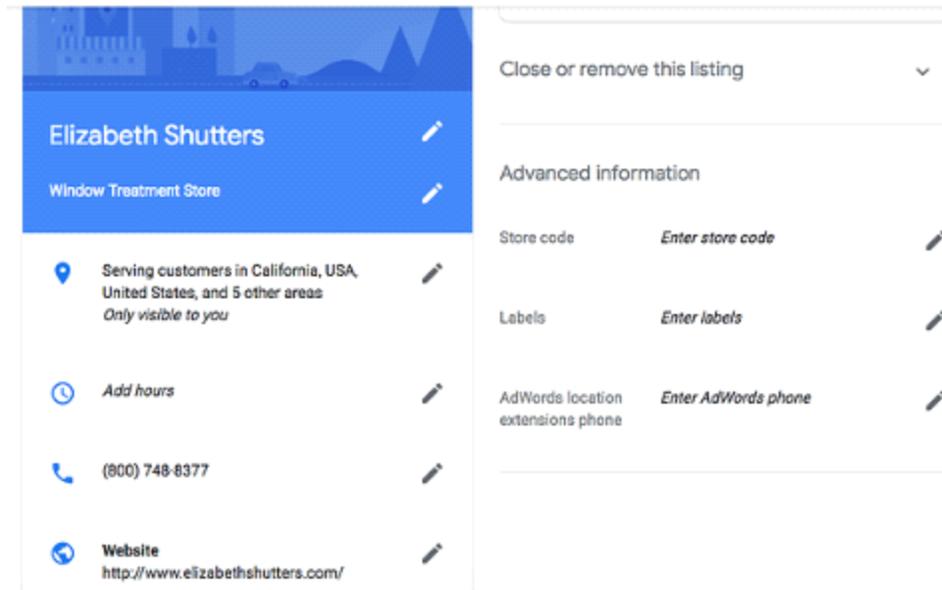
Step 3: Fill out the verification form with your business name (as well as the parent company, if applicable), country or countries where you operate, all contact names (i.e. everyone who will be using the Google My Business account), contact phone number, business manager email (someone at the business who can verify you're a representative of that business), and the email address of your Google Account Manager.

Step 4: Submit the verification form. It can take up to a week for Google to review and process your claim.

How to Optimize Your GMB Listing

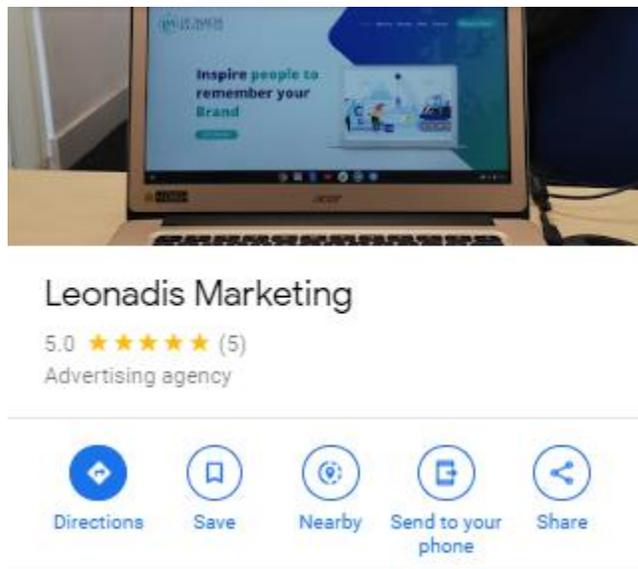
Once you've verified your business, it's time to finish fleshing out your profile.

Go to the Google My Business dashboard, click the listing you'd like to work on, select "Info," and then choose a section to fill out or update.



Add as much information and media as possible, including a business profile photo, the area you serve, your hours, attributes (eg, "wheelchair accessible," "free wifi"), the day and year that opened, and a public phone number and website URL.

Anyone can "suggest an edit" to your listing, so it's important to A) get it right the first time (so you don't encourage random people to make their own changes) and B) periodically log in to your GMB dashboard and make sure all the details look good.



At any time, you can edit your business profile by logging into your GMB dashboard, clicking "Information", clicking the pencil next to the field you want to edit, making your change, and then selecting "Apply".

Photos from Google My Business

According to Google, companies with photos see 35% more clicks on their website and 42% more requests for driving directions on Google Maps.

Photos must be at least 720 pixels wide by 720 pixels high and JPG or PNG files.

Not sure how many images to add, or what they should be?

Cover photo

Your Google My Business cover photo is one of the most important, as it is displayed in advance and in the center of your listing.

Profile photo

Your profile photo is what appears when you upload new photos, videos, or review responses.

Along with your profile and cover photos, you can and should upload other photos to make your ad more informative and attractive.

- Google My Business Videos
- You can also add videos. Videos must be:
 - 30 seconds or less
 - 100MB or less
 - 720p or higher resolution

Videos can add some variety to your profile and make you stand out from other companies in your category; however, don't worry if you don't have any; unlike photos, they are not "must haves".

Google My Business reviews

One of the best ways to encourage future customers to leave positive comments? Respond to current ones. Leaving an appreciative response not only shows the original reviewer that you are grateful for their support, but also makes that positive review stand out on your list and influences people to leave their own reviews.

Here is a sample response to a satisfied customer:

Reviews  

 **Iuliana Gavrilă**
3 reviews

★★★★★ 3 months ago
I can't recommend Leonadis Marketing enough. The new website started generating sales for us within the first couple of days. Leonadis's friendly approach, attention to detail and speed is amazing. They have gone above and beyond what I ...
[More](#)

 1  Share

Response from the owner 3 months ago
Thank you Iuliana, Pleasure working with you and your team, looking forward to what the future holds with our work together.

 **Matthew Gregory**
1 review

★★★★★ 5 months ago
Had a website and business start up package from these guys, I can't thank them enough, super professional from start to finish and super efficient, within a matter of days I had the website done and social media pages made/ domain emails ...
[More](#)

Thanks for your business, [name]! We are very pleased that you enjoyed [product, p. "blueberry pie"]: It is also one of our favorites. I hope to see you soon at [company name].

You should also respond to negative reviews to show that you take them seriously and appease the disgruntled buyer. But be sure to be extremely polite - attacking them again will make you look unprofessional and your review will be more credible.

Thank you for the comments, [name], and I am very sorry that [product / experience] did not meet your expectations. [If you have made a change, mention it here, for example, "We are now reviewing the orders to make sure everyone receives exactly what they asked for"]. If you want to return, we 'would be happy to give you [product] in the house. In any case, thanks for your business, and I hope we can do better next time.

Google My Business application

Google My Business is also available in the app for iOS and Android.

You can use the application to:

- Update your business hours, location, contact information and description
- Post statuses and photos
- View search information
- You cannot use the application to:
- Delete your company file
- Change your settings
- Give ownership of the list to another user

Google My Business vs. Google Places for Business vs. Google+

If you are confused about the many names and options to manage your presence on Google, you have the right to be. Google Places used to be Google's tool for owners to manage their business profiles, but it was retired in 2014. Google My Business is now the central hub for managing how your business appears in Google Search, Maps and Google+.

So what is Google+? It's Google's social network (the closest example is probably Facebook). You can join or start Communities (public or private groups organized around a theme, like Knitting) and follow or create Collections, think of Pinterest boards.

A Google+ account for your business allows you to interact with niche groups and post images and updates. In other words, it is like a Facebook page for your business. You can access your Google+ account from your Google My Business dashboard (but a Google+ account is not required to have a GMB account).

Do you need a Google+ account? No, and if you are short on time, it might be better to focus on other marketing channels and / or social media.

Do you need a Google My Business account? If you are targeting local customers, I highly recommend it.