



How to use Google My Business

Google My Business is a FREE tool offered by Google that allows businesses to add essential information as a business listing, making it easy for customers to find your business via search, maps, and obtain key business details, such as a phone number and hours you are open.

Why sign up?

With COVID-19 restrictions, many businesses found themselves unable to sell, as they were not allowed to open and did not have a way to reach customers online. For some, it was a matter of not having the time to create a website, for others, it was a lack of resources. Unfortunately, not being online meant you weren't accessible to those who were shopping online.

To reach younger, tech-savvy customers, having an online presence is vital. Without a listing, your business can't be found. The key is getting the customer's attention, and making it extremely easy to buy. The less work they have to do, the greater the likelihood they will complete their purchase.

The purpose of starting with a listing on Google My Business, is to make sure your business can be located through Google Search.

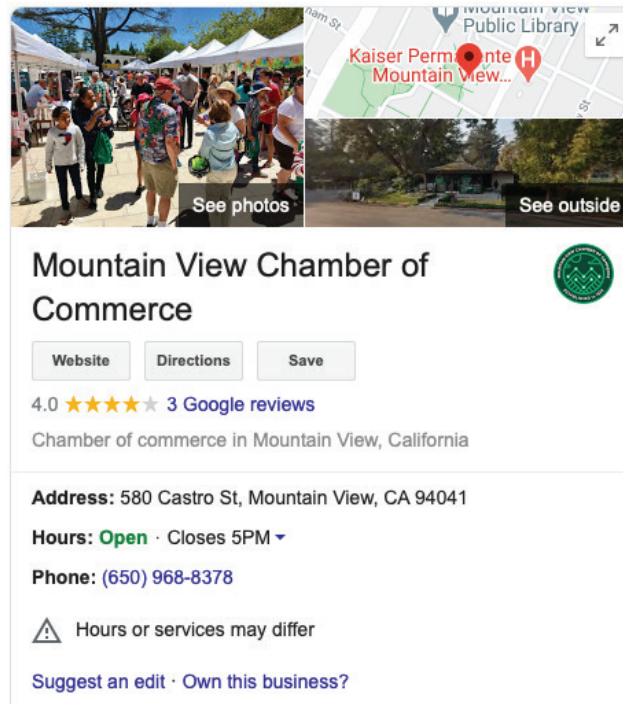
SHORTCUT: 5 Steps to Signup to Google My Business

1. Go to [Google Business](#).
2. Click on the blue button 'Manage now.'
3. Verify your business by entering your address. A postcard will be sent via USPS to the address provided. The purpose is to verify that you are the owner. Simply follow the instructions on the card.
4. Continue to fill out your business profile with the Service area your business covers, your business hours, phone number, and website URL.
5. Additional categories are designed to help amplify your business within search engines. You can add product and/or service offerings, along with a brief description of your business.



Business Recovery Kit

Here is an example of a Business Listing:



Signing up for an account on Google My Business will make it easy for customers to find you. The listing includes one-click access to call your business, get directions, send a message, or redirect to your website. Customize your listing with pictures of your business. With customer reviews, businesses can follow and respond quickly and easily. And with their analytics, businesses can see what is most important for their customers, getting directions, accessing their website, and more.

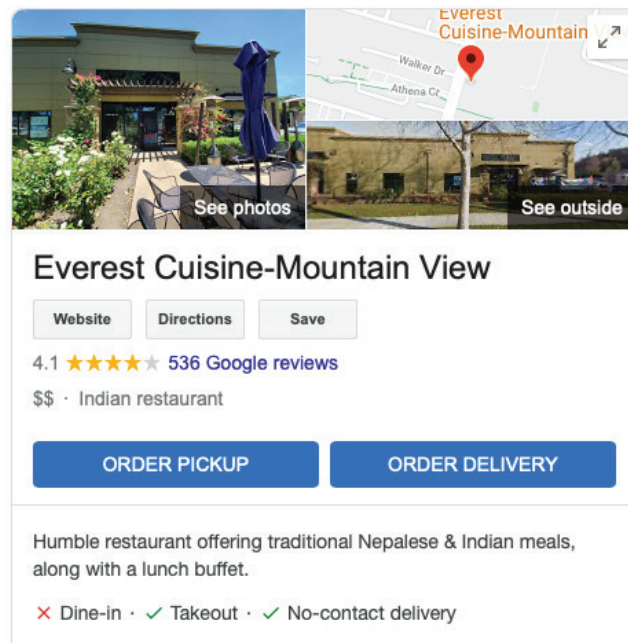
Google My Business works best for those that are local, brick-and-mortar businesses that have a physical address. They will want to verify your business location, which takes approximately 5 days. To do so, you will enter in the address of your business. They will physically mail you a postcard with a verification code and instructions on how to enter the code to complete the process of verifying your business listing. The purpose is to validate that you are the owner of the business.

Be as thorough as you can when filling out your business listing profile. The more thorough you are the easier it will be for customers to quickly gather in the details they need to shop. The information you provide will be indexed by Google, which makes it easier for others to find you when conducting a search.



Business Recovery Kit

Here is an example of a business with 'ORDER PICKUP' and 'ORDER DELIVERY' buttons on their listing:



Google My Business allows you to customize your listing. For example, restaurants can include a button to 'ORDER PICKUP' or 'ORDER DELIVERY' making it very easy for customers to order immediately rather than having to go to their website, or download an app to order. Simply providing details such as 'Dine-in', 'Takeout', 'No-contact delivery' is helpful to interested customers. In addition, businesses can include a photo of their store front and a picture of your most popular entree. For a boutique, add the latest clothing style for the fashionista's of the world.

And as a bonus, Google My Business includes a Marketing Kit that will help you to create marketing materials such as posters, stickers and posts for social media, with the goal of helping you to reach customers and sell.

Location, location, location. For the year 2020, this translates into having a presence online. One of the best investments you can make is to create a listing on Google My Business. Help your customers locate and buy from you with ease.



Business Recovery Kit

Additional Resources

For a step-by-step video of how to sign up see:

[Grow with Google](#)

And for a step-by-step guide see:

['Get Your Local Business on Google Search and Maps'](#)

Take a look at the [Back to Business: Managing Your Business Remotely video](#) from the Mountain View Chamber of Commerce.

Looking for the definition of the digital lingo? Download our Digital Dictionary [here](#). You can also access it at <http://www.ilovemv.org/digital-dictionary>

The Business Recovery Kit is brought to you by the Mountain View Chamber of Commerce. Content created by Fly to Soar in partnership with the Chamber of Commerce.