

# Google My Business



## What is a Google My Business?

Google My Business allows you to manage your online visibility and ensures online users are getting correct information about your business on Google Search and Maps.

You or anyone else can create a profile about your business – but until you create a Google My Business account, you won't have the ability to manage the information the business profile displays or the reviews it collects.

Google My Business will give you control over your business profile, which creates opportunities for you to target your information to your clientele and build trust.

## What are the benefits of a Google My Business?

The business world is as competitive as ever. Information about products and local businesses are readily available online and whether you're looking for foot traffic or web traffic, it's important you stand out from the rest and stay one step ahead of your competitors.

Google My Business is a tool that will help you improve your business profile, create visibility, and build long-lasting relationships with your customers.

**Customer Engagement:** There are a variety of ways to engage with customers online. Google My Business allows you to respond to reviews, answer questions, and even message directly with users online.

**Make your business unique:** Google My Business lets you include more information in your business profile that can help you stand out from the competition.

**Optimize your business locally:** You can incorporate keywords into your business profile to increase your ranking in local search results.

## How do I set up and track my Google Analytics?

Making sure your listing data is up-to-date and accurate is important to building trust with users.

The first step is setting up your account, which you can do [here](#).

The following resource is a simple step-by-step approach to establishing your Google My Business profile and provides details on how to make your profile stand out above the rest.

### HOW TO SET UP YOUR GOOGLE MY BUSINESS LISTING

## Helpful Tips & Tricks

**Complete every section:** The more complete your profile is, the better Google will rank your business in local search results. The most important information to complete first is Name, Address, Phone, Website, and Hours of Operation. It also gives customers more things to see and click on to better understand your business.

**Make a personal connection:** People crave connection – so make sure you fill out the 'From the Business' description. You only have 750 characters, so make it count by including the most important information in the first 250 characters, and use keywords that people use to search for businesses like yours.

**Post photos regularly:** Adding high-quality photos that show your business and products will increase your engagement with customers and help improve your rankings. For your thumbnail photo, use your logo; and for the cover photo, use something that best represents your brand.

## Additional Resources

[What is a Google My Business Profile and Why Do You Need One?](#)  
(Performance Admin)

[What is Google My Business and Why Do I Need It?](#)  
(WordStream)

[How to Use Google My Business to Get More Customers](#)  
(Hootsuite)

[13 Essential Google My Business Optimizations to Rank Higher in Local Search](#)  
(WordStream)

