

# Google My Business tips

Google My Business is in essence, a tool created by Google to display businesses in a more visual and clear way. Your profile is what shows up in search results on Google, or when you are searching areas in Google Maps.

Use this service to display information and collect reviews for your potential clients to digest and enquire.

#### **Reviews**

Nothing is better than getting lots of fantastic reviews from your customers! Help gain more by sharing the link to review your business on Google to install trust in future prospects!

#### Profile Completion

Make sure to complete all aspects of your profile! A full profile can be considered a more reputable one!

### Visuals

On your profile, be sure to add images and video of your business, as well as a profile image and cover image! Make it easier for your customers to recognise your business.

#### Updates

Don't just update your profile and then leave it for the dust... Make sure you are keeping this information up to date so your customers can contact or access the right information easier.

## Verify your location(s)

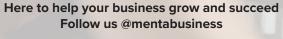
Having a verified location helps to improve your score for distance ranking (just one of the factors that increases your chances of your profile showing up ion Google Search results).

#### **Keywords**

A very important, but often overlooked factor when it comes to Google My Business profiles. Using the right keywords in your profile will help boost your chances of showing up in your customer's search results.

#### Features

Depending on the category you've chosen for your business, you can access certain features. Make sure to explore all of Google My Business' features to help show the most information to your customers!



Finder File Edit View Go Window Help

🔽 奈 📾 Mon 9:41 AM Q 🥥 建 🕯

oney Mail Images III O 🖭 🌀

Google Search In Feeling Locky

f 🕑 💓

Training | Office Space | Bespoke Social Media Support Events | Advice | Resources

www.menta.org.uk



Licensed exclusively to MENTA Business Support  $\ensuremath{\mathbb{C}}$  All Rights Reserved.

This planner is protected by UK and International copyright laws. Reproduction and/or distribution without permission is prohibited.