

Getting Businesses Online

Google My Business (GMB)

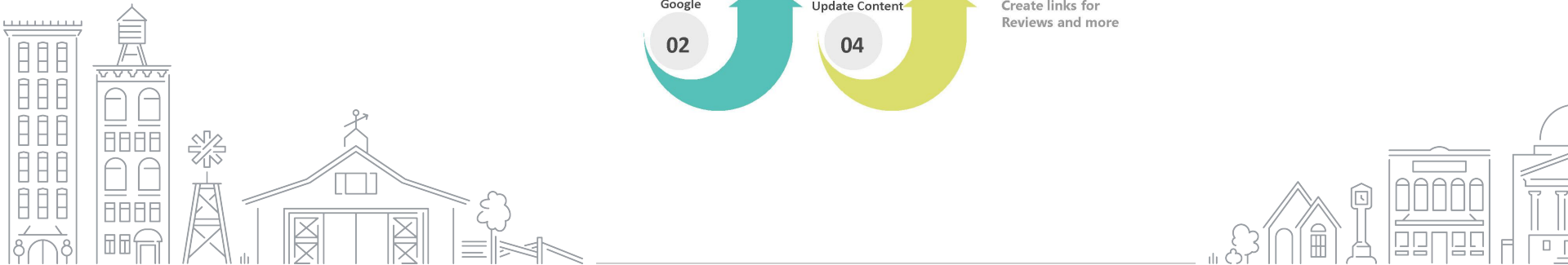


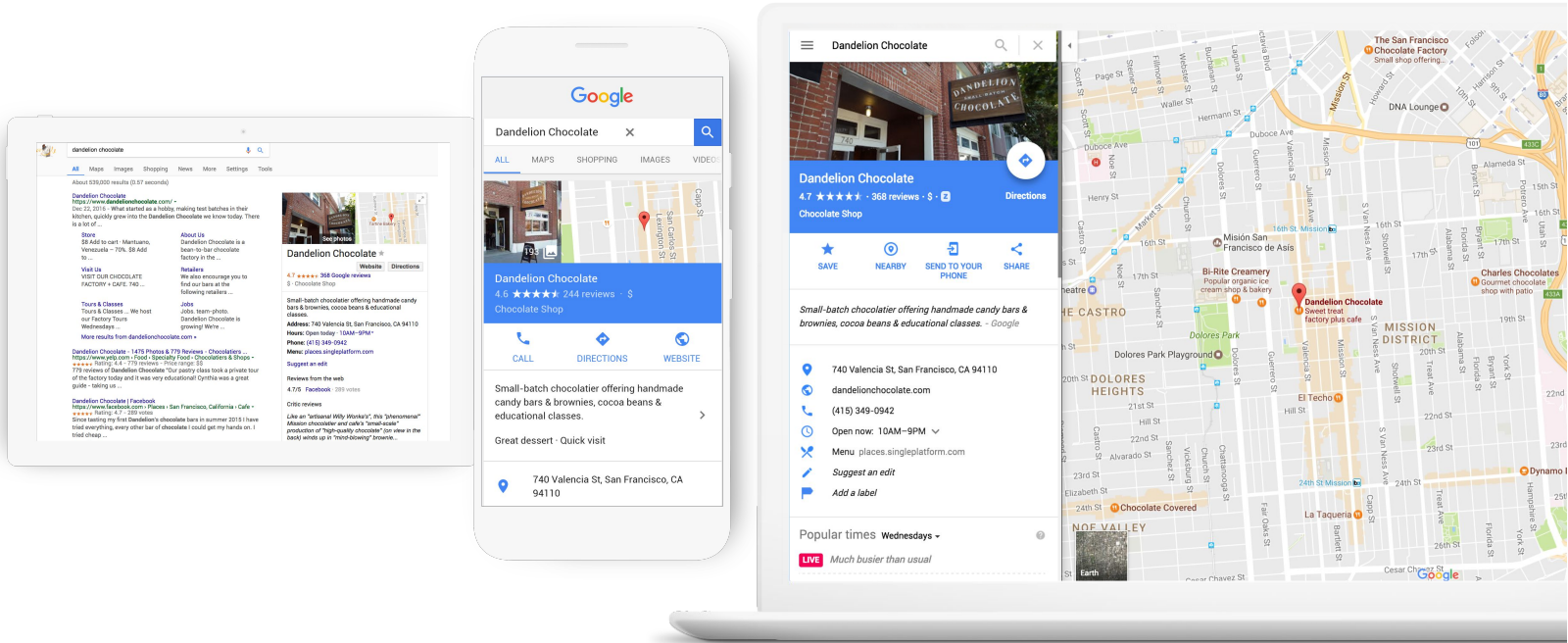
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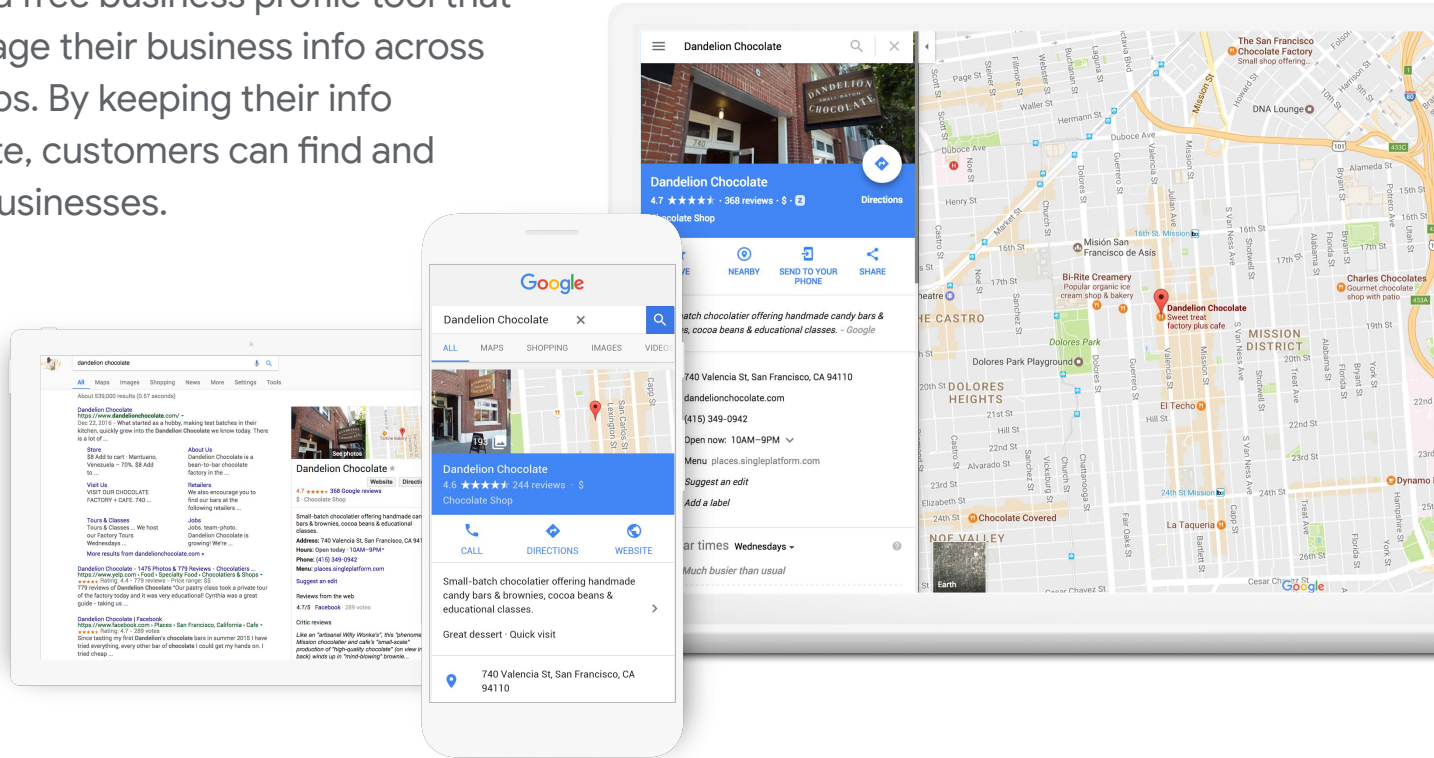
WHAT IS GOOGLE MY BUSINESS?

Google My Business is a free business profile tool that businesses use to manage their business info across Google Search and Maps. By keeping their info accurate and up-to-date, customers can find and connect to their local businesses.



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WHAT BUSINESSES ARE ELIGIBLE TO APPEAR ON GOOGLE MAPS?

To be eligible for a business profile, a business must make in-person contact with customers during stated business hours. This can happen either at the business itself or at a customer's location.

If it happens at the customer's location, only create one profile and set the entire service area within that profile.

[Read detailed guidelines here.](#)

Eligible

- ✔ Business who make **in-person contact** with customers during stated hours
- ✔ **Home-based businesses** as long as the address is hidden with a service area set.

Not Eligible

- ✘ Operating primarily by phone/email/web
- ✘ Home rental, vacation or for-sale properties
- ✘ Businesses that use a PO box
- ✘ Events that are held at a venue the event organizers don't have the authority to represent

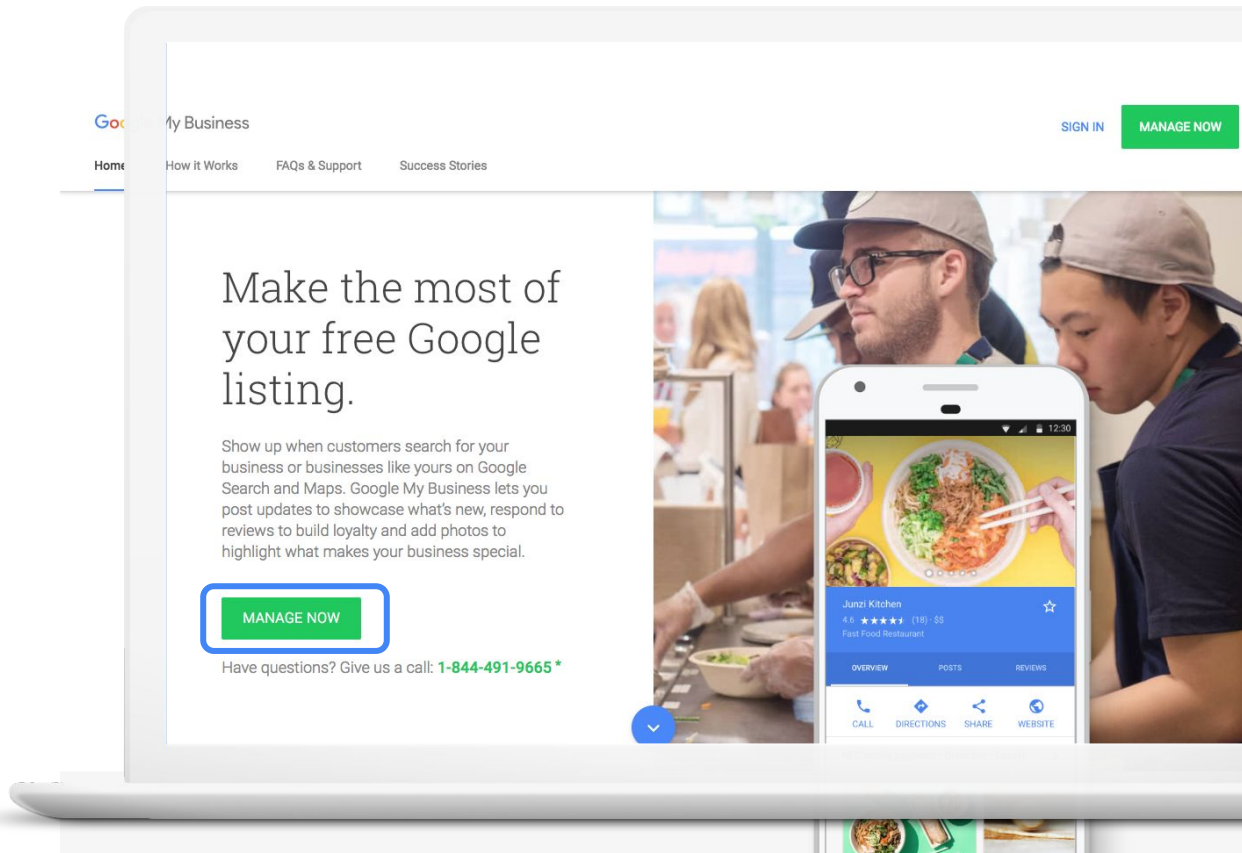
Read more about ineligible businesses in [this article](#) under **Ineligible Businesses**.



GET STARTED BY CREATING OR CLAIMING A GOOGLE MY BUSINESS PROFILE

Check out [this](#) handy and printable one-sheeter with the steps to setup and create a Business Profile.

Keep in mind: There might be a listing for an old business at the same location where you're registering a new business. Do not attempt to claim it. Instead, suggest an edit to have it marked as closed. Then, proceed with creating a new Google My Business listing for your business.



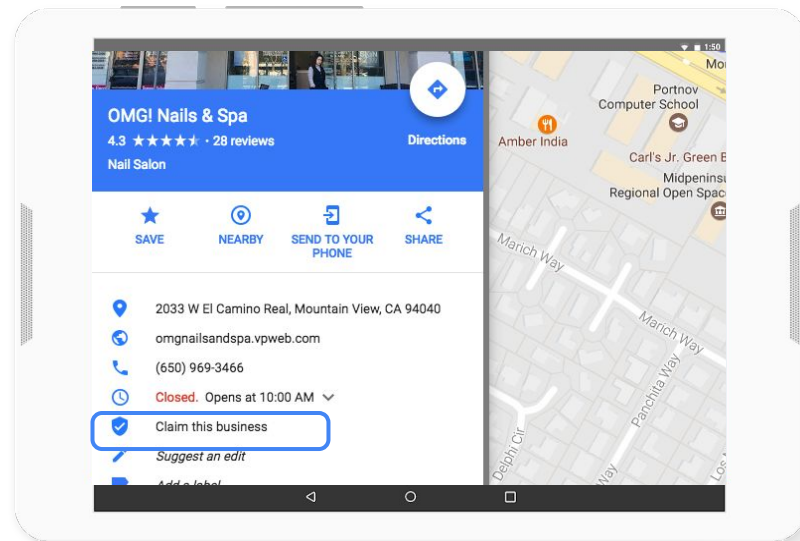
WHAT IS VERIFICATION?

Verified businesses are twice as likely to be considered reputable by users. Verification also protects business owners from incorrect or misleading information.

After successful verification, a business can do the following:

- Make changes to business info that appears across Google
- Read and respond to customer reviews
- Publish photos that showcase products and services
- See Insights that show how people found and interacted with business the business profile
- Share posts about what's new and exciting with the business
- Create a free website

And more!



HELPFUL LINKS

Quick links to the Google My Business Help Center with steps for questions that start with “How Do I...”

[Determine if my business is eligible to be on Google Maps](#)

[Get to Google My Business to edit my listing](#)

[Understand my business profile status](#)

[Hide my address from public view](#)

[Add a Manager or Admin to my listing](#)

[Transfer ownership of my page to someone else](#)

[Recommend what photo shows first in Google Search](#)

[Reply to my reviews](#)

[Contact another verified page owner](#)

[Delete a page in my account](#)

[Close my old location in my account](#)

[Report a business as moved or closed that is not in my account](#)

[Access my business page on a mobile device](#)

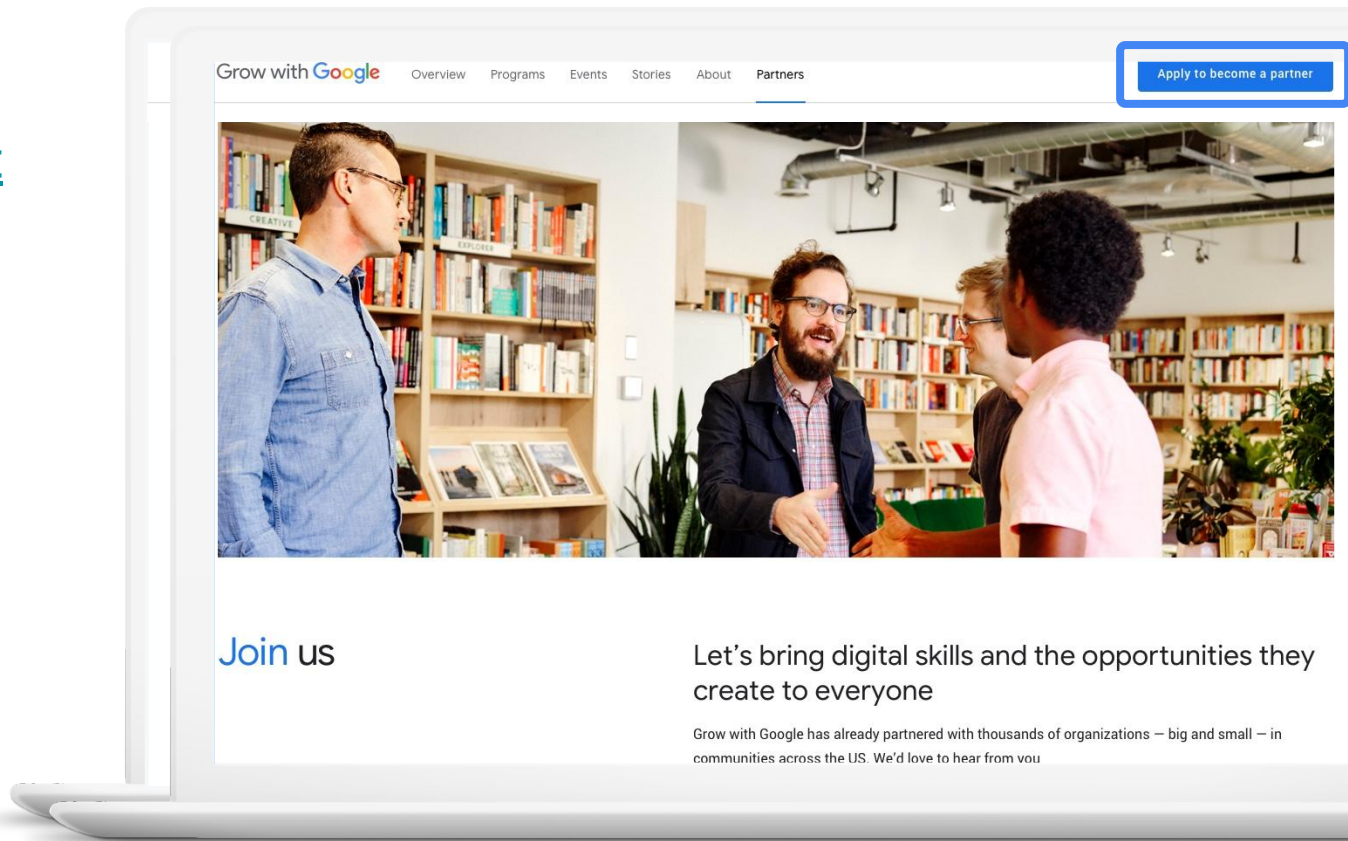
[Report Abusive Robocalls](#)

Looking for troubleshooting help? Reach out to support at twitter.com/googlemybiz or facebook.com/googlemybusiness.

Grow with 

READY FOR MORE?

[Get a GMB account](#)



The image shows a laptop screen displaying the 'Partners' page of the 'Grow with Google' website. The page features a navigation menu with links for Overview, Programs, Events, Stories, About, and Partners. A prominent blue button in the top right corner says 'Apply to become a partner'. Below the navigation is a large photograph of three men in a library-like setting, engaged in conversation. The man on the left is wearing a blue denim shirt and glasses. The man in the middle has a beard and glasses, wearing a dark jacket over a plaid shirt. The man on the right is wearing a pink polo shirt. Below the photo, the text reads 'Join us' followed by 'Let's bring digital skills and the opportunities they create to everyone'. At the bottom, a paragraph states: 'Grow with Google has already partnered with thousands of organizations – big and small – in communities across the US. We'd love to hear from you'.

A FEW WAYS TO VERIFY



Expedited verification form

Who: Exclusively for Partners.

When: Anytime you host an approved workshop, the form will be available to you to use for 30 days total.

How: Once you're logged into the community, you or the business can access the form from your event page.

Time: Verification takes 1-4 business days.



Postcard or Phone or Email

Who: Everyone.

When: Any time.

How: A PIN code is sent to the Business (sometimes the business has the option to receive a phone call, text or email instead).

Time: The code comes within 4-14 business days, valid for 30 days (or instantly via phone/email).

If you need verification help, post in the [Partner Community](#) or email our team at gwgpartners@google.com

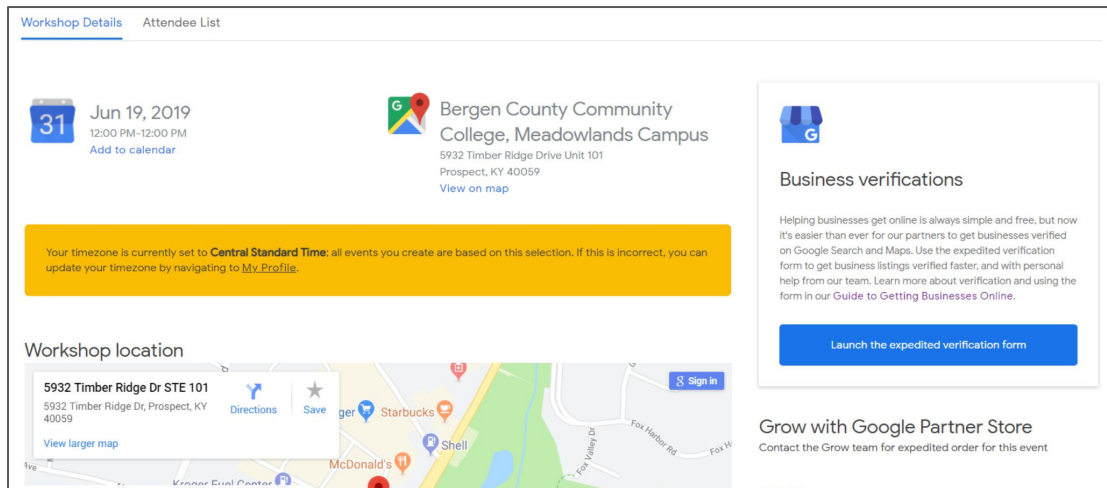
THE EXPEDITED VERIFICATION FORM

When helping a business claim their profile, instead of requesting a postcard to verify their business, they can fill out this form instead for manual review of their business.

If there are issues or questions, the verification team will email the username provided on the expedited verification form, **not the listed partner.**

You'll be able to access this form for 30 days when you register a Grow with Google workshop; you'll see the business verification option to the right on your events page the **day of** your workshop in the community, and for the following 30 days after.

The form will then expire and you'll need to host another workshop to gain access again.



The screenshot shows a web interface for a workshop. At the top, there are tabs for "Workshop Details" and "Attendee List". Below the tabs, on the left, is a calendar icon with the number "31" and the date "Jun 19, 2019" with the time "12:00 PM - 12:00 PM" and a link to "Add to calendar". To the right of this is the location information: "Bergen County Community College, Meadowlands Campus" with the address "5932 Timber Ridge Drive Unit 101, Prospect, KY 40059" and a "View on map" link. Below the location information is a yellow banner with the text: "Your timezone is currently set to **Central Standard Time**; all events you create are based on this selection. If this is incorrect, you can update your timezone by navigating to [My Profile](#)." Below the banner is a map titled "Workshop location" showing the address "5932 Timber Ridge Dr STE 101, 5932 Timber Ridge Dr, Prospect, KY 40059" with a "View larger map" link. The map also shows nearby landmarks like Starbucks, Shell, and McDonald's. On the right side of the page, there is a "Business verifications" section with a Google logo icon, a paragraph of text explaining the service, and a blue button that says "Launch the expedited verification form". At the bottom right, there is a "Grow with Google Partner Store" section with the text "Contact the Grow team for expedited order for this event".

POSTCARD AND PO BOX SCENARIOS

The business uses a PO Box instead of a street address.

If the business asks to use a PO Box because that's where they receive mail, show them how to set up a service area at their home address instead and hide their address from public view.

If the business cannot receive mail at their physical address, skip the option to mail a postcard by clicking 'Verify later,' and instead use the expedited verification form our program offers. Our team will review the verification request. No postcard needs to be requested in this case.



The bottom line

Don't use a PO Box or UPS store box for the business address since those aren't eligible, verifiable business addresses.



OWNERSHIP AND ACCESS SCENARIOS

Someone else owns the verified business profile.

Here's how to help a business owner claim ownership of a listing:

Request an ownership transfer to the page through Google My Business. [This help center article explains the process in detail.](#)

If the business owner doesn't get a response after 7 days, the next step is to **reply to the email received from Google support**. They will take it from there.

The business owner cannot remember the username or password.

Go through account recovery to help reset the password. [Click here for account recovery options.](#)

If the business owner can't recover the username or password, ask them to request an ownership transfer so they can access their listing (see the previous process).

Accidentally verify a business under your own partner account?

No problem!

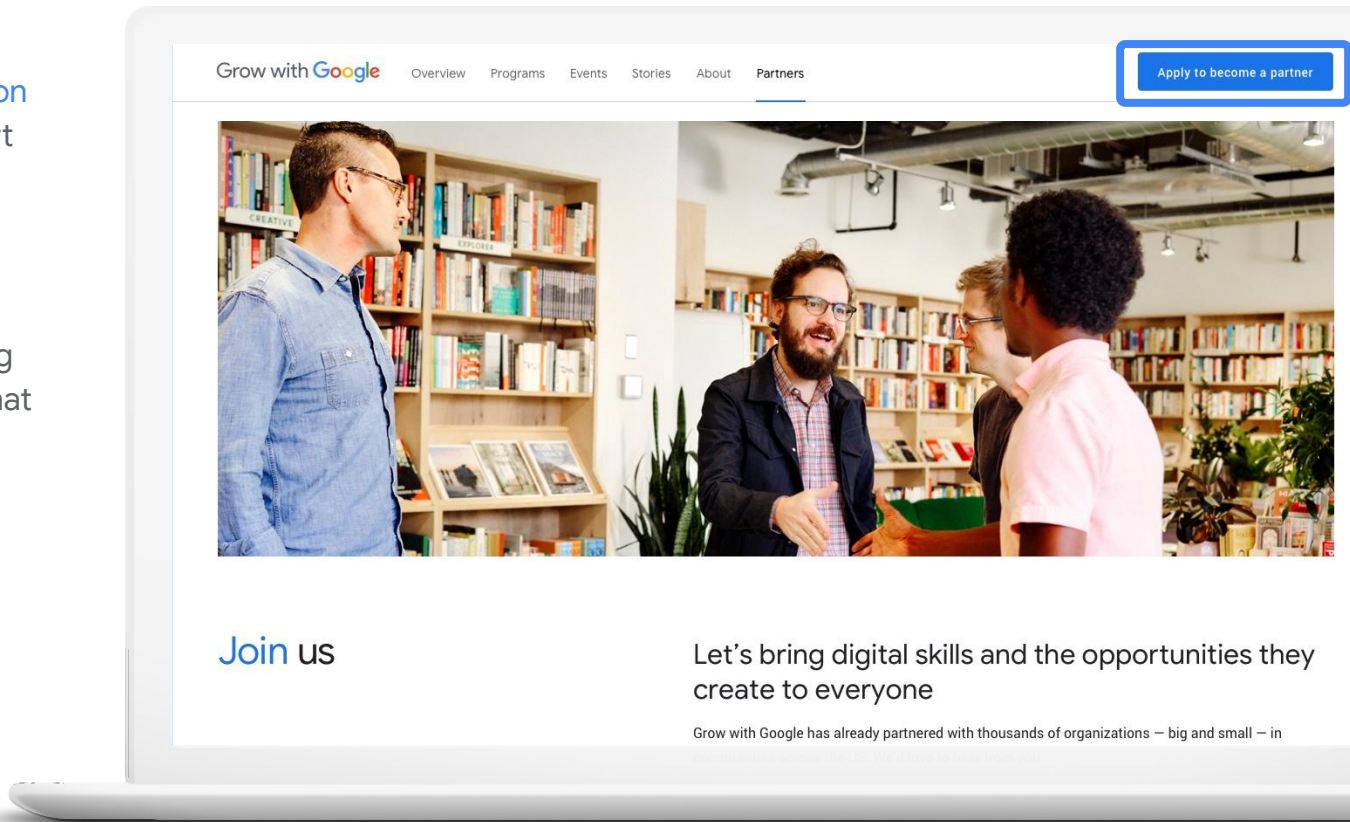
Add the business owner's email as an owner. Make sure they check their email to accept your invitation. [Click here](#) for desktop and mobile directions.



READY FOR MORE?

Head over to the [Resource section](#) in our Partner Community to start diving into all the materials that we offer.

From step-by-step guides to promotional materials, everything we have is laid out in a clear format for you to look through.



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