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How to Set Up Google My Business

Transcript

What is the first thing someone does when they want to know something? They Google it. Do you even remember when Google wasn't a verb? The same goes for local businesses too. Believe it or not. When someone is looking for a restaurant, a shop, a service in their local area, yes, they could turn to Yelp or look it up on home advisor or TripAdvisor or the not, but more often than not, they start with Google because they know the Google knows everything and it even searches other directories. That's why when they need a plumber, that's what they do. That's why your business page on Google needs to be claimed, verified and up to date. It's called Google my business page instead of the Google business page. Not really sure why, but it does kind of flow off the tongue. It's part of what I call the Google Trifecta when it comes to ranking in search results including local search results.

I'm Nancy Brasil and I want to help local small businesses get confident in their DIY online marketing efforts so they can spend less time on online marketing and more time on what they love and on their business. You know, you've been running, you've been running your business, you haven't had time to learn email marketing or Facebook marketing or Instagram marketing or any of that stuff and that's okay. There's no reason that you should become an expert because other people are like me and I'm here to help you do exactly what you need to do. No more, no less to build your online presence so you can grow your business. I've been writing for websites and blogs for about 20 years so I know what works and what doesn't and now I manage online marketing for my clients. Last week I did a Facebook live about on page SEO, so if you want to find out more about that, you can go to the videos tab of my Facebook page right here.

All the Facebook live videos. I do live on that tab. And you can find out more about on page SEO, which are the things that you can control every time you write a blog post or create a webpage. This week I'm talking about your Google my business page basics, the things that you need to make sure are filled out and complete and up to date. And you might be surprised at some of the things that I have to say about why you need to do this. Alright, so because you're here at the top of the hour, I want to share with you a bonus tip. This isn't part of the regular routine. This isn't going to be found on a blog post or in my email newsletters. But I'm sharing it with you because you were kind enough to watch this video. Share your Google my business link in your email signature.

When you create a Google my business page, they give you a shortened link that takes people directly to your reviews and where they can write a review. So if you in your email signature, you say something like, check out my great reviews on Google and then include the link or current customer question mark, review me, here's the link. Anything like that. Then people can boom, go directly there and share their reviews with the world because the more reviews you get, especially those good ones, the higher you're going to rank in Google. So that is my top of the hour bonus tip to share your Google my business link in your email signature. That way you said it once and it goes out with every single email you send. All right. All right, so the first thing you got to do with your Google my business page is claim and verify it. Let me head over here to show you a Google my business page. So when you first go to google.com/business you're going to have to sign in. I am going to sign in as one of my customers who has given me permission to use her page.

Ooh, no, no, no.

Ah, because she's a sweetheart. Why is it not letting me [inaudible]

here we go. Yup.

She is the wedding officiant. You have probably heard me talk about more than once, so this is her Google my business page. When you first verify yours, you won't see this screen. It will walk you through a series of questions. Super simple. What's the name of Your Business? What's the address? Because the first thing is going to do is look to see if you already have a business listing that Google's already been showing people and if you do then you go through the process of claiming and verifying it. If you don't, then you create one right on the spot and it just starts with your business name, phone number, address. That's it because it puts you on Google maps and then once you get past that you can claim your website. If you have one, your

domain name that's very simple also, and then you have to verify that you really are that business at that address.

And this takes some patients only because at this point Google sends out a postcard to the address that you have entered so you can not put in a dummy address. When you are claiming and verifying your business for Google, you must put in your address. It does give you the option to not show the address to customers or to people that see your listing on Google. It will say, you know, do you want to show this to the public? And you can say no because there are plenty of service providers that don't, you know that work from home or work from a remote address or a coworking space or what have you. And their address is neither here nor there for their local businesses. So you do have that option. So please, please use your real address because they're going to mail you a postcard with a code.

It comes in about five days. They're very prompt with it and once you get it, then you can put that code into your business page and then you will see all this great stuff. Now, why am I talking about claiming and verifying your Google page? Who Cares, right? If you're already in Google, who cares? Why do you have to do it yourself? Well, number one, it's part of what I call the Google Trifecta, and I talked a little bit about this on the video I did for local SEO, which again lives on the videos tab here on my Facebook page. The Google Trifecta is this, let me see if I can pull it up. [inaudible] it looks a little,

this is moz.com by the way, fabulous, fabulous site for all things SEO. So when someone searches for a term, local term on Google, in this instance plumbers, the first thing that comes up on the results page is the map, and I'm sure you've seen this, a map that shows people where the listings are located, where these businesses are located, and then they have the local listings here, what we call the snack pack or the three pack and this is where you really want to end up. You want to end up in that snack pack because it's right at the top of the results and it shows your ratings, it shows links to your website or your phone number or directions how to get there. That's where you want to show up. And the more you optimize your website, like I said on that checkout, that local SEO video I did and the more you work on your Google my business page, the more likely you are to show up in the snack pack.

And then below the snack pack where it gives you little snippets of information about each visit business is the actual listings that come up. Then the actual search engine results. So this is what a local SEO search results page looks like. So that's why you're filling out this Google my business page. One of the reasons as you want to be part of the Trifecta, the trifecta of Google search is to be listed in the organic results because you've optimized your website and you've got great SEO juice. It's to be listed in the snack pack and it's to have paid for which you can't see a Google ad, Google adwords somewhere, which are generally very cheap depending on what you're focusing on. So that's the TRIFECTA. Organic listings, snack pack, Google ad

words. When you show up in those three places, Google loves you and we'll show you more often and you will get more customers.

You will get more elect, more, more Lex. Woo. I'm more or less, more clicks and more customers. Oh, it's a good thing. I'm sharing my screen so you can't see how red my face is. Okay, so back to step number one, claiming and verifying your business. I covered that you go to your business page, business.google.com sign in. You have to have a Gmail address or a Google suite address. Most of us do and get verified, get that postcard and then put the code in. And then here you are now is when we can start crafting this page. All right, step number two in this process is complete all the information in your Google my business page because, and this is the shocking thing that I was telling you about. If you don't complete it, someone else will. Google allows people, the general public to make entries onto businesses pages beyond just reviews. Let me see if I can, uh, I'll pull up an incognito window here and we'll, we'll, we'll Google, let's say I'm looking for a dog dog groomer in my local area, dog groomer near me.

Now you can see here I talked about there's the map. Here's the snack pack. Here are the organic listings right now if I click on one of these, Oh, you know what I think because I'm not signed in here because it's a incognito. It won't let me, yes, suggest an edit. It does. This is exactly what I was talking about. So here is jungle, Jim's total pet care, Google my business page. This suggest an edit. Any one can click on it and change the address, change the phone number, change your services. They can put whatever they want on your Google my business page, which is what you don't want. You certainly don't want that. You want to have control over your brand and your business message. So that's one of the reasons other than SEO that you need to claim and fill out your page.

All right, that's kind of shocking really that that just some Joe Schmo can go on there and put whatever they want on your business. So you got to keep an eye on that. So first thing you're going to do when you come into this area, let's talk about this. So you can create posts, add photos, create an ad of course, cause they want us to buy stuff. This dashboard shows you a little bit about how you've been doing and search shows you your latest post. You know, you can look at yourself on maps or in search tells you what businesses like yours are posting. Latest reviews. It just gives you kind of a snapshot of everything going on. And a lot of this you won't see until you fill it out. So the first thing you want to do when you're completing your Google, my business page is come to this info tab.

Google business, by the way, is very nice about walking you through this process. So when you first set this up, you won't have to hunt and peck like I am you. It'll, it'll show you a wizard, it will ask you questions that you answer that it then inputs for you. So it walks you through this whole process. It can't be any easier. Trust me. So here we are in the Info area. So you put in your company name, your service, you choose from services that they have already, you know,

populated like, so if I tried to put something else, let's say Florida, you know wholesale floors, florist, they already have things in there for you to choose based on what kind of business you have. You put in your service area, you can list as many as you want. You're ours. Obviously your contact info, your website.

If you are an ecommerce store, you can add products with photos, with photos so people can see what you do, include any certifications or highlights. And then you get a business description. Believe it or not, Google didn't use to allow you to describe your own business, which is super crazy. But now you can describe it. You can take copy from your website that already exists and paste it in here. It can be whatever you want it to be. And uh, just some more information, you know when it opened. And then up here on the right are things that you can do if you need to remove the listing, close it advanced information. This is um, advanced. So we don't really need to worry about this right now. This is especially for people who have multiple locations. So that's the basic info that you need to complete on your Google my business page.

That's the absolute minimum so that somebody else doesn't start messing with it. Okay. All right. So now once you've got your info completed, then you need to come down here to photos. Jump down here to photos. Insights gives you analytics. Once you're up and running reviews. Again that's pretty self explanatory. Lets you see what people have said about you. You can respond to reviews, messaging I'm going to talk about in a minute. But the second thing you want to do after you complete info is come down here to photos. This is where you will add a cover photo and a look in your logo. You will add a cover photo and a logo kind of like you do on Facebook. Uh, you know you have that header header image and your logo image. Same kind of idea because what Google is actually doing with all this information you're giving it and all these photos, number one, yes it's showing to showing it to people who are searching for businesses like yours.

But number two, it's creating a mini website for you, which is kind of cool. You can also add videos. Uh, we don't have any videos added for this particular customer. So here are all kinds of photos we added for her. And then you can label them. Also got a product to showcase. And remember I talked about how you can show products. You can also give virtual tours, that sort of thing. But we're not going to cover that right now. You do want photos here though, at least a handful, I would say, you know, three to five minimum because, uh, people are visual. And the more info you can give them when they're searching for, you know, businesses and service providers, the more likely they are to hire you. A picture says a thousand words, right? So if you've got great looking photos, it's social proof. You know, you can see her marrying very happy, happy people.

They're happy, they're getting married, they're happy, she's marrying them. It's gone very well. It's social proof to other people that you know, she's getting hired. The people love her and it just goes one step further for them to say, hey, you know, if somebody else liked her, I probably will too. Same thing for your business. Okay, so now we've added photos. I want to show you that website that I was talking about. And you can add, by the way, as many photos as you want. I don't think there's a limit. So if you click website down here, Aha, look, now here's that website that Google has been making for you with photos. I've been posting for her weekly. So she's got posts in here, there's all kinds of good stuff and towards the bottom or the hours and the contact information in a map and all kinds of good stuff.

You can choose a theme here, you know they're already preset so you can't go crazy with it, but you can get something that's clean and close to your brand colors. And then obviously you can add more photos and more, you know, you can update any information that you might want changed. This here where it says buy for \$12 a year, they're trying to get us to buy this domain name, which we don't need. But this link right here, this address, you can share that with people. You can share the Google website with people if you want to give them something quick and simple. Um, if you don't have your own website up and running yet, you could use this 100%. You could use this. Um, okay. So let's take a look at it real quick. So this is what it looks like. This is the website Google built for us just from filling out the Google my business page.

It looks pretty good, doesn't it? So, oh there's, there's reviews in there. So that accounts as testimonials. Very nice. So trust Google people. Don't be afraid. Don't be afraid of the Google. Okay, so we filled out our info with, we've added some photos including our logo and our cover photo. So we've checked out the website. It's a nice clean look at everything looks right. So that's the, that's filling it out. That's just completing everything you need to complete. Now what? Well, I mentioned that I post for my clients who use Google, my business pages, who are local service providers. I post once a week for them. And your posts can be, uh, there are limited, they limit the character so they don't have to be terribly complicated. They don't have to be in depth. They can be whatever you want them to be. So to create a post, you just click create a post.

And obviously it's very similar to wordpress or anything like that. You add a picture, you type a bunch of things in here, a lot of the La, la, la, and then down here, this is where the magic happens. So let's say that you have a sale going on. You put your sale graphic up here of what's on sale, you fill out the post, how much it is, why you're having the sale, all kinds of great stuff that people can get. And then down here you get to choose a button so that people can take action. These are the options that they get. They can book with you, they can order stuff

online, they can buy it directly from you. Just learn more, which can take them to any link, any link you give it. It doesn't have to be the front of your webpage. Sign up.

That can be two to your email list. It can be to a waiting list, whatever you want, and then the call now button. So once your phone number is listed in here, if you choose that call, numb call now button, people can literally tap or click that button with their phone and boom, they're calling you. They don't have to look up the number, they don't have to type in the number. They tap one button and they're calling you super simple. You can make a new event, you can list a specific offer and see they give you ideas down here. So that walks you right through it. And like I said, your, let's, like I said, I've been posting weekly for her and they've been short and sweet. Some of them are very short and sweet. Like she did a wedding last weekend. We've got a gorgeous photo of it.

So she just told me a little bit about who they were and what they did and we popped in a little bit of text in there we are and there's the call now. So if I clicked that, obviously it's going to try to connect. Very simple. What else can you post? Again, I suggest you post weekly because Google will email you to remind you and say, hey, you haven't posted in a week, why don't you post it keeps your listing fresh and updated in the Google search results. And the more you're feeding Google, the more it will give back to you. So you can post things like if you're having an event, um, even if it's online, if you're having a sale, maybe you, maybe you blog a on your regular website, you could take a snippet, an excerpt of that blog and use the learn more link and send people to your website to read more about it.

Um, if you've got a new product, a new service, if it's the holidays and you want to post something about holiday hours or you have a special message, you literally can post anything you want on here. It's a quick way to communicate with your customers and you can take that info that you're posting. And if you so choose, create an ad straight from this page. It's super, super simple. And again, posting at least once a week is what I would recommend. And it doesn't have to be long. Literally a paragraph in a photo does the trick. It just gives people more reason to hire you because they can look at your photos just like they can read your reviews. All right, so speaking of reviews, when you click on the reviews tab over here on the menu, you get to see your reviews and you can see ones that you've replied to and who you haven't replied to.

So if someone left a review for you and you haven't responded, not that you necessarily have to respond, especially if they're coming in hot and heavy, you know, lots of reviews all at one time. You don't have to respond. It's, you know, kind of a courtesy to respond. Thank you. That's so sweet. But here's where you can look at and respond to all of your reviews. Um, just as a side note, when it comes to reviews, if you get a negative review review, there's always this debate

like, should you just remove the negative review or should you show it? My philosophy is that you should leave it right where it is and you should respond. In a courteous and professional manner and offer to rectify the situation for the customer. For two reasons. One, it's good customer service for that specific customer that for whatever reason had um, a bad enough experience that they wanted to leave a bad review.

Two, it shows everyone else reading your reviews what you're willing to do if things don't go right. Don't be afraid to leave that negative review up and to respond in kind. I guarantee it doesn't mean that every single person is going to be like, Ooh, if I complain I'm going to get something out of this new. Most people are not like that and I'm sure as a business owner you already know that, but what it will do is give people the safety, insecurity and the trust that if they do hire you, if they do buy from you and something happens that you'll make it right. You've, you're showing them right there without them even picking up the phone without them even emailing you or walking through your door that you're willing to do that. So that is my advice to you. Leave the negative review, respond in a professional and courteous manner and offer to rectify it.

You don't have to, you know, leave a lot of texts. You don't have to write your whole response there. You can write a few lines and say, here's our phone number, please call us, um, or send us an email. So you know, we can get more details about this, but that is what I would recommend for you to do. Okay. The other thing I want to show you here is messaging. So I can't show you too much from the desktop. What the messaging services, and this is actually really cool. This is so you can install a particular app on your phone. It doesn't have to be an android phone that can, you can have an iPhone and when someone messages you through your Google my business page, you will get a text and you can respond right back to that customer. So this way you don't have to log in.

You know, every time you want to see if a customer has tried to get in contact with you, you don't, you know, you do it. That's like checking your email. This is just one more thing to log into. You don't have to do it this way, this way you can have it right on your phone or your company phone and when someone tries to contact you, boom, you get a text, you can respond back very quickly. And this is a super easy, easy install. Don't let this scare you. Google makes this stuff super easy. So you open this page on your phone, you tap it, you download the app, you just put in a little bit in front of him, you log in, I think with your g now address and put in a little bit of information and then you're set. You're ready to go, you're ready to respond to your customers. Okay. I wanted to also show you the FAQ about that messaging. You can ask and answer questions about a place. So this goes back to, uh, let me see over here.

They don't have, yeah, they don't have this as an actual option. Believe it or not. There's a place where you can ask a business a question. That's partly what that messaging app is for. So let's say I'm going for, um, let's just say I'm looking for a veterinarian. We'll stick with animals today. So if I go to Google maps, a lot of this stuff is only accessible from the maps for some reason. This is my particular vet. So see this question and answer area. This is where people can ask a question. It is a fantastic idea not to leave this blank or not to wait for a customer to do this. You can do this yourself. You can ask yourself questions and answer them because what it does is it creates a little FAQ for people.

Do you do dog grooming? So this was their answer. Oh actually no, I'm sorry. This was another customer's answer. Here's another reason you need to be doing this Q and A because anyone can answer. It's so crazy. I guess this is their version of crowdsourcing. Um, this way, you know, they get a lot of information, but you don't want random people out there answering questions about your business. So if you put in five, the five most common questions you get about your business and they ask a question, you ask it and then you can go back in and answer the questions yourself, you can answer. Then you've got a great quick FAQ that people can read through before they even contact you. They make it really, really easy. So my advice to you is claim it, verify it, set it up, complete it, and then post once a week, post once a week and so that you can get up in the snack pack so that you can rank higher in Google, local search and grow your business.

Makes Sense. I hope so. If you have any questions, please feel free to ask them. I checked my Facebook all the time. I will be sure to get back to you. If you missed anything in this video, feel free to head back to the beginning. Get that bonus tip that I dropped right from the start and you know, go over this. Do the replay where you can pause and check out your own Google my business page as you go. Um, you know, use it as a tutorial to set up your own Google page. Whatever you need to do because I guarantee this is going to help you. It has helped my clients tremendously without even paying for ads. It started helping them before we even started paying for ads. That's something to note. Be sure to sign up for my weekly email newsletter. This is the address bit, Lee bit dot I y slash DIY online marketing or you can go straight to my website, nancy-brasil.com.

Sign up for my weekly newsletter. You'll find out about my Facebook live videos. You'll find out about video replays. You'll find out about freebies that I've created that you can download and all that good stuff. And I also have a Facebook group that you can sign up for right here on my Facebook page. Just tap that groups page or hit that groups page and the link is right there or you can go straight to it from here, from that link. And that's it. If you liked this video, I certainly

hope that you will like my page. Sign up for my email newsletter so you can get more free DIY online marketing training, and I hope that this training gets your Google my business page up and running and get you listed in rankings higher and starts growing your business. All right, next week I will be back at noon eastern. Next Thursday. Next Thursday. More SEO goodness on the way. I'm going to talk about link building and how link building will help you rank higher in search engine results. We're doing. We're doing like a whole SEO unit these last few weeks, so next week is link-building and I hope you'll join me. Thanks. Bye. Bye.