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# CREATING AND OPTIMIZING YOUR GOOGLE 'MY BUSINESS' PAGE LISTING

— BLUE SKY NET TECH-TALKS SERIES —

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# Topics Covered

- Expected learning outcomes
- Benefits to creating a Google 'My Business' page
- Getting started with your Google 'My Business' account
- Verifying your business page
- Understanding the 'My Business' page listing page editing dashboard
- Summary and Further Reading

# Expected Learning Outcomes

# Expected Learning Outcomes

- An understanding of the benefits to having a Google 'My Business' page listing.
- How to submit your business information to become listed with a Google 'My Business' page.
- How to verify your business.
- A basic understanding of the Google 'My Business' dashboard.

# Benefits to Creating a Google 'My Business' Page

## Benefits to Creating a Google 'My Business' Page

- Google is the most popular and most used search engine in the world.
  - As of April 2017, people used Google 77% of the time for online searches
  - In a day, there are approximately 4.5 billion searches made on Google
- A Google "My Business" account helps with your **local search engine optimization (SEO)** results and improves your listing on Google Maps.
  - This makes it more likely for people to find your business on Google search results and easier for people to locate and contact you.
  - It allows for users to accurately use Google Maps to find your business location.
- It is a free web tool which can integrate with your Google Analytics, Google AdWords and other Google products, although you don't need them to use "My Business" page.

# Getting started with your Google 'My Business' account

## Getting Started: Creating a Google 'My Business' page vs requesting access to a 'My Business' page

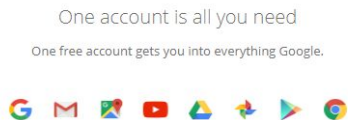
- When getting started with a Google 'My Business' page listing, a business has two options during the initial setup process - creating a new page from scratch or claiming ownership and requesting access to an existing page.
  - Creating a 'My Business' page listing:
    - If your business does not have a 'My Business' page, a profile must be created and verified before it will appear on Google Maps and search results.
  - Requesting access to a 'My Business' page listing:
    - If there is an existing Google 'My Business' page, however you do not have permission to edit it, you may request access to edit the page.
- Whether creating a new page or requesting access to an existing page, you will be initially walked through the same process of inputting information about your business up until the verification stage of the 'My Business' listing creation process.



# Creating your 'My Business' Page: Getting started on Google

- In order to take create a Google 'My Business' page listing and take full advantage of the suite of free tools Google has to offer, you are required to have a Google account.
- If you do not have a Google account, you may sign-up for one by [clicking on this link](https://accounts.google.com/SignUp) (<https://accounts.google.com/SignUp>).

## Create your Google Account



Take it all with you  
Switch between devices, and pick up wherever you left off.



**Name**  
 First  Last


**Choose your username**  
 @gmail.com  
[I prefer to use my current email address](#)

**Create a password**

**Confirm your password**

**Birthday**  
Day  Month  Year

**Gender**  
I am...

**Mobile phone**  


**Your current email address**

**Location**  
Canada

[Next step](#)

# Creating your 'My Business' Page: Making your business account

Google My Business

Home How it Works Resources & FAQ

SIGN IN

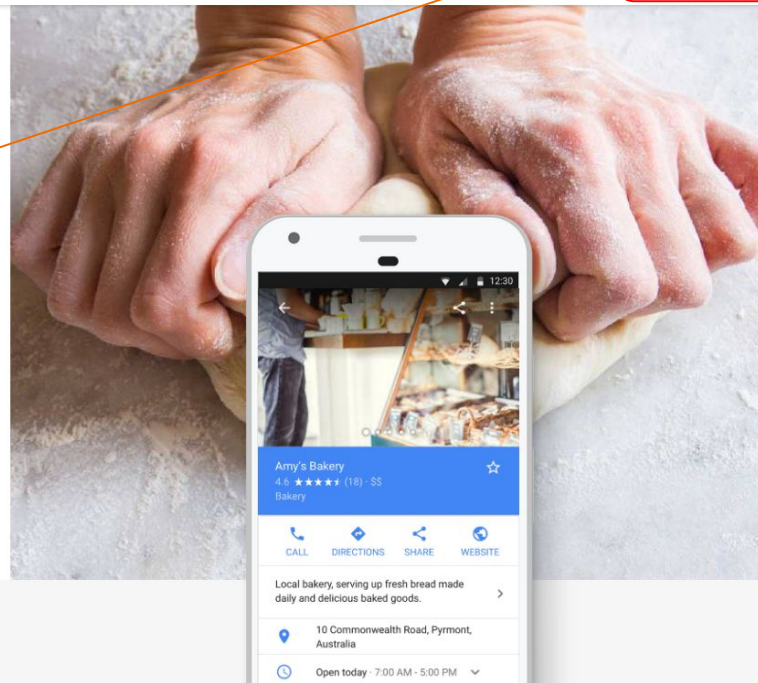
START NOW

- To begin making your 'My Business' page, go to [www.google.com/business/](https://www.google.com/business/)
- Click on the "Start Now" button to begin the 'My Business' page creation process.

Attract new customers with your free Google listing.

Your listing appears right when people are searching for your business or businesses like yours on Google Search or Maps. Google My Business makes it easy to create and update your listing—so you can stand out, and bring customers in.

START NOW



# Creating your 'My Business' Page: Making your business account

- A note about the Google 'My Business' page listing creation process.
  - One of the advantages to the 'My Business' page listing creation process is Google's ability to customize your page to your specific business category.
  - This is reflective throughout the listing creation process and in the options you will be ultimately provided on your business listing editing dashboard.
  - This module will provide an overview of this process and should provide you with the basic tools needed to customize your page to your business category.
  - Due to the customizable nature of Google's 'My Business' page listing, this module will be able to provide a general walkthrough of the process, however, your creation process may include elements not included in the module.

## Creating your 'My Business' Page: Making your business account

- Google will first request you enter the name of your business.
- Before proceeding with the next step of creating your 'My Business' page, it is recommend that you review the Terms of Service.
- Once you have entered your business name and have had the opportunity to review the Terms of Service, you can proceed to the next step of the page creation process by clicking on the 'Next' button.

What's the name of your business?



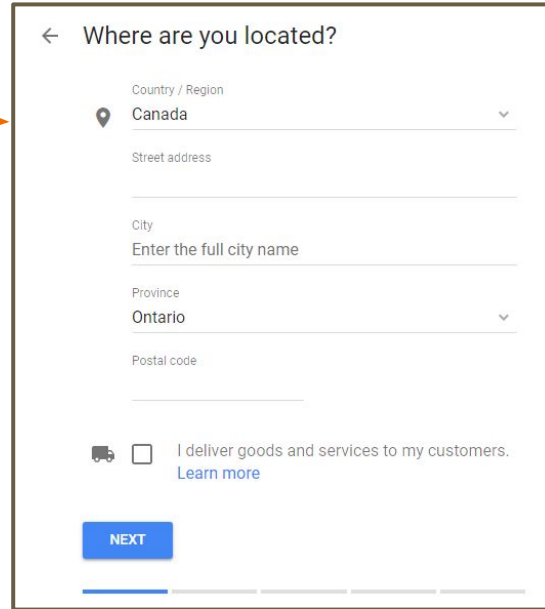
Business name

By continuing you agree to the following [Terms of Service](#)

NEXT

## Creating your 'My Business' Page: Making your business account

- The next screen will request information regarding the physical location of your business.
- If you deliver products to your customers, make sure to check off the box labelled "I deliver goods and services to my customers."
  - This option is also used if your business does not have a traditional "brick-and-mortar" storefront.
  - If you select this option, you may choose to additionally hide your physical location of the business.



← Where are you located?


Country / Region  
Canada

Street address

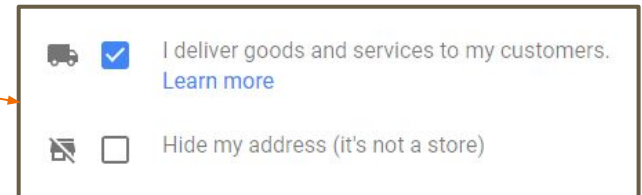
City  
Enter the full city name


Province  
Ontario


Postal code

 ☐ I deliver goods and services to my customers.  
[Learn more](#)

NEXT



 ☒ I deliver goods and services to my customers.  
[Learn more](#)

 ☐ Hide my address (it's not a store)

## Creating your 'My Business' Page: Making your business account

- If you selected the option that your business delivers goods and services to its customers and have entered the next screen, you will be presented with three options to customize your delivery area.
- Option 1: You may choose to use mail or courier
- Option 2: You may choose to describe your delivery service by region, city or postal code
- Option 3: You may choose to provide a range of distance from your business location

### ← Delivery area

How do you deliver goods and services to your customers?

- ☐ Using mail or a courier
- ☐ Deliver in person within region, city or postcode
- ☐ Deliver in person within distance from business

NEXT

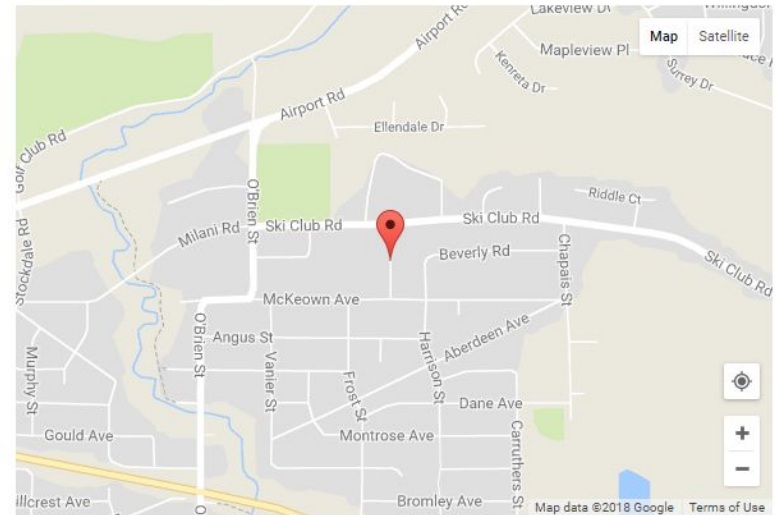


## Creating your 'My Business' Page: Making your business account

- In the next step of creating your listing, you may be shown a Google Maps screen during the account creation process where you are requested to put the pin of the map marker as close as possible to your business location.
- Once you have placed the map marker on your business location, proceed to the next step of the account creation.

### ← Where are you located?

Drag and zoom the map and position the marker on the exact spot where your business is located.



NEXT

# Creating your 'My Business' Page: Making your business account

- After entering your business address and have entered your delivery region (if selected), you will next be asked to enter your business category.
- You can begin to enter your business category - if you see a category which matches your business, select the option and continue to the next step.
- In this example, "Coffee Shop" was selected.

## ← What kind of business do you run?

Correct category selection helps you attract customers who are searching for businesses like yours in your area. Select a category that best matches your business. [Learn more](#)

Business category

☞ Coffee Shop

NE

- Coffee Shop
- Coffee Shop
- Coffee Roasters
- Coffee Wholesaler
- Coffee vending machine
- Coffee Machine Supplier
- Confectionery
- Confectionery Store
- Confectionery Wholesaler
- Conference Centre
- Conference Hotel
- Coalfield
- Comic Cafe
- Cosplay Cafe
- Church of England Church



# Creating your 'My Business' Page: Making your business account

- The next step of creating your account is entering information which will allow viewers of your business listing page to contact you or reach you. The two optional fields include:

- Entering your business phone number
- Entering your business website

## ← Make connections (optional)

Providing current info will help customers get in touch and learn more about your business.

  Phone number

 Website

NEXT



## Creating your 'My Business' Page: Making your business account

- We have now reached the end of the first stage of your Google 'My Business' account creation. At this point you will have entered your business name, business address, and optional information regarding your business phone number and website.
- Now you will be asked to confirm your business information and verify your connection to the business page you are creating.
- Once you press the 'Continue' button, you will be asked to verify your business for your Google 'My Business' listing.

### ← Verify your connection to this business

Let's confirm that you're authorized to manage this business listing. Once verified, you'll be able to make the most of your listing on Google.

- ✓ Get your business found on Google Search & Maps
- ✓ Respond to customer reviews
- ✓ Create promotional posts and upload photos
- ✓ Track business analytics

CONTINUE



# Verifying your business page

## Verifying your 'My Business' Page

- Before you are able to move forward with your 'My Business' page, you must verify your account. This is done to ensure that the business listed online is actually represented by the business owners or authorized representative.
- You may be presented with multiple options on ways to verify your business - the most common method will be to receive a postcard via mail which contains your verification code.

### Choose a way to verify

Select how you'd like to get a verification code. [Learn more](#)



#### Postcard by mail

Have a postcard with your code mailed to this address

Contact name

MAIL

#### Acme Coffee Company

123 Example Street, North Bay, ON P1B 1H0, Canada



#### Verify later

You can't fully manage your listing until you're verified

LATER

## Verifying your 'My Business' Page

- In order to continue the verification process of your business, once you receive your Google postcard, you must enter your verification pin code to [www.google.ca/local/verify](http://www.google.ca/local/verify)
- Follow the instructions involving entering your pin code to verify your business.
- To check if your business is verified and connected to your account, you can visit [business.google.com](http://business.google.com)



<https://1zxfeqfrfn1q7h701frbwes-wpengine.netdna-ssl.com/wp-content/uploads/2018/01/google-business-postcard.jpg>

# Verifying your 'My Business' Page

- To check the status of your business verification connected to your account, you can visit [business.google.com](https://business.google.com)
- If you did not receive your verification postcard from Google, you may request another one by clicking on 'Verify Now'



The screenshot displays the Google My Business interface. On the left is a sidebar with navigation options: Manage locations, Settings, Support, and Back to GMB Classic. The main content area is titled 'Manage locations' and shows a progress bar indicating '2 locations' and '0% published'. Below this is a table of locations. The first location listed is 'Acme Coffee Company' at '123 Example Street, North Bay, ON P1B 1H0'. The status for this location is 'Verification required', and there is a 'VERIFY NOW' button next to it. Three orange arrows are overlaid on the image: one points from the text 'business.google.com' in the list above to the 'Manage locations' header; another points from the text 'Verification required' in the list above to the 'Status' column header; and a third points from the text 'Verify Now' in the list above to the 'VERIFY NOW' button.

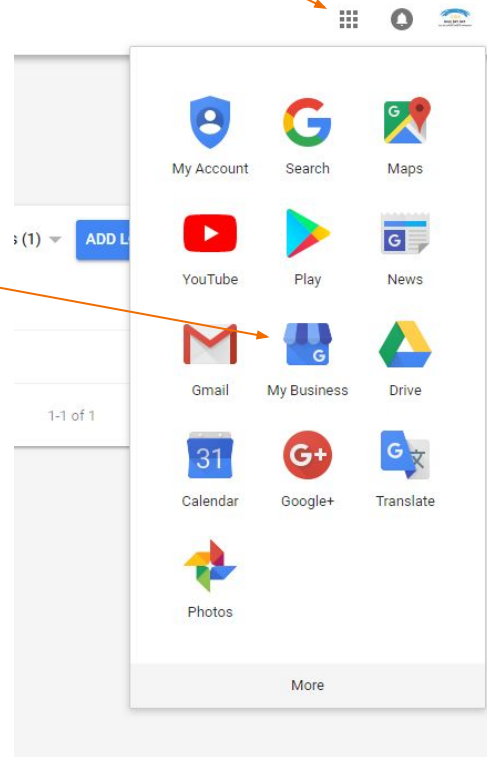
Locations	Status	
<input type="checkbox"/> Name ↑		
<input type="checkbox"/> Acme Coffee Company 123 Example Street, North Bay, ON P1B 1H0	Verification required	VERIFY NOW

# Understanding the 'My Business' page listing dashboard

# Optimizing and Editing Your Business Listing

- To access and edit your Google 'My Business' page listing, you must sign-in to your Google account and select the 'My Business' icon

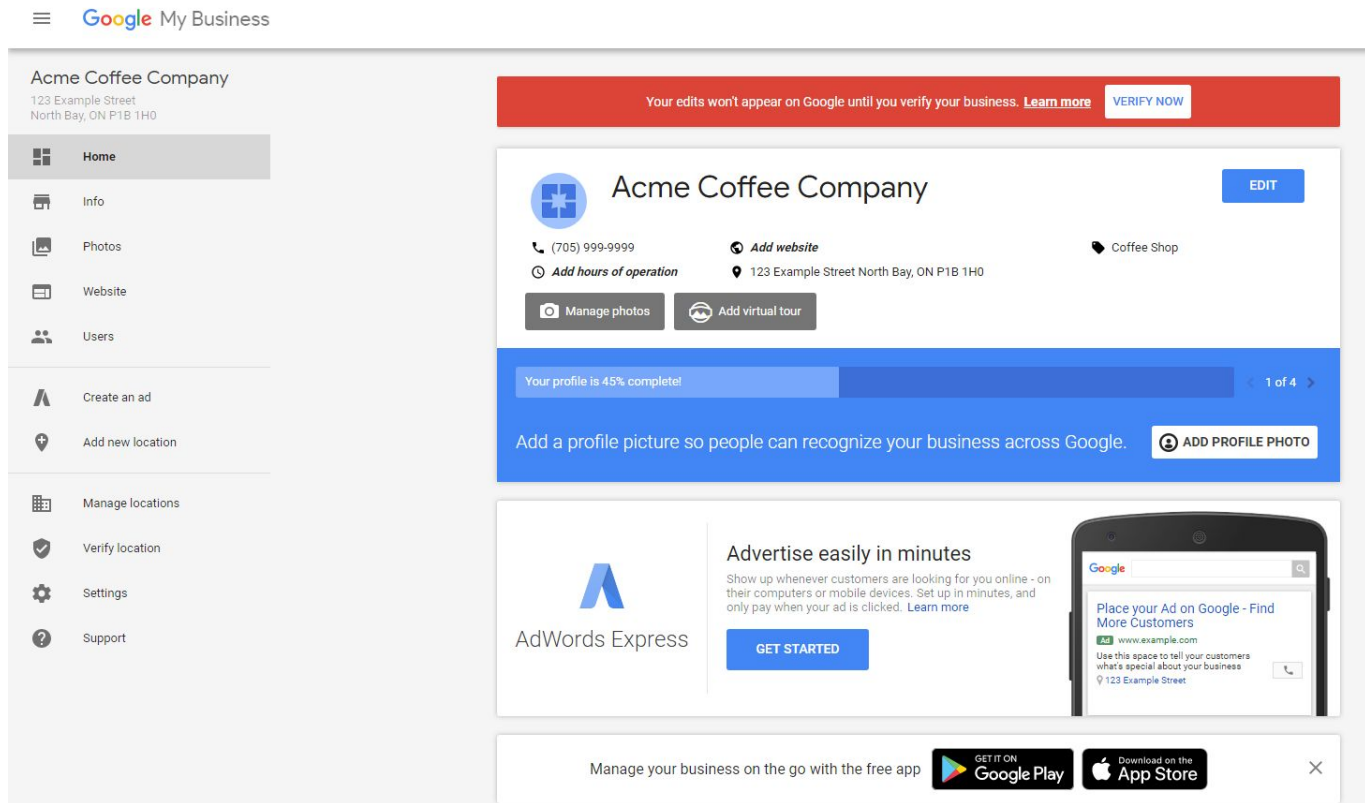
Clicking this icon will open your suite of Google options





# Optimizing and Editing Your Business Listing: Understanding the dashboard

- The dashboard provides you with an overview of the various business listing components you're able to view and edit.



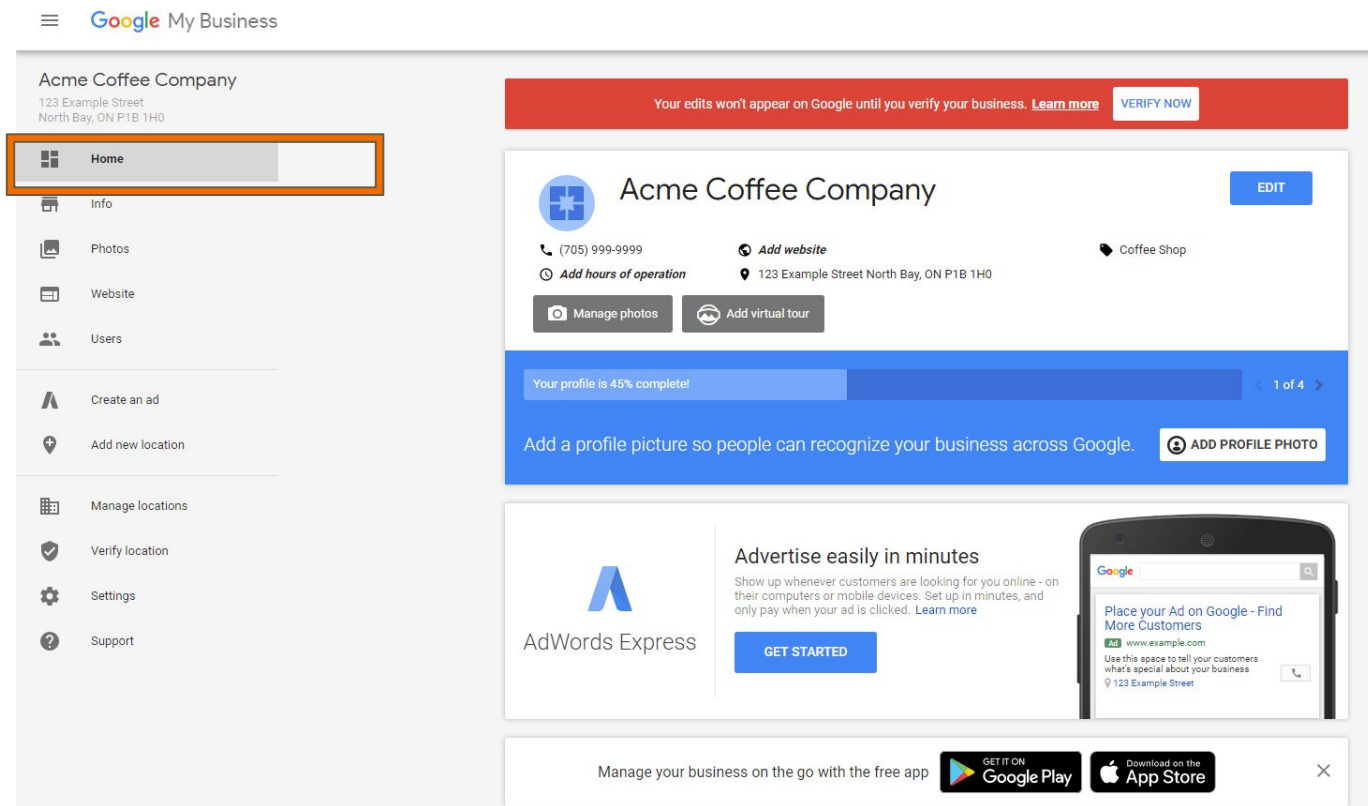
The screenshot shows the Google My Business dashboard for "Acme Coffee Company". The interface includes a left-hand navigation menu with options: Home, Info, Photos, Website, Users, Create an ad, Add new location, Manage locations, Verify location, Settings, and Support. The main content area displays the business name, address (123 Example Street, North Bay, ON P1B 1H0), phone number ((705) 999-9999), and a location pin. It also features buttons for "Add website", "Add hours of operation", "Manage photos", and "Add virtual tour". A red banner at the top states: "Your edits won't appear on Google until you verify your business. [Learn more](#) [VERIFY NOW](#)". Below this, a blue progress bar indicates "Your profile is 45% complete!" with a "1 of 4" indicator. A blue banner prompts the user to "Add a profile picture so people can recognize your business across Google." with an "ADD PROFILE PHOTO" button. At the bottom, there is an "AdWords Express" section with the text "Advertise easily in minutes" and a "GET STARTED" button. A footer banner promotes the Google My Business app, available on Google Play and the App Store.

# Optimizing and Editing Your Business Listing: Understanding the dashboard

The Home page for the listing dashboard provides a brief overview and shortcut of your listing status.

It allows you to view and edit your profile picture and business photos which are featured on your listing.

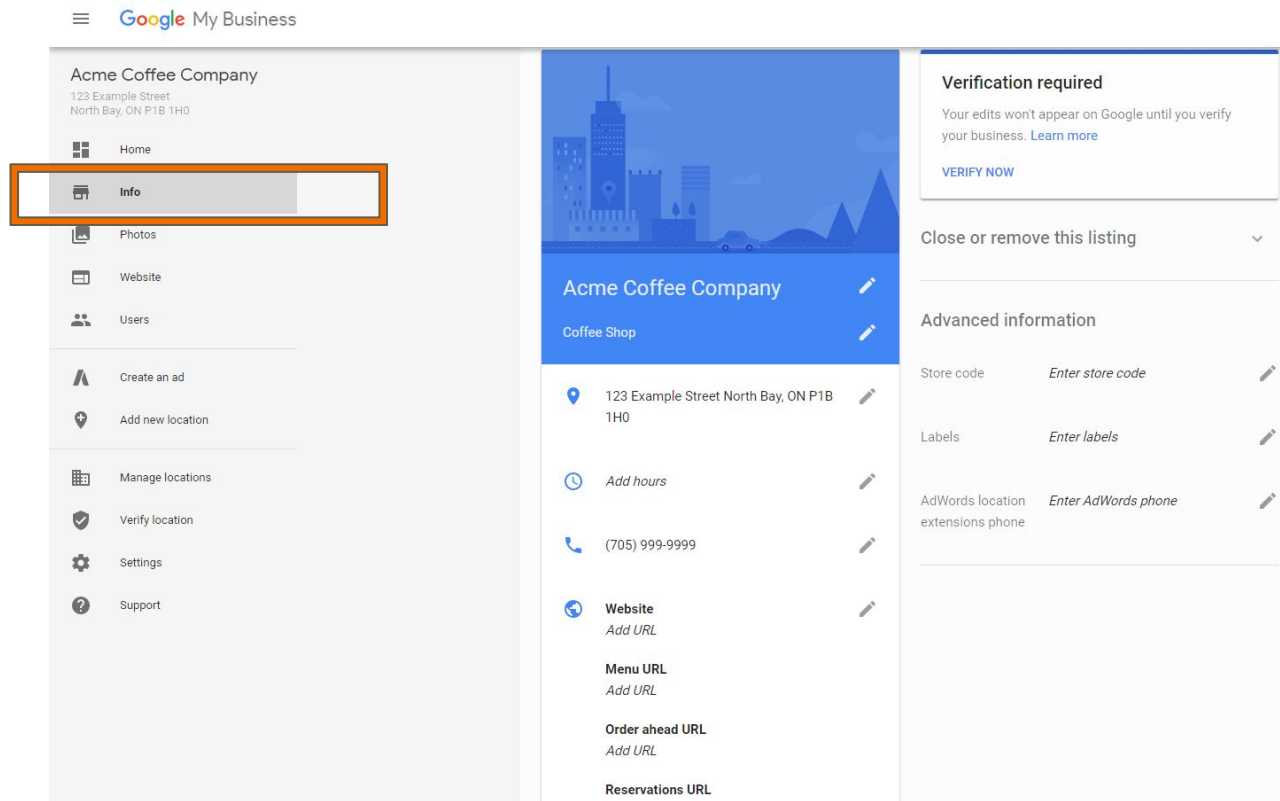
If your business uses additional features such as AdWords or Google Analytics, summary information of them can be found here.



The screenshot shows the Google My Business dashboard for 'Acme Coffee Company'. The left sidebar contains a menu with options: Home (highlighted with an orange box), Info, Photos, Website, Users, Create an ad, Add new location, Manage locations, Verify location, Settings, and Support. The main content area displays the business name, address (123 Example Street, North Bay, ON P1B 1H0), phone number ((705) 999-9999), and a progress bar indicating the profile is 45% complete. A red banner at the top states 'Your edits won't appear on Google until you verify your business.' Below the business information, there are buttons for 'Manage photos' and 'Add virtual tour'. A blue banner prompts the user to 'Add a profile picture so people can recognize your business across Google.' At the bottom, there is an advertisement for AdWords Express and a footer with links to the Google Play and App Store.

# Optimizing and Editing Your Business Listing: Understanding the dashboard

**The Info page** allows you to edit business details such as: business hours, business phone number, business website and other first-glance information which may be relevant to people viewing your listing.



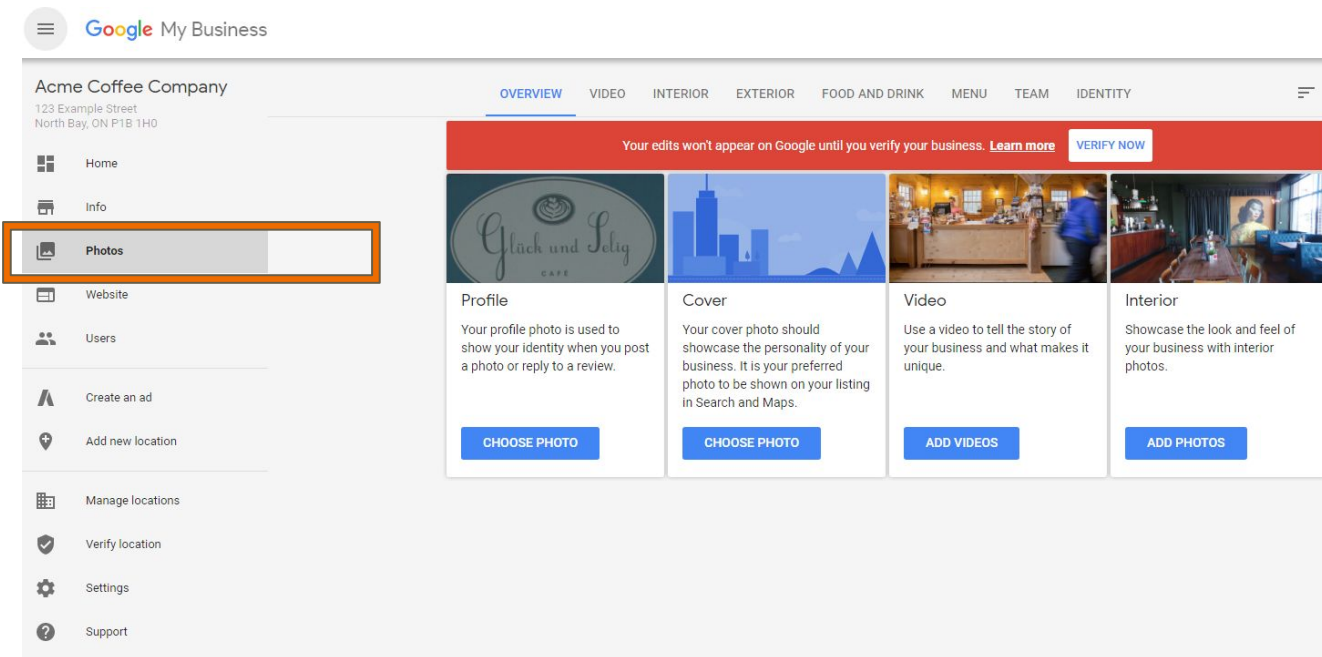
The screenshot shows the Google My Business dashboard for 'Acme Coffee Company'. The left sidebar contains a menu with options: Home, Info (highlighted with an orange box), Photos, Website, Users, Create an ad, Add new location, Manage locations, Verify location, Settings, and Support. The main content area displays the business name 'Acme Coffee Company' and address '123 Example Street North Bay, ON P1B 1H0'. Below this, there are sections for 'Add hours', 'Phone' (705) 999-9999, 'Website' (Add URL), 'Menu URL' (Add URL), 'Order ahead URL' (Add URL), and 'Reservations URL'. On the right, there is a 'Verification required' section with a 'VERIFY NOW' button, and an 'Advanced information' section with fields for 'Store code', 'Labels', 'AdWords location extensions phone', and 'AdWords phone'.

# Optimizing and Editing Your Business Listing: Understanding the dashboard

**The Photos page** allows you to upload images which represent your business.

The tool allows you to update your profile picture and showcase various aspects of your business which are customized to your selected business category.

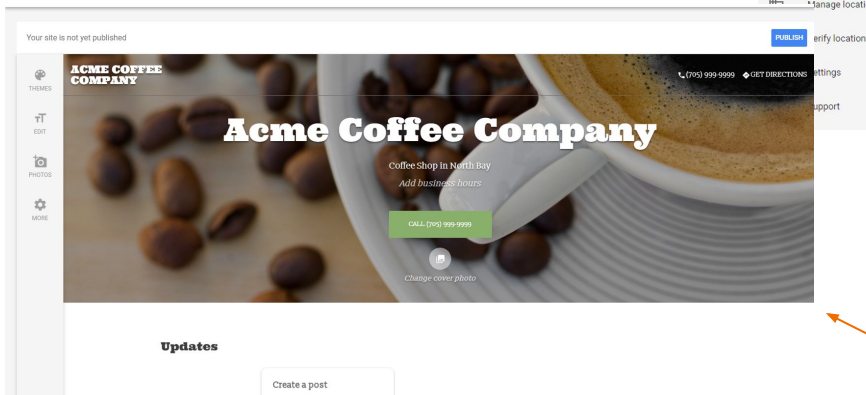
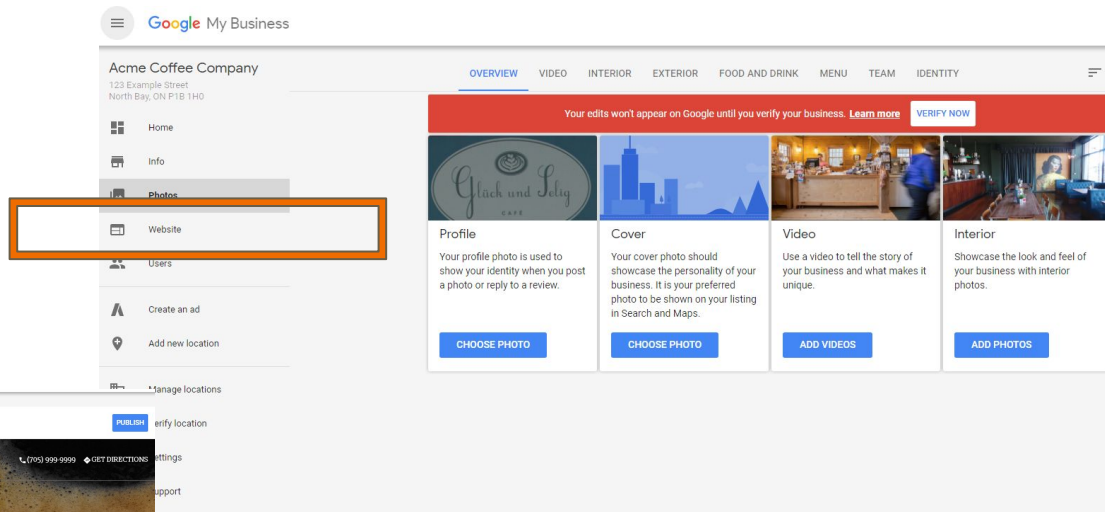
Examples include: Pictures of the business exterior, pictures of the interior, or even the opportunity to provide a virtual tour of your business.



# Optimizing and Editing Your Business Listing: Understanding the dashboard

**The Website page** allows you to have the option of creating a simple website using Google.

[Google My Business Website Builder, 6 Tips and Tricks](#)

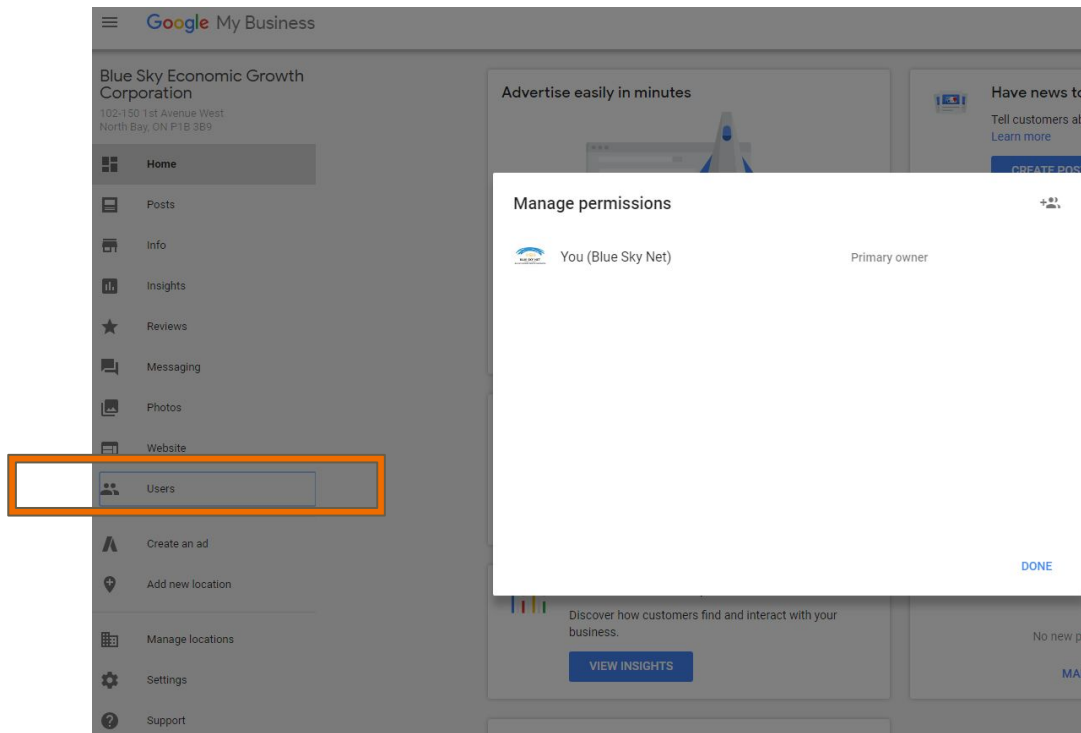


A preview of the website builder page.

# Optimizing and Editing Your Business Listing: Understanding the dashboard

The Users page allows you to manage which Google account users are able to access the business page listing and make edits.

This option allows you to add multiple users to your business account with different levels of authorization to what they are able to edit and moderate.



# Optimizing and Editing Your Business Listing: Understanding the dashboard

You are able to add, remove and set the permissions for users attached to your Google account.

- **Owner**

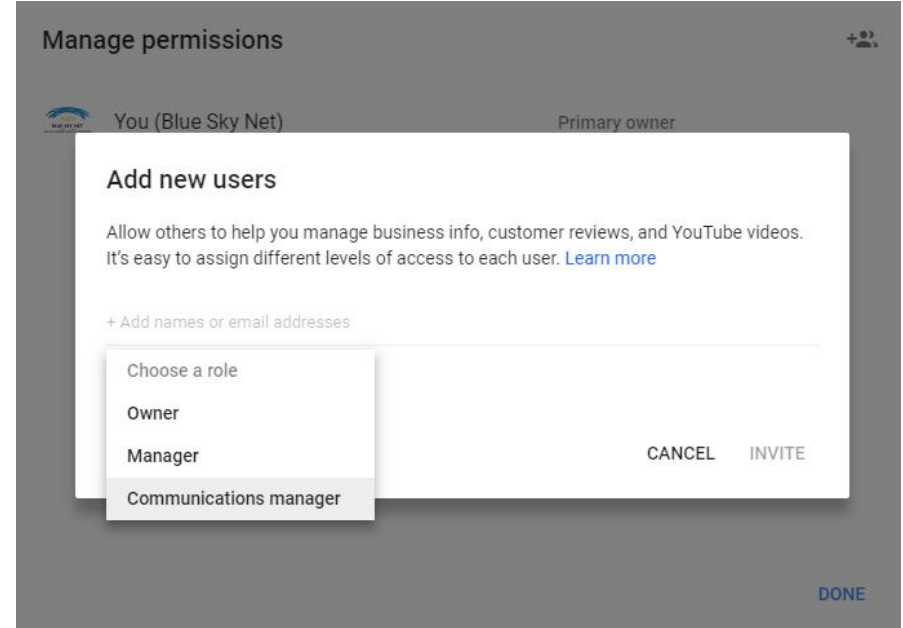
- *Each listing can have multiple owners, but only one primary owner. Owners and primary owners have the same capabilities, but a primary owner can't remove themselves from a listing until they transfer their primary ownership to another user.*

- **Manager**

- *Managers have all of the capabilities of an owner, except for particularly sensitive capabilities such as [removing the listing](#) or [managing access](#) to it.*

- **Communications Manager**

- *Communications managers have the capabilities of a manager, except for [editing business info](#), [starting a Hangout on Air](#), or [managing videos on YouTube](#).*

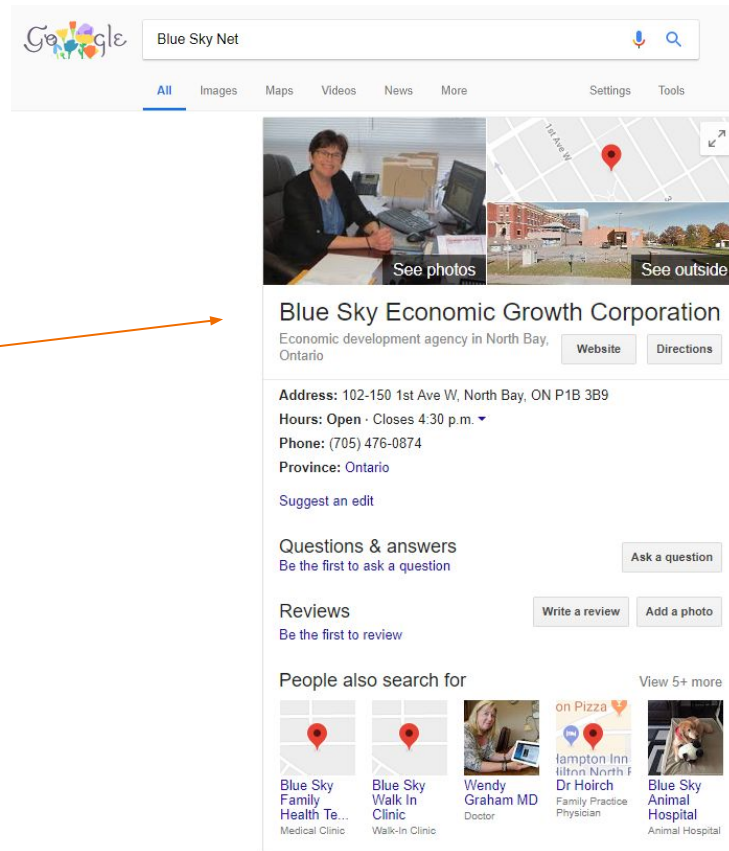


# Conclusion and further reading



# Conclusion and further reading

- By now you should have a verified Google 'My Business' page listing and have a basic understanding of the 'My Business' page dashboard.
- Your business should now have it's own Google search result profile as part of completing the 'My Business' page listing.
- The resulting page provides users quick and easy methods of following up with additional information about your business and means of contacting you.



# Conclusion and further reading

- **“How to Completely Optimize Your Google My Business Listing”**
  - <https://www.searchenginejournal.com/optimize-google-my-business/218797/>
- **“Improve Local SEO with Google My Business”**
  - <https://yoast.com/google-my-business/>
- **“Google My Business now lets businesses edit their listings directly in search results”**
  - <https://www.searchenginejournal.com/optimize-google-my-business/218797/>
- **Google My Business Website Builder, 6 Tips and Tricks**
  - <https://seoexpertbrad.com/google-my-business-website-builder-6-tips-and-tricks/>
- **“SEO 2018: How to Use ‘Google My Business’ Listing to 10x Local Search Traffic Organically”**
  - <https://medium.com/@reachrishabh/seo-2018-how-to-use-google-my-business-listing-to-10x-local-search-traffic-organically-79ac7440c20f>