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AGENDA

- WHAT IS A BUSINESS PROFILE?
- HOW TO CREATE A BUSINESS PROFILE
- GET TO KNOW YOUR BUSINESS PROFILE
- THE GROW WITH GOOGLE PARTNER PROGRAM
What is a Business Profile?
ANATOMY OF A BUSINESS PROFILE ON GOOGLE

- **Name**
- **Location**
- **Overview**
- **Hours**
- **Photos and videos**
- **Reviews**
- **Quick links**

Village Tailor & Cleaners
4.6 ★★★★★ (21)
Tailor in New York City, New York
Open

125 Sullivan St A,
New York, NY
10012

Open · Closes 7PM
BUSINESS PROFILES APPEAR ON GOOGLE SEARCH...

Up-to-date Business Profiles are **2.7x more likely** to be considered reputable.¹

¹ Ipsos research: Benefits of a complete listing 2017
AND GOOGLE MAPS

Up-to-date profiles are 70% more likely to attract location visits and 50% more likely to lead to a purchase.¹

¹ Ipsos research: Benefits of a complete listing 2017
How to create a Business Profile
HOW TO GET STARTED

You’ll use a free tool called Google My Business to create a Business Profile.

- Already see a Business Profile? Claim it now.
- Don’t see a Business Profile? You can create it.

Let’s go.
HOW TO GET STARTED

Google My Business allows you to manage business info, connect with customers, post updates, and more.

google.com/business
STEPS TO CREATE

1. Visit google.com/business

2. Claim or complete your Business Profile.

3. Request a postcard.
   - It should arrive within 5 days.
   - When received, sign in and enter verification code to complete.

4. In the meantime, update business info, add photos and services
WRITE A BUSINESS DESCRIPTION

Give customers a brief introduction to your business.

Click Skip or Save.
SELECT A BUSINESS CATEGORY

If you can’t find the perfect category, choose something close.
WHAT SERVICES DO YOU OFFER?

Help Google show your business in the right places by adding services you offer.

Click **Save**.
Get to know your Business Profile
Sign into your Business Profile anytime to access business info. Once the business is verified, updates can appear on Google Search and Maps.
THE INFO TAB

Edit info like:

- Business name
- Address or service area
- Hours of operation
- Website
- Phone number
- And more
INFO: CONFIRM YOUR BUSINESS HOURS

40% of local business searchers want to find **hours** of operation.¹

¹ Google Consumer Barometer, April 2017
THE POSTS TAB

Share timely business updates with posts:

- COVID-19 update
- Offer
- What’s new
- Event
- Product
THE PHOTOS TAB

Tips for great photos:

● Use focused, well-lit images.
● Highlight business features and showcase your brand.
● Include a logo and cover photo.
● Add videos (up to 30 seconds).
Publicly respond to customer reviews left on Google.

- Be professional and polite.
- Respond promptly.
- Don’t use responses to advertise.
- Thank happy customers.
- Address issues constructively and resolve privately, if possible.
ADDITIONAL TABS

- Products
- Calls
- Services
- Messages
- Bookings
- Users
THE INSIGHTS TAB

Learn how customers search for your business.

- **Direct**: name or address
- **Discovery**: category, product, or service
- **Branded**: brands related to your business
ONCE YOUR BUSINESS PROFILE IS CREATED

1. Make a habit of reviewing and updating your business info: google.com/business

2. Add business info, photos and videos, share posts, and more.

3. Explore Insights reports to learn how customers find you.
PROMOTE WITH MARKETING KIT

Create custom posters, social posts, and more from reviews and updates on your Business Profile on Google, at no additional cost.

g.co/marketingkit

g.co/marketingkit-blackowned

“Proudly identifies as Black-owned”

“Sandwich Central

Find us on Google.”

“We have adjusted our hours. Stay updated by visiting us on Google.”

“Vince’s Village Cobbler

Find us on Google.”

“Vince’s Village Cobbler

“The staff is friendly, patient and honest.”

“A 5-star review by a Google user”

Grow with Google
FREE ONLINE TRAINING AND TOOLS AT GOOGLE.COM/GROW

For teachers and students
Bring digital tools into your classroom.

For local businesses
Help new customers find you online.

For job seekers
Boost your résumé with a new certification.

For developers
Learn to code or take your skills to the next level.
Thank You

#GrowWithGoogle