



Welcome!

Please introduce yourself in the chat.

You may include contact information if you'd like to share it with everyone here.



Google My Business

Learn + Launch

a free, live, virtual event by Neat + Nimble

Google
My Business



Building your brand online.



Why bother?

A few reasons...

70%

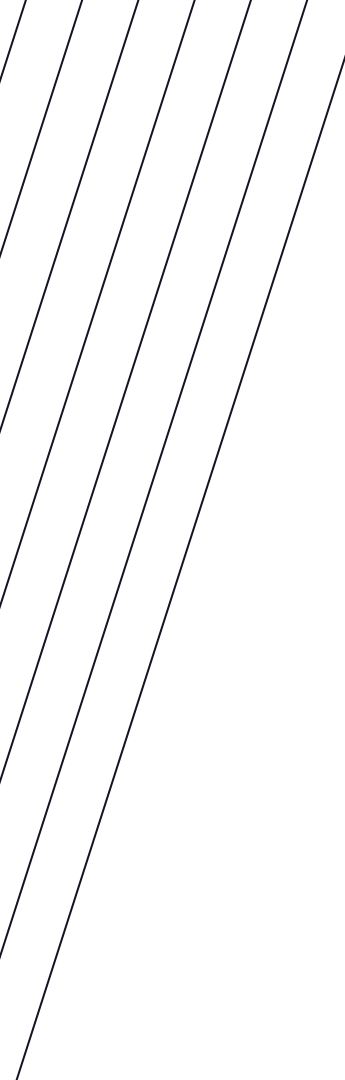
Of all searches happen on Google

*Source: [NetMarketShare.com](https://www.netmarketshare.com)

3.5 billion

Searches are performed daily.

*Source: [InternetLiveStats.com](https://www.internetlivestats.com)



Most people don't get past Google's first page of search results. A [2014 Google study](#) found that **“50% of consumers who conducted a local search on their smartphone visited a store within a day.”**

How to Get Started



If your business doesn't have a listing yet:

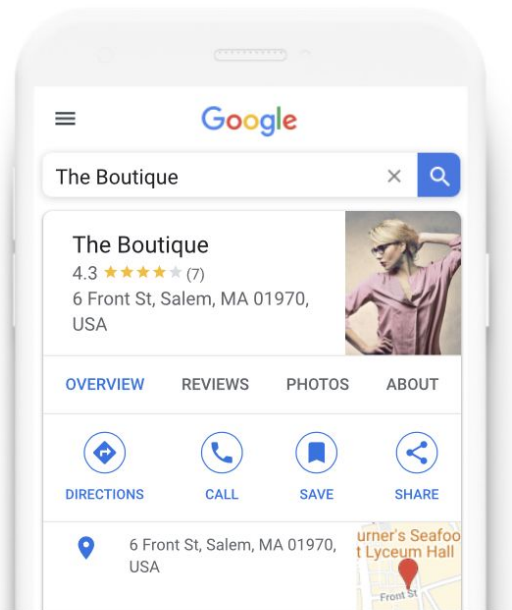
1/ Set up a Google Account (if you don't already have)

2/ Go to google.com/business in a web browser

3/ Enter your information:

- Name
- Address
- Phone number
- Hours
- Website
- Category: use as few as possible and be as specific as possible
- Menu: Two kinds offered-restaurant or services
- Description: Like a bio, keep it short
- Attributes to help people decide: Kid friendly? Free wifi? Patio? Amenities? Gender-Neutral bathrooms?





Find and manage your business

🔍

Can't find your business?

[Add your business to Google](#)

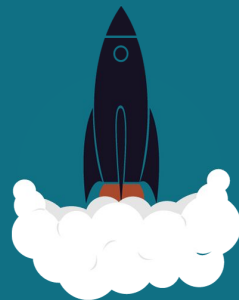
If your business already exists, you may be able to claim it.

Get Verified

Typically completed by mail, with a code sent on a postcard.

Once you've requested a verification code, do NOT edit your business name, address, or category. Do not request a new code.

When you receive your postcard, login and add your code to verify your listing.





THEMES



EDIT



PHOTOS



MORE

Your site is not yet published

☰ Neat + Nimble

☰ Get Quote

☎ Call Now

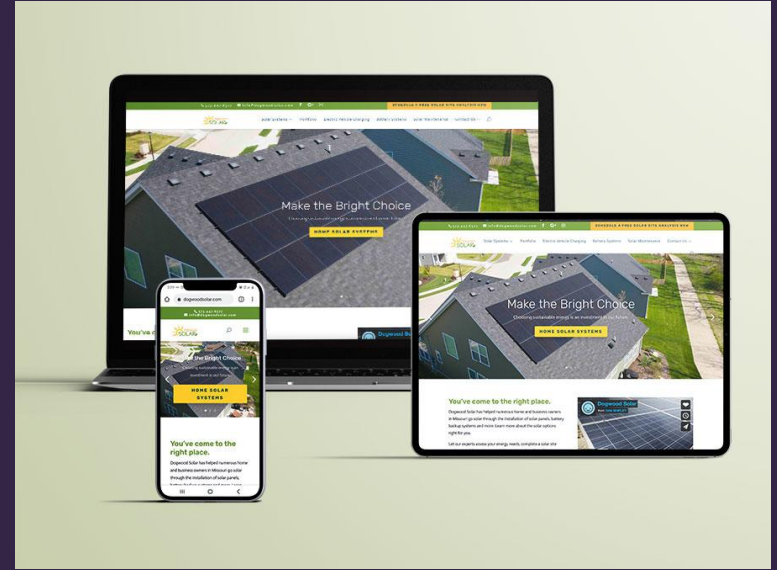
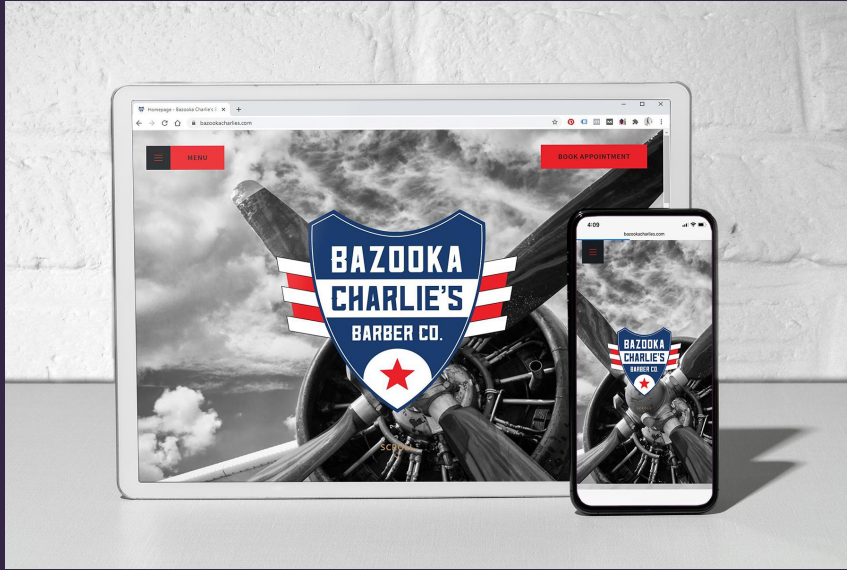
Neat + Nimble

Marketing Agency
Open today until 5:00 PM

GET QUOTE



Optional: If you're in a pinch, you can even create a Google My Business website.

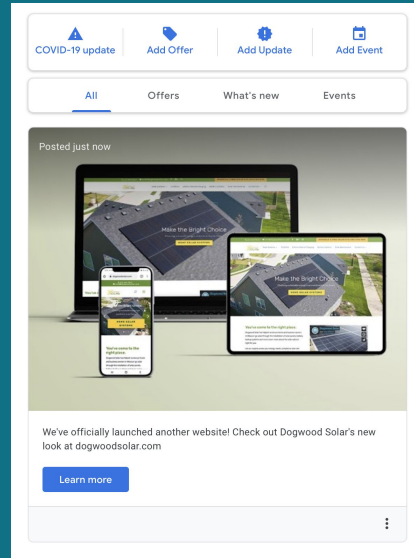


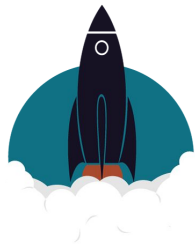
For a more thorough, polished online presence, that's where Neat + Nimble comes in.

Build Your Profile



- Add profile picture
- Add photos of your business
- Add a post or “update” like you would on Facebook or Instagram. Google Posts allows you to add text, photos, gifs, and even call-to-action buttons including:
 - a. Buy
 - b. Sign up
 - c. Learn more
 - d. Reserve
 - e. Get Offer





Best Practices

Online Reviews



Ask for reviews after every sale, not just the exceptional ones.

Reply to every review within 48 hours.

Take the conversation offline for conflict resolution.

Stay professional and “on-brand”.

53%

Of people expect responses to negative reviews

*Source: [ReviewTrackers.com](https://www.reviewtrackers.com)

The Extra Mile

You can enable messaging within Google My Business so customers can talk directly to you. With FB Messenger, email, and your business phone, you may not need another contact point.

Only do this if you're able to respond in a timely manner.



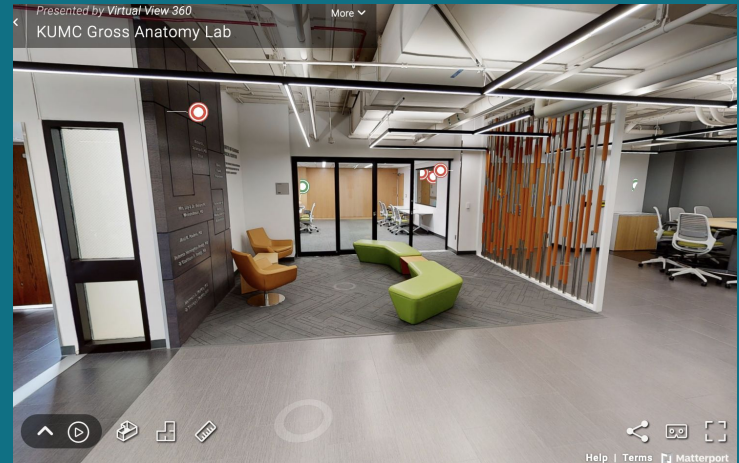
A Look Inside

You can add 360* images to your listing and connect those to Google Street View.

We recommend hiring a professional to plan and accomplish this with you.

Especially helpful for:

- Multi-family housing
- Experience based purchases
- Museums and Landmarks





Now what?

*Finding answers
amongst the data...*

Insights

Keep an eye out for dips and spikes, try to attribute it and match activity with actions you took.

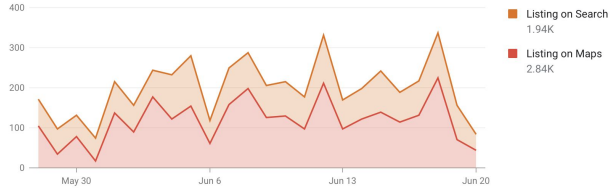
Seek data to help make informed decisions about operations and opportunities.

Where customers view your business on Google

The Google services that customers use to find your business

1 month

Total views 4.78K

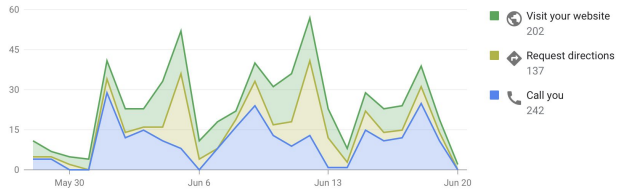


Customer actions

The most common actions that customers take on your listing

1 month

Total actions 581



Phone calls

When and how many times customers call your business

Time of day 1 month

Total calls 289





Put yourself in your customer's shoes.

- When they google you, what do they find?
- Can they browse your website?
- Do they know if there's parking? Kids menu? Are you ADA accessible?
- Do they need an appointment or reservation?
- What kind of reviews do they see? What do your responses look like?
- How do you compare to your competitors?
- Can they take the desired action quickly and easily?

Other directories/websites you may want to get listed on:



Google My Business



Facebook



Amazon Alexa



Snapchat



Bing



Yahoo



Vitals



EZDoctor



Internet Chamber of Commerce



CitySquares



Brownbook.net



Cylex-usa



Elocal



Find Open



Foursquare



here



Hotfrog



iBegin



Local Stack



Merchant Circle



My Local Services



n49



Opendi



ezlocal.com



Showmelocal



Tupalo



TripAdvisor



Uscityet



Whereto



Yalwa



Yasabe



Plus many more!



Questions?

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