



MAKE YOUR MARK.

Google My Business

WHY SHOULD I CARE ABOUT GOOGLE MY BUSINESS?

The Benefits of Google My Business Are Threefold:

1. Increased **visibility** in search
 2. Better shopping **experience** for buyers
 3. More **traffic** to your website, social channels, and front door.
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Steps To Claiming Your Business

1. Login to Google My Business <http://www.google.com/business>
 2. Claim your business. Either enter the information into the page or find the location on Google Maps and click 'Claim this Business'
 - a. Business Name
 - b. Physical Location
 - i. If yes, list street address so that it will appear in maps
 - ii. If no, then list the location of services provided
 - c. Do you serve customers outside this location? y/n
 - d. Business category
 - e. Contact details
 - i. Phone number
 - ii. Website
 3. Verify your business. Options are to take a phone call, email, or postcard to verify the physical location of business. Postcards can take between 5 days to 2 weeks to be delivered. This depends on the type of business and the information initially supplied.
When waiting for a postcard verification, do not edit any information on Google or request a new code. This will delay the verification process.
 - a. If someone has already claimed the business, either request access to the account from the user or start a claim with Google to switch ownership.
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Google My Business Pages Contain

- Business Name
- Business Type
- Address
- Hours of Operation
- Phone Number
- Link to Website
- Images
- Link to Google Maps
- Reviews
- Overall Star Rating
- Popular Times to Visit
- Related Searches
- And More!