

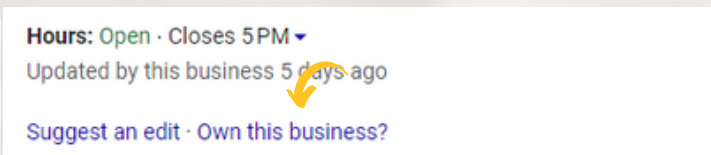


# Google Business Profile Intro Guide

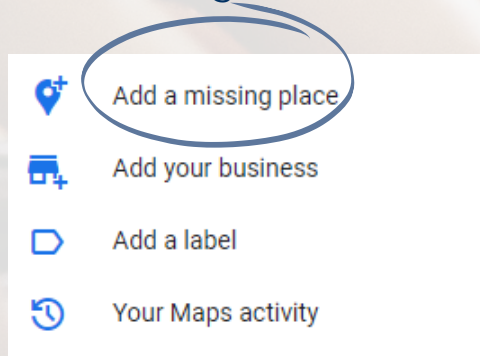
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## How Do I Find/Access My Business on Google?

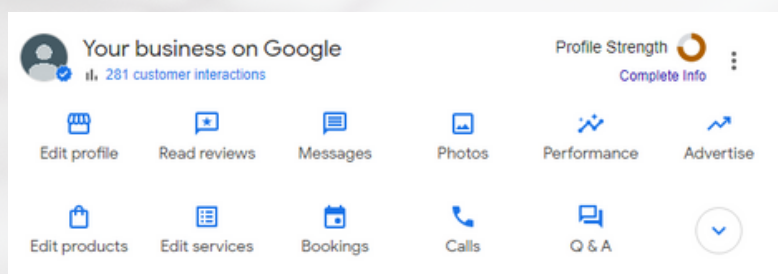
Type your business name into Google's search bar. You are looking for a side panel to come up with your business' details. If one comes up, and you are not already the owner, click "Own this business?" and follow the prompts to gain ownership.



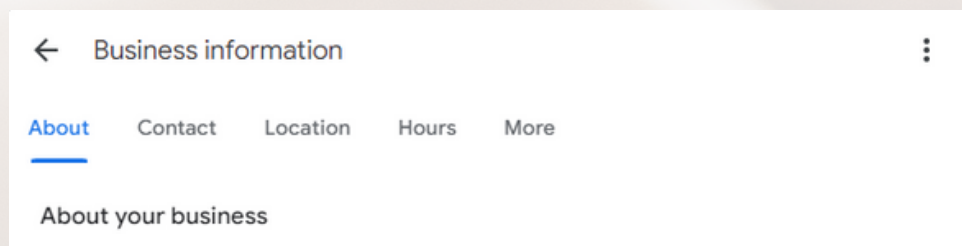
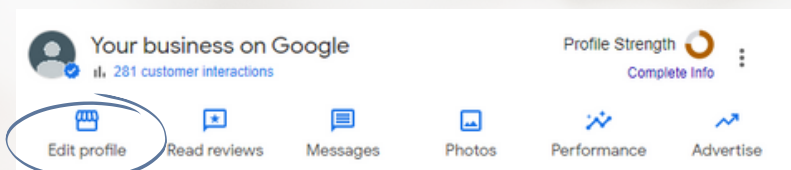
If there is not a profile that comes up, you may need to Add Your Business to Google, through Google Maps. Type your business address in, and then select "Add Missing Place".



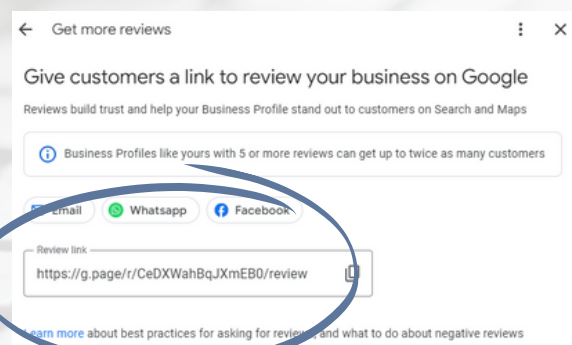
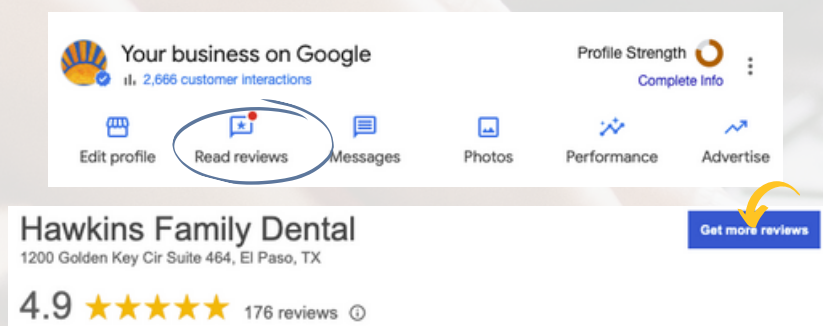
Once your business exists on Google, and you have claimed ownership, simply login to your account on Google and type your business name into the search bar. You will then see tools to edit your profile, read reviews, etc. All edits, additions, and review responses are managed here.



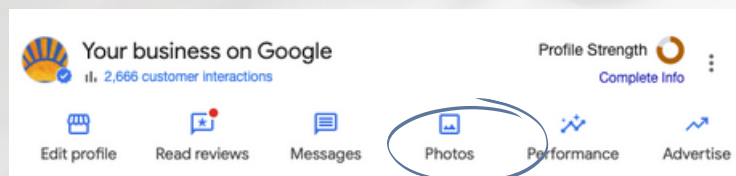
## Navigating Dashboard on Google



**Edit Profile** - this is the main section you should spend time in when setting up your Google Profile initially. Here you can add your business' address, phone number, website, hours, specific services, business description, categories,, link your social media accounts and more.



**Read Reviews** - this is where you can read and respond to reviews left on your profile. Be sure to respond to all reviews received. You can also click "Get More Reviews" to access your direct link that can be shared with customers when you ask them to leave you a review.

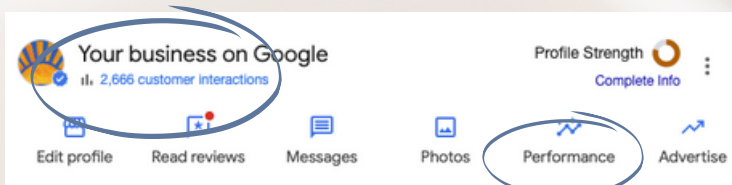


**Photos** - use this section to upload photos of your business - front entrance, lobby area, closing room, etc. Give potential customers a glimpse of what to expect when visiting your office. Jpg or Png files accepted. You can also add your logo and a cover photo here.

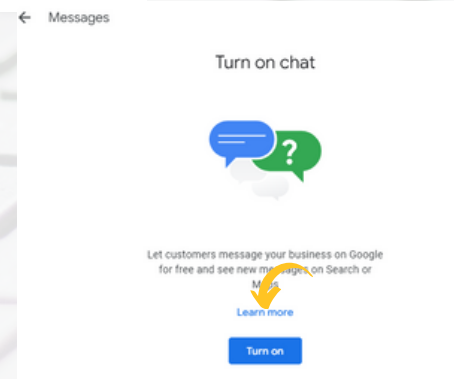
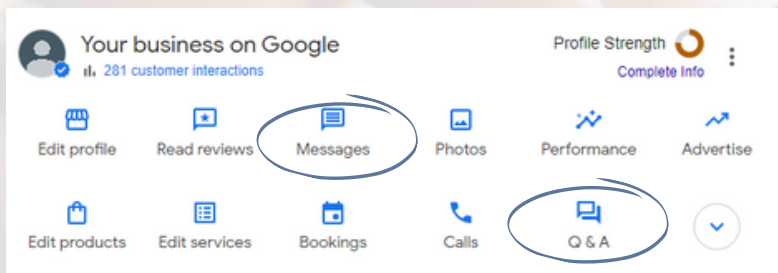


## Measuring Performance on Google

Overview - this is the number of interactions your Google Business Profile has had in a specific time period. Pay attention to these metrics and make adjustments to your profile and behaviors accordingly.



## Bonus Tools - Differentiate Your Profile

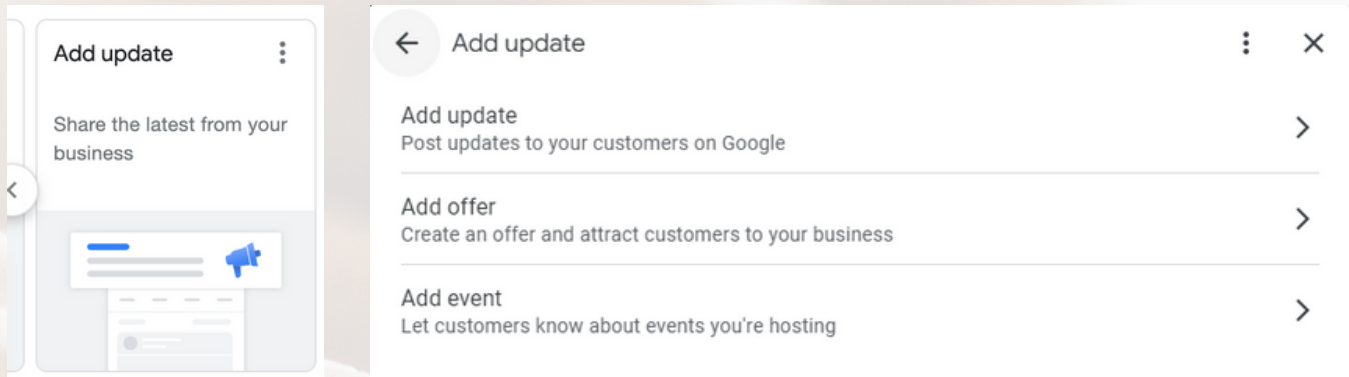


**Messages** - must be turned on - anyone can leave you a message via chat. It comes through instantly as an email that you can answer via the Google Business Platform. Almost like a built-in chatbot!

**Q&A** - use this like you would the FAQs section of your website. Place common questions & answers. This tells Google more of what you do and who you do business with. [AnswerThePublic.com](https://www.answerthepublic.com) is a great resource for ideas.

## Bonus Tools - Differentiate Your Profile

**Post an Update** - just like you would post on social media, you can also post on Google (and Google highly rewards those that do!). Share a new resource on your website, an upcoming event you are hosting, a charity your office recently participated in, etc.



## Top priorities for Google Business Profiles in 2024:

1. Reviews - Make the Ask and Respond!!
2. NAP - Make sure business Name, Address and Phone number are accurate on Google and across other sites - use [yourvaunt.com](https://yourvaunt.com) to check.
3. Populate Q&A section with frequent questions & answers - both those you receive and those potential customers could be searching.
4. Add updates/events on a regular basis - differentiate from your competition and Google will reward you.
5. Enable the Messaging feature to receive instant chats from your GBP.



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