

GET NOTICED ONLINE WITH GOOGLE MY BUSINESS



If you want to reach a broader audience, you're going to want to build a solid online presence. If you don't have a Google My Business (GMB) account, read on to learn how a GMB account is one way that can help your business get noticed online.

Google My Business is a **free business tool** that acts as your business listing. It lets you control what company information users see on the Google search results page.

It's easy to get set up, so let's break down how to get started:

- STEP 1** Log in to the Google Account you want to be associated with your business (or create a Google Account if you don't already have one).
- STEP 2** Go to google.com/business and select "Manage Now" in the top right-hand corner.
- STEP 3** Enter your business name.

Now that you're all set up, you can start filling in your business information. Include your business hours, update your contact information, create posts like offers, events, or images.

You can also send and receive messages through Google My Business, post answers to frequently asked questions, and monitor your Google Reviews.

Google Reviews are a good thing!



If you stay consistent with your online presence, eventually, Google will scan your accounts and put links to your social accounts, and any other relevant links, on your GMB profile. That way, all your information is in one place.

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AIM TO POST ON GMB AT LEAST ONCE A WEEK



Here's the Social Media Checklist that you didn't know you needed 🗨️

Complete these four actions daily and it will help you increase your engagement on social media!

- Reply to all comments and direct messages
- Like three photos on 10 hashtags that relate to your business
- React to five stories
- Engage with at least one potential client

Work it into your social plan – you can even cross-post something you already posted to Instagram, Facebook, or Twitter.

It doesn't have to be hard to keep up with your online activities if you plan.

Google My Business is a tool that will help you understand where your users are coming from, what information they gravitate to, and what content matters most to them.

That way, you can plan and include only the most important news, updates, and resources.

WHAT MAKES A GOOD GMB POST

- Keep the text in posts between 150-300 characters long
- Use high-quality images
- No hashtags are needed
- Give a clear call to action

A call to action will tell the person viewing your listing what to do next. Do you want them to call you, message you, visit your website, or maybe book a consultation?

Decide what works for you, and then make sure to communicate that on your GMB posts. If you set up a strong GMB account, you'll get higher-quality sales and make stronger connections. Which is ultimately what you want. 😊

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