



Put Your Business on The (Google) Map



Google My Business Training

1

It's Where You Want to Be



- ▶ Google Map gives you a BIG advantage:
 - You're in the search visual
 - More clicks

2

Where the Map Info Comes From



Google My Business



3

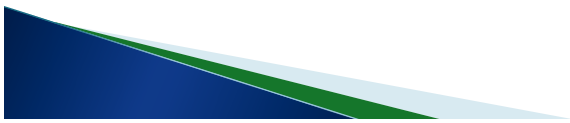
Pulls Info from Google My Business



Google My Business



4



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About Google My Business



- ▶ Free
- ▶ Helps local users find your business
- ▶ Provides business profile



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Agenda

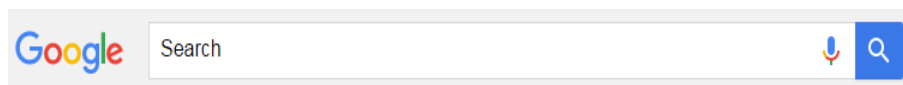


- ▶ How web searchers see you on the 'Google Map'
- ▶ Creating Your Account
- ▶ Reviews and review responses
- ▶ Posting to your account
- ▶ Your Hours
- ▶ Listing your products / services



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When the map shows



We use search when we have a problem.....



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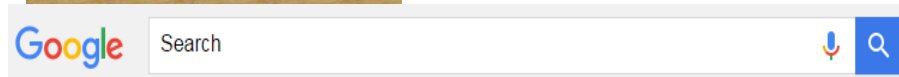
Found a Mouse In The House



Courtesy Pixabay.com

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Need a Solution.....



Courtesy Cary Pest.com

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Search Results Page



Google mouse exterminator

About 806,000,000 results (0.83 seconds)

Call VERMITEK - Mind at Peace | Free Inspection-Techs R Ready
www.vermitek.ca • (613) 896-0488
 Ants, Cockroaches, Bedbugs, Wasps, Spiders, Mice, Raccoons, Squirrels, Bats etc.
 ☑ Ottawa, Canada - Open today - 9:00 a.m. - 11:00 p.m.

About Us
 Learn More About Our Business.

Contact Us
 Contact Us For More Information.

Mouse Exterminator | Nature's Way Property Services
www.natureswaypestservices.ca/ • (613) 482-0287
 Mouse Removal, Ratcon Removal And Squirrel Removal Services. Call Us Now!

Rodent Extermination Services | Quick & Effective Treatment
regions.ca/pest_control/rodents/ • (431) 823-1428
 Get Rid Of Mice, Rats And Other Rodents & Prevent Them From Returning. Contact Us Today!
 Pest Identification Treatment Preparation Our Services Our Products

Ottawa Pest Control | Pest Removal Guaranteed
www.ottawapestcontrol.ca/

Rating: 4.2 stars
 Hours: Open

Essen Pest Control
 4.2 stars • (613) 804-7378
 36 Conroy Ln. • (613) 804-7378
 Open • Closes 7 p.m.
 "I had mice problem in my house."

GCI Pest Control™
 4.2 stars • (613) 366-2203
 Pest control service.
 Open • Closes 12 p.m.

Ottawa Pest Removal | Pest Control Service Provider
 4.5 stars • (613) 899-9700
 132 Commercial Road • (613) 899-9700
 Open • Closes 7 p.m.

Ottawa Mouse Control | Skeddies Wildlife Control
<https://www.skeddieswildlife.com/ottawa-mouse-control/>
 Mar 2, 2018 - **Mice** used holes cut for electrical and plumbing lines to travel inside the houses. **Mouse** infestations are more complex than they appear on the surface and understanding **mouse** biology and behaviour plays an important role in their effective **control**.

Mice Extermination - How to Get Rid of Mice - Orkin
<https://www.orkin.com/rodents/mouse-control/how-to-get-rid-of-mice/>

Google My Business (The Map)

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Alternative Search Appearance



Google bicycle tours ottawa

About 767,000 results (0.54 seconds)

Road Biking Tours | Voted #1 Active Travel Company | backroads.com
www.backroads.com
 Premium Road Biking Tours - 40 Years Experience - Order a Free Catalog! Ideal Group Sizes.
 View all Bike Tours Request a Catalog
 View Our Most Scenic Biking Tours Fill In Your Request Details
 Search By Destination Or Activity Request Your Free BACKROADS Catalog

Discovery Bicycle Tours | This Isn't Your Typical Tour
www.discoverybicycletours.com
 Award winning tours. Ride from inn to inn, enjoy fine food and great lodging. Free Use Of Bikes. Fine Food. Multiple Scheduled Dates. Highlights Spectacular Views, More Than 20 Locations. Multiple Scheduled Dates, Free Use Of Bikes.

Bicycle Tours Of Alaska | Beautiful Remote Cycling | alaskabike.com
www.alaskabike.com
 Fully Supported, Inn-To-Inn Tours - Request A Catalog! Small group size.
 About Us - Book Tickets - Browse Tours - View Benefits

Walking & Biking Tours in Ottawa - TripAdvisor - TripAdvisor.ca
www.tripadvisor.ca/
 Quick & Easy Purchase with Flexibility to Cancel Up to 24 Hours Before the Start. TripAdvisor.

Escape Bicycle Tours & Rentals in Ottawa-Gatineau
<https://escapebicycletours.ca/>
 Daily guided bicycle tours & rentals in Ottawa-Gatineau. Rent a bike starting at \$8/hr. Bikes available in all sizes. 55 Sparks St. near Parliament Hill/By.
 Tours - Best of Ottawa, 5 hours - Scheduled Tours - Special Tours & Packages

Escape Bicycle To
 4.5 stars • 105 Google reviews
 Sightseeing tour agency in Ottawa

Address: 65 Sparks St. Ottawa, ON
Hours: Closed - Opens 9 a.m. Mon
 Advance booking might affect these hours
Province: Ontario
Phone: +1 888-667-2012

Suggest an edit

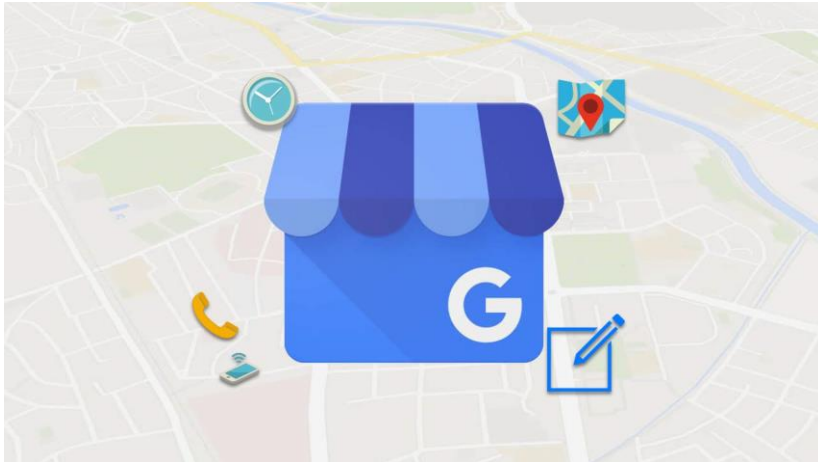
Know this place? Answer quick questions

Questions & answers
 See all questions (1)

Google My Business (The Map)

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Users can bypass your website & Still Contact You!



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Google My Business



- ▶ Free Advertising

 1. Pictures
 2. Map with location
 3. Link to your website
 4. Customer review rating
 5. Category
 6. Your address
 7. Your hours
 8. Your phone

Escape Bicycle Tours and Rentals

Website Directions Save

4.9 ★★★★★ 142 Google reviews
Sightseeing tour agency in Ottawa, Ontario

Address: 65 Sparks St, Ottawa, ON K1P 5A5

Hours:

Day	Hours
Thursday	9a.m. – 7p.m.
Friday	9a.m. – 7p.m.
Saturday	9a.m. – 7p.m.
Sunday	9a.m. – 7p.m.
Monday	9a.m. – 7p.m.
Tuesday	9a.m. – 7p.m.
Wednesday	9a.m. – 7p.m.

Suggest an edit

Phone: +1 888-667-2012

Province: Ontario

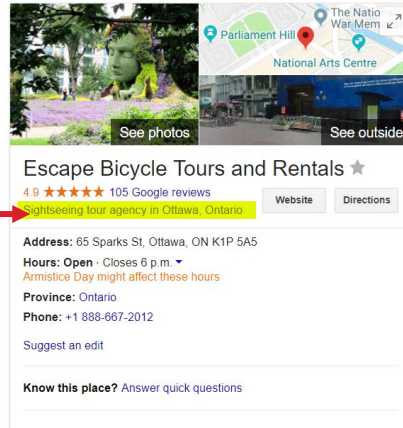


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Business Category



- ▶ Better for local searches
- ▶ Your business is listed by category
 - Easier to find



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To Show / Not Show Your Address



- ▶ Do you deliver products or services at this location?
 - **Yes** – Your address will show on Google my business
 - **No** – Your address will not show

Full Name:
 Address Line 1:
Street address, P.O. box, company name, c/o
 Address Line 2:
Apartment, suite, unit, building, floor, etc.
 City:
 State/Province/Region:
 ZIP/Postal Code:
 Country:

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How to Create Your Google My Business Account

It's quick and easy!



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Before You Start: Have these items handy:

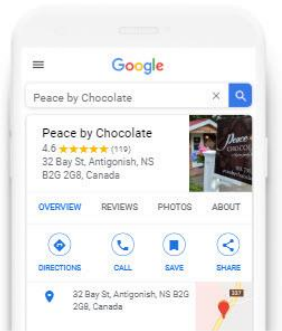


- ▶ Gmail address (use a free one if need be)
- ▶ Physical address to provide Google (won't necessarily be public)
- ▶ Logo
- ▶ Go to www.google.com/business



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Opening screen



Find and manage your business

1 Type your business name

Can't find your business?

2 Add your business to Google



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← What's the name of your business?

Business name
 Briers

By continuing you agree to the following [Terms of Service](#) and [Privacy Policy](#)

Next



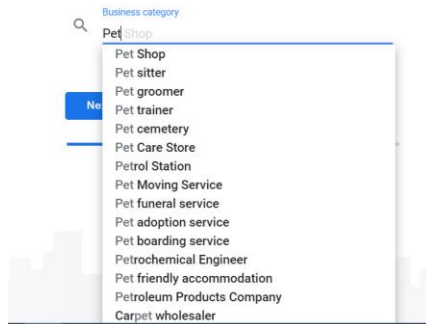
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Category Choice



← Choose the category that fits your business best

This helps customers find you if they are looking for a business like yours. [Learn more](#)



► Helps Google know when to show your listing

- Choose 1 primary
- Choose multiple secondary

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List your services



← Add your services

Select the services your business provides and get matched with the right customers

- Cat boarding Cat grooming
- Cat sitting (in-home) Dog boarding
- Dog boarding with training Dog daycare
- Dog grooming

[Show more](#)

Don't see a service you offer? [Create your own.](#)

[+ Add custom service](#)

[Next](#)

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Location



← Do you want to add a location customers can visit, like a store or office?

This location will show up on Google Maps and Search when customers are looking for your business

Yes

No

Next

▶ Check 'Yes' if you want people to come to your location

- Will show your address

▶ Check 'No' if you do not want people coming to your location

- Will NOT show your address

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Locations You Serve – 20 Maximum



← Where do you serve your customers? (optional)

You can list your service areas below. They will show up on your listing and help bring relevant customers.

[Search and select areas](#)

Q Manhattan, New York

You can change and add more later

Ottawa, ON, Canada X

Next

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Phone number & Website



← What contact details do you want to show to customers?

Help customers get in touch by including this info on your listing

  Contact phone number

 Current website URL

I don't need a website

Get a free website based on your info.

[See details](#)

Next

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← Finish and manage this listing

You'll be able to manage **Briers** on Google.

- ✓ Promote your business with photos and posts
- ✓ Track business analytics to understand your customers
- ✓ Respond to customer reviews

Finish

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Verification

Please enter your mailing address to verify

The address you provide here will be hidden from the public.
Post office boxes are not eligible.

Country / Region
Canada

Street address

City

Province

Postal code

- ▶ Google (snail) mails a post card to this location.
 - Enter verification number
 - You can then manage your account



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Give your account lots of TLC



- ▶ Only the most active accounts are shown on “the map”
- ▶ Need to keep your Google My Business account active



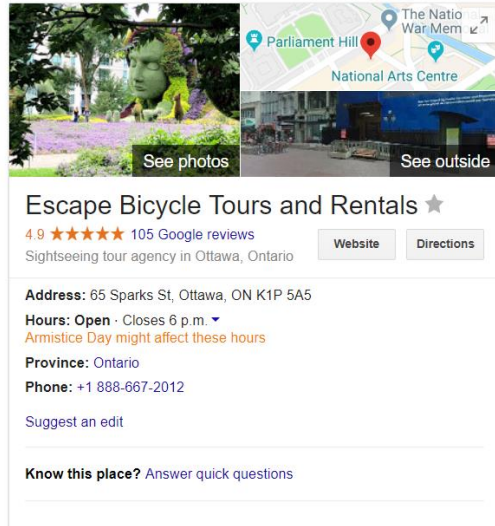
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Maintaining a High Profile



- ▶ Constantly update adding:
 - Pictures
 - Blog posts
 - Videos
 - Events

Update like social media!



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Encourage Customer Reviews



- ▶ Validation for Google and your customers!



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Ask Customers for Reviews



Get more reviews

Share your Business Profile and get new reviews from customers

[Share review form](#)

Request reviews

Give customers a link to review your business on Google

Click to copy link

<https://g.page/birds-eye-marketing/rev>

Facebook WhatsApp Twitter

Share via email

Copy / past to email request

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5 star rating system with comments



Junior Smiles Children's Dentistry

Website Directions Save

4.9 ★★★★★ 329 Google reviews

Pediatric dentist in Thornton, Colorado

- ▶ Respond to all reviews:
- ▶ Good – say thank you
- ▶ Bad – don't argue or return insults.
 - State your case
- ▶ 'Man Cold' = 1 star without comments
 - Ask what was unsatisfactory

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Answering Reviews



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Posting

- ▶ Blog Posts
- ▶ Pictures
- ▶ Short videos
- ▶ Specials / promos
- ▶ Virtual Tours
- ▶ Events
- ▶ Anything interesting



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Show Your Business Hours



Google My Business Search locations

Bird's Eye Marketing
Canada
United States

- Home
- Posts
- Info**
- Insights
- Reviews

Service areas

- Ottawa, ON, Canada
- Toronto, ON, Canada
- New England, USA
- New York, NY, USA

Sunday	Closed	
Monday	9:00 AM–5:00 PM	
Tuesday	9:00 AM–5:00 PM	
Wednesday	9:00 AM–5:00 PM	
Thursday	9:00 AM–5:00 PM	
Friday	9:00 AM–5:00 PM	
Saturday	Closed	

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List your products / services



Google My Business Search locations

Bird's Eye Marketing
Canada
United States

- Home
- Posts
- Info**
- Insights
- Reviews
- Messaging

https://www.birdseyemarketing.com/?utm_source=gmb&utm_medium=organic

Appointment links
https://birdseyemarketing.com/contact/?utm_source=gmb&utm_medium=organic

Services

- Marketing agency**
- Manage Your Google Ads Account
- Google AdWords Audit
- Google My Business Setup
- Google Analytics Setup

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Google My Business Summary



- ▶ It's free to get an account
- ▶ Helps you get found in your local serving area
- ▶ Gives users valuable information about your business:
 - Location
 - Phone number
 - Hours
 - Reviews
- ▶ Keep it up to date with pictures, posts, events, videos,
 - It's a social media account!



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Your Homework: Due Friday!



- ▶ Register at Google My Business
- ▶ One post with a picture

Need Help?

- ▶ David Bird
 - david@birdseyemarketing.com
 - 613-875-4987



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Future Presentations



- ▶ Google Advertising: The free and the paid
 - Google My Business Review and Introduction to Google Ads
 - Invest Ottawa
 - July 9th 10:00 – 11:30
 - Register at Invest Ottawa Website > Free Seminars



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