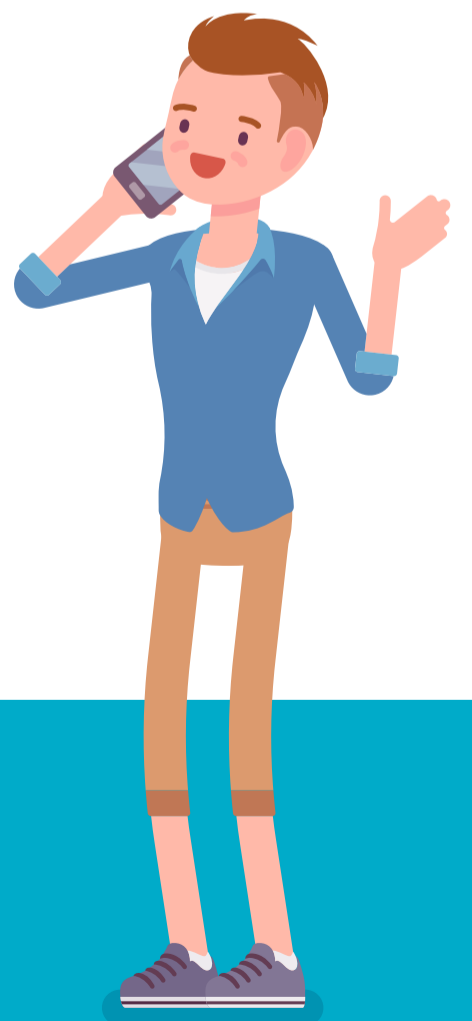


# Getting started with

Google  
My Business



# First things first.

## What's so great about GMB?

**Google My Business lets you manage how customers view your business on Google.**

It's a great starting point if you don't currently have a website or are unsure of where to start when first trying to get your business running online.



**GMB is a powerful, versatile tool that will instantly increase your visibility online.**

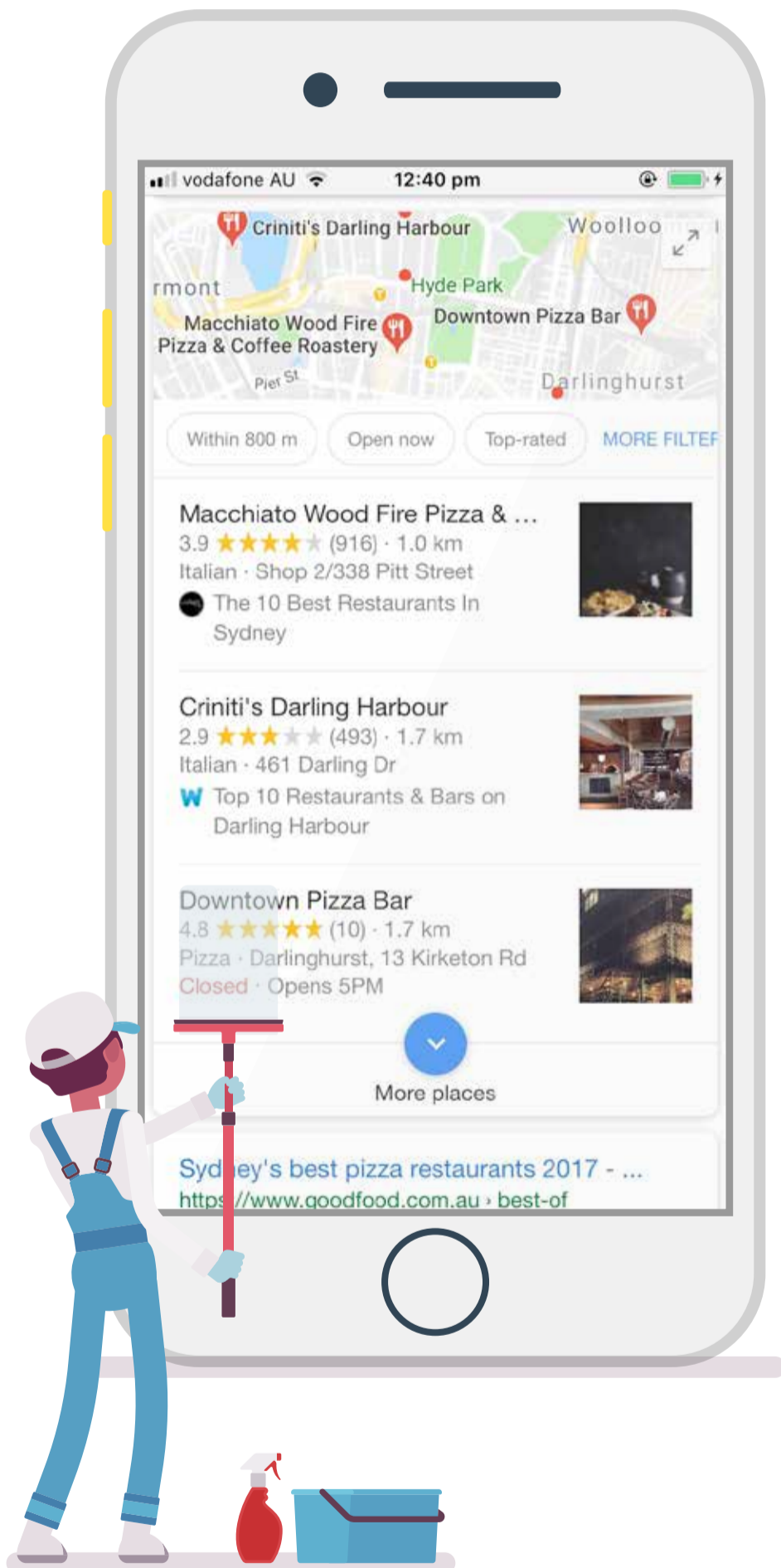
Did you know that 93% of online experiences start with a search engine?

With figures like that, it only makes sense to ensure your business is front and centre when people go searching!



# Rolling with the big boys!

GMB puts you on the map.



The most powerful feature of Google My Business, and the main reason you should consider registering your business with it, is that it pinpoints your business's location on Google Maps.

This means, at an instant, customers can figure out where you are located and plot a course.

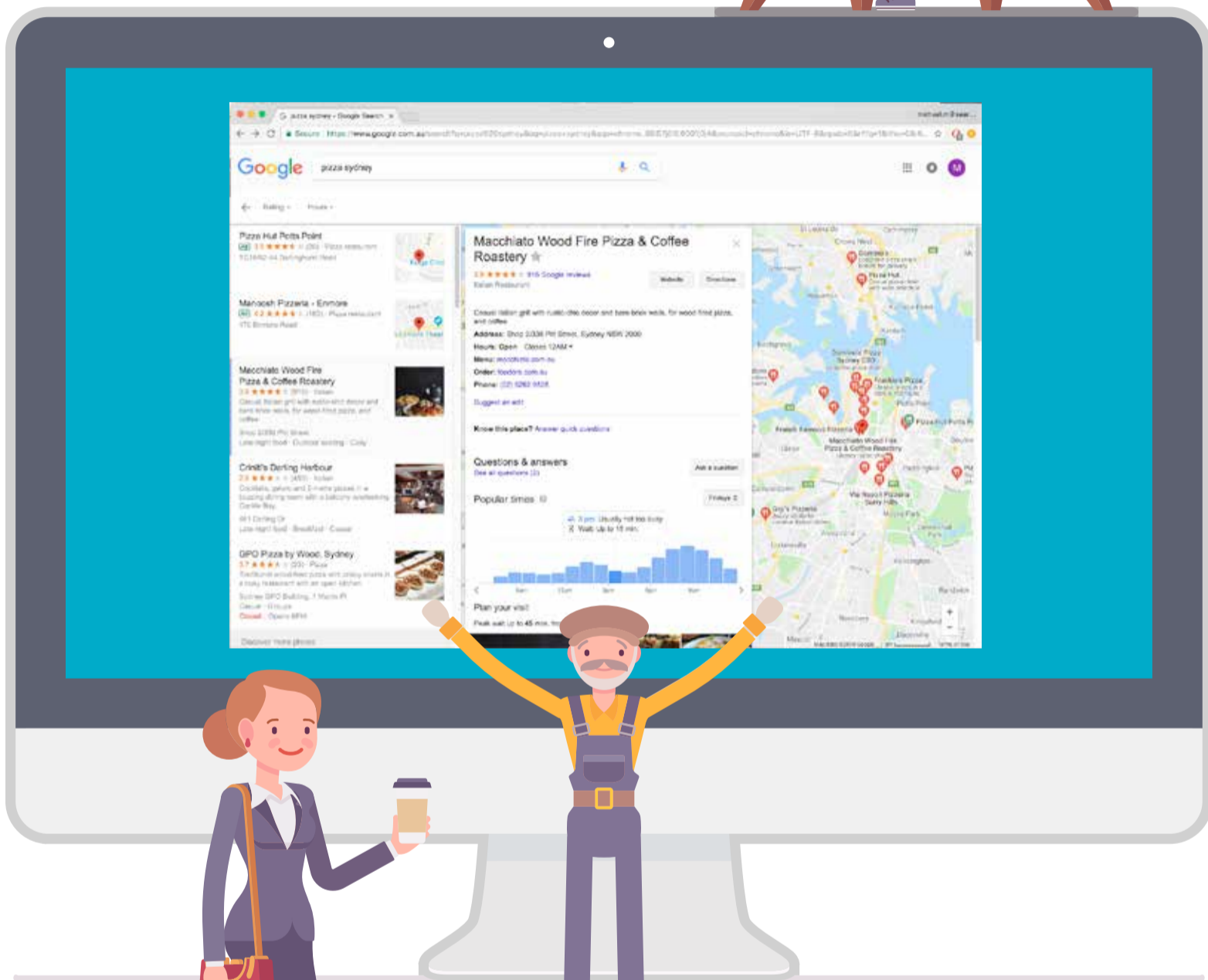
You'll also appear on the map if people are searching for your services when they're in your general area.

Now that's how you get discovered



# All the bells and whistles.

GMB is feature packed.



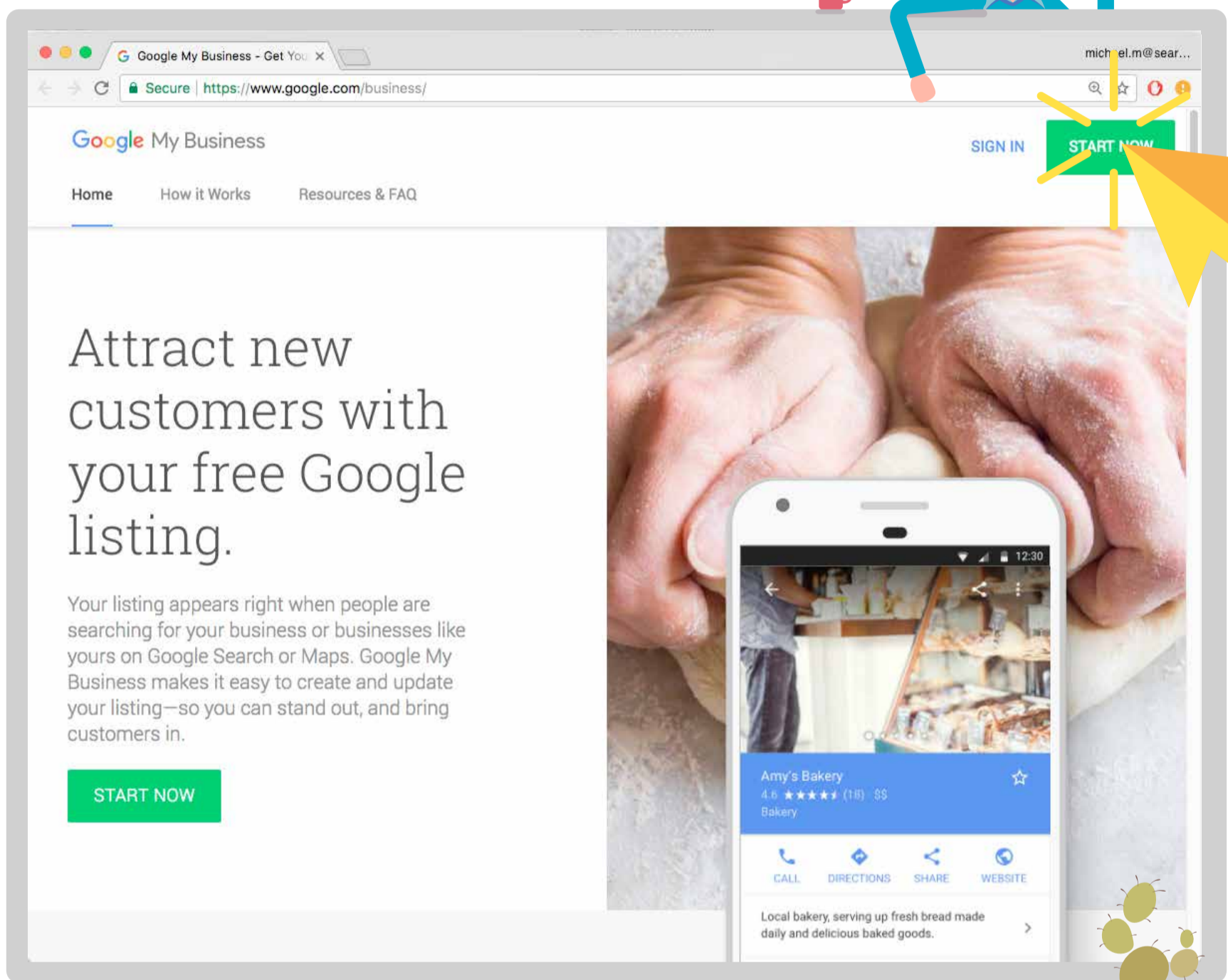
**Contact info. Links to  
your website. Trading  
hours. Even room for  
customer reviews.**

What you do with it is  
totally up to you.



# Lets get started.

Phase one is go!



Nothing too hard to start. Just type [google.com/business](https://www.google.com/business) into your searchbar.

**This will begin the setup process.**

It's all pretty intuitive. Just enter you details as you are prompted.



# 1 Name



What's the name of your business?

Business name  
Search It Local: The Pizza Place

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

**NEXT**

# 2 Address

Where are you located?

Country/region  
Australia

Street address  
123 Fake Street

Suburb  
Pizza Land

State  
New South Wales

Postal code  
2000

I deliver goods and services to my customers. [Learn more](#)

**NEXT**

# 3 Map

Where are you located?

Drag and zoom the map and position the marker on the exact spot where your business is located.

**NEXT**

# 4 Category

What kind of business do you run?

Correct category selection helps you attract customers who are searching for businesses like yours in your area. Select a category that best matches your business. [Learn more](#)

Business category  
Pizza restaurant

**NEXT**

# 5 Contact

Make connections (optional)

Providing contact info will help customers get in touch and learn more about your business.

Phone number  
0400000040

Website  
sithepizzaface.com.au

**NEXT**

# 6 Verify

Verify your connection to this business

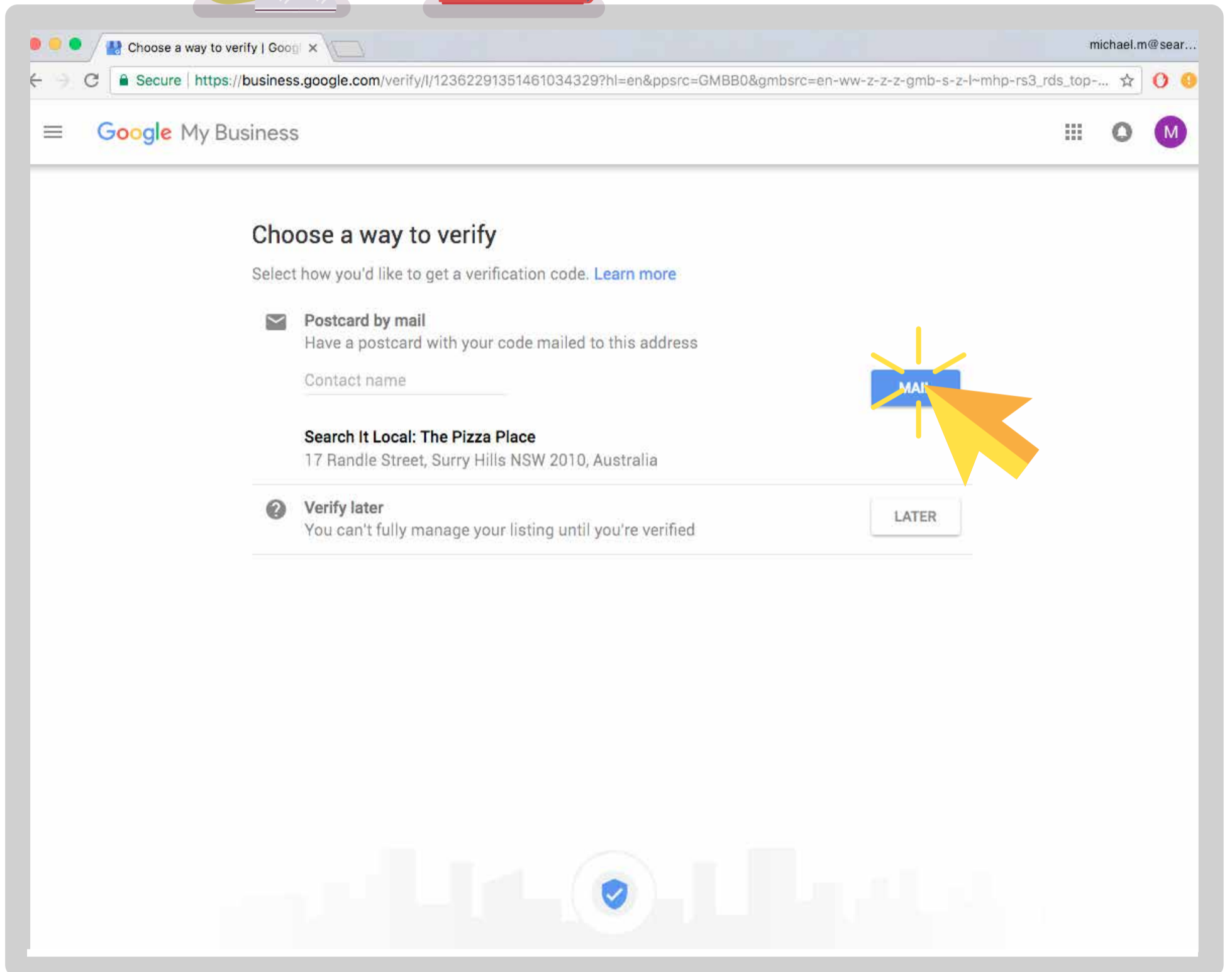
Let's confirm that you're authorized to manage this business listing. Once verified, you'll be able to make the most of your listing on Google.

- ✓ Get your business found on Google Search & Maps
- ✓ Respond to customer reviews
- ✓ Create promotional posts and upload photos
- ✓ Track business analytics

**CONTINUE**

Add your details.





## Now it's time to play the waiting game.

**After you've followed all these steps Google will need to verify you're a real business.**

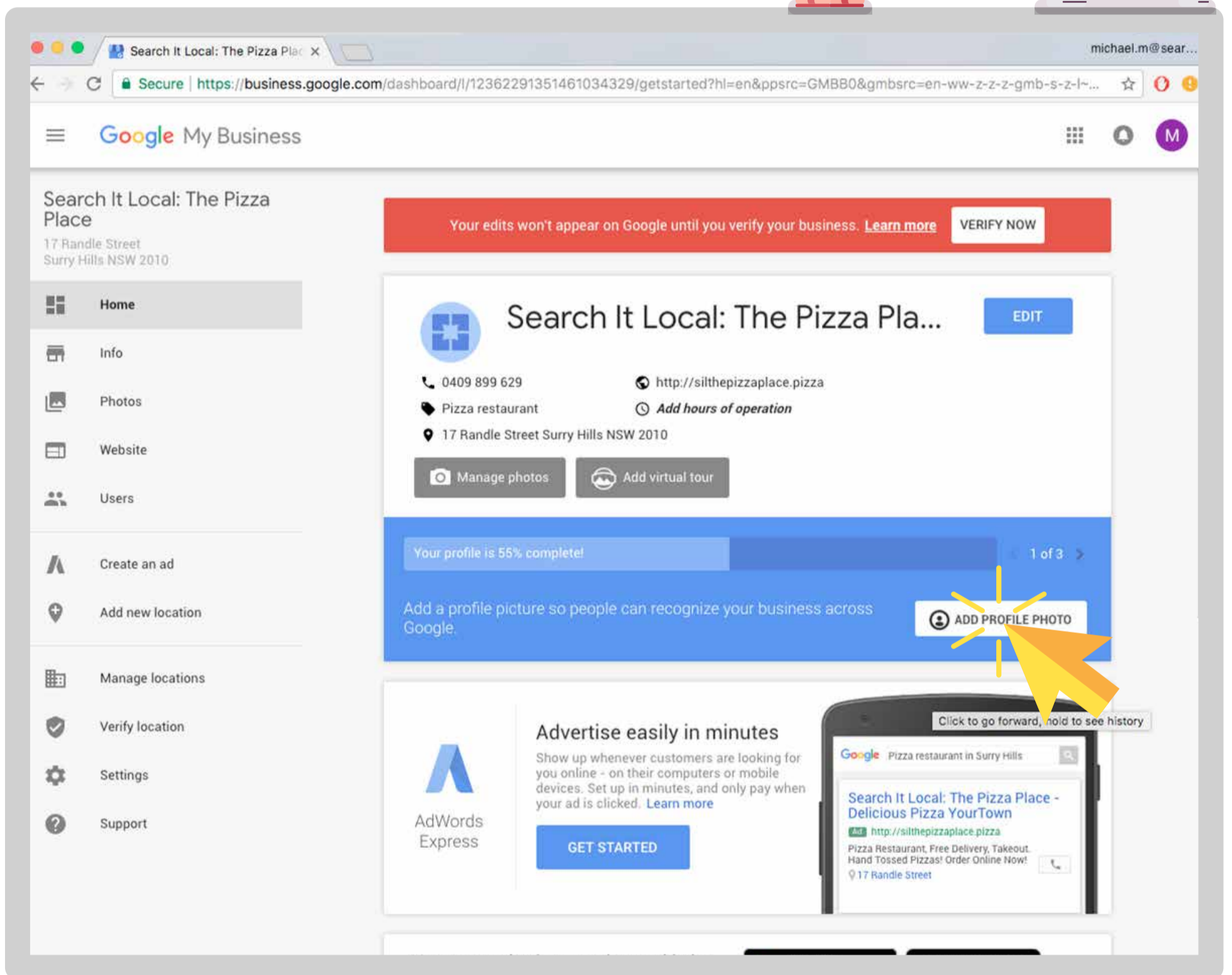
They'll do this by mailing a postcard with a verification code to your address.

Just camp out by the letter box, wait for it to arrive, then punch in your code. Easy peasy!



# Let's get personal.

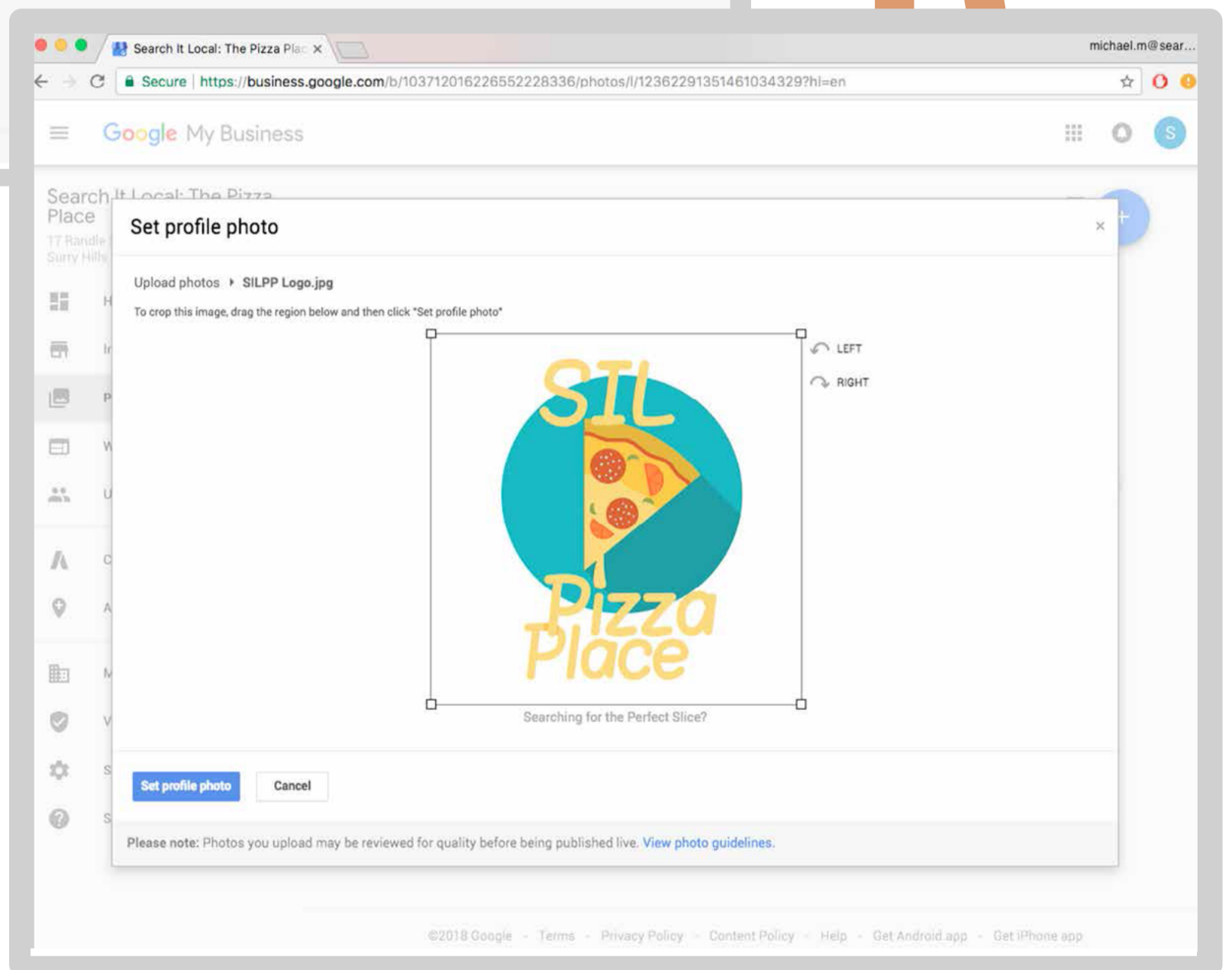
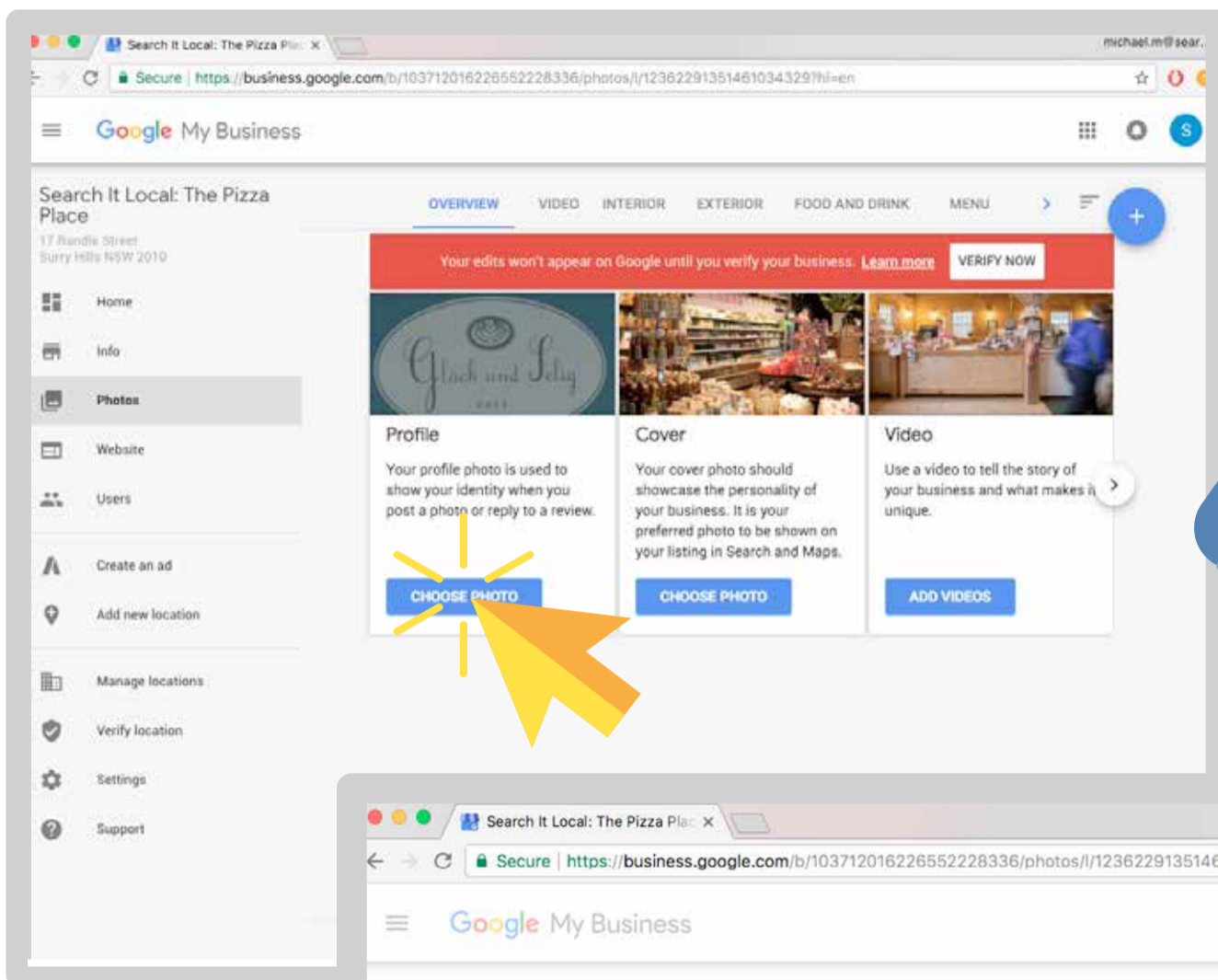
Now it's time to complete your profile!



Add photos and fine tune your info to make your listing unique.



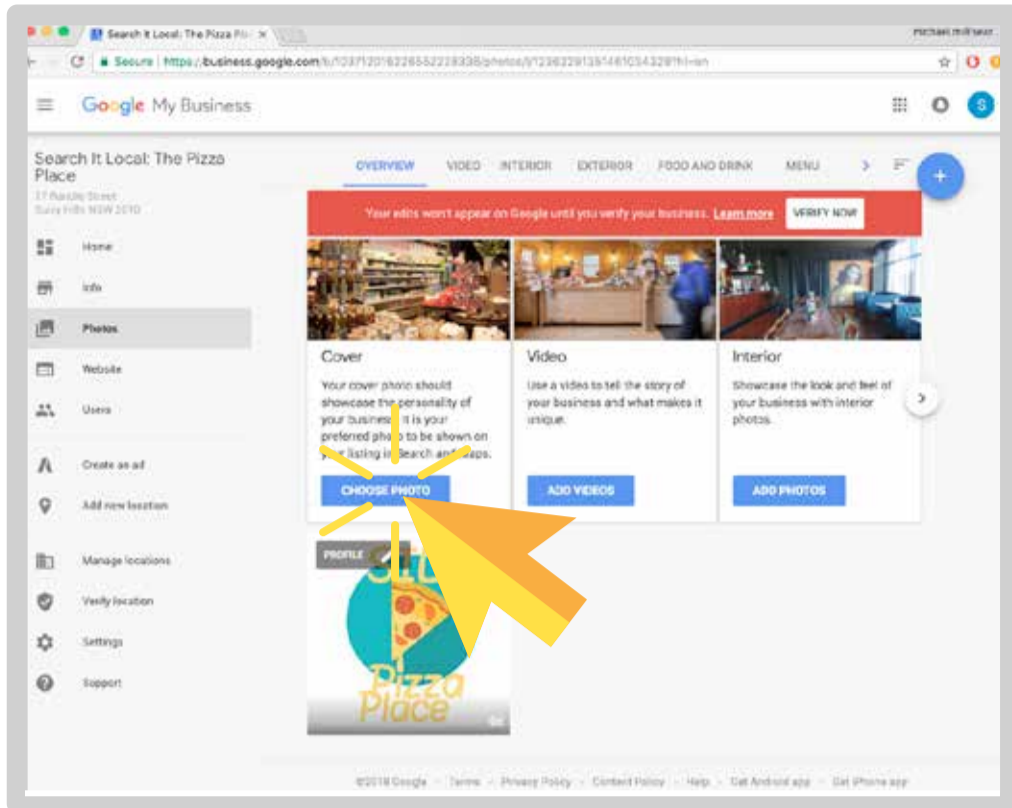




**Every business  
needs a face.  
What's yours?**

Make sure your profile picture is instantly recognisable. Your company logo is probably a good start.





**Want a beautiful GMB page? We've got you covered.**



**608 px**

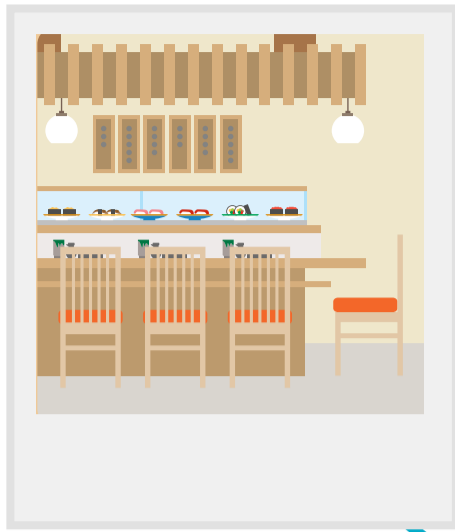
**1080 px**

**Your cover photo is the image that will appear on your GMB listing when it pops up on a user's Google search.**

This is easily the most prominent image attached to your listing so make sure it's characterful, high quality and speaks to what you and your company do.

Cover photos can be as large as 2120 x 1192 pixels and are displayed at 1080 x 608 pixels. Aim to have a photo at least this large for best quality and optimal results.





Search It Local: The Pizza Place  
17 Randle Street  
Surry Hills NSW 2010

Home  
Info  
Photos  
Website  
Users  
Create an ad  
Add new location  
Manage locations  
Verify location  
Settings  
Support

OVERVIEW VIDEO INTERIOR EXTERIOR FOOD AND DRINK MENU

Your edits won't appear on Google until you verify your business. [Learn more](#) **VERIFY NOW**

**Video**  
Use a video to tell the story of your business and what makes it unique.  
**ADD VIDEOS**

**Interior**  
Showcase the look and feel of your business with interior photos.  
**ADD PHOTOS**

**Exterior**  
Exterior photos make it easier for customers to spot your business in real life.  
**ADD PHOTOS**

**COVER**  
Pizza Place  
0d

**PROFILE**  
STL  
Pizza Place  
2d

**Now just finish up by adding additional photos to entice and excite your audience!**

Adding photos of your business's interior and exterior will help people find you when they hit

the pavement, while having quality photos of your goods and services will pique their interest.



# Come on!

## Onto the final stretch.

**There are a few easy last steps that need to be ticked off to finish setting up your GMB listing. Just some info that your customers might find handy.**

This information includes your trading hours. Set these up so your customers know when to come calling. You can even specify special holiday trading hours.

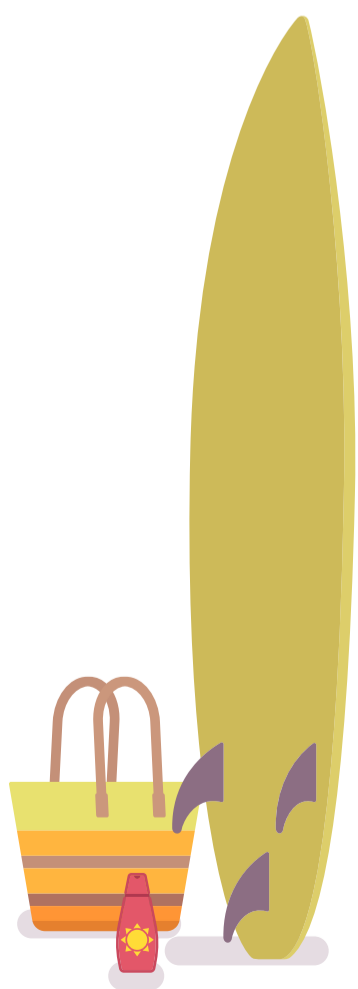
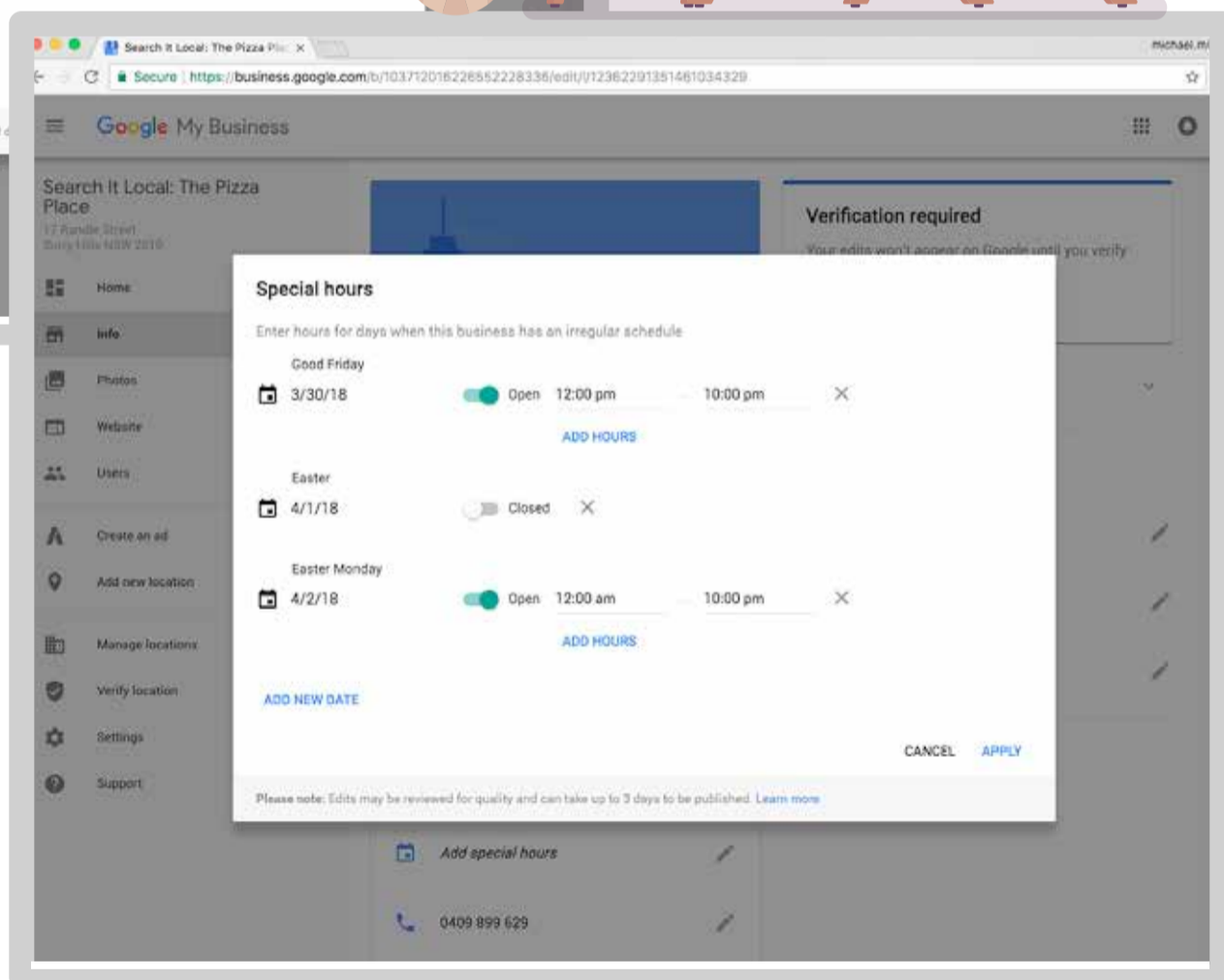
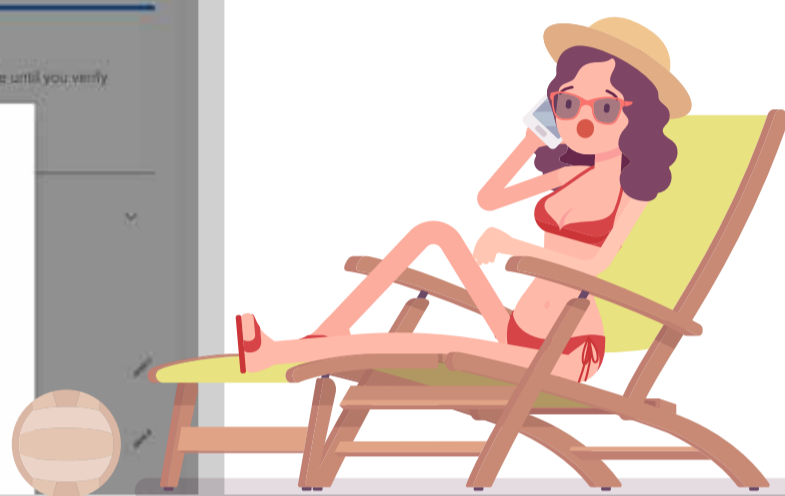
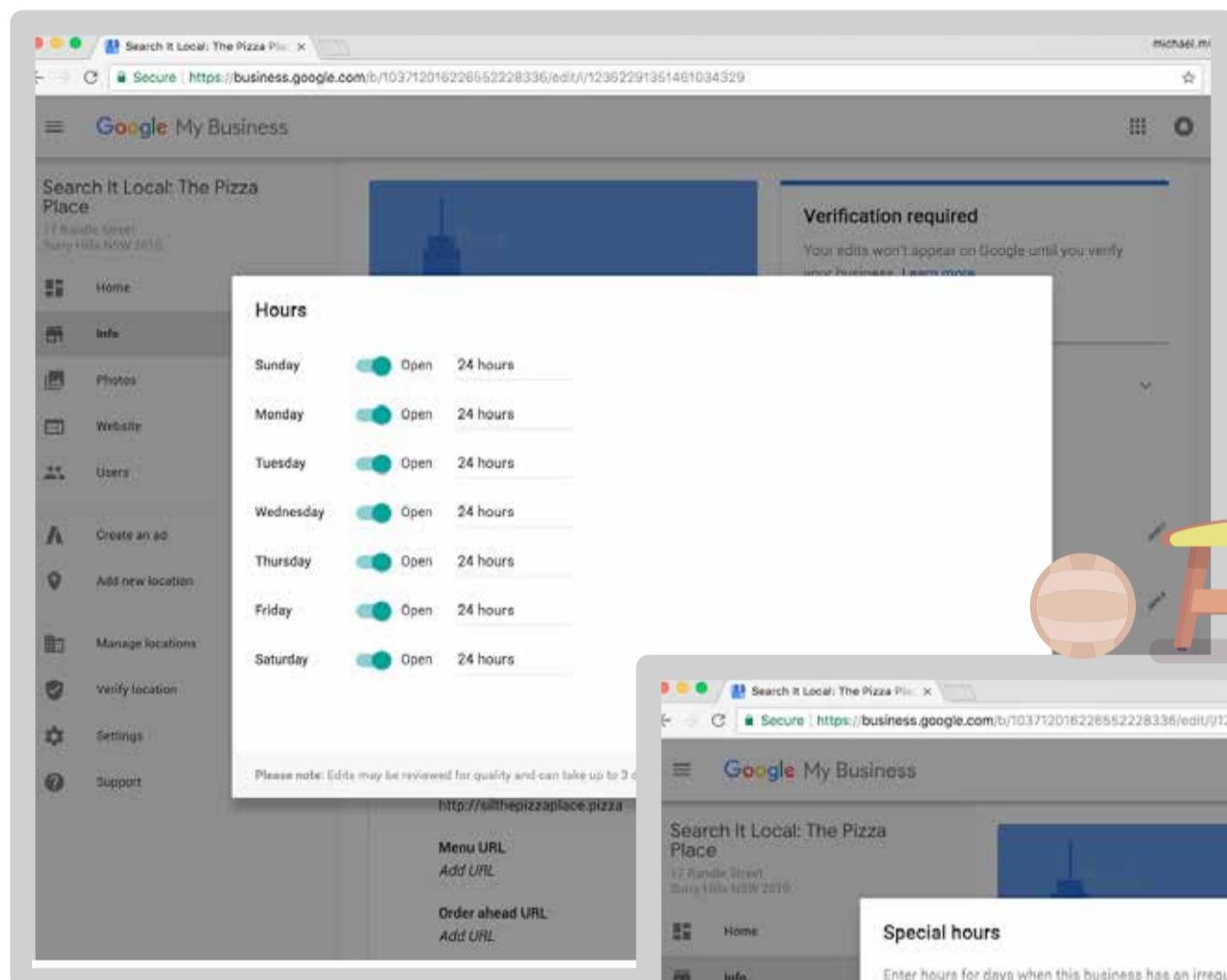
The screenshot shows the Google My Business dashboard for 'Search It Local: The Pizza Place'. The dashboard includes a navigation menu on the left with options like Home, Info, Photos, Website, Users, Create an ad, Add new location, Manage locations, Verify location, Settings, and Support. The main content area displays the business name, phone number (0409 899 629), website (http://silthepizzaplace.pizza), and address (17 Randle Street Surry Hills NSW 2010). A red banner at the top states 'Your edits won't appear on Google until you verify your business. Learn more' and 'VERIFY NOW'. A blue banner below the business info indicates 'Your profile is 80% complete!' and 'Make sure your customers know when you're open for business.' A yellow arrow points to the 'ADD HOURS' button. Below this, there is an advertisement for 'AdWords Express' and a section for 'Manage your business on the go with the free app' with links to Google Play and the App Store.



As you can see our imaginary pizza shop is open 24/7. We only take time off to hunt for Easter eggs once a year.

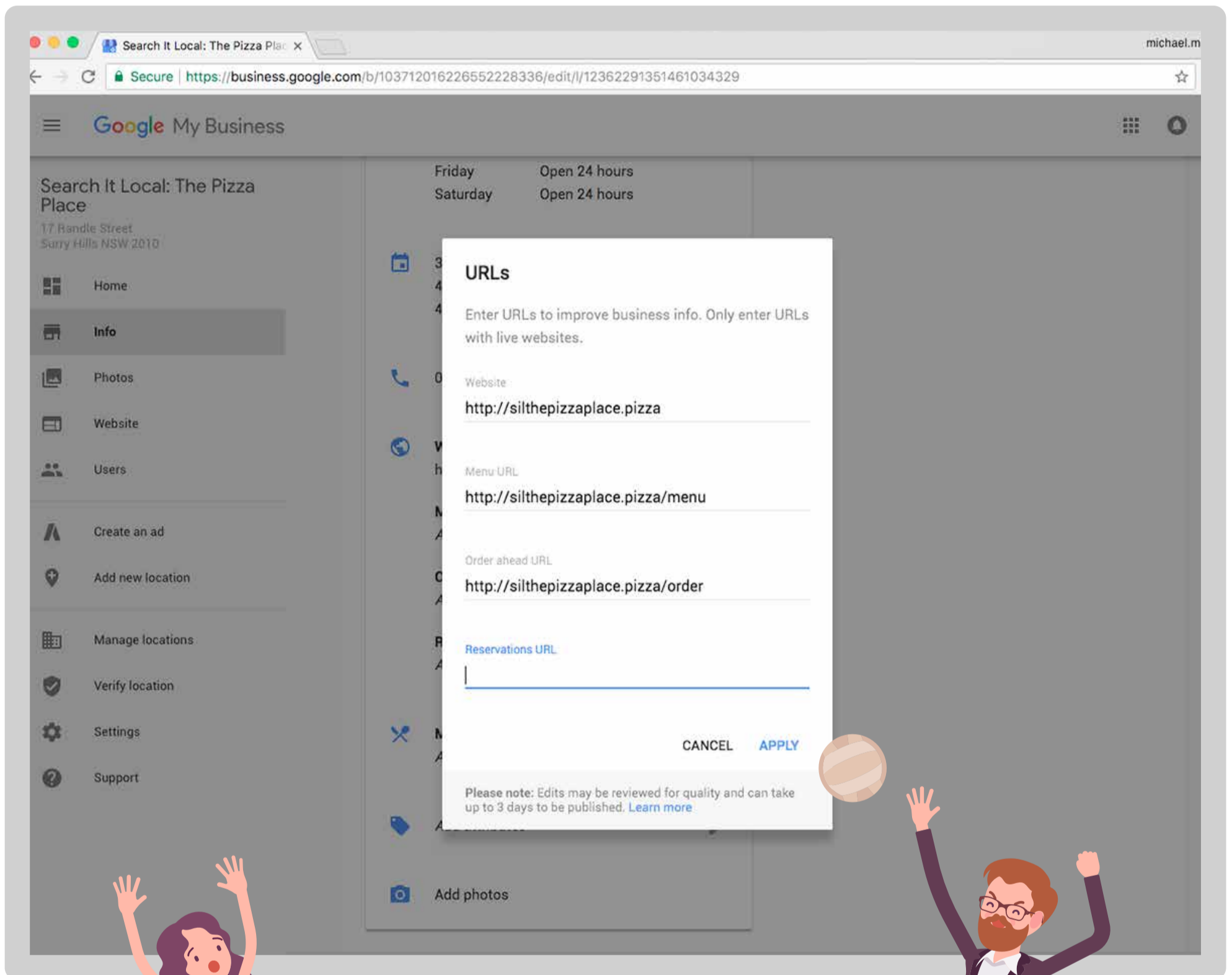
If you're the kind of person who likes to have a bit more down time just punch in the hours that work for you.

Don't forget to type in your holiday trading hours and keep your customers in the loop while you're kicking back.

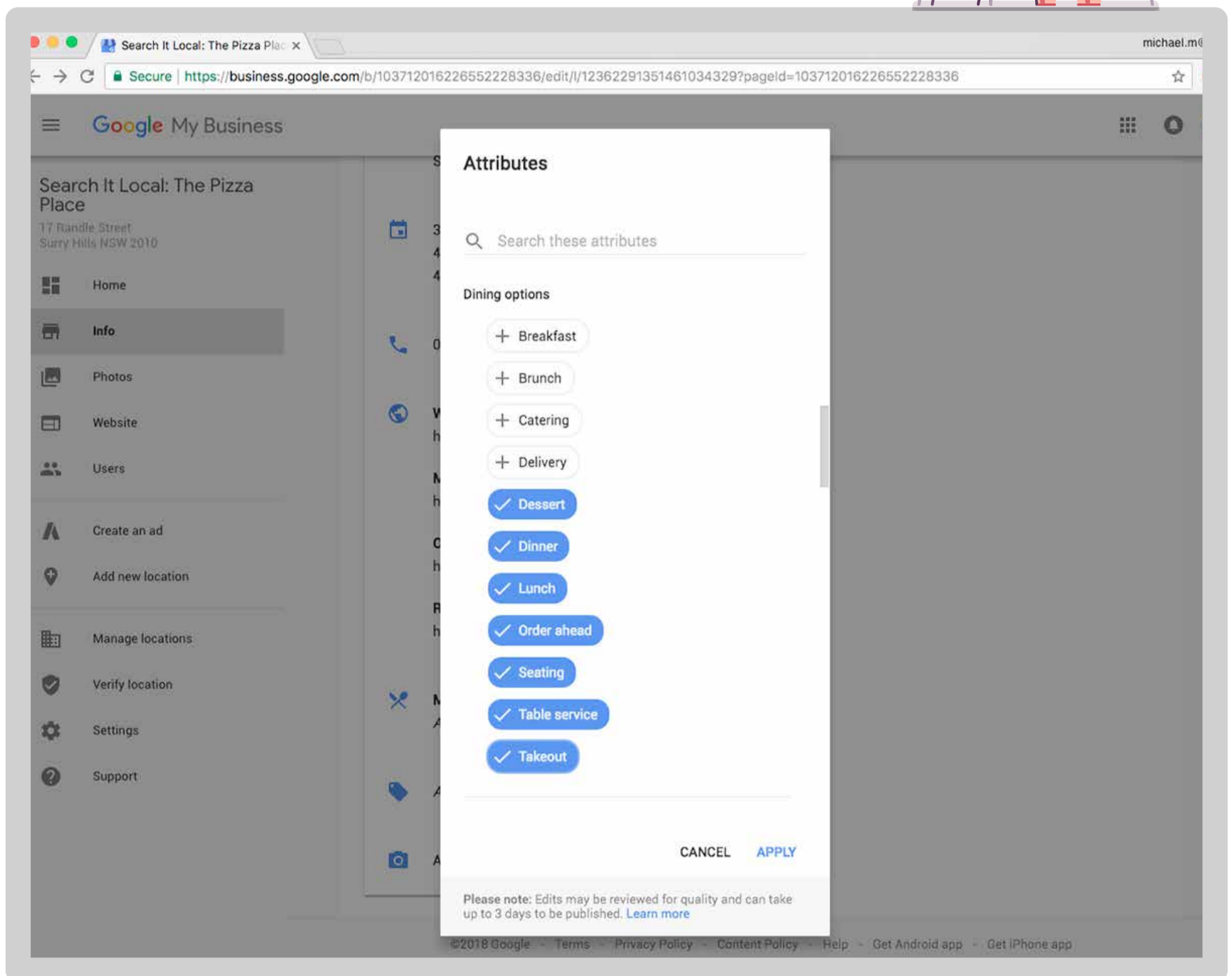


# Think of some links.

GMB will prompt you to connect your listing page with useful pages from your main website. Add 'em in!



# Then just chuck the cherry on top.



**GMB will prompt you to add some attributes related to your business.**

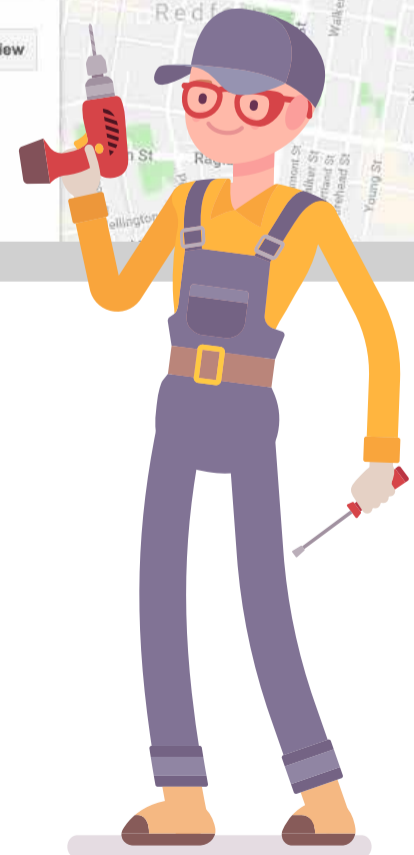
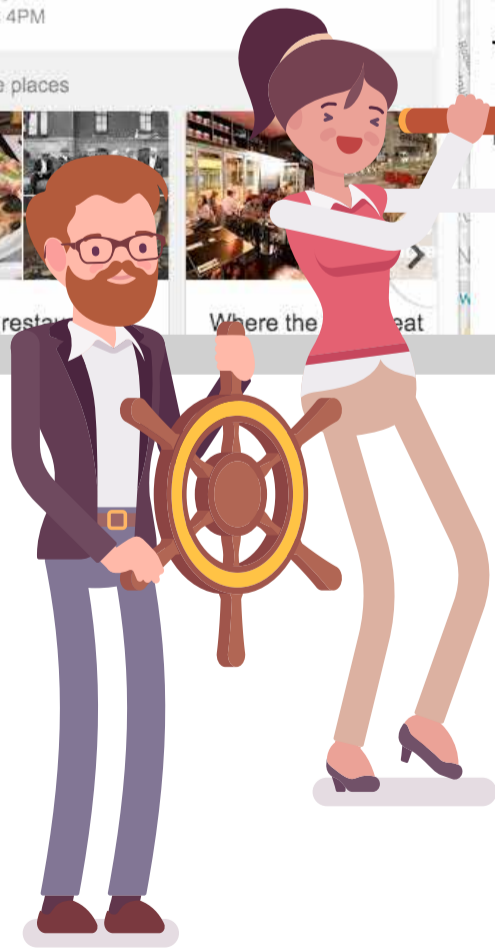
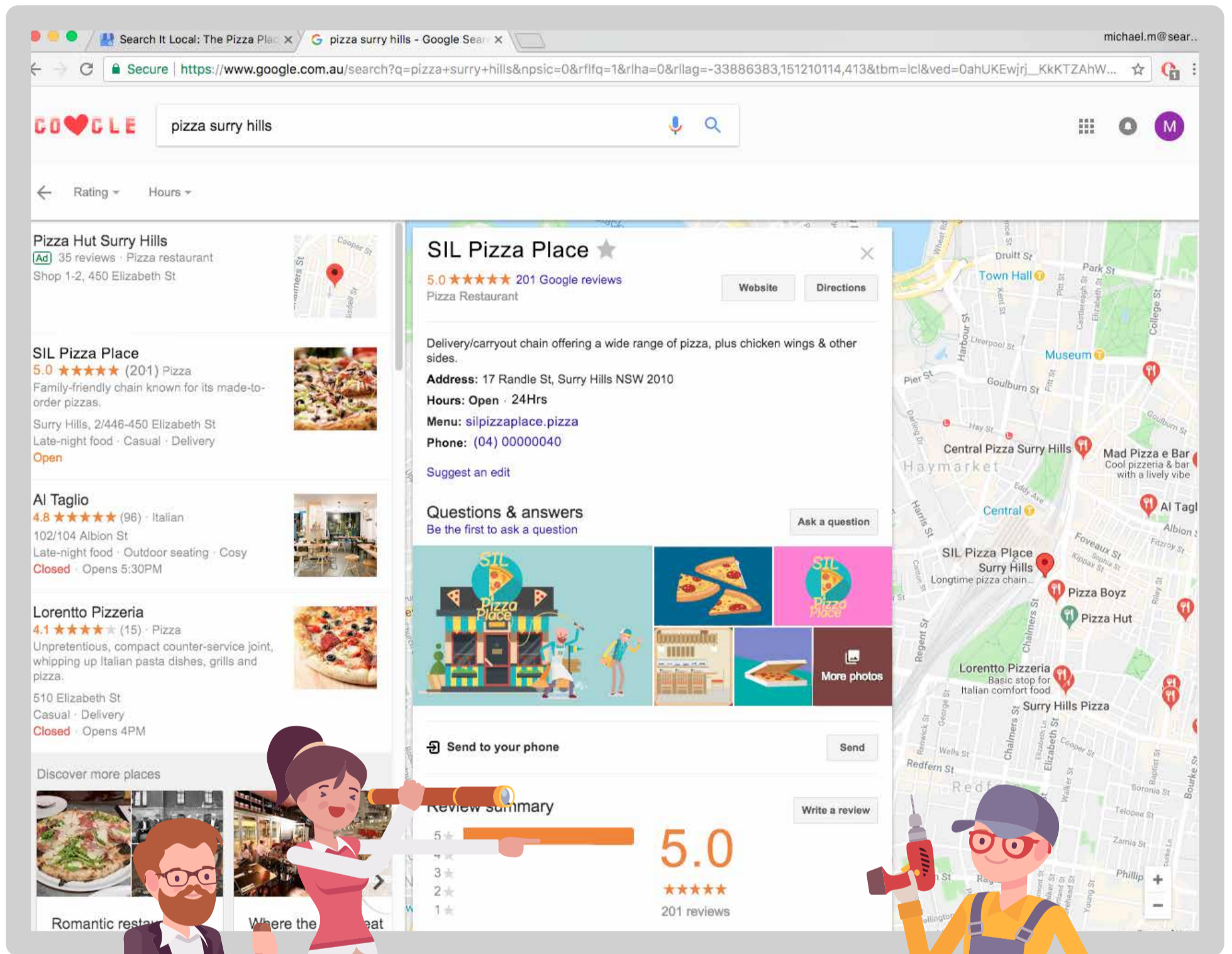
If you're wheelchair accessible, do delivery or make house-calls then

add it to this section. Let people know as much about you as possible!



# And that's it!

## Now you're ready to be found on Google.





# Hopefully you found that useful!

Now let's push your online  
presence even further!

Visit [searchitlocal.com.au](https://searchitlocal.com.au) to learn about  
our full range of services.

Whether you're on the prowl for a  
[gorgeous looking website](#) or want to fully  
explore the potential of [marketing yourself  
online](#) our team of experts can walk you  
through your options.