Google My Business Listing

Marketing Foundations · https://sitecrafter.uk/docs/google-my-business-listing/

Establishing a Google My Business (GMB) listing is crucial for enhancing your online visibility and attracting local customers. This guide provides step-by-step instructions for setting up and optimising your GMB listing effectively.

Step 1: Create or Claim Your Business Profile

1. **Visit Google My Business**: Go to google.com/business.
2. **Sign In**: Log in with your Google account. It's advisable to use a dedicated business account rather than a personal one.
3. **Manage Now**: Click on **Manage now** to start the setup process.
4. **Enter Your Business Name**: Type your official business name and click **Next**.
5. **Choose Your Business Category**: Select the most relevant category that describes your business. This helps Google understand what you offer.

Step 2: Provide Location Details

1. **Add Your Address**: If you have a physical location, enter your address. If you're a service-area business (e.g., plumber, electrician), check the option to hide your address and specify the areas you serve.
2. **Contact Information**: Add your phone number and website URL so customers can easily reach you.

Step 3: Verify Your Business

Verification is essential to manage your listing:

1. **Choose Verification Method**: You can verify via postcard, phone, or email. For most businesses, a postcard will be sent to your address with a verification code.
2. **Enter the Code**: Once received, log back into your GMB account and enter the verification code.

Step 4: Optimise Your Listing

Once verified, enhance your profile for better visibility:

1. **Complete All Sections**:
   - Fill out business hours, services offered, and additional details like payment methods.
   - Write a compelling business description that includes relevant keywords.
2. **Add Photos**:
   - Upload high-quality images of your products, services, and location. Listings with photos receive more engagement.
3. **Encourage Reviews**:
   - Ask satisfied customers to leave positive reviews on your GMB profile. Responding to reviews—both positive and negative—demonstrates good customer service.
4. **Post Regular Updates**:
   - Use the posting feature to share news, promotions, or events related to your business.

Step 5: Monitor and Maintain Your Listing

Regularly check and update your GMB listing:

- Ensure all information is accurate and up-to-date.
- Monitor customer questions in the Q&A section and respond promptly.
- Review insights provided by Google to understand how customers interact with your listing.

By following these steps, you can effectively set up and optimize your Google My Business listing, enhancing your online presence and attracting more local customers.