



Google My Business

Jennifer Baker Consulting Ltd.

 /jenniferbakerco



Jennifer Baker Consulting Ltd.

A boutique social media training & consulting agency located in Kingston, Ontario.


 /jenniferbakerco
 jenniferbakerconsulting.com
 socialmedia@jenniferbakerconsulting.com
 613.876.7707

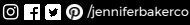


 /jenniferbakerco

Today's Agenda

- Overview
 - What is Google My Business (GMB)
- Claiming your GMB
- Features of GMB
- Getting Google Reviews



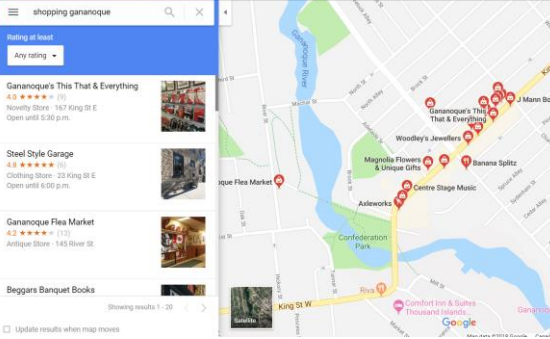

 /jenniferbakerco


What is Google My Business?

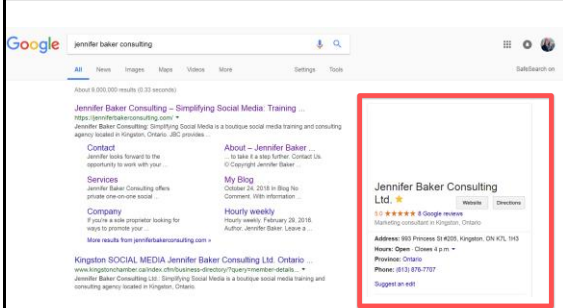

- Get your **business** listing.
- Show up on the **Google** listing when people use **Google** Search and Maps.





 /jenniferbakerco

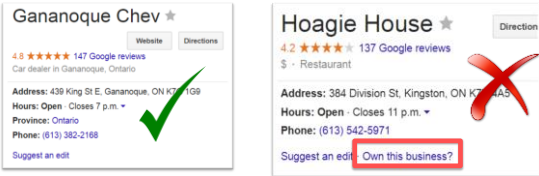
 /jenniferbakerco

 /jenniferbakerco

Do you have a GMB?

- Google your business:



Instagram Facebook Twitter Pinterest /jenniferbakerc

Getting Started

- If you don't have a GMB, visit: google.com/business
- If you DO have a GMB, log into the account



Instagram Facebook Twitter Pinterest /jenniferbakerc

WAIT!

Someone else verified my account

- Check:
 - <https://business.google.com/create>
 - See what email is linked to the account

More help and information:

- <https://goo.gl/weh8N4>



Instagram Facebook Twitter Pinterest /jenniferbakerc



Let's make sure everyone is on and can access Google My Business



Instagram Facebook Twitter Pinterest /jenniferbakerc

Features of GMB

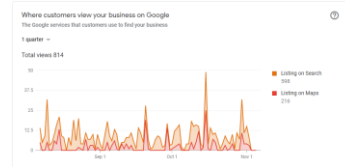
- Users
 - Add more than one administrator
- Info
 - Name, Categories, Address
 - Service Area
 - Hours of Operation
 - Phone Number, Website



Instagram Facebook Twitter Pinterest /jenniferbakerc

Features of GMB

- Insights
 - How customers search for your business
 - Queries used to find your business



Instagram Facebook Twitter Pinterest /jenniferbakerc

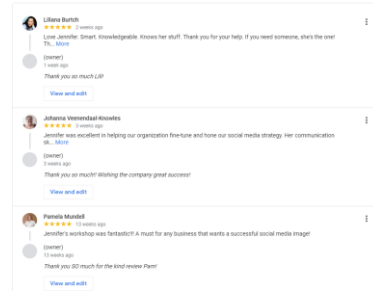
Features of GMB

- Photos
 - Upload relevant photos/images of the business



Instagram Facebook Twitter Pinterest /jenniferbakerco

Google Reviews



Instagram Facebook Twitter Pinterest /jenniferbakerco

Google Reviews

- Make and distribute review cards
- Business card size



Review Jennifer Baker Consulting Ltd. on Facebook



1. Visit www.facebook.com/JenniferBakerCo/Reviews
2. Choose a star rating then "Tell people what you think"



Review Jennifer Baker Consulting Ltd. on Google



1. Open www.google.ca
2. Search for "Jennifer Baker Consulting Ltd."
3. On a mobile device, scroll to the blue "Reviews" link. On a desktop, scroll to "Write a review"
4. Tap or click to leave a review



Instagram Facebook Twitter Pinterest /jenniferbakerco