



# Google My Business

Best Practices



# GMB Best Practice Checklist

Proprietary + Confidential

## 1. Base

- Is your business on Maps? Are all the locations [published on Maps](#)?
- Do you have [access](#) to all the locations?
- Do you have [location group](#)? Do you share access to it with other users?
- Do all your locations have basic features:
  - Business name (same as in the real world)
  - Website, phone number, opening hours
  - At least 2 photos

## 2. Good to have

- Are there any outstanding un-reviewed Google Updates?
- Add [photos](#), [logo](#), cover photo and regularly add new ones
- Add [special hours](#)
- Add [detailed attributes](#)
- Add [additional categories](#)
- Read & Respond to [Reviews](#)
- Use [Posts](#) to promote events & promotions
- Use [Messaging](#) to communicate with your clients
- Adopt [Booking](#) feature if relevant
- Regularly check your [insights](#) tab for learnings

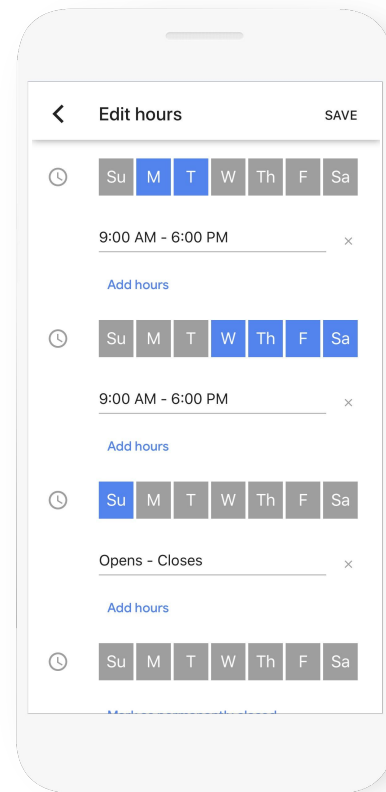
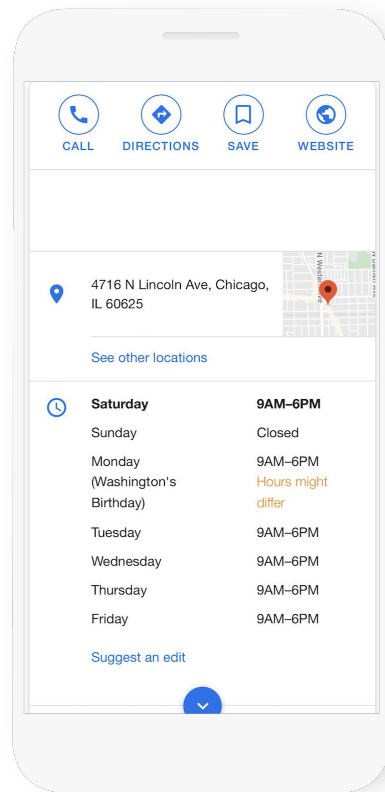
## 3. Extra

- [Label](#) the stores of different categories
- Add a [Product Catalog](#) if Retail
- Add your [menu](#) & dishes if Dining
- Add your [services](#) if you have any
- Create [Welcome offer](#) for Followers
- Add a [360 photo](#) of the inside of your store
- Use the [GMB API](#) to easily manage multiple locations and leverage the latest engagement features to stay connected to customers
- Ads:** Boost your Footfall with [Local Campaigns](#) (multiple stores) or with [Smart Campaign](#) (single store)

# Make sure the basic information is up-to-date

Business hours are especially critical, as

**40%** of local business searchers want to find hours of operation.<sup>1</sup>



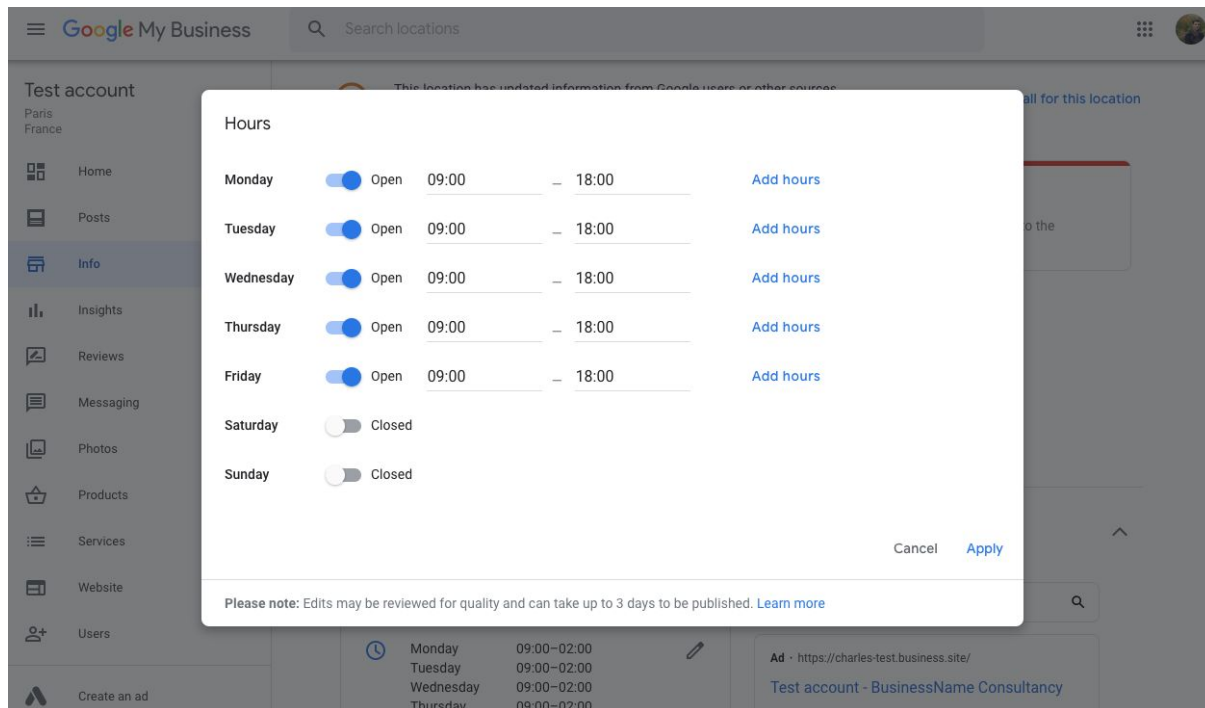
Manual update

Bulk update

API

# Confirm your business hours

To update your business hours, simply connect to your Profile on [business.google.com](https://business.google.com) and edit them in the “Info” tab



# Use special hours to communicate exceptional closures or opening hours change

Manual update

Bulk update

API

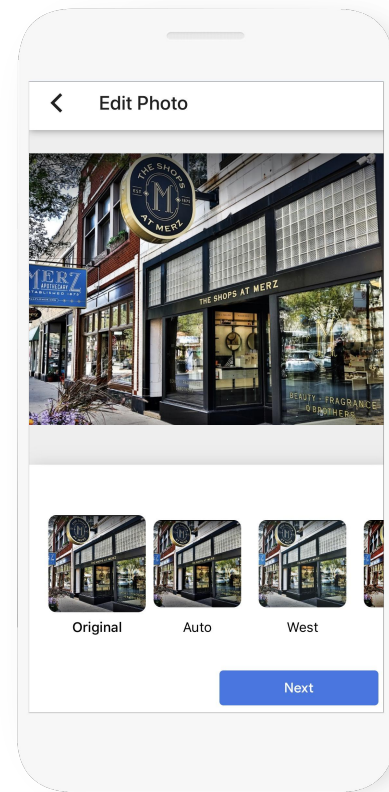
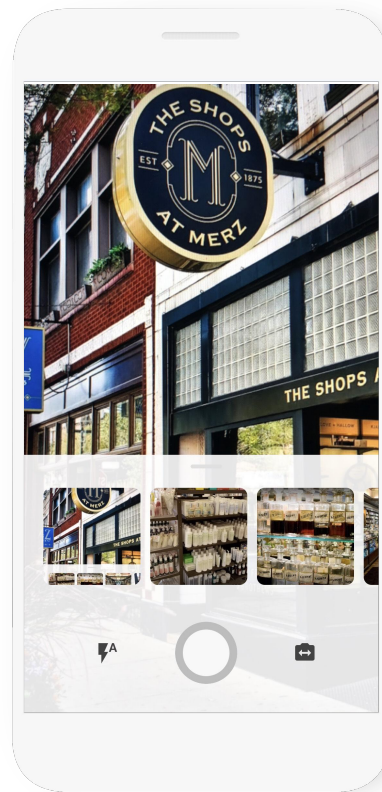
To update your special hours, connect to your Business Profile and edit them in the “Info” tab

The screenshot displays the Google My Business interface for a business named 'Tygrys HQ'. The 'Info' tab is selected in the left-hand navigation menu. In the main content area, the 'Add special hours' option is highlighted with a red rectangular box. Below this, a modal window titled 'Special hours' is open, showing a list of special hours. The first entry is 'August Bank Holiday' on '8/3/20' with a 'Confirm Hours' button. The second entry is '7/18/20' with a 'Closed' toggle switch and an 'X' icon to remove it. At the bottom of the modal, there is an 'Add new date' button. The background interface includes a search bar, a 'Start now' button, and a 'Close this business on Google' section with options to 'Mark as temporarily closed' or 'Mark as permanently closed'.

# Add business photos

90% of customers more likely to visit a business that has photos on a search results page.<sup>1</sup>

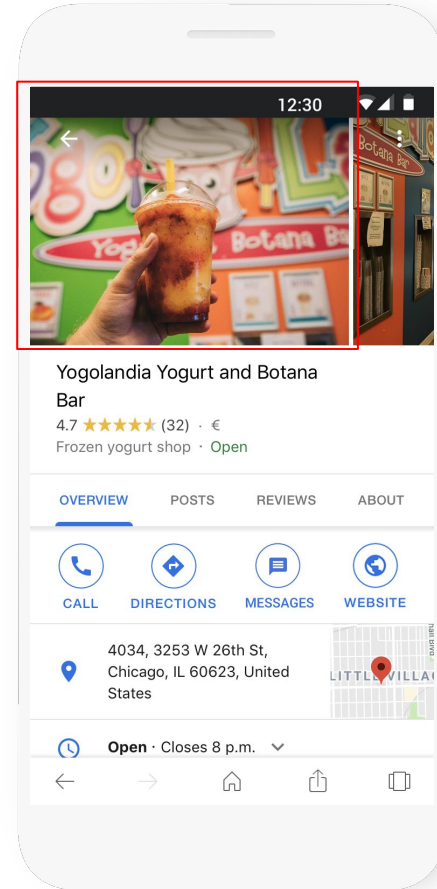
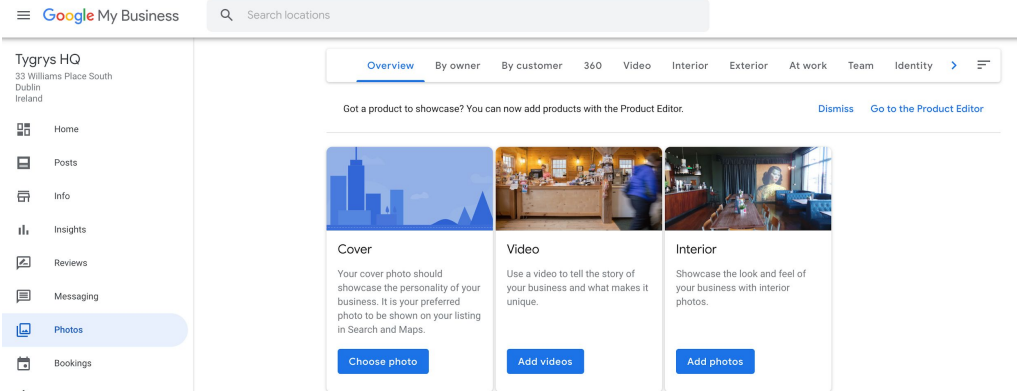
Take photos and add filters directly from the app.



# Choose a cover photo

Set a cover photo to the top of the profile that best represents your business.

Indicate it in “Photo” section in Google My Business interface.



Manual update

Bulk update

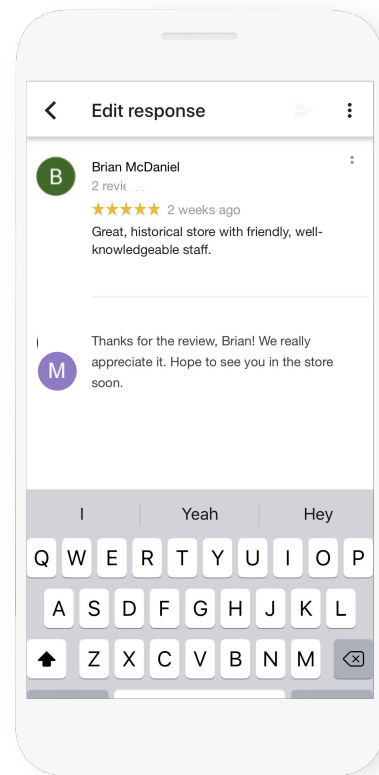
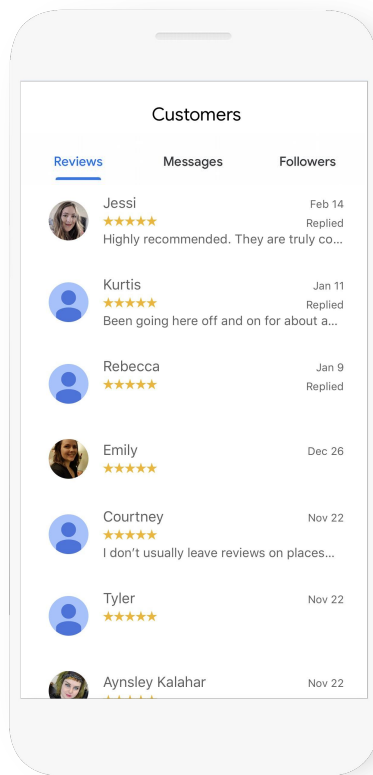
API

# Read and respond to the reviews

**Be notified** when customers write reviews about your business.

**Build brand loyalty** by responding.

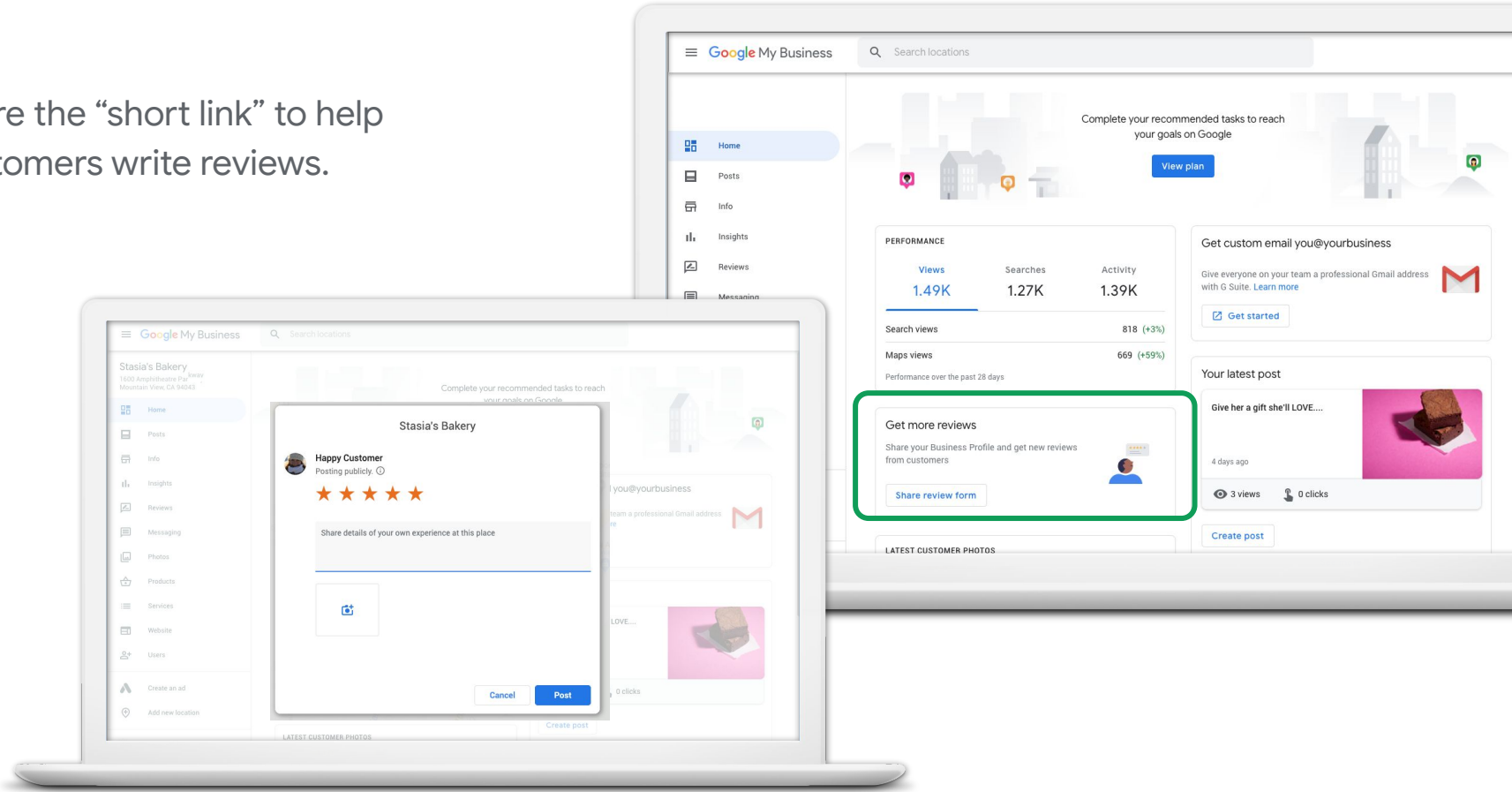
**Reply** with your point-of-view, solutions, answers, or thanks.





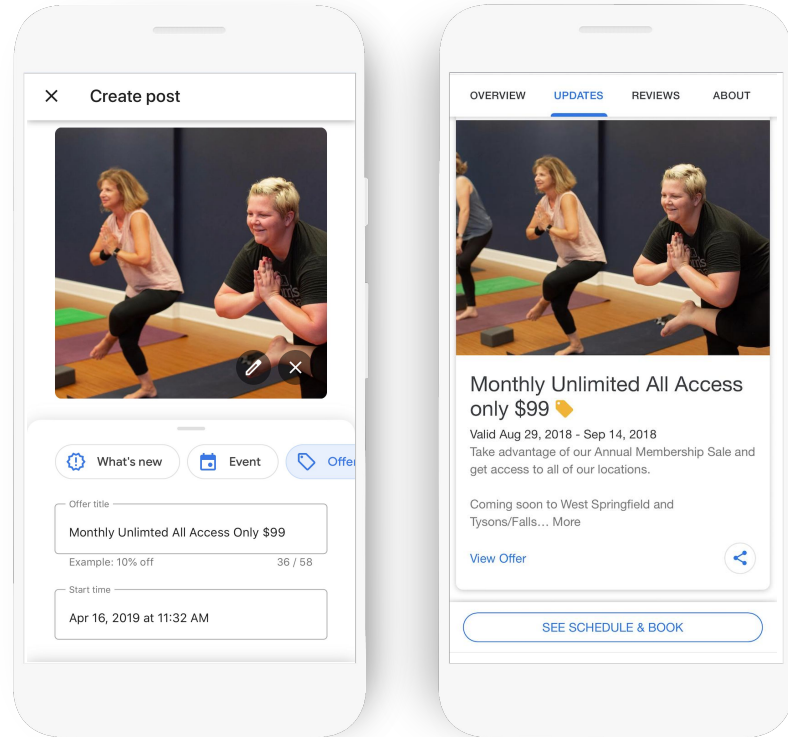
# How to get more reviews?

Share the “short link” to help customers write reviews.



# Share updates with posts

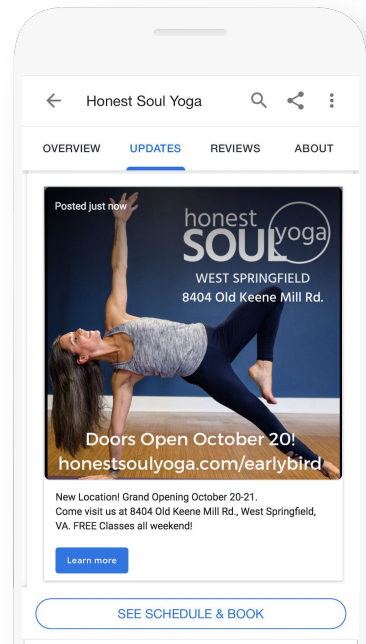
**Post updates** directly on your Business Profile.



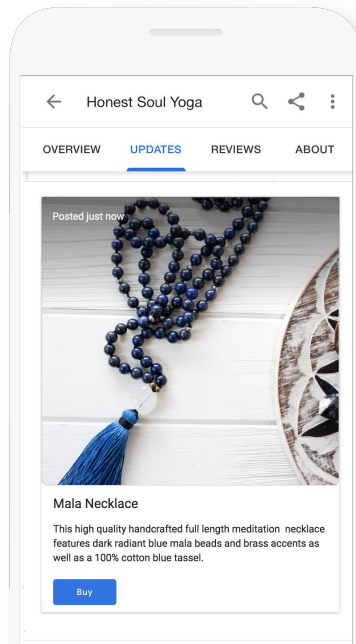
# Examples of posts



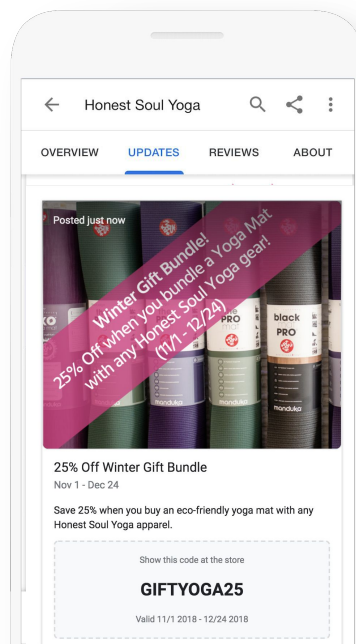
## What's New



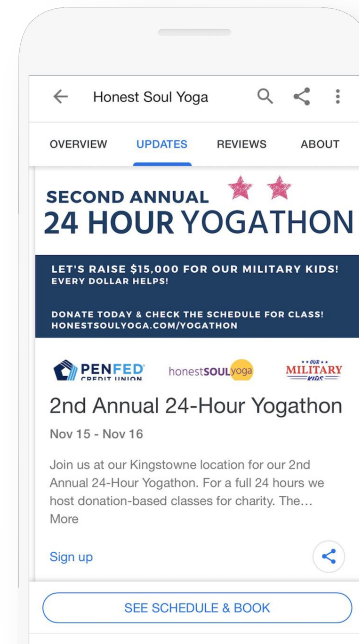
## Product



## Offer



## Event



# See what's working with Insights

How do searchers find you?

How do they interact with the profile?

Do they call, request directions, and visit your website?

Where do customers come from?

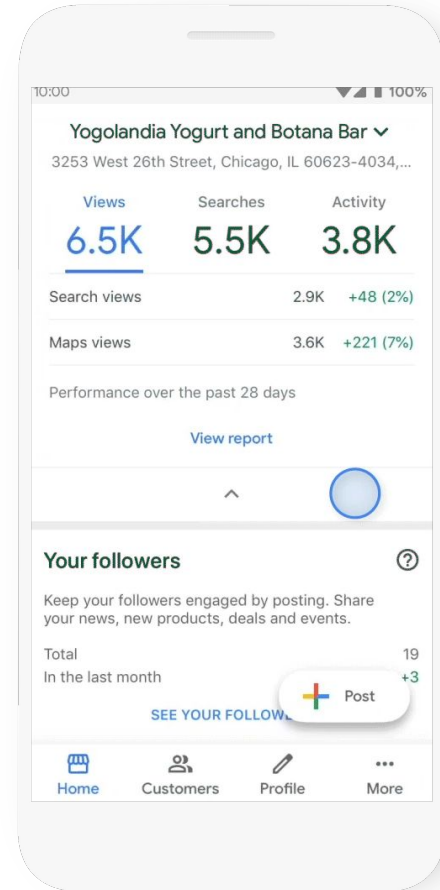
What days have the most activity?

**TIP:** to see graphs grouping multiple locations & implement more advanced personalisation of insights, API is recommended

Manual view

Bulk download

API





# Alligator

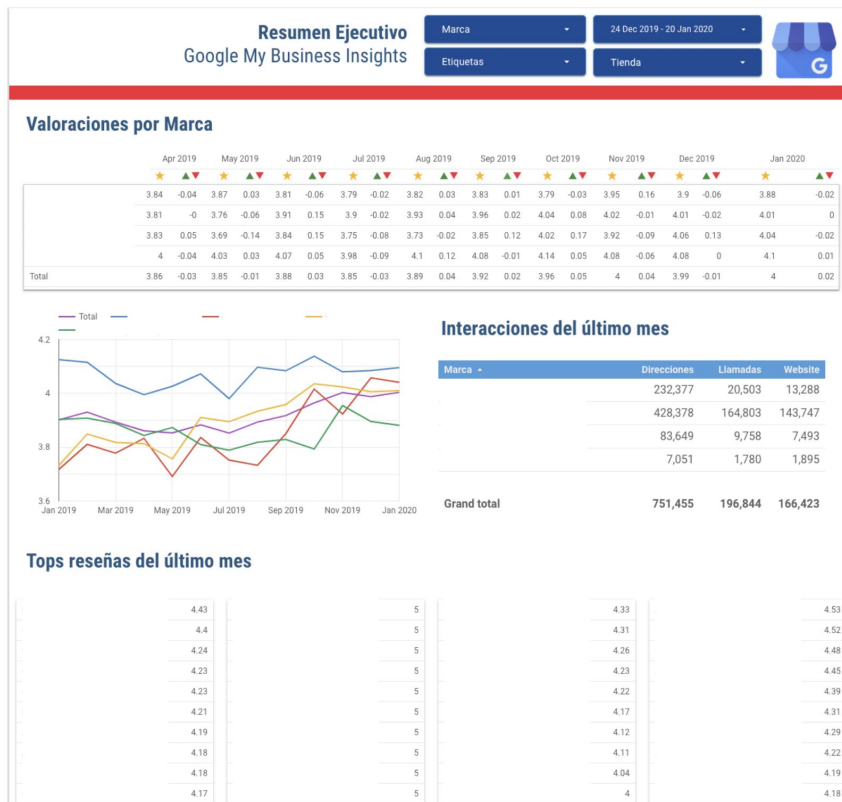
Alligator is a tool that aggregates the data that comes from the Google My Business (GMB) API.

Captures the GMB Insights data, which has rich details around how users interact with GMB listings via Maps and provides a cross-account look instead of a per-location view.

In addition, the use of BigQuery to aggregate and store this data allows trends longer than the range accessible through the GMB API to be captured.

The tool is available at  
[GitHub.com/google/alligator2](https://github.com/google/alligator2)

## Executive Dashboard

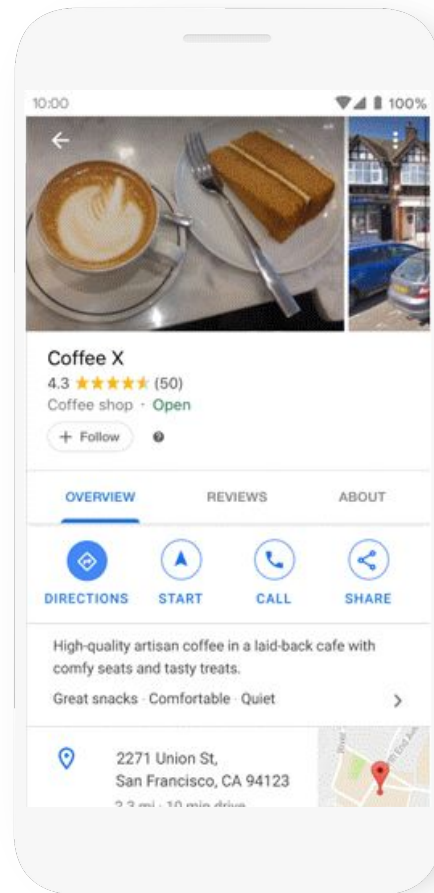


# Add detailed attributes

29% of customers are more likely to consider purchasing from businesses with a more detailed profile (e.g. payment method, delivery, curbside pick-up, parking...)

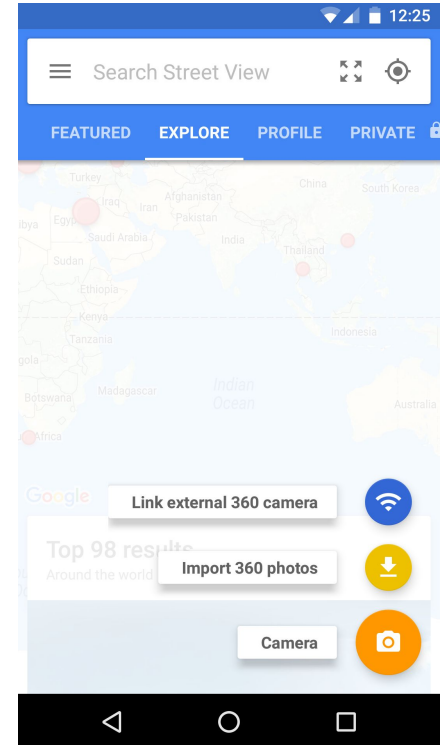
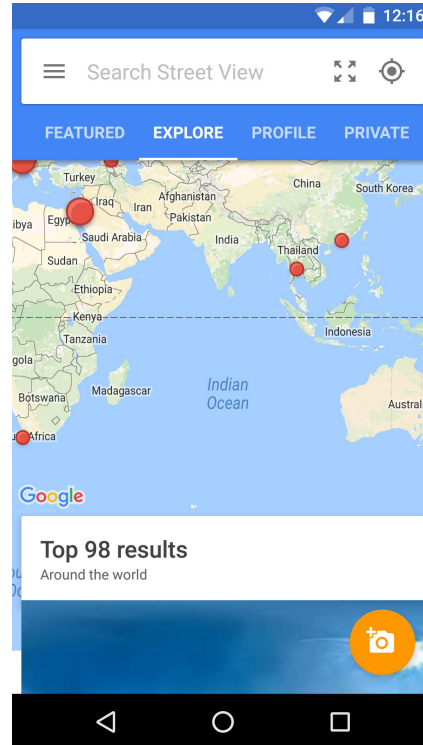
Review in Google My Business app what attributes are available for your business, and add the relevant ones.

**TIP:** attributes vary for each category and country. Check profile of a single location to see what attributes are relevant & apply changes there before proceeding to bulk changes



# Add a 360 photo through Street View app

With Google Street View app, you can easily take a 360 photo of the interior of your store with your phone, and upload it directly to your Google My Business profile.



Also, add a 360 video through Street View app

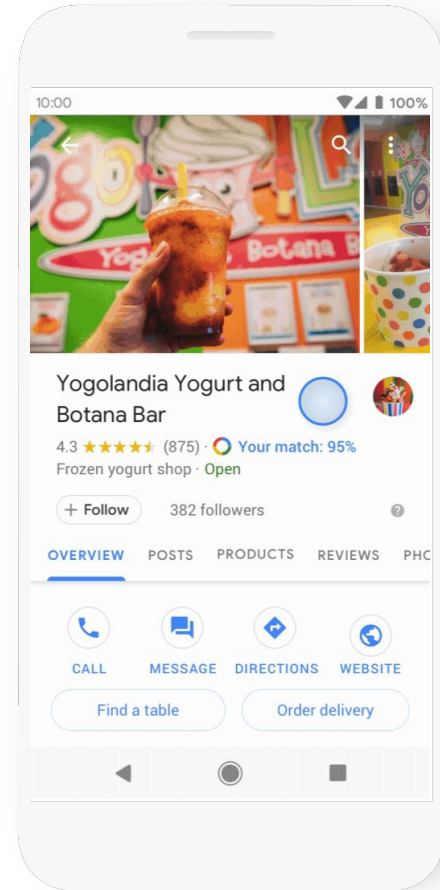




# Create a welcome offer

Create a welcome offer and attract more people to your business. When users start following your business, they'll get your exclusive offer. Only customers who click “Follow” can claim your offer.

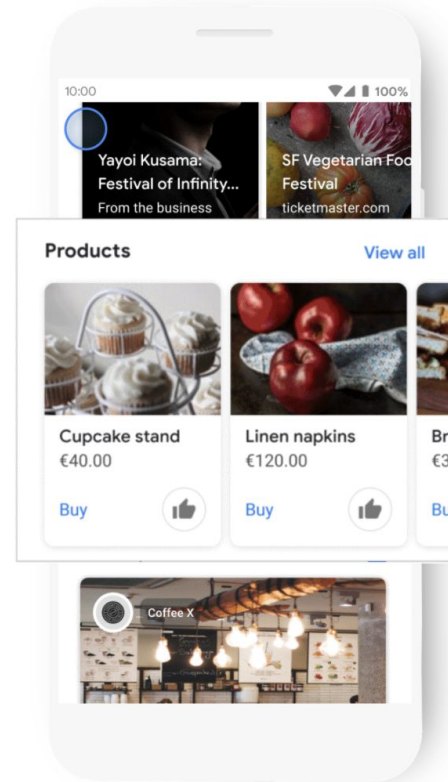
**33%** of customers stay connected to a business through the customer loyalty program



# Showcase the products you are selling

With product catalogue, you can show the products you are selling, together with an image and a price.

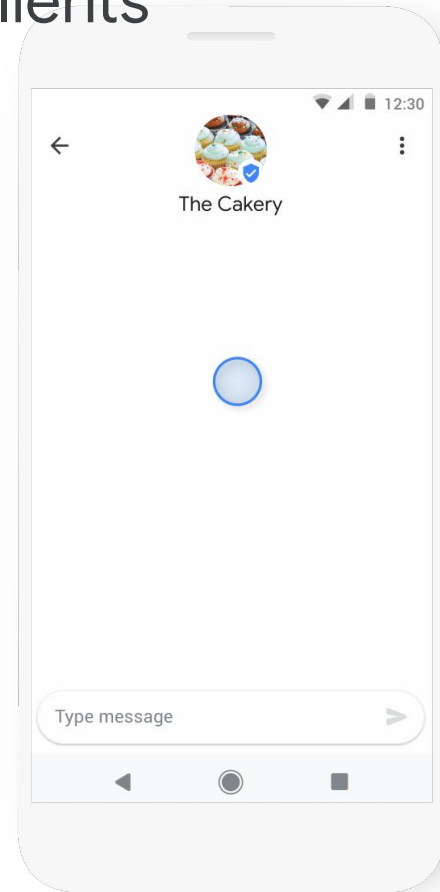
Optionally, you can add a button redirecting the users to a webpage.



# Activate messaging feature to let the clients reach you

Customers can connect with you in the moment through Search and Maps, and you can reply easily on your mobile device.

Messages can be turned on and off, and you can also add an automated message for customers. This feature is only available on the Google My Business app.



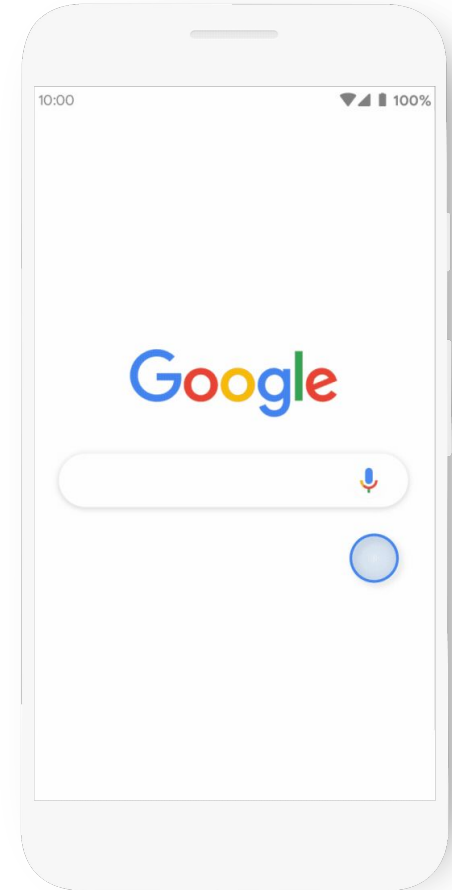
# How to make your business show up more often?

Google uses a mix of signals to determine which business, and in which order, should be shown to a user following their search.

**Query** used for the search, **distance**, how **well-known** the business have an impact.

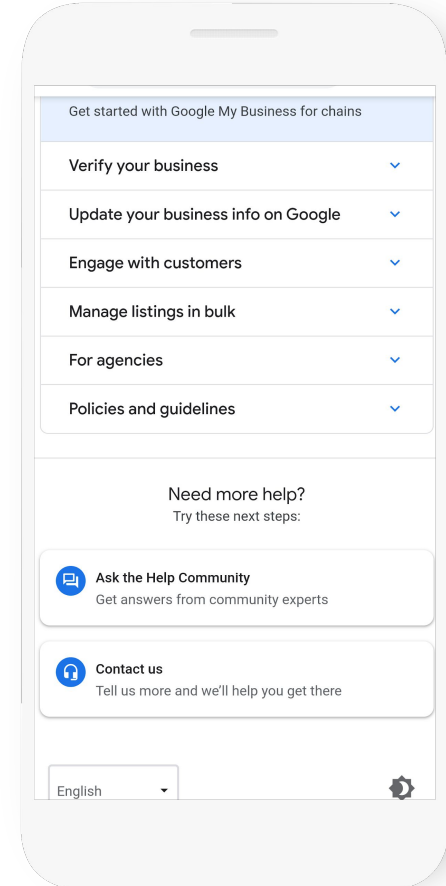
You can also influence this yourself, by:

- ✓ Entering **complete data**: phone number, category, attributes...
- ✓ Regularly updating **opening hours**
- ✓ Regularly responding to the **reviews**
- ✓ Regularly adding **photos**

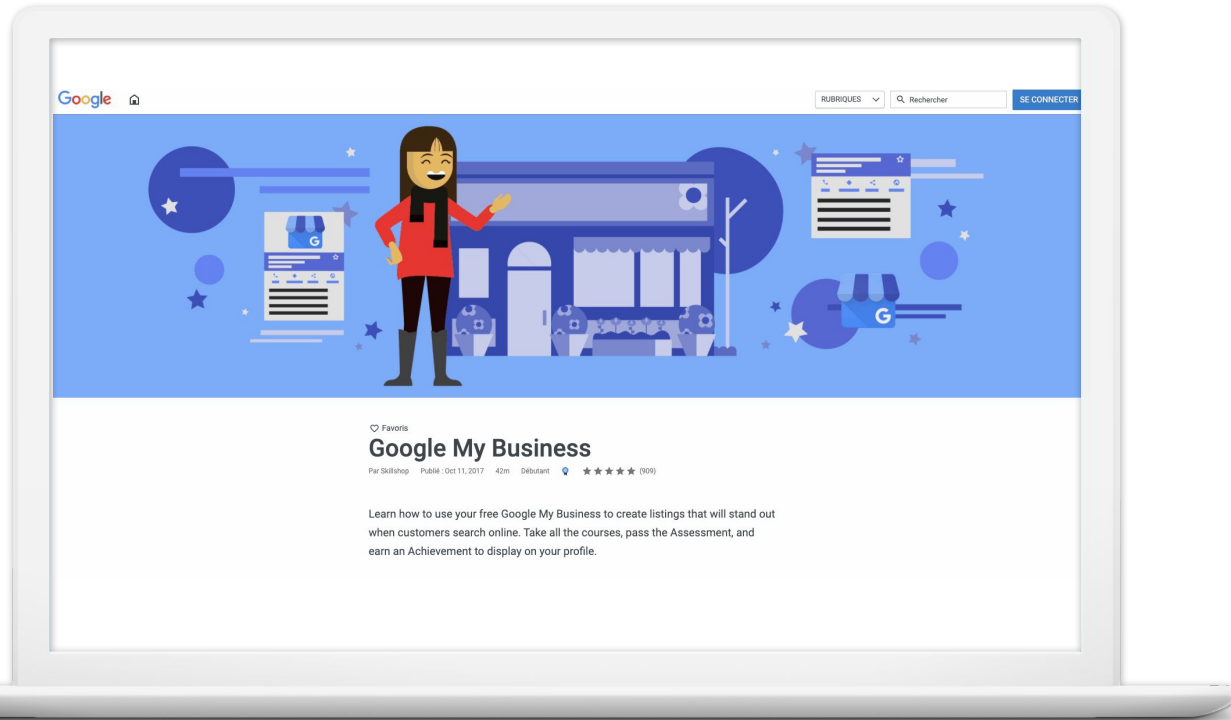


# How to get support with Google My Business?

1. If you have a GMB Partner: reach out to them directly
2. Review our [Help Centre](#)
3. Review and discuss your questions with [Google My Business community](#)
4. Contact [the support](#) directly



# How to start? Learn the basics with our online course



Learn the GMB basics in just under an hour with the [Skillshop Google My Business course!](#)

# Order free marketing toolkit for the stores

Order free stickers, posters, ready-to-share social posts, and more – from your Business Profile on Google

Order them [here](#)

