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Google Listing - Google My Business

Google My Business

Verify your business listing so it's eligible to appear on Google Maps, Google Search and other properties.

What is Google My Business?

Google My Business is a free service offered by Google to businesses. It enables businesses to register their company location, along with other details with Google. Here are five main reasons a small business should register with Google.

1. Show up on the web: Google My Business makes it easier for customers to find information about your business online, including hours, contact information and directions.
2. Show up on GPS: Registering your business with Google My Business will get you on the map. When applicable, people using Google maps will see your business including directions.
3. Stand out and build credibility: By supplementing your profile with photos and business information, you'll stand out among your competitors.
4. You are in control: By claiming your business listing, you are in complete control of your brand and information. You're able to update it whenever required.
5. Be found on any device: With a verified Google My Business listing, your small business will appear in Google regardless of the device type. This includes computers, laptops, mobile phones, tablets, and even vehicles equipped with Google Maps.

How to register your business with Google My Business?

To get started, just visit <https://www.google.com/business/?gmbsrc=ww-ww-et-gs-z-gmb-v-z-h~bhc-core-u> and follow the instructions.

For Google's guide to get started: <https://support.google.com/business/answer/6337431>

Want more info or help with this? Stay tuned for the next BIA Social Media class. Date and time will be sent out via newsletter.

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