

Google My Business Checklist

Google My Business is vital for any business, regardless if your business is online, brick and mortar, or both. Invest as much time into this network as any other social network you're currently using for your business. It's vital for your business' success.

Getting Started

- Go to: <https://business.google.com/> to login:**
 - Login with your gmail address and password.
 - Manage your business.
- Your location**
Please don't edit your location as it was set specifically for your franchise.
- Consistency is key**
Make sure all your contact info is consistent with what is already on your website.
- Verifying your address**
Your address has already been verified.
- Add your hours**
Adding your business hours here allows people to easily see when you're open when they find your business on Google.
- List your products and services**
Taking a moment to list your products and services on your page can make it much easier for potential customers to learn what you do and see your pricing.
- Have appointments?**
You can easily link your online calendar to your Google My Business page so people can schedule an appointment from Google.
- Free Website**
Please don't use the free website feature.

(Google My Business Checklist Continued)

Stay Active

- Download the Google My Business App** 
 You can download the Google My Business app on your Google Play store or IOS store to easily monitor and update your page.
- It's about trust**
 About 85% of people trust online reviews as much as recommendations from someone they know personally.
- Keeping it updated**
 Keep your page updated with new services, updated photos and accurate keywords.
- Ask for reviews**
 Ask customers to write reviews on your Google My Business Page.
- Post like it's social media**
 Post weekly on your page, It can be a company update, new deal updated, new picture, ect.
- Respond to all questions**
 Occasionally someone will ask your business a question via your Google My Business page. Make sure to quickly respond with valuable information. This helps the potential customer, but also lets Google know your active.
- Negative feedback**
 If you get negative feedback, comment publicly to show others you are responsive and willing to resolve any issues quickly. Reach out privately and do what you can to defuse the situation and leave your client/customer happy.