



Digital**FIX**

Google My Business

Let everyone know you're open for business

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What is Google My Business?

Everyone uses Google My Business (GMB) as part of their daily lives, it's a familiar feature of internet searches and a quick and easy resource. However, most people might not realise that they have used it.

In this guide we'll explain GMB, show you how to get listed and give you some tips on how to get into the all important local pack.

To begin with, we'll show you where to look for GMB listings. You'll have undoubtedly come across these many times before but perhaps not been aware of how they got there!

The 'Knowledge Panel'

If you've ever searched for a business by brand name, it's likely you'll have seen their GMB profile appear next to the organic results in the sidebar of the results page.

Here's an example of how the knowledge panel looks:

brightred.digital ▾

BrightRED: Digital Strategy | Grow Your Business Online

We work with your business to create an effective digital strategy. Achieve online growth using a mix of digital marketing and improvements to your website.

www.brightredbooks.net ▸ subjects ▾

Bright Red's Digital Zone

The BrightRED DIGITAL ZONE is a fully interactive online resource where teachers can find useful information and students can put in that extra effort to help ...

www.brightredbooks.net ▸ Account ▸ Logon ▾

Log On

... we'll take you to your account on the main Bright Red website to reset it. Version: 1.0a. Terms of use · About · Contact · Accessibility. **BrightRed Digital Zone.**

www.brightredbooks.net ▸ Account ▸ Register ▾

Register

Be Bright Be Ready > Register. Log On ... Please click here if you want to receive news, updates and offers from Bright Red Publishing. ... **BrightRed Digital Zone.**

www.brightredpublishing.co.uk ▾

BrightRed Publishing

Make sure to visit the multi-award winning Bright Red Digital Zone for free online revision activities, practice tests, videos and links to support our N5, CfE Higher ...

www.brightredpublishing.co.uk ▸ students-resources ▾

Student - BrightRed Publishing

The Bright Red Digital Zone has also been created to supercharge students learning online and nearly 100,000 students have already signed up and 2,000,000 ...

www.brightredpublishing.co.uk ▸ teacher-resources ▾

Teacher - BrightRed Publishing

In addition to our SQA study books, teachers use our Digital Zone resources created in ...

Bright Red Publishing is a multi award winning independent publishing ...

BrightRED Digital Ltd

Website Directions Save

4.8 ★★★★★ 5 Google reviews

Website designer in Preston, England

Address: Old Docks House, Watery Ln, Preston PR2 1AU

Hours: Closed · Opens 9AM Mon ▾

⚠ Hours or services may differ

Phone: 01772 978927

Appointments: brightred.digital

[Edit your business information](#)

📱 **Send to your phone** [Send](#)

Reviews ? [Write a review](#) [Add a photo](#)

D "You're approachable realists and you don't speak in riddles."

G "Increase in business(over 150%)a fantastic company that delivers every time....."

K "Highly recommend Helen and BrightRED Digital."

[View all Google reviews](#)


You'll find lots of useful information on there such as opening hours, contact numbers and reviews. You may also find the 'latest posts' which are a bit like featured blog posts created by the business.

If you've searched for your business and found that it appears here but looks a little empty, it's likely that Google has created a listing for you and is waiting for you to 'claim' your profile.


The 'Local Pack'




Another common place to find GMB listings is just below the ads and above the first organic results on the results page. Marketing professionals often refer to these results as the local pack or 3-pack because, typically, the three most relevant local listings are displayed.


Appearing here can dramatically improve your business. It's essentially position 0, because it appears above the organic listings. It's prime real estate on Google!



Rating ▾ Hours ▾

 Hours or services may differ

Fleur Boutique 4.9 ★★★★★ (18) · Florist 24 Hawksbury Dr Open · Closes 5PM · 01772 747001	
Pamela Jane Florist - Preston Florist - Occasional, Wedding & Funeral ... 3.9 ★★★★★ (7) · Florist 51 Liverpool Rd Open · Closes 5PM · 01772 743073	
Honeys hideaway floral couture 5.0 ★★★★★ (1) · Florist Closed · Opens 10AM Wed · 07921 543131	

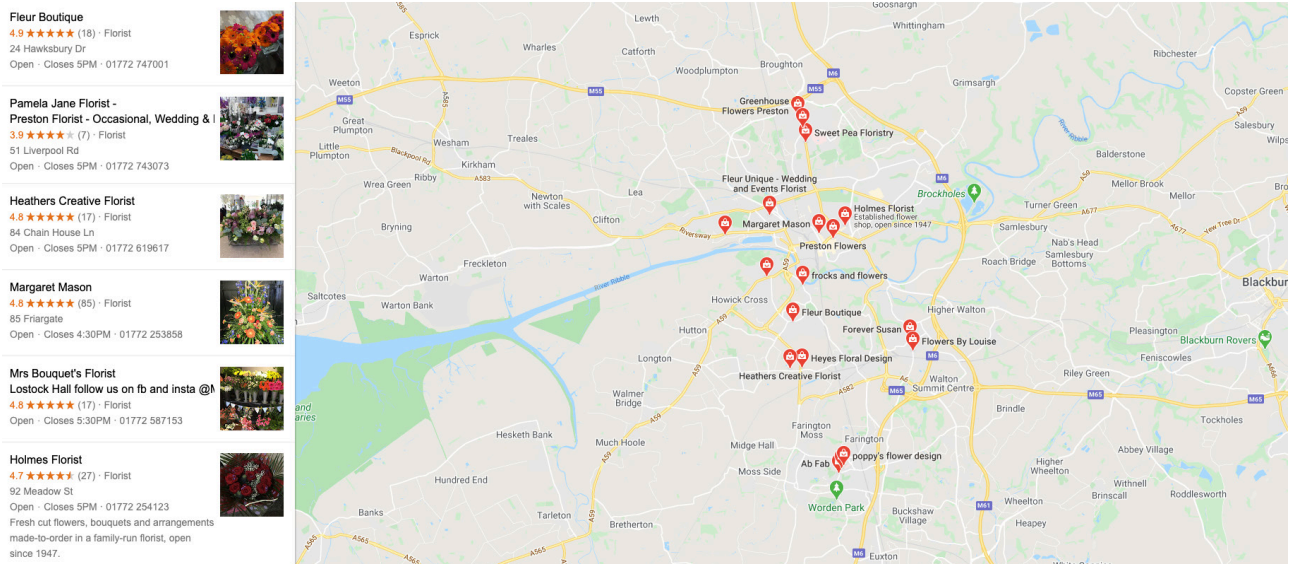
 [More places](#)

The results that show here are entirely dependant on the location from where you are searching and the businesses that operate in your area.

Whilst Google picks the 'top' three GMB listings to appear in the local pack a number of similar listings can be found in by clicking 'More Places'. This will show you a more comprehensive list on a map.

Google Maps

GMB listings that match your search query in the local area can often be found on Google Maps. We've all used Google Maps to find a mechanic or local restaurant, it's an invaluable resource that millions of users access every day.



Ready to get started? GMB accounts are free and easy to set up, here's how.

Set Up A GMB Account

The only things you'll need are a business address and phone number. Go to google.com/business and click 'manage now' to get started.

Google My Business

Overview Business Profile Website FAQs Resources Success Stories

Sign in Manage now

Engage with customers on Google for free

With a Google My Business Account, you get more than a business listing. Your free Business Profile lets you easily connect with customers across Google Search and Maps.

Manage now

A composite image featuring a smartphone in the foreground displaying the Google My Business profile for 'Khamsa', an Algerian restaurant. The phone screen shows the restaurant's name, 4.8-star rating, 'Open' status, and location in Lambeth, London. In the background, a chef in a white uniform and red cap is seen working on a dish, likely a dumpling or similar food item.

Follow The Steps

1

Enter your business name and click 'Next'.

← What's the name of your business?

Business name

By continuing you agree to the following [Terms of Service](#) and [Privacy Policy](#)

Next

2

Choose a category which best suits your business from a predefined list. Be as specific as possible.

← Choose the category that fits your business best

This helps customers find you if they are looking for a business like yours. [Learn more](#)

Business category

You can change and add more later

Next

3

You will then be asked if you want to add a location which is visible on Google search and maps. This is extremely beneficial if you are able to do this. (However, you should take note that this address will be public knowledge and if you work from home it may not be the best idea). If you click yes then you will be asked to input your address details. Make sure that you format your address in a way that is consistent with any other directories you have signed up to.

← Do you want to add a location customers can visit, like a store or office?

This location will show up on Google Maps and Search when customers are looking for your business

Yes

No

Next

← What's the address?

United Kingdom

Street address

Post Town

Postcode

Next

Google will also ask you where you are willing to deliver, visit or serve your customers. If you choose yes, it'll ask you add to add all the areas that are appropriate.

← Do you also serve customers outside this location?

For example, if you visit or deliver to your customers, you can let them know where you are willing to go

- ☒ Yes, I also serve them outside my location
- ☐ No, I don't

Next

← Add the areas you serve (optional)

You can list your service areas below. They will show up on your listing and help bring relevant customers.

Search and select areas

🔍 Manhattan, New York

You can change and add more later


Next

4

Add your telephone number, (a local one if possible) and your full website address.

← What contact details do you want to show to customers?

Help customers get in touch by including this info on your listing (optional)

- 📞  Contact phone number
- 🌐 ☒ Current website URL
- ☐ I don't need a website
- ☐ Get a free website based on your info.

[See details](#)

Next

5

Complete your listing by clicking 'Finish'.

← Finish and manage this listing

You'll be able to manage **Lorenzos** on Google.

- ✓ Promote your business with photos and posts
- ✓ Track business analytics to understand your customers
- ✓ Respond to customer reviews

Finish

Verify Your Listing

To confirm that you are who you say you are, Google need to verify that the business you listed is real. This is done via a postcard that is sent via Royal Mail. It should be with you within four working days.

Choose a way to verify

In order to fully manage and represent this business on Google, you'll need to confirm that it's yours.

Select how you'd like to get a verification code. [Learn more](#)



Postcard by mail

Have a postcard with your code mailed to this address

May take up to 4 days to arrive

Contact name

Mail

Lorenzos

11 Horsebridge Road, Blackpool, FY3 7QR, United Kingdom



More options

When you receive the postcard it will contain a short verification code and instructions on how to finish verification.

Postcard scheduled for delivery

A postcard with your verification code has been scheduled for delivery.



Continue

In the meantime, you can add lots of business information that will go live when your listing is verified. Click 'Continue' to go to your Dashboard and start population your profile.

GMB Dashboard

It might seem a little daunting at first glance, but at least for now, there's just a few important areas to populate that will have a real impact when your profile goes live.

BrightRED Digital Ltd
Old Docks House
Watery Lane
Preston PR2 1AU

Navigation:

- 1 Home
- 2 Posts
- 3 Info
- 4 Insights
- Reviews
- Messaging
- Photos
- Products
- Services
- Website
- Users
- Create an ad
- Get custom Gmail
- Add new location
- Manage locations
- Linked accounts
- Settings
- Support

Top Header: Search locations

Coronavirus (COVID-19)
Let customers know about any changes to your business due to COVID-19
[Learn more](#)

PERFORMANCE

Views	Searches	Activity
111	93	4.97K

Search views: 94 (-43%)
Maps views: 17 (-86%)
Performance over the past 28 days

Your latest post
How To Get Your Business On Google Maps
[Learn more](#)
4 days ago
1 views 0 clicks
[Create post](#)
[See more](#)

Get more reviews
Share your Business Profile and get new reviews from customers

It's easy to advertise in minutes
Web Designer in Preston
Ad - <http://www.brightred.digital/>
BrightRED Digital Ltd - Your Professional Web Designer
Getting started is simple – we walk you through every step. Set your own budget and only pay when people click your ad. [Learn more](#)
[Start now](#)

LATEST REVIEWS
4.8
5 Reviews
bernie baird
★★★★★ 11 Jan 2019
Could not speak highly enough of rob,Hannah and the team at bright red, honest,trustworthy and reliable and most... [More](#)
[Reply](#) [Skip](#)
[Manage reviews](#)

1 Info

The most important section to keep up-to-date and correct is your information.

Here you can amend the details provided at sign-up as well as add useful information for users.

Add opening hours, list your products and services here.

2 Photos

Show potential customers what to expect from a visit to your business.

You can add photos of all different aspects of your location from interior and exterior shots, team photos even video.

3 Products/Services

Go into detail about the products and/or services you offer.

This will help Google to decide which search queries are relevant to your business.

The more detail the better.

Tips For Optimising GMB

Now that you've claimed your listing and added basic content to your profile, there are a few things you can do to help optimise it. By taking the time to complete these extra steps, you'll improve your chances of getting in the local pack and attracting more visitors.

Claim Your Shortname

Make sure your GMB profile is easy to find by claiming your shortname. In the 'info' section you'll see an option that looks like this:



Click the pencil icon to enter your shortname.

Make sure that it's as closely related to your business as possible to give your profile a better chance of appearing when people search for your brand name.

Write The Perfect Description

Also located in the 'info' section is the ability to create a description for your business. You'll see an option that looks like this:



Be as descriptive as you can be (within the 750 character limit) but don't mention sales, promotions or anything like that. It might take you a couple of goes to get it bang on, but it's worthwhile if it engages with people that are interested in your business.

Photos, Lots Of Photos

When it comes to improving rankings, a good place to start is with Google's recommendations. On the subject of photos, Google has this to say:

- If applicable, three exterior shots of your business as a minimum, with photos taken from different directions and at different times of the day.
- At least three images of the interior of your business, showing ambience, atmosphere, and décor (only if you have a physical location, of course)
- At least three photos of your team providing your services to customers to give a genuine representation of your business.
- A minimum of three images of products that you sell, food and drink you serve if you're in the hospitality business or images of rooms if you're a hotel.
- Three images of your colleagues and team members.

Whilst it may not be possible to provide all of this imagery, it's good to know what to aim for.

Be Specific When Picking A Category And Subcategory

Some of you will find it easier than others to categorise your business. Where at all possible, choose a category that is as specific to your business as possible.

Google gives the example that a nail salon should choose 'nail salon' and not 'salon'. Proper GMB category association is one of the most important local pack ranking factors.

Encourage Reviews

When it comes to the purchase process, reviews play an important part in establishing trust and influencing new custom. An easy way to get started generating reviews is to simply ask your customers for them.

When someone leaves a review, good or bad, make sure that you respond! This shows that you're engaged with your customers.

If the review is good, a simple thank you would suffice. If the review is bad, this is an opportunity to address the issue in the public domain. Explain to the dis-satisfied customer that you're committed to resolving their query whilst showing anyone who reads the negative review that you care about customer satisfaction.

In addition to the reputational benefits, the nature of Google reviews means that a business profile with reviews is more likely to rank in the local pack than one without.

Showcase Your Brand With Google Posts

The perfect place to let your customers know about your brand, promotions and anything that makes your business 'stand out'. Google Posts are an ad style box that appears in the knowledge panel, front and centre when people come across your company on the results page.

Posts only last for seven days, so you'll need to regularly update them. Google is a big fan of this form of content, so when it comes to optimisation, it really is worth the effort.

Link Your Social Accounts

Studies show that users will look at up to ten local businesses before making contact. Give them all the resource and information they need to make an informed decision about your offering.

Remember that, when it comes to optimising GMB, the key is to make your profile as complete and up-to-date as possible. Regular updates to GMB will have a positive effect on local SEO.

Free Strategy Reviews

Don't struggle on in silence. To help small businesses power-up their online presence we're offering free one-hour consultations over the phone or via video chat, whichever you prefer.

We'll answer any of your GMB questions as well as anything else you'd like to discuss about your online goals.

Visit brightred.digital/digital-fix to get started.