

Get more out of Google My Business

Get to know your dashboard



Before consumers go shopping, they go searching. In fact, **4 in 5 consumers use search engines to find local information** nearby like store address, business hours, and directions.¹ Make the most of these interactions and put your best foot forward with Google My Business.

Not verified yet? Get started at google.com/business



Get to know the Google My Business dashboard

Visit your dashboard at google.com/business to manage your listing, view insights, and respond to reviews. Download the free mobile app in the [Google Play Store](#) or the [App Store](#).



Draw interest with photos

Add photos to help customers learn about your business. For example, restaurants can upload food and beverage photos.

Want to offer a virtual tour of your business? Click the **Add a virtual tour** button to get a free quote from a Google trusted professional.



See who's viewed your business on Google

Learn how many people interacted with your business info across Google. You'll see how many people viewed your info, clicked to learn more, and requested directions via Google Maps.



Add managers to help

Managers can help by keeping info up-to-date and responding to reviews. Click the three-dash menu icon (☰). Then, click **Manage users**. Click the invite new managers icon (+👤) to add managers and send invitations.

www.gybo.com

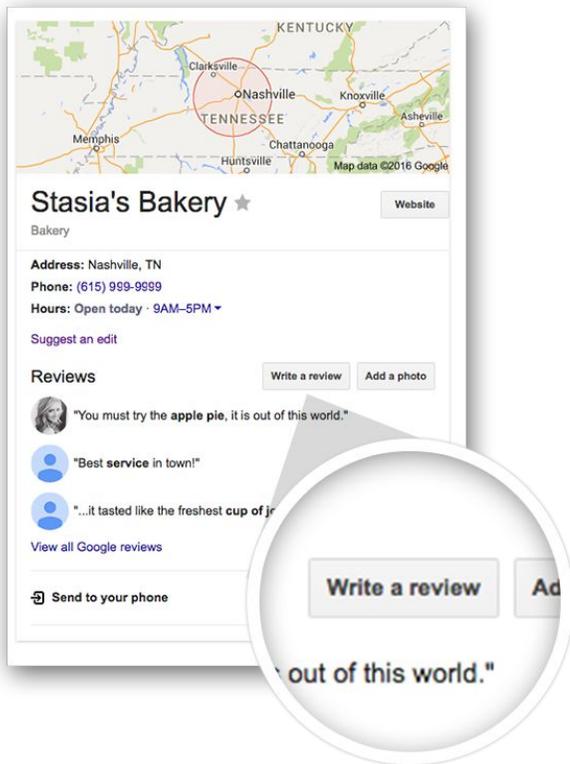
¹ Google/Ipsos MediaCT/Purchased, [Understanding Consumers' Local Search Behavior](#), May 2014

Get more out of Google My Business

Connect with customers through reviews



Customer reviews appear with your Google My Business listing on Google Search and Maps. Reviews can provide valuable feedback about your business, and responding to reviews can build trust. In order to reply to reviews, your listing must be verified.



Encourage customers to review your business

A great customer experience is the most important ingredient for getting good reviews. After every positive interaction, encourage customers to share their experience. Ask them to search Google for the name of your business and then click the **Write a review** button.

Respond to reviews

Visit google.com/business and sign in. Select the business and click the **Reviews** tab. You'll see the option to view and reply. Remember you're replying publicly, so anyone can see what you write.

When responding to reviews, you'll want to:

- Respond promptly and keep responses genuine, short, and sweet.
- Thank customers for positive reviews.
- Avoid offering incentives or advertisements.

Manage negative reviews

Unfortunately negative reviews happen from time to time. If you believe a review violates Google's posting guidelines, you can flag it by clicking the flag icon.

You can also respond to negative reviews. Keep it professional and courteous. Try posting a reply describing the steps you took to remedy the situation.

For help, visit the Google My Business Help Center: support.google.com/business