

Get Found on Google

Get Found On

Google



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COOPERATIVE EXTENSION

College of Agriculture, Forestry and Life Sciences

Presented by Nancy Williamson, CBA, Official Google Partner



Grow with Google
HIGH IMPACT PARTNER

GET YOUR
BUSINESS
ONLINE

with Google

Introduction

Tues, Wed, & Thurs
Scott Hanners State Farm
Marketing Coordinator

Mon & Fri
Carolina Web Design &
Google Volunteer



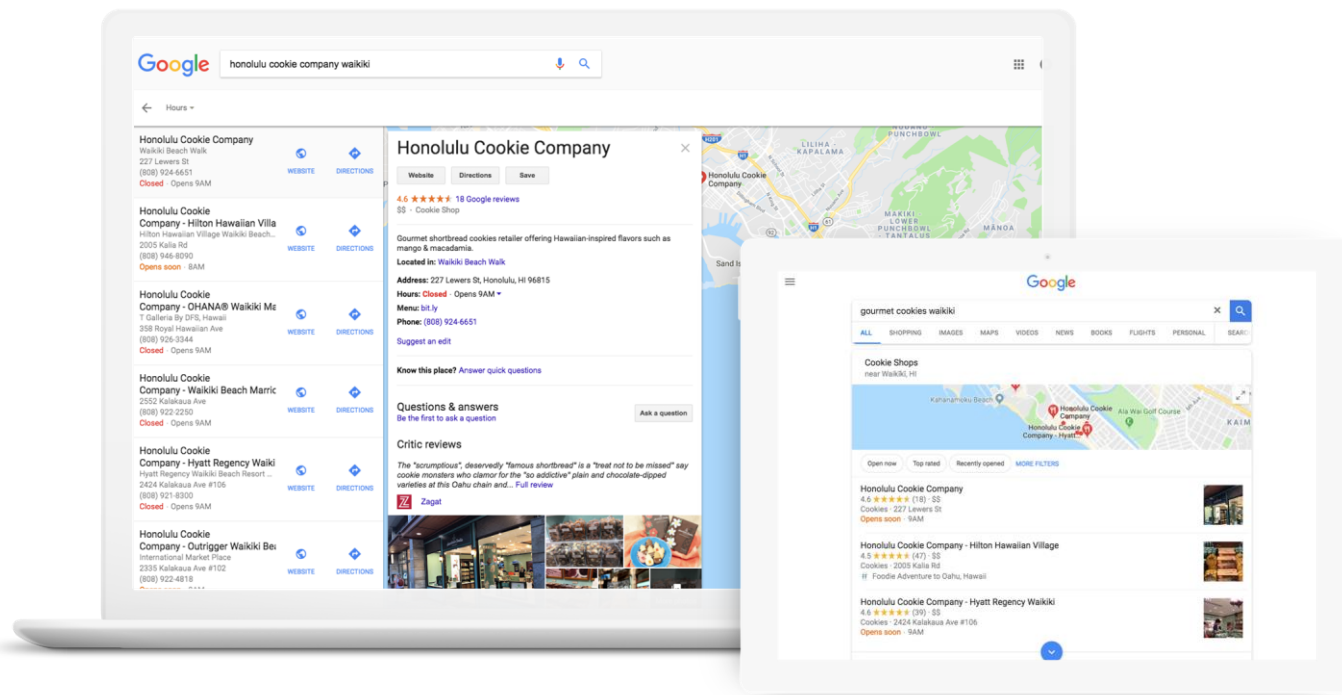
★ 2024 ★

Grow with Google
HIGH IMPACT PARTNER

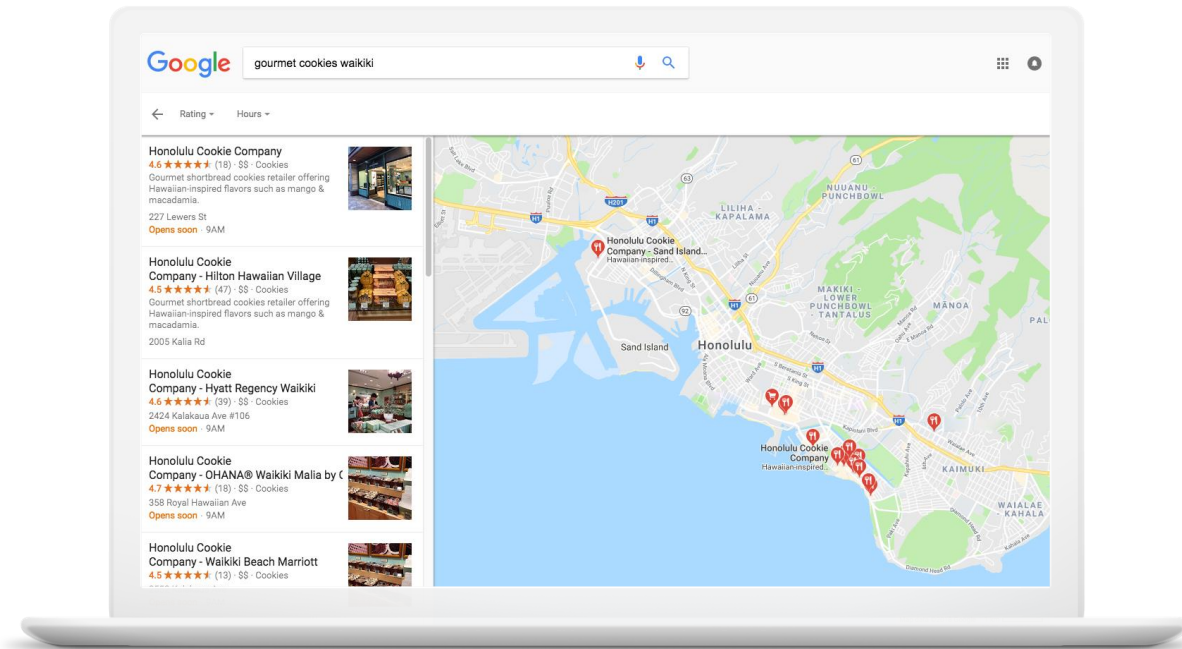
Agenda

- Get your business on Google for free
- Take a tour of Google My Business
- Review Google Listing Reviews, Updates, & Homework

Connect with customers when they search Google

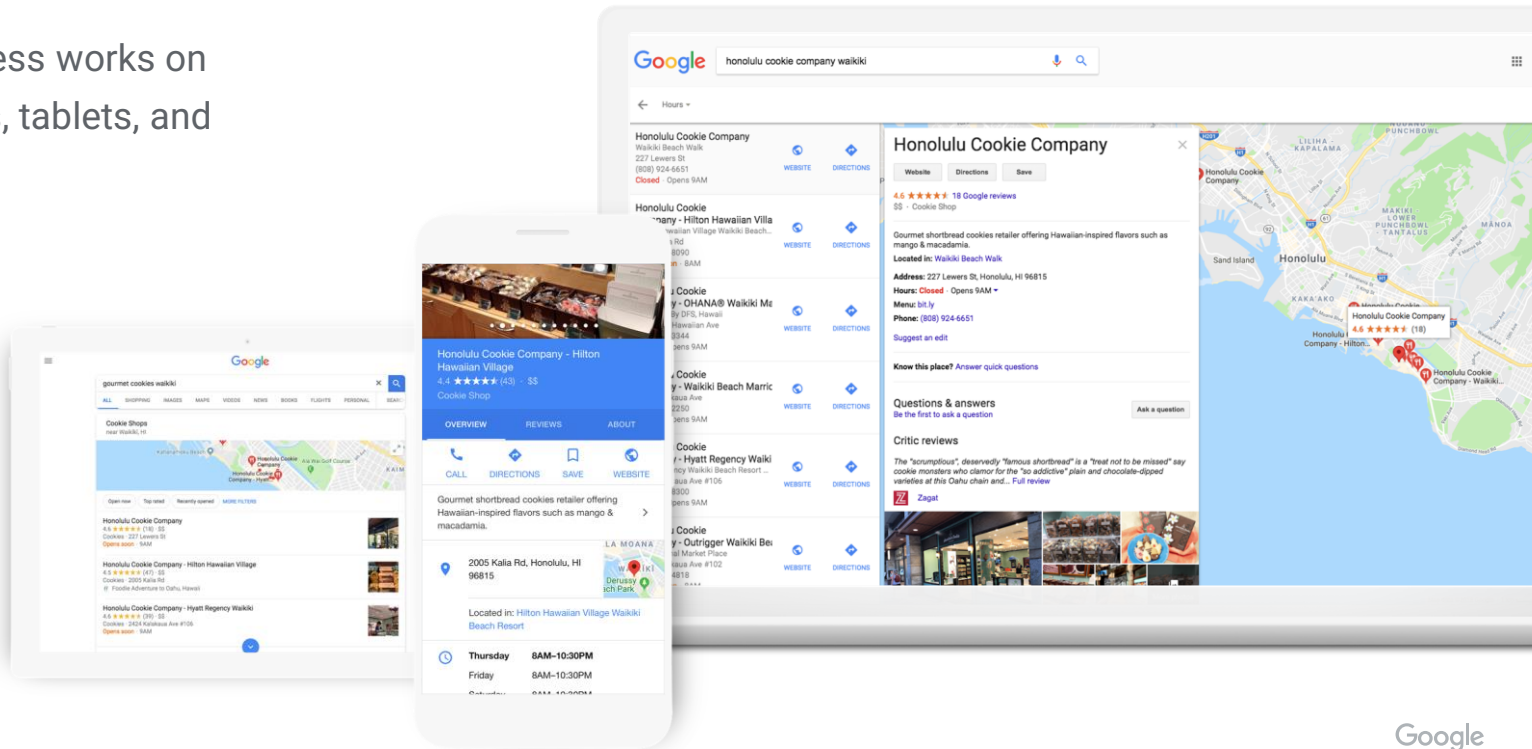


Connect on Google Maps



Connect across devices

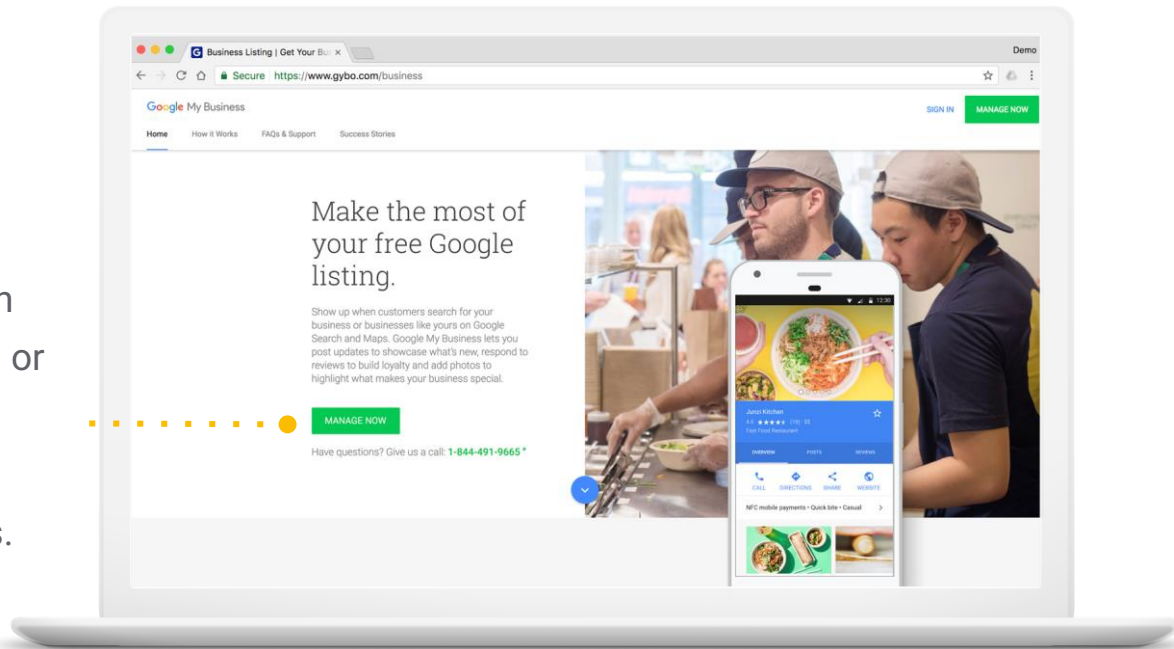
Google My Business works on desktops, laptops, tablets, and mobile phones.



Get your business on
Google for free

Google My Business – Let's Get Started!

Show up when customers search for your business or businesses like yours on Google Search and Maps.

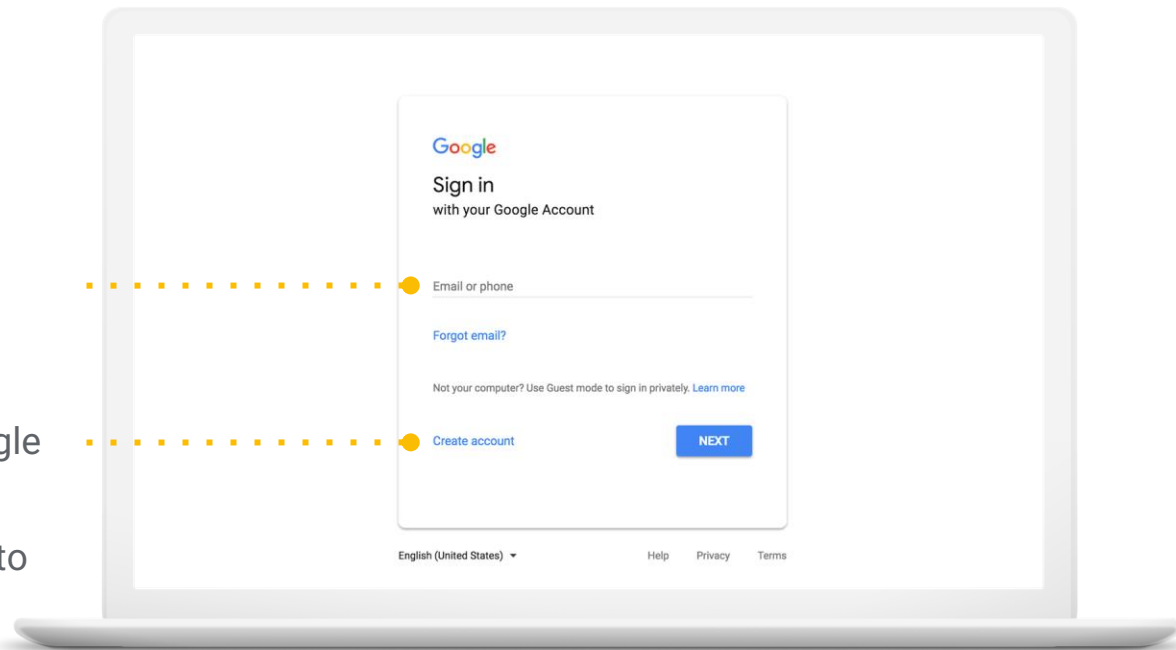


google.com/business

Step 1: Sign into your Google account

Sign into the Google account you use for your business.

Don't have a Google account? Click "create account" to get started.

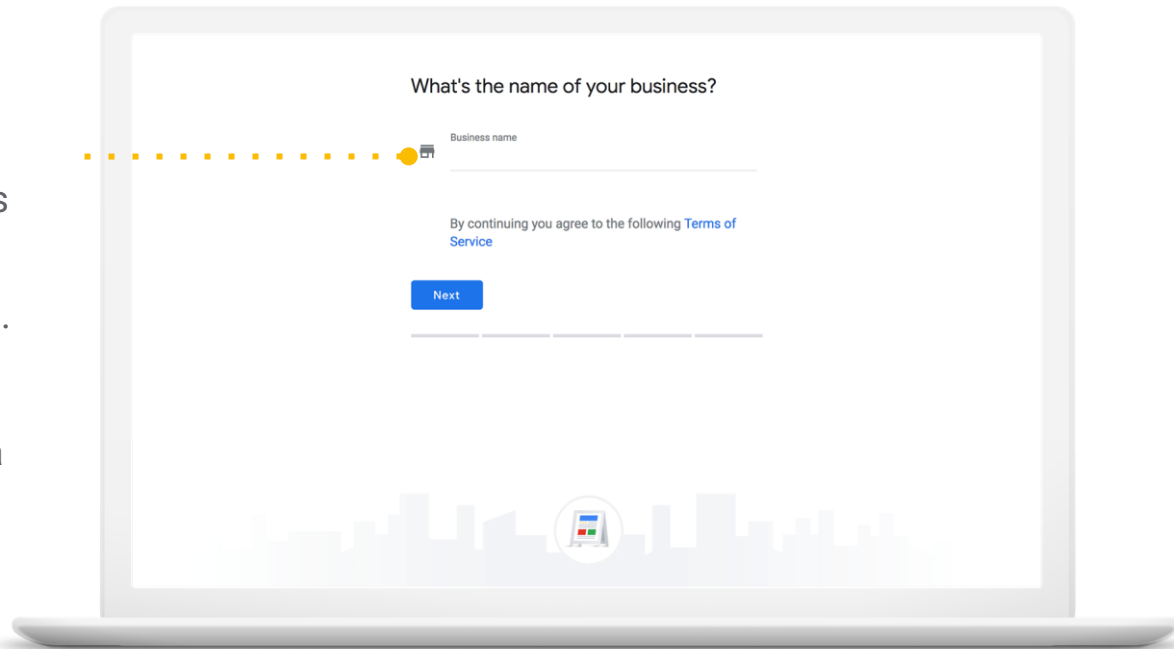


google.com/accounts

Step 2: Select your business or add it

Write the business name as you want it to appear on Google.

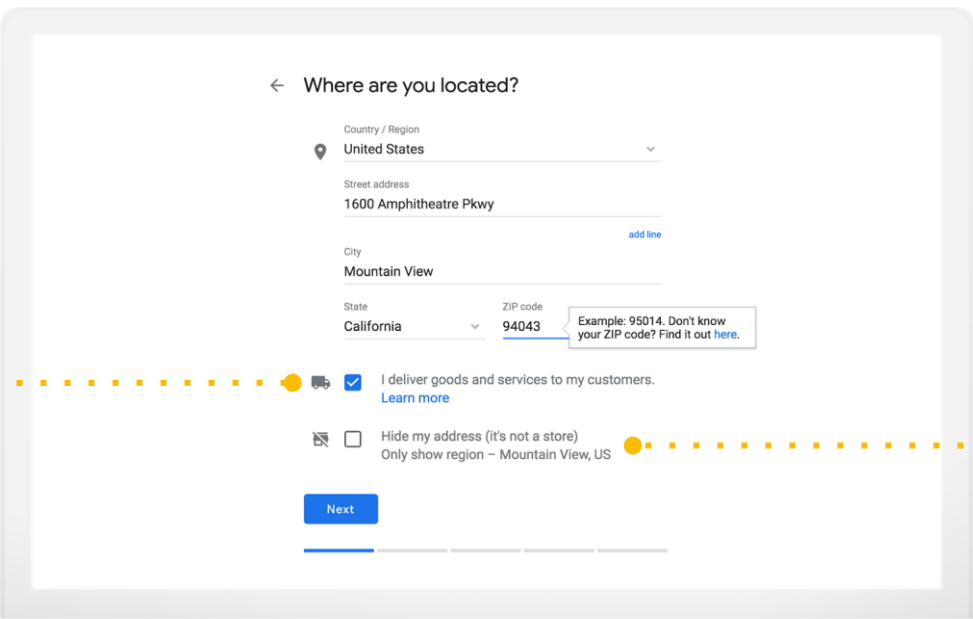
It may appear in a drop-down list.



The image shows a laptop screen displaying a Google Business profile setup form. The form has a white background and is centered on the screen. At the top, it asks "What's the name of your business?". Below this is a text input field with a small business icon to its left and the label "Business name". A yellow dashed line points from the text on the left to this input field. Below the input field, there is a line of text: "By continuing you agree to the following [Terms of Service](#)". Below that is a blue "Next" button. At the bottom of the screen, there is a faint city skyline graphic with a small icon of a laptop in the center.

Step 3: Enter your business details

Check if your business serves customers at their locations.



The screenshot shows a web form for entering business location details. The form is titled "Where are you located?" and includes the following fields and options:

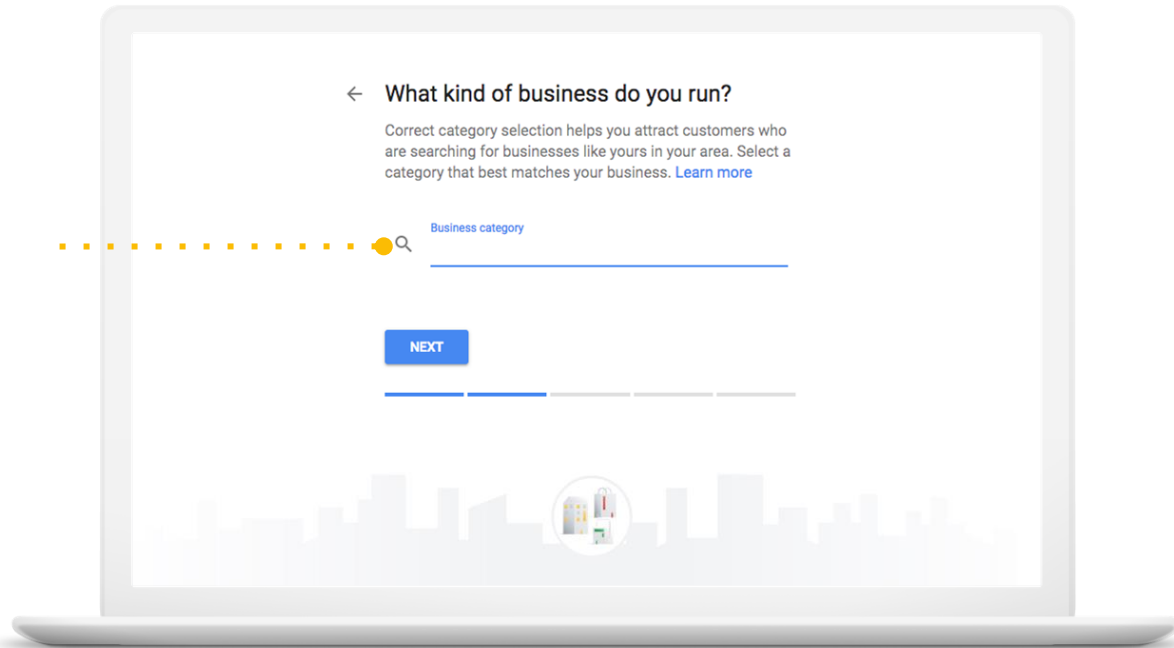
- Country / Region:** A dropdown menu with "United States" selected.
- Street address:** A text input field containing "1600 Amphitheatre Pkwy". A blue "add line" link is visible to the right.
- City:** A text input field containing "Mountain View".
- State:** A dropdown menu with "California" selected.
- ZIP code:** A text input field containing "94043". A tooltip box is open above this field, containing the text: "Example: 95014. Don't know your ZIP code? Find it out [here](#)."
- Service options:**
 - A checked checkbox with a truck icon: "I deliver goods and services to my customers." Below it is a blue "Learn more" link.
 - An unchecked checkbox with a location pin icon: "Hide my address (it's not a store)". Below it is the text "Only show region - Mountain View, US".
- Next button:** A blue button labeled "Next".

A progress bar at the bottom of the form shows the current step is completed, indicated by a blue line under the first of five segments.

Keep your residential address private.

Enter your business category

If you can't find
the perfect
category choose
something close.



← What kind of business do you run?

Correct category selection helps you attract customers who are searching for businesses like yours in your area. Select a category that best matches your business. [Learn more](#)

Business category

🔍 _____

NEXT

The screenshot shows a laptop screen with a form titled "What kind of business do you run?". Below the title is a paragraph of text explaining the importance of correct category selection and a "Learn more" link. There is a search input field with a magnifying glass icon and a "Business category" label. Below the input field is a blue "NEXT" button. At the bottom of the screen, there is a progress indicator consisting of four horizontal bars, with the first bar being blue and the others grey. A small circular icon with a building and a person is visible in the bottom right corner of the screen. A yellow dashed line points from the text on the left to the search input field.

Enter your phone number or website

Providing current info will help customers get in touch with your business.

← **Make connections (optional)**

Providing current info will help customers get in touch and learn more about your business.

● Phone Number

🇺🇸 Phone number

● Website

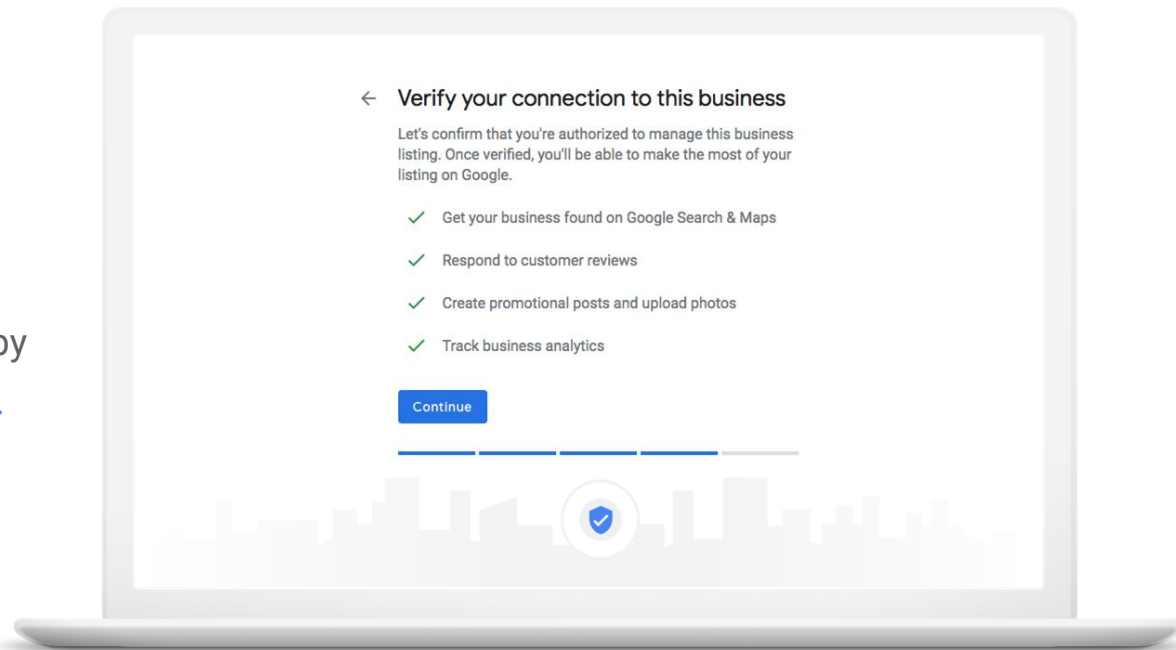
Create a free website based on your info

Website URL

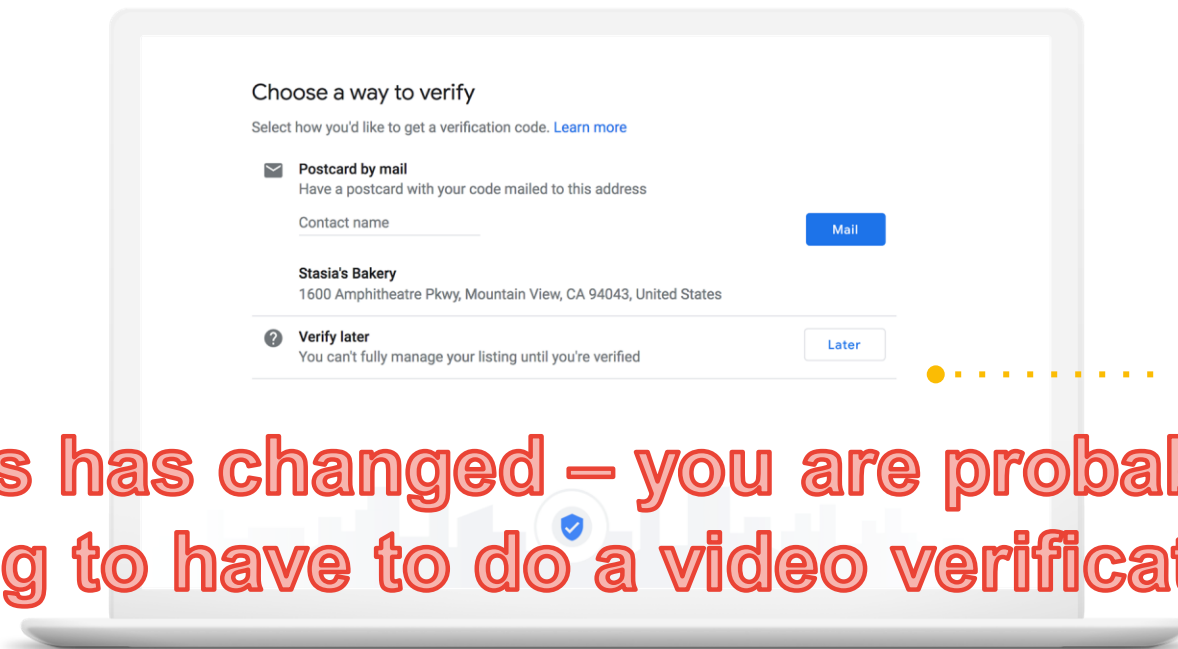
Next

Step 4: Verify your connection to the business

Confirm you are authorized to manage the Business Profile by clicking [Continue](#).



Step 5: Verify your business



Choose a way to verify

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

Contact name

Mail

Stasia's Bakery
1600 Amphitheatre Pkwy, Mountain View, CA 94043, United States

❓ **Verify later**
You can't fully manage your listing until you're verified

Later

You will use a separate form.

Click [Verify Later](#).

This has changed – you are probably going to have to do a video verification.

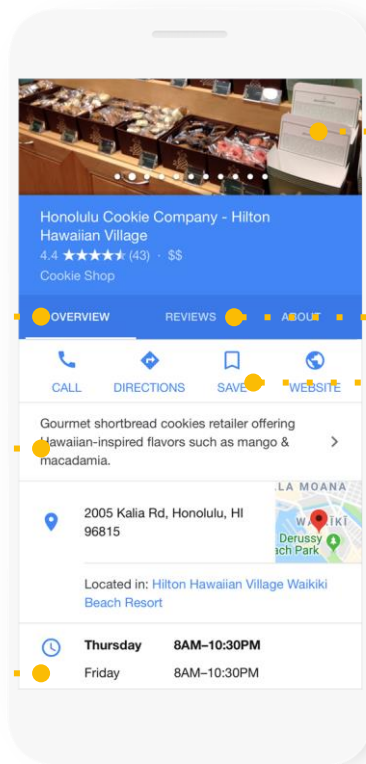
Take a tour of Google My Business

Anatomy of a Business Profile on Google

Business overview

Description

Business hours



Photos and videos

Reviews

Quick links

Make updates from Google Search

Up-to-date profiles are:

2.7x

more likely to be considered reputable.

70%

more likely to attract location visits.

50%

more likely to lead to a purchase.

The screenshot shows a Google search for "carolina web design, chapin, sc". The search results page displays a business profile for "Carolina Web Design & Business Consulting Services LLC". The profile includes a 5.0 star rating from 47 reviews, a website link, and contact information: 228 Match Point Dr, Chapin, SC 29036. The profile also features a "Profile Strength" indicator and various management options like "Edit profile", "Read reviews", and "Add photo". A sidebar on the right offers suggestions to "Turn more views to customers", "Get custom email", and "Set up booking". The bottom of the page shows a link to the business's website and a "Start advertising" button.

This is what others will see if they know your Name

The image shows a Google search interface with the query "carolina web design, chapin, sc". The search results on the left include links to business pages on platforms like Yelp, Nextdoor, and MapQuest. On the right, a detailed business profile for "Carolina Web Design & Business Consulting Services LLC" is displayed. This profile features a 5.0 star rating from 47 Google reviews, a map showing the location in Chapin, SC, and contact information including the website, directions, and phone number. A snippet of a review is visible at the bottom of the profile.

Google

carolina web design, chapin, sc

Images Perspectives Maps Shopping Videos News Books Flights Finance

All filters Tools

About 1,150,000 results (0.39 seconds)

chapinchamber.com
https://business.chapinchamber.com › list › member › c...
Carolina Web Design & Business Consulting Services LLC
... GRAPHIC DESIGNMARKETINGP.R. & MARKETING CONSULTINGWEBSITE DESIGN. 228 Match Point Dr Chapin SC 29036-7846 · (803) 629-0101; Send Email; https://www ...

Facebook · Carolina Web Design & Business Consulting
770+ followers
Carolina Web Design & Business Consulting | Chapin SC
Carolina Web Design & Business Consulting, Chapin, South Carolina. 748 likes · 1 talking about this · 12 were here. Website Consulting, Social Media...
★★★★★ Rating: 4.9 - 40 votes

Yelp
https://m.yelp.com › ... › Carolina Web Design Services
CAROLINA WEB DESIGN SERVICES - Request ... - Yelp
Map · Chapin, SC 29036. Directions · (803) 629-0101. Call Now · More Info. Hours · From the Business. Specialties.

Nextdoor
https://nextdoor.com › pages › carolina-web-design-servi...
Carolina Web Design Services, Llc - Chapin, SC
4 Faves for Carolina Web Design Services, Llc from neighbors in Chapin, SC. Hi neighbors! Need help with your website or have questions about making one?

MapQuest
https://www.mapquest.com › ... › Chapin
Carolina Web Design Services - Chapin
Carolina Web Design Services. Open until 9:00 PM. (803) 629-0101 · Website. More.

lab design & business con...
v Get Business Started
v Get Online
v Get Social

See photos See outside

Hillier Cemetery
Hillier Rd.
Mary Kay Consultants
Nancy Williamson
Cory Love Pe...

Carolina Web Design & Business Consulting Services LLC
5.0 ★★★★★ 47 Google reviews
Website designer in Lake Murray of Richland, South Carolina
Website Directions Save Call

Service options: Onsite services
Address: 228 Match Point Dr, Chapin, SC 29036
Hours: Closed · Opens 9 AM Thu
Phone: (803) 575-0754
Suggest an edit · Own this business?

Reviews
Reviews from the web
4.9/5 Facebook · 40 votes
Google reviews Write a review Add a photo
"A pleasure to work with and just took my issue from me and

This is what others will see if they type in services

Google search results for "web design for small business in chapin, sc". The search bar shows the query and navigation icons. Below the search bar are filters for "All", "Images", "Perspectives", "Videos", "Shopping", and "Tools". The results section shows "About 1,200,000 results (0.38 seconds)" and "Results for Chapin, SC". A "Businesses" filter is active, with "Rating" and "Hours" dropdowns. Three business listings are shown:

- Carolina Web Design & Business Consulti...**
5.0 ★★★★★ (47) - Website designer
10+ years in business - 228 Match Point Dr - (803) 5...
Open - Closes 5 PM
Provides: **Websites For Small Businesses**
- Grover Web Design**
5.0 ★★★★★ (57) - Website designer
7+ years in business - 143 Waxhaws Trce - (803) 50...
Open 24 hours
Provides: **Web Design And Development Company**
- Social Spark Media**
5.0 ★★★★★ (19) - Website designer
10+ years in business - (803) 920-3251
Open - Closes 6 PM
Provides: **Small Business Websites**

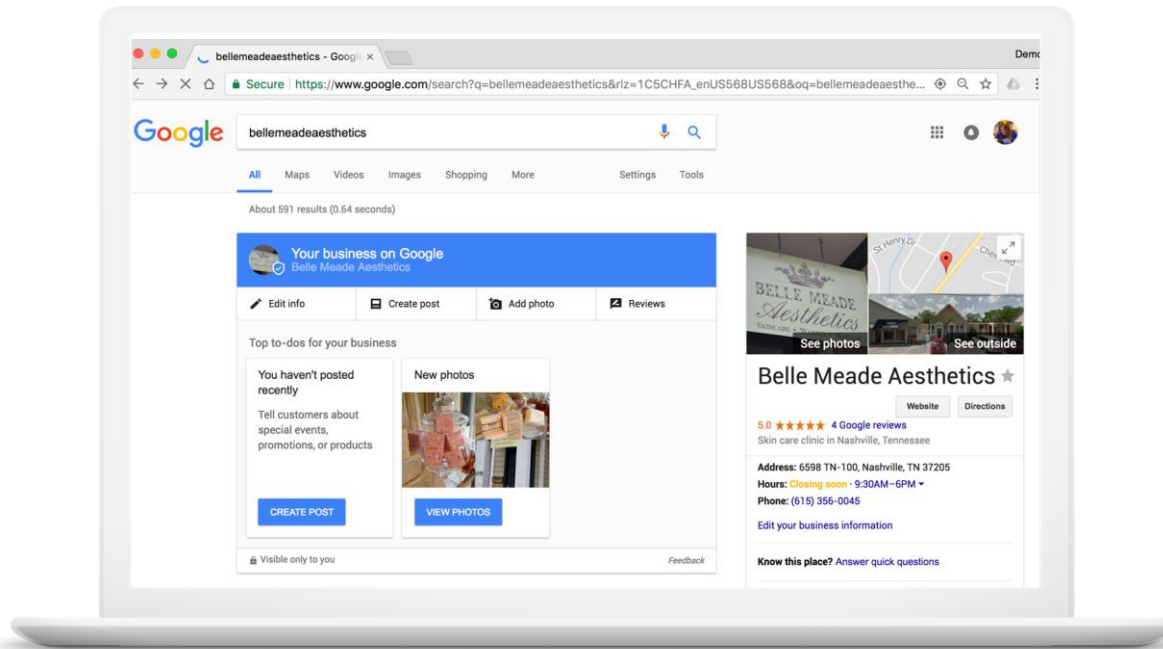
A map on the right shows the location of these businesses in Chapin, SC, near Lake Murray. Other locations marked on the map include "Catfish Johnny's - Lake Murray Temporarily closed", "Lake Murray Power Squadron", "Lake Murray Sailing Club", and "Palmetto Shores by Mungo Homes".

Below the map, there is a link to "chapinchamber.com" and a listing for "Carolina Web Design & Business Consulting Services LLC" with address "228 Match Point Dr Chapin SC 29036-7846 - (803) 629-0101 - Send Email ...". There is also a Facebook link for "Carolina Web Design & Business Consulting" with "770+ followers".

Make updates from search results

This option is visible only to managers of verified businesses.

- Edit business info
- Create posts
- Add photos
- Manage reviews

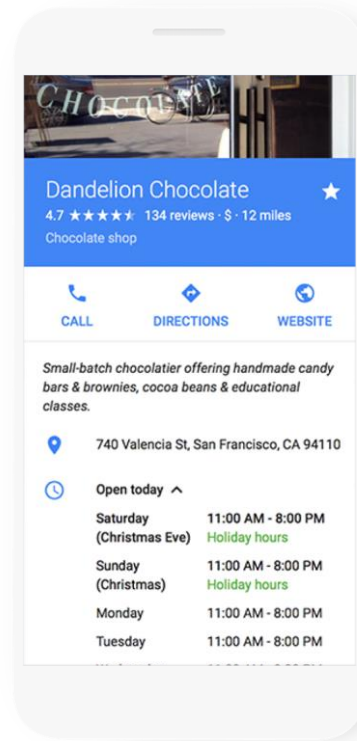
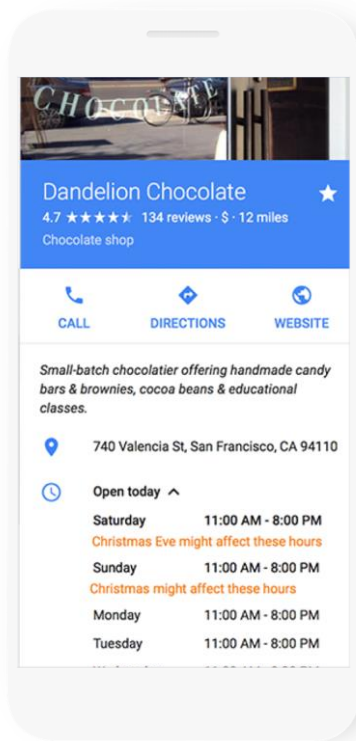


Confirm your special hours on Google

40%

of local business searchers want to find hours of operation.

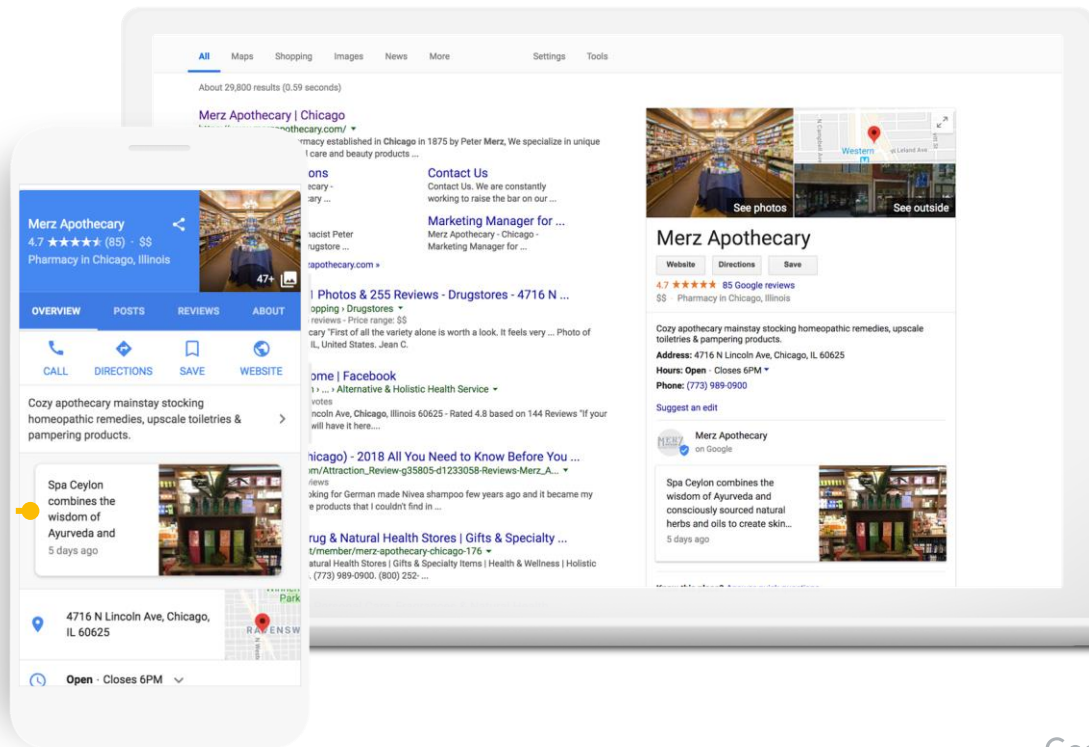
 Unconfirmed



 Confirmed

Share updates with Posts

Post updates directly on your Business Profile.



Posts can help your business in many ways



Announcements



Events



Products

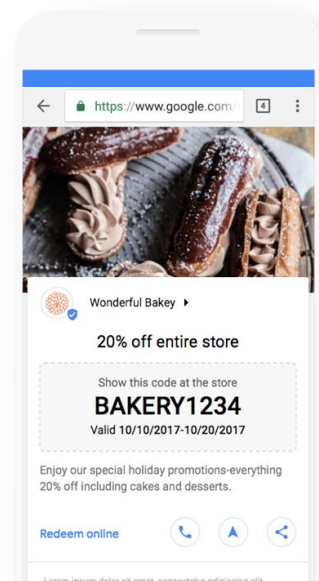
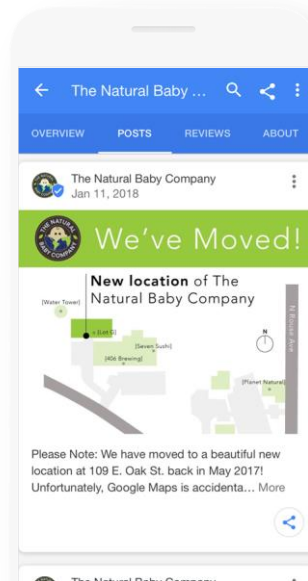
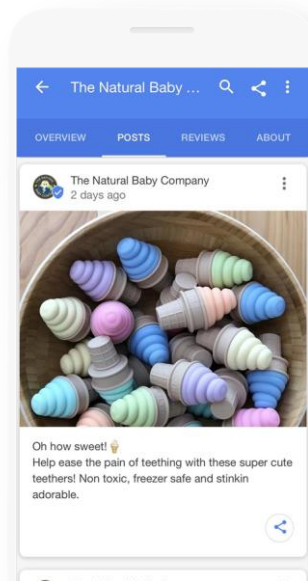
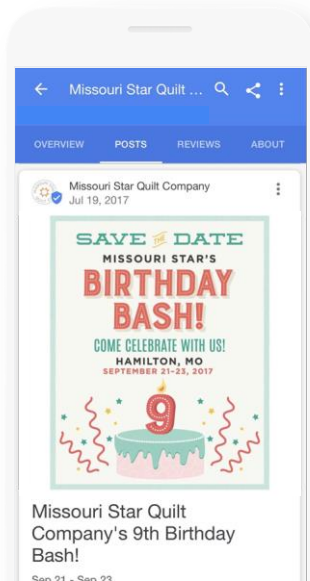


Business info



Offers

NEW

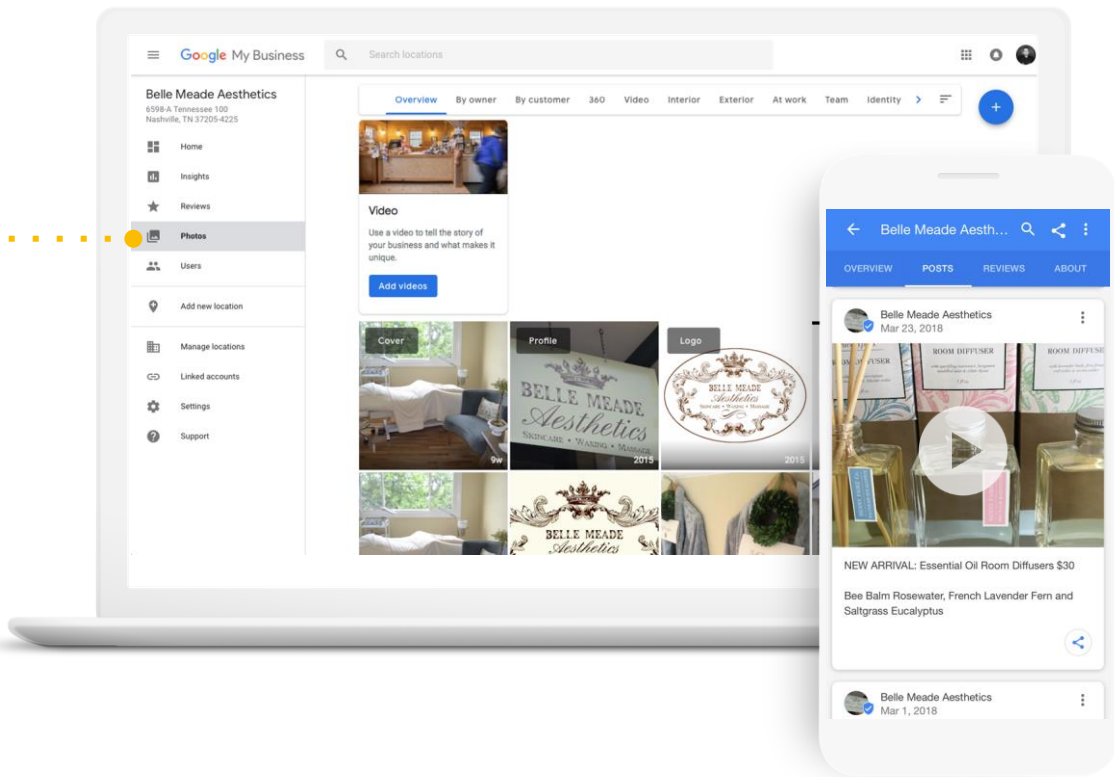


Add business photos and video

90%

of customers more likely to visit.

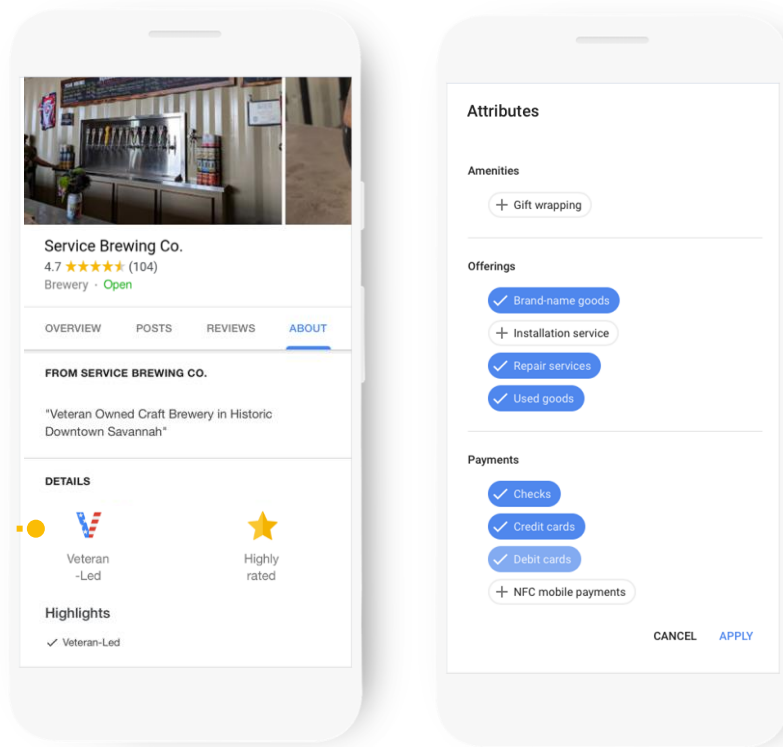
Click to manage photos.



Add details with attributes

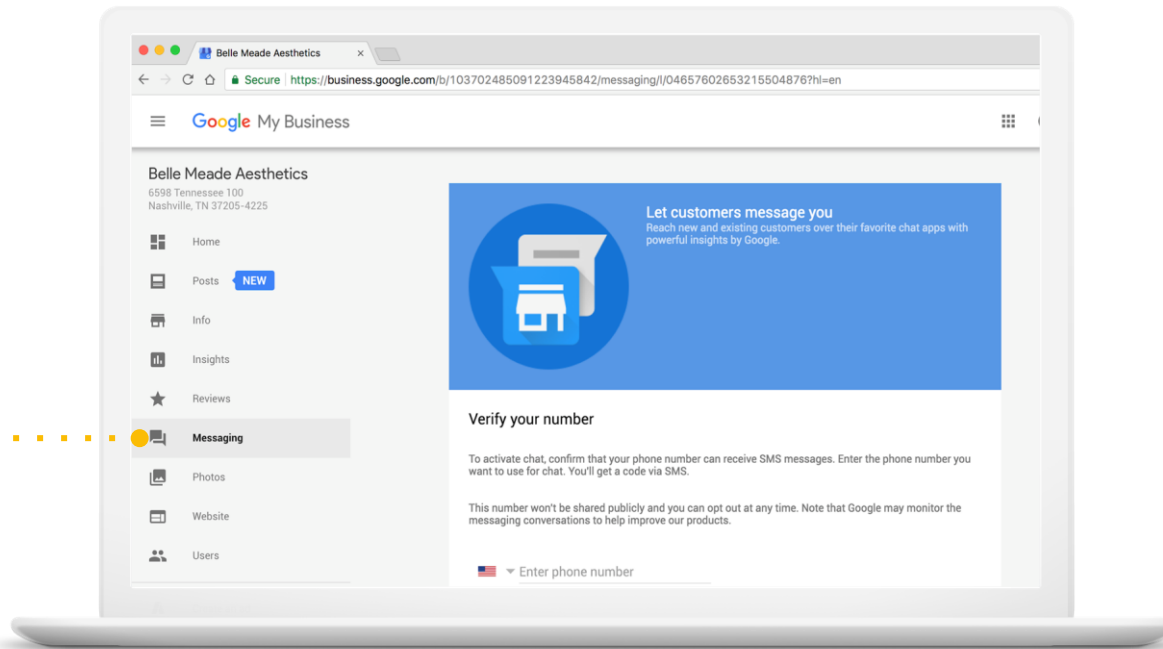
Attributes can appear as highlights to help your business stand out in search results.

New “Veteran-Led” attribute.



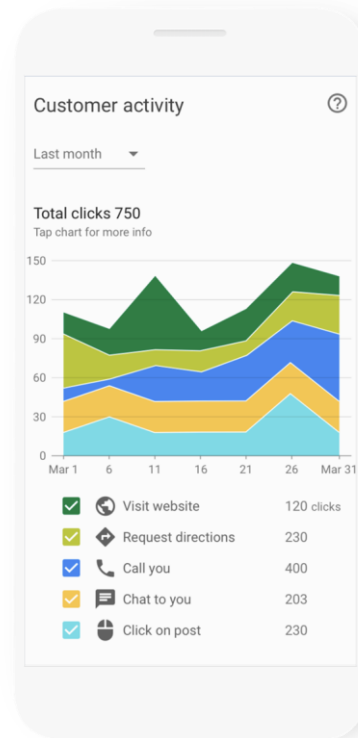
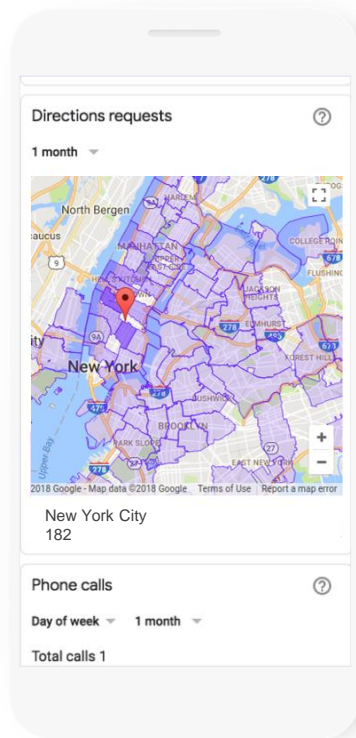
Use messaging to communicate...

First, set up **Messaging**.



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?



Let's look into a real site

Buzzed Bee Company

Your business on Google
917 customer interactions

Profile Strength
Complete Info

Edit profile | Read reviews | Messages | Add photo | Performance | Advertise

Edit products | Edit services | Bookings | Calls | Q & A

Set up booking
Let customers book appointments and classes directly from your profile

Claim your credit
More customers could be reached with your \$500 Ads credit

Get more reviews
Share your review form with past customers

Only managers of this profile can see this

Facebook · Carolina Buzzed Bee Company
600+ followers

Carolina Buzzed Bee Company
Carolina **Buzzed Bee Company**. 578 likes. FRESH LOCAL PURE HONEY IN LEXINGTON, SC We are a locally owned and operated small business bee farm I.
★★★★★ Rating: 5 · 4 votes

Buzzed Bee Company, LLC

Website | Directions | Save | Call

5.0 ★★★★★ 11 Google reviews
Honey farm in Lexington County, South Carolina

You manage this Business Profile

Address: 113 Mill Creek Rd, Lexington, SC 29073
Phone: (803) 429-1432

Edit your business information
Add missing information
Add business hours

Google Ads can help your business grow
Get \$500 in Google Ads credit when you spend \$500. Terms and conditions apply

Start advertising

Add managers to help

First, click Profile **the dots**

This brings up a menu

Click the first item

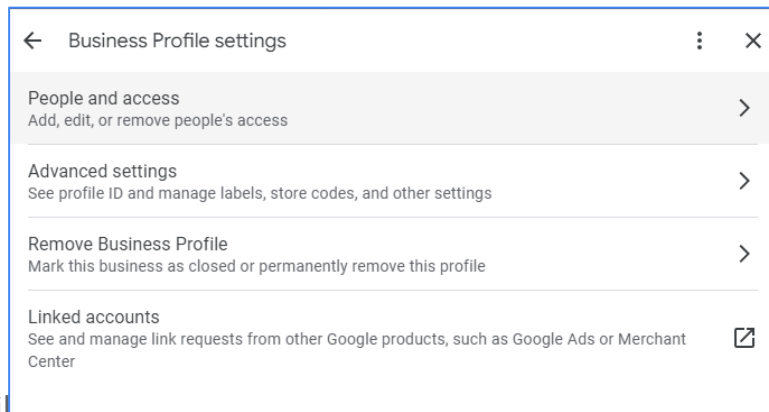
Business Profile Settings

The screenshot shows a Google search for "Buzzed Bee Company, LLC". The search results display the business profile with various management options. A red circle highlights the three-dot menu icon next to the "Profile Strength" indicator. A white dropdown menu is open, listing several options: "Business Profile settings", "Notifications", "Add a new Business Profile", "Your Business Profiles", "Help & support", "Send feedback", and "Terms of Service". The background shows the business profile details, including "894 customer interactions", "11 Google reviews", and the address "113 Mill Creek Rd, Lexington, SC 29073".

Add managers to help

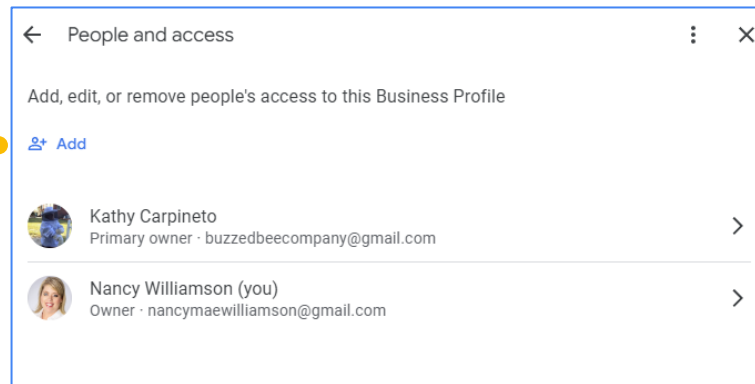
This menu pops up –

Click **People and access**



Next, **add** people to help by adding their email addresses.

Choose their **access level**



Owner - Can edit, add people, and transfer ownership of the Business Profile on Search and Maps

Manager - Can make changes to the Business Profile on Google Search and Maps

HOMEWORK



Visit google.com/business



Claim or complete your Business Profile.



Follow instructions to [Verify](#)



- Complete Profile Settings, Add photos, logo, and more photos, click on Review Link, ask your happy customers and friends and family to leave reviews
- Respond to Reviews, use key words
- Make Updates weekly – schedule it or it won't happen! (just like Facebook)

Access Listing



Log into your google account or go directly to google.com/business



You will get an email when someone reviews you; **RESPOND asap!**



Continue to make updates and use photos and videos

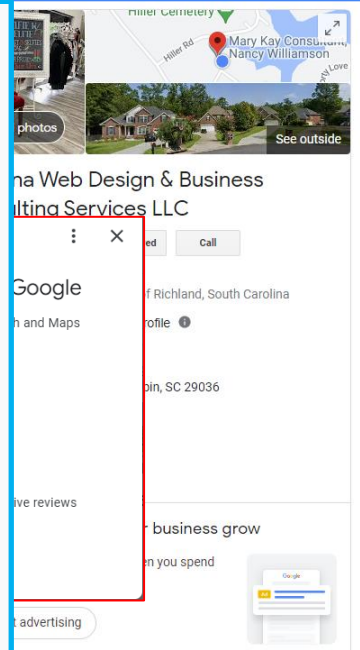


TIP

- Create a QR code for Google reviews
- [Goqr.me](https://goqr.me)
- Add your url and it will automagically appear
- Ask me to and I will send it to you

Ask for Reviews – make QR code

- Click on Ask for review
- Copy Link
- Go to goqr.me
- Paste URL
SAVE the code



Congratulations, you're ready to set up Google My Business!

Thank you