



Get Found Online!

**HOW TO SET UP and OPTIMIZE
A **GOOGLE MY BUSINESS**
(GMB) PROFILE FOR YOUR
BUSINESS**



Today's Workshop is Brought to You By:





Get Found Online!

**HOW TO SET UP and OPTIMIZE
A **GOOGLE MY BUSINESS**
(GMB) PROFILE FOR YOUR
BUSINESS**



Deborah Clarke

Owner,
519Web, PinPoint Local
Kincardine, ON

519web.com



**Local Expertise
Global Standards**



Get Found Online!

- 1. Why Having a GMB Profile Matters**
- 2. How to Set Up a GMB Profile**
- 3. How to Optimize Your GMB Profile**



Get Found Online!





Why Having a GMB Profile Matters

1. Crucial for Local SEO [Rise of 'near me' or 'close by' searches]
 - If you want your business to show up in Google's Local Pack

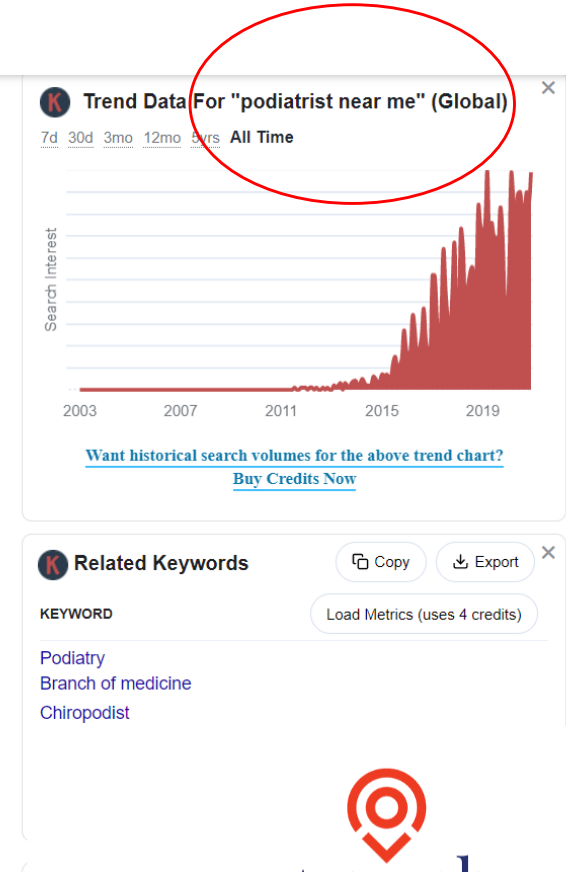
Google search results for "podiatrist near me". The search bar shows "podiatrist near me" circled in red. Below the search bar, a list of suggestions includes "podiatrist near me", "podiatrist", "chiropracist", "dermatologist near me", "chiropracist near me", "plantar fasciitis", "pediatrician near me", "foot doctor", "ingrown toenail", and "foot doctor near me". A red arrow points from the "podiatrist near me" suggestion to a red text box.

'near me' searches have increased over 900% in the two years prior to pandemic!

Local Pack results:

- 5.0 ★★★★★ (1) · Podiatrist
Kincardine, ON · (519) 396-3500
Closed · Opens 9 a.m. Wed.
- Georgian Bay Foot Health a Division of Rainville Foot Health
5.0 ★★★★★ (1) · Podiatrist
Owen Sound, ON · (519) 416-3338
Closed · Opens 8 a.m. Wed.
- Kincardine Total Footcare and Orthotics
5.0 ★★★★★ (3) · Podiatrist
Kincardine, ON · (519) 396-9255
Closed · Opens 8:30 a.m. Wed.

View all

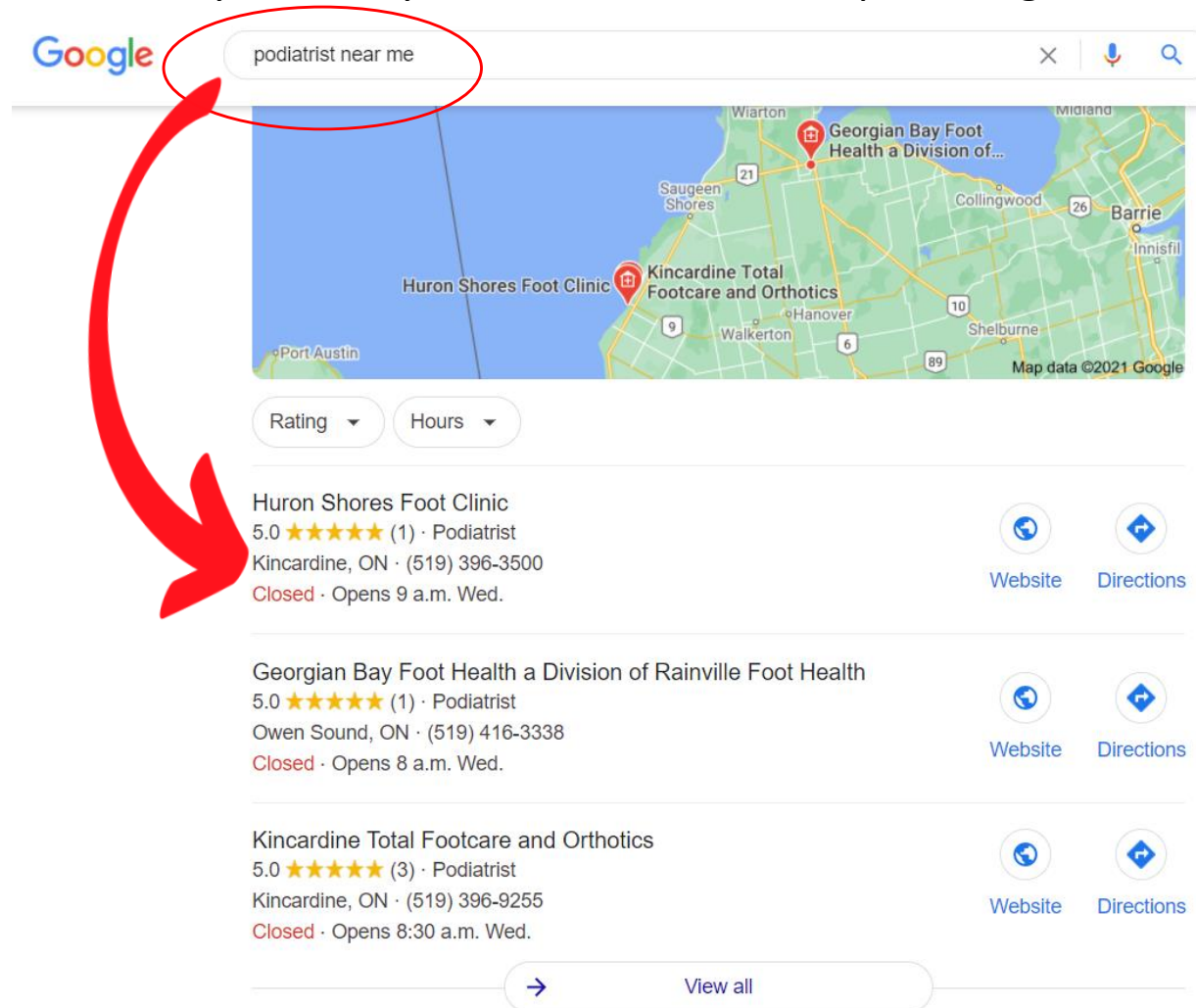




Why Having a GMB Profile Matters

1. Crucial for Local SEO

- If you want your business to show up in Google's Local Pack

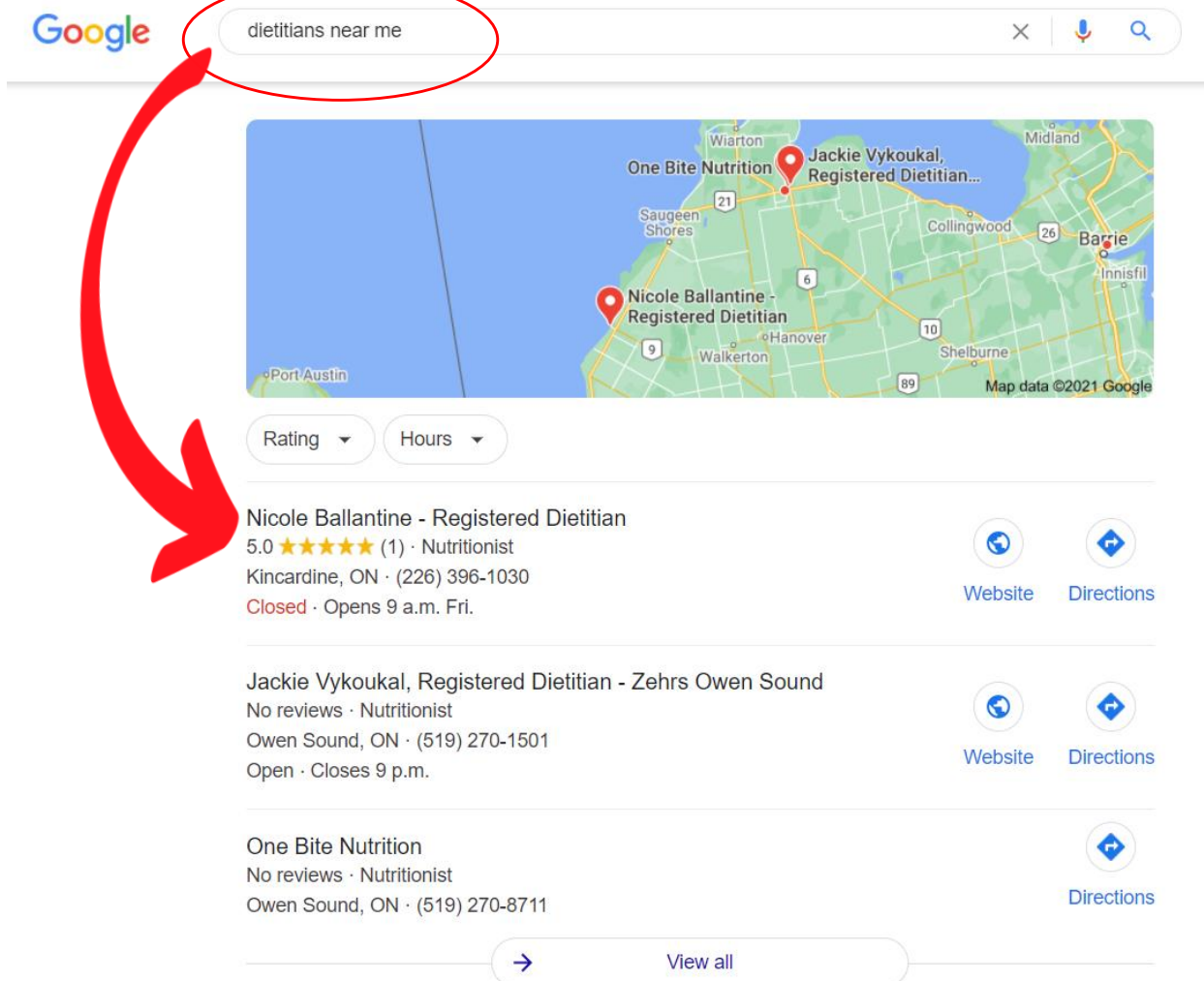




Why Having a GMB Profile Matters

1. Crucial for Local SEO

- If you want your business to show up in Google's Local Pack





Why Having a GMB Profile Matters

1. Crucial for Local SEO

- If you want your business to show up in Google's Local Pack
- Have a Knowledge Bank (Business Profile)
- Show Up on the Map

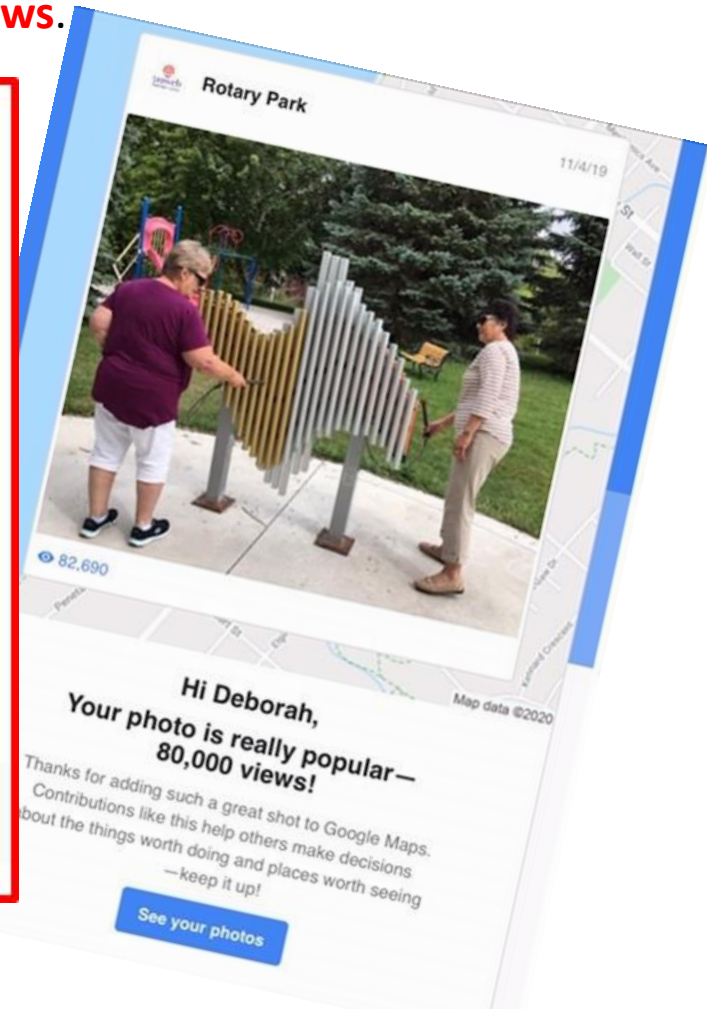
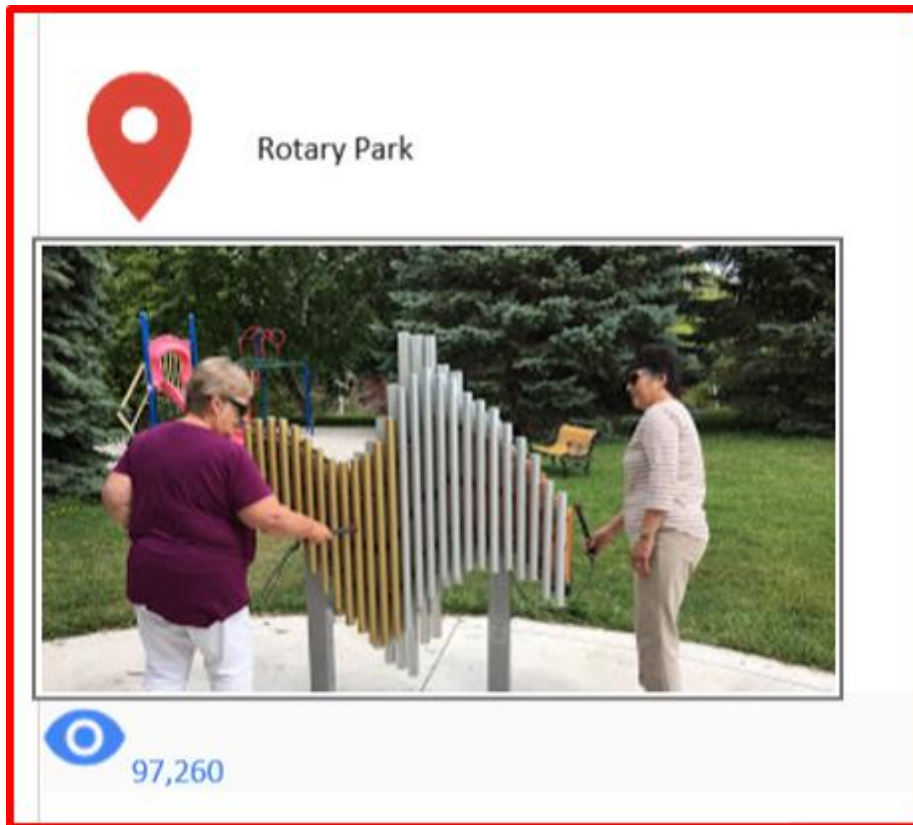
The screenshot illustrates the three key components of a Google My Business (GMB) profile's visibility:

- 1 LOCAL PACK**: A list of search results for "dietitians near me". The first result is Nicole Ballantine - Registered Dietitian, 5.0 stars (1 review), Nutritionist, Kincardine, ON. Other results include Nourishing Embrace and Jackie Vykoukal.
- 2 KNOWLEDGE BANK (PROFILE)**: A detailed view of Nicole Ballantine's profile. It includes her name, title, 5.0 star rating (1 Google review), address (770 Queen St, Kincardine, ON N2Z 2X4), hours (Closed, Opens 9 a.m. Fri.), phone ((226) 396-1030), and province (Ontario). It also features links for Website, Directions, Save, and Call, and a "Suggest an edit" button.
- 3 PINPOINT on the MAP**: A map view showing the location of Nicole Ballantine - Registered Dietitian marked with a red pin. The map includes labels for nearby locations like Port Austin, Bad Axe, and Fort Gratiot.



Why Having a GMB Profile Matters

1. Crucial for Local SEO
 - If you want your business to show up in Google's Local Pack | Profile | Map
2. REVIEWS! It's a great place to **collect reviews**.





Why Having a GMB Profile Matters

1. Crucial for Local SEO
 - If you want your business to show up in Google's Local Pack
2. REVIEWS! It's a great place to **collect reviews**.

The screenshot shows a Google search for "restaurants near me". The results list several restaurants, including "The Bruce Kincardine", "Saffron", "Jean's Family Restaurant", and "Pizza Hut Kincardine". A red arrow points from the text "collect reviews" in the list above to the "699 Google reviews" link on the "The Bruce Kincardine" profile. The profile for "The Bruce Kincardine" is highlighted, showing its 4.1 star rating, 699 Google reviews, and a "RESERVE A TABLE" button. The profile also lists services like Dine-in, Curbside pickup, and No-contact delivery, along with the address, hours, and phone number. A map on the right shows the location of "The Bruce Kincardine" in Kincardine, ON, near Lake Huron and Highway 21.

Google

restaurants near me

Rating Cuisine Price Hours

Dine-in Curbside pickup No-contact delivery

The Bruce Kincardine

4.1 ★★★★★ (699) · \$\$ · Steak

Kincardine, ON

Closed · Opens 11 a.m. Wed.

Dine-in Curbside pickup No-contact delivery

Saffron

4.8 ★★★★★ (191) · \$\$ · Restaurant

Port Elgin, ON

Closed · Opens 4 p.m. Wed.

No delivery · Takeout

Jean's Family Restaurant

4.2 ★★★★★ (204) · \$ · Restaurant

Kincardine, ON

Closed · Opens 6 a.m. Wed.

Takeout

Pizza Hut Kincardine

4.5 ★★★★★ (103) · \$\$ · Pizza

Kincardine, ON

Closed · Opens 11 a.m. Wed.

Family friendly chain known for its made-to-order pizzas.

The Bruce Kincardine

Website Directions Save Call

4.1 ★★★★★ 699 Google reviews

\$\$ · Steak house

RESERVE A TABLE

Dine-in Curbside pickup No-contact delivery

Address: 750 Queen St, Kincardine, ON N2Z 2Y2

Hours: Closed · Opens 11 a.m. Wed. Updated by business 3 weeks ago

Health and safety: Mask required · More details

Phone: (519) 396-5100

Order: tbdine.com

Suggest an edit · Own this business?

Know this place? Share the latest info

Map showing locations: Inverhuron, 21 Chopstix, Patz P, Lake Huron Highland, Lorne Beach, Slade, Godfather Pizza, The Tartan Tusk Pub and Eatery, Akima house, Millartown, Pine River, Clarks Church, Lurgan Beach, Point Clark, Reid's Corners, Verduin, Ripley, Purple, Amberley.



1

Support
Local
Businesses

Get Found Online!

Let's Talk about **REVIEWS!**

8 8,994

Date ▾



Huron Shores Foot Clinic

467 Queen St, Kincardine, ON N2Z 2J4

1,438



Southampton Olive Oil Company

2-173 High St, Southampton, ON N0H 2L0

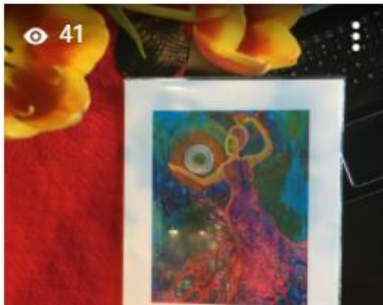
4,294



Susan Seitz Artist

203 Elgin St, Walkerton, ON N0G 2V0

41



3,077



Leave
Reviews
and Post
Photos!



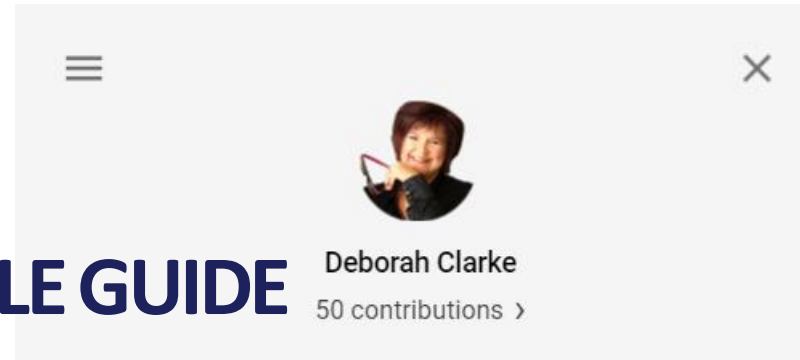
2

Support
Local
Community

REVIEWS

What can you do?

Become a LOCAL GOOGLE GUIDE



1. You Need a Google Account

- [Accounts/google.com](https://accounts.google.com)

2. If you already have a Google Account

- Sign up as a **Local Guide**
- <https://www.google.com/localguides/signup>

- Share your discoveries with the world
- Support your local community

Google

Sign in

Use your Google Account

Email or phone

[Forgot email?](#)

Not your computer? Use Guest mode to sign in privately.
[Learn more](#)

[Create account](#)

Next

English (United Kingdom) ▾ Help Privacy Terms



REVIEWS

Are like currency online ...

BE GENEROUS

1. Support your local businesses with **positive reviews** (on GMB, FB, LinkedIn, TripAdv)
2. Support your local community become a **LOCAL GOOGLE GUIDE.**

Support
Local
Businesses

Support
Local
Community



So we've established having a ...

Google My Business profile matters

1. For being found online (Local SEO)

- Gets you moving up the ranks of the Google Local Pack
- Gets you a Google My Business Profile page
- Gets you on the Google Map (pinpoint)

2. To collect **Reviews**

Support
Local
Businesses

Support
Local
Community



So Let's Get You Found Online!

2. How to Set Up a GMB Profile

Start with a fresh Google page

<https://Google.com>

Gmail Images



Google Search

I'm Feeling Lucky

Google offered in: [Français](#)



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PINPOINT LOCAL

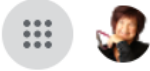


Get Found Online!

If not logged into Google go to
<https://accounts.google.com>
to login or to sign up

2. How to Set Up a GMB Profile

Gmail Images



Google



Google Search

I'm Feeling Lucky

Google offered in: [Français](#)



Account



Search



Maps



YouTube



Play



Gmail



Drive



Calendar



Translate



Photos



Images



News



Get Found Online!

NOT THE RIGHT ACCOUNT?
- Check for your Business Account

2. How to Set Up a GMB Profile



Google Search

I'm Feeling Lucky

Google offered in: Français

Gmail Images

Google Account
Deborah Clarke

Deborah Clarke

Manage your Google Account

Deborah Clarke
deborah@519Web.com

+ Add another account

Sign out of all accounts

Privacy Policy • Terms of Service



Get Found Online!

You will know you've got the right GOOGLE ACCOUNT when you see the BLUE HOUSE! That's Your GMB Profile Page!

2. How to Set Up a GMB Profile

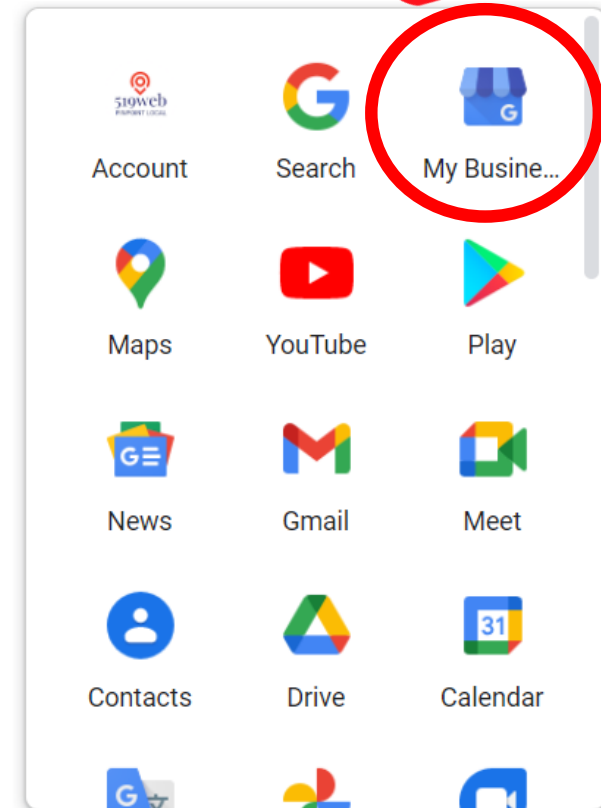


Google Search

I'm Feeling Lucky

Google offered in: [Français](#)

Gmail Images



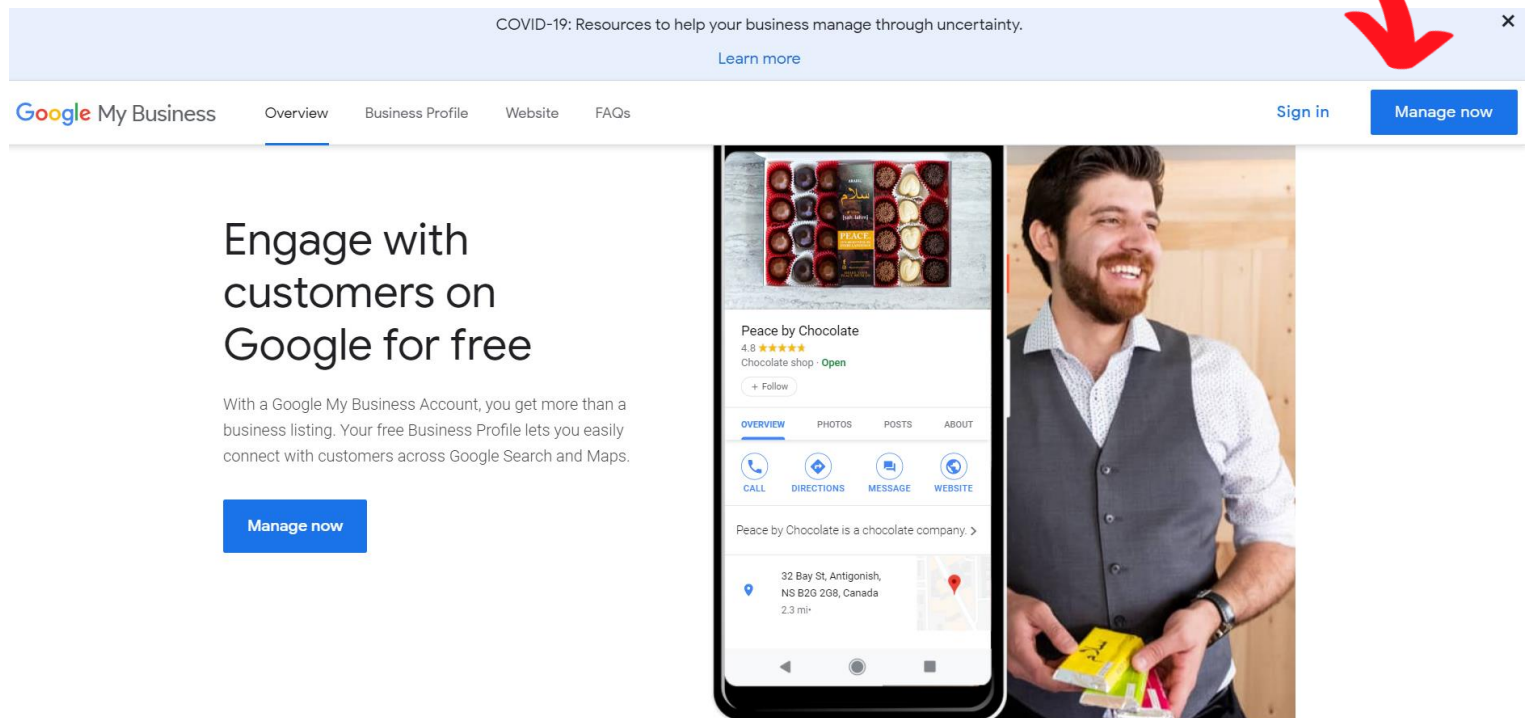


2. How to Set Up a GMB Profile

Let's Get Started!

<https://business.google.com>

CLICK MANAGE NOW



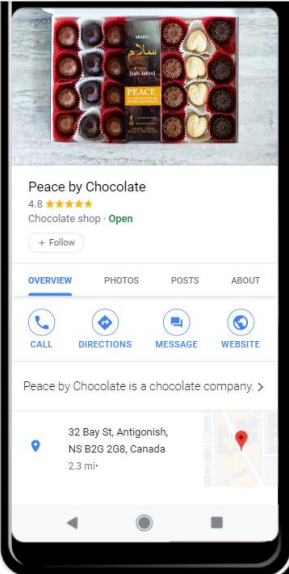
COVID-19: Resources to help your business manage through uncertainty. [Learn more](#)

Google My Business Overview Business Profile Website FAQs 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




Peace by Chocolate
4.8 ★★★★★
Chocolate shop · Open
+ Follow

OVERVIEW PHOTOS POSTS ABOUT

CALL DIRECTIONS MESSAGE WEBSITE

Peace by Chocolate is a chocolate company. >

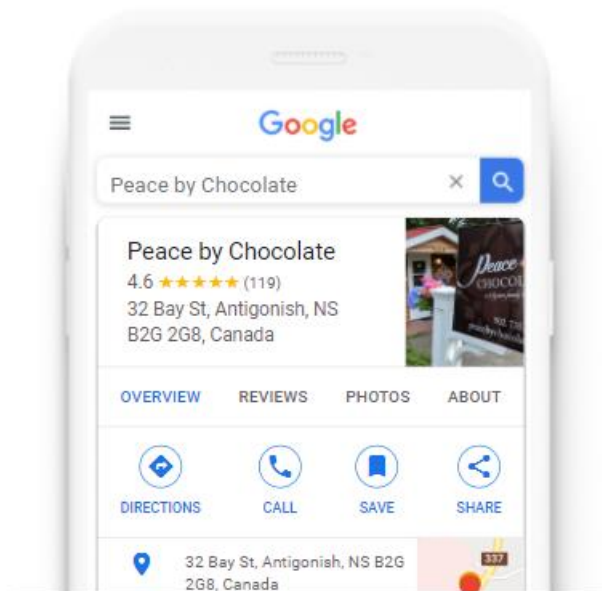
32 Bay St, Antigonish, NS B2G 2G8, Canada
2.3 mi





2. How to Set Up a GMB Profile

Let's Get Started!



Find and manage
your business



Can't find your business?

[Add your business to Google](#)





2. How to Set Up a GMB Profile

Let's Get Started!

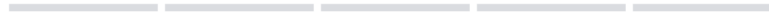
← What's the name of your business?



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



Next



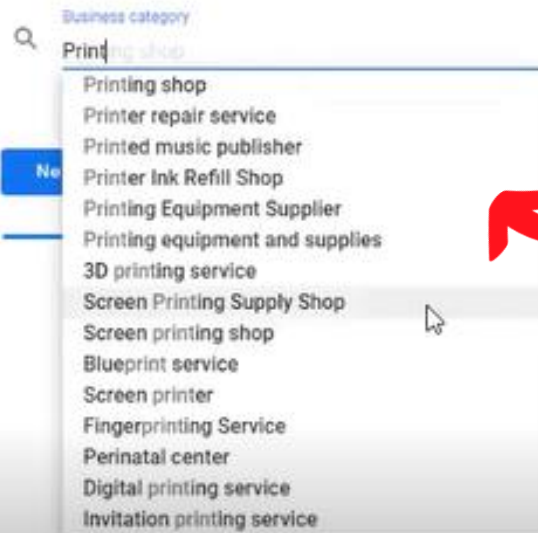


2. How to Set Up a GMB Profile

Let's Get Started!

← Choose the category that fits your business best

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



Categories:

- Custom T-Shirt Store
- Screen Printer
- Screen Printing Shop
- Print Shop



2. How to Set Up a GMB Profile

Let's Get Started!

LOCATION

Has to be a real address.

Can't be P.O.Box.

Need Address to be on the Map.

**Google needs mailing address to
'verify' your business.**



2. How to Set Up a GMB Profile

Let's Get Started!

SERVICE AREAS

**If you deliver service outside of
your physical address (list all):**

County of Bruce
Kincardine, ON
Walkerton, ON
Ripley, ON
Tiverton, ON
Port Elgin, ON
Saugeen Shores, ON
Tobermory, ON





2. How to Set Up a GMB Profile

Let's Get Started!

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 12 days to arrive

Contact name

Mail



More options



519web
PINPOINT LOCAL



2. How to Set Up a GMB Profile

Let's Get Started!

A postcard is coming!

You'll get a postcard with your verification code and next steps in about **12 days**.



Continue



2. How to Set Up a GMB Profile

The screenshot shows the Google My Business dashboard for 'Divine Designs'. The left sidebar contains a menu with options: Home, Posts, Info, Insights, Reviews, Messages, Photos, Products, Services, Website, and Users. The main content area features several cards:

- Stay connected during COVID-19**: Includes links to 'Update online appointments', 'Update business hours', and 'Post your COVID-19 update'. A 'NEW' badge is next to the first link.
- Pending verification**: States 'You requested a verification postcard on Mar 8, 2021. Most postcards arrive within 12 days. Learn more'.
- Complete your Business Profile**: Shows a progress bar at 65% and links to 'Add description' and 'Add logo'.
- Get custom email you@yourbusiness**: Includes a 'Get started' button.
- Have news to share with your customers?**: Includes a 'Create post' button.
- Add a manager to your business**: Includes a 'Send invite' button.
- Google Virtual Tours**: Includes a 'Get started' button.

On the right side, there is a grid of app icons: Account, Search, My Business, Maps, YouTube, Play, News, Gmail, Meet, Contacts, Drive, and Calendar.

At the bottom, a banner reads: 'Get full access to your Business Profile'.

Amy Richards Devine Designs GMB SET UP



2. How to Set Up a GMB Profile

The screenshot shows the Google My Business dashboard for 'Divine Designs'. The left sidebar contains a navigation menu with options: Home, Posts, Info, Insights, Reviews, Messages, Photos, Products, Services, Website, and Users. The main content area features several cards: 'Stay connected during COVID-19' with links to update appointments, hours, and posts; 'Get custom email you@yourbusiness' with a 'Get started' button; 'Have news to share with your customers?' with a 'Create post' button; 'Add a manager to your business' with a 'Send invite' button; 'Complete your Business Profile' showing a 65% completion status with links to add description and logo; and 'Google Virtual Tours' with a 'Get started' button. A 'Pending verification' warning is also present. On the right, a grid of Google services is visible, with 'My Business' highlighted by a red circle. The top of the browser shows the URL 'business.google.com/dashboards/1/06299199515292579040?hl=en' and the Google My Business logo.

Amy Richards Divine Designs GMB SET UP



2. How to Set Up a GMB Profile

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Amy Richards Devine Designs GMB SET UP



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Divine Designs - Dashboard

business.google.com/dashboard/1/06299199515292579040?hl=en

Google My Business

Divine Designs

Joseph St
Saugueen Shores, ON N0H 2C2

Home

Posts

Info

Insights

Reviews

Messages

Photos

Products

Services

Website

Users

Create an ad

Get custom Gmail

Add new business

Businesses

Stay connected during COVID-19

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

Update online appointments

Update business hours

Post your COVID-19 update

NEW

Get custom email you@yourbusiness

Give everyone on your team a professional Gmail address with Google Workspace. [Learn more](#)

Get started

Have news to share with your customers?

Tell customers about events, promotions, or products. [Learn more](#)

Create post

Add a manager to your business

Invite more users to manage your Business Profile

Send invite

Complete your Business Profile

Improve your local search ranking and help your customers with a complete profile

65%

Add description

Add logo

Google Virtual Tours

Enhance your online visibility and draw traffic to your business with a 360 interactive experience.

Get started

Account

Search

My Business

Maps

YouTube

Play

News

Gmail

Meet

Contacts

Drive

Calendar

Amy Richards Divine Designs GMB SET UP



2. How to Set Up a GMB Profile

The screenshot shows the Google My Business dashboard for 'Divine Designs'. The left sidebar contains a menu with options: Home, Posts, Info, Insights, Reviews, Messages, Photos, Products, Services, Website, and Users. A green arrow points to the 'Info' option, and another green arrow points to the 'Photos' option. The main content area includes several cards: 'Stay connected during COVID-19' with links to update appointments, hours, and post updates; 'Get custom email you@yourbusiness' with a 'Get started' button; 'Have news to share with your customers?' with a 'Create post' button; 'Add a manager to your business' with a 'Send invite' button; and 'Complete your Business Profile' which shows a 65% completion progress bar and links to 'Add description' and 'Add logo'. A red circle highlights the 'Complete your Business Profile' section. A red arrow points from the 'Info' menu item to the 'Complete your Business Profile' section. On the right, a grid of Google services is visible, with 'My Business' highlighted by a red circle.

Divine Designs - Dashboard

business.google.com/dashboard/1/06299199515292579040?hl=en

Google My Business

Divine Designs

Joseph St
Saugueen Shores, ON N0H 2C2

Home

Posts

Info

Insights

Reviews

Messages

Photos

Products

Services

Website

Users

Create an ad

Get custom Gmail

Add new business

Businesses

Stay connected during COVID-19

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

Update online appointments

Update business hours

Post your COVID-19 update

Get custom email you@yourbusiness

Give everyone on your team a professional Gmail address with Google Workspace. [Learn more](#)

Get started

Have news to share with your customers?

Tell customers about events, promotions, or products. [Learn more](#)

Create post

Add a manager to your business

Invite more users to manage your Business Profile

Send invite

Complete your Business Profile

Improve your local search ranking and help your customers with a complete profile

65%

Add description

Add logo

Google Virtual Tours

Enhance your online visibility and draw traffic to your business with a 360 interactive experience

Get started

Account

Search

My Business

Maps

YouTube

Play

News

Gmail

Meet

Contacts

Drive

Calendar

Amy Richards Divine Designs GMB SET UP



2. How to Set Up a GMB Profile

The screenshot shows the Google My Business dashboard for 'Divine Designs'. The left sidebar contains a menu with items: Home, Posts, Info, Insights, Reviews, Messages, Photos, Products, Services, Website, and Users. Annotations include yellow arrows pointing to 'Posts' and 'Products', and green arrows pointing to 'Info' and 'Photos'. The main content area features several cards: 'Stay connected during COVID-19' with links to update appointments, hours, and COVID-19 updates; 'Get custom email you@yourbusiness' with a 'Get started' button; 'Have news to share with your customers?' with a 'Create post' button; 'Add a manager to your business' with a 'Send invite' button; and 'Complete your Business Profile' which shows a 65% completion progress and links to 'Add description' and 'Add logo'. A red circle highlights the 'Complete your Business Profile' section. A red arrow points from the 'Info' menu item to this section. On the right, a grid of Google services is shown, with 'My Business' highlighted by a red circle. The top of the browser window shows the URL 'business.google.com/dashboard/1/06299199515292579040?hl=en'.

Amy Richards Divine Designs GMB SET UP



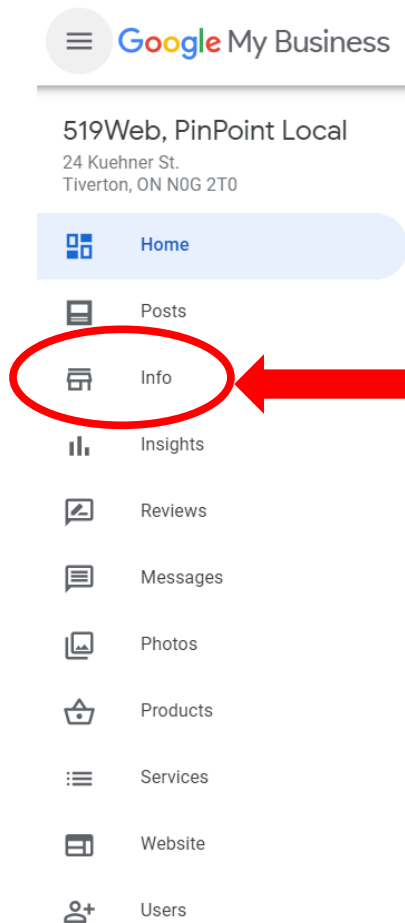
LASTLY .. A Few Tips!

3. How to Optimize Your GMB Profile



LASTLY .. A Few Tips!

3. How to Optimize Your GMB Profile



TIP 1: COMPLETE INFO

You don't have to have 100% complete info (according to GMB standards) but the more complete your profile the better for searches.

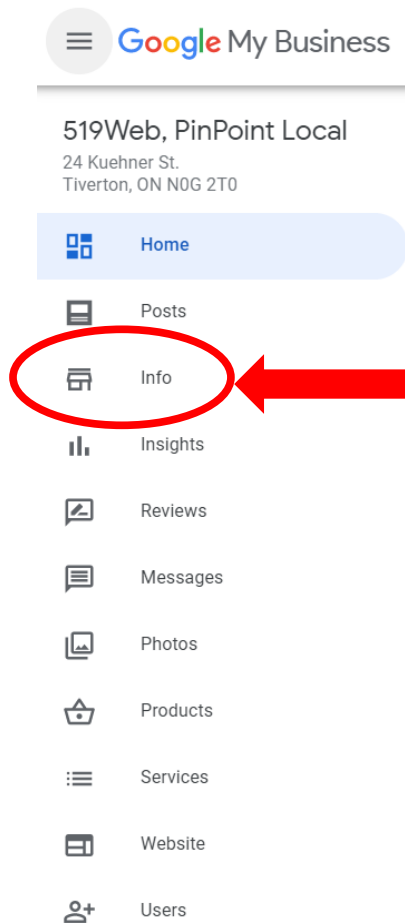
Having a WEBSITE makes a difference and will rank you higher over someone who doesn't have a website.

Things like length of time you've been in business, had a website and had a GMB profile also helps you in searches.



LASTLY .. A Few Tips!

3. How to Optimize Your GMB Profile



TIP 2: SECONDARY CATEGORIES

By going in this “Info” section you are able to **add secondary category options for your listing**. Add one or two additional categories if you wish, but make sure they are relevant to your business.

Trying to add other categories that are not relevant (or too many) in order to rank for them can get your listing suspended.

3. How to Optimize Your GMB Profile

SECONDARY CATEGORIES

Google search for "custom printing near me" results in a map showing several print shops in the Greater Toronto Area.


Austin Graphics
3.8 ★★★★★ (4) · Print shop
7+ years in business · Owen Sound, ON · (519) 376-2116
Closed · Opens 8 a.m. Tue.
No online appointments · On-site services not available

Freestyle Cartel
5.0 ★★★★★ (1) · Custom t-shirt store
(519) 386-2492
Closed · Opens 8:30 a.m. Tue.
Their website mentions screen printing

Traces Screen Printing Ltd.
4.9 ★★★★★ (173) · Screen printer
35+ years in business · Waterloo, ON · (519) 746-3340
Closed · Opens 8 a.m. Tue.
"Excellent service and great quality printing, fast turn around time;"

Add all of these categories to your Google My Business Page:

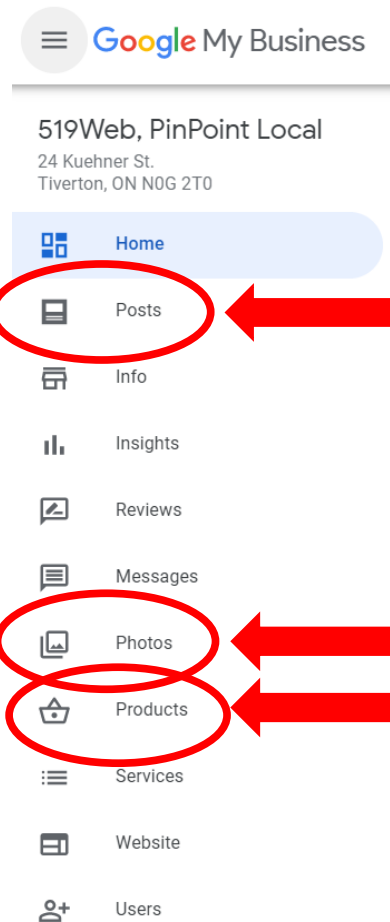
- Print Shop
- Custom t-shirt store
- Screen Printer





LASTLY .. A Few Tips!

3. How to Optimize Your GMB Profile



TIP 3: ADD CONTENT

Continue to update your GMB profile with **Posts** (like any social media platform).

Add **Photos** and **Products** to your profile.

Remember the 'search' aspect of your profile.

Add information about all products and services you offer (can include pricing or not)



LASTLY .. Get Found Online!

3. How to Optimize Your GMB Profile



519Web, PinPoint Local
24 Kuehner St.
Tiverton, ON N0G 2T0

Home

Posts

Info

Insights

Reviews

Messages

Photos

Products

Services

Website

Users

TIP 4:

GOOGLE LIKES ... Posts, Photos, Products

QUALITY INFORMATION & PHOTOS (Original)

CONSISTENCY of Reviews, Photos

QUANTITY of Reviews, Photos, Information



**HOPE THIS HAS HELPED YOU
TO UNDERSTAND HOW A GOOD
GMB PROFILE CAN BENEFIT...**

Get Your Business
Found Online!



Don't Forget to Leave a
Google Review:

Search in Google:
519 Web, Kincardine

I see every single one of them
And I will reply!

Thank you.
deborah@519web.com

Q & A