

York Small Business Enterprise Centre Presents:

# HOW TO SETUP GOOGLE MY BUSINESS

keynote speaker Maryam Golabgir



# My Name is

Maryam Golabgir (Chief Amazement Officer of Digital Marketing Experts)

Maryam Golabgir is a digital marketing veteran with over 17 years of experience. She has worked in the Telecommunications, E-commerce, IPTV, A.I. Development, Broadband Alliance, and Financial industries. Maryam has worked with many B2B and B2C clients across many industries such as Sheridan Communications, Group of Gold Line, McFees Constructions, Snapd, Niche Decor, Roxborough Realty Group, Clifton Blake Asset Management, Ontario College of Social Workers and Social Service Workers and the Ontario Motor Vehicle Industry Council (OMVIC), among others.

Maryam believes creating a sustainable digital marketing strategy will require a sharp vision and loads of metrics to accompany digital plans. Maryam's digital expertise is in Social Media Marketing strategies, Website Development, Search Engine Marketing and Optimization, Online Advertising and Video / Mobile Marketing.





# Message me anytime you want...

Maryam's Contact information:

Email: [maryam.golabgir@digitalmarketingexperts.ca](mailto:maryam.golabgir@digitalmarketingexperts.ca)

Office: 416-848-7692 Mobile: 416-629-9876

Website: [www.digitalmarketingexperts.ca](http://www.digitalmarketingexperts.ca)

Facebook: @DigitalMarketingExperts

Twitter: @eforblog

LinkedIn: /maryamgolabgir/



google my business



[All](#) [Images](#) [News](#) [Videos](#) [Maps](#) [More](#)

[Settings](#) [Tools](#)

About 9,230,000,000 results (0.54 seconds)

Ad · [www.google.com/](http://www.google.com/) ▾

## Google My Business™ | Connect with customers

Give customers more ways to connect and transact with your **business**. **Google My Business™** lets you update your **Business** Profile and engage with your customers. It's Free. Show up when it matters. Post on Search and Maps. Show up on **Google**.

### Verify your business

Take charge of what people see  
All for free

### Create a free website

Build and publish in minutes  
Get your business online today

### Post updates and offers

Get customers by sharing what's new  
Start posting on Google

### Add a booking button

Let customers book right away  
Track bookings coming from Google

[www.google.com](http://www.google.com) > [intl](#) > [en\\_ca](#) > [business](#) ▾

## Google My Business – Drive Customer Engagement on Google

With a Google My Business Account, you get more than a business listing.

### Business Profile

Stand out on Google with a free Business Profile. More than just ...

### About Google My Business

Google My Business is a free and easy-to-use tool for businesses ...

### Business Profile - Google My ...

Stand out on Google with a free Business Profile. More than just ...

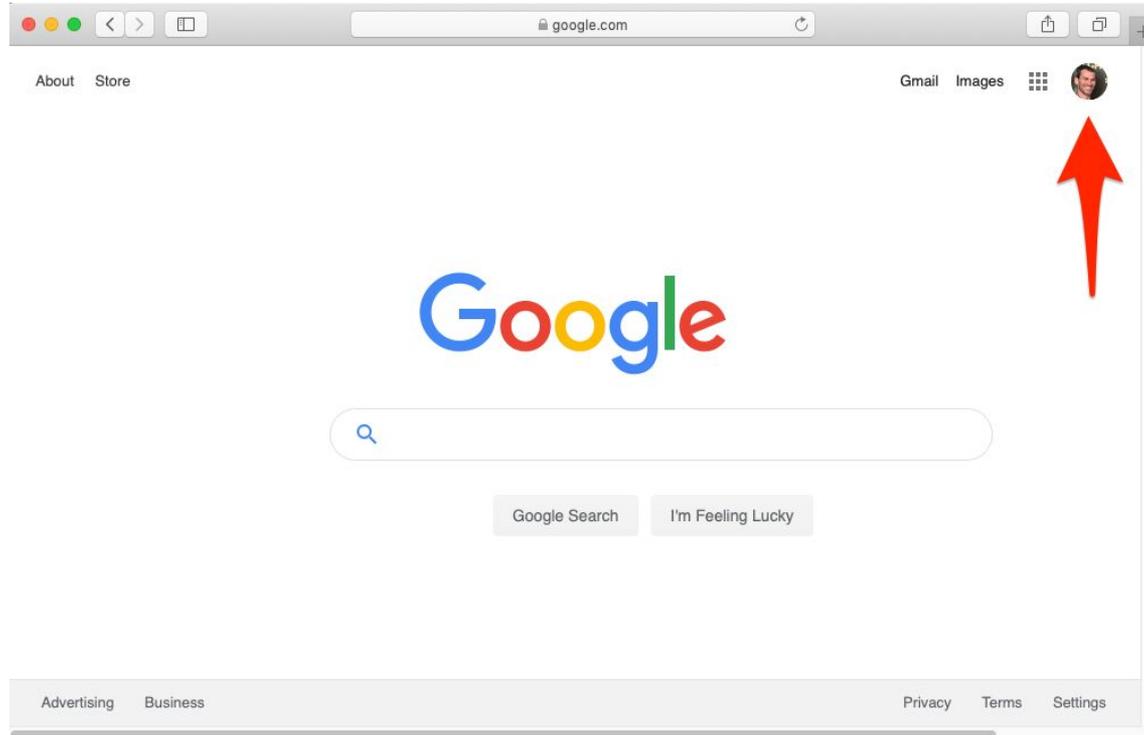
### Guidelines for representing ...

Additional guidelines for authorized representatives. Any ...

[More results from google.com »](#)



**Step 1:** Log into the Google Account you want associated with your business (or create a Google Account if you don't already have one).





×

Google

Sign in with your Google Account



✕

Next

[Find my account](#)

[Create account](#)

One Google Account for everything Google



^

v







## Sign in

with your Google Account

Email or phone

[More options](#)



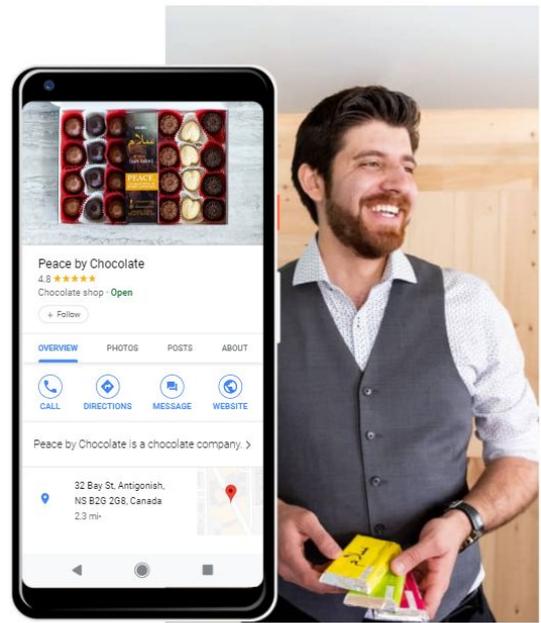


**Step 2:** Go to [google.com/business](https://google.com/business) and select "Start now" in the top right-hand corner.

## Engage with customers on Google for free

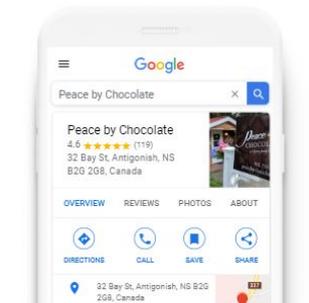
With a Google My Business Account, you get more than a business listing. Your free Business Profile lets you easily connect with customers across Google Search and Maps.

[Manage now](#)





### Step 3: Enter your business name.



Find and manage  
your business

🔍

Can't find your business?

[Add your business to Google](#)





## Step 3: Enter your business name



← What's the name of your business?

Business name  
 Digital marketing Experts

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

Next





## Step 3: Enter your business category.

### ← 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

Advertising agency

Advertising agency

Next





**Step 4:** If you go to your *customers'* locations, rather than having them come to you, check the box "I deliver goods and services to my customers." And if you work out of your house or another address you don't want publicly shown, Check "Hide my address (it's not a store) Only show region." Finally, select your Delivery area.

← 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





## Step 5: Enter your business address.

### ← Where do you serve your customers? (optional)

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

Search and select areas



Aur|

**Aurora**  
CO, USA

**Aurora**  
IL, USA

**Aurora**  
ON, Canada

**Aurora**  
MO, USA

**Aurora**  
OH, USA





## Step 6: Add your business phone number or website.

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

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

Contact phone number

  14166299876

Current website URL

  www.digitalmarketingexperts.ca

I don't need a website

Get a free website based on your info.

[See details](#)

Next





**Step 7:** Choose a verification option. If you're not ready to verify your business yet, click "Try a different method" → "Later."

← Finish and manage this listing

You'll be able to manage **Digital marketing Experts** on Google.

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

Finish





## **How to Verify Your Business on Google**

There are several ways to verify your Google My Business listing:

By postcard

By phone

By email

Instant verification

Bulk verification





## 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

### Bagels & Books

1 Candy Ln, Brockton, MA 02301-2807, United States



### Try a different method

More ways to verify





## Postcard Verification

**Step 1:** If you aren't already logged into Google My Business, sign in now and choose the business you want to verify. (If you're already logged in, you'll be at the verification step.)

**Step 2:** Make sure your business address is correct. Optional: Add a contact name -- that's who the postcard will be addressed to.

**Step 3:** Click "Mail." The postcard should reach you in five days -- make sure you don't edit your business name, address, or category (or request a new code) before it comes, because this could delay the process.

**Step 4:** Once you've gotten the postcard, log into Google My Business. If you have more than one business location, select the location you want to verify. If you only have one, select "Verify now."

**Step 5:** In the Code field, enter the five-digit verification code on your postcard. Click "Submit." If your postcard never shows up, or you lose it, you can request a new code by signing into Google My Business and clicking the "Request another code" blue banner at the top of the screen.





### **Phone verification**

Google lets some businesses verify their location by phone. If you're eligible, you'll see the "Verify by phone" option when you start the verification process.

**Step 1:** If you aren't already logged into Google My Business, sign in now and choose the business you want to verify. (If you're already logged in, you'll be at the verification step.)

**Step 2:** Make sure your phone number is correct, then choose "Verify by phone."

**Step 3:** Enter the verification code from the text you receive.





Go to the Google My Business dashboard, click the listing you'd like to work on, select "Info," and then choose a section to fill out or update.

Add as much information and media as you can, including a business profile photo, the area you serve, your hours, attributes (e.g. "wheelchair accessible," "free wifi"), the day and year you opened, and a public phone number and website URL.

Anyone can "suggest an edit" to your listing, so it's important to A) get everything right the first time (so you don't encourage random people to make their own changes) and B) periodically log into your GMB dashboard and make sure all the details look right.



Digital Marketing Experts

482 Queen St  
Newmarket, ON L3Y 2H4

- Home
- Posts
- Info
- Insights
- Reviews
- Messaging
- Photos
- Services
- Website
- Users

---

- Create an ad
- Add new location

---

- Manage locations
- Linked accounts
- Settings
- Support



Digital Marketing Experts

Internet marketing service  
Marketing agency  
Web Designer  
Advertising agency  
Web hosting company  
Marketing consultant

482 Queen St Newmarket, ON L3Y 2H4

Add service area

|  |           |                 |
|--|-----------|-----------------|
|  | Sunday    | Closed          |
|  | Monday    | 7:30 AM–4:00 PM |
|  | Tuesday   | 7:30 AM–4:00 PM |
|  | Wednesday | 7:30 AM–4:00 PM |
|  | Thursday  | 7:30 AM–4:00 PM |
|  | Friday    | 7:30 AM–4:00 PM |
|  | Saturday  | Closed          |

5/18/20 Open 24 hours

(416) 848-7692

Your business is live on Google

View on Search

View on Maps

Share your Business Profile

Close this business on Google

You can mark this business as temporarily or permanently closed. You can also remove it from your account.

[Mark as temporarily closed](#)

[Mark as permanently closed](#)

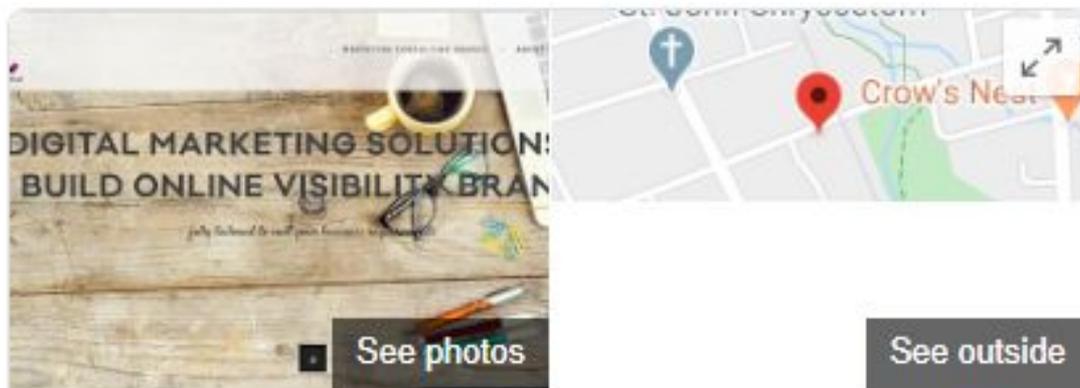
[Remove listing](#)

Google Assistant calls

Advanced information

Store code Digitalmarketingexperts

Labels Social Media Marketing  
Mobile Marketing  
Search Engine Marketing  
Search Engine Optimization



## Digital Marketing Experts



[Website](#)

[Directions](#)

[★ Saved](#)

5.0 ★★★★★ 6 Google reviews

Internet marketing service in Newmarket, Ontario

 You manage this Business Profile 

**Address:** 482 Queen St, Newmarket, ON L3Y 2H4

**Hours:** Open · Closes 4 p.m. ▾

**Phone:** (416) 848-7692





Home



**Info**



Photos



Website



Users



Create an ad



Add new location



Manage locations



Settings



Support





Digital Marketing Experts

100 reviews • 4.8 (1,234 reviews)

- Home
- Posts
- Info
- Images
- Reviews
- Messaging
- Photos
- Services
- Insights
- Users
- Check us out
- Add more location
- Manage location
- Linked accounts
- Settings





- Digital Marketing Experts  
482 Queen St  
Newmarket, ON L3Y 2H4
- Home
- Posts
- Info
- Insights
- Reviews
- Messaging
- Photos
- Services**
- Website
- Users
- Create an ad
- Add new location
- Manage locations
- Linked accounts
- Features

**Internet marketing service** Delete

- Search Engine optimization >
- Social Media Marketing >
- Search Engine Marketing >
- Online Advertising >
- PPC advertising >
- Social Media Advertising >
- [+ Add another service](#)

**Marketing agency** Delete

- Video Marketing >
- Digital Marketing services >
- Search Engine Marketing >
- Search Engine Optimization >
- Crowdfunding Marketing >
- [+ Add another service](#)

**Web Designer** Delete

- Application development >
- Mobile app development >
- Software development >
- Website development >
- [+ Add another service](#)

**Advertising agency** Delete

- [+ Add another service](#)

**Web hosting company** Delete

- Application development >
- [+ Add another service](#)

**Marketing consultant** Delete

- Digital Marketing Consultant >
- [+ Add another service](#)

[Add another business category](#)





# The Benefits of Google My Business





# 1. GMB Allows You to Appear in Maps and Local Pack Listings

Notice the highly visible map and the list of business names that appear right on top of the page whenever you search for places on Google? That's called the Local Pack, and there are two reasons why you should pay attention to it.





Rating ▾ Thai ▾ Price ▾ Hours ▾

### Arawan Thai Bistro and Dessert

4.6 ★★★★★ (391) · \$\$ · Thai

953 E Sahara Ave E-14

Relaxed dining & modern offerings



### Weera Thai

4.6 ★★★★★ (772) · \$\$ · Thai

3839 W Sahara Ave Ste 7-9

Cozy spot for Southeast Asian flavors



### Krung Siam Thai Restaurant

4.3 ★★★★★ (363) · \$\$ · Thai

3755 Spring Mountain Rd

Cozy spot for Thai fare & live music



☰ [More places](#)





## **It's Highly Visible**

The Local Pack takes up huge real estate on page one of Google search results, and it's the first thing any Google user will see after they type in their query.

## **It Enables Users to See the Information They Need at a Glance**

The Local Pack is a Search Engine Results Page (SERP) which displays the places related to your search. It also includes a bunch of other relevant information that any potential customer might want access to — where it's located on the map, the business's contact number in case potential customers have additional questions or want to make a quick reservation, store hours, and even the establishment's star rating. It's a convenient feature for both the business and the customers.





## 2. GMB Allows People to Leave Reviews of Your Business

### Veggie House

5115 Spring Mountain Rd #203, Las Vegas, NV

[Write a review](#)

4.7 ★★★★★ 660 reviews

Sort by: Most relevant ▾



**Local Guide** · 85 reviews · 160 photos

★★★★★ a month ago

We went as a large family, everyone loved it including the kids. The food and service was terrific. Everything is good and they can modify the spice level upon request. I highly recommend this place for all.

Like



**Local Guide** · 17 reviews · 5 photos

★★★★★ 2 months ago

Visited last Dec 2018 based on Google rating. I am glad we drove. It is in an Asian store shopping center and not a fancy area. But well worth the drive or Uber ride. Excellent food. Highly recommend the Vegan sushi if they offer it.





One must never underestimate the power of customer reviews, especially when it comes to search rankings. Thus, if you want your business to be visible in the search results, using GMB to make it easy for your customers to leave positive feedback about your business is a must. Here are other reasons why you need people to leave reviews.





Reviews Improve Local SEO

Reviews Increase Sales

Reviews Show What Customers Think About Your Business





K

6 reviews

★ ★ ★ ★ ★ 5 months ago

Unreliable - waited 2 days before they could send anyone out. I was told the plumber would be arriving between 1-3pm. When the plumber had not arrived by 3pm I called to ask if he was on his way - was told it would probably be another hour before he would get to me. I told them I could not wait any longer. I called another plumbing company and they were able to take care of my plumbing needs right away.



Like

**Response from the owner** 5 months ago

We are truly sorry you had this experience with our company. We understand that your time is valuable and when we did not arrive within the scheduled window time we let you down. We have taken your feedback into consideration and we will work to improve our systems. Glad you were able to resolve your plumbing issue. Thank you for considering our company.



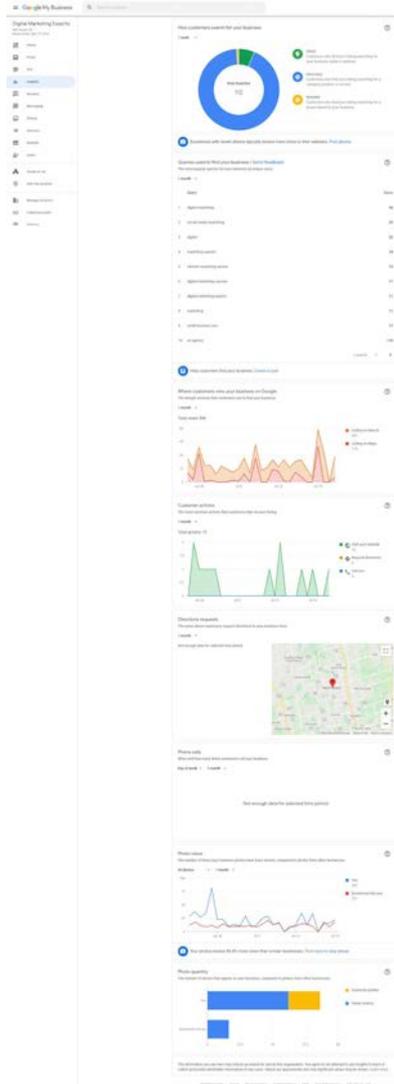


# GMB Provides Insights That Give You Helpful Information

GMB is a helpful tool for your business. It not only promotes your product or service, it also helps you understand the market.

How is this possible?







## 4. It's Free and Easy to Use

No matter how helpful a product is, its potential won't be maximized if it's overly costly, impractical, and difficult to use. Fortunately, that's not the case when it comes to Google My Business.

Google My Business makes it easy for startups and local businesses to promote their products and services online by increasing visibility and improving their chances of showing up in search results. It can help potential customers to quickly find and contact you. It's a free tool that you can make use of to improve your online presence, connect with your customers, and increase your business's revenue.





We are here to help you.



[www.DigitalMarketingExperts.ca](http://www.DigitalMarketingExperts.ca)



Thank you to

**ysbec**  
*YORK SMALL BUSINESS  
ENTERPRISE CENTRE*