



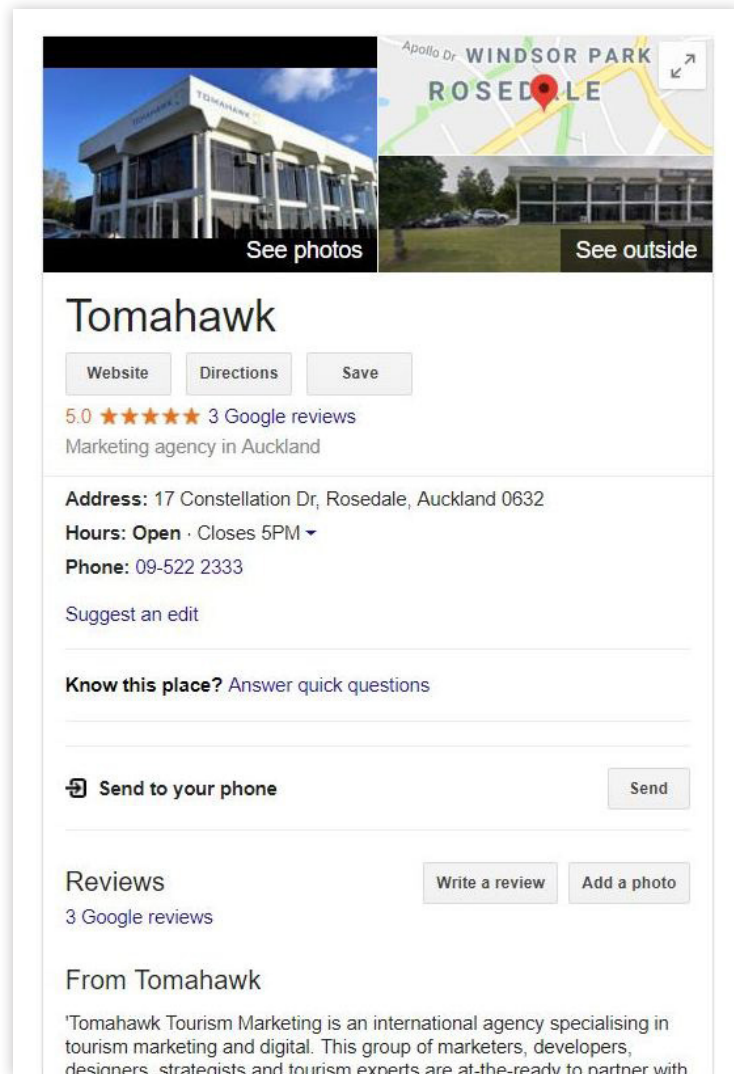
**TOMAHAWK**

*Empowering Tourism*

# SETTING UP A GOOGLE MY BUSINESS ACCOUNT



# Google My Business (GMB)



Among Google's many products, you'll find the very useful Google My Business (GMB).

For business owners, this **little gem** can spell visibility in the local search scene. It's free to get listed and **puts your brand front and centre** with your potential customers on Search, Maps and other Google Properties. It is also a great way to get your brand to rank in local search results.

According to Google;

- businesses with complete listings are twice as likely to gain customer trust
- have 38% higher chances of attracting in-store visits
- are 29% more likely to see a purchase.

So, first things first, let's get your business listed!

Once you've verified your business, you can use GMB to **share information** about your address, business hours, phone number, website and pictures. Your customers can also leave **reviews and ask questions** about your business in your GMB listing.

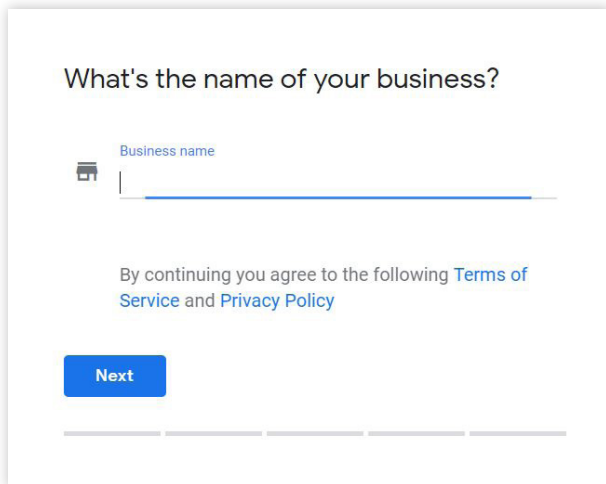
# Getting Started!

First, you need to verify your Google My Business account. This can only be done by the Business Owner. A post card is the easiest option for verification. It will be sent to your business address, and will have the verification code.

1 Log in to the Google Account that you will be using to manage your business listing.

2 Go to Google My Business (<https://www.google.com/business/>) and click on **START NOW** on the upper righthand corner of the page.

3 Type in the name of your business



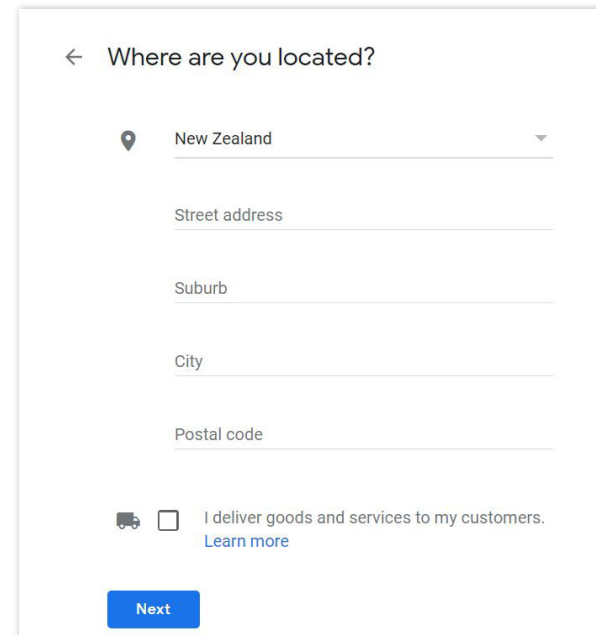
What's the name of your business?

Business name

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

Next

4 If your business does not exist yet, you will be asked to enter your business address. If the business has already been verified, a prompt will show that the listing has already been claimed (read on to find out what to do next if this is the case).



← Where are you located?

New Zealand

Street address

Suburb

City

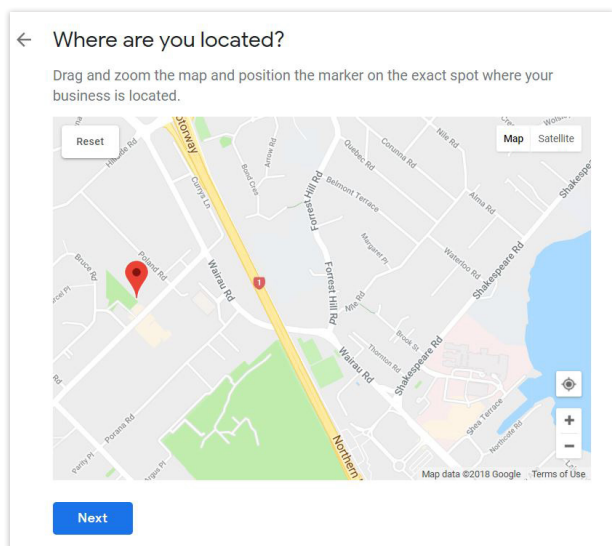
Postal code

☐ I deliver goods and services to my customers. [Learn more](#)

Next

5

Check if the marker is in the correct location in the map. Drag and zoom to position it on the exact spot where your business is located.



6

Choose the category that fits your business best. This will help customers find you if they are looking for a business like yours.

7

Type in your contact details and the website URL.

8

The next step is to verify your business. Google offers different verification methods (by postcard, by phone, by email) but some are only available for select businesses. The most common way to verify is by mail. You will be receiving your verification code postcard by mail in 1 to 2 weeks. Please enter your verification code as soon as you receive it.

9

You can add your hours of operation, your website, profile photo, business description and other pictures while waiting for your postcard to arrive.

**Please Note:** Do not change the business name and the address before you verify your account as this may cause a delay.

10

Once you receive your postcard, log into GMB, select the location and click on VERIFY NOW. Enter the verification code and click SUBMIT.

If you do not receive your post card, you can request a new one by logging into your GMB Account.

# Already Verified?

## What to Do If Your Business is Already Verified

Google only allows businesses to have one owner per location. If your business is already verified, it should show you a pop up like this:

← This listing has already been claimed

This listing has already been verified by [go...@....](#). If you own this email address, follow the [Account Recovery help guide](#).

If you still want to add this listing to your account, you can request access from the current owner. [Learn more](#).

If you would like to update this listing's information on Google, you can also [report a problem](#), which will be reviewed more quickly.

[Request Access](#)

1

Click on Request Access. Fill in the information to request it and hit SUBMIT.

Someone else manages this business on Google

Share your info with the current owner to continue

☐ Verified listing owners and/or managers can see my public profile information and email address

What level of access would you like? [Learn more](#)

☐ Management

☐ Ownership

What's your relationship to the business?

☐ Owner

☐ Employee

☐ Agency

Your contact name

\_\_\_\_\_

Your phone number

\_\_\_\_\_

By submitting this request you agree to the following [Terms of Service](#).

[Submit](#) [Cancel](#)

2

Wait for the current owner to grant you access. If you haven't received a response in the next 7 days, you will be able to verify your affiliation with the business to gain access.

#### Management request sent

We've sent your request for management to the current owner. If you haven't received a response from them in the next 7 days, you will be able to verify your affiliation with the business to gain access.

Many people find that they previously claimed their business using another Google account. Check any other email accounts you own.

While you're waiting for a response from the current owner, you can [suggest an edit](#) to the listing, which may be reviewed sooner.

OK

3

You will also receive an email to let you know that your request has been sent and what date (past the 7-day period) you can verify your affiliation with the company.

4

You may want to check other email accounts that you use as these may have been what you used to previously claim your business listing.

Google My Business

Hello from Google,

The verification code that Er Fitness LLC requested from Google is below! Just follow the three steps below to finish verifying, and Er Fitness LLC will be open for business on Google.

Steps to verify your business:

- 1 Visit [google.com/verifymybusiness](https://google.com/verifymybusiness)
- 2 Sign in to your Google account.
- 3 Enter your verification code and submit!

Your verification code:

55555

This code is unique to your business account and the particular listing you want to verify. Please do not share this code with anyone else, and know that Google will never call your business and ask for your code.

Need help? Visit us at [google.com/supportmybusiness](https://google.com/supportmybusiness) to learn more.

# Optimising your Google My Business Account

Once your listing is verified, all the details that you've put in while waiting for your verification should now appear in your public profile.

## A few tips to help you optimise your accounts

- Make sure all your details are up-to-date.
- Use the same and exact address as the one in your website (and other business listings), this will help with local search optimisation.
- Include your website URL in your business listing.
- Help visitors easily identify your brand by using your logo in your profile.
- Add other images such as pictures of your property (including places such as your reception desk or your check out area, your facilities or your retail area), your products, your key staff members and photos of customers being helped. It is best to use high-resolution photos.
- You may want to hire a Google-approved photographer to create a 360-degree virtual tour of your business (if available in your area, you should see a link in your account for this)
- Check that you have the right hours of operation details and adjust accordingly during holidays.
- Consider posting sale announcements or special offers, industry news, latest blog posts in your GMB listing.
- Check out the questions posted by people and give the correct answers in a timely manner.
- Review updates and suggestions made by people for your listing.
- Check out our other GMB resources to learn more ways GMB can boost your business.

[www.tomahawk.co.nz/blog](http://www.tomahawk.co.nz/blog)






## A final note

One important thing to remember when managing your Google My Business Account: anyone can suggest an edit to your listing and answer questions posted by other users, so it's best to always check your business listing.


Google also provides a way to monitor the performance of each location listed with insights on how many times the listing has been searched through discovery search or direct search, how many times it has been viewed on maps and searches and actions take on your listing (i.e. visit to your website, request directions and calls made)

Tomahawk is happy to help answer your questions about Google My Business.



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