

T.C.S. Pvt Ltd



DIGITAL GURU RAJEEV

Google My Business



✓ Google My Business (GMB)

Improve Your Business Visibility on Google Search & Maps

Learning Objectives

By the end of this session, you will be able to:

Set up and verify a Google Business Profile

Optimize your business information, photos, and content

Manage customer reviews and posts effectively

Analyze performance with Google My Business Insights

Why Google My Business Matters

Over 80% of local searches lead to in-store visits or inquiries

Appears on Google Search & Maps

Builds trust through reviews and accurate information

Improves SEO & local ranking



Setting Up Google Business Profile

Steps:

Go to google.com/business

Sign in with your Google account

Add your business name, category, and location

Enter contact details and website

Choose a verification method (postcard, phone, or email)

Verification Process

Google sends a postcard Call , SMS or email with a code

Enter the code in your profile to verify ownership

Verified businesses appear in Google Search & Maps



Optimizing Business Information

Tips for Optimization:

- Use the exact business name (no keyword stuffing)
- Add accurate hours, address, phone number, website
- Write a clear business description with relevant keywords
- Choose the right categories and attributes

Optimizing Photos & Videos

- Add high-quality photos (logo, interior, exterior, staff, products)
- Upload short videos showcasing your services
- Update regularly to keep your profile active
- Businesses with photos get 42% more requests for directions



Managing Reviews

Why Reviews Matter:

Build trust and influence purchasing decisions

Improve search ranking

How to Manage:

Respond to all reviews — thank positive ones, address negatives politely

Encourage happy customers to leave feedback

Flag fake or inappropriate reviews

Creating Posts & Updates

Post Types:

What's New (announcements, offers, events)

Products / Services highlights

Best Practices:

Add an image, CTA, and link

Post regularly to stay visible



Insights & Analytics

Metrics to Track:

How customers find your business (Search vs. Maps)

Customer actions (calls, direction requests, website clicks)

Photo views and engagement

Use insights to adjust marketing strategies

Best Practices Recap

- ✓ Keep info accurate and updated
- ✓ Post weekly updates
- ✓ Add new photos monthly
- ✓ Respond to reviews
- ✓ Use Insights to measure impact



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Thank You

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