

# Benefits of using Google My Business

## Manage your information



Manage the information that Google users see when they search for your business, or the products and services that you offer. Businesses that verify their information with Google My Business are twice as likely to be considered reputable by consumers. When people find your business on Google Maps and Search, make sure that they have access to information such as your hours, website and street address.

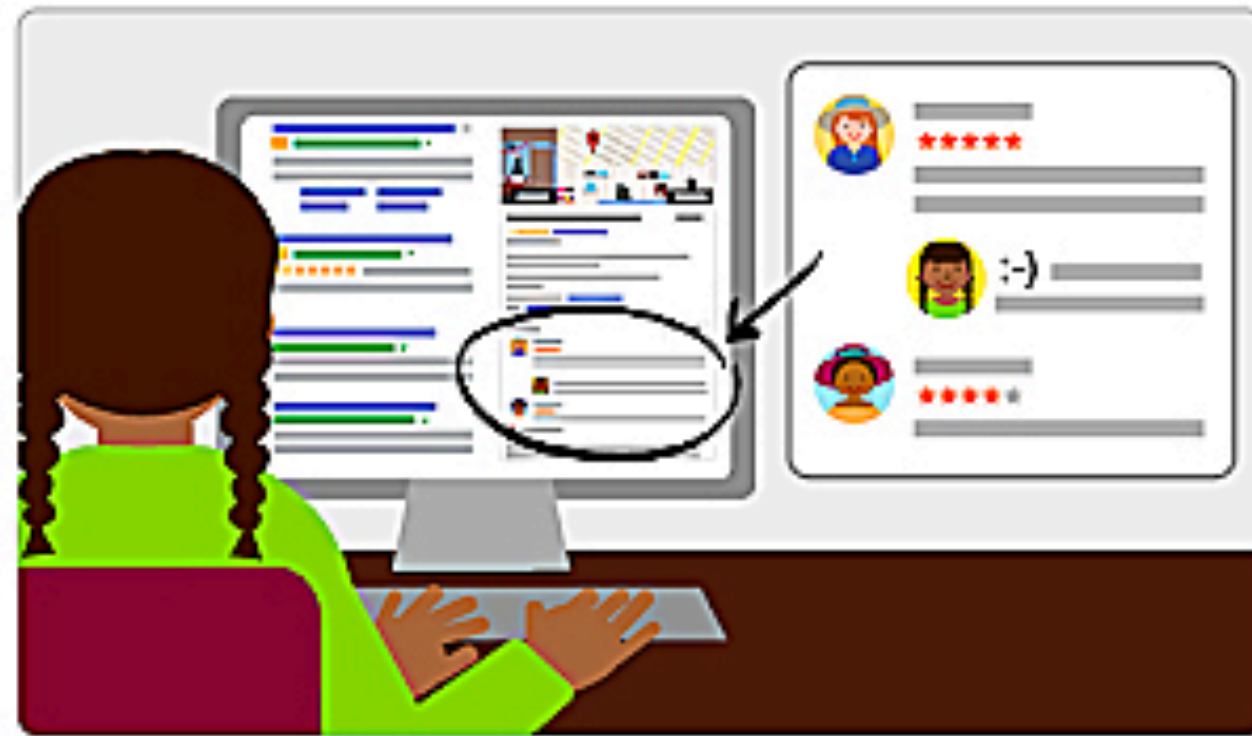


## Understand and expand your presence



See insights on how customers searched for your business, and where those customers are coming from. You can also see information such as how many people called your business directly from the phone number displayed on local search results in Search and Maps. And when you're ready, seamlessly create and track the performance of AdWords Express campaigns to spread the word about your work.

## Interact with customers



Read and respond to reviews from your customers, and post photos that show off what you do. **Businesses that add photos to their listings receive 42% more requests for driving directions on Google Maps and 35% more clicks through to their websites than businesses that don't.**



# Managing your - My Business portal

The screenshot shows a Gmail inbox interface. At the top, there is a search bar and a notification: "Click here to enable desktop notifications for Gmail. Learn more Hide". Below the search bar, there are buttons for "Gmail", "Refresh", and "More". The inbox is organized into tabs: "Primary", "Social", and "Promotions". The "Primary" tab is active, showing a list of emails. The left sidebar contains navigation options: "COMPOSE", "Inbox (39)", "Starred", "Important", "Sent Mail", "Drafts (11)", "Categories", "Social (46)", "Promotions (47)", "Updates (29)", and "Forums". At the bottom of the sidebar, there is a "360" icon and a plus sign. The email list includes various subjects related to Google My Business, Google Maps, and Google Local Guides. A "My Business" sidebar is open on the right, displaying icons for Shopping, Finance, Docs, Books, Blogger, Contacts, My Business, Hangouts, Keep, Classroom, and Earth. At the bottom of this sidebar, it says "Even more from Google".

Sender	Subject	Date
Google My Business	Tree Appeal - Performance on Google for January 2018 - Tree Appeal PEOPLE ARE FINDING YOU ON GOOGLE 115 viewed your business 102% FROM DE	
Google Maps	Your review is making a difference - People like your review! Congratulations, people marked this review as helpful! Thanks for helping others find out about thi	
Google	Resolve one security issue found on your Google Account - 360 Preview 1 security issue found on your account kenwhitley1958@gmail.com We've upgraded t	
Google My Business	Tree Appeal - Performance on Google for December 2017 - Tree Appeal Your listing was viewed 57 times this month -47% FROM NOVEMBER 2017 SEE FUL	
Google Local Guides	Where will you explore next? - It's been an exciting year for Local Guides on Google Maps Local Guides Happy New Year! Here's a look back at what you've sh	
Google Maps	Your photos reached a new record on Google! - 100000 is something to celebrate. You've reached a whole new level: 100000 views of your photos! People are	
Google Maps	Thanks for your recent photos - Thanks for sharing Your new photos are a great addition to Google Maps. Millions of people rely on contributions like yours to d	
Google Local Guides	A year of Local Heroes - Plus: best Local Guides photos of 2017. Local Guides Share What You Love in 2018 To show the beauty of a small town in Spain, Loc	
Google Local Guides	Save places to lists on Google Maps - Then, share them with friends and family. Local Guides Make a List on Google Maps Trying to keep track of places you v	
Google My Business	Tree Appeal - Performance on Google for November 2017 - Tree Appeal PEOPLE ARE FINDING YOU ON GOOGLE 107 viewed your business 55% FROM O	
Google Local Guides	Reminder: it's time for an in-store photo tour - VIDEO: how to take great indoor photos. Local Guides What's an In-Store Photo Tour? What's an In-Store Photo Tour? It's a photo tour of a shop you k	12/5/17
Hello from Ovo	RE: - Hello, We've had an email from an address that isn't on your account. To keep your details safe, we can only reply to questions from the address you've registered with us. I just tried	12/1/17
Google Local Guides	Expiring soon: your New York Times perk for Local Guides - Sign up by December 12. Redeem Your Local Guides Perk from The New York Times There's still time to get 3 months of unlimited digit:	11/30/17

After you have verified your business address you can manage your own 'My Business' - information and marketing activities or you can assign that management to a manager or agency. You are still the owner of the posting and can still have access to the portal to view content and the insight information.

# Managing your - My Business portal

## Owners and managers of listings

There are three types of user for listings: owners, managers and communications managers. [Adding users](#) lets an owner share management of a listing with multiple people without having to share personal account information. (Google Groups can't be added as managers or owners of listings.)



Each listing can have multiple owners, but only one primary owner. Owners and primary owners have the same capabilities, but primary owners can't remove themselves from a listing until they transfer their primary ownership to another user.



Managers have all of the capabilities of an owner, except for particularly sensitive capabilities such as [removing the listing](#) or [managing access](#) to it.



Communications managers have the capabilities of a manager, except for [editing business info](#), [starting a Hangout on Air](#), or [managing videos on YouTube](#).



Looking for owners and managers of a location group (previously known as a [business account](#)), rather than a listing? [Click here](#).

Here's a summary of the different capabilities of owners, managers, and communications managers:

# Managing your - My Business portal

Communications managers have the capabilities of a manager, except for [editing business info](#), [starting a Hangout on Air](#), or [managing videos on YouTube](#).



Looking for owners and managers of a location group (previously known as a [business account](#)), rather than a listing? [Click here](#).

Here's a summary of the different capabilities of owners, managers, and communications managers:

Capability	Owner	Manager	Communications manager
Add and remove managers	✓		
Remove listings	✓		
Edit business info	✓	✓	
Manage YouTube videos and Hangouts on Air	✓	✓	
Respond to reviews	✓	✓	✓
Complete most other actions	✓	✓	✓

Ready to add owners, managers or communications managers? [Click here](#).

Was this article helpful?

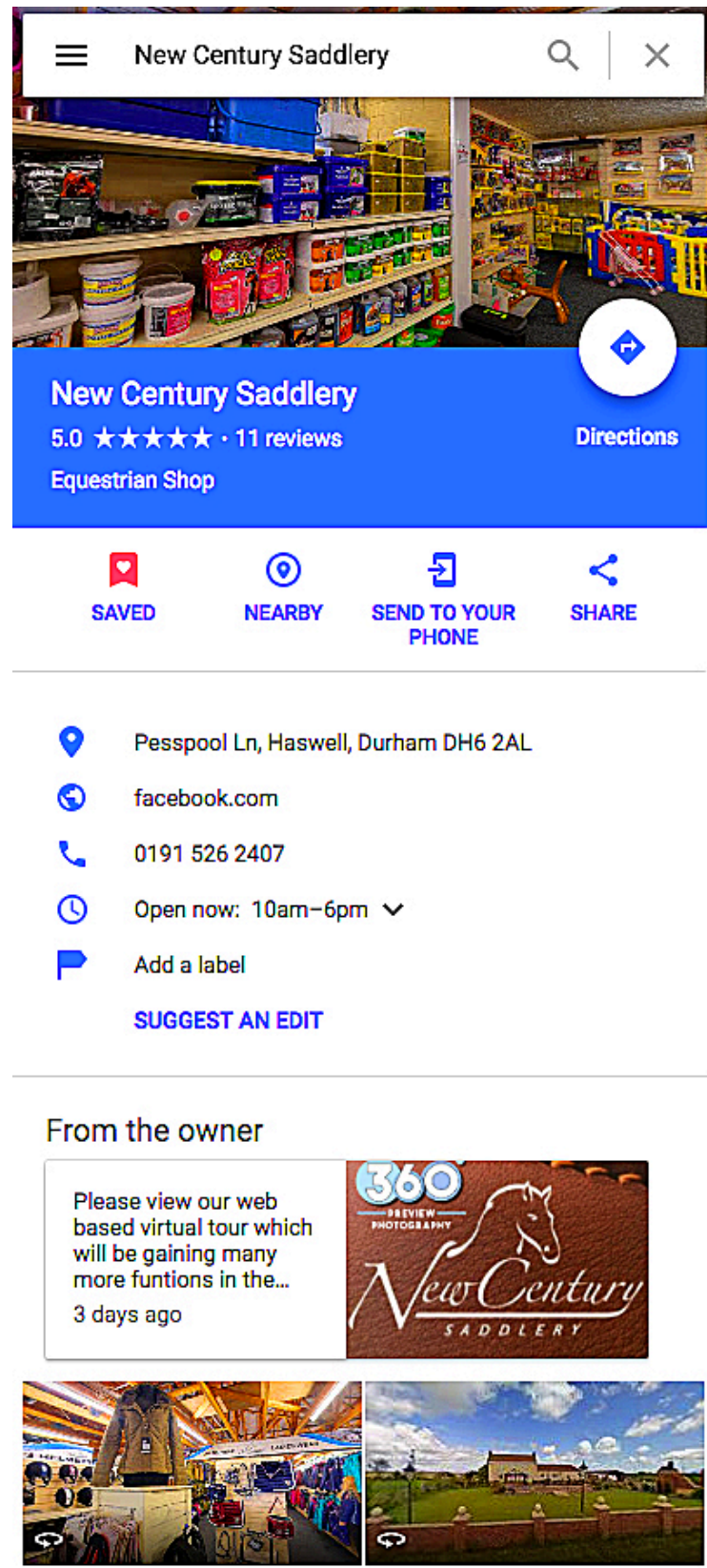
YES

NO

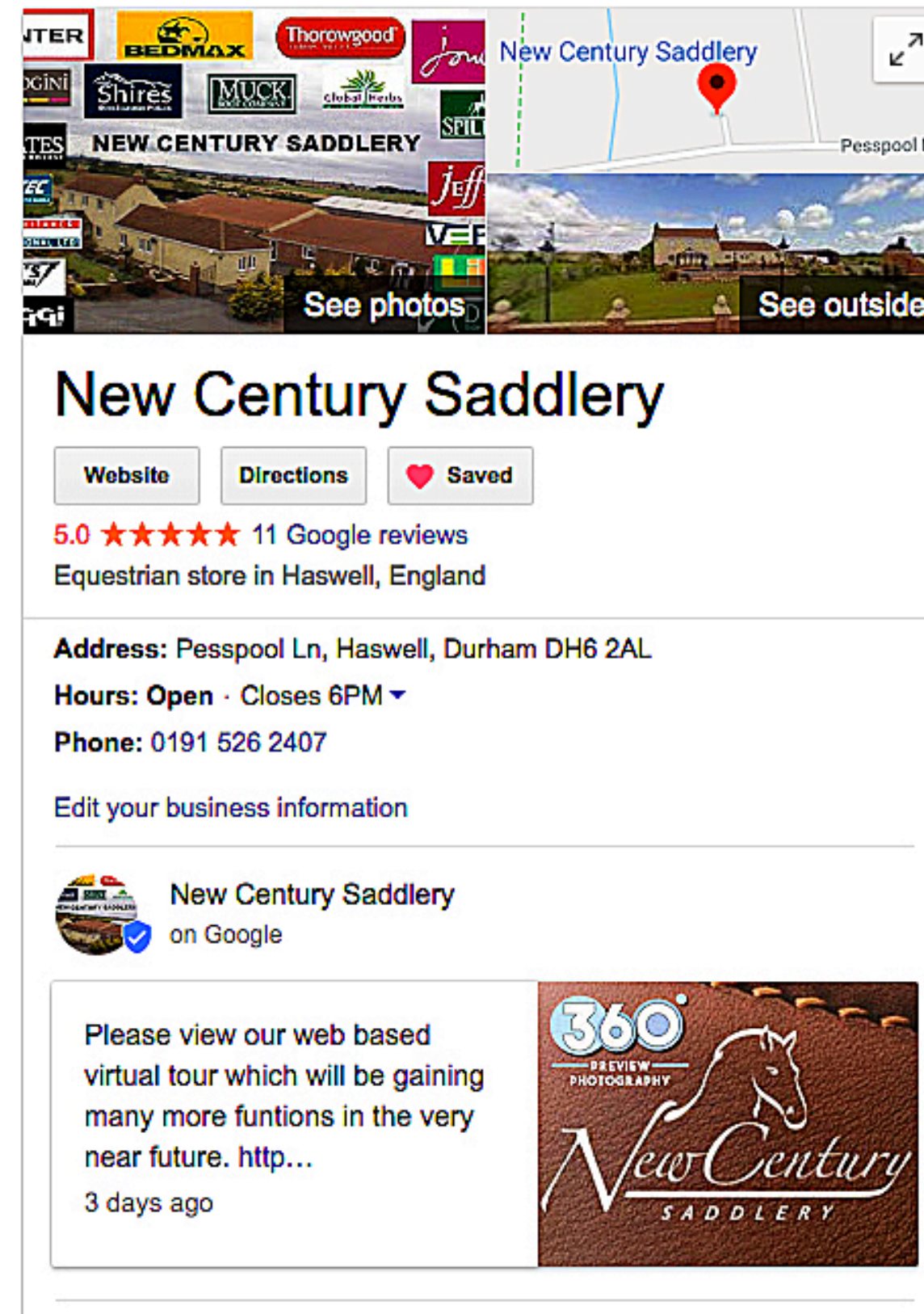


# How Your Information Appears on Google Searches

Google Map Layout



Google Search Layout



The information that you have entered into your 'Google My Business portal' is used for the conventional Google Searches and for Google Map searches. The screen shots above shows how that information is displayed in your Google Maps listing and how it appears in a Google search. Google are also using your 'My Business' information for Google Local searches.

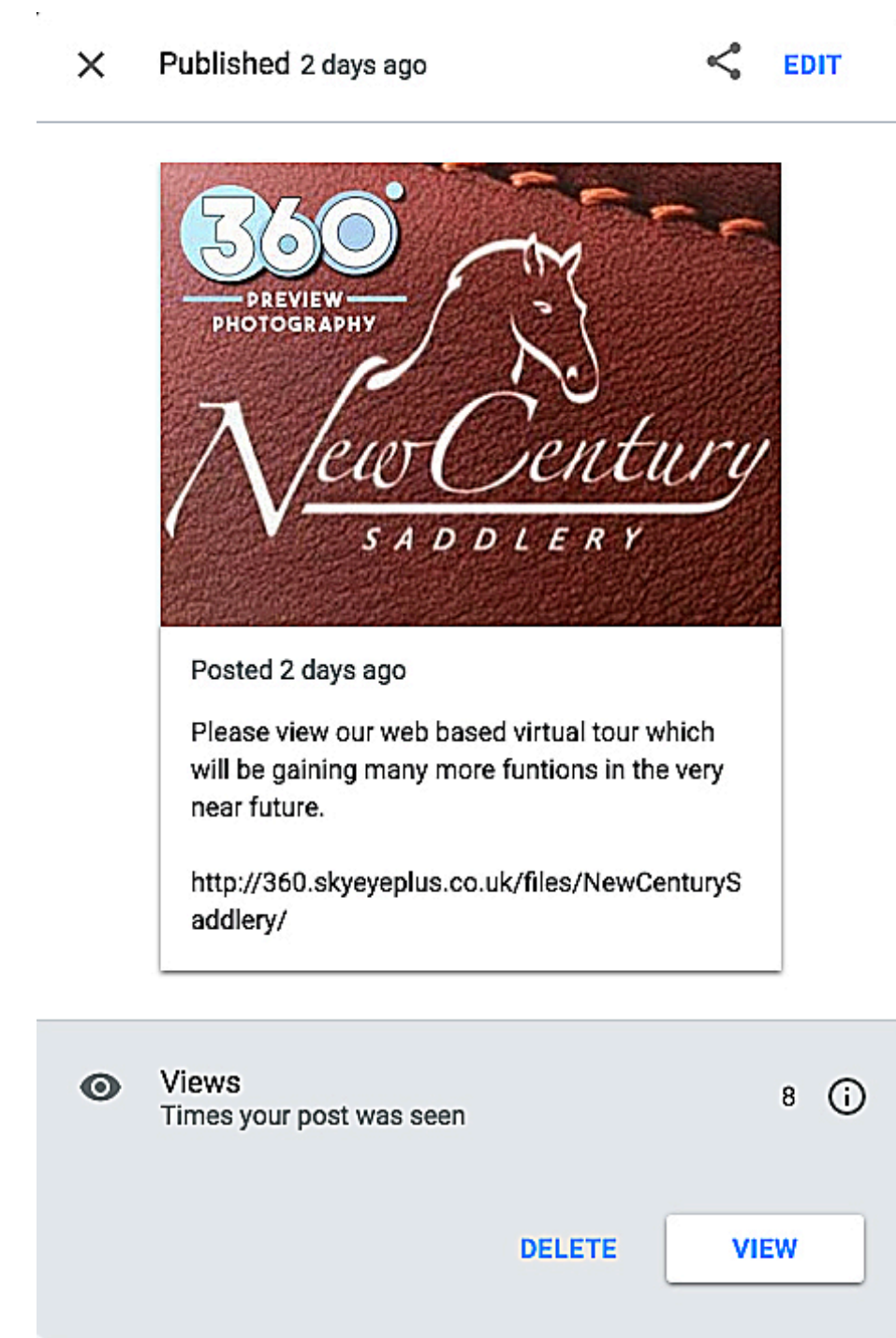
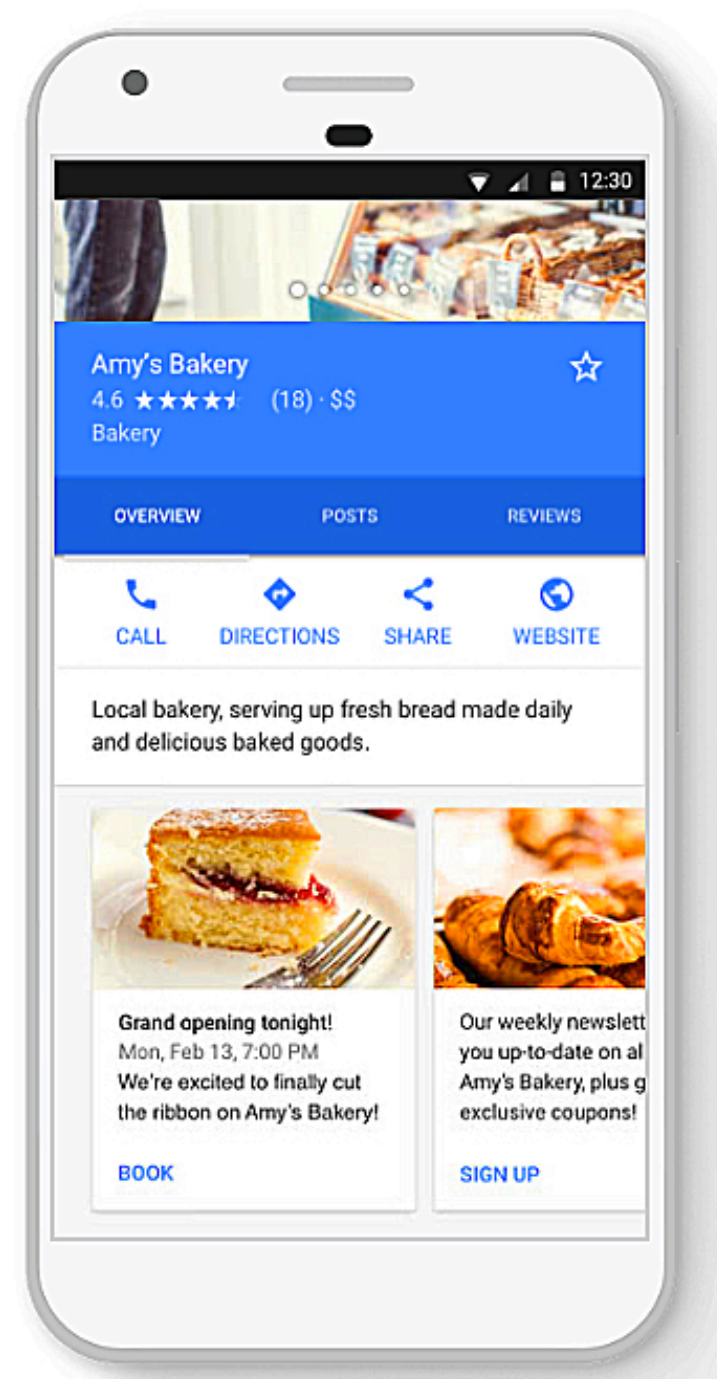


## Google Introduce Google Posts

Bring in business by sharing what's new.

Reach beyond just your followers—give everyone searching for your business a reason to come in by posting updates and offers directly to your local listing on Google.

START NOW



Google have very recently introduced a new feature to 'My Business'- called Google Posts. This is a very powerful marketing tool which enables 360 preview to post links to their full multi functional 360 VR web versions. This posting allows the adding of photos, text and links to videos, web pages and 360 virtual tours.

Postings can be used to promote special offers, opening days, events etc. You are in total control of the posting and you can decide how long the posting remains in the public domain. Creating a posting in 'My Business' allows that posting to be viewed in Google Map and Google searches. In the 'My Business portal' you can see the total number of views that posting has achieved.



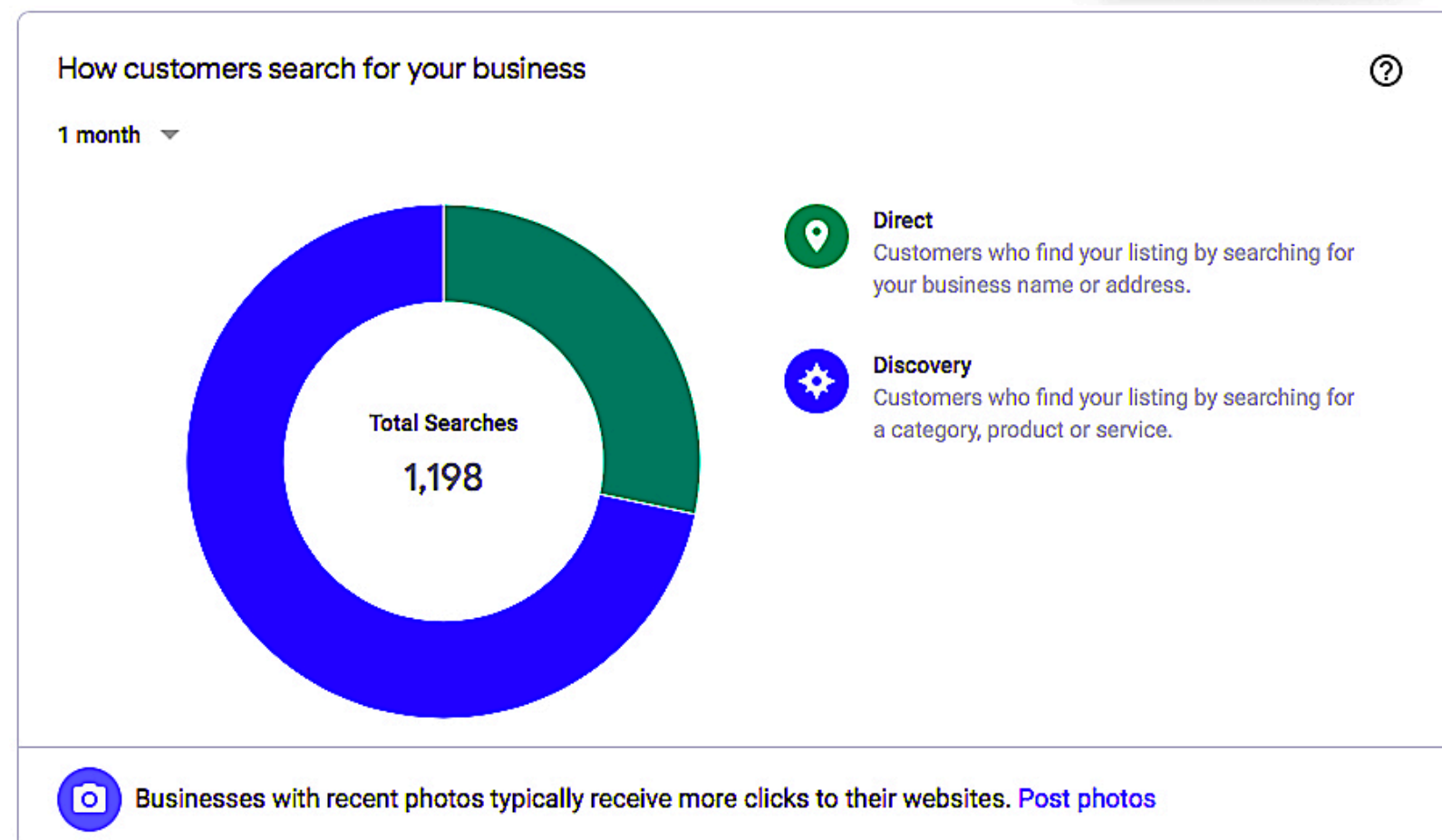
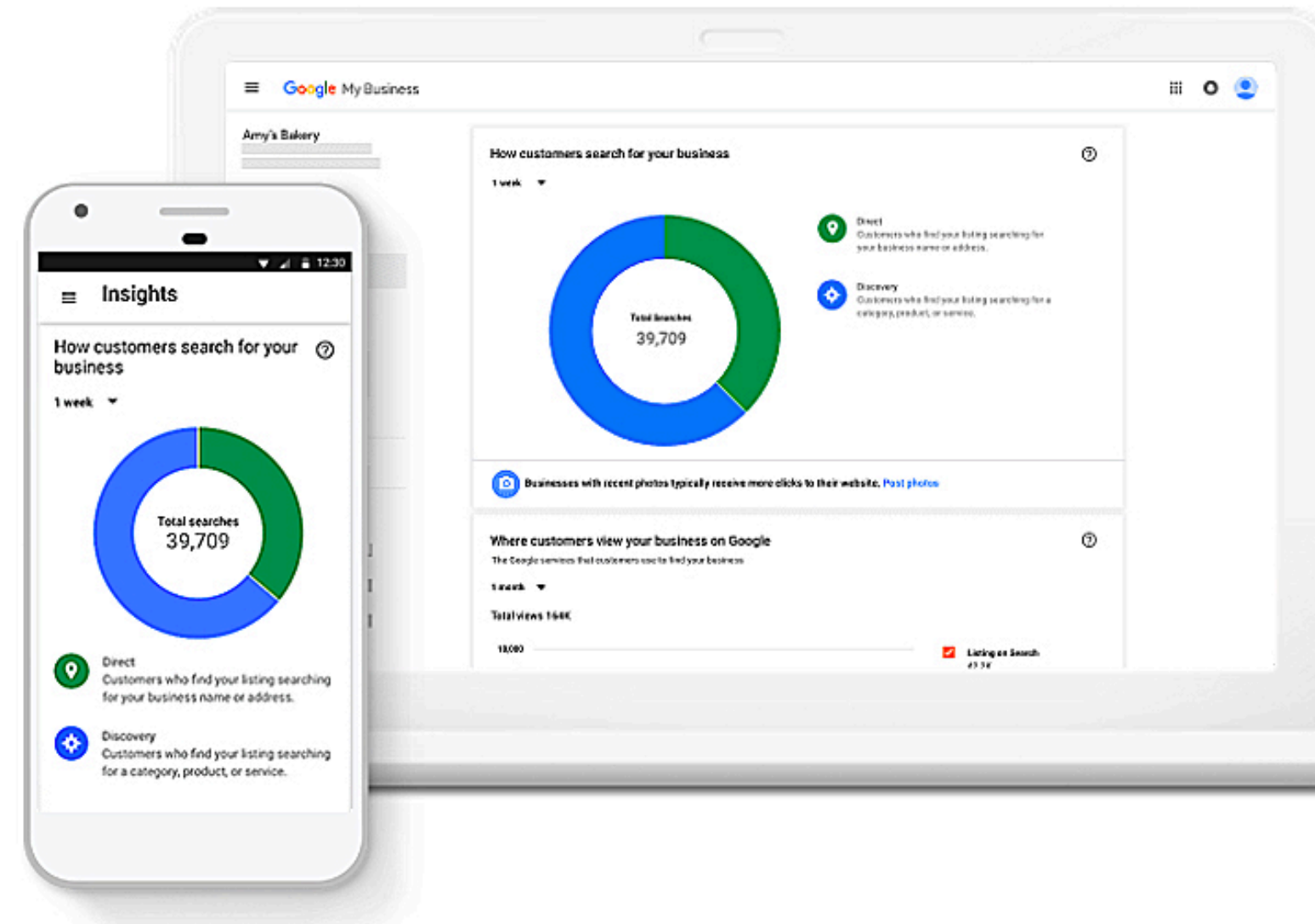
# Insight Information – Management report tools

OPTIMIZE

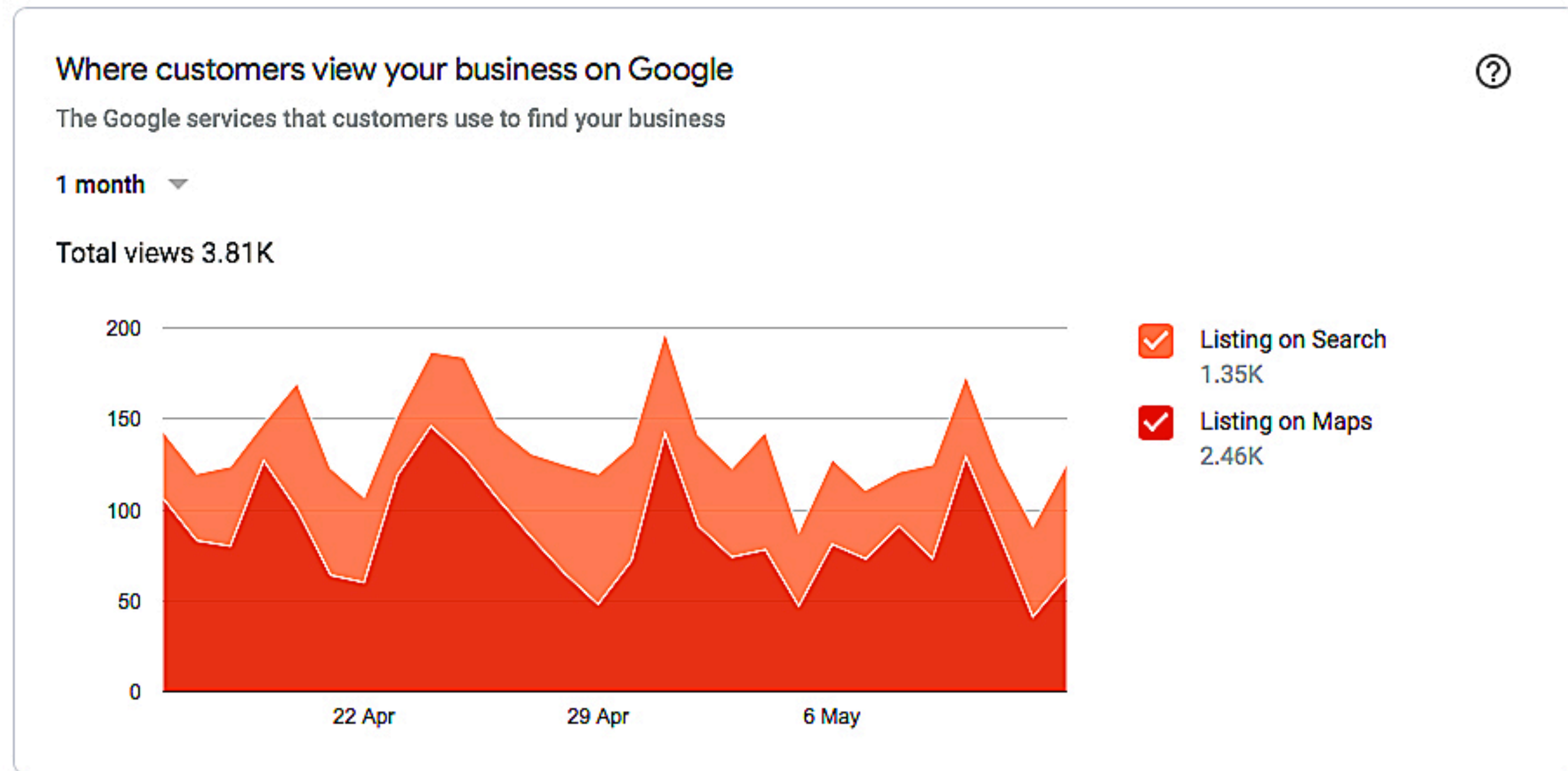
## Discover how people find your business.

Learn how customers are interacting with your business listing. How did people find you? Where are they coming from? With Google My Business, the answers are right here.

[LEARN MORE →](#)



## Insight Information – Management report tools



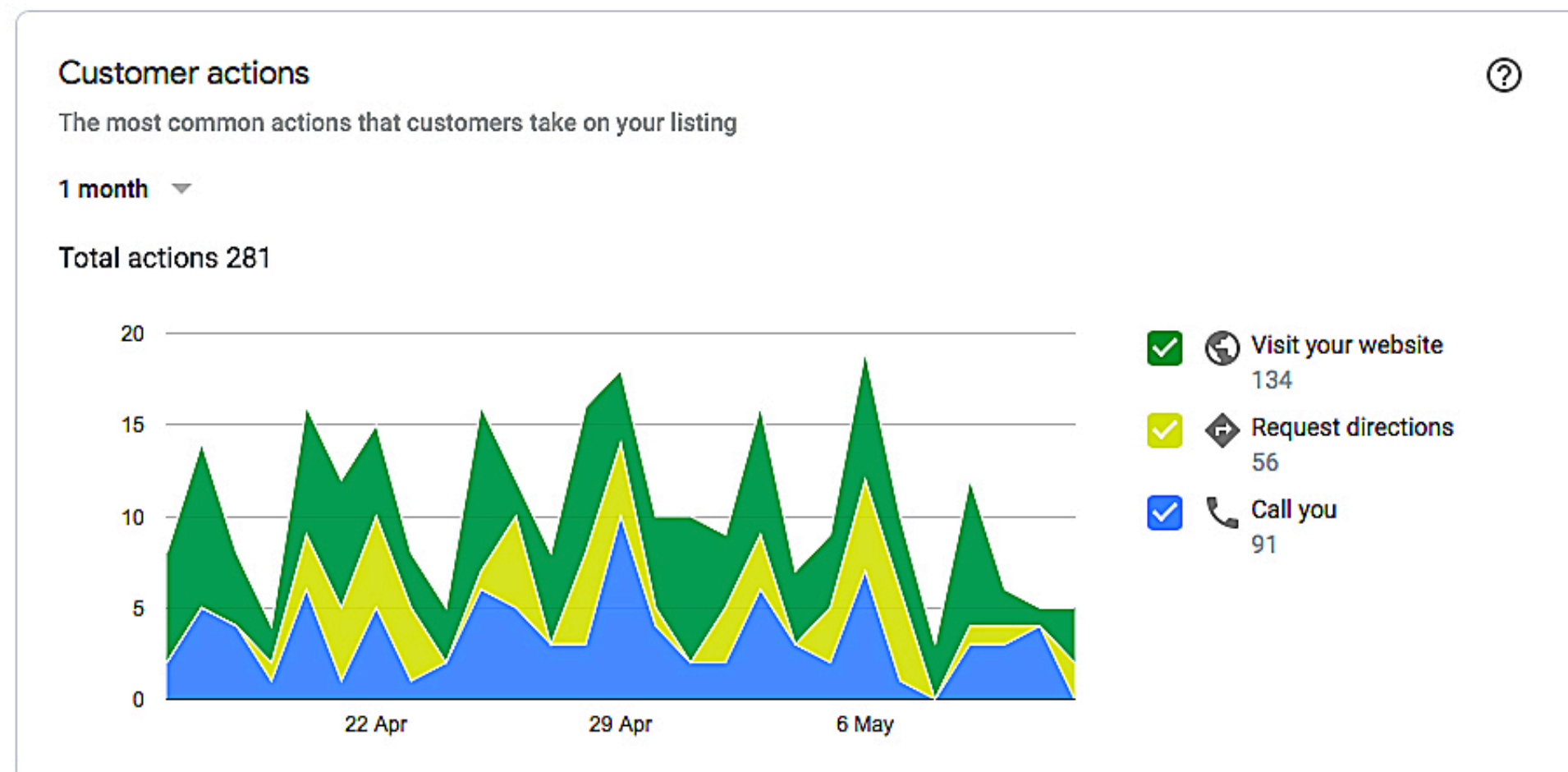
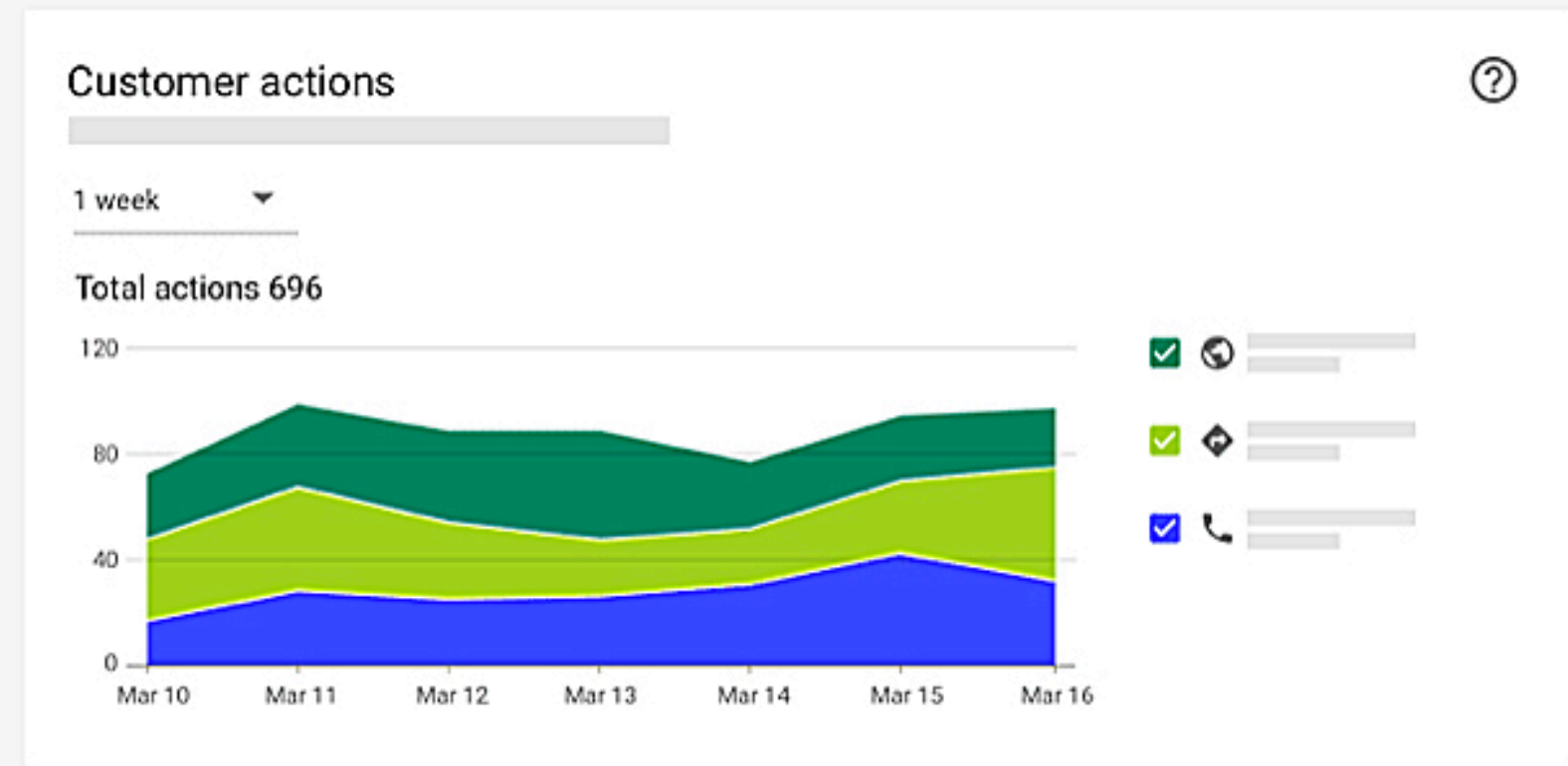
The above Insight report demonstrates what search tool was used - whether it was through Google Maps or Google search. Within the report you can decide on the period for that information – week, month or quarter.



# Insight Information – Management report tools

## Learn more about customer actions.

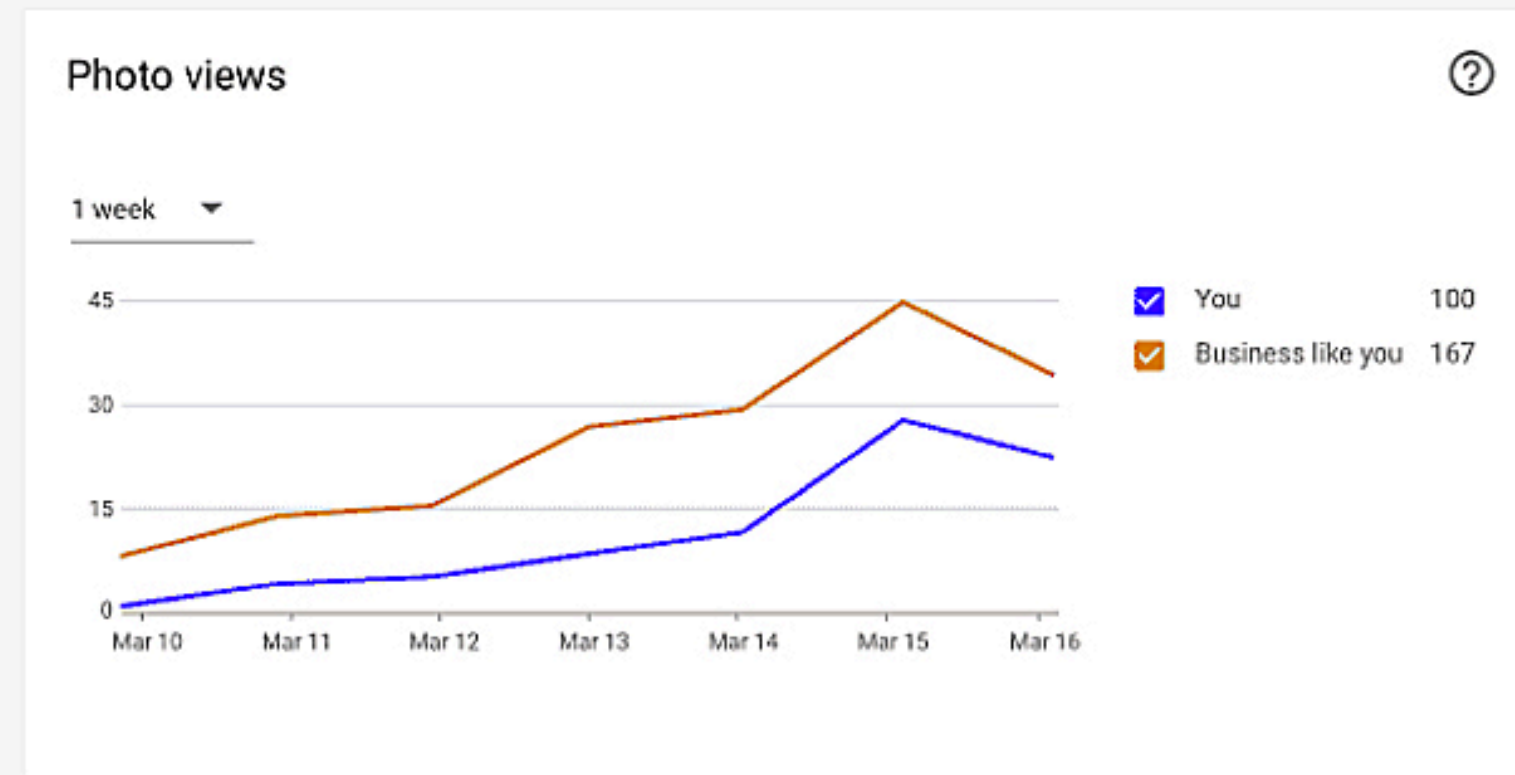
Check out customer views and actions to learn how you're doing—and how to set yourself apart. Insights lets you review clicks, calls, listing views, and more.



## Insight Information – Management report tools

### See which photos are getting noticed.

Find out which of your photos are getting the most attention, and how you're doing compared to similar businesses.





## Insight Information – Management report tools



The above Insight tool demonstrates phone calls that have resulted from the searches that have occurred. Within the report you can decide on the period for that information – week, month or quarter.

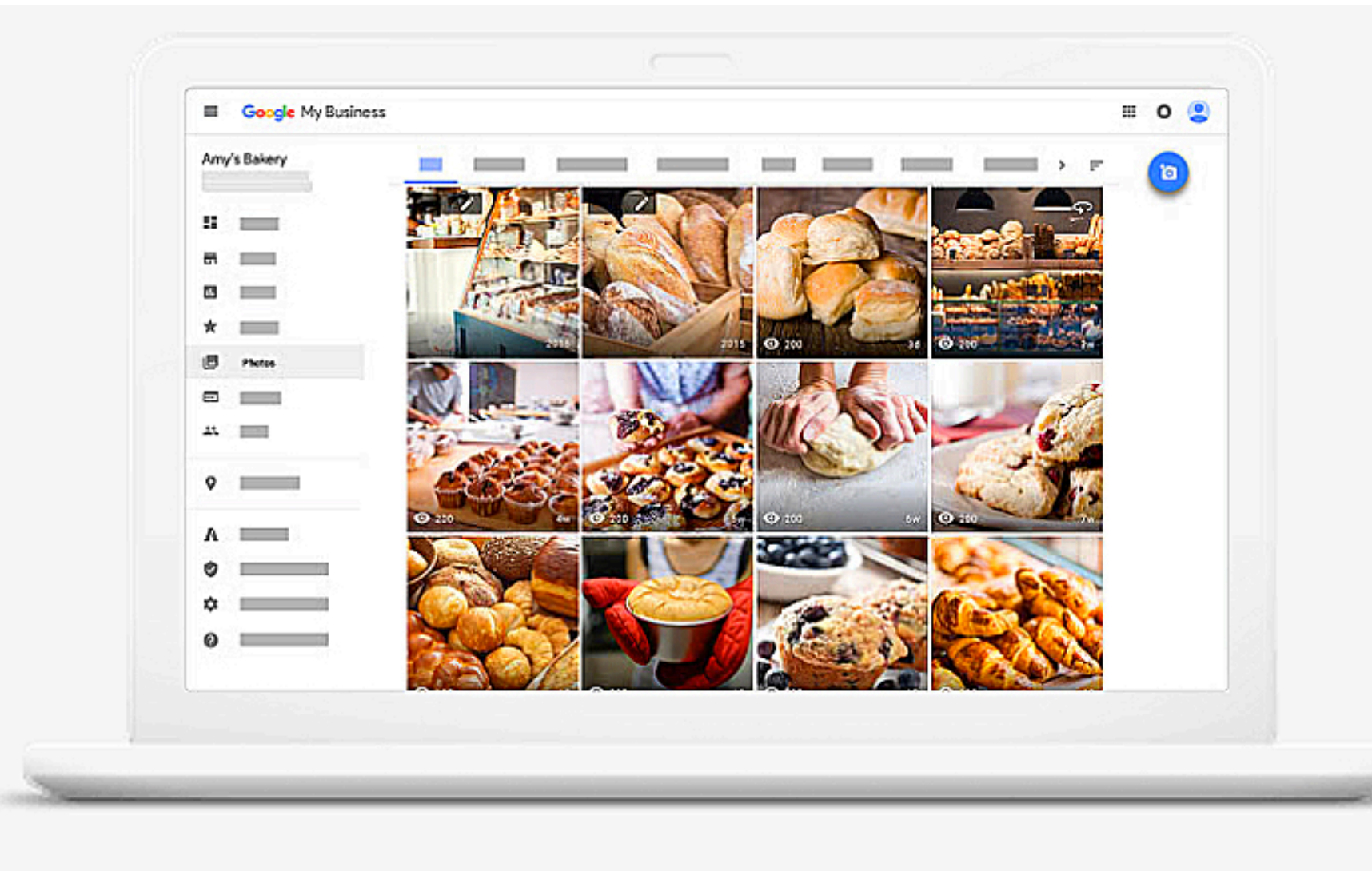
## Insight Information – Management report tools

### PHOTOS

---

Turn snapshots into sales.

Draw in new customers with photos of your products or favorite menu items—pictures show what's unique about your business, and you can add as many as you like.





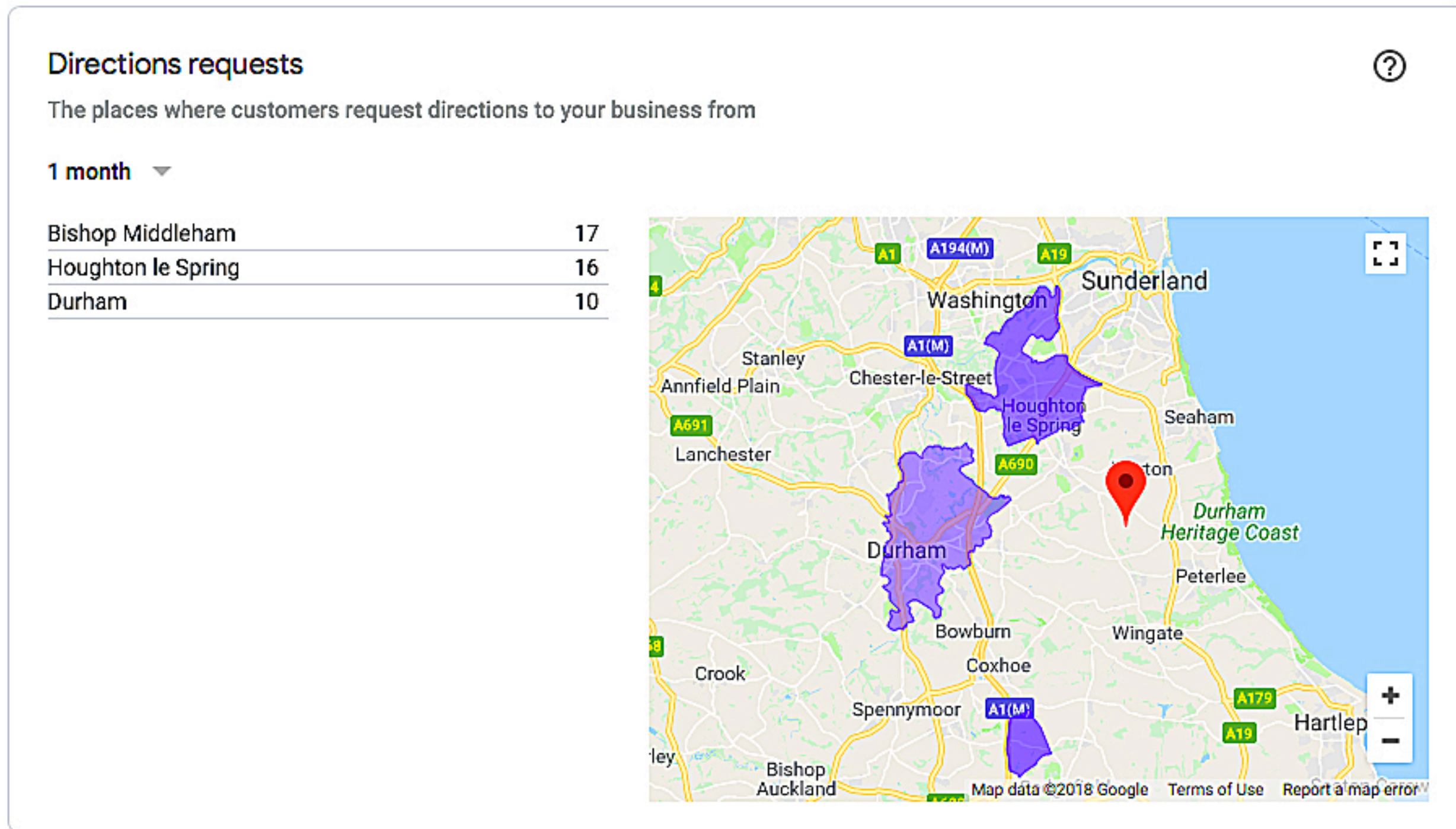
# Insight Information – Management report tools

The screenshot displays the Google My Business interface for 'New Century Saddlery'. On the left is a navigation menu with options: Home, Posts, Info, Insights, Reviews, Photos (selected), Website, Users, Create an ad, Add new location, Manage locations, Linked accounts, Settings, and Support. The main content area features a yellow notification bar at the top stating, 'We have updated your business information based on user reports and our data. [Learn more](#) [Review updates](#)'. Below this are two instructional cards: 'Cover' (with a 'Choose photo' button) and 'Video' (with an 'Add videos' button). The central focus is a grid of photo thumbnails, each with a view count and a timestamp. The thumbnails include: a profile picture (2014), a store interior (1.03K views, 49w), a store interior (613 views, 49w), a store interior (775 views, 49w), a store interior (814 views, 49w), a store interior (743 views, 49w), a store interior (615 views, 49w), and a store interior (600 views, 49w). A blue '+' button is visible in the top right corner of the main content area.

The above Insight tool demonstrates the viewings for each individual photo or scenes within the 360 virtual tour. Within the report you can decide on the period for that information – week, month or quarter.



## Insight Information – Management report tools



The above Insight tool demonstrates the geographic areas from which viewers requested directions to your business site. Within the report you can decide on the period for that information – week, month or quarter.