



Cheat Sheet



*Learn how to set up, use
and get the most out of
Google My Business!*

Attributes of Google My Business

- + Customer Domain
- + Website Creation
- + Google Analytics and Insights
- + Adwords
- + Google Maps
- + Google Search
- + Share it with others
- + Local Search and Listing

How is Google My Business effective for your Growth?

- + Attracts new customers by listing your business website
- + Easily creates and updates your website listing on Google Search and Maps
- + Helps you to create a website in just few minutes
- + Aids customer engagement using your phone, tablet or desktop by providing necessary cutting-edge tools and updates
- + Provides repeat business with existing customers
- + Has a user-friendly and easy to understand interface
- + Let's you build strong relationship with your customers by helping you connect with them
- + Enables you to build a quicker bond by responding to their reviews directly
- + Provides one tap access to your services
- + Helps you analyse and gain insights on how your customers reach you and your business

Benefits of using Google My Business

- ✚ Drives more customers to your website and online business
- ✚ Is mobile responsive and adjustable to be managed over your smartphones
- ✚ Based on your Google Listing, it gets automatically updated and hence remains posted with the latest content
- ✚ Easily accessible to your customers by finding your contact details on Google Search and listing
- ✚ Builds customer trust and rapport thereby providing a transparency in business
- ✚ Establishes your brand personality and recognition
- ✚ With the power of Google Adwords, it brings in more customers to your website and drives immediate actions
- ✚ Attains maximum reach and influence with engaging Ads displayed on different websites

Tips to Remember while setting up your Google My Business profile

- ✚ Create a Google Plus Profile to promote your business
- ✚ Verify your website
- ✚ Add all your business locations
- ✚ Analyse your performance using the Statistics derived from Google Analytics
- ✚ Identify the local influencers and connect with them
- ✚ Respond to the reviews you receive in-time
- ✚ In case of business relocations, update your new location everywhere – Maps, Google Search pages, Website, etc.