

How to rank higher in Google Search & Maps and get more customers

Google My Business user's guide



What is Google My Business?

Google My Business a free tool that you can use to create your Business Profile and promote it together with your business website on Google Search and Google Maps.

Having a GMB account allows you to connect with your customers, see their reviews, and post updates.

What is a Business Profile?

It's a free profile on Google that shows your business when customers are searching for your company or products and services like yours on Google Search and Maps.



Update your address, phone number, website, open hours, and more information on your GMB account to help customers find your business and make it easy for them to connect with you. You can also post fresh updates, photos, special offers, and promotions to encourage customers to choose your business.

What can you do with Google My Business?

Show up-to-date, accurate information about your business on the Internet

- Show your opening hours, website, phone number, and location such as an address, service area, or place marker
- Use the mobile application to stay up-to-date wherever you are



Interact with customers

- Post fresh updates, special offers, photos of your locations, products, or services
- Collect and respond to customer reviews

Attract new customers

- Improve your business' online appearance and visibility so that new customers can find you more easily
- Direct customers to your website
- Consider using Google Ads to reach an even larger audience



A person is holding a smartphone, and the entire image is covered with a semi-transparent blue overlay. The text is centered on the screen.

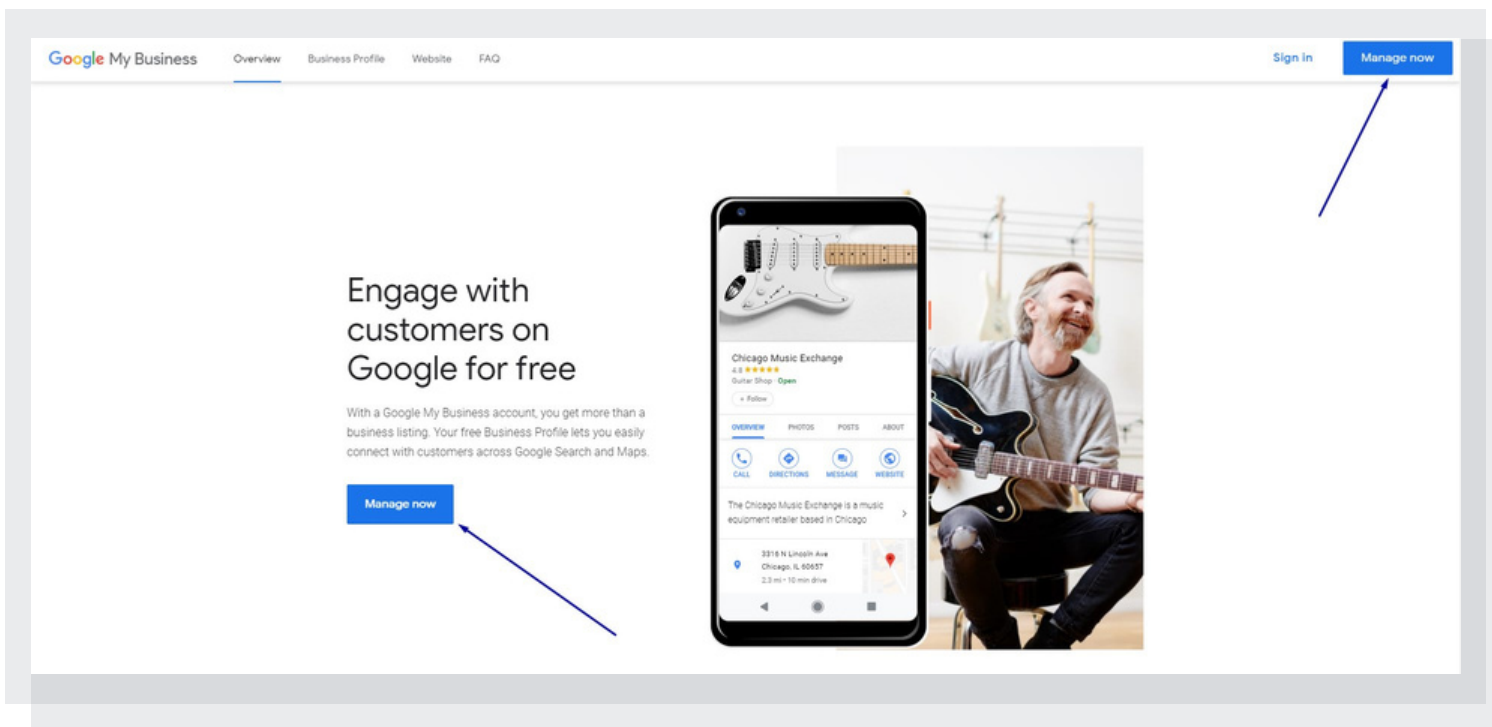
How to set up and verify your Google My Business profile?

7 steps to creating your profile
and get listed on Google

1. Sign in to GMB with a Google account

Go to the official [Google My Business homepage](#) and click "Manage Now" button.

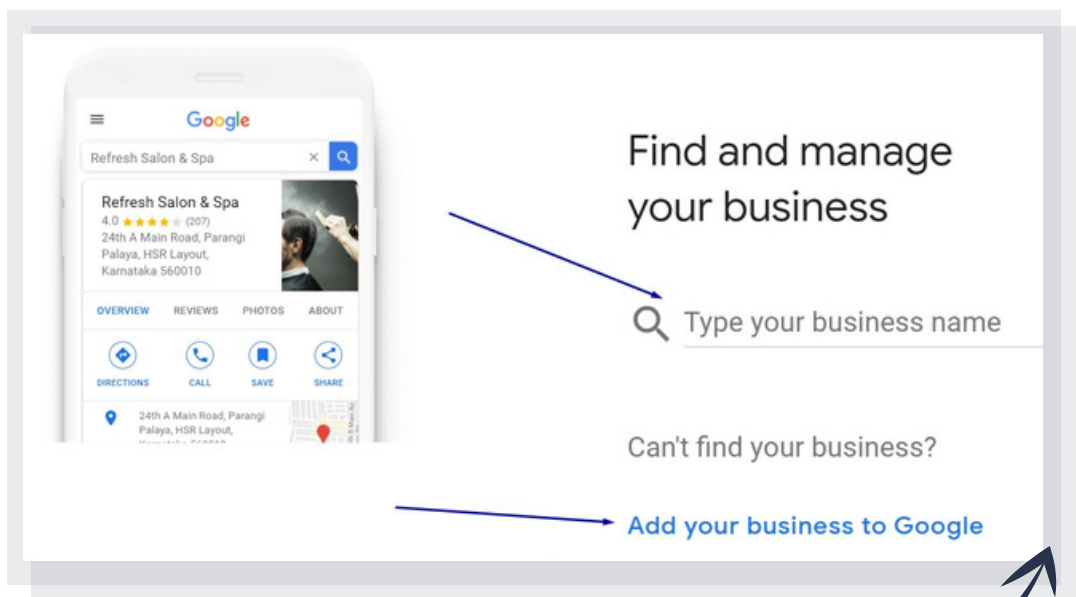
You will be asked to create or sign in to your Google account before going any further - unless you are already signed in.



Make sure you are signed in to the account you want to be associated with the GMB listing you are creating.

2. Find your business or create a new listing

You can search for the name of your business to check if someone had already listed it.



If your business doesn't appear, click Add your business to Google.

3. Set up the name of your business

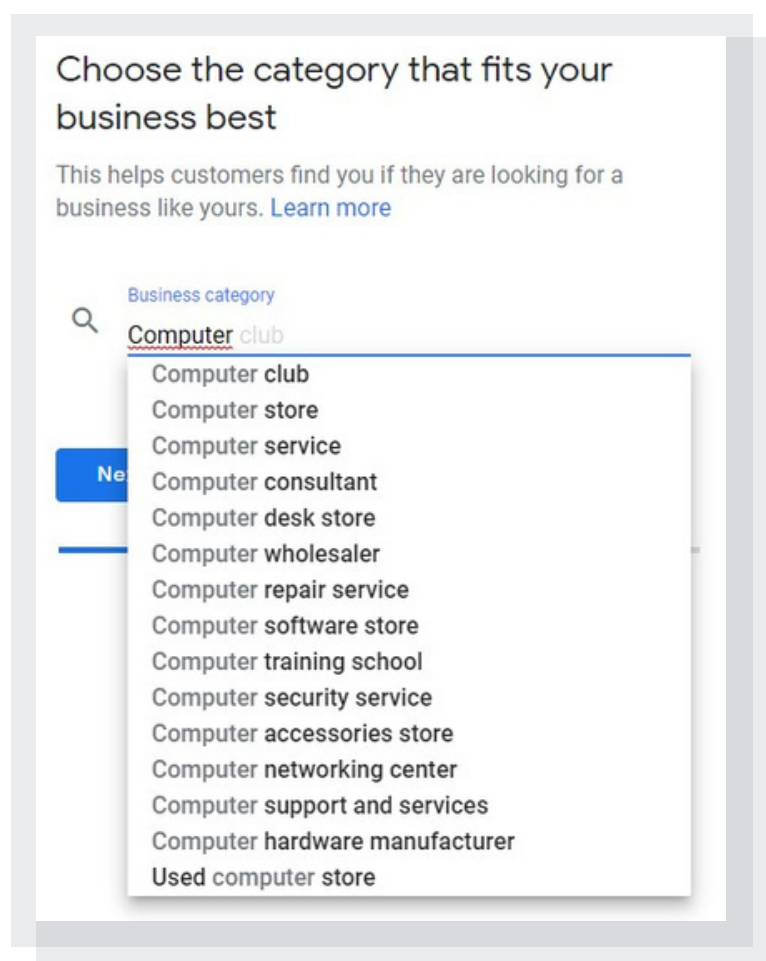
Now you are asked to add your business name. Once you've added it, click Next.

A screenshot of a web form titled 'What's the name of your business?'. It features a text input field with a small building icon and the placeholder text 'Business name'. Below the input field, there is a line of text: 'By continuing you agree to the following Terms of Service and Privacy Policy'. At the bottom of the form is a blue button labeled 'Next'. Arrows point from the text in the previous block to the input field and the 'Next' button.

4. Choose your business category

In this step, you need to choose the category that best describes your business. It's important, because it shows your business in Google Search results page when customers are searching for products or services that you offer.

Type in what your business does and choose from the auto-generated list of suggestions:



5. Set the address of your business

Now, set up the location associated with your listing.

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

Brick & Mortar business listing

Service Area business listing

If you are setting up a listing for a business with a physical location, add the address:

What's the address?



Next

If you don't have physical premises, but you still serve customers in a specific area, add it here:

← 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

🔍 Manhattan, New York

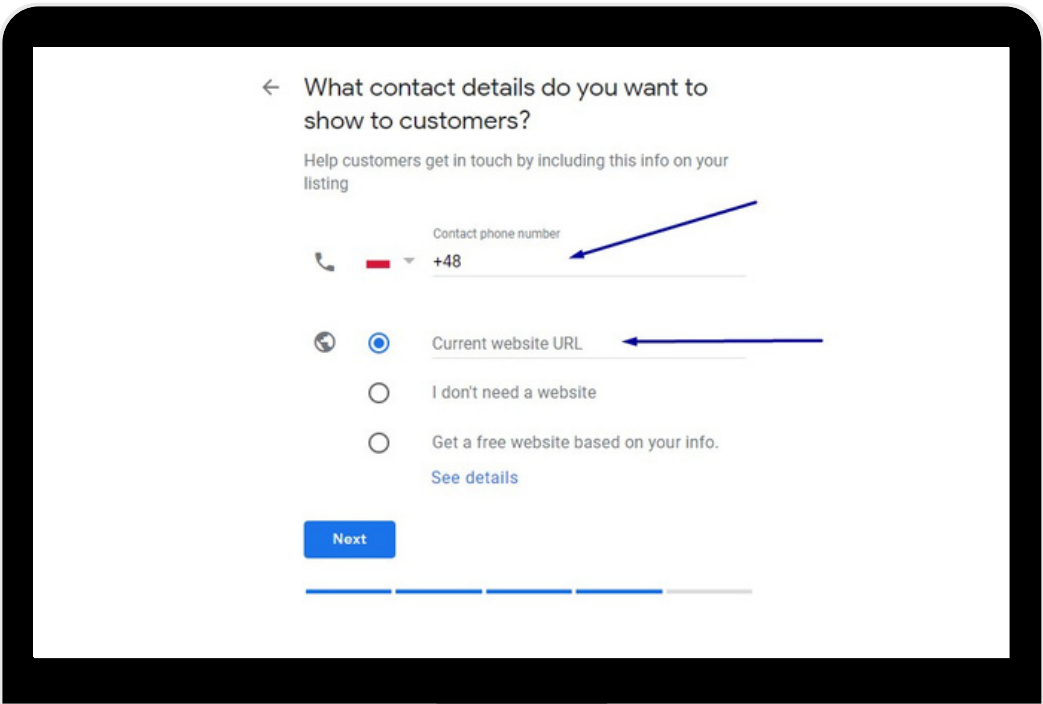
You can change and add more later

Next



6. Add your contact information

Add a way for customers to get in touch with you: your business phone number and 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

📞 +48


Current website URL

☒ I don't need a website

☐ Get a free website based on your info.

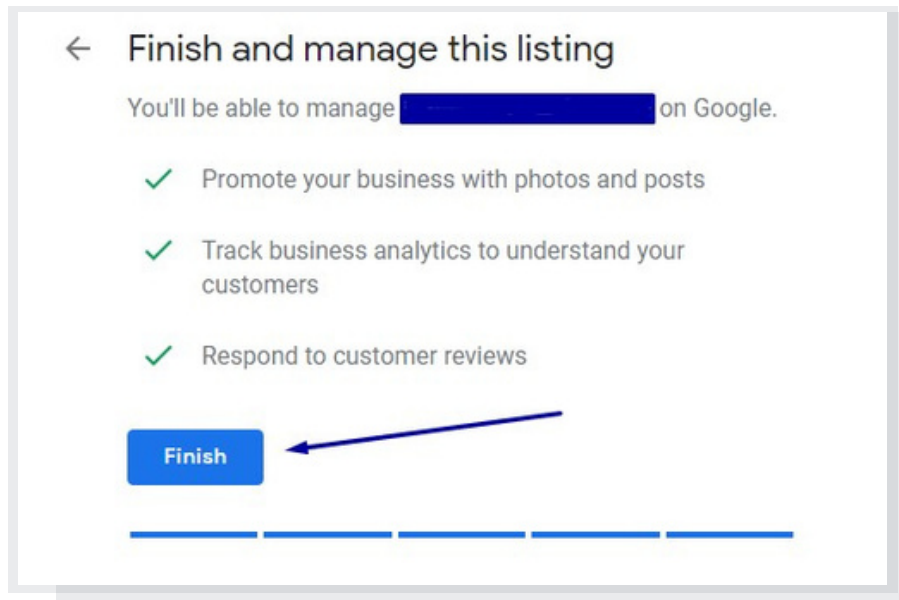
[See details](#)

Next



7. Finish and verify your listing

Once you filled in all the relevant information about your business, you can submit your listing to GMB:



← Finish and manage this listing

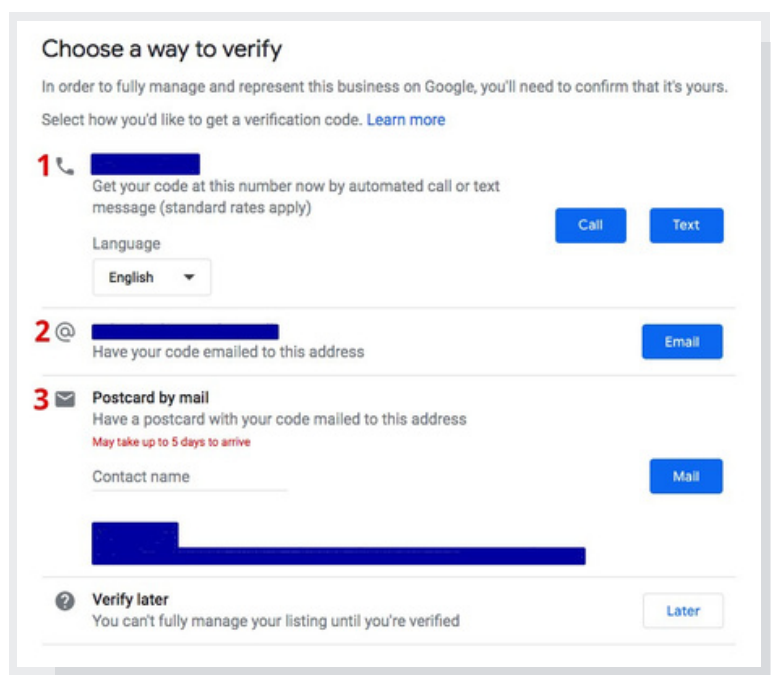
You'll be able to manage [redacted] on Google.

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

Finish

Below the 'Finish' button is a progress bar with five segments, the first of which is highlighted in blue. A blue arrow points from the right towards the 'Finish' button.

This step is very important because your listing needs to be verified before it can show up in Google. We cover each verification method in the next slides.



Choose a way to verify

In order to fully manage and represent this business on Google, you'll need to confirm that it's yours. Select how you'd like to get a verification code. [Learn more](#)

1 📞 [redacted]
Get your code at this number now by automated call or text message (standard rates apply)
Language: English ▼
Call **Text**

2 @ [redacted]
Have your code emailed to this address
Email

3 ✉️ **Postcard by mail**
Have a postcard with your code mailed to this address
May take up to 5 days to arrive
Contact name: [redacted]
Mail

? **Verify later**
You can't fully manage your listing until you're verified
Later

A man with dark hair and a beard is smiling while looking at a laptop. He is wearing a light blue button-down shirt. The image is overlaid with a semi-transparent blue filter. The text is centered over the image.

How to verify your listing on Google My Business?

5 ways you can use



Verify by mail (postcard)

This is the most common verification method. You need to provide your shipping address and once the postcard arrives, you'll need to sign in to your Google account, click "Verify" from the menu and enter the verification code from your postcard.



Verify by phone

Google allows some businesses to verify their listing via phone. If this applies to you, you will see an option to "Verify by phone". Check if your number is correct and you'll be sent a verification code via text message.



Verify by e-mail

Google allows some businesses to verify their listing via email. If this applies to you, you will see an option to "Verify by email". Make sure your email address is correct and you'll be sent a link to verify your listing.



Instant Verification

If you've already verified your business with Google Search Console, you may be able to instantly verify your listing. To do so, sign in to Google My Business using the same account you used to verify your business with Search Console.



Bulk verification

If you operate over 10 locations for the same business, you may be able to use bulk verification. In order to qualify, you shouldn't be a service business or an agency managing multiple businesses. How to do that step by step?

1. Log in to Google My Business and choose a location
2. Select "Get verified" next to one of your locations and click "Chain".
3. Fill in the form with all the information (business name, location, contact details, etc.)
4. Submit the form (it can take up to a week for Google to process).

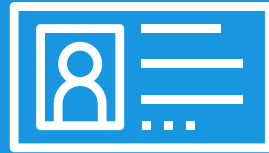
The background image shows a hand holding a pen, poised to write on a tablet. The tablet screen displays Google Analytics data, including a line graph for 'Visitors' with a value of 2,958, a pie chart for 'Traffic Sources Overview', and a line graph for 'Pageviews' with a value of 3.32. The overall image has a blue tint.

Tips for optimizing your Google My Business listing

Make the most out of your profile and rank higher in Google Search and Maps

You should always remember to...

Always keep your information updated



Upload interesting, good-quality photos

Get in touch with your customers, get reviews and respond to them



Keep your profile alive - post regularly

Show your products and services in a catalog



Provide information people need- use Q&A



Always keep your information updated

Make sure the following are always correct: your company name, address and phone number, website, description, your business category, attributes, and opening hours.

You can change them at the Google My Business dashboard. Click on your listing and select “Info”. Then choose a section to complete or update.



Upload photos to stand out

According to Google, businesses with photos see 35% more clicks to their website and 42% higher requests for driving directions in Google Maps.

- Try to post at least one new photo every week
- Upload your logo for the thumbnail photo
- Use a photo that best represents your brand for the cover photo
- Be sure to post photos of the interior and exterior of your business, your team, products, happy customers
- Don't use stock photos or photos with special effects
- Focus on quality images (at least 720 pixels wide by 720 pixels high and JPG or PNG files)



Encourage customers to leave reviews and respond to them

Having multiple reviews and a solid star ranking will position your business higher on the list of results and positively impact your sales.

Ask your customers to leave a review. Studies show that **62% of customers will leave a review when asked**. Do so via email, text, social media, and in-person conversations.

Remind customers that reviews aren't just for your benefit; they **help other people to find a solution and make informed decisions**.

Make it as easy as possible for customers by creating a review shortcut link they can click to write a review.

Take the time to respond to bad reviews, as it can be more effective than ignoring them. It shows that you are engaging with your audience and care about the quality of your business.



Post to your Google My Business profile

Just like with social media platforms, you can post to your GMB profile about **announcements, offers, special deals, events, and products**. Posts are created in your GMB dashboard and show up in the “Updates” section toward the bottom of your profile. They might become more prominent based on the user search.

Post regularly to send signals to Google and keep your profile up-to-date. **Don't forget to include links and CTAs in every post.**



Use the product catalog

If you're a merchant with **products to showcase** or a restaurant with a menu to show, you can do so through GMB's Product Editor. Other businesses can also put up **different sections for their services** and provide the ability to directly book/reserve visits.

When adding products and services, include the name, description, photos, and price (if applicable).



Answer customer questions and show information through Questions & Answers

Google Q&A gives consumers the opportunity to ask questions about a local business. As the business owner, you're allowed to ask and answer questions about your location. That means you can create a **database of helpful information** to help search users considering your business before they've even reached your website, let alone your dedicated FAQ page.

Set up alerts in your profile settings so you can stay on top of questions and answers posted to your profile.

When a consumer asks a question, aim to respond with an answer promptly and **be useful, helpful, and accurate in your response.**

Make a list of the most frequently asked questions your business gets. Then ask, answer, and upvote your answer on your own profile



Common problems with Google My Business

how to identify and fix them

Suspended listing

If you get notified about having your business listing suspended, you may need to work out the reason yourself, as Google usually doesn't provide it.

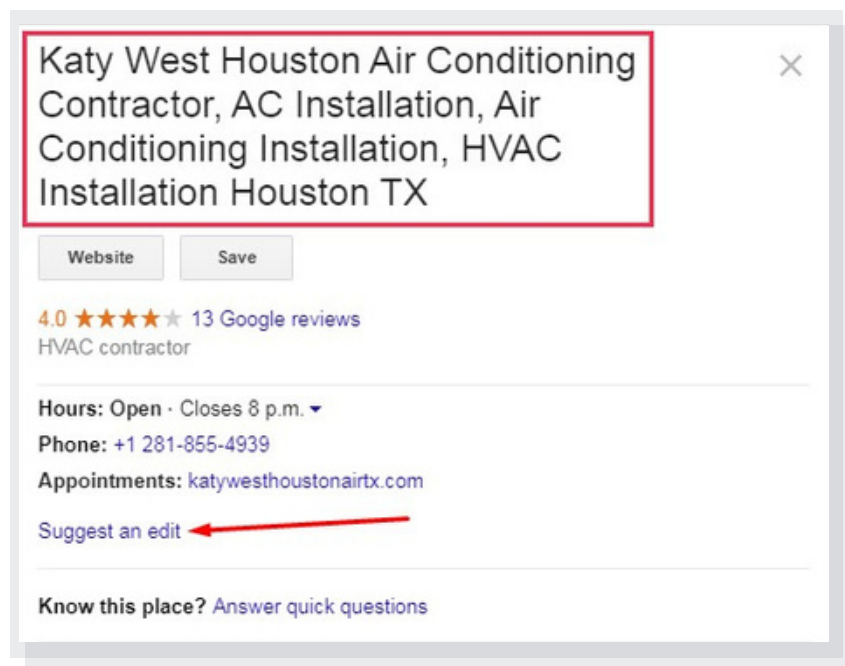
There are a number of reasons for an account suspension like an unverified listing or violation of the [Google My Business Guidelines](#). One of the most common, unknowingly committed violations is listing a residential or an office rental address as your business address. After you familiarize yourself with the [Guidelines](#) and fix the problem, fill out a reinstatement request to have your account reactivated.

You might need to provide the following proof of owning and operating a legitimate business:

- permanent business signage (even if renting office space)
- a photo of a branded vehicle (if you own a Service Area Business)
- a photo of a copy of your business license
- proof that your business is registered with a local business governing body.

Spam and fake competitor listings

If you realize that spam (such as keyword-stuffed business name) and fake listings of your competitors are dominating the Search results, you can suggest an edit.



Sometimes, your edit will take effect immediately and other times they take a while. Either way, suggesting an edit brings the ruler-breakers and potentially fake business listings to Google's attention. If your suggested edits aren't making a change and you know for a fact that a certain business is violating GMB Guidelines, you can submit a formal complaint in the form of a Redressal form.

Rejected GMB posts

If your post gets rejected, you will see a red “Rejected” notice.



In general, posts get rejected because of their content, used photos or videos, or if your business activity is located within "sensitive" topic areas.

Sometimes, certain words in the post activate the rejection because they are part of Google's "offensive" word list. The first thing you can is trying to reformulate the text in a more generic way and not including any sensitive words or images.

Recently, Google has been rejecting some posts including phone numbers and URLs, so try deleting them and republishing the post too.

How can we help?

Any questions about Google My Business or Maps in general? We will be glad to help you!

Globema is a Polish IT company active on the market for more than 20 years. We are a Google Cloud Premier Partner and the only Google Maps Premier Partner in Poland.

We operate in Poland and Central and Eastern Europe. Globema offers Google Maps Platform products and provides innovative IT solutions based on Google Maps that support many industries.

Contact us



Why it's worth it to cooperate with us?
We can think of at least 7 reasons!

