# Getting your Business Online with Google my Business & Google Maps

# Contents

**Respond:** How can Google My Business help right now?
A guide on what you can do now as a travel business owner

**Prepare:** What can you do now to prepare for rebound?
Invest your time wisely and digitize your travel business

**Rebound:** Life post circuit breaker - how to rebound?
Guidelines on what you can do to rebound with Google My Business

Google

**Respond**

How can Google My Business help right now?

Google

For the most recent updates on how Google My Business can help during the COVID-19 situation, please make sure to visit the below pages.

**Google:** *"Google help center guidance for businesses affected by COVID-19"*
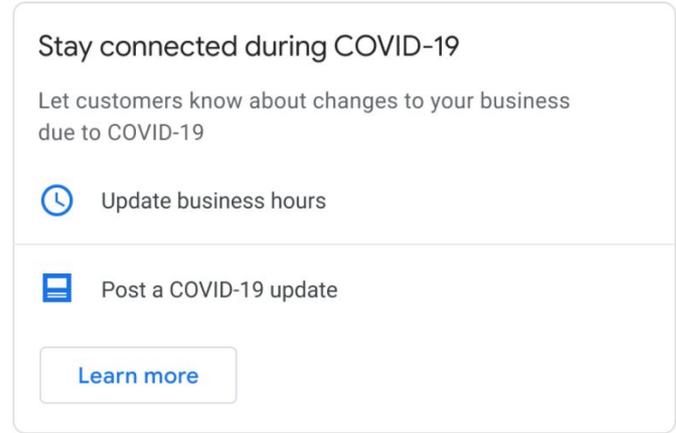
Note that businesses may see delays in getting new verifications processed due to current situation.

**Google:** *"Limited Google My Business functionality due to COVID-19"*

# Stay up to date on GMB

For the latest updates and GMB features in your area, check the COVID-19 dashboard card on your account page.

From here, you can learn more about the features we've just covered.

Stay connected during COVID-19

Let customers know about changes to your business due to COVID-19

🕐 Update business hours

📰 Post a COVID-19 update

Learn more

Dashboard Card

Google

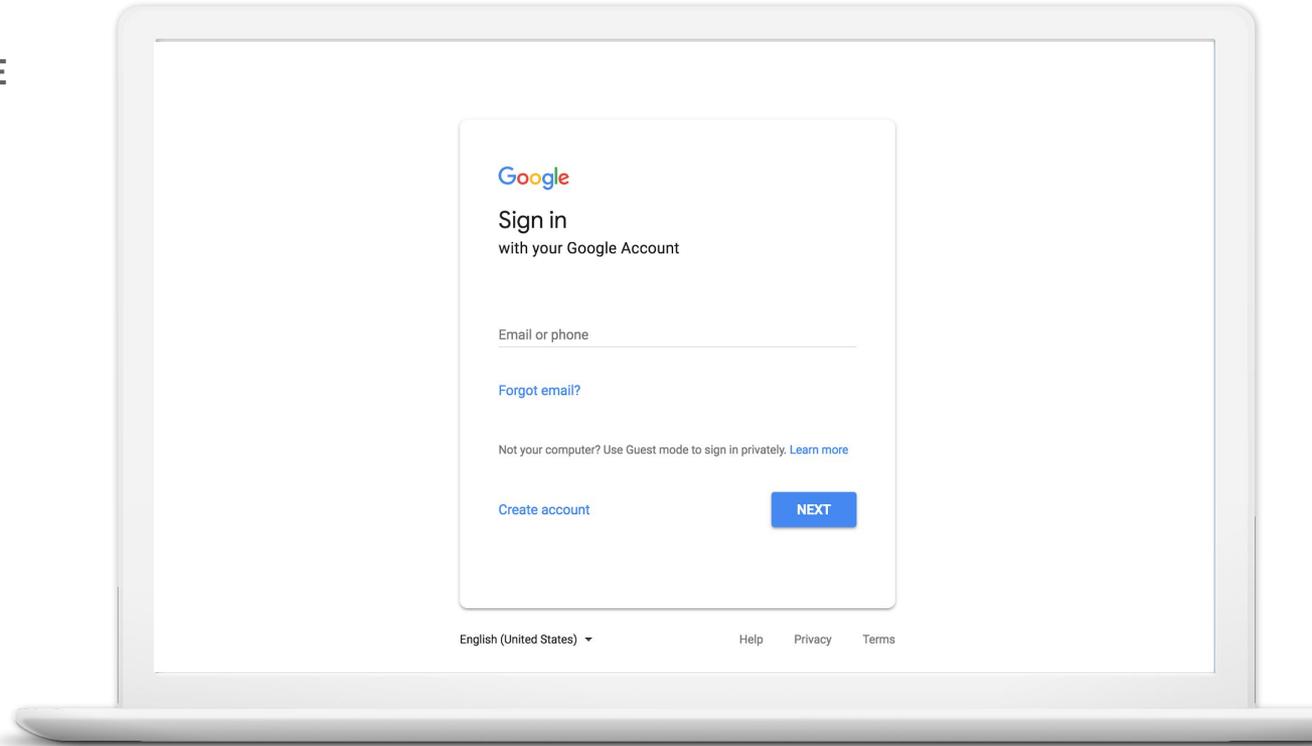# Is your business visible on Google Maps & Google Search?

Google My Business lets you engage with customers in the moments that matter with a Business Profile that shows who you are, what you do, and what you have to offer on Google Maps and Google Search on phone, desktop, laptop & tablet.
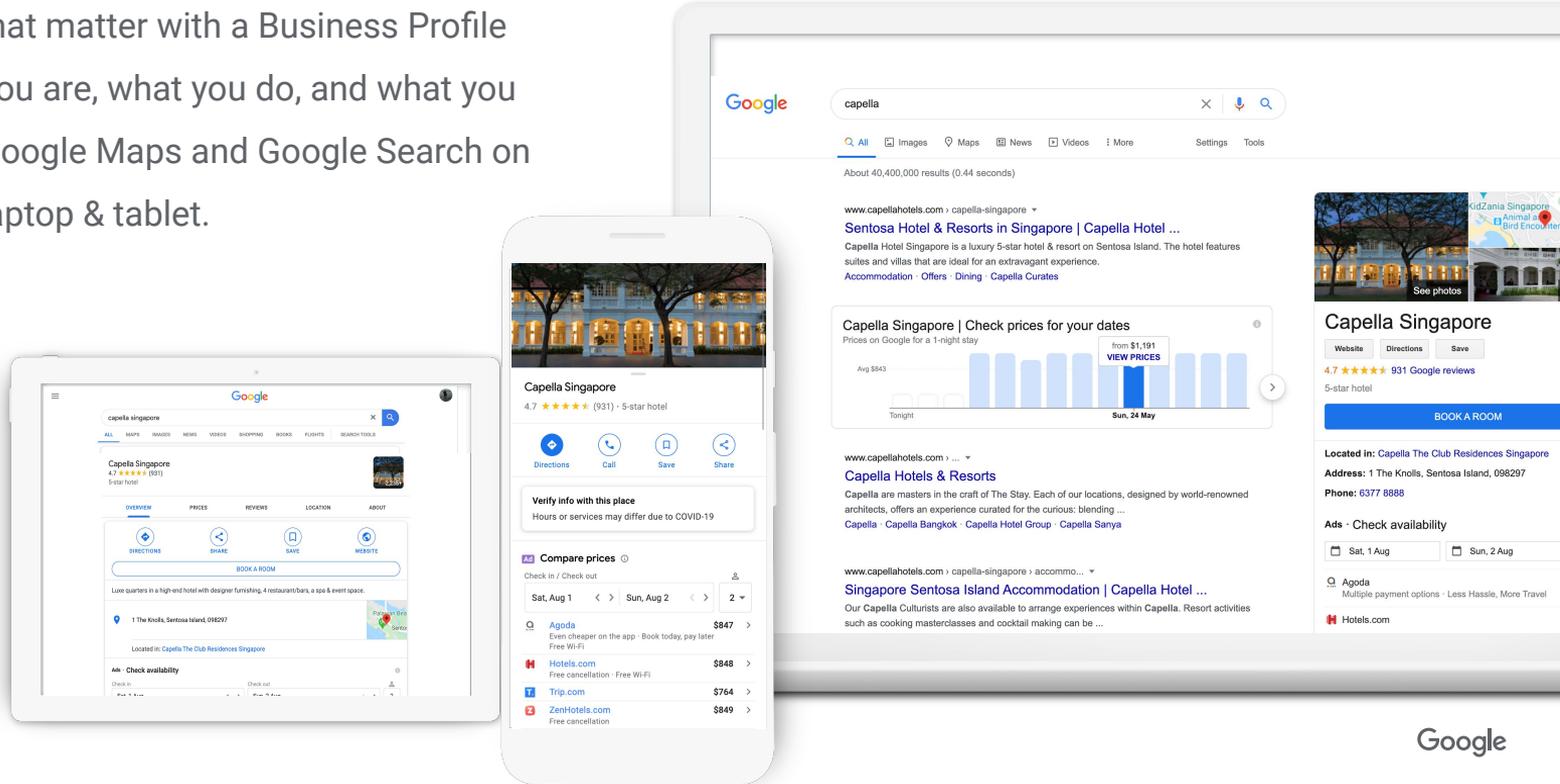


Google

# If not: Create a Business Profile with Google My Business
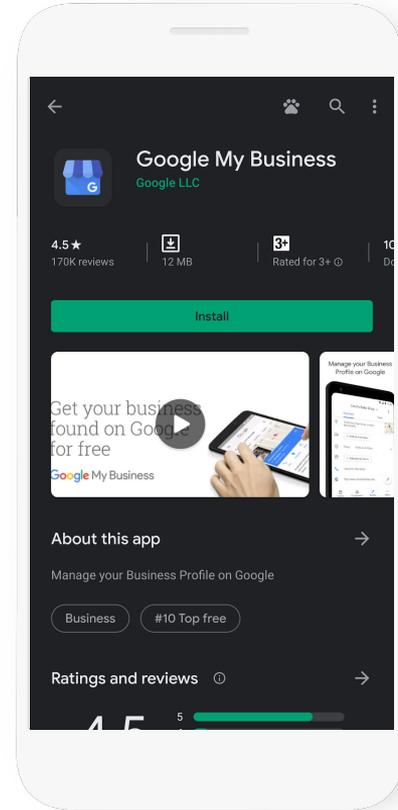
**STEP 1: SIGN INTO YOUR GOOGLE ACCOUNT**

Sign into the
Google Account you
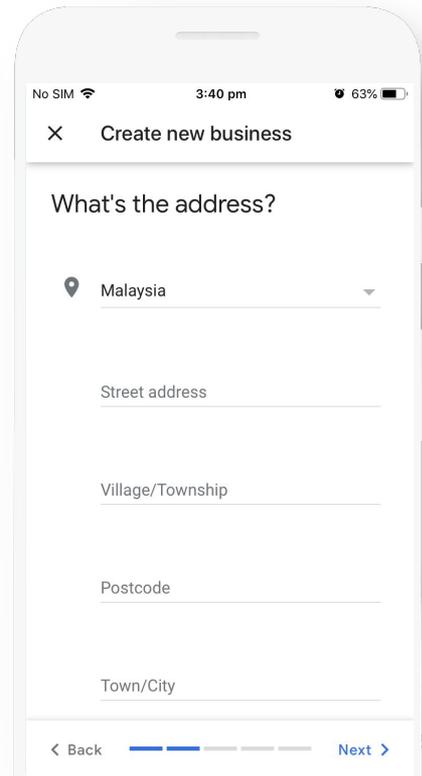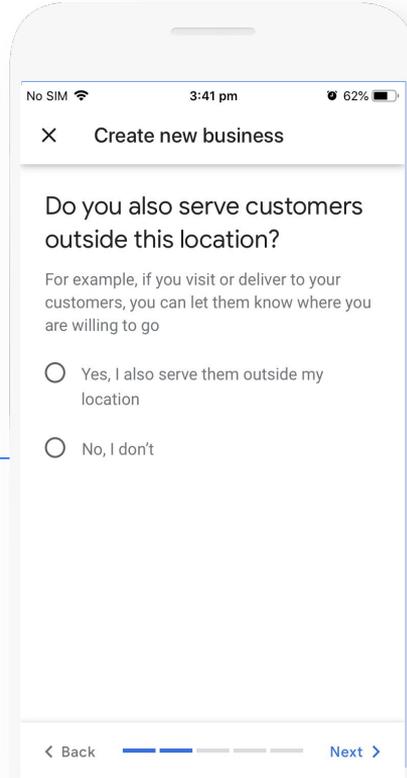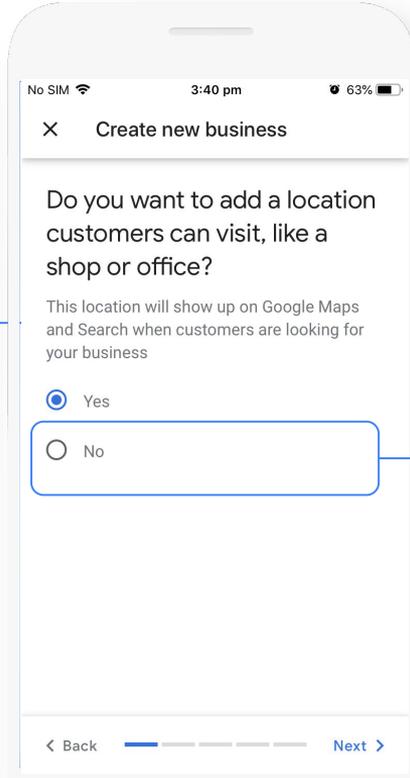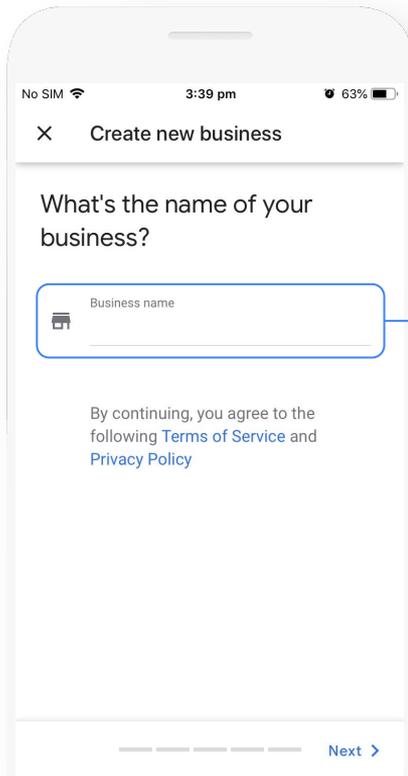use for your business.



Google

White Business

# Step 2: Download Google My Business

Go to your Google Play or App Store, search for Google My Business
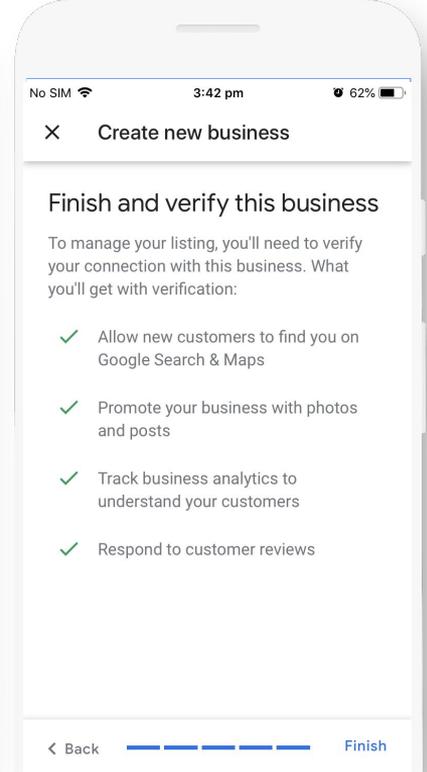
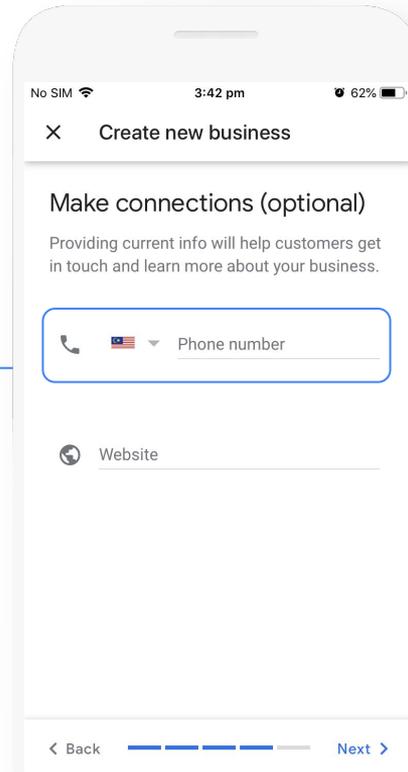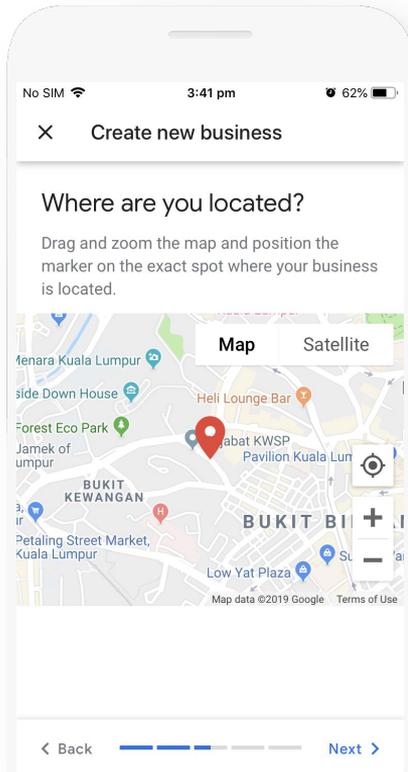**Install the application**



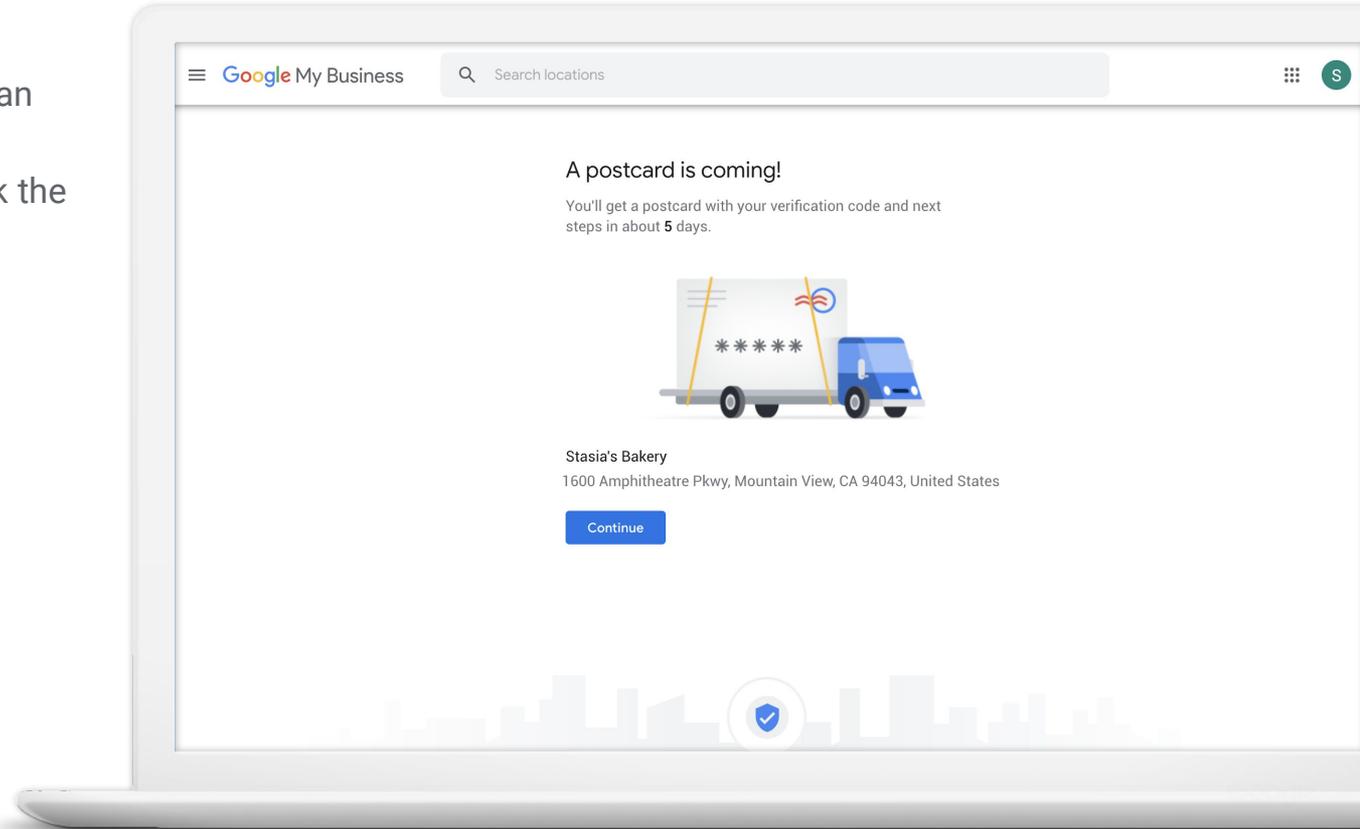Google

# Step 3: Create your business profile with the app

**Screen 1**

No SIM · 3:39 pm · 63%

✕  Create new business

## What's the name of your business?

🏪 | Business name

By continuing, you agree to the following Terms of Service and Privacy Policy

Next ›

**Screen 2**

No SIM · 3:40 pm · 63%

✕  Create new business

## Do you want to add a location customers can visit, like a shop or office?

This location will show up on Google Maps and Search when customers are looking for your business

🔘 Yes

⚪ No

‹ Back        Next ›

**Screen 3**

No SIM · 3:41 pm · 62%

✕  Create new business

## Do you also serve customers outside this location?

For example, if you visit or deliver to your customers, you can let them know where you are willing to go

⚪ Yes, I also serve them outside my location

⚪ No, I don't

‹ Back        Next ›

**Screen 4**

No SIM · 3:40 pm · 63%

✕  Create new business

## What's the address?

📍 Malaysia ▾

Street address

Village/Township

Postcode

Town/City

‹ Back        Next ›

# Step 3: Create your business profile with the app

---

**No SIM** 📶     3:41 pm     ⏰ 62% 🔋

✕   Create new business

## Where are you located?

Drag and zoom the map and position the marker on the exact spot where your business is located.

Map   Satellite

Map data ©2019 Google   Terms of Use

‹ Back     ▬▬▬▬ ▬ ▬     Next ›

---

**No SIM** 📶     3:42 pm     ⏰ 62% 🔋

✕   Create new business

## Choose the category that fits your business best

This helps customers find you if they're looking for a business like yours. Learn more

🔍   Business category

You can change and add more later

‹ Back     ▬▬▬▬ ▬ ▬     Next ›

---

**No SIM** 📶     3:42 pm     ⏰ 62% 🔋

✕   Create new business

## Make connections (optional)

Providing current info will help customers get in touch and learn more about your business.

📞   🇺🇸 ▾   Phone number

🌐   Website

‹ Back     ▬▬▬▬ ▬ ▬     Next ›

---

**No SIM** 📶     3:42 pm     ⏰ 62% 🔋

✕   Create new business

## Finish and verify this business

To manage your listing, you'll need to verify your connection with this business. What you'll get with verification:

✓ Allow new customers to find you on Google Search & Maps

✓ Promote your business with photos and posts

✓ Track business analytics to understand your customers

✓ Respond to customer reviews

‹ Back     ▬▬▬▬▬▬     Finish

# Step 4: Your verification is on the way

Most postcards or other verification methods arrive or can be completed in about 5 days. When it arrives, sign in and click the Verify now button. Enter the verification code.

Click Submit.



Google My Business

Search locations

**A postcard is coming!**

You'll get a postcard with your verification code and next steps in about **5** days.

Stasia's Bakery

1600 Amphitheatre Pkwy, Mountain View, CA 94043, United States

Continue

Great! Now that you have a listing, what are some COVID-19 specific actions you could take?

Google

# #1 Update your business hours

⚡ **54%** of the people are looking for **business opening hours in Google Maps**.

If your business hours change, update the times that you're open or closed. Your operating hours will show when customers visit your profile.

If you have an on-property restaurant in your hotel, consider offering online food ordering for take-out or delivery with The Ordering.app.
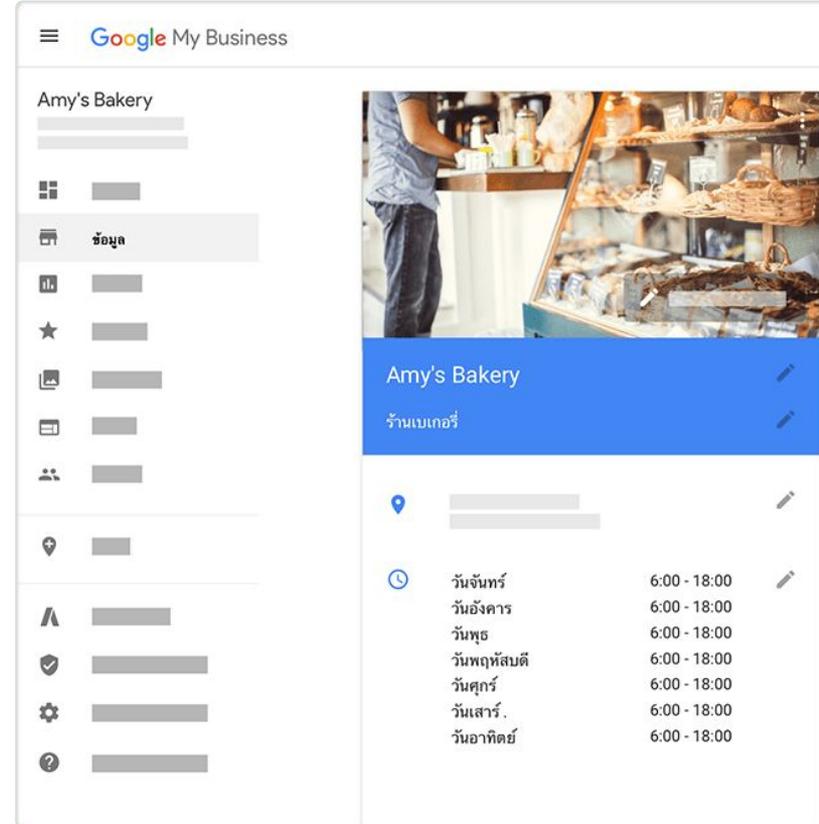
Google

# #2 Communicate temporary closures

You can now mark your business **"Temporarily closed"** on Google. Google also relies on authoritative data sources, where available, to mark certain types of places as "Temporarily Closed" on Google Search and Google Maps.

**Important**: If your business is still operating but at a diminished capacity, do not mark your business "Temporarily closed."

Google

# #3 Manage your amenities

Provide the most accurate information on **amenities and other attributes** to your customers. The updates will show on your Business Profile on Google Search and Maps.

**TIP :** Let customers know that you offer special rooms for COVID-19 responders by selecting the attribute in your business profile.



Google
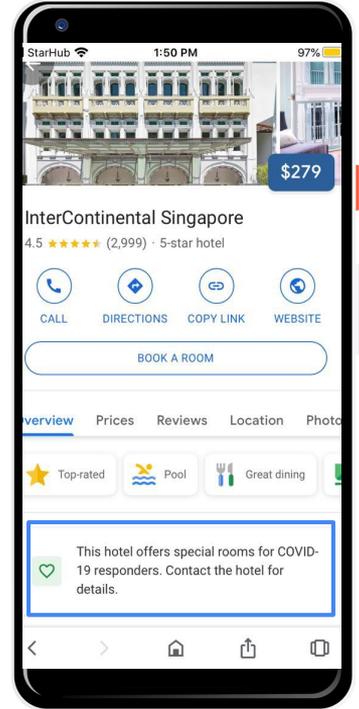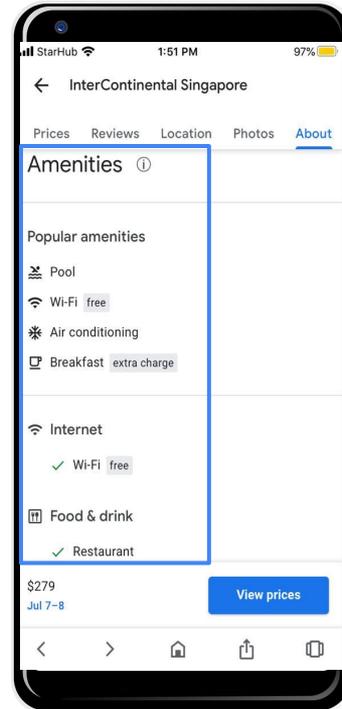
# #4 Create a (COVID-19) Post

**Share more detailed and timely updates** about what's going on with your business through Posts.
For example:

- Add information about closures or reduced hours
- Suggest the purchase of gift cards to support your business
- Inform your customers about increased hygienical standards
- Communicate takeaway food / curbside pickup options

You can continue to use Posts to directly communicate with your customers on a regular basis as your business changes.

**Tip:** To make sure COVID-19 content is more noticeable to your customers, use the new COVID-19 post type on Google My Business.
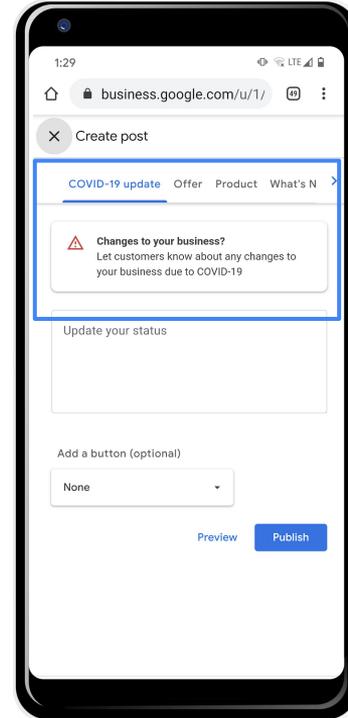
GMB Create a Post                    Local Search
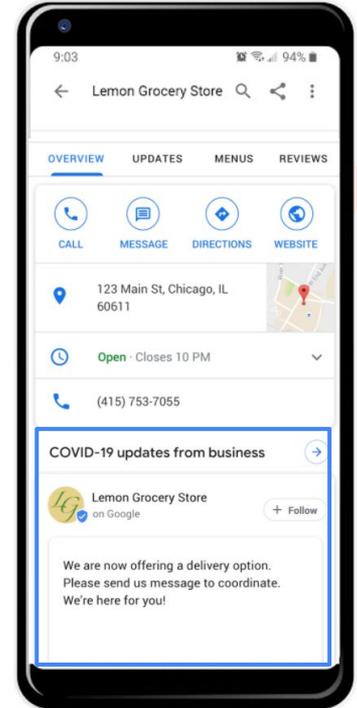
Google

# #5 Surface what matters

Proactively communicate with travelers through a **resources section on your website or a Google Form** to field questions on cancellations, refund policies, etc.

**Highlight flexible booking options** in your hotel ads,bring attention to your cancelation, refundability or rebooking policies in your callouts.Review Hotel Ads best practices.

Brew travel interest with a **free YouTube channel**. Consider sharing local recipes, wellness tips or virtual city tours.

See emerging topics and top questions asked by geography with **Google Trends**.

Learn how other thought leaders are coping with similar business challenges on **Think With Google**.
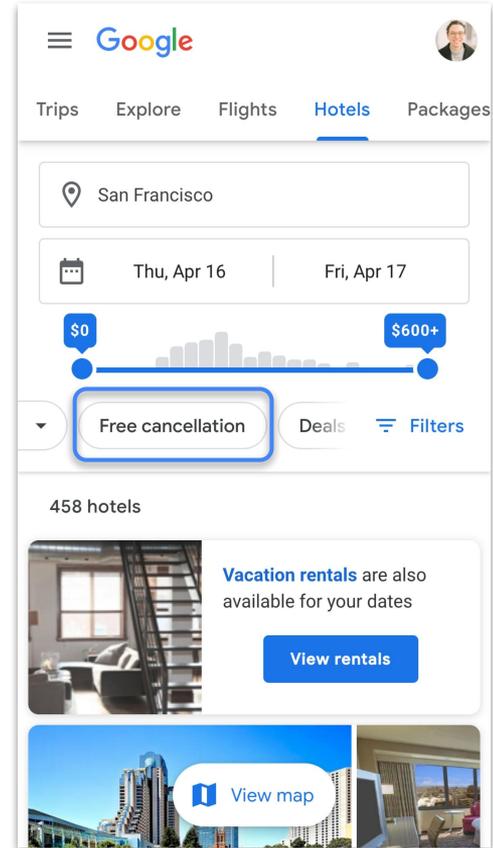
# #6 Show discounts to users

If your (hotel's) restaurant is open for takeout or delivery and you offer discounts to consumers, surface this information in your Google My Business profile.
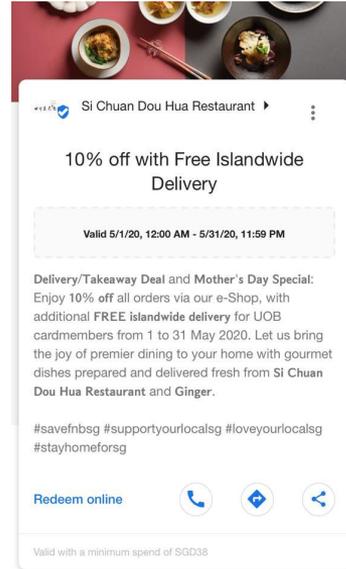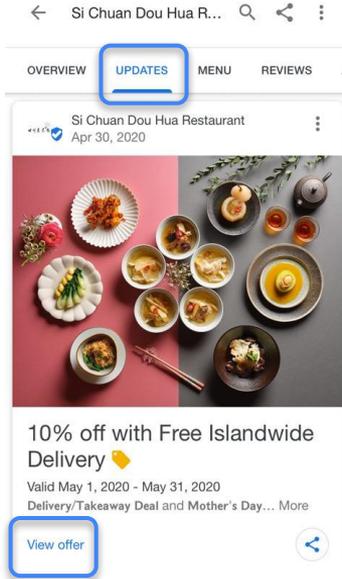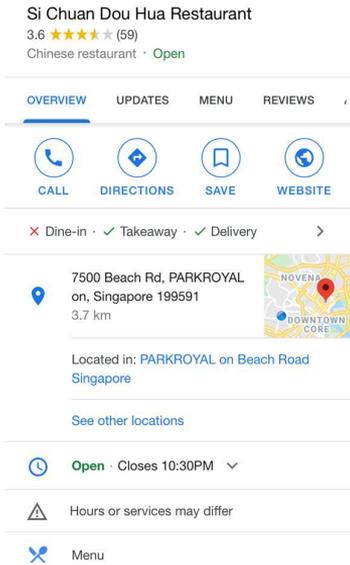
# Prepare
What can you do to prepare for rebound?

Google

# First, Add Managers to help monitor your account



Google
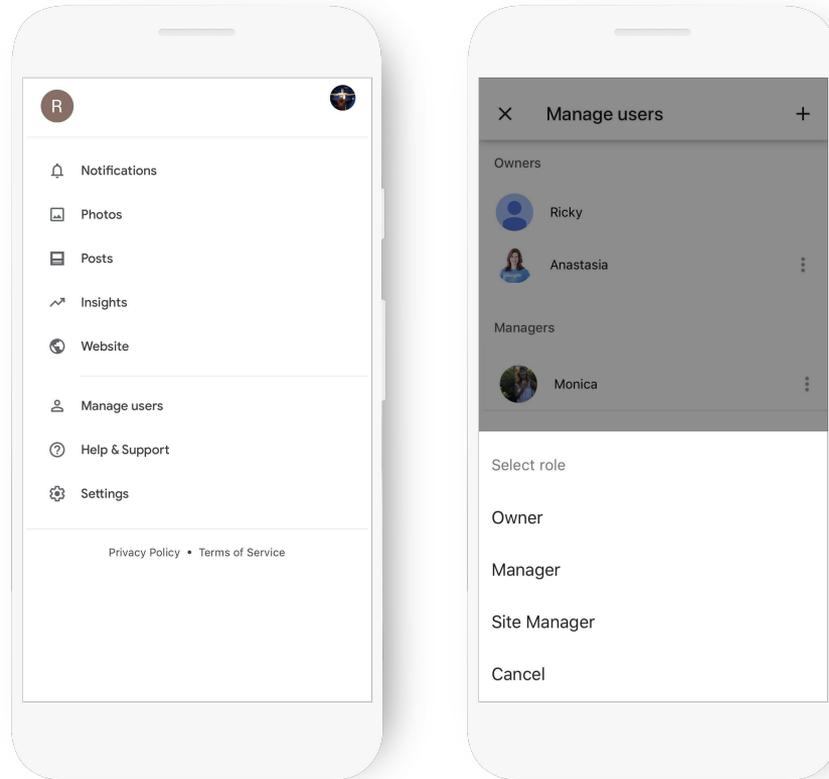
# Add your business information

Address

Opening hours

Phone number

Description

Google
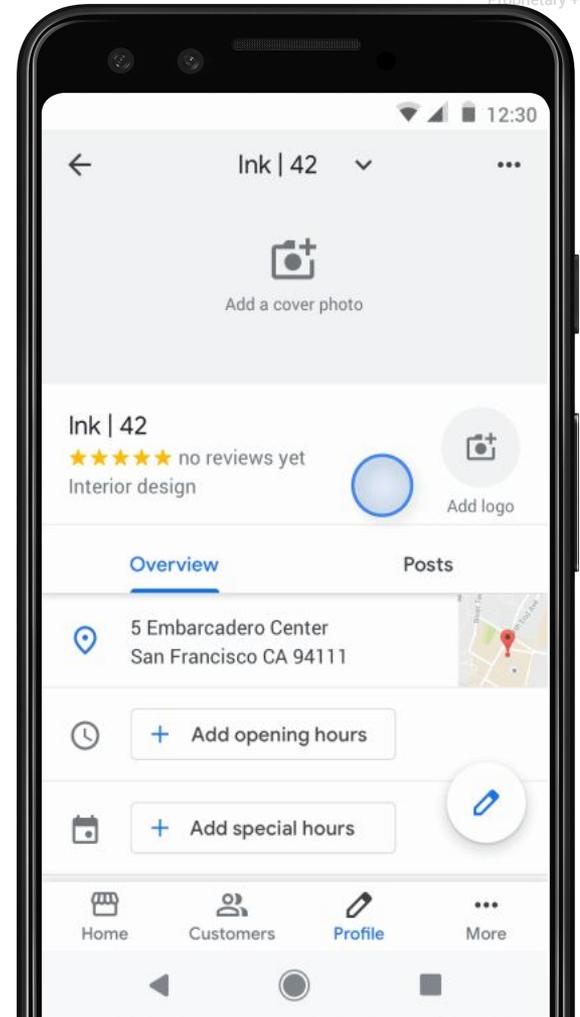
# Add Business photos

**90%** of customers more likely to visit a business that has photos on a search results page.[1]

Google
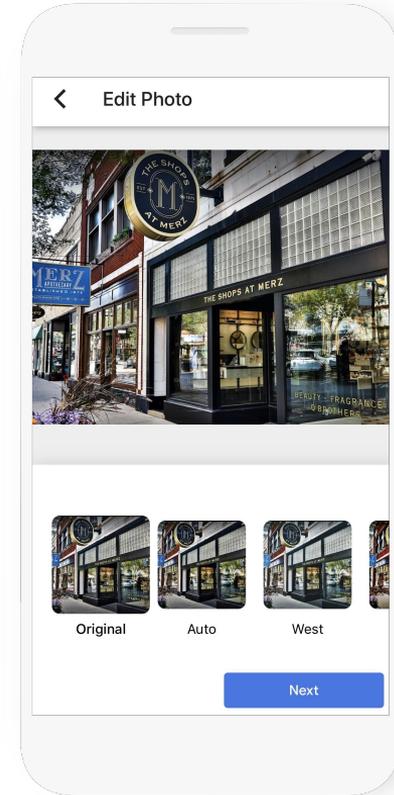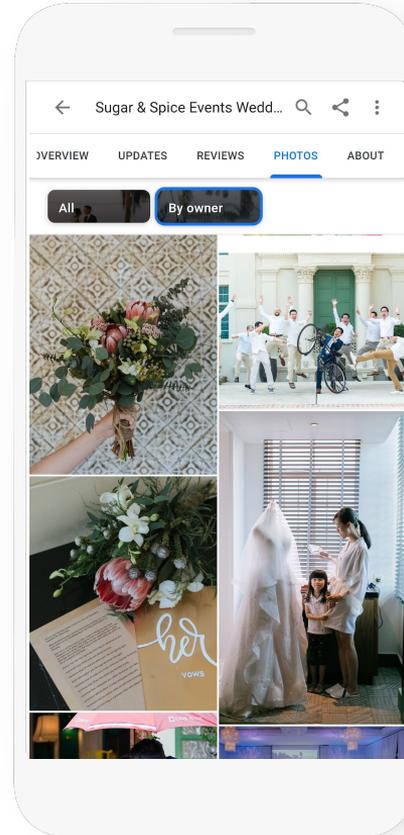
# Add Logo and a Cover photo

Bring your brand identity
to your Business profile with
your logo and cover photo



Google
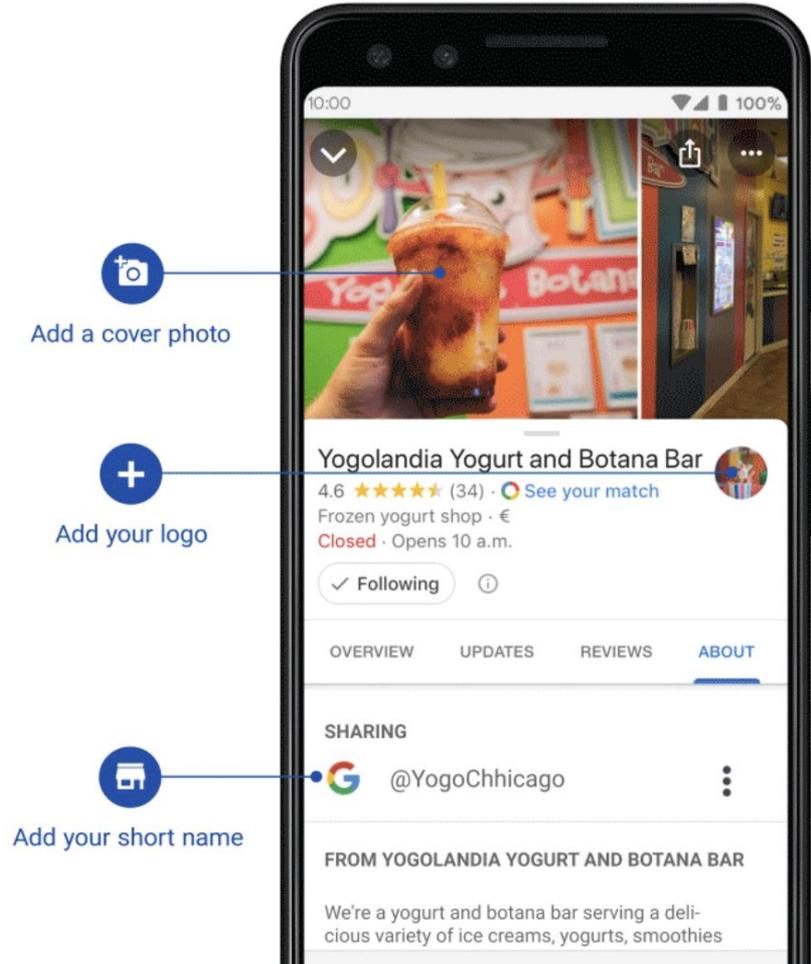
# Create a Mobile friendly website in a few minutes

Click website to get started.

Select Themes to change the site design.

Publish website.



Google
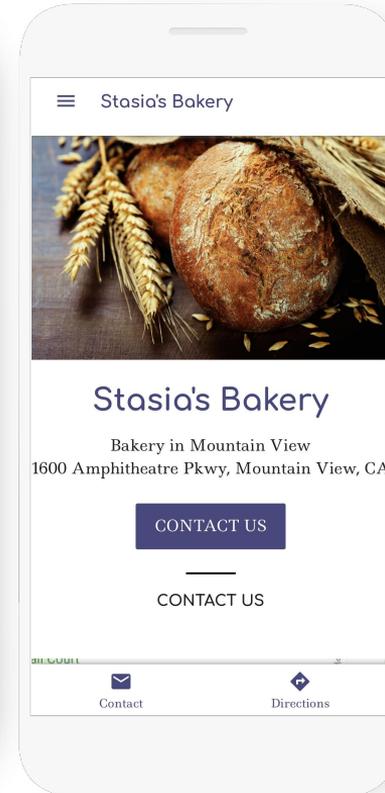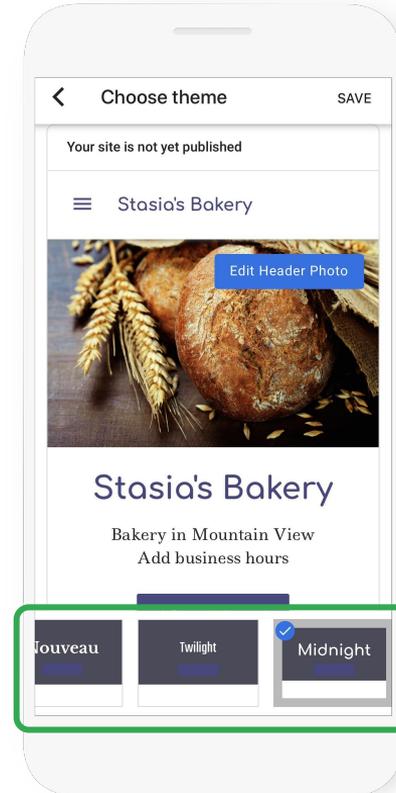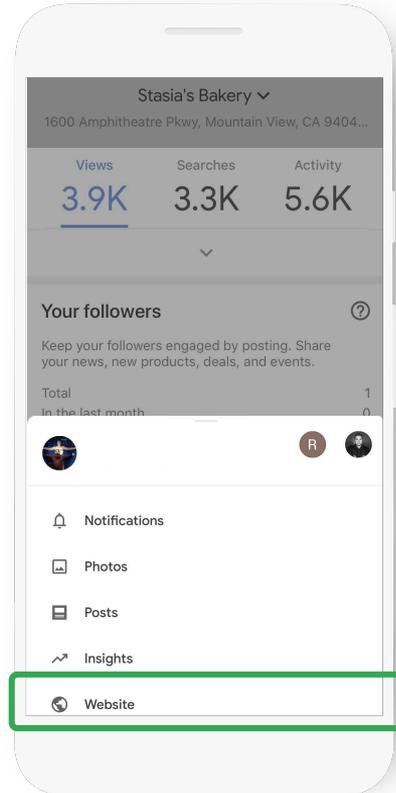
# Add Attributes to help customers know your business

**29%** of customers are more likely to consider purchasing from businesses with a more detailed profile

*e.g. free wifi, outdoor seatings...*

Google
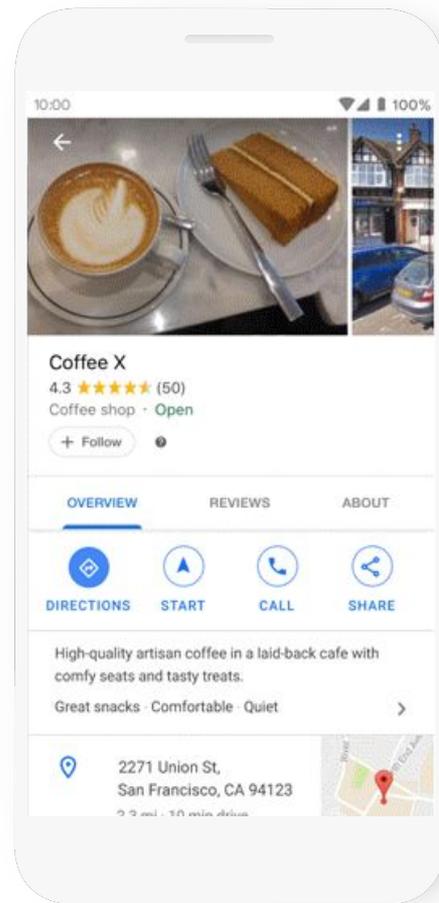
# Create Posts to Communicate Updates

**Share Updates**
directly on your
Business profile



X    **Create post**

What's new    Event    Offer

Offer title
Monthly Unlimted All Access Only $99
Example: 10% off                    36 / 58

Start time
Apr 16, 2019 at 11:32 AM



OVERVIEW    UPDATES    REVIEWS    ABOUT

Monthly Unlimited All Access
only $99 🏷️
Valid Aug 29, 2018 - Sep 14, 2018
Take advantage of our Annual Membership Sale and
get access to all of our locations.

Coming soon to West Springfield and
Tysons/Falls… More

View Offer

SEE SCHEDULE & BOOK

Google

# Updates Examples



## What's New
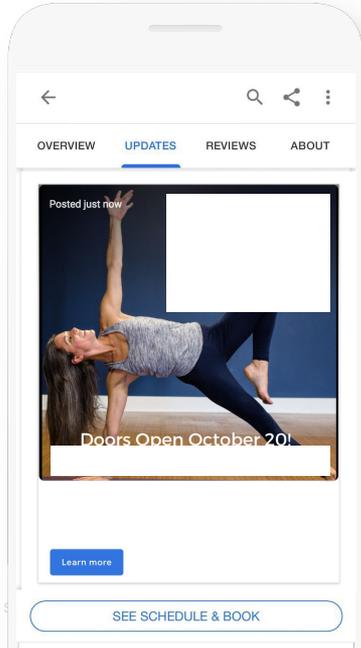


## Product



## Offer



## Event

Google
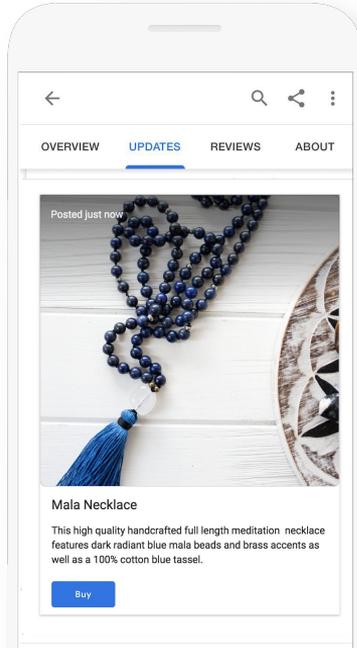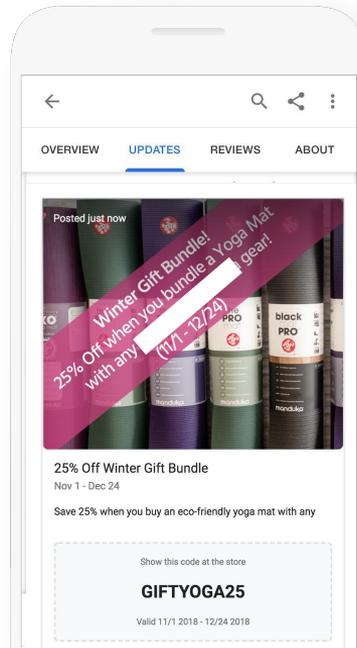
# Read & Respond to Reviews

**Be notified** when customers write reviews about your business.

**Build brand loyalty** by responding.

**Reply** with your point-of-view, solutions, answers, or thanks.



Google
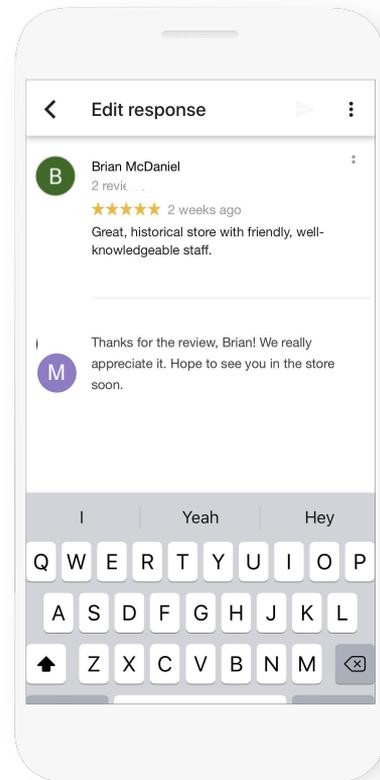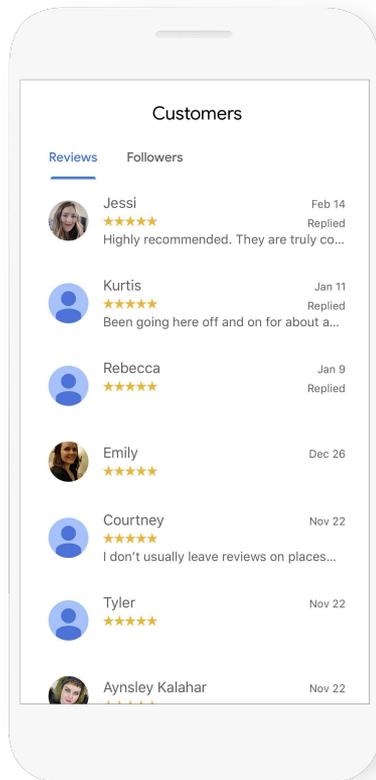
# Best Practices for Negative reviews

**Don't panic** when receiving a negative review

**Evaluate the situation** by looking into what they purchased and their interaction with you or your employees

**Respond to negative reviews quickly** to calm the customers and assure future customers that the same issue won't happen to them

**Rectify the situation** as soon as possible



Google
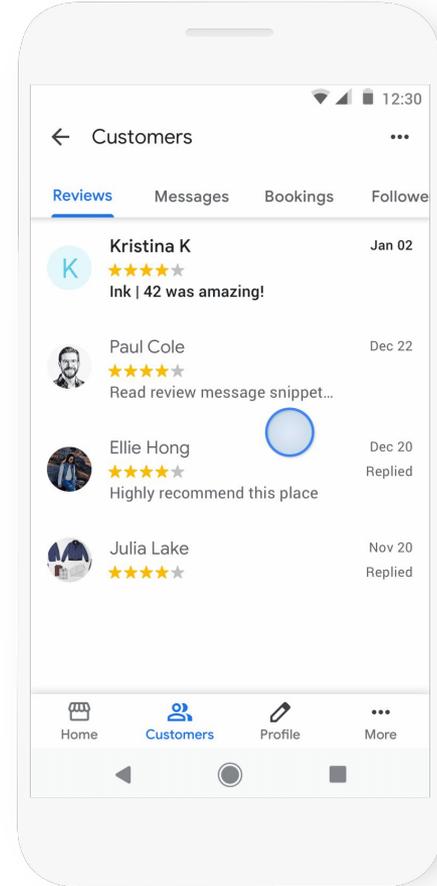
# How to get more Reviews?

Share the "short link" to help

customers write reviews.

g.page/[shortname]/review
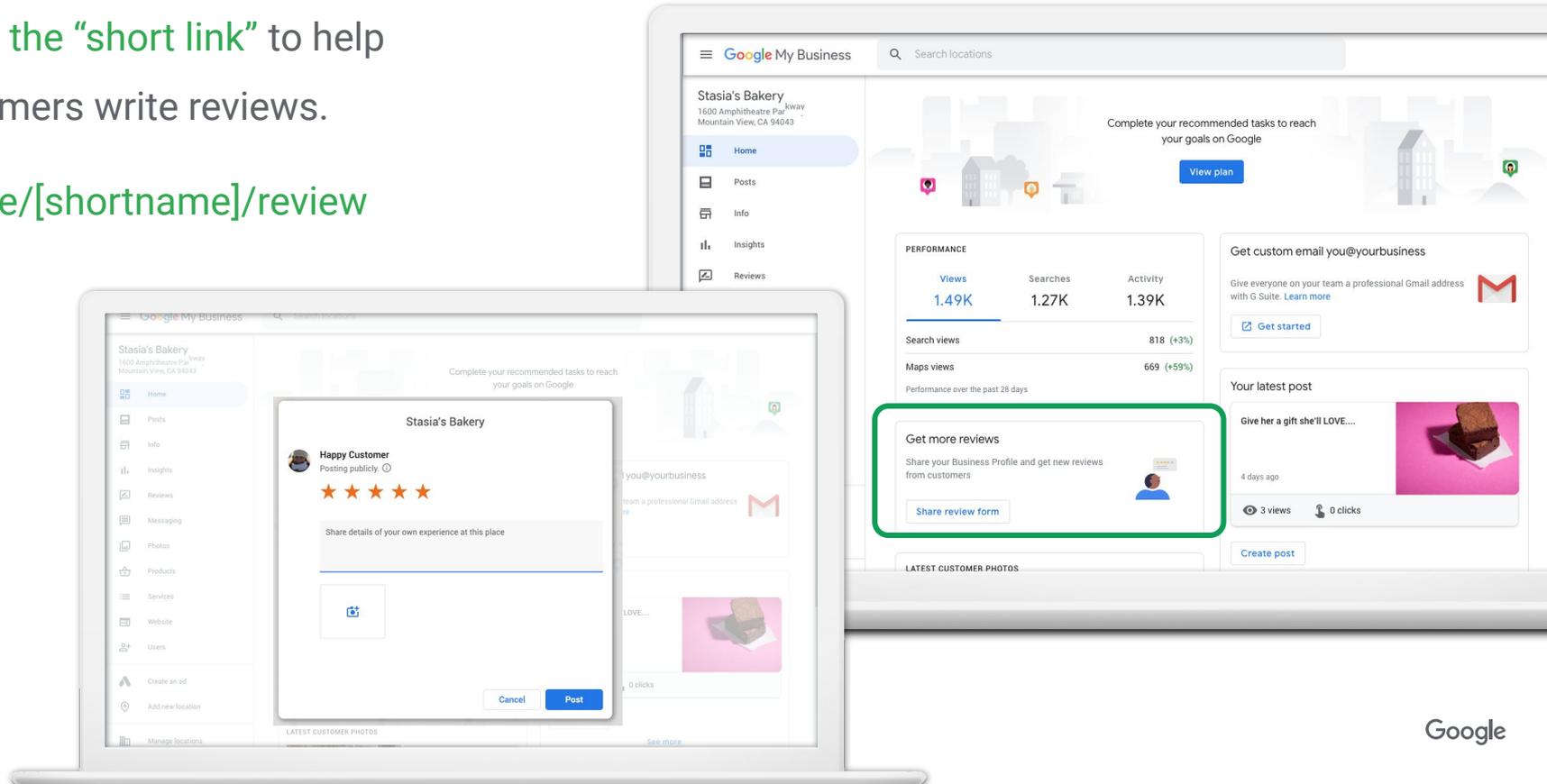
# Encourage satisfied customers to share

Messages to encourage customers to share their review

Short link to review



Enjoyed your meal today?

Share your review on Google.

g.page/XXXXXX/review

Screenshot of your Business Profile

Google

# Use Messaging to communicate with customers

Set up messaging in the Google My Business app.

Customers can send messages that appear in the app.
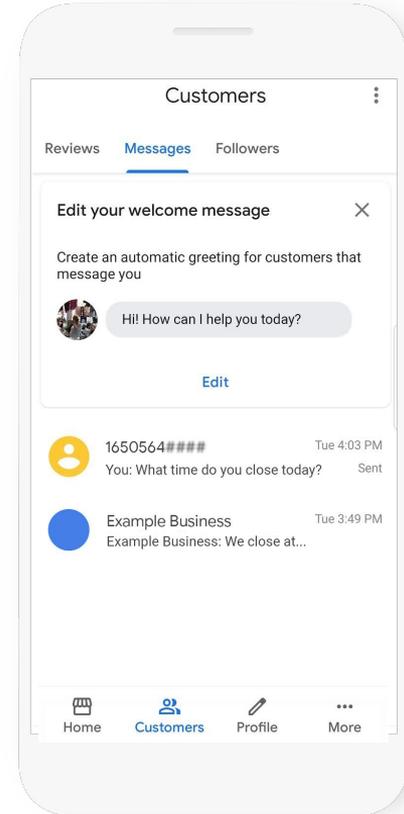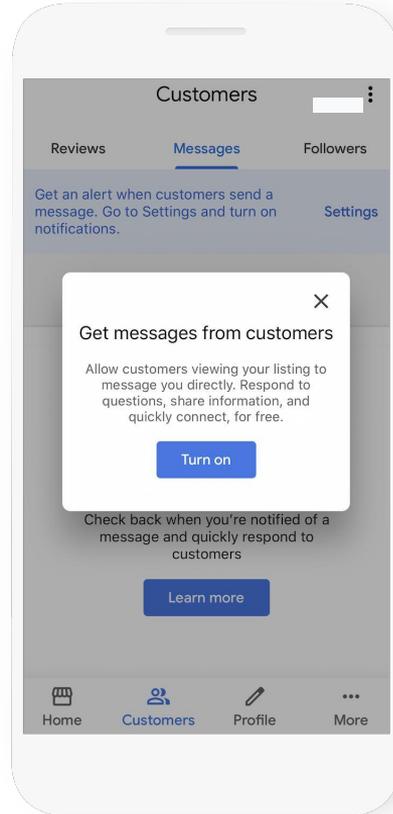
# Make it easy to schedule an appointment

**Book an appointment** in under a minute, directly through the profile.

*Available for Dining, Activities, Beauty, Fitness*



Google
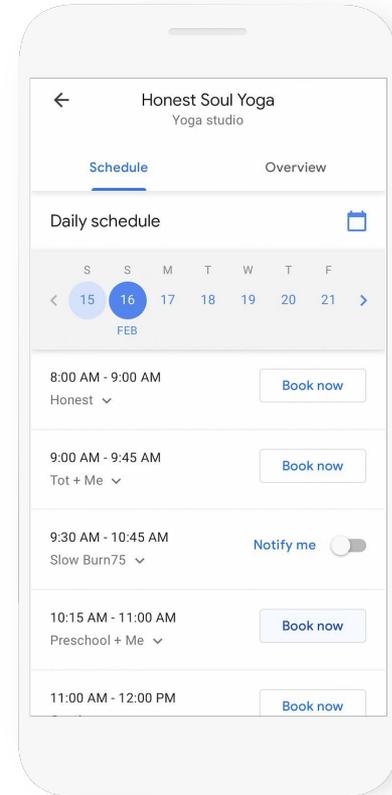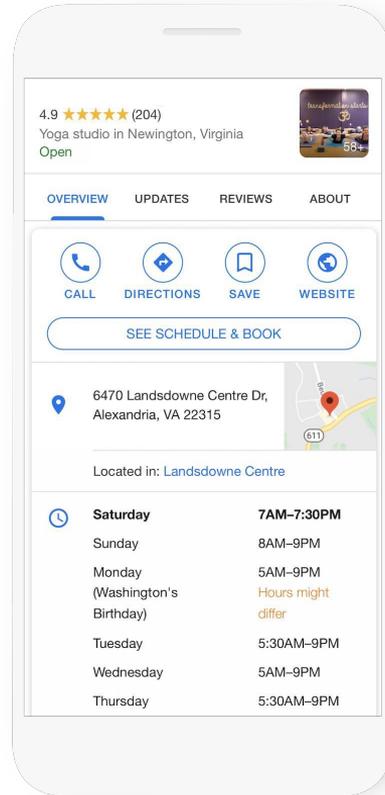
# You can get booking request with Messaging

No 3rd party booking ?

**Get Bookings requests**

with Messaging
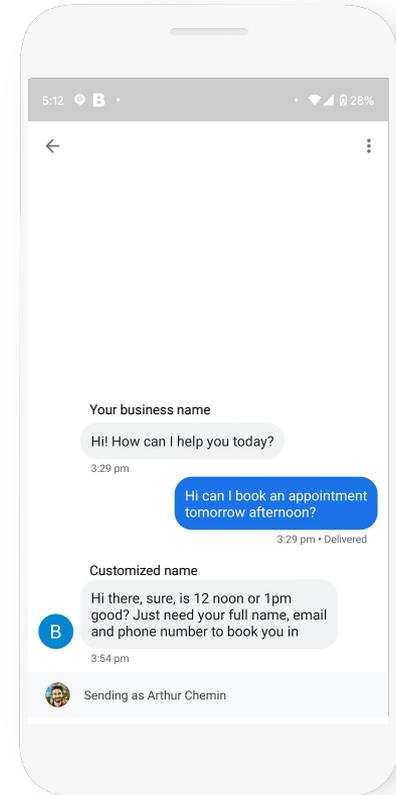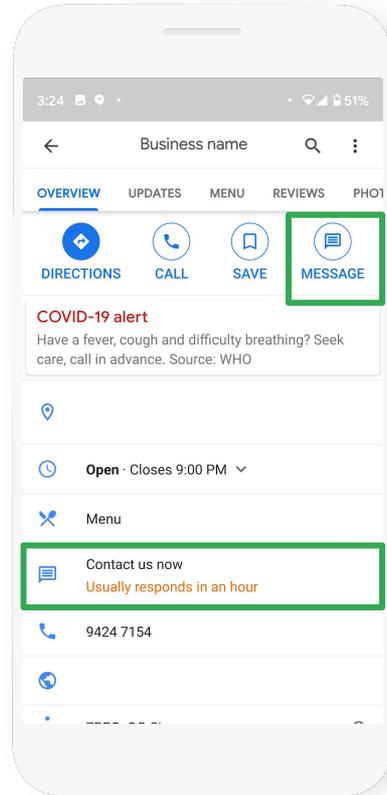
# Create Welcome Offer for your Followers

**Users can follow your business**

When they do, they can get your

exclusive **Welcome Offer**



Google
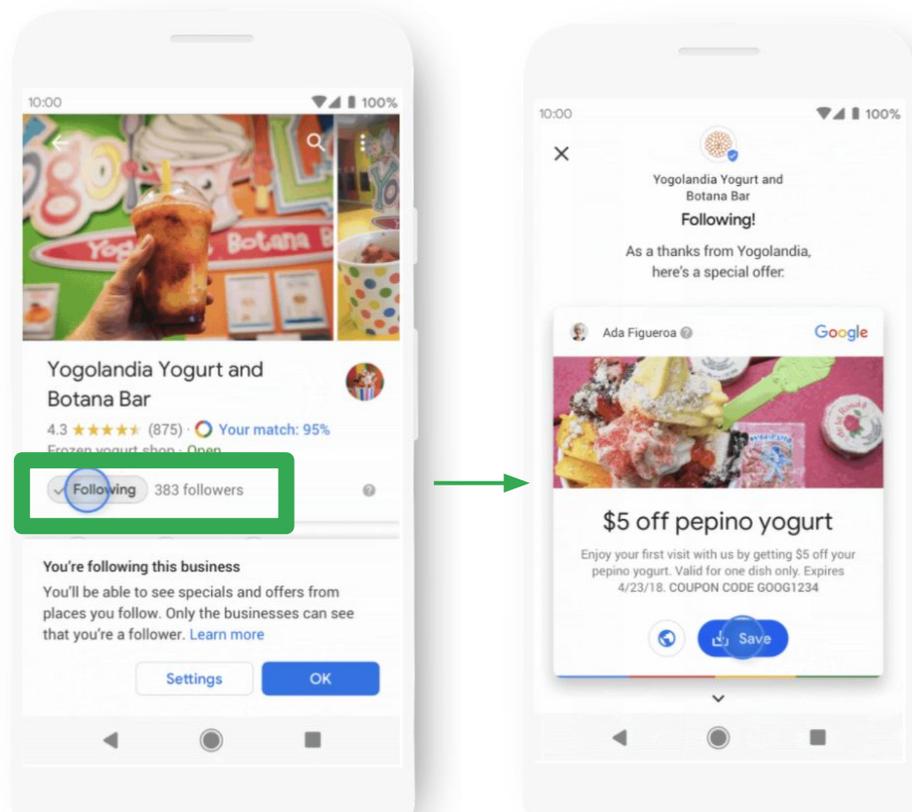
# See what is working with Insights

How do searchers find you?

How do they interact with the profile?

Do they call, request directions, visit your website?
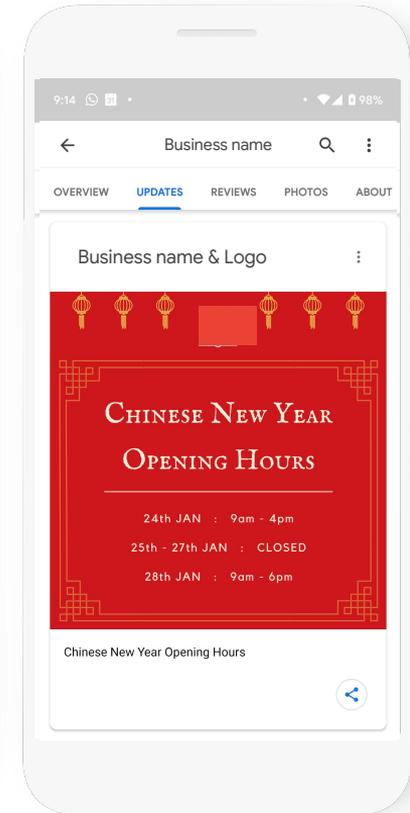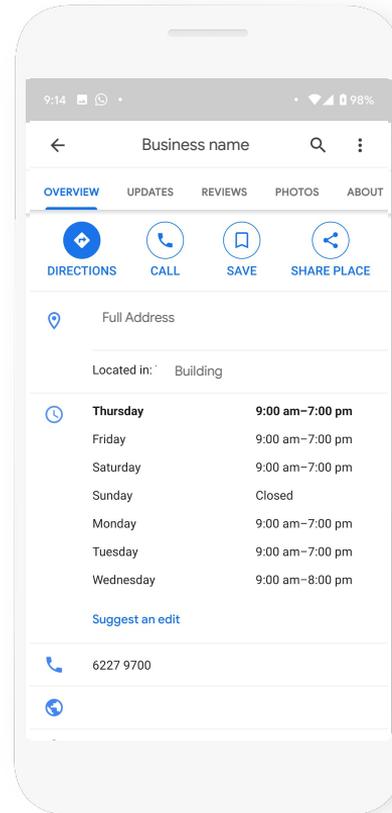
Where do customers come from?

What days have the most activity?



Google
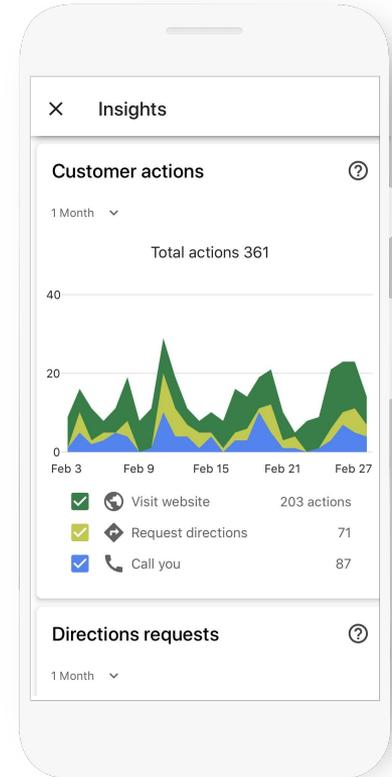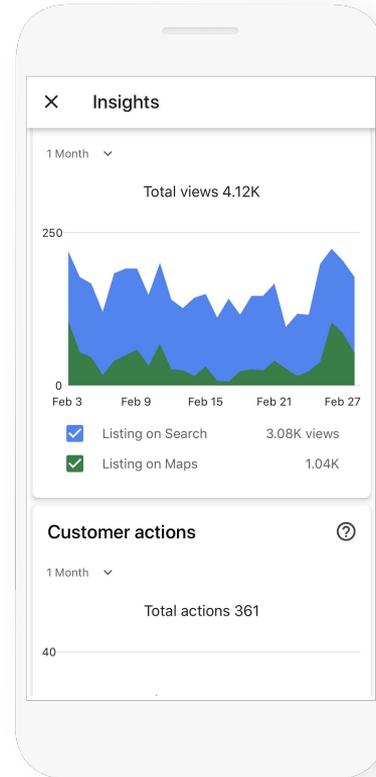
# Rebound
How to rebound post circuit breaker?
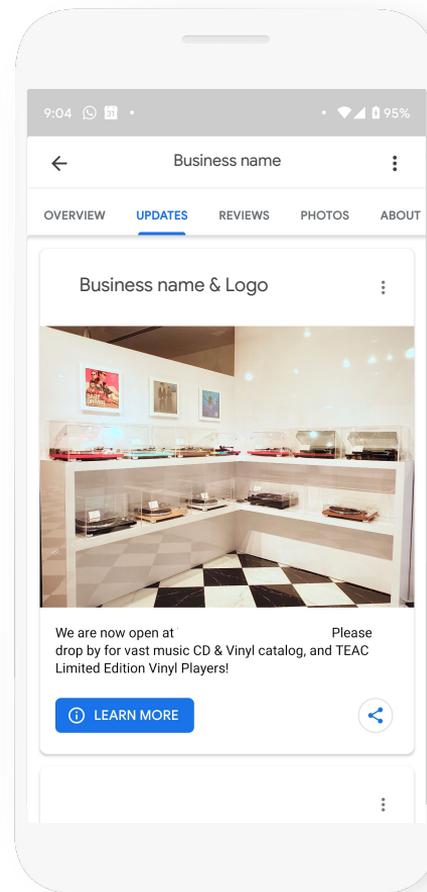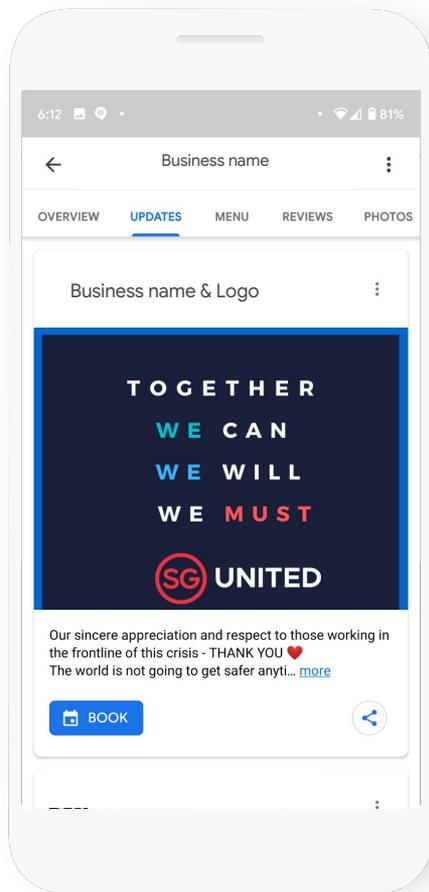
Google

# Update your new opening hours

**Make sure your opening hours are updated**

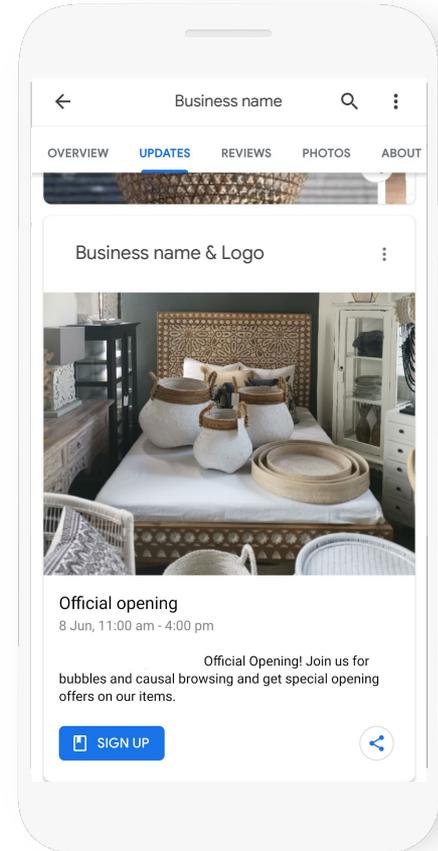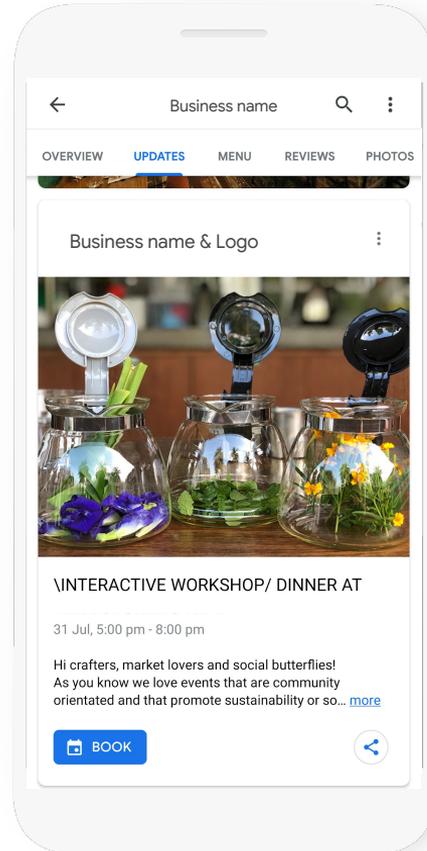Avoid customer frustration with a closed door or thinking you are closed when your store is not



Google

# Post an update about your "re"opening

Let your customers know
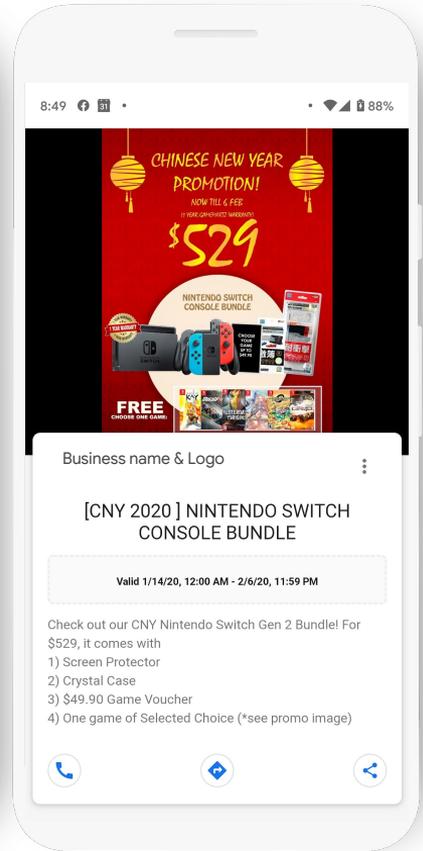that you are open for business
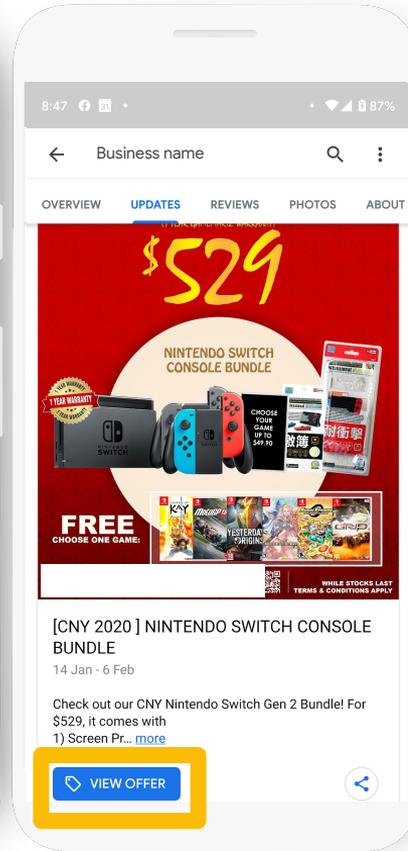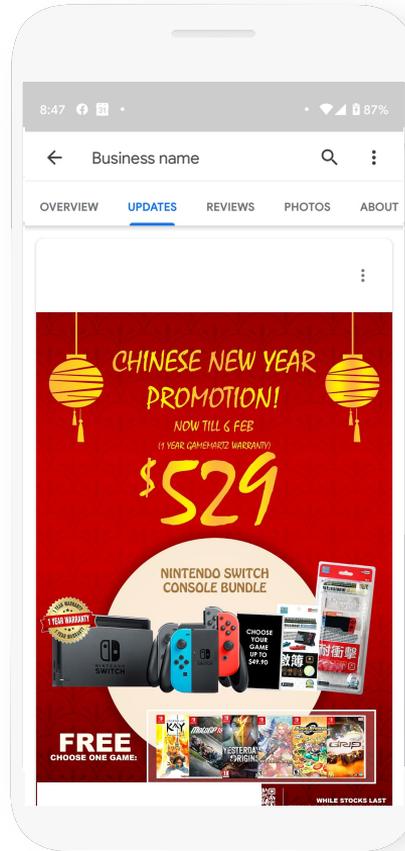with an Update

# Create a socially responsible Event

Create an **Event Post**

to increase momentum

with a timely event

to responsibly drive

footfall



Google

# Increase interest with an Offer

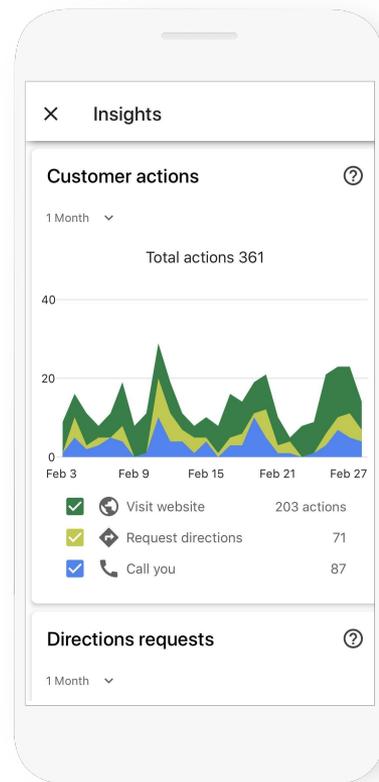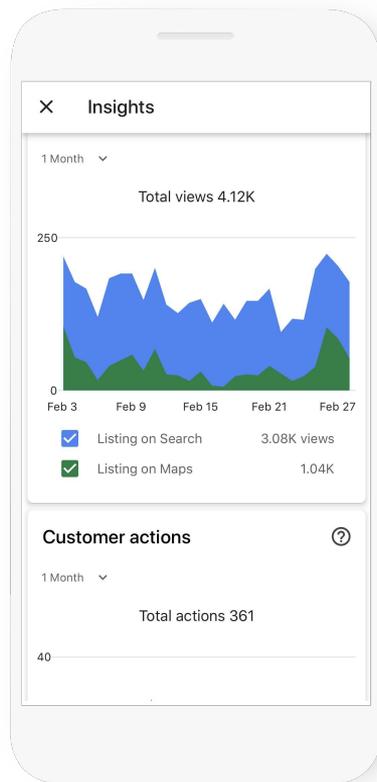Create an Offer

to push your

latest deals

# Look at Insights to fuel your decisions

Do I see more foot traffic?

When is peak time/day?

How do they interact with the profile?

Do they call, request directions, visit your website?



Google

# Wrap up

**1. Respond to situation** → **2. Prepare for rebound** → **3. Act on rebound**

Google

# Important Resources

Google My Business                                   google.com/business

Surface what matters to Hotel Guests                 support.google.com/google-ads/answer/9818877

Update your Temporary closure                        support.google.com/business/answer/9790266

What are Hotel Ads                                   ads.google.com/hotels

Update your Amenities & Attributes                   support.google.com/business/answer/6215588?

Create a Welcome Offer                               support.google.com/business/answer/9254973?hl=en

The Ordering App                                     the.ordering.app

Google Forms                                         support.google.com/docs/answer/2839588

Youtube Playbook                                     services.google.com/fh/files/misc/youtube_smallbusiness_playbook.pdf

Think with Google                                    thinkwithgoogle.com

Grow with Google                                     grow.google/intl/ALL_sg/#local-businesses

Google Primer                                        download mobile app for quick, easy-to-understand lessons

Google

Thank you!