

# Grow with Google



For webinar slides & handout

<https://smartbrandkit.com/smartbrand>

Grow with Google



**Northeast  
Indiana**

Grow with **Google**

# Get Your Local Business on Google Search and Maps

[grow.google/smallbusinesses](https://grow.google/smallbusinesses)

#GrowWithGoogle

Google Professional Trainer

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Business Growth with Google Coach

 MarketingCoachMaria

@mariaduron

@marketingcoachmaria



## Agenda

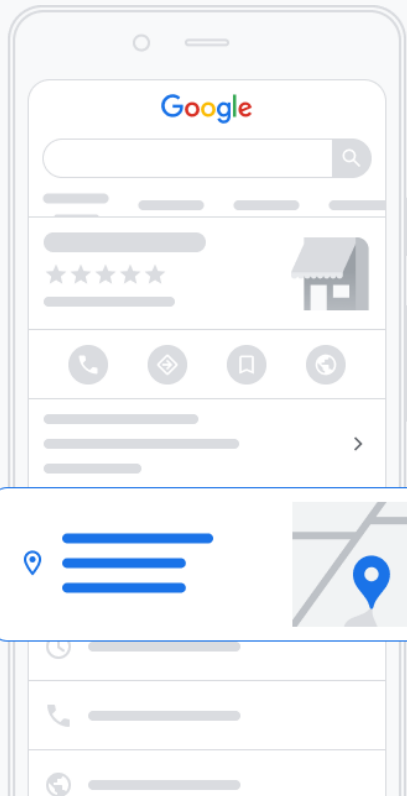
- What is a Google Business Profile?
- How to create a Business Profile
- How to manage business info
- Resources

# What is a Google Business Profile?

## Eligible business types

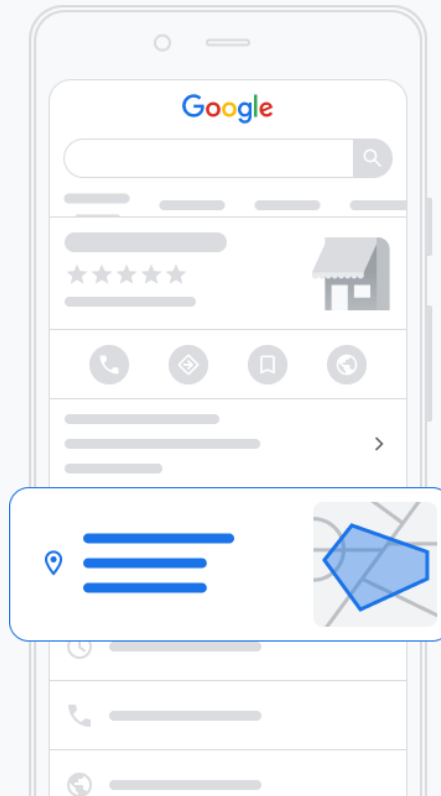
### Brick & Mortar

A published address; customers **visit your location** during set hours of operation.

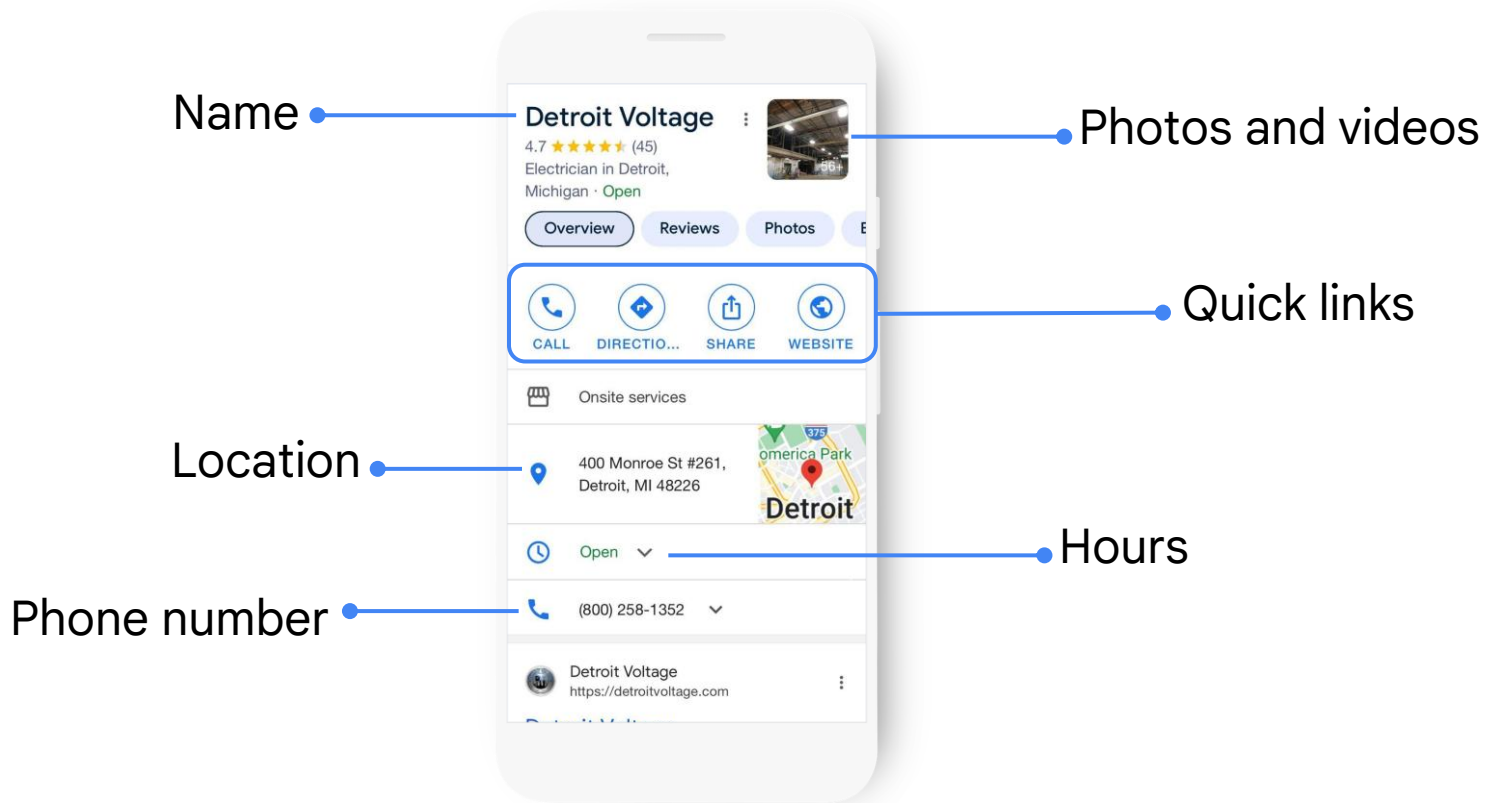


### Service Area

No location open to the public; **you visit customers** at their location.

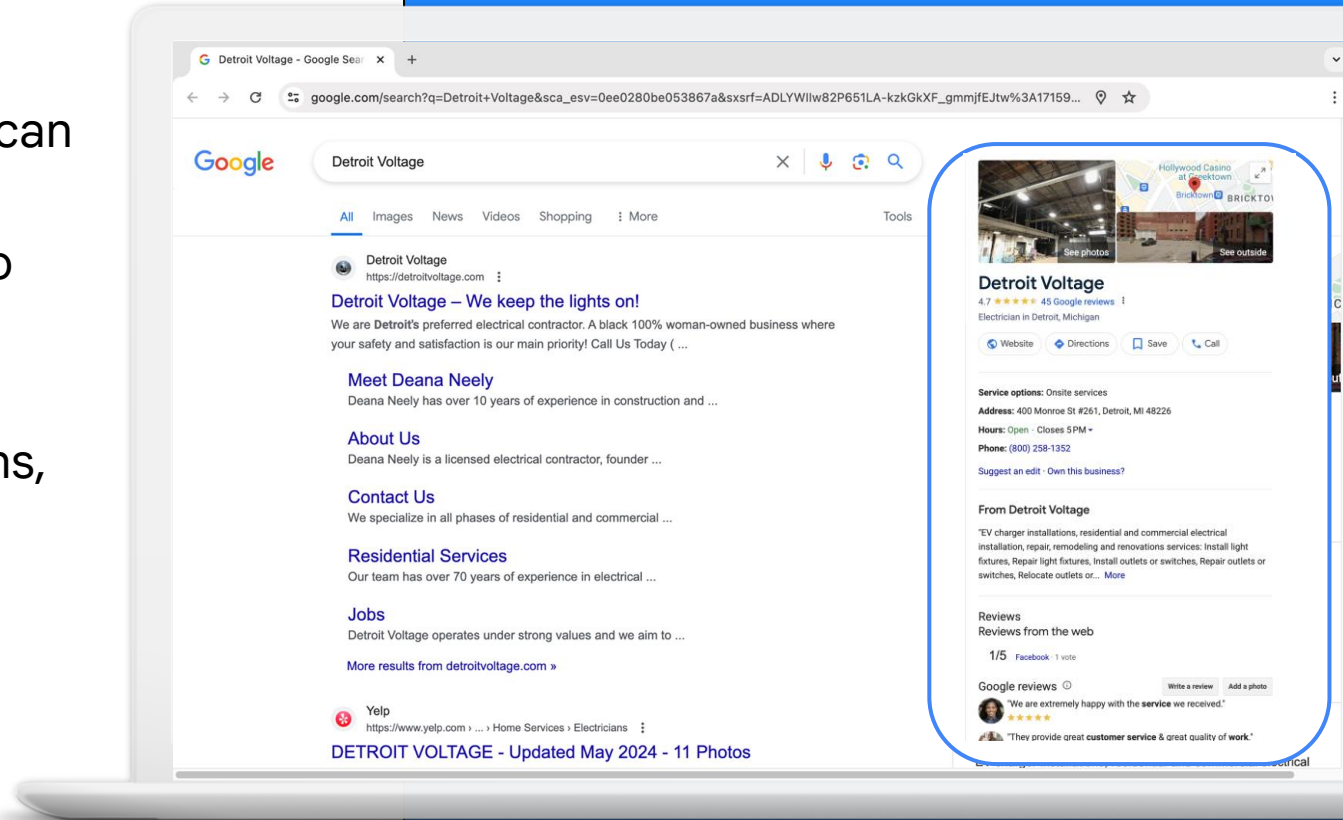


# Anatomy of a Google Business Profile



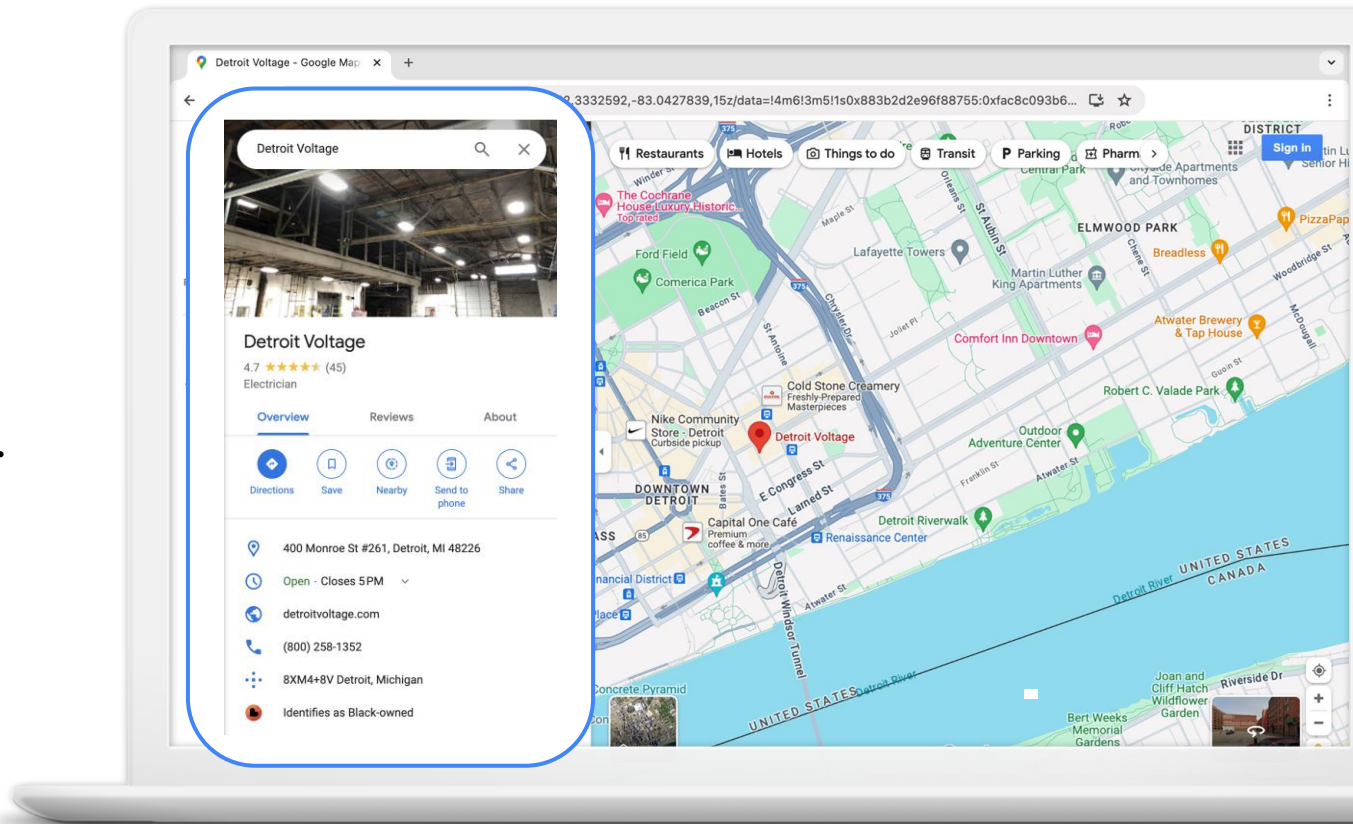
# Business Profiles appear on Google Search...

Over 18 million American businesses use Google's free tools to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers.



## And Google Maps

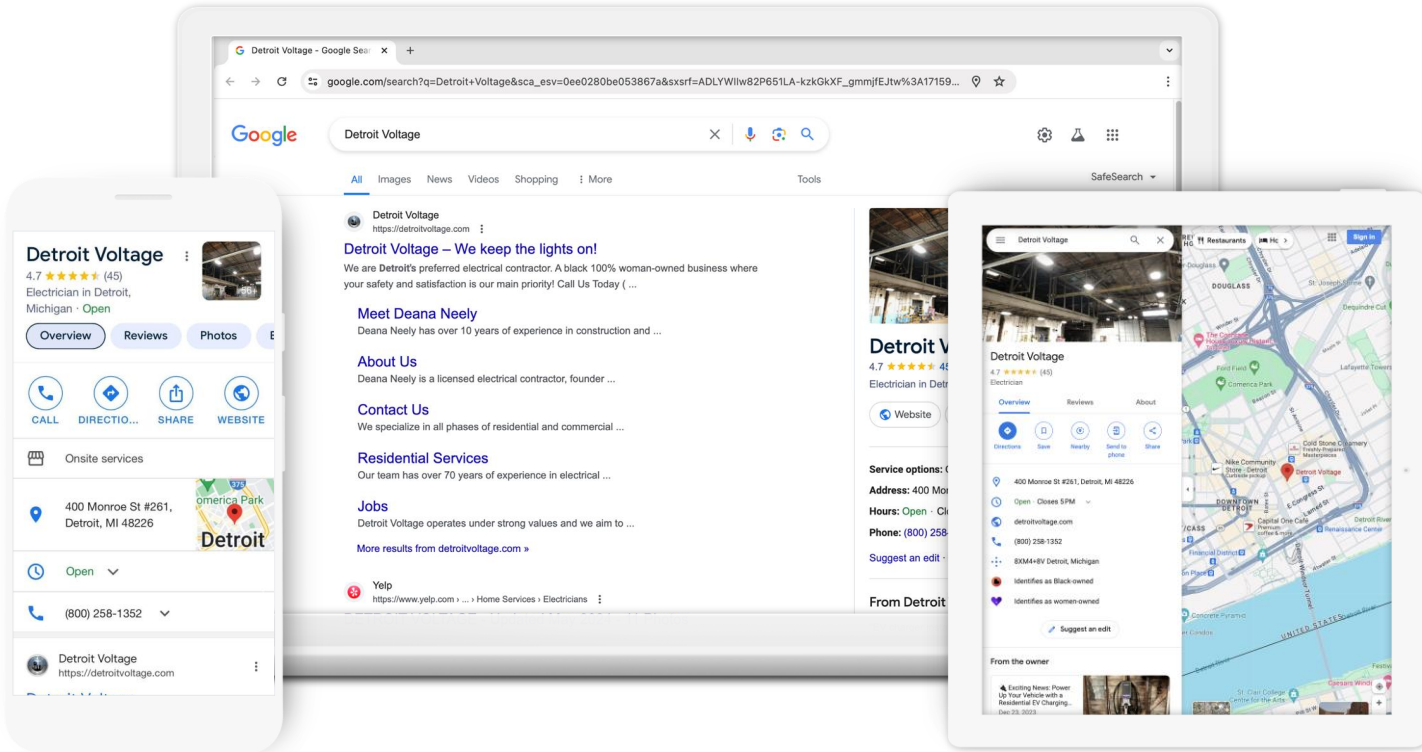
Every month in 2023, Google helped drive more than 2 billion free direct connections for American businesses.



\*Google 2023 Economic Impact Report

# Across all devices

A Business Profile works on desktops, laptops, tablets, and mobile phones.

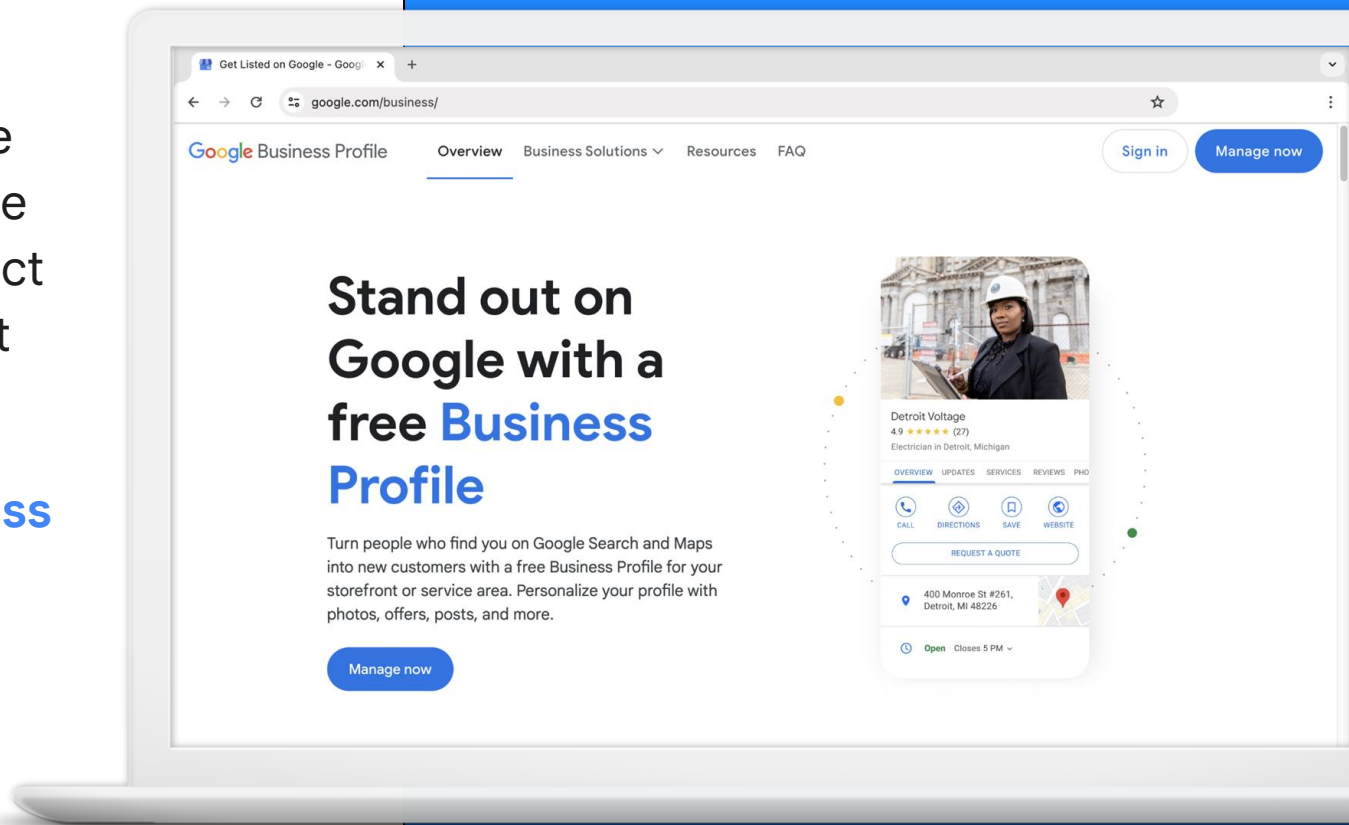


# How to create a Business Profile

## Create a Business Profile

Your Business Profile allows you to manage business info, connect with customers, post updates, and more.

[google.com/business](https://google.com/business)



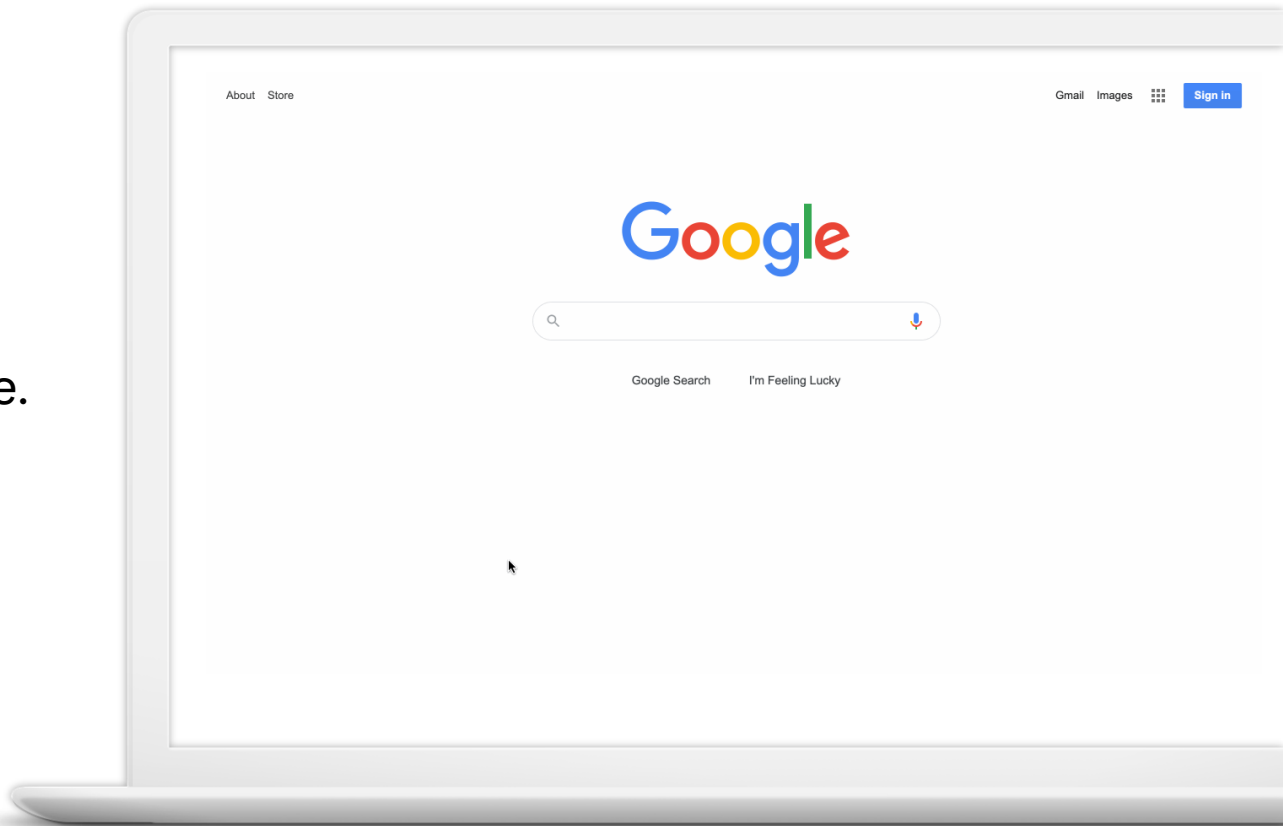
## Step 1: Sign into your Google Account

Sign into your  
Google Account.

Don't have a Google  
Account? Sign up for free.

### Quick Tip:

Create a new Google account  
[accounts.google.com/signup](https://accounts.google.com/signup)



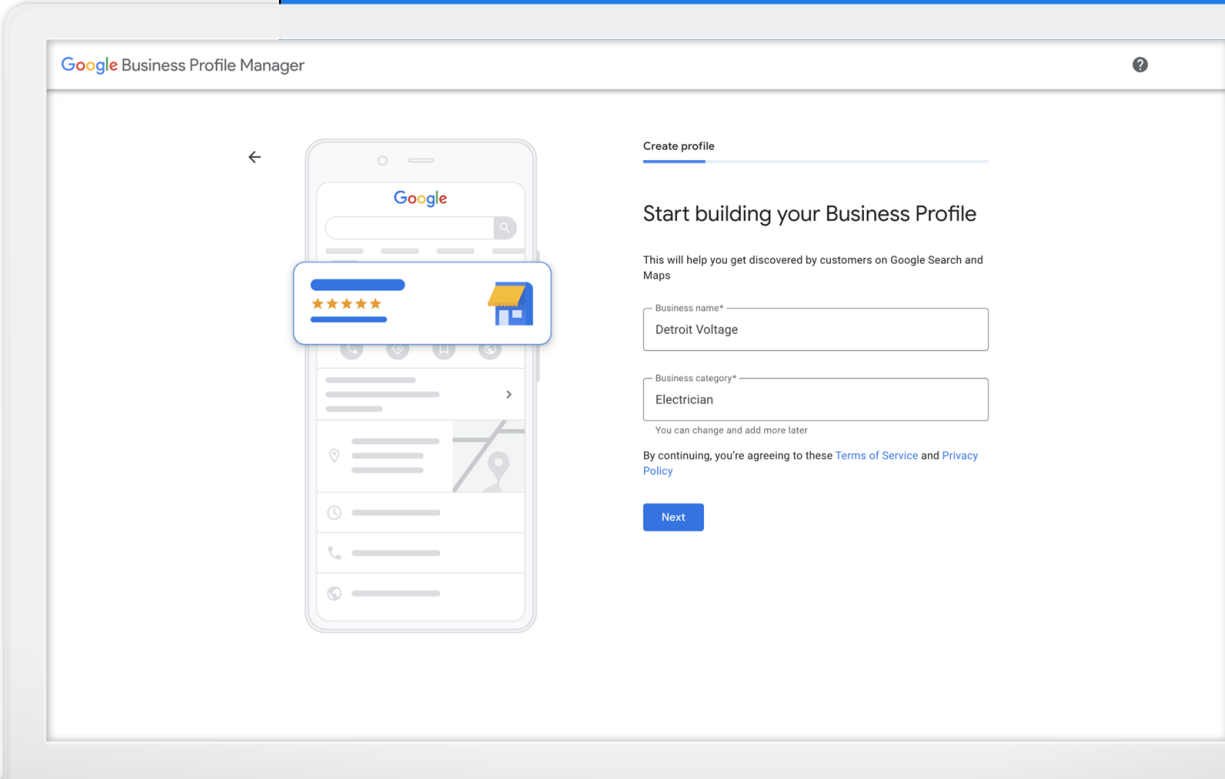
## Step 2: Find or add your business

Type the business name as you want it to appear on Google.

It may appear in a drop-down list.

Enter a business category.

Select **Next**.



Google Business Profile Manager

Create profile

Start building your Business Profile

This will help you get discovered by customers on Google Search and Maps

Business name\*  
Detroit Voltage

Business category\*  
Electrician

You can change and add more later

By continuing, you're agreeing to these [Terms of Service](#) and [Privacy Policy](#)

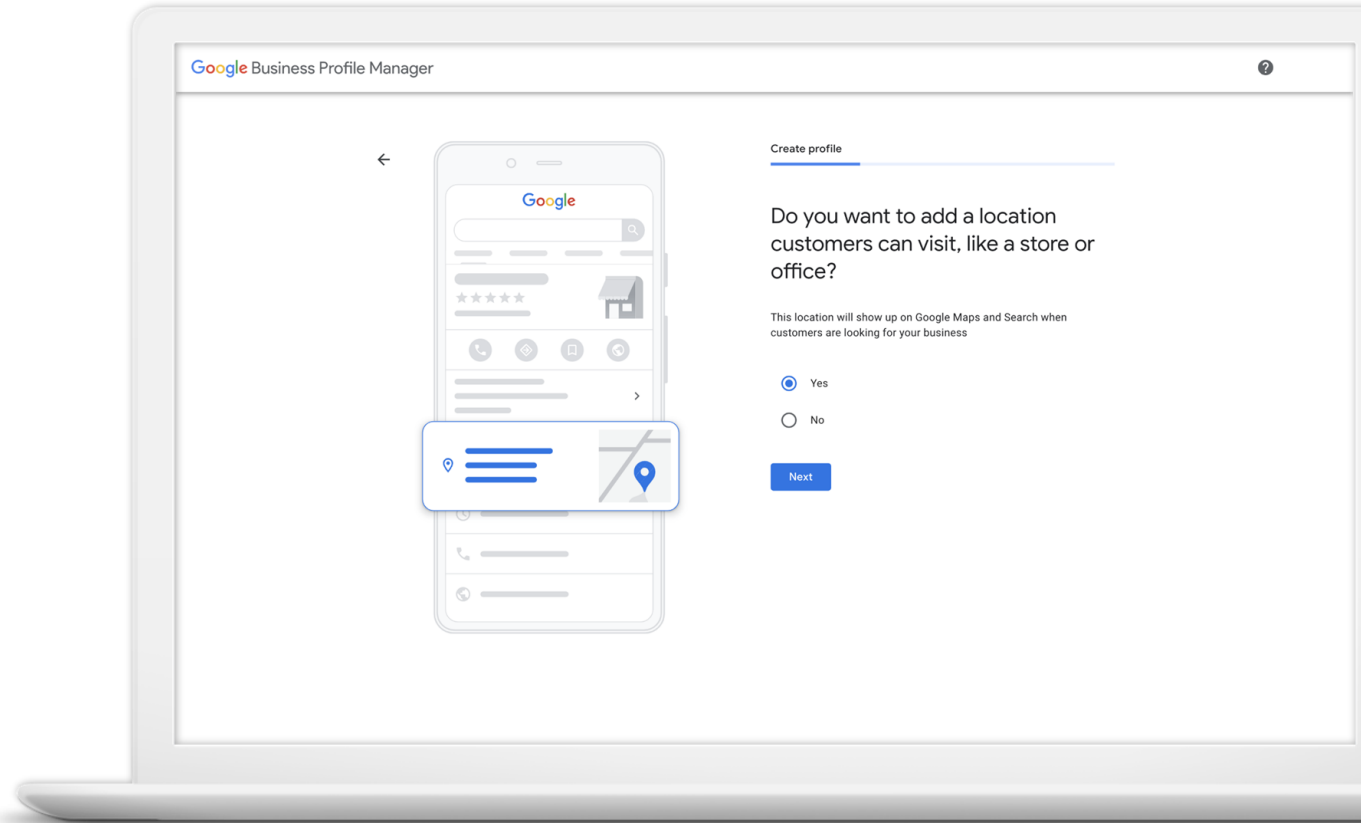
Next

### Step 3: Do you have a location customers visit?

Check **Yes** to add a location.

Check **No** if the business delivers goods or services to customers at their location.

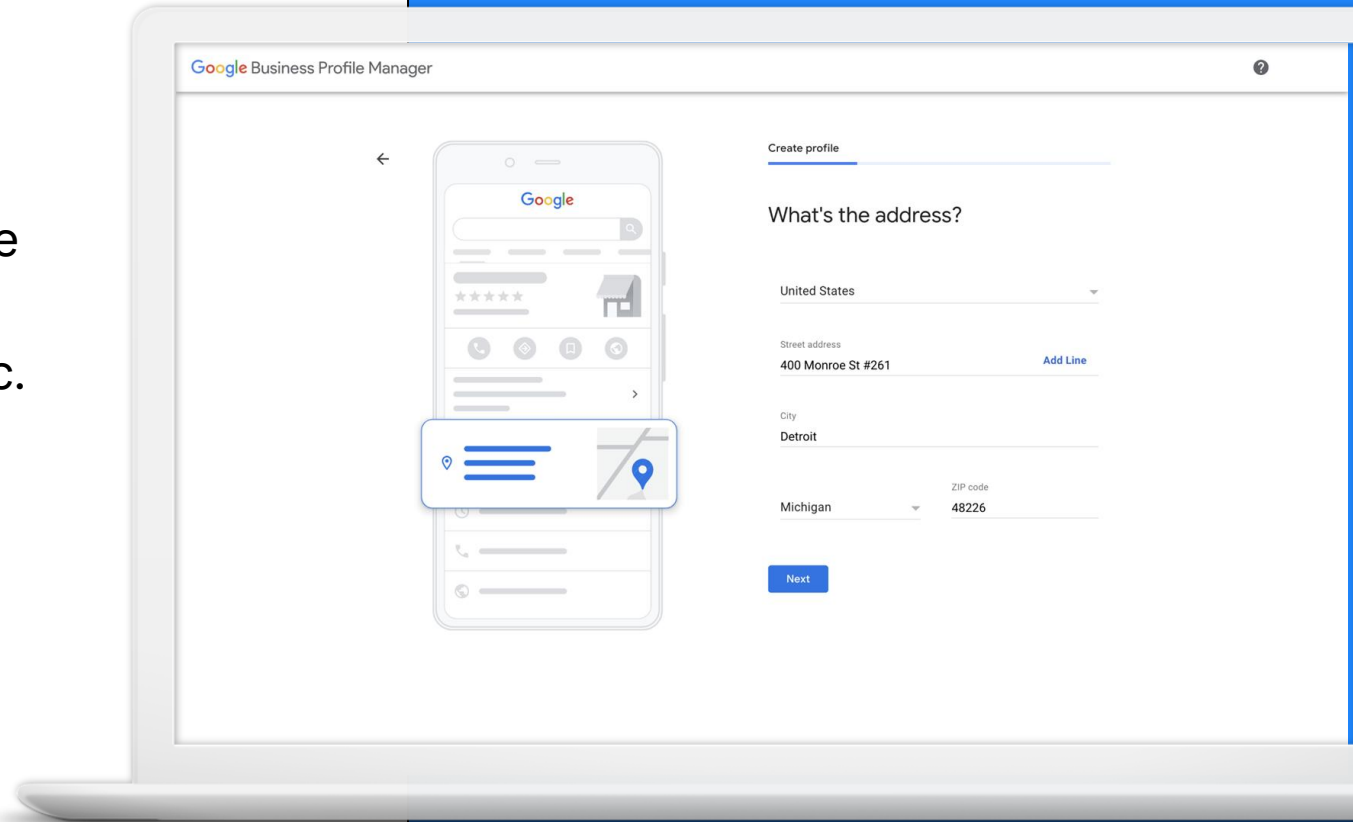
Click **Next**.



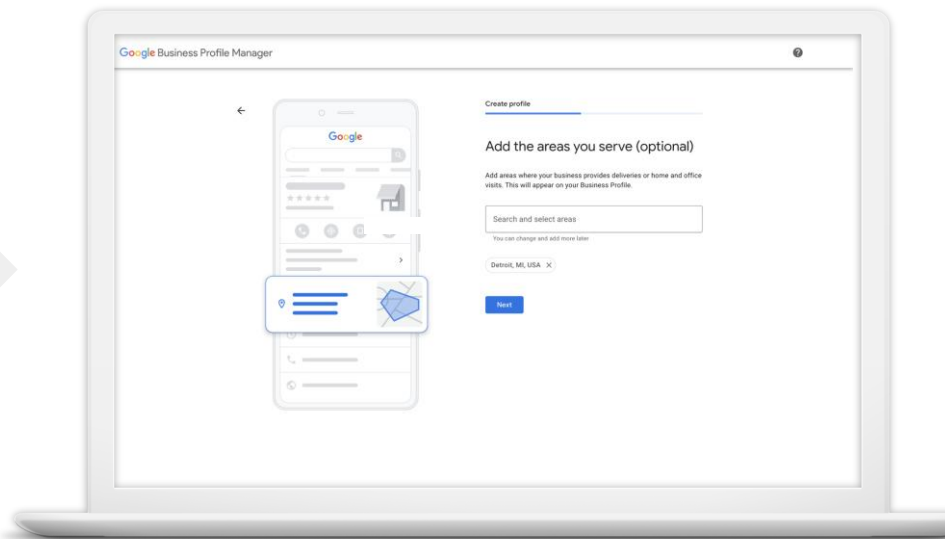
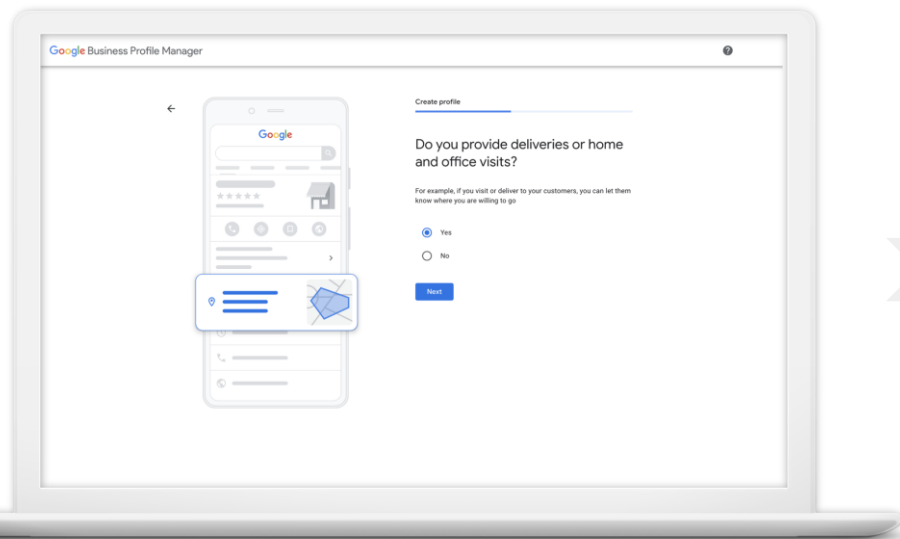
If yes, enter the address

Enter the complete and official street address. Include suite numbers, floors, building numbers, etc.

Click [Next](#).



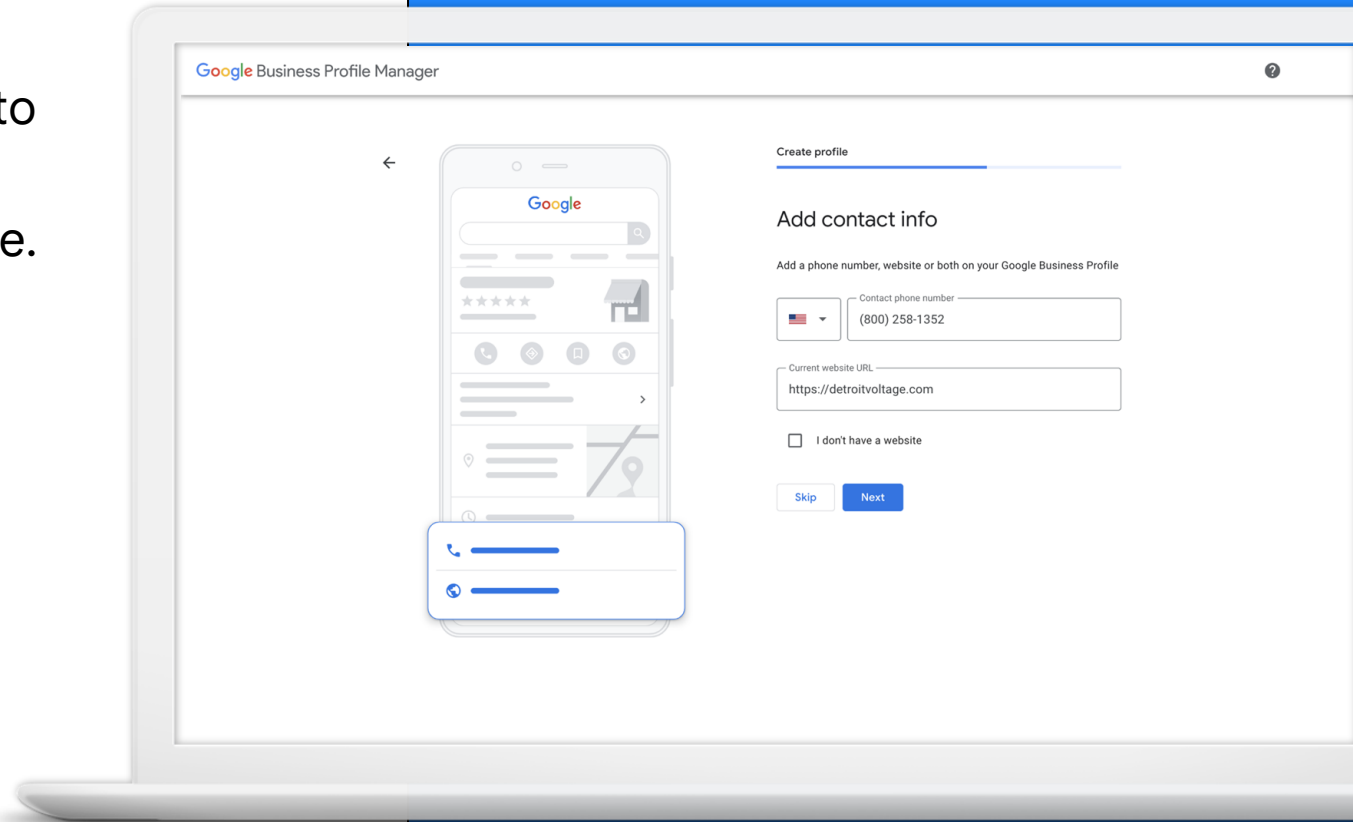
## You can also add a service area



## Step 4: Enter business contact info

You have the option to include a phone number and a website.

Click [Next](#).

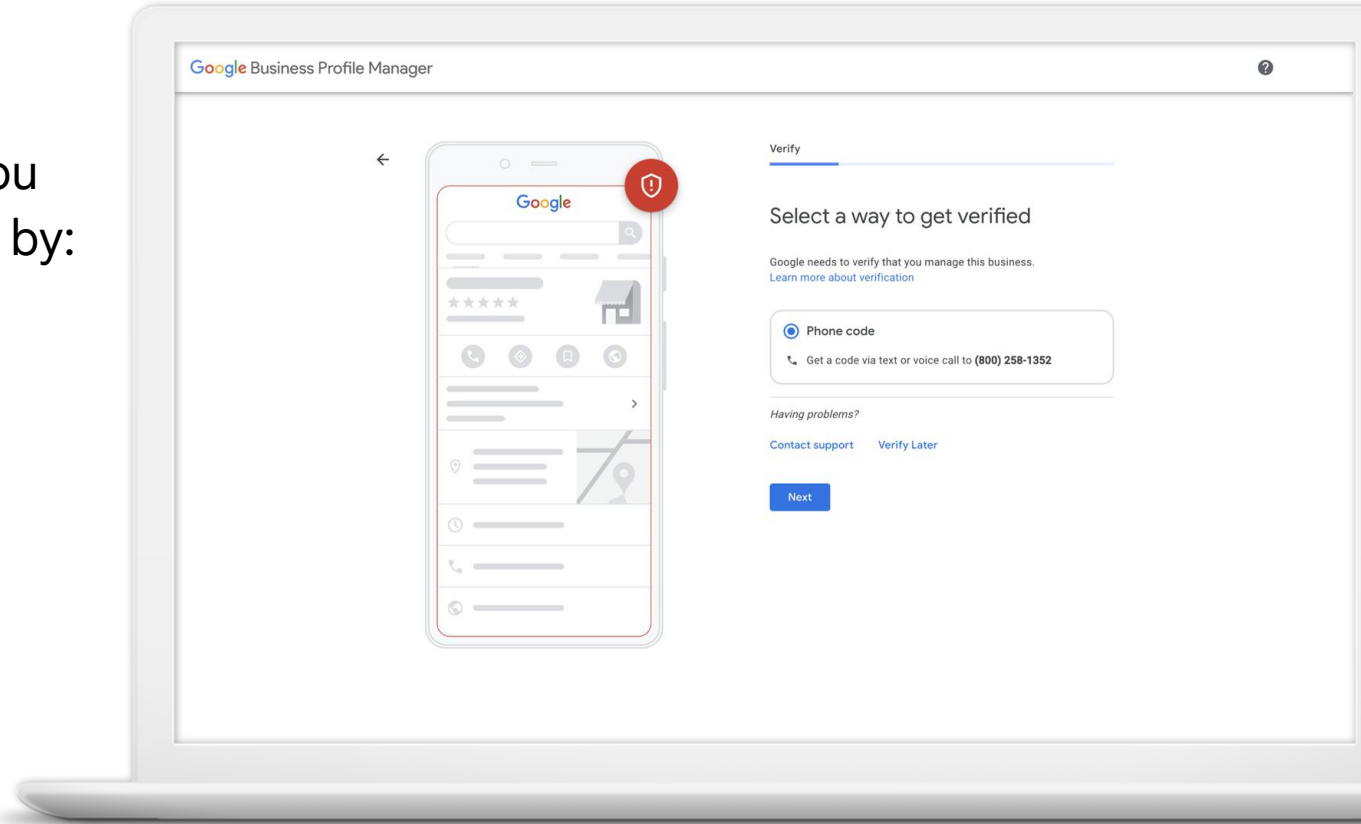


The screenshot shows the 'Google Business Profile Manager' interface. On the left, a smartphone displays a business profile with a search bar, a star rating, and various icons. A blue callout box highlights the phone and website icons on the phone screen. On the right, the 'Create profile' progress bar is partially filled. The 'Add contact info' section includes a dropdown for country (USA), a text input for 'Contact phone number' containing '(800) 258-1352', a text input for 'Current website URL' containing 'https://detroitvoltage.com', and a checkbox for 'I don't have a website'. At the bottom are 'Skip' and 'Next' buttons.

## Step 5: Choose verification method

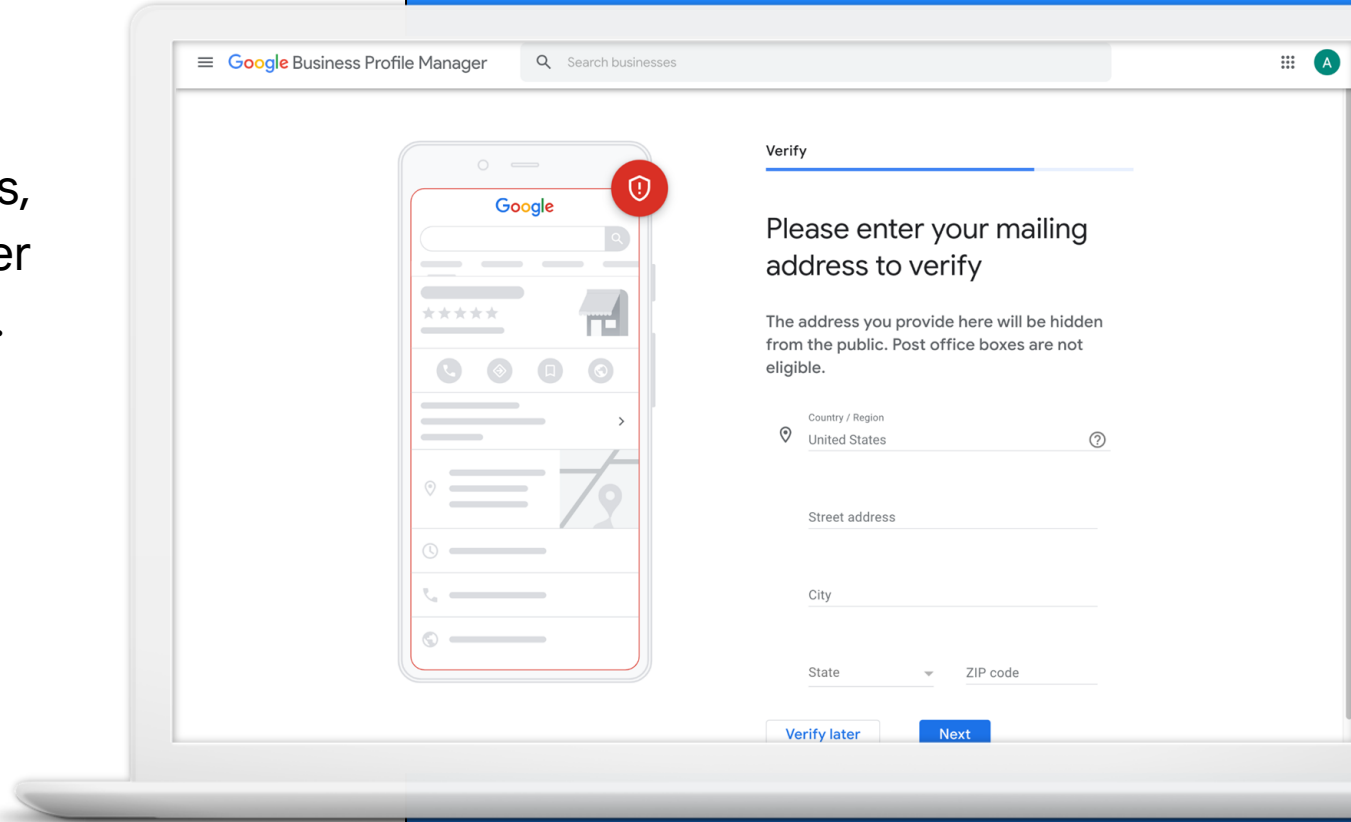
Depending on your business situation, you may be able to verify by:

- Phone
- Text
- Email
- Video
- Postcard



## Step 5: Choose verification method

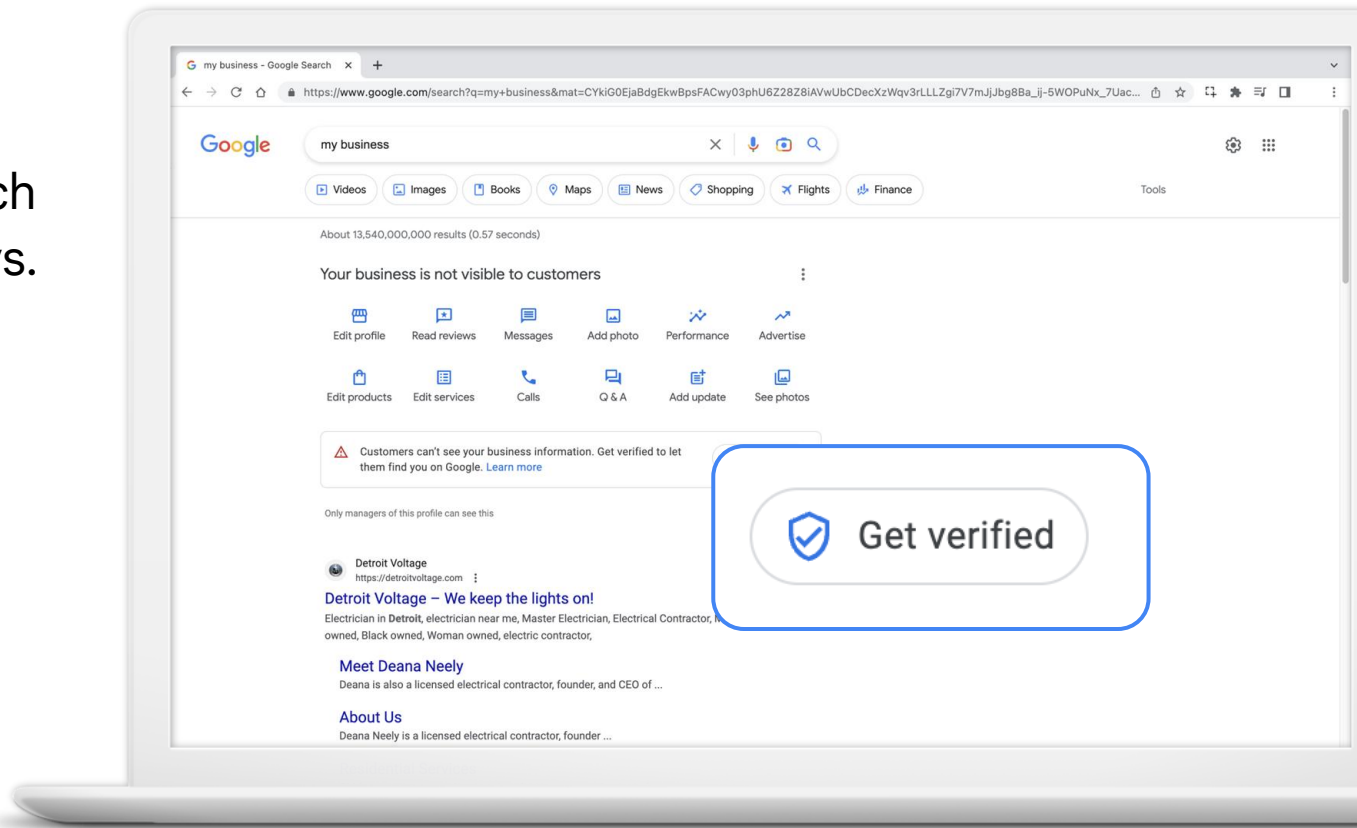
If you operate a service-area business, you may need to enter your mailing address.



## Waiting for verification

Google reviews info before verifying, which can take up to 14 days.

In the meantime, add more business info.



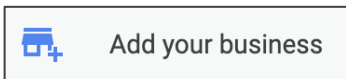
## Three more ways to add your business

Visit [maps.google.com](https://maps.google.com).

### OPTION

1

Search for your address. Click



### OPTION

2

Click the three-line icon in the left menu.

Click [Add your business](#).

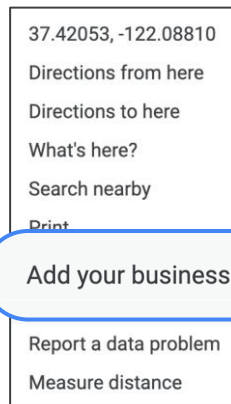


### OPTION

3

Right-click on the map.

Click [Add your business](#).



Follow the prompts to create and verify your Business Profile.



# How to manage business info

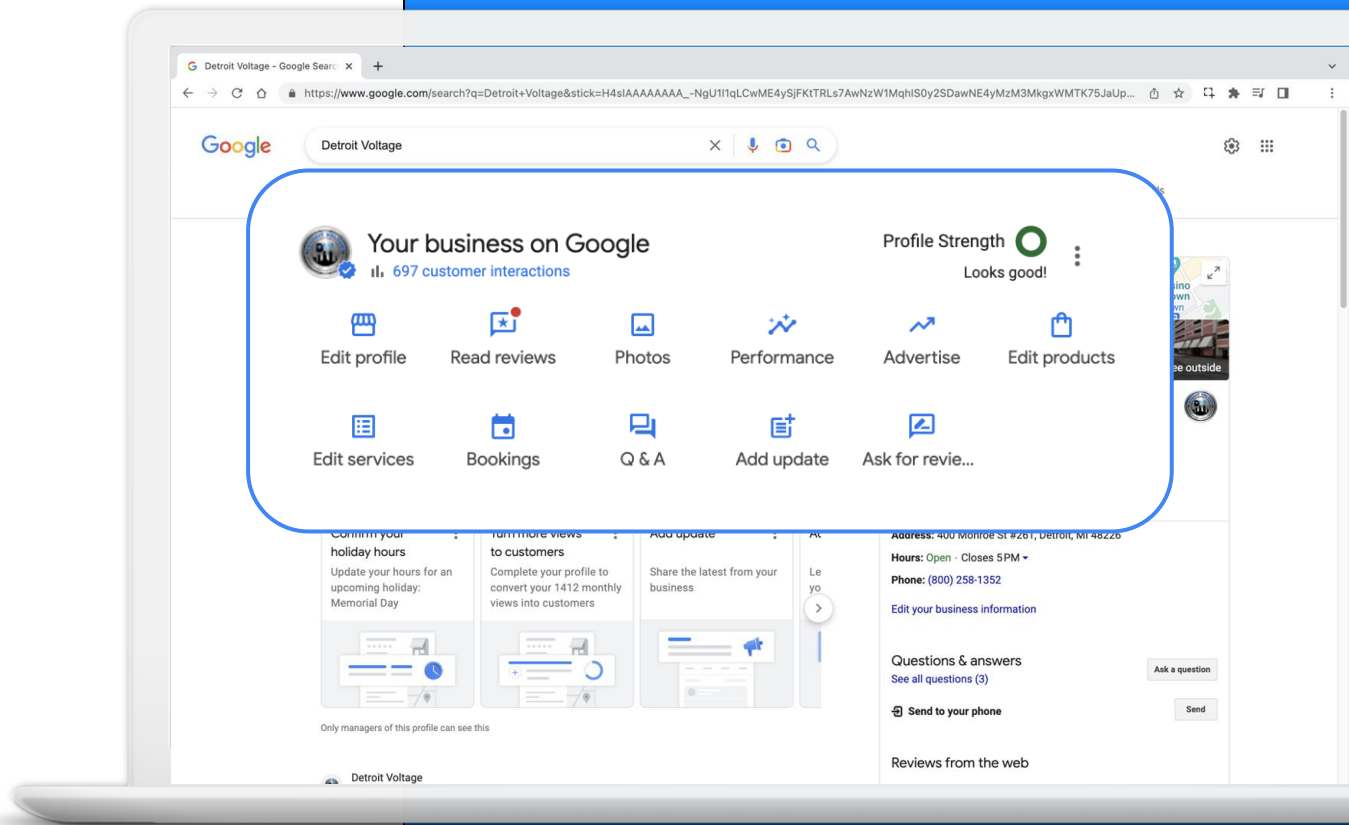
## Manage info directly from Google's search results

Make edits directly on a search results page.

You must be signed into an account that manages the Business Profile.

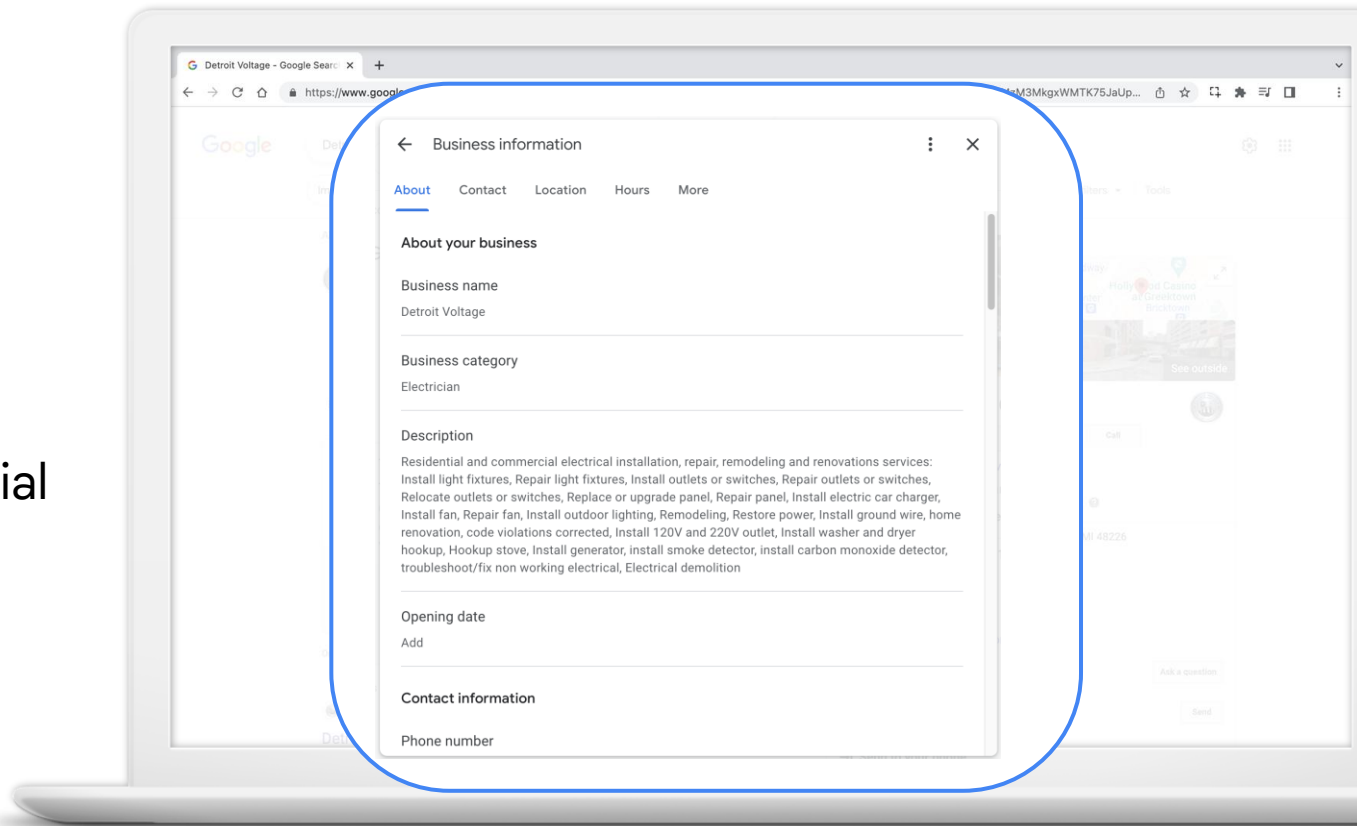
### Quick Tip:

Search for your business at [google.com](https://www.google.com)



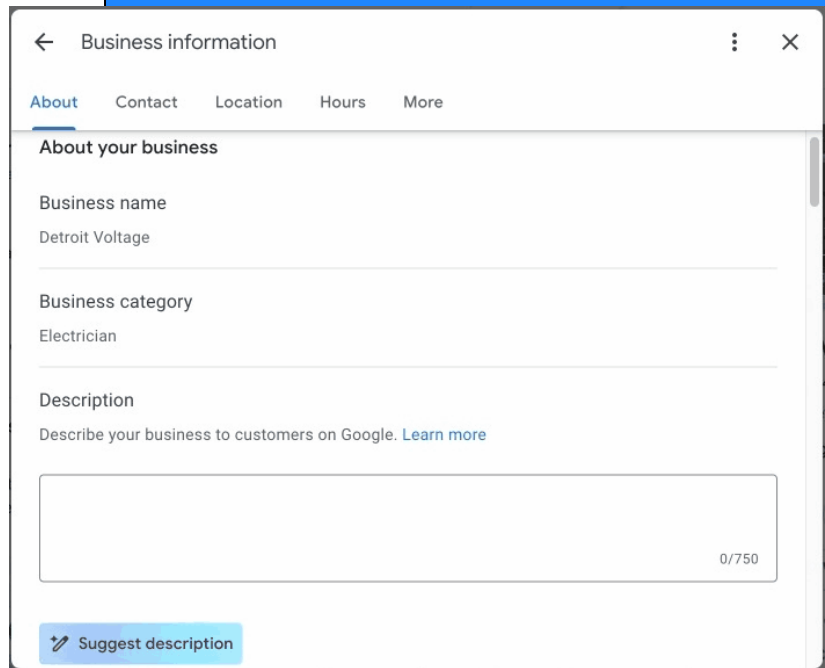
## Click 'Edit Profile' to manage:

- Business name
- Category
- Description
- Phone numbers
- Website and social media profiles
- And more



## Use AI to write a business description

- This AI tool uses business info to write a description.
- Help the tool by writing a draft or entering details about your business.
- Review for accuracy.



The screenshot shows a web interface titled "Business information" with a back arrow and a close button. Below the title are tabs for "About", "Contact", "Location", "Hours", and "More". The "About" tab is selected, showing a section titled "About your business".

Fields include:

- Business name:** Detroit Voltage
- Business category:** Electrician
- Description:** A text area with a "Describe your business to customers on Google. [Learn more](#)" prompt and a character count of "0/750".

A blue button at the bottom left of the form says "Suggest description" with a pencil icon.

## Pro Tip: Stand out with attributes

Click [More](#) to choose attributes that can help your business stand out in search.



Asian-owned



Indigenous-owned



Veteran-owned



Black-owned



Latino-owned



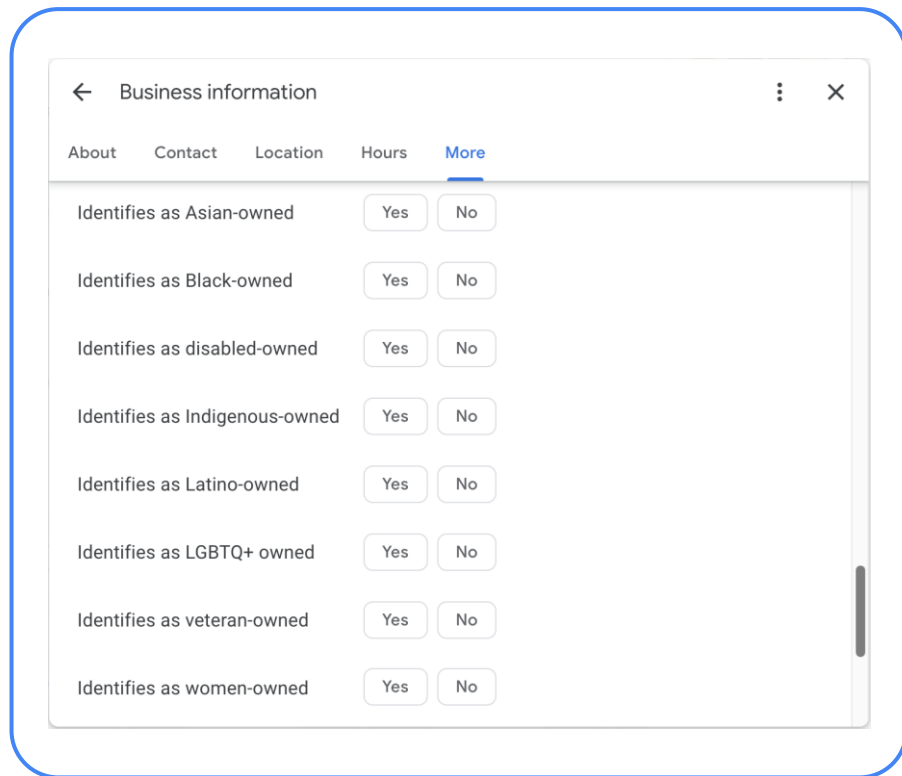
Women-owned



Disabled-owned



LGBTQ+ owned



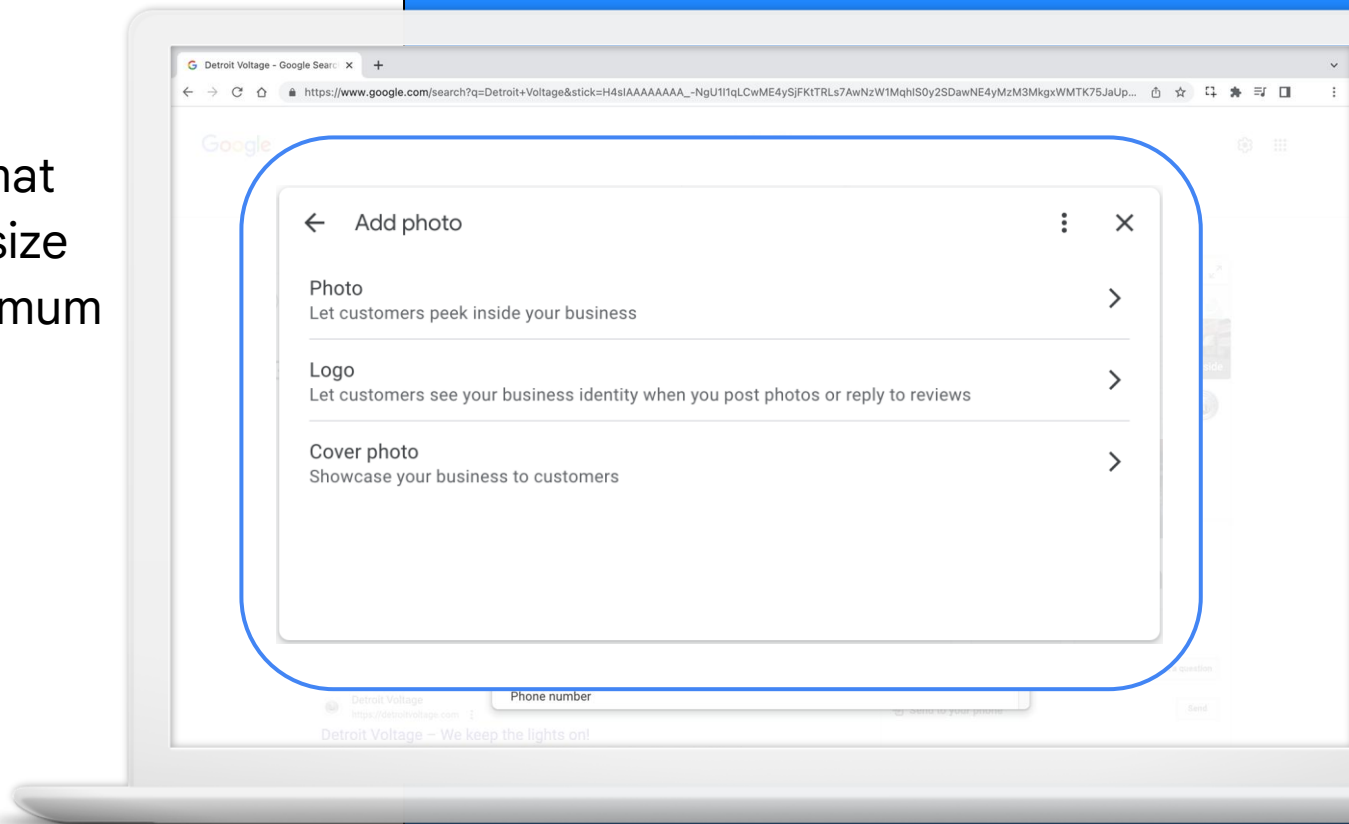
## How to add photos and videos

### Photos:

- JPG or PNG format
- 10KB - 5MB file size
- 250x250 px minimum

### Videos:

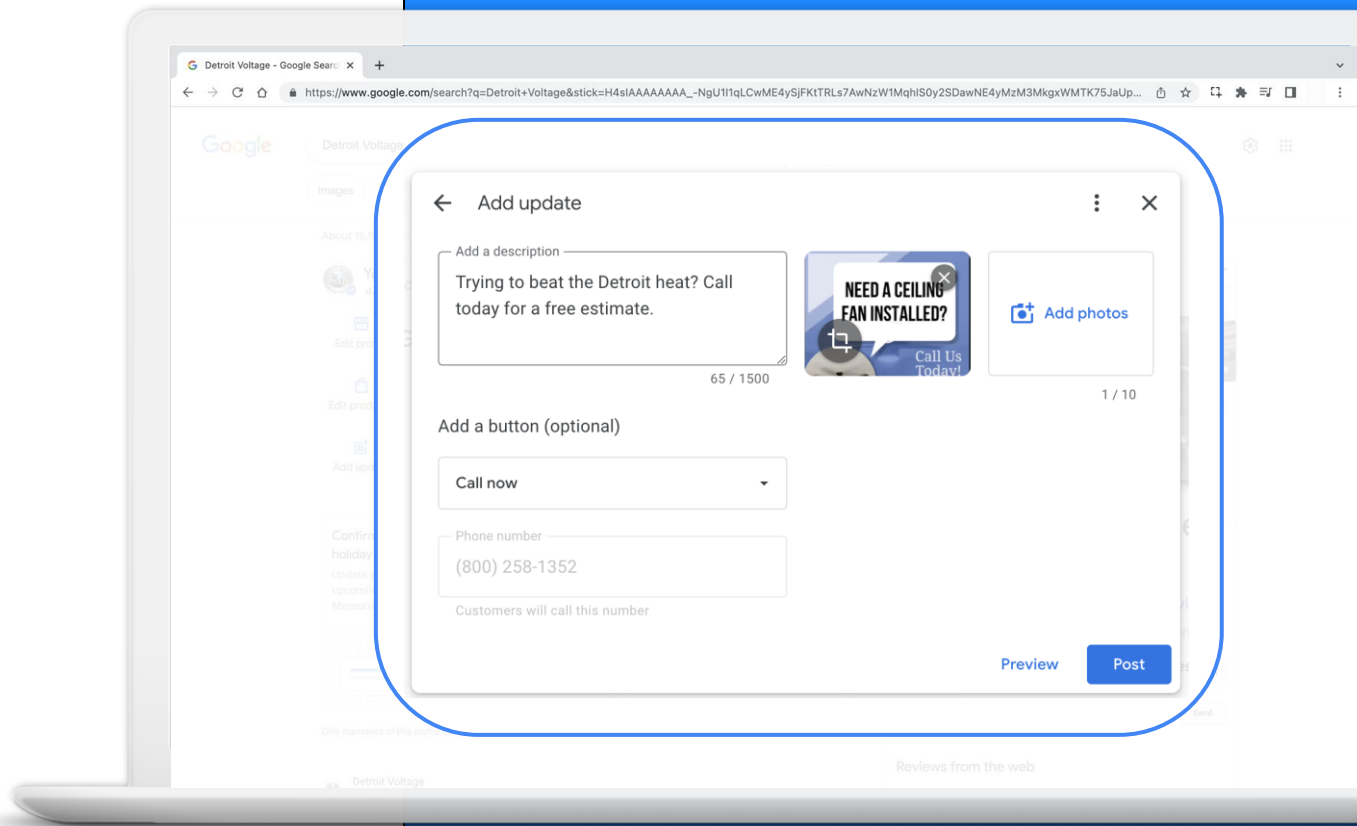
- 30 seconds max
- 75MB max
- 720p minimum





## Create posts to share timely info

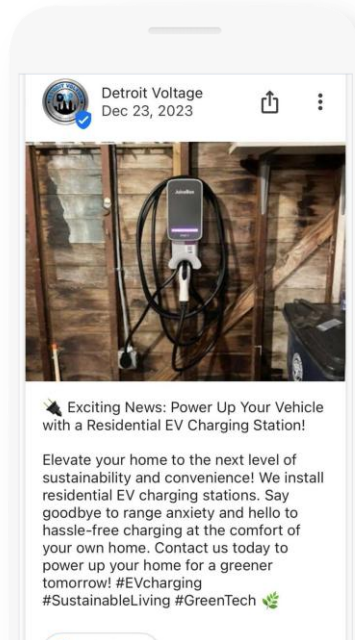
Click **Add update** to create a post.



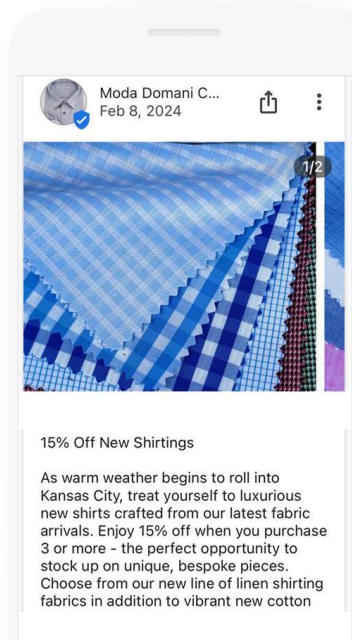
# Post examples



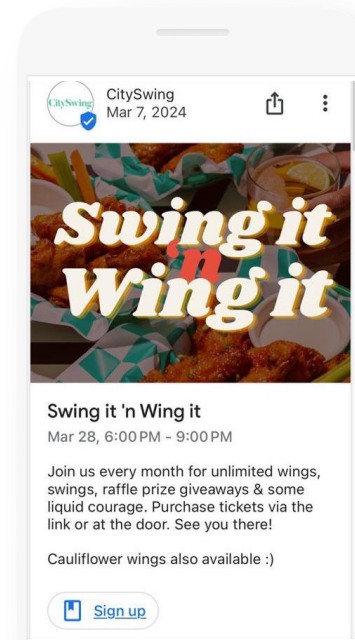
## Update



## Offer

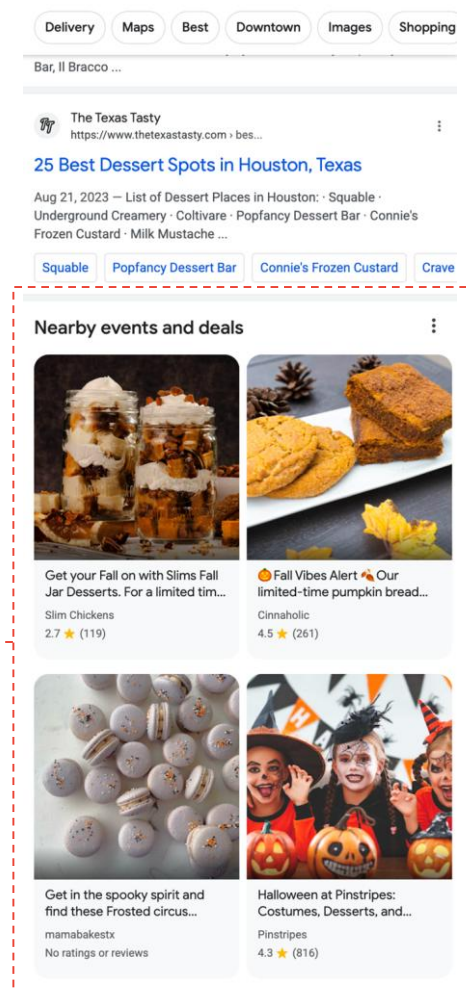
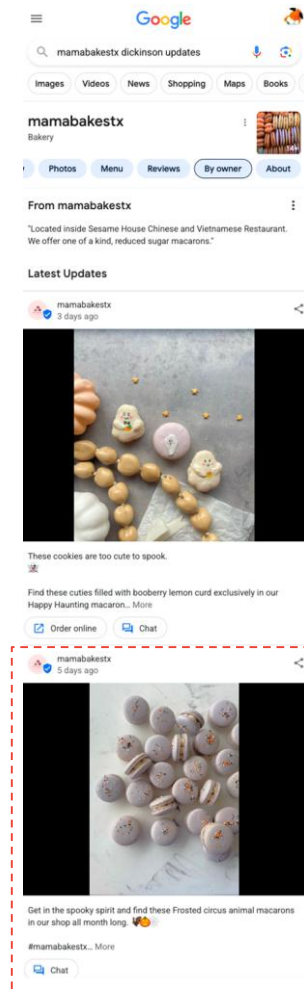


## Event



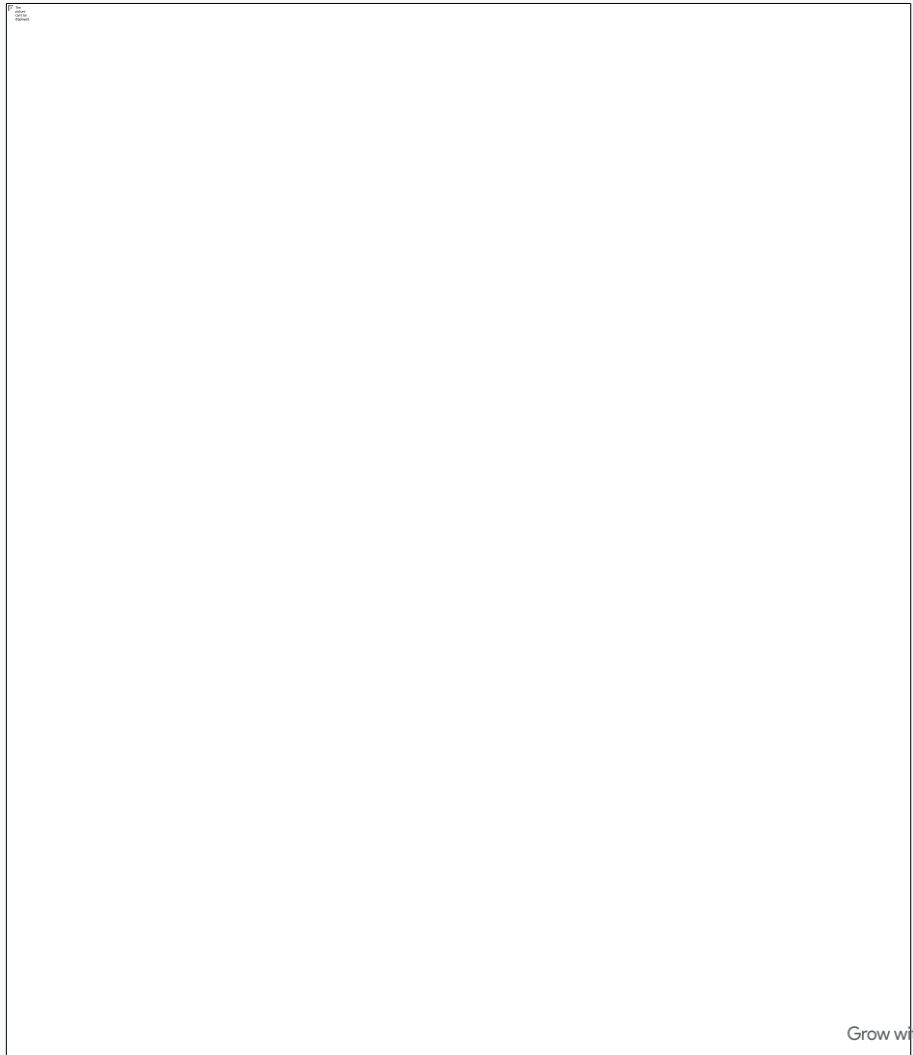
# Posts may appear in ‘Nearby events and deals’

- Posts about local events and deals may appear in a “Nearby events and deals” module.
- The module is available for mobile devices.

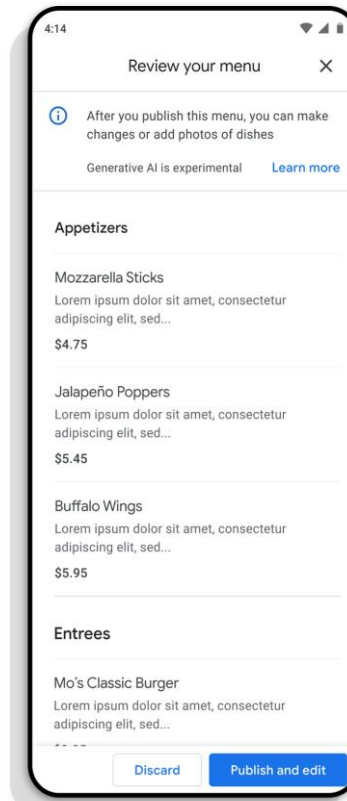
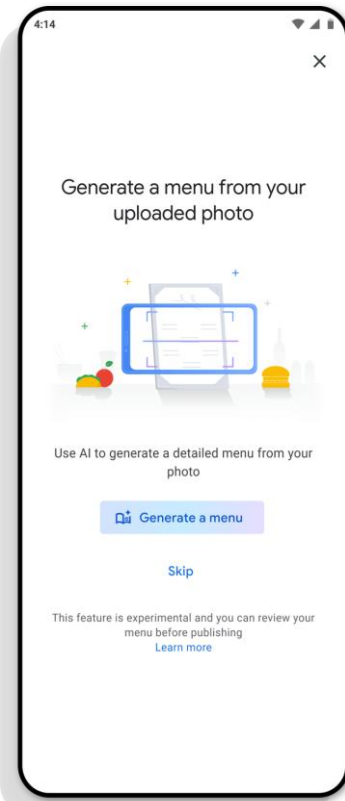
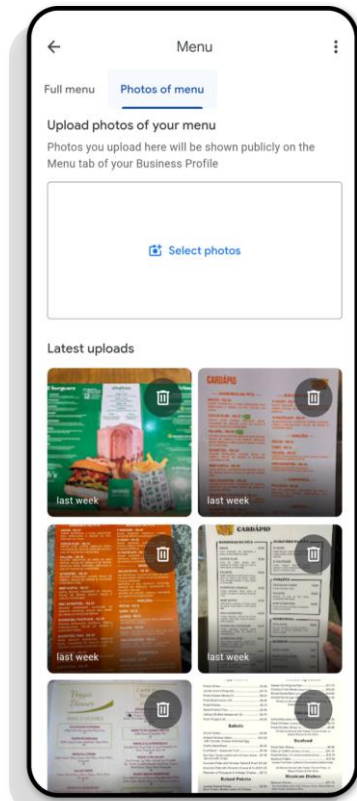


## Bonus for restaurants

**Create a digital menu  
in less than 30 seconds  
with Google AI.**

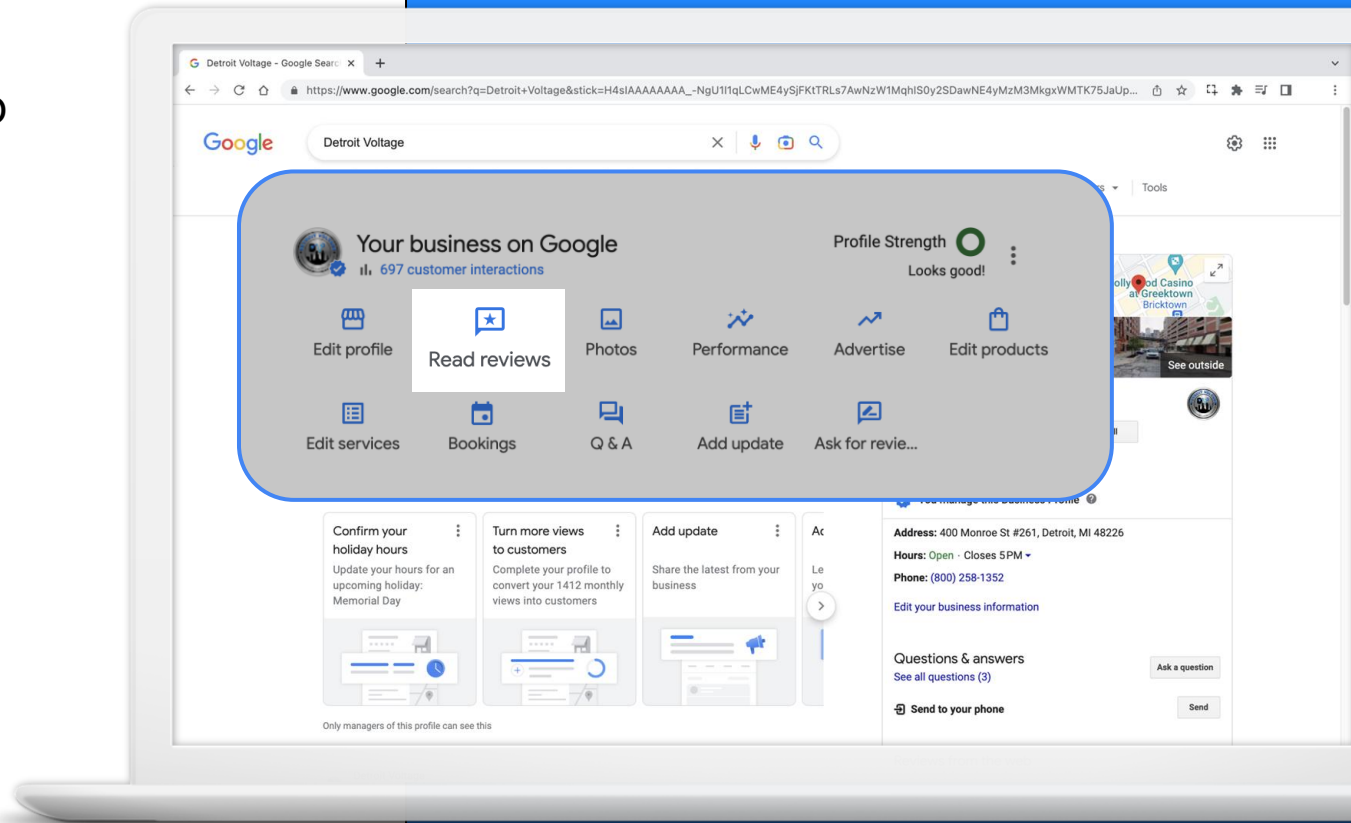


# Use AI to create a menu



# Read and respond to customer reviews

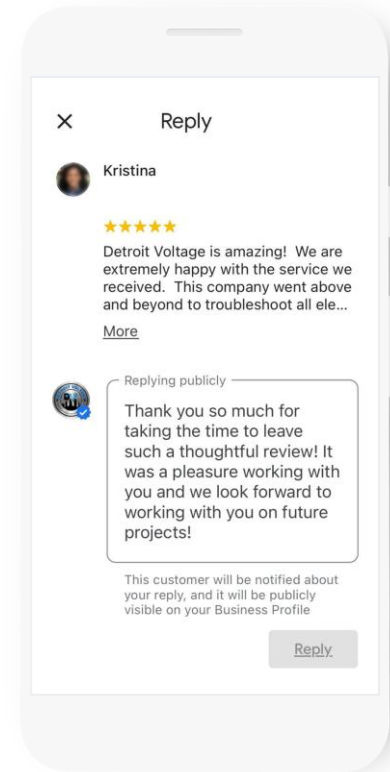
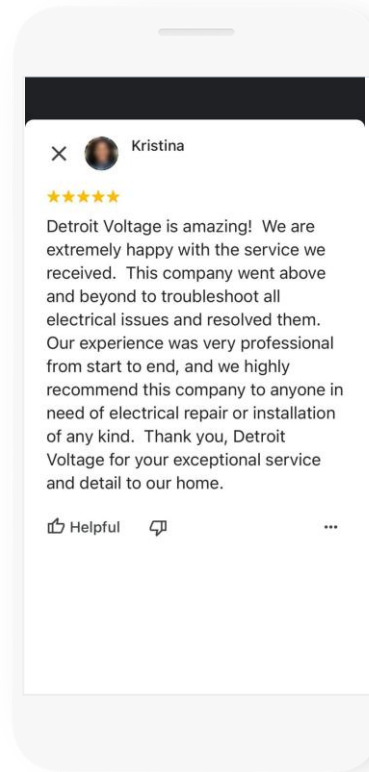
Click [Read reviews](#) to publicly respond.



## Tips for managing reviews

Once your Business Profile is verified you can respond to customer [reviews](#).

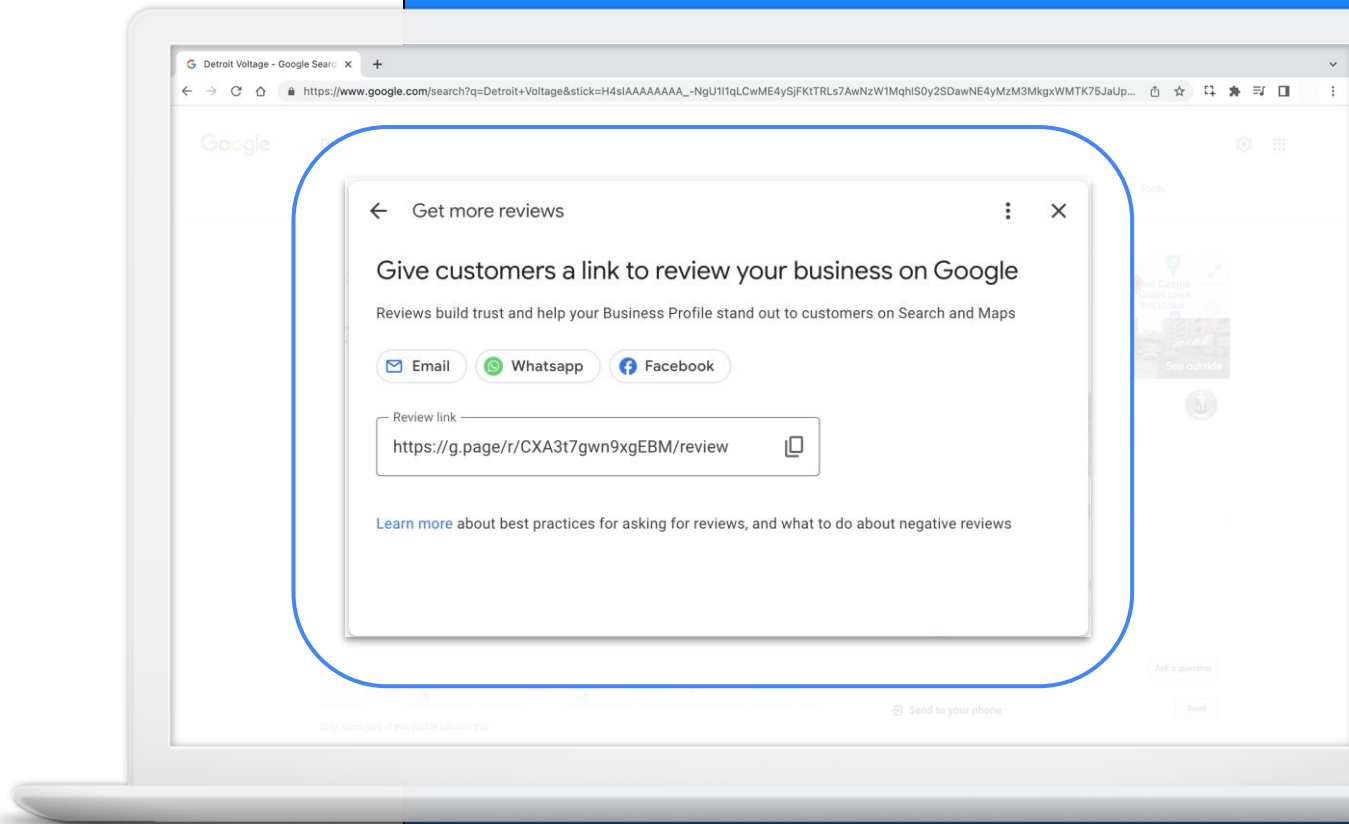
- Be professional and polite.
- Respond promptly.
- Don't use responses to advertise.
- Thank happy customers.
- Address issues constructively and resolve issues privately, if possible.



## How to ask for reviews

### Click [Ask for reviews](#)

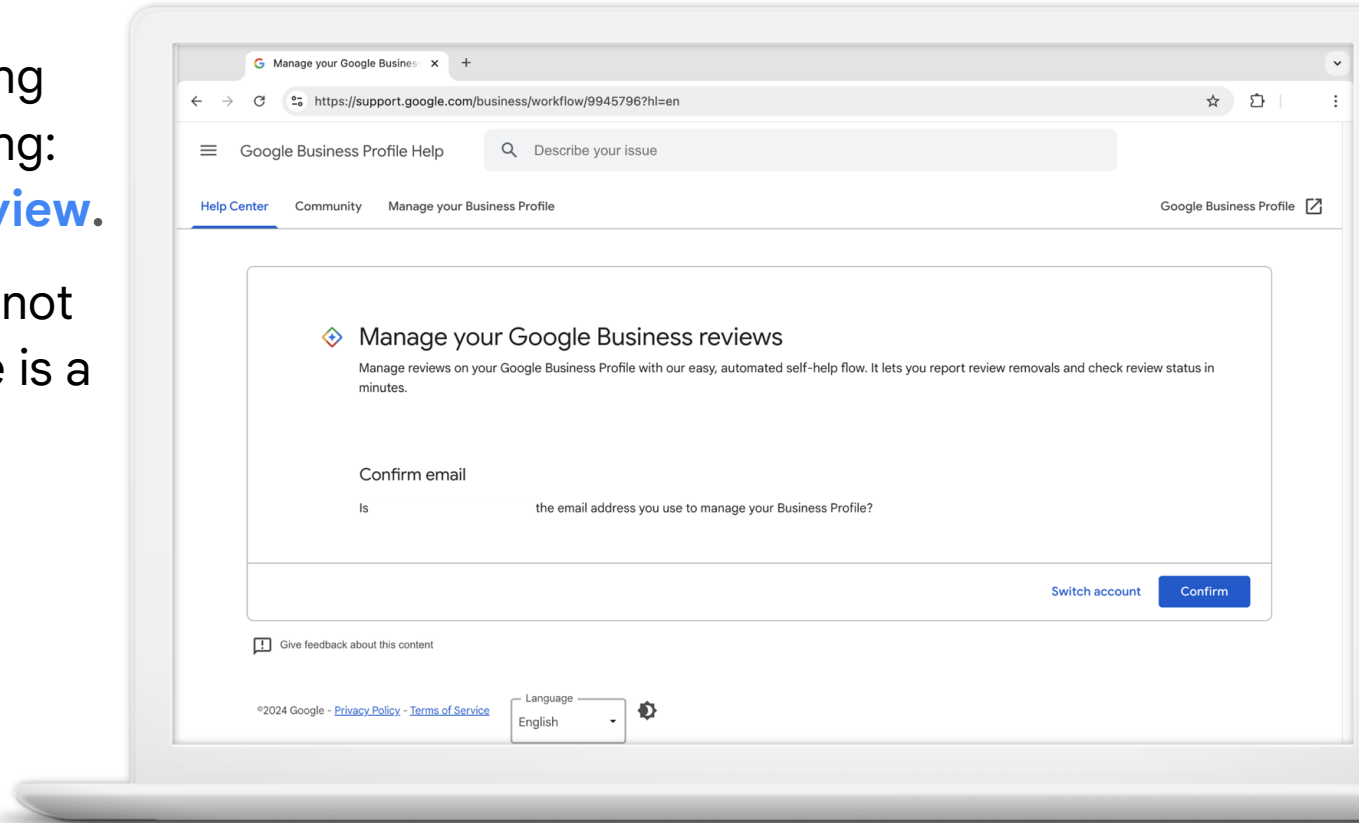
- Share via email
- Share via social
- Share via link



# How to report a review violation

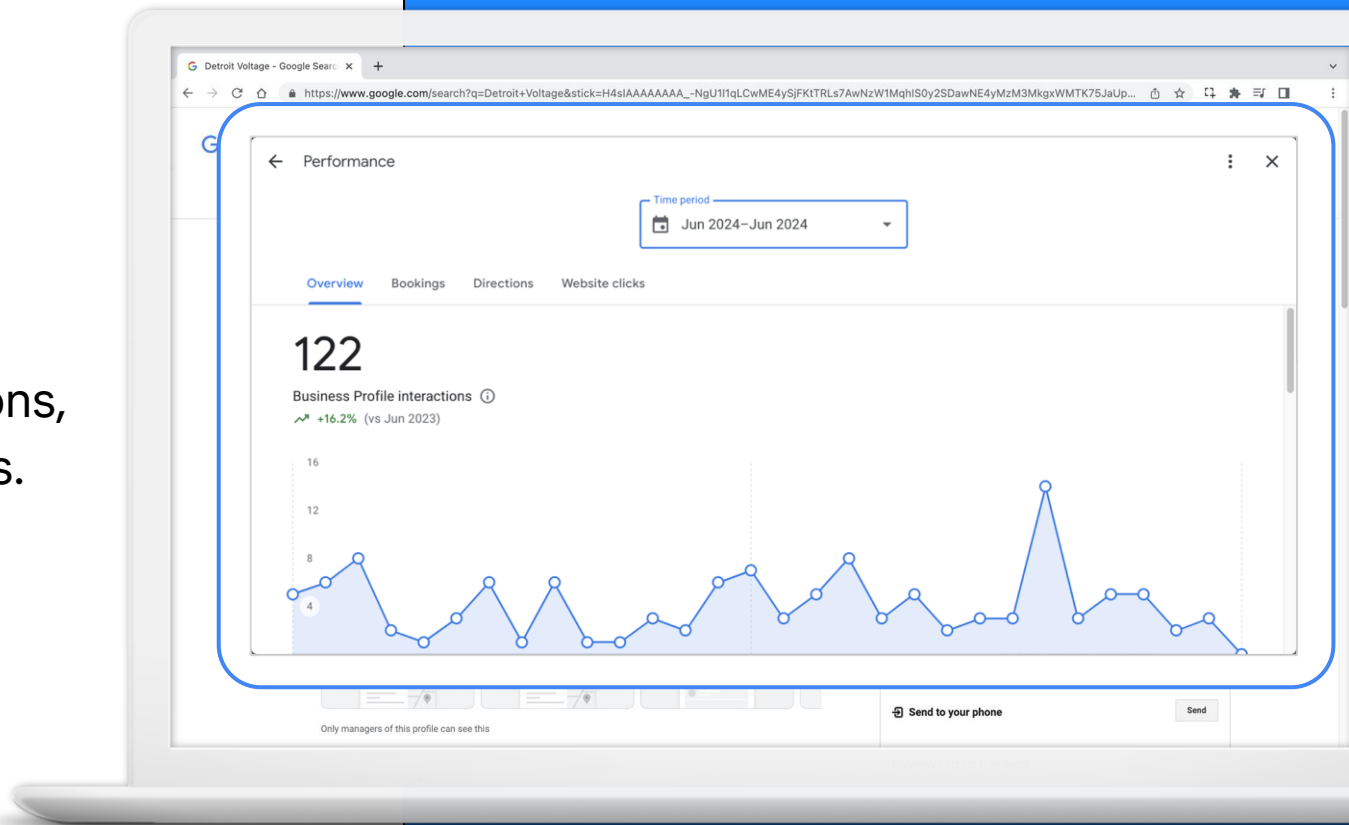
Flag reviews by clicking the alert icon or visiting: [g.co/grow/reportreview](https://g.co/grow/reportreview).

Negative reviews are not removed unless there is a policy violation.



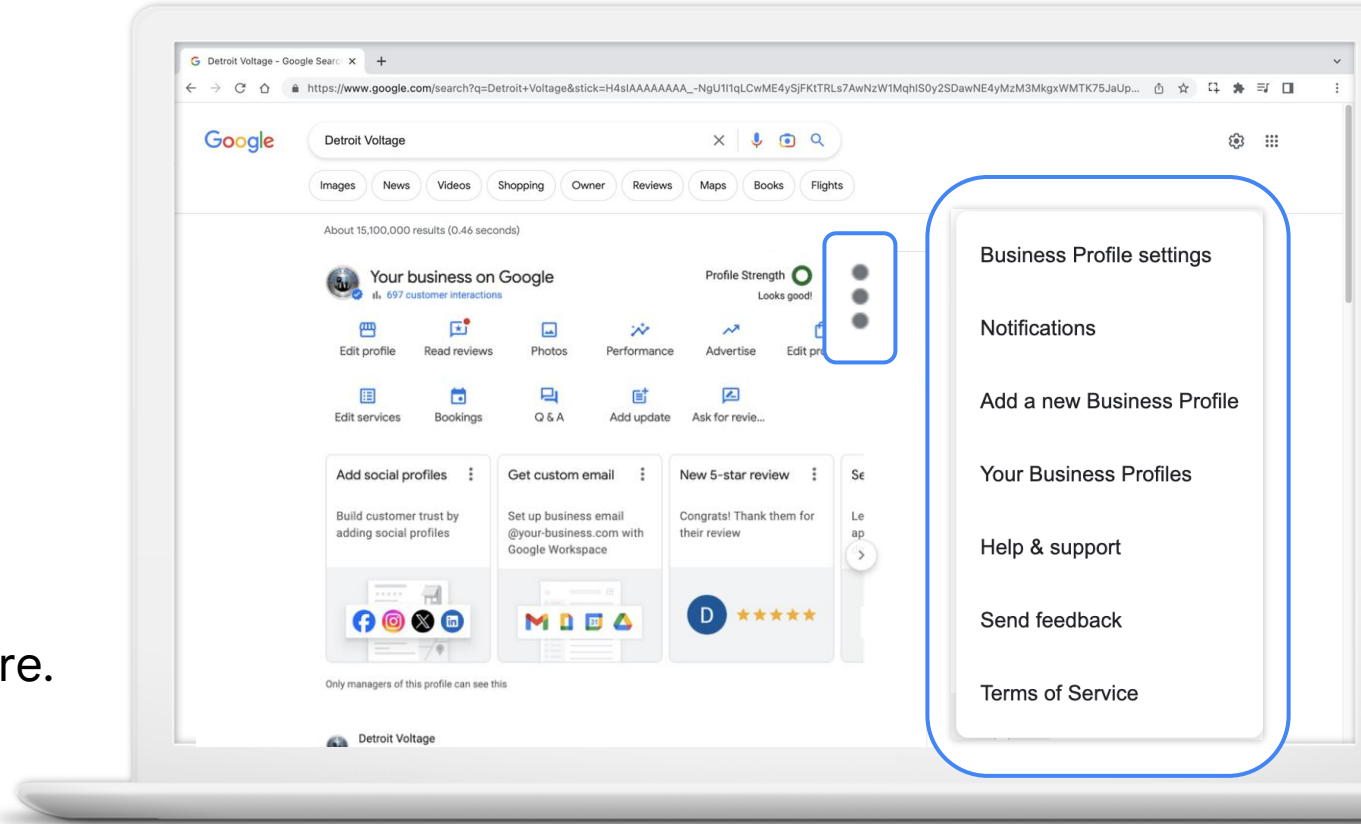
## Performance reports show interactions

- See how people interact with your Business Profile.
- See reports for bookings, directions, and website clicks.



## Click the three-dot icon to access more features

- Add managers.
- Set notification preferences.
- Add a new Business Profile.
- Access the Help Center, contact support, and more.



# Next steps

- 1 Claim or complete your Business Profile.
- 2 Verify your profile through phone, text, email, video or postcard.
- 3 While waiting for verification, explore your Business Profile and update info.

## Once your Business Profile is created

1

Make a habit of reviewing and updating your business info.

2

Add business [info](#), [photos](#) and [videos](#), share [posts](#), and more.

3

Explore [Performance](#) reports to learn how customers find you.



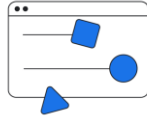
# Resources

# Google Career Certificates

Upskill and reskill your employees



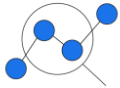
- Cybersecurity



- IT Support
- IT Automation with Python



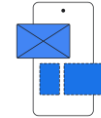
- Digital Marketing & E-Commerce



- Data Analytics
- Advanced Data Analytics
- Business Intelligence



- Project Management



- UX Design

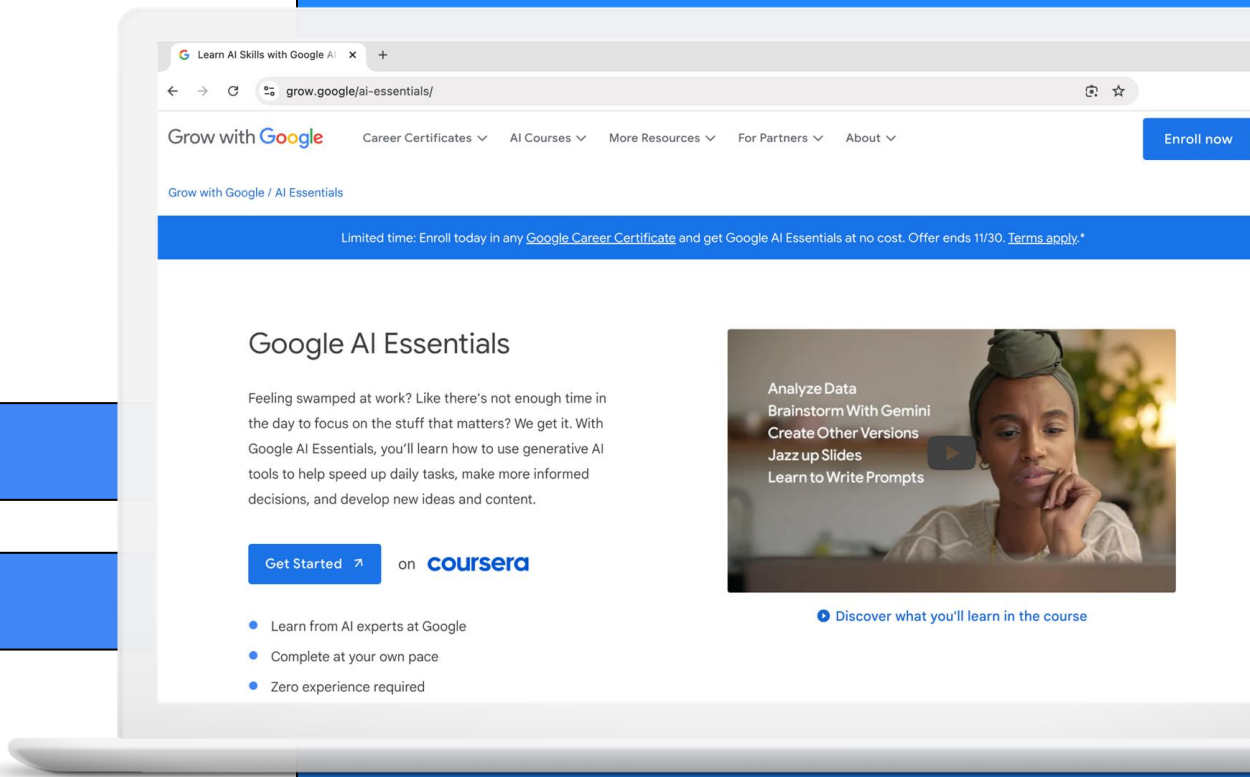
Get started at [grow.google/certificates](https://grow.google/certificates)

## Keep learning on Coursera

In under 10 hours of self-paced study, learn how to use GenAI tools to help boost productivity and enhance your work.

[grow.google/Prompting](https://grow.google/Prompting)

[grow.google/AI-Essentials](https://grow.google/AI-Essentials)



The screenshot shows a web browser displaying the 'Google AI Essentials' course page on Coursera. The browser's address bar shows 'grow.google/ai-essentials/'. The page features a navigation menu with 'Grow with Google', 'Career Certificates', 'AI Courses', 'More Resources', 'For Partners', and 'About'. A blue banner at the top of the page reads: 'Limited time: Enroll today in any Google Career Certificate and get Google AI Essentials at no cost. Offer ends 11/30. Terms apply.\*'. The main heading is 'Google AI Essentials', followed by a paragraph: 'Feeling swamped at work? Like there's not enough time in the day to focus on the stuff that matters? We get it. With Google AI Essentials, you'll learn how to use generative AI tools to help speed up daily tasks, make more informed decisions, and develop new ideas and content.' Below this is a 'Get Started' button with an external link icon and the text 'on coursera'. A list of bullet points includes: 'Learn from AI experts at Google', 'Complete at your own pace', and 'Zero experience required'. On the right side, there is a video thumbnail with a play button and the text: 'Analyze Data', 'Brainstorm With Gemini', 'Create Other Versions', 'Jazz up Slides', and 'Learn to Write Prompts'. Below the video is a link: 'Discover what you'll learn in the course'.

Grow with Google



**Northeast  
Indiana**



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- Founder & CEO, **Smart Brand System™**
- Business **Growth with Google** Coach
- National Trainer & Speaker, **Chief AI Officer**
- International **Marketing keynote speaker**
- 350+ ★★★★★ Google reviews



[ReviewMaria.com](https://ReviewMaria.com)



[SmartBrandSystem.com](https://SmartBrandSystem.com)



@mariaduron



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## ✔ Connect for More Resources

Ready to dive deeper?

Scan the QR code to access today's resources and to be notified of new tools, guides, & upcoming training  
[smartbrandkit.com/smartbrand](https://smartbrandkit.com/smartbrand)



*Knowledge is not powerful  
until it is applied*



Grow with 