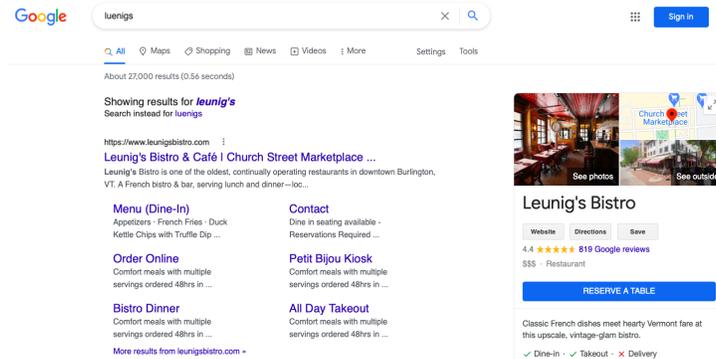


What is it? How can it help my business?

A “Google My Business” listing is what pops up on the side of a Google search bar (see screenshot at right).

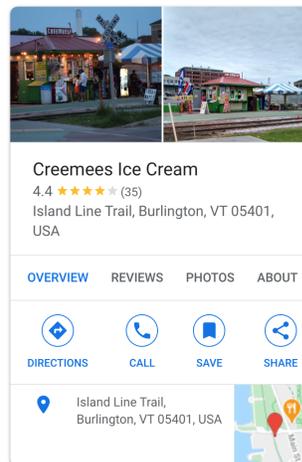
As a business owner, you can “claim” your Google My Business listing and take a few easy steps to improve your search engine results, improve customer engagement, respond to reviews, among other things. A lot of businesses in Burlington show up in a search **but haven’t been claimed** – without claiming the listing, the information might be inaccurate, out of date or controlled by someone else.



How do I sign up?

Google your business! See Luenig’s example at right. Below your listing in the sidebar, you should see “Own this Business?” Click that.

Alternatively, you can [sign in](#) to Google My Business with a Google Account and search that way. **Be sure to use your business email domain if you have one.**



Manage this business to reply to reviews, update info and more

 colin@bbavt.org

By continuing you agree to the following [Terms of Service](#) and [Privacy Policy](#)

[Manage now](#)

[I own or manage another business](#)

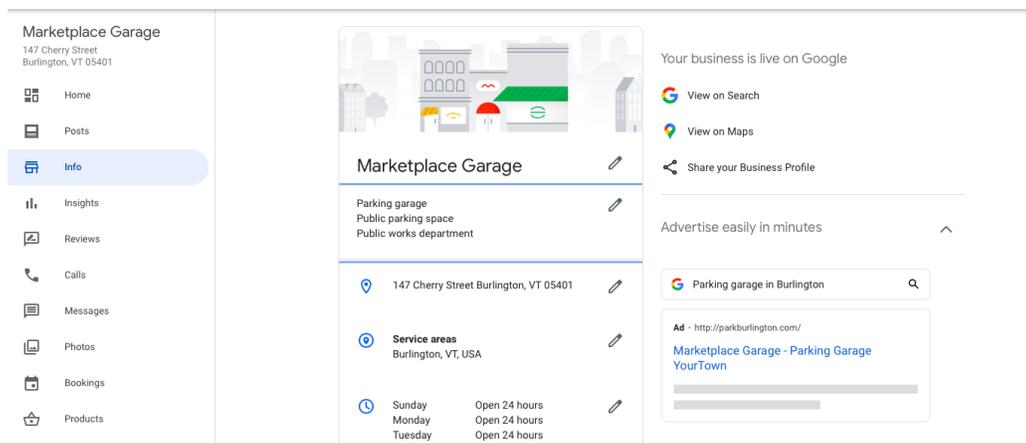
If there is no existing listing for your business you’ll need to add the business name, contact info,, category, physical location, map marker, and service/delivery area if applicable. If you don’t have a website, list your Facebook or Instagram page.

Finally, you’ll need to [“verify”](#) your listing by phone call, text or a postcard with a code on it. This will tell the Google bots you’re for real (and human). Then you should be set.

What more can I do to please the Google gods?

A few things that help you get noticed on Google searches are:

- **Add photos** – Of your products, of your store (interior, exterior)
- **Add a post** – Can be anything – an offer, update, photo, product, or event.
- **Keep your “Info” up-to-date** – What services do you offer? Did your hours change? Are you open on holidays? What categories does your business fall under? Try to make your listing as complete and up-to-date as possible.



Extra credit

Need a deeper dive? Jump in. This is just the shallow end of the pool. Google “Google My Business” for more (yes, very meta).

1. **Straight from the horse's mouth: Google** ([LINK](#))
2. **FAQ from Google** ([LINK](#))
3. **A quick run-down from Hootsuite** ([LINK](#))
4. **Some info on how to optimize your listing** ([LINK](#))
5. **Recent data on the economic impact of Google listings for Vermont** ([LINK](#))

Need some time after class?

If you need help with any of this, don't hesitate to reach out to [Colin Hillard](#) or [Alex Bunten](#) at the BBA. We'd be happy to get you straightened out.