

Setting up your Google My Business (GMB) profile

Google My Business	
Business Name:	This is your business name as you want it to appear to the public
Business Location:	If your business has a physical presence add your location in here. If your business operates from home leave this section blank.
Service Areas:	You have a total of 20 areas you can add here. When you're adding areas think about how clients would search to find your business. Make sure you're adding a mix of suburbs as well as regions.



The Digital Guide's Useful Resources

Hours of operation:

You can set these hours to 24 hours or add various hours on a day by day basis.

More hours:

This is (mainly) used in hospitality to add things like take away or special access.

Leave this blank if it doesn't apply to your business

Add special hours:

Relevant for public holidays etc and can be updated at any time.

Leave this area blank if it doesn't apply to your business

Phone number:

You have the ability to add multiple numbers here. Remember, these will be public, so don't add a number you don't want published to the world wide web.

Profile short name:

Create a shortened version of your business name. You have up to 32 characters to use. Keep it nice and simple, you'll use this short name to direct people to your GMB profile.

Website:

Add the link to your business website home page

Appointment links:

If you have an online booking system set up add your calendar booking link here.

Products:

Only use this section if you sell physical products (eg: clothing). If your business is hospitality or offers a service, do not use this section.

Note: If you do select to use 'products' you have an opportunity to use keywords to describe what it is you sell. Take some time to Google and understand the words and phrases people use when looking for your product and make sure to include these when completing the section, It will help your profile be found and assist Google in indexing your business organically.

Services:

The most important section to complete within your GMB profile. Take the time to list your services as aligned to the categories you identified earlier. Make sure to use your keywords and phrases when completing this section as it will help your profile to be found as well as assisting Google to understand more about your business.

You can add as many services as you like.
Each service has a character limit of 300 (use it!)

You also have the ability to add a price or price range to your services if you like.

Highlights / Attributes:

You have the ability here to highlight special things about your business (eg: Woman led)

From the business:

This is your opportunity to add a description about your business. It is the 2nd most important section in your profile (behind services) to complete.

Do not copy and paste from your website, Google will see it as duplicate content and you may be penalised.

You have 750 characters in this section. Use them! Put your key information in the first 300 characters.

Make sure to include keywords and phrases

Opening date:
This is the date your business commenced operation.
Add photos:
You have the ability to upload a variety of images to include with your profile. This includes your logo, images of your team, photos from your business premises etc.

Things to know:

- **Make sure you know and use your keywords and phrases. Google give you a slight SEO bump for having a GMB profile. Make use of that fact by completing each section and taking advantage of understanding your keywords.**
- **Anytime you upload an image make sure you've re-named it. Use your business name, location and a keyword such as a product or service. This will help with your indexing and SEO of your profile.**
- **Any posts you publish to your profile will only display for 7 days.**
- **Upload photos on a weekly basis**
- **Actively seek customer reviews - Google love customer reviews (and so do your clients)**
- **You can upload short videos (max 75mb) to your profile. You do this by clicking into photos and then video**