

LAST UPDATED | JULY 16, 2021

Beginner

# Google My Business

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DISCOVER THE MOST POWERFUL FREE ONLINE TOOL FOR SMALL BUSINESSES.



Ecommerce



Web Development



Branding



Email Marketing



Film & Photography



Education



Crowdfunding



Digital Marketing

**P:** 519-835-3009

**E:** [hello@2h.media](mailto:hello@2h.media)

# People First Marketing

Using transparency and communication to build business relationships.



# What You'll Learn

1. What is a GMB
2. Why it's important
3. Account setup
4. Managing the basics
5. Adding company branding
6. Starting verification
7. Q & A

# Where can I see a GMB listing

Go to [www.google.com](http://www.google.com)

In the search field type the name of any small or medium sized business.

- Hauser Company
- Arabella Park Beer Bar
- 2H Media

# Hauser Company Stores



Website

Directions

Save

4.6 ★★★★★ 18 Google reviews  
Furniture store in Waterloo, Ontario

You manage this Business Profile

**Address:** 330 Weber St N, Waterloo, ON N2J 3H6

**Hours:** Closed · Opens 10 a.m. Fri. ▾

**Phone:** (519) 747-3818

**Province:** Ontario

[Edit your business information](#) · [Manage this listing](#)

**Know this place?** [Answer quick questions](#)

## Questions & answers

Be the first to ask a question

Ask a question

## Popular times

Thursdays



Send to your phone

Send

Review summary

Write a review



About 7,970,000 results (0.52 seconds)

www.arbellaparkbar.com

### ARABELLA PARK

We are **Arabella Park**. But we're not actually a park – you can't drink in parks. And we serve beer, so that's kinda our thing. We're a craft beer bar with an 18-tap ...

www.facebook.com › Places › Kitchener, Ontario › Brewery

### Arabella Park - Home | Facebook

★★★★★ Rating: 4.6 - 75 votes

**Arabella Park** - 740 Belmont Ave. West, Kitchener, Ontario N2M 1P2 - Rated 4.6 based on 75 Reviews "Amazing experience.....great concept....all ages were..."

www.instagram.com › arbellaparkbar

### Arabella Park (@arbellaparkbar) • Instagram photos and ...

**Arabella Park**. BEER BAR 18 rotating taps ft. craft beer & cider + shareable snacks. M: 4P-12A T: clsd. W + TH: 4P-12A F + SA: 12P-1A SU: 2P-10P kitchen hrs: ...

www.tripadvisor.ca › ... › Kitchener › Kitchener Restaurants

### ARABELLA PARK BEER BAR, Kitchener - Menu, Prices ...

★★★★★ Rating: 4 - 31 reviews - Price range: \$\$ - \$\$\$

**Arabella Park** Beer Bar, Kitchener: See 31 unbiased reviews of **Arabella Park** Beer Bar, rated 4 of 5 on Tripadvisor and ranked #104 of 525 restaurants in ...

twitter.com › arbellaparkbar

### Arabella Park (@ArabellaParkBar) | Twitter

The latest Tweets from **Arabella Park** (@ArabellaParkBar). BEER BAR//18 rotating taps + shareable menu // HOURS: mon+weds+thurs: 4P-12A / fri+sat: 12P-2A ...

www.yelp.ca › Restaurants › Canadian (New)

### Arabella Park Beer Bar - 19 Photos & 12 Reviews - Beer Bar ...

★★★★★ Rating: 4 - 12 reviews - Price range: \$11-30

12 reviews of **Arabella Park** Beer Bar "best place for craft beer in KW! Huge always changing menu and reasonable prices. Interior is very unique. service is also ...



## Arabella Park Beer Bar



Website Directions Save

4.6 ★★★★★ 898 Google reviews

\$\$ · Bar

Modern pub with communal & outdoor seating, changing craft beers & ciders plus sharing plates.

**Address:** 740 Belmont Ave W, Kitchener, ON N2M 1P2

**Hours:** Open · Closes 12 a.m.

**Phone:** (226) 220-6374

Suggest an edit · Own this business?

### Events

Sat., Apr. 18 9th Anniversary Dinner Celebration! 6:00 p.m.

Know this place? Answer quick questions

### Questions & answers

See all questions (4)

Ask a question



**01**

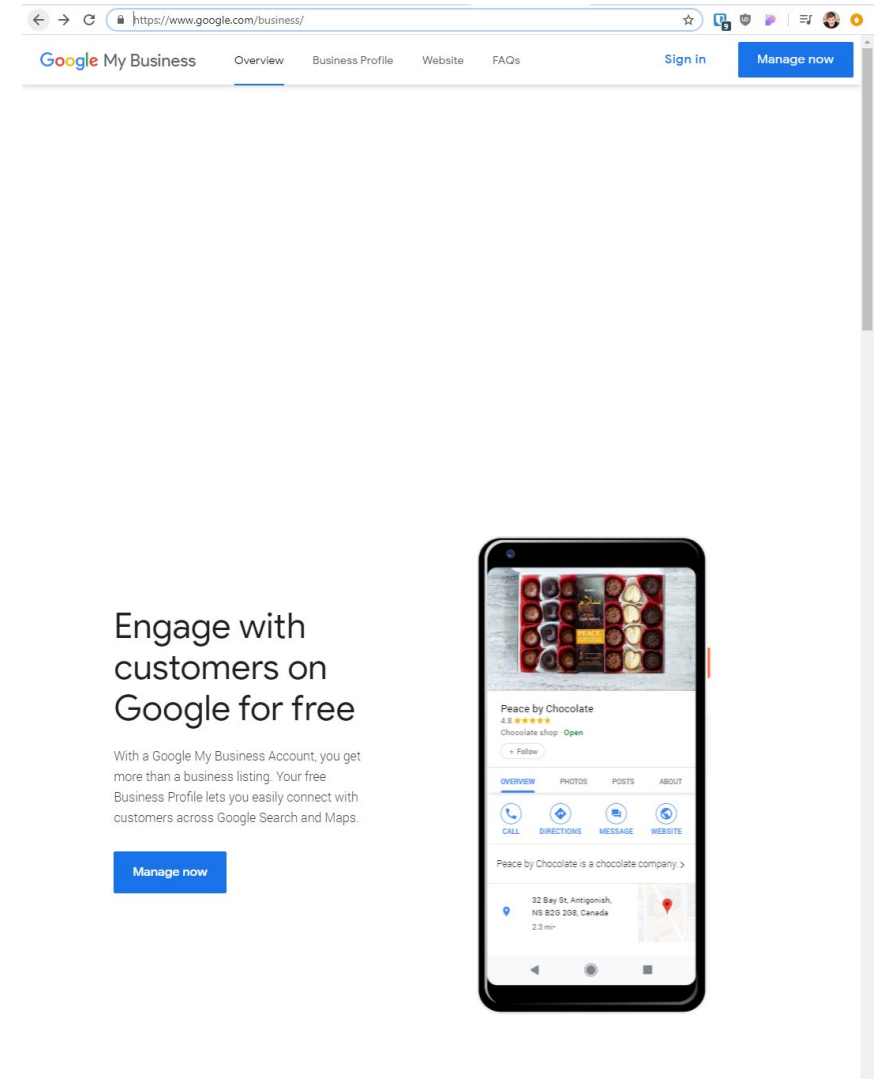
# **Creating Your GMB**

# Starting From Scratch

## STEP BY STEP

1. Open a web browser
2. In the search bar enter [www.google.com/business](https://www.google.com/business)
3. Sign in with your Gmail account\*

\*If you don't have a Gmail account raise your hand.



The image shows a desktop browser window at the top with the URL <https://www.google.com/business/>. The navigation bar includes 'Google My Business', 'Overview', 'Business Profile', 'Website', 'FAQs', 'Sign in', and a blue 'Manage now' button. Below the navigation bar is a large, empty white space.

To the right of the desktop view is a mobile phone displaying a Google My Business listing for 'Peace by Chocolate'. The listing includes a photo of a chocolate box, a 4.3-star rating, and the address: 32 Bay St, Antigonish, NS B2G 2G8, Canada. Below the phone is a blue 'Manage now' button.

Engage with customers on Google for free

With a Google My Business Account, you get more than a business listing. Your free Business Profile lets you easily connect with customers across Google Search and Maps.



# Adding A New Location

Google My Business

Search locations

Manage locations

Manage reviews

Verify all locations

Linked accounts

Settings

Support

Manage locations [Create location group](#)

Ungrouped locations

Locations **14 locations** **100% verified**

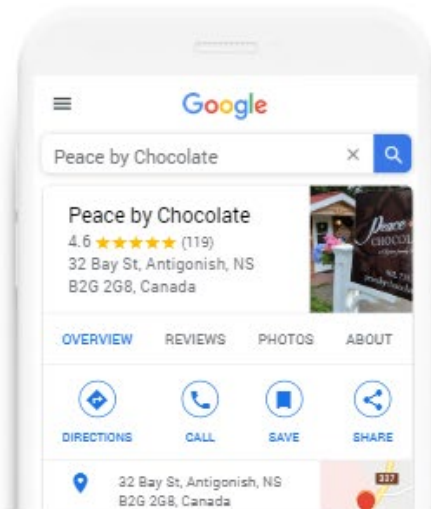
Locations All locations (14) [Add location](#)

<input type="checkbox"/>	Name ↑	Status
<input type="checkbox"/>	<b>2H Media</b> Guelph, ON, Canada, Toronto, ON, Canada, and 8 other areas	<span>✓</span> Verified

- Add single location
- Import locations

# Find Your Location

Google My Business



Find and manage  
your business

Can't find your business?

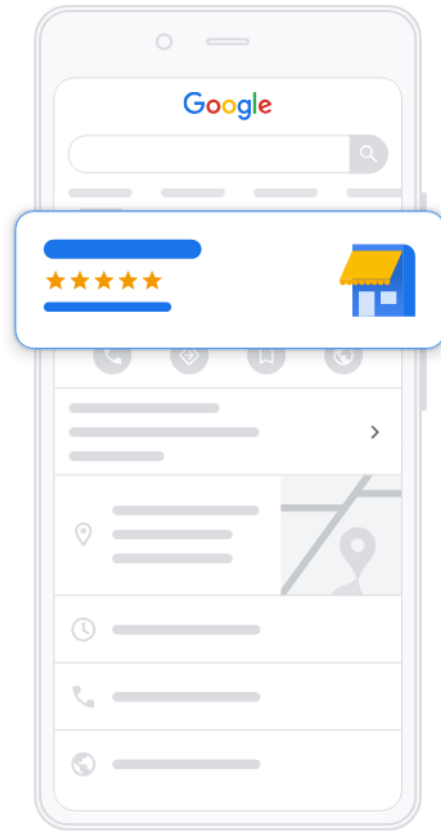
[Add your business to Google](#)

# Finding The Right Category

## DETAILS

- There are over 3000 Google My Business categories
- You can have only 1 Primary Category
- Can have up to 10 subcategories, but fewer is recommended

# Add Your Business To Google



## Create profile

### Start building your Business Profile

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

Business name\*

Aron Murch

Business category\*

Business management consultant

You can change and add more later

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

Next

# Optimizing Your Business Category

## For best results:

- Be as specific as possible
- Add the least number of categories as possible
- Describe your business, not your amenities
  - If you are adding a new restaurant to Google My Business and that restaurant has a bar, you should not add “Bar” as a category because that does not describe your business, it describes your amenities.

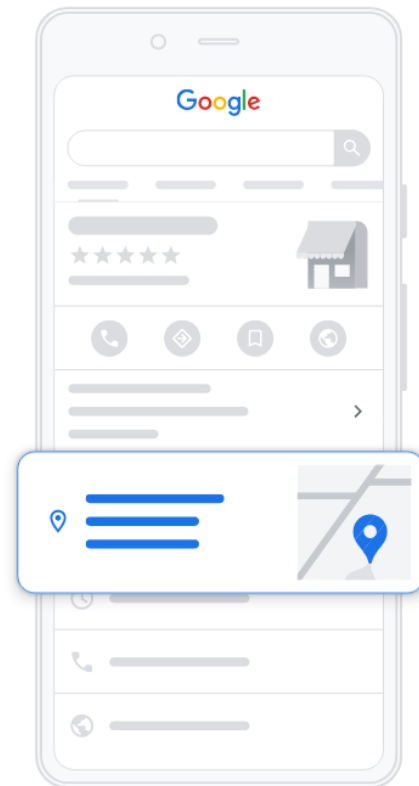
# Bricks & Mortar vs Online

## WE HAVE 2 SEPARATE OPTIONS

- Having a service area without a location
- Displaying your physical store address

We will start with the service area. **If you have a physical store please find 3 photos of your physical location.**

# Do You Have A Physical Location - NO



Create profile

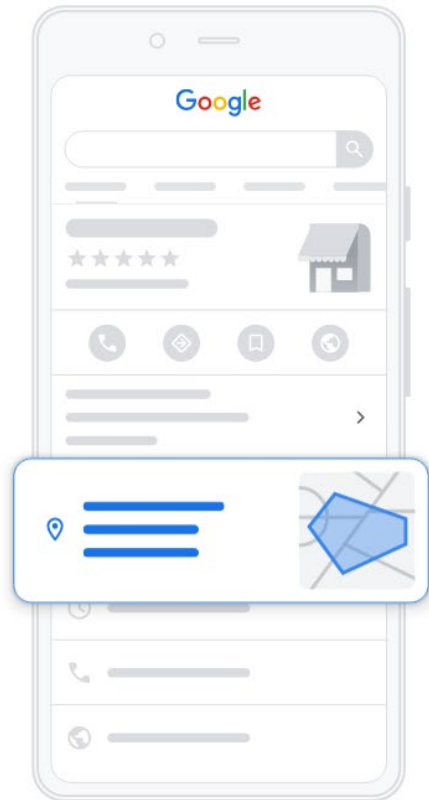
Do you want to add a location customers can visit, like a store or office?

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

- Yes  
 No

Next

# What Are Your Service Locations?



## Create profile

### Where do you serve your customers? (optional)

You can list your service areas below. They will show up on your Business Profile and help bring relevant customers.

Search and select areas

Manhattan, New York

You can change and add more later

Ontario, Canada X

Guelph, ON, Canada X

London, ON, Canada X

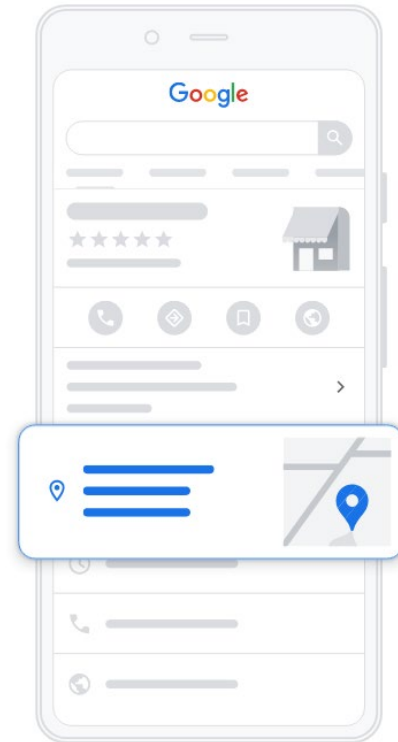
Waterloo, ON, Canada X

Kitchener, ON, Canada X

Next



# Do You Have A Physical Location - YES



Create profile

What's the address?

Canada

Street address

4 Yewholme Dr

[Add Line](#)

City

Guelph

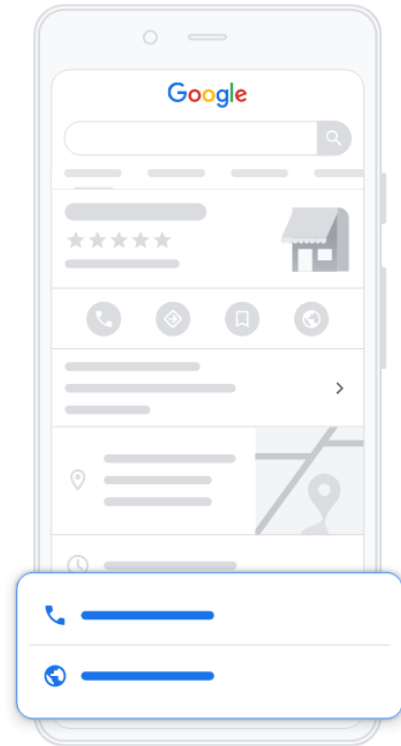
Ontario

Postal code

N1G 2Z7

Next



# Adding Your Basic Information




## Create profile

What contact details do you want to show to customers?

Help customers get in touch by including this info on your Business Profile



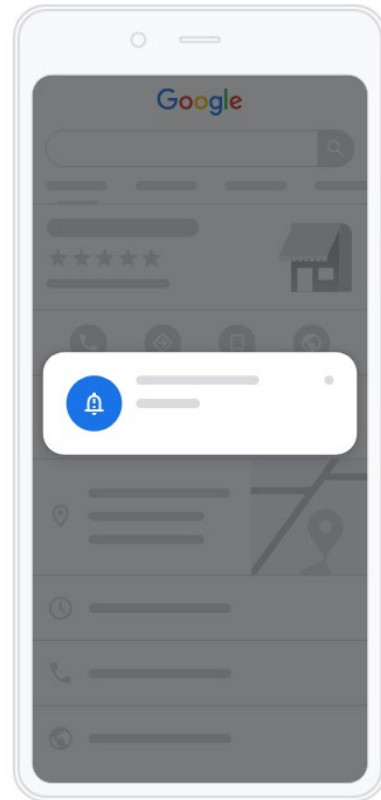
I don't need a website

Get a free website based on your info.

[See details](#)

Next

# Opt Out Of Email Updates



Create profile

## Stay in the know

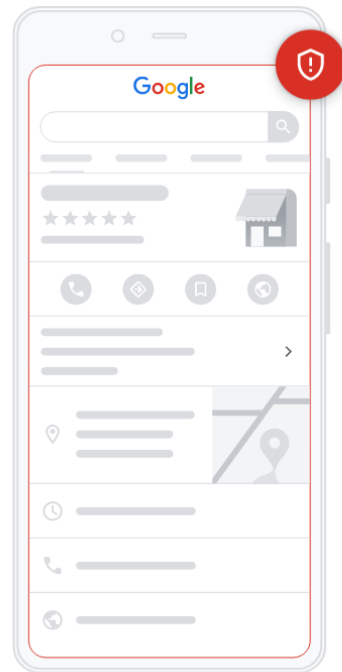
Want updates and recommendations for your business on Google?

Yes

No

Next

# Verify Later



## Verify

Please enter your mailing address to verify

The address you provide here will be hidden from the public.  
Post office boxes are not eligible.

Country / Region  
Canada ?

Street address

City

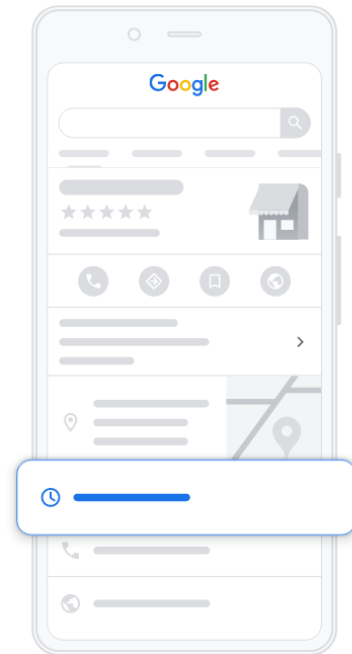
Province

Postal code

Verify later

Next

# What Are Your Operating Hours?



## Customize profile

### Add business hours

Let customers know when you are open for business

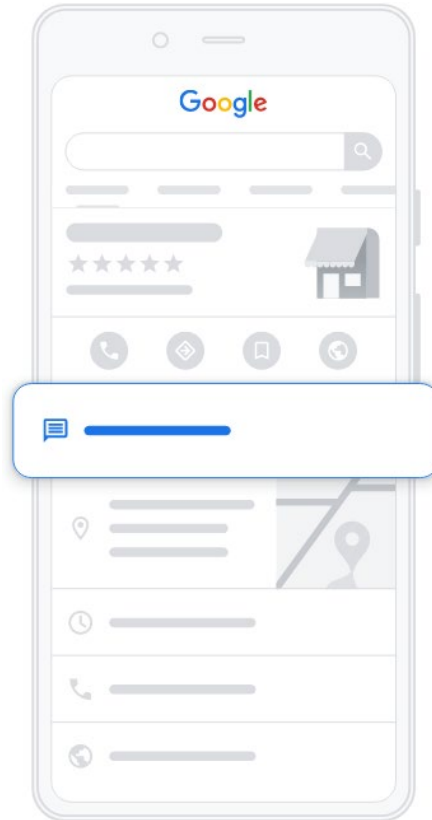
[Learn more](#)

- |           |  |                           |
|-----------|--|---------------------------|
| Sunday    | <input type="checkbox"/> Closed          |                           |
| Monday    | <input checked="" type="checkbox"/> Open |                           |
|           | 10:00 AM – 6:00 PM                       | <a href="#">Add hours</a> |
| Tuesday   | <input checked="" type="checkbox"/> Open |                           |
|           | 10:00 AM – 6:00 PM                       | <a href="#">Add hours</a> |
| Wednesday | <input checked="" type="checkbox"/> Open |                           |
|           | 10:00 AM – 6:00 PM                       | <a href="#">Add hours</a> |
| Thursday  | <input checked="" type="checkbox"/> Open |                           |
|           | 10:00 AM – 6:00 PM                       | <a href="#">Add hours</a> |
| Friday    | <input checked="" type="checkbox"/> Open |                           |
|           | 10:00 AM – 6:00 PM                       | <a href="#">Add hours</a> |
| Saturday  | <input type="checkbox"/> Closed          |                           |

[Skip](#)

[Next](#)

# Opt Into Messaging



Customize profile

## Add messaging

Let customers message your business on Google for free

[Learn more](#)

Accept Messages

Skip

Next

# Business Description

## BEST COPYWRITING PRACTICES

- Paragraph 1: Explain who you are.
- Paragraph 2: Explain what you do.
- Paragraph 3: Explain how you are better (what is your competitive advantage.)

Customize profile

## Add business description

Let customers find out more about your business

[Learn more](#)

Aron Murch is a Canadian entrepreneur, leveraging over 16 years of experience helping businesses thrive in diverse industries.

Aron offers consulting, strategy and public speaking engagements to growing businesses and business organizations, specializing in crowdfunding and international business.

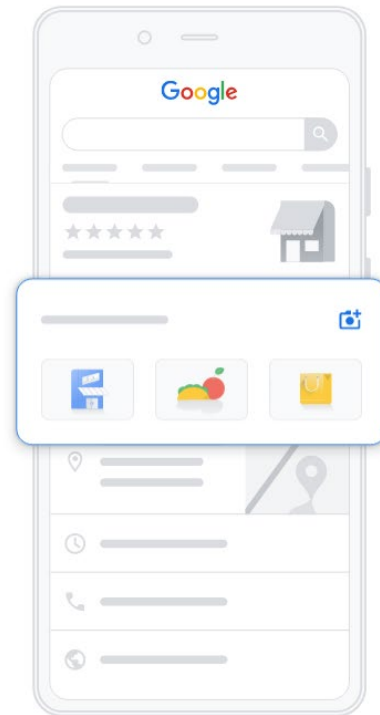
With over 20 Kickstarters under his belt, first-hand experience with international manufacturing and sales, and a commitment to ethics and honesty, Aron is positioned to offer unique business insight.

502 / 750

Skip

Next

# Get Started With Photos

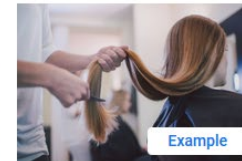
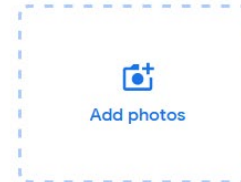


Customize profile

## Add photos of your business

Show off your products or services and let customers peek inside your business

[Learn more](#)



Well-lit, straightened photos tend to be easier to read

[Skip](#)

[Next](#)



# The Photo's Tab

Add your logo, a cover photo and a few additional photos of your business in action.

## GOOGLE MY BUSINESS COVER PHOTO SIZE:

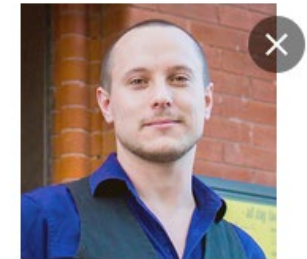
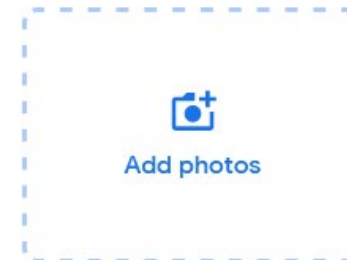
- 1080 x 608 pixels (minimum 480 x 270; maximum 2120 x 1192)  
Format: JPG or PNG.
- Size: Between 10 KB and 5 MB.

Customize profile

## Add photos of your business

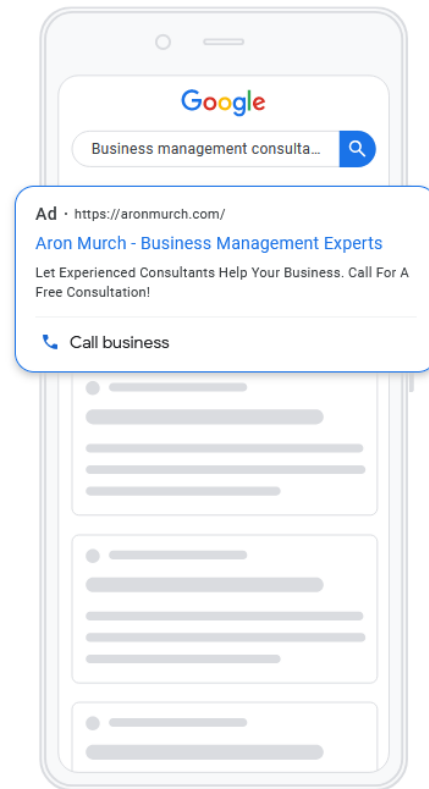
Show off your products or services and let customers peek inside your business

[Learn more](#)



aronmurch

# Skip Google Ads For Now



Customize profile

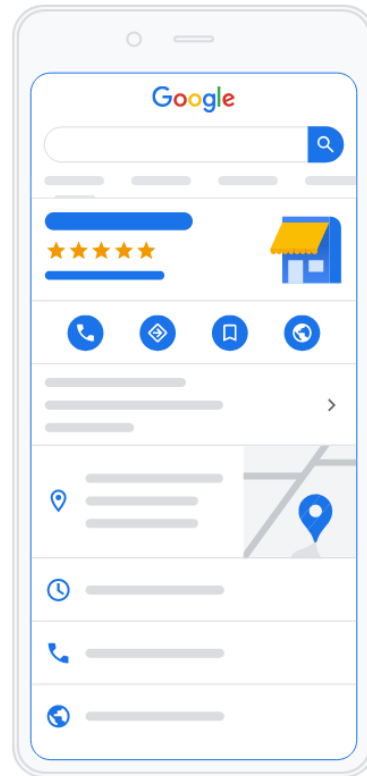
## Advertise easily in minutes

Start advertising your business with Google Ads

Skip

Start now

# Listing Created



## Customize profile

Your Business Profile is almost ready

You can continue making updates and edits to your profile at any time. Your edits will be visible to customers on Google after you've been verified

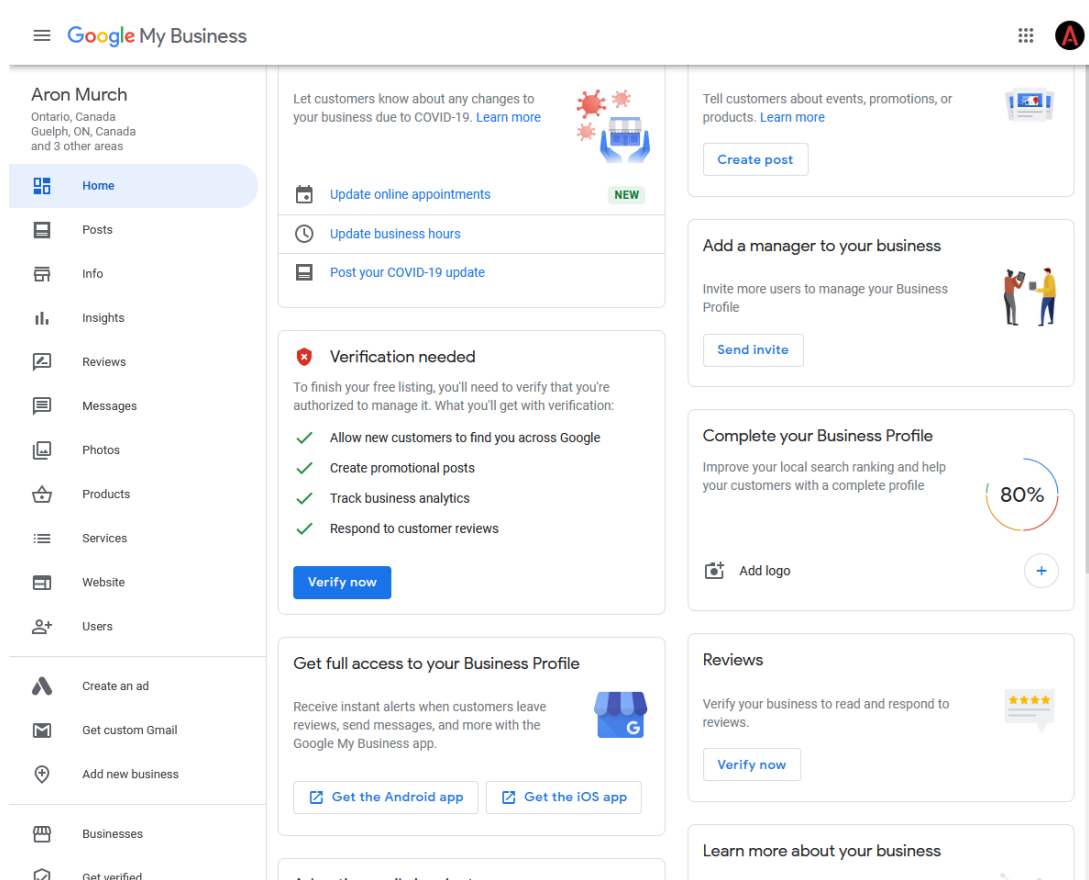
Continue



**02**

# **GMB Home**

# The GMB Menu



## Understanding the Menu

Based on the business category you chose you will have a unique set of options in the menu.

Everyone will have some similar options


# The GMB Menu

## GMB Basic Options

- Info
- Photos

GrowHaus Supply Co

Toronto, ON, Canada  
London, ON, Canada  
and 4 other areas

 Home

 Posts

 Info

 Insights

 Reviews

 Messaging


 Photos

 Products

 Website

 Users

 Create an ad

 Add new location

 Manage locations

 Verify location

 Linked accounts

 Settings

 Support



**03**

# **GMB Info**

# The Info Tab

**Aron Murch**  
Ontario, Canada  
Guelph, ON, Canada  
and 3 other areas

- Home
- Posts
- Info**
- Insights
- Reviews
- Messages
- Photos
- Products
- Services
- Website
- Users

---

- Create an ad
- Get custom Gmail
- Add new business

---

- Businesses
- Get verified

**Aron Murch**  
Business management consultant

No location; deliveries and home services only

**Service areas**  
Waterloo, ON, Canada  
London, ON, Canada  
Ontario, Canada  
Guelph, ON, Canada  
Kitchener, ON, Canada

Sunday	Closed
Monday	10:00 AM–6:00 PM
Tuesday	10:00 AM–6:00 PM
Wednesday	10:00 AM–6:00 PM
Thursday	10:00 AM–6:00 PM
Friday	10:00 AM–6:00 PM
Saturday	Closed

**Add special hours**

(519) 240-7780

Advertise easily in minutes

Business management consultant

Ad · <https://aronmurch.com/>  
**Aron Murch - Business Management Experts**

Show up whenever customers are looking for you online – on their computers or mobile devices. Set up in minutes, and only pay when your ad is clicked. [Learn more](#)

[Start now](#)

Close this business on Google

You can mark this listing as permanently closed or remove it from your account

[Mark as permanently closed](#)

[Remove listing](#)

Advanced information

Store code *Enter store code*

**The information you enter into the Info Tab will be public.**



# Adding Special Hours

## Special hours



Enter hours for days when this business has an irregular schedule


 1/1/20  Closed 

 2/17/20  Closed 

 4/10/20  Closed 

 7/1/20  Closed 

 8/3/20  Closed 

 9/7/20  Closed 

 12/25/20  Closed 

 12/26/20  Closed 

[Add new date](#)

Cancel

# Holidays

## List of Canadian holidays in 2021

Holiday	Date in 2021	Observance
<a href="#">New Year's Day</a>	January 1, Friday	National
<b>Islander Day</b>	February 15, Monday	PEI
<b>Louis Riel Day</b>	February 15, Monday	MB
<b>Heritage Day</b>	February 15, Monday	NS
<a href="#">Family Day</a>	February 15, Monday	BC, AB, SK, ON, NB
<b>Valentine's Day</b>	February 14, Sunday	Not a stat holiday
<b>Leap Day</b>	-	-
<b>St. Patrick's Day</b>	March 17, Wednesday	Not a stat holiday
<a href="#">Good Friday</a>	April 2, Friday	National except QC
<a href="#">Easter Monday</a>	April 5, Monday	QC
<a href="#">Mother's Day</a>	May 9, Sunday	Not a stat holiday
<a href="#">Victoria Day</a>	May 24, Monday	National except NB, NS, NL
<a href="#">Father's Day</a>	June 20, Sunday	Not a stat holiday
<b>Aboriginal Day</b>	June 21, Monday	NWT
<b>St. Jean Baptiste Day</b>	June 24, Thursday	QC
<a href="#">Canada Day</a>	July 1, Thursday	National
<a href="#">Civic Holiday</a>	August 2, Monday	AB, BC, SK, ON, NB, NU
<a href="#">Labour Day</a>	September 6, Monday	National
<a href="#">Thanksgiving</a>	October 11, Monday	National except NB, NS, NL
<a href="#">Halloween</a>	October 31, Sunday	Not a holiday
<a href="#">Remembrance Day</a>	November 11, Thursday	National except MB, ON, QC, NS
<a href="#">Christmas Day</a>	December 25, Saturday	National
<a href="#">Boxing Day</a>	December 26, Sunday	ON



**04**

# **GMB Photos**

# The Photos Tab

The screenshot shows the Google My Business interface for a user named Aron Murch. The left sidebar contains navigation options: Home, Posts, Info, Insights, Reviews, Messages, Photos (highlighted), Products, Services, Website, and Users. Below these are options for 'Create an ad', 'Get custom Gmail', and 'Add new business'. The main content area is titled 'Overview' and includes tabs for 'Video', 'At work', 'Team', and 'Identity'. A notification banner at the top of the main area reads: 'Got a product to showcase? You can now add products with the Product Editor.' with links for 'Dismiss' and 'Go to the Product Editor'. Below the notification are three cards for 'Logo', 'Cover', and 'Video', each with a 'Choose photo' or 'Add videos' button. At the bottom, there is a gallery of four photo thumbnails: a blurry orange background, a red 'm' logo, a table with food, and a portrait of a man. Each thumbnail has a '0d' timestamp and a camera icon.

**Based on your category you may have different options  
The pictures you already uploaded can be found here.**



**05**

# **GMB Verify**

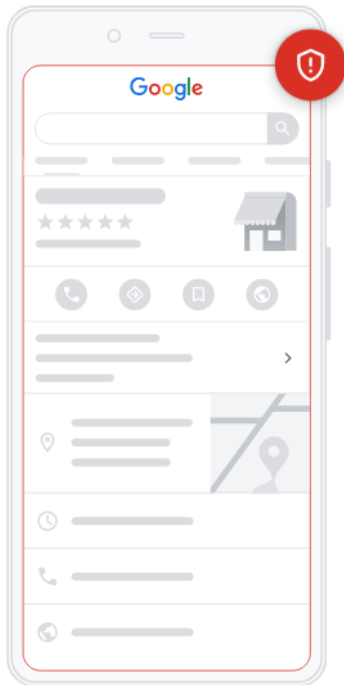
# Verification

The screenshot displays the Google My Business interface for 'GrowHaus Supply Co'. The left sidebar contains navigation options: Home, Posts, Info, Insights, Reviews, Messaging, Photos, Products, Website, Users, Create an ad, Add new location, Manage locations, Verify location, Linked accounts, Settings, and Support. The main content area features several cards:

- Advertise easily in minutes:** Promotes advertising with a search bar for 'Wholesaler' and a 'Start now' button.
- Have news to share with your customers?:** Encourages sharing events or promotions with a 'Create post' button.
- Complete your listing:** Shows a progress indicator at 40% and offers to 'Add hours', 'Add description', and 'Add logo'.
- Verification needed:** A red alert card stating: 'To finish your free listing, you'll need to verify that you're authorized to manage it. What you'll get with verification: Allow new customers to find you across Google, Create promotional posts, Track business analytics, Respond to customer reviews.' It includes a 'Verify now' button.
- Get full access to your Business Profile:** Offers to 'Get the Android app' and 'Get the iOS app'.
- Learn more about your business:** Encourages learning about customer interactions with a 'Verify now' button.
- Reviews:** Prompts to 'Verify your business to read and respond to reviews' with a 'Verify now' button.
- Let customers message you:** Offers to 'Turn on messaging' to receive leads and appointment requests.

**Your account must be verified prior to it being accessible by the public.**

# Verification



## Verify

Please enter your mailing address to verify

The address you provide here will be hidden from the public.  
Post office boxes are not eligible.

Country / Region  
Canada

Street address  
4 Yewholme Dr [Add Line](#)

City  
Guelph

Ontario

Postal code  
N1G 2Z7

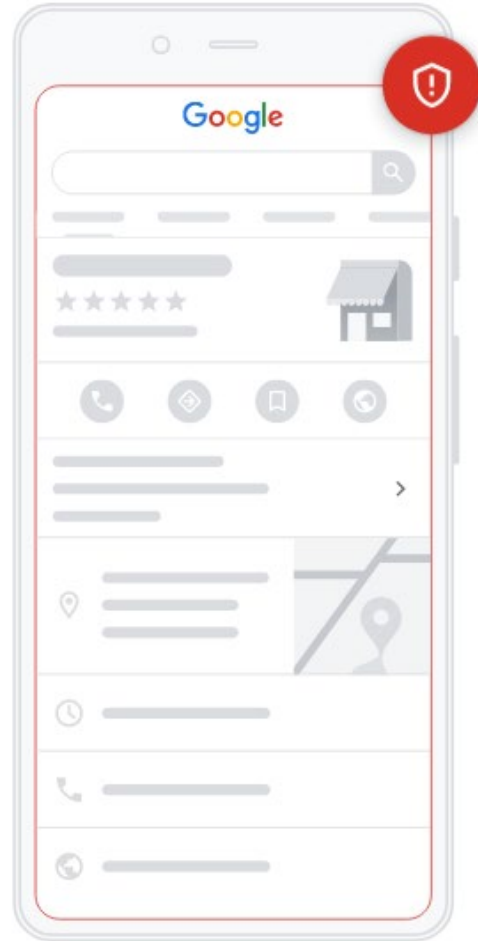
[Verify later](#)

[Next](#)

**If you haven't added an address you must enter this information for Google.**

This information will not be public

# Choose A Way To Verify



## Verify

### 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](#)

- ✉ Postcard by mail ▾
- 🔍 Other options ▲

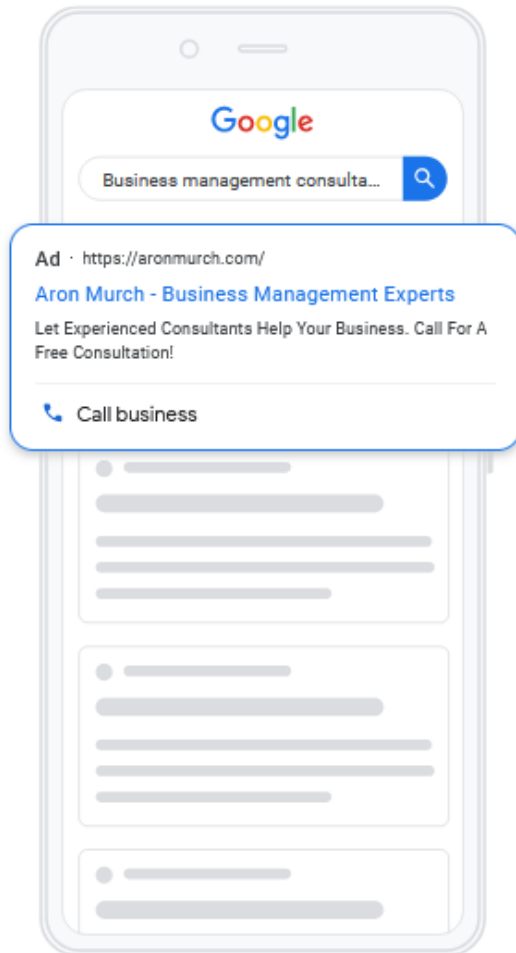
You can continue making edits to your business on Google but they will not be visible to customers until you complete verification.

[Verify Later](#)



**Google will Snail Mail you a post card.**

# Skip Google Ads... Again



Customize profile

## Advertise easily in minutes

Start advertising your business with Google Ads

Skip

Start now

# Enter Your Verification Code

The screenshot shows the Google My Business dashboard for a user named Aron Murch. The dashboard is organized into several sections:

- Header:** "Google My Business" logo and a user profile icon with the letter 'A'.
- Left Sidebar:** A navigation menu with icons and labels for: Home (highlighted), Posts, Info, Insights, Reviews, Messages, Photos, Products, Services, Website, Users, and Create an ad.
- Main Content Area:**
  - COVID-19 Updates:** A section with a red virus icon and a blue hand icon. It includes a "Learn more" link and a "NEW" badge. Below it are links for "Update online appointments", "Update business hours", and "Post your COVID-19 update".
  - Pending verification:** A yellow-bordered box stating: "You requested a verification postcard on Jun 15, 2021. Most postcards arrive within 12 days. [Learn more](#)".
  - Get full access to your Business Profile:** A section with a blue storefront icon. It says: "Receive instant alerts when customers leave reviews, send messages, and more with the Google My Business app." Below are buttons for "Get the Android app" and "Get the iOS app".
  - Tell customers about events, promotions, or products:** A section with a blue post icon and a "Create post" button.
  - Add a manager to your business:** A section with an icon of two people. It says: "Invite more users to manage your Business Profile" and has a "Send invite" button.
  - Complete your Business Profile:** A section with a circular progress indicator showing "80%". It says: "Improve your local search ranking and help your customers with a complete profile." Below is an "Add logo" button with a plus icon.
  - Advertise easily in minutes:** A section with a red and white ad icon and a partially visible "Business management consultant in Guelph" ad.

# Questions?

## **How do I get the slides?**

Visit <https://2h.media>. The slides are on the workshop page.

## **How do we connect?**

Follow 2H Media on LinkedIn.

## **Specific questions?**

Give us a call.

**P:** 519-835-3009

**E:** [hello@2h.media](mailto:hello@2h.media)

