



ACCESSING GMB

ACCESSING GOOGLE MY BUSINESS

Google My Business is a free and easy-to-use tool for businesses and organizations to manage their online presence across Google, including Search and Maps. By verifying and editing your business information, you can both help customers find you and tell them the story of your business. Google My Business complements your existing website by giving your business a public identity and presence with a listing on Google.

There are 5 business types that use Google My Business:

- Storefront Location
- Service Area Business (serves customers at their private locations)
- Hybrid Business (storefront address and a designated service area)
- Individual practitioners (public-facing professional)
- Departments or businesses within another business (i.e. universities, medical facilities, and government offices).

SIGNING IN OR SIGNING UP

You will need a valid Google account to begin, and the account you choose will become the “owner” of your business within Google’s products. Any @gmail.com account will work or you may also set up an account using your own email address. If you don’t have a valid Google account you’ll need to create one here: <https://accounts.google.com/SignUp>. Note that you can switch to using an existing email address with the link directly below the “choose your username” field.

CLAIMING YOUR BUSINESS

Once you have created or logged into the Google Account you want to be the “owner” of your business, there are several methods to claiming your business. Assuming your business already has a listing on Google, the easiest method is to search www.google.com or maps.google.com for your business name and click the link “Own this business?” in the Knowledge Panel for your business. (see example to the right).

Rodneys Kitchen ★

4.6 ★★★★★ 23 Google reviews
Restaurant · 1.7 mi

Website

Directions

Address: 624 Sycamore St, Waterloo, IA 50701

Hours: Closed today ▾

Phone: (319) 234-3663

[Suggest an edit](#) · [Own this business?](#)

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





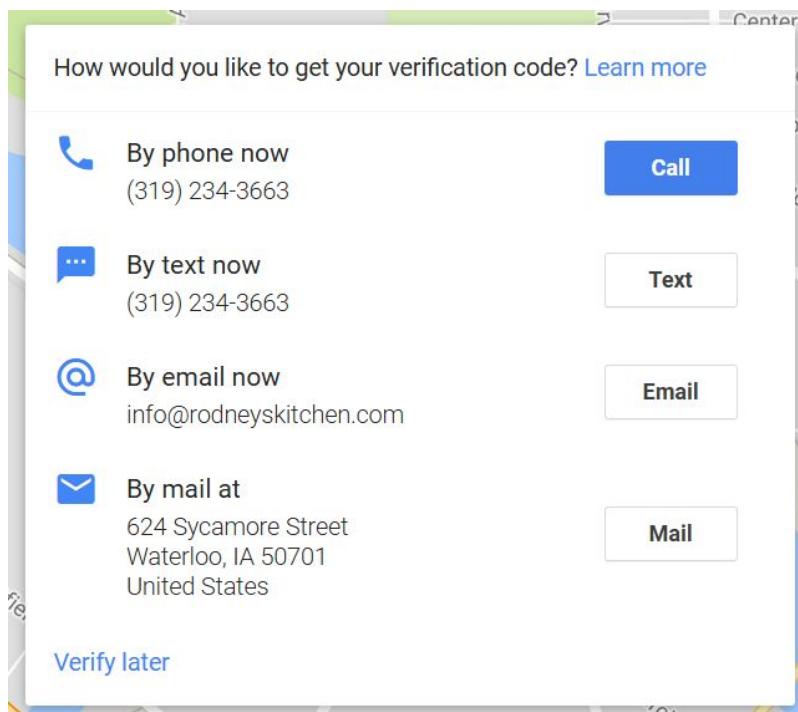
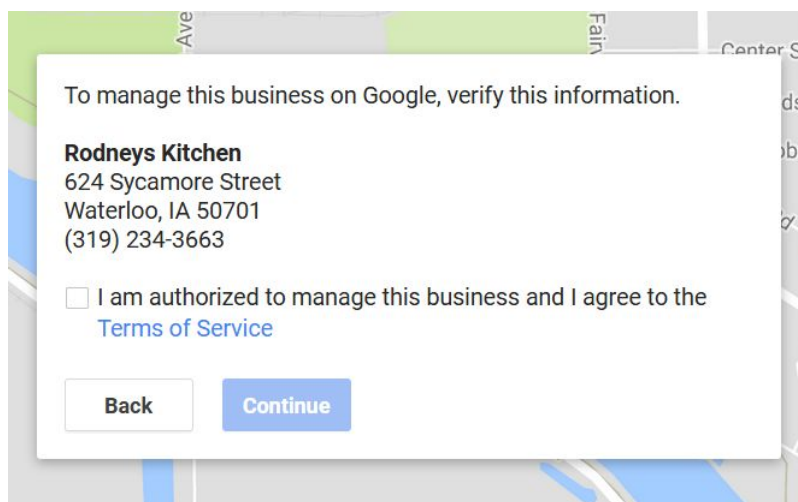
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This link will take you to the confirmation screen shown below. Check the box to indicate that you are authorized to manage this business and click “continue.”

On the following screen, you may choose how you will verify this business. By phone, by text or by email will send a confirmation code to the contact information listed which you can use in the next step to verify your business. In some cases, these options may not be available to you and you will have to use the “by mail” option which sends a postcard to your listed address with the confirmation code printed on it. Watch your mail carefully for this postcard.

Note: the Destination Marketing Organization that provided this document to you can also help you by instantly verifying your business.

You may also verify later, though you won’t be able to control or access many of the features of the Google My Business dashboard until you are verified.





ACCESSING GMB

ADDING A NEW BUSINESS

If your business is not already listed on Google maps, you should instead visit the GMB site here:

<https://business.google.com> and look for the "start now" button which will

walk you through the process of setting up your new business. You can also do this by "adding a missing place" within the desktop or mobile Google maps app.

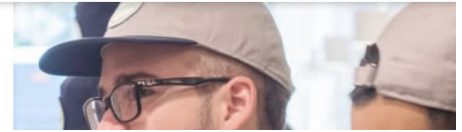
Google My Business

SIGN IN

START NOW

Home How it Works Resources

Show you're



ACCESSING YOUR BUSINESS INFO VIA GMB

Once you've claimed your business, you can access it via the link above: <https://business.google.com> and choosing the "sign in" option at the top of the page. This will take you to your business dashboard:

The screenshot shows the Google My Business dashboard for 'Family Wine Imports'. At the top, there's a notification bar: 'We have updated your business information based on user reports and our data. Learn more REVIEW UPDATES'. Below this, the business name 'Family Wine Imports' is displayed with a verified badge. Contact information includes a phone number (319) 505-3291, a website URL (http://www.familywineimports.com/), and a physical address (1050 Sheffield Ave Waterloo, Iowa 50702-2036). There are buttons for 'Manage photos' and 'Add virtual tour'. A progress bar indicates 'Your profile is 80% complete!' with a '1 of 2' indicator and an 'ADD PROFILE PHOTO' button. On the left, a navigation menu includes Home, Posts (marked NEW), Info, Insights, Reviews, Messaging, Photos, Website, Users, Create an ad, and Add new location. At the bottom, there's a 'Posts' section with the message 'You haven't posted anything yet' and buttons for 'CREATE POST' and 'VIEW POSTS'.





ACCESSING GMB

If you have multiple locations, you'll get an overview page like this:

Locations

All locations (2) ▼

Family Wine Imports
1050 Sheffield Ave, Waterloo, IA, US

[MANAGE LOCATION](#)

[VIEW ON SEARCH](#)

Rodney's Kitchen
624 Sycamore Street, Waterloo, IA, US

[MANAGE LOCATION](#)

[GET VERIFIED](#)

Which will allow you to choose which of your business listings you want to edit.

