

# GOOGLE BUSINESS SETUP CHECKLIST

WHAT TO BRING	YOUR ACTION BELOW
	Create a GBusiness folder on your computer
<p>Account identification</p> <ul style="list-style-type: none"> <li>○ Email address that is setup as a Google account</li> <li>○ This could be done from an android phone</li> <li>○ You can use a Google email address, this technique does not promote your domain name</li> <li>○ This should be a generic account name. Email can be forwarded to one or more email addresses. The recipient or recipients will be responsible for management of the Google Business account information.</li> </ul>	
Business Name	
Physical Address	
Phone number	
Hours of operation	
<p>Google business category</p> <ul style="list-style-type: none"> <li>▪ 2,395 types of businesses available</li> <li>▪ Categories help your customers find accurate, specific results for services they're interested in. In order to keep your business information accurate and live, make sure that you:               <ul style="list-style-type: none"> <li>• Use as few categories as possible to describe your overall core business from the provided list</li> <li>• Choose categories that are as specific as possible, but representative of your main business.                   <ul style="list-style-type: none"> <li>○ Do not use categories solely as keywords or to describe attributes of your business.</li> <li>○ Do not use categories that pertain to other businesses that are nearby or related, such as a business physically contained within your business or an entity that contains your business</li> </ul> </li> </ul> </li> </ul>	
<p>6 Pictures, outside of building, inside of building, products, employees. Preferred size is 720 x 720 pixels.</p> <p>A 30 second video clip at 720p or higher is also supported.</p>	Copy to local folder, GBusiness on your computer

<p><b>Business Description</b></p> <ul style="list-style-type: none"> <li>▪ 750 characters</li> <li>▪ Published content should highlight what makes your business unique. You can use this field to provide useful information on services and products offered, as well as the mission and history of your business.</li> <li>▪ You should be upfront and honest about the information provided, focusing on content that is relevant and useful to your customers to understand your business</li> </ul>	<p>Create a Business description document and copy to your local folder, GBusiness on your computer</p>
<p><b>Services</b></p> <ul style="list-style-type: none"> <li>• Individual items available from this business</li> <li>• Target four or five services <ul style="list-style-type: none"> <li>○ Item name has 140 characters</li> <li>○ Item description has 1000 characters</li> </ul> </li> </ul>	<p>Create a Services description document and copy to your local folder, GBusiness on your computer</p>
<p><b>Posts</b></p> <ul style="list-style-type: none"> <li>• Publish your events, products, specials and services directly to Google Search and Maps</li> <li>• Posts should be brief, useful, and inspire action, and photos should be well-lit and in-focus.</li> <li>• Post title has 58 characters</li> <li>• Post details has 1,500 characters, but 100-300 characters are the optimum size. The first 80 characters will be visible on the Knowledge panel. Ideal post image or picture size is 720 x 720 pixels.</li> <li>• Post can include a call to action button (book, order online, buy, learn more, sign up, get offer, call now) no programming is necessary to use these buttons.</li> </ul>	<p>Are your clients looking for a new house? A place to eat tonight? A reason to try your service?</p> <p>This in one of the last free advertising spaces available on the web. Experiment to find out works best for your business.</p>
<p><b>Text messages</b></p> <ul style="list-style-type: none"> <li>• Connect Google My Business to a phone or Google Voice to connect with prospective clients now.</li> <li>• Welcome message has space for 102 characters</li> </ul>	<p>This would be the hotline for everyone that uses texting as a primary communication tool. An office cell phone or Google Voice is recommended</p>
<p><b>Appointment Book</b></p> <ul style="list-style-type: none"> <li>• For appointment book businesses, ie. hairdresser, doctor, lawyer.</li> <li>• Integrates with an online appointment schedule or your contact us page.</li> </ul>	<p>Not available on all account types.</p>