

Experience Western Downs

It's the
people that
make it.



BUILDING BUSINESS RESILIENCE PROGRAM
Setting Up Your Google Business Listing



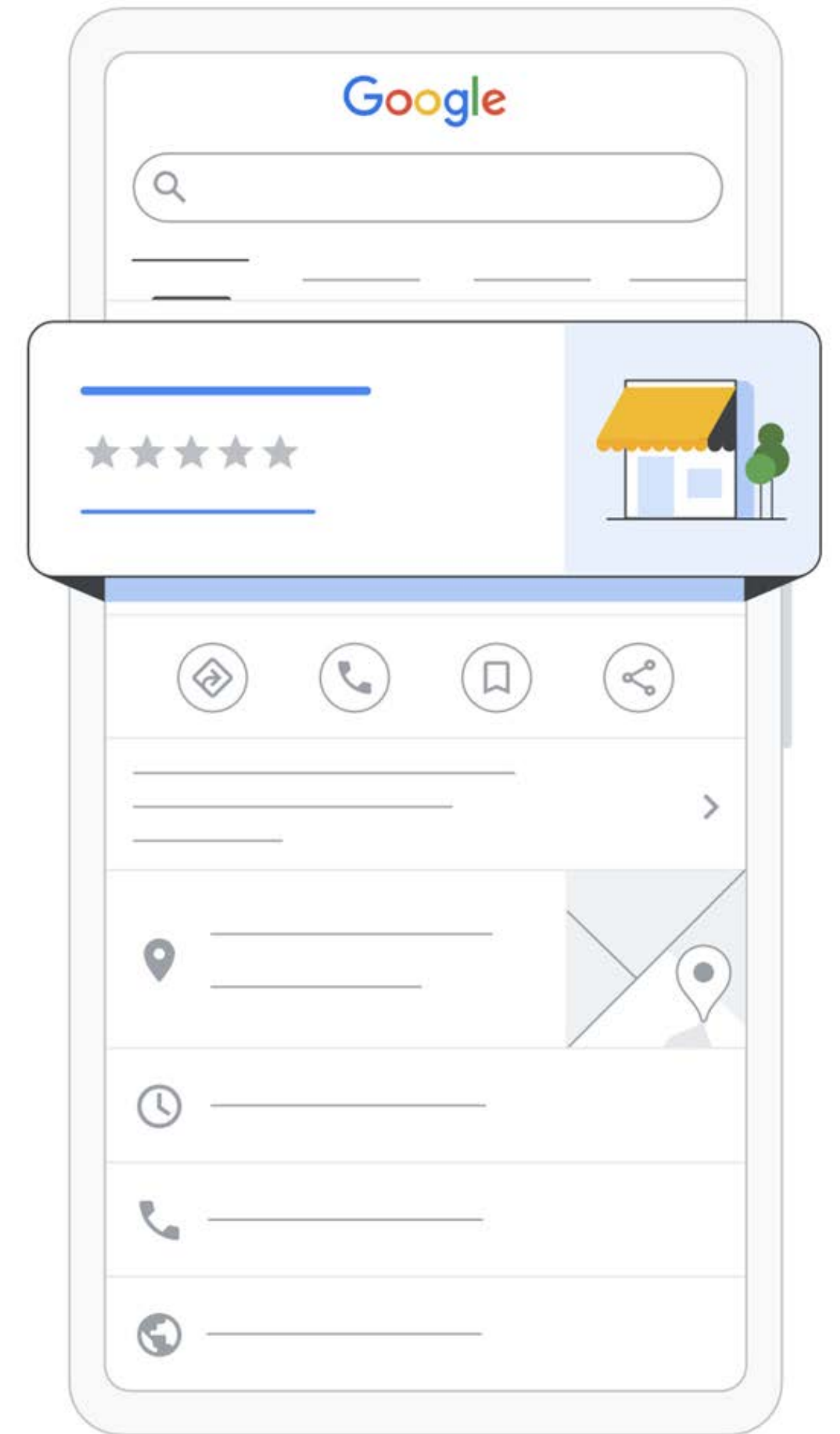
WHAT IS A GOOGLE BUSINESS LISTING?

With the vast majority of consumers using Google to aid in research and buying decisions, listing your business appropriately is one of the most important marketing steps a small business can take, free of charge.

A Google My Business listing provides potential customers easy access to your general business information (website, phone number, hours of operations and directions), as well as a deeper inside look at your business (busiest hours and review ratings).

By providing your customers a snapshot of your business quickly and easily, it makes it simpler for them to contact you. It is important for ranking and for customers to ensure your listing is filled out as completely as possible. If it is not filled out entirely, it can be penalised by Google's ranking algorithm and customers are less likely to trust the information.

Other benefits include showing up on Google Maps, showing in Google's Local 3-Pack, star ratings boost your appeal, rank higher in results and increase traffic and sales.



REGISTERING AND SETTING UP

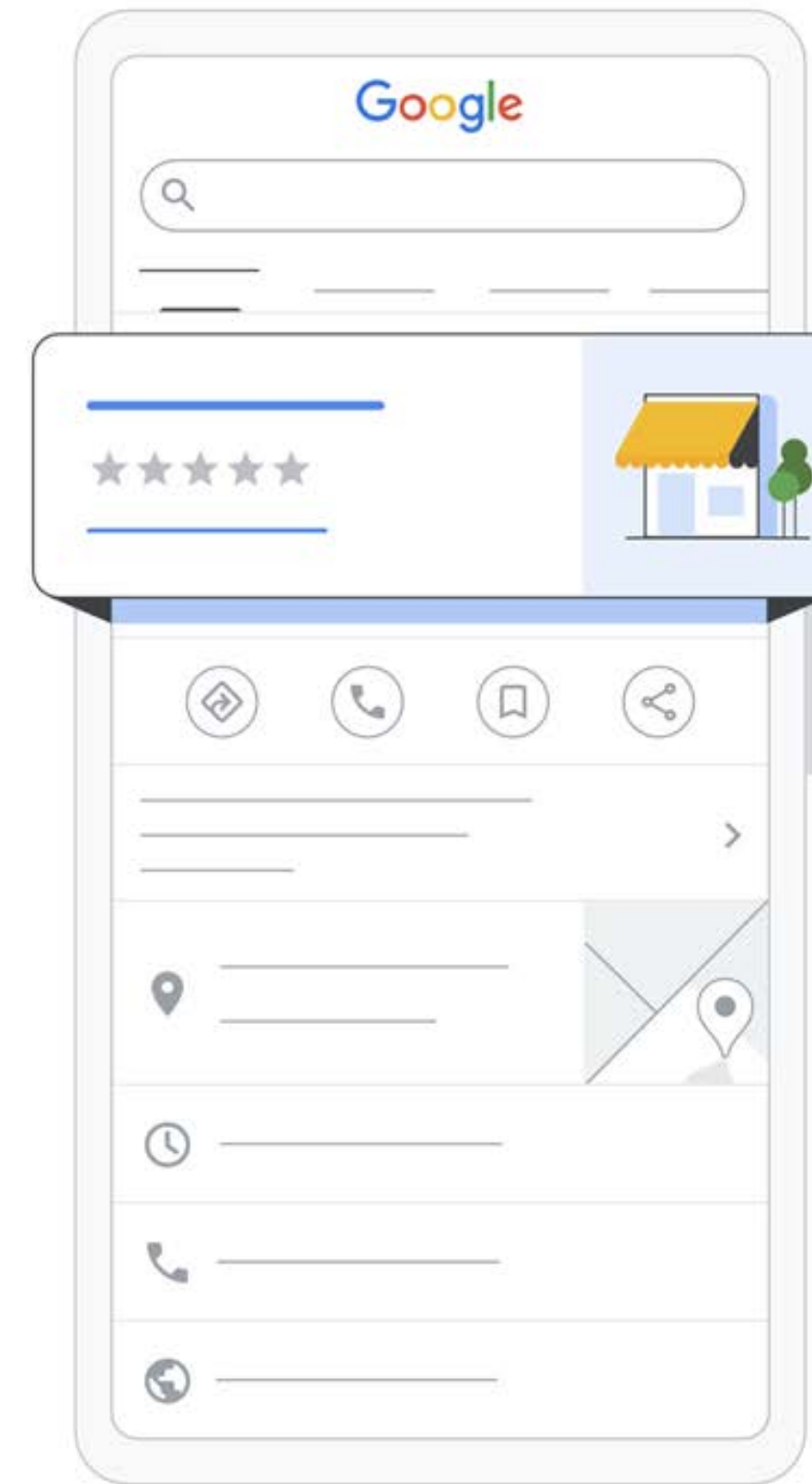
Go to: <https://www.google.com/business/>

Click Start Now.

You will need a Google Account (if you do not have one you can create by searching 'Create a Google Account' in your browser).

Start by building your Business Profile. Search for your business using its name and category.

- If you are already on Google Maps, you will be able to select your business from the list and click continue.
- If your business is not on the list, just keep adding the information about your business so you can create your listing (see setting up your business following).
- If you see that your business is already verified, do not worry you can request ownership – follow the details on the screen or check out this article (<https://support.google.com/business/answer/4566671?hl=en>) on how to claim ownership.



Start building your Business Profile

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

You can change and add more later

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

Next



SETTING UP YOUR LISTING

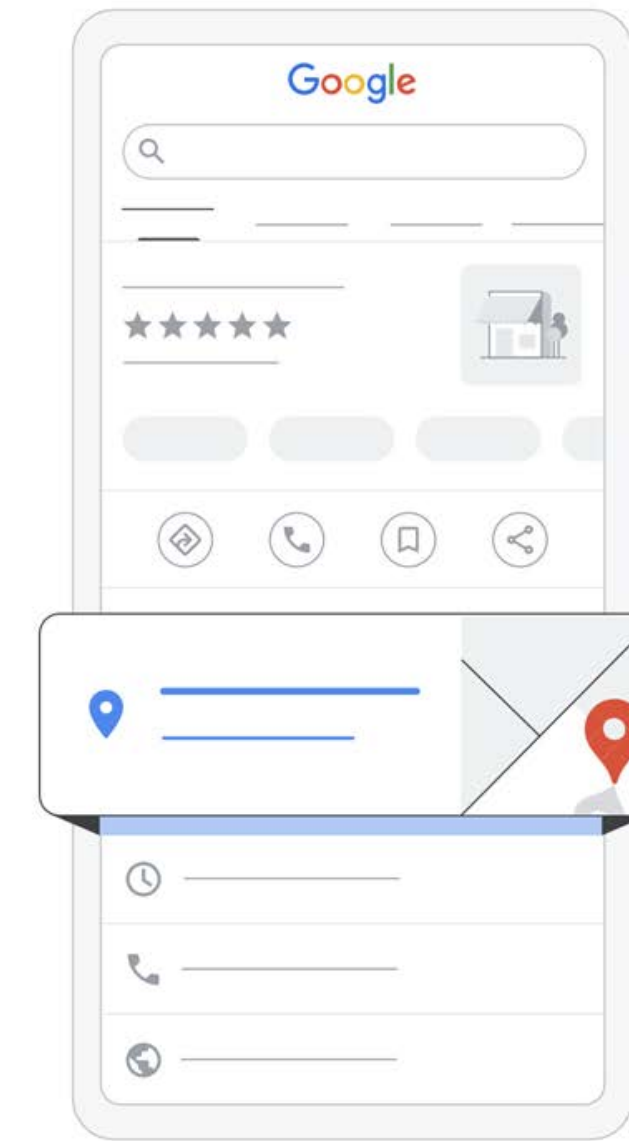
When you are setting up your listing Google will guide you through stages to add the relevant information.

If you have a physical location that customers can visit you can add the location by adding your business address.

When you place your business address and name in you will be shown alternatives of businesses that may match yours.

If you do not have a business address you will need to select the area that your service e.g. what cities.

You will then be asked to enter contact details of your business (e.g. phone number).

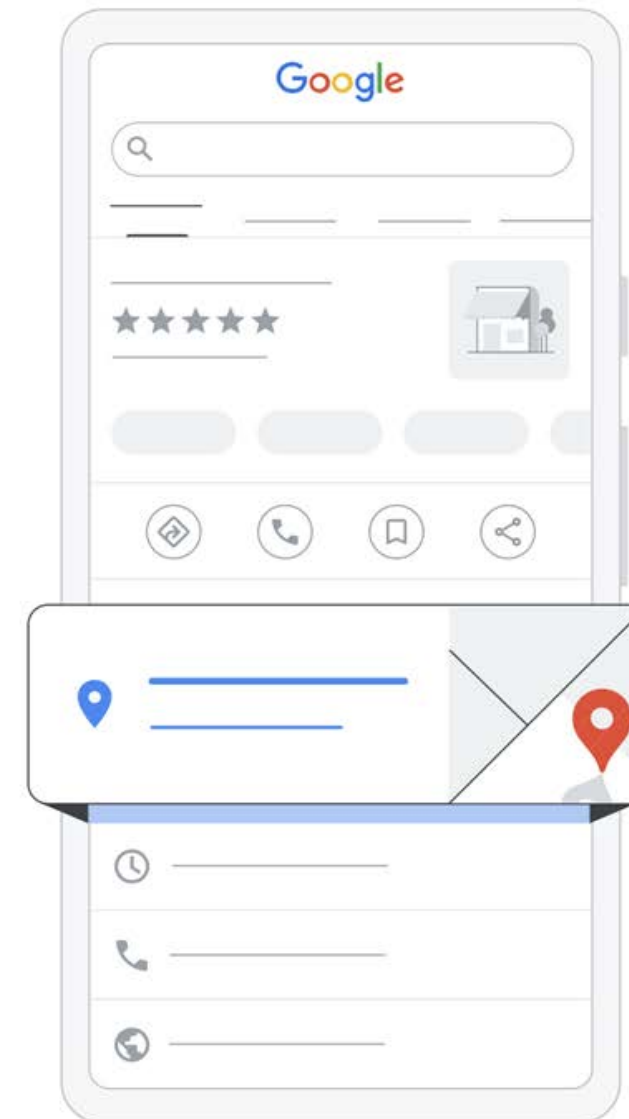


Do you want to add a location customers can visit, like a store or office?

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

- Yes
 No

Next



Enter your business address

Add a location where customers can visit your business in person

Country / Region
Australia

Street address

Suburb

State

Postal code

Next

SETTING UP YOUR LISTING

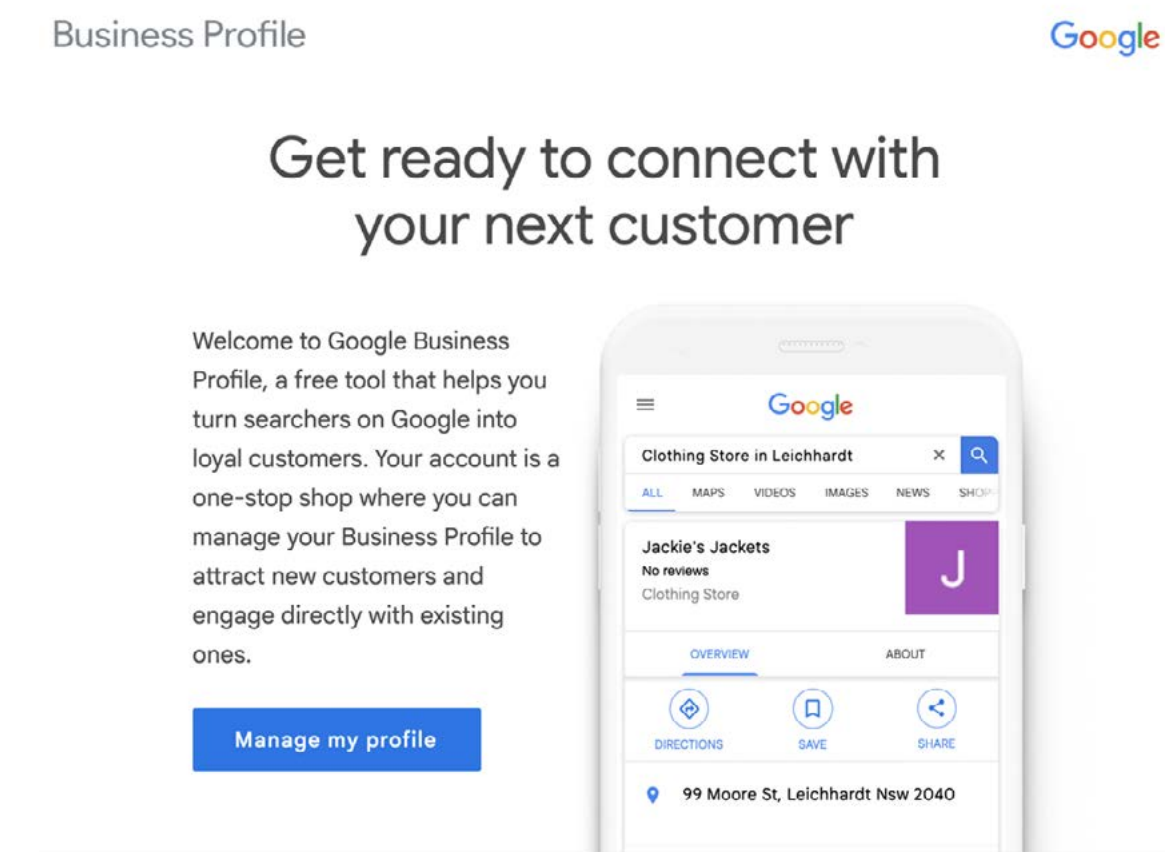
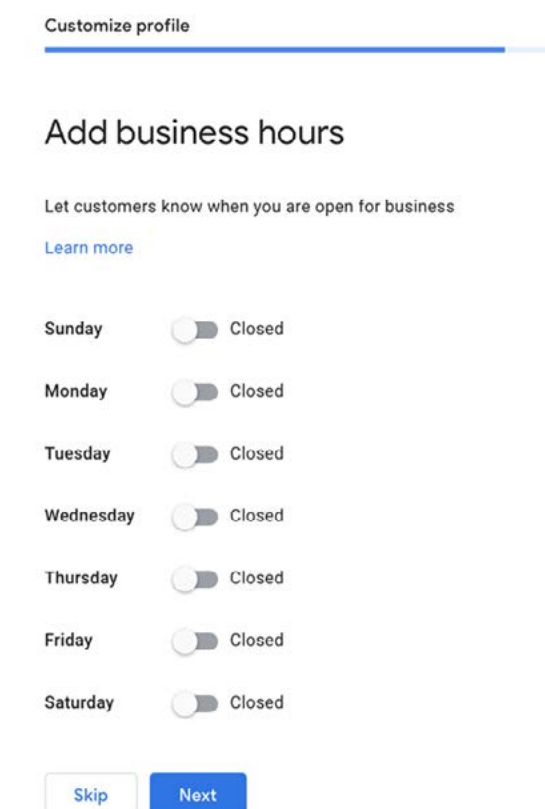
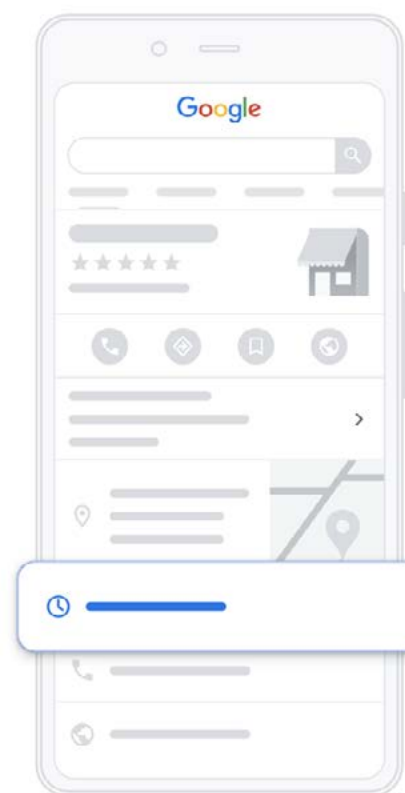
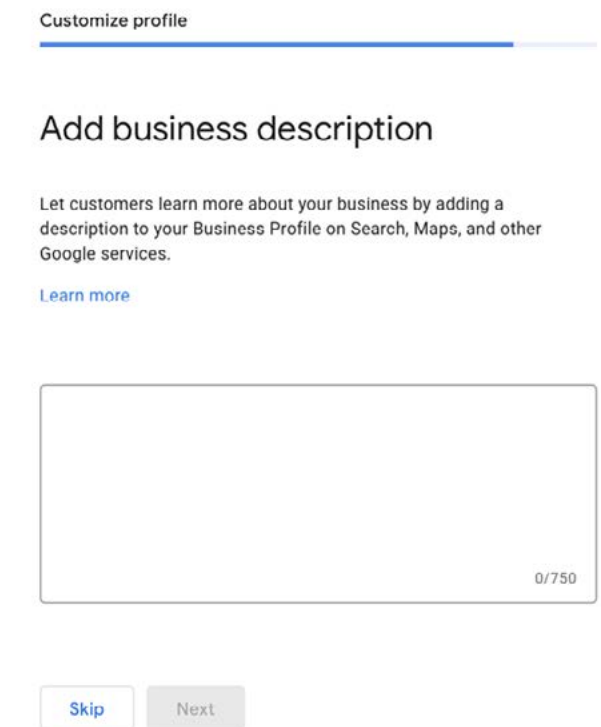
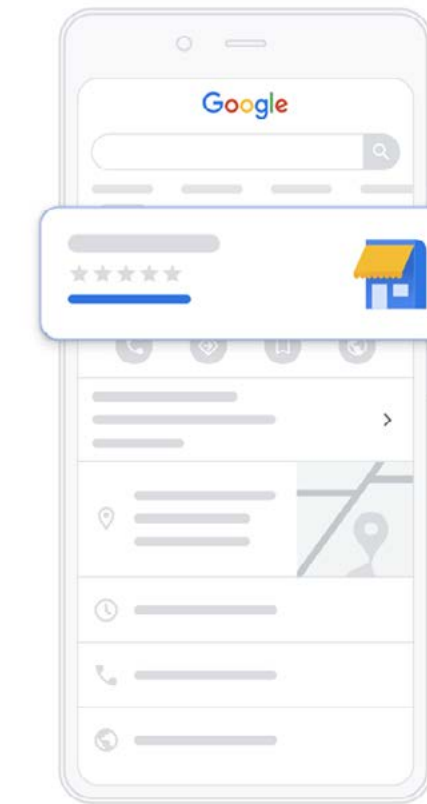
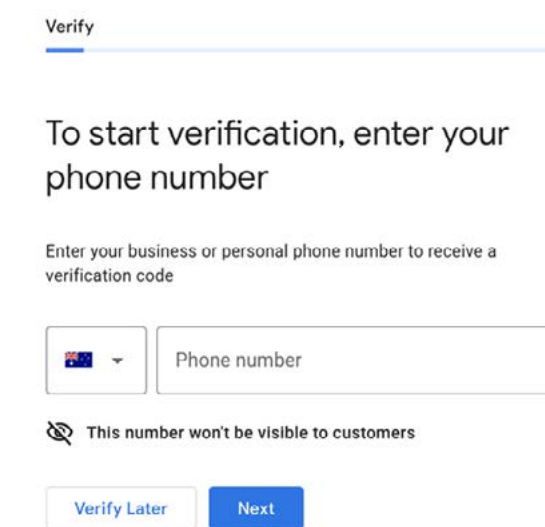
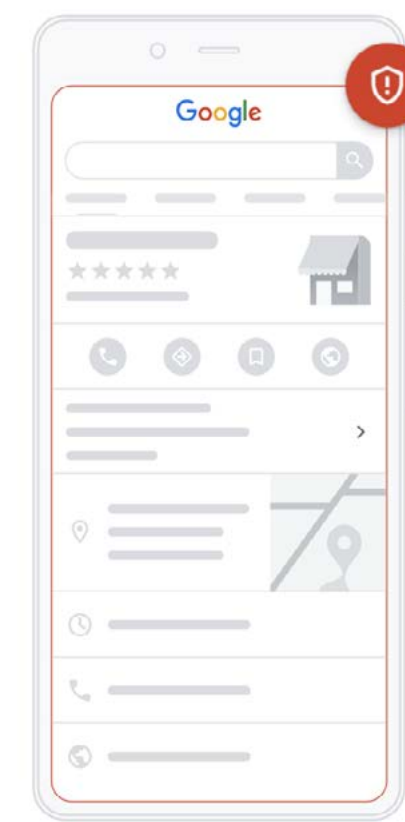
You will be asked to start the verification process.

You will have the option to verify your business – you want to do this, so that your listing appears across Google. There are a few options to choose from:

- Get a code via mail (this can take up to 2 weeks).
- Verify via phone, email or video.
- Some businesses are eligible for instant verification.

Once verification has happened you will then have to add the other details including opening hours and business description.

Hours need to be kept updated especially in regards to public holidays.



SETTING UP YOUR LISTING

You will then be asked to add photos. Below are the guidelines for photos and videos.

Photo and video guidelines:

For the photos and videos you want to add to your Business Profile, make sure they follow Google's guidelines and requirements, and comply with Google's content policy. If your business has 10 or more locations, you can bulk upload photos through spreadsheet.

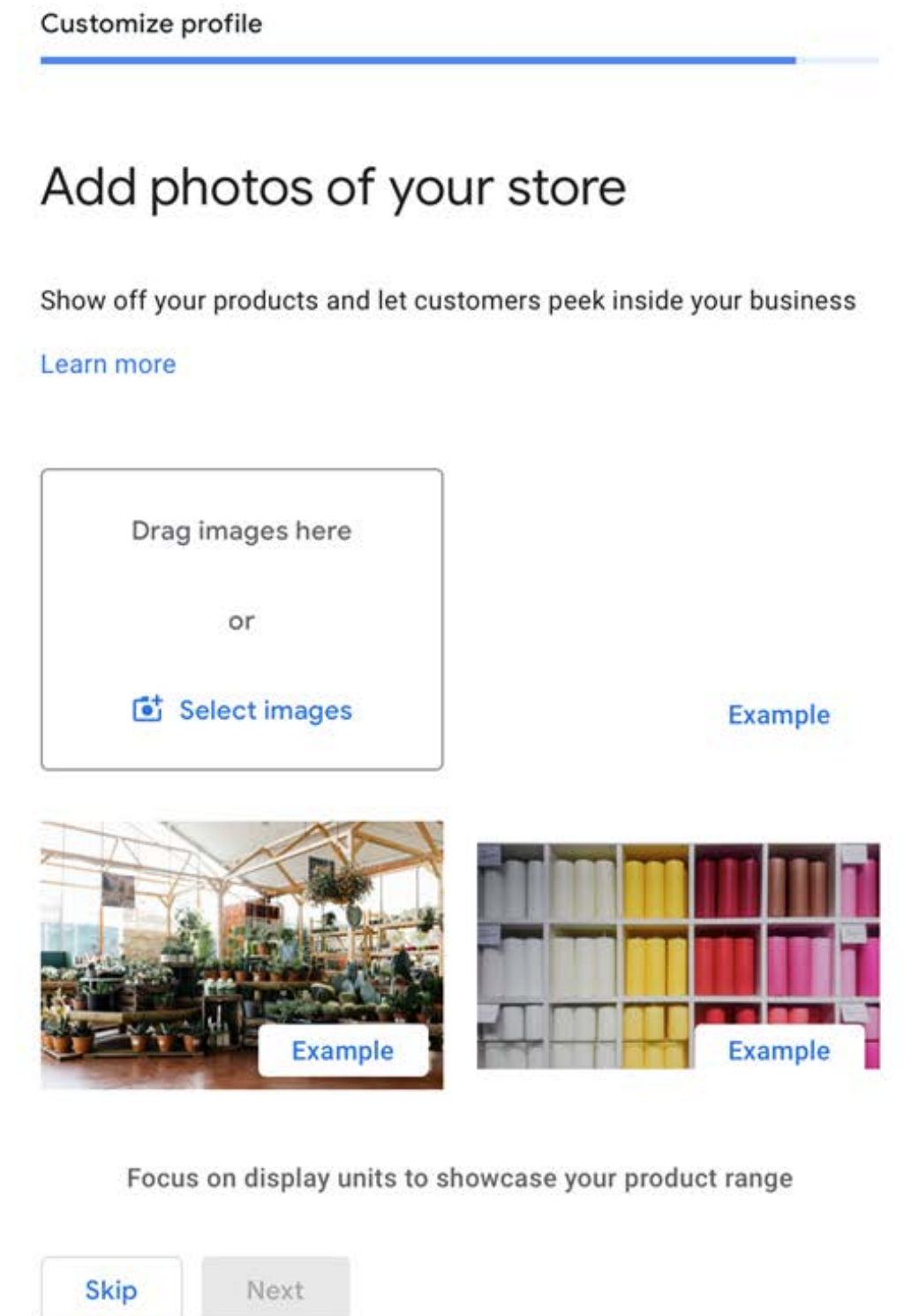
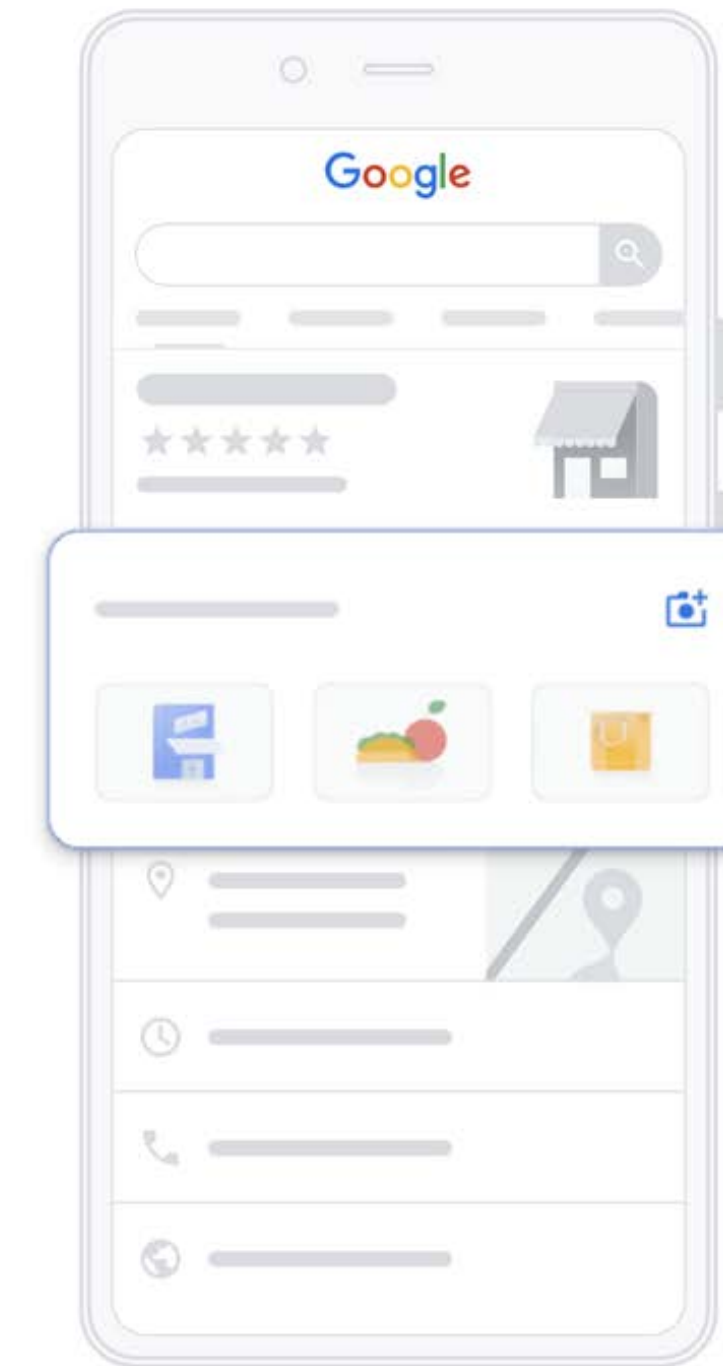
Photo guidelines:

- Format: JPG or PNG.
- Size: Between 10 KB and 5 MB.
- Recommended resolution: 720 px tall, 720 px wide.
- Minimum resolution: 250 px tall, 250 px wide.
- Quality: The photo should be in focus and well lit, and have no significant alterations or excessive use of filters. In other words, the image should represent reality.

Video guidelines:

Make sure your videos meet the following requirements:

- Duration: Up to 30 seconds long
- File size: Up to 75 MB
- Resolution: 720p or higher.



WHAT HAPPENS NEXT?

Seeing your listing:

- It takes a few days to a few weeks for your listing to appear in Google search and Google maps.
- Once your business is verified you will be able to see your listing.
- You can see and monitor your listing through your Google Business Profile dashboard.

To get the maximum benefit from your listing:

- Keep your listing up to date - keep adding new images and videos.
- Regularly post about your business - at least once per month.
- Ask customer for reviews - make sure you respond.

