

MARKETING ON A BUDGET

ENHANCING YOUR ONLINE BRAND:

Use the following steps to claim your Google My Business listing:

1. If you haven't already, claim and verify your listing. If you have questions you can reference the recording and one-sheet from last week's Business & Basics webinar.
2. Ensure your listing information is up to date and accurate:
 - Business name
 - Address: no PO boxes
 - Pin your business on the map
 - Phone number
 - Website
 - Business hours: select the days and hours your business is open. Note you can change this for seasonal times.
 - Business category: choose additional categories that relate specifically to your core business such 'boutique hotel'. If you are having a hard time finding the right category, look at your competitors and mimic the categories they are ranking high for.
 - Description: highlight what makes your business unique. Provide useful details on services and products offered. You can also include your mission and history. Try to stay within 1200-2000 characters.
 - Attributes: attributes help customers know what to expect while visiting and could include wi-fi, outdoor seating, wheelchair accessible, and more.
 - Menu, services, amenities, activities: depending on your destination, these may be additional places to add specific selling features of your location.
3. Add high quality photos to your listing.
This is very important as this is what users see and are judging your business by.
4. Monitor and reply to reviews.
Users will see both the customer review and your response. The reviewer will be notified upon your response and will have a chance to modify their rating. They often change a bad rating to a good rating if their review is followed up on well. Follow Google's guidelines to flag and remove inappropriate reviews.
5. Use Google Posts.
Posting through Google My Business lets you publish your events, products, and services directly to Google Search and Maps. By creating posts, you can place your timely text, video, or photo content in front of customers when they find your business listing on Google.
6. Use the Q&A feature.
Users can post questions about your location or business directly to your listing. This is a key way for you to engage with users in a meaningful way. You will need to activate 'notifications' in settings in order to receive Q&As. From there you will want to monitor and respond to questions. Other users can also reply to questions from users. The person asking the question is then notified with the answer. You can also take commonly asked questions and post them as a FAQ's to your Google business listing.