



Listing Your Small Business on Google

Listing Your Business on Google

Is your business listed on Google?



Listing your business on Google is a great way to help you get discovered and it also goes a long way to validate your business. In Canada most of us use Google to search the Internet so having a presence there is vital.

To find out if your business is listed on Google, simply Google the name of your business. If the right results show up on the right hand side of the page then you're listed thanks to Google. Checking this before setting up a new one helps avoid the headache of duplicate listings.

Note that if you've ever set up a Google + page then you likely have a Google business listing and you may have two since Google also set up a bunch for every business it could find.

Why you should have a Google Business Listing

1. Gets your business discovered online locally – and this is huge
2. It shows the world that you are for real!
3. Provides valuable links from Google back to your website
4. Helps your customers quickly and easily find you both online and off

Listing Your Business on Google

Listing your business on Google, or claiming Your Google Listing

Once you've determined whether you have a page or not, go [here to create your listing](#) OR click on 'Claim this listing' (you'll find this below your phone number on the results to the right of your screen when you Google your business name).

I am authorized to manage this business and I agree to the [Terms of Service](#).

Continuing will create a Google+ Page for this business

Back

Continue

Google will step you through a process to verify your name address and location. Make sure all of the details are correct then click on the check box to verify that you are authorized and that you agree to the terms of service. Google will then call you with an automated message giving you the four digit code you need to complete the verification process.

Note that this will set up your business listing AND your Google+ page as well as Google maps.*

Once you are set up, add more detail about your business along with photos, and your logo to brand your presence.

*It is important to differentiate between Google+ which is Google's social network and Google My Business which is a directory. You should have both and they should be linked so when you are setting them up remember to login and use your Google account when stepping through the process (the one you use for Adwords and Analytics too!).

Google Reviews - How To Get More Reviews

Good Google reviews are super important.

When people Google your business the first thing they are likely to see is your Google My Business listing. If you have lots of great reviews that helps to get people through your door to do business with you, and it helps with your website positioning.

I was asked recently how to get good reviews and how to get rid of bad ones. Unfortunately you can't just delete bad reviews. Trying to get them removed can be arduous too, so the best way is simply to get more good reviews!

Get Good Reviews on Google

Here are a few ideas and suggestions to make the process easier for your customers (and for you too!) – these will work for Google but you can adapt and use them for Yelp reviews, and Facebook too.

1. Many people don't know how to give a review on Google. Prepare a one sheet handout giving them detailed directions showing them how to submit a review for your business. Email these to your customers or give them to them at the checkout (depending on the type of business you operate).
2. If you collect email addresses for your current customers (recent customer in the last 2 years only!) you should send a follow up email those that buy from you. Thank them for their business, ask for a review and give them directions as outlined above. You could also send this to your newsletter subscribers encouraging them to review your biz. Be careful though, because of the Canadian Anti Spam legislation you can't simply email everyone and anyone.

Google Reviews - How To Get More Reviews

3. Run a monthly promo: each review is entered into a draw each month. At the end of the month draw one and send them something good like a gift card or a voucher they can use next time they do business with you.
4. Make sure your staff know how important it is to get good reviews and incorporate asking for reviews into your business processes.
5. Seek out those who give good reviews and make sure to thank them. If you ignore them then they're certainly not going to give you more!
6. Add an ask for a review on your invoices / receipts.
7. Showcase reviews on your website and on your social feeds too.
8. Depending on your business model you can add a call to action button on your website encouraging people to review you.
10. When you set up your My Business listing Google probably sent you a 'Review us on Google' sticker. Display this prominently.

Of course getting good reviews starts with having great customer service. The better your service the more likely your reviews will be great too!

Grow your business online
Contact Out-Smarts

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