

**NEW MEDIA GHOST**

**Managing Digital Presence**

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# Google My Business: What is it?

**Google My Business** is a free tool that helps you manage your business presence on Google. It will help you appear in search results for your business name, address and phone number. You have the opportunity to add photos, videos and other information about your business, to enhance your profile further.

Google My Business can be used by anyone who owns or manages a physical location (a building) to share information about what they're doing there so people can find them easily when they're looking for something specific. It's a great way to attract, engage and serve customers online.

With Google My Business you can create a local business profile and take advantage of tools designed to help you connect with people who are looking for businesses like yours. You can also use this feature in Google Maps so that your customers can find directions to your business easily, as well as give them directions themselves through just a click! If you prefer not to have customers coming to your business, it is still a good way to ensure that your business is being seen. At New Media Ghost, we want to make sure that you can be found online and we do this by managing your digital presence.

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## What Are The Benefits?

- **Increase online visibility and customer reviews:** Use the Google My Business tool to increase your online presence, allowing you to connect with customers and potential customers in an easy-to-access place.
- **Make it easier for customers to find you:** With a simple search, users can find businesses near them or across the country—which means they're more likely to do business with you if they find your listing on Google.
- **Get more customers through search results:** When someone searches for something related to your business, such as “best pizza delivery service in Cardiff” or “cosmetic surgeon near me,” their search will often include keywords that are relevant or similar, making it easier for them find your listing on Google. It's better to have a presence online than not be found at all.

# How to Get Started

To get started with Google My Business, you can create a free account. All you need to do is visit <https://www.google.com/business/> sign into your gmail address or open a gmail account. Once you've done so and verified your business, follow these steps:

**Here are some examples of things to check when you're creating your business listing:**

- Make sure all contact details are correct (e-mail address and phone number).
- Ensure there's no typos in any of the text on your website or other marketing materials (including social media profiles).
- Connect the listings on your website and social media accounts. You'll need to do this by linking each of them (or all of them) to Google My Business. This will help ensure that everyone who views your listing sees accurate information about hours of operation and availability information as well as photos of what's inside the store or office where people can come in and ask questions about products or services offered by your company.
- Set up virtual tours for different parts of your business so customers know exactly where they should go if they want more information about what your service or business offers.
- Add additional details by completing sections of the Google My Business form. You can't control everything, but you should make sure that the information you provide to Google is accurate and complete. If it isn't, your business could be penalised for.

## Choose the Right Categories for Your Business to Appear in Search Results

- Choose the right categories for your business to appear in search results. Categories help customers find your business.
- Categories can be changed at any time and are based on your business type, location and services offered. For example, if you sell shoes online, then the category "Shoes & Footwear" would be a good one for you as it includes all types of footwear from trainers to high heels from brands like Nike and Adidas (and many more).

# How to Get Started

## Special Features or Offers

- Inform customers about special features or offers. Showcase new products or services in your My Business page, including anything that you know will be of interest to your customers. If you have a promotion available, make sure to tell them about it when they visit this page. You can also use the Promotions tab on the left-hand side of this screen to promote any upcoming promotions right away.
- Give customers access to special deals at certain times of day (like happy hour), or when they are likely buying something specific such as food delivery services; it helps encourage impulse purchases and makes them feel more enticed by what they see on their screens.

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## Show Case Photos of Your Business and Products

Your photos should be of the highest quality and reflect the best aspects of your business. If you have a camera, use it! If not, there's no need to panic— there are other ways to take good photos that don't require expensive equipment. If you want to upload photos directly from your phone or tablet without having to worry about capturing an image first.

Using Google Photos (iOS) or Files (Android) could be a good way to upload pictures. Just tap "Photos" on either app's main screen and drag in an image from your library into its window: all subsequent steps will be automated for you as long as this method is used from within either app.

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## Identify When Customers Need you Most

It's important to make sure that your business hours are clearly defined on the website and in marketing materials so that people can find out what time of day or night is best for them (if possible) to make contact with you.

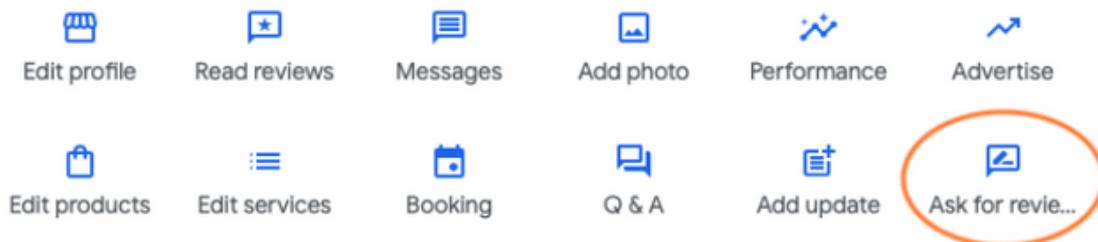
# Google My Business: Reviews

Google My Business reviews are a great way to show customers that you're trustworthy and popular. Reviews can help customers understand your business offerings, and help them understand the quality of service provided by your business. Reviews are one of the most important factors when it comes to ranking on Google search results, so it's essential that you invest time into improving them as much as possible.

**Here's how:** Log into your My Business Google account. There will be options to make changes to your profile on the top two rows. Currently the reviews section is on the bottom of the two top rows. Click this icon and it will lead you to a review link.

**Copy and paste this link to save for future marketing activities.**

You can use this link to invite your clients to write a testimonial of your services, products or business directly on to your google knowledge panel.



# Conclusion

We hope this guide has helped you understand more about the benefits of Google My Business and provided you with some easy to use steps to navigate and set up your business. If you're still unsure and find it difficult to navigate through, feel free to contact us at [New Media Ghost](#). We enjoy everything digital, so let us manage your digital presence.

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# Want to Know More?

## Attention, businesses!

Are you ready to supercharge your marketing strategies and achieve unparalleled success? Look no further than our social media channels for a treasure trove of invaluable marketing tips that will revolutionize your business!

By following us, you'll gain exclusive access to a wealth of cutting-edge insights, expert advice, and industry trends that are guaranteed to propel your brand to new heights. Imagine harnessing the power of targeted advertising, engaging content creation, and data-driven strategies, all at your fingertips. With our social media platforms as your guide, you'll unlock the secrets to captivating your audience, boosting brand visibility, and maximizing your return on investment. Don't miss out on this golden opportunity—join our community today and discover the keys to unlocking marketing excellence!



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**Please note:** Information is continually changing and we will endeavour to keep this document updated. If you have any recommendations or changes, please do reach out.

If you do not have the time to run your own marketing, we can help at New Media Ghost. We are not an agency, because we provide a **bespoke service** to each individual client. We work with businesses as their marketing team or, as an extension of their in-house marketing team.

Oftentimes clients want to get on with what they are best at, and that's when we at New Media Ghost, manage digital presence for the client. We work for clients in the US, UK and Europe.

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**Check out our  
website!**

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