

GOOGLE MY BUSINESS FOR AGENCY STORES

DECEMBER 2, 2021



BENEFITS OF GOOGLE BUSINESS LISTING

Discoverable

Allows people to find where you are on Google Search or Google Maps

Informed

Allows customers (or potential customers) to know about your businesses details, this information includes, business type, contact information and business hours

Customer Confidence

By having a google listing this creates trust between you and your customer. Customers are more likely to visit your business if you have a google listing. Reviews of your business will also aid in building trust with your customers, allowing them to see other customers experiences with your business.

GOOGLE BUSINESS SET-UP

1. Ensure you have a Google account. If you do not have a google account, you will need to create one.
2. Sign into Google My Business (www.google.com/business)
3. Add your Business and Select the appropriate category for your business

The category that you select will help when people find you when they are searching

There are multiple categories that your business may fit into ensure that the category is true to your business. You will be able to add additional categories after your listing is verified.

4. Add Your location
5. Add your contact information, your phone number, website or Facebook page.
6. Verify your business listing

The default option to verify your business listing will be by postcard through mail. You may also be eligible to verify your listing by phone or email.

Your verification postcard can take between 2-4 days to arrive. When your post card arrives go to your verify your location.

After your business is verified it may take a few weeks for your listing to be visible on google.

Video: <https://youtu.be/2Tq6fkHZnoc>



BUSINESS INFORMATION

Ensuring that you have relevant business information is important when creating your google my business profile. Areas where you can and should provide information are:



UPDATING YOUR GOOGLE BUSINESS

1. Login to your google account and go to www.google.com/business
2. In the left side column select Info
3. Select the small pencil of the field that you would like to edit.

Video:
<https://youtu.be/4VU49u4gKis>

A screenshot of the Google My Business 'Info' section for 'Nova Scotia Liquor Corporation, Head Office and Distribution Centre'. The page shows various fields with small pencil icons for editing. Red boxes highlight these icons for the business name, corporate office, address, service area, hours of operation, more hours, a specific date (10/11/21), phone number, and website URL.

Nova Scotia Liquor Corporation, Head Office and Distribution Centre		
Corporate office		
	93 Chain Lake Drive, Halifax, NS B3S 1A3	
	Add service area	
	Sunday Closed	
	Monday 8:30 AM-4:30 PM	
	Tuesday 8:30 AM-4:30 PM	
	Wednesday 8:30 AM-4:30 PM	
	Thursday 8:30 AM-4:30 PM	
	Friday 8:30 AM-4:30 PM	
	Saturday Closed	
	More hours Add hours	
	10/11/21 Closed	
	(800) 567-5874	
	http://www.mynslc.com/	

If you have to close your business unexpectedly (i.e snow storm, family emergency) you can also use the Temporarily Closed feature location in the info section.

A screenshot of the 'Close this business on Google' dialog box. It contains the text: 'You can mark this business as temporarily or permanently closed. You can also remove it from your account.' Below the text are three buttons: 'Mark as temporarily closed', 'Mark as permanently closed', and 'Remove listing'.

Close this business on Google

You can mark this business as temporarily or permanently closed. You can also remove it from your account.

[Mark as temporarily closed](#)

[Mark as permanently closed](#)

[Remove listing](#)

AUTHORIZED AGENT STATUS

Secondary Category

Add the category of Liquor Store, this should only be added as a secondary category for your business.

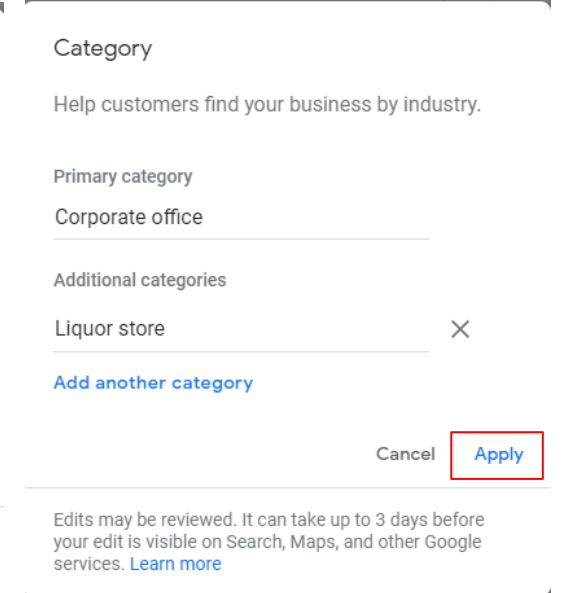
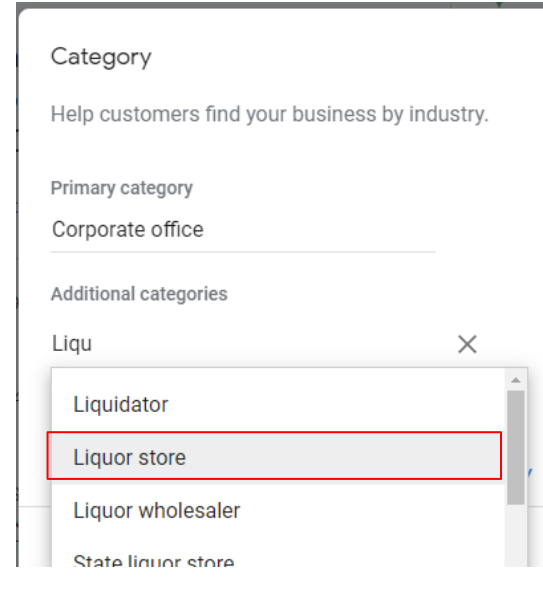
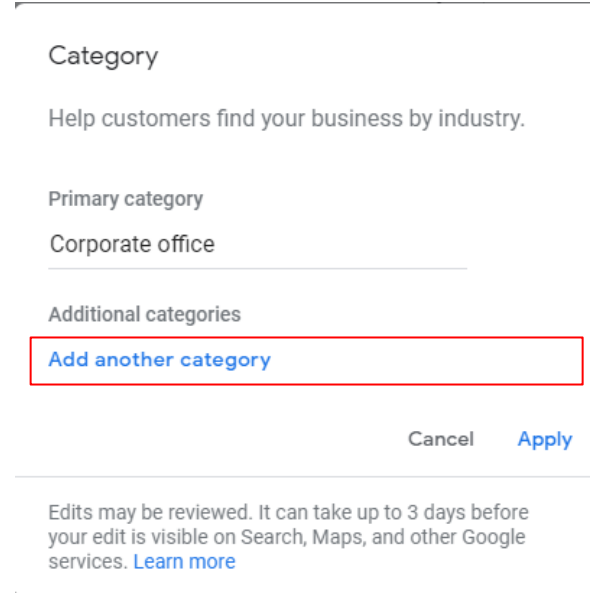
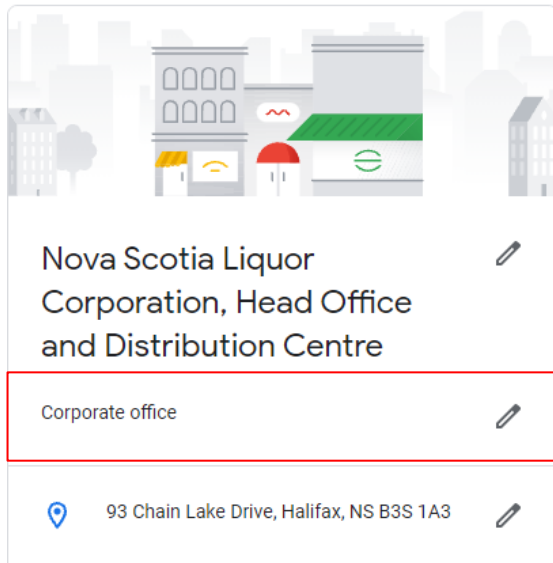
Business Description

Add that you are an authorized agent of the NSLC to your business description.

HOW TO ADD CATEGORIES

Video: https://www.youtube.com/watch?v=fxEbsO_N3TQ

1. Login to your google account and go to www.google.com/business
2. In the left side column select Info
3. Select the small pencil next to the primary category you selected when creating your google business account.
4. A popup window will appear, select add additional category and type Liquor Store into the field that appears and select Liquor Store from the drop down menu.
5. Select Apply



BUSINESS DESCRIPTION TEMPLATE

Template

[Business name] is a [type of business, category] in [city and neighborhood]. You can find [product, search term] for [audience or occasion]. We are an authorized agent of the NSLC.

Example

Rosemary's Roadside is a convenience store in Port Hood Cape Breton. You can find snacks foods, grocery items, liquor and freshly baked bread for our community. We are an authorized agent of the NSLC.

GOOGLE BUSINESS RESOURCES

Google Business Profile Help Center: <https://support.google.com/business#topic=>

Videos Used:

Google Business Set-Up: <https://youtu.be/2Tq6fkHZnoc>

How to Edit a Listing: <https://youtu.be/4VU49u4gKis>

How to add categories: https://www.youtube.com/watch?v=fxEbsO_N3TQ

Google Business Set up Series: <https://youtube.com/playlist?list=PLEfTn5PEEDDopy3j10q7hwGgli-jKKqI5>