

How to Claim your Google My Business Page (GMB)

1. Perform a Google search on your business's name to determine if you have a GMB page or not. Preferred search engine would be Google Chrome and also on a desktop or laptop at first. Easier to see, navigate and manage.
2. If you see your business on the right-hand side and says "Own this business?" Click that link and follow the steps and you are on your way. Please note, you must be signed into Google.
3. If you do not see your business on the right-hand side, you need to create your GMB by starting here - <https://www.google.com/business/> and follow the steps. Same here, must be signed into Google.
4. If you see your business on the right and does not say "Own this business?" you need to sign into Google, click the grid on the upper right-hand side, look for a blue canopy icon that says "My Business" under it. Please note, there is a "more" button at the bottom, click that button and continue to look here if you do not see it on the top fold first. Click My Business icon and you now have access.
5. If you see your business and it does not say "Own this Business?" and you cannot find the My Business icon after clicking the grid and the more button, please check a few other email accounts that you have access to. You may have multiple email accounts and are not signed into the one you originally claimed it with – happens quite often.
6. If at this point you cannot gain access - we will need to dive deeper. There is a process on requesting/transferring ownership of your page from the original email address that claimed it whether it was you, an employee or a competitor. This process can take 7-14 business days to complete. Please call me directly at 631-828-6629 if you need help.
7. If you are a home-based business and would NOT like your home address to appear, we can make that happen. A) If you are claiming your business for the first time, you will come across a field that asks - do you deliver goods or services to your customers? By checking that box, you are telling Google to only promote your town and zip code which is perfect. B) If your business has been claimed and you see your home address, you need to get ownership of your page and then go to the Info tab and just delete your street address and hit apply - give it a few hours and it should be gone.
8. Now that you have access to your GMB page - take a look at all the fields and make sure your data and information is accurate by clicking the pencil icon on the right. Where there are empty fields, please complete and update where needed.
9. The 3 main features to take full advantage of is to A) Post on this platform once a week and be sure to add your website by clicking the Add a button arrow. B) Generate as many reviews as possible and be sure to reply whereas people like to see that you are engaged and C) Add photos of your business and services - you can even add videos. Utilizing these 3 features will help optimize your listing and more importantly your website!!

A quick recap - Ownership - Accurate Info - Generate Reviews - Post Once a Week - Add Photos/Videos – you will now have a more meaningful and powerful first impression and most importantly MORE BUSINESS!!

Brian LeDonne has over 15 years successfully marketing small-to-medium size business here on Long Island. His vast and deep experience helps businesses navigate through this complex space and customizes every solution to each client. His attention to detail, passion to help and experience are just a few examples of his strengths. Brian is a Senior Account Executive at PS Digital (www.psdigitalli.com) a digital marketing agency that helps business create and maintain a powerful and effective on line strategy. Brian can be reached at brian.ledonne@psdigitalli.com or directly at 631-828-6629.