



Google My Business - Sell, Sell, Sell

Depending on the kind of business you're running, you will have a way of sharing your product with your customers.

If you're a cafe, restaurant, or a deli, you will have the option of displaying your menu on Google My Business so your clients can take a look at it as soon as they Google your business.

Google does allow you to connect partner products for ordering online, but there are no such partners in Canada. Instead, if you have an e-commerce link on your business website, you can link that to your GMB. Firing up an e-commerce connection at this time may put a dent in your already precarious finances and it will take longer than you would want it to.

For restaurant owners or food-related businesses, [Gloria Food](#) is a good free option for taking online orders, as long as you're connecting your own payment system with it. Melanie Robinson, owner of Eclectic Cafe, is already using this to take online orders and offer curbside pick up in these times.

Products and Menu are interchangeable sidebar items for businesses depending on the type of service they offer.

For restaurants, you can add a full menu right here on GMB.

Add menu section

Section name 0 / 140

Examples: Lunch, Dinner, Appetizers, Beverages

Add menu item

Enter at least one item per section. You can add more later

Item name 0 / 140	Item price (CAD)
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Item description 0 / 1,000

You can enter an item price right here, as well as a description. The description is the important part to watch for SEO. This is where you can use keywords that match or come up as search terms when customers look up these items on Google.

If you're selling wool or cloth or any other product, you can use the Products tab in the sidebar menu in a similar fashion.

Add product collection



Product collection

Examples: Shoes, Fall Collection, Best Sellers 0 / 58

Product name (optional) 0 / 58

Additional details (optional) ^

Collection description 0 / 1,000

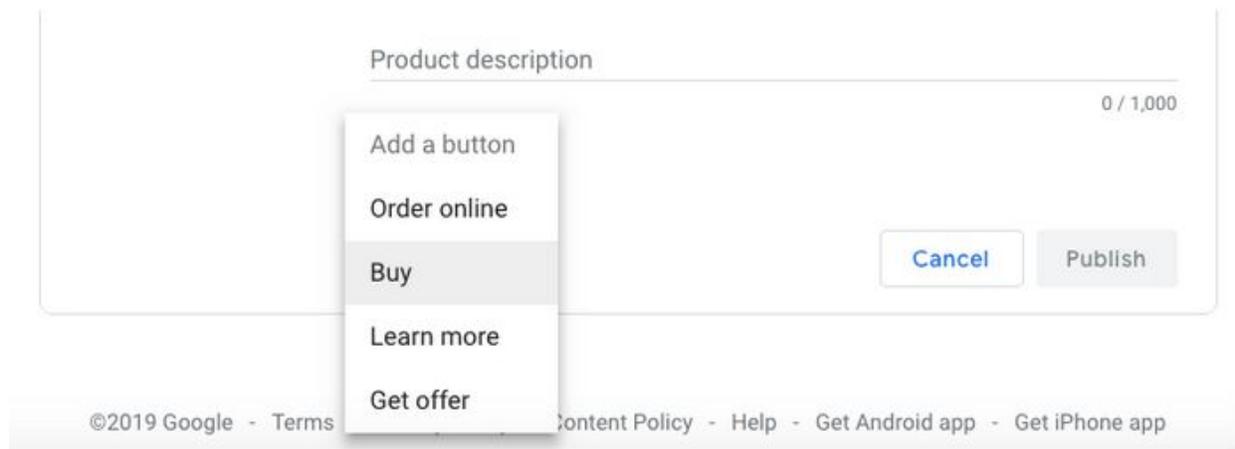
Product price (USD)

Range

Start right at the top where you can enter a product collection, or category name for the items you're putting on sale. An actual product name is optional, but it's a good idea to add something if it's a specific brand your customers are used to buying in store.

Additional details are optional, but they're important --- because of SEO. This is where you can add more information about the product using key terms people will use to search the item online.

NOTE: Remember to add a call to action here.



This option appears when you enter a product description.

Not sure what keywords to use? Google has answers for that, too.

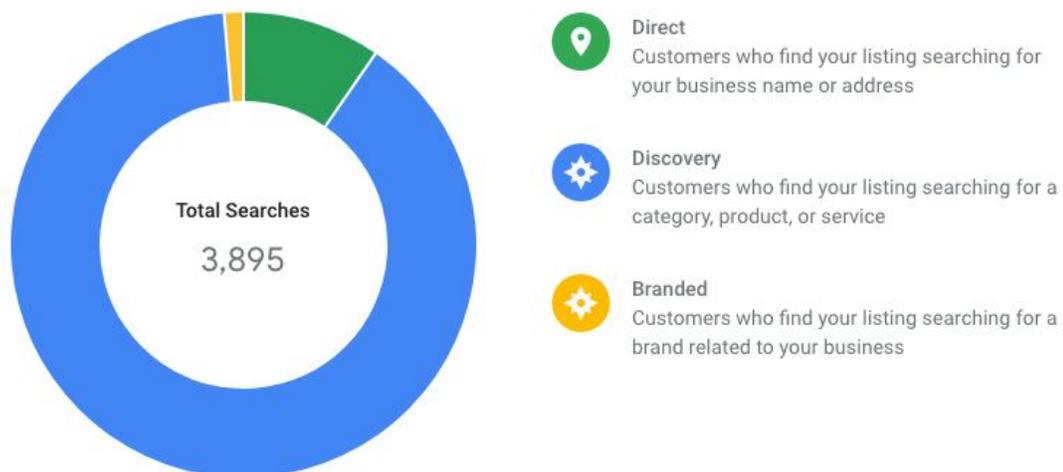
Right below the Products/Menu tab in the sidebar menu, is the Insights tab.

I always tell business owners this is key for them to keep themselves up-to-date on. When you click on it, lots of graphs and numbers will show up, but don't get scared!

How customers search for your business



1 month ▾



By default, this is set to show you numbers from the last month. I think it's pretty self-explanatory what the three categories mean.

Direct means someone has searched your business using its exact name.

Discovery means Google matched your business with a query that matched a keyword in your GMB description.

Branded related to the brand of products you've shared on your GMB profile.

Scroll down to where Google has collected the keywords for your business; these are keywords that appeared or helped Google match an individual's search with your business; and these are keywords you need to use in your product/menu descriptions.

Queries used to find your business • [Send feedback](#)



The most popular queries for your business by unique users

1 month ▾

	Query	Users
1	coffee	312
2	orillia restaurants	174
3	restaurants in orillia	158
4	breakfast near me	126
5	apple annies	65
6	restaurants orillia	61

Google has already ranked these for you by order of priority. You may not be able to use the exact term every time, but even partial usage will help create a match.

Where customers view your business on Google



The Google services that customers use to find your business

1 month ▾

Total views 4.72K



Further down is a graph that shows you the platform where your listing has been found. Listing on Search means someone used a web browser on a phone, laptop, desktop, or tablet to search for your business.

Listing on Maps means someone used the Maps app or maps on a laptop, desktop, or tablet, to look up your business.

The reason this is important is because it tells you how people are searching for you. This also tells you the other actions related to this. Typically, if someone is searching for your business on a Maps app, they're using voice commands or shorter terms.

That means you need to be smart about the use of keywords in your product or business description. When someone is typing out something in a browser, there's a higher probability that they will be typing out a full phrase.

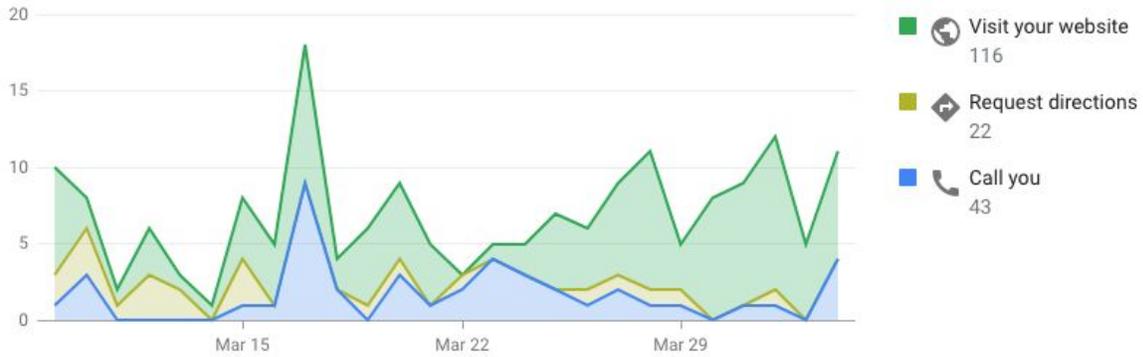
Customer actions



The most common actions that customers take on your listing

1 month ▾

Total actions 181



Right below the first graph is the graph that shows you actions taken from the listing. When someone searches for your listing on maps, it's easier for them to just call to find out how long you're open, if you have a certain item in store, or if you're even open that day. Searching for your business on the maps app will also give them the ability to look up directions right then.

If they're able to look up your menu on your GMB listing, they will not need to visit your website. If you have a link for them to place an online order shared on your GMB listing, they can go directly to that link.

The fewer the clicks the customer has to go through, the better the conversion rate.

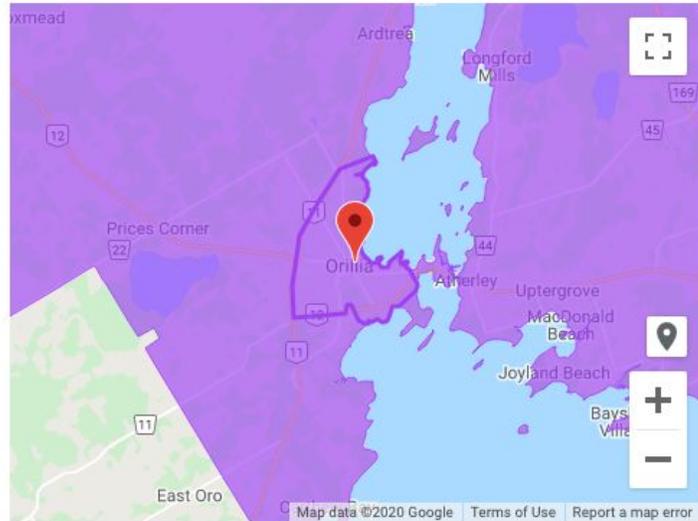
Directions requests



The areas where customers request directions to your business from

1 month

L0K	<10
L3V	<10



This little graphic tells you the areas from where users have looked up your business and asked for directions.

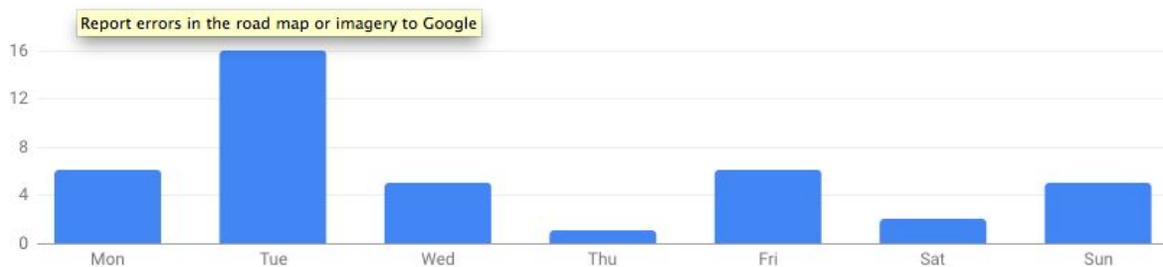
Phone calls



When and how many times customers call your business

Day of week 1 month

Total calls 41

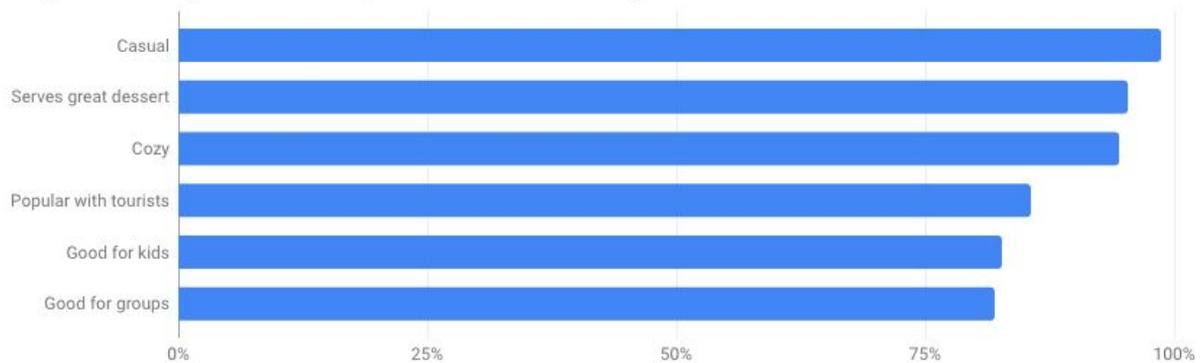


Looking at the phone calls rate, you can use the information to create an FAQ section on your website or your GMB listing, answering the questions that people are asking you when they're calling you. This also tells you what you can post on the days people are likely to look up your business.

What your business is known for



How you score on key attributes that help customers decide where to go



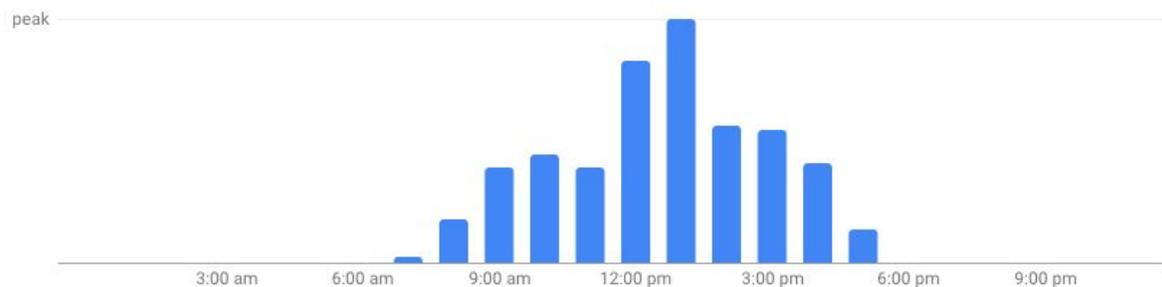
Another neat feature in the Insights tab is the one that tells you how customers are categorizing your business. These categories can be used when you're creating your posts for products or can be added into your description.

Popular times



Your most popular time is around 1:00 PM on Friday

Friday

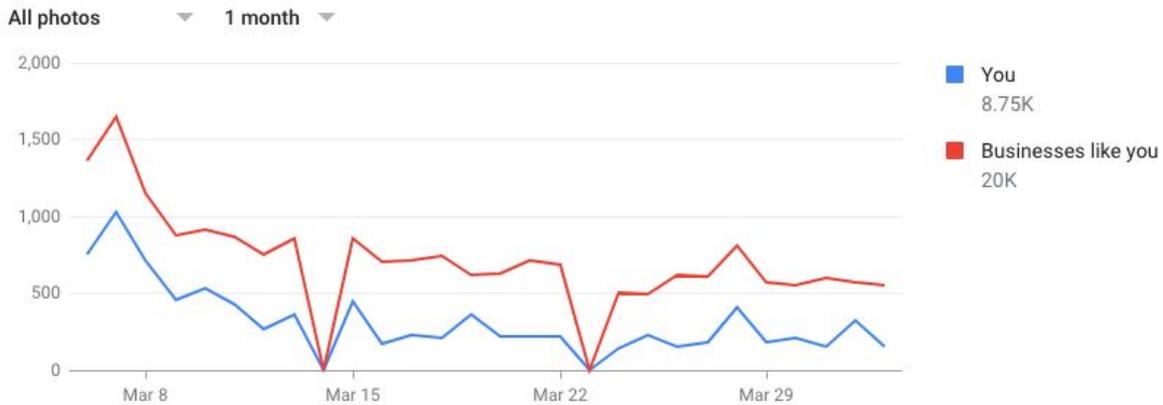


This graphic will give you information about the popular time of each day of the week when your business listing receives the most hits on Google. This is the time for you to create a post on GMB.

Photo views



The number of times your business photos have been viewed, compared to photos from other businesses

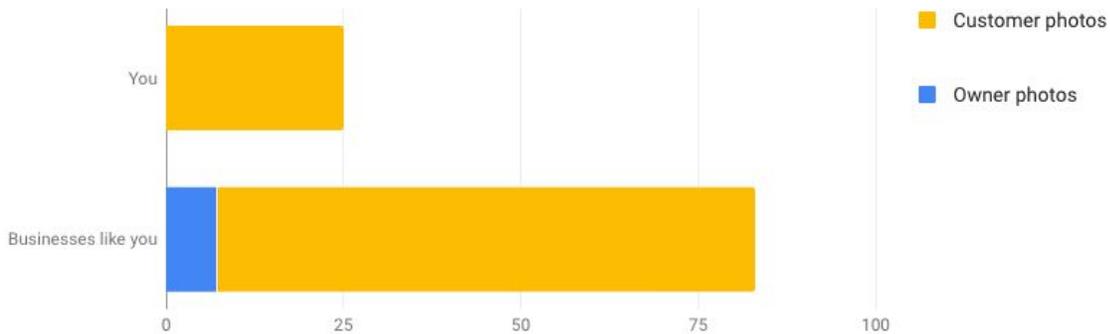


Google is also tracking the exposure of the photos related to your GMB listing. It tells you how many times in the last month photos that you shared have been viewed, and it compares that number with photos shared by businesses like you in the same vicinity. If you don't have much activity registering on your GMB listing, this number will be low and continue to fall.

Photo quantity



The number of photos that appear on your business, compared to photos from other businesses



Remember when I told you that you can post photos to your GMB listing and so can your customers? This is the graph that shows you the percentage of photos you've posted yourself with your GMB listing and the photos that have been posted by your customers. It compares this number with businesses like you in the vicinity.

Photos that you post on your GMB listing will receive more views than photos customers post. They will also be higher quality photos that will represent your business how you want it presented. Take control of this feature today!

I'm available at 647-201-4553 or mehreen@downtownorillia.ca to answer your questions or to set up a virtual session to help out with your digital needs.