



Google My Business - Dealing with Crisis Part 2: Updating Info and Posts

Look closely at your GMB Home page.

You'll see three options:

1. Create Post
2. Add Photo
3. Create Ad

Right below this panel, GMB will show you a sample ad you could be using on Google to promote your business. This is a time of crisis and you don't want to spend money. I get it, however, a little money on Google can go a long way. Write to me if you want to learn more about that.

This panel will also give you a chance to look at updates that people have requested to be added to your listing. This may be another user that has access to your listing requesting an update. It could be a customer that has requested an update or suggested an update. You have control over it, so review those updates and then approve or disapprove them as you see fit.

This page will also give you a look at the percentage to which your profile is complete. You can go through the information one by one and fill in the missing information, some of which may not even be relevant to your business.

The Accept Bookings on Google section gives you a chance to sign up for online booking tools, which are not free, but have partnerships with Google. If you're a hotel or restaurant owner, you might want to consider this as an investment. Be careful to read the complete terms of use, because some features offered by Google at this time may not be offered in your town or country at this time.

Google also offers you a chance to get a custom email address that's you@yourbusinessname. This comes with a fee, but it looks very professional and gives you full access to the entire Google Suite.

This page also gives you a quick look at how well your listing is doing on Google. The section gives you a glance at how many views your listing has received in the last 28 days, how many times it has appeared in searches, either through a browser or on Maps. And the last one is a look at how much activity your listing has generated on Google.

Here's a word of caution. Google My Business will allow your customers to post photos about your business online. You are not able to take these photos down on your own. You can either ask the person who posted to take it down or flag it with Google.

If you're not sure what you should be posting about, take a look at some examples Google is giving you under the section Businesses like yours are posting!

Posts

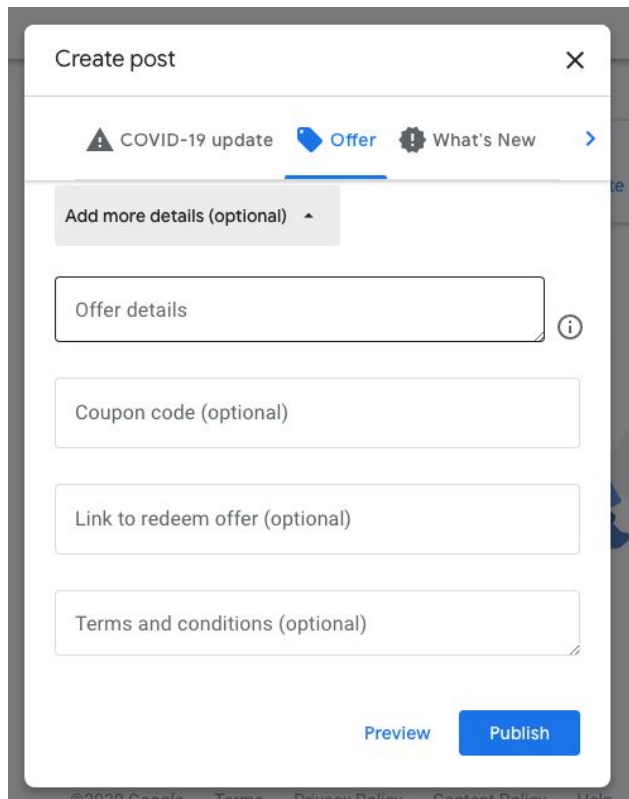
Now that you've familiarized yourself with your home screen, let's look at the next tab in your left sidebar menu.

The Posts tab leads you to a dedicated section in which you can create, four different types of posts. The COVID-19 Update is only temporarily available (hopefully), but it's useful in the current environment. This option can be used to update your customers about any changes to your business that have been brought about by Corona virus.

In the same direction, the next one lets you create a special offer for your customers. This could come in handy during this time as you might want to offer people discount

shopping if they use your online shopping option. You can also offer them gift cards through this option.

Don't forget to add more details to your Offer post.



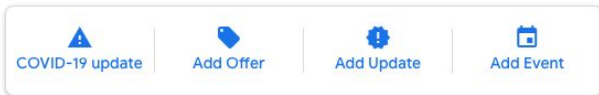
A simpler, more regular, update option is also available. In non-crisis times, this option can be used to add a new category or items or a new item. That way, your customers will see the item when they search for your business on Google.

The fourth option is to add an event. If you're a business that is hosting webinars, etc., this is a good option to use. You can advertise your event using this tab, create the event, and attract audience members to your event for whatever date it happens on. If your customers have their Google tools synced, they will receive a notification

when the event date nears.

Crossposting to other social media platforms from these posts is also easy and intuitive.


When creating a post, make sure you select a Call to action button. This can be connected to your website, another web link, your email address, or a phone number you provide.



Keep your customers updated by sharing what's new

Reach beyond just your followers - give everyone searching for your business a reason to come in by posting updates and offers directly to your local listing on Google



 Create your first post



Give it a shot. Create a post telling your customers that you're open for online shopping or curbside pick up during these times.

Remember, you can preview all these posts before you share them. It's a good idea to do so to catch any mistakes before something is shared with your followers.

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.