Google My Business

Heather Wilburn Global Solutions Lead CAPPUCINO-435 LATTE - 43.95 CATE AU LAIT - 53.5 CALLEBANI MOCHA- 44.95 DINGLE DRIP-42.5

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NEW ORLEANS NED COFFEE- \$3.5 MIGHTY LEAF TEAS - 530

FRATCER COFFEE



Connectivity, Inc.

Josh Ades – Content Marketing Manager

Business Objectives for Clients:

• Provide marketers with engaging content that focuses on the specific needs of businesses that have a physical location.

Bio:

- Former co-leader of Los Angeles Hubspot user group
- Joined Connectivity in 2014 to oversee content creation and strategy
- Currently reminding himself to speak more slowly

#connectivityGMB

follow us: @ConnectivityInc

Google Confidential and Proprietary

Agenda

- 1. Introduction
- 2. Local businesses in search
- 3. Product walkthrough & key features
- 4. Best practices
- 5. Need help?
- 6. Q&A

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Google, Channel Sales

Heather Wilburn – Global Solutions Lead

Business Objectives:

- Provide business critical insights using analytics to ensure cross-functional alignment of goals and execution.
- Assist global Channel Sales team in driving strategic partnerships and new initiatives forward, with a focus on AdWords Express and Google My Business.
- Help evolve early stage ideas into future-growth initiatives.

Bio:

- Joined Google in 2002 as founding member of AdWords advertising program
- Initially managed SMB client relationships with a focus on developing advanced online strategies
- Currently working closely with Strategic Partner Managers and Product Leads to drive product strategy and further the success of Channel Sales Partners and their end customers.

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BE FOUND



How do people discover brands online?



Source: "How Consumers Found Websites in 2012", Forrester Research, 19 July 2013, http://www.forrester.com/How+Consumers+Found +Websites+In+2012/fulltext/-/E-RES92661

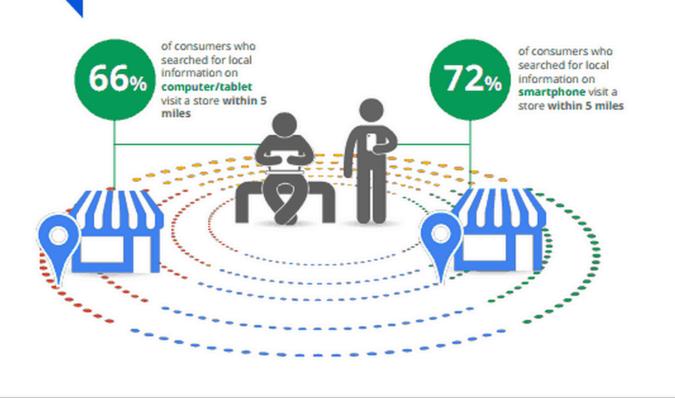


WHEN ON THE GO OR IN-STORES, A MAJORITY OF SMARTPHONE SEARCHES HAVE LOCAL INTENT

Google Hotels i	©	
Web Images Maps	Shopping News More +	

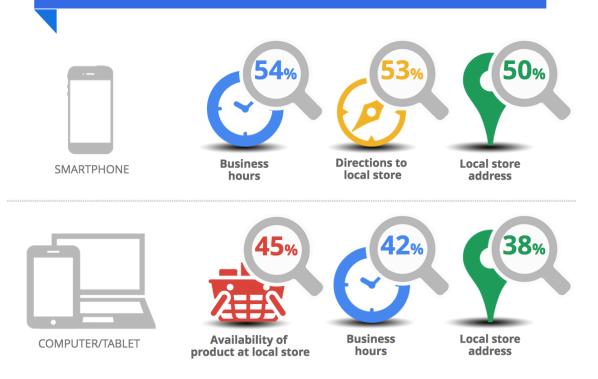


CONSUMERS CHOOSE STORES CLOSE TO THEIR LOCATION





CONSUMERS SEARCH FOR A VARIETY OF LOCAL INFORMATION



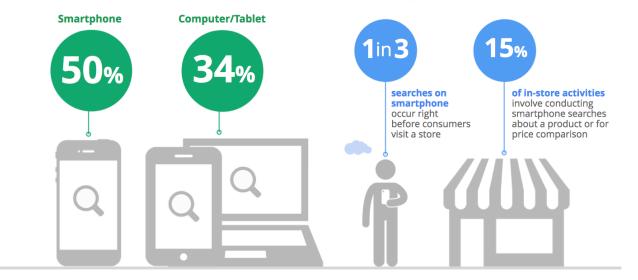
Base: Used device to search for information on most recent vertical purchase (n=115-233 for smartphone, n=333-437 for computer/tablet). Google/Ipsos Survey Q8. What type(s) of information did you search for on your device(s) using search engines? Select all that apply for each device.



CONSUMERS ACT QUICKLY AFTER THEIR LOCAL SEARCH

% of consumers who visit a store within a day of their local search:

Consumer behavior before visiting store and while in-store:



Base: Used device for local searches on most recent vertical purchase (n=94-214 for smartphone, n=289-376 for computerizable). Google/Ipsos Survey Q15. How soon after conducting a local search on your device(s) for information on your most recent [sub-vertical] [purchase / -related activity] did you visit a related store or business? Please select one for each device.

Base: n=216 smartphone searches related to in-store purchase; n=1,399 in-store visits. Google/Purchased Diary Del. Flab Q2: It looks like you conducted a web search on your smartphone related to this purchase decision. When did you conduct the most recent search? Inst. Elab Q1: What did you do while you were at [store]? Select all that apply.



CONSUMERS PURCHASE AT A HIGHER RATE AFTER LOCAL SEARCH

18% of local smartphone searches led to a purchase within a day compared to 7% of non-local searches



Base: n=1,282 local searches and n=2,131 non-local searches. Google/Purchased Diary Del. Elab Q1. Did the smartphone web search you conducted in the Shopalong app about TOPIC on DATE at LOCATION result in a purchase or other follow-up action? For example, if you searched for a restaurant did you actually go to the restaurant? Or if you searched for a plumber did you call the plumber?; Del. Elab Q2. How soon after the smartphone web search did you purchase or take a follow-up action?



What we learned

Consumers are searching for local information everywhere, on every device, at every point in the purchase process.

Advertiser implications

You should make sure your product availability, address and directions appear in your ads across smartphone and computer/tablet. And ensure your locations are in Google Places.

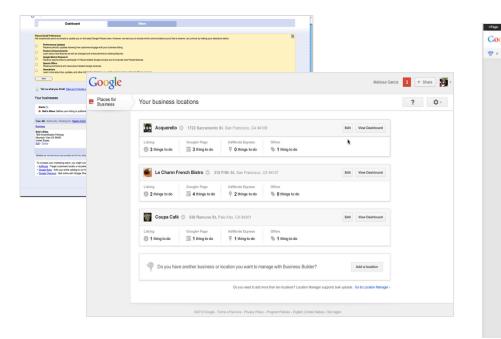


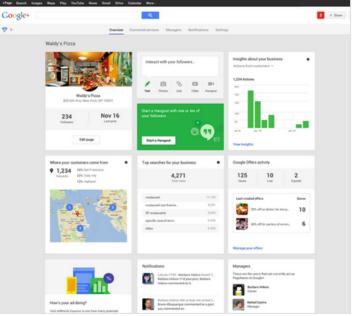
Agenda

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Problem: Multiple dashboards, no mobile experience





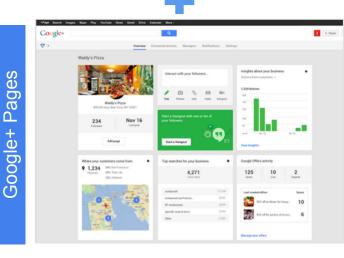
Places for Business dashboard

Google+ dashboard

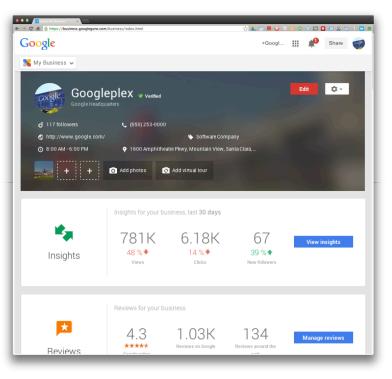


The Migration

Places for Business	Your business l	ocations					
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	Listing	Google+ Page	AdWords Express	Offen			
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	觽 Le Charm F	rench Bistro 🔘 315	Fifth St, San Francisco,	CA 94107	Edit	Vew Dashboard	
	Listing	Google+ Page	AdWords Express	Otters			
	2 things to do	3 4 things to do	2 things to do	O things to do			
	Coupa Café	S38 Ramona St, P	alo Alto, CA 94301		Edit	Vew Dashboard	
	Listing	Google+ Page	AdWords Express	Offers			
	1 thing to do	31 1 thing to do	9 1 thing to do	1 thing to do			



Google My Business

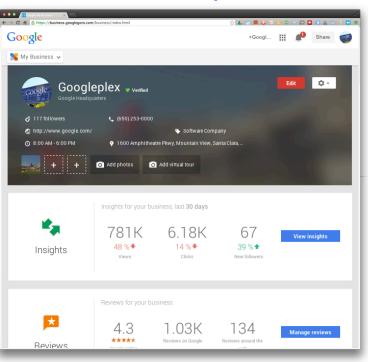


www.google.com/business

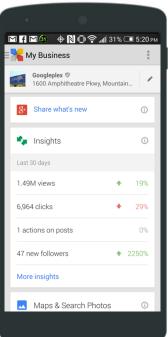


Solution: Single dashboard, across devices

Desktop



Android App



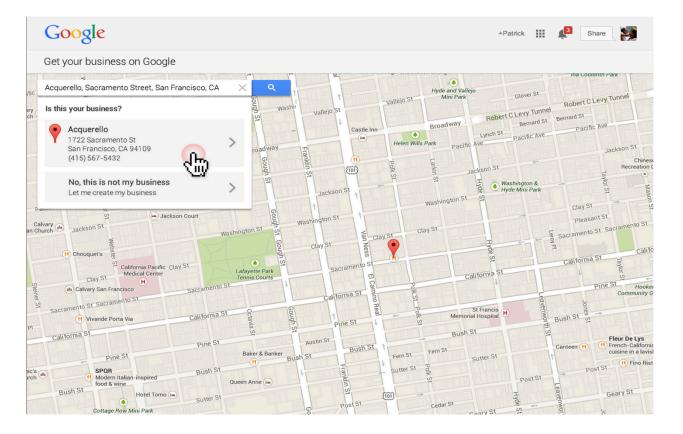
iOS App Saving screenshot... My Business poddar@google.c Mv Business Business info & Google+ lnsights Managers Help & Feedback

Mobile Web (sign up)



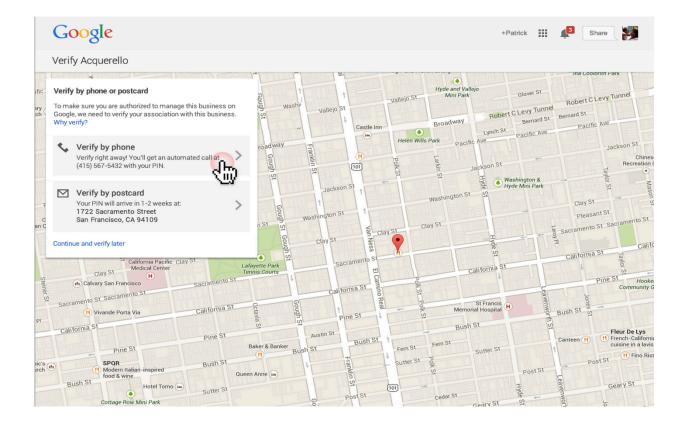


Step 1: Search for your business



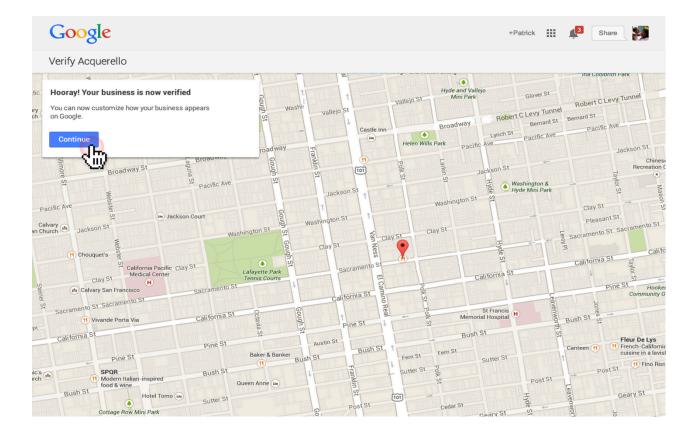


Step 2: Choose a verification option

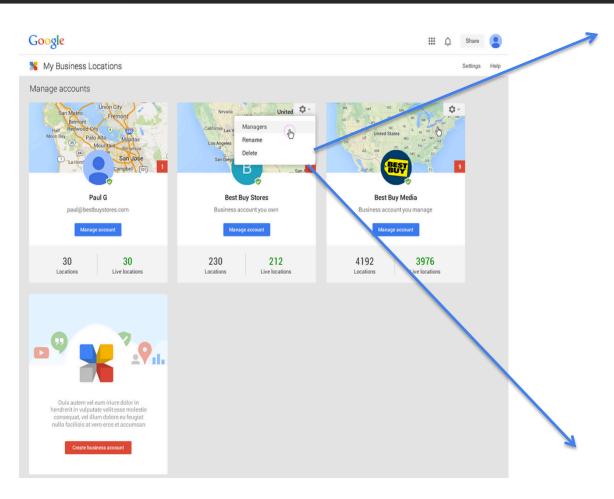


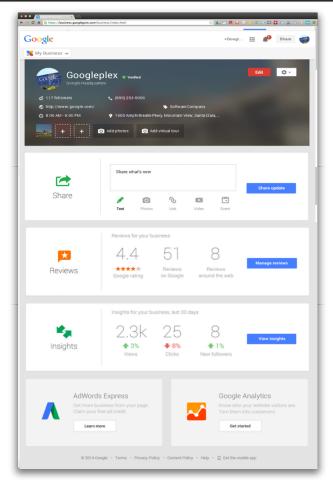


Step 3: Create G+ page and continue to dashboard



Google My Business







Google +Dandelion Chocolate Share All of your business apps 🔧 My Business 🗸 **Business** App My Business Reviews Insights Switcher g+ Adwords YouTube Google+ Express O Add photos O Add business view

E Share	Share w	hat's new		Share update	
	Text	Photos	O Link	Video	Event

nage reviews



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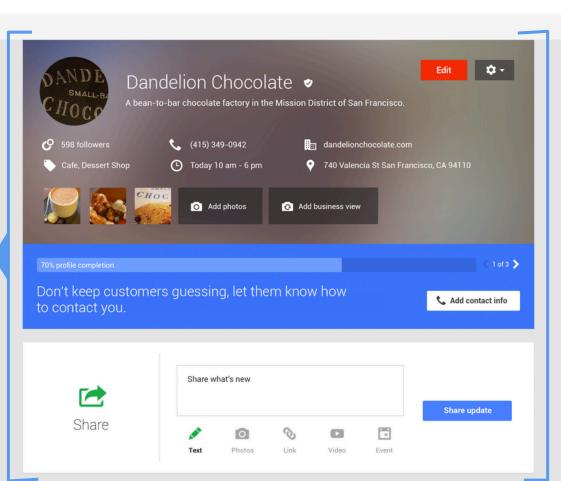
SMALL-RA	delion Chocolate Image: Construct of San France o-bar chocolate factory in the Mission District of San France • (415) 349-0942 Image: Construct of San France • (415) 349-0942 Image: Construct of San France • Today 10 am - 6 pm • 740 Valencia St • Add photos Add business view	Switcher	Dandelion Chocolate Edit - Settings Wy Business My Business Image: All pages > Add account Sign out
E Share		Share update	
Reviews	Reviews for your business 4.4 51 8	Manage reviews	

+Dandelion Chocolate

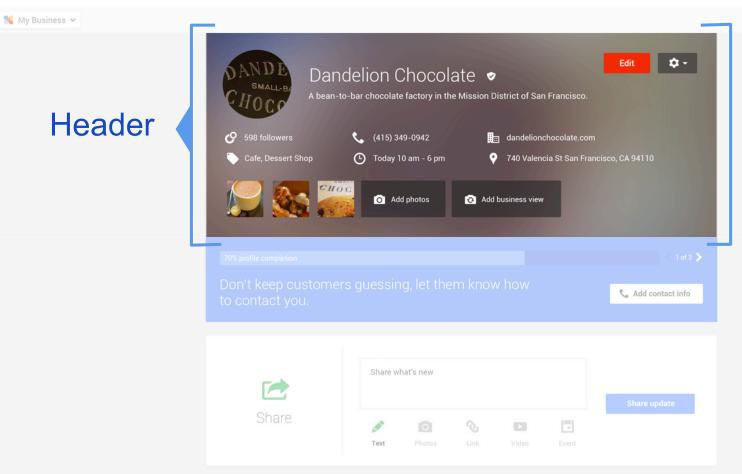


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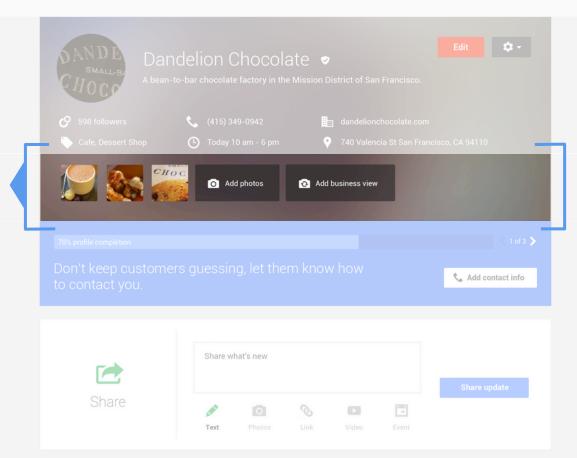


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Photos &

Business

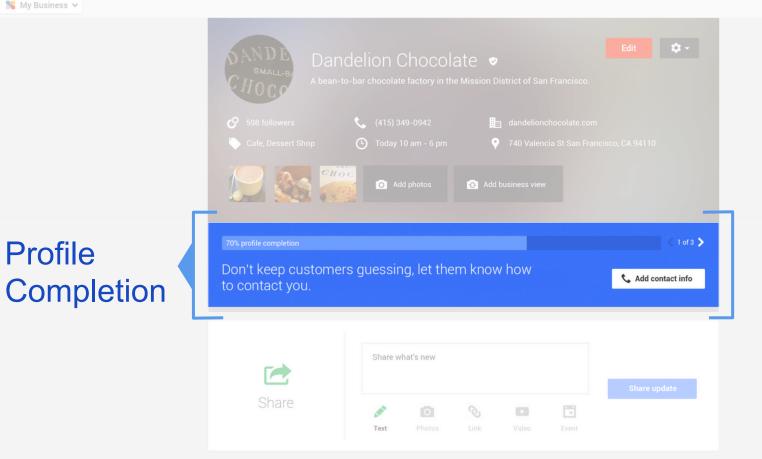
View





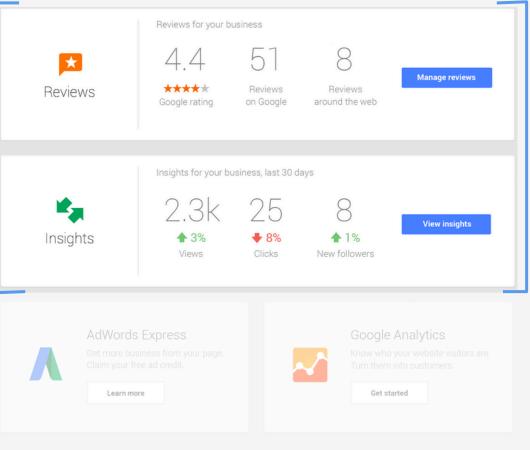
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Profile



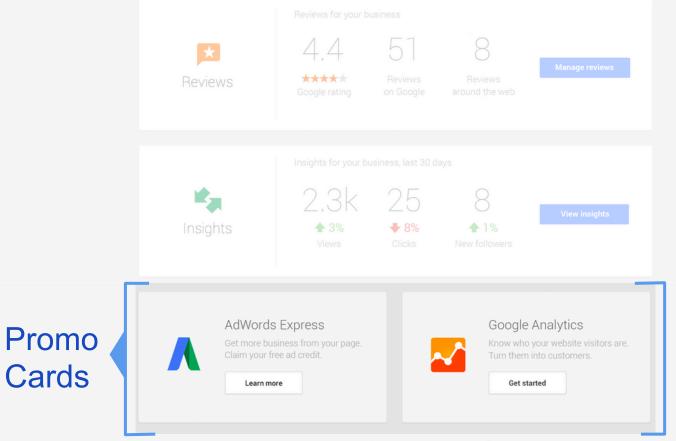


Active Cards (w/ business stats)



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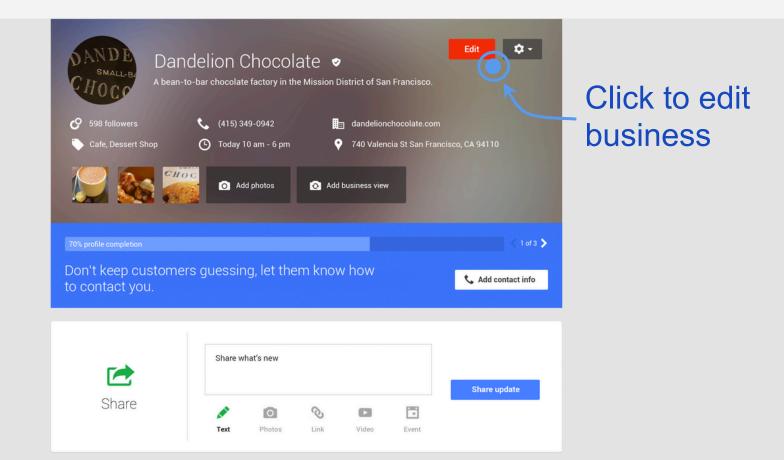


	Reviews	Reviews for your bu 4.4 ***** Google rating	Siness 57 Reviews on Google	Reviews around the web	Manage Reviews
	Insights	Insights for your but 2.3k 13% Views		ays 8 1% New followers	View insights
Promo card converted to active card	Adwords Express	Your ad activity, last 314 1% Clicks	t 30 days 23 ♠18% Calls	9k ♠6% Views	Manage ads

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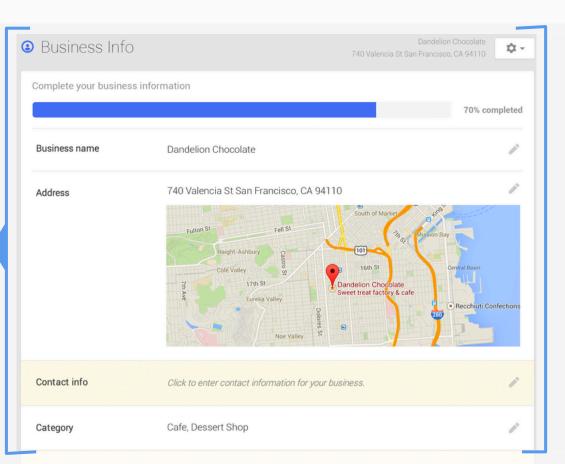


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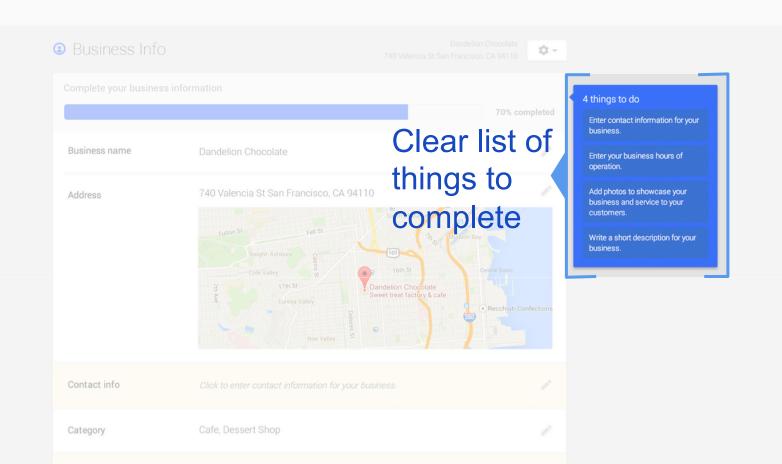
Business Editor



+Dandelion Chocolate 🚺 🋕 Share



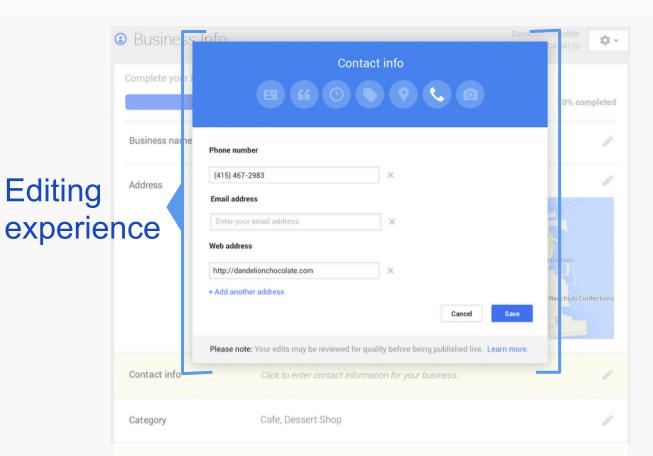
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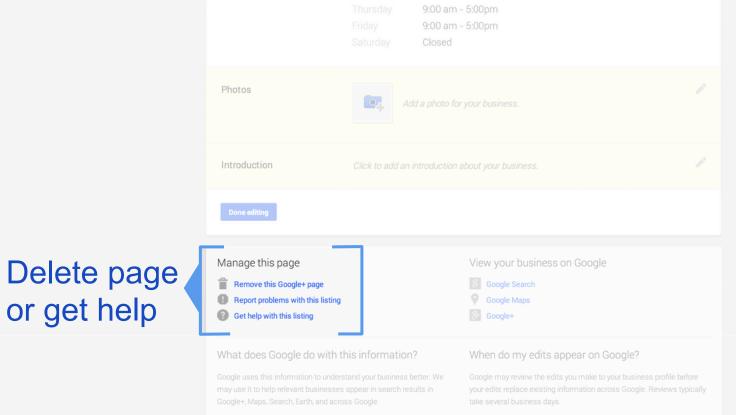
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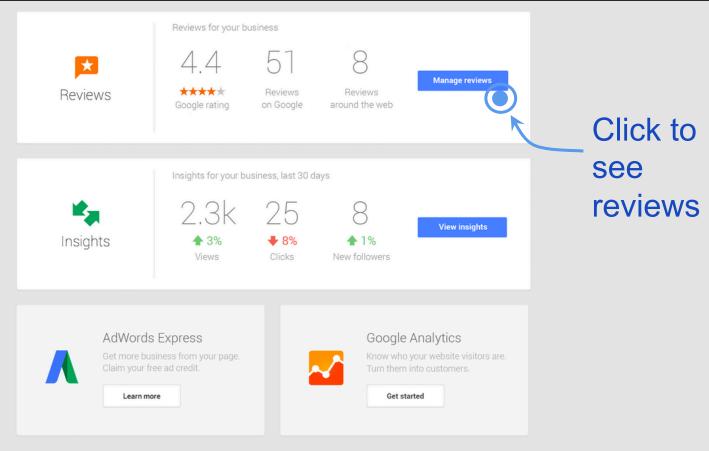
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Google My Business

		- 5:00pm - 5:00pm		
Photos	Add a photo fo			
Introduction	Click to add an introduction	about your business.		
Done editing				
Manage this page Remove this Google+ page Report problems with this Get help with this list	ee live usiness	View your business on Google Google Search Google Maps Google+		
What does Google do v	vith this information?	When do my edits appear on Google?		
Google uses this information to understand your business better. We may use it to help relevant businesses appear in search results in Google+, Maps, Search, Earth, and across Google.		Google may review the edits you make to your business profile before your edits replace existing information across Google. Reviews typically take several business days.		



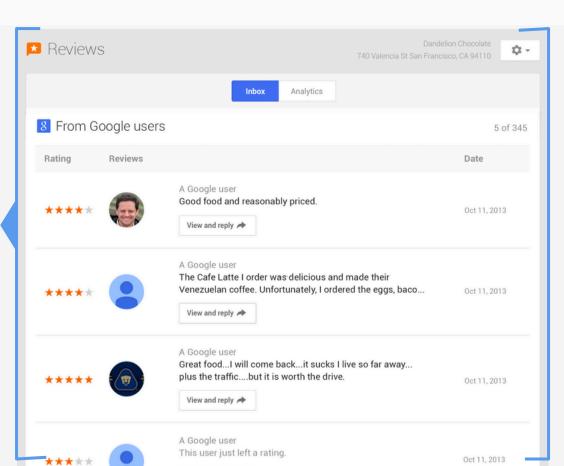


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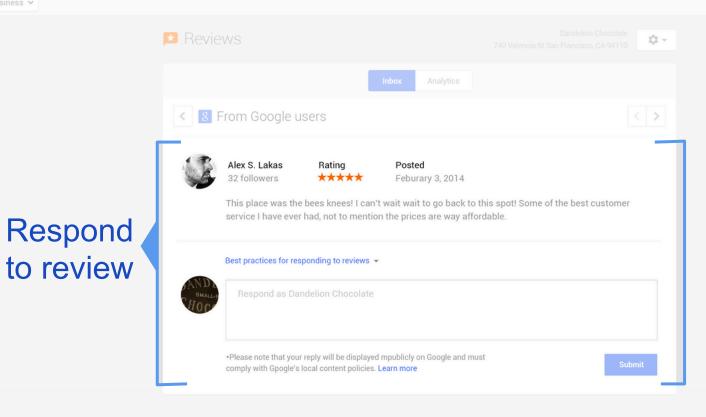
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See reviews (Google & Web)





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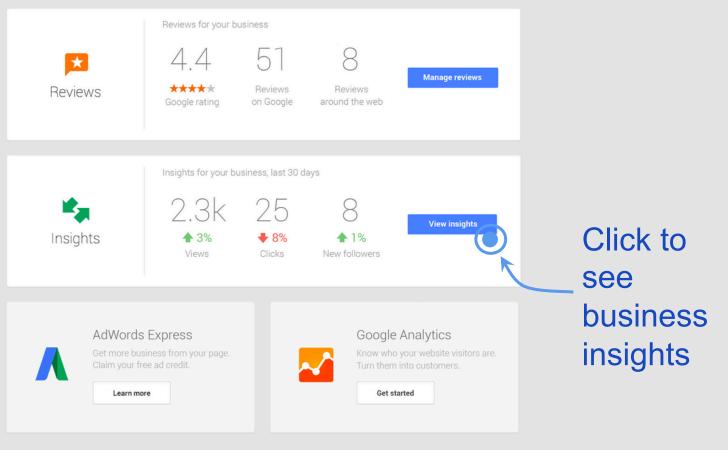
See

reviews

Reviews Q -Number of reviews Last 7 days 🔻 Reviews Reviews on Google around the web 290 reviews Google 210 reviews Open Table 160 reviews City Search 280 reviews 63 reviews • • • • analytics Consumer Reports Other Ո Ratings stats Last 7 days 🔻 \prec Average rating Average rating on Google around the web

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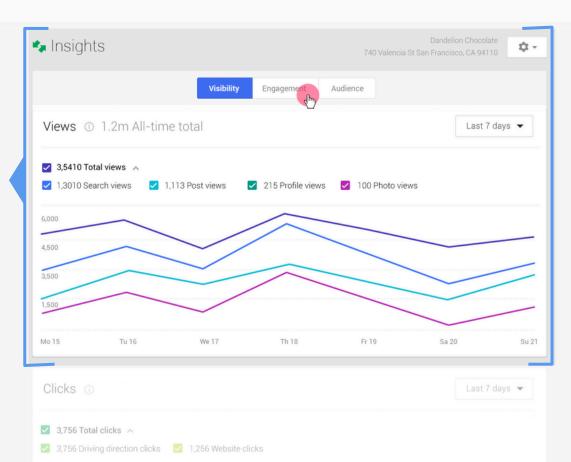
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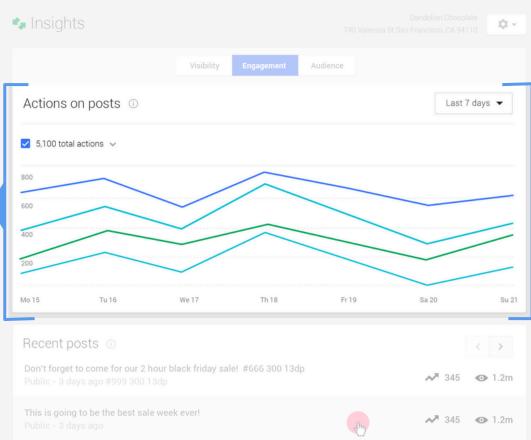
See business insights





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Google My Business Locations

Manage locations in bulk http://goo.gl/CTUCfn Google My Business Search your locations kristengillespie15@gmail.com IMPORTANT: We found 1 location that cannot be saved due to errors. Learn more Locations At this time, we are unable to save locations that have errors. Before closing this session, please download your current locations as a CSV file and re-upload them when you're ready to return and fix the errors. Okay, got it Your locations mport locations from a file You currently have fewer than 10 locations. My Business Locations is designed for managing 10 or more locations. If you manage fewer, use My Business Add a location Verify your locations Your locations -9 of 9 🖃 < > Fix errors STORE CODE NAME ADDRESS STATUS A -Data formatting Second Story Books Errors Improve locations Kristen's Business 1200 Crittenden Lane, Moun... Unverified Opening hours [] COMPLETE ÷ 🖿 File Edit Insert Format Data Tools Help View View only Provide clarifications BZSA ÷ Missing store code [] D F C G н J Store Code Name Address Line 1 Address Line 2 City State Country Code Postal Code Main Phone Alt Phone Mobile Pho Duplicate addresses 2 example001 Google Store 2 / 1234 Charleston Rd Building 43 Mountain View CA US 94043 (212) 555-5551 (212) 222-2221 3 Google Store example002 2300 Mission St South San Francisco CA US 94080 (212) 555-5552 (212) 555example003 Google Store 5678 Polk St Suite A-7 San Francisco CA US 94129 (212) 555-5553 (212) 222-2222 1234 Charleston Rd example004 Google Store Building 44 Mountain View CA US 94043 (212) 555-5554 2300 Mission St us example005 Google Store South San Francisco CA 94080 (212) 555-5555 example006 Google Store 5678 Polk St Suite B-8 San Francisco CA US 94129 (212) 555-5556 (212) 222-2223 example007 Google Store 1234 Charleston Rd Building 45 Mountain View CA US 94043 (212) 555-5557 9 example008 Google Store 2300 Mission St South San Francisco CA US 94080 (212) 555-5558 10 5678 Polk St Suite C-9 San Francisco CA US 94129 (212) 555-5559 example009 Google Store 11 2300 Mission St 94178 (212) 555-5558 example010 Google Store South San Francisco CA US 12 13 14 15 Add 20 more rows at bottom

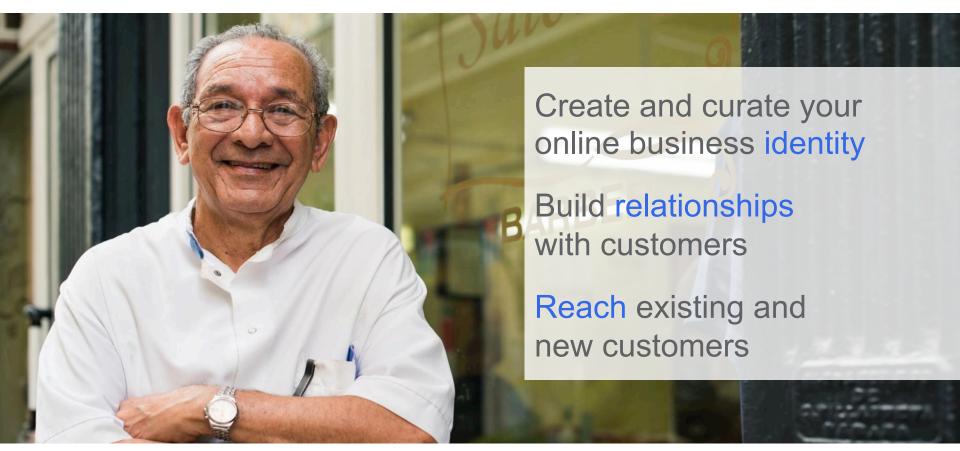


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Create a business identity across Google with Google My Business





Be Visible

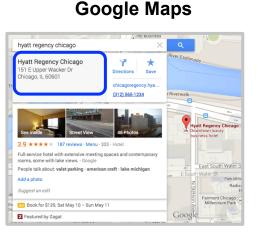
Connect

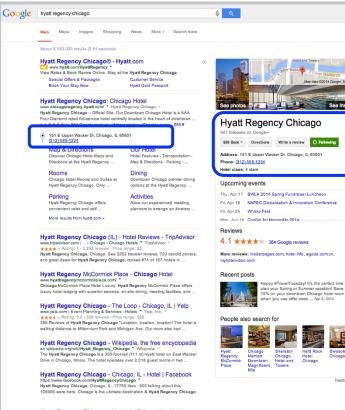
Engage



Be Visible

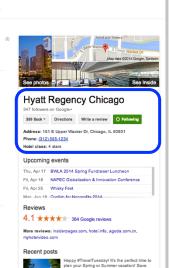
Google Search



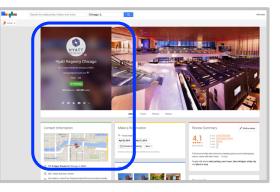


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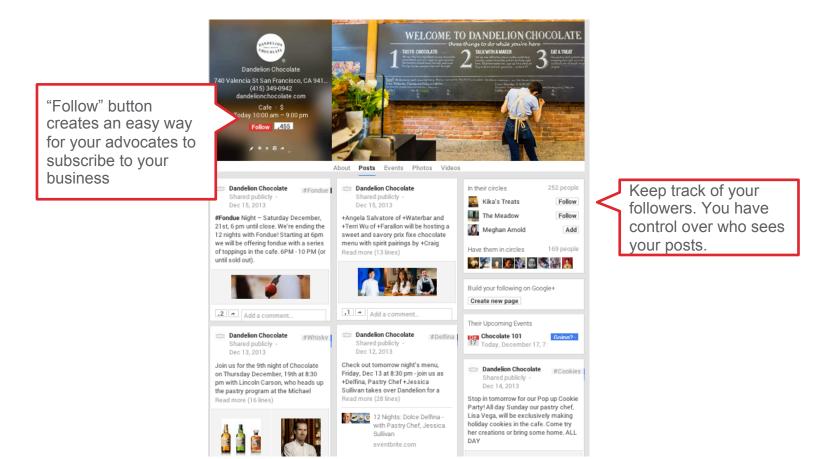






Connect

Create an online community of followers to your business





Connect

Post content to your followers

Dandelion Chocolate www.dandelionchocolate.com/

She will present a wintery 3-course Italian dessert tasting including a Warm Panettone with Dandelion Chocolate Gelato. To complete the evening, a special

4.7 **** 34 Google reviews · Write a review · Google+ page

 740 Valencia St, San Francisco, CA 94110 (415) 349-0942

Store Chocolate Store, Happy Holidays! We're so excited to celebrate ...

About Us About Us, SONY DSC, Dandelion Chocolate is a bean-to-bar ...

Wholesale

Wholesale

Locations Factory and Cafe. Dandelion Chocolate 740 Valencia St San ...

395080 388918534516172 8 ...

More results from dandelionchocolate.com »

Dandelion Chocolate - Mission - San Francisco, CA - Yelp

www.velp.com > Food > Specialty Food > Chocolatiers & Shops * **** Rating: 4 - 153 reviews - Price range: \$\$ 153 Reviews of Dandelion Chocolate "Great place for chocolate lovers! My favorite thing I tried was the pumpkin pie in a jar. I would have taken a photo but I

Dandelion Chocolate - San Francisco, CA - Food & Restaurant ... https://www.facebook.com/DandelionChocolate -Dandelion Chocolate, San Francisco, CA, 3226 likes · 383 talking about this

2618 were here. We are a bean-to-bar chocolate factory based in the Mission ...

Dandelion Chocolate (DandelionChoco) on Twitter https://twitter.com/DandelionChoco * The latest from Dandelion Chocolate (@DandelionChoco). Dandelion Chocolate

is a bean-to-bar chocolate factory and cafe based in the Mission District of San ...

Dandelion Chocolate on Eventbrite

www.eventbrite.com/o/dandelion-chocolate-3667501049 -Dandelion Chocolate is using Eventbrite to organize 150 upcoming events. Check out Dandelion Chocolate's events, learn more, or contact this organizer.

Tue, Dec 17 12 Nights: Crunchy Creamy All Chocolate Pop Up Party with ... Wed, Dec 18 12 Nights: Wine & Chocolate II Thu, Dec 19 12 Nights: Lincoln Carson - Chocolate and Whiskey

Dandelion Chocolate - Cool Hunting

www.coolhunting.com/food-drink/dandelion-chocolate.php * Sep 6, 2013 - A sweet tooth's dream find in San Francisco's Mission District.

Dandelion Chocolate | David Lebovitz www.davidlebovitz.com/2013/02/dandelion-chocolate-san-francisco/ *



Dandelion Chocolate

169 followers on Google+

Directions Write a review Follow

Address: 740 Valencia St. San Francisco, CA 94110 Phone: (415) 349-0942 Prices: \$\$\$\$ Hours: Tuesday 10:00 am - 9:00 pm - See all Menu: dandelionchocolate.com

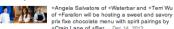
Reviews

4.7 ***** 34 Google reviews

Z Featured by Zagat

Dessert Specialists in the Mission See more from Zagat

Recent posts



People also search for

Articonol





Chocolates

Recent posts



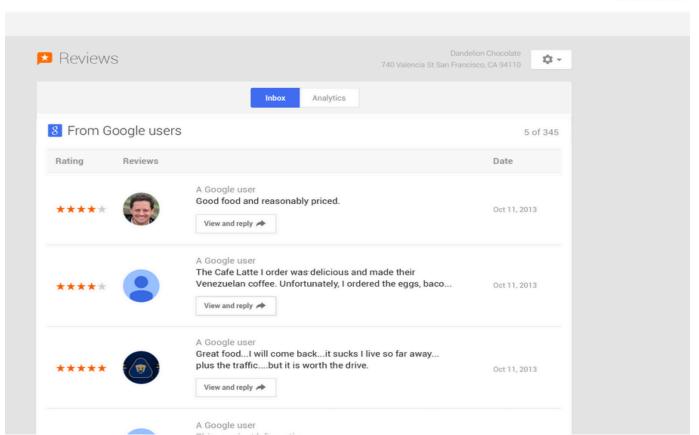
+Angela Salvatore of +Waterbar and +Terri Wu of +Farallon will be hosting a sweet and savory prix fixe chocolate menu with spirit pairings by +Craig Lane of +Bar ... Dec 14, 2013





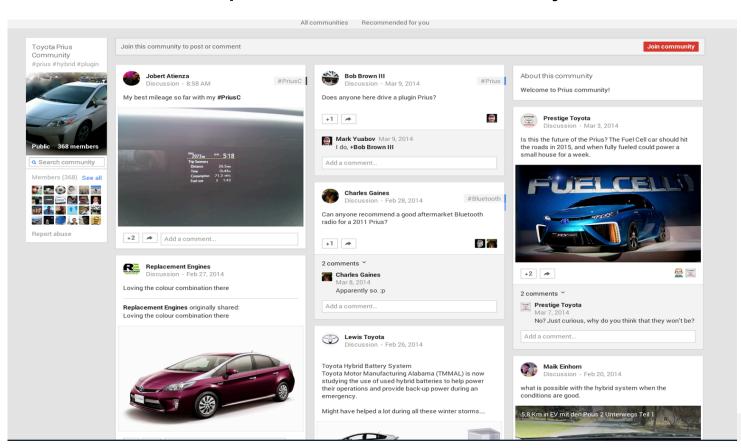
Reply to reviews from your customers

+Dandelion Chocolate





Participate in a G+ community





Local business checklist



Download Google My Business mobile app

- Claim/Create Google+ Page
- Verify the Google+ Page
- Complete business profile information in Google My Business
- Upload photos of your business
- Encourage customers to review your business
- Engage at least once a week through posts
- Grow your followers and your online identity

To get started:

google.com/business

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Need help?

- 1. 24/7 Online Help Center with FAQs and how-to articles
- 2. Talk to a specialist via phone, email or chat
- 3. Google My Business forum and G+ community

support.google.com/business

Connectivity Products



Opinion Monitoring



Customer Insights & Automation

		CUSTOMER INSIGHTS	- CAMPAIGNS		
Customers Insigh	ts				
Overview Customer L	ist Heat Map	Reports			
Reports					
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Segmentation Report	t				
DISTANCE RANGE		INCOME RANGE		TT AGE RANGE	
100+	3%	150+	5%	55-	5%
50	8%	100-150	31%	45-55	319
30	17%	75-100	39%	35-45	399
15	40%	43-75	17%	24-35	179
05 WITHIN MILLES	32%	15-15 ANNUAL (K)	8%	18-24 VEARS	8%
GENDER		HOMEOWNER		EDUCATION	
	- ~				95%
FEMALE	(39%)	OWNS	- 🙆 (43%)	HISH SCHOOL DIPLOMA	
	- ~			BACHELOR DEGREE	849
MALE	61%	RENTS	— (5 7%)		479
				MASTER DEGREE	06%
MARITAL STATUS		CHILDREN		PHD	06%
				OTHER	149
	A 43%		43%		
NNGLE		CHILDREN			
	6 57%		57%		
MARINED		NO CHILDREN	\sim		

