

## Why You Need To Claim Your Google My Business Page.

Google has 90% search engine market share globally and over trillion searches per year. Simply put, If you want to be found online you need to be on Google.

*(GMB elements and review signals top the local rank impact, according to TYState of Local SEO Industry Report 2020.)*

## Does Your Business Have Good Digital Hygiene?

The way visitors make decisions in the modern world has changed and meeting them where they look to discover is key to progressive digital practices and hygiene. One of the most important aspects of excellent Digital Hygiene is Google My Business. Google My Business (GMB) has quickly become one of the most important aspects of online local marketing. So what is it?

Have you ever done a search for a business? (maybe even your own?) You will notice the business listings located at the top of the page, typically below the ads and above the organic search results. This is called a "Local Stack", essentially these businesses have properly set up their GM listing by submitting their business information directly to Google. Or in simpler terms – they have claimed their Google My Business page and Google rewards them for this.



## So Where Should You Begin?

- Create or claim your free GMB listing and be sure to verify it. [Click here to Claim your Google My Business](#)
- Have a regular check-in time, set-up email notifications or download GMB App
- Fill out all business information
- Write & optimize your business description
- Upload photos and videos that represent your business
- Link and optimize your website
- Create a review strategy
  - Encourage customers to write a review
  - Reply to reviews (both good and bad)
- Keep GMB listing up to date. It is often the first impression of your business
- Make a "What's New?" Google Post
- Update hours and holiday status