

Google My Business for Automatic Marketing in One Day

Have your business seen in Google Search and Google Maps

What is Google My Business?

Google My Business is a free service that helps local business stand out on Google Search and Google Maps. You can manage a business listing online including business category, contact details, business description, photos, posts, reviews, website link and phone link.

What are the benefits of Google business listing?

Google My Business listing provides your business with:

- Google Map business pin views
- Google My Business listing views
- Picture views
- Customer awareness of your business
- Phone number link
- Website link
- Smartphone direction to your business
- Customer reviews
- Posts
- Instant messaging customer options



Your Business name
Distance, business type
Address



Your Google My Business location is used by Google to influence local search for your category of products and services.

Create your Google My Business listing in 3 steps

1. Go to [google.com/business](https://business.google.com/) or <https://business.google.com/> Use your Google account login or create a new one.
2. Enter your Business listing information. This includes business name, business categories (up to 9), address, open hours, phone number, website address (optional), delivery range (optional)
3. Verify your location. Select phone verification. Google calls your business phone number and gives you a code. Write the code into your business listing. Your business listing is live. An alternate is to select a postcard verification. A postcard is posted to your business address. Once you receive the postcard, log back into Google My Business and enter it for your listing to make it live.

What Next?

There is a Android and iOS app for Google My Business. This can be used to upload photos from your smartphone to your Google My Business listing. It can also be used to handle customer enquiries.

You receive monthly emails on your Google My Business listing including, business views on Google Maps, full business listing views, image views, website clicks and phone call clicks.

You can accelerate business growth using Adwords Express that can work with Google My Business. Page 2.

Adwords Express from Google My Business for accelerated growth

Build ads to compliment your Google My Business listing for high visibility

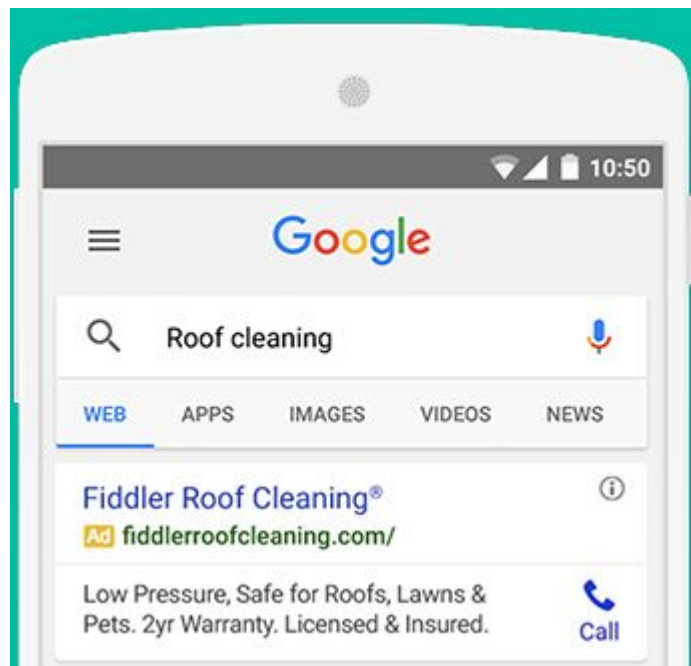
What is Adwords Express?

Google Adwords Express is a simple form of digital marketing sitting on top of Google My Business.

You write:

- An ad title
- 2 line description
- URL link to your website.

The call to action can be a phone call or a link to your website. You only pay for clicks and calls. Your Google My Business listing business categories, ad text, search location, search phrase and business location is used to show ads to the appropriate local people. You set a region and daily or monthly budget. New clients cost a few dollars each. This is much simpler than Google Adwords as there are no keyword phrase lists to maintain. It is designed for small to medium business without a marketing expert.



What is the advantages of Adwords Express?

- You can have the top position of a search result. This is above the organic results.
- The ad works for desktop, tablet and smartphone users
- You can run multiple ads, each with their own budget such as for product categories
- Ad views are free. This can help with product awareness and building customer trust.
- You only pay for clicks to your website or phone calls to your business
- Smartphone users have one click to call your business
- Smartphone users can ask for directions to your business

Review your Adwords Express performance

What ads gained the most interactions? Which ads gained clients with the cheapest clicks or calls.

Alter your budget to control your new client quantities and business growth

