01 Google My Business 101

Tips to Help You Succeed on Search Engines

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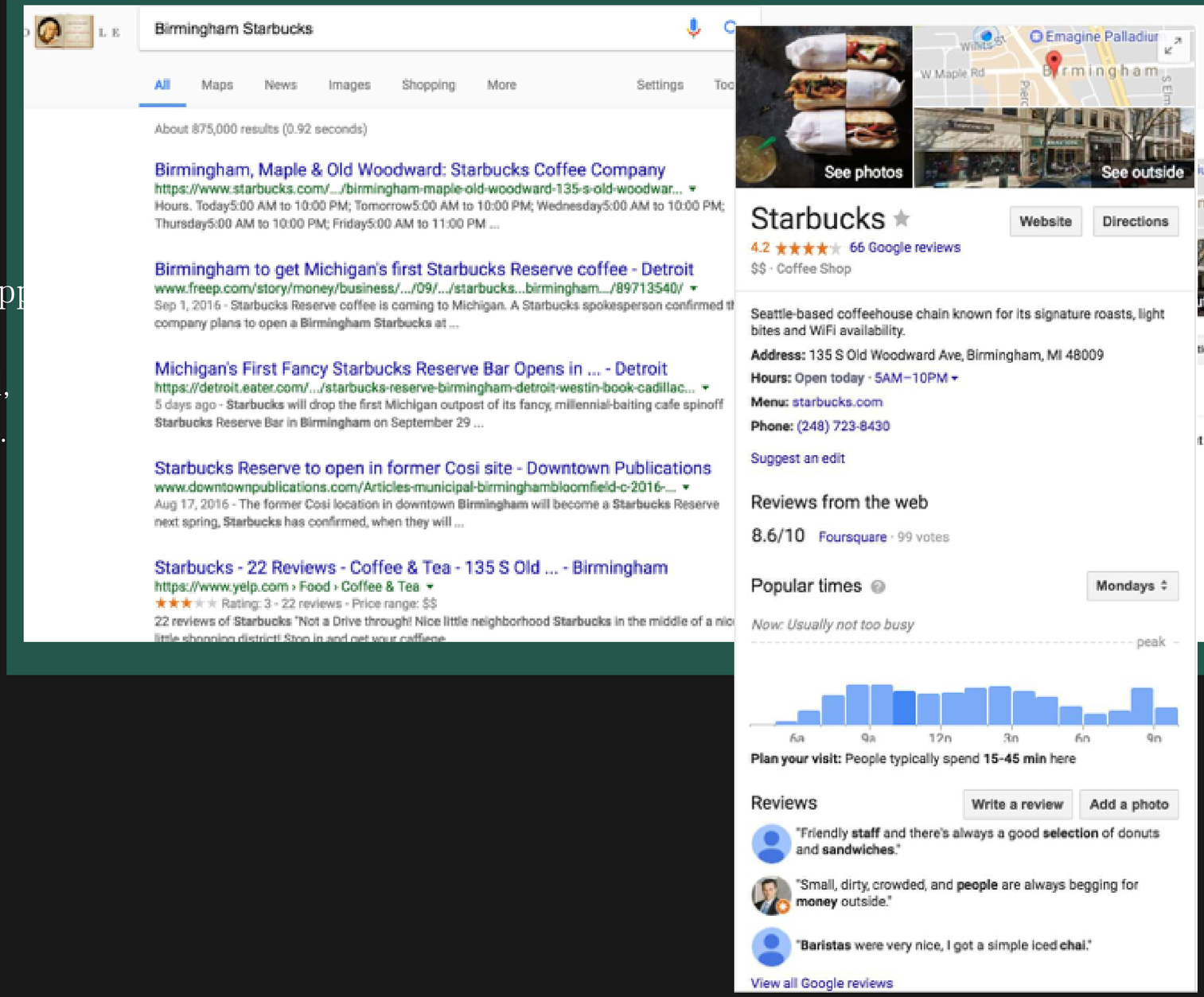
What is Knowledge Panel?

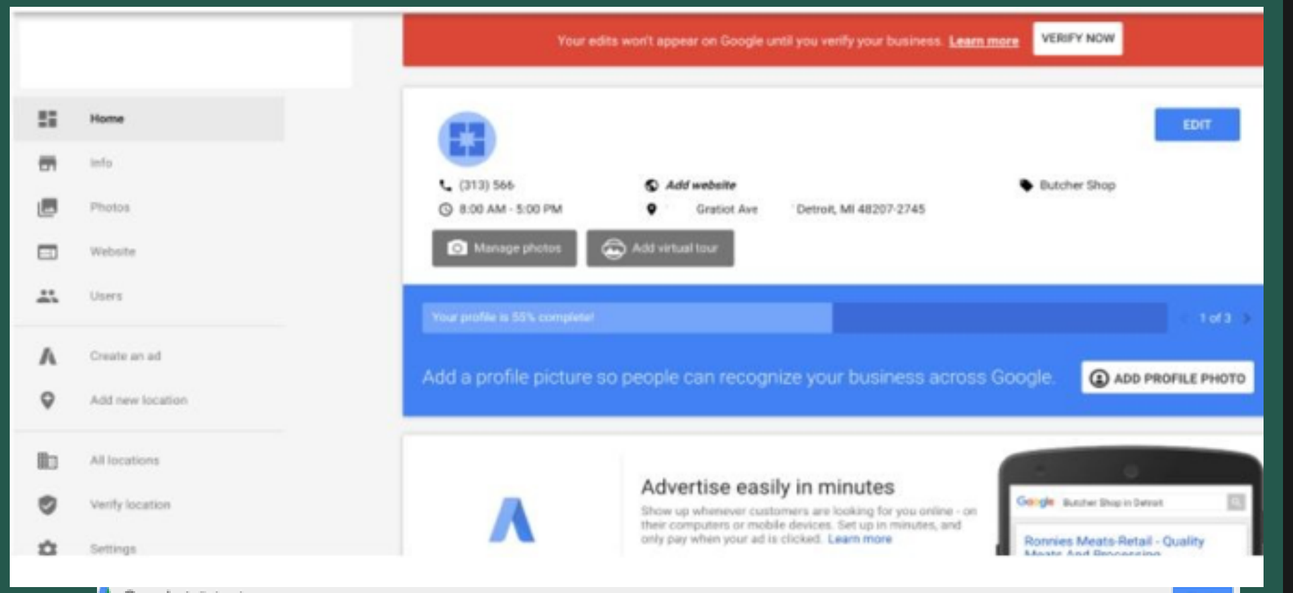
When people search for a business on Google, they may see information about that business in a box that app to the right of their search results.
The information in the box, called the Knowledge Panel, can help customers discover and contact your business.

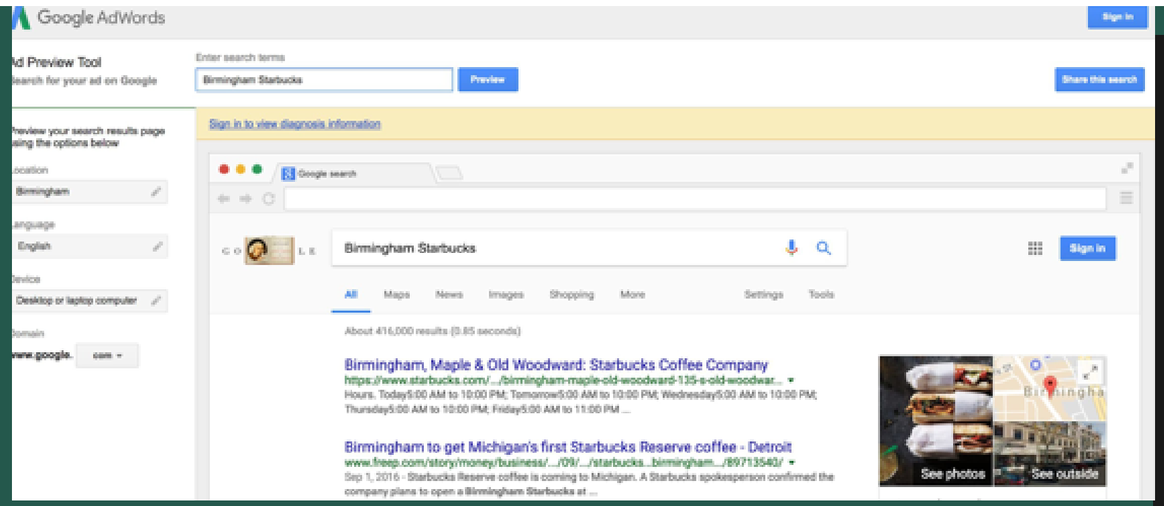
The Knowledge panel can include the following information:

- Business Name
- Photos
- Address
- Directions
- Brief Business Description
- Hours
- Website
- Phone Number
- User & 3rd Party Reviews
- Popular Times



How Do I Manage My Knowledge Panel?





The Knowledge Panel is powered by creating a Google My Business listing. Creating a listing on your Google My Business account allows your business information to appear in Maps, Search, and other Google properties.

- Most of you most likely have already created a Google My Business listing for your business
- Under the Google My Business dashboard, you can edit your business information.
- Your business listing must be verified in order to show in any results.
- To check if your knowledge panel is appearing for certain searches, utilize the Google Ads Preview Tool to search for your business

What Determines When My Knowledge Panel Appears?

Like search results, whether or not a business's information will appear in the Knowledge Panel is determined by a variety of factors. Relevance, distance, and the prominence of the business all contribute to its standing in local search results.

- **Relevance** refers to how well a local listing matches what someone is searching for. Adding complete and detailed business information can help Google better understand your business and match your listing to relevant searches.

- **Distance** determines how far is each potential search result from the location term used in a search. If a user doesn't specify a location in their search, Google will calculate distance based on what's known about their location.

- **Prominence** refers to how well-known a business based on information that Google has about a business from across the web (like links, articles, and directories).

Google reviews count and scores are factored into local search ranking; More reviews and positive ratings will probably improve a business's local ranking. Your position in web results is also a factor. So best practices also apply in local search engine optimization

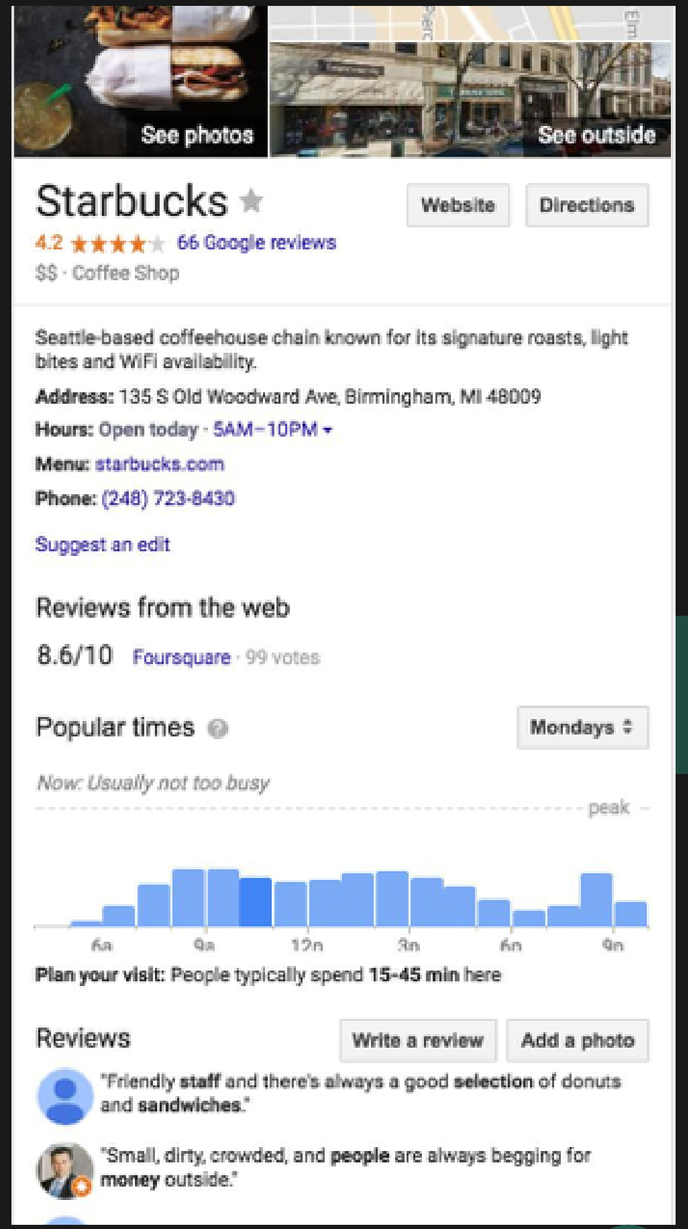
There's no way to request or pay for a better local ranking on Google.
Google does their best to keep the details of the search algorithm confidential to make the ranking system as fair as possible for everyone.

How Can I Improve My Local Ranking?

You may find that your business doesn't appear for all relevant searches in your area. Providing and updating business information in Google My Business can help your business's local ranking on Google and enhance your presence in Search and Maps.

Here a few ways you can improve your ranking:

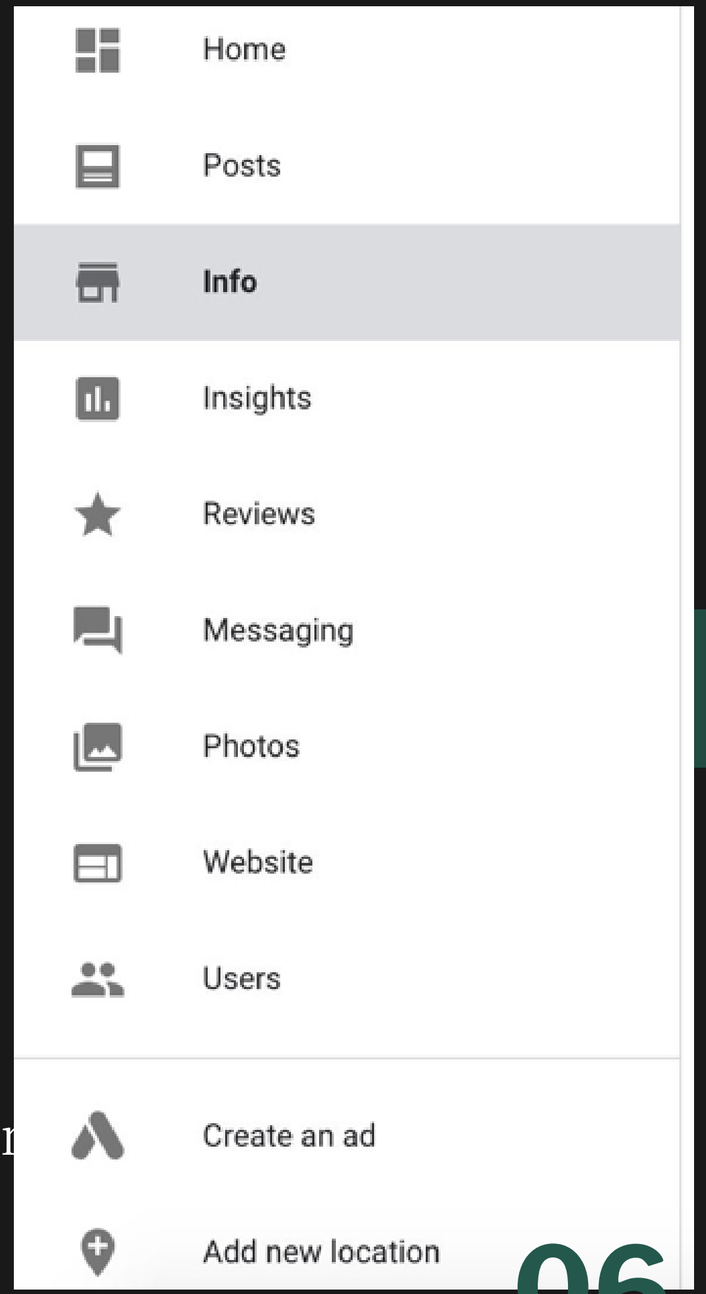
- Enter Complete Data
- Verify Your Location
- Keep Your Hours Accurate
- Manage & Respond To Reviews
- Add Photos and Posts often



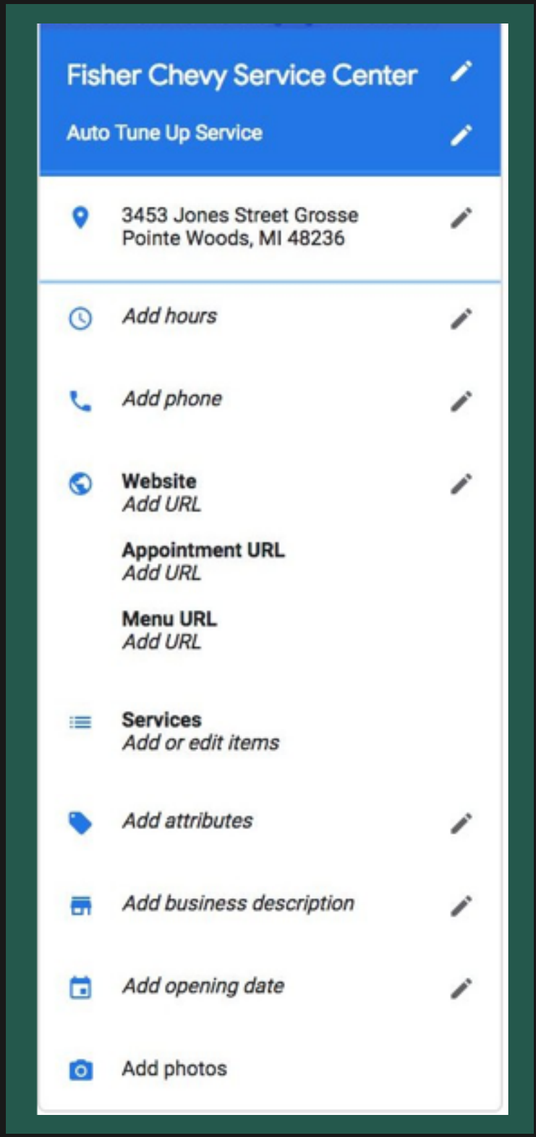
Inside The Google My Business Dashboard

What DoesThe GMB Dashboard Look Like?

- **Home** - Returns you to GMB listing main control page (home base)
- **Posts** - Central location to update and set your Google Posts live (more info to come)
- **Info** - Page to edit business information including hours, name, phone number, etc.
- **Insights** - Gather audience insights about interactions with your GMB listing Reviews - Page to view and respond to all reviews
- **Messaging** - Let customers message you directly from this page
- **Photos** - Upload and update business photos
- **Website** - Create a site for your business (not applicable for auto)
- **Users** - Control and manage GMB access to your listing
- **Create an Ad** - Will link to your AdWords account if you want to create an Ad
- **Add a new location** - Place to add a new location if you are already logged in



Information Section -Taking A Closer Look



- Name - List Business Name
- Category - Input Business Category (Must differ from primary listing if its a second business)
- Address - Input business address
- Hours - Input department primary business hours (Can add special hours for holidays etc)
- Phone Number - Insert primary business phone number
- Website URL - Insert primary Website URL
- Appointment URL - Provide website URL where appointments can be scheduled/booked online
- Menu URL - Provide website URL where services offered by business are listed
- Services - List specific services and prices for services that are offered (no guarantee will show every time)
- Attributes - Attributes get customers to see what your business has to offer (Wifi, oil changes, amenities etc.)
- Business Description - Enter a brief description of business (offerings, history)
- Opening Date- Enter in the date your business opened (if don't know exact, enter year)
- Add Photos - Add photos of your business. Can set a cover photo; no guarantee it always shows

3 Reasons To Use Google Listings

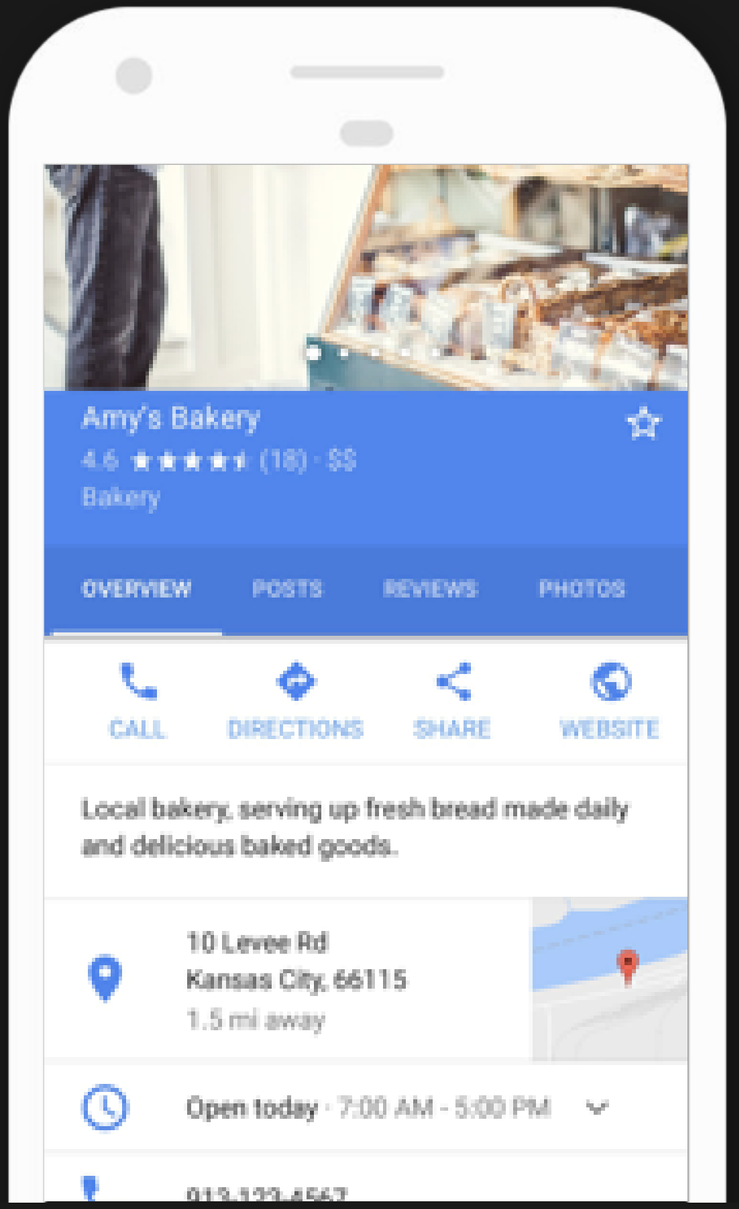
Stand Out on Google by Sharing Fresh, Useful Info

Customers compare business listings on Google to make decisions.

Make it count every time someone finds you on Search and Maps.

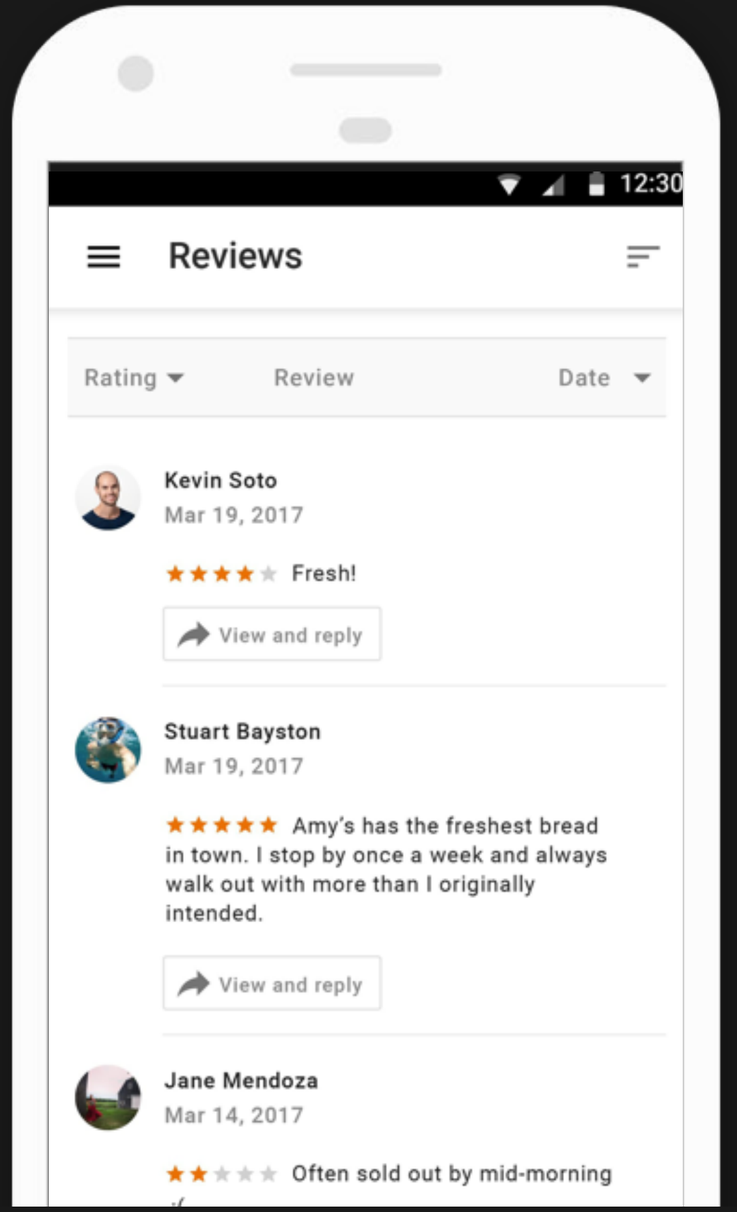
With Google listings you can update your address, phone number, website, open hours, and more to help customers find your business. Keep your listing current and exciting with fresh photos, special offers, and promotions.

You also can create a simple, free, high quality website if you do not have one.



Engage with Customers

People share stories, leave reviews, and reach out to small businesses right from their phones.
Google listings lets you join the conversation about your business.
Respond to reviews, answer messages and questions, and get more calls from interested customers.

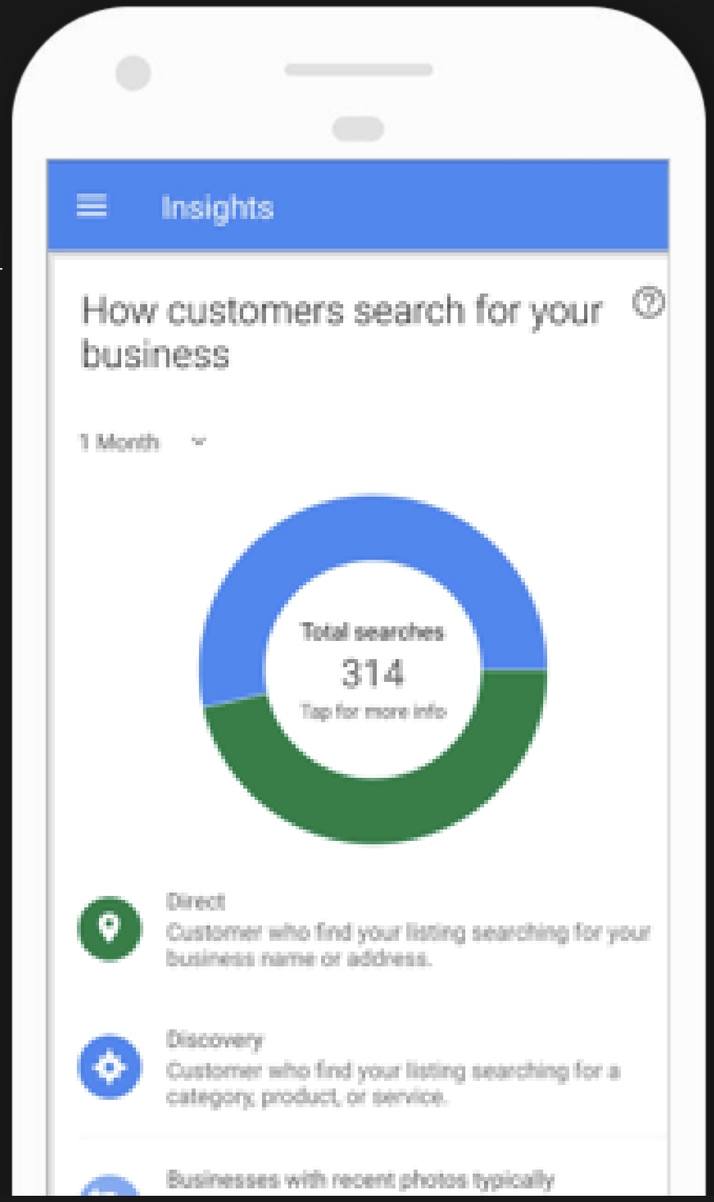


Find New Customers

Google listings make it easy to see how people find your business and interact with your listing.

Track the number of searches for your business, views your posts and photos get, incoming phone calls, and requests for directions.

You also can start using Adwords Express to get more customers with easy to set up ads and learn how to improve performance.



GMB FAQ

●What types of businesses are eligible for a Google My Business listing?

◯Listings on Google My Business can only be created for businesses that either have a physical location that customers can visit, or businesses that travel to visit customers where they are.

●Can I create multiple listings for the different departments within my business

◯We generally recommend having a listing for each of the various departments in your business if they have their own hours or even their own building. Having a listing for each department provides a user searching for these different departments a better experience as they will find a customized listing for the different departments as opposed to just a generic listing for your business.

●Do I need to verify my location?

◯You must verify your business listing to manage your business information on Google Maps, Search, and other Google properties. The verification process helps ensure that your business information is accurate & only you have access.

●What if someone else has already claimed my listing?

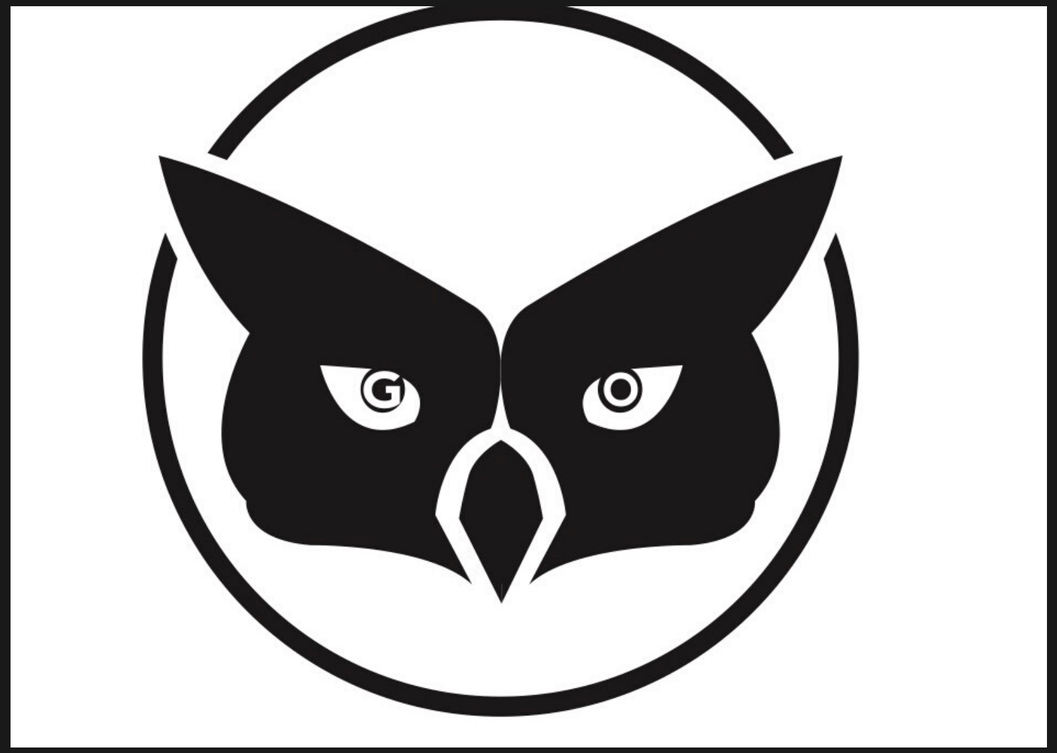
◯Some businesses have already been verified by an owner or manager and have a Google My Business listing. The listing is owned by the person who verified the business.

●How can I claim my business?

◯You can contact the current listing owner through Google My Business to request access to own or manage the listing.

GMB FAQ

- How can I remove a photo from the Knowledge panel?
  - The photos that appear in the listing can include photos that are pulled from across the web based on what the Google algorithm finds will drive the best user experience..
  - You can remove any photo that you have directly uploaded by logging in to GMB.
  - You can also flag a photo for removal if you feel it is in violation of Google Policy. (No Guarantees with removal)
- How do I get the same photo to show up every time?
  - You do have the option to upload your own photos but this does not guarantee that those pictures wills how up as primary photos.
- How do I remove a review that seems to be fake or is from one of my competitors?
  - Reviews that violate the Google review policies can be flagged for removal. Every review flagged is at the discretion of the Google Policy team.
- I recently created a new listing for a new part of my business, but only the old knowledge panel is showing up. How can I fix this?
  - Remember that local business search results are based primarily on relevance, distance, and prominence.
  A business that has more search history may continue to populate as the knowledge panel is trusted more.



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