



Guide to Google My Business Optimization

Gather your information before setting up Google My Business. Once set up, you will be prompted to verify your listing.

This is typically done via a postcard mailed to your place of business.

Enter the verification code where prompted on your listing and you're good to go!



Google My Business Set Up



Log into your Google account and then navigate to business.google.com:

Business URL:

Your Name: (as you want it to appear on your listing)

Address: (physical location of your business)

Email: (address you want associated with your account)

Phone: (you can choose whether this is shown on your listing)

Service Area: (if applicable)

Hours of Operation: (you can add special hours for holidays later)

Google My Business Set Up



Category: (choose one that describes your business as a whole)

*Short Name: (easy-to find and related to your business name
g.page/[yourcustomname])*

Opening Date:

Description: (up to 750 characters max)

Write evergreen content (don't talk about promotions here)

Keep it factual, but let customers know why you stand out

Avoid hyperbole, exclamation points, etc.

Links are not allowed

Write inverted pyramid style with the most important information first



Services: (list the services you offer)

*Products: (*if applicable)*

Product name:
Price: (fixed or range)
Description: (up to 1,000 characters)
Button: (order, buy, learn, get offer)

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*Products: (*if applicable)*

Product name:

Price: (fixed or range)

Description: (up to 1,000 characters)

Button: (order, buy, learn, get offer)

*Q&A: (*if applicable)*

Q:

A:



Q&A: (**if applicable*)

Q:

A:

Q&A: (**if applicable*)

Q:

A:

Q&A: (**if applicable*)

Q:

A:

Managing Google My Business 'Like a Boss'

- Use a content marketing platform to plan and create your content and keep it locally-focused. Showcase offers, deals, news, etc.
- Link to relevant pages/posts on your website
- Use tracked links in your posts to gather data on post engagement
- Request reviews using a review link
- Add lots of photos, 360 video, or video to your profile
- Pay attention to Insights and look for new features you can use to your advantage

Photo Requirements

Google My Business Profile Photo Size: 250 x 250 pixels
(minimum 120 x 120; maximum 5200 x 5300)

Google My Business Cover Photo Size: 1080 x 608 pixels
(minimum 480 x 270; maximum 2120 x 1192)

Video guidelines: Duration: Up to 30 seconds long, File size:
Up to 100 MB, Resolution: 720p or higher

Photo ideas:

- ➔ Interior / exterior
- ➔ At work
- ➔ Team
- ➔ Product in use
- ➔ Before/after
- ➔ Customer submitted

- ➔ Format: JPG or PNG.
- ➔ Size: Between 10 KB and 5 MB.
- ➔ Recommended resolution: 720 px tall, 720 px wide.
- ➔ Minimum resolution: 250 px tall, 250 px wide.
- ➔ Quality: The photo should be in focus, well lit, and have no significant alterations or excessive use of filters. In other words, the image should represent reality.