

GOOGLE MY BUSINESS TOOLKIT

Google My Business (GMB) is a free, digital tool for business owners to manage their presence on several Google platforms, including Google Search and Google Maps. It provides businesses with the ability to connect with current and potential customers online. For more details on GMB, please click [here](#).

Now is a great time to make sure your GMB listing is up to date with the most accurate information for your customers. **If you haven't claimed your listing yet, it's not too late.**

GETTING STARTED

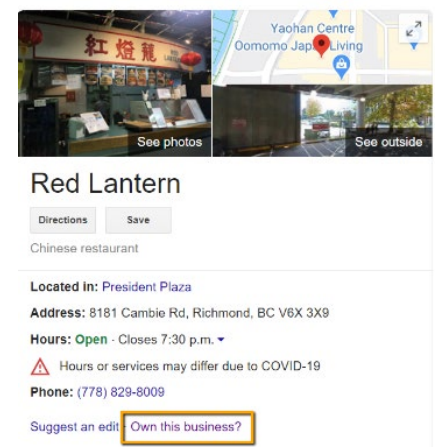
Can't remember if you've claimed your listing? Here's how you can check.

Search for your business on www.google.com (it is recommended to use Chrome as your default browser for optimal results).

- If your listing hasn't been claimed/verified, you will see the "Own this Business?" option (see example on right)

PLEASE NOTE: Some businesses might have the "Own this business?" option appear even if the listing has already been claimed. This is a glitch that Google is still working to resolve.

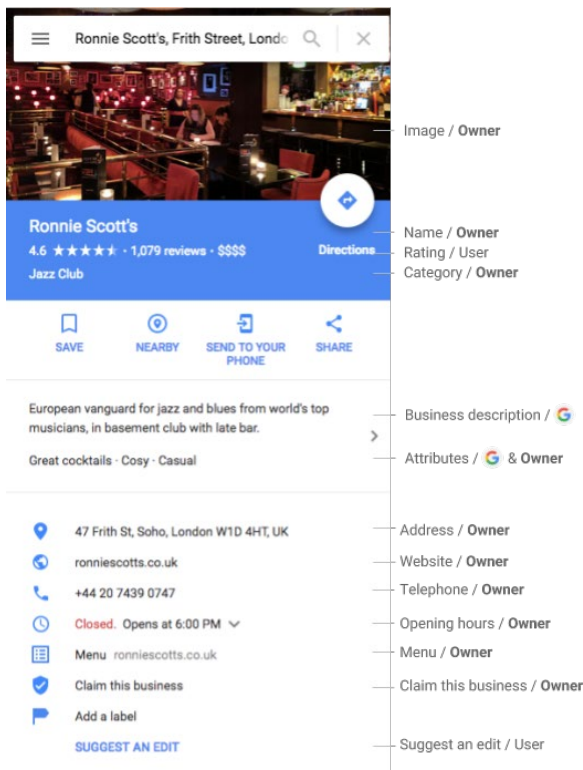
If this is the case, click on "Own this business?" and it will show whether the business has been claimed.



MANAGE YOUR LISTING

After you have claimed your listing, you can access the GMB portal. In the portal, you can add the following:

- Business description (up to 750 characters) with keywords about your business. Think: what keywords would a visitor type in to find your business?
- High resolution photos (logo, cover photo, product/service/venue photos)
- Physical address (it will be pulled into Google Maps)
- Add contact phone number – this is a clickable number on mobile devices so please make sure it's correct!



- Add or update operational hours – *especially important during COVID-19 since you might be operating under a special schedule, or you are temporarily closed.*
- Add your website link, reservation link, or links to food delivery services such as foodora, Uber Eats, SkipTheDishes, etc.
- Respond to Google Reviews – this is very important to ensure you have a good online reputation
- Add social media handles – Twitter, Facebook, Instagram
- Add posts – products, special offers, events, what’s new with your business
- View insights (views, clicks, searches, bookings, etc.)

HAVEN'T CLAIMED YOUR GMB LISTING YET?

We can help you verify your GMB listing!

Please contact both Ceri and Rebecca if you would like us to verify your account and help you claim your GMB listing.



Ceri Chong
 Director, Destination & Industry Development
 Email: cchong@tourismrichmond.com
 Cell: 778.387.5473



Rebecca Wu
 Specialist, Marketing & Industry Development
 Email: rwu@tourismrichmond.com
 Cell: 778.994.5478