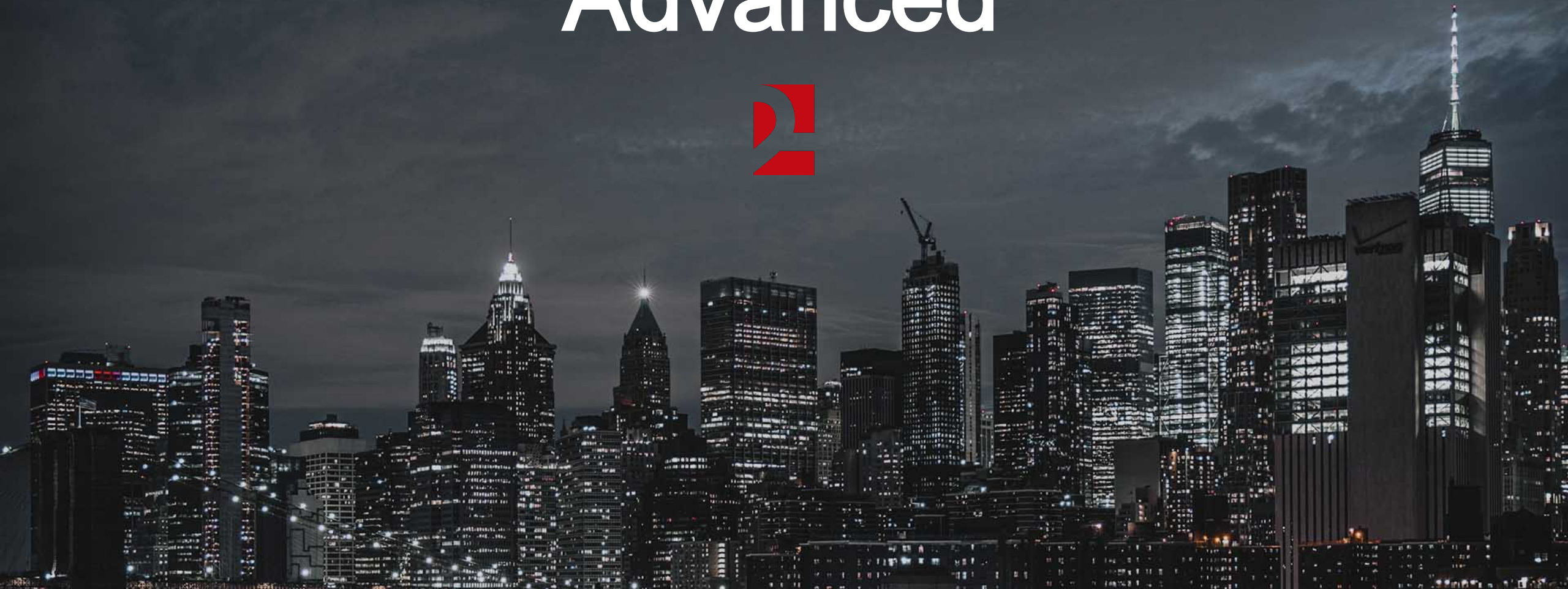


Google My Business Advanced



About Us



Ecommerce · Branding · Web Development

What you'll learn

1. How to manage users
2. Adding Products
3. Adding Services
4. Posts
5. Reviews
6. Starting verification
7. Q & A

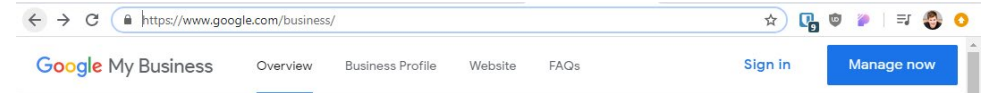


GMB Home



Log in and let's start

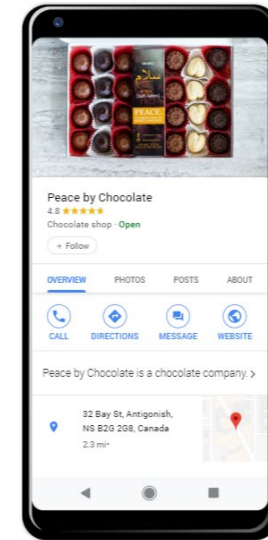
www.google.com/business



Engage with customers on Google for free

With a Google My Business Account, you get more than a business listing. Your free Business Profile lets you easily connect with customers across Google Search and Maps.

[Manage now](#)



Homepage

Navigate to the User Tab

GrowHaus Supply Co

Toronto, ON, Canada
London, ON, Canada
and 4 other areas

Home

Posts

Info

Insights

Reviews

Messaging

Photos

Products

Website

Users

Create an ad

Add new location

Manage locations

Verify location

Linked accounts

Settings

Support

Advertise easily in minutes

Wholesaler

Ad · <https://growhausupply.ca/>

GrowHaus Supply Co - Quality Clothing And More

Getting started is simple - we walk you through every step. Set your own budget and only pay when people click your ad. [Learn more](#)

Start now

Verification needed

To finish your free listing, you'll need to verify that you're authorized to manage it. What you'll get with verification:

✓ Allow new customers to find you across Google

✓ Create promotional posts

✓ Track business analytics

✓ Respond to customer reviews

Verify now

Reviews

Verify your business to read and respond to reviews.

Verify now

Have news to share with your customers?

Tell customers about events, promotions, or products. [Learn more](#)

Create post

Learn more about your business

Discover how customers find and interact with your business.

Verify now

Let customers message you

Get leads, appointment requests and queries about your products via messaging from customers who view your business on Google Search.

Turn on messaging

Get full access to your Business Profile

Receive instant alerts when customers leave reviews, send messages, and more with the Google My Business app.

Get the Android app

Get the iOS app



GMB Users



Manage users

[Add location group](#)[Add users](#)

You (Matthew Herchel)

Primary owner



Aron Murch

Owner



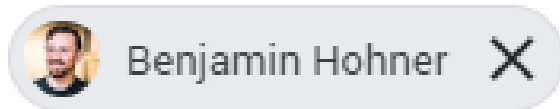
Sara Varasteh

Manager

[Done](#)

Add new users

Allow others to help you manage business info and customer reviews.



Enter names or email addresses

Manager ▼

CANCEL

INVITE



GMB Services



Adding services

Navigate to the Services Tab

2H Media
4 Yewholme drive
guelph, ON N1G 2Z7

Home

Posts

Info

Insights

Reviews

Messages

Photos

Products

Services

Website

Users

Create an ad

Add new business

Businesses

Marketing agency

Primary category

Branding

From CA\$2000

Typography pairings and AODA compliant colour schemes perfect crafted to appeal to your target audience. Building branding is a collaborative process and requires heavy involvement from your internal leadership team.

Product Catalogs

From CA\$2499

Traditional product catalogs remain a key selling tool for B2B businesses. Creating a user friendly experience while displaying all relevant information for potential buyers are important elements in every catalog. Future iterations are more cost effective and quicker to produce.

Training & Workshops

From CA\$495

We offer a wide variety of workshops from Shopify training, social media training, GoogleMyBusiness creation & optimizations and SEO

+ Add another service

Web Designer

Delete

WordPress - Design, Development & Implementation

From CA\$10000

We build WordPress websites from start to finish. Each website includes training. We have hosting options available. Building a website is a collaborative process that requires multiple rounds of feedback from the business owner. You can examples of previous work on our website.



Service categories

Categories allow you to group similar services

- Industry
- Department
- Service type (Branding, Financial Services, Education)



Adding Services

You need the following

- Service name
- Service price
- Description

Edit service details

×

Service

Shopify - Design, Development & Implementation

From

▼


Service price (CAD)

10000

Service description

Start to finish store development.
Understanding your products/services and audience are key components of selling online.
Every store includes training for both ownership and staff. All stores are built on Shopify. Inquire for more details.

241 / 300

 Delete service

Cancel

Save



Adding Services

A complete service listing

- As you add or subtract services from your offerings, make sure to update your collections

E - Commerce Agency		Delete
Shopify - App Integration	From CA\$2500	
Integrating apps is a fast and cost effective alternative to building software specific to your business needs. Testing apps is an integral part of remaining lean, competitive and agile while scaling business processes.		>
Wholesale Online Stores	From CA\$20000	
Creating a B2B marketplace involve creating customer pricing tiers for priority clients, protective pricing to ensure the store remains competitive and all relevant information for purchasing and procurement managers. Building a Wholesale store is a hands on process for the business owner.		>
Store Setup	From CA\$5999	
Setting up an only store similar to Brick & Mortar. Creating collections of products, sizes, specific product attributes. Creating a flawless user experience will enable online customers to find the products they are looking for in the fewest number of clicks.		>
Ownership & Staff Training		
Training comes standard for each store created. Ownership training includes understanding how to create sales, manage user accounts/permissions. Staff training includes adding products correctly, managing sales and in-store pickups. A full training syllabus can be provided upon request.		>
Shopify - Design, Development & Implementation	From CA\$10000	
Start to finish store development. Understanding your products/services and audience are key components of selling online. Every store includes training for both ownership and staff. All stores are built on Shopify. Inquire for more details.		>
+ Add another service		

[Add another business category](#)

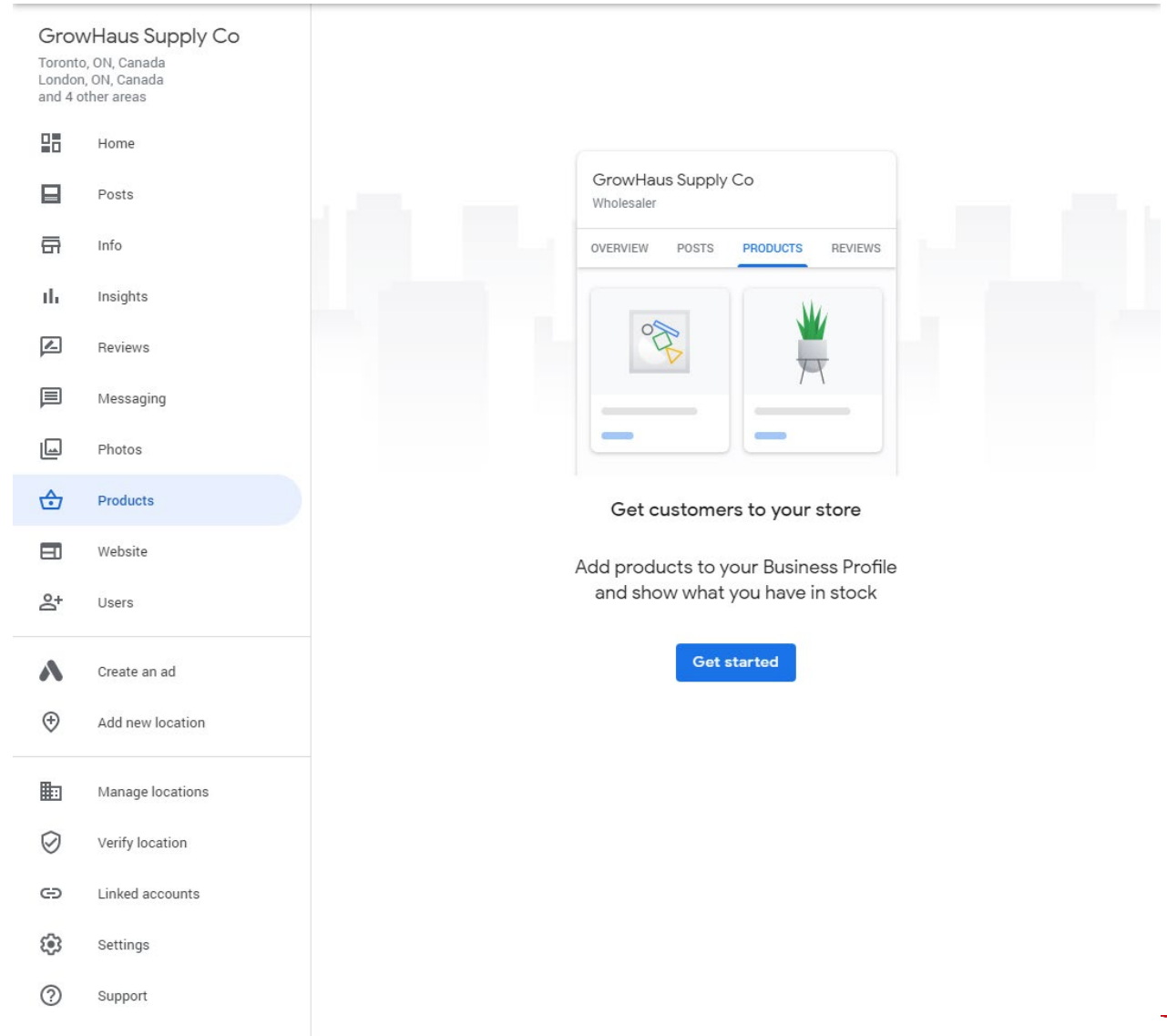


GMB Products



Adding Products

Navigate to the Products Tab



Product categories

Categories allow you to group similar products

- Categorize by brand name
- Style
- Product type (Shoes, Kitchen Supplies, Food)
- Size



Adding Products




You need the following

- A product image
- Product price
- Description
- A complete CTA with a link*

*Multiple CTA options are available

Add product category

Pick a star product to show customers on Google



Product name
SHYIELD™ Concentrate 20 / 58

Create a new category ▼

Product category
SHYIELD™ Disinfectant 21 / 58

Examples: Dining Tables, Headphones, Shoes

Add some details such as price and description

☒ Fixed price ☐ Price range

Product price (CAD)

Optional

Product description
SHYIELD™ Concentrate utilizes Accelerated Hydrogen Peroxide®, a patented and synergistic blend of commonly used ingredients, that when combined with low levels of hydrogen peroxide dramatically increase its efficacy and cleaning performance. 241 / 1000

Optional

Order online ▼

Link for your button
<https://growhaussupply.ca/collections/shyield> 45 / 1500

Cancel Save



Adding Products

A complete product listing

- As you add or subtract products from your offerings, make sure to update your collections

GrowHaus Supply Co

Toronto, ON, Canada
London, ON, Canada
and 4 other areas

Home

Posts

Info

Insights

Reviews

Messaging

Photos

Products

Website

Users

Create an ad

Add new location

Manage locations

Verify location

Linked accounts


Settings

Support

To finish your free listing, you'll need to verify that you're authorized to manage it.


Verify

SHYIELD™ Disinfectant




SHYIELD™ Concentrate 200L Drum

SHYIELD™ Concentrate utilizes Accelerated Hydrogen Peroxide®, a patented and synergistic blend of commonly used ingredients, that when combined with low levels of hydrogen peroxide dramatically increa...



SHYIELD™ Concentrate 20L Pail

SHYIELD™ Concentrate utilizes Accelerated Hydrogen Peroxide®, a patented and synergistic blend of commonly used ingredients, that when combined with low levels of hydrogen peroxide dramatically increa...




SHYIELD™ Concentrate 4L Jug

SHYIELD™ Concentrate utilizes Accelerated Hydrogen Peroxide®, a patented and synergistic blend of commonly used ingredients, that when combined with low levels of hydrogen peroxide dramatically increa...


Add product

SHYIELD™ Ready To Use Liquid



SHYIELD™ Ready To Use Liquid 1L Jug

SHYIELD™ Ready To Use Liquid utilize Accelerated Hydrogen Peroxide®, a patented and synergistic blend of commonly used ingredients, that when combined with low levels of hydrogen peroxide dramaticall...




SHYIELD™ Ready To Use Liquid 4L Jug

SHYIELD™ Ready To Use Liquid utilize Accelerated Hydrogen Peroxide®, a patented and synergistic blend of commonly used ingredients, that when combined with low levels of hydrogen peroxide dramaticall...

Add product

SHYIELD™ Ready To Use Wipes



SHYIELD™ Ready To Use Wipes

SHYIELD™ Ready To Use Wipes utilize Accelerated Hydrogen Peroxide®, a patented and synergistic blend of commonly used ingredients, that when combined with low levels of hydrogen peroxide dramatically...



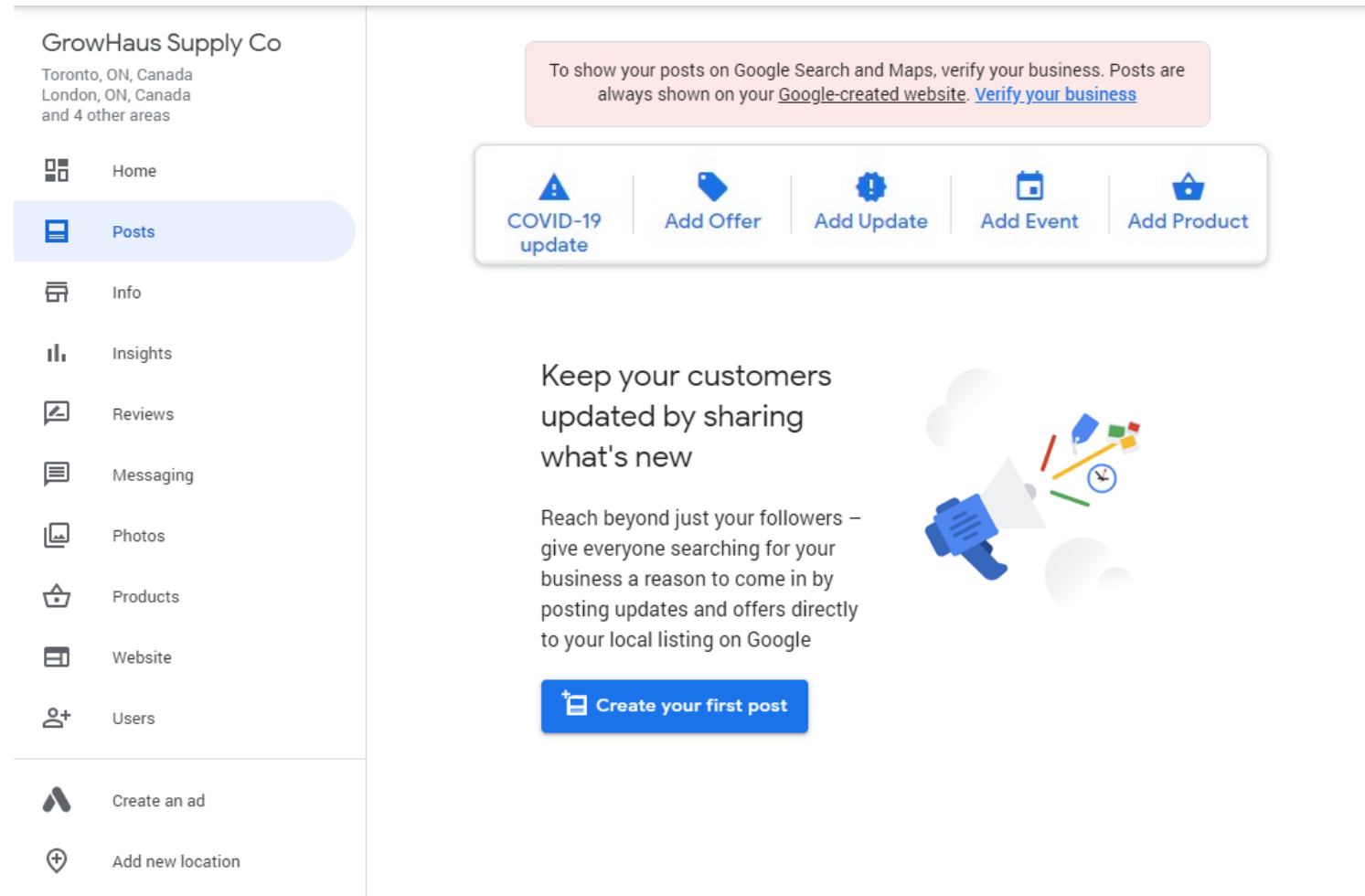
An aerial, high-angle photograph of a large stadium at night. The stadium's seating bowl is visible in the foreground, with rows of seats illuminated by a warm, orange glow. In the center of the stadium, a large, bright fire or explosion is taking place, casting a strong light across the scene. The stadium's architecture, including its curved walls and arched openings, is visible. The surrounding area, including a road and some structures, is also visible in the upper part of the frame.

GMB Posts



Posts

Navigate to the Posts Tab



The screenshot displays the Google Business Profile interface for 'GrowHaus Supply Co'. The left sidebar contains a navigation menu with the following items: Home, Posts (highlighted in blue), Info, Insights, Reviews, Messaging, Photos, Products, Website, and Users. Below this menu are two additional options: 'Create an ad' and 'Add new location'. The main content area at the top features a pink notification box stating: 'To show your posts on Google Search and Maps, verify your business. Posts are always shown on your Google-created website. [Verify your business](#)'. Below the notification is a row of five action buttons: 'COVID-19 update' (with a warning icon), 'Add Offer' (with a tag icon), 'Add Update' (with a gear icon), 'Add Event' (with a calendar icon), and 'Add Product' (with a shopping bag icon). The main content area below these buttons contains the text: 'Keep your customers updated by sharing what's new' and 'Reach beyond just your followers – give everyone searching for your business a reason to come in by posting updates and offers directly to your local listing on Google'. To the right of this text is an illustration of a blue megaphone with colorful paper airplanes flying out of it. At the bottom of the main content area is a blue button with a plus icon and the text 'Create your first post'.

GrowHaus Supply Co
Toronto, ON, Canada
London, ON, Canada
and 4 other areas

Home
Posts
Info
Insights
Reviews
Messaging
Photos
Products
Website
Users

Create an ad
Add new location

To show your posts on Google Search and Maps, verify your business. Posts are always shown on your [Google-created website](#). [Verify your business](#)

COVID-19 update
Add Offer
Add Update
Add Event
Add Product

Keep your customers updated by sharing what's new

Reach beyond just your followers – give everyone searching for your business a reason to come in by posting updates and offers directly to your local listing on Google

Create your first post



What are posts?

Posts allow you to broadcast information to users on a variety of topics.

- Events
- News
- Offers (sales)
- Product information
- Sharing company updates
- COVID-19 update



Best Post practices?

Writing a post: What not to do

- Don't use commercial slang:
'BOGO: 50% off men's trainers'.
- Don't use excessive exclamation marks or all caps:
'Crazy SALE today!!!'
- Don't include more than one theme or offer in one communication:
'Half price coffee and tea from 3-6 PM on Fridays, and buy 6, get one free donut on weekdays'.
- Don't craft a deal with too many exclusions:
'10% off new seasonal sandwiches. Not valid on lunch specials'.



Build a Post

You need the following


- Picture
- Description
- Complete CTA*

*Multiple options are available

Create post ×

[What's New](#) [Event](#) [Offer](#) [Product](#) [>](#)

To show your posts on Google Search and Maps, verify your business. Posts are always shown on your [Google-created website](#). [Verify your business](#)



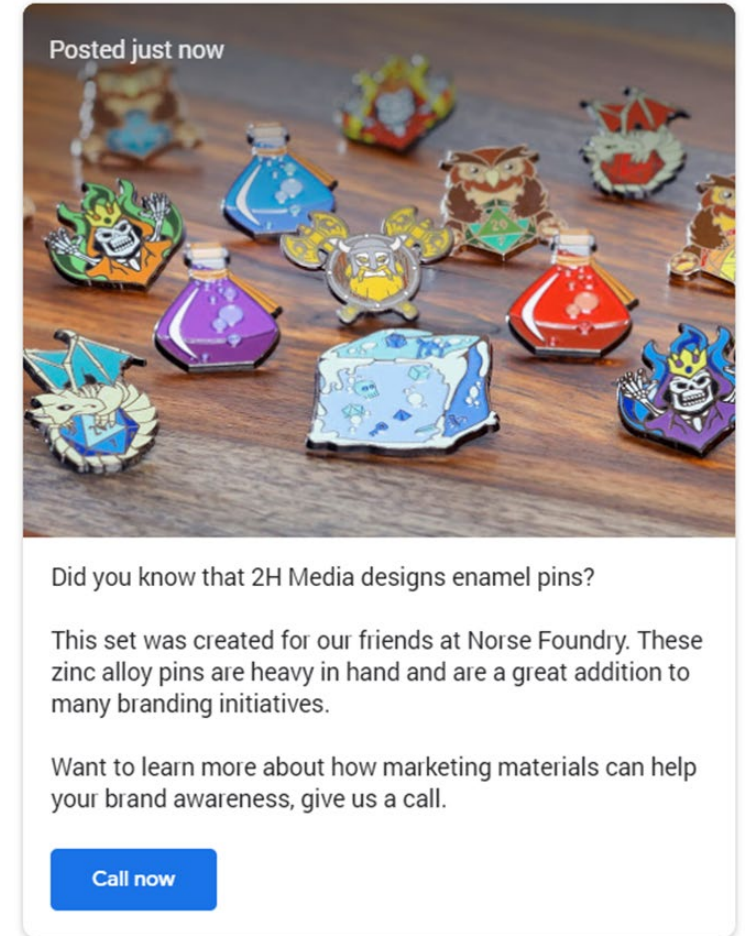
Make your post stand out with a photo

?

Add a button (optional)


None ▾

[Preview](#) [Publish](#)


[Publish](#)


Posts


Posts are displayed at the bottom of your GMB business listing

Reviews 

[Write a review](#) [Add a photo](#)

 "I highly recommend 2H Media and will continue to utilize their **services!**"
★★★★★

 "I really enjoyed the **consult** call I had with Matt."
★★★★★

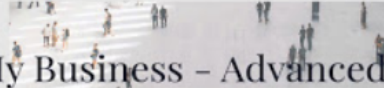
 "We now have SOPs in **place** that will help us scale in the future."
★★★★★

[View all Google reviews](#)

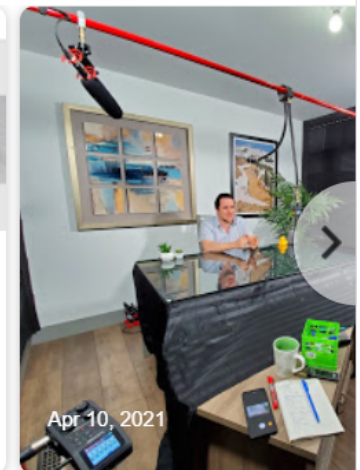
From 2H Media

"2H Media is an agile marketing and web development agency. We support businesses of all sizes create engaging experiences for online audiences. 2H Media specializes in eCommerce, organizational learning, digital advertising, content creation and...
[More](#)




ly Business - Advanced
on Google My Business

Google My Business Works...
Apr. 27, 10:00 a.m. - 3:00 p.m.
Google My Business -...
12 secs ago
[Learn more](#)



GMB Offers



What is an offer?

Offers apply to overall marketing initiatives; they usually contain the following:

- Dates
- Conditions
- Condensed descriptions

Type: Offer
Merchant: Mike's Family Pizzeria
Photo: Pizza
Call to action: 'Call now or visit'



Kids eat free this weekend! We love families at Mike's and to show our appreciation, all children dining with their families this weekend will eat totally free of charge. Offer applies to children under age 18, dining in the restaurant this Fri-Sun, 28-30 April. Call now to reserve or visit!



GMB Events & News



What is an event?

A time specific offer.

- Dates
- Conditions
- Condensed descriptions

Great for physical locations and time sensitive material

Type: Event
Merchant: Tax Pros
Photo: Taxes
Call to action: 'Call us'



Last-minute tax clinic

Don't panic if you've left your taxes until the last minute – we're happy to help you during our dedicated clinics. Book a 15-minute slot, from 7.30 AM on 10 April to 7.30 PM on 14 April, and our expert accountants will get you going in the right direction, advising on the appropriate forms, deductions and special circumstances. Call us for a free quote.



Have news to share?

Great for offering additional information

- Changes to your business
- Changes in related industries
- Excellent for sharing information
- Should be less sales focused

Type: News

Merchant: The Down Under

Photo: Concert

Call to action: 'Get your tickets'



We just released 100 extra tickets for tonight's Rock Showcase, featuring the best of the local scene's up-and-coming acts. Epic guitar solos probable, moshing encouraged. (The Down Under's Rock Showcase is a 21+ event.) Get your tickets now!




COVID-19 Posts

Recommendations

- Should be updated as frequently as needed
- Webpages or online appointment bookings should be available
- Keep the messaging simple and short

Create post ×

[COVID-19 update](#) [Offer](#) [What's New](#) [>](#)

 **Changes to your business?**
Let customers know about any changes to your business due to COVID-19

Update your status

If you have to make special arrangements or want to ensure your customers have up-to-date accurate information about your COVID-19 response use this post type.

This can include a link to an appointment booking or a learn more page on your website

Add a button (optional)

Learn more ▼

Link for your button

2h.media

Preview

Publish



Competitor posts

Google keeps an eye on your competition for you

- Great for inspiration

The screenshot shows the Google My Business interface for a business named "2H Media". The left sidebar contains navigation options: Home, Posts, Info, Insights, Reviews, Messaging, Photos, Products, Services, Website, Users, Create an ad, Add new location, Manage locations, Linked accounts, Settings, and Support. The main content area displays several key features:

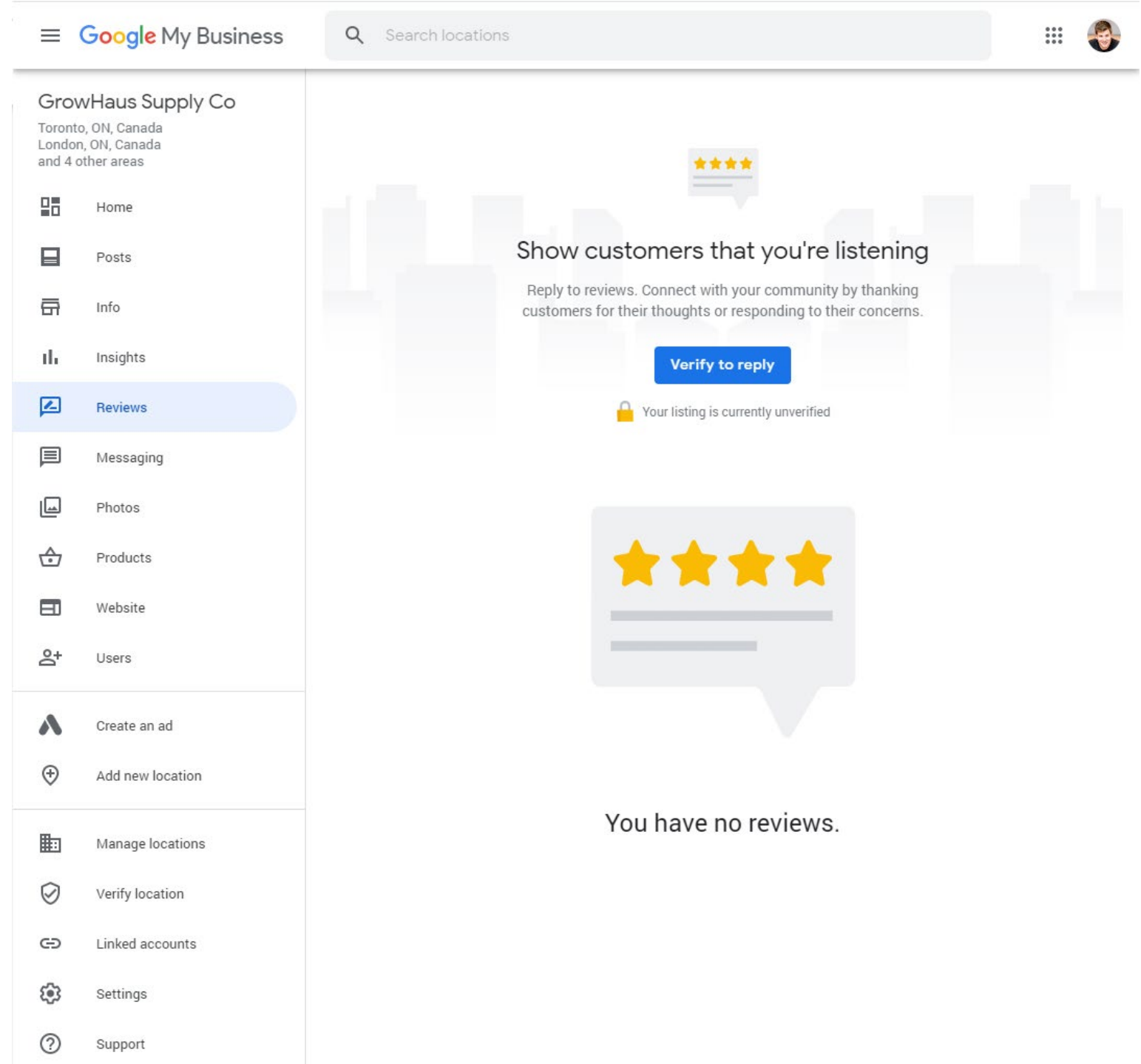
- Home:** A header with a "View plan" button and a "Complete your recommended tasks to reach your goals on Google" message.
- Advertise easily in minutes:** A section showing a search for "Marketing agency in Guelph" with a result for "2H Media - For All Your Marketing Needs". It includes a "Start now" button and a brief description of the service.
- PERFORMANCE:** A table showing performance metrics over the past 28 days.
- Your latest post:** A post titled "Get the most out of ..." dated Mar 3 - Mar 3, 2020, with 14 views and 2 clicks. It includes a "Create post" button and a "See more" link.
- LATEST REVIEWS:** A section showing a 5-star rating from Matthew Weber, dated 3 hours ago. It includes a "Reply" button and a "Skip" button.
- Businesses like yours are posting!:** A section showing a post from "Grant Thornton LLP" dated 1 day ago, with a "Create post" button.
- Get more reviews:** A section encouraging the user to share their Business Profile and get new reviews from customers, with a "Share review form" button.
- YOUR BUSINESS IS ON GOOGLE:** A section with a "View on Maps" button.

GMB Reviews



Reviews

Navigate to the Reviews Tab



The screenshot displays the Google My Business dashboard for 'GrowHaus Supply Co'. The left sidebar contains a navigation menu with the following items: Home, Posts, Info, Insights, **Reviews** (highlighted in blue), Messaging, Photos, Products, Website, and Users. Below this menu are sections for 'Create an ad', 'Add new location', 'Manage locations', 'Verify location', 'Linked accounts', 'Settings', and 'Support'. The main content area on the right features a header with the business name and location, followed by a 'Show customers that you're listening' section with a 'Verify to reply' button and a note that the listing is currently unverified. Below this is a large graphic of a 5-star review placeholder and the text 'You have no reviews.'

GrowHaus Supply Co
Toronto, ON, Canada
London, ON, Canada
and 4 other areas

- Home
- Posts
- Info
- Insights
- Reviews**
- Messaging
- Photos
- Products
- Website
- Users

Create an ad

Add new location

Manage locations

Verify location

Linked accounts

Settings

Support

Show customers that you're listening

Reply to reviews. Connect with your community by thanking customers for their thoughts or responding to their concerns.

[Verify to reply](#)

Your listing is currently unverified

You have no reviews.



Managing Reviews

Once you have verified

The screenshot displays the Google My Business dashboard for a business named '2H Media'. The left sidebar contains navigation options: Home, Posts, Info, Insights, Reviews (highlighted), Messaging, Photos, Products, Services, Website, Users, Create an ad, Add new location, Manage locations, Linked accounts, Settings, and Support. The main content area shows a banner with a city skyline and a 5-star rating icon, with the text 'Show customers you care, one response at a time' and 'Your customers now get notified when you reply to their review'. Below the banner, there are tabs for 'All', 'Replied', and 'Haven't replied'. The 'All' tab is selected, showing a list of reviews. Each review entry includes the reviewer's name, profile picture, star rating, time ago, the review text, and a 'Reply' button. The reviews are as follows:

- Matthew Weber** (5 stars, 4 hours ago): I reached out to 2h media for a marketing consultation for my consulting startup, Weber Digital. Matt Herchel is... [More](#)
- Mr. Had** (5 stars, 2 weeks ago): I had the pleasure of doing business with 2H Media, in particular, Aron Murch. His level of professionalism and... [More](#)
- Ben Preisenhammer** (5 stars, 2 weeks ago): We reached out to 2H media seeking help to grow our online clothing shop. They took the time to ask us questions and... [More](#)
- Krysta Traianovski** (5 stars, 2 weeks ago): I met 2H Media when they provided an informative and educational session on search engine optimization. As I have... [More](#)

At the bottom of the list, there is a response from '2H Media (owner)' dated 2 weeks ago: 'Thanks so much Krysta. We look forward to collaborating with you.' Below this response are 'Edit' and 'Delete' buttons.

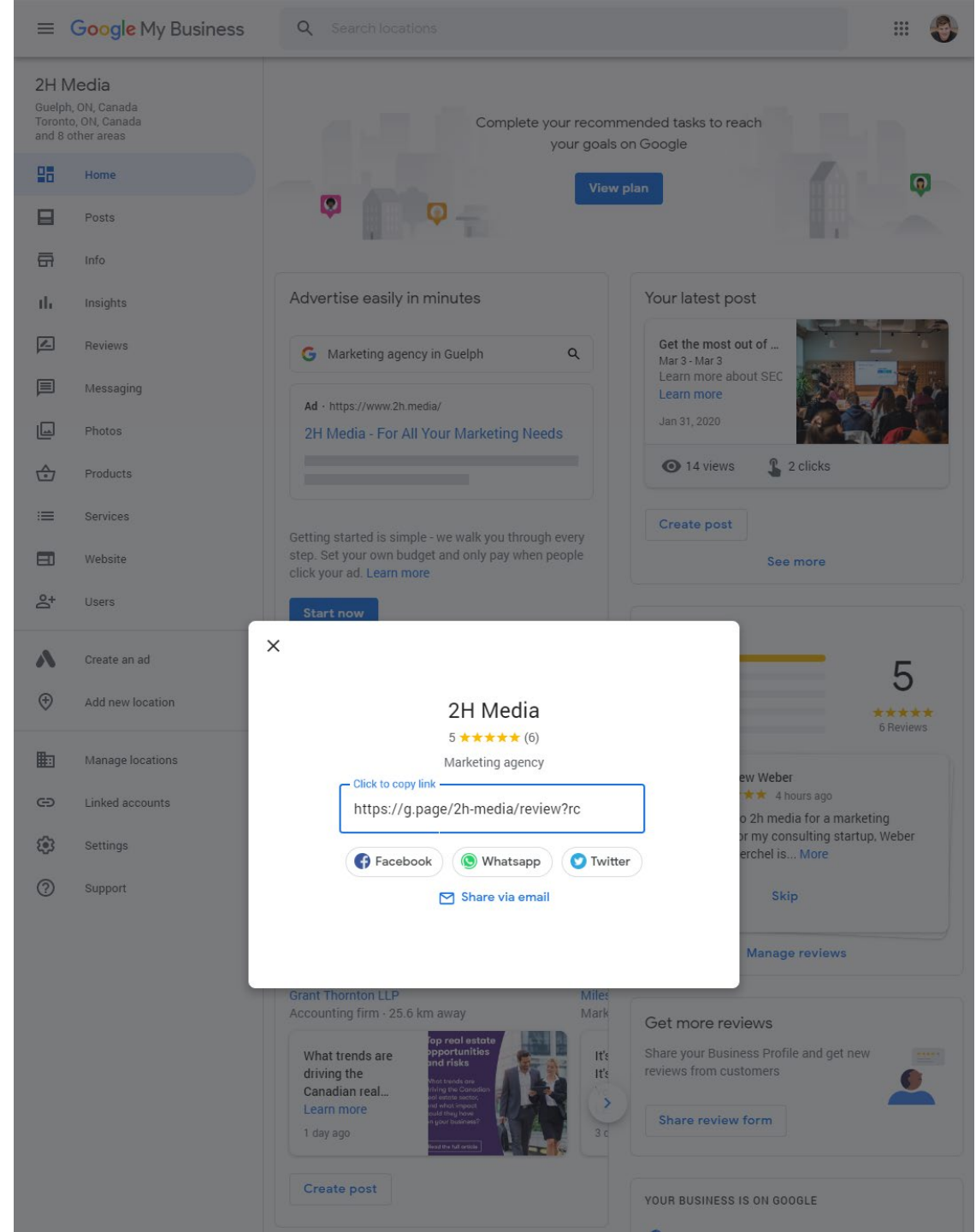


Getting more Reviews

Navigate to the Home Tab

Click share review form

Note: You can personalize your review link by updating your Profile Short Name on the Info Tab.



GMB Verify



Verification

Your account must be verified prior to it being accessible by the public.

The screenshot displays the Google My Business interface for a business named 'GrowHaus Supply Co'. The left sidebar contains navigation links: Home, Posts, Info, Insights, Reviews, Messaging, Photos, Products, Website, Users, Create an ad, Add new location, Manage locations, Verify location, Linked accounts, Settings, and Support. The main content area is divided into several sections:

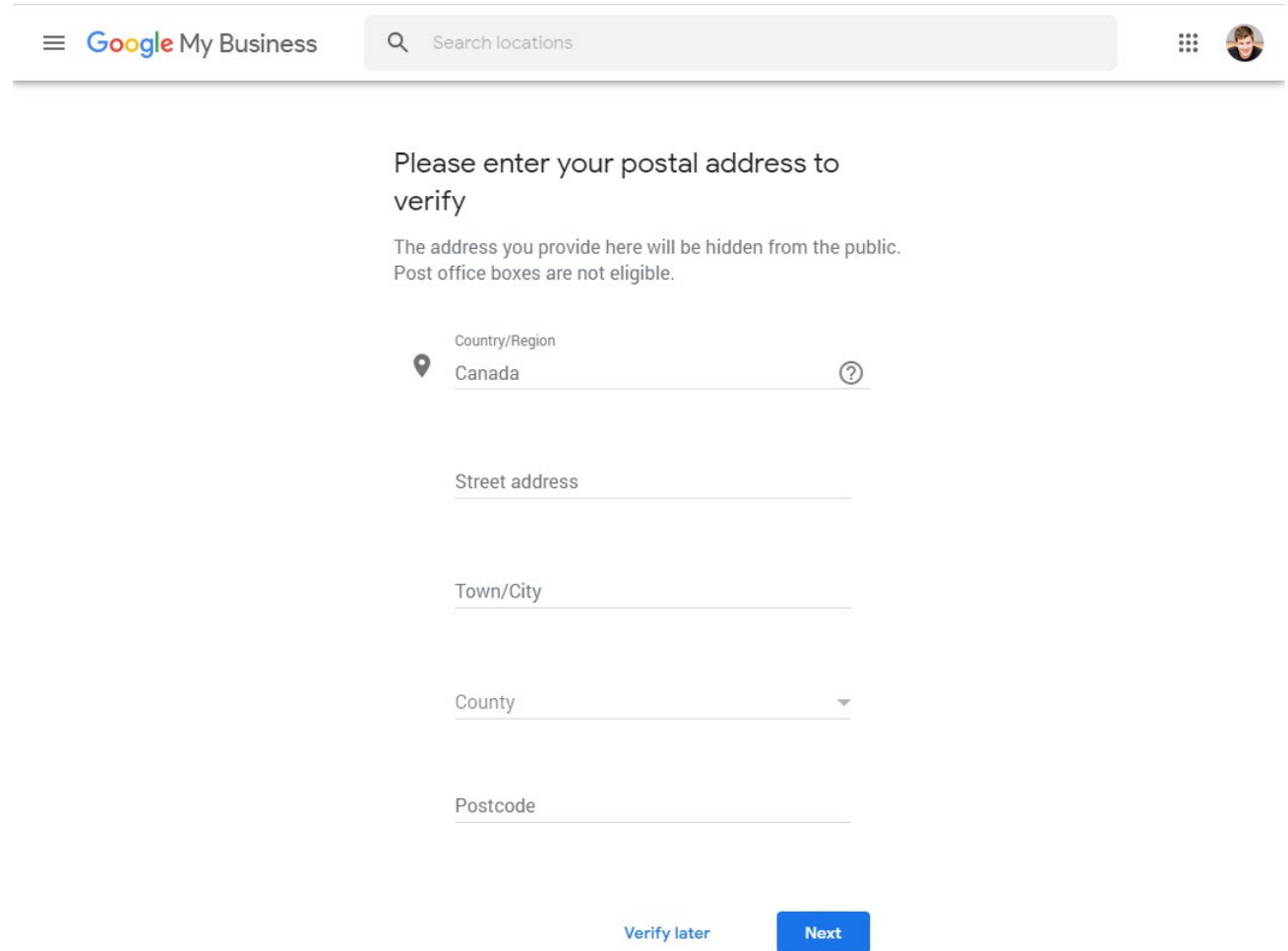
- Advertise easily in minutes:** Promotes an ad for 'Wholesaler' with a link to 'GrowHaus Supply Co - Quality Clothing And More' and a 'Start now' button.
- Have news to share with your customers?:** Encourages sharing events or products with a 'Create post' button.
- Complete your listing:** Shows a progress bar at 40% and offers to 'Add hours', 'Add description', and 'Add logo'.
- Verification needed:** A red warning icon indicates that verification is required to finish the free listing. It lists benefits of verification (finding customers, promotional posts, analytics, and reviews) and includes a 'Verify now' button.
- Learn more about your business:** Offers to discover how customers find the business with a 'Verify now' button.
- Get full access to your Business Profile:** Promotes the Google My Business app with buttons for 'Get the Android app' and 'Get the iOS app'.
- Reviews:** Encourages verifying the business to respond to reviews with a 'Verify now' button.
- Let customers message you:** Promotes enabling messaging to get leads with a 'Turn on messaging' button.



Verification

If you haven't added an address you must enter this information for Google.

This information will not be public



The screenshot shows the Google My Business verification interface. At the top, there is a header with the Google My Business logo, a search bar labeled 'Search locations', and a user profile icon. The main content area has a heading 'Please enter your postal address to verify' followed by a note: 'The address you provide here will be hidden from the public. Post office boxes are not eligible.' Below this, there are five input fields: 'Country/Region' (with a location pin icon and a dropdown menu showing 'Canada'), 'Street address', 'Town/City', 'County' (with a dropdown arrow), and 'Postcode'. At the bottom right, there are two buttons: 'Verify later' (a blue link) and 'Next' (a blue button).

Google My Business

Search locations

Please enter your postal address to verify

The address you provide here will be hidden from the public.
Post office boxes are not eligible.

Country/Region
Canada

Street address

Town/City

County

Postcode

[Verify later](#) [Next](#)



Choose a way to verify



Choose a way to verify

In order to fully manage and represent this business on Google, you'll need to confirm that it's yours.

Select how you'd like to get a verification code. [Learn more](#)



Postcard by post

Have a postcard with your code posted to this address

May take up to 12 days to arrive

Contact name

Post

GrowHaus Supply Co

1835 Green Meadow Drive, Burlington, ON L7P 2Y7, Canada

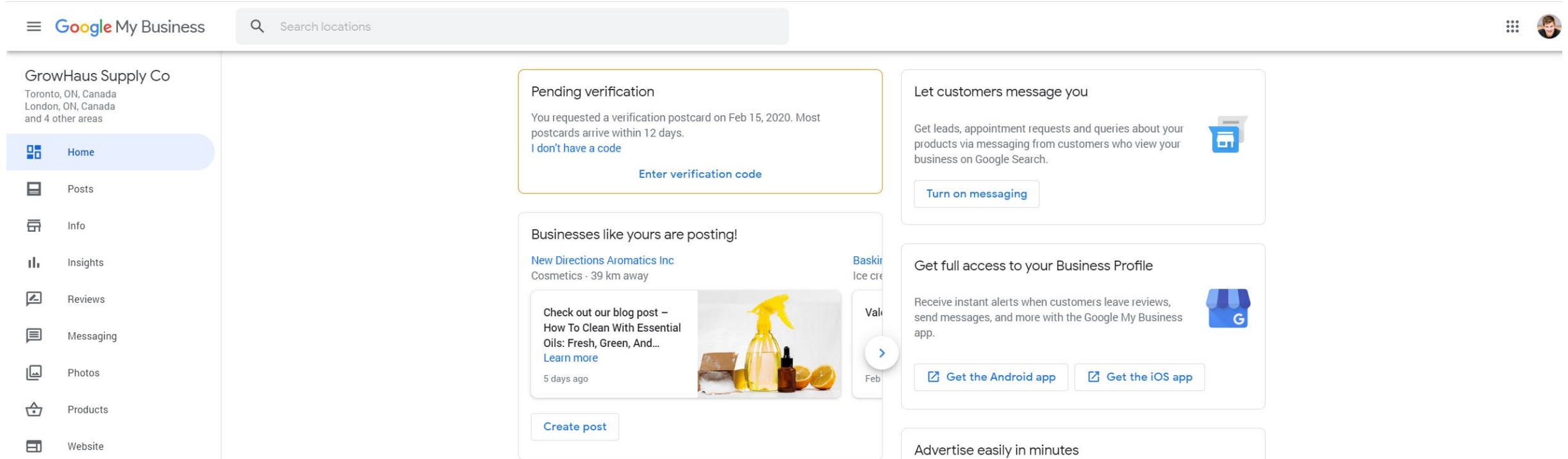
[Edit address](#)



Google will Snail Mail you a post card.



Enter your verification code



Enter your verification code

You're now verified

The account **matthew@2h.media** is now authorized to manage **GrowHaus Supply Co** on Google

Get started adding photos, replying to reviews, creating posts, and more

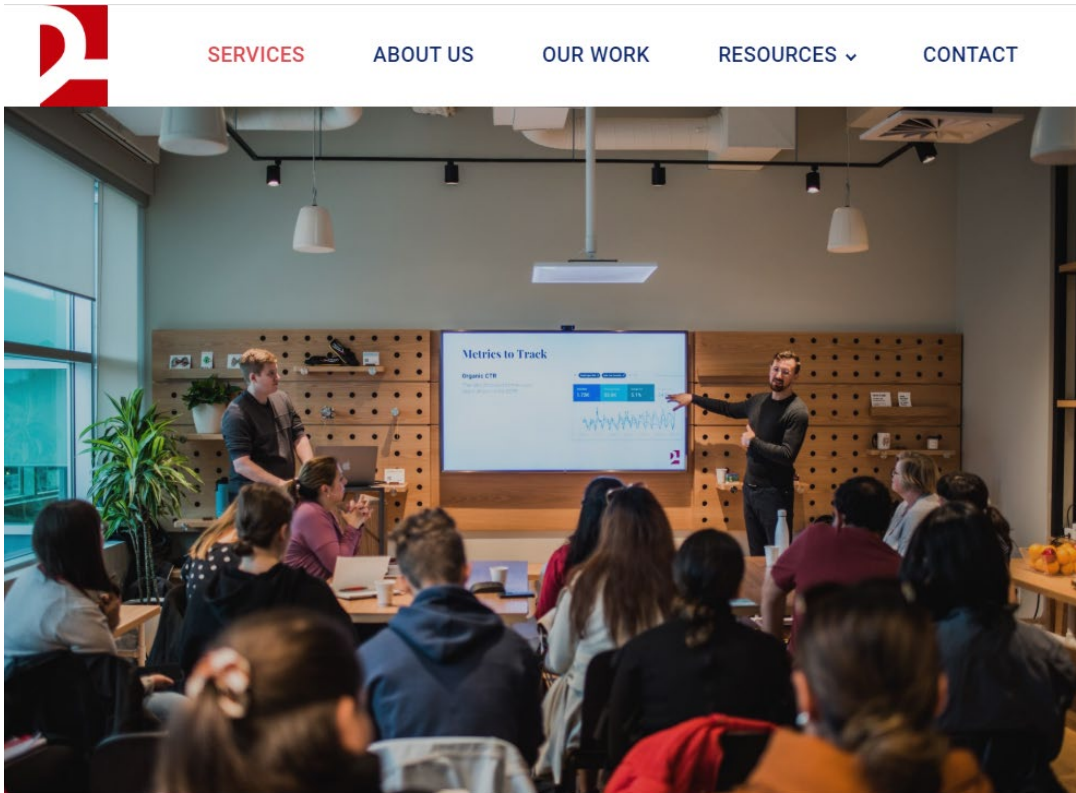
Get started



Now what?



Questions?



How do I get the slides?

Subscribe to our newsletter
at www.2h.media

How do we connect?

Follow 2H Media on LinkedIn

Specific Questions?

Give us a call

P: 519-835-3009

E: hello@2h.media

