

# Google My Business Beginner



# About Us



Ecommerce · Branding · Web Development

# What you'll learn

1. What is a GMB
2. Why it's important
3. Account setup
4. Managing the basics
5. Adding company branding
6. Starting verification
7. Q & A



# What is Google My Business really?

## Google My Business

It's a free and easy-to-use tool for businesses and organizations to manage their online presence across **Google**, including Search and Maps.



# Where can I see a GMB listing

Go to [www.google.com](http://www.google.com)

In the search field type the name of any small or medium sized business.

- Hauser Company
- Arabella Park Beer Bar
- 2H Media



# Hauser Company Stores



Website

Directions

Save

4.6 ★★★★★ 18 Google reviews

Furniture store in Waterloo, Ontario

You manage this Business Profile

**Address:** 330 Weber St N, Waterloo, ON N2J 3H6

**Hours:** Closed · Opens 10 a.m. Fri. ▾

**Phone:** (519) 747-3818

**Province:** Ontario

[Edit your business information](#) · [Manage this listing](#)

Know this place? [Answer quick questions](#)

## Questions & answers

Be the first to ask a question

Ask a question

## Popular times

Thursdays



Send to your phone

Send

Review summary

Write a review



About 7,970,000 results (0.52 seconds)

[www.arabellaparkbar.com](http://www.arabellaparkbar.com)

### ARABELLA PARK

We are **Arabella Park**. But we're not actually a park – you can't drink in parks. And we serve beer, so that's kinda our thing. We're a craft beer bar with an 18-tap ...

[www.facebook.com](https://www.facebook.com) › Places › Kitchener, Ontario › Brewery

### Arabella Park - Home | Facebook

★★★★★ Rating: 4.6 - 75 votes

**Arabella Park** - 740 Belmont Ave. West, Kitchener, Ontario N2M 1P2 - Rated 4.6 based on 75 Reviews "Amazing experience.....great concept....all ages were..."

[www.instagram.com](https://www.instagram.com) › arabellaparkbar

### Arabella Park (@arabellaparkbar) • Instagram photos and ...

**Arabella Park**. BEER BAR 18 rotating taps ft. craft beer & cider + shareable snacks. M: 4P-12A T: clsd. W + TH: 4P-12A F + SA: 12P-1A SU: 2P-10P kitchen hrs: ...

[www.tripadvisor.ca](https://www.tripadvisor.ca) › ... › Kitchener › Kitchener Restaurants

### ARABELLA PARK BEER BAR, Kitchener - Menu, Prices ...

★★★★★ Rating: 4 - 31 reviews - Price range: \$\$ - \$\$\$

**Arabella Park Beer Bar**, Kitchener: See 31 unbiased reviews of **Arabella Park Beer Bar**, rated 4 of 5 on Tripadvisor and ranked #104 of 525 restaurants in ...

[twitter.com](https://twitter.com) › arabellaparkbar

### Arabella Park (@ArabellaParkBar) | Twitter

The latest Tweets from **Arabella Park** (@ArabellaParkBar). BEER BAR//18 rotating taps + shareable menu // HOURS: mon+weds+thurs: 4P-12A / fri+sat: 12P-2A ...

[www.yelp.ca](https://www.yelp.ca) › Restaurants › Canadian (New)

### Arabella Park Beer Bar - 19 Photos & 12 Reviews - Beer Bar ...

★★★★★ Rating: 4 - 12 reviews - Price range: \$11-30

12 reviews of **Arabella Park Beer Bar** "best place for craft beer in KW! Huge always changing menu and reasonable prices. interior is very unique. service is also ...



## Arabella Park Beer Bar

[Website](#) [Directions](#) [Save](#)

4.6 ★★★★★ 898 Google reviews

\$\$ · Bar

Modern pub with communal & outdoor seating, changing craft beers & ciders plus sharing plates.

**Address:** 740 Belmont Ave W, Kitchener, ON N2M 1P2

**Hours:** **Open** · Closes 12 a.m.

**Phone:** (226) 220-6374

[Suggest an edit](#) · [Own this business?](#)

### Events

Sat., Apr. 18 9th Anniversary Dinner Celebration!  
6:00 p.m.

**Know this place?** [Answer quick questions](#)

### Questions & answers

See all questions (4)

[Ask a question](#)



# Creating your GMB



# Starting from scratch

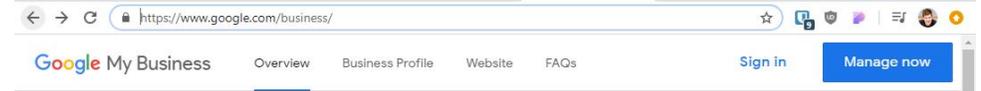
## Step By Step

Open a web browser

In the search bar enter  
[www.google.com/business](https://www.google.com/business)

Sign in with your Gmail account\*

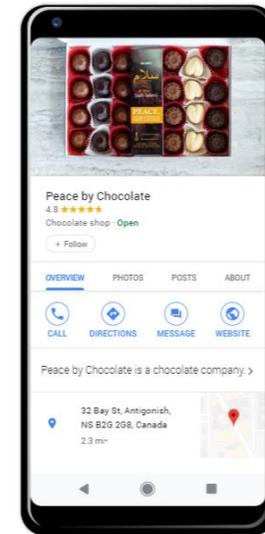
\*If you don't have a Gmail account  
raise your hand.



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](#)



# Adding a new location

Google My Business

Search locations

Manage locations

Manage reviews

Verify all locations

Linked accounts

Settings

Support

Manage locations

Create location group

Ungrouped locations

Locations **14 locations** **100% verified**

Locations **All locations (14)** **Add location**

<input type="checkbox"/>	Name ↑	Status
<input type="checkbox"/>	<b>2H Media</b> Guelph, ON, Canada, Toronto, ON, Canada, and 8 other areas	<input checked="" type="checkbox"/> Verified

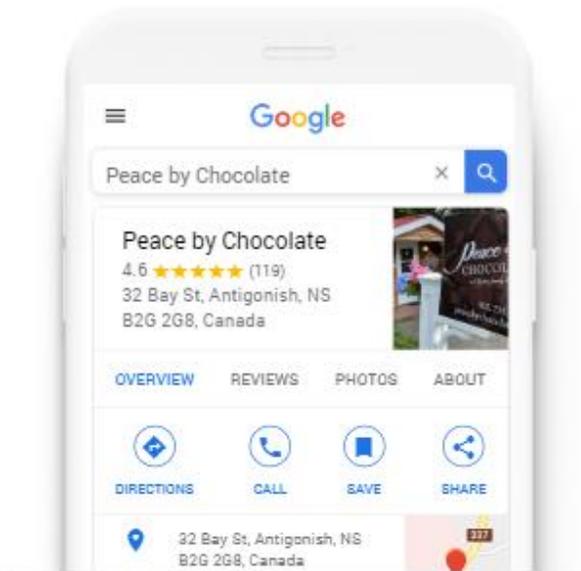
Add single location

Import locations



# Find your location

Google My Business



Find and manage  
your business

Can't find your business?

[Add your business to Google](#)



# Add your business to Google

Google My Business



← What's the name of your business?

 Business name  
GrowHaus Supply Co|

By continuing you agree to the following [Terms of Service](#) and [Privacy Policy](#)

Next



# Add a category fits your business

Google My Business



← Choose the category that fits your business best

This helps customers find you if they are looking for a business like yours. [Learn more](#)

You can change and add more later

Next



# Bricks & Mortar vs Online

## We have 2 separate options

- Having a service area without a location
- Displaying your physical store address

We will start with the service area. If you have a physical store please find 3 photos of your physical location.



# Do you have a physical location - NO

Google My Business



← Do you want to add a location customers can visit, like a store or office?

This location will show up on Google Maps and Search when customers are looking for your business

Yes

No

Next



# What are your service locations?



← Where do you serve your customers?  
(optional)

You can list your service areas below. They will show up on your listing and help bring relevant customers.

[Search and select areas](#)



Manhattan, New York

You can change and add more later

Toronto, ON, Canada X

St. Catharines, ON, Canada X

Guelph, ON, Canada X

Waterloo, ON, Canada X

London, ON, Canada X

Next



# Do you have a physical location - YES

Google My Business ? 

---

← What's the address?



[Next](#)

---



# Adding your basic information

Google My Business



← What contact details do you want to show to customers?

Help customers get in touch by including this info on your listing

Contact phone number  
  5198353009

Current website URL  
  <https://growhaussupply.ca/>

I don't need a website

Get a free website based on your info.

[See details](#)

Next



# Listing created

Google My Business



## ← Finish and manage this listing

You'll be able to manage **GrowHaus Supply Co** on Google.

- ✓ Promote your business with photos and posts
- ✓ Track business analytics to understand your customers
- ✓ Respond to customer reviews

Finish



# First step to verify your account

☰ Google My Business  

Please enter your mailing address to verify

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

Country / Region  
 

Street address

City

Province

Postal code

[Verify later](#)



# GMB Home



# The GMB Menu

## Understanding the Menu

Based on the business category you chose you will have a unique set of options in the menu.

Everyone will have some similar options

The screenshot shows the Google My Business interface for 'GrowHaus Supply Co'. The left sidebar contains a menu with the following items: Home (selected), 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:** A search bar with 'Wholesaler' entered. Below it, an ad preview for 'GrowHaus Supply Co - Quality Clothing And More' is shown. A 'Start now' button is at the bottom.
- Have news to share with your customers?:** A section for creating posts, with a 'Create post' button.
- Complete your listing:** A progress indicator shows 40% completion. Below it are buttons to 'Add hours', 'Add description', and 'Add logo'.
- Verification needed:** A section with a red star icon stating 'To finish your free listing, you'll need to verify that you're authorized to manage it. What you'll get with verification:'. It lists four benefits: 'Allow new customers to find you across Google', 'Create promotional posts', 'Track business analytics', and 'Respond to customer reviews'. A 'Verify now' button is at the bottom.
- Learn more about your business:** A section with a bar chart icon and the text 'Discover how customers find and interact with your business.' A 'Verify now' button is at the bottom.
- Get full access to your Business Profile:** A section with a blue 'G' icon and the text 'Receive instant alerts when customers leave reviews, send messages, and more with the Google My Business app.' It includes buttons for 'Get the Android app' and 'Get the iOS app'.
- Reviews:** A section with a star icon and the text 'Verify your business to read and respond to reviews.' A 'Verify now' button is at the bottom.
- Let customers message you:** A section with a blue envelope icon and the text 'Get leads, appointment requests and queries about your products via messaging from customers who view your business on Google Search.' A 'Turn on messaging' button is at the bottom.

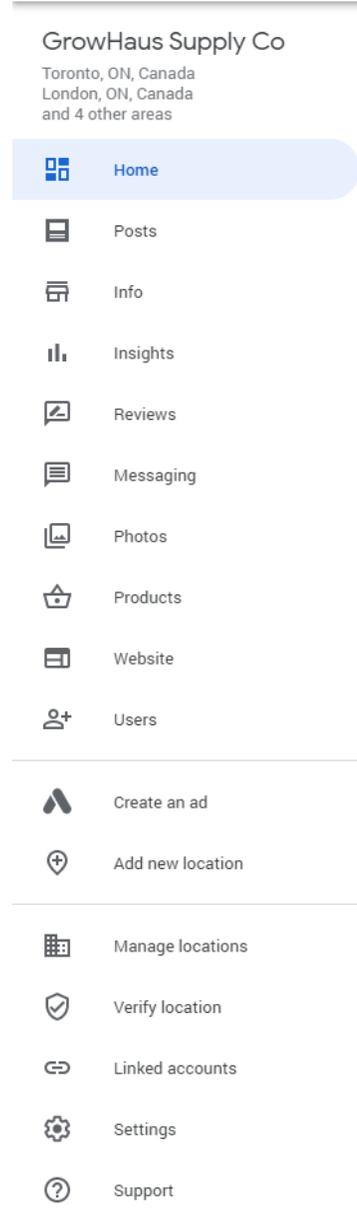


# The GMB Menu

GMB Basic Options

Info

Photos



# GMB Info



# The Info Tab

The information you enter into the Info Tab will be public.

The screenshot displays the 'Info Tab' of a Google Business Profile for 'GrowHaus Supply Co'. The left sidebar contains navigation options: Home, Posts, Info (selected), 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 shows the business name 'GrowHaus Supply Co' and category 'Wholesaler'. Below this, various attributes are listed with edit icons: 'No location; deliveries and home services only', 'Service areas' (listing Toronto, London, Hamilton, and St. Catharines, ON, Canada), 'Add hours', '+1 647-326-6573', 'https://growhaussupply.ca/', 'Products' (Add or edit products), 'Highlights' (Add attributes), 'Offerings' (Add attributes), 'Add business description', 'Add opening date', and 'Add photos'. A notification at the top right states: 'Your edits won't appear on Google until you verify your business. Learn more' with a 'Verify now' link.



# What are your operating hours?

## Hours

Sunday	<input type="checkbox"/>	Closed				
Monday	<input checked="" type="checkbox"/>	Open	9:00 am	–	5:00 pm	<a href="#">Add hours</a>
Tuesday	<input checked="" type="checkbox"/>	Open	9:00 am	–	5:00 pm	<a href="#">Add hours</a>
Wednesday	<input checked="" type="checkbox"/>	Open	9:00 am	–	5:00 pm	<a href="#">Add hours</a>
Thursday	<input checked="" type="checkbox"/>	Open	9:00 am	–	5:00 pm	<a href="#">Add hours</a>
Friday	<input checked="" type="checkbox"/>	Open	9:00 am	–	5:00 pm	<a href="#">Add hours</a>
Saturday	<input type="checkbox"/>	Closed				

24 hours

---

5:00 pm

Cancel [Apply](#)



# Adding Special Hours

## Special hours

Enter hours for days when this business has an irregular schedule

 1/1/20  Closed 

 2/17/20  Closed 

 4/10/20  Closed 

 7/1/20  Closed 

 8/3/20  Closed 

 9/7/20  Closed 

 12/25/20  Closed 

 12/26/20  Closed 

[Add new date](#)

Cancel

Apply



# Holidays

## List of Canadian holidays in 2020

Holiday	Date in 2020	Observance
<a href="#">New Year's Day</a>	January 1, Wednesday	National
<b>Islander Day</b>	February 17, Monday	PEI
<b>Louis Riel Day</b>	February 17, Monday	MB
<b>Heritage Day</b>	February 17, Monday	NS
<a href="#">Family Day</a>	February 17, Monday	BC, AB, SK, ON, NB
<b>Valentine's Day</b>	February 14, Friday	Not a stat holiday
<b>Leap Day</b>	Saturday, February 29	-
<b>St. Patrick's Day</b>	March 17, Tuesday	Not a stat holiday
<a href="#">Good Friday</a>	April 10, Friday	National except QC
<a href="#">Easter Monday</a>	April 13, Monday	QC
<a href="#">Mother's Day</a>	May 10, Sunday	Not a stat holiday
<a href="#">Victoria Day</a>	May 18, Monday	National except NB, NS, NL
<a href="#">Father's Day</a>	June 21, Sunday	Not a stat holiday
<b>Aboriginal Day</b>	June 21, Sunday	NWT
<b>St. Jean Baptiste Day</b>	June 24, Wednesday	QC
<a href="#">Canada Day</a>	July 1, Wednesday	National
<a href="#">Civic Holiday</a>	August 3, Monday	AB, BC, SK, ON, NB, NU
<a href="#">Labour Day</a>	September 7, Monday	National
<a href="#">Thanksgiving</a>	October 12, Monday	National except NB, NS, NL
<a href="#">Halloween</a>	October 31, Saturday	Not a holiday
<a href="#">Remembrance Day</a>	November 11, Wednesday	National except MB, ON, QC, NS
<a href="#">Christmas Day</a>	December 25, Friday	National
<a href="#">Boxing Day</a>	December 26, Saturday	ON



# Business Description

## Best copywriting practices

Paragraph 1: Explain who you are.

Paragraph 2: Explain what you do.

Paragraph 3: Explain how you are better (what is your competitive advantage.)

From the business

Write a brief description of your business.

[Learn more](#)

GrowHaus Supply Co is Canada's premier cannabis centric exclusive wholesale distributor of top brands and facility supplies.

GrowHaus offers best in class products for humidity control, disinfectant cleaners, curing & storage containers and personal protective equipment.

With industry leading customer service and priority pricing GrowHaus helps the largest Canadian cannabis growers, extractors, LP's and distributors. Call us and get started today.

453 / 750

Cancel [Apply](#)

**Please note:** Customers will see your edits after you [verify](#).



# GMB Photos



# The Photos Tab

Based on your category you may have different options

The screenshot shows the Google My Business interface for 'GrowHaus Supply Co'. The left sidebar contains a navigation menu with the 'Photos' tab highlighted. The main content area features a 'Showcase your business' section with a 'Verify' button and a note that the listing is unverified. Below this is a horizontal menu with 'Overview', 'Video', 'At work', 'Team', and 'Identity' tabs. The 'Overview' tab is active, displaying three cards: 'Logo' (with a 'Choose photo' button), 'Cover' (with a 'Choose photo' button), and 'Video' (with an 'Add videos' button). Each card includes a brief description of its purpose.

Google My Business

Search locations

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

Showcase your business

Upload photos and videos of your business, products, or offerings for customers to see. Your uploads will be saved here, but will not be published on Google until you verify your business.

Verify

Your listing is currently unverified

Overview Video At work Team Identity

Logo  
Your logo is used to show your identity when you post a photo or reply to a review.  
Choose photo

Cover  
Your cover photo should showcase the personality of your business. It is your preferred photo to be shown on your listing in Search and Maps.  
Choose photo

Video  
Use a video to tell the story of your business and what makes it unique.  
Add videos



# The Photos Tab

Add your logo, a cover photo and a few additional photos in each section.

Google My Business Cover Photo Size: 1080 x 608 pixels (minimum 480 x 270; maximum 2120 x 1192) Format: JPG or PNG. Size: Between 10 KB and 5 MB.

The screenshot shows the Google My Business interface for 'GrowHaus Supply Co'. The left sidebar contains navigation options: Home, Posts, Info, Insights, Reviews, Messaging, Photos (highlighted), Products, Website, Users, Create an ad, Add new location, Manage locations, Verify location, Linked accounts, Settings, and Support. The main content area shows the 'Photos' tab with a grid of images. The top row includes a 'Cover' photo of a person in a lab coat, a 'Logo' photo with the text 'GROW HAUS SUPPLY CO.', and a photo of a person in a hard hat. The bottom row shows a photo of a cannabis grow room and a photo of three people at a trade show booth with the text 'HAVE THE TERPS'. A video section is also visible, with a prompt to 'Add videos'.



# GMB Verify



# Verification

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

The screenshot shows the Google My Business dashboard for 'GrowHaus Supply Co'. The dashboard includes a navigation menu on the left with options like 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 features several cards: 'Advertise easily in minutes' with a 'Wholesaler' ad; 'Have news to share with your customers?' with a 'Create post' button; 'Complete your listing' with a 40% progress indicator and buttons for 'Add hours', 'Add description', and 'Add logo'; 'Get full access to your Business Profile' with buttons for 'Get the Android app' and 'Get the iOS app'; 'Learn more about your business' with a 'Verify now' button; 'Reviews' with a 'Verify now' button; and 'Let customers message you' with a 'Turn on messaging' button. A prominent 'Verification needed' alert is displayed, stating: '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.' A 'Verify now' button is provided for this alert.



# Verification

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

This information will not be public

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

**GrowHaus Supply Co**  
1835 Green Meadow Drive, Burlington, ON L7P 2Y7, Canada

[Edit address](#)

Post



**Google will Snail Mail you a post card.**



# Enter your verification code

Google My Business Search locations

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

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

### Pending verification

You requested a verification postcard on Feb 15, 2020. Most postcards arrive within 12 days.  
[I don't have a code](#)

[Enter verification code](#)

### 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](#)

### Businesses like yours are posting!

[New Directions Aromatics Inc](#)  
Cosmetics · 39 km away

Check out our blog post –  
How To Clean With Essential  
Oils: Fresh, Green, And...  
[Learn more](#)

5 days ago



[Create post](#)

### Get full access to your Business Profile

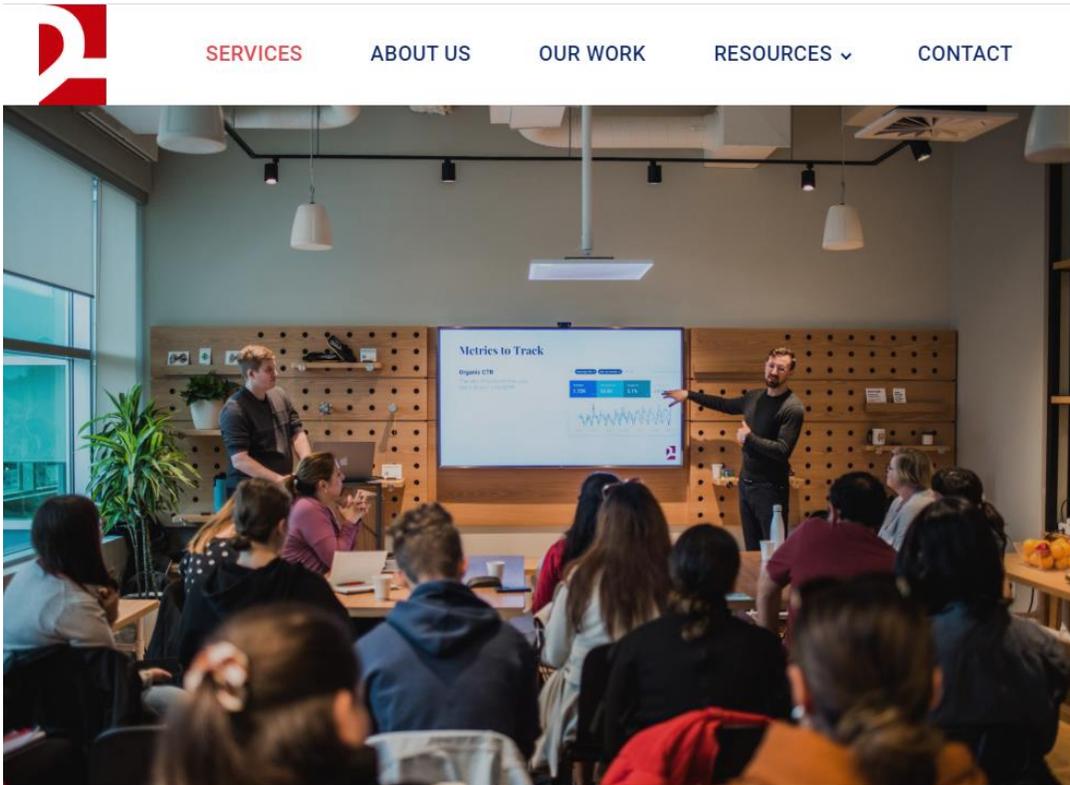
Receive instant alerts when customers leave reviews, send messages, and more with the Google My Business app.

[Get the Android app](#) [Get the iOS app](#)

### Advertise easily in minutes



# Questions?



## How do I get the slides?

Subscribe to our newsletter at [www.2h.media](http://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](mailto:hello@2h.media)

