

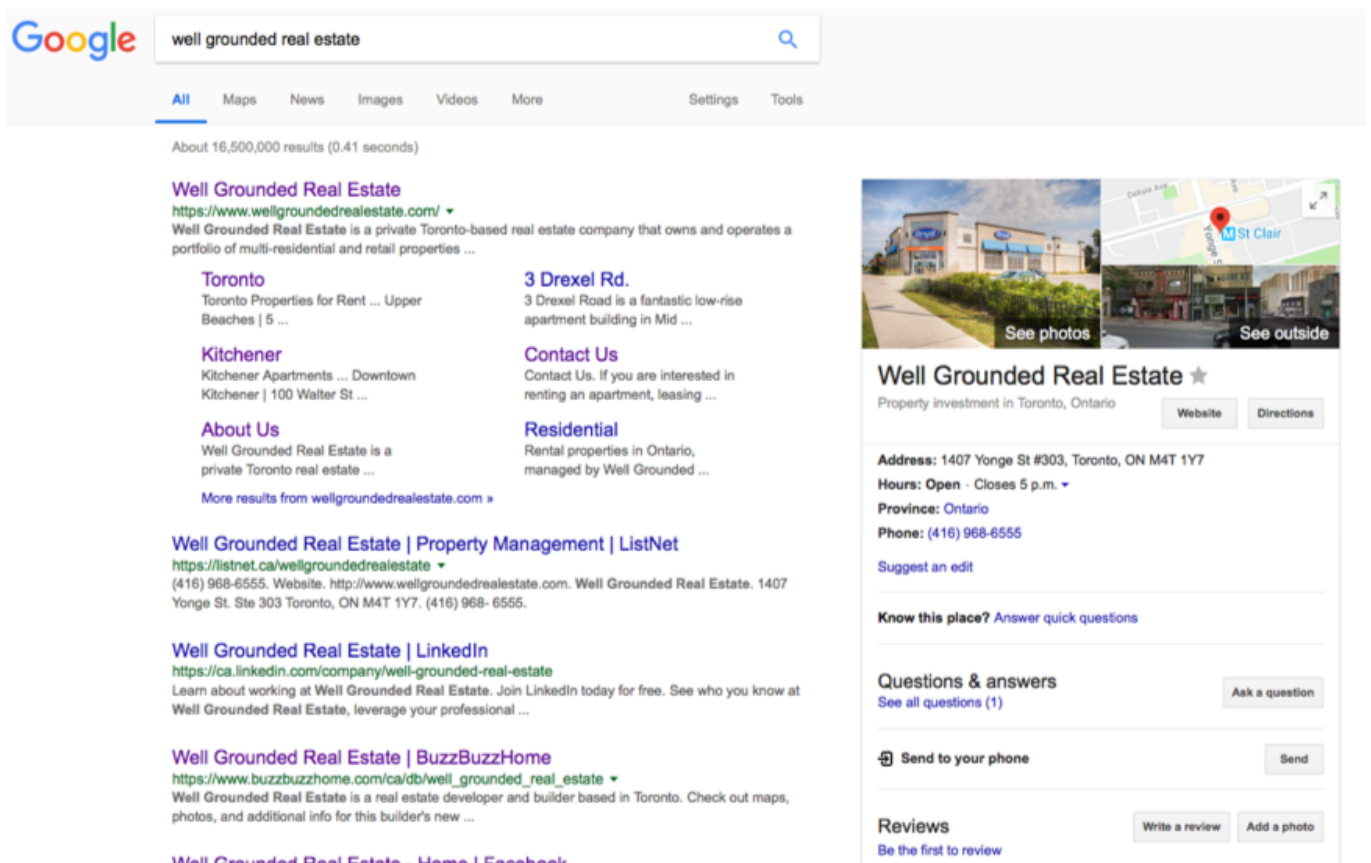
TENANT NEWSLETTER

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GOOGLE MY BUSINESS

What is it?

Google My Business is a free tool (on Google) that allows you to manage how your business appears on Google Search and Google Maps. You can add all your business information such as name, location, hours, as well as respond to customer questions and reviews. For example, if searched on Google, details regarding your store will show up on the right-hand margin, like the following:



The screenshot shows a Google search for "well grounded real estate". The search results include a link to the company's website, a description of the company, and several links to social media and local listings. On the right side, there is a Google My Business profile for "Well Grounded Real Estate".

Well Grounded Real Estate
Property investment in Toronto, Ontario

Address: 1407 Yonge St #303, Toronto, ON M4T 1Y7
Hours: Open - Closes 5 p.m.
Province: Ontario
Phone: (416) 968-6555

Questions & answers
See all questions (1)

Reviews
Be the first to review

HOW TO SET IT UP:

1 Login to your Google account.
(If you don't have one, you can easily create one – it's completely free) *Tip: Your email address doesn't have to be a Gmail address.*

2 Go to google.com/business
click “Start Now” in the top-right corner.

3 Follow all the prompts
fill in the required information.

Once Step 1 – 3 are complete, you will need to verify your business. You can do this using various methods (Postcard, Phone or E-mail).

4 Choose a verification method
And make sure your address is correct.

5 Wait to receive your verification code (it may take a few days)
Once received, log back into Google My Business and input the code.

After your business has been verified, you can feel free to edit your profile, add/update information, upload photos etc. anytime.

Benefits:

1. Puts your business on the map – literally and figuratively – including Google Maps and Waze.
2. Improves your organic ranking on Google search.
3. Increases your business exposure online.
4. It can drive more people to your social media sites boosting likes on your page.
5. Allows customers to give your business good ratings and reviews – further improves your ranking on Google.

What you can do:

1. Share photos.
2. Read and respond to reviews.
3. Gain access to insights (such as how many people searched for your business).



We strongly recommend you do this for your business to increase exposure and foot traffic!

If you have any questions, please contact our office.

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