

Your Guide to Google My Business

JUNE 25 - JULY 1 2018

Manufacturing Marketing

GROWING YOUR BUSINESS

WHY YOU MUST MONITOR GOOGLE MY BUSINESS

**OPTIMIZING
YOUR LISTING**

**OFFICIAL
HELP GUIDE**

**NON-TECHIE +
ADVANCED TIPS**

This week's issue is all about Google My Business, from the *most important thing* you need to know about this tool, to how you can get more mileage from it as a manufacturer.

YOU'LL ALSO FIND details about two of GMB's easier to use features – photos and Posts – plus our question of the week.

In other news, Rachel and her family are now in Hawaii for 5 1/2 weeks. This is an annual trek for them, and because they've visited the US so many times, they consider themselves honorary Americans. Last year, Regan, Rachel's husband, even bought an American flag to hang outside the condo they rent!

Welcome to the US, Rachel! I can't wait until I visit with you and the fam in Hawaii next summer.

— Dianna Huff, Editor

Send us your thoughts on anything you read or your suggestions for future issues. Write to dianna@huffindustrialmarketing.com.

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COVER:

American Manufacturing at its finest: SpaceX at the Kennedy Space Center, United States. Photo courtesy of SpaceX.

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IN BRIEF

- How to Optimize Your GMB listing – full of screenshots. [Read Moz's blog post.](#)
- The official GMB help guide. Includes how to get started, verifying your business, updating business information, and engaging with customers. [Bookmark this page](#) so that you can find it later.
- For non-techies: Using the GMB Business Description feature – from [Search Engine Land](#).
- For advanced users: How to add an FAQ to your GMB listing – also from [Search Engine Land](#).

DID YOU KNOW?

You can now search Google using emoticons. Try it! Grab your mobile, put a pizza emoji into the Google search bar, then add “near me.” Google will show you pizza places near you.

Google My Business – What You Need to Know (A Shocking Must Read!)

Google has been making changes to Google My Business (GMB) – many of them quite good. While doing some preliminary research to write this piece, we came across a recent Moz article on how to optimize a GMB listing.

Reading it, our collective hair stood on end.

Here is the absolute one thing you need to know about your Google My Business listing:

ANYONE CAN MAKE UPDATES TO IT.

Yes, you read that correctly.

See that little “Suggest an edit” link in the Huff Industrial Marketing listing in Figure 1? All GMB listings have this link.

A person simply clicks on it, then clicks one of the little “edit”

pens (Figure 2).

This brings up the Google login screen where the person logs into his or her Google account.

Once logged in, the person can make a change to the Google My Business listing. This person can change the company’s website URL, hours of operation, business category, etc.

According to Moz, these aren’t suggested changes. Nope, they’re changes made in real time – *and Google might not notify you they’ve been made.*

A nefarious person or competitor can update your listing.

Google, apparently, thinks this is a good thing.

While you can’t stop these changes from being made, you can help keep changes to a minimum.

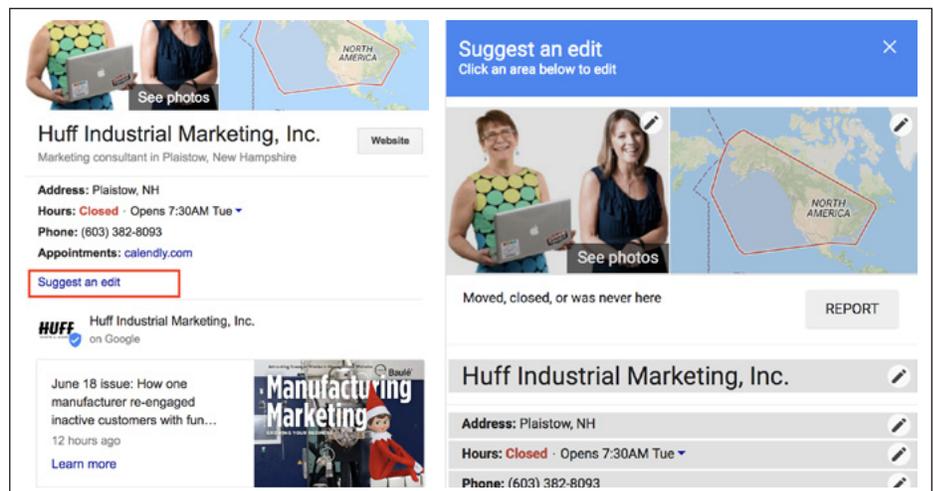


Figure 1: Suggest an edit link

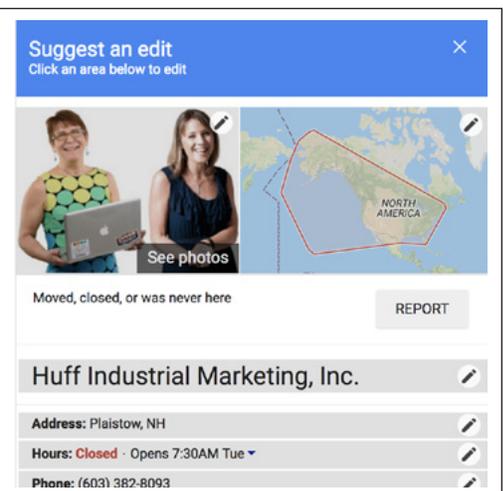


Figure 2: Selecting a section to edit

Continued from page 2:

Two things you should do:

1. Verify your Google My Business listing if you haven't yet done so. [Read Google's help file](#) if you need assistance.
2. Set a reminder to view your page at least twice a month. Moz's advice is to log into your GMB account regularly to ensure nothing has been changed without you knowing.

“ISN'T GMB FOR PLACES LIKE THE LOCAL PIZZA RESTAURANT? DO WE REALLY NEED IT?”

Yes, you do. Your GMB listing shows up in Google's search results and/or Maps anytime someone does a search using your company name, so it pays to ensure it's been set up correctly and enhances your company's brand.

As mentioned, Google has added some really nice features to GMB – a few of which are applicable to small manufacturers.

For additional information about Google My Business, and how to get some mileage from it, see the *In Brief* box. 

Two Google My Business Tips for Manufacturers

TIP 1: ADD POSTS TO YOUR LISTING

Google lets you add what they call a “post” your GMB listing. This post can be a link to an actual blog post.

It can also be a new product announcement or something to which you want to call attention. Maybe you're offering free shipping on certain items or your facility is shutting down for a two week summer vacation.

For the Huff Industrial Marketing GMB listing, we've been adding each new issue of our magazine (Figure 3).

It's very easy to add a post – simply follow the [Google help file](#) instructions.

Posts remain on your GMB

listing for 7 days. Rather than disappear from GMB after the 7 days, they stop showing in the listing box, but the all previous posts can be viewed from within the GMB interface or by users clicking a current post.

TIP 2: ADD PHOTOS OR VIDEOS

Photos are a nice way to let people see your products, the inside of your building, or the people who work for you.

Getting photos to display as you want them too, however, can be a little tricky.

When you upload photos, you sort them by “Video,” “At Work,” “Team,” and “Identity.” You upload your logo under the “Identity” tab, for example, or product photos under the “At Work” tab.

Once your photos have been uploaded, you then tell GMB which one is your “logo” and which is your “cover” photo. The cover photo is the one that appears at the top corner of the GMB listing. 

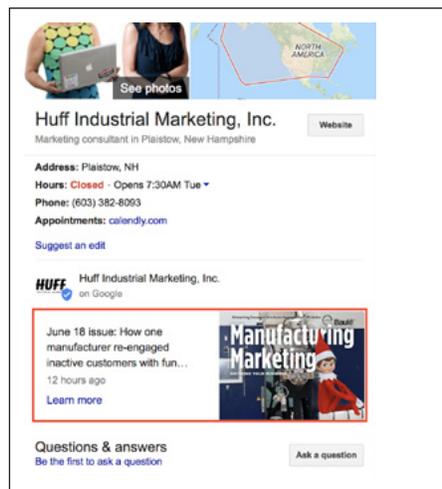


Figure 3: Google My Business post



ABOUT DIANNA HUFF AND RACHEL CUNLIFFE

Dianna Huff, [Huff Industrial Marketing](#), and Rachel Cunliffe, [cre8d design](#), provide ongoing marketing and design to manufacturing clients across the U.S.

Our process is seamless and efficient and is designed to **strategically create a website and follow-on marketing that gets you sales**. We're easy to work with – and friendly and charming, too.

“I seriously love your content and read each issue cover to cover!”
—**Sue Sokoloski,**
VP of Marketing,
Rethink Robotics

Question of the Week

How do we tell Google they've used the wrong photo of our building?

The top of the GMB listing has three items:

- “See Photos” box – Photos you or your customers upload
- Map box – Supplied by Google
- “See Outside” box – Supplied by Google

Google cars drive around taking pictures of businesses; these images become part of Google's Street View imagery seen in Maps, as well as the “See Outside” box for GMB listings.

Sometimes, however, the street view image isn't the most flattering image of your building – especially if your building sits behind an (ugly) building.

Or, the street maps view is the wrong building altogether.

What can you do? In the case of the wrong building being shown, you can move the map pin so the correct building shows in the street view app.

If your building sits behind an ugly building, fixing that is a little more tricky. Google advises that you hire a GMB photographer or upload “360” photos using their app. Or, you can upload photos you've taken **via the Photo feature in GMB**.

For either situation, see the [GMB help file](#) for details.

FREE BOOKLET: USE YOUR WEBSITE TO ATTRACT YOUNGER WORKERS

U.S. unemployment is at an all time low, while open job positions – especially in manufacturing – are at an all time high. The result: a very tight labor market coupled with lack of skilled labor.

While community and state organizations work to resolve this issue, you can take a proactive approach right now by using your website to attract younger workers.

To learn more, download the booklet: [Make American Manufacturing Great Again: Creating Manufacturing Websites to Attract Younger Workers](#).