



UNIT MARKETING PART III

Taking advantage of "Google My Business"



Adapted from <https://blog.hubspot.com/marketing/google-my-business>



What is Google My Business?

GMB is a free tool that lets you manage how your business appears on Google Search and Maps. That includes adding your business name, location, and hours; monitoring and replying to customer reviews; adding photos; learning where and how people are searching for you, and more.

Yes, your Scout Unit IS a business and you might as well make it easy for folks to find you!

If you've not already created a Google account for your Unit this is the time to do so. Make sure a key leader who'll be around for a while takes charge of this!

Create a Google My Business Listing

- **Step 1:** Log into the Google Account you want associated with your business (or create a Google Account if you don't already have one).
- **Step 2:** Go to google.com/business and select "Start now" in the top right-hand corner.
- **Step 3:** Enter your business name.

☰ Google My Business



What's the name of your business?

Business name

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

Next

Examples of "Business names":

Cub Scout Pack 1000, Anytown

Anytown Scouts, BSA Girl Troop 100

Scouts, BSA Troop 9999

Venturing Crew 111, Anytown

It's a good idea to include the city in which you meet but maybe avoid listing a Church or School name as that might make people think ONLY attenders of those organizations can be a part of your Unit.

SUGGESTION: You might consider NOT putting in an address just yet. At the end of this process Google will want to verify your business and with the nature of our type of business the only option will be to send a postcard – you want that postcard sent to *the person in charge of this Google Account*.

After the postcard comes and the business is verified you can always edit the business and add a street address of where you regularly meet.

- **Step 4:** Enter your business address.

← Where are you located?

Country / Region
United States

Street address
Enter a location

City
Enter the full city name

State ZIP code
Please select

I deliver goods and services to my customers.
[Learn more](#)

Hide my address (it's not a store)

Next

If you select “I deliver goods and services” then you can choose cities/regions – this will make your “business” pop up when folks in those regions Google “Cub Scouts near me,” for example.

Choose for your delivery area either a city or individual zip codes.

After you’ve verified your business and choose to add a physical address of where your Unit regularly meets you can choose the “distance from business” and put in a radius of a certain number of miles.

- **Step 5:** If you go to your *customers’* locations, rather than having them come to you, check the box “I deliver goods and services to my customers.” And if you work out of your house or another address you don’t want publicly shown, Check “Hide my address (it’s not a store) Only show region.” Finally, select your Delivery area.

← Delivery area

How do you deliver goods and services to your customers?

Deliver in person within region, city or postcode

Deliver in person within distance from business

0 miles

Next

- **Step 6:** Choose your business category. Try to choose the most accurate category possible -- you're essentially telling Google which type of customers should see your business listing. **"Youth Organization"**
- **Step 7:** Add your business phone number or website.
- **Step 8:** Choose a verification option. If you're not ready to verify your business yet, click "Try a different method" → "Later."

If your Unit doesn't have a website you can use the URL to your Facebook Page.

How to Verify Your Business on Google

There are several ways to verify your GMB listing:

- By postcard
- By phone
- By email
- Instant verification
- Bulk verification

Most likely you'll be given ONE choice: verify by postcard.

This is why I recommended NOT putting in a physical address YET.

Note the option to add a contact name – again, this should be the person in charge of the Google Account.

Postcard Verification

- **Step 1:** If you aren't already logged into Google My Business, sign in now and choose the business you want to verify. (If you're already logged in, you'll be at the verification step.)
- **Step 2:** Make sure your business address is correct. Optional: Add a contact name -- that's who the postcard will be addressed to.

Choose a way to verify

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

- Postcard by mail**
Have a postcard with your code mailed to this address

Contact name

MAIL

Bagels & Books
1 Candy Ln, Brockton, MA 02301-2807, United States



- Try a different method**
More ways to verify

- **Step 3:** Click "Mail." The postcard should reach you in five days -- make sure you don't edit your business name, address, or category (or request a new code) before it comes, because this could delay the process.
- **Step 4:** Once you've gotten the postcard, log into Google My Business. If you have more than one business location, select the location you want to verify. If you only have one, select "Verify now."
- **Step 5:** In the Code field, enter the five-digit verification code on your postcard. Click "Submit."

If your postcard never shows up, or you lose it, you can request a new code by signing into Google My Business and clicking the "Request another code" blue banner at the top of the screen.

How to Optimize Your GMB Listing

Once you've verified your business, it's time to finish fleshing out your profile.

Go to the Google My Business dashboard, click the listing you'd like to work on, select "Info," and then choose a section to fill out or update.

The screenshot shows the Google My Business dashboard for 'Elizabeth Shutters', a Window Treatment Store. The left sidebar contains the business name, category, and service area. The main content area shows 'Advanced information' fields: Store code, Labels, and AdWords location extensions phone. A callout box provides optimization tips for Scout Units.

It may seem like a lot of these details don't apply to a Scout Unit – take advantage of what you can.

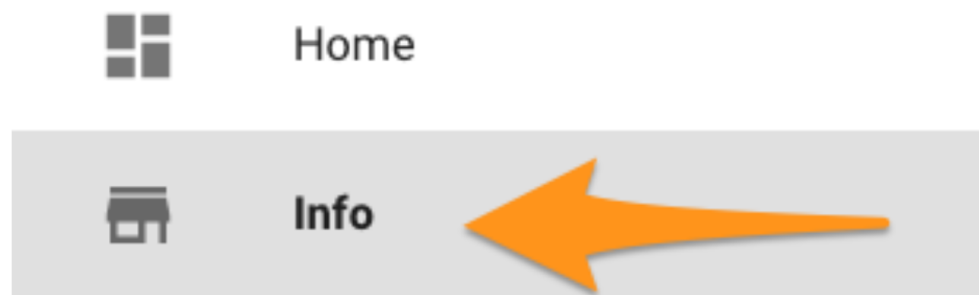
If your unit always meets a certain evening at a certain location those can be your "hours of operation."

Labels could be key words like "Camping," "Family," etc.

Add as much information and media as you can, including a business profile photo, the area you serve, your hours, attributes (e.g. "wheelchair accessible," "free wifi"), the day and year you opened, and a public phone number and website URL.

Anyone can "suggest an edit" to your listing, so it's important to A) get everything right the first time (so you don't encourage random people to make their own changes) and B) periodically log into your GMB dashboard and make sure all the details look right.

At any point in time, you can edit your business profile by logging into your GMB dashboard, clicking on "Info," clicking the pencil next to the field you'd like to edit, making your change, and then choosing "Apply."



Google My Business Photos

According to Google, [businesses with photos see 35% more clicks to their website](#) and 42% higher requests for driving directions in Google Maps.

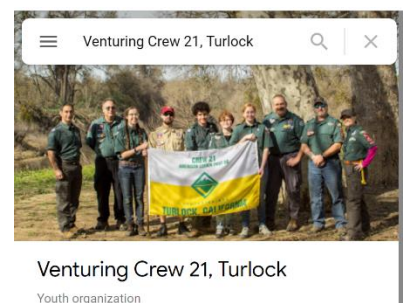
Photos should be at least 720 pixels wide by 720 pixels high and JPG or PNG files.

Not sure how many pictures to add -- or what they should be of?

Cover photo

Your Google My Business cover photo is one of the most important, as it shows up front and center on your listing.

For example 



Consider using the program logos for the Profile photo:

Profile photo

Your profile photo is what appears when you upload new photos, videos, or review responses.

<p>Profile</p> <p>Your profile photo is used to show your identity when you post a photo or reply to a review.</p> <p>Choose photo</p>	<p>Cover</p> <p>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.</p> <p>Choose photo</p>	<p>Video</p> <p>Use a video to tell the story of your business and what makes it unique.</p> <p>Add videos</p>

Along with your profile and cover photos, you can and should upload other pictures to make your listing more informative and engaging.

TYPE	DESCRIPTION	GOOGLE-RECOMMENDED MINIMUM	SUGGESTIONS
<ul style="list-style-type: none"> Exterior Interior Product Employees at work . . Team 	The outside of your business from different directions.	Three photos	Use pictures from different days (morning, afternoon, evening) to show customer recognition and business activity.

Photo ideas: **Exterior:** outdoor activities / **Product:** Scouts receiving recognition / **Team:** images showing leaders

Google My Business Videos

You can also add videos. Videos must be:

- 30 seconds or shorter
- 100 MB or smaller
- 720p resolution or higher

Videos can add some variety to your profile and make you stand out among other businesses in your category; however, don't worry if you don't have any -- unlike photos, they're not a "must have."

Google My Business App

Google My Business is also available in app form for both [iOS](#) and [Android](#).

You can use the app to:

- Update your business hours, location, contact information, and description
- Post statuses and pictures
- View search insights

You cannot use the app to:

- Delete your business listing
- Change its settings
- Give ownership of the listing to another user

Google My Business vs. Google Places for Business vs. Google+

If you're confused about the many names and options for managing your Google presence, you've got a right to be. Google Places *used* to be Google's tool for owners to manage their business profiles, but it was retired in 2014. Now Google My Business is the central hub to manage how your business appears on Google Search, Maps, and Google+.

So, what's Google+? It's Google's social network (the closest example is probably Facebook). You can join or start Communities -- public or private groups organized around a theme, like [Knitting](#) -- and follow or create Collections -- think Pinterest boards.

A Google+ account for your business lets you interact with niche groups and post pictures and updates. In other words, it's like a Facebook page for your business. You can access your Google+ account from your Google My Business dashboard (but a Google+ account isn't necessary to have a GMB account).

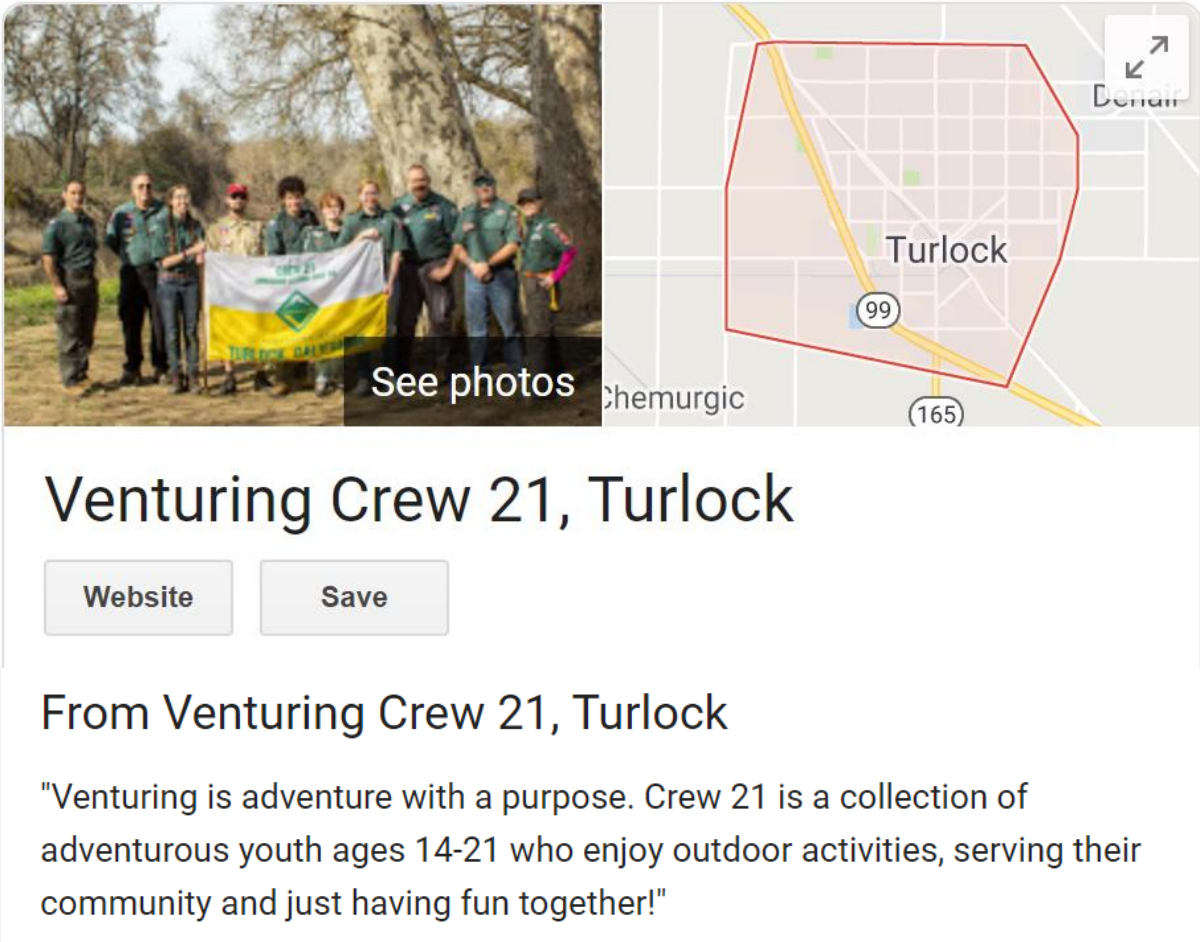
Here's the TL;DR:

Do you *need* a Google+ account? No -- and if you're short on time, it might be better to focus on other marketing and/or social media channels.

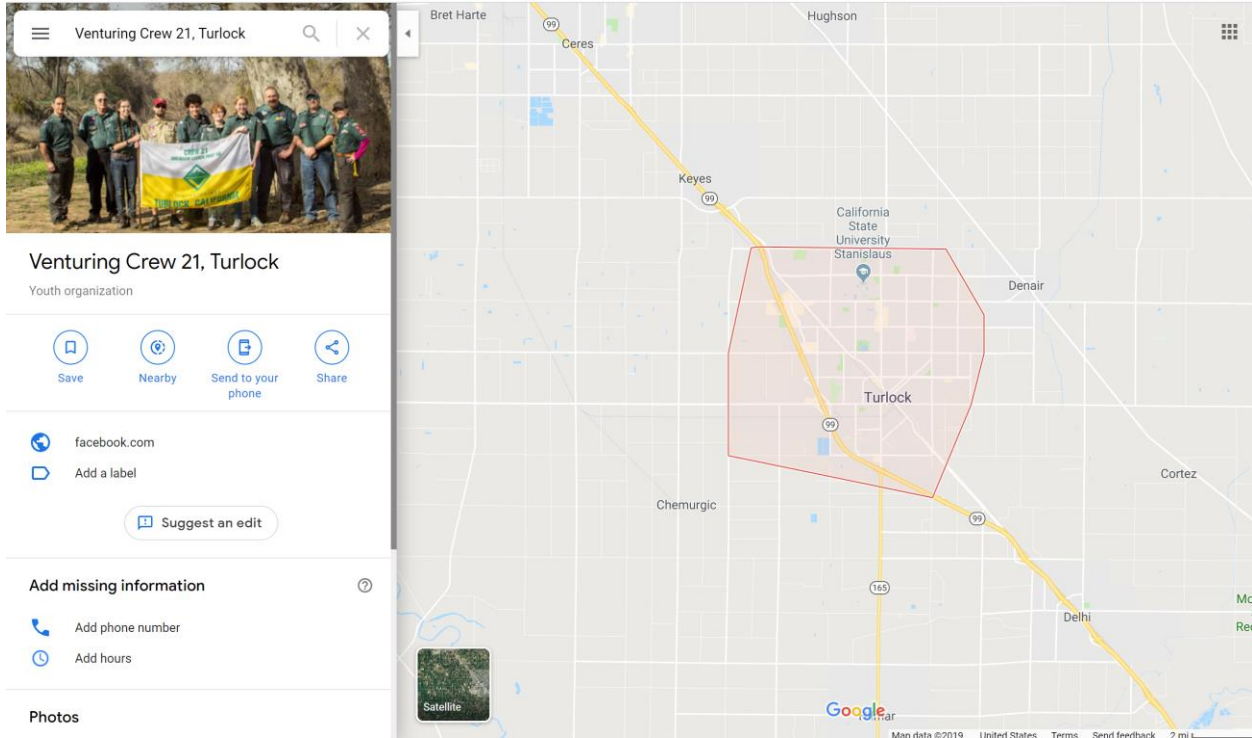
Do you *need* a Google My Business account? If you're targeting local customers, I highly recommend it.

Originally published Apr 27, 2018 6:30:00 AM, updated April 27 2018

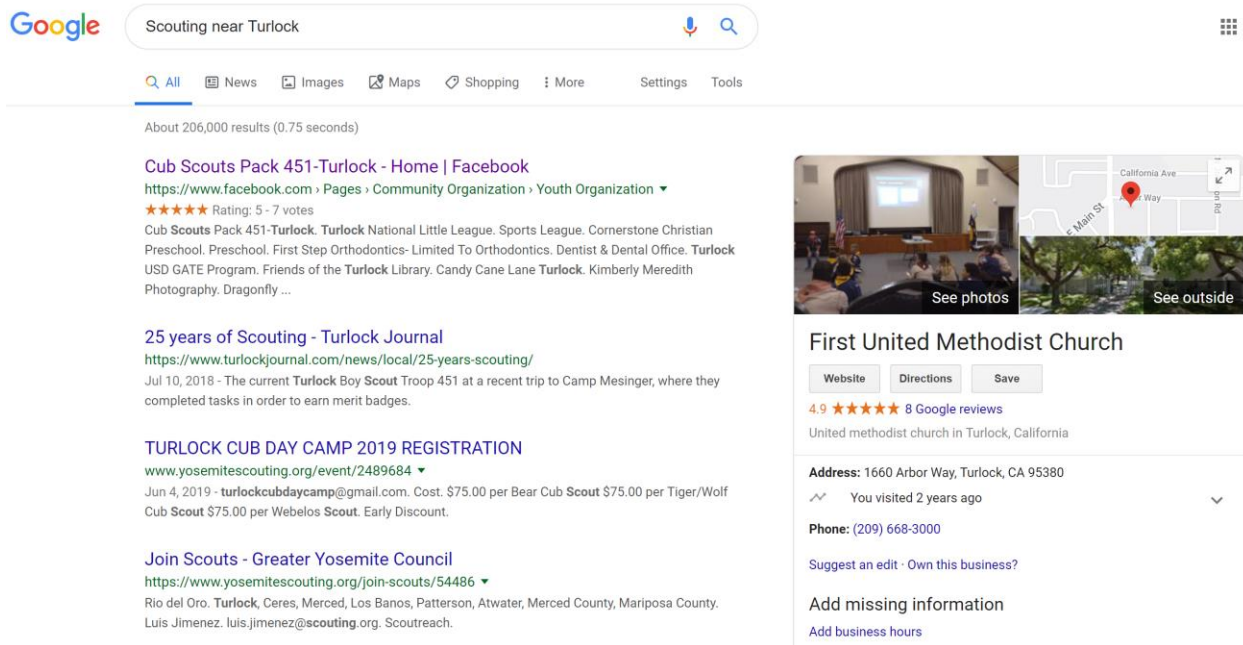
Example of a local Unit set up in Google My Business:



The screenshot shows a Google My Business profile for "Venturing Crew 21, Turlock". At the top left is a photo of a group of about ten people in green shirts holding a yellow and white banner that says "CREW 21" and "TURLOCK CALIFORNIA". Below the photo is a "See photos" button. To the right is a map of Turlock, California, with a red outline indicating the business location. The map shows major roads like 99 and 165, and nearby cities like Denair and Chemurgic. Below the map are two buttons: "Website" and "Save". The main heading is "Venturing Crew 21, Turlock". Below that is a sub-heading "From Venturing Crew 21, Turlock" and a quote: "Venturing is adventure with a purpose. Crew 21 is a collection of adventurous youth ages 14-21 who enjoy outdoor activities, serving their community and just having fun together!"



This is the type of thing you want to see as the result of a Google search:



Why the Church? That is actually the Chartered Organization and meeting location for both Pack and Troop 451.

The Church must have the word "Scouting" as part of a label or attribute. Smart move!