

## Google My Business Listing

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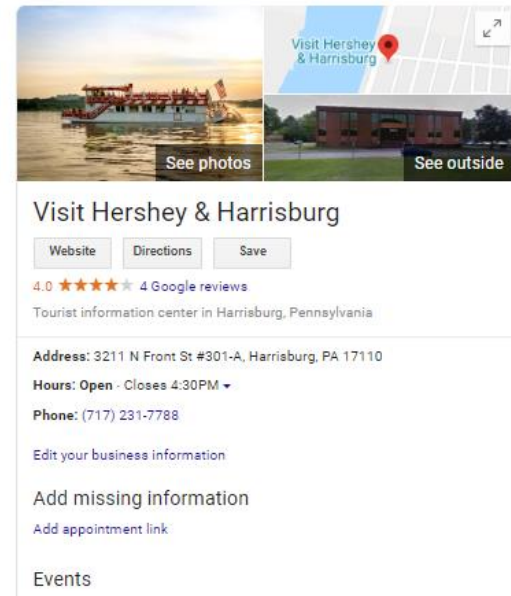
# Google My Business

Take charge of what people see when they do a local search for your business. **Google My Business** gives you the tools to update your Google Business Profile and engage with your customers from your phone, tablet, and computer. All for free.

## First Step: Get Verified

Before you can update your Google Business Profile, you'll need to get verified. Businesses that verify their information with Google My Business are twice as likely to be considered reputable by consumers.

Not sure where to begin? **Visit Hershey & Harrisburg** can help! We are a Google Trusted Verifier and can verify your business on the same day instead of waiting weeks using the traditional postcard method. Please contact Heather Mowers at 717-231-2982 or [heather@hersheyharrisburg.org](mailto:heather@hersheyharrisburg.org) to set up an appointment.



## I'm Already Verified, But I Want To Know More

Please visit our website (<https://www.visithersheyharrisburg.org/google>) for instructions on how to edit your Google Business Profile elements like hours and phone number or how to respond to reviews and questions.

Here's everything you can do with your Google Business Profile:

- ✚ Add photos so visitors know what to expect.
- ✚ Include your hours and a phone number which is synced across search and maps.
- ✚ Respond to reviews and answer questions.
- ✚ Create posts to share latest news or offers.
- ✚ Track requests for directions and calls from your listing.
- ✚ Discover queries used to find your business.

*Businesses that add photos to their listings receive 42% more requests for driving directions on Google Maps and 35% more clicks through to their website than businesses that don't.*

## Verifying a Listing

*The traditional postcard method via Google can be used which can take several weeks or we can verify you on the spot and you'll be set up the same day.*

## Verify a Listing

How do I know if my business is verified? Search for it on Google and look for Own This Business in the panel. If it says this, it is not verified.

**Hops, Vines & Spirits**  
4.7 ★★★★★ 14 Google reviews  
Bar  
Address: 17 N 2nd St, Harrisburg, PA 17101  
Hours: Closed - Opens 4PM Wed  
Phone: (717) 232-8900  
**Suggest an edit · Own this business?**  
Questions & answers  
Be the first to ask a question  
Reviews from the web  
97% Groupon - 29 votes  
Reviews  
"Open layout with plenty of drink choices and a good menu selection!"  
"This place is a really cool new scene in the downtown Harrisburg area."  
"Staff was extremley friendly and there is an amazing overall environment."  
View all Google reviews

**Visit Hershey & Harrisburg**  
4.0 ★★★★★ 4 Google reviews  
Tourist information center in Harrisburg, Pennsylvania  
Address: 3211 N Front St #301-A, Harrisburg, PA 17110  
Hours: Closes soon: 4:30PM - Opens 8:30AM Tue -  
Phone: (717) 231-7788  
Suggest an edit  
Questions & answers  
See all questions (20)  
Reviews from the web  
4.4/5 Facebook - 382 votes  
Popular times  
Mondays  
Not enough data yet for Mondays  
Reviews  
4 Google reviews  
From Visit Hershey & Harrisburg  
"Visit Hershey & Harrisburg is the official non-profit partnership-based Destination Marketing Organization serving Dauphin and Perry Counties in Pennsylvania's Dutch Country Roads Region. The mission of Visit Hershey & Harrisburg is to generate...More  
Visit Hershey & Harrisburg on Google  
BOGO Admission to the 4...  
Feb 14 - Dec 30  
Buy One Get One Free...  
Feb 14, 2019  
View Offer  
20% off your check at the...  
Feb 14 - Dec 30  
20% off your check (including  
Feb 14, 2019  
View Offer

1. With VHH staff present, navigate to [business.google.com/add/tv](https://business.google.com/add/tv).
2. Sign in with your Google account. (Authorized business rep should do this.)
3. Add business name and answer questions. Proof documents need to be available to VHH to validate the business name, category, and its address are correct. The accepted documents are the originals of: utility bills, tax letters or business registration certificates.

Verify using the Trusted Verifier App – need VHH staff present.

1. On the verification page with the different options (In Person, By Mail, SMS, etc.) choose the In Person option that generates a QR code.

If the In Person option is not there, double click on the inactive text “How would you like to get your verification code?”

If the “In Person” option is grayed out, the business isn’t eligible for Trusted Verifier. Other verification methods should be used.

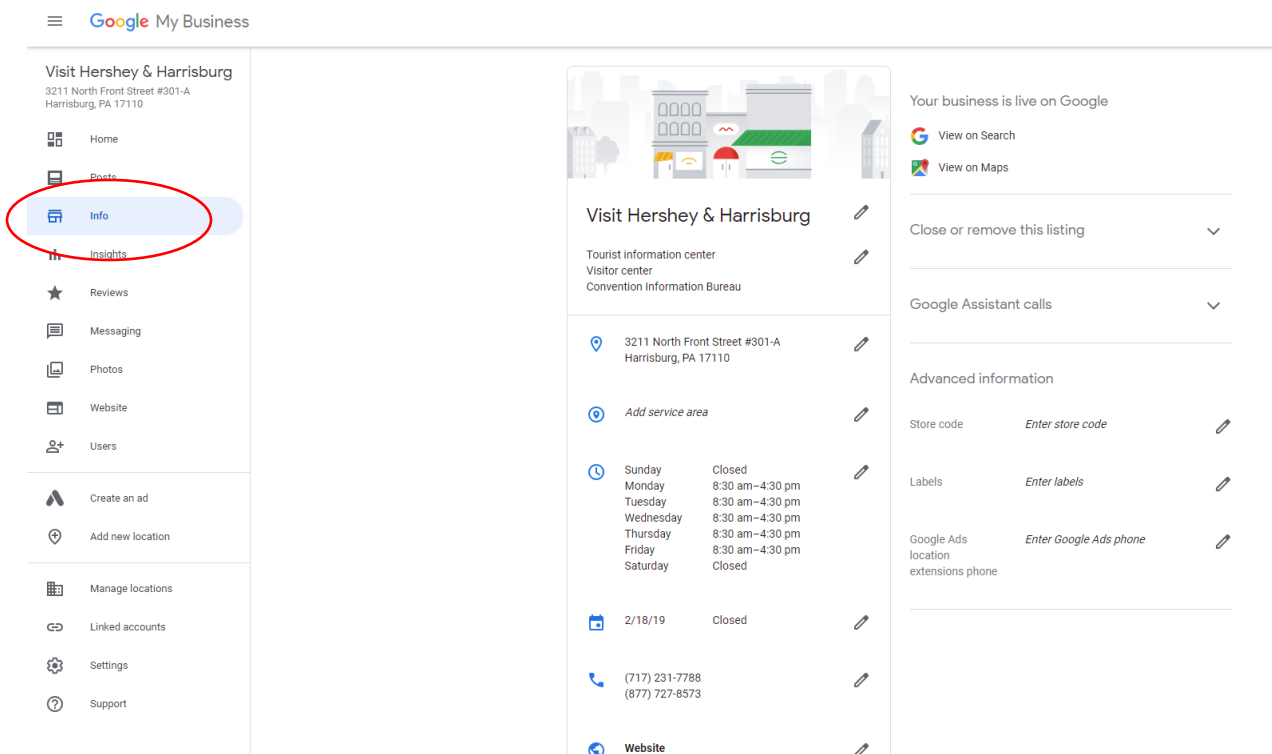
## Editing the basic parts of your listing

*Update hours, phone #s, website URL, photos and your description. If you just have 5 minutes, please do this.*

### Edit what your Business Listing says

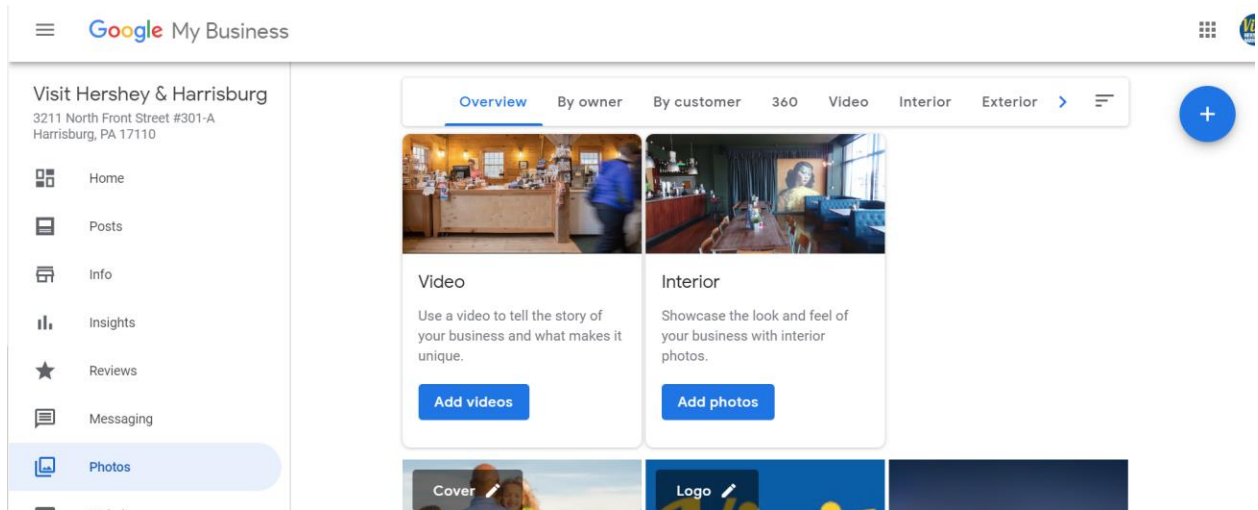
To edit your address, hours, phone, website, photos and description on your Google listing: Click on this link: <https://www.google.com/business> and sign in with the google account you used to set up your listing.

Click on Info and then the pencil icon to edit your name, category, address, hours, phone, website, offerings, description, etc.



To add photos or video, click on “Photos” in the left side menu.

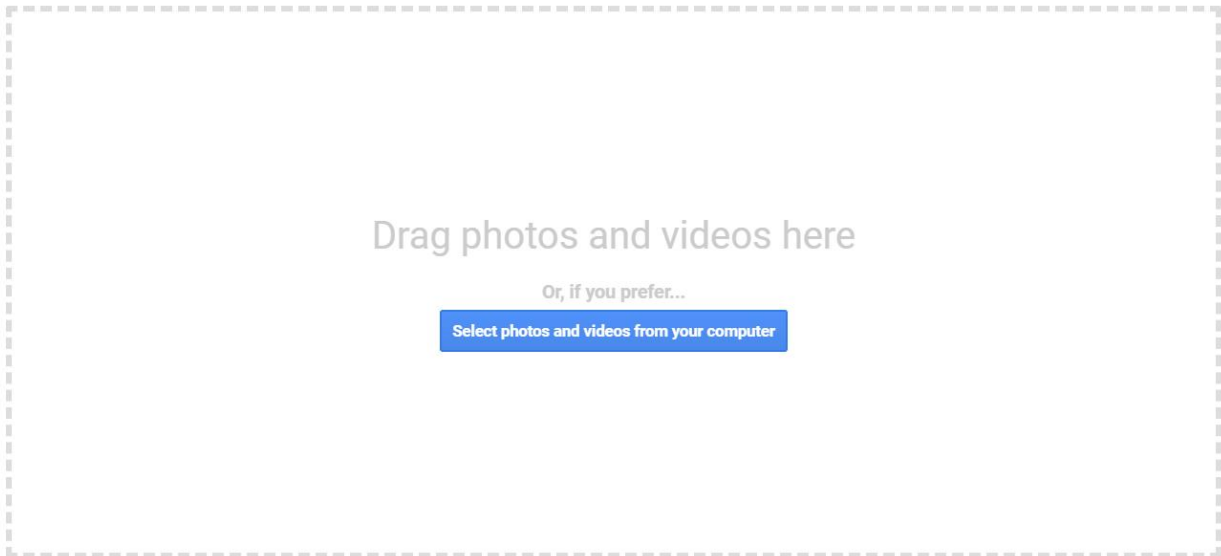
Click on the blue + button in the top right to add photos.



Then locate your photo and drag it into the box and hit select.

Post photos and videos

x



Select

Cancel

Posting publicly on Google products

[? Learn more](#)



## Respond to Questions

*In this section, visitors can ask the business questions. This is a good place to post FAQs and answers as well. Regardless, questions should be answered in a timely manner since Local Guides can also post responses that may not be accurate.*

## Ask a Question or Respond to a Question

To ask a question on your Google listing: Search for your business on Google. Click on “Ask a question” on the listing.



### Visit Hershey & Harrisburg

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

4.0 ★★★★★ 4 Google reviews

Tourist information center in Harrisburg, Pennsylvania

**Address:** 3211 N Front St #301-A, Harrisburg, PA 17110

**Hours:** Open - Closes 4:30PM

**Phone:** (717) 231-7788

[Edit your business information](#)

[Add missing information](#)

[Add appointment link](#)

**Know this place?** Answer quick questions

#### Questions & answers

[See all questions \(20\)](#)

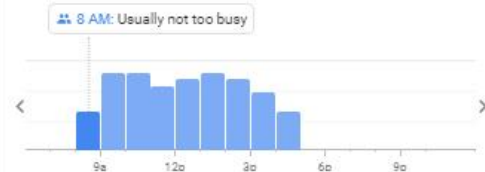
[Ask a question](#)

#### Reviews from the web

4.4/5 [Facebook](#) - 382 votes

#### Popular times

[Wednesdays](#)




Add your question and hit post.

You'll want to answer it then right away. Local guides could answer it if you do not.

*To answer your question or a question that has been posted previously by someone on your listing:*

Go back to Questions & Answers section on your Google listing and click on “See all questions”.

A screenshot of a Google listing's "Questions & answers" section. The text "Questions & answers" is displayed in a blue font, with a link "See all questions (20)" below it in a smaller blue font. A vertical line is visible to the left of the text.

Questions & answers  
[See all questions \(20\)](#)

Click on Answer beside the question you want to answer.

Add the answer and click on Post.

## Respond to Reviews

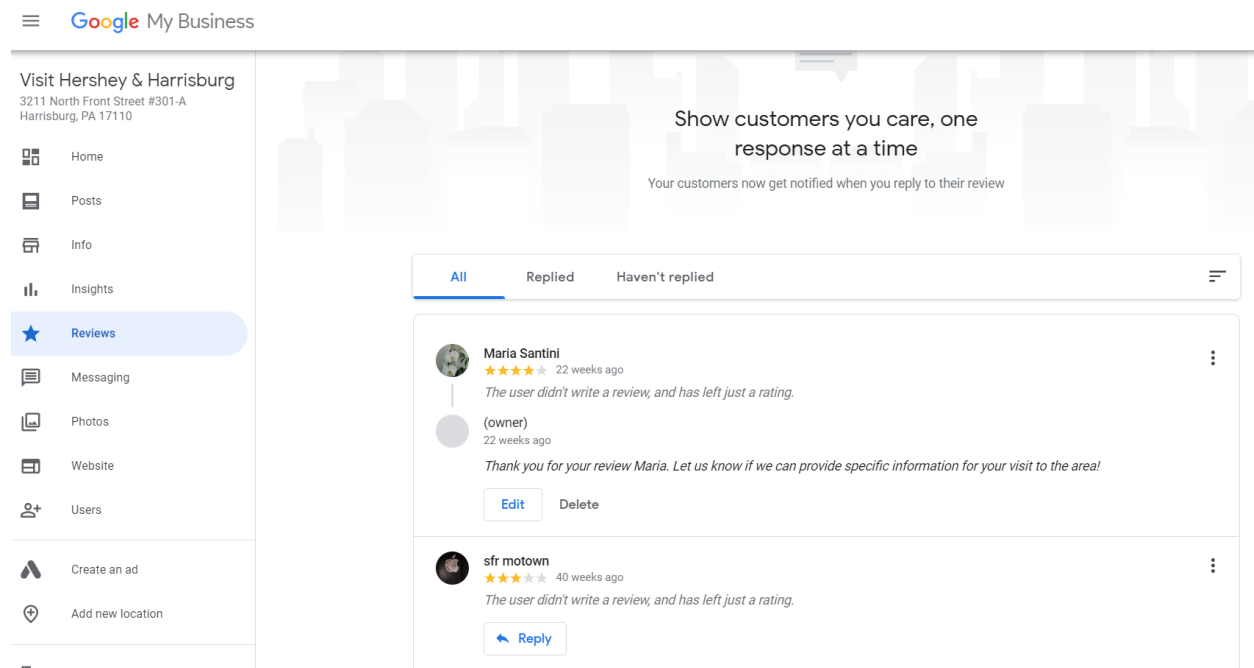
*Sometimes that steak just doesn't cut it. Don't let one bad review scare off future guests. You'll want to respond to these when they come in, address the matter, and if necessary take the conversation offline if it makes sense.*

## Respond to your reviews on your Google Listing

To respond to reviews on your Google listing: Click on this link:

<https://www.google.com/business> and sign in with the google account you used to set up your listing.

Click on Reviews on the left side menu.



Here you will see all of the reviews that show up on your Google listing. You can click on the “Reply” button to respond.

Clicking on the 3 stacked dots to the right corner of each review allows you to flag as inappropriate and attempt to get it removed if you feel this is necessary.

**\*\*Don't be afraid to ask the reviewer to contact you by phone or email and take the conversation offline in case the conversation may turn ugly.**

## Creating a Post

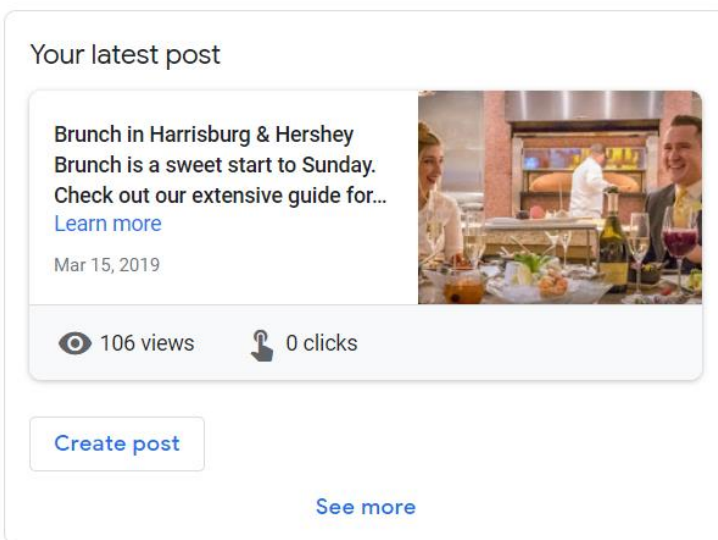
*Posts show up on the business listings and may also show up on Maps, Search and the Overview tab of business listings. While they represent extra work and are still relatively new, getting free exposure on Google can be extremely worthwhile.*

## Create a Post

Posts help to facilitate direct communication from you to your local customers, improve customer experience with timely information, promote your sales, specials, events, news, and offers, and appeal to your customers with engaging videos and photos.

Posts show up on the business listing and may also be shown on Maps, Search and the Overview tab of business listings.

Sign into your Business Listing ( [google.com/business](https://google.com/business)) and click on Create a Post



VHH has the ability to publish the following post types directly to Google Search and Maps:

**What’s New/Announcements** – such as “Open late this Sunday” or “Special guests this week”

**Events** – such as a jazz brunch or an in-store session. Require a start/end date and time.

**Offer** – such as sales and discounts. Don’t use commercial slang: *“BOGO: 50% off men’s sneakers.”* Require a start/end date.

**Product updates** – such as new merchandise

Photos must meet a:

-minimum of 400 x 300 pixels and 10 KB size limit.

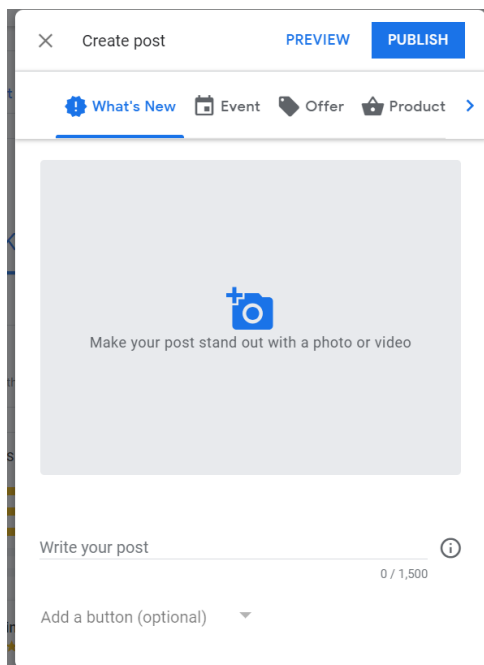
-maximum 10,000 x 10,000 pixels and 25 MG size limit.

Video: the following file formats for video: AVI, MP4, MOV, FLV, WMV, MPG, M4V, MKV, M2TS, and MTS. The maximum size for videos is 100 MB.

Title: You have 58 characters for your title.

More Details: Be clear about the offer/event. You have up to 1,500 characters for the details of your post, but the ideal length is between 150-300 characters.

Call to Action button: Include instructions such as “Buy,” “Book online,” “Learn more,” “Call,” or “Visit.”



Click Preview to see a preview of it.

Click Publish in the top right of the screen to make it live.