

Google My Business Webinar Recap

- Your Google My Business listing might already exist regardless of you managing the account or not.
- Optimise the account and keep it all up to date. Users can suggest changes and Google accepts them without your action.
- Explore your profile to find out what is available. Different types of business have unique features, so explore as much as you can.
- Your online presence is representative of how new potential customers will perceive you. Make sure to reply to your reviews and keep customers up to date with FAQs, offers and other relevant updates.
- Make sure to track your GMB Results to find out if you're doing things right.

