



KASASA®

Google My Business

Total Google My Business Account Creation and Optimization

1 hour 25 minutes | 2nd Ed. February 2019

Introduction

Introduction

Like a “viral” post, social media has exploded in popularity, becoming a must-have component of any marketing strategy aimed at Millennials. This e-book is part of a series we created to help community banks and credit unions take advantage of the opportunities at your fingertips.

In this guide, you'll find a checklist that will help you optimize your financial institution's Google My Business profile and increase your chances of being discovered by local consumers. Here are some recommendations for the guide:

1. Start with the checklist. If you need a refresher or hit a snag, the corresponding section contains a complete walk-through.
2. Be consistent in how you spell your name, address, and phone number across all sites. For example, don't list your address as 111 Banking Drive on one site, and 111 Banking Dr. on another.
3. List the branch's actual phone number, not 800 numbers.

What can Google My Business do for you?

Google claims more than 66% of all internet searches and as much as 40% of all internet traffic, globally. Furthermore, consumers are extremely likely to search for financial institutions located near where they live. Ergo, establishing your brand on the Google My Business platform puts your information at the fingertips of curious consumers and helps it appear in local search results. Also, Google has become the review site of choice for many consumers. According to a study by ReviewTrackers, 63.6% of consumers say they are likely to check reviews on Google before visiting a business. This is higher than any other review site. If you haven't claimed your business yet, you're missing out on an important chance to connect with current and future consumers.

I Google My Business Checklist

- Claim your business
- Verify your business
- Complete your listing
- Verify there are no duplicates
- Repeat for branches and ATMs
- Encourage reviews
- Have a content strategy

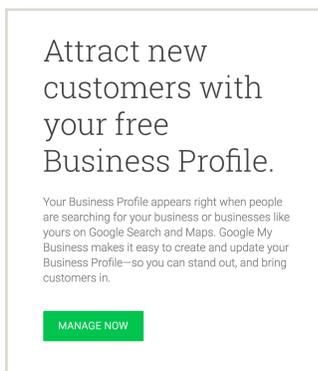
II Google My Business How-tos

Claim Your Business

Claim your Business

🕒 5 minutes

- 1 Go to <https://www.google.com/business/>.
- 2 Click “manage now”.



Each branch should have their own Google My Business page. This will help you manage and act on feedback.

- 3 Enter the name of your business.

What's the name of your business?

Business name

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

Next

II Google My Business How-tos

4 Enter the address of your business

← Where are you located?

United States

Street address

City

State ZIP code

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

Next

5 Type out one or two words that describe your business. Google will auto populate options. Choose the one that best describes your business.

← Choose the category that fits your business best

This helps customers find you if they are looking for a business like yours. [Learn more](#)

Business category

You can change and add more later

Next

6 Enter your business's contact details.

← What contact details do you want to show to customers?

Help customers get in touch by including this info on your listing (optional)

Contact phone number

Current website URL

I don't need a website

Get a free website based on your info. [See details](#)

Next

Verify Your Business

🕒 5 minutes

🔧 Access to the phone or email associated with your business, assistance of a web developer or the post card mailed to your branch.

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Verify your business

There are four ways to verify your business.

1. **By mail** – Google will mail a post card to your business with a verification code.
2. **By phone** – This option is only available for select businesses. Google will call the phone number associated to your account, so make sure you have direct access to that number and are ready to take the call to record the verification code.
3. **By email** – This option is only available for select businesses. Google will email your verification code, so make sure you have direct access to the email address associated with your account.
4. **Instant verification** – If you've already verified your business's website with Google Search Console, you may be able to verify your listing instantly.

Once you verify your business consumers will be able to find you across Google and you'll be able to create promotional posts, track business analytics, and respond to consumer reviews.

Verify Your Business

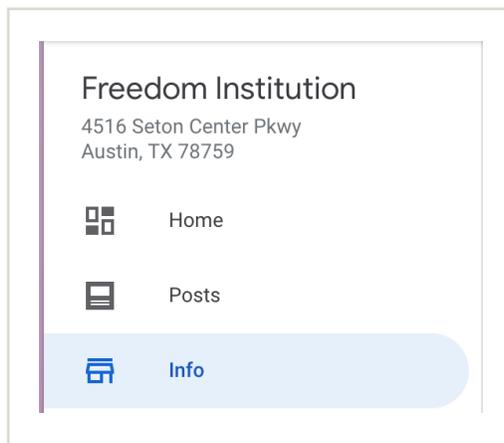
 5 minutes

 Access to the phone or email associated with your business, assistance of a web developer or the post card mailed to your branch.

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Complete Your Listing

To edit your listing, log in to <http://business.google.com>. Select “info” on the left-hand column to make edits to your listing.



Be sure to include and confirm:

Business Name

Business Category

This should be a set of words that a consumer would use to describe you. Typically, this will be bank, credit union, or ATM. The category you enter first will be listed as your primary category.

Address / Map Marker

Correctly displaying your address and the map marker is important for how your business will be displayed in Google Maps. Confirming this is accurate will help consumers get directions to your business.

Complete Your Listing

🕒 20 minutes

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Hours

List your normal business hours. If there is a break in the day (say you close for lunch), create two entries for the same day so that this reflected.

Phone Number

This should be the branch specific number. In the case of an ATM, it should be the number that a patron would call if there was an issue.

Website URL

This should be your main URL.

Business Attributes (Women-led, veteran-led, etc.)

Business Description

This should be a short blurb about your business. Ideally, you'll mention the town you service and any specialties you might have. An example: "Freedom Institution is a community bank that has helped the Austin farming community with equipment loans since 1853." This example includes your name, the area you serve, identifies a key product, and the demographic you serve. All of these have an impact on your SEO. You might also want to add links to your other social profiles in this section.

Opening Date

Enter the date your business first opened or will open. Including your opening date is especially important if you are opening a new branch of your financial institution and are creating your listing before the grand opening.

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□ Photos

Before you upload a photo, pick a file name that includes your brand name, the location, and what is being featured in the photo. For example, if Freedom Institution wants to highlight their new ATM in Austin, a good file name would be: Freedom_Institution_Austin_ATM.jpg.

- **Profile Photo**

Use your brand logo as your profile photo.

- **Cover Photo**

For your cover photo you should use a custom graphic.

- **Video**

Uploading a video is your chance to get creative. Use this as an opportunity to dive deeper into your brand and tell the story of your business.

- **Interior**

Include a few photos of the lobby of your branch.

- **Exterior**

Include a few photos of your building exterior to make your branch easier to spot for first time visitors.

- **At work**

Show case pictures of your team hard at work.

- **Team**

Include a group photo of your employees such as the branch manager, tellers, loan officers, etc.

II Google My Business How-tos

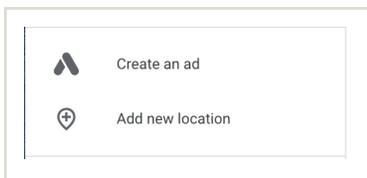
Verify That There Are No Duplicates

As with all the other social media platforms, duplicate listings can damage your SEO, confuse consumers, and create reputational risk. Take some time searching for duplicate pages and then attempt to claim the page.

Verify That There Are No Duplicates

- 🕒 Depends on the number of duplicates, typically 5 minutes

Add All Branches and ATMs



Each branch and ATM should have its own listing. To add a location, click “Add new location” on the left-hand column and follow the steps.

Add All Branches and ATMs

- 🕒 Depends on the number of locations, typically 30 minutes per location
- 🔧 All assets for each location that were identified in the prior steps

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Encourage reviews

Reviews are important for helping your listing return more prominently in search results and to provide social proof. It's important that you have taken the steps to verify your account, otherwise you won't be able to respond to user reviews.

Tactic 1: Respond to all reviews.

Every review deserves a professional and thoughtful response. It shows that you are an engaged brand and care about the consumers.

Tactic 2: Ask.

Remind your consumers that you appreciate feedback and that you would love to hear from them on Google. Did you get a compliment over email? Ask if they wouldn't mind leaving you a review.

Tactic 3: Make use of your digital real estate.

Google offers several website plugins that will help you promote your Google listing on your website.

Tactic 4: Reward reviews AFTER they have been given.

Tactic 5: Cross promote.

Highlight some of your favorite reviews on your website, in other social channels, and in branch.

Encourage Reviews

 10 minutes

 Social media policy and brand guidelines

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Have a Content Strategy

Don't forget to post to your Google My Business account. Spending as little as five minutes a day posting, commenting, and engaging with other people's content can boost your page's prominence. Posts are a great way to keep people updated on your business.

Some types of content that we've seen perform well are: employee highlights, community event photos, financial tips and tricks, how-to guides, Q&As, and celebrating institutional milestones.

Have a Content Strategy

🕒 5 minutes

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In closing

Completing this guide is a great way to establish your brand on Google My Business. With a little time and guidance, it doesn't have to be overwhelming. We're passionate about helping community financial institutions develop winning social media strategies.

Ready to create raving fans and loyal customers with Kasasa? [Contact us](#) to get started.