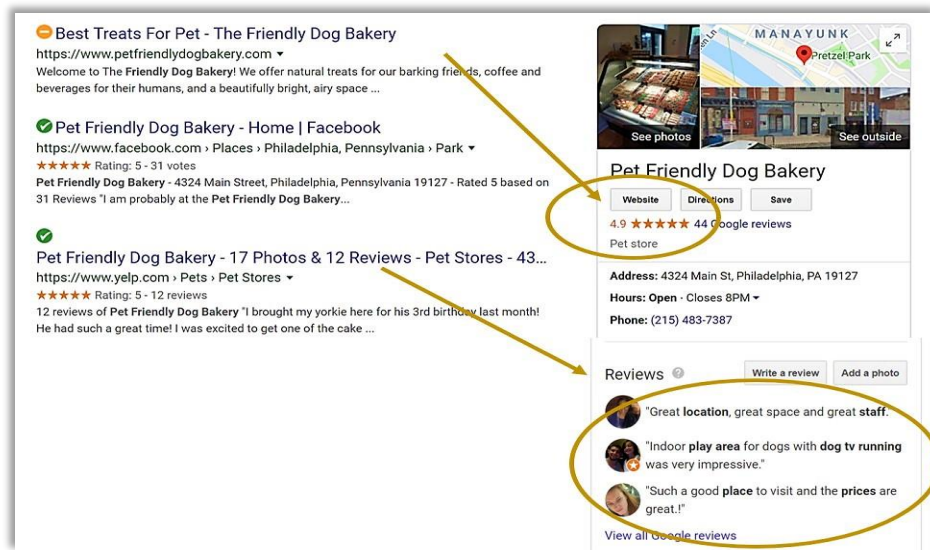


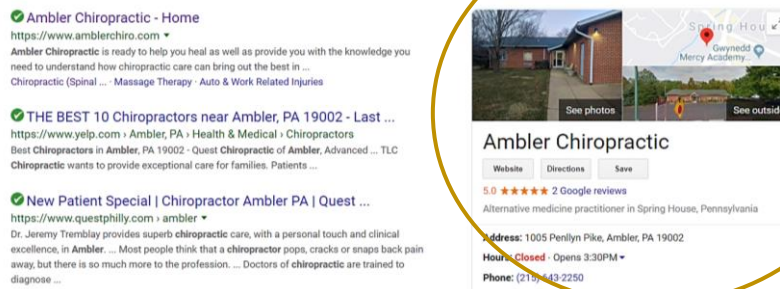
Step-by-Step Guide to set up Google Reviews

How to get reviews on Google

Google Reviews provide valuable information about your business. They're helpful for both you and shoppers. Your Google Review will appear to the right of your Google listing in Maps and Search. They're an excellent way for your business to stand out on Google.



PRO TIP: Google Business Reviews Increase trust, online exposure & local SEO



It helps to request reviews from customers. You'll want to encourage your happy customers to spread the word about your business by giving you a positive Google Review.



It's quick and easy to leave business reviews on mobile devices or desktop computers. Simply remind your customers to leave reviews. You can easily show them how to leave their review to make it easier.

PRO TIP: Reply to reviews to build your customers' trust. This helps your customers to know that your business values their input. It fosters good feelings for your business.

Start by verifying your business to make your information eligible to appear on Maps, Search, and other Google services.

NOTE: Only verified business can respond to reviews.

STEP 1: Verify your business

1. On your computer, go to [Google My Business](https://www.google.com/business/) at <https://www.google.com/business/>
2. In the top-right corner, click Sign in.
3. Sign into your Google Account, or create one. Then, click Next.
 - Sign up with your business email domain since this account will be for your chain. Enter the name of your business or chain. You can also select your chain from the suggestions that appear as you type (if applicable).
4. Enter your business' or chain's address. You may also be asked to position a marker on the location of your chain's branch on a map. If your business doesn't have a physical location but works in a service area, you can list the area instead. Then, click Next.
5. Choose if you want your business location to appear on Google Maps.
 - If you serve customers at your business address:
 1. Enter your business address.
 2. Click Next.

Note: If you also serve customers outside your business address, you'll have the option to list your service areas as well.
 - If you don't serve customers at your business address:
 1. Enter your business address.
 2. At the bottom, click I deliver goods and services to my customers >> Next.
 3. List your service areas, then click Next.



6. Search for and select a business category. You can also choose a more specific category as appropriate. Then, click Next.
7. Enter a phone number or website URL for your business or chain and click Finish.

Note: You'll also have the option to create a free website based on your information. It's recommended that you provide the individual phone number or store page for each location, rather than a single centralized call center.



8. Select a verification option.
 - To verify later, click Verify later. Later, if you're not authorized to manage the Business Profile for the business or chain, find the person in your organization who's authorized and continue the process.

Note: If you see a page that says, "This listing has already been claimed," click Request access. Then, follow the directions to claim your business.

STEP 2: Review your business information

No matter what you see, confirm that your business information is correct. It's important that when you verify your business information, everything is ready to appear to customers across Google.

To edit incorrect information, follow these steps:

1. Click Later.
2. If you manage more than one location, open the Menu  and click Manage locations. Then, select the location you want to edit.
3. Click Info from the menu on the left side of the screen.
4. Click Edit  next to each section you'd like to change and enter your business information.

Now that you've either claimed or created your listing, it's time to verify your business. After you verify, your business information will be eligible to appear across Google.



STEP 3: Verify your business

Verification helps ensure the accuracy of your business information across Google. Verified businesses are twice as likely to be considered reputable by users.¹

Verification also protects you from anyone who might otherwise pose as a representative of your business. Until you've completed verification, you won't be able to edit the business information that appears on Google products.

PRO TIP: Tip

Some business owners may be able to verify through other methods like phone call, text, email, or Google Search Console. If you see any of these options, follow the directions on the page to verify your business, and skip the instructions in this guide

If you've continued to verification directly after signing up, you'll see Mail in the top left corner of the page, over the map where your business is pinned.

If your business information is correct, click Mail. Make sure not to click Verify later below.

Enter the name of the person the verification postcard should be mailed to. (This is optional—you can leave it blank if you'd like.) It will be sent to the address you provided for your business.

Click Send postcard.

STEP 4: Wait for your postcard

In a few weeks (depending on where you're located), you'll receive a postcard from Google at your business address. The postcard will include a unique verification code, which you'll enter in Google My Business to confirm that your business is located at the listed address.

While you're waiting for your postcard, you can start laying the groundwork for success online:



- Visit your website as if you were a customer who found it on Google. Take this chance to spruce up your site or update any old information.
- Take pictures of your business and the products and services it provides, which will make great additions to your Google My Business listing. You can even take customers inside your space with Business View

STEP 5: Complete verification

Once you receive your verification postcard, return to google.com/business. Sign in and click Verify location from the menu (or click the Verify now button). Then follow the instructions to enter the verification code from your postcard.

Congratulations: you're now verified and ready to edit your business information, respond to reviews, and add photos!

NOTE: It may take a few weeks for your business information to appear across Google. Once your information is live, check out your listing. Just search for your business name and city in Google Search or Maps and see what appears.