

Google My Business

Information Pack

adhesionTM
online marketing specialists



LIST YOUR BUSINESS LOCATION ON GOOGLE

Google My Business (historically 'Google Places') allows businesses to list their addresses and build a profile to promote their products and/or services. When customers perform a local destination search for your product or service (e.g. "online marketing auckland"), Google will show the locations of relevant businesses in the area.

Who should have a Google My Business listing?

- ✓ Retail businesses
- ✓ Consumer-services businesses
- ✓ B2B businesses
- ✓ Any business with a physical address

GOOGLE MY BUSINESS — HOW IT WORKS

Google My Business listings need to be verified by Google. This is done by receiving a verification pin normally by postcard through the mail and or sometimes via phone. The verification process takes approximately 3 weeks. The listings can be edited without further verification provided the address doesn't change. In the set up process, we optimise your listings so they will perform optimally in search results. Note that Google decides when listings will be included in search results.

“Sit back and relax, you're online marketing will be taken care of by a team of magnificent professionals. Excellent reporting and assistance. Direct and fast communication with your account manager.”

Alex Vitale, Airbus

Contact Us To Get Started Today

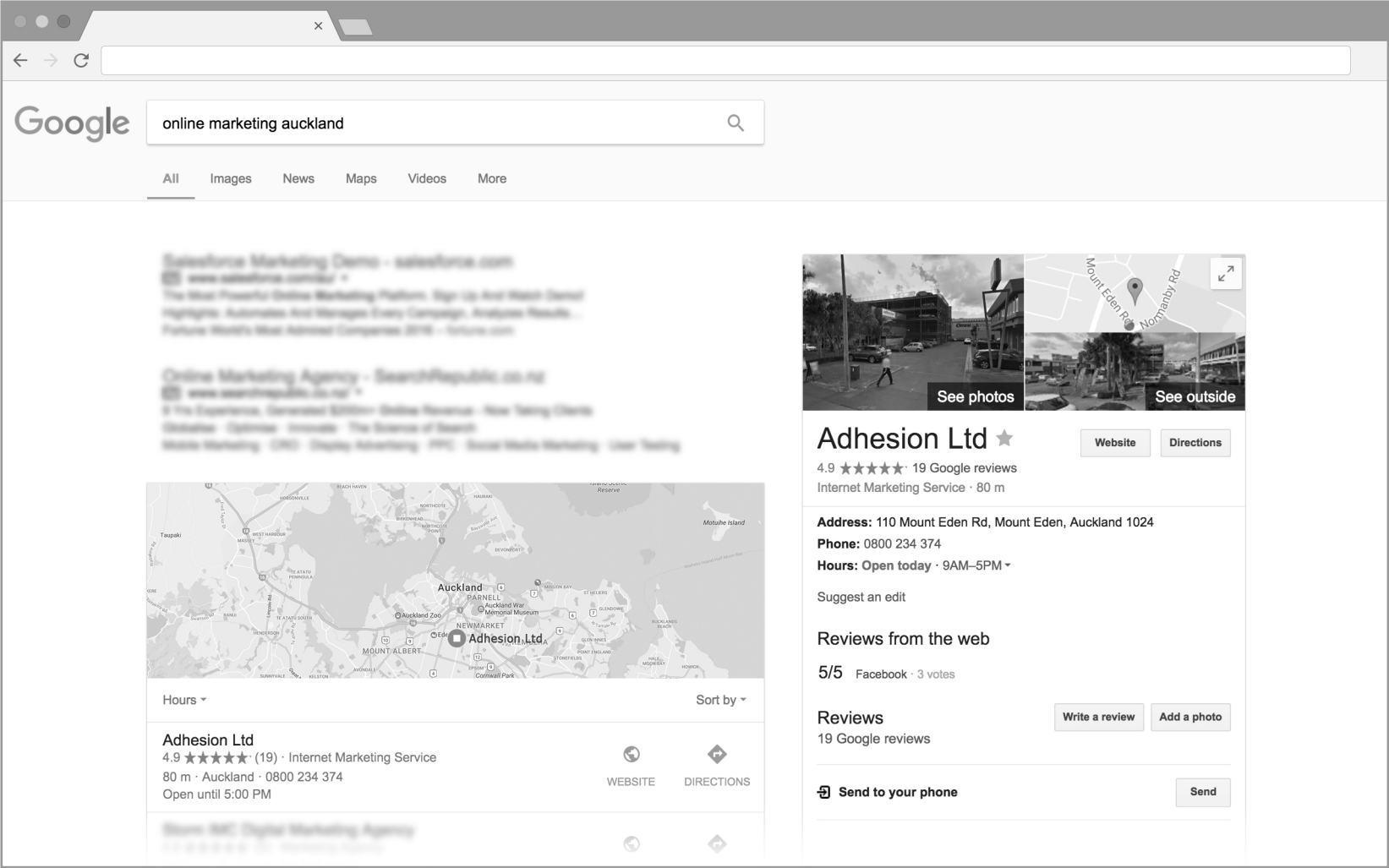
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Where will Google My Business listings show up?

Once we have set up, optimised and verified your Google My Business listing, it can show in many places (see image). The box on the right is the 'Knowledge Panel'. This is where users can read reviews written about your business. Google may also show a map containing the location info and links to your business and other relevant businesses in your area. Google will also show your listing on other Google platforms like the Google Maps app. More consumers are using their phones to search for local products and services. Google My Business will help get your business on the screens of nearby consumers.



“After many years’ association with Adhesion, Tony & the team continue to provide us with excellent service and sound advice. In an online world that can be somewhat overwhelming, we feel in safe hands. Thanks guys.”

Julia Milligan, Continuous Group

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Listing performance: Reviews and updating content

Once your Google My Business listing is verified, the next goal is to solicit at least 5 reviews from your customers. This will benefit your listing's ranking and authenticity. Adhesion will advise you on the best way to get reviews and maintain your listing so Google knows your listing is up-to-date and relevant. These steps are required to maintain and improve the ranking performance of your listing.

PRICING

Business listing setup fee: \$89 per listing

- ✓ Access/set up any existing Google My Business listings and upload listing information and details
- ✓ Web-optimize and upload branding (logo and graphics provided by you)
- ✓ Web-optimize and resize photos (images provided by you)
- ✓ Optimize for relevant search categories
- ✓ Verify listing with Google (via postcard or phone)
- ✓ Recommendations for maintaining your ranking performance on Google

Prices for business with multiple locations

- 3-5 listings: **\$79/listing**
- 6-9 listings: **\$69/listing**
- 10+ listings: **POA**

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WHY CHOOSE ADHESION?

Adhesion delivers solutions across the entire online marketing funnel, from traffic generation to website optimisation and web design. Our focus is to generate leads and sales for New Zealand businesses via online channels.

- ✓ Online marketing specialists with 10+ years experience
- ✓ We work on a performance basis
- ✓ We deliver solutions that generate measurable results
- ✓ We strive to understand your businesses and objectives

TERMS & CONDITIONS

- Google login access may need to be provided by you
- Pricing excludes GST
- See full terms and conditions on our website

“How lucky I am to have been referred to you guys! I appreciate your holistic approach, your expertise, your integrity and your billing transparency. Tony, Jessica and Martine and the rest of the team I have not had direct dealings with - you have earned my highest commendations.”

Shelly Davies, Shelly Davies Business Writing Courses

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