

# Google My Business

A How-to Guide



# Agenda

1. How to claim your business listing
2. How to optimise your listing
3. How to keep your profile up to date and promote products/services
4. Why reviews are important and how to reply to them
5. How to add tracking to see GMB results on your Google Analytics
6. How to read your GMB insights
7. Recap

About 55,100,000 results (0.96 seconds)

<https://www.dublinairport.com>

### Dublin Airport - Welcome to Dublin Airport Official Website

Official Dublin airport website. Live flight times and updates, arrivals and departures, news, information, VIP services and car parking.

#### COVID-19 Testing

COVID-19 Testing. Two private companies, Roc Doc Health ...

#### Flight Information

Get all the latest updates on flight details, live arrivals and ...

#### Contact Us

... you will find contact details for a number of different areas at ...

[More results from dublinairport.com](#)

#### Latest news

Here you will find latest news and updates from Dublin Airport ...

#### Airlines

Get the contact details for airlines who fly out of Terminal 1 and 2 ...

#### Flight Alerts & FAQ Chatbot

Those tracking an arriving flight can receive alerts on departure ...

#### Top stories



##### THE IRISH TIMES

Covid response: Almost 12,000 flew into Dublin Airport in first week of February

15 hours ago



##### Mirror

Simple explanation as unusual looking Dublin Airport bound plane flies over Ireland

1 day ago



##### DublinLive

Dublin Airport Covid concerns as hundreds dodge UK travel ban via the capital

2 days ago

[View all](#)

#### People also ask

Can you sleep in Dublin Airport?



Is Dublin a big airport?



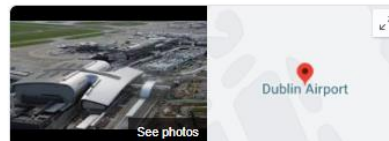
What airlines fly from Dublin Terminal 1?



What is the best way to get from Dublin Airport to the city Centre?



[Feedback](#)



## Dublin Airport

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

4.2 7,139 Google reviews

Airport in the Republic of Ireland

Dublin Airport is an international airport serving Dublin, the capital city of Ireland. It is operated by DAA. The airport is located 7 km north of Dublin, in Collinstown, and 3 km south of the town of Swords. In 2019, 32.9 million passengers passed through the airport, making it the airport's busiest year on record. [Wikipedia](#)

Address: Dublin

Departments: Platinum Services at Dublin Airport

Code: DUB

Elevation: 74 m

Phone: (01) 814 1111

Owner: Government of Ireland

[Suggest an edit](#)

[Know this place?](#) Share the latest info

#### Questions & answers

[Ask a question](#)

Q: What items are restricted in carry on luggage

A: The same there as all over the world. Liquids, Sharp objects, Narcotics and explosive devices

(5 more answers)

[See all questions \(401\)](#)

#### Reviews from the web

4.1/5 0 votes

#### Popular times

MON TUE WED THU FRI SAT SUN

GMB Listing

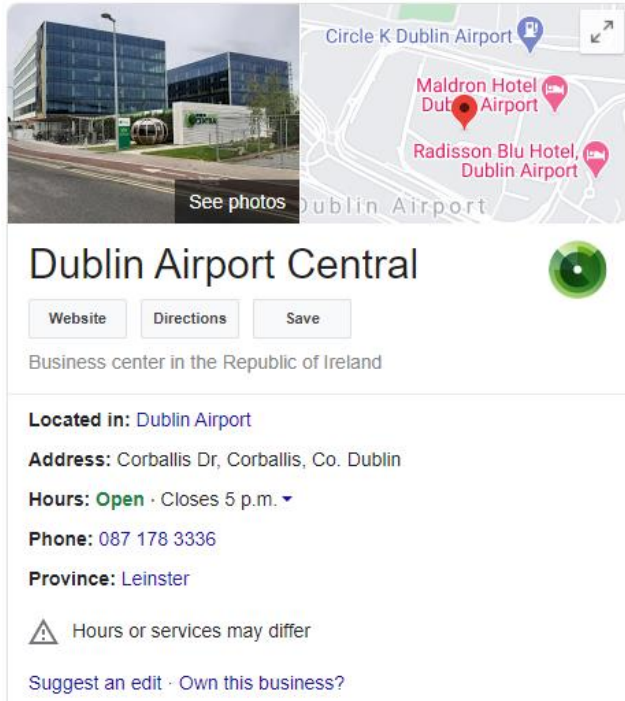
# HOW TO CLAIM YOUR GOOGLE MY BUSINESS LISTING

# How to claim your business listing - Overview

- If your business already exists for a while, it's probably on Google My Business already
- Same if recently has changed location, name, phone or any other important information. In these cases, you only need to claim location ownership
- If you have a completely new business, then you have to start the process from scratch



# How to claim an existing location [VIDEO]



Manage this business to  
reply to reviews, update  
info and more

analytics@wolfgangdigital.com

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

[Manage now](#)

[I own or manage another business](#)

- Find the location on Google or Maps by searching your business name
- Click on “own this business”
- Choose a way to verify: phone, email or postcard



## Find and manage your business

🔍

Can't find your business?

[Add your business to Google](#)

- Create the location on the map
- Fill in the location name, address, pin and category
- Choose a way to verify: phone, email or postcard
- How to request access if someone else in your company has already claimed a location

## Manage users

Add users



Clients

Primary owner

Add new users

Allow others to help you manage business info and customer reviews.

Enter names or email addresses

---

Choose a role [Learn more about roles](#)

- Owner
- Manager**
- Site manager

Done

- Fill in the location name, address, pin and category
- Choose a way to verify: phone, email or postcard
- How to request access if someone else in your company has already claimed a location




# HOW TO OPTIMISE YOUR LISTING

# How to optimise your listing - Overview

## Insurance Broker Boy

Castleforbes Rd  
North Dock  
Dublin

 Home

 Posts

 Info


 Insights

 Reviews

 Messaging

 Photos

 Products

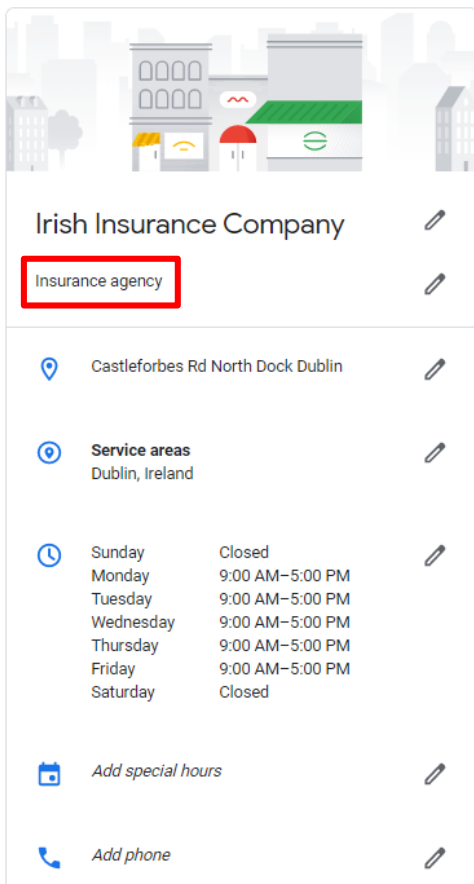
 Services

 Website

 Users

- Google My Business menu has several options. You can optimise your profile updating details under five sections: Info, Reviews, Photos, Products and Services
- Initially we'll focus on what to do under Info and Photos. These are the most essential items that your potential customers will see and use to judge your online presence

# How to optimise your listing - Basic Information [VIDEO]



Irish Insurance Company

Insurance agency

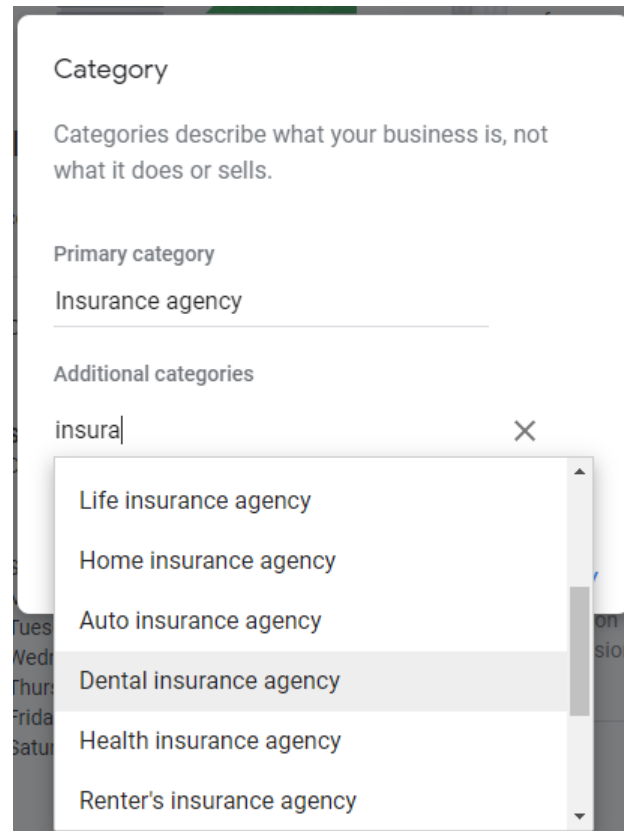
Castleforbes Rd North Dock Dublin

**Service areas**  
Dublin, Ireland

Sunday	Closed
Monday	9:00 AM–5:00 PM
Tuesday	9:00 AM–5:00 PM
Wednesday	9:00 AM–5:00 PM
Thursday	9:00 AM–5:00 PM
Friday	9:00 AM–5:00 PM
Saturday	Closed

Add special hours

Add phone



Category

Categories describe what your business is, not what it does or sells.

Primary category

Insurance agency

Additional categories

insura|

- Life insurance agency
- Home insurance agency
- Auto insurance agency
- Dental insurance agency
- Health insurance agency
- Renter's insurance agency

# How to keep your profile up to date

### Suggest an edit

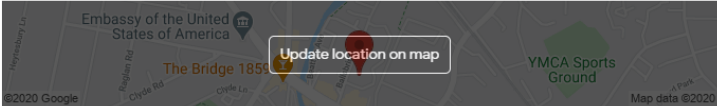
Zurich Insurance Ireland - Zurich Insurance plc

OVERVIEW

Name  
Zurich Insurance Ireland - Zurich Insurance plc

Category  
Insurance company

Location  
Zurich House, Ballsbridge Park, Dublin 4



Located within  
If this place is located within another, enter the containing place.  
[Search for place or business](#)

Hours  
Sun and Sat: Closed  
Mon-Fri: 08:30-18:30

Contact

[Cancel](#) [Send](#)

- Any user on Google can suggest changes. Sometimes Google accepts them weeks later, after a manual check was done, sometimes the change happens instantly
- In other cases, Google compares the details (NAP) vs other sources, such as your website, social media channels and other third-party sources, so keep all up to date
- Remember to update when things change: opening hours, bank holidays, phone number, etc
- For instance, with the Covid-19 pandemic forcing locations to close temporarily, Google automatically added “temporarily closed” to businesses worldwide



## Products

*Add or edit products*



## Services

Insurance agency

Auto insurance

Commercial insurance



## Highlights

*Add attributes*

## Health & safety

*Add attributes*

## Service options

*Add attributes*



*Add business description*







- Business description: optimise your profile for commercial keywords in your area
- Service area: let customer know where you can serve them
- Attributes (Highlights, Covid-19 safety requirements, service options)
- Questions & Answers: where they appear, how to reply and how to future-proof what your customer needs
- How your website content influences your GMB results

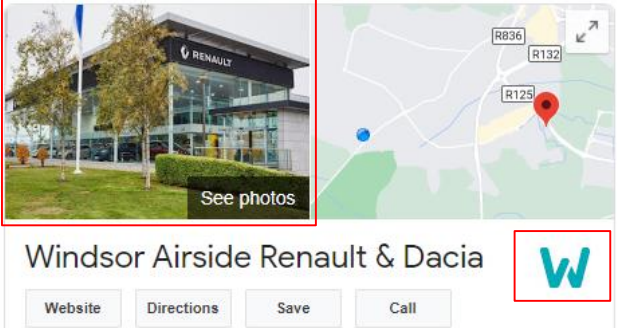
# Photos: add or update your cover photo and logo

Overview **Video** Interior Exterior At work Team Identity

Got a product to showcase? You can now add products with the Product Editor.

[Dismiss](#) [Go to the Product Editor](#)


 <p><b>Logo</b></p> <p>Your logo is used to show your identity when you post a photo or reply to a review.</p> <p><a href="#">Choose photo</a></p>	 <p><b>Cover</b></p> <p>Your cover photo should showcase the personality of your business. It is your preferred photo to be shown on your listing in Search and Maps.</p> <p><a href="#">Choose photo</a></p>	 <p><b>Video</b></p> <p>Use a video to tell the story of your business and what makes it unique.</p> <p><a href="#">Add videos</a></p>	 <p><b>Interior</b></p> <p>Showcase the look and feel of your business with interior photos.</p> <p><a href="#">Add photos</a></p>
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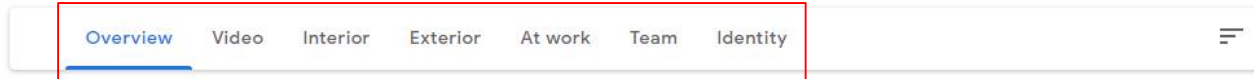
Windsor Airside Renault & Dacia

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

[See photos](#)



# Classify your images per category




Got a product to showcase? You can now add products with the Product Editor.

[Dismiss](#) [Go to the Product Editor](#)

<h3>Logo</h3> <p>Your logo is used to show your identity when you post a photo or reply to a review.</p> <p><a href="#">Choose photo</a></p>	<h3>Cover</h3> <p>Your cover photo should showcase the personality of your business. It is your preferred photo to be shown on your listing in Search and Maps.</p> <p><a href="#">Choose photo</a></p>	<h3>Video</h3> <p>Use a video to tell the story of your business and what makes it unique.</p> <p><a href="#">Add videos</a></p>	<h3>Interior</h3> <p>Showcase the look and feel of your business with interior photos.</p> <p><a href="#">Add photos</a></p>

I have life insurance with Zurich that i would like to increase but can't find my paper work. Could i just give my details over the phone to see if my info can be located on the system? Thank's

 Like  Answer

 **Zurich Insurance plc (Owner)**  
Edited · a year ago

Hi Aurelija, if you contact our customer service team on (01) 799 2711, they should be able to help you. Thanks.

How Much Should I Insure My Home Or Buildings For?

 Like  Answer

 6 days ago

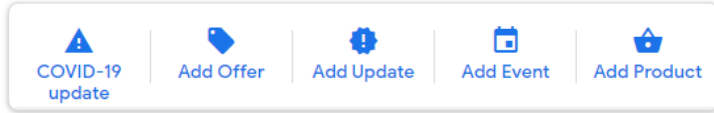
Your home should be insured for the reinstatement value and not the market value. The building value should reflect the reinstatement cost of the house itself ( including any built in kitchens or wardrobes or other structural extras) the garage, garden shed, fuel store and boundary walls. The Society of Chartered Surveyors Ireland have a helpful guide on their website which you may like to refer to: [www.scsi.ie](http://www.scsi.ie).

- Many of your customers have the same questions: help them before they have to stay on the phone to reach someone
- Any Google user can answer these questions, but they might not have the right answer. You're the best person to do it
- Questions & Answers: where they appear, how to reply and how to future-proof what your customer needs
- How your website content influences your GMB results



# HOW TO PROMOTE POSTS, PRODUCTS AND SERVICES

# How to create a Google Post



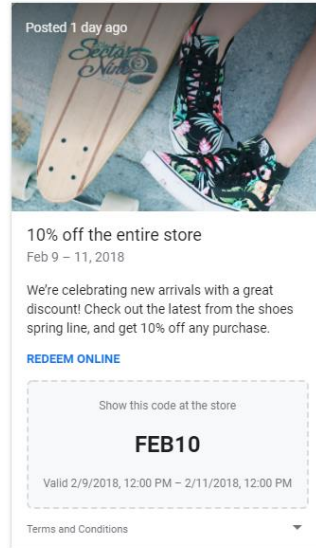
×

What's new

## CREATE AN OFFER POST

- 1. Feature a special offer**  
Attract customers with a limited-time deal or discount.
- 2. Set dates**  
Make it clear when the promotion starts and ends.
- 3. Make it easy to redeem**  
Add a coupon code, terms and conditions, and link to redeem the offer.


[Try it now](#)



- Google posts work in a similar way than a Facebook post. Any company announcement can be done here: special offers, events, blog content, anything related to your company can be promoted
- Posts usually remain live for 7 days, so treat this as a temporary announcement. For products and services, use the appropriate functionality
- These go live instantly and can be edited later if required

# How to create a Google Post - Good examples

Zurich Life - Zurich Life Assurance plc  
Dec 18, 2017



ZURICH®  
Podcast

In this monthly investment podcast, Richard Temperley, Zurich's Head of Investment Development explains that markets paused for a breath last month but some of the key markets were in positive territory particularly the US marke...  
More

[Learn more](#)


Zurich Insurance Ireland - Zurich Insurance ...  
May 13, 2020

During these uncertain times we want to reassure you that our business remains open with a focus on key customer services. Our dedicated staff are working hard to support you. If you need to get in touch with us please contact us (<https://www.zurich.ie/contact-us/>).

[Learn more](#)

Zurich Life - Zurich Life Assurance plc  
Dec 18, 2017

**83%** WORRY THEY WON'T HAVE SAVED ENOUGH BY THE TIME THEY RETIRE




Category	Percentage
Worry they won't have saved enough	83%
Other category 1	30%
Other category 2	15%

Zurich Life carried out a pension survey last year to gauge how informed people were on pensions and to see what effect any knowledge gaps were having on people's decision to start a pension and plan for retirement. Of those surveyed ... More




[Learn more](#)

**Stay connected during COVID-19**

Let customers know about any changes to your business due to COVID-19. [Learn more](#)



**NEW**

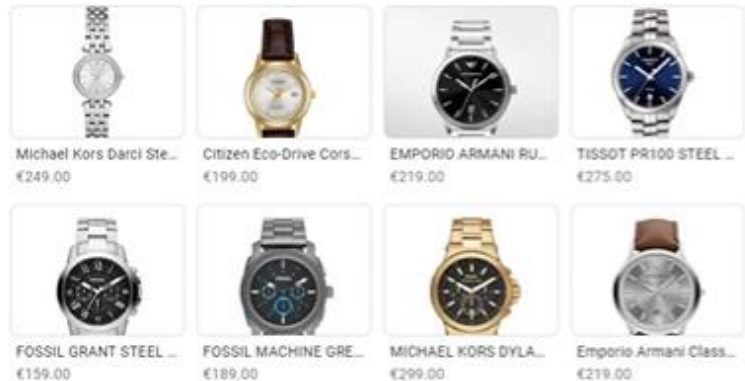
-  [Update online appointments](#)
-  [Update business hours](#)
-  [Post your COVID-19 update](#)

- Google Covid-19 updates: one of the recent updates on GMB. These messages are highlighted on your profile just below the NAP information
- Use to update customers about store rules, encourage online shopping and any other updates

# How to create products and services



## Watches for women, men and kids



## Add product



Product name

Select a category

Product category

Examples: Drug Tablets, headphones, Shoes

Show price range

Product price (EUR)


Optional


- Products and services are available on your profile on a similar way as in your website
- They can be arranged in categories if required
- Only image, product name and category are mandatory, but we recommend adding price range, description and a button linking to the service page on your website


# WHY REVIEWS ARE IMPORTANT AND HOW TO MANAGE THEM

# Why reviews are important?

## Google reviews

 **Gavin Comerford**  
1 review  
★☆☆☆☆ a month ago  
Never replied to both my emails

 **John Mc Glynn**  
2 reviews  
★☆☆☆☆ a year ago  
Can't get anybody on the phone I was wondering were they still in business? It's about my pension

 **Ice Artificio**  
2 reviews  
★★★★★ 4 years ago  
Very knowledgeable advice on life insurance

Reviews are important for two reasons:

1. How people perceive the quality of what you do or how much your care about customers
  2. They're a ranking factor that Google uses to decide what to show when people search for non-branded terms (e.g. “car insurance in Dublin”)
- When you reply to a review, the answer is provided for that customer and for those who are still considering to do business with you

# Reviews influence the local pack

emergency dentist in dublin

Rating Hours More filters

**D6 Dental**  
5.0 ★★★★★ (51)  
Emergency dental service ·  
188 Rathgar Rd  
(01) 496 6246  
Website Directions  
"I got emergency treatment on the Sunday of a bank holiday weekend."

**Dublin Dental University Hospital**  
3.8 ★★★★★ (51)  
Dental clinic · Lincoln Pl  
Open until 17:00 · (01) 612 7391  
Website Directions  
Their website mentions emergency dental

**Canal View Dental Surgery**  
4.6 ★★★★★ (222)  
Emergency dental service ·  
19 Grove Rd  
Open until 19:00 · (01) 406 6937  
Website Directions  
"Great emergency Sunday service."

**Dame Street Dental : Hi-Tech Modern Care**  
4.8 ★★★★★ (176)  
Emergency dental service ·  
16, 2 Dame St  
Open until 20:00 · (01) 525 2670  
Website Directions  
"Fitted me in for an emergency appointment yesterday.. couldn't be ..."

emergency dentist in dublin 5

Rating Hours More filters

**Smiles Dental Clonsaugh**  
4.4 ★★★★★ (36)  
Dentist ·  
Proirswood Shopping Centre,  
Clonsaugh Ave  
Open until 20:00 · (01) 847 0305  
Website Directions  
"My Daughter had a dental emergency and this was the only practice ..."

**North City Dental**  
3.8 ★★★★★ (29)  
Dentist  
Open until 16:00 · (01) 848 0468  
Website Directions

**Raheny Dental Centre**  
4.7 ★★★★★ (13)  
Dental clinic · 436 Howth Rd  
Open until 14:00 · (01) 831 4004  
Directions

"It was an emergency one. I called this morning and was greeted by ..."

**Fairview Dental Clinic**  
3.3 ★★★★★ (6)  
Dental clinic · 21 Fairview  
Open until 17:30 · (01) 833 8985  
Website Directions

- Let's say someone Googled "emergency dentist in Dublin". There are many companies that are a match for that search. How does Google know what to show?
- Nobody knows all the ranking factor Google applies, but we do know that reviews are one of them, In every shape and form: how many stars you got, number of reviews and the words used by customers are important
- The location of the user is also extremely important, as Google tend to show brokers near where the search was made (implied location) or near the location intended (explicit location)
- A broker located in D4 is more likely to appear for "life insurance in dublin 4" or nearby areas than "life insurance in d1". This can change per location or per user, on a daily basis



# Analyse your competitors

real estate agents

Rating Hours More filters

**Swipe Property**  
Ad · 4.9 ★★★★★ (11)  
Apartment rental agency ·  
86 Amiens St  
Open until 21:00 · (01) 525 2353  
Website Directions

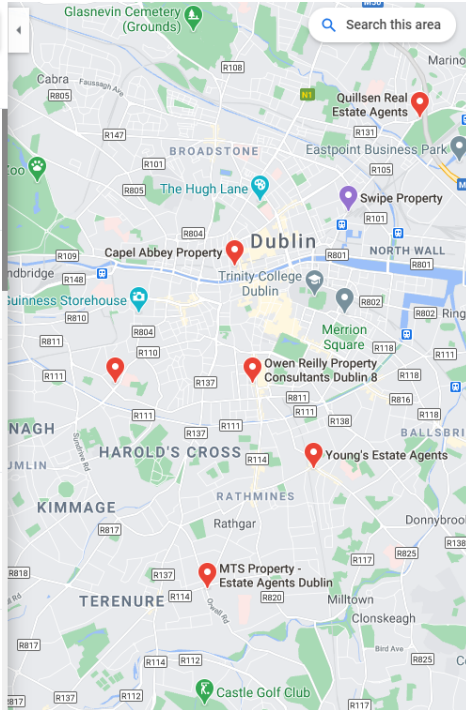
**Profitable Lettings**  
Ad · 5.0 ★★★★★ (19)  
Real estate rental · 64 Woodside  
Open until 21:00 · 086 604 8771  
Website Directions

**Fleming Real Estate - Property Agents**  
5.0 ★★★★★ (24)  
Real estate agency ·  
Suite 70, Harcourt Street Harcourt St  
Open until 18:00 · (01) 562 0777  
Website Directions

**Locations Estate Agents**  
4.7 ★★★★★ (55)  
Real estate agency ·  
Reuben House, First Floor, Reuben St  
Open until 17:30 · 086 831 5555  
Website Directions

✗ On-site services ✓ Online appointments

**Savills Ireland**  
4.0 ★★★★★ (30)  
Real estate agency ·  
33 Molesworth St  
Open until 17:30 · (01) 618 1300  
Website Directions



- Look at other brokers in the area to see what people like about them and how they manage their Google My Business
- Do they have a good score, reply to good and bad reviews? Good images, products, opening hours up to date?
- See how do your business benchmark vs them. Anything you can learn to improve the customer perception of your services?
- As you move the map, zoom in or out, more brokers will show up. See which optimisation they've done

★★★★☆ a month ago

Prices good but everything online hard to navigate if you're not good with computer

 Like

**Response from the owner** a month ago

Thank you for your review Valerie,  
We are pleased to hear that we have been able to offer you such a competitive premium for your insurance.

- When you reply to a customer, you're helping them but also potential new customers who are browsing where to get insurance from
- Use these to improve your service. Don't just give a standard answer for everyone
- Happy customers using keywords and positive language can help you improve local pack rankings and brand perception

# HOW TO SEE YOUR GMB RESULTS ON GOOGLE ANALYTICS



# Why seeing your GMB activity on Google Analytics is important

Source/Medium ?	Acquisition	
	Users ? ↓	Free Trial (All Locations) (Goal 11 Completions) ?
	123,240 % of Total: 100.00% (123,240)	898 % of Total: 100.00% (898)
1. google / organic	60,107 (49.94%)	455 (50.67%)
2. GMBlisting / organic	35,662 (27.26%)	339 (37.75%)
3. (direct) / (none)	17,647 (13.49%)	55 (6.12%)
4. m.facebook.com / referral	9,672 (7.39%)	16 (1.78%)

- Sessions and leads from Google My Business fall under “organic” in Google Analytics. The work you’ve done so far is one of many things done as part of local SEO
- Knowing how people behave on your website after coming from GMB is important to attribute credit to the right channel. Ultimately, you want to know if this work is driving business
- This tracking is not enabled from default on Google Analytics. You have to create a UTM tag to attribute this data (sessions, users, transactions, leads, etc) to GMB
- In this example, we can see that 37.75% of all leads came from Google My Business, the second most important source of customers for this company

- All advertising must comply with the Central Bank of Ireland’s Consumer Protection Code, which you can find a copy of at [www.centralbank.ie](http://www.centralbank.ie)
- Another important legal requirement is to ensure that your website is compliant with Cookie requirements and the GDPR regulation. Further information on this can be found at [www.dataprotection.ie](http://www.dataprotection.ie)

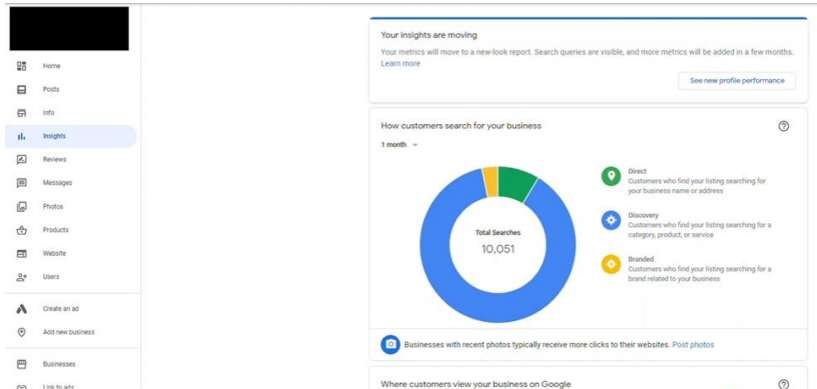
# Creating an UTM tag and applying to your links in seconds

 [https://www.companywebsite.ie/?utm\\_source=GMBlisting&utm\\_medium=organic](https://www.companywebsite.ie/?utm_source=GMBlisting&utm_medium=organic) 

Source/Medium <sup>?</sup>	Acquisition	
	Users <sup>?</sup> ↓	(Goal 11) Completions <sup>?</sup>
	123,240 <small>% of Total: 100.00% (123,240)</small>	898 <small>% of Total: 100.00% (898)</small>
1. google / organic	60,107 (45.94%)	455 (50.67%)
2. GMBlisting / organic	35,662 (27.26%)	339 (37.75%)
3. (direct) / (none)	17,647 (13.49%)	55 (6.12%)
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- UTM (Urchin Tracking Module) parameters are used to track effectiveness of marketing campaigns. These can include a source (e.g. Google, Bing), medium (e.g. cpc, email, organic) and name (e.g. BlackFridayNewsletter)
- To keep it simple, for Google My Business you can use: [https://www.companywebsite.ie/?utm\\_source=GMBlisting&utm\\_medium=organic](https://www.companywebsite.ie/?utm_source=GMBlisting&utm_medium=organic)
- Simply update your website on Google My Business with this link. Anything after the “?” is a tracked, so the browser will load the page normally as if didn't have this code.
- The same name under source in your UTM code will show up automatically on Google Analytics, where you can see the results

# HOW TO READ YOUR GOOGLE MY BUSINESS INSIGHTS



- What types of insights and timeframes are available
- Queries: how to read and why they're very important to uncover how people find your on Google Search and Maps
- Search types: direct, discovery and branded
- Google Search vs Maps: how popular you' are in each one
- Customer actions: website visits, direction requests and calls (they won't match all your calls, only those who clicked on the link)
- Direction requests: which cities are your customers coming from. Zoom in and out on the map to consolidate data
- Phone calls: how to see calls you're getting per day of the week
- Photo views and quantity checked by your (potential) customers. How to easily compare you vs nearby competitors
- How to read your GMB insights (calls, direction requests, etc)

# Recap





## Google My Business

- 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

Thank you

