



Google Business Page & Review Guide



Google Business Page

A Google business page is a free way to claim your business and enhance your online presence as a local credible business. 92% of consumers visit a business' website for the first time for a reason other than making a purchase.*zipppa. This means that clients could be searching for your local business online.

Creating your Google Business Page


Add your business through Google Maps

1. On your computer, sign in to **Google Maps**.
2. You can add your business in 3 ways:
 - Enter your address in the search bar. On the left, in the Business Profile, click Add your business.
 - Right-click anywhere on the map. Then, click Add your business.
 - In the top left, click Menu Add your business.



3. Follow the on-screen instructions to finish signing up for your Business Profile.

Claim your business through Google Maps

1. On your computer, open **Google Maps**.
2. In the search bar, enter the business name.
3. Click the business name and choose the correct one.
4. Click Claim this business Manage now. 
 - To choose a different business, click I own or manage another business.
5. Select a verification option, and follow the on-screen steps.

How to add or claim your Business Profile on Google

Credibility and accurate business information

Clients can search for your page and find all the information they need about your business. You are able to add and edit information at any time. You will want to include the service you offer, your hours, phone number, website, photos, logo, link to your website and social media pages.

Online visibility and local search

Creating a Google Business Page ensures that your business appears on Google Maps and local search results. Google will populate local results when a prospect searches in their area for a Medicare or insurance agent.

Your Google Business Page also integrates with other Google services, such as Google Maps, Google Search, and Google+. This synergy allows for a more comprehensive online presence and can attract a wider audience.

Better Search Engine (SEO) Rankings

Having a Google Business page can improve your SEO since Google will prioritize your top search results to pull local businesses with accurate and up-to-date business information.

Google Reviews

Google Business Pages include a section for customer reviews and ratings. Positive reviews can enhance your reputation and attract more customers. Additionally, businesses with a higher rating may be more likely to appear prominently in search results. For Medicare and the healthcare industry in general this is one of the most successful ways to grow your business. Clients want to know about other people's experiences and if you truly helped someone in their shoes trying to navigate the confusion of Medicare coverage.

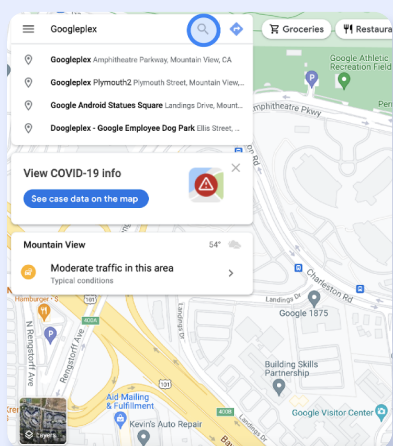
How to build reviews:

- ♦ Customers can write reviews directly on a Google business page (see guide below)
- ♦ You are able to engage with your clients here and respond quickly to questions or feedback. This interaction helps build customer trust and loyalty.

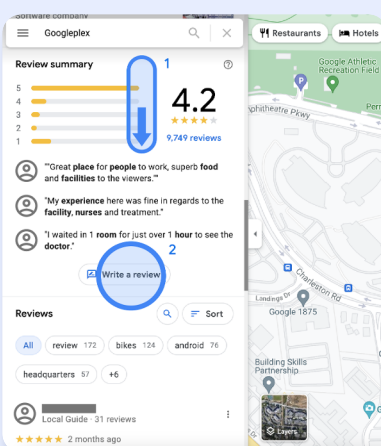
- ◆ Encourage clients to write reviews on a spot on your website that takes them to your Google business page.
- ◆ Ask your clients to write a review and tell their family and friends about how you have helped them with their Medicare coverage and that they can **trust** you.

How to guide your clients to write a review using this step-by-step from Google:

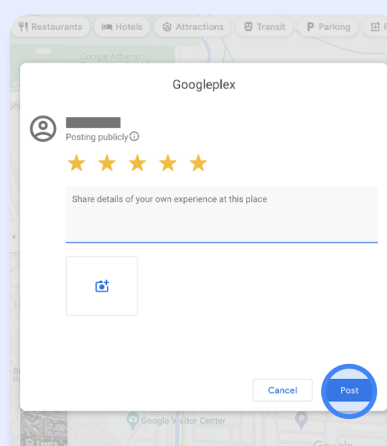
1. On your computer, sign in to **Google Maps**.
2. Search for a place.
3. On the left, scroll and click Write a review.
4. To score the place, click the stars. You can also write a review.



Step 2



Step 3



Step 4

Your review shows up in Google Maps until you take it down. After your review is published, you can edit it or change the rating and pictures you included.


Find & share your reviews

1. On your computer, open **Google Maps**.
2. At the top left, click Menu. ☰
3. Click Your contributions.
 - To find places you've reviewed, click **Reviews**.
 - To find suggestions of places to review, click **Contribute**.
4. To share a review, at the bottom of the review, tap Share.

Insights and analytics


Google My Business provides valuable insights and analytics about your online presence. You can learn more about how customers find and interact with your business, including data on website clicks, phone calls, and direction requests. These insights can help you make data-driven decisions and refine your marketing strategies.

Track your Business Profile performance

1. Go to your Business Profile. [Learn how to find your profile.](#)
2. Select Promote Performance. 
 - **Tip:** On your desktop on Google Search, select Performance.
3. At the top, select a date range for your report and select Apply.

You can manage an individual profile directly on Search and Maps. To manage multiple profiles in bulk at once, you can use.

Business Profile Manager

If you want to add another profile, on Google Search, select the three-dot menu  **Add a new Business Profile.**

You can bulk download Insights for multiple profiles to a spreadsheet. Then you can view how different chain locations are performing on Google Search and Maps.