

NAMM[®] | U



Grow Your Business

Google My Business

Liz Jostes

Eli Rose Social Media 

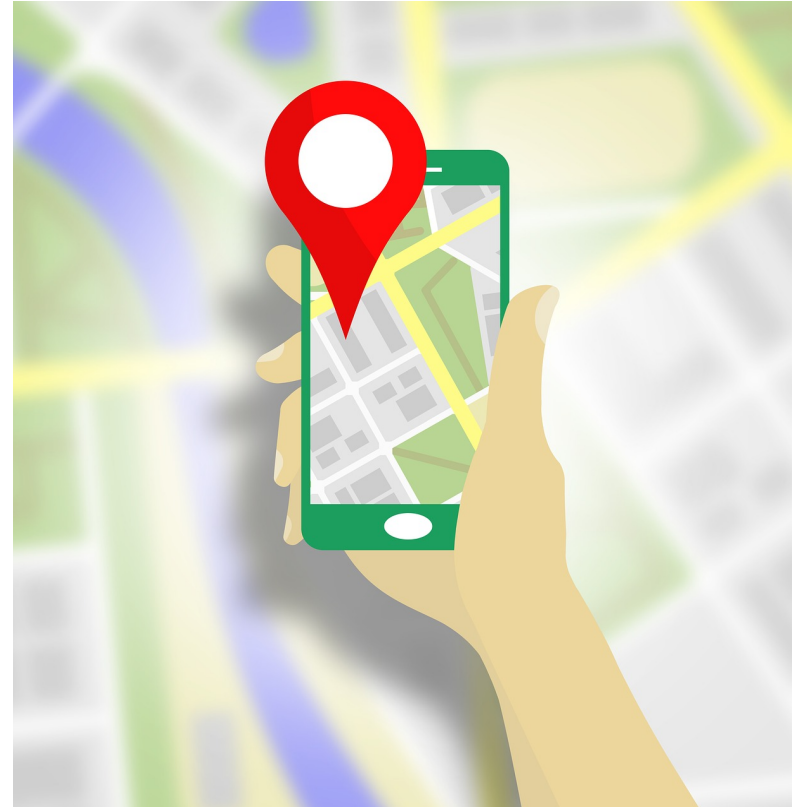


I'm Liz Jostes

Small Business Online Marketing Strategist

& Owner of Eli Rose Social Media, LLC

Now, let's talk about Google My Business.





Google My Business, An Overview

- What it is and why it's important
- How to claim & verify your listing
- Optimizing your listing
- Publishing Google Posts
- Insights you can glean





Google My Business

- It's your Google Map listing as well as a featured search engine result
- It's your way to give Google information on what your business is all about
- It's a way for you to manage your store hours, branding and contact information
- It's how you respond to Google Reviews
- It's how you easily connect offers, events, and website links to your business' Google search listing



Google My Business - *Dashboard View*

☰ Google My Business

Manage locations

Linked accounts

Settings

Support

Back to GMB Classic

Manage locations

Locations 7 locations 86% published

Locations		Published (6)
<input type="checkbox"/>	Name ↑	Status
<input type="checkbox"/>	Angie Kelley - Memphis Area Real Estate Agent 13690 Highway 51 South, Atoka, TN 38004	Published
<input type="checkbox"/>	Knowledge Tree 2095 Exeter Rd # 40, Germantown, TN 38138	Published
<input type="checkbox"/>	Knowledge Tree 8195 Dexter Road, Cordova, TN 38016	Published
<input type="checkbox"/>	Knowledge Tree 981 Goodman Road West Horn Lake, MS 38627	Published

Google My Business - *Specific Location View*

☰ Google My Business



Knowledge Tree

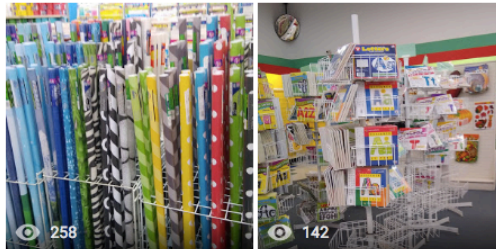
4335
5000 Summer Avenue #101
Memphis, TN 38122

☰ Home

- ☰ Posts
- ☰ Info
- ☰ Insights
- ★ Reviews
- ☰ Messaging
- ☰ Photos
- ☰ Website
- ☰ Users

[Create post](#) [Add photo](#) [Create ad](#)

LATEST CUSTOMER PHOTOS



Latest post

The countdown to summer break is nearing 0! Don't let kids lose what they learned all year! Stop in any...
6 days ago



👁️ 119 views 📍 0 clicks

[Create post](#)

[See more](#)

LATEST REVIEWS

4.6 ★★★★★ 25 total

 Latasha Wilson
5 weeks ago



Google My Business - *Specific Location View*

Knowledge Tree

4335
5000 Summer Avenue #101
Memphis, TN 38122

- Home
- Posts
- Info
- Insights
- Reviews
- Messaging
- Photos
- Website
- Users

Your business is on Google

[View on Maps](#) 8k views (+8%)

[View on Search](#) 4k views (-3%)

Views over past 28 days (last 3 days not included)

8 weeks ago

★★★★★ You can get lots of things gust in one day 😊

↩ Reply

[Manage reviews](#)

Google Virtual Tours

Enhance your online visibility and draw traffic to your business with a 360 interactive experience.

[Get started](#)

Learn more about your business

Discover how customers find and interact with your business.

[View insights](#)

Let customers message you

Get leads, appointment requests and queries about your products via messaging from customers who view your business on Google Search.

[Turn on messaging](#)

Manage your business on the go

Download on the App Store

GET IT ON Google Play



Google My Business - *Featured in Search Results*

[Angie Kelley | Homes | Crye-Leike Real Estate Services | Real Estate ...](#)
<https://angiekelley.crye-leike.com/> ▾
 Learn more about real estate with Angie Kelley of Crye-Leike.

[About Angie Kelley with Crye-Leike | Crye-Leike Real Estate Services ...](#)
<https://angiekelley.crye-leike.com/about> ▾
 Learn more about real estate with Angie Kelley of Crye-Leike.

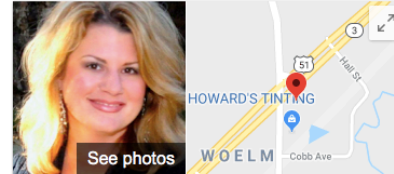
[Angie Kelley - Memphis Area Real Estate Agent - Atoka, Tennessee ...](#)
<https://www.facebook.com> > Places > Atoka, Tennessee > Real Estate Agent ▾
 ★★★★★ Rating: 4.7 - 16 votes
 Angie Kelley - Memphis Area Real Estate Agent, Atoka, Tennessee. 829 likes · 91 talking about this · 6 were here. I'm a top-performing Memphis real...

[Angie Kelley Profiles | Facebook](#)
<https://www.facebook.com/public/Angie-Kelley> ▾
 View the profiles of people named Angie Kelley. Join Facebook to connect with Angie Kelley and others you may know. Facebook gives people the power to...

[ANGIE KELLEY - Atoka, TN Real Estate Agent - realtor.com®](#)
https://www.realtor.com/.../ANGIE-KELLEY_Atoka_TN_289303_179884422 ▾
 Find real estate agent & Realtor® ANGIE KELLEY in Atoka, TN, on Realtor.com®, your source for top rated real estate professionals.

[Top Memphis Area Real Estate Agent | Angie Kelley](#)
www.angiekelley.com/why-choose-angie/ ▾
 Angie Kelley is a proven real estate leader with Crye-Leike. As a top Memphis area real estate agent, she assists both buyers & sellers.

[Images for angie kelley](#)



Angie Kelley - Memphis Area Real Estate Agent

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

Real estate agents in Atoka, Tennessee

Address: 13690 Hwy 51 S, Atoka, TN 38004

Hours: Open · Closes 7:30PM ▾

Phone: (901) 828-8919

Appointments: angiekelley.com

[Suggest an edit](#)



Angie Kelley - Memphis Area Real Estate Ag
 on Google

NEW LISTING in Munford:
 This 4 bedroom/2.5 bath
 home has wood floors, ...

6 days ago

[Learn more](#)





Grow Your Business

Google My Business

Google My Business - *Featured in Search Results*

Knowledge Tree

4.6 ★★★★★ 26 Google reviews

School supply store in Horn Lake, Mississippi

Website

Directions

Address: 981 Goodman Rd W, Horn Lake, MS 38637

Hours: Open - Closes 5PM

Phone: (662) 510-5601

[Suggest an edit](#)



Knowledge Tree

on Google

The countdown to summer break is nearing 0! Don't let kids lose what they learned all year! Stop in any of our 5 stores to pick up Summertime Learning ...

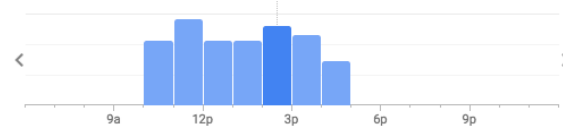
6 days ago



Popular times

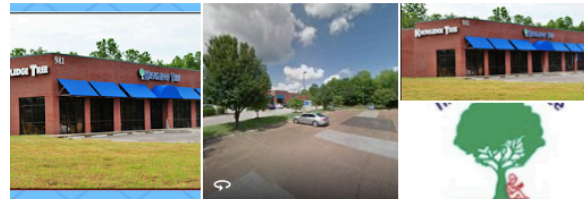
Saturdays

2 PM: Usually as busy as it gets



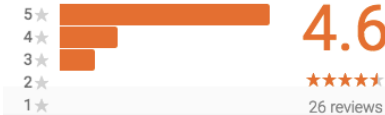
Plan your visit

People typically spend 20 min here



Review summary

[Write a review](#)



Google My Business - *Featured in Search Results*

Google reviews



Chelsea Hughey

2 reviews

★★★★★ 8 months ago

I order my child's supplies here yearly and I have always had a good experience. Today I came in for some materials to assist my daughter in her studying. I was not exactly sure what I needed or wanted, but Danielle walked me around the ... [More](#)



Wilma hall

3 reviews

★★★★★ 4 months ago

The Knowledge Tree came highly recommend and I wasn't dissatisfied. The sales ladies were very friendly and helpful but didn't hover. PS the paper bags vs. plastic, I love.



Janet Green

Local Guide · 58 reviews · 121 photos

★★★★★ 2 months ago

This place is full of everything you could need to educate your child.



From Knowledge Tree

"Knowledge Tree is a teacher and toy store serving the Mid-South. We sell instructional and educational materials, school supplies, office supplies, toys, puzzles, games, stuffed animals, and STEM toys for teachers, homeschoolers, and parents."

People also search for

[View 15+ more](#)



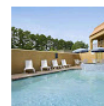
Dollar Tree
Dollar Store



Office Depot
Office Supply Store



Learning House
Learning Center



Days Inn by Wyndham Southaven...
2-star hotel



Essendant Co
Office Supply Store

Web results

[Horn Lake, MS School Supplies and Toy Store | Knowledge Tree](#)

www.theknowledgetree.com/locations/horn-lake/

The **Horn Lake Knowledge Tree** store offers affordable school supplies, educational products, and toy shopping to Desoto County teachers & parents.

[School Supply & Toy Store in Memphis, Horn Lake & Little Rock](#)

www.theknowledgetree.com/

Knowledge Tree sells school supplies, toys, educational products & school furniture to teachers, parents & school administrators in Memphis, Little Rock & N. MS.

[Knowledge Tree - Educational Services - 981 Goodman Rd W, Horn ...](#)

<https://www.yelp.com/biz/knowledge-tree-horn-lake>

Photo of **Knowledge Tree - Horn Lake, MS**, United States. Halloween 2016.

Halloween 2016. Photo of **Knowledge Tree - Horn Lake, MS**, United States.




Google My Business - *Claiming & Verification*

- Start here: <https://business.google.com>
- You can't fully control all aspects of your listing until you verify you are the owner
- Once claimed and verified, you access all your GMB listings from your GMB dashboard.



Google My Business - *Claiming & Verification*


1. What's the name of your business?

 Business name

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

NEXT


2. ← Where are you located?

Country / Region
 United States ▼

Street address

City
Enter the full city name

State ZIP code
Please select ▼

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

NEXT



Google My Business - *Claiming & Verification*

3. ← What kind of business do you run?

Correct category selection helps you attract customers who are searching for businesses like yours in your area. Select a category that best matches your business. [Learn more](#)

Business category

Q

NEXT

4. ← Verify your connection to this business

Let's confirm that you're authorized to manage this business listing. Once verified, you'll be able to make the most of your listing on Google.

- ✓ Get your business found on Google Search & Maps
- ✓ Respond to customer reviews
- ✓ Create promotional posts and upload photos
- ✓ Track business analytics

CONTINUE

Google My Business - *Claiming & Verification*

5. Choose a way to verify

Select how you'd like to get a verification code. [Learn more](#)



Get your code at this number by automated call or text message (standard rates apply)

CALL

TEXT



Postcard by mail

Have a postcard with your code mailed to this address

Contact name

MAIL



Verify later

You can't fully manage your listing until you're verified

LATER



Google My Business - *Claiming Additional Locations*

1. All locations (7) ▼

Add location

2.

What's the name of your business?

Business name



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

Next





Optimize your Google My Business Listing

- About section, hours & contact info
- Category & Services
- Photos & videos
- Activate the SMS feature?
- Google Reviews
- Google Reviews —> Social Media Content





Optimize - About, Hours & Contact Info (Accessed from the Info tab)

Knowledge Tree
4335
5000 Summer Avenue #101
Memphis, TN 38122

- Home
- Posts
- Info**
- Insights
- Reviews
- Messaging
- Photos
- Website
- Users

Knowledge Tree

School Supply Store

Furniture Wholesaler

Educational Supply Store

Toy Store

5000 Summer Ave #101 Memphis, Tennessee 38122-4335

Sunday Closed

Monday 10:00 am–7:00 pm

Tuesday 10:00 am–7:00 pm

Your business is live on Google

View on Search

View on Maps

Close or remove this listing

Advanced information





















Store code *Enter store code*

Labels *Enter labels*

AdWords location extensions phone *Enter AdWords ph*



Optimize - *About, Hours & Contact Info*

<p>Knowledge Tree 4335 5000 Summer Avenue #101 Memphis, TN 38122</p> <ul style="list-style-type: none">  Home  Posts <li style="background-color: #f1f3f4;"> Info  Insights  Reviews  Messaging  Photos  Website  Users 		<ul style="list-style-type: none">  (901) 324-9251   http://www.theknowledgetree.com/   Accessibility Wheelchair accessible entrance  Offerings No same-day delivery Payments Not cash-only Credit cards  Knowledge Tree is a teacher and toy store serving the Mid-South. We sell instructional and educational materials, school supplies, office supplies, toys, puzzles, games, stuffed animals, and STEM toys for teachers, homeschoolers, and parents.   Opened in March 1994 
<p> Create an ad</p>		



Optimize - *Category, Special Hours & Appt URL*

Category

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

Primary category

School Supply Store

Additional categories

Furniture Wholesaler



Educational Supply Store



Toy Store



Add special hours



(901) 828-8919



Website

<http://angielkelley.com/>

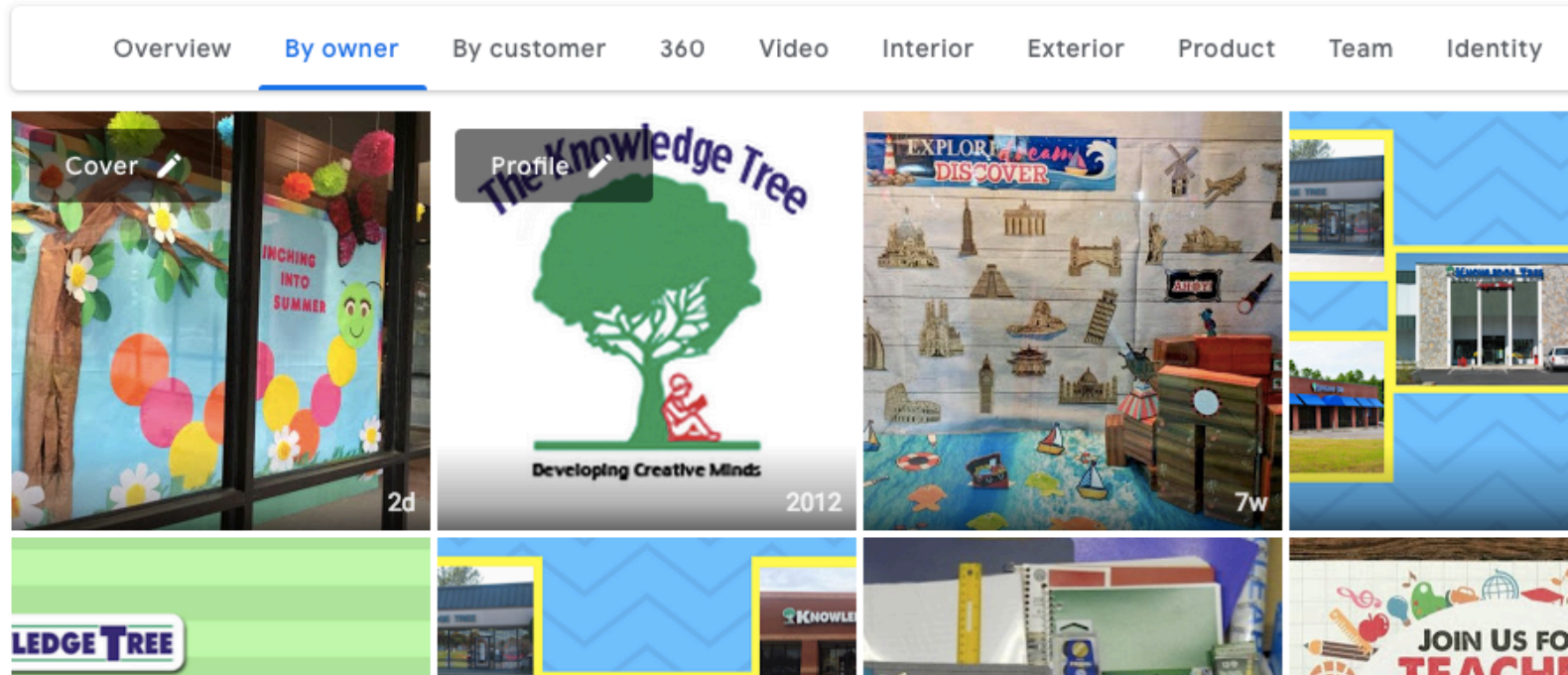


Appointment URL

<http://www.angielkelley.com/connect-with-angie/>

Optimize - Photos & Videos

Overview **By owner** By customer 360 Video Interior Exterior Product Team Identity



Cover

Profile

The Knowledge Tree

Developing Creative Minds

2012

7w

LEDGE TREE

KNOWLE


JOIN US FOR TEACHI

Optimize - *Activate your SMS?*

- You would need a number customers could text

Knowledge Tree
4335
5000 Summer Avenue #101
Memphis, TN 38122

- Home
- Posts
- Info
- Insights
- Reviews
- Messaging**
- Photos
- Website
- Users



Let customers message you
Reach new and existing customers over their favorite chat apps with powerful insights by Google.

Verify your number

To activate chat, confirm that your phone number can receive SMS messages. Enter the phone number you want to use for chat. You'll get a code via SMS.

This number won't be shared publicly and you can opt out at any time. Note that Google may monitor the messaging conversations to help improve our products.



Enter phone number



Grow Your Business

Google My Business

Optimize - Google Reviews

Knowledge Tree

4335
5000 Summer Avenue #101
Memphis, TN 38122

- Home
- Posts
- Info
- Insights
- Reviews**
- Messaging
- Photos
- Website
- Users

All Replied Haven't replied

Alan Alsobrook
2 days ago
★★★★★ *The user didn't write a review, and has left just a rating.*
Reply

Alissa Carpenter
8 weeks ago
★★★★★ You can get lots of things gust in one day 😊
Reply

Quinn Ray
9 weeks ago
★★★★★ *The user didn't write a review, and has left just a rating.*
Reply



Optimize - *Socially Sharing Google Reviews*

- Visit —> <https://smallthanks.withgoogle.com/>
- Download social media images, print-ready posters & signs or table tent & stickers. *(A free kit can also be mailed to you.)*
- Customize and download ready-to-share social media images of recent reviews.
- Download or share a Google video of recent reviews.
- Currently, you can only select from a few recent reviews Google provides



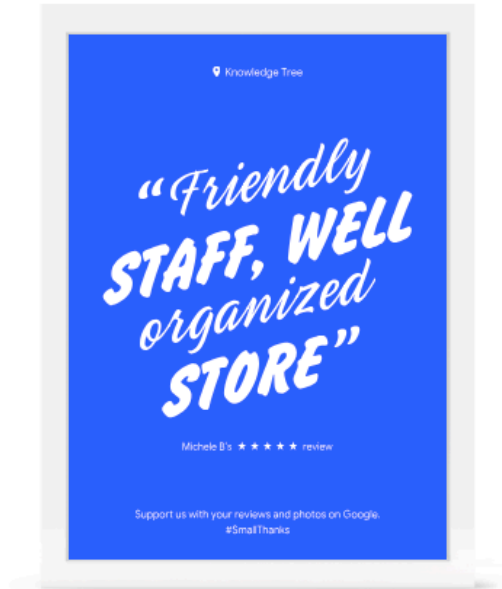
Grow Your Business

Google My Business

Optimize - Socially Sharing Google Reviews



Social Media Posts



Print-Ready Posters & Signs

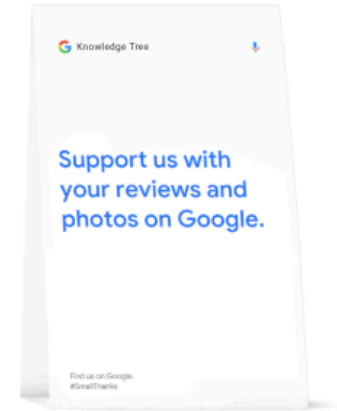


Table Tent and Stickers

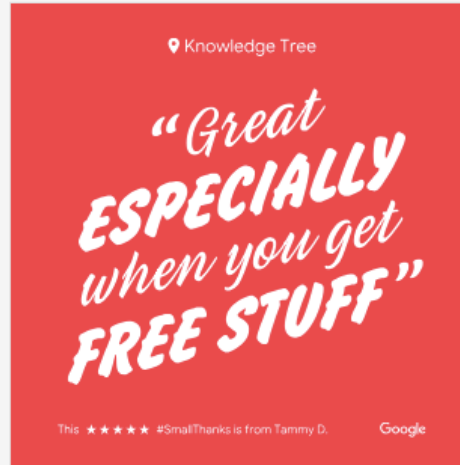
Optimize - Socially Sharing Google Reviews

Ready-to-share social images

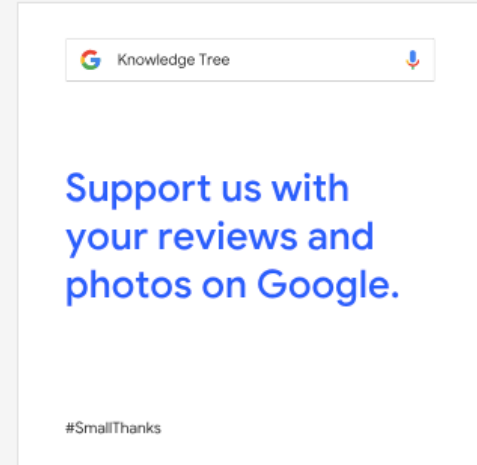
Click to customize or share your favorite designs.



Share it

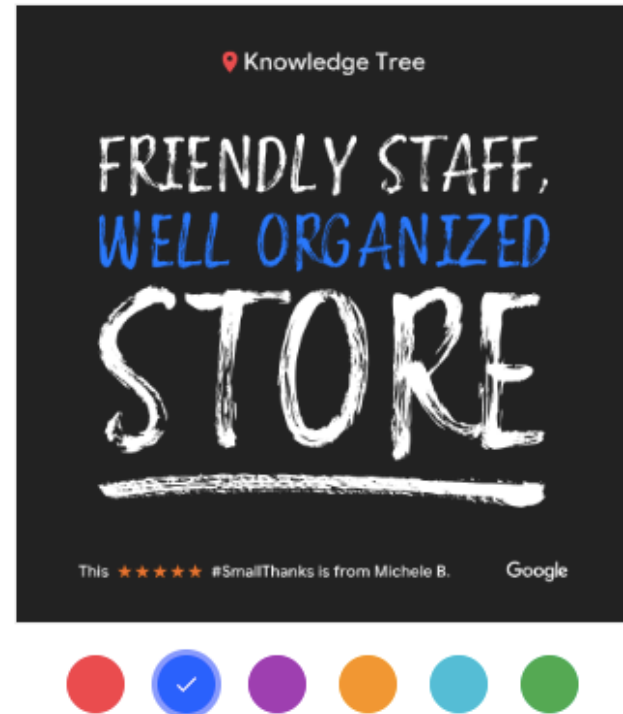
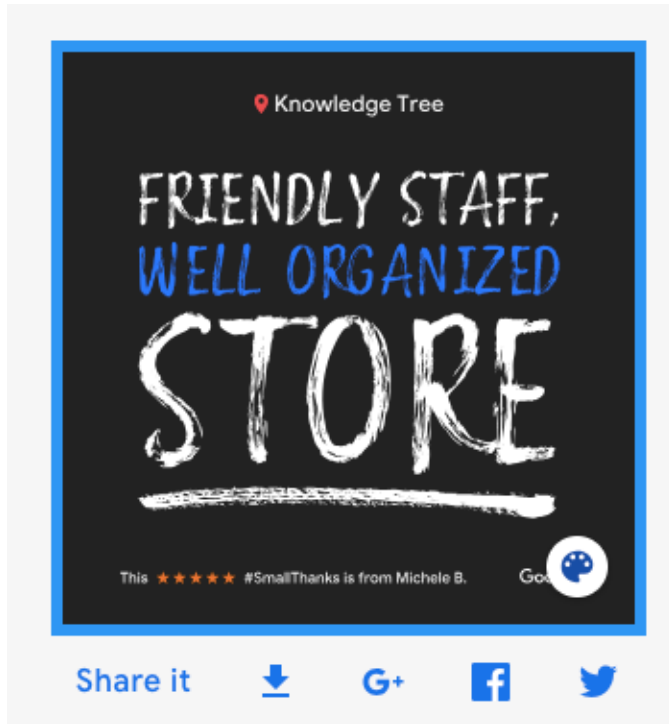


Share it



Share it

Optimize - Socially Sharing Google Reviews

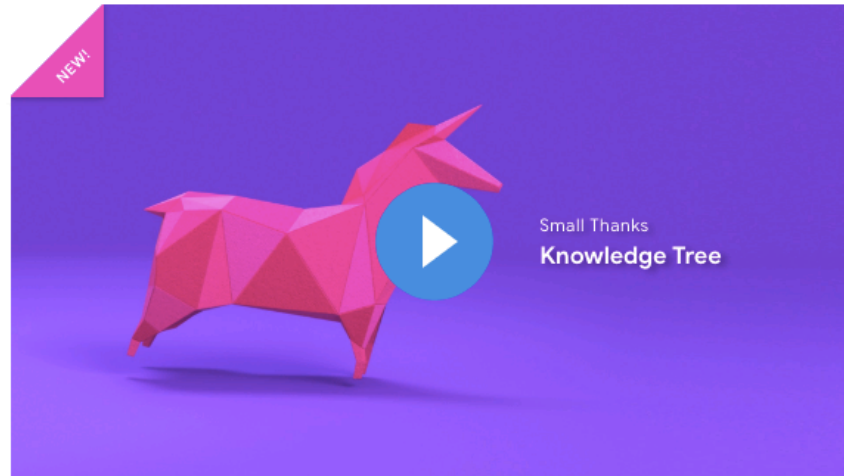




Optimize - Socially Sharing Google Reviews

Your business highlights

New! Share a video of your recent business highlights with your customers.







Share it




Publish Google Posts

× Create post PREVIEW PUBLISH

 What's New  Event  Offer

 **Need some ideas?** Look at some sample posts.






Make your post stand out with a photo or video

Write your post i

100 - 300 words

× Create post PREVIEW PUBLISH

 What's New  Event  Offer

Write your post i

100 - 300 words

Event title i

(Example: Sale this week)

Start Date Start Time End Date End Time




Add a button toggle

Enter a website

- Book
- Order online
- Buy
- Learn more

Publish Google Posts, cont'd

× Create post PREVIEW PUBLISH

 What's New  Event  Offer

Write your post i
100 - 300 words

Offer title
(Example: 20% off in store or online)

Start Date Start Time End Date End Time


Coupon code (optional)



Link to redeem offer (optional)

Terms and conditions (optional)


The countdown to summer break is nearing 0!
Don't let kids lose what they learned all year!



Stop in any of our 5 stores to pick up ...



Posted May 13, 2018  35 

May 10, 10:00 AM – May 12, 5:00 PM
Spring Sidewalk Sale



Updated May 12, 2018  75 

Teacher Appreciation Week Sale

Knowledge Tree would like to say, "Thank You!"
to all of the teachers in the Mid-South! ...



Posted May 6, 2018  71 



Customer Insights

Knowledge Tree

4335
5000 Summer Avenue #101
Memphis, TN 38122

Home

Posts

Info

Insights

Reviews

Messaging

Photos

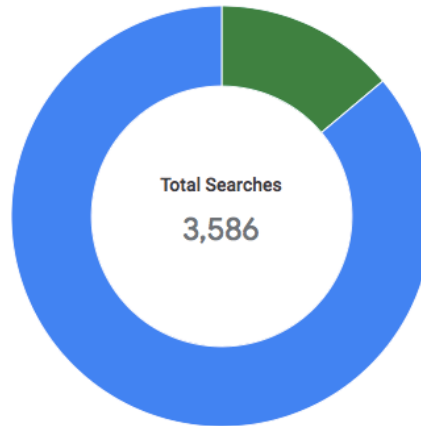
Website

Users

How customers search for your business



1 month



Direct

Customers who find your listing searching for your business name or address.



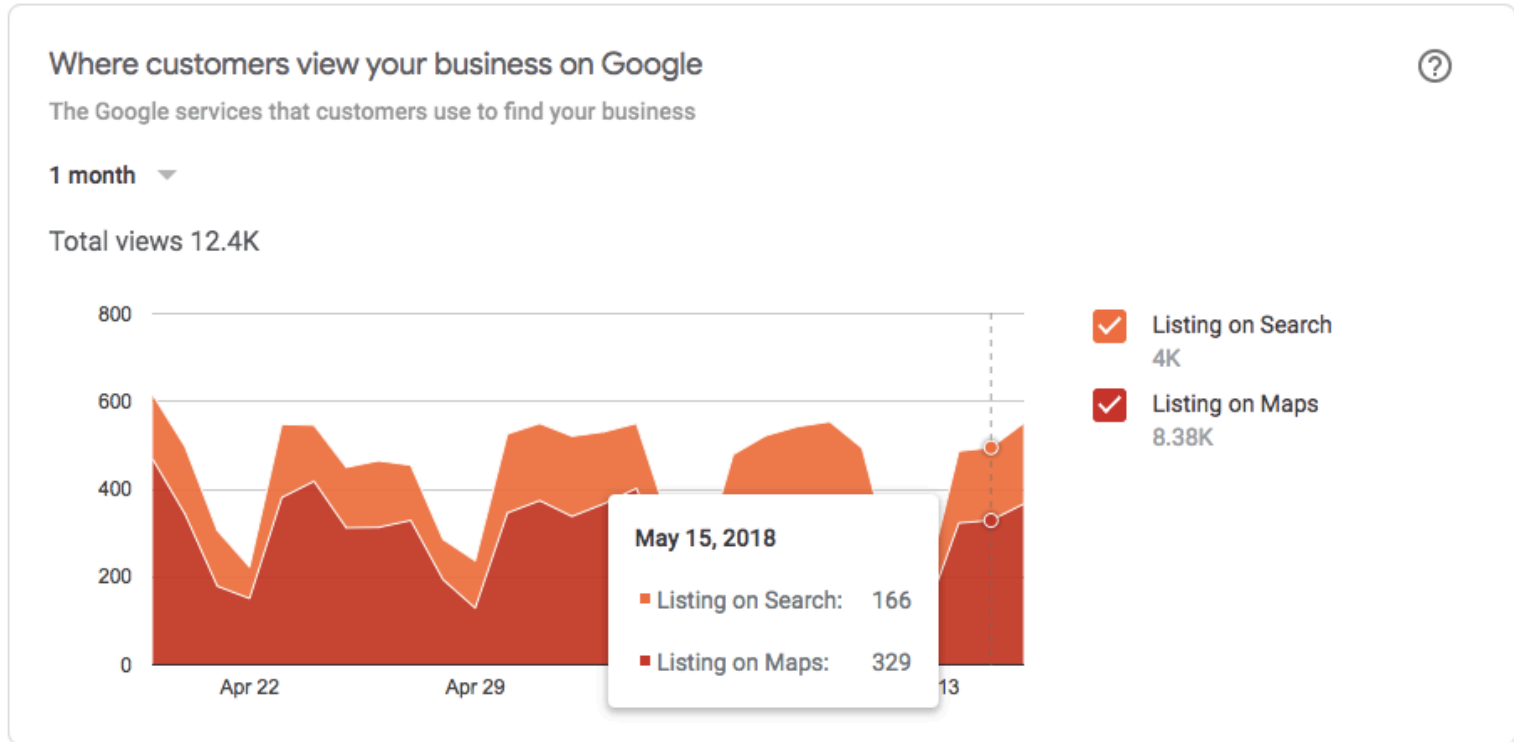
Discovery

Customers who find your listing searching for a category, product, or service.

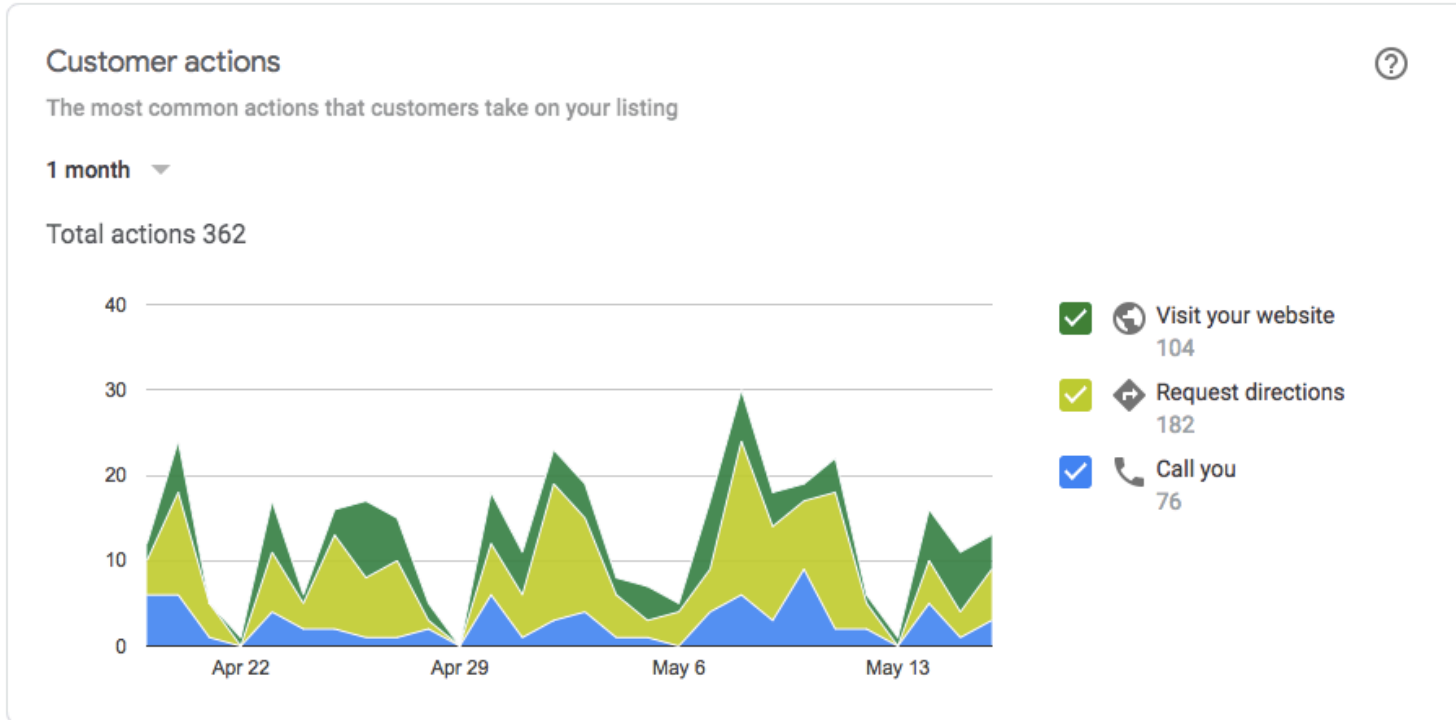


Businesses with recent photos typically receive more clicks to their websites. [Post photos](#)

Customer Insights



Customer Insights





Customer Insights

Directions requests ?

The places where customers request directions to your business from

1 month ▾

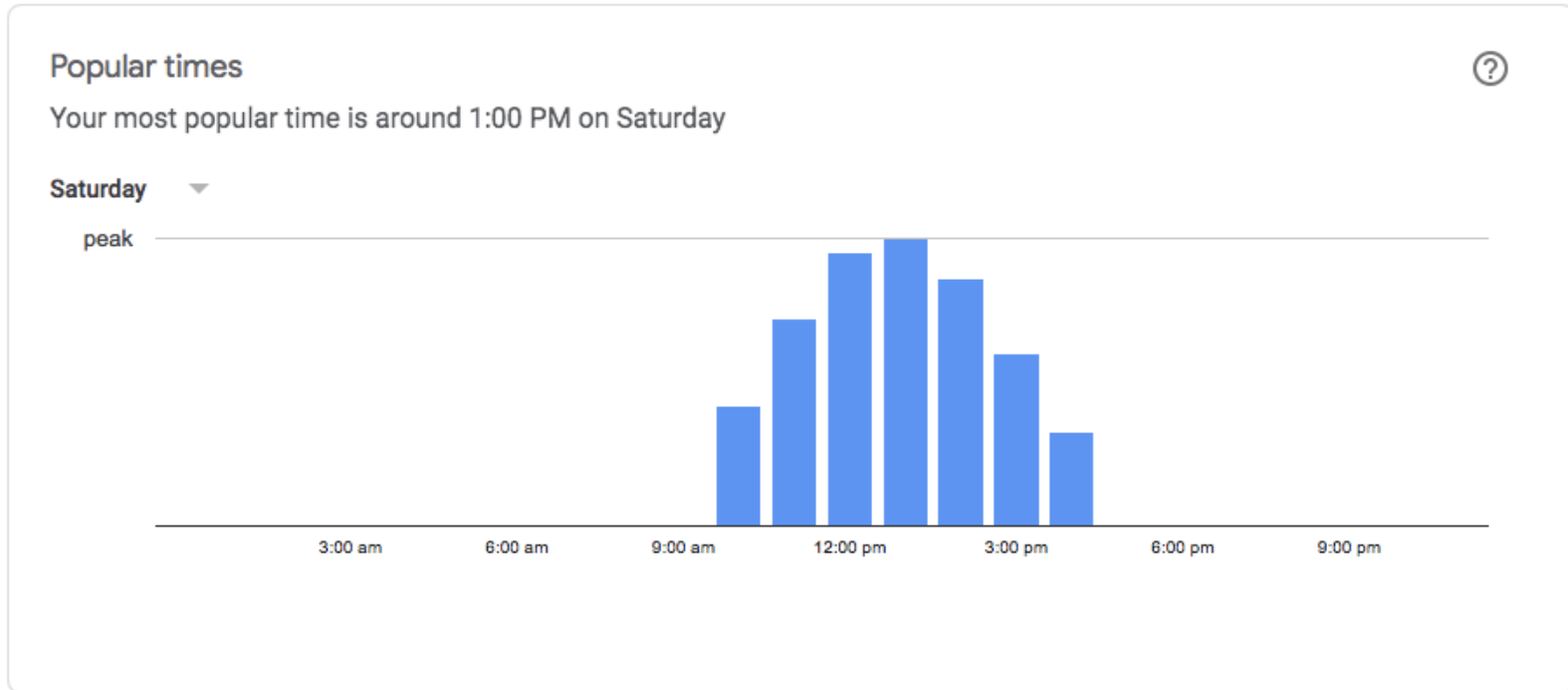
38134	25
38111	23
38112	22
38120	22
38118	17
38114	16
38016	<10
38104	<10
38106	<10
38115	<10
38116	<10
38117	<10
38119	<10
38122	<10
38125	<10
38126	<10
38127	<10

Map data ©2018 Google [Terms of Use](#) [Report a map error](#)

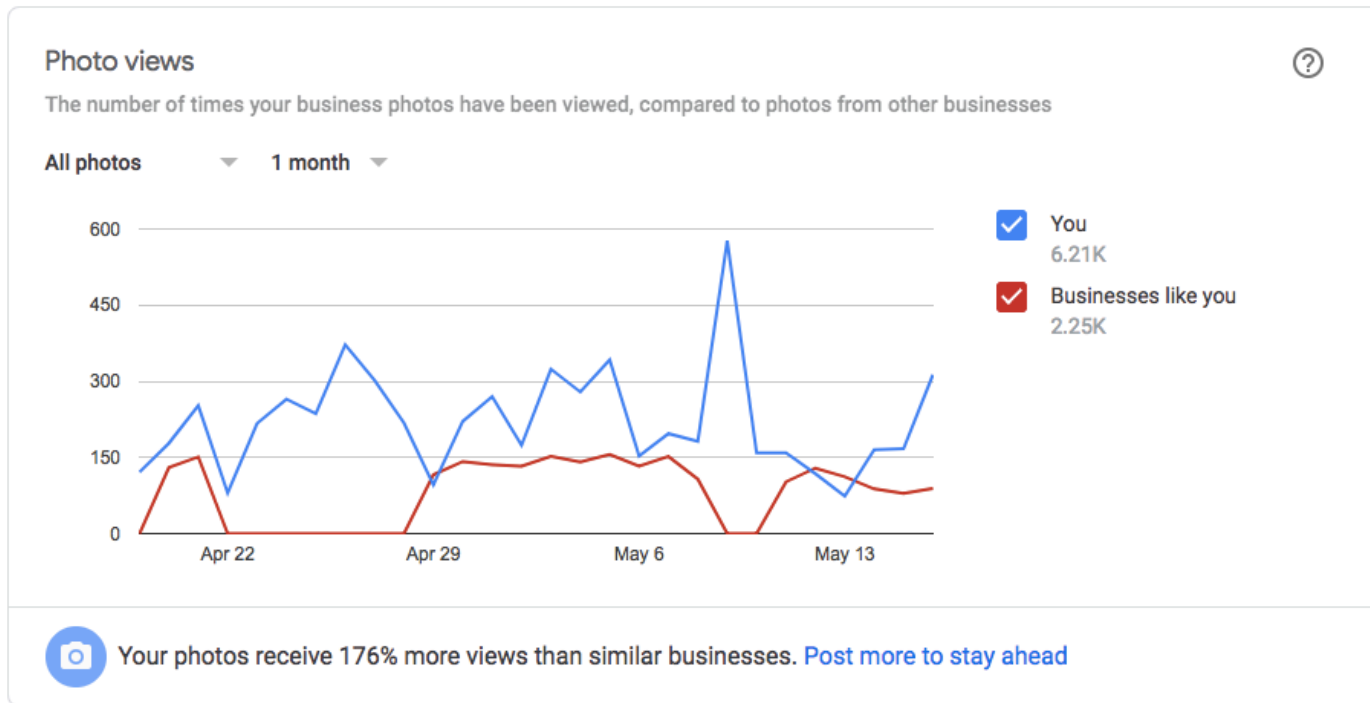
Customer Insights



Customer Insights



Customer Insights





Questions?



Liz Jostes

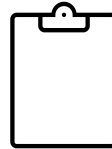
Eli Rose Social Media, LLC





Please rate the session you just saw on the NAMM App.

Choose the session, look for the clipboard and enter your review.



Thank you!