

# Google Business Profile – Basic

Be found easily online – with your free company profile on Google.



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Current Status: 05/2022

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# Overview of training

## Google Business Profile



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Google Business Profile & why it's relevant

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Create and optimize your Profile

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Engage with your customer

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Maintain your Profile

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Create Business Profile on other local directories

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Impact of Google Business Profile on ZEISS Store Locator

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Summary

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## Google Business Profile



### Google Business Profile & why it's relevant

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Summary

# Google Business Profile & why it's relevant

Be there when your customers are looking for you.



## WHAT?

Google Business Profile is a **free** tool provided exclusively for businesses to market themselves online across Google Search and Google Maps in order to stand out, attract, connect with new customers and keep them coming back.



## WHY?

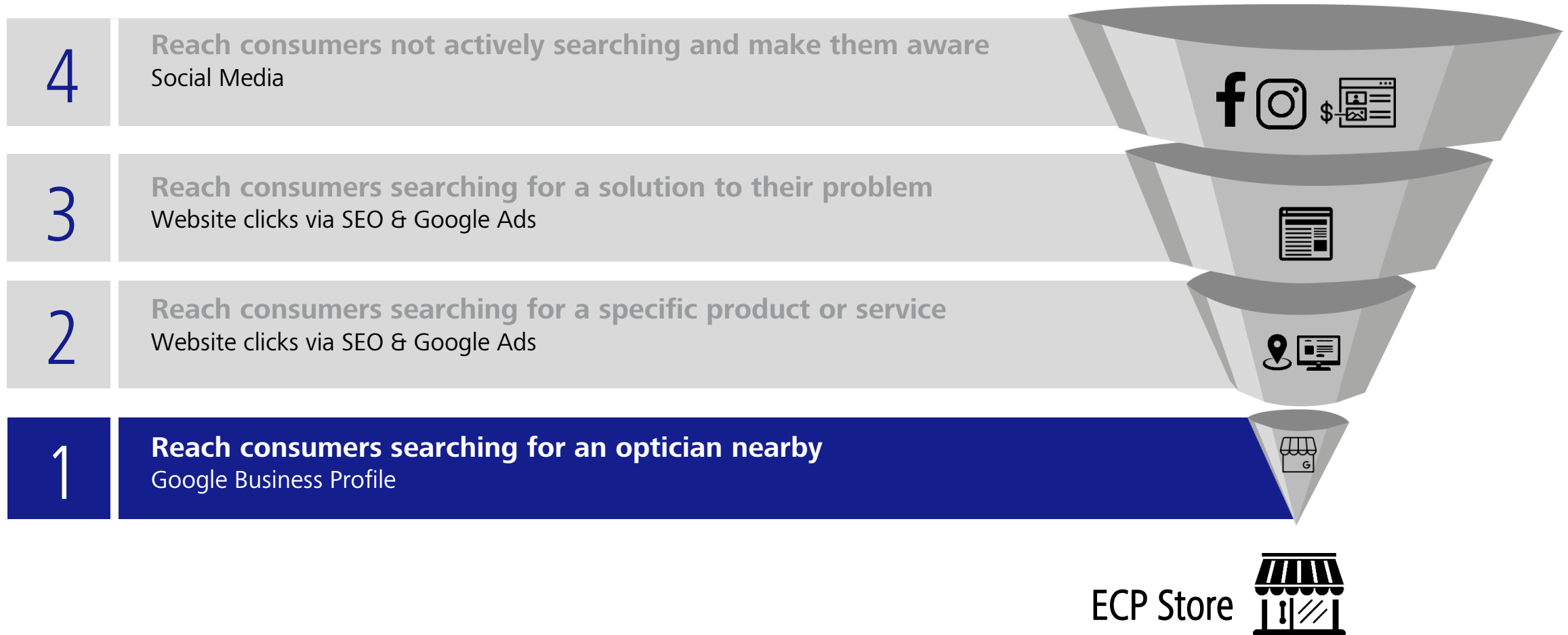
Businesses with complete, optimized local listings receive **52%** more clicks from local search.\*

You need more arguments?  
Look at this [video!](#)



# Google Business Profile & why it's relevant

Reach consumer searching for an optician nearby



# Google Business Profile & why it's relevant

## Impact of Google Business Profile on Search Engine Result Page



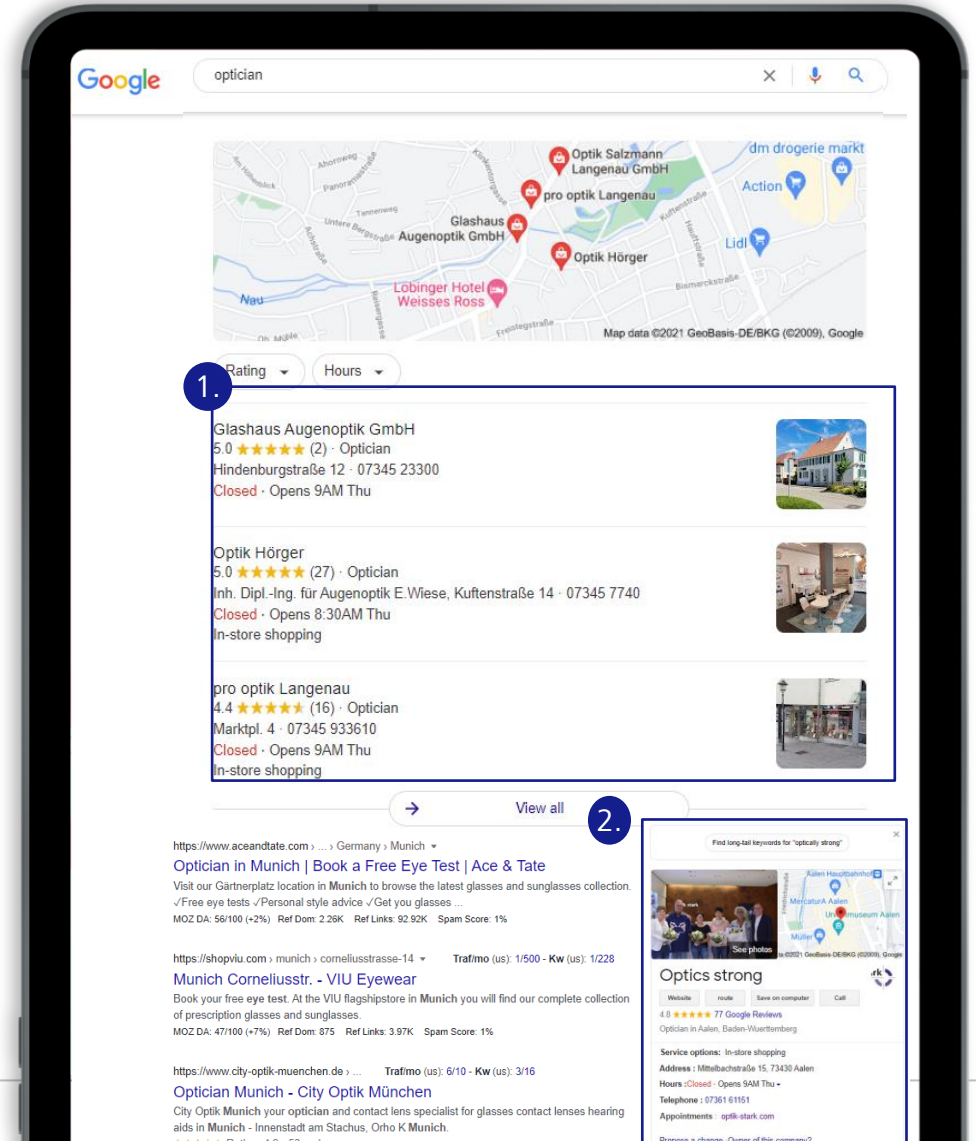
Rich snippets are **enhanced search results** displayed by search engines on their results page. In opposite to a common organic results they have more visual appeal.

### 1. Map pack

- The map usually appears **on top** of the results and displays local businesses.
- **Benefit:** Your business is featured based on the location. **This brings a super relevant traffic, or even direct calls or bookings.**

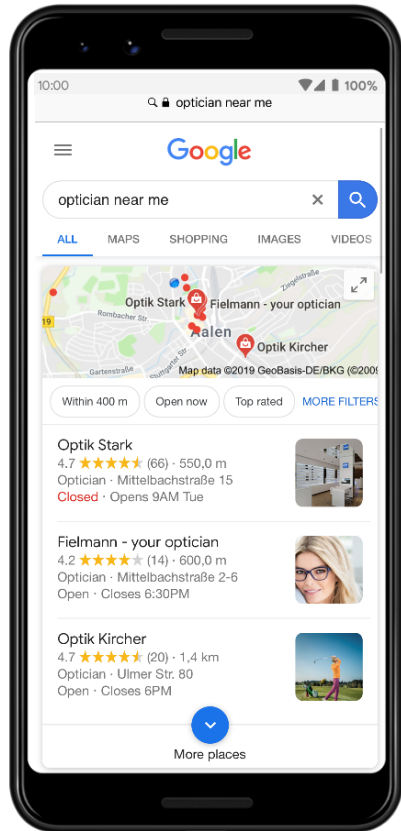
### 2. Branded local graph

- It appears on the **right side** of the search engine result page and contains information from Google Business Profile
- **Benefit:** When potential customers search for your business in Google, they will find a lot of useful information right in the knowledge graph. **Although they may not visit your website, they can do other direct actions, e.g. call you or find a way to your store, which is probably your goal.**



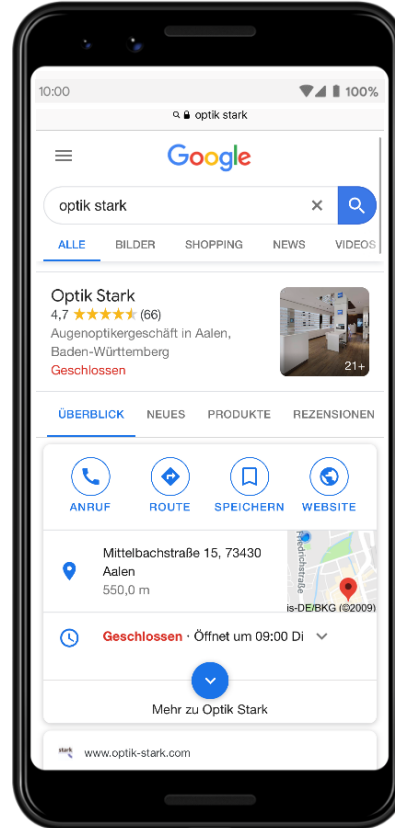
# Google Business Profile & why it's relevant

## Possible search terms consumers are searching for



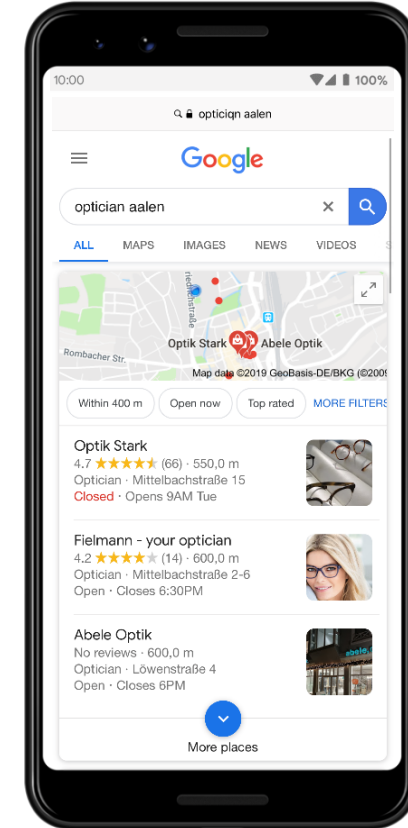
**1** Searching for: „optician near me“

**Search result:** 3 ECPs near the consumer with a GBP listing will show up.



**2** Searching for: Optician's brand name

**Search result:** Extended GBP of the ECP with open hours, phone nr. and route will show up.

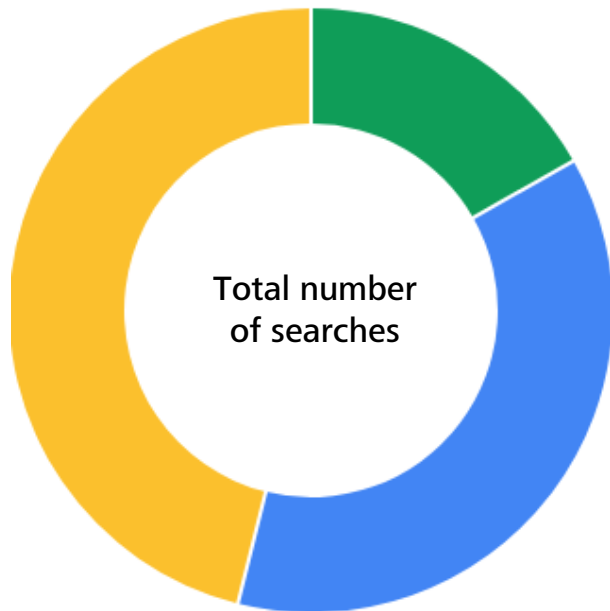


**3** Searching for: optician x city

**Search result:** Similar to the first search, 3 ECPs with GBP listing will show up.

# Google Business Profile & why it's relevant

How does Google classify the searches



## Direct

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



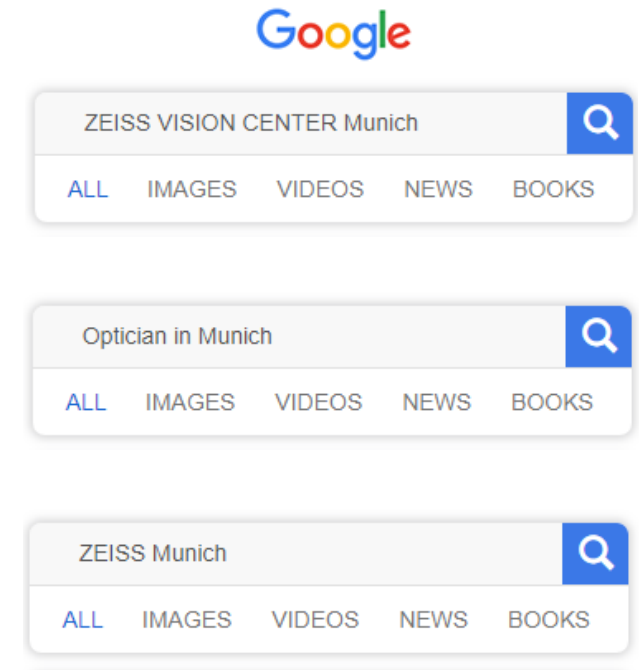
## Discovery

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



## Branded

Customers who find your listing by searching for a brand related to your business

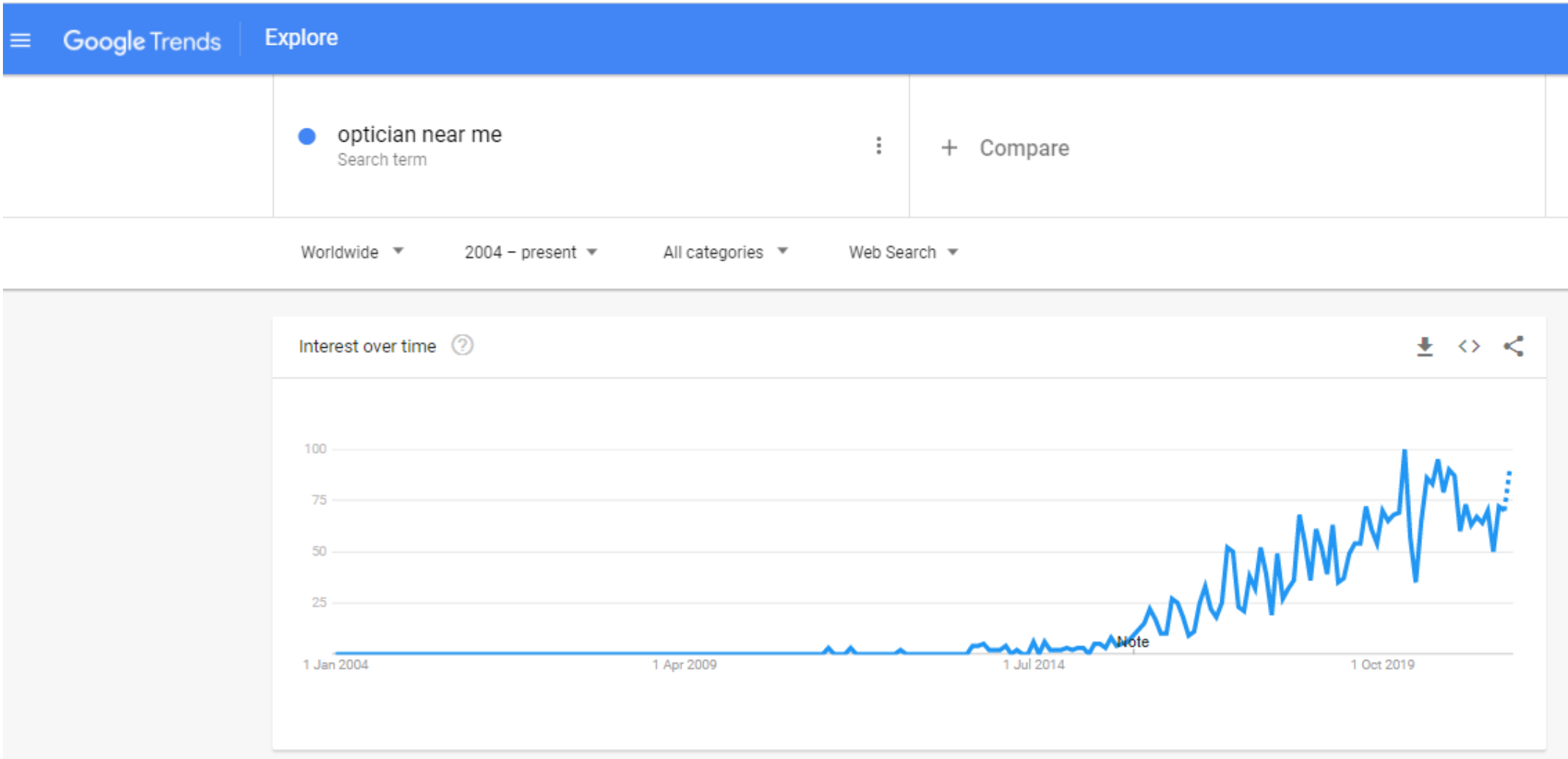


\*Part of the "Insight"-Tab of ECPs Google Business Profile



# Google Business Profile & why it's relevant

Worldwide increase for discovery searches with "optician near me"



# Google Business Profile & why it's relevant

## The value of Google for location marketing

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**75%** of consumers use a search engine to find businesses.

**5x** More views for a well managed Google Maps location

**70%** More likely to visit a well managed Google Maps location

Source: Google/Ipsos, U.S., Omnichannel Holiday Study



# Further reasons to optimize your listing

Ensure a professional representation of your business online



Carls Optician

Bare & unattractive

Does **not signal** to consumers that this is a **trustworthy/active business**

Does not invite **engagement**



ZEISS VISION CENTER Stuttgart – Optiker

Richer information with a **relevant photo**

Website link

Reviews & ratings

Opening times

Phone number

Appointment link

Directions Save Nearby Send to your phone Share

1732 Ave D, Fort Madison, IA 52627, United States

+1 319-372-3508

JMMC+J4 Fort Madison, Iowa, United States

Claim this business

Add a label

Suggest an edit

Add missing information

Add hours

Website Directions Save Call

4,5 ★★★★★ 50 Google reviews

Optician in Stuttgart, Baden-Württemberg

Service options: In-store shopping

Address: Stephanstraße 30, 70173 Stuttgart

Hours: Open - Closes 6PM

Phone: 0711 89537777

Appointments: zeissvisioncenter.com

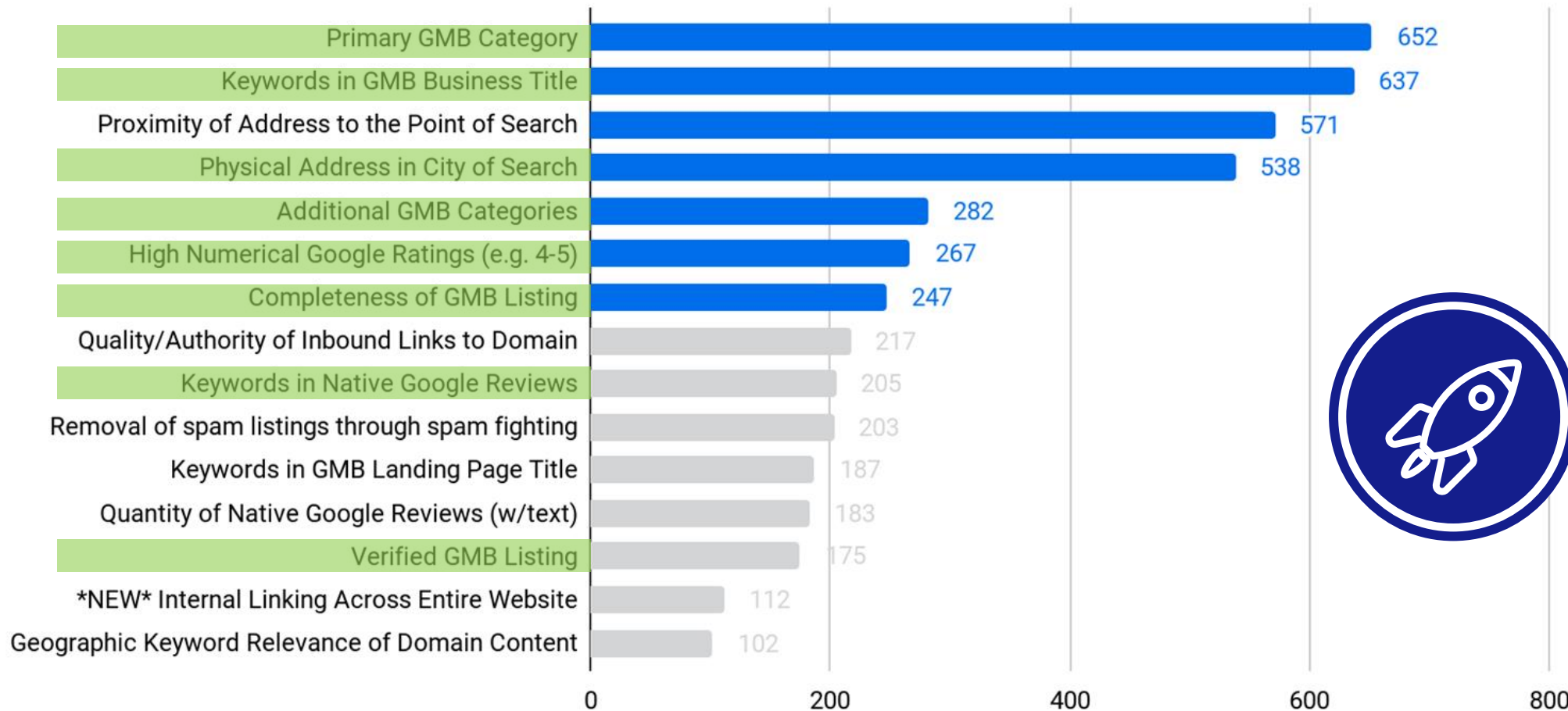
Suggest an edit - Own this business?

Know this place? Share the latest info

Products View all

# How to become part of the local pack?

## Top 15 local pack/finder factors



# Google Business Profile & why it's relevant

## Three things you need to do



**1** Create or claim your Google Business Profile

Create a business profile or edit an existing profile in Google Search and Google Maps.

**2** Personalize your Google Business Profile

Add opening hours, photos and other information to be discovered by potential customers nearby.

**3** Administer your Google Business Profile

Post updates on Google, respond to reviews, and engage with customers.

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## Google Business Profile



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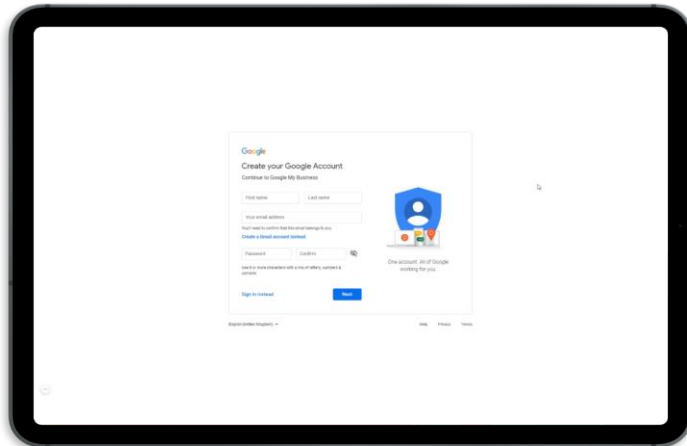


# Create & claim your profile

## Steps by Step



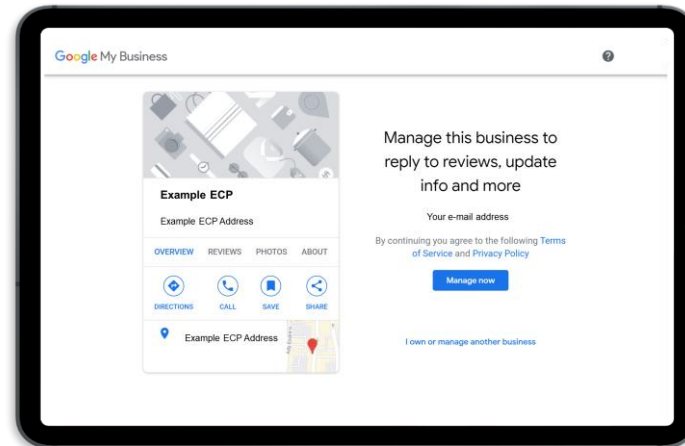
### 1 Create a Google Account for your business.



1. Go to [www.google.com/business](http://www.google.com/business)
2. Create a Google Account with your business e-mail address by completing the fields
3. Insert phone number & verify with the code received

**Important:** You need a google account to use GBP. You can also use your existing address

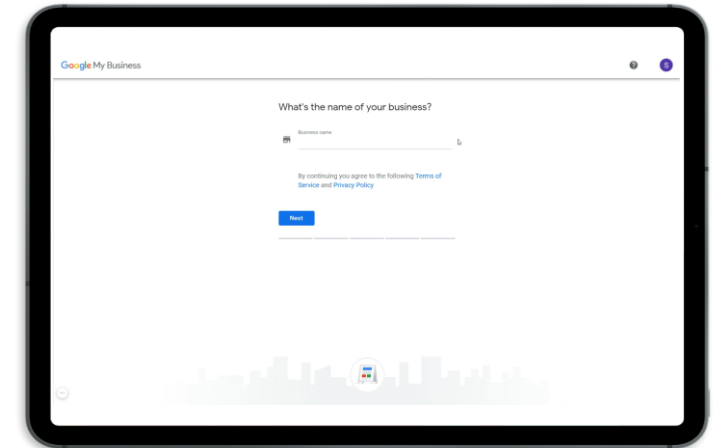
### 1.1 Claim your Google Business Profile.



1. Go to [www.google.com/maps](http://www.google.com/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** and then click **Manage now**.

**Important:** Now you need to verify your business. This process is recommended when a listing already exists

### 1.2 Create your Google Business Profile



1. Enter your business/brand name
  2. Add store address and select as business category "optician"
  3. Now you need to verify your listing. Google will send you a postcard via mail
- Important:** Do not make any changes until the verification code by mail arrives! Then visit [google.com/verifymybusiness](http://google.com/verifymybusiness)

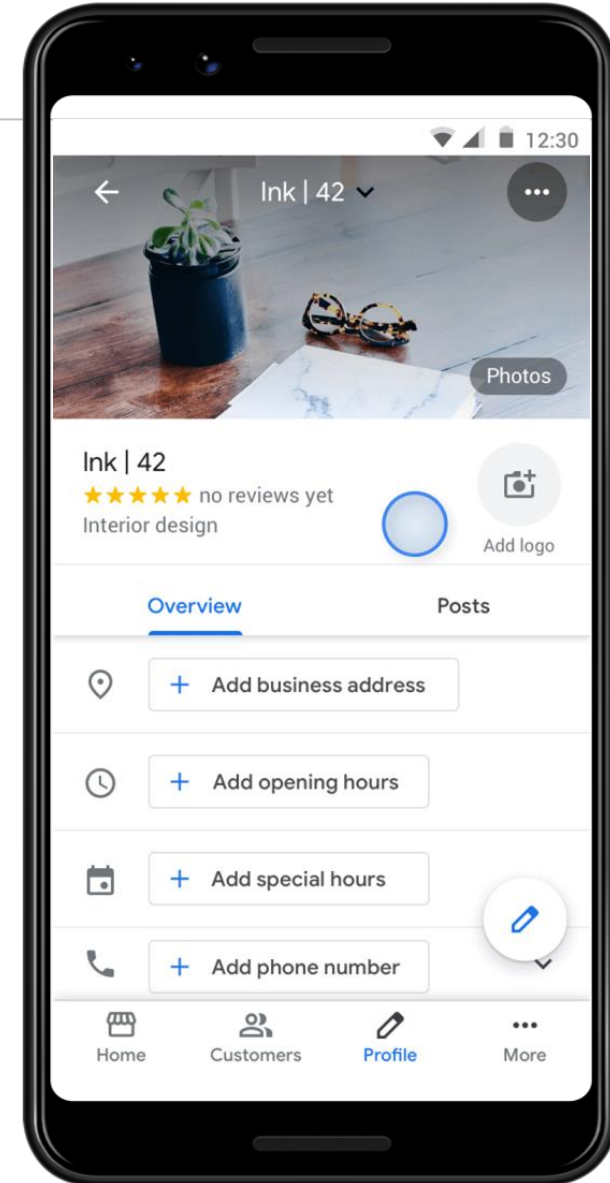
# Personalize your Profile

Add relevant Business Information

By displaying your **business address** or **service area**, **hours**, **contact info**, and **description**, you help customers find you, get in touch, and see what makes you different from the rest. Ensure that your business information are complete since this also influences the search results

# 54%

of customers are looking for your opening hours





# Personalize your Profile

## Add relevant Business Information



### Name of your store

Include the correct name of your store. It must correspond to the real name of your points of sale.



### Opening Times

At what time does the opticians XY open? To answer this, 54% of people check the GBP. Even before going on the website! Thus, your schedules must be up to date.



### Address

Your Address and geographical coordinates must be correct, precise and up to date that your customers can find you.



### Contact Details

When you enter a phone number, a call icon will appear on your GBP, linked to the calling feature. By that, the customer is just one single click away to get directly in touch with you.

# Personalize your Profile

How to add relevant information about your business?



1. Click on **“Info”** on the left hand side. You will be forwarded to your business details subsequently

2. Add the **name of your business** by clicking on the pen next to the name. When you made the changes click on apply

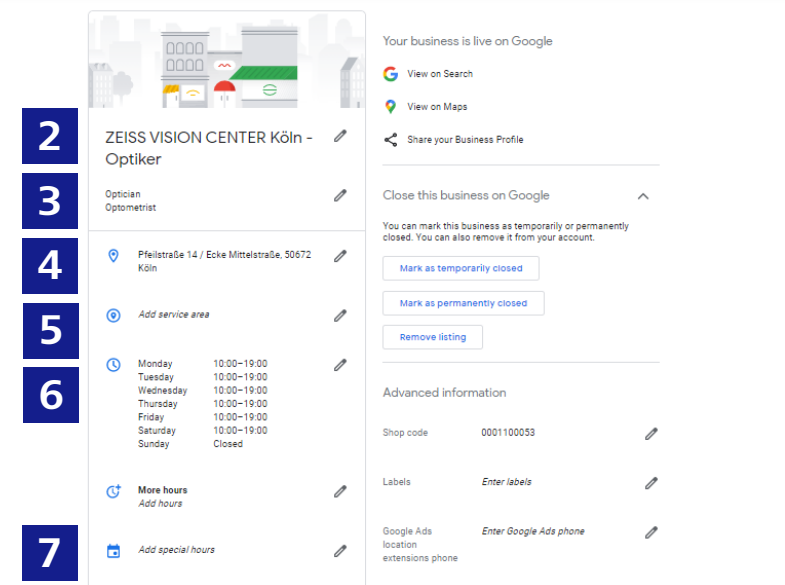
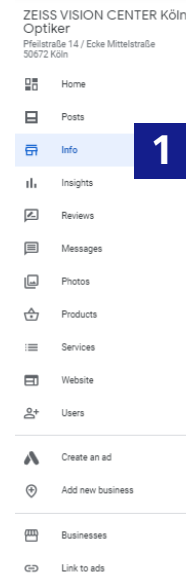
3. Select a **category**: We recommend to define your primary category as optician and your secondary category as sunglasses shop and contact lens supplier if they apply to your store

4. Add the **address** of your business

5. Go to **service area**, search and adapt the area where you provide you service and click on apply

6. Go to **opening hours** and add the information for each week day individually and click on apply

7. You can add **special opening** hours for holidays or specific events



# Personalize your Profile

How to add relevant information about your business?



8. Add your **phone number**
9. Add a **link to your website**
10. Provide a link where your customers can easily **schedule appointments**
11. Provide information on the **products** you offer in your store. Describe which **services** you offer
12. Decide on **attributes** describing your business like payment methods, accessibility etc.
13. **Describe** your business by adding strong keywords
14. Tell your customers when your store **opened for the first time**

The screenshot displays a business profile editor with the following sections:

- 8** Phone: 0221 27744111
- 9** Website: <http://www.zeissvisioncenter.com/koeln-mittelstrasse>
- 10** Appointment links: <https://www.zeissvisioncenter.com/de/...>
- 11** Products: Add or edit products
- 11** Services: Optician, Kontaktlose ZEISS Seh-Analyse, Augenmessung, Führerschien Sehtest, Digitale Brillengläser, Einstärkenbrillengläser, Allgemeine Reparaturen, Brilleninspektion, Sonnenschutzgläser, Beratung für Sonnen- und Lichtschutzbrillen mit Korrektur, Gleitsichtbrillengläser, Optometrist
- 12** From the business: Add attributes
  - Accessibility: Wheelchair-accessible entrance
  - Amenities: Add attributes
  - Health and safety: Add attributes
  - Highlights: Add attributes
  - Payments: Not cash-only
  - Service options: Add attributes
- 13** Description: Auf der Suche nach einer neuen Brille? Unser kompetentes und freundliches Team unterstützt Sie bei der Auswahl einer geeigneten Brille, die ihren visuellen Bedürfnissen entspricht. Was unterscheidet das ZEISS VISION CENTER Köln von anderen Optiken? Wir ermitteln ein präzises Sehprofil durch das Zusammenspiel innovativer Messtechniken mit Beratung auf höchstem Niveau. Hier erwartet Sie eine trendige Auswahl an Fassungen bekannter Marken. Erleben Sie den nächsten Brillenkauf bei uns als einmaliges Erlebnis. Besuchen Sie uns jetzt in der Pfeilstraße 14 / Ecke Mittelstraße
- 14** Opened on 1 May 2021

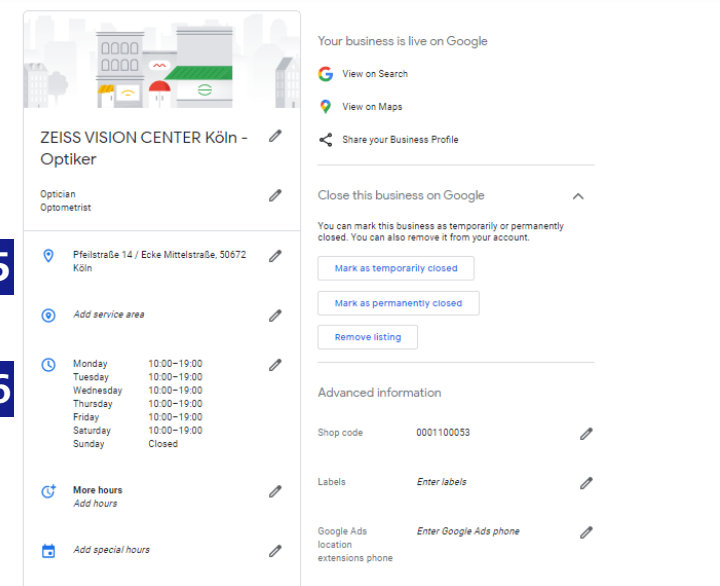
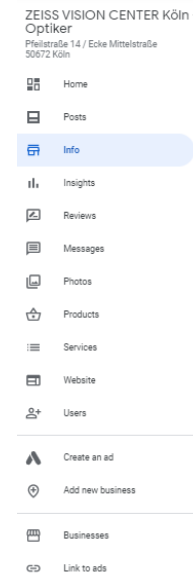
# Personalize your Profile

How to add relevant information about your business?



**15.** **Location specific information** like “Downtown” can be added in the Street address line 2. Here you can also add more lines to your Profile.

**16.** Please indicate **holidays** as special opening hours. Otherwise the actual opening hours will be displayed for these days, with the note "Possibly deviating opening hours" or similar.



# Personalize your Profile

Heads Up – Google Business Profile updates forseen



Soon it is getting even easier to manage your business on Google

Managing individual Business Profiles will be moving to Search  
and Maps

To manage individual profiles, you'll soon be directed to Search.  
Managing profiles in bulk will still be available on Business Profile  
Manager.

We will keep you updated in our [Master Digital Agent Community](#)

# Personalize your Profile

## Manage business profile directly on Google



An easy way to **manage your profile** is directly via **Google Maps and Search**.

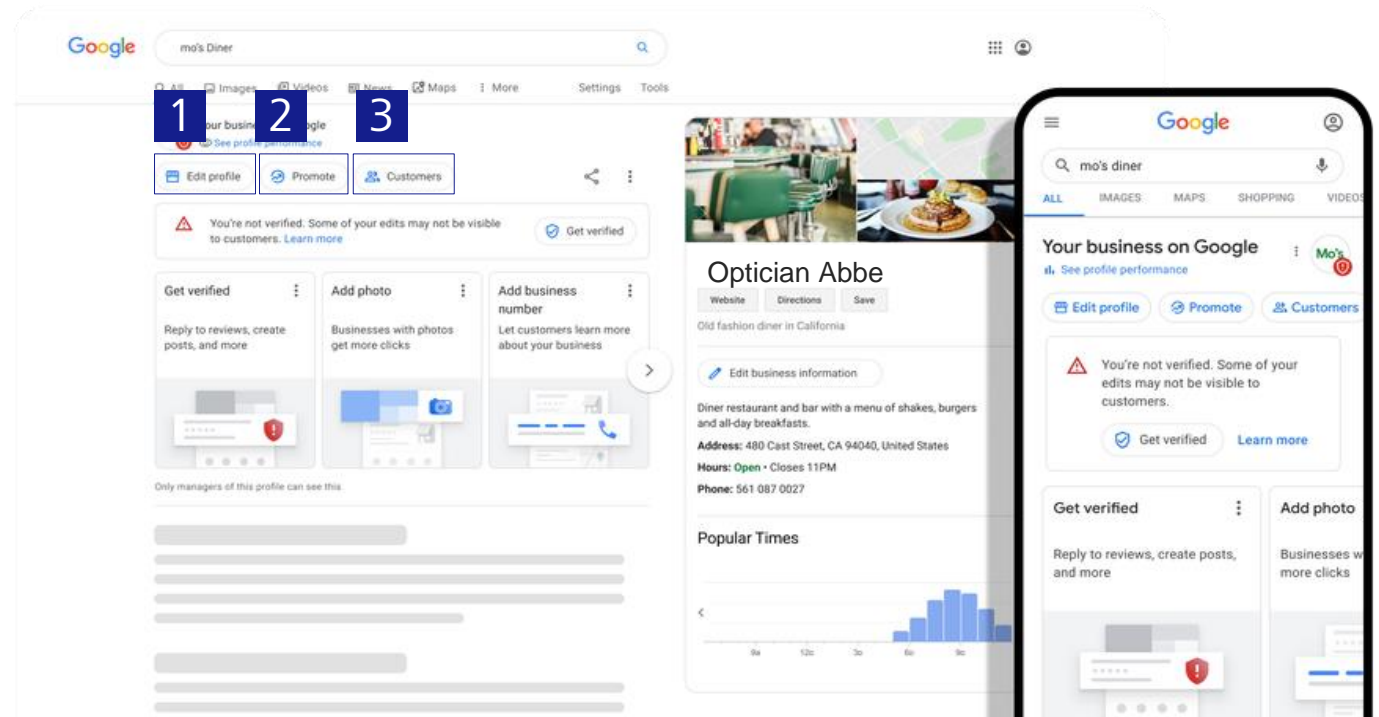
**Important:** Certain features to manage your Business Profile may differ between Google Maps and Search, and the operating system.

### How?

Simply search for your **business name** or type in **“my business”** into the search bar.

### You can:

- 1. Edit your profile:** Easily update your business information, adjust your hours, or add a menu.
- 2. Promote your business:** Add photos or updates to stand out on Google.
- 3. Connect with your customers:** Connect with your customers by responding to reviews and questions



# Personalize your Profile

## Manage business profile directly on Google



Here you can see an overview of the most **essential functionalities** which you can manage directly via the Google Search.

My business on Google  
120,767 views this month

edit profile advertise customers

You find even more functionalities hidden behind these buttons.

complete profile	Get more reviews	Enable chat	add post	add a photo	keep customers informed
Add details and be found by more users	Share reviews form with previous customers	Free chats for customers via Google	Communicate company news to users	More clicks for businesses with photos	Answer a few questions and update information about your business on...
Add <b>Business Information</b> & personalize your business	Share the <b>review</b> link to generate more reviews.	Engage with your customers by using the <b>chat</b> function.	Communicate the latest updates by adding <b>posts</b> .	Add new <b>photos</b> to your profile with one click.	Get directly to the <b>Q&amp;A</b> section of your profile.

# Personalize your Profile

## Logo & Cover Photo



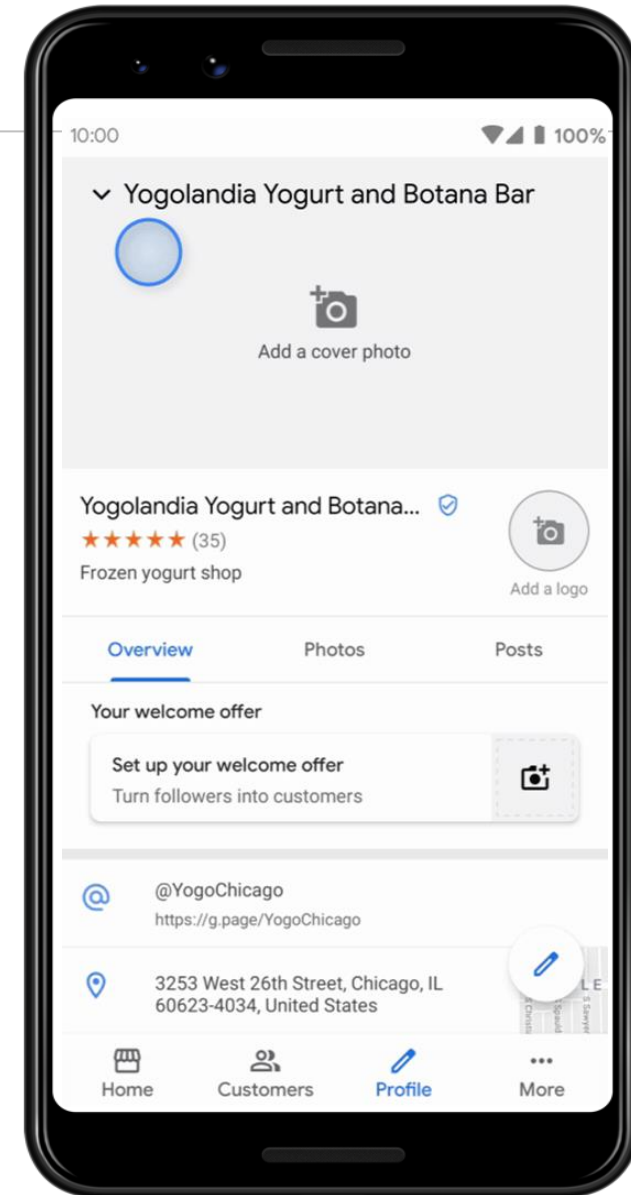
Stand out from the rest and create a consistent online presence. **Bring your brand identity to your Business Profile** with your logo and cover photo – whether it's your best-selling product or your storefront.

# 42%

increase in requests for directions for businesses with photos on their profiles

## TIP

Your cover photo should be from your storefront.





# Personalize your Profile

## Photos



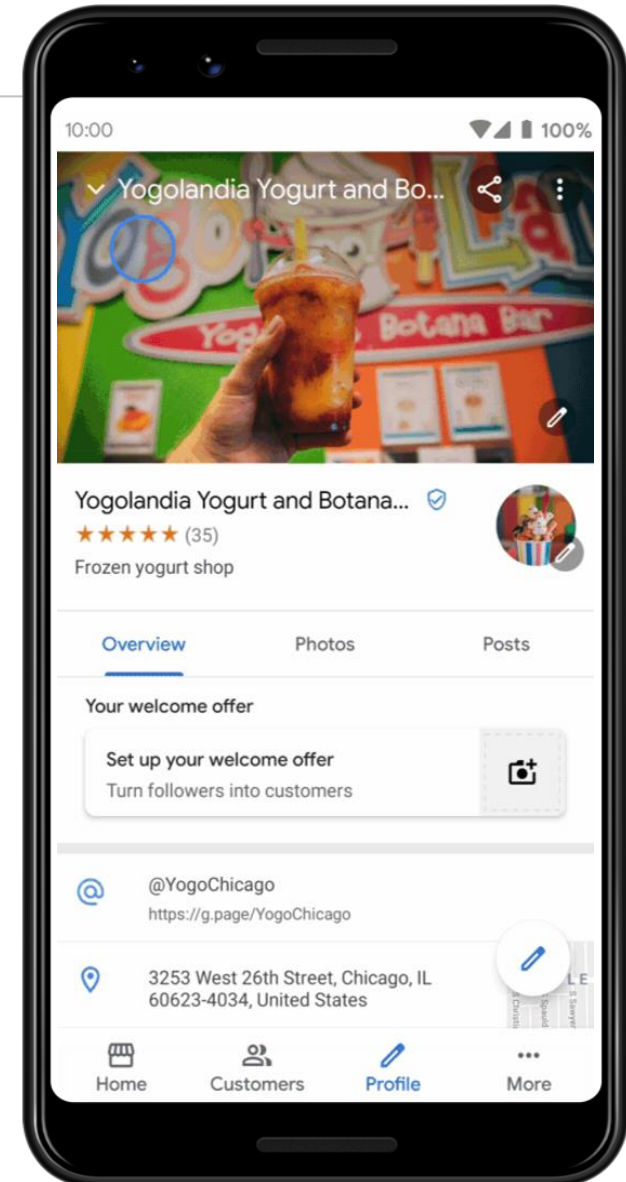
Bring your business to life, and turn snaps into sales with photos of your products and services.

# 90%

of people are more likely to visit you if you have photos of your business on Google Search and Maps

## TIP

Upload photos of your storefront and in-store experience as well as products.



# Personalize your Profile

## Photo Guidelines



**Photos build trust as they build familiarity with your company**

### Photo guidelines

Your photos will look best if they meet the following requirements:

- **Format:** JPG or PNG.
- **Size:** Between 10 KB and 5 MB.
- **Minimum resolution:** 720 px tall, 720 px wide.
- **Quality:** The photo should be in focus, have no significant alterations or excessive use of filters.
- **Number of photos:** Start with 3-6 photos

### Photo Dimensions

- Profile Photo: 250 x 250 pixels (or from 120 x 120 to 5200 x 5300)
- Cover Photo: 1080 x 680 pixels (or from 480 x 270 to 2120 x 1192)
- Shared Images: 497 x 373 pixels (or min. width of 497 up to 2048 x 2048)



# Personalize your Profile

## Tipps for Pictures



### #1 Use high qualitative photos that represent your business

Ideally, you should get a professional camera or hire a professional photographer to produce good photos of your business.

### #2 Don't use stock photos

Stay away from stock photos. They'll be found and removed by Google because they don't provide an accurate depiction of your business.

### #3 Crop your photos to perform well on mobile and desktop

Even though you upload photos that are correctly sized to the specifications, you'll need to make sure your photos are cropped correctly. Make sure that the most important part of your image is in the middle, rather than the top or bottom. By that, your photo will be displayed best on any device.

### #4 Add photos constantly

Google's algorithm determines which businesses stay on top of search results. One of Google's criteria is whether a Google Business Profile is frequently updated.

### #5 Review photos added by your customers

As with Google reviews, anyone can add a photo to your Google Business Profile. Therefore, it's important to monitor the customer photos on your Google Business Profile.

### #6 Check Google Business Profile insights about photos

Insights can help you understand how popular your images are and which images delivers the best results.

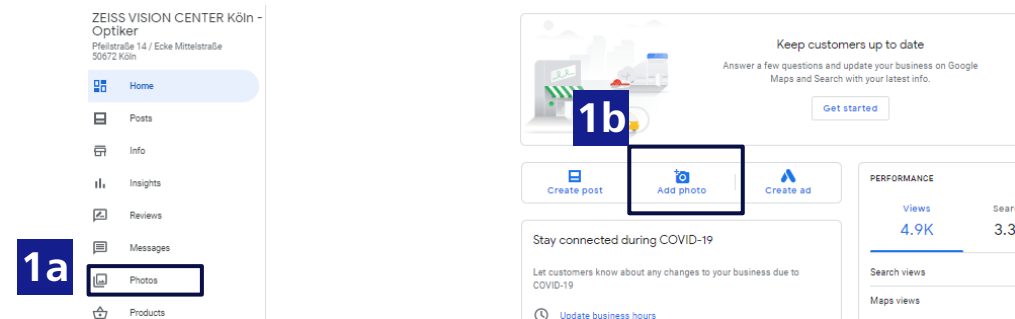
# Personalize your Profile

## How to add photos to your Profile?



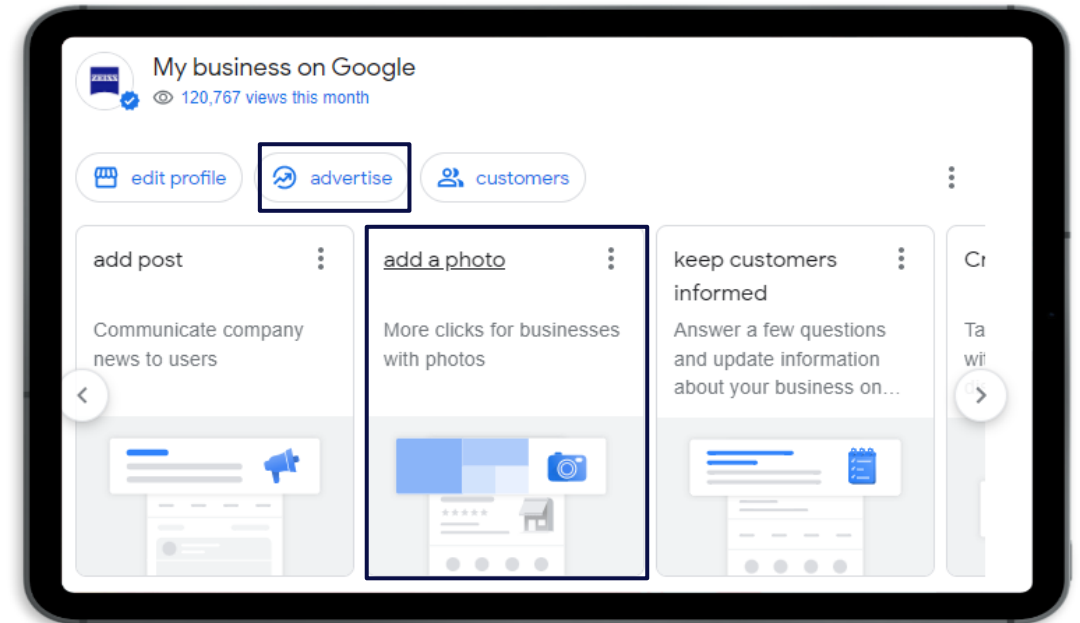
### Within Google Business Profile:

- 1.** a. Click on photos on the left hand side  
b. You can also click on add photos on your starting page
- 2.** Click on the plus icon in the left corner or on „add photo“
- 3.** Select a photo from you computer
- 4.** By clicking on the pen which appears on the photos you can decide which photo you would like to chose as a logo and coverphoto



### Via the Google Search:

Add Photos directly via Google Search by clicking on „advertise“ and „**add photos**“ or directly click the suggested tab „add photos“.



# Personalize your Profile

## Add Product Information



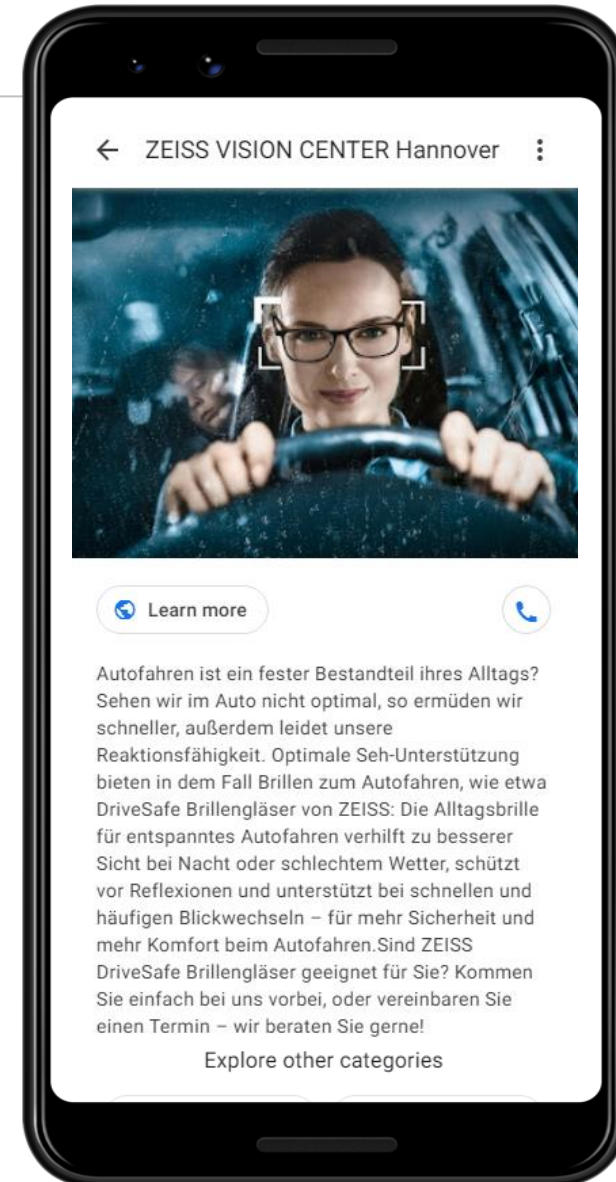
Add products to your Google Business Profile, that are **available in your store**. You can arrange your products by “product collection“, like “ZEISS Lenses”.

# 76%

of people who conduct a local search on their smartphone visit a business within 24 hours and 28% of those searches result in a purchase

## TIP

Please reach out to your local ZEISS marketing contact to receive texts.



# Personalize your Profile

Add Attributes about your business

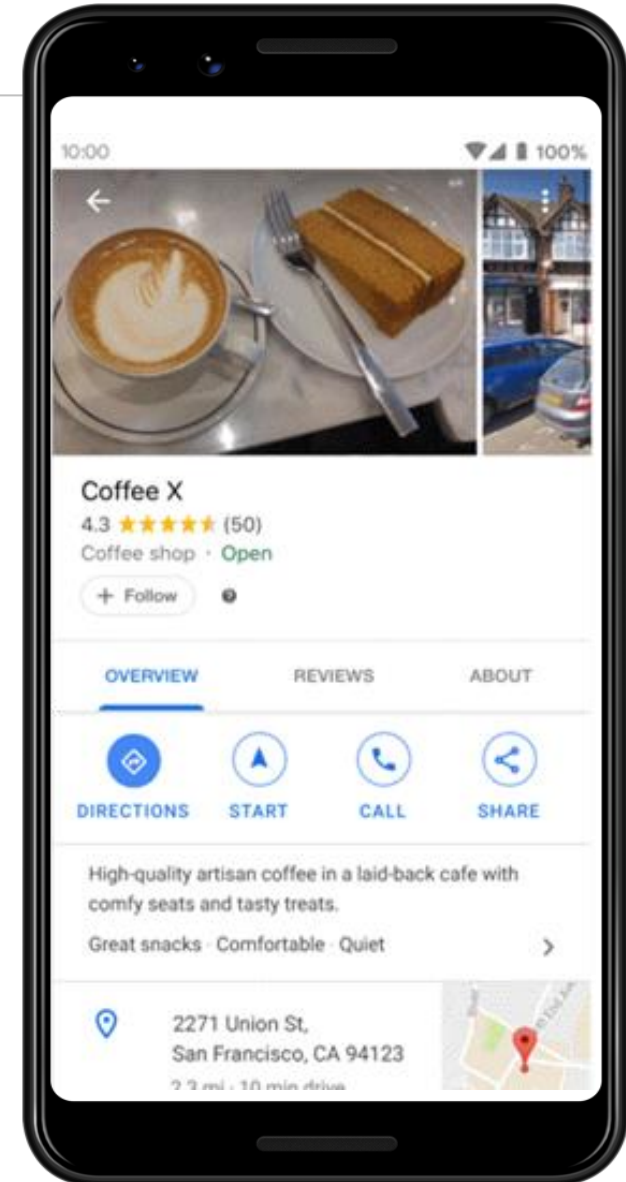
Let customers know more about your business, like whether you offer Wi-Fi or outdoor seating, and who's behind the business. **The more details customers have, the more connected they feel.**

# 29%

of customers are more likely to consider purchasing from businesses with a more detailed profile

## TIP

Define if you have a Wheelchair accessible entrance, if you accept credit card payments, etc.





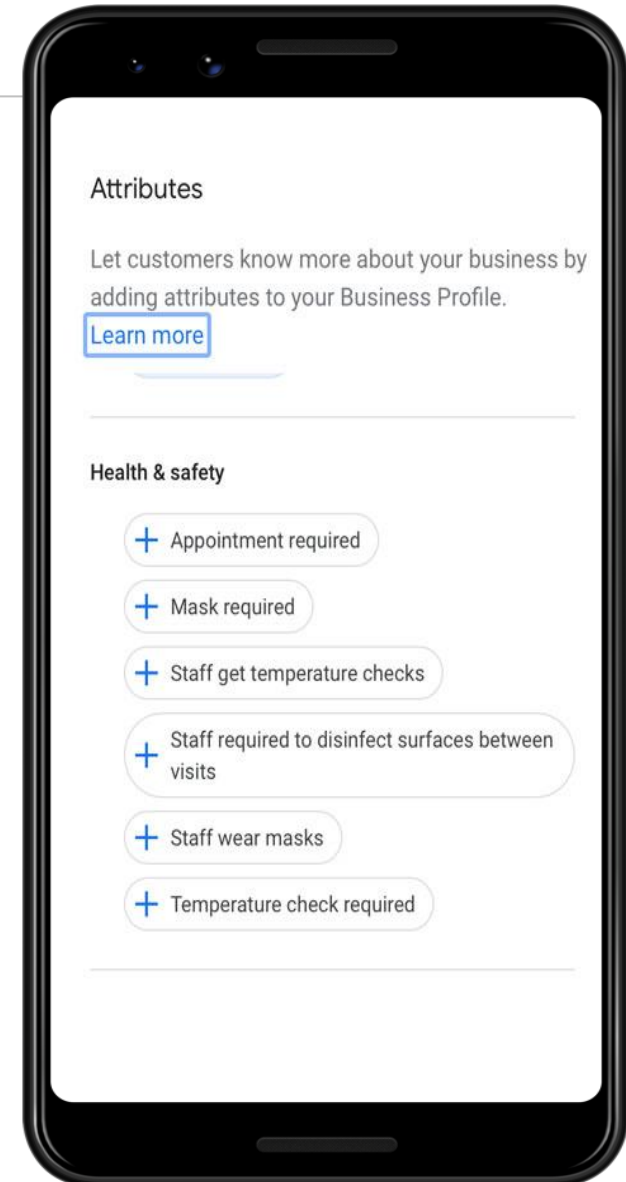
# Personalize your Profile

Add Attributes about your business



Depending on the rating, the user has the possibility to **share what he or she liked or didn't like about the POS**. Google will then prioritize the reviews via the keywords that the user will use.

There is no doubt that these attributes will be used in future ranking algorithms.



# Personalize your Profile

## Advanced - Link your Social Media Accounts

### Link social media channels to your Google Business Profile

Direct users to your social media accounts, where they can learn more about your business. Use this change to grow your social media follower base.



#### How does it work?

Google tries to identify your social media accounts and adds them automatically to the corresponding Google Business Profile “Knowledge graph”. You can favour the process **indirectly** by using a uniform name on your GBP and Social Media channels which makes it easier for the algorithm to identify your profile. You don’t want to wait? Favour the process **directly** by integrating a piece of code on your business website (Schema Mark Up). Request the manual.





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## Google Business Profile



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Google Business Profile & why it's relevant

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Create and optimize your Profile

### 03 Engage with your customer

Maintain your Profile

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Create Business Profile on other local directories

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Impact of Google Business Profile on ZEISS Store Locator

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Summary

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# Engage with your customers

## The importance of Reviews

Get invaluable feedback while building trust. **Customers can tell you about their experiences, and you can reply** – people will see both when they look at your Google reviews. Further, reviews influence your ranking in the local search results.

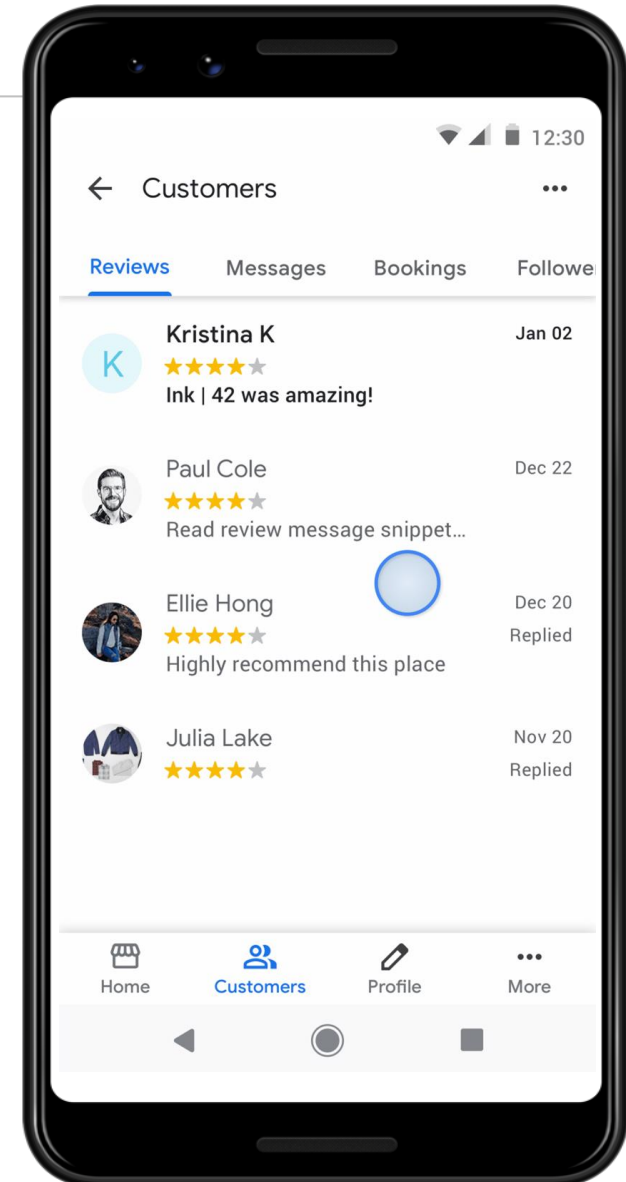
# 66%

of customers say positive reviews help them decide where to shop

# 2nd

Most important ranking factor on Google search results.

**Due to its importance you should have a minimum of 20 written reviews in a constant stream**



# Engage with your customers

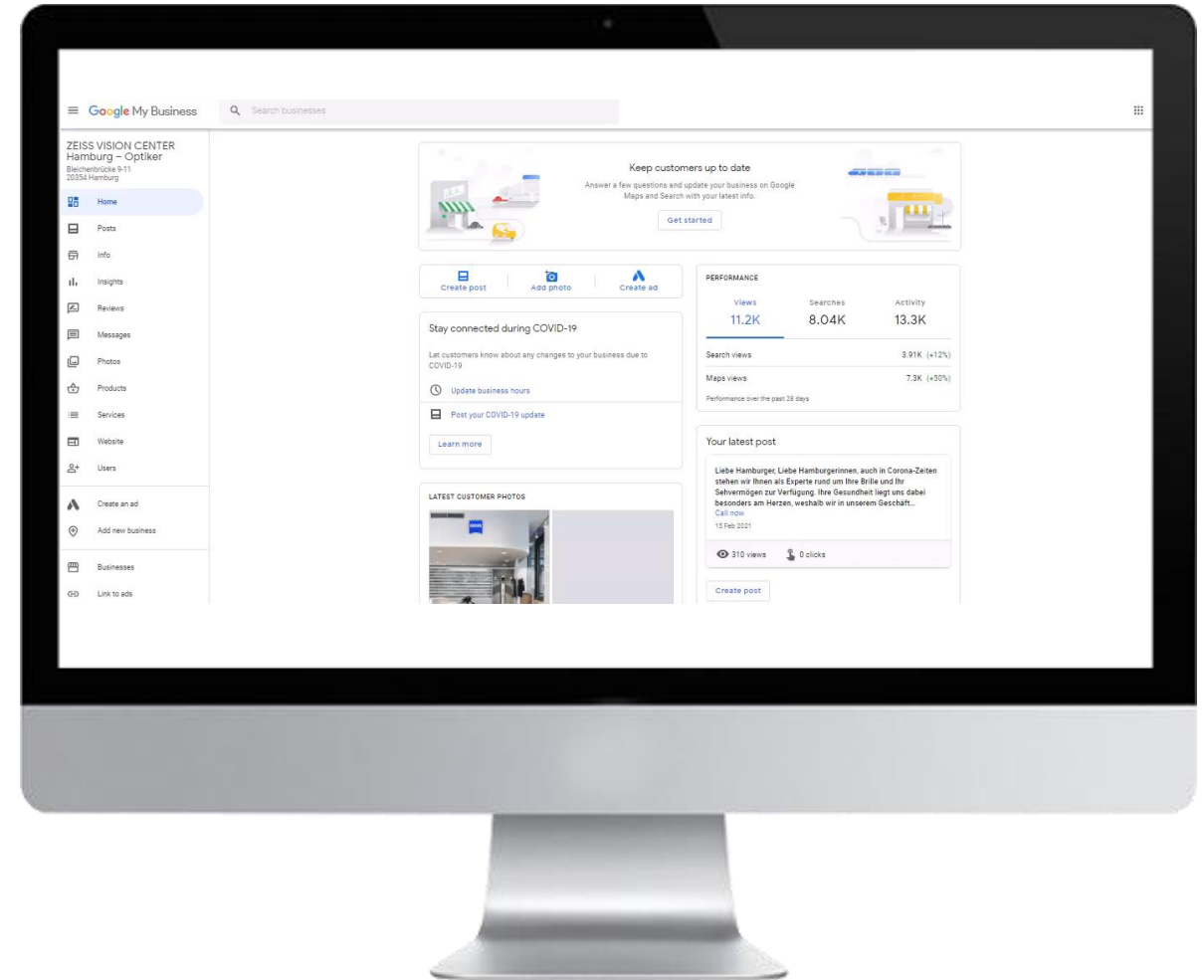
## How to manage your reviews?



1. Click on **Reviews** on the left hand side. All Reviews received will be displayed in the following.
2. You can **filter** them by clicking on all, replied or haven't replied.
3. Further you can mark them as **inappropriate** in case of any inappropriate reviews
4. In addition you can **filter** them by date, highest ranking and lowest ranking

### TIP

Always **answer to your reviews**, no matter if positive or negative & make sure there is a constant inflow of new reviews.



# Engage with your customers

## How to get more reviews?



Personal request for review from sales person.



Place QR code to review section of GBP in-store or on your business card. See how to create a QR-Code in next slide.



Integrate a link to the review section of GBP on the receipt



Use other digital touchpoints like Newsletter, appointment schedule, follow up email.

**Thank your customers  
for reviews!**

# Engage with your customers

## Create a QR-Code to generate more reviews



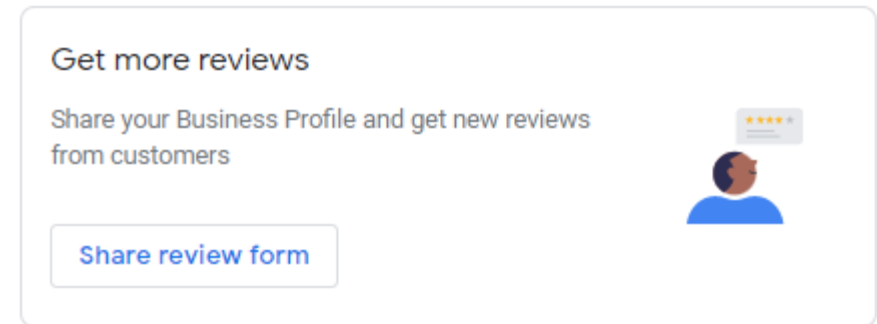
### Copy the link to your review form

1. Go to the back-end of your GBP
2. Go to more reviews and click on share **review form**
3. Copy the link which will appear there

### Create the QR-Code

4. Access the Bulk QR-Code Generator by [clicking here](#)
5. Insert the link to your review form
6. Select Size of the QR Code (px): 300,  
Foreground Color: #000000 (black) and  
Background Color: #ffffff
7. Make sure Transparent Background is selected
8. Click on **Bulk Generator QR Code**
9. Your QR code has been generated.
10. Click on **Download All (.zip)** to save the QR-Code
11. Place the Code on your Business Card or on Instore displays

### Link to review form



### Example of a business card including the QR-Code to your GBP



Thank you for your visit! Please review us on Google and tell others about your experience.



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@zeissvision  
@zeissvision

# Engage with your customers

## How to react to reviews?



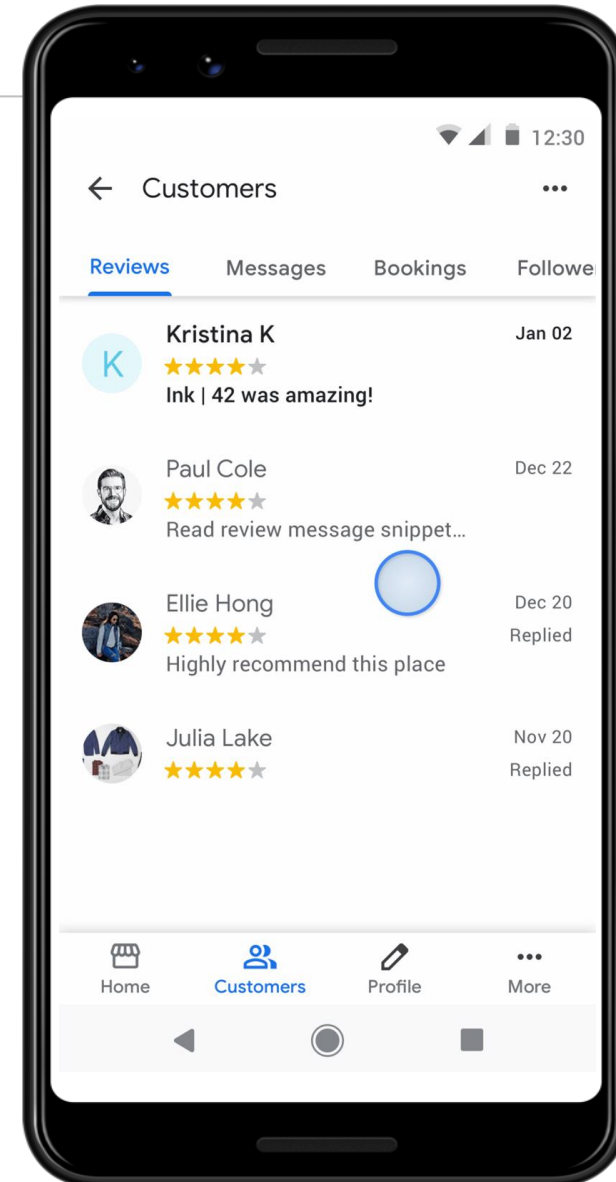
### How should you respond to reviews?

An effective review response should include the following elements

- 1. Greeting:** A friendly opening that responds to the name/username of the consumer leaving the comment.
- 2. Statement about the company:** Highlight the company with the expectation that one wants to convey, such as: “At ZEISS VISION CENTERS the customer and his visual needs are at focus”
- 3. Responding to the mood:** If something was criticized, apologize accordingly and try to solve the problem. If something was praised, thank for it
- 4. Conclusion:** A polite and personal goodbye, which fits in with the corporate communication, should be included in your respond

### Bad rating:

Keep in mind to always answer to reviews. In case they are not in line with the [Google Guidelines](#), like a conflict of interests (e.g. former employee leaves a bad review) the review can be removed via the [Google Business Profile support](#)



# Engage with your customers

## Posts



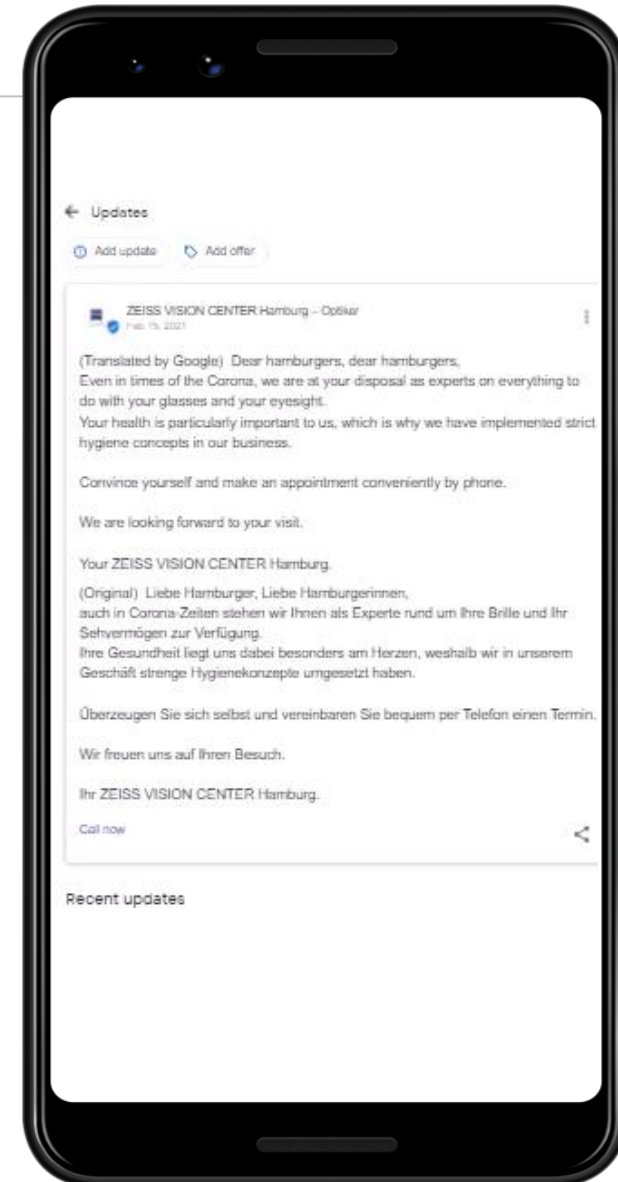
You can **connect** with existing and potential customers through your Business Profile on Google Search and Maps through posts. You can create and **share announcements, offers, new or popular items in stock, or event details** directly with your customers.

### Posts allows you to:

- Directly communicate with your local customers.
- Improve your customer experience with timely information.
- Promote your sales, specials, events, news, and offers.
- Engage with your customers through videos and photos.

**TIP**

Visit this [website](#) to learn how to make a great business post.

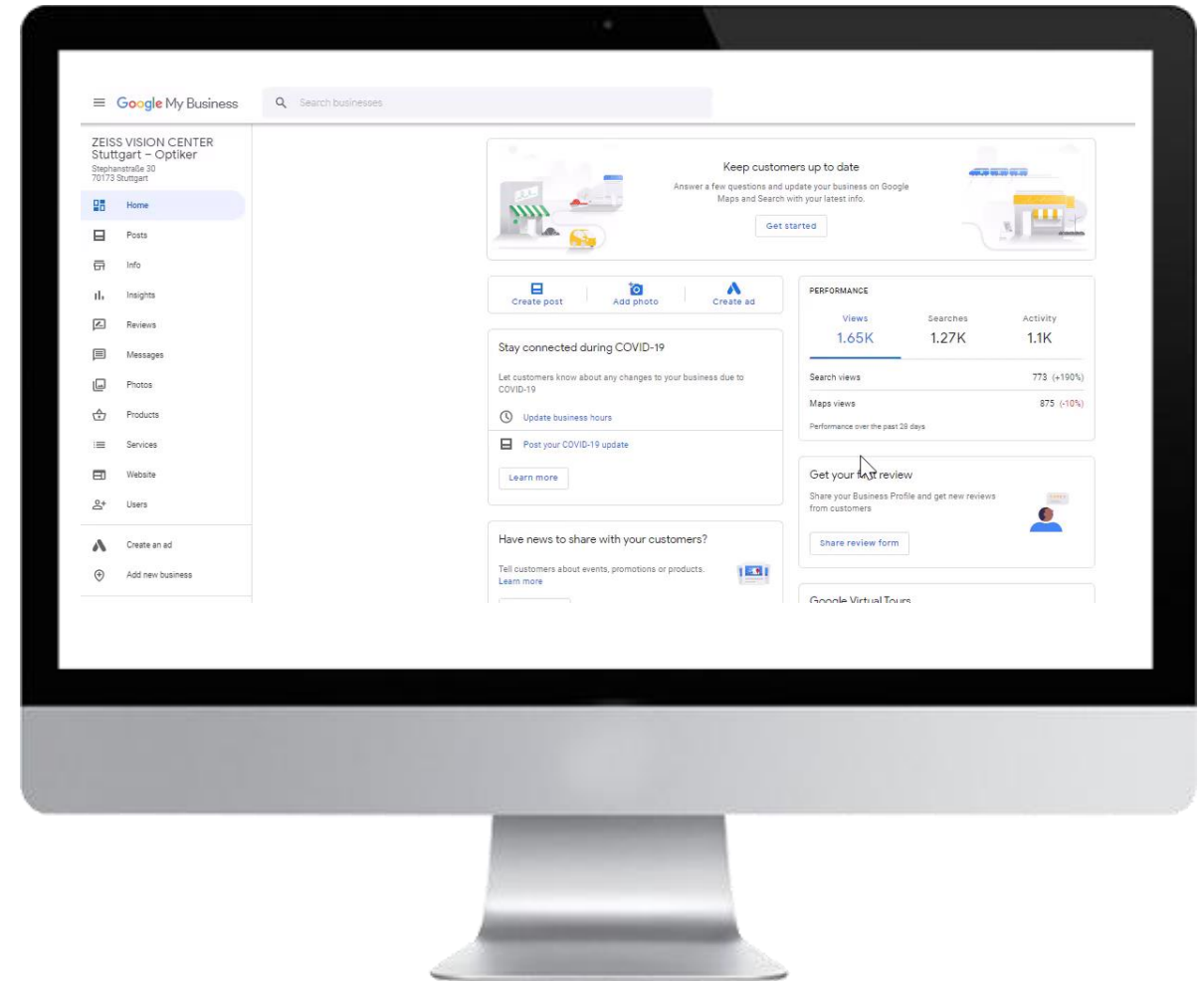


# Engage with your customers

## How to create posts?



1. Select “**Posts**” on the left hand side or “**Create post**” on your initial side
2. Select the **topic** of your post. Google provides you with certain categories on offers, products, news or certain events
3. Type in the **required information**, add a photo
4. Click on **preview** to see how the post will be displayed
5. **Publish** the post, by clicking on publish





# Engage with your customers

## Q&A



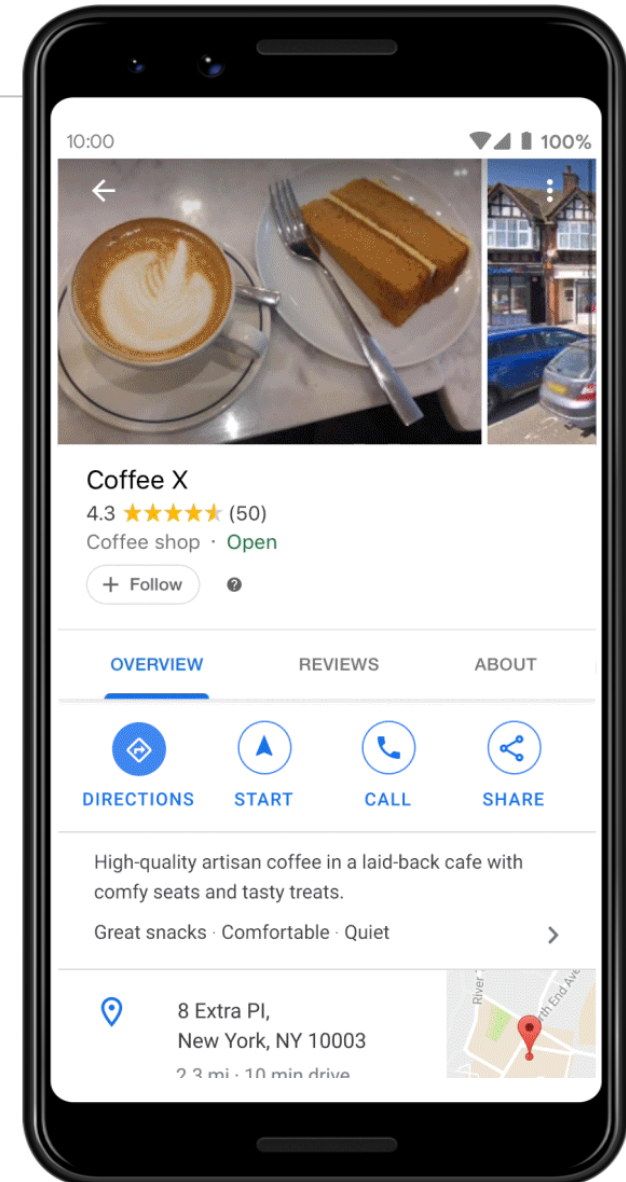
Save time by **highlighting frequently asked questions and their answers on your profile**. Customers can also provide answers to queries.

# 30%

of people searching for your business information want it instantly

## TIP

Always monitor your Q&A session, as others can answer before you.

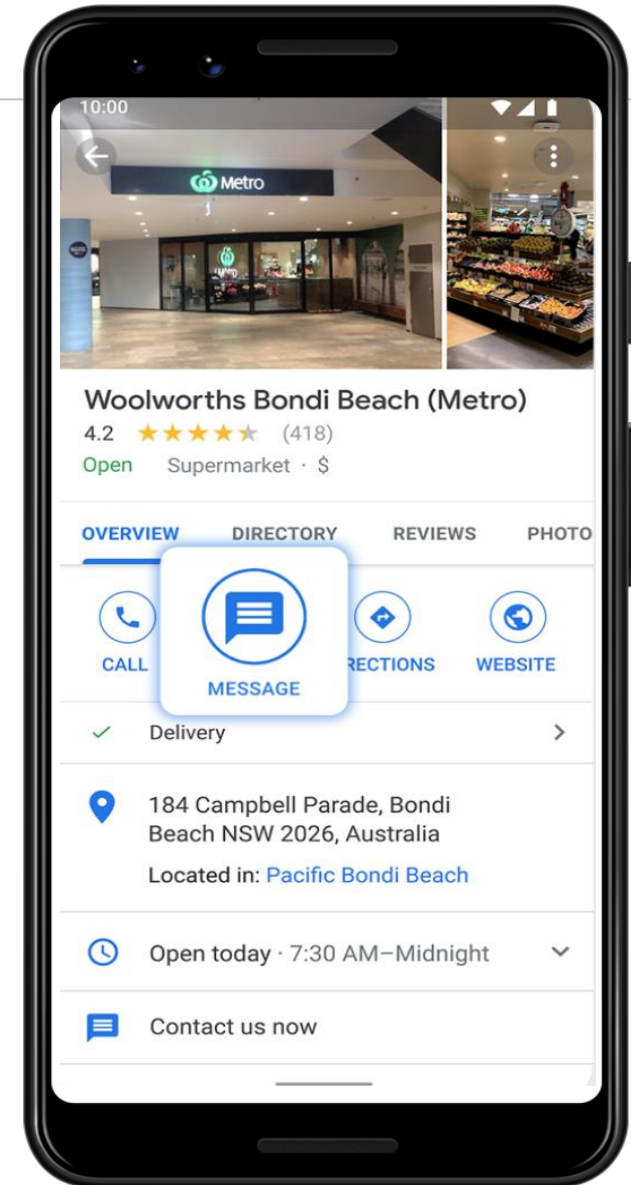


# Engage with your customers

## Messages

This functionality allows you to encourage customers to **interact** with you!  
Offering this feature can avoid negative reviews and settle disputes directly with customers!

Warning: Make sure you respond to the messages within **24-hour** or Google may revoke your messaging rights.



# Comprehensive Checklist: Ensure completeness of your GBP



Checklist for Google My Business basics / GMB

Please make sure to fulfil the following requirements on the list to ensure your GMB-Entry includes the most important information:

Question	Check	Remark
1 Is the name of your business indicated correctly?	<input type="checkbox"/>	Contact your RMM to change the information (please consider the naming guidelines)
2 Is the primary category of your business set as optician?	<input type="checkbox"/>	Contact your RMM to change the information
Did you add a secondary category if applicable? (e.g. sunglasses shop or contact lenses)	<input type="checkbox"/>	Change in GMB-Back-End
3 Is the business address indicated correctly?	<input type="checkbox"/>	Contact to change information
Did you add location specific information to your entry (in which area can your business be found e.g. downtown)?	<input type="checkbox"/>	Change in GMB-Back-End
4 Is the service area you are operating in indicated correctly?	<input type="checkbox"/>	Change in GMB-Back-End
5 Are opening hours indicated correctly?	<input type="checkbox"/>	Change in GMB-Back-End
6 Did you add special opening hours to your entry to clarify when you are on holidays or when there is a specific holiday in your country?	<input type="checkbox"/>	Change in GMB-Back-End
7 Are contact information indicated (e.g. phone number) correct and complete?	<input type="checkbox"/>	Contact to change information
8 Did you add a link to your website?	<input type="checkbox"/>	Change in GMB-Back-End Reach out to RMM to request a special landing page for your store.
9 Do you offer any sort of easy appointment scheduling?	<input type="checkbox"/>	Change in GMB-Back-End Recommendation: Use the ZEISS appointment scheduler or link to the contact form on your landing page. (Optional: Timify application)
10 Did you integrate products with the corresponding product description to your entry? Do they include relevant keywords and photos?	<input type="checkbox"/>	Change in GMB-Back-End Translate and use the template provided
11 Have you added services you offer in your store?	<input type="checkbox"/>	Change in GMB-Back-End
12 Did you add attributes to your entry, describing your business better (wheelchair accessibility, credit card payment)?	<input type="checkbox"/>	Change in GMB-Back-End

Use our **Google Business Profile Checklist** to ensure your business information are complete. **Completeness** of your entry has an enormous impact on the Google Search results

# Overview of training

## Google Business Profile



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Google Business Profile & why it's relevant

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Create and optimize your Profile

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Engage with your customer

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Maintain your Profile

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Create Business Profile on other local directories

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Impact of Google Business Profile on ZEISS Store Locator

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Summary

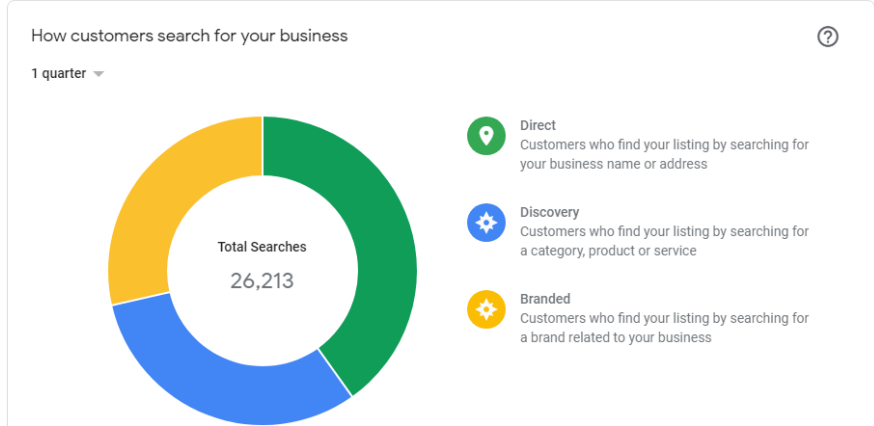
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# Maintain your Google Business Profile

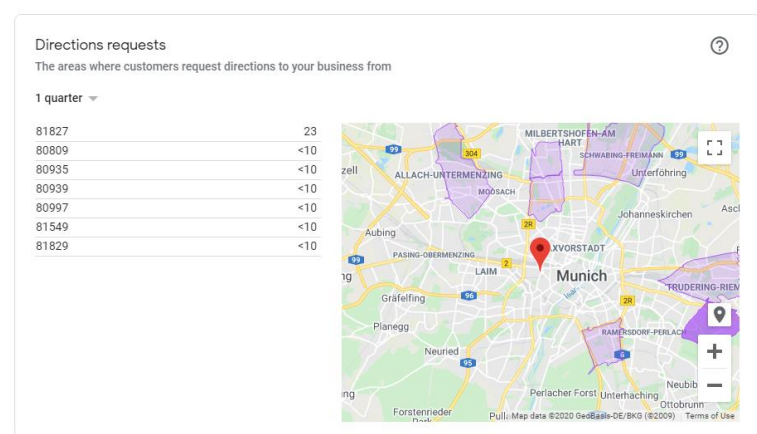
## Get valuable insights of your customers



### Search Requests



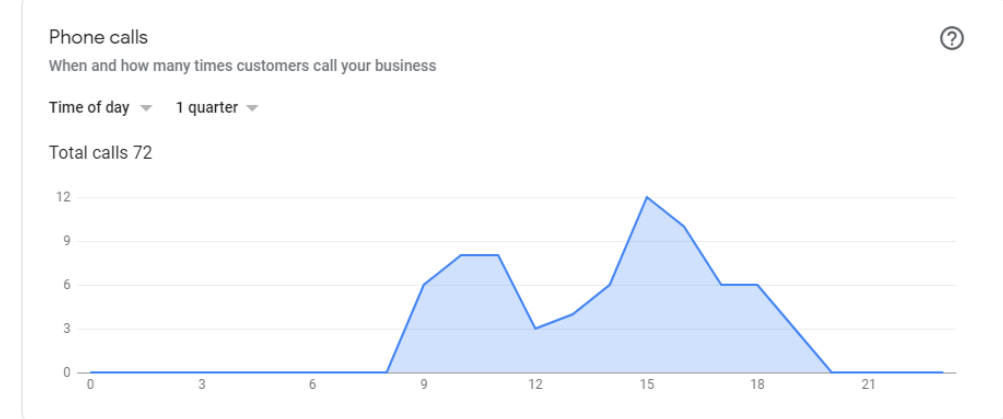
### Location



### Interaction



### Visiting hours

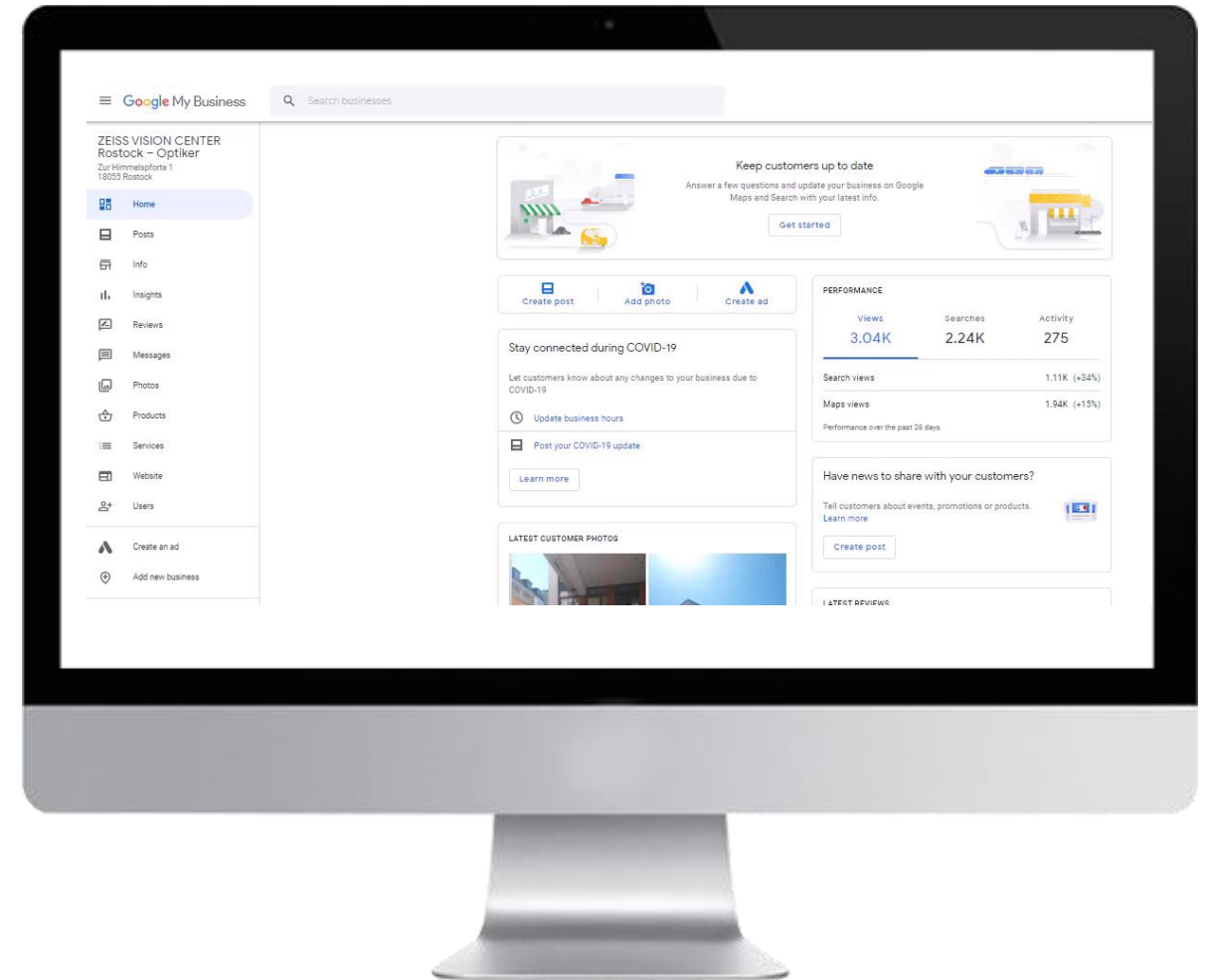


# Maintain your Google Business Profile

## Where can you get insights?



1. Click on „**Insights**“ on the left hand side
2. In the following you can get insights on:
  - How customer **search** for your business
  - Where customer **view** your business on Google
  - What **actions** customers take (visit your website, request direction or call you)
  - From where customers start a **direction request**
  - The number of **phone calls** you received via Google
  - What are **popular times** and how long customers stay in your shop
  - The **number your photos** have been views
  - The **photo quality** (customer photos or owner photos)

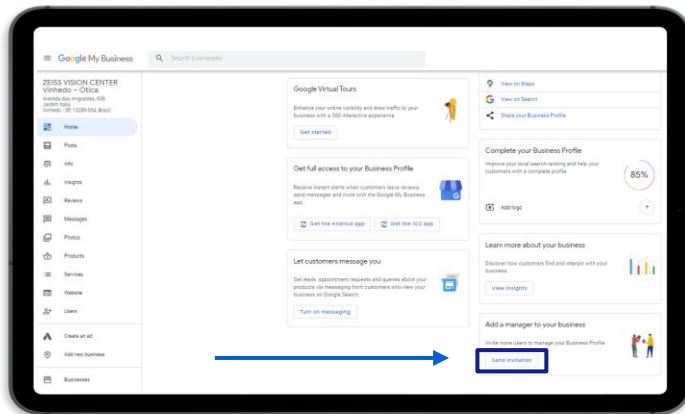


# Maintain your Google Business Profile

## Steps to invite new users to your Google Business Profile

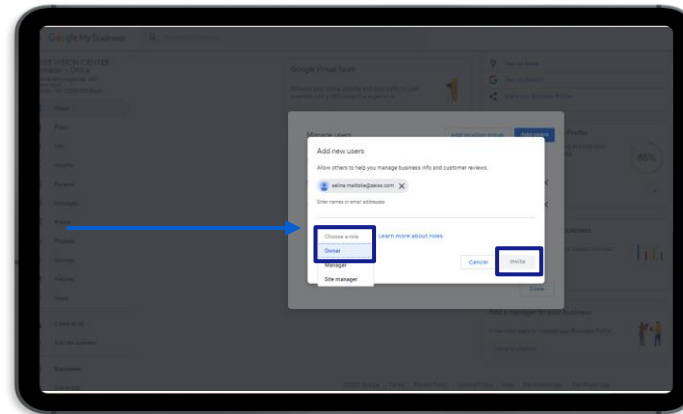


### 1 Go to your Google Business Profile



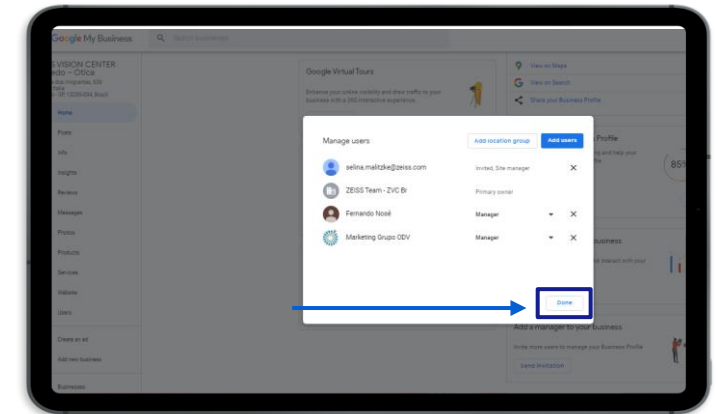
1. Log in to your Google Business Profile
2. On the home site go to the section „Add a manager to your business“
3. Click on the button „send invitation“

### 1.1 Invite a new user



1. Click on the button „add users“
2. Enter the email address of the new user
3. Select the role **manager** for the new user
4. Sent the invitation by clicking on the invite button

### 1.2 Finalize



1. Click on „done“ to finish the process

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# Steps to claim or create your Apple Business Register



Claim your business places and manage them across Apple to ensure your business will be also displayed to IOS users. Keep place details like address, phone number, website, and hours of operation, **up to date** everywhere. In order to claim a place, you just need to be able to answer a call to your place's phone number or upload an official document that shows your place's name and address and an Apple ID.



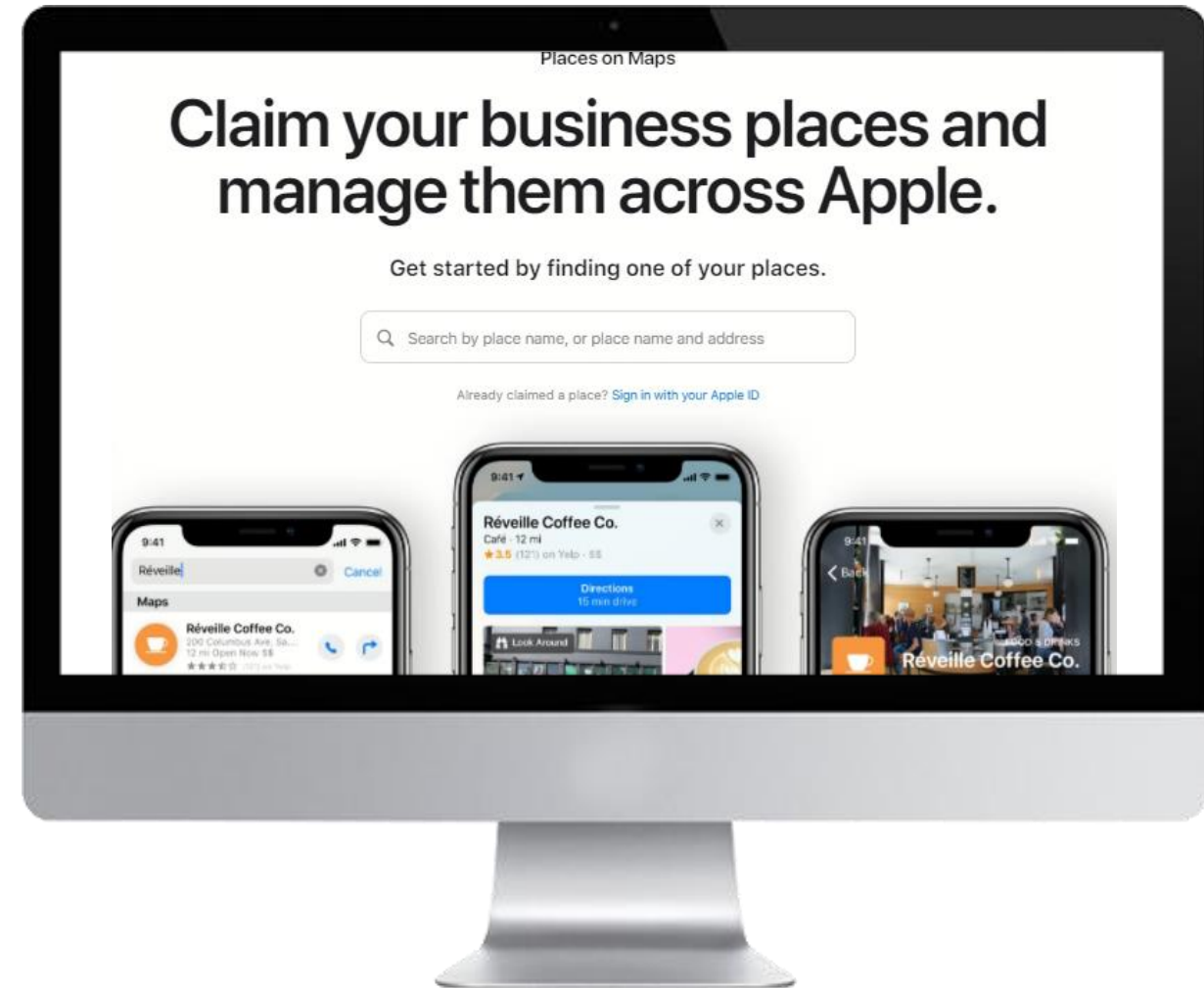
# Steps to claim or create your Apple Business Register



1. Go to <https://register.apple.com/placesonmaps/>
2. Get started by **searching** for your business via the search bar
3. Click on an existing business to **claim** it, or create a new location in case your business is not displayed
4. Sign in with your **AppleID** to continue
5. Add the missing place or claim your business by conducting the steps required

## HINT

An AppleID is required to set up the business profile



# Steps to claim your business listing on Yelp

Be found by Apple Siri



## Yelp supports local business to connect with local customers

While GBP continues to climb in relevance still, Yelp reigns supreme as the review site for local business. Decisive, however, is that Yelp's data is integrated into searches on **Apple products** and across a number of other partners.

## 27 % of the online global population is using voice search on mobile

Ask Siri, Apple's virtual assistant to find your store! The application is connected to the apple maps results, based on Yelp's data about your business. If no data are there, Siri cannot find your business. Local searches conducted by Siri result in listing information pulled from Yelp



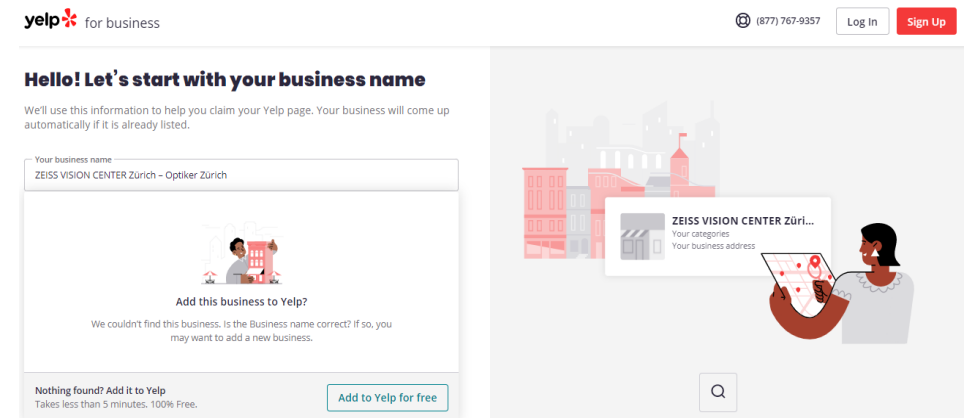
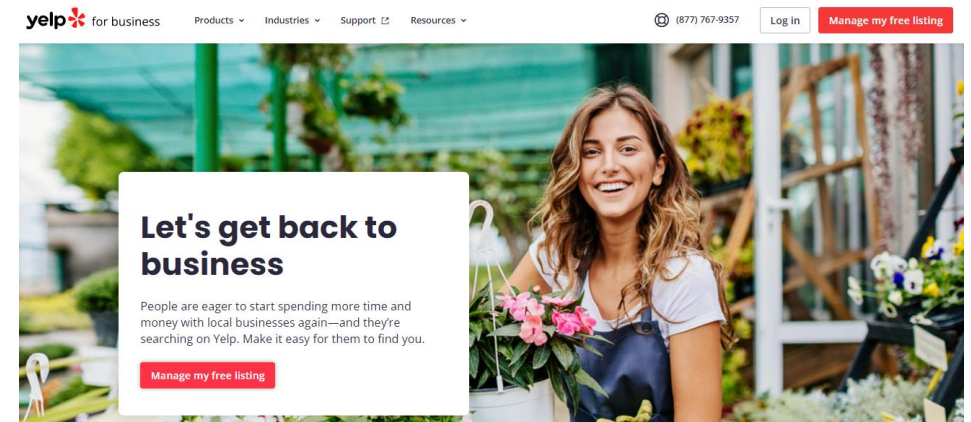
# Steps to register with Yelp



1. Go to Yelp for Business: [www.biz.yelp.com](http://www.biz.yelp.com)
2. Create a business account for free and click on **Manage my free listing**
3. Find your business by typing in your zip code and your business name
4. If you don't see your business, click **Add to Yelp for free** and fill out your business details.

These are Country, Business name (note that your business name should be consistent with Google Business Profile and across all directories), Address, City, Postal Code, Website, Open Hours (make sure to click 'Add Hours' to define your open hours during the whole week.), Business Category 'Eyewear & Opticians' (note the business category 'Eyewear & Opticians' is listed under Shopping). You can also add 'Health & Medical' as your second business category

5. Click **Add Business**



# Steps to register with Yelp



4. Yelp will ask you to **create a free business user account** by entering an email address and password. You should use an email address you check regularly to stay on top of what's happening with your business listing. Note that the email address you entered will not be used as a verification method! You will be asked to verify with an email address associated to your domain (website) or with your phone number.
5. **Verify** your business listing by entering a verification code. You will get an email or call to the number listed on your business listing. Furthermore, you will be asked to verify your email address used during the Yelp account creation. To verify your email, click Finish Claiming.

## Create a free account to manage your Yelp page

Vorname  Nachname

E-Mail-Adresse

Passwort

By continuing, you agree to Yelp's [Terms of Service](#) and acknowledge our [Privacy Policy](#).

We may send you marketing emails about Yelp's products, services and local events. Unsubscribe at any time.

[Create a free business account](#)

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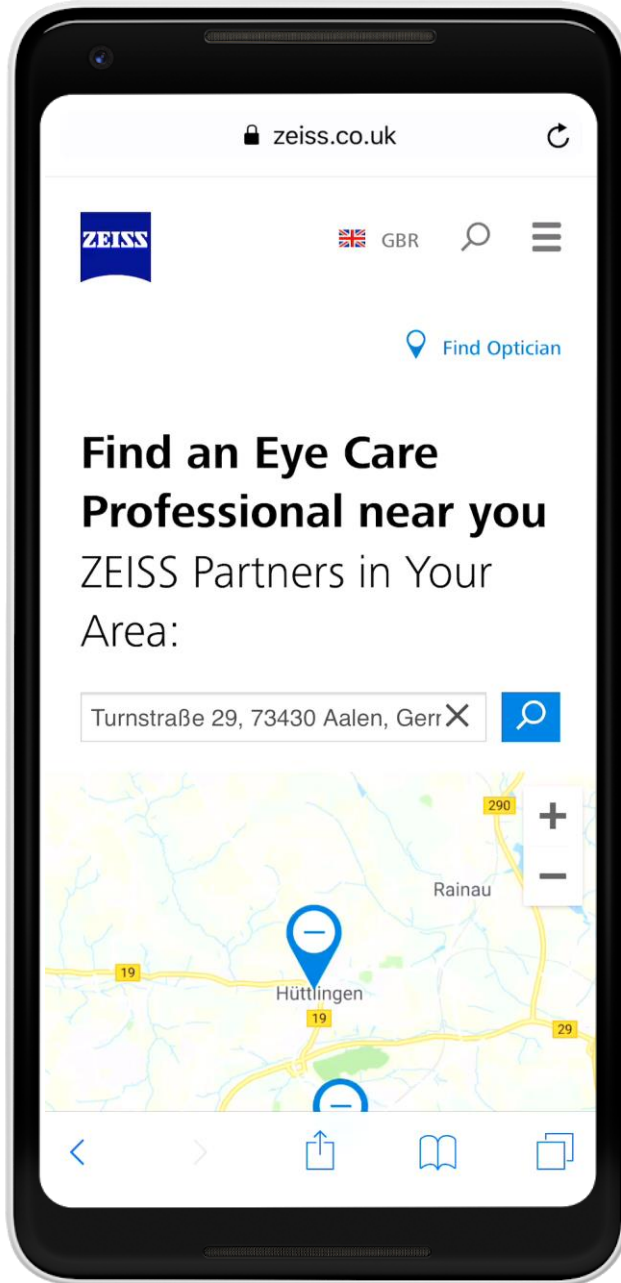
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Impact of Google Business Profile on ZEISS Store Locator



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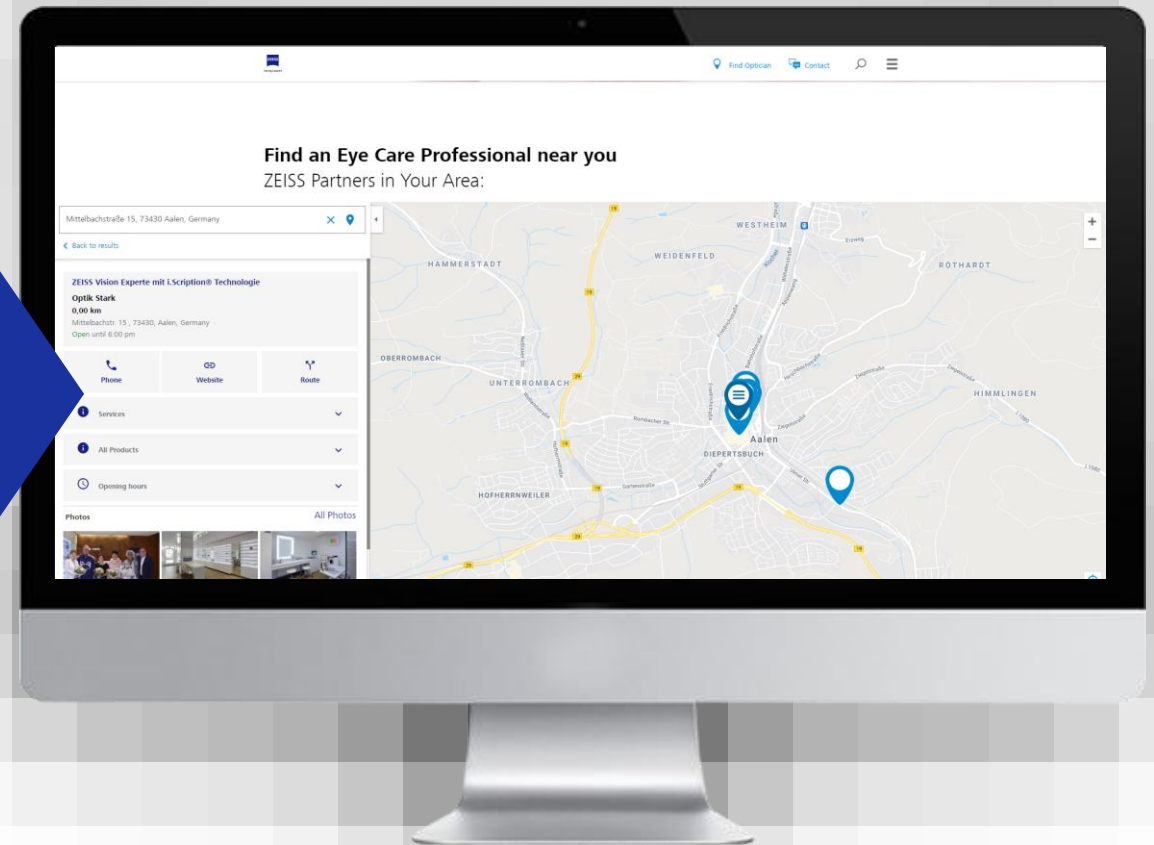
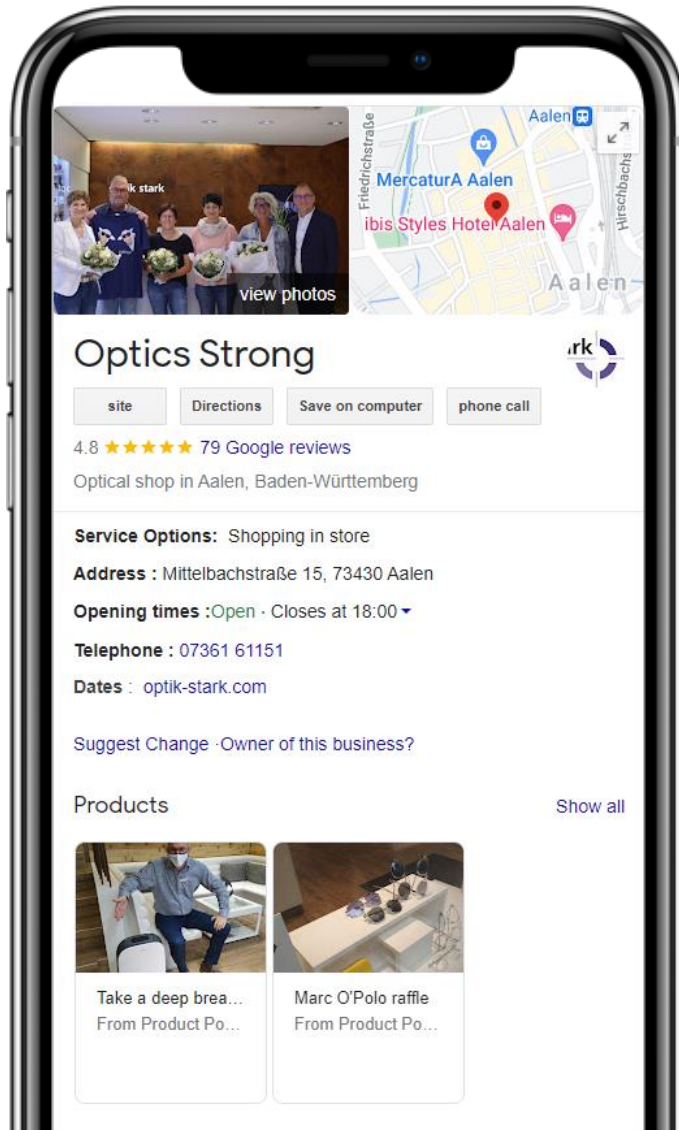


# Match data: The website uses the data of Google

-  The ZEISS website now includes live information from Google Business Profile
-  Whenever you upload a picture of your store or update your open hours, this information will be available on ZEISS.COM



# Match Data





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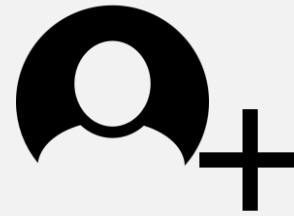
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# Summary

## Your Google Business Profile Basics



Google Business Profile is a **free** tool provided exclusively for businesses to market themselves online across Google Search and Google Maps



Get started by **creating your Google Business Profile** and **claiming** your business.



Personalize your Profile by adding relevant **business information** like name, address & opening hours.



Engage with your customers by **posting** latest updates and answering to **reviews**. Try to get more reviews.



Manage your Profile simply via **Google Search** by searching for your business.



Create your business profile also on other relevant online directories like YELP or Bing.



Seeing beyond