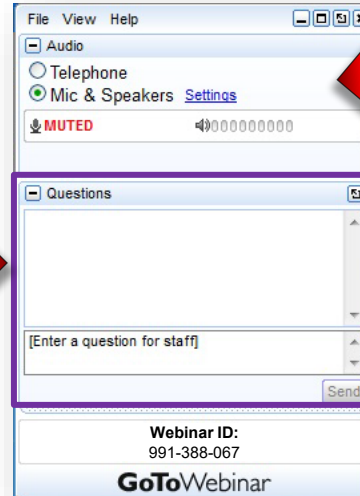


Google Business 101

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MEET THE SPEAKER- JOE KARNS

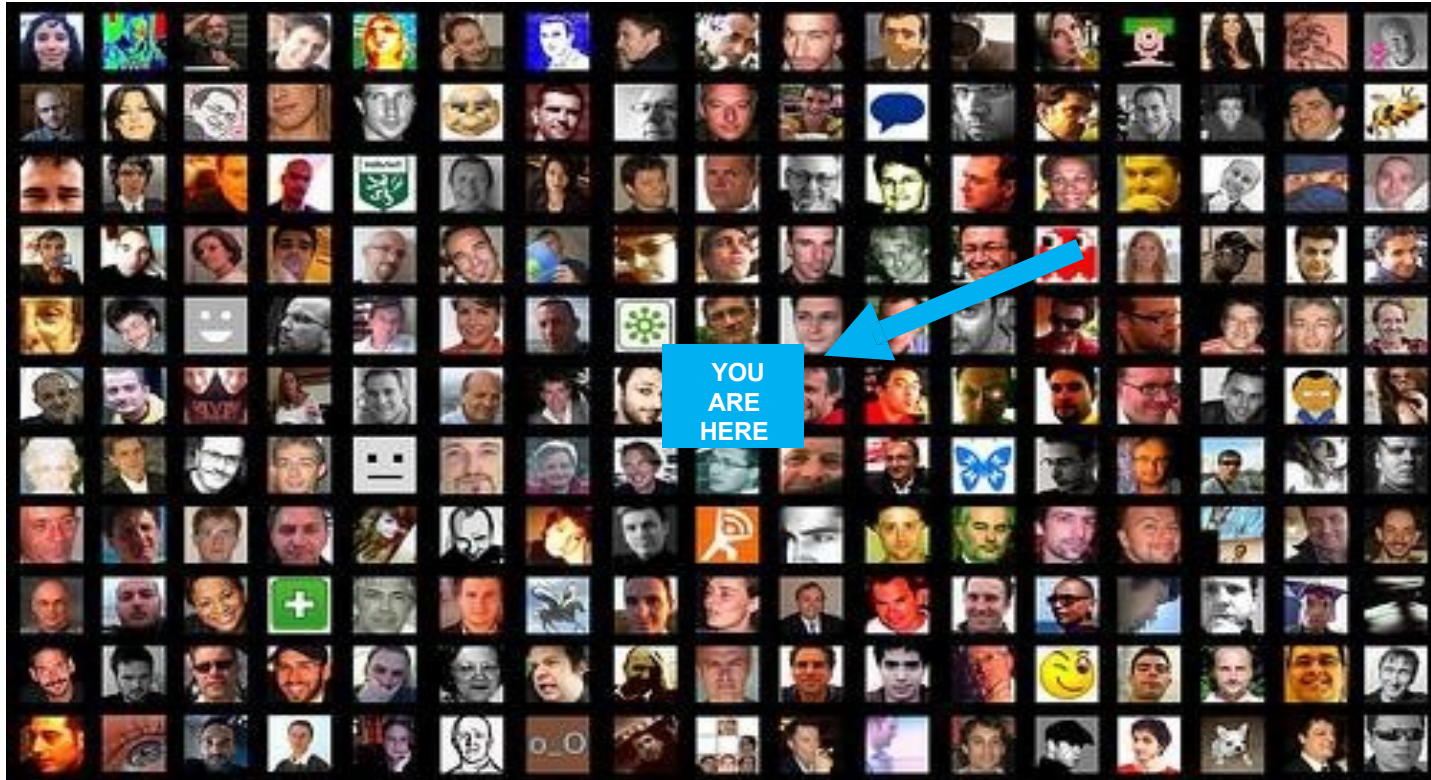
Joe is a serial entrepreneur leveraging over 15 years of digital marketing experience to help clients achieve their business goals.

As an integral part of the Forward Progress and Social Jack teams, Joe specializes in traffic generation, conversion, and inbound marketing. Joe takes great pride in being a part of an exceptional team helping clients reach their sales and marketing goals.

With multiple HubSpot certifications, Joe embraces and employs their overarching mission of: “attract, engage, delight”.



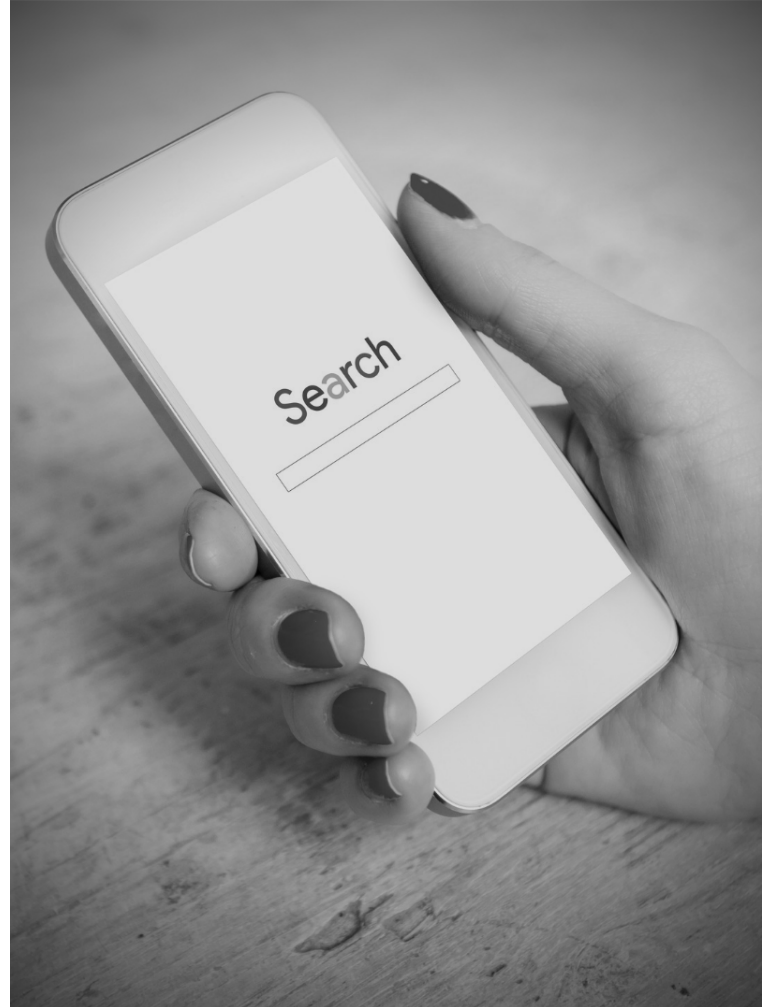
SOCIAL RESULTS- WHERE DO YOU STAND NOW?



AGENDA

GOOGLE BUSINESS BEST PRACTICES OVERVIEW

- Introduction
- Steps to Success
- Google Business Best Practices
- Summary Application





INTRODUCTION

With a Google My Business account, you get more than a business listing. Your free Business Profile lets you easily connect with customers across Google Search and Maps.

You can post photos and offers to your profile to show what makes your business unique and give customers reasons to choose you every time.

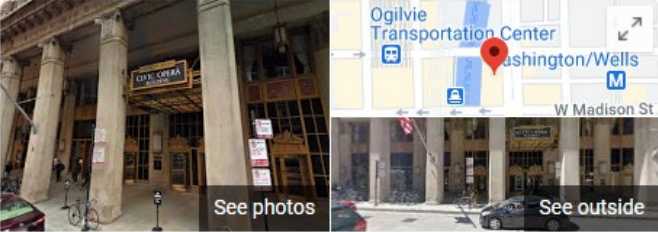
This allows your customers to connect by calling, messaging, or leaving reviews.

You can easily monitor clicks, calls, bookings, and follows to see how your customers are engaging with your Business Profile

STEPS TO SUCCESS

1. Claim your Business Profile
2. Complete every section of your Google My Business account
3. Be meticulous with contact information
4. Select primary and secondary categories
5. Mark off applicable attributes
6. Write a complete "from the business" description
7. Publish Google posts weekly
8. Upload new photos weekly
9. Answer questions
10. Collect and respond to reviews
11. Add your products and/or services
12. Set up messaging
13. Maintain your Business Profile

Source: Wordstream



Forward Progress Digital Marketing Agency

Marketing agency in Chicago, Illinois · 0.6 mi

Located in: Civic Opera House

Address: 20 N Upper Wacker Dr STE 1200, Chicago, IL 60606

Hours: Open · Closes 5PM ▾

Phone: (877) 592-6224

Appointments: forwardprogress.net

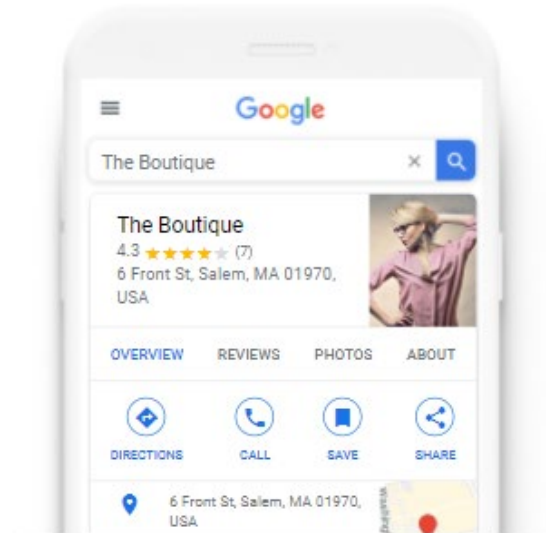
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CLAIM YOUR BUSINESS PROFILE

Google My Business



Find and manage
your business

Can't find your business?

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COMPLETE YOUR BUSINESS PROFILE

Google My Business Search businesses

Forward Progress Digital Marketing Agency
20 North Upper Wacker Drive #1200
Chicago, IL 60606

- Home
- Posts
- Info**
- Insights
- Reviews
- Messages
- Photos
- Products
- Services
- Website
- Users

- Create an ad
- Get custom Gmail
- Add new business

Businesses Link to ads

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Add service area

| | |
|-----------|-----------------|
| 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 |

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Your business is live on Google

- View on Search
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You can mark this business as temporarily or permanently closed. You can also remove it from your account.

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Promote your business with an ad on Google

Keep customers up to date

Answer a few questions and update your business details on Google

Complete your profile

Add details and get discovered by more customers

Only managers of this profile can see this

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Forward Progress is a Chicago influencer marketing company here to help you take your business to the next level. Contact us to schedule your consultation.

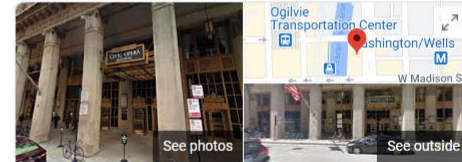
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