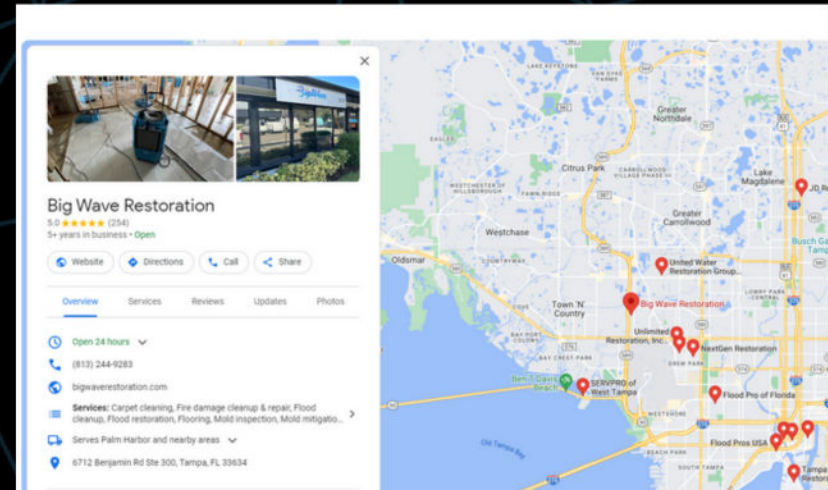


HOW TO SETUP YOUR GOOGLE BUSINESS PROFILE (GBP)

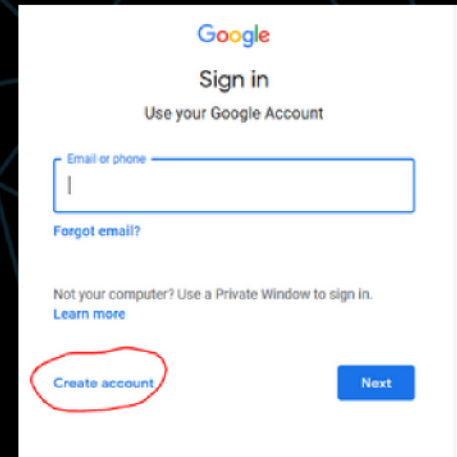
YOUR GOOGLE BUSINESS PROFILE IS AN INTEGRAL PIECE OF YOUR ONLINE MARKETING STRATEGY. IT HELPS LIST YOUR BUSINESS IN THE MAPS SECTION ON GOOGLE.

FOLLOW THE GUIDELINES IN THIS PRESENTATION TO SET UP YOUR GBP AND MAXIMIZE YOUR EXPOSURE ONLINE.



STEP 1: SIGN IN/CREATE YOUR GOOGLE ACCOUNT

- VISIT [ACCOUNTS.GOOGLE.COM](https://accounts.google.com)
 - SIGN IN IF YOU HAVE AN ACCOUNT
 - IF NOT CLICK "CREATE ACCOUNT"
 - SELECT OPTION TO MANAGE A BUSINESS



Google
Sign in
Use your Google Account

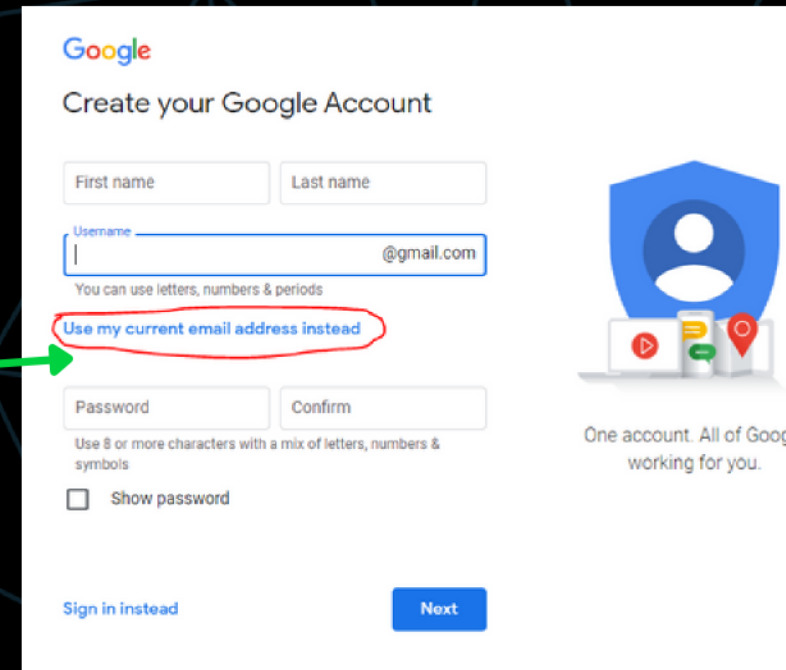
Email or phone

Forgot email?

Not your computer? Use a Private Window to sign in.
[Learn more](#)

Create account Next

- WHEN CREATING YOUR GOOGLE ACCOUNT ENTER THE ALL DRY EMAIL YOU WILL USE TO MANAGE THE ACCOUNT.
 - *NOTE: YOU WILL HAVE TO SELECT "USE MY CURRENT EMAIL INSTEAD" OPTION SINCE GOOGLE DEFAULTS TO GMAIL.
- ONCE YOUR ACCOUNT INFORMATION IS ENTERED, FOLLOW THE INSTRUCTIONS TO VERIFY YOUR EMAIL ADDRESS



Google
Create your Google Account

First name Last name

Username @gmail.com
You can use letters, numbers & periods

Use my current email address instead

Password Confirm
Use 8 or more characters with a mix of letters, numbers & symbols

Show password

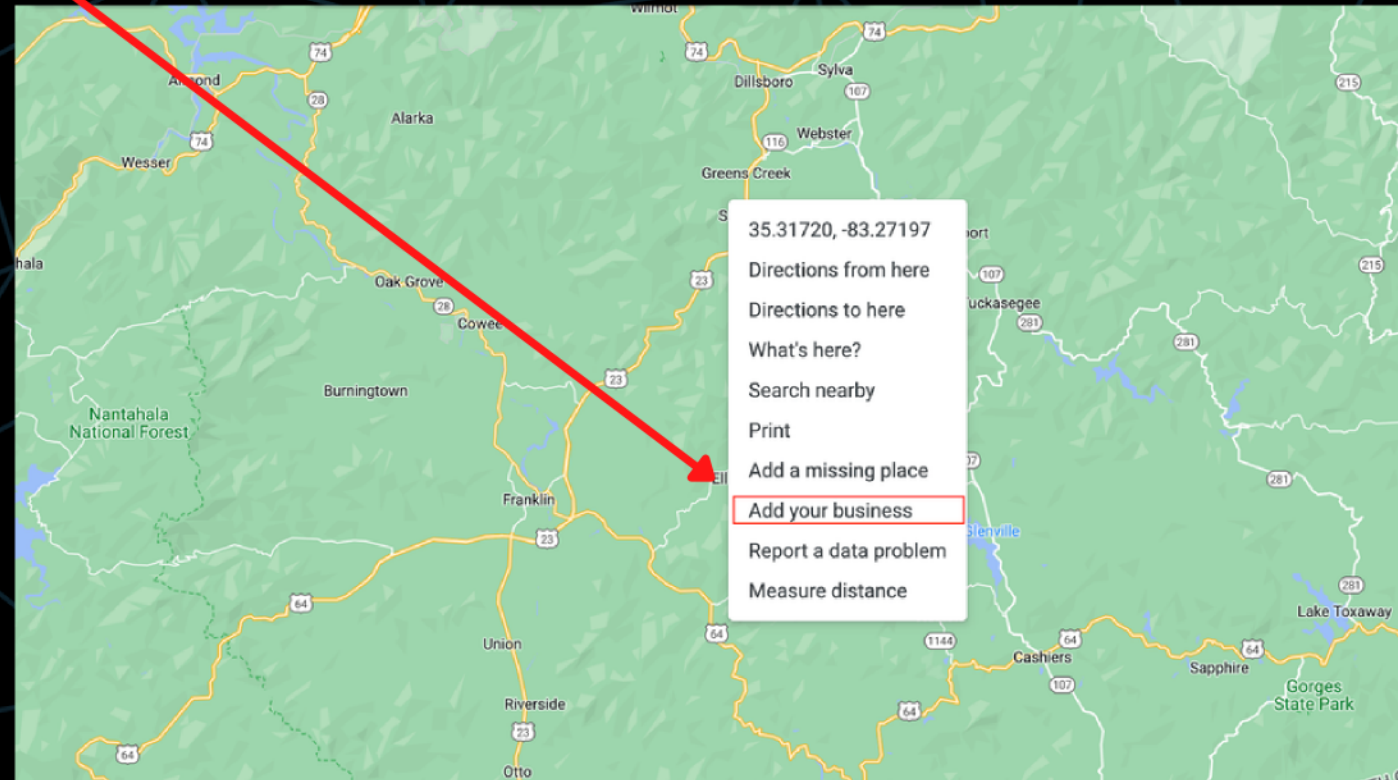
Sign in instead **Next**

One account. All of Google working for you.

NEXT: CREATE YOUR BUSINESS ACCOUNT

STEP 2: CREATE YOUR BUSINESS ACCOUNT

- ONCE YOUR EMAIL IS VERIFIED YOU CAN CREATE YOUR ALL DRY GBP
 - MAKE SURE YOU ARE LOGGED INTO THE GOOGLE GMAIL ACCOUNT YOU WANT TO BE ASSOCIATED WITH YOUR GOOGLE BUSINESS ACCOUNT
- GO TO GOOGLE MAPS
 - RIGHT CLICK ANYWHERE ON THE MAP, AND ON THE DROP-DOWN MENU SELECT “ADD YOUR BUSINESS”



NEXT: CREATE YOUR BUSINESS ACCOUNT CONTINUED

STEP 2: CREATE YOUR BUSINESS ACCOUNT

ENTER YOUR BUSINESS NAME AND PRIMARY CATEGORY. MORE CATEGORIES CAN BE ADDED IN THE FUTURE

- ENTER YOUR MAIN BUSINESS CATEGORY
 - IE: WATER DAMAGE RESTORATION SERVICE
 - *NOTE: YOU CAN ADD MORE AFTER PROFILE IS CREATED

Start building your Business Profile

This will help you get discovered by customers on Google Search and Maps

Business name*

Business category*

You can change and add more later

By continuing, you're agreeing to these [Terms of Service](#) and [Privacy Policy](#)

Next

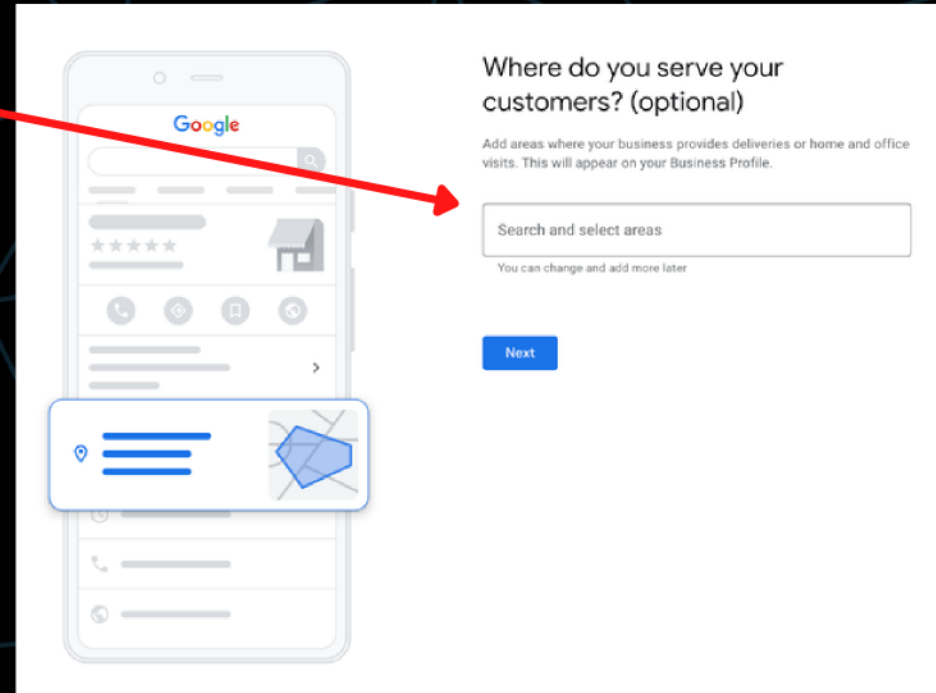
**IF YOU DO NOT HAVE A PHYSICAL LOCATION, SELECT "NO"
WHEN GOOGLE ASKS IF YOU HAVE A PHYSICAL LOCATION**

NEXT: CREATE YOUR BUSINESS ACCOUNT CONTINUED

STEP 2: CREATE YOUR BUSINESS ACCOUNT



INCLUDE THE CITIES AND OTHER AREAS THAT YOU SERVE, MORE CAN BE ADDED IN THE FUTURE



VERY IMPORTANT!!
NOT ATTEMPT TO VERIFY YOUR ACCOUNT
SELECT THE OPTION TO VERIFY LATER

NEXT: CREATE YOUR BUSINESS ACCOUNT CONTINUED

STEP 2 CONTINUED: CREATE YOUR BUSINESS ACCOUNT

- ENTER YOUR BUSINESS PHONE NUMBER AND WEBSITE
 - BE SURE TO USE THE CORRECT PHONE NUMBER AND THE WEBSITE ADDRESS OF THE MINI SITE PROVIDED TO YOU BY ALL DRY
 - IE: WWW.MYALLDRY.COM/YOUR-CITY
- ONCE YOUR PHONE NUMBER AND WEBSITE ARE ENTERED, GOOGLE WILL PROMPT YOU TO ENTER YOUR MAILING ADDRESS TO VERIFY YOUR ACCOUNT. DO NOT ENTER IT, YOU WILL DO IT LATER.

VERY IMPORTANT!!

DO NOT ATTEMPT TO VERIFY YOUR ACCOUNT

- SELECT THE OPTION TO VERIFY LATER

IF YOU ATTEMPT TO VERIFY YOUR ACCOUNT BEFORE OPTIMIZING YOUR PROFILE, IT MAY GET SUSPENDED.

NEXT: FILL OUT PROFILE

What contact details do you want to show to customers?

Help customers get in touch by including this info on your listing

Verify

Please enter your mailing address to verify

The address you provide here will be hidden from the public. Post office boxes are not eligible.

Country / Region

Street address

City

State ZIP code

STEP 2 CONTINUED: CREATE YOUR BUSINESS ACCOUNT

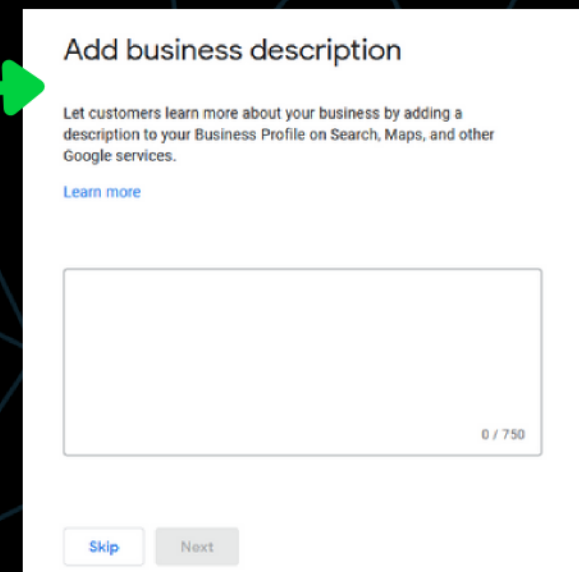
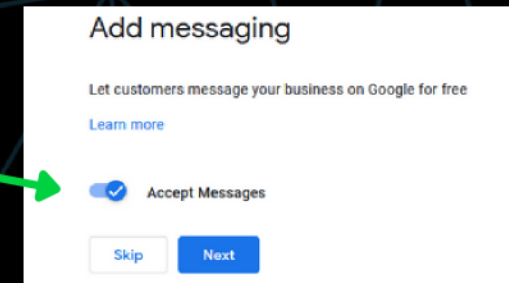
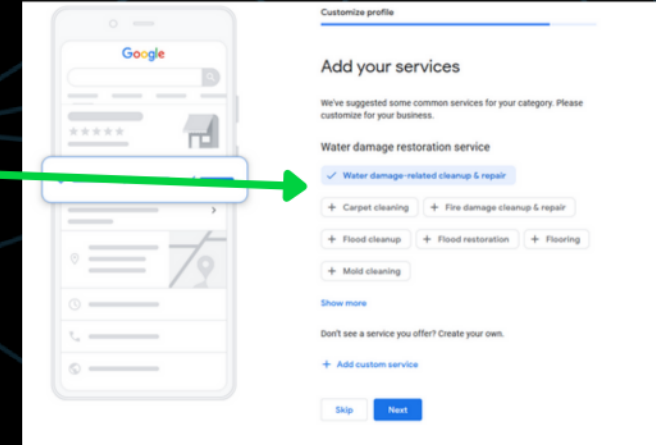
- ENTER YOUR CORE SERVICES AND SUB CATEGORIES OF YOUR SERVICES HERE.

- START WITH YOUR MAIN CATEGORIES
 - FOR EXAMPLE: WATER DAMAGE RESTORATION, FIRE DAMAGE RESTORATION, MOLD REMEDIATION.
 - ADD AS MANY SUB CATEGORIES THAT PERTAIN TO YOUR LOCATION
 - YOU CAN ADD MORE TO THIS OVER TIME

- GOOGLE ALLOWS CUSTOMERS TO MESSAGE YOU DIRECTLY FROM YOUR GBP, MAKE SURE YOU SELECT THIS OPTION AND FOLLOW UP ON MESSAGES PROMPTLY

- ADD A 750 WORD DESCRIPTION OF YOUR BUSINESS

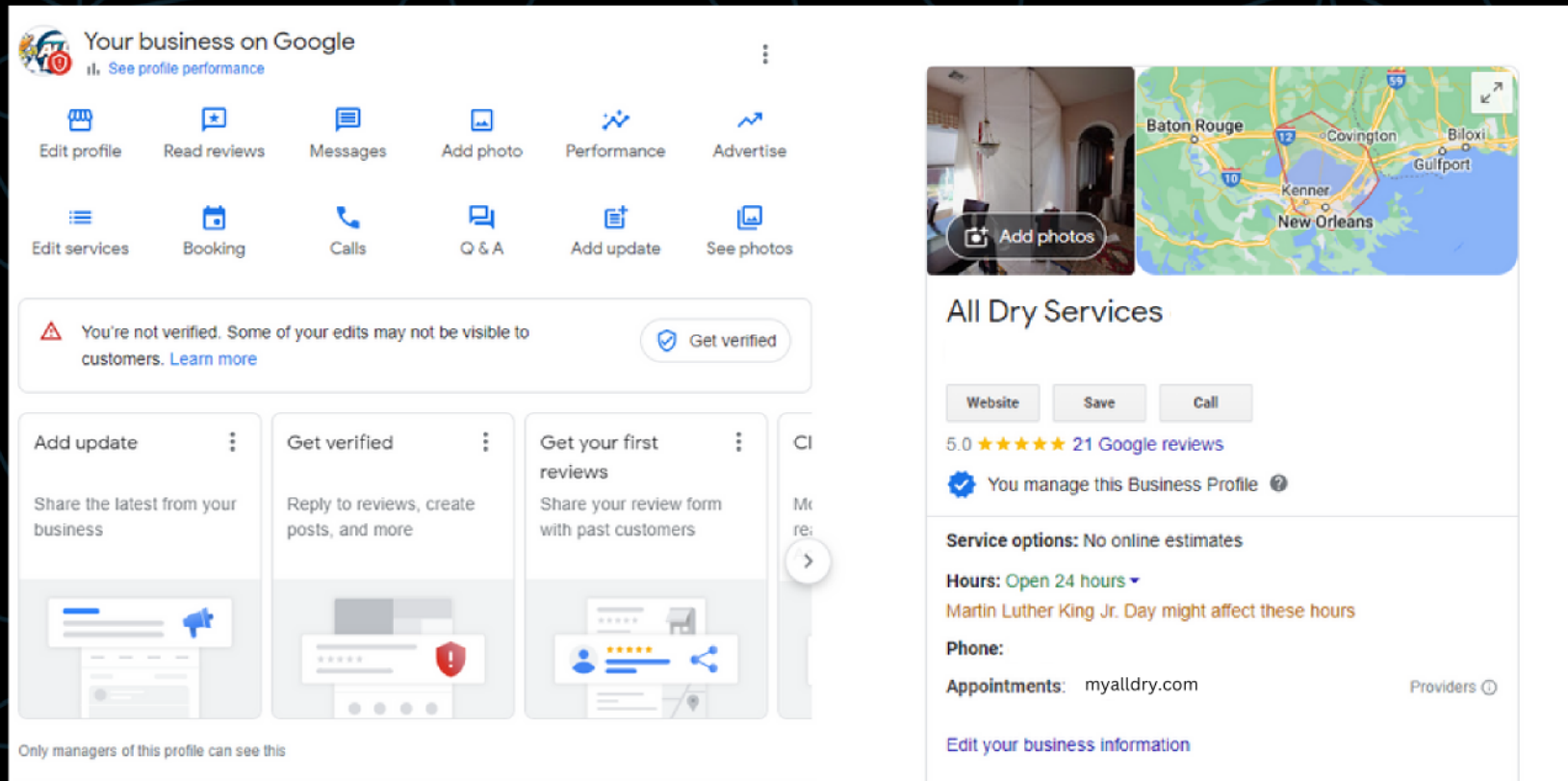
- INCLUDE YOUR NAME, SERVICES YOU OFFER, AND YOUR SERVICE AREA.
 - ALWAYS INCLUDE YOUR USP (UNIQUE SELLING PROPOSITION), WHAT MAKES YOU DIFFERENT? 24/7 EMERGENCY SERVICE ECT.



NEXT: OPTIMIZE PAGE

STEP 2 CONTINUED: CREATE YOUR BUSINESS ACCOUNT

NOW THAT YOUR BASIC INFORMATION HAS BEEN ENTERED, YOU WILL HAVE ACCESS TO YOUR GBP DASHBOARD. YOU CAN ACCESS THIS ANYTIME BY VISITING [BUSINESS.GOOGLE.COM](https://business.google.com) WHILE SIGNED INTO THE EMAIL YOU USED TO CREATE THE ACCOUNT



- YOU WILL NOW HAVE ACCESS TO YOUR GBP DASHBOARD WHERE YOU MANAGE/EDIT YOUR GBP
 - INCLUDING ADDING PHOTOS, POSTING UPDATES, RESPONDING TO MESSAGES, AND REVIEWS.

NEXT: UNDERSTANDING YOUR DASHBOARD

STEP 3: UNDERSTANDING YOUR DASHBOARD

YOUR DASHBOARD IS THE HUB OF ALL OF YOUR INFORMATION AND WHERE YOU WILL MANAGE YOUR PROFILE. YOU CAN ADD/EDIT SERVICES, PHOTOS, POST UPDATES, COMMUNICATE WITH LEADS, AND RESPOND TO REVIEWS. KEEPING YOUR GBP HEALTHY IS IMPORTANT TO HELP YOU GET RANKED IN THE MAPS SECTION. BELOW WE BREAKDOWN A FEW CORE COMPONENTS OF YOUR GBP DASHBOARD.

- **EDIT PROFILE**

- THIS IS WHERE YOU CAN EDIT THE INFORMATION ABOUT YOUR BUSINESS, INCLUDING ADDING OR REMOVING SERVICES, SERVICE AREAS, PHONE NUMBERS, AND DESCRIPTION. **BE CAREFUL WHEN EDITING YOUR ADDRESS AS GOOGLE WILL REQUEST A NEW VERIFICATION**

- **PHOTOS**

- THIS IS THE SECTION WHERE YOU ADD PHOTOS. THE MORE PHOTOS YOU ADD ON A CONSISTENT BASIS THE BETTER RESULTS
 - THIS SHOULD INCLUDE PHOTOS ON JOBSITES, TEAM PHOTOS, PHOTOS OF YOUR OFFICE, ECT

- **SERVICES**

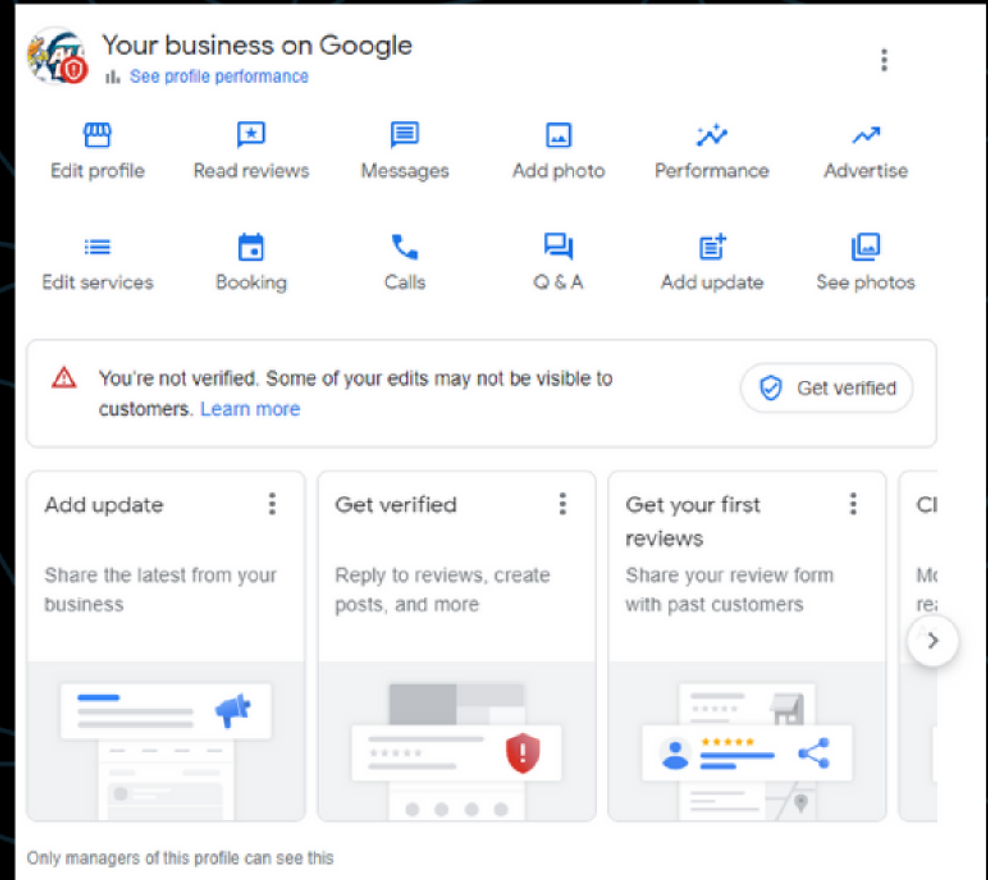
- ADD/ EDIT SERVICES HERE.

- **USERS**

- THIS IS WHERE YOU CAN ADD USERS AND SET PERMISSIONS FOR OTHERS TO HAVE ACCESS TO YOUR GBP
 - BE CAREFUL TO ONLY ADD PEOPLE YOU TRUST.
 - ADD NEW USERS AS "MANAGERS"

- **POSTS/UPDATES**

- YOU CAN POST UPDATES, ANNOUNCEMENTS, AND PROMOTIONS HERE. BE SURE TO FOLLOW GOOGLE'S GUIDELINES FOR POSTING TO MAKE SURE YOUR PROFILE DOES NOT GET SUSPENDED.



NEXT: ADD PHOTOS TO YOUR PROFILE

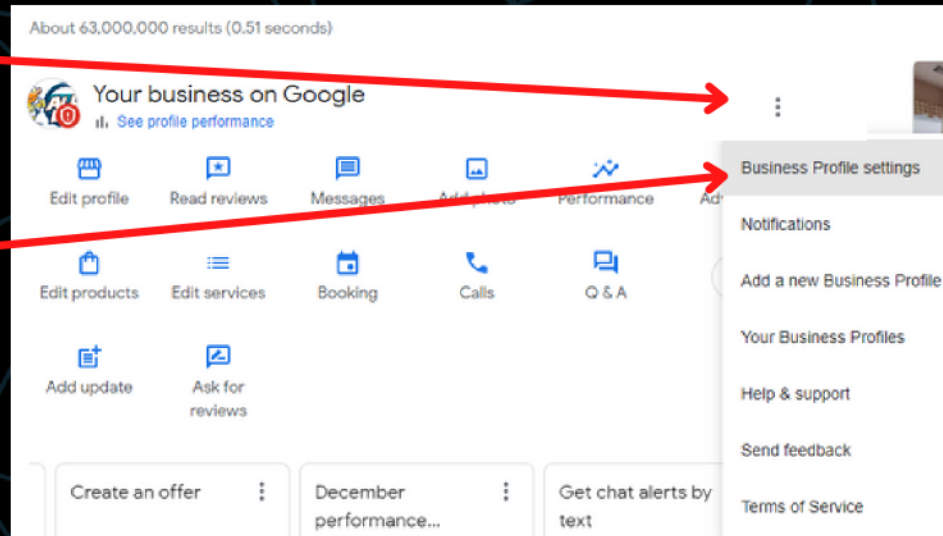
STEP 3: UNDERSTANDING YOUR DASHBOARD

HOW TO ADD USERS

THIS IS WHERE YOU CAN ADD USERS AND SET PERMISSIONS FOR OTHERS TO HAVE ACCESS TO YOUR GBP. BE CAREFUL TO ONLY ADD PEOPLE YOU TRUST. **PLEASE NOTE - ADD NEW USERS AS "MANAGERS"**

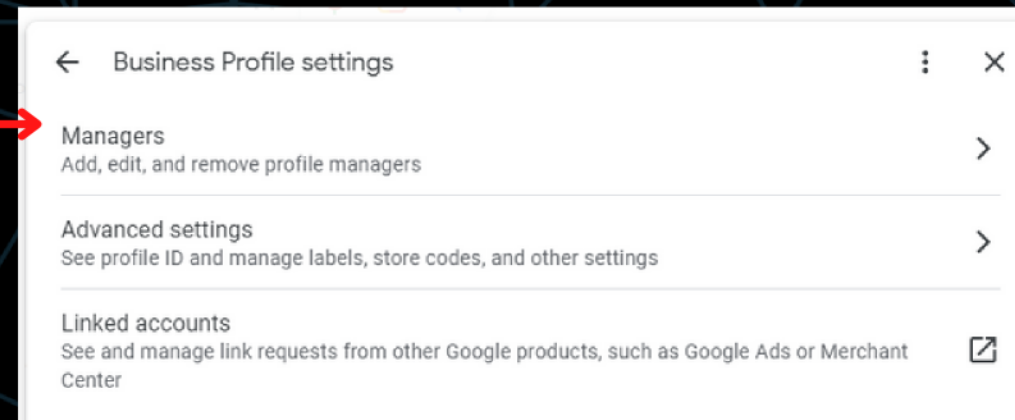
CLICK THIS AREA ON THE TOP RIGHT TO OPEN MORE SETTINGS

CLICK "BUSINESS PROFILE SETTINGS"



CLICK THE "MANAGERS" SECTION

- THIS WILL ALLOW YOU TO ADD MANAGERS AND OWNERS TO YOUR GBP
- PLEASE NOTE THAT OWNERS CAN REMOVE USERS AND ADD USERS. MANAGERS ARE LIMITED TO POSTING AND EDITING CAPABILITIES



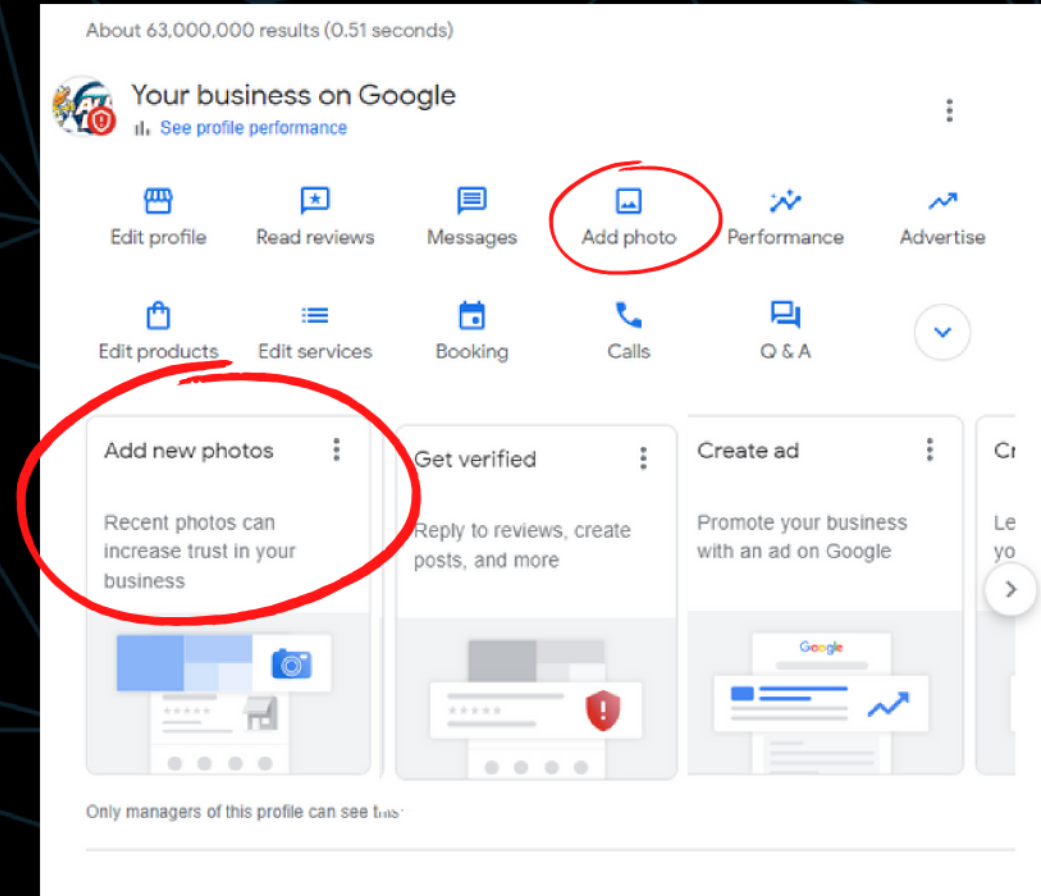
NEXT: ADD PHOTOS TO YOUR PROFILE

STEP 4: ADD PHOTOS TO YOUR PROFILE

THIS IS AN IMPORTANT STEP IN CREATING AND VERIFYING YOUR GBP PROFILE. GOOGLE WANTS TO BE SURE THAT YOU'RE A LEGITIMATE BUSINESS OPERATING IN THE SERVICE AREA YOU SET. ADDING THE PHOTOS WE LIST BELOW WILL HELP MOVE THE VERIFICATION PROCESS ALONG AND WILL HELP MITIGATE A SUSPENSION.

- **BE SURE TO ADD THE BELOW PHOTOS BEFORE REQUESTING VERIFICATION**

- LOGO
- COVER PHOTO
- PHOTO OF YOUR WORK VEHICLE
- PHOTOS OF YOUR TEAM
- PHOTO OF YOUR STOREFRONT
 - MAKE SURE THIS PICTURE SHOWS YOUR BUSINESS ADDRESS, HOURS, AND BUSINESS NAME.
- PHOTO OF YOUR STOREFRONT WITH ADJACENT BUSINESSES
- PHOTO OF YOUR STOREFRONT FROM THE STREET
- ANY BRANDED PICTURES YOU CAN INCLUDE
- ANY JOBSITE PICTURES YOU HAVE
 - WHEN ADDING PHOTOS OF WORK IN PROGRESS MAKE SURE TO NAME THE FILE ACCORDINGLY. IE: WATER DAMAGE RESTORATION PROJECT IN X CITY



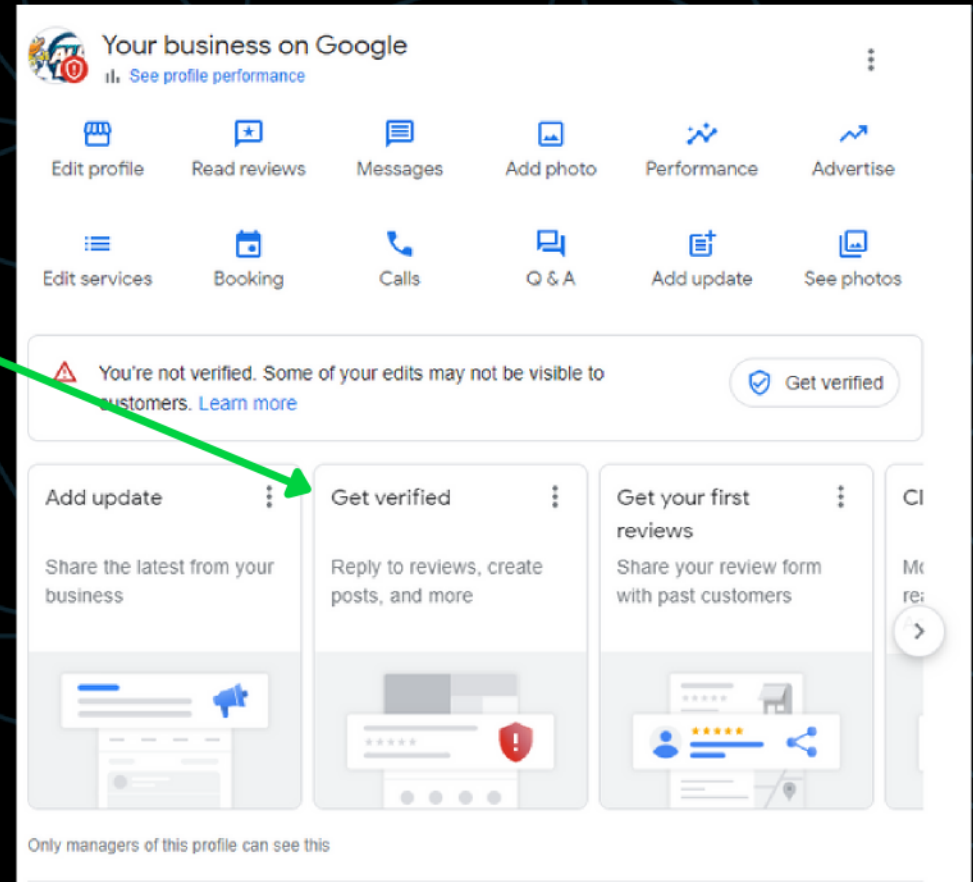
ONCE ALL OF THE ABOVE PHOTOS ARE ADDED ITS TIME TO VERIFY

NEXT: VERIFY YOUR PROFILE

STEP 5: VERIFY YOUR PROFILE

ONCE ALL OF YOUR PHOTOS HAVE BEEN ADDED ITS TIME TO VERIFY YOUR ACCOUNT. THE VERIFICATION PROCESS CAN TAKE UP TO 5 DAYS. GOOGLE WILL SEND YOU A POSTCARD WITH A CODE YOU WILL HAVE TO ENTER IMMEDIATELY. ONCE YOUR PROFILE IS VERIFIED YOU WILL BE VISIBLE ON SEARCH, GET AND MANAGE REVIEWS, UTILIZE THE MESSAGING FEATURE, AND TURN ON CALL TRACKING.

CLICK "GET VERIFIED"
LOCATED ON YOUR
DASHBOARD



CONTINUED ON NEXT PAGE

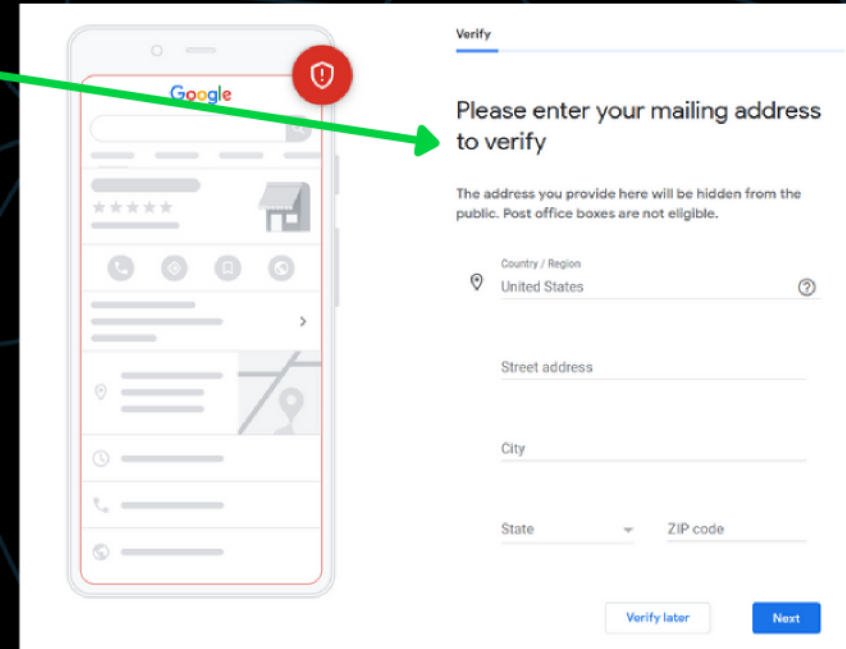
NEXT: VERIFY YOUR PROFILE CONTINUED

STEP 5: VERIFY YOUR PROFILE CONTINUED

**THIS IS A CRUCIAL PART OF YOUR GBP SET UP PROCESS.
PAY CLOSE ATTENTION TO THE NOTES BELOW**

ONCE YOU CLICK VERIFY NOW YOU WILL SEE THE ADDRESS SCREEN

- THIS IS WHERE YOU ENTER YOUR BUSINESSES MAILING ADDRESS.
 - PLEASE NOTE THAT YOUR ADDRESS HAS TO BE A LEGITIMATE PHYSICAL LOCATION (NO PO BOXES, VIRTUAL OFFICES)
 - GOOGLE WILL NOT ACCEPT PO BOXES OR VIRTUAL OFFICES. IF YOU ATTEMPT TO USE ANY OF THE ABOVE, GOOGLE WILL SUSPEND YOUR ACCOUNT.
 - IF YOUR PROFILE GETS SUSPENDED YOU WILL HAVE TO PROVIDE DOCUMENTATION THAT YOUR BUSINESS IS LOCATED AT THE ADDRESS PROVIDED



The screenshot shows a mobile phone interface on the left with a red shield icon in the top right corner. A green arrow points from this icon to the 'Verify' section of a web form on the right. The form is titled 'Verify' and contains the following fields and text:

- Verify**
- Please enter your mailing address to verify
- The address you provide here will be hidden from the public. Post office boxes are not eligible.
- Country / Region: United States
- Street address
- City
- State: [dropdown] ZIP code
- Buttons: Verify later, Next

**AFTER YOU ENTER YOUR
ADDRESS CLICK NEXT**

CONTINUED ON NEXT PAGE

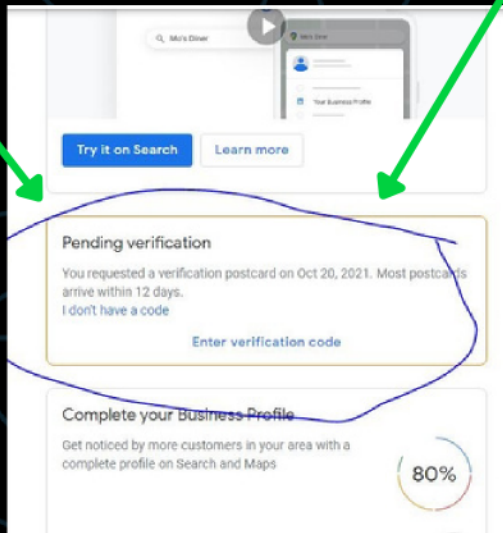
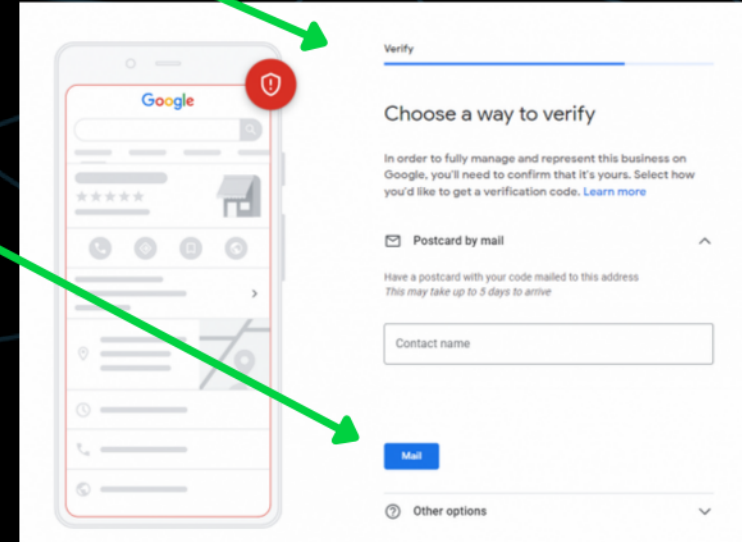
NEXT: VERIFY YOUR PROFILE CONTINUED

STEP 5: VERIFY YOUR PROFILE CONTINUED

ONCE YOU HIT NEXT YOU WILL SEE THE BELOW SCREEN, WHERE YOU CAN CHOOSE WHICH WAY YOU WANT GOOGLE TO VERIFY.

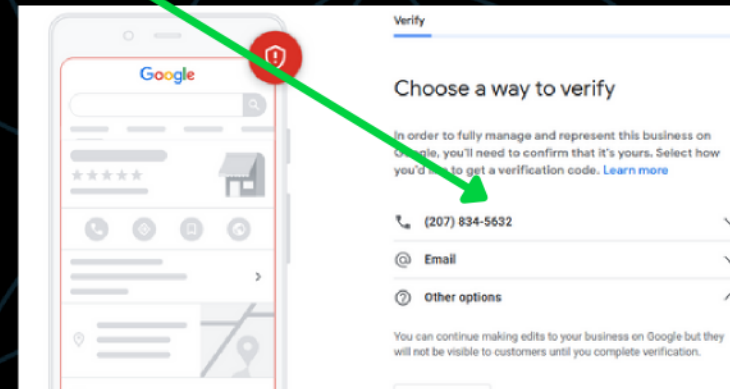
*PLEASE NOTE

- IN MOST CASES GOOGLE WILL DEFAULT TO "VERIFY BY POSTCARD".
 - ENTER THE CONTACT NAME AND CLICK "MAIL"
 - YOUR POSTCARD WILL ARRIVE WITHIN 5-7 BUSINESS DAYS.
 - IF ITS BEEN MORE THAN 10 DAYS, YOU CAN REQUEST THE POSTCARD AGAIN
 - ONCE YOU GET THE POSTCARD, ENTER THE CODE GOOGLE PROVIDED INTO THE ARTEA IN YOUR DASHBOARD (SEE SCREENSHOT)
 - THE CODE MUST BE ENTERED WITHIN 24 HOURS OF RECIEVING IT



***NOTE: IN SOME RARE CASES, GOOGLE WILL GIVE YOU ADDITIONAL VERIFICATION OPTIONS. FOLLOW THE PROMPTS.**

- **VERIFY BY PHONE**
- **VERIFY BY EMAIL**



CONTINUED ON NEXT PAGE

NEXT: CALL TRACKING/MESSAGING

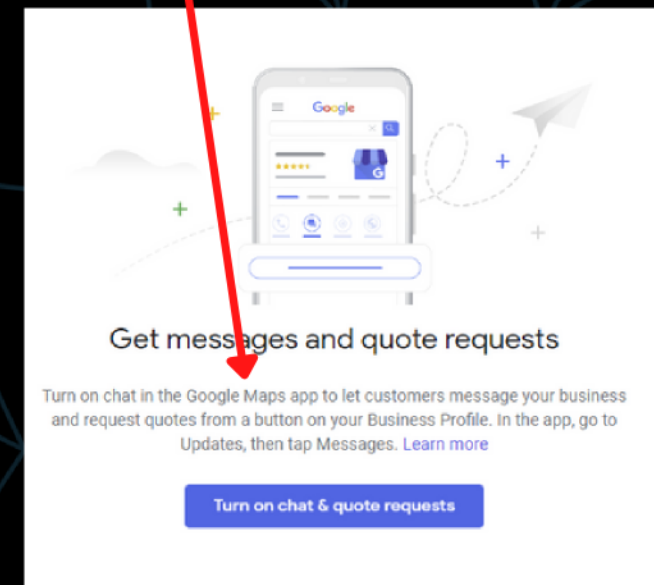
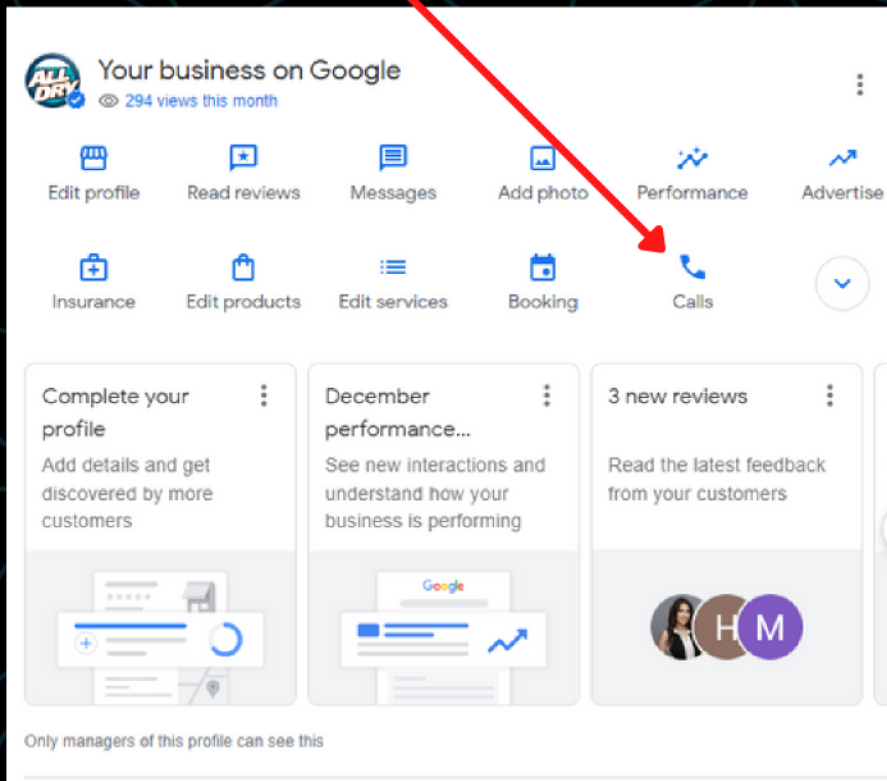
STEP 6: ENABLE CALL TRACKING AND MESSAGING

ONCE YOUR PROFILE IS VERIFIED BY ENTERING YOUR CODE, YOU WILL HAVE ACCESS TO A FEW FREE FEATURES ON YOUR GBP INCLUDING CALL TRACKING, MESSAGING, AND REVIEW MANAGEMENT.

CALL TRACKING IS A GREAT WAY TO UNDERSTAND WHERE YOUR LEADS ARE COMING FROM. BE SURE TO ENABLE THIS FREE FEATURE IN YOUR GBP ACCOUNT.

ENABLE THE MESSAGING FEATURE TO ALLOW CUSTOMERS TO COMMUNICATE DIRECTLY WITH YOU AND REQUEST SERVICE.

***PLEASE NOTE YOU WILL HAVE TO MAKE SURE TO ADD YOUR CELL PHONE AND ENABLE SMS COMMUNICATION IN THE "SETTINGS" TAB**



NEXT: GET HELP

NEED HELP?

DO YOU NEED HELP SETTING UP THE PROFILE. HAS IT GOTTEN SUSPENDED?
CONTACT US TODAY TO GET HELP WITH YOUR GOOGLE BUSINESS PROFILE.
WE OFFER MANAGEMENT, SETUP, AND SUSPENSION APPEAL SERVICES.



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