

Using Google Adwords, part 3  
Set up Google My Business

Ensuring Google’s search displays are accurate—and this is free

***“By verifying and editing your business information, you can both help customers find you and tell them the story of your business.”***

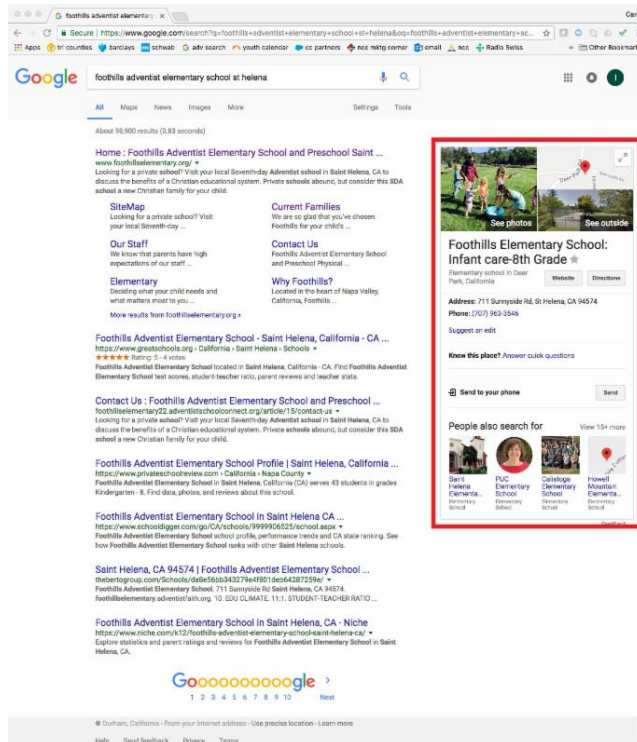
Google  
“Google My Business” Help

Today's message is not about Adwords just yet. This is about using Google My Business (for free) to expand and edit what people see when they search for your school's name specifically.

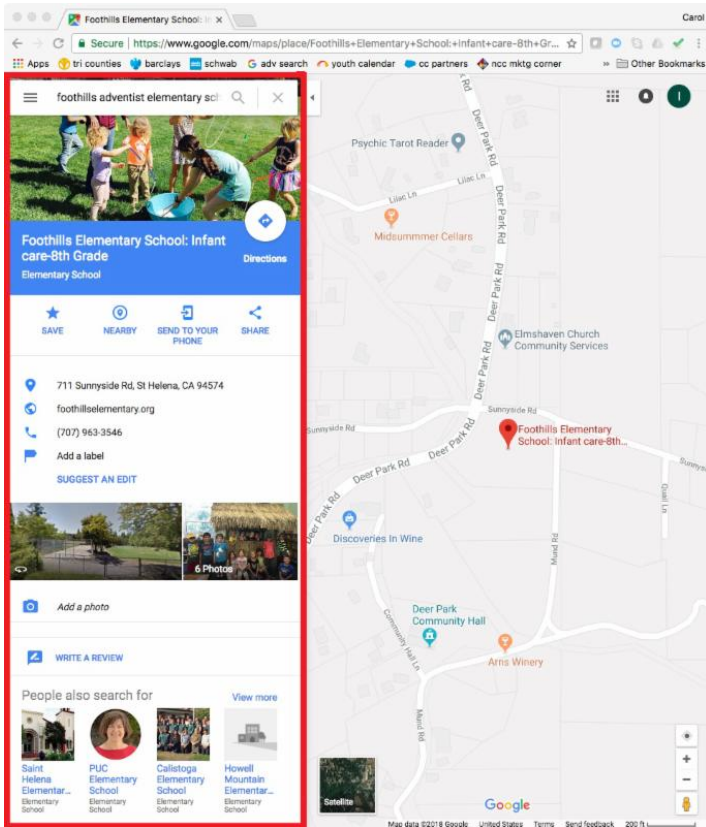
### What are we talking about?

Here is an example. When someone uses Google Search or Maps to look for a specific business name (and city), Google will display something like these.

Search results page (see right sidebar I've marked in red):



Maps search results (see left sidebar I've marked in red):



## Why spend the time?

Regardless of how parents hear about your school, chances are they will look you up online. Accurate and complete information conveys your school is on top of things--and has the chance of encouraging potential parents to take the next step. Look at the differences in the two examples below. (To save space these images are of the sidebar only. They would display on the right side of the search results page, as in the top example above.)

**Sacramento Adventist Academy**  
School in Carmichael, California

Sacramento Adventist Academy is a K-12 day school located in Carmichael, California, serving the greater Sacramento area. It is owned and operated by the Seventh-day Adventist Church. Wikipedia

**Address:** 5601 Winding Way, Carmichael, CA 95608  
**Phone:** (916) 481-2300  
**Accreditation:** Western Association of Schools and Colleges  
**Principal:** Matthew Jakobsons  
**Number of students:** 270  
**Athletics conference:** California Interscholastic Federation  
**Colors:** Black, Red

Suggest an edit

**Reviews from the web**

GreatSchools	Facebook	Niche
5/5	4.7/5	3.5/5
7 votes	35 votes	36 reviews

**Reviews** (7 Google reviews)

- "The whole **staff** is wonderful and very kind and helpful..."
- "There are many secular **people** at this school and the best **teachers** available."
- "We are blessed to have this school in our **area!!!!**"

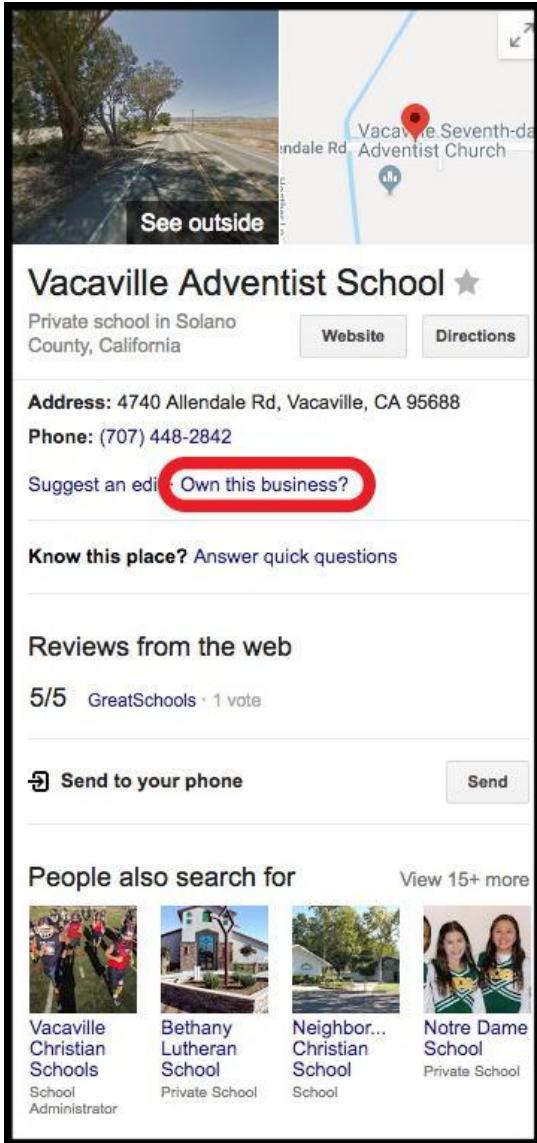
View all Google reviews

**People also search for** (View 15+ more)

- Sacrame... Waldorf School (School)
- Orangeva... Adventist School (Private School)
- Victory Christian School (Private School)
- Jesuit High School High School

Some things to note:

- In addition to the address and phone number there is a description of the school overall.
- Citing accreditation adds to your credibility.
- Reviews can be a double-edged sword--encourage your parents to review you on Google and Greatschools so you have supportive information here.
- Good quotes are the best testimonials you can have.
- "See photos" can include pictures you post of various school activities. See ["Take compelling photos with your phone."](#)
- The photos and much of the information (listed as "quick facts") are also shown in a Maps search result.
- Listing the number of students for small schools may not be effective.



Some things to note:

- "Own this business?" (circled in red) indicates that no one from the school has claimed it. So the information here is just whatever Google finds online.
- Nancy, please do not be offended that I used your school as an example. I needed to show what the sidebar looks like for an unclaimed business.

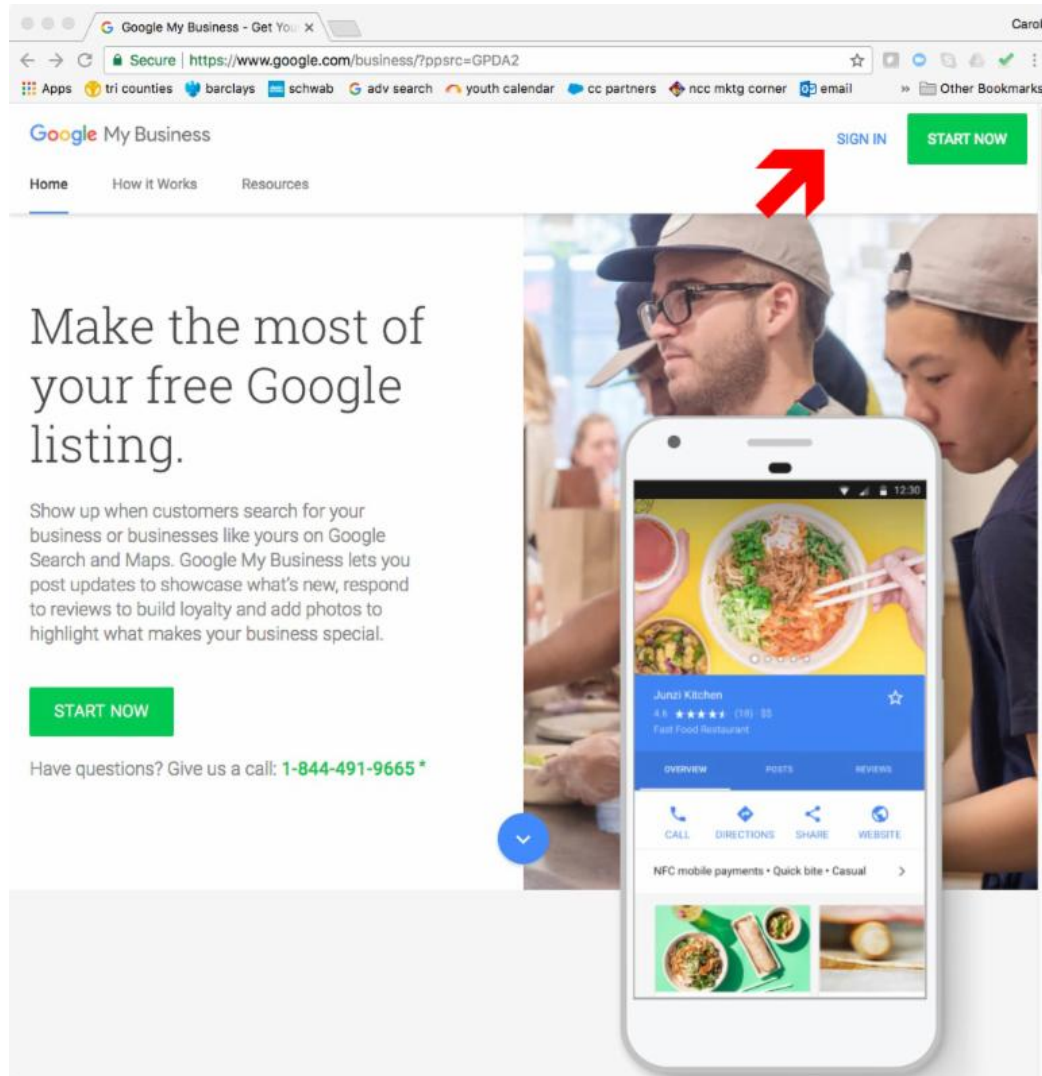
## What to do?

If your school has **not** been claimed you can click the link "Own this business?" or go to [Google My Business](#) or call 1-844-491-9665 to start the process with Google. I will not take the space here to replicate their instructions. A couple notes:

- To claim the business use the Google account you set up before with a generic email address (e.g. info@anyschool.org or principal@anyschool.org) not your personal or conference email address. For reasons for this see "[Create a Google account for your school.](#)"
- Be aware that if you call the help line, the account rep will work hard to sell you a Adwords Express account at that time. You don't need to do this now, but you can if you wish.

If your school **has been** claimed (i.e. "Own this business?" is not shown) but you don't have access at this point (i.e. you don't know who set this up, what email address they used, etc.) use these steps to update that claim:

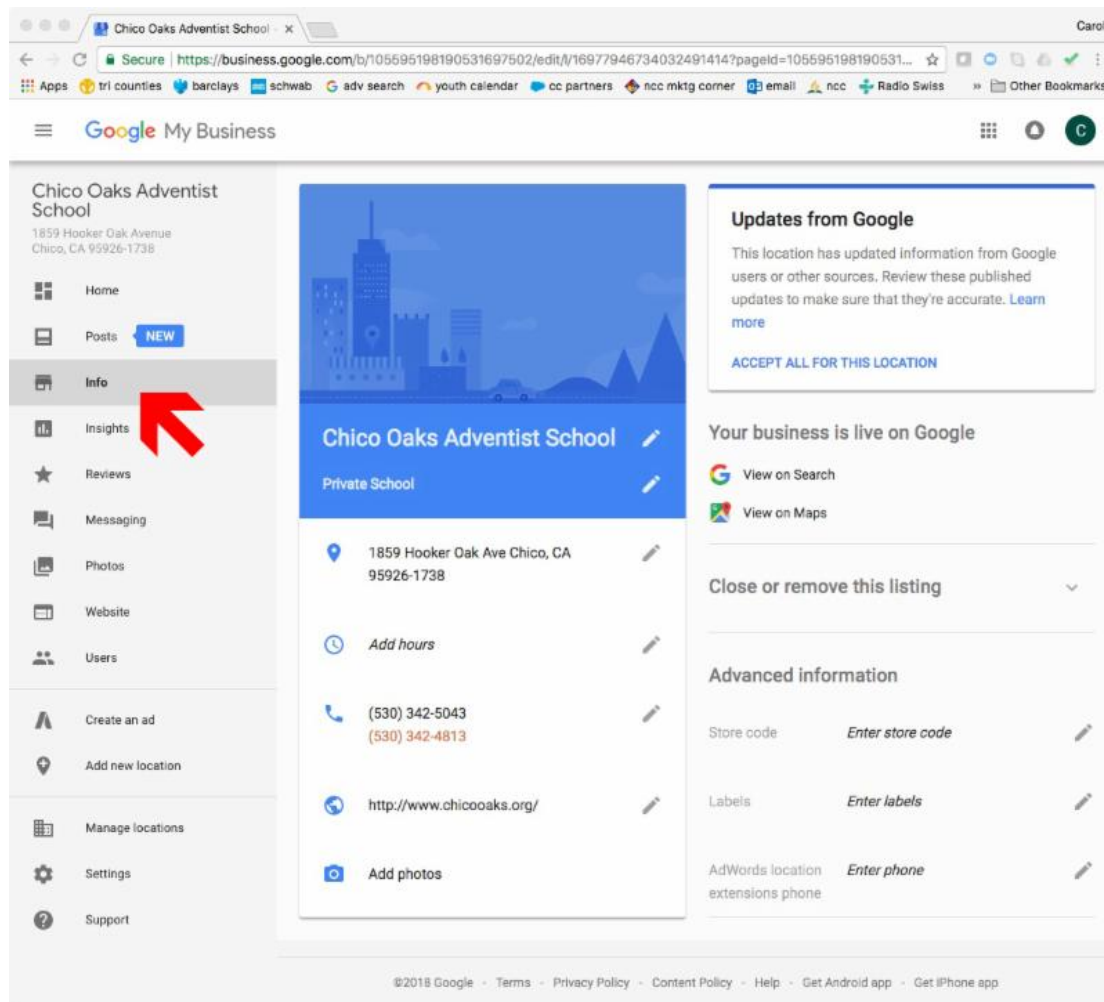
- Go to [business.google.com](https://business.google.com)



- Click on "sign in" as shown above and use the email address you connected to a Google account (see "[Create a Google account for your school.](#)")
- You will be guided through steps asking for your school's name and confirming your address (once again, their instructions will be better than mine so I am not replicating them here).
- At one point they will ask you how you want to receive a code from them to verify you are the business owner. They will list the contact options that were created when school was first "claimed." These can include phone number, cell number for texting, email address or physical address. The email address will be the one used originally to claim the school. If you no longer have access to this you will need to choose a different option.

## What is the priority?

After you have claimed your business, you will see a page as follows:



The priority this week is to make sure the information is correct and reasonably complete.

- Click on "Info" in the left column to see this group of options.
- Each item with a pencil symbol to the right is editable.
- If you have a preschool, I recommend noting it in your school name as Foothills has in the example above.
- List the days and hours the school is open.
- Add photos. And make these count by showing up close, happy faces and interesting activities.

### Delegating:

This can all be delegated

**Binder tab:** December

**School size:** All

**Marketing process step:**

- 1) Who are we?
- 2) What do families want?
- 3) What needs to change?
- 4) How do we tell our community?
- 5) How do we track results?