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## SESSION 2: GOOGLE PLACES/MAPS

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[WWW.GOOGLE4BUSINESS.COM](http://WWW.GOOGLE4BUSINESS.COM)

[WWW.SOCIALNETWORKCONSULTING.COM](http://WWW.SOCIALNETWORKCONSULTING.COM)

[WWW.B2B-IM.COM](http://WWW.B2B-IM.COM)

# SESSION 2: GOOGLE PLACES/MAPS

1. Google Business
  2. Places
  3. Maps
  4. What's What?
  5. Final Thoughts
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# SECTION 1 - GOOGLE BUSINESS

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*Log into your Gmail account. Go to [www.google.com/business](http://www.google.com/business)*

*Have you logged into your Google Business account?*

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*Could you find your business?*

Was the map correct?

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Was there information missing or in need of correction?

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*Business Pages.*

Is your main business set up as your main Business page?

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Do you any other brands or products that could use these pages?

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# SECTION 1 - TAKEAWAYS & TO-DO:

*This section - Write down your five actionable takeaways from your answers and notes*

Key Thought	Actions or To-Do Items - List Them	Rank 1-5 1 = Do 1st

Final Thoughts: \_\_\_\_\_  
\_\_\_\_\_  
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# SECTION 2 - PLACES

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*Set up your business page in Google:*

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*Claim your business by entering your business name and following instructions.*

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*Explore and populate your business page.*

What information do you want to share?

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What should you feature to best represent your business to potential clients?

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*Claim your location either generally (“I deliver goods...”) or specifically*

What service area makes sense for your business?

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*Select your categories from the preset list.*

What categories match your business?

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*View your business. What changes do you need to make to be correctly seen on:*

Google Search

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Google Maps

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Google +

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*Navigating your accounts: "View profile" to see your personal account.*

What do you want to include?

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What do you want to highlight?

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*View your pages from the public perspective.*

What do you need to modify to present professionally to your audience?

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# SECTION 2 - TAKEAWAYS & TO-DO:

*This section - Write down your five actionable takeaways from your answers and notes*

Key Thought	Actions or To-Do Items - List Them	Rank 1-5 1 = Do 1st

Final Thoughts: \_\_\_\_\_  
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# SECTION 3 - MAPS

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*Is your business accurately positioned in Google Maps?*

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*Is all information current?*

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*How can you improve your listing to provide information that is compelling for customers searching on mobile devices?*

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*How can you get additional supportive reviews?*

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*What issues do you need to address?*

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*What do competitors' listings look like?*

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*What can you add to your listings to stand out from competitors?*

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# CHAPTER 3 - TAKEAWAYS & TO-DO:

*This section - Write down your five actionable takeaways from your answers and notes*

Key Thought	Actions or To-Do Items - List Them	Rank 1-5 1 = Do 1st

Final Thoughts: \_\_\_\_\_

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# SECTION 4 - WHAT'S WHAT?

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*Do you have a personal Google+ account?*

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*What information can you add or elaborate upon to improve your listing?*

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*How often do you check your gmail account?*

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*How do you use your YouTube account to build business?*

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*What Google+ business pages can you establish to promote your business and products?*

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*What will be your main Google+ business page? This is the only page on which you can edit contact information.*

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*Which insights on your Google+ business pages are most relevant for you?*

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*How often do you monitor insights?*

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*What actions do you take based on the insights information?*

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*How much information do you want to share with Google?*

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*What is your plan to get more reviews for your business posted on Google?*

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*How do your pages look on all platforms?*

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# SECTION 4 - TAKEAWAYS & TO-DO:

*This section - Write down your five actionable takeaways from your answers and notes*

Key Thought	Actions or To-Do Items - List Them	Rank 1-5 1 = Do 1st

Final Thoughts: \_\_\_\_\_

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# SECTION 5 - FINAL THOUGHTS

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*Google your name. How would you describe your personal image on Google?*

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*What do you need to update, add, or change?*

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*Google your business. Is your business accurately and positively represented?*

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*What changes do you need to make?*

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*Check your personal and business images on mobile platforms. Are there any changes you need to make?*

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*Is your Google Maps listing complete, accurate and positive?*

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*Do you have a schedule to check your Google listings at least once a month?*

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*How often do you update your Google listings?*

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# CHAPTER 5 - TAKEAWAYS & TO-DO:

*This section - Write down your five actionable takeaways from your answers and notes*

Key Thought	Actions or To-Do Items - List Them	Rank 1-5 1 = Do 1st

Final Thoughts: \_\_\_\_\_  
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\_\_\_\_\_  
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