

OLD GEELONG ROAD, HOPPERS CROSSING

# USING GOOGLE MY BUSINESS



## Using Google to keep your customers informed during construction

Construction work in  
Hoppers Crossing

Every day, millions of people search on Google for businesses like yours.

Keeping your customers up to date and informed during construction is important.

Your Business Profile appears when people search for your business on Google. As a business owner, you can update information such as opening hours, and post text and image updates for free.

Maybe your access has changed? Should they leave a bit earlier to get to their appointment? Or are there detours in place that might affect their normal route?

An easy way to keep your customers informed is to post updates on your Business Profile.

To start managing your Google Business Profile, go to the My Business homepage at [google.com/intl/en\\_au/business](https://google.com/intl/en_au/business)

### How to post on your Business Profile

**Step one:** Log in to the Google account you use for your Business Profile.

**Step two:** Open your Business Profile by entering your business name in the search bar.

**Step three:** Click *Promote* and choose the type of post that you want to create.

**Step four:** In the dialogue box, write your post.

**Step five:** To see a preview of your post, click *Preview*.

**Step six:** To publish your post click *Publish* in the top right. If you want to change your post, in the top left, click *Back*.

### Some suggested posts might be

*"We're open 7-5 every day during roadworks! More parking is available a short walk away on Powell Drive."*

*"We're open as usual – come down and shop local during the road works."*

### Further support

For more information about updating your Business Profile, and guides to great customer engagement, visit Google support at [support.google.com/business](https://support.google.com/business)

Information is accurate as of February 2022.  
Visit [Google My Business](https://www.google.com/mybusiness) for more information.

## CONTACT US

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