

# USING GOOGLE MY BUSINESS



## Keeping your customers informed during construction

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

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

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?

If you have a Google My Business account, one quick and easy thing you can do to keep your customers informed is to update your account information.

### Here's how

**Step one:** Log in to your Google My Business account.

**Step two:** Open your Business Profile: In the top right, tap *Account Circle Your Business Profile*, or enter your business name in the search bar.

**Step three:** From the menu, click *Posts*. Tap on the type of post you'd like to create (offer, event, or update).

**Step four:** Create your post. Tap each field and enter any relevant information.

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

**Step six:** To publish your post, tap *Publish*. To change your post, in the top left, tap *Back*. Edit your draft until it's ready to publish.

### Some suggested posts might be

*"There are roadworks in the area. Check your app to find the fastest way to get to us!"*

*"We're still open! Come down and support us during the roadworks."*

### Further Support

If you need help on how to update your account, Google My Business has a heap of support options which we've listed below:

- Request a live chat
- Request a call back (and/or email)
- How to make great business posts.

*Information is accurate as of June 2021*

## CONTACT US

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