

Maximizing Your Digital Presence: A Quick Reference Guide for Business Owners

1. Take Control of Your Digital Identity

You must *verify your business to unlock features* that help you manage your reputation and update key details like hours.

Take Ownership of Your Online Presence:

- **Google Business Profile (GBP):** Visit google.com/maps to find or add your business. Verify with a Google account via phone, video or postcard.
- **Bing Places for Business:** Visit bingplaces.com to claim a listing. Verify via email, phone or mail, or import a GBP and instantly verify your business.
- **Facebook Page (Meta):** Visit facebook.com/business/tools/facebook-pages to create a page. Verification is optional and unlocks additional tools.
- **Tripadvisor Owners Center:** If your business qualifies for a listing, visit tripadvisor.com/owners. Verify using a phone or credit card (no charge).
- **Apple Maps Connect:** Visit businessconnect.apple.com and verify by phone or official documentation like a utility bill.
- **Yelp for Business Owners:** Visit business.yelp.com and verify by text or call.

Tips for Verification:

- **Avoid creating a duplicate listing.** Request access if you're not sure who has claimed your business online or you don't know what account was used.
- **Use a general account.** Claim listings with an email not tied to an individual—use something like info@yourbusinessname.com.
- **Get Support:** Road blocks are common. Open a support ticket if needed.



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2. Boost Discovery—Optimize Your Listing

You've claimed your business listing. Now what?

- Verify your core business information.** Make sure your address, phone, website and especially hours are correct and consistent across platforms.
- Add categories.** Categories boost your visibility. Google, for example, lets you choose one primary and up to nine secondary categories.
- Update your offerings.** Amenities and attributes help customers understand what you offer. Businesses can add tags like “good for kids” or special features like restaurant menus. These will vary by platform.
- Provide accessibility info:** Attributes like “wheelchair accessible restroom” are helpful to customers with disabilities. Add more detailed info to your website.
- Create a strong business description.** Highlight your unique differentiators. (AI can help!) Keep it short, but also use this space to tell your story.

Promote Your Offers & Events

New features allow you to highlight special sales and events. Try these:

- **Facebook Events:** Facebook events don't just attract Facebook users, they are indexed by Google and can appear in results for keyword searches like “events near me this weekend.” Google displays events in a carousel.
- **Google Updates:** Google Updates or “Posts” are visible in your GBP in search and Google Maps. There are three types: “Updates” for announcements, “Offers” for deals, and “Events” for special happenings like live music or store-wide sales.



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3. Ace Reputation Management

Why Reviews Matter:

1. Build trust and credibility through social proof.
2. Boost online visibility: Ratings and reviews improve search rankings and help AI tools surface your business when people ask questions online.
3. Increase customer loyalty and conversion rates.
4. Provide you with valuable feedback to improve offers and service.

Review Management Best Practices:

- **Define Success:** Set clear goals and tie them to your strategy.
- **4-5 Star Reviews:** Respond to 25% of 4 & 5 star reviews. Prioritized detailed long form reviews when thanking customers for positive feedback.
- **3-Star Reviews:** Respond to 50% of average reviews. Skip excuses and focus on solutions.
- **1-2 Star Reviews:** Always respond. Stay polite. Take it offline if needed by providing contact information. Remember—no freebies or incentives.
- **Flag Reviews:** Report second-hand experiences or inappropriate language.
- **Increase Reviews:** Ask in person, post signs, and follow up by email or text.

Questions to Ask Before You Hit Reply:

- Am I responding promptly and professionally?
- Am I addressing the specific points raised?
- Am I taking appropriate responsibility without over-apologizing?
- Am I keeping private details private?



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4. Share Your Story with Photos

Best Practices for Digital Listing:

- **First Impressions matter.** Use a strong cover photo that reflects your brand.
- **Keep it up.** Add 4-5 photos to listings monthly for increased visibility.
- **Be Helpful:** Post images that help users understand your products + offerings.
- **Optimize Photos:** Use clear filenames and captions to help algorithms find your photos.
- **Review UGC.** Flag user content that's low quality or not relevant.

Content Creation Tips:

1. **Set the Scene:** Find the right location for shooting. Keep the space tidy, clean and uncluttered. Add some props in for visual appeal.
2. **Stabilize the Shot:** Hold the camera with both hands and avoid touching the screen or use an ipod to help keep things steady.
3. **Light It Up:** Improve photography with natural light or soft filtered light. Never point the camera at the light source and try a light box for product photos.
4. **Experiment With Composition:** Get multiple shots—center your subject then off-center it. Use props or lines to frame your subject and guide the eye.
5. **Mix It Up:** Try shooting from different angles and get shots in both portrait and landscape. These images can be resized and reused.
6. **Play With Settings:** Use built in features like “portrait mode” to blur the background or “burst mode” to get good action shots.

Remember: You can reuse your content across platforms - your listings, your social channels and your website. Even flat images can be turned into reels!



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