

A photograph of an older man with glasses and a white button-down shirt, standing with his arms crossed in front of a barber shop. The shop's glass door has gold lettering that reads "Salon" and "BARBER". A dark metal door handle is visible on the right. A semi-transparent dark grey box is overlaid on the center of the image, containing the title and subtitle text.

Your Business Identity on Google

The value of building an online identity across Google

Google offers paid and unpaid products for businesses to build an online identity



Paid Media via Google

AdWords

AdWords Express



Owned Media via Google

Business info on Maps

Business info on Search

Verified G+ Page

YouTube Channel

Blog on Blogger



Earned Media

via Google Social Property

YouTube comments and
user generated videos

G+/Local Social Actions
(+1s, Shares, Followers,
Posts, Photos, Videos,
Reviews, Check-Ins)

Blog Comments

A background image showing a close-up of two hands holding smartphones. The hand on the right is holding a silver smartphone, and the hand on the left is holding a green smartphone. The background is blurred, showing what appears to be a car's interior or a similar setting.

What do businesses want?

Be found when people are searching for their products or services

Stand out among their competitors and convince people to engage with their store

Engage with customers to grow loyalty and retention

Google's paid and unpaid products work together to help give businesses what they want out of their online marketing

Be found

- Google ads
- Google local search
- Google Maps results visibility



Stand out

- Knowledge card visibility
- Reviews on your business
- Business photos



Engage

- Followers
- Posts
- Respond to reviews
- +1s

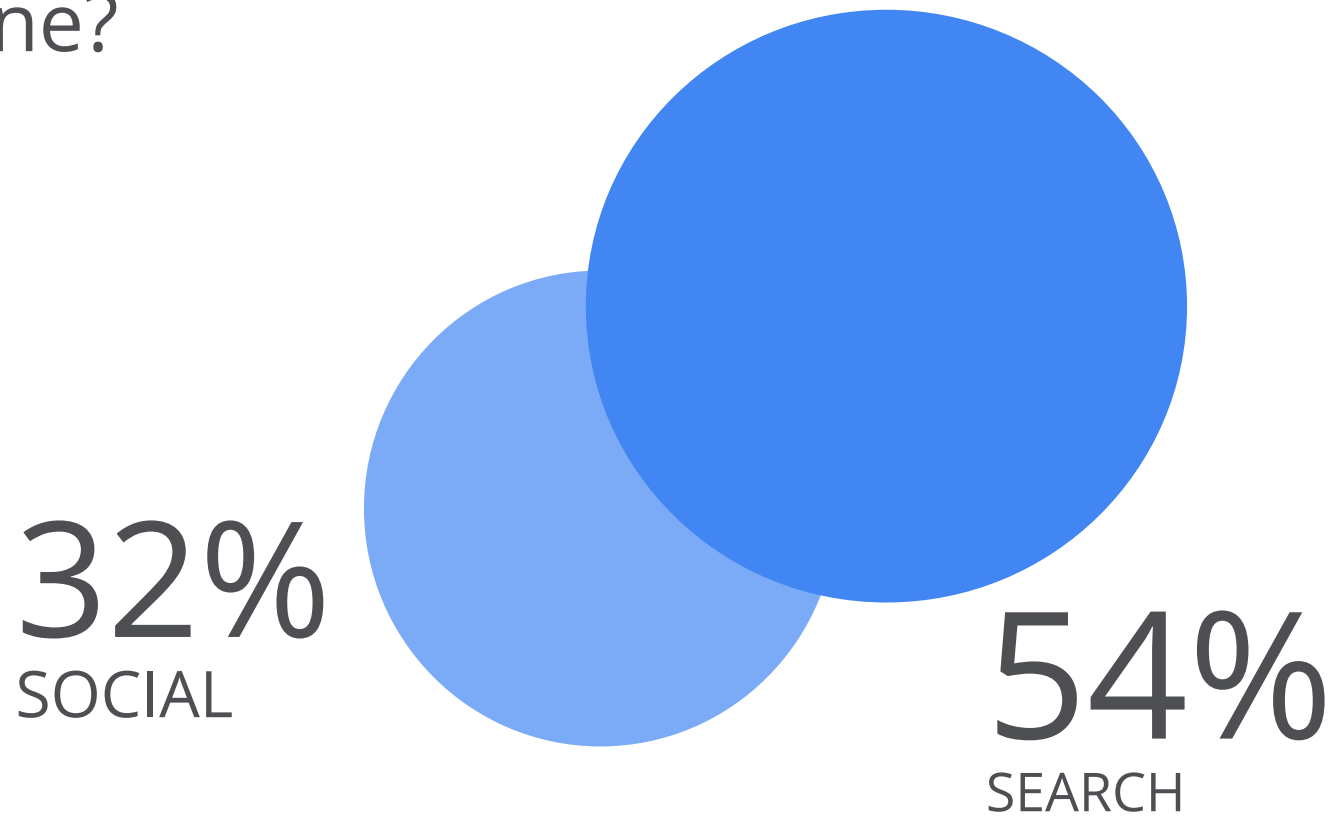
If some of these products are not familiar, no worries! We'll be covering these throughout the presentation.



BE FOUND



How do people discover brands online?



Source: "How Consumers Found Websites in 2012", Forrester Research, 19 July 2013, <http://www.forrester.com/How+Consumers+Found+Websites+In+2012/fulltext/-/E-RES92661>

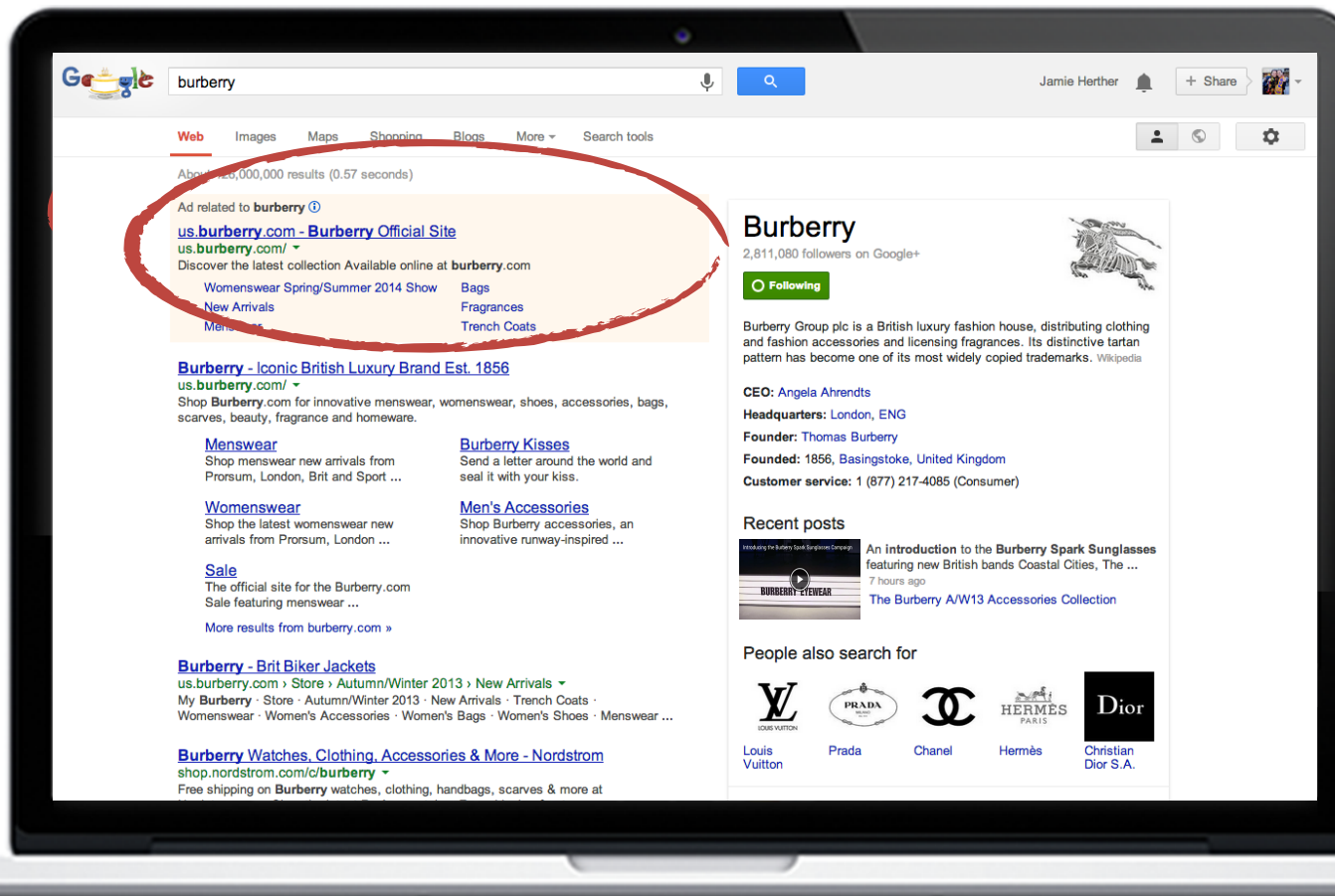
Your G+ page is your business identity across Google

The collage illustrates how a single business identity is maintained across different Google platforms. The central focus is Dandelion Chocolate, a business located at 740 Valencia St, San Francisco, CA 94110. The screenshots show:

- Top Left:** A desktop view of the Dandelion Chocolate G+ page, featuring a profile picture, name, address, and a post from Doreen Pendgracs.
- Top Right:** A mobile view of the Dandelion Chocolate G+ page, showing the business name, address, and a post from Doreen Pendgracs.
- Middle Left:** A desktop view of the Dandelion Chocolate Google+ page, showing the business name, address, and a post from Doreen Pendgracs.
- Middle Right:** A mobile view of the Dandelion Chocolate Google+ page, showing the business name, address, and a post from Doreen Pendgracs.
- Bottom Left:** A desktop view of the Dandelion Chocolate Google+ page, showing the business name, address, and a post from Doreen Pendgracs.
- Bottom Right:** A desktop view of the Dandelion Chocolate Google+ page, showing the business name, address, and a post from Doreen Pendgracs.

Content from your G+ page is used across all Google properties, so your business identity is consistent whether people are looking for you on Search, Maps, Google+, or mobile devices.

Advertising can complement by increasing the real estate a brand owns on Google



Running an ad on Google can increase your business's presence and reach on Google.

Build awareness of your business

1. Get a G+ page for your business
2. Advertise on Google to increase reach and real estate coverage

STAND OUT





72%

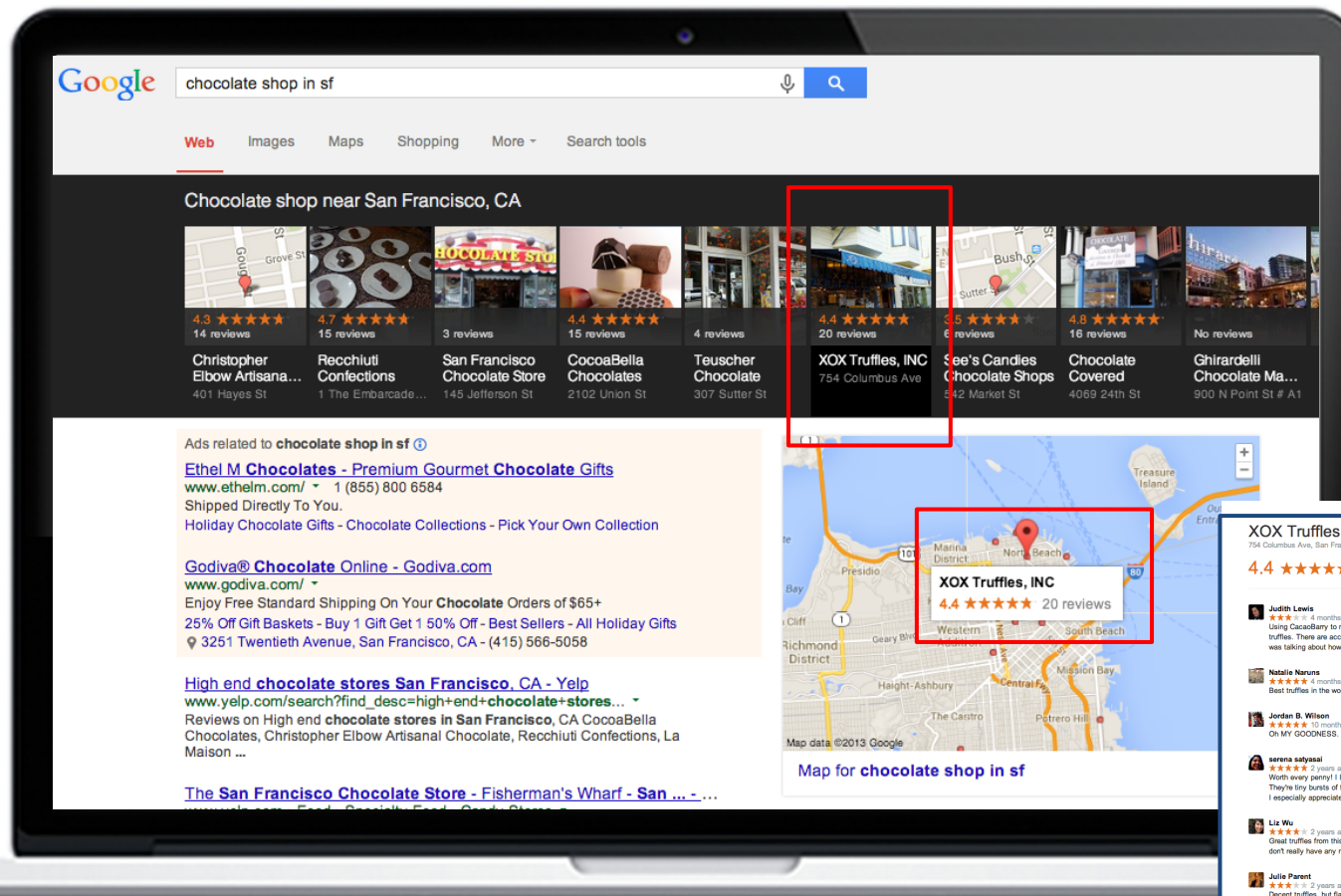
**of consumers trust
online reviews as
much as personal
recommendations**

67%

**of business have an
online social
presence**

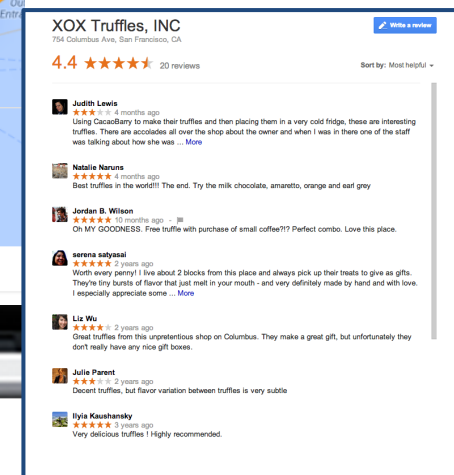
Source: Local Consumer Review 2012, Search Engine Land; Market Force, May 2012, <http://www.marketforce.com/press-releases/item/research-social-media-influence/>

Reviews from your customers help your business stand out among your competitors

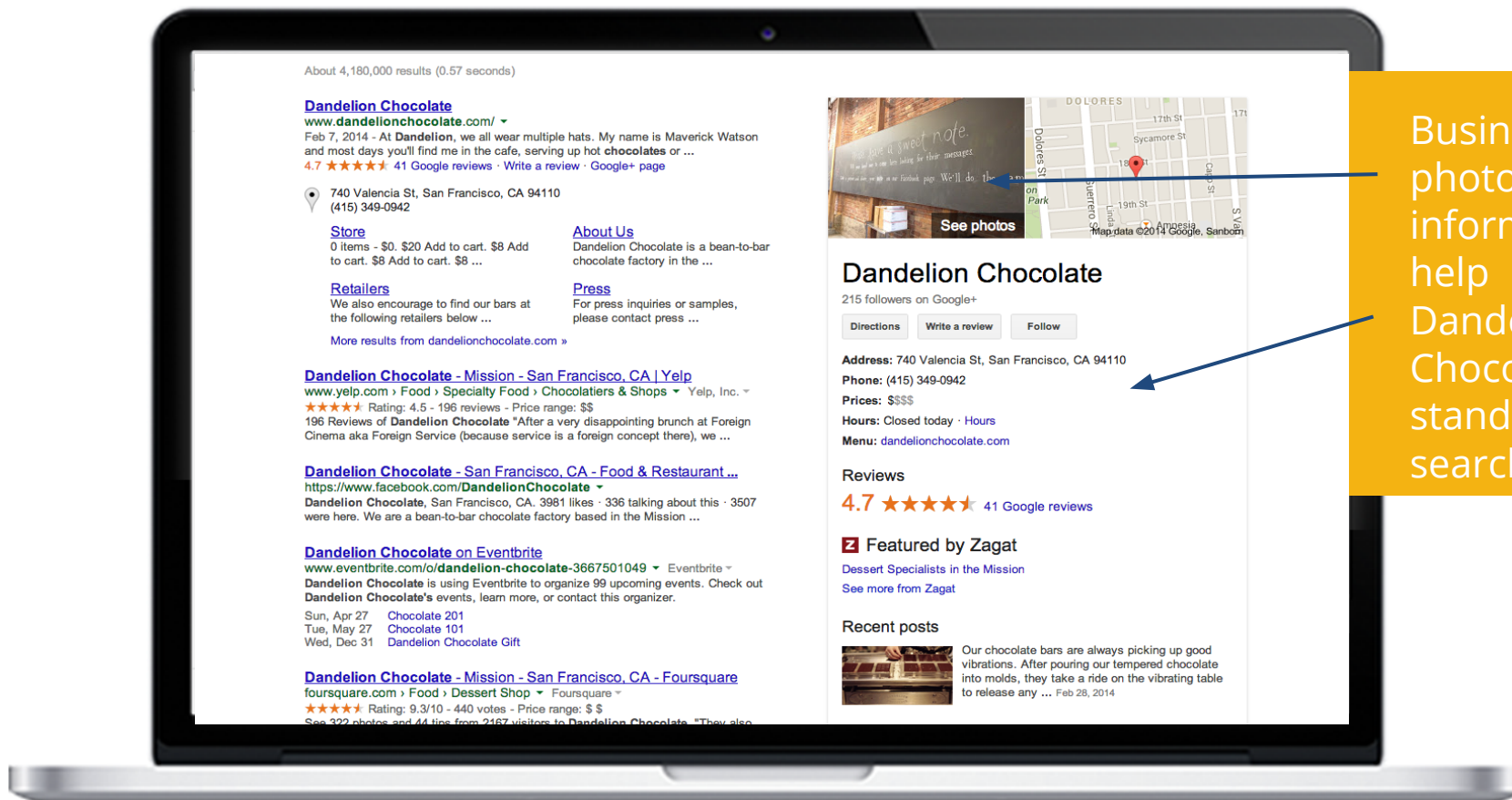


To increase number of reviews for your business:

1. Remind customers to leave feedback on Google.
2. Become an active presence on Google and respond to reviews.
3. Make sure your business listing is verified.

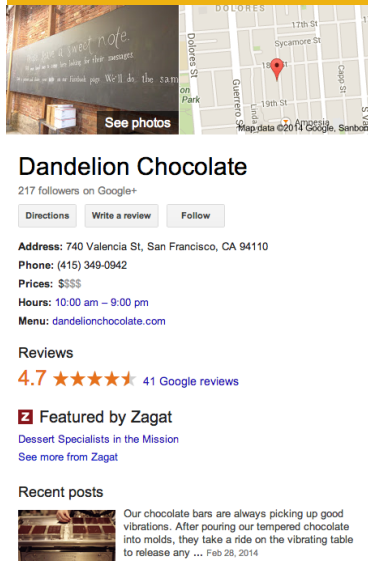


Knowledge card provides a richer business identity



Deep dive: Knowledge panel in Google search

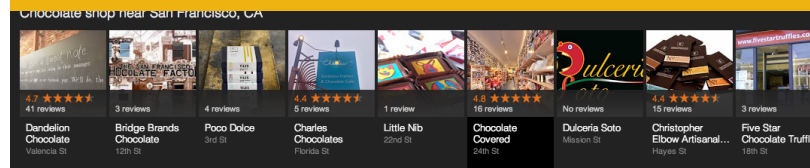
Knowledge Card



- **Where:** Right panel of Google search results
- **When:** A user searches for a business by name and Google can easily map to a single business
- **How:** Pulls from G+ page and Maps listing (if business is local)

Tip for business: Optimize your G+ page with photos and business information you want displayed.

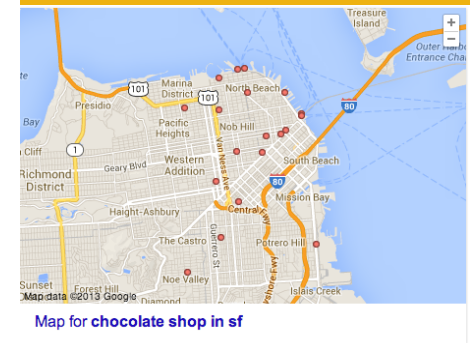
Knowledge Carousel



- **Where:** Above Google search results
- **When:** User searches for an eligible local business category (i.e. “restaurant”, “music venue”)
- **How:** Pulls from G+ page and Maps listing

Tip for business: Optimize your G+ page with photos and business information you want displayed.

Map in Search



- **Where:** Right panel of Google search results
- **When:** User searches for an eligible local business category (i.e. “restaurant”, “music venue”)
- **How:** Pulls from Google Maps

Tip for business: If business is already on Maps, verify to gain ownership. If business is not on Maps, create a listing through Google Places and verify it, to show on Maps.

Influence consideration by standing out

1. Optimize your G+ page
2. Upload photos of your business to create a richer identity
3. Encourage customers to review your business on Google

ENGAGE TO DRIVE SALES



Online business identity matters

78%

of small businesses now get at
least a **25%** of their new
customers via **social media**

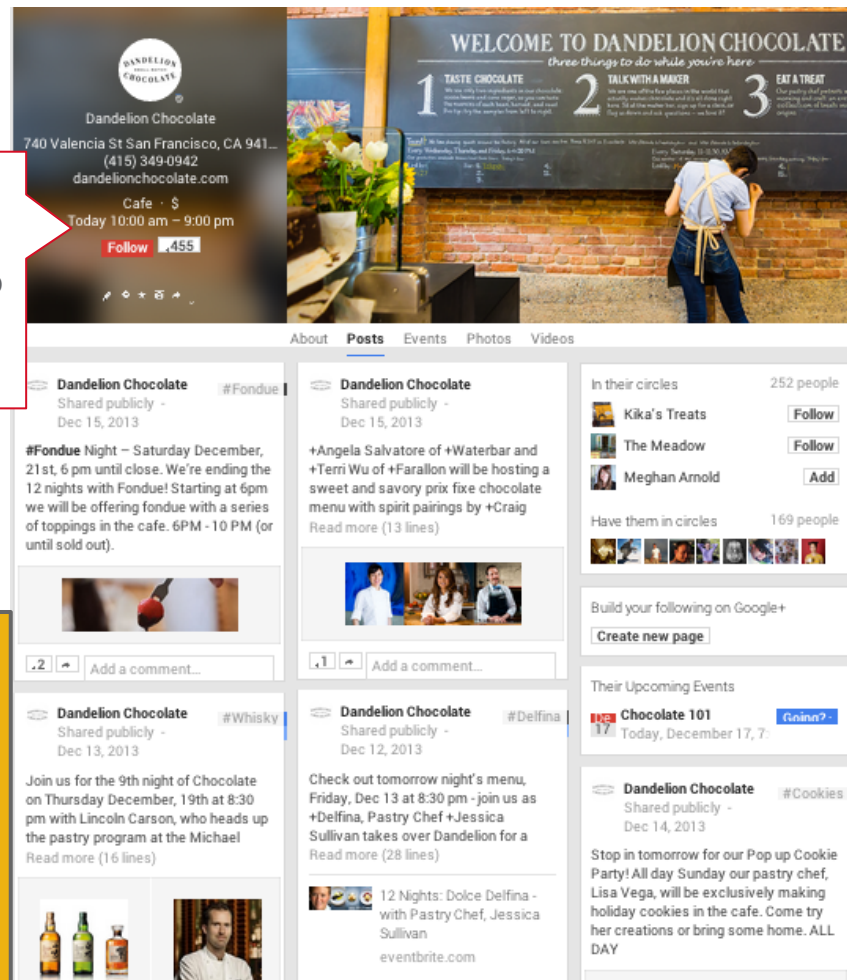


Source: The Shift in Small Business Behavior: 90 Percent Networking Online; Manta..com, September 2012 <http://blog.manta.com/news/the-shift-in-small-business-behavior-90-percent-networking-online>

Create an online community of followers to your business

"Follow" button creates an easy way for your advocates to subscribe to your business

Engage with your customers through posts and activities.



Keep track of your followers. You have control over who sees your posts.

Engagement from the G+ page is also surfaced in Google search, thereby increasing your free real estate on Google

Dandelion Chocolate

www.dandelionchocolate.com/

She will present a wintery 3-course Italian dessert tasting including a Warm Panettone with Dandelion Chocolate Gelato. To complete the evening, a special ...

4.7 ★★★★★ 34 Google reviews · [Write a review](#) · [Google+ page](#)

740 Valencia St, San Francisco, CA 94110
(415) 349-0942

Store

Chocolate Store. Happy Holidays!
We're so excited to celebrate ...

Locations

Factory and Cafe. Dandelion
Chocolate 740 Valencia St San ...

About Us

About Us. SONY DSC. Dandelion
Chocolate is a bean-to-bar ...

Wholesale

Wholesale.
395080_388918534516172_8 ...

[More results from dandelionchocolate.com »](#)

Dandelion Chocolate - Mission - San Francisco, CA - Yelp

www.yelp.com » Food » Specialty Food » Chocolatiers & Shops

★ ★ ★ ★ ★ Rating: 4 - 153 reviews - Price range: \$\$

153 Reviews of Dandelion Chocolate "Great place for chocolate lovers! My favorite thing I tried was the pumpkin pie in a jar. I would have taken a photo but I ...

Dandelion Chocolate - San Francisco, CA - Food & Restaurant ...

<https://www.facebook.com/DandelionChocolate>

Dandelion Chocolate, San Francisco, CA. 3226 likes · 383 talking about this · 2618 were here. We are a bean-to-bar chocolate factory based in the Mission ...

Dandelion Chocolate (DandelionChoco) on Twitter

<https://twitter.com/DandelionChoco>

The latest from Dandelion Chocolate (@DandelionChoco). Dandelion Chocolate is a bean-to-bar chocolate factory and cafe based in the Mission District of San ...

Dandelion Chocolate on Eventbrite

www.eventbrite.com/o/dandelion-chocolate-3667501049

Dandelion Chocolate is using Eventbrite to organize 150 upcoming events. Check out Dandelion Chocolate's events, learn more, or contact this organizer.

Tue, Dec 17 12 Nights: Crunchy Creamy All Chocolate Pop Up Party with ...
Wed, Dec 18 12 Nights: Wine & Chocolate II
Thu, Dec 19 12 Nights: Lincoln Carson - Chocolate and Whiskey

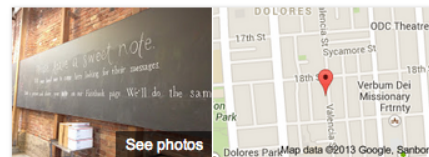
Dandelion Chocolate - Cool Hunting

www.coolhunting.com/food-drink/dandelion-chocolate.php

Sep 6, 2013 - A sweet tooth's dream find in San Francisco's Mission District.

Dandelion Chocolate | David Lebovitz

www.davidlebovitz.com/2013/02/dandelion-chocolate-san-francisco/



Dandelion Chocolate

169 followers on Google+

[Directions](#)

[Write a review](#)

[Follow](#)

Address: 740 Valencia St, San Francisco, CA 94110

Phone: (415) 349-0942

Prices: \$\$\$\$

Hours: Tuesday 10:00 am – 9:00 pm · [See all](#)

Menu: dandelionchocolate.com

Reviews

4.7 ★★★★★ 34 Google reviews

Featured by Zagat

Dessert Specialists in the Mission

[See more from Zagat](#)

Recent posts



+Angela Salvatore of +Waterbar and +Terri Wu of +Farallon will be hosting a sweet and savory prix fixe chocolate menu with spirit pairings by +Craig Lane of +Bar ... [Dec 14, 2013](#)

People also search for



Recchiuti Confecti...



Christopher Elbow Artisanal Chocolates



CocoaBella Chocolates



Poco Dolce



Chocolate Covered

Recent posts



+Angela Salvatore of +Waterbar and +Terri Wu of +Farallon will be hosting a sweet and savory prix fixe chocolate menu with spirit pairings by +Craig Lane of +Bar ... [Dec 14, 2013](#)

Drive sales through engaging customers

1. Communicate and engage with your online community through posts
2. Posts show in Google search, further increasing your engagement.

Local business checklist



- Claim/Create Google+ Page
- Verify the Google+ Page
- Complete business profile information in Google Places for the Google+ page
- Upload photos of your business
- Encourage customers to review your business
- Engage at least once a week through posts
- Grow your followers and your online identity