

# Guide to Managing Your Google Listing

KEEP YOUR GOOGLE LISTING UPDATED AND OPTIMIZED

## Managing Your Listing

Now that you've successfully claimed your Google business listing, you need to know how to update and optimize it. By adding photos, reviews, and other elements to your listing, you can improve your search results and attract more customers. Get started at [google.com/business](https://google.com/business).

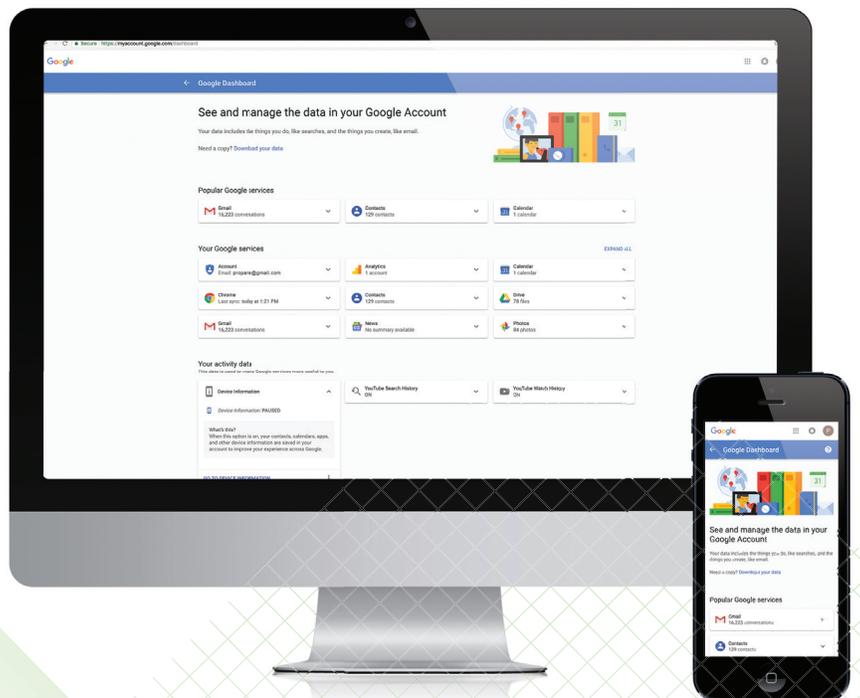
### 1 EXPLORE YOUR GOOGLE DASHBOARD

This is where you can make changes to your business, or download the app at the Google Play Store or Apple's App Store.



### 2 CREATE INTEREST WITH PHOTOS

By adding photos, you can help customers learn about your business. Consider adding photos of services you offer or your storefront so customers visiting you know what to look for.



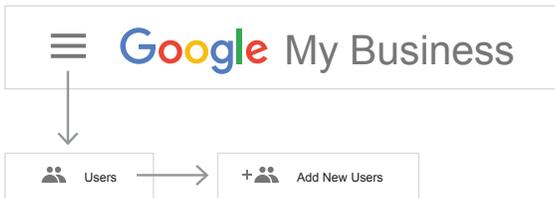
# Managing Your Listing (continued)

## 3 SEE THE NUMBERS

Google can show you how many people have viewed your information, if they clicked to learn more, or requested directions from Google maps.

## 4 ADD MANAGERS TO YOUR LISTING

If you'd like others at your business to have the ability to update your listing or respond to reviews, adding them as managers is easy. Click the **three-dash menu** icon, **Users** then **Add New Users** to send them invitations.

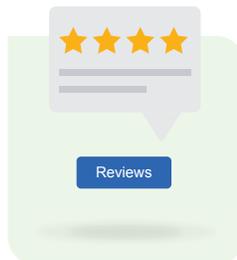


## 5 ENCOURAGE MORE REVIEWS

Want more customers calling? Encourage more reviews on Google. 88 percent of customers say they trust reviews as much as a personal recommendation. And 40 percent form their opinion of your business after reading 2-3 reviews. To get more reviews, link to your Google listing in social media, and in any email marketing efforts. You can even ask customers in person – especially after a good experience – to leave you a review. Reviews not only help potential customers learn about your business, they can provide you with valuable feedback to make your business even better.

## 6 KEEP THE CONVERSATION GOING

There are times you'll want to respond to reviews, to clarify information, or just to thank a customer. To respond, sign in at [google.com/business](https://www.google.com/business) and click the **Reviews** tab. Keep in mind, everyone can see your response, so be polite, genuine, short, and sweet.



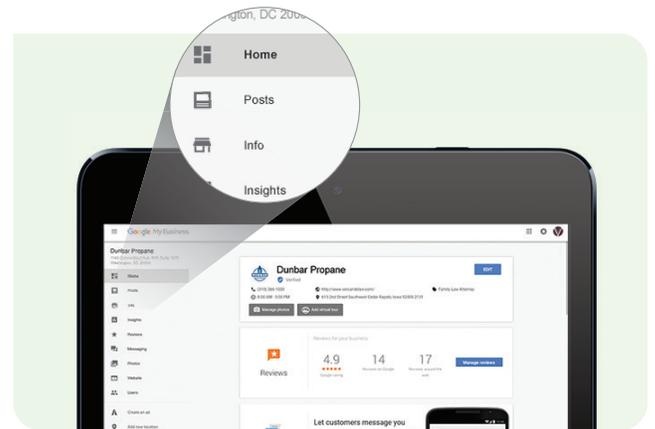
## 7 RESPOND TO NEGATIVE REVIEWS

Bad reviews happen sometimes. If you believe a review violates Google's posting guidelines due to profanity or other issues, flag the review by clicking the **Flag** icon. You can also respond to negative reviews. Your best course of action is to remain polite and describe the steps you're taking to remedy the situation.



## 8 CHECK IN FREQUENTLY

Visit your business listing often. Update it with holiday or seasonal hours, change out the photos when needed, and keep encouraging reviews. This is the best way to be found by potential propane customers. For more information, frequently asked questions, or help with your listing, visit [PropaneLocalListings.com](https://www.propanelocalistings.com).



# Managing Your Listing (continued)

## 9 USE THESE POTENTIAL SERVICE CATEGORIES AND SERVICES

To give customers the most accurate information, the Google My Business portal allows account owners to add the services they offer to their business listings. To add or update your services, use the Services section of your Google My Business info screen. You'll be presented with a form to fill out specific category and sub-category items that represent your business. Below are some suggestions on the types of services you should include for your propane business.

### RESIDENTIAL

- a. New service for existing appliance(s)
- b. Refills – above and below ground tanks

### PROPANE CYLINDERS

- a. Cylinder refills
- b. Cylinder exchanges

### NEW CONSTRUCTION

- a. Gas line installation
- b. Tank installation
- c. Appliance drops

### APPLIANCE SALES

- a. Water heater
- b. Furnace/Boiler
- c. Cooktop
- d. Fireplace
- e. Dryer
- f. Outdoor lighting
- g. Generator
- h. Pool heater
- i. Other

### APPLIANCE INSTALLATION

(indicate which appliances)

- a. Water heater
- b. Furnace/Boiler
- c. Cooktop
- d. Fireplace
- e. Dryer
- f. Outdoor lighting
- g. Generator
- h. Pool heater
- i. Other

### APPLIANCE SERVICE

- a. Water heater
- b. Furnace/Boiler
- c. Cooktop
- d. Fireplace
- e. Dryer
- f. Outdoor lighting
- g. Generator
- h. Pool heater

### COMMERCIAL

- a. Propane delivery
- b. Appliance sales
- c. Gas piping

### INDUSTRIAL

- a. Propane delivery
- b. Appliance sales
- c. Gas piping

### FORKLIFT

- a. Refueling
- b. Cylinder exchange
- c. Aftermarket conversions
- d. Equipment maintenance

### PROPANE AUTOGAS

- a. Propane autogas sales (refueling vehicles)
- b. Installation and servicing of autogas dispensers
- c. Installation and servicing of vehicle equipment (autogas conversions)

### AGRICULTURE

- a. Propane delivery
- b. Equipment/Engine sales, installation, maintenance

### PROFESSIONAL LANDSCAPE/ COMMERCIAL MOWING

- a. Refueling
- b. Cylinder exchange
- c. Aftermarket conversions
- d. Equipment maintenance

### RECREATIONAL VEHICLES

- a. Refueling
- b. Cylinder exchange
- c. Aftermarket conversions
- d. Equipment Maintenance