



# NC BAPTISTS

## Marketing Your Website Using Google and Bing Search

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### Table of Contents:

How to Get Started with Google My Business:	2
Optimizing Your Google My Business Listing:	8
How to Get Started with Bing Places For Business	15

## Objectives:

1. Learn how to claim your free business listing for your church or association on Google and Bing Search engines.
2. Learn how to appear on the first page of search engines by optimizing your listing.
3. Learn how to keep your listing up-to-date so people can find relevant information on your church or association.

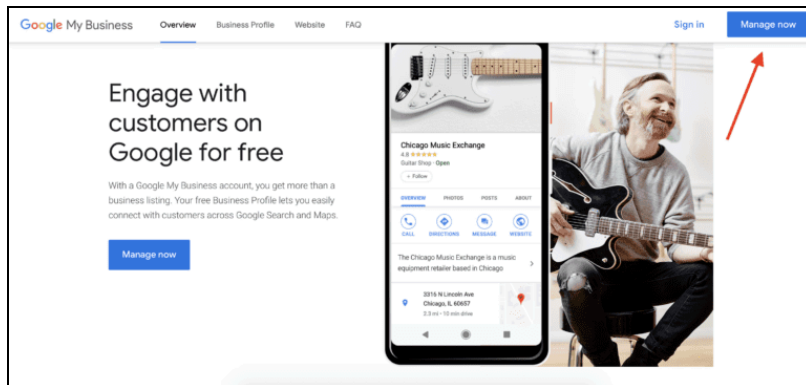
## How to Get Started with Google My Business:

Creating a Google My Business (GMB) profile is an integral part of local SEO efforts for location-based businesses and nonprofits (churches and associations). This free tool puts you in control of how your business shows up in searches and on Google Maps, and it also helps you show up more prominently in search results.

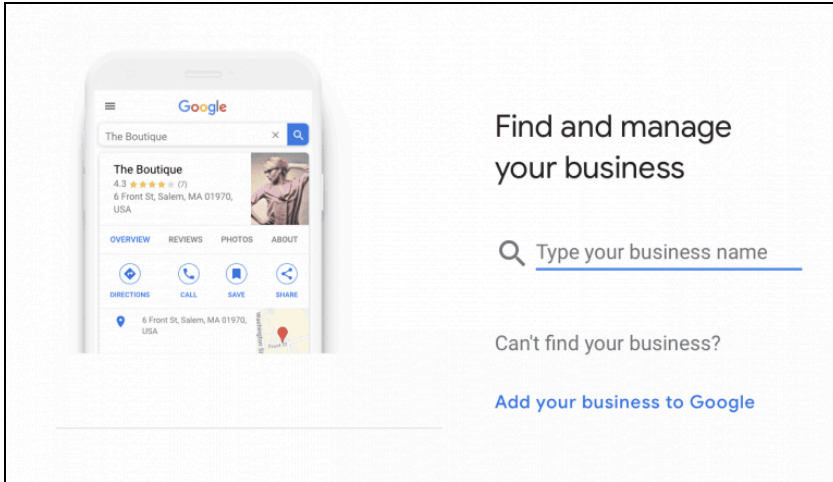
### Create a Google My Business Listing

Creating a GMB listing is pretty simple, and you don't need to clear a lot of time to do it. Let's go through the steps.

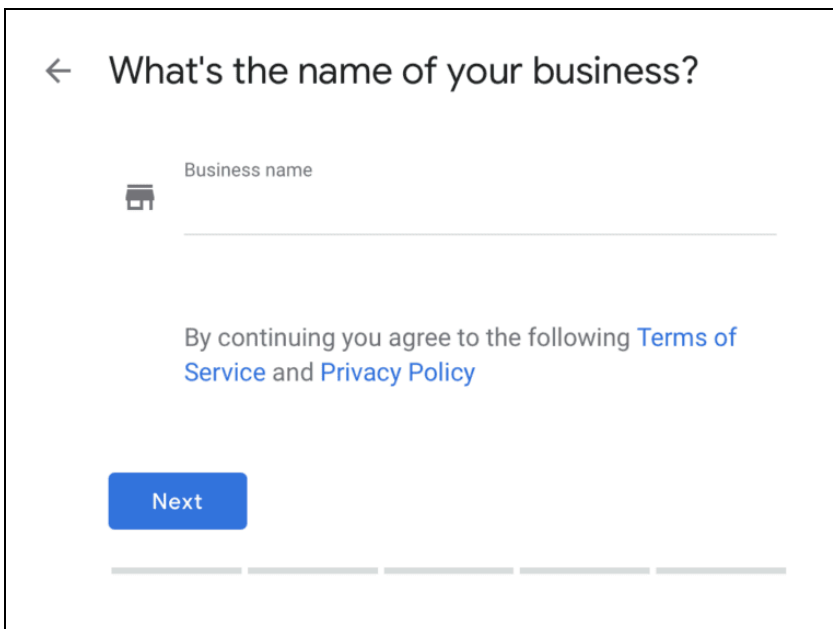
1. Either [create a Google Account](#) or log in to an existing one. Then, head over to the [GMB login page](#) and click Manage Now on the top-right.



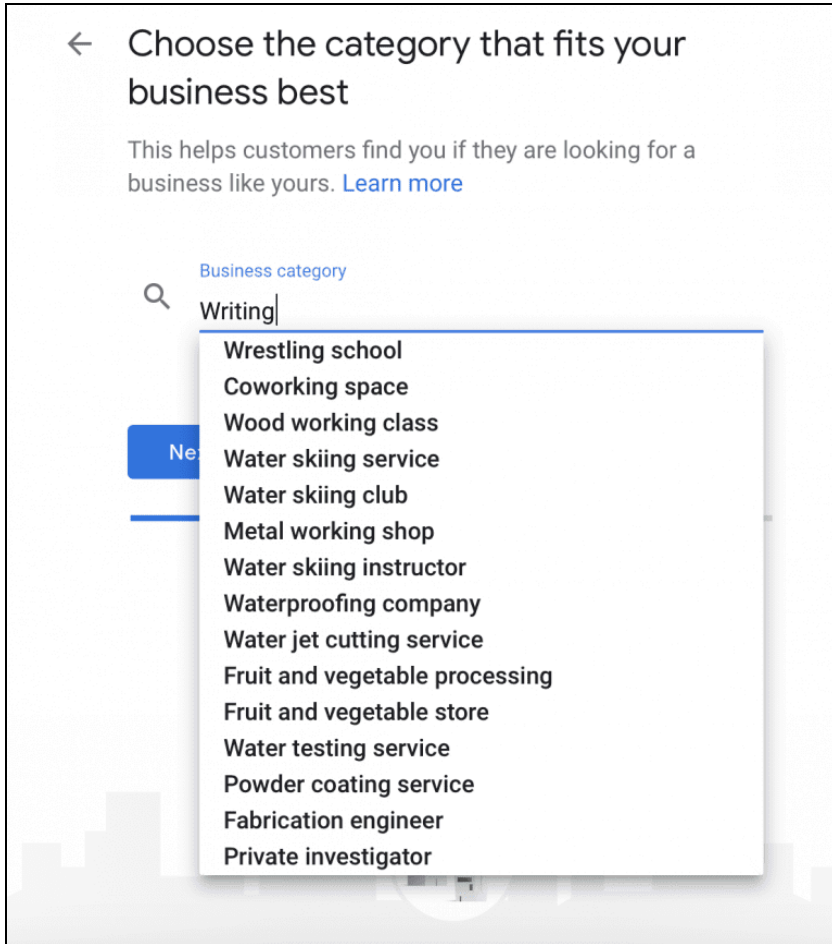
2. Even if you've never created a GMB account, type your business name in the search bar. You'll see if another local business has the same name or a similar one or if somehow a listing for your business has been created with your knowledge.



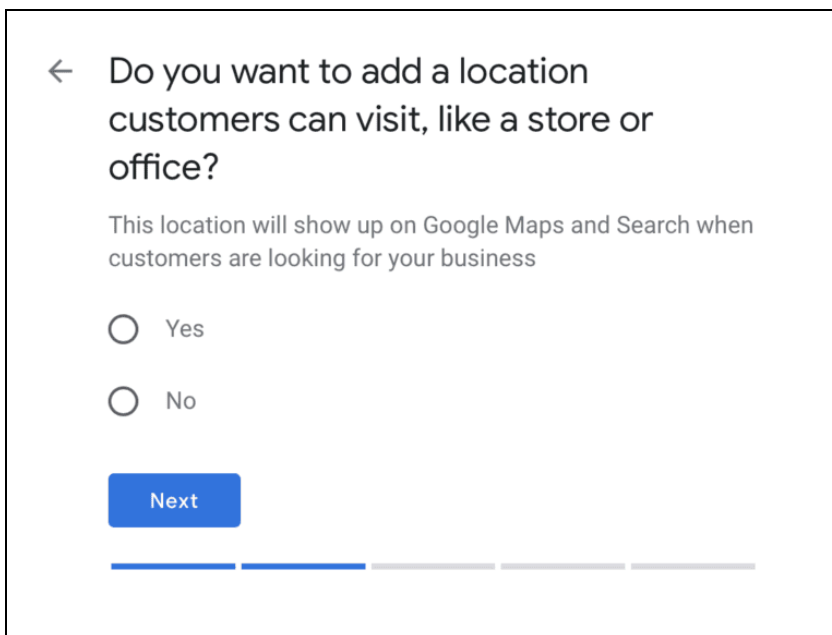
3. If you didn't find your business with a search, click the "Add your business to Google" link.
4. Enter the name of your business.



5. Choose a category that best describes your business. There are a lot of options here – the categories are specific instead of broad, so choose the one that most closely matches your business. The more specific you are, the better it'll be for Search Engine Optimization (SEO).





6. Next, you'll be asked if you want to add a physical location that customers can visit.




7. Add your phone number and website. Your website URL is optional, but it's always better to add it if you have one. Also, the more info you add here, the easier it may be to verify your business address.

← What contact details do you want to show to customers?

Help customers get in touch by including this info on your listing

  Contact phone number

 Current website URL

I don't need a website

Get a free website based on your info.

[See details](#)

**Next**

Progress bar: 1 of 5 steps completed

8. On the last page, click “Finish” to create your profile. You’ll be able to go into it to add details in a bit, and I’ll show you how.

← Finish and manage this listing

You'll be able to manage **Lindsay's Writing Services** on Google.

- ✓ Promote your business with photos and posts
- ✓ Track business analytics to understand your customers
- ✓ Respond to customer reviews

**Finish**

Progress bar: 5 of 5 steps completed


## Verifying Your Listing

After you set up your profile, you'll be brought to a page to start the verification process. You'll be asked to add your mailing address if you haven't already so you can receive a verification postcard. The postcard will have a code that you'll add to your GMB profile to complete the process.

You don't have to do this step right now, but you won't be able to use a lot of the GMB features until your business is verified, and it can take a few days to receive the postcard, so it's best to get started ASAP. Also, as you wait for the postcard or for the verification to go through, don't make any changes to your business name, category or address, which could hold up the process.

### Please enter your mailing address to verify

The address you provide here will be hidden from the public.  
Post office boxes are not eligible.

Country / Region  
 

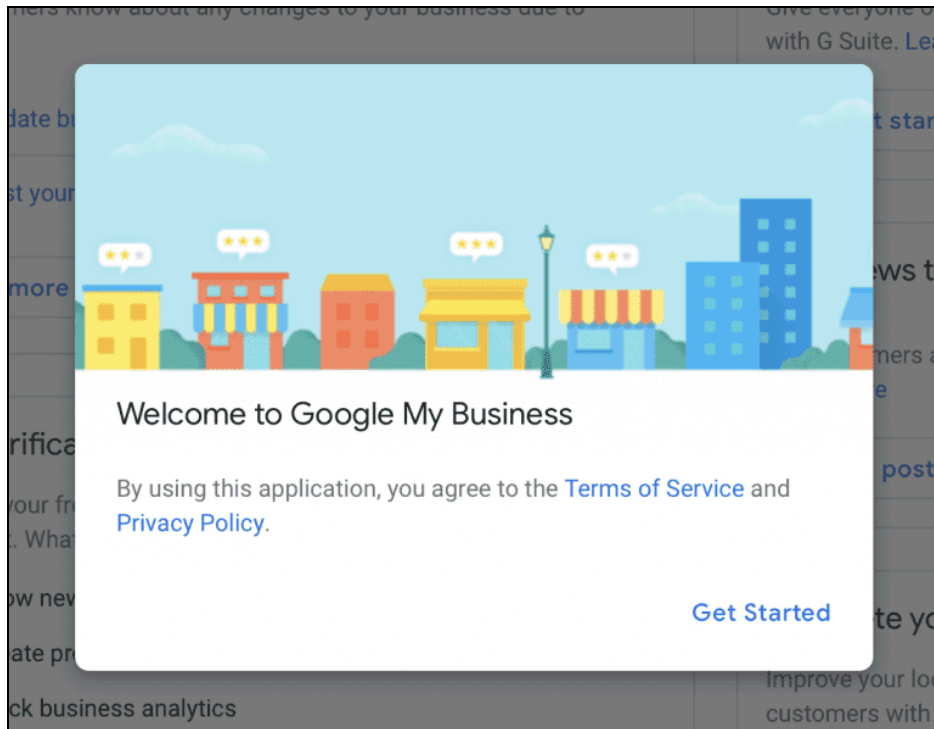
Street address

City

State  ZIP code

[Verify later](#)

Once you fill that out (or opt to do it later), you'll be taken to your GMB page. Click "Get Started" on the bottom-right of the pop-up window.



### More Verification Options

The basic way to verify your business is with the postcard option, but some users may see other options as well (if you don't see them, they're likely not available to you). These include:

- Email Verification: You'll get an email that includes your verification code.
- Phone Verification: You'll get an automated message that includes your verification code.
- Instant Verification: If your business has already been verified with the Google Search Console, this option may be available to you.
- Bulk Verification: This is for businesses that have at least 10 locations.

## Navigating Your Google My Business Homepage

There's a lot that you can do in GMB, and we'll jump into the most important features soon. First, though, feel your way around the GMB homepage, which has the high-action steps readily available. From here, you can:

- Set up custom email addresses with your company's URL
- Finish the verification process
- Create a post to share news with customers
- Finish your listing, and see how much you have left to fill out
- Read and respond to customer reviews
- Claim a \$100 advertising credit
- Access stats to learn more about how customers are finding and interacting with your business

On the left of the page is a sidebar with links to other important areas of your GMB listing, like your posts, photos, services, etc.

## Optimizing Your Google My Business Listing:

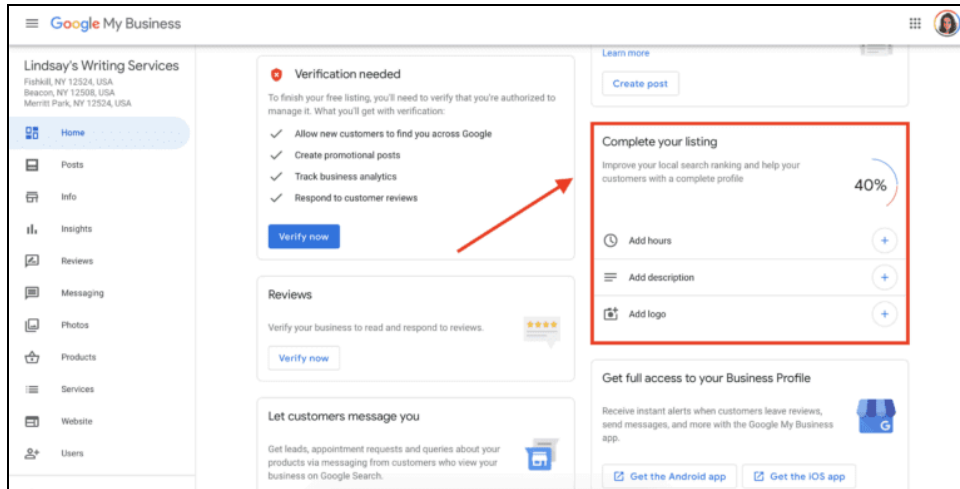
Setting up a basic profile is just the start. There are a lot of ways to optimize your profile, such as:

- Write a business description
- Add products and service listings
- Add photos and videos
- Create regular posts to engage customers
- Answer customer questions
- Ask for customer reviews

You can also check out your insights, which include information about how many people have clicked through to your website, the number of people who have searched for driving directions to your business, how many people have called your listed business number and how many views your photos have received.

## Adding Details to Your Listing

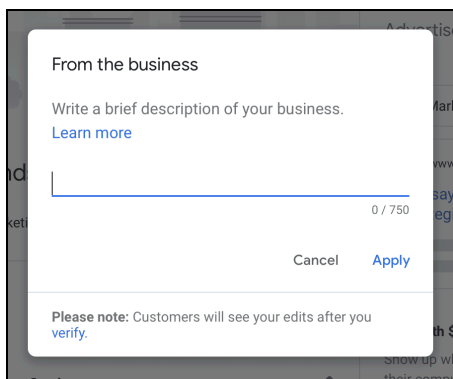
You have the basics done, but you can add a lot more to your GMB listing. The easiest way to do this is to go to the dedicated “Complete my listing” section on your GMB homepage:



To make more changes, you can click “Info” in the left sidebar, or go into any of the specific categories to add photos, product listings, etc. The “Info” page is also where you can update any information you filled out when setting up your profile, like your business name, category, address or service areas, phone number or website.

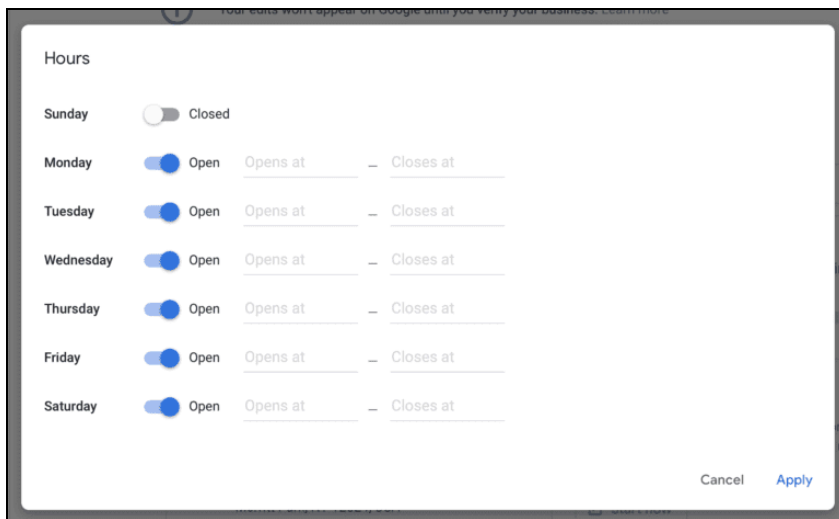
## Business Description

The first thing you should do is add a business description. There’s a limit of 750 characters, so make them count. Also, keep in mind that the first 250 of them will appear on the Knowledge Panel (more on the panel a little later), so word those accordingly. If you go into the “Info” page, you can add the date you opened your business, too.



## Hours

If you have a brick and mortar location that people can visit, you can add your hours.



The screenshot shows the 'Hours' settings for a Google My Business listing. At the top, there is a title 'Hours'. Below it, the status for each day of the week is shown. Sunday is currently 'Closed', indicated by a grey toggle switch. Monday through Saturday are all 'Open', indicated by blue toggle switches. For each open day, there are two input fields: 'Opens at' and 'Closes at', separated by a minus sign. The 'Apply' button is highlighted in blue at the bottom right, next to a 'Cancel' button.

## Attributes

If there are any specific attributes about your business, add them. GMB will tell you which attributes are available.

## Products and Services

You can list your products and services. You can add CTA buttons, too, to encourage people to learn more.

## Adding Media to Your GMB Listing

You can add photos and videos to your GMB. Here's what you should know about both options:

### Photos

You don't *have to* add photos to your listing, but you should. Photos make a church more trustworthy because people get more information in an easy-to-digest form. You may see an increase in website clicks or requests for driving directions. Here are the different types of photos you can add:

- **Cover Photo:** This is the most important image you'll add because it shows up prominently on your listing.
- **Profile Photo:** This photo will show up when you add new content to your listing, like a response to a review. If you're the face of your church, you can use a headshot. Or, you may want to use your logo so your church is instantly recognizable.
- **Exterior Shot:** Adding a shot (or a few) of the exterior of your church helps people determine exactly where it's located. It also instills trust, because people can start to form an idea of your church before they even venture out.
- **Interior Shots:** Add at least three photos of the interior of your church. Capture the ambiance and atmosphere, and shoot when the space gets a lot of natural light. Include wide shots that take in a lot of the space, particularly in common areas where people spend most of their time.
- **Product Shots:** Show off the types of products you offer if you have a store.
- **Employees in Action:** Show your congregation in worship but make sure it's fine to post their picture.

## Videos

While photos are should-haves, videos are nice-to-haves. You probably won't hurt your listing if you don't include them, but you can certainly help it if you do. Here are a few best practices for adding videos:

- 30 seconds or less
- 100 MB or smaller
- 720p resolution or higher
- Prioritize authentic videos, not promotional ones
- Create them to be understandable even without sound

## Creating Posts for Your Google My Business Listing

Think of a GMB post as a social media post for your Google listing. They'll show up on your listing, as well as in some search results, on Google Maps and in the Knowledge Panel. The Knowledge Panel is the box that shows up on the right side of the page for search results.

GMB posts can include text, links and multimedia, and you can even add a Call-To-Action (CTA) button.

You can create a post from the left sidebar in your GMB dashboard. There are templates for different kinds of posts, including offers, “what’s new” announcements, events and products.

### **Engaging with Customers Using Google My Business**

If you want customers to be able to contact you directly, you can set up messaging from the GMB dashboard. Why is this so beneficial? A customer may be wondering something that’s preventing them from taking the next step. When they can contact you in the moment and ask their question, you have the opportunity to remove that barrier.

There’s also a Q&A feature on your listing that allows people to ask questions. While anyone can reply with an answer, it’ll reflect well on your business if you’re in there replying, too.

### **Using the Google My Business Mobile App**

There’s also a Google My Business app for Android and iOS. It’s not as fully-featured as the online portal, but you can do a number of things on-the-go, such as:

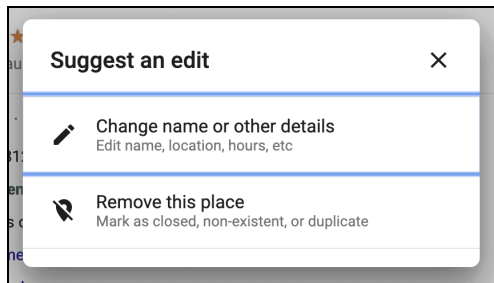
- Change your business location
- Change your contact information
- Update your business hours
- Rewrite your business description
- Create new posts and add photos
- Message one-on-one with customers
- Reply to reviews
- View insights

## **Keeping Your Google My Business Listing Up-to-Date**

Setting up your listing once and then never checking on it is a rookie mistake. Even if your business information doesn’t technically change, there is a somewhat-controversial GMB feature that allows others to make changes to your listing. People can suggest an edit, but

what's called a "suggestion" may actually be a public change to your listing – and you may not even notice it occurred.

When someone goes to your GMB listing, they'll see a "Suggest an edit" link. This leads to a page where all sorts of changes can be made, from the business name and category to contact information and hours.



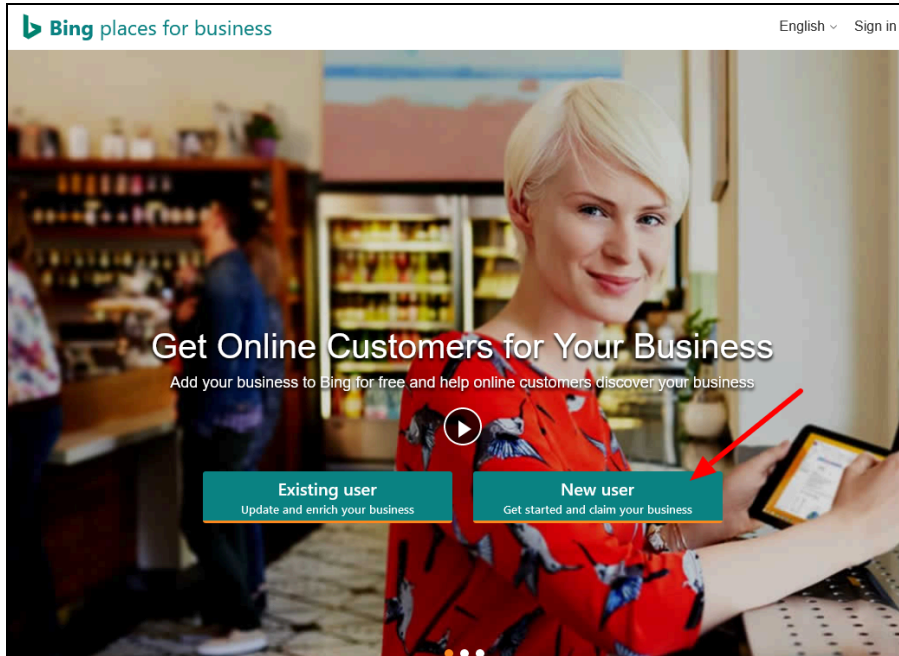
It's possible for user-generated changes to show up on your public GMB. While most changes will be well-intentioned, a competitor, angry ex-employee or disgruntled customer could purposely do some damage. And while you're supposed to get notified of any changes made to your listing, a notification could slip through the cracks.

### **Final Thoughts About Google My Business**

When someone searches for a local church, it's highly possible that they'll visit your church. Giving them as much information about your church as possible is important. Since Google My Business is a free tool, there's no reason not to take an afternoon to set it up and let it start working for you.

# How to Get Started with Bing Places For Business


1. Visit to sign up for Bing Places for Business at: <https://www.bingplaces.com/> and click on New user button.



2. Follow the 3 steps to claim, complete and verify your listing.


**1 Claim your listing**

Chances are Bing has a listing for your business already. Claim an existing listing or add a new one. If your business has multiple locations you can add them in one go using the bulk upload tool.



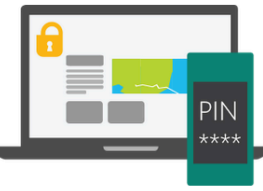
**2 Complete your listing profile**

Adding complete information about your business helps you tell the best story about your business. You can add photos of your business & services, hours of operation, services offered and list the various ways customers can reach your business.



**3 Verify your listing**

Protect your listing from unauthorized changes by verifying it. You can verify your listings by receiving a PIN at your business address, phone or email. All businesses must provide a valid address, but some types of businesses can hide their address in search results.



## Congratulations!

Thank you for taking this class. Take more free training at: [ncbaptist.org/website](https://ncbaptist.org/website)