

# TYPES OF EDITS AND BEST PRACTICES

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It is important to keep the information about your business as accurate and updated as possible. In Google My Business' dashboard, you can edit information without having a verified business, but some optimization features are only available for those with a verified listing.

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## FOR A FULLY OPTIMIZED LISTING YOU MUST HAVE:

### **Business name**

Your business name should appear exactly as it does in the real world across signage, stationery, and other branding. If you change the name after requesting a verification letter, you must verify your business again.

### **Category**

Choose the category that best matches your business. All locations must share a Primary category. Be as specific and representative as possible. If you enter multiple categories — you can choose up to nine, the one entered in the first field will be the primary category. Keep in mind that categories are not meant to be used as keywords or to describe attributes of your business.

### **Address**

Make sure you enter the complete and exact street address for your location. If you don't serve customers at your business address, leave the address field blank and list your service area instead. If you change your address after having a verified listing, you will have to verify your business again.

### **Service area**

You can set your service area based on the cities, postal codes, and other regions that you serve. Listing your service area helps customers know where you'll go to visit or deliver. You can have both an address and a service area in your GMB listing.

## **Hours**

Add the regular customer-facing hours of operation for a typical week. You can set special hours for days where your business has irregular schedules, like holidays or special events. It's a good idea to confirm your hours for official holidays even if those hours are the same as your regular hours. This way, you'll make it clear to customers that your holiday hours are accurate.

## **Phone**

Besides your primary business phone number, you can enter two additional phone numbers. Refrain from using a fax number.

## **Website**

When you enter your business' website, make sure that Googlebot isn't blocked. Depending on the categories selected for your business, you may see options for additional links (i.e. online orders, reservations, or appointments.)

## **Attributes**

This is a chance to tell your potential clients more about your business. You can edit factual features, like if you offer WiFi or have outdoor seating. Other subjects like popularity among locals rely on the opinion of Google users that have visited your business and written reviews.

## **Photos**

To help customers recognize your business, you can set a cover picture at the top of the profile and upload your logo. The images should be in JPG or PNG format to a resolution of 720 px tall and 720 px wide or no minimum of 250 px tall and 250 px wide. When uploading videos, make sure that they are up to 30 seconds long at 720p or higher resolution.

## **From the Business**

Use this field to offer a brief description of your business. Make sure you point out what you offer, what sets you apart, some of your history, and details that are helpful for customers. Focus on the specifics of your business, instead of promotions or prices and keep the description under 750 characters. Do not include URLs or HTML codes in this field.

## **Opening date**

Adding an opening date tells your customers when you opened or will open your business. You can enter a date for up to one year in the future, but it won't show in Google until 90 days before the date.

## **Menu and Services**

This feature is available to food and drink, health and beauty, and services' businesses. To make the most of this feature, you should organize your menu by grouping items or services into sections. Be sure to add accurate prices.

### **NOTE:**

The Menu and Services editor won't affect the use of the Popular Dishes features on Google Maps.

## **Check-in and check-out times**

This feature is available only for hotels and it helps customers know when rooms will be ready and when they must vacate. This information will be viewable on your listing. Google may provide updates collected from a variety of trusted sources. You can choose whether or not to automatically accept these updates.

## **Hotel Details**

Another edit available for hotels with verified listings is "Hotel Attributes". This section is only available through a computer and it allows you to fill in information about amenities and specific services. There, you can also add hotel highlights, which can include information such as "pet-friendly," "free parking," among others.

### **NOTE:**

More specific information about business hours, booking links, and other businesses inside your hotel can be managed through this section. To edit all amenities right from your dashboard, your hotel listing must be claimed and verified.