



Association Migration  
Solidarité & Echanges  
pour le Développement

<http://network.amsed.fr>

# Google My Business

Avec le soutien de:



Erasmus+

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# Summary

- ✓ What is Google My Business?
- ✓ How to create your account
- ✓ Locate your structure
- ✓ The first steps
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- ✓ The results

# What is Google My Business?

- ✓ Google My Business is an application that enables you to gain visibility on the search engine Google and allows you to have an aesthetic presentation of your structure.
- ✓ Thanks to the application, all the essential information of your establishment will be directly visible: the name, the address, the location visible on Google maps, the working hours, a shortcut to your phone number...
- ✓ Moreover, it allows the users to evaluate your establishment and leave reviews. If many reviews are positive, people will be more encouraged to visit your business.

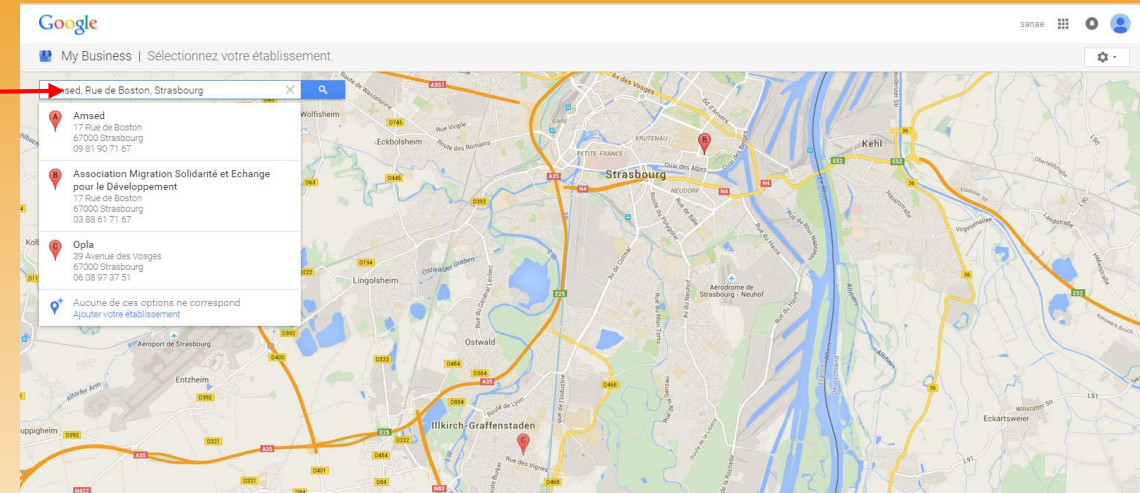
# How to create your Google My Business account?

- ✓ It is very easy to create your account. You just have to search for « google my business » on google. Click on the first link that appears. You can also go directly on this link:  
<https://www.google.com/business/>
- ✓ Once you are on the page, click on the button « Get on google ».

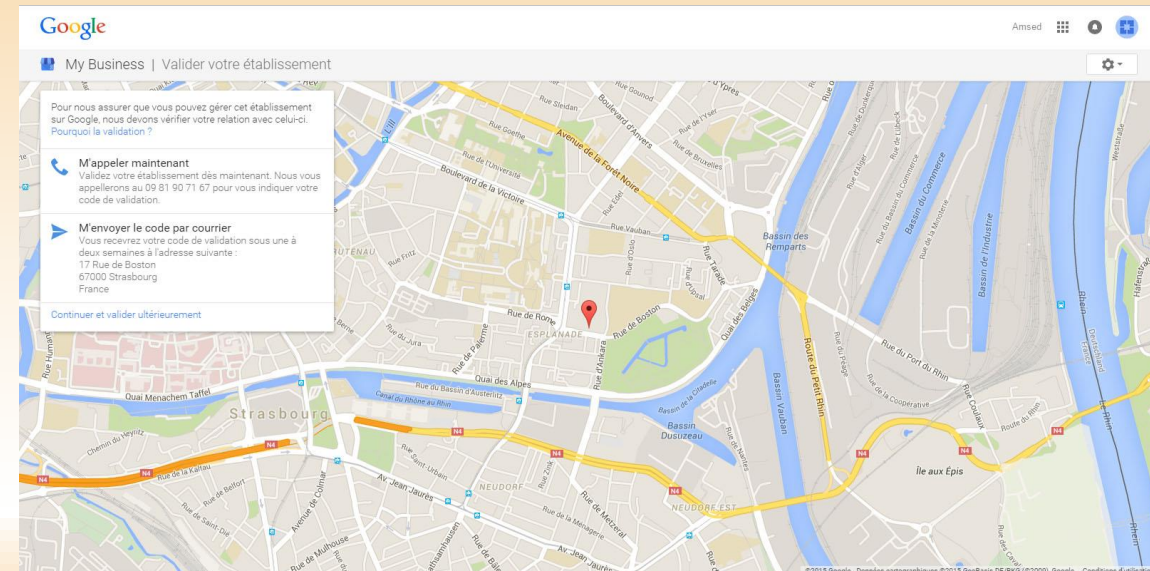


# Locate your structure

✓ A page on Google maps will appear, asking you to indicate the name of your business.

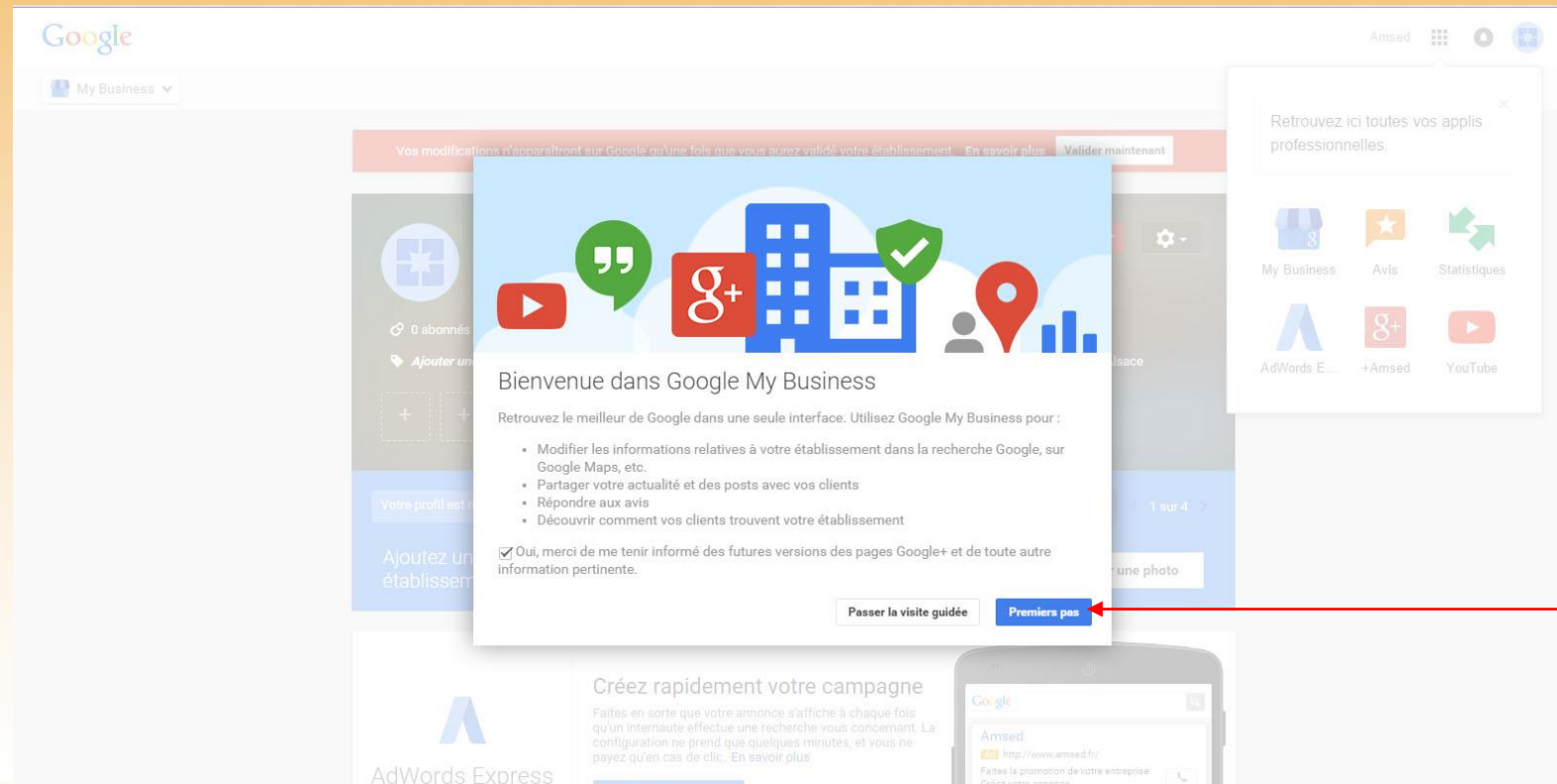


- ✓ Once your building is located and selected, Google will ask you to prove that you are a member of that establishment. To do that, you have two possibilities:
- A Google robot will call your number and give you a validation code.
  - The validation code can also be sent to the address of the concerned establishment.



# The first steps

You have reached the heart of the application! Click on the button « First step » to officially launch your Google My Business account.



The screenshot shows the Google My Business dashboard. At the top, there is a Google logo and a 'My Business' dropdown menu. A central modal window titled 'Bienvenue dans Google My Business' is displayed. It contains the following text:

Vos modifications n'apparaîtront sur Google qu'une fois que vous aurez validé votre établissement. En savoir plus Valider maintenant

**Bienvenue dans Google My Business**

Retrouvez le meilleur de Google dans une seule interface. Utilisez Google My Business pour :

- Modifier les informations relatives à votre établissement dans la recherche Google, sur Google Maps, etc.
- Partager votre actualité et des posts avec vos clients
- Répondre aux avis
- Découvrir comment vos clients trouvent votre établissement

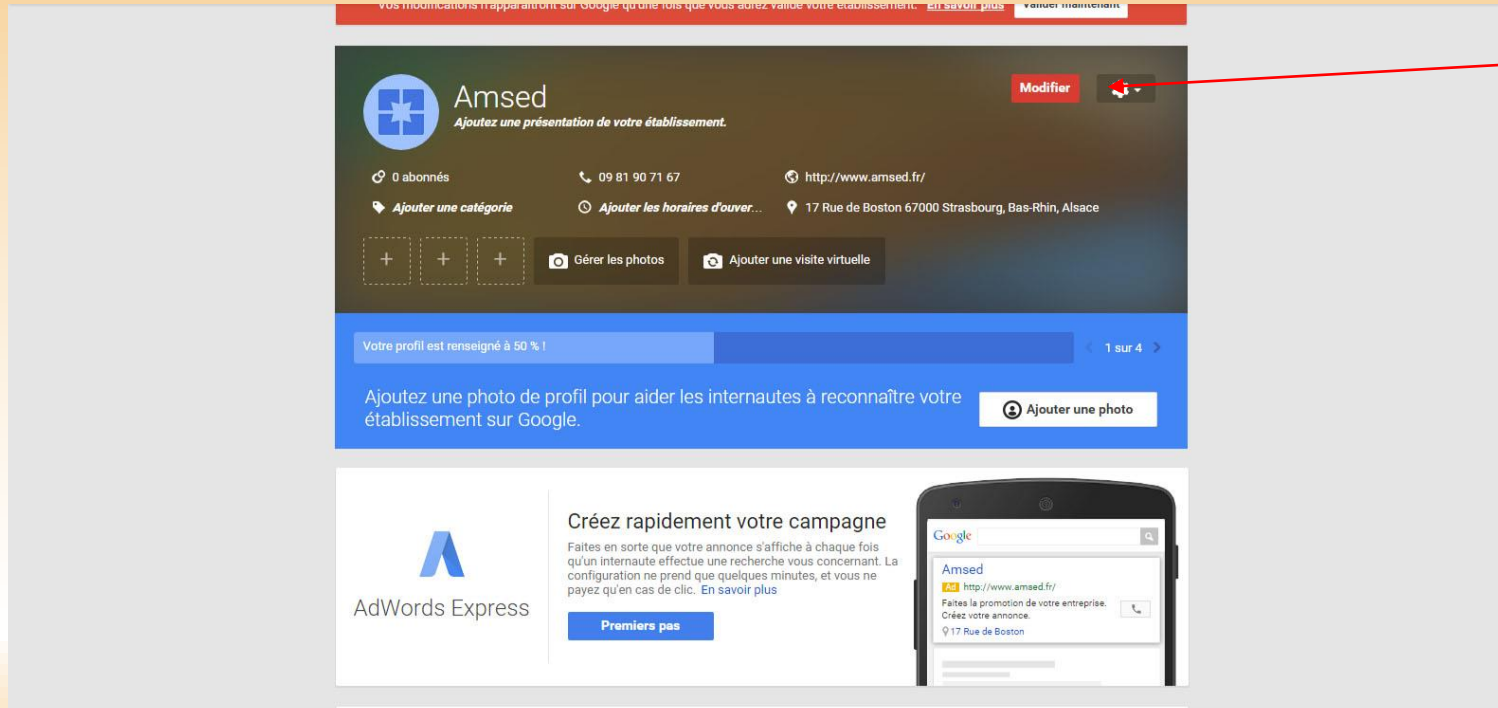
Oui, merci de me tenir informé des futures versions des pages Google+ et de toute autre information pertinente.

Buttons: [Passer la visite guidée](#) [Premiers pas](#)

On the right, an application drawer is open, showing a grid of icons for 'My Business', 'Avis', 'Statistiques', 'AdWords E...', '+Amsed', and 'YouTube'. A red arrow points to the 'Premiers pas' button in the modal.

# The presentation page

- ✓ You are now on the presentation page of your business.
- ✓ At this point in time, the page will be incomplete. It is your turn to complete it by clicking on the button « Edit ».



# Completing the information


✓ You should be on the « Information about the establishment » page.

Fill in the required fields to enhance the presentation of your structure.

Indiquez les informations relatives à votre établissement

70 % terminés

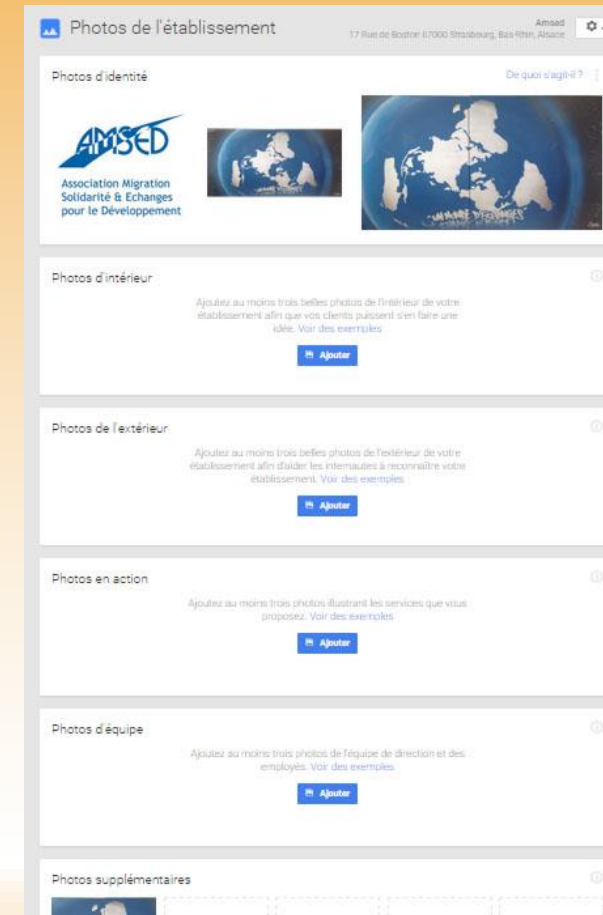
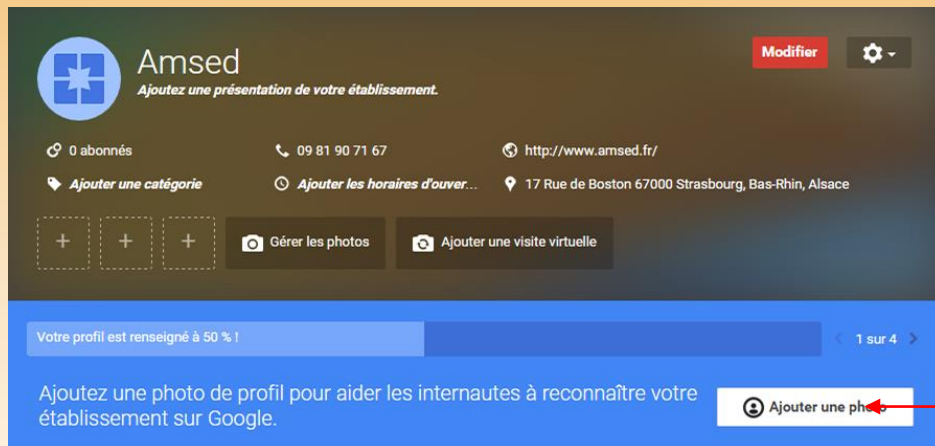
Nom de l'établissement	Amsed	
Adresse	17 Rue de Boston 67000 Strasbourg, Bas-Rhin, Alsace	
Coordonnées	Numéro de téléphone	09 81 90 71 67
	URL du site Web	<a href="http://www.amsed.fr/">http://www.amsed.fr/</a>
Catégorie	Association	
Horaires d'ouverture	lundi 09:00 – 18:00 mardi 09:00 – 18:00 mercredi 09:00 – 18:00 jeudi 09:00 – 18:00 vendredi 09:00 – 18:00 samedi Fermé dimanche Fermé	
Présentation	L'AMSED est une association qui vise à promouvoir et à réaliser des activités d'animation, d'insertion et d'échange.  L'AMSED met en place des projets de jeunesse et d'insertion en créant des liens de solidarité, des espaces d'échange, de	





# Finalise your profile

To finish your profile, add some pictures of your establishment.



Your account should now be 100% complete!

# The Result

As of now, all the information about your business will appear on Google!

It is easier for internet users to find your business. You will gain in visibility and will appear significantly more professional.

