

easybooking

E-Book: Edition #3

# GOOGLE MY BUSINESS

4 STEPS TO MORE VISIBILITY

WE ARE TOURISM

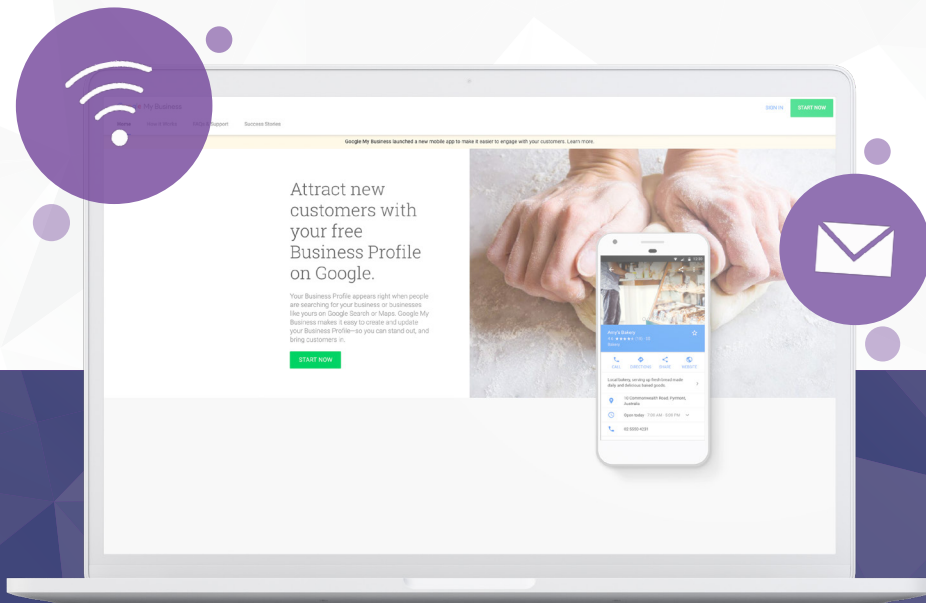
## "If you are not online, you do not exist."

Okay, this is admittedly a bit exaggerated, but there is also some truth to it. We all know it from our own experience: if we want to learn more about something, we reach for the mobile phone and ask Google as our trusted contact.

### And this is also how your guests plan their holidays:

- How do we find the accommodation we have booked?
- Were other guests satisfied with the offer?
- Are the rooms nice?

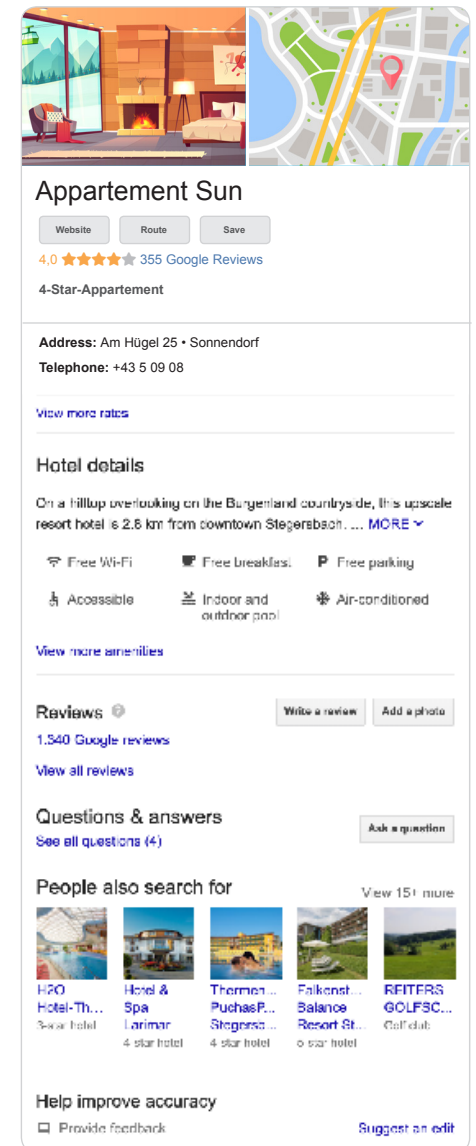
Before we start, travellers have many questions. And they would like to have them answered quickly, simply and clearly. What helps them? The Google My Business entry of your company.



## Visibility & information for guests

For many years, Google has been the most widely used search engine with several billion daily search queries. And you've probably noticed yourself that Google often plays you a kind of info-box on the right side as well as the search results on the left side when you search for certain companies.

This is the Google My Business entry, which companies can design free of charge to present themselves and their offers attractively and increase visibility on the web.



## Everything at a glance

Accommodation name, address, contact details, opening hours, photos, videos and reviews - a fully featured Google My Business listing gives everyone looking for their accommodation all the information they need to make a good first impression.

As the owner of the listing, you can easily design and edit it in the background. Similar to a Facebook profile or other social media platforms, you can log in and manage and publish the listing online.

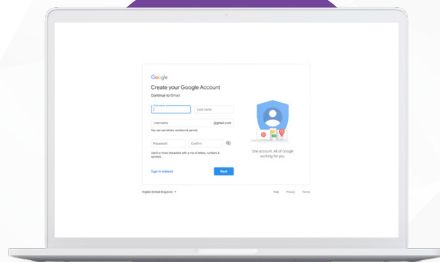
But how exactly does it work? What do you need to do to take advantage of free visibility and reach? We show you how to get your Google My Business entry in 4 easy steps.

## Step #1: Create Google Account

The basis for your Google My Business listing is an active Google Account. If you don't have one yet, create one with just a few clicks below:

[myaccount.google.com](https://myaccount.google.com)

- Select your desired e-mail address
- Choose the password
- Store your personal data
- Accept the Privacy Policy
- Click on „Create account“



**Our Tip:** the colleagues from Google offer detailed help:

[support.google.com](https://support.google.com)

## Step #2: Create Google My Business listing

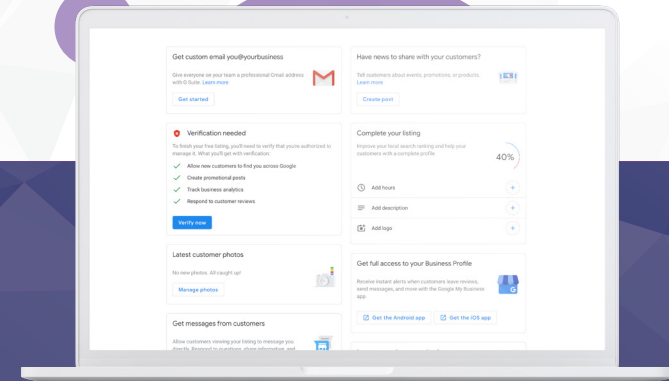
With your active Google Account, you can start setting up the Google Business listing for your business

[www.google.com/business](https://www.google.com/business)

- Click on “Start now“
- Sign in with your Google Account
- Enter your accommodation company data (Accommodation name • accommodation location • area of activity accommodation category • contact details • receive information confirm company & complete transaction)

As soon as you complete the process, you will be prompted to enter a **Select confirmation method:**

- By postcard
- Confirm later (After you have created your account)







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