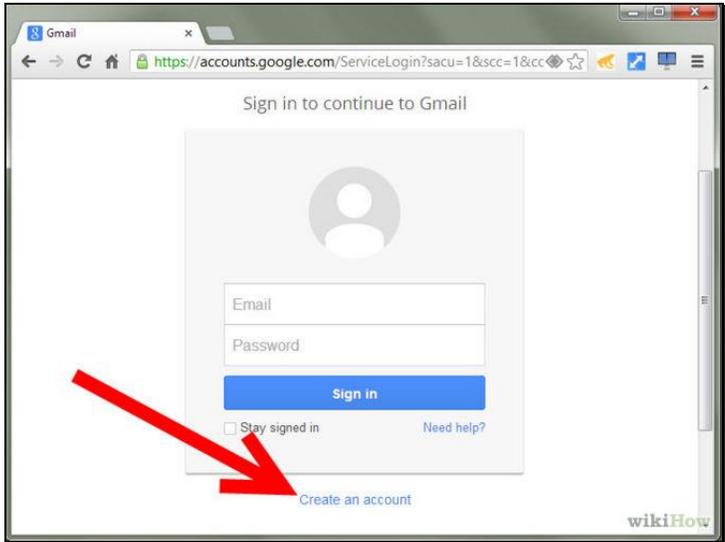


Google Maps Tips - Donald Law

Search Google Maps to see if your Toastmasters Club is already online.

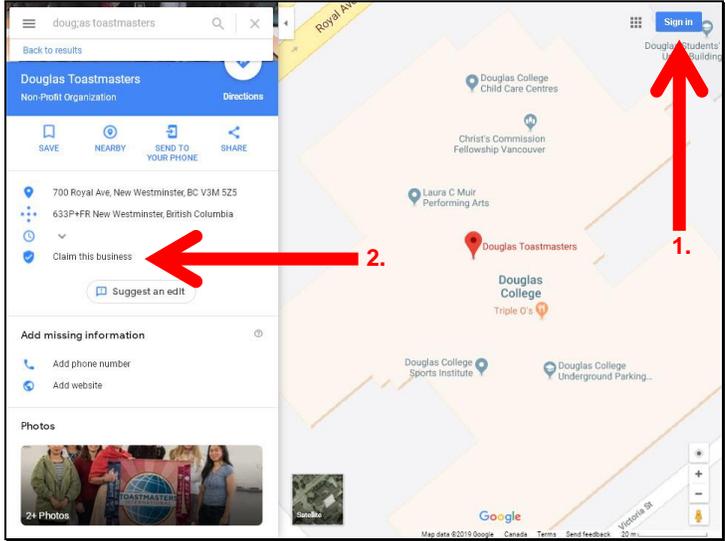
If not, Click “Add a missing place.”

- 1. Add Name; include “Toastmasters” in name
- 2. Add Category; “Non-profit organization”
- 3. Add Address; Update location on map



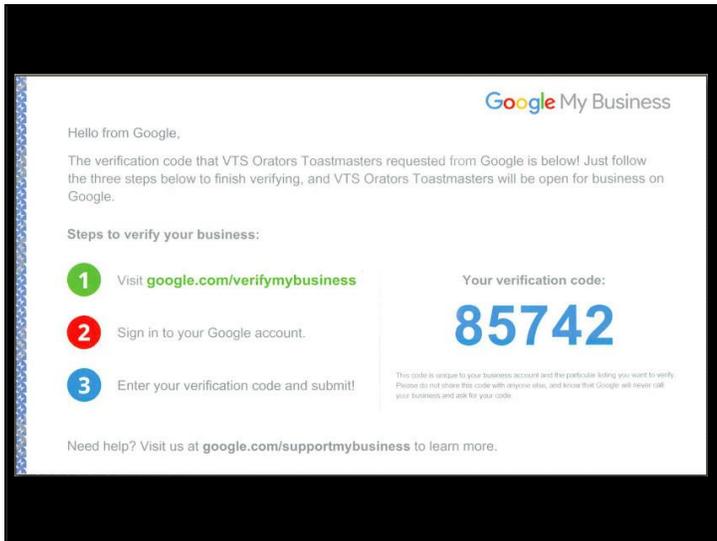
- 1. Create/Use a generic Gmail account for your club executive team. Change password when next executive team starts.

To maximize your club’s online presence in Google Maps you need to Click “Claim this business”. Your club will appear higher on Google searches.



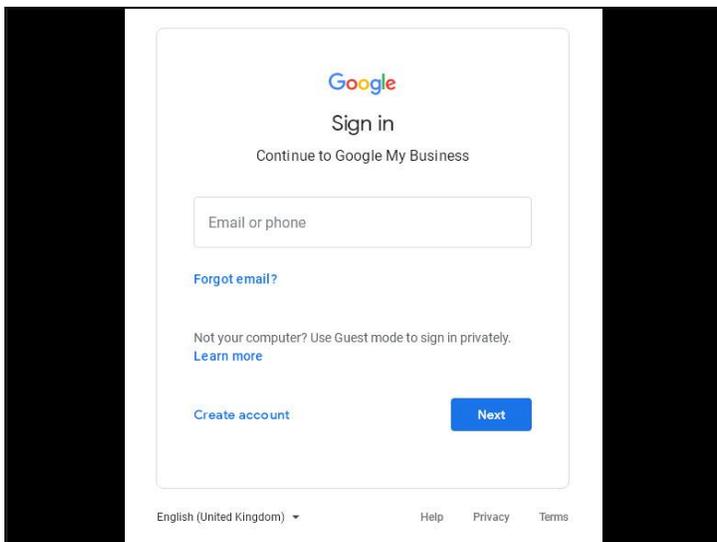
Find your Toastmasters Club

- 1. Sign in with Gmail account
- 2. Click “Claim this business”, if you don’t see, it means this club has already been claimed.
- 3. You will be issued a numeric verification code to confirm your club’s existence.



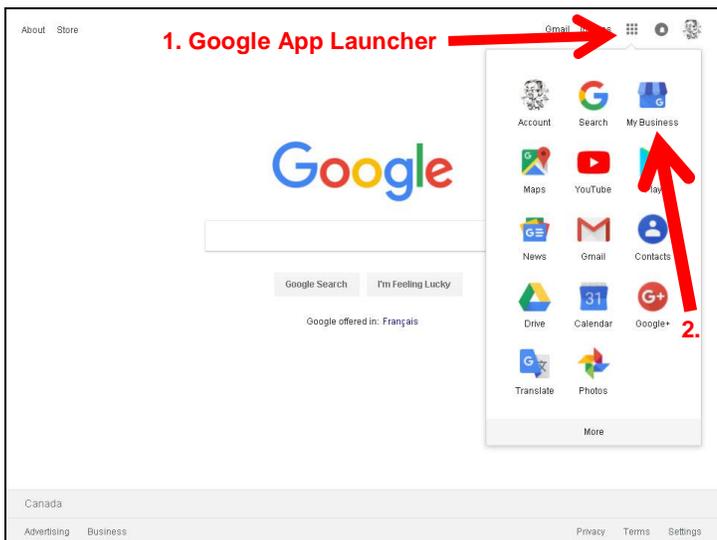
Google Maps gives you several options for receiving the verification code; smartphone text message or a post card mailed to the club address.

Note: With smartphones, Google Maps uses GPS to confirm your meeting location, ideally request verification code while at meeting location. You'll have a short window of time to enter the verification code; otherwise, it will expire.



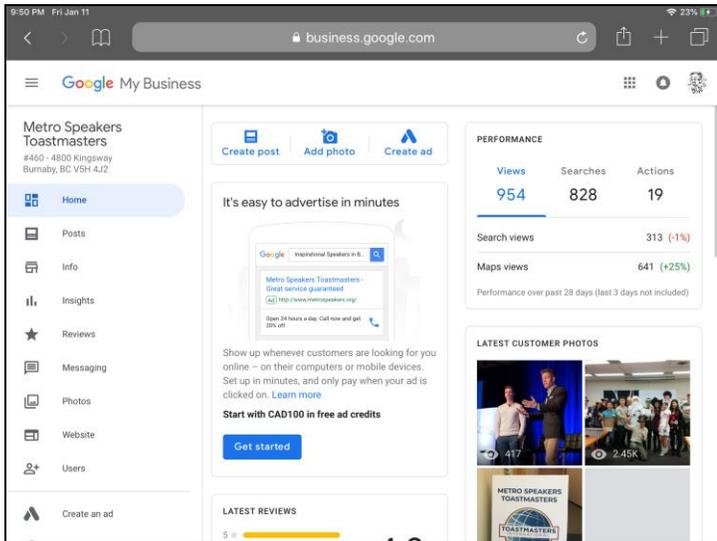
Steps to verify Google My Business:

1. Visit google.com/verifymybusiness
2. Sign in to your Google account
3. Enter your verification code and submit!



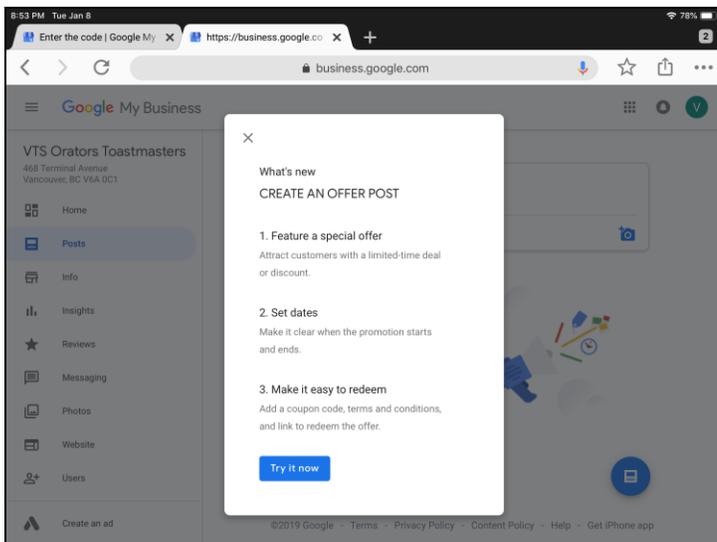
To access your My Business account, go to Google search:

1. Click Google App Launcher
2. Click My Business



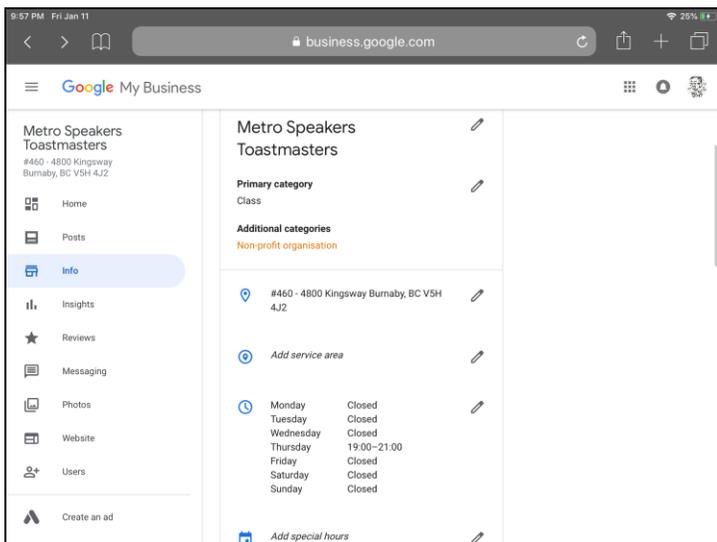
Google My Business

e.g. My Business home screen, left side gives you control of various Google Maps features and analytics.



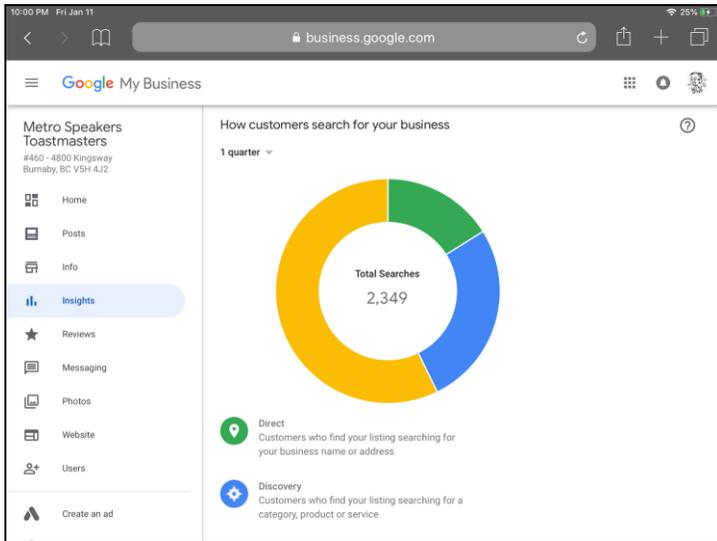
Google My Business

e.g. Create an Offer Post



Google My Business

e.g. Update Info on meeting times and days



Google My Business

e.g. Insight

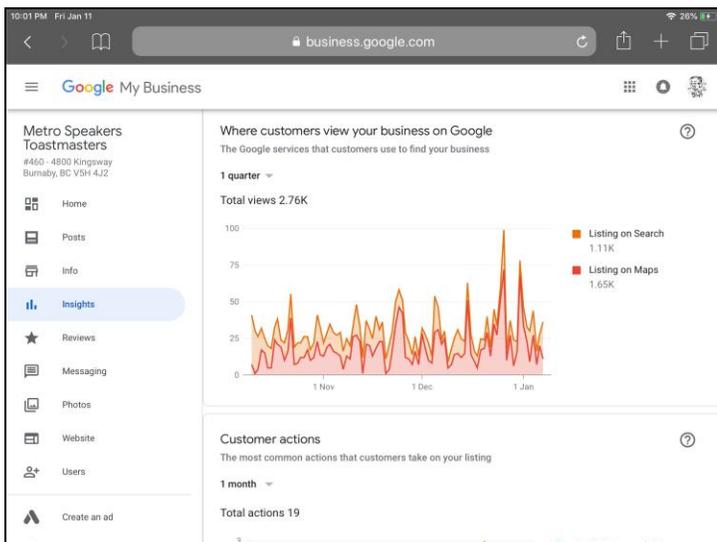
How do guests find you online?

Query	Users
1 metro	581
2 toastmasters	154
3 speakers	93
4 toastmasters burnaby	81
5 metro speakers toastmasters	62
6 metro speakers	58
7 metro hours	43
8 品一品	21
9 air plus hair salon, kingsway, burnaby, bc, canada	<10

Google My Business

e.g. Key word searches

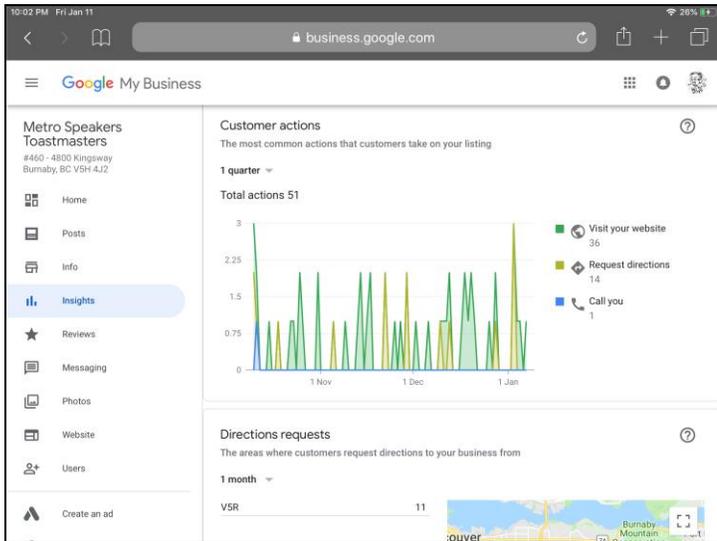
What are guests typing in to find your club online?



Google My Business

e.g Google Searches vs Google Maps

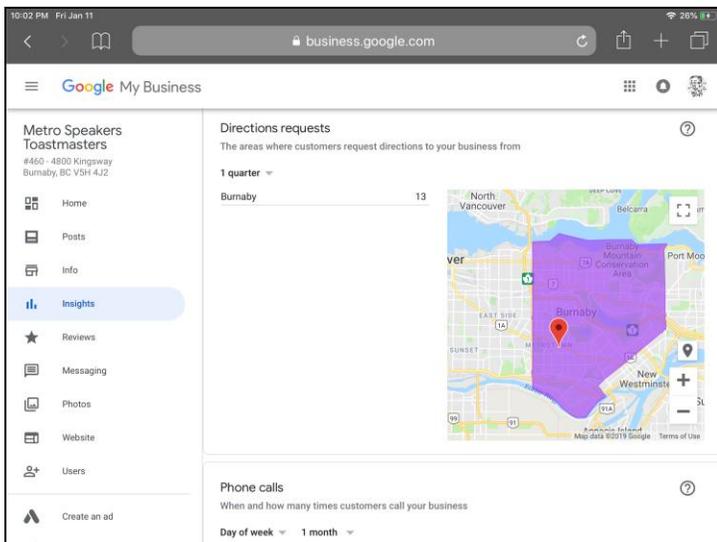
How are guests searching for your club online?



Google My Business

e.g. Customer actions on Google

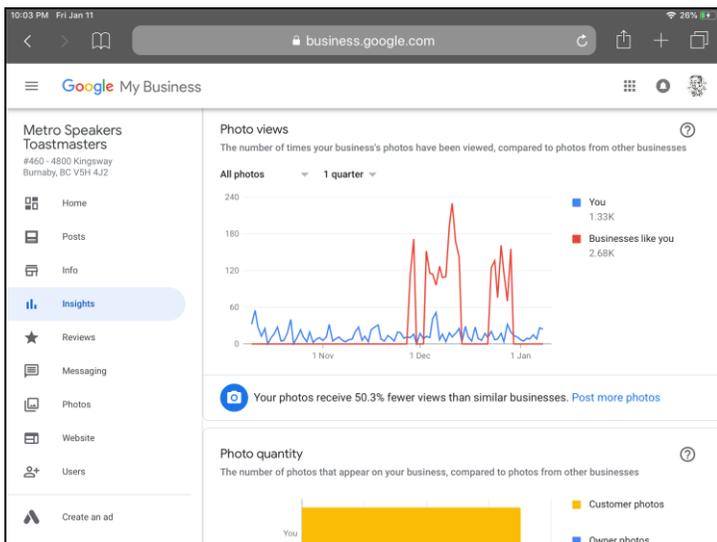
What are guests clicking on when they find your Toastmasters club.



Google My Business

e.g. Direction requests

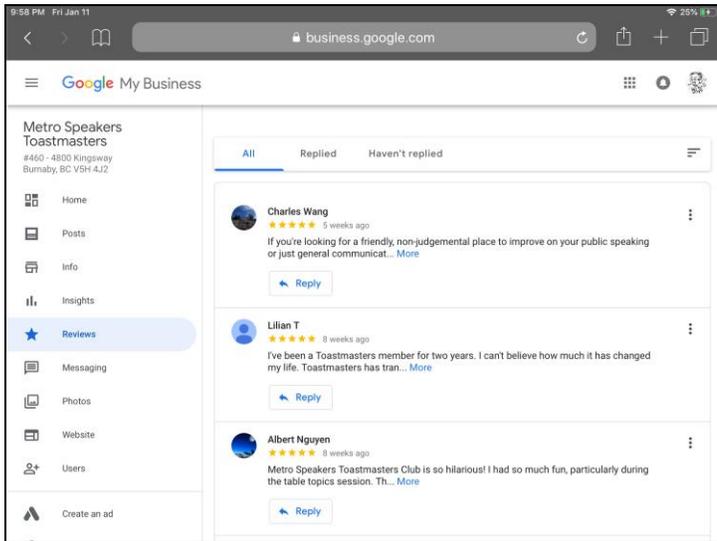
What part of the city are your guest coming from? Where should you focus marketing efforts?



Google My Business

e.g. Photo views

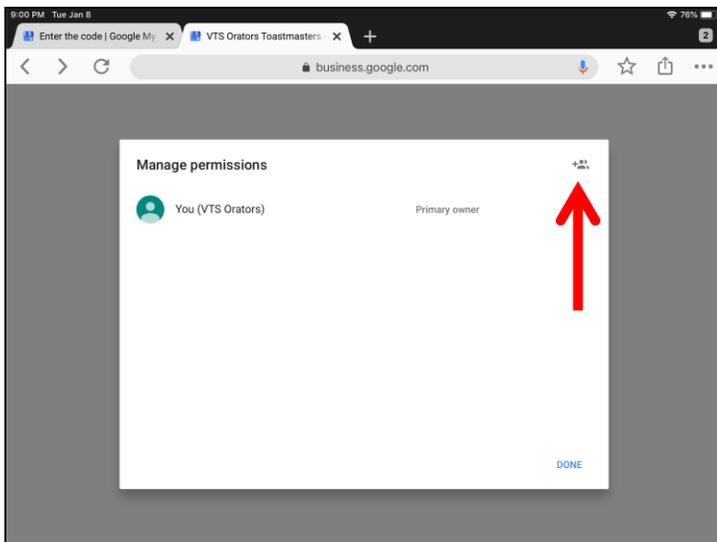
Which photos are most popular?



Google My Business

e.g. Reply to Reviews; address comments

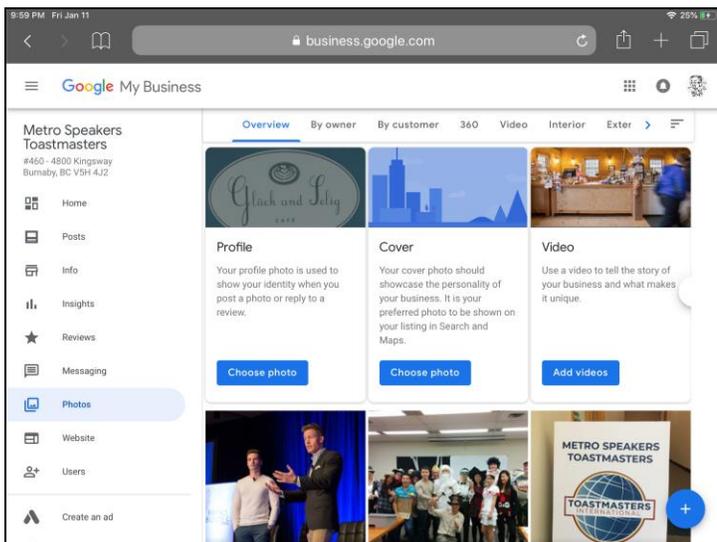
Thank guests for visiting.



Google My Business

e.g. Manage permissions for users

(President, VP Public Relations, VP Membership, etc.)



Google My Business

e.g. Update/remove Profile photos, Cover

photos, Videos



Google My Business

e.g. Add photos of members proudly displaying Toastmasters Club banner



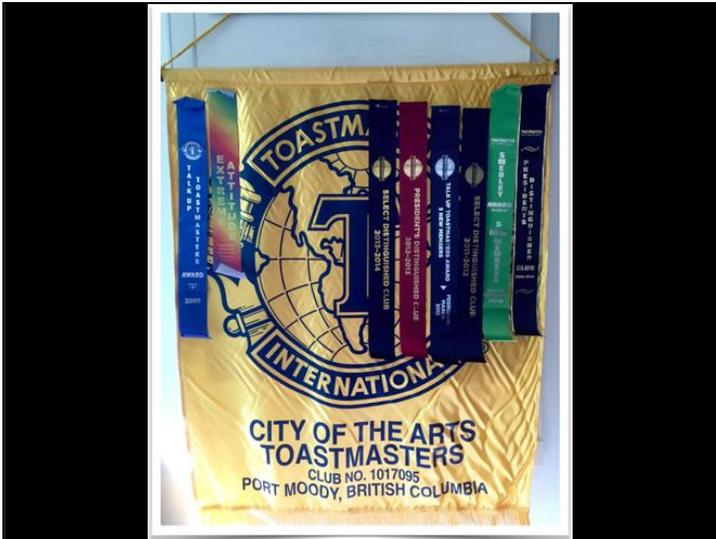
Google My Business

e.g. Add photos of members showing club culture and character



Google My Business

e.g. Add photos of typical meeting setup; online video conferencing meeting



Google My Business

e.g. Photo of Toastmasters Club banner



Google My Business

e.g. Photo of meeting in session

Google Maps

1. Share
2. Collaborate
3. Awareness

Summary - Google Maps

1. Share your Google Maps link e.g.

<https://goo.gl/maps/KoTt6RB8H1J2>

2. Tell guests to post a review of their experience at your Toastmasters club.

3. Add photos. Create awareness of your club.