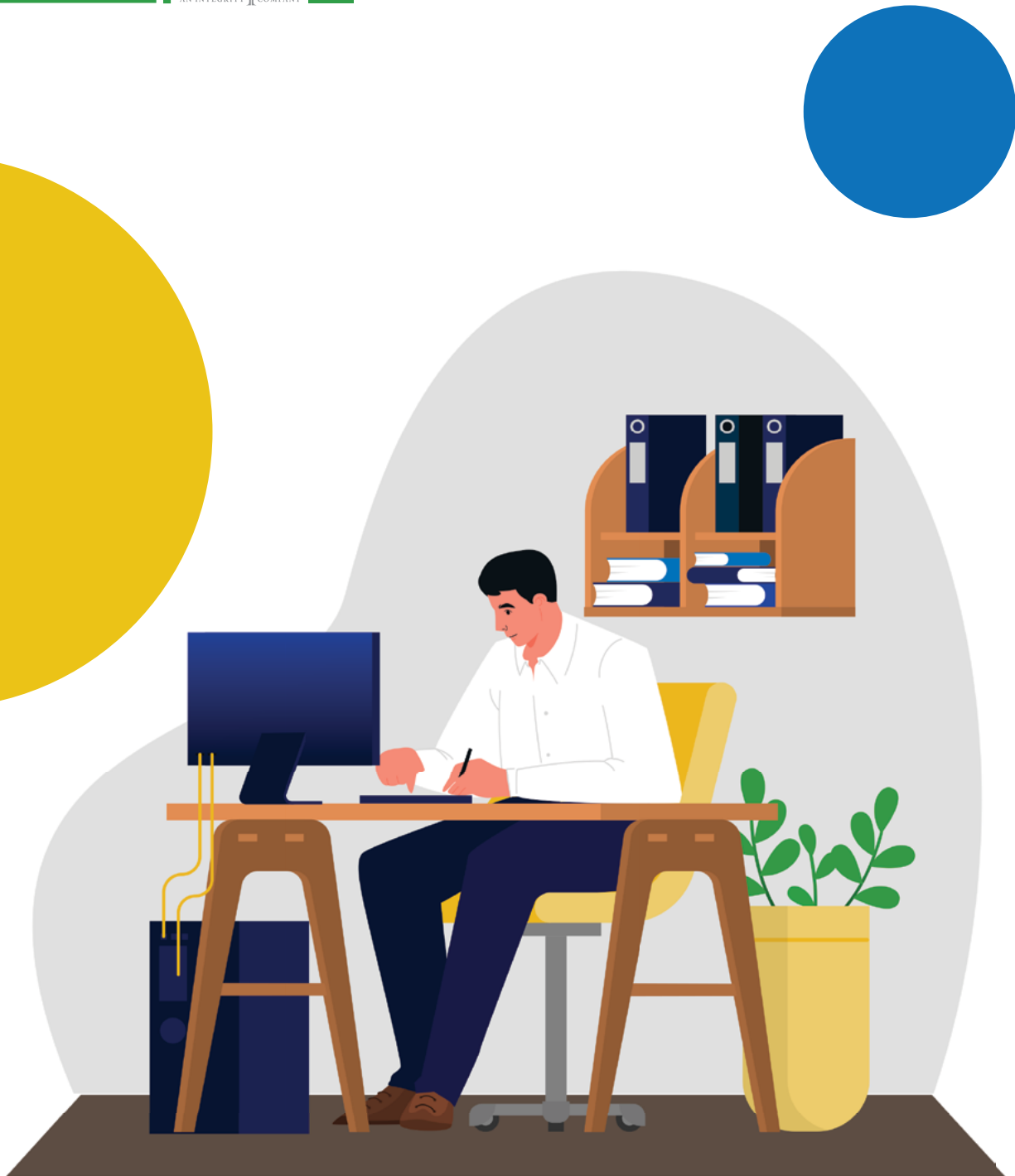


Google My Business

Getting Started - for Insurance Agents

Agent Pipeline
AN INTEGRITY COMPANY

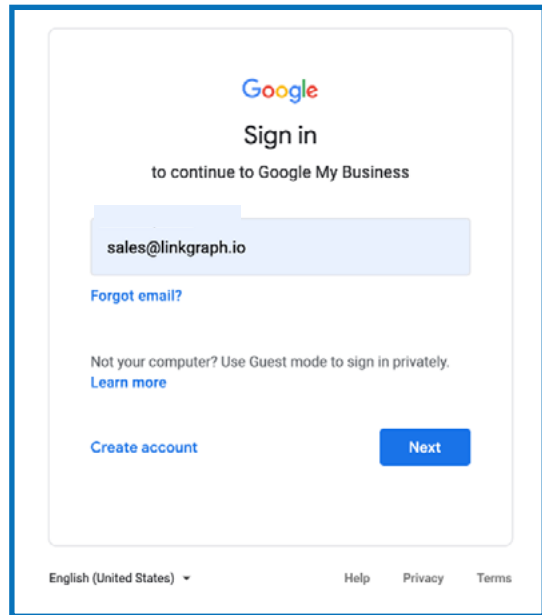


Google My Business

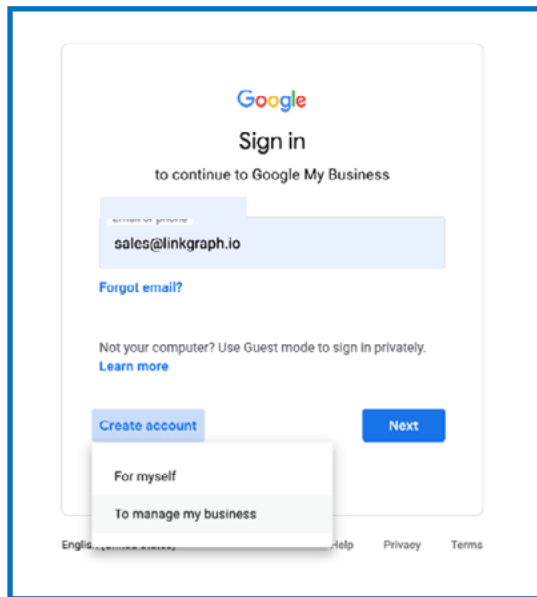
Getting Started - for Insurance Agents

1. Sign in to Google my Business

- Sign in with your Insurance Agency's account
- If you do not have an account for your business, you can create an account and select "to manage my business."

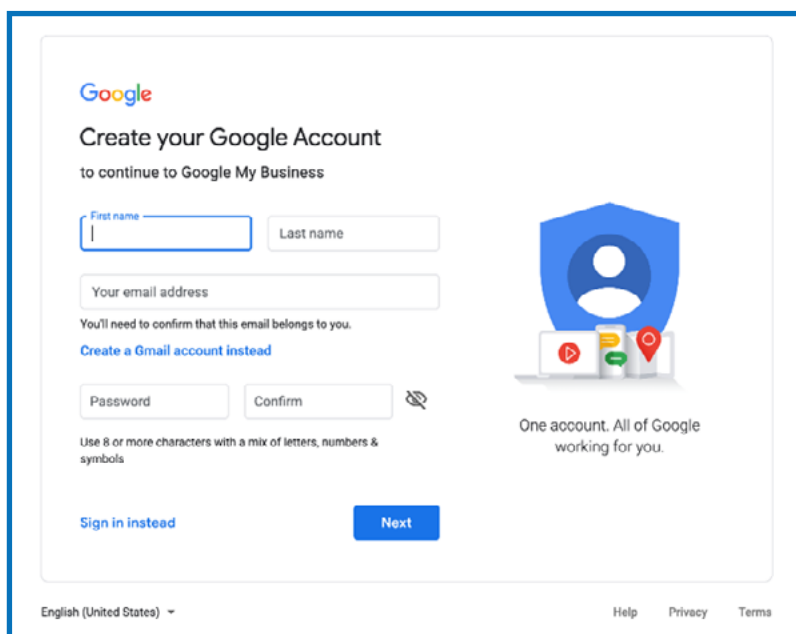


The image shows the Google My Business sign-in interface. At the top is the Google logo, followed by the text "Sign in to continue to Google My Business". Below this is a text input field containing the email address "sales@linkgraph.io". To the left of the input field is a link "Forgot email?". Below the input field is the text "Not your computer? Use Guest mode to sign in privately." with a link "Learn more". At the bottom left is a link "Create account" and at the bottom right is a blue "Next" button. The footer includes "English (United States)" with a dropdown arrow, and links for "Help", "Privacy", and "Terms".



This image shows the same Google My Business sign-in interface as the previous one, but with a dropdown menu open over the "Create account" link. The dropdown menu contains two options: "For myself" and "To manage my business". The "Next" button and other elements remain visible in the background.

- When you select business, you will be prompted to fill out this form



The image shows the "Create your Google Account" form. At the top is the Google logo, followed by the text "Create your Google Account to continue to Google My Business". The form includes input fields for "First name", "Last name", and "Your email address". Below the email field is the text "You'll need to confirm that this email belongs to you." and a link "Create a Gmail account instead". There are input fields for "Password" and "Confirm", with a small icon indicating password requirements. Below the password fields is the text "Use 8 or more characters with a mix of letters, numbers & symbols". At the bottom left is a link "Sign in instead" and at the bottom right is a blue "Next" button. On the right side of the form is a graphic of a blue shield with a person icon, and below it, the text "One account. All of Google working for you." The footer includes "English (United States)" with a dropdown arrow, and links for "Help", "Privacy", and "Terms".

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2. Claim and create your business. Once logged in, check to see if your business is already listed using the search function. Try any variations to avoid a duplicate in case one already exists.

A screenshot of the Google My Business search interface. It features a blue header with the text "Find and manage your business". Below the header is a search bar with a magnifying glass icon and the placeholder text "Type your business name".

3. Adjust or Confirm your agency name
 - The next step will have you confirm or adjust the spelling of your insurance agency's name
4. Select your insurance agency's business category

A screenshot of the Google My Business category selection screen. It has a blue header with a back arrow and the text "Choose the category that fits your business best". Below the header is a paragraph: "This helps customers find you if they are looking for a business like yours. [Learn more](#)". There is a search bar with a magnifying glass icon and the placeholder text "Business category". Below the search bar is a note: "You can change and add more later". At the bottom is a blue "Next" button and a progress bar with four segments, the first of which is filled.

5. Enter your insurance agency's address.
 - You also may have to mark the position on a map. If your insurance agency does not have a physical office but operates for a particular service area, list the area instead.

A screenshot of the Google My Business location selection screen. It has a blue header with a back arrow and the text "Do you want to add a location customers can visit, like a store or office?". Below the header is a paragraph: "This location will show up on Google Maps and Search when customers are looking for your business". There are two radio buttons: "Yes" and "No". At the bottom is a blue "Next" button and a progress bar with four segments, the first of which is filled.A screenshot of the Google My Business service area selection screen. It has a blue header with a back arrow and the text "Where do you serve your customers? (optional)". Below the header is a paragraph: "You can list your service areas below. They will show up on your listing and help bring relevant customers." There is a search bar with a magnifying glass icon and the placeholder text "Search and select areas". Below the search bar is a note: "You can change and add more later". At the bottom is a blue "Next" button and a progress bar with four segments, the first of which is filled.

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Getting Started - for Insurance Agents



6. Choose how your business will display on Google Maps
 - If you want to add your insurance agency's business address
 - Click next. If you also serve clients outside of your physical address, you will have the option again to list your service areas
7. Enter a phone number and/or website URL, then click Next.

A screenshot of the Google My Business setup screen titled "What contact details do you want to show to customers?". Below the title is a sub-header: "Help customers get in touch by including this info on your listing". There are four input options: 1. "Contact phone number" with a phone icon and a dropdown menu showing a US flag. 2. "Current website URL" with a globe icon and a radio button that is selected. 3. "I don't need a website" with an unselected radio button. 4. "Get a free website based on your info." with an unselected radio button. At the bottom is a blue link that says "See details".

8. Select a verification option. Make sure you review your information before verifying.
 - To verify now, click verify now in the red banner at the top
 - To verify later, click verify later
 - If you're not authorized to manage the Google My Business profile, find the person in your agency who is authorized to continue the process.

A screenshot of the Google My Business address verification screen titled "Please enter your mailing address to verify". Below the title is a note: "The address you provide here will be hidden from the public. Post office boxes are not eligible." There are four input fields: 1. "Country / Region" with a dropdown menu showing "United States" and a question mark icon. 2. "Street address" with a text input field. 3. "City" with a text input field. 4. "State" and "ZIP code" with dropdown menus. At the bottom are two buttons: "Verify later" in blue text and a blue "Next" button.

Congratulations!

You have successfully set up your Google My Business Listing. Contact Agent Pipeline for more help at 800.962.4693 or visit agentpipeline.com