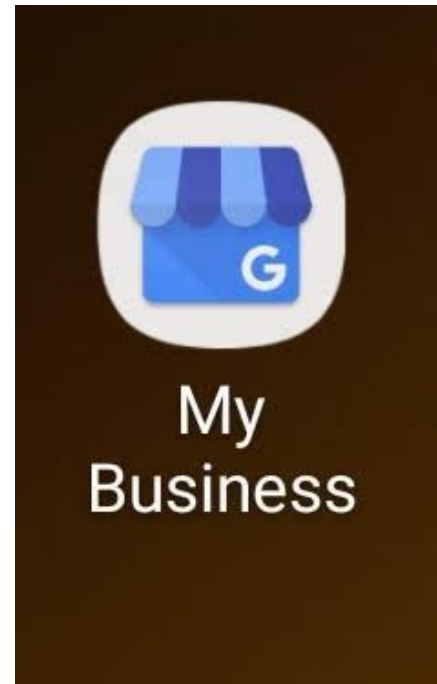


Google My Business App

What is the Google My Business App?

The Google My Business App is the mobile version of your [Google My Business](#) listing. You can download it from the Play Store or App Store to your smartphone. It is a trusted downloadable app that was released in June 2014 and has been downloaded over 10 million times. The app will need permissions on your phone that will allow it to read and modify your contacts, access your precise location, modify and read contents of your mobile device's shared storage and other settings.

The Google My Business App is great for updating your business information and promoting your latest products, promotions, events and for showing people what you're doing wherever you are using your mobile device.



What headings are covered in this post?

What can I do with my Google My Business App?

The Google My Business app allows you to do everything that's possible on the desktop or browser version and more. The app opens on the Home tab.

Home tab

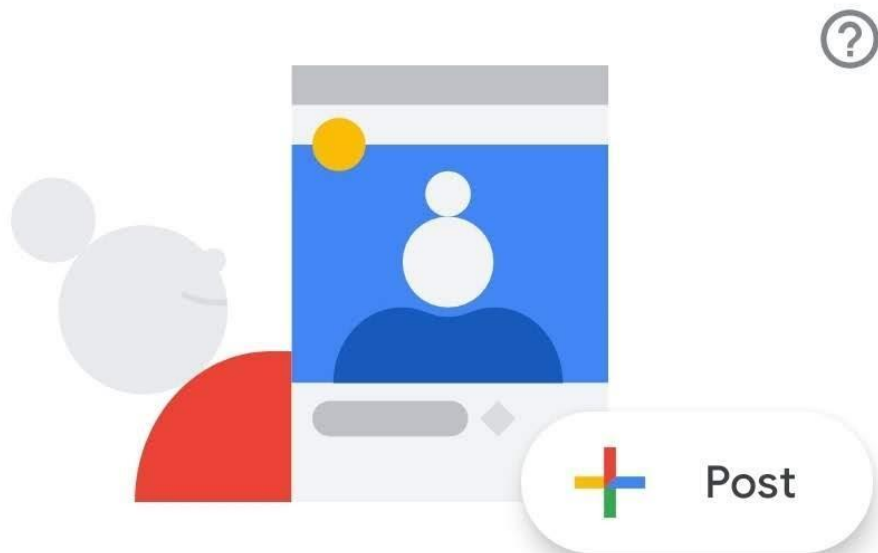
When you open your Google My Business app you'll see 4 tab options along the bottom of your screen. Home, Customers, Profile and ... More.



The Home section shows you recent insights i.e. how many views, searches and activity over the past 28 days. You can click down to see the percentage comparison to last month and the split between people who have interacted with you using Google Search or Google Maps.

Photos

Next you'll be prompted to upload photos to your profile. Google loves you to post photos because they're so useful to users as they instantly convey what is happening. Here's a top tip, before you go into the app you can take appropriate photos with your phone's camera and they'll be lined up ready to be posted when you go into the app. Just tap the photo and it will be uploaded instantly when you're in this part of the app.



Stay current

Offers & Events

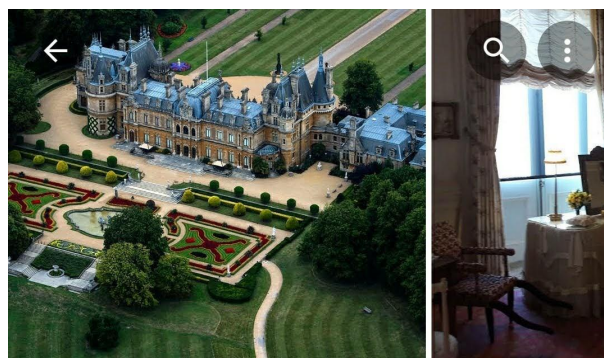
Next up are Offers and Events. You can add offers and events in this section where you can attract new customers with special offers, and promote shows and events. Links to what other businesses have to offer are also available in this section that provide examples of what they look like and inspiration.

Your Followers

Did you know people can follow your Google My Business listing?

I'm fond of this feature and think it has great potential to drive more customers directly to businesses. This area is still under development. As I've mentioned previously, Google is moving fast developing this platform so features are constantly being updated. At the time of writing this you need a Gmail (not a GSuite) account and Google Maps App on your smartphone to be able to follow a Google My Business listing.

If you have any followers you can see them by clicking through on the home tab or selecting the Customers tab. If you want to follow a business to get regular updates from their posts about their events or offers and to see their photos, sign in to Google Maps with your Gmail account, search for the business you would like to follow. When you find the business you'll see the + Follow button just under the business category and the amount of time it'll take you to get there from your current location. Simply click the button and you'll see posts from that business whenever they publish a post.



Waddesdon Manor

4.6 ★★★★★ (4,591)

Manor · 59 min

[+ Follow](#) [?](#)

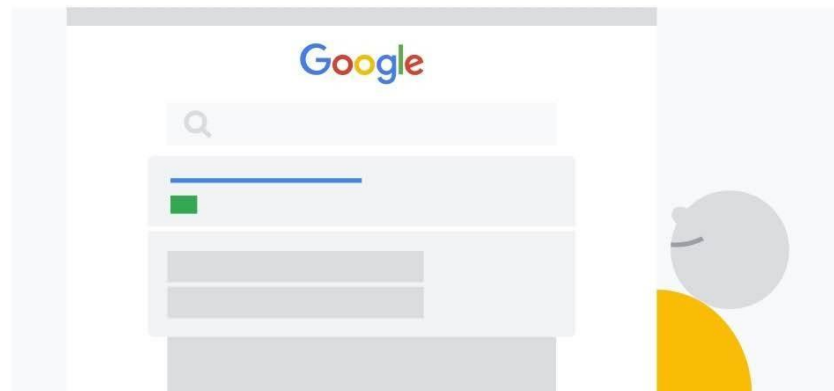
Google loves photos so much the Home section also encourages you to tap through to 'Post photos'. Do remember that staying current is very important. Businesses that post photos regularly typically have more website clicks.

There's an Overview of your page Photos and how many view's they've had. You can also filter the photos that have been posted by your business profile or by customers.

Google Ads

If you have a Google Ads account you can click through in this last section of the Home tab so you can 'Get more calls', 'Get more website sales or sign-ups' or 'Get more visits to your physical location' by paying for Google Ads advertising.

Google Ads



Advertise easily in minutes

Show up whenever customers are looking for you online – on their computers or mobile devices. Set up in minutes, and pay when your ad is clicked.

[Get started](#)



Home



Customers

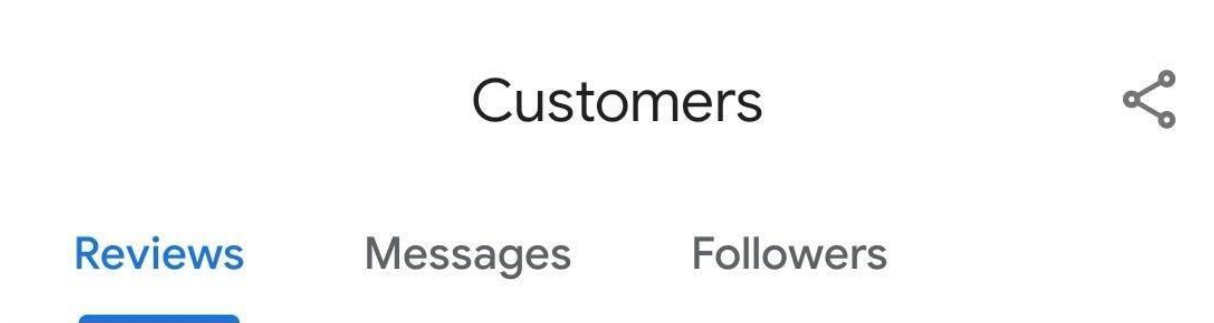


Profile



More

Customers tab



As you can see there are 3 options under the Customers tab in the Google My Business app. Reviews, Messages and Followers.

Reviews

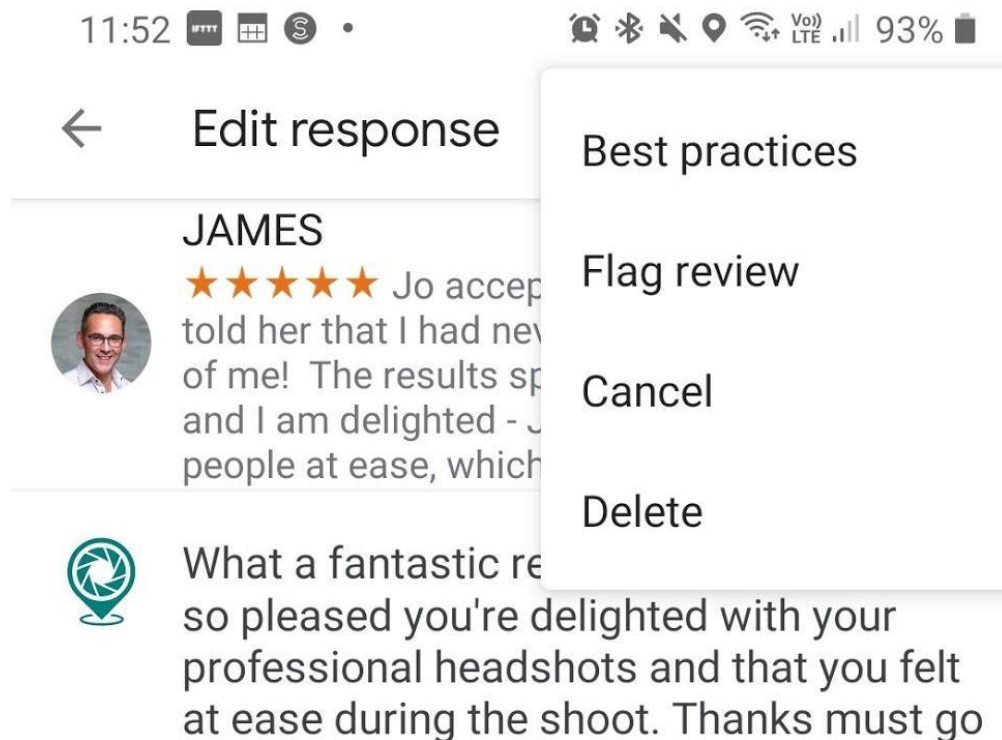
As discussed in the main [Google My Business post](#), it is so important to collect as many third party reviews as possible.

Really usefully, Google has given us the ability to share a request for a review right in the app. Can you see the social share button in the top right corner? When you click this symbol your smartphone will give you the option to share a request for a review to your business using any communication apps you have downloaded to your mobile device. For example you can see I've shared a request with a customer via WhatsApp below.



The Reviews tab lists all the reviews you have received. You can click through on each individual review and reply to your customer. Google loves replies to reviews as it shows you care about your customers and you are interacting with your Google My Business listing. Of course another benefit is that potential customers can see what existing customers are saying about what it's like to work with you or what your products and services are like in the eyes of third parties.

Understandably, people do not like receiving bad reviews. It's clearly harmful to a firm's reputation to have bad words written right out there in public. However, if you have a successful business there are likely to be some things that haven't gone quite right. Sometimes people will feel more comfortable to talk about these things on your Google My Business listing. Wouldn't it be great to just remove any bad reviews? As I know a bit about Google My Business, I'm often asked, by business owners, how they can remove bad or erroneous reviews. The answer is, it's incredibly difficult to get a bad review removed from Google. It is possible to flag a review as being inappropriate, by clicking the 3 dots in the top right corner of the screen.



It may take a few days but a Google moderator will check the review to see if it violates Google's policies. It's a great idea to familiarise yourself and [read the policy](#) on prohibited and restricted content before flagging the review. In short, just using the main headings

- Spam and fake content
- Off-topic
- Restricted content
- Illegal content
- Terrorist content
- Sexually explicit content
- Offensive content
- Dangerous and derogatory content
- Impersonation
- Conflict of interest

You can see there's an option to discover Best practices where it encourages you to Ignore minor complaints, Address issues constructively, not to use responses to advertise (who wants to be sold to when they have a gripe?!), not to offer users anything and always be professional and polite. Not forgetting that your replies will be seen publicly and must also comply with the policies.

Just to be clear, there is no option to delete the review. The Delete option in the screenshot above is to delete my response to the lovely review from James.

Messages

Not many people are aware that messaging is a feature of Google My Business. Messaging is a feature that allows you to view and respond to messages from your customers to quickly provide answers and support. To access messaging you'll have to download the [Google My Business app](#). You can download it from the [App Store](#) or from [Google Play](#).

I look after many Google My Business listings and have seen a big rise in people asking questions and making reservations using this facility. It's a great way to connect with your customers directly.

Make sure you turn messaging on in your Google My Business listing to ensure you're giving customers every avenue of opportunity to connect with you and your business.

I talked about messaging using the Google My Business app in an [earlier post](#) that provides links to where to download the app. You can see from the screenshot below that, once you've downloaded the app and activated messaging for your business, you must respond to customers' messages within 24 hours to continue to use the facility. Don't forget to set up an automatic greeting for customers so they get a lovely welcome as soon as they message you. Don't worry, the message is also editable for when you need to leave a different message.

Followers

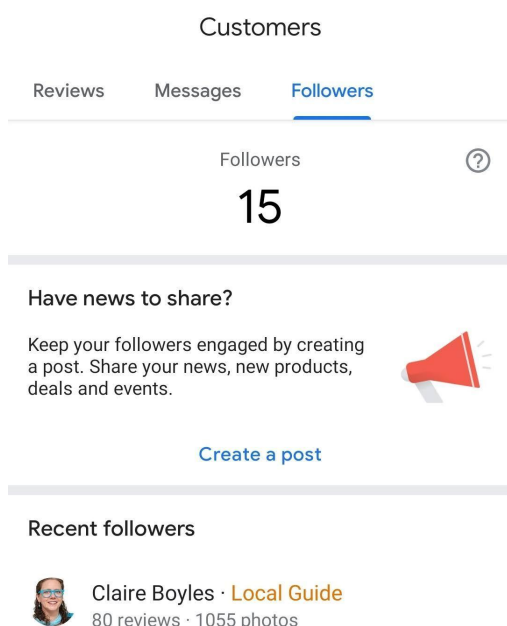
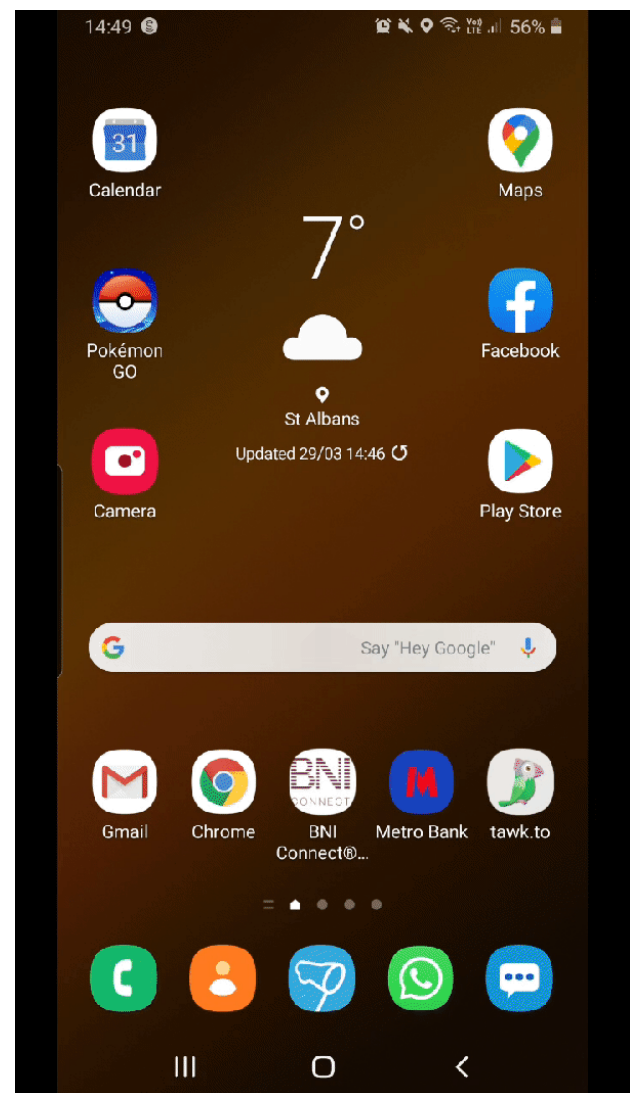
The third and last heading on the Google My Business app's Customer tab is [Followers](#). I covered this topic earlier in this post as you can also access followers from the [Home tab](#).

The Followers section tells you how many followers you have in total, it encourages you to create a post and shows you who your followers are.

There is more information about your followers too. If they have not set their privacy settings to private, you'll be able to see what their names are, a photo or logo, if they've uploaded one, the number of reviews they've published on Google My Business page, how many photos they've uploaded and whether or not they're a Google Local Guide.

If you want to follow a business you access that feature by going into the Google Maps app. You can see how in the video to the right. >>>>>>>

In the video you can see I'm now following [Cositas in St Albans](#).



Profile tab

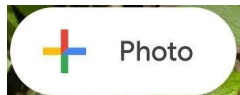
The profile tab contains 4 sections. Overview, Photos, Posts and Products. We'll start with overview and work our way along describing the features and uses.

Overview

As you'd expect the profile tab allows you to update all the informational parts of your profile as well as your logo and header image much the same as on the desktop/browser version described in my earlier post about Google My Business in the [Info section](#).

Photos

Did you know that Google LOVES photos? I might've mentioned this before. You can add photos on the go using the Google My Business app. So whether you're working on something new or returning to a long standing client you can capture the moment and show your followers what you still do or what new products or services you're working with.

Unlike the add photo section on the Home tab, you tap the  button and you'll be able to add a photo or a video with a caption.

A word of caution, be careful to spell the caption to photos correctly before you upload as there's, currently, no way to edit. Of course you can always delete it and start again.

Posts

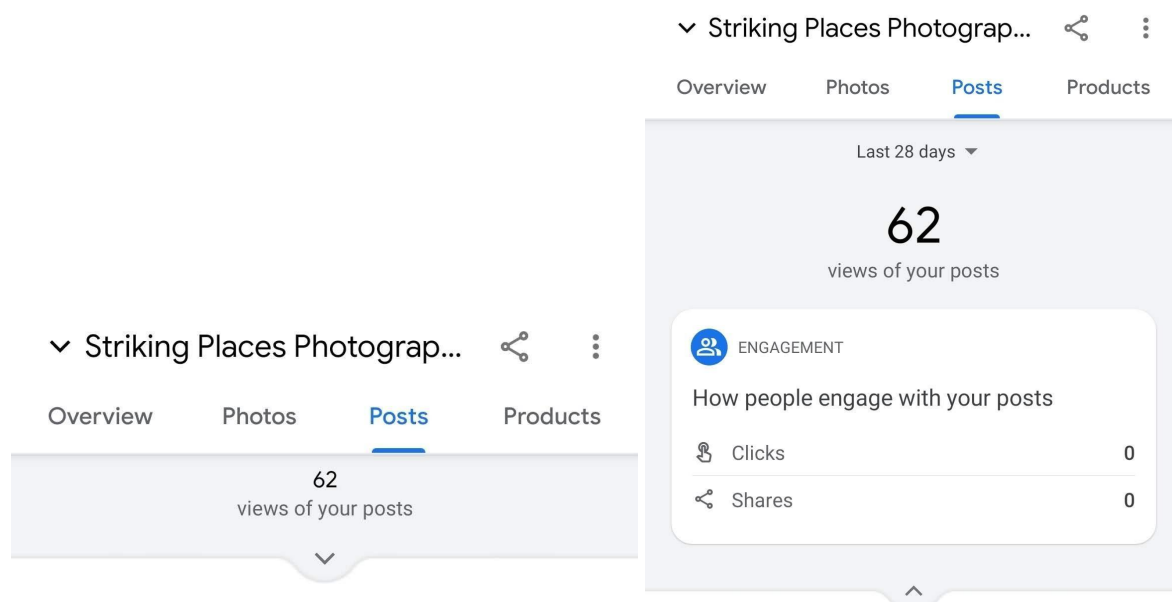
Everything you'd expect to do in this mobile version of posting. Including seeing all your existing posts, the ability to share the post to edit delete or to copy the content to a new post.



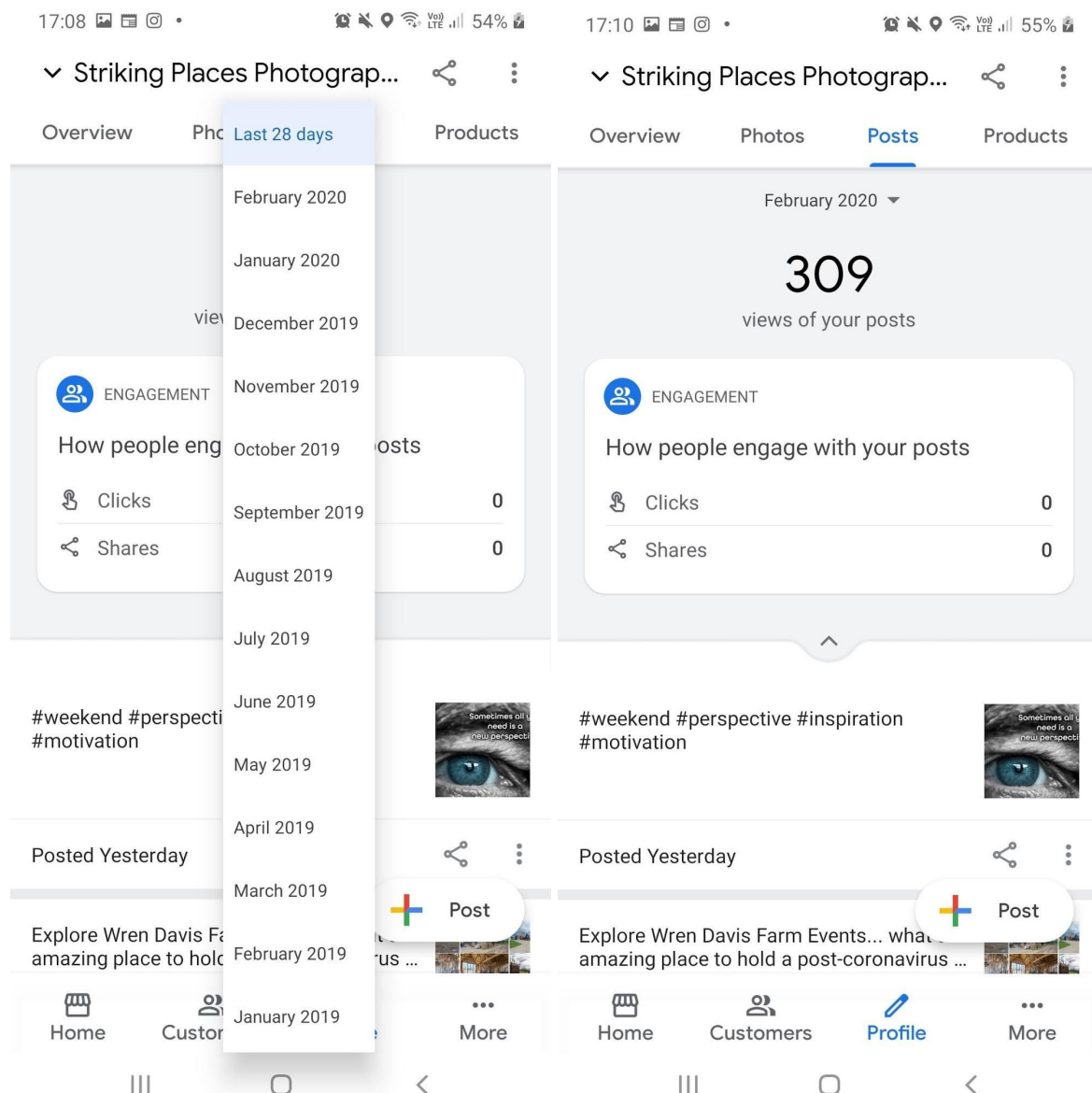
Of course you can create a new post by clicking the button and filling in all the boxes by adding a suitable photo or video, choosing if the post is going to be What's new, Event, Offer or Welcome offer, adding a description. There's even the ability to add an action button. You can get people to tap the button to either Book, Order online, Buy, Learn more or Sign up. Then preview before publishing to display your post to any of your followers or anyone viewing your listing.

The difference comes in the insights visible on the mobile version. On individual posts, you can see how many days the post was published up to a week, then it starts letting you know which date the post went live. In a browser instead you'll see how many views and clicks the post has received. The big difference is in the dropdown at the top of the page where you can filter by month to see how many views you got on your posts each month.

Touch the down arrow and you'll see how people have engaged with your posts in the last 28 days and how many clicks and shares.



If you click on the down arrow next to 'Last 28 days' you get the option to choose any month since you've been posting to your Google My Business account and how much engagement.



These insights are great if you want to know more about which posts people like more and what attracts more clicks so you can replicate the successful ones and attract more interactions.

Products