

**LET'S PUT
OUR CITIES
ON THE MAP**

with **Google**

**HELP A LOCAL BUSINESS GET
ONLINE AT GYBO.COM**

CONNECTED BUSINESSES • STRONG LOCAL ECONOMIES • VIBRANT COMMUNITIES



What is this all about?

“The Mission”

Helping Every Small Business Succeed on the Web

“The Facts”

- Started in 2011
- 327,000+ Verified Businesses Online
 - 240+ Workshops Held
- 3,000+ Partnerships Formed
- Dedicated Team at Google



Why Businesses Need to Be Online?

97% of consumers look online first for local goods and services

4 out of 5 consumers use search engines to find local information nearby

37% of businesses have claimed a local business listing on a search engine



Dandelion Chocolate

258 followers on Google+

[Directions](#)

[Write a review](#)

[Follow](#)

Address: 740 Valencia St, San Francisco, CA 94110

Phone: (415) 349-0942

Prices: \$\$\$\$

Hours: Open today · 10:00 am – 9:00 pm

Menu: dandelionchocolate.com

Reviews

4.7 ★★★★★ 63 Google reviews

Small-batch chocolatier offering handmade candy bars & brownies, cocoa beans & educational classes. - Google



"Excellent **dark chocolate** and drinking chocolates roasted and prepared on site." 2 reviewers

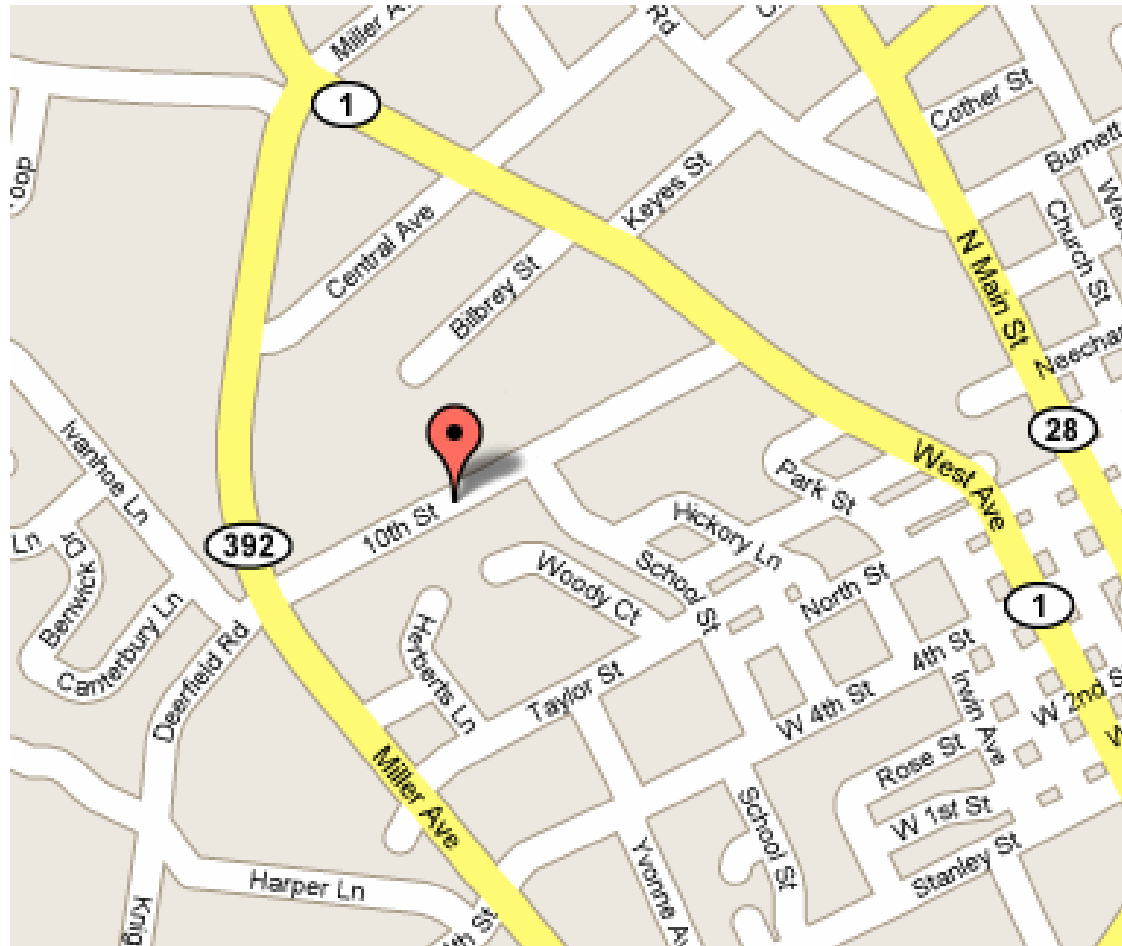


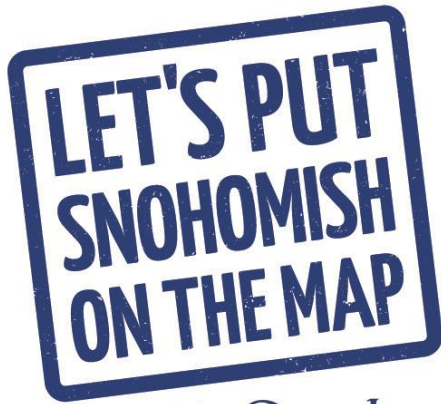
"Fantastic **little chocolate shop** with great local vibe."

**LET'S PUT
SNOHOMISH
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Does this Program Work?

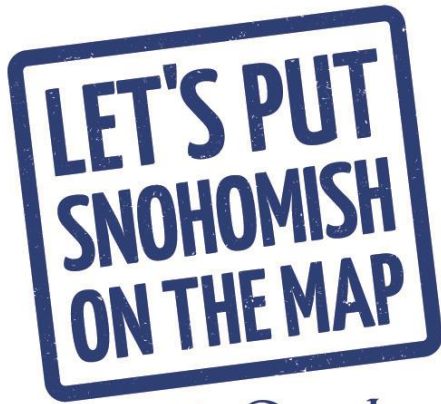




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Who Can be an Official City Partner?

- Cities
- Chambers of Commerce
- SBDC
- SCORE Chapters
- Neighborhood Associations
- Educational Institutions
- Other non-profit organizations with small business growth missions



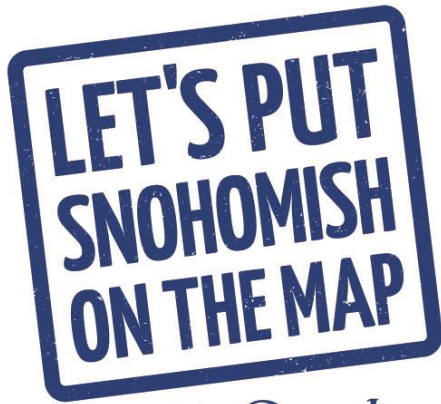
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Who else may participate?

- Google Trusted Photographers



- Badged Google Partner Agencies



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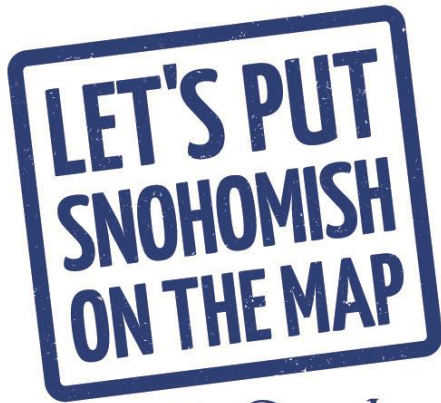
How do I become an Official City Partner?

- Visit GYBO.com/partners
- Complete Contact Information
- Complete Organization Information
- Submit Online
- Google verifies your application information and approves



What Happens After Accepted?

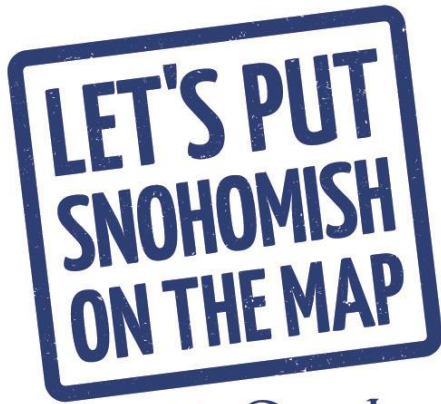
- Spread the word about the program in your City
- Host workshops
- Schedule one on one meetings
- Become a Trusted Verifier



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Let's Verify a Business

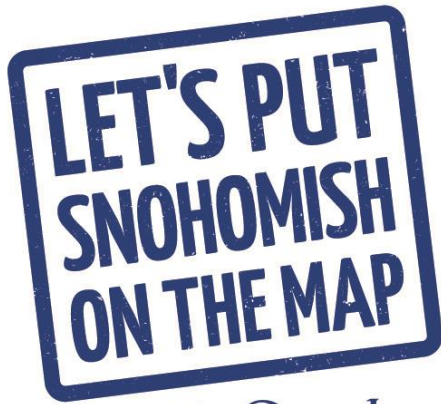
The screenshot shows a web browser window with the URL <https://www.gybo.com/wa/snohomish/business>. The page header includes the logo and navigation links: HOME, ABOUT, RESOURCES, SHOW SUPPORT, PARTNERS. The main content area features a map of Snohomish, WA, with a yellow road highlighted. Overlaid on the map is the text: **DOES YOUR BUSINESS INFO SHOW UP ON GOOGLE?** Below this is a sub-headline: "Enter your business name below to see how your hours, address, and more appear on Google Search and Maps." At the bottom of the overlay is a search input field with the placeholder text "Enter your business name and city" and a green button labeled "FIND OUT".



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Common Hurdles When Verifying

- Unsure of login for Google Business access
- Person who claimed ownership no longer available
- Inconsistent Business Name
- Service Area Businesses
- Multiple Locations
- Multiple businesses with same address (Main Street)



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Support from Google

- GYBO Partner Resources
 - Launch Your City
 - Host a Workshop
 - Work with Volunteers
 - Learn from Partners
- Google + Community – Official City Partners
- GYBO Office Hours



Workshop Templates Offered for Let's Put Our Cities on the Map

- Advertising Your Business on Google
- Be Productive With Google Apps
- Build Your Free Website
- Grow Your Business Online
- Set Goals with Google Analytics



Questions?

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