

HAVE YOU GOOGLE-D YOUR MUSEUM RECENTLY?

What is Google My Business?

When was the last time you actually Google-d your own Museum and seen what comes up about it? Well you have most certainly seen online what we Google-rs call, a Knowledge Graph -

The screenshot shows a Google search for "british museum". The search results include:

- British Museum Shop | Support The Museum** (www.britishmuseumshoponline.org) - Range of books, authentic replicas, accessories, stunning jewellery & more.
- British Museum - Welcome to the British Museum** (https://www.britishmuseum.org) - The Museum houses a vast collection of world art and artefacts and is free to all visitors.

The Knowledge Graph for "The British Museum" is highlighted with a red circle and contains the following information:

- Name:** The British Museum
- Address:** Great Russell St, Bloomsbury, London WC1B 3DG
- Hours:** Open - Closes 8:30PM
- Tickets:** free - britishmuseum.org
- Founded:** 1753
- Phone:** 020 7323 8299
- Did you know:** The Lords of the Admiralty presented it to Queen Victoria who then gave it to the British Museum.

This box on the right contains information about your Museum and is controlled by an easy to use interface called Google My Business (GMB), a free Business Profile that lets you easily connect with customers across Google Search and Maps.

You can update vital information listed such as -

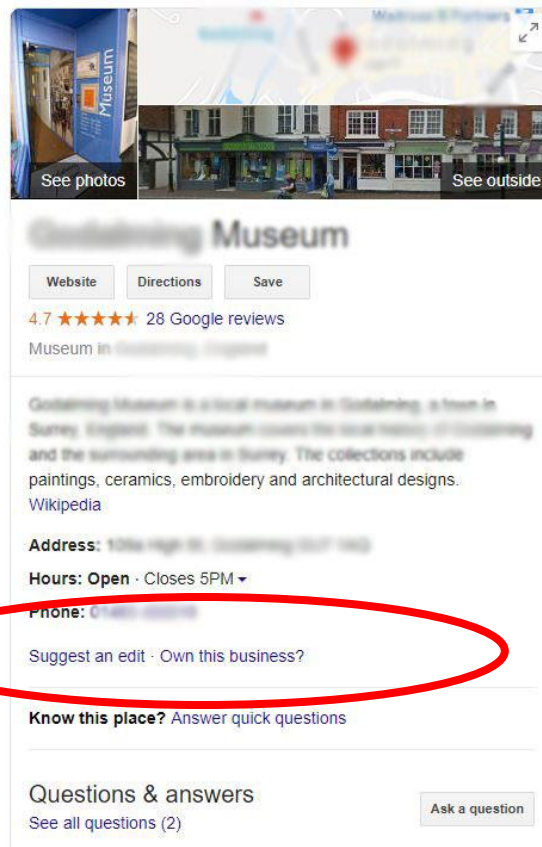
- Business name
- Telephone number
- Website
- Contact number
- Opening hours
- Photos
- Customer Reviews
- And much more information

The GMB Dashboard provides you with a simple way to manage your Museums' appearance across the Google ecosystem. No matter your size, all organisations can benefit from using Google My Business.

Next Steps

When was the last time your Museum checked their GMB profile? Do you even have access to it? Have you claimed your google listing?

These are all common questions I receive from clients. Over 40% of businesses across the UK aren't aware that you must register and tell Google about your business. Once you search for your own Museum, if you see ***Own this business?*** on the Knowledge Graph panel, this is an indication that the listing has been manually created (usually by the Google car when it drove past)





If you haven't claimed and verified your Google My Business Listing yet, that's the first step. To get started, visit <https://www.google.com/business> and ensure you are logged in using a Gmail or G Suite enabled email address.

HOT TIP

Remember, Google My Business is the first step in being found online. Without it, you don't exist on Google, and risk the possibility that the information on Google about your Museum is incomplete or incorrect.





Start managing your Business Profile on Google today

OK... Lets Go...

Add or claim your Museum

Getting started with Google My Business is actually very simple. I would recommend you appoint someone internally to do this, as there really is no need to pay an agency to do this for you.

1. On your computer, go to [Google My Business](#).
2. In the top right-hand corner, click Sign in.
3. Sign in to your Google Account, or create one. Then, click Next.
 - Sign up with your business email domain since this account will be for your chain. Enter the name of your business or chain. You can also select your chain from the suggestions that appear as you type (if applicable).
4. Enter your Museums' name.
5. Search for and select a business category (usually this would simply be Museum)
6. Enter a phone number or website URL for your chain, and click Finish.

Note: You'll also have the option to create a **free website** (if you don't have one) based on your information.
7. Select a verification option.
 - To verify later, click Verify later >
8. *Note: If you see a page that says 'This listing has already been claimed', click Request access. Then, follow the directions to claim your business. This is ideal if you cannot remember the login details of your GMB.*

Verify your Museum

Once you've claimed or added your Museum listing, you will need to verify your listing with Google. Google will either send you a postcard (within 14 days) or call the telephone number with a verification code which you'll need to enter on your GMB profile. Once you've completed the verification step, that's it, you have now claimed your Museum on Google.

Tip: Contact me directly for a 1-2-1 consultation and instantly verify your listing for you free of charge simon@360virtualtour.co

QUICK TIPS

Once you've claimed your Museum listing and verified it with Google, it's time to fill out your profile with the rest of your information. Navigate to [Google My Business](#) dashboard and click on *Info*

Google My Business

Search locations

Working Shopping Centre

Home

Info

Reviews

Messaging

Photos

Bookings

Website

Users

Create an ad

Add new location

Manage locations

Linked accounts

Create post

Add photo

Create ad

Advertise easily in minutes

Start with £80 in free ad credits

Show up whenever customers are looking for you online - on their computers or mobile devices. Set up in minutes, and only pay when your ad is clicked. [Learn more](#)

Get started

LATEST REVIEWS

4

3,734 Reviews

Maria A

★★★★★ 1 hour ago

While sometimes working, it is a pleasure to get your bearings. Still there, a lot of things to do. More

PERFORMANCE

Views	Searches	Activity
110K	56.1K	6.79K

Search views 9.96K (-10%)

Maps views 100K (-25%)

Performance over the past 28 days

LATEST CUSTOMER PHOTOS

Walking Shopping Centre

Shopping mall

Commercial building

Add service area

Hours

Sunday	11:00 am–5:00 pm	
Monday	9:30 am–6:00 pm	
Tuesday	9:30 am–6:00 pm	
Wednesday	9:30 am–6:00 pm	
Thursday	9:30 am–8:00 pm	
Friday	9:30 am–6:00 pm	
Saturday	9:00 am–6:00 pm	

Events

4/19/19	9:30 am–6:00 pm	
4/22/19	10:00 am–5:00 pm	
5/6/19	10:00 am–5:00 pm	

Phone

Add short name

Website

Accessibility

- Mobility scooter rental
- Wheelchair accessible elevator

Your business is live on Google

[View on Search](#)

[View on Maps](#)

Close or remove this listing

Advanced information

Store code **Official Entry**

Labels **Enter labels**

Google Ads location extensions phone **Enter Google Ads phone**

The **INFO** page is the window to the Knowledge Graph displayed to customers searching -

Category. You must select from a predefined List of Categories which Google has setup. Here are the appropriate ones listed for you. Make sure you select no more than 3 and keep it relevant to yours –

Archaeological museum

Army museum





WORKS WITH
Google Street View

- Art museum
- Children's museum
- Handicraft museum
- Heritage museum
- Historical place museum
- History museum
- Local history museum
- Maritime museum
- Modern art museum
- Museum
- Museum of space history
- Museum of zoology
- National museum
- Natural history museum
- Open air museum
- Rail museum
- Science museum
- Sculpture museum
- Technology museum
- Toy museum
- War museum
- Wax museum

Standard address. Very important that the address you use on GMB is consistent with the address on your website, other directories and your social channels, such as Facebook and Bing. Consistency will help you rank higher in searches. (good time to check this and of course the little peg man on the Map is accurate!)

Hours of operation. The information you provide here will display across all Google services, so it's important to be as accurate as possible. If your hours change, be sure to update them as promptly as possible. *Have you ever visited a business only to find its closed? We don't want that to happen now!*

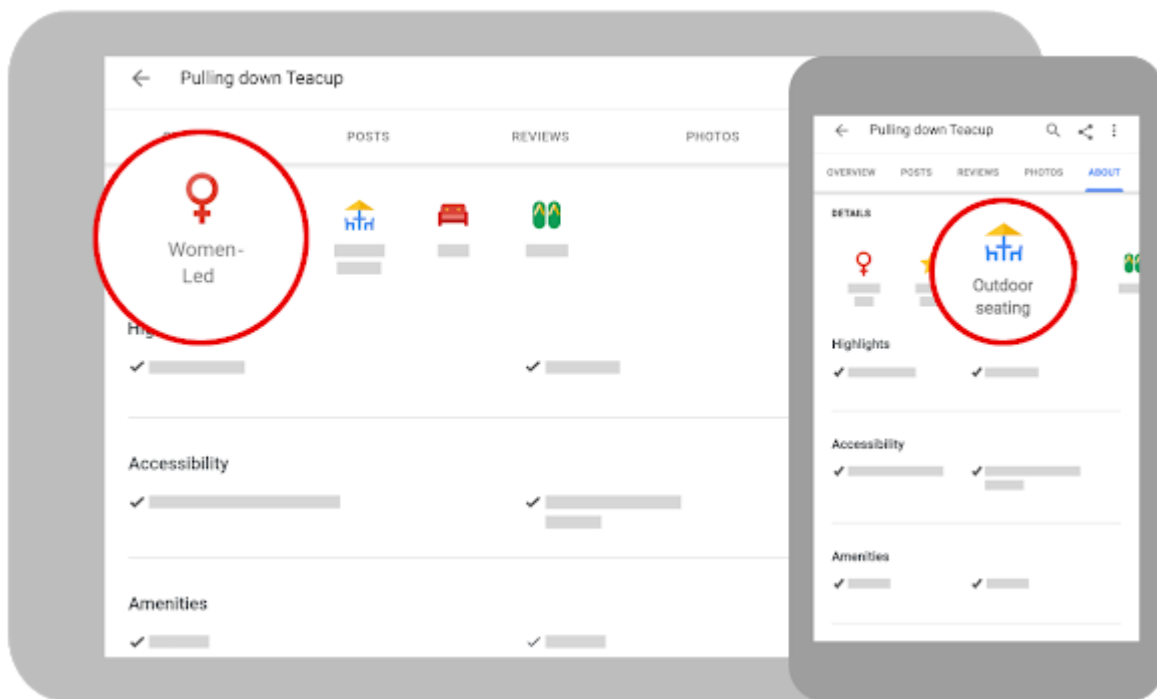
Local phone number. A local phone number helps to add credibility to your Museum listing and may be used as a Verification method. Best to have one that isn't menu driven. And you can pick up!



Website. This redirects customers to your site. If you don't have one, Google will set up a free one for you. Great to increase web traffic to your Museum website.

Attributes. Attributes let customers see what your Museum has to offer, such as whether you offer Wi-Fi or outdoor seating, or if it is women-led. Adding relevant, accurate attributes to your GMB Profile helps you stand out to your customers that find you on Google.

Google places a major emphasis on Diversity and Accessibility and hence collects information about your Museum to share with customers who have specific accessibility needs. Accessibility attributes currently address whether your Museum's entrance, toilets, seating, parking and lift are accessible for people in wheelchairs.



Description. Your Museum description should be descriptive and brief. Try to include terms people might use when searching for you, such as "Museum in surrey", "family friendly", "local exhibitions" etc.

THAT'S IT!

You're all set. You've claimed and verified your Museum and thoroughly filled out your profile. Now you can be sure the information your customers see across Google Maps and Search is complete and up-to-date.

Watch out for more TIP Based Articles to help your Museum attract more customers using Google Posts, Photos, Virtual Tours and more.





WORKS WITH
Google Street View

As a [Google Trusted Verifier](#), I can instantly verify your listing for you. If you need a hand or want to chat about [Google My Business](#), please reach out directly. All AIM members receive this service free of charge, including a 1-2-1 phone consultation.

Simon Sadek is a Senior Worldwide Google Maps Photographer working with clients all over the UK and globally. 360 Virtual Tour Co. is an official global Google provider of 360° virtual tours, Google Street View, 3D Matterport Venue Scans, Aerial and Commercial Photography.



The world searches on Google. Turn those searches into customers.

Every month, there are over...



5 billion

searches on Google for restaurants



3 billion

searches for hotels



1 billion

searches for clothing shops



600 million

searches for hair and beauty salons



5 million

searches for coffee shops



CONFIDENTIAL