

# GOOGLE MY *"Beauty"* BUSINESS



Book More Beauty Clients  
Make More Money  
with Google My Business

[Rickina Velte.com](http://RickinaVelte.com)



# More Visibility With Google for Your Beauty Business



I know gaining more visibility for your beauty business using Google may seem like witchcraft and sorcery... I know it did to me a decade or so ago.

I'm happy to report that it's more cut and dry than that...actually... not really:-)

But I'm here to guide you through these Google waters, so that you can begin to gain more visibility, more clients and increase your lash income!



# THINGS YOU SHOULD KNOW BEFORE WE GET STARTED...

1. Anything we do concerning visibility, SEO and search results takes time. It's never an overnight miracle. Patience and consistency are your best friends when you're getting started. That is why you may have heard me say the best time to work on your visibility...is when you don't 'need' the clients.
2. You cannot expect to do something once and forget it, unless it is explicitly explained as such. In most cases increasing your visibility is a repetition act. So if you're not good with repetition...this may not be the best route for you.
3. You need a website that allows you to update and change the necessary steps needed. No website...isn't an option. You need it, clients look for it...and all of your efforts should point back to a beautifully designed thought out website.



# #1. Sign Up & Verify Your Business on Google My Business

**What is Google My Business? According to Google it is: *a free tool that lets you manage how your local business appears across Google products, like Maps and Search***

## **ACTION STEP:**

**1. Go to: [www.Google.com/business](http://www.Google.com/business)  
>> Click Start Now**

**2. Make sure you're signed into your Google gmail account associated with your business(if you have one) *If not it's a good idea to create one like: [yourlashbusiness@gmail.com](mailto:yourlashbusiness@gmail.com)***

**3. Now, if when you get to the page where you can search for your business it isn't found. Click on the link that says: "none of these match"**

**4. Complete those steps and  
>>Click Continue**

**Be sure all of your business information is accurate during this step.**



## #2. Verify Your Business

**Verification:** For most businesses, verification means requesting, receiving, and reading a verification postcard from Google.

### FYI:

Some business owners may have the option to verify by phone or through Google Search Console. If you see either of those options, follow the directions on the page to verify your business, and skip the instructions in this guide.

### ACTION:

If your business information is correct, *click Mail*.

Make sure not to click *Verify later below*. Enter the name of the person the verification postcard should be mailed to. (This is optional—you can leave it blank if you'd like.) They'll send it to the address you provided for your business.

*Click Send postcard.*



### #3. Wait for Your Postcard

Depending on where you are located this could take a couple of weeks. Be on the lookout for it!

## WHILE YOU WAIT

**This is a great time to take some pictures of your studio or shop. Show clients where they'll be having services done by you.**

***Have someone take pictures of you 'in action' if possible. This goes a long way in created confidence for a potential client considering your services. .***





## #4. Complete Verification

Depending on where you are located this could take a couple of weeks. Be on the lookout for it!

# ALMOST DONE!

### Complete verification

Once you receive your verification postcard, return to [google.com/business](https://google.com/business). Sign in and click Enter code in the blue banner at the top of the screen. Then follow the instructions to enter the verification code from your postcard.

**Congratulations: you're now verified and ready to edit your business information, respond to reviews, and add photos!**

It may take a few weeks for your business information to appear across Google. Once your information is live, check out your listing. Just search for your business name and city in Google Search or Maps and see what appears..

**You Did It! This is the first step that most of your competition will not know how to do. Verfyng and completing your Google My Business Listing puts you on the path to visibility Success!**



# What's Next?

# Ok...so now what?

**If you're still unhappy with where your listing is on the search results and you've given it a month or two...**

**Still not booking enough clients? We might be perfect to work on getting you to Booked Beauty Status!**

**Check out Booked Beauty Business, and see if this is the next move for you and your business to gain more search and visibility traction so you start to get more phone calls and book more clients!**

**[www.RickinaVelte.com/booked-beauty-business](http://www.RickinaVelte.com/booked-beauty-business)**

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