

A photograph of an older man with glasses and a white short-sleeved button-down shirt, standing with his arms crossed in front of a barber shop. The shop's glass door has gold lettering that includes the word 'BARBER' and a decorative flourish. The man is smiling slightly. A semi-transparent dark grey box is overlaid on the image, containing the title and subtitle text.

Your Business Identity on Google

The value of building an online identity across Google

Google offers paid and unpaid products for businesses to build an online identity



Paid Media via Google

AdWords

AdWords Express



Owned Media via Google

Business info on Maps

Business info on Search

Verified G+ Page

YouTube Channel

Blog on Blogger



Earned Media via Google Social Property

YouTube comments and
user generated videos

G+/Local Social Actions
(+1s, Shares, Followers,
Posts, Photos, Videos,
Reviews, Check-Ins)

Blog Comments

What do businesses want?

Be found when people are searching for their products or services

Stand out among their competitors and convince people to engage with their store

Engage with customers to grow loyalty and retention



Google's paid and unpaid products work together the help give business's what they want out of their online marketing

Be found

- Google ads
- Google local search
- Google Maps results visibility



Stand out

- Knowledge card visibility
- Reviews on your business
- Business photos



Engage

- Followers
- Posts
- Respond to reviews
- +1s

If some of these products are not familiar, no worries! We'll be covering these throughout the presentation.

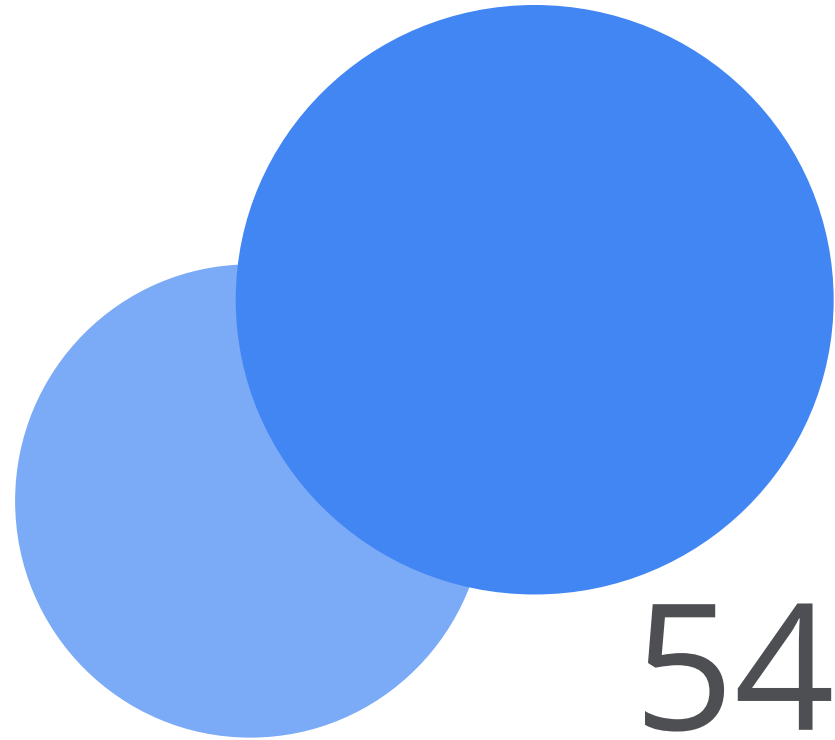


BE FOUND



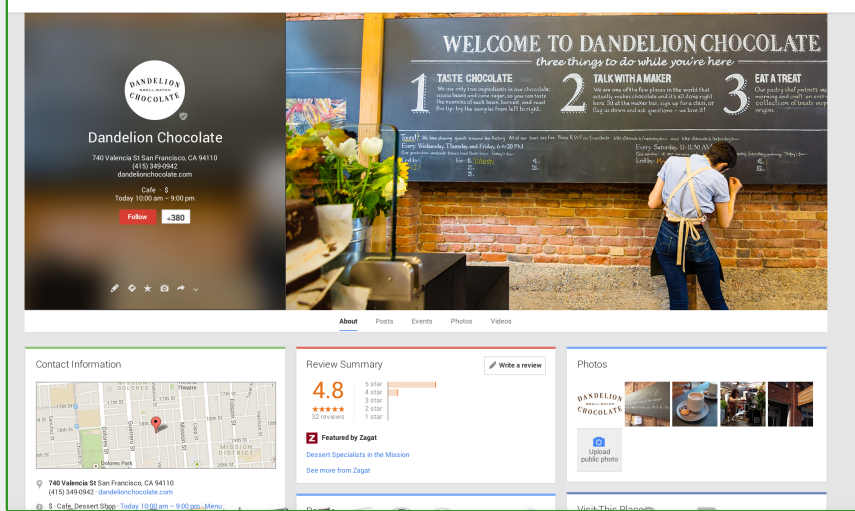
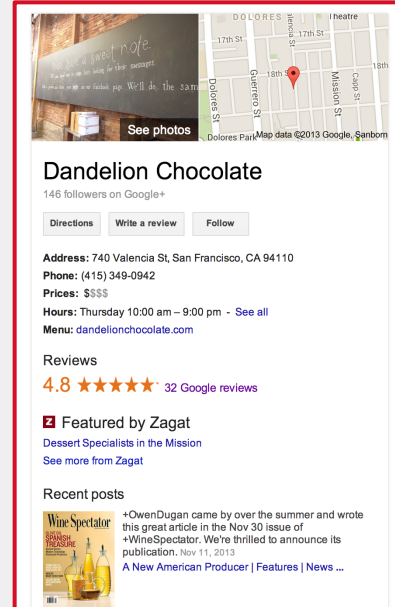
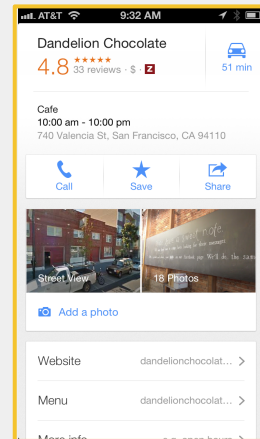
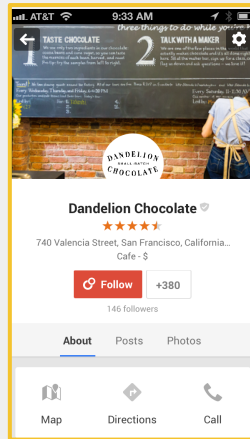
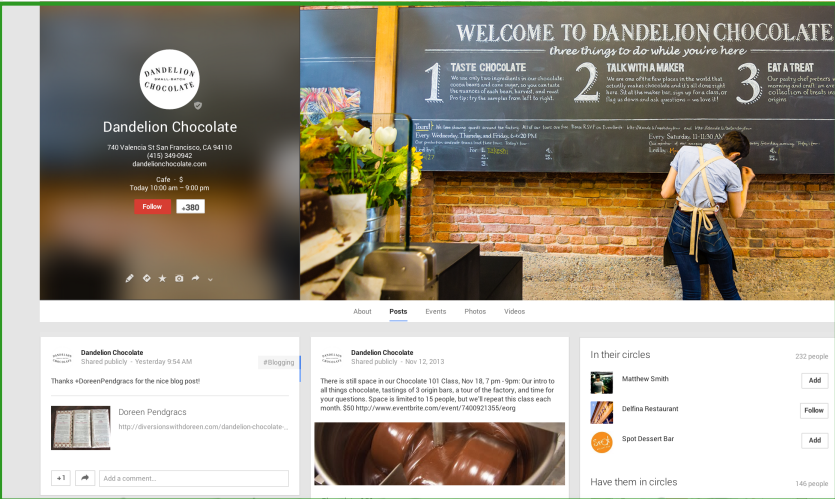
How do people discover brands online?

32%
SOCIAL



54%
SEARCH

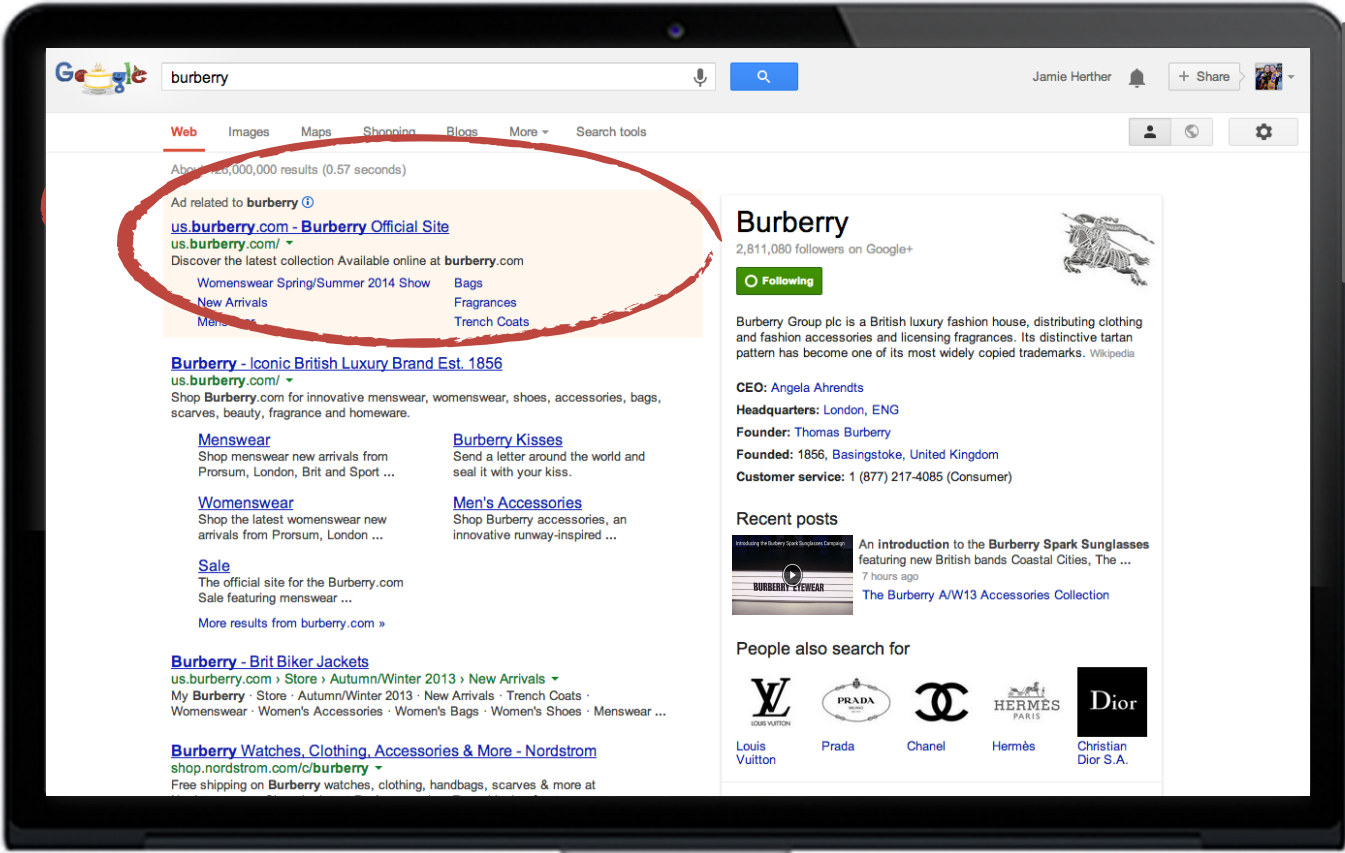
Your G+ page is your business identity across Google



Content from your G+ page is used across all Google properties, so your business identity is consistent whether people are looking for you on Search, Maps, Google+, or mobile devices.

Advertising can complement by increasing the real estate a brand owns on Google

Running an ad on Google can increase your business's presence and reach on Google.



Build awareness of your business

1. Get a G+ page for your business
2. Advertise on Google to increase reach and real estate coverage

STAND OUT





72%

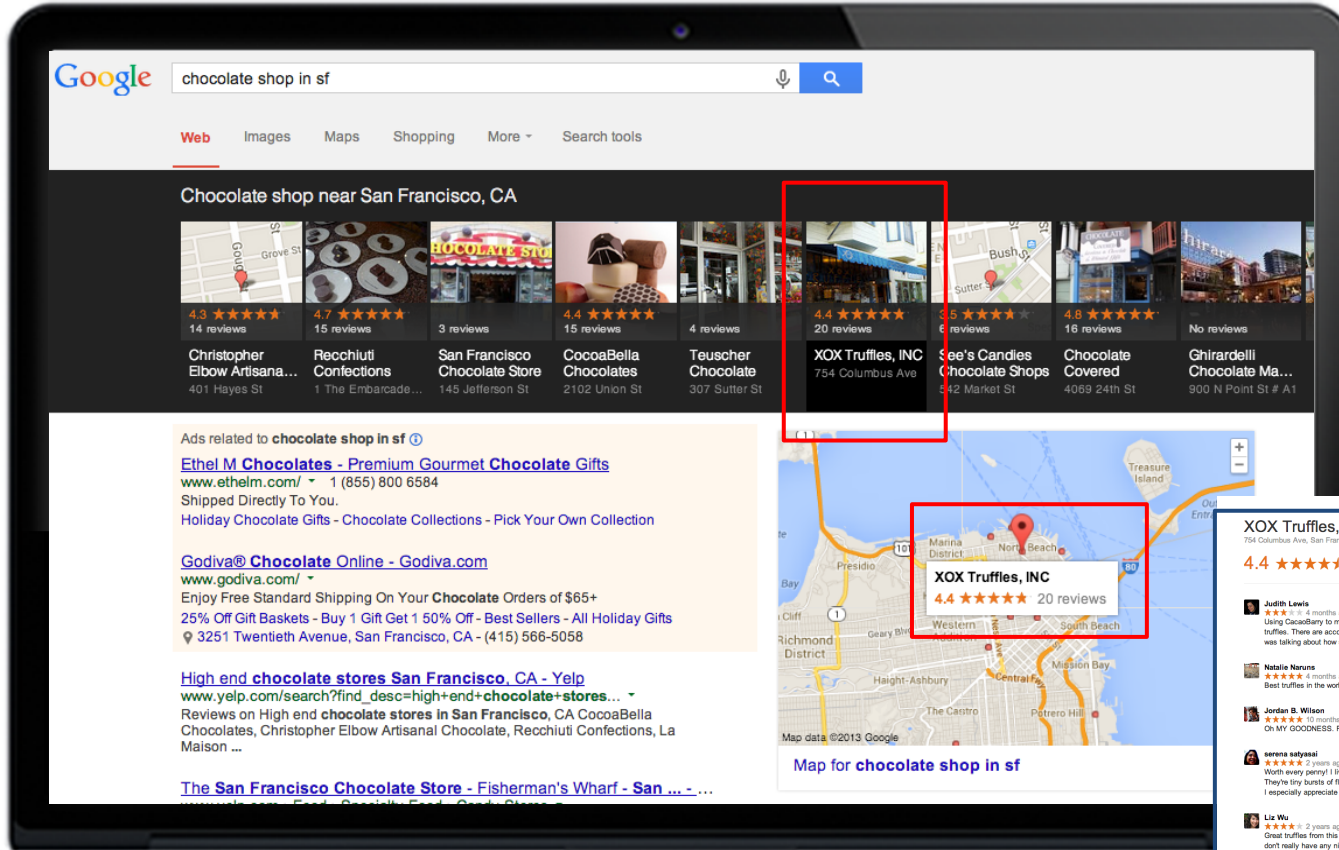
**of consumers trust
online reviews as
much as personal
recommendations**



67%

**of business have an
online social
presence**

Reviews from your customers help your business stand out among your competitors



- To increase number of reviews for your business:
1. Remind customers to leave feedback on Google.
 2. Become an active presence on Google and respond to reviews.
 3. Make sure your business listing is verified.

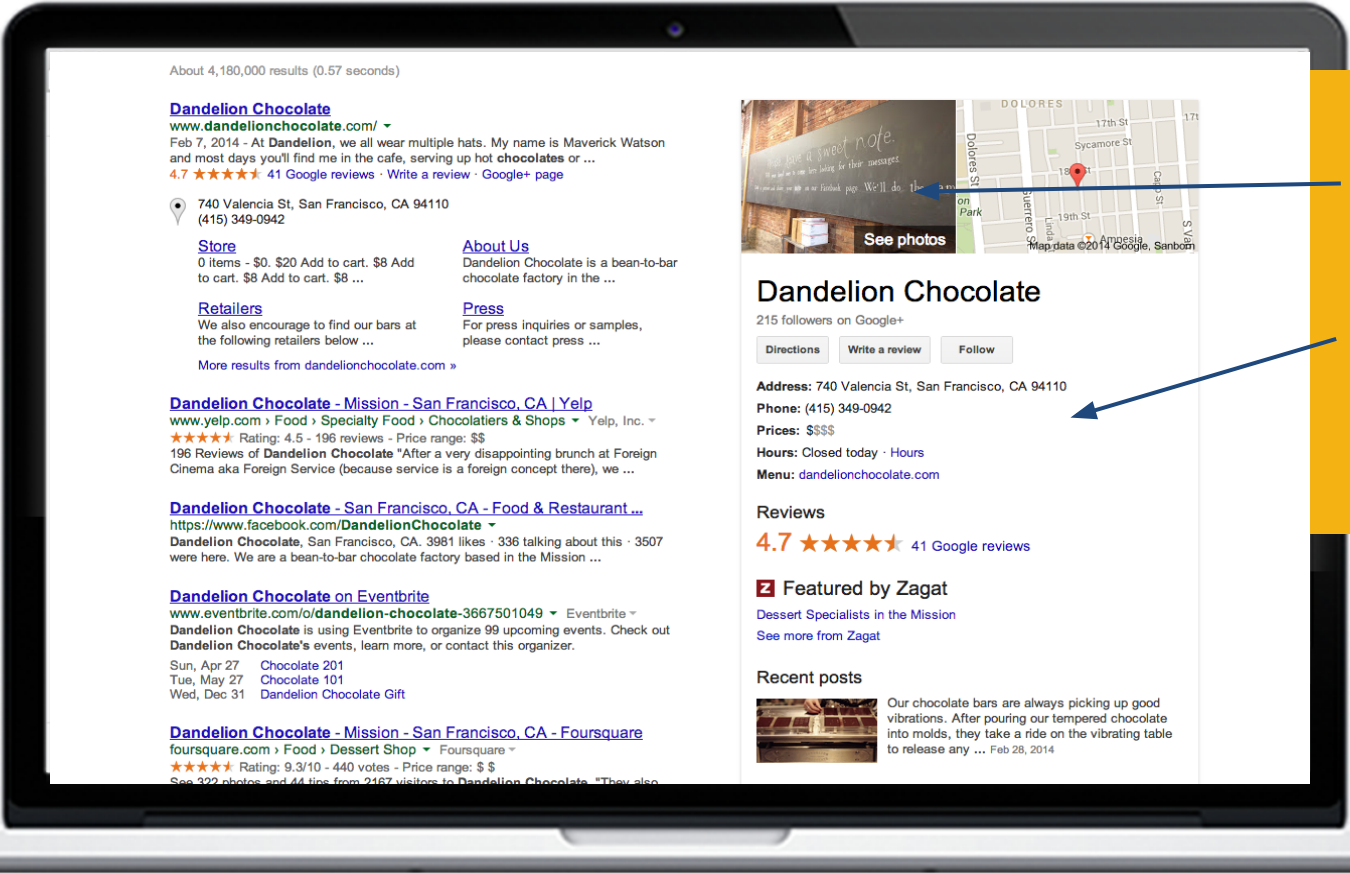
XOX Truffles, INC
754 Columbus Ave, San Francisco, CA

4.4 ★★★★★ 20 reviews

Sort by: Most helpful

- Judith Lewis** ★★★★★ 4 months ago
Using Occasulary to make their truffles and then placing them in a very cold fridge, these are interesting truffles. There are accolades all over the shop about the owner and when I was in there one of the staff was talking about how she was ... More
- Natalie Nurus** ★★★★★ 4 months ago
Best truffles in the world!! The end. Try the milk chocolate, amaretto, orange and earl grey
- Jordan B. Wilson** ★★★★★ 10 months ago
On MY GOODNESS. Free truffle with purchase of small coffee?? Perfect combo. Love this place.
- serena subyasi** ★★★★★ 2 years ago
Worth every penny! I live about 2 blocks from this place and always pick up their treats to give as gifts. They're tiny bursts of flavor that just melt in your mouth - and very definitely made by hand and with love. I especially appreciate some ... More
- Liz Wu** ★★★★★ 2 years ago
Great truffles from this unpretentious shop on Columbus. They make a great gift, but unfortunately they don't really have any nice gift boxes.
- Julie Parent** ★★★★★ 2 years ago
Decent truffles, but flavor variation between truffles is very subtle
- Ilyia Kaushansky** ★★★★★ 10 months ago
Very delicious truffles I highly recommended.

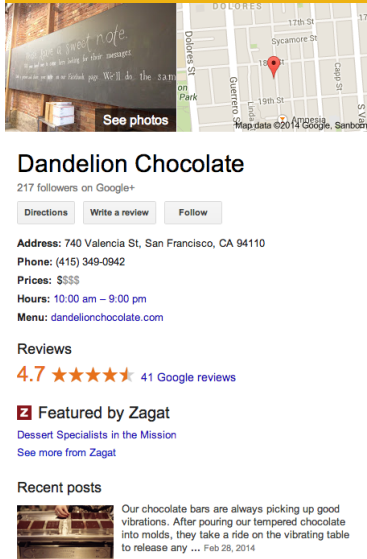
Knowledge card provides a richer business identity



Business photos and information help Dandelion Chocolate stand out in search results

Deep dive: Knowledge panel in Google search

Knowledge Card




Dandelion Chocolate
217 followers on Google+

[Directions](#) [Write a review](#) [Follow](#)

Address: 740 Valencia St, San Francisco, CA 94110
Phone: (415) 349-0942
Prices: \$\$\$\$
Hours: 10:00 am – 9:00 pm
Menu: [dandelionchocolate.com](#)

Reviews
4.7 ★★★★★ 41 Google reviews

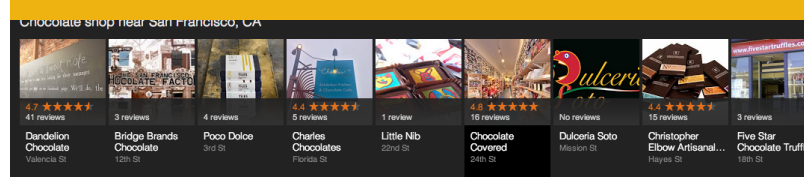
Featured by Zagat
Dessert Specialists in the Mission
[See more from Zagat](#)

Recent posts
 Our chocolate bars are always picking up good vibrations. After pouring our tempered chocolate into molds, they take a ride on the vibrating table to release airy ... Feb 28, 2014










- **Where:** Right panel of Google search results
- **When:** A user searches for a business by name and Google can easily map to a single business
- **How:** Pulls from G+ page and Maps listing (if business is local)

Tip for business: Optimize your G+ page with photos and business information you want displayed.

Knowledge Carousel



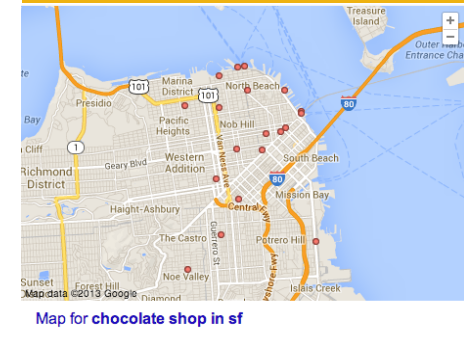
Chocolate shop near San Francisco, CA

 4.7 ★★★★★ 41 reviews	 3 reviews	 4 reviews	 4.4 ★★★★★ 5 reviews	 1 review	 4.4 ★★★★★ 16 reviews	 No reviews	 4.4 ★★★★★ 15 reviews	 3 reviews
Dandelion Chocolate Valencia St	Bridge Brands Chocolate 12th St	Poco Dolce 3rd St	Charlie's Chocolates Florida St	Little Nib 32nd St	Chocolate Covered 24th St	Dulceria Soto Mission St	Christopher Elbow Artisanal... Hayes St	Five Star Chocolate Truffl... 18th St

- **Where:** Above Google search results
- **When:** User searches for an eligible local business category (i.e. “restaurant”, “music venue”)
- **How:** Pulls from G+ page and Maps listing

Tip for business: Optimize your G+ page with photos and business information you want displayed.

Map in Search



Map for chocolate shop in sf

- **Where:** Right panel of Google search results
- **When:** User searches for an eligible local business category (i.e. “restaurant”, “music venue”)
- **How:** Pulls from Google Maps

Tip for business: If business is already on Maps, verify to gain ownership. If business is not on Maps, create a listing through Google Places and verify it, to show on Maps.

Influence consideration by standing out

1. Optimize your G+ page
2. Upload photos of your business to create a richer identity
3. Encourage customers to review your business on Google

ENGAGE TO DRIVE SALES



Online business identity matters

78%

of small businesses now get at least a **25%** of their new customers via **social media**



Create an online community of followers to your business

“Follow” button creates an easy way for your advocates to subscribe to your business

Dandelion Chocolate
740 Valencia St San Francisco, CA 941...
(415) 349-0942
dandelionchocolate.com
Cafe · \$
Today 10:00 am – 9:00 pm
Follow 455

About Posts Events Photos Videos

Dandelion Chocolate #Fondue
Shared publicly · Dec 15, 2013
#Fondue Night – Saturday December, 21st, 6 pm until close. We're ending the 12 nights with Fondue! Starting at 6pm we will be offering fondue with a series of toppings in the cafe. 6PM - 10 PM (or until sold out).

Dandelion Chocolate
Shared publicly · Dec 15, 2013
+Angela Salvatore of +Waterbar and +Terri Wu of +Farallon will be hosting a sweet and savory prix fixe chocolate menu with spirit pairings by +Craig
Read more (13 lines)

In their circles 252 people
Kika's Treats Follow
The Meadow Follow
Meghan Arnold Add
Have them in circles 169 people

Build your following on Google+
Create new page

Their Upcoming Events
Chocolate 101 Going? Today, December 17, 7.

Dandelion Chocolate #Whisky
Shared publicly · Dec 13, 2013
Join us for the 9th night of Chocolate on Thursday December, 19th at 8:30 pm with Lincoln Carson, who heads up the pastry program at the Michael
Read more (16 lines)

Dandelion Chocolate #Delfina
Shared publicly · Dec 12, 2013
Check out tomorrow night's menu, Friday, Dec 13 at 8:30 pm - join us as +Delfina, Pastry Chef +Jessica Sullivan takes over Dandelion for a
Read more (28 lines)

Dandelion Chocolate #Cookies
Shared publicly · Dec 14, 2013
Stop in tomorrow for our Pop up Cookie Party! All day Sunday our pastry chef, Lisa Vega, will be exclusively making holiday cookies in the cafe. Come try her creations or bring some home. ALL DAY

Keep track of your followers. You have control over who sees your posts.

Engage with your customers through posts and activities.

Engagement from the G+ page is also surfaced in Google search, thereby increasing your free real estate on Google

Dandelion Chocolate

www.dandelionchocolate.com/

She will present a wintery 3-course Italian dessert tasting including a Warm Panettone with Dandelion Chocolate Gelato. To complete the evening, a special ...

4.7 ★★★★★ 34 Google reviews · Write a review · Google+ page

740 Valencia St, San Francisco, CA 94110
(415) 349-0942

Store

Chocolate Store. Happy Holidays!
We're so excited to celebrate ...

About Us

About Us. SONY DSC. Dandelion
Chocolate is a bean-to-bar ...

Locations

Factory and Cafe. Dandelion
Chocolate 740 Valencia St San ...

Wholesale

Wholesale.
395080_388918534516172_8 ...

More results from dandelionchocolate.com »

Dandelion Chocolate - Mission - San Francisco, CA - Yelp

www.yelp.com > Food > Specialty Food > Chocolatiers & Shops

★★★★★ Rating: 4 - 153 reviews - Price range: \$\$

153 Reviews of Dandelion Chocolate "Great place for chocolate lovers! My favorite thing I tried was the pumpkin pie in a jar. I would have taken a photo but I ...

Dandelion Chocolate - San Francisco, CA - Food & Restaurant ...

<https://www.facebook.com/DandelionChocolate>

Dandelion Chocolate, San Francisco, CA. 3226 likes · 383 talking about this · 2618 were here. We are a bean-to-bar chocolate factory based in the Mission ...

Dandelion Chocolate (DandelionChoco) on Twitter

<https://twitter.com/DandelionChoco>

The latest from Dandelion Chocolate (@DandelionChoco). Dandelion Chocolate is a bean-to-bar chocolate factory and cafe based in the Mission District of San ...

Dandelion Chocolate on Eventbrite

www.eventbrite.com/o/dandelion-chocolate-3667501049

Dandelion Chocolate is using Eventbrite to organize 150 upcoming events. Check out Dandelion Chocolate's events, learn more, or contact this organizer.

Tue, Dec 17 12 Nights: Crunchy Creamy All Chocolate Pop Up Party with ...
Wed, Dec 18 12 Nights: Wine & Chocolate II
Thu, Dec 19 12 Nights: Lincoln Carson - Chocolate and Whiskey

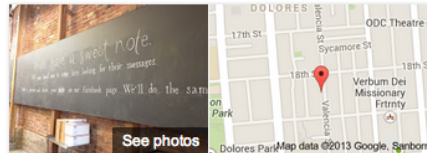
Dandelion Chocolate - Cool Hunting

www.coolhunting.com/food-drink/dandelion-chocolate.php

Sep 6, 2013 - A sweet tooth's dream find in San Francisco's Mission District.

Dandelion Chocolate | David Lebovitz

www.davidebovitz.com/2013/02/dandelion-chocolate-san-francisco/



Dandelion Chocolate

169 followers on Google+

Directions Write a review Follow

Address: 740 Valencia St, San Francisco, CA 94110

Phone: (415) 349-0942

Prices: \$\$\$\$

Hours: Tuesday 10:00 am – 9:00 pm - See all

Menu: dandelionchocolate.com

Reviews

4.7 ★★★★★ 34 Google reviews

Featured by Zagat

Dessert Specialists in the Mission

See more from Zagat

Recent posts



+Angela Salvatore of +Waterbar and +Terri Wu of +Farallon will be hosting a sweet and savory prix fixe chocolate menu with spirit pairings by +Craig Lane of +Bar ... Dec 14, 2013

People also search for



Rechliuti Confecti...



Christopher Elbow Artisanal Chocolates



CocoaBella Chocolates



Poco Dolce



Chocolate Covered

Recent posts



+Angela Salvatore of +Waterbar and +Terri Wu of +Farallon will be hosting a sweet and savory prix fixe chocolate menu with spirit pairings by +Craig Lane of +Bar ... Dec 14, 2013

Drive sales through engaging customers

1. Communicate and engage with your online community through posts
2. Posts show in Google search, further increasing your engagement.

Local business checklist



- Claim/Create Google+ Page
- Verify the Google+ Page
- Complete business profile information in Google Places for the Google+ page
- Upload photos of your business
- Encourage customers to review your business
- Engage at least once a week through posts
- Grow your followers and your online identity