

Today's message is not about Adwords just yet. This is about using Google My Business (for free) to expand and edit what people see when they search for your school's name specifically.

What are we talking about?

Here is an example. When someone uses Google Search or Maps to look for a specific business name (and city), Google will display something like these.

Search results page (see right sidebar I've marked in red):

Maps search results (see left sidebar I've marked in red):



Why spend the time?

Regardless of how parents hear about your school, chances are they will look you up online. Accurate and complete information conveys your school is on top of things--and has the chance of encouraging potential parents to take the next step. Look at the differences in the two examples below. (To save space these images are of the sidebar only. They would display on the right side of the search results page, as in the top example above.)



Some things to note:

- In addition to the address and phone number there is a description of the school overall.
- Citing accreditation adds to your credibility.
- Reviews can be a double-edged sword--encourage your parents to review you on Google and Greatschools so you have supportive information here.
- Good quotes are the best testimonials you can have.
- "See photos" can include pictures you post of various school activities. See ["Take compelling photos with your phone."](#)
- The photos and much of the information (listed as "quick facts") are also shown in a Maps search result.
- Listing the number of students for small schools may not be effective.

Some things to note:

- "Own this business?" (circled in red) indicates that no one from the school has claimed it. So the information here is just whatever Google finds online.
- Nancy, please do not be offended that I used your school as an example. I needed to show what the sidebar looks like for an

