RHYTHM & ROOTS

Marketing Magic: Twirl, Spin, Grow

How to set up and manage a Google Business Profile

Creating a Google Business Profile helps people find your club through Google Search and Maps. It's free, easy, and attracts new members!

What You'll Need

- Google (Gmail) account for your club (e.g., RaleighCapitalSquares@gmail.com)

- Club name and address (use your dance venue)

- Google Voice number linked to your Gmail for a club phone line

- Club website (if available)

- Optional: Club logo and photos

What To Do

1. Go to Google Business Profile (google.com/business) and click the **Sign in** button.

2. Enter Your Club's Name.

3. Under **Choose your business type**, select **Local store**.

4. Under **Enter a business category**, enter **Social club** or **Club**.

5. Under **Enter your business address**, provide the address of your dance hall, community center, or church where your club meets.

6. Enter your club's phone number: Use the Google Voice number linked to your gmail account. Enter your club's website, if you have one.

What To Do (continued)

7. Finish and verify: Choose a verification method (usually a phone code). Follow the instructions to complete verification.

8. Customize your profile. Add the following to help visitors learn about your club:
    - Business hours (dance nights or class times)
    - Club description (e.g., "Fun, friendly, and welcoming to all ages")
    - Photos or logo
    - Links to your website, social media, and calendar

9. Keep it updated: Review contacts and dance times regularly to make sure they're current, and add photos and videos as often as possible!

Once verified, your club will show up on Google Maps and Search. People can find where and when you dance, see photos, and contact you easily.

How To Raise Visibility and Reach Potential Members

1. Check that the following details are included in your profile and exactly match the details on other platforms (e.g., Facebook, Instagram, website):

    - Club name
    - Address of dance venue
    - Phone number
    - Website
    - Appropriate category (e.g., Social club)

2. Include a keyword-rich (e.g., square dance) but human-sounding and friendly business description. The more you use the keywords, the more likely it is that your Google profile will show up in search results, but you don't want to sound repetitive or awkward. Try to strike a balance between writing for the search engine (without which no one will see your profile) and for the people you're trying to reach.

3. Add pictures: Gather photos and videos from events and post them. Check out Google's guidelines for [uploading and managing images](#) for more information.

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How To Raise Visibility (continued)

4.   [Create an Event post](#) for any upcoming events.

5.   Get REVIEWS! This is critical for increasing visibility. Here are a few ways:

   ○   At dances and events print out the [QR code for the Reviews tab](#) of your profile and ask folks to leave a positive review. If they have any reservations about leaving a positive review, try to address their concerns.
   ○   In the signature line of every email you send, include the [link for the Reviews tab](#) of your profile and a request for a review. (For example, "Please leave a google review for the Village Swingers Square Dance Club.")
   ○   Add a "Review us" button to your website.
   ○   Consider offering a free or discounted dance admission or some other incentive to leave a review.
   ○   Remember that anyone can leave a review, anyone at all. Ask dancers from other clubs to help your club out by leaving a review.

6.   Respond to all reviews! Be sure to thank the reviewer, and use keywords (e.g., square dance) in your response.

7.   When you have reviews on your Google profile, you can display the reviews on the front page of your website. See what this looks like by scrolling down to the bottom of the [Capital Squares](#) home page.

8.   Update your Google profile regularly. The search engine prioritizes new content, so keep posting photos and videos!

To see an example of a Google Business Profile that's maximizing its reach, do a [Google search](#) for "capital squares square dance club" and check out the club's profile displayed at the top of the page.