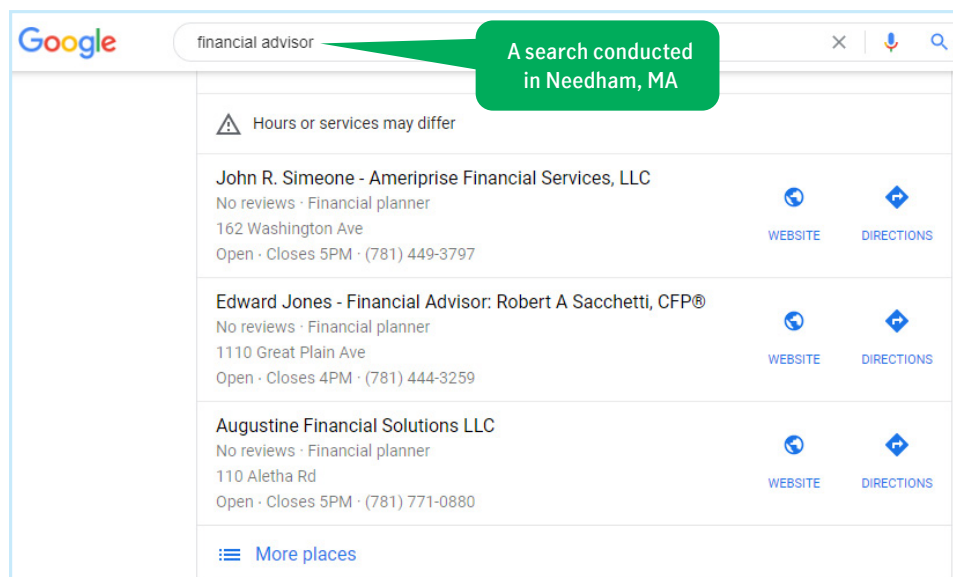


For financial professional use only

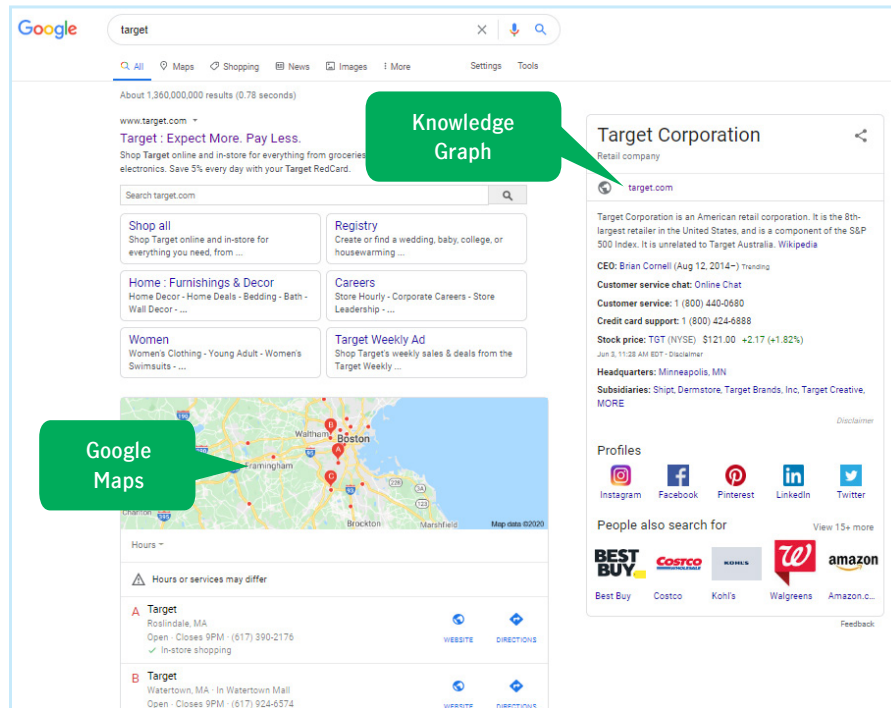
# Creating and optimizing your Google My Business account

## What's Google My Business?

It's a platform that allows companies to manage their online presence and make their businesses stand out to drive web traffic and increase contacts from potential clients. For example, if a Needham, MA, resident searches for "financial advisor," Google will display businesses closest to that location—including yours—if you use Google My Business.



In addition, when prospects and clients search for your business, results may be displayed in Knowledge Graph, Google Maps, Google Plus, and Google Search. Google My Business provides prospects and clients quick access to your company profile, including the description, contact information, location, social media handles, announcements, and more.

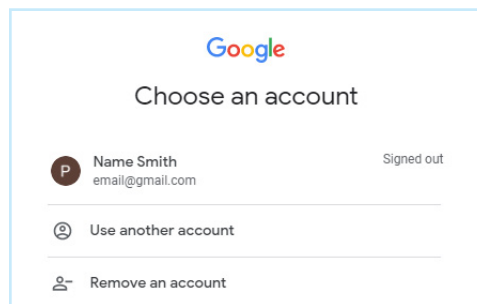


In addition, Google My Business enables you to:

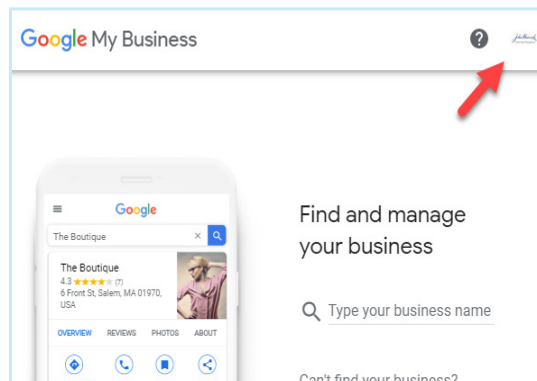
- Collect and respond to customer reviews
- Chat directly with prospects and customers through Google's direct messaging feature
- Publish events and announcements
- Include social media handles

## How to set up your Google My Business account

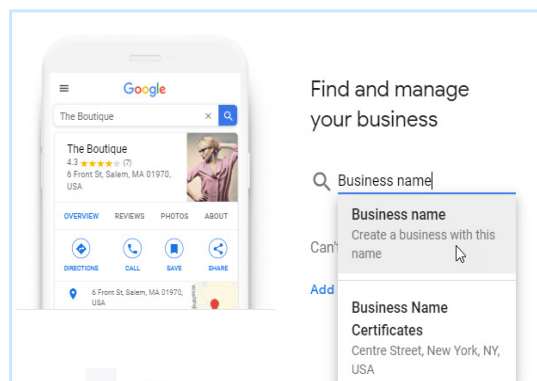
- 1 Go to [business.google.com/create](https://business.google.com/create)
- 2 Ensure that you're logged in to a Google account to create or manage your business listing. If you're not, you'll be directed to the screen below, where you'll need to select an account or create one (a Google account is mandatory).



- 3 If you want to select a different Google account to manage this listing, click the logo on the top right and select the account you want.



- 4 Search for your business name. If your business already appears on the list, you'll need to verify ownership. If it doesn't appear on the list, select "Create a business with this name." (Don't create a duplicate listing if one already exists, as duplication would hurt search engine optimization.)



### 5 Filling out company details

Follow the step-by-step guide to filling out information for your business, including name, category, address, contact number, and website URL.

### 6 Verifying ownership

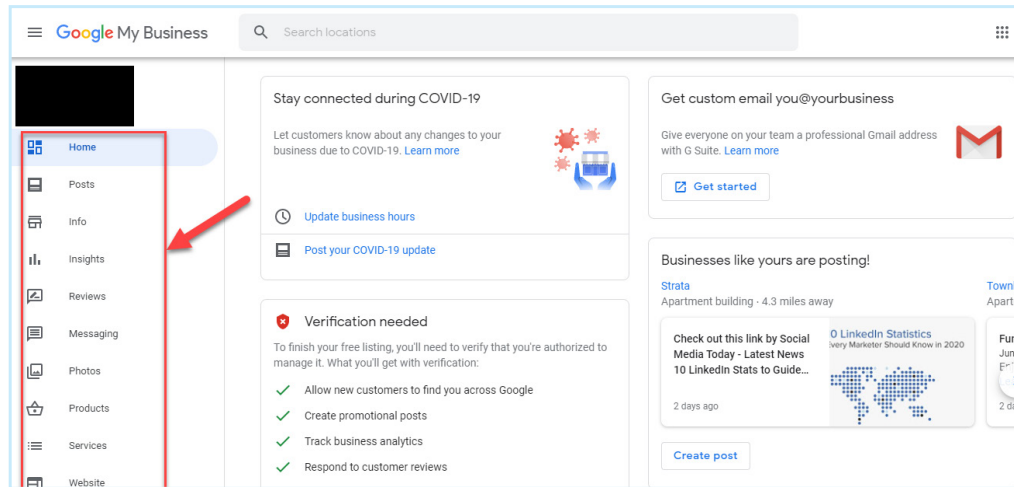
Select among the verification options that'll appear. If you select the postcard option, you'll receive a postcard mailed to the physical address of your business with a personal identification number (PIN) within three to five days. Once you get it, sign in to your Google My Business profile, select "Enter Code," enter the five-digit PIN, and click "Submit."

### 7 Completing your profile

You may manage your listing page even before verifying ownership, but it won't be eligible to appear in Google search results until verification has been completed. Manage your account page by selecting each section on the left-hand panel and filling out the information.

## Tips for optimizing your profile

- Write a thoughtful and detailed company description
- Use a local phone number rather than a call center
- Create posts for business updates, add videos, and so on, to boost search visibility
- Add meaningful photos
- Add social media profiles



## Additional resources

- **Google My Business support page:** [support.google.com/business/](https://support.google.com/business/)
- **How to optimize your profile:**
  - [neilpatel.com/blog/optimize-google-my-business/](https://neilpatel.com/blog/optimize-google-my-business/)
  - [brightlocal.com/learn/how-to-optimize-google-my-business/](https://brightlocal.com/learn/how-to-optimize-google-my-business/)

*John Hancock* Investment Management

John Hancock Investment Management Distributors LLC, Member FINRA, SIPC, 200 Berkeley Street, Boston, MA 02116, 800-225-6020, [jhinvestments.com](https://jhinvestments.com)

MF 1853627

GMBFLY 9/21