

Google My Business

Description

Google My Business is a business listing service provided and operated by Google that helps you manage your online presence on Google.

Course Content

- Module 01: Usefulness of Google My Business
- Module 02: Google My Business and local SEO
- Module 03: Features of Google My Business
- Module 04: Creating Your Own Online Presence
- Module 05: Creating a campaign

Documentation

- Digital courseware included

Participant profiles

- Marketing professionals
- Communication professionals
- Business owners
- Webmasters

Prerequisites

- No prerequisites

Objectives

- Know the features of Google Data Studio
- Develop your local presence in Google search results
- Highlight its products and services
- Integrate Google My Business into existing channels
- Strengthen your communication with your local customers
- Create a promotional campaign through Google My Business

Niveau

Fondamental

Classroom Registration Price (CHF)

700

Virtual Classroom Registration Price (CHF)

650

Duration (in Days)

1

Reference

GMP-03