LET'S PUT OUR CITIES ON THE MAP

with Google

OFFICIAL HANBOOK

WELCOME

I'm happy to partner with you to put your city on the map. Small businesses are the backbone of our local economies—and when people can find information about local dentists, dry cleaners, and daycares, our communities become even stronger. In fact, having more complete business info online can help a small community generate up to $300,000 more a year.[1]

This kit and handbook will help you rally every business owner in your community to update their info online. Digital versions of the materials in the handbook are also included—find them on the USB drive or at **gybo.com/partnerkits**.

We've included a poster in the kit to help you plan out your next steps. Hang it up in your office to help you stay on track, and don't hesitate to email us at **gybopartners@google.com** with any questions.

Thanks again for partnering with us to support local businesses.

Let's do this,
Emily Harris

*P.S. Already know you'll be hosting workshops? Great! Learn more about our reward program by visiting **gybo.com/partnerrewards**.*

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JOIN THE COMMUNITY FOR OFFICIAL CITY PARTNERS

Get 1:1 support from Google experts, collaborate with fellow partners, and be the first to hear about program updates by joining the free Google+ community for Official City Partners (you need a Gmail or Google Account to sign up):

g.co/gybocommunity

Next, sign up for a Partner Orientation. In these live, virtual training sessions, Google experts meet with you via Google Hangout to answer questions about launching the program or hosting workshops. To sign up, head to the Events page in the community.

ORDER FREE GEAR FROM THE ONLINE STORE

The materials in this kit will help you launch the program in your city—but don't worry, you can still order gear to host a workshop. Just visit our exclusive online store to order stickers, t-shirts, and tote bags. The best part? Everything in this store is free for you.

Visit **gybo.com/store** and request access by filling out a quick form. You'll get an email confirmation once your access has been granted. Then, you're all set to sign in. And that's it— happy shopping!

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PREPARE FOR A
SUCCESSFUL LAUNCH

The next few pages show samples of promotional materials that you can use to spread the word about the program— take a read through before your launch. When you're ready, send out an email announcement, post on social media, and distribute the handouts and flyers. Then, of course, do a victory lap around the office.

Find customized versions of the samples in this handbook by visiting **gybo.com/partnerkits**.

EMAIL ANNOUNCEMENT

Use this template to introduce the program to your community.

Bonus points: Attach the program handout or flyer to your email.

New Message ⎯ ／ X

To:

Subject line: Let's Put [YOUR CITY] on the Map

Hi [FIRST NAME],

We're partnering with Google to help put every business in [YOUR CITY] on the map—including yours.

Businesses that have complete business information online are twice as likely to be considered reputable by consumers. When people can find info about local dentists, dry cleaners, and your business, our community becomes even stronger.

Getting all of your business info online is free and easy. Get started at:

www.gybo.com

See you on the web,

[YOUR NAME]
[YOUR ORGANIZATION]
Official City Partner, Let's Put [YOUR CITY] on the Map

P.S. This program is free and available to all businesses, so spread the word and help put [YOUR CITY] on the map.

Send

SOCIAL MEDIA POSTS

Build buzz on Google+ and Facebook with these posts—don't forget to add the hashtag **#OnTheMap**. And add a little bang to your buzz by attaching your official city logo.

Businesses with complete listings online are twice as likely to be considered reputable. Find out what your listing looks like when customers search for your business on Google Search and Maps. Visit gybo.com/business and type in your business name to get recommendations on how to improve your presence online. Let's Put #[YOUR CITY] #OnTheMap

Share   Cancel

Businesses that are online are expected to grow 40% faster than those that aren't. Have a local business that's close to your heart? Help put them #OnTheMap gybo.com

Share   Cancel

It's nice to be a regular. Give a little something back to your favorite diner, dry cleaner, or barbershop by helping us put #[YOUR CITY] #OnTheMap gybo.com/showsupport

Share   Cancel

Learn how we're partnering with Google to help every business in #[YOUR CITY] get online and #OnTheMap—for free at gybo.com

Share   Cancel

SOCIAL MEDIA POSTS

Get the word out on Twitter with these posts. If you write your own posts, don't forget to add your city name and include the hashtag **#OnTheMap**.

Make it your business to get #[YOUR CITY] businesses online. Let's put #[YOUR CITY] #OnTheMap gybo.com

Tweet

We're working with Google to put #[YOUR CITY] #OnTheMap gybo.com

Tweet

Check to see how customers see your business #OnTheMap and in Google Search gybo.com/business

Tweet

Like being a regular? Support your fave local dry cleaner or diner & help us put #[YOUR CITY] #OnTheMap gybo.com

Tweet

PROGRAM FLYER

A custom version of this flyer can be found on your digital kit at

gybo.com/partnerkits. Print it, hang it up, and email it around.

PROGRAM HANDOUT

Attach this handout to all of your emails. You can also print out a stack to give to local businesses that stop by the office or join your workshops.

PUT YOUR BUSINESS ON THE MAP

We want to help every business in our community get found on the web—starting with yours.

People are searching online for businesses like yours every day. Make sure they can find and connect with you by adding your business information to Google Search and Maps. It's easy and free.

WHY BEING ONLINE IS IMPORTANT

97% of consumers look online for local goods and services.[1]

4 out of 5 consumers use search engines to find local information nearby.[2]

37% of businesses have claimed a local business listing on a search engine.[3]

Here's what your business could look like on Google Search:
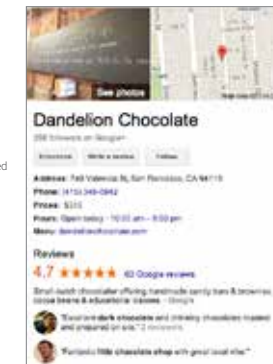
Source:
1. BIA/Kelsey, User View Wave VII, March 2010
2. Google/Ipsos MediaCT/Purchased, Understanding Consumers' Local Search Behavior, May 2014
3. MarketingSherpa, 2012 Search Marketing Benchmark Report — SEO Edition, June 2011

HOW TO GET YOUR BUSINESS INFO ON THE MAP

1. **GO TO GYBO.COM/BUSINESS TO CHECK HOW YOUR BUSINESS SHOWS UP ON GOOGLE**

   - Type in your business name.
   - Add your business for free if it isn't on the list.
   - Review suggestions on how to improve your presence on Google.

2. **VERIFY YOUR BUSINESS**

   - Wait for a call or card from Google confirming your address and sending a PIN code.
   - Follow the sign in instructions and insert your PIN where the screen says "Enter Code."

3. **MANAGE YOUR BUSINESS INFORMATION**

   - Make sure we have the right details for your business, including phone number, address, and hours of operation.

4. **KEEP YOUR INFORMATION UP TO DATE**

   - Check back to manage reviews, add photos, update your info, and more.
   - Download the Google My Business app for Android in the Google Play Store or for iOS in the App Store.
   - Use the app to update your business information directly from your mobile phone.

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PREPARE FOR A SUCCESSFUL WORKSHOP

Ready to host a workshop and put your community on the map? In this section, we've outlined everything you'll need to make it happen. Find this same info–as well as clickable links to workshop videos and slides–at **gybo.com/partnerworkshop**.

Not ready? No worries. Check out the Official City Partners community and join a Host a Workshop Partner Orientation for a little inspiration to help get you started.

Learn more about how you can earn rewards for hosting workshops and helping businesses get on the map:
gybo.com/partnerrewards.

PLAN YOUR WORKSHOP IN 4 STEPS

Step 1. Choose a format and select a date

Choose one of our three formats:

- ☐ **Live virtual workshop:** Taught online through video streaming and followed by text Q&A with Google experts.

- ☐ **Video playlist**: Taught via on-demand videos that you select from our workshop playlist at **gybo.com/partnerplaylist**.

- ☐ **Live in-person presentation:** Use our presentation and speaker notes at **gybo.com/workshopslides** to present the lesson live yourself.

Select a date:

- ☐ RSVP to one of our live virtual workshops from the Events page in the Official City Partners community at **g.co/gybocommunity**.

    OR

- ☐ Pick a date and time that works for you to host a workshop. It may be a day that you've already set aside for a local business event or webinar. Just give the agenda a little boost with one of our videos or presentations.

Step 2. Prepare your event space

The key here is to find a space with the right equipment. We've spelled out the specs that will help things run smoothly. (If you already have a space booked, confirm that it meets these requirements.)

- ☐ **Presentation equipment:** You'll need a laptop/computer connected to the internet, and hooked up to a projector and screen (or large monitor), as well as a sound system that will play the audio portion of the workshop.

- ☐ **Attendee laptops:** If you're hosting a workshop that requires work time (like Get Found on Google Search and Maps), provide attendees with laptops or ask them to bring their own. Make sure there's a WiFi connection for them to join.

- ☐ **Timing:** Reserve enough time to host the complete presentation and build in hands-on work time when needed.

- ☐ **Giveaways:** Visit our online store to order free t-shirts, tote bags, and more at **gybo.com/store**. If your attendees love them, you can order more for your next workshop. (Give yourself plenty of time for the order to ship.)

Step 3. Promote your event

Once you've secured a date, time, and event space, you're ready to start promoting your workshop. Luckily, everything you need is ready to go in this kit.

☐ Use the provided promotional materials to spread the word. The templates in this handbook are samples—customize the versions on your USB or visit your digital kit (**gybo.com/partnerkits**) for versions with your city logo.

☐ Fill out **gybo.com/promoteworkshop** with your workshop info, so we can promote it on the Events page of **gybo.com** in your city.

Step 4. Prep your event

Ready for your big day? Don't forget to:

☐ Send out a reminder email. (You can find this on your digital kit and USB drive.)

☐ Print out the presentations (at **gybo.com/workshopslides**) and any handouts.

☐ Visit the event space and do a practice run to test your internet connection, sound system, and display.

☐ Decorate the space with any gear you ordered from the store: **gybo.com/store**. (We recommend that you set up the banner toward the front of the room, place a pen and notepad at each attendee seat, and hang tote bags on the back of each chair.)

Once you've completed these four steps, you're all set. Enjoy a wonderful workshop!

If you need any support leading up to your workshop, visit us in the community for help: **g.co/gybocommunity**.

GET FAMILIAR WITH OUR VIDEO LESSONS

If you've chosen to run your workshop using a lesson from the partner playlist, great. You'll have the scheduling flexibility to create a custom workshop or build the lesson into one of your existing events or webinars for local businesses.

All of the presentation videos can be found at **gybo.com/partnerplaylist**. We encourage you to print the presentation slides for attendees to follow along and take notes during the workshop. You can find the slides at **gybo.com/workshopslides**.

We've included descriptions of our three most popular presentations. Use these to promote your event in your emails, press releases, and flyers.

Get Found on Google Search and Maps: We explain how to set up Google My Business, a free tool that helps you manage information displayed to customers on Google Search and Maps.

30 MIN
Presentation time: 10 minutes
Attendee work time: 20 minutes (to set up Google My Business and start the verification process)

Build Your Free Website: We walk you through setting up a StartLogic account, customizing a website, and choosing a domain name (free for one year).*

60 MIN
Presentation time: 20 minutes
Attendee work time: 40 minutes (to build a website)

Grow Your Business Online: We provide an overview of Google tools to help you improve your presence online, including Google Webmaster Tools, Google Analytics, Google Apps for Work, and more.

45 MIN
Presentation time: 30 minutes
Attendee work time: 15 minutes (to dig in to some of the tools)

*We partner with StartLogic to offer your local businesses this free, easy-to-use website and domain name. After the first year, monthly hosting charges and annual domain renewal pricing apply. Learn more at gybo.com/faq.

WORKSHOP INVITATION EMAIL

Customize this email template to invite businesses to your upcoming workshop. An HTML version is included on your USB drive and at **gybo.com/partnerkits**.

New Message — / X

To:

Subject line: Free workshop: Let's Put [YOUR CITY] on the Map

Hi [FIRST NAME],

People in [YOUR CITY] are looking for what you offer—and they're looking online. That's why we're teaming up with Google to host a free workshop to help you and your fellow businesses get online and on the map.

Join us, and invite anyone you think would benefit.

[ENTER WORKSHOP TITLE & DESCRIPTION]
[ENTER WORKSHOP DATE]
[ENTER WORKSHOP TIME]
[ENTER WORKSHOP LOCATION]

<link> RSVP now. <link>

Help more customers connect with your business on the web— it's free and easy to get started. We hope you'll join us to learn more.

<full URL link to RSVP page>

Together, we can help put [YOUR CITY] on the map.

See you there,

[NAME]
[ORGANIZATION]
Official City Partner, Let's Put [YOUR CITY] on the Map

Send

WORKSHOP SOCIAL MEDIA POSTS

Customize these Google+ and Facebook posts to promote your workshop. We suggest adding your city logo (it's in your digital kit) and the hashtag **#OnTheMap** to any posts you write.

Join us for a free Let's Put #[YOUR CITY] #OnTheMap workshop on [INSERT DATE] to help get your business online. Not a business owner? Tell one you know. <REGISTRATION LINK>

Share   Cancel

Know a business that needs to get online? Tell them about our free Let's Put #[YOUR CITY] #OnTheMap workshop on [INSERT DATE]. <REGISTRATION LINK>

Share   Cancel

97% of consumers research local products and services online before making a purchase. Help those people find you online. Join us for a free Let's Put #[YOUR CITY] #OnTheMap workshop on [INSERT DATE]. <REGISTRATION LINK>

Share   Cancel

WORKSHOP SOCIAL MEDIA POSTS

Announce and promote your workshops on Twitter with these posts. If you write your own posts, don't forget to include the hashtag **#OnTheMap**.

Know a business that needs to get online? Tell them about our free workshop on [INSERT DATE] : <REGISTRATION LINK>

Tweet

Attend our [INSERT DATE] workshop to learn about getting your business online and #OnTheMap. <REGISTRATION LINK>

Tweet

Want customers to find your biz #OnTheMap? Attend our free workshop on [INSERT DATE]. <REGISTRATION LINK>

Tweet

WORKSHOP FLYER

Customize this flyer with your workshop information. Then,

email it, hang it up around town, and hand it out to businesses.

LET'S PUT OUR CITIES ON THE MAP

with **Google**

MAKE SURE YOUR BUSINESS SHOWS UP ONLINE — FOR FREE

**Help people in [YOUR CITY] find you by getting your business online.
Join us for a free workshop to help you get started.**

DATE	insert date
TIME	insert time
LOCATION	insert location
REGISTER	insert URL here

For more details, contact: Partner Contact Info Here.

WORKSHOP PRESS RELEASE

Share this press release with local media to spread the word about your upcoming workshop. Just customize it and you're good to go.

For Immediate Release: [DATE]

The Office of [ORGANIZATION]
[CITY, STATE]

[ORGANIZATION] to host *Let's Put* **[YOUR CITY]** *on the Map* **workshop
to help small businesses succeed on the web**

[DATE], [CITY, STATE]- [ORGANIZATION] is helping small businesses grow their presence online with a *Let's Put* [YOUR CITY] *on the Map* workshop, which will feature a lesson about [INSERT TOPIC]. The workshop will be hosted on [DATE] at [LOCATION] from [TIME] to [TIME].

Let's Put [YOUR CITY] *on the Map* is part of Google's *Get Your Business Online* program and aims to bring community members, business owners, and civic leaders together to help small businesses succeed on the web.

[INSERT QUOTE FROM HOST ORGANIZATION]

"4 out of 5 consumers use search engines to find local information nearby, yet only 37% of businesses have claimed their listing on a search engine," says Soo Young Kim, Head of Small Business Engagement at Google. "Small businesses are the engine of local economies and when they flourish, their communities do as well."

Let's Put Our Cities on the Map is a program designed to empower communities to support their local businesses and encourage them to get on the map. Local businesses keep our communities strong; when we help them succeed on the web, they make our communities even stronger. The [WORKSHOP TITLE] workshop is a Google presentation hosted by [ORGANIZATION]. Visit www.gybo.com to learn more about the program and get involved.

Please RSVP here: [LINK]

About [ORGANIZATION]
[ORGANIZATION'S BOILERPLATE]

About Get Your Business Online
Get Your Business Online is a fast, easy, and free way for small businesses to get online. While 97% of consumers look online for local products and services, 55% of small businesses do not have a website. *Get Your Business Online* provides small businesses with a free website as well as free tools, training, and resources to help their business succeed online.

WORKSHOP REMINDER EMAIL

Customize this email template with your workshop information. Then, send it out to remind attendees of your upcoming workshop. An HTML version is included on your USB drive and at **gybo.com/partnerkits**.

New Message   _ / X

To:

Subject line: Reminder: It's almost time for your free Google workshop

Hi [FIRST NAME],

It's time to get [YOUR CITY] on the map.

[INSERT WORKSHOP TITLE]
[INSERT DATE] at [INSERT TIME]
[INSERT ADDRESS]

[IF YOU'RE INCLUDING WORK TIME IN YOUR EVENT, LET THE BUSINESS OWNERS KNOW IF THEY'LL NEED TO BRING A LAPTOP: Please remember to bring a laptop.]

Before the event, you'll need to create a Google Account to access the free online tools. If you already have a Google or Gmail Account, you're all set. Just remember to bring your username and password. If you don't have a Gmail or Google Account, you can create one for free at:

accounts.google.com/signup

And that's it. We look forward to seeing you soon and helping you grow your business,

[NAME]
[ORGANIZATION]
Official City Partner, Let's Put [YOUR CITY] on the Map

Send

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KEEP IN TOUCH

We're here to celebrate you! Keep us updated on the great work you're doing by sharing program updates in the community at **g.co/gybocommunity**.

Help some great businesses get on the map? We want to know about it. Host a workshop for local business owners? Tell us how it went. Work with other partner organizations to spread the word in your community? Send us a photo of all your smiling faces. Share updates like these and more in the community.

If you've faced any challenges or obstacles along the way, let us know about that too. We're here to help you and to learn how to better support our partners. Get in touch by posting in the community or emailing us at **gybopartners@google.com**.