

Google Visibility for Nonprofits



**HANOVER CHAMBER
OF COMMERCE**

*Connecting the Businesses, Communities & Individuals
OF HANOVER COUNTY, VA*



Angela C. Wright
Marketing Manager
ACWright@HanoverVirginia.com



Tuesday, April 21 (*rescheduled from March*)

8:30 Welcome & Google Visibility Training

9:15 NPO Member Updates

9:45 Breakout for Executive Directors

Google Visibility Training

Guest Instructor: Angela Wright, Marketing Manager for

Hanover County Economic Development – A Grow with Google Partner Organization

Spread the word about your nonprofit's mission, engage new supporters, fund raise in more ways online — do all this and more with Google My Business and Google for Nonprofits. Google is much more than just a search engine, it is a suite of tools and helpful resources that are fully capable of fueling a capital campaign, a special event fundraiser or any other activity where you are relying on the Internet to maximize your revenue; helping you to attract new donors, engage existing ones and giving your website the boosts it needs to excel.

Information and Resources


Click here to get the latest news, information and resources about COVID-19 (Coronavirus). This link also provides a list of food & beverage establishments open for take-out and delivery.


LOCATE
YOUR BUSINESS


GROW
YOUR BUSINESS




START
YOUR BUSINESS


EXPLORE
HANOVER

COVID-19 INFORMATION AND RESOURCES

Business First Hanover

Business Support

Business Seminars & Events

COVID-19 Information and Resources

HAVE QUESTIONS?

For more information about locating or expanding your business in Hanover

[Click here for a list of food & beverage establishments in Hanover County open for take-out and/or delivery.](#)

THIS PAGE PROVIDES NEWS AND INFORMATION REGARDING COVID-19, ALSO KNOWN AS CORONAVIRUS.

To help mitigate the economic impact of COVID-19, the federal government has provided several sources for information and resources.

[CARES Act](#)

- Summary of federal stimulus

[Federal Stimulus](#)

NONPROFIT ORGANIZATIONS – RESOURCES AND INFORMATION

[The Community Foundation for Greater Richmond](#) – For Non-profit Organizations.

- [Central Virginia COVID-19 Response Fund](#) – Information for non-profit eligibility for assistance through the fund; Link to donate to the fund.
- [COVID-19 Resources for Nonprofits](#) – Links to webinars, how to access federal stimulus assistance, collaboration technology tools and more.

[National Council of Nonprofits](#) – COVID-19 Resources and Information



Agenda

Google My Business (GMB)

- Why it is important to claim or create your Google My Business listing
- Tips for optimizing your Google My Business listing

Google for Nonprofits

- What it offers
- Eligibility
- G Suite Plans



Why Google & GMB? Here's what the data says:



87.35%
market
share

Google is the most popular search engine worldwide by far.

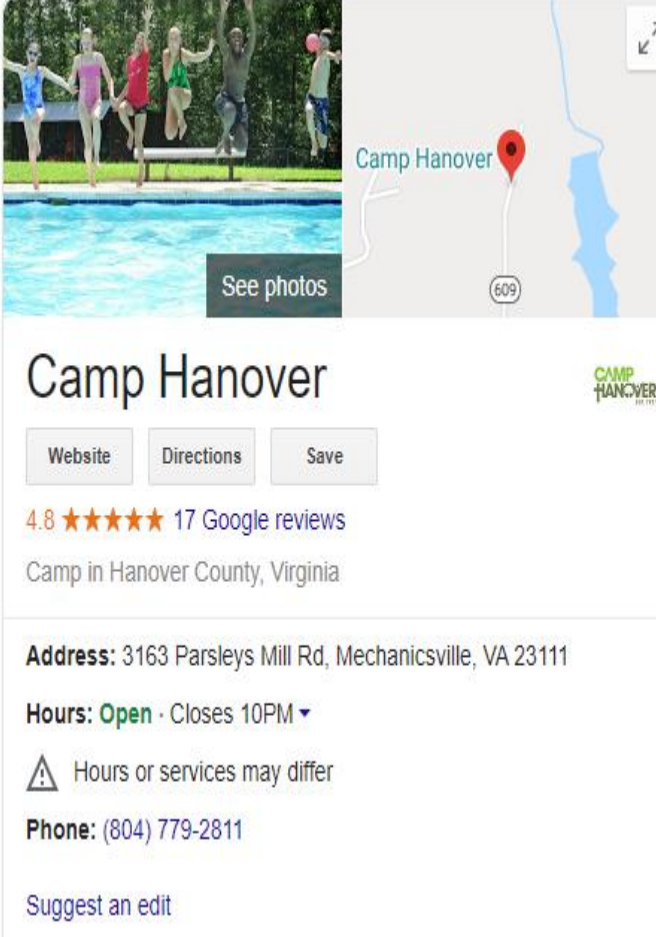
These three data points show the importance of Google My Business:

- **46% of all Google searches have a local intent where people are looking for products, services and information about their current location.**
- **93% of local searches now feature Google My Business listings.**
- **68% of people contact a business directly from search results.**

Why GMB is More Important than Your Website

People don't need to visit your website anymore to:

- Call you
- Get directions
- Get general information
- View your hours
- Post and read reviews
- Find your events
- Find your social media accounts



Camp Hanover

4.8 ★★★★★ 17 Google reviews

Camp in Hanover County, Virginia

Address: 3163 Parsleys Mill Rd, Mechanicsville, VA 23111

Hours: Open · Closes 10PM

⚠ Hours or services may differ

Phone: (804) 779-2811

[Suggest an edit](#)

⚠ COVID-19 alert

Event information may be out of date due to the coronavirus (COVID-19). Confirm details with event organizers.
[More about COVID-19](#)




Thu, May 21 7:00 PM	Common Chords
Sun, Jun 21	Spread your wings!
Sun, Jul 26	Senior Caving

[View 1+ more](#)

Know this place? [Share the latest info](#)




[Send to your phone](#)

Reviews [Write a review](#) [Add a photo](#)

-  "The mud **slide** was super fun and the **counselors** are great."
-  "Going for my 4th **year** this summer"
-  "Its an awesome camp and i am going again for a 2 week meddler for **7th grade**."

[View all Google reviews](#)

Profiles

 Facebook  Twitter  YouTube



To create and verify a Business Profile on Google, follow these steps.



[google.com/business](https://www.google.com/business)

- 1 Visit [google.com/business](https://www.google.com/business)
Sign into Google or create a new account.
- 2 Enter the name of your business.
- 3 Choose whether to show your business location across Google Search and Maps. If yes, enter your business address. If no, enter the area your business serves.
- 4 Choose a business category. Start typing and see what options appear. You must choose an existing category.
- 5 Add a phone number, a website address, or both.
- 6 To verify that you're eligible to manage this business profile, you'll have the option to request a postcard to the business address with a verification code.
- 7 Once you receive this postcard by mail, follow the instructions to add your code and finalize the verification process.

Make sure your NAP is **accurate** and **consistent** with other local business citations.

Name

Address

Phone Number



What is a local business citation?

It is any online mention of the name, address, and phone number for a local business.

Citations can occur on local business directories, on websites and apps, and on social platforms.

Citations help Internet users to discover local businesses and can also impact local search engine rankings.

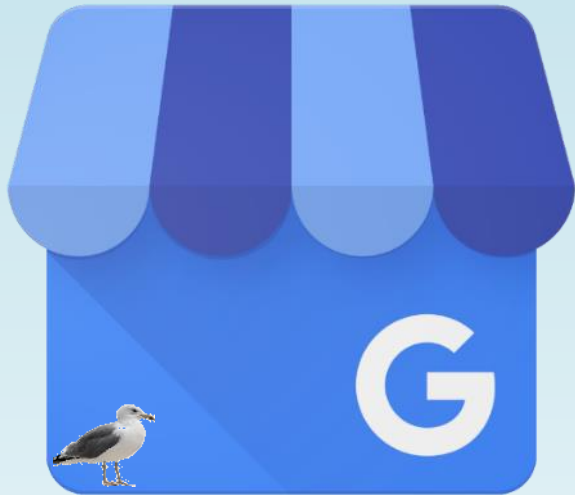
Local businesses can actively manage many citations to ensure data accuracy.

Ensure this information is **exactly** the same across:

- Your Website
- Your GMB Panel
- Your Social Media Accounts
- Other websites

My GMB is verified online. Now what?

With a Business Profile on Google, your organization will stand out for free across Google Search and Maps.



- Update your profile with current hours, address and phone number so people can find you.
- Post photos and news directly on your profile.
- Respond to customer reviews to build credibility and loyalty.
- Explore insights to see how customers are finding and engaging with your profile.
- Create a free website if you don't have one.
- Turn on messaging to help your audience get in touch with you easily. (optional)

Google My Business

WHAT'S NEXT?

Optimizing Your Business Listing



Angela Wright,
Marketing Manager
Hanover County Economic Development

acwright@hanovervirginia.com

804-365-6461

www.hanovervirginia.com

Grow with 

google.com/grow

GMB Dashboard

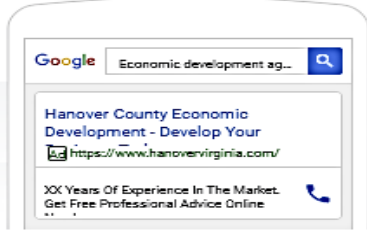
Hanover County Economic Development
8200 Center Path Lane Ste.E
Mechanicsville, VA 23116

- Home
- Posts
- Info
- Insights
- Reviews
- Messaging
- Photos
- Products (Beta)
- Website
- Users

- Create an ad
- Get custom Gmail
- Add new location
- Manage locations
- Linked accounts

[Create post](#) | [Add photo](#) | [Create ad](#)

Advertise easily in minutes



Show up whenever customers are looking for you online - on their computers or mobile devices. Set up in minutes, and only pay when your ad is clicked. [Learn more](#)


Start with \$100 in free ad credits

[Get started](#)

Businesses like yours are posting!

[Greater Richmond Partnership](#)
Economic development agency · 8.5 miles away

Contact us if your business is expanding or seeking to relocate operations to the American East...



Mar 27, 2018

[Create post](#)

PERFORMANCE


Views	Searches	Activity
2.26K	1.07K	425

Search views	304 (+7%)
Maps views	1.95K (-4%)

Performance over the past 28 days


Get custom email you@yourbusiness

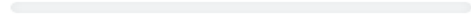
Give everyone on your team a professional Gmail address with G Suite. [Learn more](#)

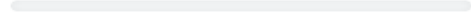


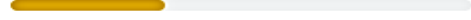
[Get started](#)

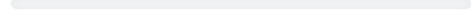
LATEST REVIEWS

5 ★ 


4 ★ 

3 ★ 

2 ★ 

1 ★ 

4.3
★★★★★
4 Reviews

 **Brandon Turner**
★★★★★ 46 weeks ago

If you are looking to start or expand a business in Hanover County, this is definitely the place to start! The very ... [More](#)

[Reply](#) [Skip](#)

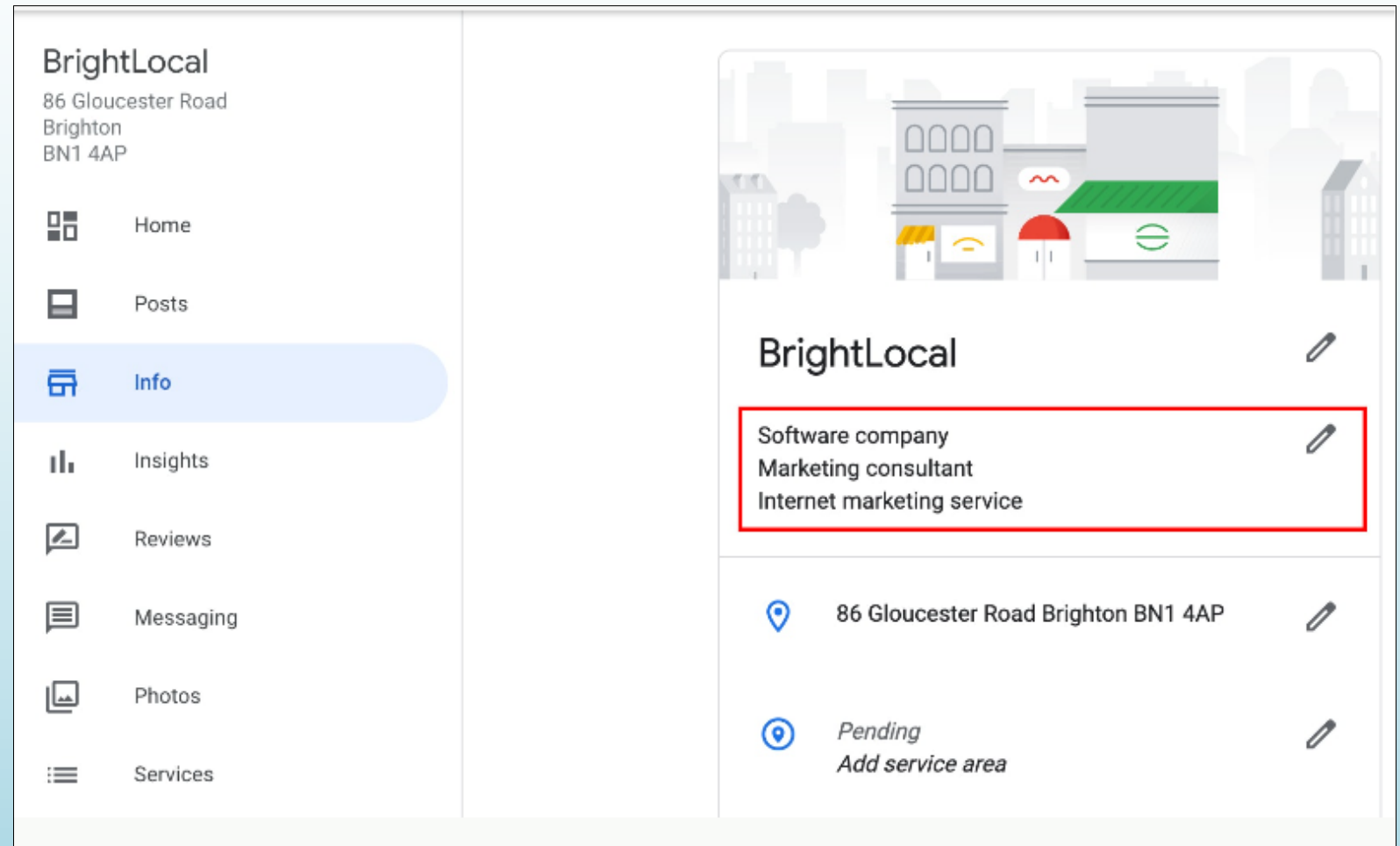
Choose an appropriate primary category and additional category(categories)

Choose your business category using the most accurate category possible.

You're essentially telling Google which type of customers should see your business listing.

Add relevant additional categories to appear in even more key word searches.

No more than 5.




Category: Nonprofit Organization

The importance of GMB Reviews

Welcome to the Review Economy!

"88% of people trust online reviews as much as personal recommendations." [Source: Forbes]

- Reviews from trusted third parties - like Google - are at the core of consumer behavior in 2020.
- Reviews also play a big factor in your SEO (Search Engine Optimization) ranking.



The screenshot displays the Google My Business profile for Hanover County Economic Development. At the top, there are two photos: an interior view of the office and an exterior view of the building. Below the photos, the business name is listed as 'Hanover County Economic Development' with buttons for 'Website', 'Directions', and 'Save'. The profile has a 4.3 star rating from 4 Google reviews. The address is 8200 Center Path Ln Ste.E, Mechanicsville, VA 23116. The hours are listed as 'Open - Closes 5PM' and the phone number is (804) 365-6464. There is a 'Suggest an edit' link. Below this, there is a 'Questions & answers' section with a 'Be the first to ask a question' prompt and an 'Ask a question' button. The 'Reviews' section shows '4 Google reviews' and buttons for 'Write a review' and 'Add a photo'. A red arrow points to the 'Reviews' section.

Hanover County Economic Development

Website Directions Save

4.3 ★★★★★ 4 Google reviews

County government office in Hanover County, Virginia

Address: 8200 Center Path Ln Ste.E, Mechanicsville, VA 23116

Hours: Open - Closes 5PM ▼

Phone: (804) 365-6464

[Suggest an edit](#)

Questions & answers
Be the first to ask a question [Ask a question](#)

Reviews ⓘ
4 Google reviews [Write a review](#) [Add a photo](#)

From Hanover County Economic Development

"Hanover County Economic Development's mission is to attract, grow, and retain businesses in Hanover County in a manner that contributes to our premier quality of life while fostering a profitable climate for business investment."

Providing a Link to Your GMB to Get Reviews

1. Google your business name within Google Maps
2. Click Share
3. Click Copy Link.
4. Paste link in your website, share on your social media channels or include in an email.
5. Ask people to leave you a review.

The image is a composite screenshot illustrating the steps to share a Google Business Profile link. On the left, the Google Maps interface shows the business profile for "Hanover County Economic Development" with a 4.0 rating and 3 reviews. The address is 8200 Center Path Ln Ste. E, Mechanicsville, VA 23116. A red arrow points from the "Share" button in the bottom navigation bar to the right. On the right, a "Share" dialog box is open, showing the "Send a link" option selected. The link to share is <https://g.page/HanoverBiz?share>. A second red arrow points from the "COPY LINK" button to the right. The background is a map of the Mechanicsville area with various landmarks like the Cool Spring Baptist Church and Recreation Center.

Use Google Posts to Boost Conversions and Showcase Your Organization

WHY SHOULD I POST?

1. Few GMB listing holders take advantage of this feature.
2. They're a **free** way to reach more users.
3. You'll come across as more authentic.
4. You can test new ideas.
5. You can present your organization as well-informed.
6. Users are likely to click.
7. They're fast to create.

Google My Business

Hanover County Economic Development
8200 Center Path Lane Ste.E
Mechanicsville, VA 23116

Home
Posts
Info
Insights
Reviews
Messaging
Photos
Products (Beta)
Website

Add Update Add Event Add Offer Add Product

Keep your customers updated by sharing what's new

Reach beyond just your followers - give everyone searching for your business a reason to come in by posting updates and offers directly to your local listing on Google

Create your first post

GMB POSTS

A post lasts 7 days.

Events are removed after the event day/time has passed.

Call to Action buttons can be added.

- Book
- Order online
- Buy
- Learn more
- Sign up
- Call now

Create post

What's New Event Offer Product

Need some ideas? Look at some sample posts.

Make your post stand out with a photo or video

Write your post

Add a button (optional)

None

Preview Publish

Reviews ? Get more reviews Add a photo

4 Google reviews

From Hanover County Economic Development

"The Hanover County Department of Economic Development has an experienced staff ready to provide services to companies that are considering a location in the County and assistance to its existing businesses. Hanover County, Virginia offers distinct...[More](#)

HANOVER COUNTY Hanover County Economic Development on Google

We're continually updating our COVID-19 Resources and Information page. From this page, you can also access a listing of food & beverage establishments open for takeout and/or delivery in Hanover County. 2 days ago

Be sure to check out our map and listing of food and beverage establishments op... 2 days ago [Learn more](#)

[Learn more](#)

Posts appear at the bottom of your Knowledge Panel.

CARES Act New Universal Tax Break For Charitable Donations during COVID-19

Above the line charitable deduction

- Section 2204 of the Act amends the Internal Revenue Code by adding new § 62(a)(22), allowing taxpayers who do not itemize deductions to deduct up to \$300 for certain charitable gifts made in 2020.
- The contribution must be made in cash to a public charity other than a supporting organization or donor advised fund.
- Only contributions actually made in 2020 qualify, so excess cash contributions carried over from a prior year and treated as made in 2020 are not eligible.

Suspension and relaxation of percentage limitations for cash gifts

- Individual donors who are well positioned to give generously, regardless of their income, should know about this tax code change for the year 2020: according to [Section 2205](#) there is now no limit to the deductions you can take for charitable contributions if you itemize (list out) your contributions.
- This change applies [only to cash gifts](#) made to charitable organizations qualified by the IRS (section [170\(b\)\(1\)\(A\),o](#)). You can [search the IRS website database](#) to make sure your favorite homeless service center, human rights organization, or religious institution is tax exempt before making a donation. Additionally, this incentive doesn't apply to contributions to private foundations or to donor advised funds — only individual giving.



Idea: Use a GMB post to highlight the change for 2020 charitable donations.

Google for Nonprofits



[Google.com/nonprofits](https://www.google.com/nonprofits)

Spread the word about your nonprofit's mission, engage new supporters, fundraise in more ways online—do all this and more when you join Google for Nonprofits.

Offerings



Be more collaborative, productive and efficient with apps like Gmail, Docs, Drive, Maps, Photos, Calendar and Hangouts.



Reach more donors online with Google Ad Grants – Attract donors, raise awareness and recruit volunteers with in-kind ads on Google Search.



Engage and educate your supporters with video and make it easy for supporters to give with YouTube Giving features.



Show your nonprofit's impact with Google Earth and Maps by developing compelling data visualizations to track and share your organization's impact including connecting people to resources, taking supporters on location, and creating a donor map where people can see how their contribution is making a difference.

Steps to Get Google Products



Confirm that you meet the eligibility requirements



Request a Google for Nonprofits account



Once your nonprofit is verified, Google will let you know by email



Then you can activate and use the individual products

Google for Nonprofits Eligibility Guidelines



You must be registered as a charitable **organization** in one of the countries listed by Google.

- Must be verified as a nonprofit organization by [Techsoup](#) or the local Techsoup partner.
- Must meet country-specific eligibility.

You must **not** be:



- A governmental entity or organization
- A hospital or health care organization
- A school, academic institution, or university (philanthropic arms of educational organizations are eligible).

Eligibility in the U.S.

- Must be recognized by the IRS as tax-exempt 501(c)(3) organizations formed for charitable, educational, religious, literary, scientific, or other tax-exempt purposes.
- Organizations, such as churches, that are automatically considered tax-exempt under group exemption must still obtain recognition of 501(c)(3) tax exemption from the IRS to qualify for the Google for Nonprofits program.
- Organizations must be validated by Techsoup.
- Fiscally sponsored organizations are **not** eligible for Google for Nonprofits.

Compare G Suite Plans

Google for Nonprofits offers 3 options at a discounted rate

G Suite for Nonprofits

\$0

Normally \$6, USD / user / month

Similar to G Suite Basic:

- Unlimited users with 30 GB cloud storage each
- Professional email addresses at your nonprofit's domain
- Shared Drives
- Gmail, Calendar, Drive, Docs, Hangouts Meet, Hangouts Chat, and more
- Video conference for up to 100 people with Hangouts Meet

G Suite Business for Nonprofits

\$4

Normally \$12, USD / user / month

Includes everything from G Suite for Nonprofits, plus:

- 1 TB cloud storage per user
- Content search across all your files, emails, and more
- Google Vault to retain, search, and export your data
- More security and administrative options, including advanced reports
- Video conference for up to 150 people with Hangouts Meet

G Suite Enterprise for Nonprofits

\$8

Normally \$25, USD / user / month

Includes everything from G Suite Business for Nonprofits, plus:

- Email encryption for enhanced security
- Cloud Identity to manage users, devices, and apps
- Live streaming with Hangouts Meet
- Recording of live meetings
- Video conference for up to 250 people with Hangouts Meet

Additional Resources

Google for Nonprofits:

<https://thedigitalnonprofit.com/google-nonprofits/>

<https://thedigitalnonprofit.com/how-apply-google-nonprofits/>

<https://safehouseweb.com/google-my-business-tools-for-non-profit-organizations/>

<https://support.google.com/nonprofits/answer/3367223?hl=en>

<https://nonprofit.linkedin.com/>

<https://www.charityhowto.com/> - Requires sign up (Fees?)

Additional Resources

- [National Council of Nonprofits – Nonprofits and COVID-19](#)
- [A Nonprofit’s Guide to Recurring Giving](#)
- [Network for Good – COVID-19 Resources for Nonprofits](#)
- [A Nonprofit’s Guide to Recurring Giving – Network for Good](#)
- [How to Drive Donations with Google Business Reviews](#)
- [YouTube Nonprofit Program Overview](#)
- [Using YouTube to Raise Money for Your Nonprofit](#)

Grow with 

For additional resources, check out: google.com/grow



Thank you!

Angela Wright

acwright@hanovervirginia.com

(804) 365-6461