

# What You Need To Know About Google My Business



CARNEGIE

## WHAT IS GOOGLE MY BUSINESS?

A Google My Business (GMB) property is the knowledge graph that appears on the search engine result page for a specific school or brand (example right.) This property can be optimized with photos, descriptions, keywords, contact information, and posts. GMB properties show up on the right of organic search results on desktop and on the top of the page for mobile searches. These properties are customizable (to an extent) and Google is frequently adding new features to the platform.

## WHY SHOULD I USE GOOGLE MY BUSINESS?

There are many useful GMB features for higher education institutions. The insights available on the platform allow you to see how many people requested directions, called you, or clicked on your website. Through utilizing UTM codes, you can track website visits in greater detail in Google Analytics. Another increasingly useful feature is Google Posts. These are perfect for advertising open houses, admission events, etc. for free, while providing a call-to-action with a link to a signup page.

An often overlooked reason for optimizing and maintaining your GMB property is how prominent it's displayed on organic search results. Adding updated pictures of campus and making sure the URL and phone number is accurate provides a proper user experience. It also allows your school to appear correctly on Google Maps and can even integrate with Google Ads.

## HOW DO I CLAIM MY SCHOOL'S GMB?

In many cases, your institution's GMB property has already been set up by Google. If it has not been claimed, you'll see a link that says "Own this business? Claim it now" that will lead you to instructions on claiming the property. Similarly, you may see a "claim this knowledge panel" option. Verification involves either receiving a code in the mail, by phone, or sometimes through Google Search Console.

If there's not already a property for your college or university, go to <https://www.google.com/business/>, log into the Google account you'd like to primarily use to manage the property, and click "Manage Now." You'll be guided through setup and authentication to create a new property for your school. After the property is created, the "Manage Now" button will bring you to your dashboard to make edits.

It's important to note that in many cases, Google has created several GMB properties for different departments or locations within one college or university. You will want to ensure that you claim and optimize all of your properties for the best visibility.



## University of La Verne ★

Private university in La Verne, California

Website

Directions

The University of La Verne is a private university in La Verne, California. Founded in 1891, the university is composed of the College of Arts & Sciences, College of Business & Public Management, the ... [Wikipedia](#)

Avg cost after aid  
\$21K

Graduation rate  
59%

Acceptance rate  
47%

Graduation rate is for first-time, full-time undergraduate students who ... [more](#) ✓  
Source: US Dept of Education · [Learn more](#)

**Address:** 1950 3rd St, La Verne, CA 91750

**Phone:** (909) 593-3511

**Undergraduate enrollment:** 5,140 (2015–16)

### Typical test scores 2016–2017

**SAT Reading and Writing:** 460–560

**SAT Math:** 470–570

**ACT Composite:** 20–26

Scores show 25th to 75th percentile. 50% of accepted students had scores within this range.

### Average annual cost

Before aid	After aid
\$56,111	\$20,606

Aid includes grants and scholarships from the institution, state, and federal government

### Cost by household income

Household income	Average cost after aid
Less than \$30,000	\$12,375
\$30,001 - \$48,000	\$18,223
\$48,001 - \$75,000	\$20,776
\$75,001 - \$110,000	\$26,116
\$110,001 or above	\$29,418

### Graduation rate

	Received award in 6 years	Received award in 8 years
First-time full-time	59%	61%
Non-first-time full-time	75%	77%
Non-first-time part-time	58%	63%