

xoopah

# Business Management Section Guide



Contents

Why do I need to use Google My Business? ..... 3

Should I use Business Profile if I already have a website? ..... 3

How can I sync my GMB (Google My Business) Account with Xoopah? ..... 3

What if I don't have a GMB profile for my business? ..... 3

How can I create a Google My Business Profile for my business? ..... 3

How do I verify my business?..... 4

Why do I need to verify my business? ..... 4

My business does not have a storefront. Can I still have a Business Profile? ..... 4

How much does it cost to use Google My Business?..... 4

How can I add my business details? ..... 4

How can I add my Business Address? ..... 5

How can I add my Business Services? ..... 5

How can I set up my business hours? ..... 5

How can I add Business Users? ..... 5

Can I connect my payments account through Business Management tool? ..... 5

The account can be marked as default/active, what does that mean?..... 5

Can I unmark an account as Active/Default? ..... 5

Can I change my payment account credentials? ..... 6

How can I un-sync a particular type of data from Xoopah to GMB? ..... 6

Can I connect another GMB profile with Xoopah? ..... 6

## **Business Management**

### Why do I need to use Google My Business?

Google My Business (GMB) allows businesses to show up on google maps and local search results, helping them to get better online visibility. Google is most often the first place your customers use to find up-to-date business information hence placing your business listing on GMB is important.

### Should I use Business Profile if I already have a website?

Yes! Your free Google Business Profile complements your website by adding more visibility to your current business website on Google Search and Google Maps. You can even add a link to your website on your Business Profile.

### How can I sync my GMB (Google My Business) Account with Xoopah?

- Sign in to Xoopah.
- When logged in for the first time, you will be able to connect your GMB (Google My Business) account with Xoopah through business wizard.
- Click Google My Business from the left side on the wizard.
- Now click on "Sign in with Google".
- You will be asked to sign in with your Gmail ID.
- After selecting your GMB associated Gmail ID, you must provide all the asked information to give Xoopah Platform access to your Google account.
- Click on the "Continue" button.
- A new screen will open showing a list of items that Xoopah can access from your account. Most items will be selected by default except "See, edit, create and delete your Google business listings." Select this item as well and click on "Continue".
- Now a screen will show up a list of businesses linked up to the Gmail Id provided and you can choose one business from that list.
- Next screen will show you the details being synced. (You need to toggle them on) and click on "save and continue".
- Your Google My Business Account is now synced with Xoopah.
- If you don't connect your GMB account from the wizard in the beginning, you can do it later from the Integrations section.

### What if I don't have a GMB profile for my business?

- Click on "Learn more about GMB" button.
- You will then be taken to Google's domain to set up your GMB profile/ listing.

### How can I create a Google My Business Profile for my business?

- Go to [business.google.com](https://business.google.com).
- Click "Sign In" and sign in with your Google account. (Don't have a Google account? Click the "Create Account" button to set one up).

- Once you are signed in, click the "Add Business" button.
- Select "Add single business."
- Type your business name into the next page.
- If your business does not appear in your search, select "Create a business with this name."
- Since you are creating a new page, follow the prompts to fill out your business information.
- When you reach the "Verify" stage, enter your business address.
- After you enter your address, you will be prompted to choose a way to verify your address. Enter your name and click "Mail." Google will send you a verification postcard through the address you provided or a code through SMS.

## How do I verify my business?

After you receive your verification postcard from Google, follow the below steps to finish verifying your page:

- Log back into business.google.com.
- If you have multiple businesses associated with your Google account, select the location you would like to verify.
- You can either click "Get Verified" from the menu on the left, or "Enter Verification Code" from the main page.
- Enter the 5-digit verification code from the postcard.
- Click "Verify."

## Why do I need to verify my business?

Verification allows Google to confirm that you are the rightful owner of the business and have permission to manage your Google Business Profile.

## My business does not have a storefront. Can I still have a Business Profile?

Yes! Whether you run a home-based business or a service-area business, you can still list your business details to appear on Google. Make sure not to sync your Business Address. Turn off its toggle button and click on "save and continue".

## How much does it cost to use Google My Business?

Google My Business is completely free! That means that every small business can take advantage of the benefits this tool has to offer.

## How can I add my business details?

- When you log in for the first time, you will go through a business wizard.
- The first step in the wizard will be to add your business details.

- Provide basic business details such as your business logo, business name, business category, phone number, etc., and click save.
- You can edit or update these details later by going to the Business Management section in the profile option on the top right side of the dashboard.

## How can I add my Business Address?

- Click on the Business Address option in the business wizard.
- Add a location customers can visit, like a store or office.
- You can edit or update these details later by going to the Business Management section in the profile option on the top right side of the dashboard.

## How can I add my Business Services?

- Select Business Services from the wizard.
- Add your services name, duration, (must not be more than a day) fees, and service type (Physical or Virtual).
- You can edit or update these details later by going to the Business Management section in the profile option on the top right side of the dashboard.

## How can I set up my business hours?

- Select Business Hours in the wizard.
- Set up your Business Hours Day wise and let your customers know when you are open for business.
- You can edit or update these details later by going to the Business Management section in the profile option on the top right side of the dashboard

## How can I add Business Users?

- Click on the profile name on the top right in the dashboard.
- Click on Business Users.
- Start adding business users.
- You can create groups as well by selecting the option of groups.

## Can I connect my payments account through Business Management tool?

No, you cannot. You can connect your payments account via Integrations section on the platform.

## The account can be marked as default/active, what does that mean?

It means that all the invoices you will be generating for your customers will be generated for the account you have marked as Default/Active, your payments will go into the respective marked account when the customer pays.

## Can I unmark an account as Active/Default?

Yes, you can but to do so you need to mark the other one as active. In short, at least one of both the connected accounts must be marked as active to collect payments.

## Can I change my payment account credentials?

Yes, you need to disconnect and then connect with new credentials.

## How can I un-sync a particular type of data from Xoopah to GMB?

Go on the screen of that data (let's say business details), on top of the screen you will see a toggle turned on, by turning it off that particular screen data will be un-synced from Xoopah to GMB.

## Can I connect another GMB profile with Xoopah?

Only if you disconnect the previous one. At a time only one GMB account can be connected with their Xoopah account.