

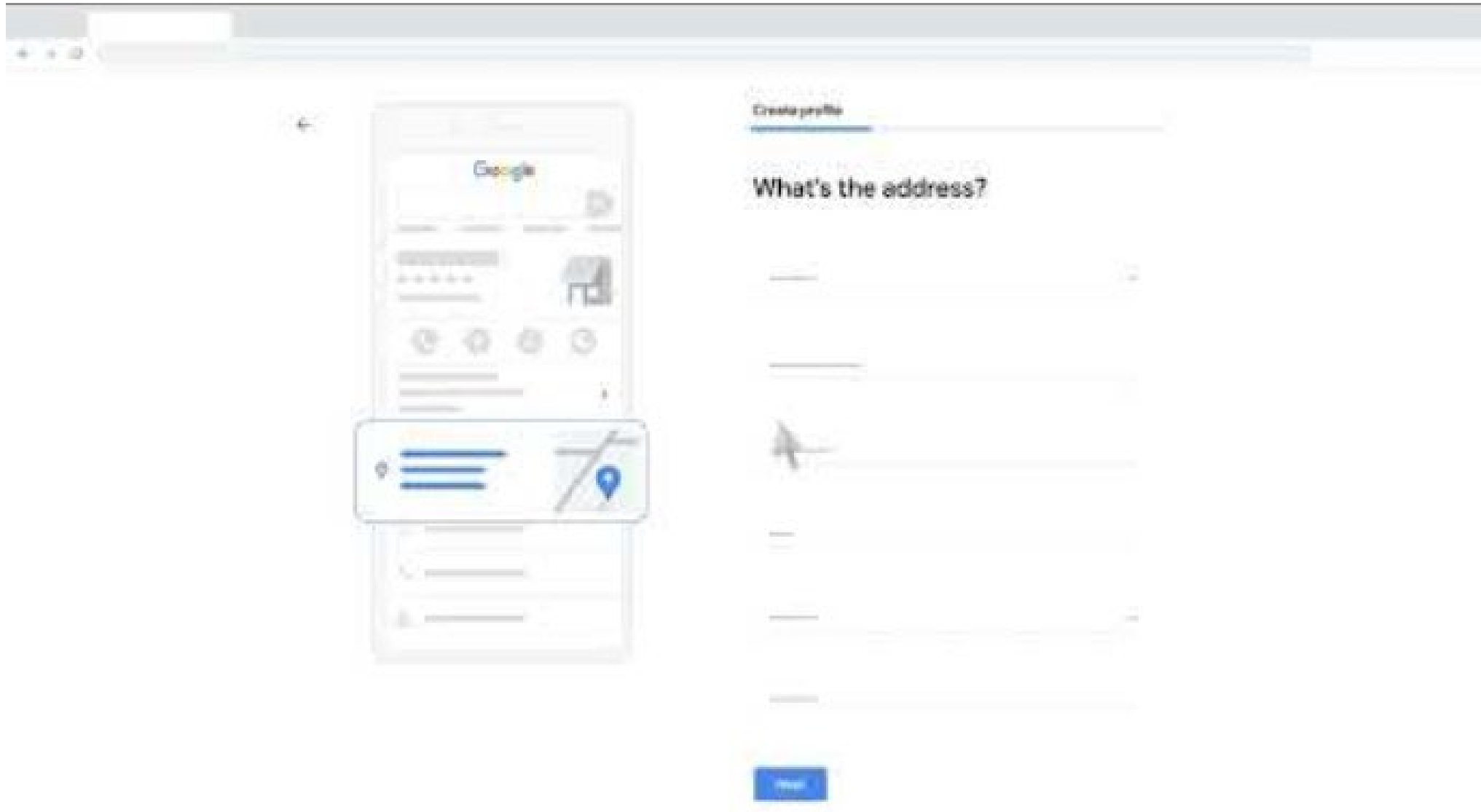
Google Business Profiles for Schools: Claim, Optimise, and Improve Reviews



Why effectively managing Google Business Profiles is crucial for schools?

- **Enhance visibility:** Improve how the school appears in Google search results and maps.
- **Provide accurate information:** Ensure that potential students and parents have up-to-date details.
- **Engage with the community:** Use the profile to communicate updates, events, and key information.
- **Manage reputation:** Respond to reviews and feedback to build and maintain a positive image.

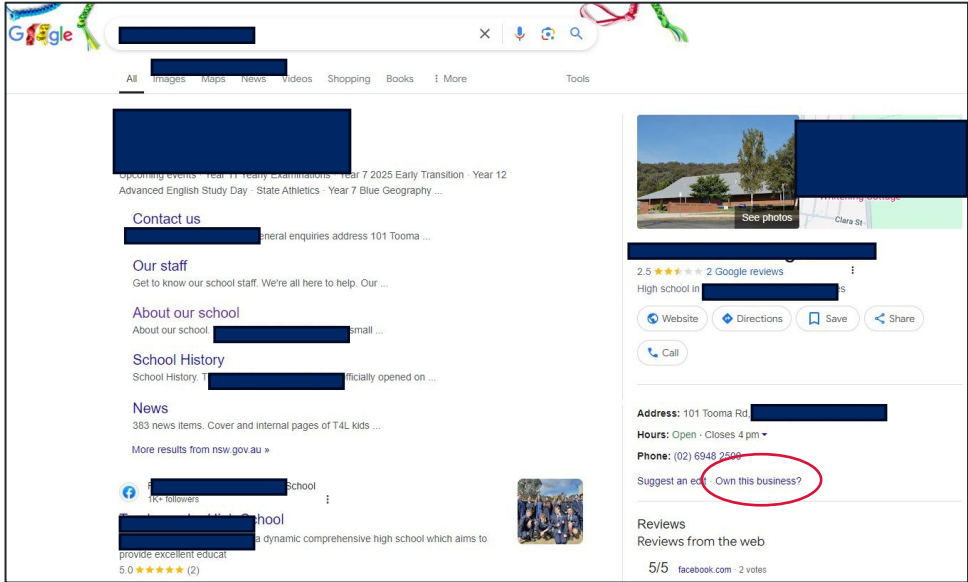
How to add a Business Profile on Google?



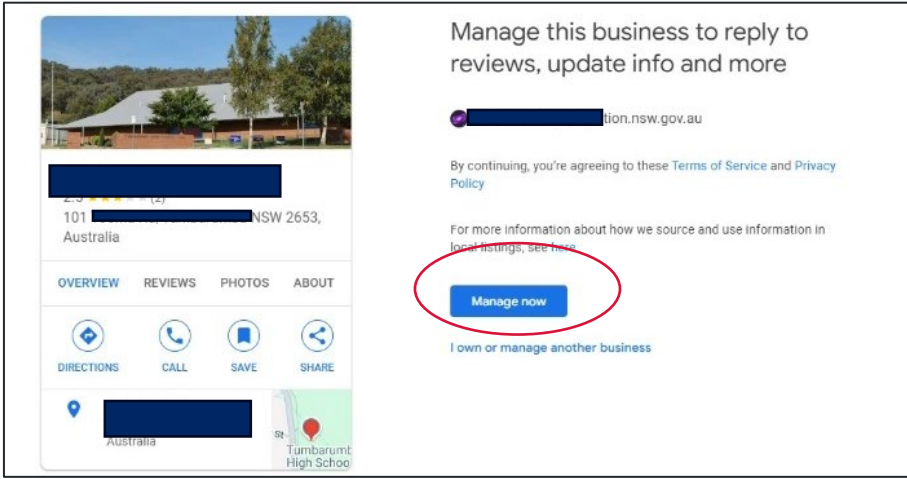
Watch a video on how to add or claim your Business Profile on Google: <https://www.youtube.com/watch?v=5DGih-I5WLY&t=7s>

How to claim your school's Business Profile on Google?

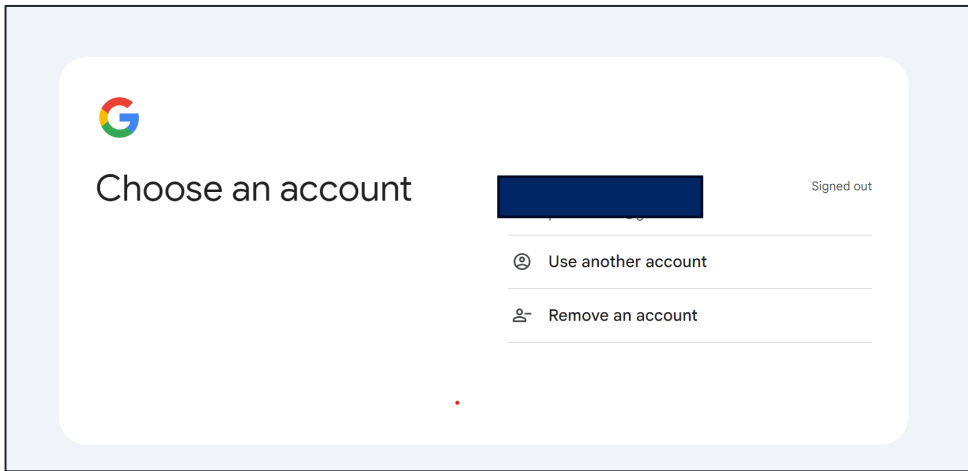
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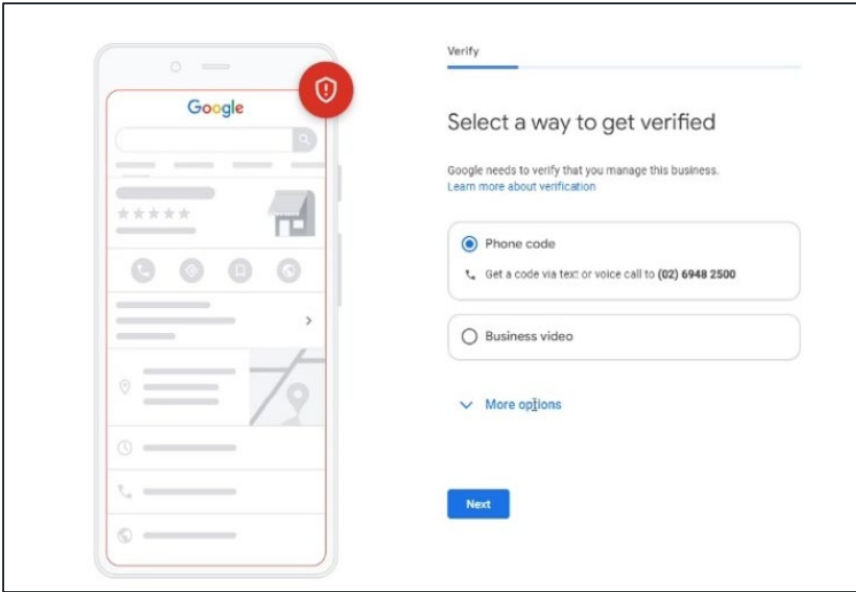
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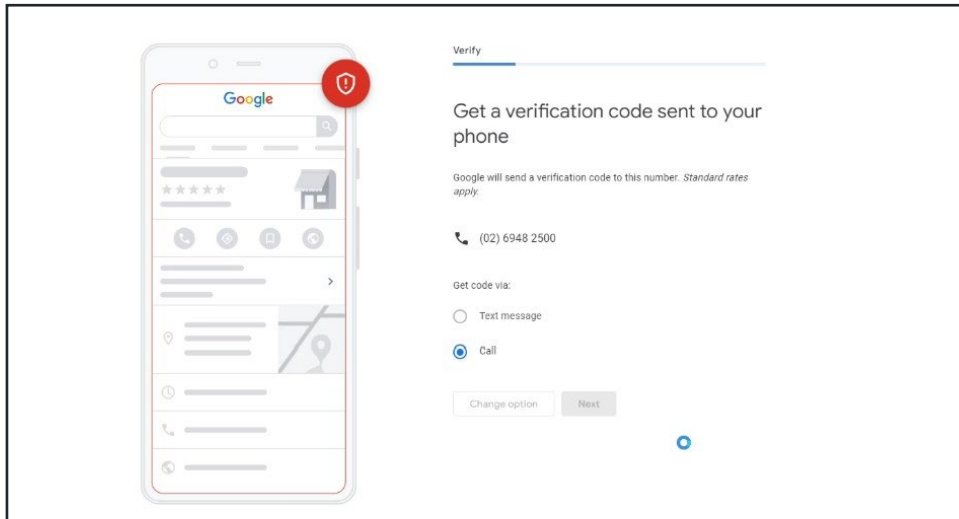
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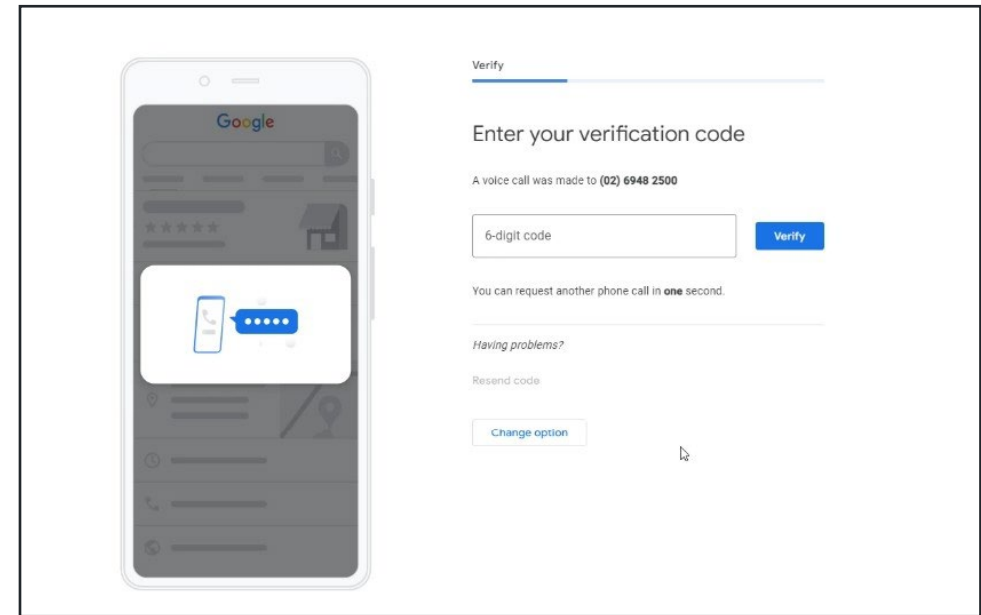
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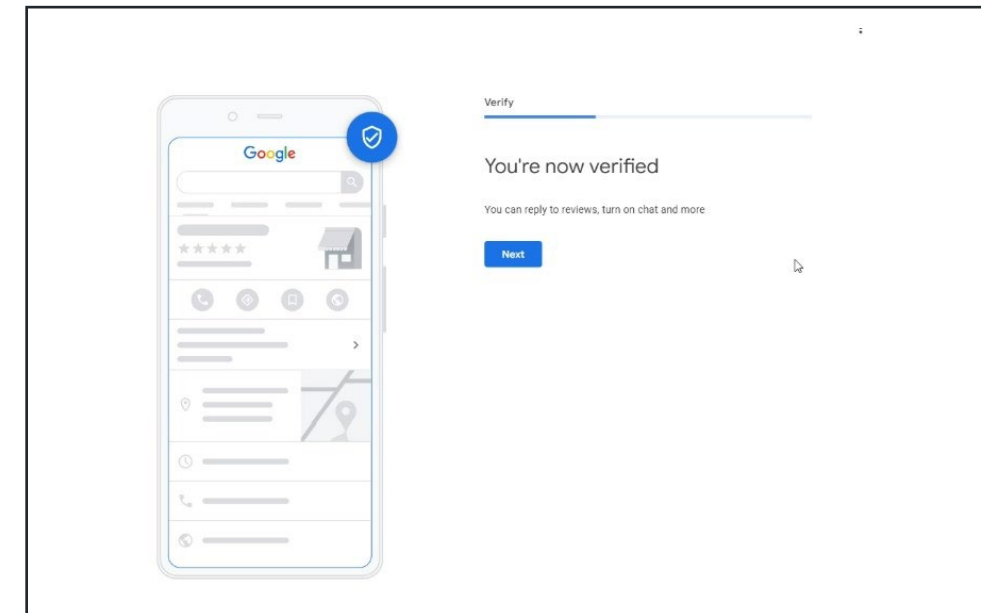
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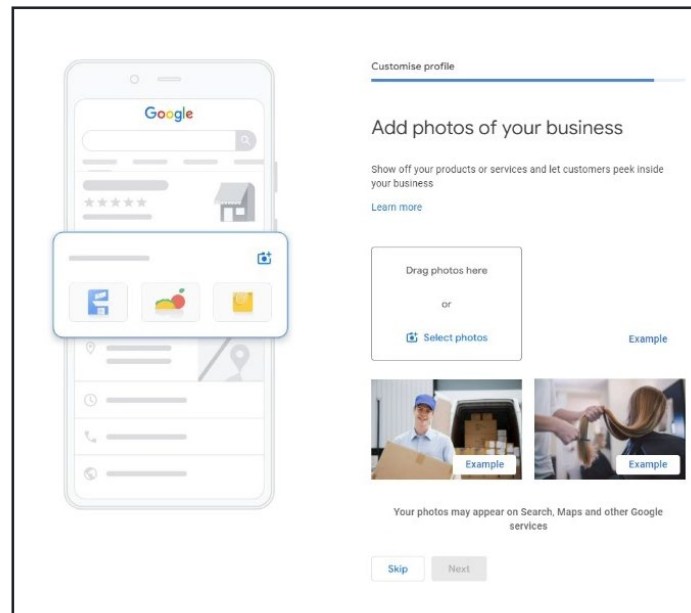
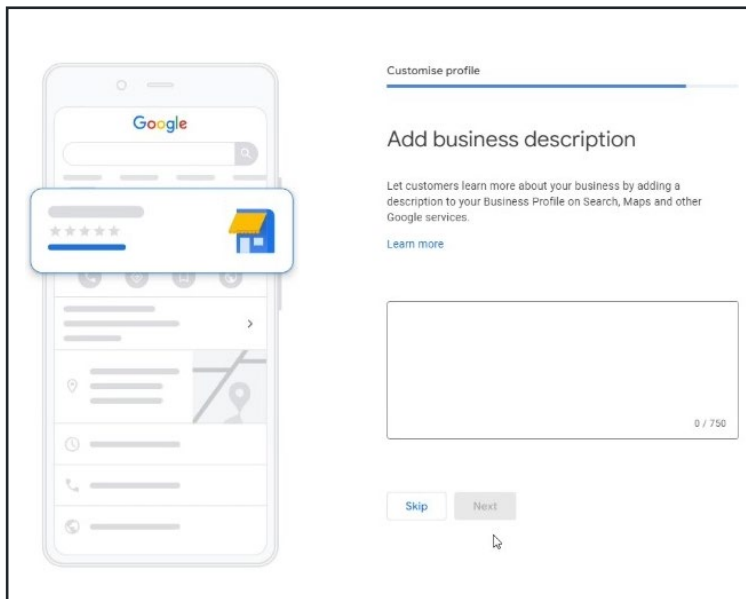
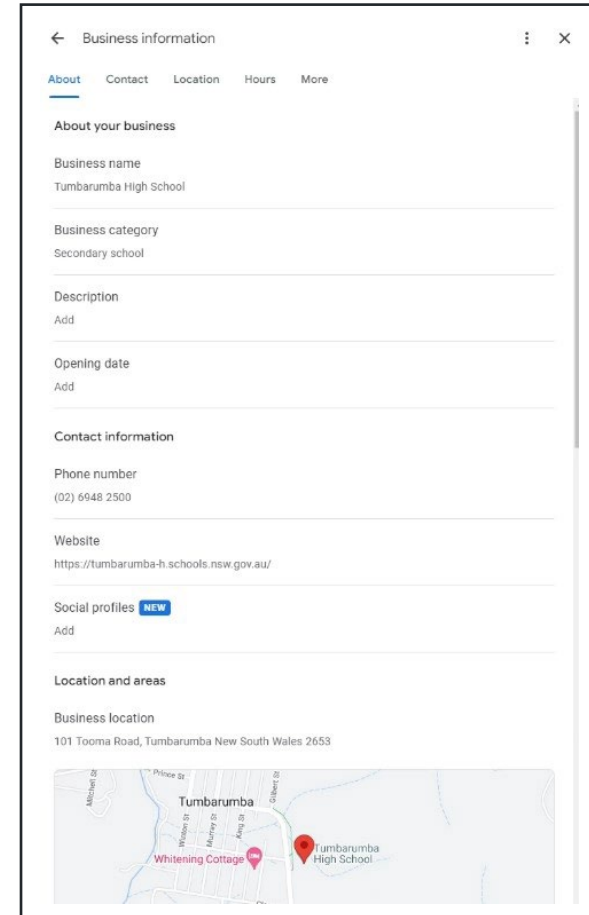
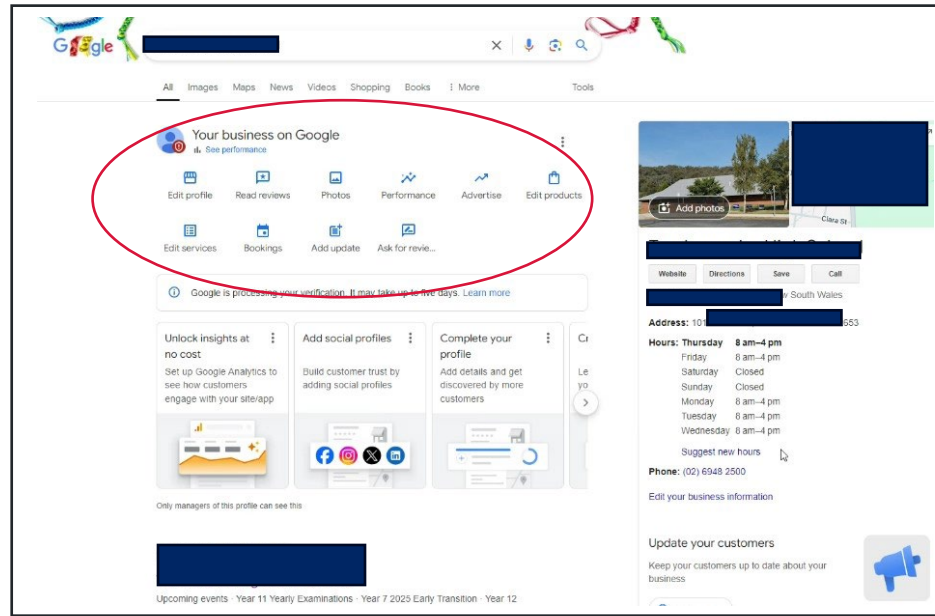
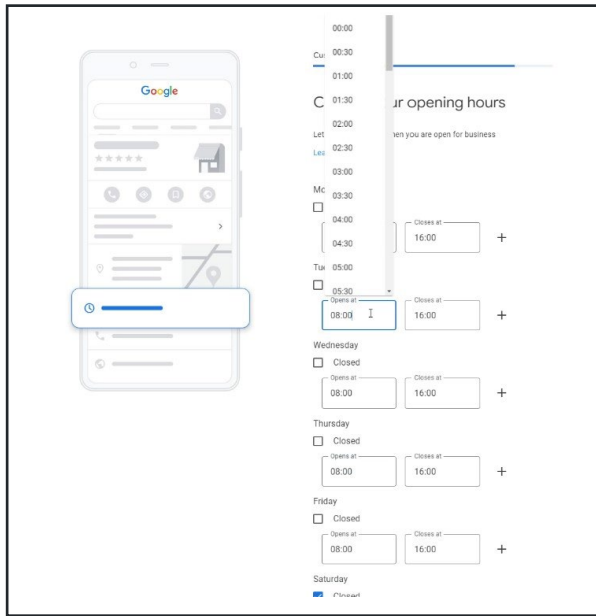


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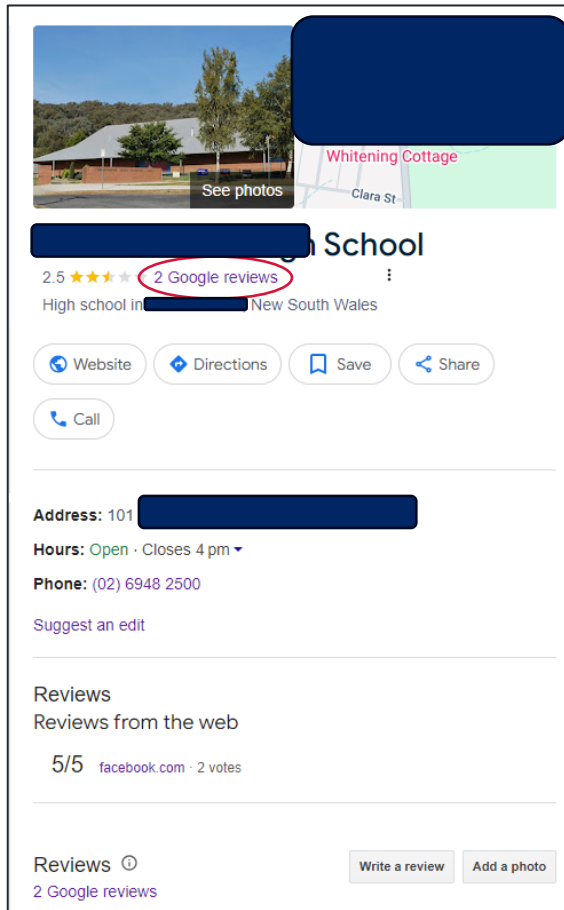
Once you have verified your business profile, update your profile further

- Add hours of operations.
- Upload high-quality photos:
 - School Building: Exterior views of the school.
 - Classrooms: Images of classroom environments and facilities.
 - Events: Photos of school events and activities.
- Add a business description.

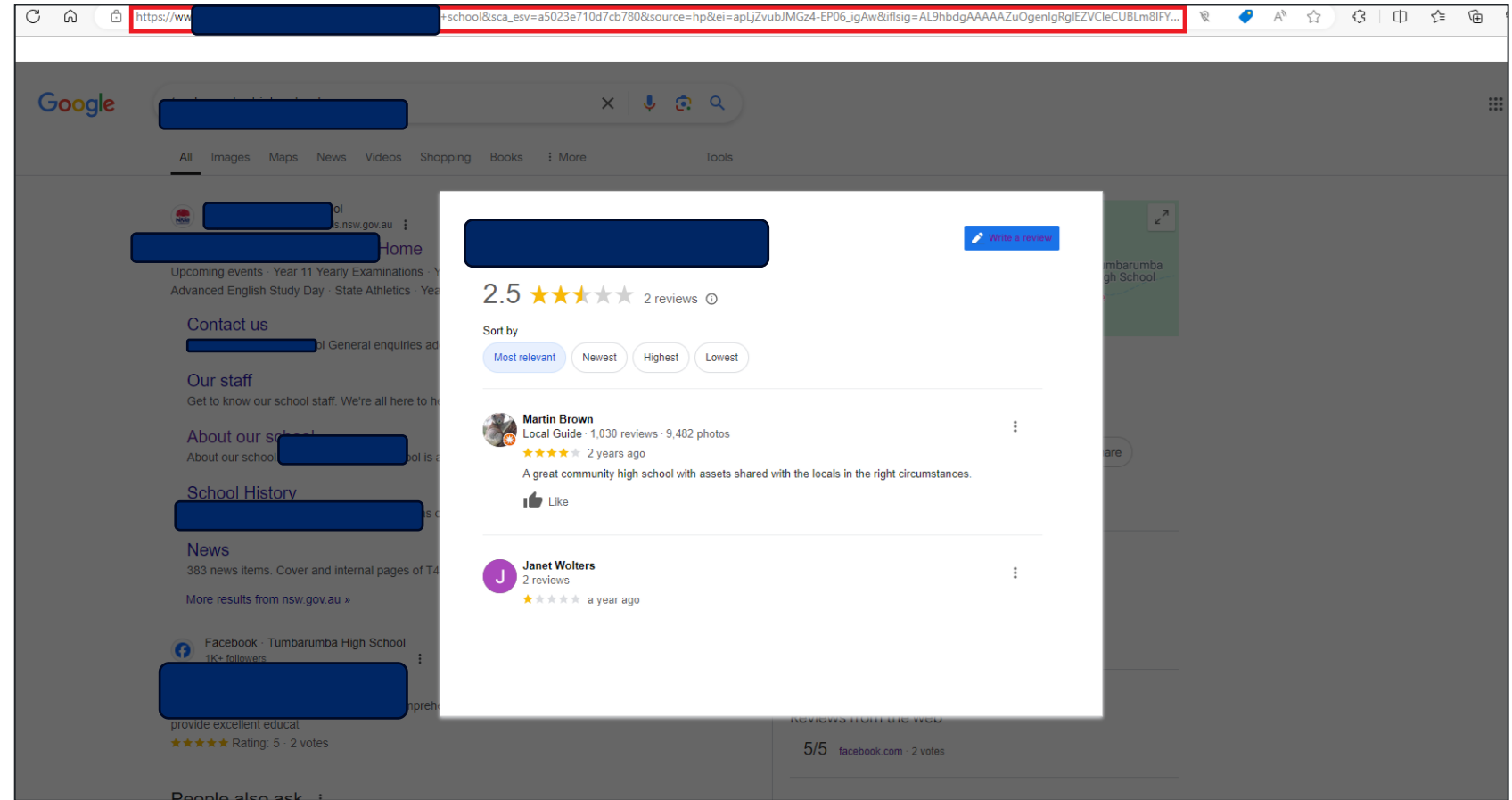
Tips to manage Google Reviews

- Monitor reviews regularly
 - Respond promptly
 - Be professional and polite
 - Encourage current parents to leave a review on why they chose your school.
 - Address negative reviews constructively
 - Highlight positive reviews
 - Keep school's information updated
 - Stay compliant with Google's guidelines.
-

How to create a Google Review link?



Step 1: Click on 'Google reviews' link



Step 2: Once the Google Reviews window pops-up, copy the URL (highlighted in red). Use Bitly.com to shorten the link

Removing negative Google reviews

- Google reviews can't always be removed, but you can report them if they violate Google's content guidelines: [Prohibited & restricted content - Maps User Contributed Content Policy Help \(google.com\)](#)
- Google has instructions for businesses to request removal of reviews based on the policy: [Remove reviews from your Business Profile on Google - Computer - Google Business Profile Help](#)

Contacting Google for help

Google Business Profile Help

Google Business Profile Help

Sign in

Help Center Community Manage your Business Profile

Google Business Profile

How can we help you?

Describe your issue

Browse help topics

- Verify your business & get started
 - Verify one or several businesses
 - Fix verification issues
 - Find your business on Google
 - Get started with a Business Profile
- Update your business info on Google
- Engage with customers
- Understand policies & guidelines
- Manage profiles in bulk & use agency options
- Fix issues with your Business Profile
- Watch tips for your Business Profile on YouTube

Need more help?

Try these next steps:

- Post to the help community**
Get answers from community members
- Contact us**
Tell us more and we'll help you get there

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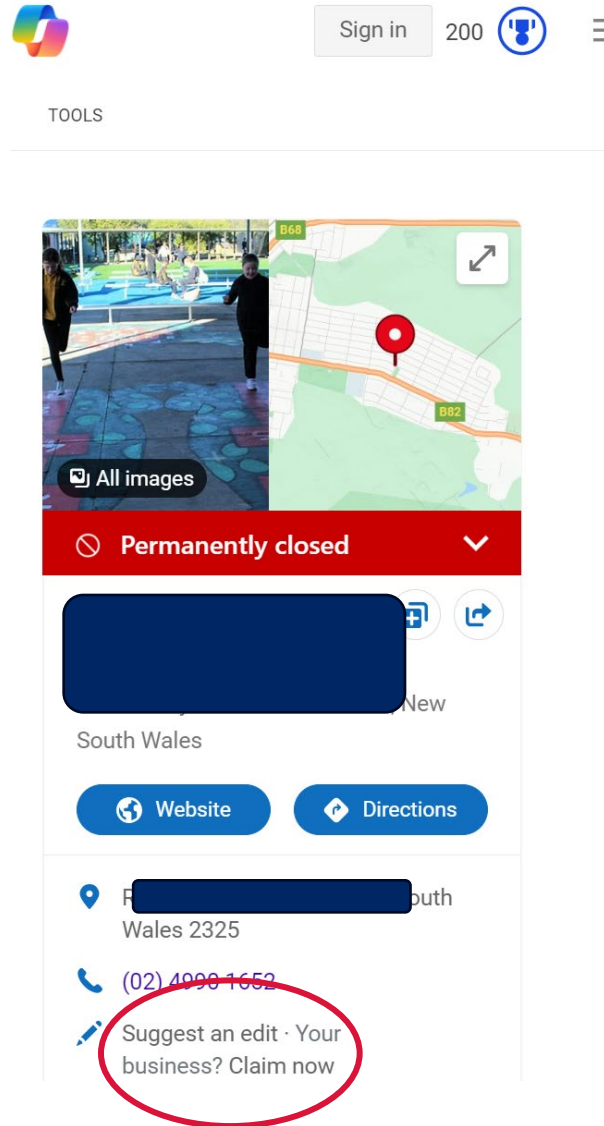
Language: English

[Send feedback about our Help Center](#)

Microsoft Bing



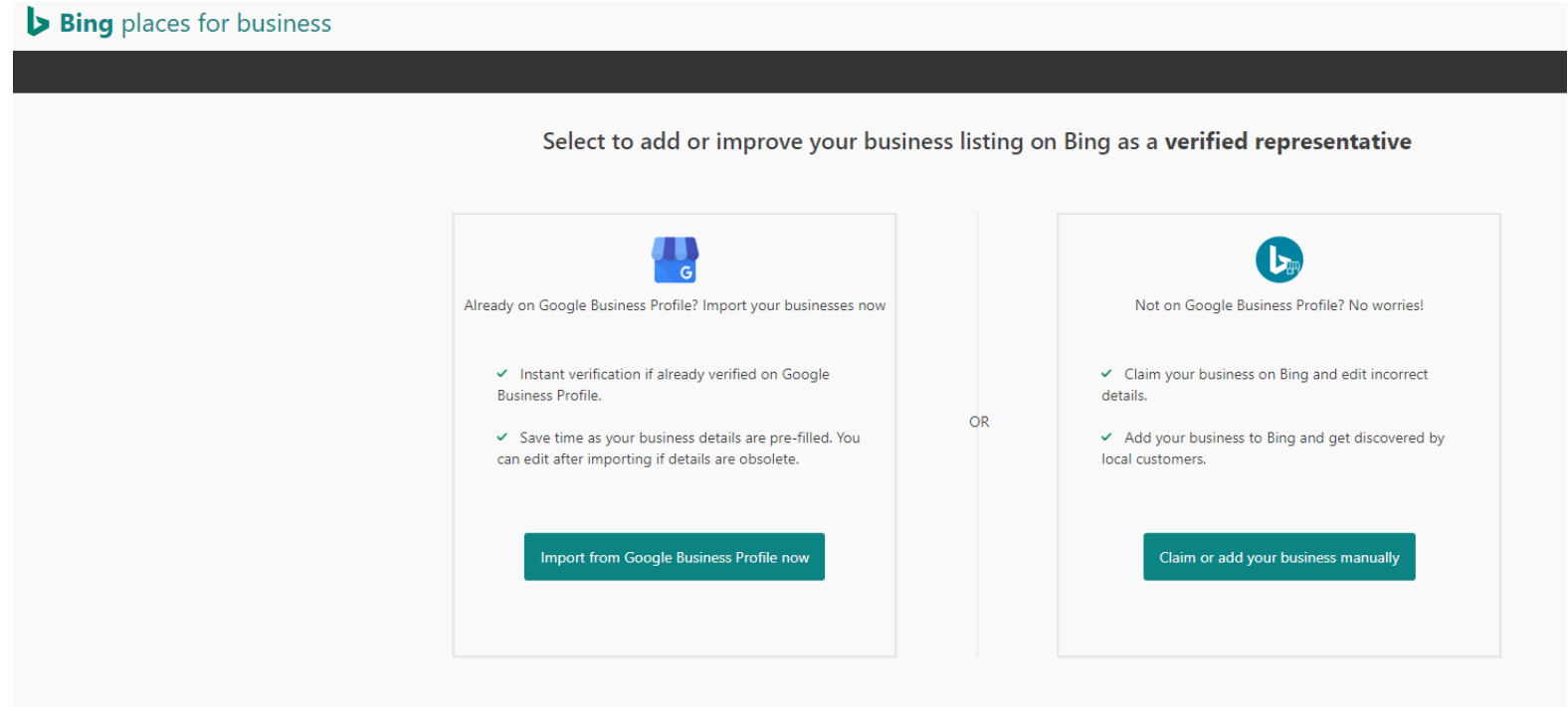
Several school listings on Bing incorrectly show them as “permanently closed,” which is not accurate. Claim your school’s listing/suggest an edit.



The screenshot shows a Bing search interface. At the top, there is a search bar with a colorful icon, a 'Sign in' button, a '200' character count, a blue profile icon, and a menu icon. Below the search bar is a 'TOOLS' section. The main content area displays a search result for a school. The result includes a photo of a school playground on the left and a map on the right with a red pin. Below the photo and map is a red banner with a white 'X' icon and the text 'Permanently closed'. Underneath the banner is a dark blue rectangular area with a white plus icon and a share icon. Below this is the text 'New' and 'South Wales'. There are two blue buttons: 'Website' and 'Directions'. Below these buttons is a location pin icon followed by the text 'R [redacted] path' and 'Wales 2325'. Below the location is a phone icon followed by the text '(02) 4998 1652'. At the bottom, there is a pencil icon followed by the text 'Suggest an edit · Your business? Claim now', which is circled in red.

Schools can claim ownership of their listing on Bing:

- Go to Bing for Business: <https://www.bingplaces.com/DashBoard/Home?from=HomePage>
- Select 'claim or add your business manually'.
- Search your school name
- Select Claim Business



Bing places for business

Select to add or improve your business listing on Bing as a **verified representative**

Already on Google Business Profile? Import your businesses now

- ✓ Instant verification if already verified on Google Business Profile.
- ✓ Save time as your business details are pre-filled. You can edit after importing if details are obsolete.

Import from Google Business Profile now

OR

Not on Google Business Profile? No worries!

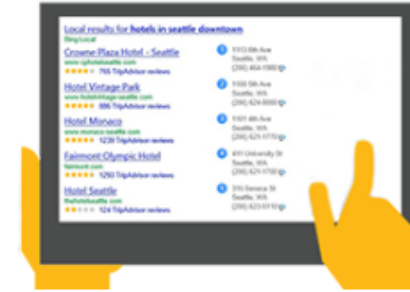
- ✓ Claim your business on Bing and edit incorrect details.
- ✓ Add your business to Bing and get discovered by local customers.

Claim or add your business manually

Add your business to Bing in 3 easy steps

1 Claim your listing

Chances are Bing has a listing for your business already. Claim an existing listing or add a new one. If your business has multiple locations you can add them in one go using the bulk upload tool.



2 Complete your listing profile

Adding complete information about your business helps you tell the best story about your business. You can add photos of your business & services, hours of operation, services offered and list the various ways customers can reach your business.

3 Verify your listing

Protect your listing from unauthorized changes by verifying it. You can verify your listings by receiving a PIN at your business address, phone or email. All businesses must provide a valid address, but some types of businesses can hide their address in search results.



Encourage advocates of your school to provide feedback that the school is open

Schools are encouraged to ask advocates to provide feedback by confirming the school is open, using the "Suggest an Edit" option (see slide 22).

This is particularly important if the school is unable to make corrections themselves after claiming their listing, or if they are in the process of doing so, due to reasons such as:

1. **Pending verification:** The suggested changes may require verification or approval from Bing's support team before being applied.
2. **Ownership restrictions:** Bing may restrict certain types of edits to listing owners or verified representatives to ensure accuracy and prevent unauthorised changes.
3. **System limitations:** Occasionally, the system may not allow direct edits to certain elements (such as status) without going through specific review or reporting processes.

The above is a workaround. We recommend contacting Bing Places support for additional assistance.

