

## DIGITAL MARKETING SERIES

# Get Your Local Business on Google Search & Maps



### SPEAKER

**Teresa Heger**

*Main Street America Digital Coach  
Grow With Google*

Heger is the owner and founder of Teresa Heger Coaching & Consulting, LLC, Fremont, Mich. Her organization provides leadership development to entrepreneurs, small businesses, and emerging and seasoned leaders. She has more than 15 years of experience building strategic plans and partnerships to support business goals and designing innovative plans to improve employee performance and morale and foster a diverse, inclusive environment. Heger also works for Main Street Wayland—Michigan.

### MAKE SURE CUSTOMERS FIND YOUR BUSINESS

Having your business show up when potential customers are searching online is more important than ever. Hear how to ensure customers can find accurate, updated information about your business on Google Search and Google Maps—no matter which device they use.

#### Learn how to:

- Create and manage a Google Business Profile from start to finish
- Manage your business information across Google Search and Maps
- Use your Business Profile to connect with new potential customers

### QUESTIONS? CONTACT:

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**Oct. 26, 2023**  
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