



## FINDMYBIZ FAQs

7.10.25

### **What is FindMyBiz?**

FindMyBiz is a new feature from NRS that gives you the ability to list your business on over 30 online directories. From Google Maps to Facebook, people will now be able to find your business when they are searching for businesses like yours.

### **Why do I need FindMyBiz?**

Without a strong online presence, you are potentially missing out on a ton of new customers, which simply do not know you exist. FindMyBiz allows potential customers to find your store first, and stop in. Most importantly, FindMyBiz allows you to do some valuable (and expensive) marketing with a minimal amount of effort or money.

### **Is setting up my store with FindMyBiz difficult?**

Nope! It's actually very simple. All you need to do is contact us, and provide us some basic information about your business, like; the address, store hours, keywords that relate to what you sell (snacks, cigarettes, lottery, etc.). Once you are signed up with us, you will automatically be listed on over 30 online directories (like Waze and Google!). You can also do it easily in your shop with the assistance of your Sales Representative.

### **What are reviews, and do I need them?**

Reviews are customer experiences that are written in comment sections in nearly every directory a customer may search on. Reviews are critical to having your store appear near the top of the search results when people are searching for businesses like yours. The more reviews you have, and the more stars customers give you, the better chance you will have of being found.

### **Do I need to respond to reviews that my customers write on Google or other similar sites?**

We highly recommend responding to reviews. When you respond to reviews you give Google the information they need to move your store listing up the rankings, and have *your* store found faster by searching customers. We make this process incredibly simple, as we offer you the

ability to have a real, live, human automatically respond to reviews as they come in. And most importantly the price for this type of hands on service cannot be beat!

***Did you know that 95% of consumers say reviews influence their purchasing decisions.***

### **Will I be listed on Google Maps?**

Absolutely! Whenever someone does a “near me” search for businesses like yours, *your* business can show up at or near the top of the search results. Map apps are an excellent way for people to find your business, so make sure you can be found!

### **What are the benefits of FindMyBiz?**

There are very few better ways to increase traffic into your store than being easily searchable online. Moreover, engaging with your customers through reviews creates unique relationships that keep existing customers coming back, and shows your business in a positive light to potential new ones.

### **I already have a Google Business Profile (GBP); why do I need FindMyBiz?**

Having a GBP is a great start, but it's just that - a start. Optimizing your GBP with a service like FindMyBiz, is critical to having the online visibility you want. Ultimately, the goal is to be listed within the top few results when a customer searches for stores like yours. Moreover, having a GBP alone is not enough. In order to boost visibility on Google, having listings on other platforms will make a significant difference.

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