Making Google My Business Work for Your Law Firm

Of all the offerings from internet giant Google, a robust Google My Business account should be one of the first goals for any company or law firm that wants to make sure they can be found online by the right audience, advises Bruce Vincent of **Muse Communications**.

In the post on the Muse website, Vincent explains that the information provided on a Google My Business listing is used by Google along with other online information to create the "knowledge panel" that appears on the right side of a Google search results page when you search for a business name.

He explains how to set up the account in Google and how to update and monitor the account.

Read the article.