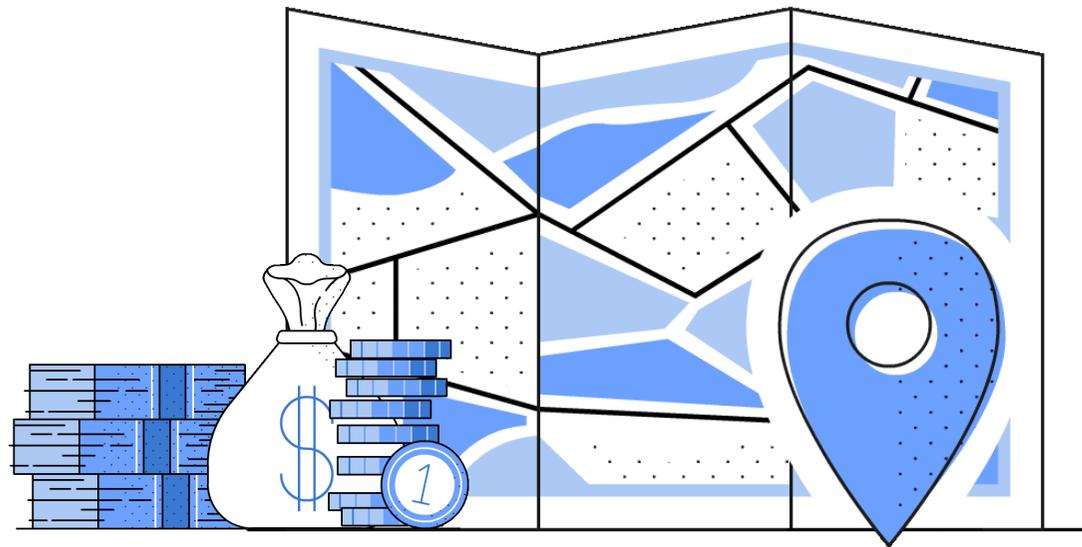


Don't start your business journey without a map



Google Maps Platform for e-commerce



Why do I even need a map?

You may have the best product or service, great business locations with helpful staff, or a highly ranked e-store. However, if you don't make shopping easy for your customers, all your hard work will be in vain.

Use an intuitive, readymade solution by placing Google Maps on your e-store and company website.

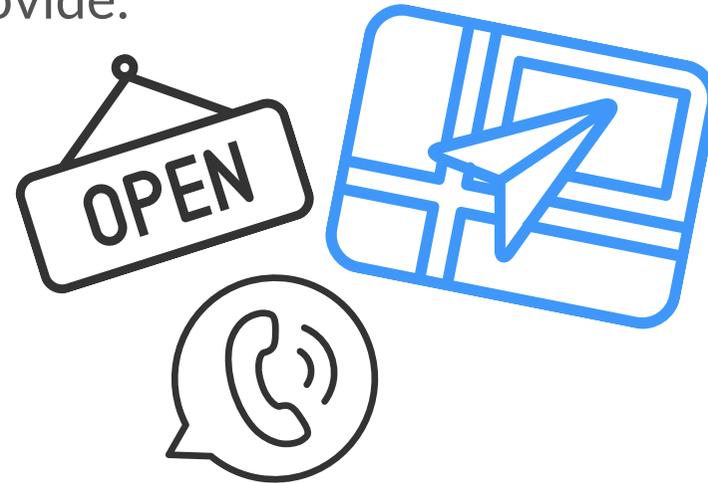
Learn a few basic tips about
using Google Maps!



What kind of data should you show?

To make shopping easier for your customers, show the availability of your products at particular locations, allow for reservations of chosen goods, offer click&collect service (buy online - pick up offline), show the locations of your physical stores. It's also important to provide:

- directions
 - opening hours
 - phone number
- and other contact information.



All of this will make locating your company as easy and convenient as possible.

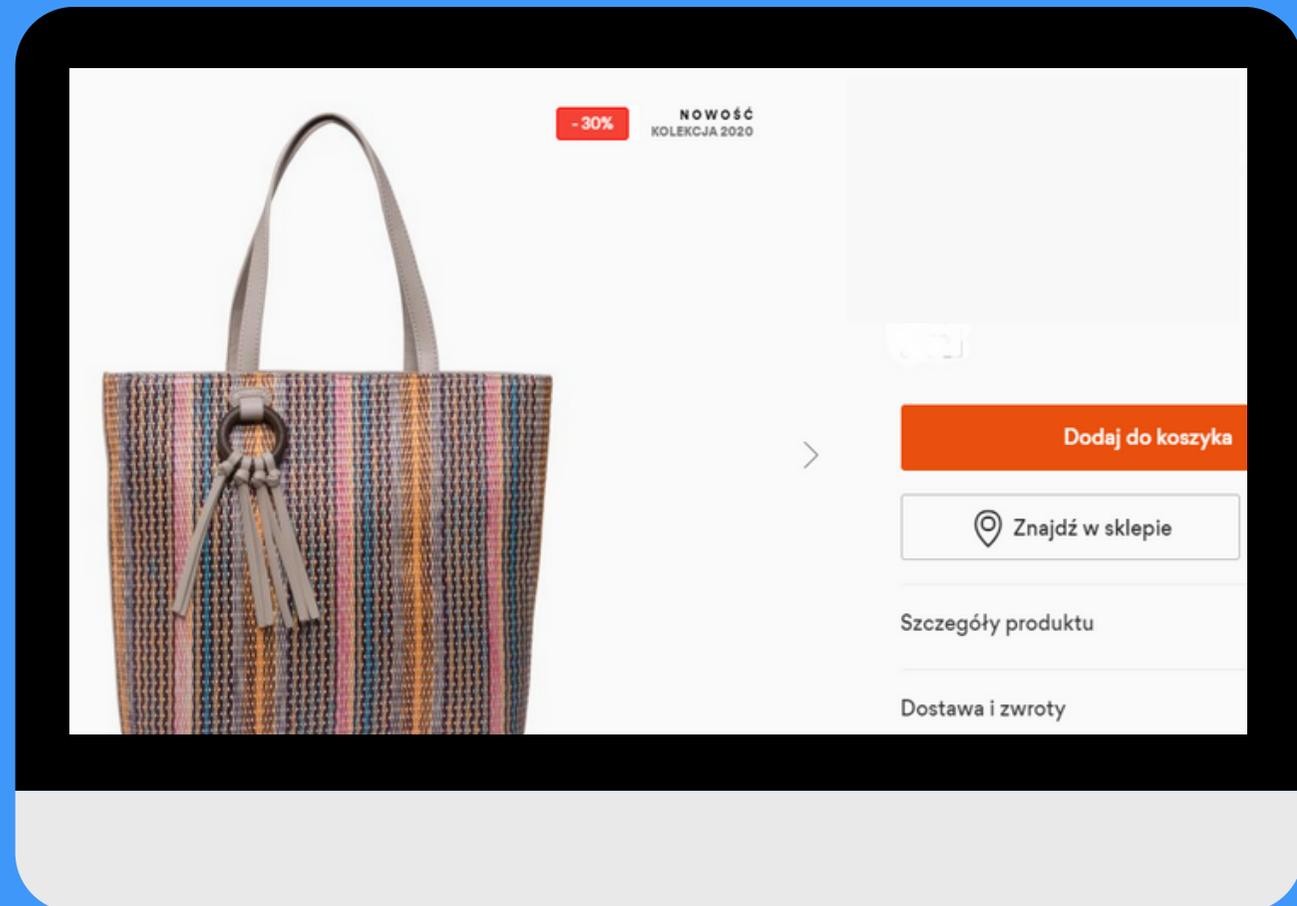
Where to place Google Maps?

Simply speaking - where
people search for it
intuitively, which is...

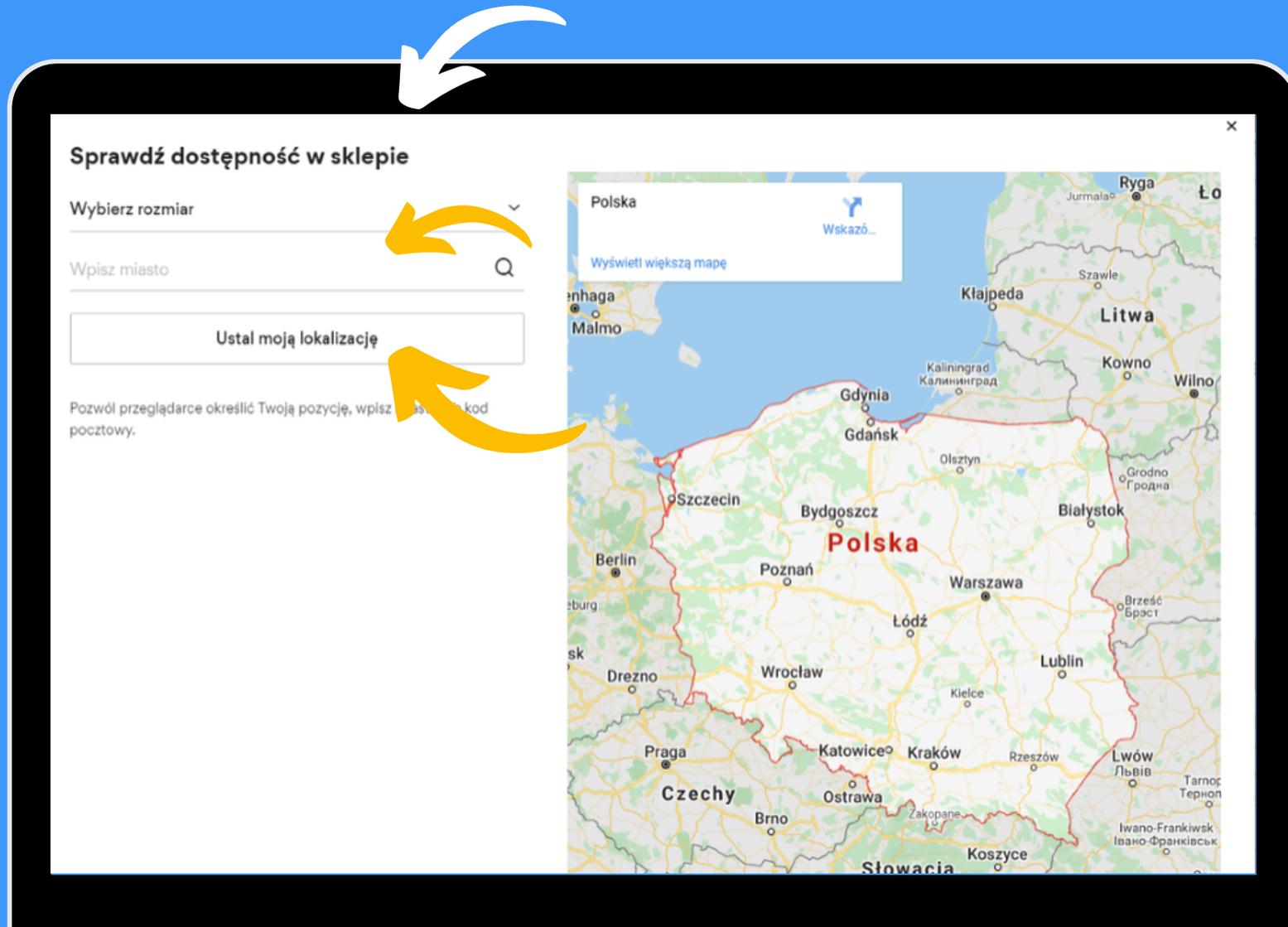


Right in the heart of your e-store

A map will provide additional information about your stock. It allows you to clearly present product availability and the option to reserve a product or choose a location for pick-up.



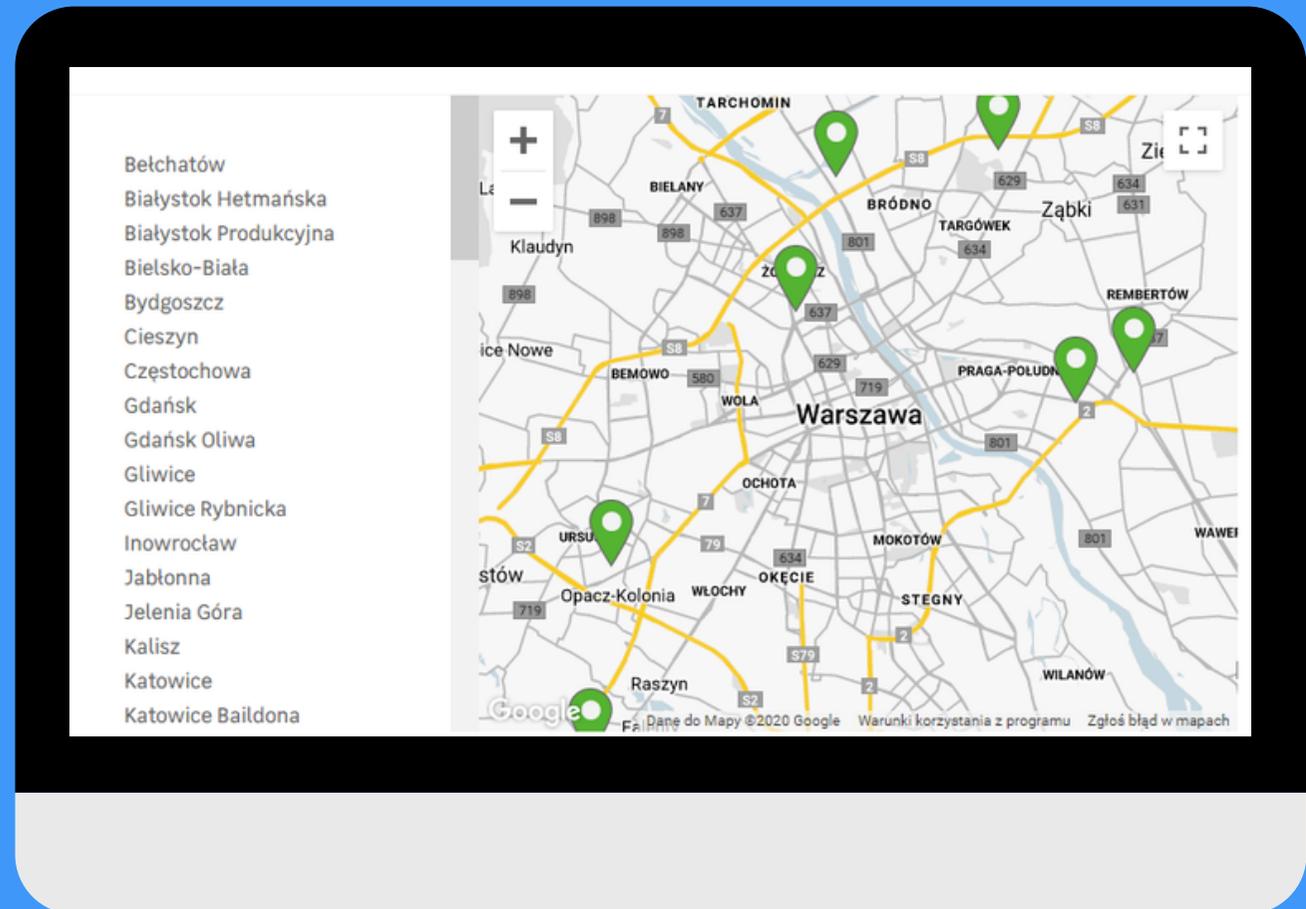
All information in one place!



On contact information pages

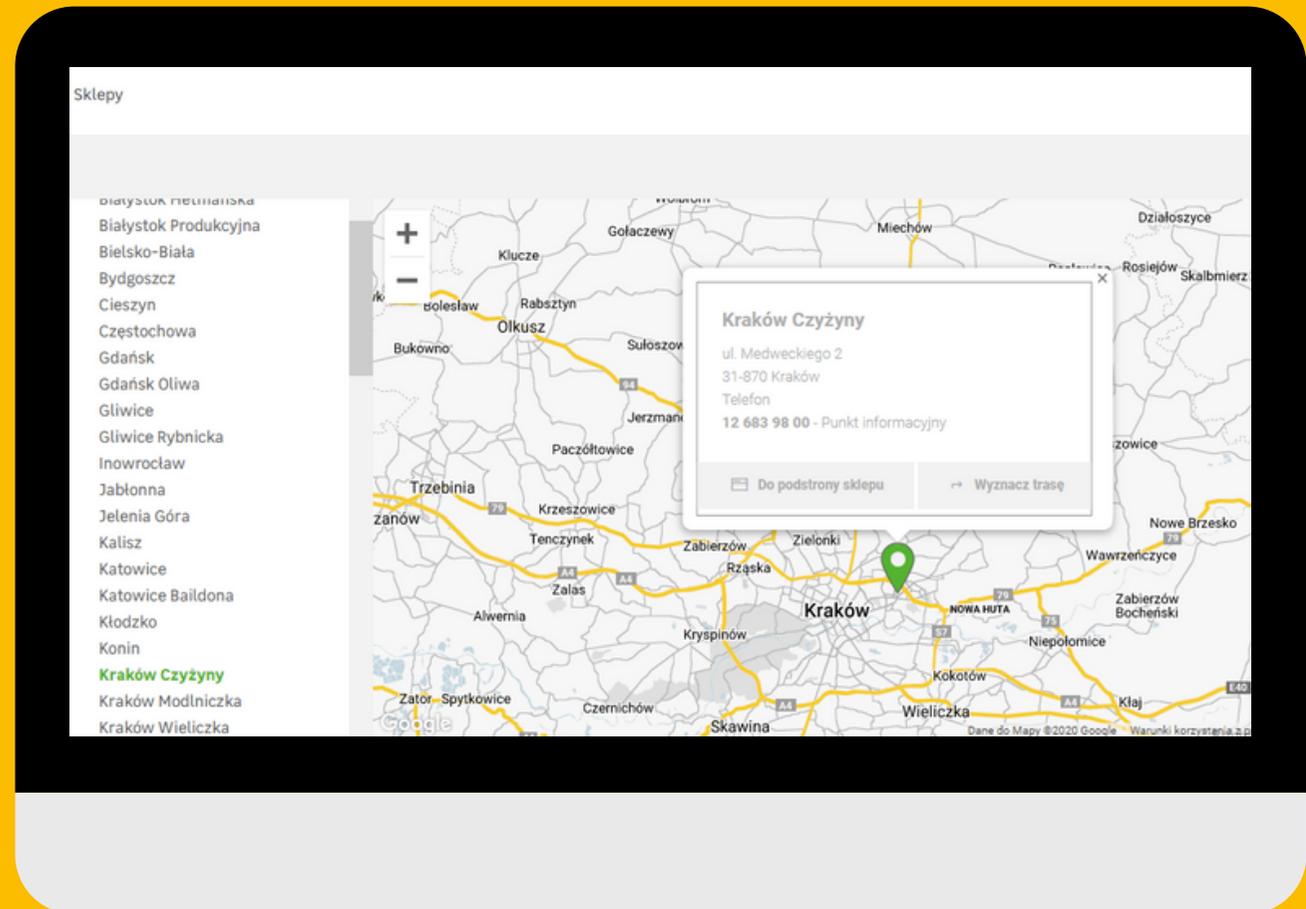
contact, about us,
where to find us, our
stores, pick-up points

A map will show your
store addresses, pick-
up points, customer
service centers, and
other places useful to
customers.



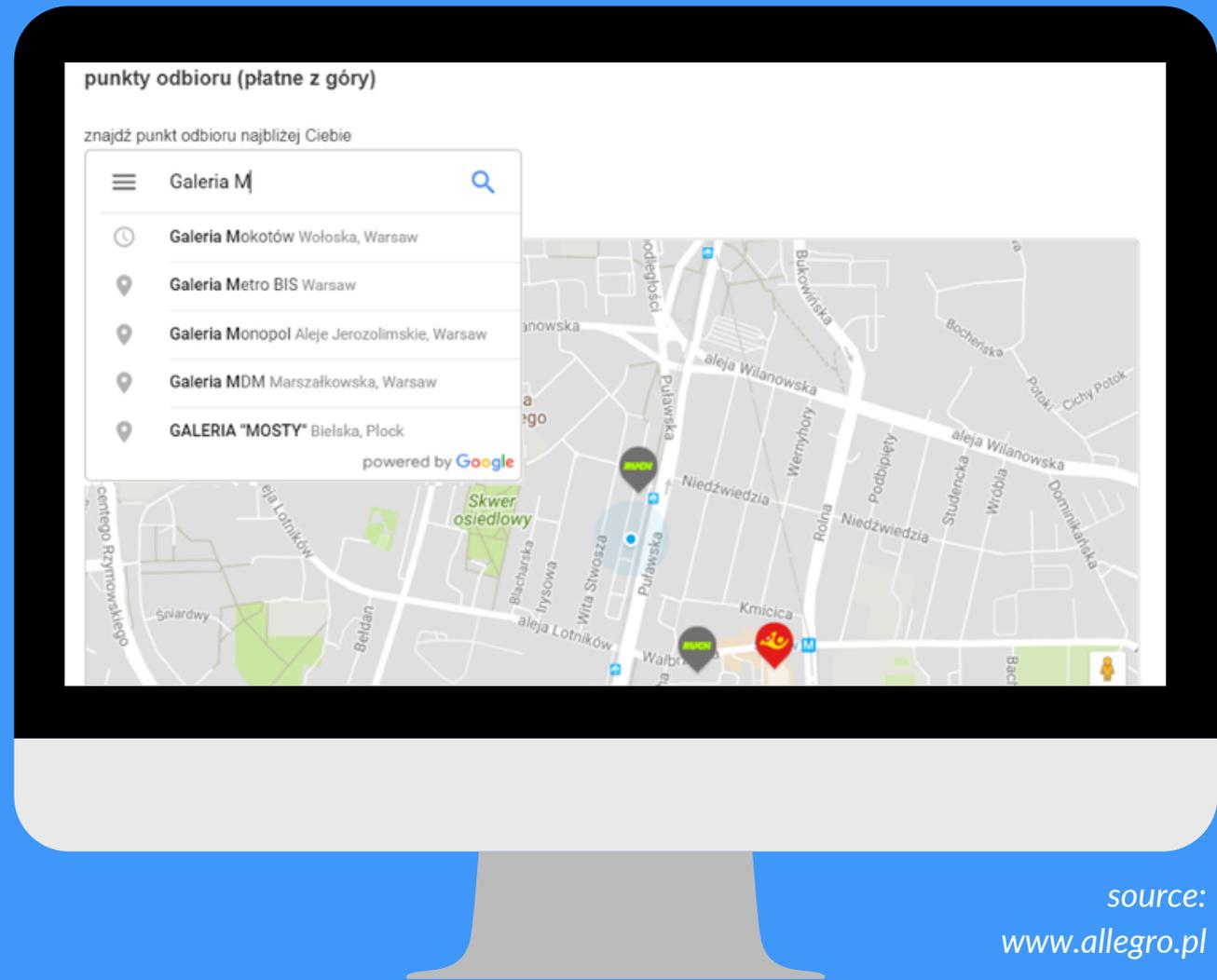
In the detailed store description

Here you can describe each place in detail, inform about opening hours and show it on a map. Additionally, you can provide convenient directions to any of your locations.

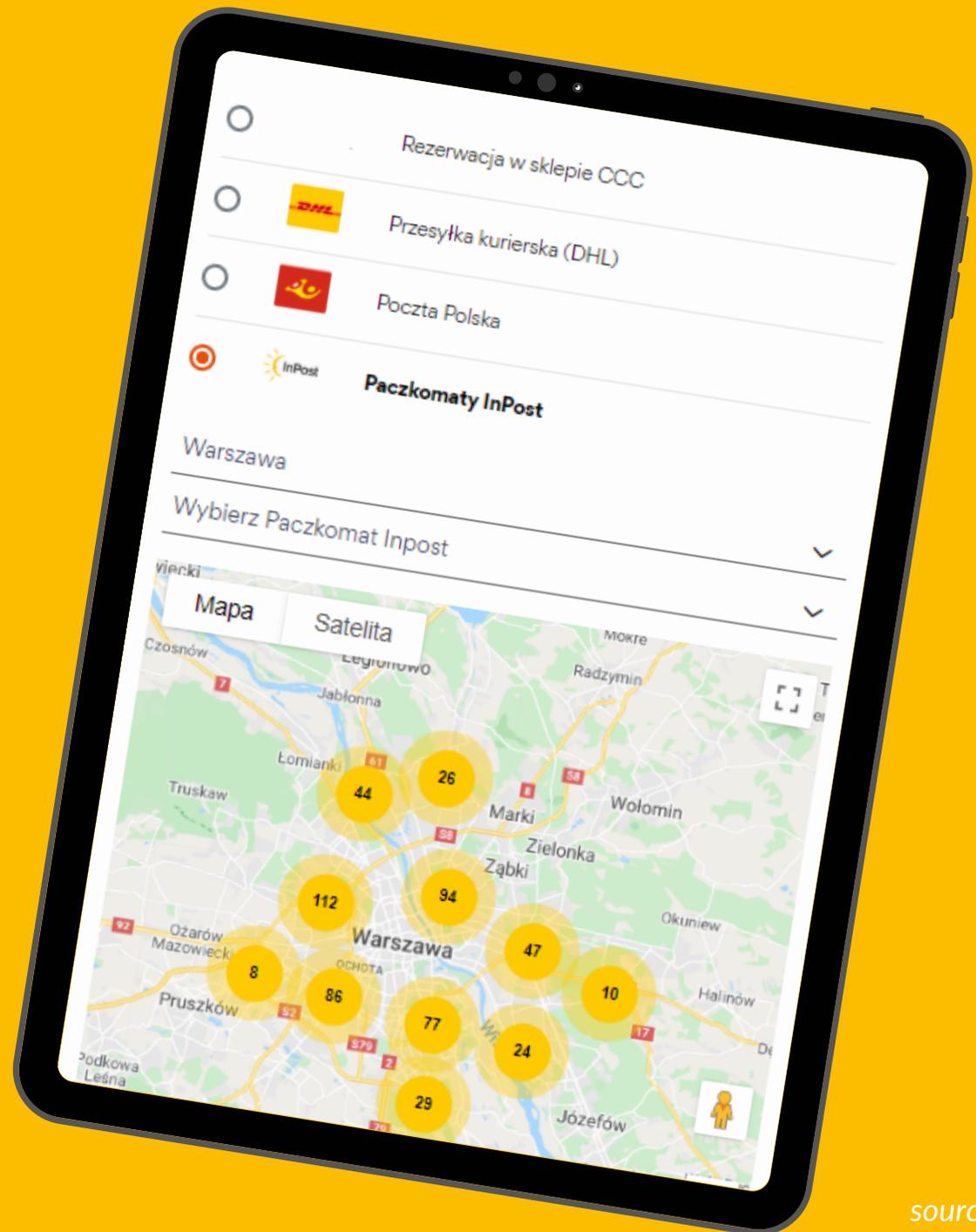


On a page for choosing self pick-up point

When a customer makes an order with a self pick-up, they can easily choose a pick-up point using Google Maps. It can look like this:

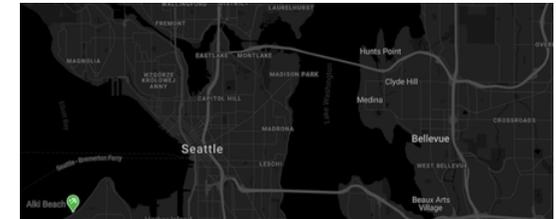
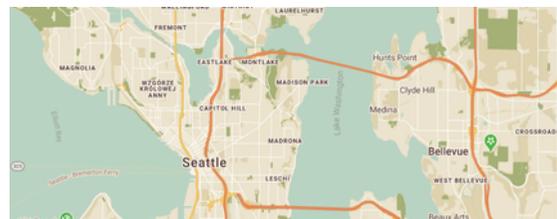
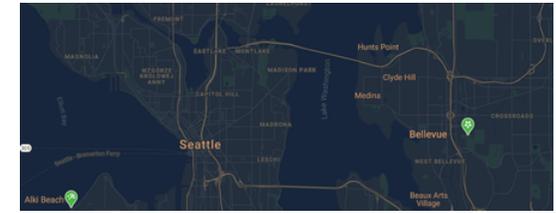


Remember your customers use mobile devices too! Consider this when placing maps on your website.



What about styling your maps?

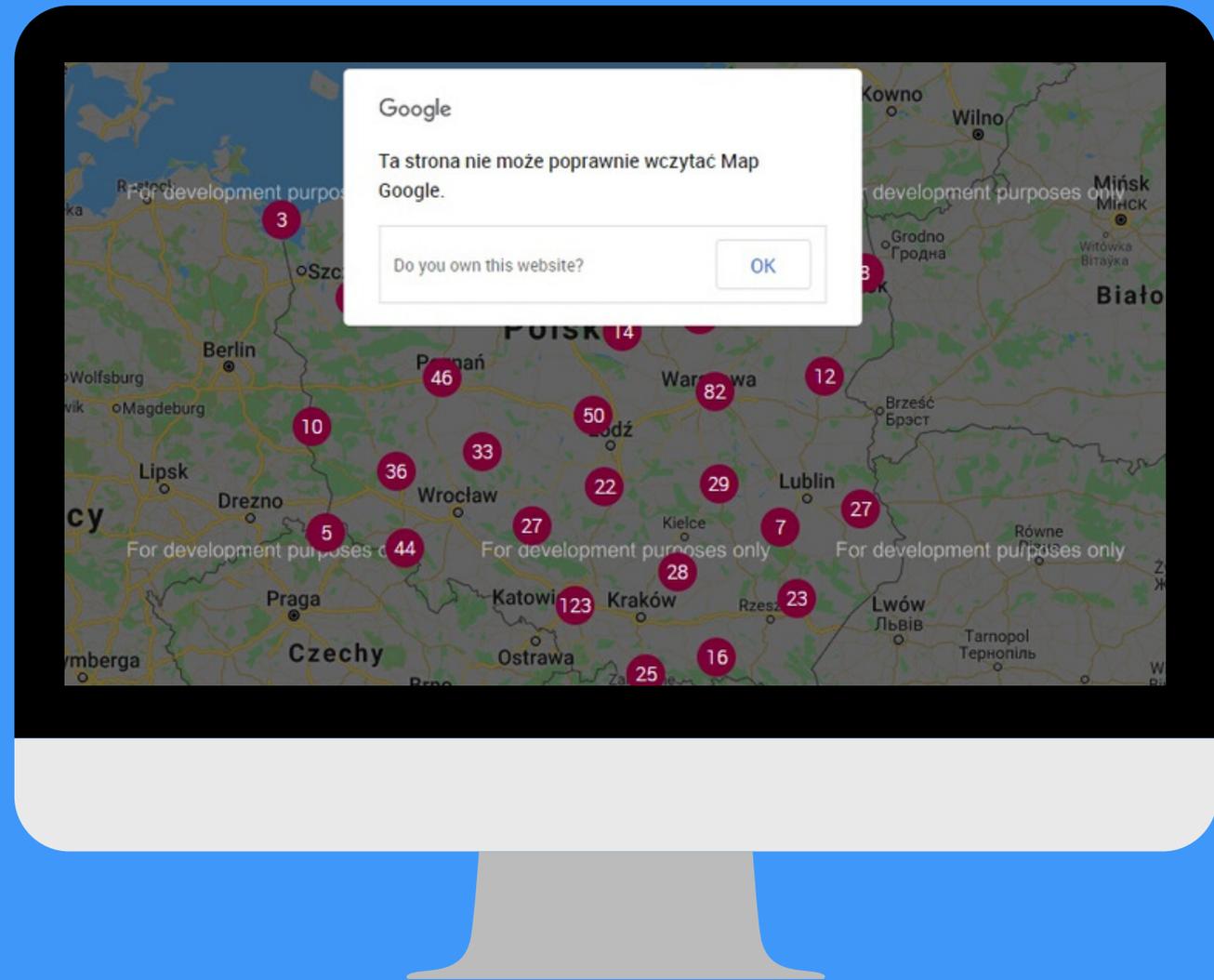
You can design maps to match your store's style. This will help your business stand out!



Map doesn't work? There's a way to fix this!

If your map looks like this, it won't be helpful and may cause potential customers to leave your website in a hurry.

See how to fix this!

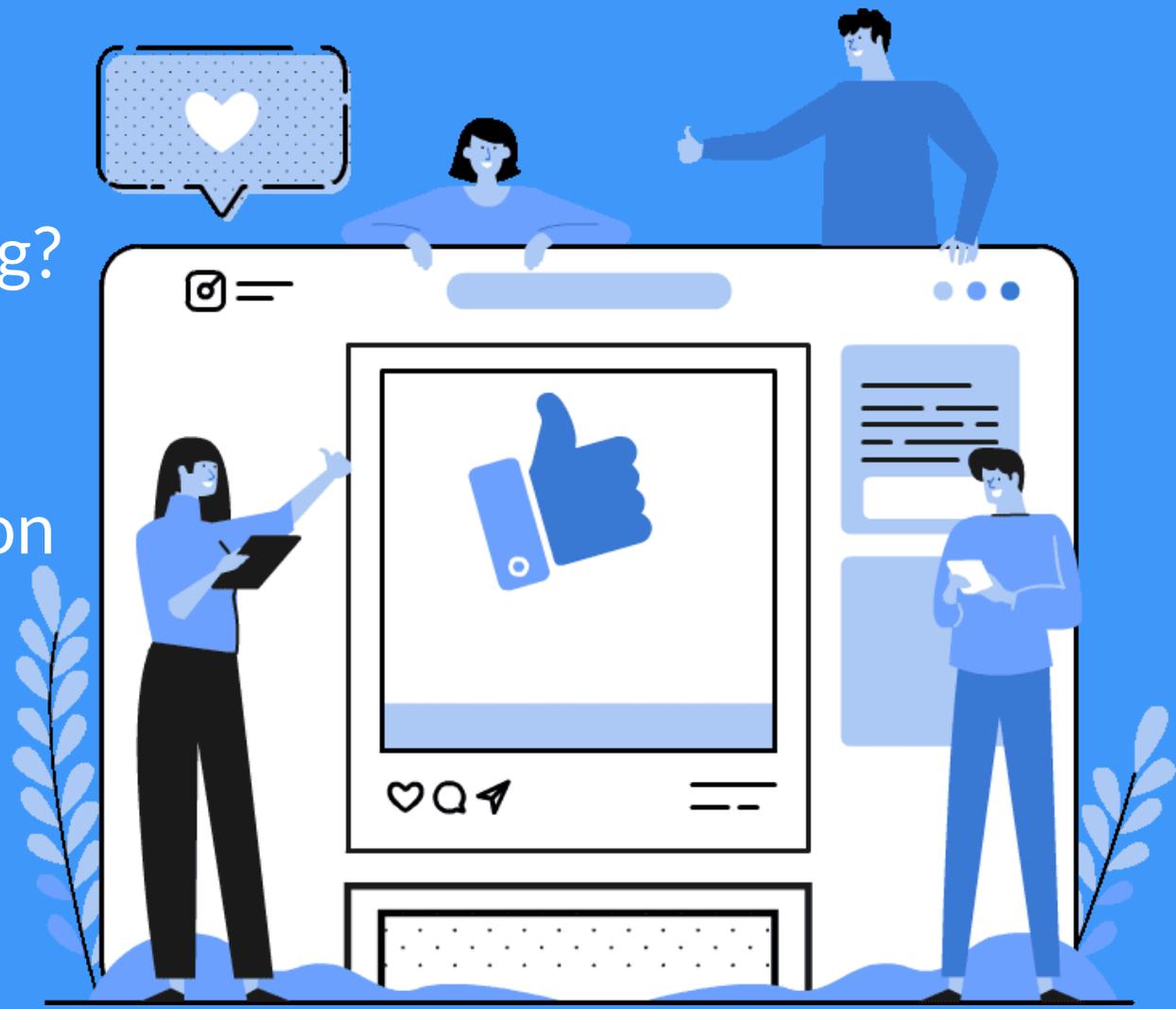


These resources might interest you!

What are the benefits of joining your online and offline worlds of shopping?

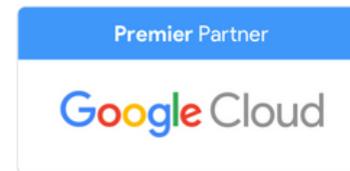


How to be easily found on the Internet?



Do you have any questions?

We will be glad to help you!



Globema is a Polish IT company active on the market for more than 20 years. We are a **Google Cloud Premier Partner** and the only **Google Maps Premier Partner** in Poland. We operate in Poland and Central and Eastern Europe. Globema offers Google Maps Platform products and provides innovative IT solutions based on Google Maps that support many industries.

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