

Garage Studios User Guide / How-To:

Setup a Google Business & Program an NFC Chip Using NFC Tools

Introduction – Programming NFC Cards

This guide will walk you through the steps to program an NFC chip (any) using the free NFC Tools app, available on both the Apple App Store and Google Play Store. Programming an NFC chip allows you to store information such as URLs, contact details, and more, which can be read by compatible smartphones.

Google Business (Reviews)

This guide will also walk you through the steps to set up a Google Business Profile and generate a review URL. A Google Business Profile helps your business stand out on Google Search and Maps, making it easier for customers to find and interact with you.

Google reviews provide useful information and help your business stand out. Reviews show up next to your Business Profile in Maps and Search.

Important: Reviews are only available in certain countries or regions, or to certain categories of businesses. To better match with the ways people search for businesses, availability of reviews may change over time.

- **Verify your Business Profile:** This makes your business information show up on Maps, Search, and other Google services. To respond to a review, you must have a [verified business](#).
- **Remind customers to leave reviews:** Let them know it's quick and easy to [leave reviews](#). Business owners shouldn't offer incentives to customers to leave reviews. You can also get customers to leave reviews if you [create and share a link](#).
- **Reply to reviews to build customer trust:** Your customers will notice your business values their input if you [read and reply to their reviews](#).
- **Value all reviews:** Reviews are useful for potential customers when they're honest and objective. Customers find a mix of positive and negative reviews more trustworthy. You can always respond to a review to show the customers that you care and provide additional context.



Google Business Profile

Sign Up for Google Business Profile

Go to the [Google Business Profile website] <https://business.google.com/ca-en/business-profile/?authuser=0>
Click on 'Get Started' to start the process. Sign in with your Google account. If you don't have one, create a new Google account.

Enter Your Business Information

Enter your business name and address. If your business doesn't have a physical location, you can choose to hide your address and only show the service area. Select your business category to help customers find you. Add your phone number and website URL.

Verify Your Business

Google will ask you to verify your business. You can choose to receive a postcard by mail, a phone call, or an email. Follow the instructions to complete the verification process. This step is crucial to ensure your business information appears on Google.

Complete Your Profile

Once verified, complete your profile by adding business hours, photos, and a description of your business. Add attributes such as 'Black-owned,' 'Women-owned,' or 'LGBTQ+ friendly' to highlight your business's unique qualities.

Manage Your Profile

Use the Google Business Profile dashboard to manage your profile. You can update your information, add posts, respond to reviews, and more.

Generating a Review URL

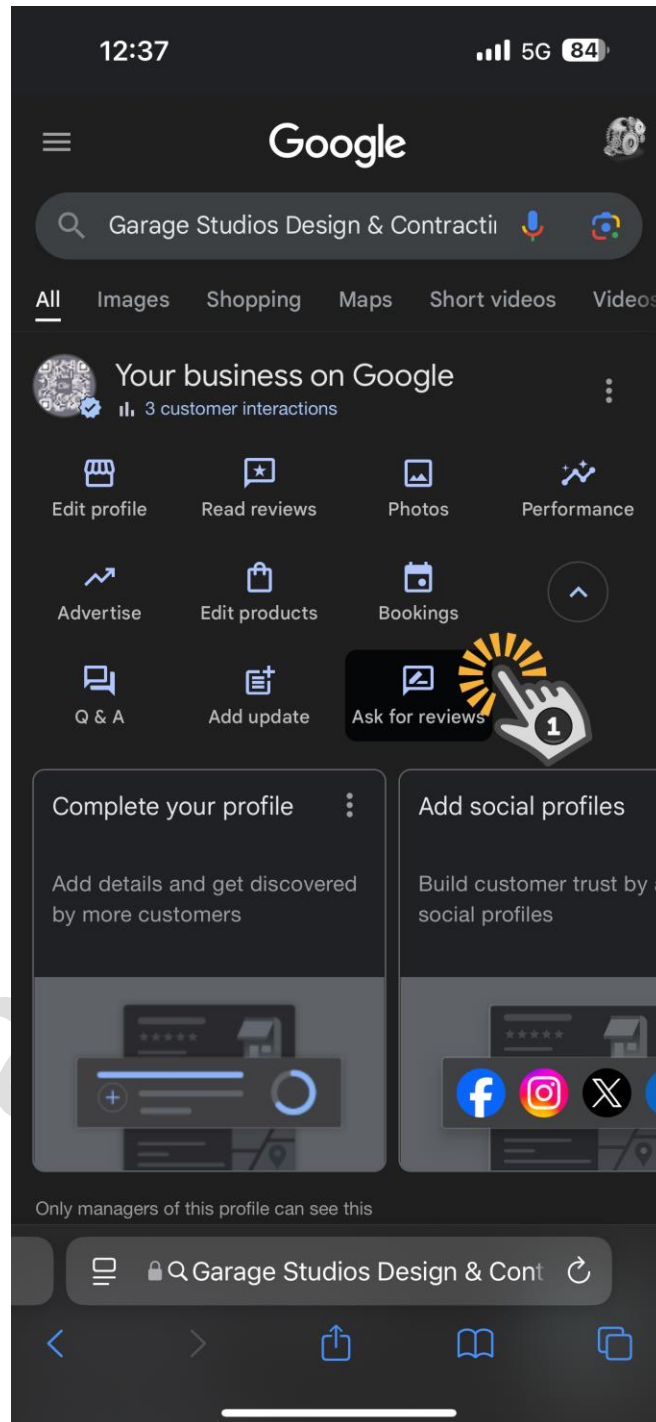
Log in to Google Business Profile

Go to the [Google Business Profile website] <https://business.google.com/ca-en/business-profile/?authuser=0> and sign in with your Google account.



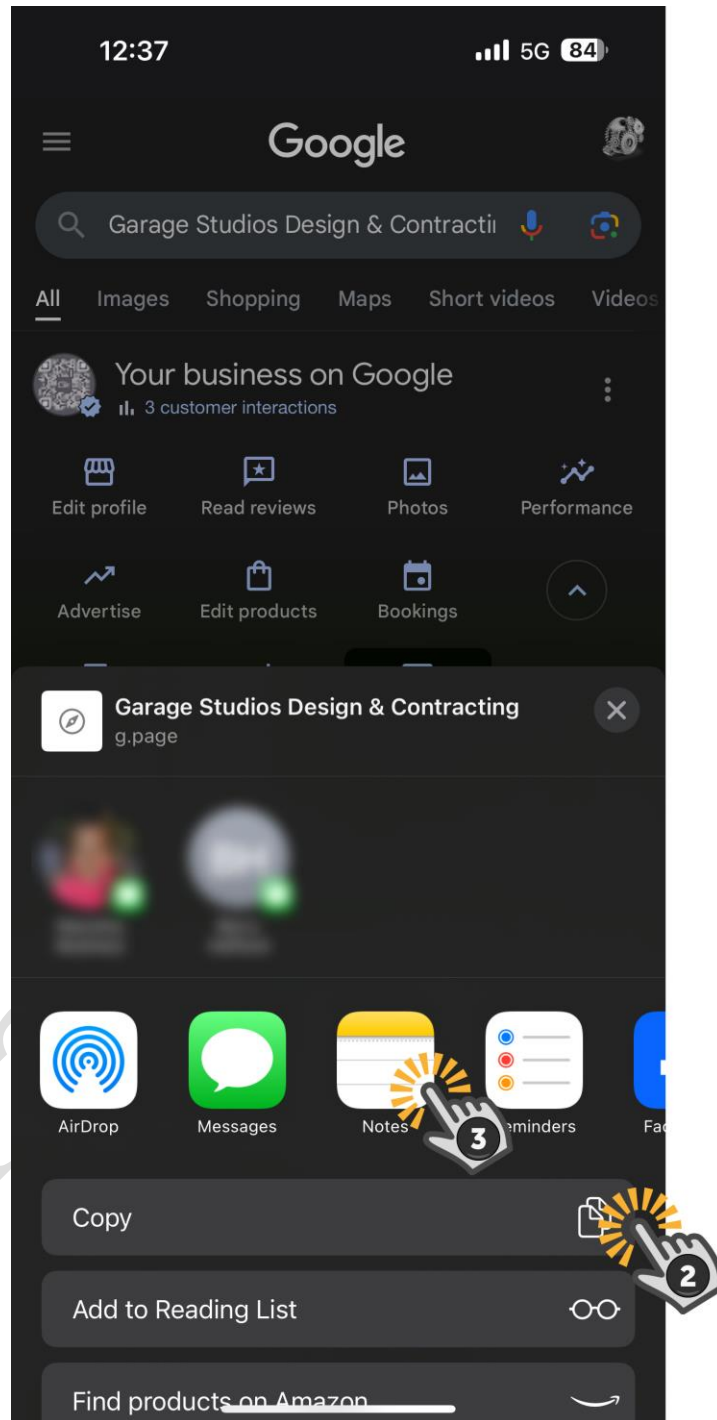
Access the Review Link

In the dashboard, click on the **Ask for Review**

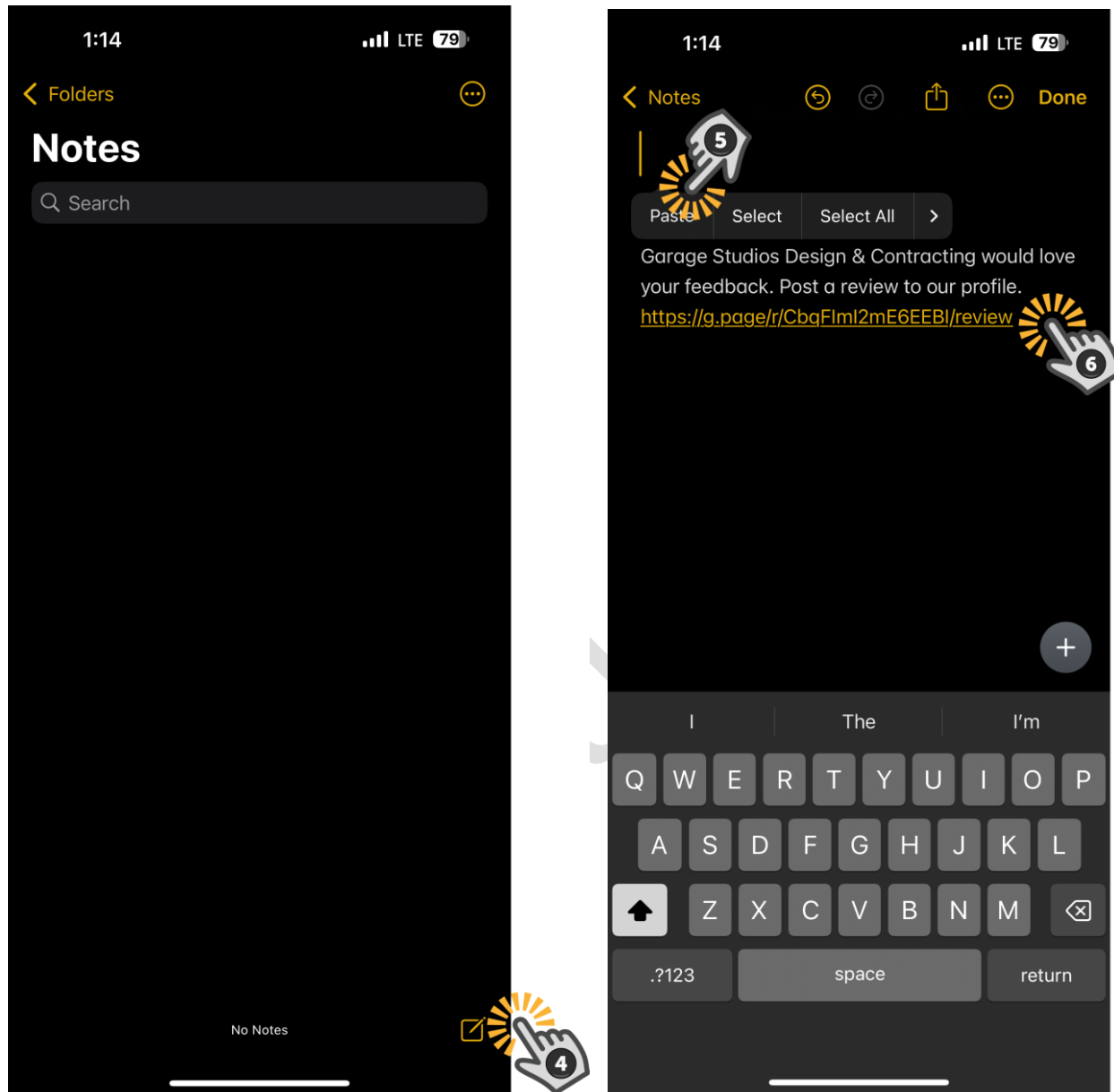


Copy the Review Link

A pop-up will appear with a link to your review form. **COPY THIS LINK for later.** You can share this link with your customers via email, text message, or social media to encourage them to leave reviews.



ON YOUR DEVICE, OPEN A NOTEPAD APP,... CREATE A NOTE AND PASTE IN YOUR URL.



Create a QR Code (Optional)

If you want to make it even easier for customers to leave reviews, you can create a QR code for the review link. Use a free online QR code generator and paste the review link to generate the QR code. Print the QR code or display it digitally for customers to scan and leave reviews.

Conclusion

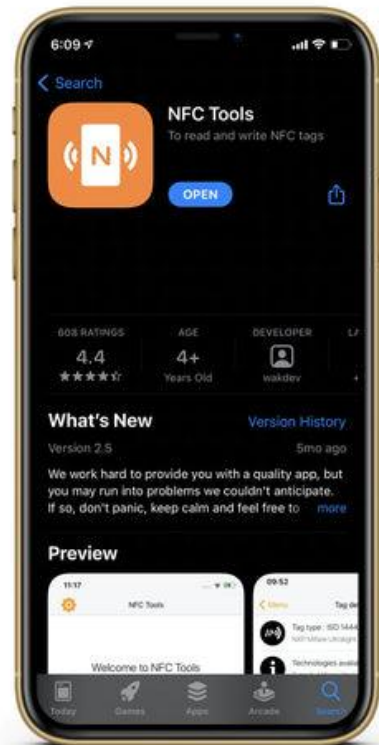
Congratulations! You have successfully set up your Google Business Profile and generated a review URL. This will help your business gain visibility and build trust with potential customers.



NFC Tools Programming

Download and Install NFC Tools

Download the NFC Tools app from the Apple App Store or Google Play Store. Install the app on your smartphone.

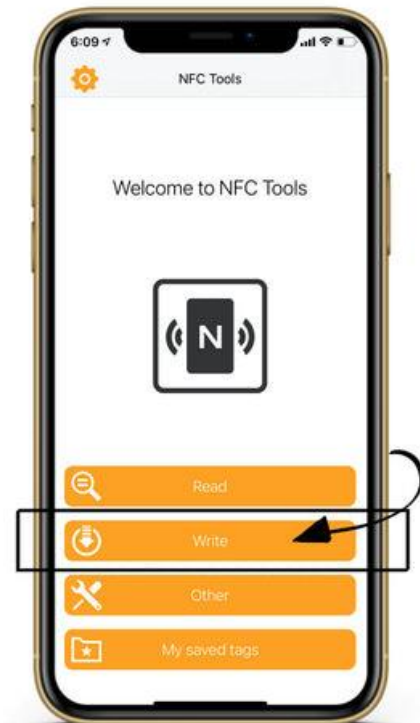


Open NFC Tools

Launch the NFC Tools app on your smartphone. You will be greeted with the home page of the app.

Start Writing Data

Tap on the 'Write' button to begin the process of writing data to your NFC chip.



Add a Record

On the next screen, tap on 'Add a Record.' You will see several options for the type of data you can write to your NFC chip.



Choose Data Type

Select 'Custom URL/URI' as the data type. This option ensures compatibility with all smartphones. Note: Other options may not work on all phones. Avoid using the 'Contact' option unless you follow specific steps to ensure compatibility.



Enter URL

PASTE YOUR URL you want to encode on the NFC chip. Make sure to include 'https://' at the beginning of the URL. Double-check for any spaces before or after the URL to avoid errors.



Write Data to NFC Chip

After entering the URL, tap 'OK.' You will be taken back to the previous screen, where your URL will be listed. Tap 'Write' to proceed.

Verify Encoding

If you see a check mark, the NFC chip is programmed successfully. If you get a red exclamation mark, try the process again.



Scan NFC Chip

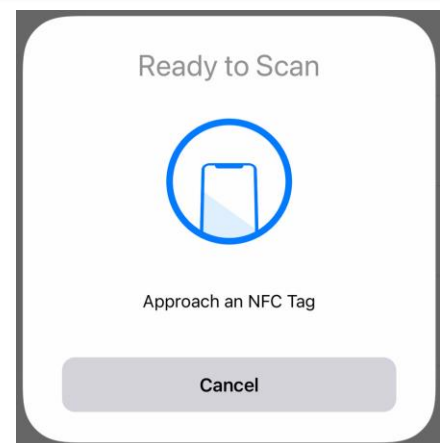
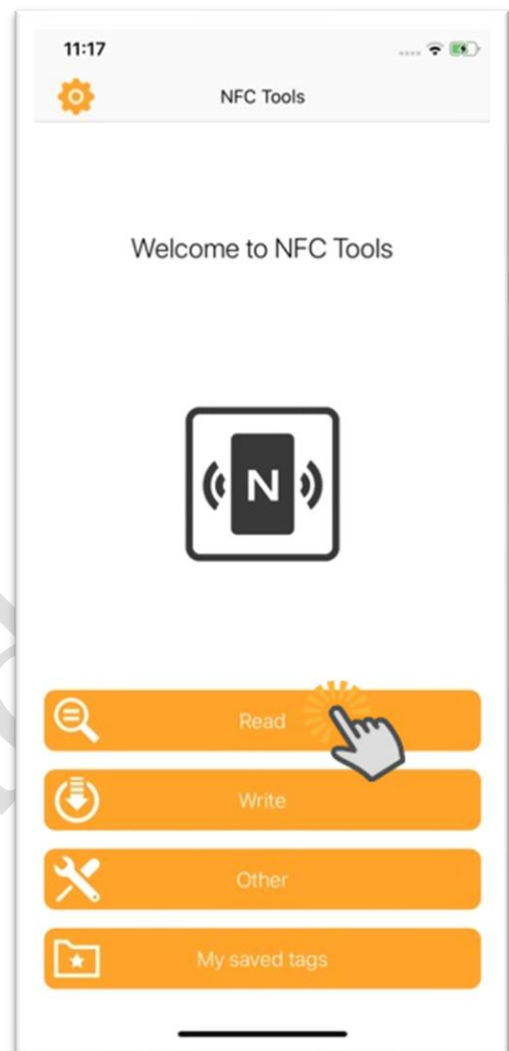
Hold your smartphone close to the NFC chip. For iPhones, hold the top-center of the phone within 1 inch of the chip. For Android phones, place the backside-middle of the phone onto the chip. Your smartphone will make a sound or vibrate when the NFC chip is successfully encoded.

Test the NFC Chip

Hold your smartphone near the NFC chip to test it. Your phone should automatically receive the encoded information via a drop-down notification.

Conclusion

Congratulations! You have successfully programmed your NFC chip using the NFC Tools app. You can now use your NFC chip to share information easily with compatible smartphones.



How to Password Protect an NFC Tag

One of the many outstanding features of consumer NFC tags, such as Tag 215/216, is their ability to be reprogrammed with new information repeatedly. This functionality is particularly beneficial for businesses like restaurants or coffee shops, where NFC tags can be conveniently placed for customers to easily access menus or follow social media accounts. However, the reprogrammable nature of NFC tags poses a security risk in unsupervised public environments. It is crucial to ensure that these tags are protected against unauthorized reprogramming to prevent malicious alterations that could mislead customers.

To enhance security, it is essential to implement verification measures for password recovery on NFC tags. Although NFC tags are closed circuits and not connected to the internet, someone could potentially guess your password due to the unlimited number of attempts allowed. Even a simple two-character password like "b>" would take millions of tries to guess correctly, and the hacker would need to be within a few inches of the tag throughout the process. If a hacker does manage to guess the password, they can only reprogram the tag's contents and cannot access any personal information.

WARNING!

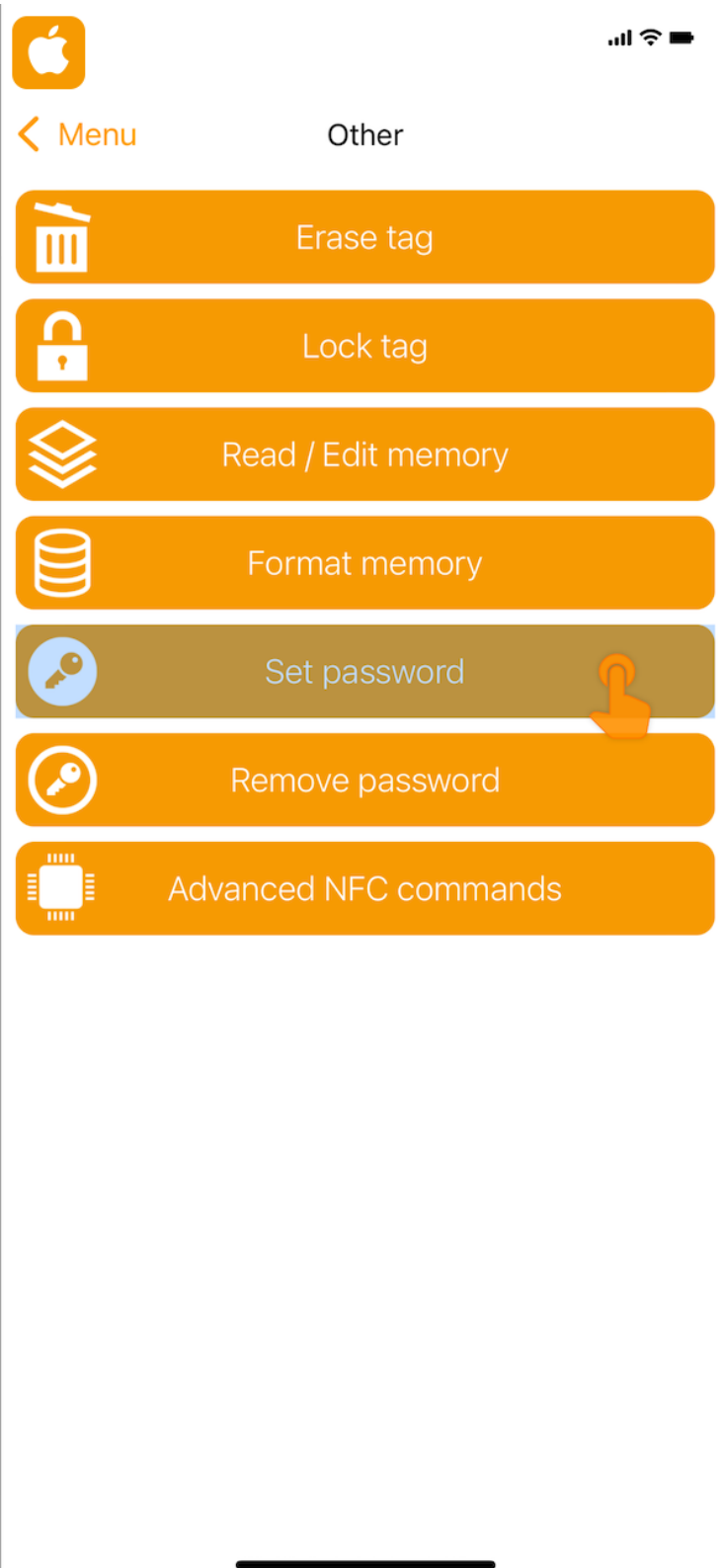
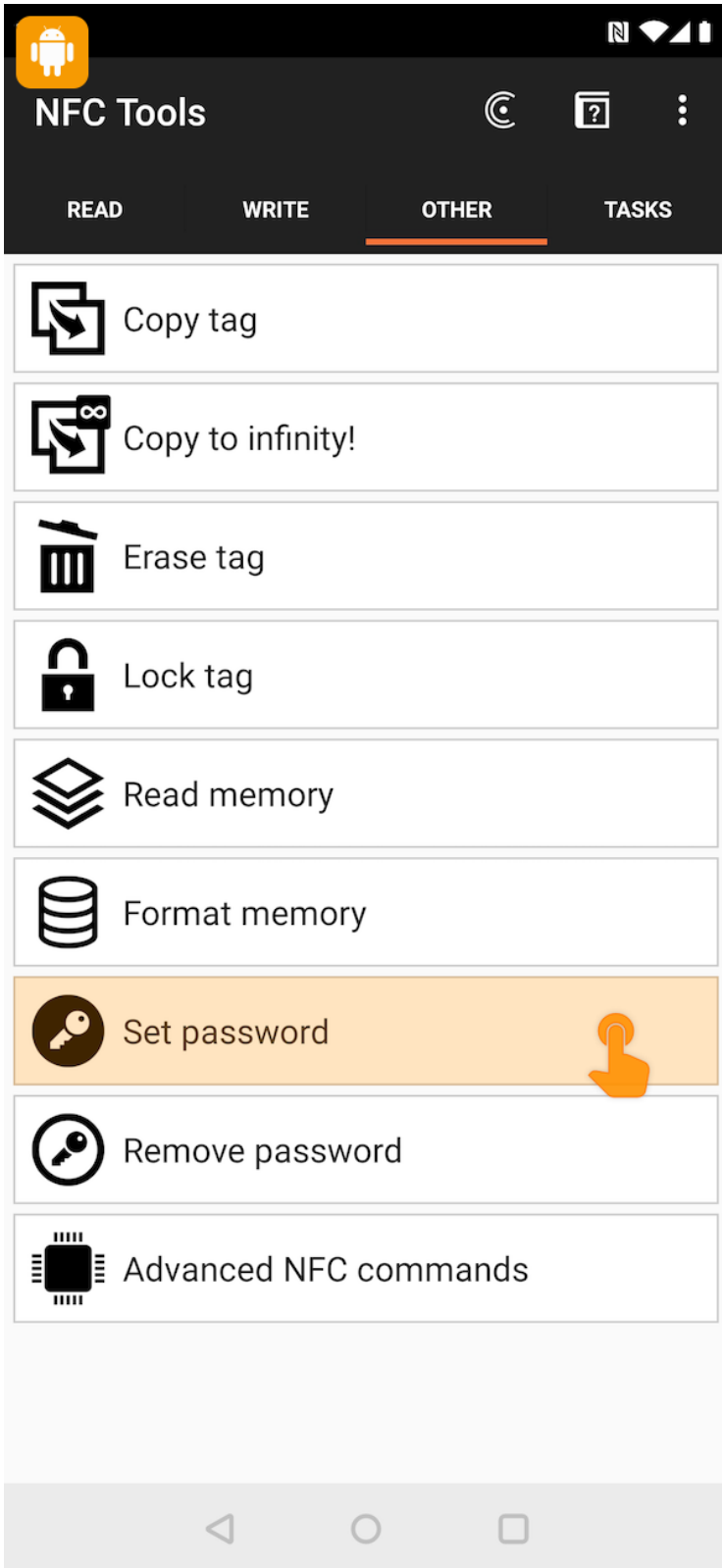
If you forget your password, there is no way to recover it. NFC tags do not support hints, two-factor authentication, or email reset links. Once the password is forgotten, the tag is permanently locked.

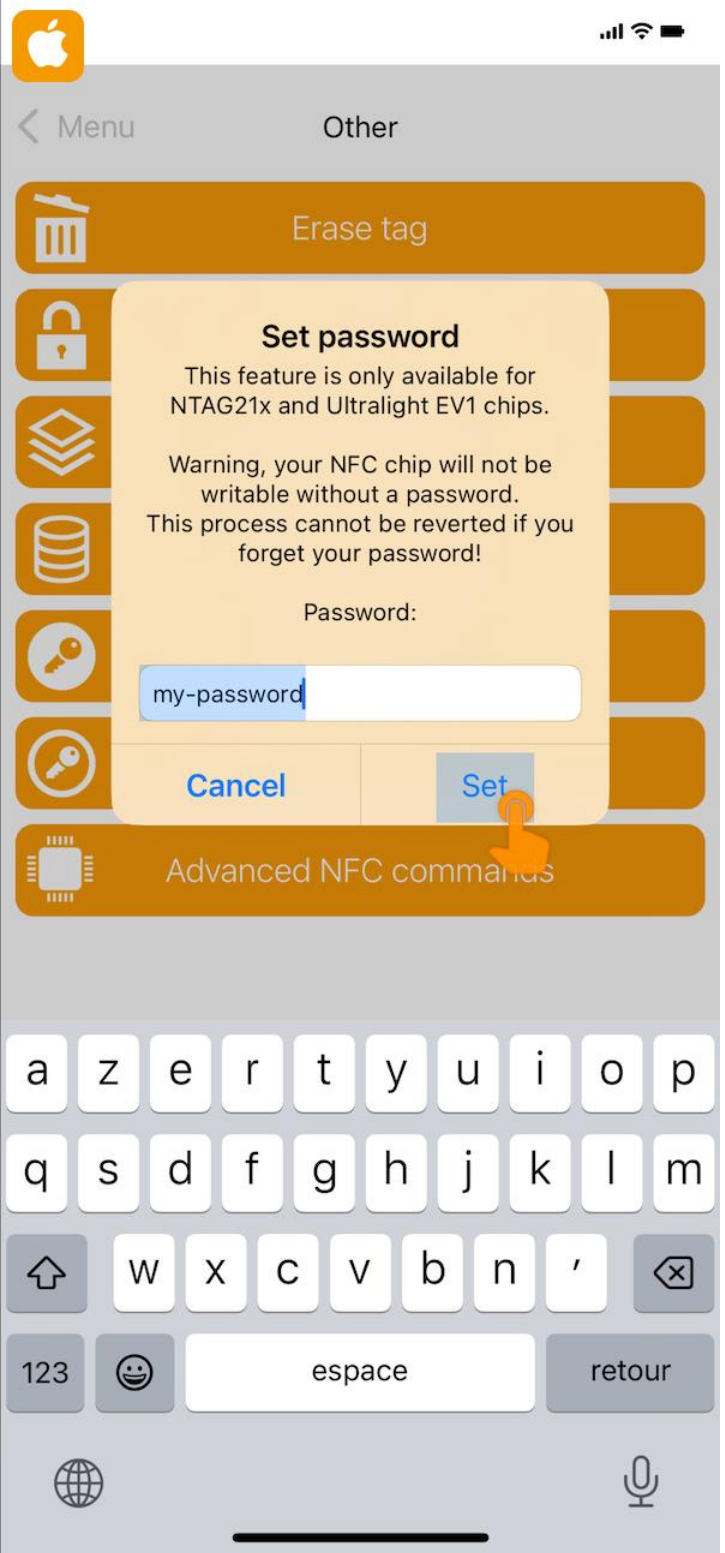
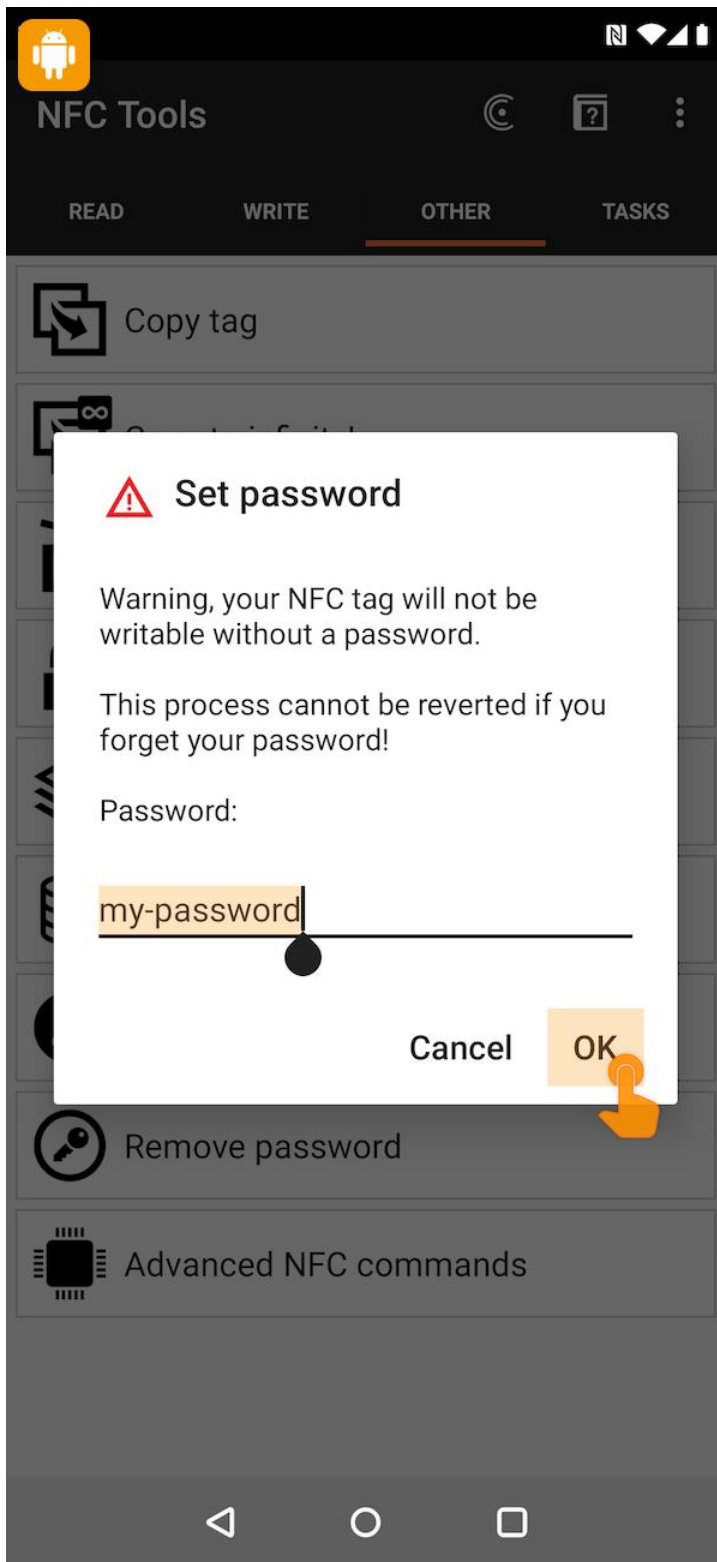
Fortunately, the tag remains scannable and usable, but the stored information will be fixed until the tag is destroyed. To remove a password from an NFC tag, you can use an app like NFC Tools.

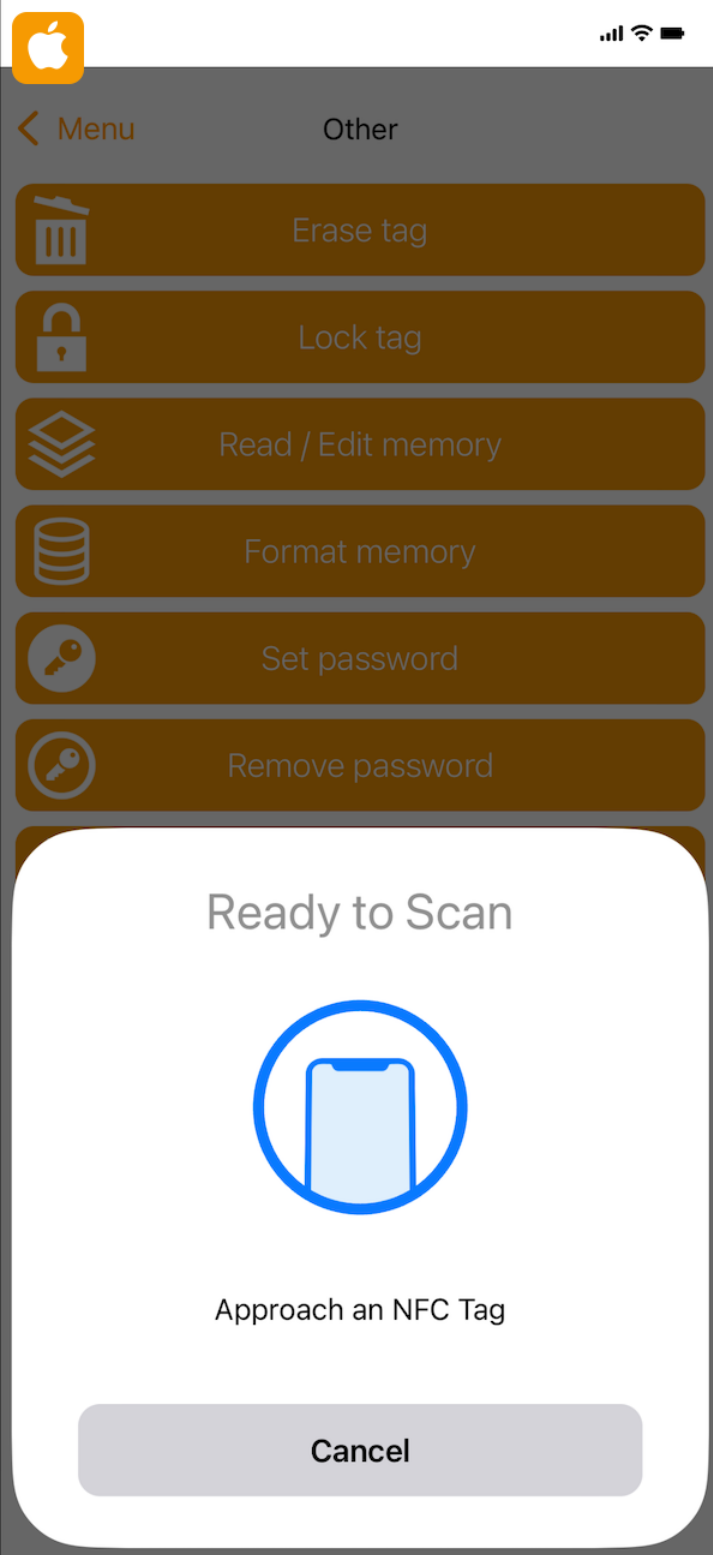
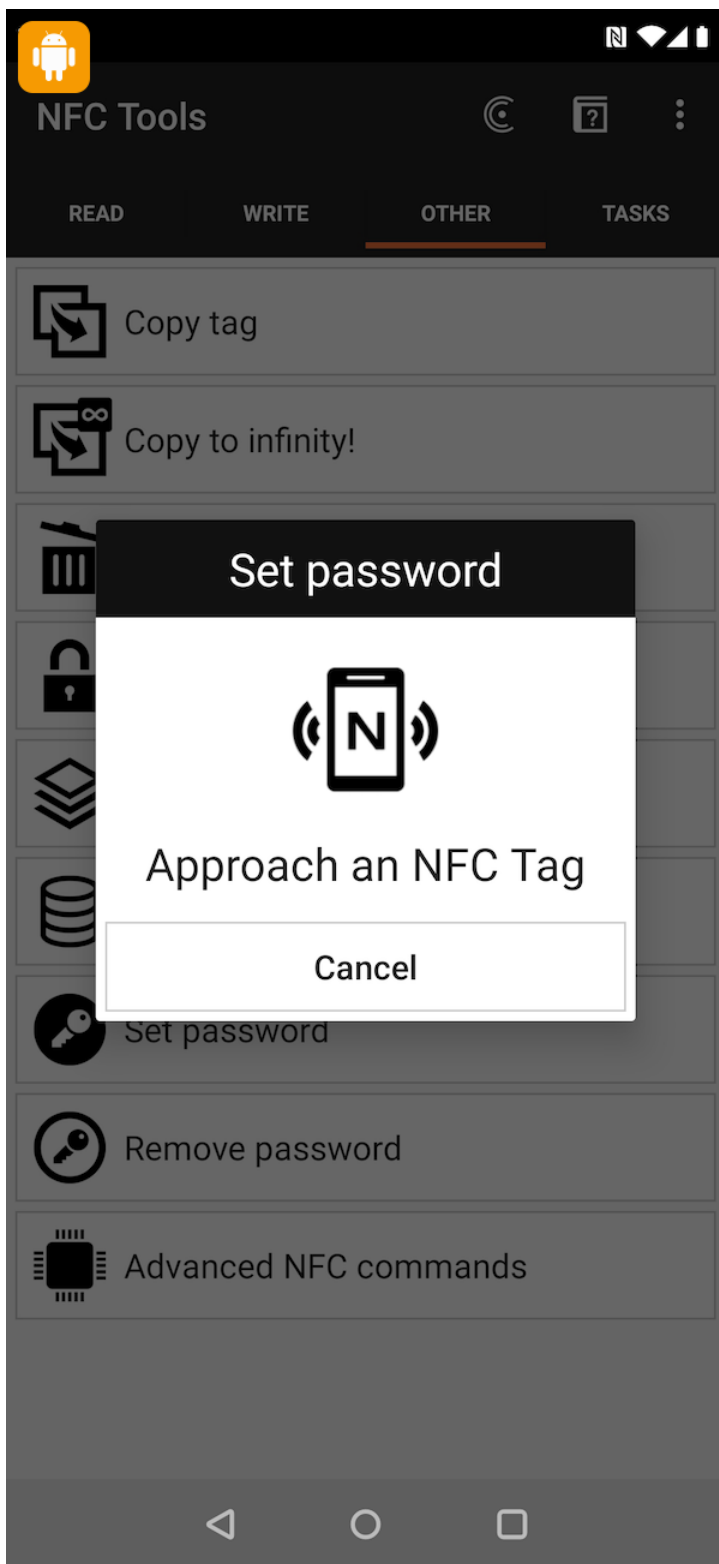
Navigate to the "Remove Password" option, enter the correct password, and tap the chip. If the password is correct, you will see a blue check mark; if incorrect, a red exclamation point will appear. The password will be completely removed if correct. To set a new password, select "Set Password," create a new one, and tap the chip to re-lock it.

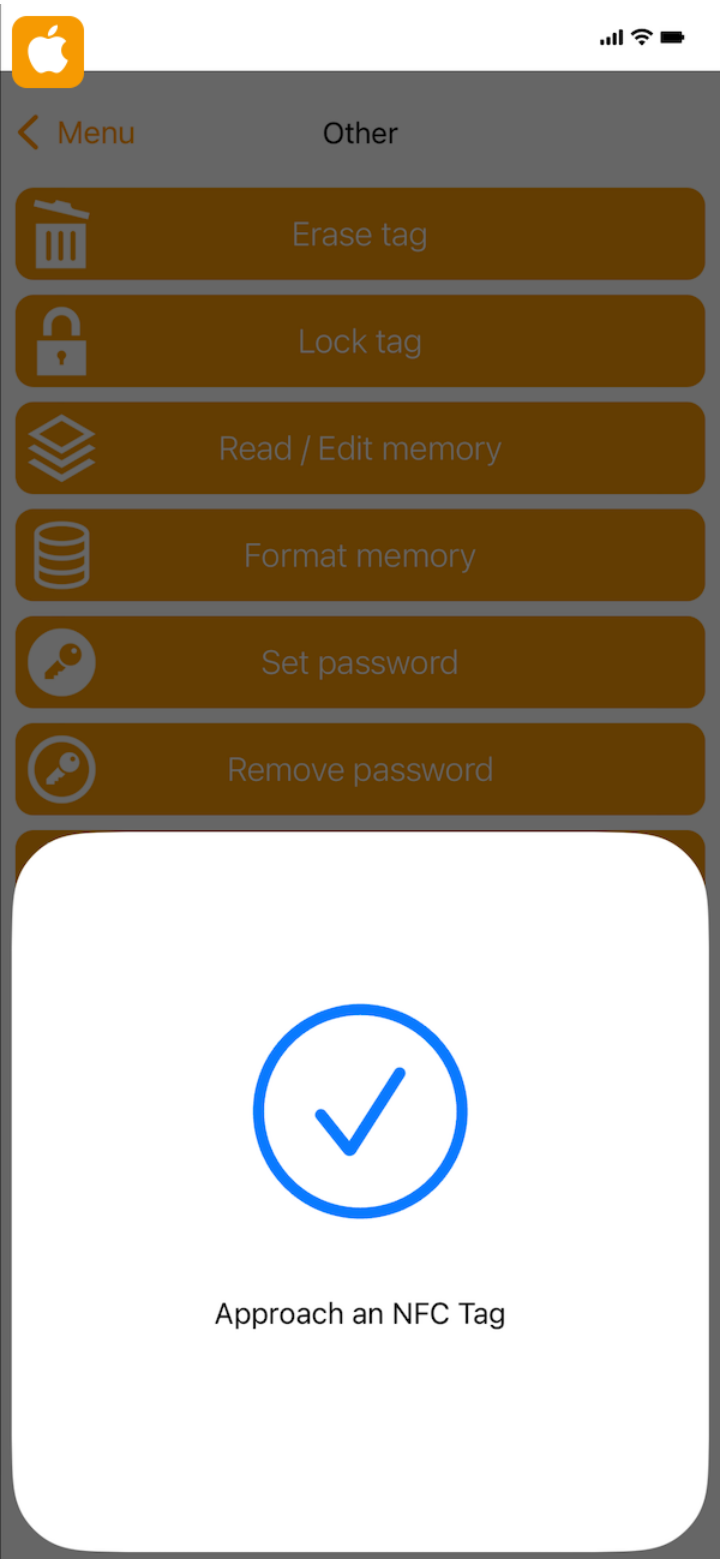
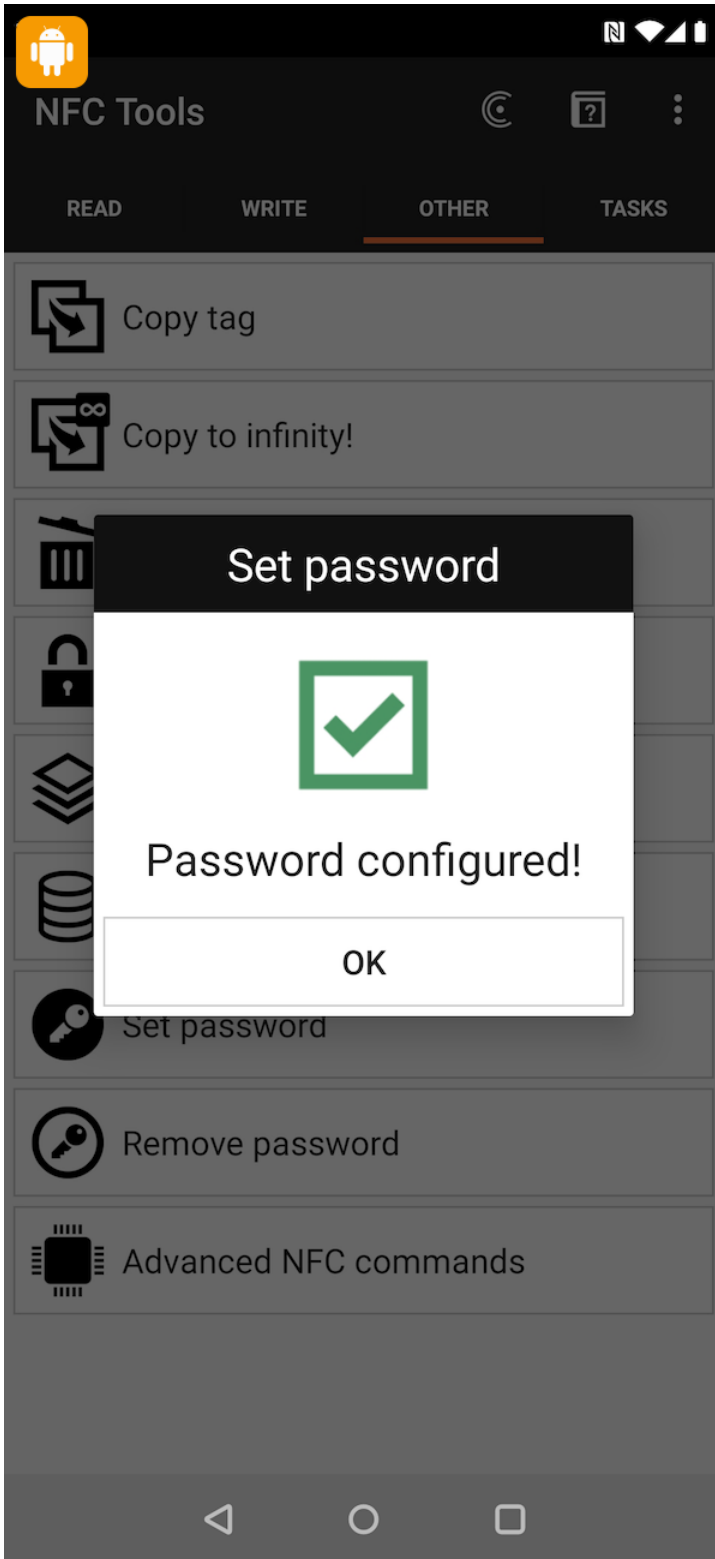
BELOW are screenshots from both devices... for referencing only.

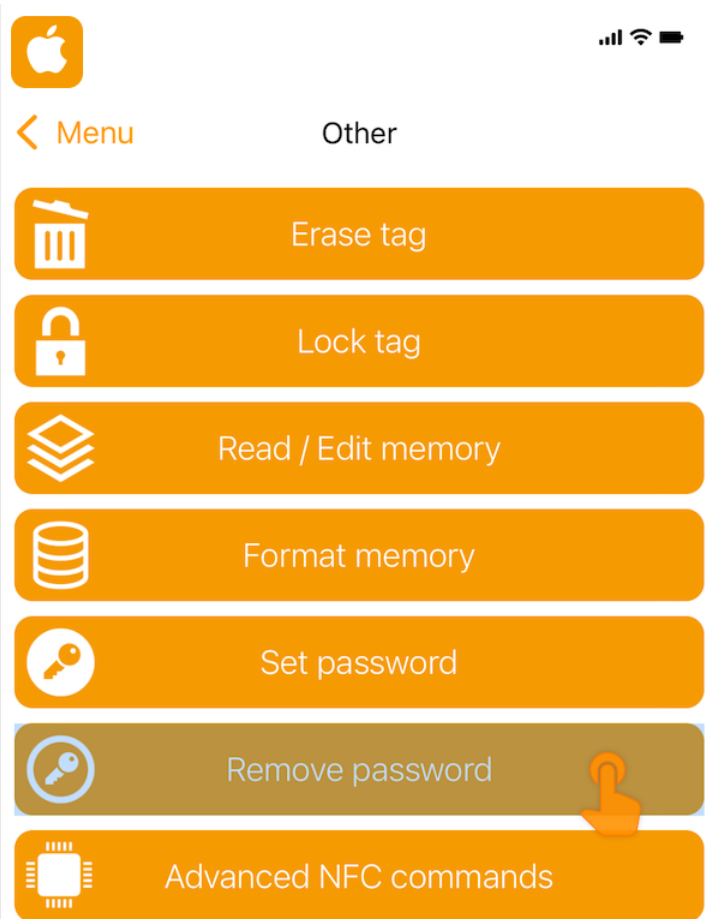
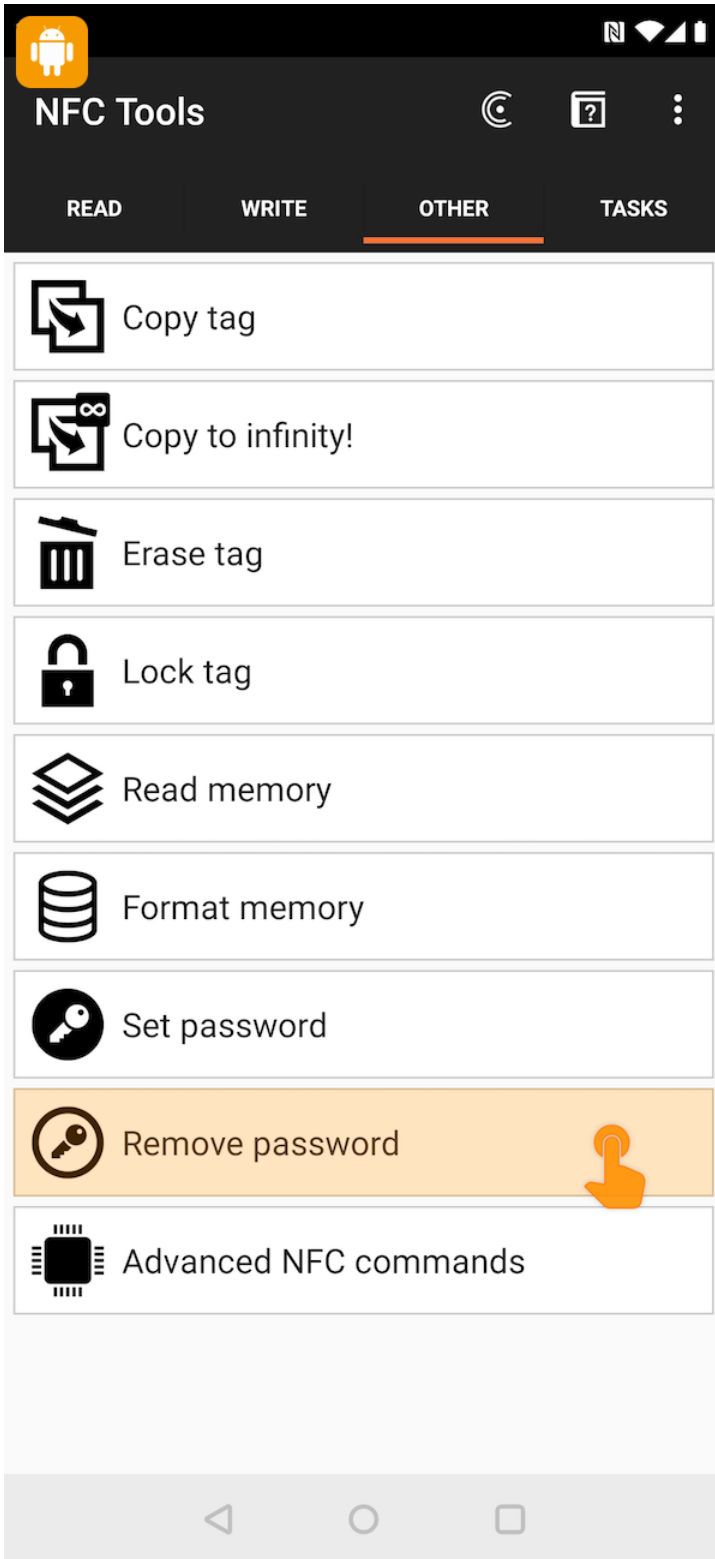


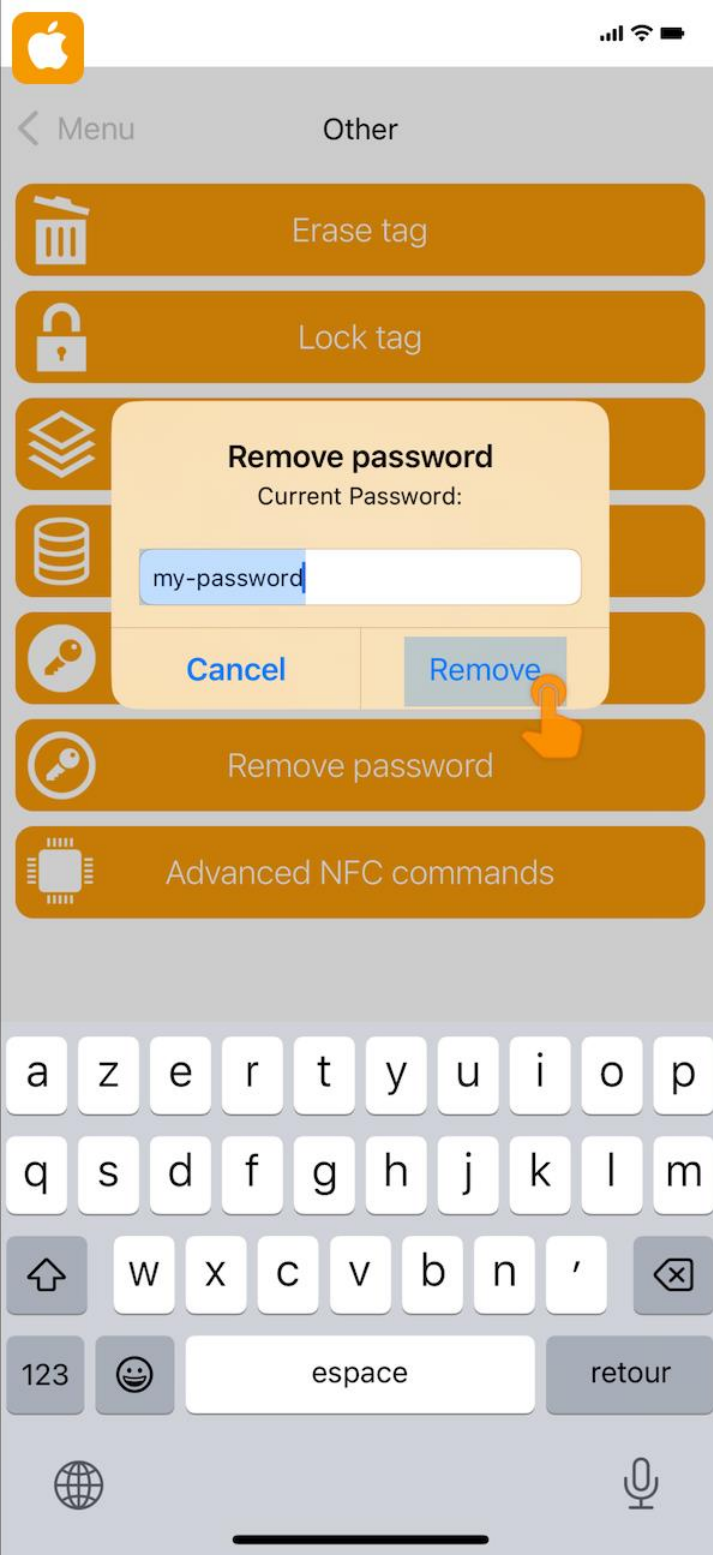
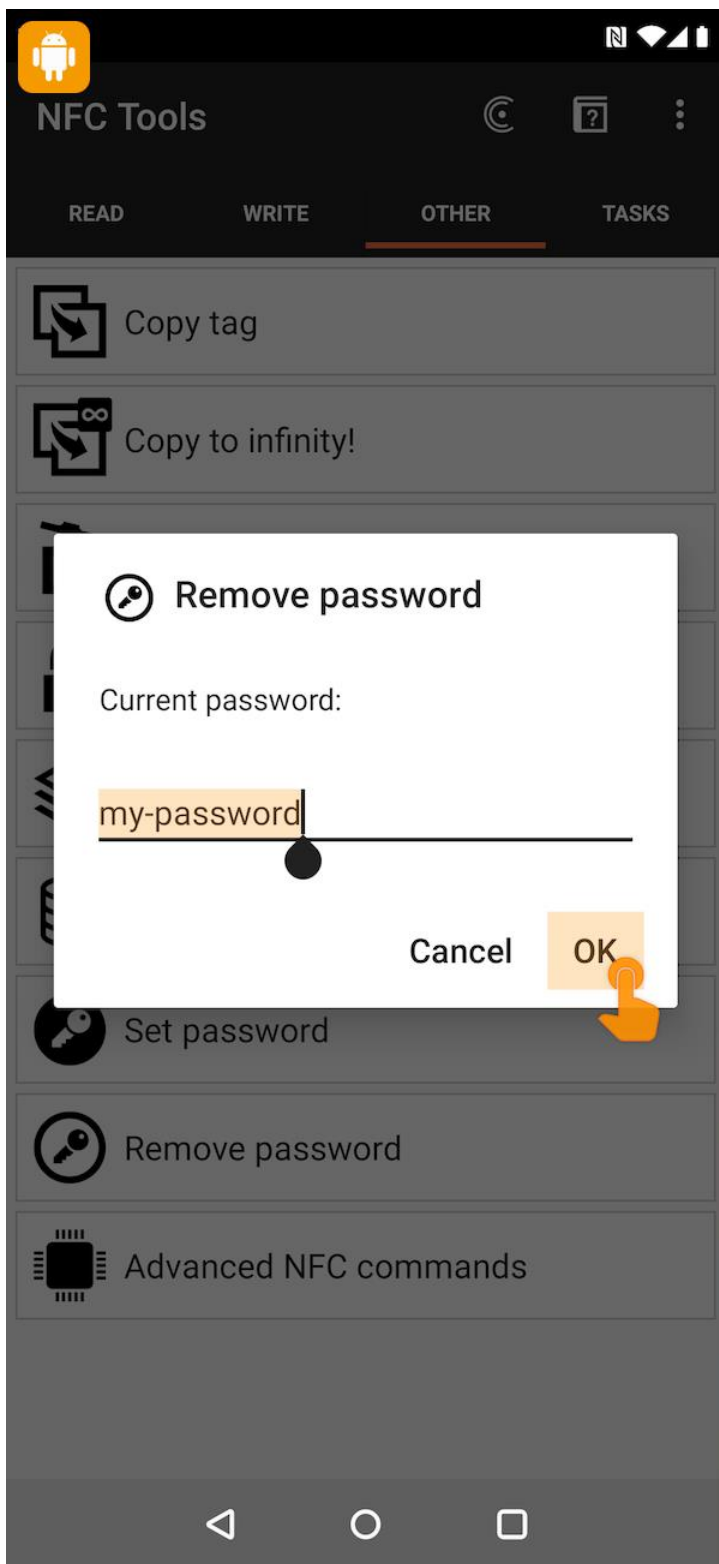


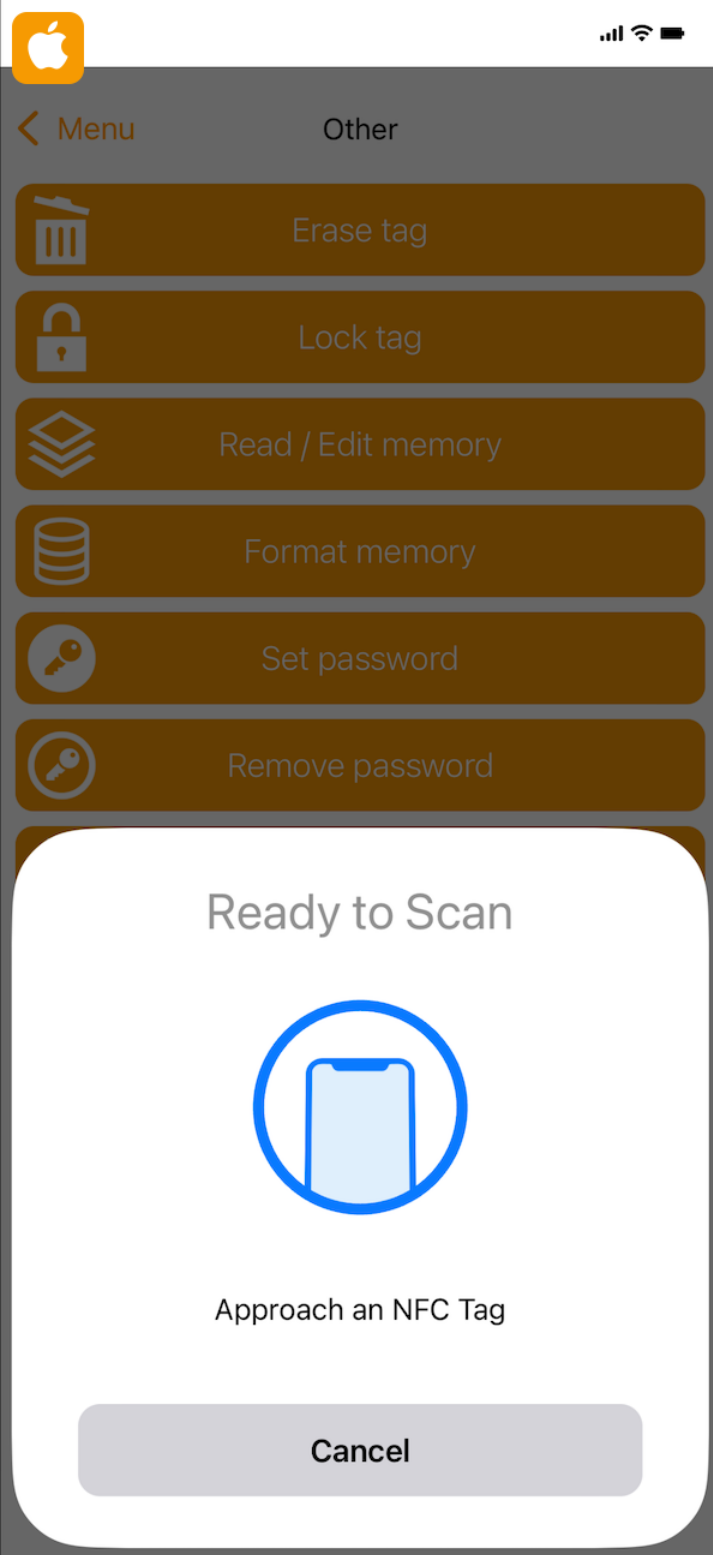
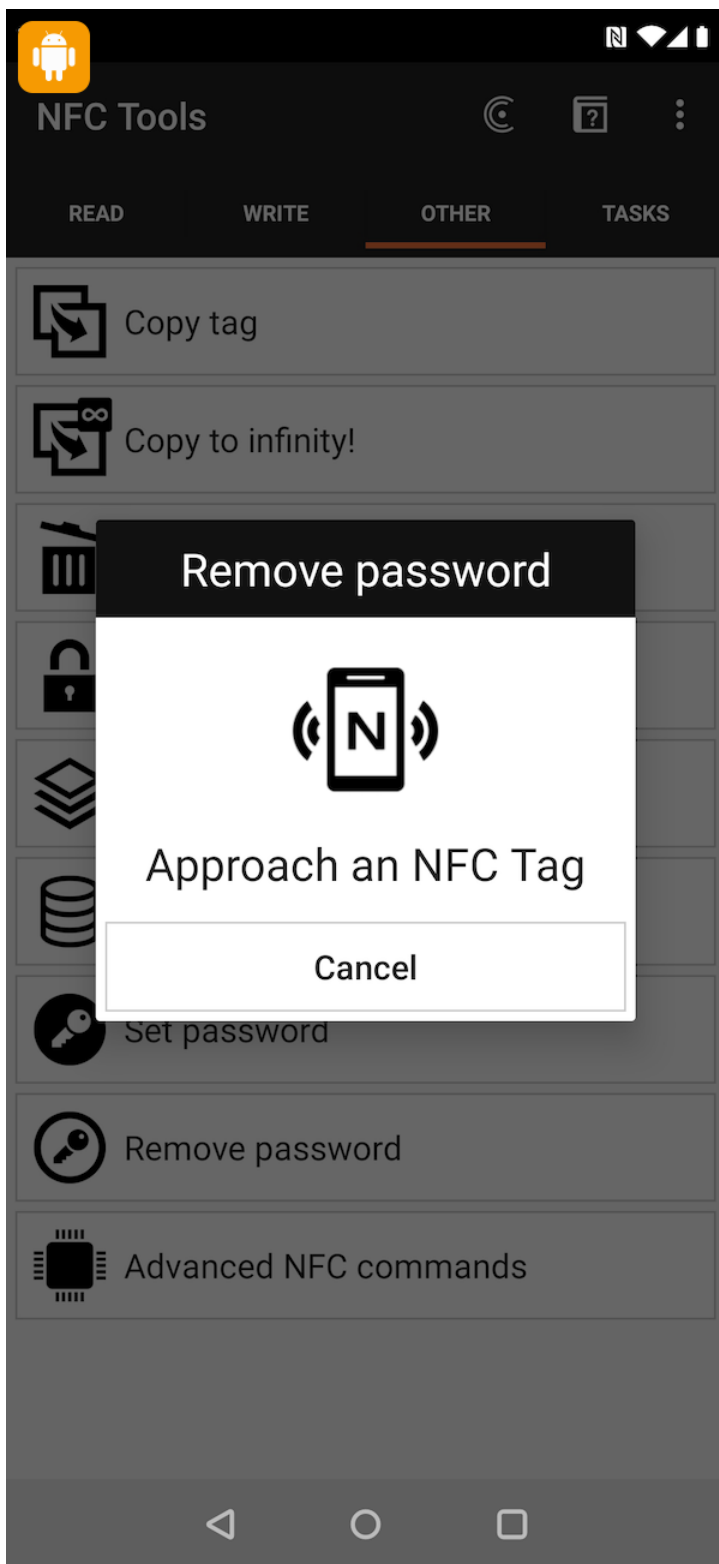


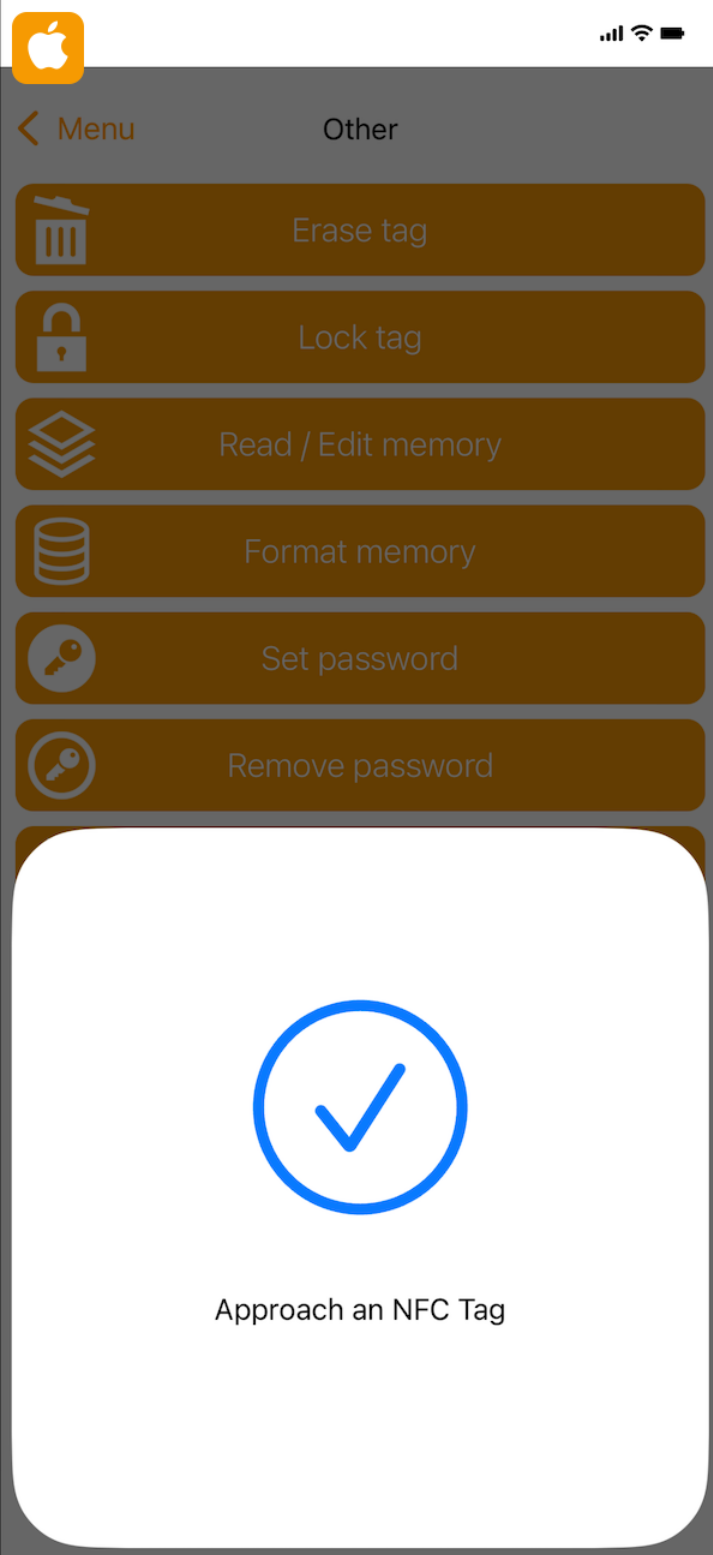
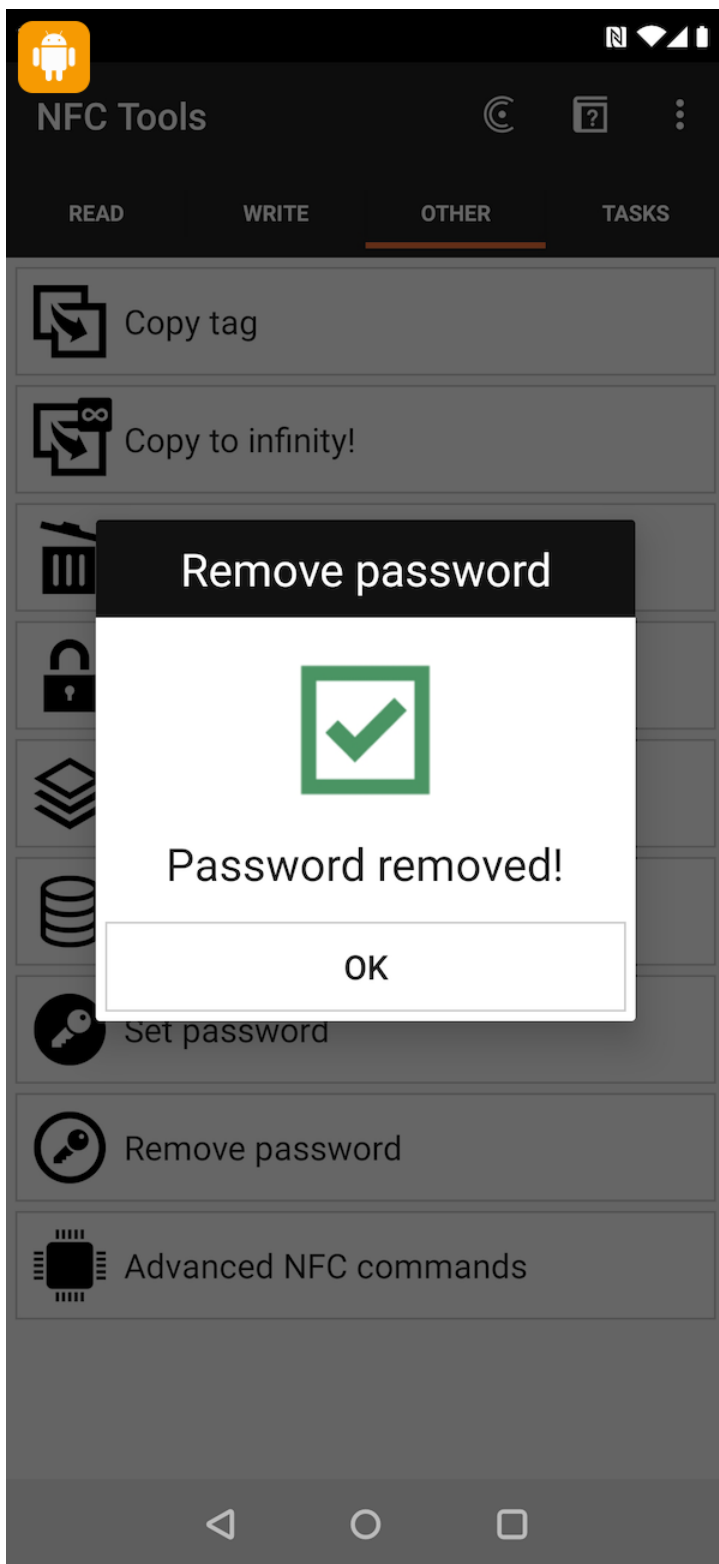












SCANNING AREA ON DEVICES

