



# CHEAT SHEET



## GOOGLE BUSINESS LISTING CHEAT SHEET

### Features of Google My Business

- Insights
- Posts
- Bookings
- Review Management
- Q&A
- Photos
- Accuracy Across the Web

### What else can GMB give you? Here some of the other benefits of Google My Business.

- GMB Allows You to Appear in Maps and Local Pack Listings
- GMB Allows People to Leave Reviews of Your Business
- GMB Provides Insights That Give You Helpful Information
- It is Free and Easy to Use

### How Do you Optimize your Business Listing on Google?

- Showcase pictures that appeal to your ideal customers.
- Highlight information that is relevant to your ideal customers.
- Actively respond to and manage your reviews.

### Optimizing the Service Section

- From your Google My Business Dashboard go to the Info Screen
- Scroll down until you see the section titled Services, click on it.
- You can create a section or add a service to a pre-existing section.
- Once a section is made you can add a Service that you offer.
- You are given the option of listing a price as well.
- Click Add once you have added the info and that's it!

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### **How Do I Dispute a Fake Review on My Google Listing?**

- From your Business Dashboard click on Reviews (located on the left side)
- Find the review you want to flag, click on the three little dots in the upper-right hand corner of the review.
- Click “Flag as inappropriate”
- You can follow up on the status of your dispute by clicking on the Support option from the left-hand menu.
- You can also file a legal removal request form as well. But be aware, the standard is set high for libel. `

### **Necessary steps to creating your first listing.**

- Step #1: Log in to Your Google Account
- Step #2: Find Your Google Maps Listing if It Exists
- Step #3: Set Your Business Name
- Step #4: Choose Your Business Category
- Step #5: Add Your Business Location
- Step #6 (Optional): Set Your Delivery/Service Area
- Step #7: Set Your Contact Details
- Step #8: Toggle Email Notifications
- Step #9: Finalize Your Listing

### **Here Are Our Tricks to Increase Google Reviews**

- Make Sure Users Can Leave Reviews
- Ask!
- Make it Easy to Leave a Review
- Avoid Buying or Faking Reviews
- Get Reviewed Elsewhere
- Address Negative Reviews Quickly and Personally

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### **Local Ranking Factors for Google My Business**

- **Relevance:** the similarity between the local listing and the users' search.
- **Distance:** the proximity of the potential search result with the location searched.
- **Prominence:** the popularity of a business. Takes into consideration popularity in the offline world as well as information obtained by Google from across the web.

### **How to Fix: Most businesses verify by mail on a desktop PC as follows:**

- Sign in to GMB
- Select your business and click Verify now
- Click Send postcard
- After getting your postcard, log in to GMB and select the location you are verifying
- Click the Verify now button
- Enter your 5-digit verification code into the Code field
- Click Submit