



TRAINING GUIDE



**Learn how to use
GOOGLE MY BUSINESS to GROW your
customer base, trust and online
presence...and enhance your ROI today!**

Table of Contents

Introduction

Chapter 1: Everything You Need to Know About Google My Business

- a. What Is Google My Business?
- b. Google My Business Listings Top Local Search Results
- c. Knowledge Panel for Branded Searches
- d. Features of Google My Business

Chapter 2: Why Do You Need a Google My Business Listing?

- a. Appear in Maps and Local Pack Listings
- b. Allows People to Leave Reviews of Your Business
- c. Provides Insights That Give You Helpful Information
- d. Free and Easy to Use

Chapter 3: Important Google My Business Covid-19 Updates

- a. Mark your business as “Temporary Closed.”
- b. Update your Business Name
- c. Update your special hours
- d. Update your business description
- e. Update your attributes
- f. Create a Covid-19 post

Chapter 4: Latest Google My Business Features for Your Business

- a. COVID-19 Scheduling, Hours and Posts
- b. Temporary Business Closures

- c. Attributes
- d. Shortname (@)
- e. Service areas
- f. Products
- g. Social icons
- h. Google marketing kit
- i. Appointment URLs & online reservations

Chapter 5: Google My Business Technical Set Up Guide

- a. How to Verify Your Google My Business Listing
- b. Choosing the Right Google My Business Category
- c. Optimizing the Service Section
- d. Google My Business Photo Guidelines
- e. How Can I Remove Negative Reviews from My Listing?
- f. How Do I Dispute a Fake Review on My Google Listing?

Chapter 6: How to Create a Google My Business Listing?

- a. Step #1: Log in to Your Google Account
- b. Step #2: Find Your Google Maps Listing if It Exists
- c. Step #3: Set Your Business Name
- d. Step #4: Choose Your Business Category
- e. Step #5: Add Your Business Location
- f. Step #6 (Optional): Set Your Delivery/Service Area

Chapter 7: How to Increase GMB Reviews and Conversions

- a. Make Sure Users Can Leave Reviews
- b. Ask!
- c. Make it Easy to Leave a Review

- d. Avoid Buying or Faking Reviews
- e. Get Reviewed Elsewhere

Chapter 8: How to Optimize Your Google My Business Listing This Year?

- a. What does an optimized Google Business Profile look like?
- b. How to optimize your Google Business Profile
 - i. Create a Google My Business account
 - ii. Complete every section
 - iii. Be meticulous with contact information
 - iv. Write your “from the business” description
 - v. Choose a category
 - vi. Select applicable attributes

Chapter 9: Improving Local SEO With Google My Business

- a. What is Google My Business and Local SEO?
- b. Local Ranking Factors for Google My Business
- c. How to do Local SEO?

Chapter 10: Common GMB Mistakes and How to Fix Them

- a. Not Verifying Your Business Listing
- b. Using spammy techniques for your business name
- c. Using your legal business name
- d. Bad Business Description
- e. No Reviews
- f. Solicited or Fake Reviews

Chapter 11: Case Studies

Conclusion



Introduction

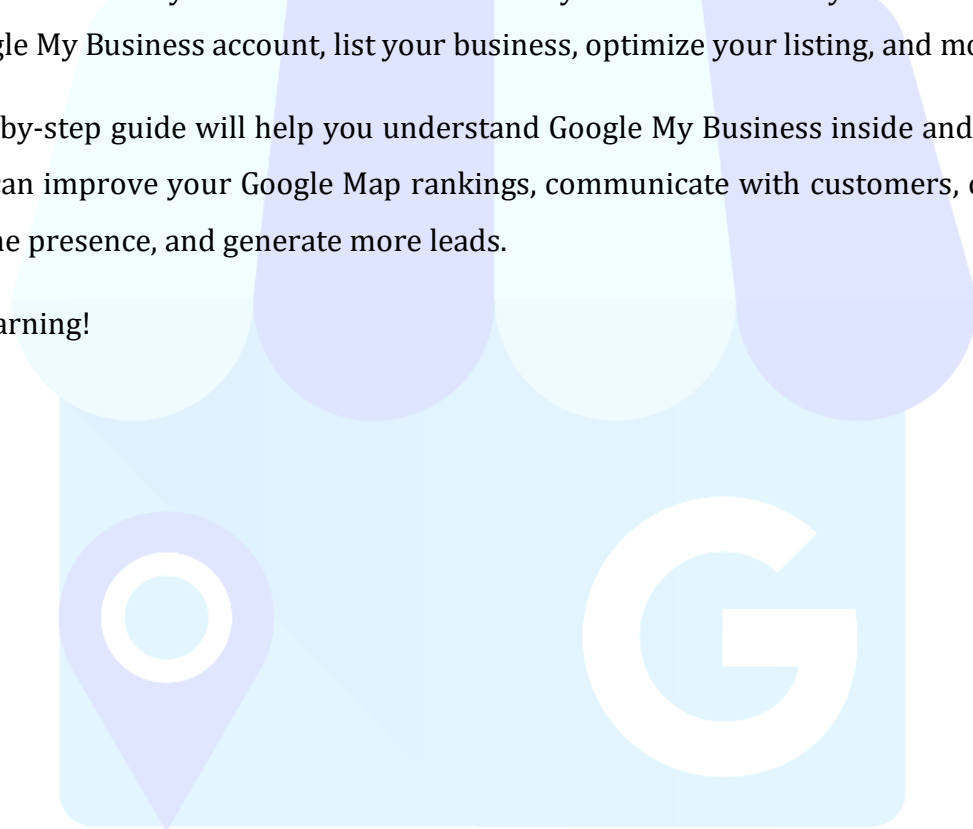
Google My Business results have become a big part of the online presence of brick and mortar businesses and service providers. If someone searches for “electrician near me” or “electrician + LOCATION,” they do not want to explore websites. They want to find an electrician.

Google understands this and shows real businesses at the top of their search results.

Our complete guide to Google My Business will show you how to master the platform and get the best results for your business in 2020 and beyond. We will show you how to create your Google My Business account, list your business, optimize your listing, and more.

This step-by-step guide will help you understand Google My Business inside and out so that you can improve your Google Map rankings, communicate with customers, control your online presence, and generate more leads.

Happy Learning!





CHAPTER 1



Everything You need to know
about Google My Business

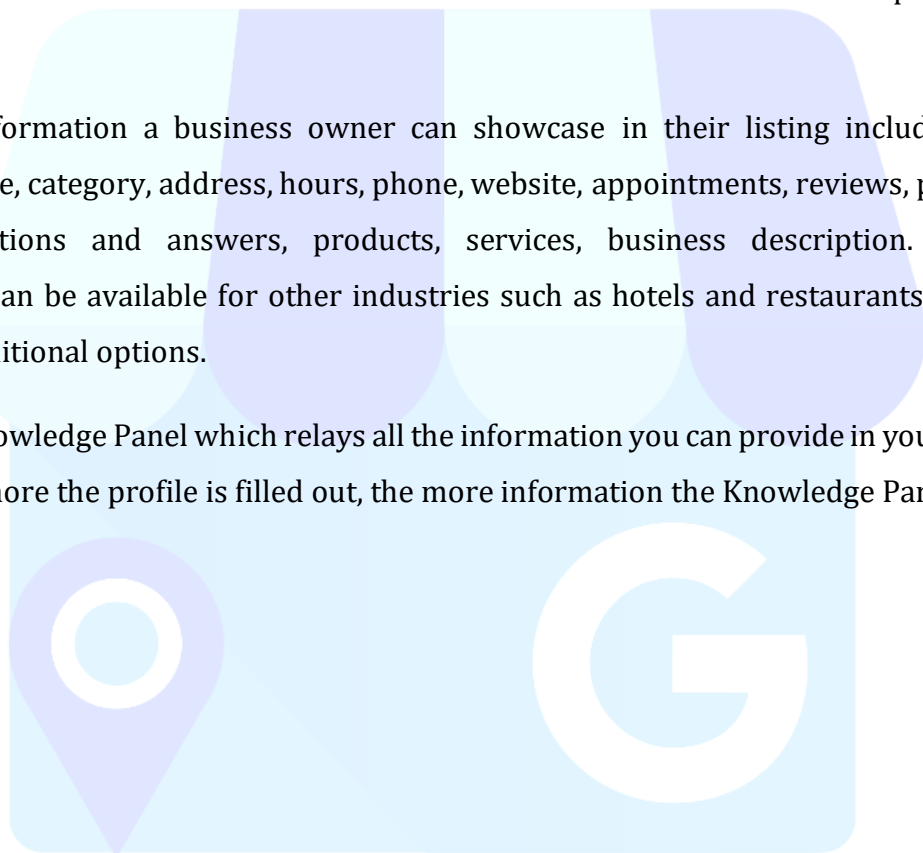
What Is Google My Business?

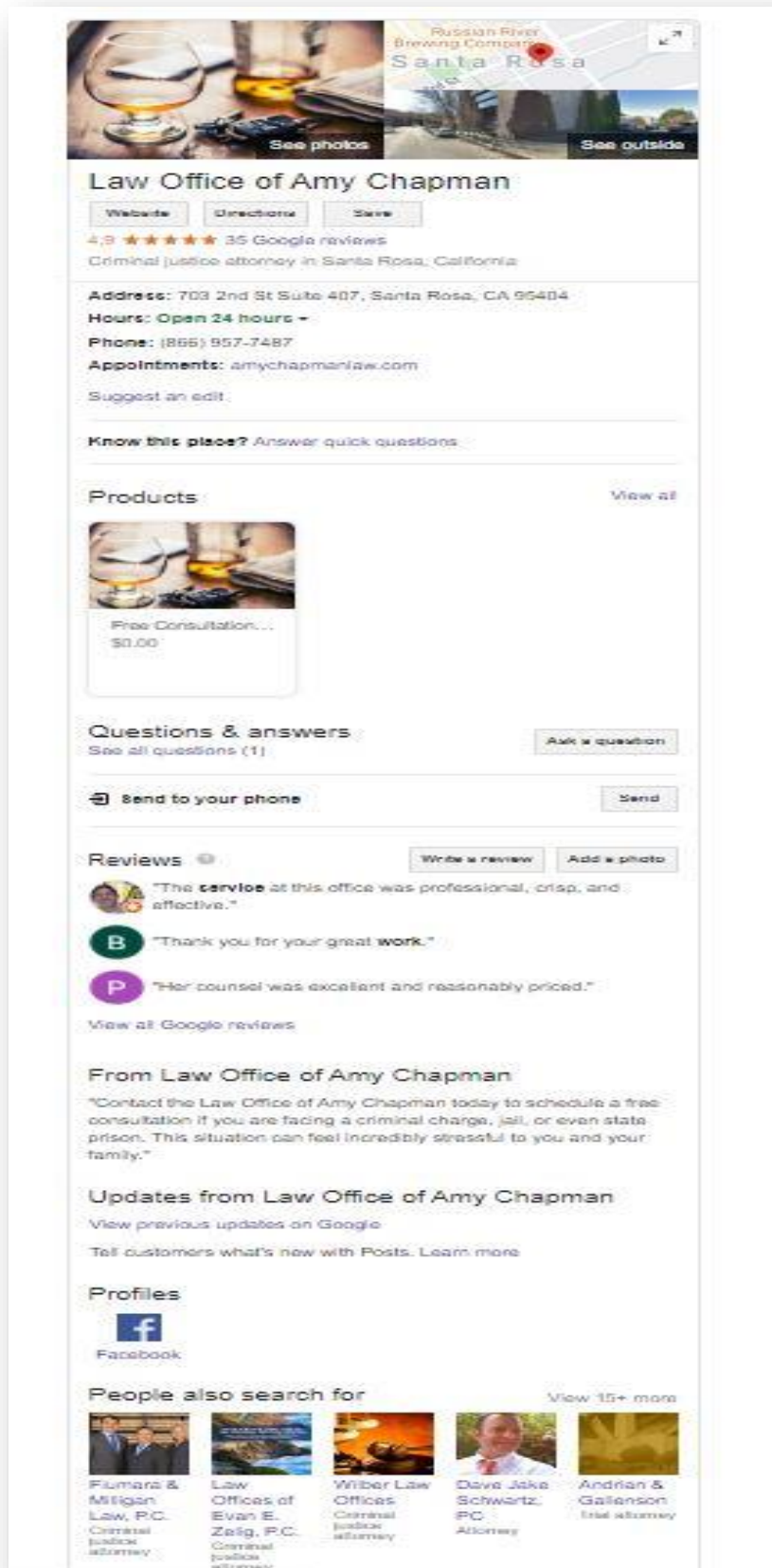
Google My Business (GMB) is a **free tool** which allows business owners to manage how their business appears on Google Search and Google Maps.

When prospective customers or clients perform a Google search, they will see a map and a list of three to five local listings which are typically nearby and relevant to their query. This is called the Local 3/5 Pack and is the Google My Business profile of each business. You can see how much information your customers can attain about your business almost immediately. Most online users will choose one of the businesses listed at the top of Page one.

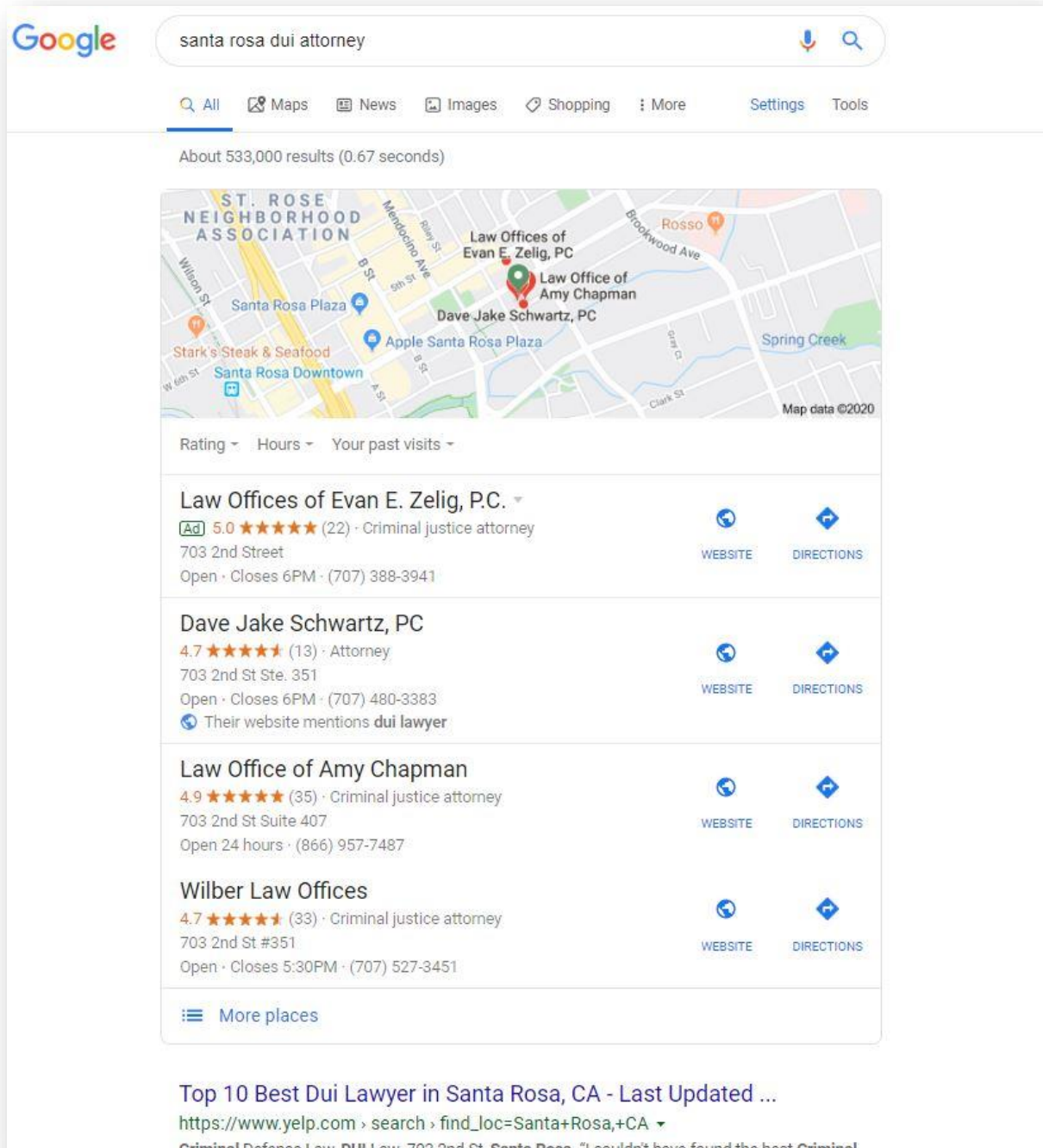
The main information a business owner can showcase in their listing includes the business name, category, address, hours, phone, website, appointments, reviews, photos, videos, questions and answers, products, services, business description. Other information can be available for other industries such as hotels and restaurants which may have additional options.

Below is a Knowledge Panel which relays all the information you can provide in your GMB profile. The more the profile is filled out, the more information the Knowledge Panel will show.





This is the Google Local Pack. Most of this information is being pulled from the Google My Business listing as well. Ranking in the Local Pack provides a huge boost in reputation, recognition, and sales for your business.



Google My Business Listings Top Local Search Results

A local search phrase includes keywords like “near me,” or a specific location like a city, district, or address. For local searches, Google no longer gives websites the prime real estate. Right beneath the ads, at the top, you do not see the top SERPs. You see the top local business listings. And that is a big deal.

Local searches have become a qualified step in the buyer’s journey. Most of the time, consumers that look for more product information on their phone end with a local Google search.

A whopping 82% of smartphone shoppers make a “near me” or local search before deciding on a business. You do not want to miss out on more than 8 out of 10 potential customers. Together with Google Ads for local businesses, this helps you cash in on local searches. And that is not the only benefit.

Knowledge Panel for Branded Searches

With a Google My Business listing, a “knowledge panel” for your business will show up on the right side of the search results for branded or relevant searches.

You can see the same summary of your business available on Google Maps. Your address, average rating, business hours, directions, and some general business information.

If competitors are running ads against your business name, the knowledge panel can be a great way to grab the attention of potential customers instantly. The panel helps draw their attention away from Google ads directly below the search bar, to your business.

Features of Google My Business

What does Google My Business offer business owners? Here is a few of the most popular features:

Insights: Google’s dashboard provides key customer activity and interaction, allowing businesses to learn what is working—and what is not—on their listing. In addition, it can help them understand their community better as they target new customers. How did searchers find your business? Where did they come from? How are your photos

performing? Google My Business insights highlight the answers to these questions and helps businesses optimize and improve over time.

Posts: Easily post custom updates and offers on your local listing, inviting customers to make return visits and engage further with your business. Updates can be made anytime from your phone, tablet, or computer for on-the-go maintenance. Not sure what to post about? Try a few ideas we know customers will love, like limited-time offers, contest promotions, and partnership announcements.

Bookings: Allow customers to schedule an appointment or book services directly from your listing with a simple click. Integrated scheduling partners help you easily organize, track, and manage your bookings in one place.

Review Management: Did you know? 91% of consumers read online reviews, and 84% of people trust reviews as much as personal recommendations from friends. Online, reviews are *everything*. Engage customers in two-way communications as you receive and respond to reviews.

Q&A: Respond to customers' direct questions about your business and pin frequently asked inquiries for easy viewing.

Photos: Strong visuals are crucial for good first impressions—and they are key to a more well-clicked business listing. Google My Business allows you to upload your best photos and videos to entice customers to visit you.

Accuracy Across the Web: Google is Google. It powers so much of the internet, and many third-party sites use Google for their info. Meaning, the business info you post on your Google My Business listing helps disseminate consistent and accurate info about your business across the web.

Research shows that 60% of consumers have searched for a business at least six times in the last year. So if your business checks these initial boxes, Google My Business could help you become a more accurately represented, visible, and visited business. ***Ready to set up your GMB listing? Let's walk through the process step-by-step. Read further to learn how to create, verify, and optimize your Google My Business listing.***



CHAPTER 2



Why do you need a
Google My Business Listing?

Thanks to today's technology, it is now faster and easier to promote your product or service. According to Search Engine Watch, 50% of the people who use mobile phones for local searches end up visiting a store. Considering almost everyone uses a smartphone nowadays, can you imagine the potential sales you can get just through organic search and Google My Business?

Creating, verifying, and properly optimizing your Google My Business account is an invaluable opportunity, which is why you should utilize this feature to its fullest extent.

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

1. GMB Allows You to Appear in Maps and Local Pack Listings

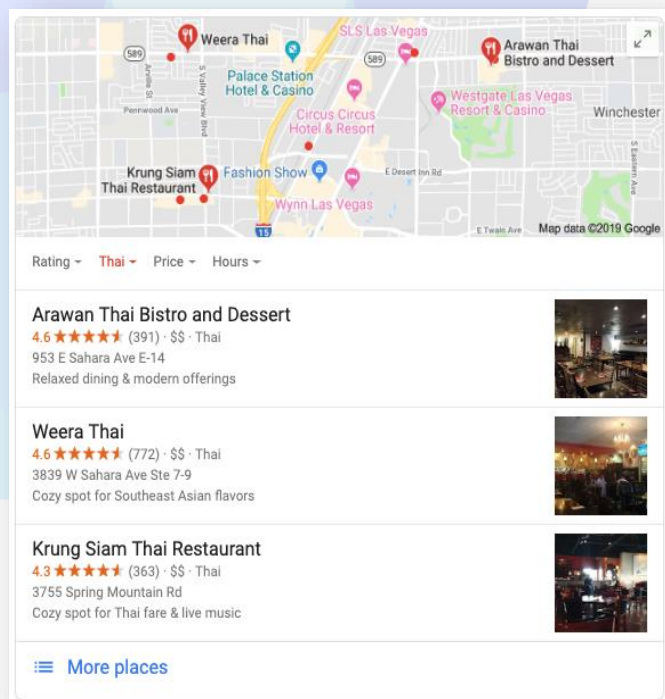
Notice the highly visible map and the list of business names that appear right on top of the page whenever you search for places on Google? That is called the Local Pack, and there are two reasons why you should pay attention to it.

1. It is Highly Visible

The Local Pack takes up huge real estate on page one of Google search results, and it's the first thing any Google user will see after they type in their query.

2. It Enables Users to See the Information They Need briefly

The Local Pack is a Search Engine Results Page (SERP) which displays the places related to your search. It also includes a bunch of other relevant information that any potential customer might want access to — where it's located on the map, the business's contact number in case potential customers have additional questions or want



to make a quick reservation, store hours, and even the establishment's star rating. It's a convenient feature for both the business and the customers.

According to Moz, GMB is the biggest determining factor of local pack rankings. So, if you are aiming to connect to your target audience — in this case, the people who are within your service area — verifying, updating, and optimizing your online information through Google My Business can help.

2. GMB Allows People to Leave Reviews of Your Business

One must never underestimate the power of customer reviews, especially when it comes to search rankings. Another study by Moz shows that online reviews are thought to make up 10% of how search engines rank results.

Thus, if you want your business to be visible in the search results, using GMB to make it easy for your customers to leave positive feedback about your business is a must. Here are other reasons why you need people to leave reviews.

Reviews Improve Local SEO

Many rely on reviews when making decisions about their purchases. In fact, as much as 93% of customers might be influenced by online reviews. In other words, almost *all* of them.

It is because these little blocks of text are testimonies of actual consumers who weren't paid by the company to promote their product or service. Thus, people feel that they are more credible, and so, many believe what they say.

More and more people are checking out customer reviews before choosing a local business. Since people love reading reviews, search engines use them to rank search



results. If you can properly utilize this GMB feature, it can have a huge impact on your business.

Reviews Increase Sales

Positive reviews matter. They not only improve your search engine ranking but also serve as free and reliable ads for your products or services. For instance, customers are more confident to try out a product with many positive reviews as opposed to one with a lot of criticisms.

It is important to gain positive reviews but remember that even the best businesses get negative reviews. If this happens to you, handle them in a professional matter. Do not take these criticisms personally. Instead, use them to improve your product or service. Negative reviews, when properly utilized, can provide useful information to help your business advance.

Reviews Show What Customers Think About Your Business

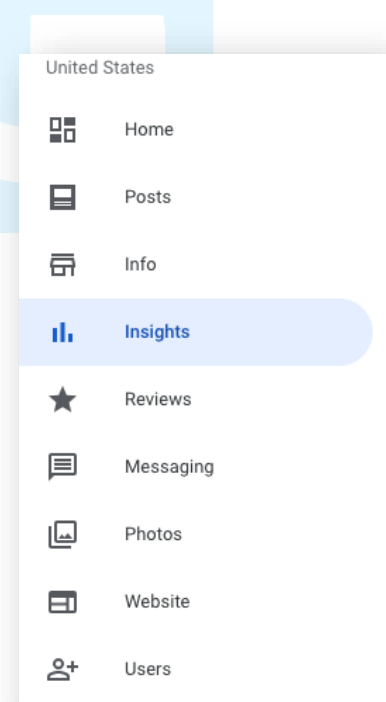
Reviews provide business owners with a glimpse of how customers see your brand. They allow you to view how consumers are taking your products or services, what strategies you ought to keep, what things you must change, or the areas you should improve on.

Whether they are good or bad, reviews can help you understand what your clients think. View them logically and take them into consideration.

3. GMB Provides Insights That Give You Helpful Information

GMB is a helpful tool for your business. It not only promotes your product or service; it also helps you understand the market. How is this possible?

Google My Business comes with powerful features that provide insights on important areas to assist you in creating strategies and in making decisions. This tool



enables you to access statistics and insights that can help determine where your audience is coming from.

Views

GMB can show you the number of views that your business profile, photos, and posts are getting. This is especially important to verify the effectiveness of your campaigns — whether they are working well and getting the attention you want or aren't doing anything for your business.

Search Queries

GMB provides a report where you can learn and understand how consumers find your business. It shows how people are searching — specifically what keywords they input — to find your listing.

Knowing what keywords are relevant to your online presence can help you significantly boost traffic. For example, you can dominate relevant long-tail keywords to seriously increase clicks to your webpages. GMB can provide this information.

Engagement

GMB can show you just how your audience is interacting with your posts. It enables you to see what posts they share and what types of comments they leave. This way, you will have an idea of the types of material that work well for your business.

Audience

GMB has a section where you can find a summary of the profile of people following you. You will be able to check out the age groups, gender, and even the countries they're from. These are all helpful when you are building a campaign.

Clicks on Website Link

GMB can also show you the number of clicks on your website link.

Quantifying the information and knowing these statistics can help you create sound strategies. If you want to improve your audience engagement, website traffic, and boost company sales, you should take some time to study the numbers.

4. It is Free and Easy to Use

No matter how helpful a product is, its potential will not be maximized if it is overly costly, impractical, and difficult to use. Fortunately, that is not the case when it comes to Google My Business.

This efficient tool is free and easy to use, so even start-ups can utilize it to promote their business. Creating and verifying your profile can be done in a matter of hours. In fact, there are tools that can get you instantly verified. Once that is done, you are ready to rock page one of Google. Plus, it has great tools to help you analyse performance so you can find ways to improve your business's ranking.

Google My Business makes it easy for start-ups and local businesses to promote their products and services online by increasing visibility and improving their chances of showing up in search results. It can help potential customers to quickly find and contact you. It is a free tool that you can make use of to improve your online presence, connect with your customers, and increase your business's revenue.

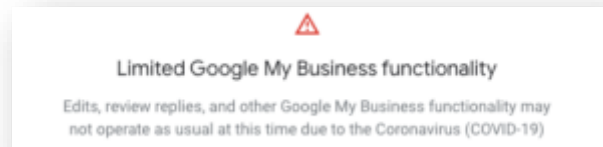


CHAPTER 3



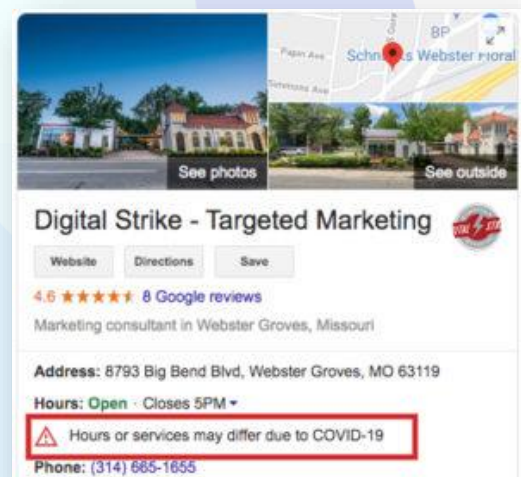
Important Google My Business
Covid-19 Updates

Google recently placed the following notice on each listing within the Google My Business dashboard. Due to this announcement, update your listings as soon as possible to inform your customers of your COVID-19 business operations. See April 22, 2020 for updated information.



Google also placed an alert on all listings to bring attention to customers of COVID-19 effects on business operations. This alert you cannot remove from displaying on your listings.

Knowledge Panel Covid-19 alert example



KEEP YOUR BUSINESS LISTING UPDATES CONSISTENT

Google is continually crawling the web to gather details about your business' Web presence. That said, it is key to keep your GMB and other directories NAP (Name, Address, and Phone number) consistent and accurate. Your business details, such as hours and links, also play an essential role in listing rank. Search engines will use this data to trigger your listing to display in "near me" results and potentially in the Local-3 Pack results. All in all, keep your COVID-19 updates constant, accurate, and relevant across all directories.

Timeline of March 12, 2020 through April 7, 2020 Suggested Covid-19 updates for your Google My Business local listings.

On March 12, 2020

1. Change your business hours

If COVID-19 has caused a change to your business hours, you can log into your GMB account to update the times when you will be open or closed. Your new operating hours will show when the customer visits your live listing[s].

2. Update your business description

Explain whether your business operations have been affected by COVID-19, such as delays in order processing, unavailable items, etc. It is also a good idea to share information about extra precautions your business is taking, whether it is providing additional services to the community or instituting new sanitation measures inside your storefront.

3. Create a post

Use Posts to share detailed and timely updates about what is going on with your business as it relates to COVID-19. For example, add information about what products and services you have available, and link to other resources. You can continue to use Posts to directly communicate with your customers on a regular basis as your business makes necessary adjustments.

4. Update your phone number

Make sure your phone number is correct so that customers can reach you.

5. Respond to Q&A's promptly

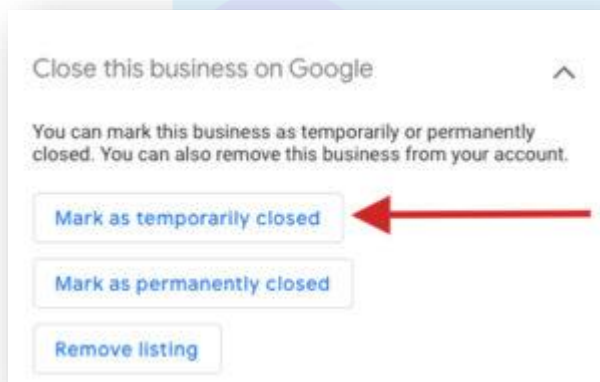
Sign into the Google account tied to your Google My Business listing. To answer a question, navigate to your listing via Google Search and click "See all questions (#)," under the "Questions and answers" section. Navigate to the question you want to answer and click "answer" to reply.

March 20, 2020 – April 3, 2020

Google disabled Review's and Q&A's section temporarily, or until further notice. If your listing is still displaying the reviews and Q&A's section, it will soon become disabled. Why Google disabled the review's and Q&A's section is because they determined it was unfair for businesses' reputations to be tarnished due to the unforeseen COVID-19 issue. To stay connected with your customers, download the Google My Business app, and turn on messaging so your customers can reach you.

1. Google temporarily brought back the option to mark your business as "Temporary Closed."

If your business has temporarily closed, you have the option to use the "Temporary Closed" option. If your business is now displaying as "Temporary Closed" when your listing is live contact your local SEO manager. At this point, listings that are marked as "Temporary Closed" are still ranking in the search results. If you make your business as "Temporary Closed," It is a good idea to add in your business description a message to your customs on why you are temporarily closed due to COVID-19.



2. Update your Business Name

Google is allowing businesses to edit their business name field to reflect that they are offering curbside service, takeout, and delivery. For example, "Business Name — Delivery Available."

3. Update your special hours or update your business hours

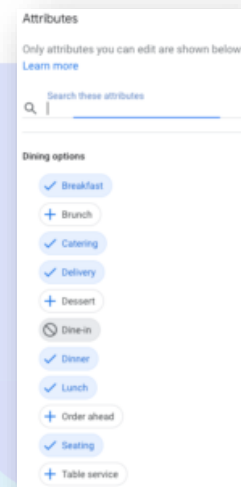
- If you did not change your business hours on your website, then only update your special hours to reflect your COVID-19 hours of operation.
- If you adjusted your business hours on your website, then you will want to update your GMB business hours.

4. Update your business description

Explain whether your business operations have been affected by COVID-19, such as delivery only, temporarily closed, and delay details. Bottom line use the business description to inform your customers about extra precautions your business is taking, whether it is providing additional services to the community or instituting new sanitation measures inside your storefront.

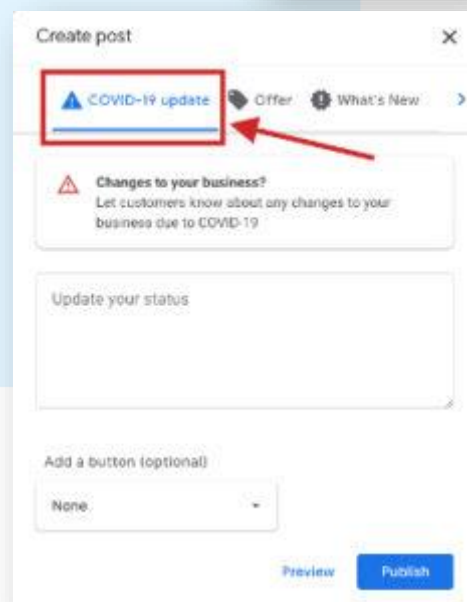
5. Update your attributes

Select attributes that your business provides and attributes your business does not provide currently. For example, provided are attribute updates for restaurants: “Dine-In, Order-ahead, Delivery, Catering, Takeout, Curb side pickup, and coming soon In-store pickup.”



6. Create a Covid-19 post

Use the new COVID-19 post option to share detailed and timely updates about what is going on with your business as it relates to COVID-19.



April 7, 2020

1. Reviews are back and Q&A section is soon to come!

Review replies are now available. Over the coming weeks, new user reviews, new user photos, short new names, and Q&A will be available. Their availability will gradually expand by country and business category. Be sure to respond to all positive and negative reviews!

2. New COVID-19 and Telehealth GMB links for healthcare providers are now available.

Healthcare providers like doctors, therapists, and other medical practitioners can use Google My Business to claim and manage their practice's info. GMB offers the option to add details about services like telemedicine and personalize your Business Profiles on Google Search and Maps.

April 14, 2020

1. Business description

Adding a COVID-19 message from the business in your GMB business description is no longer an option. If you did not update your business description to include COVID-19 business details prior to April 7, 2020, then you are now stuck with the business description currently implemented. What you can do is use the COVID-19 Google Post to inform customers of your current operations.

2. Business name

In the early stages of COVID-19 Google recommended to update your business name to reflect your business operations, but now Google has become stricter with business name changes since the "temporary closed" feature was reinstated. For example, you cannot update your business name to "Business Name – Curbside only". Google experts suggest using the attribute area to provide details regarding your COVID-19

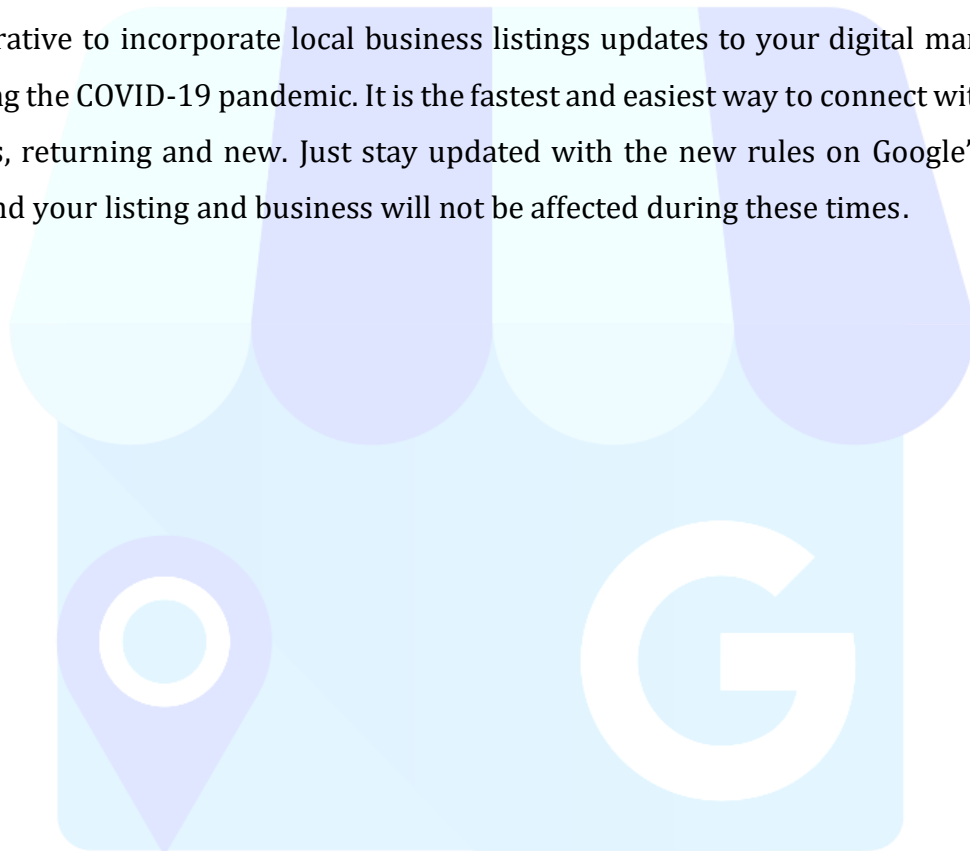
business operations such as: “Curbside only”, “Dine-out”, “Take-out”, and “Order ahead”.

April 22, 2020

1. Google removed listing notice

The following notice “Limited Google My Business Functionality” was removed from each listing within the Google My Business dashboard. Since the alert removal we have noticed ticket response times from Google Support have become faster and more frequent.

It is imperative to incorporate local business listings updates to your digital marketing plan during the COVID-19 pandemic. It is the fastest and easiest way to connect with your customers, returning and new. Just stay updated with the new rules on Google’s main website and your listing and business will not be affected during these times.





CHAPTER 4



**Latest New Google
My Business
Features for your Business**

Google My Business is constantly announcing innovative and exciting new features that can help both local and national business owners make the most of their listings. We have put together a list of our top new elements that Google has rolled out from early 2019 through mid-2020.

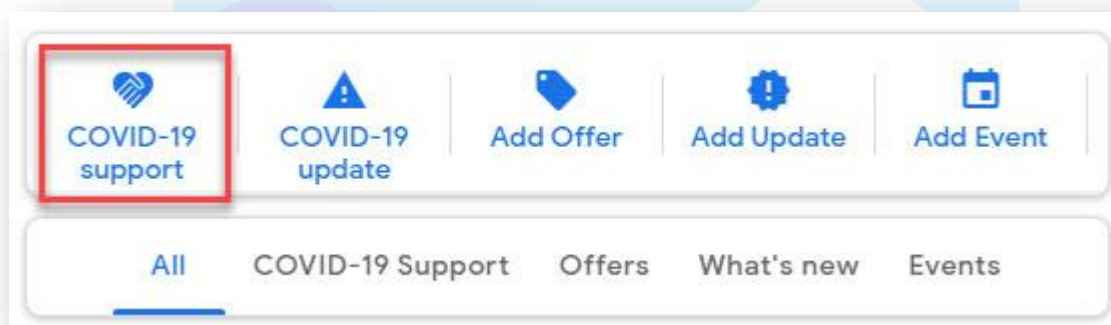
COVID-19 UPDATES

Support Links


Google has rolled out a new feature where businesses can ask for the financial support of their customers via gift card purchases or donations.

Utilizing the COVID-19 Support feature in the posts section of the GMB back end, owners can create a post that includes gift card and/or donation links for customers accompanied by a short message from the business.

As of June 2020, Google supports the following providers: for gift card purchases, the business website, Square, Toast, Vagaro and Clover; for donations, GoFundMe and PayPal. To be eligible for use of this feature, the business must have a physical storefront and the GMB listing must have been verified by March 1st, 2020.



Get support from customers



Get support from customers during COVID-19

Let customers buy gift cards from or make donations to your business. Add links to your Business Profile on Search.

[Learn more](#)

Your message

Tell customers how purchasing a gift card or making a donation can help your business

Message (required)

500 character max

[See example messages](#)

Your gift card link

Your donation link

Preview


Publish


COVID-19 Scheduling, Hours and Posts


With social distancing requirements changing the way we do business; many businesses have adjusted their business operations and hours. Google has revamped existing features and added new ones to allow business owners to share these changes with their customers. In the


Stay connected during COVID-19


Let customers know about any changes to your business due to COVID-19. [Learn more](#)



 [Update online estimates](#)

 [Update business hours](#)

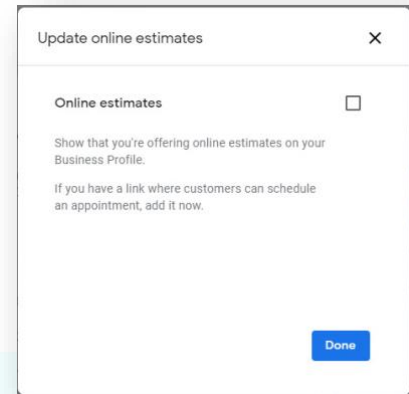
 [Post your COVID-19 update](#)

 [Get support from customers](#)

back end of Google My Business, listing managers are invited to update their online estimate links and business hours and add a COVID-19 post.

The Online Estimate feature draws attention to the Appointment Links section of the listing. If your business already makes use of the Appointment Link feature, selecting the Online Estimate button will autofill your existing Appointment Link URL. If your business does not already have an Appointment Link, you are prompted to one to the appropriate page on your website.

Business hours can be updated in three locations in the GMB back end, normal business hours, special hours (for holidays, etc.) and under the newest feature – More Hours. The More Hours section provides space for a business to describe business operations such as delivery, takeout, and drive-through. For restaurants, the main dining services may be closed, but making use of the More Hours section alerts customers of these socially distant services.



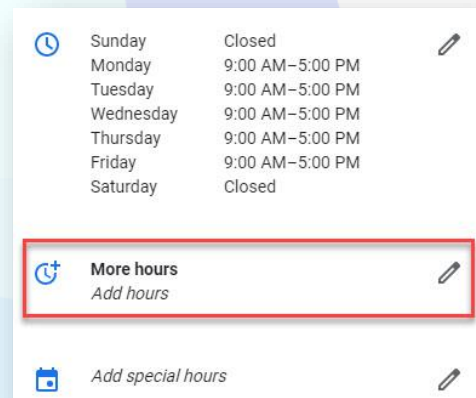
Update online estimates

Online estimates ☐


Show that you're offering online estimates on your Business Profile.



If you have a link where customers can schedule an appointment, add it now.

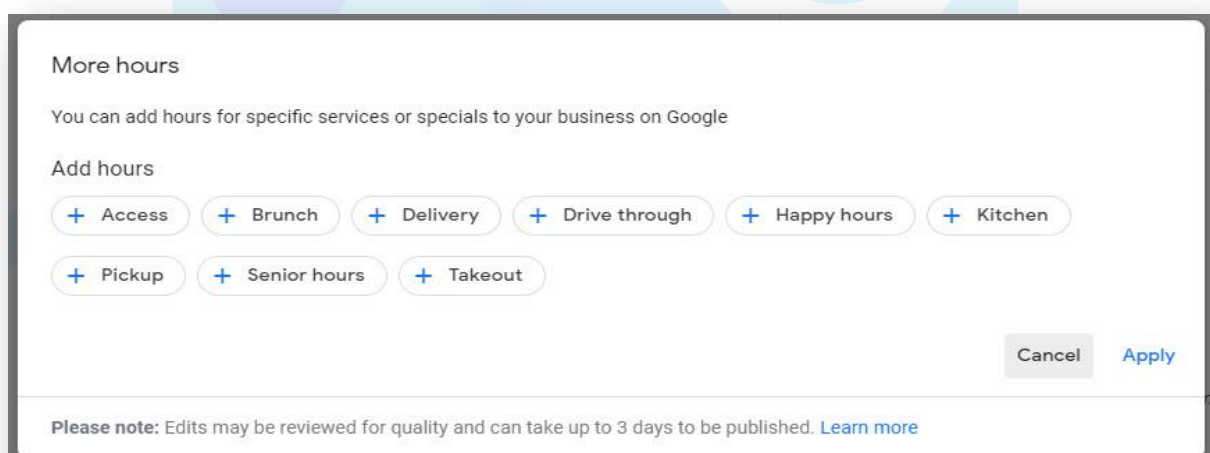
Done



Sunday	Closed	
Monday	9:00 AM–5:00 PM	
Tuesday	9:00 AM–5:00 PM	
Wednesday	9:00 AM–5:00 PM	
Thursday	9:00 AM–5:00 PM	
Friday	9:00 AM–5:00 PM	
Saturday	Closed	

More hours 
Add hours

 Add special hours 



More hours

You can add hours for specific services or specials to your business on Google

Add hours

+ Access + Brunch + Delivery + Drive through + Happy hours + Kitchen

+ Pickup + Senior hours + Takeout

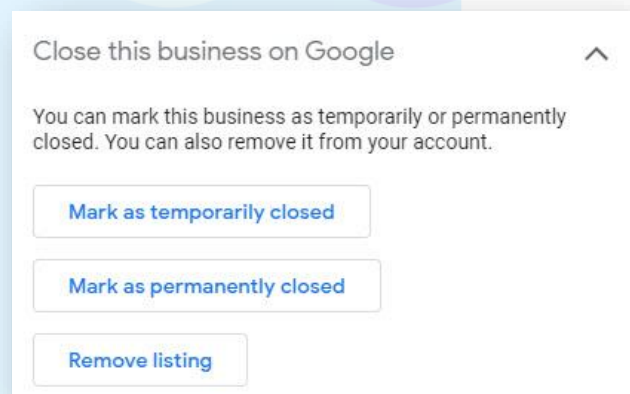
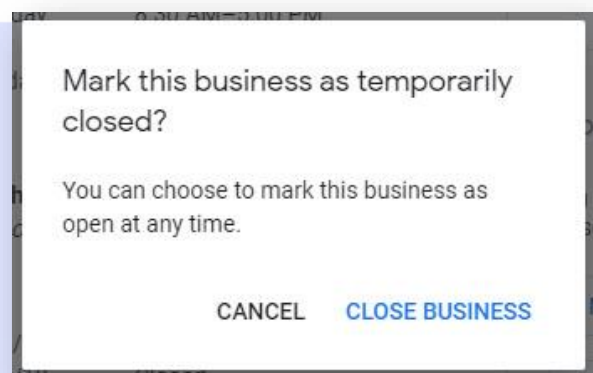
Cancel Apply

Please note: Edits may be reviewed for quality and can take up to 3 days to be published. [Learn more](#)

Adding a COVID-19 specific post to your Google My Business profile is another new feature Google has rolled out because of the pandemic. Accessed under the Posts tab in the back end, users can select the “COVID-19 Update” option to highlight business updates related to the virus. These posts are prioritized at the top of your GMB profile, just below the business name and website link.

Temporary Business Closures

If your business is temporarily closed due to the COVID-19 outbreak, you are now able to disclose this information on Google My Business. Marking your business “temporarily closed” will trigger a red bar below your business name on your GMB listing that alerts customers of your temporary closure. From an SEO standpoint, this change will not affect local search ranking and it will be treated like open businesses. If your business is operating at a modified capacity and still offering services such as pickup or delivery, do not mark the business “temporarily closed” as functionality showing these services will be limited.



ATTRIBUTES

Under the Info section in GMB, owners can now list attributes of their business as another way to stand out to customers and highlight specific services, features, and other business qualities. Attributes provide customers with helpful information about your business,

featuring amenities such as online-scheduling and Wi-Fi, or wheelchair accessibility, if the business is women- or veteran-led. The availability of these attributes depends on the type of business you operate, ensuring different types of businesses provide information that is relevant to their industry.

Below is a list of some of the Attributes Google My Business currently offers, but keep in mind your business category determines the attributes available for your Business Profile, so you will not see all of these.

- Accessibility
 - Wheelchair accessible elevator
 - Wheelchair accessible entrance
 - Wheelchair accessible parking lot
 - Wheelchair accessible restroom
 - Mobility scooter rental

- Amenities
 - Gift wrapping
 - Online scheduling
 - Wifi (Free or Paid)
 - Restroom
 - Unisex restroom
 - Bar onsite
 - Good for kids
 - Restaurant
 - Baggage storage

- Highlights
 - Veteran-Led
 - Women-Led
 - Active military discounts
 - Live performances
 - Play area
- Offerings
 - Same-day delivery
 - Assembly service
 - Installation service
 - Repair services
 - Coat check
 - Help desk
- Payments
 - Cash only
 - Checks
 - Credit Cards (American Express, China Union Pay, Diners Club, Discover, JCB, MasterCard, VISA)
 - Debit Cards
 - NFC mobile payments
- Planning
 - LGBTQ friendly

- Transgender safe space

SHORTNAME

Sharing your GMB profile is now easier than ever. The short names feature has cleaned up long, messy URLs. Located in the Info tab on GMB, you can add a short name for your business by clicking on the @ symbol. Once completed, you are ready to share your new, clean listing URL.

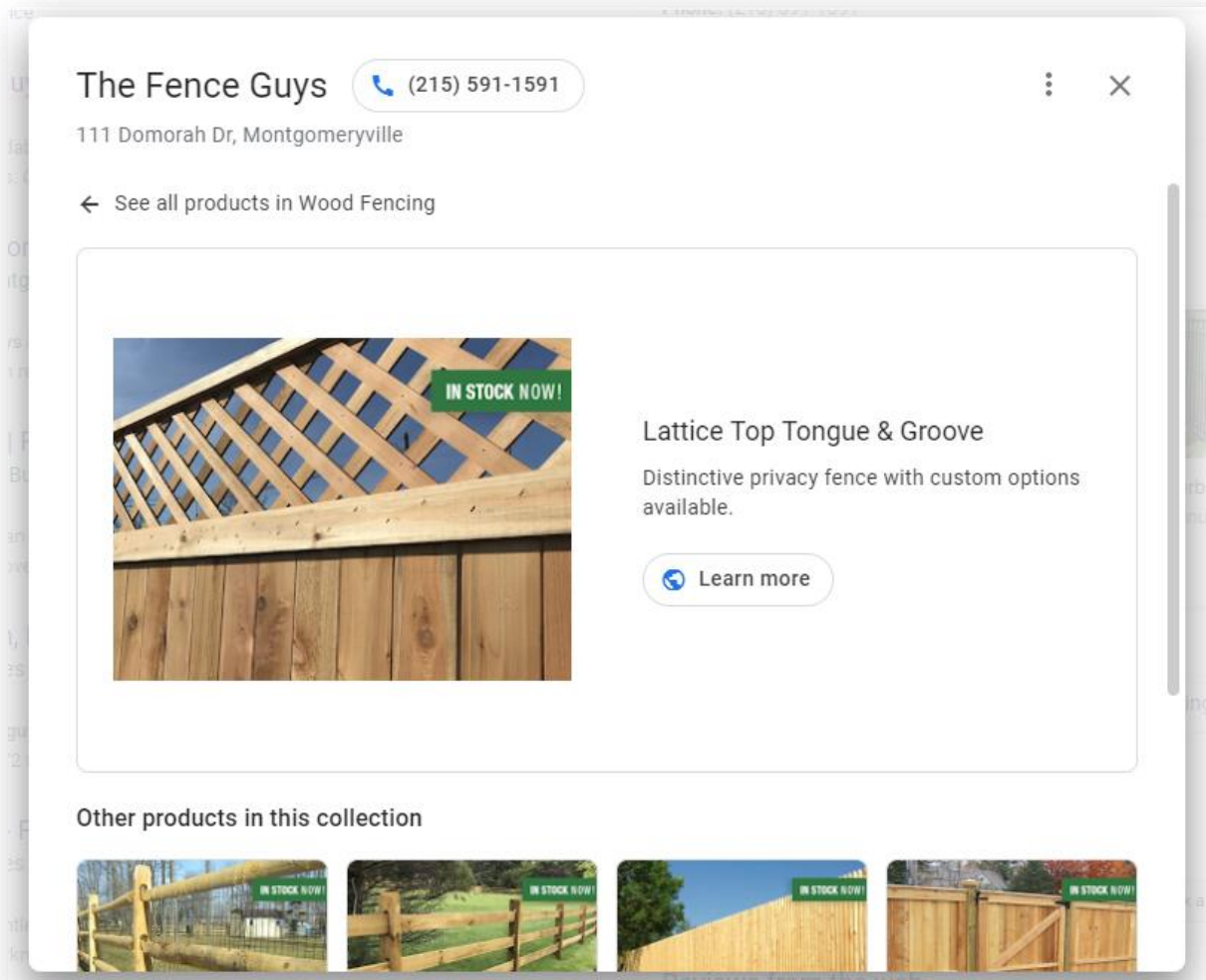
SERVICE AREAS

Struggling with local SEO because your business doesn't have a physical location? The new Service Areas feature on GMB addresses that problem. Service Area Businesses can now define their service areas by region, city, or ZIP code without having a physical business address.

PRODUCTS

Google recently rolled out their new Products feature, which allows businesses to catalogue their products right on their GMB profile. This feature is a great way to stimulate consumer interaction, all without leaving your GMB profile. Users can scroll through a carousel of product images, each opening into their own page with more details, pricing, and related products from your business.

Each individual product page is an opportunity for a link to its relative page on your business' website. Products can be grouped into Collections, allowing businesses to organize the listing as you see fit.



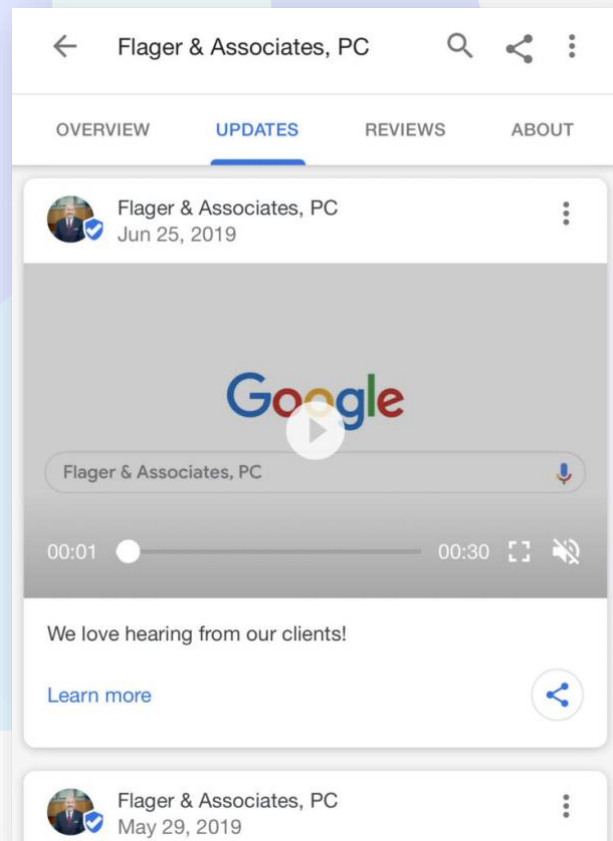
SOCIAL ICONS

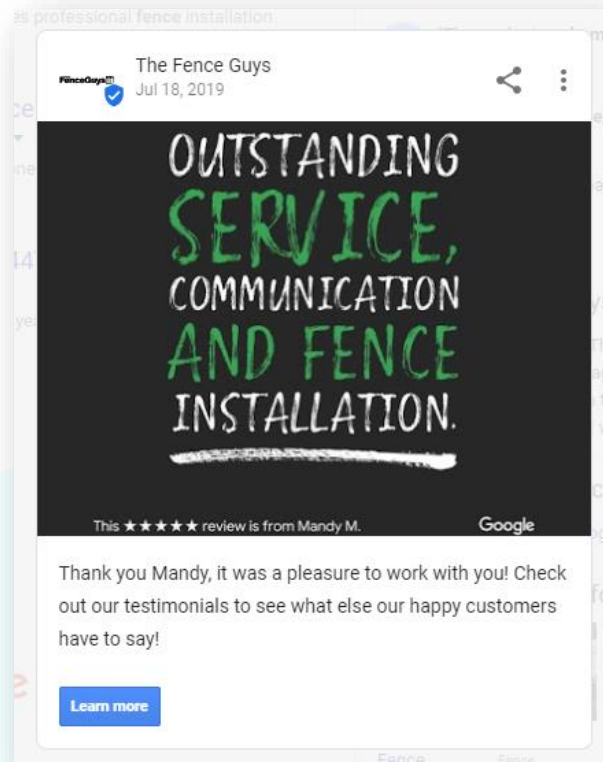
Google My Business has been hot and cold about linking social profiles to local business listings, but it looks like they are here to stay! Located at the very bottom of the knowledge panel, icons for Facebook, Instagram, LinkedIn, Twitter, YouTube, Myspace, Pinterest, SoundCloud, and Tumblr can be displayed. The process of adding these social links deviates from the norm, requiring some quick coding that will alert Google which social profiles are associated with your business website. With the help of [Google's](#)

[Structured Data Markup Helper](#), generating this code is as easy as copying and pasting after your site's <header> code.

GOOGLE MARKETING KIT

The [Google Marketing Kit](#) gives businesses the ability to showcase outstanding customer reviews from Google My Business on other platforms and in real life! Users can now create custom posters, social posts, and videos that highlight 5-star reviews, and other business details. The Google Marketing Kit even offers free stickers to businesses that promote interaction with their GMB profile, inviting customers to review, follow, or book with the business on Google.



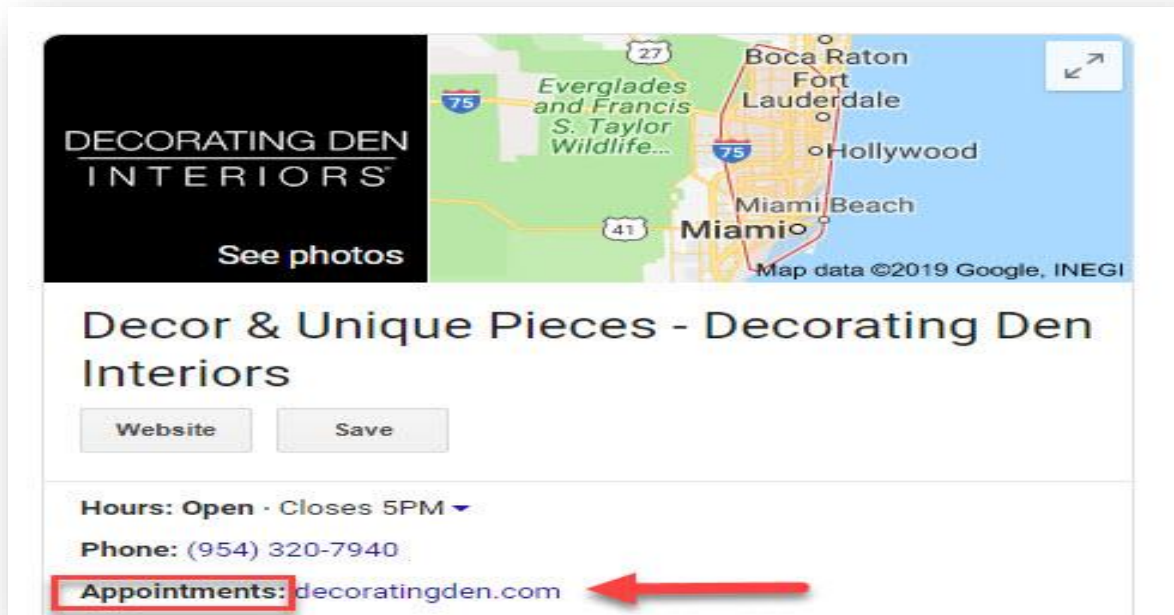


PHOTOS & VIDEOS

GMB now offers businesses more control over photos displayed on their profile. Businesses can choose the logo and cover photo that will be highlighted at the top of the GMB listing, as well as a variety of additional photos throughout. Logos were previously only displayed at the top of the listing but are now featured on Google Maps and search results.

APPOINTMENT URLs & ONLINE RESERVATIONS

Google My Business now features the ability to provide a second link to your site, known as the Appointment URL. This link is meant to direct search users directly to the place on your site where they can schedule an appointment, place an order, or contact you for more information. User experience is prioritized with this feature, as they are sent exactly where they want to go – minimizing the time users spend clicking around on your site in search of your contact page or form. For businesses that offer Online Reservations, GMB partners with your site to allow users to book without ever leaving your listing!



GMB APP EXCLUSIVE FEATURES

Welcome Offers

Welcome Offers are a new feature that are, as of now, available exclusively to business owners who utilize the Google My Business app. Owners can now create special Welcome Offers as a way to incentivize search users, on any platform, to become new followers of their business by offering a unique promotion.

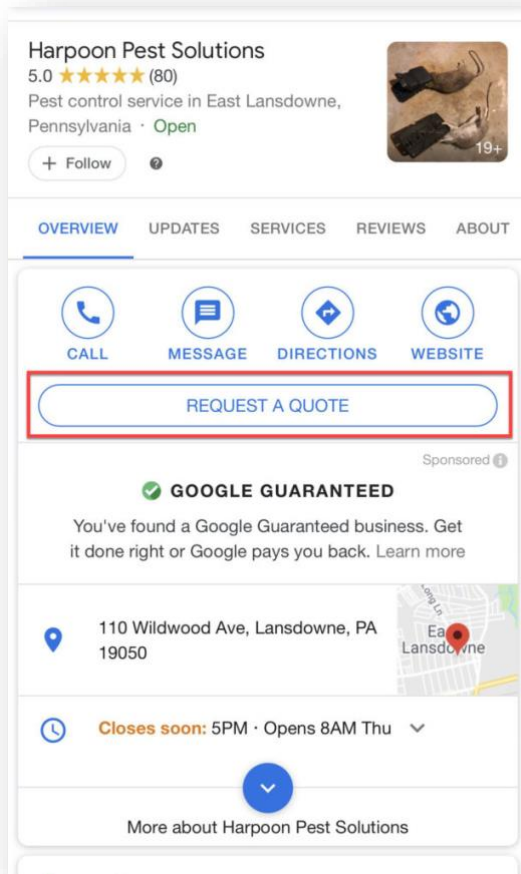
Request a Quote Communications

Google has rolled out a new messaging feature that allows search users to directly contact businesses without ever leaving the Google My Business listing. Business owners now can communicate with their customers directly from their GMB app. Once this feature is turned on, a "Request a Quote" or "Get a Quote" button will appear on the GMB listing. When clicked on, the button prompts users to select a Service Type, Date and Time (When), input their Zip Code and provide optional project details. Service Types are determined based on the Services that the business listing has already provided.

RAJE MARKETING

DOMINATING DIGITAL SPACE

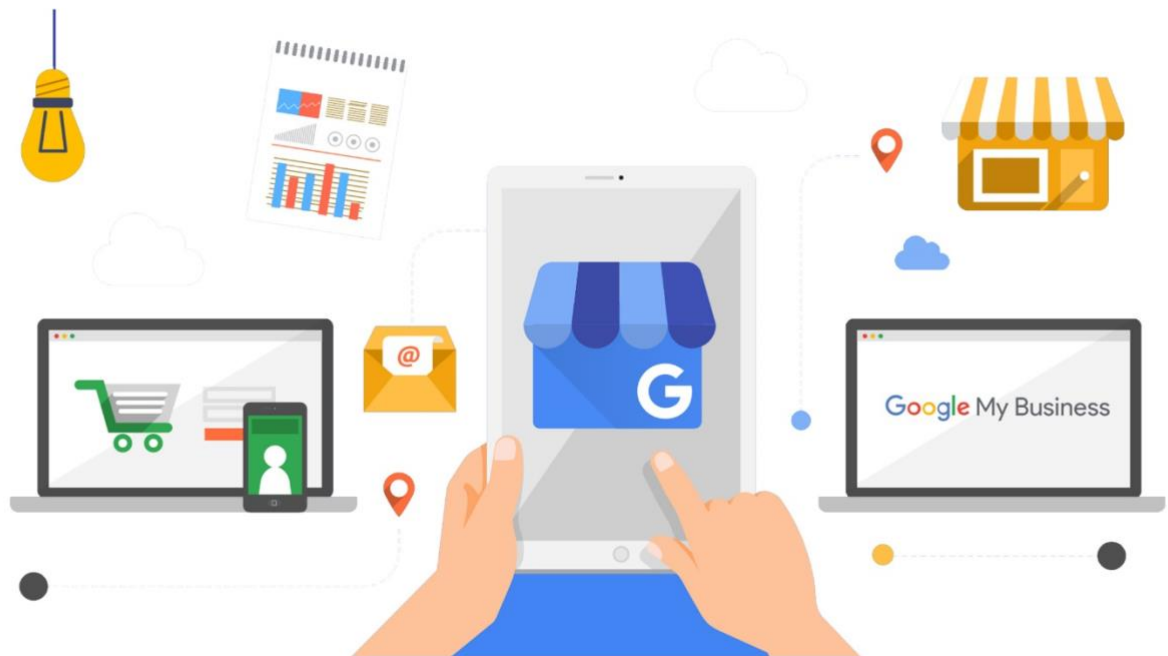
Google Business Page Training



This screenshot shows the 'Request a quote' form. At the top, it says 'Request a quote' with a back arrow. Below this, it shows the user is 'Sending as Mackenzie Cronce' with a profile picture and email address. The form contains several input fields: 'Service Type*' (a dropdown menu), 'When*' (a dropdown menu), 'Zip code*', and 'Project details (optional)'. At the bottom, there is a note that says 'This business will see your public profile.' and a 'Request' button.



CHAPTER 5



Google My Business Technical Set up Guide

How to Verify Your Google My Business Listing

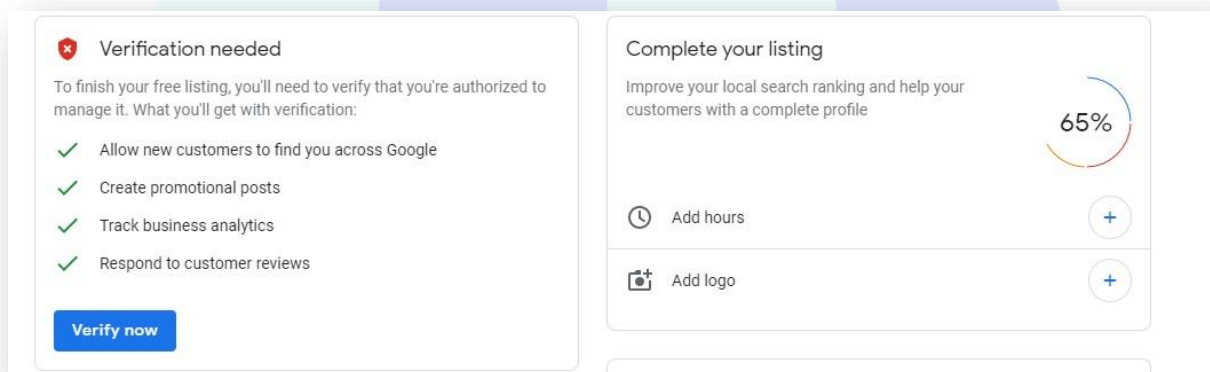
After you have created your listing, you need to convince Google that you are the actual business owner. The standard option is to validate your business by receiving a confirmation code in a snail mail letter to your business address.

- **Verify Via Postcard**

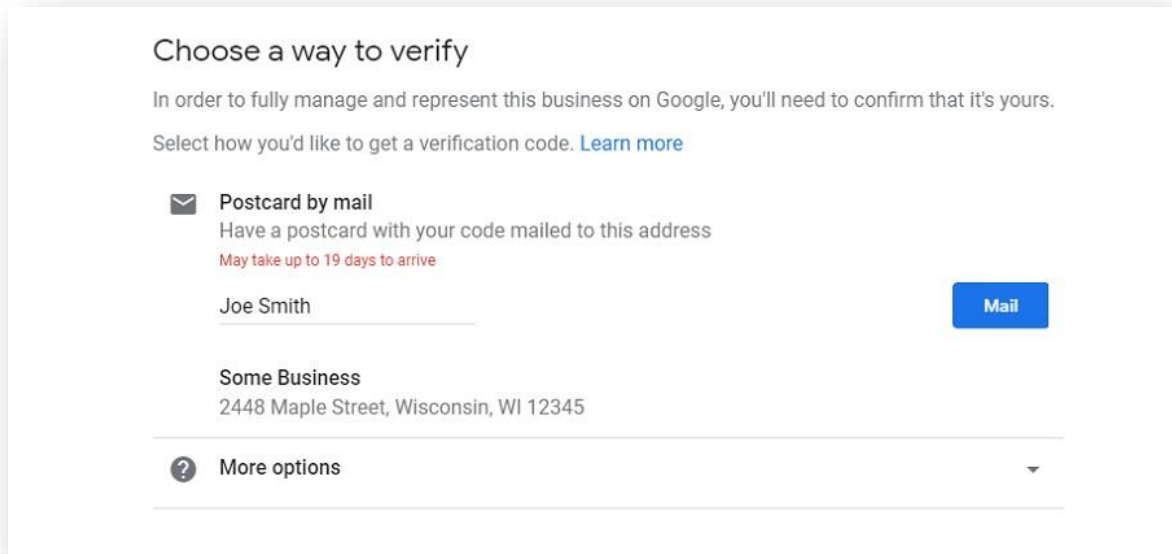
Log in to your Google My Business dashboard.

Make sure you select the right Google User when logging in.

If you have just created your listing, you should still see a prompt like this at the top of the page:



For most businesses worldwide, a postcard is the only way to verify your business.



The screenshot shows the 'Choose a way to verify' screen on the Google Business setup page. It includes instructions to confirm ownership and a link to 'Learn more'. The 'Postcard by mail' option is selected, showing a preview of a postcard with the business name 'Joe Smith', address 'Some Business, 2448 Maple Street, Wisconsin, WI 12345', and a 'Mail' button. A 'More options' dropdown is also visible.

Type in the contact name, your name or the business owner's, and click "Mail" to proceed.

After requesting the letter with the verification information, your listing status will still look the same, and it will say "Verification needed" until you have received the postcard and entered the code.

Once you have received the postcard, follow the instructions and enter the code on the card to verify your account.

- **Verify by Email or Phone**

Select businesses may be able to verify their business by phone or email instead. If your business is eligible, you may select either option from the "more options" section.

Confirm that your email or phone number is correct, and then select the verify option.

Enter the verification code you receive to verify your Google My Business listing.

How Do you Optimize your Business Listing on Google?

To optimize your Google My Business listing, you should focus on three main things:

- Showcase pictures that appeal to your ideal customers.

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

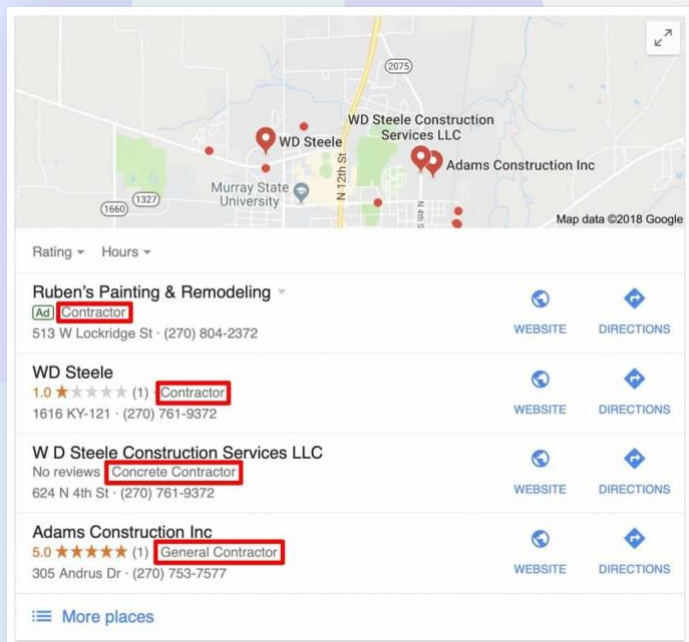
If you want to get to the next level, use business posts to keep customers up to date on menus and offers, get a booking button, add a product catalogue, and handle messages directly through your profile.

Choosing the Right Google My Business Category

If you are unsure of what category is the right category, you can search for the type of business you run in Google and see what categories your competition selected. If you see a trend among all of them then you can probably assume that is the category you should choose.

In the example above we can see that most construction businesses in the Murray area have themselves categorized as some type of contractor.

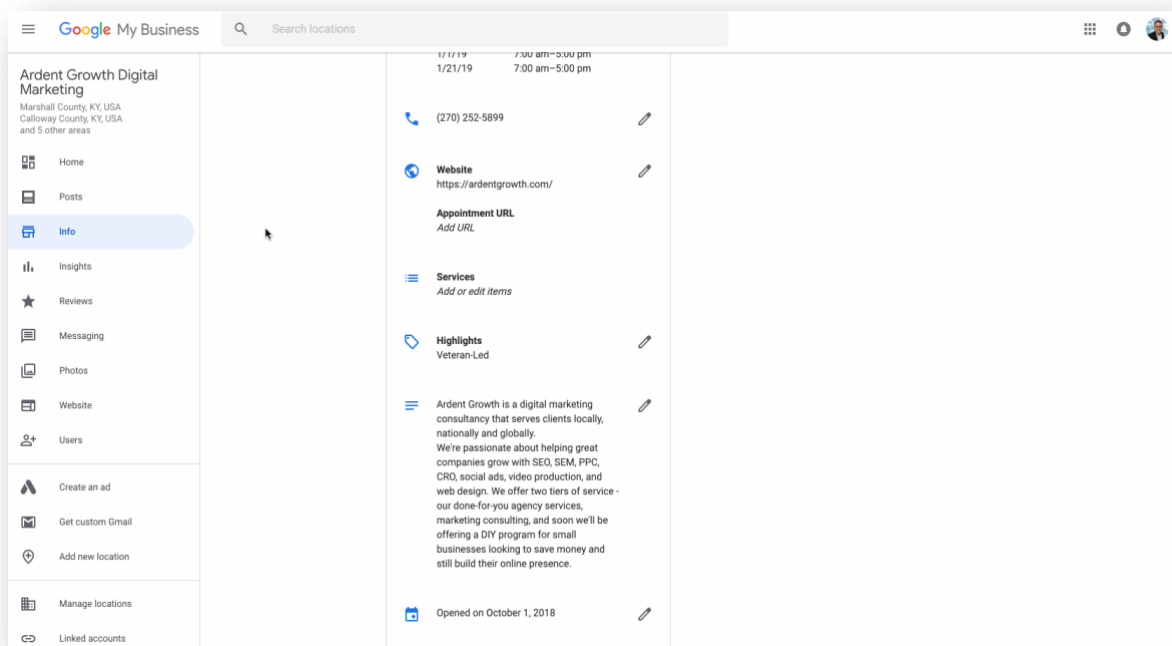
Feel free to be specific if you primarily provide one type of service.



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!



Attributes & Highlights

The Attributes/Highlights section allows you to add items depending on the industry your business falls into.

These can include things like:

- Woman-Led
- Veteran-Led
- Wifi
- Wheelchair Accessible

Google My Business Photo Guidelines & Optimization

- Format: JPG or PNG
- Size: Between 10 KB and 5 MB
- Minimum Resolution: 720px × 720px
- Quality: Use high-quality images. They should be in focus and well-lit and have no significant alterations or excessive use of filters. In other words, the image should represent reality.

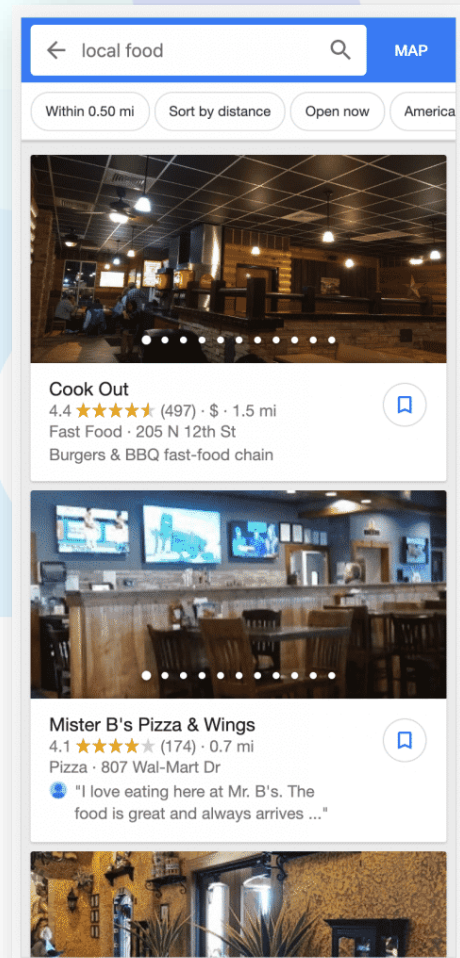
It is especially important to add a profile photo to your listing. Customers who see a nice profile photo are a lot more likely to click on your listing than another one that does not include a photo.

Ensure that your photos are optimized for SEO by naming them appropriately with keywords. You can also optimize the photo by geotagging it with a location by using free software such as <https://tool.geoimgr.com/>

Do not upload images with generic file names (or file names like IMG2018_05_21). Instead, think of a proper name like (boxing-up-pizzas-for-hungry-customers.jpg).

What Types of Photos Can I Add to Google My Business?

- Cover Photos
- Profile Photos
- Other Photos



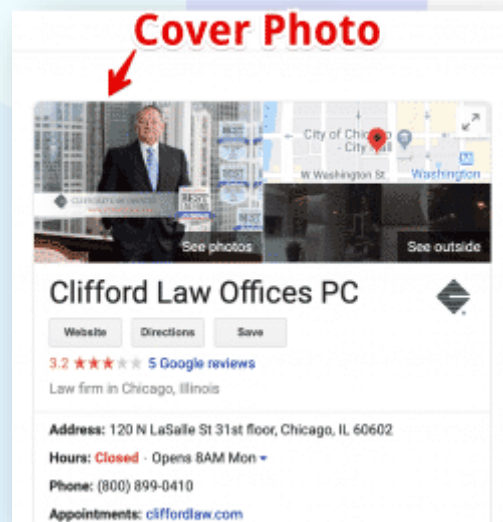
Other people can add photos to your listing as well. Do not just upload random photos of your business. Make sure they are high-quality photos with good lighting and relevant. Your photos should portray what your business does.

Also use photos that perform well in both square and landscape mode because your images will be formatted as rectangles on phones and squares on desktops. So, make sure the primary focal point of your photo is near the middle.

Profile Photo Size



250 x 250 pixels (minimum 120 x 120; maximum 5200 x 5300)



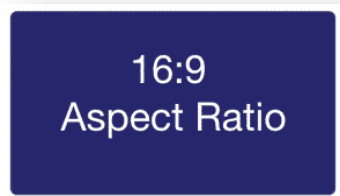
Cover Photos

Choose your cover photo carefully as it will be the primary image that appears whenever your business is viewed in the search results.

Get a professional cover photo that will appeal to your ideal customers and as always, make sure that it accurately represents your business.

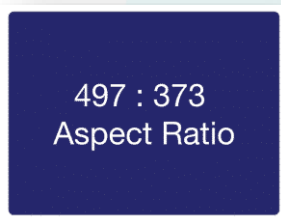
A new photo module has also been added to listings. Photos uploaded by the business will show up instantly in this module.

Cover Photo Size



1080 x 608 pixels (minimum 480 x 270; maximum 2120 x 1192)

Shared Images Size



497 x 373 pixels (minimum width 497; maximum 2048 x 2048)

Logos

If you have your logo set it will begin being displayed in the listing as well (like the way your favicon is being displayed next to your website listings on mobile searches). You can set your logo by going to your GMB Dashboard and clicking on Photos in the left-hand menu.

If you do not already have one set, go ahead and so. You can click the pencil icon next to your logo if you want to modify one you have already set in the past.

Google My Business Video Guidelines

Video content performs very well online and is growing rapidly. Do not just add random videos. Ensure your videos are not shaky and are not shot in portrait mode.

Google My Business Video Requirements

Video posted on your listing must be:

- 30 seconds or shorter
- 100 MB or smaller
- 720p resolution or higher

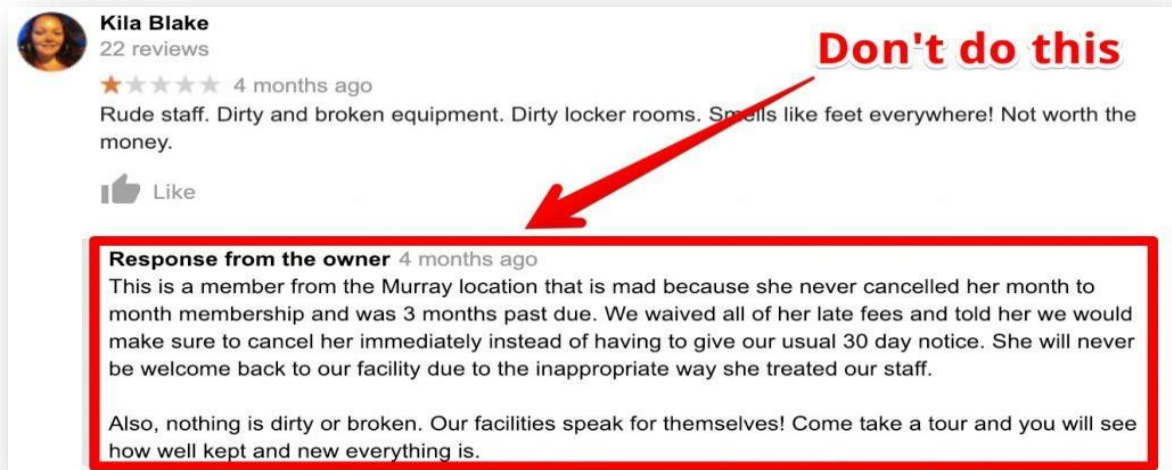
Google My Business Review Guidelines

You want your customers to leave online reviews. You can encourage customers to leave reviews by simply asking them and by also responding to reviews that customers to leave you. Make sure you are following the rules though. Do not forget to get reviews across other major online platforms as well.

When customers see that you engage with the people who post on your listing it makes them much more likely to say something as well.

- If a review is positive, thank the customer.
- If they are negative, be kind and attempt to make things right if you can.

⚠ Do not get into a war with someone just because they leave you a bad online review.



How Can I Remove Negative Reviews from My Listing?

You cannot remove customer reviews from your listing just because it is negative. However, Google does allow you to dispute fake reviews. Note that there is no guarantee that it will be removed just because you dispute it though.

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. If it is something that is extreme, you may want to get legal counsel to reach out the legal department at Google.

How Do I Turn Off Reviews for My Google Listing?

There is no way to turn off your reviews on Google. If you do not like the reviews people leave your best bet is to respond kindly to those reviews and attempt to resolve the issue.

Even if it is a fake review; respond to it as if it were a legitimate complaint while you are waiting for Google to decide after you have flagged it for a dispute.

While it may seem unfair or scary to let the reputation of your business be in the hands of the consumer — the truth is, it has always been this way. It is just more apparent now. Do not live in fear of reviews. Instead, handle yourself professionally online when responding to them and you will still look good to the people who matter — your ideal customers.

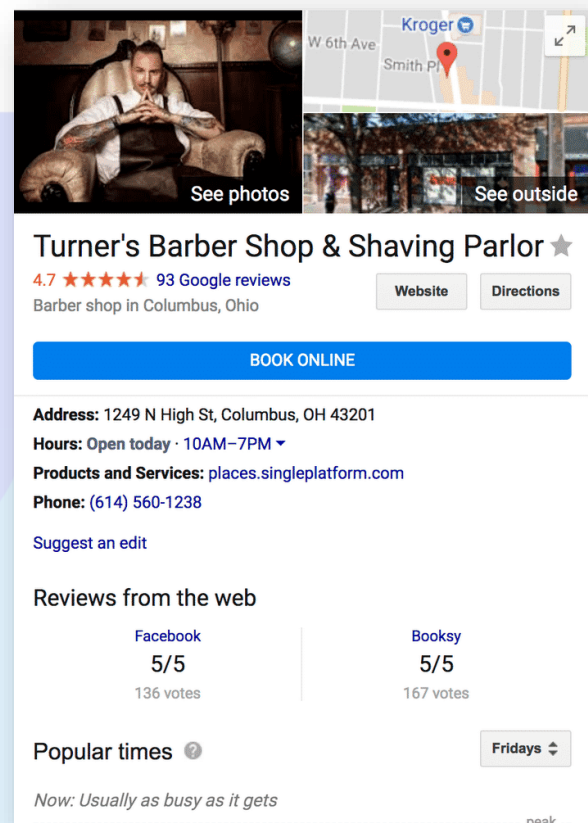
Can I Embed My Google Reviews on My Website?

Yes. There are a variety of options to embed your Google reviews on your website.

Activate Your Booking Button

Having a booking button on your GMB listing can be a powerful addition to your ability to generate leads. Businesses in supported regions that have integrated with one of Google's [supported booking/reservation partners](#) will be eligible to active this enhanced GMB feature.

Google My Business Messaging



If your business listing has been verified, you can enable messaging. Messaging is a powerful tool to utilize, especially if you are trying to attract younger audiences to your business.

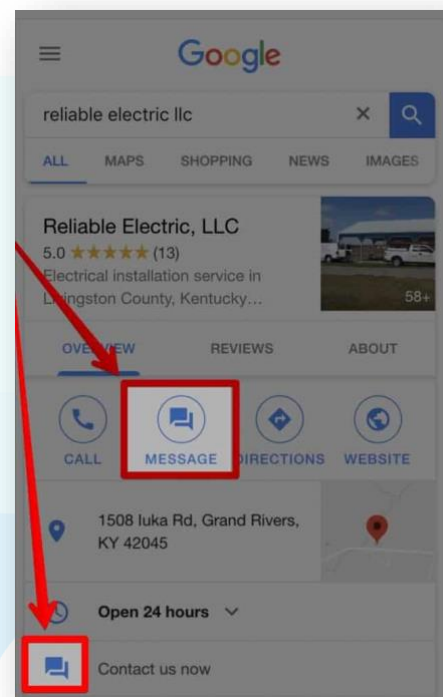
If you're uncomfortable having clients text your cell number you can download third-party applications or even the official [Google Voice](#) app and let them text that application instead. They will never know the difference and you can usually restrict the times in which an app will send you notifications by tweaking your app settings on your phone.

Do not underestimate how many leads you could lose out on by not enabling this option. It is not uncommon for a person under 35 to never become a lead because they just do not like talking on the phone.

To Enable Messaging for GMB:

- From the Dashboard click on Messages on the left-hand side.
- Click Enable

Google provides extensive guidelines to abide by for business owners using the Messaging feature. Once enabled, the option to message you will show up for users on mobile.



Can I Manage GMB Messages from My Desktop Computer?

Update for June 2020: It is now possible to manage your messages from your desktop computer (laptops as well). Google has allowed potential customers to message business from Google Maps and Google Search so long as they had Google My Business set up. The downside was that you had to message folks back using your GMB app, as there was no way to do it via a computer.

Google My Business Posts

Think of GMB Posts in a similar fashion to posts on Facebook.

Google offers another avenue to provide potential customers with info about your business. Keep things active on Google and maintain an omnichannel approach to marketing.

Where Do Google My Business Posts Appear?

These posts appear in the posts tab for users on mobile and on Google My Business Websites. According to Google, posts may also appear on Maps, Search, and the Overview tab for listings based on various signals.

What Can Google My Business Posts Contain?

Google My Business Posts can contain text, photos, and videos.

Types of Posts

Right now, there are 4 types of posts:

- **What's New Posts:** These are posts containing general info you want to provide to the public.
- **Event Posts:** If you are planning on hosting an event, you can use this post to promote that. These are great for venues and restaurants, but Universities can take advantage of this feature as well. These types of post require:
 - Title
 - Start/End Dates/Times

You can also add a photo/video to posts like this, CTAs, and other information.

- **Offer Posts:** If you are offering any type of promo deal you can use this type of post to let people know.
- **Product Posts:** You can use these to really highlight a specific product your business sells. For example, a clothing store may highlight a line of shoes they carry.

How to edit your business on Google

Need to edit information on your Google My Business profile? Here's how:

- Sign in to Google My Business.
- Open the location you'd like to edit.
- In the menu on the left, click Info.
- Click the pencil icon to make your edits. If you want to remove a section, click the X. When you are finished, click Apply.

Keep in mind that it can take up to 60 days for the edit to appear. There may be some information, from other sources, that cannot be edited.

How to add multiple locations on Google My Business

If you have opened a new location or just created a profile and need to add additional locations, follow these steps.

- From your Google My Business dashboard, click Manage locations in the left-hand menu.
- Click the blue Add location button on the right.
- Type in your business name and click Create a new business with this name.
- Fill in the information and request verification.

Another option is to go to Google Maps and drop a pin on the location you would like to add. Click Add a missing place in the left menu. Fill in the details then select Claim this business. If you have more than 10 locations, you can add them in bulk.

How to mark a business or location as temporarily closed

If you need to close seasonally or temporarily, mark your business as temporarily closed. Doing this ensures customers are up to date without affecting your local search ranking.

How to mark your business as temporarily closed:

1. Sign in to [Google My Business](#).

2. Click **Info** in the left menu.
3. Look for the **Close this business on Google** section on the right.
4. Click **Mark as temporarily closed**.

To set special hours for holidays or other circumstances, click **Info** in the left menu, then [Special Hours](#).





CHAPTER 6

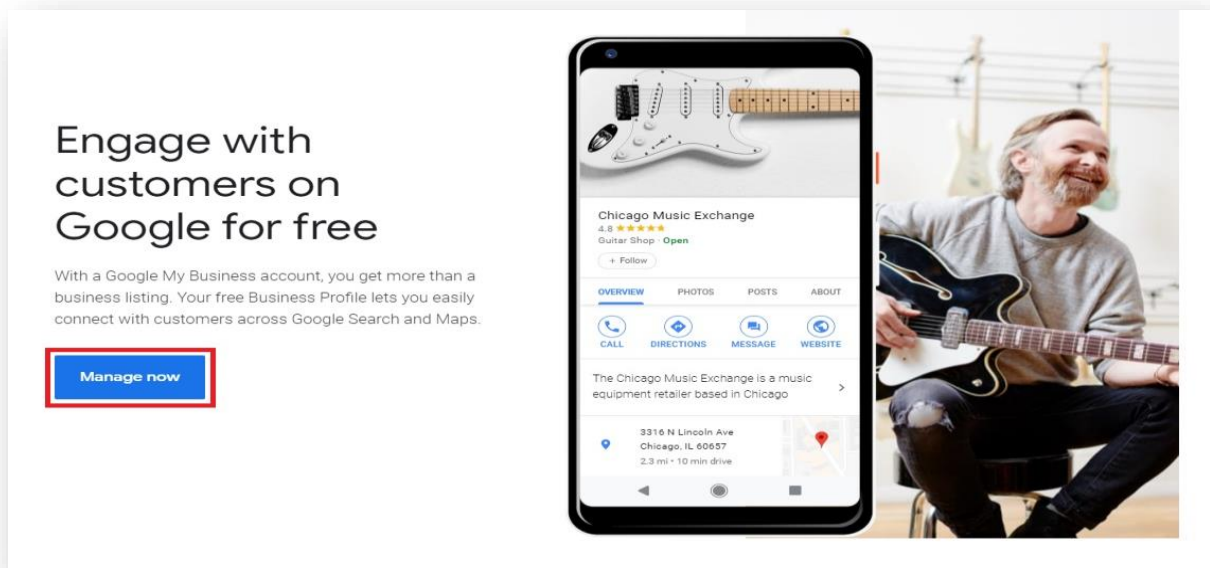


How to Create a Google My Business Listing?

If you have not already created a business listing on Google My Business, it is time for you get started and create one. Below, we quickly outline all the necessary steps to creating your first listing.

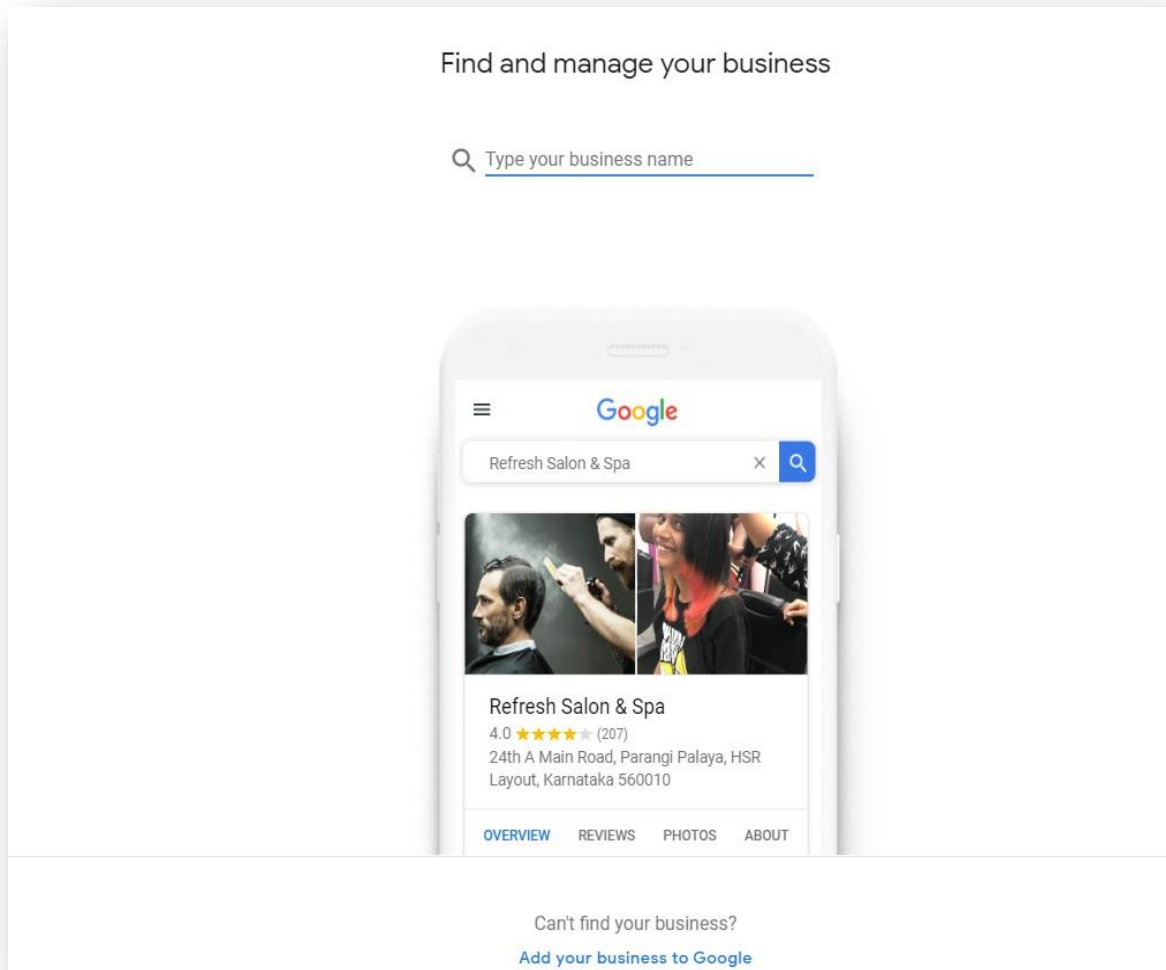
Step #1: Log in to Your Google Account

- The first thing you need to do is visit google.com/business and click the manage now button.



- Next, the website will prompt you to log in to an existing Google account.
- The email and username you use for Gmail, Google Docs, Google Analytics, or any other Google product will work.
- If you don't already have a Google account, you need [to create one](#).
- Once logged in, Google will automatically start the process of creating your first listing.

Step #2: Find Your Google Maps Listing if It Exists

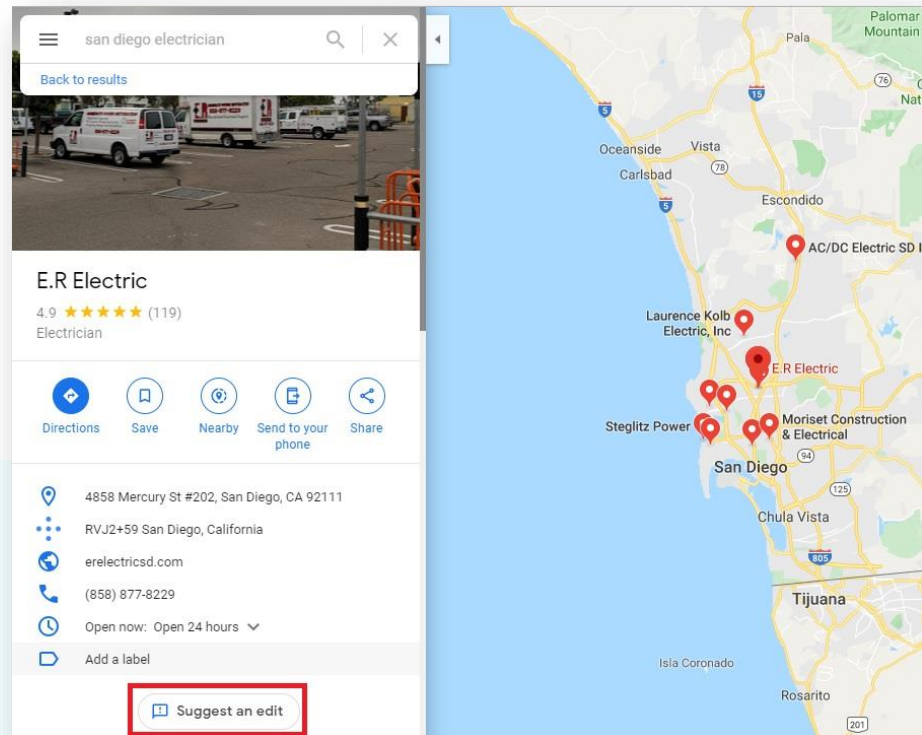


Even if you, the business owner or manager, haven't created an official business listing for Google, your customers may have created a profile for you. It is particularly common in typical consumer-facing brick-and-mortar businesses like restaurants, hair salons, shoe stores, etc.

- Type in your exact business name and location to check if your business already exists on Google Maps.
- If you find an existing listing, select it and move on.
- If there is no existing listing, click the "Add your business to Google" link at the bottom of the page.

**Note: Do not
Search on Google
Maps**

- If you are trying to claim ownership of your listing, do not do the searching from within Google Maps and click the “Suggest an edit” option.



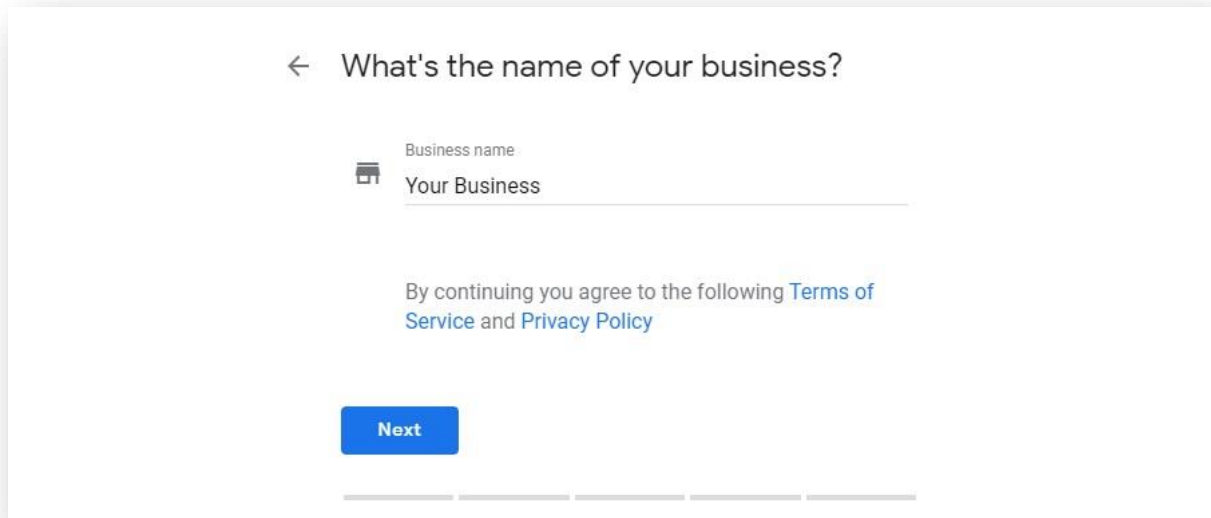
This function taps into Google Maps’ system for user-generated content for new information about businesses.

You can suggest edits, and Google may implement the changes, but you will not have any ownership over your profile.

You will not be able to answer questions or messages or set specific cover images.

Step #3: Set Your Business Name

The next step is exceedingly simple. All you must do is type in the name of your business and click the “Next” button.



← What's the name of your business?

Business name
Your Business

By continuing you agree to the following [Terms of Service](#) and [Privacy Policy](#)

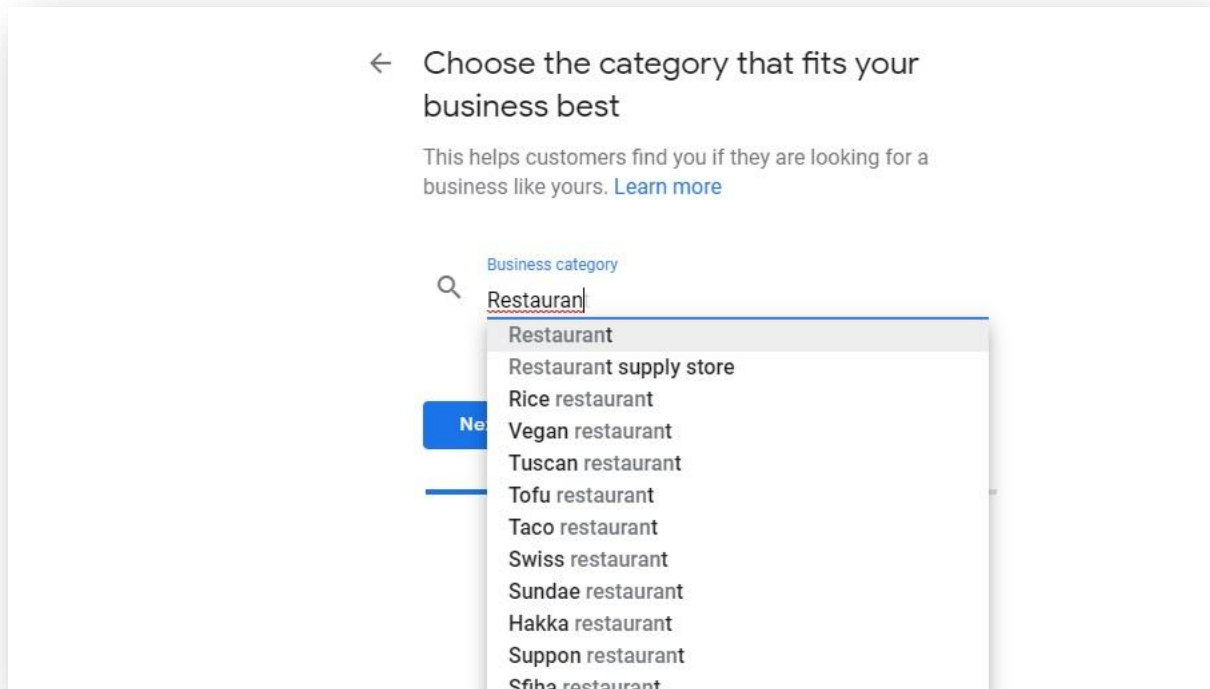
Next

If you have a common business name, or if you are managing a chain store/restaurant, make sure you include the location in the name.

Depending on the size of your city, a city, district, or street name will be appropriate.

Step #4: Choose Your Business Category

- Once you have set the name for your business, Google wants to know how to categorize it.
- Focus on getting it right from the get-go, as it will help searchers find your business.
- Typing something into the “Business category” field will prompt a drop-down menu of related options.



- Make sure you select a specific option that is relevant to your ideal customers.
- For example, if you are managing a restaurant, unless you're in a small town, you probably don't want to settle for "Restaurant" as your business category.
- Choose a suitable option that reflects your cuisine or theme of your restaurant, for example, "Japanese restaurant" or "Art cafe."
- Once you have settled on the right option, click the "Next" button to proceed.

Step #5: Add Your Business Location

- If you have a physical location for your business, other than a home office, you need to add the address of your business.
- First, select "Yes" and click the "Next" button when prompted if you want to register a location.

← Do you want to add a location customers can visit, like a store or office?

This location will show up on Google Maps and Search when customers are looking for your business

☐ Yes

☐ No

Next

A progress bar at the bottom shows the first step is completed.

- Then, type in your registered street address, including street numbers, building names, and floor/room number.

← What's the address?

United States

Street address
That St [Add Line](#)

City
Leesburg

Florida ZIP code
34748

Next

A progress bar at the bottom shows the first step is completed.

- Proceed with the “Next” button.
- Google will now show you a list of potential businesses that might be your listing.

← Is this your business?

It looks like your business might already have a listing on Google Search or Maps. If you see your business below, select it, and we'll help improve your listing.

☐ **That! Company**
4646 That Street
+1 352-319-0222

☐ **The UPS Store**
27615 US Hwy 27 Ste 109
+1 352-365-6111

☐ **THE CARDONA LAW FIRM, LLC**
1012 W Main St
+1 352-728-5557

☒ **None of these**

Next

- Answer the “Is this your listing?” prompt and click “Next” to move on.
- Finally, Google will want to confirm your location by dropping a pin on the map.
- If you work from home and provide a service, you can set up a box at the UPS store or post office. Be sure to use the full address not “PO BOX”. Use #101 instead. You can cancel the box after you receive your verification code if needed.

Where are you located?

Drag and zoom the map and position the marker on the exact spot where your business is located.



- If the original pin Google suggests is correct, click “Next” to confirm the location of your business and move on.

Step #6 (Optional): Set Your Delivery/Service Area

- If you offer delivery or have a set service area for your business, you can choose to register this as well.
- First, select the “Yes, I also serve them outside my location” option, and click the “Next” button.

← Do you also serve customers outside this location?

For example, if you visit or deliver to your customers, you can let them know where you are willing to go

- ☐ Yes, I also serve them outside my location
- ☐ No, I don't

Next

- From here, you can search and select larger areas in your city that your business serves.

← Add the areas you serve (optional)

You can list your service areas below. They will show up on your listing and help bring relevant customers.

Search and select areas

🔍 Manhattan, New York

You can change and add more later

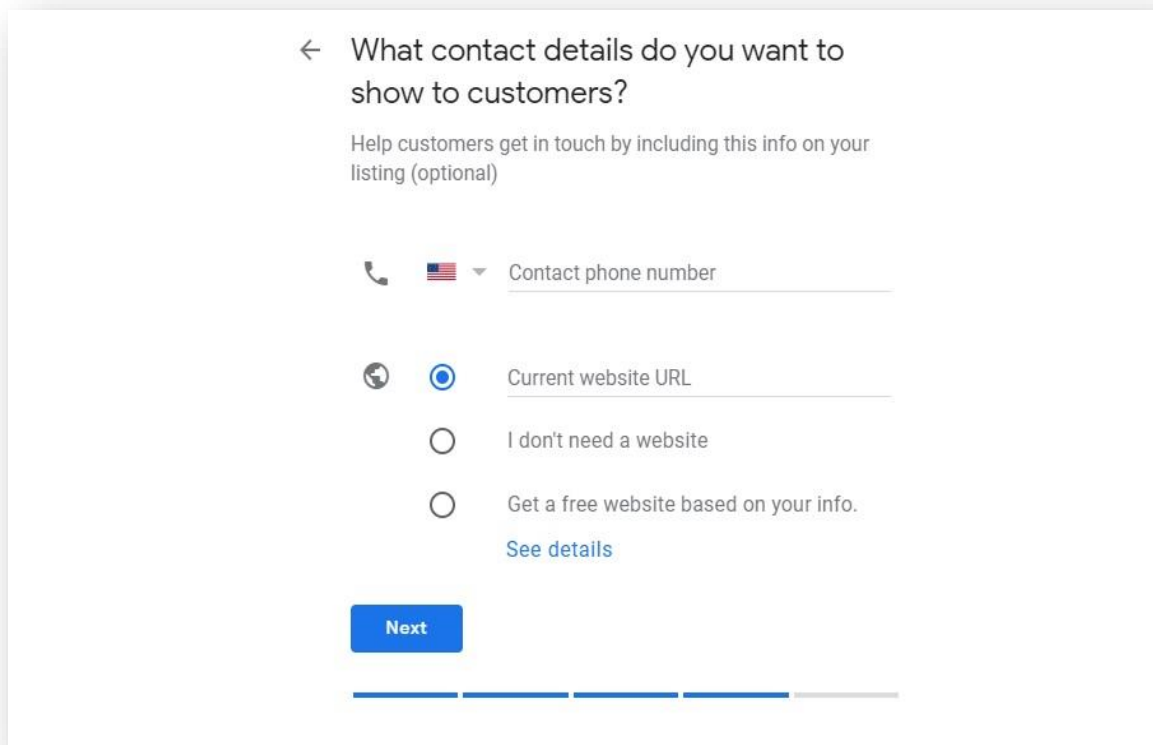
Next

- Once you have selected the main areas, click the “Next” button to save and move on.

- You can also edit or add more areas after you have already created your listing.

Step #7: Set Your Contact Details

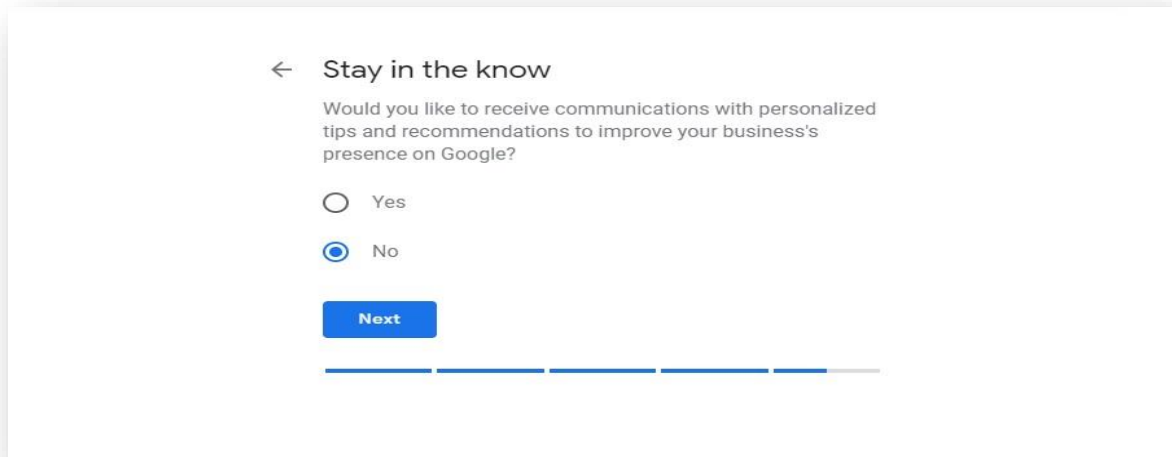
The next step is to register your contact details.

A screenshot of the Google Business Profile setup interface. At the top, there is a back arrow and the heading "What contact details do you want to show to customers?". Below this is a subtext: "Help customers get in touch by including this info on your listing (optional)". There are three input fields: 1. "Contact phone number" with a phone icon and a US flag dropdown. 2. "Current website URL" with a globe icon and a selected radio button. 3. "I don't need a website" with an unselected radio button. Below these is a link "Get a free website based on your info." and a "See details" link. At the bottom is a blue "Next" button and a progress bar with four segments, the first of which is filled.

- Set your business phone number and website URL and click the “next button” to move on to the next step.

Step #8: Toggle Email Notifications

The last step before you can take your listing live is to toggle whether you want to receive tips, recommendations, and notifications about your business profile by email. If you are a consumer business with a lot of clients that leave reviews or ask questions, having email notifications turned on can help you be prompt with responses.



← Stay in the know

Would you like to receive communications with personalized tips and recommendations to improve your business's presence on Google?

☐ Yes

☒ No

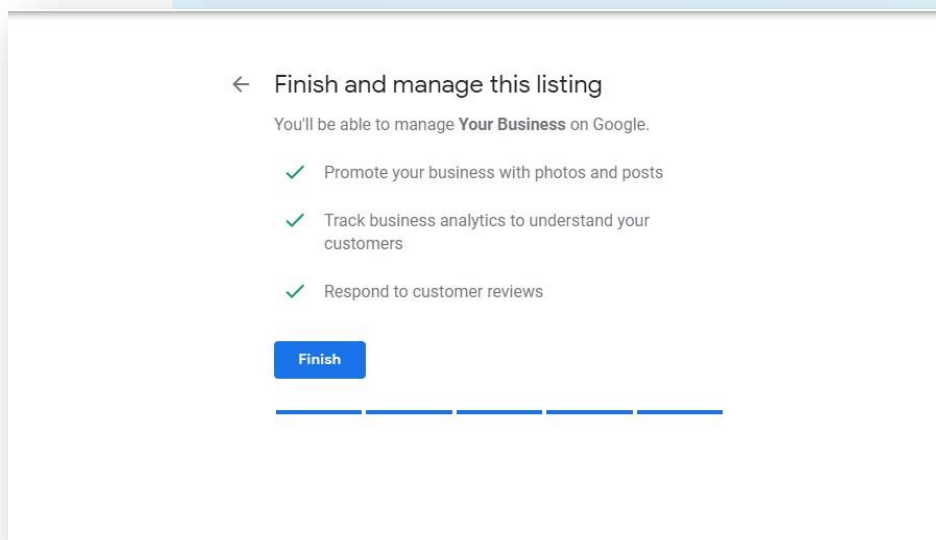
Next

A progress bar at the bottom shows five steps, with the first step being the active one.

- If all you want is to create and optimize your business profile, and you're an inbox zero follower, select "No" and continue.

Step #9: Finalize Your Listing

- You have reached the final step.



← Finish and manage this listing

You'll be able to manage **Your Business** on Google.

- ✓ Promote your business with photos and posts
- ✓ Track business analytics to understand your customers
- ✓ Respond to customer reviews

Finish

A progress bar at the bottom shows five steps, with the fifth step being the active one.

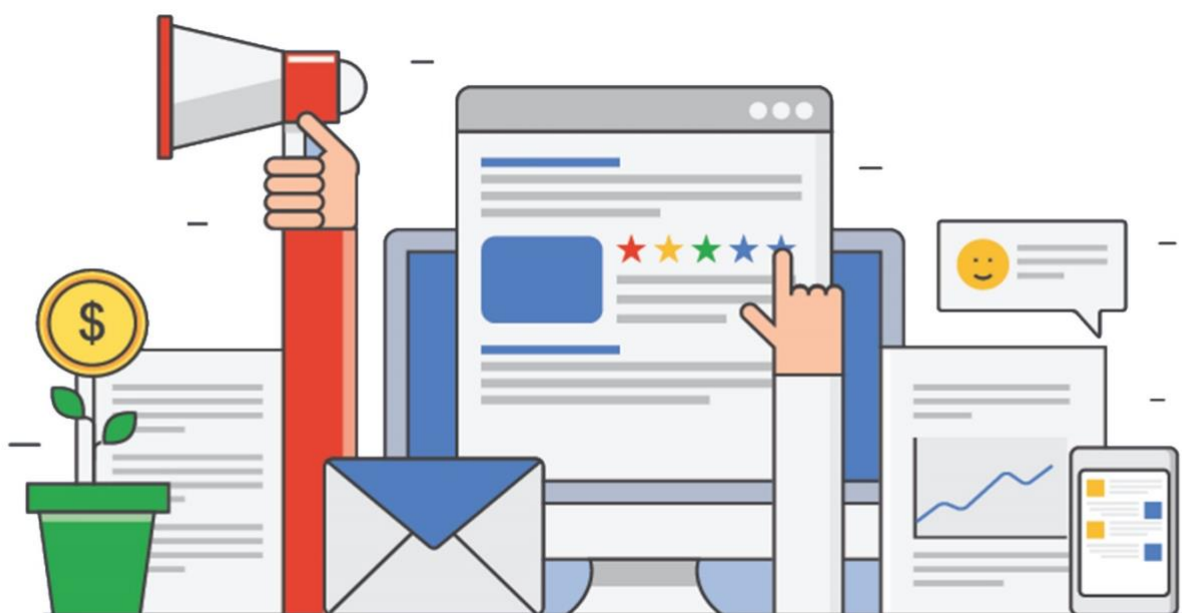
Clicking "Finish" will save your business profile and data, but you're not officially in control of the listing yet.

But before you get full control over your Google listing, and can interact with your customers through answering reviews, questions, and messages, you need to verify that you are the owner of the business that you created the profile for.





CHAPTER 7



How to Increase GMB Reviews and Conversions

Reviews are incredibly important to your business and they can influence customer decisions in several ways. This includes both positive and negative reviews. Positive reviews may be sponsored or false, whereas no company will pay for negative reviews. However, public negative reviews are a way for a business to showcase their customer service. These complaints work as a powerful counterweight to increase the validity of positive reviews. All of this depends on your business receiving any reviews at all. How do you increase Google reviews?

Here Are Our 11 Tricks to Increase Google Reviews

1. Make Sure Users Can Leave Reviews

The number one thing you need to do to build up your Google reviews is to make sure you have a Google My Business (GMB) page. It may seem obvious, but many small businesses do not realize they are not obviously and immediately given a GMB page simply because they exist. They need to register the page and fill out the information completely.

Once that page is created, fleshed out and verified, it can begin to collect reviews. Older businesses with a Google Places page will find that it has been transferred to a local GMB page, offering a solid starting point for a fleshed-out profile.

2. Ask!

Most times, the easiest way to get more reviews is to ask for them. Often, your customers will purchase a product and have a satisfactory experience using it, but they will never think to go back to your page and leave a review. The same goes for services, though some industries — hospitality and restaurants in particular — find it easier to accumulate reviews. Ideally, they will have followed one of your social media accounts or signed up for your newsletter as part of the purchase process. These are avenues you can use to ask your customers for honest reviews. Even mediocre reviews are better than no reviews at all.

3. Make it Easy to Leave a Review

To gather as many reviews as possible, link as closely to the review form as you can. Instead of linking to your basic GMB page or your website itself, link directly to the review page. Ensure a user must click as few times as possible to reach the review page. If they must hunt through your profile or your website for your GMB Local page and then hunt through that page for where to leave a review, they will turn away.

Consider each additional step a point of failure where you will lose some percentage of your possible reviews.

4. Avoid Buying or Faking Reviews

Writing reviews of your own business from personal accounts, buying reviews from accounts that leave purchased reviews are all signs that your business has something to hide. It is also illegal in many industries such as the medical field. An additional risk of purchased reviews is that, when those false accounts are removed, your reviews may be removed as well. At the very least, they lose credibility. Do not buy fake reviews.

5. Get Reviewed Elsewhere

Bringing in reviews through GMB is one thing, but you do not want to put all your eggs in one proverbial basket. Plenty of users prefer to find reviews through Yelp, Angie's List or one of the many other sites offering business reviews.

If you have no reviews on any of these sites, but plenty on GMB, your reviews look purchased. When asking for reviews, ask for them through any popular review site, not just Google. Allow your users to choose the site of their preference. Some users will also go the extra mile to post reviews on several sites.

6. Address Negative Reviews Quickly and Personally

You will inevitably garner a few bad reviews. One- or two-star reviews should be addressed as they appear, which means you need to monitor your reviews frequently. Do not delete bad reviews; users will know you are doing so, and they do not forget. Instead, address each negative review in the comments on that review. Ask the reviewer to get in touch with your customer service department and work with them to make things right.

If they cannot be satisfied — and some will not — do not sweat, it. If you can satisfy others, ask them to reply to their original review.

7. Use QR Codes to Link to Review Pages

Mobile devices are ubiquitous among most shoppers today. This means nearly every consumer can scan a QR code and visit the site it links to. Printing a QR code on your promotional material, receipts, or any other location that users see is a great way to link directly to a review page. This passively and effectively encourages users to leave reviews once they scan the code and see where it leads.

8. Encourage Public Testimonials

Nearly every business will receive an unsolicited review at some point. These comments, when negative, present an opportunity to provide customer service. What do you do, then, when they are positive?

A private communication cannot be taken and used publicly without the permission of the sender. What you can do, however, is reply and ask them to post their review on GMB and other review sites. This allows you to bring private reviews, which are doing you no good, into a public spotlight.

9. Add a CTA via Your Newsletter



The footer of your website and of your newsletter is a great place to add a link to your GMB profile, with an attached call-to-action. The users on your mailing list generally like your products or services and they are typically willing to leave reviews when they think about it and have the time.

An appropriate time when they often are in the right mindset to leave a review is when they are reading your newsletter. A link at the bottom of that newsletter is amazingly effective.

10. Review Partners and Other Businesses

You do not have to get all your reviews from customers. Many businesses have partners in the industry. One trick you can use is to leave reviews of those businesses on their pages. It will not always work, but occasionally those businesses will reciprocate by leaving their own reviews on your page. This helps build your business relationship and boosts your reviews at the same time.

11. Provide Review-Worthy Service

You can use all the tricks in the book to bring in reviews, but they will not help you if you do not provide a stellar service or product worthy of those reviews. If no one is satisfied with your service, no one will want to leave a positive review on your page. Make sure your customer service is up to snuff and your products are satisfactory.

You will begin bringing in reviews organically and the rest of these tips will help you encourage more.





CHAPTER 8

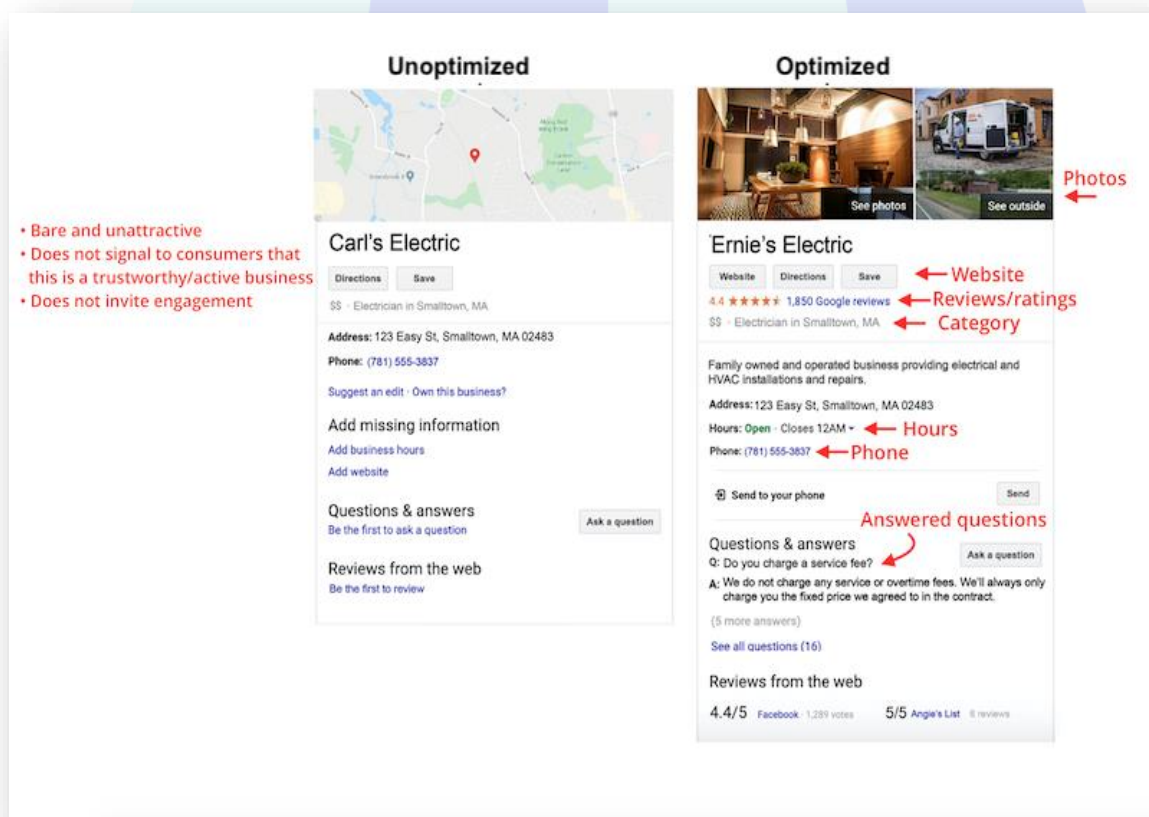


**How to optimize your
Google My Business
Listing this year?**

Any business today needs targeted visibility on Google. Most businesses know that this requires optimizing their website and Google Ads, but what most do not know is that there is a third entity that also needs optimizing: their Google business listing. Officially known as your Business Profile, this powerful listing is a dynamic snapshot of your business that highlights your best features and enables potential customers to quickly find, learn about, and engage with you—all from the SERP. The best part? It is completely free.

What does an optimized Google Business Profile look like?

Before we get into the strategies, let us make sure we are on the same page about what an optimized Business Profile looks like and why you need one. To help you visualize what you are striving for and why, let us look at a mockup of an incomplete Google Business Profile versus a complete and optimized one.



Here, Carl's Google Business Profile is a short box, but Ernie's Business Profile would show even more when you scroll. This diagram does not encompass all the features of an optimized Google Business Profile, but it does give you an idea of how much more attractive and engaging an optimized profile is.

How to optimize your Google Business Profile

Now that you see that optimizing your Google Business Profile is the key to getting found in local search, standing out above competitors, and winning customers online, it's time to get to work on doing just that. Here are 13 ways you can turn your Google Business Profile into a 24/7 marketing and lead generation tool for your local business.

1. Create a Google My Business account

First and foremost, it is important to note here that a Google Business Profile is a separate entity from a Google My Business account. The latter is used to gain access to and optimize the former which means that to make the optimizations laid out in this guide, you need to have a Google My Business account and then tell Google to connect it with your Google Business Profile.

To create an account, head to Google.com/business and sign in with the regular Google/Gmail account you use for your business (as opposed to your personal Gmail, if you have one).

2. Complete every section

The completeness of your Google Business Profile not only helps Google to rank you higher in local search results, but it also increases the number of actions customers take when they find your profile. There is a lot of information to provide, so here are some guidelines for prioritizing.

These aspects of your profile should be completed right away:

- Name
- Address

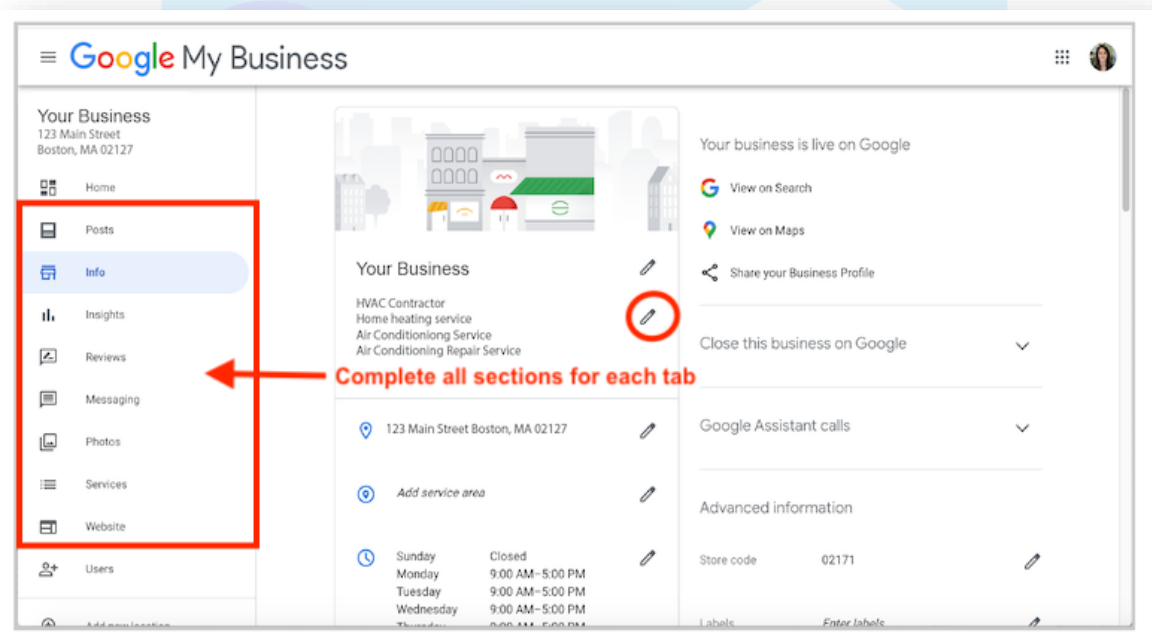
- Phone
- Website
- Hours

These sections take a bit more time and thought:

- Category and Attributes
- Products and services
- From the business
- Questions and answers (Owner-generated queries)

These sections are ongoing:

- Posts
- Reviews
- Questions and answers (Consumer-generated)



3. Be meticulous with contact information

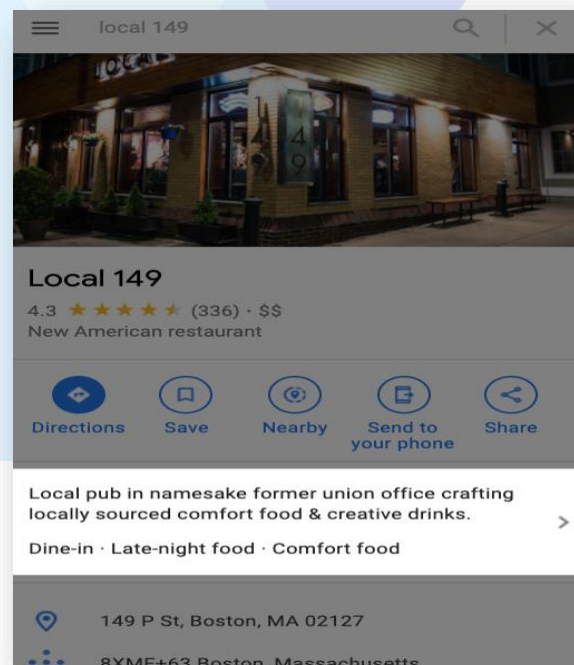
Here are the steps for optimizing the contact information in your Google Business Profile:

1. **Make sure your business name is identical to the one you use on your store signage.** In other words, exactly as it appears in the real world. Adding location name (unless it's in your brand name) or keywords is considered spam by Google and you could be penalized.
2. **Make sure that both your business name and address exactly match your other listings across the web.** This means using "st" vs "street" or "co" vs "company" consistently. Google's algorithm takes these inconsistencies into account when assessing your credibility.
3. **Indicate both your regular and holiday hours.** This encourages customers to visit you and avoids the potential of a negative review left by someone who took the trip out to your store only to find it was closed.

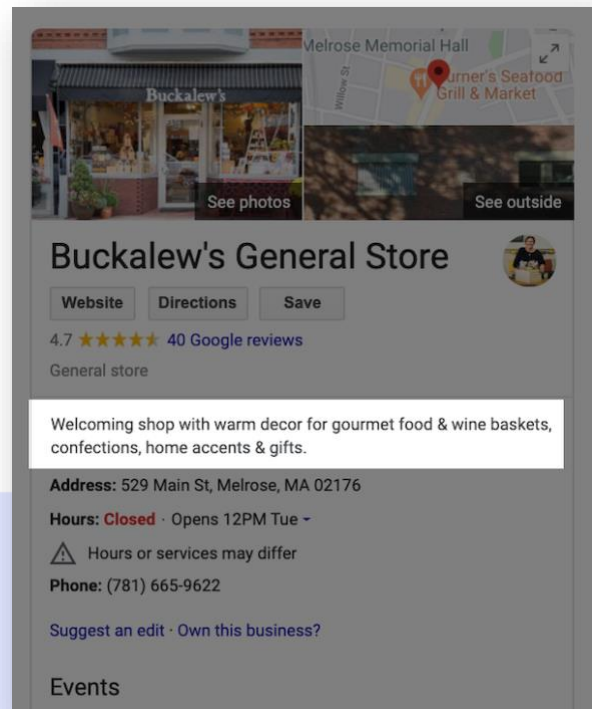
4. Write your "from the business" description

The first thing to note is that the brief description that appears just below your business name in your Business Profile is not actually in your control. This is the editorial summary that Google writes to ensure consistency across the platform.

This description is not in your control. But the good news is that Google does a fairly good job at coming up with descriptions.



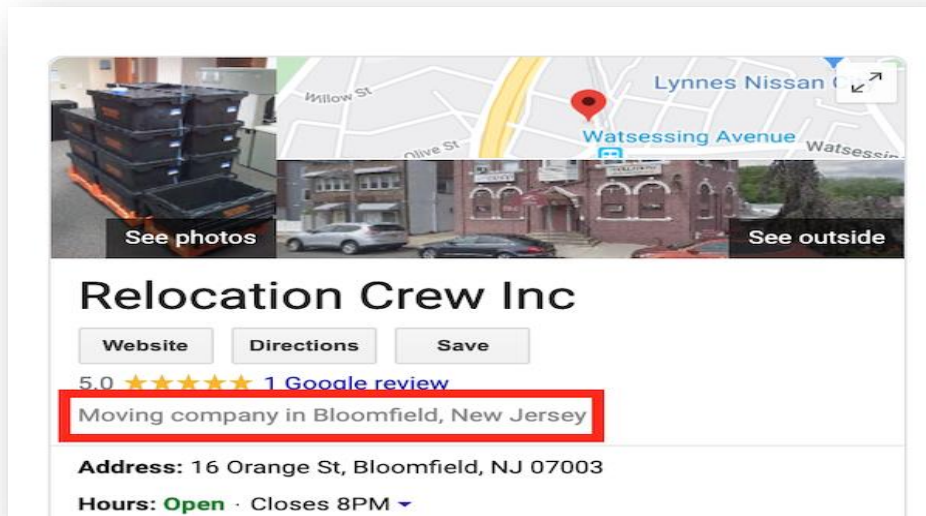
The description you do have control over is the “from the business” section in your Google My Business account dashboard. This section appears lower in your profile, often under the reviews section.



To optimize the “from the business” section of your Google Business Profile:

- Use all 750 characters, with key information in the first 250 characters.
- Repurpose content from your "About Us" page or mission statement.
- Use keywords your audience uses to find businesses like yours.
- Do not repeat any information already visible in the other sections of your profile. Use this space to talk about what sets you apart from competitors and what customers like most about your business.
- Do not include links or HTML.

5. Choose a category



Your category appears in the top portion of your Google Business Profile.

Google offers a set number of categories, so it is important to choose the correct ones. Here is how to optimize your Google Business Profile using categories:

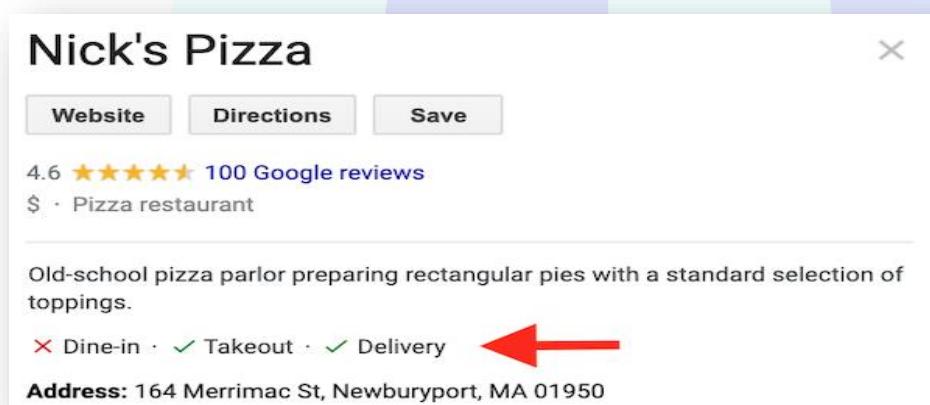
- **Be specific.** If you are a nail salon, choose “Nail Salon” and not just “Salon.” If you are a restaurant, choose “Egyptian Restaurant,” “American Restaurant,” etc., rather than simply “Restaurant.” A drop-down list of categories will appear once you start typing, but you can also see a full list of GMB categories [here](#) to ensure you find the most specific one for your business (there are over 4,000 categories so it’s worth the look).
- **Choose secondary categories.** Many businesses fall into multiple categories. Set your primary category to your chief offering (for example, “Grocery Store”) and then choose additional categories that apply, such as “Grocery Delivery Service” or “Gourmet Grocery Store.”
- **Do not overdo it.** You want Google to connect you with consumers who need your service, so choose only categories that match your offering. For example, if you are an appliance repair business, select “Appliance Repair” only, not “Appliance Parts Supplier.” Technically you do supply service parts, but this is not a standalone

offering of your business. (Pro tip: Do not confuse categories with products or attributes, which are separate sections.)

Also, keep in mind that Google might ask you to verify your business if you edit your category list or add multiple. This is just to ensure accuracy across their platform.

6. Select applicable attributes

As we just mentioned, once you choose a category, Google will give you a list of attributes you can check off to further describe your business. Attributes are special features that potential customers seek out, like “gift shop on-site” or “free wi-fi.”



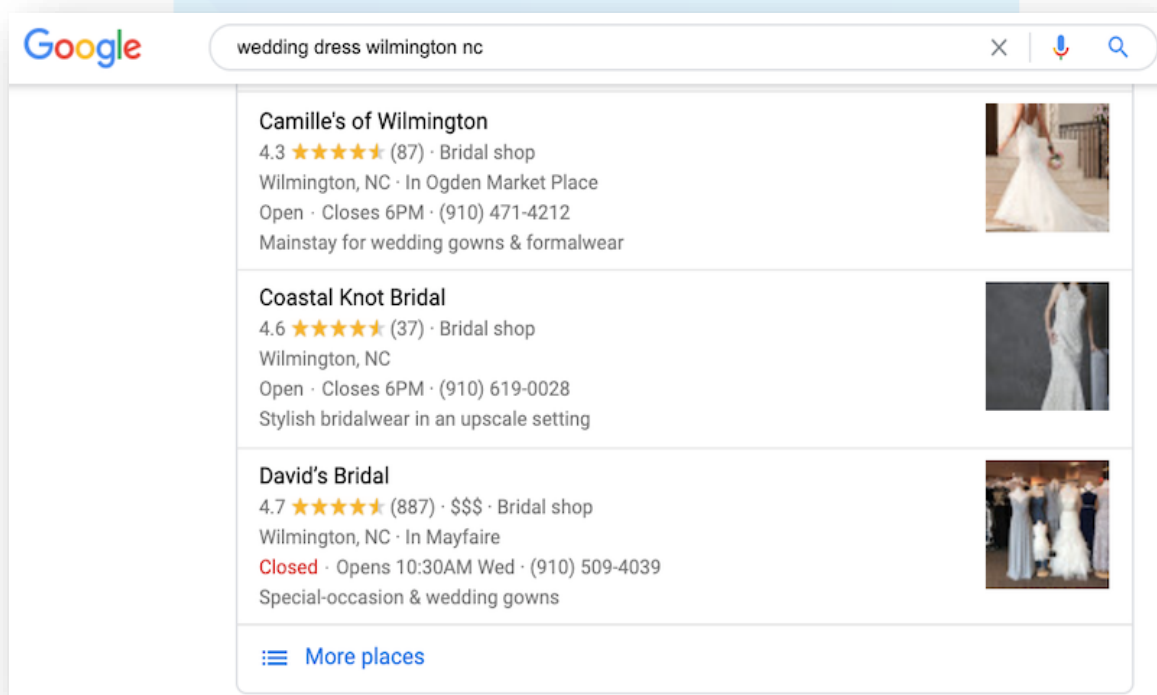
Attributes are not specific to the Google My Business platform (review sites like Yelp have them, too). But Google’s attributes get granular, like “good for working on laptop” or “popular for travelers”.

7. Add photos

According to Google, customers are 42% more likely to request driving directions to a business if its Business Profile has photos, and 35% more likely to click through to its website. Furthermore, a BrightLocal study showed that businesses with more than 100 photos get 520% more calls, 2,717% more direction requests, and 1,065% more website clicks than the average business.

This doesn't mean you should go crazy and add a hundred images to your profile at once. Follow these tips to use photos to optimize your Google Business Profile:

- Add at least one new photo every seven days.
- For your thumbnail photo, upload your logo.
- For your cover photo, use something that best represents your brand—but don't fuss over this because Google will display different feature photos depending on the search query.
- For other general photos, refer to Google's photo guidelines for specifications, but be sure to include happy customers, interior and exterior views, and team photos.
- No stock photos, and no photos with special effects or branding. Google is trying to represent your business as it appears in the real world.
- Focus on quality images that have clear depictions (to align with image-enriched results).



Google will pull a specific photo from a Business Profile and display it directly in local results if it matches the keyword searched.

- Geo-tag your photos to further indicate to Google your prominence in your area.
- Add videos, too!
- Use Google's Street View app to [add a 360° photo](#) to your profile.

8. Get Google reviews

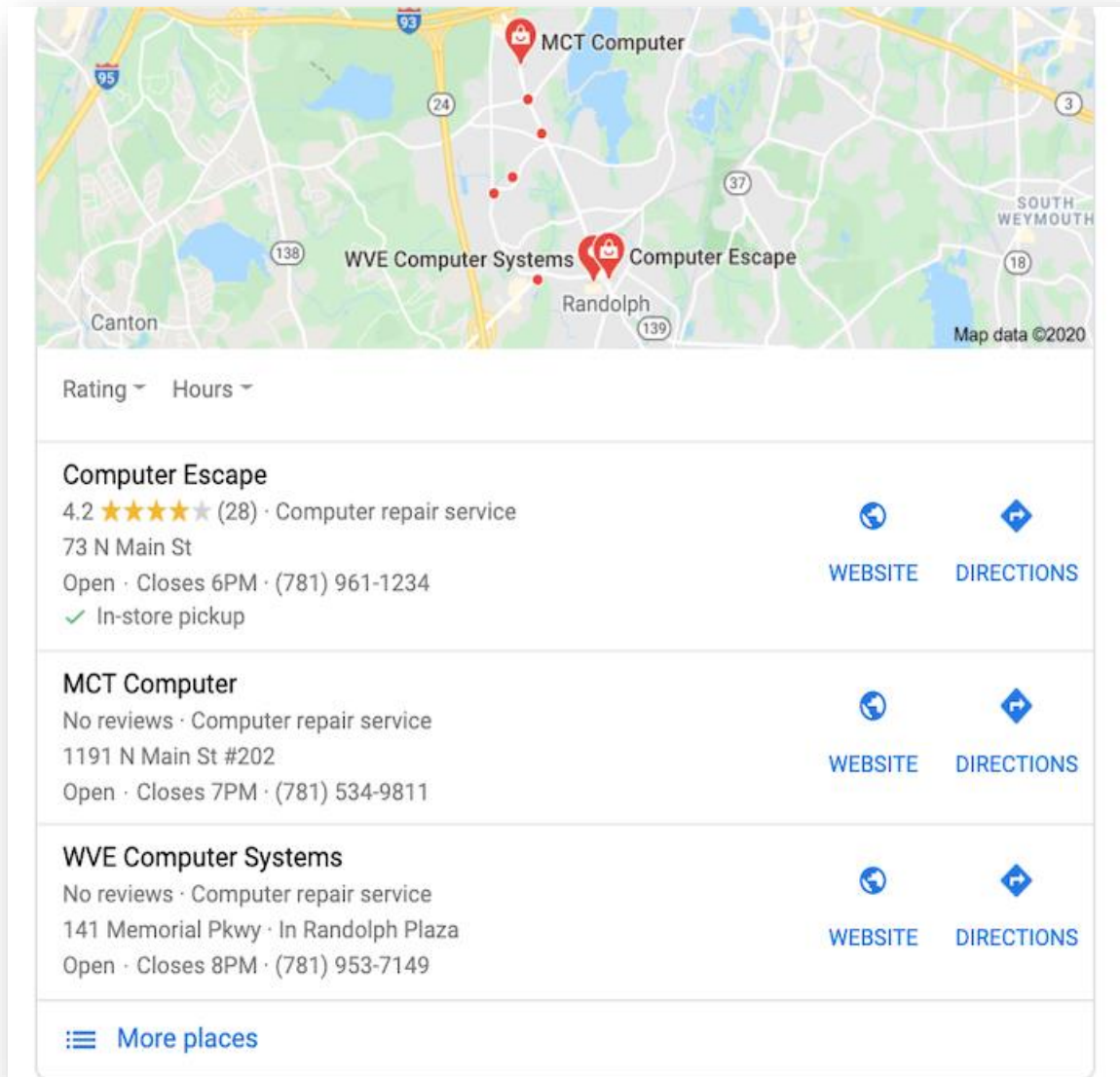
If you were to get a list of businesses in search results like the one below, which one would you be most likely to choose? The one with four attractive yellow stars or one of the two below with no reviews at all?



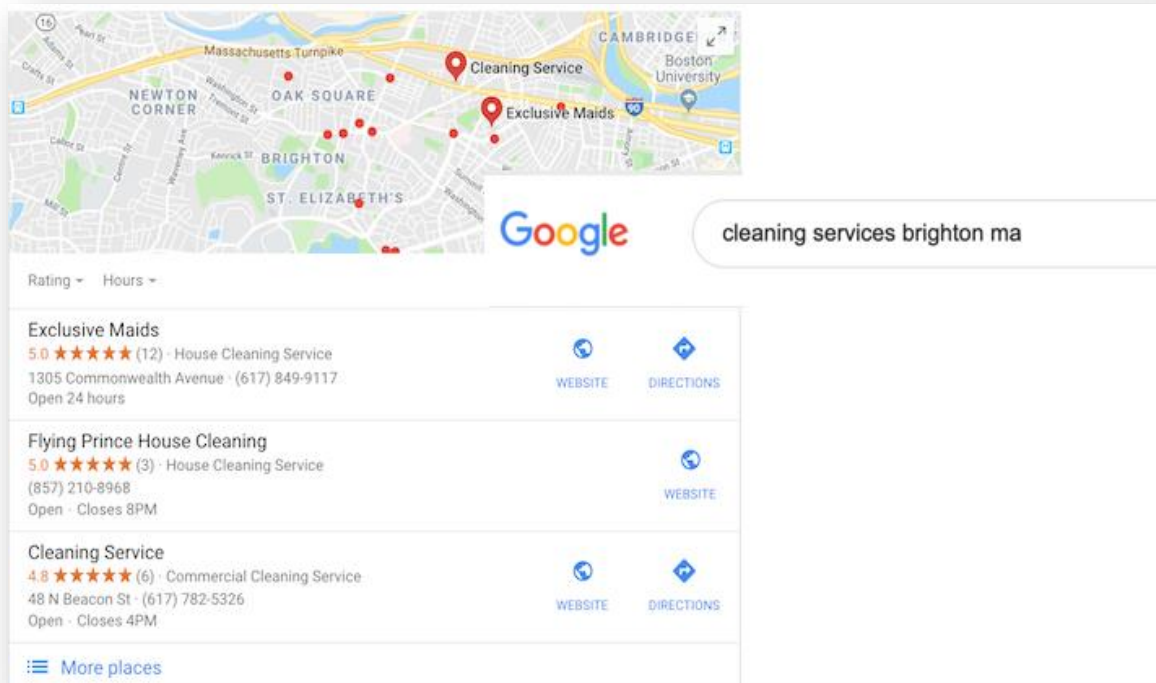
RAJE MARKETING

DOMINATING DIGITAL SPACE

Google Business Page Training



Google knows that reviews are the #1 influence on consumer buying, so this is a key ranking factor in their algorithm. You can also see for yourself the impact of reviews on ranking. For most searches performed on Google, the first three local results that appear (in what is known as the “Local 3-Pack”) are the ones with multiple reviews and solid star ratings:



In addition, Google may also display a Business Profile in search results if it has reviews that contain those keywords. Google will embolden keywords in your reviews to further validate relevancy.

To optimize your Google Business Profile with reviews, follow these tips:

- Start with your long-time, loyal customers to get the momentum going.
- Make it as easy as possible for customers by creating a [review shortcut link](#) or using Whitespark's shortcut link generator (both are free).
- Ask! 62% of customers will write a review if asked. Do so via email, text, social media, and in-person conversations.
- Remind customers that reviews are not just for your benefit; they help people who have the same pain points as them to find a solution and make informed decisions.
- Have a "Reviews" page on your website with a CTA to leave one.

- Respond to reviews. This feedback incentivizes additional customers to leave theirs, reveals a lot about your business to prospects, and improves your local SEO.

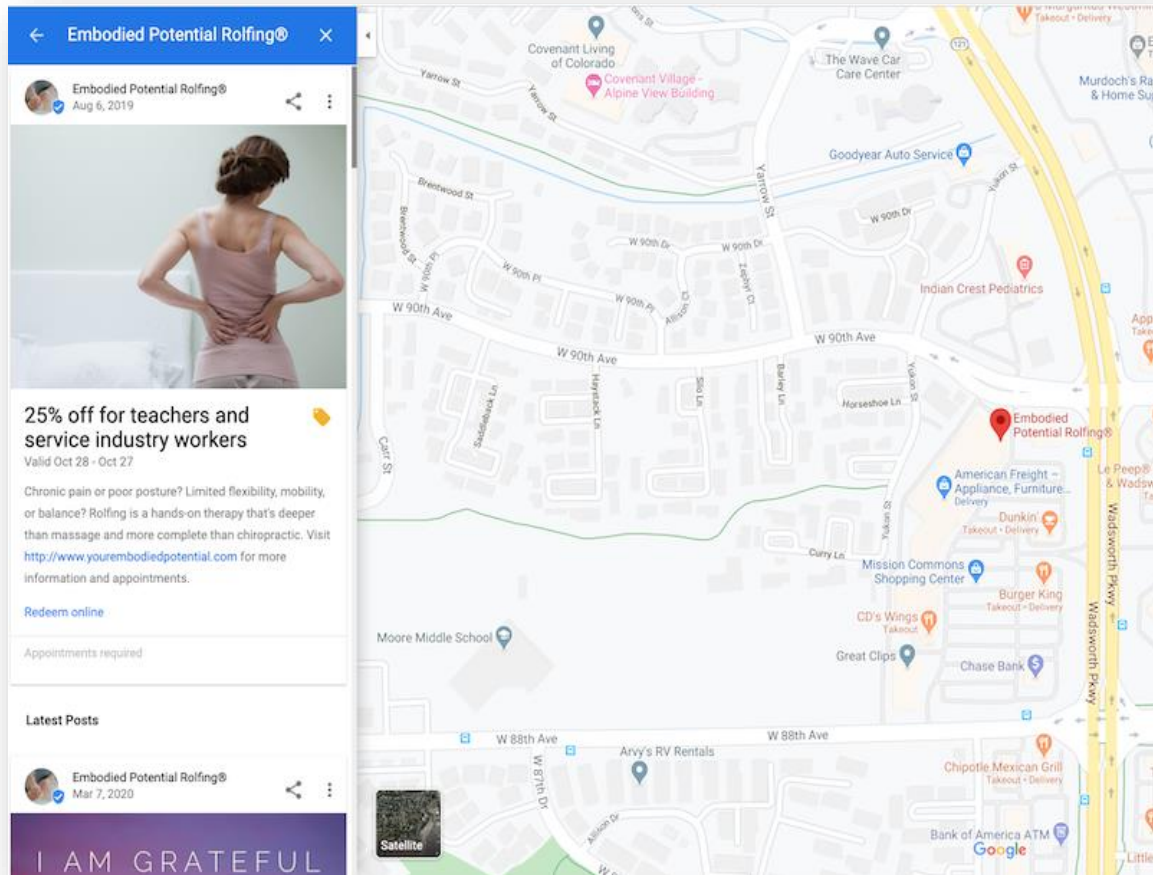
Be careful not incentivize reviews with discounts, gifts, or cash, though—that is not allowed.

9. Post to your Google Business Profile

Just like with social media platforms, you can post to your Google Business Profile about announcements, offers, events, and products. Posts are created in your Google My Business dashboard and show up on the “Updates” section toward the bottom of your Business Profile. However, they might become more prominent based on the search query.

Here’s how posts help you to optimize your Google Business Profile:

- Posts increase the number of actions taken by consumers who find your profile.
- Posting regularly sends positive ranking signals to Google in the same way that adding photos does.
- Consumers have higher intent on search engines versus other posting platforms (i.e., Facebook and Instagram, where they are leisurely scrolling), so they are more likely to engage with your Google posts.
- Consumers can follow your Business Profile and get notified of new posts and updates.



Your Google My Business posts will even appear on Maps—it's free advertising for your local business!

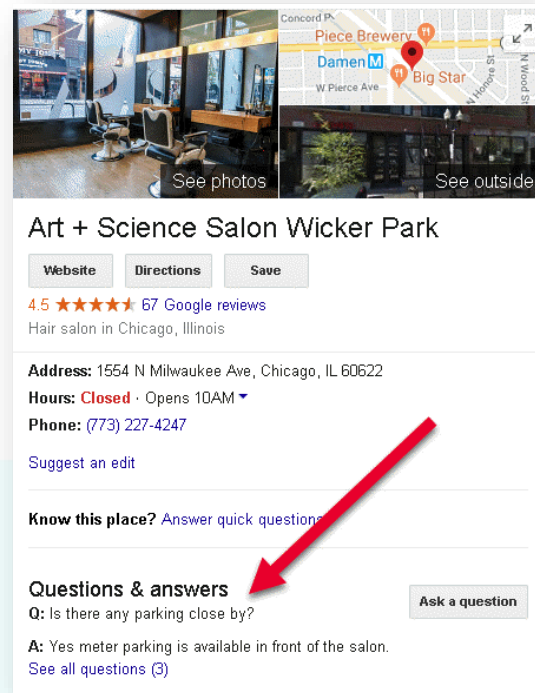
Here are your tips for optimizing your Google Business Profile with posts:

- Post regularly. Not just to send signals to Google, but also because certain post types expire every seven days.
- Use event and offer posts for marketing campaigns that have a timeline. You can choose a date range and the posts will stay live for the duration of that timeline.
- Include links and CTAs in every post.
- As of writing this post, there is currently a COVID-19 post type, which we'd encourage you to use to effectively communicate with your audience during the pandemic.

10. Ask and answer questions

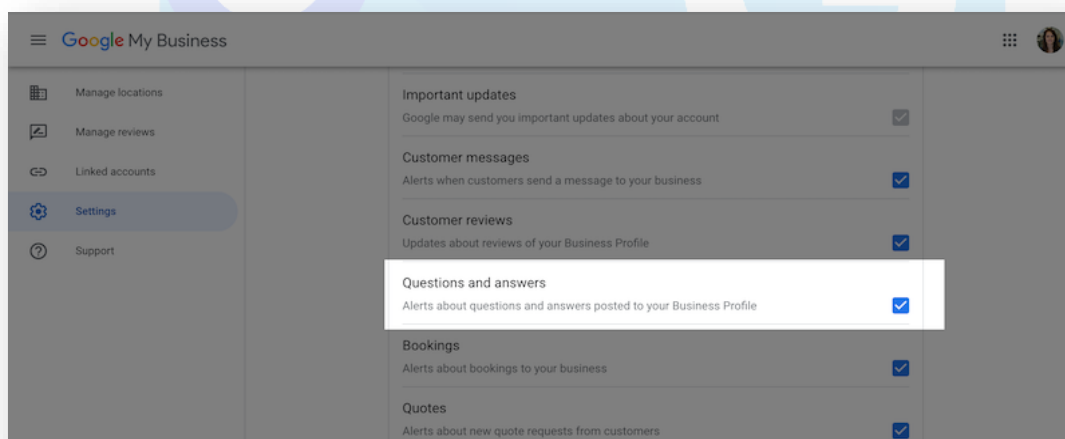
Have you noticed on Amazon that in addition to the product description and customer reviews, there is a section for questions and answers? Google offers the same feature in Google Business Profiles.

Answers to these questions may be the impetus for a customer deciding to choose your business. However, this section is particularly important to optimize because not only can anyone ask a question on a business's Google profile but also **anyone can answer**. This can lead to inaccurate information on your profile, or even worse, something like the Q&A on this pizza restaurant's profile:



You cannot turn off the Q&A feature of your Business Profile, but there are ways to optimize it:

- **Set up alerts** so you can stay on top of questions and answers posted to your



profile.

- **Seed your own Q&A section.** Make a list of the most frequently asked questions your business gets.

Questions & answers

Q: Are they cash only so they can easily evade the IRS?

Ask a question

A: I'm not sure. I find it best not to involve myself in the financial aspects of pizza. I wrote it to let those who do dine there know that they need to bring...

(5 more answers)

[See all questions \(16\)](#)

Then ask, answer, and upvote your answer on your own profile. This does not go against Google's terms and conditions. In fact, Google encourages it.

- **Keep keywords in mind.** Questions and answers that contain keywords can help improve your Business Profile's ranking for that keyword. So, keep your keyword strategy in mind when seeding your Q&A section, but use them loosely and organically, and do not keyword stuff.

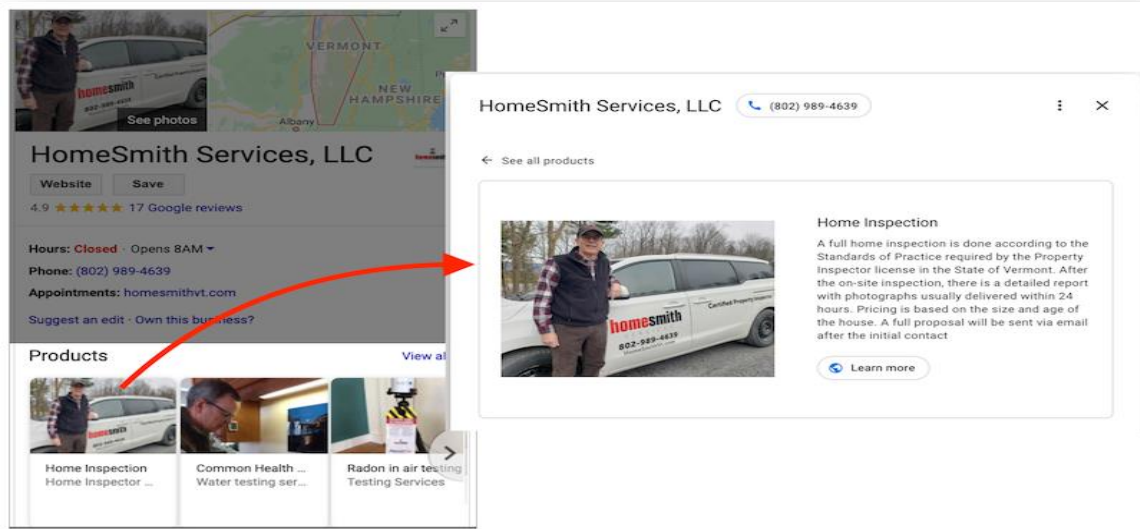
By monitoring and seeding your Q&A section, you can ensure accurate information, highlight your best features, and reduce common barriers to entry.

Note: Google has temporarily suppressed the Q&A section of most Business Profiles right now in response to COVID-19, so you may not see this option for yours for a while.

11. Add products and services

Adding products and services is especially helpful if your offerings are not made clear in your business name. Populating this section also adds content to your profile that can help it to rank for even more relevant searches.

When adding products and services, include the name, description, and price (if applicable). The full description will show up once a searcher clicks on the product. Also, Google may link to your products from your category section.



12. Set up messaging

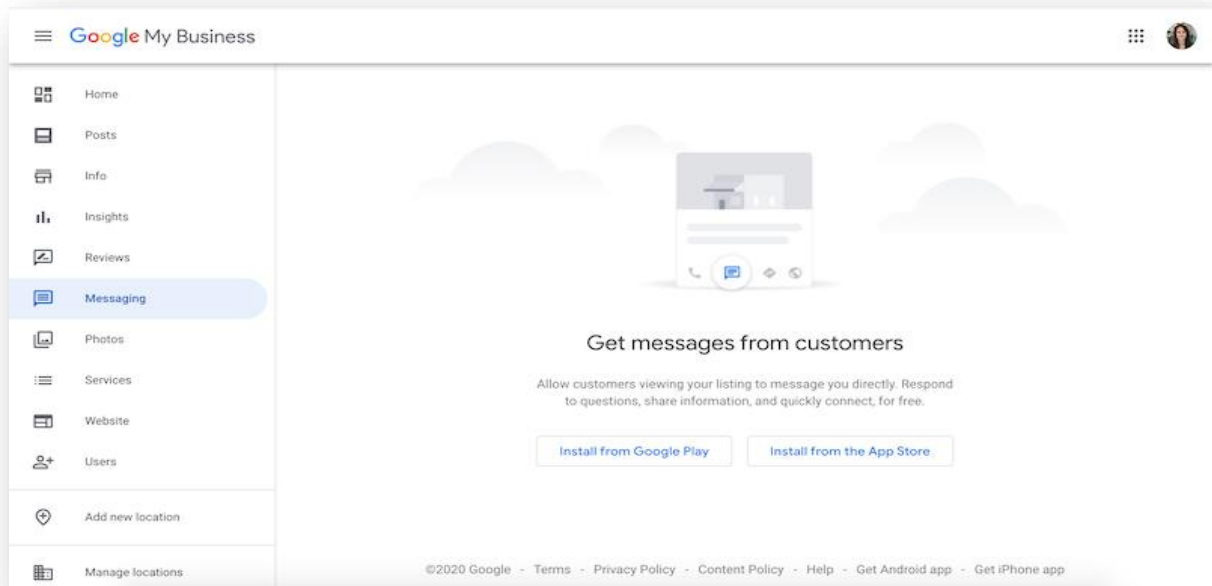
This feature gives searchers the option to send a text message to your phone directly from your Google Business Profile. With 82% of smartphone shoppers (92% for millennials) using their device for local search, this is a great opportunity for customers to get in touch with you.

To enable messaging, select the “Messaging” tab in your Google My Business dashboard, and you have the option to install this via Google Play or the Apple App Store.

RAJE MARKETING

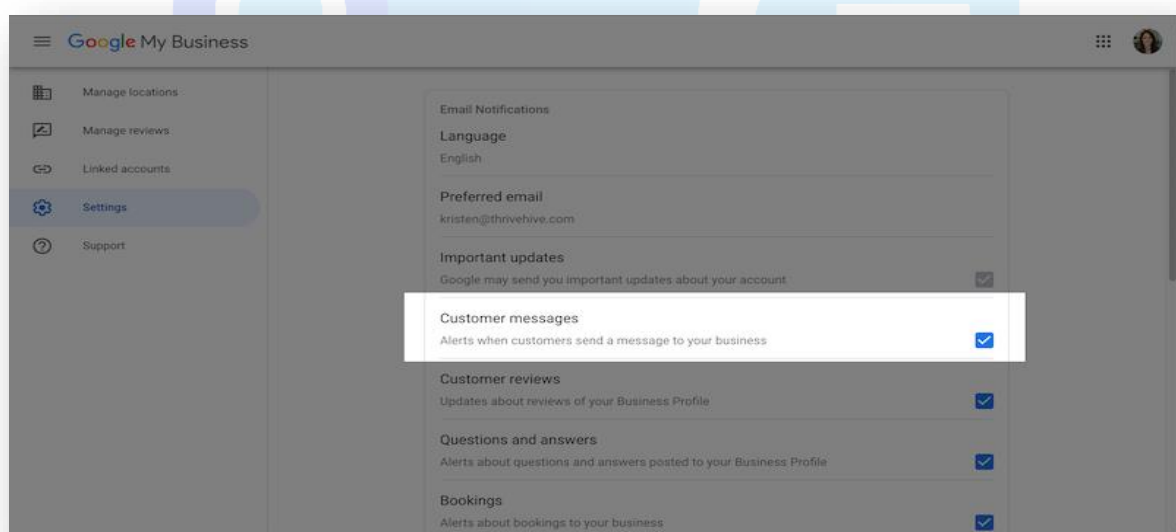
DOMINATING DIGITAL SPACE

Google Business Page Training



Two notes on Google My Business messaging:

- You do not need to worry about displaying your personal phone number, as you'll use a different number via Google's Allo app.
- Be sure to set up alerts for messages in your Google My Business dashboard. Head to settings and check off "Customer messages."

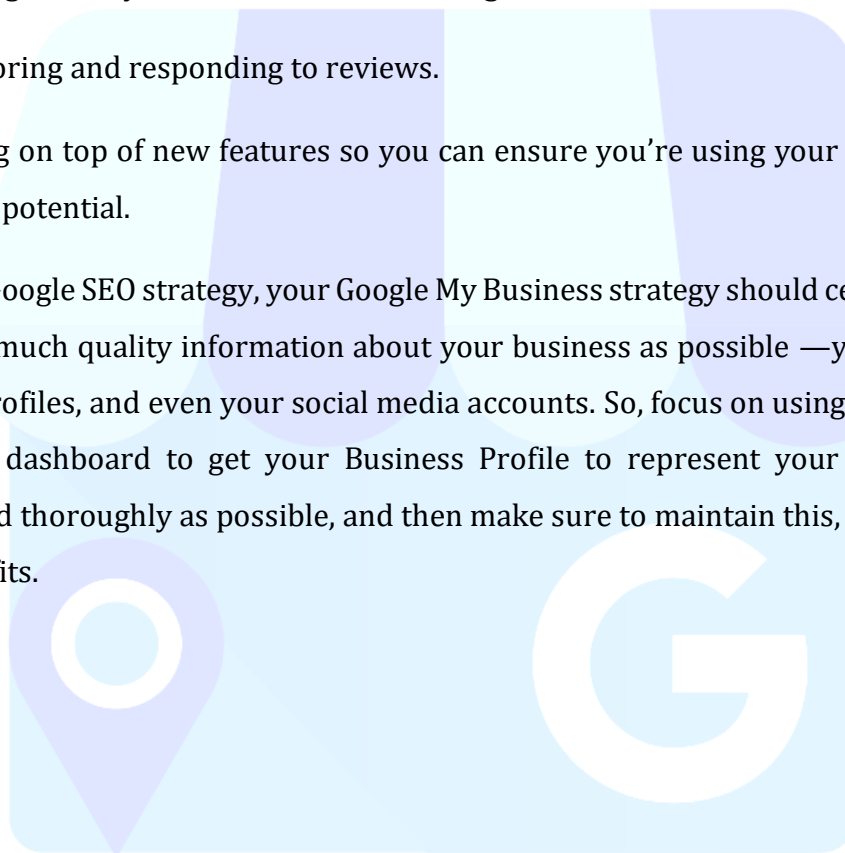


13. Maintain your Business Profile with a solid Google My Business strategy

As you can see, a Google Business Profile is not a one-and-done marketing task. It's a local marketing tool that requires ongoing action in order to maximize your benefits. This includes:

- Updating information, even as minor as a change in suite number.
- Publishing posts and uploading photos each week.
- Keeping a steady stream of reviews coming in.
- Monitoring and responding to reviews.
- Staying on top of new features so you can ensure you're using your profile to its fullest potential.

Just like any Google SEO strategy, your Google My Business strategy should center around providing as much quality information about your business as possible —your website, review site profiles, and even your social media accounts. So, focus on using your Google My Business dashboard to get your Business Profile to represent your business as accurately and thoroughly as possible, and then make sure to maintain this, and you will reap its benefits.





CHAPTER 9



Improving Local SEO with Google My Business

What is Google My Business and Local SEO?

Have you come across something like the image on the search engine?

This is called the **local search result**, the result of a local search.

Local means relating to an area or region.

A local search is a search that references a product or service that is

typically **consumed locally**, such as “restaurants” or “nail salon”, is an implicit local search. An example of a local search would be, “Good Chinese Food in New York”.

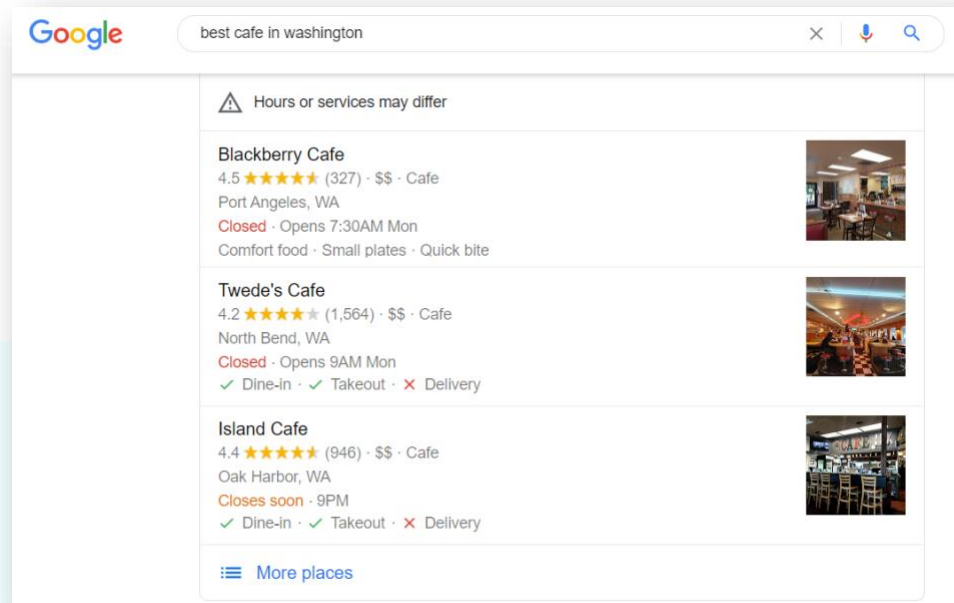
When you do a local search, the search engine result page shows you a 3 pack. It is just like the one in the image above.

It clearly helps to boost your business’ visibility. There are several businesses like yours. So, how can your business be a part of the 3 pack?

To answer the question above, your business can be a part of the 3 pack by doing **Local SEO**.

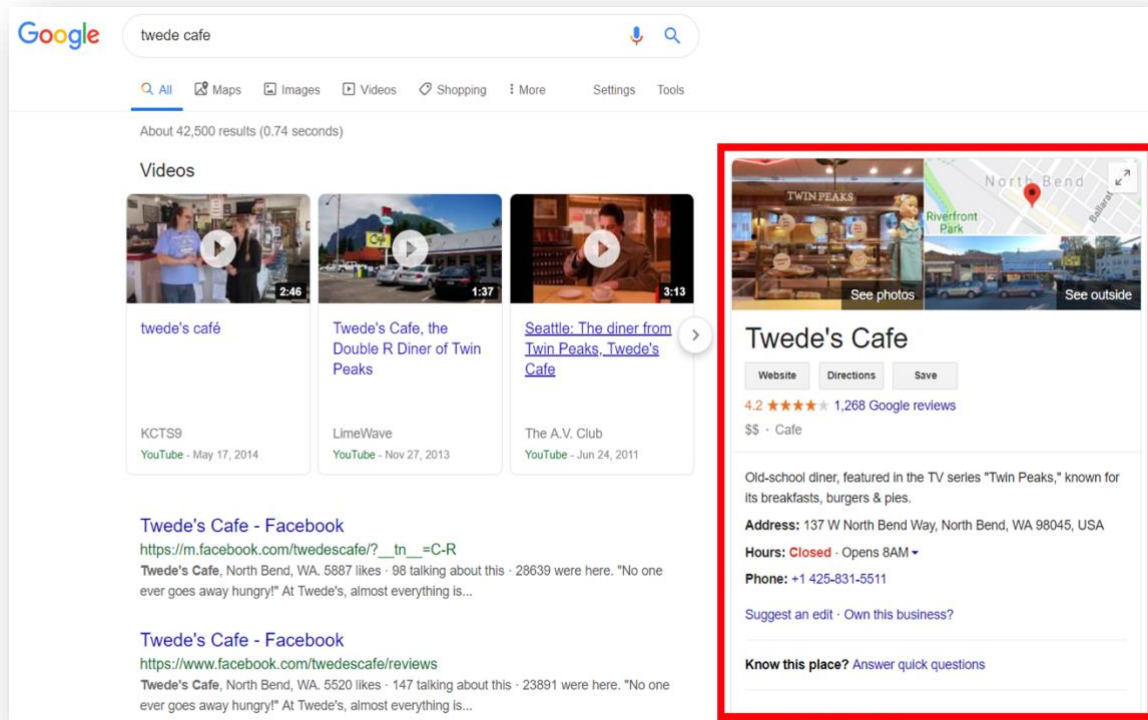
What is Local SEO?

Local SEO is the **optimization** of your business listing for your *local audience*. It is a set of activities carried out which purely focuses on getting your listing shown at the top of the search engine. It is like standard SEO except in this context, it is to rank **locally**. But before you do Local SEO, you need a Google My Business Listing.



What is Google My Business (GMB)?

Google My Business is a service operated by Google for business owners. It allows business owners to create a business profile on Google for **free**. The business profile will provide users with important details which include address, hours, and phone number.



It is also an essential tool to manage how your site shows in the Google Knowledge Graph and Google Maps. The information from the profile may be featured in the 3 pack or individually at the top of the search result.

It is very simple process to create a GMB listing. **Easy and Free.**

Note: *You need to constantly update your Google My Business listing whenever necessary. Businesses experience change occasionally like change in address, menu, and phone number.*

Local Ranking Factors for Google My Business

According to Google My Business, Google decides local ranking based on 3 main factors. They are relevance, distance, and prominence.

- 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.

But... you can **improve** your local ranking as well by doing the following:

1. Enter complete data

First things first, you need to include all information available regarding your business, so users understand your business better. When they understand your business, they are more likely to engage with your business.

2. Provide accurate data

Yes, more data allows users to understand your business better, but they are utterly useless if they are inaccurate. It may even leave a bad impression and experience for the users. Ensure that you keep your hours, location, and other important data accurate.

How to do Local SEO?

There are many ways you can do Local SEO. We will list down a few that have a significant impact here.

1. Google My Business

Once you have your GMB listing, it is time to optimize it. Take note of the information in the Knowledge Graph and work on the details you want to show to your users. Here are a few things you can do:

- **Add photos and videos**
- **Write an enticing business description**
- **Create Google My Business Q&A**
- **Create Google My Business Posts**

- **Add a Menu and Product Collection**

Note: According to a case study by Moz, Google My Business is the number 1 My Business Signals.

2. NAP Citations

NAP stands for Name, Address, and Phone. To optimize locally, you will need to provide accurate NAP information. According to the case study by Moz, which was mentioned earlier, Citation signals account for 13% of the ranking factor.

Studies have found that 93% of consumers say they are frustrated by incorrect information in online directories and 71% of consumers had a negative experience because of incorrect local business information found online.

So, pay close attention and ensure that you give accurate data. You would not want your audience to visit you at the wrong location, would you? Or visit the wrong website if you don't have a brick and mortar location.

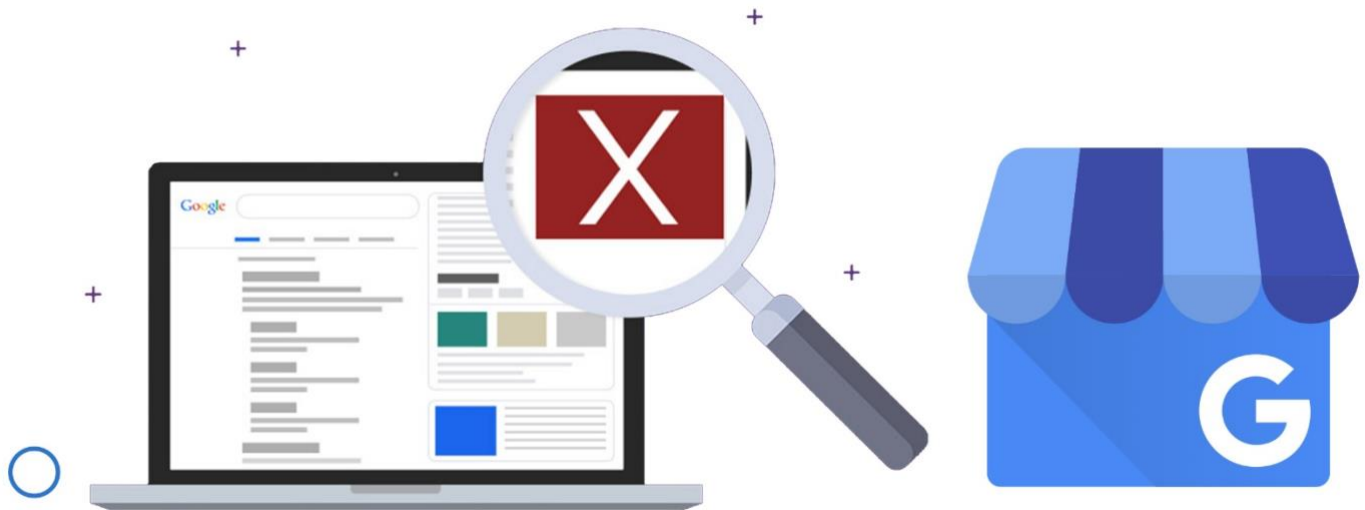
3. Local Reviews

As Google mentioned, Google takes into consideration the information found on the web. Local reviews will have an impact on local search ranking. So, start encouraging your customers to leave a review of your business. Be it good or bad, always remember to reply so users know that you take your customers seriously.

Having your business profile on the search engine makes you visible. But local SEO will help you optimize for local search. Take the case of local 3 pack, if you are not in the local 3 pack, chances are your prospect will head to another business.



CHAPTER 10



**Common GMB Mistakes
and how to fix them**

If you want customers to find you, especially new customers who aren't just searching for your business name, you need a fleshed out and properly optimized GMB account. Unfortunately, many businesses make important mistakes with their GMB account that need to be addressed. Let us talk about seven common mistakes and how to fix them.

1. Not Verifying Your Business Listing

What's Wrong: Some businesses assume that Google will list their business whether or not they verify it or believe that there is no reason for them to verify it if they are already showing up in local search results. Failing to verify your business in GMB damages Google's confidence in your location and status as a legitimate business and reduces the chances that you will show up in search results.

Verifying your GMB account also allows you to modify your listing, correct inaccuracies, improve your branding, show off pictures of what you do, and more.

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
- Verify that your address is correct on the postcard request screen, update it if it isn't, and include an Optional contact name to make sure that the postcard goes to the person in charge of setting up your GMB account
- Click Send postcard
- You will receive your postcard within two weeks. Don't make any changes to your business name, address, category, or request another code during this time, or you will slow down the verification process.
- 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

For other verification methods, or if you are verifying by mail with a mobile device, see Google's [guidelines](#).

2. Using spammy techniques for your business name

What's Wrong: Some businesses attempt to game their SEO by using an inaccurate business name. They believe that including keywords in their business name will allow them to rank better in local search results. Instead, doing so is a violation of Google's guidelines and may get you penalized.

How to Fix: Use your business name as it is consistently used on your signs, logos, website, and any business listing that shows your name, address, and phone number.

3. Using your legal business name instead of your widely recognized name

What's Wrong: If your legal business name and the name used across all your platforms are identical, there is no problem. However, if your logos, signs, and business listings list a popularized business name that is different from its legal name, this leads to discrepancies that will reduce Google's confidence in your business's location.

How To Fix: Make sure that your GMB business name is the same as the one listed on your website, business listings, and on your signs and branding, as opposed to your legal business name, if they are different.

4. Bad Business Description

What's Wrong: Businesses often enter a long-winded business description that does not sell users on the business quickly enough to positively impact their decision about whether to visit your location and/or website. Google only displays the 250 characters of the description, and users will be comparing you next to dozens of other businesses when they decide.

How to Fix: Use a business description that clarifies what your business is for and how it is different from competitors as quickly as possible. Prioritize the things that customers tend to be most curious about, questions about your business that often come up in phone calls or walk-ins about what you can do for them.

5. No Reviews

What's Wrong: Reviews are the most important ranking factor for local search. If your business has no reviews, this dramatically hurts your chances of showing up in search local search results and in Google Maps listings. Even if you do, a lack of customer reviews harms consumer trust, and users will be less likely to choose your location over others without any information from other customers to guide them.

How to Fix: Start incorporating the process of asking for reviews into your business processes:

- Train your staff to ask after completing a job or interacting with a customer
- Ask through emails or when you send a bill
- Ask at the end of your phone calls
- Show customers how to leave a review

6. Solicited or Fake Reviews

What's Wrong: Some businesses incentivize users to leave reviews by offering a discount or coupon, or more egregiously, outright paying others to leave reviews. Doing so violates Google's guidelines and could result in your business listing being removed from local search results entirely. DO NOT DO THIS!

Google requires that reviews left by customers who have visited the location and that they do not receive anything in return for leaving a review.

How to Fix: Implement a clear and strict policy against rewarding customers for leaving reviews on GMB. If any incentives are in place to reward staff for encouraging customers

to leave reviews, they must be very carefully chosen to avoid incentivizing staff in any way “bribe” customers.

7. Duplicate Listings

What’s Wrong: If you add a GMB location that already been verified, your business will not show up in listings, and it will show up as a “Duplicate listing” in your GMB account.

How To Fix: You will need to remove the duplicate, making sure not to delete the verified listing:

- Sign in to GMB and go to Duplicate locations in your Account Summary
- Click the duplicate location
- Click Delete this listing

To remove multiple listings from the Duplicate locations section, check the boxes next to each listing, click the three-dot menu icon, and click Remove

If you do not have access to the verified listing, you will need to get access to it. See Google’s instructions on gaining access of an already verified listing.

If your duplicate listings are mistakenly listed at different addresses, or at the same address with different names, you will need to remove the incorrect listing. These will not be listed as duplicates in your account summary and will need to be identified manually.

8. Wrong Category Placement

When creating your GMB account, you are required to choose a category for your business. But this can be quite difficult to narrow down – as there are nearly 4,000 categories available. Google only allows you to select one primary and 10 subcategories.

If you select the wrong category, you could potentially receive penalty points from Google and be excluded from local searches if customers file complaints. To correct this information, follow the steps mentioned in above chapters. Just add a main one and a couple others to get the verification and add more afterwards.

9. Leaving The Q&A Section Blank

Leaving the Q&A section of your GMB page blank could be hurting your ranking ability when customers are looking for specific services or information. This is the primary place to include FAQs about things like service offerings, hours of operation, special deals (like happy hour for restaurants), and other important questions (like whether your building has parking).

Be sure to regularly check and see if customers have submitted any questions and take the time to provide detailed answers. Also note that if you do not see a Q&A section on your GMB, you may need to update your app. You will also need to be signed into your Google Maps app to receive notifications when a new question is submitted.

10. Not Updating GMB Posts

Another feature that many business owners ignore is using GMB posts, which allow you to publish content, including:

- “What’s new?” announcements
- Events
- Special offers
- Welcome offers

You can also include CTAs (Call To Actions) that will appear if a customer selects these posts to receive offers, learn more, make a purchase, or contact your business.

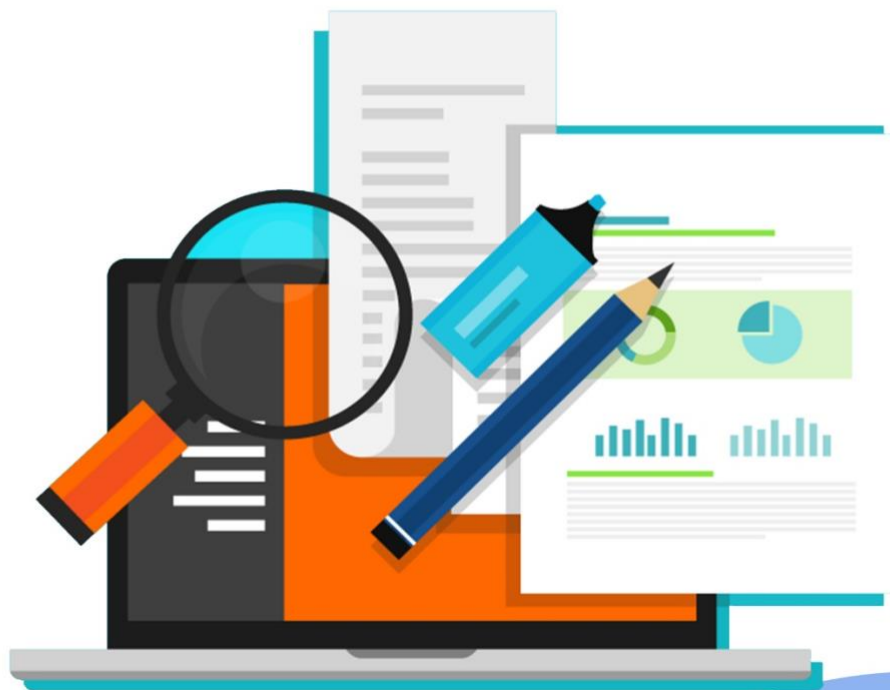
These mistakes plague businesses that are new to local SEO. The good news is that tackling these issues will put you ahead of a fair number of your competitors and put you on the map.

Put this advice to use, and you should expect to see some gains in your GMB insights and the amount of leads you’re receiving.

So when you’re posting on social media sites, don’t forget to add that post to your Google business page. The results can be staggering!



CHAPTER 11



Case Studies

Case #1: How Google My Business is drawing customers to this unique tea barge?

GOALS

- Attract more customers from the surrounding area
- Help customers find their unconventional floating location
- Create and manage an online presence

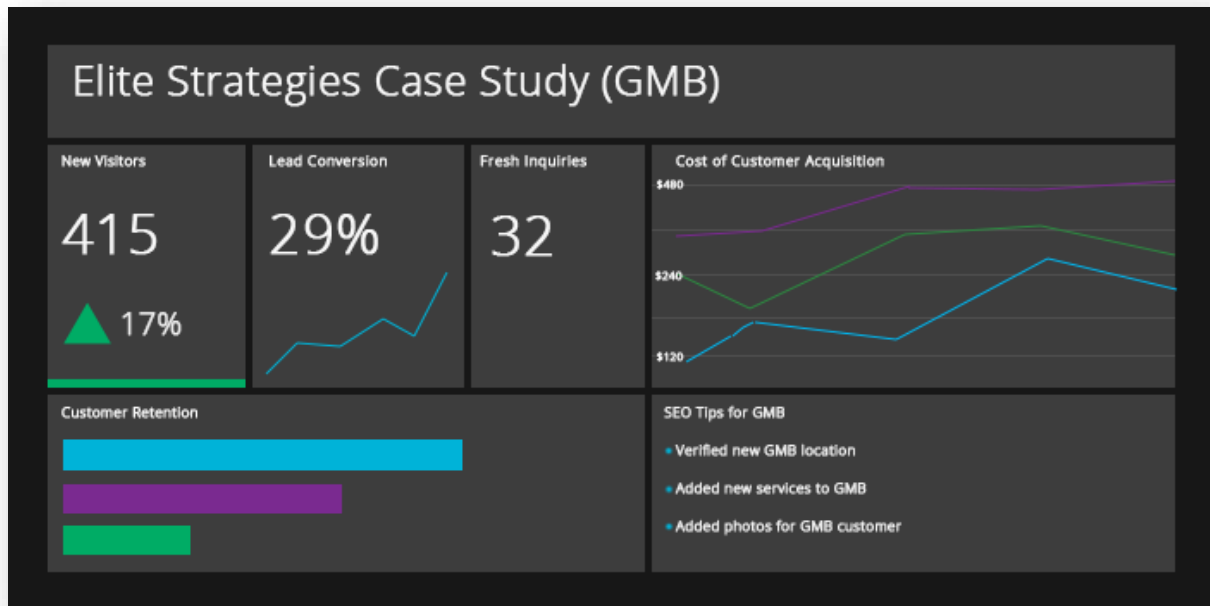
APPROACH

- Signed-up to Google My Business and created a business profile
- Added the address and ad-hoc opening hours
- Posted mouthwatering photos of the food, location, and barge
- Encouraged customers to leave reviews and responded to each review left

RESULTS

- Responding to reviews allowed Andrew and Lesley to create friendly dialogue with their customers which strengthened the community feel of Whittington's Tea Barge
- 107 reviews with a 4.6-star average
- Over 38,000 views on Google Search and Maps
- 760 client interactions driven by the Business Profile in one month

Case #2 – Elite Strategies - Google My Business 68% Increase of Traffic in 1 Month



The problem: They wanted more traffic to their Google My Business Page! Doesn't everyone? They have always gotten a lot of great traffic from Google, but not so much from GMB. Their intent was also slightly off. By using GMB insights, they found that our intent was off by a smidge. They were ranking for some odd terms that they do not want to repeat here because they did not want to further confuse Googlebot.

The goal: increase visibility to their Google My Business Page, and fine tune user intent for keywords such as "web designer" and "SEO company."

The tactic: amazingly simple, "touch" their Google My Business Page roughly 1 time every day for a month. During this time, they kept a journal of what changes were made to their Google My Business listing. From the tone of the Google My Business Twitter account and emails, they really seem like they want their customers to take an active approach to their Google My Business Page. In the past, it has been something that you "set and forget" except for adding the occasional images etc.

30 Day Google My Business Journal

Day 1:

- added about 10 photos including several interior, 2 exterior, 3 team, and 5 at work
- added more services

- Created a keyword rich post

Day 2:

- Asked a staff member to post photos from their personal phone
- Asked a customer to ask a question on their Google My Business page
- Added to photos of the waiting area and second floor hallway of their building

Day 3

- Added one photo of the exterior of the building
- Removed old photos from their old office location

Day 4:

- Did not have an original image so took one from Instagram and uploaded it
- Added 2 more services items (website maintenance and hosting)

Days 5 – 8:

- Added one photo of the office using the GMB app
- Added photo of the building from the street using the Google my business app for Android
- Had staff “follow” elite strategies on Google Maps
- Added a photo of their parking lot from 4th floor window

Days 9 & 10:

- Uploaded 2 “at work” photos
- Sent out a few emails to customers with our “shortcode” <http://g.page/elitestrategies> asking them to take a look

Days 11-28:

- added a new GMB post on day 14
- made best effort at adding new photos each day

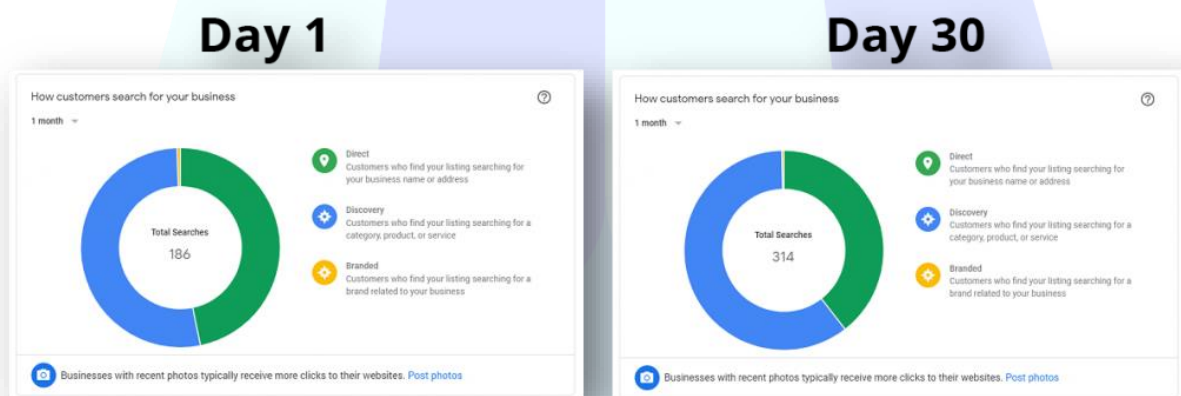
- attempted to change to “women led” being that his wife is the co-founder and leader of our company.

Day 29:

Updated hours of operation to include the days they were closed for upcoming holidays (Thanksgiving, Christmas, New Years). Working on a video to upload to Google My Business.

The Results

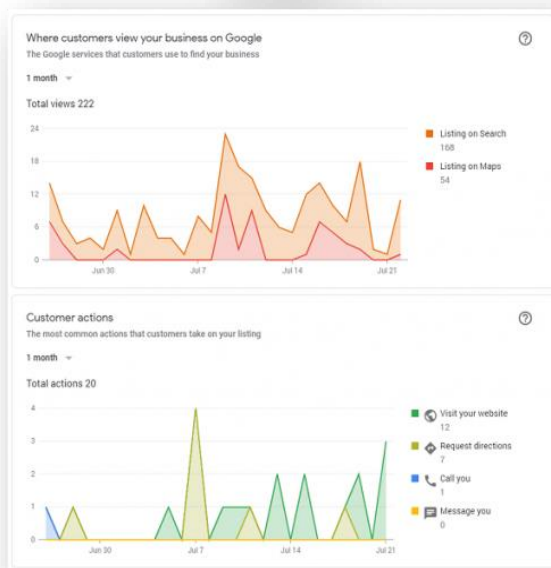
About a week in, they started to notice an uptick in traffic to their listing. They can only hypothesize that the increase in traffic was a result in their efforts to “beef up” their Google My Business listing.



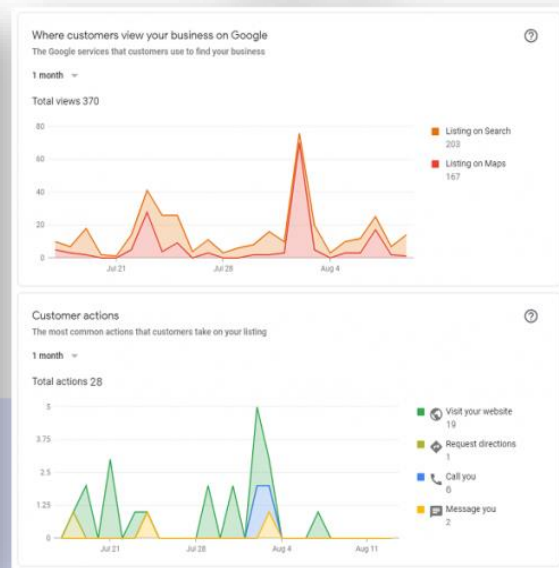
On a good day, they would get 3-4 incoming phone calls for services from a variety of sources including Google Search, Google Maps, Facebook, Instagram, Emails and Advertising.

Also received 2 direct leads via the GMB “message” feature that goes directly to a cell phone. The website visits were also very productive, several of them resulted in either a phone call or an email, and several of these visitors returned to our website later for more information.

Day 1



Day 30

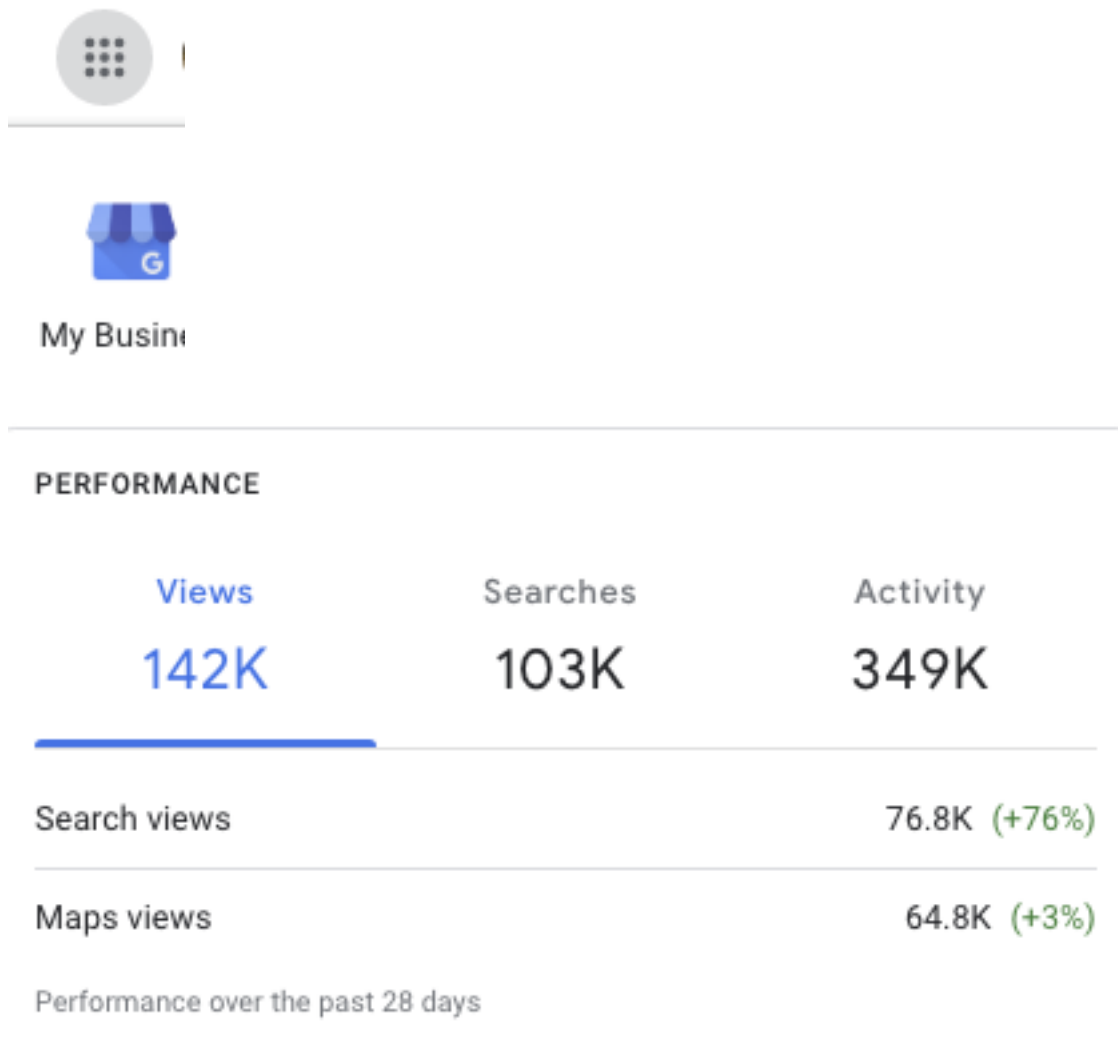


Total actions increased from 20 to 28 this month and last month 7 of those actions were people requesting directions and all 7 of those were either current customers, or potential staff members coming in for an interview. There is no doubt that their efforts resulted in more visibility for their business.

Another Example:

The identity of my client is hidden for competitor reasons...but these are the types of results you can receive from an optimized google business listing.

SAVING THE BEST FOR LAST: This is a screenshot of a portion of the google business page statistics. When you are logged into the business page, you will see this data. You first need to login to the email associated with the google business page and then go to the upper right corner and select the blue “my business” icon as shown below or go direct to business.google.com. This leads you to your google business page. We had 142k views and appeared in 103k searches. This is for ONE local business. I optimized the business page in Google and post every week. Don't expect the same results but DO TRY your hardest to get this same visibility!



Takeaways!!

Maintaining an active, and accurate Google My Business page results in more visibility. Posting, updating, adding photos and videos are all great ways to keep Google noticing your business via your Google Business Page.

Google puts a lot of effort into marketing GMB and wants businesses to engage.



Conclusion

Maintaining your online reputation is a cornerstone of digital marketing. While creating and optimizing a Google My Business listing might seem like a challenge to busy business owners, the payoff is worth it.

A professional cover photo, essential business information, and positive customer reviews will help promote your business to a new local audience.

As long as your local business meets [Google's guidelines](#), your Google My Business profile can help give your company FREE exposure on Google's search engine. Not only can potential customers quickly see your business' name, address and phone number, but they can also see photos of your business, read online reviews, find a description about your company, complete a transaction (like book an appointment) and see other information that grabs a searcher's attention — all without them even visiting your website. That is powerful stuff!

Follow our step-by-step Google My Business guide, and you can take your business to new heights this year, into 2021 and beyond!

If you would like me to optimize and manage your listing, reach out to me at randi@rajemarketing.com.

THANK YOU AND PLEASE REACH OUT WITH ANY QUESTIONS!