

Google Business Profile Training Module



Workbook



*A Guide to Making the Most
of your
Google Business Profile*

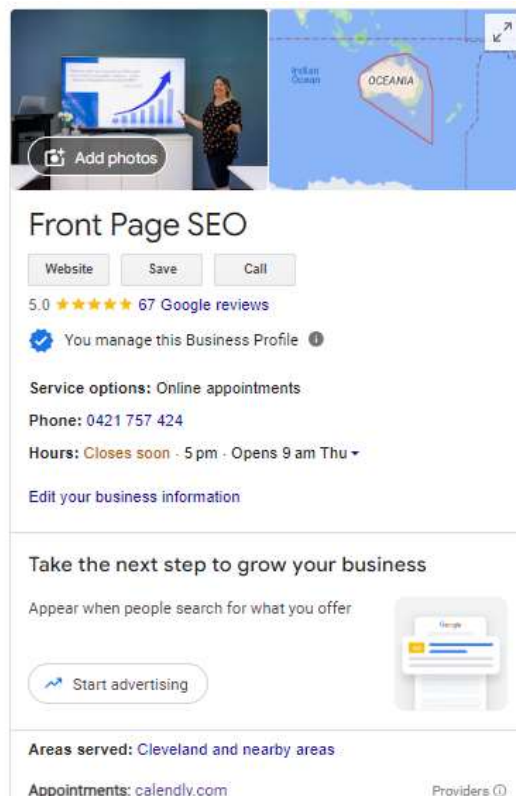
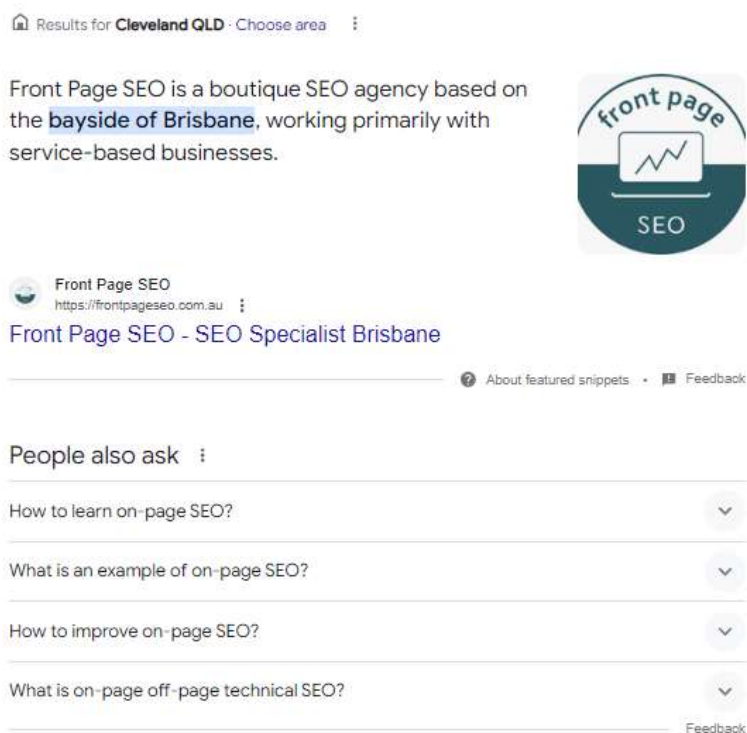
INTRODUCTION

Why Should we Care about our Google Business Profile (GBP)?

- It's the **fastest** way to get your business appearing at the top of search engine results.
- Those businesses listed at the top are getting the clicks, calls, customers, and conversions.
- It's a largely **untapped resource** and chance to **get ahead of your competitors**, with only 1 in 3 local business owners actively managing theirs, and a mere 13% posting at the optimal frequency of once per week!

What is a Google Business Profile?

When you search on Google, it will usually return a list of answers, Ads, and websites on the left hand side of the screen (desktop); the **GBP appears on the right**. Like this:

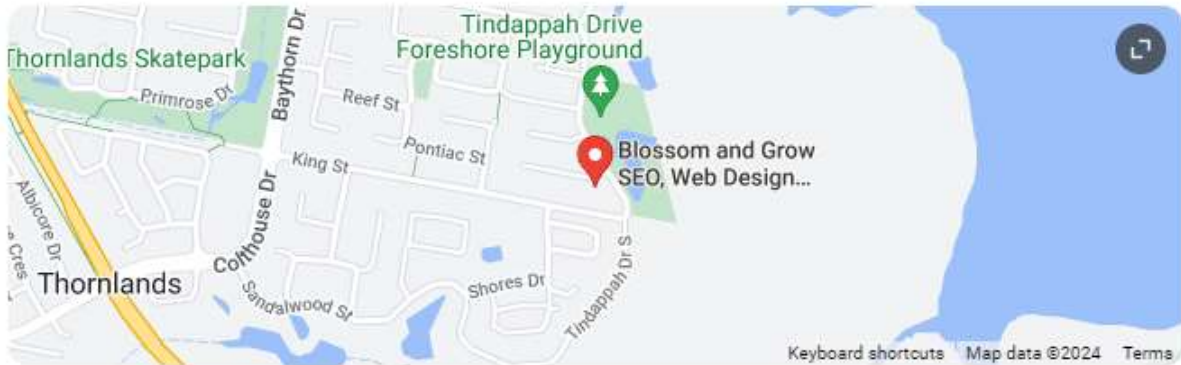


This is known as **Knowledge Panel**.

OR - your business may be one of the lucky three that comes up in the 'Map Pack' as seen on the next page:

Show up in the Map Pack

Businesses :



Front Page SEO

 You manage this Business Profile
5.0  (67) · Internet marketing service
10+ years in business · 0421 757 424
Closes soon · 5 pm
Online appointments



Website

Hello SEO Agency

5.0  (30) · Internet marketing service
5+ years in business · 0414 506 830
Open · Closes 6 pm
Online appointments



Website

Blossom and Grow SEO, Web Design, Copywriting

5.0  (31) · Website designer
7+ years in business · Thornlands QLD · 0488 662 604
Closes soon · 5 pm
Online appointments



Website



Directions

It may also be referred to as a 'Google Business Listing', 'Google My Business', 'Google Place', 'Local SEO' or 'Local Pack'.

The difference between the old school Yellow Pages listings and GBP is **TRUST**. Online, people can leave reviews about their experience with your business. **Reviews are a hugely important part of having a successful GBP.**

Are you Eligible for a Google Business Profile?

According to Google, e-commerce and online-only businesses do **not** qualify for a GBP – its reserved for businesses with a street address. However, some do occasionally slip through.

10 Reasons to Have a Google Business listing

- 1. It's Google!** If you're feeding the Google beast, naturally they're going to give you preferential treatment.
- 2. Control your listing.** Anyone can enter your business name and leave a review. Wouldn't you rather manage your listing than some random person?
- 3. It's FREE!** So, why *wouldn't* you make the most of this free marketing tool!?
- 4. It makes it easy for your customers to connect with you.** In just one click they can call, email, message, check out your website, or get directions to your store.
- 5. It's often the first impression customers have of your business.** And we all know first impressions count!
- 6. It gets lots of traffic.** In fact, 92% of all local search traffic goes to the first 3 businesses listed in that map pack up the top.
- 7. It converts well.** 80% of local searches result in a purchase, booking or store visit within 24 hours. This is because these customers generally have a high intent and are ready to act/buy/deal with the business that meets their need at that time.
- 8. It increases the authority and reputation of your business.** This is great for your customer and also your SEO.
- 9. The ability to track and measure.** You can see how customers are interacting with your GBP and website and use this info to further develop your strategy.
- 10. Get ahead of your competitors!** Get this:
 - 28% of local businesses still haven't claimed their GBP
 - only 1 in 3 are actively managing theirs, and
 - just 13% are posting at optimal frequency

This is your chance to get ahead of the pack!

Common Challenges with Google Business Profile listings

- Google are very behind the times. While you can have a GBP without publicly listing your address (ideal for home businesses), they still want your address on file – and they don't accept PO boxes.
- The hardest part is very often the verification process when you first create your listing!
- Verification usually involves making a video of your business premises. This should include footage of your business signage, car signage, software on computers, your street sign etc – which can be problematic as many home businesses simply do not have these. As a result, many businesses get rejected first time, so you may have to keep trying.
- While it's a tedious process ... it's worth persevering!

CHECKLIST



OPTIMISING YOUR GOOGLE BUSINESS PROFILE



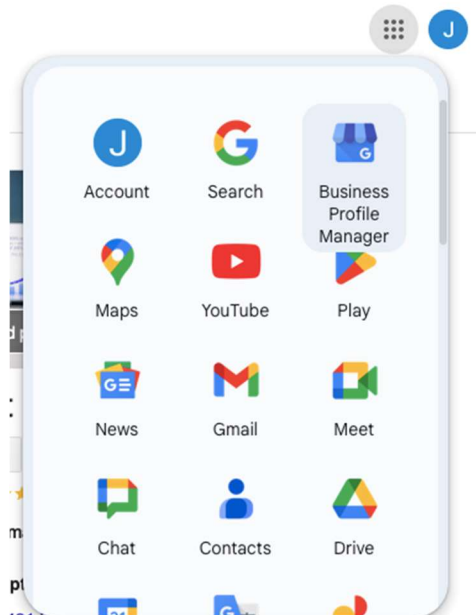
What is an optimised listing?

Optimise (verb): “to make the best or most effective use of”.

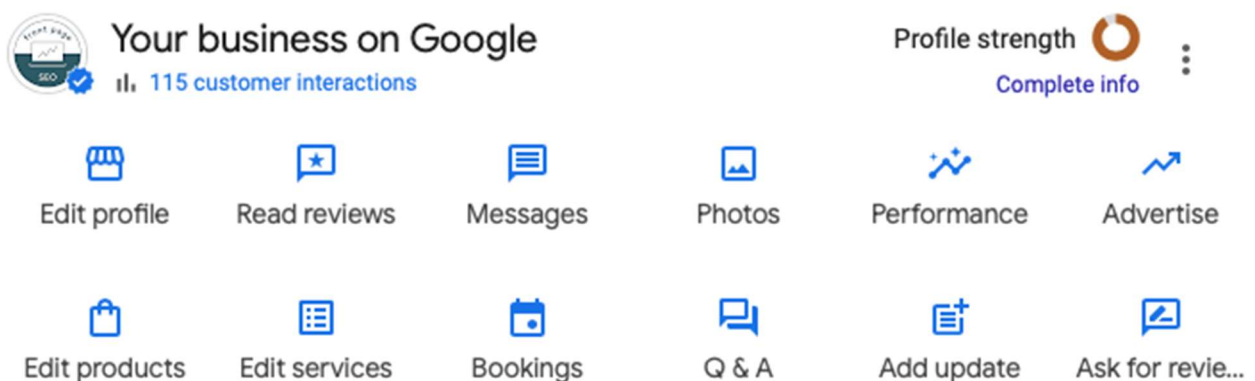
	TASK	DETAILS	✓
1.	Claim your listing	If you haven't already claimed your existing listing - click on 'Own this Business' and follow the prompts	
2.	Complete the information	Add all relevant details for your business, including website, phone number, street address, business description, opening hours, services, appointment link, and social media handles. Consider writing your own Questions and Answers, a bit like the 'FAQ' section of a website. <i>Hint: Use your target keywords wherever possible</i>	
3.	Add photos	Upload a selection of un-altered, un-filtered, relevant photos for your business. Google says businesses with photos receive 42% more requests for driving directions and 35% more clicks through to website than those that don't!	
4.	Actively seek reviews	Contact satisfied customers and ask them to leave a Google review for your business. Giving them the link and/or QR code taking them directly to your listing helps make it easy.	
5.	Regularly post updates, events, and offers	'Updates' are a little bit like Facebook posts where you can share details or news about your business. The optimal frequency of posting is once per week. Incorporate at least one of your target keywords into each post.	
6.	Monitor and respond	Regularly respond to all reviews (*unless you are a health practitioner as this may breach AHPRA guidelines) and questions.	
7.	Use keywords wherever possible	This will increase the chance of Google ranking your business higher when potential customers are searching online, using keywords that are relevant to your business.	
8.	Update trading hours for public holidays	Make sure you update your trading hours for public holidays and the like. There's nothing worse than fronting up to a business that SAYS it's open - but actually isn't!	

How to Make Updates in the back end of your GBP

When logged into Google, click on the 9 little dots on the top right of your screen, and then on 'Business Profile Manager':



Below is the navigation panel you should then see. Click on each relevant tab as required to make edits:



Optimise your GBP by entering information in the following Sections

SECTION	✓
Business name	
Cover photo and logo	
Category	
Location and service areas	
Trading hours	
More hours (public holidays)	
Phone numbers	
Website	
Appointment links	
Products	
Services	
From the business (attributes)	
About / Description	
Opening date	
Photos	
Reviews	

Top Tips for Updating Specific Sections

Within the 'Edit Profile' Section:

Follow the prompts. Specifically pay attention to:

- **Category** – It's very important to set your GBP up in the right Primary category. As you type, suggestions will appear. Some tips:
 - Check what your competitors are listed under
 - Think about 'who we are' not 'what we provide' – eg 'we are an internet marketing service' NOT 'we provide SEO for e-commerce'
 - Be specific
 - Google says we should be listed in as few categories as possible, so ideally two at the most
 - Google does update categories regularly with no notice, so keep an eye on them to make sure they're still relevant
- **About / Description** – You have 750 characters to work with but only the first 240 show up unless the customer clicks 'more'. Tips:
 - *Use your keywords here!* Include locations, services, and consider using the word 'best' once as it is frequently used in searches (eg 'best pizza in Brisbane')

- **Business Location** – For home businesses or anyone not wanting to publicly list their business address, you do not have to show it. You still need to type your address in, but be sure you tick the box saying not to list publicly.

'Performance' Section:

- This is great to gain valuable insights on the visibility of your GBP, and how users are engaging with your listing (are they clicking or calling?) – so keep a close eye on these, and use the information to help formulate your strategy. What posts attracted the most attention? Could you do more along the same lines?

For 'Updates':

Some handy tips:

- The key here is to entice users with value – educational, interesting content.
- Include keywords, consider a title/heading, and anything else to make it stand out - such as emojis.
- You can repurpose copy from Facebook posts if you like, however the pictures may need to be different, and you'll need to tweak copy to include keywords.
- We find we get more traffic when we have 'Events' listed (vs. updates or offers).
- Things that may cause Google to reject your update:
 - Including a URL in your copy. Instead, insert it as the call to action link at the bottom.
 - Using all capital letters.
 - Using really obvious stock photography.
 - Using the same photo twice.
 - Applying filters or alterations to photos.
 - Branded shots or promotional tiles – they just want photos!
 - Words Google considers offensive, including: *tool*, *booty*, *crappy*. So, carefully consider word choice!
- You may find it surprising to learn that most people don't read these updates, **but** it keeps Google happy so they show YOUR listing more often - and that's what we want!

For 'Reviews':

As mentioned earlier, **reviews are CRUCIAL for success with your GBP**. Tips for collecting good reviews:

- Ask your customers for a review at the best point in your process – when customer is most happy. Build it into your process; have an email or text ready to go.
- Use the Google review link to make it easy – Click on 'Ask for Reviews' tab in the backend of your GBP and follow the prompts.
- Respond to every single review (*unless you are a health practitioner as this may breach AHPRA guidelines). Learn from the horror story of our client who came to us as she'd never engaged with any of her dozens of glowing reviews and then one day Google deleted them thinking it was an inactive account. She was never able to get them back!
- Negative reviews:
 - These really aren't the end of world! In fact they can be a great opportunity for growth when handled right.
 - Unfortunately, they can't be removed. However, if they're spam, obnoxious, or they've posted on the incorrect business - you can make that clear in your polite but cleverly crafted response.
 - If it's a legitimate complaint, respond publicly and politely asking them to contact you via an email or phone number to discuss privately. You want to get the conversation offline as quickly as possible.
 - Potential customers tend to read negative reviews over positive ones – looking specifically to see the response, as this can tell them a lot about a business.

General Tips

- When inviting a new person to manage your account, don't let them post or change anything for at least a week as usually this will result in a suspension of your listing.
- Google will make changes to your GBP occasionally without warning, so check in regularly and accept or reject them as appropriate.
- Log in and update or make edits at least weekly to ensure you remain active in the eyes of Google, and are rewarded in the rankings.

Google themselves say customers are 50% more likely to purchase from businesses with a complete Google Business Profile listing. So, what are you waiting for? It's time to get out there and *Get your Google On!* 🍌

If you get stuck or have any questions about your GBP at any stage, feel free to get in touch.

Kind Regards,

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Front Page SEO

Australian SEO Agency of the Year 2022

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