



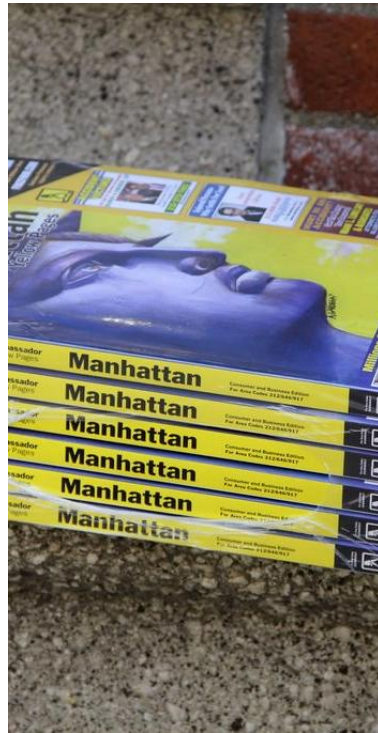
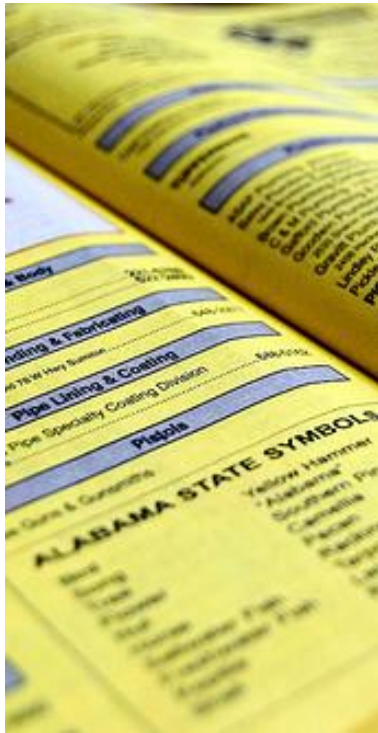
DIY SEO HQ

GOOGLE BUSINESS PROFILE (GBP)





-
1. What is Google Business Profile?
 2. Why it's important
 3. The Difference GBP can Make!
 4. Optimising Your Listing
 5. Updating Your Listing
 6. Getting Reviews
 7. Responding to Reviews
 8. Negative Reviews
 9. CHALLENGE!



Forget the Yellow Pages ...
Today it's all about your Google
Business listing!



The Google Business Profile advantage

PLUMBER ROCKHAMPTON

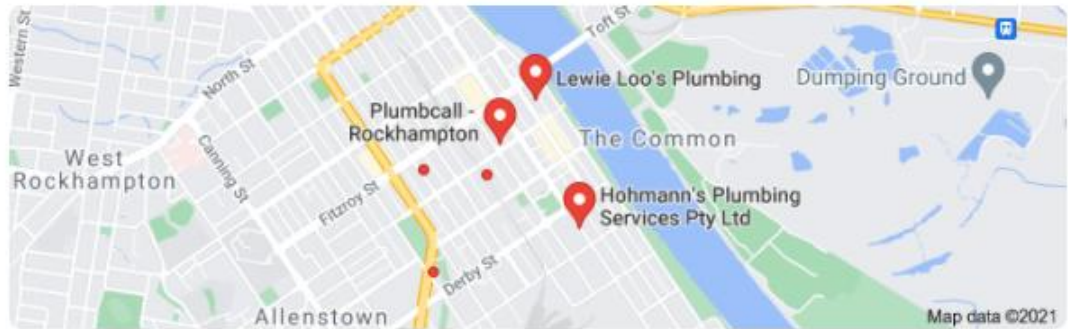


Keyword difficulty: 47.60% (for google.com database) — View full report for this keyword

All Maps Images Shopping News More

Tools

About 602,000 results (0.64 seconds)



Rating Hours

MAP PACK

Plumbcall - Rockhampton

4.5 ★★★★★ (48) · Plumber

5+ years in business · Rockhampton QLD · (07) 4922 5697

Open 24 hours

"Excellent service, always fast and efficient, best plumbers in Rocky"



Website



Directions

Lewie Loo's Plumbing

4.9 ★★★★★ (17) · Plumber

5+ years in business · Rockhampton QLD · In The Public Trustee of Queen...

Open 24 hours

"Lewie Loo's are our go to plumbers in Rockhampton."



Website



Directions

Hohmann's Plumbing Services Pty Ltd


4.5 ★★★★★ (2) · Plumber

10+ years in business · Rockhampton QLD · (07) 4922 4351



Directions





 Add photos

Front Page SEO

[Website](#) [Save](#) [Call](#)

5.0  55 Google reviews

 You manage this Business Profile 

Service options: Online appointments

Phone: 0421 757 424

Hours: Open · Closes 5 pm ▾

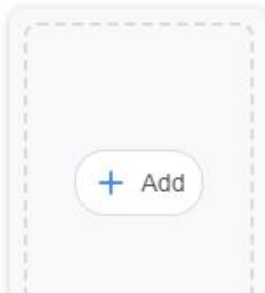
[Edit your business information](#)

Appointments: [calendly.com](#)

[Providers](#) ⓘ

Products

[View all](#)



GOOGLE BUSIN...
\$149.00



WHAT EVERY B...
SEO Resources



WHY IS Google Business Profile SO IMPORTANT?



1. It's Google – duh!

WHY IS Google Business Profile SO IMPORTANT?



1. It's Google – duh!
2. It's FREE!!!!

WHY IS Google Business Profile SO IMPORTANT?



1. It's Google – duh!
2. It's FREE!
3. First impressions count.

WHY IS Google Business Profile SO IMPORTANT?



1. It's Google – duh!
2. It's FREE!
3. First impressions count.
4. Get lots of traffic!

WHY IS Google Business Profile SO IMPORTANT?



1. It's Google – duh!
2. It's FREE!
3. First impressions count.
4. Get lots of traffic!
5. It converts well.

WHY IS Google Business Profile SO IMPORTANT?



1. It's Google – duh!
2. It's FREE!
3. First impressions count.
4. Get lots of traffic!
5. It converts well.
6. It makes it easy for your customers to do business with you.

WHY IS Google Business Profile SO IMPORTANT?



1. It's Google – duh!
2. It's FREE!
3. First impressions count.
4. Get lots of traffic!
5. It converts well.
6. It makes it easy for your customers to do business with you.
7. Increases reputation and authority.

WHY IS Google Business Profile SO IMPORTANT?



1. It's Google – duh!
2. It's FREE!
3. First impressions count.
4. Get lots of traffic!
5. It converts well.
6. It makes it easy for your customers to do business with you.
7. It increases your authority.
8. Tracking + insights.

WHY IS Google Business Profile SO IMPORTANT?



1. It's Google – duh!
2. It's FREE!
3. First impressions count.
4. Get lots of traffic!
5. It converts well.
6. It makes it easy for your customers to do business with you.
7. It increases your authority.
8. Tracking + insights.
9. **Get ahead of the pack!**

Get ahead of the pack!

- **72% of local businesses have a listing**
 - **But only 1 in 3 is actively managing it**
 - **And only 13% post at the optimal frequency**
- 
- The background of the slide features a soft, warm sunset or sunrise sky with a gradient from light blue at the top to orange and yellow near the horizon. In the foreground, there are several dark silhouettes of people running, captured in mid-stride, moving from left to right across the frame. The overall aesthetic is clean and motivational.

WHY IS Google Business Profile SO IMPORTANT?

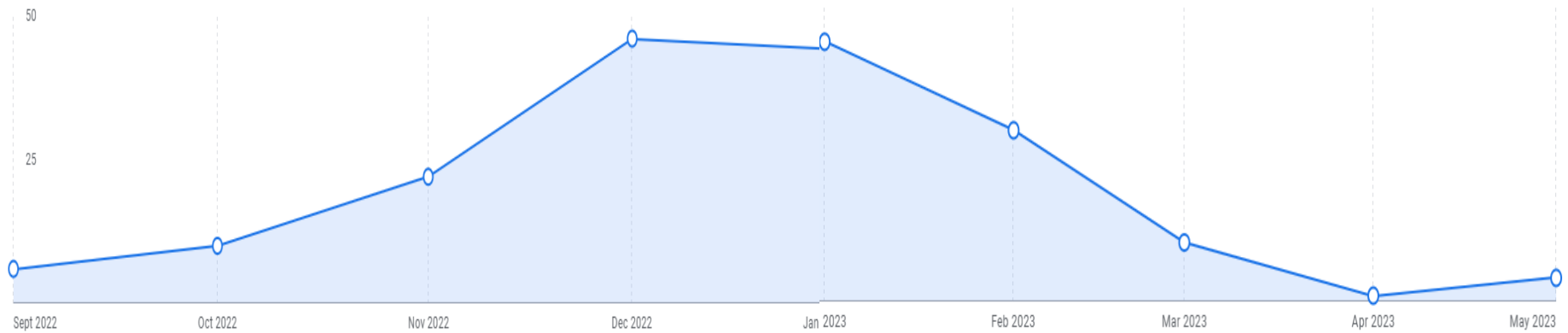


1. It's Google – duh!
2. It's FREE!
3. First impressions count.
4. Get lots of traffic!
5. It converts well.
6. It makes it easy for your customers to do business with you.
7. It increases your authority.
8. Tracking + insights.
9. Get ahead of the pack!
10. Critical for visibility in the AI age.

WHY IS Google Business Profile SO IMPORTANT?



1. It's Google – duh!
2. It's FREE!
3. First impressions count.
4. Get lots of traffic!
5. It converts well.
6. It makes it easy for your customers to do business with you.
7. It increases your authority.
8. Tracking + insights.
9. Get ahead of the pack!
10. Critical for visibility in the AI age.
11. Fastest way to get ROI!



a REAL-LIFE example ... this is
the difference actively
managing your listing can make!

7

Business Profile interactions ⓘ



Time period



Dec 2023–May 2024

Overview

Calls

Messages

Bookings

Directions

Website clicks

161

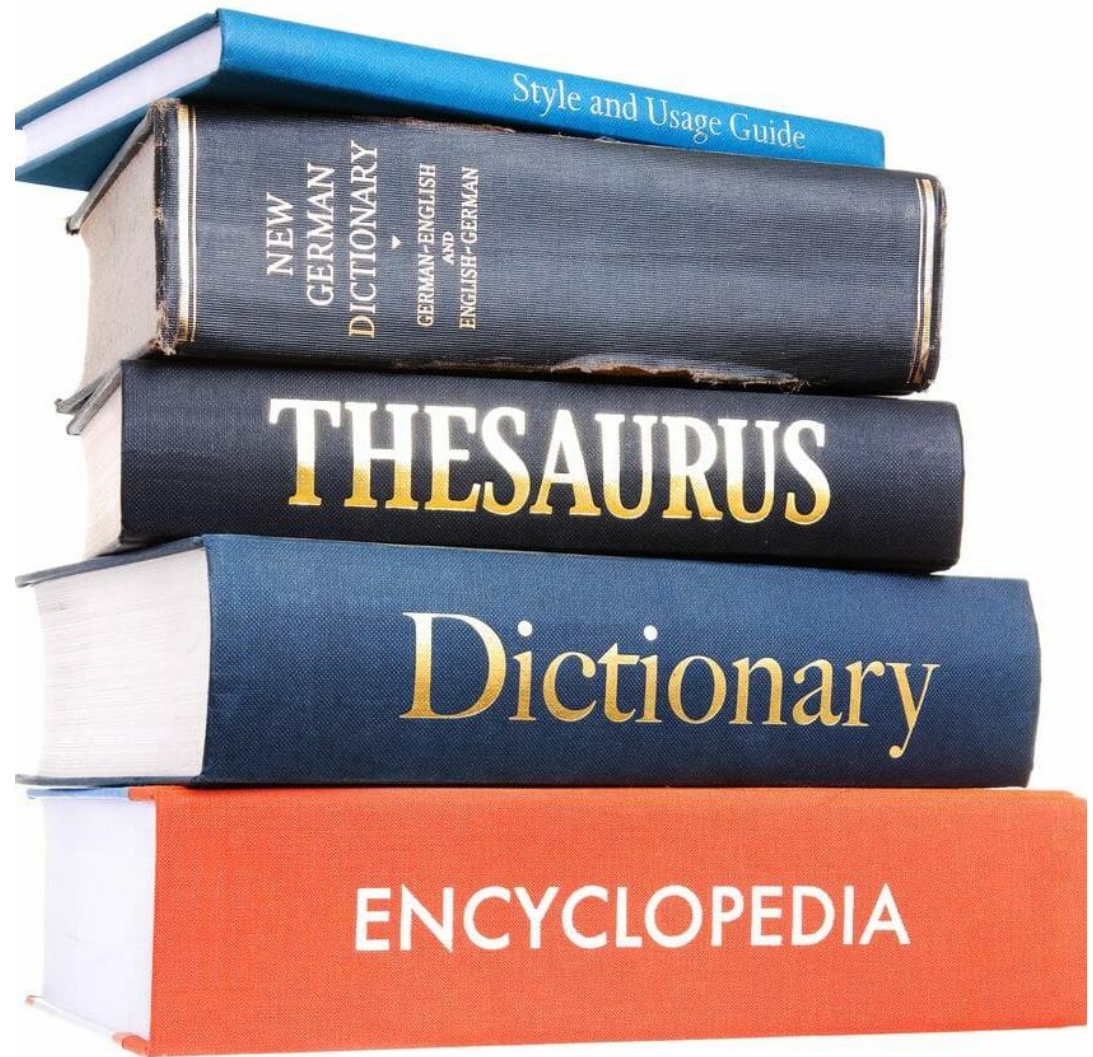
Business Profile interactions ⓘ

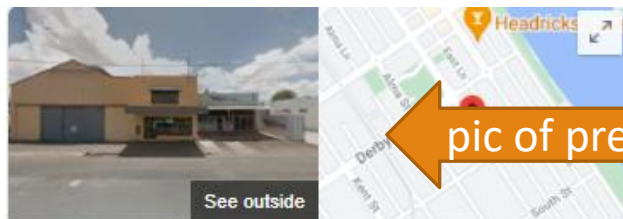


Optimised:

“to make the best or most effective use of”

1. complete your listing
2. monitor and update it regularly eg photos, posts, events
3. actively seek out reviews
4. use keywords where possible





pic of premises from Google St view

Hohmann's Plumbing Services Pty Ltd

Directions

Save

4.5 ★★★★★ 2 Google reviews

Plumber in Rockhampton, Queensland

only 2 reviews

Address: 290 Bolsover Ln, Rockhampton QLD 4700

Phone: (07) 4922 4351

Suggest an edit · Own this business?

unclaimed

Add missing information

Add business hours

Add website

no trading hours or website

Questions & answers

Be the first to ask a question

Ask a question

Reviews ⓘ

Write a review

Add a photo

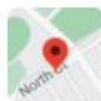
2 Google reviews

People also search for

View 15+ more



Plumbcall -
Rockham...
Plumber



Smith
Plumbing
Rockham...
Corporate
office



Lewie
Loo's
Plumbing
Plumber



Hills All
Hours
Plumbing
Plumber

Signs of an Unoptimised Listing 😞



vs Optimised Listing 😊

Front Page SEO

Website Save Call

5.0 ★★★★★ 55 Google reviews

🔒 You manage this Business Profile ⓘ

Service options: Online appointments

Phone: 0421 757 424


Hours: Open · Closes 5 pm ▾

[Edit your business information](#)


Appointments: calendly.com Providers ⓘ

Products [View all](#)

+ Add



GOOGLE BUSIN...
\$149.00



WHAT EVERY B...
SEO Resources

- pic isn't Google street view
- logo
- lots of reviews
- trading hours
- appointment link
- products listed

cont'd ...

Questions & answers

See all questions (3)

Ask a question

Send to your phone

Send

Reviews ⓘ

55 Google reviews

Get more reviews

Add a photo

From Front Page SEO

"At Front page SEO, our mission is to help your business get on the front page of search engine results, so you get more CLICKS and CLIENTS - and ultimately, a more profitable business! From regular free webinars, to our group DIY SEO HQ membership... [More](#)



Front Page SEO
on Google

Add update



What is Domain Authority? 😬
When you talk to an SEO consultant or agency, one of...

6 days ago

[Learn more](#)



Get Ahead of Your Competitio
👤 How? By utilising your Google Business Listing (that

May 9, 2024

[Learn more](#)

Profiles



Facebook

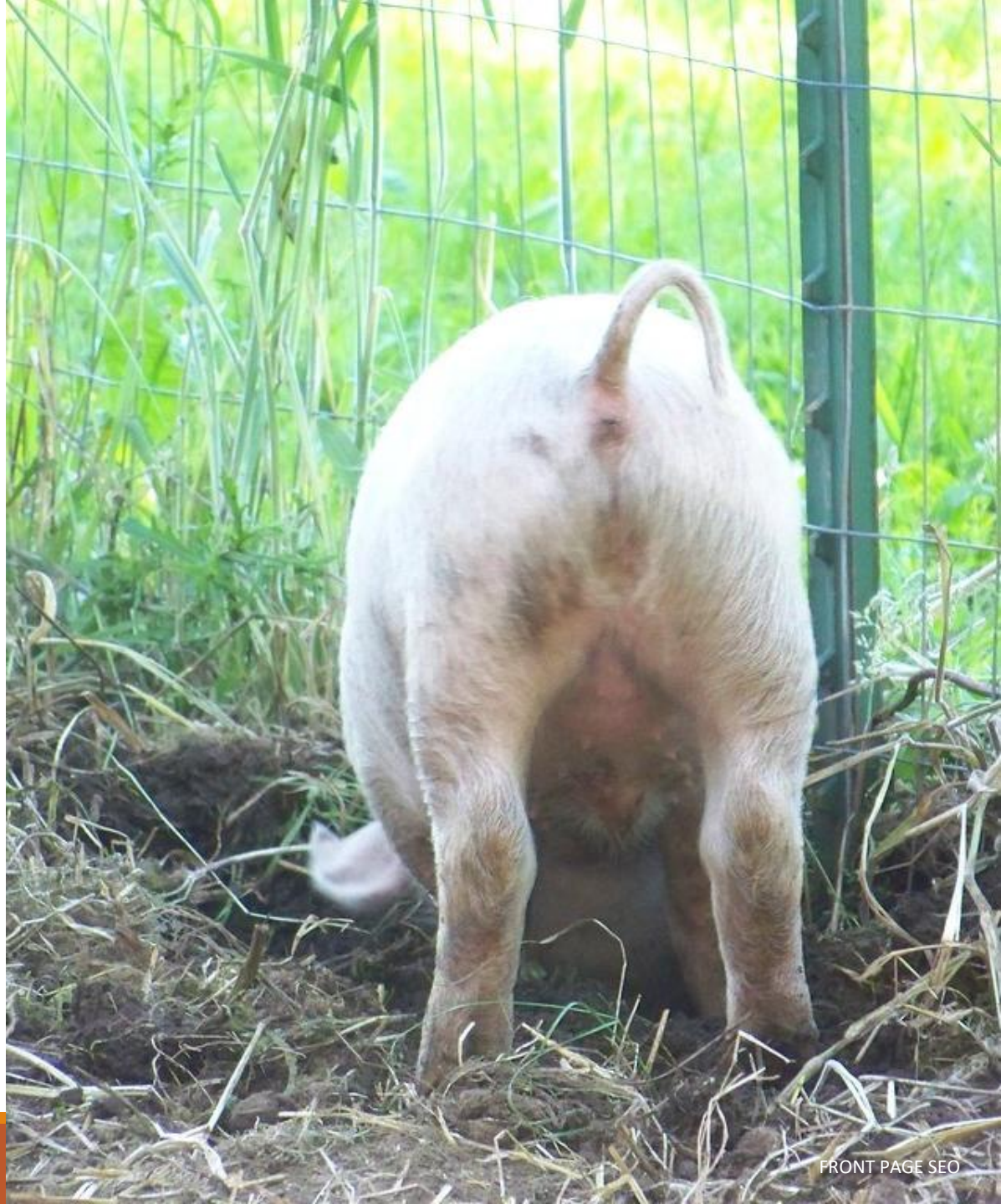


Instagram

Optimised Listing 😊 cont'd

- Q&A
- business description
- posts/updates


And now let's
look at the
back end of
GBP ...

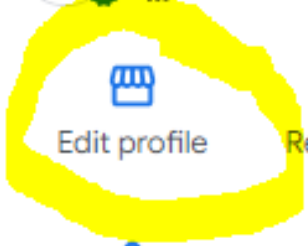




Your business on Google

114 customer interactions

Profile strength  Looks good!



Edit profile

Read reviews

Messages

Add photo

Performance

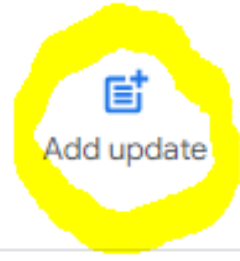
Advertise

Edit products

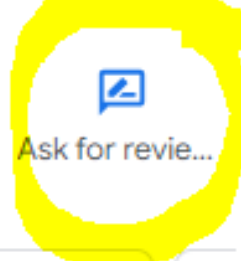
Edit services

Bookings


Q & A




Add update




Ask for review...

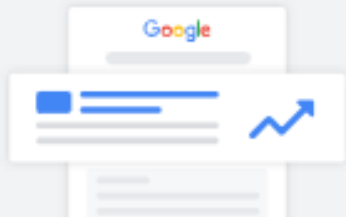
Create an offer 


Let customers know about your sales and discounts




May performance report is ready 

See new interactions and understand how your business is performing



Get custom email 

Set up business email @your-business.com with Google Workspace



Cr

Pr
wi



Only managers of this profile can see this



TIPS FOR PHOTOS ON YOUR GBP

Format: JPG or PNG

Size: Between 10KB and 5MB

Minimum resolution: 720px tall, 720px wide

Good quality: in focus and well-lit

Filters: Avoid excessive use

Remember: *The image should represent reality*



TIPS FOR ADDING UPDATES TO GBP

Use your keywords

Include a title on the post (not ALL CAPS!)

Use emojis

Include a pic

Consider the best Call to Action (CTA)

(no need for hashtags)



TRACK TRAFFIC COMING VIA YOUR GBP

LINK

<https://ga-dev-tools.google/campaign-url-builder/>

⊗ Your post was removed because it contains inappropriate content.

[Learn more](#)

NOT APPROVED



BLOCKED SEWER?! 🤢

It's not a nice problem to have - we know, because we deal with them all the time! Fortunately we have the equipment and expertise to quickly solve crappy problems like these 😊

[Learn more](#)



Avoid Rejection – don't use

- URLs, email address or phone numbers in your GBP updates
- ALL CAPS
- Stock Photos
- “Offensive” words eg “tool” or “crappy”
- Text on your images



Let's Talk about Reviews

-
- 91% of consumers read online reviews before choosing a business to buy from.
 - Unfortunately, people are more likely to leave negative comments, with only 6% of people leaving positive reviews WITHOUT prompting!
 - 84% of people trust reviews as much as personal recommendations from friends.
 - Businesses that **respond** to reviews are seen as 1.7x more trustworthy by consumers, than businesses who don't.
 - Customer reviews boost conversions!

HOW TO GET MORE GREAT REVIEWS...

1. Ask!



HOW TO GET MORE GREAT REVIEWS...

1. Ask!
2. Build it into your process with an app like review'd
3. Make it as easy as possible for your customers by giving them the link or a QR code
4. PRO TIP: Ask customers to mention **the specific service and the location** where they received it





Create a QR
Code



Negative reviews aren't the end of the world!



Responding to Negative Reviews

1. Breathe!
2. Create a polite response
3. Defuse it and ask them to contact you privately – get it offline ASAP

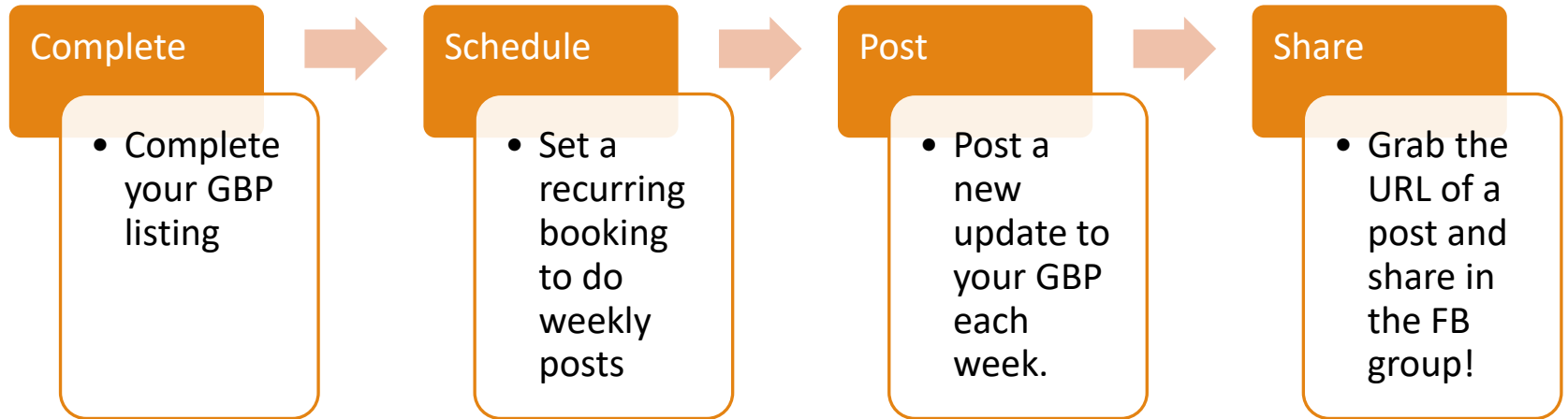
HORROR STORIES!

- The case of the disappearing reviews
- The big switcheroony
- 5 months to get verified





YOUR CHALLENGE:



The 72 Hour Rule

To increase
your chances
of success!





What's your key takeaway?!



Member Hot Seat next week...



Now ... Go and Get your
Google on!!!!

