

5 Strategies to Win in Search Results With a Google Business Profile

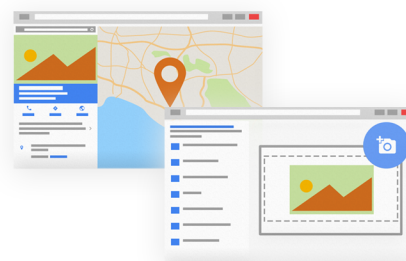


1 Claiming, Creating and Optimizing the Google Business Profile

The goal is to create an enticing Google Business Profile, so the consumer is compelled to click on the business you represent vs. on that of the competitor.

Here are the basics to include in a Google Business Profile:

- Name, address and phone number (800s are a no-no in the GBP)
- Business hours and website
- Photos (not just the logo but photos of the storefront and inside of business)



For detailed instructions on how to create a GBP visit bit.ly/creategmb.

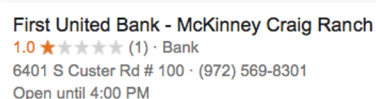
Visit bit.ly/optimizegmb for instructions on how to claim an existing GBP or how to optimize one.

2 Get More Customer Reviews

Businesses need reviews to place higher in search. Reviews indicate trust to search engines and consumers. In fact, 84 percent of people trust online reviews as much as a personal recommendation.

Reviews are so important that Google displays within the local pack how many stars a business has received. As a consumer, would you click on the listing of a one-star business?

Set up an easy process to help customers give more reviews and monitor them, in addition to a process for handling negative reviews.



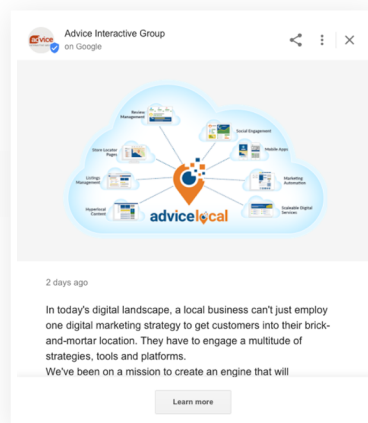
Include a CTA in email receipts, follow up after service calls with a survey and integrate buttons, icons and badges on the business website.

For tips on how to handle negative reviews visit bit.ly/handlereviews.

3 Create Google Posts

This GBP feature enables the business to provide customers with offers and information directly from search results.

It includes different button options, so the business can provide the customer a link to learn more, reserve, sign up, buy or get offer. Posts expire after 7 days, unless it's an event post; those expire once the event date passes.



Listing Management, Voice Search Readiness & GPS Data Syndication
It's Local Search Made Easy!

LEARN MORE TODAY
www.AdviceLocal.com

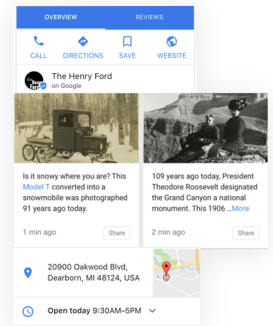
Over 350,000 Businesses Rely on Advice Local

The Google Post includes sharing icons, so the consumer can share the post on their social media profiles or email it to themselves or a friend for later reference.

To get started with Google Posts:

- Have a plan in place to continually fill the pipeline with new Google Posts.
- Since Google Posts can be a maximum of 1500 characters, repurposing existing content into shorter forms is an easy way to meet this need. (Don't duplicate the content, just the ideas behind it. Rewriting will be necessary.)
- Integrate offers and coupons into the local marketing plan and publish them via Google Posts.

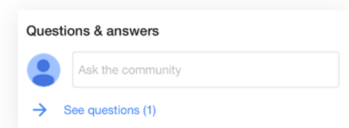
For a detailed how-to visit bit.ly/gmbpost.



4 Monitor and Respond on Community Q & A

Another feature available on Google Business Profile is Community Q & A. Visible on a Google Business Profile Listing on mobile and desktop search results. This is an excellent way to address common questions like "Is your patio pet-friendly?" or "At what time does happy hour start?"

Use the business' frequently asked questions to get noticed more in search results. As a consumer, I would definitely choose a local business that has an engaged community over one that doesn't seem to have anyone talking about it.



5 Make It Easy for Customers to Contact the Business With Google Messaging

An essential feature on Google Business Profile is messaging, which you can turn on and off through the GBP dashboard. When Google Messaging is on, the business, in essence, is enabling consumers to send a text message directly from search results through the GBP listing.

The business can text the consumer back with an answer to their question(s), or address whatever inquiry they may have.

For example, if I was looking for a plumber, A/C or garage door repair service and went to local search results, the business with the best reviews that I could reach easily and first would probably win my business.

Consumers turn to their mobile devices in micro-moments, and when they have these moments, they want immediate answers. Many of these searches could be emergency situations like needing their car towed or a leaky faucet repaired, no time to waste!

Businesses that turn on messaging need to make sure they have solutions in place to respond in a timely manner and be able to provide a service or an adequate alternative, as needed.

