



FREE Guide

Grow Your Business

with



Google

My Business



Growcomtwo.com

Free Guide - Google my Business



Grow your Business with Google my Business

The Corona virus has really impacted small businesses. Social distancing for the businesses means your doors may be closed for walk in's and you will have to count on your online presence to bring them in. The best way to manage your online presence is to optimize your Google My Business page.

More and more people who are looking for something to buy, or to do, will start their journey with an online search. Google found that 76% of searches, on a mobile device or computer, will be for something near me (local). Those searches lead to a visit of that business within 24 hours of their original search. On top of that, 28% of those searches for local stores will result in a purchase at that store. The corner stone of showing up higher in a search is to optimize your Google my Business page. (GMB)

"But, I have already claimed my listing - so am I good, right ?"

Not so fast – Whether you have done it already, it's been awhile, have been thinking of doing it or have no idea what it is. - The social distancing orders are causing everybody to search online for food, clothing, supplies or just something to do. The more information Google has on you, the better Google can rank you as someone is searching for what you do. Here is my easy guide on the things you can do to optimize on your GMB page.

Grow Your Business with Google My Business

- Why use GMB
- How to claim your page
- Optimizing all the features
- Don't overlook photos and posts
- How to get more reviews
- Expanding your visibility on Maps



Why use GMB

You need that local foot traffic to drive sales, (whether in store or online) and without it, your business will not make as much money as it can. The answer is to make sure your business is showing up under what people are searching for.

The average web user won't go past the first five listings on a search engine results page (SERP). According to a 2014 study from Advanced Web Rankings, more than 67% of all clicks on SERPs go to the top five listings. Things start to get grim when you look past those first few results. Research shows that websites on the first search engine results page receive almost 95% of web traffic, leaving only 5% for remaining search results pages.

So the "Why" is simple – the higher you show up in the search ranking the more money you will make. It will lead to more foot traffic in to your store and if you add an online store to your website – you can keep your social distancing – to allow for curbside pick-up or to set up delivery.



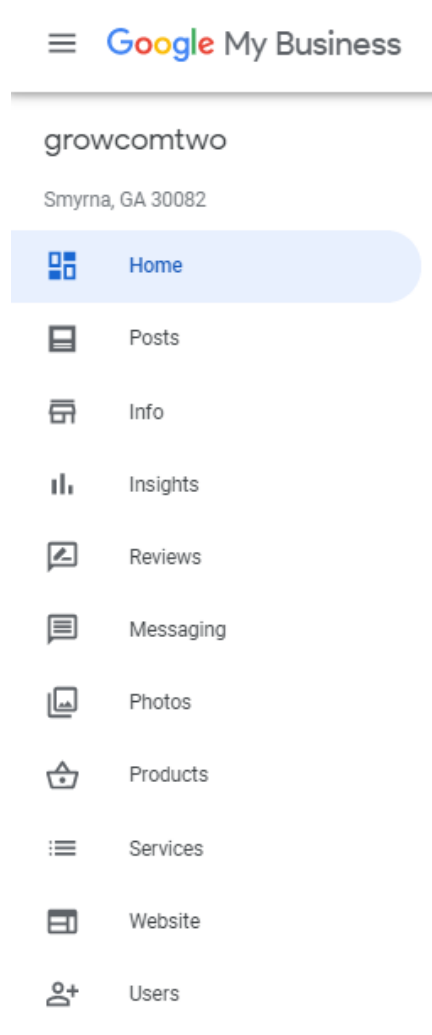
How to claim your page

Your free Business Profile on Google lets you engage with customers directly and manage how your business appears on Google Search and Maps. Go to – www.google.com/business/ and start to fill out all the information in the headings down the left column.

Claim your business through Google Maps

On your computer, open Google Maps, in the search bar, enter the business name. Click the business name and choose the correct one. Click Claim this business > Manage now.

Optimizing all the features



Complete the business profile with accurate information will be your first step to optimizing your GMB page.

When you type in a search, Google will return results based primarily on relevance, distance, and prominence. These factors are combined to help find the best match for what someone is searching for.

Relevance

Relevance refers to how well a local listing matches what someone is searching for. Adding complete and detailed business information can help Google better understand your business and match your listing to relevant searches.

Distance

“Near me” – Google will calculate distance based on what’s known about your location and where the searcher is.

Prominence

Prominence is based on information that Google has about your business from across the web (like links, articles, and directories). Google reviews, counts and scores are factored into local search ranking: more reviews and positive ratings will improve a business's local ranking.

There's no way to request or pay for a better local organic ranking on Google. They do their best to keep the details of the search algorithm confidential to make the ranking system as fair as possible for everyone. But you can pay for an “Ad” in search or on

Maps and get your listing to be at the top of the list. You can also do more SEO work on your website, but that’s a topic for a later discussion.

Don't overlook Photos and Posts

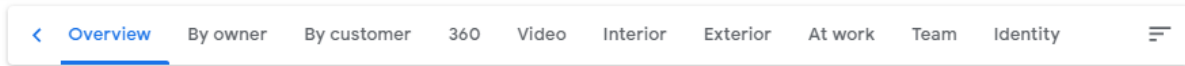
Photos and Posts are not just for social media – Google loves them too !!!!

Not only should you upload your own high-quality content, but you can also add other people’s content as well. If you are a restaurant and someone posted a great picture of a meal at your place; don't forget to share it on GMB.



Photo's

Ensure uploaded photos are optimized for SEO by naming them with keywords and tagging them in the appropriate category. Don't upload photos with generic file names, Like <image> 20190517_067 jpeg, consider using the business name or keywords, Dinner at Mario's with the Growcomtwo team, just like you would do on social media.



Got a product to showcase? You can now add products with the Product Editor.

[Dismiss](#) [Go to the Product Editor](#)



Geotag images to improve the search engine ranking for location-specific websites and/or businesses.

Your photos will look best on Google if they meet the following standards:

- **Format:** JPG or PNG.
- **Size:** Between 10 KB and 5 MB.
- **Minimum resolution:** 720 px tall, 720 px wide.

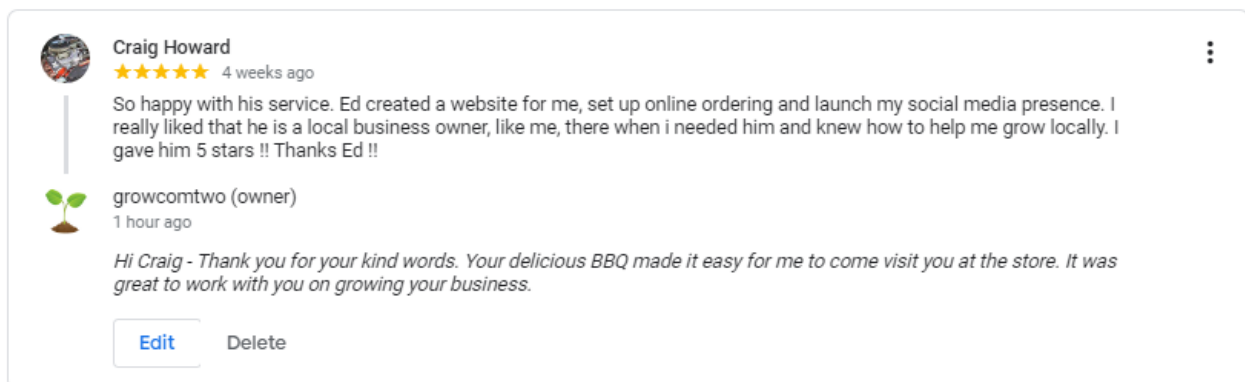
(That's me, lower right, white shirt and tie .. I know good looking guy)

Posts

A total of 59.60% of businesses that rank in the top 20 have posted a Google My Business Post on their Google My Business profile. While it may not be proven with absolute certainty, it leads one to believe that Google My Business posts certainly do have a positive effect on SEO. You have up to 1,500 characters for the details of your post, but the ideal length is between 150-300 characters.

How to get more Reviews

Google Reviews will help improve search rankings and general SEO efforts. Although there are many factors involved in search rankings (over 200, in fact), online customer reviews send a strong signal to search engines that communicates expertise, authority, and trust.



When it comes from reviews from your customers - Don't be afraid to ask. The easiest way to get more reviews for your business is simple, ask people to submit one. A recent survey found that nearly 80



percent of consumers would be willing to leave a review if asked and knew where to leave it. Why do you think you get all of those follow up emails from Amazon after you buy something ?

I don't think simply asking a customer to post a review is enough. I would encourage eliminating as many steps as possible. A couple options that may help – the first would be, like Amazon, capture their email and send them a follow up survey with the link to where to post the review. You can get a link from your GMB page with a URL as to where that review should be written. Second, have a business cards size reminder printed and handed it out with every order. On one side "Follow us on Facebook" and on the other side that Google URL to where they can post the review.

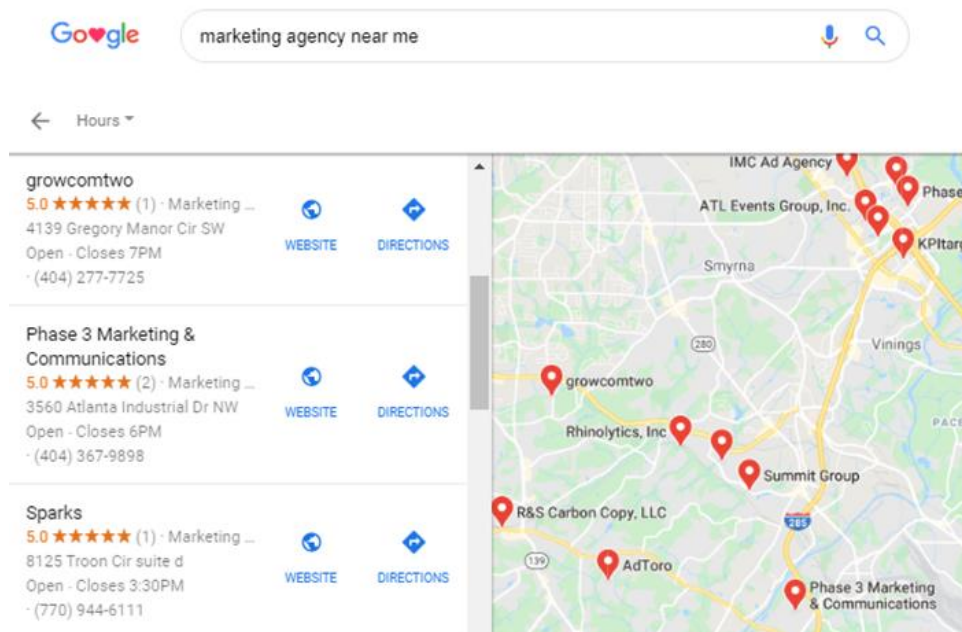


The second is a little more cumbersome, but it's good branding, it also gives you a higher chance of them joining you on social or submitting a review. If they are a repeat customer they will eventually do both..... Yahtzee !!!!

The easier you make it, the more you will get, and the more your business will grow.

Expanding your visibility on Maps

The status of your business's ranking in Google Maps correlates directly to the completeness and accuracy of your Google My Business listing. This is because Google wants to be able to display as much information about a business to consumers as possible. The more information you supply Google, the more Google can supply its searchers, and the more comfortable it will be ranking you higher in results.



If you have a Google My Business listing, check to make sure you have all of the things I have covered in order to get your business ranking higher on Maps. Another tactic is to embed a Google Map on your website. Most businesses place a map on the contact page of their site. Embedding a Google Map is just another way to telling Google that your business is located where your listing says it is. A tip would be to use the same address that you have on your Google My Business listing.

Grow Your Business

Every major economic event changes our behaviors in some way. The Corona virus will be no different and at this time it is called social distancing. In just a matter of weeks our lives have been disrupted, retail businesses are closing, more people are working from home and we are being asked to not touch each other.

The way people buy has changed and this will only continue moving towards a google search and find way of life. The great news for you is that you can change the way you sell very easily. The first step in this process is to optimize your Google my Business page and start showing up higher in the searches.



Optimize your page – show up higher in a search, being listed as “near me” and hopefully make more money.

Take care and stay safe

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