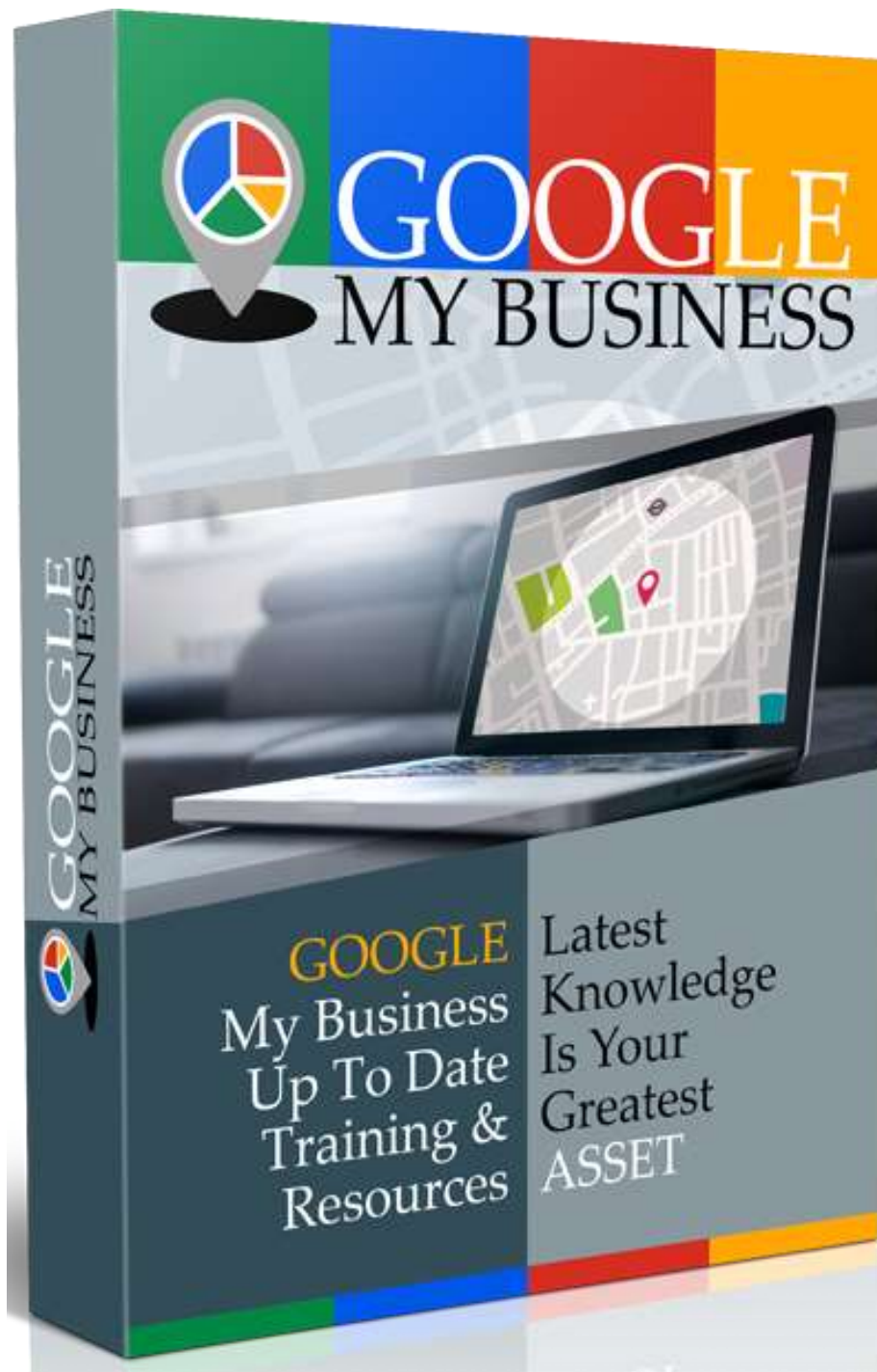


# GOOGLE MY BUSINESS

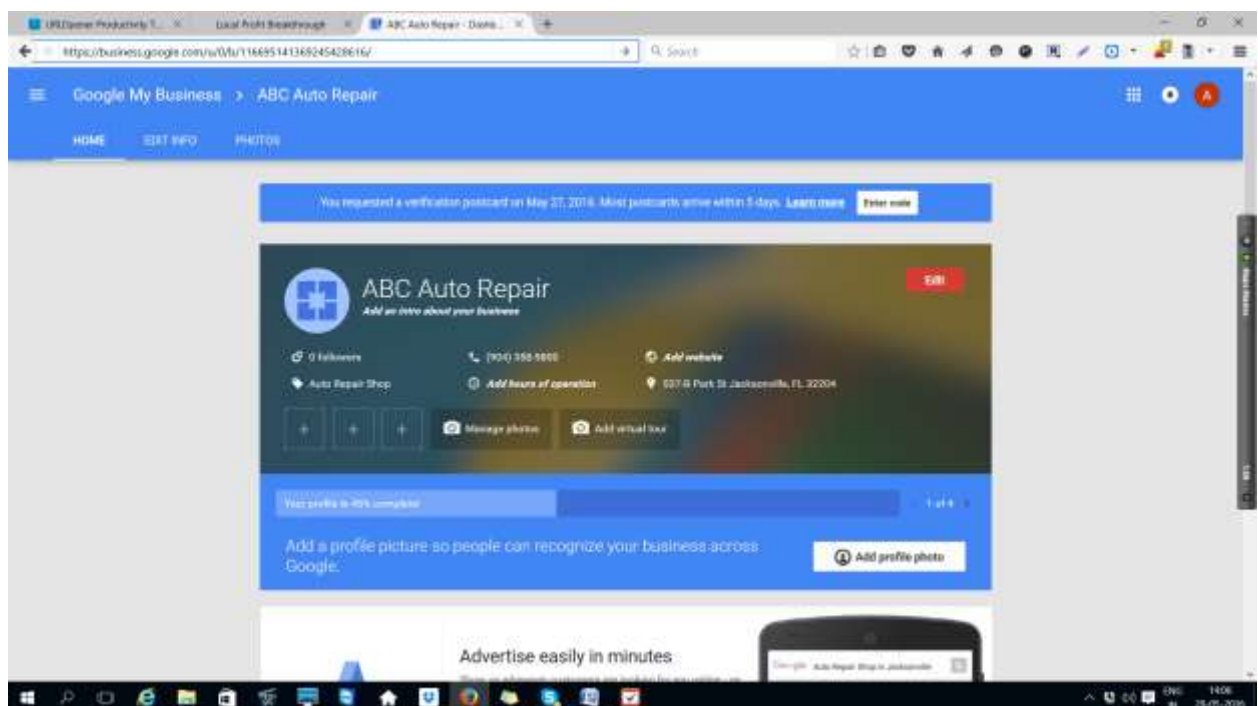
Optimizing your GMB Listing



**How to Optimize Your GMB Page:** By now, you'll have followed the directions and claimed your GMB listing or that of your client. By this stage in the process, you will have the page URL for the Google My Business listing. It's time to begin the optimization process.

Follow these steps to optimize the listing – WHILE LOGGED INTO **EITHER** your gmail account or your client's gmail account.

**Step #1:** Go to <https://Google.com> and add the url for your (or your client's) Google My Business page and hit "enter".



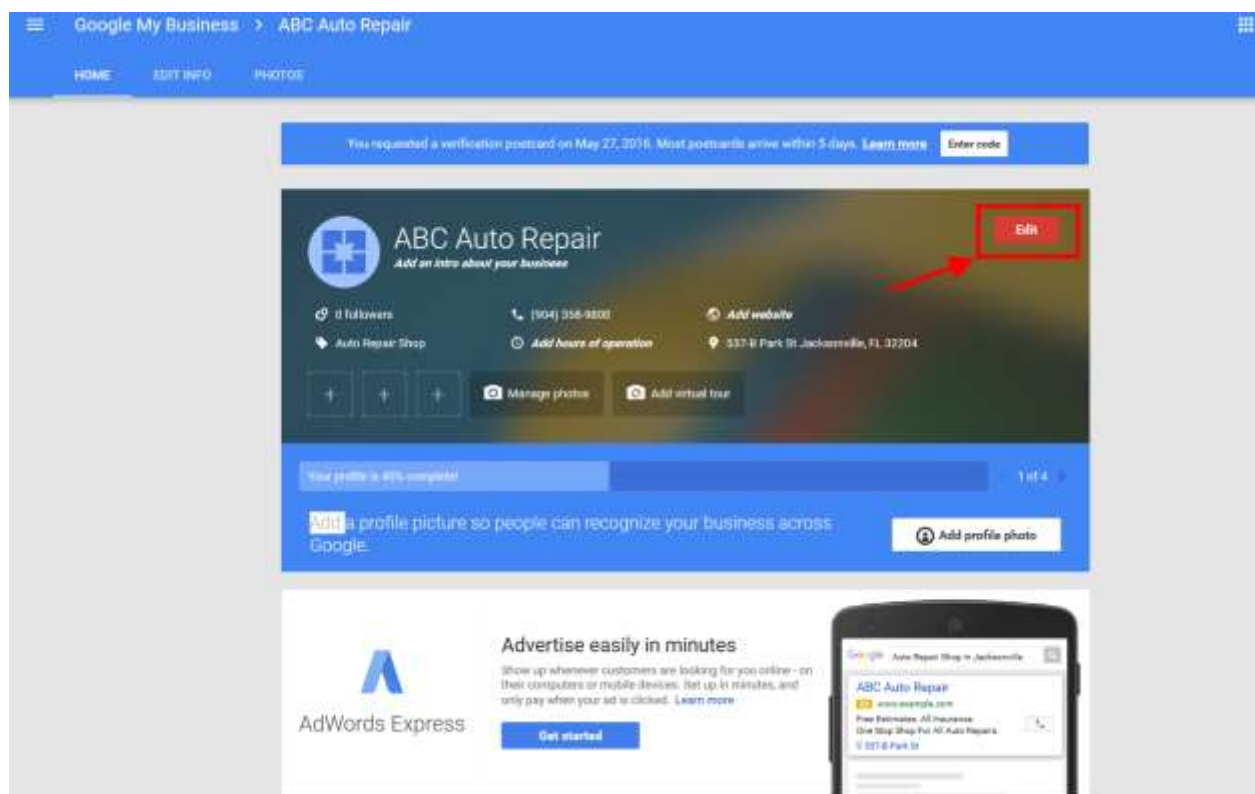
**Note:** In the sample page above, you may see that the profile is already partially complete.

Many to most of your clients will not have claimed their page or added any (or many) details, images, etc.

**Do NOT assume that, just because the data or images are on their page, that the info/images are accurate.**

It's **VERY IMPORTANT** that you go through every bit of detail and add/edit/delete any and all appropriate and pertinent information.

**Step #2:** As per the screenshot below, click on the “Edit” button:



Now, proceed through the setup to make sure that each section of the Google My Business listing page is properly and completely optimized.

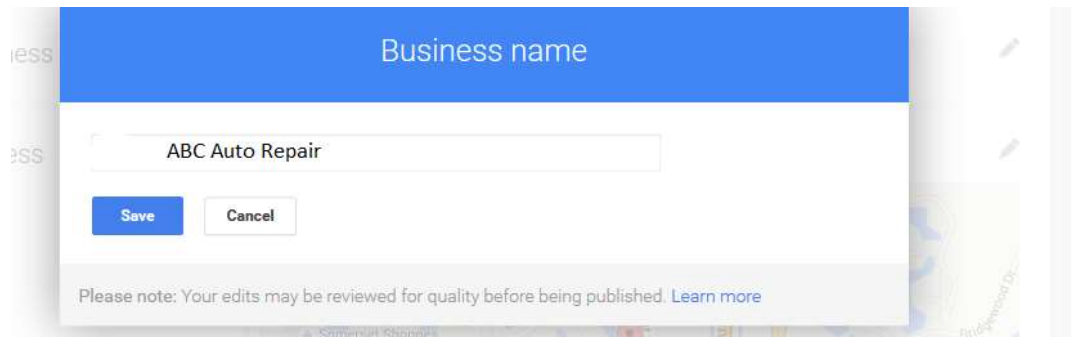
**Step #3:** Once you've clicked on the Edit button, you will be on the GMB page, ready to begin editing your page (or your client's page). Simply go down the list and add or edit the information required.

The screenshot shows the 'EDIT INFO' tab of a Google My Business profile. At the top, a blue banner indicates a verification postcard was requested on May 27, 2016, with a progress bar showing '45% completed' (highlighted by a red arrow). Below this, the 'Complete your business information' section contains several fields, each with a red arrow pointing to it:

- 1 Business name:** Currently set to 'APC Auto Repair'. A note below states: 'You cannot edit your business name until you verify your business.'
- 2 Address:** Currently set to '537 B Park St Jacksonville, FL 32204'. Below the address is a map of Jacksonville, FL.
- 3 Contact info:** Includes fields for 'Phone number' (currently '(904) 358-9800') and 'Website URL' (with a link to enter the URL).
- 4 Category:** Currently set to 'Auto Repair Shop'.
- 5 Hours:** A link to 'Click to enter hours of operation for your business.'
- 6 Special hours:** A link to 'Click to add holiday, seasonal, or other irregular hours to let potential customers know you're open or closed.'
- 7 Introduction:** A link to 'Click to add an intro about your business.'

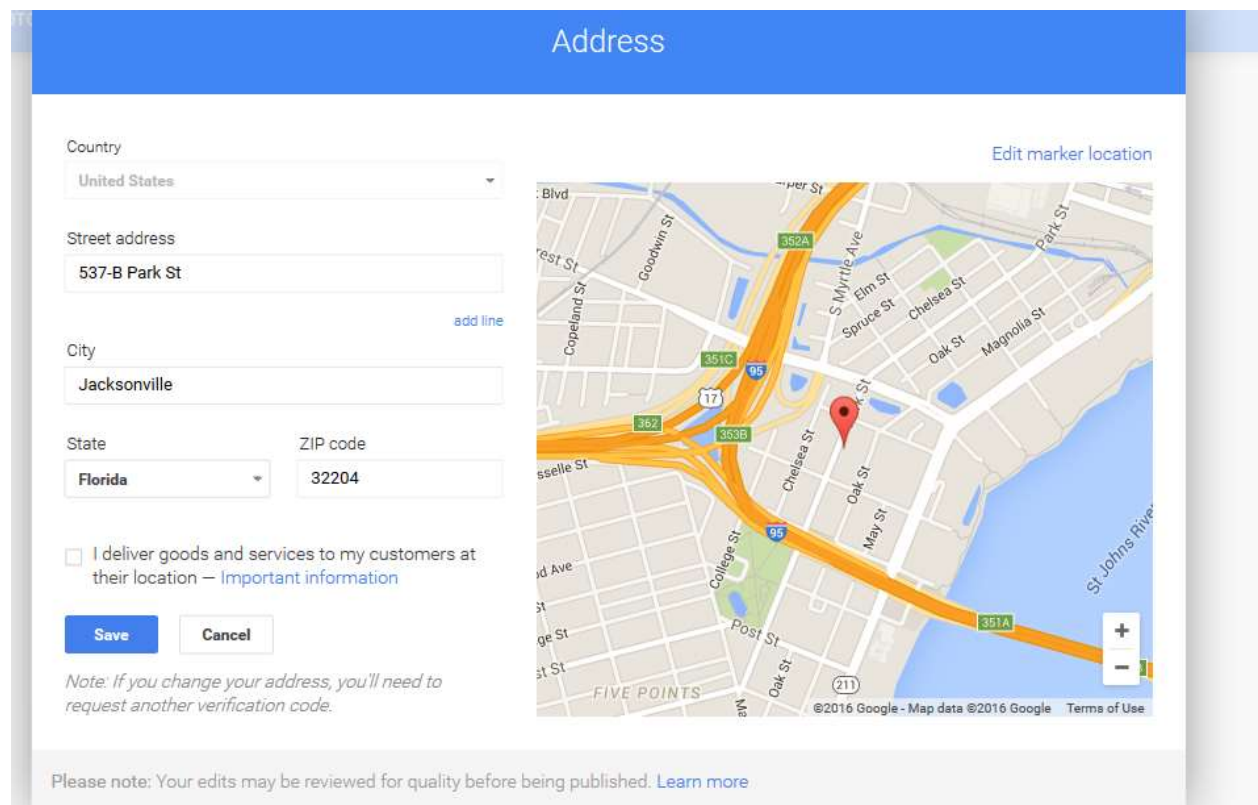
At the bottom of the form is a blue 'Done editing' button.

## 1. Business Name:



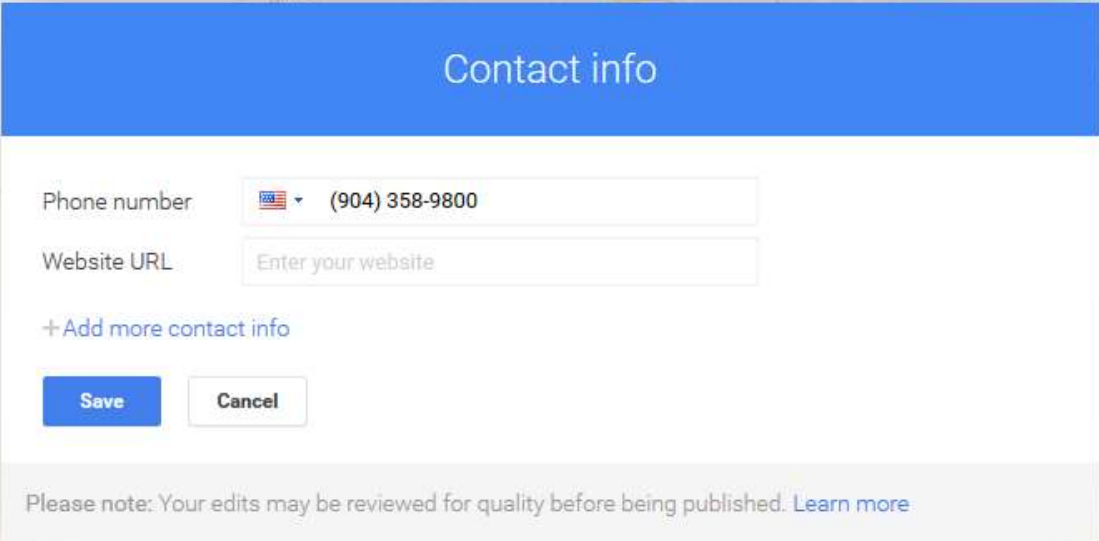
A screenshot of the 'Business name' form in Google My Business. The form has a blue header with the text 'Business name'. Below the header is a text input field containing 'ABC Auto Repair'. Underneath the input field are two buttons: 'Save' (blue) and 'Cancel' (white with a grey border). At the bottom of the form, there is a note: 'Please note: Your edits may be reviewed for quality before being published. [Learn more](#)'. The form is overlaid on a map background.

## 2. Address:




A screenshot of the 'Address' form in Google My Business. The form has a blue header with the text 'Address'. On the left side, there are several input fields: 'Country' (a dropdown menu showing 'United States'), 'Street address' (a text input field containing '537-B Park St'), 'City' (a text input field containing 'Jacksonville'), 'State' (a dropdown menu showing 'Florida'), and 'ZIP code' (a text input field containing '32204'). There is an 'add line' link next to the street address field. Below these fields is a checkbox labeled 'I deliver goods and services to my customers at their location' with a link to 'Important information'. At the bottom of the form are 'Save' (blue) and 'Cancel' (white with a grey border) buttons. A note at the bottom reads: 'Note: If you change your address, you'll need to request another verification code.' On the right side of the form is a map showing the location of the business, with a red pin marker. The map includes street names like 'S Myrtle Ave', 'S Elm St', 'S Spruce St', 'Chelsea St', 'Oak St', 'Magnolia St', 'May St', 'College St', 'Post St', and 'FIVE POINTS'. There are also highway markers for 362, 362A, 361C, 363B, 95, and 361A. The map is credited to '©2016 Google - Map data ©2016 Google' and includes a 'Terms of Use' link. The form is overlaid on a map background.

### 3. Contact Info



A screenshot of a 'Contact info' form overlay. The form has a blue header bar with the title 'Contact info'. Below the header, there are two input fields: 'Phone number' with a dropdown menu showing a US flag and the number '(904) 358-9800', and 'Website URL' with a placeholder text 'Enter your website'. Below these fields is a link '+ Add more contact info'. At the bottom of the form are two buttons: 'Save' (blue) and 'Cancel' (white). A footer note at the bottom of the overlay reads: 'Please note: Your edits may be reviewed for quality before being published. [Learn more](#)'.

Contact info

Phone number  (904) 358-9800

Website URL Enter your website

[+ Add more contact info](#)

[Save](#) [Cancel](#)

Please note: Your edits may be reviewed for quality before being published. [Learn more](#)

### 4. Category:

Category

Categories describe what your business is, not what it does or what it sells.

Correct examples:

Italian Restaurant

Pet Supply Store

Wedding Photographer

Incorrect examples:

Pizza & pasta

Pet food and toys

Photos for events

Hide

Auto Repair Shop

Q

Primary

Auto Body Shop

Q

X

Auto Dent Removal Service

Q

X

Auto Electrical Service

Q

X

Auto Radiator Repair Service

Q

X

+Add another category

Save

Cancel

Please note: Your edits may be reviewed for quality before being published. [Learn more](#)

## 5. Hours

Hours

Weekdays

9:00 am

–

9:00 pm

X

+Add another set of hours

Save

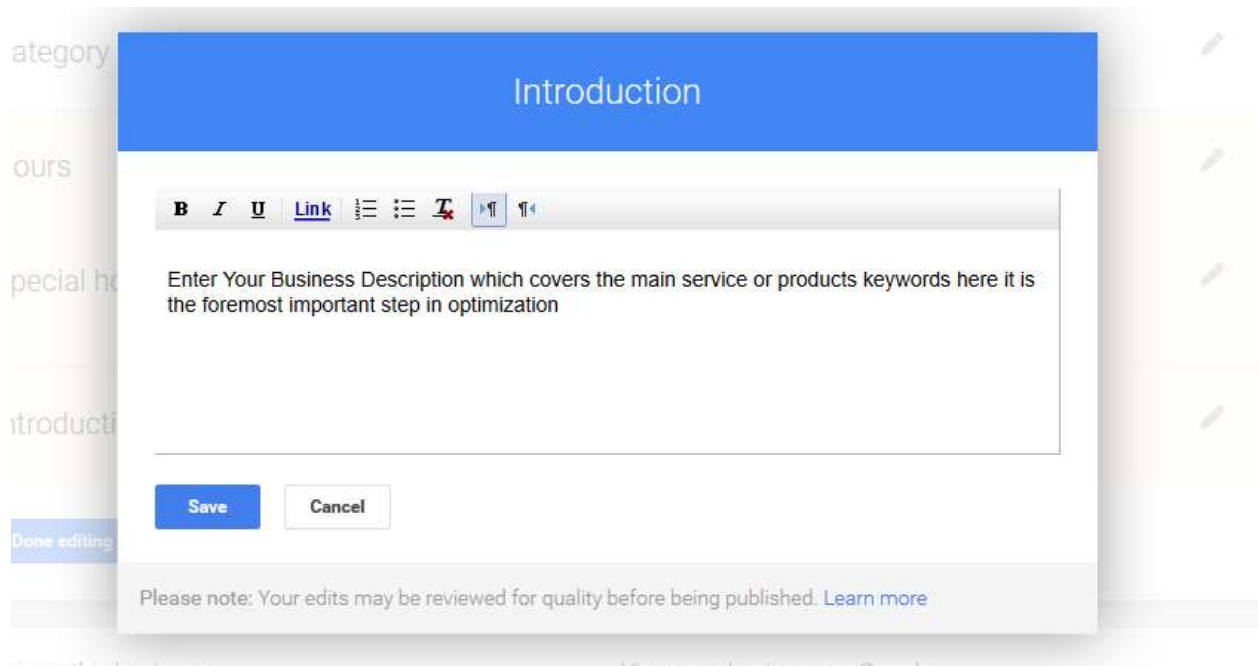
Cancel

Help

Please note: Your edits may be reviewed for quality before being published. [Learn more](#)

## 6. Introduction:





**VERY IMPORTANT: It is CRUCIAL that this information is completely accurate.**

The **COMPLETE** and **ACCURATE** details of Name, Address and Phone number (also known as NAP) are necessary for Snack Pack/3 Pack ranking possibility.

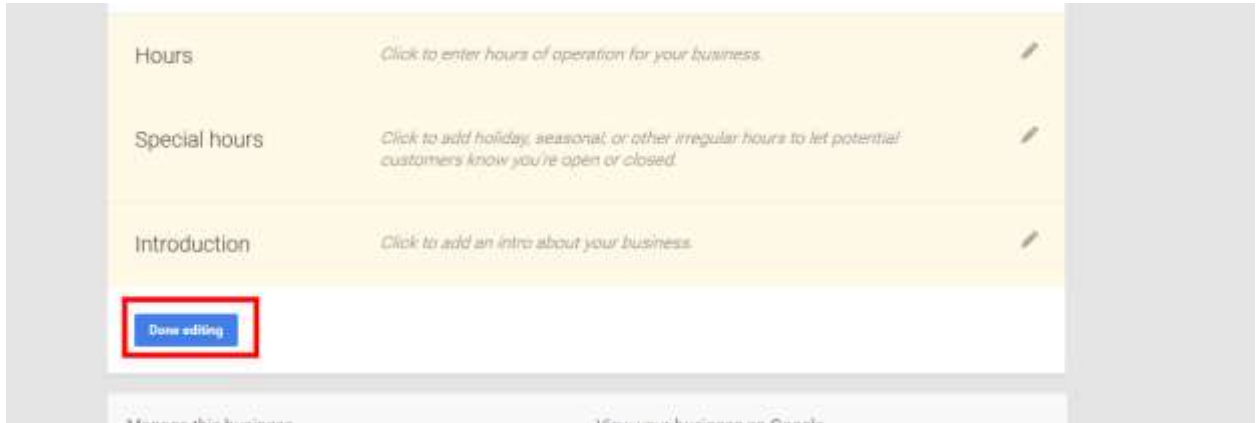
While this program does not deal specifically with ranking sites, it **IS** vital that **ALL** details are 100% accurate and complete – everywhere they are posted on the internet.

**These complete and accurate details are part of what Google's algorithm uses when a Google My Business page is ranked above other pages.**

These details are only PART of the information that Google utilizes in the ranking process. Another important aspect in ranking is the local citations for each business.



**Step #4:** Once the editing is complete, spend some time to go through all of the details again, to make sure it's all accurate. When you're satisfied, click "Done Editing".




When these edits are completed, many people think that their job is done. This error in thinking gives us the competitive advantage because WE know that there's still lots more that can be done for ourselves and our clients.


When you click on "Done Editing", you're delivered to the option for more optimization. Photos is the first stop.


You requested a verification postcard on May 27, 2016. Most postcards arrive within 5 days. [Learn more](#) [Enter code](#)

### Identity photos

What are these?


1  Profile

2  Logo

3 


Add at least 3 great interior photos to show customers what your business feels like inside. [See examples](#)

[Add one now](#)

4 


Add at least 3 great exterior photos to help customers recognize your business. [See examples](#)

[Add one now](#)

5 


Add at least 3 photos that are representative of the services you offer. [See examples](#)

[Add one now](#)

6 

Add at least 3 photos showing your management team and your employees. [See examples](#)

[Add one now](#)

7 

Add additional photos of your business that don't fit in any of the other categories. [See examples](#)

[Add one now](#)

1. Post the “Profile photo” created for yourself or your client

2. Upload the business logo

3. Add/edit any interior images – such as “rooms”, offices, people working, etc. 4. Add/edit any photos of the outside of your business location – such as the exterior of your building and any surrounding businesses, etc. 5. Add/edit image of you and your staff/team members, customers/clients/patients in their work environment. 6. Add/edit images of your staff.

**Important Tip Regarding Photos:** Many people get lazy at this point in the GMB page setup. (Which is great for us because WE know how important these steps are.)

**MORE** images are **FAR BETTER** than **FEWER** images – making it much easier to rank.

TIP: When adding/editing image details, make sure you use BOTH primary and secondary LSI keywords (**LSI keywords** are words or phrases that are semantically related to each other.

By making certain that the image is properly named, the little bit of extra work will go far in assisting yours (and your client’s) ranking (in the 3 Pack?) It is also possible that images will rank with Google.

**Step #7:** Once the images have been added and edits are complete, click on “home” in the upper left corner.



**Step #8:** You'll be redirected to Home page. Scroll down the screen to the next section – which will let you know if you're finished with the edits.

As long as you've followed all of the steps, your screen should read "100%".

If anything is not complete, you will find the information here. Click the links for any incomplete sections and finish them.

**Step #9:** Again, many people think that they're finished at this point. We know otherwise, right?

One more item to finish. Wait for the postcard to verify the business listing. (Call your client after about 5-7 days to see if they've received the postcard – let them know to call you the moment that they receive the card)

Enter the code into the GMB listing and the page is now complete – and verified. NOW, your work is done.

## **Disclaimer**

Google's algorithm (the rules and guidelines that determine which business listings they display at any given time to any given individual) may have changed since this document was published.

While the steps outlined above were working for us at the time we published this document, Google may have changed its procedures since then.