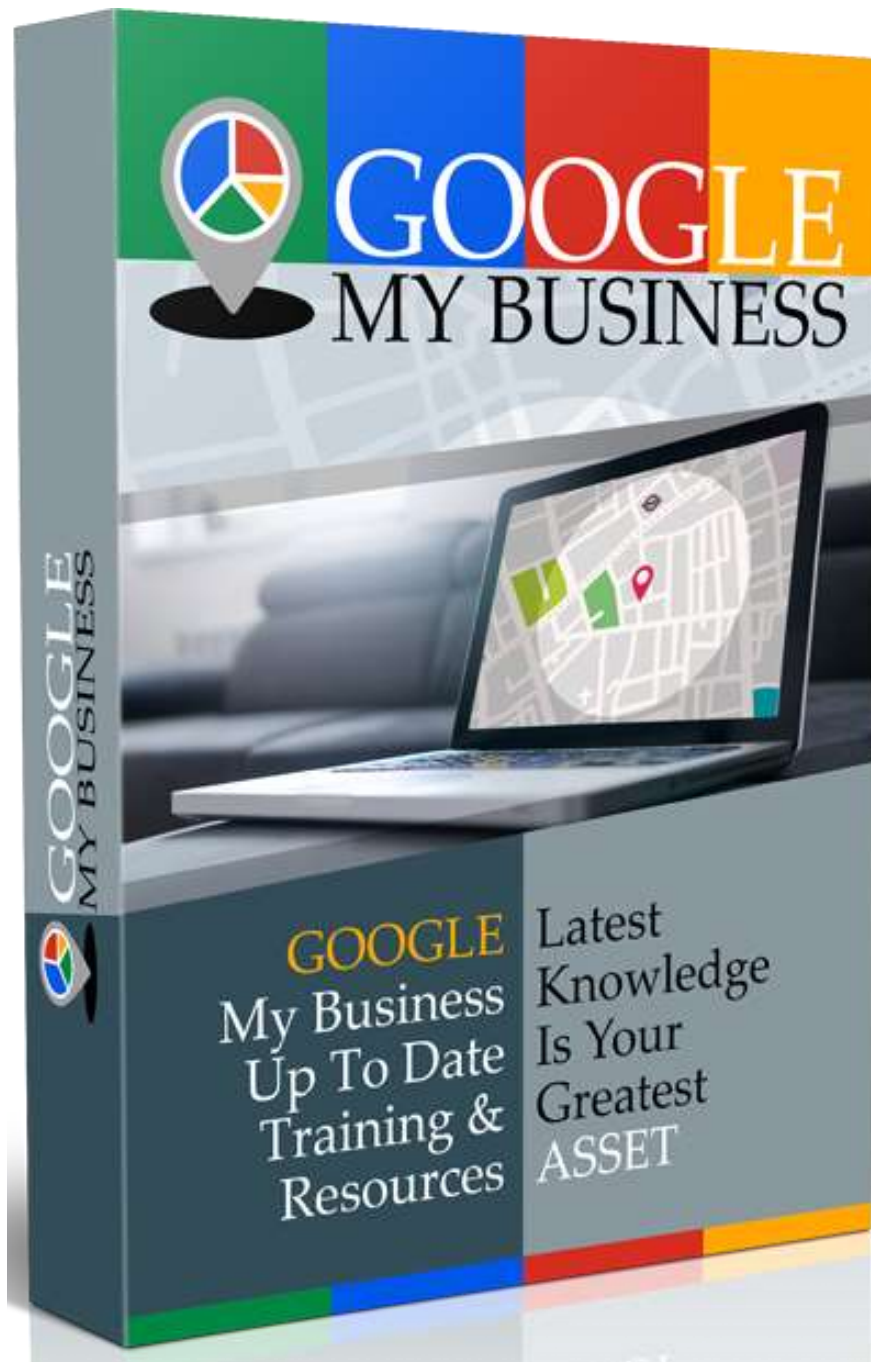


GOOGLE MY BUSINESS

Optimize Google My Business Dashboard



7 Important Things You Should Optimize on The Google My Business Dashboard

Any business owner who has a presence online needs to claim their Google My Business Page and complete their profile.

The Main Challenge? There's not a whole lot of flexibility in what you can do with your Google My Business profile.

Everyone advises the same thing: Complete your GMB profile and add 4 photos. So, what can you do with your Google My Business listing that isn't already being promoted? Here are 7 compelling ideas to do with your GMB profile to make your business stand out.

I. Get some Good Images of the Inside and Outside of Your Shop

Business Listings that are Online and have images of their business are Twice as likely to be deemed as being reputable, and these businesses will receive at least 35% more clicks.

It's a great idea to add an interesting and pertinent profile image for your GMB listing. Take a look at some of the tasteful Tinder images to get some ideas. You want your customers and potential customers to see you as a real person. It's unfortunate that business owners don't see the importance of adding relevant images to their listing. Google invites you to add a variety of types of images to your GMB listing.

Profile Photo

This image is designed to aid people in recognizing your business wherever it shows up on Google. Use the image that most closely defines your business, and make sure that the dimensions are 250 x 250 pixels.

Cover Photo

The Cover image goes on your Google+ page and should highlight the purpose of your business. A dentist might want to have photos of their attractive waiting room as a cover image. This cover photo should be 2120 x 1192 pixels.

Logo

Google has determined that everyone's logo must be square. So, if your logo is NOT square, you may want to alter the design a bit so that it fits in the small GMB 250 x 250 dimensions for the logo.

Preferred Photo

You are able to suggest the image that you wish to display beside your business name in the Google Search results and Google Maps.

You may also add photos that are specific to your business. The images that you choose should highlight the best of your business, and aid in differentiating your business in Google Search Results.

Here are some types of photos to consider adding:

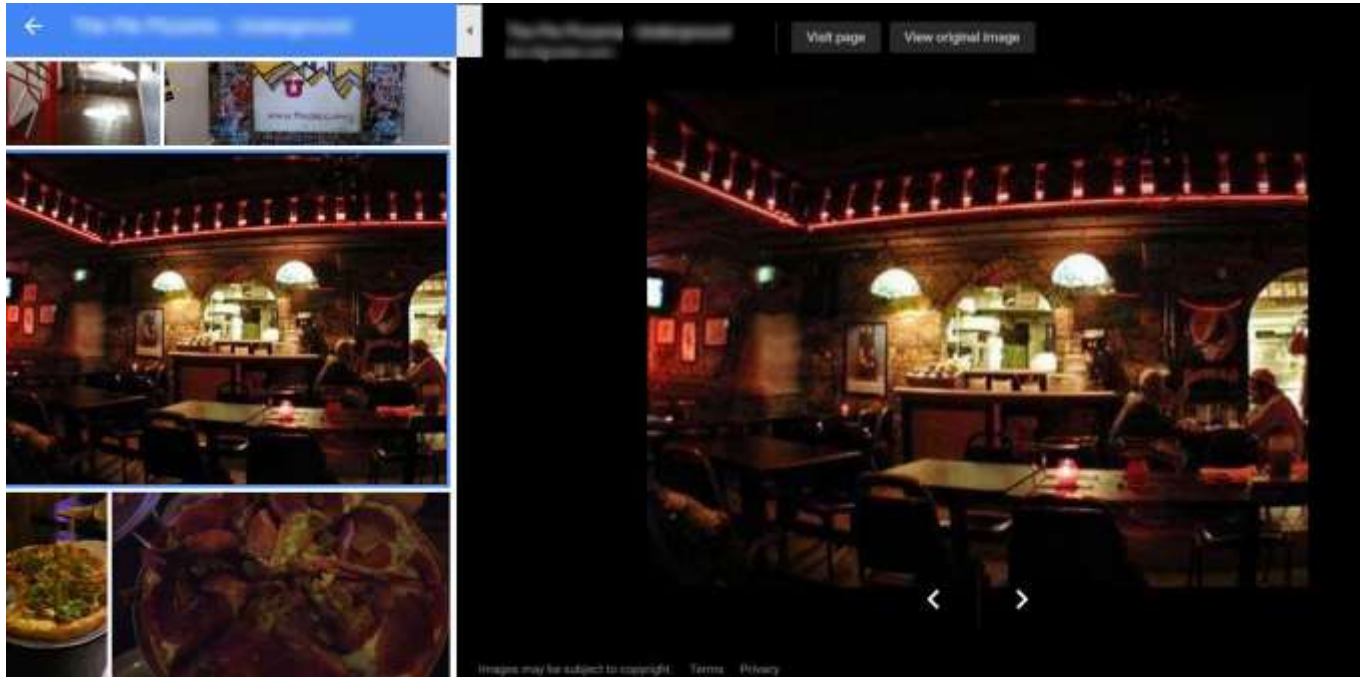
- **Exterior Photos**

The images you choose for the outside of your store will make it easier for your customers and clients to find you. To maximize the benefits of these images, it's useful to add shots of all different angles of approach to your business.



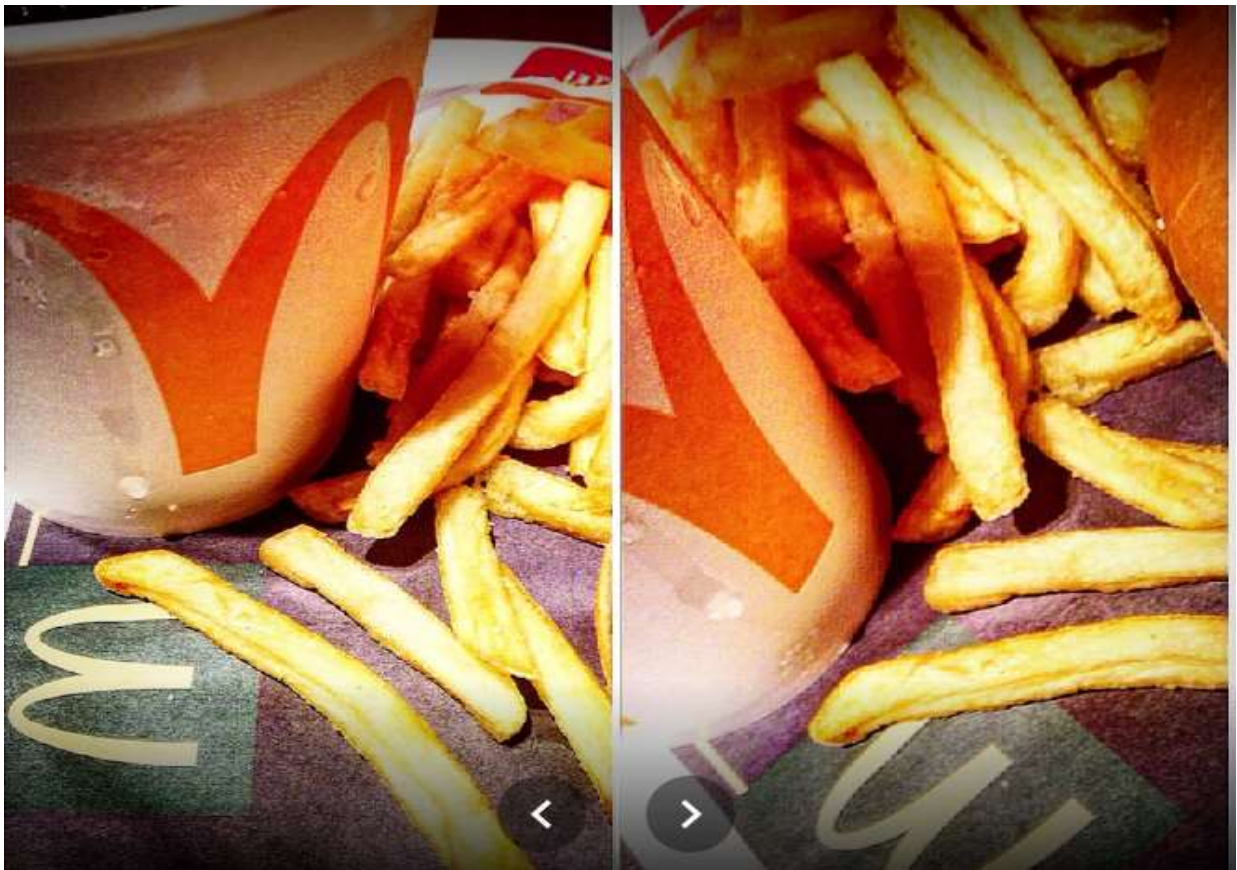
- **Interior Photos**

Show potential customers/clients what it feels like inside of your business. Put a spotlight on the ambiance.



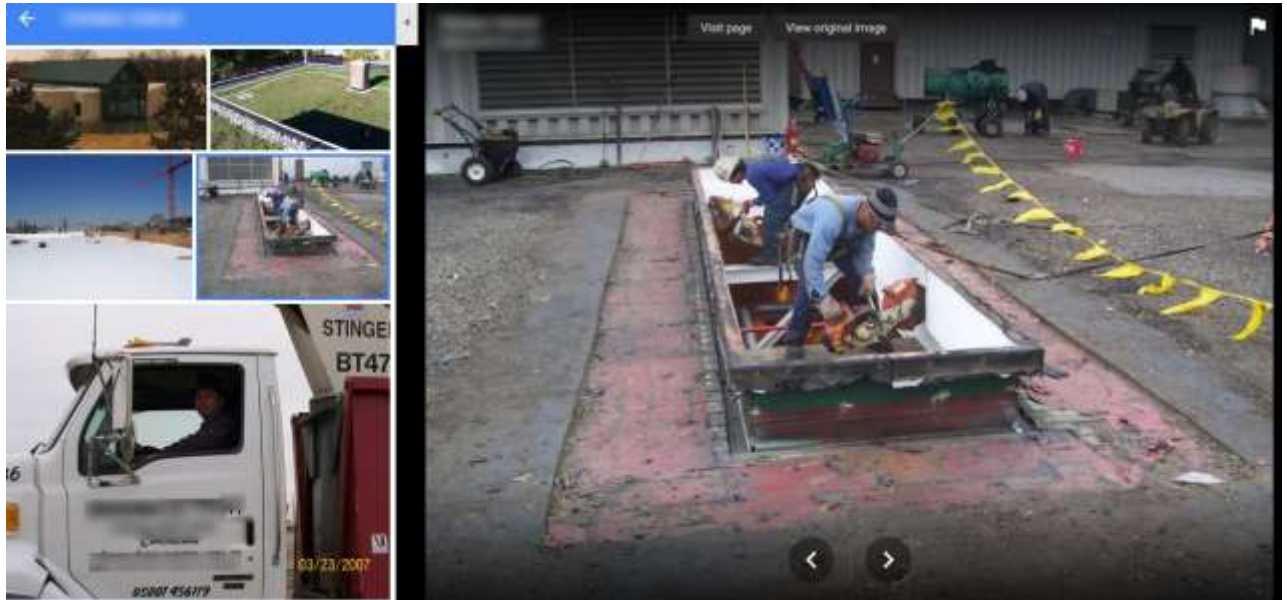
- **Product Photos**

If you sell products and/or services that can be displayed in an image, this will help your customers better understand what you do. Showcase the more popular items.



- **Photos at Work**

Any photos you can use to depict the type of work you do will be good to help your customers better understand you. Group photos of your staff assisting clients or teams working together on a project are useful.



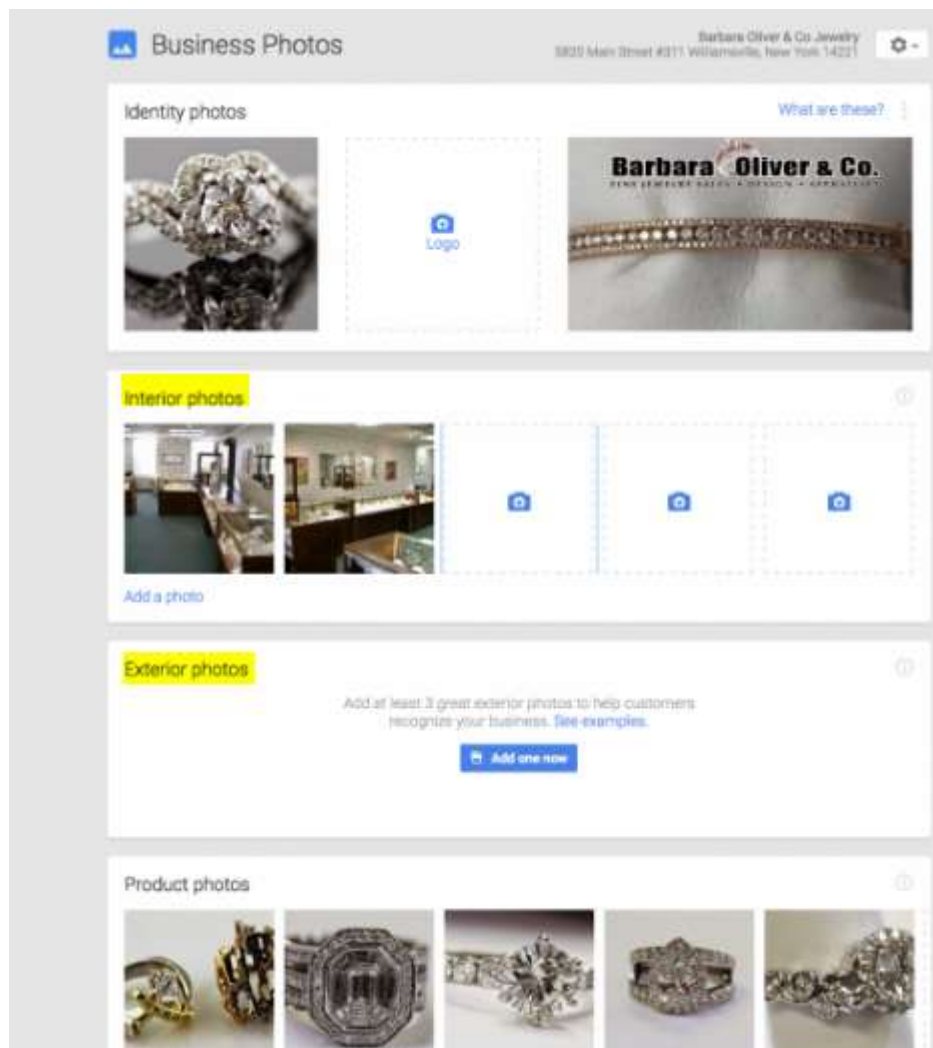
- **Team Photos**

Really highlight the personal aspect of your business by using candid shots, featuring various key people in your business interacting with your clients and customers.

- **Food & Drinks / Common Areas –**

If you are the owner of a service business such as a restaurant, bar, motel, resort or spa, it's advisable to also display images that highlight the specialized services you offer. A restaurant could display an image of their most popular main dish. Any image that shows off the best features will attract the appropriate patrons.

This shows where you add photos to your GMB profile in a variety of categories:



II. Hire a Google Trusted Photographer to take photos of your Business




It is possible to have your business photos in Google Maps shot in panorama. A panoramic view of your business will enable potential clients to get a great feel of your business – all 360 degrees of it. Such a display also makes it easier to spot your store from any approach. Giving such a clear image of your business also helps to fill your potential customers and clients with a great degree of confidence. Being able to provide



the best photos requires the technical skills and the right sort of equipment. That's why people choose the "Google Trusted Photographers". These photographers are very experienced with 360 degree panoramic cameras/images and will get the job done right.

Click [here](#) to learn more about hiring a Google Trusted Photographer.

REQUEST A PHOTO SHOOT

Trusted photographers and agencies are certified by Google. From the list below, find one near you to get started now. If your business is a hotel, request a hotel shoot.

United States  Filter by State/Region  Filter by City 

Agency			
Missy Stinson	Abilene	missy.stinson@gmail.com	+1 817 637 1339
 CS3Design Inc.	Akron	info@cs3design.com	+1 407 636 7053
Jason Edwards	Akron	jedwards@shootyour.com	+1 330 752 1245
 CS3Design Inc.	Albany	info@cs3design.com	+1 407 636 7053
Eric Wood	Albany	InsideThreeSixty@gmail.com	+1 518 852 4264

III. Use Adwords Location Phone Extensions

It is advisable to link your GMB and AdWords accounts to make certain that your clients and customers always get the proper local information through local extensions. These local extensions show your business phone number and address as well as other pertinent details like your star ratings and hours of operation. Another benefit of the ad extensions is that they will be displayed on mobile devices, in Google Maps, Google Search Partner Sites and Google Search Results.

By utilizing the AdWords Phone Extensions, anyone who searches for you with their cell phone can call you and immediately get directions to your business, or visit your website.

In the example below, one can get directions to the business location, call them with a tap, or go and have a look at the website.

28°

4:35



3.7 ★★★★★ 209 reviews · 4.9 km

Fast Food Restaurant



CALL



DIRECTIONS



WEBSITE

Fast-food chain known for its buckets of fried chicken, plus wings & sides.

Casual · Groups



1718, 1719 Road, Indira Nagar,
Bangalore, Karnataka 560028



Open today 11AM–11PM ✓



Menu  .co.in

IV. Google+ may be Integrated with Google My Business and used as an active Social Media Channel

It is definitely in the business owner's best interest to complete their Google+ profile. These pages have been proven to influence rankings and indexing. Business owners have also improved the possibility of acquiring very targeted customers from Google's organic search when their Google+ business page is present.

It is very important to the health and welfare of your business that you have a fully-completed Google+ page. Your GMB page may be connected to your Google+ page. Once they are connected, all of your Maps reviews, hours of operation and business address will automatically be added to your Google+ page. You are also able to access and manage your Google+ page from your Google My Business profile.



There is a small check mark next to the profile image on the Google+ page. It certifies that the business is a verified local business.

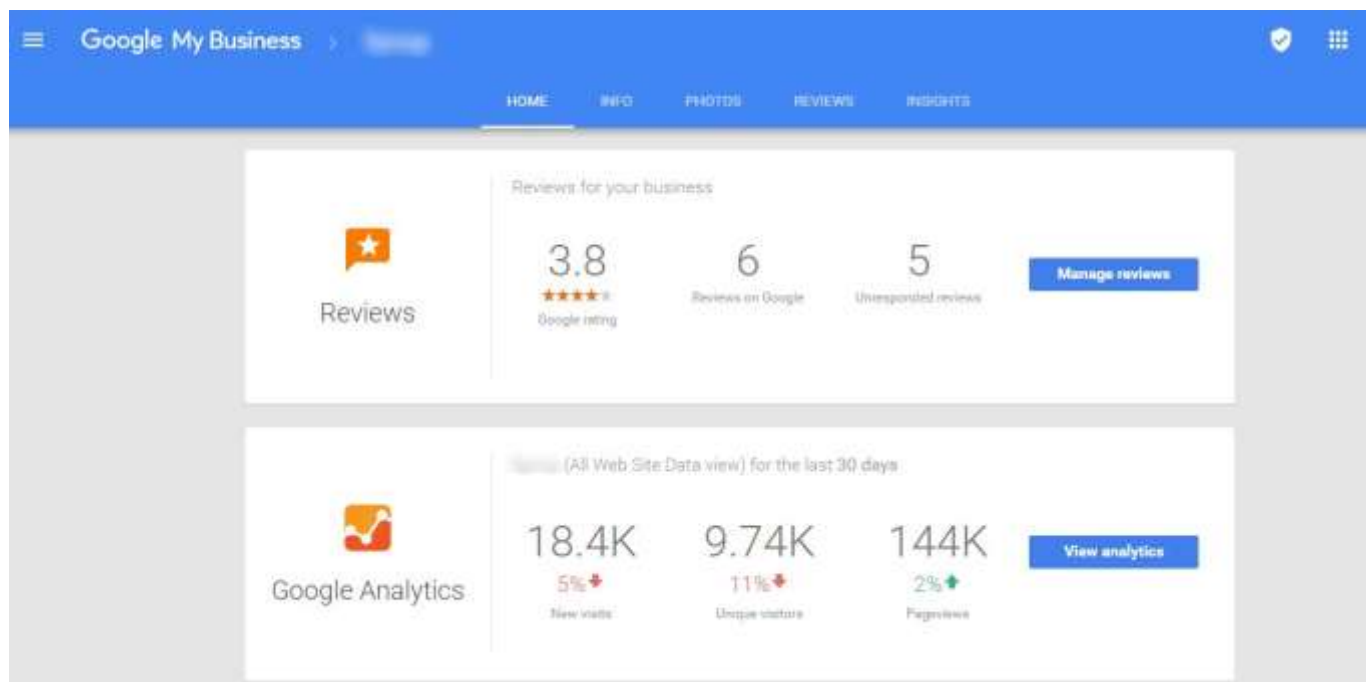
V. Interact with your Google Reviewers

An estimated 88% of consumers seek out reviews prior to making a purchase. It's equally important to respond to both positive and negative reviews. Having both types of reviews lets the readers know that you are real; and, depending on your response, it can raise the trust level significantly.

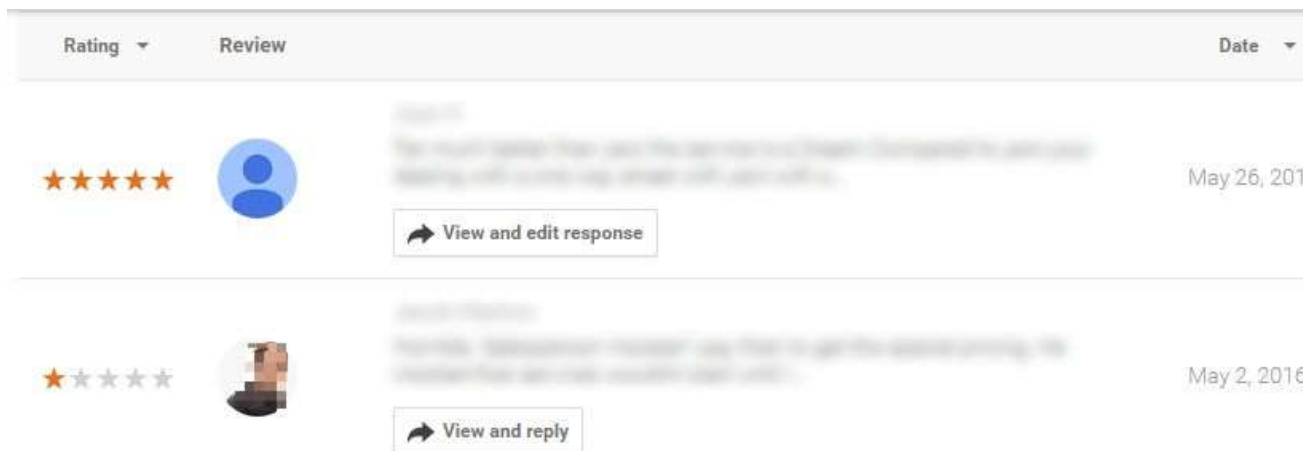
You want as many reviews on your Google Business Listing as possible. It gives you plenty of testimonials that may be used in marketing your business; it greatly improves the visibility of your business on Google; and, you get to learn a lot about your customers and clients.

Using your Google My Business account, it's much easier to manage your reviews. You are able to see your reviews and ratings, and acknowledge and reply to these reviews. Simply follow the steps here to see how to manage your reviews from your GMB dashboard.

From the homepage of your GMB, click the link for “Manage Reviews” in the Reviews section.



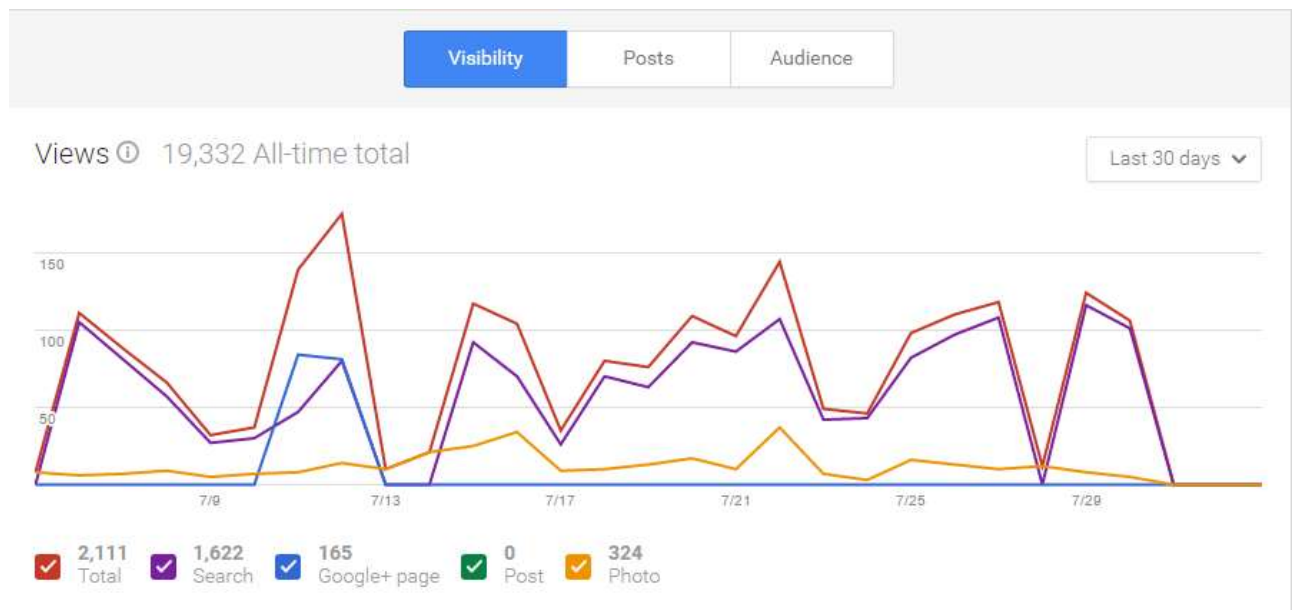
- Next, click on “View and edit response”. From here, you can respond to a review, edit, and delete reviews.



VI. Use the Insights gained from your Google My Business Page to Optimize your Business Profile

A great way to understand more about the people who interact with your business on Google is through the Insights that show up in the Dashboard of your GMB page. Here, you will see how many clicks, views, and what the reach is of any post on your Google+ page. You will also see the stats about where people are coming from – based on their searches for driving directions as well as the numbers of people who have clicked on your phone number – listed on Google Maps.

The results show up on your Insights Board. It is very important to utilize these Insights for optimizing your business listing. If there are large numbers of people looking for directions to your business, it may be that the address in your listing is not clear enough.



VII. Your Google Reviews may be embedded on your Website

Customer reviews displayed on your website do some very good things for your business. They help to boost your SEO because of the “user generated content”. Having reviews also goes a long way to boosting consumer confidence in your company.

There are several ways available for you to invite your customers to leave reviews for you on your website.

- You may Install a [widget](#) that will let you display customer reviews on your website. Using this widget, you may select the reviews that you wish to have displayed, and in what manner, by embedding the widget on your site.
- Another wonderful tool, so very simple to use, is [The Review Portal](#). You create a review link that may be shared in email or text messages, or in social media.

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.