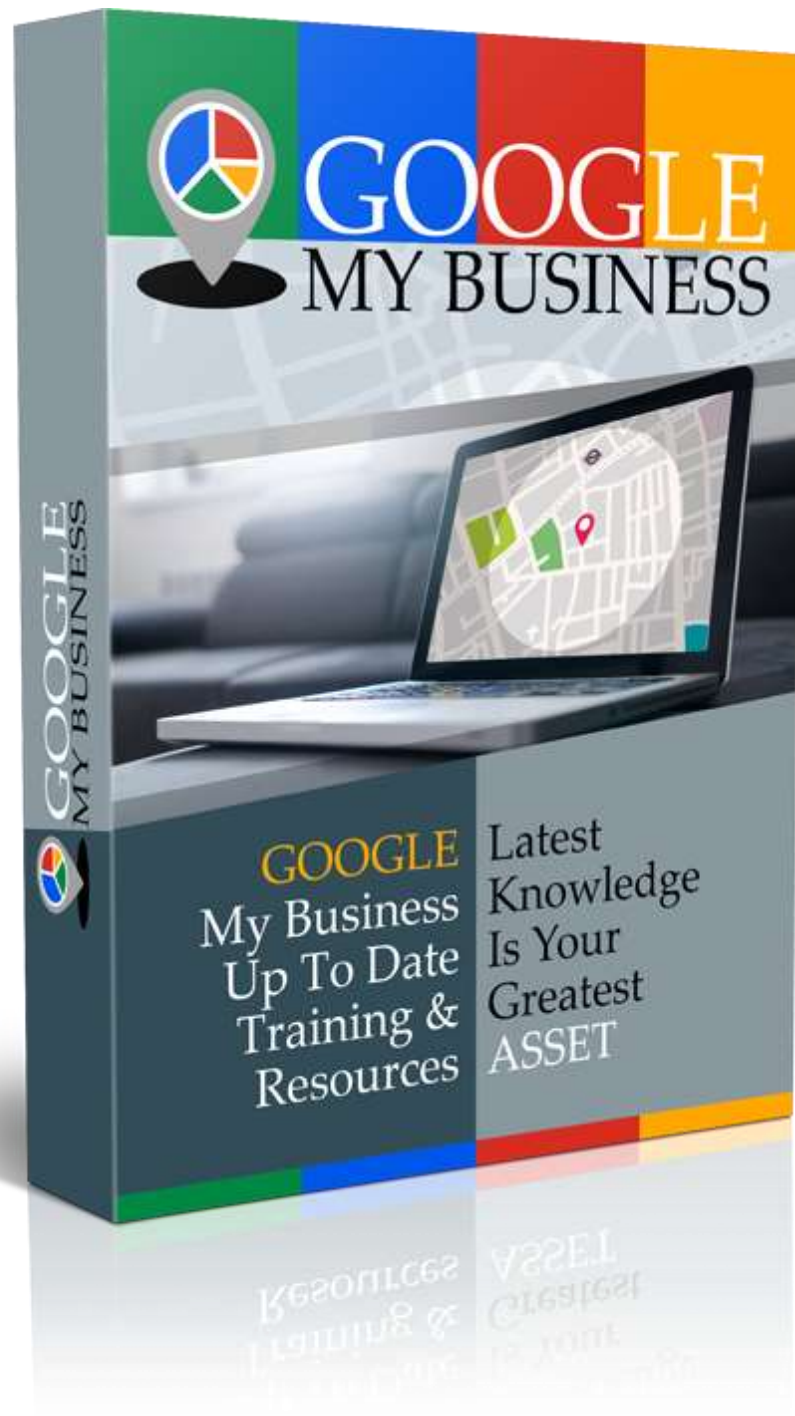


GOOGLE MY BUSINESS

Introduction



Introduction

Google My Business is Google's new, user friendly tool to aid small business owners in getting some "Google Love" in their search engine rankings. By making use of the **Google My Business** information, it is possible to **increase business' online presence**, by providing valuable information to customers and interacting with fans of the business, and all from the convenience of a hand held device, most notably, the cell phone.

When a prospective customer searches for a business, it's also more useful if a map of the business location popped up for them to view, followed by the business hours and all of the customer reviews.

With a *verified* **Google My Business** listing, those are just a few of the things that can be accomplished by being listed with **GMB** (*Google My Business*). In this training, we will be reviewing some of the most valuable features of **Google My Business** and how it relates to the local business owner.

The Advantages Being Listed In GMB

According to **Google**, at least 50% of cell phone users searching for local businesses will visit that business within a day of their search and of those, 18% will actually make a purchase.

Doesn't this sound like something that can be a great addition to your business and something that your business should be a part of?

You bet it does, and **GMB** has even more to offer.

Here's 10 Important Advantages To A Verified GMB Business Listing:

- Firstly, it is completely free. As in – *NO CHARGE*.
- It is the ultimate Business Directory online and includes all the pertinent business information that is instantly and easily accessible to your current and/or potential customers.
- All of the information in your verified listing is clickable. Customers may click your phone number to call you direct from their mobile phones, or tap your domain name and be redirected to your website.
- All of the information is properly displayed on any device, including smartphones and tablets.
- It's available to both local and online businesses.
- You can, and are encouraged to post photos and videos about your business or services directly to your listing page.
- You have access to Google metrics that will show you how many people are looking for your business and finding your site.
- Your listing also drives traffic to your website.
- Customers can read **and** add their own reviews.
- And you work from one centralized dashboard, with access to Google+, Insights, Reviews, Hangouts and Google Analytics plus any other tools Google has available.

Why GMB Is So Important to Local Businesses:

There are a great many options to aid you in promoting your business online whether through directories or any of the social media sites, but it can be very challenging and confusing for small business owners who have limited resources and little, if any, knowledge or the "how to" to be able to choose the best way to allocate their time, money and efforts.

In order to maximize your expenditures and efforts, it is vital that you weigh all the benefits of using various platforms against your specific business requirements, considering such criteria as "how many people can be reached?" and "is your target audience aligned with the ideal customer you want to attract?"

Regardless of your goals, the one most important platforms that a local business should *not* overlook is "**Google My Business.**"

Once known as Google Places, **GMB** offers a the best single location to list all of your business information, while displaying images and videos of the business...

Plus, it also helps your local business to appear in search engine results, maps and Google+ pages and searches.

Why Google? Because it is where people will go to find **your** business!

Google [eBiz/MBA](#) Rank estimates there are in excess of over **1,600,000,000** unique visitors every month:

- [Google is the most visited digital media property online](#)
- [92.59% of mobile, worldwide searches use Google](#)
- [66% of desktop searches are through Google](#)

Here are more compelling statistics for local businesses:

- 4 out of 5 consumers use search engines to find most all local information
- 50% of local mobile searches resulted in a store visit within a day of the search, and
- 34% of computer & tablet searches also resulted in a store visit

Google My Business listings differ from actual website visits because they offer more opportunities to appear in multiple locations within the general search results.

Plus, when your website is Search Engine Optimized (*aka "SEO"*), this can help your website move up in the search rankings, mainly because Google gives **GMB** pages an extra boost via better, and more impactful placemen on the search engine results pages, (*aka "SERPs"*) plus inserts them in other frequently used Google tools such as [Google Maps](#).

Additional Ways That Google My Business Is An Indispensable Tool For Local Businesses:

You, or any business is in charge of the information entered, making certain that all of the information is **correct** and also **consistent** across all the listings. That is probably the most important contributing factor in aiding a business climbing to the enviable "top" of Google Local Searches.

Since Google is considered a "high value" Directory, when you claim your business listing, you need to make certain that every

citation (listing) for your business contains the **EXACT SAME INFORMATION**.

Even small differences such as using South Main Street on one listing and S. Main St. on another directory **will have adverse effects** on your site's listing and resulting rank.

GMB also gives you the opportunity to shine a light on your business or company offers in a positive manner.

You can highlight details such as menus, product lists, business hours as well as accepted showing acceptable methods of payment to other special features like photos, videos and reviews.

And since **Google My Business** pages give your business a wide variety of tools, you can use them to attract and educate local customers, as well as add coupons and other special offers.

GMB Pages also allow you to **learn more about your customers** via the additional analytics on the various platforms, such as Google Maps, and also allows you to learn more about the people who are searching for and finding your business.

For instance, when someone requests directions to your location from Google Maps, you can see the location where the request originated. This info could be very useful should you want to add a new location or offer special services to other areas.

You can also use a correctly verified local listing to **maximize your resources**. You want to get the highest return for each dollar you spend on your marketing, so it's important to consider the best platforms that give you the most reach among all your current and potential local customers.

Directory listings in sites like Yellow Pages, Yelp, Manta, Superpages and such may also be useful to help you evaluate all

your options and take smart steps to achieve the highest visibility in your local area and in searches on Google.

Next, We Will Create Your GMB Listing:

If you've made it this far, you must be ready to set up your **Google My Business** listing, so let's get started.

To begin, go to Google's New Business Page. You can follow along with the images below.

Go to either/or:

<https://www.Google.com/mybusiness>

<https://www.Google.com/business>

Free Business Listing on Google | Google My Business – Go...

<https://www.google.com/business/> ▼ Google ▼

Discover how your business can capitalize on Google My Business's free ... Get your business hours, phone number, and directions on Google Search and ...

You've visited this page 4 times. Last visit: 5/31/16

Google My Business

Use Google My Business to put the right info about your business ...

Google My Business Help

Official Google My Business Help Center where you can find tips ...

Get on Google

New - It only takes 3 steps to get your business on Google ...

FAQs

Here are answers to common questions about Google My ...

Verify a local business

Verify a local business on Google Business on Maps. Once you ...

Edit your business information

Edit your business information. The information you provide ...

[More results from google.com »](#)


Google My Business **If you have a gmail address, click SIGN IN ==>** [SIGN IN](#) [START NOW](#)

[Home](#) [Benefits](#) [How It Works](#) [Success Stories](#) [Resources & FAQs](#)

Show people you're open for business.


Get your business hours, phone number, and directions on Google Search and Maps — with Google My Business.

[START NOW](#) **<==Or, START NOW**



BENEFITS

Make sure your business info is accurate.



The next screen is the login area. If you already have a Google account (gmail address) you may go ahead and login or you will need to create a NEW gmail address and log in.



One account. All of Google.

Sign in to continue to Google My Business

A sign-in form with a grey circular profile icon placeholder at the top. Below it is the text "Sign In" in red. Underneath is a text input field with the placeholder text "Enter your email" and a small icon of a person with a plus sign on the right. Below the input field is a blue button with the text "Next". At the bottom right of the form is a link that says "Need help?".

Or ==> [Create account](#)

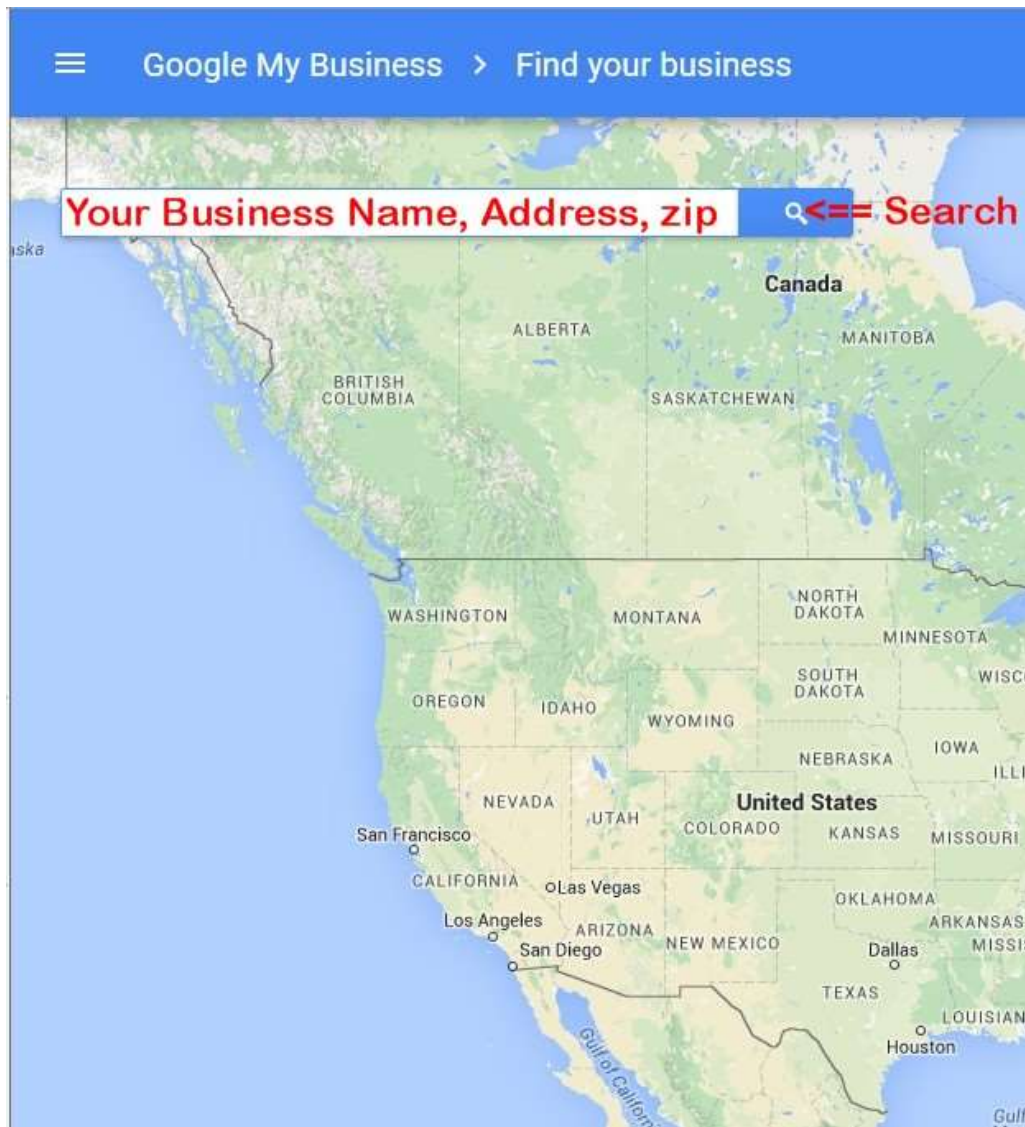
One Google Account for everything Google



You will now be directed to the "**Find your business**" page.

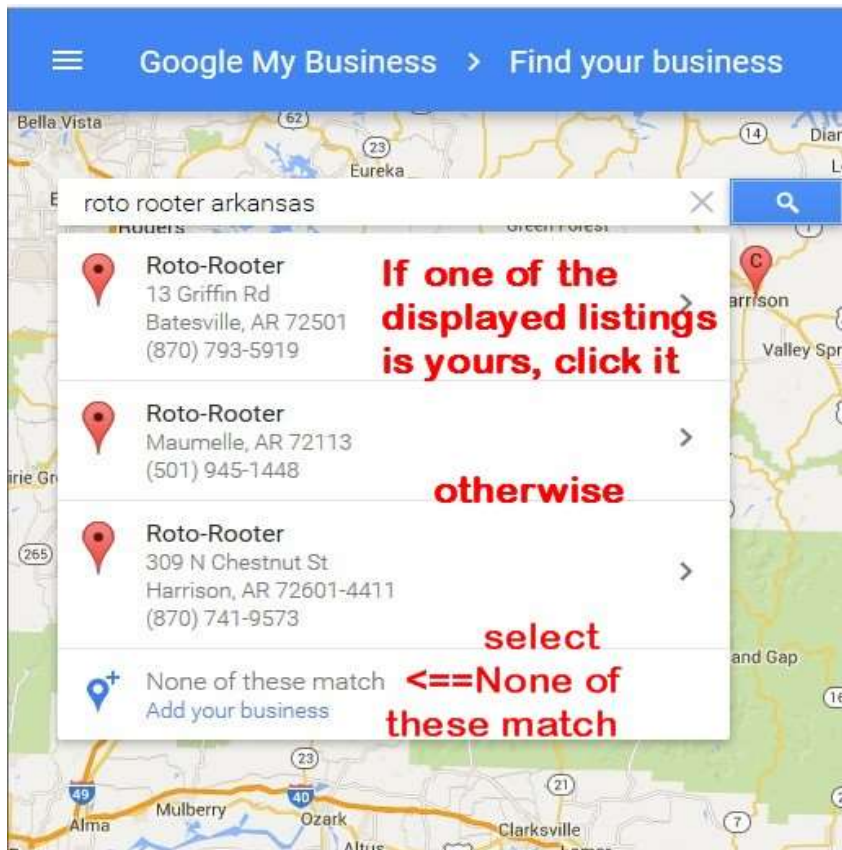
Setting up the **Google My Business** Listing:

In the search box shown below, Enter Your Business Name, address and postal code/zip code, then click on "Search" (The Map that is displayed will be determined by the part of the world you are located in)



Enter your **Business Name and Address** and click on “Search.”

Google will then display business listings which may be similar to your business name and address. If your business information is already listed, **click on it**.



If your business name and address are **not** listed in the search results, click "**None of these match**" to add your business...

Then click on "I've correctly entered the name and address" and continue...



Enter all your business details in the form.

Google My Business > Add your business

Business name
Fill in all business details - complete and accurate

Country / Region
United States

Street address

City
Enter the full city name

State ZIP code
Please select

Main business phone
US

Category
Enter a category

☒ I deliver goods and services to my customers at their location — Important information
<= If you go to your customers

Back Continue **<= Continue**

After clicking "continue", you will be asked if you deliver goods and services to your customers at their location, such as a plumber, or if customers come to your location, like a dentist.

Choose whichever (or both) option is most suitable, as well as how far out (miles) your business will reach.

You must choose whichever one is suitable for your business.

Google My Business > Add service area

I deliver goods and services to my customers at their location
— Important information

☒ Yes ☐ No **Deliver to your customers?**

My business delivers goods & services to customers within this area:

enter region, city or zip

☒ Region, City or ZIP code

OR, how many miles from your location

☒ Within mi of my business

☒ I also serve customers at my business address
Do you also serve people at your address

Google My Business > Confirm your business

To manage this business on Google, verify this information.

Your Business Name
Street Address
City, State ZIP
area code phone number

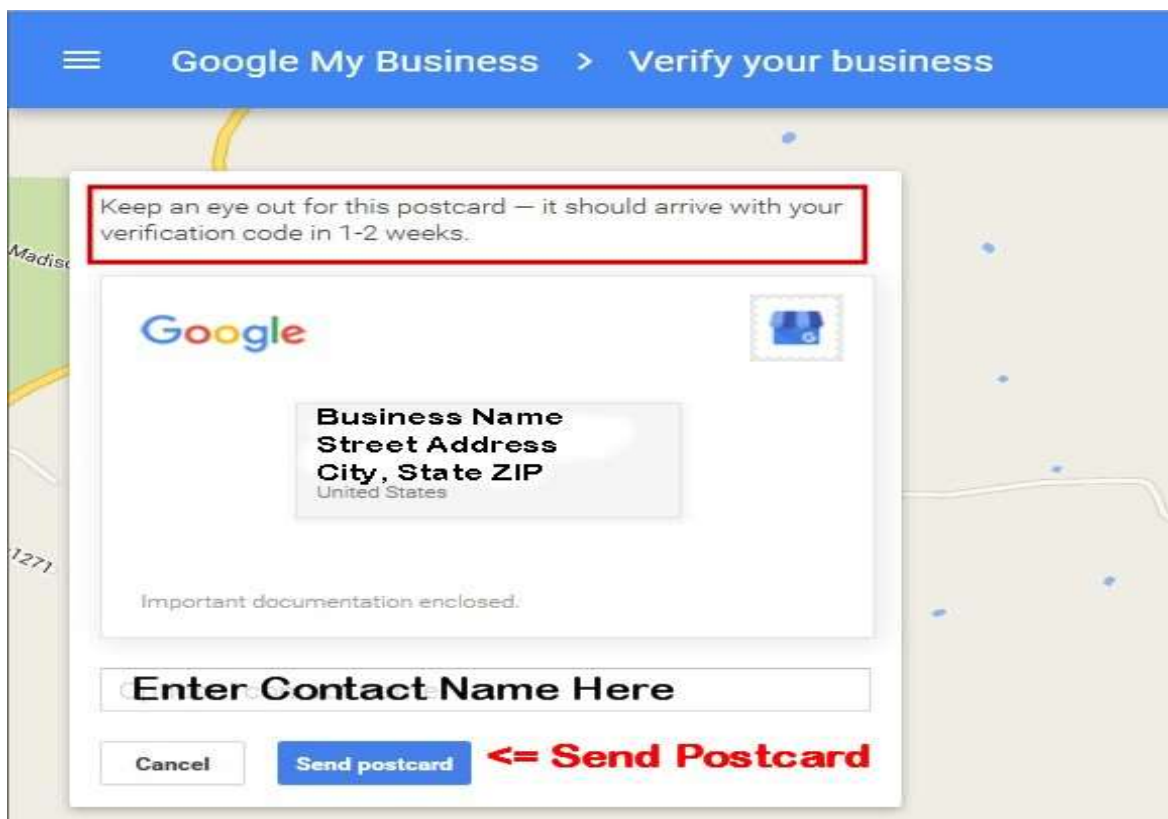
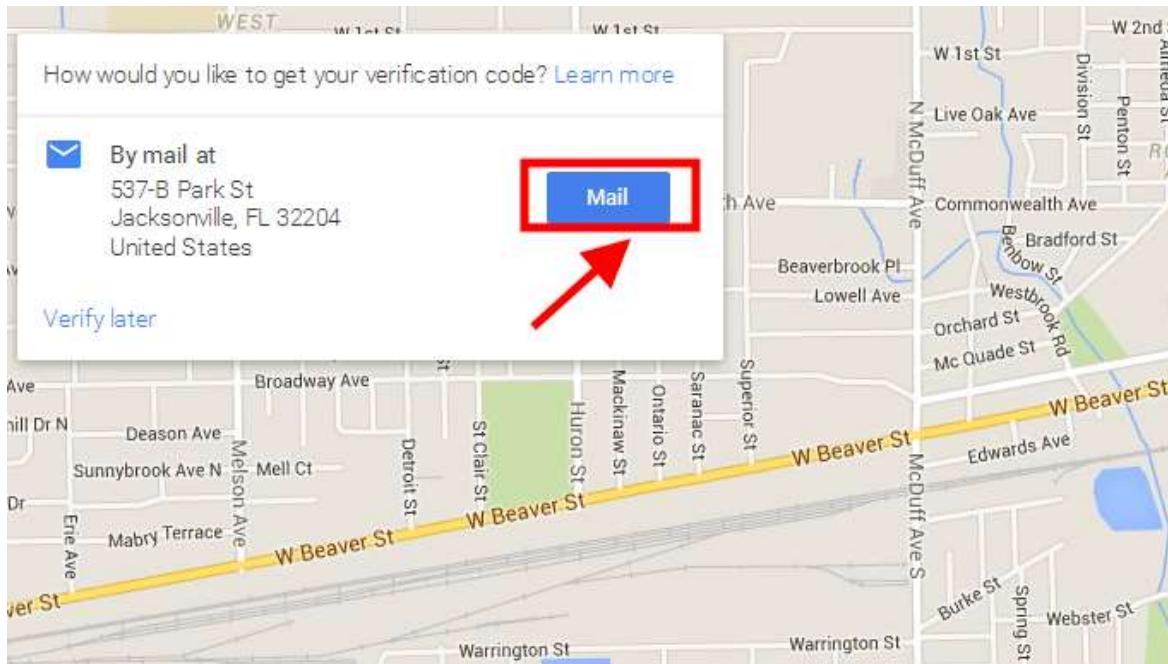
☒ I am authorized to manage this business and I agree to the Terms of Service.

Continuing will create a Google+ Page for this business

<= Continue

You will get asked to verify your business via Mail or telephone.

(It varies in different geographical areas)



You've now completed the **GMB** business listing portion.

When you receive the postcard (or phone call) with the verification number on it, **enter the code into the listing** and the Business will then be **verified** (very important).

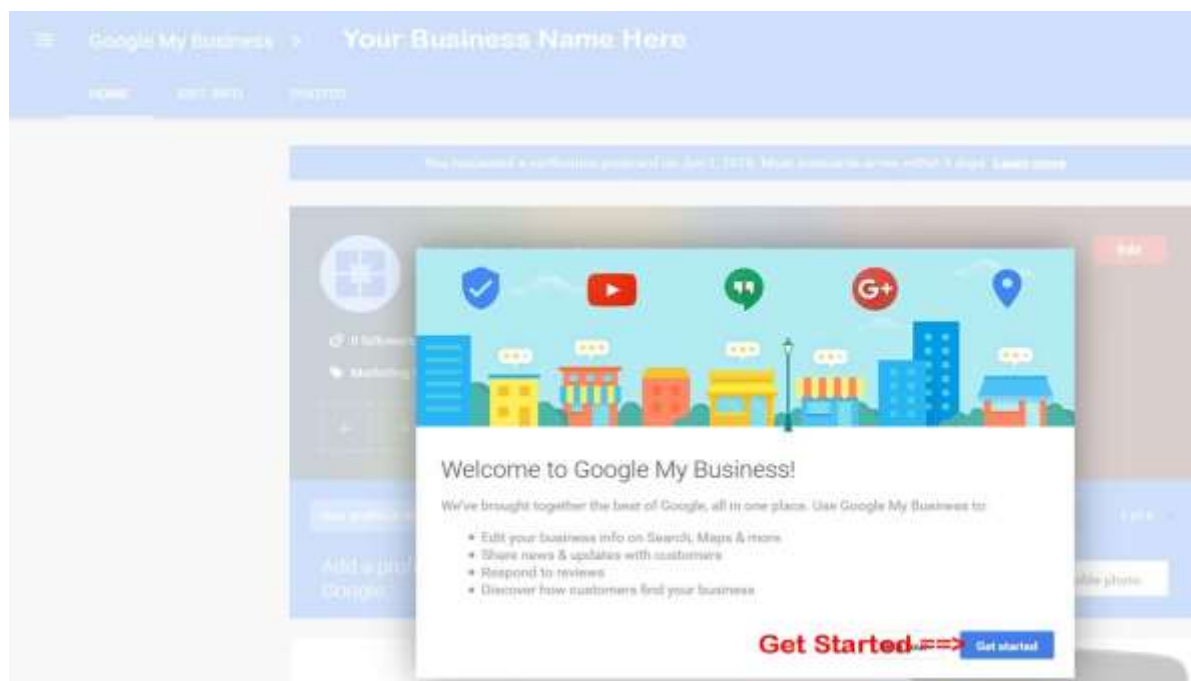
Please Note:

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 were working at the time we published this document, Google may have changed its procedures or the pages may look different since that time.

Next we will take a look at doing a Business Client's **GMB** pages for them.

Claiming the "Google My Business" Page For Your Client:



It is really easy to claim the **Google My Business** page for a client.

Here are the step by step instructions on how to complete the process:

As an example: site:plus.google.com "Is this your business?" "boca raton, fl" auto body

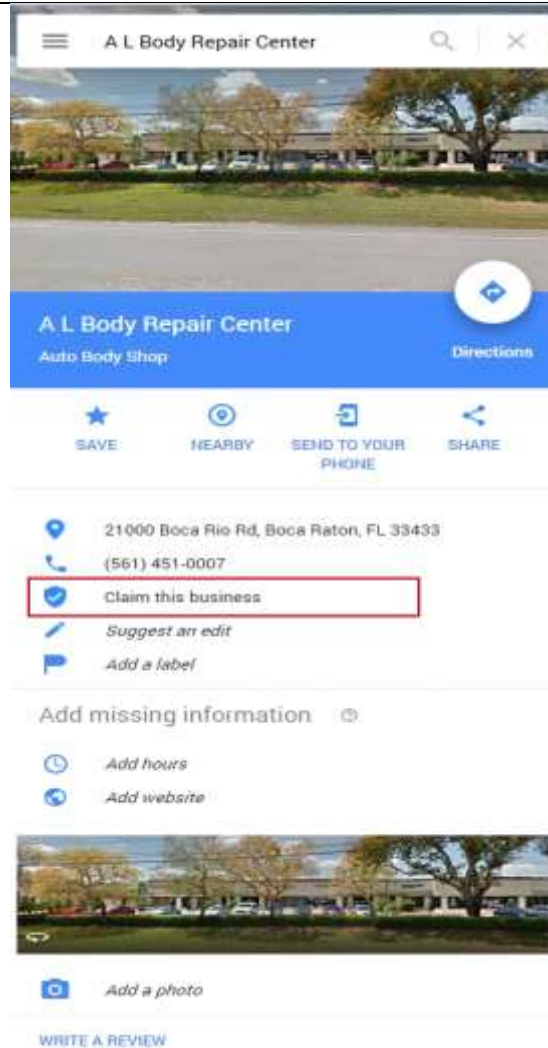


Take these steps to claim the **Google My Business** listing for your client. *To claim the **GMB** listing page for your client, you must be able to **log into their gmail account** (or create a new one for them).

1). Locate the unverified **Google My Business** page URL on your prospecting spreadsheet if you use one, and either click on the link in your spreadsheet OR, copy and paste it into your browser and click enter.

You will be delivered to the **Google My Business** listing for your client, which will look similar to our example,

[A L Body Repair Center](#)



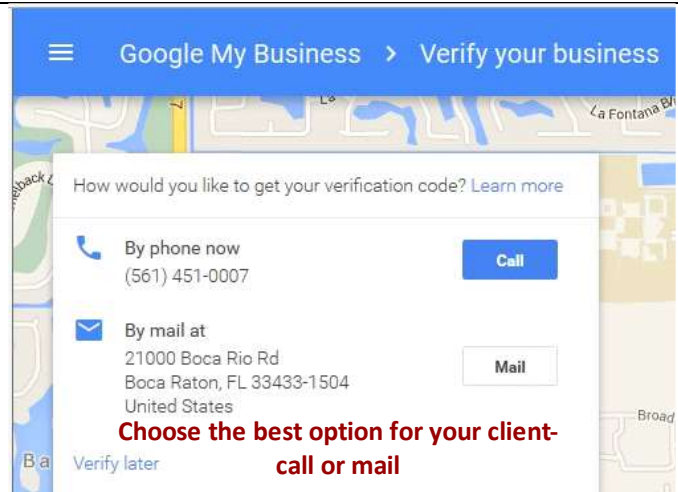
2. Click on "Claim this business."

You will be delivered to a screen that looks like this.

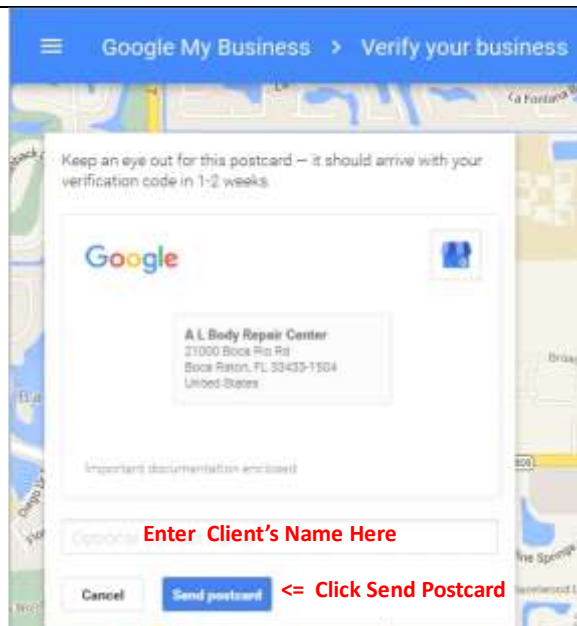
Check the box "I am authorized to manage this business and I agree to the terms of service"



3. On this screen, select the option that best suits your client - call or mail (If you cannot be there with your client to receive a call, mail may be the best option)



4. You're directed to the following screen where you will enter the client's name and click on "Send Postcard":



Note: It will take approximately **one to two weeks** for your client to receive the postcard to confirm.

5) Make certain that your client understands the importance of this postcard. It will have a verification code on it which your client needs to give to you so that you may then enter the code into their **Google My Business** listing page.

Once you have completed these steps, their business will be verified correctly ... and to them, you are a Hero!

Now that you have a happy client either on the telephone, in person or via email, it is a GREAT time and opportunity to upsell them more marketing services. 😊

Now that you have your client's site up, we will go into Optimizing the Google My Business Listing Page.

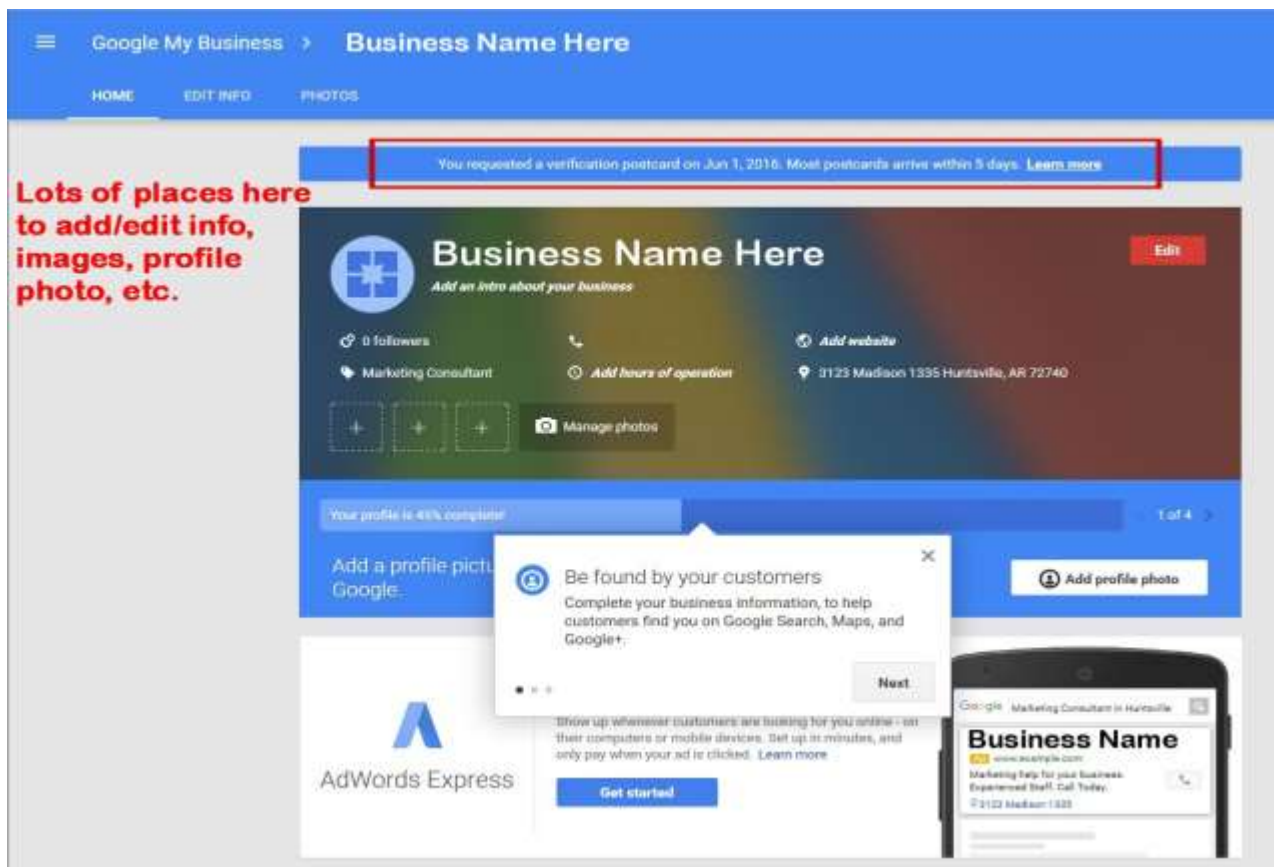
Note: The points covered will apply to both a business owner's site and a client site, depending on your position or relationship with the business being optimized.

Optimizing Your Client's Google My Business Listing Page:

At this point, your client's GMB Page has been claimed. Now, you have the **Google My Business** page URL and you can now begin the optimizing process.

Follow these steps while you are **logged into THEIR gmail account**.

Step #1: At [Google.com](https://www.google.com), type your client's GMB Page URL into your browser, then hit enter as shown below.



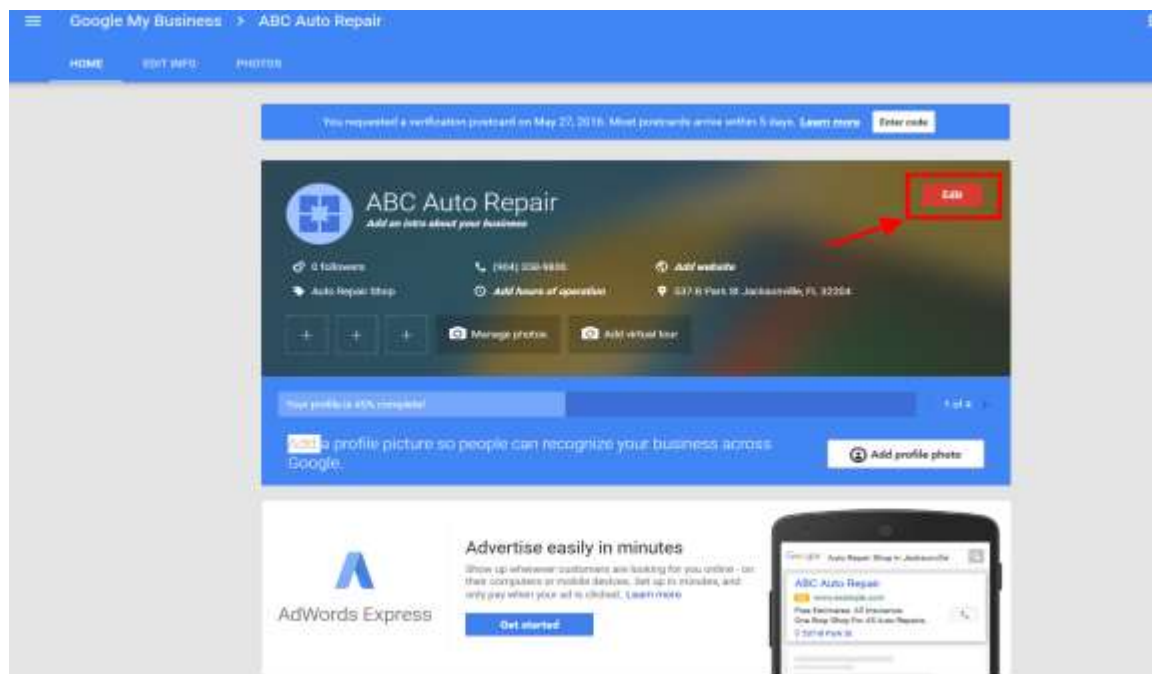
Important Note: The client's GMB Page may already have considerable amounts of information, images, and etc. already completed. In that event, you would need to carefully go over everything for uniformity and accurateness.

Most of your clients won't have much, if any, information on their GMB pages, so it's up to you to **check EVERYTHING**. After all, you are being paid to perform this service for them. **DO NOT** assume that any information that is posted is correct.

Anyone can add information to an unverified listing, so you **MUST** go through the entire page and **check every detail** to ensure its accuracy for your client.

Make sure to correct everything in order to optimize the client's Google My Business page.

Step #2: Click on the “Edit” button as shown in the following screenshot:



Now we need to **edit or optimize** each section of the GMB Page

Step #3: After clicking on the “Edit” button in Step #2 above, you are taken to the **GMB** Page where you may edit it for your client.

HOME EDIT INFO PHOTOS

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

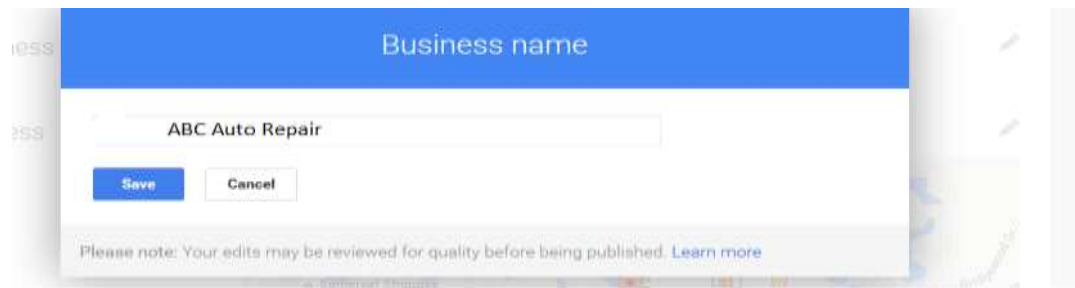
Complete your business information 100% completed

- 1 Business name: ABC Auto Repair. *You cannot edit your business name until you verify your business.*
- 2 Address: 537-B Park St Jacksonville, FL 32204. Includes a map view.
- 3 Contact info: Phone number (904) 336-9800, Website URL [Click to enter your website URL](#).
- 4 Category: Auto Repair Shop.
- 5 Hours: [Click to enter hours of operation for your business](#).
- 6 Special hours: [Click to add holiday, seasonal, or other irregular hours to let potential customers know you're open or closed](#).
- 7 Introduction: [Click to add an intro about your business](#).

[Done editing](#)

For each client, you will make all or some of the following edits to their **GMB** Page (and as shown in the above image):

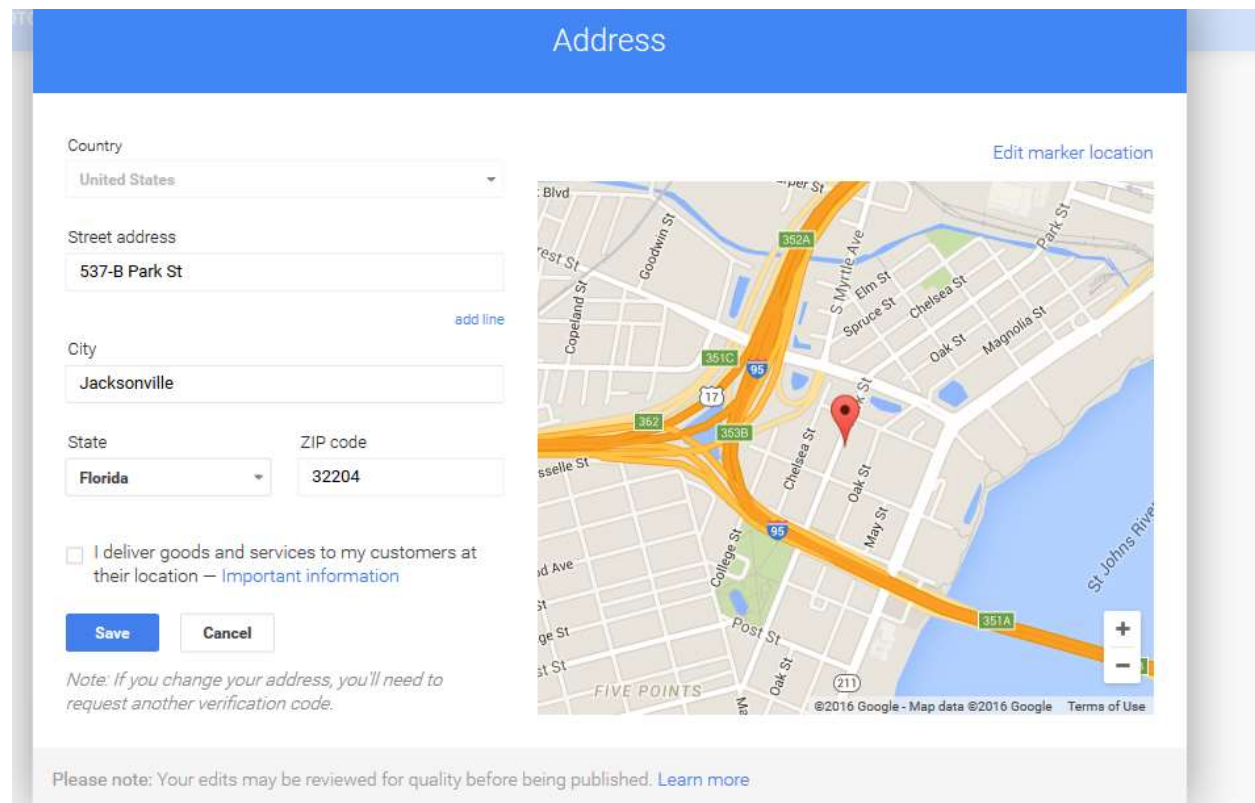
1. Business Name:



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). At the bottom of the form, there is a note: 'Please note: Your edits may be reviewed for quality before being published. [Learn more](#)'.

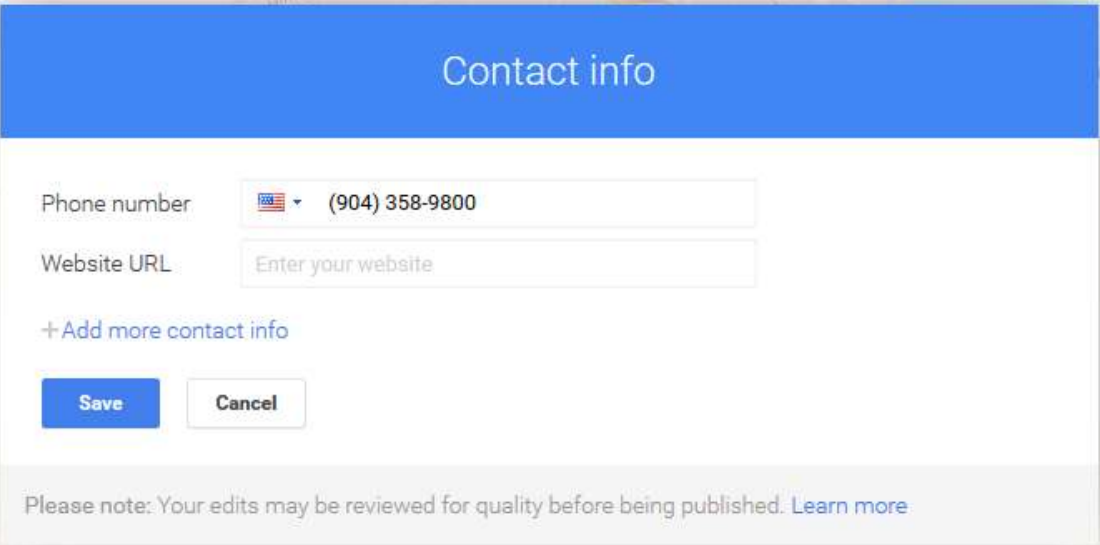
2. Address: Make a note of all the details you used to list the business and remember to be consistent in all entries.

Did you use St. or Street? The full name of the state or the postal initials?



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' (dropdown menu showing 'United States'), 'Street address' (text input field showing '537-B Park St'), 'City' (text input field showing 'Jacksonville'), 'State' (dropdown menu showing 'Florida'), and 'ZIP code' (text input field showing '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 - [Important information](#)'. At the bottom left of the form are 'Save' (blue) and 'Cancel' (white) buttons. A note at the bottom left 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. The map has a red pin marker. Above the map is a link 'Edit marker location'. At the bottom right of the map are zoom in (+) and zoom out (-) buttons. At the very bottom of the form, there is a note: 'Please note: Your edits may be reviewed for quality before being published. [Learn more](#)'.

3. Contact Info: How did you list the phone number () or all - or periods between the sections?



The image shows a 'Contact info' modal form. The title bar is blue with the text 'Contact info' in white. Below the title bar, there are two input fields. The first is labeled 'Phone number' and contains a dropdown menu with a US flag icon and the text '(904) 358-9800'. The second is labeled 'Website URL' and contains the placeholder text 'Enter your website'. Below these fields is a link that says '+Add more contact info'. At the bottom of the form are two buttons: 'Save' (blue) and 'Cancel' (white with a grey border). Below the form, there is a grey footer bar with the text 'Please note: Your edits may be reviewed for quality before being published. [Learn more](#)'.

Contact info

Phone number

Website URL

[+Add more contact info](#)

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

4. Category:

The screenshot shows the 'Category' selection interface for a Google Business Profile. At the top, a blue header bar contains the word 'Category'. Below this, a light gray box explains that categories describe the business, not its actions or products. It provides 'Correct examples' (Italian Restaurant, Pet Supply Store, Wedding Photographer) and 'Incorrect examples' (Pizza & pasta, Pet food and toys, Photos for events). A 'Hide' link is next to the incorrect examples. Below this, a list of categories is shown, each with a search icon and a 'Primary' or 'x' status. The categories listed are: Auto Repair Shop (Primary), Auto Body Shop (x), Auto Dent Removal Service (x), Auto Electrical Service (x), and Auto Radiator Repair Service (x). A '+ Add another category' link is below the list. At the bottom of the list are 'Save' and 'Cancel' buttons. A footer note states: 'Please note: Your edits may be reviewed for quality before being published. [Learn more](#)'.

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](#)

Category	Search	Status
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 of Operation:

The screenshot shows the 'Hours' selection interface for a Google Business Profile. At the top, a blue header bar contains the word 'Hours'. Below this, a dropdown menu is set to 'Weekdays', followed by a time range of '9:00 am' to '9:00 pm' with a close 'x' button. A '+ Add another set of hours' link is below. At the bottom are 'Save', 'Cancel', and 'Help' buttons. A footer note states: 'Please note: Your edits may be reviewed for quality before being published. [Learn more](#)'.

Hours

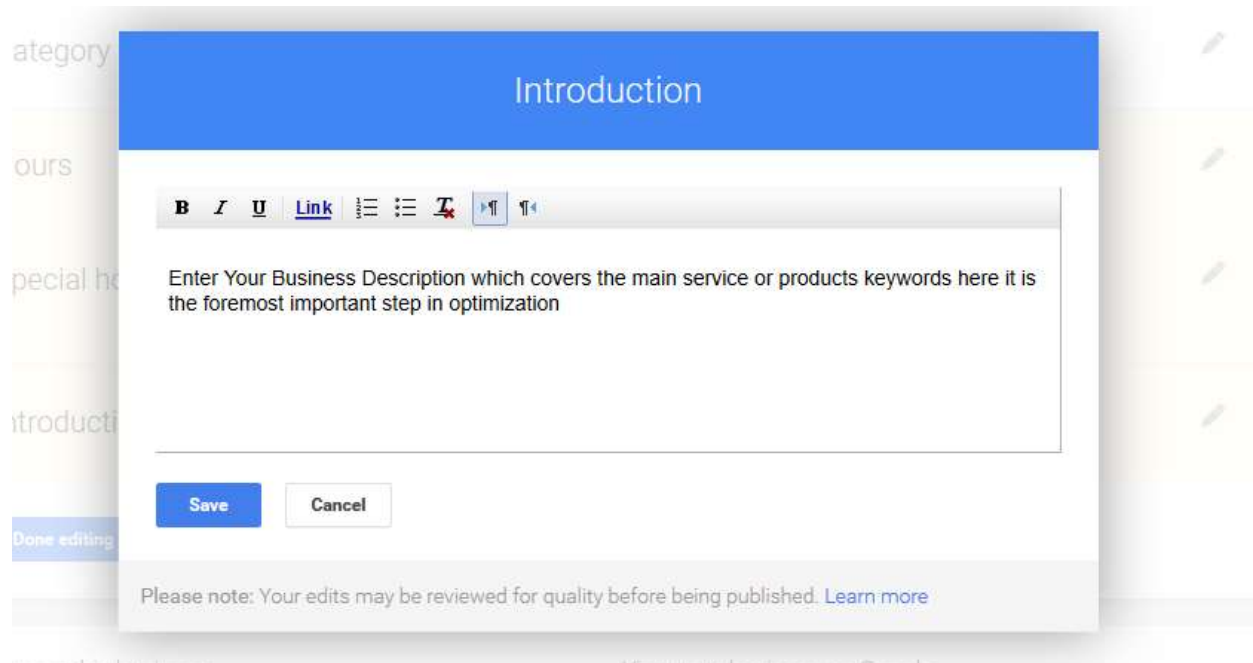
Weekdays 9:00 am - 9:00 pm x

[+ Add another set of hours](#)

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

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

6. Introduction:



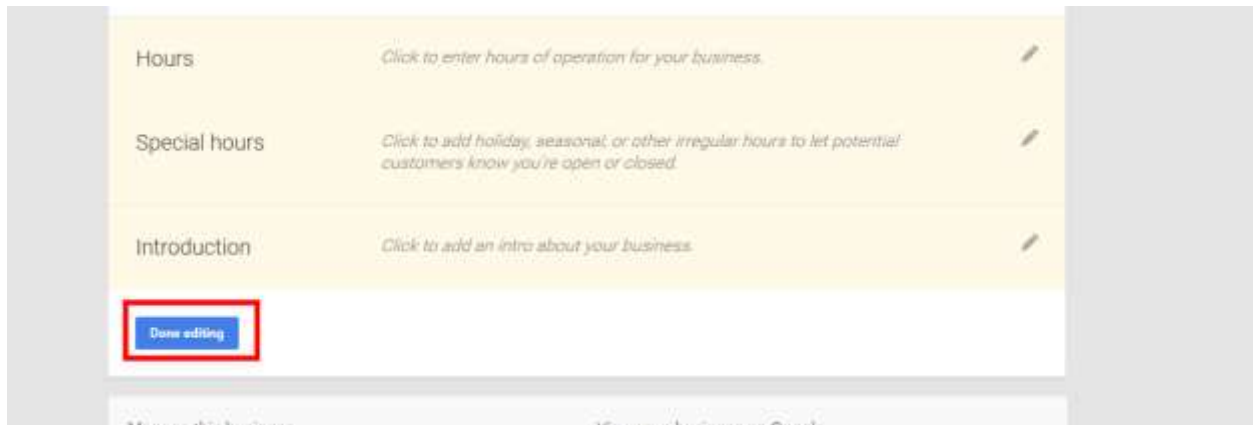
The screenshot shows a modal window titled "Introduction" for editing a Google My Business profile. The window has a blue header with the title "Introduction". Below the header is a rich text editor toolbar with icons for bold (B), italic (I), underline (U), link (Link), bulleted list, numbered list, text color, background color, and undo/redo. The main text area contains the instruction: "Enter Your Business Description which covers the main service or products keywords here it is the foremost important step in optimization". At the bottom of the modal are two buttons: "Save" (blue) and "Cancel" (white). Below the modal, a footer note states: "Please note: Your edits may be reviewed for quality before being published. [Learn more](#)".

Critically Important: All of the information is also referred to as NAP: Name, Address, Phone. It's VITALLY important that this information is accurate for the purposes of gaining ranking in the 3 pack (sometimes referred to as the "Snack Pack").

We do not cover ranking in this training.

However, you MUST be 100% accurate in entering all of the business data here on the Google My Business page (and everywhere else on the internet) because NAP is what Google's algorithm takes into consideration when ranking the GMB page of one business or another. While accurate NAP isn't the only consideration for Google's 3 Pack algorithm, it will make a difference when compared to other similar businesses that do NOT have accurate information.

Step #4: After making all of these above edits, **carefully review your revisions**. Once you are satisfied that everything is COMPLETE and CORRECT, click the button "Done Editing":



Most people think their task is complete at this point.

However, there are some additional optimizations that start by clicking on “Photos” in the top left hand side of the screen that you are directed to right after you click "Done Editing".

If you do NOT do the following optimizations, you are giving your client's competitors the upper hand.

Ready to get started? 😊

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

[Enter code](#)

Identity photos

[What are these?](#)



Interior photos

[?](#)



3

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

[Add one now](#)

Exterior photos

[?](#)



4

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

[Add one now](#)

Photos at work

[?](#)



5

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

[Add one now](#)

Team photos

[?](#)



6

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

[Add one now](#)

Additional photos

[?](#)



7

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

[Add one now](#)

1. Add a Profile picture that was created for your business image
2. Add the logo designed for the business
3. Add interior images of your business location to help your clients place themselves in your office atmosphere or see people at work in the images
4. Add exterior images of your business location, like your building and the surrounding area.
5. Add photos of yourself and your team members who are working to serve the business clients.

***Regarding Photos:** This is where a lot of people get lazy when it comes to completing a **GMB** Page's content, but it can make it easier to rank if we add additional photos here, with more being better than less.

Ninja Photo Tip – When naming or renaming photos, be sure to use BOTH primary and as many secondary (LSI) keywords as you can come up with in the file name. By adding more photos, especially those that have the keyword(s) as its file name, this small amount of additional work **can go a long way to helping your client rank in the 3-Pack**. PLUS, there's even the chance one or more pictures will rank on google as well.

Step #7: After you've completed the photo editing, click "Home" in upper **left** hand corner as shown here:



Step #8: You will be returned to the HOME page. Look about 1/3 of the way down in the following section. There you will be informed if you have completed 100% of the minimum optimization requirements.

While it should register 100% if you have followed the steps outlined above, if it indicates the optimization is less than 100%, it's easy to see why, by looking to the right of the right arrow above as it lets you know how many sections are incomplete.

Step #9: At this stage, most marketers may think they are done optimizing a GMB Page, but YOU are not most marketers. You know there's more work to be done, right? Right!

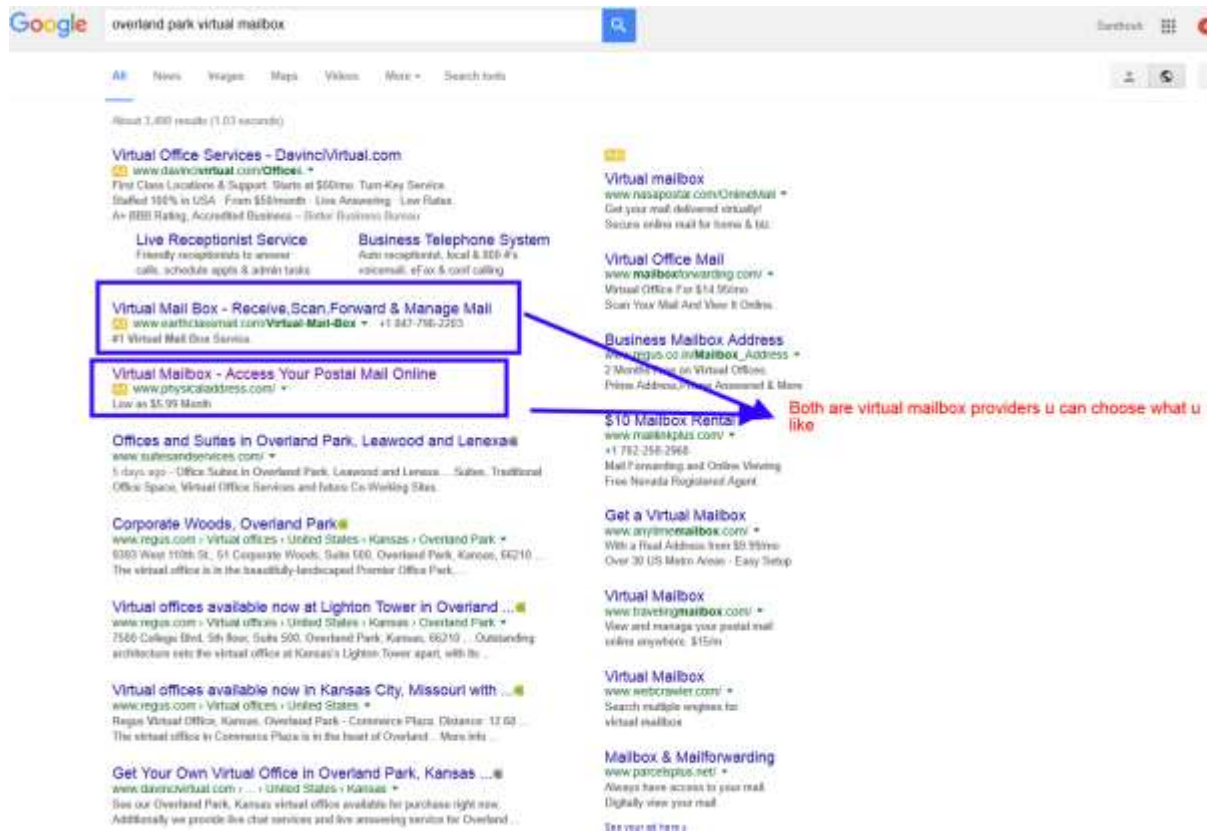
However, it's necessary to wait for the GMB Page to be verified (when your client receives Google's postcard and they relay the verification code to you, you enter it and viola, their GMB Page is now verified).

You now have a well optimized **GMB** Page for your client's business.

How to get an address for your Lead Gen Sites or Business:

Below are some of the best ways to get a good address for your **GMB** listings.

- 1)** Type your city + virtual mailbox into Google.



You can either try location based on service providers or go with companies like

<https://physicaladdress.com/>

<https://firstpostbox.com/>

<https://ipostal1.com>

There are other services and locations and it's likely that you will find one to suit your needs

2. Type City+Virtual office ,

For example, let's search for miami, fl location: **Miami, florida virtual office**



Note:

You want to choose less well known virtual offices.

The listings above with the red X beside them are well known, and worldwide. If you were to choose those providers, Google will easily tag you if you use the addresses from these providers.

Other Ideas For Obtaining Physical Addresses For Your Lead Generation sites:

Look through Craigslist or backpage postings for someone to receive and verify Google listings for you.

You only pay them once the verification is completed.

Locate commercial office space or office spaces for sale in Loopnet.com. There are a wide range of properties for sale and rent. Find listings for properties which would be suitable for your business niche.

One benefit of using this method is that you may have interior and exterior images for the address.

Additional Elements For Your Website That Will Improve Your Google My Business Optimization:

On Page Factors:

Title Tag Optimization:

Make certain that the Keyword is in the Title and that the Title addresses the value of the site.

Resource:

<http://usabilitygeek.com/15-title-tag-optimization-guidelines-for-usability-and-seo/>

2. Clean URLs:

Use clean, SEO friendly URLs.

Resource:

<http://moz.com/learn/seo/url>

3. Use Copyscape to check your site for **duplicate content**.

4. Optimize your logo and any other images on your site, adding text descriptions to the images.

Resource:

<http://www.quicksprout.com/2012/11/05/image-optimization-102-the-advance-guide-to-seo-for-images/>

5. “non-www” and “www” setup

<http://www.stepforth.com/resources/web-marketing-knowledgebase/non-www-redirect/>

6. Webmasters Central

Properly set up the **Google Webmaster Tools** and make sure Google is able to properly crawl the website.

7. Google Analytics Integration: Make sure to integrate Google Analytics.

8. Indexable Menus: Make certain that your menus can be indexed

<http://www.eminentseo.com/blog/navigation-menu-optimization-best-practices/>

9. NAP = **Google My Business** Page (Make certain that the Business Information is ALWAYS listed the same way, **everywhere on the internet.**)

10. Call to action Sections such as Phone Numbers, Testimonials etc. Make sure the website has prominent call-to-action telephone numbers, testimonials and contact forms.

11. Geotagging the Images: Geotagging is the process of adding geographical information to various media in the form of metadata.

The data usually consists of coordinates like latitude and longitude, but may even include bearing, altitude, distance and place names.

Geotagging is most commonly used for photographs and can help people get more specific information about where the picture was taken or the exact location of someone who logged in to a service.

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 written or published.

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

We strive to constantly keep up to date with Google's latest changes.