

Google My Business

Step-by-step Optimization Guide

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Google My Business Optimization

The first step in creating a more leads from your online presence is by optimizing your Google My Business. Here are step-by-step instructions on how to accomplish more visibility and therefore greater leads. And a helpful breakdown of technical terms off the internet.

1 NAP Document Create a NAP document in plain text format. This will be a no frills plain text document that has all of your pertinent business information. All information about your business will be copied from this document - ensuring that no errors or misspelling take place. Proofread it carefully, it will hurt your online marketing to have your business information displayed incorrectly online.

TECH LINGO

NAP stands for name, address, & phone number

2 Gmail Address Create a Gmail address for your business location. If you have multiple business locations, make sure each location has its own unique Gmail address.

TECH LINGO

What is SEO? SEO or Search Engine Optimization is the practice of increasing the quantity and quality of traffic to your website through organic search engine results.

3 Keywords SEO keywords is a list of words or phrases that when people put in a search engine your website could be a relevant result. The better your keyword list, the easier people can find your business.

Find the keywords that best suit your business by using Google's Keyword Planner. It can help you determine which keywords are relevant to your business. The tool also provides insights on how a keyword ranks in searches.

These keywords are important in setting up your Google My Business, content creation, and many other SEO strategies.

4 Google My Business Google My Business (GMB) is a free Business Profile created by Google in 2014. It can improve your business's search result and bring you leads if optimized and managed correctly. It provides feedback and insights into how people engage with your business online.

Claim your business profile through Google My Business. Request ownership validation if the business profile login is lost or claimed by an unauthorized person. Google sends a postcard with a verification PIN to the business address. Once you have access to your GMB profile, verify or correct any NAP information of your Google My Business Profile.

TIP

Never give out your GMB password. Add anyone who will manage the page as managers.

5 Optimizing GMB Make your business recognizable by adding your logo, a cover image, and pictures of the outside and inside of your building. Give your business credibility and a human face. Add employee pictures, products/services, and any other images that reflect your business and brand.

A common search query is hours of operation. Verify or add your business's hours of operation on your GMB Profile.

For optimal performance, geotag all of the images on your GMB profile. Add your business website using UTM links.

TECH LINGO

Geotag is an electronic tag that assigns a geographical location images, videos or a post

TECH LINGO

UTM is a snippet of simple code that you can add to the end of a URL to track the performance of campaigns and content.

6 GMB Categories GMB uses categories to sort businesses on Google. These categories are used to describe your business and connect you to customers searching for the services you offer.

Choose a primary category that describes your business as a whole; don't add multiple categories to list all of your products and services. Add additional

secondary categories to describe additional services you may offer. If the business is a service business add all counties and areas it services.

7 GMB Management & Updates Go Mobile. Download the free GMB app to access your account and update your business information from anywhere.

Add links to your GMB profile to business directory listings and social media.

Regularly update your GMB profile with posts, pricing specials, events, new product/service offerings, articles, and any other useful information to customers. Update your GMB profile with special holiday hours when your hours change.

Links & Resources

Add or Claim a GMB

The first step in getting control of your business's online identity and presence
[Link](#)

Request Access to a Previously Claimed Listing

A helpful resource in claiming your business.
[Link](#)

UTM Builder

Track the performance of campaigns, content, and use by adding a simple piece of code.
[Link](#)

Geotagger

Add an electronic tag to your images, videos, and posts.
[Link](#)

Google My Business Checklist

Xcellent Digital can provide you with a checklist to keep you on track to mastering your online presence.

