

## OPTIMIZE YOUR GOOGLE MY BUSINESS PROFILE IN 5 EASY STEPS

Google My Business is a free business listing tool that can increase local search success. Google My Business gives users an overview of important information of your business such as:

- Address
- Hours
- Overview
- Category
- Photos
- Reviews

Here are 5 easy steps to making sure you show up on Google like the Boss that you are!

# 1

### CLAIM OR CREATE A GOOGLE MY BUSINESS LISTING

First, create your Google My Business Listing. If you're not sure if you have one set up, you can do a Google Search of your business. If it's not created you can set one up here. Once you set up your profile Google will send a Postcard in the mail (yes, snail mail!) to verify your business. This takes up to 5 days and then your business will be live. Once you verify the listing, it will be live.

# 2

### OPTIMIZE YOUR INFORMATION

Write a brief description in the "from the business" section. When writing this section make sure you:

- Use all 750 characters and with most important information in the first 250 characters
- Use keywords you think users may use to find your business
- Don't include links or HTML
- Don't repeat any information that is visible in other sections of your profile to stand apart from your competitors.

Pro tip: Make sure your business name is identical to what you use on your other signage. This also includes ensuring the address matches other listings you have on the internet. For instance, if you're using "st" make sure it's consistent and not "street". Google's algorithm looks at these and if there are inconsistencies you can lose credibility.

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### REGULARLY/VIDEOS

Businesses with photos receive 35% more click-throughs to their website than without photos. For your profile picture, include your logo. The cover photo can show your brand personality, and other pictures of your product/service.

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### ADD DETAILS ABOUT YOU

Adding products and service names, prices, descriptions, and images is helpful in ranking for more relevant searches and to clarify what you offer if not clear in your business name.

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### APPLY SPECIAL ATTRIBUTES

A new feature Google implemented is special attributes that can be highlighted on your profile. Examples include:

- Women-led businesses (that's you, girlfriend!)
- No- Contact Delivery
- Black-owned businesses
- Curbside Pickup
- Virtual Care
- Online Care

Like any business strategy, your Google My Business strategy should include providing high-quality and super relevant information about your business. The goal is to stand out in local search and bring as many qualified users to your site to convert into clients.

Extra Credit: Have fun optimizing your Google My Business account and once you are looking legit-- send a link to all of your favorite clients (and your fellow GGA members) to write reviews, further boosting your SEO!

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