



Workshop

MAKE IT LOUD



Using Google Business Profile to
Get More Customers

YOUR GOOGLE BUSINESS PROFILE TO-DO LIST

It's time you began to use this important piece of free real estate. Let us help you walk through the important parts. If you've never done anything with Google My Business/Google Business Profile, start here!

-  Cliff Tillery
-  Cliff@makeitloud.net
-  makeitloud.net
-  2828 Buford Dr.
Suite #300
Buford, GA 30519

To Start

#1

Sign in to your Gmail account (Don't have one? Go create one. We'll wait.)

#2

Open another tab, go to Google and type in "Google My Business" Hit the first entry in the search results. Search your business name & see if there's already a listing built for you. If so, look for "Claim This Listing" or "Own This Business?"

#3

Look for the lovely representative from Detroit Voltage wearing a white hard hat. Click on the "Manage Now" button and follow the instructions.

#4

To list your address or not? That is the question. Google says that if you have a location where you see clients (and we mean EVER see customers!), definitely list your address. If not, you can list the address of the business but don't display that.

#5

Make sure you pick the business category that most closely fits what you do

#6

Fill in everything you can with as much detail as you can.

#7

Eventually, you'll get to the point where you'll need to verify your listing. You may be able to verify via text and your listing will go live shortly. On occasion you have to wait for a post card to come in the actual mail with a verification code. You can't go live without it.

#8

Spend your time filling out as much of your listing as you possibly can while you wait.

#9

Write your business description (750 characters)

#10

Fill out your main service area now, but don't kill yourself here. You can always add more later.

#11

Add as much about your accessibility information as you can. (i.e. wheelchair accessible, etc.)

#12

Add a business logo (720x720 pixels), profile picture (1080x608) & a lot of other pictures. 10-20 for starters. Google wants proof that you're a real business, so add pictures of your building, signage, staff, what you do, before/after etc.

#13

Keep in mind, you will run into some limitations as to what you can add and do when your listing is unverified, but go as far as you can for now.

#14

To learn more, go to our GMB blog post at <https://makeitloud.net/2021/06/google-my-business-basics/>

#15

If you don't get a postcard in 5-7 days, wait a few more days and go back in and have another one resent. You're now in postcard waiting hell.



Cliff@makeitloud.net
678.325.4007



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Suite #300
Buford, GA 30519



www.makeitloud.net

Once Your Listing is Verified

#1

Rejoice and be glad!

#2

Updated and add any other categories your business may fit into without getting too far off base. For example, if you're a plumber, stick with plumbing related services vs adding plumbing supplier.

#3

Go back and look at your service areas under "Info". You have 20 slots there- fill them! You can put cities and counties. Use that space as much as it makes sense.

#4

Add products and services and describe them as much as possible given the 300 character restraints. Use keywords wherever appropriate but write for the readers (not Google). Go as deep here as you want. We suggest being comprehensive.

#5

Add photos of your building, signage, staff and your work. If appropriate to what you do, use this as a gallery of your work.

#6

Turn on Call History to start tracking how frequently people call you from your listing.

#7

Turn on Messages to allow people to reach you through your listing.

#8

Add Questions & Answers- use this as a place to add keyword rich FAQs.

#9

Start adding posts - at least once a week. Every post needs a call to action. Make sure to add eye-catching images to each post (1200x900 pixels). If you're already blogging, add a blurb of your blog and a link back to your website to read more.

#10

Implement a system to begin collecting reviews on a consistent basis. Respond to every single one as soon as you can- this means the good, the bad, and most definitely the ugly. Just don't respond in a way to get featured on CNN. You'll never win an argument on GMB. Don't even try.

#11

Remember that getting reviews is more than just a good thing to do to improve your visibility. It helps your conversion. Whether you're aware of it or not, people make decisions to click based on the number of reviews and ratings. Read more about this: <https://makeitloud.net/2022/02/top-5-things-youre-ignoring-with-your-google-business-profile/>

#12

Keep adding content & pictures to your GBP listing regularly. We suggest adding at least a post weekly.



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