

### **About Me...**

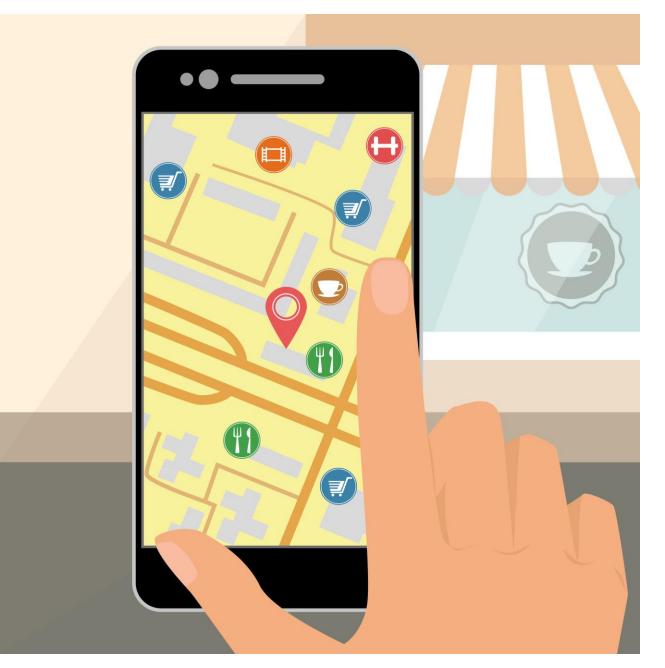
- 23+ years' digital marketing experience
- Launched ecommerce business in 1998
- Public Speaker
- Award-Winning Writer
- Specialties:
  - Search Engine Optimization (SEO)
  - Google Business Profile
  - Reputation Marketing
  - Content Marketing
  - Social Media Marketing
  - Video Marketing





Sherry Bonelli, MS Internet Marketing Google Business Profile Platinum Product Expert

Owner, early bird digital marketing



## People Search For Local Businesses

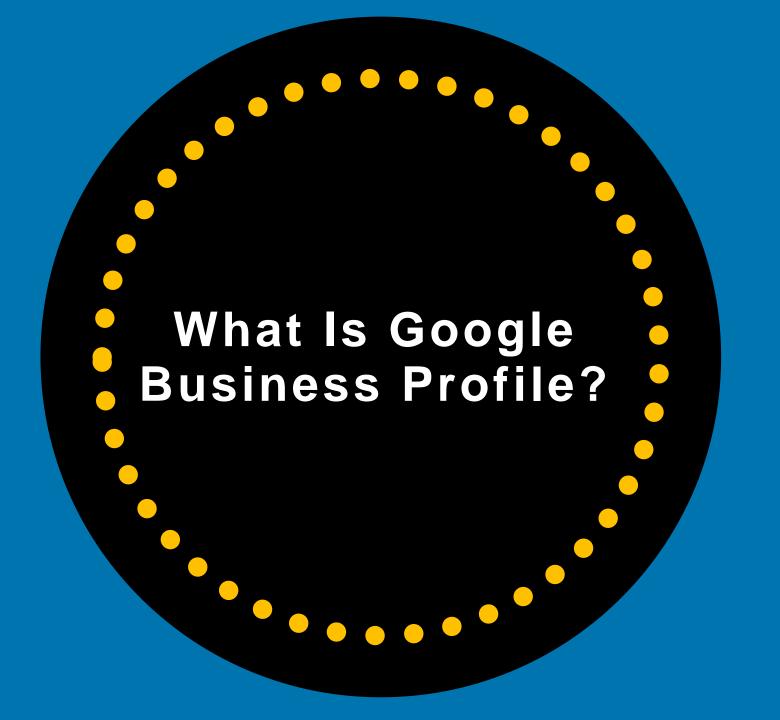
3 in 4 people who conduct a local search on their smartphone visit a related business within 24 hours.



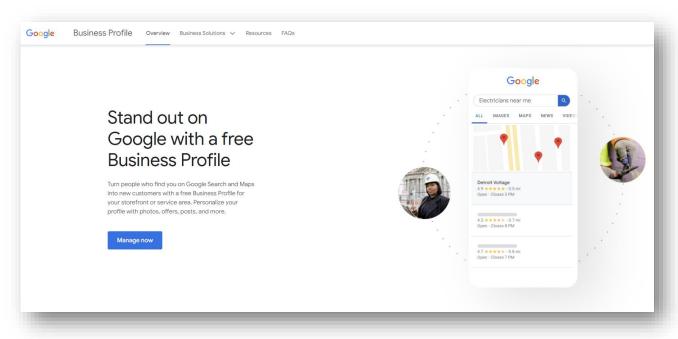


## You WANT More Customers/Clients.

# Google Is The Place You HAVE To Be!



### What Is Google Business Profile?



Google Business Profile (GBP) is a **FREE listing** for *qualified* local businesses that lets them to show information about their business in Google search results and Google Maps (depending on business type):

- Name
- Address
- Phone
- Website
- Hours
- Photos
- Business Description
- Etc.



## How Google Business Profile Helps Your Business Show Up In Search Results

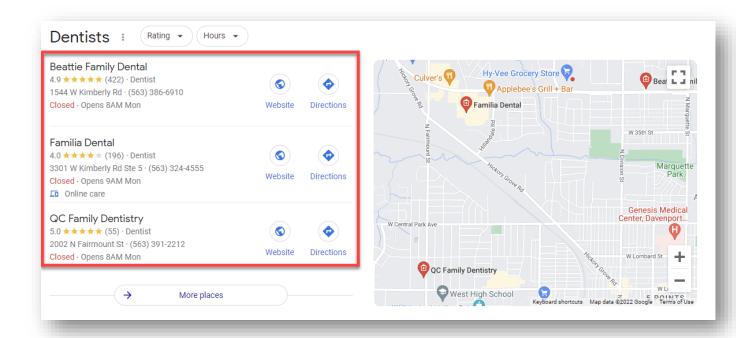
### **Google Local Pack**

Shows Up **Below** Ads in Google

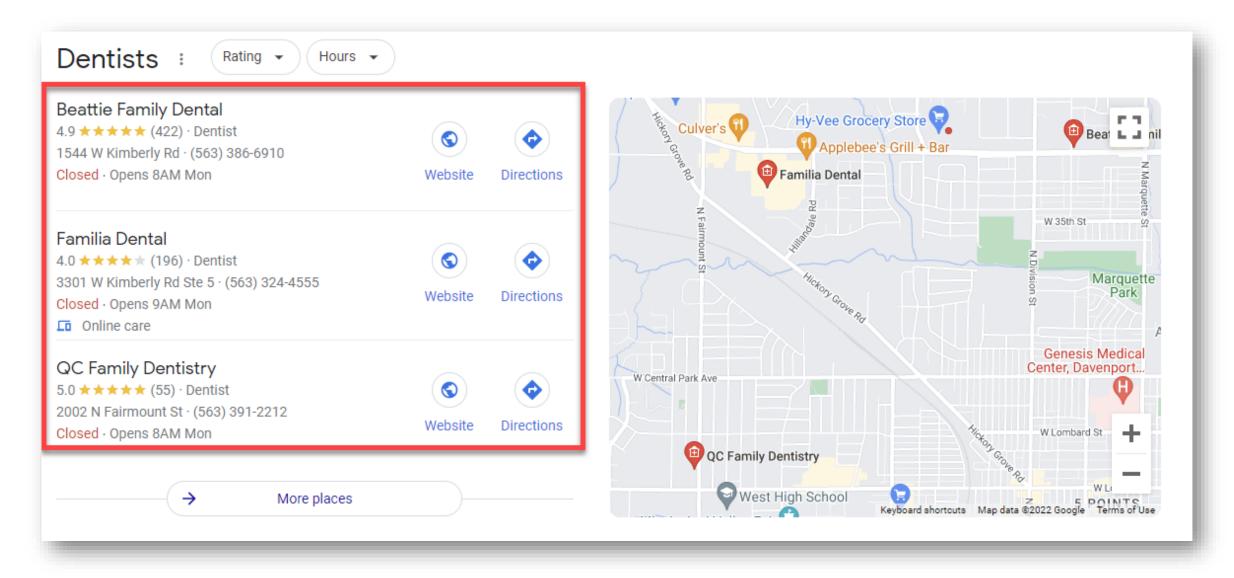
Search Results

To compete locally, you MUST try to rank in the Google Local Pack

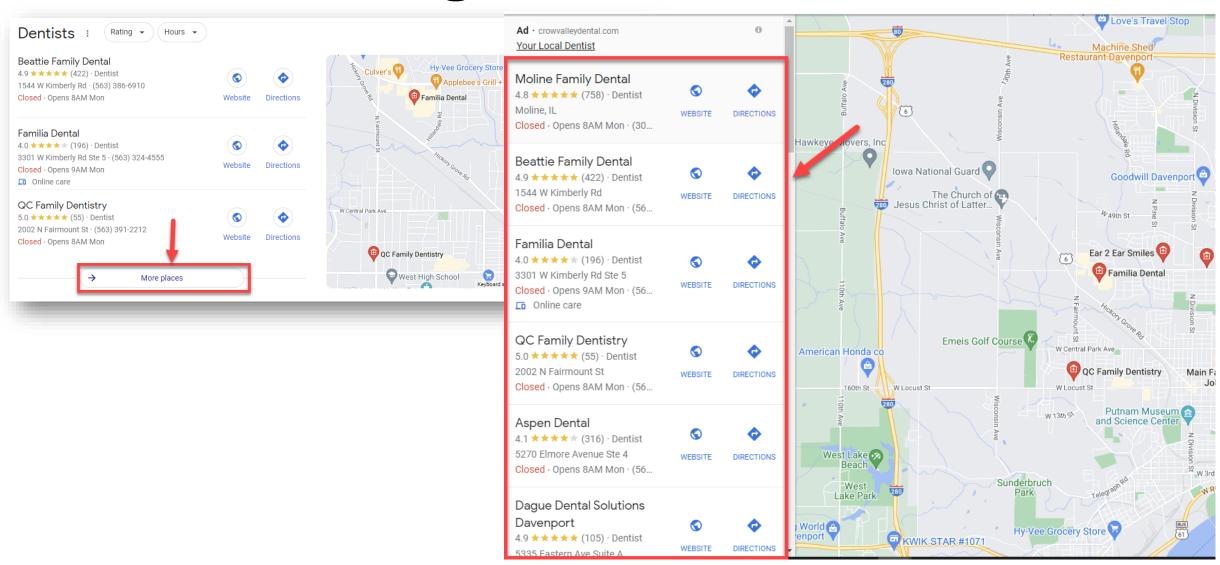
(Or in the "Local Finder")



### Google Local Pack

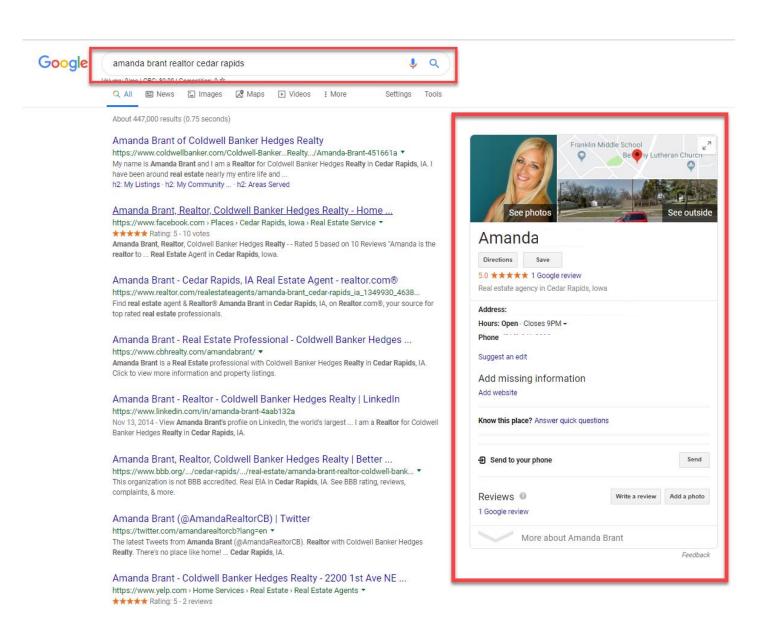


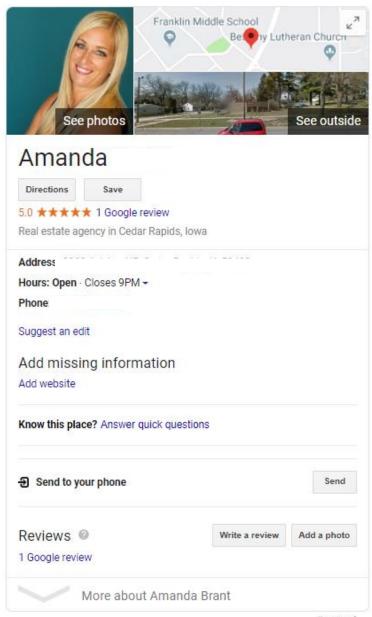
### Google Local Finder



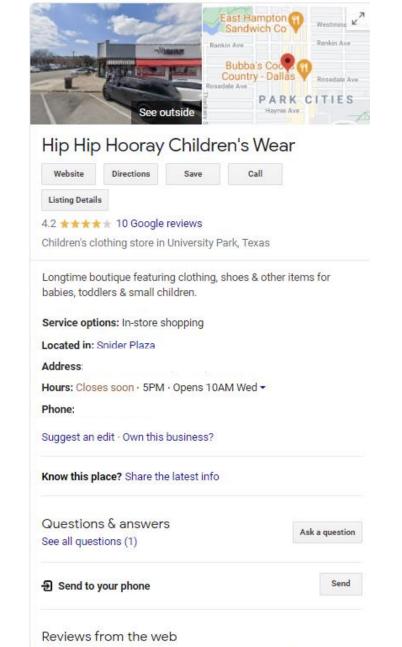
Local Finder

### Show Up For Branded Google Searches





## Google Business Profile IS YOUR NEW HOME PAGE



3.8/5

19 reviews

Facebook

4.7/5 30 votes



"You must be found where your customers are at."



### **Guidelines For Representing Your Business On Google**

### Guidelines for representing your business on Google

If your business either has a physical location that customers can visit, or travels to customers where they are, you can create a Business Profile on Google. To create a successful Business Profile that won't be suspended requires that you:

- · Avoid prohibited content. Learn what content is prohibited.
- · Reflect your business accurately.
- · Comply with the policies in this article.

Important: As a COVID-19 precaution, we're operating with a limited team. It may take longer than usual to connect with us. We recommend our Help Community and YouTube Channel ...

#### Understand basic guidelines

To maintain high quality information on Google, follow this list of guidelines for local businesses. These guidelines can help you avoid common problems, including changes to your information or, in some cases, removal of your business information from Google.

For the best results managing your Business Profile:

- Represent your business as it's consistently represented and recognized in the real world across signage, stationery, and other branding.
- Make sure your address and/or service area is accurate and precise.
- · Choose the fewest number of categories it takes to describe your overall core business.
- There should only be one profile per business, as this can cause problems with how your information displays on Google Maps and Search.

Brands, organizations, artists, and other online-only businesses aren't eligible for Business

https://support.google.com/business/answer/3038177



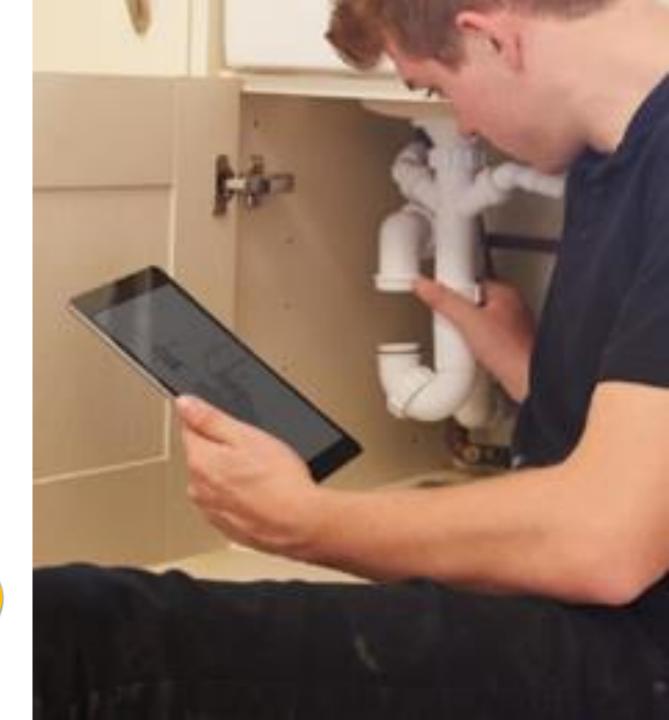
### Google Business Profile

### **Google Business Profile**

Show Up Where Your Audience Is Looking...

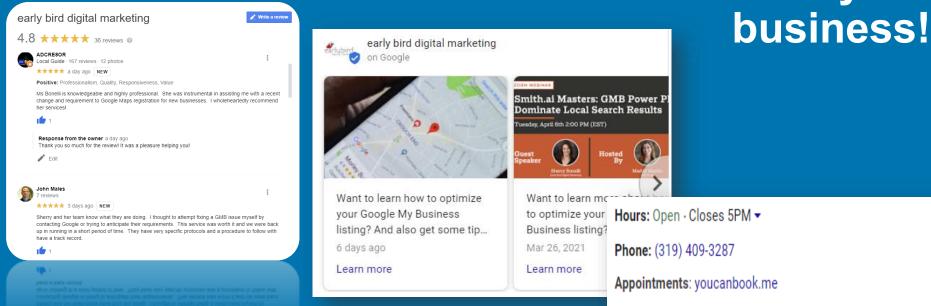
...On Google

An important first step in any local SEO strategy is to claim and verify your local business' Google Business Profile (GBP)

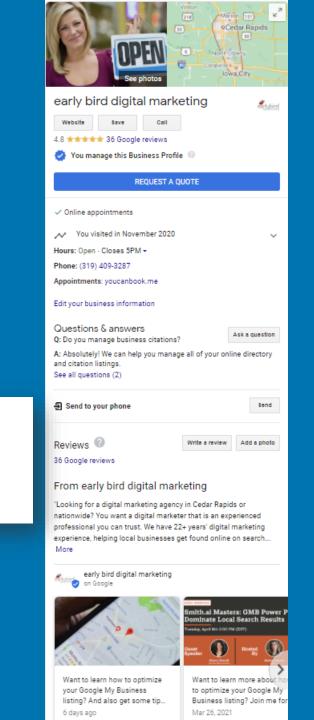




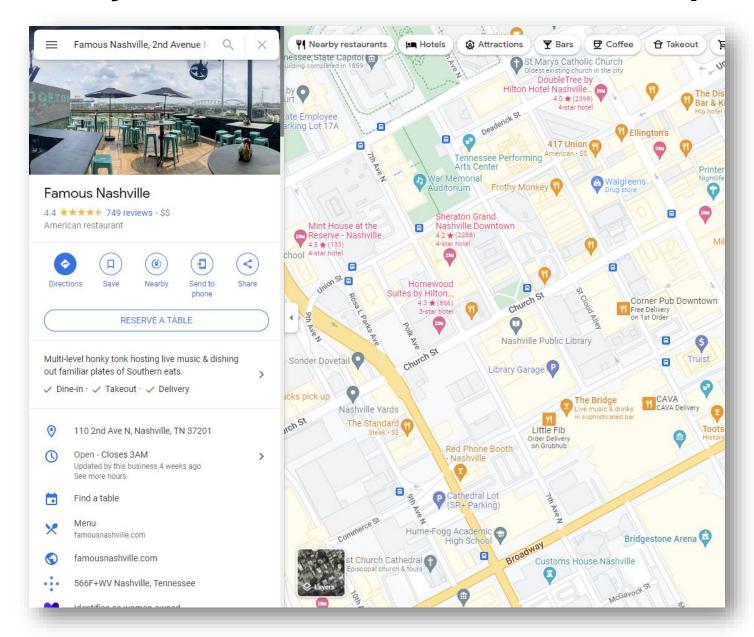
Your Knowledge Panel/Business Profile shows SO much valuable information about your



Up-to-date Business
Profiles are 2.7x more
likely to be considered
reputable.



#### If You Have A Physical Location You Can Show Up Google Maps



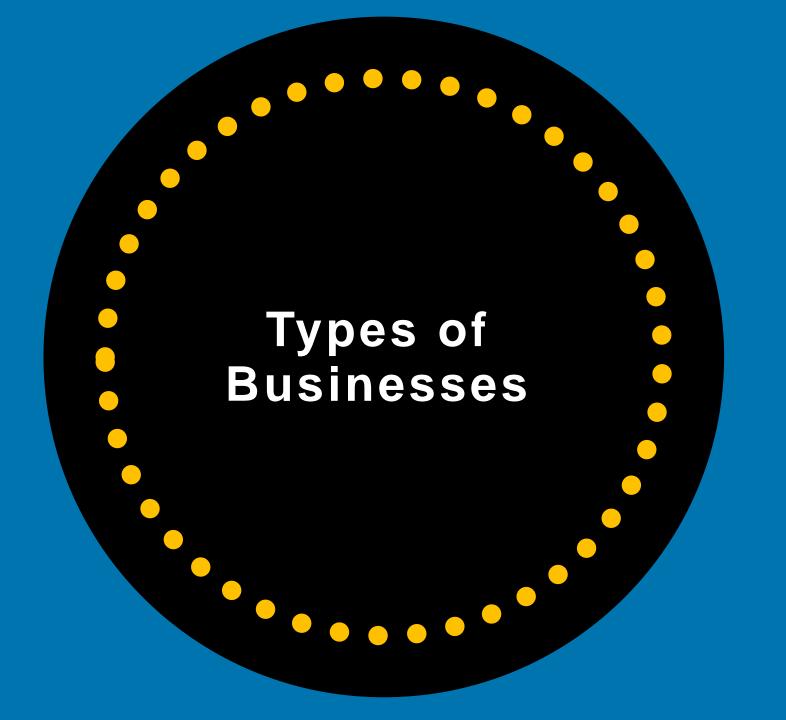
### Just SOME Google Business Profile Features

- Categories
- Posts
- Attributes
- Descriptions
- Bookings
- Hours

- Videos
- Pictures
- Reviews
- Messaging/Chat
- Q&As



## More GBP Features Means More Things Can Go Wrong...



### Is Your Local Business Eligible For A GBP Listing?

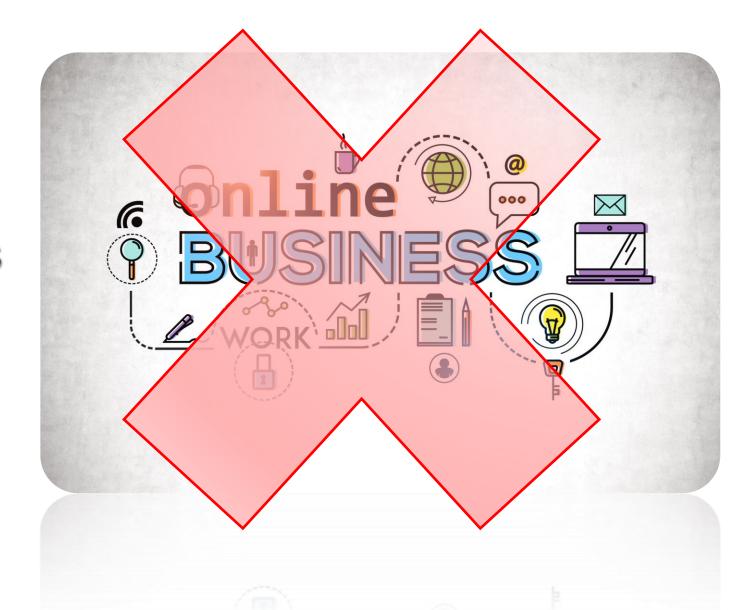




**Physical Storefront** 

Travel To Customers Where THEY Are (Service Area Business – SABs)

Brands, organizations, artists, and other online-only businesses are NOT eligible for Google Business Profiles.



### Eligible Businesses

A business must make in-person contact with local customers during stated business hours.

### Ineligible Businesses

- Online-only businesses
- An ongoing service, class, or meeting at a location that you don't own or have the authority to represent.
- Lead generation agents or companies.
- Businesses with PO Box, UPS, Virtual and Most Co-Working Addresses

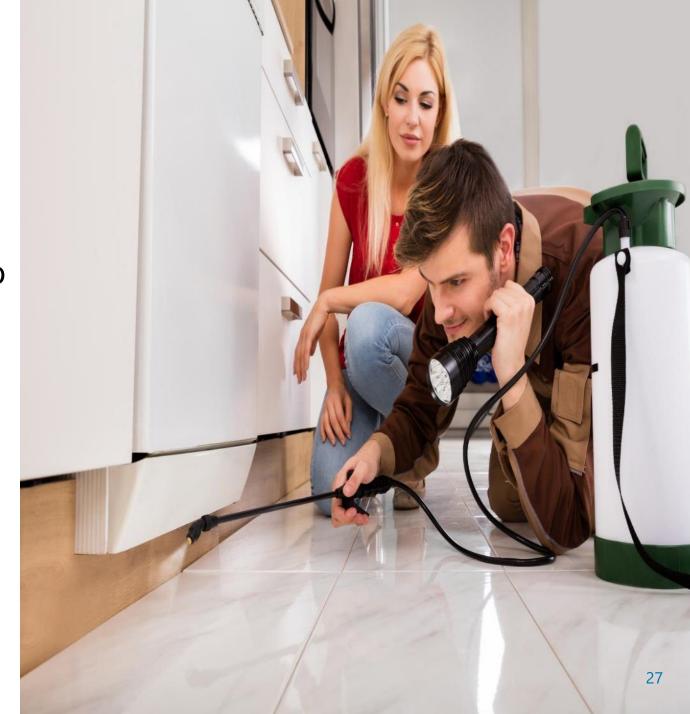


- Customers/Clients come to the location to do business or shop
- Business's employees are staffed at the location during business hours
- Permanent signage at the business
  - outside (and hopefully inside)





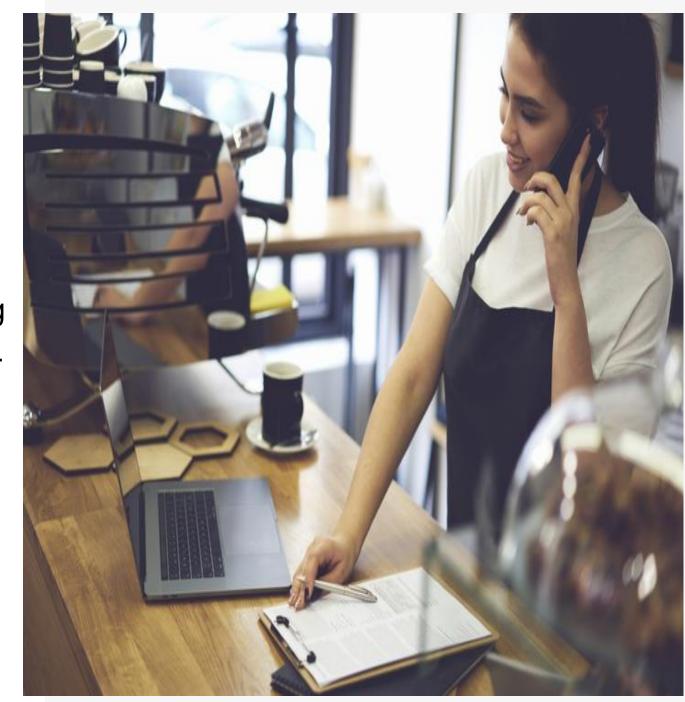
- Service Area Businesses do not have storefronts where customers go
- Typically, they are home-based businesses
- SABs go TO their customers
- SABs cannot show their address on GBP listing
- SABs do NOT show up on Google Maps





### Hybrid Businesses

- Have a storefront AND go out to customers
- Examples: Restaurants w/indoor dining
   + delivery or Plumber with showroom +
   goes to customer for installation
- Can list address AND service areas
- MUST have employees at location during business hours
- MUST have permanent signage

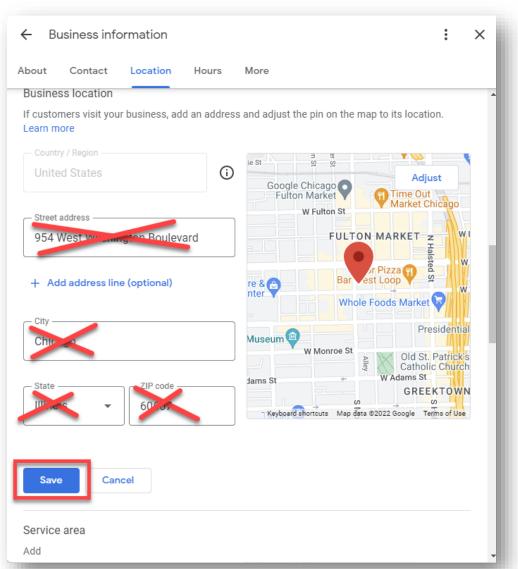


### Already Have Your Service Area Business GBP Listing Set Up? You Need To Delete Your Address From Your GBP Listing

Don't serve customers at your business address?

Delete your addres/leave address blank and list service areas.

You can add up to 20 service areas







## Make Sure You Set Up Your Google Business Correctly

### **Guidelines For Representing Your Business On Google**

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If your business either has a physical location that customers can visit, or travels to customers where they are, you can create a Business Profile on Google. To create a successful Business Profile that won't be suspended requires that you:

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- · Choose the fewest number of categories it takes to describe your overall core business.
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Brands, organizations, artists, and other online-only businesses aren't eligible for Business

https://support.google.com/business/answer/3038177



## Business Owners Should Claim & Verify Their Listings.

They Can Add Other Users Later.

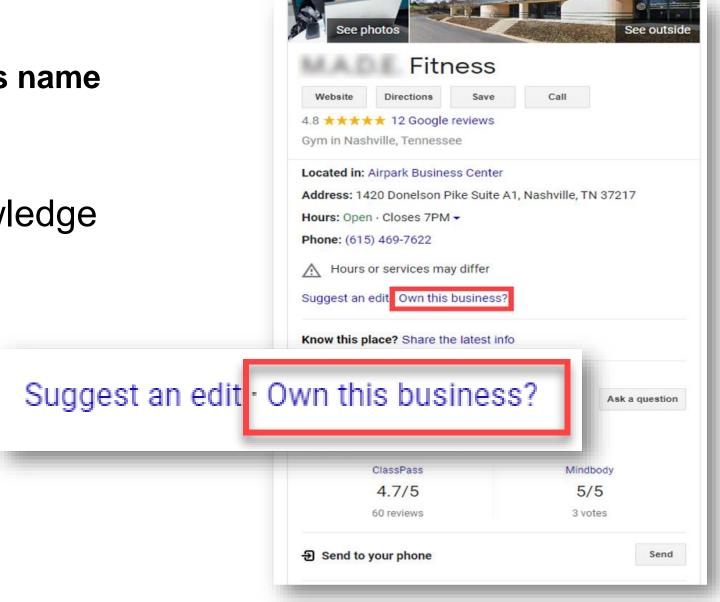
#### "Own This Business"

Do a search for your business name and city

 If your business's Knowledge Panel shows up, click:

Own This Business.

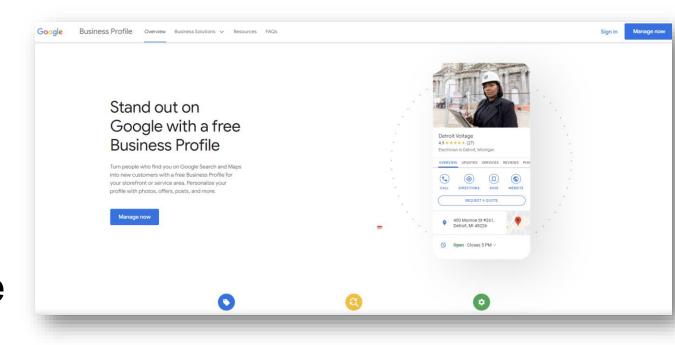
And follow the steps...





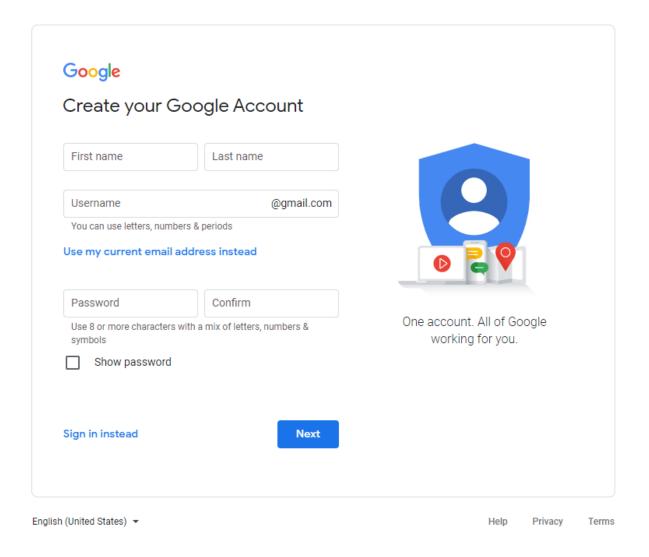
### Claim Your GBP Profile

If you haven't claimed your Google Business Profile visit and sign into your Google Account:



### google.com/business

### Don't Have Google Account? Create One...

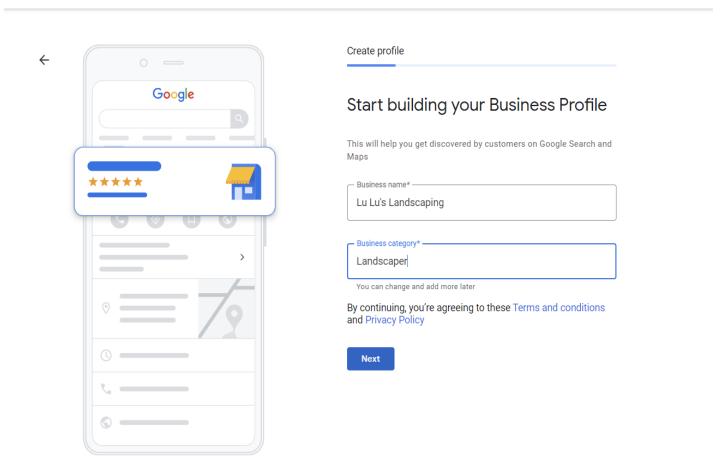


accounts.google.com/signup

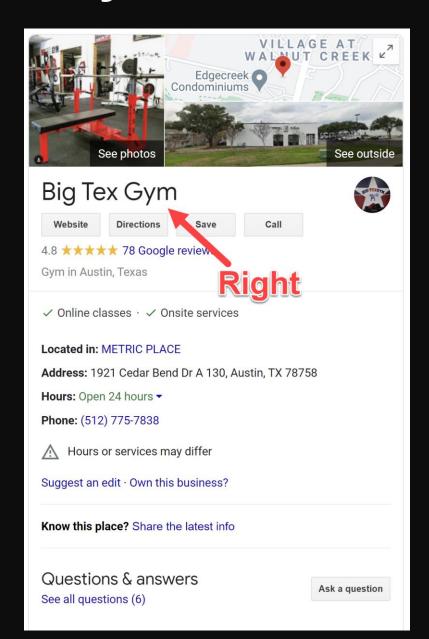
## **Find Or Add Your Business**

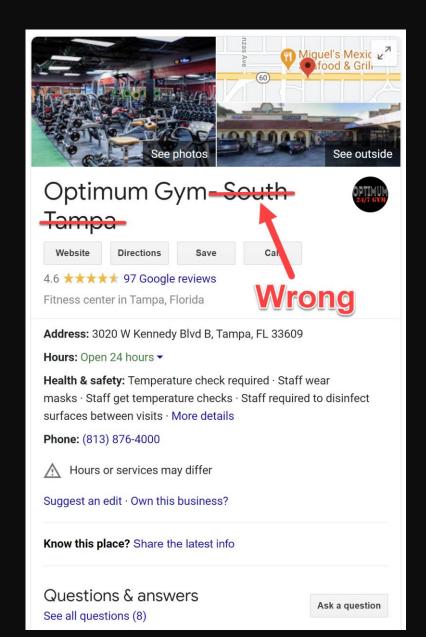
Enter your legal business name as you want it to appear on Google — it should be your **OFFICIAL/LEGAL** business name.

It *may* appear in a drop-down list.

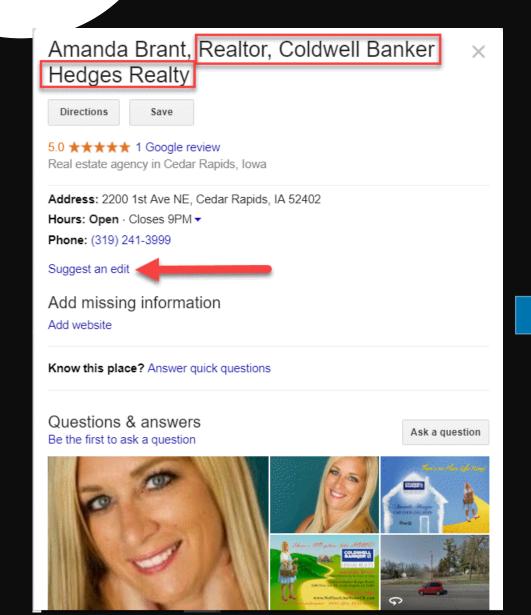


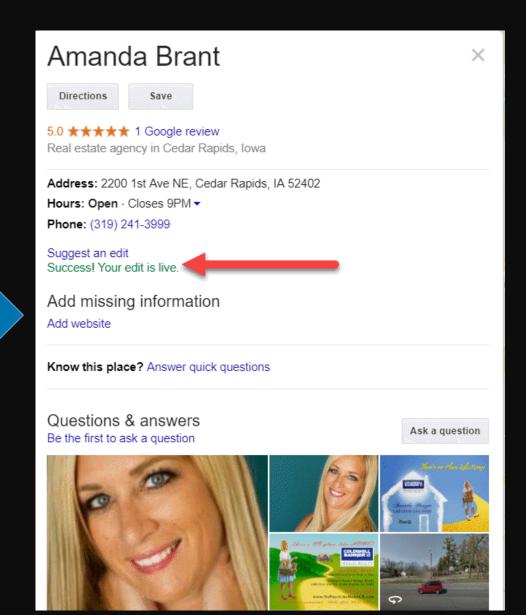
# Only Use Your OFFICIAL Business Name





# If You Are "Practitioner" And Can ONLY List Your First and Last Name





# HELLO IAM...

YOUR BRAND

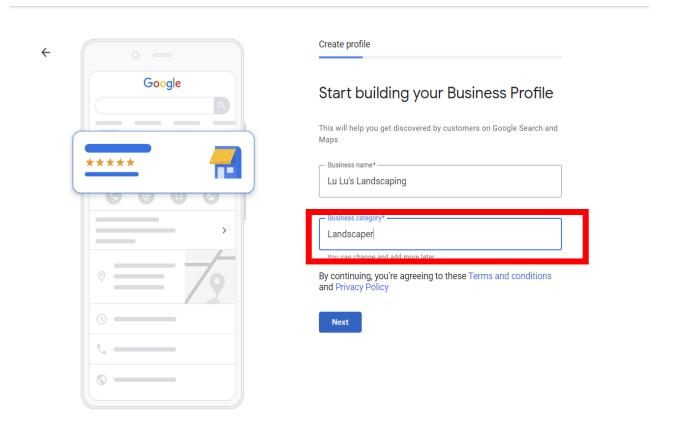
When Claiming Your GBP
Listing – Your Business
Name Needs To Follow
Guidelines (Or Your Listing
Can Get Suspended!)

# **Select A Category**

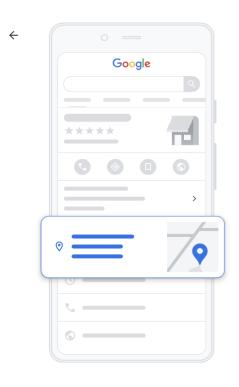
If you can't find the exact category — choose something close.

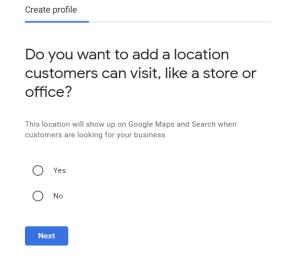
If your business fits in multiple categories, start with the **main category** — the one that is most specific to your business.

You can add more categories later.



## Do You Have A Storefront/Office Or A "Service Area Business"?





Check Yes if you have a physical location that customers visit and you have permanent signage at your location.

Check No if your business delivers goods or services to customers at their location. (i.e., you run your business out of your home.) You are considered a Service Area Business (SAB)

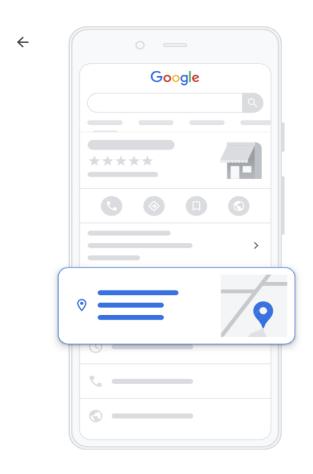
Click Next.

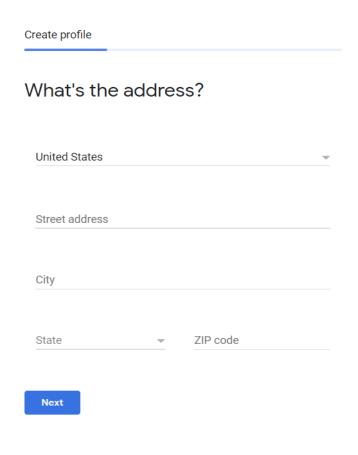
Storefronts can display their addresses because customers visit their locations.

Service Area Businesses (SABs) go TO their customers and CANNOT show their address in their GBP listing.

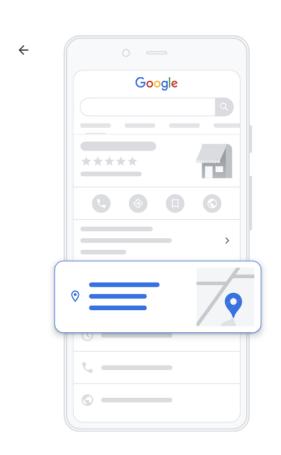
## If You Selected **Yes** – Enter Your Address

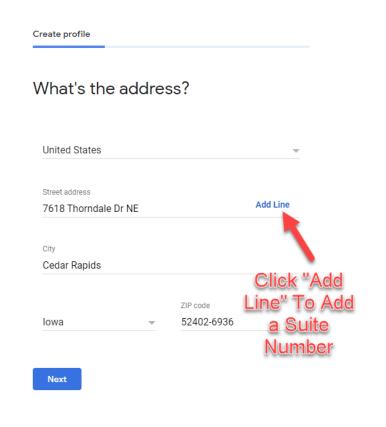
Do NOT add cross streets or nearby landmarks to your address.

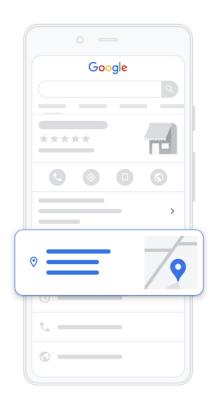


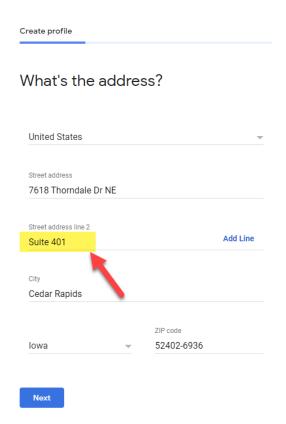


## If You Have A Suite Number, Click "Add Line" To Add Suite Number



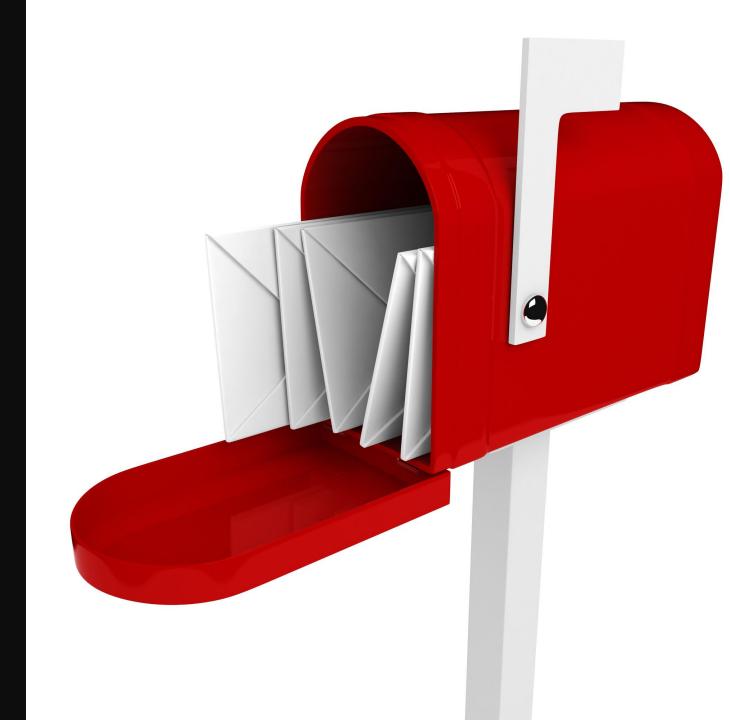






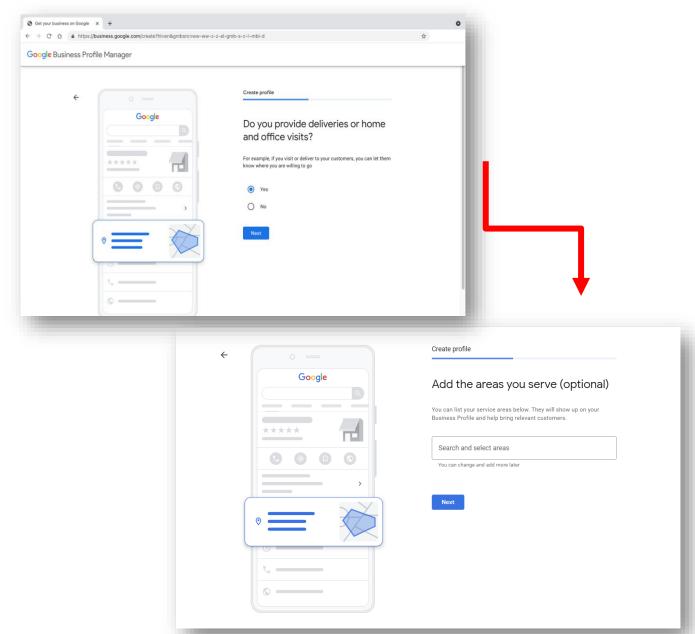
# DO NOT SET UP FAKE OR INCORRECT ADDRESSES

- NO PO Boxes
- NO UPS Boxes
- NO Virtual Offices
- NO Shared Offices
- NO FAKE BUSINESS
   Addresses





# **Hybrid Business**



You have a physical address and deliver goods or services to customers.

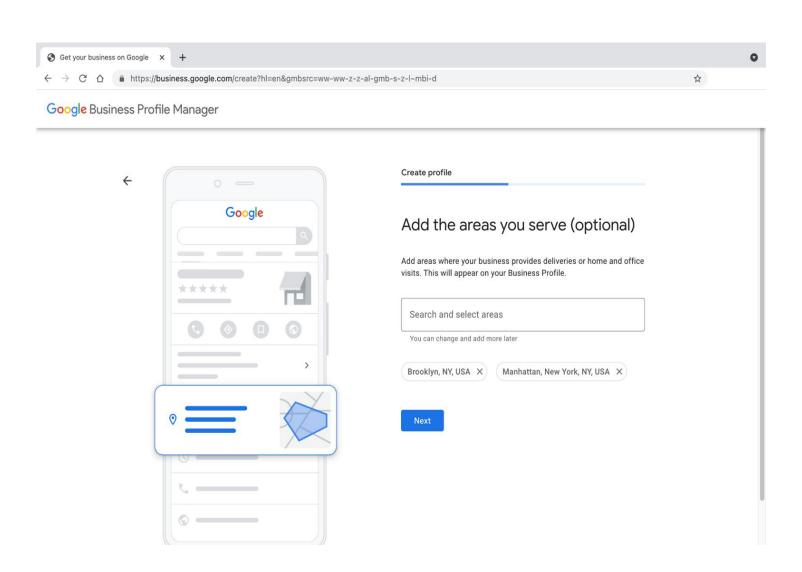
You can show storefront address, set hours for when you're staffed at that address, and designate service areas.

If your business doesn't have permanent on-site signage, you're **not** eligible as a storefront and should be listed as a service-area business.

## If You Selected No - Choose Areas You Serve

Select cities, zip codes or counties.

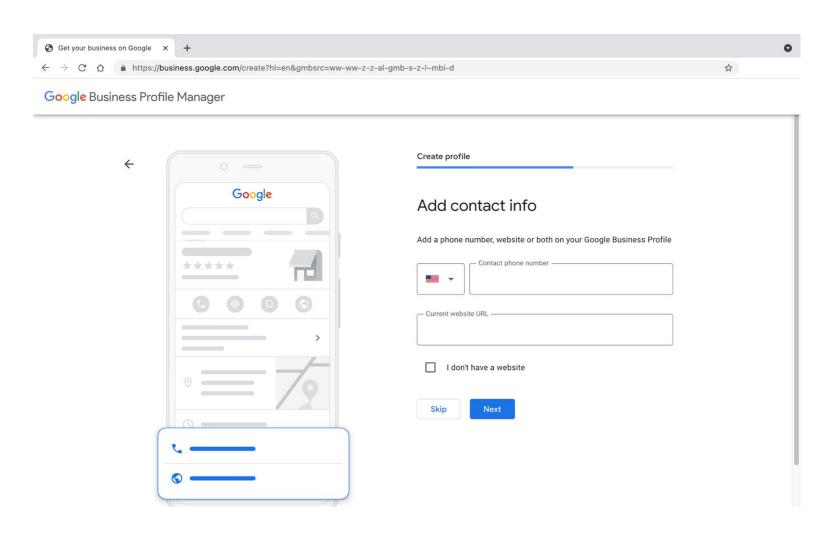
You can add up to 20 service areas.



## **Enter Local Phone Number and Website**

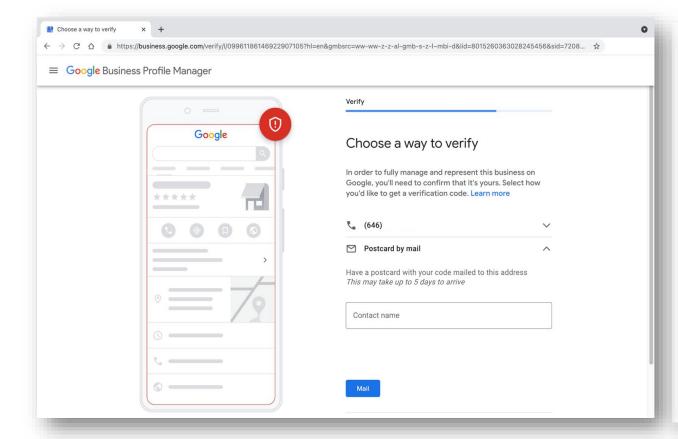
Make Sure You
Enter A Local Area
Code Phone
Number First...

Do not enter redirect URL or social media URL.

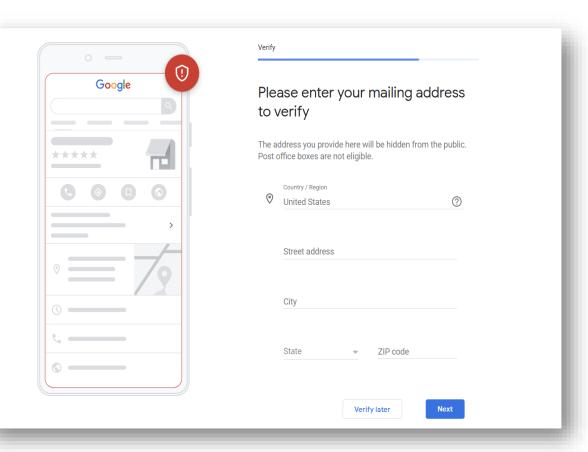


## **Verify Your Listing**

## **Storefronts**



## **Service Area Businesses**

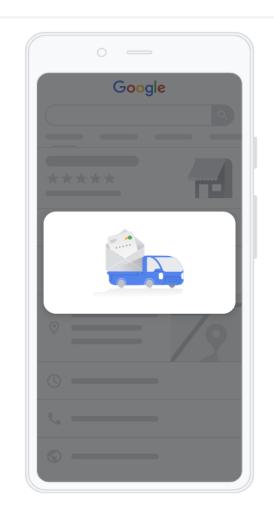


## Request Postcard Verification Be Mailed

Request a postcard be mailed to the business address.

Click Mail.

Be sure to enter your Contact Name



Verify
Postcard is on its way!
You'll get a postcard with your verification code and next steps
in about <b>5</b> days.  Attn:
Baby Store
Continue

Postcards arrive in about five days. When the postcard arrives, sign into the GBP dashboard and enter the verification code.

## A postcard is coming!

You'll get a postcard with your verification code and next steps in about 5 days.



https://business.google.com/

# Avoid Making Changes To Your Business Profile Until You Receive Your Postcard and Verify Your Listing

- PIN codes are valid for 30 days
- Don't request a new code while you're waiting
- Do not edit your business name, address or category

If you edit your Business Profile information or request a new code, Google will cancel the code on the postcard in the mail and you will have to request a new postcard. (This step helps protect the integrity of your profile.)

You should receive a postcard within 5-14 days. If you don't, request a new postcard.

If you don't get that postcard, contact Google My Business Support:

https://support.google.com/business/gethelp

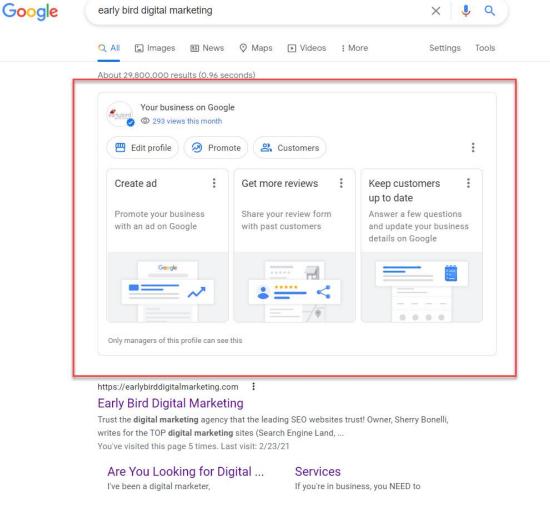


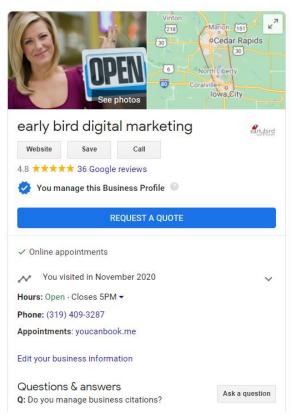
# Make Updates To Your GBP Profile From Google Search or Maps App

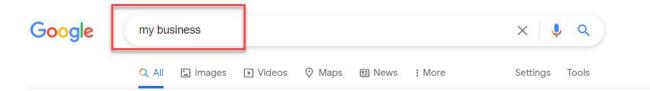
Make edits directly on a Google search results page.

You must be signed into an account that manages the Business Profile.

Search for your Business Name (and city, if needed)







Or type in "My Business" in the Google search bar

#### About 10,340,000,000 results (0.95 seconds)

https://www.google.com > business :

#### Google My Business - Drive Customer Engagement on Google

Engage with customers on Google for free. With a Google My Business account, you get more than a business listing. Your free Business Profile lets you easily ...

You've visited this page many times. Last visit: 2/4/19

#### **Business Profile**

Stand out on Google with a free Business Profile. More than just ...

#### Create

Get your business on Google for free with Google My Business.

#### About Google My Business

Google My Business is a free and easy-to-use tool for businesses ...

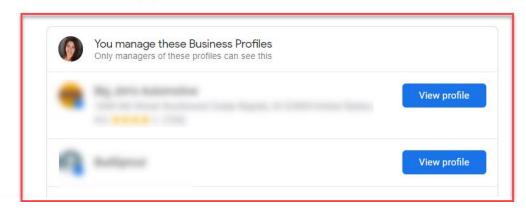
More results from google.com »

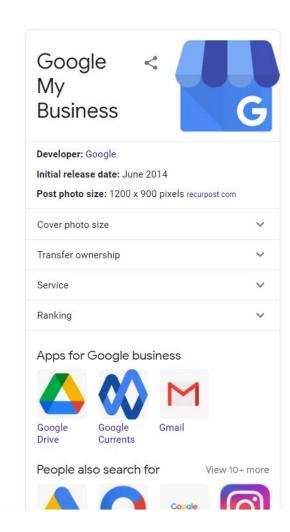
#### My Business

With a Google My Business
Account, you get more than a ...

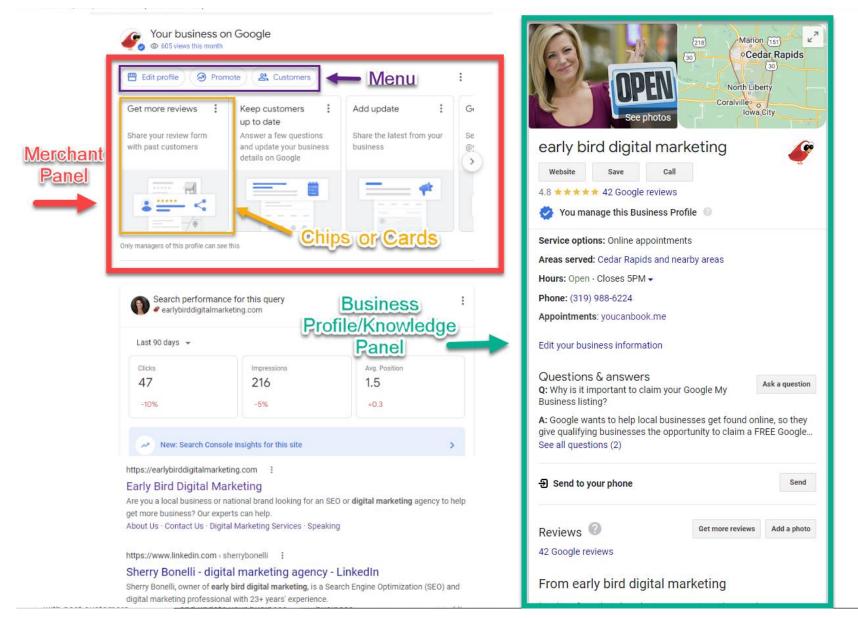
#### Website Builder

Google My Business can automatically generate a free ...

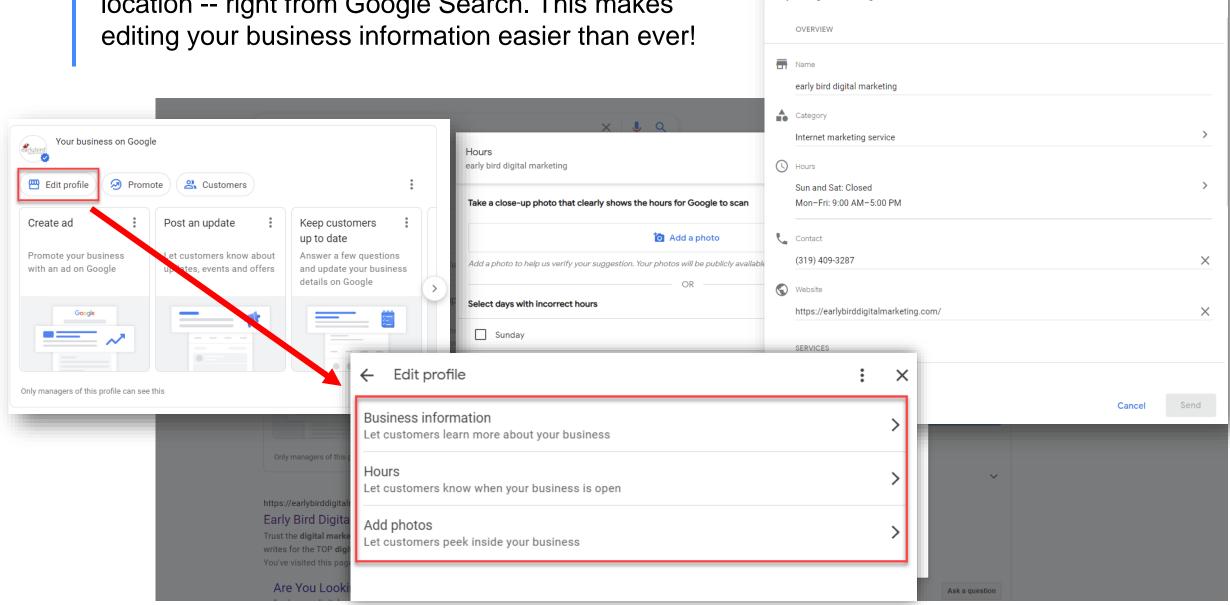




# **Anatomy of Managing On Google Search**



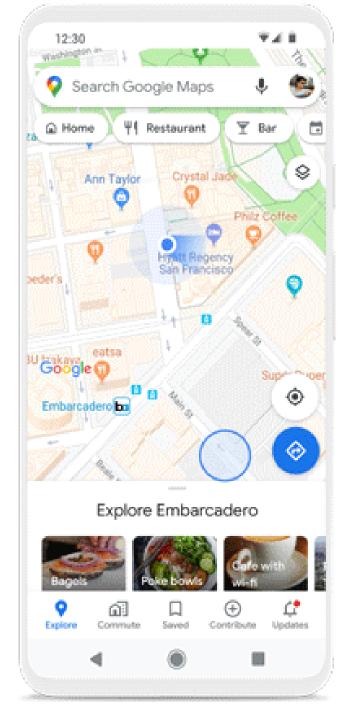
You can update business fields -- like hours and location -- right from Google Search. This makes



Edit your business info

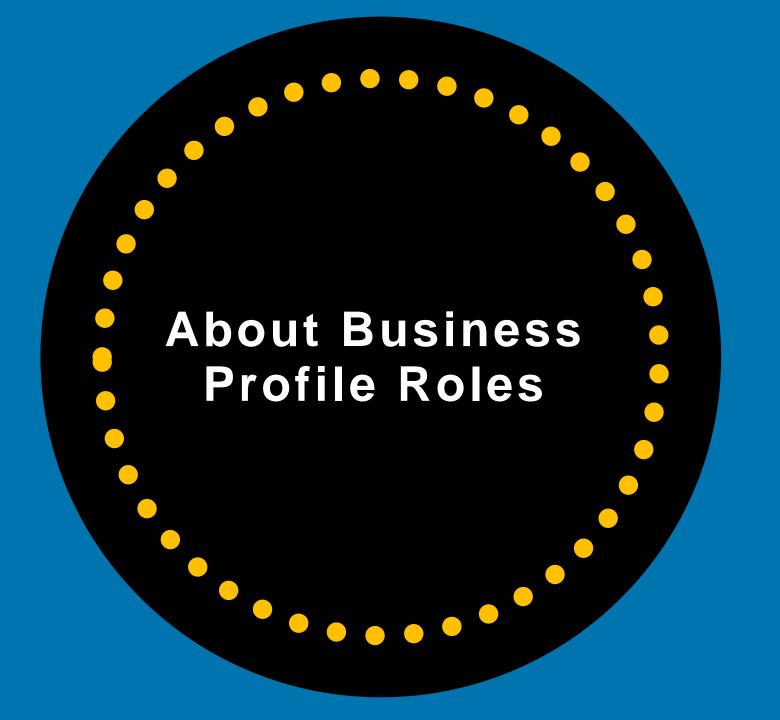
early bird digital marketing





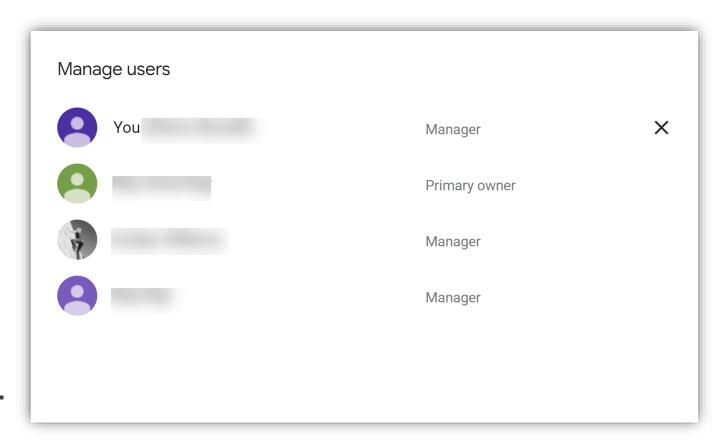
# Download The Google Maps App

You can also manage your Business Profile from the Maps App



## **Profile User Roles**

- Only the Primary owner can transfer primary ownership.
- Only Owners can add or remove users.
- Managers can remove themselves from a profile.



## **Owners Role**

### **Owners**

Each Business Profile can have multiple owners, but they can only have **one** Primary owner.

## Primary Owners and Owners:

- Can add other users to share management of a profile
- Have the same capabilities, except:
  - A Primary owner can't remove themselves from a Business Profile until they transfer primary ownership to another user.



# Managers Role

## **Managers**

- Have most of the capabilities of an Owner, except for more sensitive functions
- Can't remove the Business Profile
- Can't manage users



# **User Capabilities**

### About Business Profile roles

#### Owners

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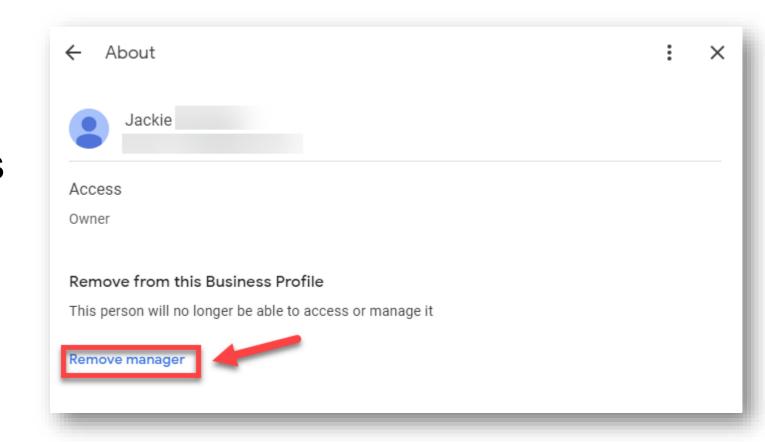
https://bit.ly/3mB8X4H



## **How To Remove A User**

Owners of Business Profiles can delete/remove owners and managers.

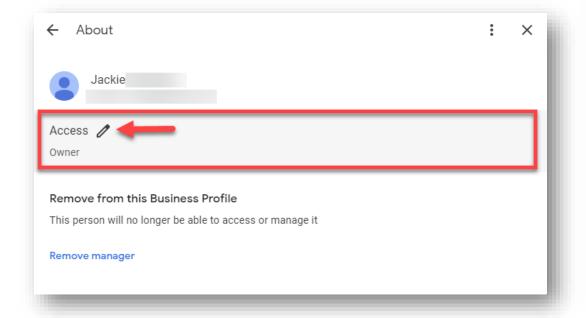
Click on the user's name and click **Remove** 

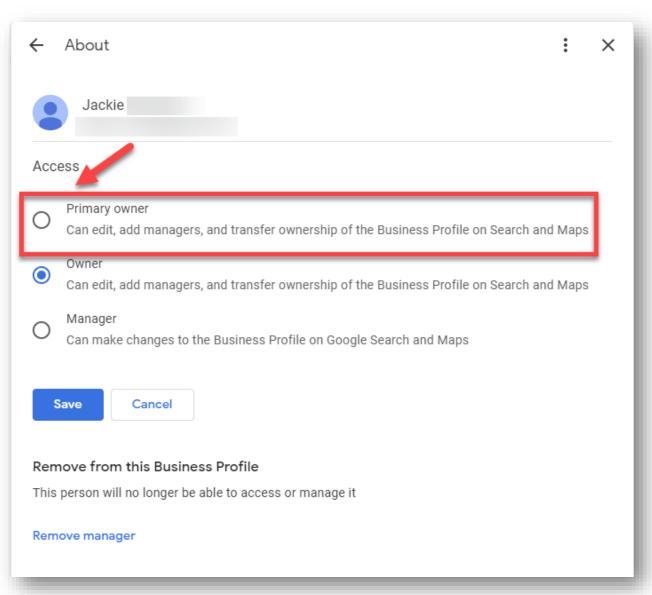


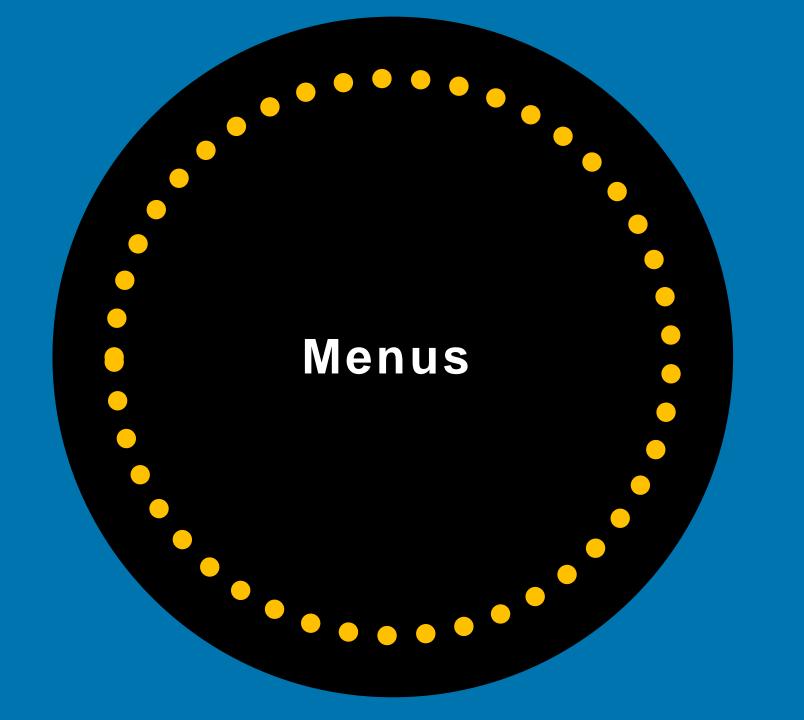
# **How To Transfer Primary Ownership**

Only Primary Owners can transfer Ownership.

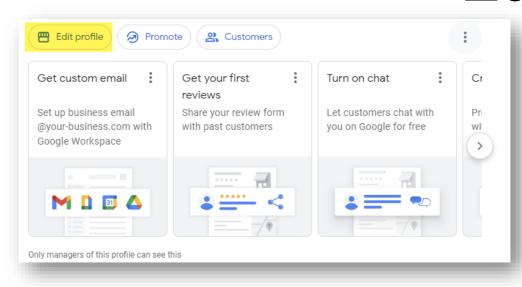
Click on user's name > Access and you can change the manager or owner role to Primary Owner.



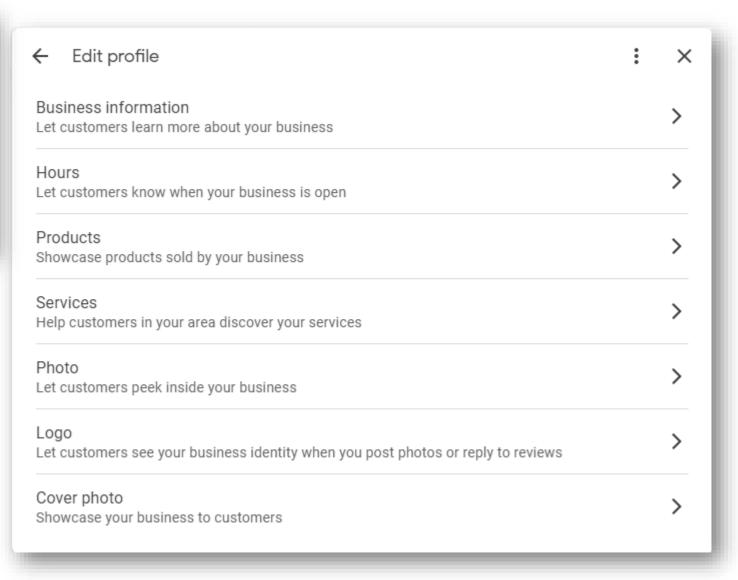




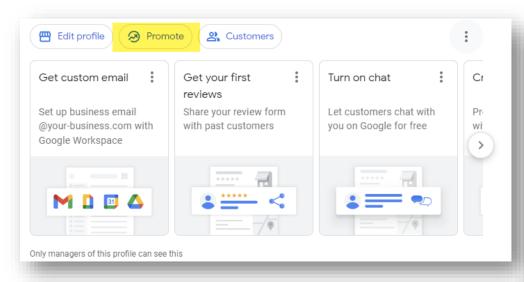
# **Edit Profile**



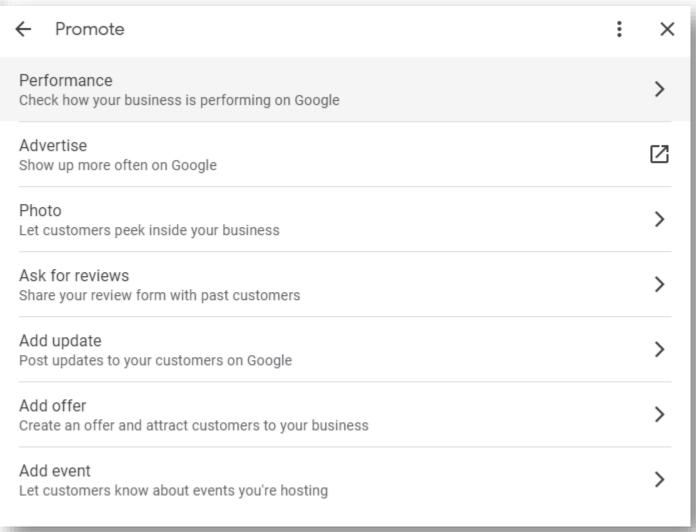
- Business Information
- Hours
- Products
- Services
- Photos
- Logo
- Cover Photo



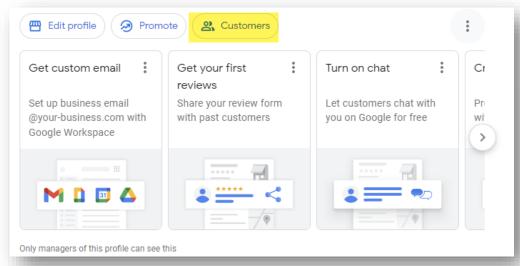
# **Promote**



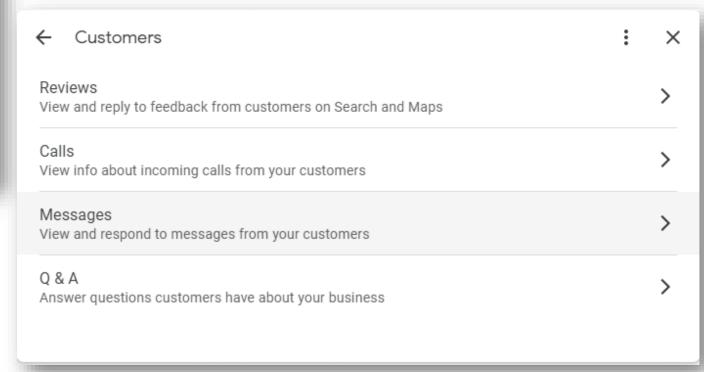
- Performance/Insights
- Advertise
- Photos
- Ask for Reviews
- Posts:
- ✓ Update
- ✓ Offer
- ✓ Event



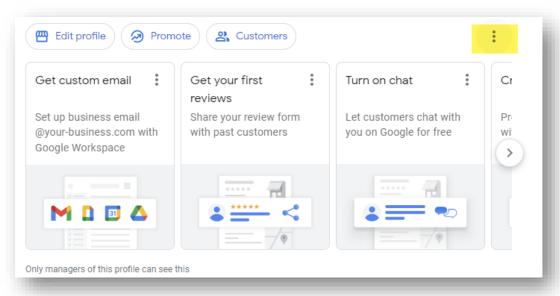
# Customers



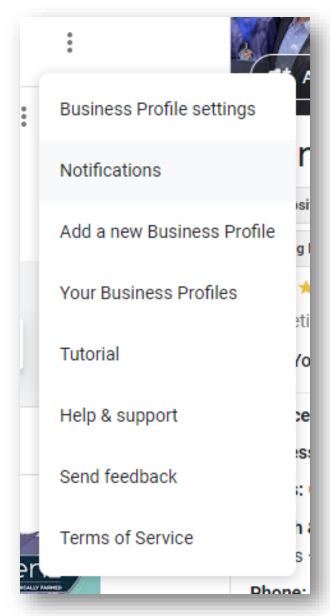
- Reviews
- Calls
- Messages
- Q&A



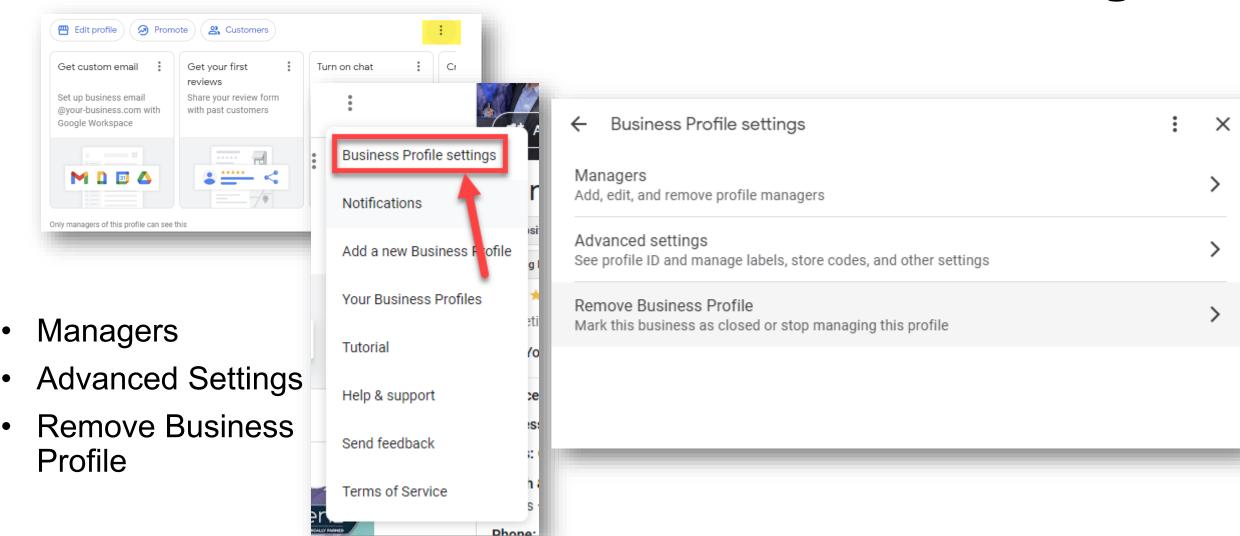
# **Advanced Menu**



- Business Profile Settings
- Notifications
- Add a New Business Profile
- Tutorial
- Help & Support
- Send Feedback
- Terms of Service



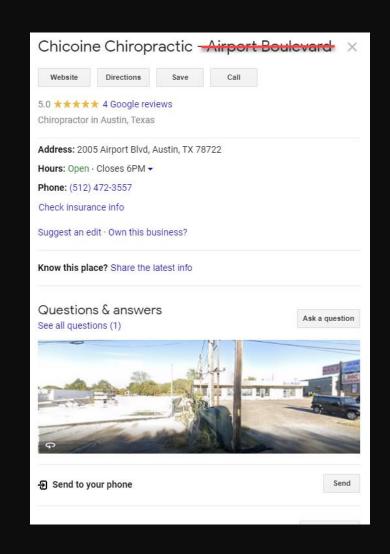
# Advanced Menu > Business Profile Settings

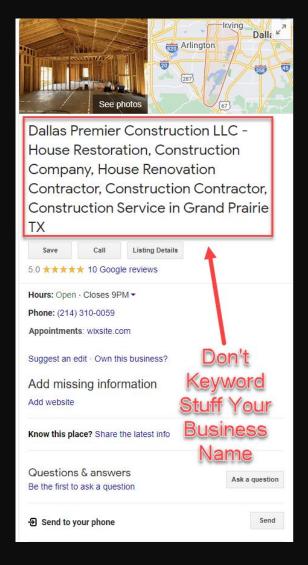




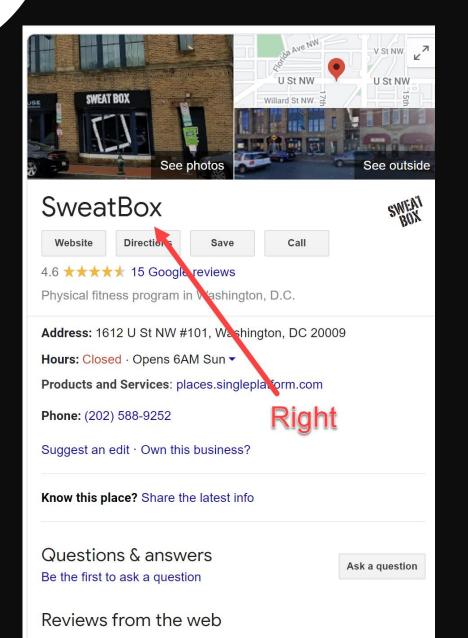
## Do NOT Add Extra Words To Business Name

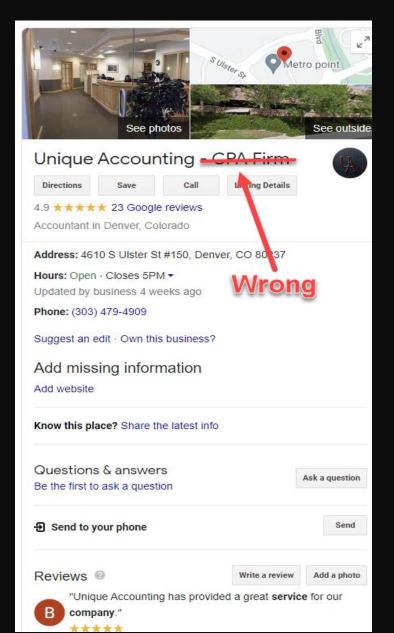
- No Keywords
- No City Name
- No Street Names
- No Landmarks
- No Extra Words



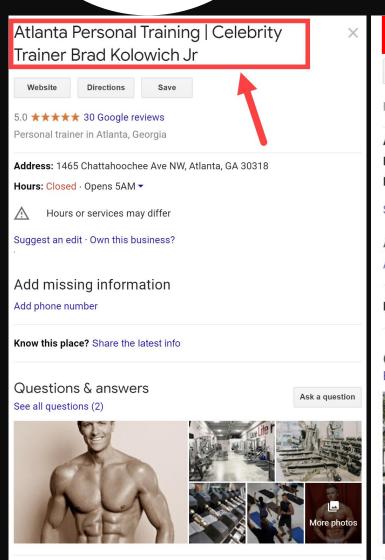


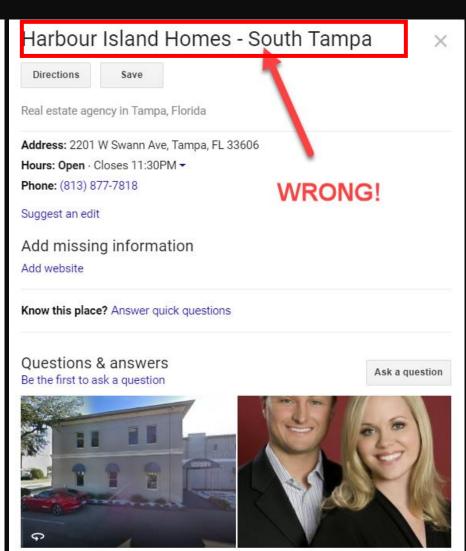
## Only Use Your OFFICIAL Business Name

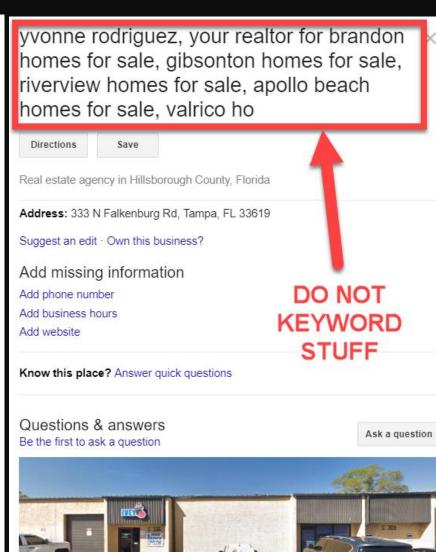




## Do NOT Add Extra Words Or Keyword Stuff







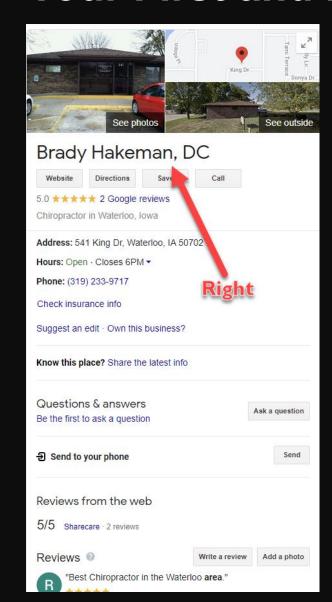
# If You're a "Practitioner" You Can ONLY List Your First and Last Name

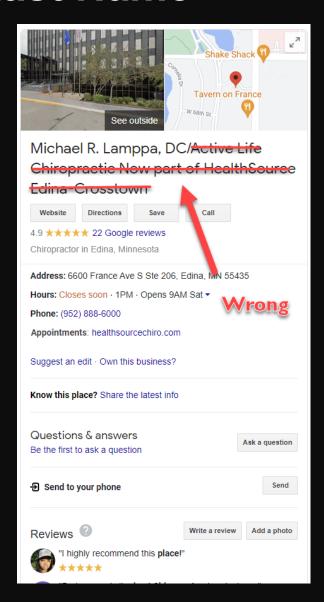
**From Google:** The business name of the listing for the practitioner should include **only** the name of the practitioner and *shouldn't* include the name of the organization.

Medical physicians/doctors can include their medical designations.

Lawyers can add Esq.

No other profession can add additional words.





# **Practitioners**

## Multiple practitioners at one location

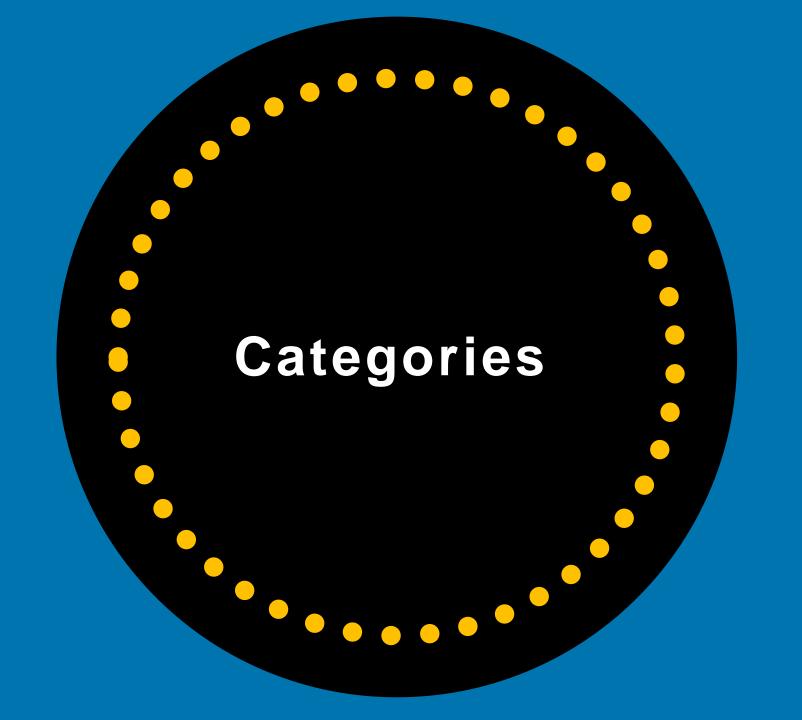
If the practitioner is one of several public-facing practitioners at this location:

- . The organization should create a listing for this location, separate from that of the practitioner.
- . The title of the listing for the practitioner **should** include only the name of the practitioner, and shouldn't include the name of the organization.

## **Practitioners**

## Solo Practitioners That Belong To Branded Organizations

- If a practitioner is the only public-facing practitioner at a location and represents a branded organization, it's best for the practitioner to share a listing with the organization.
- Create a single listing, named using the following format: [brand/company]: [practitioner name].
  - Acceptable: "Allstate: Joe Miller" (if Joe is the sole public-facing practitioner at this Allstate-branded location)



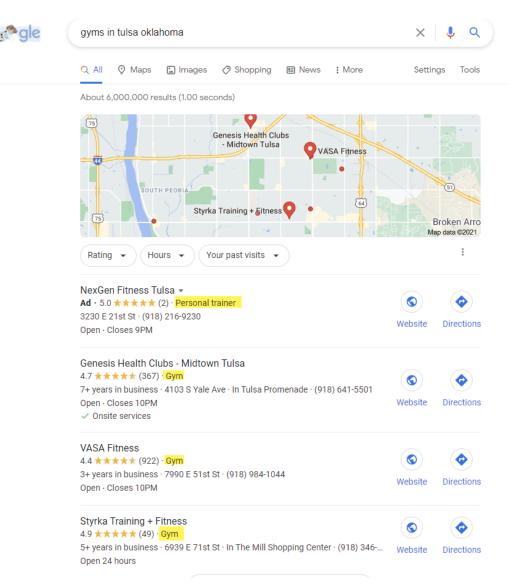
# "Categories DIRECTLY Impact How You Rank...Choose Them Wisely..."

-Sherry Bonelli, early bird digital marketing

# Pick The Correct Categories

Your main category should be very specific (vs. general). Then pick a few other categories that fit the type of business you have.

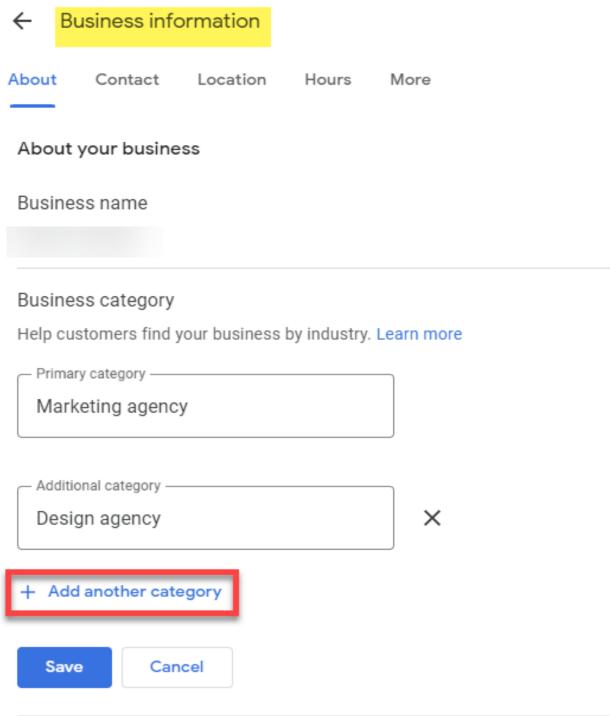
TIP: If you find after a time that you're not ranking where you want to rank against your competitors, try changing your main category and see if that improves your ranking results.





You can choose up to 10 categories for your business.

Categories DIRECTLY impact rankings.

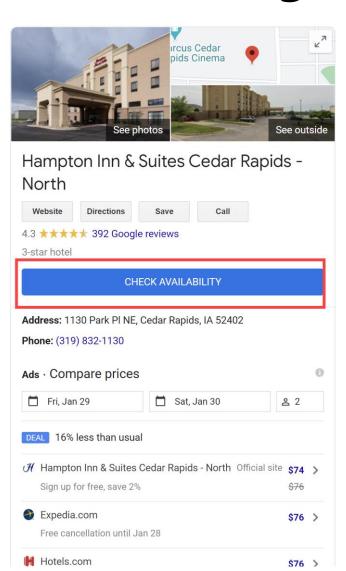


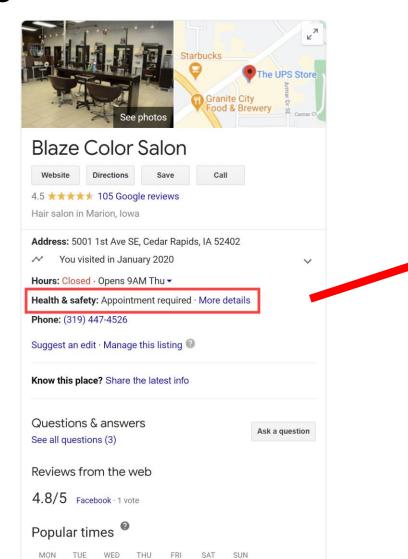
# Look At All The Categories Available

50 v records per page				
GCID	Category Name	Detected for first time	Last detected	Related Categories
aadhar_center	Aadhar center	2021-02-10	2021-04-25	Related Categories
abarth_dealer	Abarth dealer	2021-04-04	2021-04-25	Related Categories
abbey	Abbey	2019-04-24	2021-04-25	Related Categories
aboriginal_and_torres_strait_islander_organisation	Aboriginal and Torres Strait Islander organisation	2019-04-24	2021-04-25	Related Categories
aboriginal_art_gallery	Aboriginal art gallery	2019-04-24	2021-04-25	Related Categories
abortion_clinic	Abortion clinic	2019-04-24	2021-04-25	Related Categories
abrasives_supplier	Abrasives supplier	2019-04-24	2021-04-25	Related Categories
abundant_life_church	Abundant Life church	2019-04-24	2021-04-25	Related Categories
acai_shop	Açaí shop	2021-02-10	2021-04-25	Related Categories
acaraje_restaurant	Acaraje restaurant	2021-02-10	2021-04-25	Related Categories
accountant	Accountant	2019-04-24	2021-04-25	Related Categories
accounting_firm	Accounting firm	2019-04-24	2021-04-25	Related Categories
accounting_school	Accounting school	2019-04-24	2021-04-25	Related Categories
accounting_software_company	Accounting software company	2019-04-24	2021-04-25	Related Categories
acoustical_consultant	Acoustical consultant	2019-04-24	2021-04-25	Related Categories
acrobatic_diving_pool	Acrobatic diving pool	2019-04-24	2021-04-25	Related Categories

https://pleper.com/index.php?do=tools&sdo=gmb\_categories

# Certain Features Are Available Depending On Your Category





#### Health & safety

Measures taken here



Source: Business updates and customer suggestions

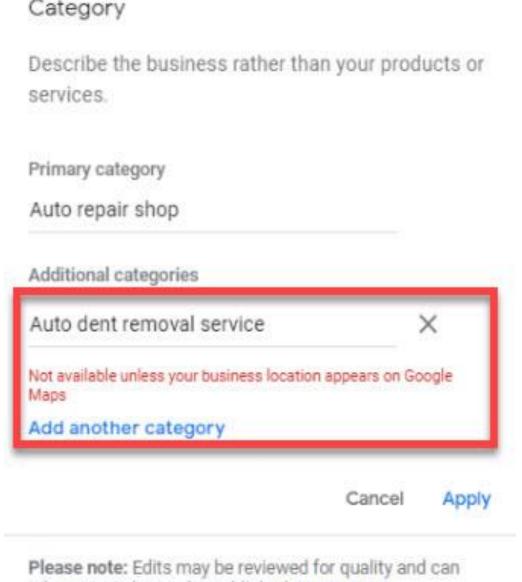


# Some Categories Aren't **Available To Service Area Businesses**

Google selected some categories that aren't allowed to be set up/used as Service Area Business categories.

(This is to prevent spam and abuse.)

If you receive this error, there should be a similar category that you can select instead.



take up to 2 days to be published I core more

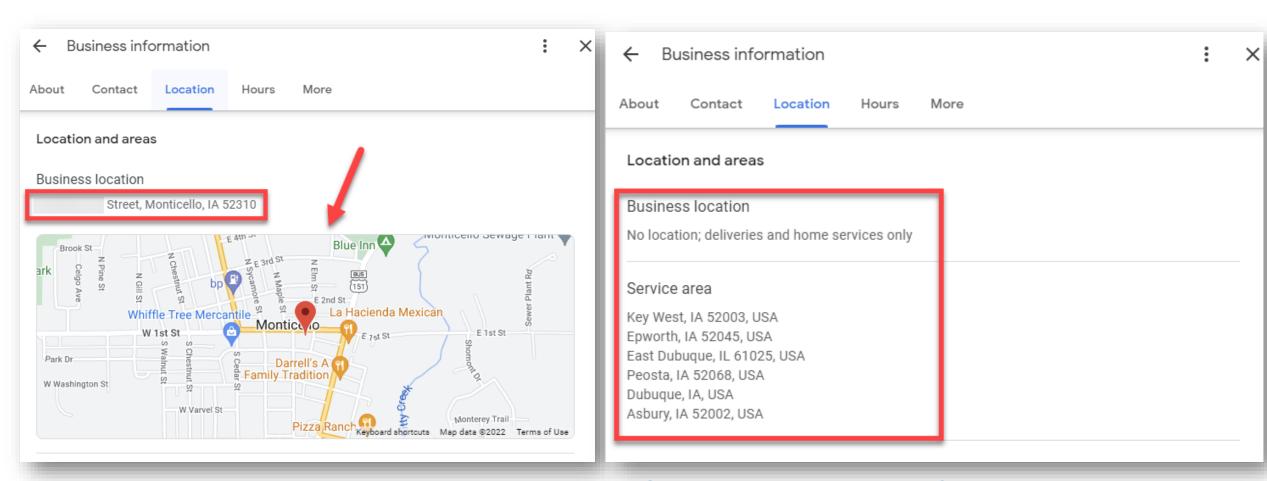


Warning: Changing your GBP category too often can sometimes trigger a suspension or cause Google to re-verify your GBP listing.



# Physical Storefront Address

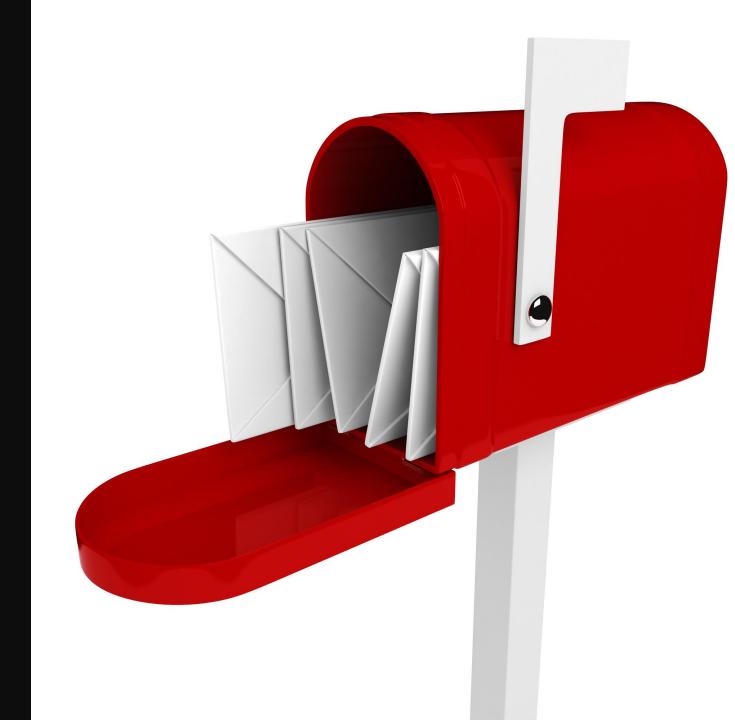
# Service Area Business (SAB)



Physical Businesses Must Have Permanent Outdoor Business Signage Service Area Businesses CANNOT show address in Business Profile. Can Select Up To 20 Service Areas.

## DO NOT SET UP FAKE OR INCORRECT ADDRESSES

- NO PO Boxes
- NO UPS Boxes
- NO Virtual Offices
- NO Shared / Co-working Offices (In MOST cases)
- NO FAKE BUSINESS Addresses



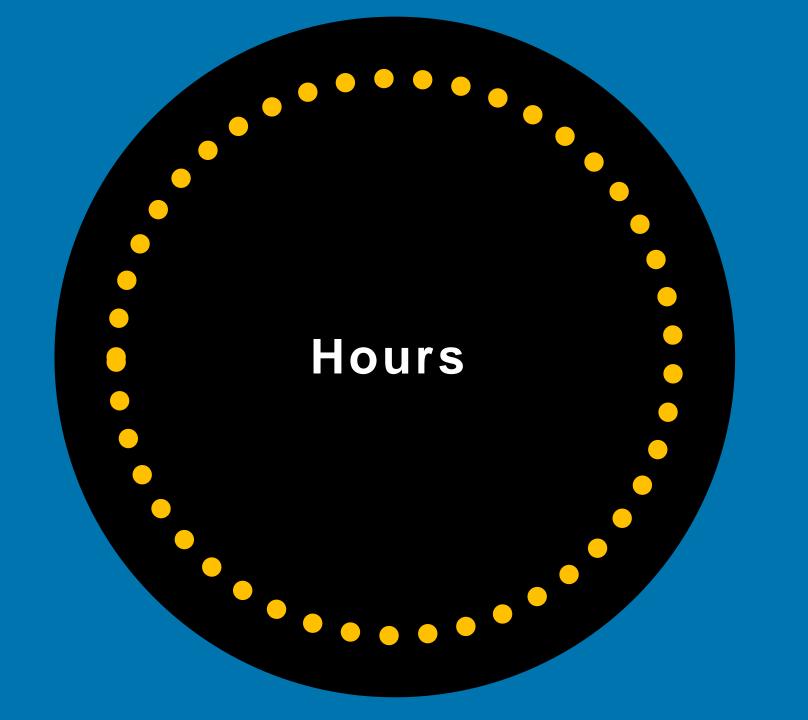


#### **Service Area Businesses**

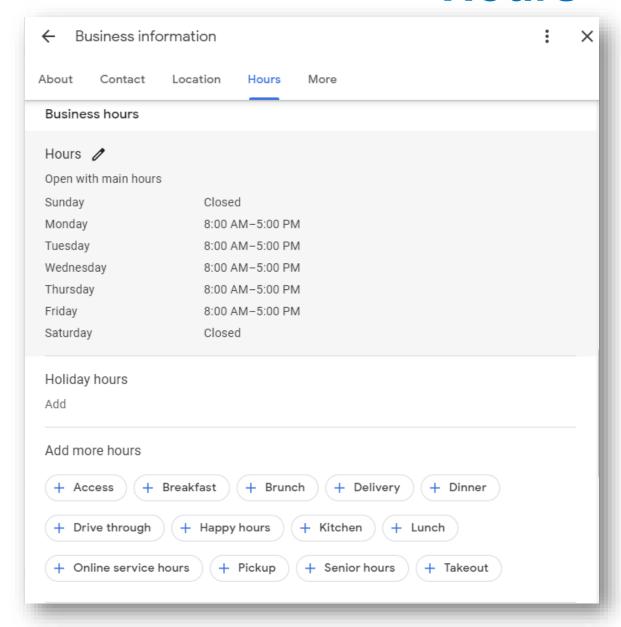
Service Area Businesses can only have one profile for the central office or location with a designated service area.

SABs can only have one business profile per metropolitan area.

SABs can't list a "co-working" office addresses unless they have a dedicated office that is staffed with THEIR employees during business hours and have proper signage.



### **Hours**



Make sure the hours you set are the hours when your employees are working at your physical location.

40% of local business searchers want to find hours of operation.<sup>1</sup>

#### **Other Guidelines For Hours**

**Business Hours:** Provide your regular customer-facing hours of operation.

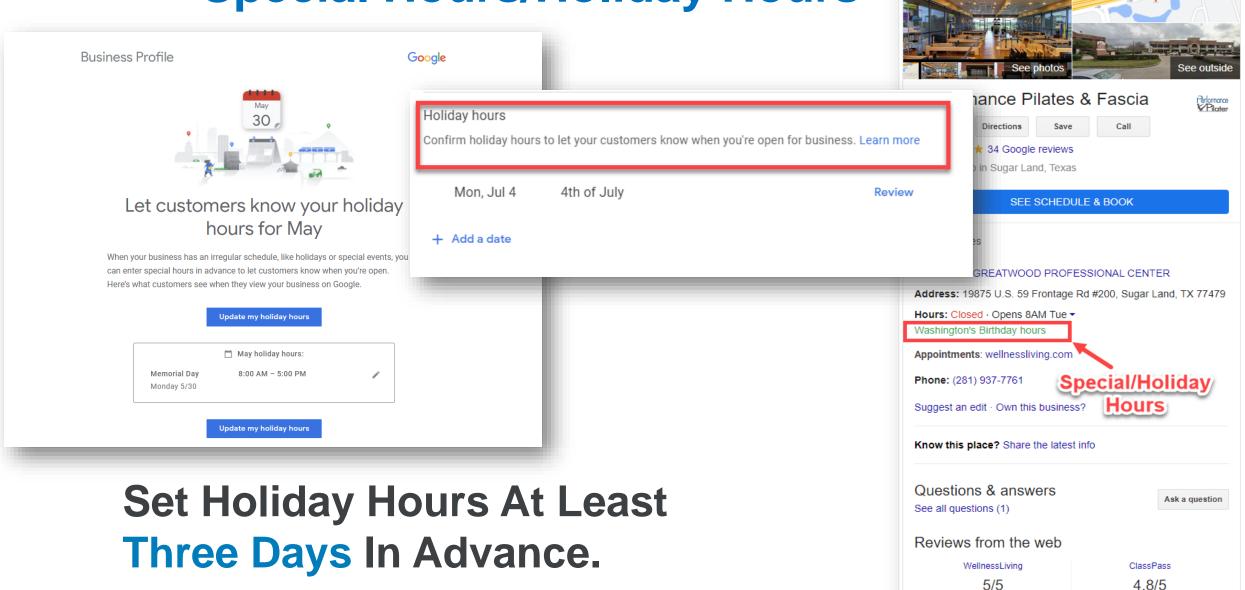
If you don't have employees at your location 24/7, don't put your hours as 24/7! *Some* businesses shouldn't include hours.

Be sure to update hours when you will be closed – like holidays.

Schedule those THREE days in advance.

If your business has departments, provide the business hours for each department on that department's separate Business Profile (if your company qualifies for a separate department profile i.e., auto dealers), and provide the business hours for the main business on the main Google **Business Profile** 

# **Special Hours/Holiday Hours**



LA Fitness

26 reviews

16 reviews



### **Seasonal Businesses**

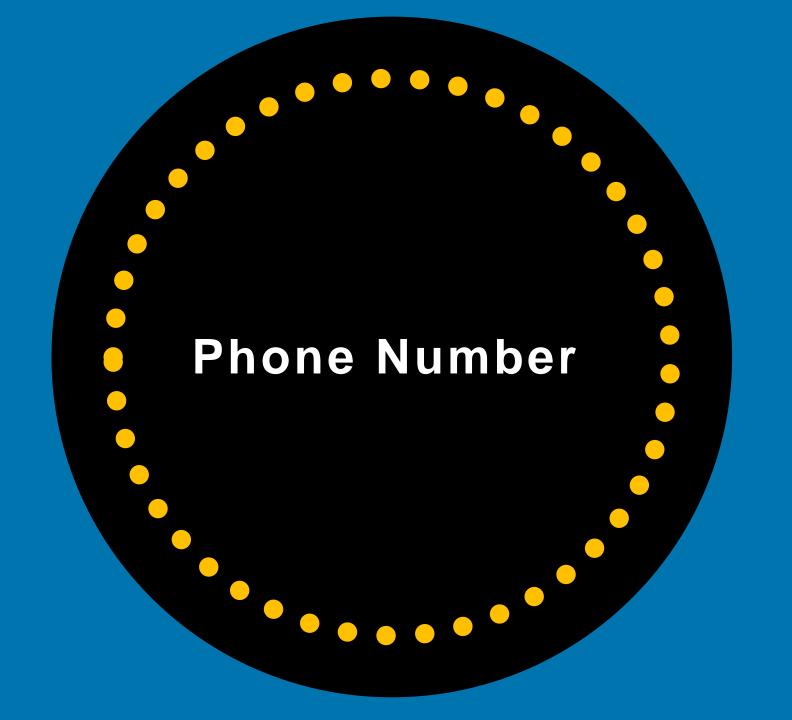
If your business has seasonal hours, use the following guidelines:

During the season your business is open, set your regular hours of operation. You can set special hours for holidays, temporary closures, or other events.

You can also indicate that your business is open only for a specific seasonal period in your business description.

During off-season, you need to mark your business as temporarily closed. Set your regular business hours when your business reopens.

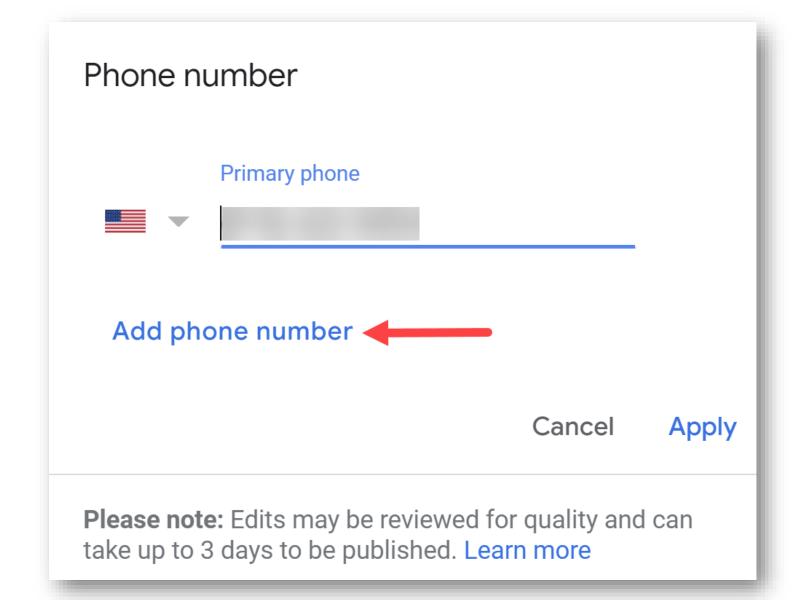
**NOTE:** You must have permanent signage up all year long.



## **Phone Number**

Provide a phone number that connects to your individual business location as directly as possible -- preferably a local phone number.

It can take up to 3 days for Google to review and approve updates.

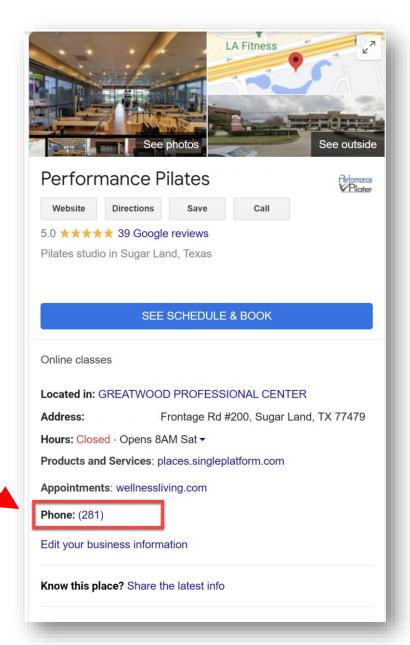


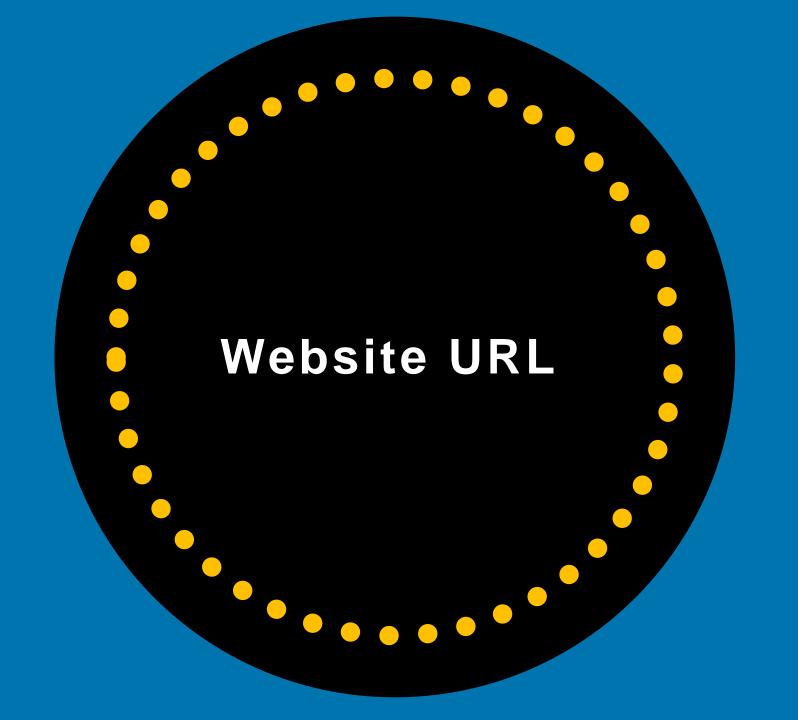
## **Add More Phone Numbers**

You can add 3 phone numbers, but **only the primary number will show to the public.** 

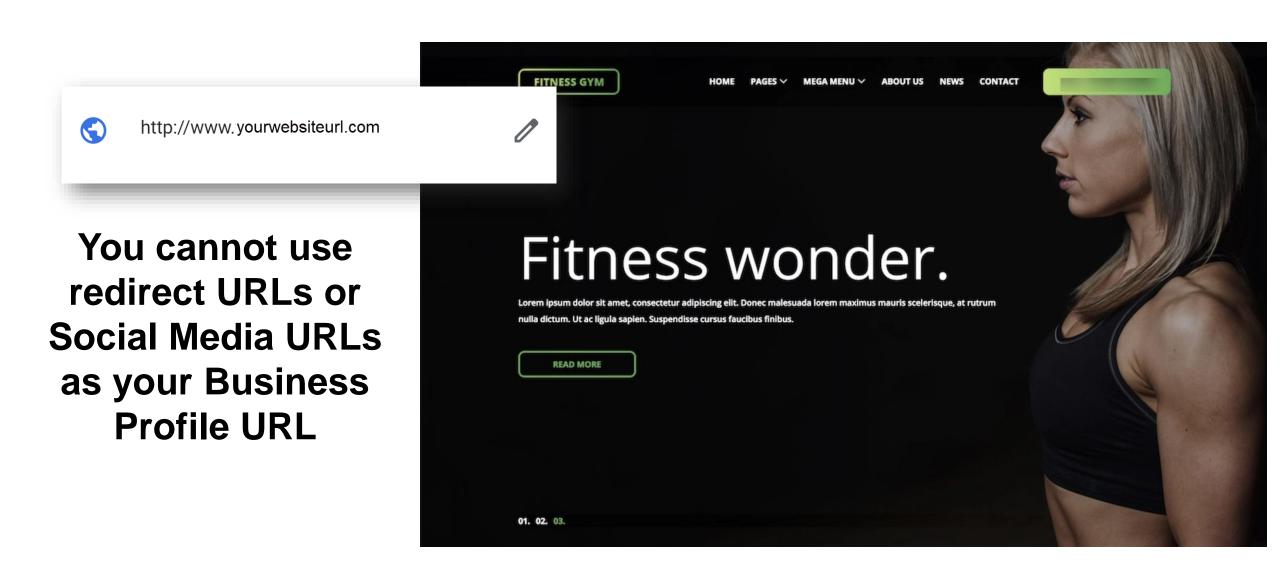


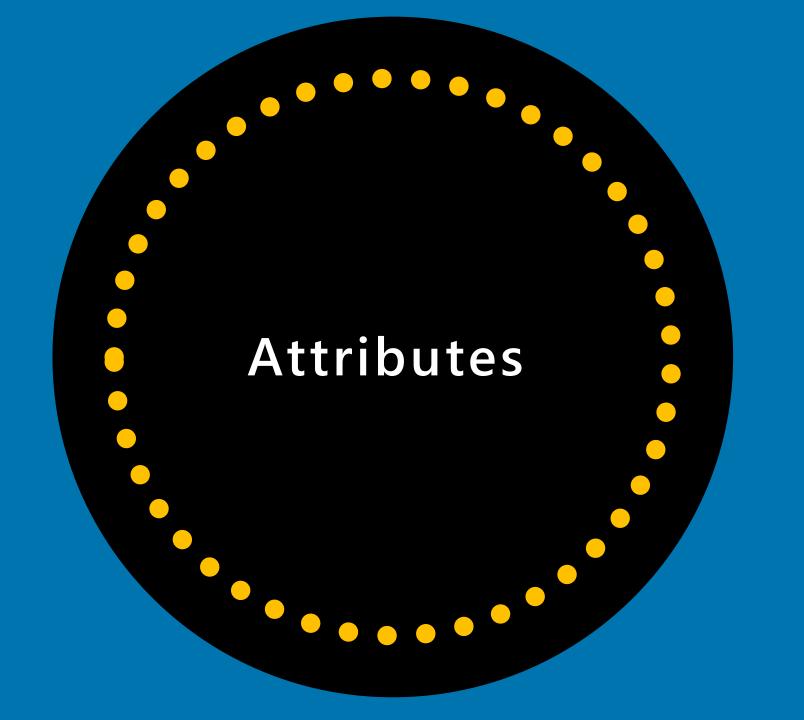
You can use a tracking number – just make sure that one of the phone numbers is your main LOCAL AREA CODE phone number.





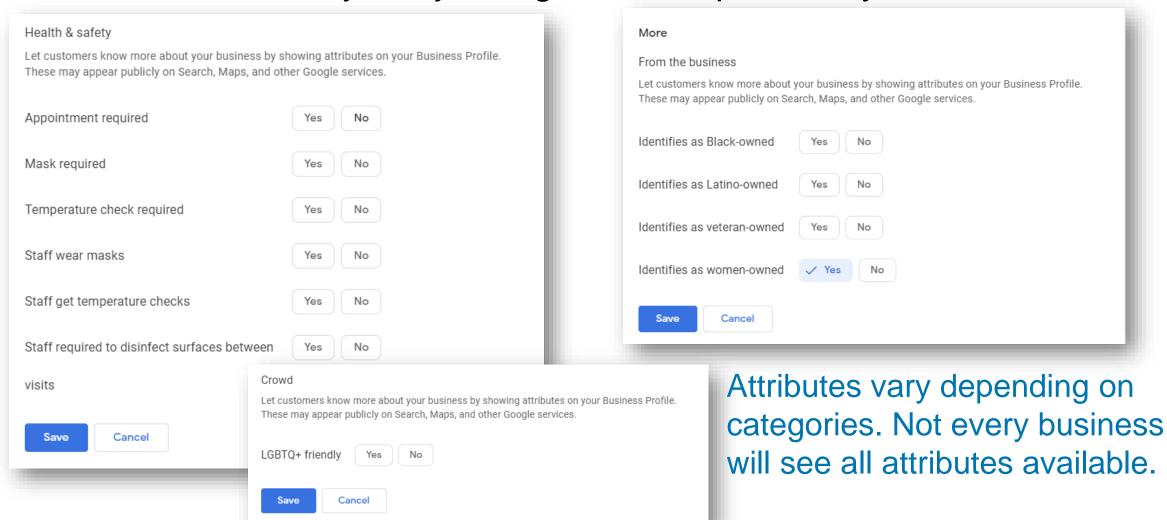
## **Website URL**





# Attributes (in the More section)

Attributes are different "features" of your business that *may* be made available to you by Google as an option for you to select.



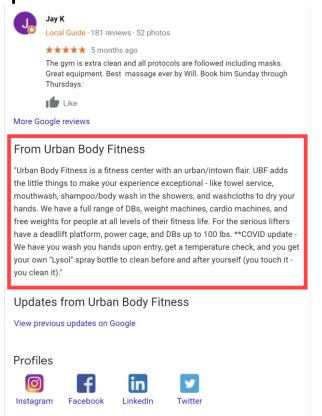


#### **Business Description**

Descriptions should highlight what makes your business unique. You should provide useful information on services and products offered and where your business is physically located or the areas served.

Google reviews your business description to ensure it meets their criteria. Do NOT include any info on special promotions, prices or sales or URLs.

characters in your business description, but only 250 characters show up before they get cut off in the Knowledge Panel. Put the most important info first.



#### Write A Business Description

From the business

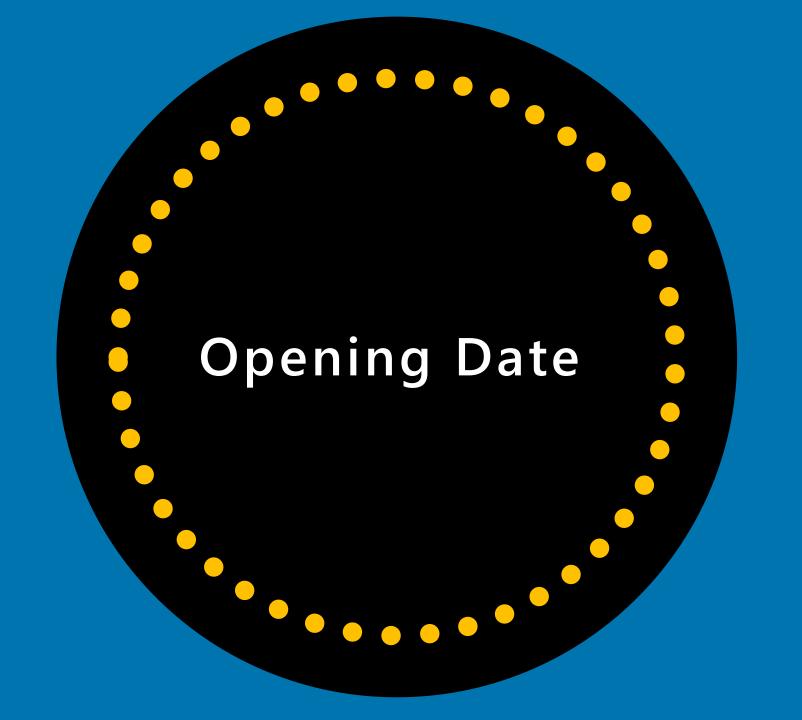
Write a brief description of your business.

Learn more

0 / 750

Cancel Apply

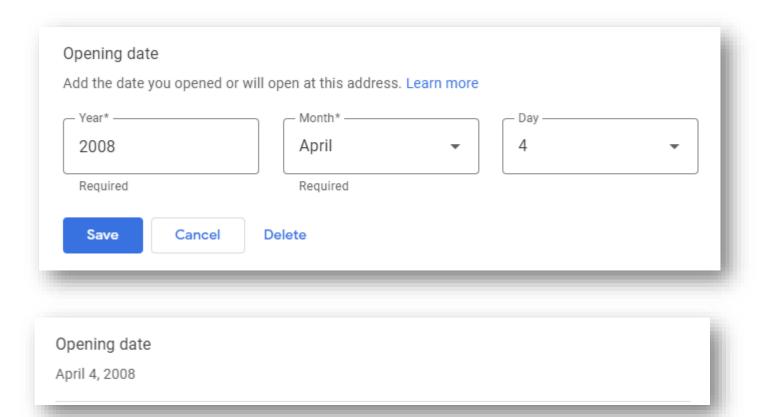
**Please note:** Edits may be reviewed for quality and can take up to 3 days to be published. Learn more



#### **Opening Date**

Add the date that your business opened.

If your business hasn't opened yet, you can set a future open date.





Rating •

Hours ▼

Sort by ▼

#### Widmeier Landscaping

4.6 ★★★★★ (28) · Landscaper

5+ years in business · (563) 451-6399

Closed · Opens 7:30AM Mon

#### Lawn Doctor of Dubuque

4.2 ★★★★ (33) · Landscaper

10+ years in business · Dubuque, IA · (563) 690-5296

Closed · Opens 8AM Mon





Website

Directions

#### Homestead Eco-Innovations, LLC

5.0 ★★★★ (22) · Landscaper

Dubuque, IA · (563) 213-8338

Closed · Opens 7AM Mon



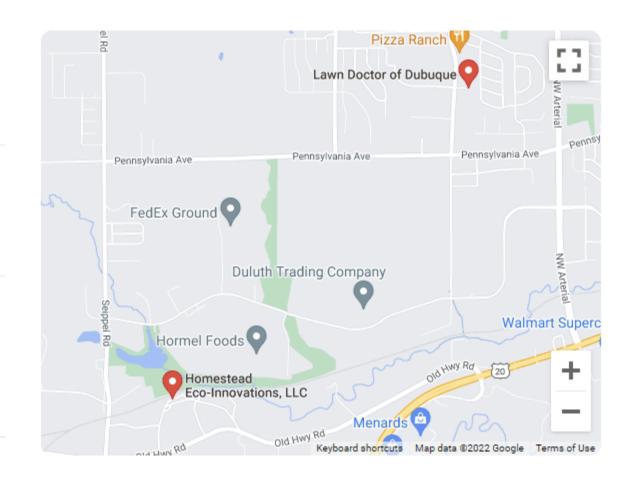


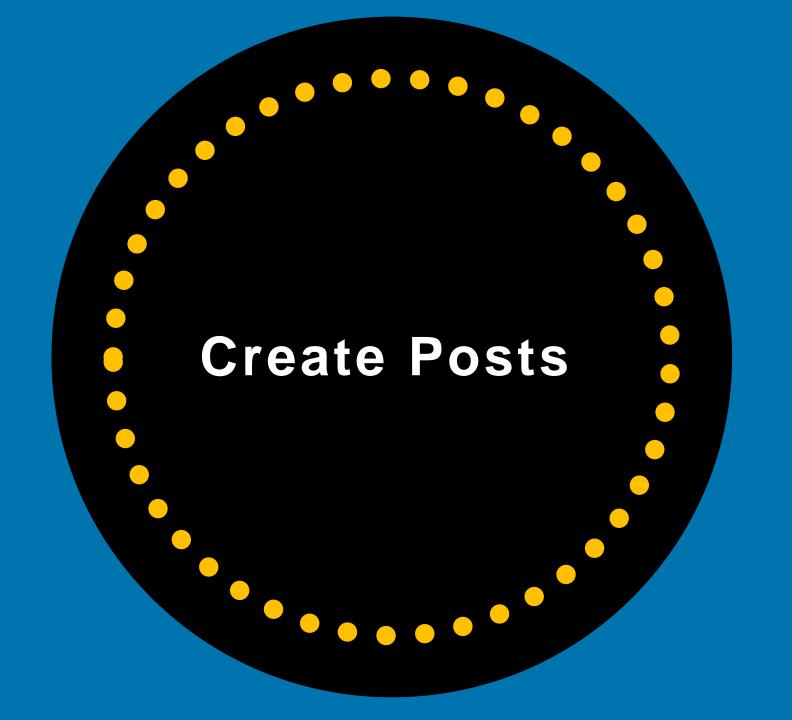
Website

Directions



More businesses

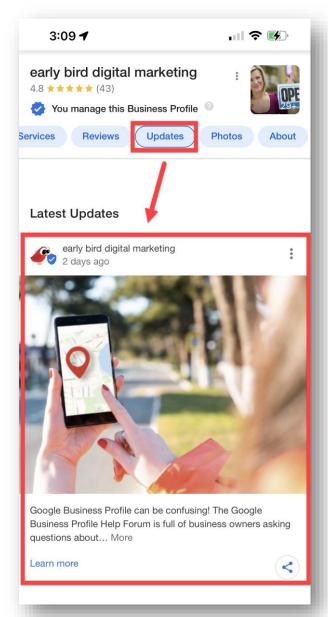


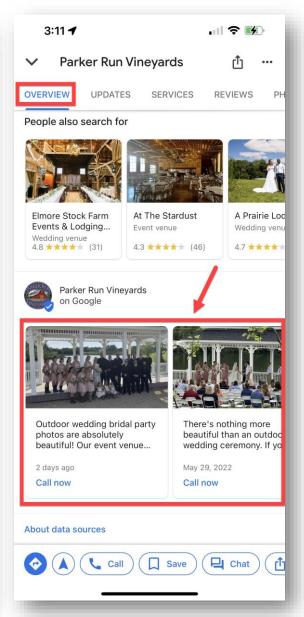


Regularly Add Posts to Your Google Business

**Profile Listing** 

Google Posts are almost like "mini-ads" that show in your Business Profile (Knowledge Panel) and on Google Maps.





## **Types of Posts**

- Offers
- What's New
- Events





Check out our mobile LED screen in Kansas City over Memorial Day weekend!

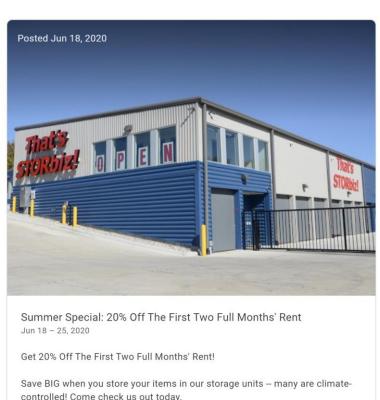
We carry the leading LED technology and can build a LED screen of almost any size and shape. We guarantee that our LED screen set design will provide you with high-quality video that will win your audience and attendees over. We tailor all our LED screens specifically to the visual goals of your event. We'll discuss your event's needs, then our experts will design and configure LED screens specifically for you.

Learn more



## **Keep Posts Fresh**

After six months, your most recent Google Business Profile posts won't be highlighted in your Business Profile.



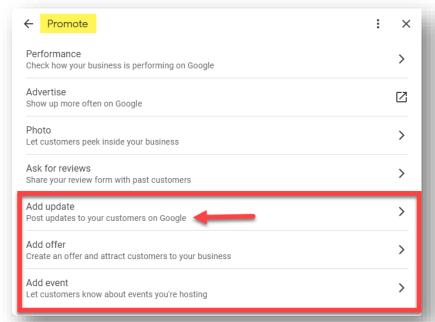
controlled! Come check us out today.

You must call 319-264-2873 and mention this offer when you sign up for your

Valid 6/18/2020 - 6/25/2020

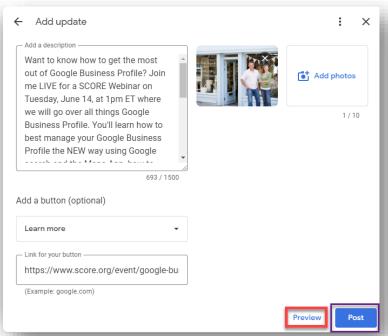
Some restrictions may apply. You must call 319-264-2873 to get details on the offer BEFORE offer is

TIP: You have up to 1,500 characters for the details of your post, but the ideal length is between 150 and 350 characters. Image size: 1200x900 pixels. Put the most important content at the beginning of the post so it shows on mobile.



Go to the Merchant Panel on Google Search and select Promote.

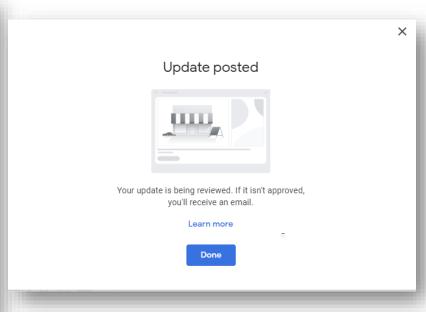
Choose what type of post you want to create.



Type in the info for the post, add up to 10 photos and add an optional button/call to action (CTA).

Click Preview if you want to see what it will look like. Click Post if you want to post it.

Warning: Do not include a phone number, URL or email address in the body of your post. Your post will get rejected.



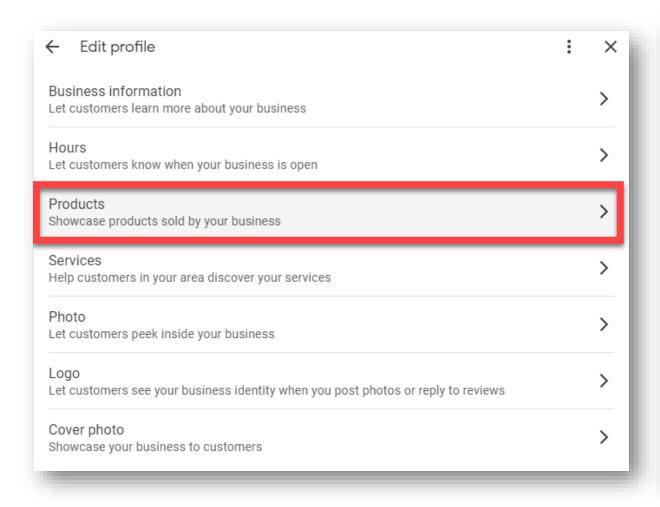
Google will review your post.

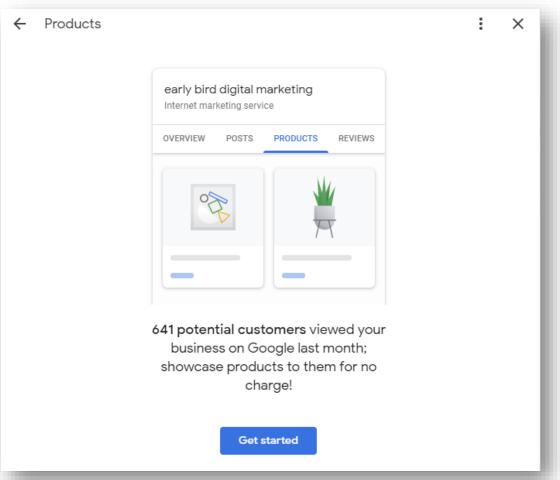
TIP: Remember to include a call to action and link to your website, landing page, phone number, etc.



#### **Add Products**

Highlight products you sell to potential customers.

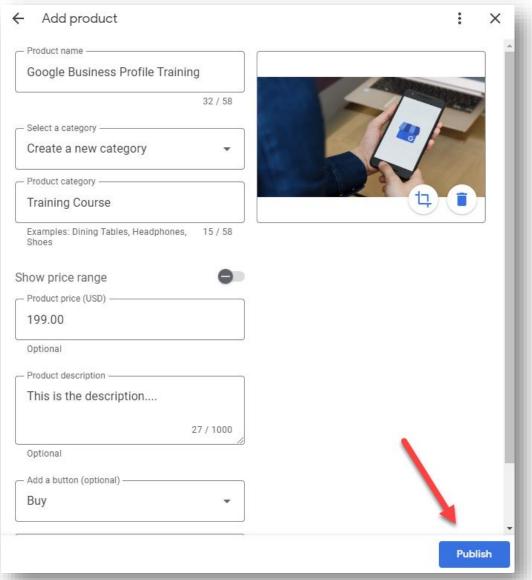




Add Products In Google Business Profile Add product

#### Click Products > Add product

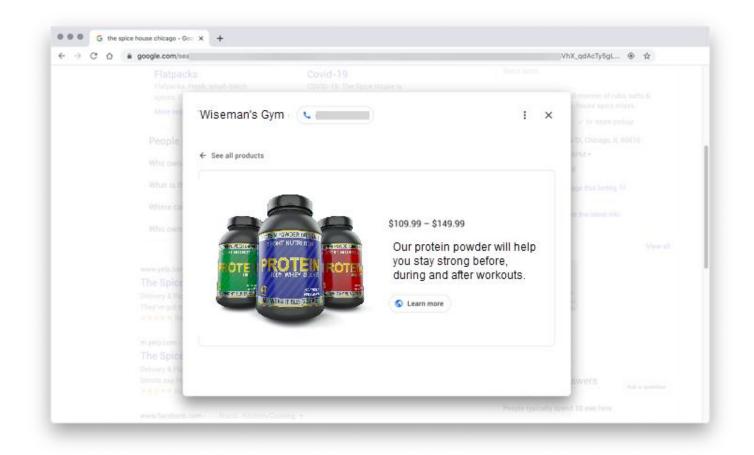
- Upload photo and name product
- Select or create category
- (Optional) Set price or price range
- (Optional) Add description
- (Optional) Add button, like
   Order Online or Buy; add link
- Click Publish



## **How Products Will Appear**

Now, your products can appear on your Google Business Profile.

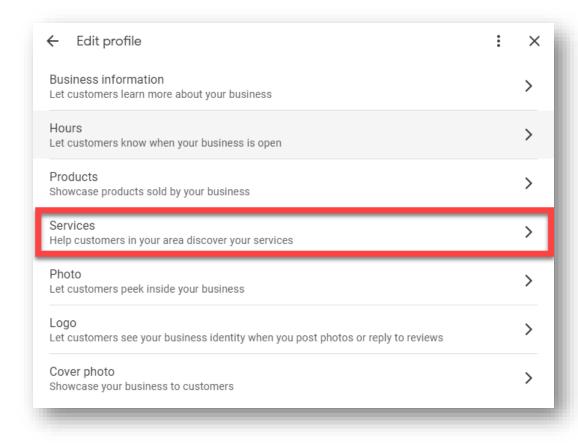
Customers can learn more by clicking in the Product Catalog and From Product Posts carousels.

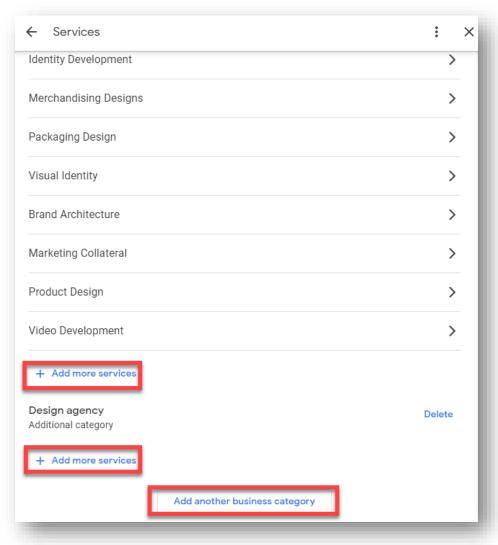


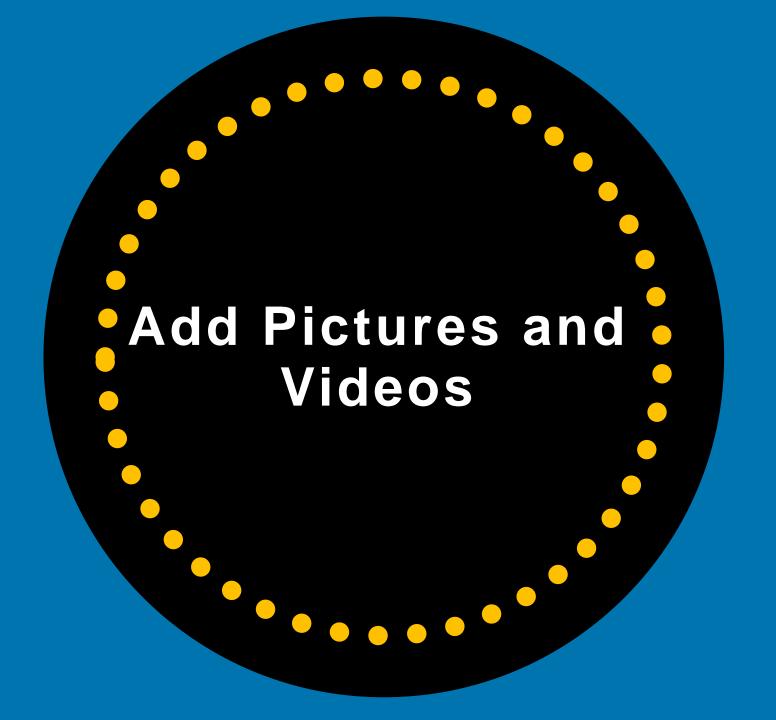
#### **Add Services**

Add services to your Business Profile. Don't see a service

you offer? Create your own.

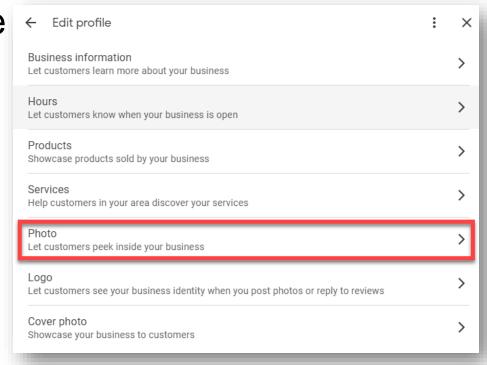


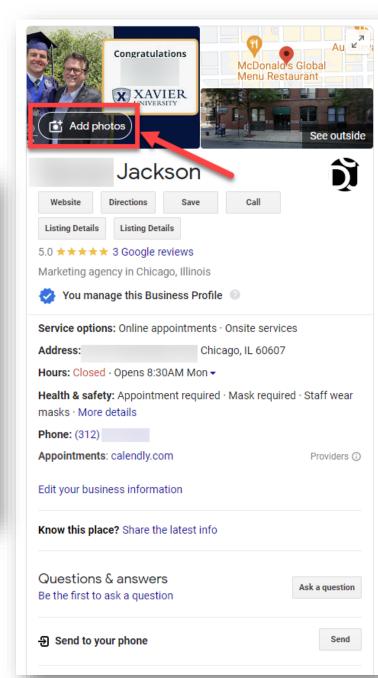




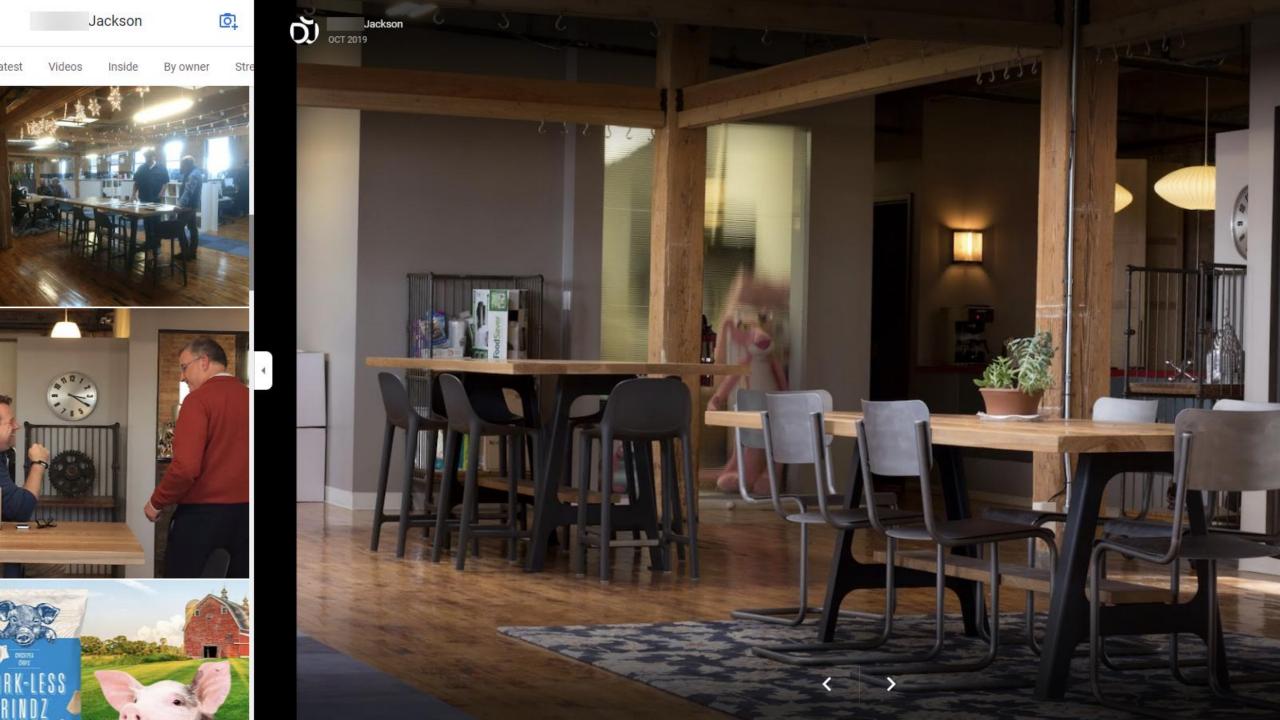
#### **Add Photos and Videos**

90% of customers are more likely to visit a business that has photos on a search results page.<sup>1</sup>

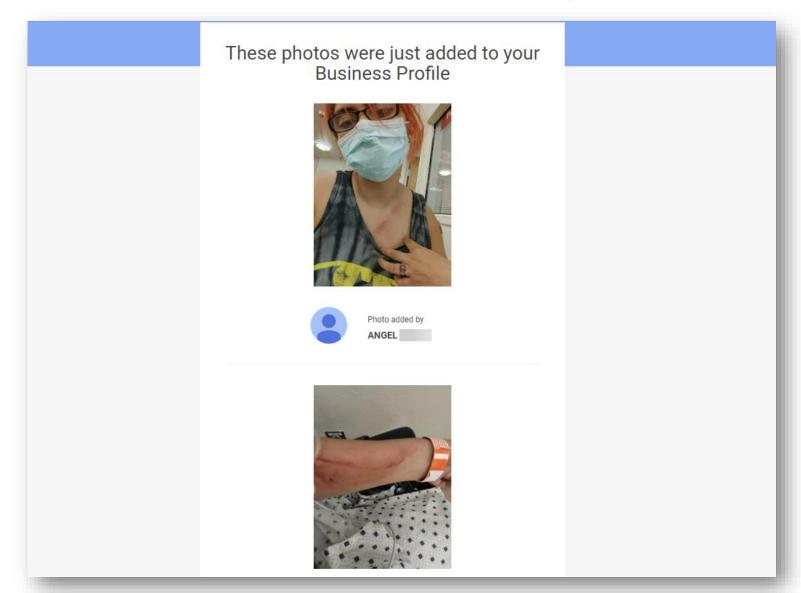


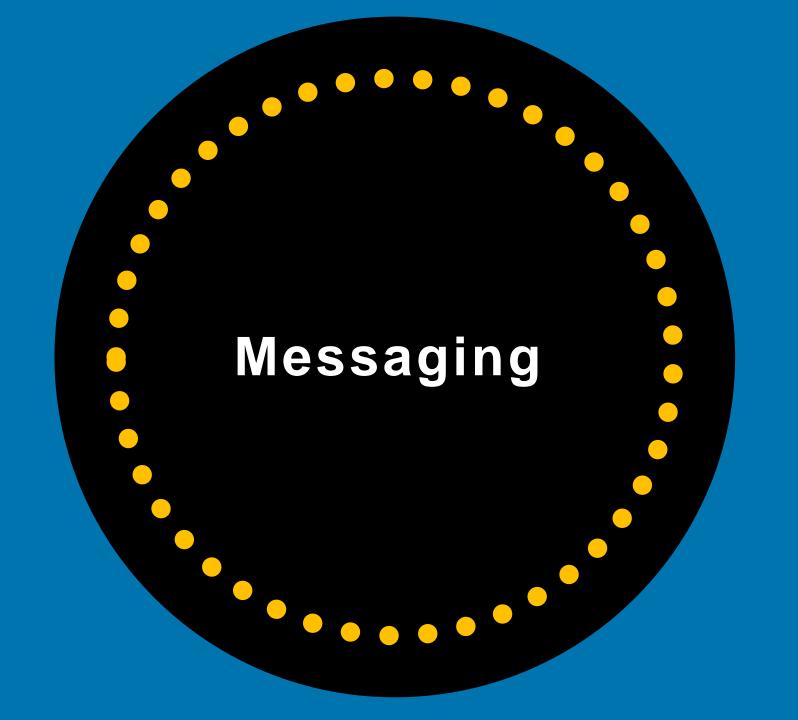


<sup>&</sup>lt;sup>1</sup> Ipsos research: Benefits of a complete listing 2017

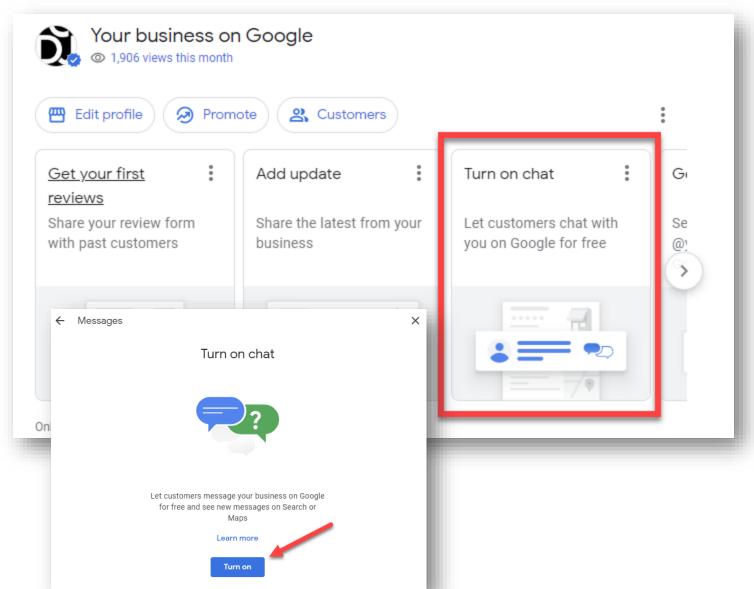


# Anyone Can Add Photos Or Videos To Your Google Business Profile Listing





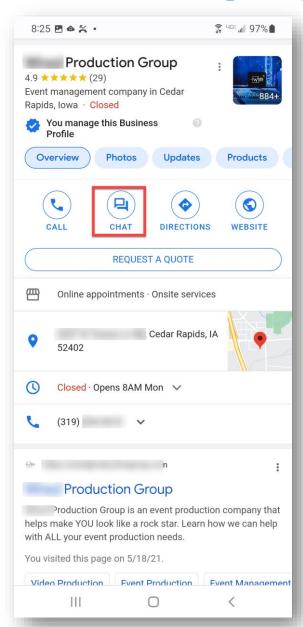
## Messaging/Chat

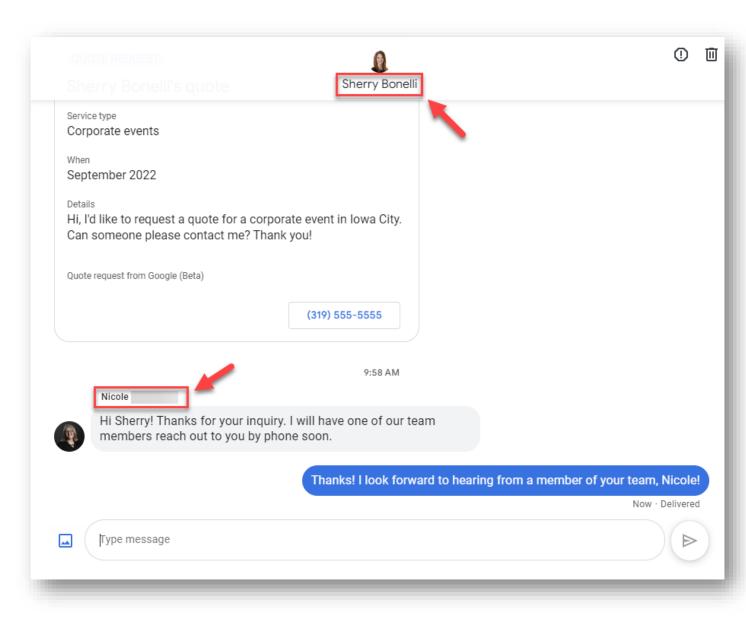


Customers can send you messages or chat with you.

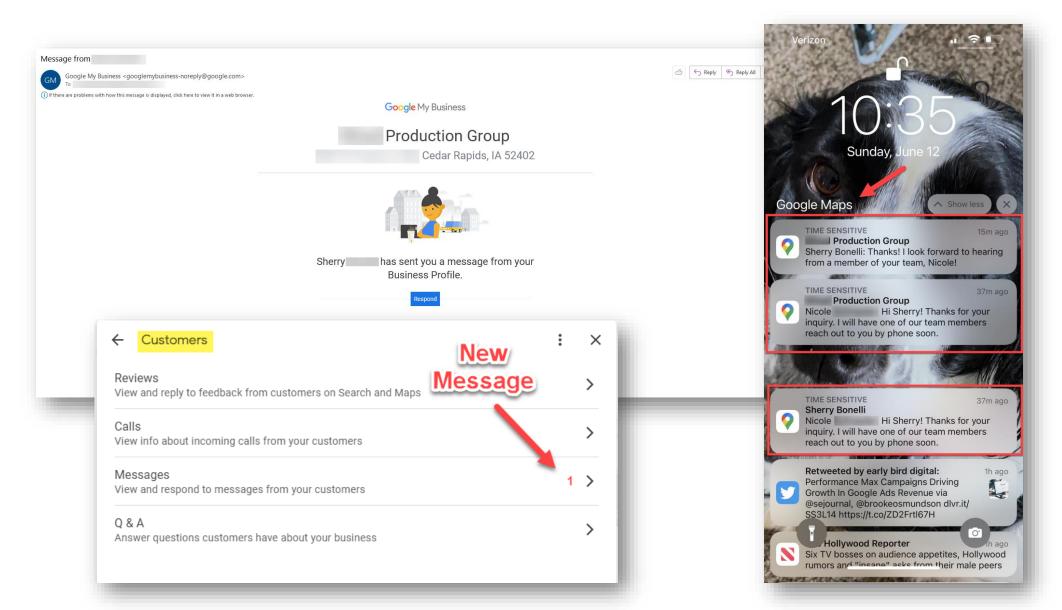
This is a great way to connect directly with people interested in what you have to offer, and a great way to engage with people looking at your GBP listing.

## Messaging/Chat on Search and Maps App



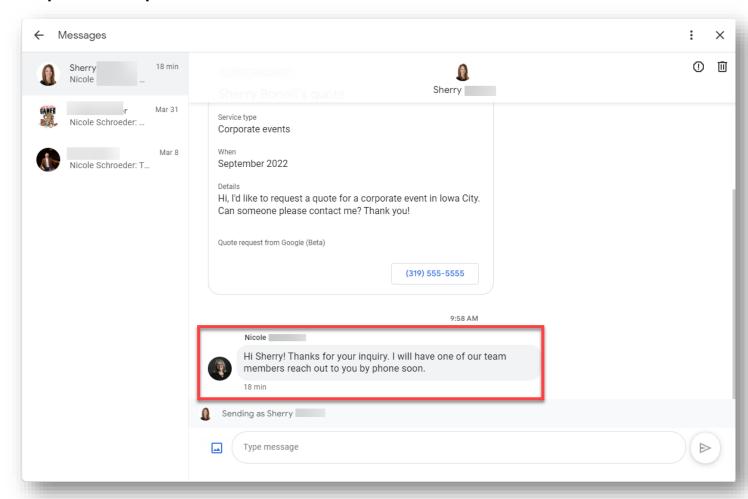


#### You'll Receive Notifications About Messages



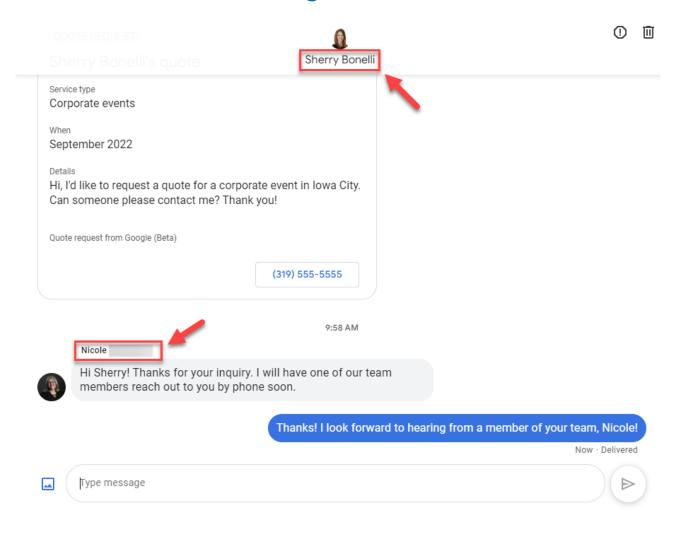
#### **Always Reply To Messages Promptly**

Reply to messages within 24 hours or Google may turn messaging off and you will no longer receive messages or quote requests.

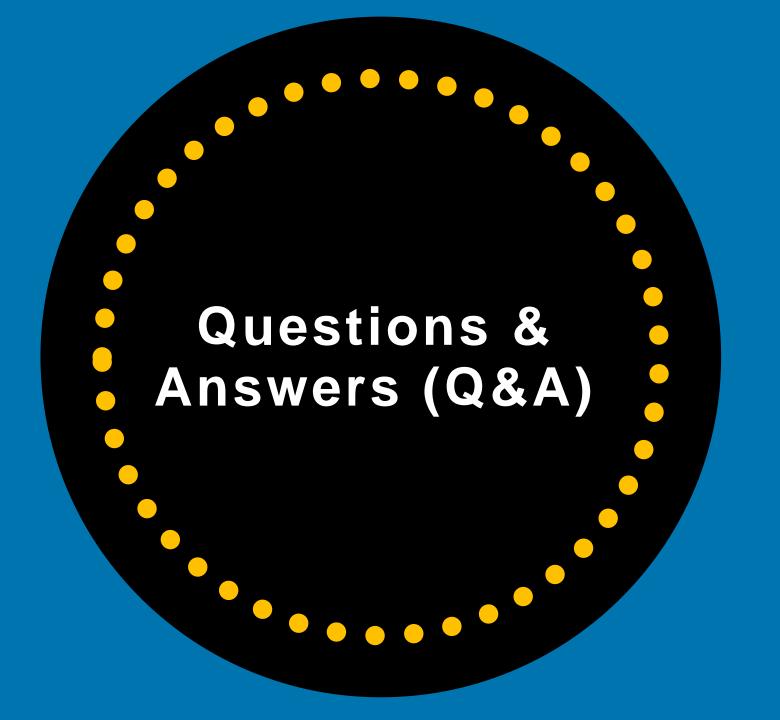


Read & Reply To Messages Policy: https://support.google.com/business/answer/9114771

# When You Reply To Messages...They Come From You *Personally* – NOT From Your Business Name



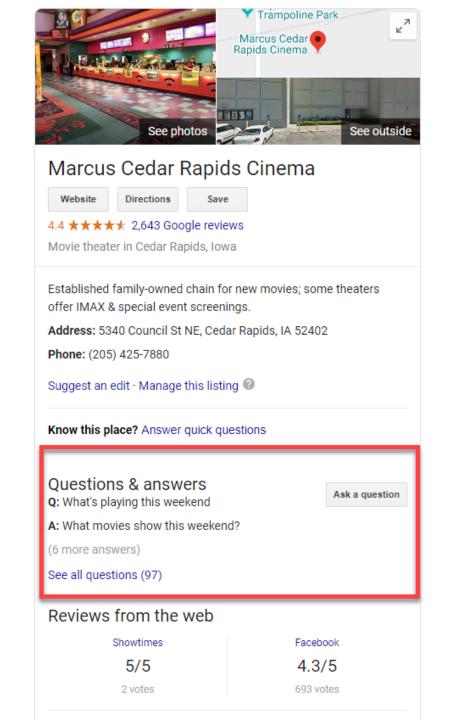
**NOTE:** We are hoping that Google changes this and makes it look as if the responses are coming from the business and **not** individual users/employees, but for now, this is the way it is working.



#### Q&A

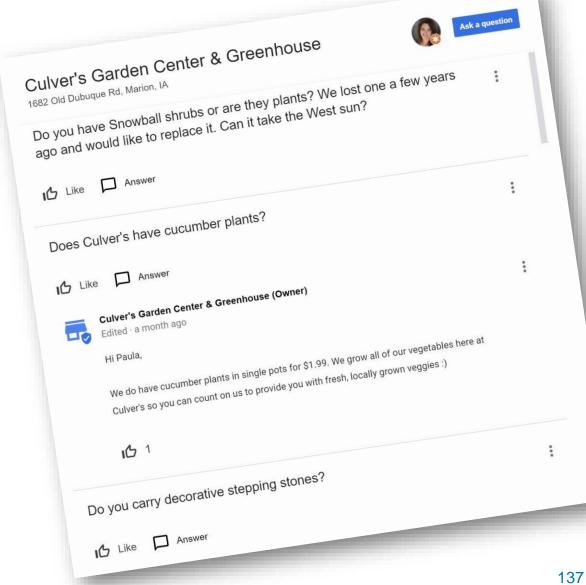
Questions & Answers is a great feature for Google local search.

Q&A allows people to ask questions about your business and you can answer those questions.

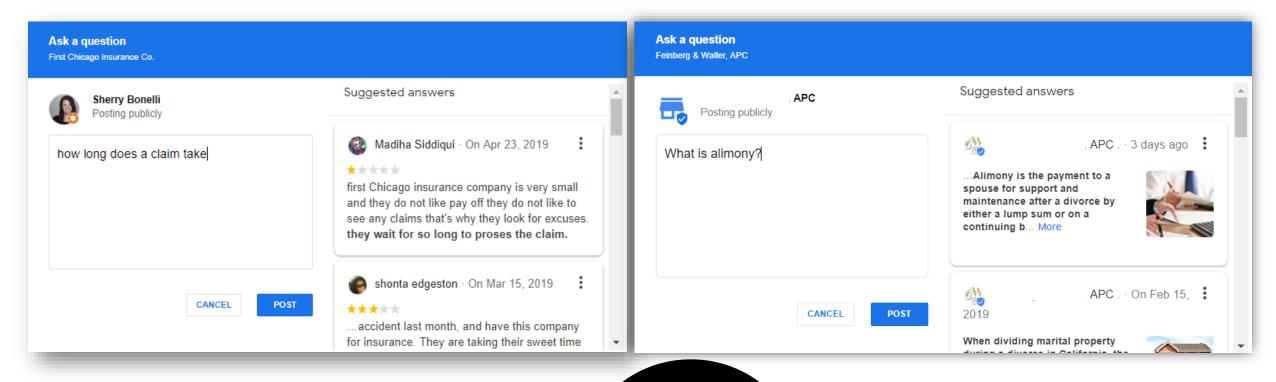


# Make Sure You Are Checking For Questions

The Google Business Profile **Questions & Answers feature** is the perfect opportunity to hear directly from "the people" and you can respond to them. Win-win.



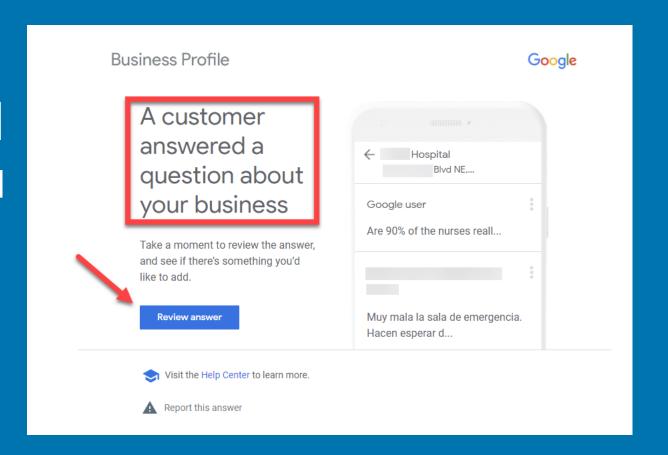
# Google Uses Reviews & Posts To Look For Answers To Questions



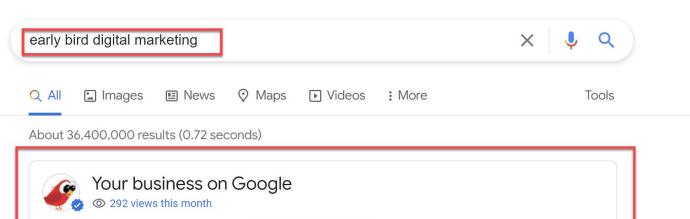
Another Reason Why Reviews & Posts Are Important

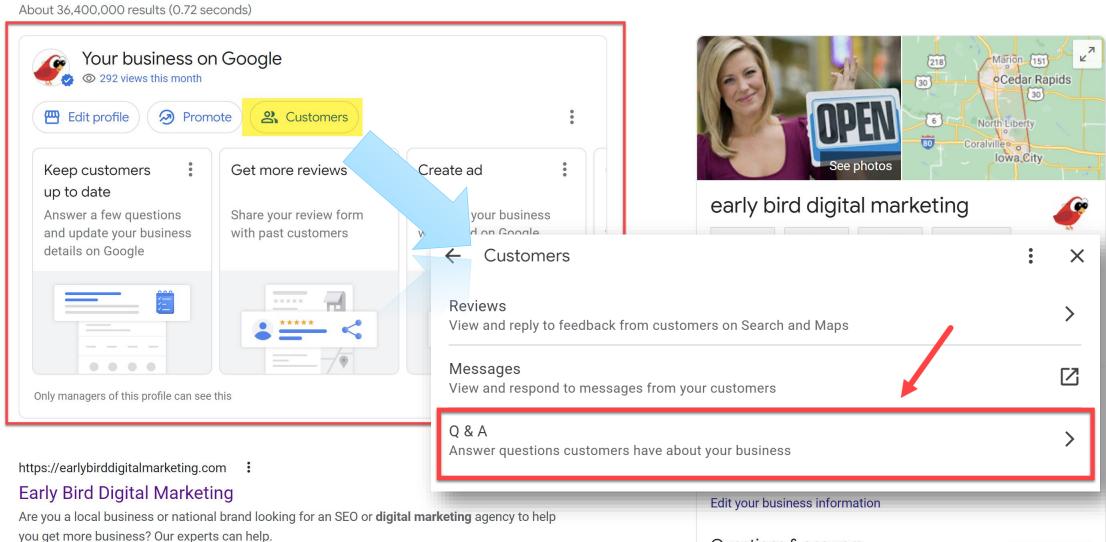


Google sends out email notifications letting you know that a new question has been asked – or answered by customer.









You've visited this page 5 times. Last visit: 2/23/21

Questions & answers **Q:** Why is it important to claim your Google My Business listing?

Ask a question

#### **CAUTION!!!!!**

**ANYBODY** Can Answer Questions About Your Business!

...Even Your Competitors!

(AND the answer someone gives could be WRONG)



# 82%

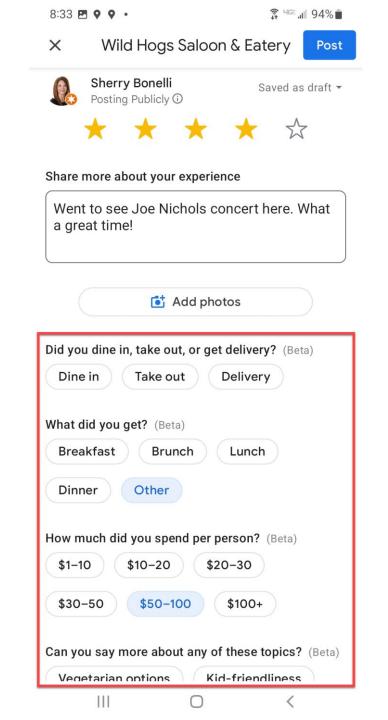
# of consumers read online reviews for local businesses

(including 93% of people aged 35-54)

#### Google Business Profile Reviews

#### **Online Reviews Matter!**

Try and get positive reviews from happy customers.



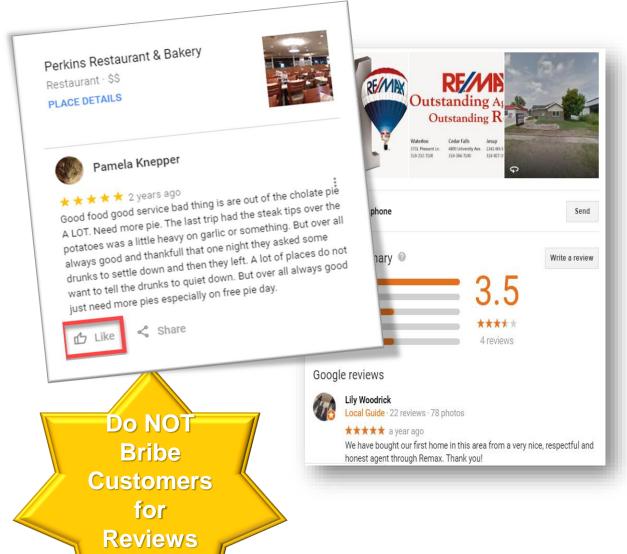
## Reviews Help Make Local Purchasing Decisions

- 97% of consumers read online reviews for local businesses
- 49% of consumers need at least a four-star rating before they choose to use a business
- 85% of consumers trust online reviews as much as personal recommendations
- Positive reviews make 73% of consumers trust a local business more

Responding to reviews is more important than ever, with 30% naming this as key when judging local businesses 68% of consumers left a local business review when asked



### **GBP Online Reviews**



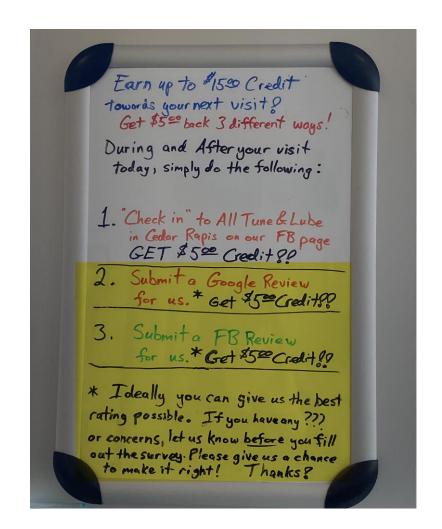
Unlike Yelp, which vehemently discourages business owners to ask their customers for reviews, Google encourages business owners to ethically ask their customers or clients for online reviews.

Be sure to respond to ALL reviews – even the negative reviews.

TIP: 'Like' the reviews people leave for your business. If you get 3 or more 'Likes' it can get "bumped up." The answer with the most votes appears as the primary answer.

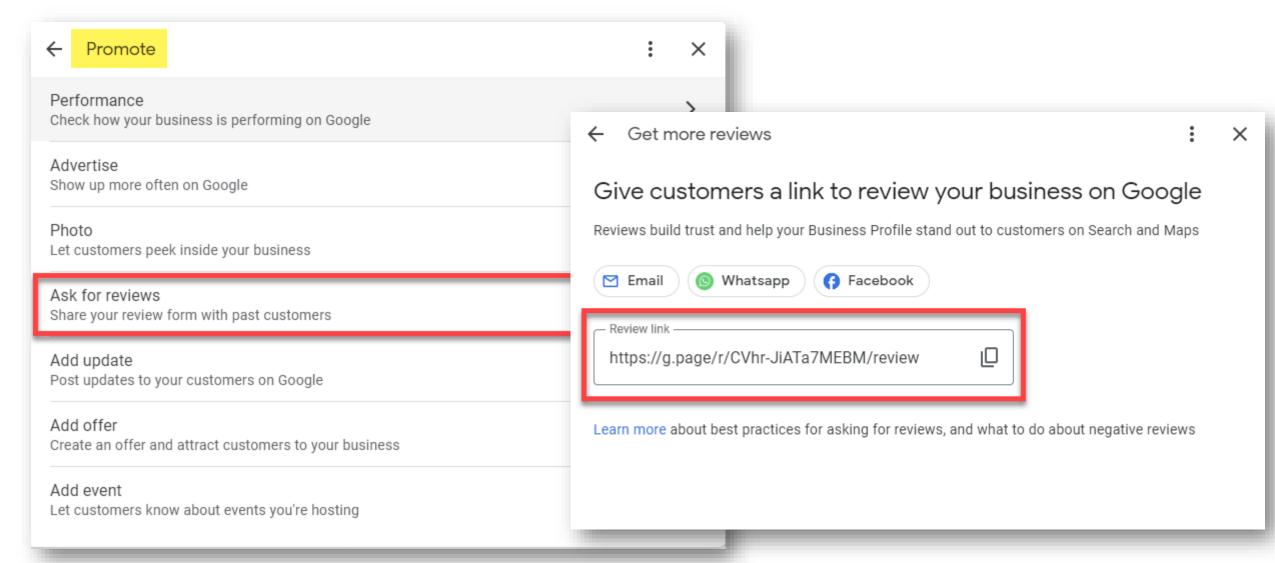
### Do Not Bribe or Give Incentives For Leaving Reviews

Do not offer a bribe, incentive or a "contest" in exchange for a review. That violates GBP's (and most review sites') terms of service.



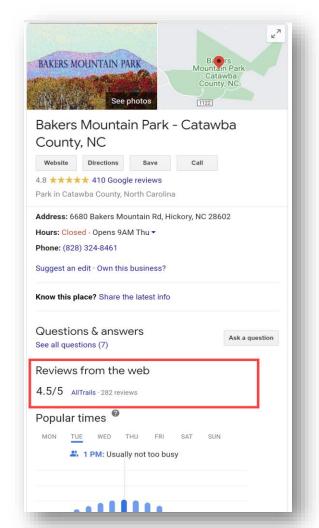


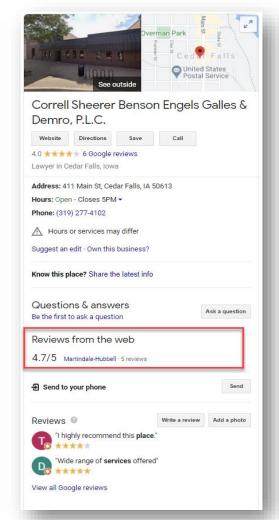
### **Get A Review Short Link To Give To Customers**

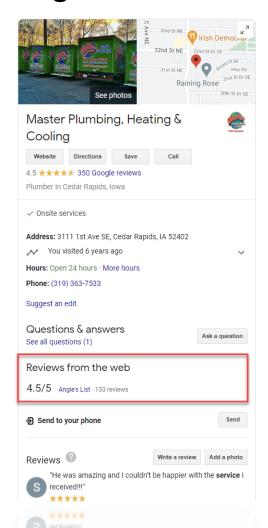


### Get Reviews On Other Online Review Sites, Too!

Google scrapes the Internet and can displays reviews you've received on other sites on your GBP Knowledge Panel.





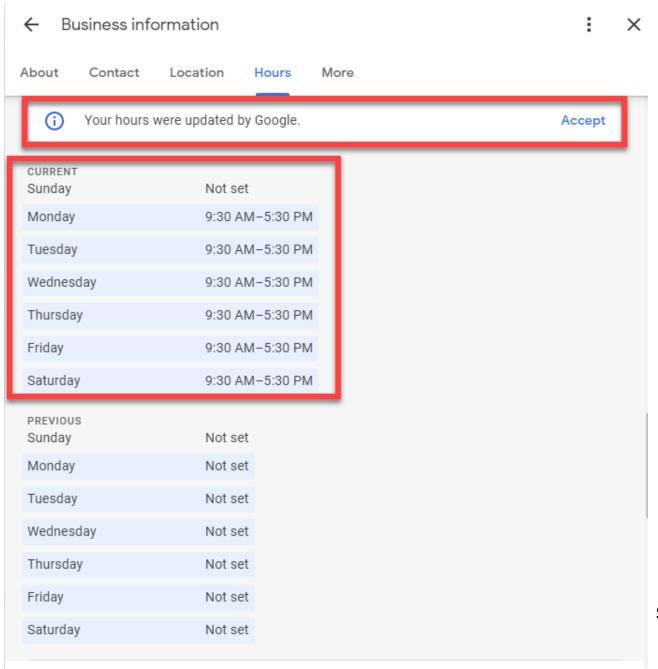


### How Do You Get Reviews? Just Ask!

## "72% of people asked to write a review went on leave a review."

-BrightLocal



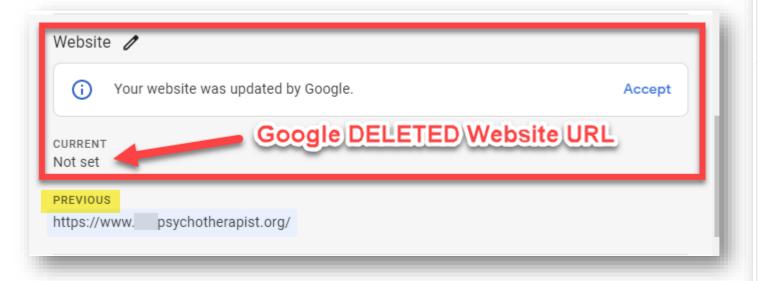


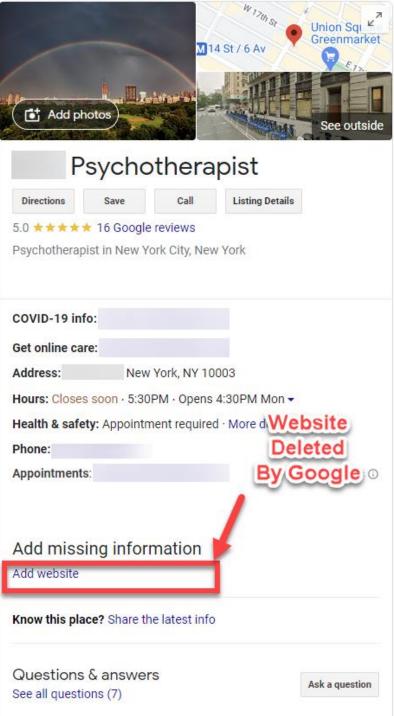
### Google & Users Can Change Your GBP Listing Info

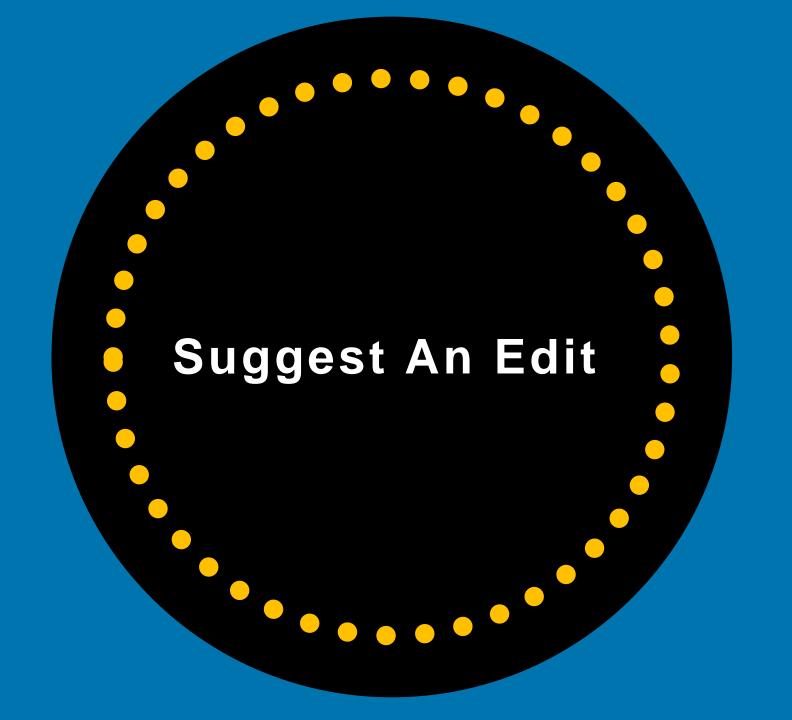
- Google uses information from a variety of online sources to make sure your GBP listing is accurate and updated
- If your information is incorrect or reported as outdated or inaccurate, Google can update your Business Profile's information.

support.google.com/business/answer/3480441

### Google DELETED Website URL







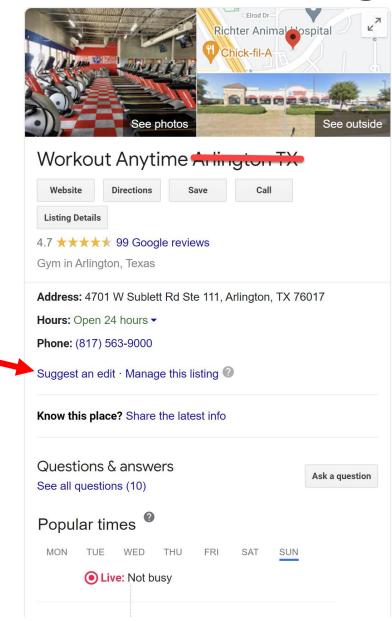
### Anyone Can Suggest An Edit To Your Listing

# Anyone can suggest an edit to your Business Profile

#### Types of updates

Google can update profiles at any time. Google-updated info shows live on Maps, Search, and other Google services. You can choose to accept, discard and replace, or edit Google updates. Different types of updates show in different text colors in the profile editor:

- · Blue: Data replaced by Google.
- Black or white: No updates from Google.



### **CAUTION!!!!!**

ANYBODY Can "Suggest Changes" to Your Listing

...And Sometimes Those Changes Go Live Without You Knowing it!

(AND these changes can cause MAJOR problems for your business.)

### Google Makes Updates To Your Listing

You see "Google updates" when Google gets reports that your business information may be incorrect or when it finds differing information online.

These reports come from various sources and help give customers the most accurate, up-to-date information about your business.

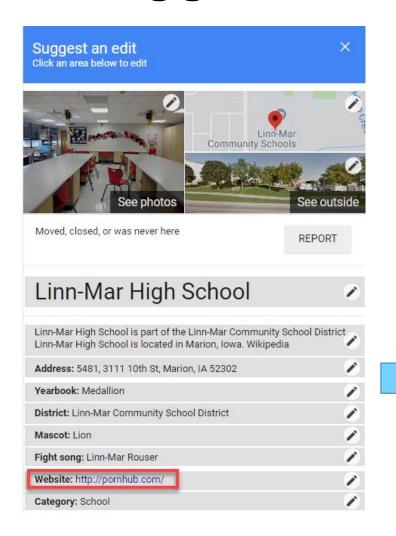
Heritage Body and Frame

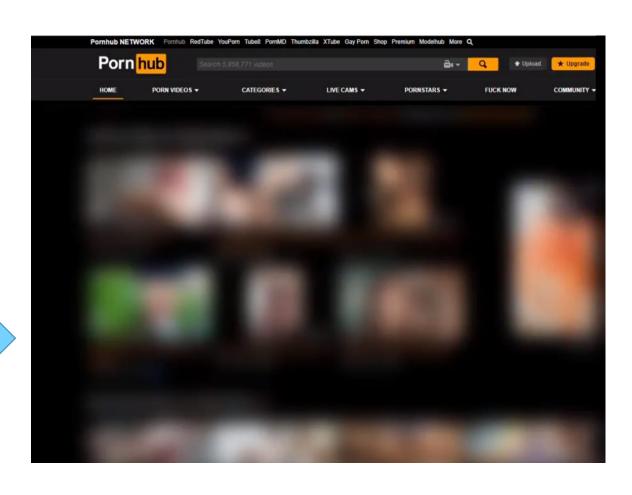
Name: Heritage Body and Frame - Cedar Park
Heritage Body and Frame

Edited on Feb 18, 2021 · Published



## Your Profile Can Be Negatively Impacted By User Suggested Changes





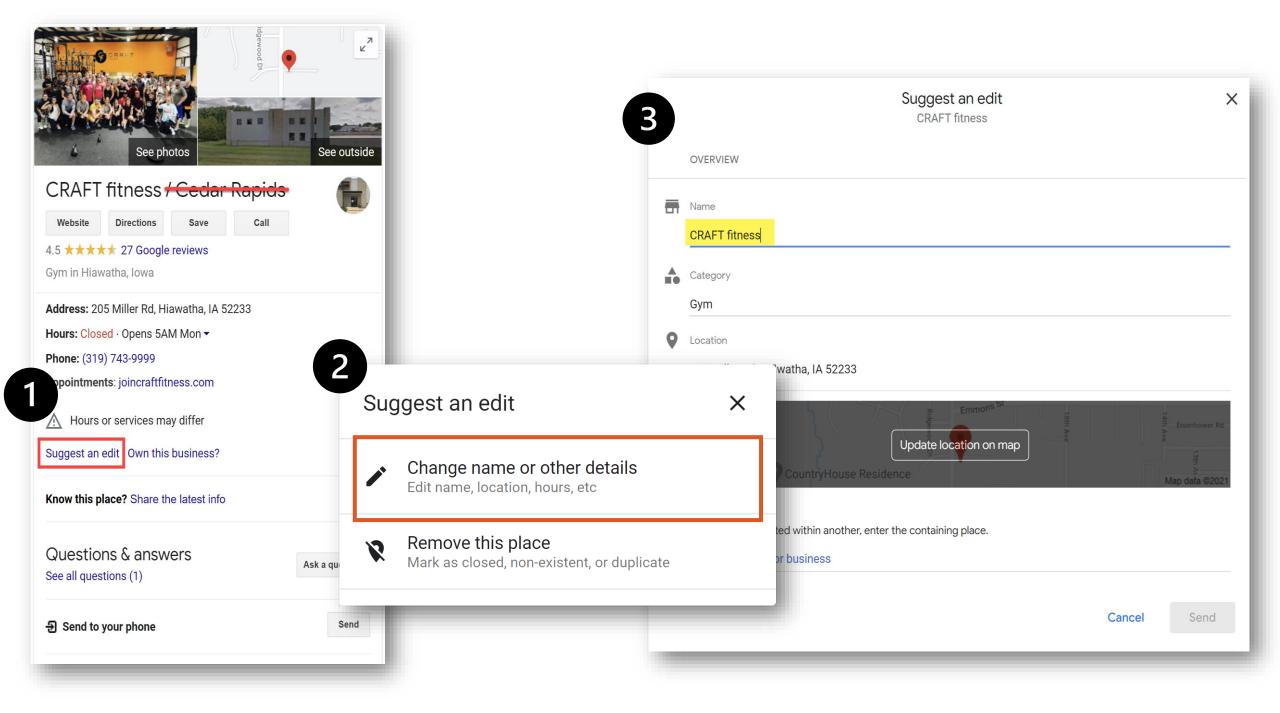
### Google Updates

Google can update your GBP information at any time – typically without your approval.

Google-updated information shows up live on Maps, Search, and other Google services.



## Google wants feedback from users about your business...





### Thanks for your feedback.

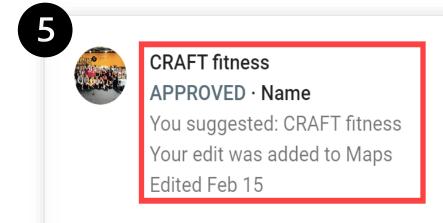
Your responses help to improve the Google Search experience.

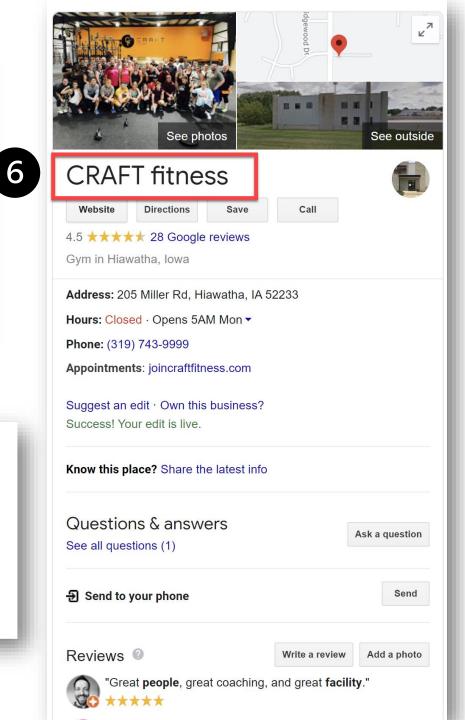
Note: Your feedback won't directly influence the ranking of any single page.

Learn more

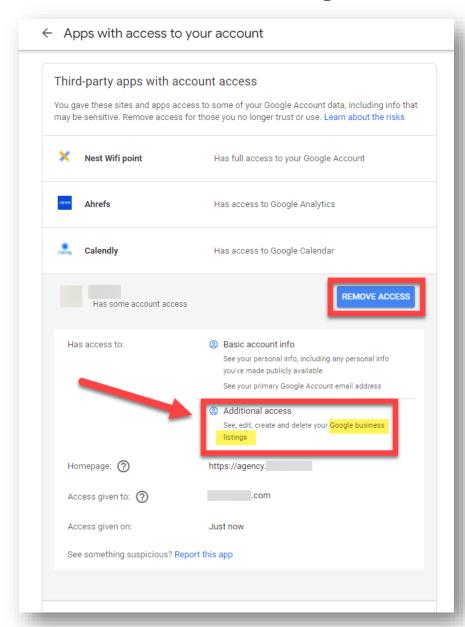
Review this business

Done

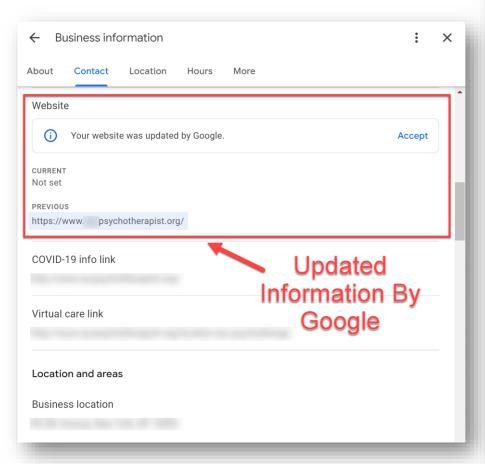


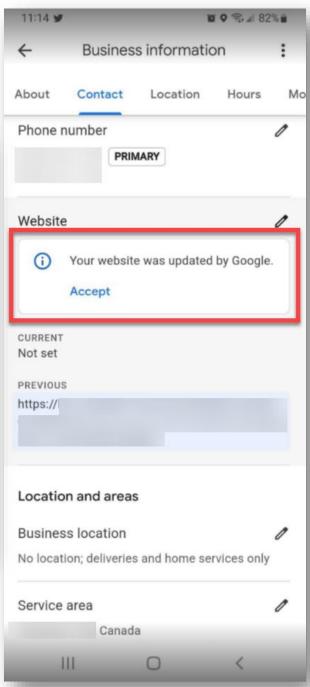


### Third-Party Tools Connected To GBP



**Third-Party Tools** can also make unwanted changes to your profile and you might not even know they're connected to your GBP.





If information about your business was changed, you'll see a notice in Google Search or on the Maps App

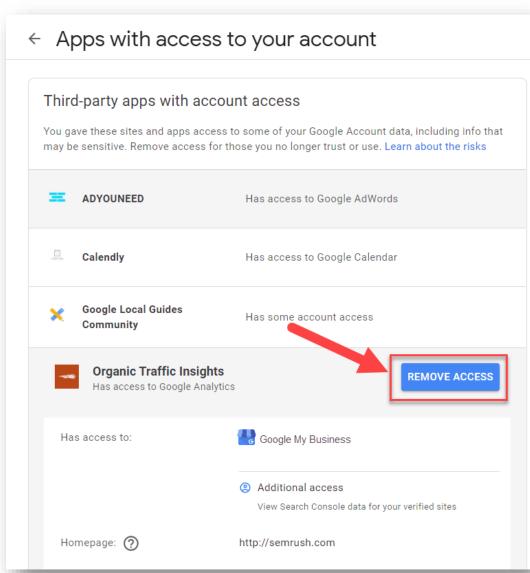
- Blue: Data replaced by Google.
- Black or white: No updates from Google.

### Remove Third-Party Tools Connected To GBP

Remove access to any Third-Party App that you absolutely don't need associated with your Google tools.

Check to see which apps are connected here:

myaccount.google.com/permissions

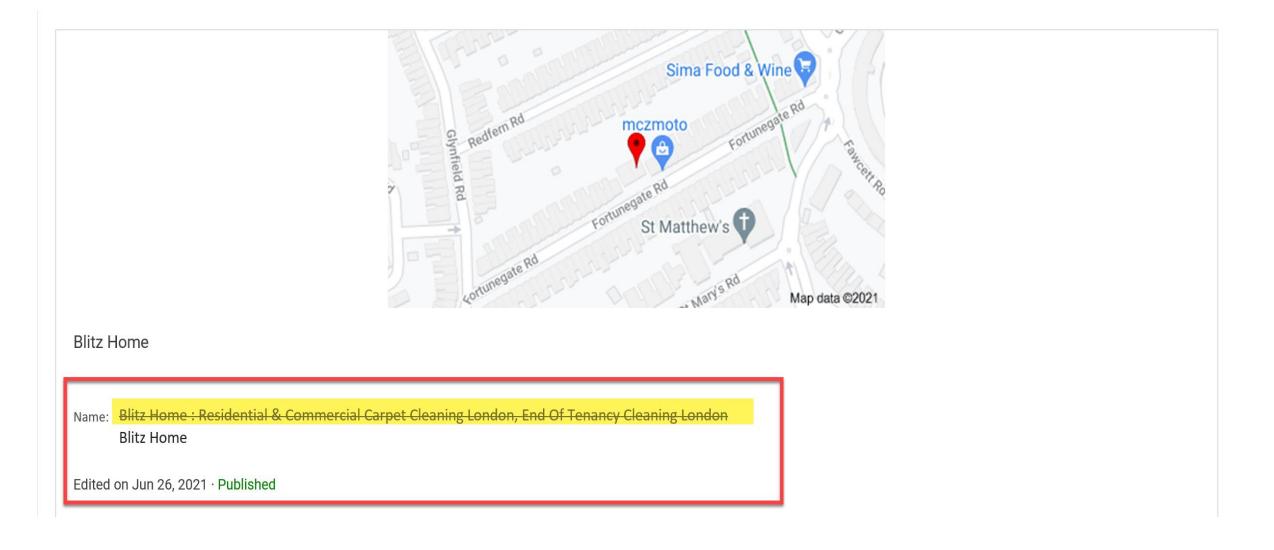


# What Do You Do If Your Profile Gets Updated?

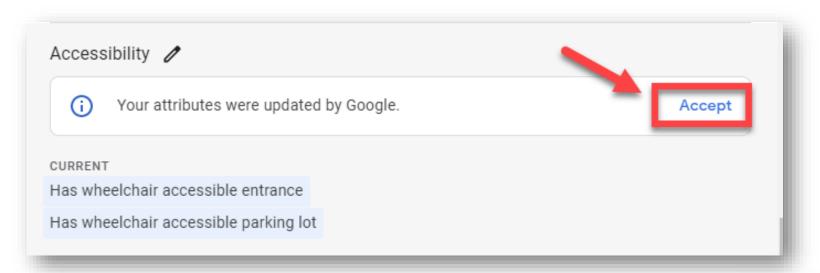


Services were added or removed from your business based on feedback from customers and other Google sources. View updates or accept all changes.

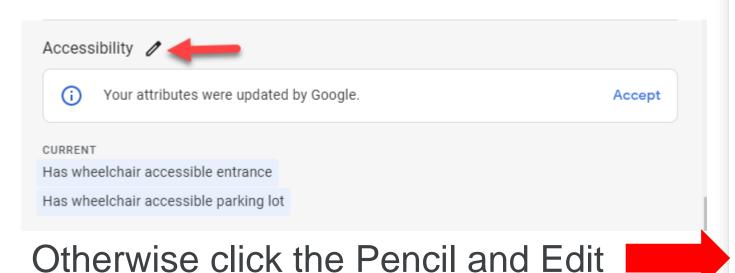
**Accept changes** 



First...Is the information correct? Did you violate a rule and is the *new* information actually correct? If so, accept the edits.



### If the information is correct, click Accept.



Accessibility

Let customers know more about your business by showing attributes on your Business Profile. These may appear publicly on Search, Maps, and other Google services.

Has assistive hearing loop

Yes

No

Has wheelchair accessible entrance

Yes

No

Has wheelchair accessible parking lot

Yes

No

Has wheelchair accessible restroom

Yes

No

Has wheelchair accessible seating

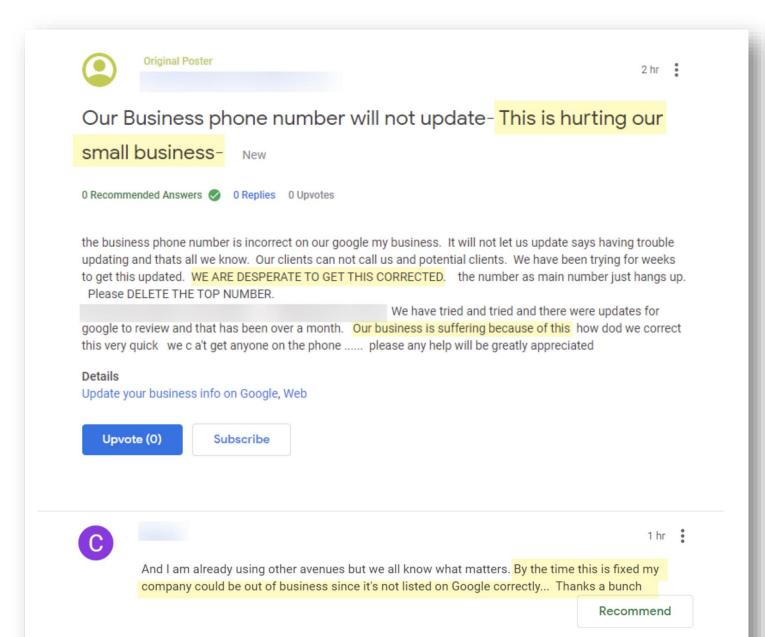
Yes

No

Save

Cancel

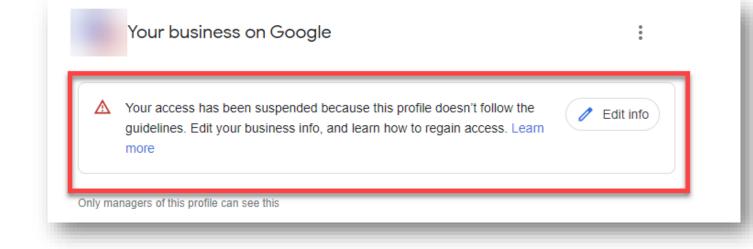


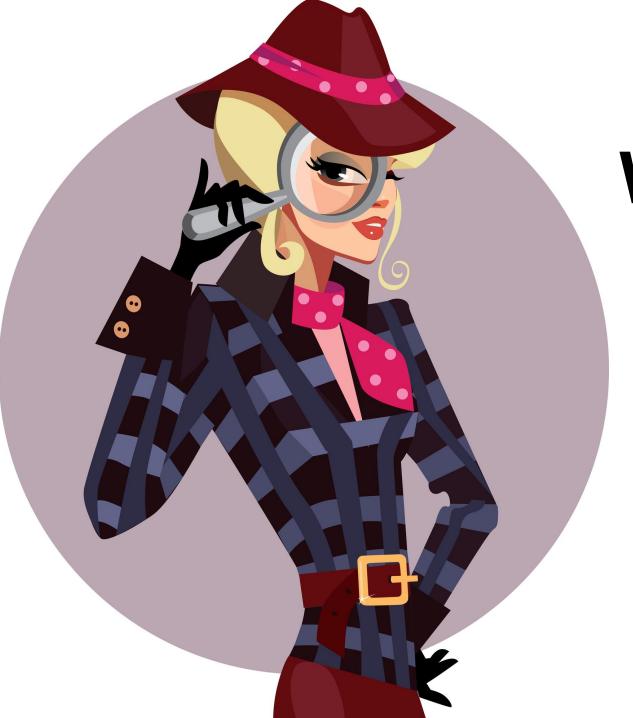


Your Listing Probably WILL Get Suspended ... Sometime...

At some point your GBP listing will probably get suspended.

There are "soft" suspensions and "hard" suspensions.





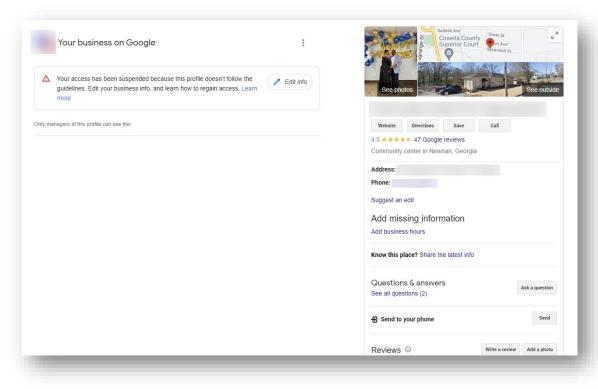


# When Your GBP Profile Gets Suspended...

Put On Your Detective Hat!



Be Sure To Check Your Business Profile Carefully To See What Violates Guidelines



Guidelines for representing your business on Google

https://support.google.com/business/answer/3038177?hl=en

### Here Are Some Reasons For Suspensions

- Keyword stuffing your business name.
- Using a P.O. Box or UPS store address.
- You set up your listing at a virtual office or co-working space address.
- You list your business hours as 24/7.

- The URL you add to your GBP profile forwards/redirects to another website or links to a social media page.
- If you change your listing from a Storefront to a Service Area Business (SAB).

### Here Are Some Reasons For Suspensions

- You have an online-only business.
- Your address or hours don't match what is listed on your website or other online business directories/citations.
- If another business shares your same address.
- You have a service-area business and are displaying a physical address.

- A manager on your listing got their Account suspended – so your listing got suspended because they got suspended.
- You created multiple listings for the same business at the same address (duplicate listings).

**TIP:** Don't make a lot of changes to your listing in one sitting. That can often trigger a suspension. Make a change – then walk away for a while...



#### Norlydia F. Ph.D. Clinical Psychologist

Psychologist

Buford, GA 30518

Add service area

Sunday Closed Monday 9:30 AM-3:30 PM Tuesday 9:30 AM-3:30 PM Wednesday 9:30 AM-3:30 PM Thursday 9:30 AM-3:30 PM 9:30 AM-3:30 PM Friday

> Saturday Closed

Add special hours

0

Suspended

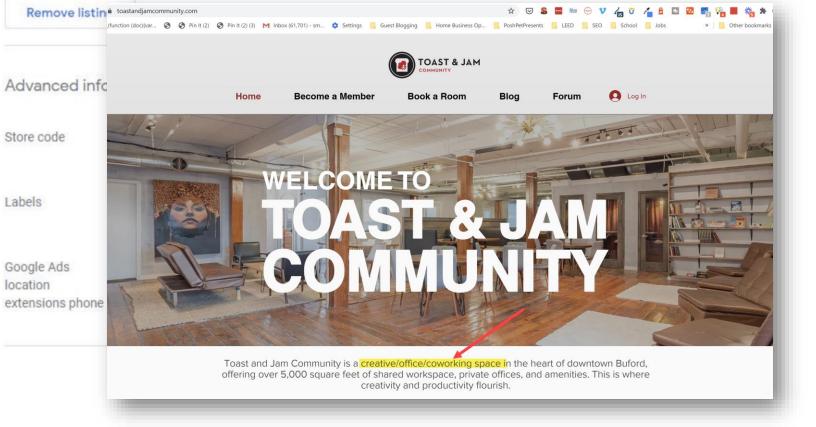
Your listing has been suspended due to quality issues. Learn more

#### Close this business on Google

You can mark this listing as permanently closed or remove from your account

Keyword-stuffed business name Address is a co-working address

Mark as permanently closed



### Google Doesn't TELL You WHY You Got Suspended

If your profile gets suspended, you need to review Google's Guidelines to find out what you violated and fix and then fill out the "reinstatement form":

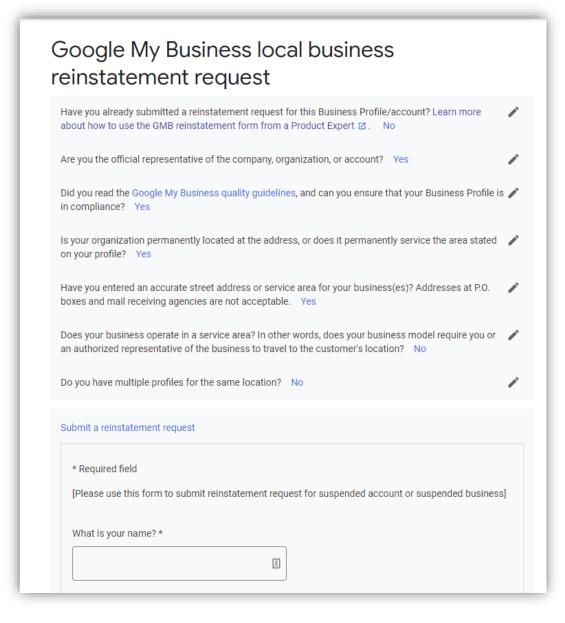
 Fake and duplicate listings can get you suspended

**CAUTION:** If you get an account suspension, it's likely you will lose photos & review responses.



https://support.google.com/business/troubleshooter/2690129?hl=en

### Fill Out The Reinstatement Request Form



- Fill out the form completely and accurately. Be sure to gather proof that you are a legitimate business.
   You will need to submit that information to Google as attachments.
- Types of legal business proof:
  - Secretary of State documents showing your matching business name and address
  - Business license
  - Photos of outdoor and indoor permanent signage
  - Photos of your service trucks with business signage on vehicles
  - Utility bills with business name and address
  - Business insurance documents with matching business name and address

#### Suspended



Your listing has been suspended due to quality issues. Learn more

https://bit.ly/2lp1dRN



SEO

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ITENT SOCIAL

**NEWS** 

**ADVERTISE** 

MORE ▼

## Google My Business Listing Suspended? Here's How to Recover

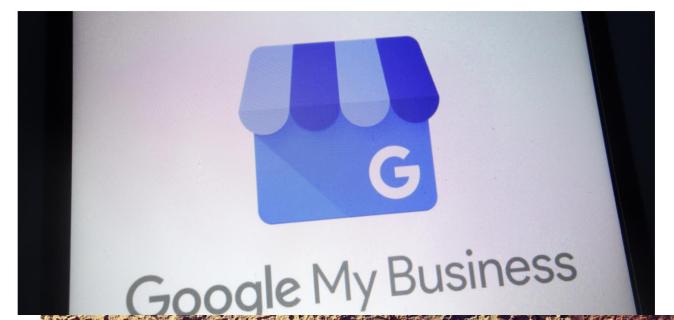
Did your Google My Business listing get suspended? Follow these steps to fix your GMB profile problems and request for reinstatement.



Sherry Bonelli / July 6, 2020 / 13 min read

406 8.4K

SHARES READS









Reach Out to GBP Forum or Google Business Profile Support Team if You Have Issues With Your Listing

# What to Do If You Have Issues With Your Google Business Profile Listing?

**Email GBP Support:** 

https://support.google.com/business/gethelp



Google



#### Welcome to the Official Google My Business Community

Whether you're new to Google My Business or an expert, your voice matters. Join our community to connect with business owners and product experts. We're here to help!

Google My Business
6.1K members online now

DISCUSSION CATEGORIES LIVE FEED TOP MEMBERS

## Get Support from the Google Business Profile Forum

https://support.google.com/business/community?hl=en

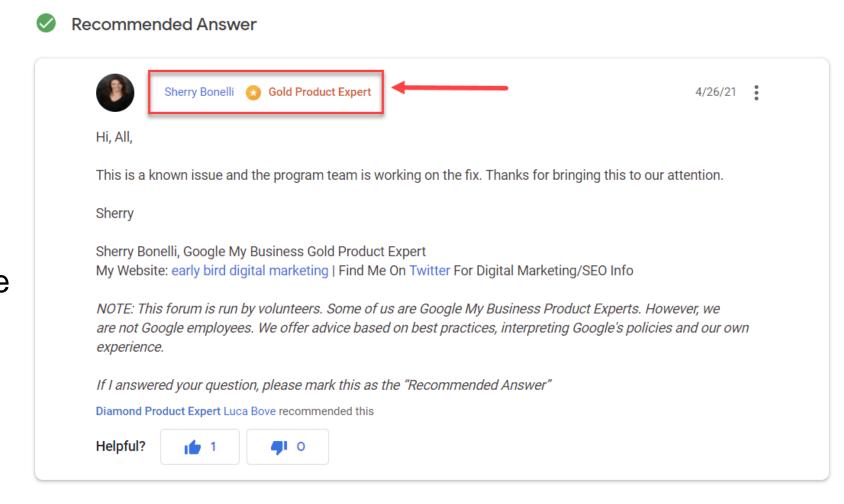
NOTE: The people who monitor this forum are ALL volunteers and are NOT Google employees. So be kind ©



## Look for Help From Google Business Profile Product Experts

When you're on the forum, try and get answers from a **Product Expert.** 

Product Experts work
WITH Google and have
proven expertise,
experience and
knowledge of Google
Business Profile.





## Contact Me

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319-409-3287

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- in linkedin.com/in/sherrybonelli
- facebook.com/earlybirddigitalmarketing

### **Questions?**

