

GoogleTM

My Business 4.0

CHEAT SHEET



Learn how to manage, optimize
and grow your Business using
Google My Business



Google My Business: An Overview

- What is GMB?
- How consumers use Google My Business
- Ways GMB benefits Consumers
- How to use Google My Business for local marketing
- How to use Google My Business for SEO

How to Improve Your Google My Business Ranking?

- Why have an optimized Google My Business listing?
- How to optimize your Google My Business listing?
- Claim it for your business
- Carefully complete all the sections of your profile
- Keep your Google My Business profile active

How to set up Google My Business?

- Google My Business Login
- Claim Your Business on Google
- Google My Business Categories
- For Business Locations with Multiple Categories And Departments
- Verify Business on Google
- Bulk Locations on Google My Business
- Add Descriptions to Google Business
- Google My Business Photos And Videos
- Adding Services and Menus on Google My Business

How To Add Keywords To Google My Business Profile?

- Add Keywords to Your Google My Business Description
- Put Keywords In Your Google Business Profile Posts
- Get Customers to Put Keywords In Your Reviews
- Add Keywords In Your Business Q&A Section
- Don't Add Keywords to Your Google Business Name
- How to Change Keywords On Google Business



- Finding the Right Keywords for Your Google My Business Listing

GMB Insights and Analytics: How to use them?

- What Is Google My Business Insights?
- Google My Business Analytics: Metrics You Should Know
- How Customers Search For Your Business
- Where Customers Discover Your Business On Google?
- What Your Business Is Known For?

Big Mistakes To Avoid With GMB Listing

- Brand Dilution Diagnosis
- Address Audit
- Fighting the 'Possum' Filter
- Phone Number Health Check
- Google My Business Listing Audit
- Local Signals

The Complete Guide To Getting Google Reviews

- Why are Google Reviews Important?
- How to Track Google Reviews
- Receiving Google Review Alerts via Email
- Why Do Google Reviews Disappear?
- Responding to Your Reviews on Google
- How to Respond to Reviews Using GMB
- How to Get More Google Reviews



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