

GoogleTM

My Business 4.0

SPECIAL REPORT



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



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Introduction



Google My Business (GMB) is an essential marketing tool for any brand. Through GMB, you can update your business information on Google; appear on Google Maps; allow customers to make reservations, get directions to, or directly call your locations; and engage with existing and potential customers through their Google reviews.

Approximately 63% of consumers check reviews on Google before visiting a business.

In other words, more than 60% of the people searching for businesses on Google are ready to become customers. To make sure you get these consumers through your doors, we wrote this guide.

With it, you can master GMB, make full use of its features, and attract the most customers. Scroll through each section, or use the table of contents above to navigate



CHAPTER 1



Google My Business: An Overview



What is GMB?

Google My Business (GMB) is a free, multi-featured business listing that local businesses can use to manage their presence on Google Search and Google Maps. A Google My Business listing is not unlike listings on online business directories such as Yelp, but it's found directly in Google and Google Maps search results, and therefore doesn't require a visit to a third-party site.

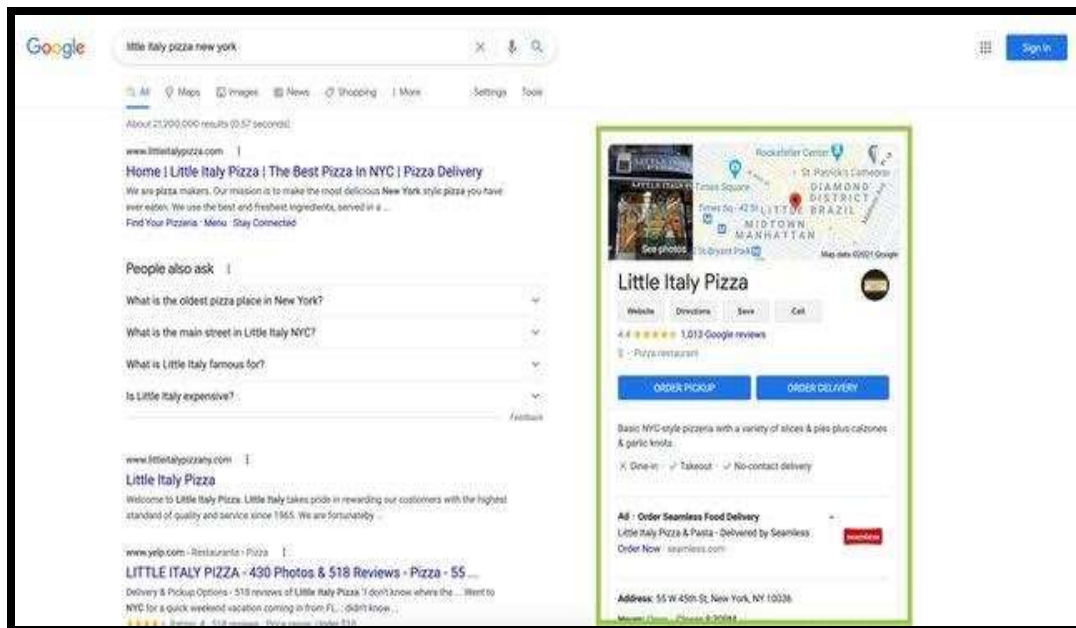
Google My Business has gone far beyond a simple business listing, and thanks to a wealth of features and functions, is now considered a core part of local SEO.

Where does a Google My Business listing show up online?

- **Google Knowledge Panel**

Information from your Google My Business listing will appear in Google's Knowledge Panel when a brand search is performed.

Google presents your information in a concise, snippet-form in SERPs to provide searchers with a quick and easy means to get the information they need. It also provides your business with more visibility. Here's where you can find the Google My Business profile in the Knowledge Panel for a branded search:



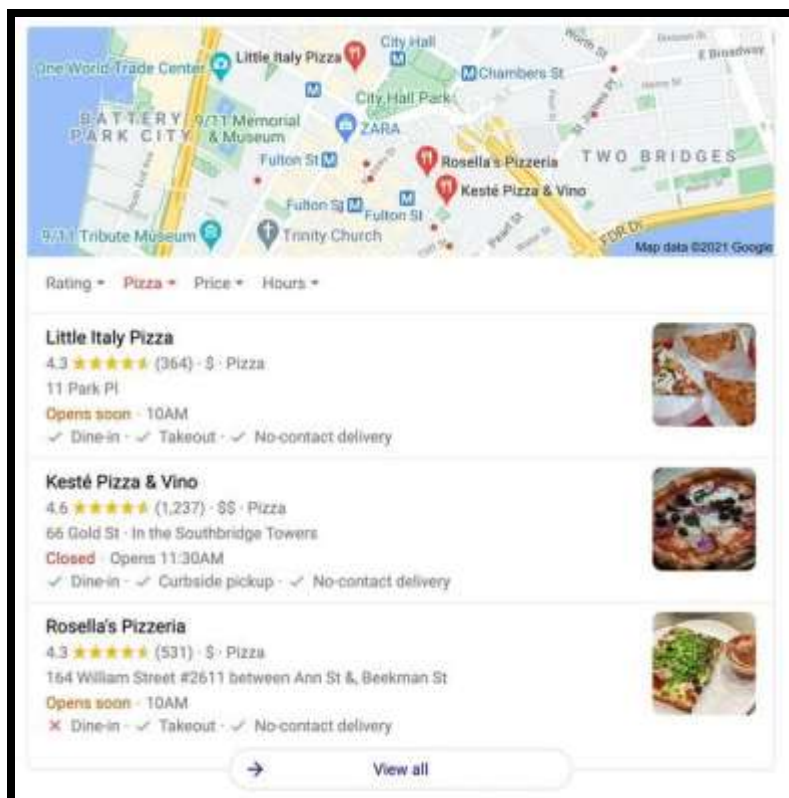
In this example, we've searched for 'Little Italy Pizza'. A search for the restaurant's name, rather than a generic 'pizza near me' search, generates the business's Knowledge Panel, with all visible information being pulled from its Google My Business listing.

- **Google Local Pack/Local Finder**

Google My Business can also show up in the Google Local Pack, or Google Local Finder.

The Local Pack is the block of business listings that appear below the map in search results. This is shown after a user performs a Google search with local intent. Initially, three profiles are shown, but you can expand to see more.

For example, if we search for 'pizza, New York,' something like this will show up:



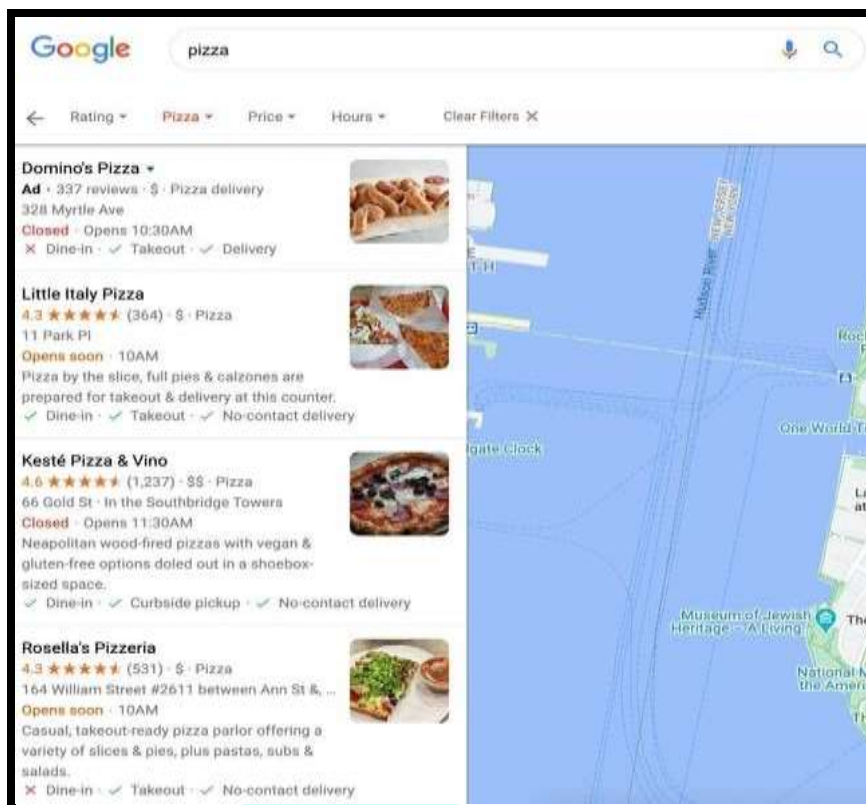
Each business listed here shows up only because it has a Google My Business listing, and, like the Knowledge Graph, all the information you can see here is pulled from the business's GMB listing.

Did You Know? You don't even need a website to rank in the Local Pack — it's possible to show up here with only a Google My Business listing!

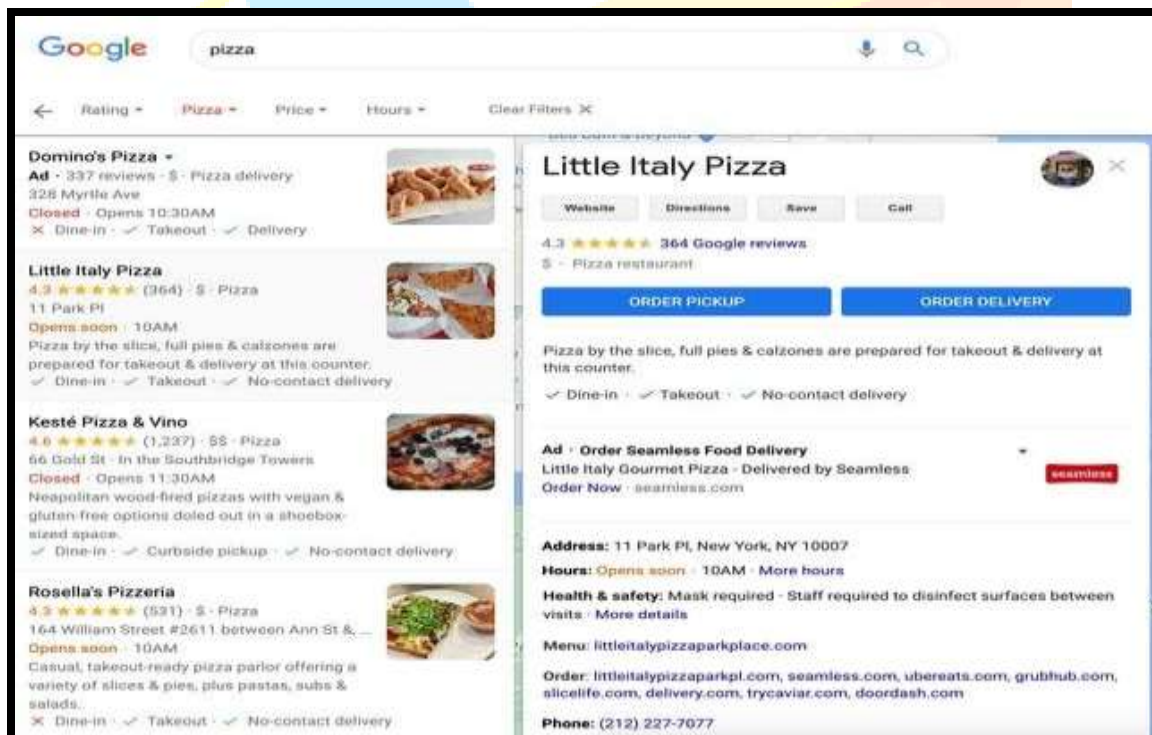
- **Google Maps**

Google Maps is an app- and browser-based service on desktop or mobile used for getting directions and discovering businesses and locations.

Most consumers will be familiar with Google Maps, likely having used it to locate a residence or local landmark at least once. However, it's also a key place for local businesses to gain visibility. Here's what Google My Business listings look like when searching on Google Maps on desktop (also known as the Map Pack):



And here's how the Google My Business listing looks once selected (i.e. if I click on the top result in the screenshot above):





How consumers use Google My Business?

Consumers use Google My Business for a whole host of reasons, such as:

- To find out a business's opening times
- To get directions to a local business, or find its address
- To call a local business without needing to visit their website
- To write and read reviews about a local business
- To see photos of a local business and its products/services
- To visit the business website
- To make online bookings
- To view the available products and services

Ways Google My Business benefits consumers

Up-to-date, accurate Google My Business listings help consumers in a multitude of ways.

1. Making it easier for searchers to source important information

Having a GMB profile makes it far easier for consumers to locate information such as a business's phone number, address, or health and safety policies. With all this information easily locatable on a business's GMB listing, searchers can get on with the important stuff, like working out if a business is suitable for their needs.

2. Quick and easy local business comparison in one place



Finding and switching between multiple businesses' websites can be a real headache for searchers. With Google My Business, it's easy to compare businesses' offerings by flicking between their listings.

3. Searchers can easily check out photos, reviews, and offers from nearby businesses

Through photos and Posts, businesses can showcase their offerings, their brand, and even their personality. With so much information available, these are the features that searchers will likely be paying attention to.

4. It's easy to make bookings and appointments in Google My Business

With its Book an Appointment feature, Google My Business makes it accessible for consumers to get what they need from your listing. In the case of beauty salons, spas, dentists, or other appointment-taking industries, this can be an extremely useful function that saves both the searcher and the business time.

5. Google Maps users can follow and make lists of their favourite local businesses

Google Maps has a social function!

Users can follow businesses they like and create a list of their favourites. This makes it easier for searchers to keep up with their favourite local stores, and support them, too.

6. 'Justifications' make it easy for searchers to see how relevant a business is to their search



Google My Business has simplified the search for relevant, nearby businesses. Thanks to the ever-evolving local algorithm, Google (generally) does a great job of surfacing the right businesses for users' search queries. As a result, finding the right business is easy.

7. It gives consumers ways to provide feedback and improve local businesses

Google My Business allows Google Maps users to provide their own feedback on businesses through the app and validate the opinions of others, ensuring a more accurate, picture of the business.



(Get More Info in Training Guide...)



CHAPTER 2



Google My Business: New Features And Updates



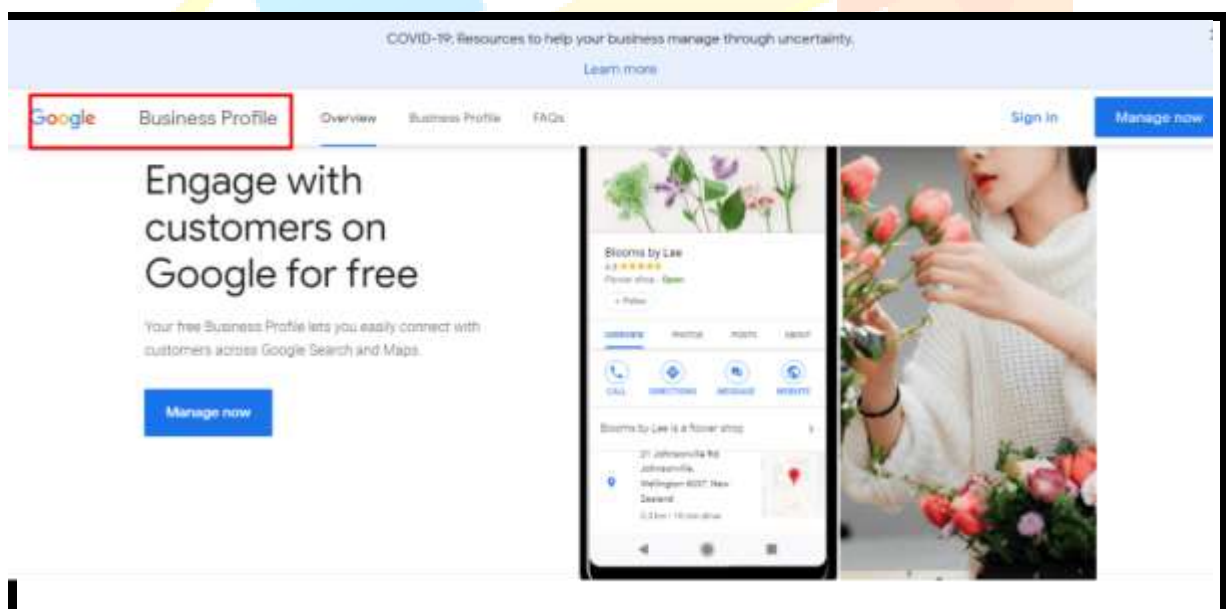
Google my Business is quietly positioning as the best tool for local businesses to improve online presence, reach potential customers, get discovered, and continue the communication with new customers. It is the most effective digital marketing tool that utilizes the great adoption of Google Maps by customers when deciding to use local services or products.

Google My Business is like managing a social media profile aimed specifically for local businesses to improve search rankings with local SEO and customer reviews.

So, in this post, we will keep track of all the latest Google My Business updates and bring you more clarity on how you can utilize this powerful and free tool.

The first thing is it is not going away or being deleted.

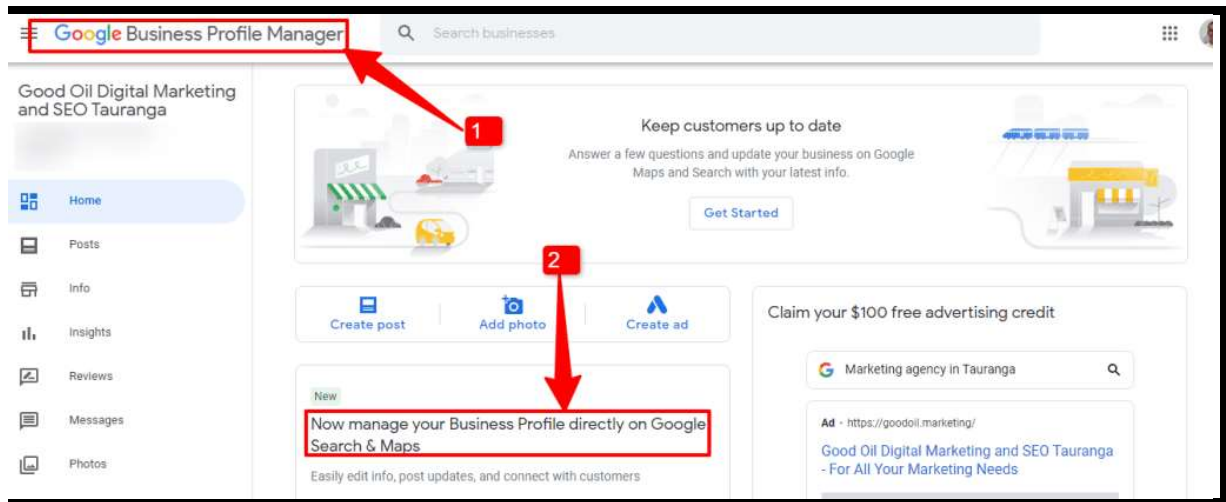
Google My Business is not going to disappear in any way. That was one rumour where we saw that's not true. It's just changed its name. In fact, it's already changed its name. If you log on to google.com/business, you'll notice the name has changed.



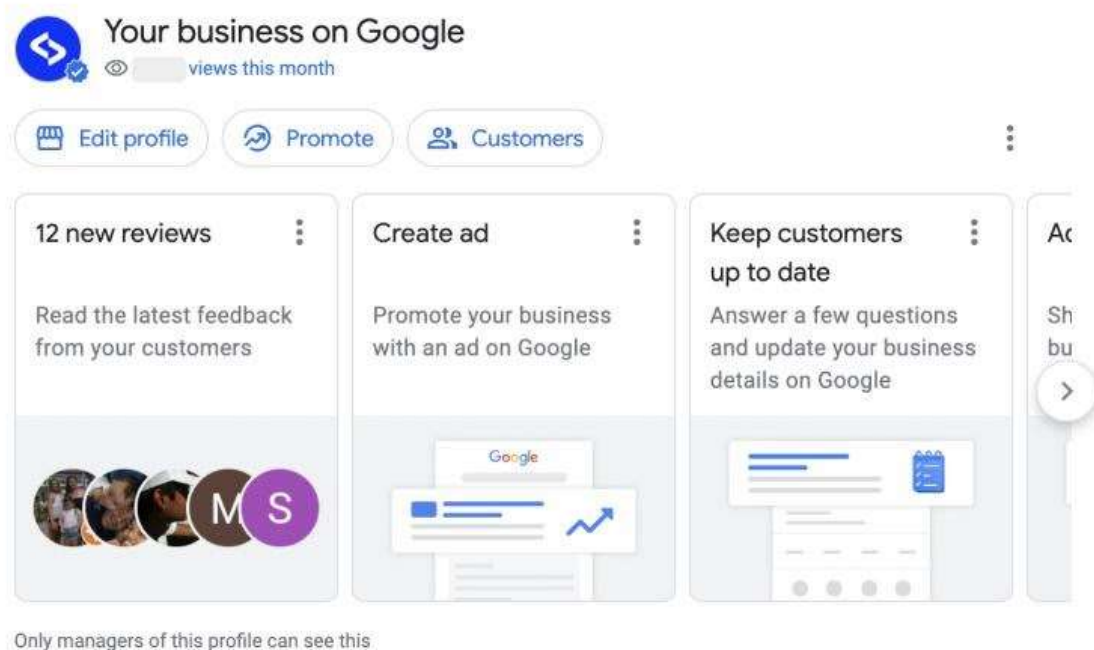


Everything looks the same. It just says Google Business Profile manager.

So, you'll see that we've got there change your name to Google Business Profile, and when you go to the dashboard, it'll just say that plus manager.



2. Manage GMB Profile directly on Google

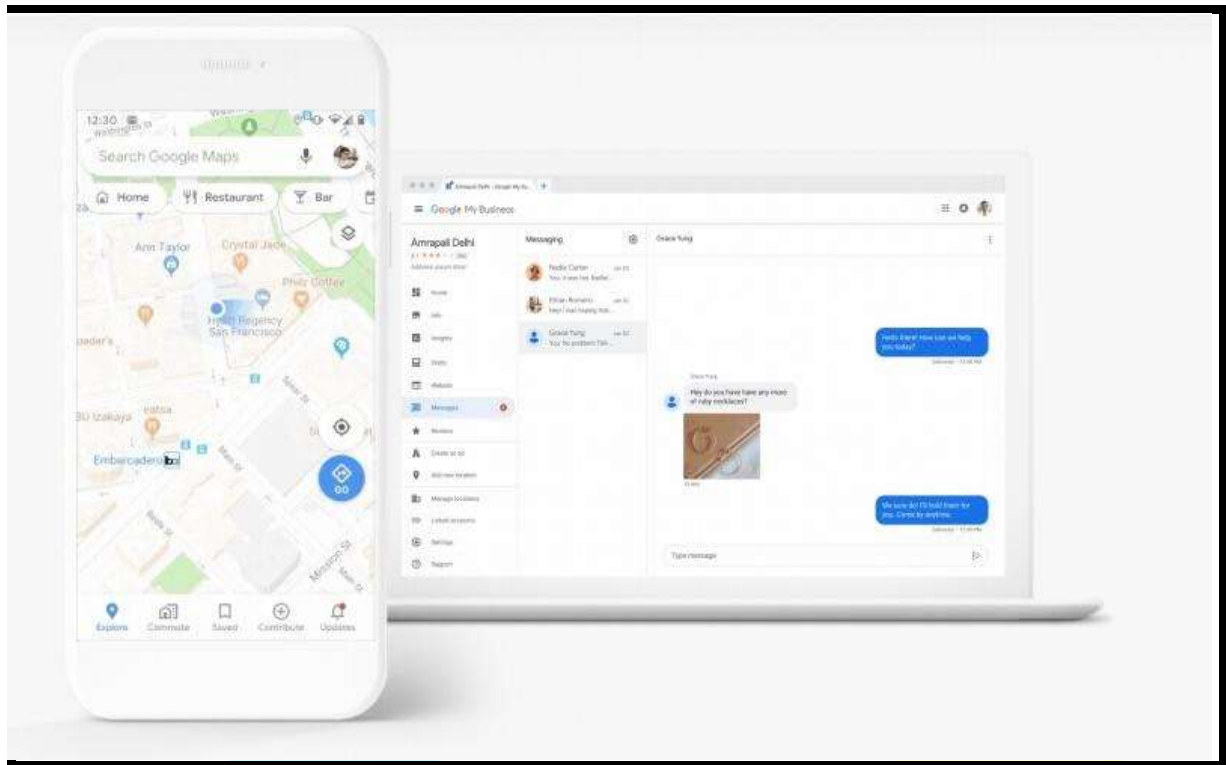


With the recent update, Google pushes Google My Business's most useful features in a more visible location – the search results page.

Previously it was harder to use the Google My Business dashboard from a desktop as its URL is longer and not that obvious, so most of the users trying to find this URL would type in Google search for getting the URL from the SERP and again navigate to the actual Google My Business listing. With this new update, you can access your GMB in Google search and maps.



3. Google My Business Messaging on Desktop



Like other Google My Business features, the messaging functionality is not well promoted. It is available in the Google My Business app but most of the account managers do not use it or are not familiar still with the existence of the app.

But Google is making progress on that front and beginning this year has provided the same mobile app chat option, inside the desktop dashboard.

(Get More Info in Training Guide...)



CHAPTER 3



How To Improve Your Google My Business Ranking



Why have an optimized Google My Business listing?

As a business, you're already probably spending money on Google ads and website SEO optimization, so it's more searchable and gets enough traffic.

But you might – like many other businesses – overlook your Google My Business presence. Which also means missing out on all the local SEO benefits it can bring you (and we'll look at those in a second). And which, btw, is completely FREE to use.

And if that's the case, you're not alone. In fact, one research study showed that business profiles on Google get just a tiny fraction of the overall billions of monthly views from Google search. But not because Google My Business is just ineffective. Rather, because businesses fail to take advantage of all that it has to offer.

Here are some helpful tips.

How to optimize your Google My Business listing?

First, claim it for your business (if you haven't yet)

If your business has been on the market for some time, chances are the listing already exists (if you're not sure, just try Googling yourself). And that's even if you haven't created it yourself. But you can't optimize it until you've officially claimed it.

If you don't have a Google My Business Account, you can create it [here](#) after logging in with your Google account.

Carefully complete all the sections of your Google Business profile

Keep your Google My Business profile active



Make sure your NAP is accurate

Write the perfect business description

Choose the right business category and subcategory

Upload amazing photos

Set up a booking system

Use Google My Business as a customer service channel

Use UTM links and call tracking to better monitor performance

Conclusion

Above all, though, the best way to learn is to test and explore things yourself. Set yourself a reminder each week (or month, if you're under-resourced and time-poor) to check out GMB listings in your industry. What features are they using? Does anything look different? If so, test that feature out for yourself and see if it makes a difference to rankings or conversions.

(Get More Info in Training Guide...)



CHAPTER 4



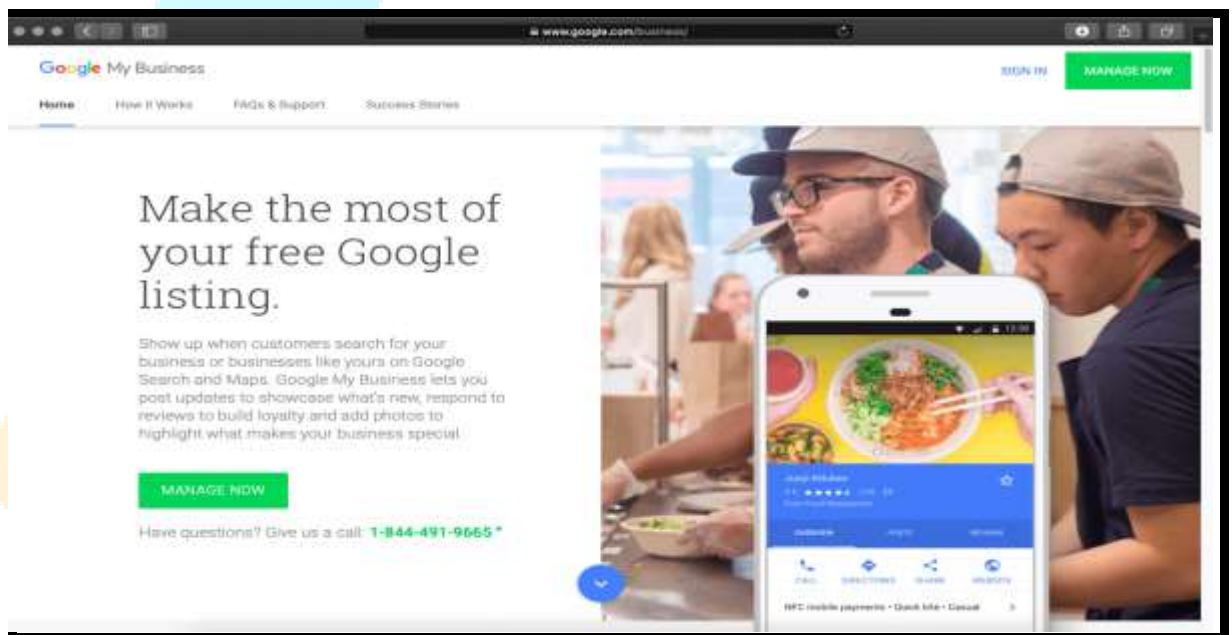
How To Set Up Google My Business

Set Up Your Google My Business

Adding your business locations to Google My Business is more complicated than just entering your name, address, and phone number. You'll often need to claim a pre-existing listing, verify your information, and choose the correct attributes for your listing. To do so, follow these steps.

Google My Business Login

1. Visit <https://business.google.com/> to sign in or create a Google account for a business.



2. Once logged in, Google will ask, "What's the name of your business?" You can search for a listing by typing the business name and address in the search box.



Results will appear in a list as well as on the map. (Below, we'll talk more about claiming and verifying your business location in bulk.)

What's the name of your business?

Business name

By continuing you agree to the following [Terms of Service](#) and [Privacy Policy](#)

Next

Claim Your Business on Google

1. To claim your business on Google, click on “Add location” on the “Manage Locations” page.

Manage locations

Create location group

Ungrouped locations

Locations: 1 location 100% published

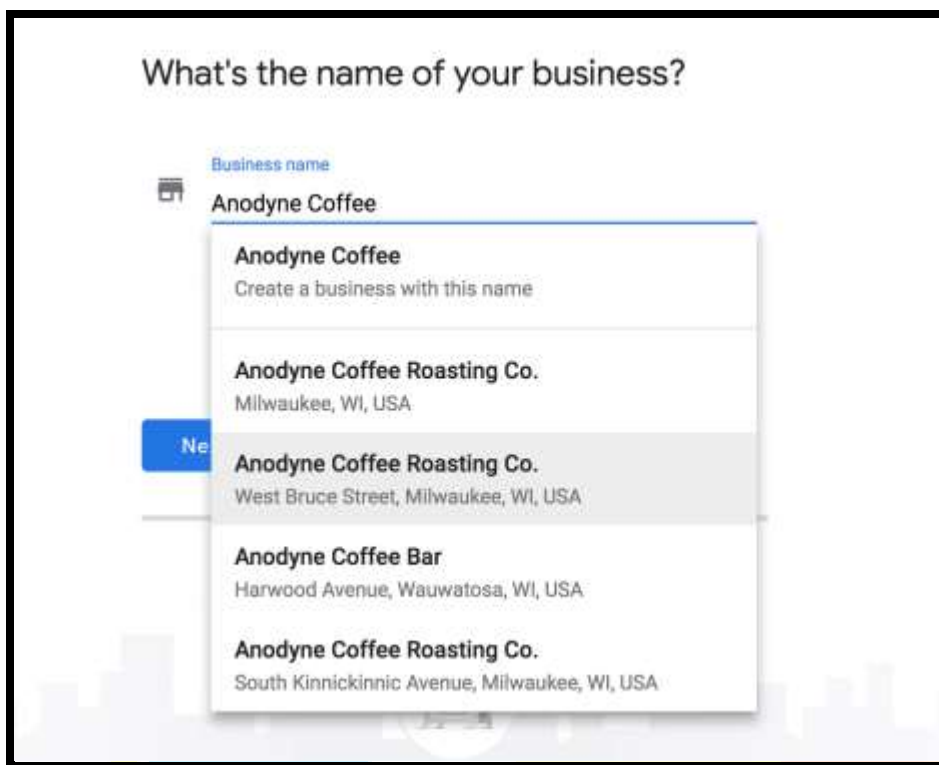
Locations	Status
<input type="checkbox"/> Name <input type="checkbox"/> ReviewTrackers 320 W Ohio Street, Suite 2W, Chicago, IL 60684	Published

All locations (1) Add location

Rows per page: 100 1-1 of 1



2. Google will ask you for the name of your business. Type its name on the search bar and click on the correct name if it appears on the dropdown list.



3. If none of the results match your business, click the top of the list where it says “Create a business with this name.” You will then choose the business type: storefront (restaurants, hotels, etc.), service area (taxi service, delivery, etc.), or brand (products, brands, causes, etc.).

4. Google My Business Categories

If you’re creating or adding your business to Google using Google My Business, you can choose from a list of categories to provide more accurate information about your business. For example, if you run Taco Bell’s marketing, you can (perhaps optimistically) put your business in the “Mexican Restaurant” category. Categories are



very specific. You can drill down into sub-genres like Tex-Mex or be as broad as possible by simply listing “Fast Food Restaurant.”

For Business Locations with Multiple Categories and Departments

For organizations with multiple locations Google only allows you to have one primary category for each location. However, there are some slight exceptions. For example, if you manage marketing for a chain of grocery stores, you can list your grocery stores and the pharmacy inside them as two separate listings, each with its own primary categories.

Verify Business on Google

The next step is using the Google Verify My Business feature. You’ll have to verify to Google that you own or represent the business listing. Typically, the verification code will be mailed to you (yes, snail mail) – this takes one to two weeks. Once you’ve entered the code into your account, you’ll finally be able to start managing your local business information on Google. You can verify a business on GMB in other ways – email, phone, and Google Search Console – but these are usually not available. If you *do* see a phone icon and an option to verify by phone, Google recommends you choose that over a postcard because it is so much faster.

Option 1: Verify My Business By Mail.

Option 2: Verify My Business By Email

Option 3: Verify My Business By Phone



Option 4: Verify My Business Instantly

(Get More Info in Training Guide...)





CHAPTER 5



How To Add Keywords To Google My Business Profile



If you have a business that relies on local customers, then a Google My Business listing (now called Business Profile) is a must-have digital marketing strategy for growth. But if you're new to search engine optimization (SEO) or not getting found as much as you'd like for local keywords, then this guide is for you.

Below, you'll discover the top tips for how to add keywords to Google My Business also known as a GMB listing. You'll also learn where to set keywords in Google My Business Profile pages to get the best results and how to change keywords that are not sending you the most qualified website traffic.

How to Add Keywords to Google My Business?

1. Add Keywords to Your Google My Business Description

The first step for how to add keywords to Google My Business is inside your business description. This is the easiest way to improve relevance for your Business Profile, which is a top-ranking factor in Google's algorithm for GMB listings.

2. Put Keywords In Your Google Business Profile Posts

The next step for how to set keywords in Google My Business is to add them to the business posts on your Business Profile.

There are three main types of posts you can create:

- Offers
- What's New
- Events

3. Get Customers to Put Keywords In Your Reviews



A powerful, yet highly underused method for how to add keywords in Google My Business is to ask your customers to use them in their Google reviews (i.e., testimonials). This is a great way to increase the keyword density in a natural way too. You can also add keywords in your replies to GMB listing reviews.

4. Add Keywords In Your Business Q&A Section

Another tactic for adding keywords to your Business Profile listing is to use them in your business Q&A section. When a customer asks a question on your page, you can insert keywords into your answers.

5. Don't Add Keywords to Your Google Business Name

The final step you need to consider when optimizing your Google My Business listing for keywords is to NEVER set keywords in a GMB Business Name (i.e., business title).

The digital marketing experts at SterlingSky reported that keyword stuffing the Business Profile Name can increase keyword rankings for a specific search phrase like “keyword” + [city] + [state], which is why this SEO tactic is attractive to Internet marketers.

How to Change Keywords On Google Business?

As with any search engine optimization strategy, you'll want to track, measure, and monitor your results with the keywords you're using on your Google My Business page. And over time, you may determine that the keywords you're using on your GMB listing are not attracting enough website traffic, the right type of organic visitors, or qualified customers.



Finding the Right Keywords for Your Google My Business Listing

If you need help picking the right keywords to use on your Business Profile, the following tips can help. The most basic method for SEO is to include the following type of keyword strings throughout your listing so you can show up for more organic searches and on Google Maps:

- [keyword] + [city]
- [keyword] + [city] + [state]

You can also optimize for the type of service or business you operate like this:

- [type of service] + [city]
- [type of service] + [city] + [state]
- [type of business] + [city]
- [type of business] + [city] + [state]

It's best to rotate through the various keyword strings and types that relate to your business so you're not using the same phrases repeatedly. This SEO strategy will help you optimize for a wider range of keywords to attract more customers.

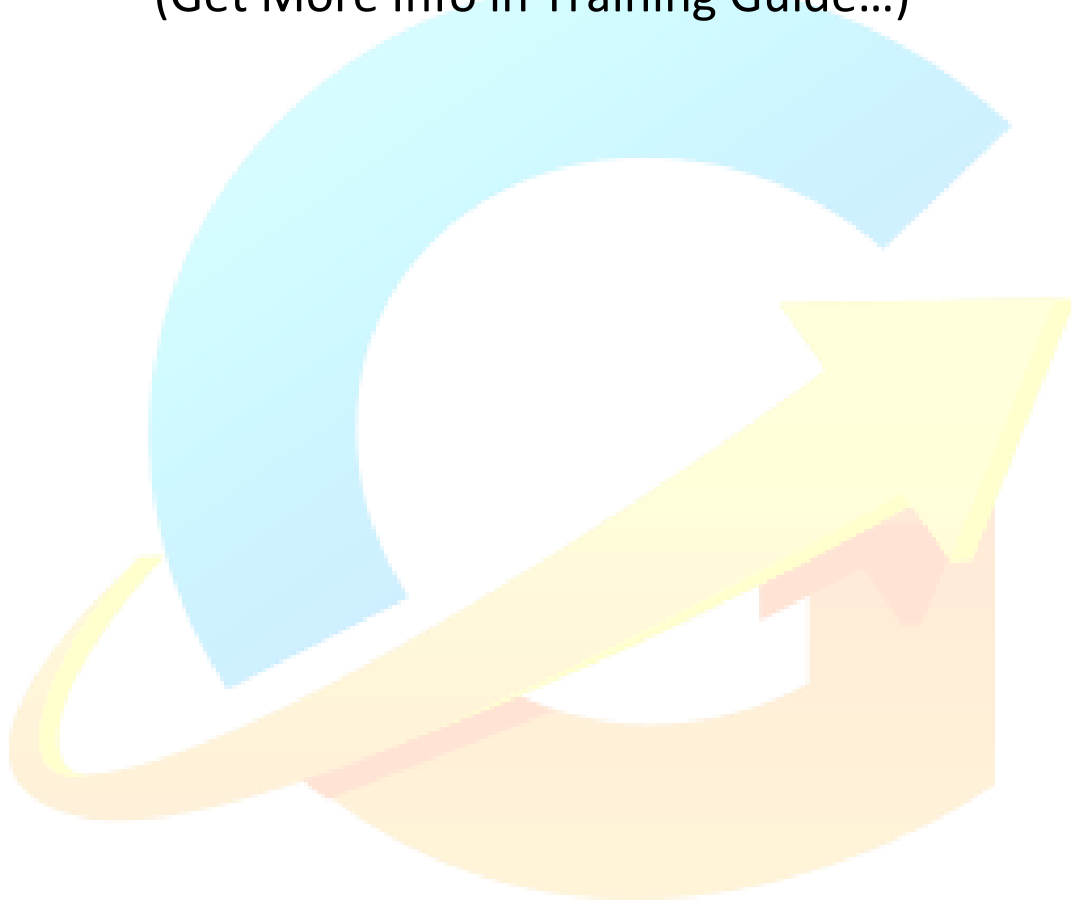
Summary

As you discovered, the best method for how to set keywords in Google My Business listings is to optimize the following locations on your profile: description, posts, customer reviews, and Q&A section. You can also change keywords on Google Business at any time to improve your results. You may not be getting the best ranking positions,



highest level of website traffic, or qualified visitors based on your current keyword optimization practices. So, refining your keywords, adding new phrases, and change old terms, is a good way to increase the visibility for your business in the Google search engine.

(Get More Info in Training Guide...)





CHAPTER 6



Google My Business Insights And Analytics: How To Use Them



What is Google My Business Insights?

Google My Business Insights is a free tool from Google that shows how searchers found your listing and what actions they took on it. It contains information relating to your local search performance such as the number of views your listing has received, how search users find you, and the types of interactions they have with your listing, such as clicking through to your website, calling you, or requesting directions.

Why is Google My Business Insights useful?

Google My Business Insights is useful for two core reasons:

1. It helps you understand how searchers find your business
2. It helps you understand what actions searchers take on your business

Beyond this, GMB Insights can help you to identify broader trends in how people are finding your business. For example, your cake delivery business might be surprisingly busy at the beginning of May, leading you to investigate providing special Offer Posts for customers purchasing services around Mother's Day.

The more information you have available to you, the more you'll be able to improve your listing and encourage more actions to take place.

How to use Google My Business Insights?

Now we've established why Google My Business Insights is useful, we can get into how to use the data provided.

Here's how to find and use Google My Business Insights:



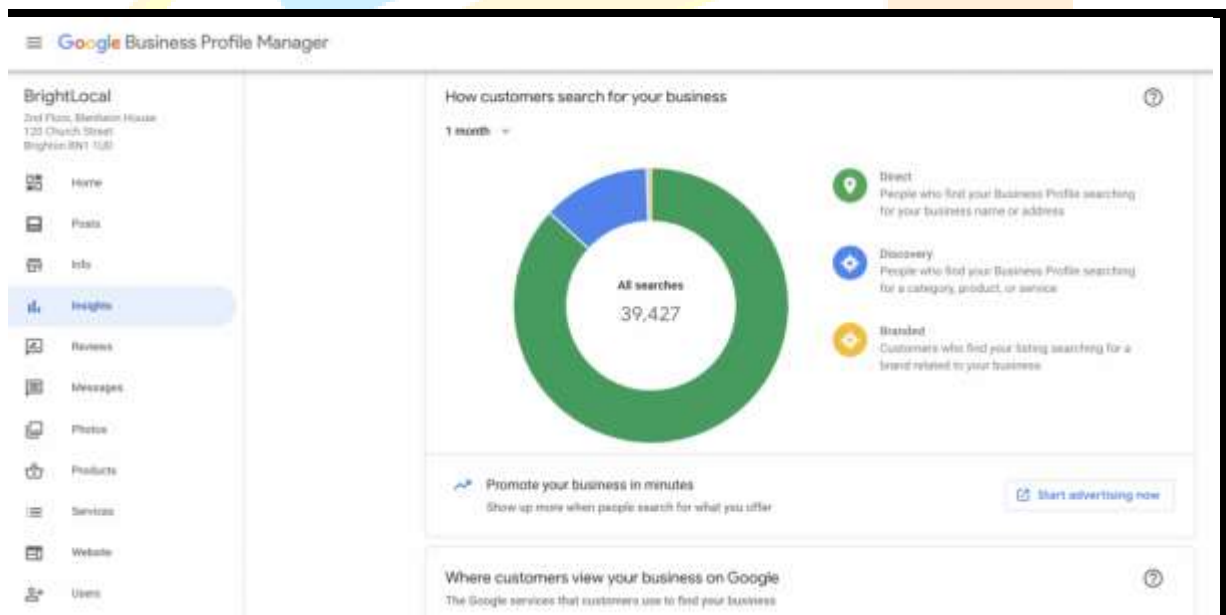
1. Sign into your Google My Business profile as usual.
2. The Home tab should load, and to the right of the screen, you'll see the 'Performance' box, which shows data from the last 28 days on Search and Maps.
3. Alternatively, you can click on Insights from the left-hand side menu.

The Insights data is split across several different features, each of which will help you to build a better understanding of your listing.

How customers search for your business?

Knowing how users search for your business isn't just a point of interest, it can also help you to make better marketing decisions. At the top of the Performance box, you'll see three sets of numbers: Views, Searches, and Activity.

When you click on Searches, a panel will drop down and show you data related to Direct and Discovery searches.





Queries used to find your business

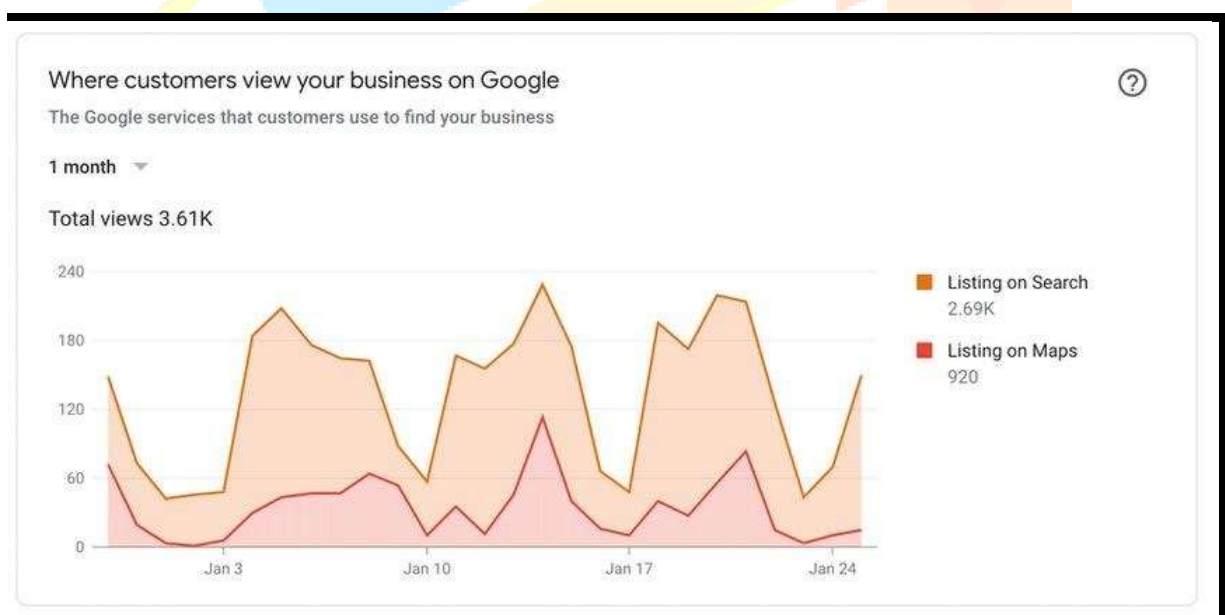
The information found in this section, 'Queries used to find your business', can become a very useful content optimization resource.

Available from the Insights menu, this lists the top search queries, which you can then use to confirm you're using the right keywords across your blogs, web page, and Google My Business Posts.

What are Impressions in GMB Insights?

The Google My Business Impressions metric refers to how many people have viewed or seen your business listing. You can think of the number of Impressions as being how many people your listing has reached.

You'll see two numbers here, Listing on Search and Listing on Maps, with options to view for the week, month, or quarter.





While this may not seem helpful at first glance, it will show you how well mobile optimization is going, particularly if you're working with a high-footfall business such as a restaurant or hotel.

Google My Business Post Insights

When you write a blog post or update your social media, you'll probably be in the habit of checking post views and likes.

In a similar vein, Google My Business Insights will give you some data relating to your Posts on GMB – just click on Posts in the navigation and you'll be able to see how many new views your Posts have received in the week prior.



(Get More Info in Training Guide...)



CHAPTER 7

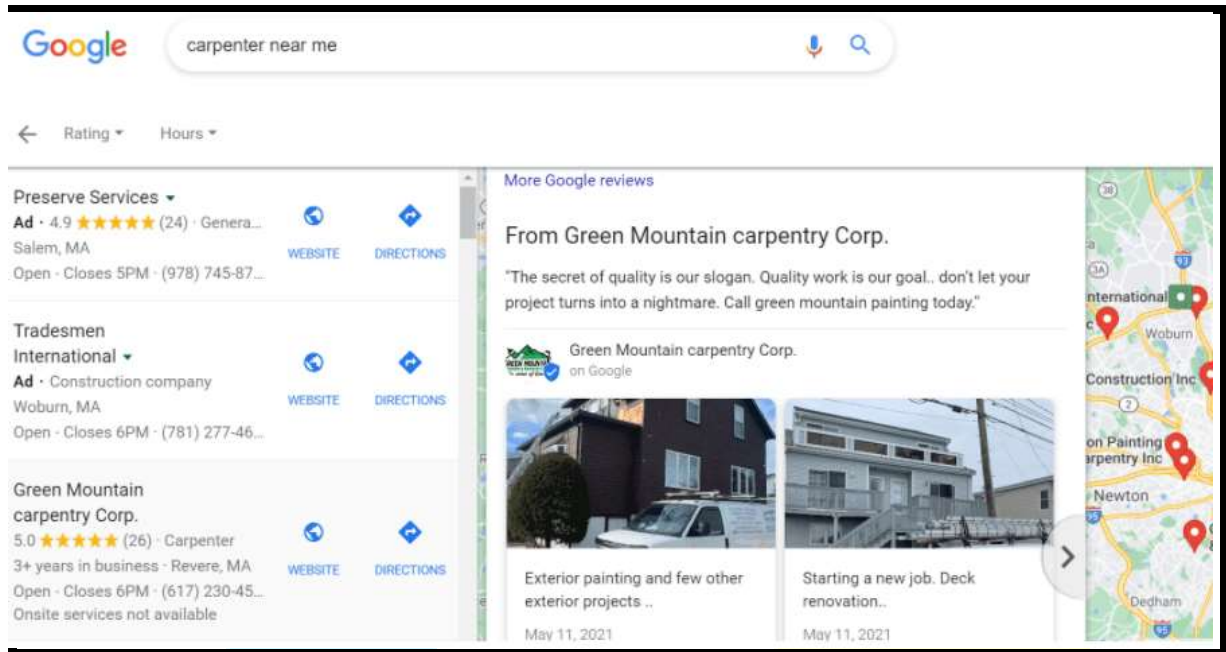


**How To Create Winning
Google My Business Posts**



What is a Google My Business Post?

First launched in 2016, Google My Business posts allow you to share even more information with your audience right from the search results page or from your listing.



You can use Google My Business posts in many ways—to announce upcoming events, highlight new products and services, clarify changes in hours, share interesting news, or communicate your special offers.

Here are some answers to a couple of frequently asked questions about Google My Business posts:

Are Google My Business posts free?

Google My Business is a powerful, free advertising tool with the potential to funnel customers to your website and store from both Google Search and Google Maps. And posts on Google My Business are no exception—they're completely free!



Where do Google My Business posts appear?

Text, photo, or video posts appear to viewers in three core Google My Business locations:

- The mobile view of “Updates” or “Overview” sections of your profile in Google Search and Maps.
- The “From the Owner” section of your profile in the desktop view of Google Search and Maps.
- Google My Business websites.

Do Google My Business posts help SEO?

Yes and no. Google My Business posts don’t directly help your SEO—but indirectly, they can. This is because Google My Business posts can entice more users to click to your website by providing relevant and interesting information about your business, your offers, and what you do. Increased clicks to your website and a higher click-through rate on your GMB profile does help your SEO.

What do I need to do before I create Google My Business posts?

Before you start focusing on effective Google My Business posts, make sure you have a solid profile. An optimized Google My Business listing will increase your visibility, getting your posts in front of more relevant searchers. During your Google My Business profile setup, be sure to input all necessary information accurately, and claim your business as well.

What are the types of Google My Business posts?



The right type of Google My Business post for you will vary depending on what you're trying to achieve. Here are the few types of Google My Business posts the platform currently offers:

- COVID-19 or Hours updates
- Offers
- Products What's new
- Events

If your home services business is running a special promotion, the “offer” post would fit the context of the information best. On the other hand, if your vet clinic is simply looking to increase brand awareness and share general information, the “What's New” post type can help you get the job done.

Because the content covered in each post will most likely be different, it's a good idea to spend some time studying and testing the different post types so you have a better understanding of how they'll look and which ones can help you reach your goals fastest.

Tips for Great Google My Business posts that results.

So, you know how to create a Google My Business post, but do you know how to create one that gets results? Check out these top tips for your Google My Business posts.

- 1. Post regularly**
- 2. Use high-quality pictures or videos**
- 3. Keep the text short...**



5. A/B test CTA buttons

6. Optimize your landing page

7. Keep it professional

8. Proofread and polish up

9. Get familiar with Google's posting rules

Don't wait! Start posting on Google My Business

Google My Business posts only take a few simple steps and minimal time to create—most importantly, they're free! With this being such a local-friendly marketing tactic, it's a can't miss for small businesses looking to serve a specific area.

(Get More Info in Training Guide...)



CHAPTER 8



Practitioner Listings In Google My Business



Google Search Results and Map Search Results to help you find physical business locations, and they are incredibly important for local search rankings. But what happens when your local practitioners get a lot of search volume...can you optimize local search for individuals?

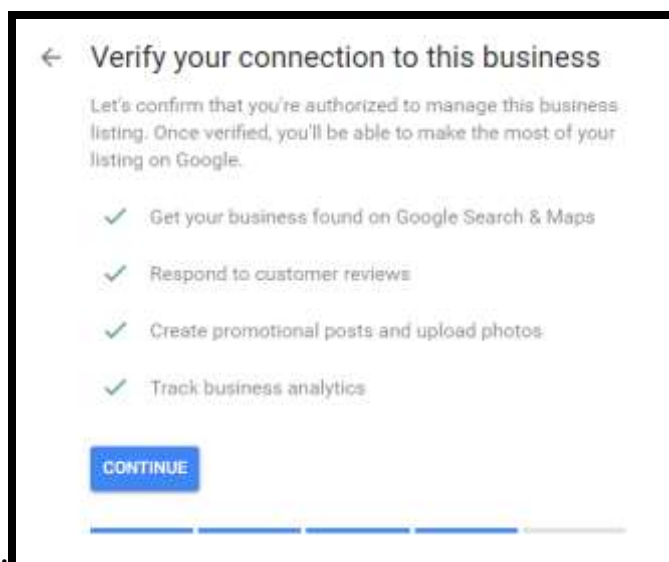
Practitioner Listings In Google My Business

Local businesses have been using Google My Business listing to optimize for local search for years, but individual practitioners have had a harder time promoting themselves in Google My Business. Now you can leverage Google My Business if you are a practitioner, who allows you to leverage your personal brand in local search.

A practitioner or professional listing is a listing on Google Maps that is for a person instead of a place. If you're a doctor, lawyer, dentist, or other practitioner who works at a local business, you may be eligible for a practitioner listing.

Comprehensively defined as an individual practitioner is a public-facing professional, typically with his or her own customer base. Doctors, dentists, lawyers, financial planners, and insurance or real estate agents are all considered individual practitioners. Listings for practitioners may include title or degree certification (e.g. Dr., MD, JD, Esq., CFA).

How To Create A Practitioner Listing On Google Places?



The final step in the process is to get a verification code from Google via post, phone, SMS, or email (depending on your region). Google will not show your listing online until you've verified it, and you can only verify it via the contact information that you have put into your listing. Once you've done all that, congratulations! You are now all set to be listed on Google My Business.

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CHAPTER 9



Big Mistakes To Avoid With Google My Business Listing



Google My Business can be one of the most valuable tools for any local business – one that can help you gain customers or clients and, most importantly, revenue. However, many GMB listings are suffering from all-too-common, critical issues.

Are you making it hard for local customers to find your business when they're searching for you? If your business is not showing up for relevant search queries, then you probably need to investigate your Google My Business (GMB) profile.

Most GMB issues can't be resolved through brute force. You need to start by auditing your listing and then addressing each problem accordingly. Here's a step-by-step guide for conducting a technical GMB audit.

Google My Business: Technical SEO Audit Items

1. Brand Dilution Diagnosis

We want to ensure that Google assigns a certain amount of recognition or authority to our business. To find out, search for your own business name on Google.

- Does the brand query serve a Knowledge Graph?
- Do competitors or irrelevant results get served for the brand query?

If a Knowledge Graph is not showing up for your brand query and you're only served with irrelevant results, then the following solutions can help:

- **Brand insulation.** Create and optimize authoritative profiles and social accounts. Leverage schema and data aggregation platforms.
- **Reverse-engineer your competitor's Knowledge Graph.**



2. Address Audit

Some local business owners overlook the accuracy of their business addresses in various online listings. To find out if you have this problem, drop the address from your Google My Business listing to Melissa.com. It will list any issues with the specific address your business is using.

You also want to look at your business pin in Google Maps and make sure it's inside of the actual city limits. Here are more tips to resolve address issues:

- Fix non-existent suites.
- Update address formats.
- Modify expectations on service areas.

3. Fighting the 'Possum' Filter

Google may filter out low-quality or spammy-looking GMB listings out of local search results. Make sure your business doesn't have duplicate listings that might affect your visibility. To check:

- Paste your business address into the Google Maps search bar.
- Select the "Nearby" filter.

This will present every other business that's registered at that address. Duplicate GMB listings are easy to handle when they're yours.

However, Mark and his team at Local Viking encountered issues on practitioner listings while working with a large hospital chain.



They found that when practitioners that shared a similar category at the same address, one might get filtered out and not get any visibility in the area, while the other one gets all the rankings.

While it's not an easy problem to fix, you can mitigate practitioner listings with proper categorization. For businesses located in large metro areas and have competitors in the same building, creating a "filter flip" might help.

With this approach, your goal is to convince Google that your listing is more authoritative than the others at the same address.

For Mark's team, it's an arduous process that required putting together a small outreach team on their client's behalf and running traditional PR campaigns to boost the business's credibility and stand out against the competition.

4. Phone Number Health Check

Phone numbers can also cause problems on GMB listings. To avoid them, you'll want to:

- Ensure multiple businesses aren't using the same number.
- Identify data consistency issues, business listing issues, etc.

You can look up your phone number, using different variations, in Google to double-check your contact info's consistency.

5. Google My Business Listing Audit

Follow these tips to optimize your GMB profile:



- **Completely fill out your listing.** Feeding Google more data about your business will help you show up in relevant search results.
- **Go the extra mile with attributes, images, Q&A, posts, reviews, etc.** This helps you stand out in the local map pack.
- **Smart category optimization.** Find four of the most relevant categories to your business and don't go beyond that. Stay as niche as possible so that you can get quality leads from your listing.
- **For multi-location service-area businesses, follow the “radii rule.”** If you're in one city and you have multiple locations, avoid overlapping with another one of your locations when creating your radius of service area. These overlaps can cause visibility issues.

6. Local Signals

Focus on essential citations, such as Yelp and Yellow Pages, and niche directories. Don't spend too much time on citations and start thinking about high-quality local signals. There are plenty of ways to build hyper-relevant and geo-specific links that don't involve shady citation sites.

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CHAPTER 10



**Everything You Need To Know
About Google Knowledge Panel**



Many brands want their own Google Knowledge Panel to further stand out from competing businesses, and it's because of Google reviews and its strong influence. In terms of customer reviews alone, Google holds 57.5% of all reviews, and 63.6% of consumers look at online reviews on Google before they visit a business.

With a Google Knowledge Panel, brands can give consumers more information and show off their services, both of which can convince consumers to visit your business.

What is a Google Knowledge Panel?

Searching for prominent “entities” – think of major, well-known companies – on Google will sometimes include the Knowledge Panel on the right side of the screen next to the organic search results. Information on the panel can include a short description, images, important dates, social media channels, and the location of the brand's headquarters.

For any brand, getting a Google Knowledge Panel can be beneficial because it further establishes trust with the consumer before they even click on the brand website. Consumers want to make an informed decision before deciding on a specific product or service, and a Google Knowledge Panel can cement the purchase decision.

How to Get A Google Knowledge Panel?

According to Google, knowledge panels are “automatically generated”, and information included in the panel comes from “various sources across the web.” These panels are also updated automatically when new data emerges online.



Because knowledge panels are created automatically, there is no way for anyone to create their own panel. It seems that with enough time and increased branding exposure, you can eventually gain your own Google Knowledge Panel.

If your brand does appear then you can claim it as your own, but you'll need to be verified as an "authorized representative for the entity." To start the process and claim your knowledge panel:

1. Create a Google account if you don't have one to use.
2. Search for your business on Google and see if it has a Knowledge Panel in the SERP.
3. Scroll down to the bottom of the panel and click the button with "Claim this knowledge panel" written on it.
4. Review the information presented on the next page, which talks about the features provided to you if you are verified to edit the knowledge panel.
5. Sign in to one of the following sites as a final verification to authorize your representation of the entity in the knowledge panel. If Google can't associate one of the platforms below with the knowledge panel subject, then you'll need to provide additional information to properly verify your account.
 - YouTube
 - Google Search Console
 - Twitter
 - Facebook

Once verified, you can further authorize additional users to be your representative online and manage their permissions.

How Is a Business Profile Different from a Google Knowledge Panel?



While getting your own Google Knowledge Panel isn't guaranteed, you can take steps in another direction to creating your own Business Profile through your Google My Business (GMB) account, which is displayed in the same place as a Knowledge Panel.

You can create a GMB account by visiting <https://business.google.com>. Just like the Knowledge Panel you'll need to ask Google to "verify my business" before you can edit the information in the Business Profile, which includes:

- Business Name
- Category
- Hours
- Menu link (if applicable)
- Contact information
- Images

When adding these elements, make sure that the information you provide is not only correct but aligned with your other online listings. Listing inconsistent phone numbers, addresses, or even operating hours can hurt your search ranking on Google, which reduces your overall online exposure to potential customers.

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CHAPTER 11



The Complete Guide To Getting Google Reviews



Google reviews significantly influence the way customers think about your company. They are also crucial for businesses looking to get discovered in search results.

By managing Google reviews, you can showcase your business in the best possible light and minimize the impact that negative reviews or low ratings might have on your brand reputation.

In this chapter, we'll break down how you can monitor, respond to, and generate Google reviews, as well as how you can leverage these reviews to acquire and retain more customers.

Why are Google Reviews Important?

Google reviews are important for one reason: your customers look for and trust these reviews.

According to online reviews statistics:

- Google is the number one website for online reviews. 63.6% of consumers say they are likely to check reviews on Google (through Google Maps and Search) before visiting a business location — more than any other review site.

It's easy to see why almost two-thirds of people turn to Google to find reviews of businesses. Apart from Google being the world's top website, zero-click searches are also on the rise. (It increased by 65% in 2020.)

(Zero-click searches happen when the top search results provide the answer to a user's query, so that the user doesn't even have to click through to a website or leave the search engine results page.)



The Link Between Google Reviews and Search Results

Google reviews also have a direct impact on where and how prominently companies and brands appear in search engine results.

A Moz report suggests that reviews are one of the top factors influencing organic search results on Google — and a top 3 factor influencing which businesses are featured in the Google Maps Pack. In terms of local SEO, more reviews mean more information for Google's algorithm.

How to Track Google Reviews?

The simplest way to find and track your company's reviews is to use Google My Business (GMB), the search engine company's free tool that allows business owners (or its representatives) to create and verify their own data on Google.

Why Is It Important to Get New Reviews?

A steady stream of new reviews can dramatically improve your search engine performance, which is essential to driving traffic and attracting more customers. This makes it crucial for companies to learn how to get Google reviews proactively. It's not enough to simply plant your business flag on Google and wait for reviews to come in. If you don't proactively request customers for reviews, your review data sample is more likely to be biased towards those who are motivated to leave a review: usually, people with a customer service issue.

How to Get More Google Reviews?

Here are some effective ways you can get Google reviews for your company and build up your brand's online presence.



- **Use Email**
- **Send SMS Campaigns**
- **Create a Google Reviews Link**
- **Make Your Customers Happy**

What is Review Gating?

Unlike other business review sites (for example, Yelp), Google encourages business owners to reach out to their customers and ask for reviews. However, Google doesn't want businesses to discourage or prohibit negative reviews or selectively solicit positive reviews from customers.

A practice commonly referred to as “review gating,” this is normally done by sending customers a survey or feedback form — through email, SMS, landing pages, or social media. Based on their form responses, customers are then asked to either post a positive review on Google if they had a positive experience — or share details of their feedback privately if they had a negative experience

.

Can I Share Google Reviews on My Website?

Yes, and we highly recommend it.

Showcasing your best and highest-rated reviews on your website is a great way to provide social proof, boost consumer confidence, and encourage user interaction. Reviews also often serve as the final push people need to convert from being visitors to being customers.



Simply put: authentic, positive reviews on your website leverages the power of testimonial-based marketing. Letting happy customers make statements about the benefits of your products or services makes it easier for potential customers to trust your company.

You can display Google reviews on your homepage and show your company's overall rating. You can also create location pages displaying each business location's reviews. Another option is to create a customer testimonials page, which is a great way to turn website visitors into customers and loyal fans.

Can I Delete or Edit Google Reviews?

Here's the short answer: companies can't delete any review on their Google business listings.

Most of the time, GMB users who succeed in having a review deleted can do so because the review in question violated Google review policy.

There is also no straightforward way to edit reviews on Google. Customers are allowed to change or update their own reviews to reflect the most recent experience they had with a business.

Brands cannot edit Google reviews. If there's a review of your business on Google that you do not agree with, the best practice is to respond to the review or engage with the customer directly. In certain situations, this can even result in the customer updating their review.

Final Thoughts



Google reviews play an important role in how today's consumers discover and judge businesses. They can also shape a brand's online reputation, as well as reveal valuable insights into a company's operations, showing areas where an organization can improve customer service and experience.

By tracking, responding to, and generating reviews on Google — and by applying best practices in reputation management — you can improve your brand's search visibility, outperform competitors, and acquire more customers.



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CHAPTER 12



Case Studies



Resort Marketing Strategy with GMB Posts

A resort and spa business, has three golf courses. Their golf pages usually drive a lot of organic traffic to the website in the spring. The main challenge was recovering the traffic (and brand recall) they lost during the COVID-19 pandemic.

Their three golf courses have separate, optimized local listings on the platform. While they wrote posts for every property, this Google My Business case study looks at just one. The other two listings didn't exist in 2019 and therefore don't have year-over-year (YOY) data.

Plan and Execution

They started posting weekly GMB updates for the golf courses. Their goal in the beginning was simply to inform customers that the courses were closed during the COVID-19 pandemic.

In this case, they knew that keeping the resort's customers and prospects informed was a priority, even if they weren't sharing good news. Their posts also provided encouragement and reminded the audience to follow social distancing rules so everyone could be back on the golf course soon. The messages were an indication of thought leadership and empathy, helping shape the brand's image as responsible and caring.

Once their golf courses were open again, GMB posts provided the assurance the customers needed to safely play golf. Their messaging highlighted sanitation measures and unique rules on the green to help them and their customers comply with local COVID-19 laws and regulations.



Did It Work?

To analyze results of their strategy, they used Google My Business Insights to compare a two-month period in 2019 to the same period in 2020. No GMB posts were posted in 2019; they started posting there at the start of the 2020 period.

Results

They were pleased to see that total search – i.e., the number of times customers found their listing in the local pack, or Maps – went up 15 percent overall. Let's look at the different types of searches to see how the golf listing performed year-over-year:

- **Direct searches increased 78%**
- **Discovery searches increased 50%**
- **Search views increased 30%**
- **Map views increased 2%**
- **The GMB website link sent 2,900 sessions to the website.**
- **Standard organic search results sent 1,538 (about half as much as GMB).**

Understanding the Metrics

How did they attribute this organic traffic increase to GMB posts and not something else? First, they always **tag the website link in a GMB listing** with UTM parameters for the proper source. This listing already had those parameters in place.



They also looked at search data. The number of Direct searches, or branded searches (people looking specifically for this property), was about the same in each time frame we compared. So they knew the posts didn't help increase branded keyword searches, and it didn't help the property get more impressions from those searches.

The increased discovery search exposure, however, told them the GMB listing was performing much better for short-tail, non-branded search terms. Conclusion: The GMB posts sent the necessary ranking signals to Google to help their GMB property rank better than it did the year before for category, product or service keywords related to golfing.

This is exactly what they wanted.

Branded search terms make a user's intent very clear. They already know what they want – and if they want you, you win. The real challenge is ranking better for keywords with general or wide user intent. If someone doesn't know where they want to play golf, they type the short-tail search query "golf." They have a much better chance of winning that person's business when our client outranks the competitors for the query in the local SERP. The time and effort they spent creating GMB posts was an easy win for them, and a version of this strategy still exists on their marketing agenda today.

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Conclusion

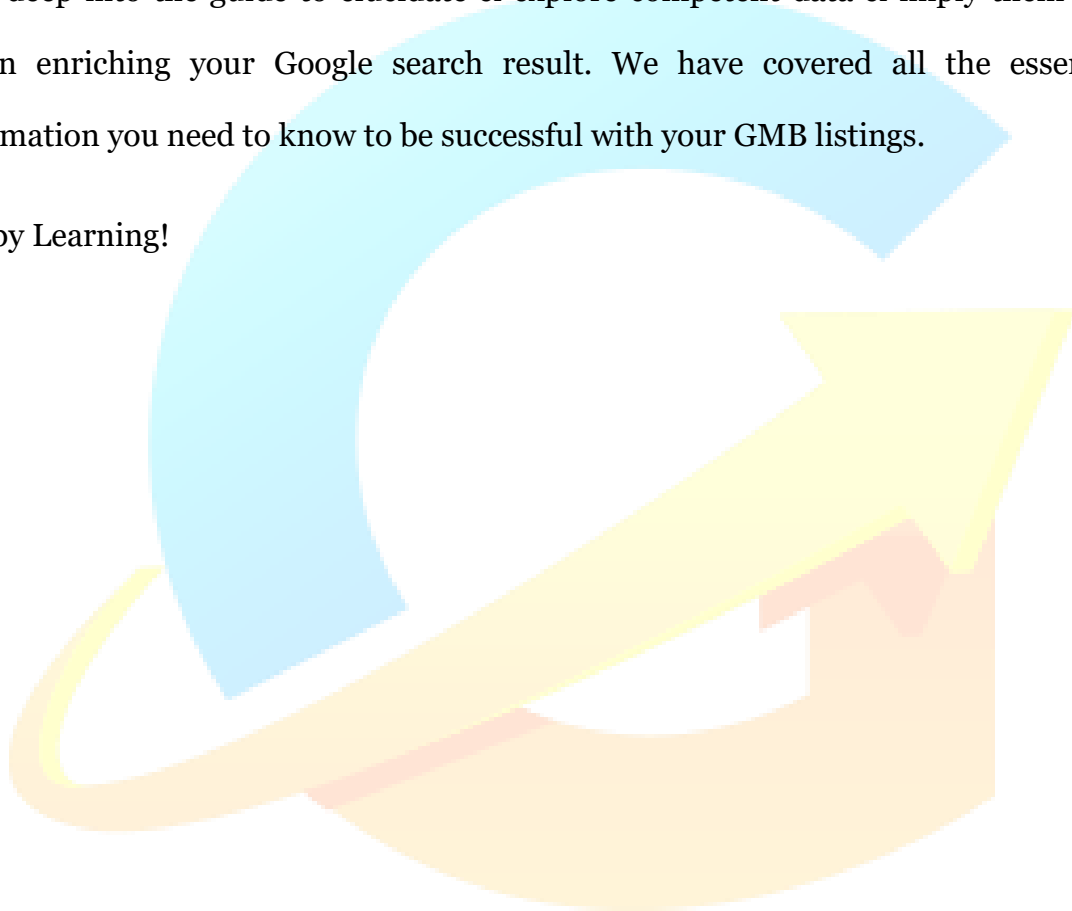


Google My Business is a great free tool for driving traffic and conversions with relatively low effort, and we highly recommend it as part of your larger digital marketing strategy.

If you want your business to have a strong digital footprint, then you want to make sure that you are making the most out of your Google My Business listing.

Dive deep into the guide to elucidate & explore competent data & imply them into action enriching your Google search result. We have covered all the essential information you need to know to be successful with your GMB listings.

Happy Learning!





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