



## SPECIAL REPORT



Learn how to use **Google My Business**  
to grow your customer base, trust and online  
presence and enhance your **ROI today!**

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The logo for Google My Business 3.0. It features a blue square icon with a white 'G' and a location pin, followed by the word 'Google' in its multi-colored font with a 'TM' trademark symbol. Below 'Google' is the text 'My Business 3.0' in a dark blue sans-serif font.

# Google<sup>TM</sup> My Business 3.0



## Introduction

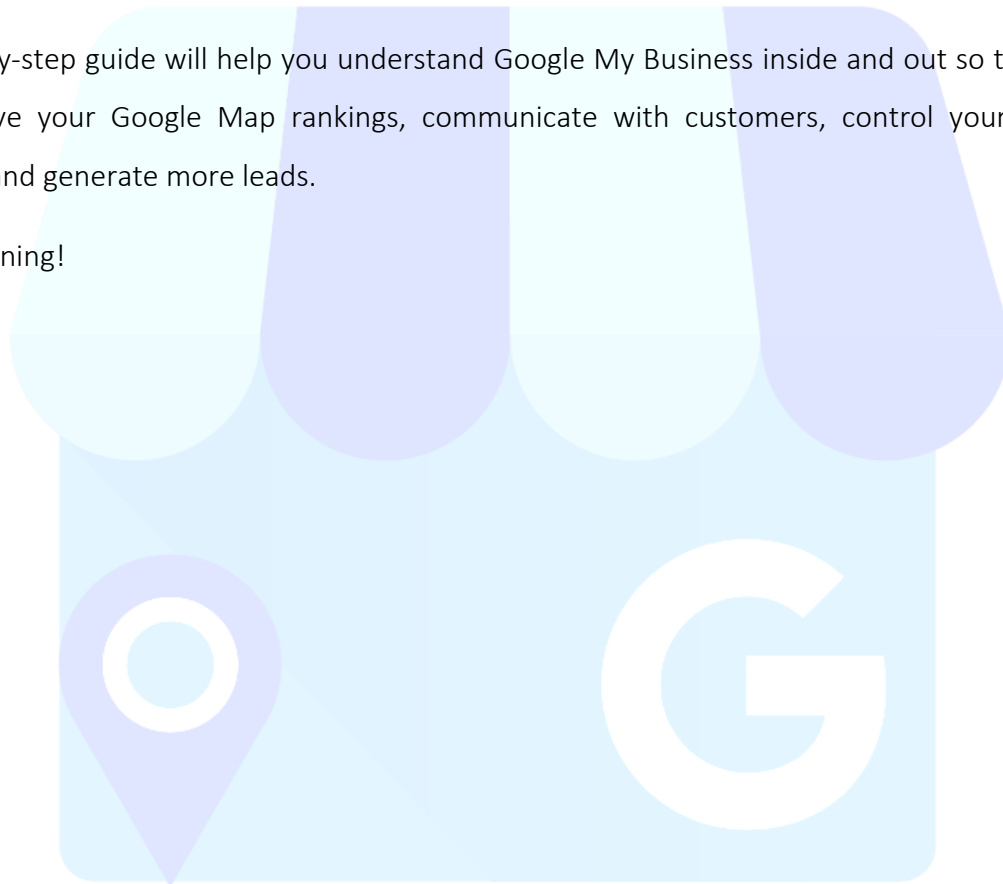
Google My Business results have become a big part of the online presence of brick and mortar businesses. If someone searches for “electrician near me” or “electrician + LOCATION,” they do not want to explore websites. They want to find an electrician.

Google understands this and has started showing real businesses at the top of their search results.

Our complete guide to Google My Business will show you how to master the platform and get the best results for your business in 2020 and beyond. We will show you how to create your Google My Business account, list your business, optimize your listing, and more.

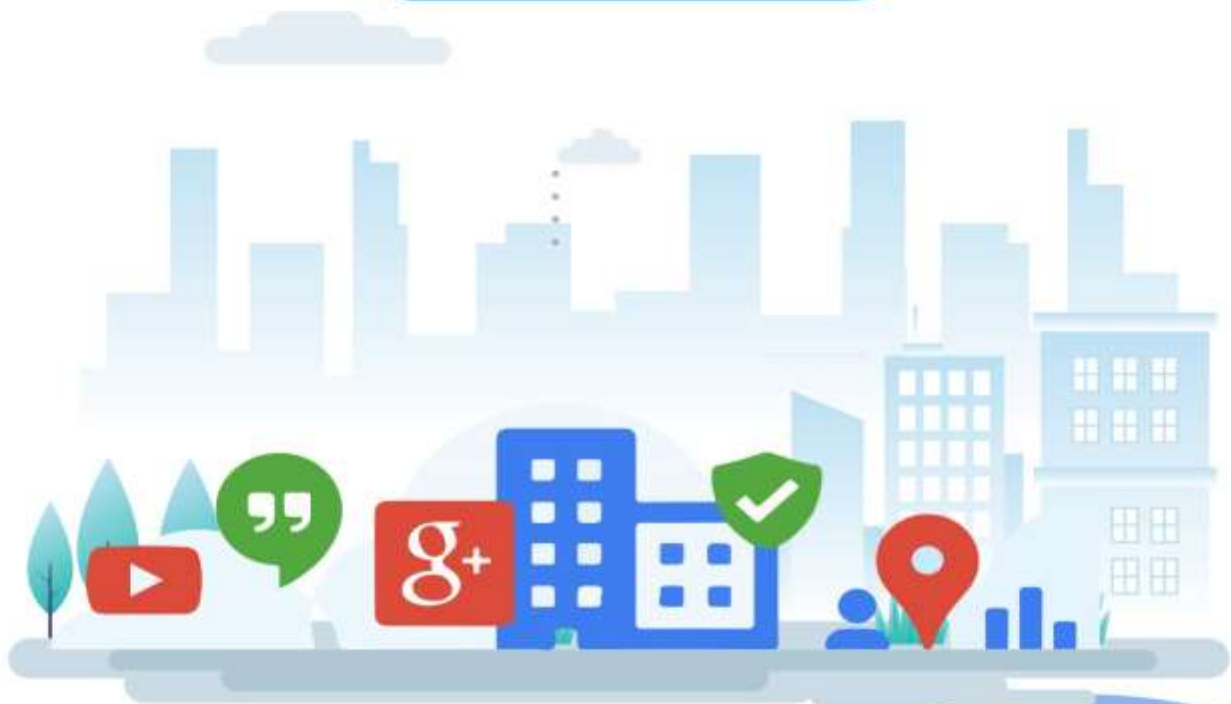
This step-by-step guide will help you understand Google My Business inside and out so that you can improve your Google Map rankings, communicate with customers, control your online presence, and generate more leads.

Happy Learning!





## CHAPTER 1



**Everything You need to know  
about Google My Business**



## What Is Google My Business?

Google My Business (GMB) is a **free tool** which allows business owners manage how their business appears on Google Search and Google Maps.

When prospective customers or clients perform a Google search, they will see a map and a list of three local listings which are typically nearby and relevant to their query. This is called the Local 3 Pack and is the Google My Business profile of each business. You can see how much information your customers can attain about your business almost immediately. They have the option to choose your business or 2 others. They also have enough information to make a purchasing decision.

The main information a business owner can showcase includes the business name, category, address, hours, phone, website, appointments, reviews, photos, videos, questions and answers, products, services, business description. Other information can be available for other industries such as hotels and restaurants which may have additional options.

Below is a Knowledge Panel which relays all the information you can provide in your GMB profile. The more the profile is filled out, the more information the Knowledge Panel will show.





### Law Office of Amy Chapman

Website Directions Save

4.3 ★★★★★ 35 Google reviews  
Criminal justice attorney in Santa Rosa, California

Address: 703 2nd St Suite 407, Santa Rosa, CA 95404

Hours: Open 24 hours

Phone: (866) 957-7487

Appointments: amychapman@aek.com

Suggest an edit

Know this place? Answer quick questions

#### Products View all



#### Questions & answers See all questions (1) Ask a question

Send to your phone Send

#### Reviews Write a review Add a photo

- "The service at this office was professional, crisp, and effective."
- "Thank you for your great work."
- "Her counsel was excellent and reasonably priced."

View all Google reviews

#### From Law Office of Amy Chapman

"Contact the Law Office of Amy Chapman today to schedule a free consultation if you are facing a criminal charge, jail, or even state prison. This situation can feel incredibly stressful to you and your family."

#### Updates from Law Office of Amy Chapman

View previous updates on Google  
Tell customers what's new with Posts. Learn more

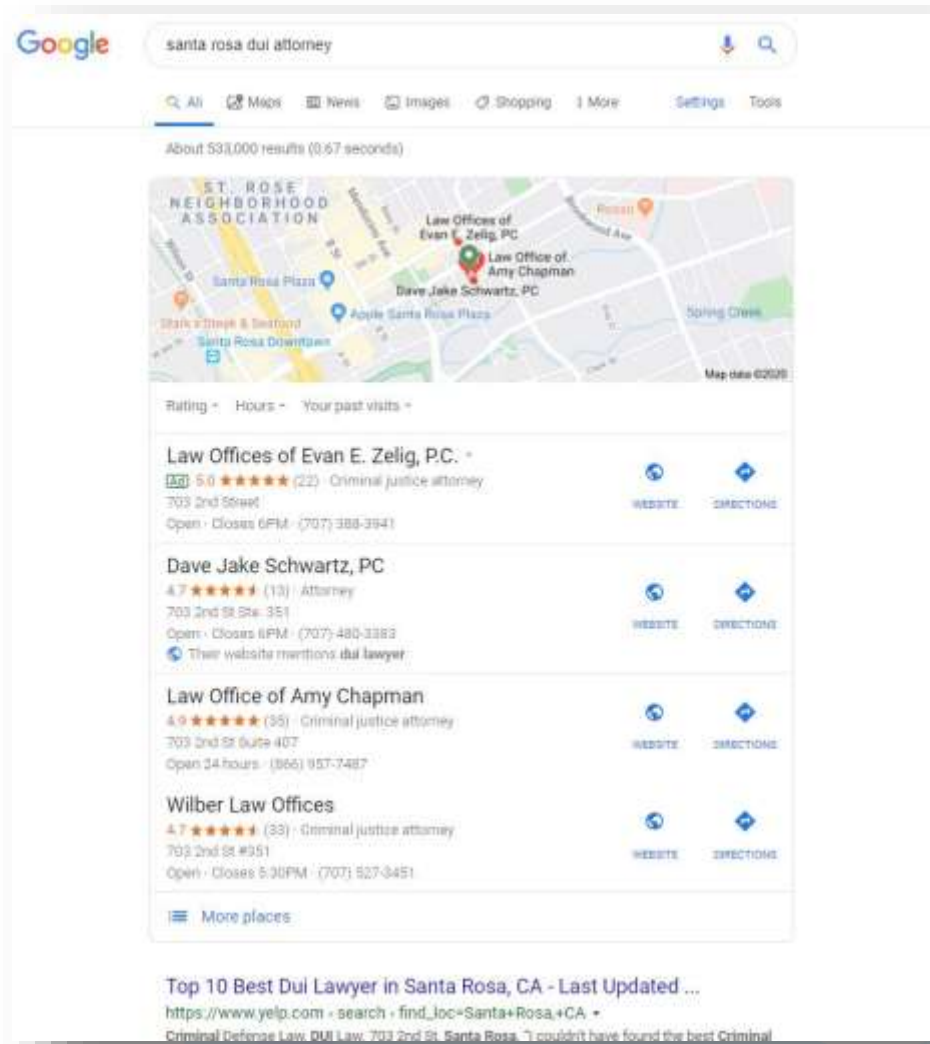
#### Profiles



#### People also search for View 10+ more

- Fumara & Milligan Law, P.C. Criminal justice attorney
- Law Offices of Evan E. Zeig, P.C. Criminal justice attorney
- Wiber Law Offices Criminal justice attorney
- Dave Jake Schwartz, P.C. Attorney
- Andrian & Galenson law attorney

This is the Google Local 3 Pack. Most of this information is being pulled from the Google My Business listing as well. Ranking in the Local 3 Pack provides a huge boost in reputation, recognition, and sales for your business.



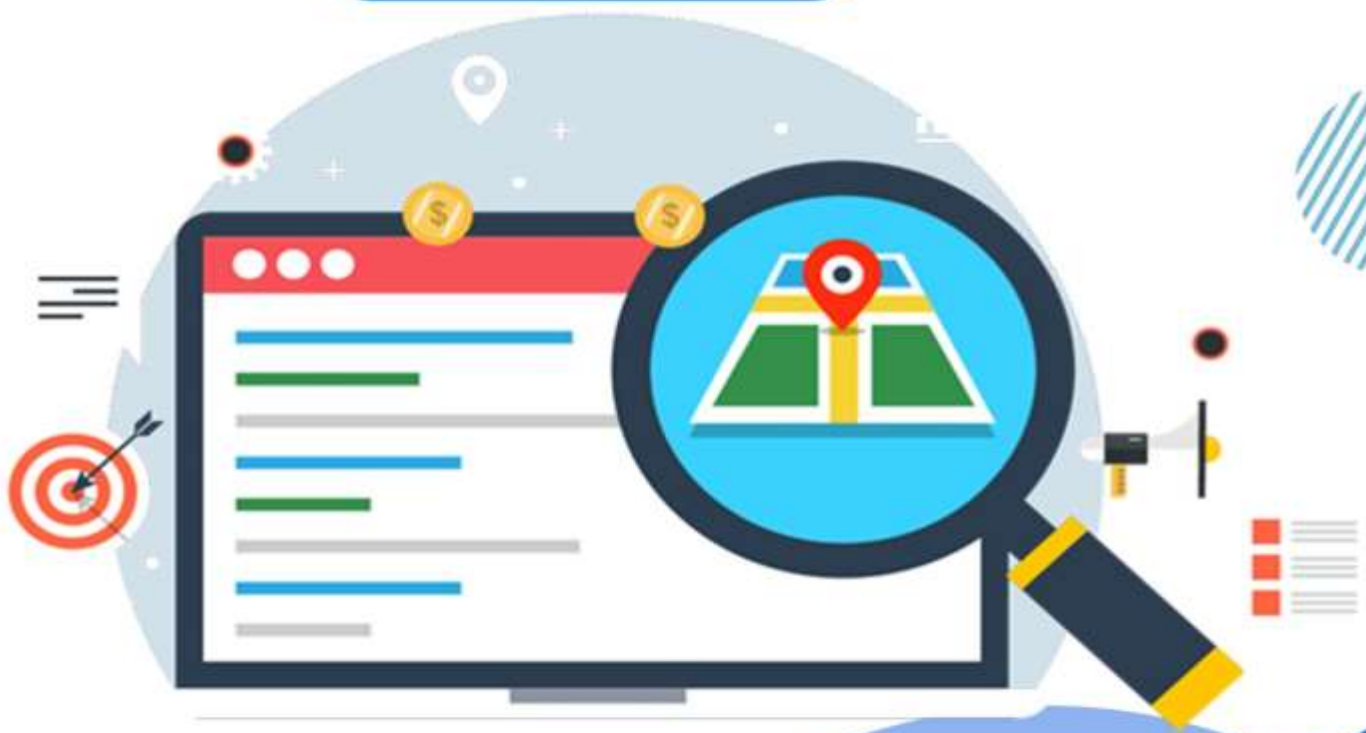
Google My Business Listings Top Local Search Results

(Get More Info in Training Guide...)

Click Here To Grab [Google My Business 3.0 HD Training Video](#)



## CHAPTER 2



**Why do you need a  
Google My Business Listing?**



Thanks to today's technology, it is now faster and easier to promote your product or service. According to Search Engine Watch, 50% of the people who use mobile phones for local searches end up visiting a store. Considering almost everyone uses a smartphone nowadays, can you imagine the potential sales you can get just through organic search and Google My Business? Creating, verifying, and properly optimizing your Google My Business account is an invaluable opportunity, which is why you should utilize this feature to its fullest extent.

What else can GMB give you? Here some of the other benefits of Google My Business.

### 1. GMB Allows You to Appear in Maps and Local Pack Listings

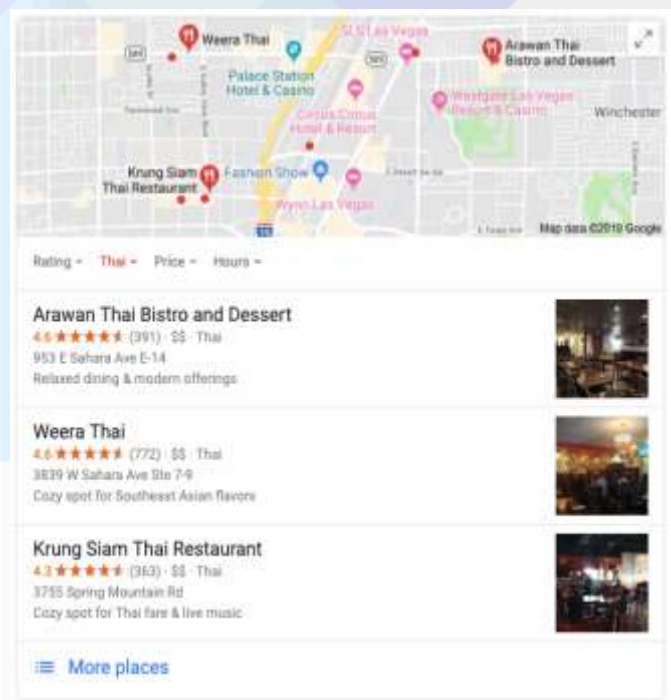
Notice the highly visible map and the list of business names that appear right on top of the page whenever you search for places on Google? That is called the Local Pack, and there are two reasons why you should pay attention to it.

#### 1. It is Highly Visible

The Local Pack takes up huge real estate on page one of Google search results, and it's the first thing any Google user will see after they type in their query.

#### 2. It Enables Users to See the Information They Need briefly

The Local Pack is a Search Engine Results Page (SERP) which displays the places related to your search. It also includes a bunch of other relevant information that any potential customer might want access to — where it's located on the map, the business's contact number in case potential customers have additional questions or





want to make a quick reservation, store hours, and even the establishment’s star rating. It’s a convenient feature for both the business and the customers.

According to Moz, GMB is the biggest determining factor of local pack rankings. So, if you are aiming to connect to your target audience — in this case, the people who are within your service area — verifying, updating, and optimizing your online information through Google My Business can help.

## 2. GMB Allows People to Leave Reviews of Your Business

One must never underestimate the power of customer reviews, especially when it comes to search rankings. Another study by Moz shows that online reviews are thought to make up 10% of how search engines rank results.

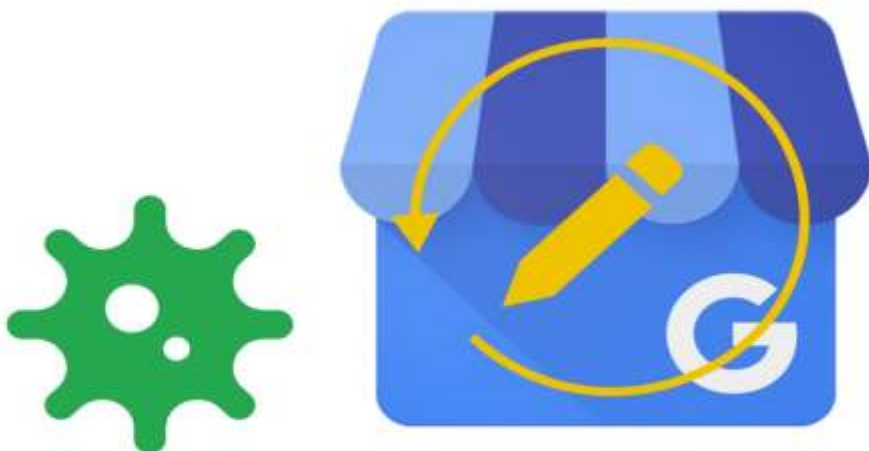
Thus, if you want your business to be visible in the search results, using GMB to make it easy for your customers to leave positive feedback about your business is a must. Here are other reasons why you need people to leave reviews.



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## CHAPTER 3



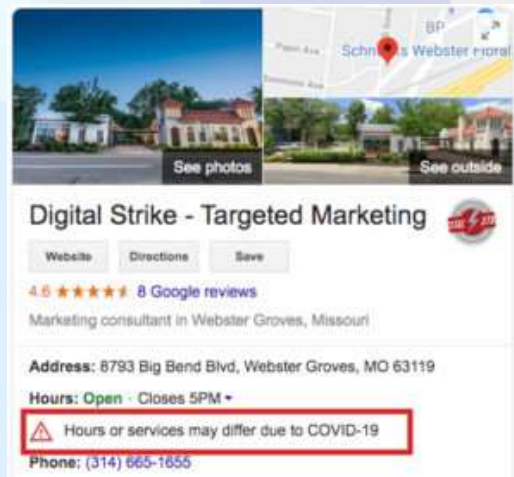
Important Google My Business  
Covid-19 Updates

Google recently placed the following notice on each listing within the Google My Business dashboard. Due to this announcement, update your listings as soon as possible to inform your customers of your COVID-19 business operations. See April 22, 2020 for updated information.



Google also placed an alert on all listings to bring attention to customers of COVID-19 effects on business operations. This alert you cannot remove from displaying on your listings.

Knowledge Panel Covid-19 alert example



### KEEP YOUR BUSINESS LISTING UPDATES CONSISTENT

Google is continually crawling the web to gather details about your business' Web presence. That said, it is key to keep your GMB and other directories NAP (Name, Address, and Phone number) consistent and accurate. Your business details, such as hours and links, also play an essential role in listing rank. Search engines will use this data to trigger your listing to display in "near me" results and potentially in the Local-3 Pack results. All in all, keep your COVID-19 updates constant, accurate, and relevant across all directories.

## Timeline of March 12, 2020 through April 7, 2020 Suggested Covid-19 updates for your Google My Business local listings.

On March 12, 2020

- 1. Change your business hours**

If COVID-19 has caused a change to your business hours, you can log into your GMB account to update the times when you will be open or closed. Your new operating hours will show when the customer visits your live listing[s].

- 2. Update your business description**

Explain whether your business operations have been affected by COVID-19, such as delays in order processing, unavailable items, etc. It is also a good idea to share information about extra precautions your business is taking, whether it is providing additional services to the community or instituting new sanitation measures inside your storefront.

- 3. Create a post**

Use Posts to share detailed and timely updates about what is going on with your business as it relates to COVID-19. For example, add information about what products and services you have available, and link to other resources. You can continue to use Posts to directly communicate with your customers on a regular basis as your business makes necessary adjustments.

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## CHAPTER 4



**Latest New Google  
My Business  
Features for your Business**



Google My Business is constantly announcing innovative and exciting new features that can help both local and national business owners make the most of their listings. We have put together a list of our top new elements that Google has rolled out from early 2019 through mid-2020.

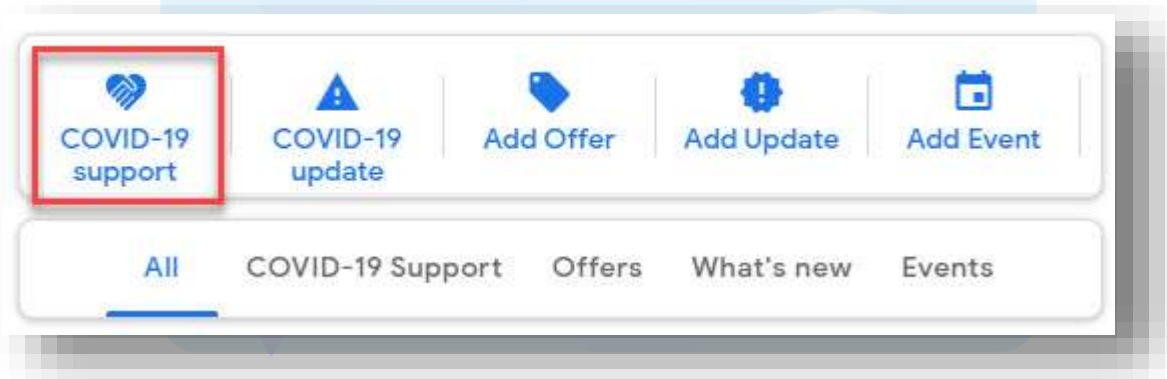
## COVID-19 UPDATES

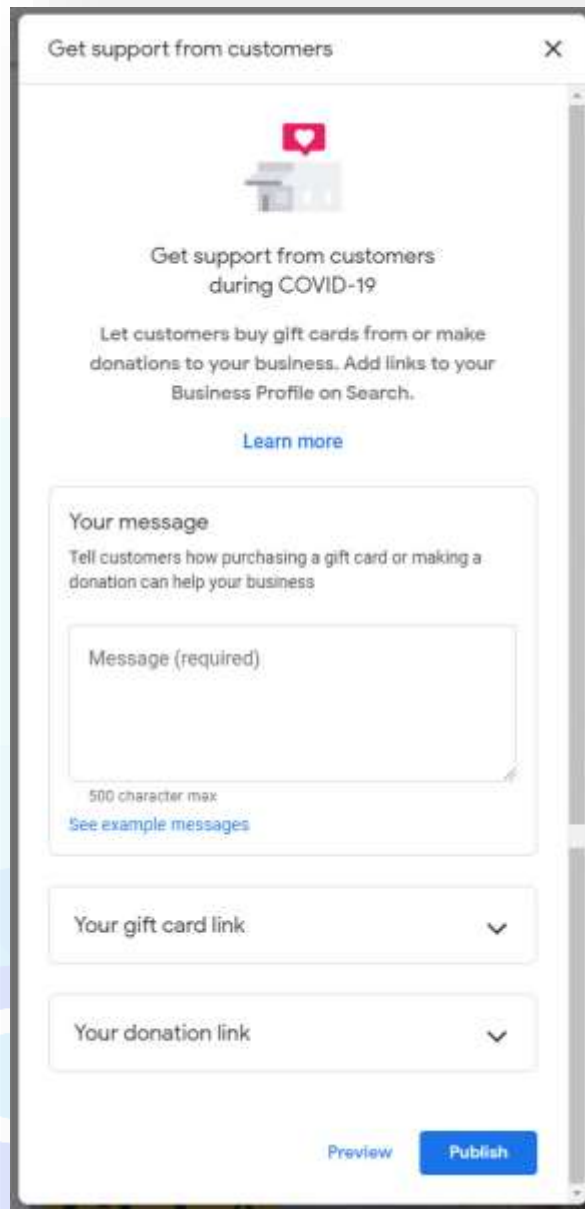
### Support Links

Google has rolled out a new feature where businesses can ask for the financial support of their customers via gift card purchases or donations.

Utilizing the COVID-19 Support feature in the posts section of the GMB back end, owners can create a post that includes gift card and/or donation links for customers accompanied by a short message from the business.

As of June 2020, Google supports the following providers: for gift card purchases, the business website, Square, Toast, Vagaro and Clover; for donations, GoFundMe and PayPal. To be eligible for use of this feature, the business must have a physical storefront and the GMB listing must have been verified by March 1st, 2020.





The screenshot shows a web form titled "Get support from customers" with a close button (X) in the top right corner. Below the title is a red heart icon and a building icon. The main heading is "Get support from customers during COVID-19". The text below reads: "Let customers buy gift cards from or make donations to your business. Add links to your Business Profile on Search." There is a blue "Learn more" link. The form has three main sections: 1. "Your message" section with a text area labeled "Message (required)" and a "500 character max" limit, plus a "See example messages" link. 2. "Your gift card link" section with a dropdown arrow. 3. "Your donation link" section with a dropdown arrow. At the bottom right are "Preview" and "Publish" buttons.

## COVID-19 Scheduling, Hours and Posts

With social distancing requirements changing the way we do business; many businesses have adjusted their business operations and hours.

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## CHAPTER 5



# Google My Business Technical Set up Guide

## How to Verify Your Google My Business Listing

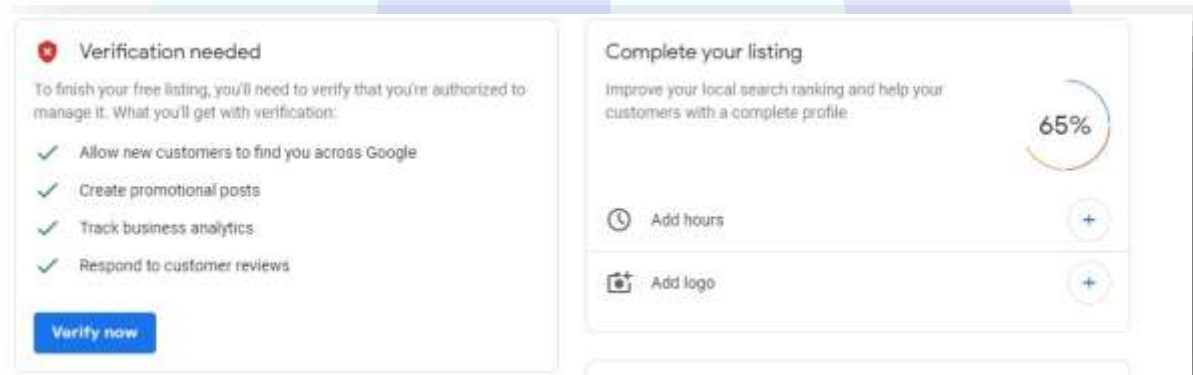
After you have created your listing, you need to convince Google that you are the actual business owner. The standard option is to validate your business by receiving a confirmation code in a snail mail letter to your business address.

- **Verify Via Postcard**

Log in to your Google My Business dashboard.

Make sure you select the right Google User when logging in.

If you have just created your listing, you should still see a prompt like this at the top of the page:



For most businesses worldwide, a postcard is the only way to verify your business.

## Choose a way to verify

In order to fully manage and represent this business on Google, you'll need to confirm that it's yours.

Select how you'd like to get a verification code. [Learn more](#)



### Postcard by mail

Have a postcard with your code mailed to this address

May take up to 19 days to arrive

Joe Smith

Mail

### Some Business

2448 Maple Street, Wisconsin, WI 12345



More options

Type in the contact name, your name or the business owner's, and click "Mail" to proceed.

After requesting the letter with the verification information, your listing status will still look the same, and it will say "Verification needed" until you have received the postcard and entered the code.

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## CHAPTER 6

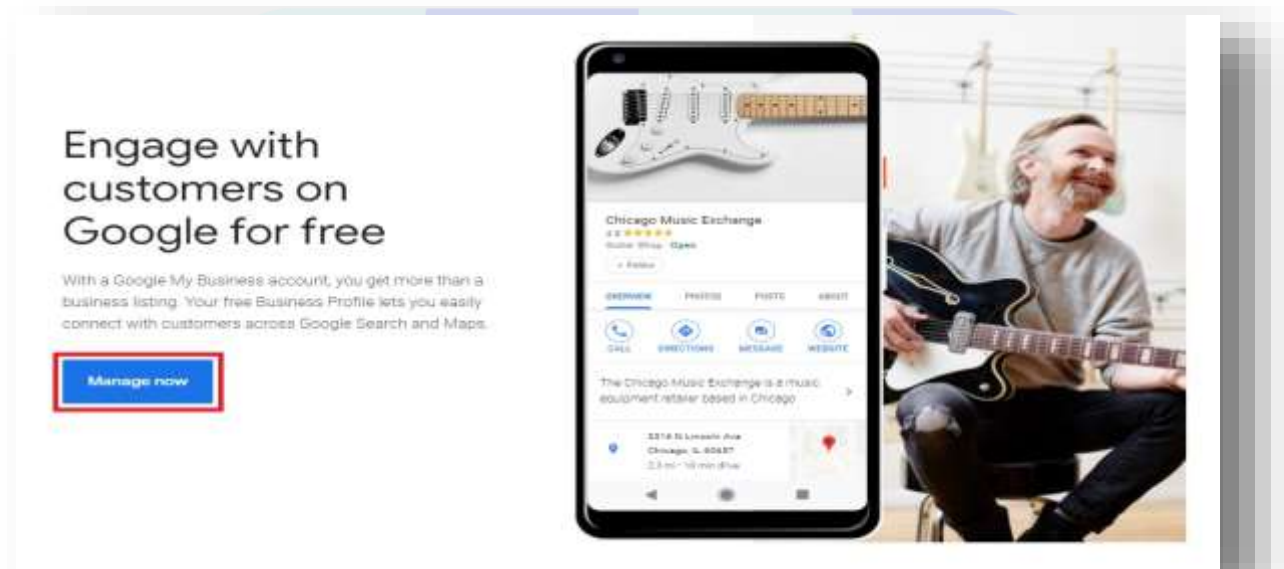


**How to Create a  
Google My Business Listing?**

If you have not already created a business listing on Google My Business, it is past time for you get started and create one. Below, we quickly outline all the necessary steps to creating your first listing.

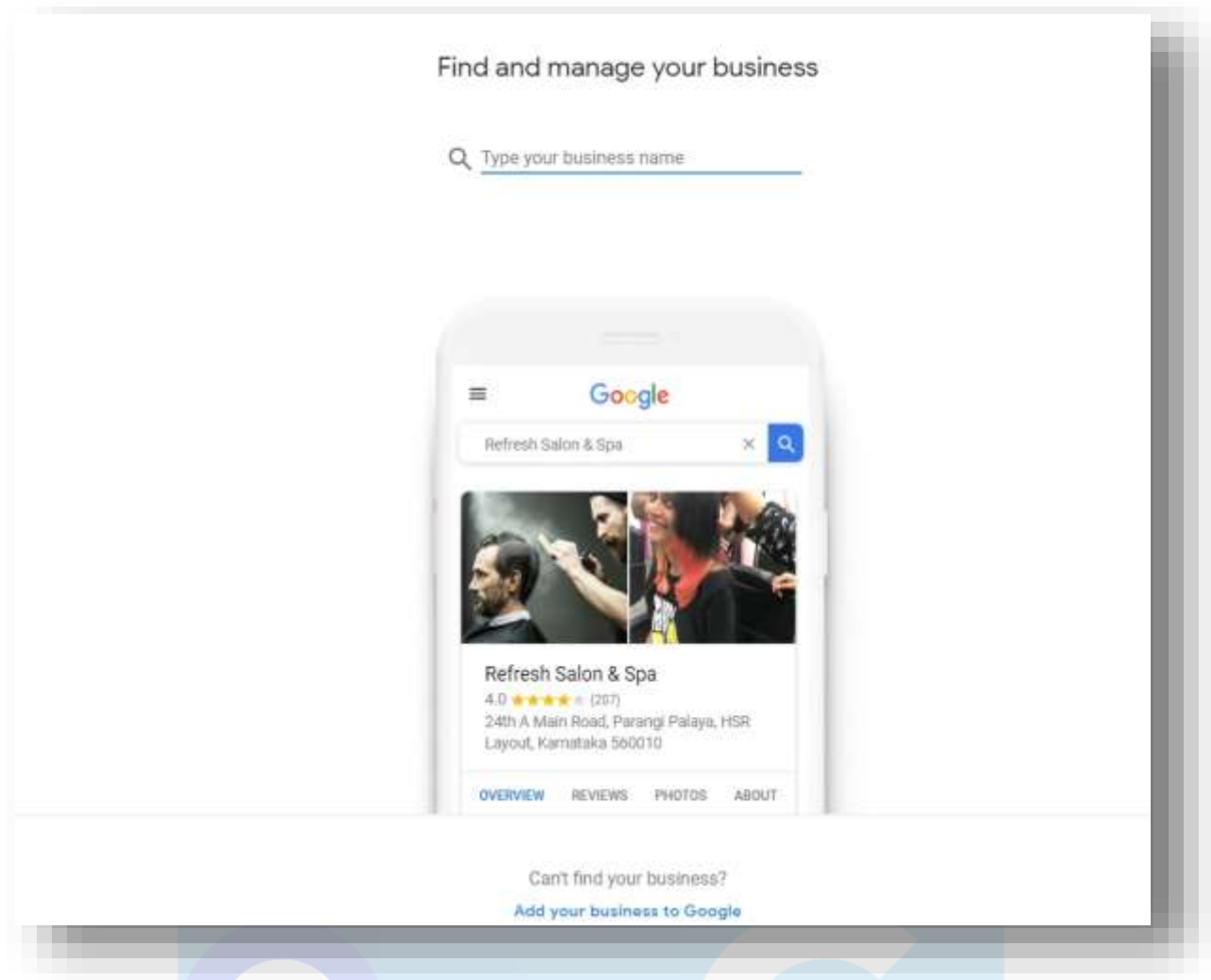
### Step #1: Log in to Your Google Account

- The first thing you need to do is visit [google.com/business](https://google.com/business) and click the manage now button.



- Next, the website will prompt you to log in to an existing Google account.
- The email and username you use for Gmail, Google Docs, Google Analytics, or any other Google product will work.
- If you are a member of the minority that doesn't already have a Google account, you need [to create one](#).
- Once logged in, Google will automatically start the process of creating your first listing.

### Step #2: Find Your Google Maps Listing if It Exists



Even if you, the business owner or manager, haven't created an official business listing for Google, your customers may have created a profile for you. It is particularly common in typical consumer-facing brick-and-mortar businesses like restaurants, hair salons, shoe stores, etc.

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## CHAPTER 7



# How to Increase GMB Reviews and Conversions



Reviews are incredibly important to your business and they can influence customer decisions in several ways. This includes both positive and negative reviews. Positive reviews may be sponsored or false, whereas no company will pay for negative reviews. However, public negative reviews are a way for a business to showcase their customer service. These complaints work as a powerful counterweight to increase the validity of positive reviews. All of this depends on your business receiving any reviews at all. How do you increase Google reviews?

## Here Are Our 11 Tricks to Increase Google Reviews

### 1. Make Sure Users Can Leave Reviews

The number one thing you need to do to build up your Google reviews is to make sure you have a Google My Business (GMB) page. It may seem obvious, but many small businesses do not realize they are not obviously and immediately given a GMB page simply because they exist. They need to register the page and fill out the information completely.

Once that page is created, fleshed out and verified, it can begin to collect reviews. Older businesses with a Google Places page will find that it has been transferred to a local GMB page, offering a solid starting point for a fleshed-out profile.

### 2. Ask!

Most times, the easiest way to get more reviews is to ask for them. Often, your customers will purchase a product and have a satisfactory experience using it, but they will never think to go back to your page and leave a review. The same goes for services, though some industries — hospitality and restaurants in particular — find it easier to accumulate reviews. Ideally, they will have followed one of your social media accounts or signed up for your newsletter as part of the purchase process. These are avenues you can use to ask your customers for honest reviews. Even mediocre reviews are better than no reviews at all.

### 3. Make it Easy to Leave a Review

To gather as many reviews as possible, link as closely to the review form as you can. Instead of linking to your basic GMB page or your website itself, link directly to the review page. Ensure a



user must click as few times as possible to reach the review page. If they must hunt through your profile or your website for your GMB Local page and then hunt through that page for where to leave a review, they will turn away.

Consider each additional step a point of failure where you will lose some percentage of your possible reviews.

#### 4. Avoid Buying or Faking Reviews

Writing reviews of your own business from personal accounts, buying reviews from accounts that leave purchased reviews are all signs that your business has something to hide. An additional risk of purchased reviews is that, when those false accounts are removed, your reviews may be removed as well. At the very least, they lose credibility. Fake reviews hide the truth and the truth is what you want to promote.

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## CHAPTER 8



**How to optimize your  
Google My Business  
Listing this year?**

Any business today needs targeted visibility on Google. Most businesses know that this requires optimizing their website and Google Ads, but what most do not know is that there is a third entity that also needs optimizing: their Google business listing. Officially known as your Business Profile, this powerful listing is a dynamic snapshot of your business that highlights your best features and enables potential customers to quickly find, learn about, and engage with you—all from the SERP. The best part? It is completely free.

### What does an optimized Google Business Profile look like?

Before we get into the strategies, let us make sure we are on the same page about what an optimized Business Profile looks like and why you need one. To help you visualize what you are striving for and why, let us look at a mockup of an incomplete Google Business Profile versus a complete and optimized one.

#### Unoptimized

**Carl's Electric**  
 Directions Save  
 Electrician in Smalltown, MA  
 Address: 123 Easy St, Smalltown, MA 02483  
 Phone: (781) 555-3837  
 Suggest an edit Own this business?  
 Add missing information  
 Add business hours  
 Add website  
 Questions & answers  
 Be the first to ask a question Ask a question  
 Reviews from the web  
 Be the first to review

#### Optimized

**Ernie's Electric**  
 Website Directions Save  
 4.4 ★★★★★ 1,850 Google reviews  
 Electrician in Smalltown, MA  
 Family owned and operated business providing electrical and HVAC installations and repairs.  
 Address: 123 Easy St, Smalltown, MA 02483  
 Hours: Open Closes 12AM  
 Phone: (781) 555-3837  
 Send to your phone Send  
 Questions & answers  
 Q: Do you charge a service fee?  
 A: We do not charge any service or overtime fees. We'll always only charge you the fixed price we agreed to in the contract.  
 (5 more answers)  
 See all questions (16)  
 Reviews from the web  
 4.4/5 Facebook 1,299 votes 5/5 Angie's List 8 reviews

- Bare and unattractive
- Does not signal to consumers that this is a trustworthy/active business
- Does not invite engagement

← Website

← Reviews/ratings

← Category

← Hours

← Phone

← Answered questions

← Photos

Here, Carl's Google Business Profile is a short box, but Ernie's Business Profile would show even more when you scroll. This diagram does not encompass all the features of an optimized Google Business Profile, but it does give you an idea of how much more attractive and engaging an optimized profile is.

### How to optimize your Google Business Profile

Now that you see that optimizing your Google Business Profile is the key to getting found in local search, standing out above competitors, and winning customers online, it's time to get to work on doing just that. Here are 13 ways you can turn your Google Business Profile into a 24/7 marketing and lead generation tool for your local business.

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## CHAPTER 9



# Improving Local SEO with Google My Business



## What is Google My Business and Local SEO?

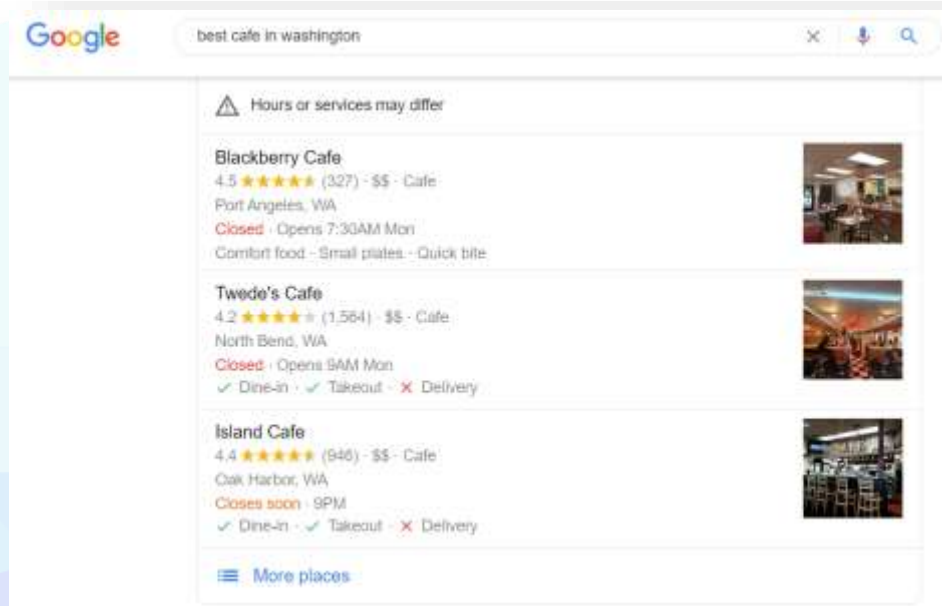
Have you come across something like the image on the search engine?

This is called the **local search result**, *the result of a local search*. Local means relating to an area or region.

A local search is a search that references a product or service that is typically **consumed locally**, such as “restaurants” or “nail salon”, is an implicit local search. An example of a local search would

be, “Good Chinese Food in New York”.

When you do a local search, the search engine result page shows you a 3 pack. It is just like the one in the image above.



It clearly helps to boost your business' visibility. There are several businesses like yours. So, how can your business be a part of the 3 pack?

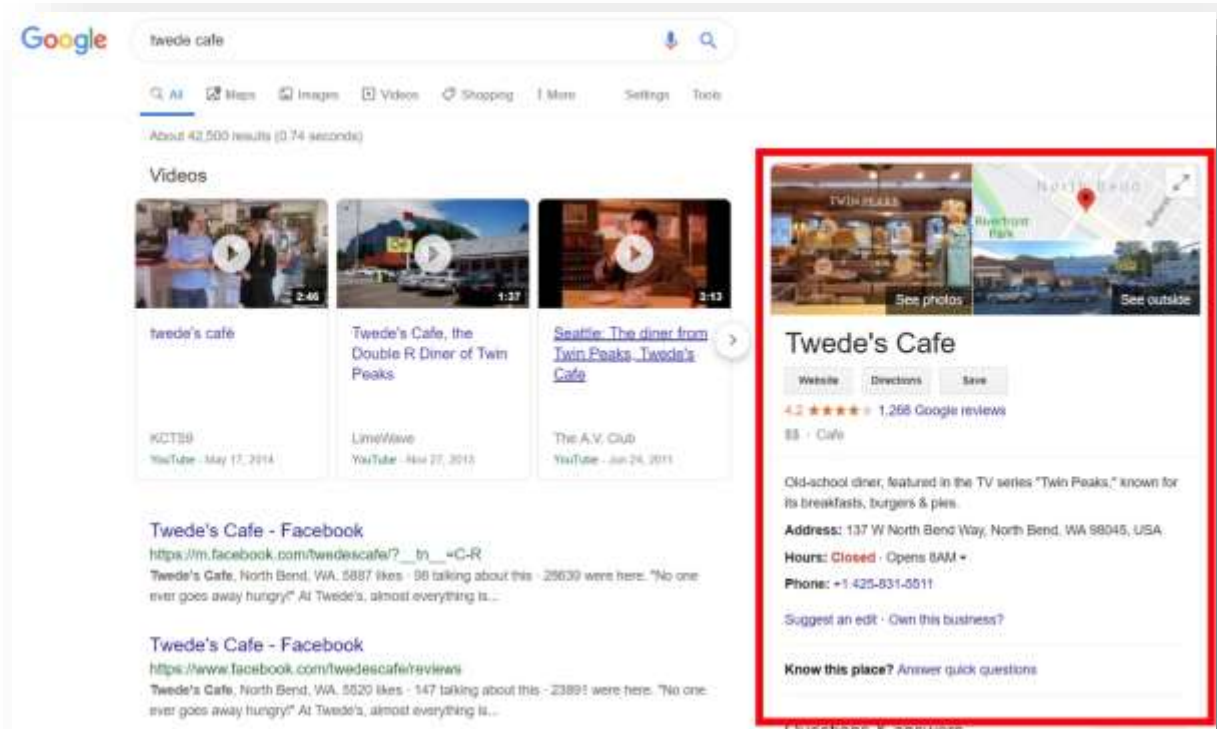
To answer the question above, your business can be a part of the 3 pack by doing **Local SEO**.

## What is Local SEO?

Local SEO is the **optimization** of your business listing for your *local audience*. It is a set of activities carried out which purely focuses on getting your listing shown at the top of the search engine. It is like standard SEO except in this context, it is to rank **locally**. But before you do Local SEO, you need a Google My Business Listing.

## What is Google My Business (GMB)?

Google My Business is a service operated by Google for business owners. It allows business owners to create a business profile on Google for **free**. The business profile will provide users with important details which include address, hours, and phone number.



It is also an essential tool to manage how your site shows in the Google Knowledge Graph and Google Maps. The information from the profile may be featured in the 3 pack or individually at the top of the search result.

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## CHAPTER 10



**Common GMB Mistakes  
and how to fix them**

If you want customers to find you, especially new customers who aren't just searching for your business name, you need a fleshed out and properly optimized GMB account. Unfortunately, many businesses make important mistakes with their GMB account that need to be addressed. Let us talk about seven common mistakes and how to fix them.

## 1. Not Verifying Your Business Listing

**What's Wrong:** Some businesses assume that Google will list their business whether or not they verify it or believe that there is no reason for them to verify it if they are already showing up in local search results. Failing to verify your business in GMB damages Google's confidence in your location and status as a legitimate business and reduces the chances that you will show up in search results.

Verifying your GMB account also allows you to modify your listing, correct inaccuracies, improve your branding, show off pictures of what you do, and more.

**How to Fix: Most businesses verify by mail on a desktop PC as follows:**

1. Sign in to GMB
2. Select your business and click Verify now
3. Verify that your address is correct on the postcard request screen, update it if it isn't, and include an Optional contact name to make sure that the postcard goes to the person in charge of setting up your GMB account
4. Click Send postcard
5. You will receive your postcard within two weeks. Don't make any changes to your business name, address, category, or request another code during this time, or you will slow down the verification process.
6. After getting your postcard, log in to GMB and select the location you are verifying
7. Click the Verify now button

8. Enter your 5-digit verification code into the Code field
9. Click Submit

For other verification methods, or if you are verifying by mail with a mobile device, see Google's [guidelines](#).

## 2. Using spammy techniques for your business name

**What's Wrong:** Some businesses attempt to game their SEO by using an inaccurate business name. They believe that including keywords in their business name will allow them to rank better in local search results. Instead, doing so is a violation of Google's guidelines and may get you penalized.

**How to Fix:** Use your business name as it is consistently used on your signs, logos, website, and any business listing that shows your name, address, and phone number.

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## CHAPTER 11



Case Studies

## Case #1: How Google My Business is drawing customers to this unique tea barge?

### GOALS

- Attract more customers from the surrounding area
- Help customers find their unconventional floating location
- Create and manage an online presence

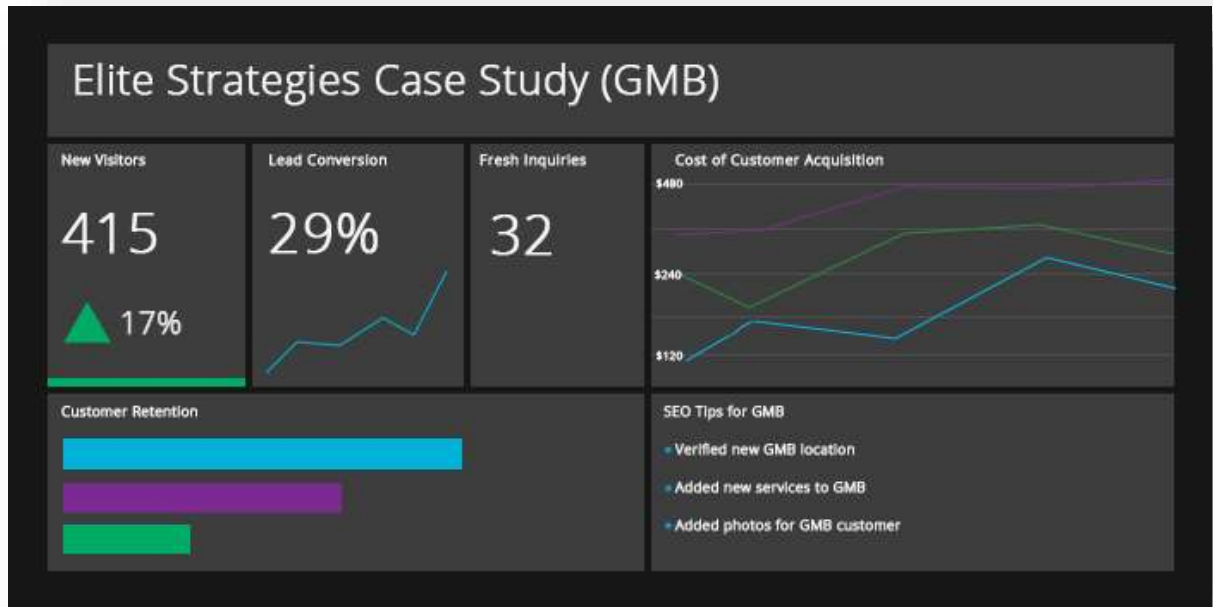
### APPROACH

- Signed-up to Google My Business and created a business profile
- Added the address and ad-hoc opening hours
- Posted mouthwatering photos of the food, location, and barge
- Encouraged customers to leave reviews and responded to each review left

### RESULTS

- Responding to reviews allowed Andrew and Lesley to create friendly dialogue with their customers which strengthened the community feel of Whittington's Tea Barge
- 107 reviews with a 4.6-star average
- Over 38,000 views on Google Search and Maps
- 760 client interactions driven by the Business Profile in one month

## Case #2 – Elite Strategies - Google My Business 68% Increase of Traffic in 1 Month



**The problem:** They wanted more traffic to their Google My Business Page! Doesn't everyone? They have always gotten a lot of great traffic from Google, but not so much from GMB. Their intent was also slightly off. By using GMB insights, they found that our intent was off by a smidge. They were ranking for some odd terms that they do not want to repeat here because they did not want to further confuse Googlebot.

**The goal:** increase visibility to their Google My Business Page, and fine tune user intent for keywords such as "web designer" and "SEO company."

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**Conclusion**

Maintaining your online reputation is a cornerstone of digital marketing. While creating and optimizing a Google My Business listing might seem like a challenge to busy business owners, the payoff is worth it.

A professional cover photo, essential business information, and positive customer reviews will help promote your business to a new local audience.

As long as your local business meets [Google's guidelines](#), your Google My Business profile can help give your company FREE exposure on Google's search engine. Not only can potential customers quickly see your business' name, address and phone number, but they can also see photos of your business, read online reviews, find a description about your company, complete a transaction (like book an appointment) and see other information that grabs a searcher's attention — all without them even visiting your website. That is powerful stuff!

Follow our step-by-step Google My Business guide, and you can take your business to new heights this year.







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