



Google Maps
Claim/Create, Add Photos, Request Reviews

Adding your business profile to online directories can both help your website search engine rank and add additional ways for prospects to find you when searching. The most important directory is Google Maps, aka "Google My Business". In past, known as "Google Places" and "Google+"

***** Claim or Create Page *****

Start by checking if your business is already listed. If so, go thru process to "claim" it. Enter business name/city at https://www.gybo.com/business

- If "you're on map", click button to update business info (you must have a google acct)
• If "business info may be incorrect", click to verify (listing exists, but you may not have claimed)
• If "business isn't on map", click to add business info (create listing)

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

You must have a physical address (not PO box). If not, you must enter an address anyway (even your home) and will have option to "not display" it by selecting "see customers at their location".

NAP: 3 critical items must be exactly the same across all directories: Name (of business), Address, Phone --- this is important for earning "Citations" from the directories.

Categories: important to select your primary business category + up to 9 others.

Keywords: add as many as appropriate, to potentially get listed in the maps 3-pack (top 3 in category)

Here is a screenshot of a Google result for "Vince's Sports Center" with a Google Maps profile:

Search results for Vince's Sports Center including website links, reviews from Facebook, TripAdvisor, and Yelp, and a Groupon listing.

Google Maps profile for Vince's Sports Center showing photos, address (14 Gender Rd, Newark, DE 19713), phone number, 4.0 star rating from 38 reviews, and a popular times chart.

A Google My Business profile allows your business to show some more information right on the search results. You can see that they have a lot of great reviews from customers, photos/logo, the location on a map, and some basic contact information. You can also see the latest posts that the business has shared. This draws the user in and answers questions about your business even before they click on anything.

* * * * * **Manage Profile** * * * * *

Log in to Google account at <http://business.google.com> with your email and password, if not already logged in.

"Manage Location" link, then click "Edit" button to edit **INFO** (hours, contact info), or **PHOTOS** to manage photos (profile image, logo, cover image), add other photos (more is better).

REVIEWS Get at least 5 reviews and stars will appear - to highlight your listing. For example, see my reviews at: <https://www.google.com/search?q=web+designer+wilmington+de&ie=utf-8&oe=utf-8#tbm=lcl&q=attraction+web+design+wilmington+de&rlfi=hd::si:9771929437209467522;mv:!1m3!1d193.96618033251386!2d-75.660051!3d39.750621!2m3!1f0!2f0!3f0!3m2!1i796!2i777!4f13.1>

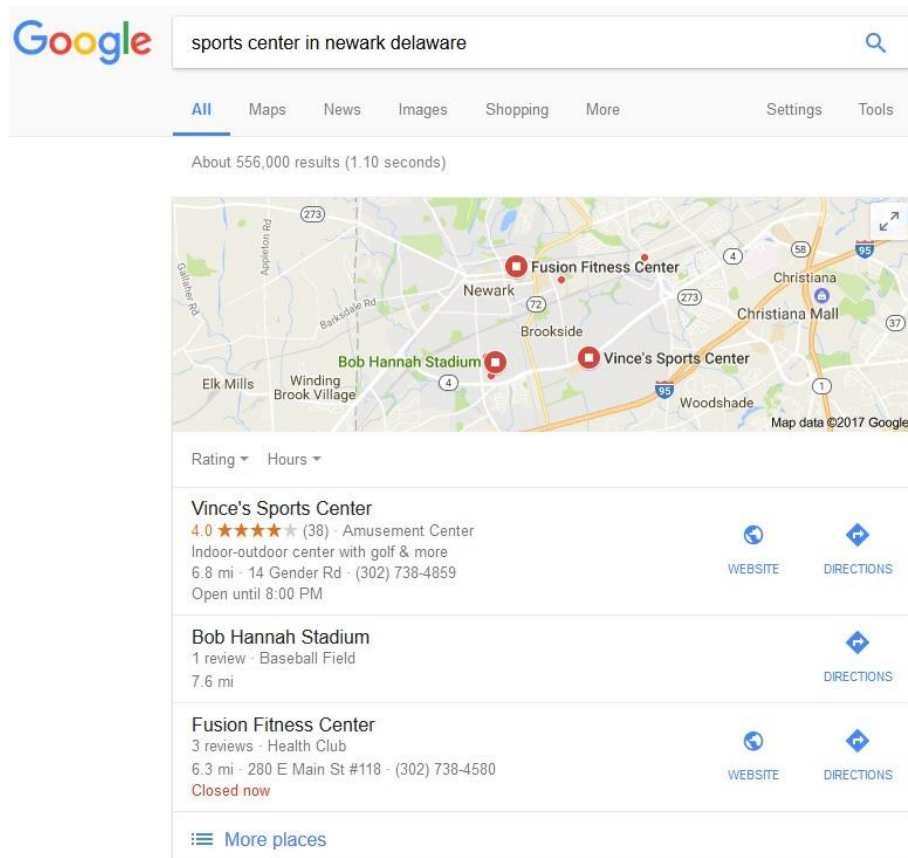
Ask your happy customers to:

1. Log in to their google account (they definitely have one if they use gmail).
2. Find your listing by searching Google for "business name + town"
3. Click "Write a review" button to write 1-3 sentences and select up to 5 stars.
4. You should post a reply to each review, short reply for short review, longer reply for longer review.

INSIGHTS is the analytics area including 30, 60, 90 day totals of how many people saw your listing, clicked on listing, clicked thru to website, requested directions or called (directly from Google profile) and viewed photos.

HOME link allows you to go to any of the above, plus go to your YouTube Channel (create one!!) and "Share an Update" via your Google+ page. Click through to Google+ to Post photos, videos, links or announcements, similar to Facebook. (see Google+ Page, below)

* * * * * **Google 3 Pack** * * * * *



* * * * * **Google+ Page** * * * * *

At your Google+ Page, click the red pencil icon at lower right to share a post (or the red "Edit" button to change your profile). **Posts** could be just like the ones you put on Facebook or on your website blog. If you include keywords, the post could appear in regular google search results, along with a thumbnail image!!!

Add link to your Google+ Page on your website, similar to other social media like Facebook, LinkedIn, Instagram, Twitter, etc. Google+ may soon be phased out.

More activity (reviews, photos, posts) gives you a better chance of appearing among the map results on page one of google for your most important search terms! So do them all.

* * * * * **Google Maps Info** * * * * *

40% of search visitors use Google Maps

360 degree virtual tour may be added (contact a Google-associated photographer)

Best way to get reviews: phone client to request and then email link directly to review area such as my <https://www.google.com/search?q=attraction+web+design&ie=utf-8&oe=utf-8#lrd=0x89c6fe2e21d0f73f:0x879cde0c9b0d9a82,3>,

Post a QR code at business counter to request reviews on the spot!

Extra Credit for higher website Google Rank:

Create Google Analytics account

Create Google Search Console (was Webmaster Tools) and install in website

Install Google Sitemap xml in website

Install KML (Keyhole Markup Language) in website (geographic data file)

Reviews in search results: include search terms in Reviews page and add "review schema" to page (to import/pull reviews from outside sources such as Google Maps, Yelp, etc (WP plugin?)

***** "Review of ABC Co....."

Your website must answer these questions:

Where are you?

How do I contact you?

Are you good?

Are you open?

70% of websites have no "Call to Action"

25% of websites don't show phone number prominently

50% of websites don't include "meta data" such as location (city, state, address, areas served)

Call to Action should be stronger (home page) if need is more urgent (such as car towing service, emergency services, plumber, hair salon)

02/17

Call me regarding any of the above!

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Some of this information was based on Google My Business presentation at NCCCC in January, 2017 by Don Schreffler of 360 Business Success (in MD): donschreffler@gmail.com