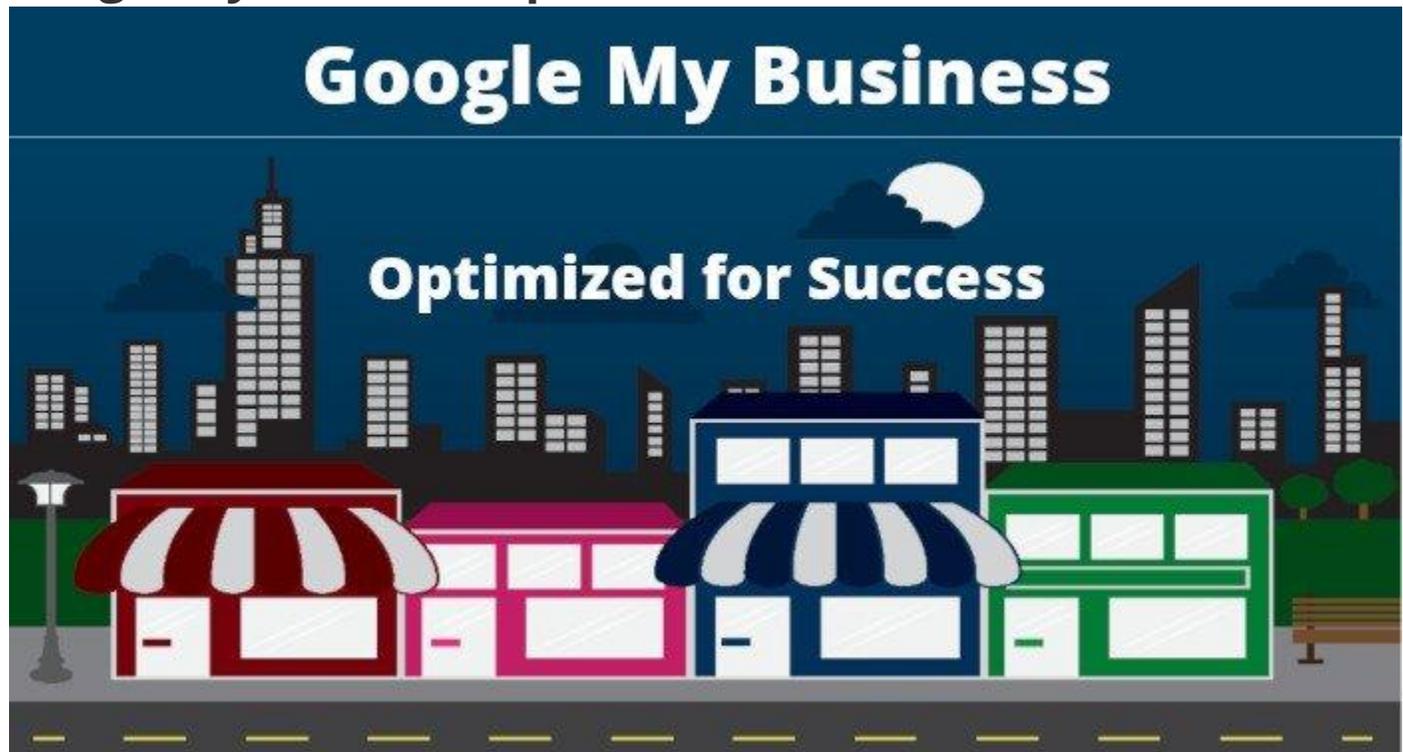


Google My Business Optimization TIP SHEET



How to optimize Google My Business for success.

Posts

TIP: Our Post photo/image recommendation for size is 814 pixels wide by 610 pixels high.

TIP: Our Post Video recommendation is to use the MP4 format for maximum compatibility across other social channels.

TIP: Our Post Event recommendation if you don't hold events as such, is to consider creating an offer as an event and give it a long life, e.g. 1 year. This will insure that you'll always have a Post showing. Note that prior posts, as well as events, will be visible in a clickable carousel.

Button

TIP: Although optional, we recommend including a Call to Action button. Clicks are hard to get but when you do, you can track them using a [tracking link](#) for your button.

Call now. For many service businesses, the phone call is the most desired action and this button makes that easy for your customers.

TIP: If a phone call is your goal, our recommendation is to use a call tracking number as your Primary phone number in your GMB profile and list your business phone number as an additional phone number. This will allow you to track calls from your GMB listing without affecting your business citation (name, address, phone) across the web.

Info

Category

TIP: When deciding on which category to list as your Primary, first do a search for your main business keyword with a geo modifier. For example, if your goal was to be listed in the Local Box 3-Pack (see below) for the keyword phrase “ac repair tampa”, you can perform that search and make note of which category your competition is listed. You can click on more businesses to view a larger sampling.

TIP: Use a tracking link in your website field to track clicks from your GMB listing to your website. You can create your tracking link for free [here](#). You can add an optional Opening Date and add photos to round out your business info.

Service Areas

TIP: The majority of searchers are looking for local results, so rather than specifying a general region, use a specific city or region, e.g. incorporated or unincorporated city names that are instantly recognizable to local inhabitants. Enter your business description up to 750 characters. Do NOT include links/urls. Do NOT use ALL CAPS. Do NOT include special offers or discounts, put those in your Post.

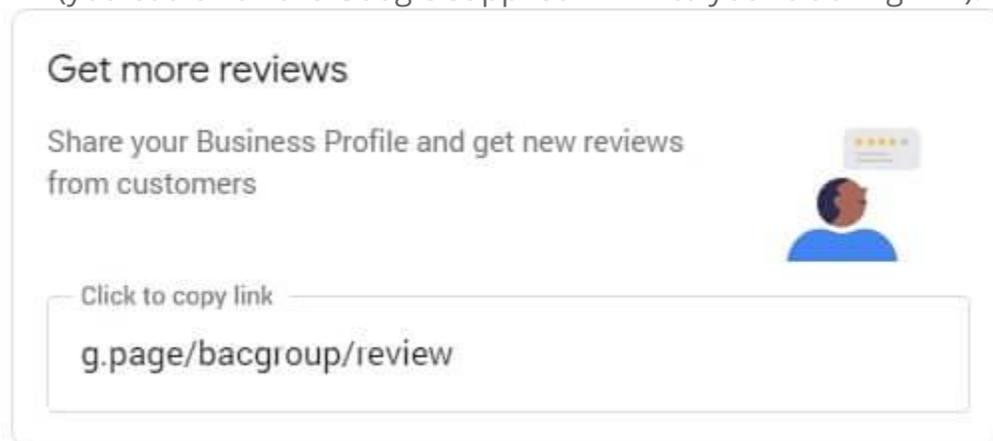
TIP: Include your unique selling points in the first 245 characters, the display limit before clicking More, and include your city name to emphasize local.

Insights

TIP: This is especially useful for targeting keywords and phrases that you can work into your GMB posts as well as your website for local searches.

Reviews

TIP: In addition to the link below for requesting a review, create your own tracking link (you could roll the Google supplied link into your tracking link).



Messaging

TIP: Be sure to setup a Welcome message. In the GMB mobile app, go to Customers>Messages>Edit your welcome message.

Keep in mind that you only have 120 characters, so keep your message short!

Photos

TIP: Google recommends a minimum photo size of 720px by 720px but you can use larger. So for example, if you create an Instagram photo 1080px by 1080px, that same photo/image can be used for a GMB photo.

Website

TIP: If you already have a website listed in the Info option, be careful not to mistakenly replace your real website with this one.

Be careful, this will replace your real website in GMB.

Cannot be changed.

Choose your site address

https://|

Make this my website address on Google Search & Maps. [Learn more](#)

Users

TIP: Should you outsource the management of your Google My Business listing, this is where you would assign your outsourcer permissions. Our recommendation is to NEVER assign the owner role to an outsourcer or anyone else for that matter.

BONUS TIPS:

Posts

TIP: Posts are great for serving as mini billboard ads for your business BUT they can do even more. Do you have great blog content? Resize your blog's feature image for a GMB Post, create a unique intro and link to your blog post!

TIP: Promote your GMB Post by creating a link to your branded search. Then promote that link on all your social channels to drive search traffic to your GMB listing!

Photos

TIP: Post lots of photos! Ask your clients to post photos. The best types of photos depend on the type of business. For a restaurant, this would be exterior and interior photos plus professional shots of your menu items. For a service business, as well as interior and exterior photos, post before and after photos. If you don't have enough photos, create images for "specials", "offers" and "events". Upload these to Photos and images in GMB and track views over time to see which resonate the most.

Video

TIP: Post a short video, 30 seconds or less, with a Welcome message. Make sure that your video includes a thumbnail image that displays before your video is clicked!

Reviews

TIP: Respond to all reviews, good or bad, as quickly as possible. This signals Google that you're paying attention to your customers and your Google My Business listing!

TIP: It's not enough to just give your customers a link to leave a review. Go the extra mile and explain exactly how to give the review on BOTH desktop and mobile!

TIP: When you get a review, don't just let it set and forget, PROMOTE IT on your website, your social channels, everywhere your prospects might be!

Done for You

If you're like most business owners with not enough hours in the day to add yet another job title, a.k.a. "Google My Business Expert" then schedule a quick meeting to see if we're a good fit for each other and if so, you can, not only check this off your list, you'll start getting the phone calls, emails and messages that are now going to your competition.

<https://brianalawayconsulting.com/contact/>

P.S.

In this quick meeting, I'll show you what real results look like when your Google My Business listing is optimized to the max.

Brian Alaway

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