



Optimising Your Google My Business Profile

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Maximum visibility and engagement.

As the top-ranked digital marketing agency in Northern Ireland, Digital Twenty Four is well-versed in the art of optimising Google My Business (GMB) profiles for maximum visibility and engagement.

In this comprehensive session, I will share my tips and strategies to help you elevate your GMB presence and reap the rewards of increased customer acquisition and business growth.

1. Claim and Verify Your GMB Listing

Claiming and verifying your listing.

The foundation of GMB optimisation lies in claiming and verifying your listing. This crucial step establishes your ownership of the profile and grants you control over its management.

To claim your listing, simply visit the Google My Business website and follow the verification process, which may involve providing a code mailed to your business address or receiving a verification call.

2. Complete Your Profile Information

Claiming and verifying your listing.

A comprehensive and informative GMB profile is essential for attracting potential customers and showcasing your business's unique offerings.

Ensure your profile includes all pertinent details.

Business Name:

Use your actual business name, ensuring consistency with other online platforms.

Address:

Provide your complete business address, including street number, city, county, and postcode.

Phone Number:

List your primary business phone number, ensuring it is reachable during business hours.

Website Address:

Include your website's URL,
ensuring it directs visitors to the
correct page.

Hours of Operation:

Clearly indicate your business hours, including any special holiday or seasonal adjustments.

Business Category:

Choose the category that best represents your primary business activity. Selecting the most appropriate business category for your Google My Business (GMB) profile is crucial for ensuring visibility and attracting relevant local customers.

Next are some key considerations for identifying the ideal category >>>

Clarity and Accuracy:

Choose a category that accurately reflects the core activities of your business.

Avoid overly broad categories that could dilute your focus or excessively specific categories that may limit your visibility.

Search Intent:

Consider the keywords and phrases that potential customers are likely to use when searching for businesses like yours.

Select a category that aligns with these search terms to increase the likelihood of your GMB profile appearing in relevant local searches.

Local Competition:

Analyse the categories used by your direct competitors in your area.

Aligning your category with those of your competitors can ensure you're competing in the right space and attracting similar customers.

Industry Standards:

Consult industry-specific directories or associations to determine the standard categories used for your business type.

Adhering to these norms can enhance the credibility of your GMB profile.

Customer Feedback:

Gather feedback from your existing customers or website visitors to understand the terms they use when searching for businesses like yours.

Use these insights to refine your category selection.

Reviews and Listings:

Check other online listings and directories where your business is listed to identify the categories they have assigned.

This can provide valuable guidance for your own GMB profile.

Google Search:

Conduct a search for your business type using Google.

Observe the categories that appear in organic search results.

Use these as a reference point for your GMB profile.

Google My Business Help Centre:

Utilise the Google My Business Help Centre to explore the available categories and seek assistance if you're unsure of the most suitable option.

Description:

Write a concise and informative description that highlights your business's unique selling points, products, or services.

Your Google My Business (GMB) profile description serves as a crucial introduction to your business, enticing potential customers and establishing your presence in local search results.

To write a compelling description that effectively captures attention and drives engagement, consider the following >>>

Highlight Unique Selling Points (USPs):

Identify the distinctive qualities that set your business apart from competitors. (we use award winning for example and detail our awards)

Emphasise these USPs to showcase your value proposition and differentiate your offerings.

Focus on Products or Services:

Clearly articulate the products or services you offer, ensuring potential customers easily understand your business's core offerings.

Use specific keywords and concise language.

Appeal to Local Customers:

Tailor your description to resonate with local customers, incorporating relevant keywords and phrases that align with local search queries.

Mention your location, service area, or local community involvement.

Use Engaging Language:

Use persuasive language that draws attention and sparks interest.

Avoid jargon or overly technical terms that may alienate potential customers.

Keep it Concise and Clear:

Aim for a concise and easy-to-read description, typically around 750 characters or less.

Prioritise the most important information and avoid unnecessary details.

Optimise for Search Engines:

Incorporate relevant keywords throughout your description to improve your GMB profile's visibility in local search results.

Use natural language and avoid keyword stuffing.

Include a Call to Action:

Conclude your description with a clear call to action, encouraging potential customers to visit your website, call your business, or learn more about you.

Regularly Review and Update:

Periodically review and update your description to reflect any changes in your business, new products or services, or current promotions. Ensure it remains fresh and relevant.

Services: If applicable, list the specific services you offer, making it easier for potential customers to find relevant information.

3. Enhance Your Profile with Visuals

Photos:

Include a variety of photos, such as interior and exterior shots of your business, product images, and team portraits.

Videos:

Create engaging videos that introduce your business, explain your products or services, highlight customer testimonials, or showcase your company culture.

Image Optimisation:

Use descriptive filenames, relevant alt text, and appropriate image sizes to ensure search engine visibility and accessibility.

Visuals play a significant role in capturing attention and conveying information effectively.

Utilise high-quality photos and videos to showcase your business's offerings, ambiance, and team.

4. Engage with Customers through Reviews

Encouraging Positive Reviews

Positive reviews are crucial for building trust and credibility with potential customers, boosting your GMB profile's visibility, and potentially improving your local search ranking.

Request reviews proactively:

Politely ask satisfied customers to leave a review on your GMB profile. Provide clear instructions and make the process easy and convenient.

Offer incentives (with caution):

While incentives like discounts or giveaways can motivate reviews, ensure they align with Google's guidelines to avoid penalties.

Use review collection system:

Use automated tools that send review requests via email or SMS, streamlining the process for both you and your customers.

Display review requests prominently:

Include review requests on your website, receipts, or physical signage to increase visibility and encourage feedback.

Responding to Reviews

Engaging with customer reviews, whether positive or negative, demonstrates your commitment to customer satisfaction and builds trust with potential customers.

Positive Reviews:

Express gratitude:

Thank customers for their positive feedback and acknowledge their appreciation.

Highlight their experience:

Share specific details from their review to show how their experience aligns with your business's values.

Respond promptly:

Aim to respond to positive reviews within 24-48 hours to show responsiveness and appreciation.



Negative Reviews:

- Address concerns empathetically: Acknowledge the customer's concerns, apologise for any shortcomings, and offer solutions or explanations.
- Avoid defensiveness: Refrain from becoming defensive or argumentative, as it can escalate the situation and alienate potential customers.
- Take action if necessary: If the review highlights a genuine issue, take steps to resolve it and prevent similar occurrences.
- Respond promptly: Address negative reviews within 24-48 hours to demonstrate your commitment to resolving issues and maintaining customer satisfaction.

5. Keep Your Profile Active with Regular Updates

Regularly posting updates keeps your GMB profile active, engages your audience, and provides valuable information to potential customers. Share updates about:

New Products or Services:

Introduce new offerings or highlight unique features of existing products or services.

Special Offers or Promotions:

Promote time-sensitive deals, discounts, or bundles to attract new customers and boost sales.

Events:

Announce upcoming events, workshops, or special happenings at your business.

Company News:

Share company updates, milestones, or achievements to keep your audience informed and engaged.

Local Community Involvement:

Highlight your participation in local events, partnerships, or sponsorships to demonstrate your commitment to the community.

Customer Success Stories:

Share positive feedback from satisfied customers, building trust and credibility with potential clients.

6. Leverage Insights to Track Your Performance

Google My Business Insights provides valuable data about how your profile is performing, allowing you to identify areas for improvement and optimise your strategy.

Website Clicks:

Track the number of clicks on your website link from your GMB profile.

Phone Calls:

Monitor the number of calls generated through your GMB profile, indicating direct engagement.

Customer Reviews:

Analyse the sentiment and trends of customer reviews to identify areas for improvement or customer satisfaction.

Photo Views:

Monitor the number of views for your photos, indicating engagement with your visual content.

Insights Dashboard:

Utilise the Insights dashboard to visualise and analyse data trends over time.

Benchmarking:

Compare your performance against similar businesses in your industry to identify areas for improvement.

7. Expand Your Reach with Social Media Handles

Recently added to GMB, you can now add links to your social media profiles, allowing potential customers to connect with you on various platforms. Include links to your Facebook, Instagram, TikTok, and other relevant social media accounts.



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