



DIGISITIO

MASTERING

GOOGLE

MY BUSINESS

PROFILE



By Ves from DigiSistio

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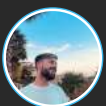
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PART 1

WHY IS GMB PROFILE IMPORTANT?

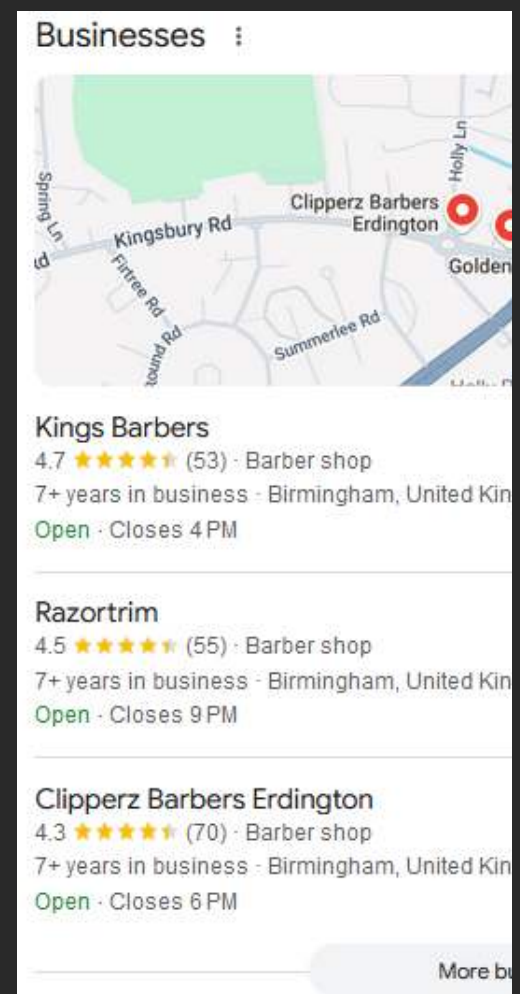
CONNECTING BUSINESSES WITH NEARBY POTENTIAL CLIENTS

Google Business Profile (GBP) is a free tool that enables businesses to control and enhance their online presence on Google.

TURN YOUR GOOGLE BUSINESS PROFILE INTO A HIGH-CONVERTING LANDING PAGE

When you create and optimize your **Google Business Profile**, you're building a mini-website that appears prominently in search results, particularly in the 'Local Pack'—the section featuring the top three local businesses below the map on Google's results page.

By incorporating engaging features like visuals, special offers, photos, FAQs, customer testimonials, and reviews, you can transform your profile into an effective landing page that draws in and converts potential customers.



PART 1

WHY IS GMB PROFILE IMPORTANT?

ENHANCED ONLINE VISIBILITY

An optimized Google My Business profile can greatly boost your online presence. When users search for businesses or services like yours, a complete and appealing profile increases the chances of your business appearing in local search results.



CREDIBILITY AND TRUST

An up-to-date Google My Business profile with accurate details, positive reviews, and quality images fosters trust and credibility with potential customers, showing that your business is active and reliable.



CUSTOMER CONVENIENCE

Your Google My Business listing offers essential information at a glance, such as operating hours, location, contact details, and website links. This ease of access can lead to more conversions and foot traffic, especially for local businesses.



CUSTOMER ENGAGEMENT

Google My Business allows you to connect with your audience through posts, updates, and responses to inquiries. Keeping customers informed and engaged strengthens relationships and encourages repeat business.



INSIGHTS AND ANALYTICS

Google My Business provides valuable insights on how users discover and engage with your business. This data helps you refine marketing efforts and make informed decisions to enhance your online presence.



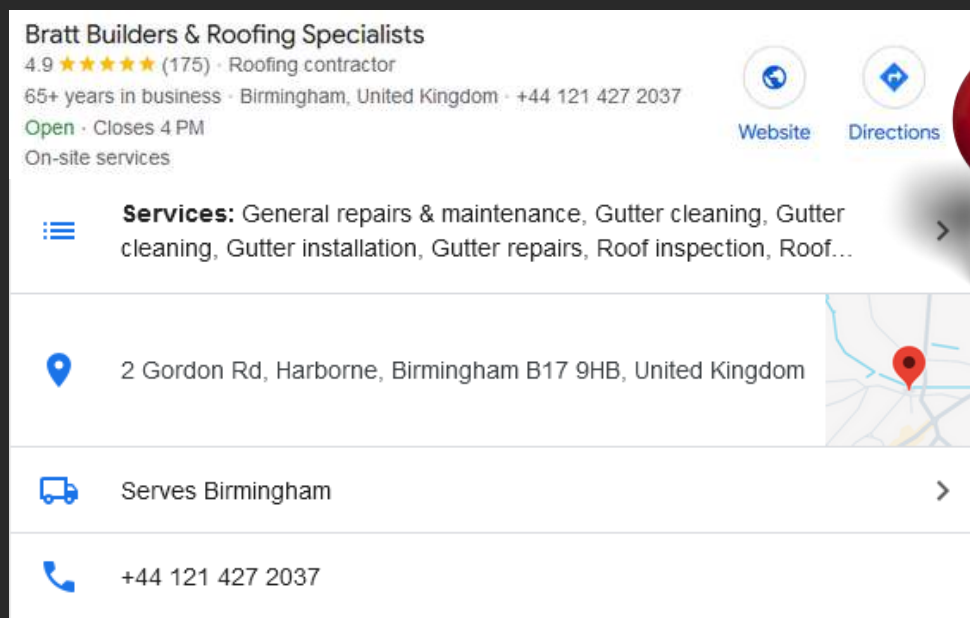
PART 1

WHY IS GMB PROFILE IMPORTANT?

CONNECTING BUSINESSES WITH NEARBY POTENTIAL CLIENTS

Here's the process:

- **Greater Visibility:** Your business will stand out in local search results, helping more potential customers discover you.
- **Boosted Credibility:** Positive reviews and testimonials enhance trust and establish credibility.
- **Focused Engagement:** Tailor promotions and services to attract your ideal clientele.
- **Enhanced SEO:** Optimizing your Google Business Profile can improve your local SEO rankings.



THE FACTS MYT

PART 2

FACTS ABOUT GMB PROFILE

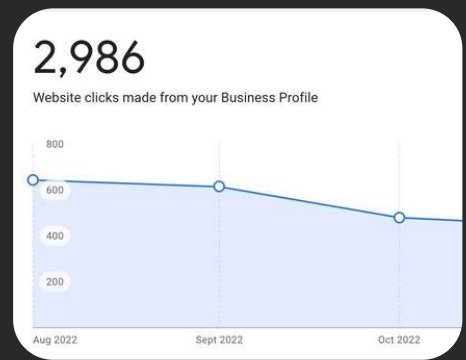
GMB WORKS FOR EVERY NICHE

The Google My Business Profile strategy is effective across all industries, allowing your business to succeed, regardless of its niche.



FACTS ABOUT GMB PROFILE

- 90% of users search on Google Maps to find a business
- 43% of companies receive booking requests from GMB
- 55% of users click on website visit
- 80% of users read online reviews for local business





PART 3

EYES ON YOUR PROFILE

When someone searches for your business on Google, your Google Business Profile (GBP) often appears in the search results. At a glance, users can:

1. Click on your business name to visit your website.
2. Tap the phone number to call your business directly.
3. Find your business on a map and get directions.
4. See what other customers think about your business.
5. Connect with your business on social media.

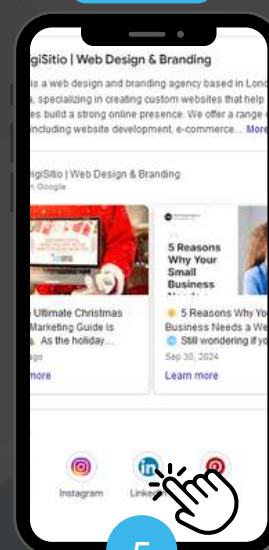
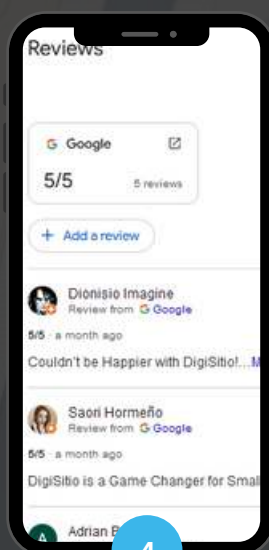
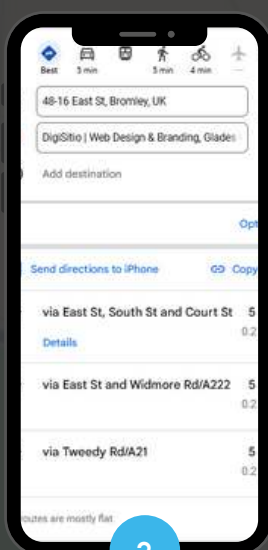
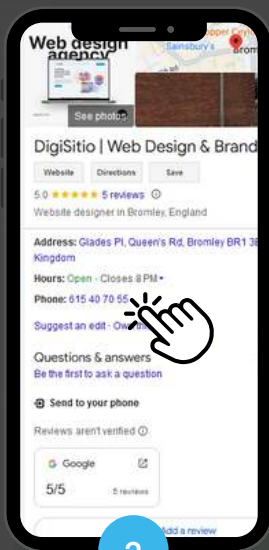
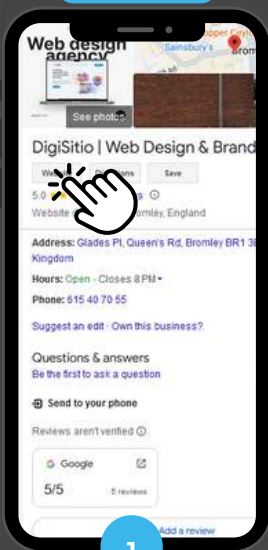
YOUR WEBSITE

CALLS

DIRECTIONS

REVIEWS

SOCIAL MEDIA



PART 4

CREATING YOUR GOOGLE MY BUSINESS PROFILE

1. Sign in to Google My Business:

- Go to <https://www.google.com/business/> and sign in with your Google account.

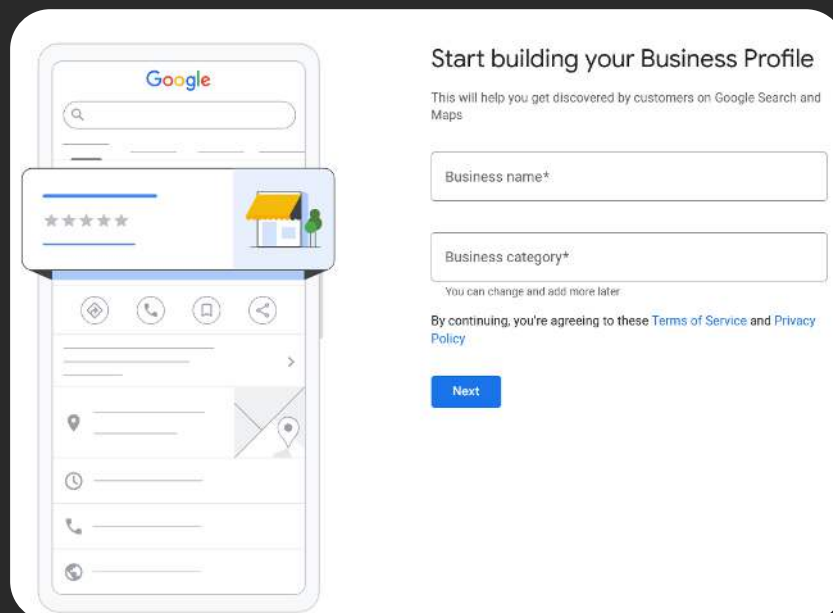
2. Create a business profile:

- Click on "Create a Business Profile."
- Enter your business name, address, and category.

3. Verify your business:

- Google will send a verification code to your phone number.
- Once you receive the code, enter it into Google My Business to verify your listing.

Note: If you don't have a physical location, you can choose the "Service Area" option and specify the areas you serve.



The image illustrates the process of creating a Google My Business profile. On the left, a smartphone displays a search result for a business, showing a star rating and a location pin. On the right, a desktop view of the Google My Business profile creation form is shown. The form includes the following fields and elements:

- Business name***: A text input field for the business name.
- Business category***: A dropdown menu for selecting a business category.
- You can change and add more later: A note below the category field.
- By continuing, you're agreeing to these [Terms of Service](#) and [Privacy Policy](#)**: A line of text with links to the terms and policy.
- Next**: A blue button to proceed to the next step.

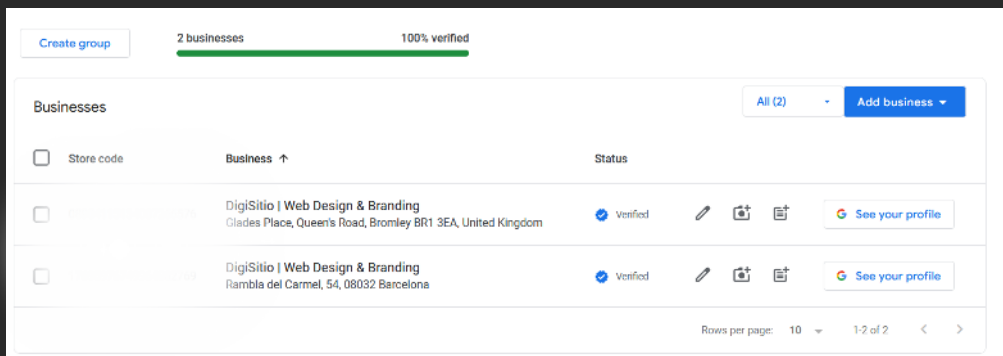
PART 5

MANAGE YOUR GMB LISTING



WHAT IF MY BUSINESS HAS MORE THAN ONE LOCATION?

You need to add it as 'new' business with different location.



PART 5

EXAMPLE OF OPTIMISED PROFILE

Business Name

Business Category

Photos

Booking Page

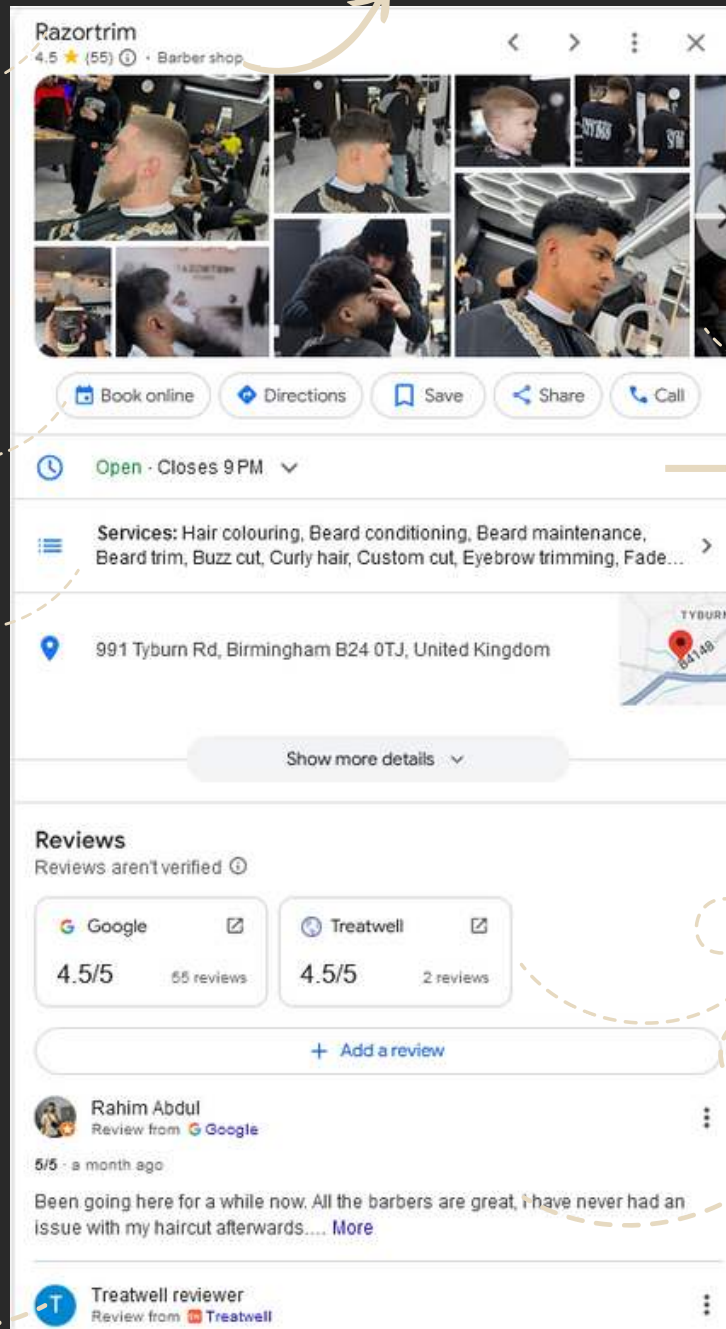
Services

Working Hours

Address

External Reviews

Reviews



PART 6

CONCLUSION

By following the strategies outlined in this guide, you'll be well-equipped to optimize your Google Business Profile and attract more local customers.

Remember, your GBP is your digital storefront – **make it shine!**

Good luck on your journey to **local SEO** success!



EXTRA TIP

GEOTAGGING PHOTOS



Geotagging photos is a way of leaving a piece of meta description within your photo that tells Google where your photo was taken.

For example, when you take a picture on your phone, it will automatically geotag those photos with latitude and longitude coordinates, which is useful information when it comes to finding your photos!

Well, if you are designing photos for social media, your website or for Google My Business, photos don't automatically come with geotags so it's important to add these manually.

1. Find your business on Google Maps:

- Get the longitude and latitude, by clicking right button on the pin.

2. Add them manually using a tool:

- Open <https://tool.geoimgr.com/>
- Upload your image.
- Add the longitude and latitude manually.
- Download the image and upload it to your GMB profile.

BEFORE

No Geo-Tags found!

Existing Geotags (show)	Keywords and Tags
<input type="text"/>	<input type="text"/>
New Geotags	Description / Alternative Text
42.06697643068103,5.81903125000002	<input type="text"/>
<input type="button" value="Write EXIF Tags"/>	<input type="button" value="Download"/>
	<input type="button" value="Clear"/>

Web design agency
Web Design Agency.png

Geotags link your photos to your business location, boosting visibility in local searches and increasing foot traffic from nearby customers.

AFTER

Geo-Tags found! See map.

Existing Geotags (show)	Keywords and Tags
51.40584,0.01825	Web Design Bromley
New Geotags	Description / Alternative Text
51.40584,0.01825	Web Design
<input type="button" value="Write EXIF Tags"/>	<input type="button" value="Download"/>
	<input type="button" value="Clear"/>

Web design agency
Web Design Bromley.png

It's literally telling Google: "Hey Google, I made this photo at my business address."

ABOUT THE AUTHOR



VES ASENOV Marketing Expert

Web Designer and SEO Specialist with over 10 years of experience and founder of DigiSitio, where our main goal is to discover and apply the most effective strategies to generate leads for local businesses.

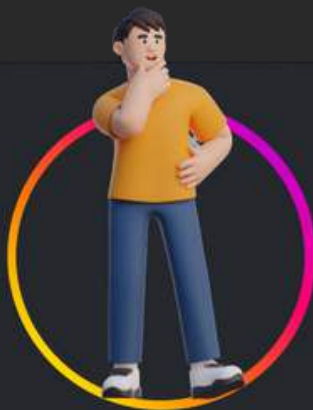
Your Google Business Profile is the first impression users get when they search on Google. A well-optimized profile is essential for capturing potential leads, driving calls, bookings, and increasing website visits.

ARE YOU A BUSINESS OWNER READY TO TAP INTO THE POWER OF LEADS AND SALES?



LET'S CONNECT

Follow us on our social media accounts and we will be sure to follow back & support your business.



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