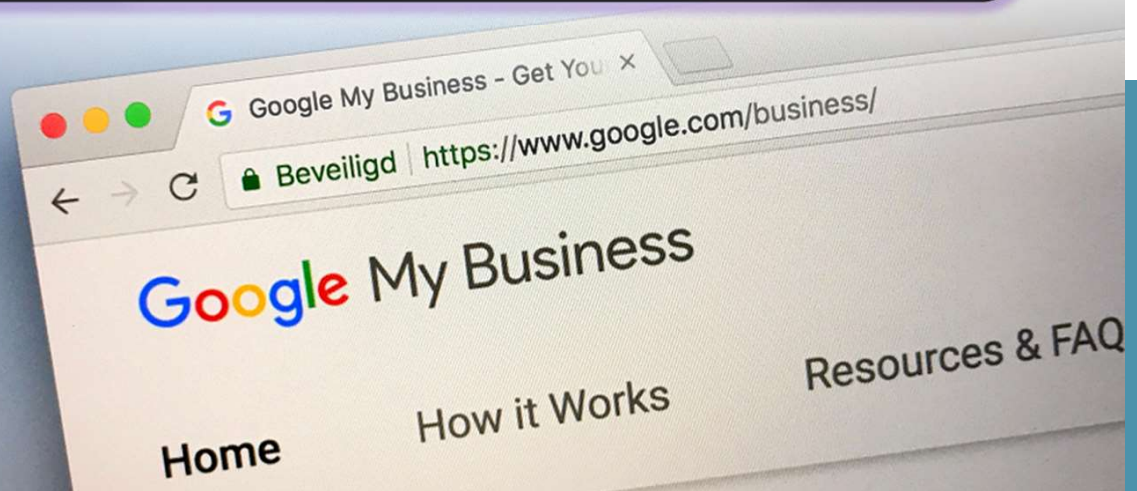


Insiders Top 10

Google My **BUSINESS**

Tips Revealed



**Stop Leaking Leads To Your
Competitors**

Alfred A. Gizzo

Table of Contents

Introduction	Page 3
Tip #1 – Boosting Reviews To New Heights	Page 4
Tip #2 – Get The Most Out Of Images	Page 5
Tip #3 – Publish Free Website	Page 7
Tip #4 – Use Keywords For Your Service Names	Page 8
Tip #5 – Maximize Geographical Service Areas	Page 9
Tip #6 – Using ALL Call To Action Buttons Effectively	Page 10
Tip #7 – Maximizing The Post Feature	Page 11
Tip #8 – The Power Of Your Business Description	Page 12
Tip #9 – Elevating FAQs	Page 14
Tip #10 – Track Your GMB Traffic	Page 16
Summary	Page 17
Special Offer	Page 18

Introduction

It's been my privilege to teach DIY-SEO for the last 8 years. I say it that way because it's been rewarding seeing students and colleagues utilizing fresh approaches to achieve reliable marketing results in an often-crowded marketplace.

The Google game is never ending which makes teaching it a good gig. There's always something to be learned and something to be taught. Google is an ever-evolving entity – and that being said - offers up terrific value to the user.

Entrepreneurial and well-established businesses realize the potential of knowing just a little bit more than their competition. I introduce the best tools so my clients can do exactly that.

Hey, that's my job - to help demystify marketing on Google. Within **Top 10 Insider's GMB Tips Revealed** you'll discover jewels to optimizing your ability to communicate with your customers and see more of what's readily available. You may be surprised to learn that some answers to successful and *free* marketing are hiding in plain sight. There are gems that are being overlooked or underutilized.

The constant changes within search engine algorithms will keep the best of us on our technical toes.

To give you an idea, in September of 2019, I along with thousands of SEO practitioners discovered that Google had pulled the rug out from under us. The powers that be within Google suddenly changed the rules of their game. They played it very tight to the vest and didn't make any prior announcement to their vast SEO community. Shock and awe undulated through ad agencies as they scrambled to keep up. This is just one example.

Design is always improving within Google, whether they tell us ahead of time or let it be up to us to figure it out. It's exactly why the layperson can use a guide, a teacher to assist them in keeping on top of the game.

Whether we initially like the way Google goes about "improving" or not, it's their intention to serve their customer by delivering the best in search results. What's in it for you the businessperson? When you know how to supply Google with the right information, they'll reward you.

That's you winning at their game and I'm here to help.

Wishing you infinite prosperity and abundant good health.

Alf



Tip 1

Boosting Reviews To New Heights

Google provides the ability for the public to give your reviews a thumbs-up. This is a very positive vote for a single review. The reviews with the most votes aka thumbs-up are displayed first in your Map listing.

Your reviews with the most up votes will rise to the top of the display window. However, Google has never said and no one in my SEO community has noticed that a business' overall ranking will be affected because they have more positive review votes.

The benefit is that your best reviews can be seen first, even if they are older. Another huge benefit is that any negative reviews you wish were not so prominent will be lowered to the bottom of the list.

Acquiring those upvotes can come from anyone, friends of the business, family or employees. Anyone can pull up your public Map listing to view and give their own thumbs-up on any review.

Therefore, if you have a really good review that's buried ask satisfied customers, friends, Aunt Sadie, to scroll until they find it and give it a thumbs-up.



Crystal Collins

Local Guide · 53 reviews · 14 photos

★★★★★ a month ago

Dr. Brandon Visscher and the entire staff are spectacular! They are all incredibly kind, patient and willing to answer questions and provide further information. I am a very anxious person when it comes to dental work and they have been so helpful and supportive with everything. So grateful that I found them!



Response from the owner a month ago

We'd like to thank you for your review! We try our best to provide quality care to our patients and are very appreciative of your feedback.

Tip 2

Get the Most Out Of Images

You need to upload 2 dozen or more images. They should be spread between the different categories provided, e.g. logo, cover, team, interior, exterior, at work, 360 and video.

Uploading images to your site is an obvious eye catcher for Google bots, but did you know including **2 dozen or more** images will really boost your standing?

Kudos to you if you've got twenty-four images or more up on GMB but, are you thoroughly **maximizing your shots**?

Add Alt-Tags

An Alternative Tag or Alt Tag, is just a description about the subject matter of the image. At this time computers can't visually view images - they're blind, so they need to "see" through your description. Add an Alt-Tag to the image before you upload it your GMB profile

Google depends on us to tell them what the subject matter of the image is. Are you doing this? If not, **you're losing some advantage** – this is leverage, your competitors may not be taking full advantage of.

One very successful SEO technique has been to name the image, not what it is but using one of your top search keywords or search terms.

Easy Peezy – Once you know how . . .

To add alt text to a picture, shape, chart, or SmartArt graphic,

- Right-click on the object and choose Format Picture.
- In the Format Picture panel, choose the Layout and Properties icon.
- Then choose Alt Text.

Your crafted alt tag should be no more than 125 characters in length.

That's enough room to add one of your top keywords and a geographic identifier.

Example; For a Dentist I'd use one of their keywords, Cosmetic Dentistry, Dentist Near Me, and Family Dentistry plus a geographic identifier e.g., Dentist Near Me Denver CO, or using the neighboring city you want to be ranked in.

Tip 2 Bonus Tip

Geo Tags

Geo Tag your images, instead of listing a city, if you're a brick and mortar business. Make sure the pictures you take with your cell phone are tagged with GPS Coordinates before you upload to GMB.

You can also Geo Tag other images. I recommend using <https://geotag.online>. It's only a \$10 a month subscription that you can cancel anytime. They allow you to upload twenty images at a time. Fill out the form with the street, city and zip and they'll Geo Tag the entire batch with GPS Coordinates. You can then upload each one individually to GMB.

This is an excellent way to strongly establish your physical location with Google.

GeoTag Images

Only **JPGs or TIFFs** less than 10MB each are supported.
Up to **20 files** can be processed per session.
If your uploads take longer than **2 minute(s)** the session will time out.

*Total API calls made: 0

Enter GeoTag Address

(All information below is required)

Street Address

City

State

Zip Code

Images to Tag (multiple image selection supported)
 No file chosen

Tip 3

Publish Supplied Website

In the rare case that your business doesn't have a website, this is a chance to put more information about your business out there. If you already have a website your GMB profile gives you the additional opportunity **for free** to explain your products/services. A GMB website is a component offered within the GMB profile suite, you'll find it listed on the left side menu bar. All the information you use to complete your profile *plus* your reviews are used to populate the GMB supplied website.

Using your GMB site to showcase your business is **an excellent alternative** to the second most common quasi "website" used by small business – a Facebook Business Page.

For **businesses who already have a website**, a GMB site is yet another online asset to expose people to your business. The GMB site is another credible platform to get your branding and messaging consistent. Done well, it can rank surprisingly high for brand searches.

Make it Matter.

When you click on the Published option, the blue button at the upper right, the website becomes indexed by Google's search algorithm. This means it becomes a **very strong backlink** to your main website. Google gives more weight or power to those properties it owns and in today's internet landscape every business could use Google power backing them up.

Most businesses ignore this step completely. ***Now you know better.***

Tip 4

Use Keywords For Your Service Names

It's likely you are aware of all the top 10 – twenty keywords used to find your business on Google.

Google My Business forces you to use their pre-set business/service categories. Once you've selected those categories, you can add custom sub-categories which are unique to your business. Wherever possible use a top keyword within the sub-categories.

One challenge with this feature is that only allows you eighty characters. Be sure to provide a very brief, concise service description. So, keep your summaries short, to the point and attempt to highlight what makes you unique.

Google's main search algorithm depends increasingly on GMB to provide clear and concise information about your business. It doesn't have to waste time crawling your website for the same information anymore.

In addition, Google search algorithm stopped relying on keywords added to your website meta data years ago, as many website developers were loading that area with too many.

With the advent of GMB, Google's main search algorithm could now very efficiently read the structured data within a GMB profile. It easily determines how to rank your business within their organic results page.

Bonus Tip

Google provides the ability to display products to many business niches. They've determined that some businesses like dental clinics don't need to list products. This is at Google's discretion.

When GMB gives your category a Products Page, (not every business category gets one) you have a lot more flexibility. You can highlight more of the different aspects of your business whether they are services or products.

Products are placed within categories that are established by you and are not pre-set. You have an advantage here. This allows you to list your products with images, descriptions, price or price ranges (optional). Also included is your choice to display the all too important call-to-action button for each product. This presents a heck of a lot more info about you and your products to your prospect than your competitors.

Tip 5

Maximize Geographical Service Areas

Further optimize your page by selecting service areas. This is a helpful feature for businesses looking to target Local SEO. Continuing with the prior example of using Dental Clinics, people searching Dentists in their local area will be taken by Google to their Google My Business page. Service areas are strongly taken into consideration and rank those businesses within a specific region or city higher than those outside the region. If people limit their search by miles or to a specific city, the service area becomes very important for Local search results.

On your GMB info page you will find a section to list your service areas. You are allowed to list up to twenty. Many businesses begin by listing *every* city and small town they service. Not good. Many businesses quickly go over this limitation and end up having their listing suspended. **Watch out** - GMB doesn't automatically notify you of this mistake and you'll pull your hair out trying to figure out why you've been suspended.

To prevent this situation, use local counties or entire metro areas. Google allows you to do that. This is especially helpful for service businesses that cover a wide geographical area or even an entire state.

Note: GMB is not intended for ecommerce websites that market nationally.



Tip 6

Using Call To Action Buttons Effectively

Almost every business I have worked with over the last several years fails at some time or another to include a call-to-action or CTA. CTA buttons are used on your What's New, Events, Offer posts and Product pages.

A CTA is critical. It's taking the customer by the hand and leading them to the next step. Which is calling, ordering, learning more, purchasing, registering, etc.

Posts are specifically promotional in nature, so you need to give people a reason to click. Prospects will be exposed to your GMB Posts *long* before they've been to your website.

You must think this through. Meaning that you want the engagement with that customer to be seamless. Keep it simple and easy for your prospect to answer the call of action.

Bonus Tip

Go the extra step and use an application like Eventbrite. In the example below the CTA button forwards the prospect to a scheduling application. This seamlessly leads them to what you are offering.

Everything you 'post' and all your product pages should have a CTA.



30 Minute Massage for First Timers

\$29.00

Our massage are different - we treat you as an athlete with your performance goals in mind.

 Order online



Tip 7

Maximizing The Post Feature

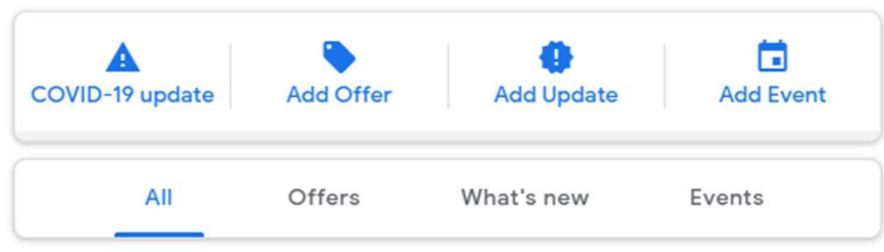
Posts are huge opportunities for you to share content about your company. They will stay live for customers to view on desktop versions of your Maps listing for 7 days and will stay live on the mobile version forever.

Creating a Post is easy. You have 4 different types of posts that are designed to feature that which makes your business unique.

What's New – This type of post is a great option to feature blog snippets, something new - such as a change in store hours, an announcement about a new employee or anything else you can imagine. This is the most versatile of the spaces. I'd recommend posting up to 3 times a week. You many think this is a daunting task, but you can get away with just once a week.

These posts are displayed for one week. You'll receive a helpful email reminder from GMB notifying you that your post is about to expire (desktop version). To make it easy on yourself creating content to post, re-use the same info you could be posting to your Facebook business page.

Event Posts – This space is for highlighting or promoting an event. When you include dates, the post will be displayed until the event takes place. Always include a way for consumers to register. (CTA, see Tip #6)



Tip 8

The Power Of Your Business Description

Now that you've got a Google My Business listing created and up to speed, it's time to fill in the one section you've been putting off. You'll find it near the bottom of the Info Section. It's your business description.

While pictures and general business information such as hours of operation are all important, your business description is what distinguishes your business from others. A compelling description helps consumers better understand what your brand is all about and choose you over your competitors.

You don't have to be a skilled writer to create an effective business description. You just need to know how to maximize the limited space you're given. It's only 750 characters.

The mistake I see businesses make is that they copy and paste whatever comes close to their business description from their website. While that might work for some, it probably doesn't come close to describing what makes you unique in your competitive market.

Treat your description as prime advertising. Do a little competitive research by reading what other firms have written. This will give you a perspective and ideas on what you should write. Create an appealing description that sells. Remember to focus on the customer and what you do to serve them best.

Google Business Description Guidelines (from Google)

Enter a brief description of your business: What you offer, what sets you apart, your history, or anything else that's helpful for customers to know. Focus primarily on details about your business instead of details about promotions, prices, or sales. Do not include URLs or HTML code or exceed 750 characters in the description field. For the full list of guidelines, read [business description guidelines](#).

Example: We're an independent ice cream shop located steps from the center of town and are proud to be the favorite for locals to meet friends for a cone or call for a fresh pizza, delivered straight to their home. We serve 35 flavors of homemade, hand-churned ice creams and sorbets year-round, and the pizza oven turns out New York-style pies every day from midday until close. Come see us today!

Tip 9

Elevating “Ask This Business a Question”

This is where the public can ask a vendor a question, and if no questions have been submitted yet you'll see 'Be the First to Ask a Question' will be displayed.

In a nutshell, Q&A enables any Google user to ask, and any Google user to answer any question about any business in the world. These crowdsourced questions and answers appear prominently on the Business Profile each time a business is searched.

This allows Google to group questions and answers about local businesses. It provides the public additional information that may not be available from your GMB listing or website.

The Q&A feature also helps Google understand common questions that searchers might ask about a specific business. This gives Google an indication of questions most frequently asked.

For example, are you a veteran-led business, do you have wheelchair access, are you a women-led business and are you LBGTQ friendly? If the same questions are being asked again and again, it indicates there may be a gap in the information provided in the Google My Business listing.

Many SEO experts also speculate that Q&A may be assisting Google as it builds out an inventory of Voice Search queries and answers via Google Assistant.

Once posted, the question appears on that business's Google My Business profile.

Depending on which device they're using, Local Guides (basically, super-users of Google Maps) may receive notifications that unanswered questions exist at businesses they've visited or are located near them.

Google also gives searchers the option to give a thumbs-up to a particular question or answer. The question with the most upvotes appears more prominently on the profile. If there are multiple answers, the one that is liked the most is shown at the top. When using the Q&A feature effectively the question and answer with the most positive votes will appear right under your reviews and star rating. This will set you apart from your competitors. So make the most of them.

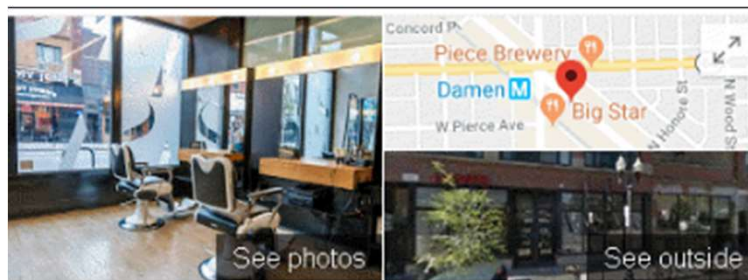
I can't stress the importance of this enough, it's a *free* Google marketing opportunity! Questions and answers are highly visible and make it easy for prospective customers to find out more about your business.

Tip 9 Continued

Providing a timely and detailed answer can make a great first impression—it shows the customer that you want to engage with them. Additionally, your responses can help cut down on inquiries you are currently receiving via phone calls, messaging, and emails. It can help you save valuable time.

Bonus (Hot) Tip

Fill this area up with all your frequently asked questions and answer them yourself. If you're having trouble coming up with questions, here's a handy tool; <https://answerthepublic.com>. This free service aggregates frequently asked questions from all the search engines questions about your type of service or product.



Art + Science Salon Wicker Park

Website

Directions

Save

4.5 ★★★★★ 67 Google reviews

Hair salon in Chicago, Illinois

Address: 1554 N Milwaukee Ave, Chicago, IL 60622

Hours: Closed · Opens 10AM ▾

Phone: (773) 227-4247

[Suggest an edit](#)

Know this place? [Answer quick questions](#)

Questions & answers

Q: Is there any parking close by?

[Ask a question](#)

A: Yes meter parking is available in front of the salon.

[See all questions \(3\)](#)

Tip 10

Track your GMB Traffic

**?UTM_source=GMB_listing
&UTM_medium=organic**

Naturally you benefit from knowing where traffic to your website originates. It is key to measuring your website's performance. Some of you are using Google Analytics to access that information. It's a misunderstanding that "direct" traffic in Google Analytics is traffic from users who type in your URL. In reality, "direct" is Google's catch-all term for traffic that it can't attribute to any one source.

In actuality, the traffic that you are seeing as coming from "direct" includes a lot of different sources, e.g., mobile devices, desktop organic search results, and Google My Business.

It's very helpful to separate and understand how many people click your website "Button" within your Google My Business listing as opposed to other sources. So, here's the solution. When you enter your website's URL into the Info section of your Google My Business profile page, add UTM tracking to the end of your URL.

Short Definition of UTM

Urchin Tracking Module (UTM) parameters are five variants of URL parameters used by marketers to track the effectiveness of online marketing campaigns across traffic sources and publishing media. The UTM parameters in a URL identify the campaign that refers traffic to a specific website.

From Wikipedia

UTM tracking adds code to your URL that forces Google Analytics to report the traffic that is coming from Google Maps. So basically, you're forcing Google Analytics to report the traffic as organic and originating from your GMB listing.

Adding a URM tracking code is easy to do - just add this code to the end of your website's URL in your GMB dashboard.

?UTM_source=GMB_listing&UTM_medium=organic

So, for my URL, you'd see this in my GMB profile:

arrivodigitalmarketing.com?UTM_source=GMB_listing&UTM_medium=organic

Tip 10 Continued

Be sure to use “organic” with a lower-case “o” for your medium=*organic* - that way, if another member of your team is looking at Google Analytics and checking the default channels, the traffic from GMB is included with the organic traffic.

Some people like to use “google” as the UTM source, and then use a UTM campaign variable to separate the GMB traffic. There’s nothing wrong with that method it just takes a few extra clicks in analytics to see what’s going on with your organic traffic.

I suggest you list a separate source. That way, when you’re looking at your traffic sources, you’ll be able to see at the top-level where traffic came from. Did it originate from clicking a link in the standard organic results or from clicking a link in your GMB profile, the map pack, or Google Maps.

So now you know how to use UTM tracking in your GMB listing to make sure that Google Analytics correctly reports your organic traffic, and **as a bonus**, you’ll be able to track GMB, map pack, and Google maps clicks independently from other organic traffic.



Summary

In the introduction I stressed the fact that Google has changed dramatically. Google has added more and more features to the SERP (Search Engine Results Page), and you are able to obtain much more information than ever before without having to click through to a website.

You might have heard of the concept of “zero click search” - it’s where a user does a search but gets the answer, he or she is looking for right on the search results page, so they don’t need to click through to a site.

You will recall, I mentioned “zero click search” in the introduction

Your Google My Business profile is a huge contributor to zero click search. User behavior around local searches has changed so much that your Google My Business profile **is basically your new home page**.

For years, you would hear that your home page is the first impression you make with new customers. It was the first-time people were exposed to your business, and often, people would click through to multiple sites to compare businesses.

That really **doesn’t happen anymore**. Google has added so much rich information to the Google My Business panel that in many cases, there’s simply no need to click through to the website at all.

Think about it - all the important details you used to have to get from a website are now front and center in Google My Business.

Need a business’s phone number? It’s right at the top of the GMB panel. Want to know when they open or close? Yep, that’s there too... Want to see what people think about the business? Reviews are right there. How about pictures of the business? Boom, right at the top. Got a specific question? Chances are it’s already been asked in the Q&A section.

Anyone can see that information about your business without ever going to your website. It has been this way for quite a while, but most people haven’t noticed. You’ll still get phone calls, and you’ll still get foot traffic, it’s just that those customers don’t need to go to your website first.

The goal of this eBook is to pay attention to and elevate your Google My Business listing. Far too many business owners pay zero attention to their GMB profiles... and if you want to win in today’s digital market, you must have an awesome listing, so you’ll stand out from competitors. Execute these 10 tips and this will help you get there.

Whether you use all the tips or just a few, make your GMB profile a huge priority in your marketing mix, so you know you’re rocking your first impression with potential customers.



Boost Your GMB Profile Even More

Thank you for reading my Top 10 Insider's Google My Business Tips Revealed. I hope you found these tips helpful, and you have already started applying them.

Do you want to make this even easier on yourself *and* get more of a competitive edge?

You with me, live, one-on one, for an eye-opening, informational, instructive hour and a half screen share session *to get the most juice* out of GBM.

So . . . Let's stop dinkin' around and get this happening! I look forward to working with you soon.

Reach out to me at alf@arrivodigitalmarketing.com to learn more.

