

Digital Marketing with Google - How To Set Up and Optimize Your Google Business Profile

In 2019, the amount of “near me” searches [surged by 200%](#). Now more than ever, people are searching online for reputable local businesses.

Setting up a Google Business Profile (GBP), formerly known as Google My Business (GMB) is one of the best ways to get your business in front of potential clients in your area - and it's FREE to set up!

Google Business Profile is the rocket fuel for your local marketing efforts...

A GBP page lets you control how your business appears on Google search results and maps. It also acts as a one-stop shop where clients can:

- Read reviews and FAQs
- View your contact information
- See your office's location on Google Maps
- Look at photos of your business
- Find a list of all your services
- Easily find all your business information, including links to your website and social media
- Take advantage of special offers and see upcoming events

Setting Up Your Google Business Profile

Create Your Profile

To get started setting up your Google Business Profile, visit the [Google Business Profile website](#) and sign in to the Google account associated with your business. If you don't have one, you'll need to set one up.

Next, start filling out all the information about your business. It's important to fill out the entire profile to the best of your ability. Fully completed profiles receive [seven times more clicks](#) and are 70% more likely to lead to an in-person visit.

It's important to note that if you have two different locations, you'll need to create two different GBP pages.

Verify Your Profile

Once you've selected a relevant category and added your business name, address, contact information, and links, you'll have to verify your profile. There are three ways to do this: by phone, email, or sending a physical postcard to your business address. However, due to the high volume of fraudulent GBP page creation, Google is requiring video verification more and more.

After your business is verified, finalize your profile by adding high-quality photos of the interior and exterior of your business. You can also add other features to appeal to potential clients, like an FAQ or short videos.

Here is a checklist of the *basic* items that should be completed before publishing your GBP page:

1. Business Name
2. Business Description
3. Business Category or Categories
4. Business Details such as Office Address, Phone Number and Website
5. Service Area
6. Business Hours

There are additional items you can include on your profile such as office amenities, wheelchair accessibility, and whether or not appointments are required. However, these are optional. We also recommend adding Products, Services and transforming the Q&A into an FAQ by using SEO enriched keywords and key phrases.

Once your profile is completed, simply click publish to make it live on Google!

Optimizing Your Google Business Profile

You'll need to continually optimize your page to get the most out of it. First, be sure to respond regularly to reviews, both positive and negative. This shows clients that you are engaged and actually pay attention to feedback.

Next, add relevant keywords to your business description. There are two types of Google searches: direct and discovery. In a direct search, the client is searching for your business specifically and will use your brand or name in the search.

But in a discovery search, they're looking for a category or service without a particular business in mind. Adding keywords to your business description can increase the chances of your profile appearing in front of the right audience at the right time.

In addition, your profile is a great place to post updates on upcoming events, special promotions or discounts, or new services or products. This makes your business look active and engaging.

Also, encourage your clients to read reviews, rate your business, or submit questions. Future clients will be more likely to choose you over your competitors if you have a high number of good reviews. Not to mention, Google will reward you by ranking your business profile higher in the search results.

Lastly, it's important to keep track of your GBP page's performance. You can click on the "Performance" option on your dashboard to see insights on the number of profile interactions, calls, messages, and website clicks you receive. To take the tracking to the next level, we recommend building Urchin Tracking Module code to generate Google Analytics data.

Keep a lookout for our newsletter next month, where we'll discuss several action items that can improve your GBP ranking as well as ways to potentially snuff out the competition.