

# How To Get the Most Out of Google My Business

In a world that often requires a substantial expenditure to get ahead of the game, the incredibly simple and free ones still merit high value, especially in improving your local SEO.

Google My Business (GMB) is undoubtedly an essential location-based strategy for many businesses. GMB is a free local marketing tool for small-business owners that allows them to appear in Google Searches, Knowledge Graphs, and Maps.

## How Does Google My Business Work?

Basically, it increases your online visibility and shows significant information about your business so that users can easily access your products or services.

In 2018, [Moz](#) identified GMB as the number one local search ranking factor. It maintains the same status in 2020 as other digital marketing companies that conducted more ranking studies.

This only proves that GMB can effectively improve local SEO and drive more leads to your site if it is properly optimized. Many digital marketers, SEO experts, and business owners have paid close attention to GMB optimization over the past few years.

## How Google My Business Optimization Can Further Improve Local SEO

If you go over Google's SERP, you'll notice page essentials such as local business packs, snippet features, shopping results, and other crucial details that enable an easier searching experience.

Google relies on GMB to provide business information for the results pages. Therefore, as part of your local SEO strategy, optimizing your GMB should be non-negotiable.

More and more business owners are becoming aware of the advantages of GMB listings. Hence, the ranking has been increasingly competitive. Thus, Google My Business optimization is employed to guarantee that you remain on top of the ranks and ensure your consistent online visibility.

Here are some reasons why you should definitely consider optimizing your GMB.

1. Your business will easily show up on local searches and maps.
2. It will drive more traffic to your website.
3. It will improve your online interaction with your target audience.
4. It will increase your organic search results.
5. It will provide more insight into your business through reviews and ratings.

## Claim your Google My Business Profile

Certainly, if you have not put up your listing yet, registering your business to Google My Business is task number one.

If there's one thing Google has mastered when it comes to customer service, it is undeniably the ease of access.

To claim your GMB profile, simply go to [google.com/business](https://google.com/business) and follow these steps.

1. You will need to create a [Google account](#) to use this tool. Once you're already on the [GMB page](#) with your Google account in hand, click on Manage now.
2. Type in your Business Name.
3. Select from which category your business falls under (e.g., restaurant, shoe store, cleaning products supplier).
4. Provide the address of your business location if you have a physical store.
5. List your service areas. Although this one appears to be optional, if your business is service-based, it is still best to narrow down your target customers to specific locations.
6. Choose the region where your business is based.
7. Provide the critical information in your listings, such as your contact number and your website URL.
8. Verify your Google My Business. A verification code will be sent to you through the following options.
  - a. Via Postcard – The verification code will be delivered to you via postcard at the address you provided during your registration. You may receive it within five days of reach. This method is available for all kinds of businesses.
  - b. Via Email – GMB provides email verification for specific types of businesses. If you see the phrase "Verify by Email," it means that you are eligible for this option. Check in the inbox of your Google account to see the email containing the verification code.
  - c. Via Phone – In the same way as that of the email alternative, if the "Verify by Phone" option is visible specifically at the beginning of the verification process, then your business has qualified for this method. You will receive an automated message that has the verification code.

The verification code has to be entered into your GMB account. Once your GMB listing is verified, this is where the real work begins. It's time to boost your listing.

## Important Strategies to ensure Google My Business Optimization

Simply setting up your GMB listing is not enough to reap the fruits of this tool. Managing your business listing with the right strategy is imperative to making the most out of GMB.

### 1. Optimize your GMB Profile

Introducing your business through SERP begins with a neat and complete profile.

The details, keywords, images, and other information you include in your GMB profile influence the initial impression of your target audience. This includes whether or not your business responds to their needs or provides solutions to their problems.

#### a. Providing Key Information

After your GMB listing is verified, the next crucial step is to make sure that your business information is comprehensive and sufficient. This encompasses your business name, address of your physical location, logo, email address, and phone number.

This set of information has to be up-to-date and error-free. Your GMB profile will also show your business category, opening hours, website URL, reviews, and photos. Double-check your entries to guarantee accuracy.

#### b. Completing your From the Business Section

Sections of your GMB profile should be well thought such as products and services, owner-generated queries, and your “from the business” section. To locate this section, go to the lower part of your account dashboard and write.

Here are some tips for completing your “from the business” section.

1. Focus on qualities that make your business stand out from other competitors. Avoid rewriting information that is already mentioned in the brief description of your business or other parts of your profile.
2. Provide a clear idea of what your service or product is all about.
3. Maximize all the 750 characters and enrich your first 250 characters with high-value keywords.
4. Do not include links or URLs.
5. Do not add sales pitches or offers.

## 2. Publish Relevant Content

A great way to create an impression of active operation with Google Search users is by posting relevant content to your business and your target market. GMB has its own format for posting information that you wish to publish.

Basically, it comes in four forms. They are visible in your listing for a limited time, but they pretty much deliver the information well.

### 1. New Products

If you're launching a new product, this is one of the best ways to start the hype. Post a high-quality image of the product and provide a short but well-written description, including the price range.

### 2. Offers

It could come with a substantial discount, free shipping, or any other type of promotion. Make your announcement via the GMB post. You can enter a coupon code for online redemption or walk-in transactions. Set a time frame for when your offer is finally available online.

### 3. Upcoming Events

Spreading the word with regard to an event you are holding can be done directly through your GMB listing. It can stimulate the interest and curiosity of your potential clients. Do not forget to set the timeframe for your event. It could be a week or month from the day the post was published.

### 4. What's New

You may have undergone a physical renovation in your store and would want to show everyone about your new and improved place. Let your audience take a glimpse of your business improvement. Include photos and engaging content. This post may only last for a limited time in your listing, but it can still trigger excitement in those who see it.

When publishing your post, bear in mind that your photos should be of high quality. A pixelated and uninteresting photo rarely gets a positive response. Keep your text brief and concise. Make sure to proofread and polish every phrase and sentence you include.

### 3. Don't Miss Out on GMB's other Essential Features

While GMB descriptions, posts, Q & A, reviews, and ratings are the primary focus for strategies that improve local SEO, other relevant features of GMB are equally significant.

#### GMB Local Business URL

Some businesses can include an appointment URL or local business URL to allow customers to make reservations, look into menus or services, place an order online, schedule an appointment, and browse through items or products. This is also another way to optimize your GMB profile.

Having this option for businesses like restaurants, salons, clinics, and local shops, cuts parts of a typical business transaction that takes time when done in person.

Making the menu available online lets customers be more decisive in their orders. Allowing them to book their appointment right there and then when their searching provides the ease of mind they need prior to availing of a service.

The more convenient business transaction is for potential customers, the more they trust your business and take you up on whatever you offer.

The URL is typically provided by a third-party scheduling site that links the specific action to your business website.

But GMB also allows direct booking directly in the listing itself through the Reserve with Google service. This can be utilized if your scheduling provider is a partner of Google.

#### GMB Insights

Understanding your audience is a basic strategy to gain more sales. And GMB, true to its form as an effective marketing tool, provides an overview of customer engagement data that can be a basis for local SEO campaigns.

GMB insights provide answers to questions such as:

1. How do customers search for your business?
2. Where do customers view your business on Google?
3. What type of actions did customers undertake in your GMB listing?
4. How many times were your photos viewed?
5. What is the most popular time wherein your listing gets the most traffic?
6. What are the most common keywords used to look for your GMB listing?
7. How do customers perceive your business?

## 4. Maximize Your Audience Interaction

The lack of face-to-face interaction in GMB has never been a hindrance to connecting with potential customers.

Thanks to the availability of sections dedicated to customer interaction, such as direct messaging, posting reviews, asking questions, and writing down comments.

### Inquiries and Comments

Establishing a good relationship with your clients and potential clients, for that matter, is a critical factor in making sales.

And as true in any form of relationship, communication is a key factor in strengthening one. Hence, it is important to respond to questions and comments consistently.

### Reviews

Reviews are crucial parts of audience interaction. Consumers who typically use SERPs go over the listing reviews to gather enough information and confidence before committing to a business transaction. Some of these reviews appear next to your listing.

If your customer expressed satisfaction with your product or services, do not hesitate to politely ask for a good review of your business. If most of the submitted reviews are positive, it can make the negative reviews negligible at some point.

Reviews can either be gold or mold, depending on how and when you respond to them.

Naturally, you would want all the posted reviews to be positive. But, as we know, we can't really please everyone.

The rule of thumb is you have to address reviews regardless if they are positive, negative, or neutral. Pay attention to what they are saying about your business.

If it's favorable, then continue practicing the specific part of your operation that they appreciate. If it's mostly negative criticisms, evaluate your product or service, and create a plan to improve them. It is also important to quickly respond to this kind of review, especially if the content sounds baseless.

Either way, treat those reviews as a critical source of learning on how to develop your business further.

## The Bottom Line

Setting up your own Google My Business listing is not enough to gain a top spot in Google's top SERP. When you optimize your GMB profile, that's when the real benefits of this marketing tool manifest.

We can't stress enough how valuable GMB optimization is to improve your local SEO and ultimately increase your conversion rate. Claim your GMB profile, optimize your listing, and increase your business's relevance to users' queries.