

GoogleTM Business Profile

TRAINING GUIDE



Make Your Business Stand out
with **Google Business Profile**
and Generate More Income!



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TRAINING GUIDE

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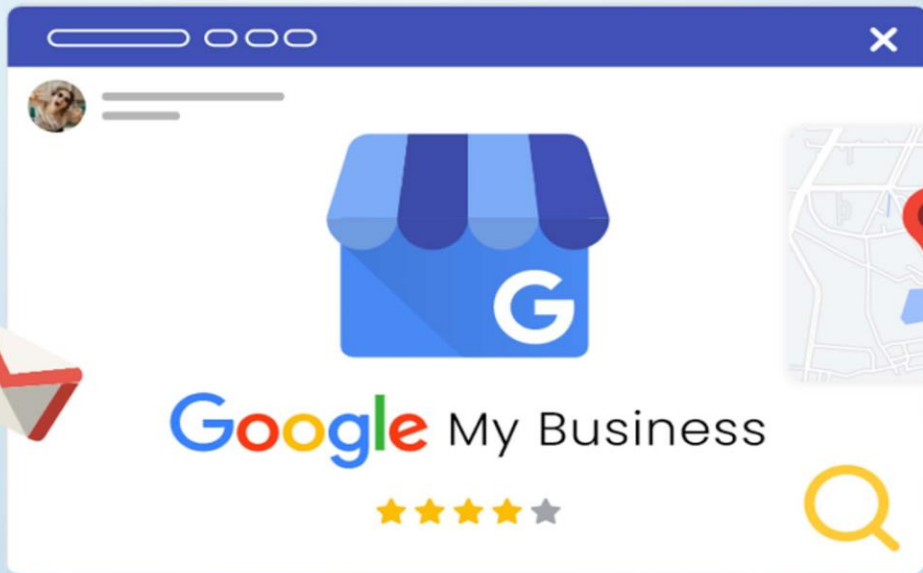
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GoogleTM Business Profile



Introduction



Welcome to this training guide. Here you will learn about various things related to Google Business Profile. Google Business Profile is a powerful tool for businesses of any size to reach potential customers, manage their online presence, and interact with customers in one place.

Setting up a profile is a simple process that can help businesses increase their visibility on Google and get more customers.

It's free to set up and manage, making it easy for businesses to get started. With a few simple steps, businesses can create a comprehensive profile and start interacting with customers to grow their business.

So, this guide will train you like a pro and make you a master in building a Google Business Profile. This guide will assist you in getting an understanding of Google Business Profile, Optimizing it with SEO, and so much more...

So, let's get started!

GoogleTM Business Profile

CHAPTER 1

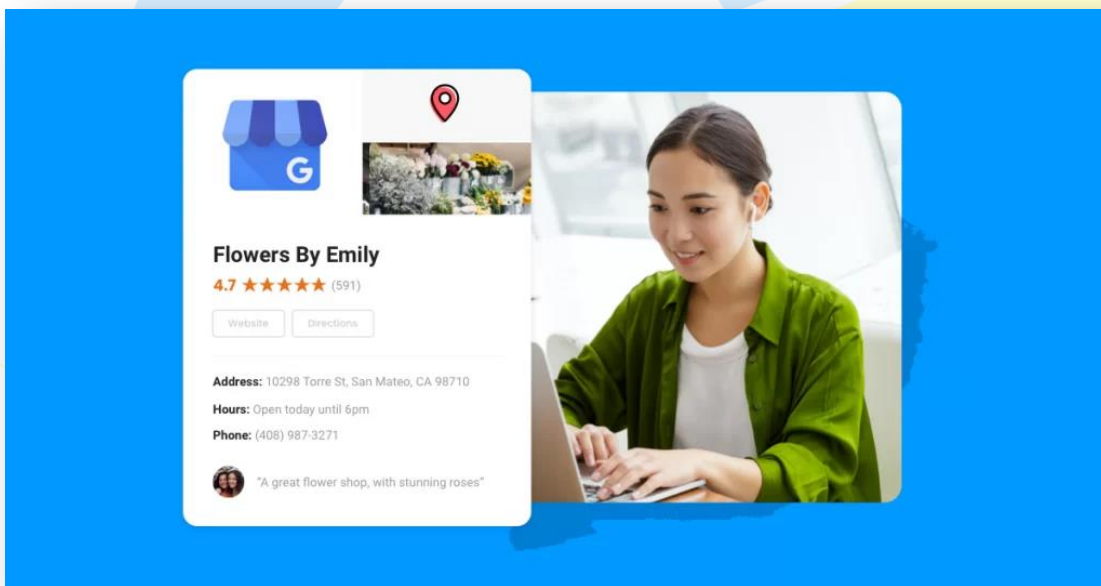


Google Business Profile: An Overview



Google Business Profile allows businesses to create a complete profile of their business with all the necessary information, including images, contact information, hours of operation, and more. This helps customers find the company and contact them quickly.

Businesses can also add their products and services to their profile, giving customers a better idea of their offer. Additionally, companies can respond to customer reviews, helping them maintain a positive online reputation. Finally, businesses can list their business on Google Maps, helping customers find their location quickly.



What is Google Business Profile?

Google Business Profile is an easy-to-use tool for businesses and organizations to manage their online presence across Google. To help customers find your business, you can verify your business and edit your business information.



With a Business Profile on Google, you can manage how your local business shows up across Google products, like Maps and Search. If you run a business or provide a service to people at a particular location within a designated service area, your Business Profile can help people find you and reach out to you. Also, Verified businesses on Google are considered among the most reputable.

With a Business Profile, you can do various things like:

- Maintain the correct information about your business on the internet
- Interact with customers
- Attract new customers

Let's take a look at these points in a bit more depth.

1) Maintain the Correct Information About Your Business on the Internet

- **Ensure that all online information is current and up-to-date:** Make sure that all information posted online is accurate, up-to-date, and relevant to your business. This includes product descriptions, pricing, contact information, business hours, and more.
- **Monitor and adjust content regularly:** To keep your online information accurate, it is important to monitor and adjust content regularly. This includes checking for typos or incorrect information, updating product pricing and descriptions, adjusting contact information, and more.
- **Automate updates:** Use automated tools to keep your online information up-to-date and accurate. This includes tools for website management, e-commerce platforms, and other online applications.



- **Respond to customer inquiries promptly:** Respond to customer inquiries promptly and accurately. This helps to ensure that customers receive the correct information and can help to build trust and credibility.
- **Monitor online reviews:** Monitor online reviews and ratings to ensure that customers are providing accurate and up-to-date feedback. This can help you identify areas of improvement and ensure that you are providing a great customer experience.



2) Interact with Customers

The best way to interact with customers for a Google business profile is to respond to customer reviews, respond to messages, and use Google Posts.

- **Respond to Customer Reviews:** Google allows customers to leave ratings and reviews for your business. Responding to these reviews can help build trust and credibility for your business and establish a relationship with customers.



- **Respond to Messages:** Google allows customers to send messages directly to your business. Responding to messages in a timely manner is important to show that you are engaged and interested in providing customer service.
- **Use Google Posts:** Google Posts are a great way to engage with customers and share content related to your business. These posts can be used to promote events, special offers, new products, and more.



3) Attract new customers

- **Optimize Your Profile:** Optimizing your profile will help potential customers find your business and learn more about what you offer. Make sure to use keywords and phrases relevant to your business and industry so your profile can be easily found in search results.
- **Include Photos and Videos:** Photos and videos are a great way to engage potential customers and give them a better understanding of



your business. Upload high-quality images and videos to your profile to give customers an inside look at your business.

- **Utilize Ads:** Utilizing Google Ads can be a great way to reach potential customers and bring them to your website or profile. You can create targeted campaigns to reach potential customers in your area and around the world.



Understanding Google Business Profile

You should know you can stand out on Google with a business profile.

You can get leads through your Google Business Profile and can turn the people into your customers for your storefront or service area who find you on Google Search and Maps. Personalize your profile with photos, offers, posts, and more.

Google Business Profile is:



- **Easy-** You can easily manage your profile from search and maps.
- **Personalized:** Google Business Profile is personalized. You can even add hours, photos, posts and more.

Google Business Profile is an online identity for businesses to show up when people search for them on Google. It allows businesses to create a profile page that includes information such as business hours, contact information, and reviews. With a Google Business Profile, businesses can easily manage their online presence and help customers find them.

Google Business Profiles are linked to Google Maps, allowing customers to easily find directions to a business. The profile also includes a review section, allowing customers to share their experiences and interact with the business. Businesses can respond to reviews and use the reviews to improve their service.

Businesses can also use their Google Business Profile to make their business more visible in Google search results. Businesses can add photos, videos, and more information to their profile to make it more attractive to customers.

Google Business Profiles are an important part of any business's online presence. It helps customers find the business and provides businesses with an easy way to manage their online presence.

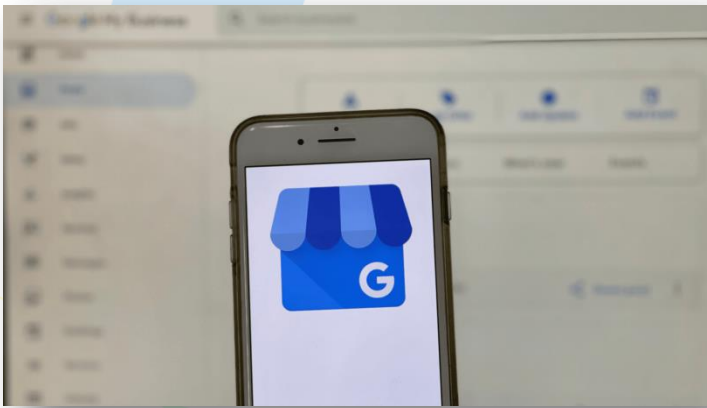
By verifying and editing your business information, you can both help customers find you and tell them the story of your business. With a Google Business Profile, businesses can:

- Create and manage a business profile on Google



- Manage how your business information appears across Google
- Update business information such as hours, contact information, photos, and more
- Connect with customers by sharing news, events, and other timely updates
- Respond to reviews, messages, and customer questions
- Gain insights about how customers are interacting with your business online

So, Google Business Profile basically is way to enhance your business so that people can reach out to you from anywhere in the world.



How does it Work?

Have you ever wondered how Google business works? Whether you're starting up a company or just curious about the inner workings of the Big G, you'll be happy to know it's not as complicated as you might think!

Google offers a wealth of tools and services that make running a business a breeze, from their search engine and advertising programs to productivity



tools like Docs, Sheets, and Slides. With all these options at your fingertips, your business stands to benefit from the wisdom and resources of Google.

By optimally leveraging Google's powerful tools, you can maximize your potential for success in a digital setting. From creating an effective presence on Google Search, Maps, and other elements of the platform, to taking advantage of innovative programs and features, there are a multitude of options for utilizing Google Business for maximum benefit.



You can take the charge of your first impression by highlighting essential information and show what makes your business unique, right on your Business Profile.

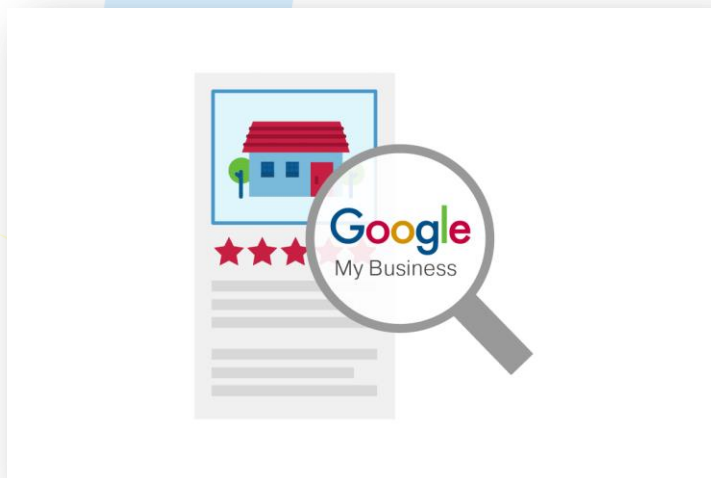
Here are the things that you can do to build your Google Business Profile:

- Add necessary information
- Add Pictures, Logos, and more
- Show everyone your real identity, who you really are and what services do you provide with what intention and agenda.



- Connect with customers with ease by updating them about all the latest updates and changes about your business and services.
- Stay active and respond to their questions actively. Interact with your customers.
- Send and receive direct messages.
- Show your audience that what you can bring to the table.
- Bring traffic to your site by using various tactics like searching the trending keywords by search engine optimization.

Doing these things will make your business looks more reputed, real and professional which will put a great impact on the people reaching out to you.



Show everybody that you're the best in town. In order to do that you'll have to reach out to your customers.

And this can be done in 3 easy ways.

- Claim



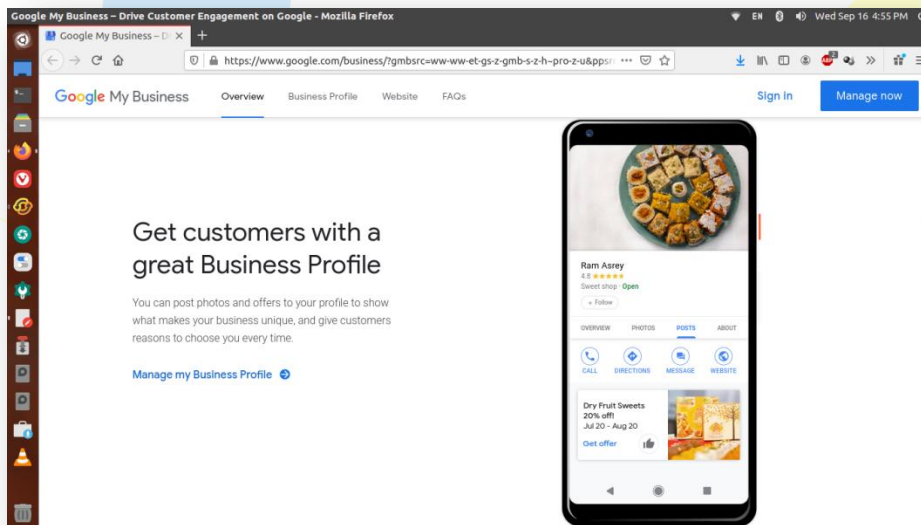
- Personalize
- Manage

Now, you might want to know, how to put an execution to this and do you need any app to download for this?

So, the answer is that NOOO!!!

You don't need any app to maintain a Google Business Profile. You can use the Google Maps app to manage your Business Profile on your mobile device.

And on your desktop, you can manage directly from Google Search in the browser.



Is it Free to Use?

Yes, Google business profile is free to use. It is part of Google Business Profile, which is a free tool that allows businesses to manage their online presence across Google, including Google Search and Maps. You can use it



to create and manage a business profile, control how your business appears across Google platforms, respond to customer reviews, and connect with potential customers.

To create a business profile, you will need to create a Google Business Profile account. You will then be able to add information about your business, such as contact information, hours of operation, and services offered. You can also add photos and videos, post updates, and link to your website.

Once you have created your business profile, you can use it to connect with customers, respond to reviews, manage your online presence, and promote your business. It is also a great way to build trust with potential customers and increase your visibility online.

The image shows a promotional banner for Google Business Profile on the left and a mobile view of a business listing on the right. The banner text reads: "Stand out on Google with a free Business Profile". Below this, it says: "Turn people who find you on Google Search and Maps into new customers with a free Business Profile for your storefront or service area. Personalize your profile with photos, offers, posts, and more." A blue button labeled "Manage now" is at the bottom left of the banner. The business listing on the right is for "Detroit Voltage", an "Electrician in Detroit, Michigan" with a 4.9 star rating from 27 reviews. It includes a photo of a woman in a hard hat, a "REQUEST A QUOTE" button, and the address "400 Monroe St #261, Detroit, MI 48226".



CHAPTER 2

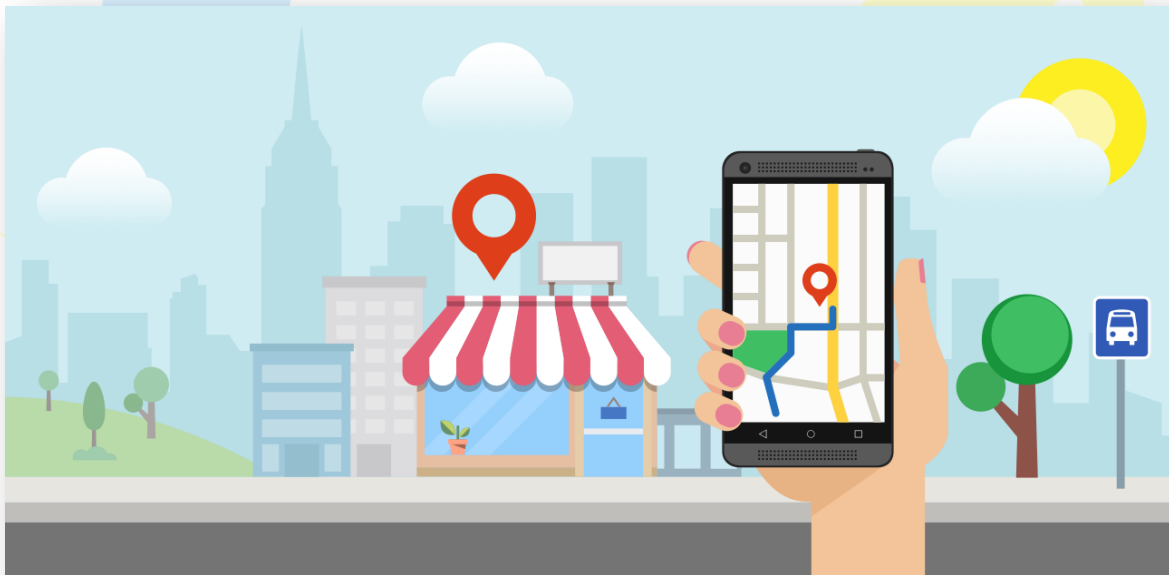


Understanding the Benefits of
a Google Business Profile



Google Business Profile is an incredibly beneficial tool for businesses of all sizes. It allows businesses to create a comprehensive profile about their products and services, and access a range of features to help them connect with potential customers and boost their online presence.

With a Google Business Profile, businesses can showcase their products and services, manage their online reviews, and even advertise through Google Ads. It's a great way to boost visibility and reach potential customers online, and is an essential part of any business' online success. With this guide, we'll explore the benefits of using a Google Business Profile and how to get the most out of it.



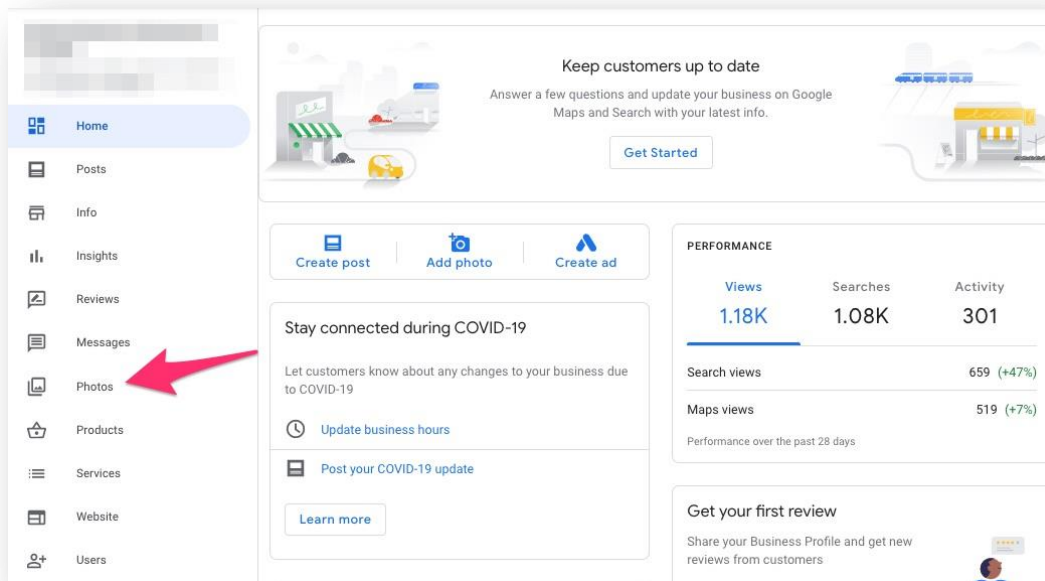
Edit your Listing and Speak for Yourself

To keep your business information on Google correct and up to date, you can edit your Business Profile on Google after it has been verified. To help



potential customers find and learn more about your business, you can change information like your address, hours, contact info, and photos.

If you haven't already, add or claim your business, then verify your Business Profile so it's eligible to show up on Search, Maps, and other Google services.



Here are the steps to edit your profile:

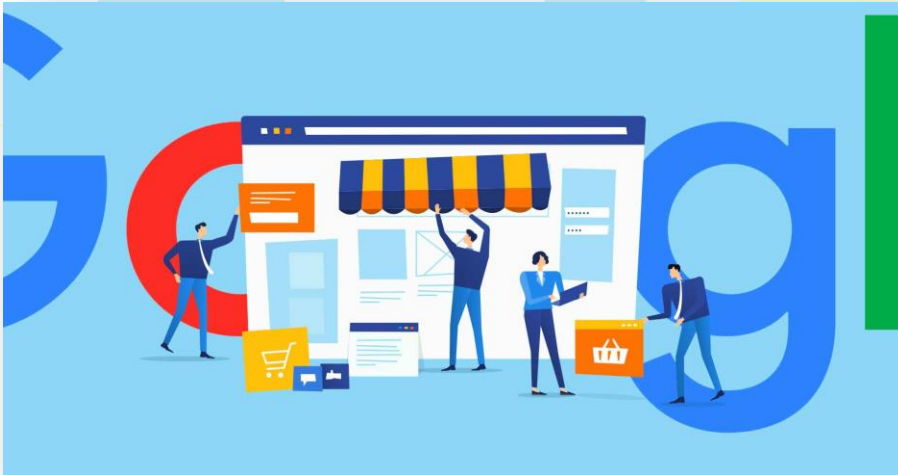
1. Log in to your Google Business page.
2. Select the listing you wish to edit.
3. Scroll down to the “About” section.
4. Select “Edit” next to the field you wish to update.
5. Add or edit the information as desired.
6. Select “Apply” to save your changes.



7. Scroll down to the “Speak for Yourself” section.
8. Select “Write something about your business”.
9. Type in or copy and paste a description about your business that you would like to appear on your business profile.
10. Select “Post” to save your changes.

Finally, make sure to monitor your account regularly and respond to customer reviews and messages as necessary. This will help you stay connected with your customers and build a strong online presence.

The only difference here is that Google My Business had the name listing and now it has been renamed as, “Google Business Profile”, Listing has been changed to Profile.



Practical and easy to manage

Google Business Profile is an incredibly practical and easy-to-manage platform for businesses. It allows businesses to quickly and easily set up



and manage their online presence, from creating a website to managing reviews, to staying in touch with customers.

Businesses can also easily create and manage Google Ads campaigns, optimize their website for search engine optimization (SEO) purposes, and even track their performance metrics.

Furthermore, they can also use the platform to integrate their other digital marketing activities, such as Google Business Profile, Google Analytics, and Google Adwords. All of these features combined make Google Business Profile an incredibly practical and easy-to-manage platform for businesses.

Google Business Profile is practical and easy to manage. Businesses can create and manage their profiles in just a few steps, and they don't require any technical expertise. This means business owners have the freedom to focus on their core business operations without having to worry about managing their profile. Additionally, businesses can link their profiles to other Google services such as Google Maps, helping customers to find and interact with their business.

Finally, Google's powerful tracking and analytics help businesses measure the impact of their profile. For example, businesses can track how many people find them through their profile, how long they stay on their profile, and whether their profile is achieving their goals. This provides invaluable insight into how their profile is performing and how it can be improved.

In conclusion, Google Business Profile is a great tool for businesses to create their online presence and reach potential customers. It is practical and easy to manage, and provides businesses with powerful analytics and insights into their performance and impact. For any business looking to



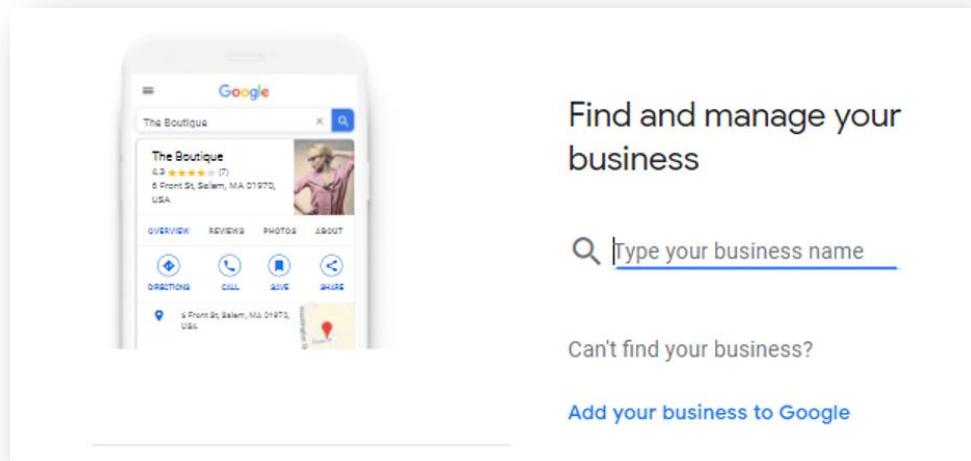
create an effective online presence, Google Business Profile is a great option.

Here we explain how a GBP can be a practical and easy way to manage your business's presence on Google.

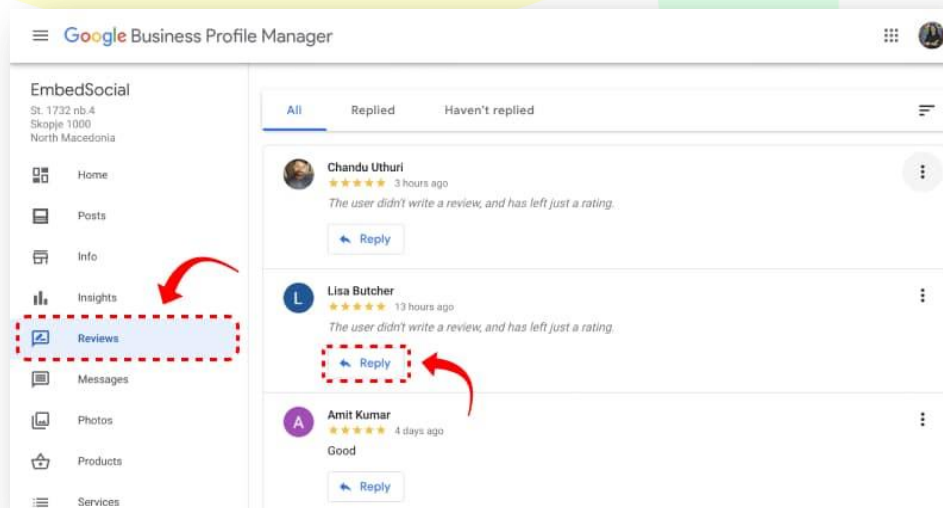
- First, you need to set up a profile page on Google. This page can act as a digital business card and contain important information about your business such as contact details, hours of operation, website, and other relevant information. This information is then synced with Google Maps and search engine results, so users can quickly find your business.



- Once the profile page is set up, the next step is to manage and update the page regularly. This will help ensure that your customers have current information, and that your business's presence is always up-to-date. Google makes this process easier by allowing business owners to make quick updates on the platform, such as adding new pictures, updating contact info, and adjusting hours of operation.

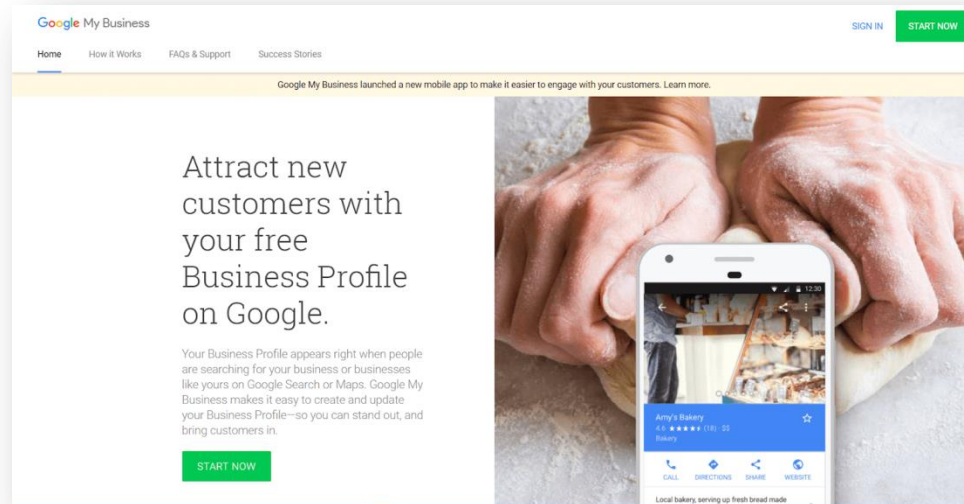


- In addition, GBPs give you the option to respond to reviews left by customers. This serves as a great opportunity for business owners to interact with their customers and show that they're actively involved with their customer's experience. Positive reviews can help boost the visibility of your business, and customers are likely to leave more favorable reviews if they feel like the business is actively responding to their feedback.





- Finally, Google also provides tools to help businesses with marketing efforts. This can include targeted ads, analytics reports, and insights about customer engagement.



Overall, creating and managing a GBP for your business can be a practical and easy way to make sure your business is getting the visibility it needs to reach potential customers. Setting up the page takes only a few steps, and it provides you with the flexibility to make quick updates and respond to customer reviews. Additionally, you can leverage its features to make a variety of marketing efforts, which can help your business succeed in the long run.



Premium options, all for free

The Premium options available for free on Google Business Profiles are designed to help you make the most of your business profile.

Setting up a Google Business Profile is a practical and easy way to manage your business name and presence online. With a few clicks, you can get your business listed on Google and have access to a range of features and tools that can help you attract and engage with customers. And the best part is, it's all free!

Google Business Profile is a great way for you to get your business discovered online. With a single online business profile, you'll be visible in Search, Maps and Google+ and will have the ability to connect with customers and manage your place in the digital world.



Using the free Google Business Profile, you'll have access to a range of core features, including a business description, featured photos, customer reviews and contact information. You can also customize your profile, adding a profile photo (logo) and tagline, as well as categories, business hours, and payment options. What's more, any time you update your profile, customers in the vicinity or those searching for your business's name will stay up to date.

Google Business Profiles offer small businesses a premium option to help them maximize their reach. With the rise of digital marketing, it's important for small businesses to find ways to stay connected to their customers online. Google Business Profiles give them an opportunity to do just that.

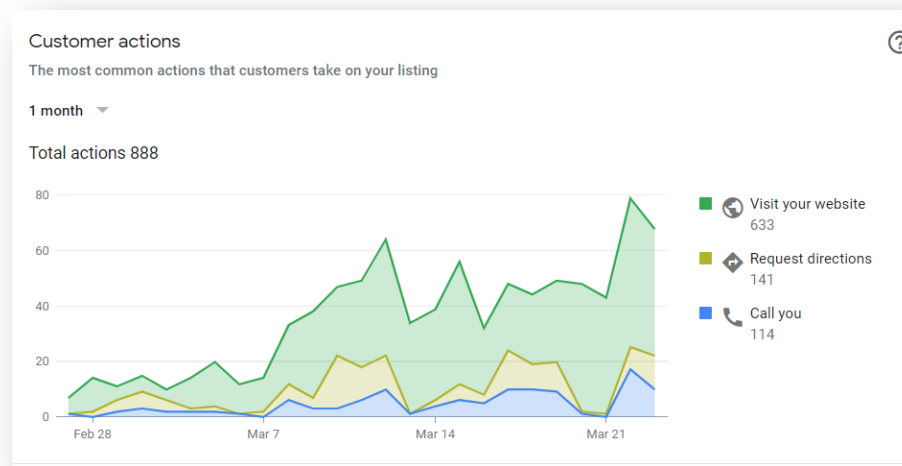
The newly available premium options include company profiles, integrations with third-party applications, more customization options, more analytics, and more control over how the profile looks. These additional features allow businesses to make their online presence even more visible and stand out from the competition.

These are the five premium features that are available on Google Business Profile for free. These features can help businesses optimize their online presence, reach more customers, and gain valuable insights about their customers.

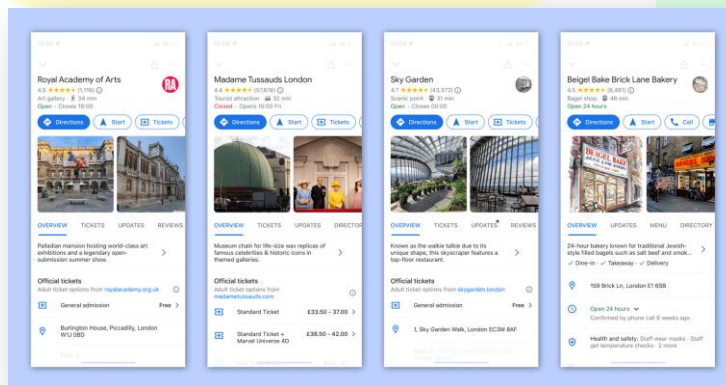
- ✚ The first premium feature on Google Business Profile is Insights. Insights provides businesses with valuable insights about their customers, such as demographic information, engagement rates, and other important metrics. This feature allows businesses to gain a



better understanding of their customer base and how they can tailor their services to meet the needs of their customers.



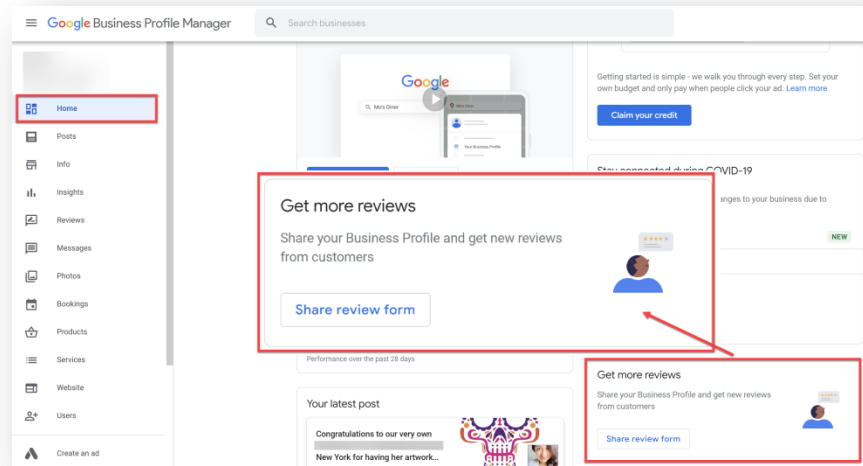
✚ The second premium feature on Google Business Profile is Posts. Posts allow businesses to post content on their profile, such as news, promotions, or other updates. This feature can help businesses engage with their customers and provide them with valuable information about their business.



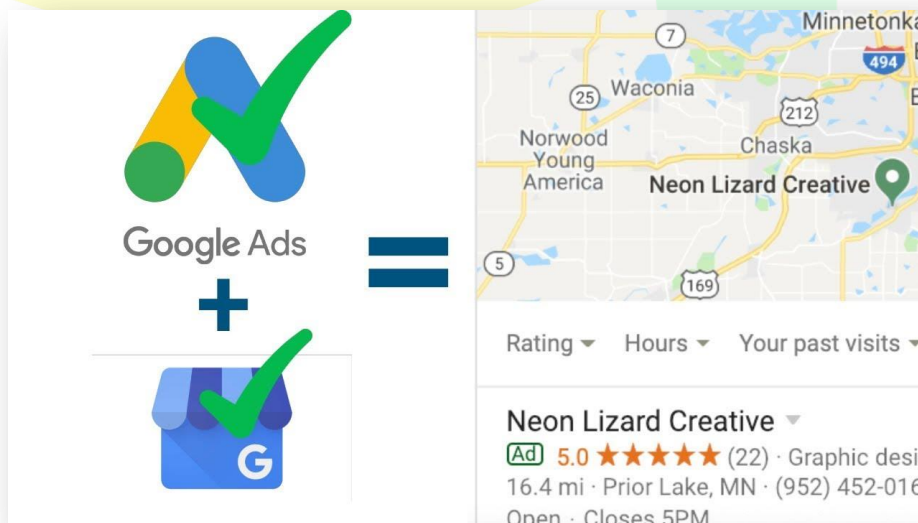
✚ The third premium feature on Google Business Profile is Reviews. Reviews provide customers with a platform to leave feedback about their experience with a business. Reviews are an important part of a



business's online presence, as they can provide potential customers with a more in-depth look at the quality of a business's services.

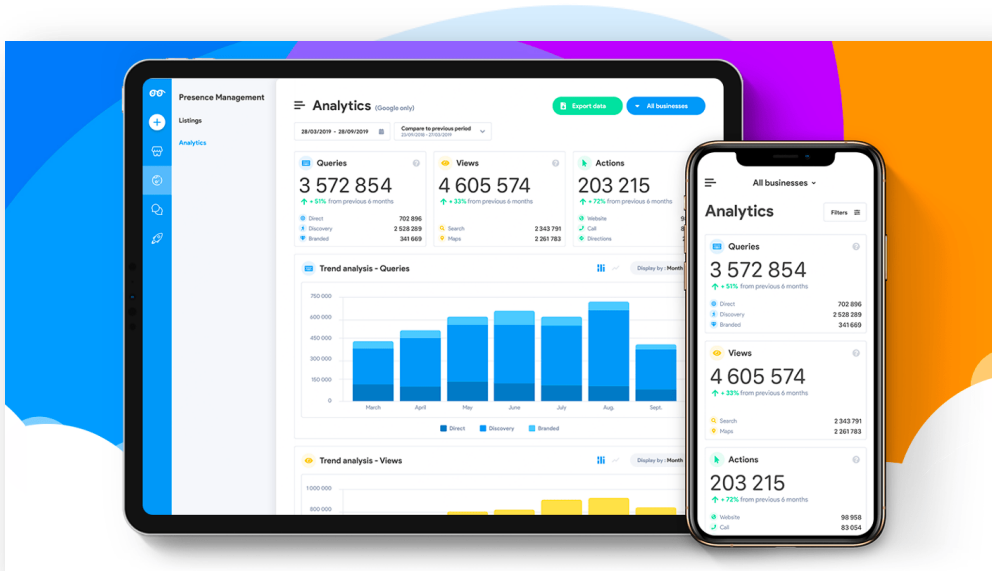


- ✚ The fourth premium feature on Google Business Profile is Ads. Ads allow businesses to reach more customers by targeting them with ads based on their interests. This feature can be extremely useful for businesses looking to target specific customers and increase their online visibility.



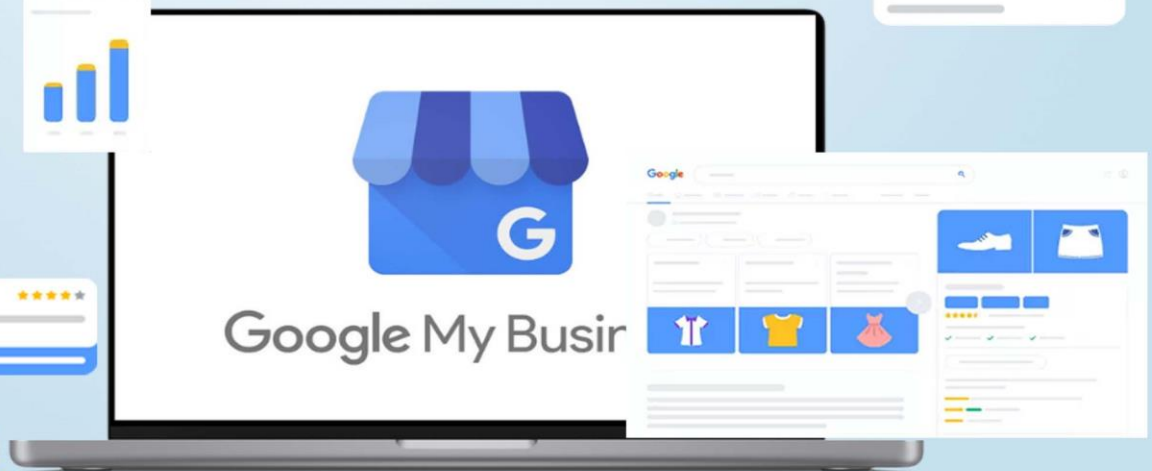
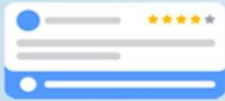


✚ The fifth premium feature on Google Business Profile is Analytics. Analytics provides businesses with detailed information about their website traffic and the performance of their campaigns. This feature can help businesses gain valuable insights into how their online presence is performing and what changes they can make to optimize their online presence.





CHAPTER 3



Getting Started with Google Business Profiles



Creating a Google Business Profile is an essential step in marketing your business online. With a Google Business Profile, you can increase your visibility on the web, connect with customers, and promote your business across Google's network of products and services. It's easy to get started, and it's free! In this guide, we'll explain the key steps to creating a Google Business Profile, so you can get your business up and running in no time.



Setting Up Your Business Profile



The Google Business Profile (GBP) profile is a powerful tool for businesses to use in order to increase visibility and engagement online. It allows you to update customers with important information such as hours, contact information, and reviews. Setting up your business profile on Google is easy and can be completed in a few simple steps.

1. Create an account - Visit the Google Business Profile website and click the 'Sign Up' button. You will need a Google account to sign up.

2. Provide your business information - Enter your business name, address, phone number and website. Make sure these details are accurate and up-to-date as this is how customers find you.

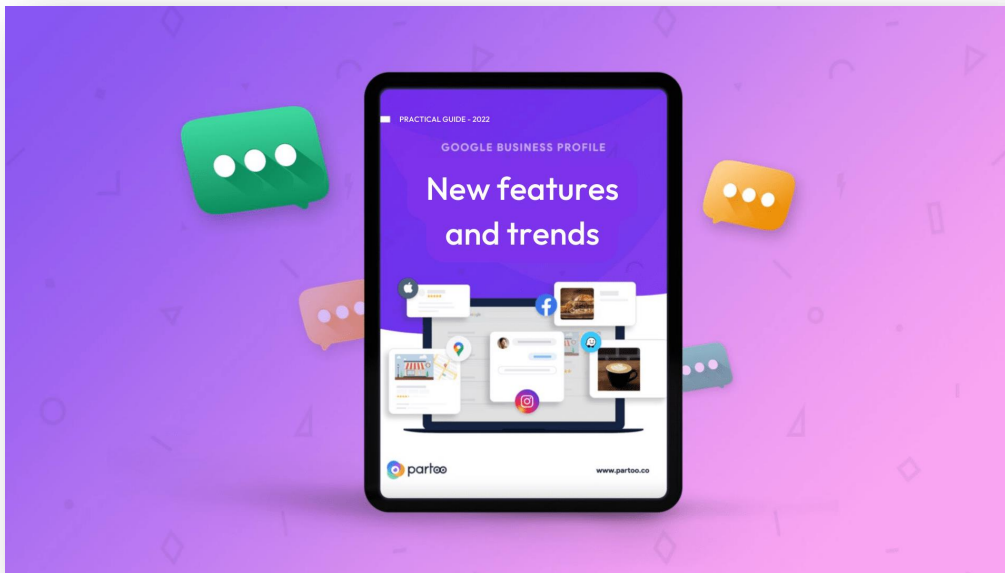
3. Choose your category - Select the category that best describes your business from the list.

4. Add description - Provide a brief description of your business and the services you offer.

5. Add photos - Adding photos of your business, products and services can help customers understand more about your business.

6. Verify your business - Google will ask you to verify your business. This can be done by postcard, phone or email.

Once your business profile has been created, you can manage your profile and update it with new.



Creating a Free Business Listing

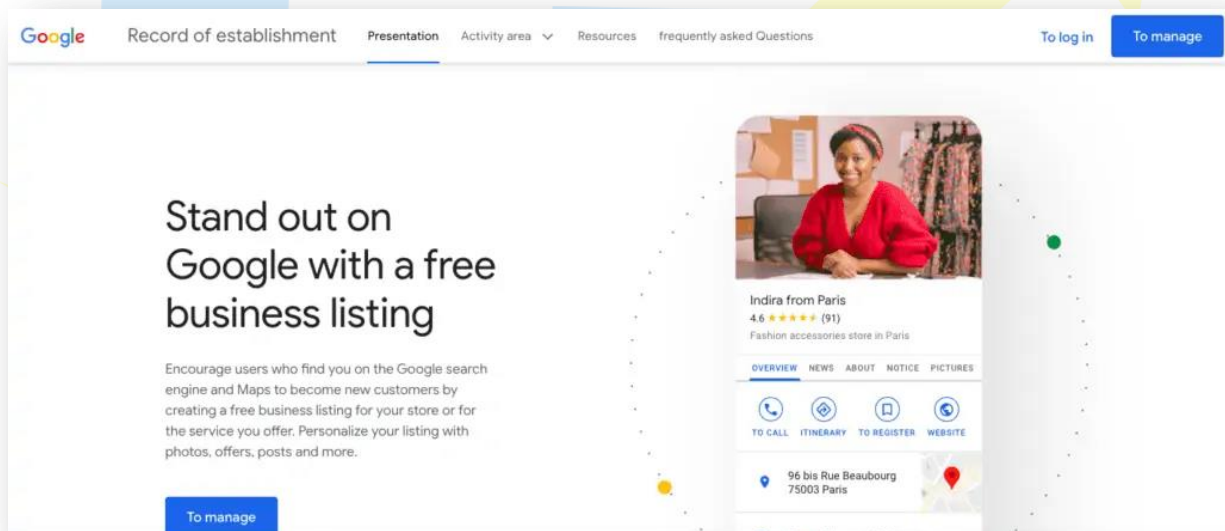
Creating a free business listing on Google Business Profile is a great way to promote your business and help it gain visibility in the online world. Here are the steps to create a free business listing on Google Business Profile:

1. Go to Google Business Profile and click "Manage Now".
2. Enter your business name and click "Next".
3. Enter the address of your business. If you don't have a physical address, you can enter the city where your business is located.
4. Enter your contact information, including your website and phone number.
5. Enter a brief description of your business and add some photos. This will help customers learn more about your business and make it easier for them to find it online.



6. Choose appropriate categories for your business from the list provided by Google.
7. Once you have entered all the necessary information, click “Submit” to finalize your listing.
8. Google will review your listing, and if everything looks good, it will be published in a few days.

Creating a free business listing on Google Business Profile is an easy, effective way to get your business noticed online. It helps customers find your business and can even help improve your ranking in search results. Plus, it’s a great way to connect with potential customers and build relationships.

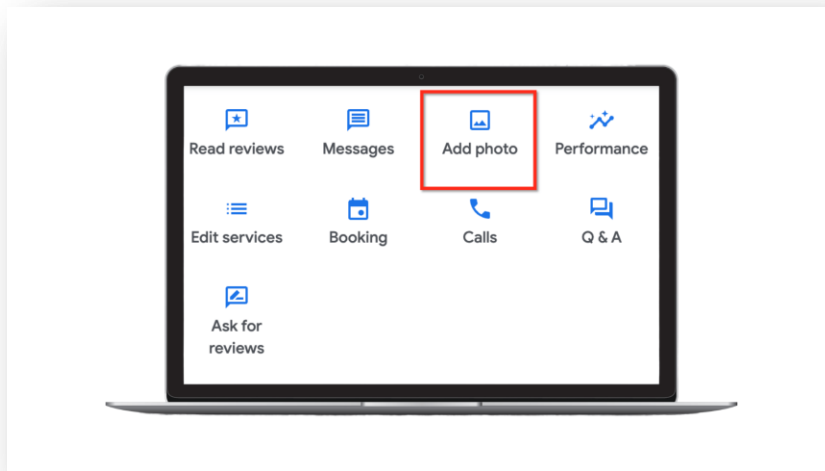


Adding Photos and Videos



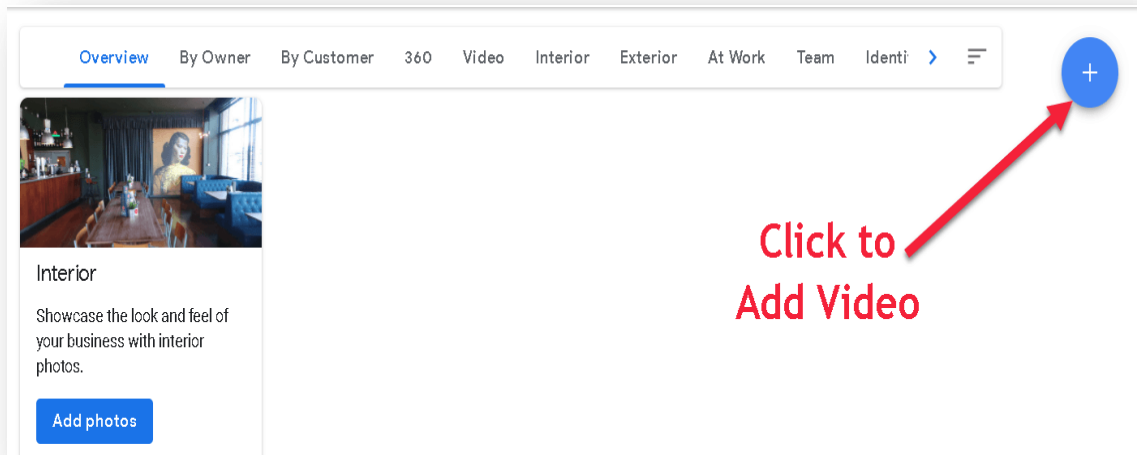
Adding photos and videos to your Google Business Profile is a great way to make your business stand out from the competition and give customers an inside look at your business.

Photos:



1. To add photos to your Google Business Profile, log in to the dashboard, click on the "Photos" tab and select the "Add Photos" option.
2. On the next page, you can either upload photos from your computer, or drag and drop photos from your Google Photos account.
3. Once you've chosen your photos, you'll have the option to add a caption and/or location.
4. When you're finished, click "Save" and your photos will appear on your profile.

Videos:



Click to
Add Video

1. To add videos to your Google Business Profile, log in to the dashboard, click on the "Photos" tab and select the "Add Videos" option.
2. On the next page, you can either upload videos from your computer, or drag and drop videos from your YouTube account.
3. Once you've chosen your videos, you'll have the option to add a title and/or location.
4. When you're finished, click "Save" and your videos will appear on your profile.

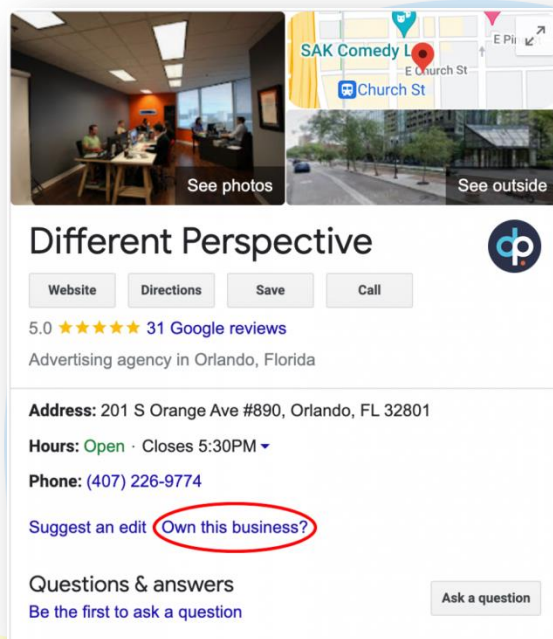
By adding photos and videos to your Google Business Profile, you'll be able to show potential customers what it's like to visit your business and increase your chances of being found in search results.

Managing Your Listing Google Business Profile

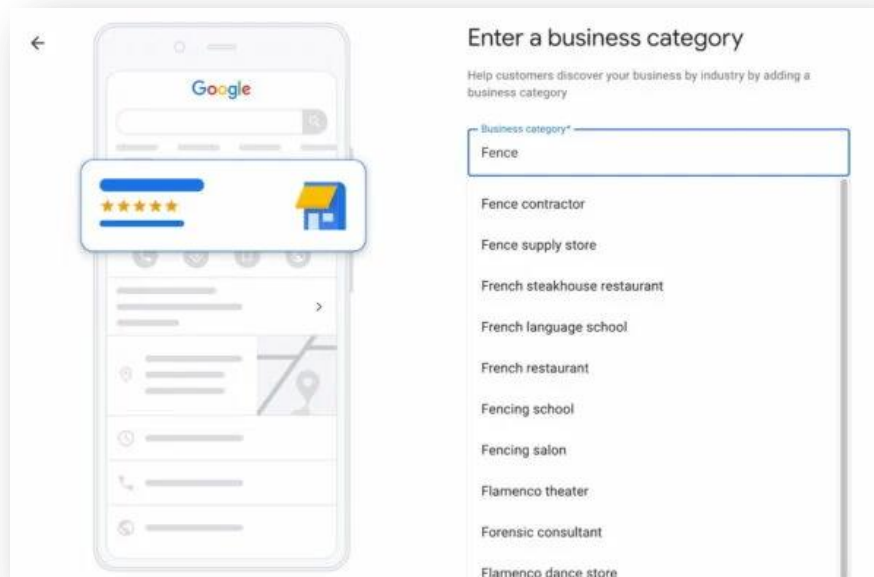
Managing your listing on Google Business Profile is a great way to optimize your online presence, reach more potential customers, and increase your overall visibility. Here are some tips to help you manage your listing:



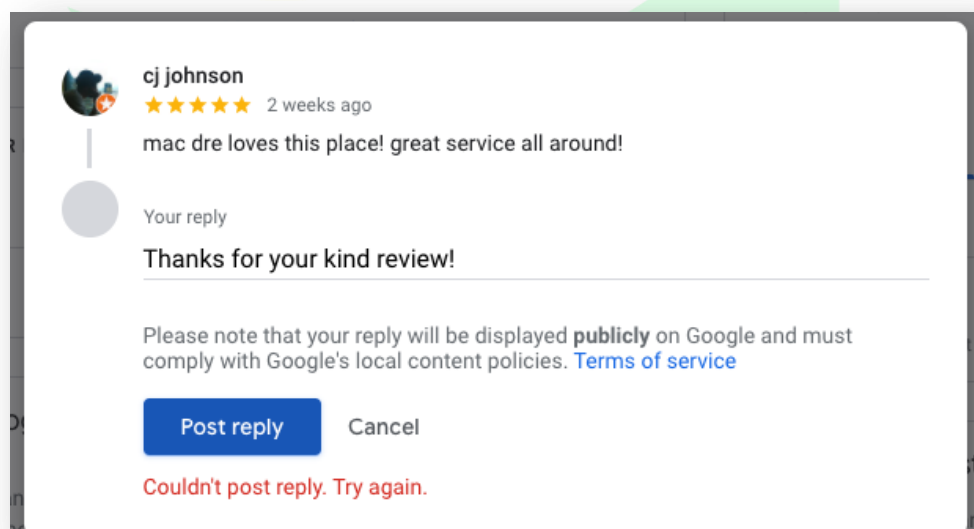
1. **Claim and Verify Your Listing:** The first step to managing your listing on Google Business Profile is to claim and verify it. This will give you access to update your profile, respond to customer reviews, post updates, and much more. To claim and verify your profile, you'll need to provide some basic information about your business, such as your website URL, email address, and phone number.



2. **Keep Your Information Updated:** Once your profile is verified, it's important to make sure your information is up-to-date. You should regularly check your profile to make sure that your contact information, business hours, and other details are correct. Additionally, you should also make sure that your photos, descriptions, and other content are up-to-date.



3. **Respond to Reviews:** Responding to customer reviews is an important part of managing your listing. You should always thank customers who leave positive reviews, and address any negative reviews in a polite and professional manner. This will help show potential customers that you're engaged and take customer feedback seriously.





- 4. Post Updates:** Posting updates to your profile is a great way to keep customers informed of any new products, services, or events you're offering. You can also use updates to highlight any special offers or discounts you're offering.



- 5. Monitor Your Analytics:** Google Business Profile provides analytics that allow you to track how your profile is performing. You can use this data to better understand who is viewing your profile and what actions they're taking. This can help you identify areas where you can make improvements and attract more customers.

Managing your listing on Google Business Profile is an important step in optimizing your online presence. By following these tips, you'll be able to make sure your profile is up-to-date, respond to customer reviews, post updates, and track performance.



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Analytics

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Competitive analysis BETA

ORGANIC REPORTING

Post performance

Best time to publish

Competitive analysis and benchmarking ?

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Type	Carousel alb...	Photo
Posts	1	2
Comments	93	12.5

Select all

-
-
-
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-

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CHAPTER 4



Optimizing Your Google Business Profile



Optimizing your Google Business Profile is essential for businesses seeking to make their presence known online. By optimizing your Google Business Profile, you can reach more potential customers and drive more traffic to your business. With the right strategy, you can ensure that your business is seen and found by the right audience.

Through optimization, you can get your business listed in local search results, increase your visibility, and showcase your business's unique strengths.



With an optimized Google Business Profile, you can also set up reviews and ratings, display photos and videos, and include relevant business information. With the right optimization tactics, your business will be more discoverable and successful.

Using Keywords to Improve Visibility



Your Google Maps listing is an essential marketing tool for your business that is potential weapon for you. It can help your customers to discover by new customers, stand out above competitors, and generate more business—all for free.

But these benefits are really only achievable only if your listing has strong visibility, and just because your business is listed in an area doesn't mean Google will automatically rank it for searches in that area. In fact, proximity is only just one of many factors Google Maps takes into account when ranking business listings.

When it comes to improving visibility on Google Business Profiles, keywords are key. Keywords are important for both search engine optimization (SEO) and user experience. Knowing how to properly use keywords can help you rank higher in search engine results, attract more customers and grow your business.

Here are some tips on how to use keywords to improve visibility on Google Business Profiles.

- **Research the Right Keywords:** The first step to using keywords to improve visibility on Google Business Profiles is to research the right keywords. Consider what potential customers might be searching for when they are looking for your business. Identify the most relevant and popular keywords related to your business and use them throughout your profile.



- **Use Strategic Placement:** Once you have identified the right keywords, it is important to strategically place them. This means placing them in the right places such as titles, headings, descriptions, and structured data. This will help search engines to identify your profile as relevant and help your profile to rank higher in search engine results.



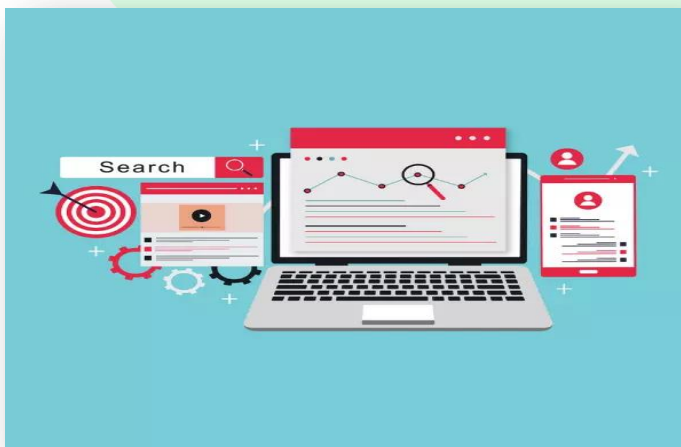
- **Optimize Your Profile:** When creating your profile, make sure to include all relevant keywords. This includes your business name,



products and services, contact information, and more. This will help search engines to identify your profile as relevant and help your profile to rank higher in search engine results.



- **Update Regularly:** It is important to update your profile regularly to stay relevant and increase your visibility. When you update your profile, make sure to use relevant keywords throughout. This will help search engines to identify your profile as relevant and keep your profile up-to-date.





- **Monitor Performance:** The last step is to monitor your profile's performance. This will help you to identify which keywords are working and which ones need to be tweaked or changed. This will help you optimize your profile for the best results.



By using these tips, you can increase the visibility of your Google Business Profile and attract more customers. Keywords are important for both SEO and user experience, and knowing how to properly use them can help you rank higher in search engine results, attract more customers and grow your business.

Claiming and Enhancing Your Profile

Your free Google business listing, your Business Profile, can do more than you think. When properly optimized, it showcases your best features and makes it easy for consumers to use, discover, learn about, and contact your business. But to properly optimize your Business Profile, you need access to



it, and to access it, you need to verify with Google that you are the rightful owner.

Now, you must think that it should be as simple as “step one create, step two claim, and step three verify,” but the process is neither that simple nor that linear—which you must have already figured out by now. That’s because it requires three different Google accounts and two different Google platforms, all of which have very similar names.

Creating a Google Business Profile account and verifying ownership of your business is crucial if you want to provide accurate information, respond to reviews, attract customers, and rank higher in local search—even on the first page.

As we discussed earlier that it involves 2 different Google platforms and 3 different Google accounts, all of which have similar names, and some of which you likely already have.

So, let’s get into it...

- **Google Account:** This one is the free account you create with Google so you can access to Google Docs, Google Drive, Google Photos, Gmail, and more. Many call it their “Gmail account,” but Gmail is just one of the features; you can actually use any email to set up a Google Account.

And in this guide, I’ll use the term “standard Google Account“ to refer to this account type, just to avoid confusion. Most business owners already have two standard Google accounts—one they use for their personal life and one they use for their business.



The screenshot shows the Google Account creation interface. At the top left is the Google logo. Below it is the heading "Create your Google Account". The form includes fields for "First name", "Last name", "Username" (with "@gmail.com" as a placeholder), "Password", and "Confirm". There is a link "Use my current email address instead" and a "Next" button. To the right of the form is a blue shield icon with a person silhouette and a laptop displaying various Google services icons. Below the shield, the text reads "One account. All of Google working for you." At the bottom left of the form area is a "Sign in instead" link.

- **Business Profile:** This is your free business listing on Google that appears on Google Maps, the local results of Google Search, and the right-hand Knowledge Panel of Google Search.





- **Google Business Profile account:** This is the free account you create that gives you a dashboard to manage and enhance your Business Profile.



To verify your business on Google, you have to gain full access to your Business Profile on Google.

The means by which you do this is your Google Business Profile account, which you sign up for using a standard Google Account.

The steps to complete the process are as follows:

- Make sure you have a standard Google Account for your business.
- Make sure you have a Business Profile.
- Create a Google Business Profile account.
- Request to claim your Business Profile.
- Verify ownership of your business.

Now, you're successfully ready to claim and verify your business on Google.



Responding to Reviews

Responding to reviews on Google Business Profile is an important part of managing customer relationships. It's an opportunity to show potential customers that you value customer feedback and are open to hearing constructive criticism.

Here are some tips for responding to reviews on your Google Business Profile:

- 1. Thank the customer for their feedback:** Thank the customer for taking the time to leave you a review. Make sure to personalize the message and thank them for their specific feedback.



- 2. Acknowledge the issue:** Acknowledge the issue that was raised and apologize for any inconvenience or dissatisfaction.



- 3. Offer to help:** If the customer has a specific issue, offer to help them resolve it. If you can't offer a solution right away, let them know that you are looking into it.



- 4. Show appreciation:** Show appreciation for their feedback and let them know that you value their opinion.



5. Respond quickly: Respond to reviews quickly so the customer knows that you are listening.

These tips can help you respond to reviews on your Google Business Profile in a way that shows potential customers that you are responsive, professional, and attentive to customer feedback.



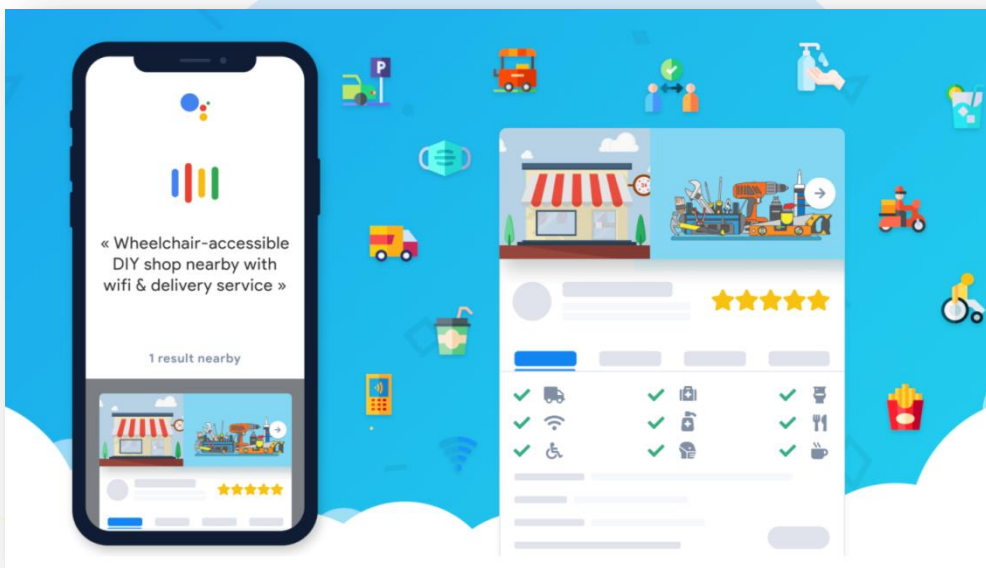
CHAPTER 5



Using Your Google Business Profile to Increase Visibility



Using your Google Business Profile to increase visibility is an effective strategy for businesses of all sizes to improve their online presence. By creating a profile and optimizing it for search engine optimization (SEO), businesses can reach more consumers, build brand awareness, and even gain leads. With the help of a few tips and tricks, you can easily use your Google Business Profile to increase visibility and maximize your online presence.

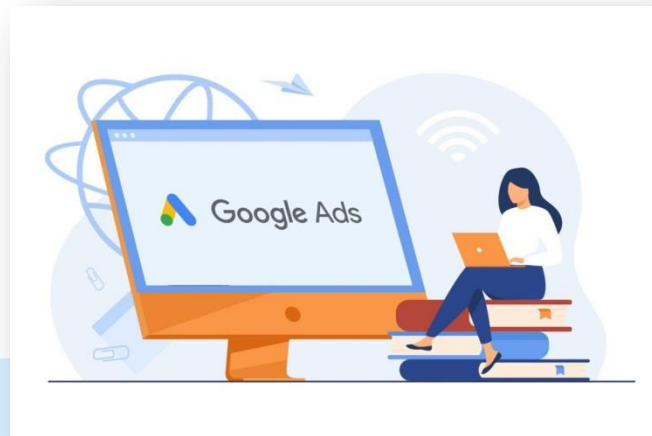


Leveraging Google Ads

Leveraging Google Ads is an effective way for businesses to reach their target audience and increase their visibility online. Google Ads is a pay-per-click (PPC) advertising platform that allows businesses to bid on certain keywords in order to display their ads on Google and its partner sites. The goal of leveraging Google Ads is to drive targeted traffic to a website or landing page, resulting in increased sales or leads.



Google Ads allows businesses to target customers based on their location, interests, and demographics. Businesses can also create different types of campaigns, such as search, display, video, and app ads. By targeting specific keywords and phrases, businesses can ensure that their ads are only seen by people who are actively searching for related products and services.



It also provides businesses with detailed performance data, so they can track the effectiveness of their campaigns. This data can be used to identify which keywords and phrases are generating the most conversions, as well as which ad formats are performing the best. With this data, businesses can optimize their campaigns to get the most out of their Google Ads budget.

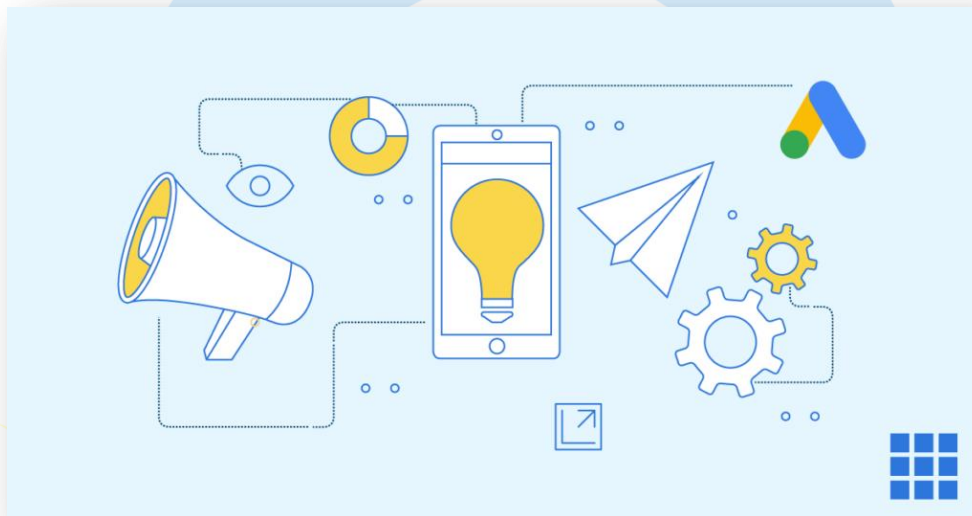
Google Ads is a great way for businesses to reach their target audience and increase their visibility. By leveraging this tool, businesses can capture more leads, drive more traffic to their website, and ultimately increase their sales.

With Google Ads, businesses can create targeted campaigns that reach their target audience. This is done by creating ad groups that are related to specific keywords and topics. Ads can be tailored to different geographical locations, device types, and user interests. Businesses can also set daily budgets and bid amounts, which help them control their spending.



Businesses can use Google Ads to measure their success. The platform provides comprehensive reporting tools, such as click-through rates, cost-per-click, and conversions. This allows businesses to track the effectiveness of their campaigns and optimize them accordingly.

Google Ads also offers tracking and remarketing capabilities. This allows businesses to reach users who have previously interacted with their ads. They can also create ads that are tailored to users based on their browsing history or interests.



By leveraging Google Ads, businesses can increase their visibility and reach their target audience. They can create targeted campaigns, control their spending, and measure their success. With the right strategy, businesses can use Google Ads to drive more traffic and increase their sales.

Utilizing Social Media

Google Business Profile is a free tool that allows businesses to manage their online presence across Google, including Search and Maps. Businesses can



use the platform to create and manage their profile, connect with customers, and track their performance over time.

Businesses can use Google Business Profile to create a profile that is visible on Google Search, Google Maps, and Google+. This profile contains basic information like business name, address, hours, contact information, website, and photos. Businesses can also post updates, answer questions from customers, and share offers and promotions with their followers.

Google Business Profile also has a range of analytics tools that allow businesses to track how their profile is performing. These analytics include insights into how customers are finding the business, how often they are visiting, and how they are engaging with the business. This information can be used to inform decisions about marketing and promotions, as well as to better understand customer needs.

Google Business Profile also allows businesses to connect with their customers. They can respond to reviews, answer questions, and provide customer support. This interaction can help build trust and loyalty with customers, as well as provide valuable feedback on how the business is performing.

Google Business Profile is a powerful tool for businesses to manage their presence on Google and connect with customers. By creating a profile, optimizing content, and tracking performance, businesses can maximize their visibility on Google and better serve their customers.

Google will feature social media profiles on Google Business Profiles (formerly called Google Business Profile) if the profiles are relevant and



prominent. Although social media profiles cannot be directly added to listings, it's possible to control indirectly.

Below written are few steps to add social media on your Google Business Profile:

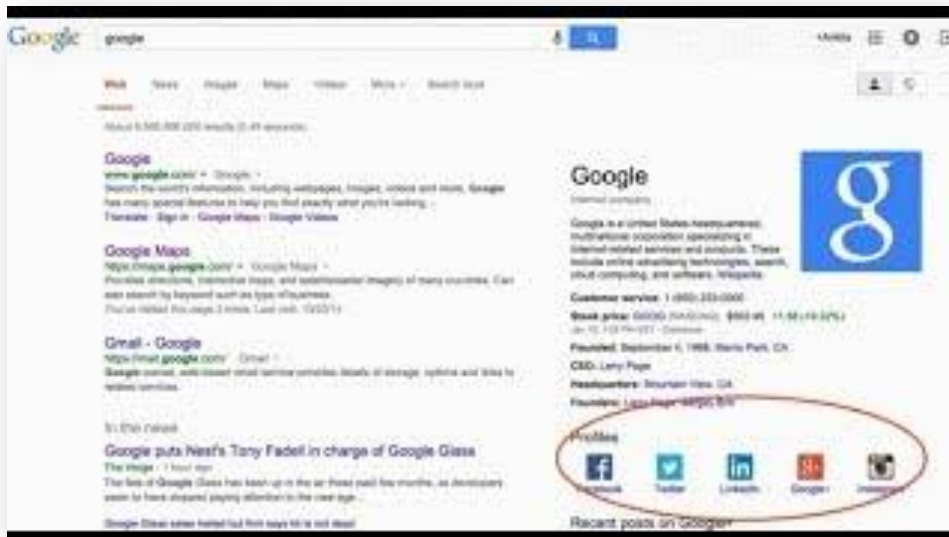
- Add your website link
- Externally link to social media profiles
- Include schema markup on your website
- Grow your audience by promoting posts
- Frequently create quality posts that get engagement
- Add social profile links on other properties

By following these steps, Google will gain confidence that the social profiles belong to your business, recognize the relevance of your social media profiles, and feature them on your Google Business Profile. This includes Facebook, Twitter, Instagram, YouTube, and LinkedIn.

Add your website link - In your Google Business Profile, make sure that the website link points to the homepage or other relevant page on your website.

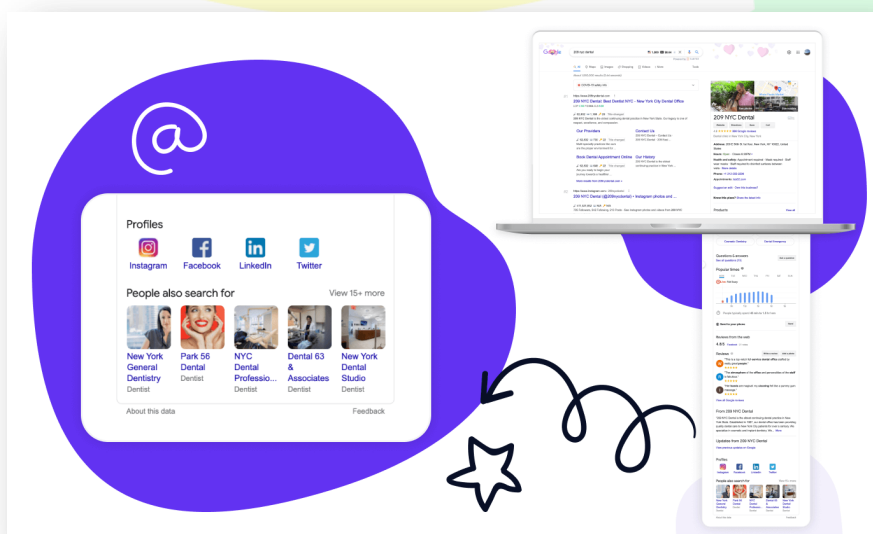
This helps to make sure that Google understands the relationship between your profile and website. This also helps to prepare for the next couple steps.

Also, the website URL should be secure with the https protocol to ensure that your profile has a higher chance of ranking in Google Search & Maps.



Externally link to social media profiles - Once you've added your website to your Google Business Profile, make sure that the website contains external links to your social media profiles.

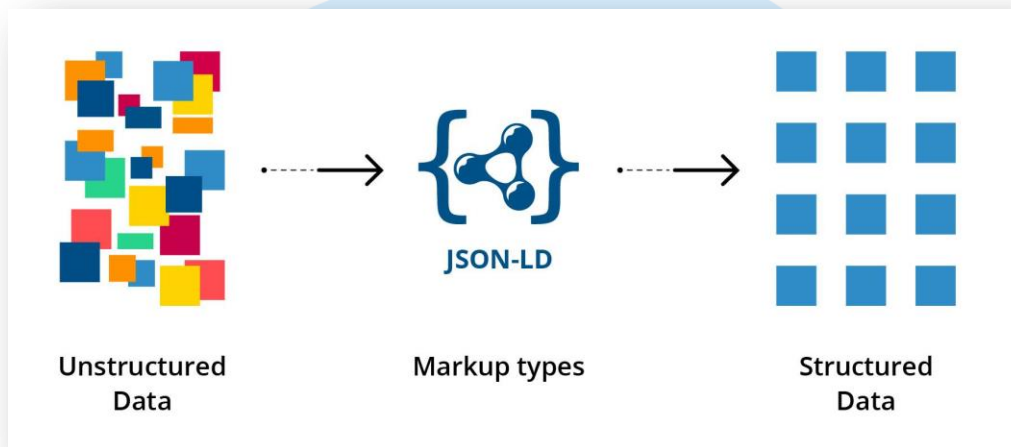
Also, double check to be sure that these links are 100% accurate otherwise, the links will be redirected to 404 error.



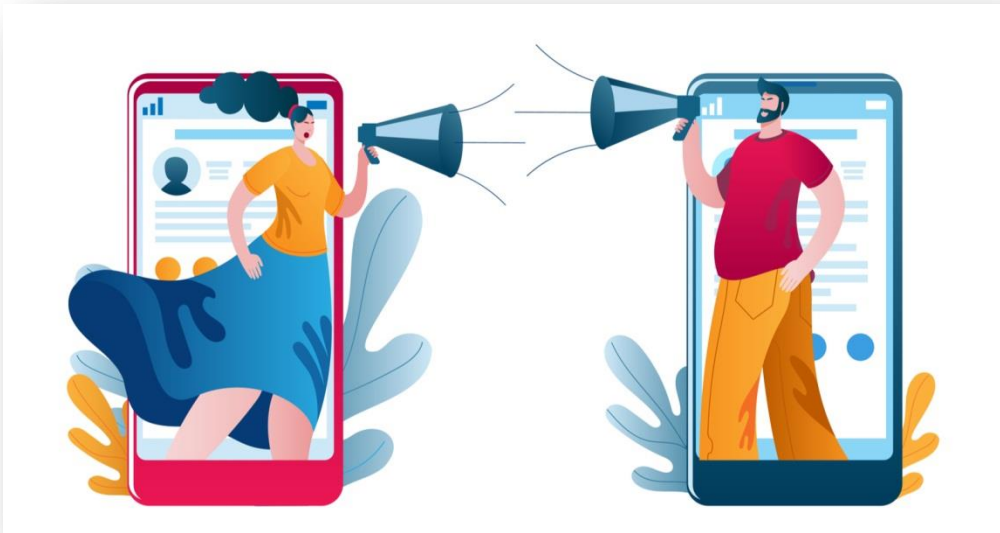


Include schema markup on your website - This step is a technical one, but your website should include Local Schema Markup with the sameAS property for all of your social media profiles.

The markup should be added to the head section of the website. Once indexed, search engines will have a clearly defined connection between your website, Google Business Profile, and social media profiles.

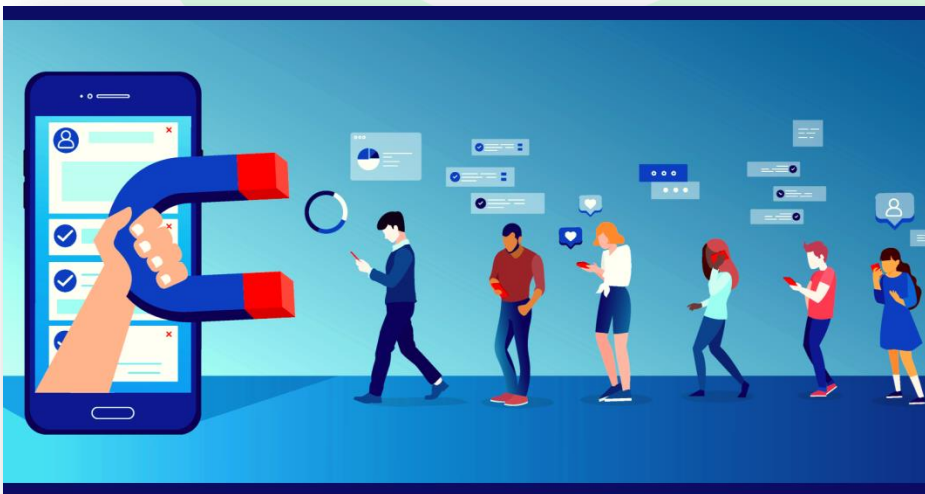


Grow your audience by promoting posts - Google typically only features social media profiles that are relevant, meaning they have to be active with a following. This can be challenging for new businesses, but Facebook & Instagram ads can help quickly grow an audience by promoting appealing offers.



Frequently create quality posts that get engagement – Create quality post that should be engaging so that it can hold enough potential to engage and drive traffic to your site.

It could be a difficult task for many people but it's very crucial and necessary too to build a following and engagement to make sure the Google knows your profiles are relevant.





Add social profile links on other properties - It's important that your social profiles are linked to each other across the web. Many local citations and social media profiles allow you to add links to other social media profiles.



Integrating with Other Platforms

Integrating with other platforms on Google Business Profile allows businesses to connect their services and products with a range of different networks, including Google Ads, Google Analytics, Google Business Profile, Google Maps and more. This allows businesses to reach a wider audience and increase their visibility online.

Integrating with Google Ads allows businesses to create targeted campaigns and reach potential customers who are interested in their services or products. This is done by creating ad campaigns that are tailored to the specific needs of the business and its target audience. For example, a

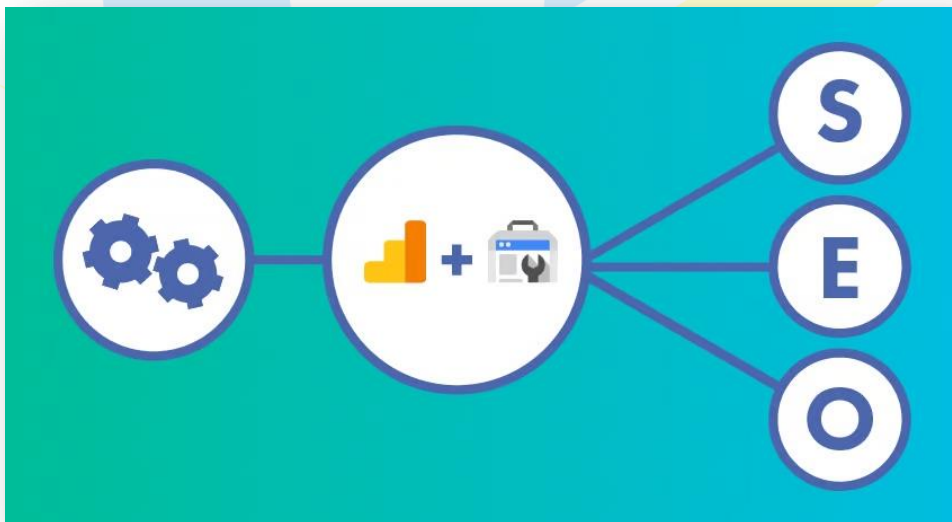


business may create an ad campaign that specifically targets potential customers based on their location or interests.



Google Ads

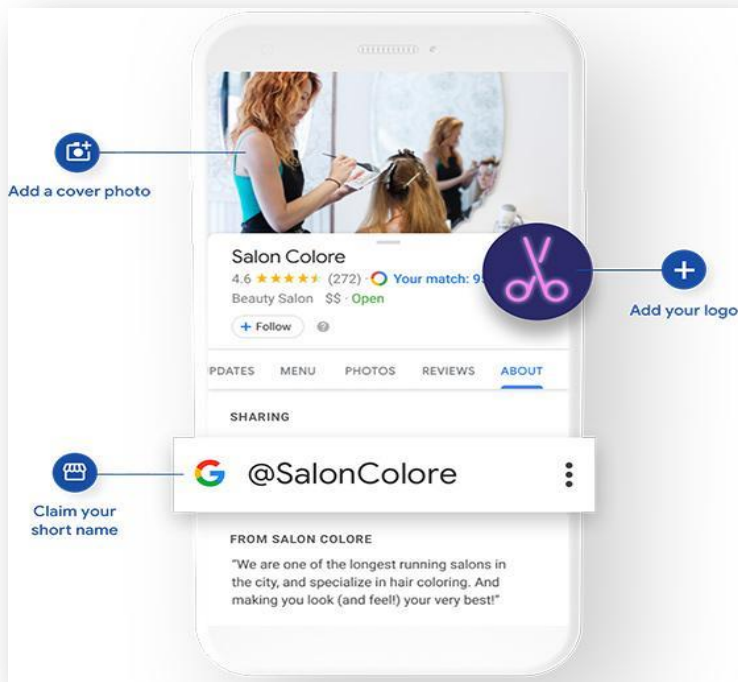
Integrating with Google Analytics allows businesses to track their performance, such as website visits, clicks, conversions, and more. This helps businesses to identify areas of improvement and understand the effectiveness of their campaigns. Additionally, businesses can use this information to optimize their campaigns and increase their ROI.



Integrating with Google Business Profile allows businesses to create a profile page that is visible to customers when they search for the business



on Google. This page contains important information about the business, such as contact details, hours of operation, and more. This allows customers to easily find and contact the business, as well as get an insight into what the business provides.

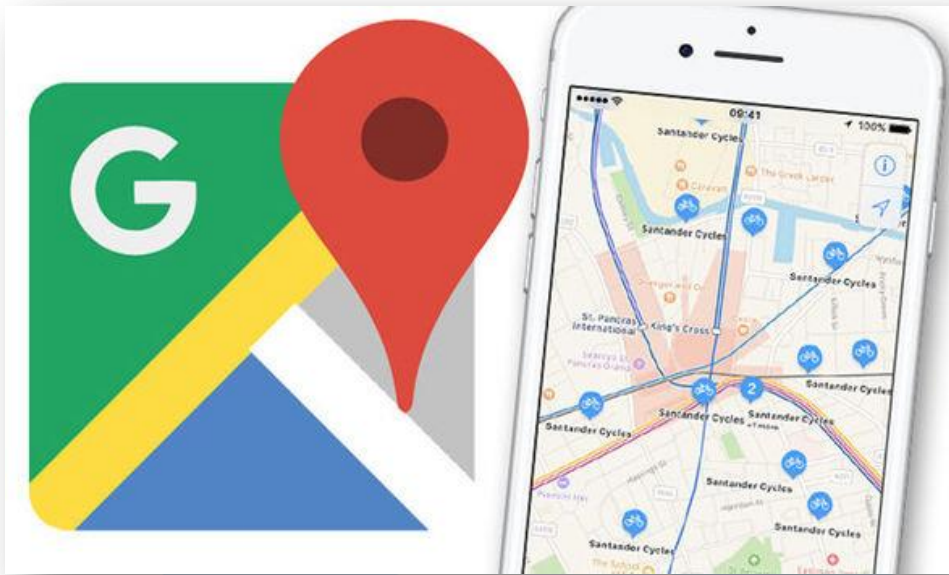


Integrating with Google Maps allows businesses to create detailed maps that show their location, as well as other nearby businesses and points of interest. This helps potential customers to easily find the business and visit it. It also helps businesses to stand out from the competition and increase their visibility.



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Integrating with other platforms on Google Business Profile allows businesses to reach a wider range of customers and increase their visibility online. This helps businesses to increase their ROI and build their brand presence.

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GoogleTM Business Profile

CHAPTER 6



Leveraging Google Business Profiles for SEO



Google Business Profiles can be a powerful tool for businesses to improve their search engine optimization (SEO). By creating a profile on Google, businesses can make sure their business is easily found by potential customers. Google Business Profiles enable businesses to provide detailed information about their business, such as contact details, hours of operation, products or services offered, and even photos and videos.



This information can then be used to help customers find businesses, as well as to boost a business's visibility in search engine rankings. In this article, we will discuss how businesses can leverage Google Business Profiles to maximize their SEO efforts.

Link Building



Link building on Google Business Profile is an effective way to increase visibility and improve visibility in the search engine results pages (SERPs). It involves creating backlinks from other websites to your Google Business Profile, which can help to improve your website's ranking in the search engine results.

Link building on Google Business Profile is an important part of search engine optimization (SEO) and can help to drive traffic to your website. By creating backlinks from other websites to your profile, you can build a network of links that will help to increase your website's ranking in the SERPs.

When creating backlinks to your Google Business Profile, it is important to ensure that the links are relevant to the content of your profile. This will help to ensure that the links are viewed as authoritative by search engines and will help to improve the visibility of your profile in the SERPs. Additionally, it is important to ensure that the backlinks are from high-quality websites with content related to your profile.

When creating backlinks to your profile, it is important to use anchor text that is relevant to your profile. This will help to ensure that the backlinks are seen as authoritative by search engines and will help to improve the visibility of your profile in the SERPs.

Link building on Google Business Profile is an important part of SEO and can help to drive more traffic to your website. By creating backlinks from other websites to your profile, you can help to improve the visibility of your profile in the search engine results. Additionally, it is important to ensure that the backlinks are from high-quality websites with content related to



your profile, and that the anchor text is relevant to the content of your profile.

Optimizing Your Profile

Optimizing your Google Business Profile is the key to getting the most out of your business's presence on Google.

The more information you add to your profile, the more visibility and engagement you will get from your customers. Here are some tips for optimizing your profile:

- 1. Choose a high-quality profile picture** - This will help customers easily identify your business, and will make your profile look more professional.
- 2. Add accurate and up-to-date information** - This includes your business name, address, hours of operation, contact information, and more.
- 3. Include links to your website, blog, and other relevant online resources** - This will help customers find more information about your business.
- 4. Add photos and videos to your profile** - This will give customers a better idea of what your business looks like and what services you offer.
- 5. Provide customer reviews on your profile** - This will give potential customers an idea of how satisfied your current customers are with your services.



6. Use keywords to help customers find your business - This will make your business easier to discover when customers search for related terms.

7. Post regular updates to your profile - This will help keep customers informed about new products, services, and events.



By following these tips, you can ensure that your Google Business Profile is optimized for maximum visibility and engagement. Optimizing your profile can help you reach more customers and improve your business's online presence.

Utilizing Structured Data

Utilizing structured data on Google Business Profile is a great way to make sure that your business is easily discovered and understood by those who are searching for it. Structured data allows businesses to provide more



detailed information about their products and services, in an organized and structured way. This data is then used by Google to better understand and rank a business in search engine results.

Structured data is an HTML markup language that can be used to provide more detailed information about a business's products and services. This information can include the types of services offered, pricing, contact information, hours of operation, and more. By using structured data, businesses can make sure that the information they display on their Google Business Profile is up to date and accurate.

When setting up structured data on Google Business Profile, businesses should ensure that they are using the correct vocabulary and syntax for the type of information they are providing. Additionally, businesses should ensure that their information is accurate and up to date, to ensure that Google is able to accurately rank their business in search engine results.

By utilizing structured data on Google Business Profile, businesses can make sure that their services and products are easily understood and found by potential customers. This can help to increase visibility and engagement with customers, leading to increased sales and conversions.



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Structured Data

Unstructured Data

VS

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CHAPTER 7



Integrating Google Business Profiles with Your Website



In today's digital age, having a strong online presence is crucial for any business. One way to boost your visibility online is by creating a Google Business Profile, which provides valuable information about your business, such as contact details, business hours, and customer reviews, to potential customers who are searching for your products or services. However, simply having a Google Business Profile may not be enough to attract and retain customers.



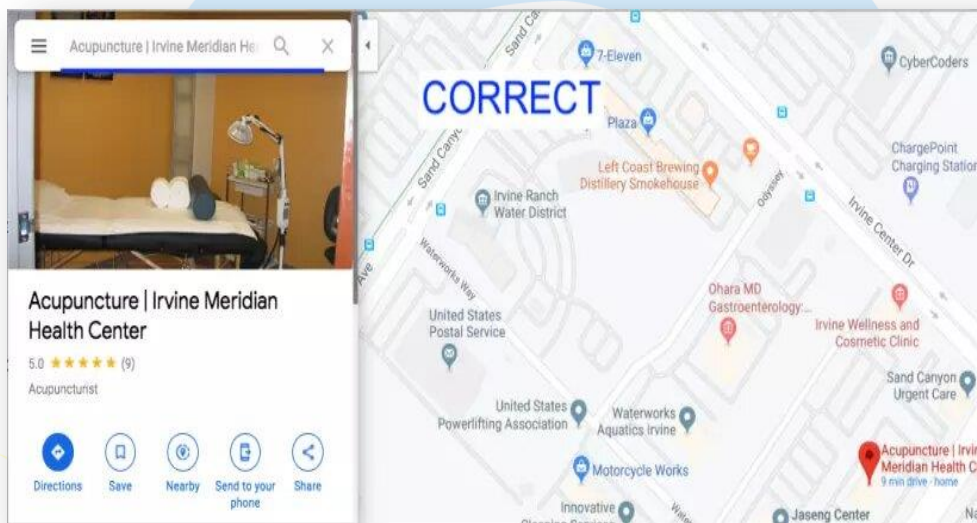
To maximize the benefits of your profile, you can integrate it with your website to provide a seamless user experience and improve your search engine rankings.



In this chapter, we will explore the benefits of integrating your Google Business Profile with your website and provide tips on how to do it effectively.

Embedding Your Profile

Embedding your Google Business Profile on your website can help you showcase your business's information and reviews directly to your website visitors.



It allows your potential customers to access your Google Business Profile information and reviews without having to leave your website, improving the user experience and potentially increasing conversions.

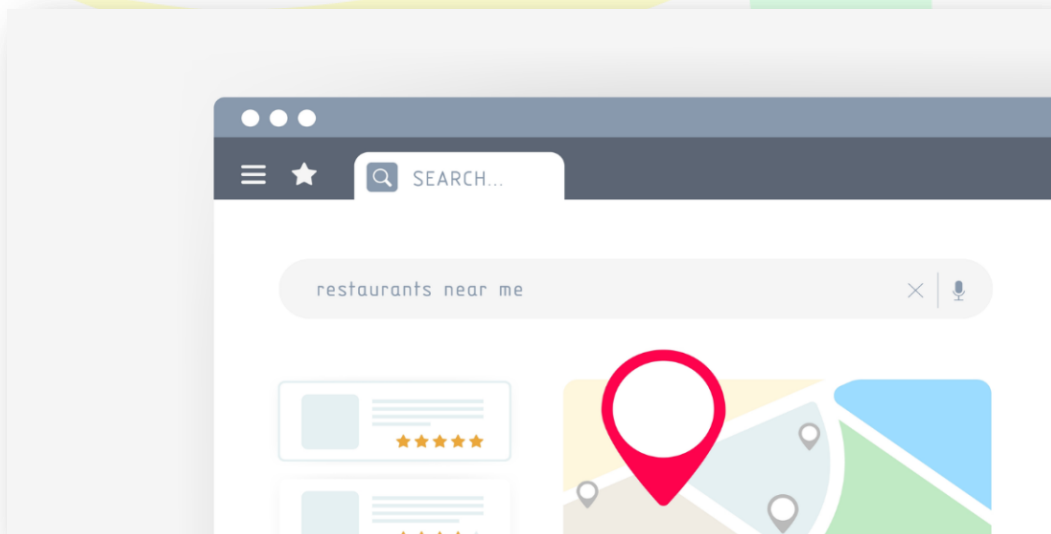
To embed your Google Business Profile on your website, follow these steps:

1. Go to your Google Business Profile dashboard and click on "Info" from the left-hand menu.



2. Scroll down to the "Add profile short name" section and create a custom short name for your profile. This will make it easier for customers to find your profile.
3. Go to the Google Developers' Place ID Finder tool and enter your business name and location. This will generate a Place ID for your business.
4. Copy the Place ID and paste it into the following URL:
`https://www.google.com/maps/embed/v1/place?key=YOUR_API_KEY&q=place_id:PLACE_ID`. Replace "YOUR_API_KEY" with your Google Maps API key, and replace "PLACE_ID" with the Place ID you generated in step 3.
5. Copy the entire URL and paste it into your website's HTML code, where you want the embedded map to appear.

Once the map is embedded on your website, visitors will be able to view your business's location, contact information, business hours, and reviews.



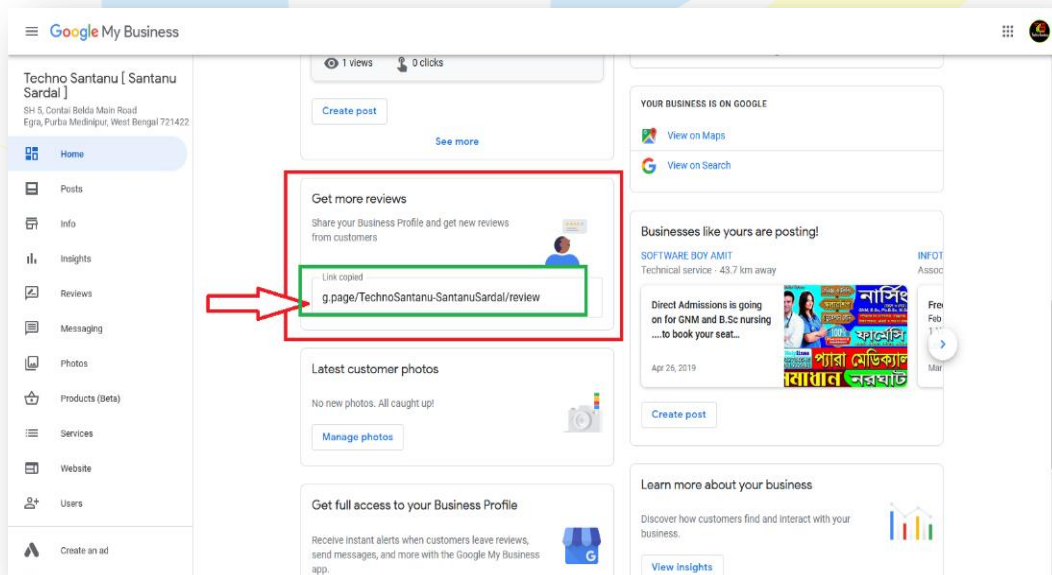


Additionally, the embedded map will be interactive, allowing visitors to zoom in and out and explore the surrounding area.

Embedding your Google Business Profile on your website is a simple but effective way to improve your online presence and attract more customers. By providing easy access to your business information and reviews, you can build trust with your audience and increase the likelihood of them choosing your business over competitors.

Linking to Your Profile

Linking to your Google Business Profile from your website is another effective way to promote your business and increase your online visibility.



By including a link to your profile, visitors can easily access your business information and reviews with just one click.



Here are the steps to link to your Google Business Profile:

1. Go to your Google Business Profile dashboard and click on "Info" from the left-hand menu.
2. Scroll down to the "Add profile short name" section and create a custom short name for your profile.
3. Go to your website's content management system (CMS) or website builder and navigate to the page where you want to add the link.
4. Highlight the text or image that you want to use as the link and click the hyperlink button.

5. Paste the URL for your Google Business Profile into the hyperlink field.

The URL should be in the format:

```
https://www.google.com/search?q=YOUR_BUSINESS_NAME&oq=YOUR  
_BUSINESS_NAME&aqs=chrome.o.35i39j0l2j46j69i60j69i65l2j0l2.4889j  
1j7&sourceid=chrome&ie=UTF-  
8#lrd=oxYOUR_BUSINESS_LOCATION_ID%3AoxYOUR_BUSINESS_L  
OCATION_ID&trex=m_t:lcl_akp,rc_f:nav,rc_ludocids:YOUR_BUSINESS  
_LOCATION_ID,rc_q:YOUR_BUSINESS_NAME,ru_q:YOUR_BUSINESS  
_NAME
```

6. Replace "YOUR_BUSINESS_NAME" with your business name and "YOUR_BUSINESS_LOCATION_ID" with your business location ID. You can find your business location ID by searching for your business on Google Maps and copying the number that appears at the end of the URL.

7. Click "OK" to save the hyperlink and test the link to make sure it works.



By linking to your Google Business Profile, you can drive more traffic to your profile and improve your search engine rankings. Additionally, it's a simple way to provide valuable information to your website visitors and build trust with potential customers.

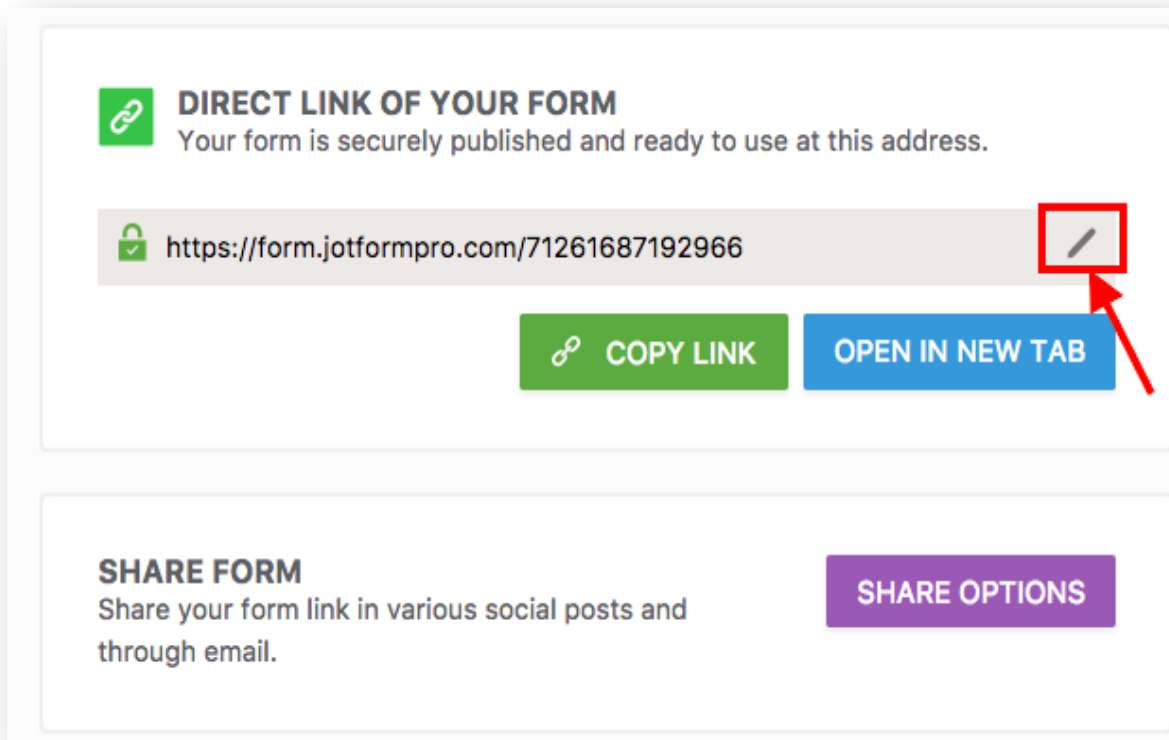


In conclusion, linking to your Google Business Profile from your website is an easy and effective way to boost your online presence and attract more customers. Follow these steps to add a link to your website and start reaping the benefits today!

Creating a Custom URL

Creating a custom URL for your Google Business Profile is a great way to make it easier for people to find and remember your profile.

Instead of a long and complicated URL, a custom URL is shorter, more memorable, and can be branded with your business name.



Here are the steps to create a custom URL for your Google Business Profile:

1. Go to your Google Business Profile dashboard and click on "Info" from the left-hand menu.
2. Scroll down to the "Add profile short name" section and create a custom short name for your profile. This short name will be part of your custom URL.
3. Go to the Google Business Profile custom URL page by clicking on the "Create URL" button next to "Add profile short name."
4. Review the terms and conditions, and if you agree, click "Continue."



5. You will see a list of custom URLs that you can choose from. Click on the one that you want to use, or click "Request a different one" to suggest a new custom URL.

6. If you choose a custom URL that is available, you will be asked to confirm that you want to use it. Click "Confirm" to finalize your custom URL.

Once your custom URL is approved, it will be visible on your Google Business Profile, and you can start using it to promote your business.

Creating a custom URL for your Google Business Profile can help you stand out from the competition and make it easier for customers to find your profile. It can also improve your search engine rankings and help you build brand recognition.





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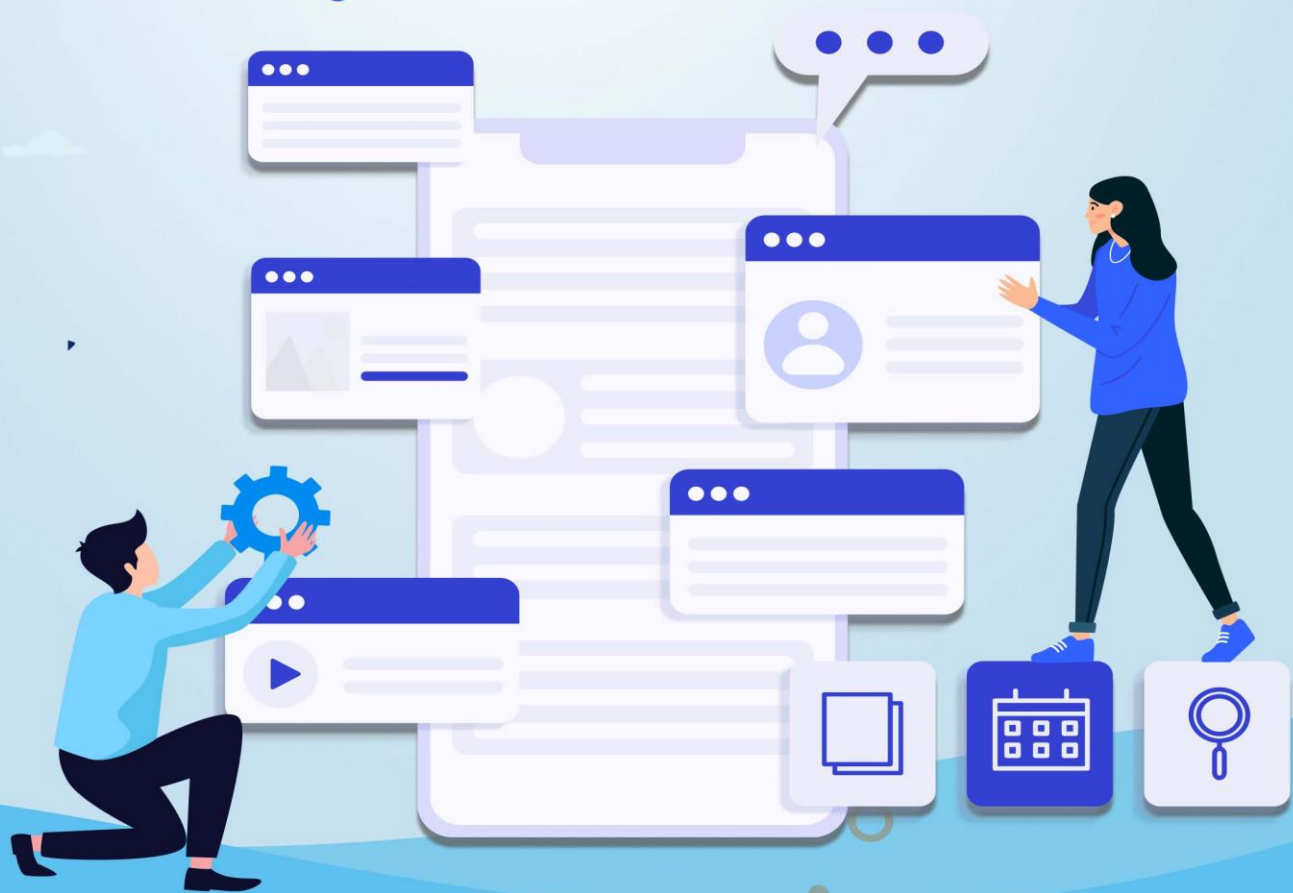
In conclusion, creating a custom URL for your Google Business Profile is a simple and effective way to enhance your online presence and attract more customers. Follow these steps to create your custom URL and start reaping the benefits today!



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GoogleTM Business Profile

CHAPTER 8



Maintaining Your Google Business Profile



Maintaining your Google Business Profile is essential for attracting new customers, improving your online reputation, and ensuring your business information is up-to-date and accurate.

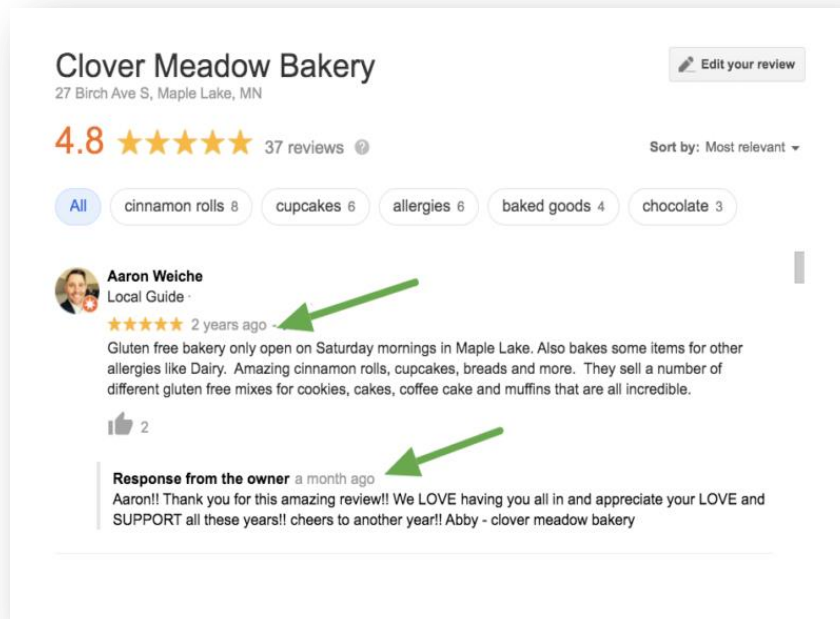
Here are some ways to maintain your Google Business Profile:

- **Keep your business information up-to-date**



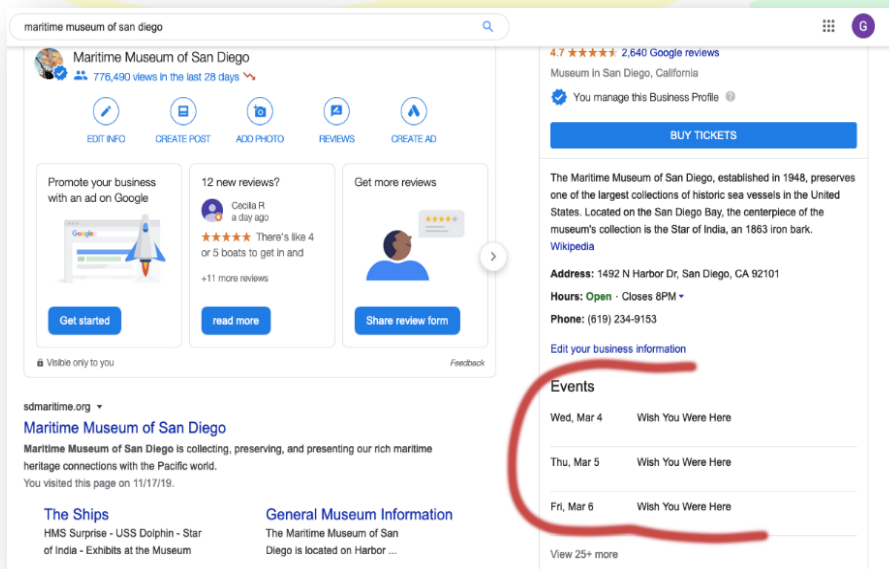
Make sure your business name, address, phone number, hours of operation, and website URL are accurate and up-to-date.

- **Respond to customer reviews**



Responding to positive and negative customer reviews shows that you value your customers and are committed to providing excellent customer service.

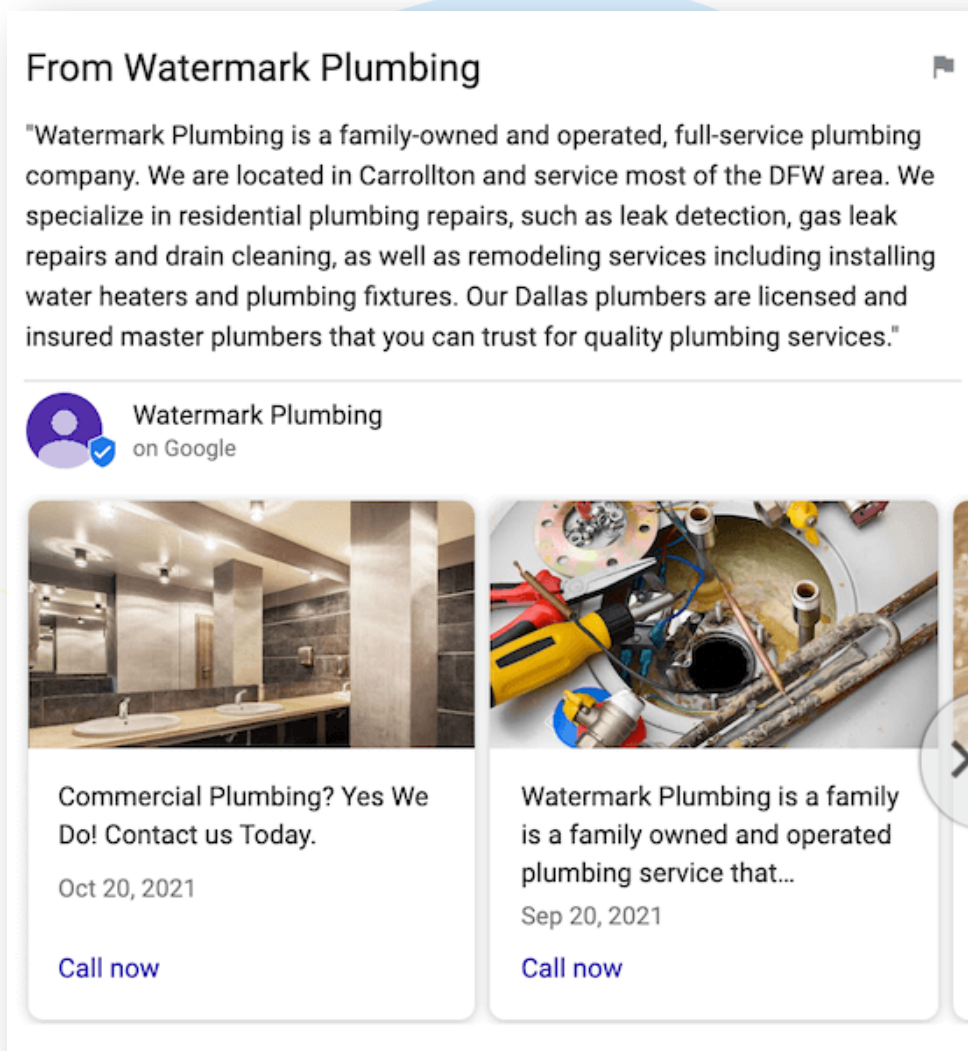
- **Post regular updates**





Regular updates about your business, such as new products or services, upcoming events, or special promotions, can help keep customers engaged and informed.

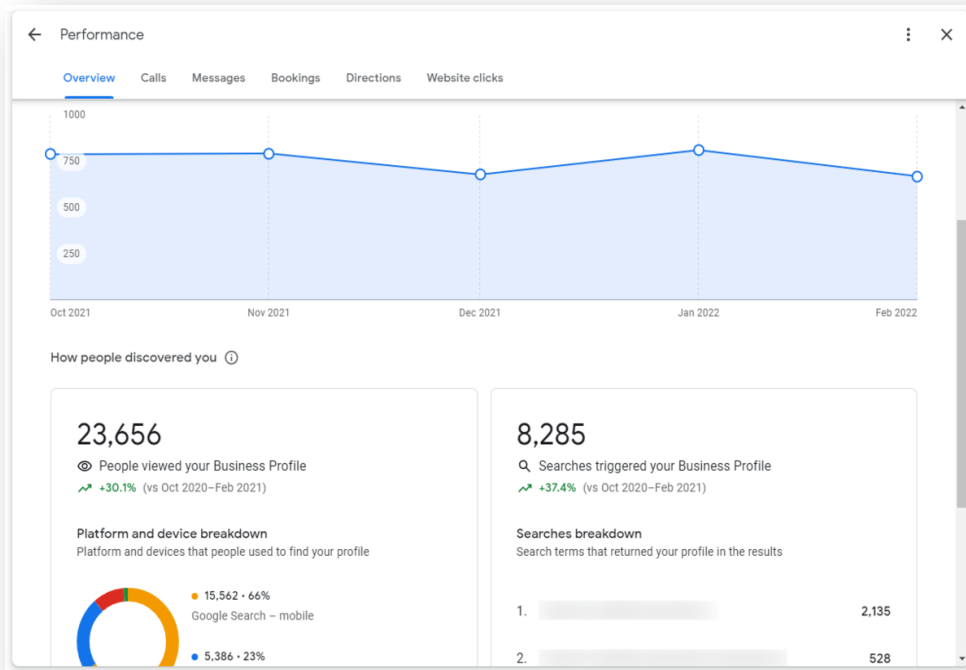
- **Use high-quality photos**





Use high-quality photos to showcase your business and its products or services. This can attract new customers and positively impact those who find your business online.

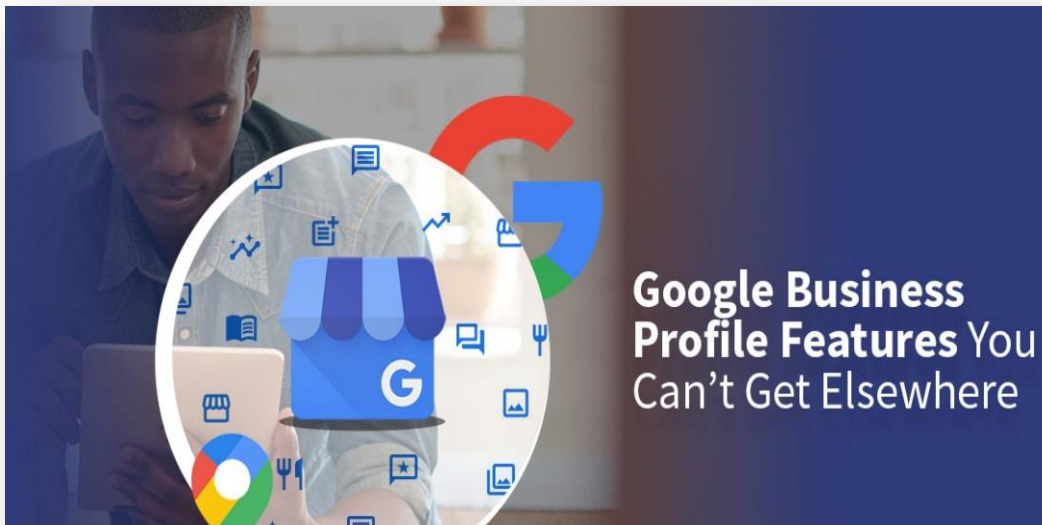
- **Monitor your profile for accuracy**



Regularly monitor your profile to ensure all information is accurate and up-to-date. This includes checking for duplicate listings, incorrect information, or outdated photos.

- **Use Google Business Profile features**

Google Business Profile offers a range of features, such as messaging, bookings, and Q&A, that can help you engage with customers and improve your online reputation.



- **Encourage customers to leave reviews**



Encourage your customers to leave reviews on your Google Business Profile. Positive reviews can help improve your online reputation and attract new customers.



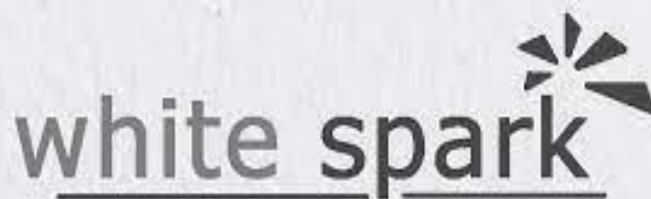
By following these tips, you can maintain your Google Business Profile and ensure your business is visible and attractive to potential customers

Monitoring and Updating Your Listing

In addition, local listings management tools give businesses with brick-and-mortar locations a single space to manage and update location data on their online platforms.

Here's a selection of local SEO tools and local listings management tools for businesses of all sizes that you'll want to check out.

- **Whitespark**



white spark

Once a web design agency, Whitespark also offers SEO software tools to help businesses with local search marketing.

The Citation Finder tool is Whitespark's most popular offering. It helps you find the missing citation opportunities to improve relevant local search rankings.



The tool is free for three searches/day and limited search results – perfect for those exploring the tool.

- **Yext**



Yext provides various solutions to help brands improve local SEO.

Yext integrates with hundreds of directories to ensure your business information and data are always up-to-date.

- **ReviewTrackers**



ReviewTrackers

Trusted by brands like Benihana and American Family Insurance, ReviewTrackers is a customer review software tool that sends alerts regarding customer feedback on various review websites, compiling the information in one helpful dashboard.

Using ReviewTrackers, you can:

- Solicit feedback from customers.
- Monitor reviews from various sources (e.g., Google, TripAdvisor, Yelp).
- Track location performance.

- **BrightLocal**



BrightLocal is a popular local SEO tool over 62,000 agencies, businesses, and freelancers use for analytics and reporting functions.

The top features of BrightLocal include the following:

- Customized location dashboard to monitor data.
- Track organic, local, and mobile search rankings.
- Clean up and build citations.
- Monitor online reviews across 20+ websites.
- Scan and audit directory sites to determine necessary updates.
- GBP and NAP audit.
- White label solution for agencies.
- **Birdeye**



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Trusted by 70,000+ businesses, including BMW and Nissan, Birdeye offers multi-location enterprise businesses a bird's-eye view of local SEO.

Businesses can monitor the customer experience and manage reviews.

What makes Birdeye different from other local SEO tools is its messaging platform, which supports multiple modes of communication.

That enables businesses to take an omnichannel approach to attract leads and convert and delight customers.

Setting Up Automated Workflows



Here's how you can use automated workflows—to scale your business faster:

- **Let your team know about new reviews.**






A good review on Google is worth its weight in gold. But a bad review combined with no response from your company has the opposite effect. It only takes a glance from the searcher to move on to the next business in the local listings.

First, you'll want to know when a new Google review pops up. You can respond and assign that responsibility to the correct person or team if necessary.

You can ensure your team responds to new Google reviews by having Zapier trigger an automatic message to your team through team chat or SMS when a new review rolls in.

- **Automatically reply to your reviews.**

 ★★★★★
Michael Glenn Jan 17, 2018

We just moved to the area and I needed to find a new dentist - always a daunting task! I was impressed by the reviews of Dr. Gorrell and his team and can honestly say that they exceeded my expectations.

Thank you Save template

Thank you so much for your kind words, . We really appreciate you taking the time out to share your experience with us.

Your reply will be automatically posted on Google

Cancel



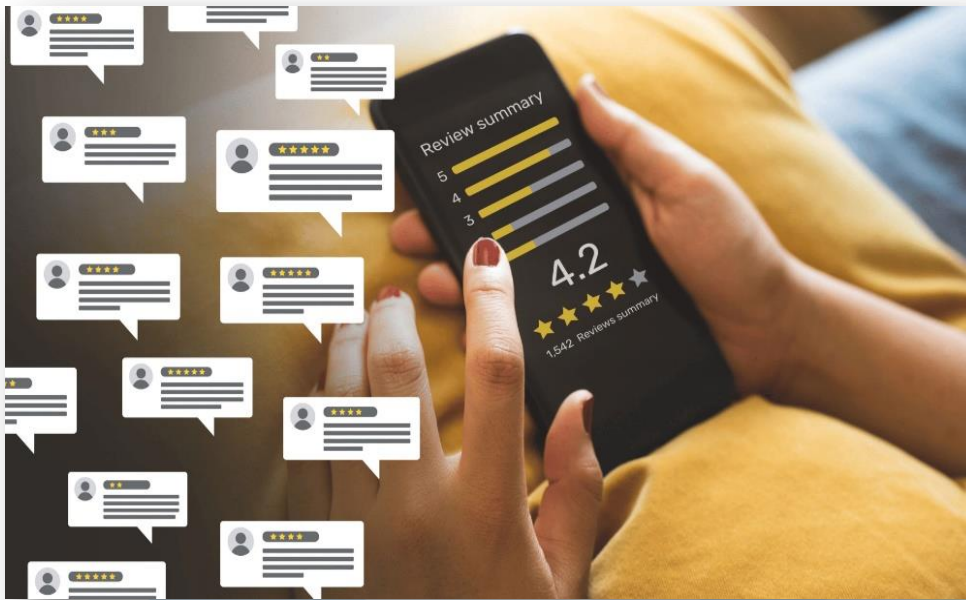
What if you need a team on standby to respond when those reviews roll in? Simple: you can use Zapier to create automatic replies to respond with a template.

While this lacks the human touch of a team member offering a custom response, it still shows you're on top of your reviews. Add a message that says you're currently reviewing the issue. While this doesn't respond to your customer's complaints, it shows you're aware.

It might not seem like much, but one message in response to a customer can mean a lot. And think about it more than just responding to that one customer. You're also responding to every customer by Googling your business. An automatic response demonstrates that you're aware of the complaint, on top of it, and don't ignore the bad reviews.

There are two ways you can reply to reviews. Directly—using Google Business Profile to create a reply—or through other channels, like email.

- **Track your reviews**

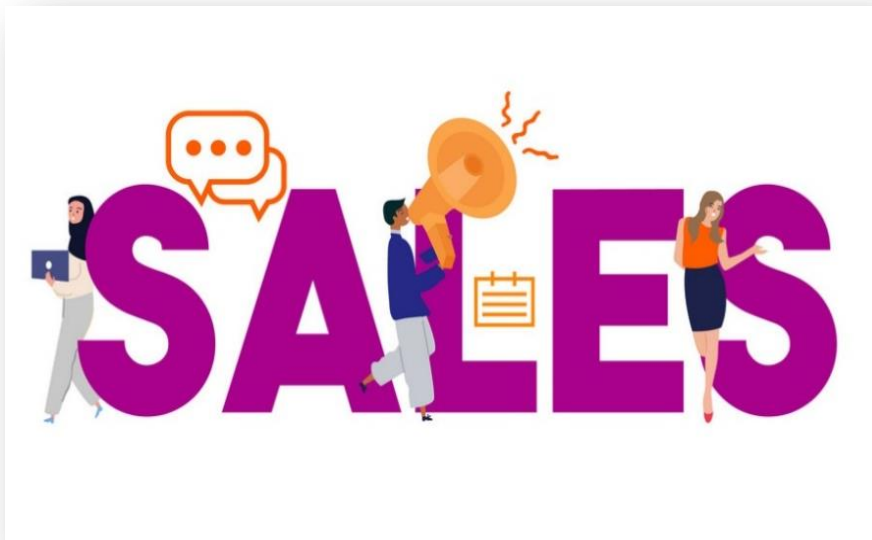


A bad review might sting. But there's one benefit to every review that comes your way—it's a data point. Every review comes from a customer who felt engaged enough with your business (one way or the other) to reach out and give you proactive feedback.

But that data only counts if you keep track of it. And going through your Google Business Profile and copying/pasting your reviews will be a major headache.

The better way is to automatically send new reviews from Google Business Profile into data sheets and software you can use. For example, a new review can trigger a new "record" within Airtable. This means you can automatically build out a Google Review database as new reviews come in.

- **Pass reviews to your sales team.**

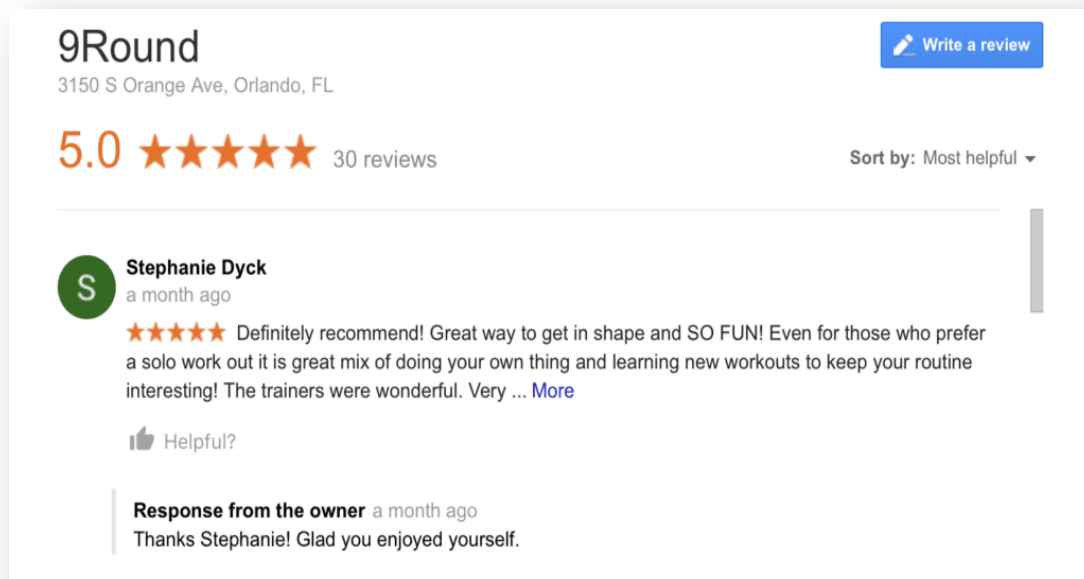


Tracking your reviews is a great start. But you put Google Business Profile to full use when turning new reviews into action plans. What is the best way to do this? Plug your new reviews into your sales team's pipeline.

For example, creating a new record in Salesforce adds to your team's database. Your sales team will now have a large sample of customer data to draw from—their pain points, their most frequent complaints, and what customers like the most about your offerings.

Typically, this means inserting a new review as a data point into your CRM (customer relationship management software).

- **Make your reviews social.**



We've spent much time discussing how to handle bad or mixed reviews. But what happens when you have a gushing review on your Google Business Profile and want to share it with the world?

One of the major benefits of reviews on Google Business Profile is social proof. Seeing someone else's honest review of your product or service means others are likelier to trust you, engage with you, and buy from you.

Utilizing Automation Tools

Many social media platforms have introduced a new status of accounts allowing businesses to exist on their social media channels as professional profiles. Companies could benefit from several features that can boost their performance in the digital area and in general.

Google also has integrated businesses into its search engine. Google Business Profile, formerly Google Business Profile, gives the companies a

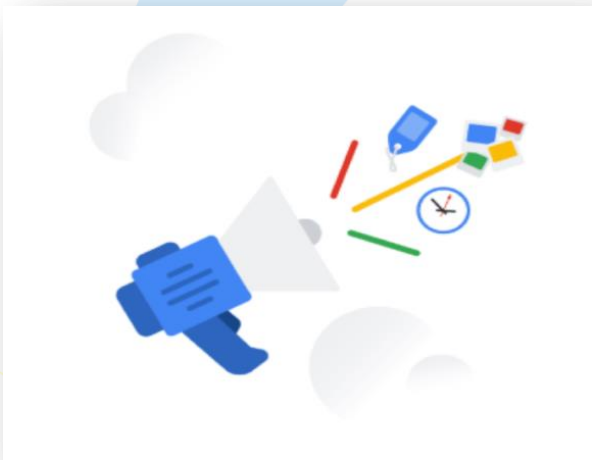


space to exist on Google. This business profile shows your brand's photographs, information, location, services, products, etc.

Imagine how this free feature can assist the accomplishment of your business! Take advantage of the advantages of using one of the most popular platforms on the Internet.

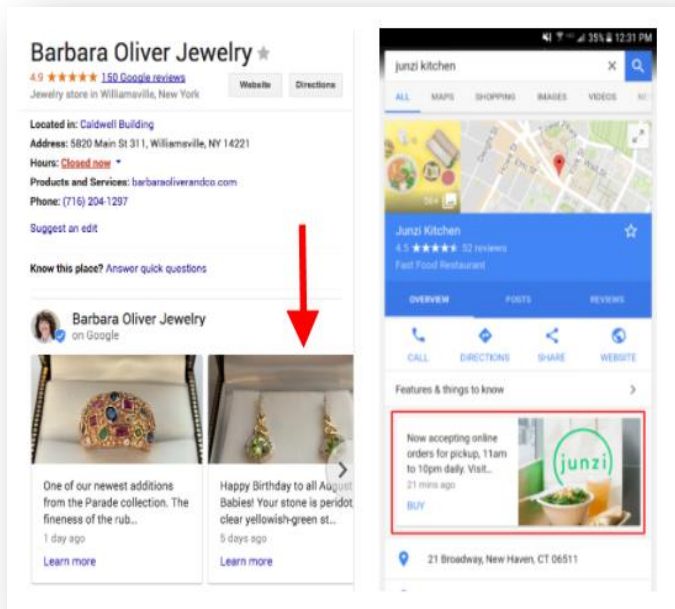
Google offers a variety of automation tools that can be utilized to manage and optimize your Google Business Profile. Here are some examples:

Google Business Profile API



This tool allows you to programmatically manage your business information on Google. You can use it to create and update listings, manage reviews, and upload photos.

Google Posts



This feature allows you to create and publish posts that appear on your Google Business Profile. You can use this to share updates, promotions, and events.

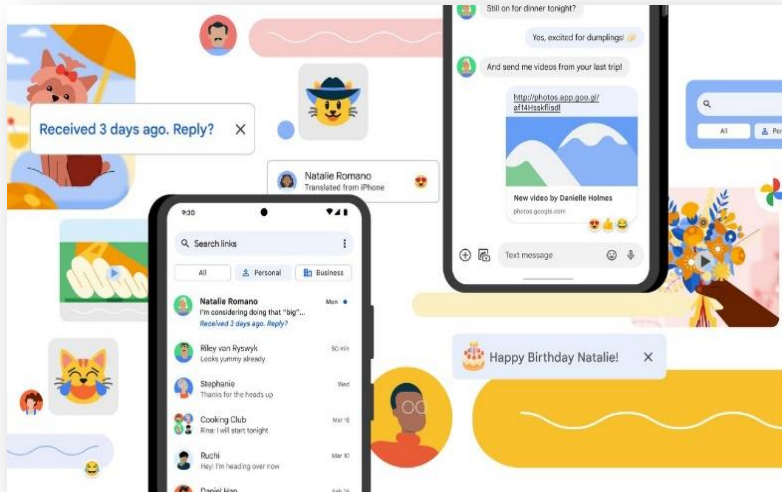
Google Q&A





This feature allows customers to ask questions directly on your Google Business Profile. You can use the Google Business Profile app to respond to these questions.

Google Messaging



This feature allows customers to send messages directly to your business through your Google Business Profile. You can use the Google Business Profile app to respond to these messages.

Google Insights

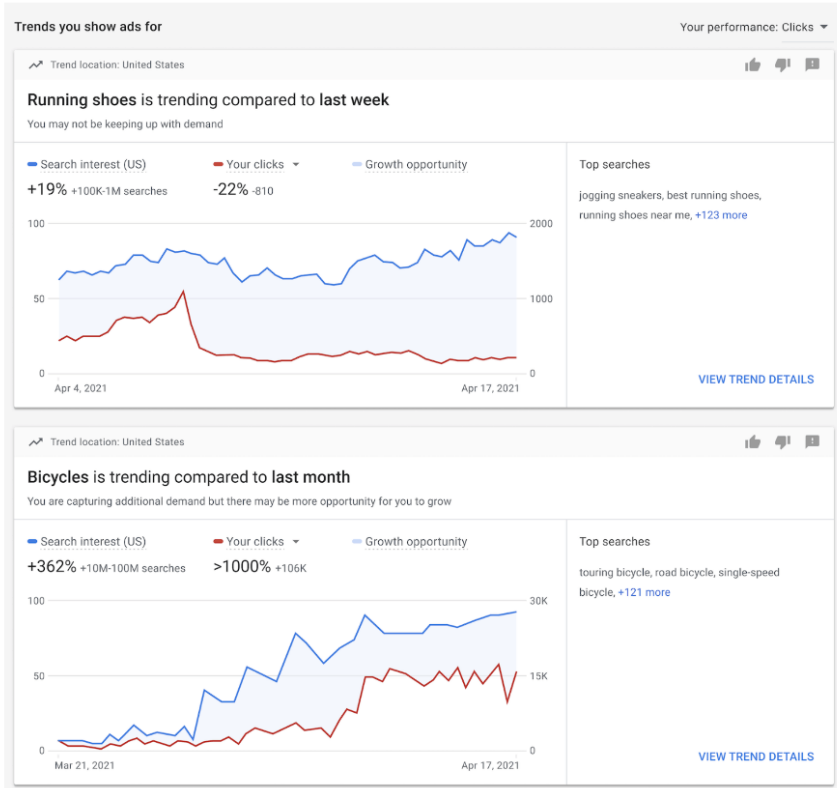
This feature provides insights into how customers are finding and interacting with your business on Google. You can use this information to optimize your listing and improve your online presence.

By utilizing these automation tools, you can save time and improve the accuracy of your business information on Google. Additionally, you can use the insights provided to make informed decisions about your marketing strategy.



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Posting in an automated way



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It would be gainful to have business profiles on various social media platforms as a business. In such cases, taking care of multiple social media accounts on different channels takes work. Therefore, utilizing social media management tools is necessarily practical.

Circleboom's one of the social media management products that can work very well for your professional purposes. Circleboom Publish has a tool for the management of Google Business Profile. You can automatically post content to your Google Business Profile via the scheduling tool of Circleboom Publish.





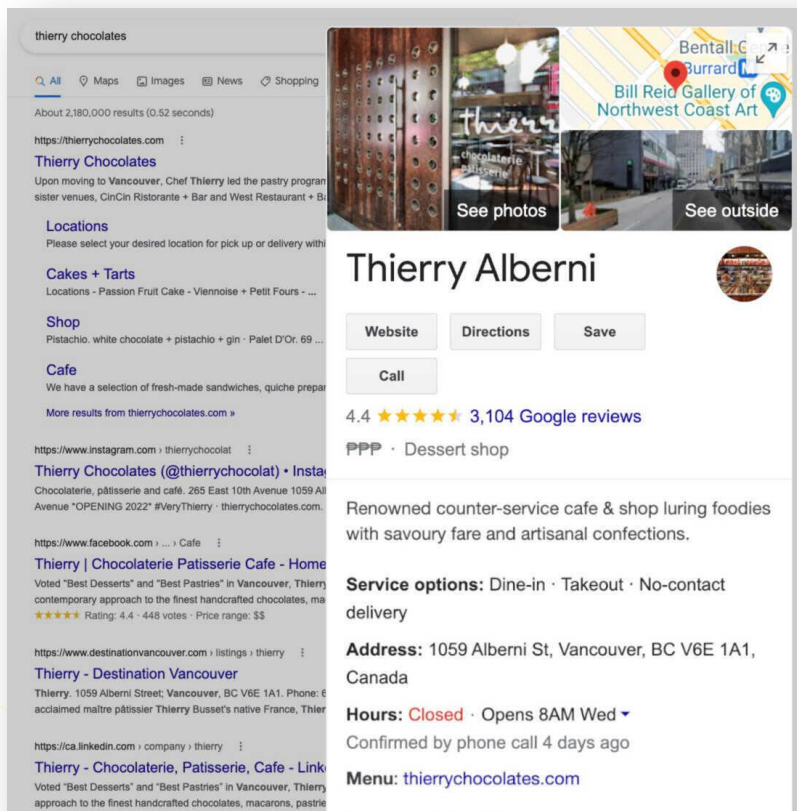
CHAPTER 9



Troubleshooting Common Google Business Profile Issues



The process is straightforward create a Google Business Profile listing. Google makes creating or claiming your business listing easily in their online directories. Once approved, you can engage with your prospects and leads immediately.



The basic process looks like this: you will submit the form with details about your business, then Google will send you a postcard to the address you provided with info to verify the address and complete the process. After that, you will have full access through your Gmail account to manage your listing.

However, claiming your Google Business Profile listing is only the first step. One mistake many small businesses make is securing basic information and



neglecting to keep their listing fresh and engaging for new customers. In today's post, we explain why your Google Business Profile listing may not bring you the best return on your (free) investment.

For a while, Google Business Profile support was largely backed up with requests, and it took a few months for the backlog to clear out.

And still, GBP is facing several issues. It can be frustrating when things aren't working as they should, and sometimes, it doesn't make sense to explain why the problem exists or isn't resolved.

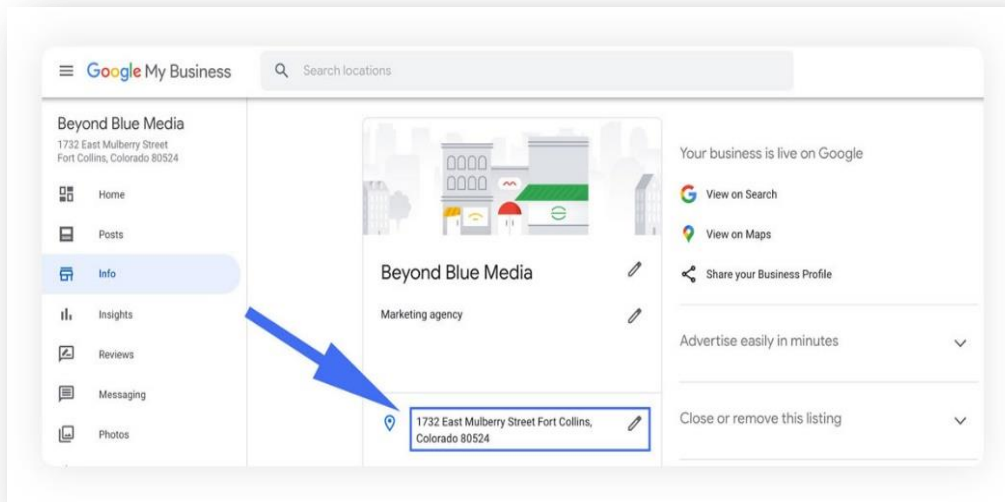
However, Google support and engineering teams are trying to fix this problem quickly. They strive to stay on top of issues raised in the GBP community and by product experts.

In this chapter, we will discuss the new and ongoing GBP issues and try to give any possible fix for this issue. First, let's look at some of the new GBP issues that have surfaced and what you can do about each of your listings that have been affected.



Errors or quality guideline violations may delay the process for bulk verification requests. When you upload a data file to your Business Profile, you may encounter errors that can cause the location to be disapproved. See the list below for common issues that delay the verification process.

Changing Address



If you need to change the address on your Google Business Profile, you can follow these steps:

1. Sign in to your Google Business Profile account.
2. Click on the "Info" tab in the left-hand menu.
3. Find the "Address" section and click the pencil icon to edit.
4. Enter the new address and click "Apply."
5. Depending on your account settings, Google will prompt you to verify the new address by mail, phone, or email.

Once you have verified the new address, it will be updated on your Google Business Profile.

However, if you encounter any issues while changing your address on Google Business Profile, here are some common problems and solutions:



1. Address verification failure: If Google cannot verify your new address, contact Google Business Profile support for further assistance. You may need to provide additional documentation to verify your new address.

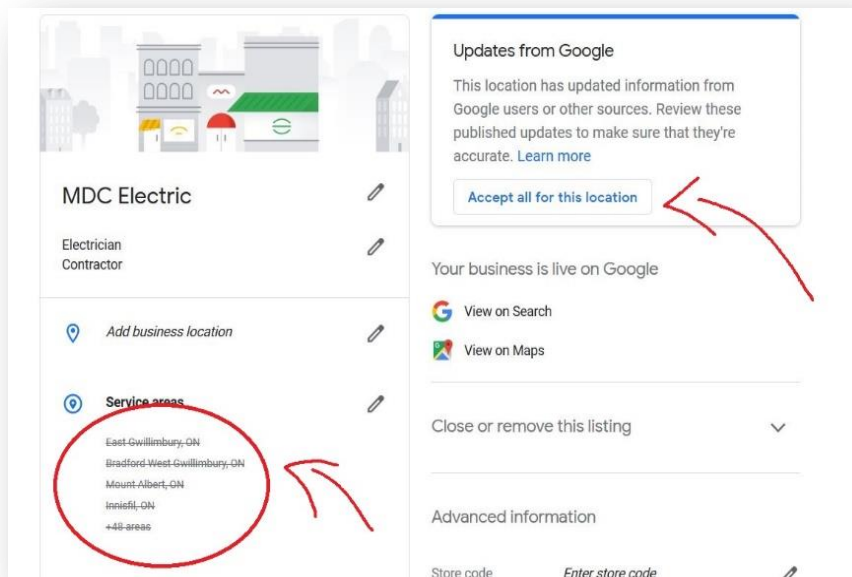
2. Multiple listings for the same business: If you have multiple listings for the same business with different addresses, you can merge them into one listing. Go to the "Info" tab and click the "Close or remove this listing" option for duplicate listings.

3. Incorrect address display: If your address is not displaying correctly on Google Maps or Google Search, ensure that you have entered the correct address format and that it is spelled correctly. Adjust the pin location on the map to match your physical location.

4. Duplicate or fake listings: If you find duplicate or fake listings for your business, you can report them to Google. Go to the listing and click the "Suggest an edit" option, then choose "Remove this place" and select the reason for removal.

Overall, ensuring that your Google Business Profile accurately reflects your business's address is important. If you need help making changes or further assistance, please contact Google Business Profile support for help.

- **No Clear Address for SABs**



We see a lead where business profiles are restored after suspension, and the old address being shown reverts to the restoration.

And what is the reason for suspending most of these profiles?

They were showing an address, so they are still violating the guidelines, and there is no way to clear it.

The Fix – Currently, there is no permanent fix for this issue. Google gives no estimated timeline, and the Google support team is trying to fix it ASAP.

Changing Phone Number

To change your phone number on your Google Business Profile, you can follow these steps:

Sign in to your Google Business Profile account.

Click on the "Info" tab in the left-hand menu.



Find the "Phone" section and click the pencil icon to edit.

Enter the new phone number and click "Apply."

Depending on your account settings, Google may prompt you to verify the new phone number by mail, phone, or email.

Once you have verified the new phone number, it will be updated on your Google Business Profile.

However, if you encounter any issues while changing your phone number on Google Business Profile, here are some common problems and solutions:

Phone number verification failure: If Google cannot verify your new phone number, contact Google Business Profile support for further assistance. You may need to provide additional documentation to verify your new phone number.

Multiple phone numbers for the same business: If you have multiple phone numbers for the same business, update all listings with the new phone number to avoid customer confusion.

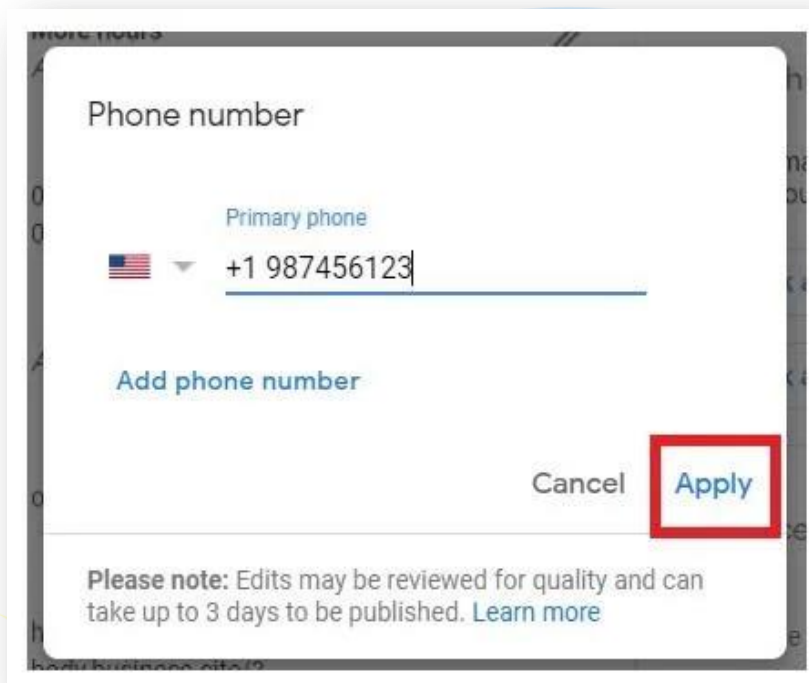
Incorrect phone number display: If your phone number is not displaying correctly on Google Maps or Google Search, ensure that you have entered the correct phone number format and that it is spelled correctly.

Duplicate or fake listings: If you find duplicate or fake listings for your business, you can report them to Google. Go to the listing and click the "Suggest an edit" option, then choose "Remove this place" and select the reason for removal.



Overall, ensuring that your Google Business Profile accurately reflects your business's phone number is important. If you need help making changes or need further assistance, feel free to reach out to Google Business Profile support for help.

- **Updating Phone Numbers in GBP**



For months, users in India have been unable to update the phone number in their GBP list.

At first, it appeared to be a bug.

However, during Q3, Google updated the Help Center document:

Understand what happens to update your business profile, to clarify that this was a deliberate change to quality control.



“In India and any other country, the process takes additional steps to confirm that your phone number is correct.”

So, while the issue was acknowledged, it was considered a bug for some time. GBP users in India can only update their phone numbers with input from the support team.

The Fix: Google updates the metadata for merchants in India. Users are now asked to upload additional supporting documents while editing phone numbers.

Additionally, there’s now an announcement pinned at the top of the support community from Google that outlines the new metadata.

When marketing with business profiles in India, be sure to work through the new process of GBP carefully and thoroughly.

Note: This additional documentation requirement implies that all phone number updating in India is being processed manually, which is a huge task.

Below mentioned are some more troubleshooting problems people face:

- **Restoration Loops**



A “restoration loop” is a term used to explain what happens to a 1% profile and is interrupted shortly after removal.

This was usually because the business used a FedEx or UPS drop-off point as its address. Since then, we’ve tracked it down and noted that there had been a distinct growth pattern over the past few months.

The Fix – Fix for this issue is that you can notify the Google team by email to look into your problem.

- **Service Establishment Category**

Service businesses are showing on Google Maps with the extra category “Service establishments.”

If you look up a service business on a map and examine the page’s source code (or use one of the many Chrome extensions to do it for you), you’ll find it.

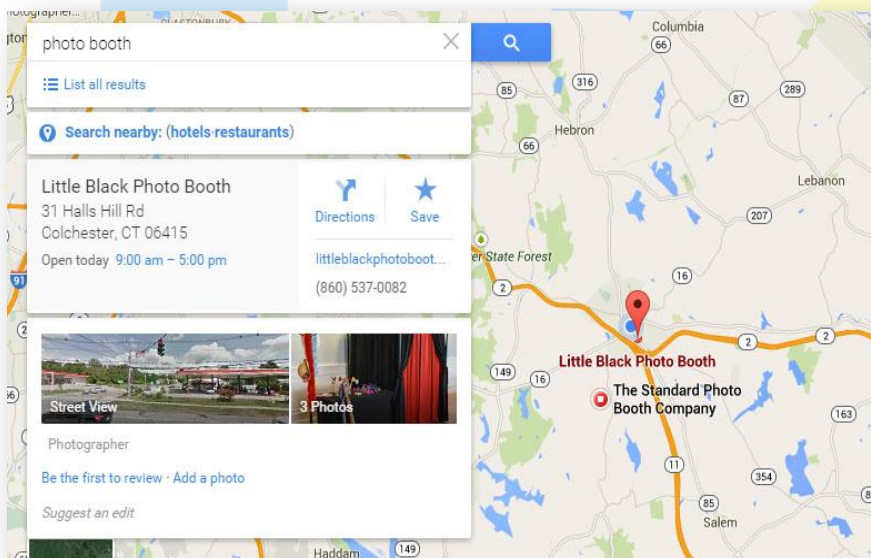


Surprisingly, there is no “Service Establishment” category in Google Business Profile. You cannot select this when adding categories to your business profile.

And so, the category you see on the map doesn’t appear in the GBP dashboard.

While this sounds harmless, some users with a mix of the service sector and retail store business profiles are reporting a drop in the visibility of their SABs.

Others report that instead of ranking around the address where the listing was verified (the way SAB is ranked), they’re ranking in another nearby city.



The Fix – Google team has said that they are working on this. The number of reports of a drop in visibility remains low. Apart from this, changes in ranking can also be due to many other factors.



Note: Google does not provide support on general ranking issues. If there is no recognized bug here, then Google support will be of no help.

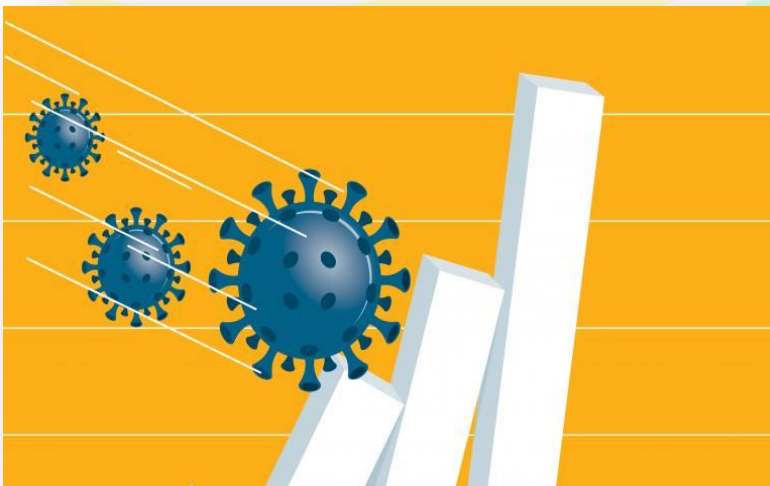
This could signal a change in the way Google handles its service businesses. On the other hand, it could also be a minor glitch that has no effect today and can be fixed by tomorrow.

Google knows that this additional category is visible on the map.

- **Decreased Support Due to Covid-19**

The Google support team remains under stress from COVID-19. In Q3 2021, Google added a notification bar at the top of the support community that...

“Currently, we are working with limited support teams. It may take longer than usual to connect with us. Thank you for your patience.”





The Fix: Expect delays in progress. Consider some extra kindness. COVID-19 is having different effects on different countries at different times. Waiting is your only option until the issue has been solved.

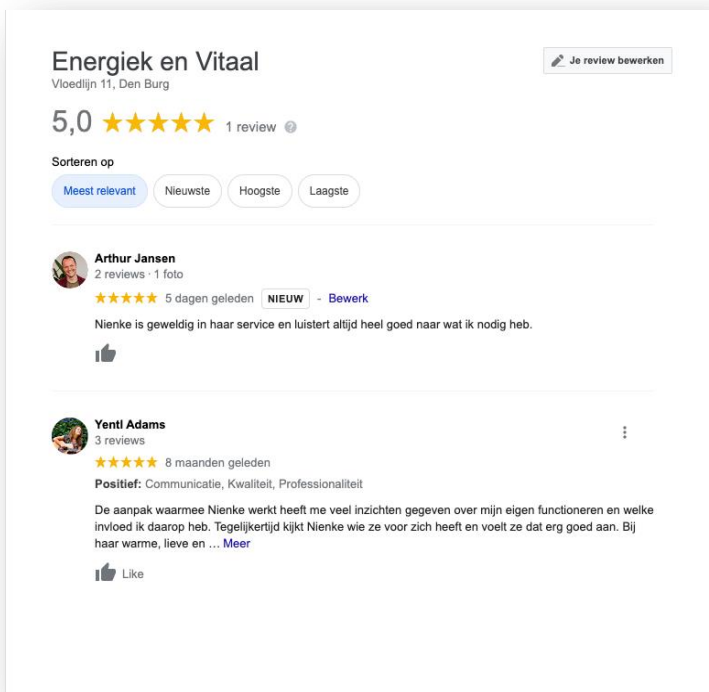
- **Valid Reviews Not Showing Up**

Cases in which valid reviews fail to show up continue. The problem is showing no signs of improvement.

In short, reviews left for a business need to be visible. The reviewer can see it, but it is not publicly visible.

Here's where it's interesting: Experienced Google Business Profile users can often read reviews rejected by the Google Nanny bot and identify the problem.

Prohibited words, subtly derogatory comments, etc., are easily recognizable with a little practice.



However, the current impact of filtered reviews is dissimilar. Disapproved content often shows no clear indication of violating Google’s content policies. Even experienced GBP troubleshooters can’t identify what triggered the filter.

The Fix: The official word from Google is that “...in most cases, missing reviews were removed for policy violations such as spam or inappropriate content.” Merchants should refer to the Help Center document with no reviews or delays.

Of course, this doesn’t restore missing reviews in your business profile!

If you can get missing reviews from the reviewer, report the issue in the Google community forum. Post a screenshot of missing reviews and a Google Maps URL for your business.



A product specialist can refer the matter to the support team for manual review.

- **Logo/Cover Photo Update Issue**

Google has prompted users to complete their business profiles even if they have already filed in all available fields. The message contains an indicator that the listing is only 85% complete.

That percentage varies, typically from 65% to 85%. In all cases, that value is pointless.

This message also offers guidance on “how to complete your listing” and add your logo.

This shows that your logo is missing, even if it is not! Also, adding a logo will not remove the warning from your profile.





The Fix: Currently, Google is resolving this issue, but you will have to ignore the warning until this issue is resolved.

Final Thoughts



Google said they would solve these issues at the end of 2021, but still, there needs to be more information from the Google side. However, the Google team is working hard to fix these problems. We need to keep patience.



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CHAPTER 10

CASE STUDY



Case Study on Google Business Profile



One real-life story of a successful person who used Google Business Profile is that of Sarah, a small business owner who runs a boutique clothing store in a busy downtown area.



Sarah had struggled with getting enough foot traffic to her store, and despite her marketing efforts, she was struggling to attract new customers.

Sarah decided to create a Google Business Profile to increase her online visibility and attract more customers. She claimed her business on Google Business Profile and optimized her profile by adding her business hours, contact information, photos of her store, and a description of her business.



She also encouraged her customers to leave reviews on her Google Business Profile, and responded to each review to show that she valued their feedback.

As a result of her efforts, Sarah's Google Business Profile started to appear at the top of local search results when people searched for "boutique clothing stores" in her area. This led to an increase in foot traffic to her store, and many of the new customers mentioned that they found her store through her Google Business Profile.

Sarah continued to use her Google Business Profile to promote her business, posting photos of new arrivals and announcing sales and promotions. She also used Google Posts to share updates about her business, such as new product launches and events.



Over time, Sarah's business grew, and she was able to expand her store and open a second location in a nearby town. She attributes much of her success to her Google Business Profile, which helped her reach new customers and build a loyal customer base.

In conclusion, Sarah's story is a great example of how a small business owner can use a Google Business Profile to increase their online visibility, attract more customers, and grow their business. By optimizing her profile, encouraging reviews, and staying active on the platform, Sarah was able to achieve success and take her business to the next level.



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Conclusion



Google Business Profile is a powerful tool for businesses to gain visibility, build trust, and engage with customers online. It can help businesses gain more customers, increase conversions, and improve visibility in local search results.

With Google Business Profile, businesses can create an optimized profile that showcases their business, list their products and services, share photos and videos, respond to customer reviews, and more. Businesses can also benefit from Google's suite of other products, such as Google Business Profile, Google Ads, and Google Analytics, to better monitor and manage their online presence. Overall, Google Business Profile can be a great asset to businesses of all sizes, helping them to increase their visibility and reach, and provide a better customer experience.



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