

Google™

My Business 2.0

CHEAT SHEET



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Discover how to master **Google My Business** and leverage it to grow your Online Business Brand.



How to Setup Google My Business:

- Step 1: Visit Google My Business's Website
- Step 2: Click the Green Button "Manage Now" button.
- Step 3: Enter the Name of Your Business
- Step 4: Enter the Address of Your Business
- Step 5a (For Businesses with a building location): Drag the Map Marker to Your Location
- Step 5b (For Service Area Businesses): Set Your Service Area
- Step 6: Categorize Your Business
- Step 7: Set What Contact Details to Show Your Customers
- Step 8: Finish and Verify Your Business
- Step 9: Verify Your Business - Usually is best done by snail mail card with a special verification number for your business only.

The Importance of Business Listings:

- Consistent NAP - (Business Name, Address, and Phone Number)
Your website and your Google My Business Listing needs to be **IDENTICAL!**
- Try to Google your business NAP and see what comes up.
- Take Ownership of the listing if you haven't already
- Document everything

Latest Google My Business Updates

- Appointment URLs Function
- Menu Editor Added
- Direct Messaging With Your Customers
- Google Question And Answers For Local Business



- Small Thanks Initiative
- Google Website Builder - This is a brilliant asset to construct.
- Google Posts - Do this regularly

Improving Local SEO and your Company's GMB Page Rankings

Local SEO it's the process for ranking high in Google for the services you offer. For example 'kitchen renovation gold coast'. The aim is to rank your GMB listing and your website on the first page of Google results.

- Build your Google My Business Profile
- Assess for Copy Page Listings
- Insert Relevant Categories
- Make sure the Contact Information for Your Site Is Accurate & In Text Type (not an image)
- Make Sure Your Own NAP Information on the Internet Is Consistent
- Check for Missing Indices
- Request Client Reviews
- Create or Reference High-Quality Articles and Content
- Build Relevant and Quality links
- Get Busy on Social Networking
- Boost Your Site for Mobile

Tips To Improve Google Places Page Ranking

- Business Listings
- Consistent NAP
- NAP On Website
- Embedded Google Map
- Reviews

Things you might not know about Google My Business categories

- Google constantly changes the names of categories.
- Google constantly removes categories and adds new ones.
- New categories can give you a boost in ranking.
- Categories have different names in different countries.
- The categories you see on Google might not be the way they appear in the Google My Business dashboard.
- The concept of "category dilution" is not true according to our testing



- The primary category holds more ranking power

Ultimate Google My Business Optimization Checklist

- Does Your Business Qualify for a Listing?
- Request Ownership of a Listing
- Verify Your Google My Business Listing
- Upload Photos to Your GMB Listing

Tips to responding to reviews

- Be nice and don't get personal
- Keep it short and sweet
- Be honest

How Can Builders and Kitchen Reno specialist Use Google My Business For Menu Listing & Local Posts

- Google My Business Before and After Jobs Listings
- Google My Business Regular Posts

Common Google My Business Mistakes to avoid

- Not Verifying Your Business Listing
- Using spammy techniques for your business name
- Using your legal business name instead of your widely recognized name
- Bad Business Description
- No Reviews
- Solicited Or Fake Reviews
- Duplicate Listings

Analyzing and Measuring Google My Business Traffic Data

- Using UTM Codes To Track Google My Business Traffic
- Creating UTM Codes
- Adding UTM Tracking URL To Google My Business Listing
- Setting Up Tracking Within Google Analytics
- Seeing Google My Business Traffic In Google Analytics



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