

THE COMPLETE GOOGLE MY BUSINESS MARKETING TOOLKIT

TO GENERATE MORE LEADS



Abstract

In the not-so-distant past, the most commonly-used method to coax a potential customer into a business location was through advertising. However, as consumer behavior evolved, it's customer experiences — manifested in online reviews, online interactions and in the ability for a business to be found online in the first place - that are the primary drivers of multi-location business success now, and there's one place where virtually all of this customer experience comes together: on Google.

Google has truly become the front door to local business. It's where that initial search for a business starts — “best podiatrist”, “pizza restaurant near me”, and so on. This has made the power of the organic Google listing immense. 90% of consumers say they use Google to find businesses, and a whopping 61% of them only select from the first 3 businesses to come up in a Google search.

A huge percentage of the modern customer journey now begins — and very often continues — on Google. It's essential that multi-location experience marketers develop and hone a comprehensive strategy for how to attract, grow and retain customers using Google.

In this guide, we'll help illustrate the core components of a winning Google strategy, and provide real-life tips, advice and up-to-date best practices that will help you engage, convert and delight your prospects and customers using Google.



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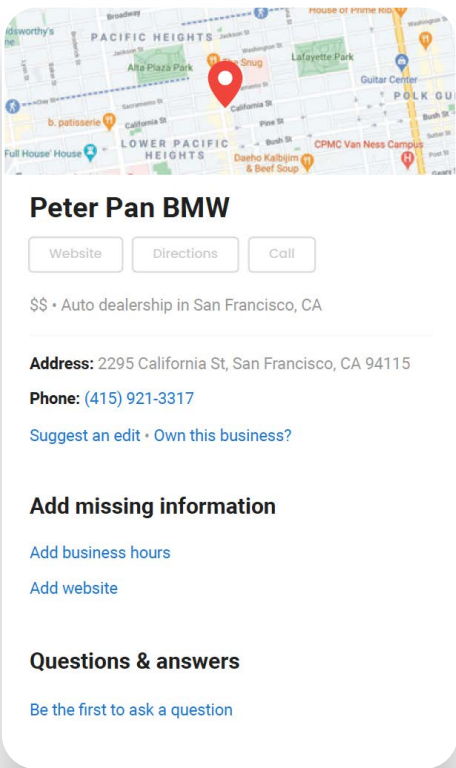
What is Google My Business (GMB)?

Google My Business is a free business listing that local businesses can use to manage their presence on both Google Search and Google Maps. It's similar to other listings on online business directories, such as Yelp and The Better Business Bureau, but it's found directly in Google and Google Maps search results, and therefore doesn't require users to visit a third-party site.

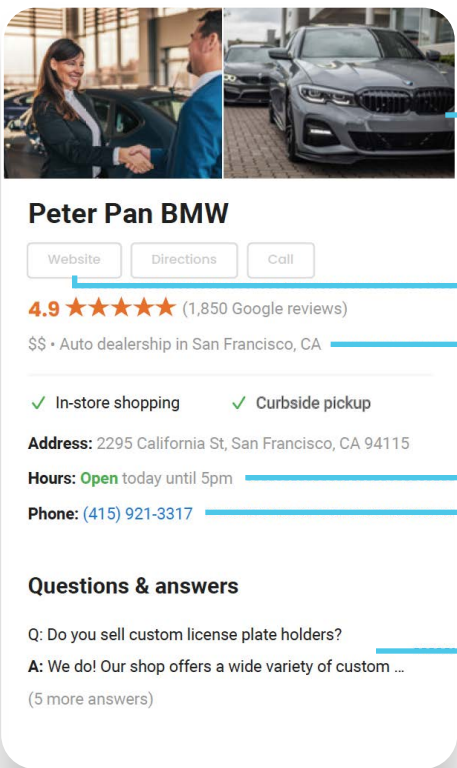
What does an optimized Google Business Profile look like?

Before we dive into the fields within your GMB profile that you'll need to optimize, let's set the standard for what exactly an optimized listing looks like.

To help you visualize what you’re working towards and why, here’s an example of an incomplete GMB profile versus a complete and optimized one.



Unoptimized



Optimized

Photos

Website

Category

Hours

Phone

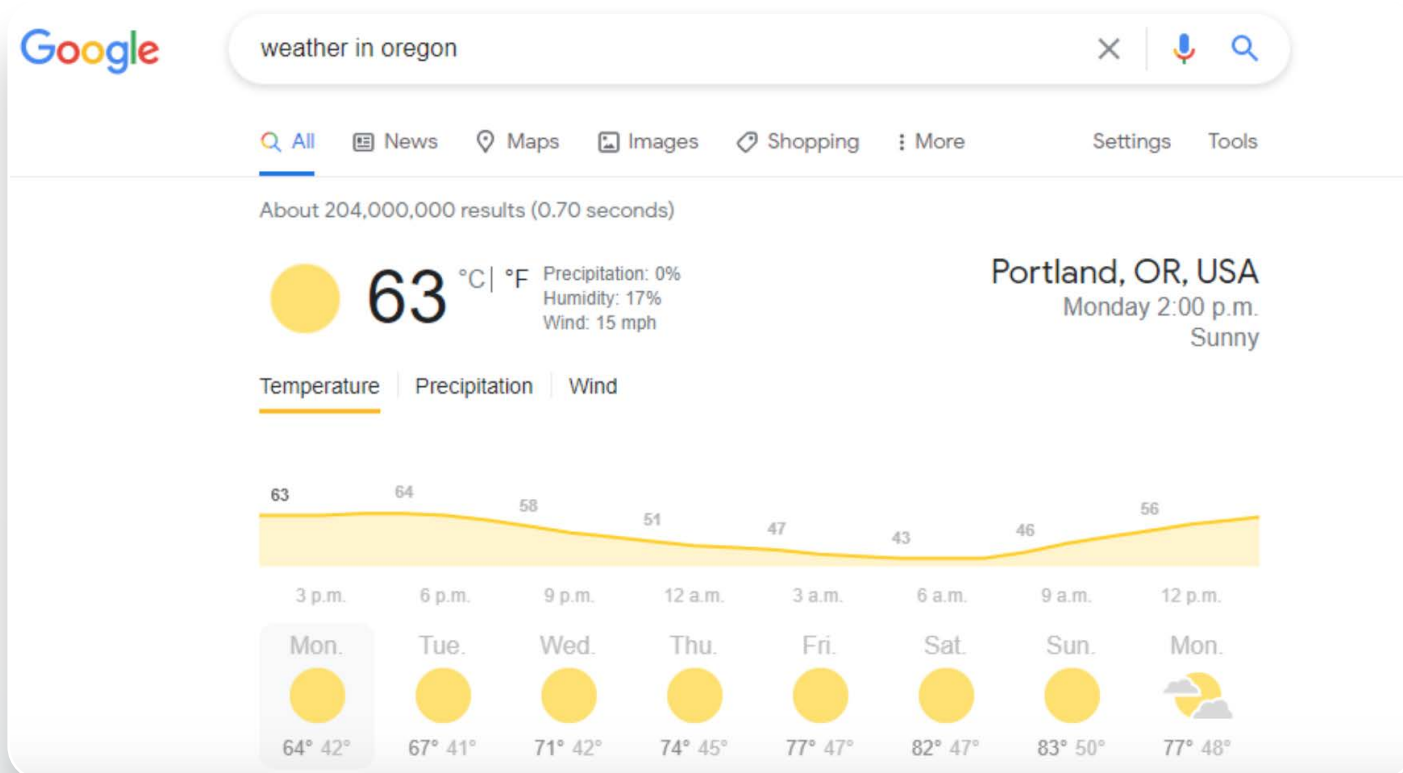
Answered questions

Peter Pan BMW’s unoptimized profile is a short, desolate box. The optimized profile for Peter Pan BMW is comprehensive and highly engaging. In fact, it will typically show even more information once you scroll down.

The benefits of an optimized Google My Business profile

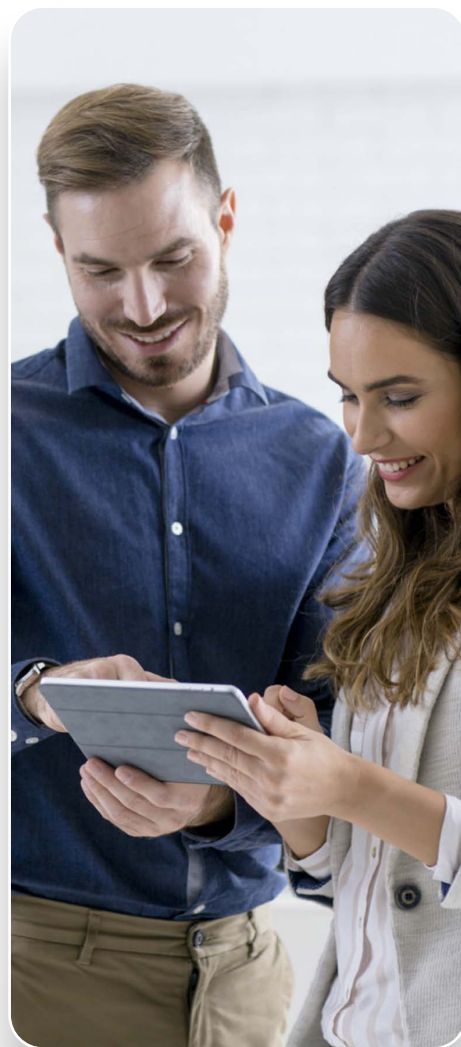
Improve engagement

Google is making search smarter by the day. In order to provide a great search experience to users, it quite literally provides answers to their questions in the search results itself. If you have ever tried asking Google for the current weather in your city, you know what we mean.



Because Google-provided information in the search results page itself often fully answers consumer questions, these consumers are often entering and exiting Google without clicking through to any other website — even your own website. In the SEO world this is called “zero-click searches”. In 2020 nearly 65% of Google searches ended without a click to another web property, up from 50% in 2019. On mobile devices this number is much higher, with over 77% of searches generating no clicks.

That means you need to make information more readily available in a place that Google looks at to provide valuable information to your prospects — your GMB profile. More consumers are likely to interact with your GMB profile to get what they are looking for than with your website. If your listing isn't optimized, you'll likely lose conversions to competitors who have taken the time to optimize their profile.

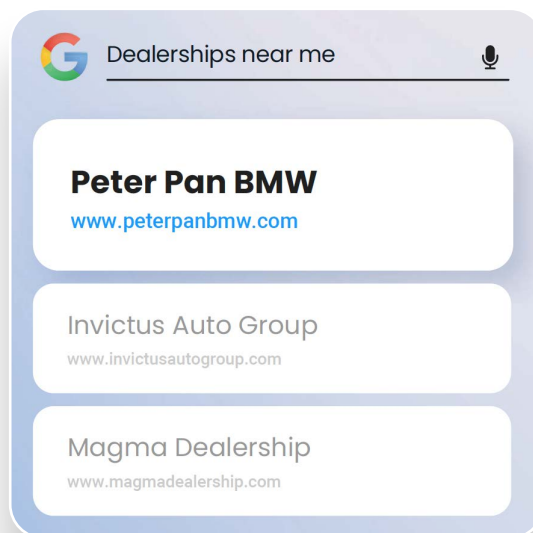


Boost your local ranking

Google's algorithm for ranking business profiles doesn't just consider proximity and relevance but also activity and quality of information. Simply put, if your listing isn't optimized, you're not showing up in Google search queries relevant to your business. Higher search ranking, as you know, means more visibility and engagement with your business.

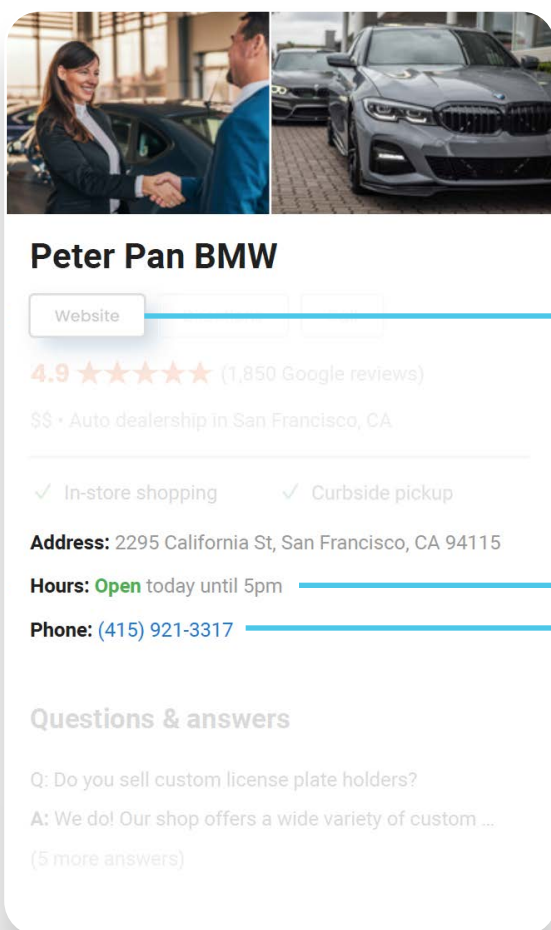
Convert more customers

An optimized GMB listing makes it easier for consumers to discover your business in keyword searches; to call or message you; to visit your website, to research your products and services, to view and contribute to FAQs; to request a quote, book an appointment, make a reservation, get directions to visit your business, and more. The more actions consumers can take directly from your GMB listing, the more likely they are to convert — especially when considering more consumers aren't venturing beyond Google to get information about businesses.



How to get the most out of your GMB profile

Simply having a Google My Business listing isn't enough to effectively generate more leads, especially as more businesses are competing in local SEO. It's important to leverage the full suite of tools Google My Business offers.



Website

Add a link to your website to increase website traffic and help consumers get more information about your business to move them further along the customer journey.

Business hours/special hours

Add business hours so consumers know when you're open. This will help to get more customers through the door.

Address & phone number

Add or update an accurate address and phone number for each location to boost your search ranking and increase conversions.

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Photos

Upload photos of your business, products, team, and more to give customers a preview of your offerings, which helps to increase engagement and conversions.

Service area

List the geographical area which your business services to ensure you rank for the relevant proximity in which your business operates.

Categories

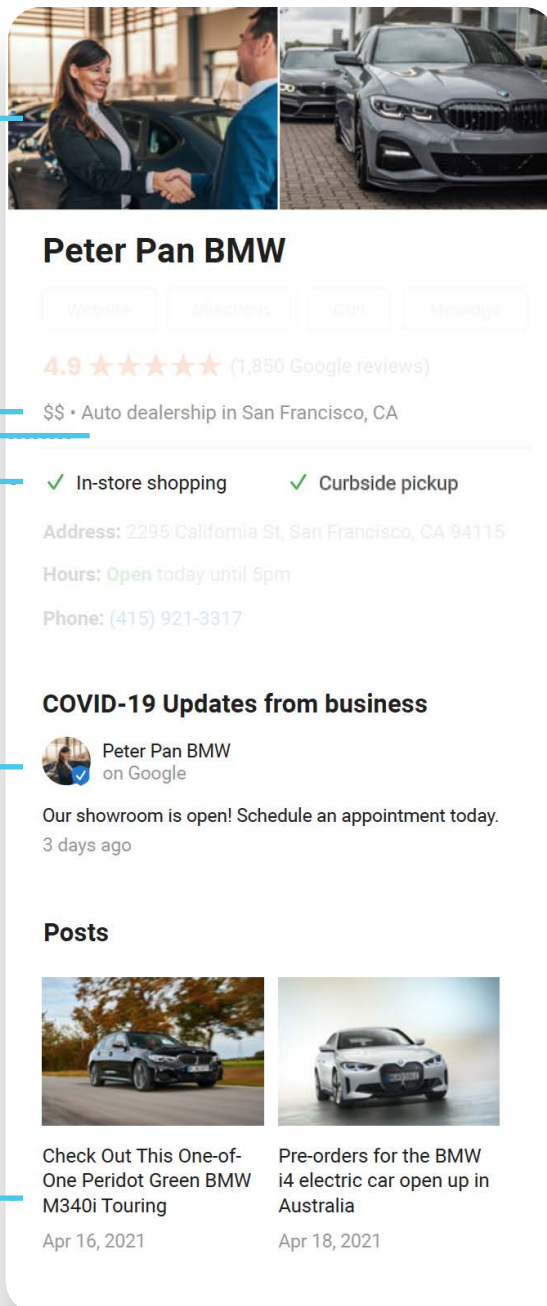
Selecting your primary and additional business categories ensures your business populates for relevant search queries related to your industry.

COVID-19 update

Provide customers with COVID-19 related business updates such as adjusted hours, social distancing attributes like masks required, curbside pickup, etc. This can help to increase conversions.

Posts

Publish posts to give updates, promote marketing campaigns and more. This helps to drive engagement and increase conversions.



The screenshot shows the Google My Business profile for Peter Pan BMW. At the top, there are two photos: one of a woman and a man shaking hands, and another of a silver BMW car. Below the photos is the business name 'Peter Pan BMW' and buttons for 'Website', 'Directions', 'Call', and 'Message'. The profile has a 4.9-star rating from 1,850 Google reviews. The price range is '\$\$' and the category is 'Auto dealership in San Francisco, CA'. Services listed include 'In-store shopping' and 'Curbside pickup'. The address is '2295 California St, San Francisco, CA 94115', hours are 'Open today until 5pm', and the phone number is '(415) 921-3317'. A COVID-19 update states 'Our showroom is open! Schedule an appointment today.' and was posted 3 days ago. The 'Posts' section shows two recent posts: 'Check Out This One-of-One Peridot Green BMW M340i Touring' dated Apr 16, 2021, and 'Pre-orders for the BMW i4 electric car open up in Australia' dated Apr 18, 2021.

Peter Pan BMW

Website Directions Call Message

4.9 ★★★★★ (1,850 Google reviews)

\$\$ • Auto dealership in San Francisco, CA


✓ In-store shopping ✓ Curbside pickup

Address: 2295 California St, San Francisco, CA 94115

Hours: Open today until 5pm


Phone: (415) 921-3317


COVID-19 Updates from business

 Peter Pan BMW on Google

Our showroom is open! Schedule an appointment today.
3 days ago

Posts

 Check Out This One-of-One Peridot Green BMW M340i Touring
Apr 16, 2021

 Pre-orders for the BMW i4 electric car open up in Australia
Apr 18, 2021

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Messages (click-to-message)

Turn on messaging to make it easy for customers to get in touch with your business from mobile entry points like Google Maps and Search. This will help drive engagement and increase conversions.

Reviews

Manage customer reviews to boost your search ranking and customer acquisition rate.

Request a quote

Through messages, you can include a "Request a quote" CTA so customers can request a quote directly from your GMB listing. This helps to increase conversions.

Bookings/appointments

Similar to the "Request a quote" CTA, you can also set up a "Request a booking" CTA so customers can schedule an appointment directly from your GMB listing. This helps to increase conversions.

Products

Showcase your products with images and detailed information to drive consumer interactions.

Promote events and offers

GMB posts enable you to create and publish posts to specifically promote events and limited-time offers. This helps to drive customer acquisition.

Peter Pan BMW

Message

4.9 ★★★★★ (1,850 Google reviews)

\$\$ • Auto dealership in San Francisco, CA

REQUEST A QUOTE

REQUEST A BOOKING

Address: 2295 California St, San Francisco, CA 94115

Hours: **Open** today until 5pm

Phone: (415) 921-3317

Products

2021 BMW 2 Series
228i Gran Coupe

2021 BMW X1
X1 xDrive28i

Offers

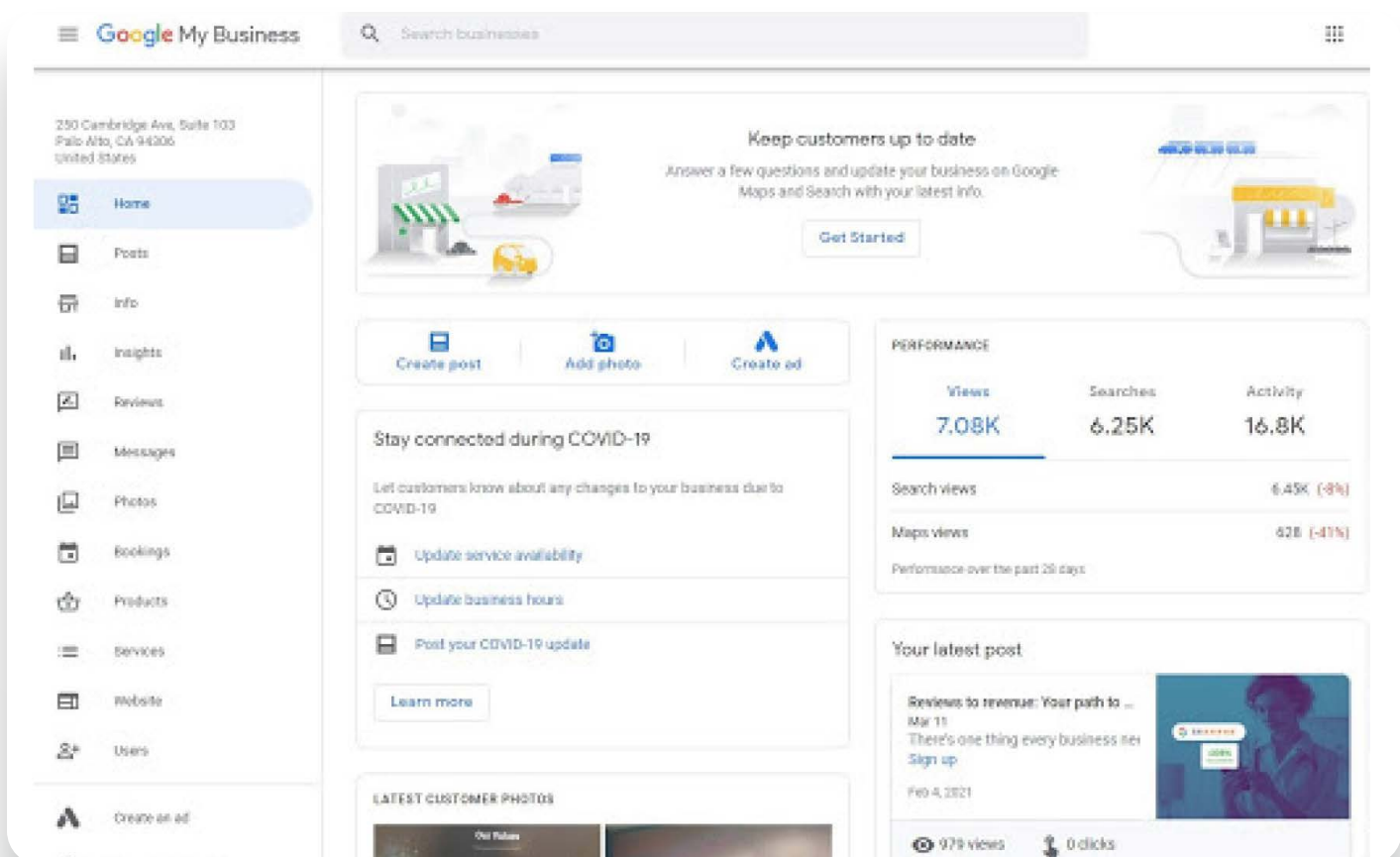
\$339 per month for 36 months with \$4,499.00 due at signing on 228i Gran Coupe.

[View offer](#)

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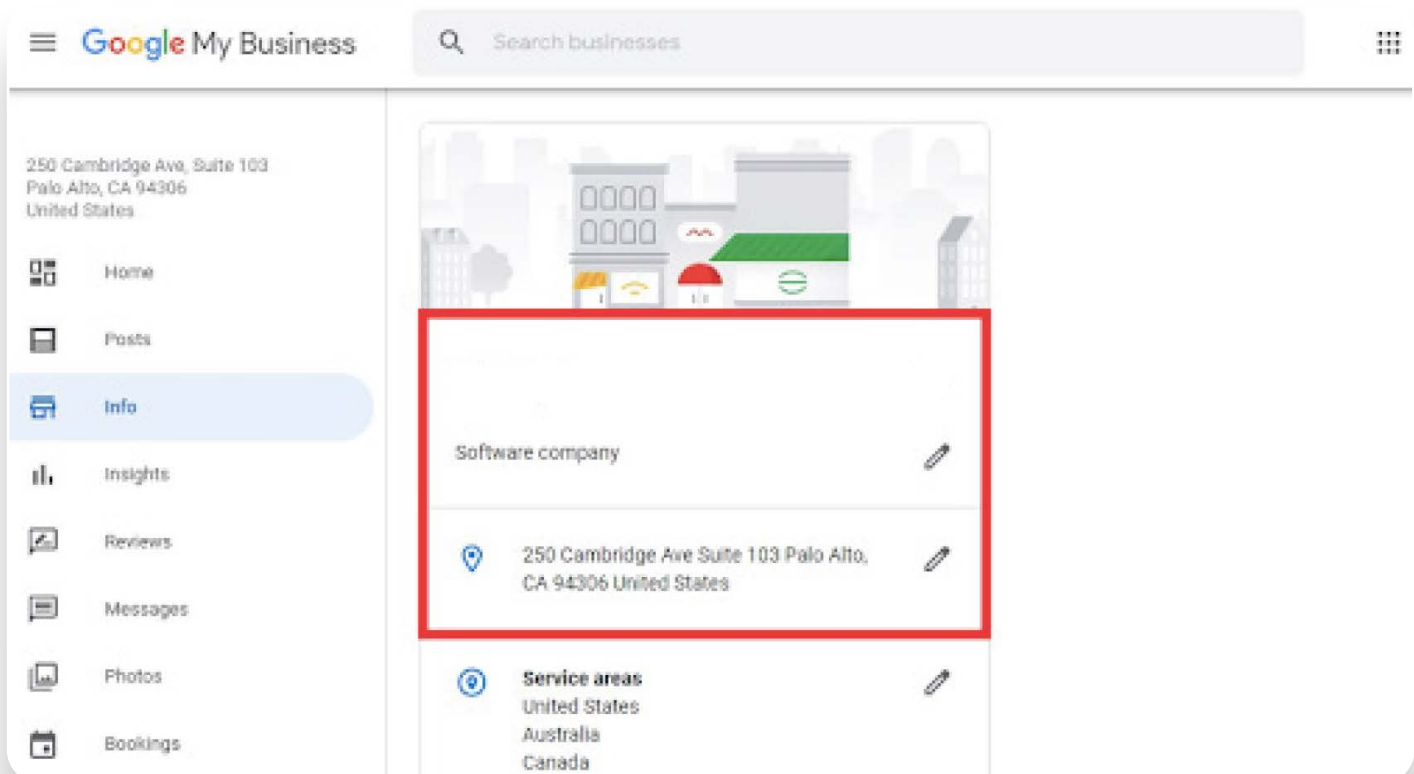
The significant increase in local Google business searches makes the benefits of optimizing your GMB profile pretty apparent. Yet despite this, **56%** of local retailers have still not claimed their Google My Business listing. That creates an opportunity for them to get on par with, or even to leap ahead of their competitors.

If you're seeking to grow your business then it's important to **set up your Google My Business profile** effectively to drive maximum results.



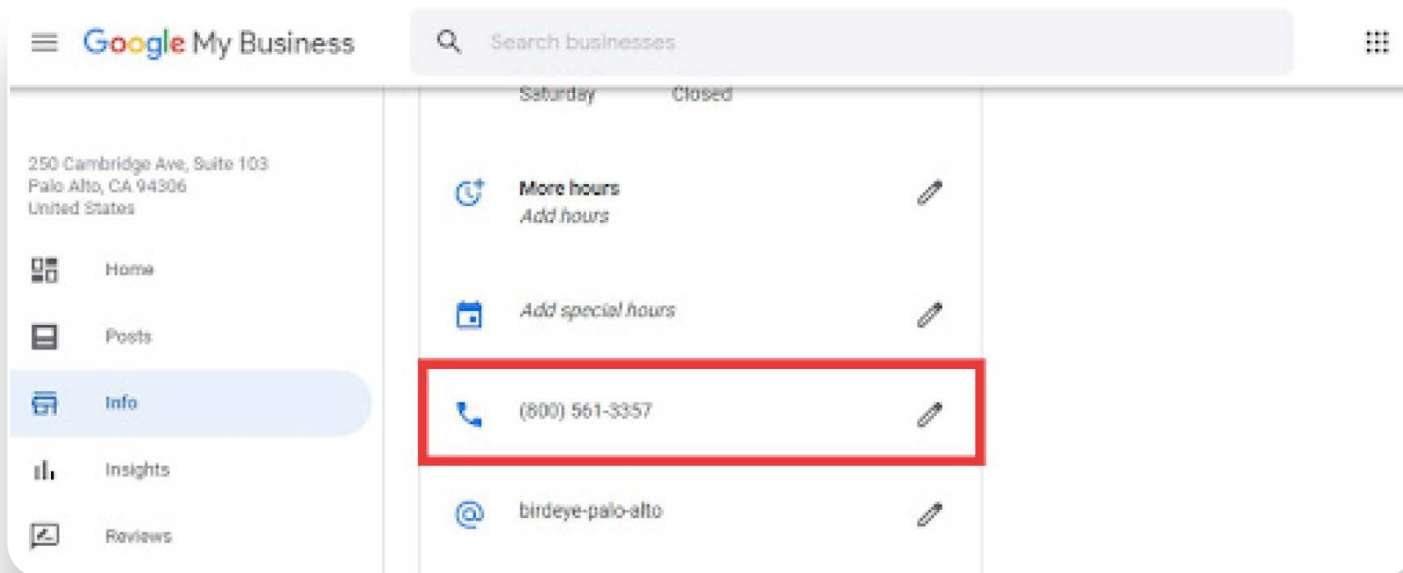
Make sure your business information is accurate

Let's start with the basics. In order for your Google My Business profile to rank well in local business searches, you'll need your NAP (name, address, and phone number) to be accurate.



If your company's contact information is outdated, inconsistent or incorrect, the consumer who looked up your business will likely be significantly inconvenienced. These days, even minor inconveniences are enough to lose customers.

You may think this is simple enough to manage, yet many businesses fail to fill in accurate NAP information on their GMB listing. In fact, **71%** of consumers reported that they've had a negative experience because of incorrect local business information found online.



Here's some examples of what to look out for:

Examples of good & bad NAP



Correct map listing

Beta Home Services
335 14th Avenue
San Francisco, CA 94118
1 (800) 561-3357
<https://www.betahomeservices.com/>



Wrong name

Beta Home Service
335 14th Avenue
San Francisco, CA 94118
1 (800) 561-3357
<https://www.betahomeservices.com/>



Wrong address

Beta Home Services
335 14th Ave
San Francisco, CA 94118
1 (800) 561-3357
<https://www.betahomeservices.com/>



Wrong phone number

Beta Home Services
335 14th Avenue
San Francisco, CA 94118
1.800.561.3357
<https://www.betahomeservices.com/>



Wrong website URL

Beta Home Services
335 14th Avenue
San Francisco, CA 94118
1 (800) 561-3357
betahomeservices.com

It's also important to indicate both your regular and holiday hours. This encourages customers to visit you, and also avoids potential negative reviews from prospects who took the trip out to your location, only to find it was closed.

Choose the right business category

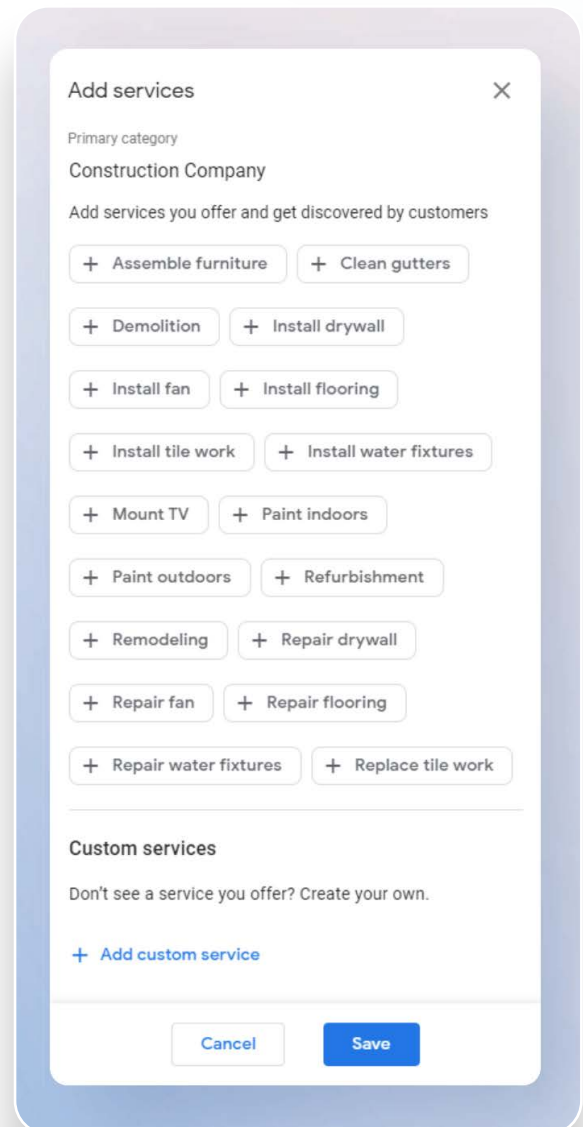
Did you know that correctly choosing your primary GMB category is the **number one** “local pack” ranking factor? Choosing the most relevant primary category, as well as additional GMB categories, all play a large role in how your business shows up in local searches.

Google My Business categories show both Google and prospective customers the kinds of services you provide. For example, a realtor that also does appraisals can choose categories like “real estate agency” and “real estate appraiser”.

If you’re in the right Google My Business categories, it will increase the likelihood of your business ranking higher for relevant searches. If you’re an urgent care facility, you’re much likely to show up in searches for “urgent care near me” if you have “urgent care” as your primary category.

Here's how you can make edits to your Google My Business categories:

1. Sign in to Google My Business.
2. If you have multiple locations, go to the location whose category you want to change.
3. Go to the "Info" tab.
4. Click the pencil icon next to your primary category. This should show up under your business's name.
5. Edit your primary category, or click Add another category.



The screenshot shows the 'Add services' dialog box in Google My Business. At the top, it says 'Add services' with a close button (X). Below that, it shows the 'Primary category' as 'Construction Company'. A subtitle reads 'Add services you offer and get discovered by customers'. The main area contains a grid of service buttons, each with a plus icon and a service name: 'Assemble furniture', 'Clean gutters', 'Demolition', 'Install drywall', 'Install fan', 'Install flooring', 'Install tile work', 'Install water fixtures', 'Mount TV', 'Paint indoors', 'Paint outdoors', 'Refurbishment', 'Remodeling', 'Repair drywall', 'Repair fan', 'Repair flooring', 'Repair water fixtures', and 'Replace tile work'. Below this grid is a section for 'Custom services' with the text 'Don't see a service you offer? Create your own.' and a link '+ Add custom service'. At the bottom, there are 'Cancel' and 'Save' buttons.

Get comprehensive with listing attributes

As we've already mentioned, consumer behavior isn't changing dramatically anytime soon, even after vaccination. Even as the economy reopens, a large portion of the population will only choose businesses that make them feel safe. **62%** of consumers say they will only choose businesses that continue to enforce safety guidelines, even if most Americans receive a vaccine.

In order to attract these consumers, you'll need to provide accurate information about your social distancing protocols to get them to convert.

Lumen Restaurant

Ketchum, ID

Open • Closes 8PM • (208) 726-4499



[Website](#)

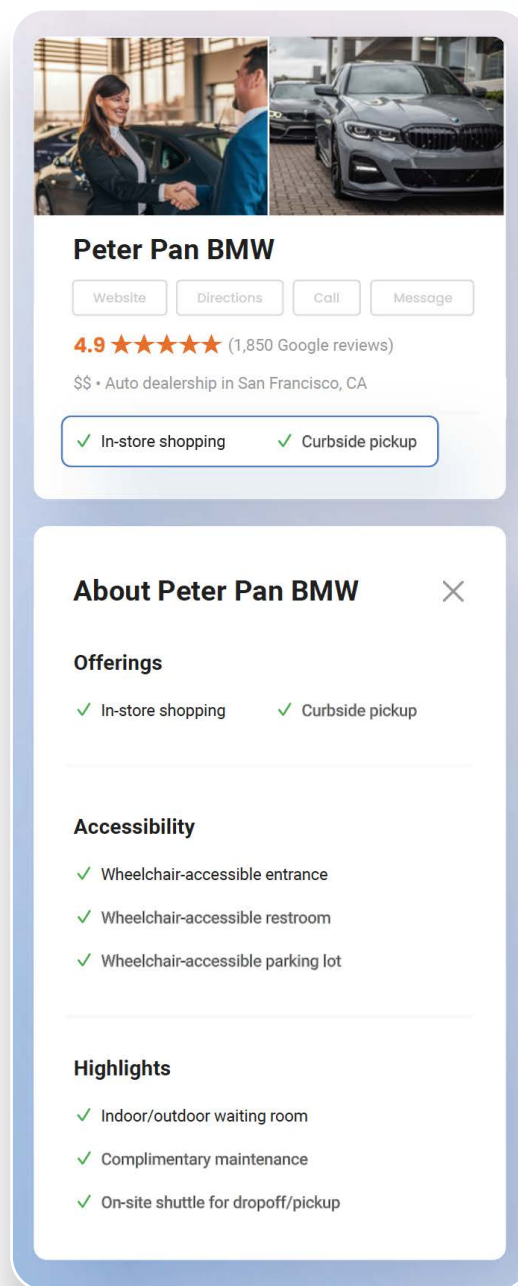
Dinner hours: 5PM – 8PM Fri

✗ Dine-in ✓ Curbside pickup ✓ No-contact delivery

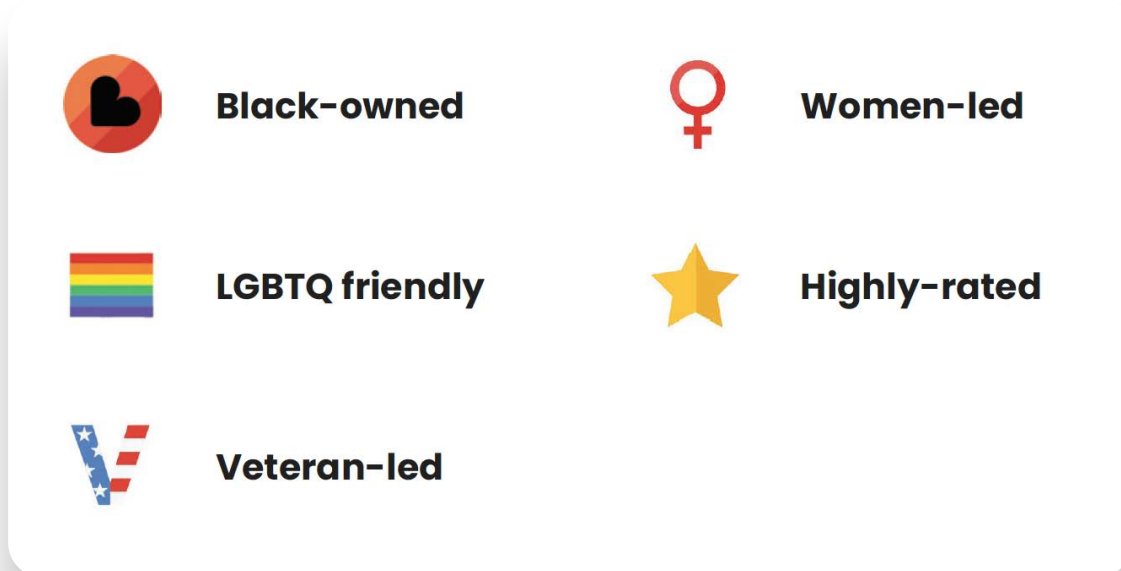
Make sure to list pandemic-relevant details in your GMB profile such as mask requirements, no-contact delivery availability, safety dividers at checkout, etc. Be sure to fill out as much information as possible to establish trust with customers and, of course, with Google. These fields can be found in the info tab of the side menu.

Google My Business provides a wide range of attributes for businesses to identify specific services, features and other qualities that allow their listings to show up in relevant local searches.

While many of these are crowd-sourced by Google users, business owners can add attributes themselves. It's important to make your Google My Business profile as accurate as possible to increase your ranking in relevant search queries. Adding attributes yourself will ensure your business information is accurate and up-to-date. This is crucial to generating leads, as these attributes appear on your business listing in search results and on Google Maps.



Newer features to GMB allow black-owned and women-led businesses to be highlighted on their profile. These attributes help your business rank higher for relevant search results. Some attributes, such as “Women-led” and “Black-owned,” also show up as badge icons in mobile listings.



This feature gives businesses a valuable opportunity to tell the “story” of their business in a way that attracts customers. Furthermore, if used strategically, it can improve your local search rankings.

Here's what the search engine itself has to say about how to improve your local ranking on Google (good news: it really couldn't be easier!):

“To maximize how often users find your business in local search results, ensure that your business information in Google My Business is accurate, complete, and engaging... Businesses with complete and accurate information are easier to match with the right searches. Provide information like, but not limited to, your: Physical address, phone number, category, [and] attributes”

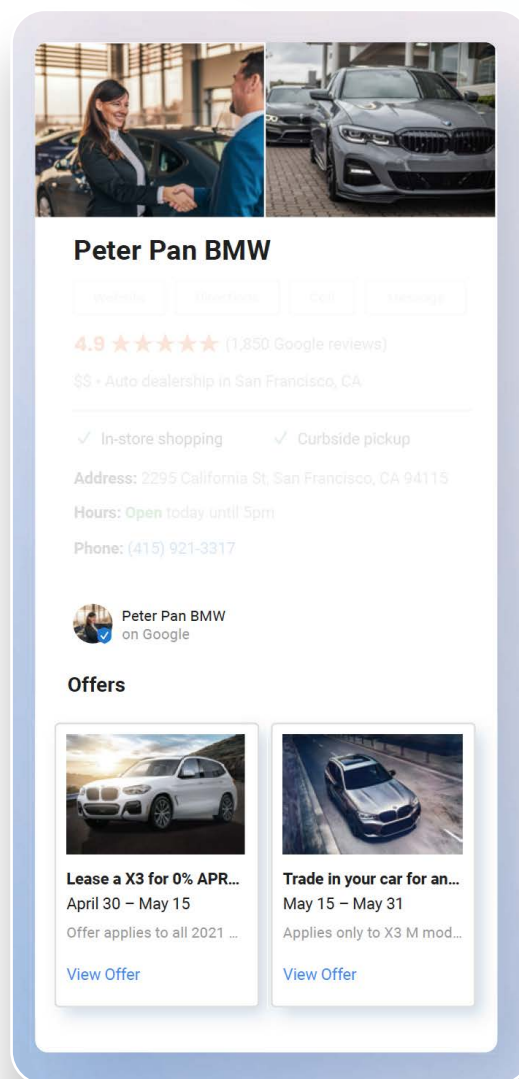
In summary, the more details you provide, the better your search rankings are likely to be. Google My Business attributes offer up a broad range of ready-made details, and all you have to do is choose the ones that apply to your business.

Use local posts

Your GMB listing enables you to post about announcements, offers, events, and products. Posts are created in your dashboard and show up on the “Updates” section toward the bottom of your Business Profile. However, they might become more prominent based on the search query. For example if a user searches for “Peter Pan BMW X3 sale” and one of Peter Pan BMW’s posts happens to be a sales promotion for the BMW X3, then the post will become more prominent.

Posts let you engage with your audience and help to maintain an updated presence on Google. Some Google-provided tips for making the most out of local posts are:

- Make sure each post is high-quality — free of spelling errors, broken characters, gibberish, or useless information.
- Posts should be respectful and non-offensive.



High-performing posts include visuals and links to trusted websites. Google does not allow links that lead to malware, viruses, phishing, and similar material.

Posts from businesses that operate on regulated goods and services — such as alcohol, prescription drugs and firearms — are allowed to use posts but can't post content related to the products themselves.

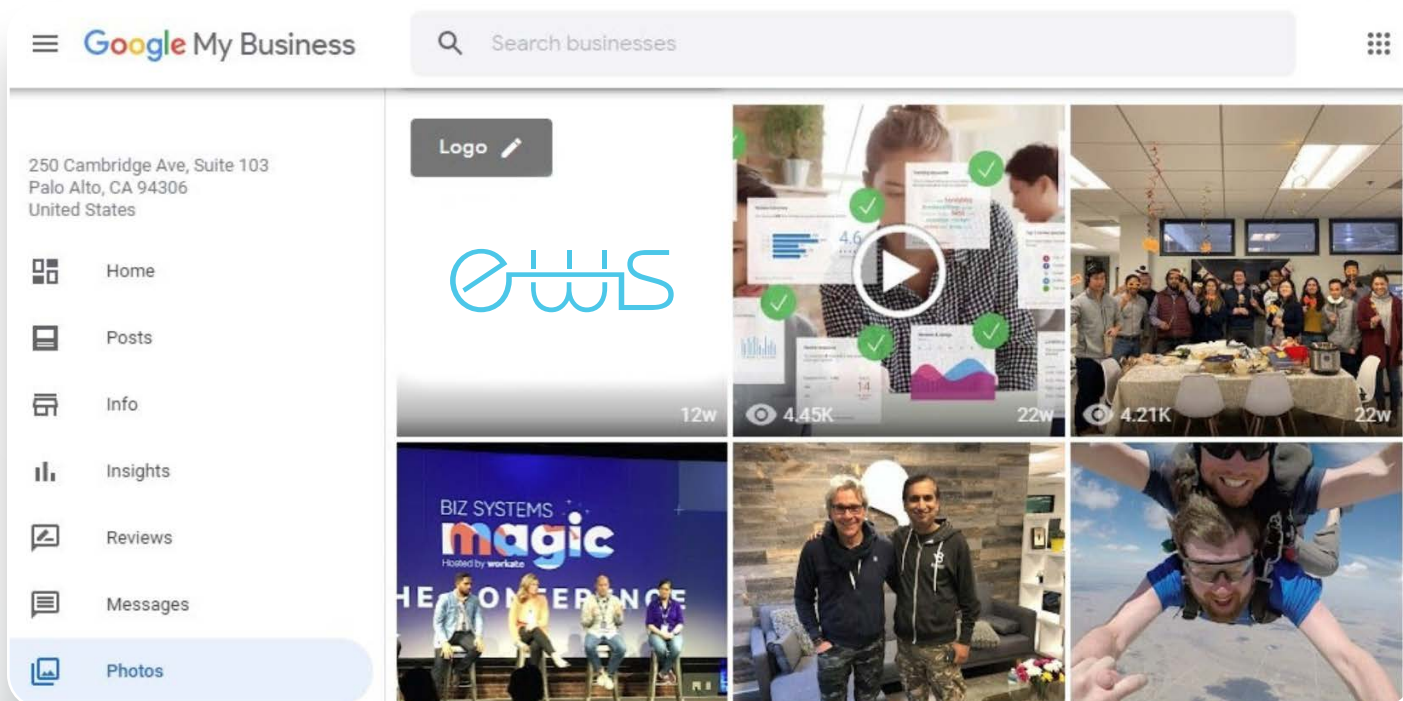
Here are some additional tips for optimizing your listing with posts:

- Post regularly. Certain post types expire every seven days
- GMB allows you to post about events and special offers which can be used to promote time-sensitive marketing campaigns. You can choose a date range and the posts will stay live for the duration of that timeframe
- Include links and CTAs in every post
- There is also a COVID-19 post type. This can help to effectively communicate with your audience and keep them updated on your business during the pandemic

Upload photos to your GMB profile

The more photos on your business listing, the more likely you are to win new customers. Google reported that businesses with photos receive **42% more requests for driving directions** and **35% more click-throughs to their websites**. Chances are you practice this in your own consumer behavior. When you search for businesses online, you're more likely to click on a business that shows you what their products, offices/stores, etc. actually look like.

Google My Business allows you to easily upload photos to your profile. The photos section can be found on the side menu in your GMB account.



To increase your chances of converting searchers, **Google recommends** businesses upload the following:

- Post regularly. Certain post types expire every seven days
- GMB allows you to post about events and special offers which can be used to promote time-sensitive marketing campaigns. You can choose a date range and the posts will stay live for the duration of that timeframe
- Include links and CTAs in every post
- There is also a COVID-19 post type. This can help to effectively communicate with your audience and keep them updated on your business during the pandemic

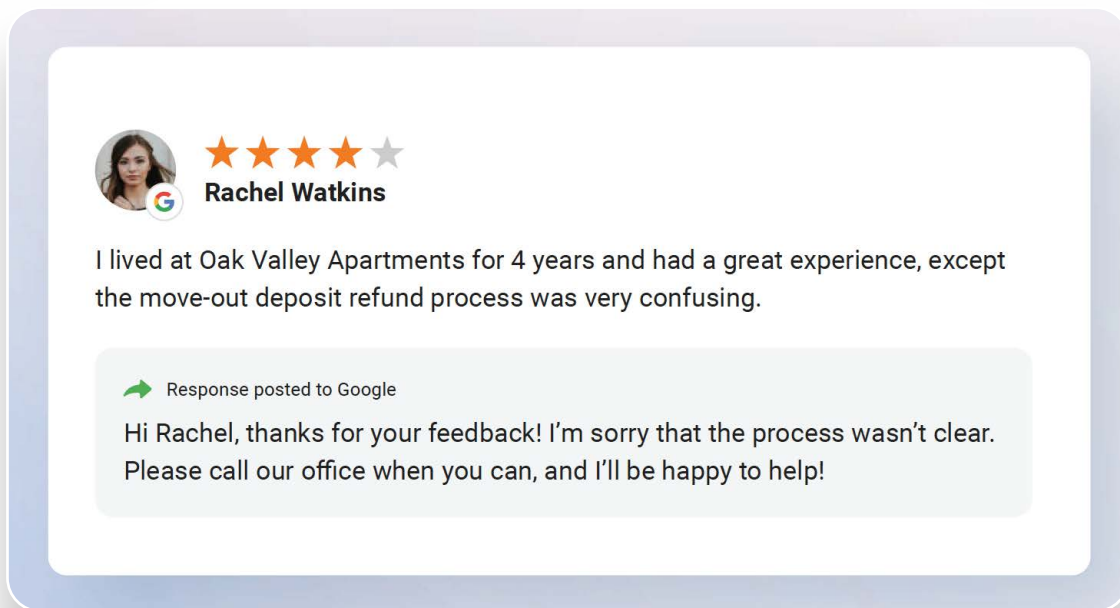
Photos provide consumers with a visual preview of what to expect, and this helps to build trust. The more photos you share, the higher your conversion.

Establish a steady stream of fresh customer reviews

What drives the selection of business from those 3 listings? Increasingly, it's online reviews — **89%** of consumers read reviews before making a purchase, or before they hop in the car to come over to your location. While GMB may be the number one local ranking factor, reviews are also highly influential. Those reviews live right in a business's online Google listing. Healthy **reviews management** on your GMB profile can have a tremendous impact on your local search ranking.

It's important to regularly generate new Google reviews and manage them as they scale. The popularity and relevance of reviews is exactly why Google prioritizes them as a local SEO ranking factor. Additionally, **69%** of consumers today believe that online reviews older than 3 months are no longer relevant.

Customers will be able to write reviews on your GMB profile, and those **reviews** will be publicly visible, so it's important to proactively generate, monitor, and respond to reviews as you receive them.



To ensure you're getting a regular stream of reviews, you're going to need to consistently ask for them — you can't just expect them to come rolling in on their own. Regularly requesting reviews means you'll be able to show positive, recent reviews on your GMB profile, proving to consumers that your business delivers a superior experience.

Track customer paths through Google My Business insights

As with any marketing tactic, it's important to measure the impact of your Google My Business listing. Google My Business has built-in tools to help you track how consumers are engaging with your listing.

Google My Business Insights can tell you:

- How customers are finding your business (direct vs. discovery searches)
- Where on Google your customers are finding your listing (Search vs. Maps)
- The actions your customers are taking on your listing (visiting your site, clicking on directions, browsing the photo gallery, calling you)
- Communities your customers are from (based on direction queries)
- Total phone calls, and the times your customers typically call

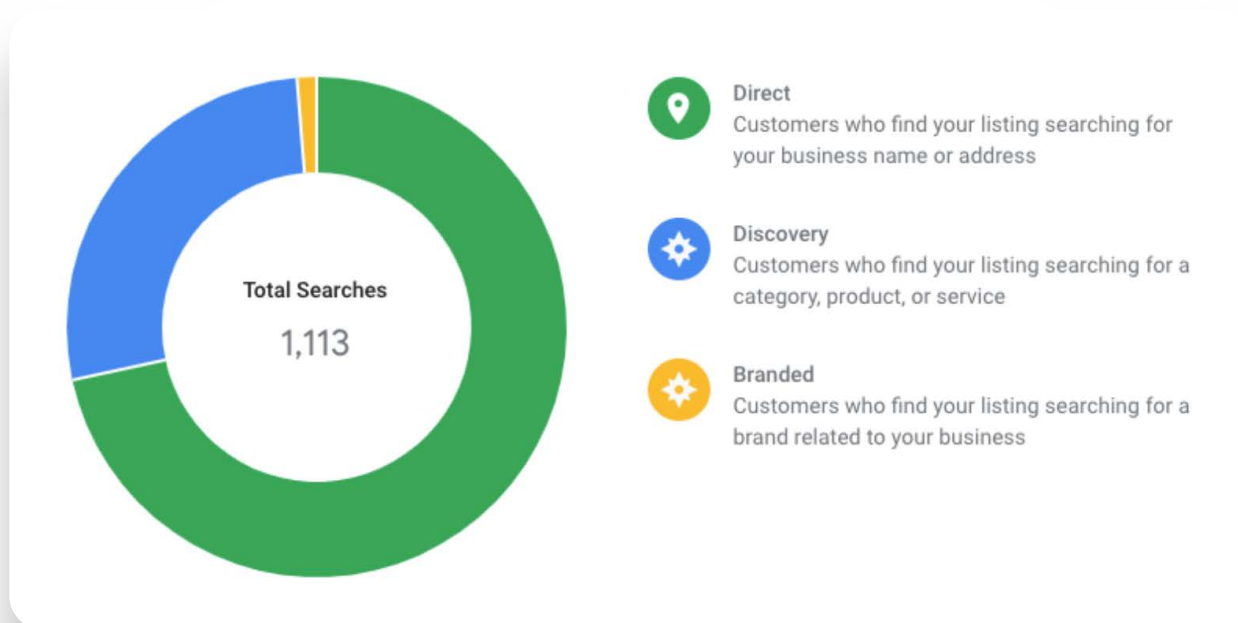
How do these insights benefit you?

Direct vs. Indirect discovery

Google My Business shows whether customers are discovering your business through direct or indirect search terms.

Direct searches are when people know about your company and are using your business name or address to find you on Google - for example a search query for “Peter Pan BMW”.

Discovery searches are the most common type of Google search. **84%** of customer searches for businesses are discovery searches. This is when people search for the business type or category — not necessarily the business’ name. This is common for people who aren’t familiar with your company — for example a search query for “BMW dealership near me”.



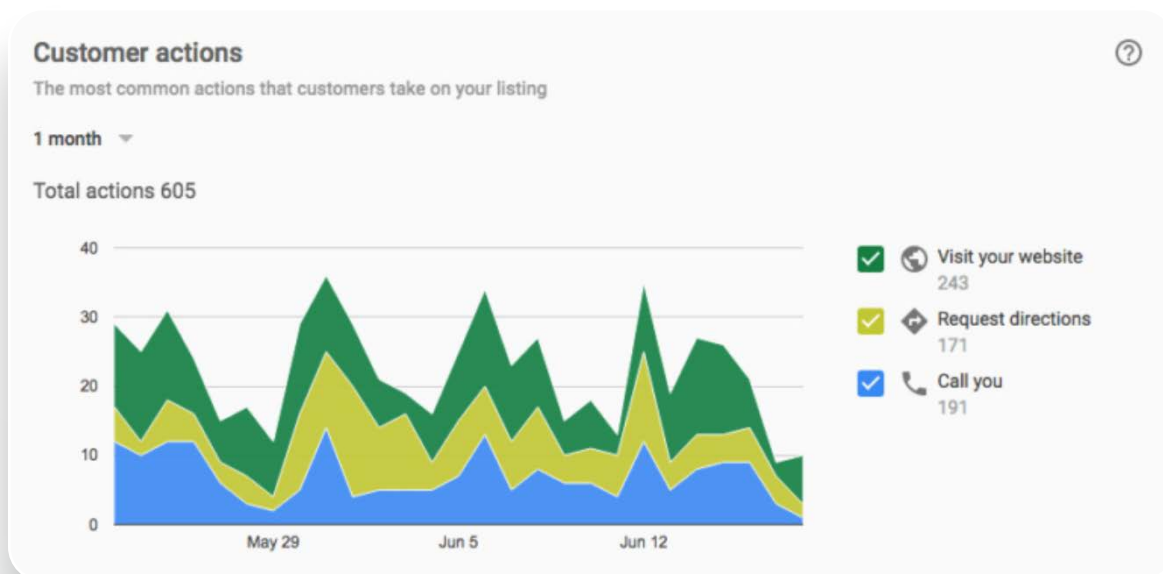
You'll want to make sure that you're ranking well for discovery searches so that your business is showing up ahead of competitors, considering that the top 3 Google search results receive **75%** of all clicks.

When customers search for your business directly, your Google My Business profile will appear in the **Knowledge Panel** (to the right side of the screen if you're on desktop). These customers are further in their decision-making process and are more likely to contact your business using your contact information in the Knowledge Panel.

Once you figure out how they are finding your listing, you'll want to understand what they are doing with it.

- Are they visiting your website?
- Requesting directions?
- Calling you?
- Browsing through your photos?

Google My Business gives insight into these actions, which help you to understand what elements of your listing are driving the most engagement and what elements to improve.



Direction requests

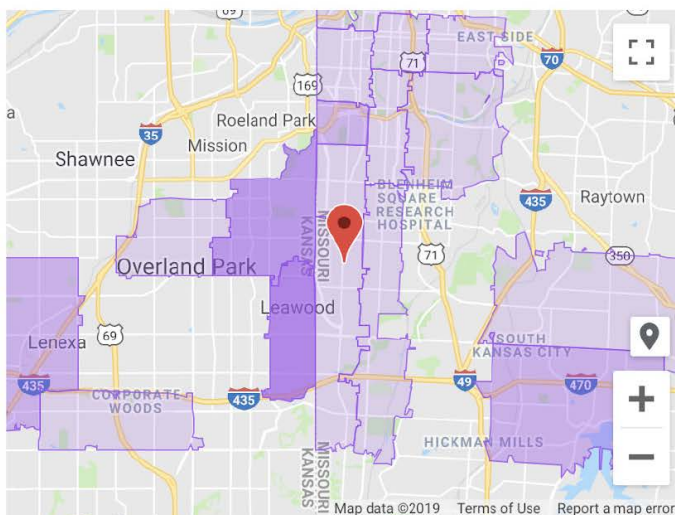
Customers have the option to request directions to your business from your Google My Business listing. Google helps you to understand the ZIP codes from which customers are most likely to come to your business. This data can help you target your advertisements to the areas where customers are coming from.

Directions requests

The areas where customers request directions to your business from

1 month ▼

66206	25
66208	19
64134	11
66215	11
64112	10
64108	<10
64109	<10
64110	<10
64111	<10
64113	<10
64114	<10
64124	<10
64128	<10
64130	<10
64131	<10
64138	<10



Phone calls

Your phone number is shown as part of your Google My Business listing. This section shows what time of day customers are calling your business through Google My Business. With this data, you can understand when customers are looking at your profile and adjust your ad spend and targeting accordingly.



Popular times

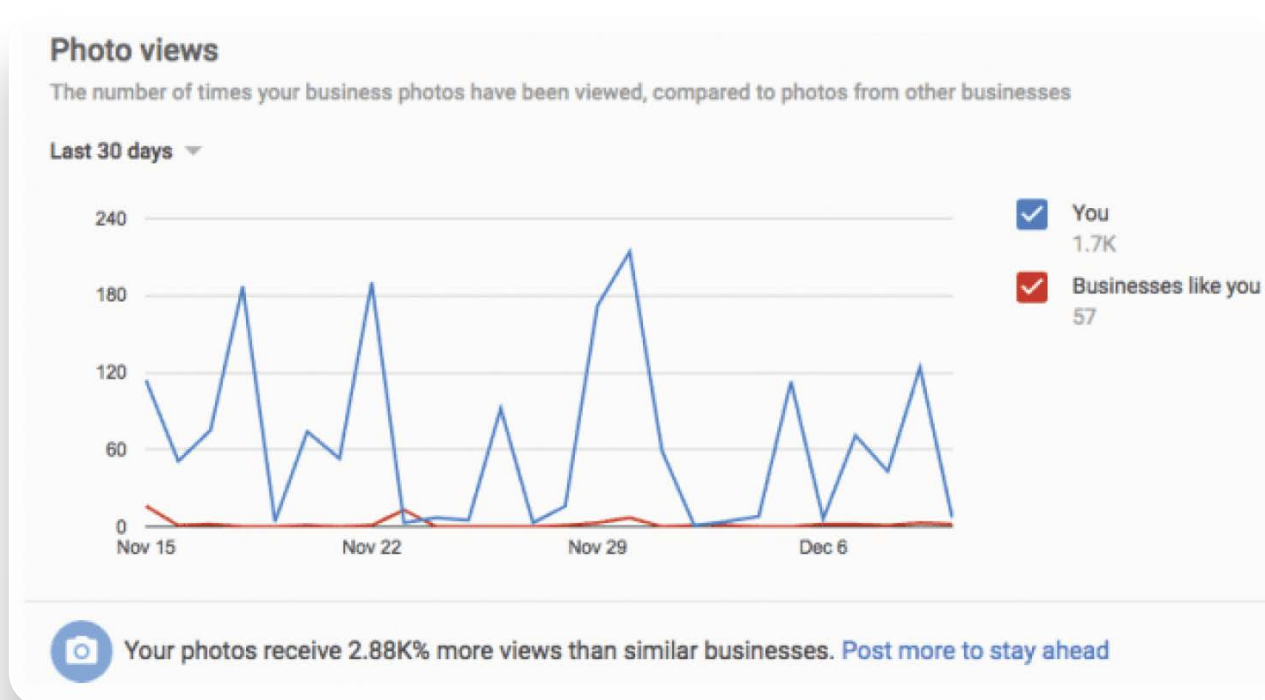
Google uses customer location data to determine when the most popular times are to visit your business. You can use this information to figure out when you might need some extra employees to deal with extra customers.



Photo views

You can analyze your gallery's photo views and compare them to other businesses similar to yours. The more photo views you have, the more opportunities potential customers have had to see what you have to offer.

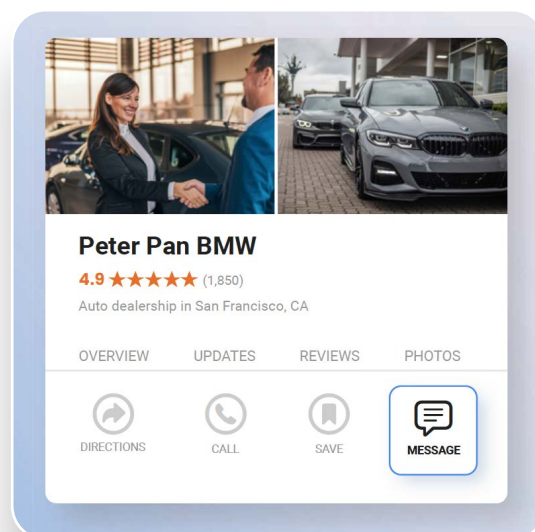
All of this information can be used to track your customers' conversion paths, and provide a comprehensive understanding of your customers' actions prior to reaching your website.



Turn on Messaging for your GMB profile

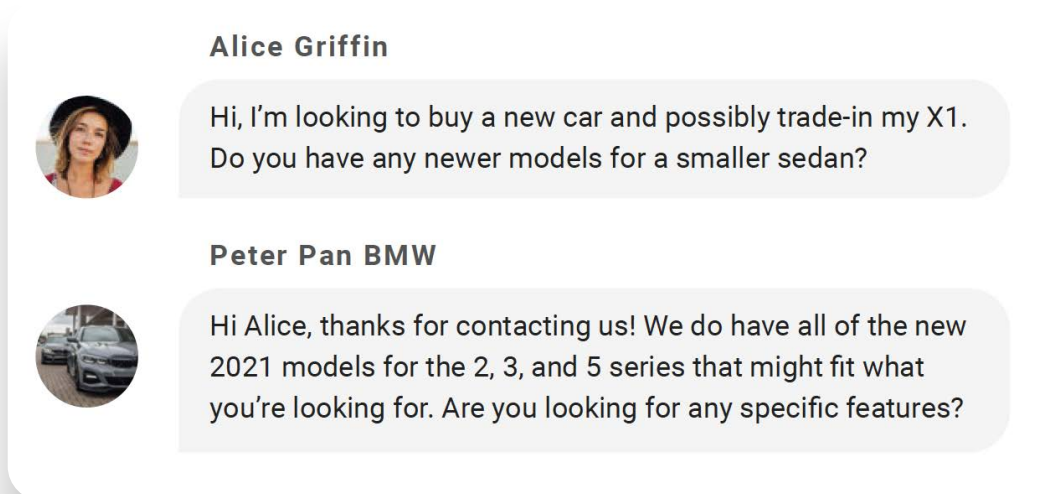
Remember the industry data we shared that showed consumer behavior isn't changing anytime soon? One emerging trend from the pandemic was that **more consumers checked to see if a specific product or service was available before visiting a business**. Given that **67%** of consumers plan to confirm online that a desired item or service is available before visiting a business, even after most Americans are vaccinated, this trend is likely here to stay.

Your GMB profile does share your company's phone number, however a whopping **75%** of consumers prefer messaging a business instead of calling. That's where making it easy for prospects to message a business comes in — and now, Google has even done that, with the introduction of **Google click-to-messaging**, right from a business's Google My Business search result.



Google's click-to-message makes it easy for customers to get in touch with your business, literally at their fingertips, from mobile entry points like Google Maps and Search.

What does that mean for your business? You can now answer questions quickly, and therefore attract more customers.

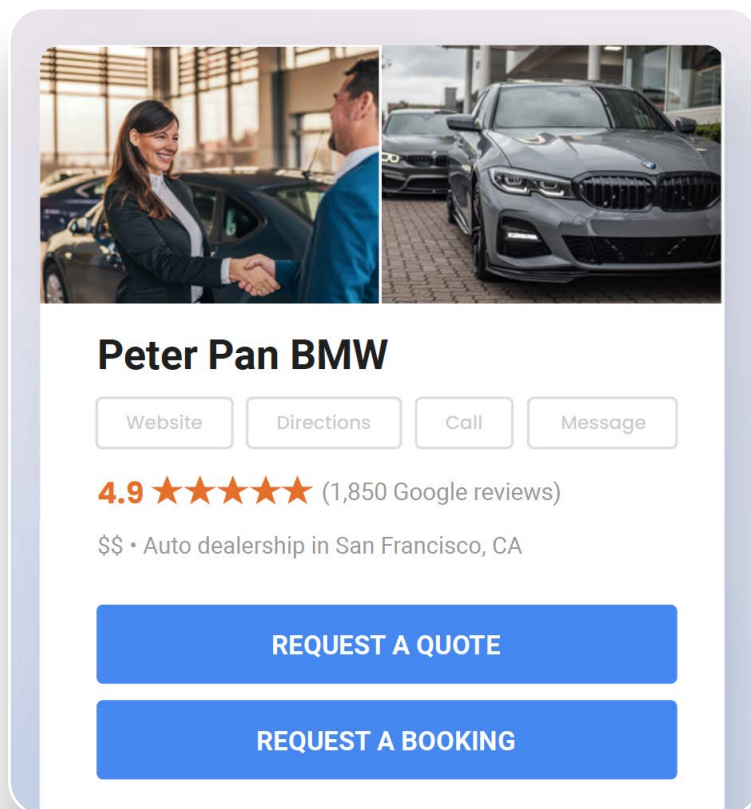


You can even turn on "Request a quote" which displays a button with that CTA on your Business Profile in a customer's search results. Customers can then use this button to request a quote from their mobile device directly on your GMB profile. When a customer requests a quote, you'll get a message in the Google My Business app and the web messaging portal for eligible users.

You'll also get an email notification with a response form. You can reply directly from any of the notifications. These options make it easy for you to review quote requests and connect with potential customers.

Additionally, customers can request a booking from your Business Profile on Google. The option to request a booking may appear to customers when they message with a business if you've enabled this feature.

As more businesses compete online, this powerful tool will help businesses stand out from the pack by providing a new layer of convenience for consumers — and it will have a direct impact on your lead generation goals.



Tying it all together — Experience Marketing software

Effectively managing your Google My Business profile entails managing your **listings** for SEO, generating and managing reviews, and quickly responding to customer messages. While this may seem overwhelming, leveraging Experience Marketing software allows you to seamlessly tie all of the pieces together into one centralized solution.



1. Listings management

For example a consumer seeking to purchase a new BMW X3 starts their customer journey by searching for “**BMW near me**” on Google. Businesses with an optimized GMB listing complete with accurate business information will show up in search results.

The challenge is businesses typically have multiple online listings on other sites as well such as Facebook, Yelp, etc. Add a GMB profile to the mix and it becomes apparent why a whopping **86%** of businesses have either missing or incorrect company name information listed across all listings. This can become especially difficult to manage for multi-location businesses.

Experience Marketing software helps businesses overcome this challenge by centralizing listings management for multiple online directories, including GMB, into one solution. Increase discoverability through listings management by:

- Maintaining accurate business listings for all of your locations
- Getting powerful insights on consumer engagement with your GMB profile
- Optimizing your GMB listing with maps, service areas, and business status details

2. Reviews management

Once a consumer discovers a business on Google, the average person chooses a business from the top 3 search results with the most reviews and highest star rating — which in this case is Peter Pan BMW.

Healthy reviews management on GMB can have a tremendous impact on local search ranking for your business. Furthermore, fresh reviews heavily influence purchasing decisions. **69%** of consumers say that reviews older than 3 months are no longer relevant.

Regularly requesting reviews means your business will be able to show positive, recent reviews on your GMB profile, proving to consumers that your business delivers a superior experience.

Experience Marketing software automates review management:

- Get more customer reviews on Google by leveraging **Birdeye's direct integration with Google's private API**
- Send personalized automated review requests to maximize conversions
- Access all your customer reviews, for every location, in one dashboard

3. Google click-to-message

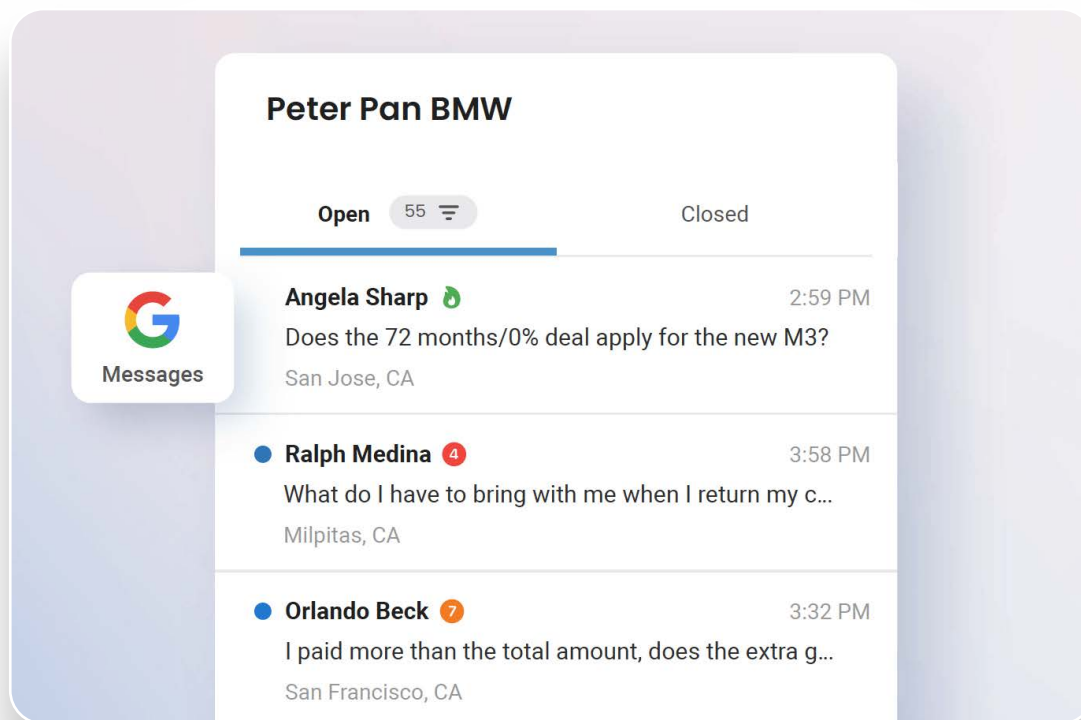
After a consumer clicks on Peter Pan BMW's GMB listing, they can then message the dealership to check if they have the BMW X3, without leaving Google. The relevant team member is alerted and can now chat with prospects while they're still on Google.

Similar to the challenge with listings management, most businesses already manage multiple communication channels - email, social media, webchat, texting, phone calls, and the list goes on. Adding another channel may seem overwhelming, but fortunately there's a better way.

Experience Marketing software helps businesses seamlessly manage Google click-to-message by centralizing communication channels into one platform:

- Engage and convert hot leads on Google from a Unified Inbox
- Get instant alerts
- Track Google click-to-message interactions at a brand level

It's that easy.

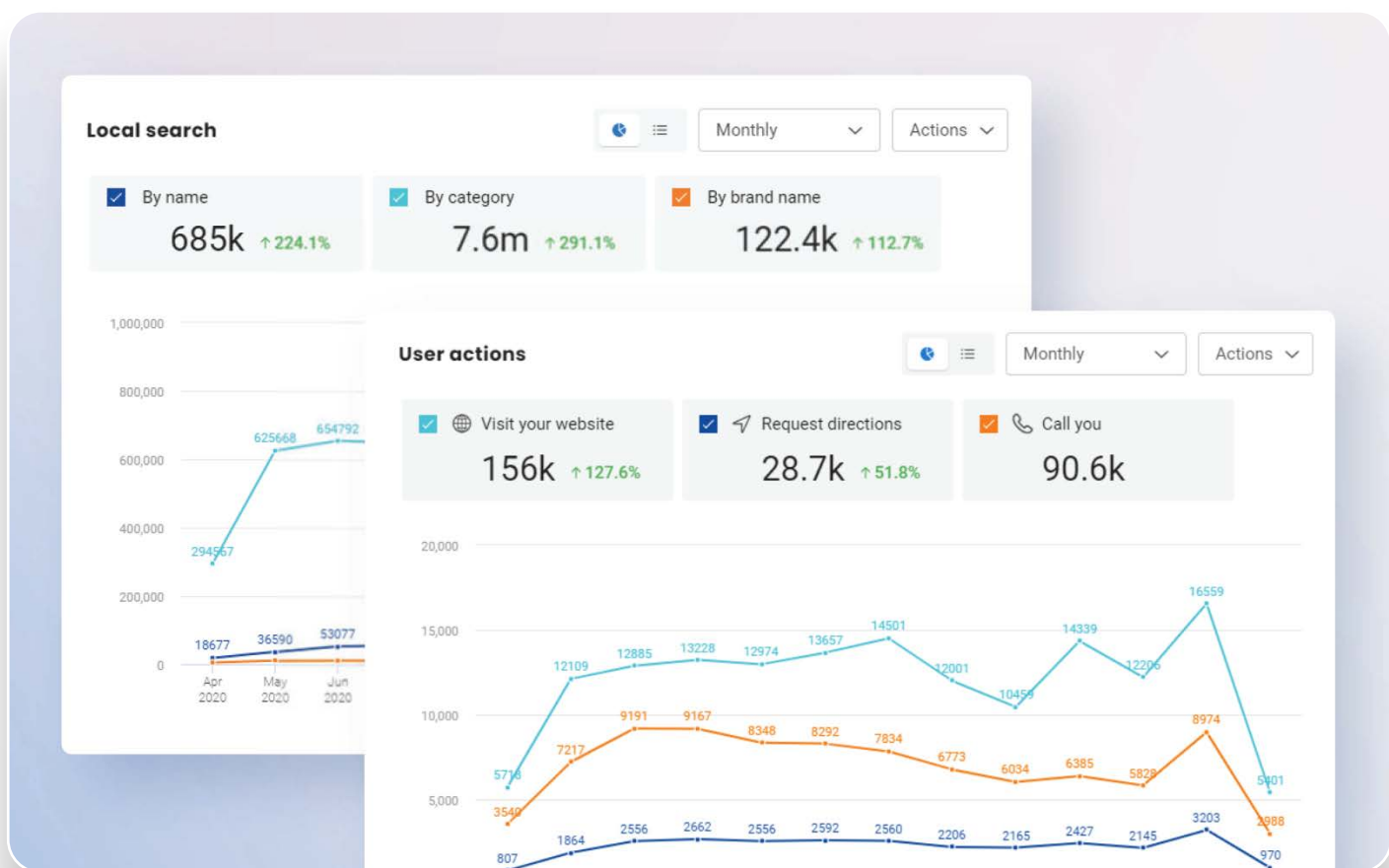


This is what the modern customer journey looks like, and Experience Marketing software provides you with all the tools you need to drive growth in one intuitive, all-in-one platform.

Birdeye offers businesses listings management tools, powerful reviews management, and a **Unified Inbox** so you can manage Google messages directly from our platform — all thanks to a direct integration with Google. Fully-integrated Google partners have official Google APIs and Birdeye is one of the few companies that is integrated with Google's private API. Through this direct integration, businesses can also view valuable reports on their GMB listing directly in the Birdeye platform.

4. Deeper insights

Birdeye enables you to track and view the performance of your GMB listing, see how consumers are searching for your business, how people are reaching out to your business, and much more.



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