

# Google Business Profile Training Guide

A Step-by-Step Tutorial to Optimize  
Your Listing to Attract More Customers



by Josiah Jones

Thanks for downloading this report!

In this tutorial, you'll discover how to get more website visitors and customers from Google using your Google Business Profile.

My name is Josiah Jones, a website designer and digital marketing strategist at [AZWebDesignStudios.com](http://AZWebDesignStudios.com) and in the last 10 years I've worked with hundreds of clients to improve their online presence and get more customers from their websites.

The question I get asked by clients all the time is:

## **“How do I get to the top of Google?”**

While search engine optimization is a great investment and can pay off exponentially in the long run, it can take time to see results.

That's why I want to show you how to optimize your Google Business Profile so you can begin showing up higher in the search engines as soon as possible with just a few simple yet highly effective actions.

So, let's start from the beginning. What is Google Business Profile?

It's a free tool provided by Google that helps business owners like you to control what your customers see when they search for you online.

The results of the Google Business Profile can show up in Google Searches and also show in Google Maps.

But first, it's important to remember...

Your Google Business profile does **NOT** replace your business website!

It complements your website by giving your business a presence with a listing on Google (the most popular search engine in the world).

Your Google Business Profile can help you get visibility in the search engines more quickly than traditional search engine optimization efforts for your website.

## **What will you discover in today's training?**

Today, you'll discover the importance of local business listings, and how customers find you using your Google Business Profile.

You'll also find 4 simple yet highly effective actions you can take right now to begin seeing results to optimize your online presence.

So, why are your online business listings so important?

In recent years, the internet has turned the tables of business, and now consumers are more empowered than ever before.

Customers can get the information they're looking for about your business, and they can get it *fast* with a quick search, often from their smartphones.

Consumers have access to endless information at their fingertips, including information that will help them make a decision about whether or not to do business with you.

That means, businesses that actively manage their online reputation and listing information will be the ones who thrive!

## **Your customer's journey begins with a Google search**

... And most often, from a mobile device.

Customers are searching for businesses around them using location, top rated businesses, or sometimes by a specific attribute.

If your business listing is not optimized or displaying up-to-date information on various listing sources it makes it difficult for a consumer to find you, and therefore difficult to choose your business.

When customers search, Google uses a complex algorithm to show them the best matches.

Google looks favorably on businesses that have complete and accurate information because they're easier to match search terms with.

Remember the ways customers search for a business—by location, top rating, or attribute—if your business matches those terms, you will show up!

Optimizing your Google listing with basic information increases your chances of fitting someone's search requirements on Google.

Businesses that have an optimized Google listing included address, business hours, phone number, business category, attributes, and photos.

Ensuring the business has a complete Google Business profile will increase your chances of being ranked highly on Google and thus, outrank a competitor.

Helping customers find and select your business requires two main considerations, correct business listings and online reviews. If prospective customers cannot find the business online, they will go to your competition.

66% of your ability to show up in local search and outrank your competitors is directly linked to managing your listings and online reputation.

And 83% of shoppers conduct online research before ever stepping foot inside a store, restaurant, clinic, gym, or any other business.

The most common actions visitors take after viewing your Google Business Profile listing are:

- **56 percent** of users will find your listing on Google and click to visit your website.
- **24 percent** of visitors will connect with your business directly through Google instead of your website
- **20 percent** of visitors will ask for directions to your location

Now that we have the basics covered, let's talk about ways you can proactively use your listing to improve your local visibility.

## **Optimizing Your Google Business Profile**

Why is it so important to constantly optimize your business on Google on a regular basis?

It's not about the information you have online, it's about how frequently you're updating it and adding to it that makes a difference.

As an analogy, it's like stoking a fire.

Anytime you take direct action, you're throwing a log into the flame to keep the fire burning to allow Google and viewers to see you more clearly.

So how do we do that?

We do that by getting more reviews and responding to reviews, performing posts in Google, doing questions and answers within your business profile. When you're staying engaged within Google's platform, they really love to see that.

## **Step 1: Get more frequent & recent reviews on Google**

It's no secret that getting more reviews can be challenging.

If you send out a 100 review requests and receive 10 that's still a pretty good response rate, but if you do incredible work and have a great relationship with your customers you can have a much higher response.

Reviews help you attract new clients with social proof - not only does Google look at the reputation score but other viewers look at your feedback.

This can help you get internal feedback and learn more about where you can improve your process and provide a stellar experience.

Reputation trends

97% of people say that reviews influence their buying decision.

48% of people say that they pay attention to reviews posted within the last 2 weeks, which means recency and frequency is important, or the more reviews you get the more often the better.

By not responding to reviews, there's a risk of increasing client churn by 15%. That number may seem low, but you want to reduce churn as much as possible and keep customers coming back to you.

By responding to negative reviews, your prospects will see that you're working towards fixing and resolving any issues that may arise, providing peace of mind that you care about your customers and their experience.

And from Google's point of view they see that you're interacting with your customers through their platform, and they like that so they'll reward you for your engagement.

## **Turning Negative Reviews Into Positive Experiences**

Statistics show that of the people who received a response from a company after posting a negative review or comment, 33% of the users turned around and gave a positive review.

So if a user left a one-star review and you as a company reach out to them, 33% of those users could turn around and change that 1-star review and update it a 3, 4, or maybe a 5.

Which can keep your overall average rating much higher than if you didn't respond to negative reviews. 34% of customers will delete that negative review altogether.

It can be a challenge and these things don't happen right away, it happens with the first step of you leaving a genuine response to the negative review.

## **Step 2: Post to Google 1-2 Times Per Week**

Google now offers a new feature where you can make posts directly on your profile and publish information directly to Google that your customers are looking for.

This is a great opportunity for you to stay actively engaged and add content directly to Google.

It's similar to making a social post on any other platform, like Facebook, LinkedIn, etc.

The content will appear within your Google Business profile listing and these posts will appear in the search engines and maps.

This is a great way to set your business apart from your competition. Not only is this a great new feature, but hardly anybody is using it yet!

Google Posts, when you see them live, will include an image, a description, and a call-to-action.

These posts will live in your Google business listing on a google search page, they'll live right under your business listing where your core information exists.

It's an opportunity for you to publish more content on google and take up more real estate on that page and distinguish your business in ways that your competitors aren't doing.

A lot of companies out there don't know this function exists, so they're not doing it.

If you're the first to jump on it, your competitors will be scratching their heads wondering how you got your Google listing looking so good.

And with all the helpful information you're sharing it on your profile it will attract more customers than your competition is doing.

### **Step 3: Post photos & videos to Google each month**

The more photos and videos you share, the more visibility you'll receive across Google.

Here are some ideas for photos and videos to share on your Google Business Profile:

- Create photos and videos around:
  - Employees
  - Your business
  - Partnerships
  - Products & services
  - Local awards & recognitions
  - Brand awareness
  - Local charities & organizations

There are a lot of ways to get creative, the more you do it the more ideas you'll get

According to Google, business that have photos on their Google Business Profile receive 42 percent more request for directions, and 35% more clicks to their website.

Just like you have may have a gallery page on your website showcasing your products and services, you can show your images on Google Business Profile to show your potential customers the type of work you do and who they're going to be working with.

This gives your customers the confidence they need to do business with you because they can quickly get a sense of who you are, how professional your business is, and how you can help them.

The average business only has around 10 photos on their Google Business Profile, so the more you add the more you fuel the fire and add to Google's algorithm.

## **Step 4: Answer questions directly on Google**

There's a feature on Google that allows customers to ask questions to businesses directly through their Google Business Profile.

It sits under your business listing and is a function within a listing that a lot of companies are ignoring.

You might log into your business listing and have no questions to answer.

Here's the thing...

Anyone can ask questions and anyone can answer the question.

Which means, you as the business can seed your own questions and answer them in your business profile to answer commonly asked questions that you know your prospects are asking on a regular basis.

Why is this important?

Because you're feeding Google's machine with relevant answers that you know customers will be asking, signaling to Google that you're the authority they should be ranking higher in the search engines.

So the goal here is to ask and answer questions on your own account and Google will recognize your engagement on the platform and reward it.

## How can you get started right now?

Alright, so let's recap... What's the takeaway?

To get the most from this training, I'd like you to set a goal for yourself.

If you're just getting started, try to make this a monthly goal. But if you're already established and looking to grow, try to make this a weekly goal.

Depending on your situation try to get at least one new review per month, but preferably try to get at least 3-5 new reviews for your business each month. Or, if you're really steady try to get that number of new reviews each week!

Next, start posting directly to Google. Try to make at least 6-8 Google Posts. Additionally, share at least 5-10 new photos and videos.

Then every week or couple weeks just ask yourself a question and answer it, which should give you 2-4 questions and answers per month.

And that's it!

Not much to it...

Now, I'm sure we can agree that local search is important. But it can also be a lot of work. Maybe even too complex and overwhelming for a local business to manage.

## Meet your Business Operating System

If you want to dominate your competition online and have a strong local presence, and if you want to save time and money by having everything all in one place, then we have a brilliant piece of marketing software for you.

Our software pulls information about your business from all across the web, such as your Google Business Profile, your social media accounts, your business directory listings, and so many more so you can track and manage all of your listings from one location.

Track how visitors are interacting with your website, or how customers are engaging with your Google or Facebook ads with our reporting software.

It's all in one place so you can easily track your entire business from one single dashboard.

You can also create new Google post, request Google reviews, you can respond back to reviews, answer questions, upload photos, and so much more.

It's a single place to manage all the digital properties that Google really is requiring that you be managing today.

Your business should have the ability to be found accurately whether it be through online search, offline, in the maps and GPS, on mobile devices, and anywhere your customers are searching for you

You should have the ability to update your business listings in real time anytime you need to make changes to your business hours, location, and attributes with the ability to track performance and see how your listing is doing over time.

With your new Business Operating System you can manage your business information all from one centralized dashboard, saving you time and effort manually updating hundreds of listings.

Google Business Profile is one of the most important versions of an online business directory where your company information is listed.

Google Business Profile is the one we put the most work into because you'll see by and far the most traffic coming in from your website when you focus on that listing, but there are over 90 listing sites that we can sync your business information to automatically like YellowPages, Apple Maps, Yelp, Facebook, Amazon Alexa, and we even connect to GPS services built into Uber, Audi, BMW, and Mercedes.

And if you ever move or update this information, just having one listing that you can go to and have it update for you everywhere online will save you countless hours and will help make sure customers can find you.

As mentioned before, it's extremely important to ensure your Google Business Profile is fully optimized in order for you to have a higher chance of being found online above your competitors.

## Rewriting the rules of rising to the top of Google

One of the most common phrases I hear from clients is “I want to be #1 on Google” and the answer is it’s not just about ranking anymore.

It’s about spreading your presence out as much as possible and making sure that your customers are finding you in the way that they are looking for you.

Of course, yes, there are still going to be people who are searching for you and your website pops-up as number one, that’s important, but not everybody uses that same search phrase to find you so we want to make sure people are finding you for as many search phrases as possible.

When someone searches for products or services similar to yours they’re going to search in different ways so we want to make sure you’re showing up in every available possibility, whether it’s Google Business Profile, local search directories, social media, review sites, advertisements.

For any search term someone uses, we want to make sure you’re showing up, it’s about spreading your name and brand and products and services across the internet as much as possible now.

More and more people are going to be contacting you without going to your website. More and more people are finding you off-site on places like Google Business Profile, directory listings, posts, etc.

People will be finding you directly through these resources, so making sure you have that information updated and accurate is going to help people find you in all the ways and all the places people are searching for you.

Google Business Profile is a critical tool and we talked about how clients can find you there, so make sure you're using it often and adding all the correct information.

If you haven't claimed your account yet, go claim it!

Google will only add limited information about your business, they're not going to do all this extra stuff we talked about today, it doesn't happen automatically, you have to be proactive about this.

And lastly, whether you need help from a marketing strategist like me to help you figure out what will work best in your business and stay on top of it, or if you just need our marketing platform to help you drill down and find all this information at a glance from one location, I'd be happy to help you figure out the next step to take for your business.

If you have any questions or if you'd like to schedule a 20-minute demo of our all-in-one marketing platform to see how we can help improve your online presence and marketing, I'd be happy to show you how can make a huge improvement in your marketing efforts with our partnership. Simply go to [calendly.com/josiahjones](https://calendly.com/josiahjones) to get started.

Imagine your business getting in front of new customers who actively want the products and services you have to offer!

If that's something you're interested in, I'd love to chat with you about reaching your business goals.

Just give me a call or send me an email, or book a time in my calendar right now by visiting [calendly.com/josiahjones](https://calendly.com/josiahjones)

Thank you for taking time to read this report. I hope you learned something new today and I look forward to hearing your success story!

With gratitude,

- Josiah Jones

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