



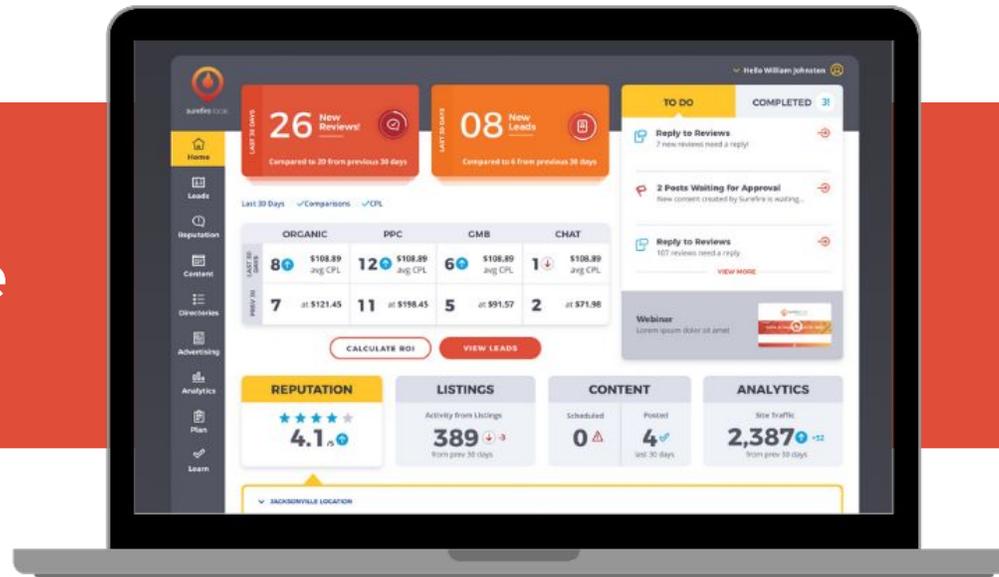
Google My Business Tips & Tricks for Local Businesses





Local marketing software that makes online marketing easy so you can grow profitably

Local Dominance



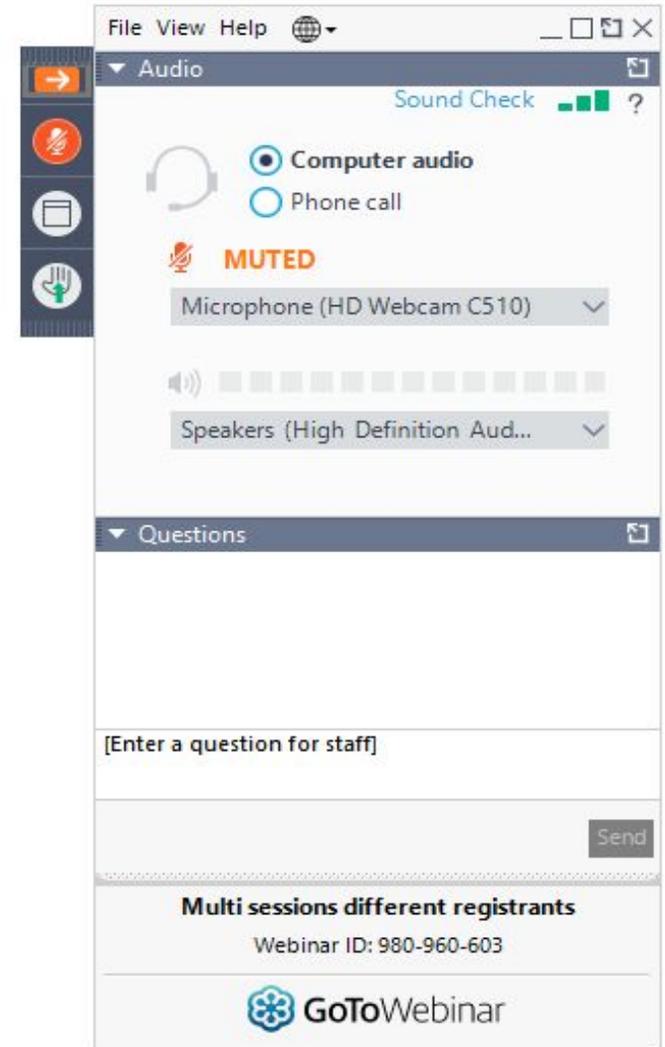
Unlimited Growth



A Few Quick Reminders

You will receive a recording of this webinar. Please check your spam folder for emails from Surefirelocal.com.

You can ask questions at any point by using the questions/chat box or emailing marketing@surefirelocal.com



Hi, I'm Nick!



Nick Konovalov

Senior Customer Success
Manager



Agenda

- What is Google My Business?
- How to claim and get started with Google My Business
- Identify top features for local businesses
- Discuss Google My Business tactics to drive local traffic and leads

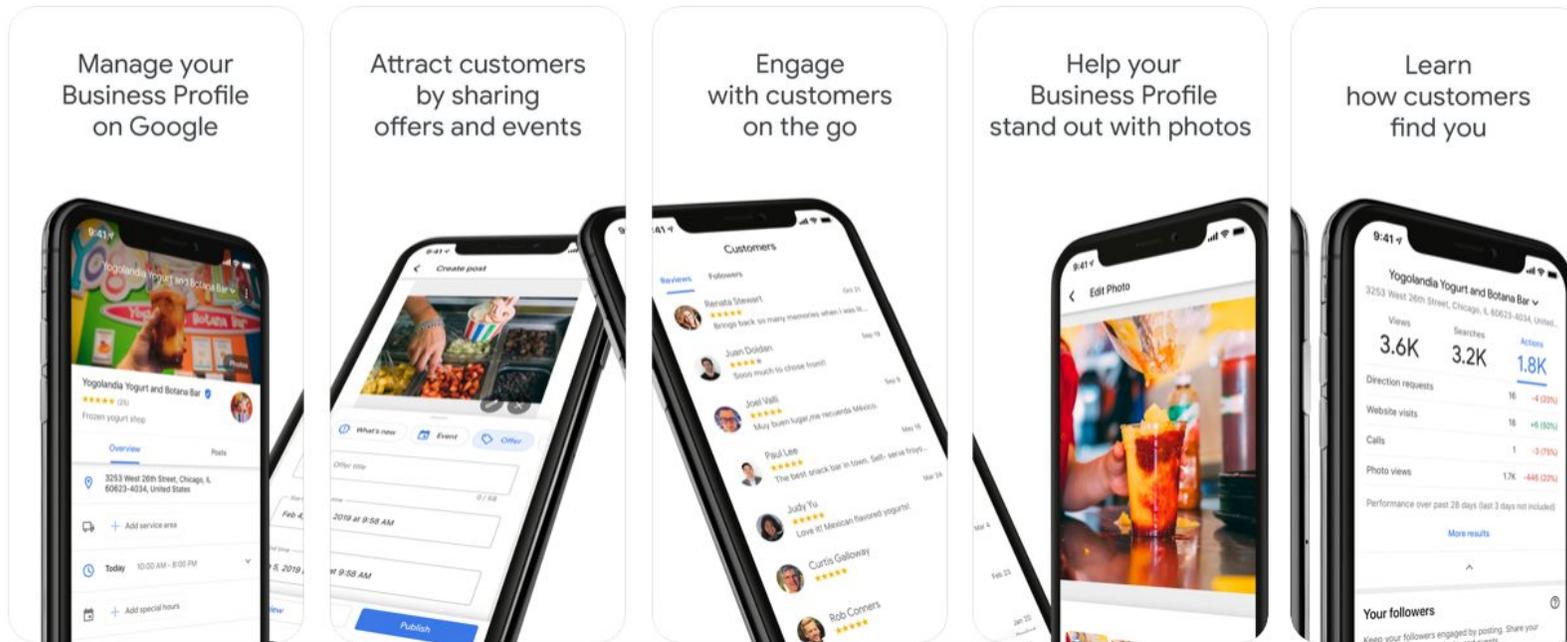


What is Google My Business?



Laying the Groundwork: **What is Google My Business?**

Google My Business is a free tool which allows you to manage how your business appears on Google Search and Google Maps



Laying the Groundwork: What does it look like?

Knowledge Panel in Google Search

Cardinal Heating & Cooling

4.8 ★★★★★ 32 Google reviews
HVAC contractor in Loudoun County, Virginia

Address: 504 Shaw Rd Suite 221, Sterling, VA 20166
Hours: Open · Closes 5PM
Phone: (703) 755-0680
Appointments: cardinalheatingandcoolingllc.com

Hours or services may differ

Questions & answers
See all questions (3)

Reviews from the web
4/5 Yellow Pages · 5 reviews

Send to your phone

Reviews Write a review Add a photo

Local Map Pack in Google Search

Map showing local businesses in Merrifield, VA:

- STB Remodeling
- True Food Kitchen
- Pond Roofing Company, Inc
- Reyes Roofing Contractors LLC
- Great Wall Supermarket
- Sweetwater Tavern

Rating Hours

Hours or services may differ

Pond Roofing Company, Inc
4.9 ★★★★★ (161) · Roofing contractor
2985 Prosperity Ave WEBSITE DIRECTIONS
Open · Closes 4PM · (703) 573-8000

Reyes Roofing Contractors LLC
4.0 ★★★★★ (3) · Roofing contractor
2987 Prosperity Ave WEBSITE DIRECTIONS
Open now · (703) 330-1311

STB Remodeling
3.5 ★★★★★ (4) · Roofing contractor
2807 Merrilee Drive f WEBSITE DIRECTIONS
Open · Closes 6PM · (703) 849-0894

More businesses

Google Maps listing

Edge 2 Edge Roofing

Website Directions Save

4.6 ★★★★★ 27 Google reviews
Roofing contractor in Suwanee, Georgia

Address: 897 Eva Kennedy Rd, Suwanee, GA 30024
Hours: Open · Closes 5PM
Phone: (770) 743-4039

Hours or services may differ

Suggest an edit · Own this business?

Questions & answers
See all questions (1)

More photos

Send to your phone

Review summary 4.6



82%

of consumers use a “near me” or local search with their smartphone before deciding on a business



moving companies near me





56%

of local businesses **have not claimed** their Google My Business Listing



Google My Business Influences All 5 Pillars of Online Visibility

Recency

How often are you publishing new content on your website, directories, and social media?

Relevance

Is what you're creating valuable and useful? Does it provide answers to the questions people are searching for?



Distance

Where are you in relation to someone's search...does Google know you service the area that person is searching from?

Prominence

Do others link to your website as a source for knowledge and expertise?

Availability

Are your business hours set to open in the moment someone is performing their search?

Getting Started



Create Your Google My Business Listing

1. Create and/or log into the Google Account you want associated with your business (use a gmail address)
2. Go to google.com/business and select “Start now” in the top right-hand corner
3. Enter your business name
4. Enter your business address
5. If a services-area business, check “I deliver goods and services to my customers”
6. Choose your business category
7. Add your business phone number and website
8. Choose a verification option





Verify Your Business on Google

- By postcard
- By phone
- By email
- Instant verification
- Bulk verification





Google My Business Features for Local Businesses

- Info
- Categories
- Services List
- Services Area
- Reviews
- Posts
- Photos & Videos
- Questions & Answers
- Appointment Link
- Attributes
- Insights

Broaden local reach, attract new customers,
grow revenue



Tactics to Drive Local Reach and Leads with Google My Business



Enter complete and accurate information

NAP data (Name, Address, Phone Number) has a significant impact on how much visibility your business gets in local search results

Consistent and accurate in the...

- Information provided: Business name, hours of operation, address
- Spelling: “&” vs “and”, “LLC” vs no LLC
- Formatting: 571.327.3391 vs (571) 327-3391

Michael & Son Services

5740 General Washington Dr, Alexandria, VA, 22312
(703) 658-6000

Michael & Son Services

5740 General Washington Dr, Alexandria, VA, 22312
(800) 948-6453

Michael & Son Services

5730 General Washington Dr, Alexandria, VA, 22312
(703) 873-7368

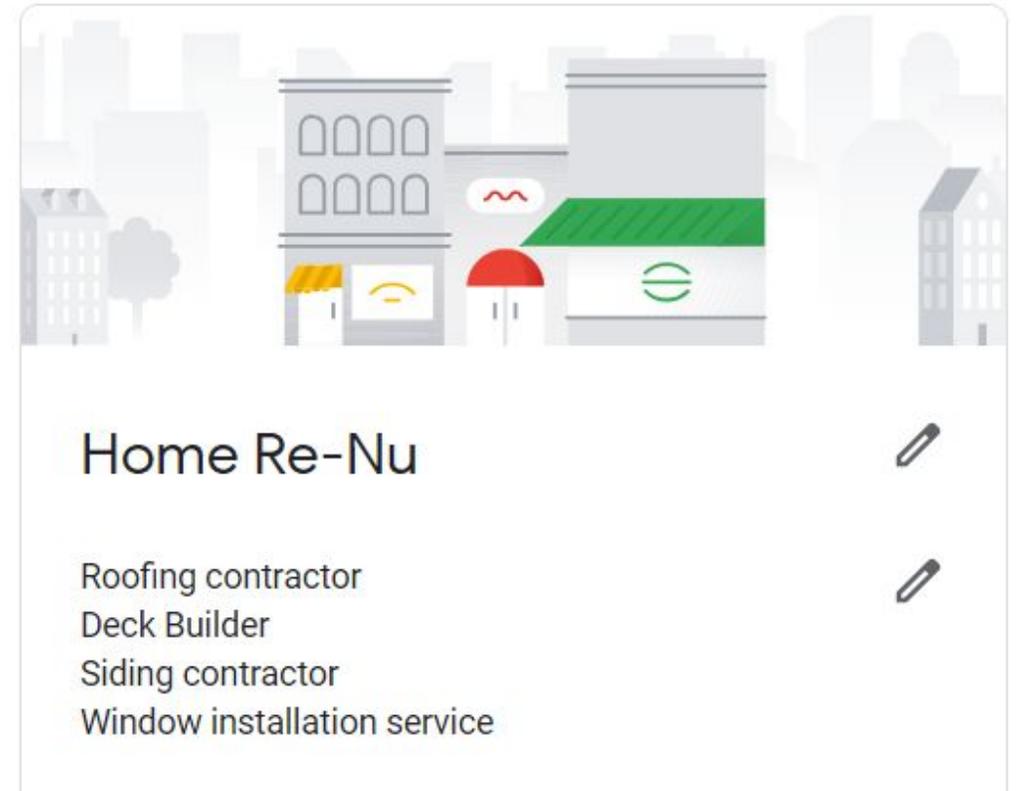
Michael and Son Services Company

5605 General Washington Dr, Alexandria, VA, 22312
(703) 658-3998



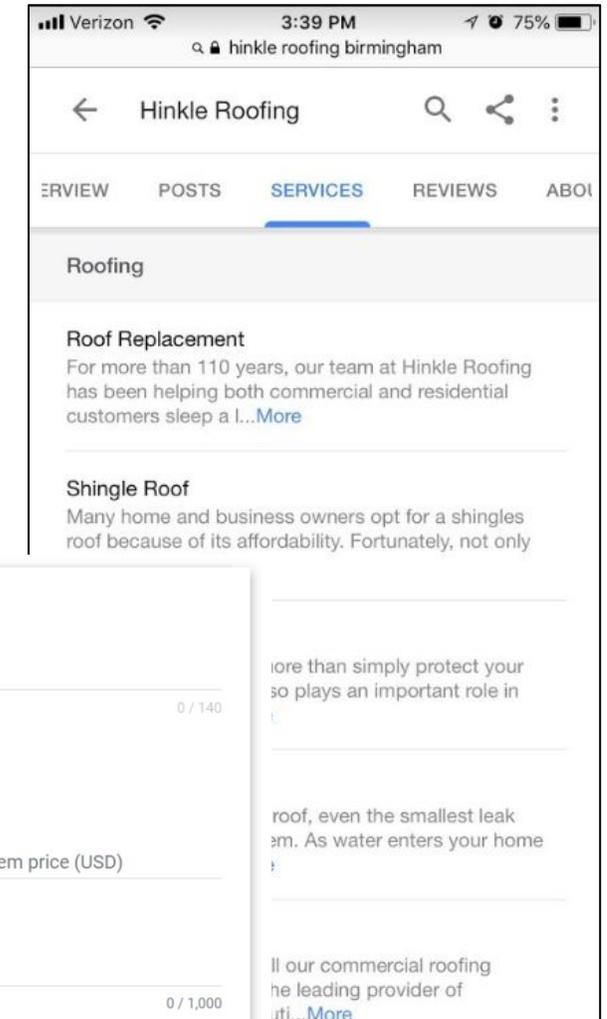
Add as many categories as make sense

- Describe what your business is, not what it does or sell
- Used to help match your business to search results on Google



Create a services list

- Displays only on mobile
- Provide your entire list of services directly on Google
- Categorize your services by type with descriptions



Add section

Section name

Examples: Massages, Facials, Haircuts, Golf lessons, Tax services 0 / 140

Add item

Enter at least one item per section. You can add more later

Item name Item price (USD)

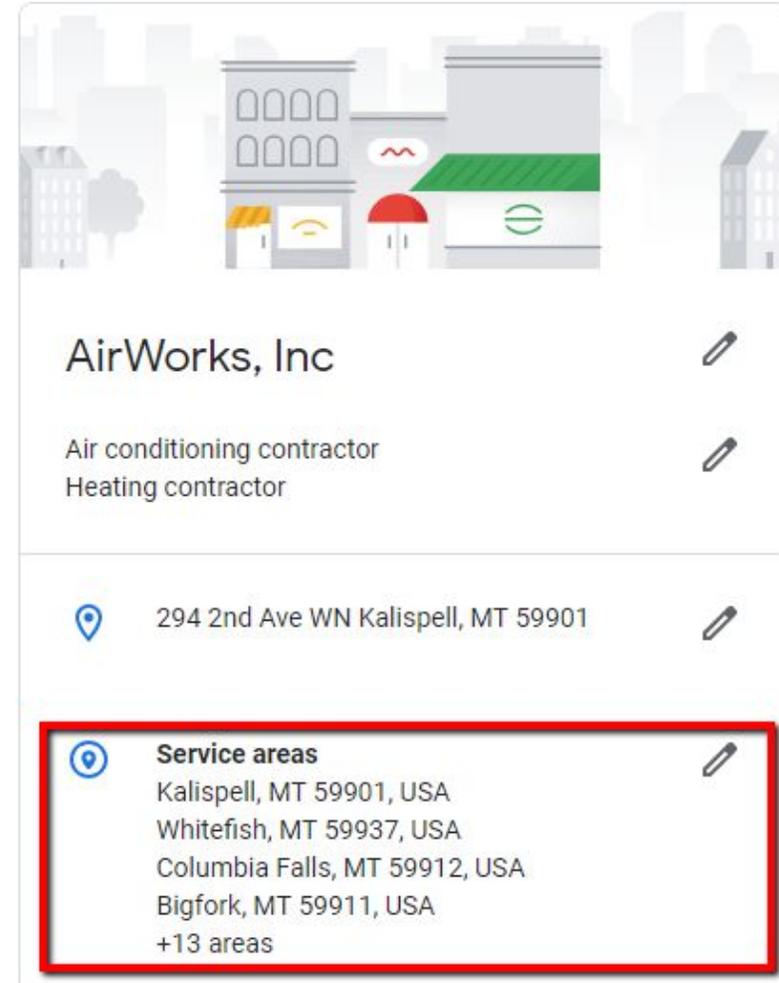
0 / 140

Item description

0 / 1,000

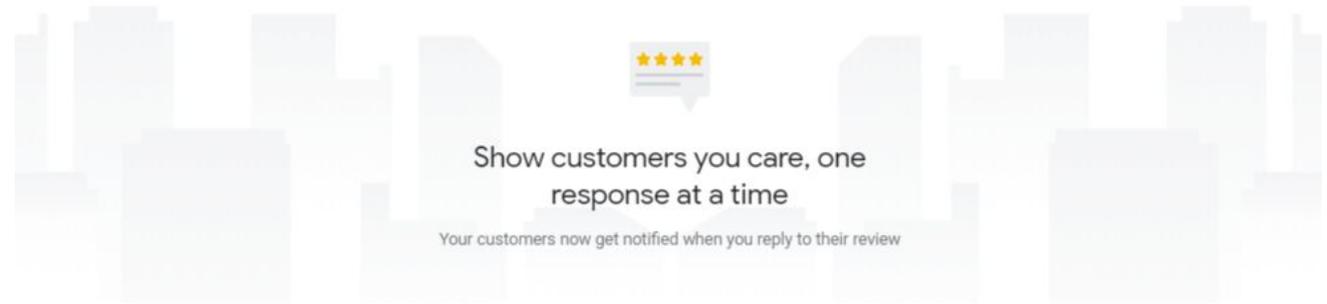
Establish your service area on Google

- Add up to 20 service areas
- Target by
 - Counties
 - Towns / Cities
 - Zip Codes



Get more reviews

- Improve local ranking
- Attract new customers with social proof
- Learn about your customers
- Improve your business



All Replied Haven't replied

Tara Heimkes
★★★★★ 4 weeks ago
Surefire brings a refreshing perspective and tools to the table that we haven't been able to find elsewhere. Sue N... [More](#)

Surefire Local (owner)
4 weeks ago
Hi Tara! Thank you for leaving us a wonderful review. We are so happy to hear this feedback on our platform because as you can tell, we've put a lot of work into building this. Thank you for choosing us as your preferred digital marketing software. We look forward to seeing your continued success!

Edit Delete

Yanni
★★★★★ 13 weeks ago
This program has been a game changer for me, it really helps keeping up with all the social media on one platform and is super easy to use and navigate.

Surefire Local (owner)
4 weeks ago
*Hi Yanni,
Thanks so much for sharing this feedback about the platform and how it's help simplify things for you and your team!*

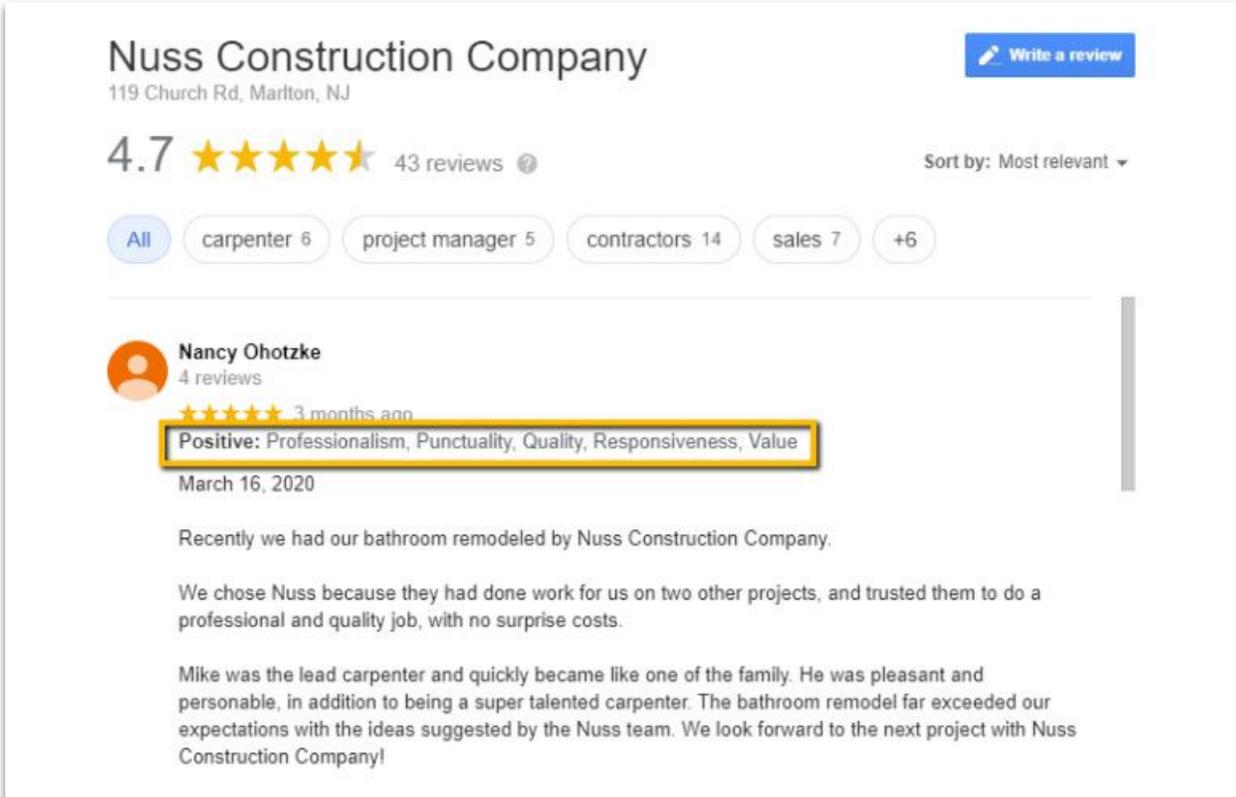
Edit Delete

John Sanchez
★★★★★ 15 weeks ago
Sarah Shelley and the Surefire Local team helped me redesign and manage my website. They have helped me with regular... [More](#)

Google is adding new Review Attributes

Google added this functionality to make it easier to quickly leave a review and to allow “star-only” reviewers to provide more detail and sentiment.

- 1/3 of Google reviews are star-only reviews; meaning they contain no words.
- Since attributes were added, star-only reviewers are increasingly adding review attributes.
- This bolsters each star-only Google review without any typing needed by the reviewer.
- As the number of review attributes grow, Google will have a more granular way to grade and rank a business in local search.



The screenshot shows a Google Business Profile for Nuss Construction Company. The profile includes the address "119 Church Rd, Marlton, NJ", a 4.7 star rating from 43 reviews, and a "Write a review" button. Below the rating are filters for "All", "carpenter 6", "project manager 5", "contractors 14", "sales 7", and "+6". A review by Nancy Ohotzke is highlighted, showing a 5-star rating and the text "Positive: Professionalism, Punctuality, Quality, Responsiveness, Value" enclosed in a yellow box. The review is dated March 16, 2020, and contains the following text: "Recently we had our bathroom remodeled by Nuss Construction Company. We chose Nuss because they had done work for us on two other projects, and trusted them to do a professional and quality job, with no surprise costs. Mike was the lead carpenter and quickly became like one of the family. He was pleasant and personable, in addition to being a super talented carpenter. The bathroom remodel far exceeded our expectations with the ideas suggested by the Nuss team. We look forward to the next project with Nuss Construction Company!"

How Google Review Attributes will work

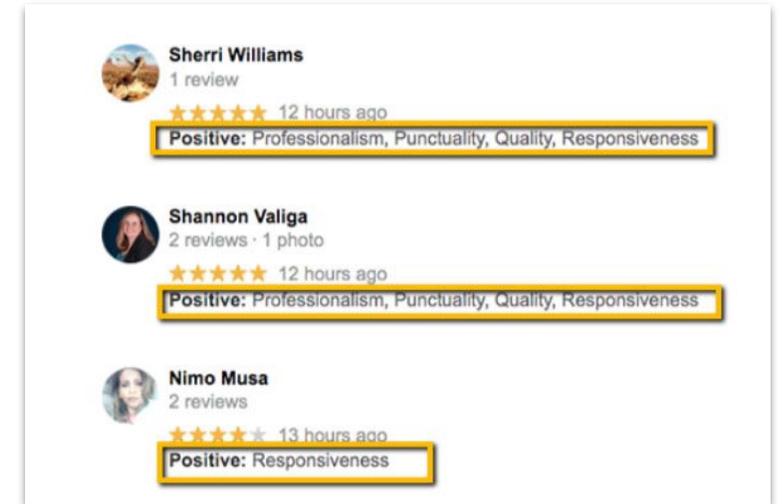
Positive reviews: For 4 or 5-star reviews, reviewers will see the question, “What do you like about this business?”

- Reviewers are asked to select from the designated positive attributes, such as professionalism, punctuality, quality, and value.

Neutral reviews: For a 3-star rating, no attributes are presented to select.

Negative reviews: For 1 or 2-star reviews, reviewers will see the question, “What do you not like about this business?”

- The reviewer may then choose between the negative attributes presented. These will appear after the word “Critical” in a review if a user selects a negative attribute.





Add attributes

Further distinguish your business from competitors

Attributes

Let customers know more about your business by adding attributes to your Business Profile.

[Learn more](#)

Highlights

+ Veteran-Led

+ Women-Led

Service options

✓ Online appointments

Cancel

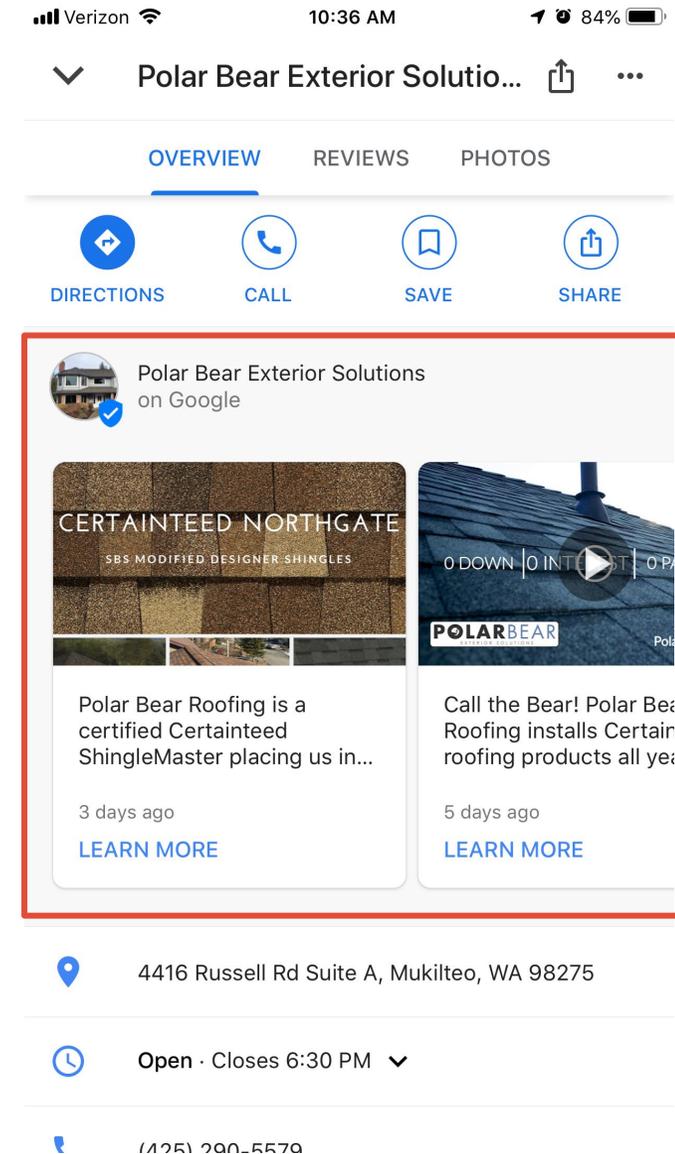
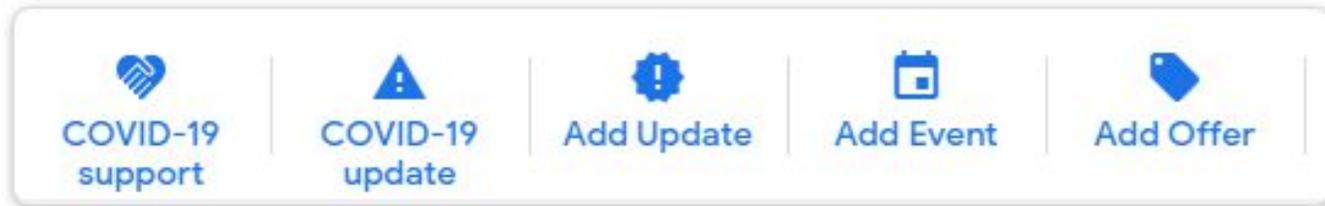
Apply

Please note: Edits may be reviewed for quality and can take up to 3 days to be published. [Learn more](#)

Publish Google Posts

- Appear within your Knowledge Panel in local search results
- Publish content that appears directly on Google

Types of Posts:





Upload and share photos & videos

Businesses with photos/videos receive **35% more clicks to their website** than those that don't.

Choose photos for your logo and cover





Take advantage of Questions & Answers

- Create relevant content
- Provide additional helpful information
- Engage people on Google

My roof was hit with hail two years ago. Is it too late to file a claim?

 Like  Answer 

 **Colorado Roof Toppers (Owner)**
4 months ago

That really depends on who your insurance carrier is. Most insurance carriers require that you file a claim and have all the work related to the claim completed within a year of the incident date. The incident date is the date that the storm hit. We have seen a few insurance companies that only give homeowners 180 days to file a claim and have the work completed. State Farm gives homeowners two years from the incident date to have the work done. (Before you switch to Stat...

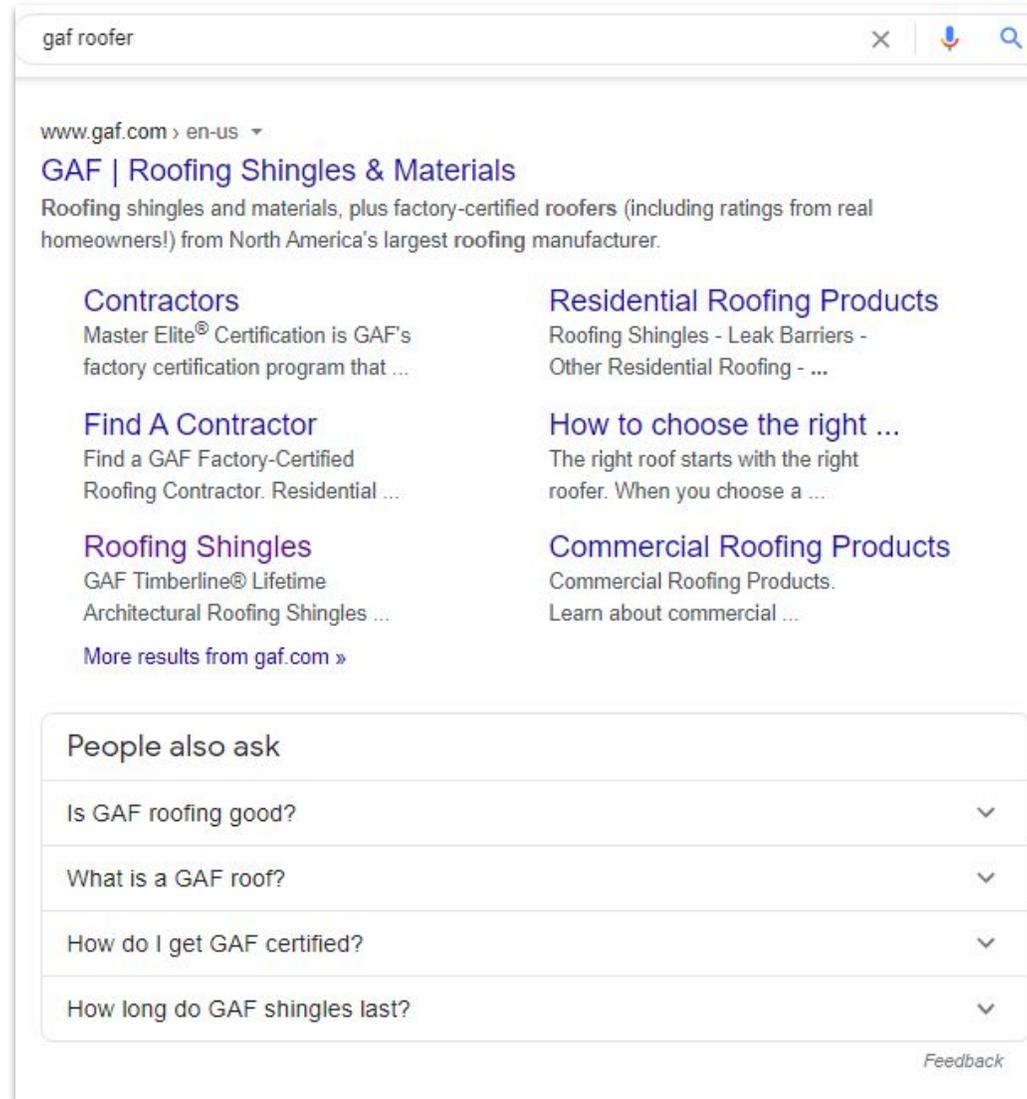
Why is there a roof leak around my bathroom vent?

 Like  Answer 

 **Colorado Roof Toppers (Owner)**
6 months ago

Every winter we get a lot of calls where customers say they have a roof leak and that the water is coming in through or around the vent in the bathroom. This is an extremely common occurrence, and most of the time it is not a roof leak. For this to happen, conditions have to be PERFECT. And, it may have never happened before and may never happen again - conditions have to be perfect. What happens is when it is cold outside, and often when there is snow on the roof, and at the...

GMB Questions & Answers to populate “People also ask” section



The screenshot shows a search result for 'gaf roofer' on the GAF website. The page title is 'GAF | Roofing Shingles & Materials'. Below the title, there are several sections: 'Contractors', 'Residential Roofing Products', 'Find A Contractor', 'How to choose the right ...', 'Roofing Shingles', 'Commercial Roofing Products', and 'More results from gaf.com »'. At the bottom of the page, there is a 'People also ask' section with five questions, each with a dropdown arrow on the right:

- Is GAF roofing good?
- What is a GAF roof?
- How do I get GAF certified?
- How long do GAF shingles last?

Feedback

Create an Appointment link

Allow customers to request appointments through Google

Roofing & More, Inc. ★

4.5 ★★★★★ 44 Google reviews
Roofing contractor in Herndon, Virginia

[Website](#) [Directions](#)

Address: 609 Carlisle Dr, Herndon, VA 20170
Hours: Open · Closes 5PM ▾
Phone: (703) 467-0206
Appointments: roofingandmoreinc.com

[Suggest an edit](#)

Know this place? [Answer quick questions](#)

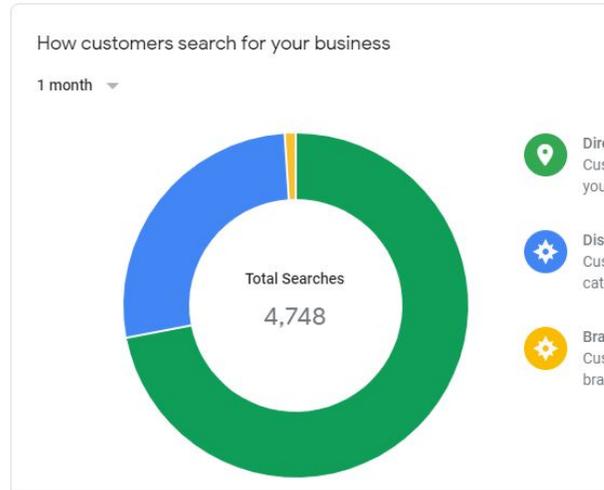
Questions & answers [Ask a question](#)

Q: Why do I have proof of this company falsifying gps reports, from company trucks and then not paying employees???? Blows my min...
(No answers)
[See all questions \(1\)](#)

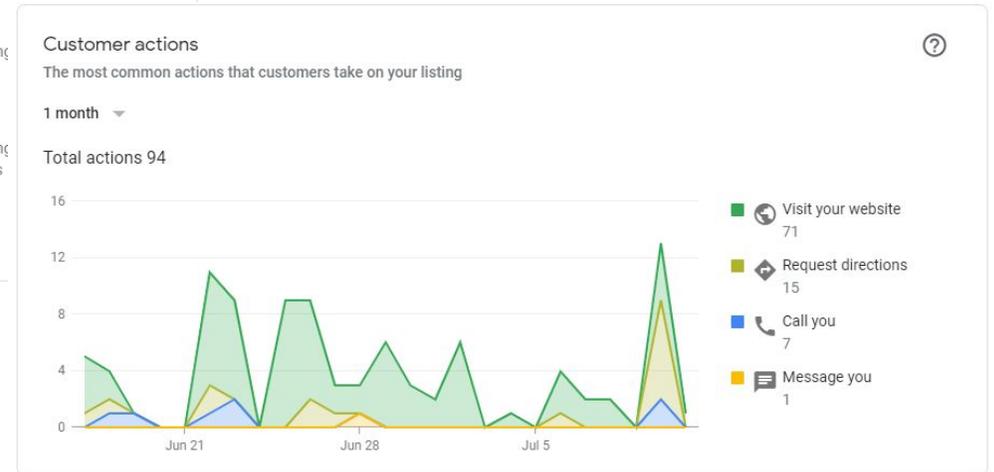
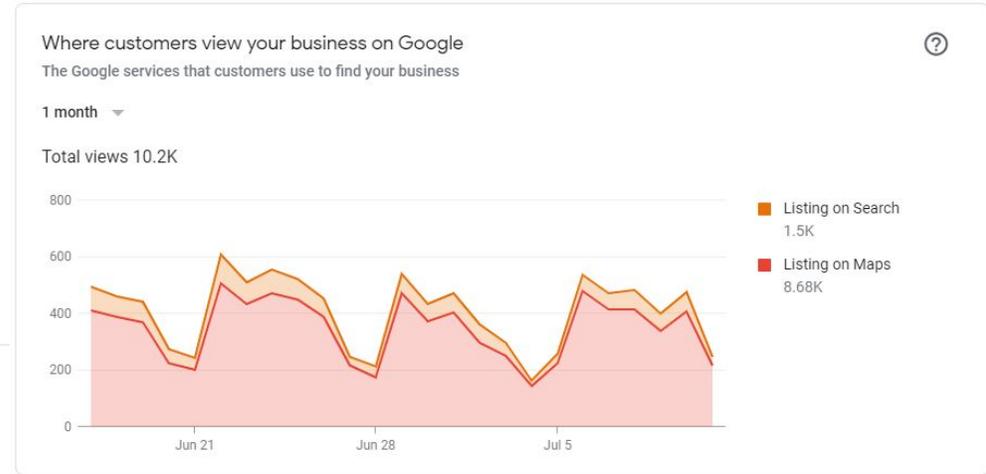


Learn new insights to drive continuous change

Find out how your business is being found on Google and how your customers engage with you



- Direct**
Customers who find your listing searching for your business name or address
- Discovery**
Customers who find your listing category, product, or service
- Branded**
Customers who find your listing brand related to your business



Coming soon to your Google My Business listing?

Google is experimenting and expanding their Google Guarantee Program to Google My Business listings.

Here's What We Know

1. **What is it?** It is an upgraded Google My Business profile that will include a “Google Guarantee” badge like those that appear with Local Services Ads.
2. **What is the cost?** Google is charging \$50 per month.
3. **How do I sign up?** It appears Google is slowly rolling out the ability to sign up but there's not much information about it yet.

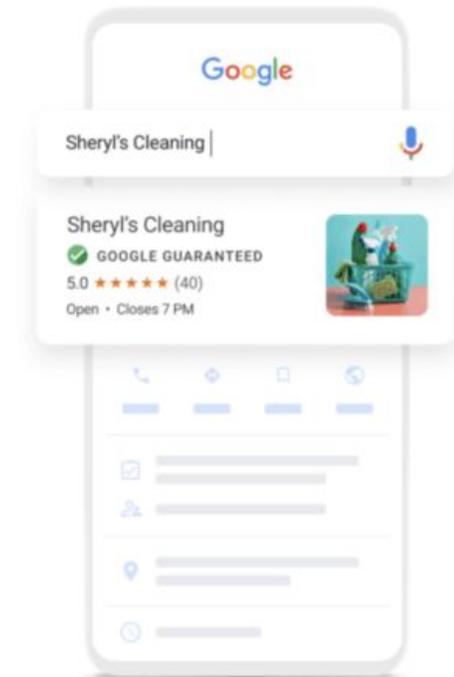
GOOGLE GUARANTEED

Make it easy for customers to choose you

Stand out with an upgraded Business Profile and the Google Guaranteed badge. Just **\$50/month** for eligible businesses.

Upgrade profile

By continuing you agree to the [Onboarding terms](#). They include the use of binding arbitration to resolve disputes rather than jury trials or class actions.



Final Tips to Get Found Online with Google My Business



Don't leave anything to be guessed or assumed; make sure your listing communicates with potential customers what your business **does**, what your **service areas** are, and how interested prospects can **contact you**.

Google favors businesses in local search results that...

- Match as the most relevant results for a given search
- Provide the most detailed and accurate information
- Actively manage their online presence



Google My Business is going to become increasingly more powerful; +50% of searches result in no click

Google is shifting focus from who pays the most to **who provides the best user experience...**

- Prospects can get all the information they immediately need to know about your business directly on Google, without having to click elsewhere.
- Google has to trust this information is correct, so they pull it from your Google My Business listing



Maintaining an active online presence has its benefits

40%

MORE VIEWS

on Google Search, Google Maps, and 3rd party sites combined

205%

MORE ACTIONS

In the form of phone calls, requests for directions, and website visits

300%

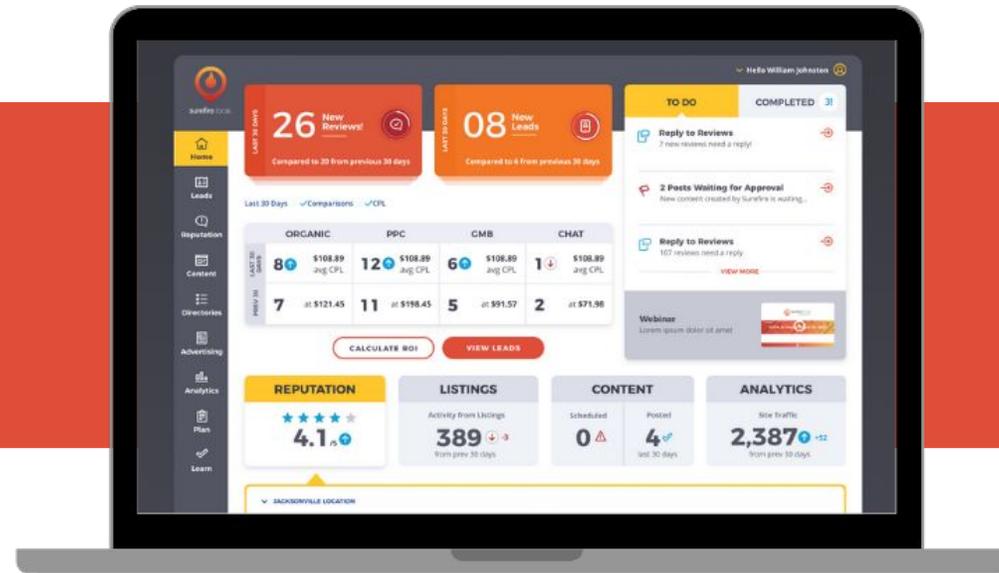
MORE REVIEWS

Within an 8-month period, new reviews received an average star rating of 4.6

Would you like a private analysis of the three areas Surefire Local's technology and services can help your business thrive?

- Complimentary analysis of your digital presence
- Brief demo of Surefire Local Marketing Platform

Local Dominance



Unlimited Growth

Thank you



SurefireLocal.com



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marketing@surefirelocal.com