

CREATE YOUR OPTIMIZED GOOGLE MY BUSINESS PAGE

Get the local search results your business needs for success



Local search results. Local Customers

BY PAUL HARRISON

Want more customers for your business?

If so, you have probably researched Google's business profile options.

Google's business profiles offer a way for your company to attract new customers in the SERPS (Search Engine Results Pages).

A Google business listing, otherwise called a "Google My Business" page, will appear at (or near) the top of the SERPS listings page when people search for a business similar to yours from a nearby locations. At least, that's the idea.

Sounds fantastic, doesn't it? An opportunity to bring-in new customers at little expense.

To succeed, however, your Google My Business page must be optimized. That's where I can help.

In this tutorial, I reveal how you can create a successful Google My Business profile that will attract new customers and generate sales, ultimately leading to an increase in your bottom line.

WHY GOOGLE MY BUSINESS?

1

Easy way to build an online presence

2

Get found by customers nearby

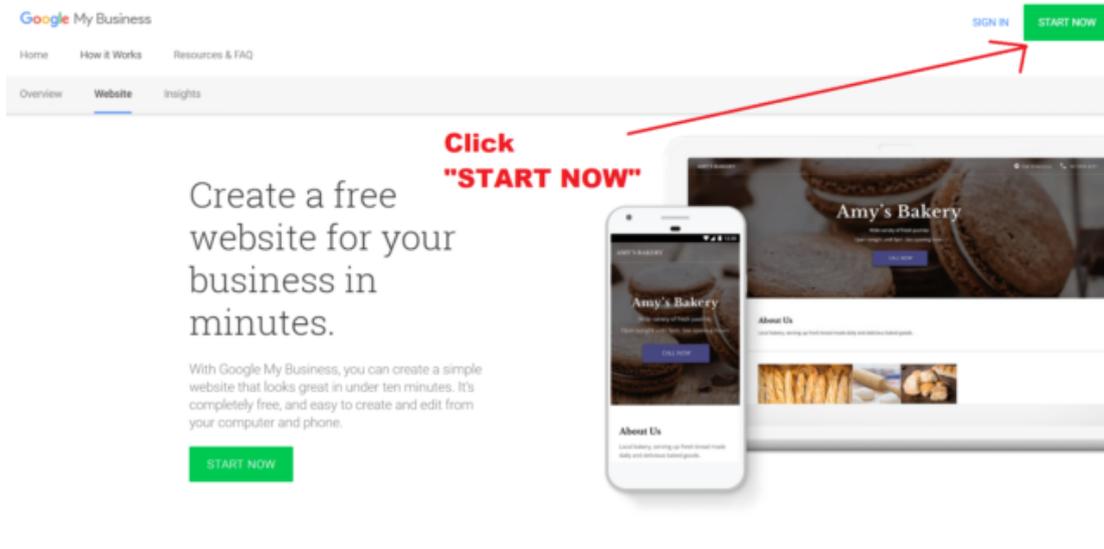
3

Improved search visibility

FOLLOW THESE INSTRUCTIONS TO CREATE YOUR GOOGLE MY BUSINESS PROFILE

1. Getting started

To begin, click the “Start Now” button. This will lead you to the “Google My Business” profile set-up page. Visit [Google.com/business](https://www.google.com/business) to get started



2. Basic details

Fill in the necessary details, including your company name, address details, phone number, category, and website address. It isn't always obvious which category is best for a business. Be sure to search through the various options before selecting the most applicable one.

3.

Select the applicable response for the box titled “I deliver goods and services to my customers at their location — Important information”. Press “Continue”.

4.

Google will send a postcard to the address you entered. It should arrive within two weeks. Follow the instructions on the postcard and enter your pin to complete your listing.



Enter your PIN

A postcard has been sent to your business address.

Enter the PIN from the postcard you received to complete verification for **Moses and Roth Attorneys at Law**.

PIN

After you verify, changes you make to your page may be subject to review before being published. [Learn more](#)

[Submit](#)

[Lost your PIN?](#)

[Need additional help?](#)

Hello from Google

Finish verifying your business right now, and make sure Google users always have the latest information on your business.

YOUR BUSINESS LISTING:
115 Granada Ct
Orlando, FL 32803

YOUR VERIFICATION PIN:
XXXXXX

This is a sample image. Your actual PIN is on your postcard.

Google will send a postcard to your business address for authentication.

5.

Click the “Add Profile Photo” button as shown below. Add an image that depicts your company, preferably one that shows personality.



The Daily Meditation
Verified

(289) 689-3895
[Add hours of operation](#)

[Manage photos](#)

<http://thedailymeditation.com/>

223 Garside Avenue South Hamilton, Ontario L8K 2W6

Meditation Class

[EDIT](#)

Your profile is 70% complete! 1 of 3 >

Add a profile picture so people can recognize your business across Google.



6.

Enter your business hours.

Google shows business hours to potential customers. So it's important to be accurate.

Hours	Day	Status	Start	End	Action
Sunday	Open	9	–	5	ADD HOURS
Monday	Open	9	–	5	ADD HOURS
Tuesday	Open	9	–	5	ADD HOURS
Wednesday	Open	9	–	5	ADD HOURS
Thursday	Open	9	–	5	ADD HOURS
Friday	Open	9	–	5	ADD HOURS
Saturday	Open	9	–	5	ADD HOURS

[CANCEL](#) [APPLY](#)

Please note: Your edits may be reviewed for quality before being published. [Learn more](#)

YOU NOW HAVE A GOOGLE MY BUSINESS PAGE. TIME TO OPTIMIZE

You will now have a Google My Business listing, and your customers can view your information on Google.

You can also view certain Analytics and other information, which can help you to improve your Google listing, and to utilize your placement in the SERPS.

Let's take a look.

Visit <https://www.google.com/business/>

Press the "Sign In" button

Once we have signed-in, Google displays various key information for our Google My Business listing. We are shown all the information listed in the box below.

Google My Business shows us valuable data:

- Our basic business information (note that if any information is incorrect, it can be edited by using the "Edit" button in the top-right corner of the page).
- Options to use Adwords (Google's advertising service).
- Posts, which we are free to write whenever we choose (similar to blog posts).
- Insights (regarding views and actions)
- Reviews
- Google Analytics

This information can be used to improve the quality of your Google My Business profile and site. But such information is only of value once we start generating traffic.

So, we must take some steps to start to bring traffic to our listing. And the best way to do that is with a Google My Business site.

CREATING YOUR FREE GOOGLE BUSINESS WEBSITE

Once we have created a Google My Business profile, Google will ask us if we would like to build a site. We will be given the option of buying a custom domain. Don't. Not yet anyway. Choose the free option to begin, unless you are certain you want to buy a Google My Business custom domain.

**If you don't see the option to select a website, look in the left-hand panel of your dashboard. Here's a screenshot.*

Click the "Website" button

Creating the site is easy. Google will guide you through the process. It's very intuitive.

To maximize the value of our site, however, we need to use SEO (Search Engine Optimization)

What is SEO

"Search engine optimization (SEO) is the practice of increasing the quantity and quality of traffic to your website through organic search engine results."

-- Moz

Search Engine Optimization

Follow these simple tips to optimize your site for SEO. This will increase your search engine visibility.

Headline

The most important part of your Google My Business site is the Headline. The headline is also used as the H1 tag for the page, and is therefore essential for ranking in the SERPS. To achieve the top ranking in local search, make sure to fill out the heading with the following information:

- a) your business name
- b) a keyword (the word people would search for to find your company in the SERPS)
- c) a title that actually attracts visitors.

Example: "Online marketing specialist in Toronto."

Summary

Google My Business sites use the "Summary Heading" for the H2 tag. This is a good place to insert related search keywords and synonyms. For instance, for PMHarrison.com (which is about copyediting and copywriting) we might write, "Business blogging and content for businesses" or something to that effect.

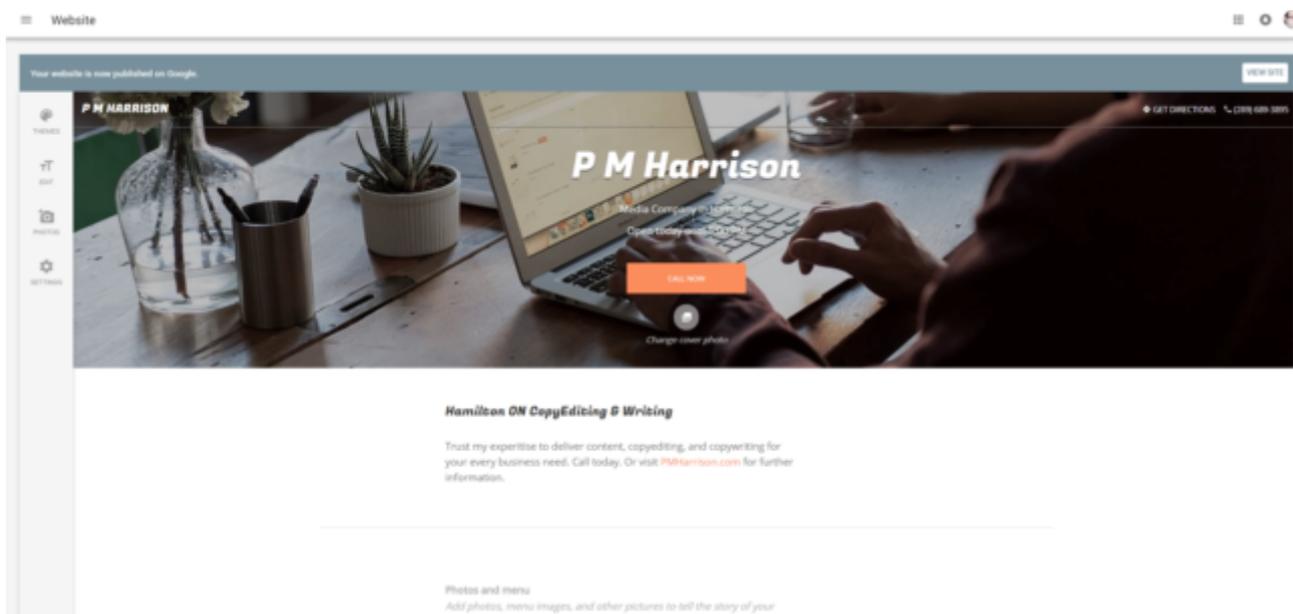
Write a heading that incorporates words related to the nature of your business, while also selling your business to prospective customers and clients.

Images

Google loves images. By placing high quality images on your site you will increase your ranking while also showing your customers a peak preview of your business. In other words, you will generate traffic and also increase the conversion rate of that traffic.

Your Finished Google My Business Page

You will now have a search engine optimized Google My Business site. This will bring organic traffic to your company, increasing customers and generating profit.



If you would like help setting up your Google My Business listing, get in touch via e-mail or phone.

Contact me