



Why Google My Business is so important

Google My Business.

If there is one thing you can do to rapidly improve the amount of money you make from your website it is to spend a quiet Sunday afternoon setting up your Google My Business profile.

Google's local search algorithm ensures that local businesses get preferential treatment when a search query includes a geographical term or when a search is made locally from a mobile phone or computer.

To make sure your business appears in local search results it is essential to take the time to set up a professional Google My Business account.

Here are five steps to help you set up a professional Google My Business account.

Verify your account.

If you are an established business this is easy as Google will phone you back and verify your business on the spot.

However, for most small businesses you'll have to wait for Google's postcard.

These always seem to get lost first time.

However, persevere it is worth the wait.

Choose one category.

Please don't choose half a dozen business categories as this only confuses Google and hurts your rankings.

Google my business categories are frustrating.

However choose the closest one and add your other business activities in the description field.

Use real photographs.

Take some real photographs of your business

Don't use stock photos.

Take the time to get some photographs of your premises and staff and if possible shoot a short video on your mobile phone.

Potential customers will see these on your Google my business profile when they search for you online and genuine images of your business are much more convincing.

Post Articles and offers.

Post once a month on your Google my Business account.

This is quite new and most of your competitors will not bother.

You can post links to blog articles or specials offers.

They look great on your Google my Business page when people search for your business and Google loves fresh relevant content.

Posting to your Google my Business page is like talking directly to Google about your business and Google will then tell everyone else.

Reply to reviews.

Ask customers for Google reviews and always reply quickly

It is good manners to reply to reviews and it provides the activity which Google looks for rank your business on page one.

Take a look at our quick calculator to discover how much a page one ranking on Google is worth to your business.

You can try it here

Work Smart.

OnlineBusinessBuilder takes all of a pain out of developing a professional Google My Business page.

It is all part of our service which includes a fast modern website, local search engine optimisation and daily social media posts.

All for just five pounds per day

There is no software to learn and no time commitment. You can benefit from a predictable stream of new customers by showcasing your business on the internet and have the time to concentrate on growing your business.



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