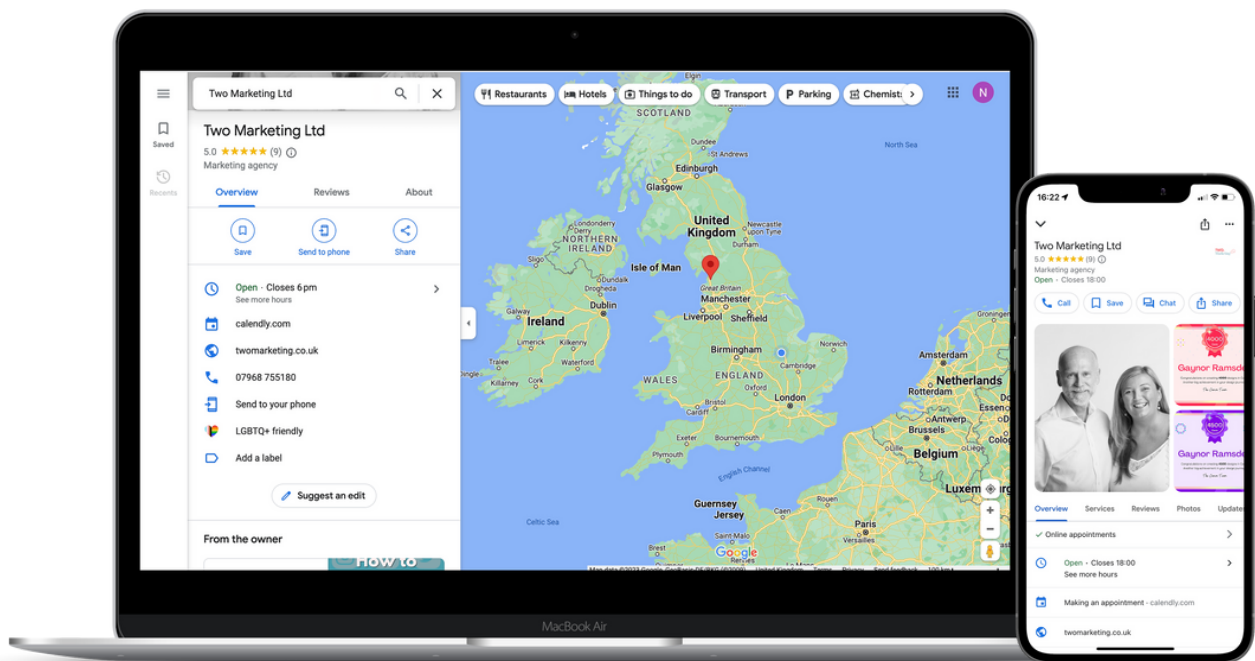


Let's Talk About...

How To Optimise Your Google Business Profile

To improve local visibility

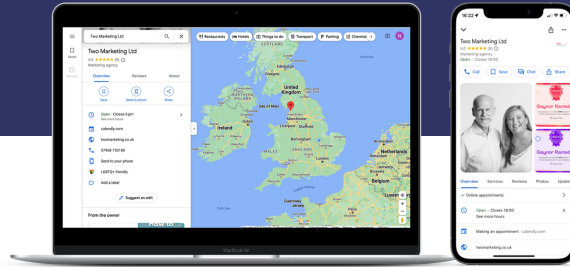


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10 Essential Steps for Getting More Leads From Your Google Business Profile



Google Business Profile (formerly known as Google My Business) is a free tool that allows you to manage your online presence across Google, including Search and Maps. For companies in home improvement, property maintenance and garden/landscaping industries, optimising your Google Business Profile is crucial for attracting local customers and showcasing your work.

For service-related searches, relevant Google Business Profiles (GBP) always show up before other search results. Only the top 3 in the area are displayed, referred to as the 'Local Pack'. It's really important to make sure your GBP is optimised, so you can be part of the local pack!

In this quick guide, we'll walk you through the steps to set up and optimise your Google Business Profile so you can make sure you give your business the chance to stand out above the others!

1 Claim and verify your Google Business Profile

To get started, visit google.com/business and sign in with your Google account. If you don't have a Google account, you'll need to create one. Search for your business by name and address. If it's already listed, claim the listing; if not, you can create a new one. Follow the prompts to verify your business, either by phone, email, or postcard.

2 Add accurate company information

Once your listing is verified, fill out your business information, including your company name, address, phone number, and website. Make sure all the information is accurate and consistent with your other online listings, as this will help improve your local SEO. This info is known as NAP (Name, Address, Phone Number) and Google compares the NAP info you provide to the info on your website and other online business directories. If there are inconsistencies then Google might be unsure of what is correct and end up simply not showing your listing to anyone.

3 Set up service areas

As a service-based company, it's essential to specify the areas you serve. This will help potential customers find your business when searching for services in their area. In your Google Business Profile dashboard, click on "Info" and then "Service Areas" to add the cities, towns, or zip codes where you provide services.

4 Write detailed product and service descriptions

In the "Products" and "Services" sections of your profile, add detailed descriptions of the services you offer, such as kitchen remodelling, bathroom renovations, or landscaping services. Be specific about the types of projects you specialise in and include relevant keywords that customers might use when searching for your services.

5 Upload high-quality images of completed projects

Visuals are crucial for showcasing your work and attracting potential customers. Upload high-quality images of completed projects to give users a sense of your craftsmanship and expertise. Make sure to add captions and alt text to your images for better SEO. These images are visible in Google Searches, so remember not to use your GBP like social media. Keep your images, videos and updates strictly to business-related content only.

6 Encourage customer reviews

Customer reviews play a significant role in influencing potential customers and improving your local search ranking. Ask satisfied customers to leave a review on your Google Business Profile and make it easy for them by providing a direct link to your review page.

7 Respond to customer reviews

Engage with your customers by responding to their reviews, both positive and negative. Thank them for their feedback and address any concerns they may have. This shows potential customers that you care about their experience and are committed to providing excellent service.

Bonus Tip

When responding to customer reviews always **include relevant keywords** in your reply where you can, but keep it natural and don't force them into your response if they don't fit. Take the following examples of this review and response for a company called "The Midlands Kitchen Company":

Review

"They did a great job with our kitchen renovation and the fitting team was friendly and always clean and tidy, 5 stars".

Response

"Thank you so much for taking the time to review **The Midlands Kitchen Company!** We couldn't be happier to hear that you enjoyed your experience with us, from start to finish. Our team takes great pride in delivering **high-quality kitchen renovations in Leicester and the rest of the Midlands** and it's always a bonus to hear that our clients are pleased with the end result. We're especially glad to hear that our kitchen fitting team made a positive impression on you - we always strive to be friendly, professional, and respectful of your space. Thanks again for your kind words, and we hope to work with you again in the future!"

8 Update business hours and special hours during holidays

Keep your business hours up-to-date, and don't forget to update them during holidays or special events. This ensures that potential customers have accurate information about your availability. Google will usually send you a friendly reminder in advance of any public holidays asking you to update your opening hours.

9 Use Google Posts to engage with potential customers

Google Posts allows you to share updates, promotions, and news directly on your Google Business Profile. Use this feature to showcase recent projects, announce sales or discounts, or share helpful tips for homeowners. Be careful with this feature and remember that everything you post will be visible in Google search results.

10 Follow best practices for higher ranking

To help your business rank higher on Google Maps and search results, follow these best practices:

- Keep your business information accurate and consistent across all online platforms.
- Optimise your website for local SEO by including location-specific keywords and phrases.
- Build quality backlinks from reputable websites in the home improvement industry.
- Regularly update your Google Business Profile with fresh content and images.


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SO WHAT NOW?

We hope you loved all the ideas and have already started to implement some of the ideas already

WANT MORE?

Get in touch with us to discuss any of our services or to book a power hour or discovery call around how we can help you grow your business

JOIN OUR COMMUNITY

The Property Services Network. We are on Facebook and our group supports other businesses like you to network, learn & grow.

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