



# A Guide to Google My Business (GMB) Optimizing Your Company's GMB Profile

Many people don't realize that small, local businesses have a major advantage when it comes to search engine optimization (SEO). Unlike big corporations or e-commerce sites that need to compete for keywords nationally, small enterprises can focus on what they do best: reaching customers in their own backyard.

To rise to the top of local search results, all you need to do is serve your local community while marketing to customers in your area. Local marketing with Google My Business (GMB) is a tactic that can really pay off, especially if you don't have time or money to invest in a comprehensive digital marketing strategy.

## THE BASICS

### What is Google My Business?

Google My Business is a separate listing within Google's search engine specifically for local businesses and organizations. Local stores and service providers relevant to the user's search are shown on a map and each listing includes the business's hours, phone number, address, website, and other essential information that people may look for on a business's website. It's basically a comprehensive and interactive phone book listing that people will find when they're searching for goods and services locally.

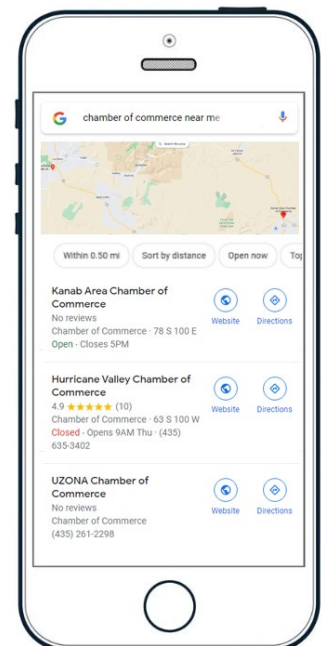
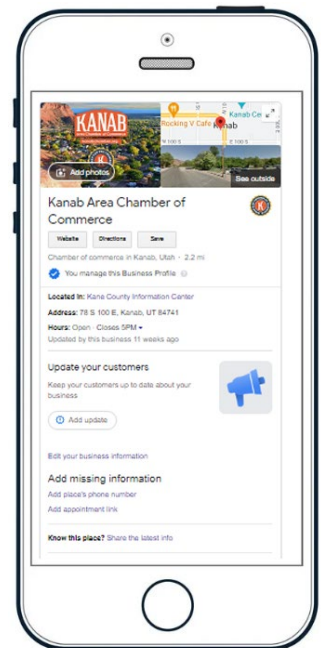
If you own a business, anyone can find your GMB profile by making related search queries on Google containing location data or a location-based keyword. That's what Google was built to do. Search engines exist to find relevant pages via keywords and info based on what the user is looking for.

When someone makes a search for a type of business in their area — say "chamber of commerce in Kanab" — they'll see the websites with the highest SEO scores for that keyword phrase. They'll also see a list of local rankings at the top of the page. These results are the Google My Business pages of relevant local businesses. Users will be shown a map of the area with the top listings highlighted.

Similarly, Google uses location data from a user's device to surface GMB results for queries that include "near me," such as "chamber of commerce near me." This type of query has become increasingly common with the proliferation of mobile search. According to Google Consumer Insights, there was a 900% increase in "near me" searches from 2013 to 2017. It might seem like a simple feature, but a GMB listing can be a hugely powerful SEO tool. Instead of trying to rank for competitive terms, you can capture local business and boost your rankings in Google searches without spending a fortune or hours of your time on low-value marketing tactics.

Marketing your business with Google My Business is easy, effective, and free!

**PRO TIP:** Don't wait, get started right away by claiming your free GMB listing. Make sure you are logged into the Google account you want to manage the business listing with, and then visit <https://www.google.com/business/> or search for your business name in Google and click "Claim this business," and then "I own or manage this business."



## HOW GMB CAN HELP YOU SUCCEED

If you operate a brick-and mortar location, nothing is more important than driving local customers to your storefront. Not only will your GMB listing show your location on the map, but it will also show up above the main search results. Location is everything! People want to find what they're looking for as soon as possible.

People who are performing local searches are more likely to leave home and visit a business in person that day so they can solve their problem or find the product they need.

**PRO TIP:** Pretend you are a customer, search Google using your company name. How does it look? What do your competitors have that you don't? Customers will be trying to find your business, so use a featured image that shows them what to look for. Make sure nothing's missing so customers can plan their visit to your business.

## ADD OR CLAIM YOUR BUSINESS LISTING

You'll need a Gmail account to use GMB. If you have a Gmail account you have a Google account, and the easiest way to do all of this is to login to Google and visit <https://support.google.com/business>. Click on "Verify your business & get started" to start the process.

support.google.com/business

Google Business Profile Help

Help Center Community Verify Your Business

Google Business Profile

How can we help you?

Describe your issue

Browse help topics

- Verify your business & get started
- Update your business info on Google
- Engage with customers
- Understand policies & guidelines
- Manage profiles in bulk & use agency options
- Fix issues with your Business Profile
- Watch tips for your Business Profile on YouTube

## SUMMARY

There are lots of other features in Google My Business, including reading and responding to customer reviews, adding photos of your business, and writing posts to inform your customers about what's new. Claiming your GMB listing is the first step toward maximizing your business's online presence and leveraging search results to drive customers to your products, services, or front door.