Mark Collins

Owner at: OnWebLocal.com

A Local SEO Company

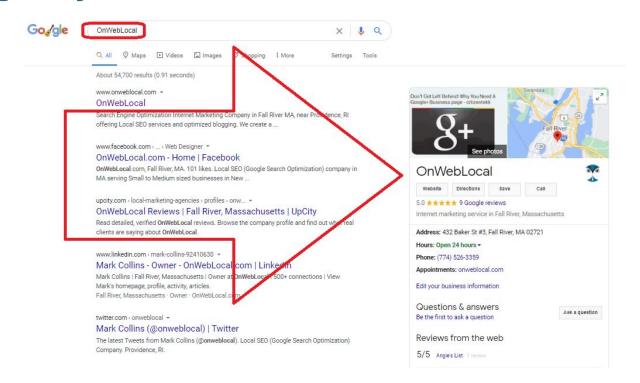
@onweblocal





Google My Business For Your Brand

Google My Business - Brand SEO - Remarketing



Google My Business For Your Brand

Why Google My Business?

- Google My Business is your # 1 Brand profile
- Google My Business pages get their own traffic IN ADDITION TO your website traffic
- Google My Business allows conversion to action directly via 3rd party apps for appointment scheduling

Grow With Google Notes

COMPLETE Google My Business profiles are:

- 2.7 X more likely to be considered reputable
- 70% more likely to attract a visit
- 50% more likely to lead to a purchase
- 40% of searchers want HOURS of OPERATION

Grow With Google Notes

How Important Is Google LOCAL SEARCH?

46% of all Google searches are looking for local information.

Google My Business generates CLICKLESS conversion. (Direct dialed calls and walk ins).

Why Google My Business?

More Important Than Your Website In Hyper Local Search:

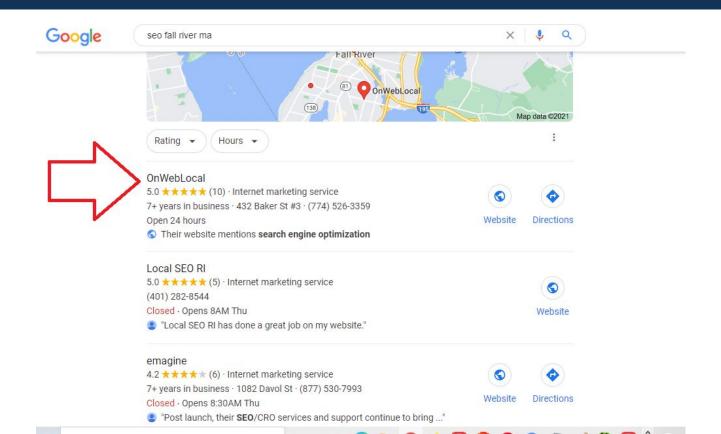
- Google My Business pages generate views, clicks and calls from keyword queries by NEW web visitors
- With Google My Business POSTS, you can now RE-MARKET to your followers, similar to Facebook

Google My Business Features

Google S.E.R.P. 3 pack visibility - top of PAGE 1!

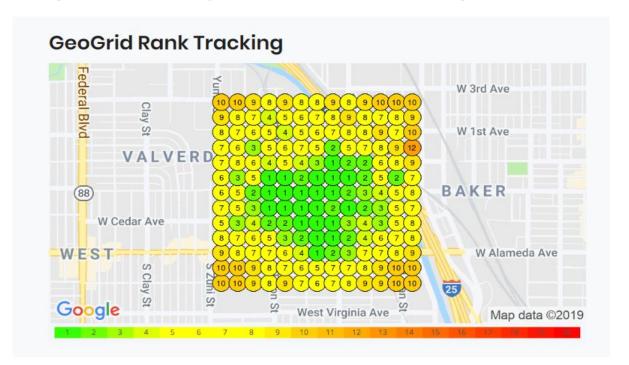
Your business can appear in the Google search "3 Pack" MAP listings at the top of the local search results page, within a short radius nearby. As your SEO expands it will be visible further away from your location.

Google My Business Features



Google My Business Features

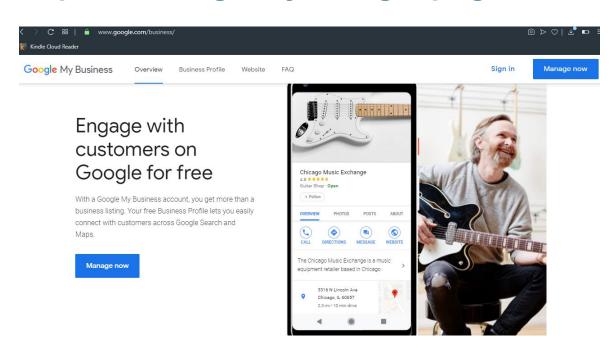
Google page visibility - Automatic page 1 hits near you!



Where Do I Login To Claim Or Edit?

Where do I login to setup or manage my Google page?

google.com/business



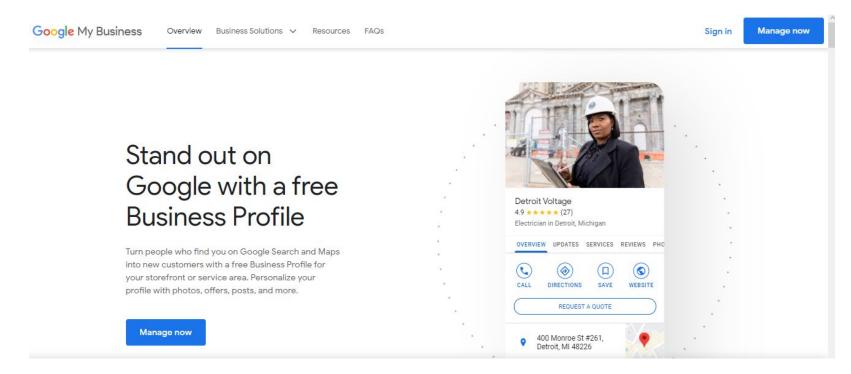
NOTE:

You can only login to Google My Business with a gmail or G Suite account

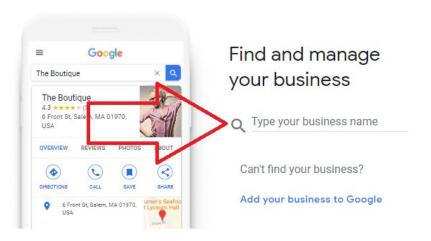
What If I Don't Know Which Gmail Controls My Existing Google My Business page?

Login with any gmail or G Suite account at: google.com/business

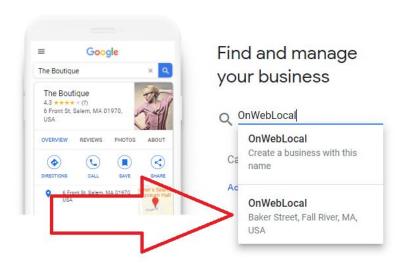
Click MANAGE NOW:



Type in the business name to autopopulate:

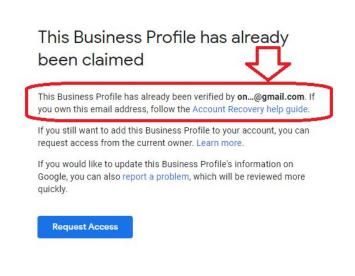


Select the autopopulated business name:

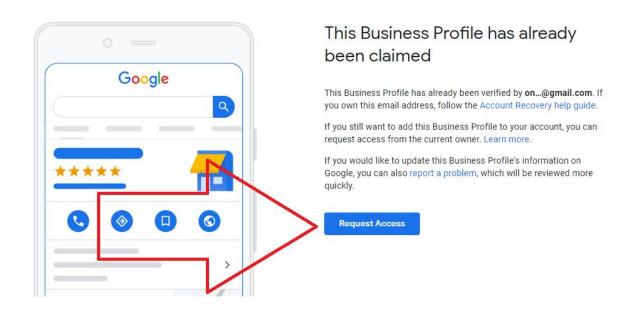


The current owner gmail will then be revealed:





Click REQUEST ACCESS:

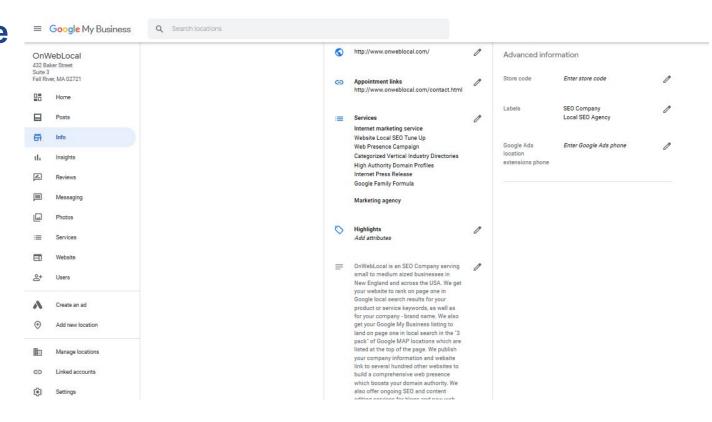


Fill out the short form to identify yourself:

Google My Business	
	Someone else manages this business on Google
	Share your info with the current owner to continue
	Listing owners and/or managers can see my public profile information and email address (srimandas@gmail.com).
	What level of access would you like? Learn more
	O Management
	Ownership
	What's your relationship to the business?
	O Owner
	O Employee
	○ Agency
	West which was to

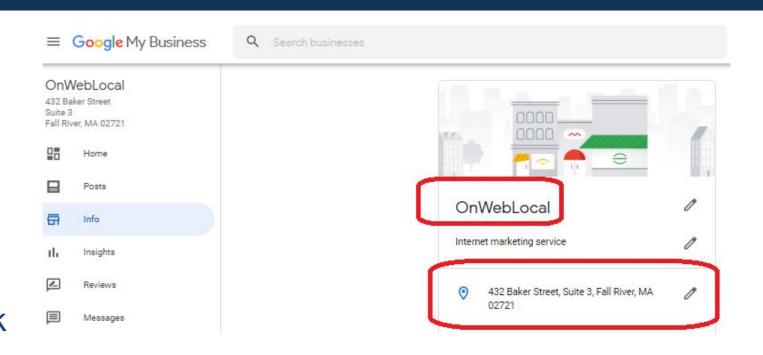
NOTE: If no response is received within 3 days, you will have the right to verify and claim the page on the 4th day

How to complete Your GMB page:



Fill in your N.A.P.W.

Name Address Profile Website Link



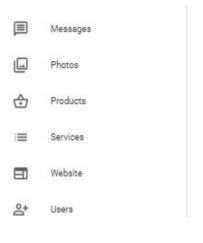
Fill in your N.A.P.W.

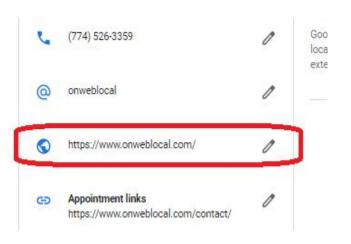
Name

Address

Profile

Website Link





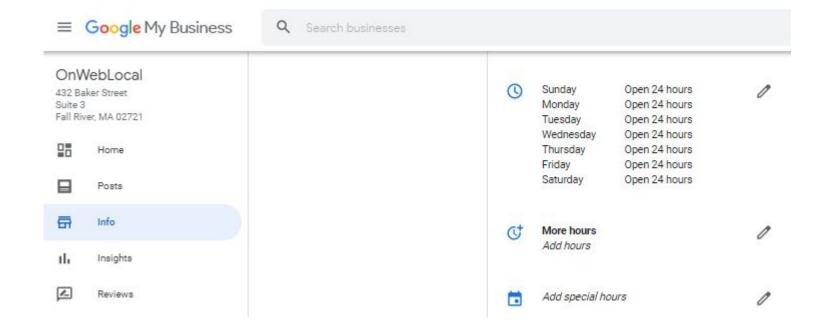
DO NOT's

Do not stuff keywords into your business name. A competitor or SEO can report you and get you permanently suspended. The business name should match your website and be your real business name.

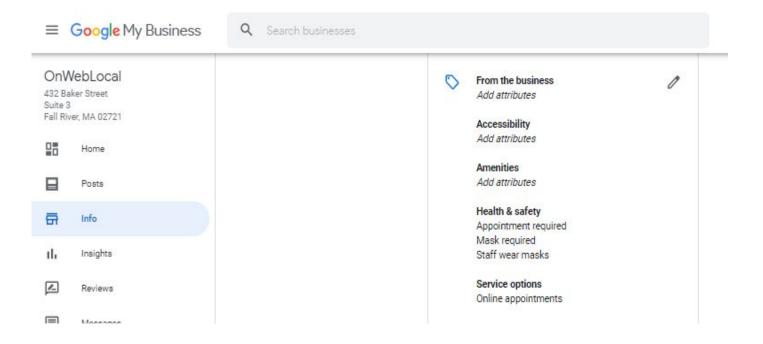
Do not add town or city names to your business name unless it matches website and official business name.

Do not use the same phone number as another business you own or for another business in the same building.

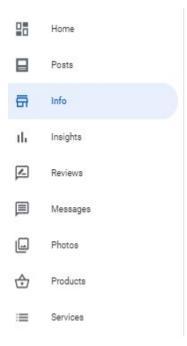
Add Hours:









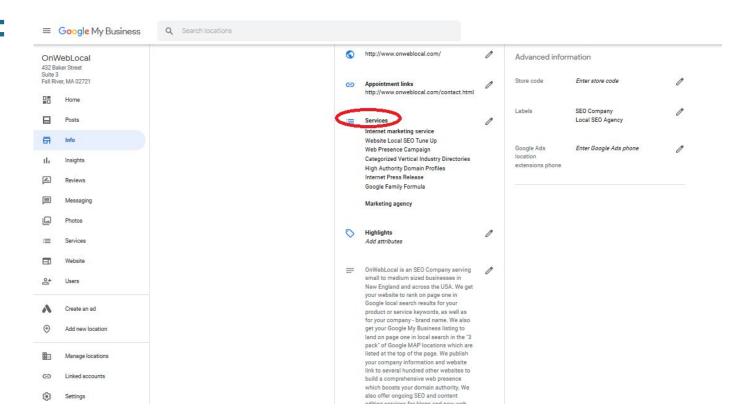


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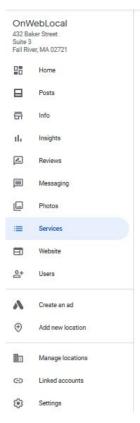
OnWebLocal is an SEO Company serving small to medium sized businesses in New England and across the USA. We get your website to rank on page one in Google local search results for your product or service keywords, as well as for your company - brand name. We also get your Google My Business listing to land on page one in local search in the "3 pack" of Google MAP locations which are listed at the top of the page. We publish your company information and website link to several hundred other websites to build a comprehensive web presence which boosts your domain authority. We also offer ongoing SEO and content editing services for blogs and new web pages, as well as for off site articles and internet press releases.

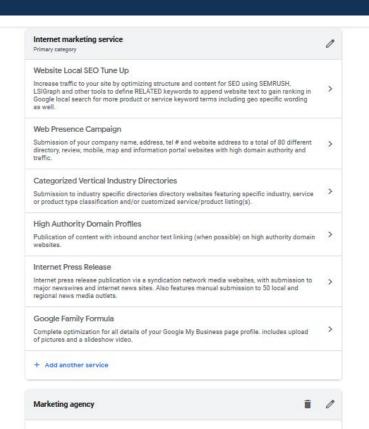


Add Services:

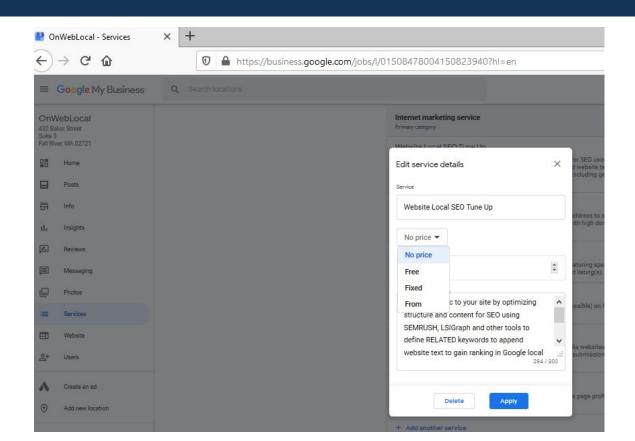


Add Services:

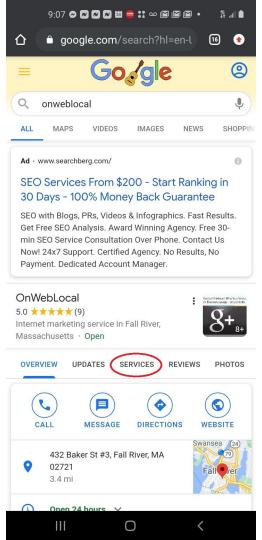




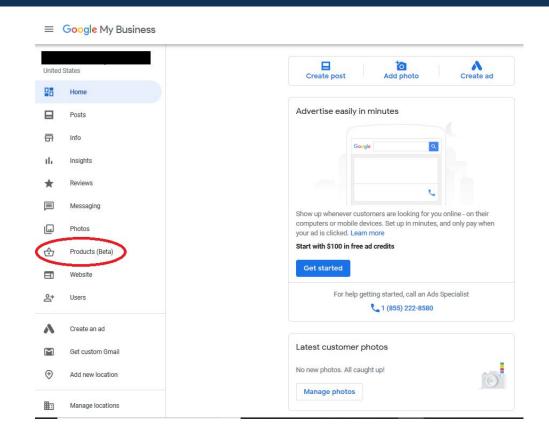
Add Services:



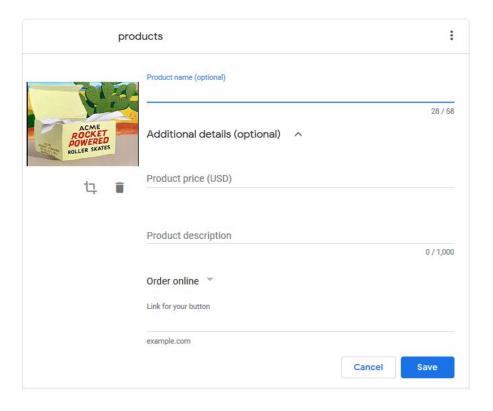
Services Tab Shows In Mobile Search:



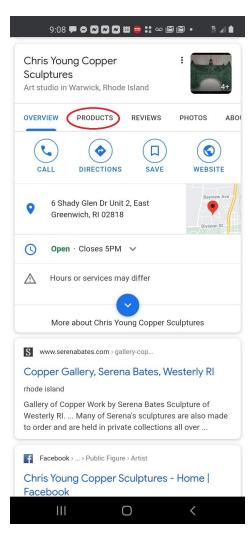
Add Products:



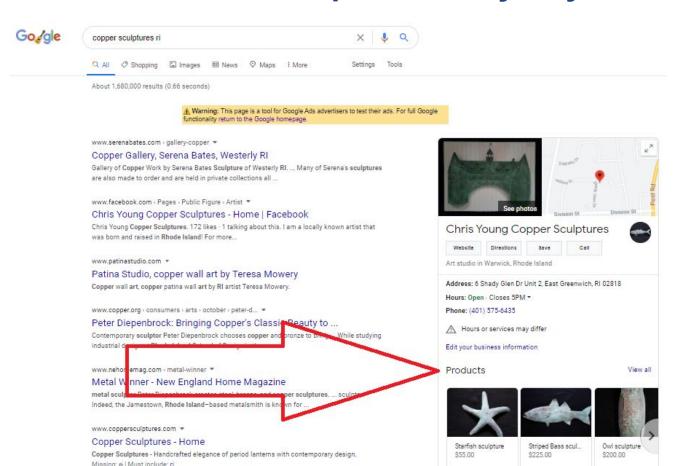
Add Products:



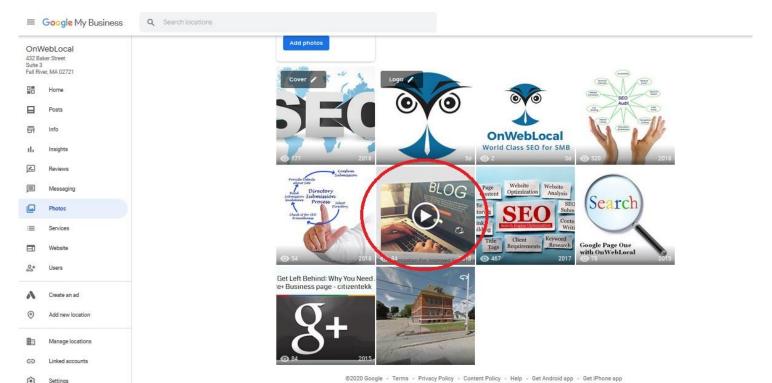
Products Tab Shows In Mobile Search:



Products in Desktop Search By Keyword:

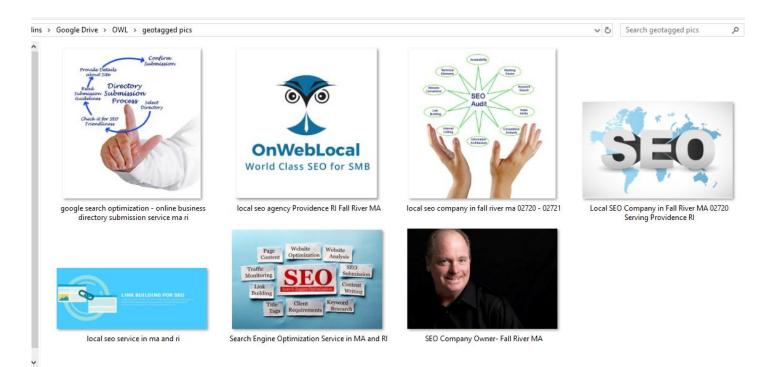


Add photos & video:



How To Optimize Your Page

Add keywords to file name plus town, zip code etc

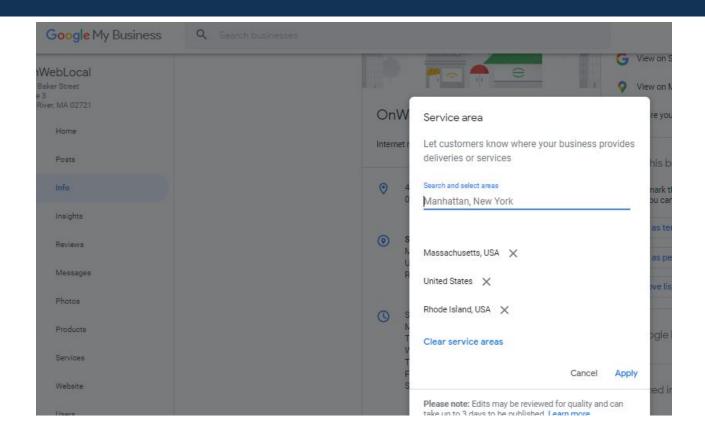


Google My Business - Service Area pages

What If I do not have a retail location or office?

What if I only serve customers at their location?

Google My Business - Service Area pages



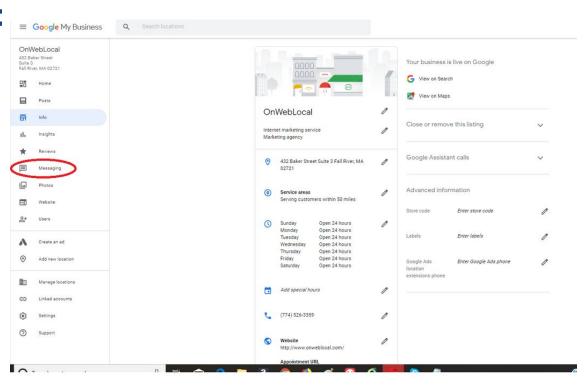
Google My Business - Service Area pages

How to complete your GMB with no address on page (For SERVICE AREA business, not retail):

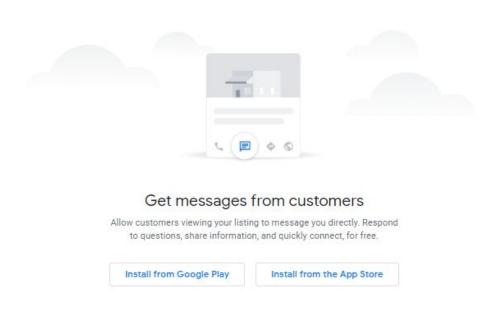
 Define a service area in Google My Business if you (strictly) visit customers at their locations)

 Building a service area page on your website with the same towns will further improve Google search ranking.

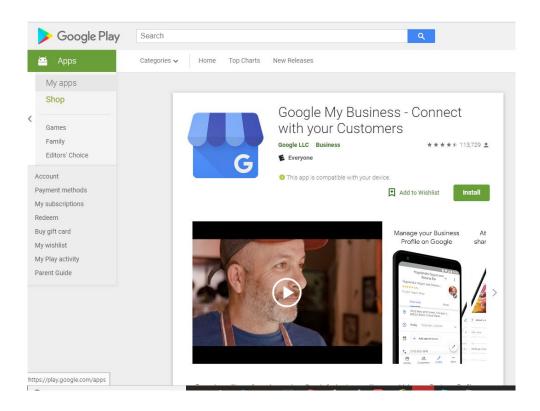
Add Text Messaging:



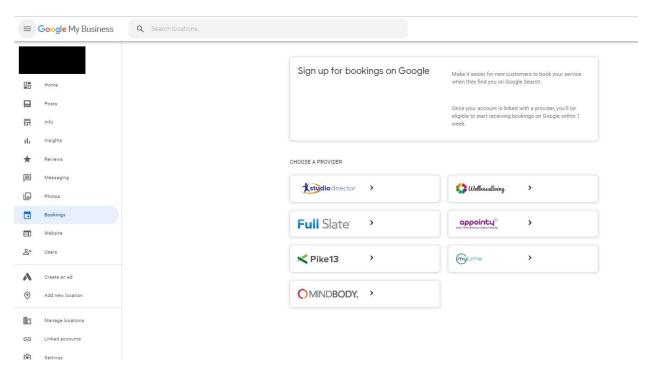
Add Text Messaging:



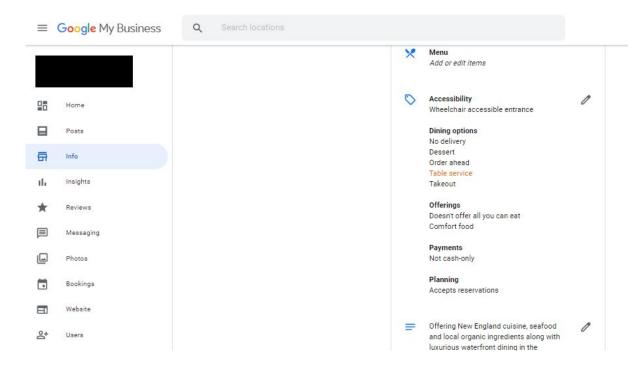
Add Text Messaging:



Add Appointment Scheduling:



Add Restaurant Menu:



Google My Business Posts

Google Posts - The biggest local SEO opportunity in decades!

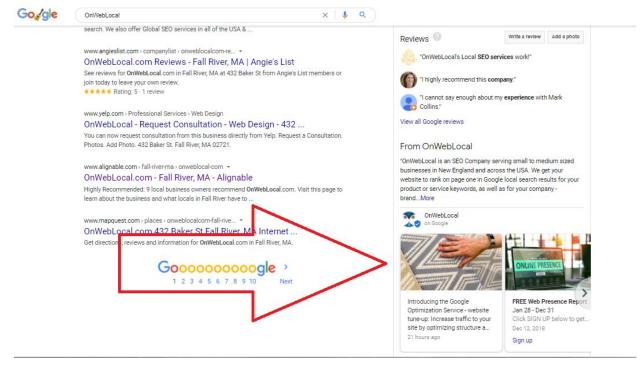
For me, this is just another reason to Google Posts. Google Posts are *magic* because:

- They're an opportunity for a business to add semantically charged content that will appear right there on the SERP
- They're likely to inform Google of the relevancy of that business for longtail keywords (and even head terms)
- They add to Google's entity knowledge for that business

Bright Local - Article: http://bit.ly/2LiKbni

Google My Business Posts

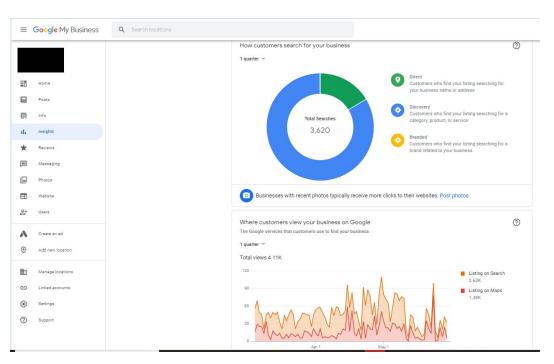
Google Posts are prominently displayed in search results:



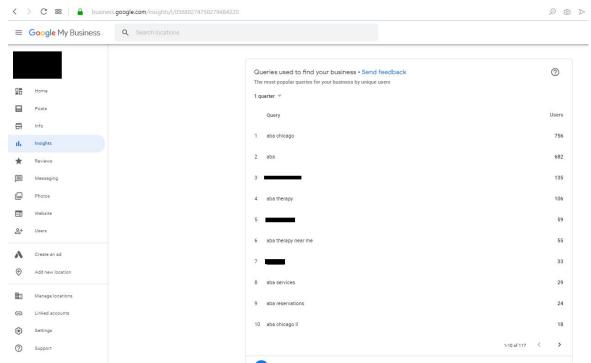
Google My Business Posts

- Google post activity is an SEO factor, as are reviews
- The number of reviews is an SEO factor
- Product or service keywords in customer review wording help too
- Respond to all REVIEWS

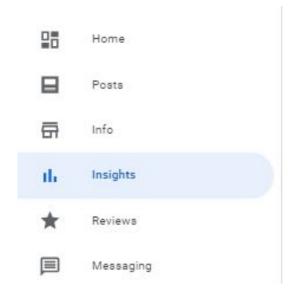
Reporting - Stats are now built into the GMB dashboard



Reporting: See keywords being used to find you



Visits & Calls



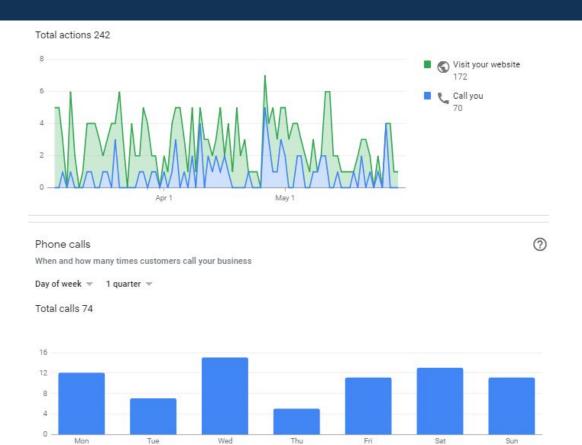
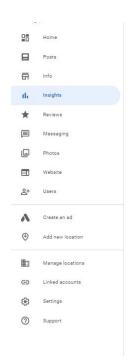
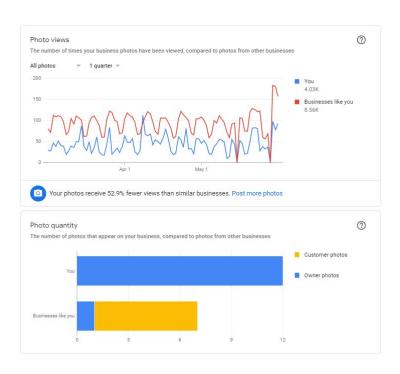


Photo views





Google My Business Presentation



Link to presentation:

bit.ly/setupyourGMB