

# GOOGLE BUSINESS PROFILE OPTIMISATION RECOMMENDATIONS



Version 3.0

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# Google Business Profile Optimisation & Set Up Recommendations

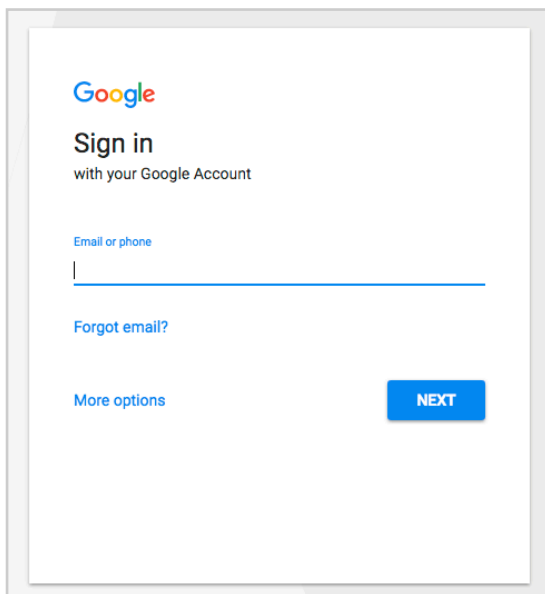
Local SEO is essential to the success of your digital marketing strategy. When potential customers search online with a query containing a geographic location, Google Business Profile listings are often shown at the top of the search results, above the natural search results.

## Step by Step Guide

The following is a quick guide on how to complete and submit a Google Business Profile listing for your business. The process is straightforward and once complete will help to boost your rankings within Google.

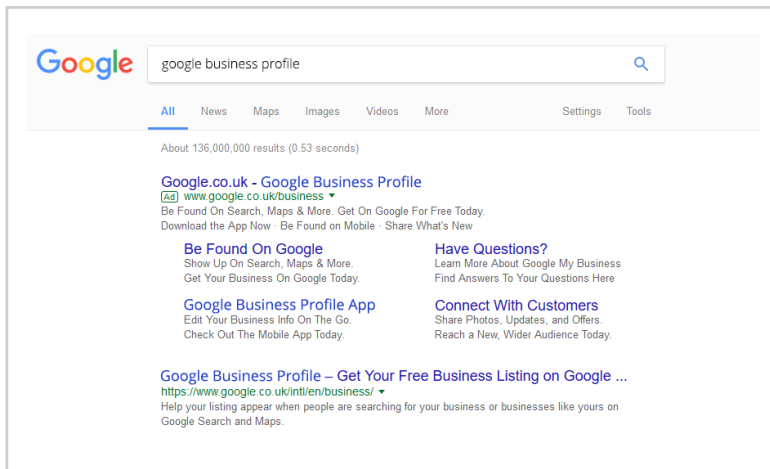
**Step 1 – Sign in to your Google account here:** <https://accounts.google.com>

If you do not remember the login details for your listing, you will need to reclaim your listing. If you require more information on how to do this, please contact your campaign manager.



## Step 2 – Search for Google Business Profile

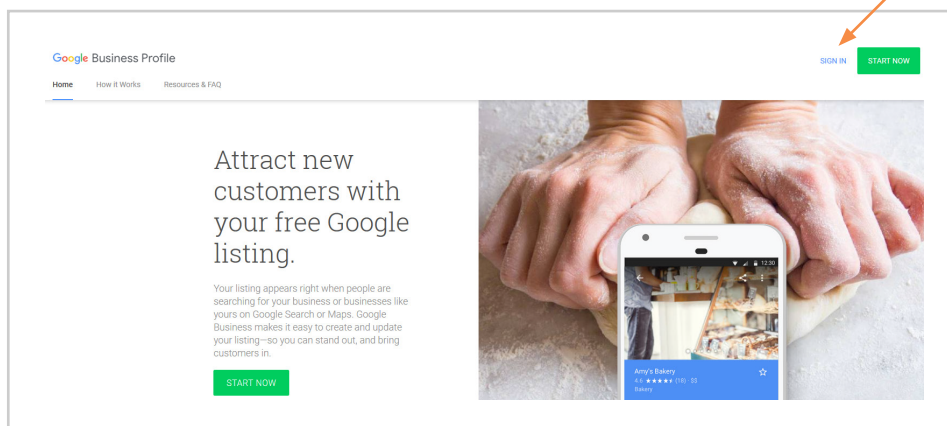
Search for 'Google Business Profile' within Google and click on the top result, or copy the following URL into your browser: [www.google.com/business](http://www.google.com/business)



Sign In

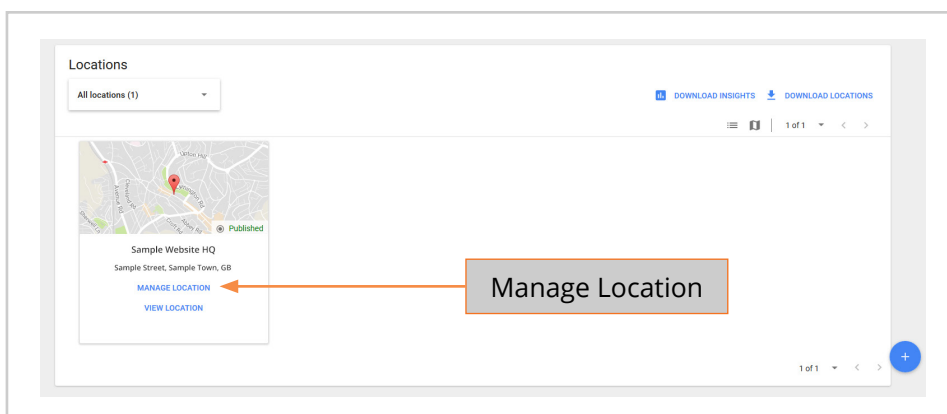
## Step 3 – Sign

Click again on 'Sign in' if you have not been taken to your page.



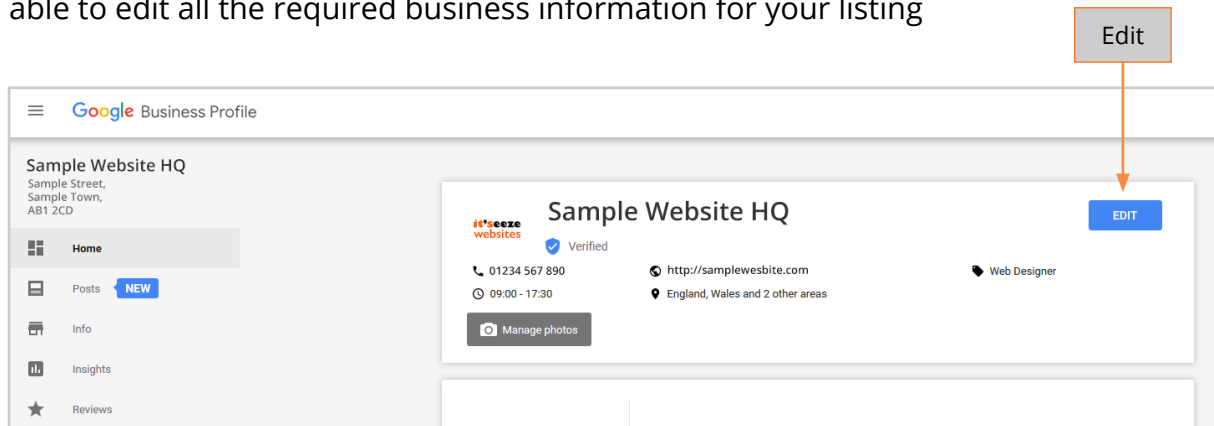
## Step 4 – Manage property

On the main Google Business Profile landing page, select 'Manage Location' to go to an overview of your business listing.

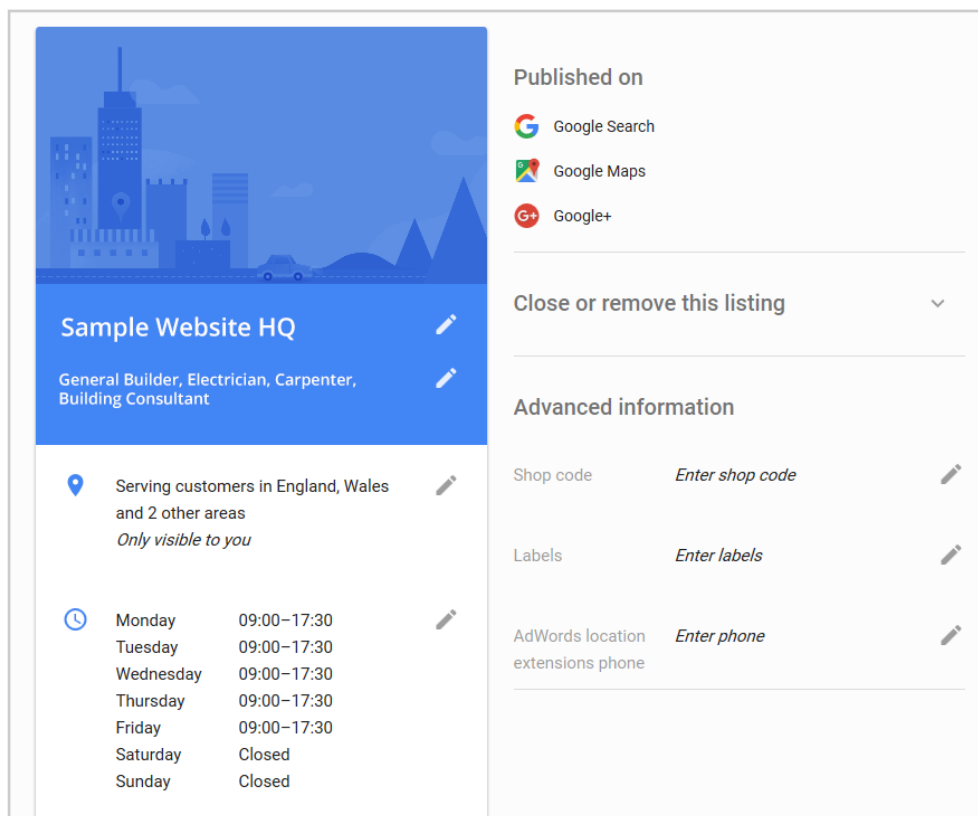


## Step 5 - The Dashboard

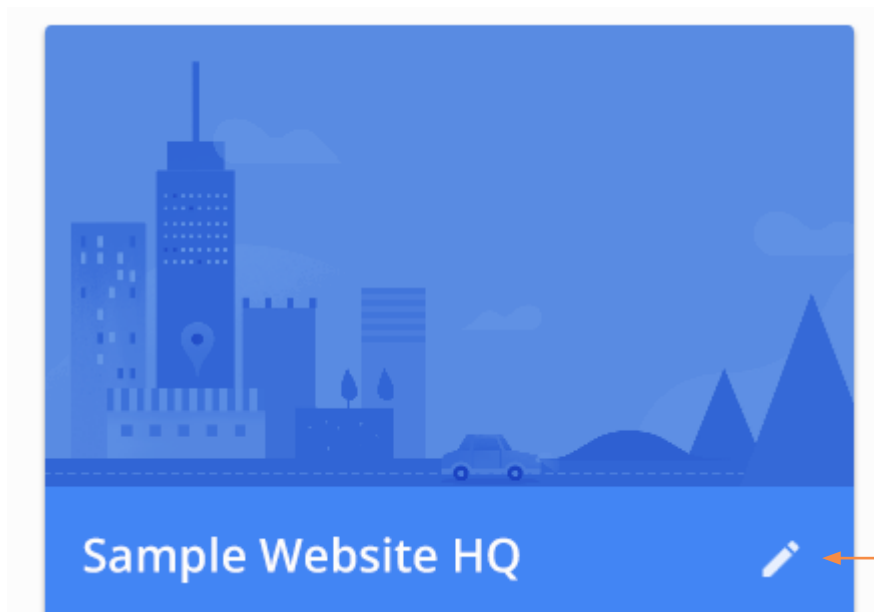
Click on 'Edit' to bring up a dashboard. From here you will be able to edit all the required business information for your listing



Your dashboard will now look similar to below:



## Step 6 - Fill in your business name



Click on the pencil to edit.

**Business name**

Enter your business title as it appears to customers in the real world.

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**CANCEL** **APPLY**

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

When entering the name of your business, write it as it will be displayed across all marketing activities. You should write your brand name in exactly the same way across the internet in order for Google to relate any citations or mentions with your brand name in back to your website.



### Step 7 - Add categories

You can add multiple categories to your listing – simply enter a keyword and choose from the suggested categories.

## Category

Categories describe what your business is, not what it does or sells.

Primary category

Additional categories

[ADD ANOTHER CATEGORY](#)

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

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Enter category keyword



## Step 8 - Address

Make sure you enter all the relevant details to optimise your listing for Google Maps.

### Address

Providing an accurate business address is important so that your business shows up in the right place on Google.

Country

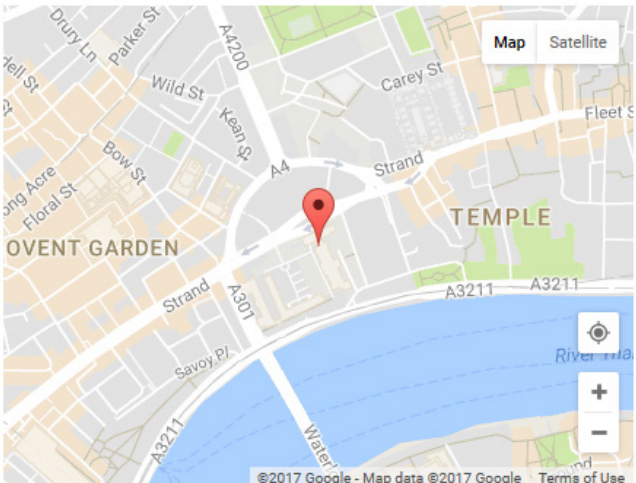
United Kingdom

Street address

Post town

Postcode

Drag pin to reposition



Reset

Map Satellite

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I deliver goods and services to my customers at their location – [Important information](#)

☒ Yes ☐ No

If you serve customers at their address, or deliver goods to them, check this box.

Add all the areas you cover to ensure your listing is shown in all relevant search queries within your local area.

My business delivers goods & services to customers within this area:

☒ Region, city or postcode [ADD](#)

☐ Within  km  of my business


☐ I also serve customers at my business address. (Your address will be hidden from the public if this box isn't ticked.)

If you serve customers at your business address you should check the box.  
If you do not serve customers at your location you should leave this box unchecked.  
Your listing will then display your service area rather than your business address.




## Step 9 - Add business hours

To enter your business hours, click here



Monday	09:00–17:30
Tuesday	09:00–17:30
Wednesday	09:00–17:30
Thursday	09:00–17:30
Friday	09:00–17:30
Saturday	Closed
Sunday	Closed







Enter your business hours here. If you have different hours for different days of the week, you can enter different sets of hours here.

### Hours

Monday	<input checked="" type="checkbox"/> Open	09:00	–	17:30	<a href="#">ADD HOURS</a>
Tuesday	<input checked="" type="checkbox"/> Open	09:00	–	17:30	<a href="#">ADD HOURS</a>
Wednesday	<input checked="" type="checkbox"/> Open	09:00	–	17:30	<a href="#">ADD HOURS</a>
Thursday	<input checked="" type="checkbox"/> Open	09:00	–	17:30	<a href="#">ADD HOURS</a>
Friday	<input checked="" type="checkbox"/> Open	09:00	–	17:30	<a href="#">ADD HOURS</a>
Saturday	<input type="checkbox"/> Closed				
Sunday	<input type="checkbox"/> Closed				

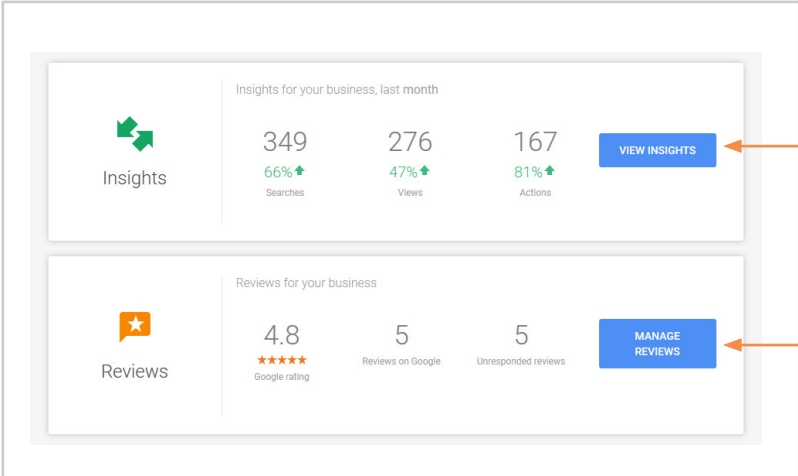
CANCEL [APPLY](#)

## Step 10 - Add contact details

	01234 567 890		Add your phone number
	http://samplewebsite.com		Add your website URL



# Using your Google Business Profile Listing



The screenshot displays the Google Business Profile dashboard. The 'Insights' section shows data for the last month: 349 Searches (66% increase), 276 Views (47% increase), and 167 Actions (81% increase). A 'VIEW INSIGHTS' button is present. The 'Reviews' section shows a 4.8 Google rating (5 stars), 5 Reviews on Google, and 5 Unresponded reviews. A 'MANAGE REVIEWS' button is present. Two callout boxes provide additional information:

- Insights Callout:** Get insights from your listing to find out how much visibility you are getting in local search. Note: You can only use this feature once your listing has been verified.
- Reviews Callout:** Manage and view your reviews from around the web and see what your customers say about your business. Note: You can only use this feature once your listing has been verified.

## How to get the most out of your listing and make sure you show up in local search

In order to help increase your rankings within local searches, we recommend the following:

- 1. Reviews:** It is highly beneficial to have customer reviews published directly on your Google listing or on independent review websites. As long as the review is for the exact same business name used on your Google Business Profile listing, the review will get pulled through by Google
- 2. Interact online with your customers through your Google+ page:** Grow your followers by adding posts and photos about your products, services, and upcoming events.

