

5-Day Challenge

Google Business Profile

Day Two #Task 2

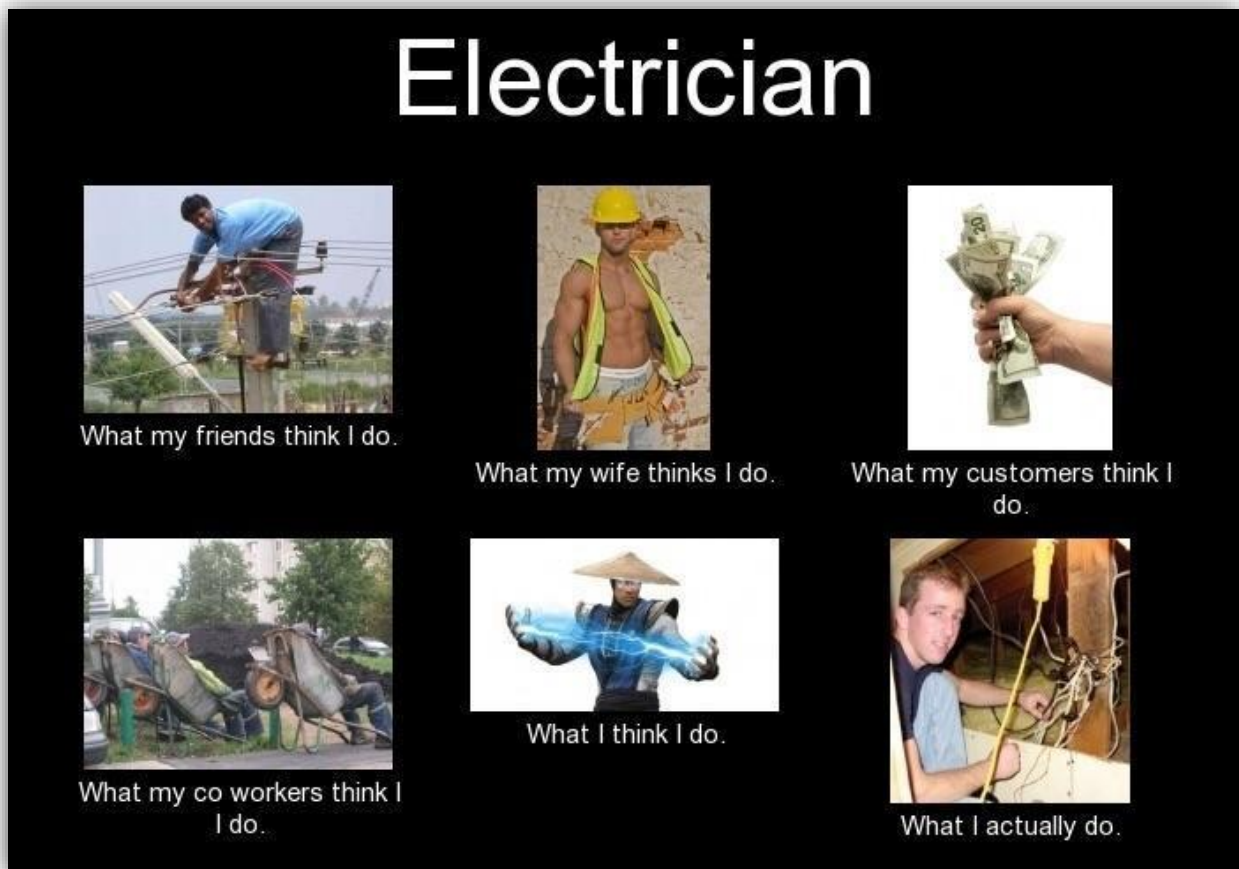
Task 2 Day 2

Yesterday you ensured that you had a Google Account and hopefully claimed your Google Business Profile, this should have been relatively easy for you to do. Please ensure you complete those steps before continuing. If you discover that you do not yet have a Profile listing don't worry, we will be dealing with that on...

Today will involve you using some creativity in order to look at your business through the eyes of your ideal customer. How you view what you do and how your customers view what you do may be poles apart, so remember if you want to attract your ideal customer you really need to speak their language.

What you see V what others see

Electrician



The image is a 2x3 grid of photographs on a black background. The title 'Electrician' is centered at the top in large white font. Each cell contains a photo with a caption below it.

- Top Left:** A man in a blue shirt and safety harness working on a power line. Caption: "What my friends think I do."
- Top Middle:** A shirtless man wearing a yellow hard hat and safety vest, holding a tool. Caption: "What my wife thinks I do."
- Top Right:** A hand holding a fan of US dollar bills. Caption: "What my customers think I do."
- Bottom Left:** A man in a blue shirt and safety harness working on a power line. Caption: "What my co workers think I do."
- Bottom Middle:** A man in a blue shirt and safety harness, holding a glowing blue energy orb. Caption: "What I think I do."
- Bottom Right:** A man in a blue shirt working on a complex electrical panel. Caption: "What I actually do."

Today's Task

Describe Your Business:

Creating a great business description now will help you not only with Google Business Profile, but it will also serve you for other purposes as well. When you can clearly articulate Who you are, what you do and what you stand for in the market place, it can help you to attract the right kind of clients when used On your Web Site, Your Facebook Page, LinkedIn and at networking meetings.

Using no more than 750 characters give a full description of your business.

Do not use lots of keywords, hash tags, URL's or any other known SEO methods, but do use a few high value keywords. Simply describe your business in a way that will appeal to your ideal customer.

High-Value Keywords in this instance would be – The Town/area you serve and your Trade (Electrician).

Eg. (short description)

Kent Electrics is a family run business based in Chatham and has been serving the wider Medway area for the past Eleven Years.

James Dewane the owner has been an Electrician for over Twenty-Five Years and has a range of experience that covers Industrial and Commercial Electrical work. James specialises in the Domestic Electrical Market, working directly for Homeowners, landlords and letting agents.

We are registered with the NICEIC the UK's leading regulatory body for Electricians. We are members of the Medway Fair Trader Scheme and registered with the National Trusted Trader Program. We carry above industry norm Public Liability and professional indemnity insurance and all our staff are police checked.

If you are looking for a reliable and trusted local electrician then please call James on 01634 316279

Tips for Creating Your Business Description:

- What differentiates your business from your competitors?
- Do NOT add URLs/Links
- Don't spam, No keyword stuffing and No Hash-tags
- It's okay to include an email address
- Including a phone number is fine
- Don't pitch sales or special offers like 50% off
- DO NOT USE ALL CAPS
- Keep your language positive
- Write it out in full first, brainstorm everything then pick out the important parts.

Day 2 Action Step

Write your Business Description following the guidelines above. Make use of as much of the 750 words allowance that you can.

Create a Google Business Profile folder on your computer and save this description there for now.

Then **Return to Today's Task Post** in the Group and post exactly what you have written.



Website: www.jdewane.com

Email: james@jdewane.com

Facebook:
www.facebook.com/jamestoolbox/

JD JAMES DEWANE
Helping Electricians Attract and Keep More Customers