

# 5-Day Challenge

## Google Business Profile

### Day Three #Task 3

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Images play an important part of how our business is presented online. Many people are afraid of appearing on posts because of how they look, or fear that they might look silly.

Truth is these are all unnecessary fears that seem to irrationally pop up when a camera is switched on, because here's the truth...

- You look exactly the same on and off camera and people see you now anyway.
- We all make mistakes from time to time and we can take several images to choose from.

Your customers want to see the real you, not some made up fake Hollywood version of you, trust me they will appreciate authenticity,

So today you will find or create some image posts, and it will be imperfectly you.

## Today's Task

### Prepare FIVE Images to post

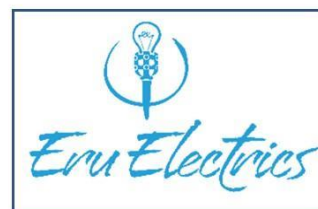
It is important that you regularly upload relevant images to your Google Business Profile.

However, it is also important that you make sure the images are optimised before uploading them, these are the steps you can take to ensure that your images are working for you in your listing.

1. **Select Five Images** that you want to use to represent your business these should consist of the following...

- Sample of works
- Company Logo
- Awarding Body Logo
- Team Picture
- Solo Pic of You

### Sample Pictures:



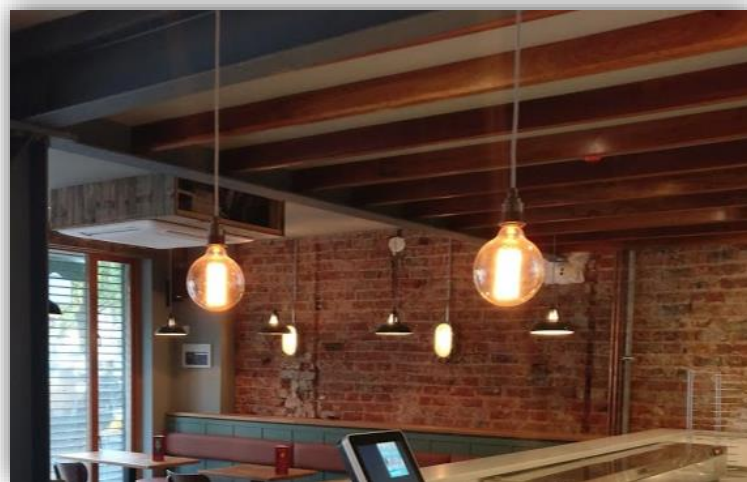
2. **Upload each photo** to [www.geoimgr.com](http://www.geoimgr.com) and tag them for your work address/area you want to be found in.

In some cases, the images may already have a Geo Tag applied. This is often the case if your image/photograph has been taken recently on a smart phone. Either way upload to geoimgr and confirm it is tagged correctly.

3. **Apply a description**, be sure to Name the Image and apply a description – when you name each image consider the KEYWORDS your ideal customer may type in when searching so rather than simply “NICEIC Logo” you may want to consider something like “Medway NICEIC Registered Electrician” all of your image should have different names but follow the same format of using Keywords.

A similar train of thought should be used when creating the description for each image/photo also, however you should never simply keyword stuff, that is just listing a lot of keywords google will penalise you for this, instead write a description that would make sense and appeal to your ideal customer while actually relating to the image/photo.

**Example:** Simple Description



*“Decorative pendant lighting installed in a local Rochester Restaurants by Kent Electrics Ltd, your Local Medway Electrician”*

**Note:** Google recommends that you use images with the following dimensions 720px Tall x 720px Wide, this allows for optimal display on all types of devices.

Images should be saved as either JPEG or PNG.

If you use photos with images of people other than yourself, or if you are using photos of people's homes that may have identifying features you must get their permission to use the image.

### **Day 3 Action Step:**

**Save your Five Photos/images in your Google folder,**

Then Post each photo in the challenge group and explain why you chose them.



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Helping Electricians Attract and Keep More Customers