

# 5-Day Challenge

## Google Business Profile

### Day Five #Task 5

## TASK 5 Day 5

Now that you have your listing up and running, today we are going to look at a number of simple ways that you can optimise your Google Business Profile.

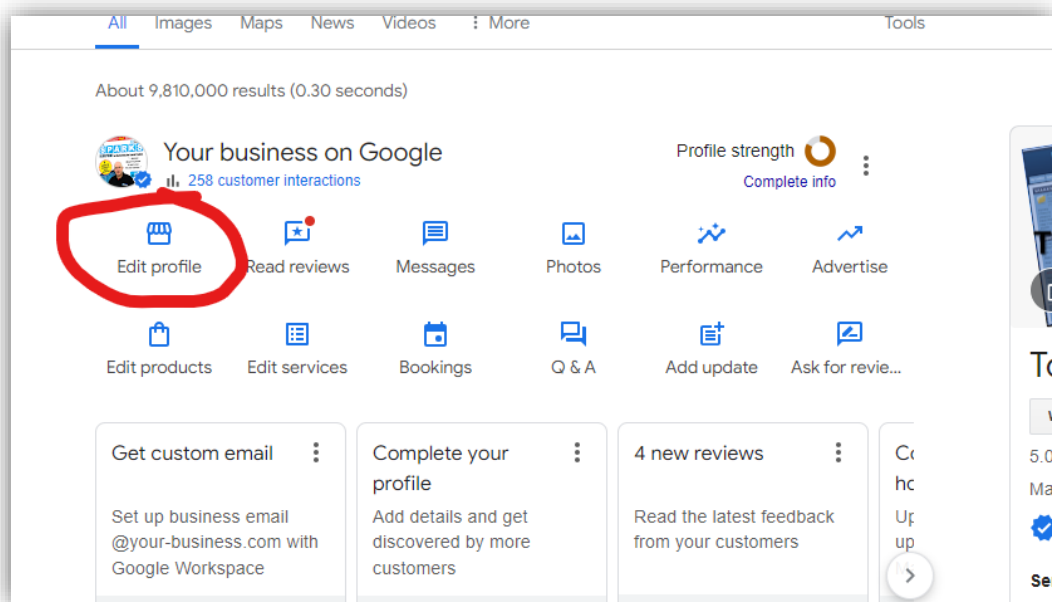
The first thing to remember here is that Google Business Profile should be treated as a dynamic marketing asset and not a passive one, by that I mean that you need to keep working on it, after this week you should re-visit regularly to keep your profile up to date...

Set aside time at least once a week to work on it. Small tweaks every now and again will make a massive difference.

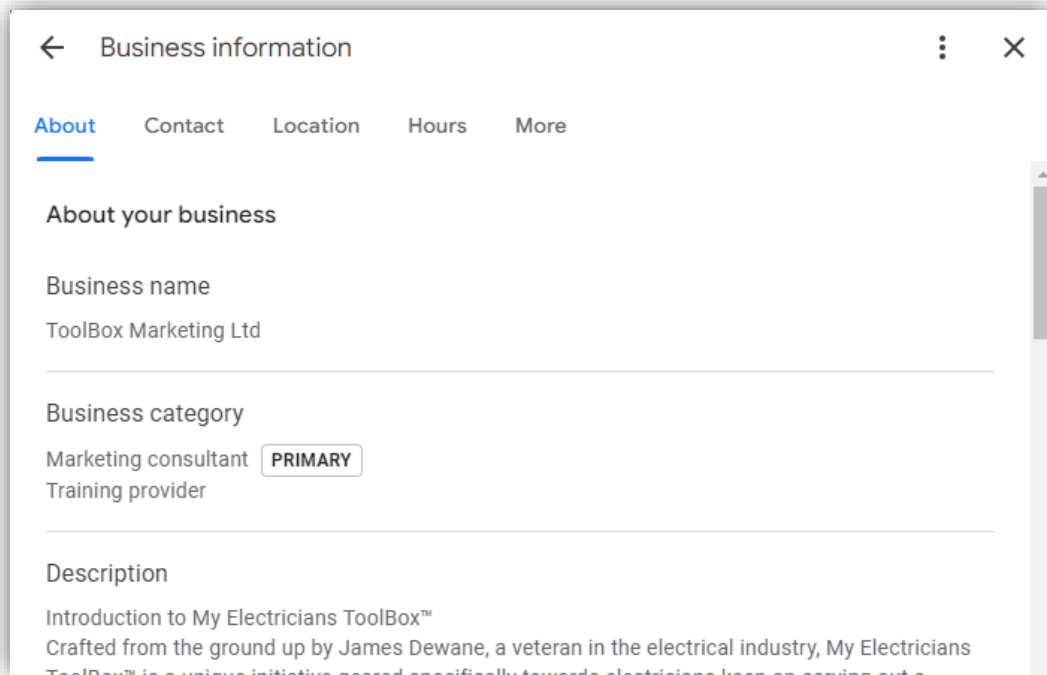
### Today's Task

#### Log into your Google account.

log into your Google Business Profile account and click on edit profile...



Then start at the top and work through the list...



## Implement Some simple optimization strategies.

### 1. Your Business Address Name

Ensure that your business name is as it appears on your website, this is one place that Google can and will check to see if you are trying to fool the system like some people do.

eg, if your business name is Fred Smith and Sons then that is exactly what you should post not "Fred Smith and Son Electrician in Basingstoke"  
Actions like this will get you penalised on Google.

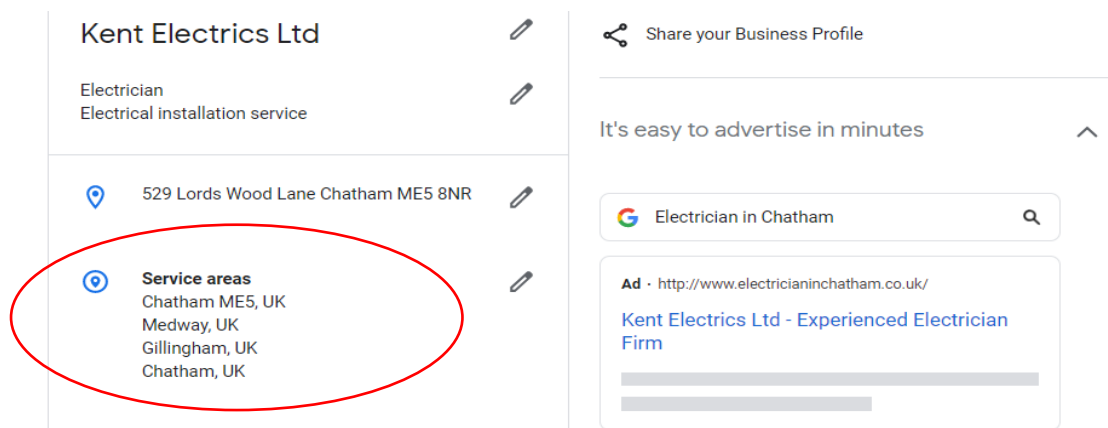
### 2. Check Your Business Address

It is important that your address is consistent with all your other online marketing, so make sure that the address on your website and your social media channels are the same as your Google Business Profile, regardless of whether you show your address or not you should include your address when setting up.

Small things like Ln for lane, or Rd for Road can make a difference, make sure you use the same words and abbreviations across the board.

### Service Area

Below the address line you will find a tab that says Service Area, you should click on that tab and add all of the local areas you serve. Only list the ones that you want to get found in, in this instance bigger is not always better, the tighter you keep your area the easier it will be for you to rank in that area.



### 3. Your Phone Number

You have an opportunity to list a number of phone numbers, in order for you to optimise the listing in regard to the phone numbers it is important to note the following.

The first number listed should be a standard landline number registered in the area you want to be listed for any other numbers eg regional offices or mobile would be secondary.

The one exception to this would be if you are using a tracking number for Google then it would be first followed by the standard landline number.

### 4. Create A Short Name *(May not be available in some accounts)*

This is a very helpful feature offered by Google and underused by many in the trades. Once created the Short Name Link can send people directly to your Google Business Profile, which is ideal for helping to get testimonials.

When selecting a short name, it is best to stick to one related to the business, the link will look like this.

<https://g.page/YourBizName>

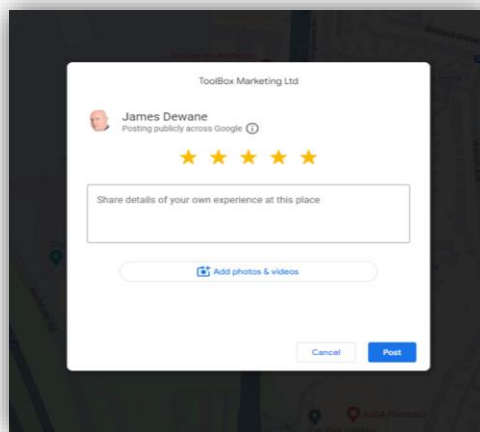
e.g <https://g.page/kentelectrics>



Once you have your short name you can add it to your Business card, your website, your social media pages and your email signature.

You can use this link in an email to send your customers directly to your reviews area to leave you a review/testimonial. You simply need to add the word **review** to the end of the link.

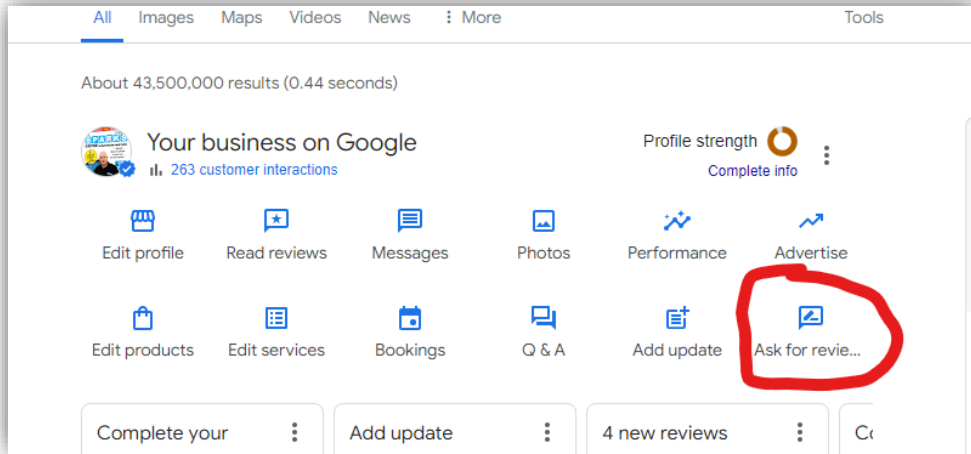
e.g <https://g.page/YourBizName/review>



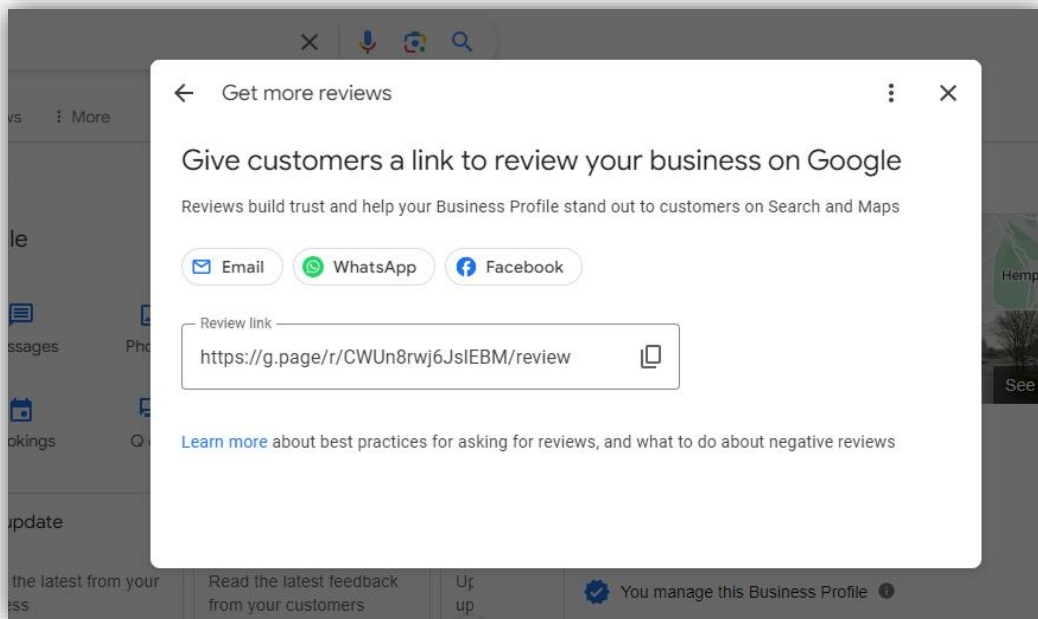
According to Google 86% of consumers read reviews for local businesses before calling them. It is in your interest to actively work at getting reviews from past customers, you can do this easily by sending out a simple email request.

**NOTE:**

If your short name setting is not available in your GBP settings tab you can still request reviews using the request a review button in your settings...



This will then provide you with a link...

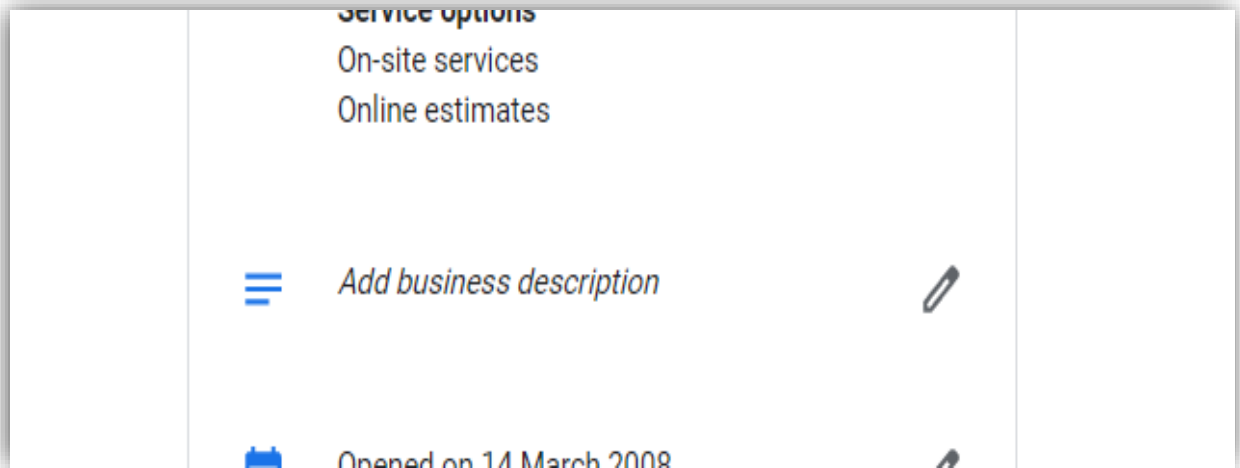


## 5. Your Business Categories

Your primary business category is extremely important when it comes to your ranking, so make sure you choose correctly for your business. If you find that there are relevant secondary categories then select them also, in order of relevance.

## 6. Add your Full Business Description

You prepared this in the second exercise/Task on Tuesday and saved it to your Google folder on your computer. The description should be written to appeal to your ideal customer while also having some relevant keywords. It should not be just a list of keywords.



Google says that this has no real bearing on your overall ranking, however, those with a good description do tend to rank better than those without.

Do not use links in your description Google will penalise you for it. You have 750 characters; you should attempt to use as much of this allowance as possible.

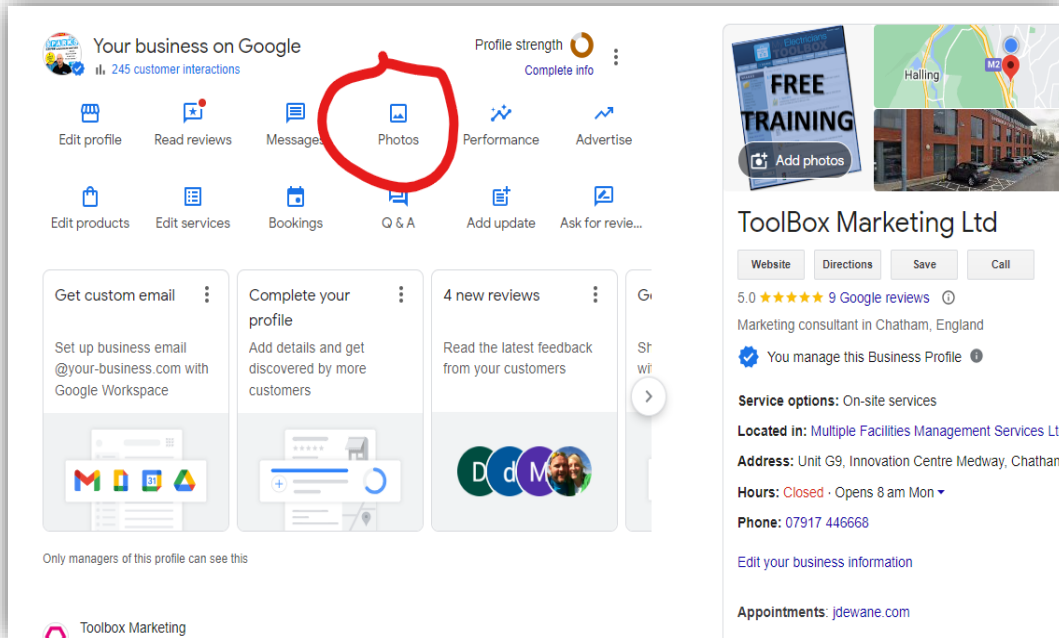
## 7. Add your Images

You prepared these in the third exercise/Task on Wednesday and saved it to your Google folder on your computer.

It is important that you regularly upload relevant photographs correctly named and tagged. Regular activity greatly increases your ranking.

Go to [www.google.com/business](http://www.google.com/business) click **Manage Now** then select Photos





Photos and images are one of the most important aspects of your profile, 60% of Google users say that images influence their decision whether to use a service.

For this exercise you have prepared five photographs, going forward you should upload new photos on a weekly basis.

Remember to optimise your future photos before uploading them to your listing, you optimise them by geo-tagging, naming and adding a description, you can use the tool at [geoimgr.com](https://geoimgr.com) to help you achieve this.

### Day 5 Action Step:

Using your new **short name link or review link**, send an email to **FIVE** of your most recent customers asking them to review your business on Google.

If you are stuck for what to write you can use the template below.

Return to today's task post say you have sent your emails then **tell us about the best review you ever got from a customer.**



Dear [customer/client's name]

Thank you for choosing me/us to carry out your recent works. I/We really appreciate your business, support and feedback, and value you as a customer.

My/Our goal is to provide the very best service and I/we are always looking for ways to improve. We are looking to gain feedback on our service so that we can enhance your experience and make our customers happy.

I would love to hear your feedback, and I would be incredibly grateful if you could take a couple of minutes to write a quick Google review for us. This will allow us to improve our service and let others recognise the value we provide.

To submit your review, simply click the link below and let us know what you think.

<https://g.page/YourBizName/review> (Place you GBP Link in ths place)

Thank you so much for taking the time to leave a review. Your feedback is highly appreciated and important to us and I look forward to reading your comments.

Many thanks,

[your name]



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