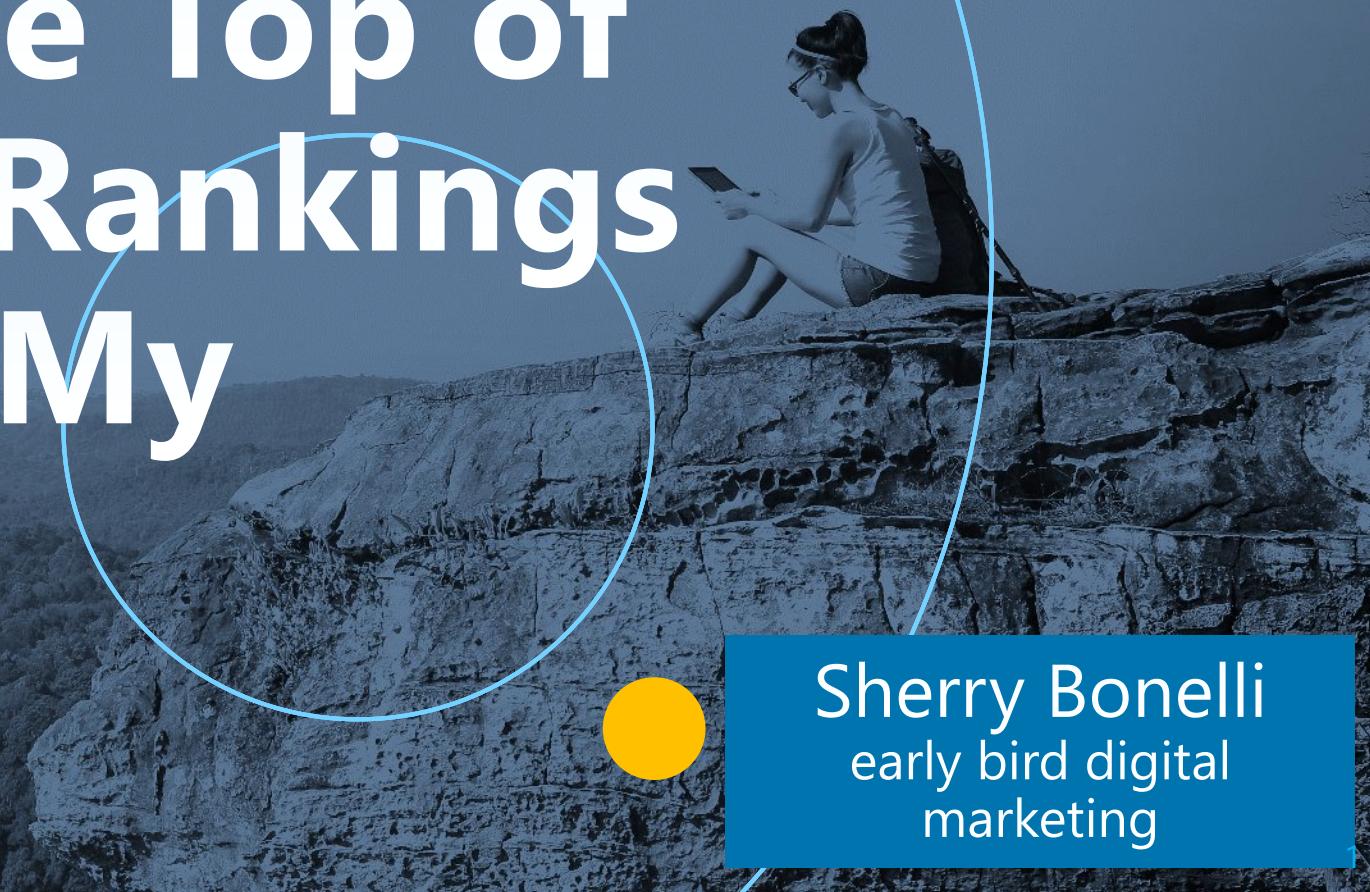




Super Search Results: Leaping to the Top of Local Search Rankings With Google My Business



Sherry Bonelli
early bird digital
marketing

©Sherry Bonelli

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be reused without express
permission.**

About Me...

- 20+ years' digital marketing experience
- Launched ecommerce business in 1998
- Public Speaker
- Award-Winning Writer
- Specialties:
 - Search Engine Optimization (SEO)
 - Reputation Marketing
 - Content Marketing
 - Social Media Marketing
 - Video Marketing



**Sherry Bonelli, MA Internet Marketing
Google My Business Silver Product Expert
Owner, early bird digital marketing**

Featured In...

Search Engine Land



Marketing Land

MOZ



BrightLocal

SCORE The logo for SCORE, featuring the word "SCORE" in blue capital letters next to a blue stylized "S" icon.



CORRIDOR BUSINESS

Public Speaker



Award Winning Writer & Consultant



SCORE 
Awards **2018**

TIPS

How To Increase The Likelihood of Showing Up On
Google Search Results



How To Show Up In Google Search Results

Google Local 3-Pack

Shows Up Below Ads in Google Search Results

To compete locally, you
MUST try to rank in the
Google Local 3-pack

(Or in the “More Places” Section”)

Map data ©2019 Google

Rating ▾ Hours ▾ Your past visits ▾

Wemert Group Realty ▾

Ad 4.8 ★★★★★ (129) · Real estate agency
Orlando, FL · (407) 412-8488
Open · Closes 10PM

WEBSITE **DIRECTIONS**

Orlando Regional REALTOR® Association

4.6 ★★★★★ (84) · Association or organization
Orlando, FL · (407) 253-3580
Closed · Opens 8:30AM Mon

WEBSITE **DIRECTIONS**

Florida Realtors

3.9 ★★★★★ (15) · Association or organization
Orlando, FL · (407) 438-1400
Closed · Opens 9AM Mon

WEBSITE **DIRECTIONS**

Weichert, Realtors Hallmark Properties - Southwest

4.9 ★★★★★ (13) · Real estate agency
Kirkman Oaks Shopping Center
Orlando, FL · (407) 299-3000
Closed · Opens 8:30AM Mon

WEBSITE **DIRECTIONS**

≡ More places

Google Local Three-Pack

accounts pensacola fl

All Maps Images News Shopping More Settings Tools

About 4,710,000 results (0.57 seconds)

Gulf Coast Tax, Turner CPA Advisors, and Brown Thornton Pacenta & Company, PA are marked on the map near the intersection of Hwy 98 and Hwy 110.

Rating Hours Your past visits

Gulf Coast Tax
5.0 ★★★★★ (2) · Accounting firm
6202 N 9th Ave #6
Open · Closes 5PM · (850) 477-9102

Brown Thornton Pacenta & Company, P.A.
4.9 ★★★★★ (14) · Accountant
56 E Chase St
Open · Closes 5PM · (850) 434-3146

Turner CPA Advisors
4.0 ★★★★★ (4) · Accountant
25 E Wright St # 2511
Open · Closes 5PM · (850) 438-4669

More places

Gulf Coast Tax, Brown Thornton Pacenta & Company, P.A., and Turner CPA Advisors are listed in the Local Three-Pack.

Rating Hours Your past visits

Gulf Coast Tax
5.0 ★★★★★ (2) · Accounting firm
6202 N 9th Ave #6
Open · Closes 5PM · (850) 477-9102

Brown Thornton Pacenta & Company, P.A.
4.9 ★★★★★ (14) · Accountant
56 E Chase St
Open · Closes 5PM · (850) 434-3146

Turner CPA Advisors
4.0 ★★★★★ (4) · Accountant
25 E Wright St # 2511
Open · Closes 5PM · (850) 438-4669

More places

Google “More Places”/Local Finder

A screenshot of Google Maps displaying several real estate offices in the Miramar area. The map shows the Ronald Reagan Turnpike, Broward Boulevard, and various local streets. Red markers indicate the locations of five real estate agencies: CENTURY 21 Miramar Realty, Inc.; Coldwell Banker Residential Real Estate; Home Value Realty LLC; and two additional unnamed offices. Below the map is a list of these businesses with their names, ratings, addresses, phone numbers, and operating hours. At the bottom left is a red-bordered button labeled "More places".

Business Name	Rating	Address	Phone Number	Operating Hours
CENTURY 21 Miramar Realty, Inc.	2.6 ★★★★★ (11)	Miramar, FL	(954) 981-5555	Closes soon - 5:30PM
Coldwell Banker Residential Real Estate	3.7 ★★★★★ (6)	Miramar, FL	(954) 434-0501	Closes soon - 5PM
Home Value Realty LLC	5.0 ★★★★★ (1)	Miramar, FL	(954) 391-9779	Closes soon - 5PM
CENTURY 21 Miramar Realty, Inc.	2.6 ★★★★★ (11)	Miramar, FL	(954) 981-5555	Closes soon - 5:30PM
Coldwell Banker Residential Real Estate	3.7 ★★★★★ (6)	Miramar, FL	(954) 434-0501	Closes soon - 5PM
Home Value Realty LLC	5.0 ★★★★★ (1)	Miramar, FL	(954) 391-9779	Closes soon - 5PM

More places

A screenshot of a Google search results page for the query "realtors in Miramar florida". The search bar shows the query, and below it are filters for Rating, Hours, and Your past visits. The main results are a list of real estate agencies with their names, ratings, addresses, phone numbers, and operating hours. To the right of the list is a map of the Miramar area showing the locations of these businesses with red markers. The map includes major roads like the Ronald Reagan Turnpike, Broward Boulevard, and State Road 27, along with numerous local streets and landmarks.

Business Name	Rating	Address	Phone Number	Operating Hours
South Florida Properties and More Real...	Ad	Davie, FL	(954) 862-1765	Closed - Closes 9PM
CENTURY 21 Miramar Realty, Inc.	2.6 ★★★★★ (11)	Miramar, FL	(954) 981-5555	Closes soon - 5:30PM
Coldwell Banker Residential Real Estate	3.7 ★★★★★ (6)	Miramar, FL	(954) 434-0501	Closes soon - 5PM
Home Value Realty LLC	5.0 ★★★★★ (1)	Miramar, FL	(954) 391-9779	Closes soon - 5PM
Coldwell Banker - Miami Lakes	No reviews	Miramar, FL	(305) 821-4700	
Realtor in Miramar FL	No reviews	Miramar, FL	(888) 835-0881	Closes soon - 5PM
Keyes Realtors	No reviews	Miramar, FL	(305) 790-4076	

Local Finder

Show Up For Branded Google Searches



About 447,000 results (0.75 seconds)

Amanda Brant of Coldwell Banker Hedges Realty

<https://www.coldwellbanker.com/Coldwell-Banker...Realty.../Amanda-Brant-451661a>
My name is Amanda Brant and I am a Realtor for Coldwell Banker Hedges Realty in Cedar Rapids, IA. I have been around real estate nearly my entire life and ...
h2: My Listings - h2: My Community ... - h2: Areas Served

Amanda Brant, Realtor, Coldwell Banker Hedges Realty - Home ...

<https://www.facebook.com/Places/Cedar-Rapids-Iowa/Real-Estate-Service>
★★★★★ Rating: 5 - 10 votes
Amanda Brant, Realtor, Coldwell Banker Hedges Realty -- Rated 5 based on 10 Reviews "Amanda is the realtor to ... Real Estate Agent in Cedar Rapids, Iowa.

Amanda Brant - Cedar Rapids, IA Real Estate Agent - realtor.com®

https://www.realtor.com/realestateagents/amanda-brant_cedar-rapids_ia_1349930_4638...
Find real estate agent & Realtor® Amanda Brant in Cedar Rapids, IA, on Realtor.com®, your source for top rated real estate professionals.

Amanda Brant - Real Estate Professional - Coldwell Banker Hedges ...

<https://www.cbrealty.com/amandabrant/>
Amanda Brant is a Real Estate professional with Coldwell Banker Hedges Realty in Cedar Rapids, IA. Click to view more information and property listings.

Amanda Brant - Realtor - Coldwell Banker Hedges Realty | LinkedIn

<https://www.linkedin.com/in/amanda-brant-4aab132a>
Nov 13, 2014 - View Amanda Brant's profile on LinkedIn, the world's largest ... I am a Realtor for Coldwell Banker Hedges Realty in Cedar Rapids, IA.

Amanda Brant, Realtor, Coldwell Banker Hedges Realty | Better ...

<https://www.bbb.org/.../cedar-rapids/.../real-estate/amanda-brant-realtor-coldwell-bank...>
This organization is not BBB accredited. Real EIA in Cedar Rapids, IA. See BBB rating, reviews, complaints, & more.

Amanda Brant (@AmandaRealtorCB) | Twitter

<https://twitter.com/amandarealtorc?lang=en>
The latest Tweets from Amanda Brant (@AmandaRealtorCB). Realtor with Coldwell Banker Hedges Realty. There's no place like home! ... Cedar Rapids, IA.

Amanda Brant - Coldwell Banker Hedges Realty - 2200 1st Ave NE ...

<https://www.yelp.com/.../Home-Services/Real-Estate/Real-Estate-Agents>
★★★★★ Rating: 5 - 2 reviews

The snippet shows a photo of Amanda Brant, her address (2200 1st Ave NE, Cedar Rapids, IA 52402), operating hours (Open - Closes 9PM), phone number (319) 241-3999, and a link to add missing information or an website. It also includes a 'Send to your phone' button and a 'Reviews' section with 1 Google review.



Amanda Brant

[Directions](#) [Save](#)

5.0 ★★★★★ 1 Google review

Real estate agency in Cedar Rapids, Iowa

Address: 2200 1st Ave NE, Cedar Rapids, IA 52402

Hours: Open - Closes 9PM -

Phone: (319) 241-3999

[Suggest an edit](#)

[Add missing information](#)

[Add website](#)

Know this place? Answer quick questions

[Send to your phone](#)

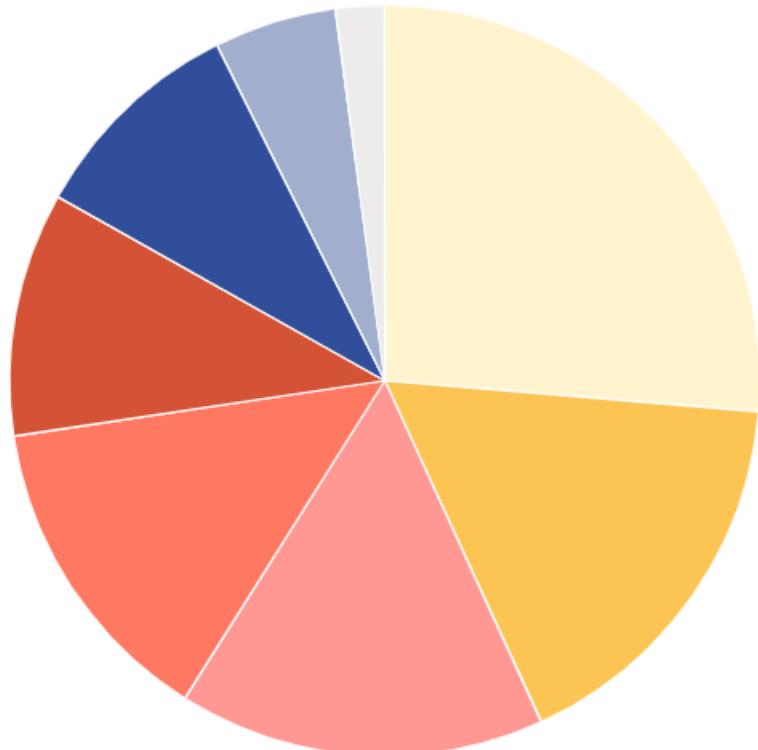
Reviews

1 Google review

[More about Amanda Brant](#)

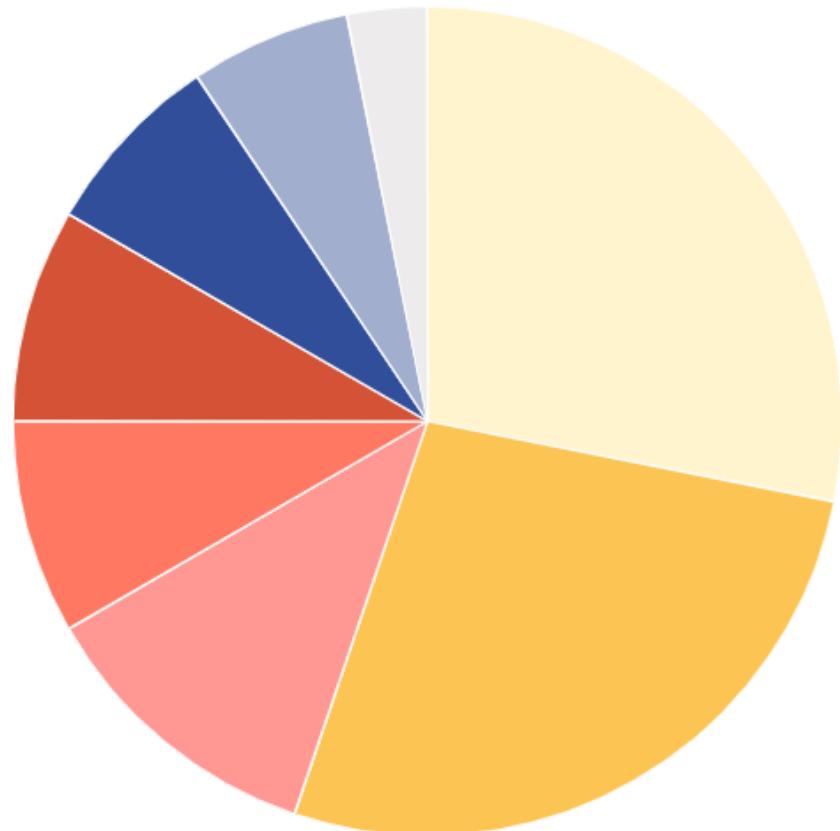
Google Local Pack Rank Factors

Local Pack/Finder Ranking Factors



1. **Google My Business Signals** (Proximity, categories, keyword in business title, etc.) **25.12%**
2. **Link Signals** (Inbound anchor text, linking domain authority, linking domain quantity, etc.) **16.53%**
3. **Review Signals** (Review quantity, review velocity, review diversity, etc.) **15.44%**
4. **On-Page Signals** (Presence of NAP, keywords in titles, domain authority, etc.) **13.82%**
5. **Citation Signals** (IYP/aggregator NAP consistency, citation volume, etc.) **10.82%**
6. **Behavioral Signals** (Click-through rate, mobile clicks to call, check-ins, etc.) **9.56%**
7. **Personalization** **5.88%**
8. **Social Signals** (Google engagement, Facebook engagement, Twitter engagement, etc.) **2.82%**

Localized Organic Ranking Factors



1. **Link Signals** (Inbound anchor text, linking domain authority, linking domain quantity, etc.) **27.94%**
2. **On-Page Signals** (Presence of NAP, keywords in titles, domain authority, etc.) **26.03%**
3. **Behavioral Signals** (Click-through rate, mobile clicks to call, check-ins, etc.) **11.5%**
4. **Google My Business Signals** (Proximity, categories, keyword in business title, etc.) **8.85%**
5. **Citation Signals** (IYP/aggregator NAP consistency, citation volume, etc.) **8.41%**
6. **Personalization** **7.32%**
7. **Review Signals** (Review quantity, review velocity, review diversity, etc.) **6.47%**
8. **Social Signals** (Google engagement, Facebook engagement, Twitter engagement, etc.) **3.47%**

Top 50 Local Pack Finder Factors

#1 530 total

Proximity of Address to the Point of Search (Searcher-Business Distance)

#2 463 total

Physical Address in City of Search

#3 365 total

Proper GMB Category Associations

#4 333 total

Product/Service Keyword in GMB Business Title

#5 248 total

Location Keyword in GMB Business Title

#6 219 total

Quality/Authority of Inbound Links to Domain

#7 214 total

GMB Primary Category Matches a Broader Category of the Search Category (e.g. primary category=restaurant & search=pizza)

#8 188 total

Consistency of Citations on the Primary Data Sources

#9 166 total

Domain Authority of Website

#10 149 total

Completeness of GMB Listing

#11 148 total

Quality/Authority of Inbound Links to GMB Landing Page URL

#12 137 total

Quantity of Native Google Reviews (with text)

#13 130 total

Click-Through Rate from Search Results

#14 127 total

Product/Service Keywords in Reviews

#15 110 total

Quality/Authority of Structured Citations

#16 107 total

Quantity of Inbound Links to Domain from Locally Relevant Domains

#17 104 total

Proximity of Address to Centroid

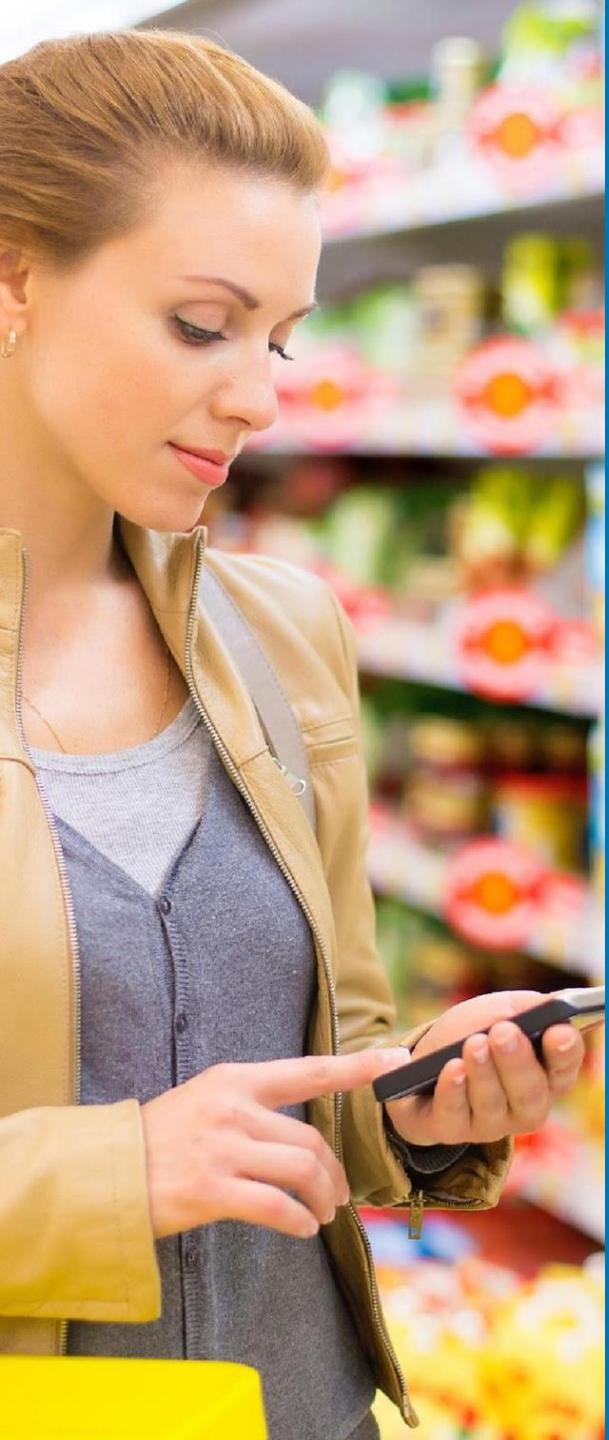
#18 96 total

Product/Service Keyword in GMB Landing Page Title



GOOGLE MY BUSINESS IS YOUR NEW HOME PAGE



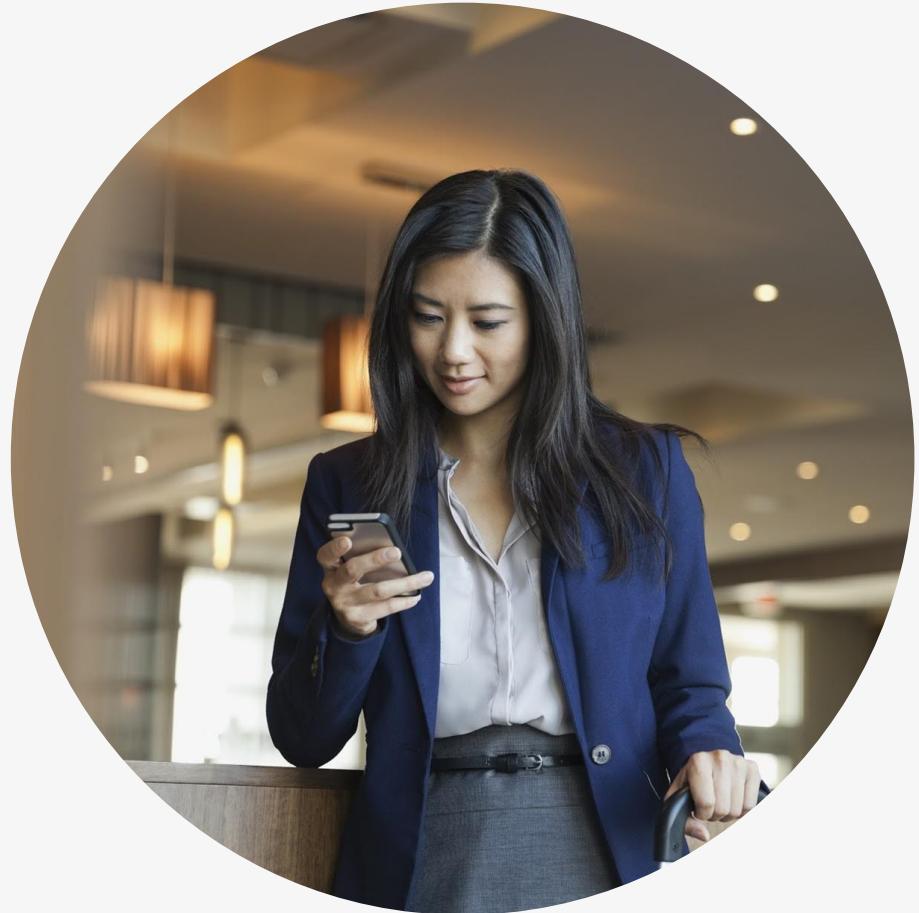


“You must be found where your customers are at.”

Connect With Customers in Moments That Matter

87%
of smartphone owners turn to
search
first in a moment of need.¹

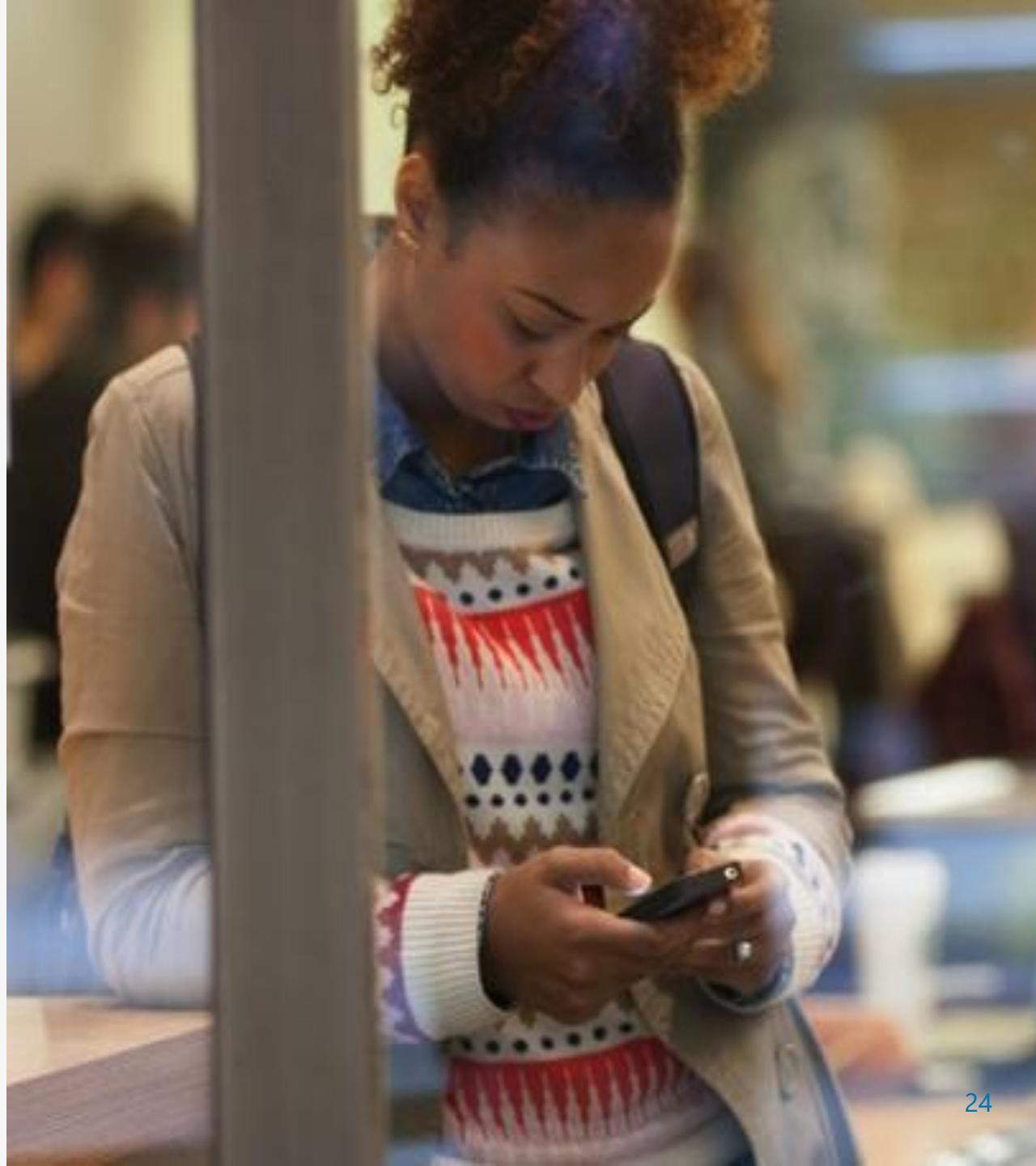
30%
of all mobile searches are
related to location.²





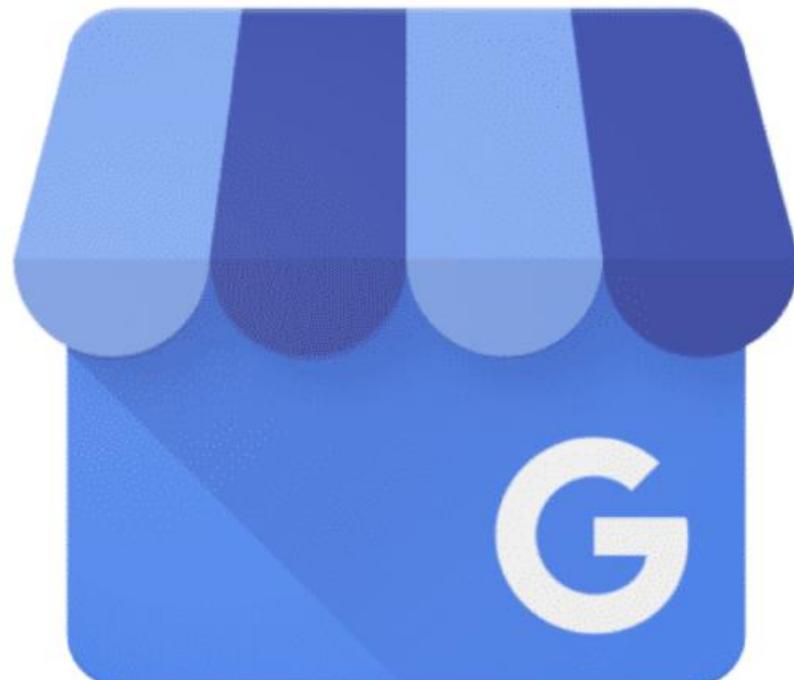
Be There

Google helps businesses lead people from the moment of looking to the moment of clicking, calling or buying.



“

“Every Local Business That Qualifies NEEDS To Claim Their GMB Profile”



NOTE: Online-only businesses (and select other businesses) do NOT qualify for GMB profiles. Do you qualify? <http://bit.ly/30rgRk9>

TIP

To Rank Locally, You MUST Claim Your Google My Business Listing



Google My Business Profile

Google My Business

Show Up Where Your Audience Is
Looking...
...On Google

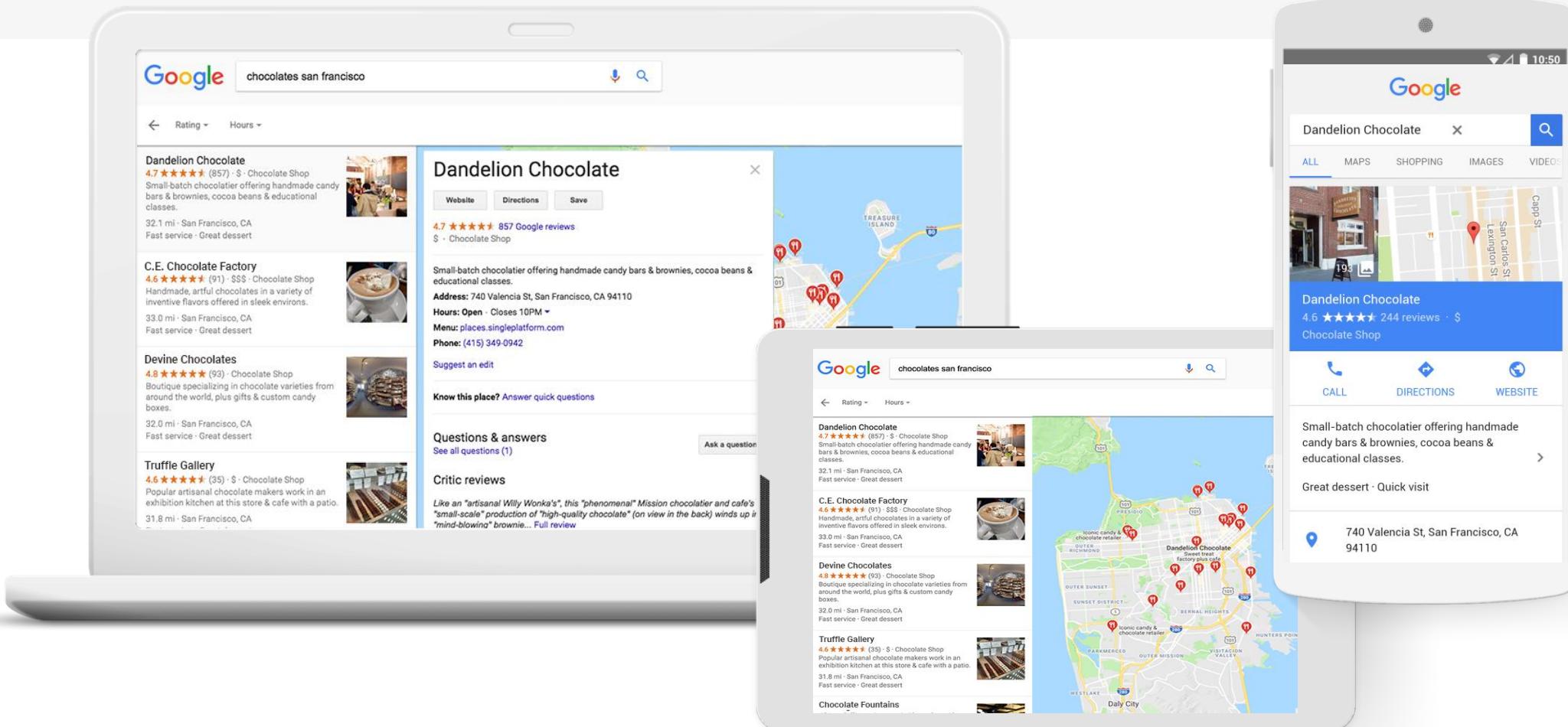
An important first step in any local SEO strategy is to claim and verify your local business' **Google My Business (GMB)** Profile.



BE FOUND BY LOCAL CUSTOMERS

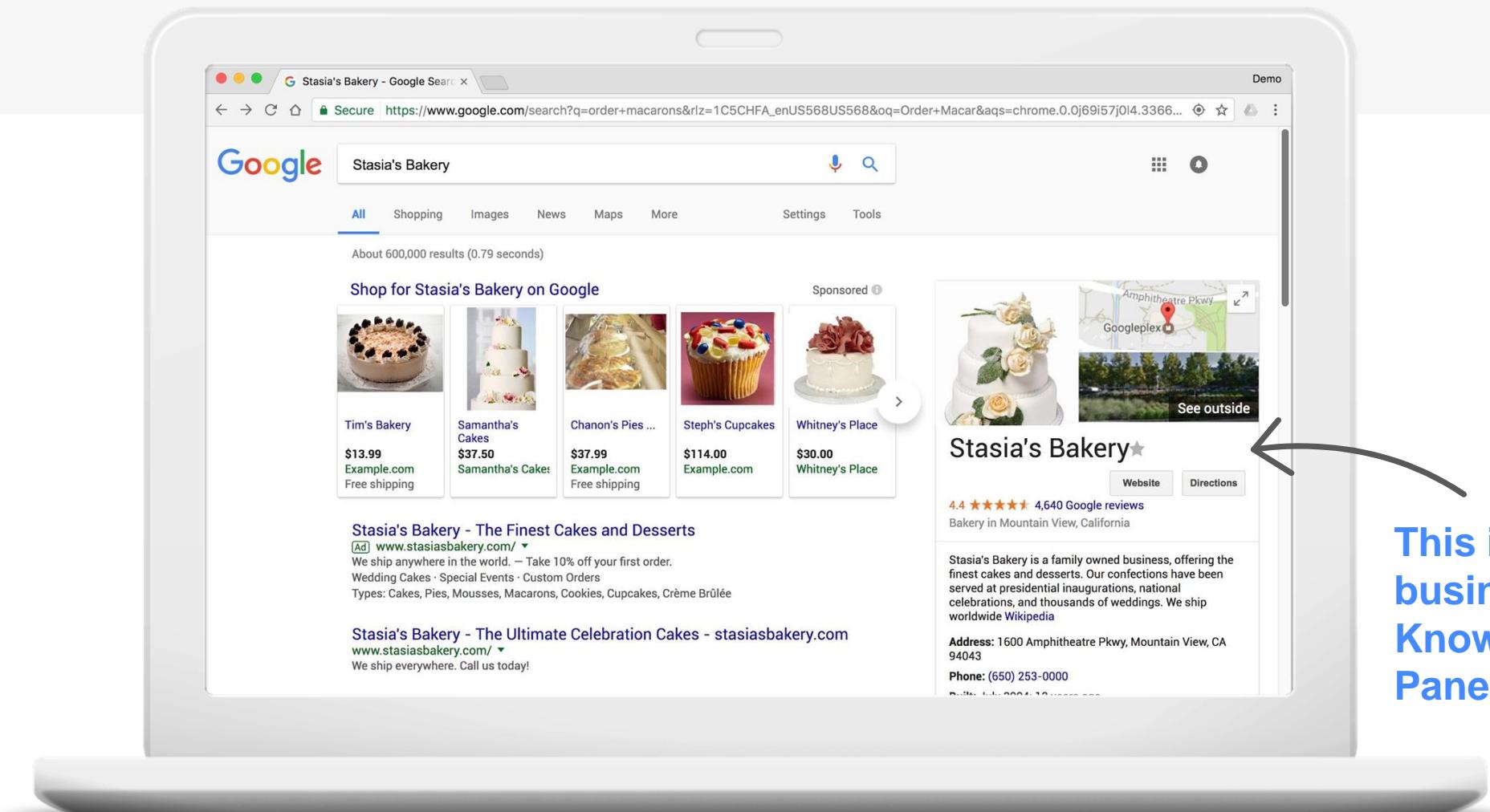
Google's Local Results

Info appears on desktops, laptops, tablets and mobile phones.



BE FOUND BY LOCAL CUSTOMERS

Google My Business Profile/Knowledge Panel





Download Google
My Business App

Download The Google My Business App

Sprint

5:51 PM

1 

< Today



Google My Business

Connect with your Customers

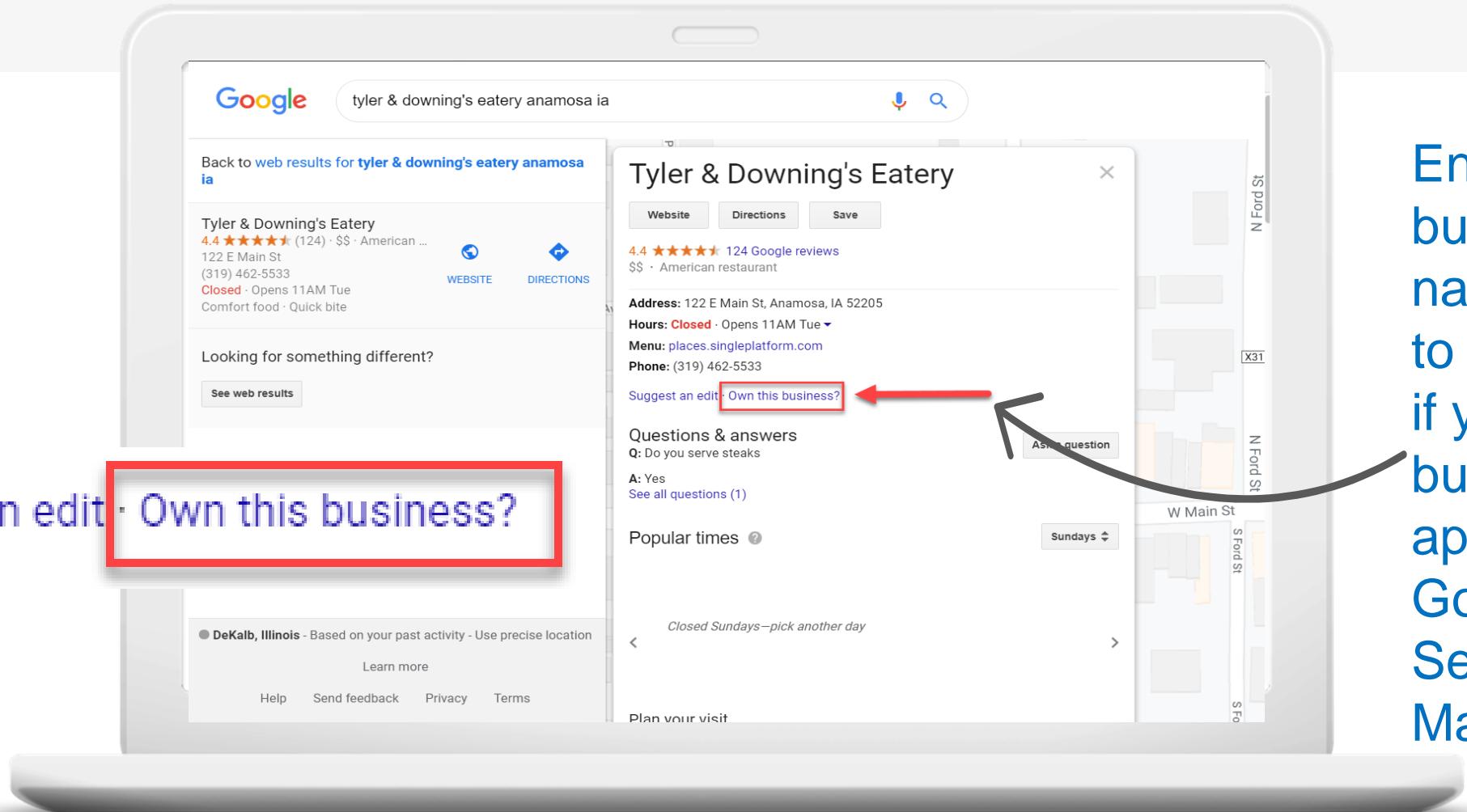
UPDATE





Claim Your GMB
Profile

Do A Search On Google And See If Your Business Has A Branded Knowledge Panel



Enter your business name and city to see if your business appears on Google Search and Maps

If You Find Your Business – You Can Claim And Verify It

Tyler & Downing's Eatery

[Website](#) [Directions](#) [Save](#)

4.4 ★★★★☆ 124 Google reviews

\$\$ · American restaurant

Address: 122 E Main St, Anamosa, IA 52205

✓ You visited in September 2018

Hours: **Closed** · Opens 11AM Tue

Menu: [places.singleplatform.com](#)

Phone: (319) 462-5533

[Suggest an edit](#) · [Own this business?](#)

Know this place? [Answer quick questions](#)

Questions & answers

Q: Do you serve steaks

[Ask a question](#)

A: Yes

[See all questions \(1\)](#)

Popular times

Mondays

Closed Mondays—pick another day

Suggest an edit · Own this business?



Tyler & Downing's Eatery

4.4 ★★★★☆ (124)
122 E Main St, Anamosa, IA 52205, USA

[OVERVIEW](#)

[REVIEWS](#)

[PHOTOS](#)

[ABOUT](#)



[DIRECTIONS](#)



[CALL](#)

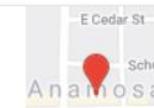


[SAVE](#)



[SHARE](#)

122 E Main St, Anamosa, IA 52205, USA



Manage this business
to reply to reviews,
update info and more

By continuing you agree to the following
[Terms of Service](#) and [Privacy Policy](#)

[Manage now](#)

[I own or manage another business](#)

Choose a way to verify

In order to fully manage and represent this business on Google, you'll need to confirm that it's yours.

Select how you'd like to get a verification code. [Learn more](#)



Get your code at this number now by automated call or text message (standard rates apply)

[Call](#)[Text](#)

Email

Enter the email address where your code will be sent

info

@tyleranddowningseatery.com

[Email](#)

None of these work for me

[Explore slower options](#)



Claim Your GMB Profile

If you haven't claimed your Google My Business Profile visit:

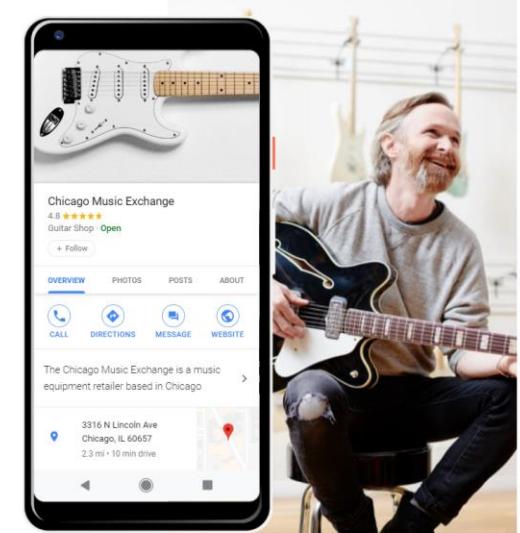
[google.com/business](https://www.google.com/business)



Engage with customers on Google for free

With a Google My Business account, you get more than a business listing. Your free Business Profile lets you easily connect with customers across Google Search and Maps.

[Manage now](#)

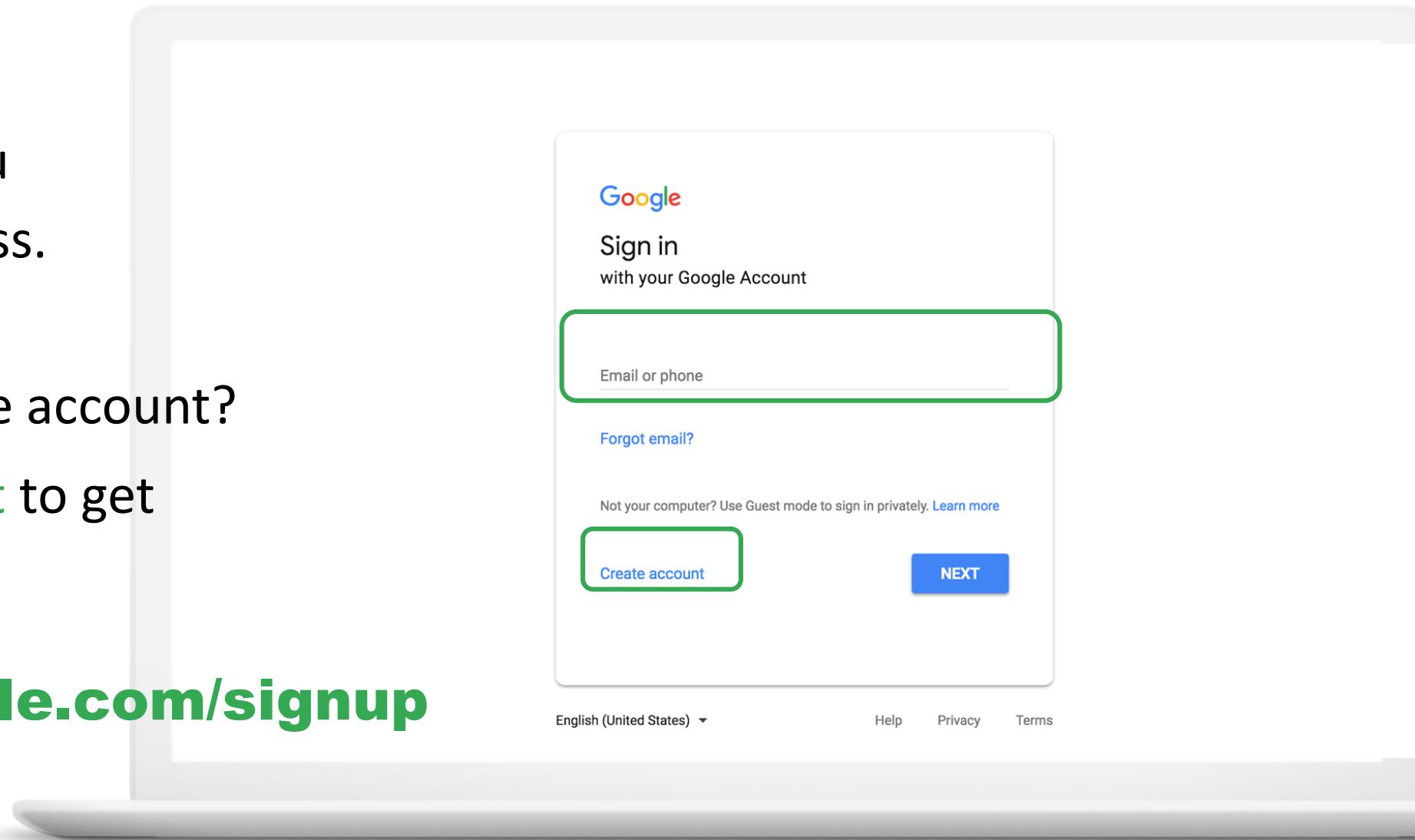


STEP 1: SIGN INTO YOUR GOOGLE ACCOUNT

Sign into the
Google Account you
use for your business.

Don't have a Google account?
Click [create account](#) to get
started.

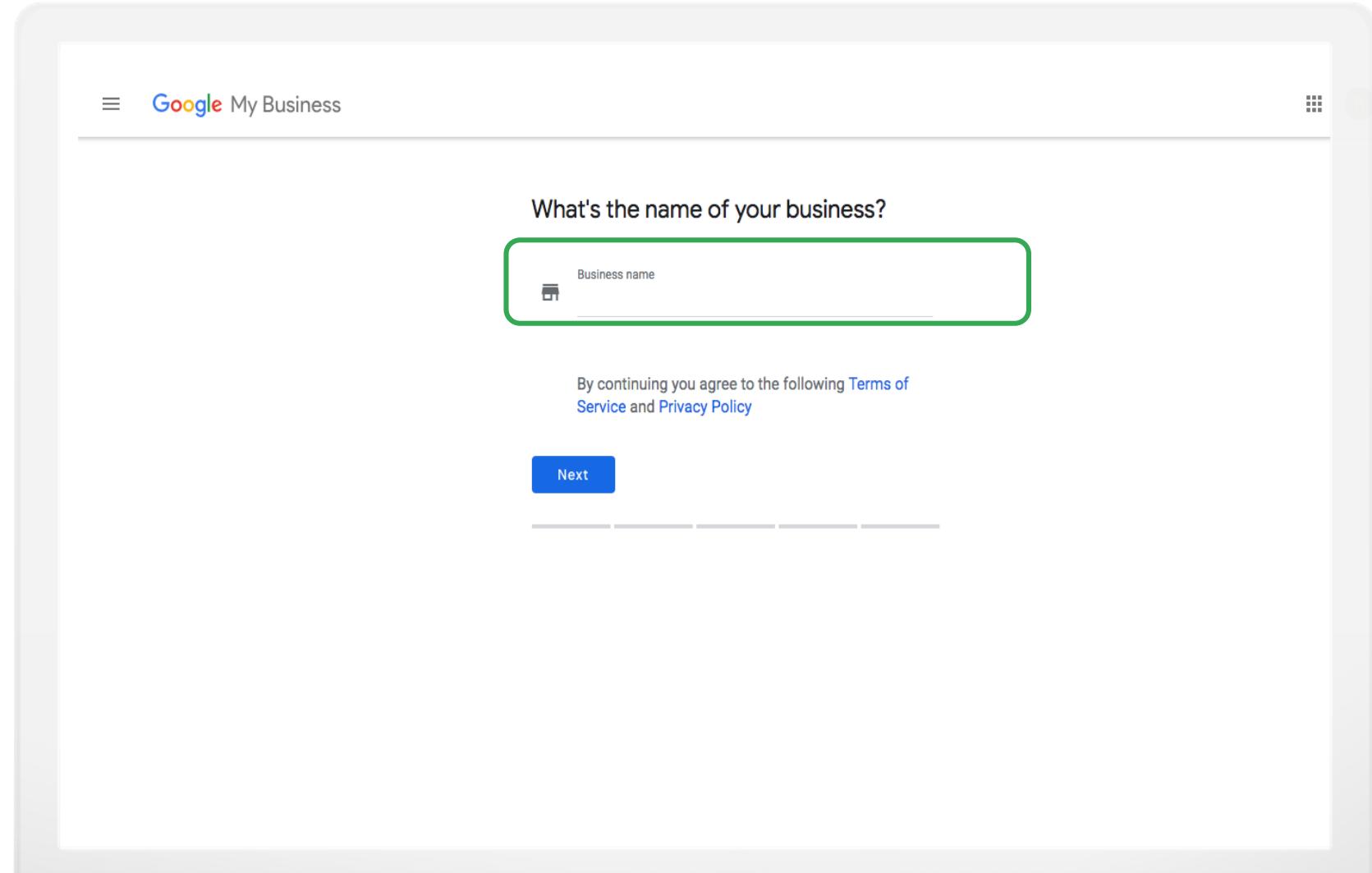
accounts.google.com/signup



STEP 2: SELECT YOUR BUSINESS OR ADD IT

Enter your business name as you want it to appear on Google – it should be your OFFICIAL business name.

It *may* appear in a drop-down list.





Only Use Your OFFICIAL Business Name

Florida Executive Realty

Website Directions Save

4.2 ★★★★☆ 23 Google reviews
Real estate agency in Tampa, Florida

Address: 15802 Amberly Dr, Tampa, FL 33647
Hours: Closes soon: 5:30PM · Opens 8:30AM Tue ▾
Phone: (813) 972-3430

Suggest an edit

Know this place? Answer quick questions

Questions & answers
Be the first to ask a question

Ask a question

Send to your phone Send

Right

Ruhl&Ruhl Realtors, Cedar Rapids Office

Website Directions Save

4.7 ★★★★☆ 7 Google reviews
Real estate agency in Cedar Rapids, Iowa

Address: 5805 Council St NE Suite A, Cedar Rapids, IA 52402
Hours: Open · Closes 5PM ▾
Phone: (319) 373-7845

Suggest an edit

Know this place? Answer quick questions

Questions & answers
Be the first to ask a question

Ask a question

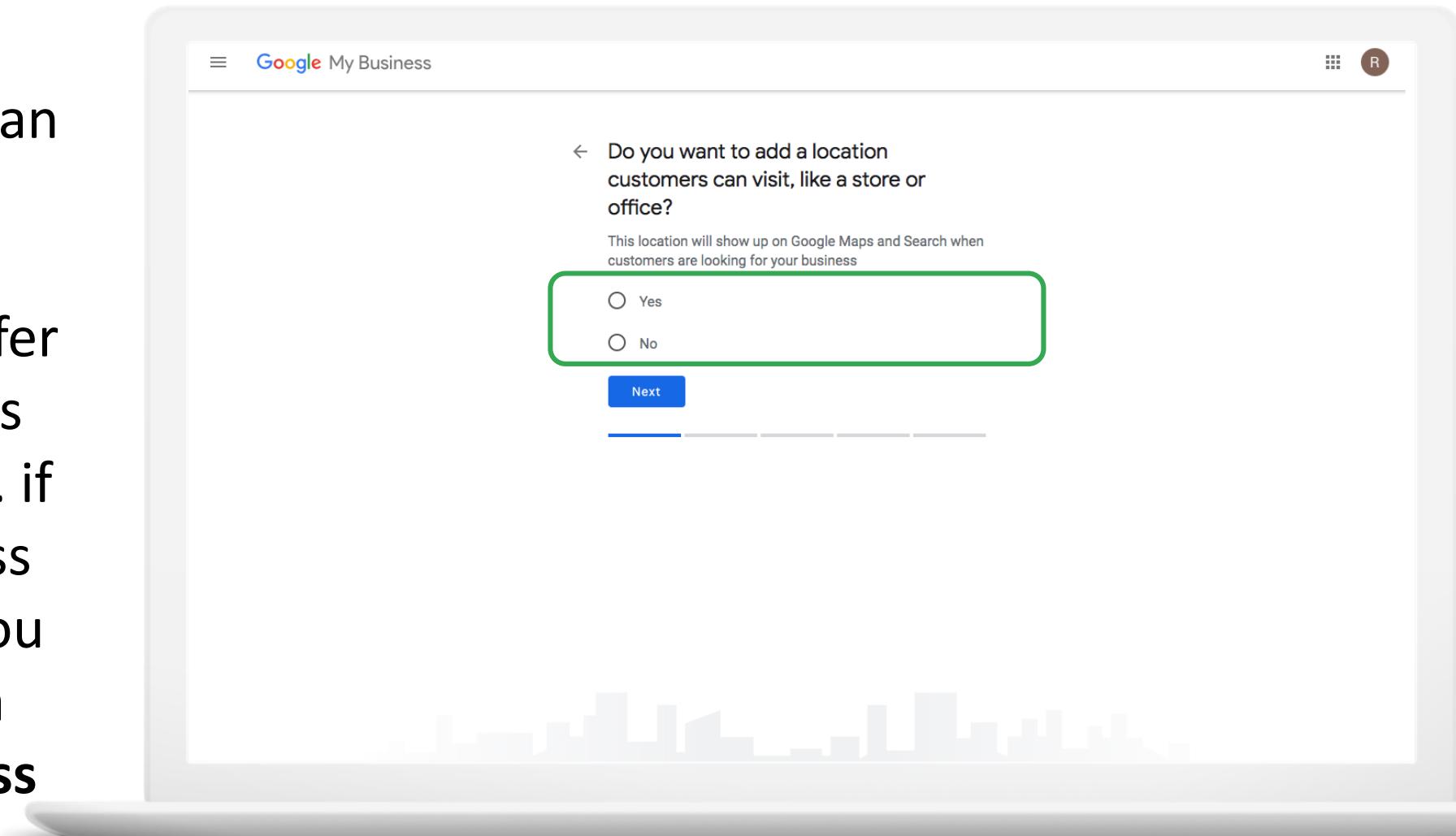
Send to your phone Send

WRONG

STEP 3: ENTER YOUR BUSINESS DETAILS

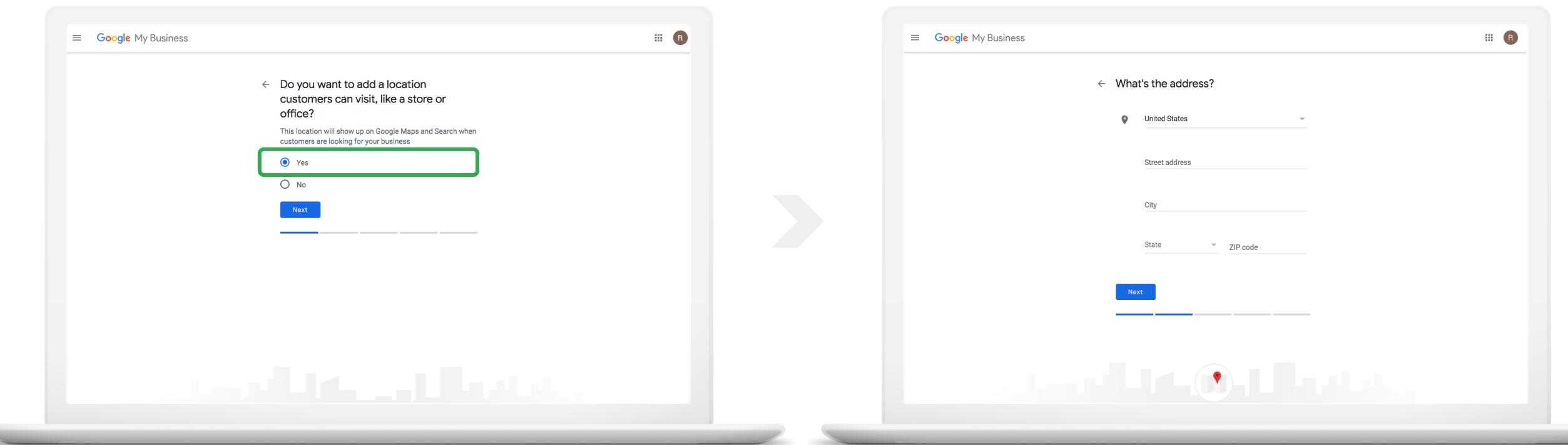
Check “**Yes**” to add a location customers can visit.

Check “**No**” if you offer services to customers at their location. (i.e. if you run your business out of your home) You are what’s known as a **Service Area Business (SAB)**



ENTER YOUR BUSINESS ADDRESS

Do you have a storefront or a “Service Area” business?

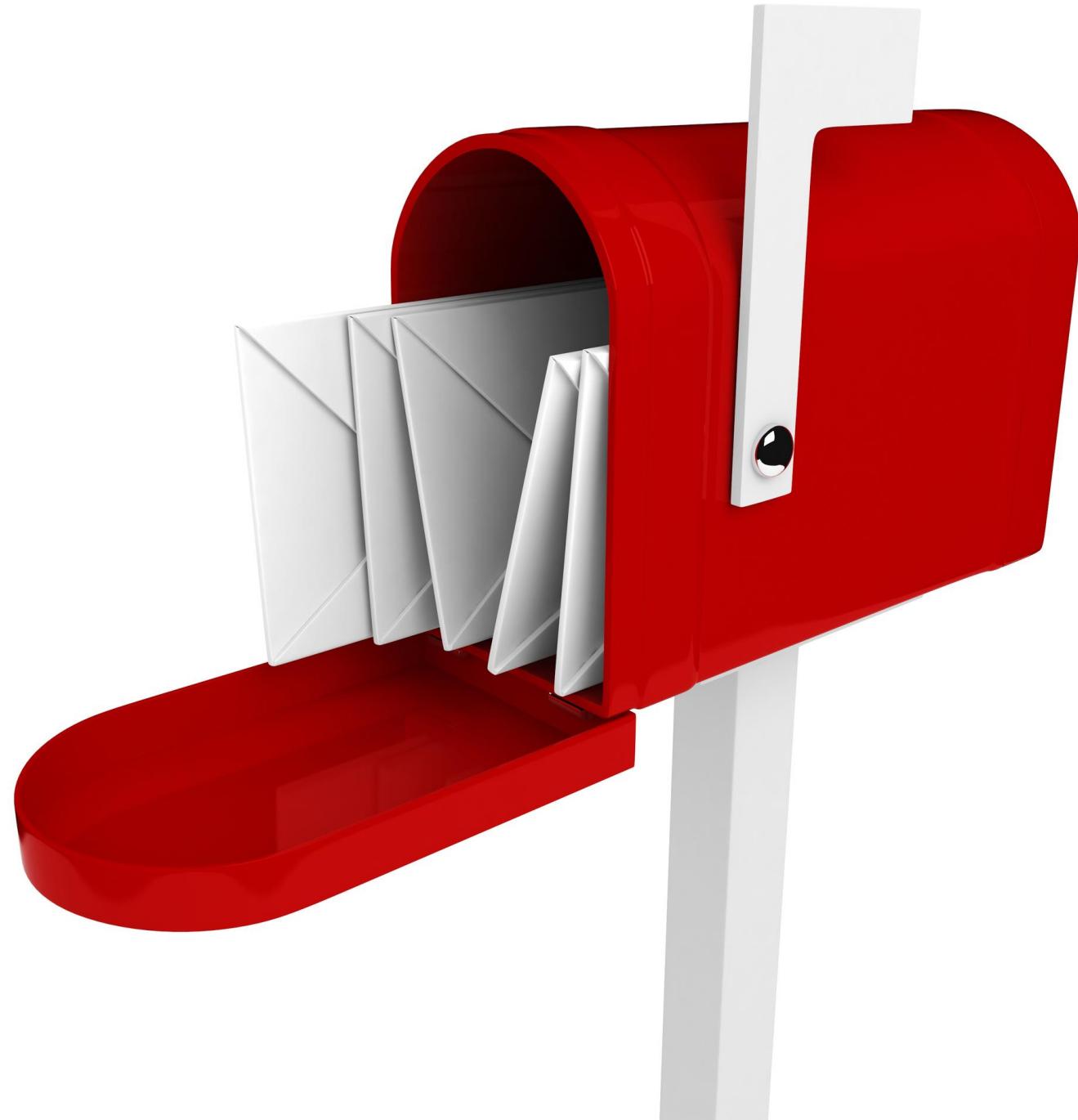


Storefronts can display their addresses because customers visit their locations.
Service Area Businesses go TO their customers and **CANNOT** show their address.



DO NOT SET UP FAKE OR INCORRECT ADDRESSES

- NO PO Boxes
- NO UPS Boxes
- NO Virtual Offices or Shared Workspaces



SABs ENTER YOUR SERVICE AREAS

If you have service area business, you will enter the areas you serve: cities, zip codes, counties or neighborhoods.

≡ Google My Business

≡ R

← Do you want to add a location
customers can visit, like a store or
office?

This location will show up on Google Maps and Search when
customers are looking for your business

Yes

No

Next



≡ Google My Business

≡ R

← Where do you serve your customers?
(optional)

You can list your service areas below. They will show up on
your listing and help bring relevant customers.

Select to add areas

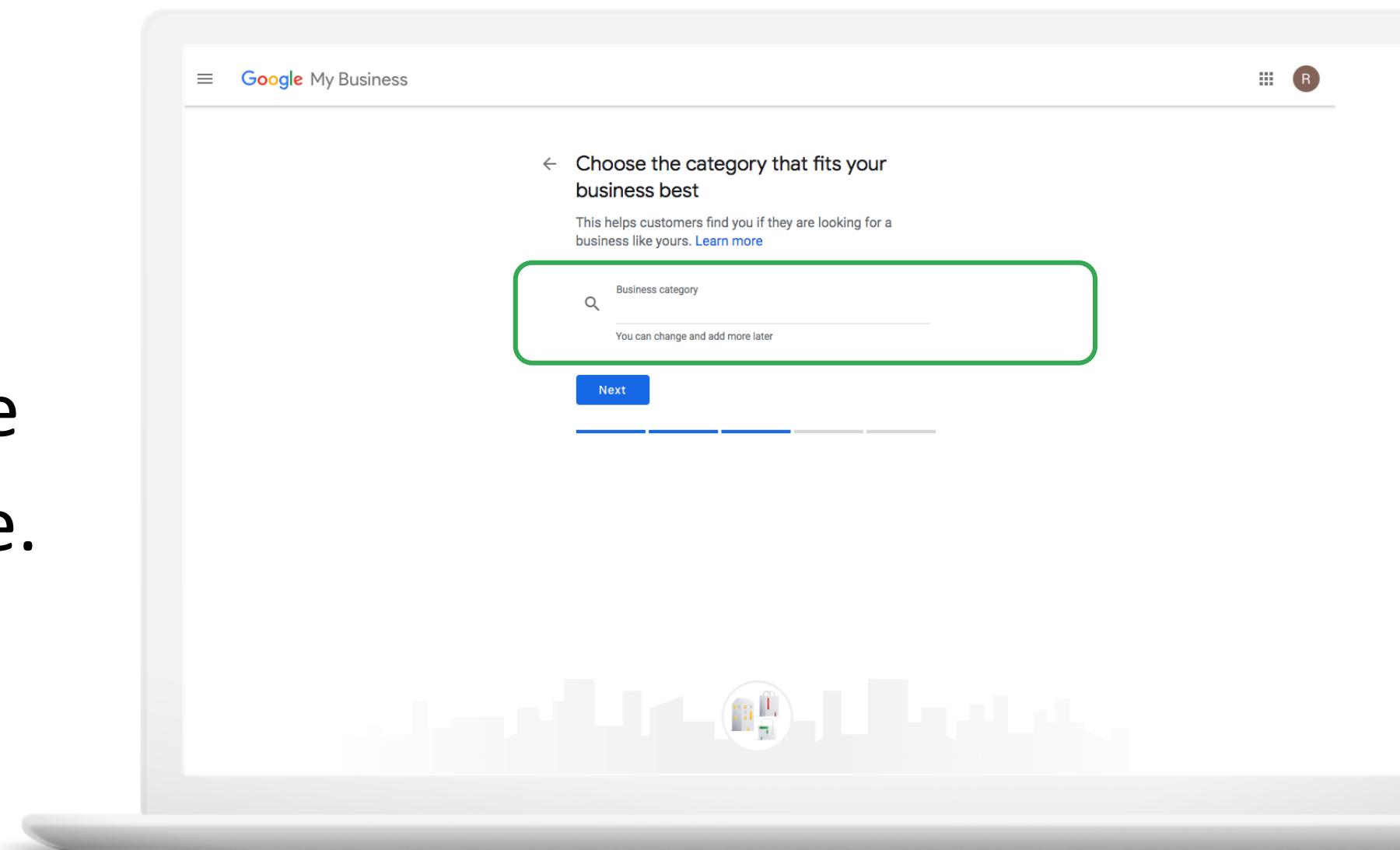


Add cities, postal codes, or other areas

Next

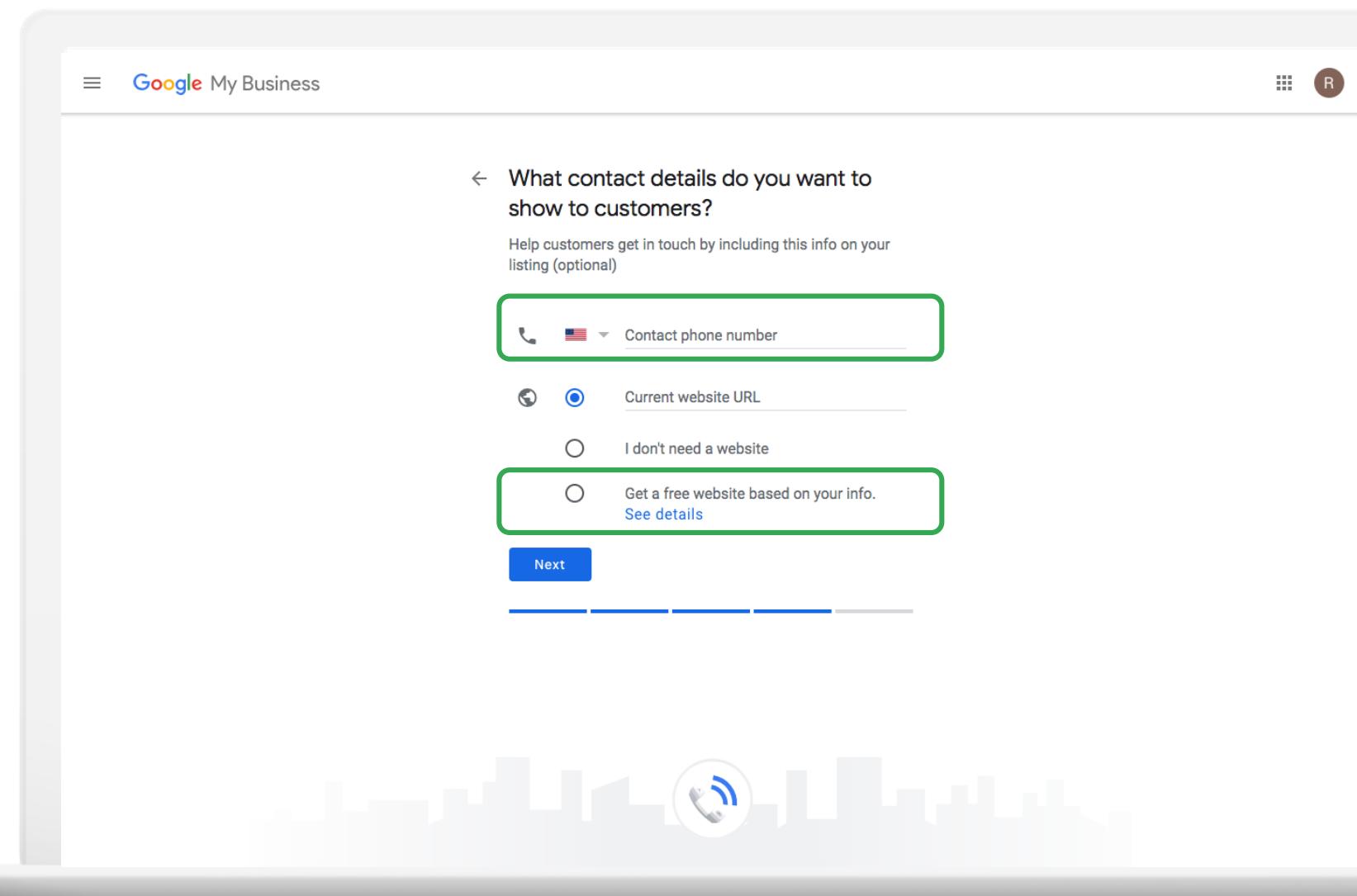
ENTER YOUR BUSINESS CATEGORY

If you can't find
the perfect
category choose
something close.



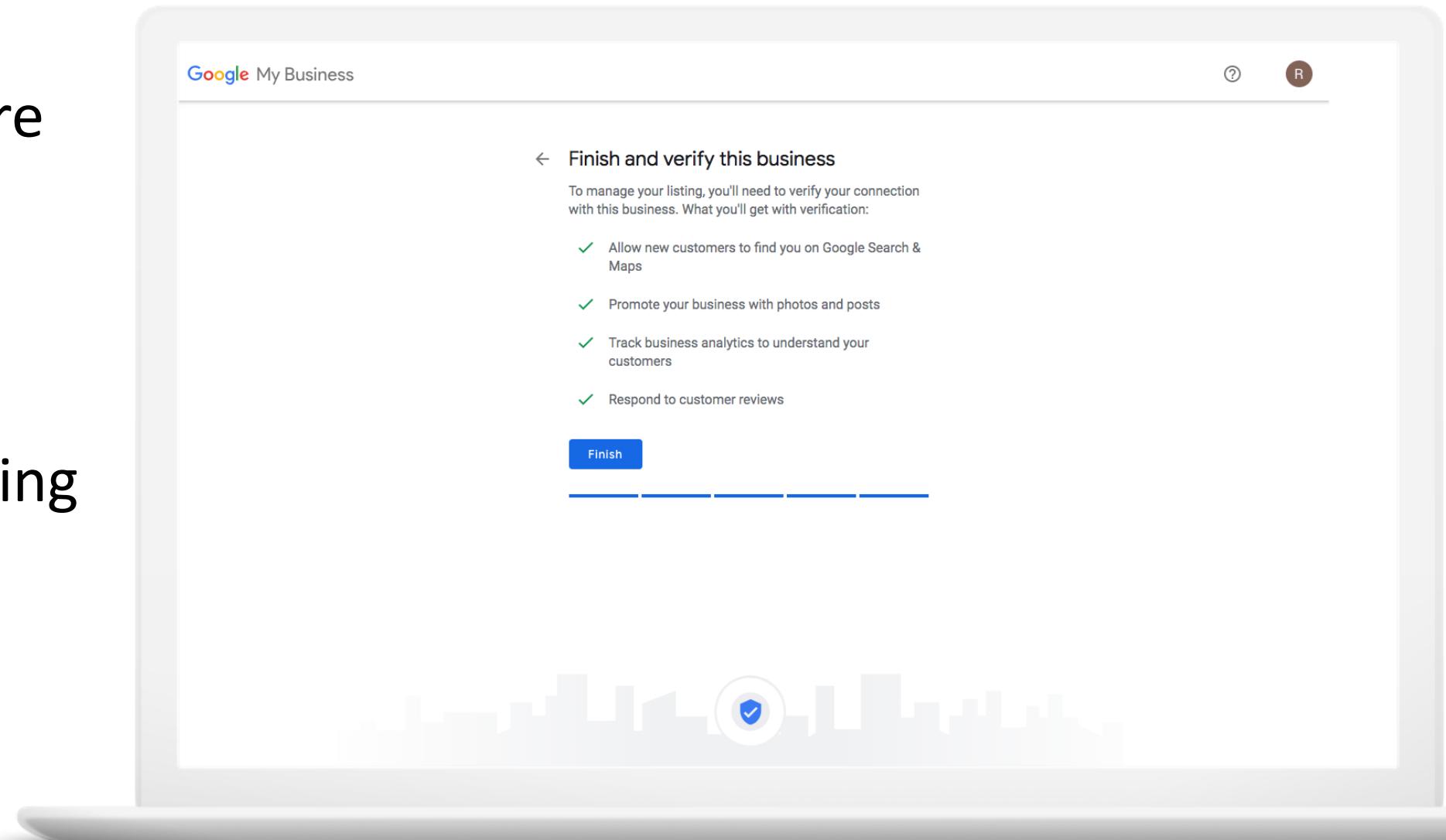
ENTER YOUR PHONE NUMBER AND WEBSITE

Providing current info will help customers get in touch with your business.



STEP 4: VERIFY YOUR CONNECTION TO THE BUSINESS

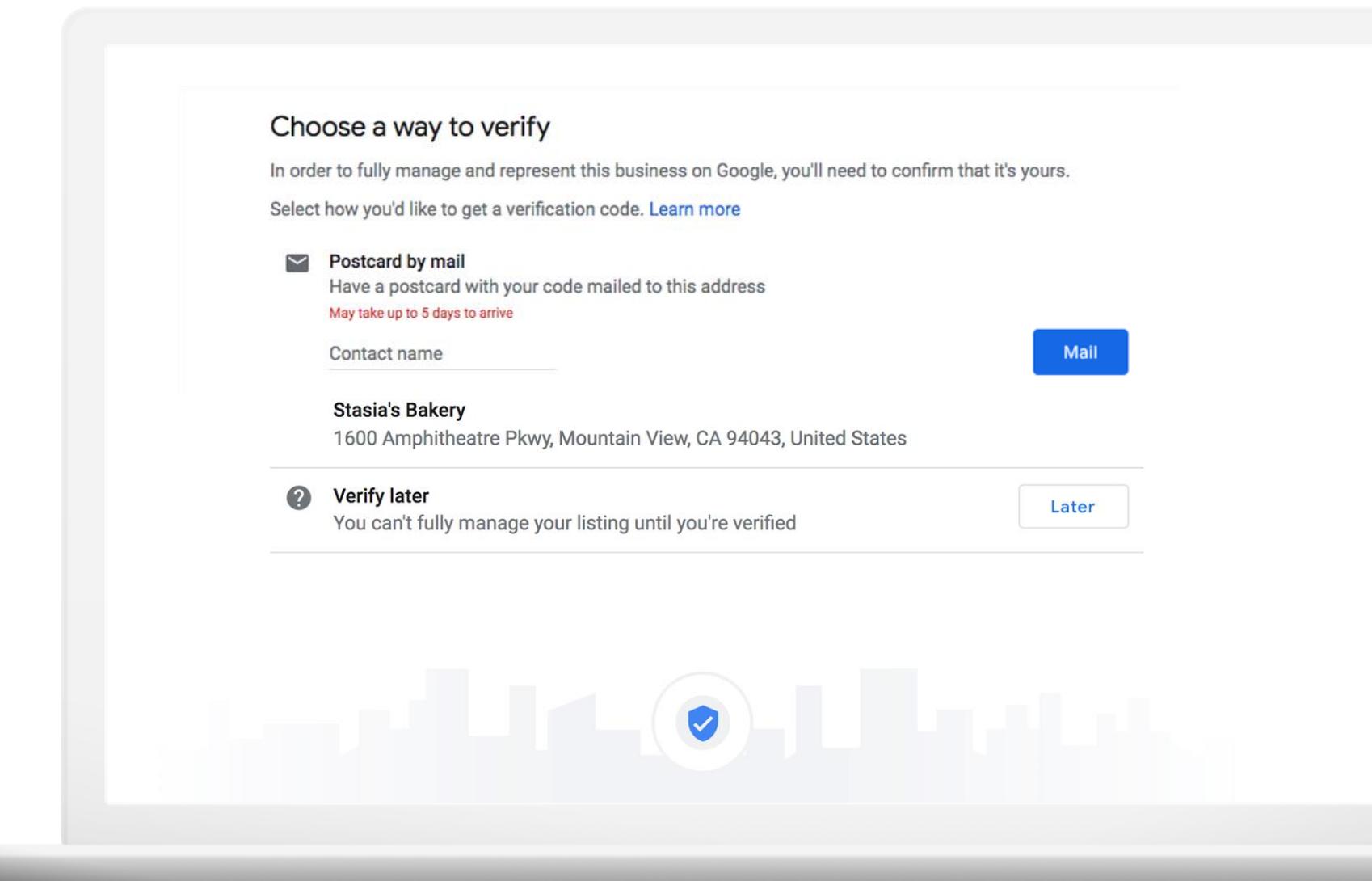
Confirm you are authorized to manage the Business Profile by clicking Finish.



STEP 5: VERIFY YOUR BUSINESS

Google will send you a verification postcard with a PIN number to prove that the business exists at the address you provided.

Click “Mail” to have Google send you the verification postcard.





You should receive a postcard in 14 days. If you don't, request a new postcard.

If you don't get that postcard, contact support first.

If you STILL don't get your postcard with the PIN, fill out this form:

<http://bit.ly/2uN6Q4X>



Service Area
Business (SABs)



SABs

- Service Area Businesses do not have storefronts where customers go
- Typically they are home-based businesses
- SABs go TO their customers
- SABs cannot show their address on GMB
- SABs do NOT show up on Google Maps





The Proper Way To Name Your Business



Do NOT Add Extra Words To Your Real Estate Agency's Name

- No Keywords
- No City Name
- No Extra Words

Harbour Island Homes - South Tampa

Real estate agency in Tampa, Florida

Address: 2201 W Swann Ave, Tampa, FL 33606

Hours: Open · Closes 11:30PM ▾

Phone: (813) 877-7818

Suggest an edit

Add missing information

Add website

Know this place? Answer quick questions

Questions & answers

Be the first to ask a question

Ask a question

Towne Property Group - Florida: The Smart Choice For Real Estate!

Website Directions Save

5.0 ★★★★★ 1 Google review

Real estate agency in Brandon, Florida

Address: 3228 Lithia Pinecrest Rd Ste 102, Valrico, FL 33596

Hours: Open · Closes 7PM ▾

Phone: (727) 458-8149

Appointments: bhhsfloridaproperties.com

Suggest an edit

Know this place? Answer quick questions

Questions & answers

Be the first to ask a question

Ask a question



If You're a Real Estate Agent, You Are A "Practitioner" And Can ONLY List Your Name

- No Keywords
- No City Name
- No Real Estate Agency Name

From Google: The title of the listing for the practitioner should include only the name of the practitioner and *shouldn't* include the name of the organization.

Tampa Home Group: John & Maria

Website Directions Save

5.0 ★★★★☆ 8 Google reviews

Real estate agents in Tampa, Florida

Address: 5321 Primrose Lake Cir Suite 1, Tampa, FL 33647

Phone: (813) 907-2555

Suggest an edit

Add missing information

Add business hours

Questions & answers

Be the first to ask a question

Ask a question



Send to your phone Send

WRONG

Keller Williams at the Parks: David

Website Directions Save

3.0 ★★★★☆ 19 Google reviews

Real estate consultant in Orlando, Florida

Address: 7400, 11 S Bumby Ave suite 200, Orlando, FL 32803

Hours: Closed · Opens 9AM Tue

Phone: (407) 629-4420

Suggest an edit

Know this place? Answer quick questions

Questions & answers

See all questions (2)

Ask a question



Send to your phone Send

WRONG

!

Do NOT Keyword Stuff Your Business Name!!!

yvonne rodriguez, your realtor for brandon homes for sale, gibsonton homes for sale, riverview homes for sale, apollo beach homes for sale, valrico ho

Directions Save

Real estate agency in Hillsborough County, Florida

Address: 333 N Falkenburg Rd, Tampa, FL 33619

[Suggest an edit](#) · [Own this business?](#)

[Add missing information](#)
[Add phone number](#)
[Add business hours](#)
[Add website](#)

**DO NOT
KEYWORD
STUFF**

Know this place? [Answer quick questions](#)

Questions & answers
Be the first to ask a question [Ask a question](#)



See Competitors With Info That Violates Googles Terms Of Service? Suggest Changes...

Skogman Commercial Services Group:
Knake Terry

[Website](#) [Directions](#) [Save](#)

Real estate agency in Cedar Rapids, Iowa

Address: 411 1st Ave SE #300, Cedar Rapids, IA 52401
Phone: (319) 363-8286

[Suggest an edit](#) · Own this business?

Add missing information [Add business hours](#)

Know this place? [Answer quick questions](#)

Questions & answers
Be the first to ask a question [Ask a question](#)



Suggest an edit

-  **Change name or other details**
Edit name, location, hours, etc

-  **Remove this place**
Mark as closed, non-existent, or duplicate

Suggest an edit

Skogman Commercial Services Group: Knake Terry

OVERVIEW



Name

Knake Terry



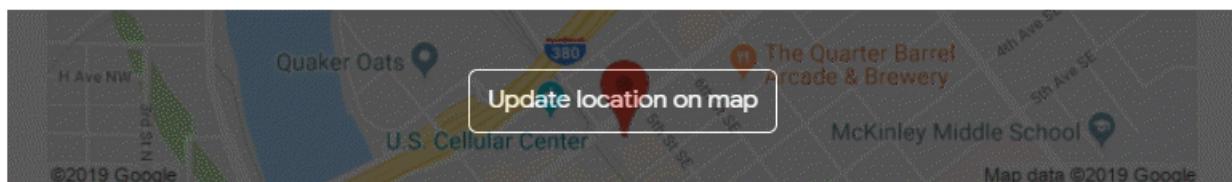
Category

Real estate agency



Location

411 1st Ave SE #300, Cedar Rapids, IA 52401



Located within

If this place is located within another, enter the containing place.

[Search for place or business](#)



Hours

Cancel

Send

Knake Terry

[Website](#)

[Directions](#)

[Save](#)

Real estate agency in Cedar Rapids, Iowa

Address: 411 1st Ave SE #300, Cedar Rapids, IA 52401

Phone: (319) 363-8286

[Suggest an edit](#) · [Own this business?](#)

Success! Your edit is live.



[Add missing information](#)

[Add business hours](#)

Know this place? [Answer quick questions](#)

[Ask a question](#)

Questions & answers

[Be the first to ask a question](#)



If Your Suggested Edits Don't "Take" You Can Fill Out A "Redressal Form"

<http://bit.ly/30txc88>

NOTE: Redressal Forms should NOT be used for Business Name Spaming. For Business Name violations you should use the "Suggest an Edit" option in the business' Knowledge Panel

Suggest an edit



Fill Out All The
Info In Your GMB
Profile

Answer ALL The Questions On Your GMB Profile

Answer ALL the questions when completing your Google My Business profile.

- Hours
- Description
- Photos
- When business was founded
- Etc.

When done, your listing will have valuable data that will make it easier for potential customers to find more information about your company.

WARNING: Anyone can suggest a change (or "edit") to your business listing — and that includes your competitors.

Magnolia Properties ~~San Marco~~ X

Website Directions Save

Real estate agency in Jacksonville, Florida

Address: 1633 San Marco Blvd # 1, Jacksonville, FL 32207
Phone: (904) 306-0377

[Suggest an edit](#) [Own this business?](#)

Add missing information [Add business hours](#)

Know this place? [Answer quick questions](#)

Questions & answers [Be the first to ask a question](#) [Ask a question](#)



Suggest an edit
Skogman Commercial Services Group: Knake Terry

OVERVIEW

Name
Knake Terry

Category
Real estate agency

Location
411 1st Ave SE #300, Cedar Rapids, IA 52401



Update location on map

Located within
If this place is located within another, enter the containing place.

Search for place or business

Hours

Suggest an edit

Change name or other details
Edit name, location, hours, etc

Remove this place
Mark as closed, non-existent, or duplicate

[Suggest an edit](#)
Success! Your edit is live.

These aren't just "suggested" edits — these user-generated changes can actually be made live on your profile (sometimes without you even being notified.)

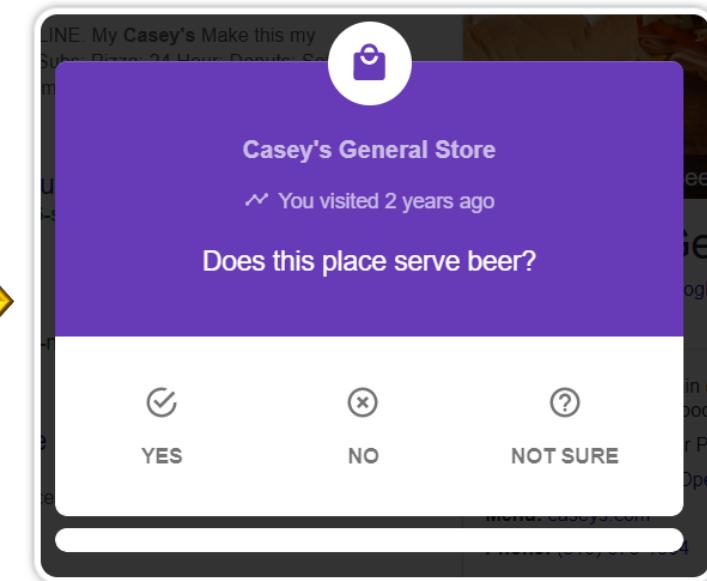
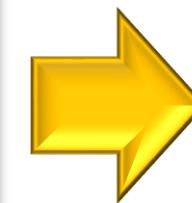
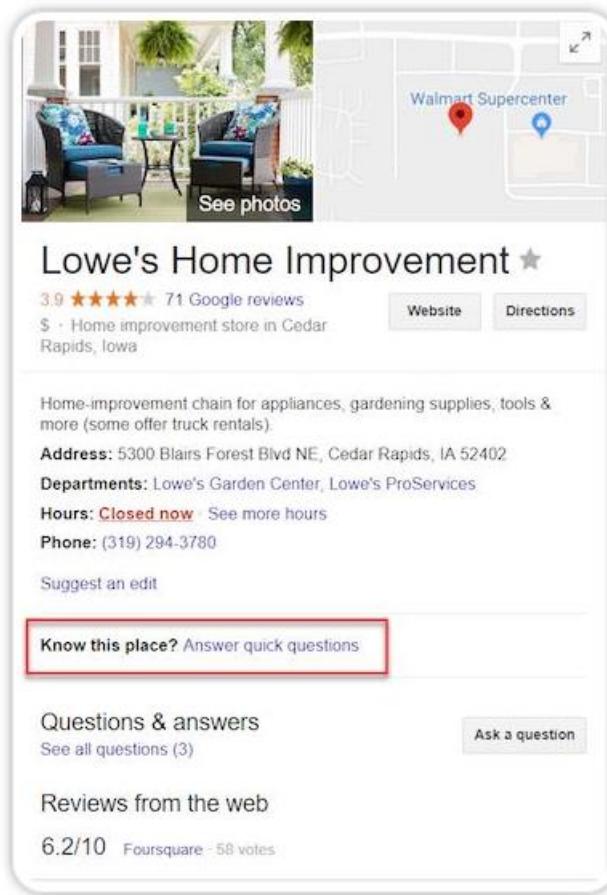
It's *very important* that you log in to your Google My Business dashboard regularly to ensure that no one has made any unwanted changes to your listing.



Google Encourages Users To Contribute To Your GMB Listing

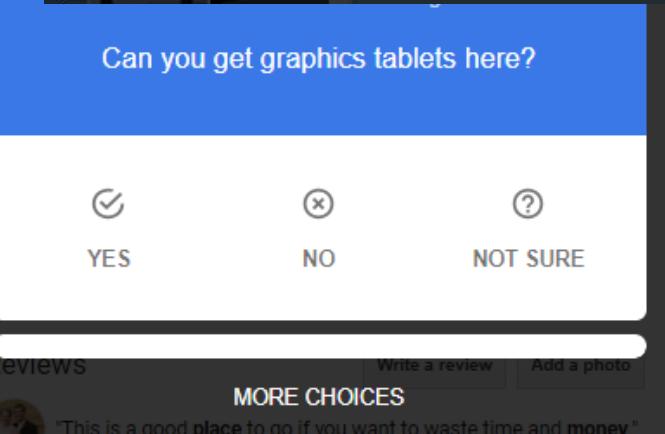
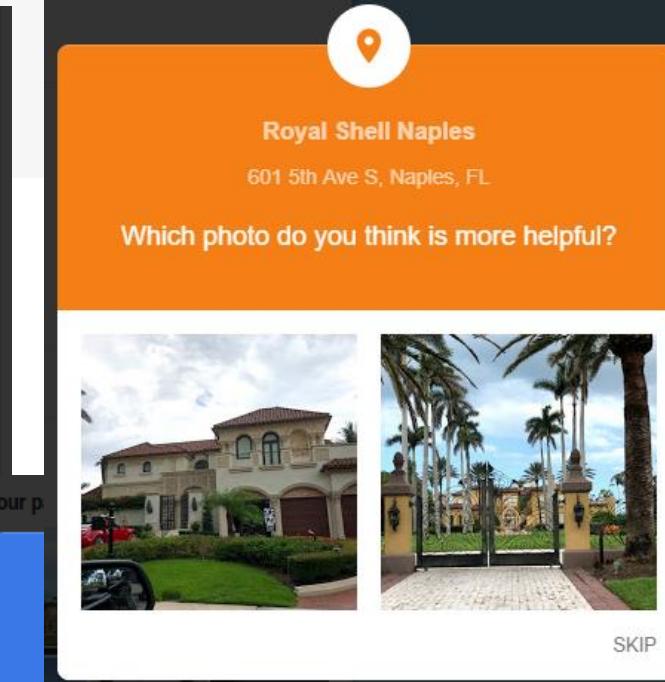
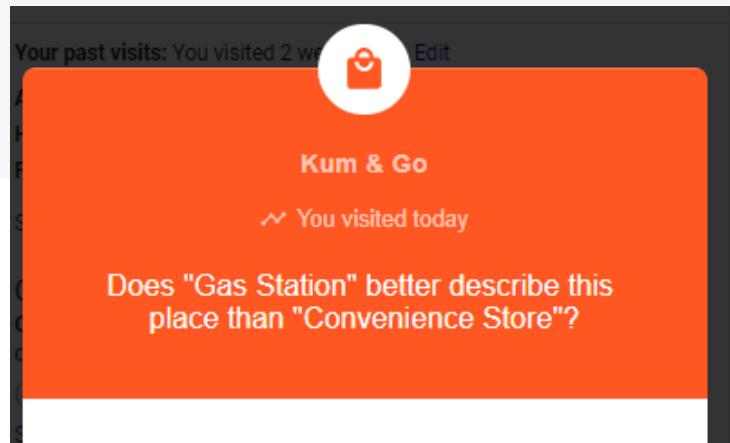
Google *encourages* people who are familiar with your business to answer questions, so that Google can learn more information about your company.

To do this they simply click on the “**Know this place?**” Answer quick questions” link.



Google ENCOURAGES People to "Suggest Changes"

Google WANTS User Feedback



Royal Shell Naples

Directions Save

5.0 ★★★★★ 2 Google reviews
Real estate agency in Naples, Florida

Address: 601 5th Ave S, Naples, FL 34102
Phone: (239) 572-3078

Suggest an edit
Add missing information
Add business hours
Add website

Know this place? Answer quick questions

Questions & answers
Be the first to ask a question

Ask a question

Send to your phone

Review summary 5.0 Write a review

This is a good place to go if you want to waste time and money.

More photos

5.0

TIP

Login and Check Your Listing Frequently to Ensure Accuracy



Check Your Google My Business Listing to Make Sure No Changes Were Made



CAUTION!!!!

ANYBODY Can “Suggest Changes” to Your Listing

...And Sometimes Those Changes Go Live Without
You Knowing it!

(AND these changes can cause MAJOR problems for your business.)

Sometimes You're Notified of Suggested Changes – Sometimes the Changes Are Just Made to Your Listing

Your Listing Can Be Negatively Impacted By User Suggested Changes...

Suggest an edit
Click an area below to edit

Moved, closed, or was never here

REPORT

Linn-Mar High School

Linn-Mar High School is part of the Linn-Mar Community School District
Linn-Mar High School is located in Marion, Iowa. Wikipedia

Address: 5481, 3111 10th St, Marion, IA 52302

Yearbook: Medallion

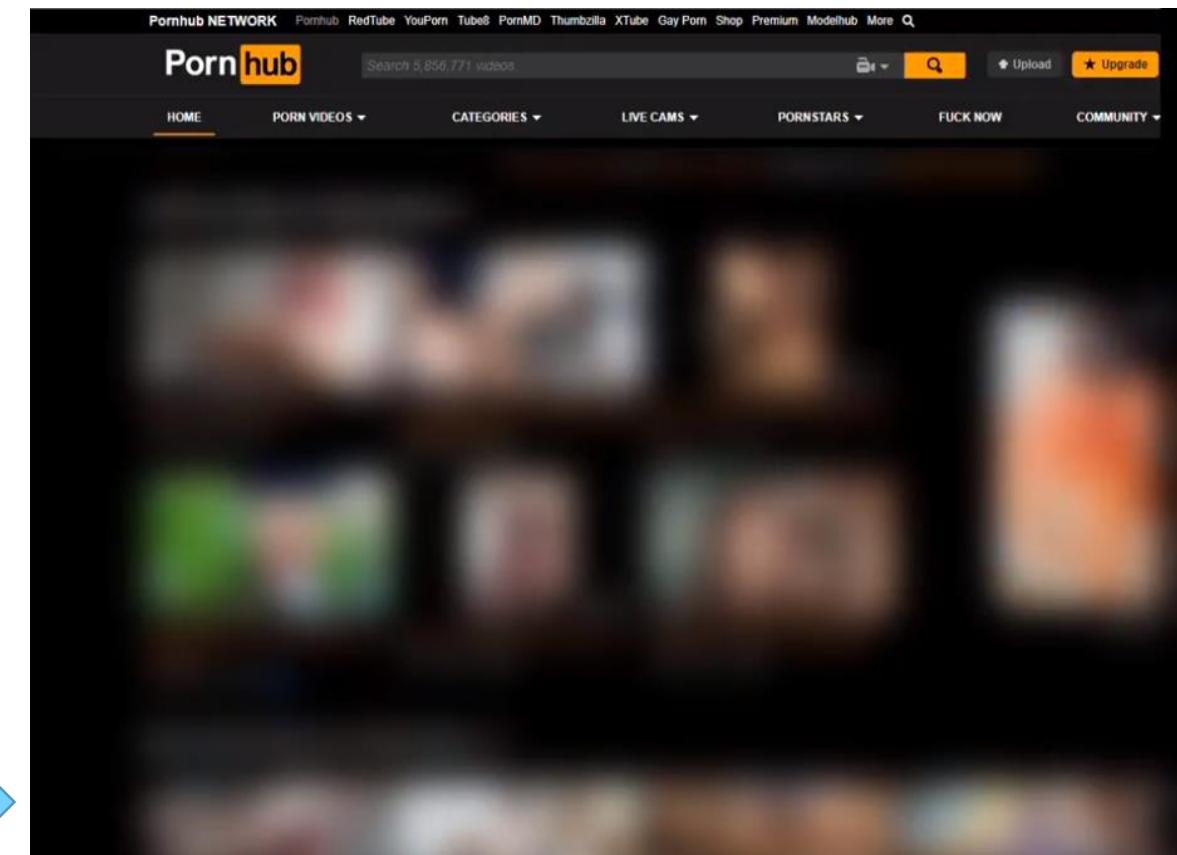
District: Linn-Mar Community School District

Mascot: Lion

Fight song: Linn-Mar Rouser

Website: <http://pornhub.com/>

Category: School



TIP

To BEAT Your Competition OPTIMIZE Your Google My
Business Listing On A Regular Basis



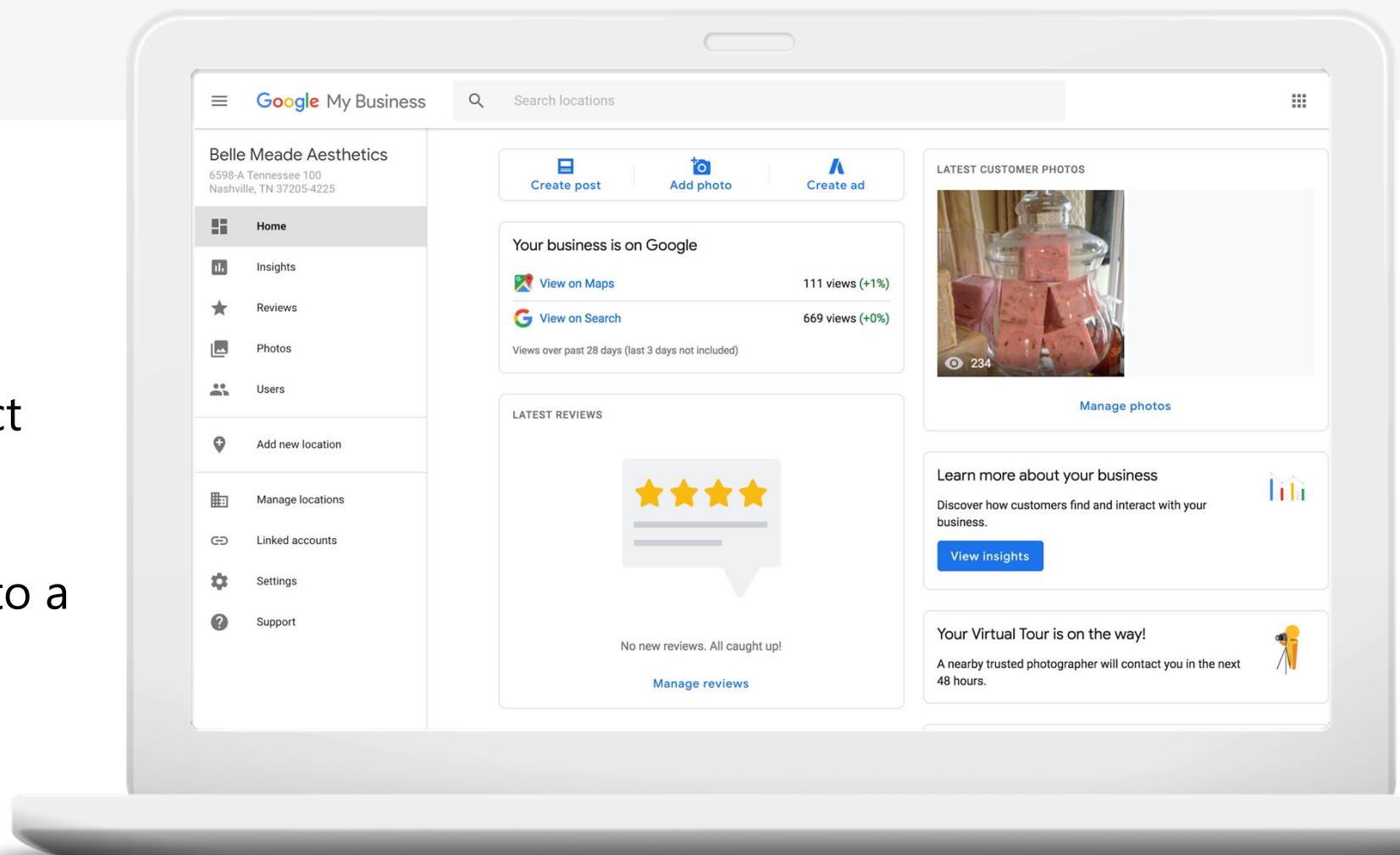
Optimize Your Google My Business Listing

Claiming Your GMB Profile is Just the FIRST Step...

Make Updates To Google My Business

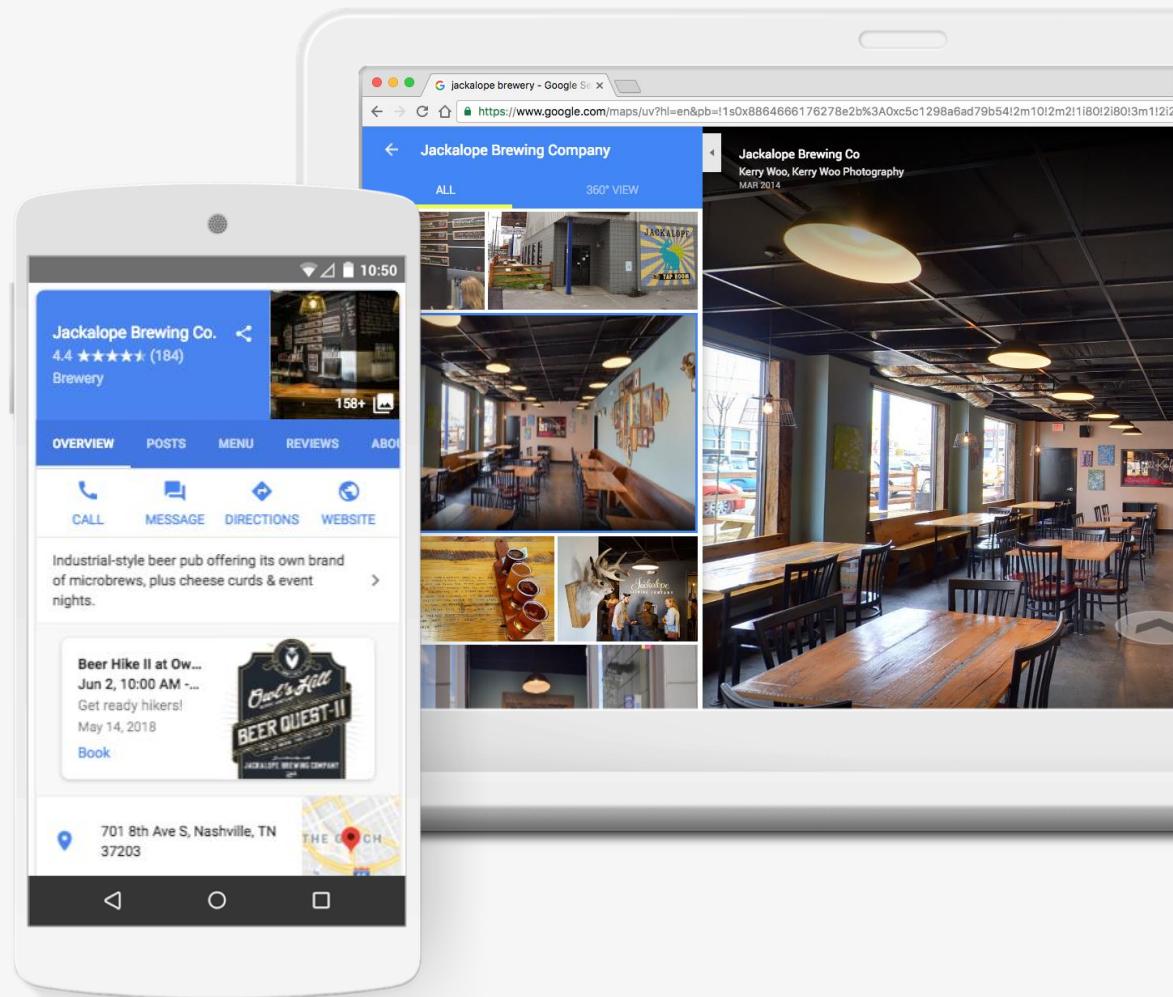
Up-to-date listings are:

- **2.7x** more likely to be considered reputable.
- **70%** more likely to attract location visits.
- **50%** more likely to lead to a purchase.



Make The Most Out Of Your GMB Listing

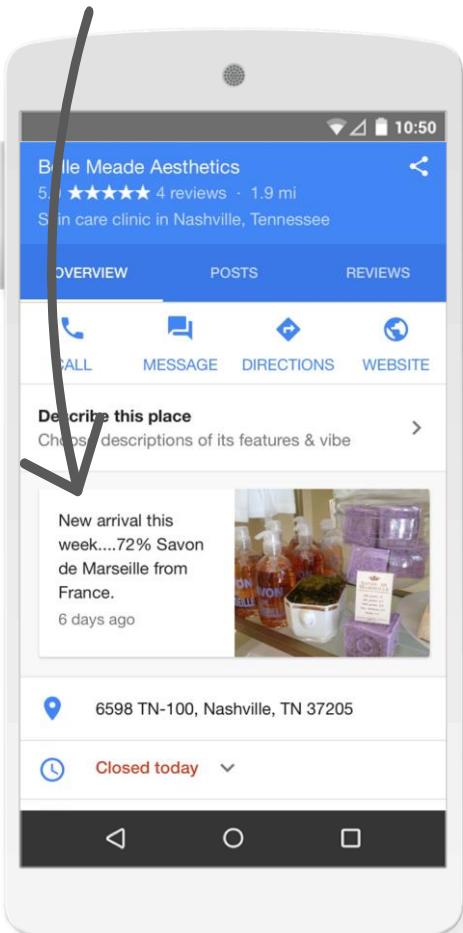
- Complete your business info.
- Add special hours, like holiday hours.
- Add photos and videos.
- Have a cool space? Consider a virtual tour, created by a Trusted Photographer.



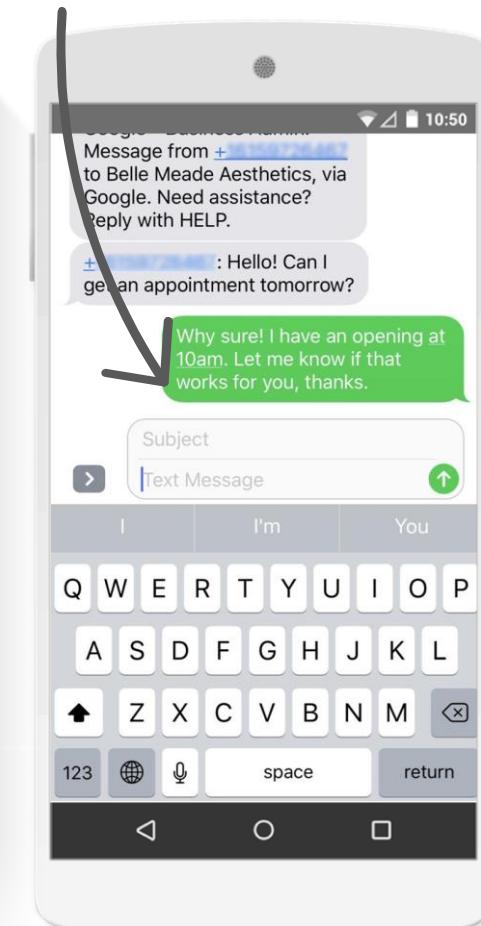
Engage With Customers

- Share updates with posts.
- Communicate with messaging.
- Read and respond to reviews.

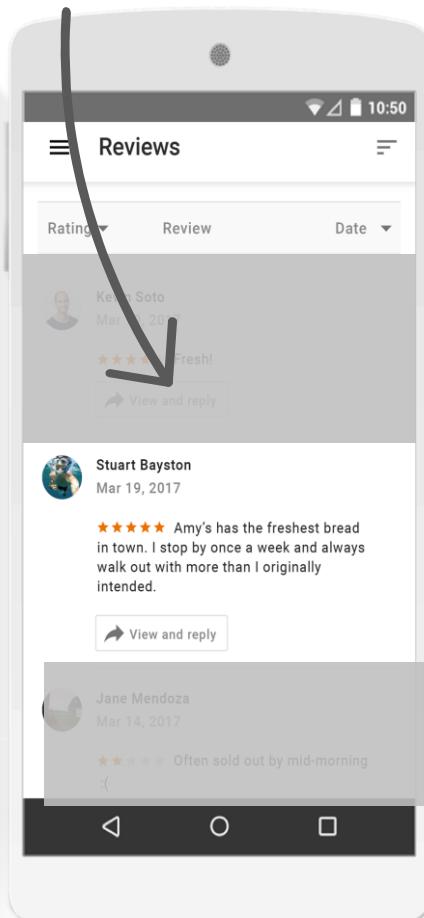
Posts



Messages



Reviews





Pick Categories

Pick The Correct Categories

Your **main category should be very specific** (vs. general). Then pick a few other categories that fit with the type of business you have.

TIP: If you find after a time that you're not ranking where you *want* to rank against your competitors, try changing your main category and see if that improves your ranking results.

A screenshot of a Google search result showing a local listing for "RustyBrick, Inc.". The map shows locations like Rockland Software Development, New City, and Armonk. The listing includes the company name, a 4.8-star rating, address (West Nyack, NY), phone number ((877) 467-8789), and a yellow star indicating it's saved in Starred places. Buttons for "WEBSITE" and "DIRECTIONS" are present. A red arrow points from the listing to the map above it.

Business Name	Address	Rating	Phone	Website	Directions
RustyBrick, Inc.	West Nyack, NY	4.8 ★★★★★ (27)	(877) 467-8789	WEBSITE	DIRECTIONS
Rockland Software Development	No reviews · Software Company Monsey, NY · (845) 425-3684			WEBSITE	DIRECTIONS
Software Development Company in White Plains	No reviews · Software Company White Plains, NY			WEBSITE	DIRECTIONS

[More places](#)

A screenshot of a Google search result showing a local listing for "Evelt Web Solutions". The map shows locations like Stamford, New Haven, and Bridgeport. The listing includes the company name, a 5.0-star rating, address (Spring Valley, NY), phone number ((347) 433-8358), and status (Closed). It also notes "Opens 9AM". Buttons for "WEBSITE" and "DIRECTIONS" are present. A red arrow points from the listing to the map above it.

Business Name	Address	Rating	Phone	Website	Directions
Evelt Web Solutions	Spring Valley, NY · (347) 433-8358	5.0 ★★★★★ (2)	(347) 433-8358	WEBSITE	DIRECTIONS
Top Ten Website Marketing	No reviews · Website Designer Nanuet, NY · (845) 520-1908			WEBSITE	DIRECTIONS
Top Ten Website Marketing	No reviews · Website Designer Nanuet, NY · (845) 520-1908			WEBSITE	DIRECTIONS

A screenshot of a Google search result showing a local listing for "Shimon Sandler - SEO Consultant". The map shows locations like Stamford, New Haven, and Bridgeport. The listing includes the company name, a 4.8-star rating, address (Clifton, NJ), phone number ((973) 634-5847), and status (Closed). It also notes "Opens 9AM". Buttons for "WEBSITE" and "DIRECTIONS" are present. A red arrow points from the listing to the map above it.

Business Name	Address	Rating	Phone	Website	Directions
RustyBrick, Inc.	West Nyack, NY · (877) 467-8789	4.8 ★★★★★ (27)	(877) 467-8789	WEBSITE	DIRECTIONS
Top Ten Website Marketing	No reviews · Internet Marketing Service Nanuet, NY · (845) 520-1908			WEBSITE	DIRECTIONS
Shimon Sandler - SEO Consultant	No reviews · Internet Marketing Service Clifton, NJ · (973) 634-5847			WEBSITE	DIRECTIONS



Business Description

Business Description

Descriptions should highlight what makes your business unique. You should provide useful information on services and products offered, as well as the mission and history of your business.

Google reviews your business description to ensure it meets their criteria.
Do NOT include any info on special promotions, special promotions, prices or sales or URLs.

TIP: You're allowed 750 characters in your business description, but only 250 characters show up before they get cut off in the Knowledge Panel. Put the most important info first.



Nate Wright

13 reviews · 7 photos

★★★★★ a month ago

Walter is meticulous and will find you the right property or sell your property. One of the best in Naples!



Like

[More Google reviews](#)

From Walter T. Patrick, Luxury Realtor® | Premier Sotheby's International Realty

"As one of Naples most successful luxury REALTORS®, Walter Patrick offers affluent buyers and sellers of luxury properties the highest level of service and unsurpassed expertise in the Naples luxury property market. With over 30 years of real estate...[More](#)

Web results

[Walter Patrick, Real Estate Agent | Premier Sotheby's International ...](#)



Short Names

Short Names

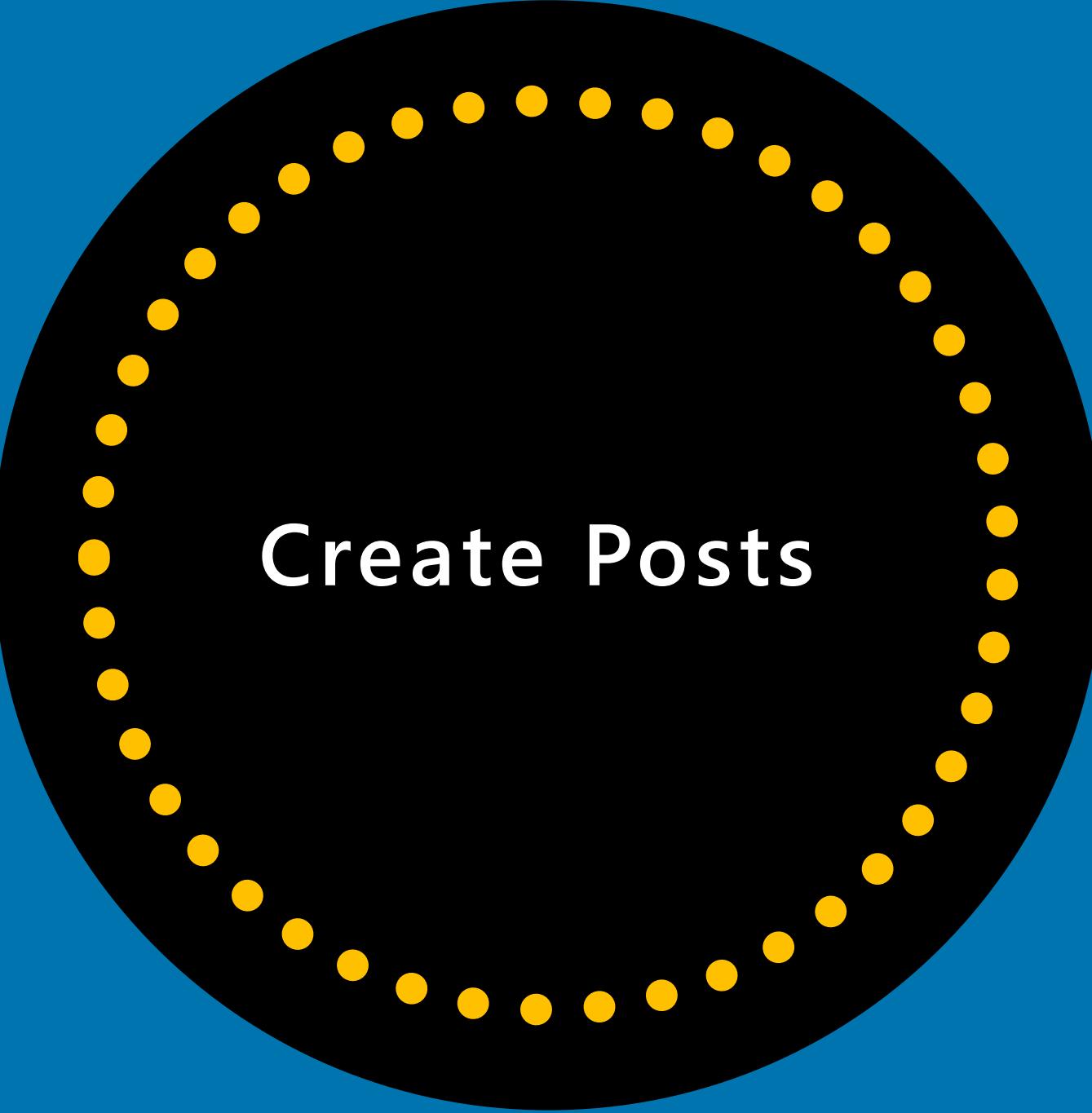
Think short names as more than vanity URLs. This is an easy way to share your GMB profile. Also, you can solicit reviews with a /review/.

A short name can be between 5-32 characters.

<https://g.page/short-name>

<https://g.page/short-name/review/>

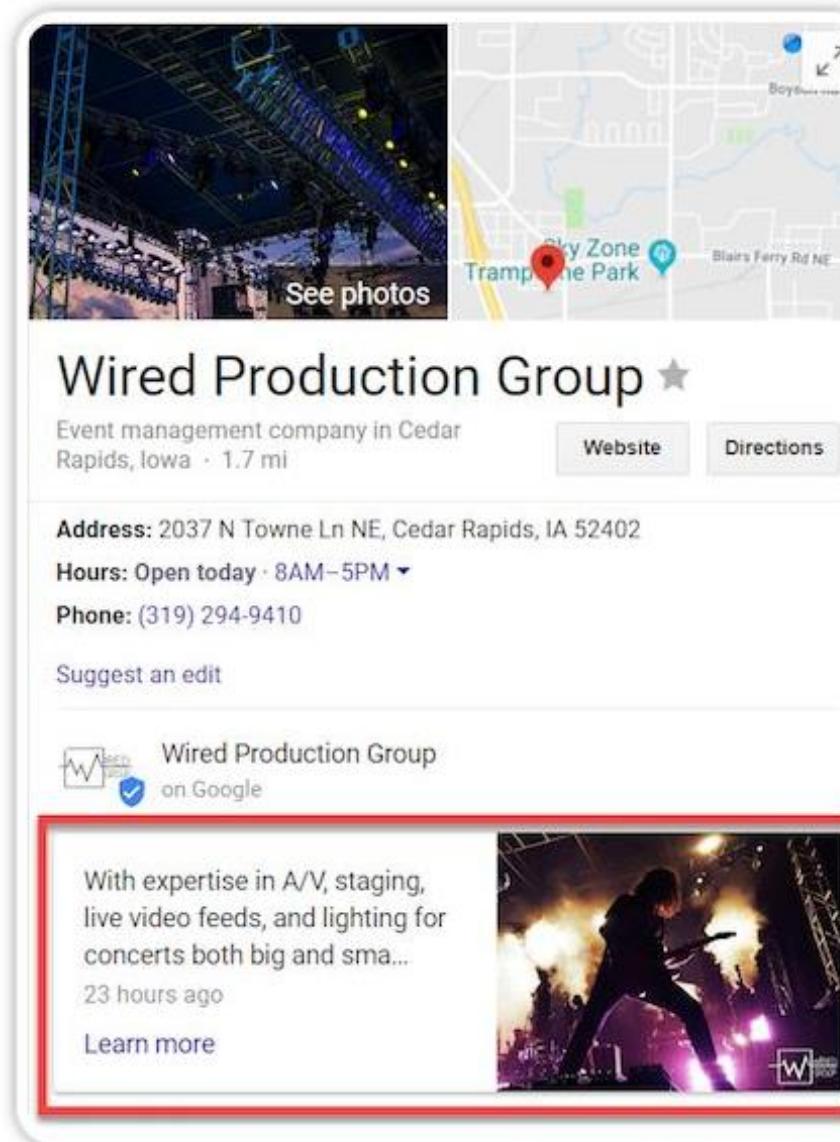
	Sunday	Closed	
	Monday	9:00 am–5:00 pm	
	Tuesday	9:00 am–5:00 pm	
	Wednesday	9:00 am–5:00 pm	
	Thursday	9:00 am–5:00 pm	
	Friday	9:00 am–5:00 pm	
	Saturday	Closed	
	<i>Add special hours</i>		
	(319) 409-3287		
	digitalmarketeer 		
	Website https://earlybirddigitalmarketing.com/		
	Appointment URL https://earlybirddigitalmarketing.com/contact-us/		
	Services <i>Add or edit items</i>		



Create Posts

Regularly Add Posts to Your Google My Business Listing

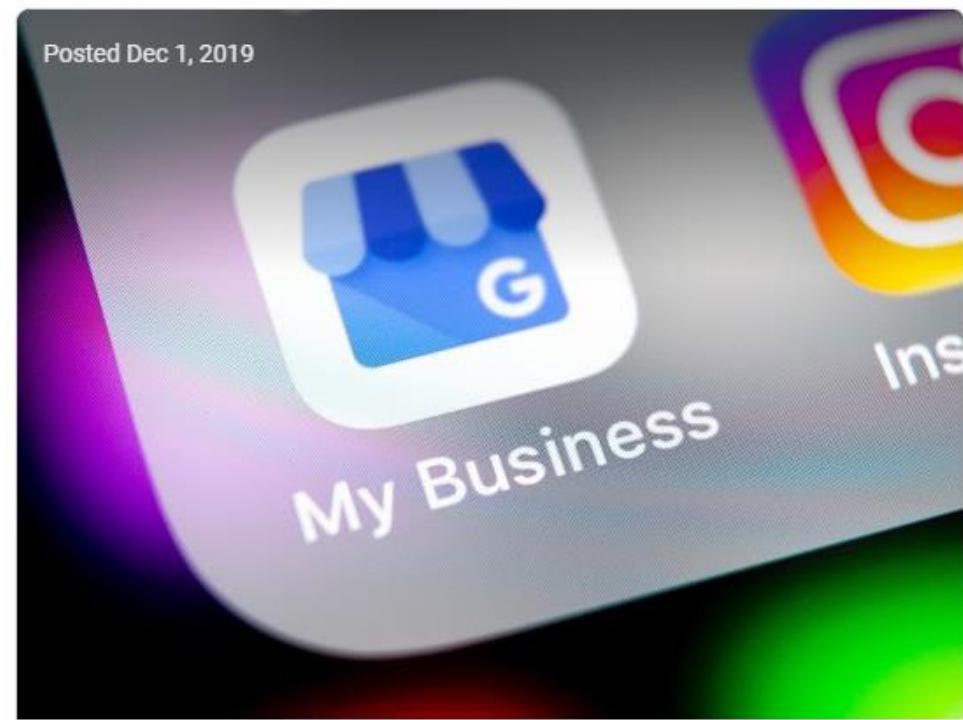
Google Posts are almost like “mini-ads” that show up in Google search in your Google My Business profile (in the Knowledge Panel and on Google Maps).



Types of Posts

- **What's New**
- **Events**
- **Offers**
- **Products**

Posted Dec 1, 2019



Are you running the risk of getting YOUR Google My Business (GMB) listing suspended?

Some industries are more likely to get their GMB profile suspended because many business owners break GMB rules, like:

- Creating multiple listings for the same business/location
- Using a mailing service, virtual office or PO Box as your address
- You are an online business that doesn't do in-person business with customers
- Creating a profile for a business that runs a service or class that operates in a building you don't own

First, don't break Google's Terms Of Service (TOS) -- it's NOT worth it. Second, if you find that your GMB listing IS suspended, give us a call and we can try and help you get your Google My Business profile reinstated.

early bird digital marketing
<https://earlybirddigitalmarketing.com>
319-409-3287

Call now

Posts Expire After 7 Days or After Event is Over

Keep your Posts “topped” off!
They expire after seven days or
after your event is over.

People can still scroll through
past posts, though.



This picturesque paver patio is at our NEW LISTING!

Mid-Century Modern in the Heart of College Park! Trendy and artfully renovated. You will be impressed from the moment you walk through the yellow glass French front door.

Contact us for details!

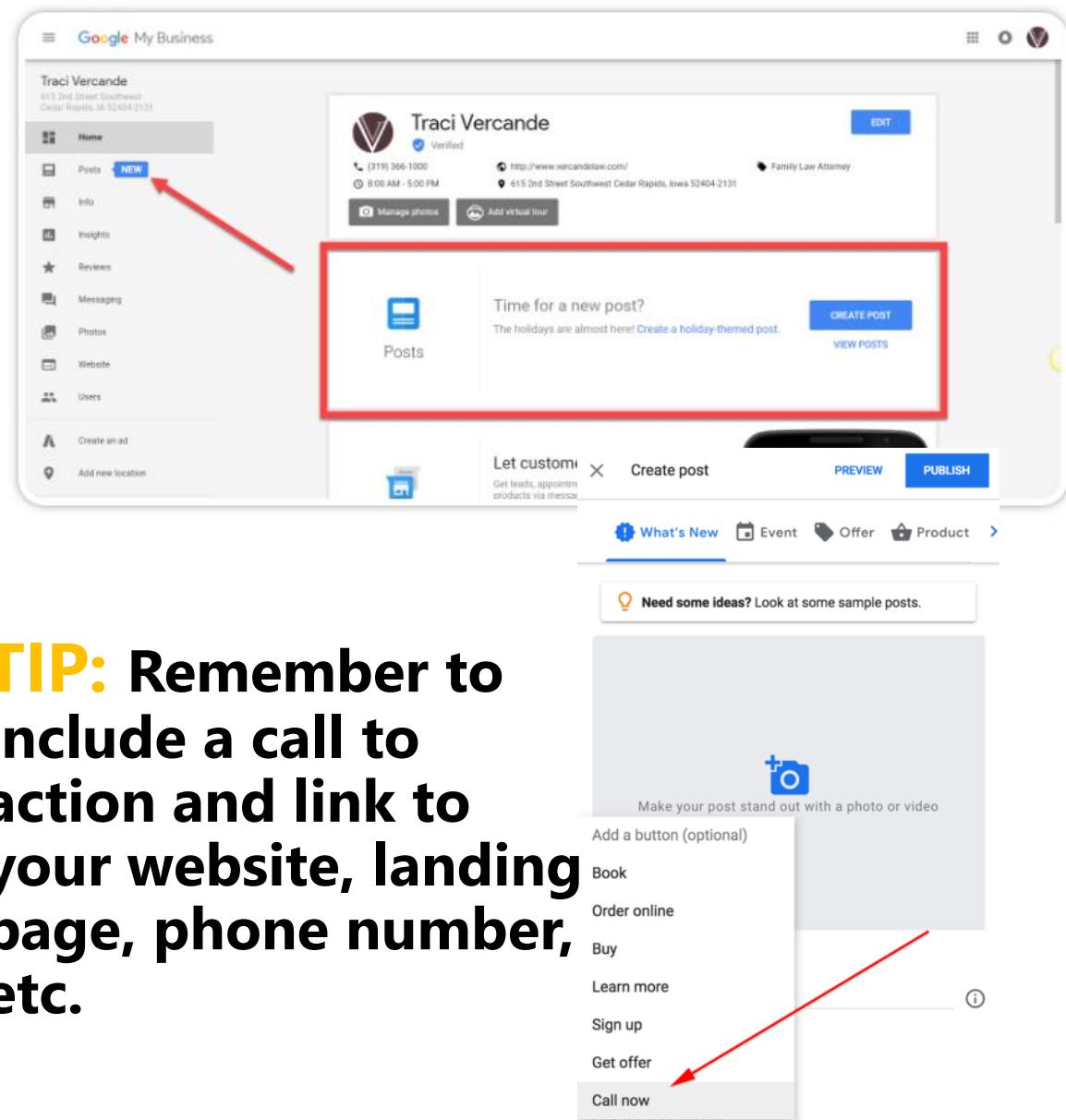
Call now

TIP: You have up to 1,500 characters for the details of your post, but the **ideal length is between 150 and 350 characters.** **Image size: 1200x900 pixels.** Put the most important content at the *beginning* of the post so it shows on mobile.

To get started with Posts, log in to your GMB dashboard and you'll see the Posts option on the left-hand side

Not sure what type of Post you should make? Here are just a few Post ideas:

- **Events** (like a special sales or charity event)
-- create an event Post with a date and time.
- Does your latest **blog post** rock? Add a short description and link to the post on your blog.
- **New product or service** you want to feature? Show a picture and link to where people can find out more.
- Want to spread **holiday** joy? Give potential customers a holiday message Post.





Post Image Size

The Ideal size for Google Post Images is
1200x900 pixels.

Google Post images get cropped slightly higher than centered – and the cropping isn't consistent.

So if you have text on your image, make sure that the text on the image doesn't get cut off. After you publish your post, it's a good idea to look at your post on a mobile device to make sure it looks good on the mobile device.



Don't overlook this smart business and retirement strategy: Buying a building for your business. Wherever you are on your entrepreneurial journey, there is plenty to learn about the power of building ownership.

Owning commercial real estat... More

[Learn more](#)

Posts Look Different on Desktop and Mobile



MOBILE

 early bird digital marketing
2 hours ago



INSIDER TRAINING

OPTIMIZE YOUR
GOOGLE MY BUSINESS

WITH SHERRY BONELLI

I'm excited to be a guest on Digital Marketer's Office hours today where I'll be talking about how to optimize Google My Business Profiles. If your business needs...
[More](#)

[Call now](#)



DESKTOP

 early bird digital marketing
on Google

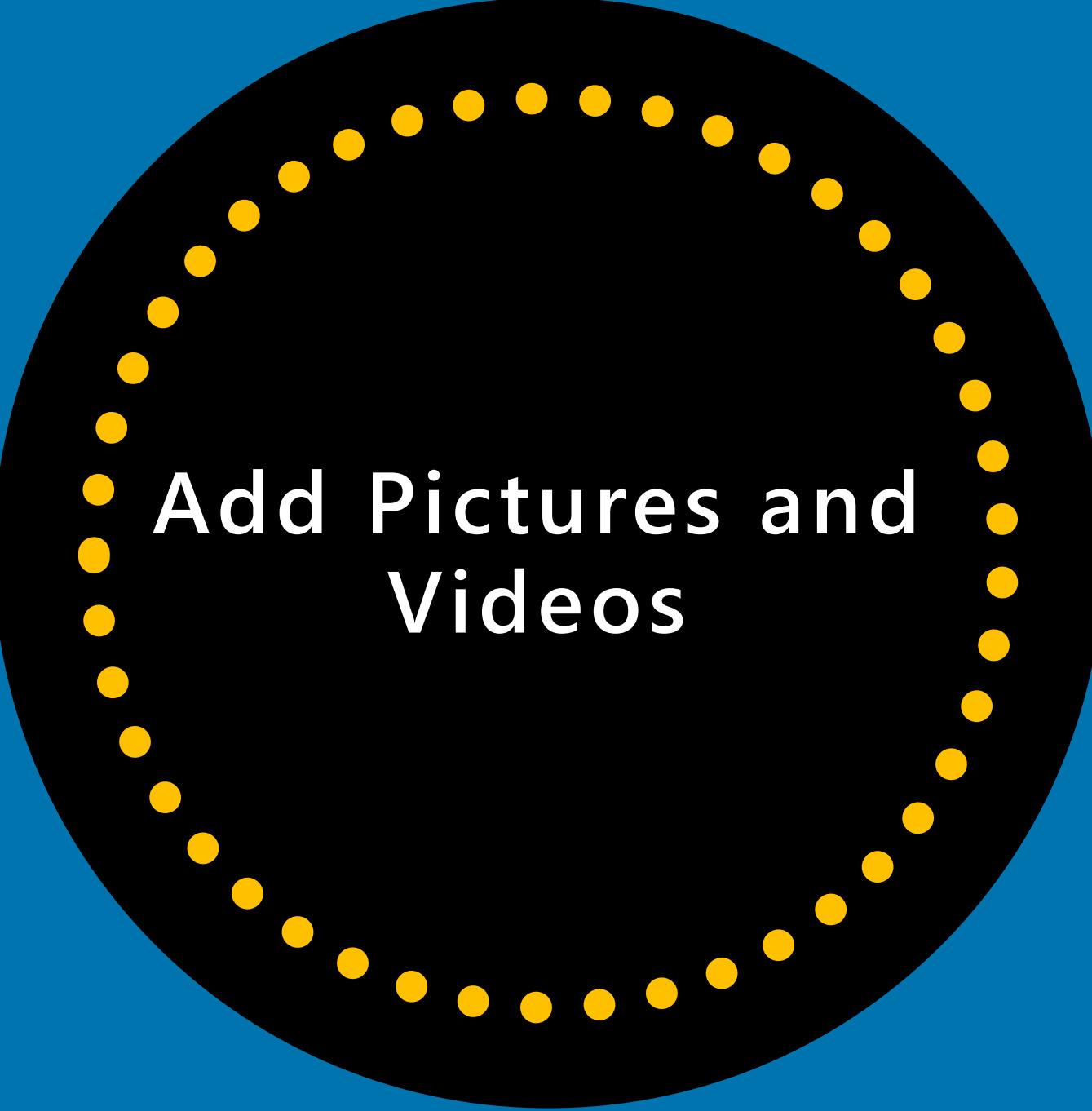


INSIDER TRAINING

OPTIMIZE YOUR
GOOGLE MY BUSINESS

WITH SHERRY BONELLI

I'm excited to be a guest on Digital Marketer's Office hours today where I'll be talking ab...
2 hours ago

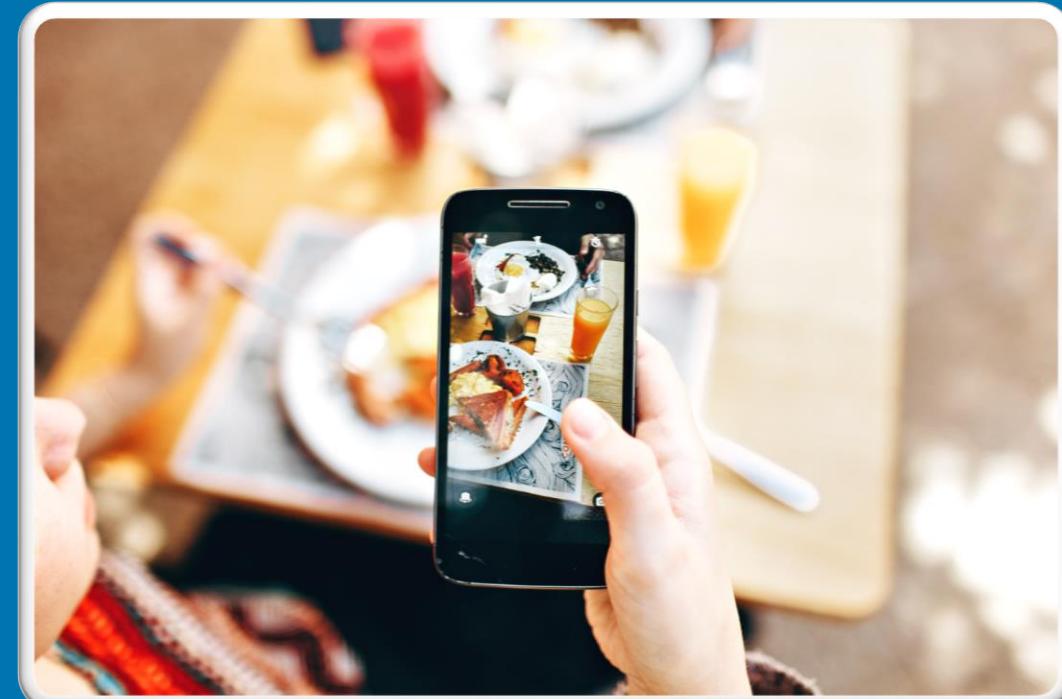


Add Pictures and
Videos

Photos Capture People's Attention & Improve Retention

When people hear information, they're likely to remember **only 10% of that information three days later.**

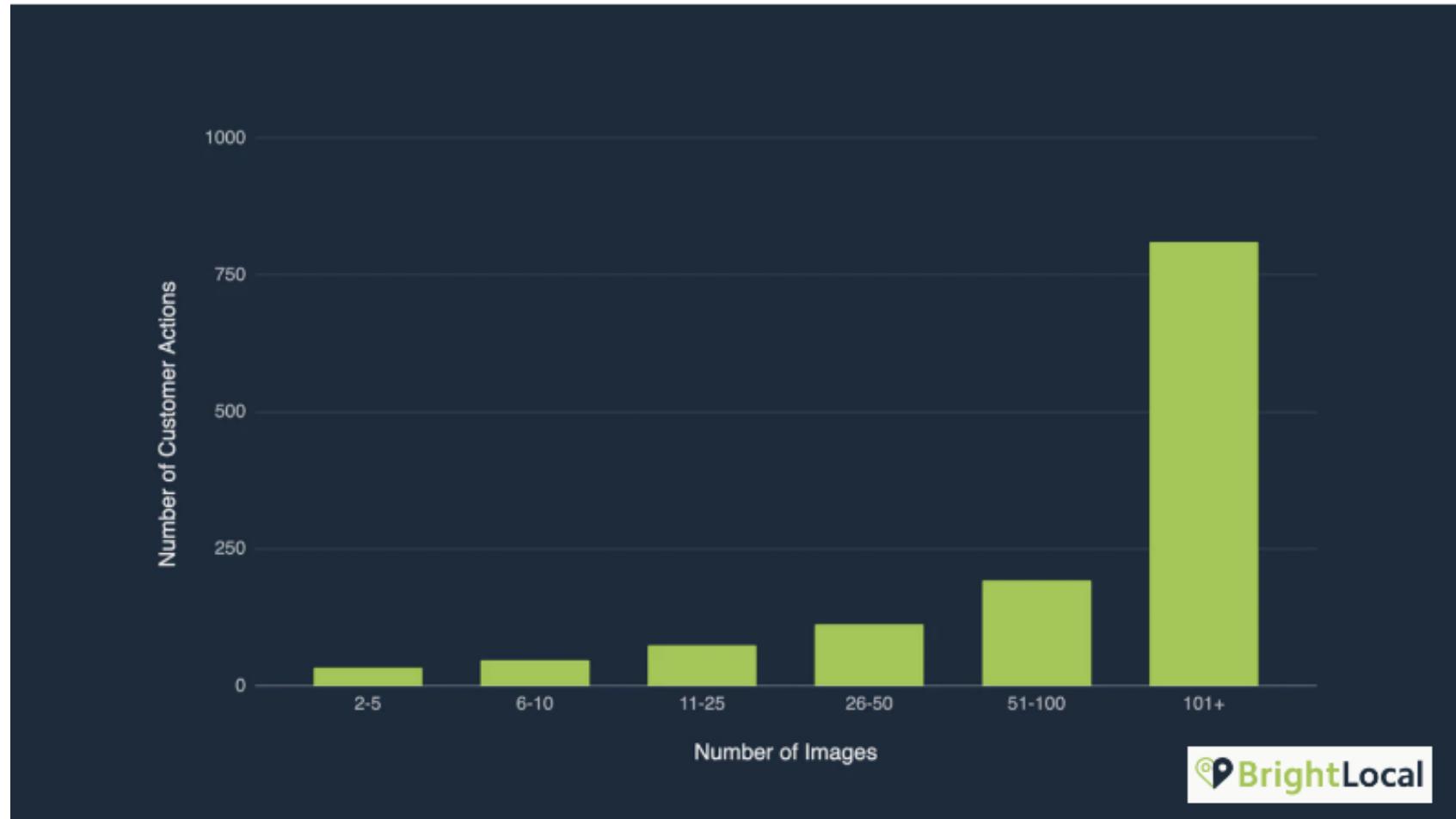
If a relevant image is paired with that *same* information, people retained **65% of the information three days later.**



Continually Add
QUALITY Pictures

**More Photos =
More Customer
Actions**

Listings with more than 100 images get **20 times more website clicks** than the average listing – which has 11 photos.



GMB Pictures Get Results

Businesses with photos get
**42% more requests for
directions**

**90% of customers are
more likely to visit a
business that has photos
on a search result.**

SOURCE: Google/Oxers, December 2014 & Ipsos Research October 2017



Add Photos to Your Google My Business Listing

Google My Business

Search locations

early bird digital marketing
Cedar Rapids, IA, USA
Iowa City, IA, USA
and 5 other areas

- Home
- Posts
- Info
- Insights
- Reviews
- Messaging
- Photos**
- Services
- Website
- Users
- Create an ad
- Add new location
- Manage locations
- Linked accounts
- Settings

Overview By owner By customer Video At work Team Identity

Cover 2.8K 29w 27w 37w 96 20w 37w 79 37w 37w 37w 37w 37w 37w 37w 37w

AYS TO BUILD EXPERTISE AUTHORITY AND TRUST TO BOOST YOUR SEO
@SHERRYBONELLI
August 22nd
11 am EST / 4 pm GMT
#SEMrushchat 37w

SEARCH MARKETING SCOOP with David Bain #11
David Bain, Joe Martinez, Sherry Bonelli 37w

EPISODE 6 High Impact Local SEO Tips for Attorneys and Law Firms
SHERRY BONELLI WITH HOST PHIL SINGLETON 37w

New Content Strategy
380 37w

Search Engine Land + 2018 AWARDS Google
52 37w

TRAFFIC & CONVERSION SUMMIT 2018 241 37w

TRAFFIC & CONVERSION SUMMIT 2019 70 37w

Local Business Marketing Summit 37w

FLORIDA REALTORS® 2019 CONVENTION Sherry Sherry Bonelli 37w

HAPPY CORE Award

← early bird digital marketing

ALL BY OWNER

Call 319-409-3287

Post photos and videos

Drag photos and videos here

Or, if you prefer...

Select photos and videos from your computer

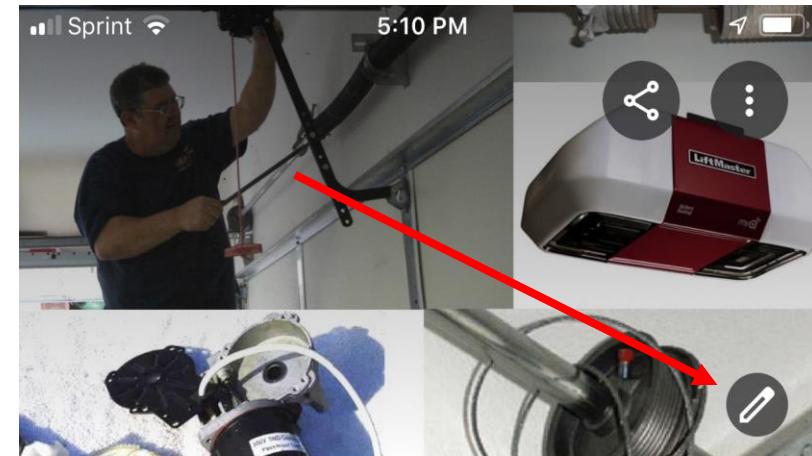
Select

Cancel

Please note: Photos and videos you upload may be reviewed for quality before being published live. [View guidelines.](#)

You Can Set Your “Cover Image” And “Logo” In the GMB Mobile App

NOTE: No guarantee Google will show it,
though ☹



Automatic Garage Door Servi... ✓

★★★★★ (6)

Garage door supplier

Overview Posts Photos

@automaticgaragedoorservices https://g.page/automaticgaragedoorservices

Add business address

Service area: 70 miles around this location

Today 8:30 AM - 5:30 PM



Add Videos To Your GMB Listing

Duration: Up to 30 seconds long

File size: Up to 100 MB

Resolution: 720p or higher

The screenshot shows the Google My Business dashboard. On the left, there's a sidebar with icons for Home, Posts, Info, Insights, Reviews, and Messaging. The main area has tabs for Overview, By Owner, By Customer, 360, Video, Interior, Exterior, At Work, Team, and Identity. A red arrow points from the 'Video' tab to a callout box that says 'Use a video to tell the story of your business and what makes it unique.' Another red arrow points to a blue '+' button in the top right corner of the interface.

Google My Business

Overview By Owner By Customer 360 Video

Home Posts Info Insights Reviews Messaging

Video

Use a video to tell the story of your business and what makes it unique.

Add videos

Interior

Showcase the look and feel of your business with interior photos.

Add photos

+

Interior

Showcase the look and feel of your business with interior photos.

Add photos

Click to Add Video

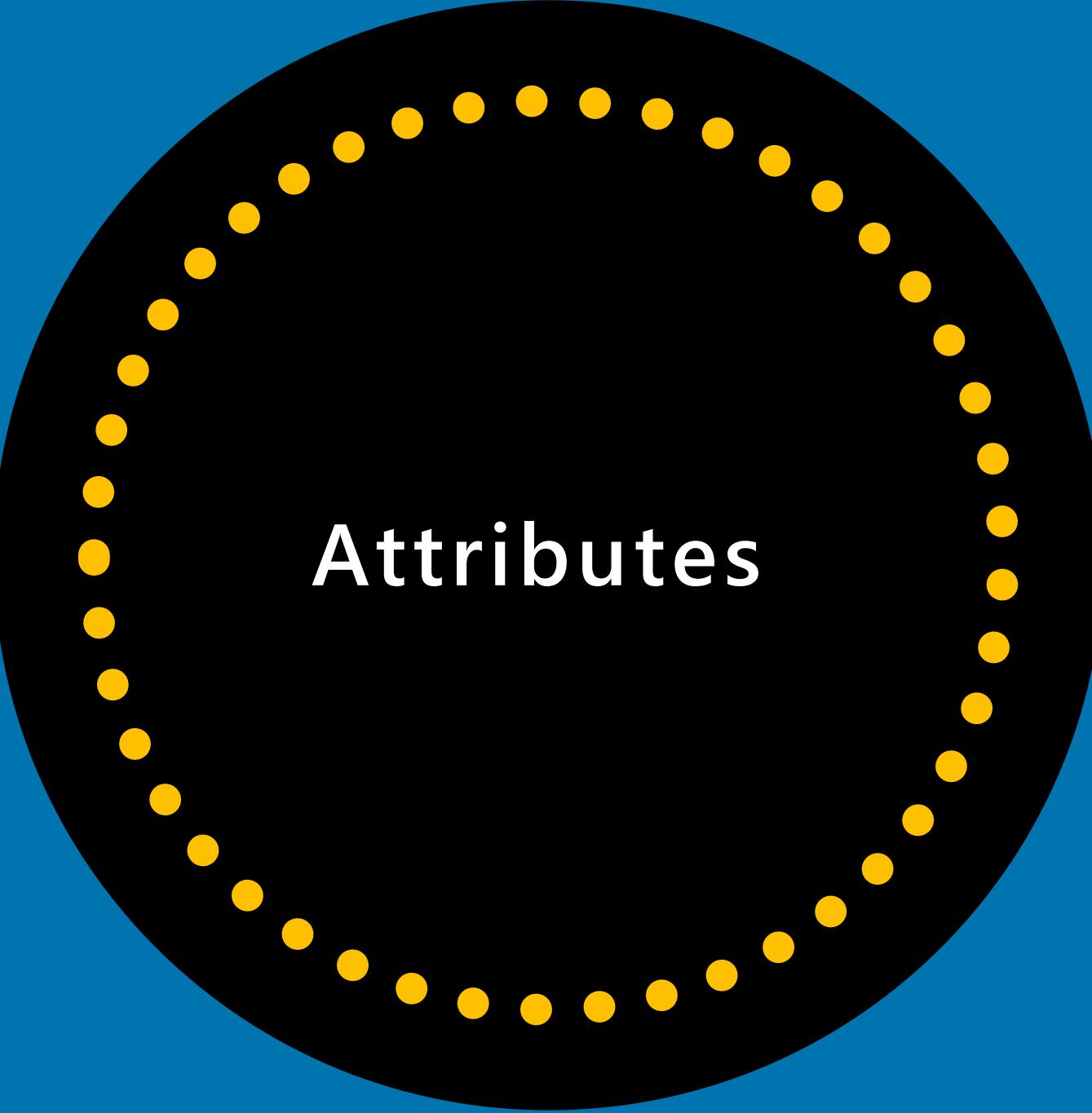
Short Videos Work!

Videos under five minutes in length account for 55% of total video consumption time on smartphones.

BONUS: Google My Business Videos Auto Play on Mobile Devices

TIP: Your CUSTOMERS can upload photos AND videos, too!





Attributes

Attributes

Attributes are different “features” of your business that *may* be made available to you by Google as an option for you to select.

 [Add attributes](#)



Attributes

Only attributes you can edit are shown below.
[Learn more](#)

Highlights

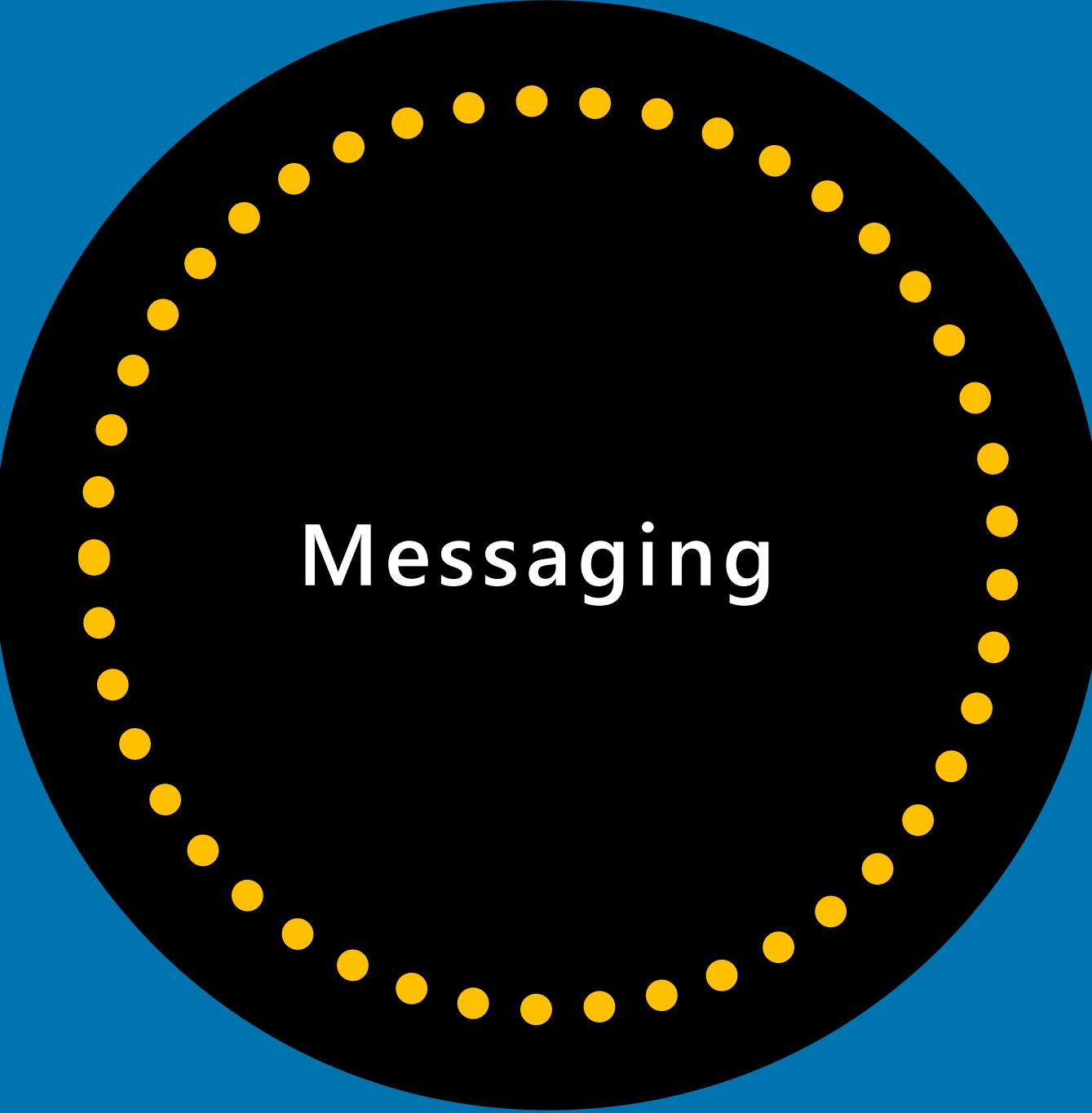
 Veteran-Led

 Women-Led

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

Please note: Edits may be reviewed for quality and can take up to 3 days to be published. [Learn more](#)

Attributes vary depending on categories. Not every business will see attributes available.



Messaging

Messaging On The Google My Business App

Get messages from customers

Allow customers viewing your listing to message you directly. Respond to questions, share information, and quickly connect, for free.

[Install from Google Play](#) [Install from the App Store](#)



Did you know that your customers — and potential customers — can send you text messages?

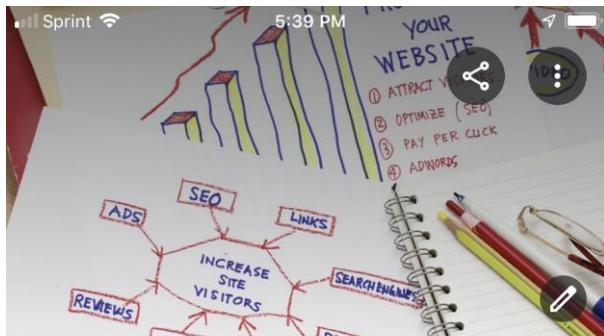
This is a great way to connect directly with people interested in what you have to offer, and a great way to engage with people looking at your GMB listing.

Get started messaging from the Google My Business App

Get started messaging from the Google My Business App

Messaging

Click On More



mind your small business  ✓

★★★★★ No reviews yet

Internet marketing service

Overview

Posts

Photos

Your welcome offer

Set up your welcome offer

Turn followers into customers



@seoexperts
<https://g.page/seoexperts>



+ Add business address



Service area: Cedar Rapids, IA 52402, USA



Home



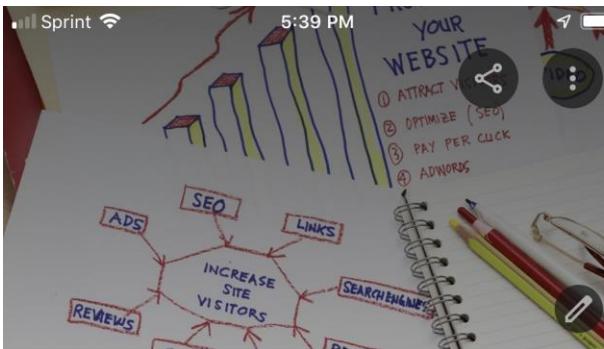
Customers



Profile

More

Click On Settings



mind your small business  ✓

★★★★★ No reviews yet

Internet marketing service

Overview

Posts

Photos



Sherry Bonelli

smbonelli@gmail.com ✓



Notifications

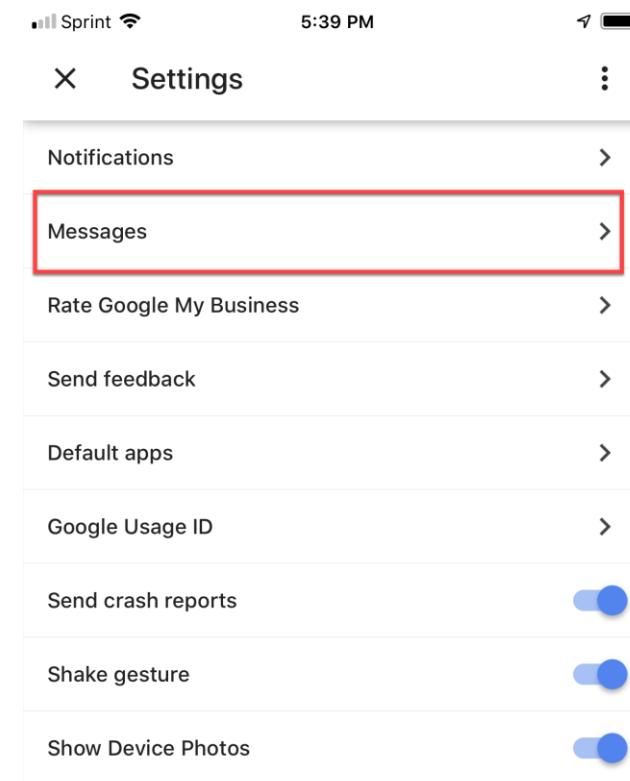
Website

Manage users

Help & Support

Settings

Click On Messages



Messaging

Turn On Messaging

Sprint 5:39 PM

< Messages

Turn on messaging

Let customers message you directly from your listing



Edit your welcome message

Create an automatic greeting for customers that message you

Edit The Message People Receive When They Text You

Sprint 6:00 PM

× Edit message

Create an automatic greeting for customers that message you

Welcome Message

Hi! How can I help you today?

Sherry

mind your small business

Save

NOTE: Google can track/see how quickly you respond to text messages. So be sure to respond in a timely manner.



Questions & Answers (Q&A)

Q&A

Questions & Answers is a great feature for Google local search.

Q&A allows people to ask questions about your business and you can answer those questions.



Marcus Cedar Rapids Cinema

[Website](#)

[Directions](#)

[Save](#)

4.4 ★★★★☆ 2,643 Google reviews

Movie theater in Cedar Rapids, Iowa

Established family-owned chain for new movies; some theaters offer IMAX & special event screenings.

Address: 5340 Council St NE, Cedar Rapids, IA 52402

Phone: (205) 425-7880

[Suggest an edit](#) · [Manage this listing](#) ?

Know this place? [Answer quick questions](#)

Questions & answers

Q: What's playing this weekend

[Ask a question](#)

A: What movies show this weekend?

(6 more answers)

[See all questions \(97\)](#)

Reviews from the web

Showtimes

5/5

2 votes

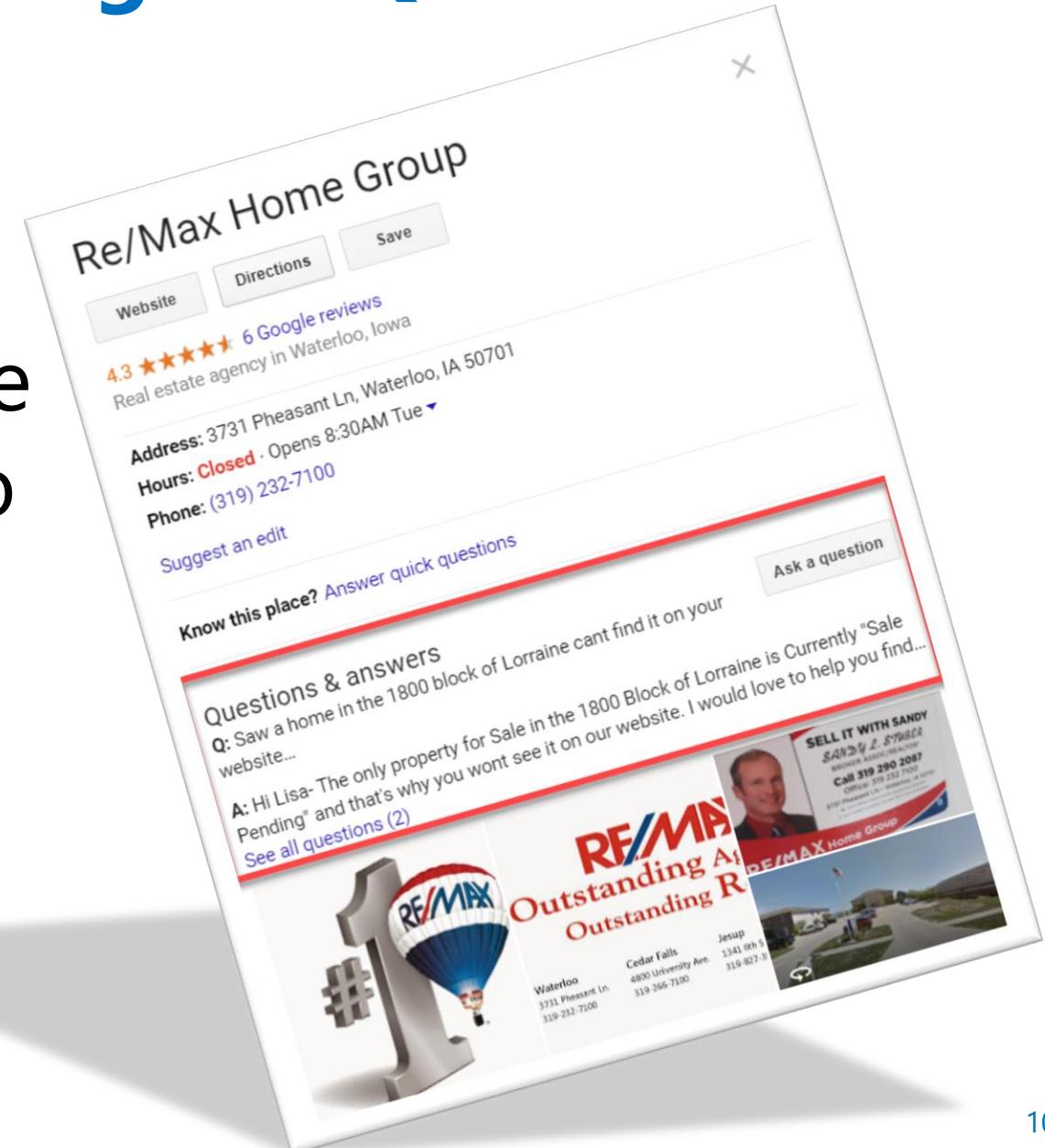
Facebook

4.3/5

693 votes

Make Sure You Are Checking For Questions

The Google My Business Questions & Answers feature is the perfect opportunity to hear directly from “the people” and you can respond to them. Win-win.



Google Uses Reviews & Posts To Look For Answers To Questions

The image displays two side-by-side screenshots of Google's "Ask a question" feature.

Left Screenshot: The user is asking the question "how long does a claim take". Below the question, there are two suggested answers from other users:

- Madiha Siddiqui (On Apr 23, 2019): first Chicago insurance company is very small and they do not like pay off they do not like to see any claims that's why they look for excuses. they wait for so long to proses the claim.
- shonta edgeston (On Mar 15, 2019): ...accident last month, and have this company for insurance. They are taking their sweet time

Right Screenshot: The user is asking the question "What is alimony?". Below the question, there are two suggested answers from the law firm Feinberg & Waller, APC:

- Feinberg & Waller, APC (On Feb 15, 2019): ...Alimony is the payment to a spouse for support and maintenance after a divorce by either a lump sum or on a continuing b... [More](#)
- Feinberg & Waller, APC (On Mar 15, 2019): When dividing marital property during a divorce in California, the

Another Reason
Why Reviews &
Posts Are
Important



Google sends out email notifications letting you know that a new question has been asked.

The screenshot shows an email from Google My Business. The subject line is "early bird digital marketing". The main message body says "added a new question to your listing" and includes the question "Do you manage business citations?". Below this, there's a snippet of a business listing for "EARLY BIRD DIGITAL MARKETING" with the address "7615 Quail Trail NE, Cedar Rapids...". At the bottom, there are buttons for "REPLY NOW", "REPORT THIS QUESTION", "Learn more", "GET IT ON Google Play", "Ask an expert", "Download on the App Store", and a help icon.

Google My Business

early bird digital marketing

added a new question to your listing

"Do you manage business citations?"

EARLY BIRD DIGITAL MARKETING
7615 Quail Trail NE, Cedar Rapids...

REPLY NOW

REPORT THIS QUESTION →

Learn more

GET IT ON Google Play

Ask an expert

Download on the App Store

TIP

Proactively Create a Q&A List on GMB!



Proactively create a ‘Frequently Asked Questions’ list to preempt people’s GMB Q&As

Check with your sales reps and your customer service staff to identify the questions people most often ask, then put those Q&A questions on your GMB listing.

TIP: Google has said that upvoting questions can make them more visible. If someone has a particularly important question, go ahead and upvote it!



CAUTION!!!!

ANYBODY Can Answer Questions About Your Business!

...Even Your Competitors!

(AND the answer someone gives could be WRONG)



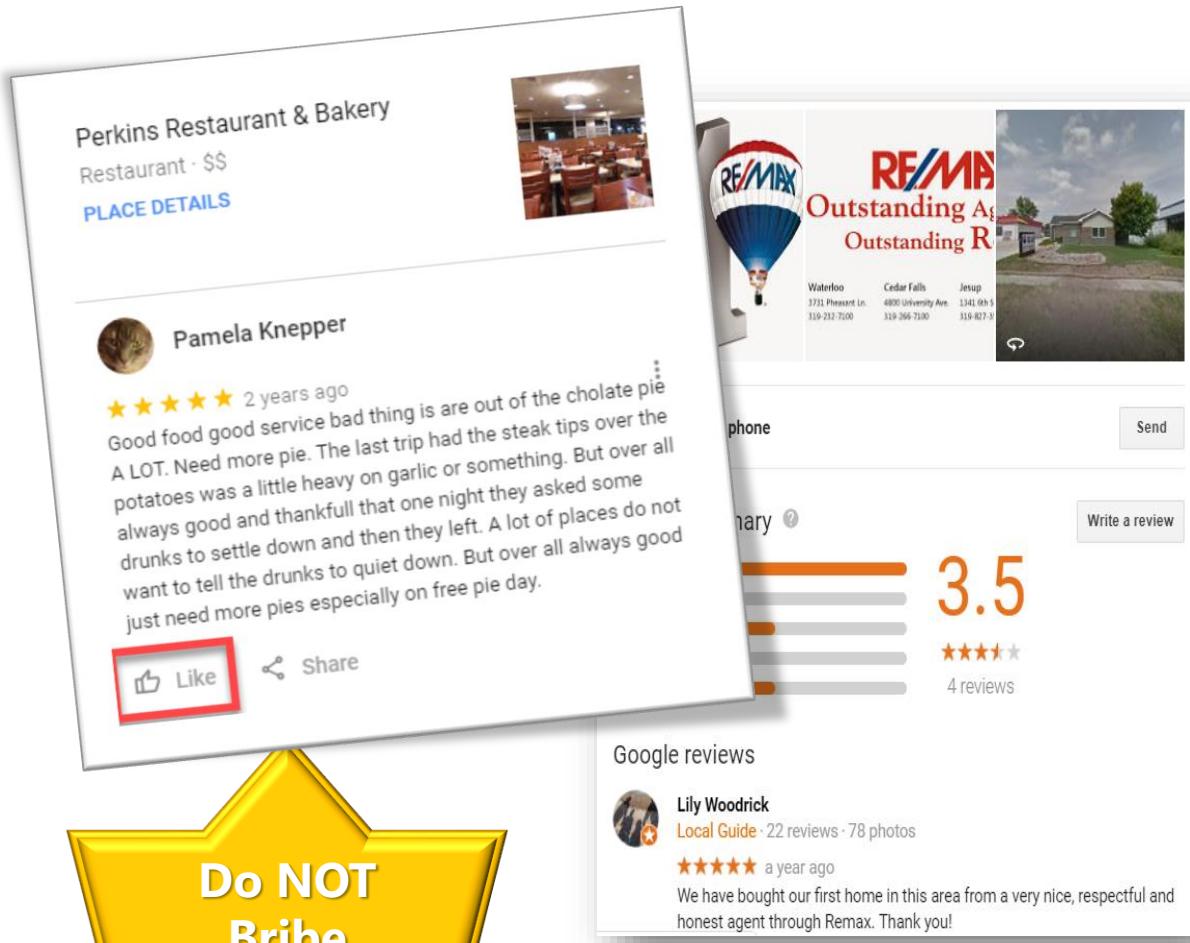
Google My
Business Online
Reviews

Reviews Help Make Local Purchasing Decisions

- **97% of consumers** read online reviews for local businesses
- **49% of consumers need at least a four-star rating** before they choose to use a business
- **85% of consumers trust online reviews** as much as personal recommendations
- **Positive reviews make 73% of consumers trust a local business more**
- Responding to reviews is more important than ever, with **30% naming this as key when judging local businesses**
- **68% of consumers left a local business review when asked**



GMB Online Reviews



Unlike Yelp, which vehemently discourages business owners to ask their customers for reviews, **Google encourages business owners to ethically ask their customers or clients for online reviews.**

Be sure to respond to ALL reviews – even the negative reviews.

TIP: 'Like' the reviews people leave for your business. If you get 3 or more 'Likes' it can get "bumped up." The answer with the most votes appears as the primary answer.

Policy on Conflict of Interest

Google made some changes to their review guidelines. Current and/or former employees can't leave reviews.

For business owners this is great news because it means that disgruntled and ex-employees with a grudge can no longer post bad reviews. Here is the new section that deals with Conflict of Interest:

Conflict of Interest



Maps user contributed content is most valuable when it is honest and unbiased. The following practices are not allowed:

- ✖ Reviewing your own business.
- ✖ Posting negative content about a current or former employment experience.
- ✖ Posting negative content about a competitor to manipulate their ratings.

What to Do If Someone Leaves a FAKE Review?

Tips for responding to reviews

Business owner responses allow you to build relationships with customers, but they're also public. When replying to your customers, keep the following guidelines in mind:

1. **Be nice and don't get personal.** This isn't just a guideline—it's also a good idea as a business owner. It's difficult to win an argument with a frustrated customer, and you want to avoid burning bridges. Keep your responses useful, readable, and courteous. In addition, responses should comply with our [local content policy](#).
2. **Keep it short and sweet.** Users are looking for useful and genuine responses, but they can easily be overwhelmed by a long response.
3. **Thank your reviewers.** Respond to happy reviewers when you have new or relevant information to share. You don't need to thank every reviewer publicly, since each response reaches lots of customers.
4. **Be a friend, not a salesperson.** Your reviewers are already customers, so there's no need to offer incentives or advertisements. Tell reviewers something new about your business, or share something they might not have learned from their first visit.

If you believe that a Google review violates the [posting guidelines](#), you can flag it as inappropriate by clicking the three dot menu icon :: and choosing **Flag as inappropriate**.

First, are they truly fake reviews or reviews you simply don't like?

If they're negative reviews you don't like or don't agree with, Google probably won't remove them.

Read Google's Review Policies to see if the reviews truly violate Google's policies.

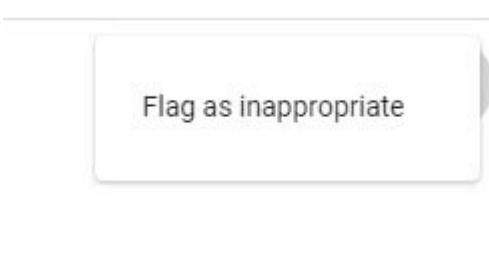
If the review does violate Google's terms and are truly a fake review, first politely respond to the reviewer. Then flag the review...

Flag and Report FAKE Reviews To Google

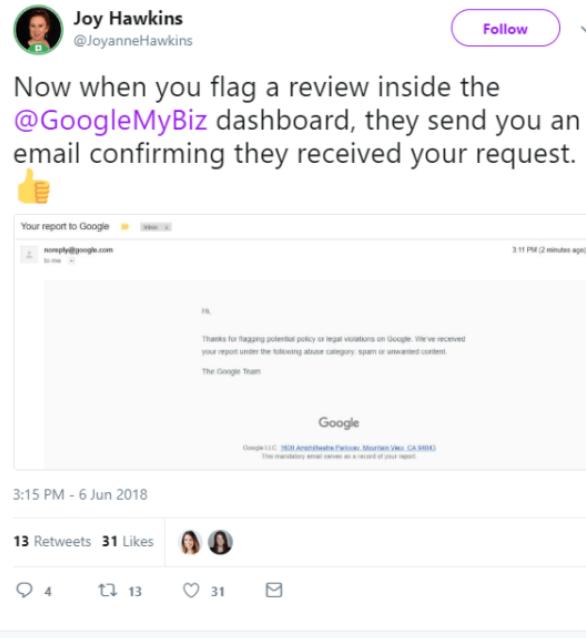
1. Log in to your Google My Business dashboard and flag the review. First, go to the specific review you want to flag and click on the three dots next to the review.



2. Then click "Flag as Inappropriate."



3. You'll get a response from Google letting you know they got your request.



TIP: It's best to flag a FAKE review INSIDE of Your Google My Business Dashboard vs. just flagging it on Google in your browser

**Important: Google Rarely Removes
Reviews UNLESS They CLEARLY Violate
Their Review Terms and Conditions.**

**YOU Need to Prove Your Case – And
Even Then The Reviews May Not Be
Removed**

If The Review Is CLEARLY Inappropriate, You Can Fill Out This Form:
https://support.google.com/business/contact/business_inappropriate_reviews



Suspensions

Your Listing Probably WILL Get Suspended...Sometime...

At some point your GMB listing will probably get suspended.

There are “soft” suspensions and “hard” suspensions.

The screenshot shows a Google My Business listing for a "Landscaper". At the top right, there is a red alert icon with a white exclamation mark. Below it, a box displays the status "Suspended" with the message "Your listing has been suspended due to quality issues. [Learn more](#)". A large red arrow points upwards from the bottom right towards this suspended status message. The listing details include service areas in Dubuque, IA, USA; Asbury, IA 52002, USA; and East Dubuque, IL 61025, USA. There are also sections for adding hours and contact information, along with edit icons for each.

Google Doesn't TELL You WHY You Got Suspended

If your profile gets suspended, you need to review Google's Guidelines to find out what you violated and fix and then fill out the "reinstatement form":

<https://support.google.com/business/troubleshooter/2690129?hl=en>

- If you get an account suspension, it's likely you will lose photos & review responses.
- Fake and duplicate listings can get you suspended
- Be very careful not to submit too many edits to the listing in Google My Business at once or it could trigger a suspension. For example, don't add attributes, a business description, and change categories all at the same time. Instead, spread this work out over time and only do one or 2 edits at a time.
- Spamming your business name can also get your account suspended

- If your listing gets suspended, ask yourself “What did I change *before* my profile got suspended?” (You will need that info for the reinstatement form)
- Fix what is wrong with your listing BEFORE you file for a reinstatement request.
- Do NOT create a new profile.
- Do NOT submit more than one reinstatement requests.

TIP

Reach Out to GMB Forum or Google My Business Support Team if You Have Issues With Your Listing



What to Do If You Have Issues With Your Google My Business Listing?

Google My Business Support Facebook:

<https://www.facebook.com/GoogleMyBusiness/>

Google My Business Support Twitter:

<https://twitter.com/googlemybiz>



sbonelli@gmail.com ▾

Follower ★★★



Welcome to the Official Google My Business Community

Whether you're new to Google My Business or an expert, your voice matters. Join our community to connect with business owners and product experts. We're here to help!

Google My Business

6.1K members online now

[DISCUSSION CATEGORIES](#)[LIVE FEED](#)[TOP MEMBERS](#)

Get Support from the Google My Business Forum

<https://support.google.com/business/community?hl=en>

NOTE: The people who monitor this forum are ALL volunteers and are NOT Google employees. So be kind 😊

Academy for Ads

For developers who are using the Google My Business API to manage locations

Missing "averageRating" for a location in API...



Learn



Events



Experts

Verification

Learn how to get your business information verified

Suspended due to Quality Issues

Business Listing "Pending Review" for almost ...

37028

37028

Verified Address Stuck on Pending Review for ...

Other business claiming my location as theirs...



120

Contact Me

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facebook.com/earlybirddigitalmarketing



Questions

