My Business Model for Google My Business

Industry
Medical:
Optician, Surgeon, Surgical Center, Medical Center, Plastic Surgeon, Orthopedic Surgeon, Chiropractors

Professional:
Real Estate, Insurance Agency/ Agent

Data Points:
Professional? Y/N. I do not want an entrepreneur
E-commerce?

Website:
E-commerce?

GMB
Is business claimed/ verified?
Yes/ No

Name of business listing

Is the business a Descriptive listing?

Phone number

Hours of operation

Address

Primary Category

Sub Categories

Products

Services

Tools used in search

Pixelcutlabs   https://pixelcutlabs.com/blog/google-my-business-categories/

PlePer.com   https://pleper.com/index.php?do=tools&sdo=gmb_categories

https://ignitedigital.com/help-increase-google-ranking/?utm_source=Facebook&utm_medium=Ad&utm_campaign=TOF%20-%20Scale%20-%20US%20-%20CBO%20-%20*rv%20-%201.2&fbclid=IwAR2sXr9dizioPGh0_H_2s6MpDZUfs8SReugUpeU3CE51129_6T1GBZ8i9Xk

How to optimize GMB From Google support.
https://support.google.com/business/answer/7091?hl=en

A guide to complete GMB optimization https://www.searchenginejournal.com/local-seo/optimize-google-my-business/#close

Linkedin ad
https://www.pubgrade.com/business-intelligence/research-analytics/?utm_source=social&utm_medium=LinkedIn&utm_term=USA&utm_content=Life%20Science&utm_campaign=sellingtoscientists

GMB Platform. https://localviking.com/
Address verification.   https://www.melissa.com/v2/lookups/
Google Search Central: Image optimization guidelines.
https://developers.google.com/search/docs/advanced/guidelines/google-images
Trust Links. https://seoheronews.com/trust-link
Structured Data. https://developers.google.com/search/docs/guides/intro-structured-data
GMB URLs & tracking brands or competitors
https://www.google.com/search?q=how+to+find+gmb+url&oq=GMB+links&aqs=chrome.4.69i57j0i10l2j0i22i30j0i390.13966j1j4&sourceid=chrome&ie=UTF-8

How to find unclaimed GMB listings.
https://www.google.com/search?q=how+to+find+unclaimed+google+my+business+listings&sxsrf=ALeKk00E6J9mm9d9Rx6140I3p0hGy8EPfA%3A1618512538946&ei=mop4YMiFOZTL0PEP3bOP-Ao&oq=how+to+find+gmb+l&gs_lcp=Cgdnd3Mtd2l6EAEYATIGCAAQFhAeMgUIABCGAzoHCAAQRxCwAzoECCMQJzoCCAA6CAghEBYQHRAeOgUIIRCgAVDdkwhYh8YIYP6ICWgEcAJ4AIAB4gGIAbYHkgEFMy40LjGYAQCgAQGqAQdnd3Mtd2l6yAEIwAEB&sclient=gws-wiz

Duplicate content checker for plagiarism. https://www.duplichecker.com/
Duplicate content checker free. https://www.siteliner.com/
GEO tagging photos https://www.geoimgr.com/
Data aggregation. Big 4: Infogroup, Acxiom, Localze, Factual.
https://www.google.com/search?q=big+4+data+aggregation&sxsrf=ALeKk00khjIz4cGwDdQkoqBwRXZuTyLYww%3A1618513192041&ei=KI14YPfDAd-80PEP87SbOA&oq=big+4+data+aggre&gs_lcp=Cgdnd3Mtd2l6EAEYADIICCEQFhAdEB4yCAghEBYQHRAeMggIIRAWEB0QHjIICCEQFhAdEB4yCAghEBYQHRAeMggIIRAWEB0QHjIICCEQFhAdEB46B

wgjELADECc6BwgAEEcQsAM6BAgjECc6AggAOgYIABAWEB46BwgjEOoCECc6CwguELEDEMcBEK
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BDOgUIABCxAzoHCAAQhwlQFDoFCAAQyQM6CAgAEBYQChAeUKb3Alj89gNg77oEaAJwAngCgA
GYAogB1SOSAQY1LjI2LjOYAQCgAQGqAQdnd3Mtd2l6sAEKyAEJwAEB&sclient=gws-wiz

Business Citations Local https://blog.reachlocal.com/seo-local-citations-how-google-my-business-helps-you-get-found
How to build business citations
https://www.google.com/search?q=how+to+build+citations+for+a+business&sxsrf=ALeKk03I93qnmEGI8prYtAdKxzJ_5N6pLg%3A1618513664854&ei=AI94YM28M9Cs0PEP-9qdgA4&oq=how+business+citations&gs_lcp=Cgdnd3Mtd2l6EAEYADIGCAAQCBAeMgUIABCGAzoHCCMQsAMQJzoHCAAQRxCwAzoHCCMQsAIQJzoGCAAQBxAeOggIABAIEAcQHjoECAAQQzoECAAQCjoCCAA6BQgAEM0CUPSqBViT2gVgxY0GaAhwAngAgAGUAogB0wySAQU3LjYuMZgBAKABAaoBB2d3cy13aXrIAQnAAQE&sclient=gws-wiz

Google Maps Platform. https://cloud.google.com/maps-platform
 https://developers.google.com/maps/premium/overview
google developer embed API overview   https://developers.google.com/maps

https://developers.google.com/maps/documentation/embed/get-started

GEO embed maps. Free.
https://developers.google.com/maps/documentation/embed/embedding-map

data science
research & business development center. They have a footprint.
Last semester
John Dear dealership 30 stores. In Midwest
Local credit union.
Convenience store chain
Company at sand dunes.
Power VI machine learning
Buy data. Plat map data throughout the country. Build database myself. POI- street map.
Automated tool. Scoring mechanism of their HTML.
Data Science society – Tuesday at 6:00 pm – free.

https://local-listings.data-axle.com/search
contentfeedback@data-axle.com
if there having trouble with listing
Ingogroup business listing https://synup.com/how-to/claim-add-infogroup-listing

Google my business API. Python.

Competitors
moment feed. https://go.momentfeed.com/demo-momentfeed-google-3-pack/?utm_source=google&utm_medium=ppc&utm_campaign=threepack&utm_source=google&utm_medium=cpc&utm_campaign=&utm_term=%2Bgoogle%20%2Bmy%20%2Bbusiness&hsa_acc=3834327716&hsa_cam=11501561448&hsa_grp=110653549845&hsa_ad=482009113576&hsa_src=g&hsa_tgt=kwd-25231376290&hsa_kw=%2Bgoogle%20%2Bmy%20%2Bbusiness&hsa_mt=b&hsa_net=adwords&hsa_ver=3&gclid=CjwKCAjwmv-DBhAMEiwA7xYrd5efUQfyp_cKplLkIYBjpw-fhdvFEZi787_jCgqcbob8wCXH2SrdThoCllgQAvD_BwE

Vivial tool for search. https://vivial.net/lp/business-listing-report/?partnerref=google_ads_seo_listings&utm_term=business%20listing%20checker&utm_campaign=SEO+Report+/+Listing+Scan&utm_source=adwords&utm_medium=ppc&hsa_acc=6593357804&hsa_cam=8369497088&hsa_grp=85394406933&hsa_ad=401278371340&hsa_src=g&hsa_tgt=kwd-550310608712&hsa_kw=business%20listing%20checker&hsa_mt=b&hsa_net=adwords&hsa_ver=3&gclid=CjwKCAjwmv-DBhAMEiwA7xYrd3PQ_YldR2qHLMy3WaFMoQm8sCSvwYphW_WzSRjlm7pJEAMP2A_LmRoCq_IQAvD_BwE

Unclaimed GMB listings
https://www.reddit.com/r/SEO/comments/9yving/how_do_i_find_companies_in_my_city_that_has/

yext.
https://www.googleadservices.com/pagead/aclk?sa=L&ai=DChcSEwiQ9tbri5DwAhWRIK0GHffICqwYABAVGgJwdg&ae=2&ohost=www.google.com&cid=CAESQOD2xjgpVr6WpiDuPRcHWg-eIhQ5bBpb4DFpZRacW0zIfg7KsGAzQllhRGBxxzITgyzjY8LcTxRein8aO9Iidf0&sig=AOD64_3T5yqgjnUL56BGpLG4D1wFAEB4VA&q&adurl&ved=2ahUKEwiBwc_ri5DwAhUOt54KHQi6C3YQ0Qx6BAgCEAE&dct=1