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CHAPTER I

INTRODUCTION

Today's age of Internet has opened a gate of vast number of opportunities for companies. Using social networks, an individual cannot just share a personal picture of a person's birthday but also earn customers for one's company and reach them handily. The speed and ease with which the electronic media transmits information and help enhance a company is remarkable.

OBJECTIVE:

The objectives for Google My Business Profile are to help local businesses achieve higher visibility for relevant local searches, to manage their online presence across Google Search and Google Maps, and to connect with customers more easily. Some of the specific objectives

OVERVIEW:

Every marketer needs to learn how to exploit digital marketing resources, tools and techniques to be able to enhance their customer value proposition and help achieve their organisational goals. This means designing an accessible, usable and value-adding site and with a range of inter-related digital marketing tools and techniques -- incorporated with conventional tools and techniques -- to drive traffic, conversion, participation and referrals.

WHO SHOULD ATTEND?

This training is intended for men and women that wish to get a better comprehension of the main digital marketing tools and techniques available with a view to enhancing their digital marketing activities in addition to measuring their effectiveness. It is an established training and has proven particularly helpful to people either new to electronic marketing (or specific aspects thereof) and/or those wanting to confirm they have got the fundamentals right!

WHAT IS “GMB” ALL ABOUT?

Using Google My Business to list your local business on Google is the most cost-effective (and free) option. It implies that you have control over how your firm appears on one of the most widely used search engines in the world.

GOOGLE MY BUSINESS: WHAT IS IT GOOD FOR?

One of the most important resources for small businesses is Google My Business. It facilitates communication between your company and your target market, as well as providing useful information to both present and prospective clients. Avoid Google My Business, and you'll miss out on sales, exposure, and revenue for your business that could have been generated.

HOW CAN I SET UP GOOGLE MY BUSINESS?

To begin, sign up for a Gmail account using your Google credentials. You must choose a company name that reflects your firm while generating these. Adding extra information such as an address or service area, company hours, and a category is also possible. Please utilize a minimum of 480px X 270px for the cover, and a logo size of 720px X 720px for improved resolution for the logo.

WHAT ARE THE “GMB” RANKING TOOLS AND ESSENTIAL POINT?

Local rank tracker tools like Whitespark.ca and Local falcon are commonly used in Local SEO to keep tabs on the growth of a listing. There are also addons like Keyword surfer and GMB everywhere (to locate the major categories of ranked businesses) that will be utilized to discover SEO strategies for outranking the competitors on Google maps. However, with all of these tools, you'll need to do some trial-and-error to figure out what works best.

When it comes to tricks, Company names that include keywords can help with local SEO by improving rankings on Google. The cover photo may not appear as the first image on the page in some circumstances. For the simple reason that Google will always select the better option. You can use the personalized cover photo on your free Google website as your website header to show it off. Uploading animated gifs to Google isn't possible. To do this, remove the.gif extension from the gif file and replace it with.jpeg. The "final name extensions" option can be selected if you press the Win+E keys and put a checkmark next to it.

Additionally, Google My Business (GMB) ranking is heavily reliant on customer reviews and ratings. In the reviews area, Google has included new attributes. As a result, picking these criteria makes writing a review a cinch. More characteristics imply a higher position in Google's search results. To get more reviews, ask your customers to use your company's keywords in their reviews.

A basic article about Google My Business (GMB) can help you grasp some of its core values and tactics and features.

So, from now on, I'll describe each point in detail in my next articles.

CHAPTER II

REVIEW OF LITERATURE

REVIEW BY *ALESSANDRO B*, WEB MASTER:

“THERE ARE NO EXCUSES, YOU JUST HAVE TO KEEP IT”

What do you like best about Google My Business?

Google speeds up and answers everyday questions. Being present and responding immediately when people talk about their business is key. If you don't keep it, Google won't give the answers you want but the ones it thinks are right.

Review collected by and hosted on G2.com.

What do you dislike about Google My Business?

It becomes more and more difficult to follow all the presence on the net of one's information. Google Business serves on Google but there is also the version for Bing, there are social channels, etc. We are becoming a bit slaves to these services.

Review collected by and hosted on G2.com.

What problems is Google My Business solving and how is that benefiting you?

It allows me to quickly update Google users (the whole world!) on the hours of the businesses I manage, prices, etc. It allows me to respond to reviews (the evil of the web). Unfortunately there are generations who believe in web reviews and having at least the opportunity to respond is essential.

REVIEW BY **RYAN O**, MARKETING MANAGER:

“GREAT PLACE FOR GENERAL COMPANY INFO”

What do you like best about Google My Business?

My favourite feature of Google My Business is posting actual products to your profile and being able to categorize them. I also appreciate that you can easily post updates / manage your profile right from Google Search (able to see in real time).

Review collected by and hosted on G2.com.

What do you dislike about Google My Business?

At first I didn't love when Google My Business migrated to only being able to edit from Google search rather than the Business profile manager console. It took me some time to learn/rediscover how to navigate, but now that I have a grasp, it's much easier to manage!

Review collected by and hosted on G2.com.

What problems is Google My Business solving and how is that benefiting you?

The biggest thing is being current and up-to-date so that customers are aware of our offerings and know that we are a great resource for them and their needs! - Google My Business allows us to do this by posting updates seamlessly. - Approval is very fast for new content & that's appreciated!

REVIEW BY ***HAYLEY S***, MARKETING CO ORDINATOR:

“GOOGLE MY BUSINESS IS A GREAT TOOL TO GENERATE BUSINESS LEADS”

What do you like best about Google My Business?

We love the fact that we can easily update our business information on our business profile via the platform. We also like the fact that we can have a different profile for each business location. We like the ability to update our hours, photos, contact information, services, etc. The reporting feature is also a plus.

Review collected by and hosted on G2.com.

What do you dislike about Google My Business?

Sometimes when we open a new location it can be difficult to verify the address location, especially if it is located in a brand-new building. Support is not as responsive as it could be on this issue.

Review collected by and hosted on G2.com.

What problems is Google My Business solving and how is that benefiting you?

Google my Business is a free list that appears in our Google search results showing our contact information, hours, services, photos, location information, etc. It helps leads to contact our business.

REVIEW BY **ANKIT B**, INTERNET MARKET ANALYST:

“A FREE TO USE TOOL FOR BUSINESS PROFILING”

What do you like best about Google My Business?

This is I think the best product for businesses and it is an essential tool for marketing. It helps you to reach out to the customers who searched for your services. Users can give us reviews and ratings and can share their experience in photos which also helps us to get a good position in search results and reach more customers.

Review collected by and hosted on G2.com.

What do you dislike about Google My Business?

Don't have much control over reviews sometimes reviews can be incorrect or posted by our competitors. They have to verify those reviews before posting. Need more options to add more info about our business, the available options are not enough.

Review collected by and hosted on G2.com.

What problems is Google My Business solving and how is that benefiting you?

It helps businesses to generate more traffic and user make informed decisions. Making it free to use is a big help. Now it is easier to set up and able to see my listing performance. and it really helps us to generate website traffic.

REVIEW BY **DR. JEANETTE D**, PRESIDENT:

“GOOGLE MY BUSINESS IS AN EASY WAY TO SHOWCASE YOUR BUSINESS”

What do you like best about Google My Business?

Google My Business helps me connect with my current and prospective clients on Google. It allows me to update my hours of operation, share a description of my business, and showcase my services and products.

Review collected by and hosted on G2.com.

What do you dislike about Google My Business?

Nothing! Google My Business meets my needs by helping me to showcase my business on Google. It's easy to update my information and connect people to my website so they can book appointments with me

Review collected by and hosted on G2.com.

What problems is Google My Business solving and how is that benefiting you?

Google My Business helps me build local SEO and branding for my business. It helps people find me on Google and allows me to promote what I do so that people can become more familiar with my business.

CHAPTER III

METHODOLOGY

WHAT IS GOOGLE MY BUSINESS PROFILE?

Google Business Profile is a free business listing from Google. It allows you to provide details and photos of your business, including your location, services, and products.

Creating this free profile is a great way to increase your visibility across Google services. Information from your Google Business Profile may appear in Google Search, Google Maps, and Google Shopping.

Google Business Profile is only available to businesses that have contact with customers. This includes businesses with a physical location (like a restaurant or store) and businesses that provide services by meeting with clients in other locations (like consultants or plumbers).

If you have an online-only business, you'll have to stick to other Google tools like Google Ads and Google Analytics.

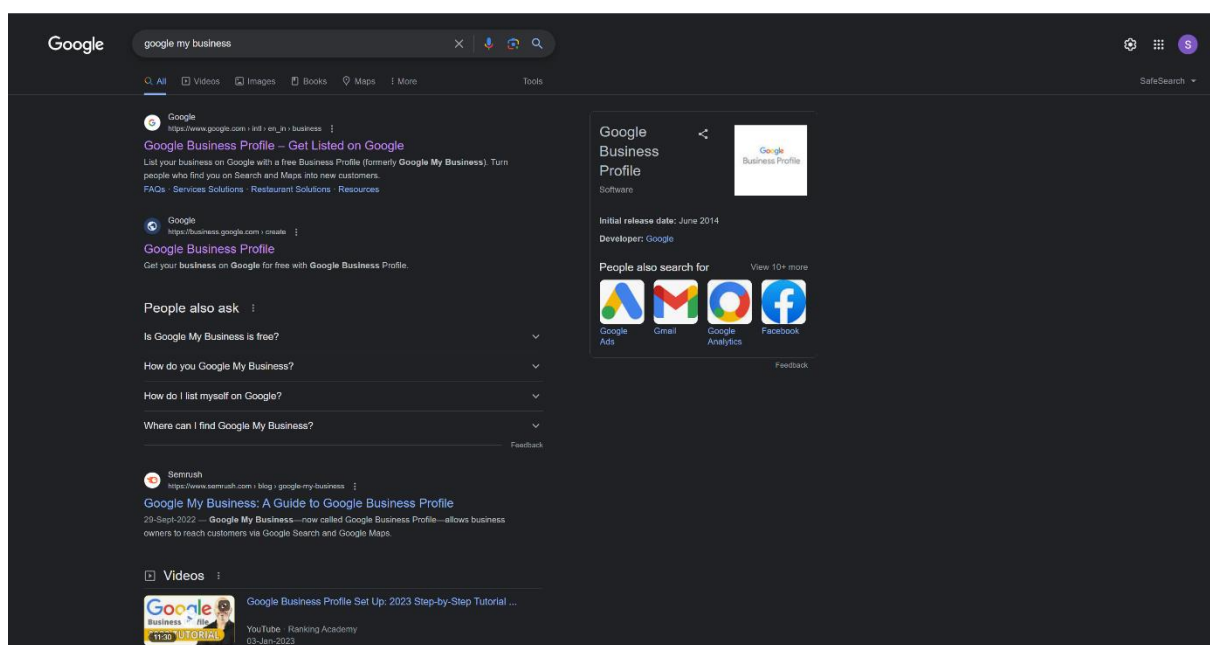
HOW TO USE GOOGLE MY BUSINESS (GMB):

Google is the world's most-visited website. The site currently holds more than 92% of search engine market share. Creating a Google Business Profile (formerly known as Google My Business) is an important way to attract new customers to your business through Google search and Maps.

WHY YOU NEED A GMB ACCOUNT:

Whether you're looking for foot traffic or web traffic, Google is the ultimate search referrer. A Google Business Profile helps ensure that people find your business when looking for products and services like yours in their local area.-

Your Google My Business listing shows searchers where and how to visit your business. A Google Business Profile also improves your local SEO. In particular, a listing for a local business is more likely to appear when people search for a nearby business using Google Maps.



CONTROL YOUR ONLINE BUSINESS INFORMATION:

Your Google My Business profile allows you to control and update your contact information, business hours, and other essential details as needed.

You can post updates to share that you've expanded services, temporarily closed, or fully reopened (an especially useful feature during emergencies like COVID-19). Google Business Profiles have strong local SEO, so the information you share will rank above third-party sites that might have out-of-date details.

BUILD TRUST THROUGH REVIEWS:

Your Google My Business profile allows you to control and update your contact information, business hours, and other essential details as needed.

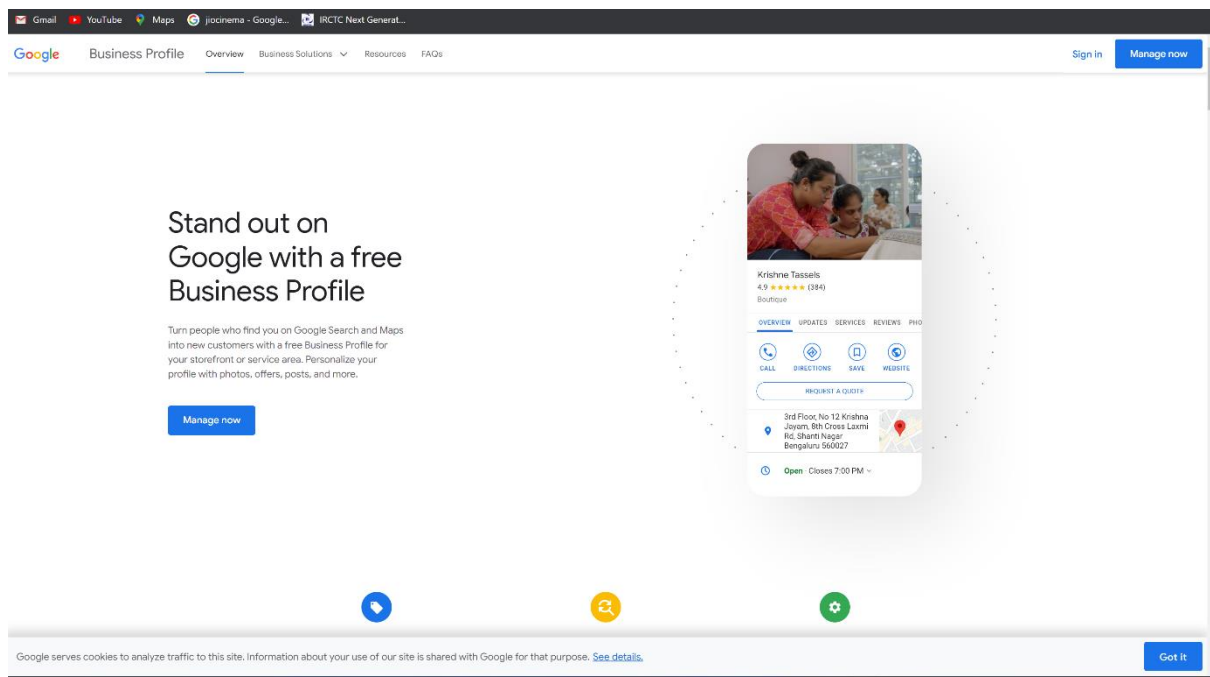
You can post updates to share that you've expanded services, temporarily closed, or fully reopened (an especially useful feature during emergencies like COVID-19). Google Business Profiles have strong local SEO, so the information you share will rank above third-party sites that might have out-of-date details.



HOW TO SET UP A GOOGLE BUSINESS PROFILE:

STEP 1: Sign in to Google Business Profile Manager

If you're already logged into a Google account, you're automatically logged into Google Business Profile Manager. Otherwise, enter your usual Google account login details or create a new Google account



STEP 2: Add your business

Enter your business name. If it does not appear in the drop-down menu, click **Add your business to Google**. Then select the appropriate category for your business and click **Next**.

business.google.com/create?skipLandingPage&service=ome&original_intent=GMB&omesrcexp=48778922&omec=EKqdoRcYASIBATIBAJABShMipL25o538gQMVF4TrCh3vRAXc

Google

Start building your Business Profile

This will help you get discovered by customers on Google Search and Maps

Business name*
No 1 clothing

Business category*
Clothing Shop

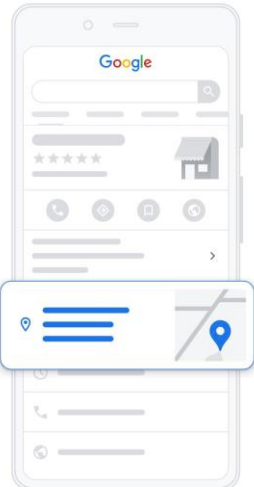
You can change and add more later

By continuing, you're agreeing to these [Terms of Service](#) and [Privacy Policy](#)

Next

STEP 3: Enter your location

If you have a physical location customers can visit, select Yes. Then add your business address. You may also be asked to position a marker for the location on a map. If your business does not have a location customers can visit but offers in-person services or deliveries, you can list your service areas. Then click next



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

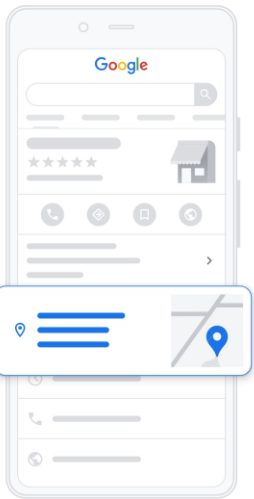
This location will show up on Google Maps and Search when customers are looking for your business

☒ Yes

☐ No

Next

If you didn't enter a physical address, Google will ask you to specify which region you're based in. Choose from the drop-down menu and click Next.



Enter your business address

Add a location where customers can visit your business in person

Country/Region
India

Street address
Near bus stand ,ponnamapet

+ Add address line (optional)

Town/City
salem

Pincode
636001

State
Tamil Nadu

Next

Where are you located?

Drag and zoom the map and position the marker on the exact spot where your business is located.

Next

STEP 4: Fill in your contact information:

Enter your business phone number and website address so customers can reach you. If you prefer not to be reached by phone, you don't have to enter a phone number. When your info is complete, click Next

What contact details do you want to show to customers?

Help customers get in touch by including this info on your listing

Phone number

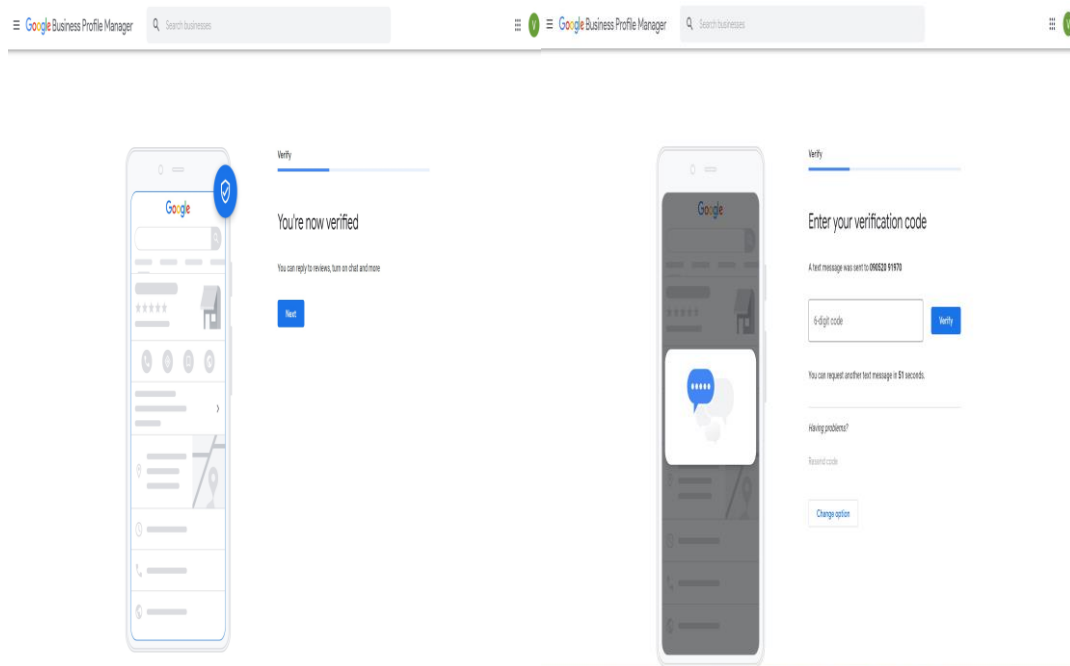
Country code: IN Phone number:

Website (optional):

Next

STEP 5: Verify your business:

Enter your real physical address, not a post office box. This information is only used to verify your business and is not displayed on your Google Business Profile or shared with the public.



Enter your address and click Next. You'll be offered the applicable options for verifying your account. Physical businesses will need to get a postcard by mail to verify their location. Service-area businesses can be verified through an email address.

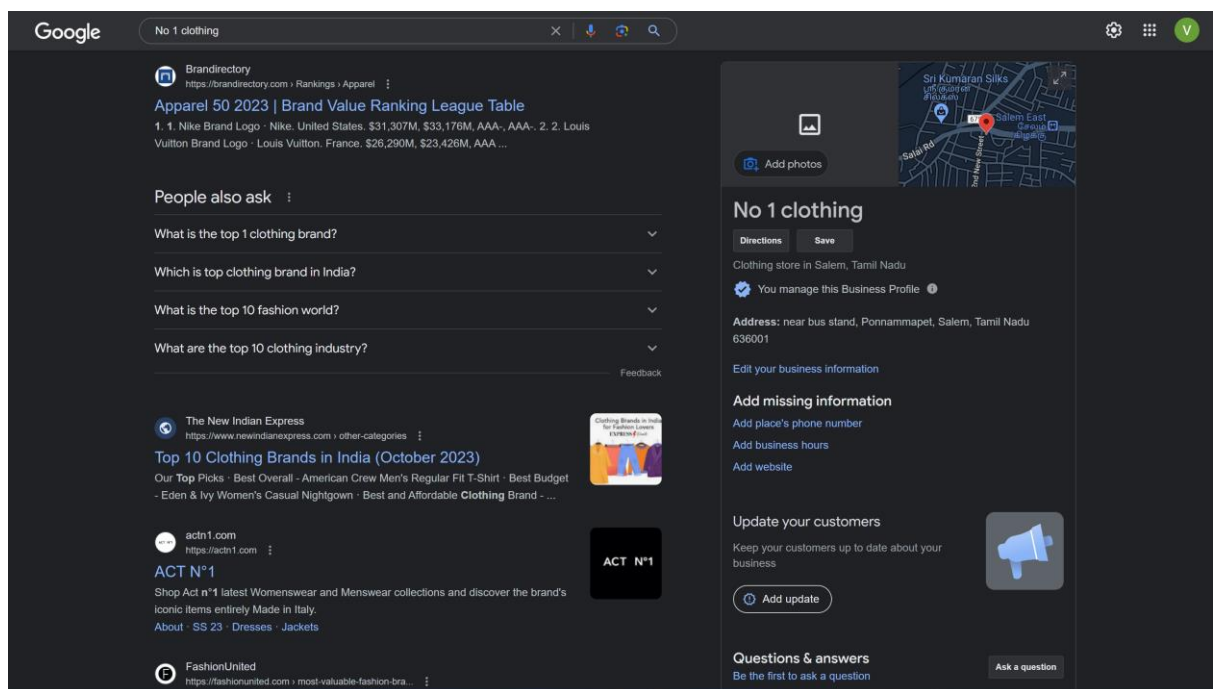
Once you receive your five-digit code, enter it on the next screen (or go to <https://business.google.com/>) and click Verify or Verify business.

You'll get a confirmation screen showing you're verified. On that screen, click Next.

STEP 6: Customize your profile:

Enter your business hours, messaging preferences, business description, and photos. (We'll get into the details of how to optimize your profile content in the next section of this post.)

When you're ready, click Continue. You'll find yourself in the Business Profile Manager dashboard.



From here, you can manage your business profile, view insights, manage reviews and messages, and create Google ads.

HOW TO OPTIMIZE YOUR GOOGLE MY BUSINESS PROFILE

GOOGLE DETERMINES LOCAL SEARCH RANKING BASED ON THE THREE FACTORS:

a. RELEVANCE:

How well your Google My Business listing matches a search

b. DISTANCE:

How far your location is from the search or searcher

c. PROMINENCE:

How well-known your business is (based on factors like links, number of reviews, review score, and SEO)

VERIFY YOUR LOCATION(S):

Verified business locations are “more likely to show in local search results across Google products, like Maps and Search.” Including a verified location also helps improve your score for the distance ranking factor.

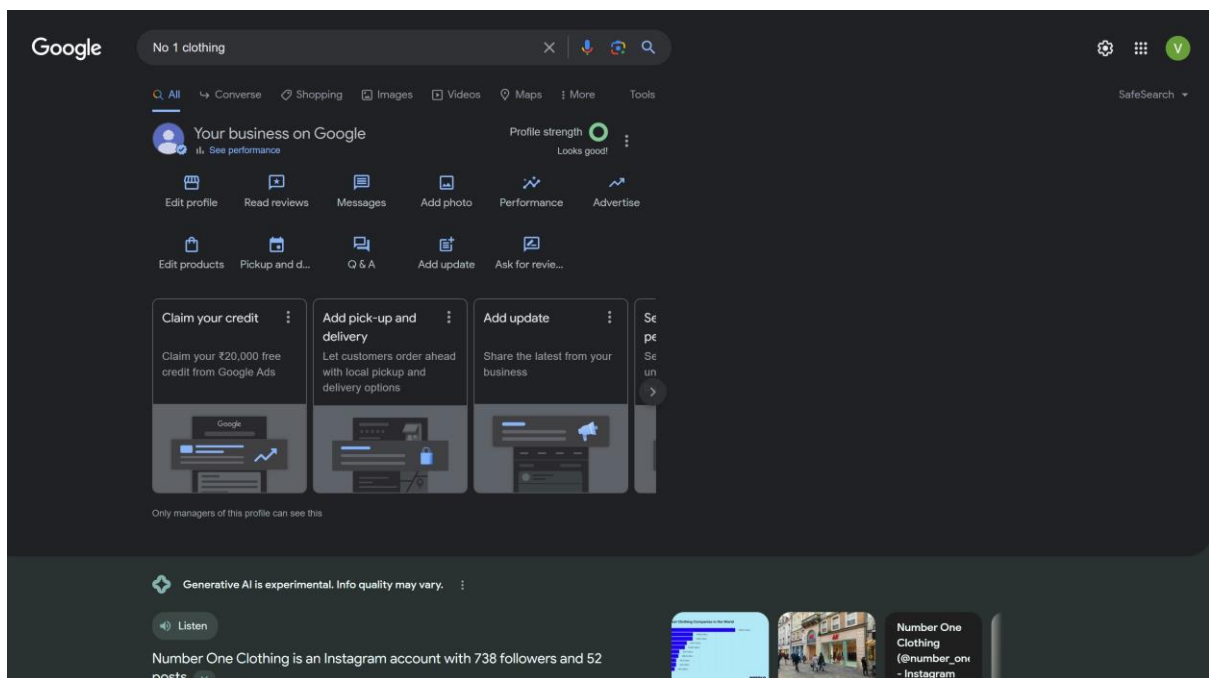
If you skipped over verifying your location in the account creation steps above, request your verification postcard now at <https://business.google.com/>.

ADD REAL IMAGES AND VIDEOS OF YOUR BUSINESS:

Your Google Business Profile includes a logo and cover photo. Use images consistent with those on your social profiles to make it easier for people to recognize your brand.

But don't stop there. Add images and videos to showcase your location, work environment, and team.

If you run a clothing store, post pictures of your offers, dress, and store. Make sure they look appetizing, professional, and aren't low res. According to Google, businesses with photos receive more requests for directions and more clicks through to their websites.



1. From the dashboard, click on Photos in the left menu.
2. Start by adding your logo and cover photo. You can upload an image, choose one from your Business Profile albums, or choose a photo in which your business is tagged.
3. To add more photos, click At Work or Team in the top menu of the photos page.
4. To add videos, click the Video tab at the top of the photos page.

INCLUDE KEYWORDS IN YOUR PROFILE:

Using the right keywords will improve relevance. Not sure where to start? Try Google Trends or Keyword Planner.

Google Analytics, Hootsuite Insights, and social monitoring tools can also help you uncover terms people use to search for your business. Incorporate them in a natural way into your business description. Don't stuff keywords or use irrelevant ones – this can actually hurt your search ranking.

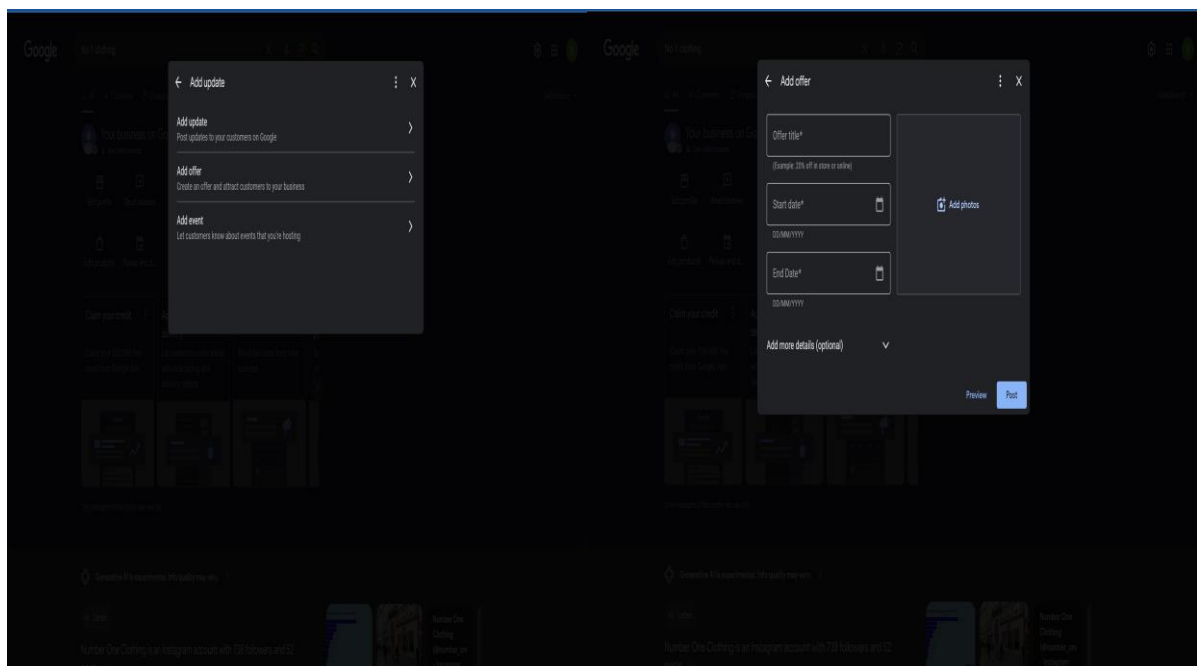
ENCOURAGE AND ANSWER REVIEWS AND QUESTIONS:

People trust other people more than they trust businesses. A good review can be the deciding factor that tips prospective customers in your favor. Reviews also improve your Google ranking.

The best time to ask for a review is after providing a great experience. To make it easier, Google provides a direct link to ask customers to review your business.

TO CREATE AND SHARE GOOGLE MY BUSINESS POSTS:

1. From the dashboard, click Posts in the left menu.
2. Click Create post
3. Choose which type of post you want to create: An offer, information about What's New, an event, or a product. Each type of post has different information to complete



CHAPTER IV

PRESENTATION OF RESEARCH

(CONCLUSION)

In 2020, Google My Business optimization is one of the key skills a local marketer needs. But, while we know how important an optimized Google business listing is, we were curious – what do industry leaders really think of GMB?

We set out to discover how some of local SEO’s leading voices are using Google My Business for local business success – and whether it’s as much of a blessing as it seems. We reached out to 22 local SEO professionals to find out how they use GMB, and to hear their expert opinions on what could be done to make this even more useful.

As with our previous Expert reports on link building for local businesses and citations, we’ve collated quantitative data on the importance and usage of Google My Business, and collected quotes from our esteemed experts. We hope this information helps the wider community understand how GMB is used and valued by those who know it best.

Thank you to the expert panel for sparing their time and sharing their expertise with our readers. A further thank you to Claire Carlile for lending her brain to ensure the questions were as accurate and illuminating as possible.