



GOOGLE MY BUSINESS / SEARCH ENGINE LISTINGS

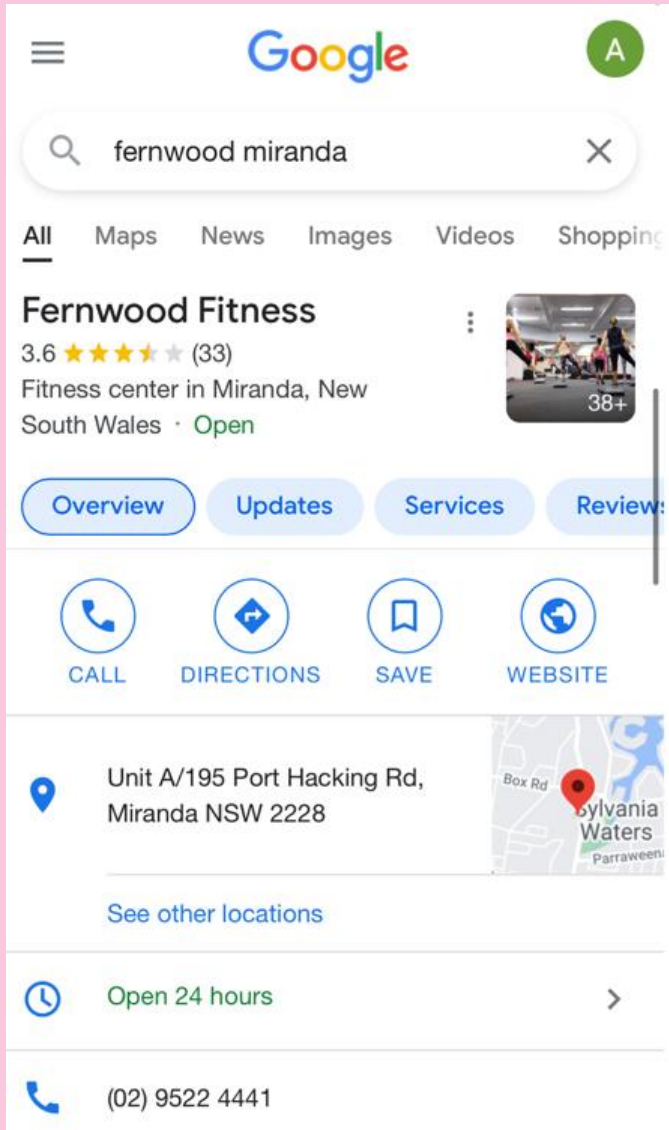
PRESENTED BY ALISON GREGO

TODAY WE'LL BE COVERING

- What is a Google Business Listing
- Difference between a Google Business Listing + a Google Ad
- Managing your Google Listing (and other search engine listings) on **Uberall**
- Why it's important to manage your Google / search engine listings
- Promoting positive reviews



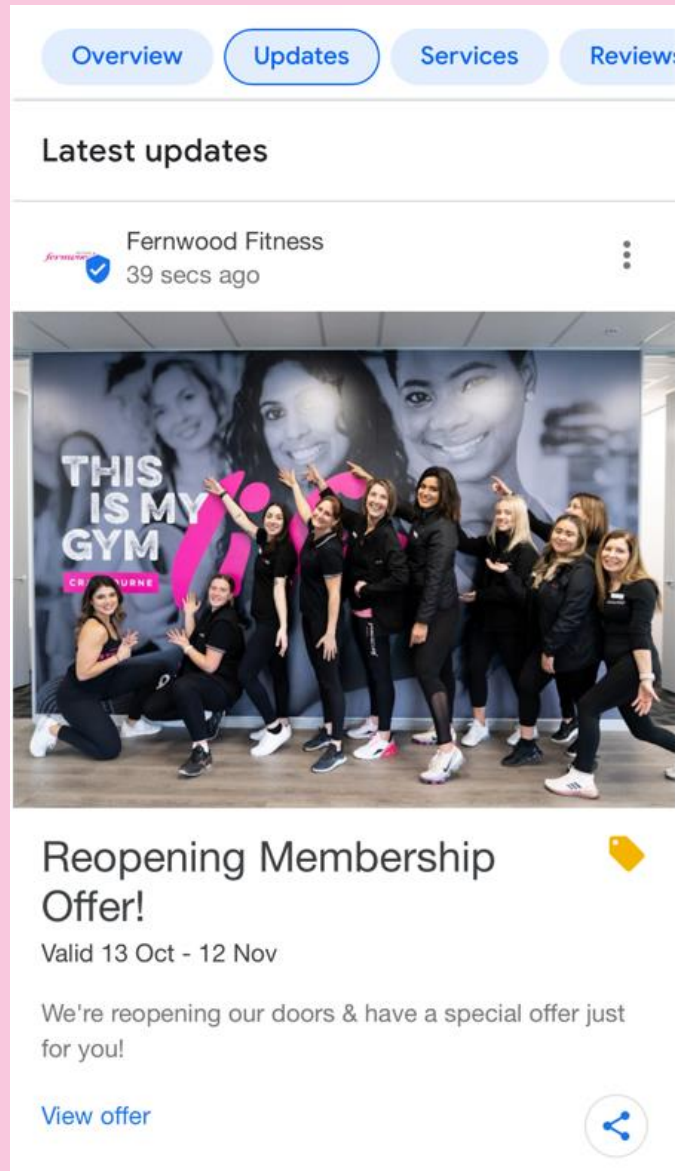
What is a Google business listing?



- A free (non-paid/organic) listing that appears for your club on Google.
- Users can leave reviews on your Google business listing.
- You can do the following on your business listing:
 - ✓ Respond to reviews
 - ✓ Update your opening hours
 - ✓ Add photos & videos
 - ✓ Create offer posts

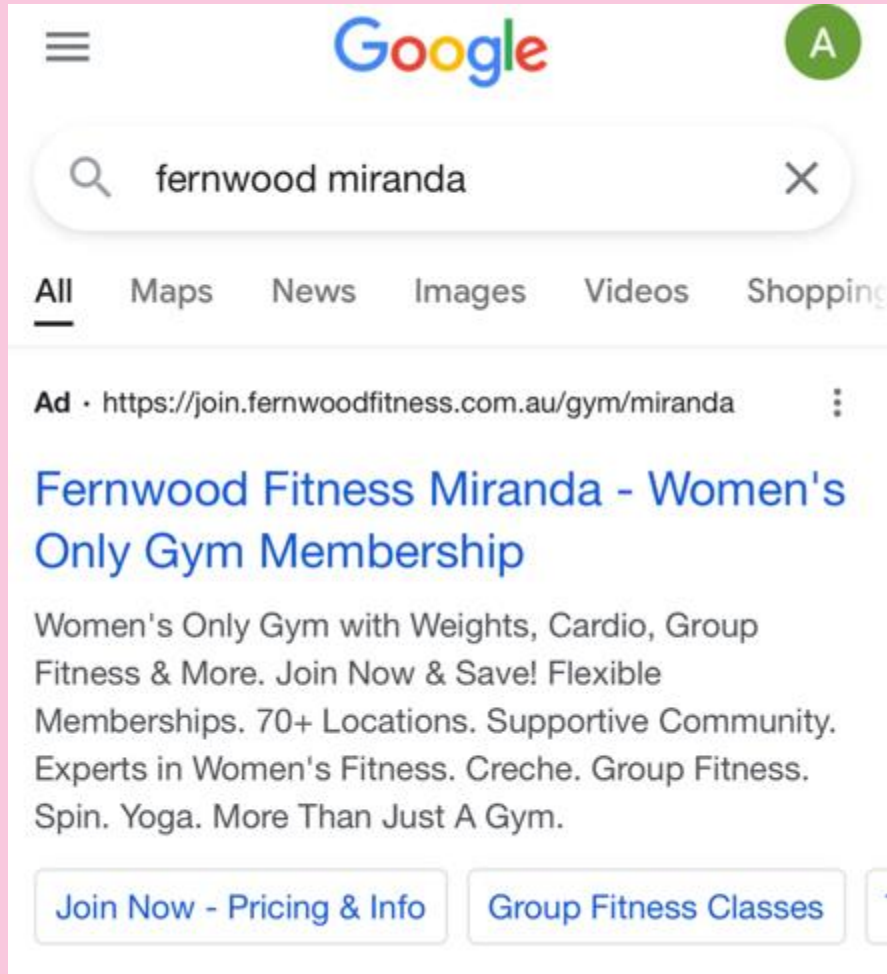


What is a Google business post?



- You can **publish offer posts** on your Google business listings
- These appear within the 'updates' tab of your Google listing (on mobile).
- Great opportunity to **generate leads** from users interacting with your listing.

What is a Google ad?



- A Google Ad is **different** from your Google business listing (and the offers you post on your Google business listing).
- A **Google Ad is paid to appear** in search results, whereas your Google business listing organically appear.

What is Uberall?



- Uberall is a platform that allows clubs to update opening hours, add photos/videos & publish offer posts on your Google business listing.
- The *updates you make via Uberall appear on Google AS WELL AS all other search engines* where your club appears too!
- You can also use Uberall to manage & respond to your club online reviews from Google, Bing, Apple Maps and other search engines, all in one place.



Uberall ensures you stay up to date everywhere!

Google



Fernwood Fitness

Website Directions Save

4.4 ★★★★★ 20 Google reviews

Gym in Robina, Queensland

You manage this Business Profile

Located in: Robina Town Centre

Address: Shop 3/86 Robina Town Centre Dr, Robina QLD 4226

Hours: Closed - Opens 5:30AM Mon

Phone: (07) 5593 0938

Hours or services may differ

Edit your business information - Manage this listing

Add missing information

Add appointment link

Know this place? Share the latest info

Questions & answers

See all questions (3)

Ask a question

Reviews from the web

4.8/5 Facebook 48 votes

Bing

Fernwood Fitness

Physical Fitness Facilities & Fitness Trainers



Directions

Website

Classes

Address: 602 Whitehorse Road, Mitcham Victoria 3132

Phone: 03 9874 2244

Hours: Closed - Opens tomorrow 7 AM - Hours or services may vary

User reviews



15 Mar 2020

I have been a member at Fernwood Mitcham for 7 years and this ... Full review

5 Mar 2020

Esther's ZUMBA classes are awesome must try Full review

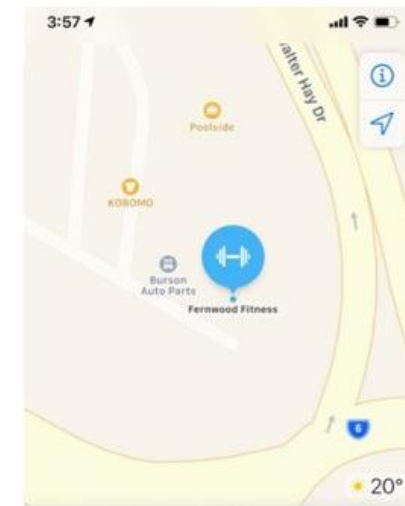
13 Dec 2019

great gym. close from home. fantastic facilities, love the gym ... Full review

See all 53 Facebook reviews



Apple Maps



Fernwood Fitness

Fernwood Women's Health Clubs

Gym - 1,900 km

Directions

19h 58min, drive

Hours

Every Day

Open 24 hours

Address

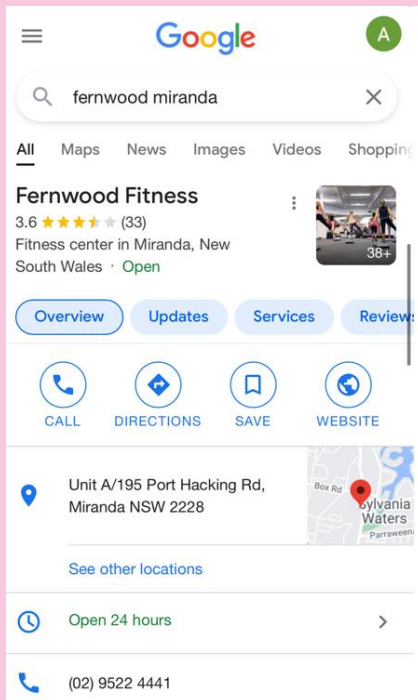
8 Selkirk Drive

Noosaville QLD 4566



SO...

why is it important to manage + update your clubs search engine listings?



- ✓ Google (and other search engines) **reward businesses that frequently update** their business listing and respond to reviews.
- ✓ By responding to your reviews, updating opening hours, adding new photos & posting offers – this **builds your listings creditability** within the search engine, which will in turn **improve your ranking and visibility** within search results.
- ✓ An up-to-date listing **builds trust** with current and potential members.



How do I encourage my members to leave positive Google reviews?



- A **higher star rating** on Google also **improves your clubs listing visibility** in search results.
- Encourage your members to leave a positive review on your clubs Google business listing.
- Promote to your members via **email, social pages** or **QR code poster** in club.
- 2021 google review – **email template in Talkbox** for club use.
- Link directly to your clubs Google business listing or ask Nathan to create a '**Review Website Page**' for your club.





THANK YOU!

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