

Optimizing GMB



Google My Business

Bruce Jones

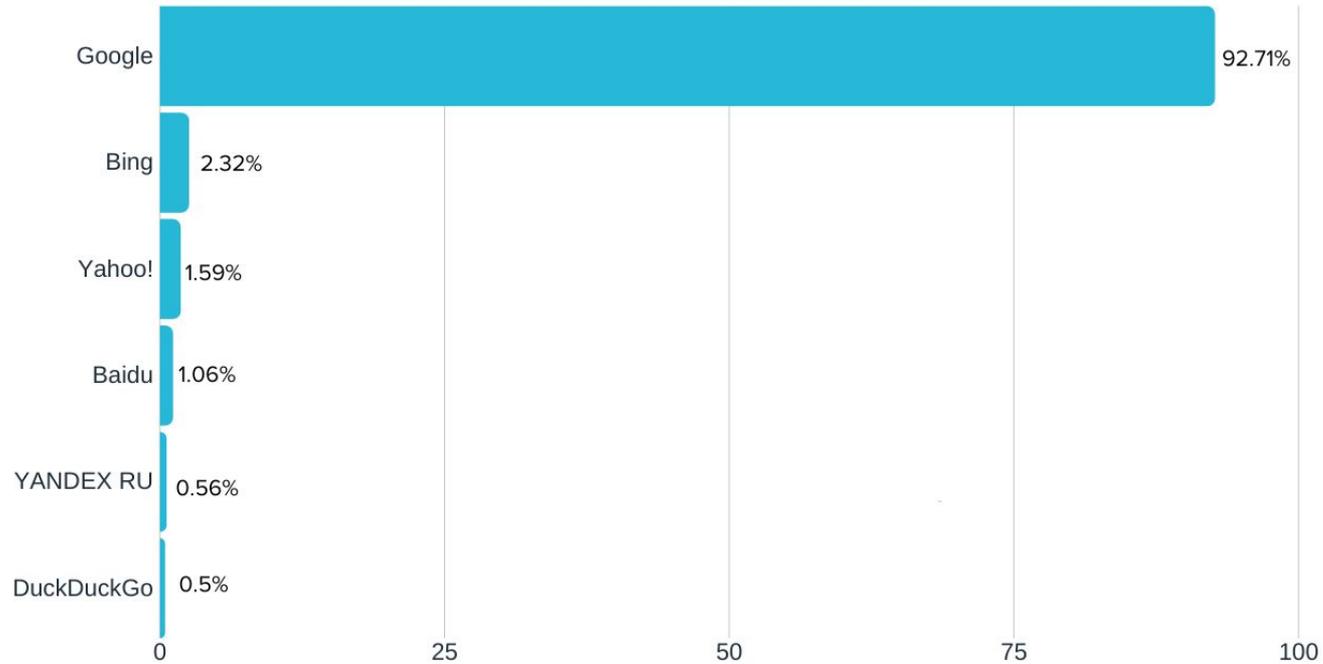
What is SEO?

Tricking ~~search engines~~ Google into thinking your website or web page is the right answer to a search query

What's the easiest way to do that?

Be Right Answer!

Search engine market share in 2019

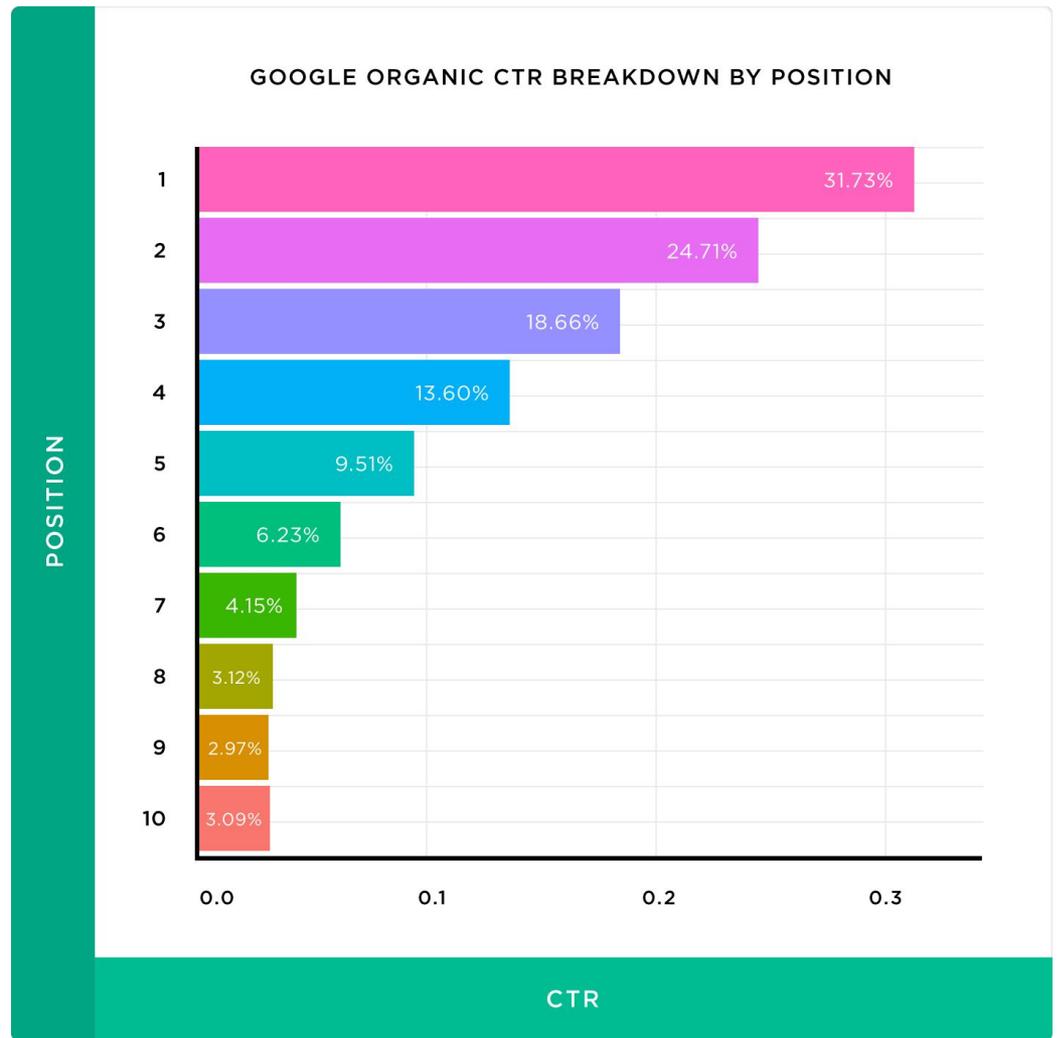


Source: Gs.statcounter.com



Do You Need To Be #1?

If you want to win the game of SEO the answer is **YES**



Google Facts

- Over 90% of people use Google, forget that any other search engine exists, except for YouTube perhaps. (BTW Google owns YouTube)
- Less than 10% of people click on Google ads.
- 49% of Google searches = no click to a website.
- More than ½ of Google searches are done on mobile devices.
- 0.78% of Google searchers clicked on something from the second page.
- 58% of consumers use voice search to find local business information.
- 32% of Google My Business listings are unclaimed.
- 42% of businesses have created at least 1 Google My Business post.
- 40.4% have never created a post.
- 17.5% of businesses had an active post in the last 7 days.

Google Failures Can Be Timely Opportunities

Ride the wave while it is up!

If you wait until everyone is doing it, everyone **will be** doing it.

Google Authorship

[Google Venice update showing locally targeted organic results](#)

www.blogstorm.co.uk/google-venice-update-showing-locally-targete...

29 Feb 2012 – **Google** is rolling out the **Venice update** this week and has buried the information in a long list of 40 algorithm changes. In reality **Venice** is a ... **My face.**

[Google Venice Update – Big Changes Based On Locality | PPC Blog](#)

www.ppcblog.co.uk/.../google-venice-update-big-changes-based-on-...

Google Venice Update – Big Changes Based On Locality. posted by PPC Blog on February 29th, 2012. in SEO. While a lot of folk seem to be discussing the link ...

[Verve Search » Blog Archive » The Google "Venice" Update ...](#)

www.vervesearch.com/.../google.../the-google-venice-updat...



by Ben Holbrook

9 Mar 2012 – The **Google Venice update** is set to "promote" local businesses in the SERPS, but what does this mean for national players?

[Rocktime Social Blog: Google Venice update and Local Search](#)

blog.rocktime.co.uk/.../google-venice-update-and-local-search.html

Google Plus



Google Glass



What Is The Future?

Drink The Google Kool-Aid

And Google
will reward you with
better search rankings.



3 Parts of SEO

1. **Keywords** - Identify what people are searching for.
2. **Content** - Use those phrases naturally in everything you do online.
3. **Backlinks** - Get backlinks to your website from good related websites

Keyword Tools

- Listen to your customers, what are they asking for?
- Google Instant - What does Google Suggest?
- Google Trends <https://trends.google.com/trends/>
- Keywords Everywhere \$10 <https://keywordseverywhere.com/>
- Ubersuggest <https://neilpatel.com/ubersuggest/>
- More here: <https://1on1seotraining.com/100-free-seo-tools-resources/>

That Was Google Then

car insurance

Web Maps News Images Shopping More Search tools

About 391,000,000 results (0.44 seconds)

Amica® Car Insurance - amiacoverage.com
Ad www.amiacoverage.com/Car+Insurance
An Official Amica® Insurance Site. We're here 24/7. Call for a Quote!
Amica Insurance has 432 followers on Google+

Allstate® Car Insurance - allstate.com
Ad www.allstate.com/car_insurance/
Drivers who switched saved \$498/yr. On Car Insurance. Quote Today!
Allstate Insurance has 5,197 followers on Google+

\$19 for Car Insurance? - GEICO.com
Ad www.geico.com/
4.1 ★★★★★ rating for geico.com
Inconceivable! Quote with GEICO, See How Much You Could Really Save.
Ratings: Ease of purchase 10/10 - Policy selection 9/10
GEICO Insurance has 19,986 followers on Google+
Get a Quote - 75 Years of Service - Join the Millions - Discounts

Auto Insurance - Progressive
www.progressive.com/auto/
Progressive Corporation
Get the coverage you need, for the price you want. Start a car insurance quote today with the details you know offhand.
Comparison Rates - Coverages - Cheap Car Insurance - Name Your Price

You Could Save Over \$500 on Car Insurance - Get a ... - ...
https://www.geico.com/getaquote/auto/
GEICO
Get a free car insurance quote in 15 minutes or less and see how much you could save today on auto insurance. Start your free car insurance quote now.

Auto Insurance & Car Insurance Quotes—Allstate
www.allstate.com/auto-insurance.aspx
Allstate
Customized car insurance coverage options, discounts galore and amazing features. Get a free online quote and speak to a dedicated Allstate agent.

2015

\$29 Cheap Car Insurance
Add
utah.usautoinsurancenow.com/
Cheapest Utah Car Insurance.
Lowest Rates From \$28.99 / Month!

\$24 Cheap Car Insurance
car.insure.com/Utah
(800) 861-0652
Save on Utah Car Insurance.
UT Rates as Low as \$23.99 a Month!

2014's Cheapest Insurance
car-insurance.quote4lab.com/Utah
Get a Free Quote & Save 55-75%
Rates from only \$19. Utah Only!

Progressive Car Insurance
www.progressive.com/
3.9 ★★★★★ rating for progressive.com
Named #1 Car Insurance Website.
Get A Free Online Quote Now.

*** \$19 Auto Insurance**
www.general-car-insurance.com/
Save 55% - 75%. New 2014 Discounts.
Super Cheap. Get a Free Quote!

Nationwide® Car Insurance
www.nationwide.com/California
Get Car Insurance in CA From A
Company You Can Trust. Quote Now!

21st Century Insurance
www.21st.com/

This Is Google Now

Google car insurance

About 1,170,000,000 results (1.13 seconds)

2020

- Ad** - [www.progressive.com](#) • Progressive® Car Insurance | Switch & Save \$796 on Avg/yr
Get a Progressive Car Insurance Quote & Start Saving! Tap Online Today!
- Ad** - [www.libertymutual.com](#) • Liberty Mutual® Car Insurance | Our Prices Have Dropped 19%.
Great Coverage From Liberty Mutual! Get Your Free Auto Insurance Quote Online!
- Ad** - [www.geico.com](#) • GEICO Car Insurance | Free Car Insurance Quote
Don't Overpay for Car Insurance. Switch to GEICO and you could Save Today!
- Ad** - [www.esurance.com](#) • Esurance® Car Insurance | Simple, Fast, and Affordable
Get Insurance That's surprisingly perfect in just a few minutes.

Naperville Car Insurance Quotes
No reviews • Auto insurance agency
2726 Wendy Rd
Open 24 Hours • (708) 339-6155

Farmers Insurance - Mark Tyonis
No reviews • Auto insurance agency
527 E 7th St
Closed • Opens 9AM Mon • (708) 348-6292

Louis Joe DiMaggio: Allstate Insurance
4.8 ★★★★★ (11) • Auto insurance agency
22 Pasco St #108
Closed • Opens 9AM Mon • (630) 348-3452

[More places](#)

www.allstate.com • auto insurance • Car Insurance | Get An Auto Insurance Quote | Allstate
Car insurance quotes from Allstate are just a few clicks away. Find auto insurance coverage options, discounts, and more.

Reasons To Optimize Your GMB

- Your business is WAY more likely to come up at the top of Google search results.
- Opportunity to show off your best work.
- Your prospects will see how you treat your existing customers.
- Can highlight your events and promotions.
- Makes it easier for people to get directions to your location.

Results From **My Customers**



Results From **My Customers**

Google My Business

Congratulations, your photo got 500 views



Your next photo could get even more views if you post:

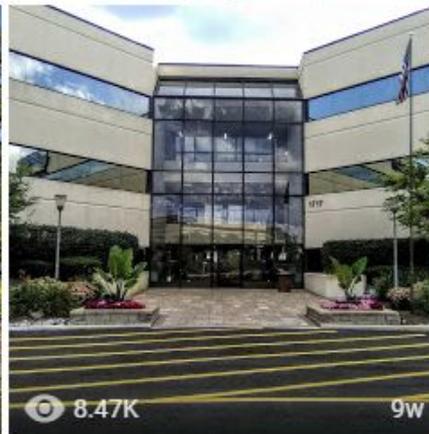
-  Photos of your staff or products to showcase what makes you unique
-  An exterior photo so people can recognize your business when they visit
-  A distinctive profile image to appear beside your posts or review responses

[Upload more photos](#)

 [Visit Google My Business Help](#) to learn more about Photos.



Photos that are **Real** get better **Results**



Google Gives You The Answers

Google My Business



Your 46 photos got 59229 total views in the last month

This was your most popular photo in that period:



1343 views

90% of customers are more likely to visit a business that has added photos to their Google listing.*

[Go to my photos](#)

Claim Your Google My Business Listing

Google

Huntley Plumbing & Heating windsor co

All Maps News Shopping Images More Settings Tools

About 91,000 results (0.50 seconds)

Huntley Plumbing & Heating 6906 Rodney St Windsor, CO Plumbers ...
<https://www.mapquest.com/us/colorado/huntley-plumbing-heating-352948300> ▼
Get directions, reviews and information for **Huntley Plumbing & Heating** in Windsor, CO.

Huntley Plumbing - Windsor, CO - Plumbers in Windsor, Colorado
<https://www.manta.com/.../Plumbers-and-Plumbing-Contractors> ▼
Get information, directions, products, services, phone numbers, and reviews on **Huntley Plumbing** in **Windsor, CO**. Discover more **Plumbing, Heating**, and ...

Huntley Plumbing & Heating, Windsor, CO 80550-2521 | - Yellowbook
www.yellowbook.com/profile/huntley-plumbing-and-heating_1880388524.html ▼
Find **Huntley Plumbing & Heating** in **Windsor, CO 80550-2521** on Yellowbook. Get contact details or leave a review about this business.

Huntley Plumbing & Heating in Windsor, CO | Whitepages
<https://www.whitepages.com/.../CO/Windsor/huntley-plumbing-heating/b-1102dif> ▼
View contact info, business hours, full address for **Huntley Plumbing & Heating** in **Windsor, CO 970-217-6776**. Whitepages is the most trusted online directory.

Huntley Plumbing & Heating ★
Plumber in Windsor, Colorado

Address: 6906 Rodney St, Windsor, CO 80550-2521
Phone: (970) 217-6776

Suggest an edit · Own this business?

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

See outside

Steven St
Frontier Glove
Alexander D

15

Already Claimed? Request Access

This listing has already been claimed

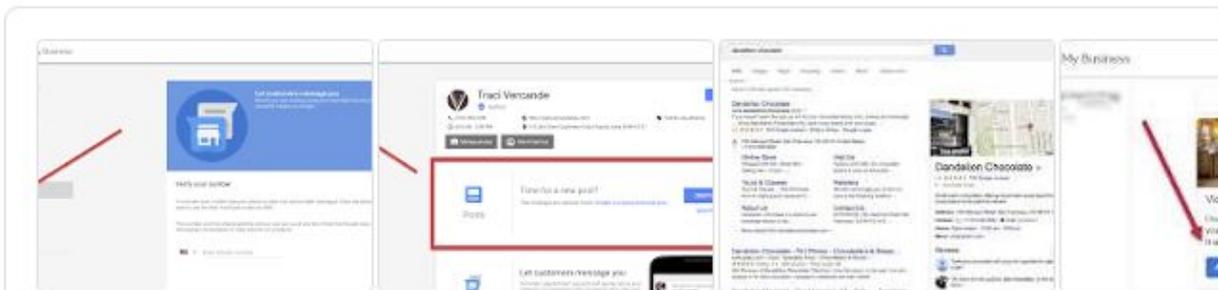
This listing has already been verified by vi...@gmail.com. If you own this email address, follow the [Account Recovery help guide](#).

If you still want to add this listing to your account, you can request access from the current owner. [Learn more](#).

If you would like to update this listing's information on Google, you can also [report a problem](#), which will be reviewed more quickly.

[Request Access](#)

Create A New GMB Listing



Create a Google My Business Listing

1. Step 1: Log into the **Google** Account you want associated with your **business** (or **create a Google** Account if you don't already have one).
2. Step 2: Go to **google.com/business** and select **"Start now"** in the top right-hand corner.
3. Step 3: Enter your **business** name.

Apr 27, 2018

blog.hubspot.com › [marketing](#) › [google-my-business](#)

[The Ultimate Guide to Google My Business - HubSpot Blog](#)

Manage Your Google My Business Listing

Google My Business

Overview

Business Profile

Website

FAQ

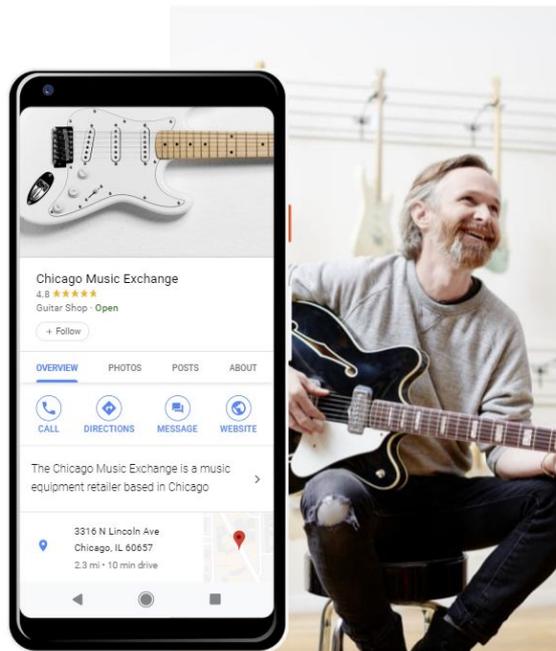
Sign in

Manage now

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



Google My Business Dashboard

Google My Business

Search locations

1ON1 SEO Training
362 Meadow Green Drive
Naperville, IL 60565

Home

Posts

Info

Insights

Reviews

Messaging

Photos

Products

Services

Website

Users

Create an ad

Add new location

Manage locations

Linked accounts

Settings

Complete your recommended tasks to reach your goals on Google

View plan

Claim your \$100 free advertising credit

Marketing consultant in Naperville

Ad - <https://1on1seotraining.com/>

1ON1 SEO Training - Advertising Strategies & More

Getting started is simple - we walk you through every step. Set your own budget and only pay when people click your ad. [Learn more](#)

Claim your credit

PERFORMANCE

Views

247

Searches

212

Activity

862

Search views

157 (+5%)

Get more reviews

Share your Business Profile and get new reviews from customers

Share review form

Get custom email you@yourbusiness

Give everyone on your team a professional Gmail address with G Suite. [Learn more](#)

Get started

Your latest post

Learn how to search engine optimize your website and Google My Business listing with your own...
[Learn more](#)

2 minutes ago



Pick The Right Business Category(s)

- The first category is the most important.
- You can pick additional categories if they match what you do.

<https://1on1seotraining.com/google-my-business-categories/>

- Make a list and research what kind of companies come up for those categories.
- Decide on your main category and make sure your website mentions you do that.
- Be careful changing categories afterwards.

Get Your **Address** Right

- Realize that 123 Main St. and 123 Main Street are different.
- Best to start with the official address from the Post Office.
- That address should match everywhere, GMB, your website, Facebook etc.

<https://tools.usps.com/zip-code-lookup.htm?byaddress>

- Check your Name, Address & Phone (NAP) citations at Moz Local.

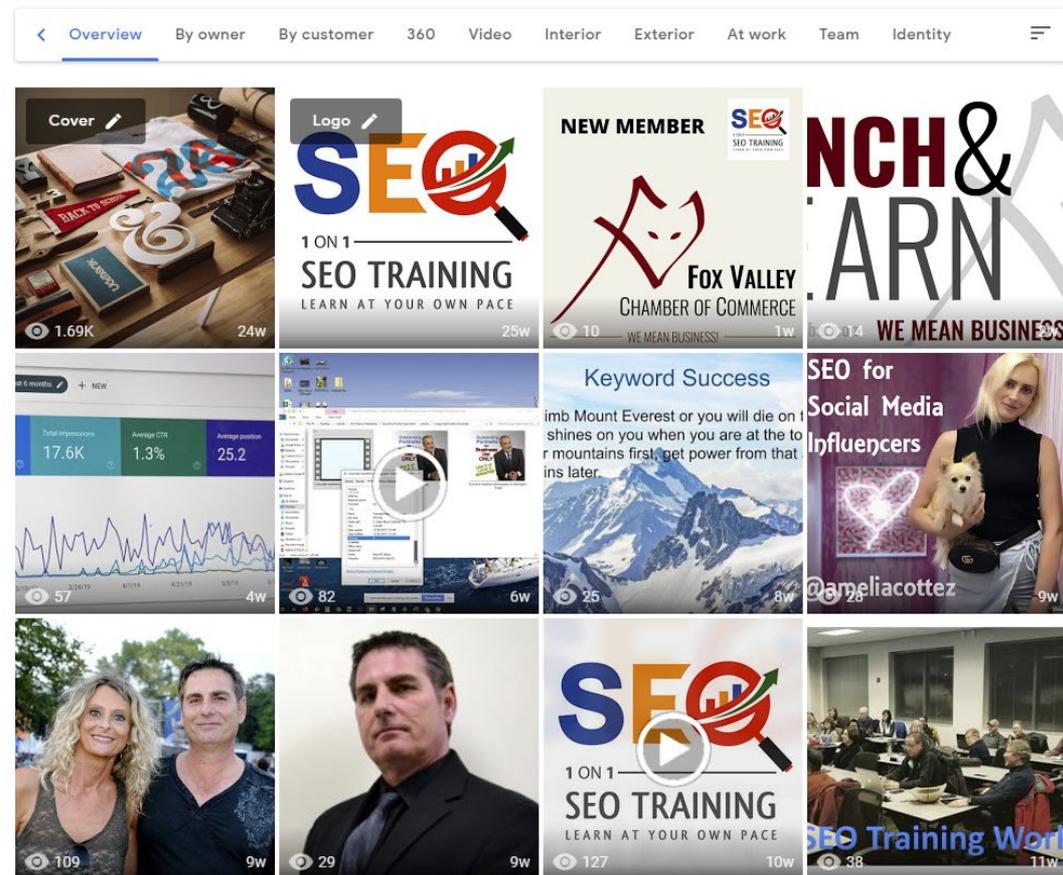
<https://moz.com/checkout/local/check>

Fill In **ALL** The Blanks That You Can

- Don't use service area unless you plan on hiding your address.
- You should add your business start date.
- Add your business hours and update your holiday hours as Google asks.
- Appointment link if you have one.
- Products & Services can also be added.
- Are you a veteran or woman owned business? There is a spot for that.
- Keep on the lookout for new spots to fill in the blanks.

Google My Business Photos

- Add 3-5 images in each category.
- Can also add videos
- Continually add more photos.
- Stock images are frowned upon and sometimes rejected.
- Be real and original
- Customers can also post images to your profile.



Optimizing Images

- You should describe the image and if you can include keywords.
- Don't be spammy.
- File name is the most important spot.
- Right mouse click, properties then details tab.
- You can add GPS location too.



Ps 10 Steps To Optimize Your Google My Business Profile f... X

General Security Details Previous Versions

Property	Value
Description	
Title	optimizing your Google My ...
Subject	Google My Business optimiz...
Rating	★★★★★
Tags	GMB seo; google my busin...
Comments	woman on laptop doing digi...
Origin	
Authors	10N1 SEO Training
Date taken	
Program name	Canva
Date acquired	
Copyright	Bruce Jones
Image	
Image ID	
Dimensions	940 x 788
Width	940 pixels
Height	788 pixels
Horizontal resolution	96 dpi

[Remove Properties and Personal Information](#)

OK Cancel Apply

Google My Business Posts

- Can post updates, events, offers and products.
- Updates expire in 7 days
- Events and offers expire on event date or offer expiration.
- Add this to your calendar, it is the most important activity you can do.

The screenshot shows a Google My Business interface. At the top, there are four buttons: 'Add Update' (gear icon), 'Add Event' (calendar icon), 'Add Offer' (tag icon), and 'Add Product' (shopping bag icon). Below these are tabs for 'All', 'What's new', 'Events', and 'Offers'. The main content area displays a post from '1 ON 1 SEO TRAINING' posted 2 hours ago. The post includes a logo, contact information (bruce@1on1seotraining.com, 1on1seotraining.com, 630-330-2780), a description of personalized weekly SEO training, and a list of benefits. A 'Learn more' button is at the bottom of the post. On the right side, a summary box shows 'Your posts', 'New views this week' (39), and 'Updated just now', with a link to 'Reach more customers through posts'.

Add Update | **Add Event** | **Add Offer** | **Add Product**

All | What's new | Events | Offers

Posted 2 hours ago

1 ON 1 SEO TRAINING
LEARN AT YOUR OWN PACE

bruce@1on1seotraining.com · 1on1seotraining.com · 630-330-2780

We offer personalized weekly SEO training classes for small business owners & entrepreneurs online or in person. Optimize your website step by step with your own SEO tutor and learn all the steps needed to do it next time.

What You Get When We Work Together

- 4 hours of personalized one on one SEO training every month
- A link to past recorded audio and screen share sessions
- Homework assignments to continue learning and practicing on your website
- An expert with over 15 years of experience on call to ask questions between classes
- Set up monthly progress reports to be emailed to you every month
- A search engine optimized website and the knowledge to improve things yourself
- Copies of any templates, presentations and other training material used in classes
- Access to any of the free SEO tools we use during our classes
- A roadmap to success for your business spelled out step by step
- I am an accountability partner to make sure we reach our goals

Learn more at <https://1on1seotraining.com>

Learn how to search engine optimize your website and Google My Business listing with your own personal SEO tutor. Classes are one hour a week either online or in person. Use the link below to find out more.

Learn more

Your posts

New views this week

39

Updated just now

Reach more customers through posts

1 ON 1 SEO TRAINING
LEARN AT YOUR OWN PACE

Google Reviews

- Review score and number of reviews are a ranking factor.
- Responding to reviews show your prospects how you treat your customers.
- Answer all reviews as the business, good or bad.
- Cultivate more reviews as part of your business processes.



naperville web design



[All](#) [Images](#) [News](#) [Maps](#) [Shopping](#) [More](#) [Settings](#) [Tools](#)

About 5,390,000 results (0.91 seconds)



Rating ▾ Hours ▾

PixelPeople

5.0 ★★★★★ (6) · Website designer

50 S Main St #200

Closes soon · 5PM · (877) 860-3903

★ Saved in Starred places



WEBSITE



DIRECTIONS

SECOND CITY WEB DESIGN, INC.

No reviews · Website designer

50 S Main St #200

Closed · Opens 8:30AM Wed · (630) 536-8983



WEBSITE



DIRECTIONS

RightNow Web Design Inc.

5.0 ★★★★★ (1) · Website designer

3108 Illinois Rte 59 #124

Closes soon · 5PM · (630) 995-3146



WEBSITE



DIRECTIONS

[More places](#)

Get Your Review Link

Get more reviews

Share your Business Profile and get new reviews from customers



[Share review form](#)

1ON1 SEO Training

5 ★★★★★ (10)

Private tutor

Click to copy link

<https://g.page/1on1-seo-training/r>

 Facebook

 Whatsapp

 Twitter

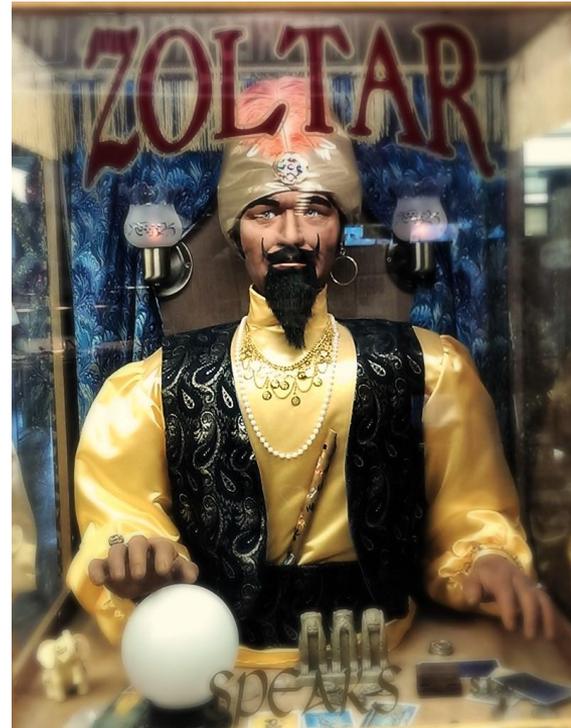
 [Share via email](#)

Resources

- <https://moz.com/blog/google-my-business-posts-case-study>
- <https://1on1seotraining.com/how-to-optimize-images-for-google-my-business/>
- <https://brucejonesseo.com/online-business-reviews-reference-guide/>
- <https://1on1seotraining.com/10-steps-to-optimize-your-google-my-business-profile-for-2019/>
- <https://keywordseverywhere.com/>
- <https://1on1seotraining.com/google-my-business-categories/>
- <https://tool.geoimgr.com>
- <https://www.exifedit.com/for-windows/?>
- <https://1on1seotraining.com/100-free-seo-tools-resources/>

My SEO Superpower

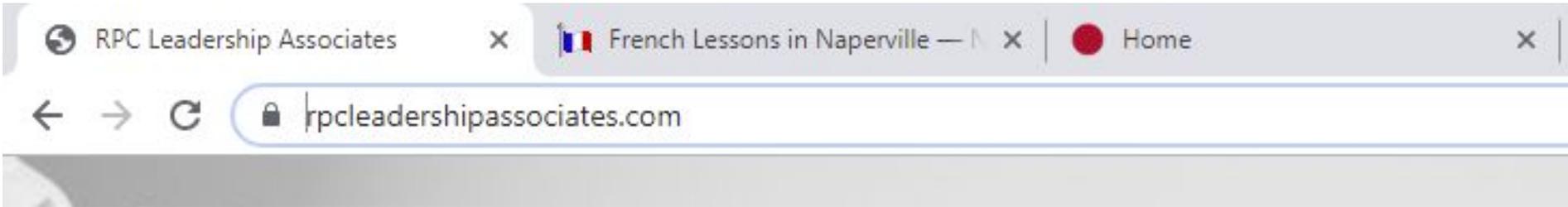
I can tell if your website has been searched engine optimized in 3 seconds or less.



The Secret

- Check the home page title tag, does it lead with a keyword? It should!
- Just a company name or the word “home” there?
- Then the answer is no, that website has not been touched by any pro doing SEO.
- Why? Because that is the most important place to add a keyword.

See the Difference?



- <https://rpcleadershipassociates.com>
- <https://www.naperfrench.com/>
- <https://www.naperville.net/>

THANK YOU

Sanju & **Small Business Digital Marketing** Members



Bruce Jones
1ON1 SEO Training