

# THE ULTIMATE GUIDE TO DOMINATING GOOGLE MY BUSINESS

*A Google Business Profile Guide  
For Local Business Owners*



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**GUIDE VERSION**

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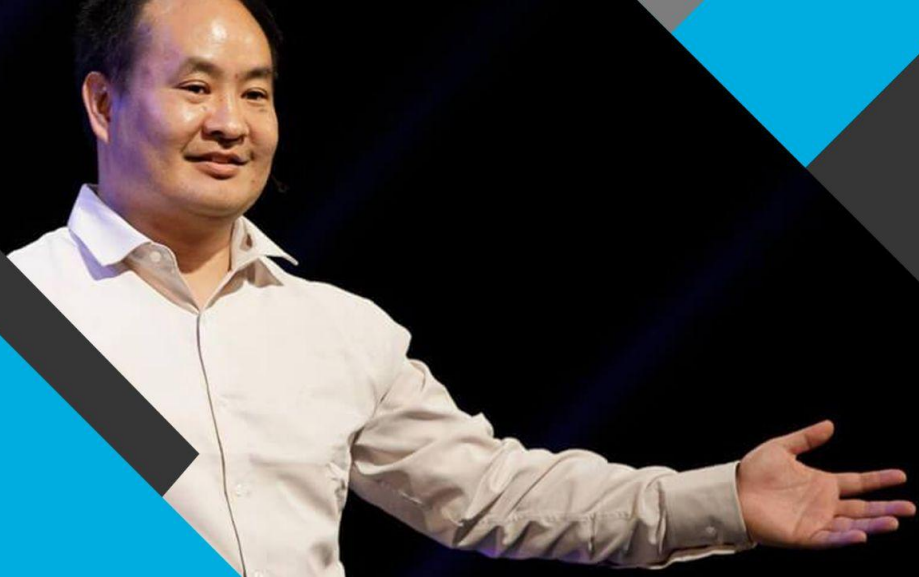
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# Google Business Profile Checklist

**COACHYU**

## GOOGLE BUSINESS PROFILE Checklist



- ☐ Create/Claim Your Business on Google
- ☐ Edit Your Business Profile
- ☐ Add Your Real Business Name
- ☐ Add Your Business Category and Subcategories
- ☐ Add a Location To Your Business Profile
- ☐ Fill in Your Contact Details
- ☐ Verify Your Listing
- ☐ Customize Your Profile With Photos, Questions, Offers, Reviews
- ☐ Connect Your Social Channels
- ☐ Make Sure Your Website Follows The Web Standards
- ☐ Protect Your Profile Against Suspension by Following The Guidelines
- ☐ Make a Content Plan Using Google's Search Powers
- ☐ Create Content Following The Instructions Found in The Guide
- ☐ Post and Cross-Post Regularly

# Introduction



Follow this simple checklist and set up your Google Business Profile to drive more local clients.

This works for anyone that has a business, whether it is a restaurant, a lawyer's office, a dentist's office, etc.

Why Google?

Because that's where most local businesses get their clients from. There's also word of mouth, but Google beats that because you can get the information instantly.

You get to see reviews, you get directions, photos, and a lot more in a matter of seconds - and people love that.

Going where your prospects are is the best way to go about generating new customers.

This guide will show you the what and the how of doing this.

## TAKE ACTION: SEND ME AN EMAIL!

Before getting into the nitty gritty, I want to give a sense of accountability to this process.

Send an email to [stephanie@blitzmetrics.com](mailto:stephanie@blitzmetrics.com) with the subject line **"First Steps Into GBP"**, and say **"I'm committed to optimizing my GBP profile and getting more leads!"**.

Know that I will read it, and I will reply. Commit now and let's do this!

# The Basics of Google Business Profile

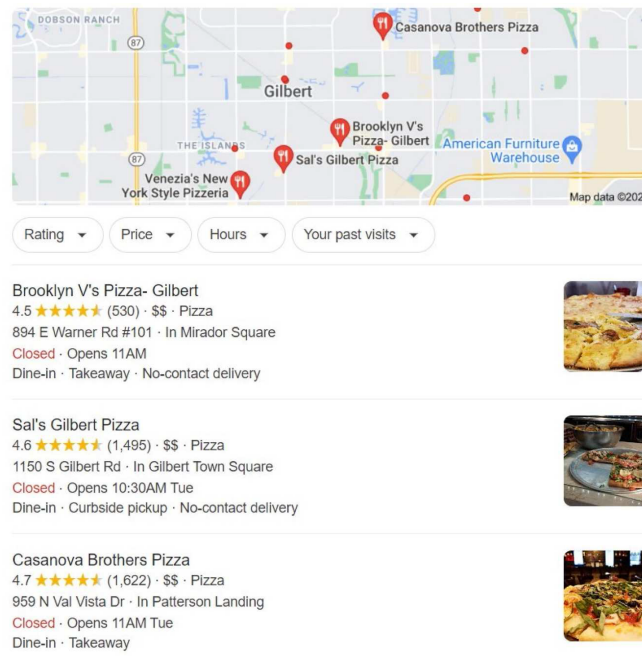
GBP (Google Business Profile) is key, because it allows you to connect your website with it and have a clear overview of how many people are searching for you, what keywords are they searching on, where are they coming from, etc.

All these are very important if you're planning on attracting new clients to your business.

Before getting into actual action steps, let's take a look at what a GBP profile looks like.

When you search for anything on Google, you will get a list of top businesses in the area that have a connection with the keywords you used.

For example if you're in Gilbert, Arizona and you search for pizza on Google, you should see the following 3 restaurants at the top of the local search.



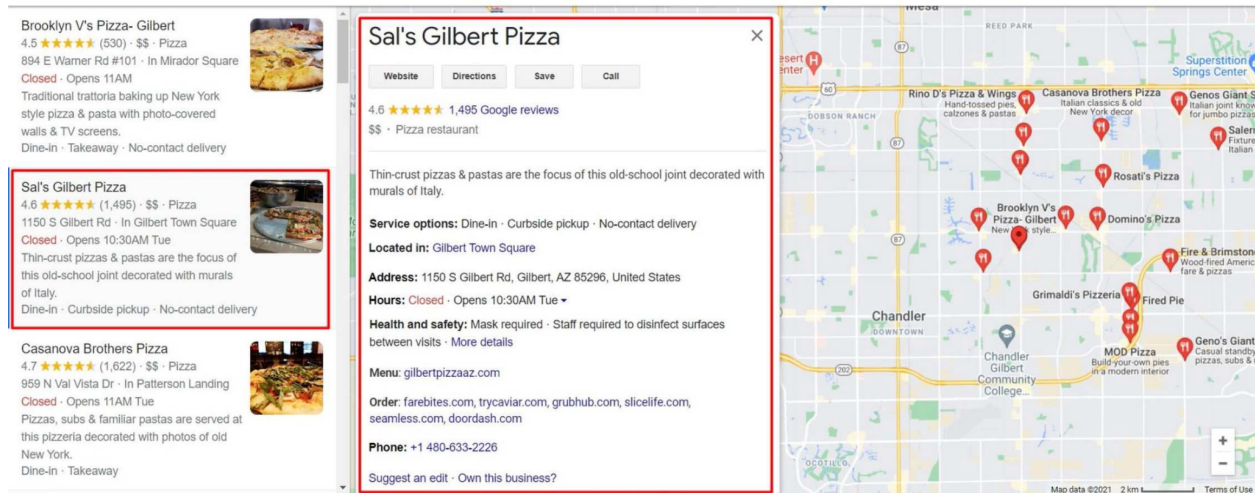
That's called the local three pack, and you want to be a part of that.

Now, if you do this on your phone or on your desktop, it's going to show three, do it on an iPad, it's going to show three. That's why it's called the local three pack.

You could click on “view all” and see more of them, but most people don’t do that, so if you’re not in the top 3, you’ll get a lot less traffic.

Let’s take a look at one of them. 80-85% of the searches are done on mobile, but for the sake of visibility, we’ll have a desktop perspective.

So when someone clicks on “Sal’s Gilbert Pizza” this is what they’ll see:



Now, a Google Business Profile listing is like a mini website. It has certain sections that need to be filled in order for people to get value out of their time investment.

But before we get into that, let’s start with the foundation.

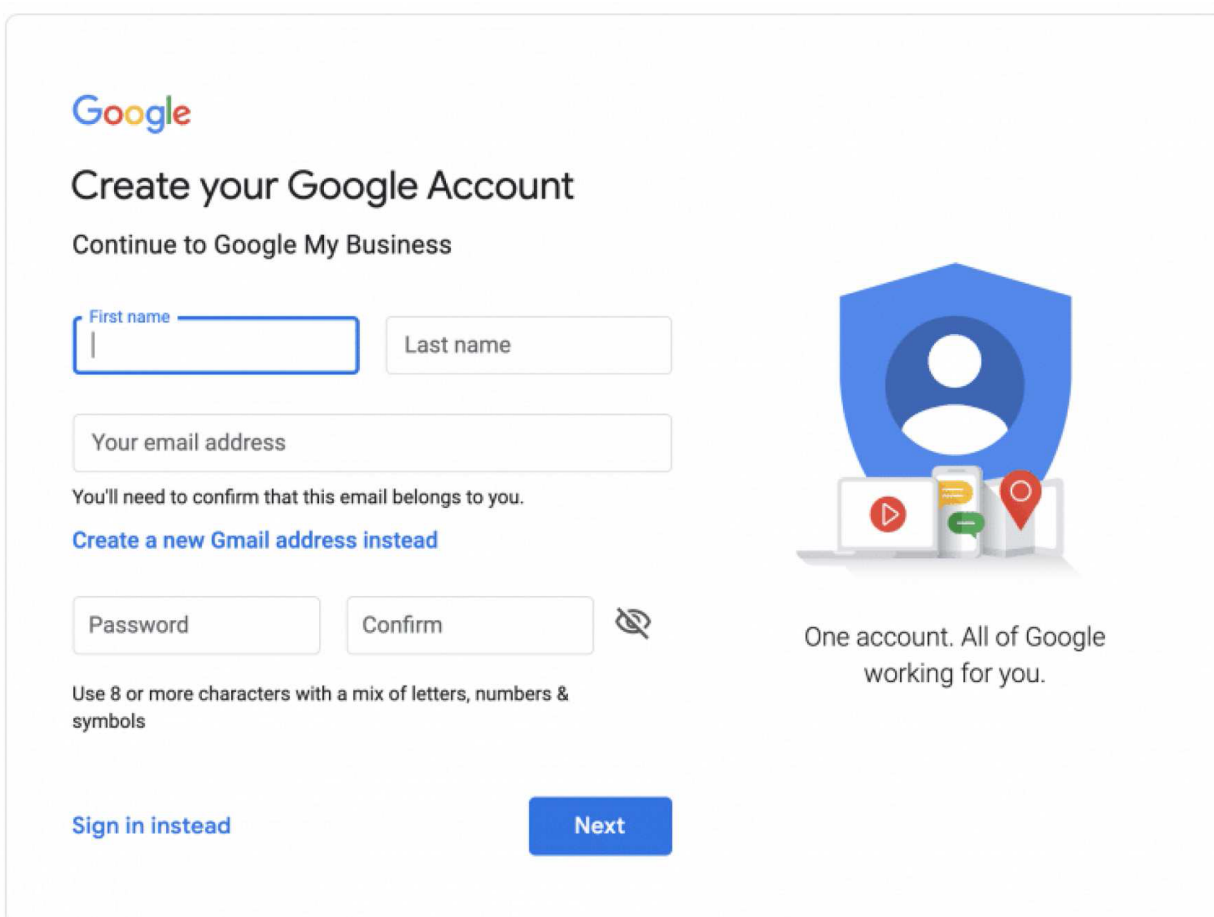


# How To Setup Your Google Business Profile

## Step 1: Sign in to Google Business Profile

Go to [www.google.com/business](http://www.google.com/business) to sign in. You can either sign in with a pre-existing Google account, or create a new one. If you're already signed in, skip ahead to the next step.

Tip: Make sure you sign up with your business email domain.

A screenshot of the Google Account creation interface. At the top is the Google logo. Below it is the heading "Create your Google Account" and the subtext "Continue to Google My Business". The form includes input fields for "First name", "Last name", and "Your email address". Below the email field is a note: "You'll need to confirm that this email belongs to you." and a link "Create a new Gmail address instead". There are also input fields for "Password" and "Confirm", with a password strength icon to the right. A note below the password fields says "Use 8 or more characters with a mix of letters, numbers & symbols". At the bottom left is a link "Sign in instead" and at the bottom right is a blue "Next" button. On the right side of the form is a graphic of a blue shield with a white person icon, and below it, icons for YouTube, Gmail, and Maps. Text below the graphic reads "One account. All of Google working for you."

## 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.

The name is the first signal you need to pay attention to if you want to drive more



traffic. Make sure your listing name has keywords in it, and make sure it's the same as your actual business name.

Your main category must align with your business, but you can have eight or nine more.

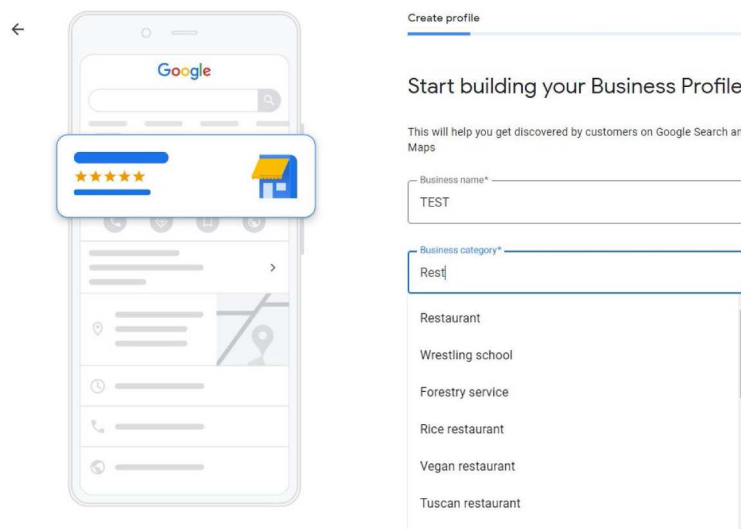
And those you can change up, depending on what people care about more.

Don't know which subcategories to use? You can use GBP Spy - which is a Chrome extension - to see what your top-ranking competitors are using. Pleper is another great, free tool.

The primary purpose of these tools is to show you the categories that get the most views.

Why is that important?

You might find that the business that ranks in the 1st or 2nd place is using a category you never thought of.

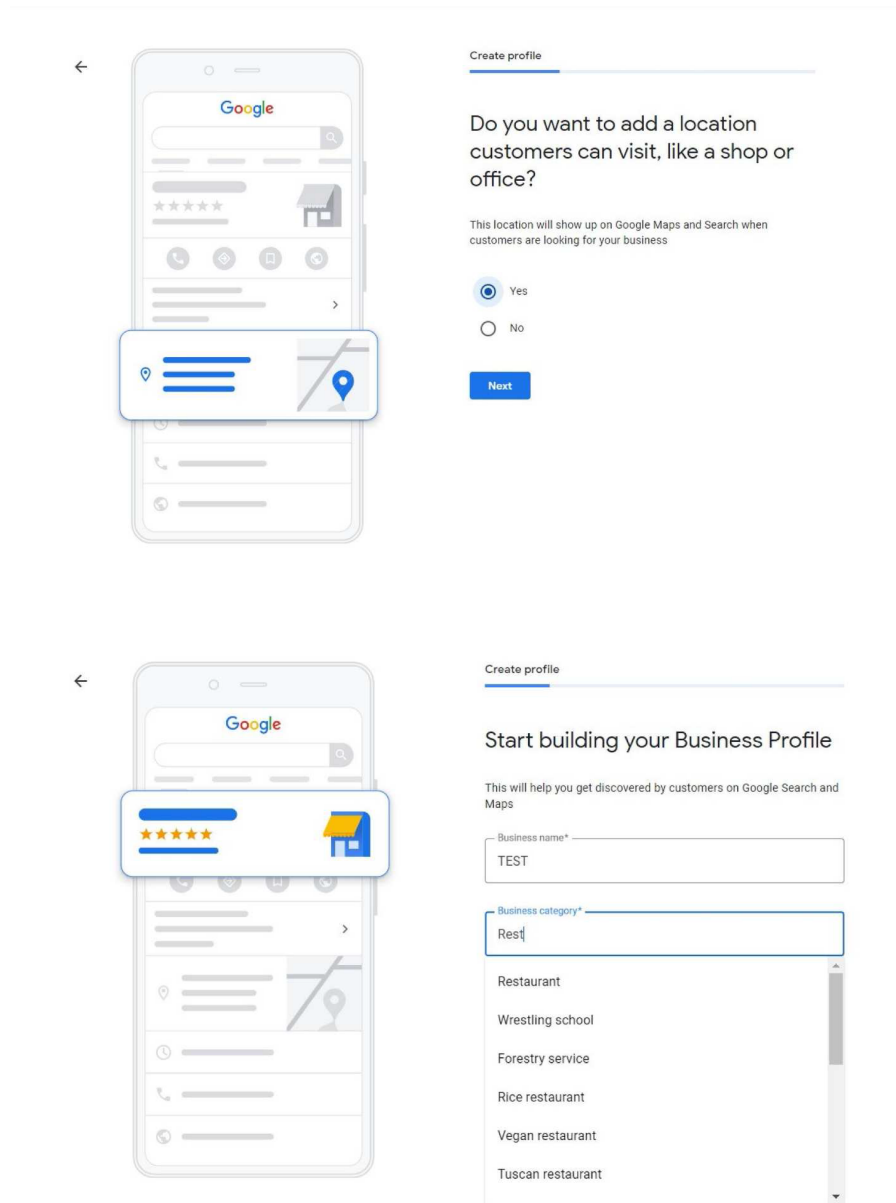


### Step 3: Enter your location

If you have a physical location that customers can visit, select **Yes**.

Then add your 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 a service or delivery, you can list your service area.



**Create profile**

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**

**Create profile**

**Start building your Business Profile**

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

Business name\*  
TEST

Business category\*  
Rest

- Restaurant
- Wrestling school
- Forestry service
- Rice restaurant
- Vegan restaurant
- Tuscan restaurant

#### Step 4: Fill in your contact information

Enter your business phone number and website address so customers can reach you. If you use a Facebook page rather than a website, you can add that instead.

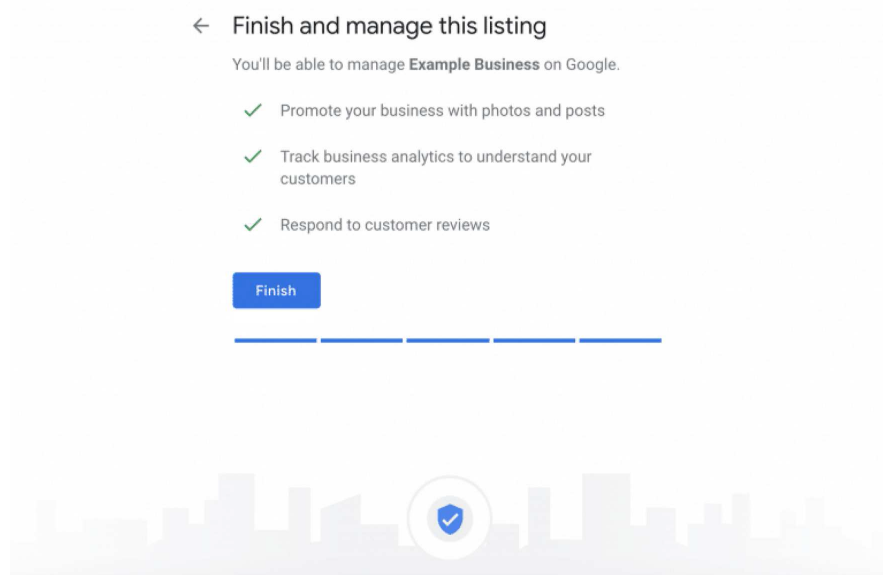
However, a website would be a better option. If your website is ranking well

organically, that's going to help drive local traffic to your GBP profile.

The content of your website will actually impact the queries that you show up for. You can use [Google Business Profile Queries](#) to see how you're performing if you don't know already.

### Step 5: Finish and manage your listing

Check Yes if you would like to receive updates and notifications. Then click Finish. You'll then be asked to verify your business.



# How to Verify Your Business on Google

Now that your account is set up, here's how to verify your Google business. For most businesses, Google verification involves requesting a postcard.

## Step 1: Sign in to Google Business Profile

Go to [www.google.com/business](https://www.google.com/business) to sign in.

## Step 2: Click Verify now

If you have multiple Google Business Profile accounts, make sure you choose the correct one.

## Step 3: Choose a way to verify

Postcard by Mail is the default verification option. If your business is eligible for other methods, such as phone or email, choose the one you prefer. Fill in the required details.

Double-check to make sure you've entered it correctly, then submit the form.

It can take a few days to two weeks for the postcard to arrive.

When you receive your postcard, sign in and click Verify location from the menu. Enter the five-digit verification code from your postcard.

*Note: It may take a few weeks for your business listing to appear on Google. While you wait, download the Google Business Profile app so you can manage your account.*

# How to Claim Your Business on Google

Need to claim an existing Google business profile? There are three options:

**Option 1:** Sign up or log in to Google Business Profile. Search for your business, and select it. Then follow the steps to confirm that you are the owner.

**Option 2:** Look up the business listing in Google Search and click "Own this business?".

Sal's Gilbert Pizza

Website Directions Save Call

4.6 ★★★★★ 1,506 Google reviews  
\$\$ · Pizza restaurant

Thin-crust pizzas & pastas are the focus of this old-school joint decorated with murals of Italy.

**Service options:** Dine-in · Curbside pickup · No-contact delivery

**Located in:** Gilbert Town Square

**Address:** 1150 S Gilbert Rd, Gilbert, AZ 85296, United States

**Hours:** Closed · Opens 10:30AM ▾  
Updated by business 3 weeks ago

**Health and safety:** Staff required to disinfect surfaces between visits · [More details](#)

**Menu:** [gilbertpizzaaz.com](http://gilbertpizzaaz.com)

**Order:** [farebites.com](http://farebites.com), [trycaviar.com](http://trycaviar.com), [grubhub.com](http://grubhub.com), [slicelife.com](http://slicelife.com), [seamless.com](http://seamless.com), [doordash.com](http://doordash.com)

**Phone:** +1 480-633-2226

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

**Know this place?** [Share the latest info](#)

If someone else has already claimed the business, but you work for the same company, ask them to add you as a user. If you don't recognize the owner, follow the steps to reclaim your business.

# How to Edit Your Business on Google

Need to edit information on your Google Business Profile? Here's how:

1. Sign in to Google Business Profile.
2. Open the location you'd like to edit.
3. In the menu on the left, click Info.
4. Click the pencil icon to make your edits. If you want to remove a section, click the X. When you are finished, click Apply.

Keep in mind that it can take [up to 60 days](#) for the edit to appear. There may be some information, [from other sources](#), that cannot be edited.

## How to Add Multiple Locations on Google Business Profile

If you've opened a new location or just created a profile and need to add additional locations, follow these steps.

1. From your Google Business Profile dashboard, click [Manage locations](#) in the left hand menu.
2. Click the blue Add location button on the right.
3. Type in your business name and click Create a new business with this name.
4. Fill in the information and request verification.

Another option is to go to Google Maps and drop a pin on the location you would like to add. Click Add a missing place in the left menu. Fill in the details then select Claim this business.

If you have more than 10 locations, you can add them in bulk.

# How to Mark a Business or Location is Temporarily Closed

If you need to close seasonally or temporarily, mark your business as temporarily closed.

Doing this ensures customers are up-to-date without affecting your local search ranking.

How to mark your business as temporarily closed:

1. Sign in to Google Business Profile.
2. Click Info in the left menu.
3. Look for the Close this business on Google section on the right.
4. Click Mark as temporarily closed.

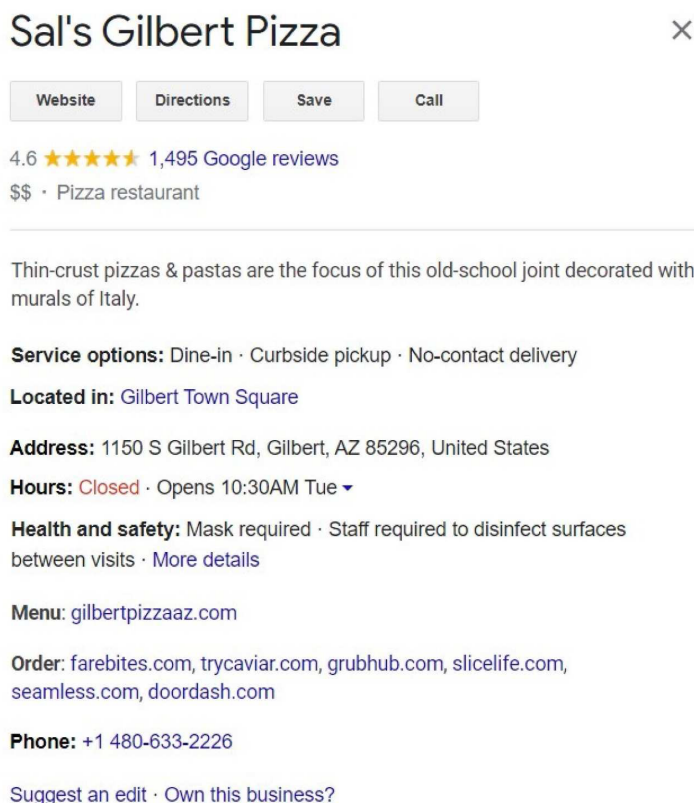
To set special hours for holidays or other circumstances, click Info in the left menu, then [Special Hours](#).



# How To Customize Your GBP Profile

Most GBP profiles look awful because business owners don't really pay attention.

We'll go through the general steps of customizing a GBP profile, and then we'll actually take a profile apart section by section.



As said previously, a GBP listing is like a mini-website.

A website without new content is not going to drive much traffic, so you need to post regularly on GBP if you want to get ahead.

Regularly is at least once a week. Anything lower than that is not a good sign.

Why once a week? Because that's how long it takes for the posts to disappear. So if you post something now, it will last for exactly one week.

## What to Post on GBP?

A lot of photos.

And when we say a lot, we mean dozens of pictures each week if you can.

It might sound kind of crazy, but the more you post, the better your profile will be. If you don't know what kind of photos to upload... it doesn't really matter.

Photos of your staff, of the food, of customers (with approval), of the location, of events happening in your store or office.

Videos too - people love to see video content!

And while you're taking these photos and videos, encourage people to leave reviews. Of course, don't cheat and say "We'll give you a free dessert if you leave a review", because Google will catch you on that.

There are people who stack their own reviews or try to screw the competition by putting one-star reviews... and they always get caught.

Even if it doesn't happen in the short-term, at some point down the road the platforms will catch up (or even your competitors might notice and tell you).

When that happens, you risk losing all your reviews (even the good ones) and you're probably going to get suspended.

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