

## Google Business Profile Optimization

Google Business Profile (GBP) is a free tool that allows businesses to manage their online presence across Google, including search and maps. Important business information can be displayed, such as business name, address, phone number, website, hours of operation, photos, reviews, and more.

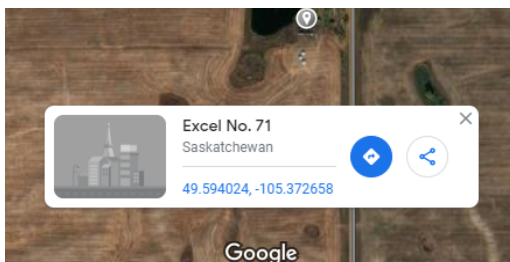
### Claiming or Creating your Google Business Profile

If you don't have a Google Business Profile (GBP) for your business, click [here](#) to follow the step-by-step video in creating one.

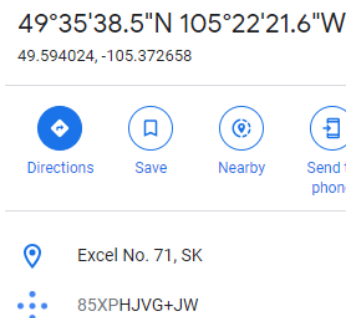
### Rural Location Verification

If your business is located in the country, or somewhere without a proper street address, you can still become verified.

Search your business in Google Maps. Find your exact location (using Satellite imagery) and then click on the location with your mouse. A pop up like the one shown below will appear. Click on the blue latitude/longitude coordinates.



Another pop-up will appear on the left side of the screen. From there, copy the Plus Code that is listed. See image below. This Google Plus Code can be pasted into the address section of the Google Business Profile text box.



## Secondary Owners

We recommend adding a second owner to your GBP. Do this by going to your 'Business Profile Settings' by clicking on the 3 vertical dots to the right of your GBP. Click 'Managers' and then 'Add+' to invite someone by email. Here, you can decide what kind of access you will allow them.

Anyone can try to claim the business on Google by clicking 'Claim this business' on the GBP. You, as the owner, have 48 hours to stop anyone from claiming and taking over your GBP, which is why it is important to use an active email that you can check often.

## Optimizing your Google Business Profile

Once you have created a GBP, or if you already have one created, follow the tips below for proper GBP optimization.

### Consistency

Make sure your business name, address, phone number, and hours of operation are consistent across your GBP, website, or any social media pages.

### GBP Business Title

Your business title should be your business name, however adding relevant keywords can improve your ranking in Google search. Google prohibits the use of irrelevant keywords, but adding 1 to 3 keywords (related to location) can further optimize your GBP. See the example below:

John's Pizza → John's Pizza - Best Pizza Delivery in Weyburn

### Business Category

Pick a category that best suits your business. You will need to choose from the list provided, so type options in and choose the best fit option. Pick a primary category that best describes your business as a whole, and then 2 or 3 additional categories that also describe your business.

### Business Description

The business description is where you can describe your business in greater detail and provide valuable information to potential customers. Your business description should be unique to your business. It should highlight what sets your business apart from your competitors and tell your story. You can include details about your products or services, your business history, and any accolades or awards you may have received.

## Attributes

These are tags within the 'Edit Profile' section of the GBP that highlights specific features of your business, such as whether you have free Wifi, wheelchair accessibility, or outdoor seating. Attributes help customers make informed decisions when choosing a business.

## Google Reviews

Encourage customers to leave Google Reviews after purchasing or interacting with your business. There is a link available under 'Ask for a Review' section to send directly to customers that guide them to leave a review on your GBP.

Respond to every review, especially the negative ones. Responding to reviews builds customer trust and loyalty. It also gives the impression that you care about your customers' experience. If a user leaves a negative review, it's important to respond immediately, identify the issue, and offer a solution.

## Google Messages

Google messages allows people to send messages directly to your cell phone or email. Activate Google Messages only if you can commit to answering messages as they come in.

## High Quality Images

Include your logo as well as the following images to your GBP.

Use an exterior or interior photo as your cover (main) photo. Include more interior and exterior photos in your profile as well. Adding photos every couple months will keep your GBP active.

Photos of the products or services offered

Photos of the team or staff

Action photos of the business in operation

Photos of the business location or surroundings

## Products, Services and Bookings

Include some of your products or services within the category in your GBP. This is an easy way for potential customers to view your products and services without going to your website. This is another way to keep your GBP active every few months.

There is also an option to upload links for event bookings right from Google.

## Google Updates

Here are more ways to update your GBP every few months under the 'Add Update' section.

**Google Updates** is a feature that allows businesses to share updates about their products, services, or any other relevant information with their audience.

**Google Offers** is a feature that allows businesses to create special deals and promotions that are visible to customers on your Business Profile.

**Google Events** is a feature that allows businesses to create and promote events on your Business Profile. Customers can RSVP to events directly from your GBP.