

Google™ My Business

Are you getting traffic and sales from your Google My Business account? Are you getting any sales from any form of local search? Is your automation marketing approach giving you the results you need? Check out this list of

10 things you can do to make your Google My Business page stand out and attract new customers.

- ❑ **ADDRESS:** Consistency is critical. For local search to work correctly, you need to have all business listings exactly the same (down to whether you use “St.” or “Street”). Don't have an address? Follow Google's instructions [to list your service area](#).
- ❑ **BUSINESS HOURS:** Do you change your hours seasonally or around holidays? If you haven't logged into your account in a while, consider checking to confirm your hours are still accurate.
- ❑ **CATEGORY LISTING:** Make sure you're picking [the best category](#) for your service offerings.
- ❑ **IMAGES:** You should use 3-5 quality images that represent your business and branding well. [Here are some great ideas!](#)
- ❑ **VIRTUAL TOUR:** If you're familiar with “street view” in Google Maps, that's exactly what business view or virtual tour is except it's a view of the inside of your business. You can add a business view by hiring a Google-approved photographer to come get footage of your business. You'll see a link to find those approved photographers in your account.
- ❑ **DESCRIPTION:** Make sure you describe your business accurately and include a couple carefully chosen keywords. [Here are some guidelines to follow](#).
- ❑ **ATTRIBUTES:** These are short descriptions (a few words) of factual business attributes such as accessibility information or accepted payment forms. [Check this guide](#) to learn more about adding attributes to your Google My Business listing.
- ❑ **REVIEWS:** Google lets you ask customers for reviews! This helps you in search engines because it can improve your SEO rankings. It also helps you gain new customers! A win-win.
- ❑ **RESPOND TO YOUR REVIEWS:** Say thank you, but especially pay attention to negative reviews. Negative reviews can actually have positive business effects if they're addressed well. This is an opportunity to improve and gain insights about your business.
- ❑ **GOOGLE+:** If you follow tech news, or any news at all, you're likely aware of the recent Google+ vulnerabilities as well as Google's plans to phase it out. Google announced recently it plans to shut down Google+ by April 2019, unless you're a G Suite user. [Here's more info for G Suite Users](#).
- ❑ **Additional steps to improve your Google visibility:**
 - ❑ Add a few videos
 - ❑ Hook up Google Analytics
 - ❑ Check your Google My Business Insights



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