

How to master Google Business Profile & dominate local search



Maximise the power of Google's most powerful tool to start attracting new customers left, right and centre!



Contents

Introduction	3
Getting started with the basics	4
How to claim your Google Business Profile	5
The importance of NAP consistency	6
How to write your business description	6
Adding images to your profile	7
Adding videos to your profile	8
Choosing your business category	9
Growing your online reviews	10
Respond to reviews	11
Key features to Google-ify your profile	12
How automation makes getting reviews easy	14



Hi there!

Did you know, local business searches make up almost half of all Google search?* In 2023, if you want to be a business or brand of choice, you need to show up before the competition.

Your goal? To get your business listed in “the map pack” – the three companies that show first on Google-maps based on Google’s algorithms which determine local ranking

If you want your business to rank higher on Google without spending thousands on ads, building a high quality Google Business Profile is easily the best place to start.

Your Google Business Profile is a free tool. But make no mistake, it is powerful. That said, as much as your listing can and will help you, it’s designed primarily to help those searching for brands, businesses, products and services.

That’s why it’s so important to provide up-to-date, accurate information. Google sees this and rewards you by display your listing in customer searches.

With the help of this guide, you’ll gain the knowledge and skills to dominate in local search. First, we’ll show you how to set up your listing. Then, we’ll show you the key steps to optimising it for greater performance in local search.

Finally, we’ll look at one of your Business Profiles most powerful features - reviews - and why they’re so important if you want to be the obvious choice for customers near you. But, more on that later.

For now, it’s time to stop being outranked by the competition, and share how to get your business showing up left, right and centre on Google.

Let’s go!



Let's start with the basics



Firstly, isn't it called Google My Business?

Let's clear this one up! Yes, it was called Google My Business ("GMB"), however in 2022, Google quietly retired the name and replaced it with Google Business Profile. Don't worry, almost everyone still refers to the old name, but we'll get there!

Now we've sorted that, what is a Google Business Profile?

In a nutshell, a Google Business Profile is a free tool that enables businesses to manage the information that appears in Google's search results and Google Maps.

Why's it so important to have one?

As mentioned earlier, a huge amount of Google's search activity is focused on researching local businesses. If your business has any kind of digital footprint (website, social media, etc), it's going to show up on Google. A Google Business Profile allows you to maintain control of key information about what you do, your products/services, and so forth.

These days, a Google Business Profile listing is critical to your success. It ensures you're able to provide accurate details to potential customers. That can be the practical bits of information like your contact details, business address, trading hours, driving directions, and so on.


You can also leverage features like Q&A, products and services and customer reviews to promote your business above the competition.

Keeping these details live and up to date helps to increase the visibility of your business online, and your likelihood of attracting high-intent customers.



1

How to claim your business profile

1. Head over to business.google.com 
2. Click Manage now and search for your business by name or address (you'll need to sign in, or sign up for free).
3. Follow the prompts and fill out the basic information about your business.
4. Submit for verification.

Note: Once you've completed these steps, Google will send you a postcard with a PIN to finalise your verification request. When Google is satisfied that you are indeed from the business you're claiming, you're in!

2

Setting up your profile for success

If you want to rank higher on Google, you need to optimise your Google Business Profile listing. There's a bit of work to do, but missing out these steps is key to why most businesses show up on page 4, 5 or 6 of Google search results - never to be found. Lucky for you, this guide makes it easy – let's dive in.

First, confirm your business hours

Starting with the basics, you want to ensure your hours are accurate and up to date. If you're closed on Sunday, ensure your hours reflect that. If you're closed on public holidays, update your special hours, so customers aren't left disappointed.



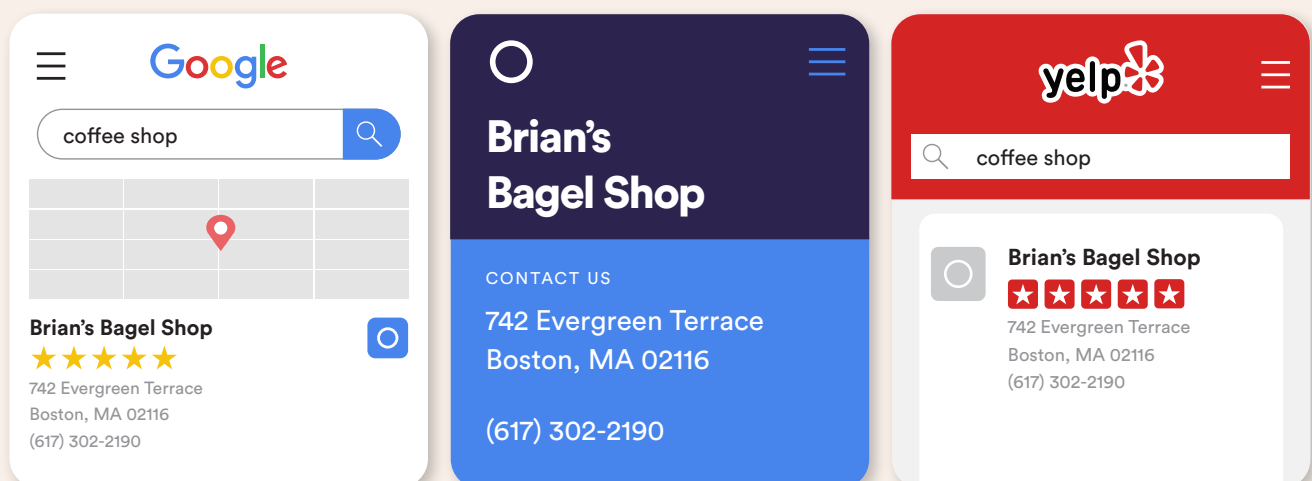
Add your business information (the correct way)

Without a way to contact you, potential customers can't buy from you. So, ensure your business name, address, and phone number (otherwise known as NAPs) are all accurate and up to date.

Ensure NAP (name, address, phone) consistency

Once you've added your business information, you need to make sure that everything you've entered onto your GMB section matches up with what is on your website, Facebook, Yellow pages, and anywhere else your business shows up online.

Why? Because the consistency of information helps Google build trust in your business, so you'll rank higher. If your information is inconsistent, you're likely to end up being penalised.



Pro tip: Whenever you make a change to your business, let Google know by updating your Google Business Profile listing. Also, be aware that Google doesn't like it if you write *Road* one way and then abbreviate it to *Rd* when you update it. The key here is to write your address one way, and stick to it.

Add a business description

Adding a business description to your page presents a big opportunity. It's your chance for you to tell prospective customers your story, outline what makes your business unique and demonstrate why they should choose you. Over the next page, you'll find an example of a great business description for an icecream shop.



A deliciously good description

We're an independent ice cream shop located steps from the centre of town and are proud to be the favourite for locals to meet friends for a cone or call for a fresh pizza, delivered straight to their home. We serve 35 flavours of homemade, hand-churned ice creams and sorbets year-round, and the pizza oven turns out New York-style pies every day from midday until close. Come see us today!

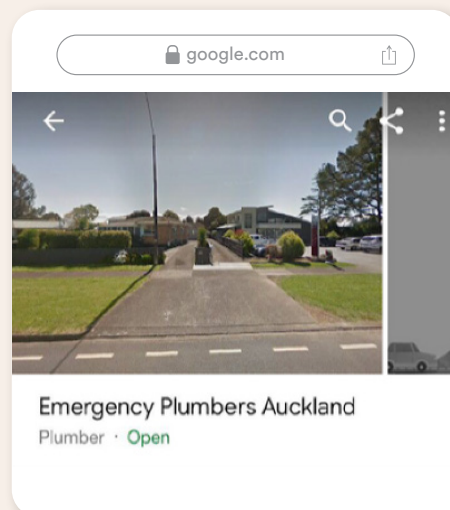
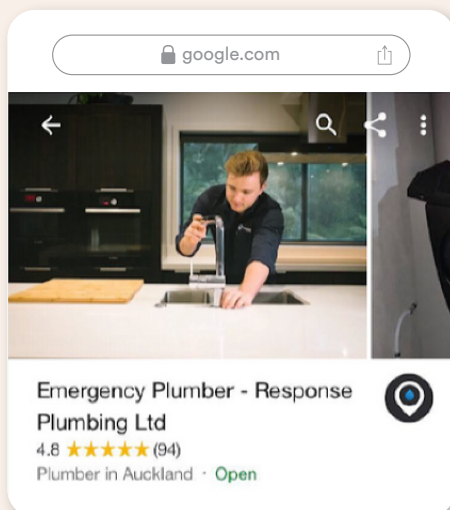
After reading this description, we know exactly what sort of place we're looking at. Perfect! If you need a hand writing your business description, check out this article.

[How to write a standout business description](#)

Now, let's add some images to your profile

Promoting your business by adding images to your Google Business Profile helps the listing to tell a story and showcase what you do in the best light. If you can, aim to have the photos complement the business description you wrote earlier. You'll help your business stand out with a bit of personality and build trust with potential customers who can see who you are, and what you do.

See the below for a perfect example. Be honest, who do you trust more?





According to Google, “businesses with good photos see 35% more clicks to their website and 42% higher requests for driving directions in Google Maps.” Below, we outline how to best optimise your photos.

Photos should be at least 720 pixels wide and 720 pixels high and a JPG or PNG format. Ensure they’re suitable to upload to the web by ensuring they’re not too big (less than 1MB is ideal). You want to ensure the image quality stays high. Check out the examples below of what you want to aim for.

If you don’t have any quality photos laying around, splash out and hire a professional photographer. It’s their full-time job to make stuff look good. Ensure they take some of the team, the business, and anything else that compliments your business personality.

High quality profile photos



What about videos?

If you haven’t taken advantage of Google Business Profile video yet, you’re missing out! Videos are another great way to tell your story, welcome new customers, show off your work, and share what people say about you. Don’t have the budget to hire a videographer? Don’t worry! Just whip out your phone and create a quick welcome video. It’s a great way to humanise your business and we can’t recommend it enough.

[!\[\]\(cf531ed27e91483460120fcc057b3901_img.jpg\) How to update your Google Business Profile photos and videos](#)



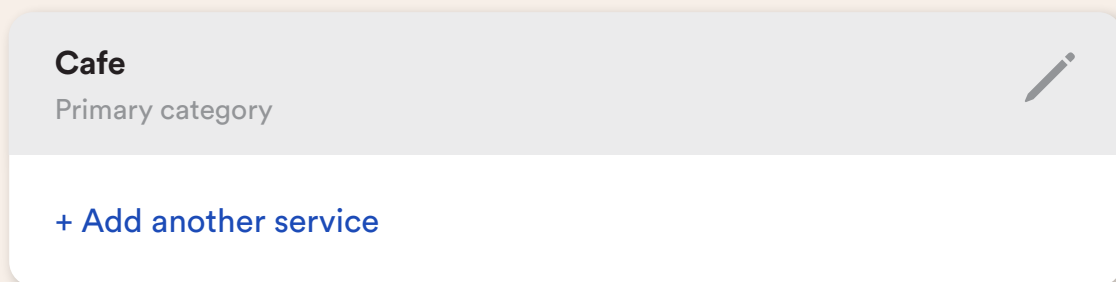
Complete the primary category section

Google typically requires you to select a primary category that describes your business. Remember, this is *not* what you do or sell. So, for example, if you're a cafe, list that you're a cafe. You can't make up your own category, so latte-artist-with-sprinkles-on-top isn't going to cut it.

Then, select your secondary category

While you're filling in information on your business' primary category, don't forget about doing the same for secondary categories.

These categories directly impact the keywords and searches your business can rank for. All these extra additions make it more likely that your business will be found when users search for these specific categories, so be thorough. For example, the above café could also add a second category called 'Coffee shop'.



Specify the types of products and services you offer

While you're in the back end, be sure to click on the *Products* and *Services* tabs and add the products and services you offer. By doing this, you're telling Google exactly what your business is selling, and making it easier for customers to find what they need – which will generate more relevant leads for your business. It's a step not to be missed!

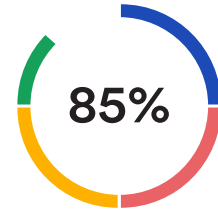
Remember, completion is key

Once your information is up to date, spend some time making sure that every data point that you can possibly fill in has been completed. Why? Google gives you a score for how complete your Google Business Profile is. The higher the score, the more likely you are to rank when people search competitive keywords (for example, Electrician).



Complete your listing

Improve your local search ranking and help your customers with a complete profile.



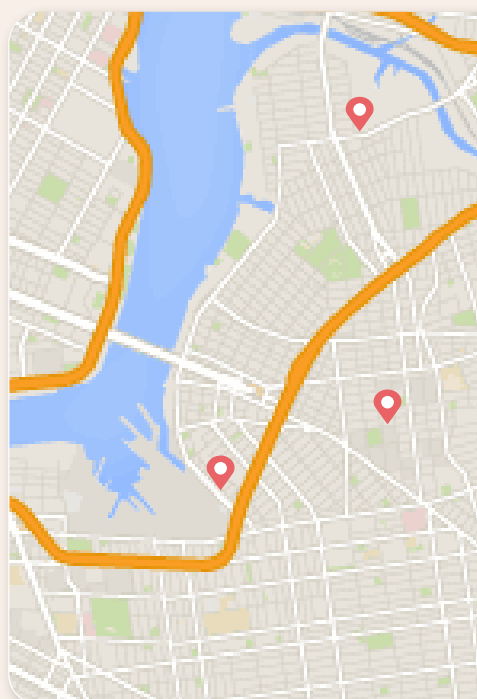
@ Add a profile short name

Looking good, sunshine! But don't grab the champagne glasses just yet. You've got to go the extra mile if you really want to make an impact and improve how high up the Google rankings ladder you go.

Grow your online reviews

We all know that great online reviews help you attract new customers. This is because they give potential customers confidence to choose your business from the line-up. But did you know that they also increase the trust Google has in your company?

That's right! Online reviews are one of the key influences that determine where your business shows up in local search - this is because Google holds weight in what real people have to say about you and your service.



Fulton Automotive

4.9 ★★★★★ (119) · Auto repair shop

9 Macdonald St

Closes soon · 5PM · 07-575-9525

● "Definitely our family mechanics from now on. Many thanks guys..."

Hudson Auto Repair Services

3.6 ★★★★★ (17) · Mechanic

5 Macrae Ave

Open · Closes 6PM · 07-575-6882

Personal Auto Service - Mobile Mechanics

4.0 ★★★★★ (3) · Mechanic

Maunganui Rd

Open · Closes 6PM · 07-575-6882



Unfortunately, most businesses neglect their online reviews which cause them to rank poorly, and lose potential customers to competitors with more attractive reputations. So, if you want to rank higher on Google, start identifying happy customers, and inviting them to leave glowing reviews!

We'll discuss how Betterbunch can help you get better reviews later.

Respond to your reviews

Responding to reviews is important for 3 reasons. Firstly, it shows the reviewer that you value them and appreciate their feedback (which will strengthen your relationship). Secondly, it shows the public that you have a strong relationship with your customers (which reflects well on your brand). And finally, it shows Google that you care about your customers (which helps improve your search ranking).

If you're unsure how to respond to reviews, here's an article that walks you through it.

 [How to respond to positive reviews \(and why it's important\)](#)

 [How to respond to a negative review](#)

 [Download betterbunch's *36 Ways To Respond To Reviews* guide](#)



Key features to Google-ify your profile

Okay, looking good, amigo! Now that we've covered the basics, let's look at a few of Google's hidden business profile treasures. These are features that, if used frequently and to their full effect, will help you leap to the top of the search results before you can figure out how to pronounce "Google-ify"... because we're not sure, either.

Let's go!

— 1 —

Enable customer messaging

Did you know your customers can send you text messages directly from your business listing on Google? That's right, you can turn on messaging within your Google Business Profile and allow potential customers to ask questions about your products or services directly.

Doing this right can earn big brownie points with Google, and impress potential customers - but doing it wrong can do just the opposite. If you do turn messaging on, be sure to respond to contacts within 24 hours, otherwise Google may penalise you and even deactivate messaging for your business if you don't respond within the timeframe.



— 2 —

Enable the “request a quote” button

If you’ve installed the Google Business Profile app onto your phone and turned on messaging, a “Request a quote” button may show on your profile. Customers can then use this button to request a quote directly from their mobile device.

When a customer requests a quote, you’ll receive a notification and see it as a message in the app. This makes it easy for you to review quote requests and connect with potential customers. To turn off the *Request a quote* button, turn off messaging in the Google Business Profile app.

— 3 —

Use questions & answers (Q&A)

Google’s “questions and answers” allows the public to ask questions about your business and gives you (or anybody else) the ability to answer them. A great way to leverage this feature is to proactively think of questions potential customers may have, post them yourself, and immediately answer them- essentially creating an FAQ section on your profile.

— 4 —

Create your first post

Google My Business allows you to post updates and offers on your GMB listing - giving people searching for your business even more reason to pick up the phone and give you a call.

Creating a post is the best way to offer specials and make announcements. So, have a think about what you could offer your potential customers to entice them to call your business, and create a post.



How automation makes getting reviews easy

Let's be honest...

By now, you've cottoned on to the fact that customer reviews aren't just some fluffy, nice-to-have window-dressing for your Google Business Profile. They have a powerful effect on the minds of potential consumers, building an aura of trust and dependability around you and your business.

If getting seen online, attracting more customers and high customer return rates are high on your list of business priorities, a solid review strategy is pivotal to your ongoing success.

While the majority of businesses sit around, twiddle their thumbs and wait for the odd review to dribble in, you can bet their better-rated, more-reviewed competitors are out there swimming - drowning! - in a sea of happy customers, with new bookings flooding in left, right and centre.

Now, for the thumb-twiddlers, it's not that they're not delivering value, or that they don't have boatloads of happy customers... it's just that no one can see it online.

See, a threadbare review section indicates a key step in the sales process which has missed: identifying happy customers and inviting them to leave a review in a way that's both simple and convenient.

If you're really playing to win, then going out and (maybe) getting a handful of reviews each month simply won't achieve the results you're looking for.



Online competition is high and savvy online consumers want to trust where they're putting their hard-earned cash. The only way to truly harness the power of reviews is through an automated process.

With an automated customer follow-up process, you'll build up hundreds (even thousands) of authentic Google reviews, with your stellar reputation spreading like wildfire. And the best part is, you'll do it all without breaking a sweat... or the bank.

What we're going to show you has helped hundreds of businesses get 30, 40 or 50 five star reviews within mere *hours* of putting it into action, and all with just a few clicks of a button.

Betterbunch is a simple, user-friendly software platform that automates your review generation process. We help local businesses "win at Google" by identifying who your promoters are, then auto-requesting a review while the experience is fresh in their mind.

How it works

1

Send text follow ups to all customers using an easy thumbs up or down score.

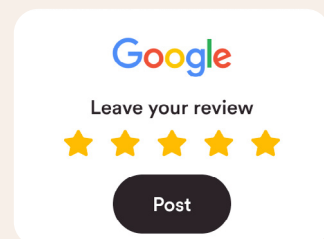


It was great!

Could've been better

2

Auto-request a review from your happy customers and publish it to key review sites.



3

Identify unhappy customers to resolve any issues and give them the VIP treatment.

Please take a moment to explain what we can do to improve.

Name

Message



Just picture it! A system that helps you to identify any customers who need a bit of extra care and attention before they have a chance to escalate into problems. And more importantly, one that helps to generate a consistent flow of glowing online reviews.

So, which camp are you in: thumb-twiddler, or go-getter?

More reviews, happier customers, better business.

Book a one-on-one product demo to find out how Betterbunch can sky-rocket your reviews beyond recognition and get your business seen by more people in Google search than you even *dared* to think possible!



“

We have increased reviews from 33 to 240 reviews in 12 months. The business is gaining new customers and staff morale is high on the back of the positive customer reviews. It is also helping us attract new talent. 100% value for money.”

Roshan
Otarā Family Health Centre

betterbunch

betterbunch