



5 Tips To Rank In The Google Maps

GOOGLE MY BUSINESS COURSE



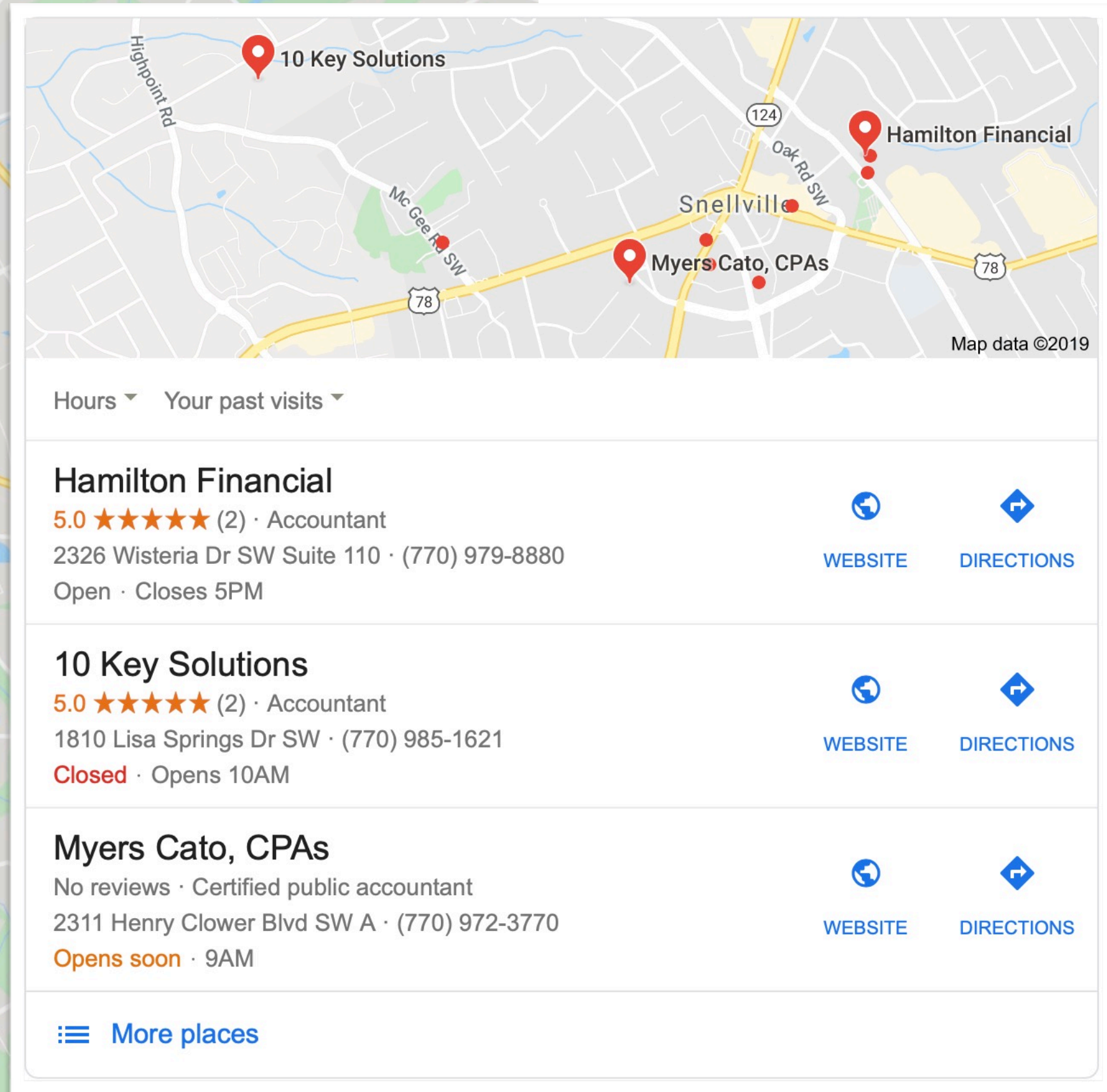
What Is A GMB?

Google My Business GMB is Google's attempt to provide searchers with the most relevant local business info, by gathering information on every business



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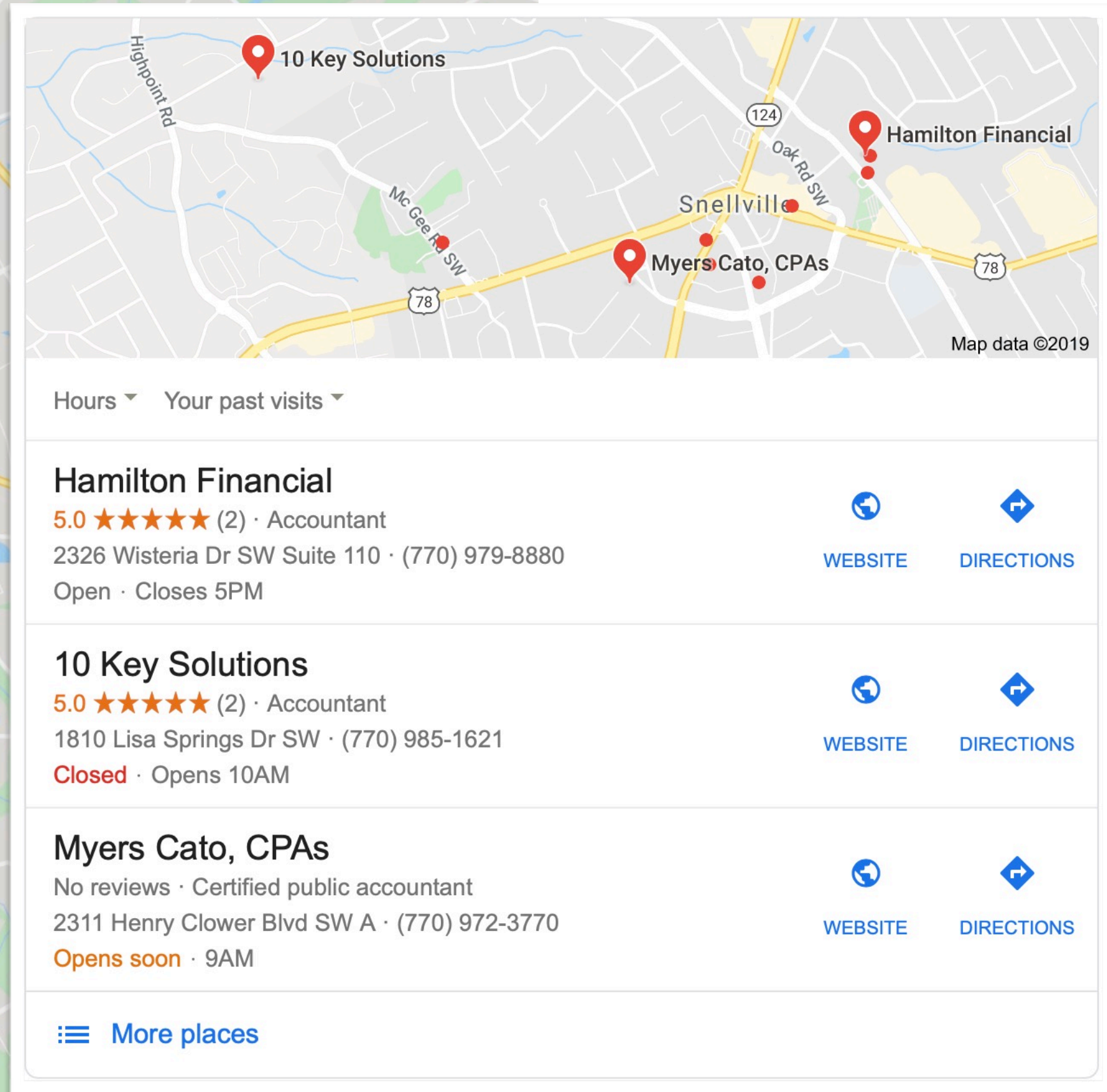
- The maps usually appear at the top of searches
- Contain name, address, phone number and location
- Only 3 businesses will appear (plus one ad)
- The vast majority of clicks and calls go to these 3 businesses



Getting Into The 3 Pack

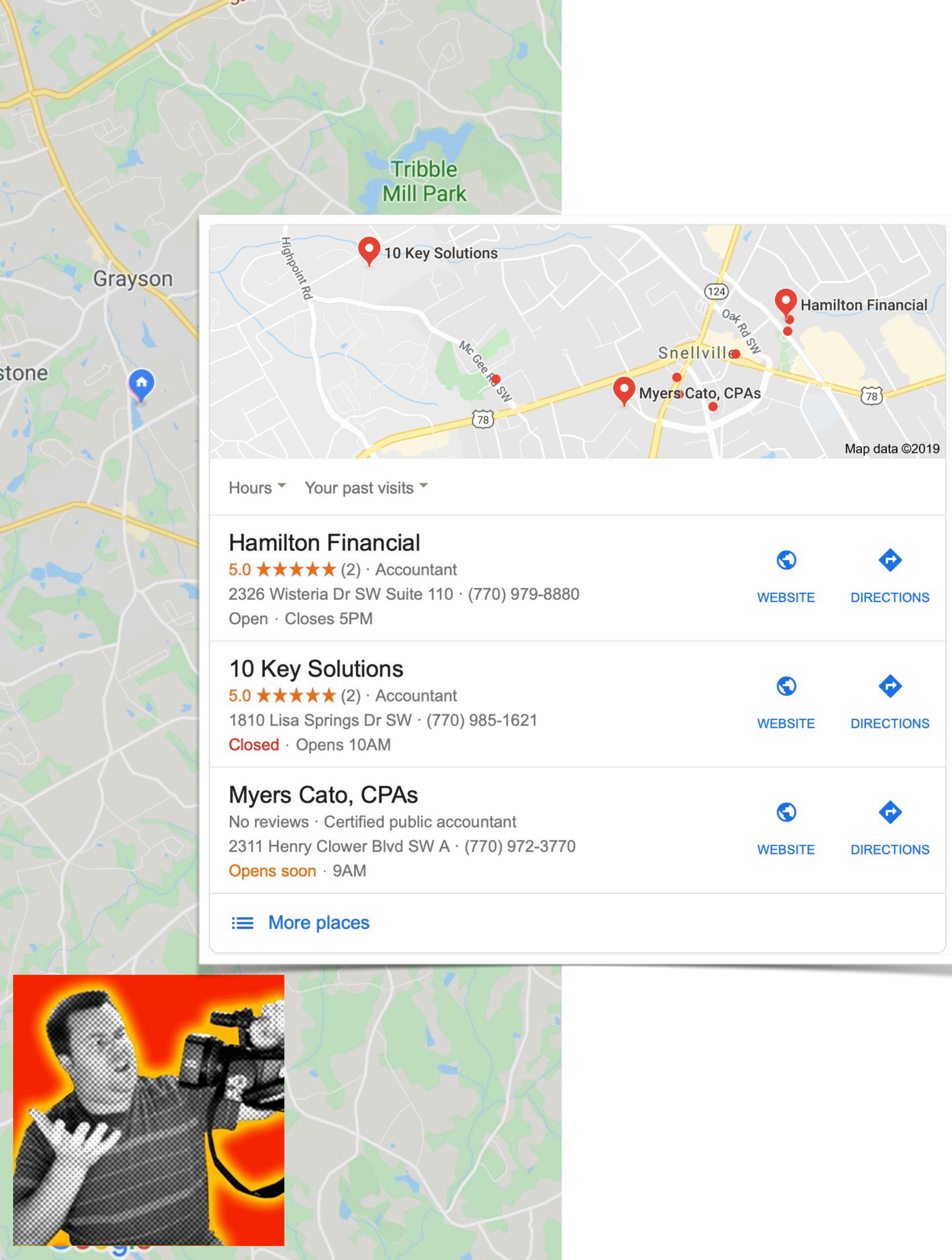
According to Google, they determine position based on 3 items.

- Relevance
- Distance
- Prominence



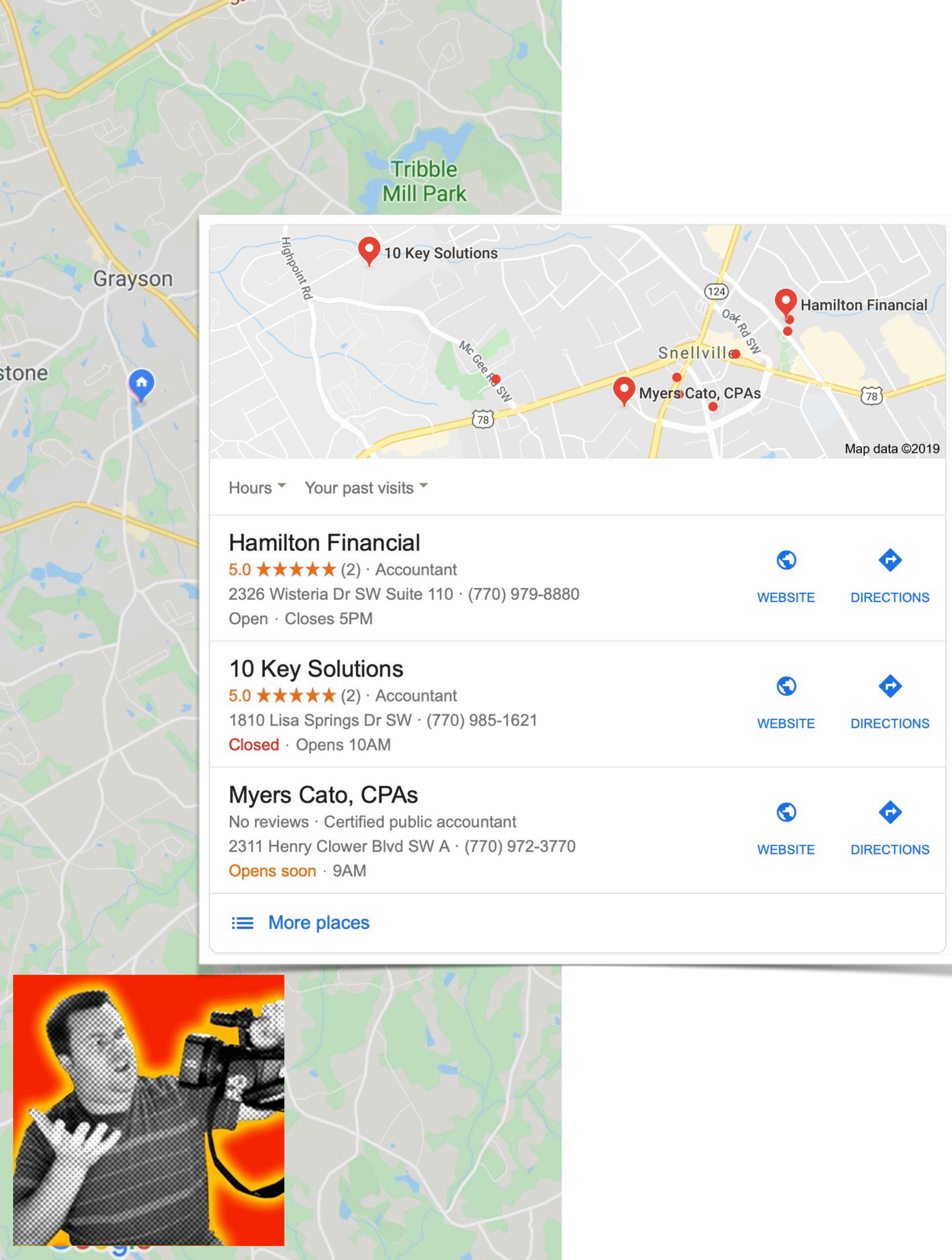
Relevance

Relevance refers to how well a local listing matches what someone is searching for. Adding complete and detailed business information can help Google better understand your business and match your listing to relevant searches.



Distance

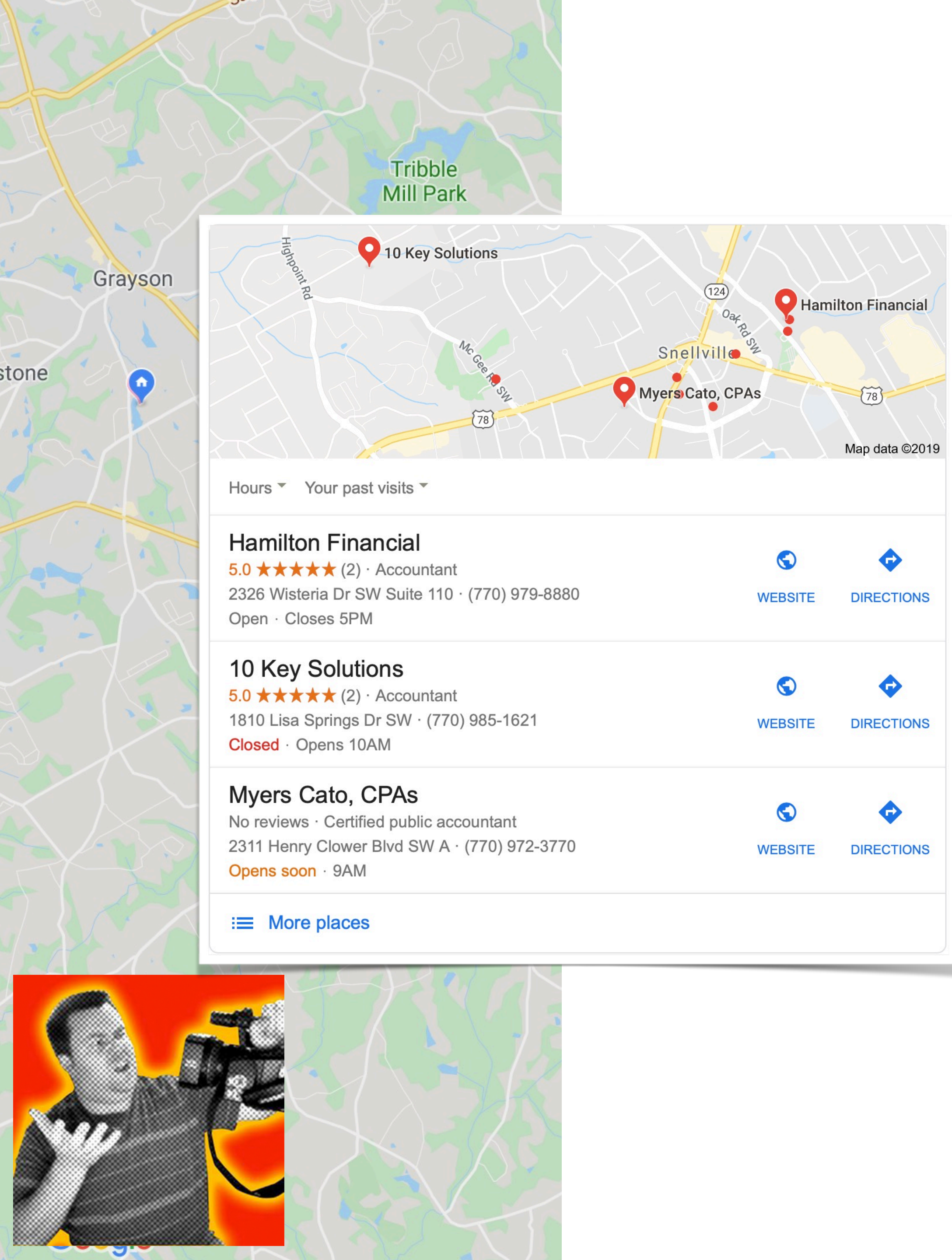
Just like it sounds—how far is each potential search result from the location term used in a search? If a user doesn't specify a location in their search, Google will calculate distance based on what's known about their location.



Prominence

Prominence refers to how well-known a business is. For example, famous museums, landmark hotels, or well-known store brands are likely to be prominent in local search results.

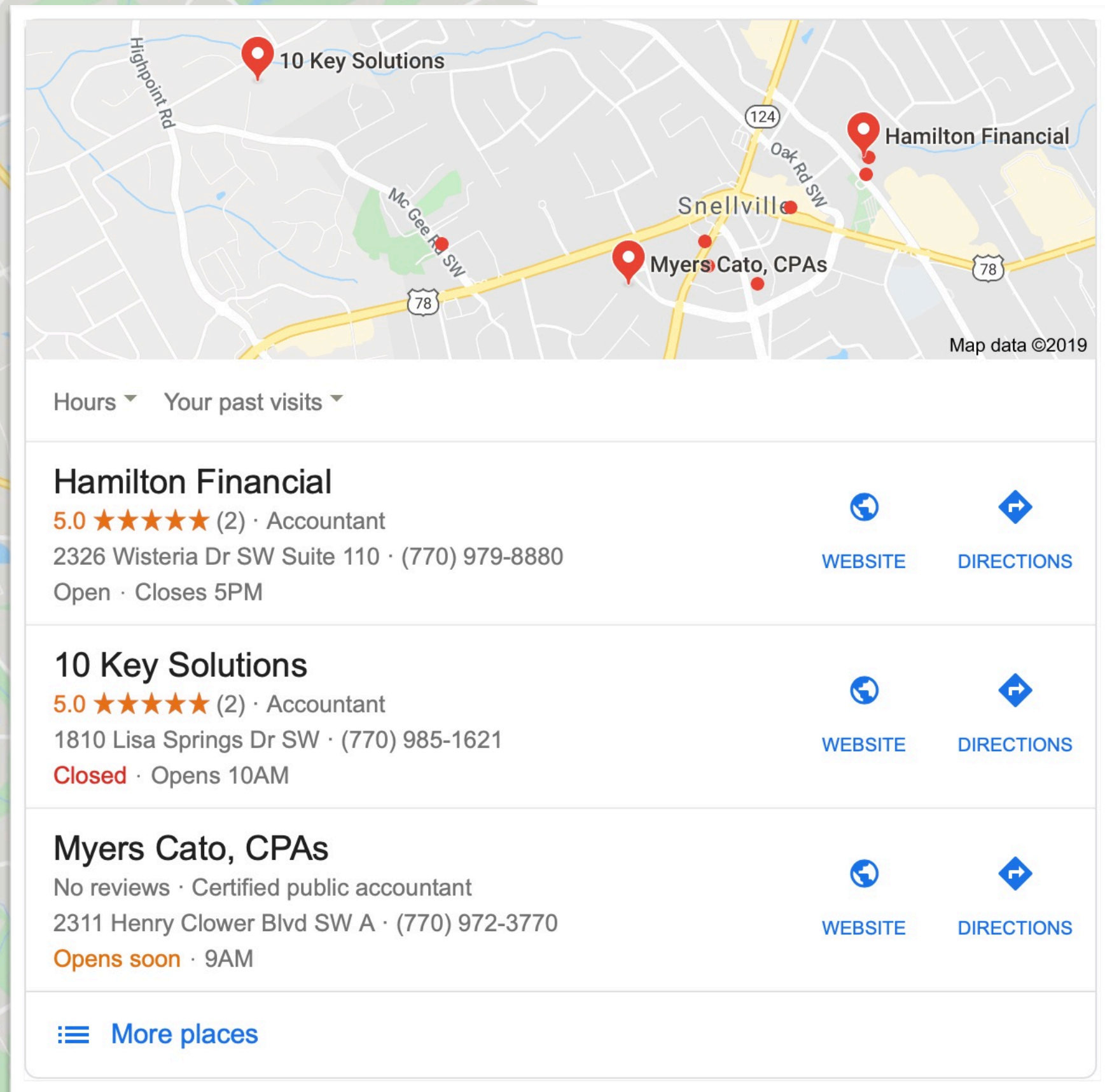
Prominence is also based on information that Google has about a business from across the web (like links, articles, and directories). Google review count and score are factored into local search ranking: more reviews and positive ratings will improve a business's local ranking. Your position in web results is also a factor, so SEO best practices also apply.



Getting Into The 3 Pack

Based on what Google Said, these are the important items we can control

- Claiming and optimizing in the GMB Listing
- Fixing SEO on our own websites
- Getting more 'citations' online
- Getting more positive reviews
- Videos and why they matter!



Herrick Heidi

[Website](#)[Directions](#)[Save](#)

Accountant in Layton, Utah

Address: 2246 University Park Blvd, Layton, UT 84041

Phone: (801) 926-1177

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

[Add missing information](#)

[Add business hours](#)

Know this place? [Answer quick questions](#)

Questions & answers

[Be the first to ask a question](#)

[Ask a question](#)

GMB Listing

Make sure your listing is 'claimed'

Google will make listings for every business it can find. However, it is up to you to claim ownership, and start optimizing it.

You can also add your business, if it doesn't exist.



Let's Show It LIVE!



Your Website & SEO

Google looks to your attached website to determine the validity of your business.

The more complete your website, and the better SEO it has, the more likely you are to rank in the Google My Business 3-pack.



Website SEO

It is best to consult a professional about SEO, but here are some tips.

- Make sure you have unique titles on your pages
- Create a page for each service that you do (match it to the categories in Google My Business)
- Make sure your name, address and phone number are on your pages
- Make sure there is a lot of detailed text on your pages
- Embed videos on your pages



Website SEO

- Make sure you fill in your meta data (this is hidden code with information about your business)
- If you use Wordpress for your website, use a tool like Yoast to help with your SEO
- Prominently show your phone number at the top of the page!
- Create pages about the various cities and locations in the area... this can help get you into other GMB maps.



Citations

Citations are places online, where Google finds you businesses' name, address and phone number (NAP).

This can be on blogs, articles, social media, directories, videos, or any other place you can think of.

Be sure the use the EXACT NAP info from Google!



Ways To Get Citations

- Social Media - make sure your NAP is on your Facebook, Instagram, Twitter, Pinterest, LinkedIn, Snapchat, etc.
- Blogs - If you blog on a different site than your website, that can get some great citations. Blogger is Google's blog site, and may provide the best results
- Directories - Get in them all!
- Videos - A VERY powerful way to get citations



Directories

Directories are a special category of citations, because Google looks at these more closely and more quickly.

These sites are specifically meant for providing business info to potential clients.

Asside from getting a citation, these sites can also rank, and get you customers.



Directories

Popular directory sites include

- YellowPages
- Dex
- Bing
- Yahoo
- Facebook
- Four Square
- Insider Pages
- Merchant Circle
- SuperPages
- Local.com
- Trip Advisor
- Judy's Book
- Angie's List
- Thumbtack
- Best Of Web
- Hot Frog
- Local



Directories

Get your info directly from Google!

**Carver Florek & James LLC: Florek Brent
CPA**

[Website](#)

[Directions](#)

[Save](#)

5.0 ★★★★★ 1 Google review

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**Copy the info
from here!**



Reviews!

Reviews are important for Google My Business ranking, but they are also equally important from a user level.

Nobody chooses the 1 star dentist, and they will usually choose the guy with 100 5 star ratings over the guy with 2 5 star ratings.

Studies have shown up to 1000% more clicks to the company with more ratings!



Reviews!

Some great ways to get reviews

- Ask for them as often as possible!
- If they come in your office, have a sign with info and/or a QR code!
- Email past customers and ask them to review you
- Incentivize customers LEGALLY!
- Use a reputation software to reach out and to syndicate reviews!



Reviews!

Programs that help manage and get reviews

- RepKahuna (the one I use)
- BirdEye
<https://birdeye.com>
- iReview (for instant reviews by phone)
<https://www.raysbonuses.com/ireview/>



Videos

Videos hold a very special position in local marketing

- 1.They can provide direct information in an attention-grabbing way
- 2.They can improve your SEO
- 3.They can improve your GMB in a few ways
- 4.They can rank on Google by themselves



Videos For GMB

One ranking factor for GMBs is citations.

If you have a YouTube Channel, you can get hundreds of citations quickly and easily!

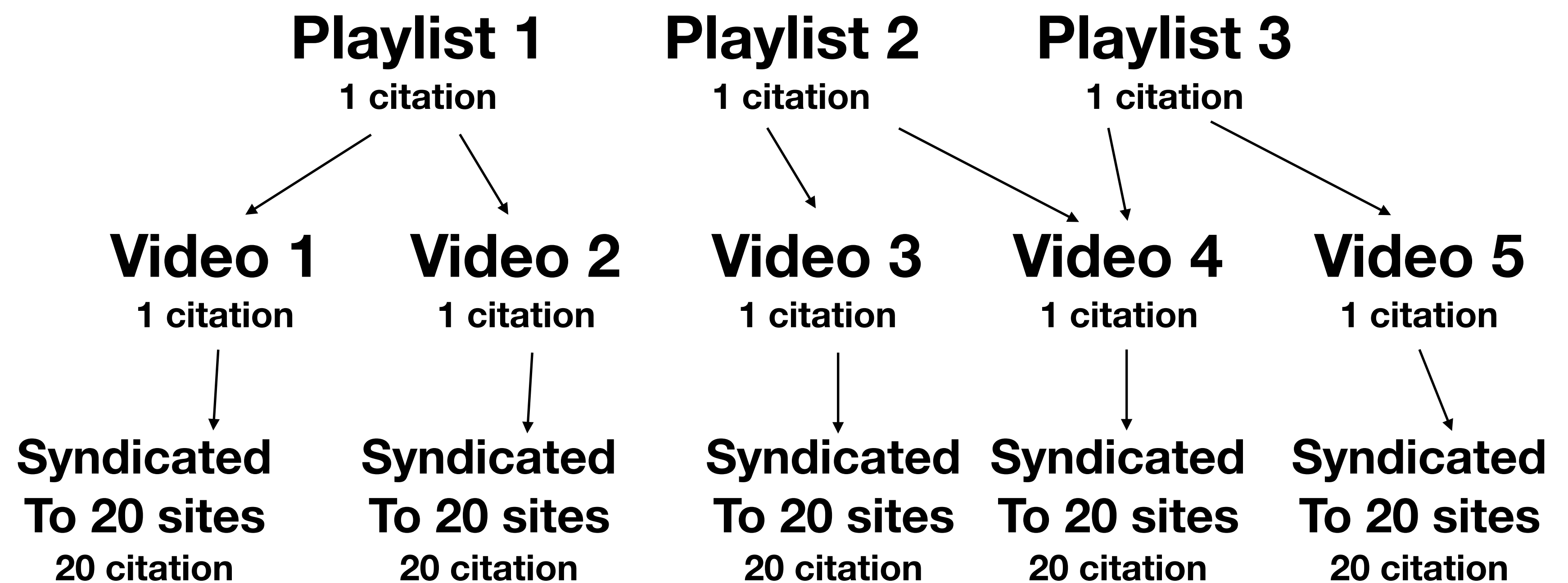
- Put your Name, Address & Phone into the about area of your YouTube Channel
- Put the NAP in the description of every video
- Put the NAP in the descriptions of playlists
- Syndicate your videos, with the descriptions that have the NAP info.





Videos For GMB

Your YouTube Channel About Section - 1 citation



109 Citations

Videos For GMB

Embedding OPTIMIZED videos on your website can help improve your sites SEO, and improve the rankings of videos in YouTube & Google

Improving the SEO of your site will improve the ranking of your Google My Business Listing



Videos For GMB

An optimized video will have....

- A keyword rich title, usually subject of the video, then branding
Ex. Dacula Plumber - John's Plumbing Service
- Keyword at the top of the description
- Contact info and website link to the matching page on your site (must have http://)
- Description of the video
- Description of the company



Videos For GMB

An optimized video will have....

- GMB info (NAP)
- Link to the GMB listing
- Link to 3-5 5-Star Reviews
- Driving direction links from Google (4-8)
- Links to other sites (social media, yelp, etc.)
- Link to the next video
- Hashtags
- Tags - All of your keywords



Videos For GMB

Once the videos are optimized, embed them into the matching page on your website.

Ex. If the video is about “Root Canals”, it would be embedded on your root canal page.



Videos For GMB

Next, you want to share that video to as many sites as possible, such as

- Facebook
- LinkedIn
- Pinterest
- Digg
- Delicious
- Diigo
- Reddit
- Slashdot
- LiveJournal
- Plurk
- Any blogs you can
- Anywhere else you can!



Videos For GMB

Post your videos to your Google My Business listing.

Just like with images, you can post videos that will both help customers to learn more about you, and help satisfy Google's need for content



You Did It!

You now have the basics of what you need to start improving your Google My Business listing, and get more hot leads!

Do not worry if this seems overwhelming. You can watch this presentation as many times as you need



Need Help?

If you need help with any of this. Call or text me at any time.

My direct number: 801.821.0802

My email: ray@raythevideoguy.com

We have marketing and video packages available, that will help get you those hot leads

