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advanced online insights

Everything I Know About Google My Business

How to Optimize Google Business Profiles:

Beyond the Google My Business Dashboard

Joseph Danzer · Street View Sales Associate · 513-549-0563 · joe@advancedonlineinsights.com

Optimization Theory

Beyond the Google My Business Dashboard

The Google My Business Dashboard provides most of the tools needed to create and optimize a Google Business Profile. At AOI, we like to take advantage of every possible opportunity to share with Google what a business has to offer in a format that it can understand and use. The processes shared in this document will help you to be aware of many methods we implement for our clients.

Need to Know

There are many processes that you can perform outside of the GMB Dashboard that can affect the visibility and search ranking of your Google Business Profiles. Here is a list of some of the most effective methods we use.

1) Update the business entrance and parking entrance for a business.

2) Answer questions & update attributes.

3) Create a Google Local Guide's List.

4) Create proper website links.

5) Show off your events.

6) Get Followers.

7) Using your short name to your advantage.

Beyond the GMB Dashboard

Update the business and parking entrance for a business.

You can manually set or update a business's location pin in the Google My Business Dashboard. It is very important that you have the location accurately set so that Google Maps can process direction requests and track how popular a business is based on how many people visit it each day. I bet you didn't know that you could also identify the business and parking entrance for a business though.

The only way to set the business entrance location is to get in your vehicle and use Google Maps to navigate to the business. Once you reach your destination the Google Maps navigation screen will display that you have arrived and ask you if you were satisfied with your trip. Click only 4 of the 5 smiley faces and most of the time Google will ask you to identify the business entrance. *If the business is far from the road, or in a parking lot with several other businesses, Google will prompt you on the next screen to identify the parking lot entrance.*
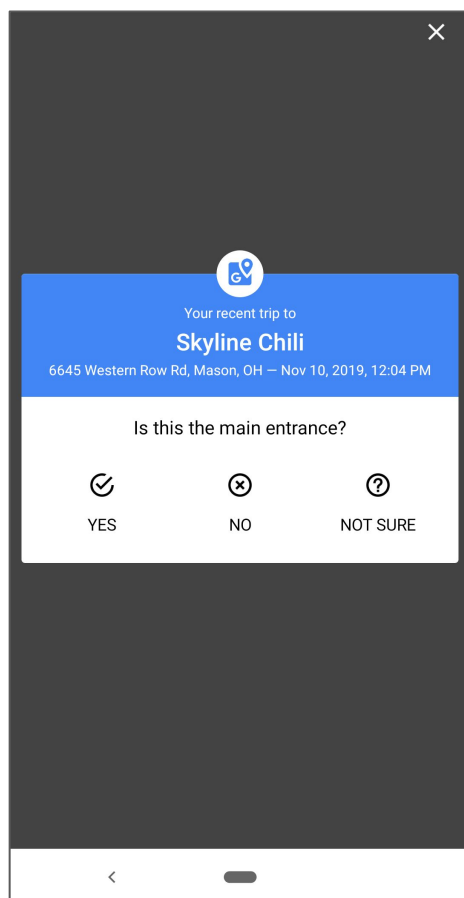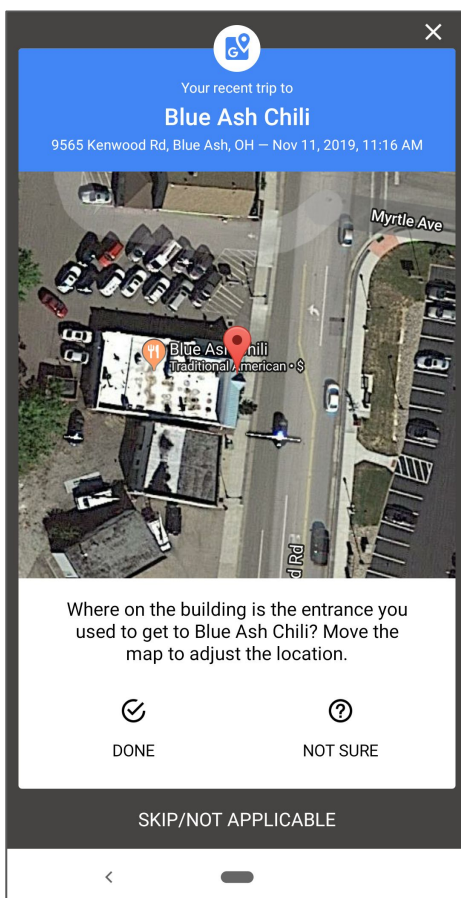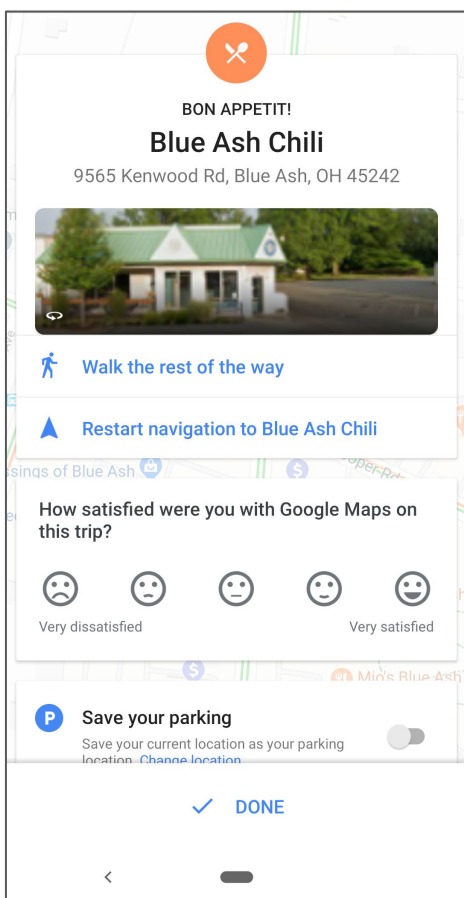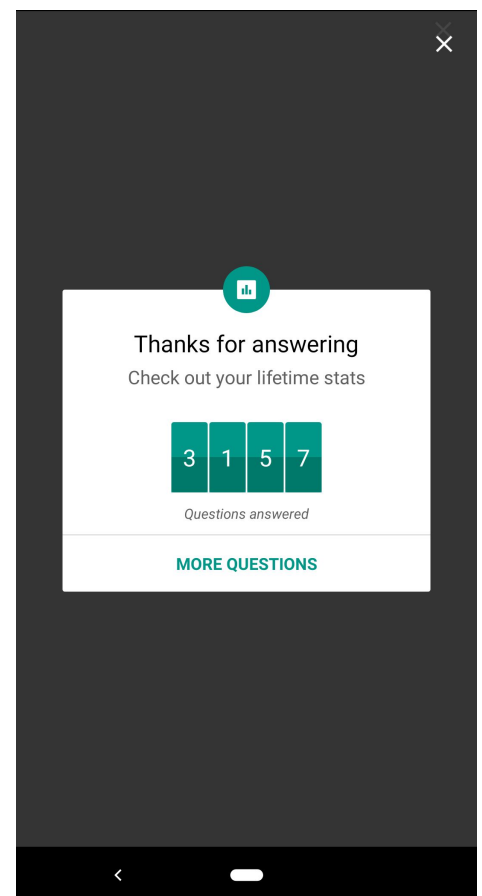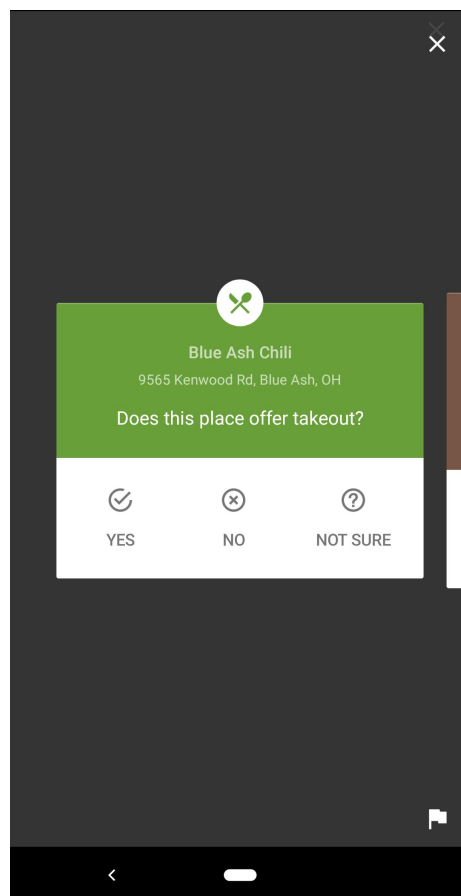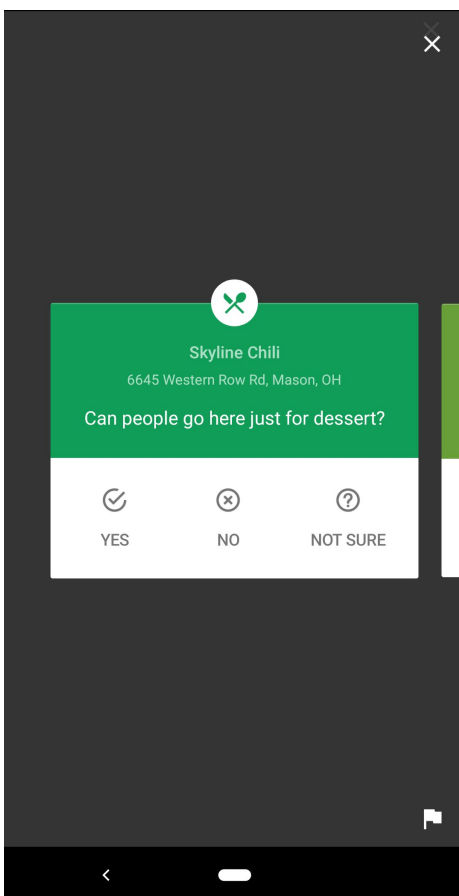
Beyond the GMB Dashboard

Answer questions & update attributes.

You can set and confirm some business attributes in the GMB Dashboard in the Info section. This feature is meant to be crowdsourced and updated by Google local guides after Google confirms that they have visited the business.

The easiest way to trigger Google to request attribute updates for a business is to get in your vehicle and use Google Maps to navigate to the business. Google will confirm that you have arrived and if you have been to the business before it will ask if you want to answer a few questions about the business. If this is your first visit to the business the request notification will usually be delayed until after you have left the business.

Another great way to trigger the attribute request notification is to access your timeline in the Google Maps app and confirm each business that you have recently visited. This will signal to Google that you can answer questions about the business.
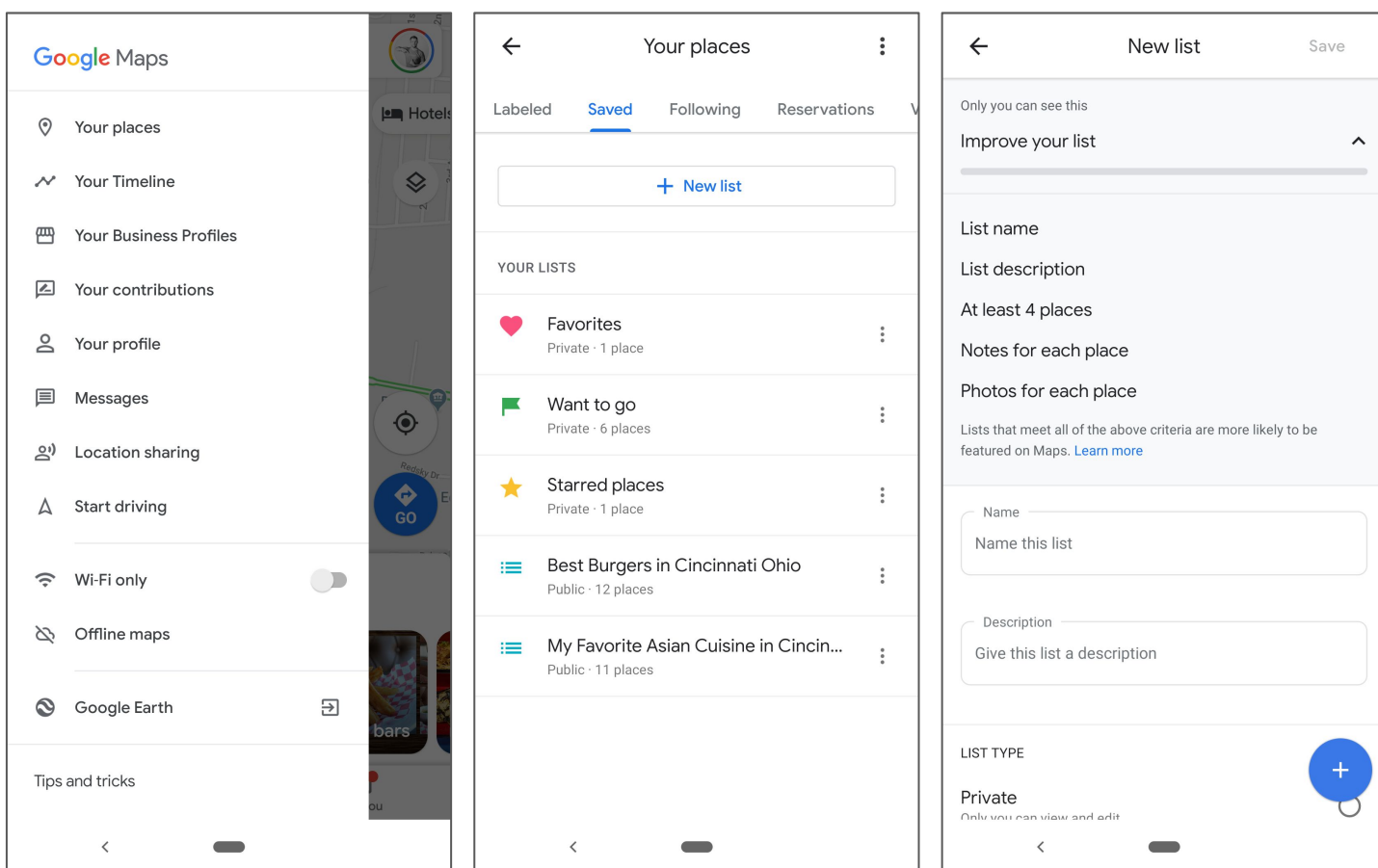
Beyond the GMB Dashboard

Create a Google Local Guide's List.

Google Maps and Google Search contains a feature that will display a list of several businesses that it feels are relevant to the user based on their search history and the locations that they visit. Google curates many of these lists but has recently allowed Google Local Guides to publish their own lists and make them public. These lists have begun to show up in search results along with Google's own curated lists. When a business is included in one of these lists its signals to Google that the business is more relevant than businesses that are not included in any lists.

Open the Google Maps mobile app, open the menu, and select "Your Places". Click the "Saved" tab at the top and select "+ New List". Make sure to set the List Type to Public for your list to be considered as a featured list. *Click the pull-down info next to "Improve your list" for tips on how make your list more likely to be featured.*
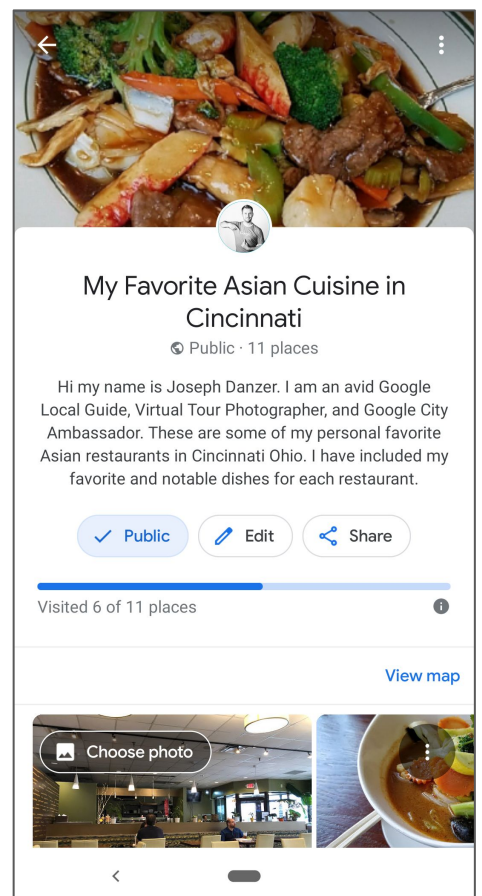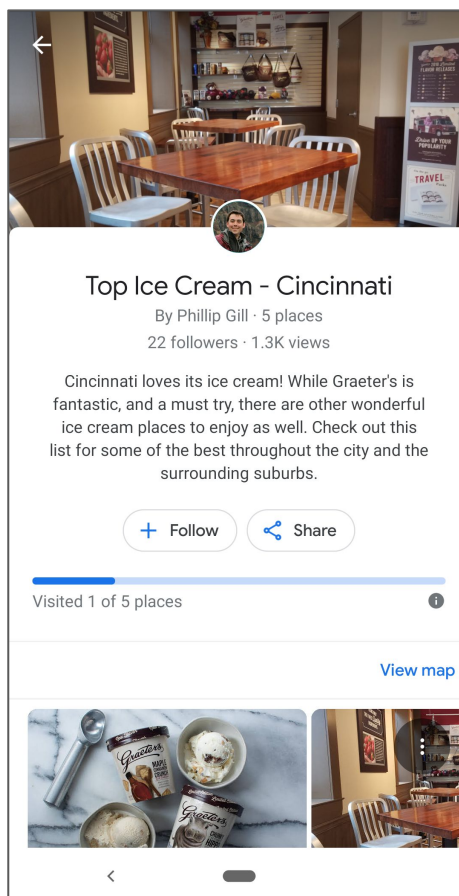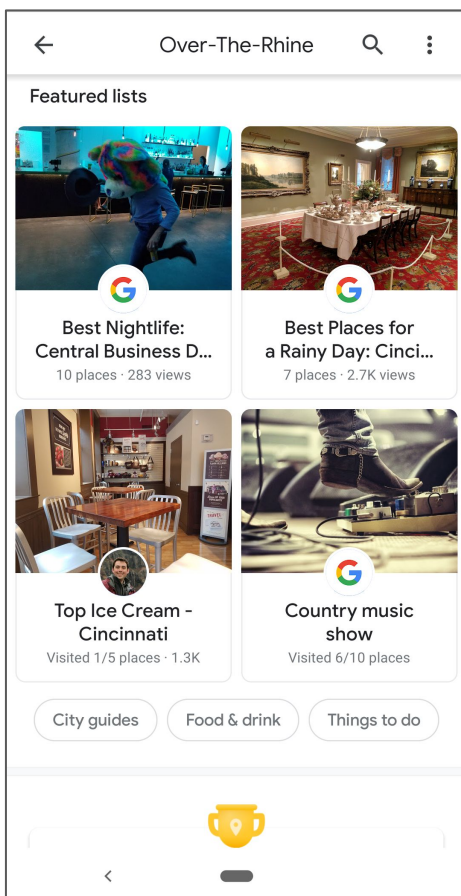
Beyond the GMB Dashboard

Create a Google Local Guide's List. (continued)

Here are some of the ways that Google Lists appear in search results and Google Maps.

Bonus: If you want a list of my favorite Asian restaurants in Cincinnati just send me an email and I would be happy to share it with you.
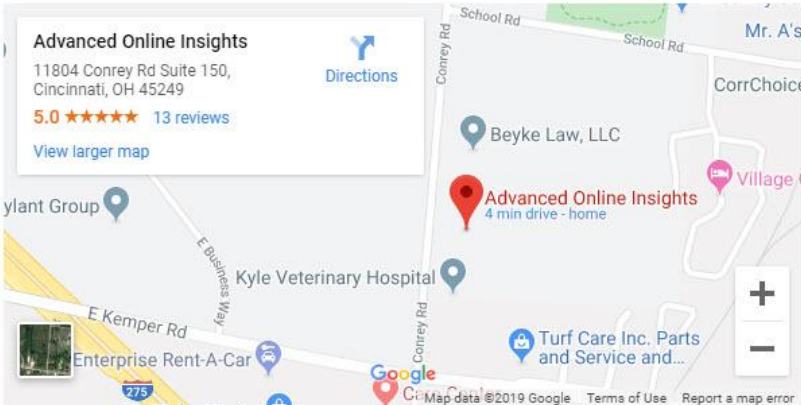
Beyond the GMB Dashboard

Create proper website links for Google Business Profiles.

Adding website links to a Google Business Listing is important to both search ranking and the quality of the Here are several tips to properly link the Google Business Profile to a website.

1. If your website has the ability to display a map or direction requests, use the Google Business Profile, NOT the business address.

2. Display your Google Reviews on your website. (AOI software has a widget for this)

3. Add images from your GMB Gallery to your webpage. *Bonus: I can show you how to download images from your GMB gallery. Even the ones added by customers. You just have to ask.*
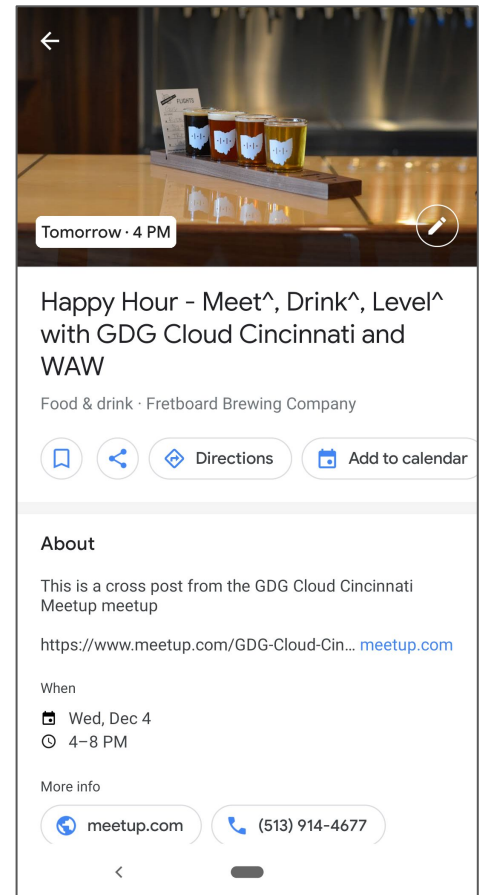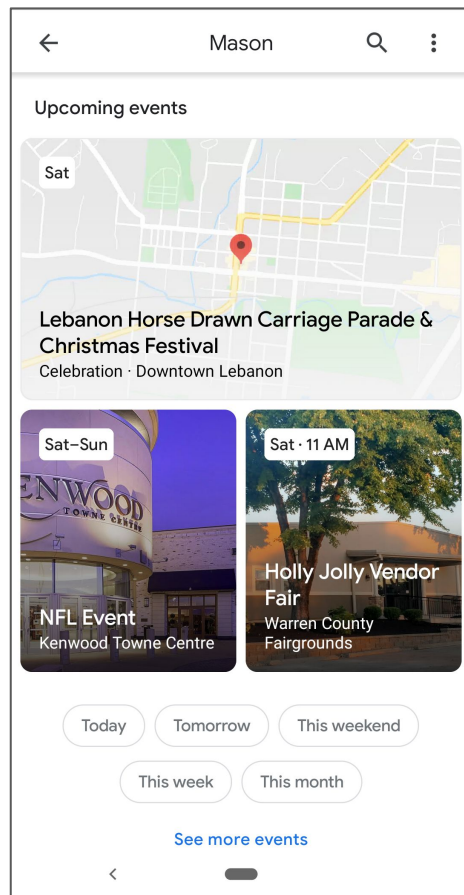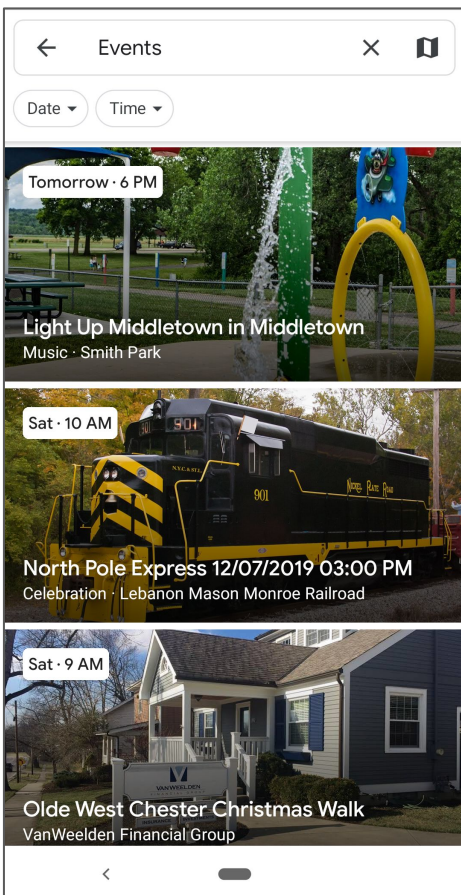
Beyond the GMB Dashboard

Show off your events.

Have you ever wondered why some businesses show up in search results for events that are occuring near you? It's not as simple as just adding an event post to your Google My Business Dashboard. Adding the event post is a great first step and will the event to show up in Google search in some instances..

The best way to give your events the best chance of showing up in search results is to make sure that you have the event posted in several locations on the web in a format that Google sees as relevant. I have curated a list of known websites and services that you can submit your events to.

Websites: eventbrite.com | eventful.com | meetup.com | facebook.com | eventupon.com

Bonus: Events can also populate Google search results if your website has an event feature or calendar that follows common schema guidelines. For more info see: https://schema.org/Event
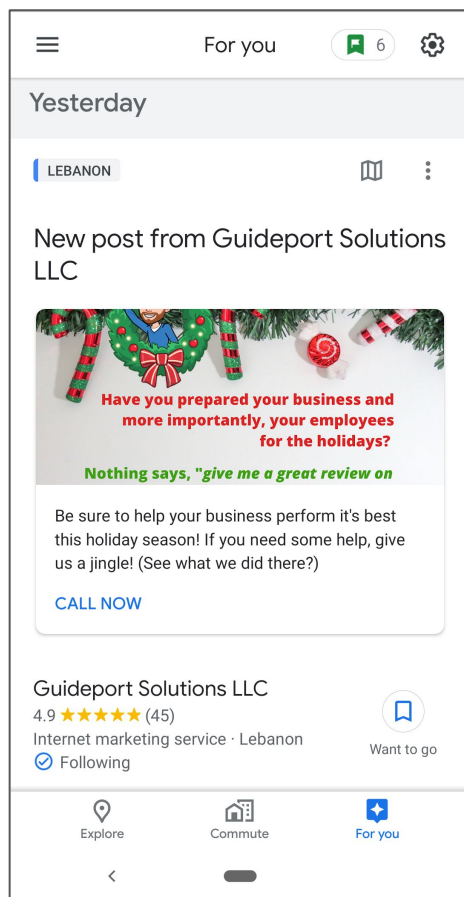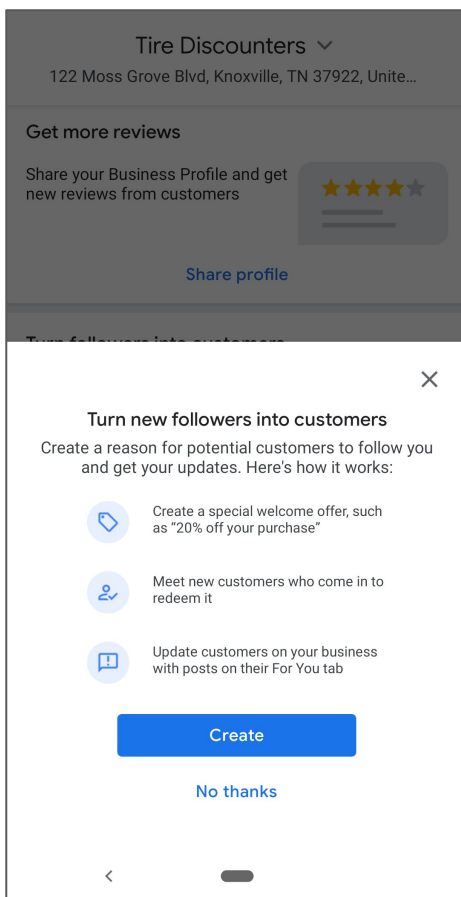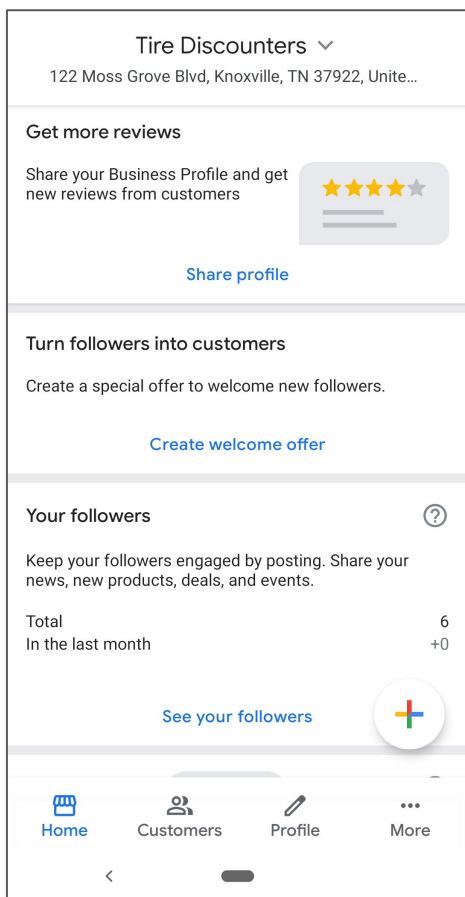
Beyond the GMB Dashboard

Get Followers.

Google has added a follow feature to the Google Business Profiles on mobile devices. This feature allows users to follow a business. When a user searches for a service or product that a business they follow provides, the search results will favor businesses that they follow. The businesses they follow will also appear in the "For you" section of their Google Maps app.

All of follow features for GMB can be found on the GMB mobile app and are not included on the GMB Dashboard on the PC. From the GMB mobile app you can create a welcome offer and see who is following a business on the customers tab. *Bonus: Create a welcome offer for a business and instruct employees to mention it to customers. Example: 10% off your next purchase.*

Beyond the GMB Dashboard

Using a business's short name to your advantage.

One of the most difficult issues that arise with Google Business Profiles is the inability to directly link to them like you can a website. Now that Google has implemented the ability to create a short name for the business you can share the link directly with a user or through a hyperlink in an email or on a website.

One of the most common uses of the new short name feature is to request Google Reviews using a business's short name in the hyperlink. Example: g.page/advanced-online-insights/review?gm

Bonus: Create a direct hyperlink to your clients Google Profile and share it with them to add to their website or email signature. Example: [Check us out on Google](#)