

Google™

My Business 2.0

CHEAT SHEET



Discover how to master
Google My Business and leverage
it to grow your Online Business Brand.



How to Setup Google My Business:

- Step 1: Visit Google My Business's Website
- Step 2: Click the Green Button "Manage Now" button.
- Step 3: Enter the Name of Your Business
- Step 4: Enter the Address of Your Business
- Step 5a (For Brick & Mortar Businesses): Drag the Map Marker to Your Location
- Step 5b (For Service Area Businesses): Set Your Service Area
- Step 6: Categorize Your Business
- Step 7: Set What Contact Details to Show Your Customers
- Step 8: Finish and Verify Your Business
- Step 9: Verify Your Business

The Importance of Business Listings:

- Consistent NAP
- Google Yourself
- Take Ownership
- Document

Latest Google My Business Updates

- Appointment URLs Function
- Menu Editor Added
- Direct Messaging With Your Customers
- Google Question And Answers For Local Business
- Small Thanks Initiative
- Google Website Builder
- Google Posts

Improving Local SEO and your Company's GMB Page Rankings

- Build your Google My Business Profile



- Assess for Copy Page Listings
- Insert Relevant Categories
- Create Sure Contact Information for Your Site Is Accurate & In Text Type
- Make Sure Your Own NAP Information on the Internet Is Consistent
- Check for Missing Indices
- Request Client Reviews
- Curate High-Quality Articles and Content
- Build Relevant and Quality links
- Get Busy on Social Networking
- Boost Your Site for Mobile

Tips To Improve Google Places Page Ranking

- Business Listings
- Consistent NAP
- NAP On Website
- Embedded Google Map
- Reviews

Things you might not know about Google My Business categories

- Google constantly changes the names of categories.
- Google constantly removes categories and adds new ones.
- New categories can give you a boost in ranking.
- Categories have different names in different countries.
- The categories you see on Google might not be the way they appear in the Google My Business dashboard.
- The concept of “category dilution” is not true according to our testing
- The primary category holds more ranking power

Ultimate Google My Business Optimization Checklist

- Does Your Business Qualify for a Listing?
- Request Ownership of a Listing
- Verify Your Google My Business Listing
- Upload Photos to Your GMB Listing

Tips to responding to reviews

- Be nice and don't get personal
- Keep it short and sweet
- Be honest



How Can Restaurants Use Google My Business For Menu Listing & Local Posts

- Google My Business Menu Listing
- To List & Update Your Menu On Google
- Google My Business Posts

Common Google My Business Mistakes to avoid

- Not Verifying Your Business Listing
- Using spammy techniques for your business name
- Using your legal business name instead of your widely recognized name
- Bad Business Description
- No Reviews
- Solicited Or Fake Reviews
- Duplicate Listings

Analyzing and Measuring Google My Business Traffic Data

- Using UTM Codes To Track Google My Business Traffic
- Creating UTM Codes
- Adding UTM Tracking URL To Google My Business Listing
- Setting Up Tracking Within Google Analytics
- Seeing Google My Business Traffic In Google Analytics



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