



Google Business Profiles

Description

If you own a business on Google Maps and have not yet claimed your Google Business Profile then you need to watch this 8 minute video. It explains how and why..

What if someone has already claimed ownership of your google my business listing or maybe youâ??ve created a listing a while ago, and you have forgotten your login details, or Google has already created a listing, and you donâ??t know how to claim ownership for it?

If this is happening to you donâ??t panic because in this video I show you how to claim a business on Google that is already claimed, how to request ownership of an unclaimed business profile, how to recover the email address you initially used to create a listing and more.

Whether you operate from a brick and mortar location or are running a service area type of business, you will find exactly what you can do to claim a listing thatâ??s rightfully yours, even if itâ??s already verified or not.

Itâ??s a common misconception that it is very expensive to set yourself apart from your competition online. However, free resources such as Google Business Profile (GBP), a business listing feature on Google, help you to achieve better visibility online effectively and affordably even without a website!

Your current profile may not be claimed so it needs your attention immediately!

You can claim it yourself but if you are not comfortable with this, please contact us. We can do this for you.

We then need to validate the claim. The usual process is to send a postcard with a code on it. When you receive it in your shop we will need that code.

Once we have control, we can then work on adding your details and content.

Local SEO work starts at £50 a month for a minimum of 6 months, a total of £300. We recommend at least a 6 month period because it will give us enough time to prove that it has made a significant difference to your digital profile.

Obviously a website will help, but that is not necessary at this stage. This is purely about your Google Business Profile. Within that time, we want to add at least monthly updates rather than all at once. This will demonstrate to Google there is some regular activity.

Here are some guidelines

Within the tool itself, GBP offers several helpful widgets that can maximize your listing's potential to show up in more relevant and local searches of your potential clients. Among these is the Updates feature, which allows businesses to share news, updates, offerings, and more directly to their business listing.

Read on for more information on Google Business Profile, seven tips for optimising your GBP updates, and instructions on how to begin posting to your business profile.

What is Google Business Profile?

Google Business Profile, previously known as Google My Business, is a free business listing intended for local businesses to manage their online presence on Google Search and Google Maps. After creating a Google Business Profile, your firm's listing shows up directly in searches and Google Maps making it a core element of helping potential clients find your website where they can discover answers to their legal questions and connect with your firm.

Your Google Business Profile lets you share important information with potential clients about your business, including your:

- **Business hours**
- **Address**
- **Website address**
- **Service areas**
- **Contact information**
- **Customer reviews**

How can Google Business Profile Updates help my website's SEO?

Google Business Profile updates are directly connected to your GBP business listing. While the information on your business listing remains static, the updates feature allows you to showcase new blogs, case results, new hires, and other firm happenings to your potential clients on Google.

These posts are a great marketing opportunity for your practice to grab the attention of potential clients on Google. The posts will appear in the following locations:

- **Google Search and Maps mobile view of [Updates](#) or [Overview](#)**
- **Google Search and Maps desktop view of [From the Owner](#) section of your GBP profile**
- **Google Business Profile website (until March 2024)**

By regularly posting to your GBP, you can help improve the SEO by signaling to Google that you are actively managing your GBP listing. In addition, you can help to direct traffic from Google to your website through engaging post content.

6 Tips for Optimizing Your Google Business Profile Updates

1. Be brief and professional

GBP updates aren't intended to include an entire article, blog post, or thought piece. Instead, craft a few sentences that will engage a potential client and encourage them to follow the link to learn more.

In addition, it's important to remember that these posts will, for many potential clients, contribute to the first impression of your firm. Avoid using low-quality images or videos and reserve new posts for only relevant and current information about your practice.

2. Post regularly

Google Business Profile updates have a brief shelf-life, and only appear on your GBP for seven days before they are archived. Therefore, it's a good practice to post regularly to your GBP about once per week. This cadence will work to keep your business listing fresh with new updates on a consistent basis.

3. Utilise keywords

When creating updates for your GBP listing, try using keywords that may be relevant to your potential clients. This will work to increase the relevancy of your business listing for the search queries of your potential clients. Think of keywords that make sense to the update but are also likely to be used in a Google search by your potential clients.

4. Diversify your update type

There are a few different directions you can take your Google Business Profile posts. In order to drive traffic back to your website, it's useful to include content, links, photos, and/or a call-to-action in your update. By diversifying your approach, you can help to maximize your reach based on what a potential client is inclined to gravitate toward.

Here are all of the available types of updates you can create that are relevant:

- **Book an Appointment**
- **Call Now**
- **Events**

- [Learn More](#)
- [Offers](#)
- [Sign Up](#)

5. Optimise your Google Business Profile

If you are new to Google Business Profile, or haven't updated your business listing in more than six months, it's likely that your listing can be optimized to help increase your firm's visibility on Google. By working to optimize your GBP, you can help maximize the impact of the updates feature as a marketing tool for your business.

Below are a few key things you can do to improve your listing:

Complete all elements of your business listing. There are several customizations that can be made to your GBP listing. Ensure that each of these has been completed to maximize the information you provide Google about your business.

Tip: Don't forget to add Labels to your listing that are relevant to your location and service areas and your firm's business hours.

Mirror multiple GBP listings (if applicable). If you have more than one firm location, create a separate GBP listing for each location. Ensure that each listing is an exact copy of one another aside from the differing business addresses.

Stay on top of client reviews. Assign a follow up date with each satisfied client after their job closes to request a testimonial for your Google Business Profile. Set aside some time each week to look over any new reviews and craft responses.

Add photos. If you have taken a new headshot or staff group photos, add these to your listing to show potential clients that you are active. This also helps potential clients put a face to your name and make a connection just as they would on your website.

Use your GBP analytics. Explore your free GBP Insights to learn more about how potential clients are finding your listing and what actions they are taking once they've found you. This can help you identify larger trends in client search behaviour that you can implement into your current website marketing strategy.

6. Optimize the pages you link to

Whether you link to your homepage or another page on your website or a socialmedia page, it is important to consider how a potential customer may perceive that page. This can be primarily dependent on having a modern and attractive website, but it's also useful to consider other user experience (UX) factors as well.

For example:

- does the page have a clear call to action?
- If the user was to navigate away from that page, would it be easy to do so?
- Do the pages load quickly?

These are all contributing factors to maximizing the impact of your posts on Google Business Profile.

Category

1. News
2. SEO

Tags

1. GBP
2. GMB
3. Google Business Profile
4. Google My Business

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