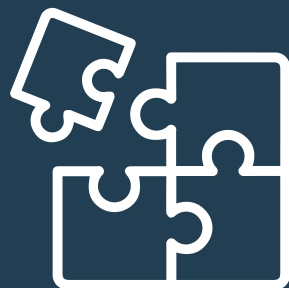


# Google My Business, Success Sheet for Local Business Success

In this success sheet, we'll cover the benefits of optimising your Google Business page, and we'll give you some quick fixes for maximum Google Business page optimisation.





# Why Optimise your Google Business page?

Optimising your Google Business Page enhances visibility, fosters trust among potential customers, improves search engine rankings, and ultimately drives more traffic to your business, leading to increased engagement and potential revenue growth.

## 01 Improved Visibility:

- Higher chances of appearing in local search results.
- Enhanced map visibility for nearby customers.

## 02 Credibility and Trust:

- Establish trust with potential customers through verified business information.
- Showcase positive reviews and ratings.

## 03 Increased Site Traffic:

- Direct customers to your website for more detailed information.
- Improved click-through rates with an attractive business profile.

## 04 A Local SEO Boost:

- Positive impact on local search engine optimisation.
- Better chances of appearing in the local pack.

## 05 Customer Engagement:

- Interact with customers through posts, Q&A, and messages.
- Keep your audience informed about events and promotions.





# Why Optimise your Google Business page?

## 06 Analytics and Insights:

- Utilise data to understand customer behaviour.
- Optimise strategies based on customer interactions.

## 07 Mobile Optimisation:

- Improve mobile search visibility.
- Attract customers on the go with accurate business details.

## 08 Competitive Edge:

- Stand out among competitors with a comprehensive business profile.
- Regularly update information to stay ahead.

## 10 Social Connections:

- Links back to your social platforms.
- Increased networking opportunities.

## 11 Share Images:

- Add images of your office and location.
- show case your work or recent projects.



A person with long dark hair is shown from the chest up, wearing a white shirt. They are sitting at a desk, holding a pen and writing in a notebook. The image has a blue overlay. Two vertical white lines are positioned above and below the text.

# Quick Fixes for Maximum Google Business Page Optimisation:

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# Here's How to **Get Started:**

Maximum impact in under two hours:

## STEP 01

**Complete Business Information:** Fill out all fields, including business hours and website link.

## STEP 02

**Accurate Location Pin:** Ensure the map location accurately reflects your business location.

## STEP 03

**Attractive Photos:** Upload high-quality images of your business, products, services and team.

## STEP 04

**Regularly Update Posts:** Share updates, promotions, and events to engage with customers.

## STEP 05

**Encourage Customer Reviews:** Prompt satisfied customers to leave positive reviews. Respond to all reviews.

## STEP 06

**Utilise Google Questions & Answers:** Answer queries promptly to provide helpful information.

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# Four More:

Maximum impact in under two hours:

**STEP  
07**

**Implement Local Keywords:** Include relevant local keywords in your business description.

**STEP  
08**

**Add Services and Products:** Highlight your offerings to attract a diverse customer base.

**STEP  
09**

**Use Google Analytics:** Integrate Google Analytics to track user behaviour and optimise.

**STEP  
10**

**Promote Special Offers:** Showcase exclusive deals and discounts to attract more customers.



**Remember:** Consistency and engagement are key to maintaining an optimised Google Business Page. Regularly update information, respond to customer interactions, and adapt your strategy based on analytics insights.

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# What a few of our clients say about us...



*"The design team were patient and extremely knowledgeable, really great at helping us understand the design process, they implemented our requests very quickly and talked us through any improvements which could be made to enhance our website for SEO."*

**David: Sola Systems Group**



*"We have been over the moon with the support and drive from Leading Motion. They have given PIE Performance the tools to help grow and direct customers to our brand."*

**Christopher: PIE Performance**



*"What a star. Put our new website together, fuss-free, great ideas and in the process of sorting SEO, etc., great work on our social media posts, too. Highly recommend"*

**Simon: CEO at Colbea**

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# Get In Touch

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## Book a Discovery Call:

