

The Ultimate Local Listing Cheat Sheet: Google My Business Setup

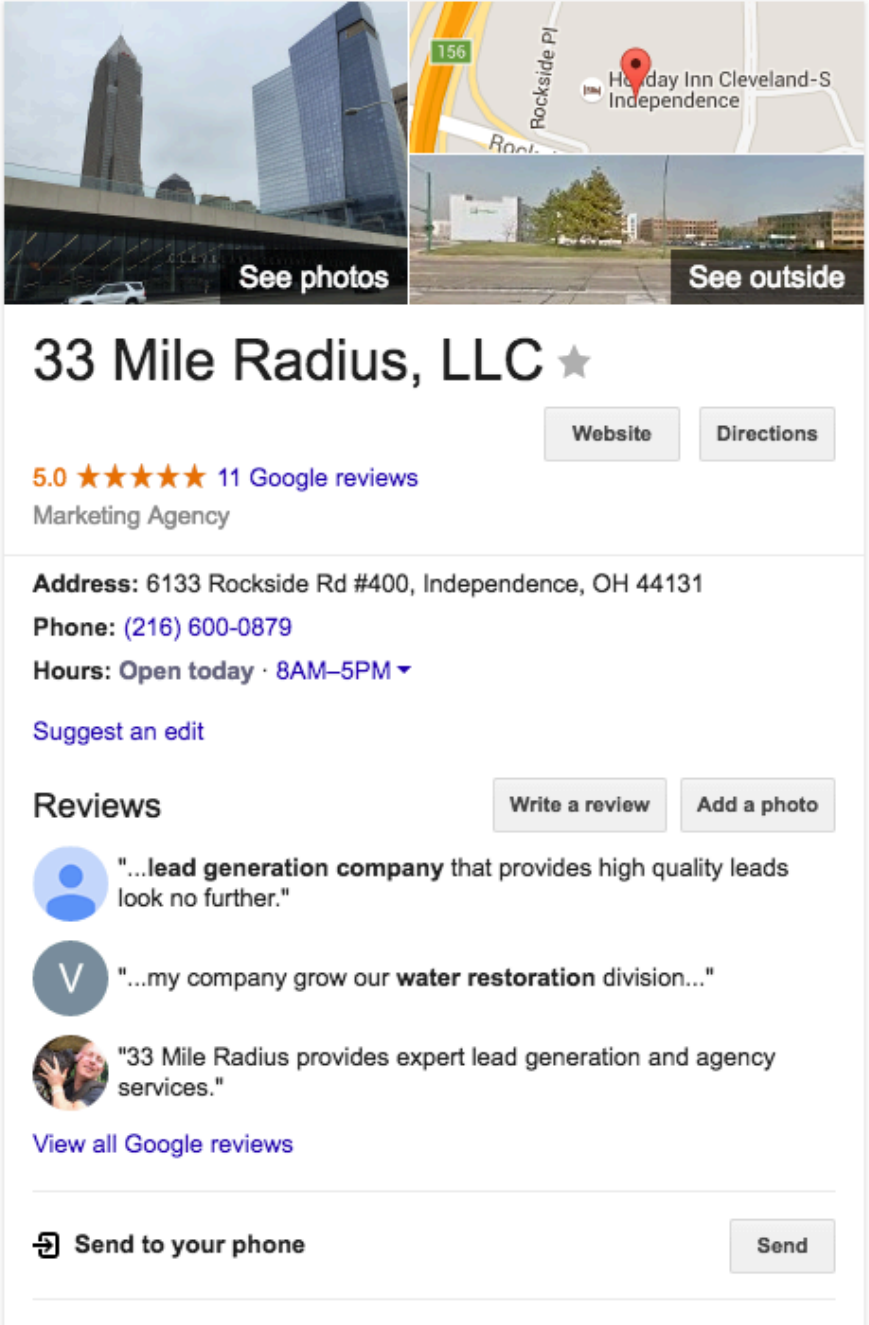
If there is anything worth taking time on it is setting up your companies Google My Business Listing. This has quickly become one of the most important aspects of local online marketing.

While there are many documents online on how to set up your Google My Business page, they can be confusing as Google is constantly changing what GMB is and its importance.

What is Google My Business?

Have you done a local search for a company recently (or even your own)? If so you have probably noticed the business listings located at the top of the page, typically below the ads and above any organic results. This is what is called the "local stack" and is where you want your business to appear.

Essentially, these businesses have setup and properly managed their Google My Business listing by submitting their company information directly to Google. Once Google verifies this information they are then put in their local directory.






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Why is this Important?

If you are trying to get more business from online channels (specifically Google) then having a GMB listing is critical.

According to a Moz study (<https://moz.com/local-search-ranking-factors>), over 14% of total search ranking factors revolve around local signals such as GMB and N.A.P. (Name, Address, Phone Number).

If you want to get your business found on local searches then you have to have GMB setup properly. And in addition have your N.A.P. constant everywhere online.

What Do I Do to Get Started?

It's very easy! Just do a search online for Google My Business and you will be directed to start the account creation process.

Even better we have included a handy checklist on the next page of this document to show you proper setup procedures.

How Do I Get My Business Ranked in the Local Stack?

Just set it and forget it! – Well actually the opposite. Getting in the local stack can take some work but some of the main factors include:

- Time
- N.A.P. consistency
- Proper Business Type
- Content on listing
- Photos
- Website with local content

Get your Google My Business Listing Setup in 11 Steps

1. **Verify your business** - requires double verification both with a text message and a post card - Note the post card can take 3 to 5 days to be sent out
2. **Business Name** - Make sure it matches exactly what is on your website and elsewhere
3. **Address** - Make sure this matches exactly what is on your website
4. **Contact Info** - Make sure to include your local phone number and a link to your website
5. **Category** - maximum one or two
6. **Hours** - make sure to put in your true business hours
7. **Special Hours** - used for holiday hours
8. **Introduction** - this is your chance to write some unique content about why your business rocks. Include services, short history, and why you are better than your competitors
9. **Add pictures** - this is important add as many relevant pictures as possible
10. **Setup Google+** - start posting and optimizing immediately
11. **Ask for reviews** - begin asking for reviews after each job

