



Google Business Profile 101

Rob Ainbinder
Lead Strategist

Why People Click

Why People Click 

Hi, I am Rob



Our Agenda

- **What is Google Business Profile?**
- **What have a Google Business Profile?**
- **Where do I get a Google Business Profile?**
- **What can I do with a Google Business Profile?**
- **Benefits of a Google Business Profile**
- **SEO & Google Business Profile**
- **Wrap Up Q & A**

What is a Google Business Profile?

This service was formerly called Google My Business.

With a free Business Profile on Google, you can manage how your local business shows up across Google products, like Google Maps and Google Search.

With your Business Profile, you can connect with customers, post updates, list your products and services, accept online orders, and more. This service was formerly called Google My Business.

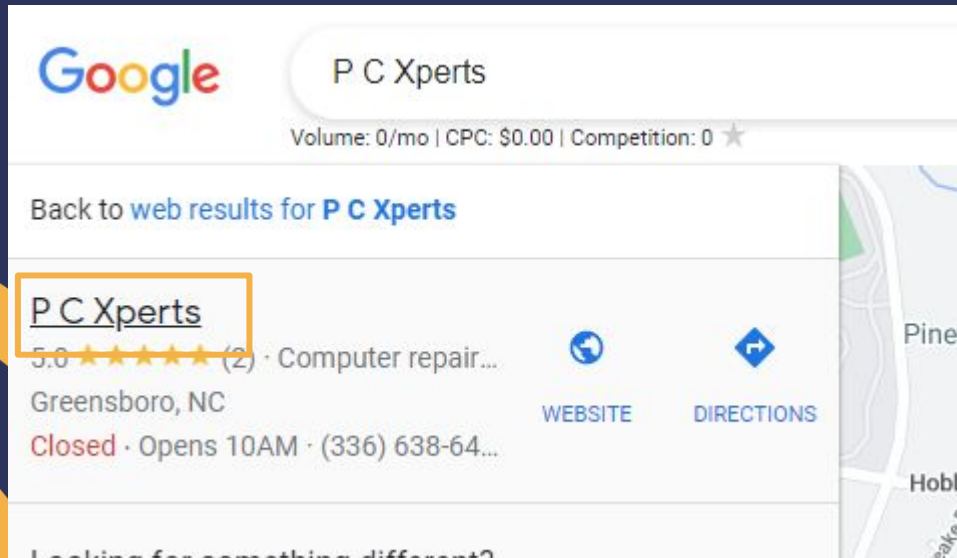
Why Have a Google Business Profile?

Your Business Profile can help people find information about your local business on Google Maps

- Reviews
- Directions
- Updates
- Photos

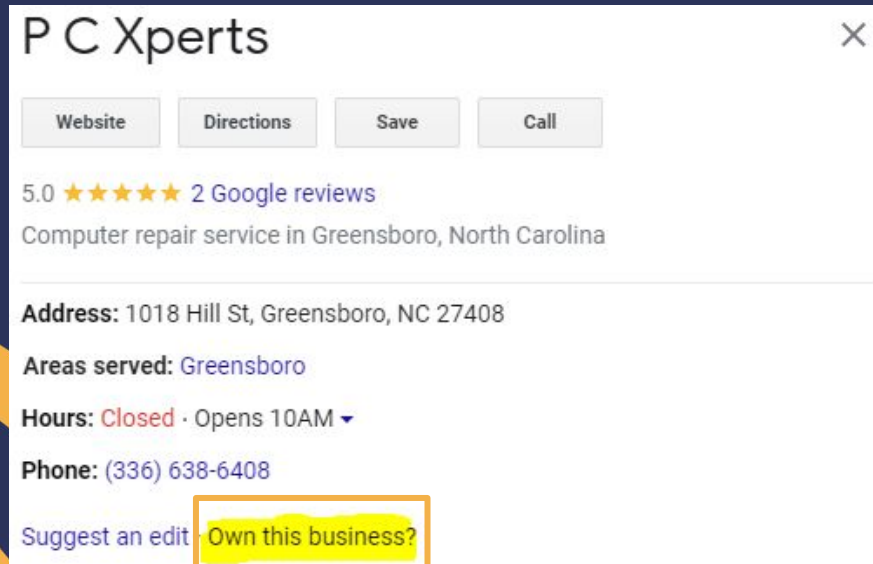
Where Do I Get a Google Business Profile?

- Search for your business on Google Maps
- Click business name



Where Do I Get a Google Business Profile?

- Click “Own this business?”



The screenshot shows a Google Business Profile for 'P C Xperts'. At the top, there are buttons for 'Website', 'Directions', 'Save', and 'Call'. Below these, the profile has a 5.0 star rating with 2 Google reviews and is described as a 'Computer repair service in Greensboro, North Carolina'. The address is '1018 Hill St, Greensboro, NC 27408'. Other details include 'Areas served: Greensboro', 'Hours: Closed · Opens 10AM', and 'Phone: (336) 638-6408'. At the bottom, there is a 'Suggest an edit' link and a button labeled 'Own this business?' which is highlighted with a yellow box and an orange border.

P C Xperts

Website Directions Save Call

5.0 ★★★★★ 2 Google reviews

Computer repair service in Greensboro, North Carolina

Address: 1018 Hill St, Greensboro, NC 27408

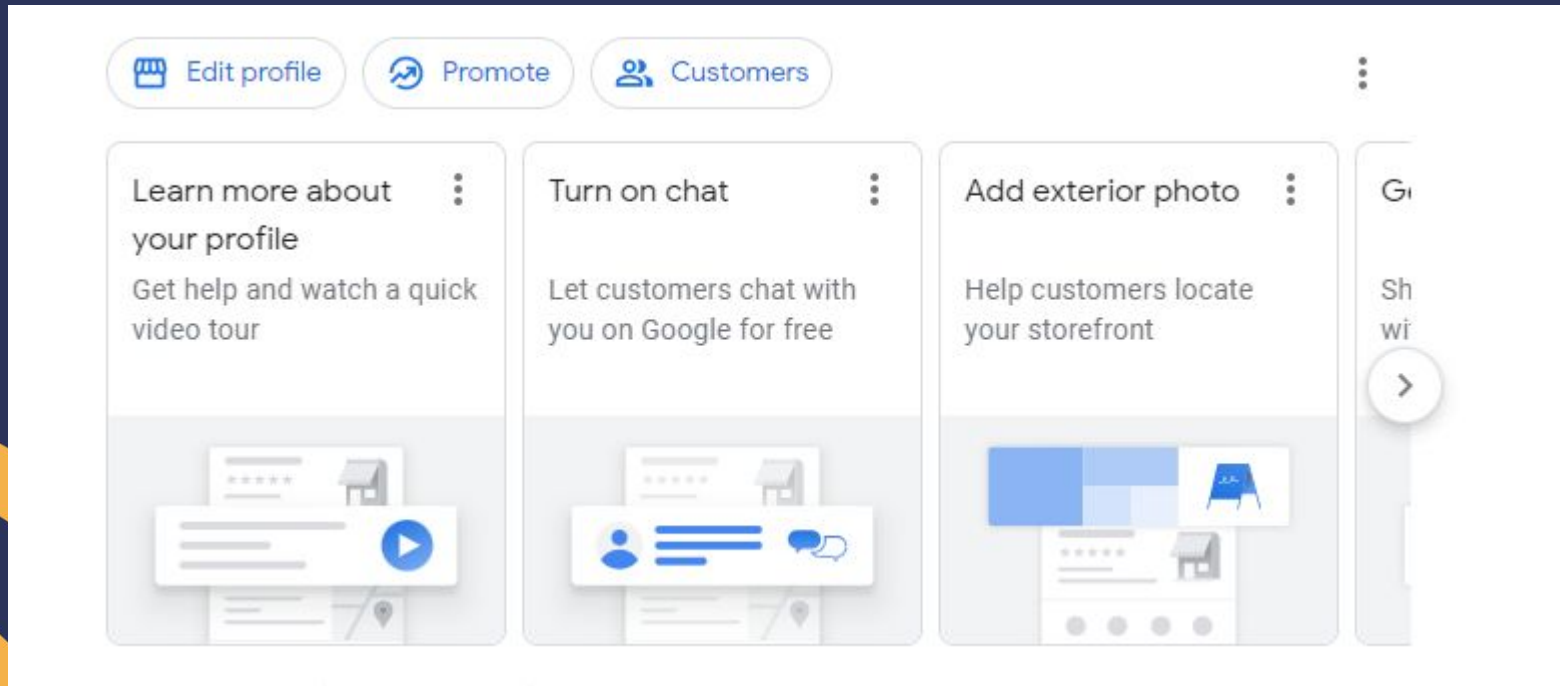
Areas served: Greensboro

Hours: Closed · Opens 10AM ▾

Phone: (336) 638-6408

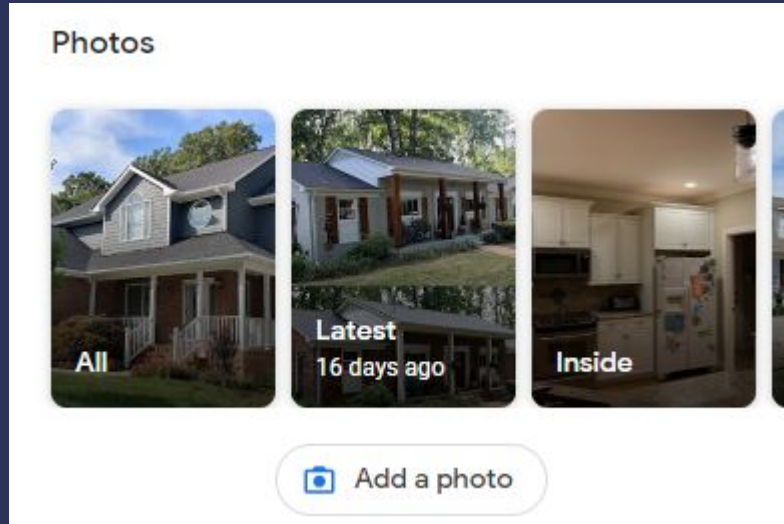
Suggest an edit Own this business?

What Can I Do I with Google Business Profile?



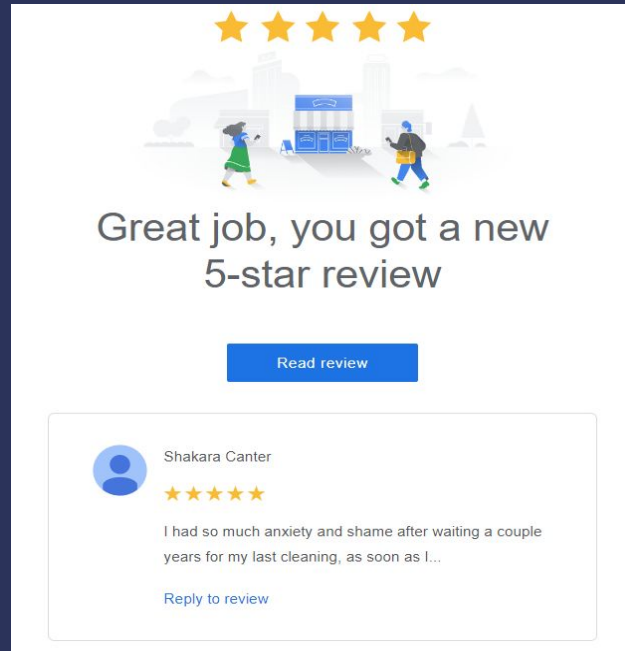
Benefit of a Google Business Profile

Project Photos



Benefit of a Google Business Profile


Reviews from customers



The illustration shows a notification card for a 5-star review. At the top, there are five yellow stars. Below them is an illustration of a person in a green dress and a person in a blue shirt walking towards a building with a blue sign. The text reads: "Great job, you got a new 5-star review". Below this is a blue button that says "Read review". At the bottom, there is a profile section for "Shakara Canter" with a blue profile picture, five yellow stars, and a review snippet: "I had so much anxiety and shame after waiting a couple years for my last cleaning, as soon as I...". Below the review is a link that says "Reply to review".

Great job, you got a new
5-star review

[Read review](#)

 Shakara Canter
★★★★★
I had so much anxiety and shame after waiting a couple
years for my last cleaning, as soon as I...

[Reply to review](#)

Benefit of a Google Business Profile

Your Responses



Like Share

Response from the owner 2 weeks ago

Thank you Kate! What a fun project that was and the look is fantastic! We hope you guys enjoy it for many years to come!

Benefit of a Google Business Profile

Updates from your business


From the owner

Our top-rated painters in Greensboro are known for providing customer-...

14 hours ago

[Learn more](#)

Exceptional Quality You Deserve

A photograph showing a woman in a blue shirt holding a young child in a yellow shirt. The woman is also holding a large bouquet of yellow flowers. They are in a bright, indoor setting, possibly a home. A dark blue text box with white text is overlaid on the top left of the photo.

Benefit of a Google Business Profile

Questions & Answers

Questions and answers

Will your house painters clean up everything after the house painting job?

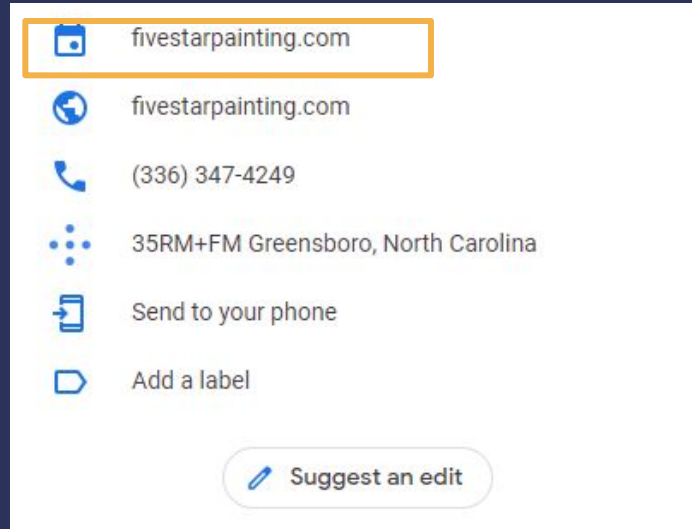


One of our guarantees at Piedmont Professional Painters is that we will do a full cleanup after the paint job. We'll clean everything up and put furniture back where it goes. Other than the great looking paint, you'll never know we were the ...

2 years ago

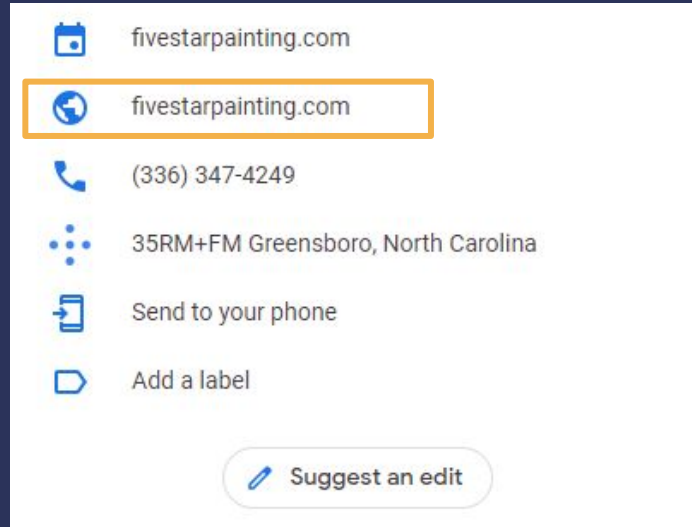
Benefit of a Google Business Profile

Appointment Requests, Website Traffic, Phone Calls



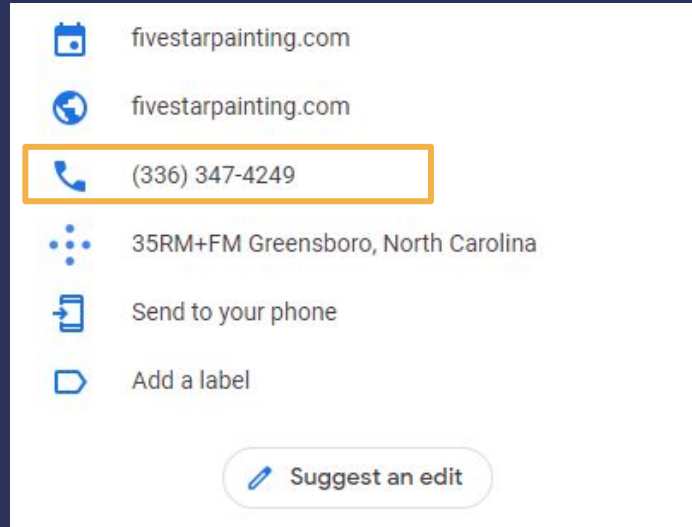
Benefit of a Google Business Profile

Appointment Requests, **Website Traffic**, Phone Calls



Benefit of a Google Business Profile

Appointment Requests, Website Traffic, **Phone Calls**

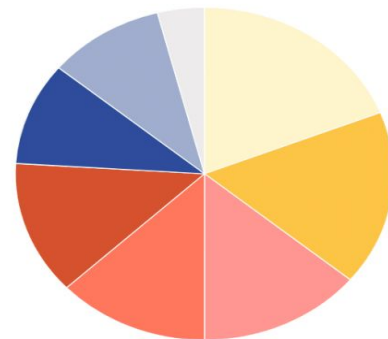


SEO & Google Business Profile

Posts to your Google Business Profile can help improve your local search rankings substantially. According to Moz: Google Business Profile “signals” are the largest local ranking factor with a share of 25.12%. Other signals include:

- Address of point of Google search
- A physical location in your city search directories
- Negative and positive reviews in Google, Yelp, or Bing
- High-quality inbound links or backlinks
- Number of “Check-Ins” at location
- Directory listings for your local business
- Relevant Citations
- Consistent search engine NAP information

Local Pack/Finder Ranking Factors



1. **My Business Signals** (Proximity, categories, keyword in business title, etc.) **19%**
2. **Link Signals** (Inbound anchor text, linking domain authority, linking domain quantity, etc.) **17%**
3. **On-Page Signals** (Presence of NAP, keywords in titles, domain authority, etc.) **14%**
4. **Citation Signals** (YYP/aggregator NAP consistency, citation volume, etc.) **13%**
5. **Review Signals** (Review quantity, review velocity, review diversity, etc.) **13%**
6. **Behavioral Signals** (Click-through rate, mobile clicks to call, check-ins, etc.) **10%**
7. **Personalization** **10%**
8. **Social Signals** (Google engagement, Facebook engagement, Twitter engagement, etc.) **4%**

Q&A



Connect

LinkedIn: Scan the QR Code

Why People Click

Branding, Web Design, SEO & Digital Ads

www.whypeopleclick.com

336-303-1834

LinkedIn

