



**ADRIAN**  
GRAPHICS & MARKETING

# *Master Your Google My Business Listing for 2021*

SO, YOUR HOME IMPROVEMENT COMPANY  
IS ON GOOGLE MY BUSINESS...

**NOW WHAT?**

Google  
My Business



# Optimize your business in 7 easy steps:



1

## **Verify Your Listing.**

Ensure your listing is verified or only limited information will show on your listing. At this time, the only way to verify your listing is to have a postcard sent to you that contains a 5-6 digit number. Once you receive the card, you will return to your Google My Business profile and enter the information.

**FACT**

**84%**

of customers turn to search engines to find out information regarding local services and much of that info comes from the GMB listing

# 2

## ***Complete your listing. (1/3)***

There are so many areas that your listing will benefit from, yet we see the majority of companies don't utilize them.

### **A. Your business name should be how it appears to customers.**

For example, if you have a DBA, only use what the customers know you as.

### **B. Choose the right category for your business.**

If your primary focus is roofing replacement, you would select "Roofing Contractor". You can also add additional categories. This would be great if you also do "Roof Repairs" or "HVAC Contractor". Just start with your main focus first.

### **C. Make sure your address is correct and that you can receive mail there.**

That's how you will get your verification card, if you haven't already.

### **D. Service Area.**

List as many service areas as you cover, that way you are more likely to show up in searches from those areas as well as around your address.

***Step 2 continued...***

# 2

# 2

## **Complete your listing cont'... (2/3)**

### **E. Keep your business hours updated.**

\*Tip\* If you have the ability to have someone answer after hours calls, putting 24 Hours has been shown to generate additional calls. Be the one of the very few that show that on their listing. If you already know your scheduled hours for different holidays coming up, you can put that in the “Special Hours” area. Otherwise, Google will ask you a few days prior to the holiday.

### **F. Use a local phone number for your listing.**

Potential customers like to know they are working with a local company.

### **G. Name your profile.**

Create a short name for your profile to make it easier for people to use your link.

### **H. Link to your website.**

Always have a link to your website or landing page.

### **I. Add appointment links**

If you have a separate link for scheduling appointments, include that under “Appointment links” This helps to take the potential customer right to where they want to go.

**Step 2 continued...**

# 2

# 2

## Complete your listing cont'... (3/3)

### J. Use "Products" to specify types of units

For HVAC companies, you can use the "Products" area to list the specific types of HVAC units that you sell. This could be useful if someone is looking for a local company that sells that specific product.

### K. Highlight Badges.

This section will actually show a badge on your profile if they apply to your business. Black-owned, Veteran-led and Women-led are important factors to point out.

### L. Service Options.

For example, for HVAC companies, you would want to use this area to indicate if you do Online Estimates and/or provide Onsite Services.

### M. Use service-related keywords.

For the Business Description, you want to tell a bit about your company, but also highlight some of your services to provide even more of your keywords that you would want people to find you by. You are limited to 750 characters in this section, so make it count. This would be a great place to mention residential, commercial business plus what makes you different.

### N. Opening Date.

This spot is key if you have been in business for a long amount of time as it shows tenure and consistency. If you haven't been in business long, I would leave this one blank.

## FACT

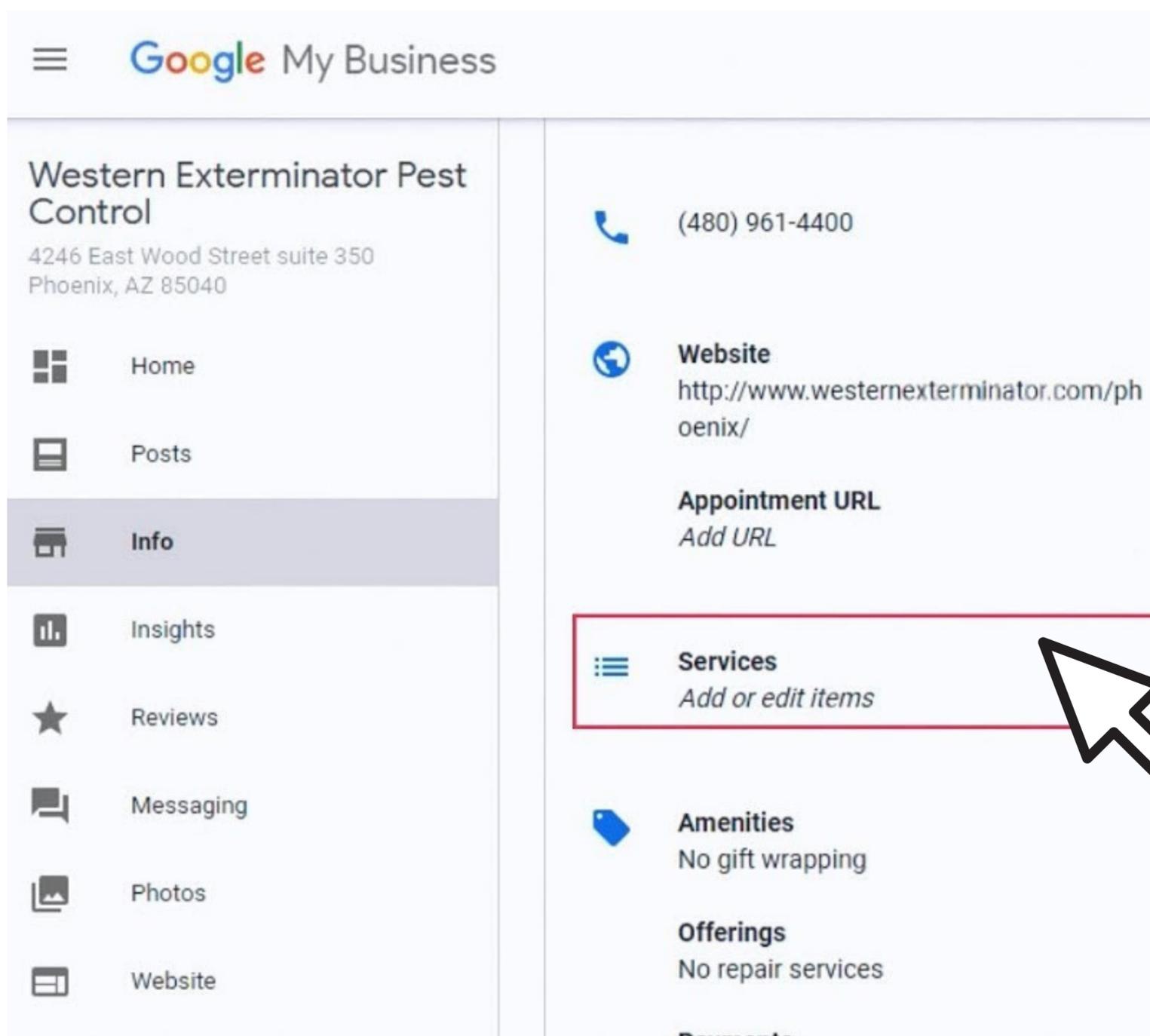
An average of 56% of actions on GMB listings are website visits. 16% of businesses receive more than 100 calls each month from GMB. 54% of people search for business hours on GMB. On average complete GMB profiles get 7x more clicks than empty listings.



# 3

## Maximize the number of services you have listed.

For example, for Roofing your Primary Category might be Roofing Contractor. Under that you would list your services in a bit more detail. Roof Inspection, Roof Installation, Roof Repair are just a few examples that can greatly help how often you show up in searches. Google will also make suggestions as to likely services to help you compile a complete list.



### FACT

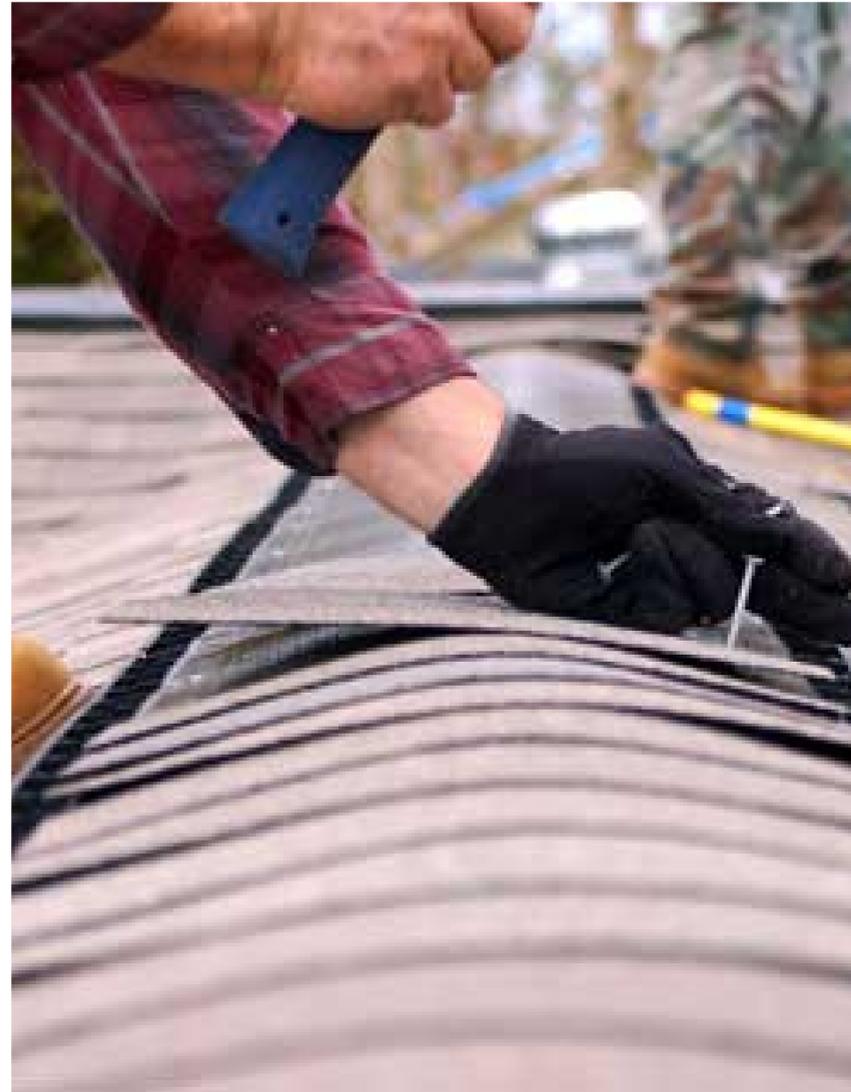
4 out of 5

customers use search engines for local information

# 4

## ***Keep adding photos!***

Customers will see them on your listing on their desktop. Stock photos don't get much attention, but if you have high-resolution on-the-job photos of your work, before and after photos or your crew on the job...perfect place to put them! You also have the chance to add in a Cover Photo as well as a logo.



### **Image specifications:**

You need to follow the recommended specifications when uploading photos to make sure that it will look best on your Google My Business listing. This includes:

- Photos should be in JPG or PNG format
- The size of the images should be in between 10 KB and 5 MB
- The minimum resolution of every photo should be 720 px tall and 720 px wide
- The images should be high-quality and have no excessive use of filters and no significant alterations.

## **FACT**

**Businesses with images get 35% more clicks to their website!**

# 5

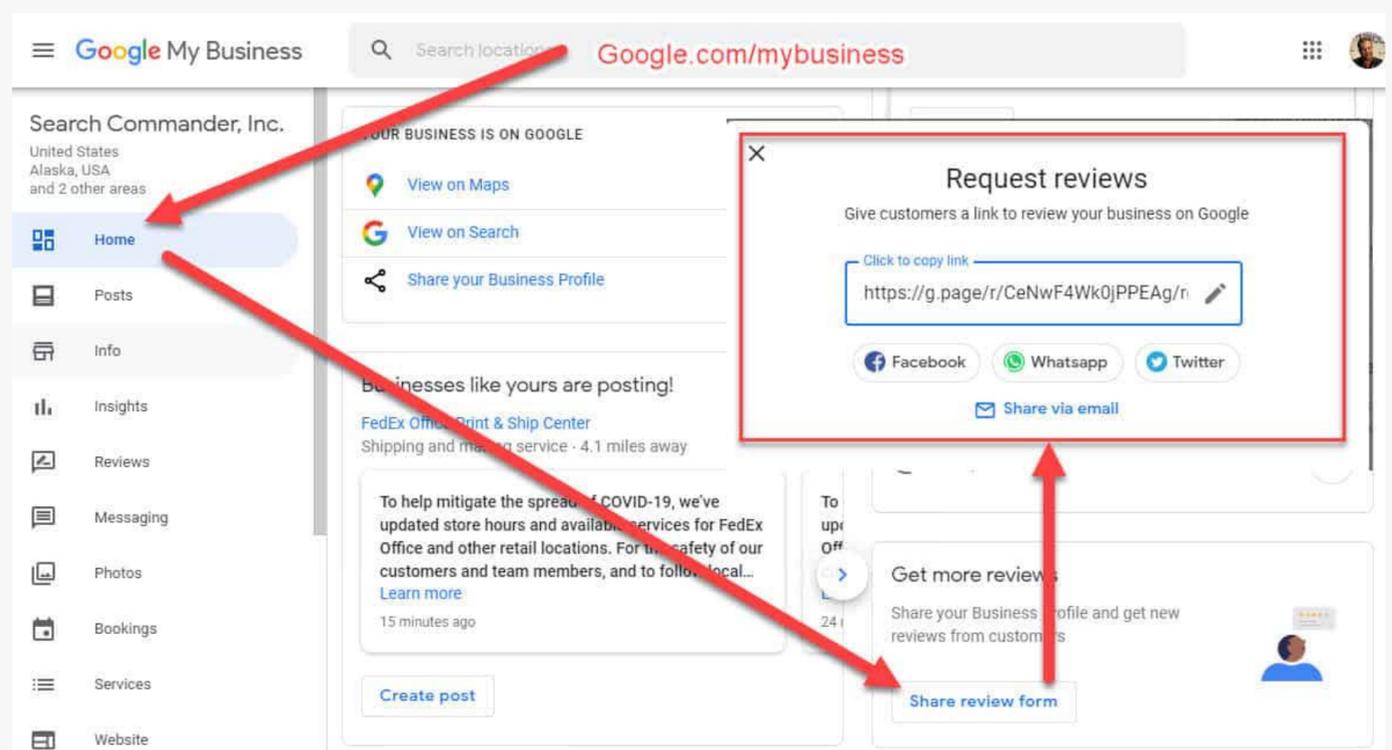
## Request reviews

Google reviews are hugely influential. In fact, it is proven that potential customers won't even call a business that doesn't have any reviews, even if they are closer in proximity. They scroll past and only call on companies that have 5 or more reviews.

Gathering reviews can be an easy process for your team. Email templates with a simple link can be setup and sent once a install is completed, in addition text messages to follow up after installs while the crew is loading up the truck to leave the job site helps ensure they actually feel it out.

### \*\*Bonus:

Google made it even easier to share the link that is specific for requesting a review. Just click on "Share review form" and copy the link. It makes it super simple, so the clients are even more likely to fill it out.



FACT

85%

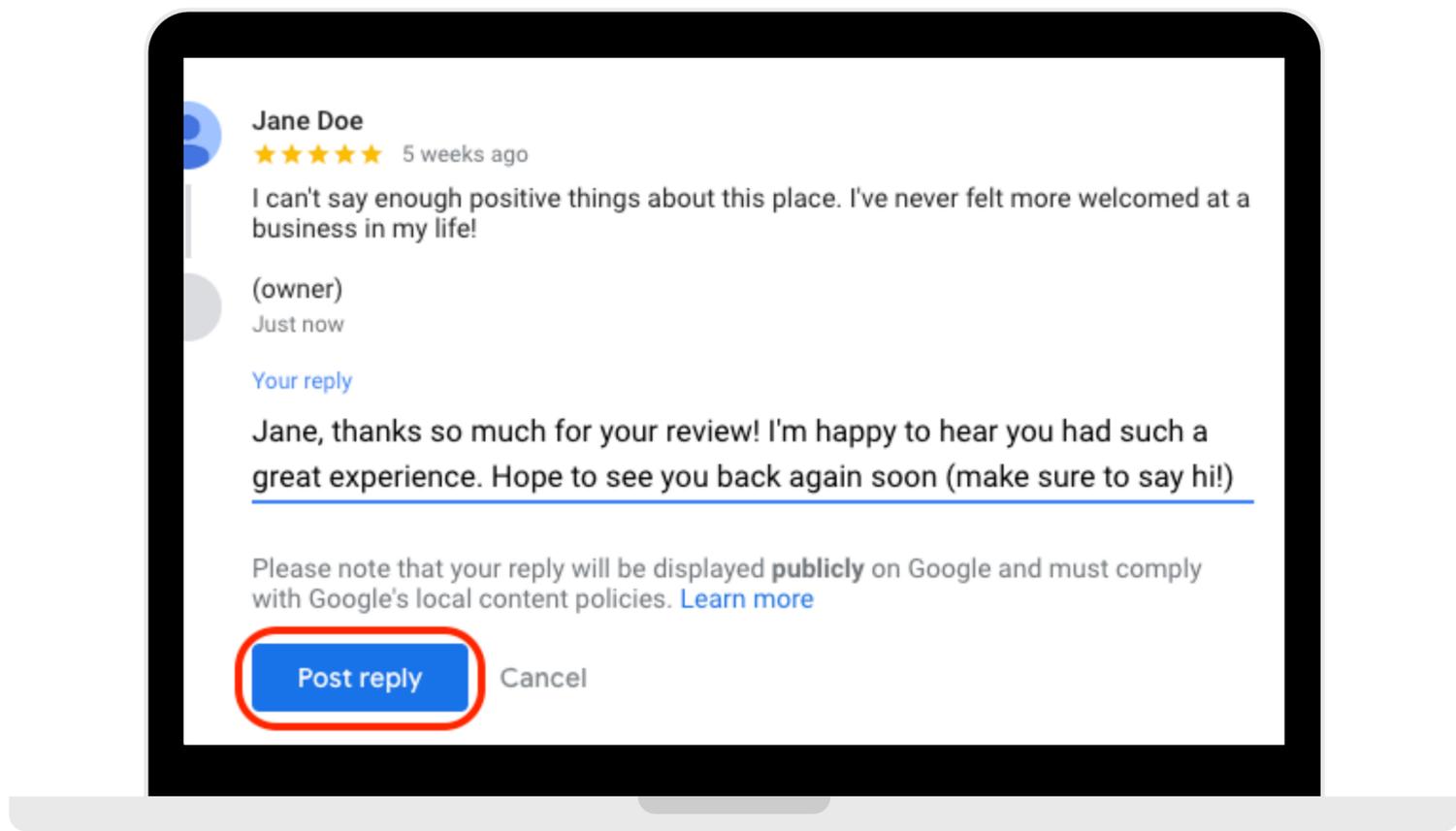
of users trust online reviews more than personal recommendations.

# 6

## Respond to every review

### Respond to Every Review.

The good and the not so good all need responses. The response can be quick and to the point, or they can direct the user to reach out to a specific person within the company to discuss their concerns. The more personal the better. Here's a way to respond to a great review that uses keywords like "roofing job" as well as mention the Client's company name, making it more personal. "Hi Aaron! Thank you for taking the time to review us! We know you're a busy guy. We are always happy to work with you and your team on your Roofing jobs at 5 Star Restoration. Looking forward to many more in the future." Just remember, if it is a negative review...keep your cool and take a minute to respond. Every response helps improve your local SEO.



## FACT

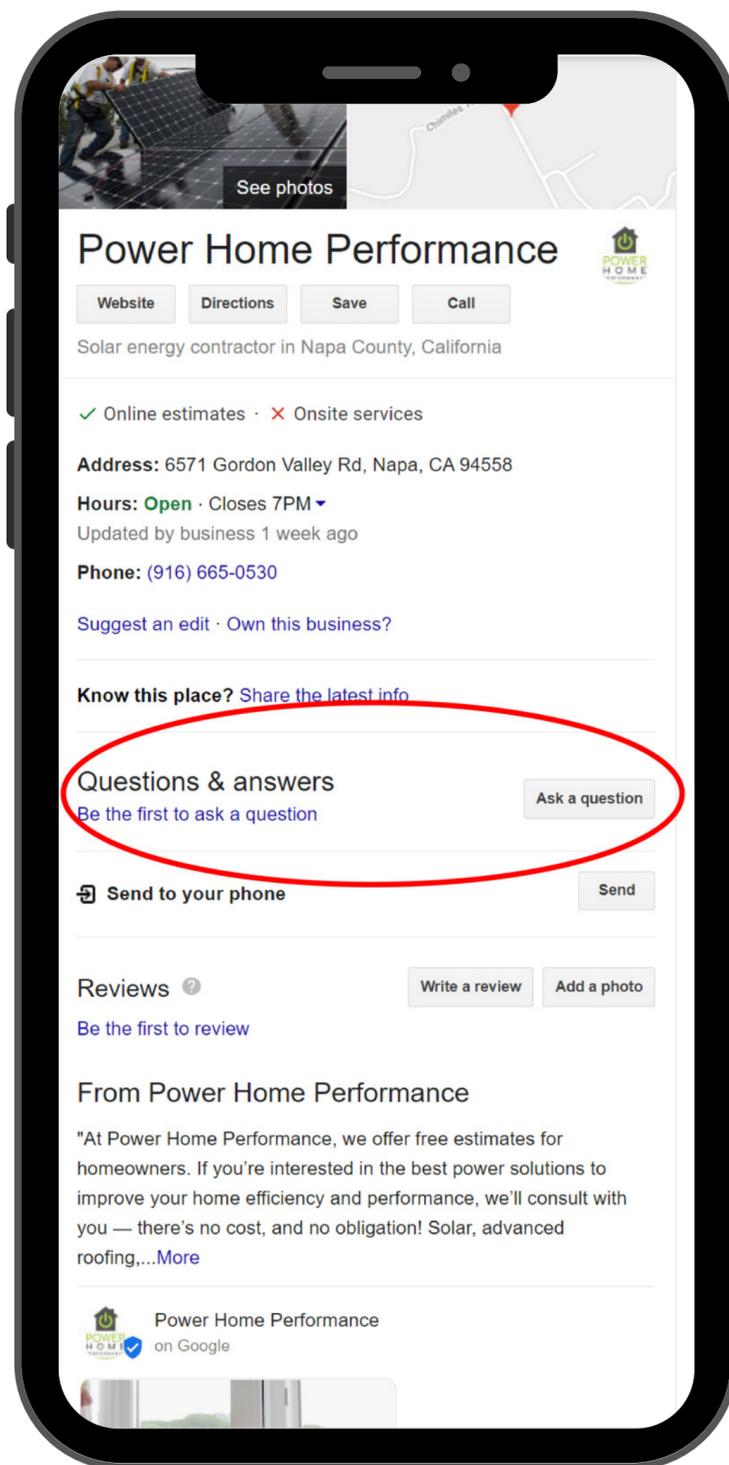
33%

of customers posted a positive review after their initial negative review was responded to. 34% of customers deleted the original negative review after it was responded to.

# 7

## Q&A Section

People that view your listing can easily ask you a question about your services, essentially acting as a direct text message. Keep up with these because it is a great opportunity to talk to someone in the exact moment that they are interested in your services. Not many companies utilize this tool that has proven to increase leads and customer engagement. We recommend keeping a list of the questions that are most frequently asked on your listing and see where and how you can present those answers on your listing to reduce the amount of time your team spends answering questions.



## SOURCES

Google.com | Chatmeter | Bright Local

# Congratulations!

Congrats on taking your first steps to getting the most out of this amazing and FREE referral source. Stay tuned for what's next!

## Follow us



## About Adrian Graphics & Marketing:

We specialize in business and marketing strategy, branding, graphic design, video production and animation, user experience (UX), user interface (UI), web design, web development, mobile app design, mobile app development, mobile-first platforms, SEO, email marketing, and photography.

For nearly two decades we have specialized in working with home improvement companies in the HVAC, Solar, Roofing, Septic, Window, Tile and Painting industry. Find out what we can do to help your business with a 10-Minute Complimentary strategy session.

Visit [www.AdrianGraphics.com](http://www.AdrianGraphics.com) and click "Speak with Adrian" or scan the code below.



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