

Google Business Profile

How to promote your business, develop content and increase your websites ranking on Google

Topics we will cover

- 1. What is Google Business Profile & why it is important
- 2. How Search Engines work?
- 3. Creating your Google Business Listing
- 4. Features in the GMB dashboard
- 5. The importance of Google Reviews
- 6. How to monitor performance
- 7. Local ranking factors
- 8. Tips to improve your local search results

What is Google Business Profile?

- A free tool for businesses to manage their presence on Google Search, Google Maps & Google Ads
- Helps customers find & connect with your business
- Improves optimisation for Local Search



“Approx 46% of all Google searches are local”

<https://blog.hubspot.com/marketing/local-seo-stats>

Search Engine Market share in the UK – July 2023

Google 93.87%

Bing 3.64%

Yahoo 1.49%

Others 1%

Average person searches Google 3 or 4 times a day

<https://gs.statcounter.com/search-engine-market-share/all/united-kingdom/2020>

Organic Results

Google search for "itseeze windsor". The search bar shows "itseeze windsor" with a search icon. Below the search bar are tabs for Products, Images, Videos, Maps, News, Books, Flights, and Finance. The search results show "About 2,790 results (0.38 seconds)".

The organic search results on the left include:

- it'seeze Windsor** (https://www.itseeze-windsor.co.uk) - At it'seeze Web Design Windsor, we're here to help local businesses grow online. We offer a simple and stress-free website design service that provides ... You've visited this page many times. Last visit: 27/07/2023
- Blog** - Keep up to date with all the latest from it'seeze Windsor, including ...
- Contact** - Your local web design company specialising in creative and ...
- Recent Projects** - We create stunning brochure & ecommerce websites for ...
- Client Reviews** - Find out why it'seeze Windsor are the preferred website design ...
- Facebook** (https://www.facebook.com/...) - it'seeze Windsor
- Facebook** (https://m.facebook.com/...) - it'seeze Windsor
- LinkedIn** (https://uk.linkedin.com/company/itseeze-windsor) - it'seeze Windsor
- Yell** (https://www.yell.com/biz/itseeze-windsor-windsor...) - It'seeze Windsor - Web Design & Development
- LinkedIn** (https://uk.linkedin.com/company/anotherannaylor) - Ann Naylor - Owner - it'seeze Windsor
- Twitter** (https://twitter.com/itseezewindsor) - it'seeze Windsor (@itseezewindsor) / ...
- Bark.com** (https://www.bark.com/company/itseeze-windsor) - it'seeze windsor | Bark Profile and Reviews

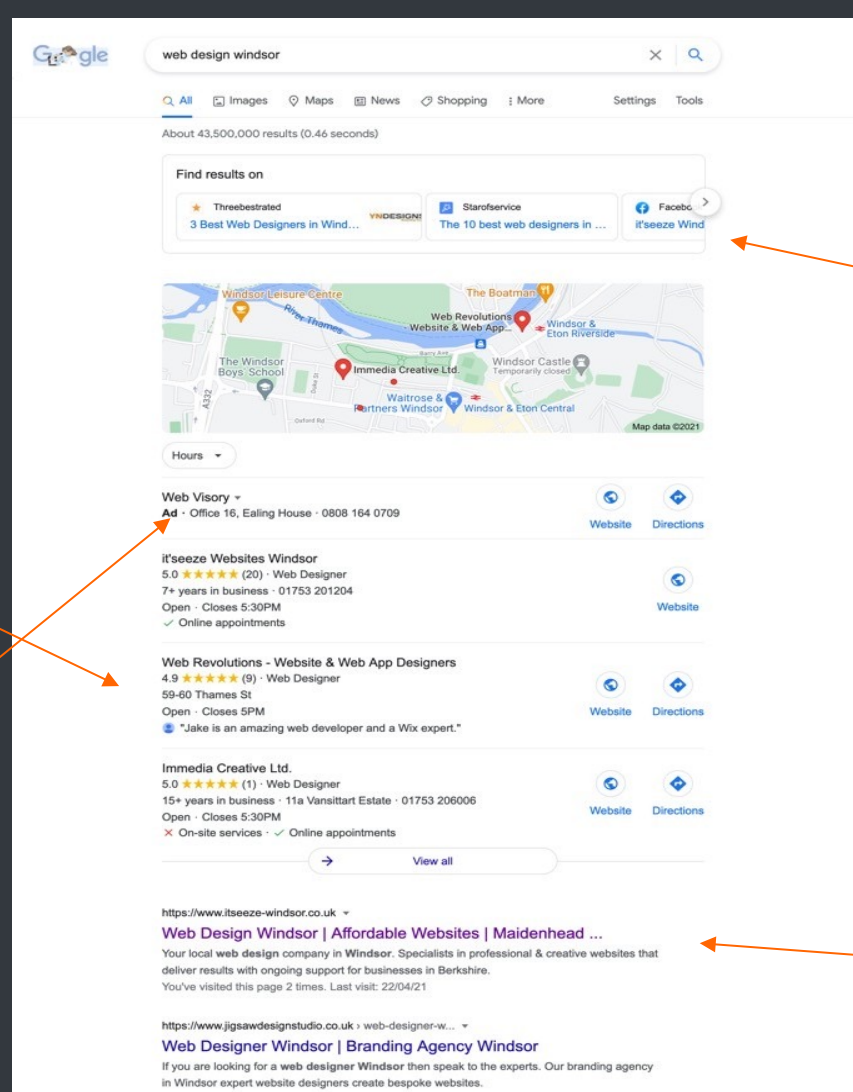
The Knowledge Panel on the right for "it'seeze Web Design Windsor" includes:

- Website, Save, Call buttons
- 4.9 stars, 78 Google reviews
- Service options: Online appointments
- Hours: Open - Closes 5:30 pm
- Phone: 01753 201204
- Appointments: itseeze-windsor.co.uk
- Products: Shop Website (£700.00), Max Website (£550.00), Plus Website (£450.00)
- Questions & answers: See all questions (1)
- Send to your phone
- Reviews: 78 Google reviews
- From it'seeze Web Design Windsor: "It'seeze Websites Windsor are a well-established web design company based in Windsor, and we're committed to helping our customers get the most out of their online presence. Our friendly team specialise in responsive web design, online marketing..."

Knowledge Panel

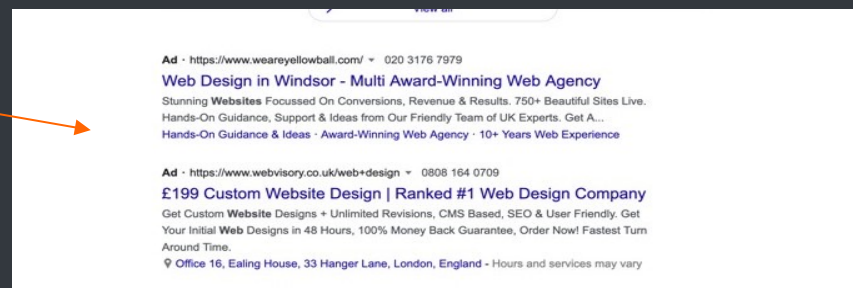
Local pack/map pack

Rich results (carousel)



Ads

Organic listings



How to Create your Business Profile

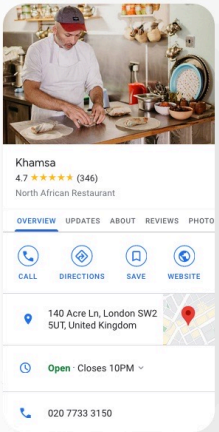
Go to www.google.com/business

If your listing exists – verify the information is correct

Stand out on Google with a free Business Profile

Turn people who find you on Google Search and Maps into new customers with a free Business Profile for your storefront or service area. Personalise your profile with photos, offers, posts, and more.

[Manage now](#)



The screenshot shows a Google Business Profile for 'Khamsa', a North African Restaurant. It features a 4.7-star rating from 146 reviews, a photo of a chef, and contact information including the address '140 Acre Ln, London SW2 SUT, United Kingdom', opening hours 'Open - Closes 10PM', and phone number '020 7733 3150'. Navigation options like 'CALL', 'DIRECTIONS', 'SAVE', and 'WEBSITE' are visible.

Start building your Business Profile

This will help you get discovered by customers on Google Search and Maps

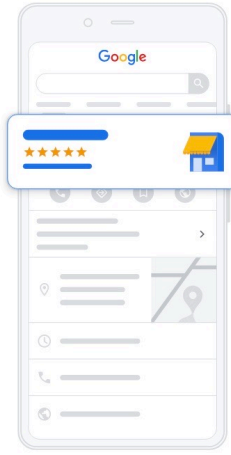
Business name*

Business category*

You can change and add more later

By continuing, you're agreeing to these [Terms of Service](#) and [Privacy Policy](#)

[Next](#)

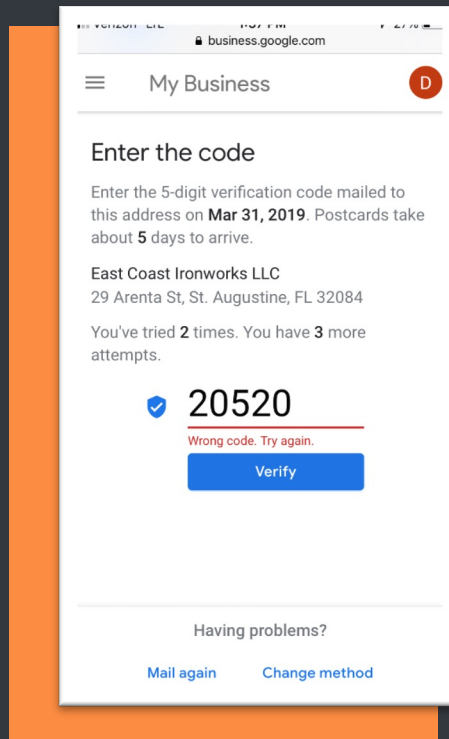


The screenshot shows the Google Business Profile creation form. It includes a smartphone mockup displaying a search result for a business with a 5-star rating and a location pin. The form fields are 'Business name*' and 'Business category*'. A 'Next' button is located at the bottom right.

Verify your Business Profile

There are several methods:

- Postcard verification
- Phone verification
- Email verification
- Video verification
- Google Search Console
- Instant verification



1. Sign into your google account

2. Enter your verification code

<https://support.google.com/business/gethelp>

How to optimise profile

- ✓ Business Name
- ✓ Business Category
- ✓ Website
- ✓ Location
- ✓ Services
- ✓ Reviews
- ✓ Photos
- ✓ Description
- ✓ Products
- ✓ Service areas
- ✓ Videos
- ✓ Updates
- ✓ Contact details
- ✓ Opening hours
- ✓ Q & A
- ✓ Messaging
- ✓ Reviews
- ✓ Business attributes
- ✓ Service options
- ✓ Opening date

Editing Business profile

Google

itseeze windsor

Images Videos Maps News Books Flights Finance

All filters Tools

About 2,190 results (0.77 seconds)

Your business on Google
240 customer interactions

Profile strength **Looks good!**

Edit profile Read reviews Messages Add photo Performance Advertise

Edit products Edit services Bookings Q & A Add update Ask for review...

Turn more views to customers
Complete your profile to convert your 625 monthly views into customers

Get custom email
Set up business email @your-business.com with Google Workspace

Claim your credit
More customers could be reached with your £400 ads credit

it'seeze Web Design Windsor

Website Save

4.9 ★★★★★ 79 Google reviews

You manage this Business Profile

Service options: Online appointments

Hours: Closed · Opens 9 am Wed

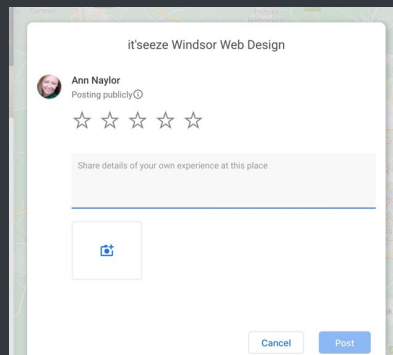
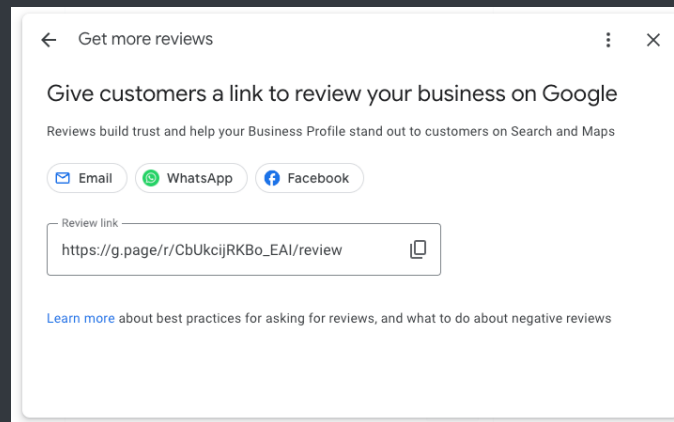
Phone: 01753 201204

Appointments: itseeze-windsor.co.uk

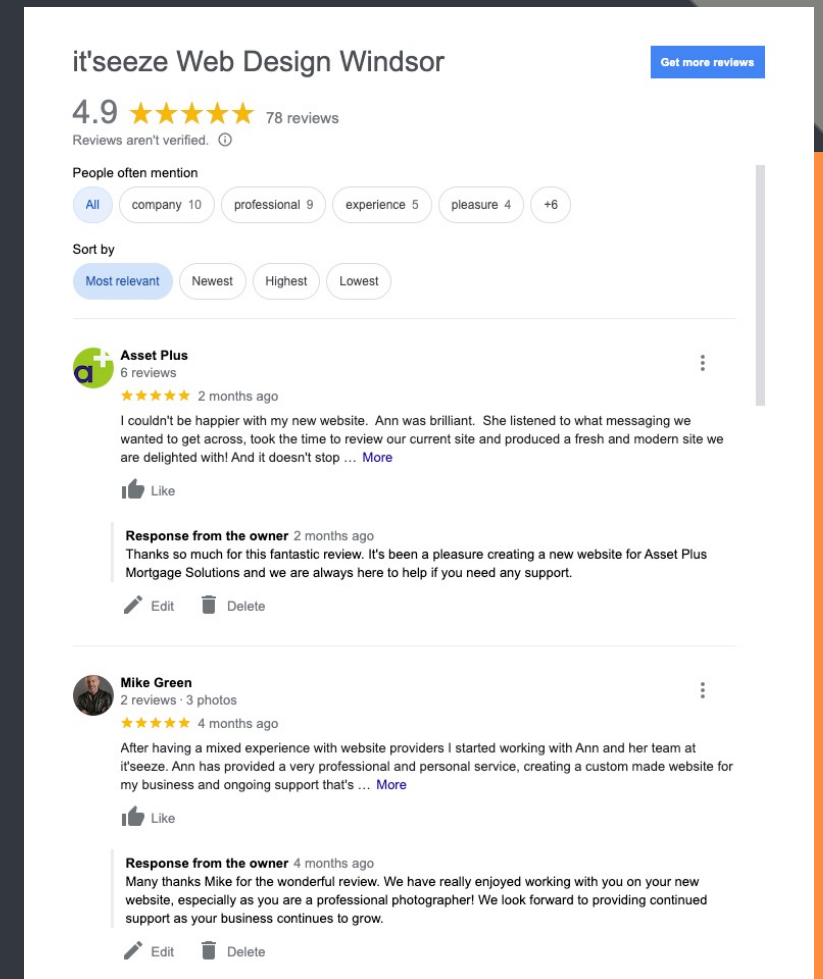
Edit your business information

Google reviews

- Send the review form direct to customers
- Aim to build reviews over a period of time - this shows longevity
- Recent reviews matter - Indicates you are still open.
- Respond to your reviews



<https://g.page/it-seeze-windsor-web-design/review?rc>



Add photos

Upload a logo & cover photo

Photo gallery:

- Team photos
- Products
- Events
- Office/shop building

Add video

- Showcase your products /services

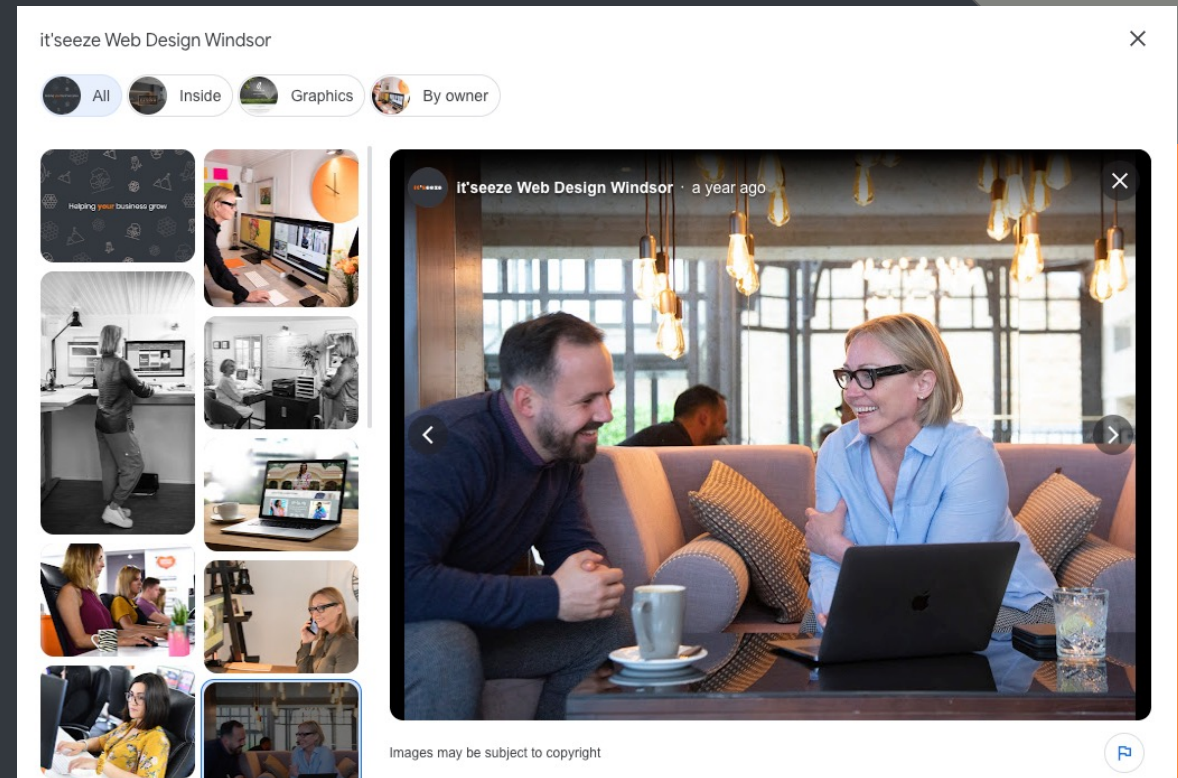
Format tips

JPG or PNG

Logo size: 250px x 250px

Cover size: 720px x 720 px (10MB maximum)

Free online pic resizer: <https://picsize.com/results>



Categories & Services

Website designer

Primary category

Brochure websites

From £250

Promote your products & services on the web with a custom-designed brochure site. This brilliant website solution will supply you with everything you need to establish a professional online presence. Great value for money with unlimited design possibilities, all our websites are also fully editable



E-commerce websites

From £600

Sell online with ease thanks to our professional ecommerce solution. A custom-designed web shop with enhanced functionality, your online store will be as simple for you to manage and edit as it is for your customers to use. A fast, powerful, and secure ecommerce website.



[+ Add another service](#)

Graphic designer

[Delete](#)

Logo Design

From £100

Full Logo - We'll create an original logo for your business that incorporates the styles & colours of your company branding, and includes a unique illustrated icon. Simple logo - We'll create a unique text-based logo for your business designed in the style and colours of your company branding.



[+ Add another service](#)

Internet marketing service

[Delete](#)

Search Engine Optimisation (SEO) Boost

Search Engine Optimisation (SEO) is essential if you want your website to be found online. As part of our website package, we make sure each page has a unique title and description, and we submit your site to the major search engines so that potential customers can find you on Google.



Monthly On-Site SEO Services

From £100

On-Page Optimisation: Continually monitoring keyword performance and making necessary changes to increase the relevancy of chosen keywords. SEO Reporting: Providing monthly analysis of website performance and keyword rankings to understand which activities are delivering objectives.



[+ Add another service](#)

Create posts

Create Posts - Promote your business

- updates
- Offers
- Events

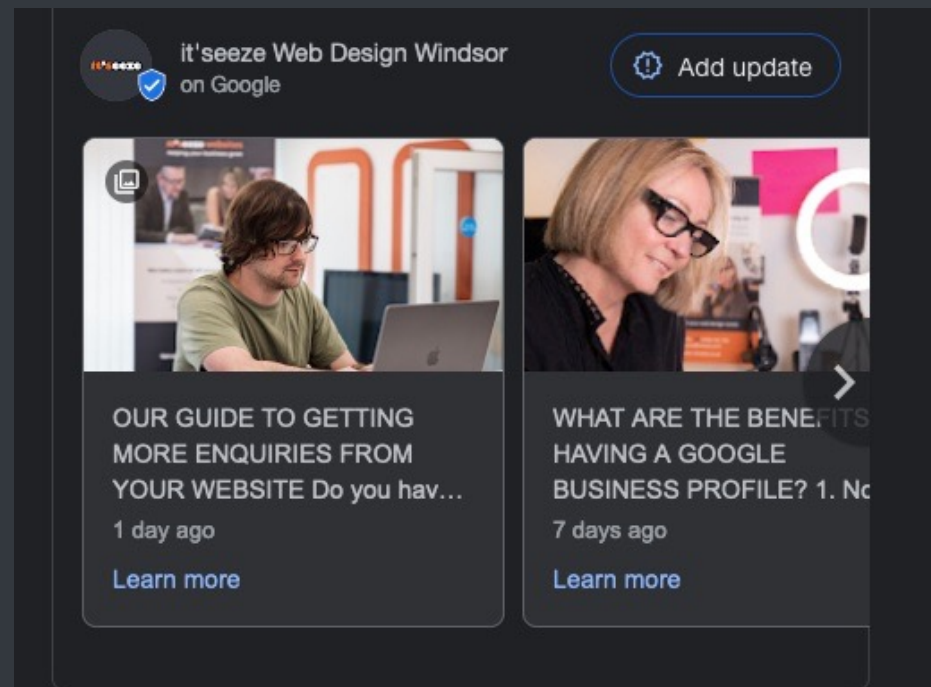
Add photos or videos

Free Stock Photos

<https://www.pexels.com/>

<https://pixabay.com/>

<https://unsplash.com/>



Drive traffic by adding a CTA linked to your website/landing page

- Learn more
- Order online
- Buy
- Book
- Call
- Sign up

Show your products

Manage products

Let customers discover your business by adding products to your Business Profile on Google Search and Maps

Add product

See it on Google

All products

Our Website Packages



Shop Website

£700.00



Max Website

£550.00



Plus Website

£450.00

it'seeze Web Design Windsor

01753 201204



← See all products



Max Website

£550.00

This is our most popular website solution, and will provide you with everything you need to market and grow your business successfully online. Your unique website will be created from scratch with 10 professionally designed pages. After that, you're free to add as many pages as you wish, so your website can grow and change with your business as much as you need it to. Our built-in blog is great for search engine optimisation (SEO) as Google loves new content.

Visit site

Other products in this category

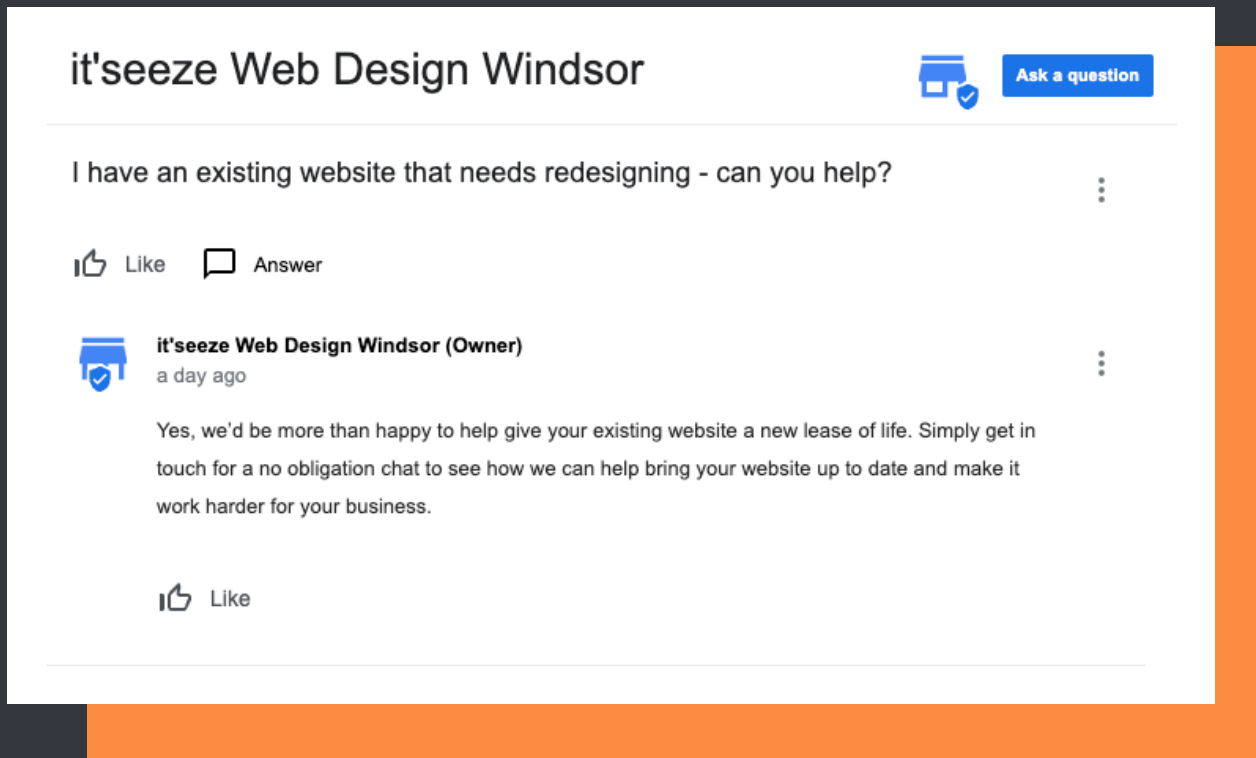


Shop Website
£700.00



Plus Website
£450.00

Q & A



The screenshot shows a Google My Business Q&A interface. At the top, the business name "it'seeze Web Design Windsor" is displayed next to a verified badge icon and a blue "Ask a question" button. Below this, a question is posted: "I have an existing website that needs redesigning - can you help?". Underneath the question are "Like" and "Answer" interaction options. A response from the business owner, "it'seeze Web Design Windsor (Owner)", is shown below, dated "a day ago". The response text reads: "Yes, we'd be more than happy to help give your existing website a new lease of life. Simply get in touch for a no obligation chat to see how we can help bring your website up to date and make it work harder for your business." A "Like" option is visible below the response.

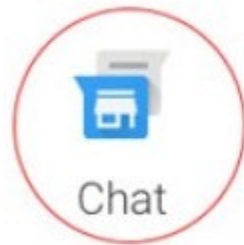
- Allows Google users to ask questions
- Users & the business owner can respond to questions
- Best way to control content is to ask your questions & answer

Google messaging

Use messaging

- How to read & reply to messages from your Business Profile
- Get quote requests from your Business Profile
- Get booking requests via messaging

- Live chat – can be turned on & off
- Notifications are sent - Access messages in your Google Business Profile
- Make it easy for potential clients to contact you using search & maps

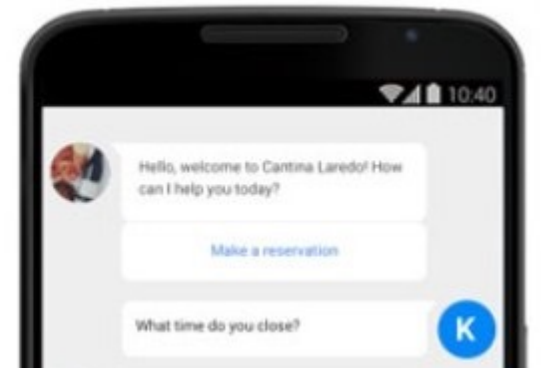


Chat

Message with customers

Message in real time with people who find your business on Google Search, and tell them what they want to know about your business.

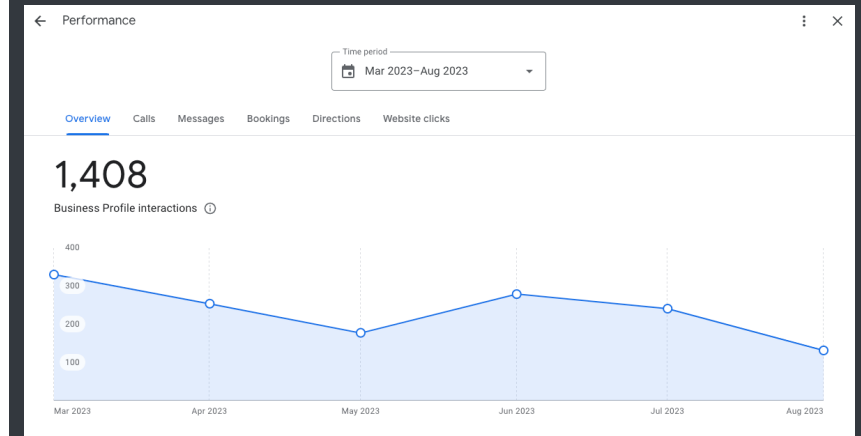
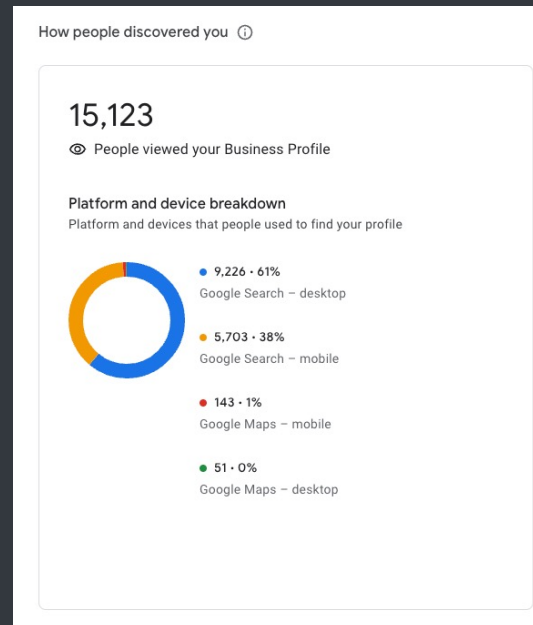
[TURN ON MESSAGING](#)



Monitor insights

Evaluate how users interact

- How customers search for your business
- Search Queries
- Where Customers find you on Google
- Customer actions:
 - ☑ Calls
 - ☑ Messages
 - ☑ Visit website
 - ☑ Request directions
 - ☑ Bookings

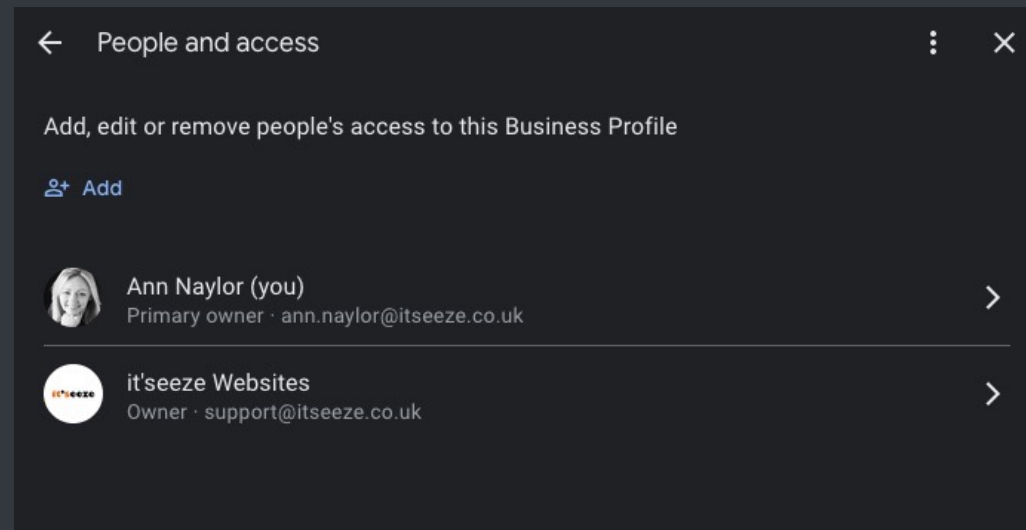


Tip: monitor the keywords & search queries for your business, and use this insight to

Manage users

Multiple users can be added with different levels of access:

- Primary Owner
- Owner
- Manager



Tips to improve results in local search

- Adding keyword-rich content to your listing
- Add both primary & secondary categories
- Add Services & monitor suggestions
- Ask for reviews – length, photos & local guides will show first
- Add photos & videos
- Post updates & add a CTA
- Create FAQ'S for your target market
- NAP citations in local directories - consistency & relevancy
- Monitor your profile



Local ranking factors

Unique:

- Searcher's location
- Google Business Profile
- NAP citations
- Online reviews/Google rating

Traditional:

- Backlinks
- On-page SEO



NAP Citations

- Consistency is key
- More citations = more evidence for Google that details are correct
- Best citation opportunities are local – look at where competitors are listed
- Carry out a citation audit
- Get listed in locally targeted national directories and local listings

<https://www.itseeze-windsor.co.uk/blog/nap-citations-and-the-benefits-of-backlinks/>
<https://moz.com/>

Website Backlinks

- Can increase domain authority
- Lots more opportunities at local level

Possibilities to consider:

- Networking/Chamber of Commerce
- Sponsorship opportunities
- Social Profiles
- Events
- Local news, Events, forums & communities
- Charity/volunteering
- Guest blogging



For more useful tips and advice, go to our blog:

<https://www.itseeze-windsor.co.uk/blog/>

ann.naylor@itseeze.com

And connect with us on social media:



<https://www.facebook.com/itseezewindsor/>



<https://www.linkedin.com/in/anotherannnaylor/>



<https://www.instagram.com/itseezewindsor/>

it'seeze websites
Helping your business grow