

**AIIMS™** | Changemakers

# GOOGLE MY BUSINESS Playbook

**MAXIMISING LOCAL VISIBILITY  
AND CUSTOMER ENGAGEMENT**



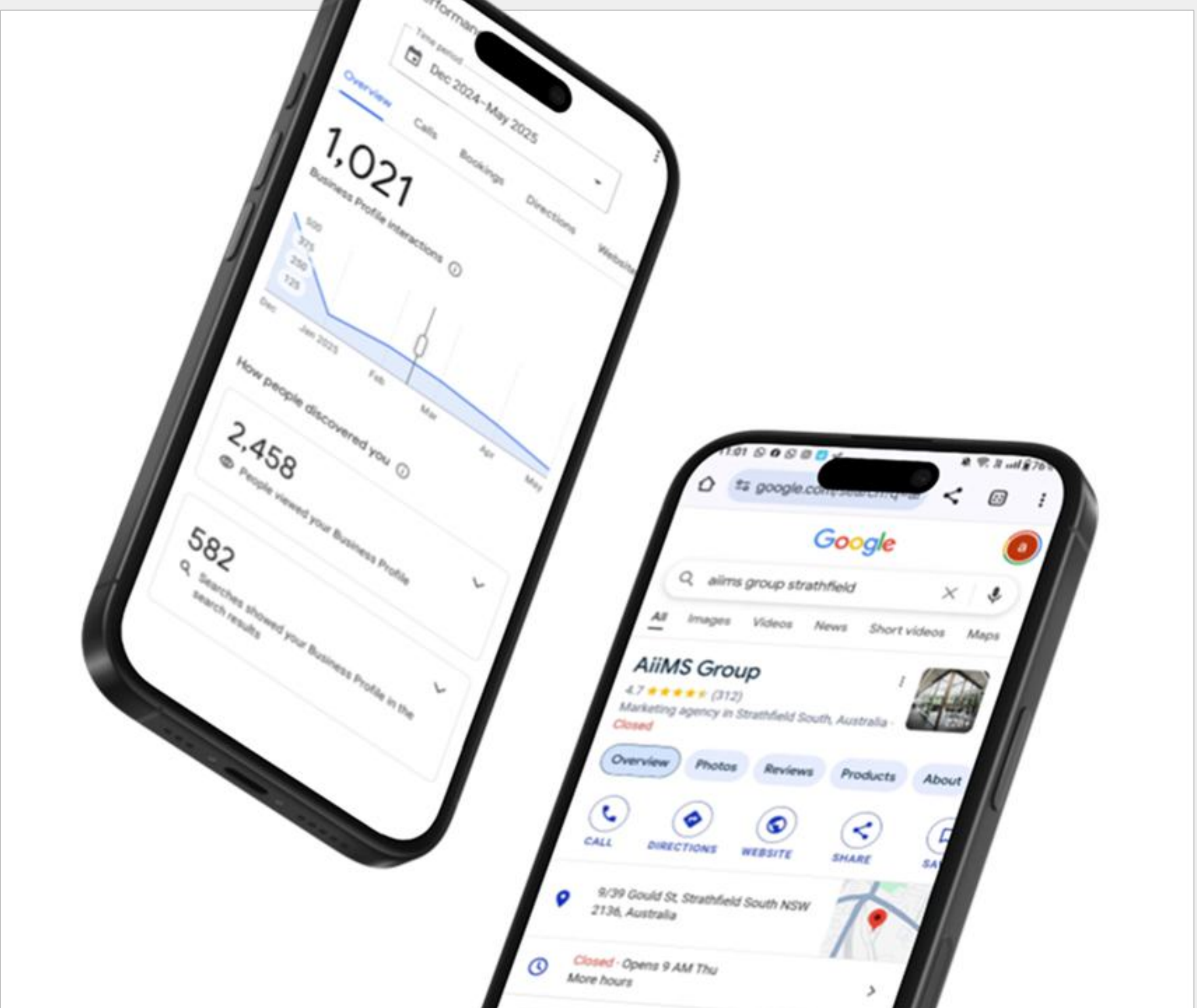
For Challengers who want to  
*optimise their Google My Business profiles*

**ARE YOU A CHALLENGER?**

# Purpose of This Playbook

This playbook is designed to help you set up, manage, and optimize your **Google My Business** (GMB) listing.

With proper management, a GMB profile can significantly increase your local visibility, improve SEO, and build trust with customers, ultimately driving business growth.



# What is Google My Business?

Google My Business is a free tool that allows businesses to manage their online presence across Google, including Search and Maps.

It provides key information about your business, such as your name, location, contact details, and operating hours, to make it easier for potential customers to find and connect with you.

## KEY FEATURES OF GOOGLE MY BUSINESS

### Business Profile

Display key information such as your address, phone number, hours, and services.

### Customer Interaction

Receive and respond to reviews, and message customers directly from your profile.

### Posts

Share updates, offers, events, or news directly on Google.

### Insights

Track how customers find and interact with your business online.

IS YOUR BUSINESS READY  
TO LEVERAGE GMB?

# GMB Checklist

Before diving into the management process, ensure that your business is set up correctly and that you have all the tools you need for ongoing management.

## Claim Your GMB Listing

If you haven't already, claim your Google My Business listing. Ensure that all business information is up-to-date and accurate.

☐

---

## Set Up Google Analytics and Search Console

This will help you track traffic and measure the performance of your GMB listing.

☐

---

## Create Consistent Branding

Use the same business name, address, and phone number (NAP) across all online platforms.

☐

---

## Prepare High-Quality Images

GMB listings with images receive 42% more requests for directions and 35% more click-throughs to websites.

☐

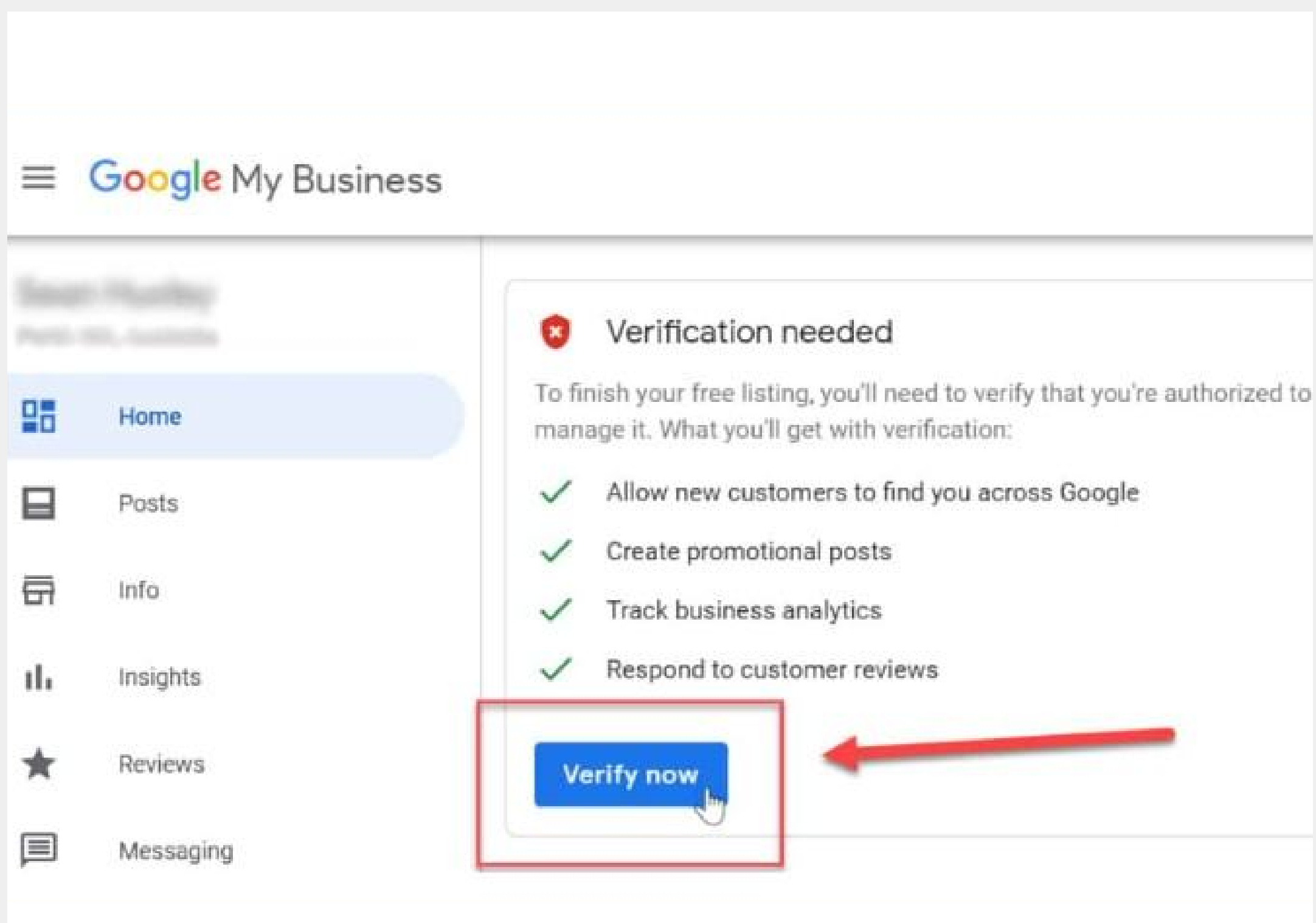
# Key Components of Google My Business Management

## Component 1

### Claiming and Verifying Your Business

To get started with GMB, you need to claim and verify your business.

- 1. Claim Your Listing:** If your business already appears on Google, claim ownership of it. If it's not listed, create a new business profile.
- 2. Verify Your Business:** You'll need to verify your business either via phone, email, or postcard sent to your physical address. Verification is crucial for full access to GMB features.



**PRO TIP:** MAKE SURE THE BUSINESS NAME, ADDRESS, AND PHONE NUMBER (NAP) YOU PROVIDE ARE CONSISTENT WITH WHAT IS SHOWN ON YOUR WEBSITE AND OTHER BUSINESS DIRECTORIES.

## Component 2

# Conduct Keyword Research

An optimised GMB profile helps increase visibility and rank higher in local search results.

**IMPORTANT** Google rewards full profiles with better rankings. Ensure that your profile is 100% complete.



### Business Name

Use your real-world business name.  
Avoid keyword stuffing.



### Category

Choose the most relevant category for your business. This will help you appear in relevant searches.



### Address and Service Area

Make sure your address is correct. If you serve a specific area, specify the service areas.



### Hours of Operation

Keep your business hours up to date, especially during holidays or special events.



### Business Description

Write a clear and concise description of your business. Include relevant keywords naturally.



### Contact Information

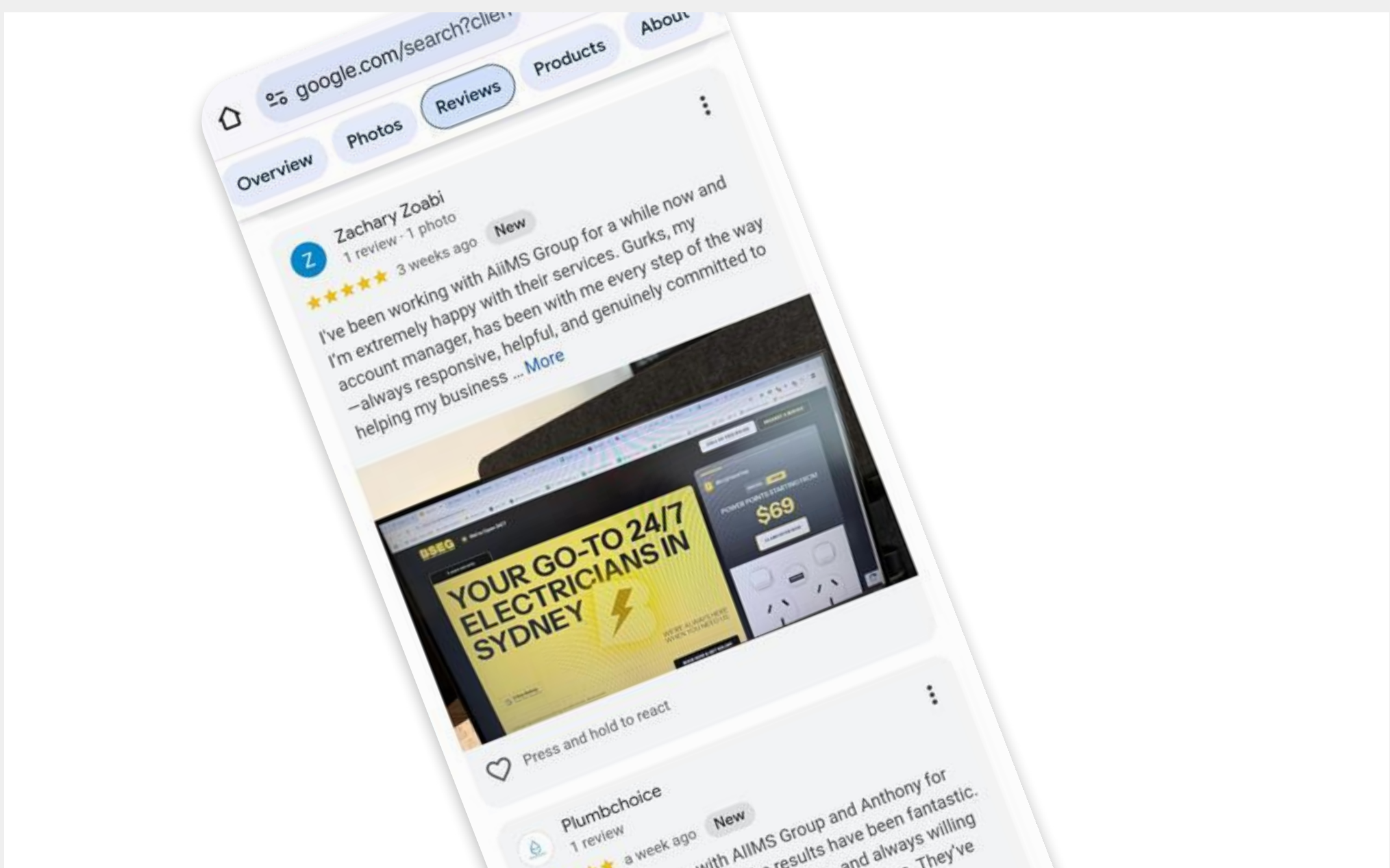
Include a phone number and website link to make it easy for customers to contact you.

**PRO TIP:** THE FIRST 200 CHARACTERS OF YOUR BUSINESS DESCRIPTION ARE THE MOST IMPORTANT—MAKE THEM COUNT BY INCLUDING YOUR KEY SERVICES AND VALUE PROPOSITION.

### Component 3

## Managing Customer Reviews

Customer reviews are one of the most influential factors in local SEO rankings and customer decisions.

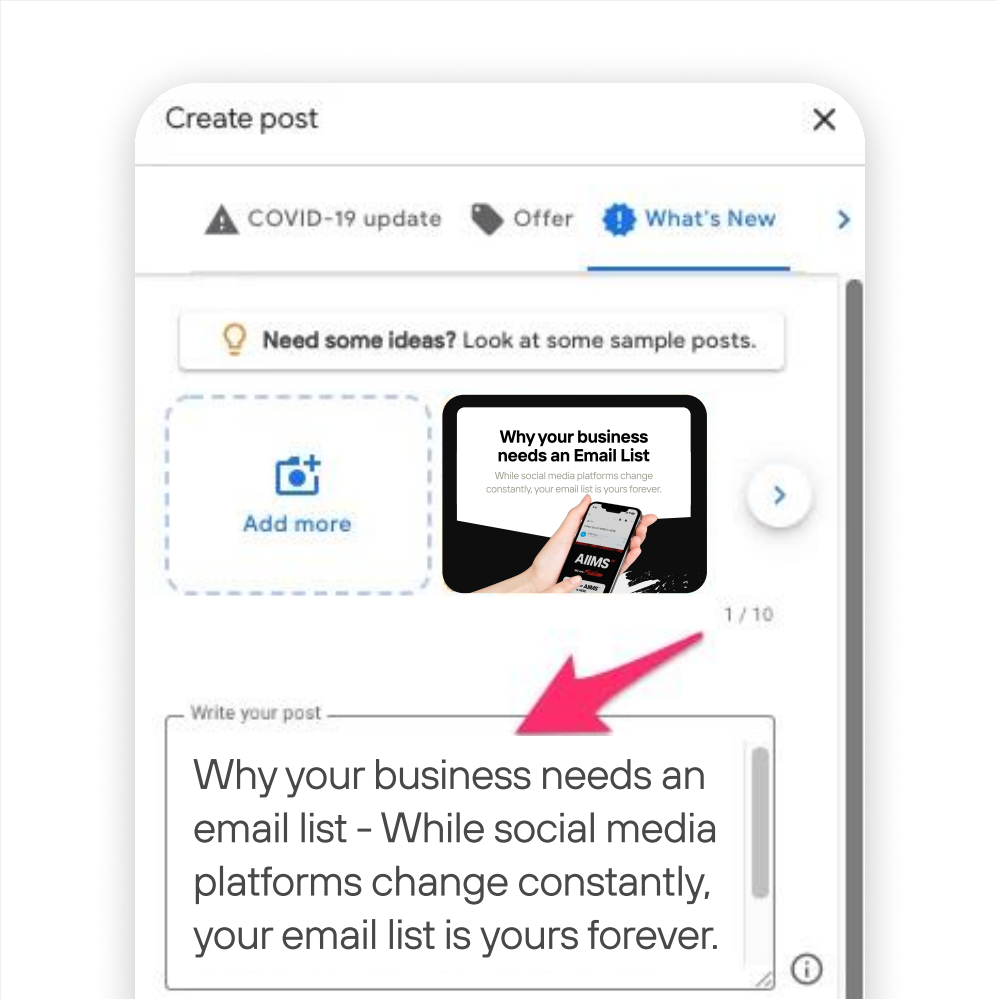


- **Encourage Reviews**  
Ask happy customers to leave positive reviews. You can send a direct link or include a call-to-action in emails or receipts.
- **Respond to Reviews**  
Always reply to both positive and negative reviews. Acknowledge compliments and address concerns with solutions.
- **Highlight Positive Reviews**  
Use great reviews on your website and in social media posts to build trust and credibility.

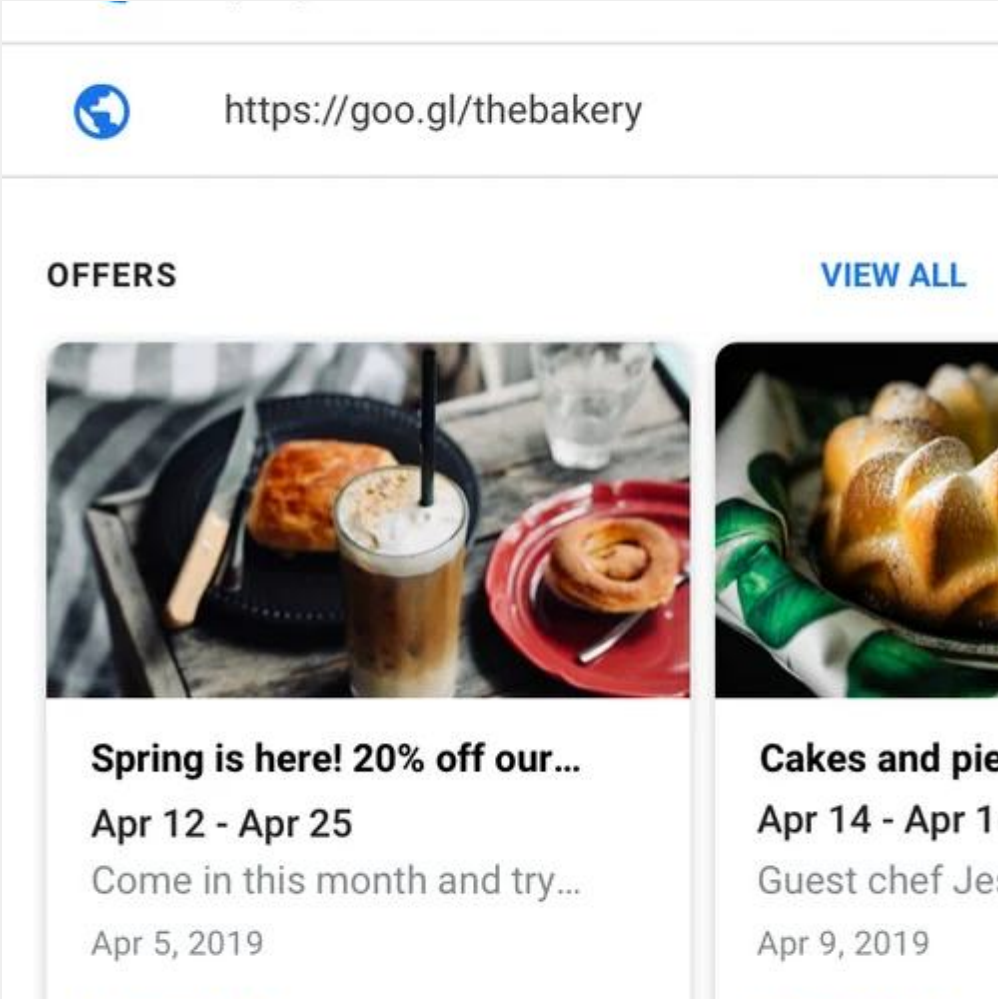
# Component 4

## Posting Regular Updates

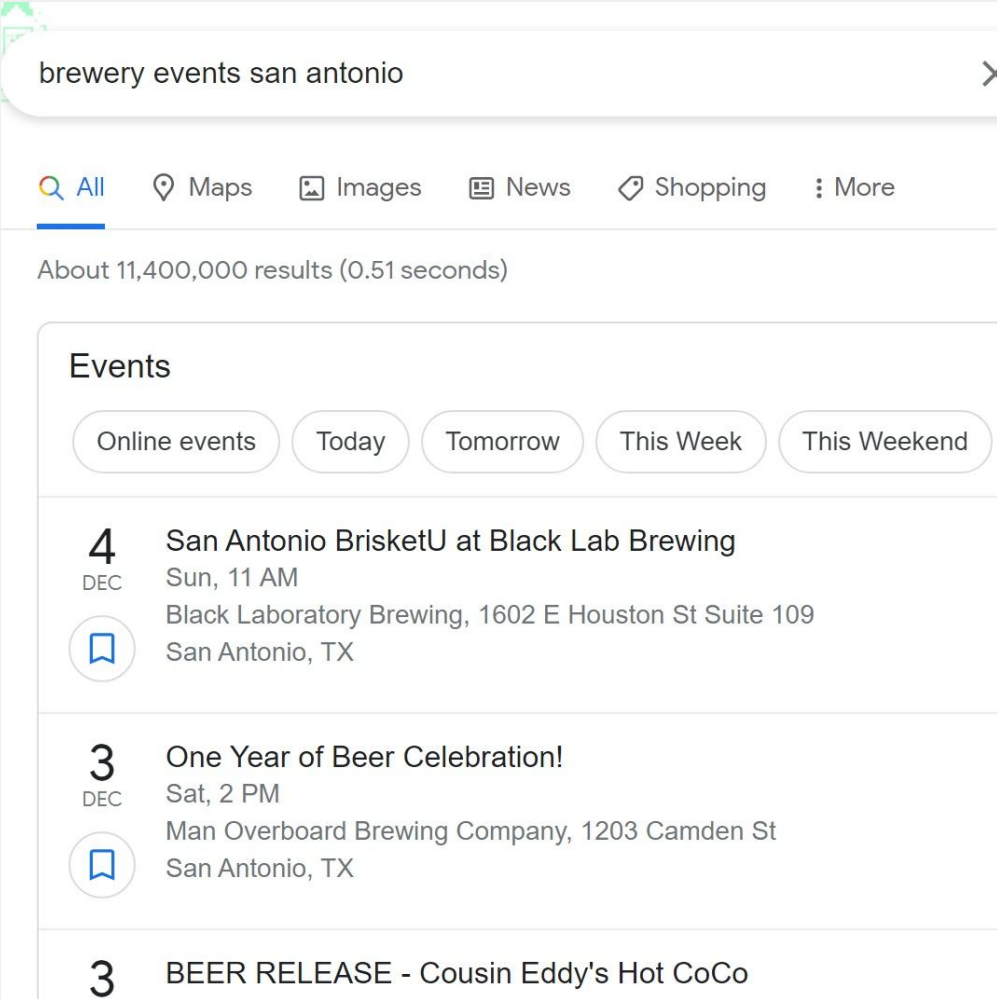
Google My Business allows you to post updates that can show up directly in search results.



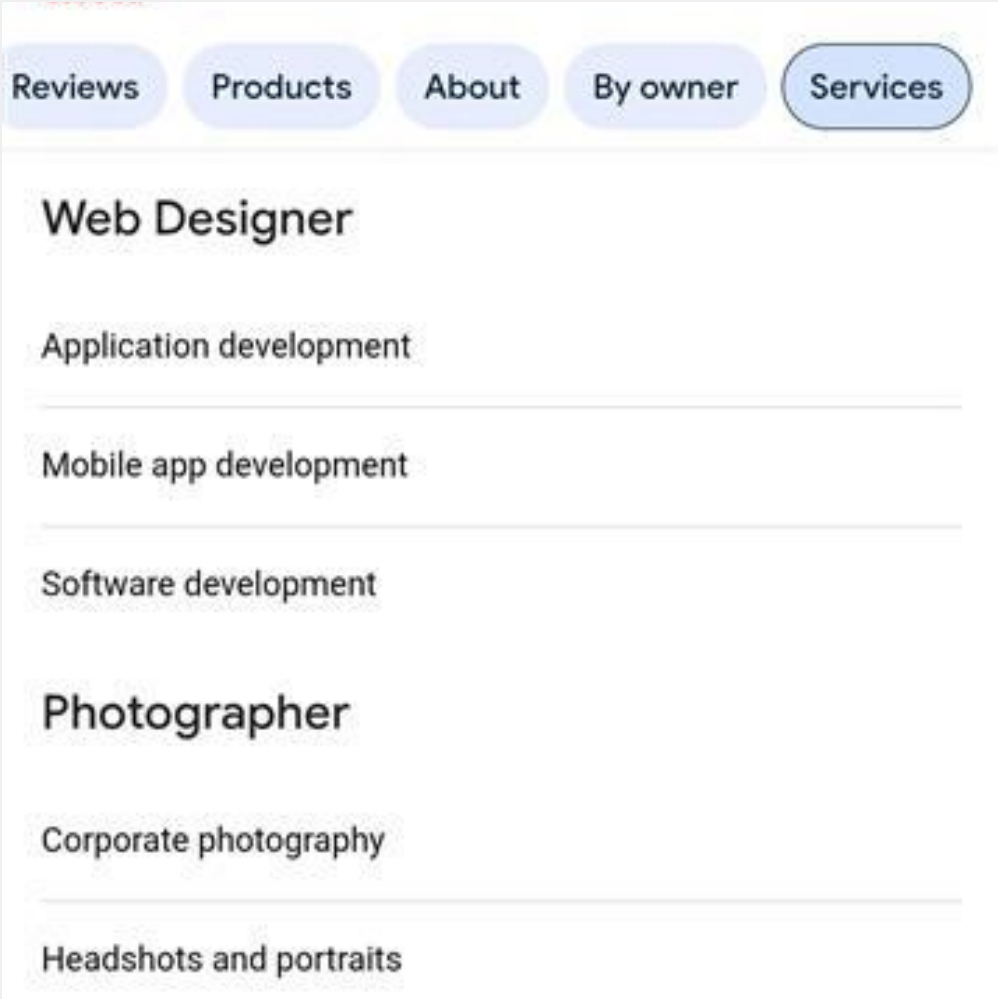
**Updates**  
Share news about your business, new offerings, or changes.



**Offers**  
Promote special discounts, limited-time offers, or deals.



**Events**  
Highlight upcoming events or promotions that customers can attend or take part in.



**Products and Services**  
Showcase products or services, with prices and descriptions.

**PRO TIP:** USE HIGH-QUALITY IMAGES IN YOUR POSTS TO INCREASE ENGAGEMENT. POSTS WITH IMAGES RECEIVE **42% MORE ENGAGEMENT**.

**Component 5**

**Utilising Google My Business Insights**

GMB provides valuable insights into how customers find and interact with your profile.

**Customer Actions**

Track how many people called, visited your website, or requested directions.

**Search Queries**

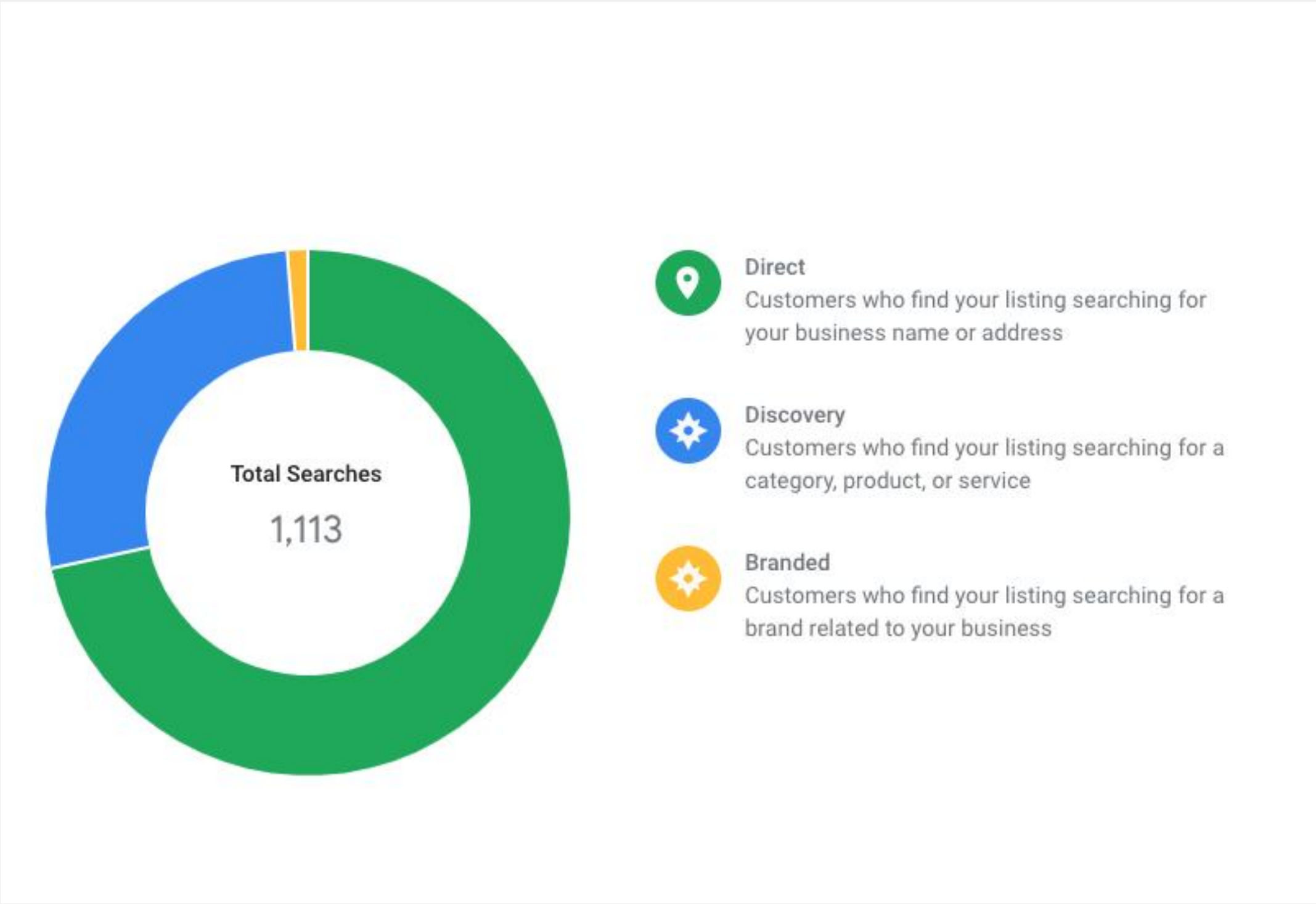
See which search queries brought customers to your profile.

**Photo Views**

Monitor how often your photos are being viewed compared to competitors.

**Customer Demographics**

Learn more about your audience, including their location, device used, and time of day.



Component 6

# Adding High-Quality Photos and Videos

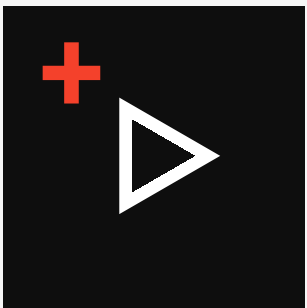
Visual content is crucial in attracting potential customers.



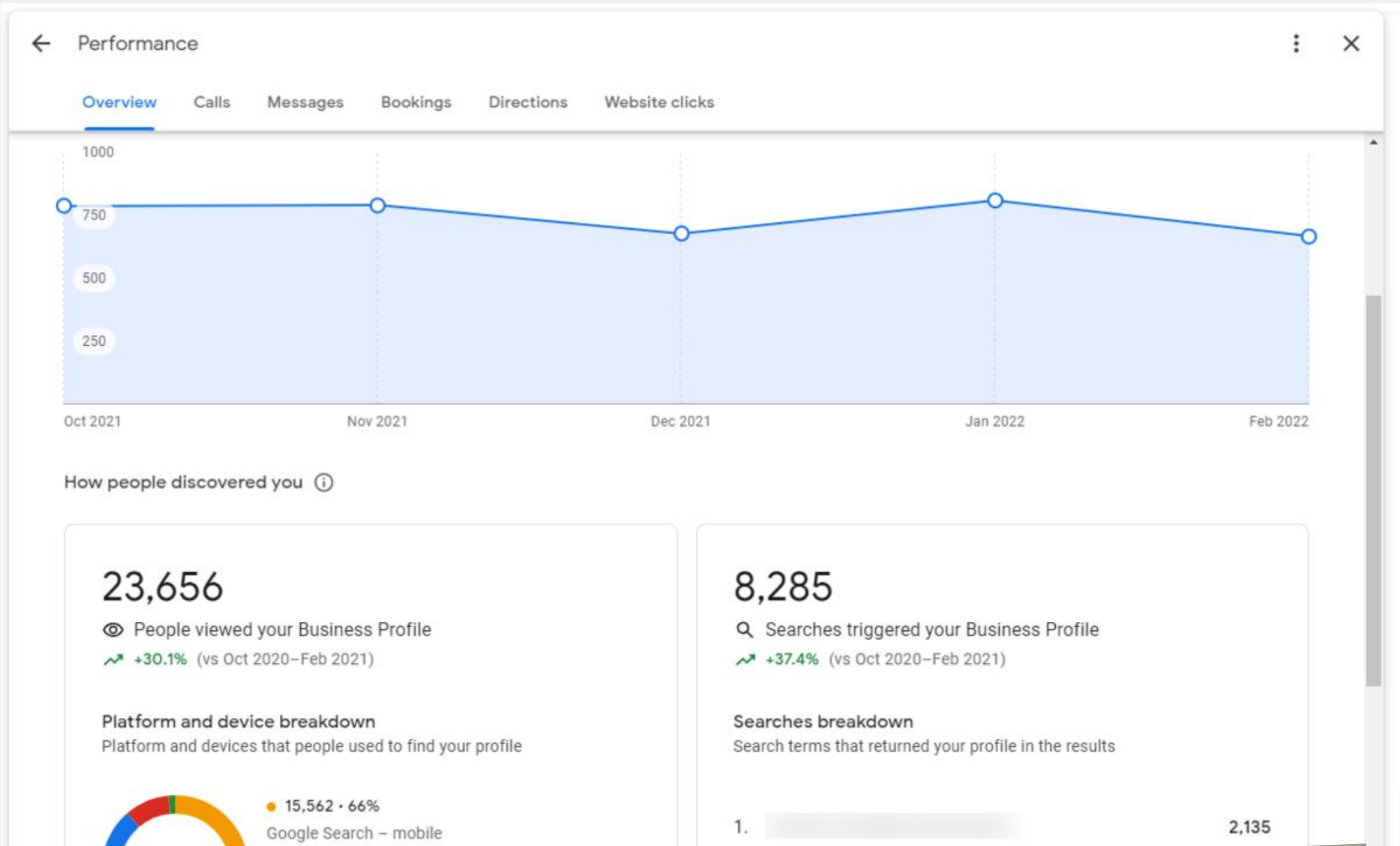
**Profile and Cover Photos**  
Choose images that reflect your business’s personality and help customers identify you.



**Product/Service Photos**  
Add images of your products, services, or team in action to showcase what you offer.



**Video Content**  
Post short, engaging videos showcasing your products, services, or behind-the-scenes operations.



PRO TIP: BUSINESSES WITH PHOTOS RECEIVE 42% MORE REQUESTS FOR DIRECTIONS AND 35% MORE WEBSITE CLICKS.

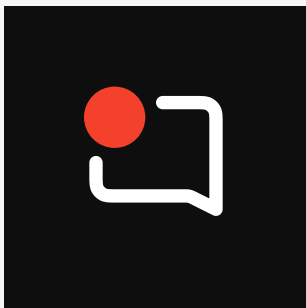
Component 7

Leveraging Messaging and Q&A Features

GMB allows you to communicate directly with customers through Messaging and Q&A.

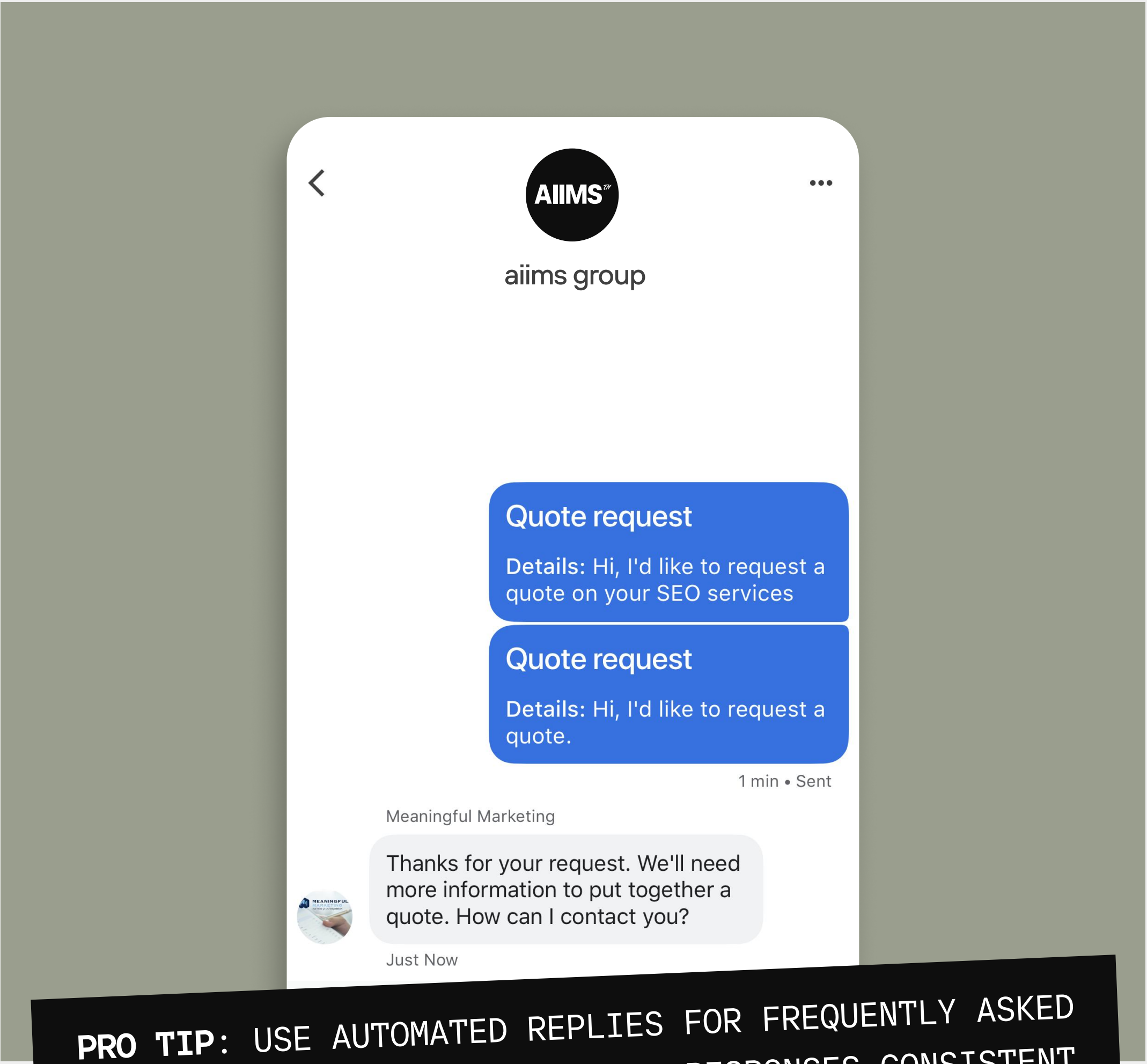
Messaging

Enable messaging so customers can reach out directly from your GMB profile. Respond promptly to inquiries.



Q&A

Monitor and answer questions from potential customers. You can also preemptively add frequently asked questions to your profile.



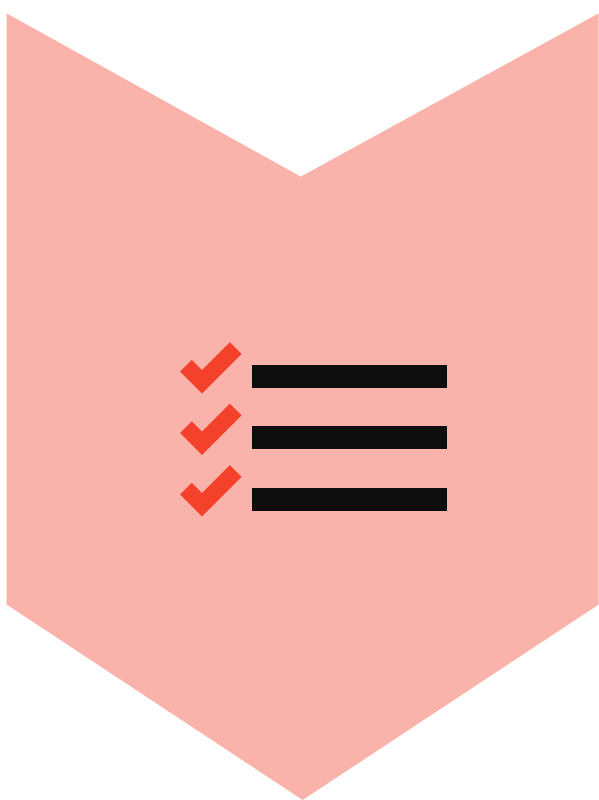
# Steps to Implement your Google My Business Strategy



## Step 1

### Set Up Your GMB Profile

- Claim and verify your business.
- Complete all business information (NAP, category, description, hours, etc.)
- Add your website, phone number, and photos.



## Step 2

### Optimise Your Listing

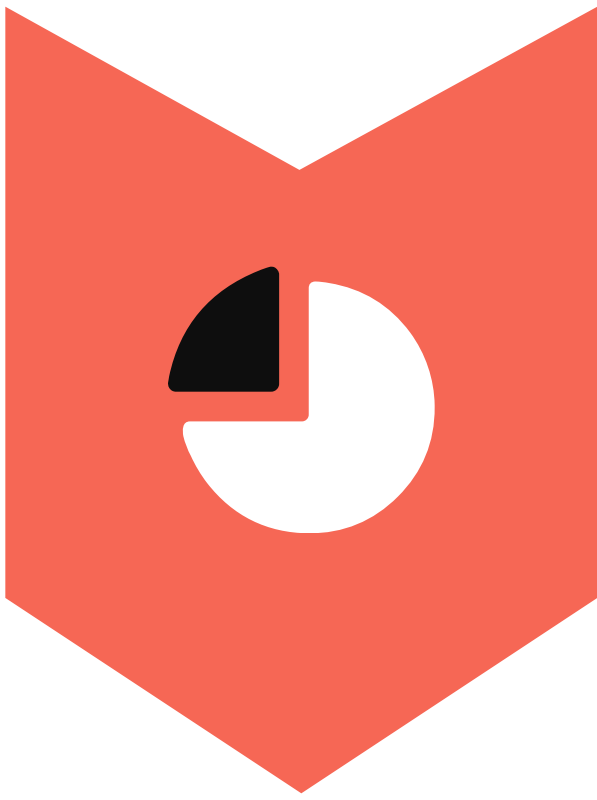
- Use relevant keywords in your business description.
- Add high-quality, relevant photos.
- Set your hours of operation and ensure they're updated during holidays.



## Step 3

### Engage with Reviews and Posts

- Respond to all reviews, both positive and negative.
- Post weekly updates, offers, events, and news to keep your profile active.
- Encourage customers to leave reviews.



#### Step 4

### Monitor Insights

- Track customer interactions and adjust your strategy based on data.
- Check photo views, search queries, and customer actions.



#### Step 5

### Engage with Messaging and Q&A

- Enable messaging to communicate directly with customers.
- Answer questions in the Q&A section and add FAQs if applicable.



READY TO TAKE CONTROL OF YOUR GMB PROFILE?

# Let's get started

## *Get in Touch*

If you're ready to start optimising your GMB profile and need further guidance or consultation, comment "**Challenger**" below, and we'll help you with tailored GMB optimisation for your business!

**AIIMS™** | Changersmakers



[aiims.com.au](https://aiims.com.au)