



2018

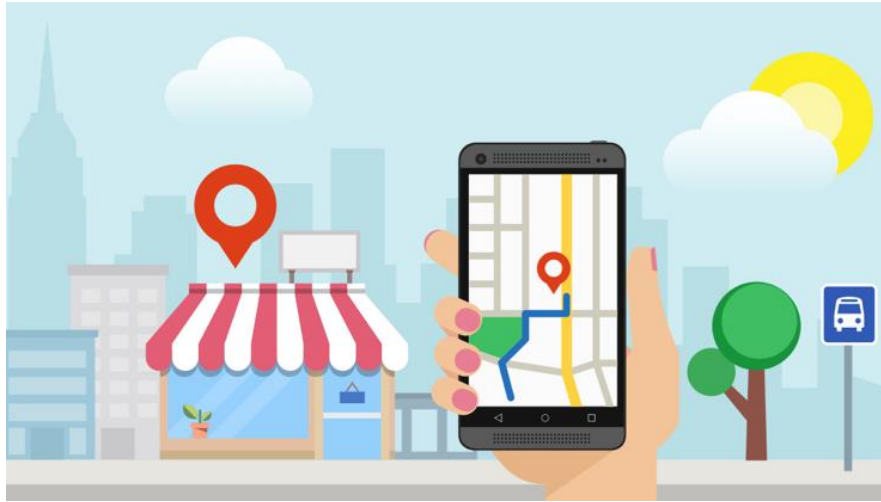
Guide to Google My Business

EXECUTIVE WHITE PAPER

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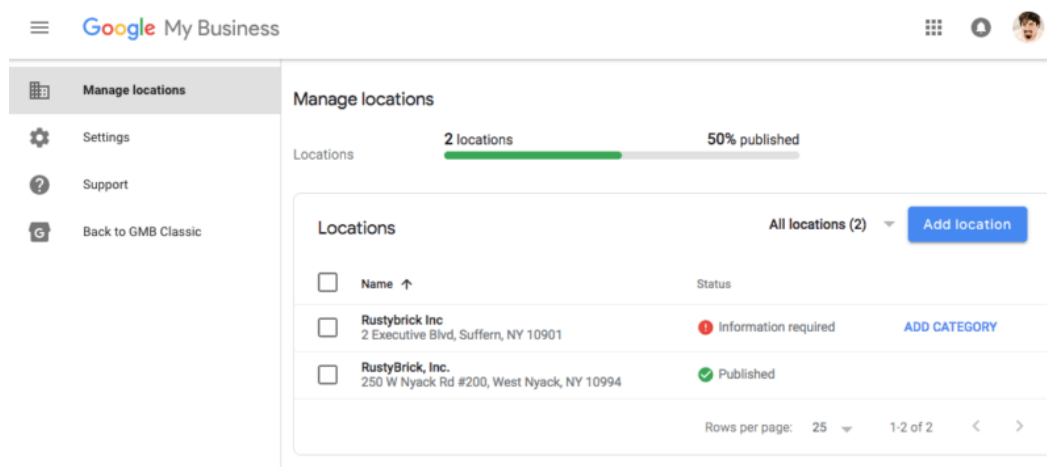
The All New Google My Business Dashboard is Here



Introducing the Google My Business Dashboard

The brand-new Google My Business dashboard is here, and people are excited about the new features. Many influential marketers got their hands on the new dashboard about a month ago, and now Google is making it available to other people on...a random basis.

Here's a screenshot of the new Google My Business dashboard (with multiple locations).



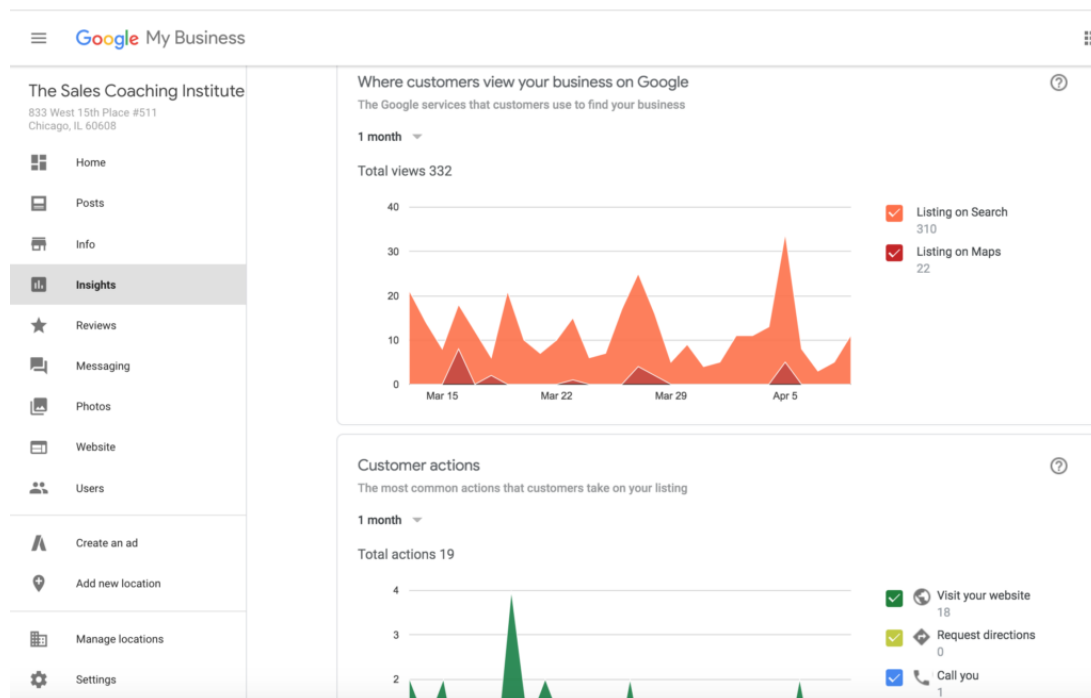
New and Improved Dashboard Features

The new Google My Business dashboard boasts many improved features such as:

- All users regardless of their size will be using the same interface. It means that you will no longer have to switch between the card and list view.
- The new dashboard is easy to navigate, allowing you to view and edit your listings within the same window.
- What is all available? Dashboard View, Posting, Business Info Editing, Insights, Reviews, Messaging, Photos, Website, Users, Create an Ad, Add New Location, Manage Locations and Settings.

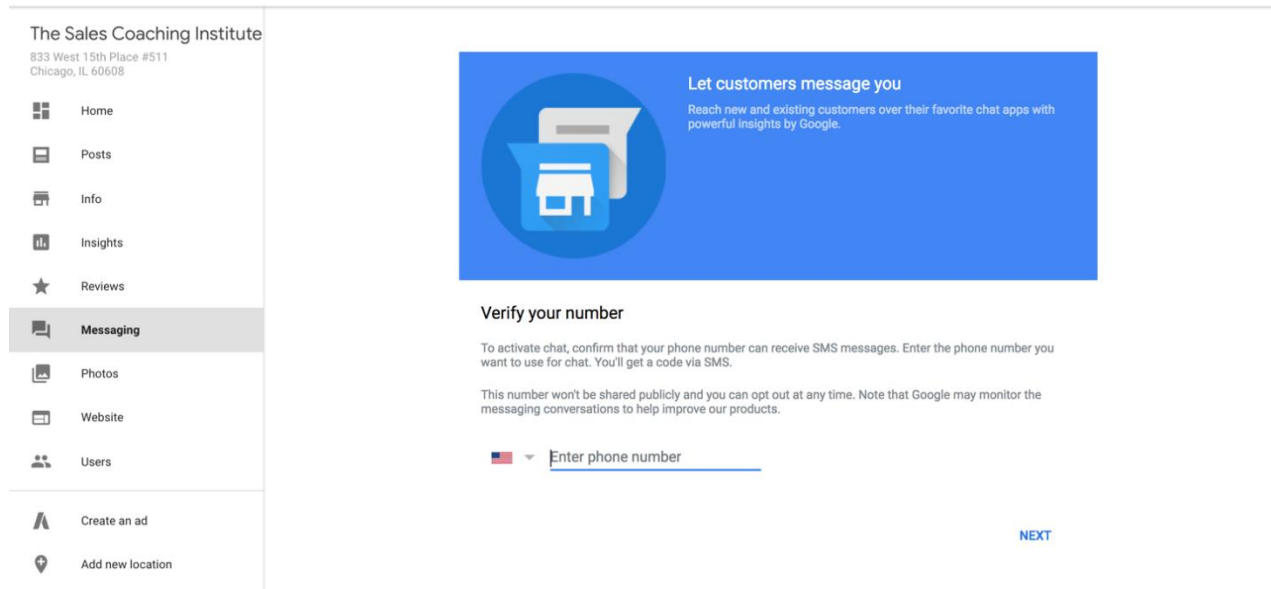
New Insights Feature

This one is big! Under **Insights** on the left navigation panel, you can now easily access the analytics related to the people who have viewed your photos, called your business, clicked on your website link! You can even get insights as to how many views your business gets on Google by Search results & by Maps.



New Messaging Feature

Another great new feature is Messaging! You can now easily add your phone number to be listed on your Google My Business listing to receive texts from customers and prospects! Just click on messaging, add your phone number, and verify your phone number via text and you're done!

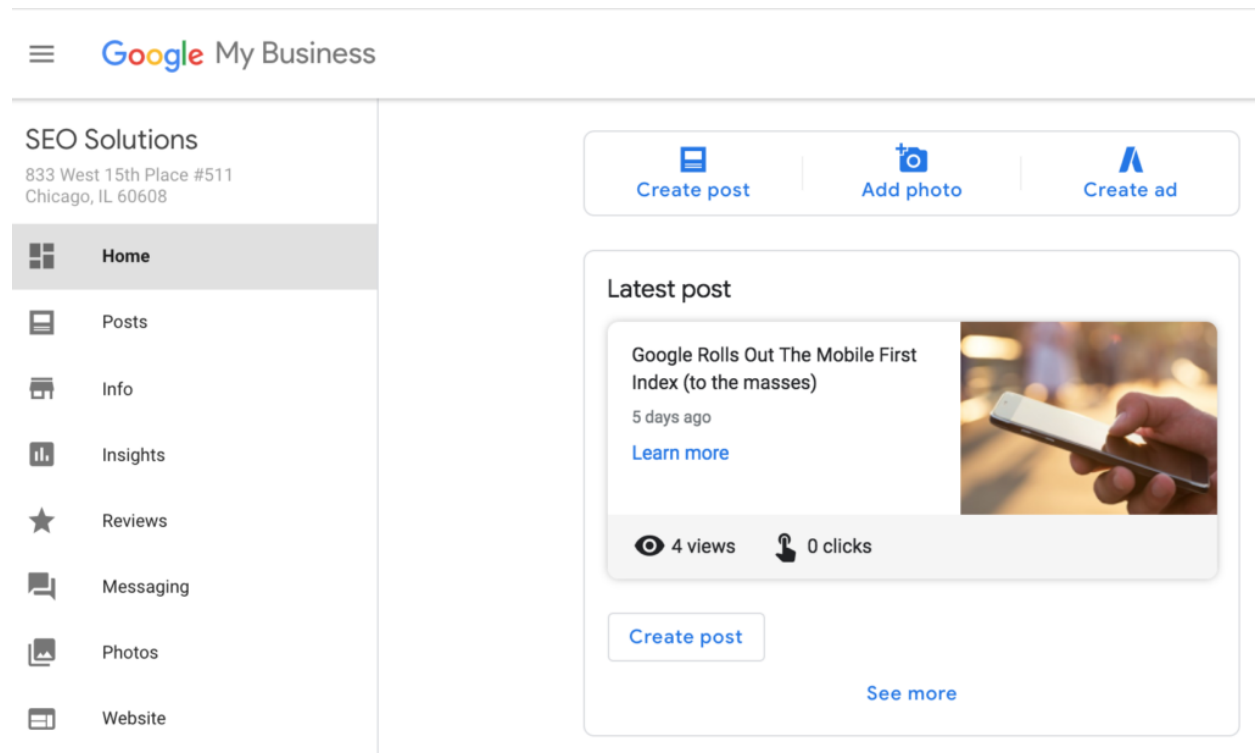


Additionally, adding more listings will not affect the loading speed of the page.

Not sure if you have the latest version of the dashboard? [Log in](#) to your account and check if there's a "**Black to Classic GMB**" option in the left side navigation menu.

Explore and enjoy the new Google My Business dashboard for your business! This is a game changer and will allow you to improve your online business if you just spend a little time working and updating it every week.

Adding Your Business Description on the Google My Business Dashboard is Easier Than Ever



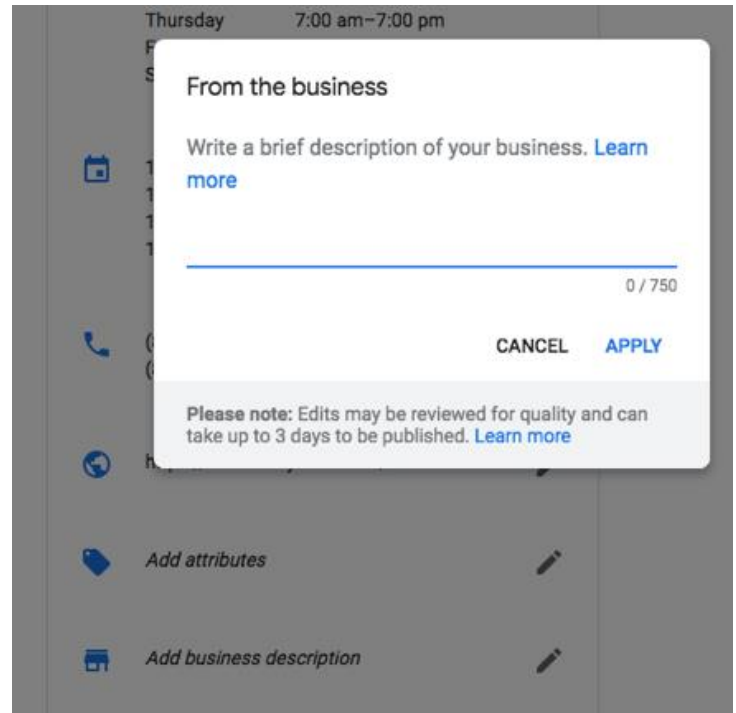
Google Brings Back 'Business Description' Feature

You can now add a description of your business directly within the Google My Business dashboard. It's not a new feature though. Google removed this feature back in 2016 when they dropped the Google+ support. And now they have made it available again. This feature offers a hassle-free way to keep the information about your business updated and ultimately help the searchers.

Here's how you can add business description:

1. Login to Google My business.
2. Click on the info button on the menu bar.
3. Click on the add business description.
4. Click on the pencil icon and add info.

The character limit is 750, so make it crisp and engaging! Learn more about it [here](#).



The screenshot shows the Google My Business interface. At the top, it says 'Thursday 7:00 am - 7:00 pm'. Below this is a modal window titled 'From the business'. Inside the modal, it says 'Write a brief description of your business. [Learn more](#)'. There is a text input field with a character count '0 / 750' on the right. At the bottom right of the modal are 'CANCEL' and 'APPLY' buttons. Below the modal, there is a section with two options: 'Add attributes' and 'Add business description', each with a pencil icon to its right. A note at the bottom of the modal states: 'Please note: Edits may be reviewed for quality and can take up to 3 days to be published. [Learn more](#)'.

Now You Can Add Videos to Google My Business Posts

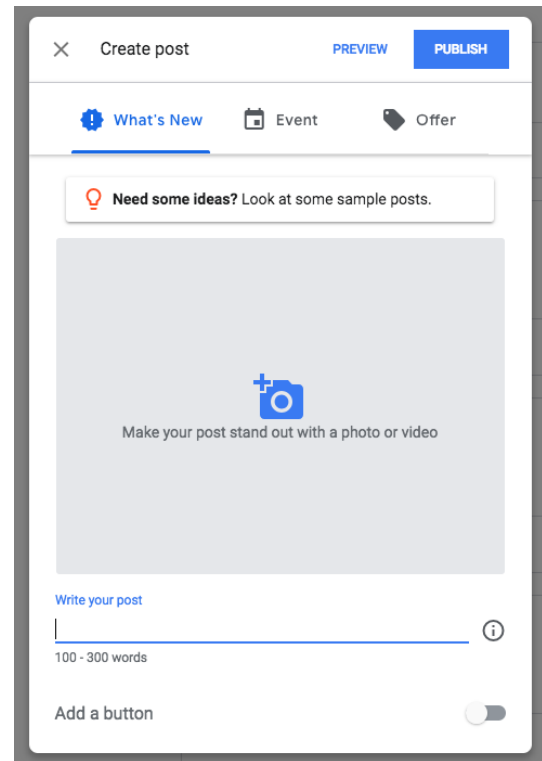


Upload Videos to Google My Business Posts

GMB Posts have the immense power to boost the bottom line of your business. Those who know how to utilize it to the fullest have seen a huge boost in sales. The latest addition to the Google post is VIDEO. Now you can upload videos of your business or any topic that revolves around it. It's already proven that video marketing is EXTREMELY beneficial for your business, and now with the ability to add videos to Google My Business posts, it further enhances the benefits.

For those new to it, follow the steps below:

- Access Google Posts by logging into your Google My Business account.
- Now you will see the “Posts” option right below the Home.
- Click on it and upload the type of content you want to share.
- After uploading, you will have the option to preview it and once you are satisfied, hit the Publish button.
- After publishing, actively monitor the conversions and see how your targeted audience is responding.



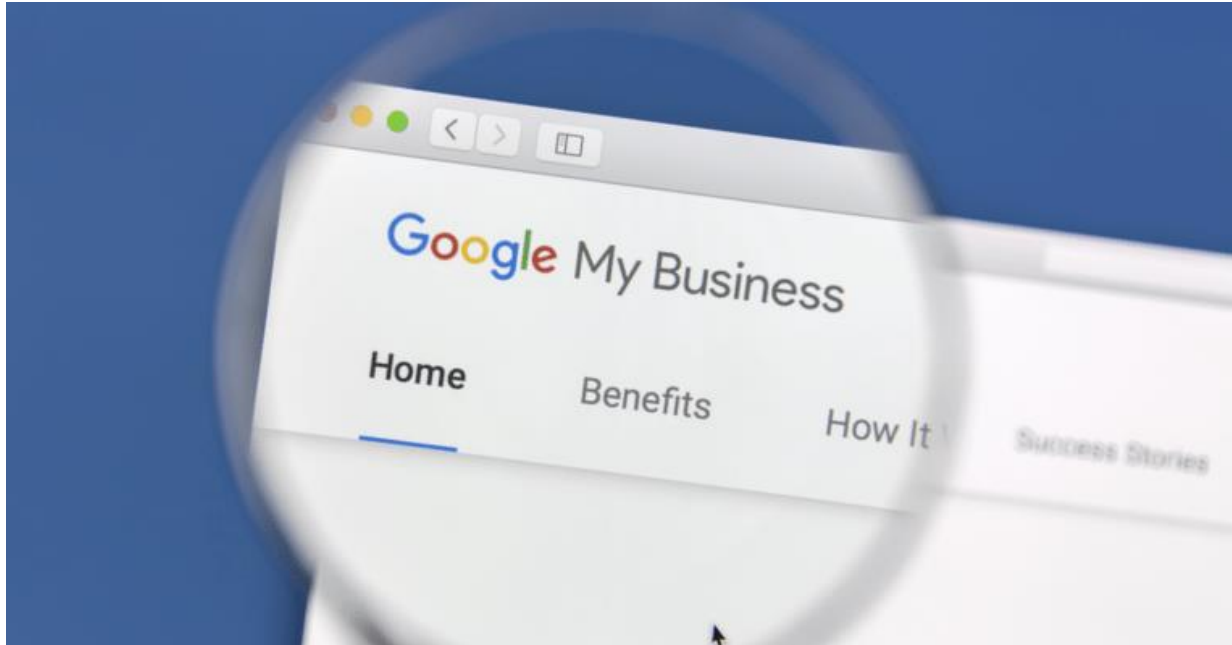
The Value of Video Marketing

The best way to find out which type of videos work best for you is to **TEST**. Analyze your audience reaction to different videos to figure out what type of audiovisual content really clicks with your audience.

Here are some facts that will encourage you to create and upload more videos:

- **63% of businesses use video as a marketing tool.**
- **76% of businesses said that video has helped them increase traffic to their website.**
- **84% of consumers have been convinced to make a purchase after watching a brand's video.**

Google My Business to Soon Add Queries & Keyword Report



The 'Popular Queries Used to Find Your Business' Feature

Google My Business is rolling out a new report in the Insights section of the console that is designed to show businesses how people are searching within Google Maps or Google Search to find your local business listing. It's called the "queries used to find your business" report, and it shows the most popular queries for your business by unique users within a time frame.

Mike Blumenthal was the first to spot this and [posted](#) the screenshot below on his blog.

A Google spokesperson confirmed this is rolling out more widely. However, we haven't noticed it yet for any accounts.

Here is the screenshot of the report:

Queries used to find your business • [Send feedback](#)



The most popular queries for your business by unique users

1 month ▾

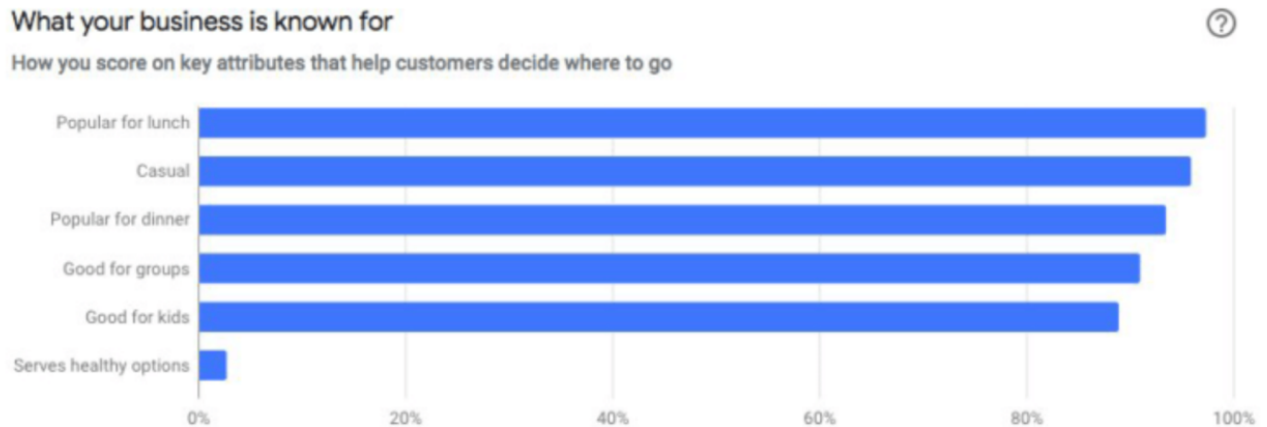
	Query	Users
1	barbara oliver	281
2	barbara oliver jewelry	148
3	ring	85
4	unique engagement rings	40
5	jewelry store	39
6	jewelry stores	38
7	jewelry store near me	26
8	sleepy	25
9	jewelry stores near me	24
10	jewelry appraisal	23

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The 'What Your Business is Known For' Feature

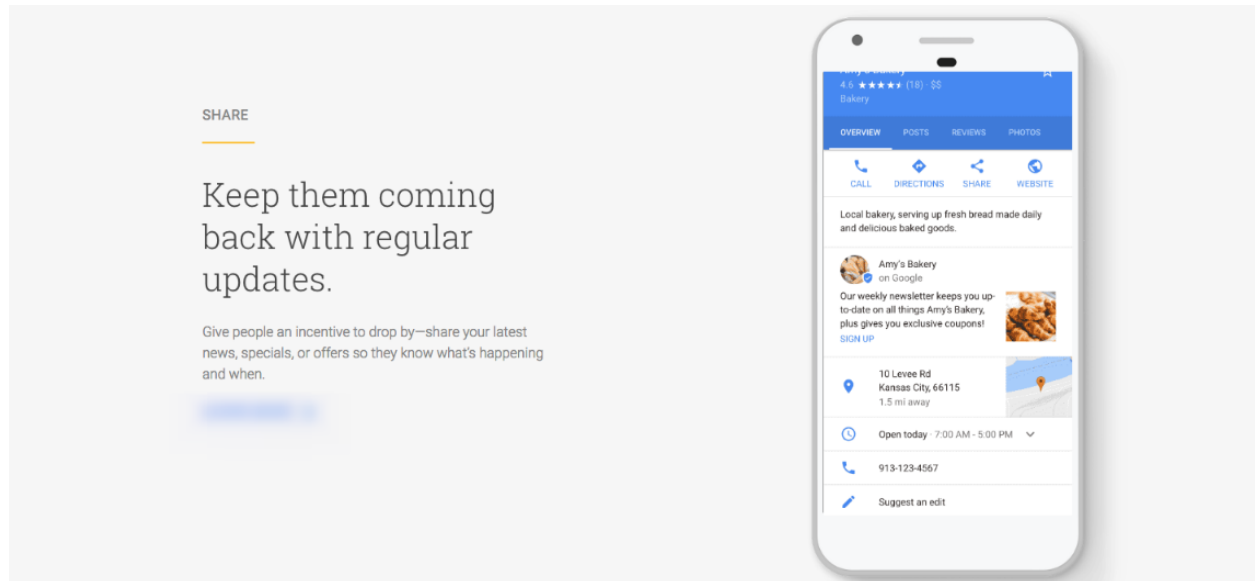
Google also recently added subjective attributes reporting within the Insights section. This section will help you learn what your customers think of your business with the new 'what your business is known for' report.



The 'Subjective Attributes' Feature

Google announced this on Twitter – “We’ve launched subjective attributes to provide more information in your insights tab! Customers of restaurants and cafes can submit subjective attributes to help you and their fellow customers.”

Here's How You Can Increase Sales with Google My Business Posts



The Power of Google My Business Posts

Google posts have the immense power to boost the bottom line of your business. Those who know how to utilize it to the fullest have seen a huge boost in sales. Ex-Googler & SEO Expert Joel Headley increased booking by 11% for his client using Google posts alone.

He also shared some [great tips](#) on how you can fully utilize Google posts.

"A compelling background image with a call-to-action can help you increase the conversion," he added.

Google is very excited about the posts and they want the same kind of enthusiasm among business owners. To increase excitement, Google has added VIDEO to the post feature.

Now you can upload videos of your business or any topic that revolves around it. It's already proven that video marketing is extremely beneficial for your business. Now the ability to upload it to Google posts further enhances the overall benefits of this amazing feature. Google posts also will also allow you to schedule your post in advance because they know that sometimes it can be difficult to remember.

For those new to it:

- You can access Google Posts by logging into your Google My Business account.
- Now you will see the “Posts” option right below the Home.
- Click on it and upload the type of content you want to share.
- After uploading, you will have the option to preview it. Once you are satisfied, click the **Publish** button.
- After publishing, you can find out how your target audience is responding by paying attention to conversions.

The best way to find out which type of content work best for you is to **TEST**. Analyse your audiencereaction to different content and then you will be able to figure out what type of content really clickswith your targeted audience.

How to Reclaim Your Google My Business Listing



Google My Business

Reclaim Your Google My Business Listings

You can now reclaim Google My Business (GMB) listing pages that were verified by a third party. Google has recently launched an automated process which enables you to claim your GMB page without contacting the previous manager. It came as a great relief to those who were trying to reclaim their listing but were unable to get into contact with the person who was managing it before.

Here's the step-by-step process to reclaim your Google My Business listing:

1. Navigate to Google My Business.
2. Sign in to Google with the account you use to manage your business.
3. Enter the name or address of your business, then select it from the search results. You may see a dialog showing part of the email address that verified the listing. If you manage this email address, sign in to that account to access your business listing.

4. Fill out the form. The current listing owner may need to contact you for more info, so you won't be able to submit your request without sharing your contact details with them.
5. Click **Submit**.
6. The current listing owner will receive an email asking them to get in touch with you, and you'll receive a confirmation email. Check on the status of your request by clicking the link in your confirmation email.
7. Allow a full 7 days for the current listing owner to respond to your request. If you don't hear back after 7 days, you'll be able to verify your affiliation with the business to gain access to the listing.



Google My Business is an effective tool for businesses looking to manage their online presence. It can help your organization increase visibility in search results and boost your company's exposure.



 **Visit SEO Solutions!**

For more information on how to better utilize the unique features of Google My Business, [contact us!](#)

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What's Your SEO Score?

SEO Solutions offers a [FREE website audit report](#) for businesses that are looking to engage in Search Engine Optimization. A lot of great websites are constructed in such a manner that actually makes it more difficult for Search Engines to locate and retrieve information from them. SEO Solutions makes sure that your well-constructed website is able to be found by Search Engines, so that your consumers can also find your website.

Our Chicago search engine marketing firm creates a website audit that is a tailored, comprehensive review of your website. We evaluate all crucial aspects of your websites construction to ensure it will communicate with search engines successfully.



FREE SEO WEBSITE AUDIT

SEO Solutions, a Chicago Internet Marketing Firm now offers a **FREE** website audit report for businesses that are looking to engage in Search Engine Optimization.

Don't know where to start boosting your Google rankings? We evaluate all crucial aspects of the construction of your website to ensure it will communicate with search engines successfully.

DOMAIN STRENGTH	SOCIAL ENGAGEMENT
ON-PAGE OPTIMIZATION	READABILITY & CONVERSION
OFF-PAGE OPTIMIZATION	COMPETITOR ANALYSIS

TRY NOW