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GOOGLE BUSINESS PROFILE



SOCIAL MEDIA TIPS

By Theresa Mintzer

Google Business Profile (GBP), formerly known as Google My Business, is an important part of online marketing. Businesses frequently overlook GBP as integral to the success of local SEO. An optimized GBP will make it easier for customers to find your business through search. I was recently talking to someone with new business, and they were looking for help with marketing. Their GBP wasn't set up yet. A few weeks later not only is it set up, but they already have three reviews.

If you do not have a GBP or you have not claimed your business, that's your first step. Next, look at all the information. Do you have at least two to three relevant keywords in the description? If you have a business that has seasonal

offerings, change up the wording to reflect what you currently have to offer. Make a note to change it as the season changes. Are your hours correct? Do you have a category listed? Do you have pictures uploaded?

Now that you have reviewed your information, it's time to put together a posting plan. Post to GBP on a regular basis. You can post the same information that you post to social media sites. Post sales and events as well. Plan to post new pictures on a regular basis. On the home page, look for the section that says "Get More Reviews." You can copy the link to share with customers. This all helps with search on Google.

These little tweaks can make a big difference over time. They can be the difference when it comes to being seen on a search. I offer social media coaching if you need help along the way. Feel free to contact me at 484.686.2995 or theresa@mintzersolutions.com.



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