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A Guide to Google Business Profile

For Small Business

How to Optimise Your GBP

The following Google Business Profile (GBP) optimisation insights can help improve your visibility on Google Search and Maps. Ensuring your Business Profile is optimised will help more potential customers learn about your business and what you offer.





1. Keep Your NAP Up to Date

Keeping your Business Profile up-to-date when you have any changes to your NAP information is an essential task. If you have a new address or phone number, be sure to update your business profile as soon as possible to ensure your NAP information is accurate.

Optimising your NAP can benefit your business in two ways:

1. It can increase trust with Google.
2. Make it easier for customers to find and contact your business.



2. Manage Photos and Videos

Consider adding images of your storefront, products, services, and team members to your Business Profile to give people a sense of what your business is all about.

This can help attract more customers and give them a better idea of what to expect when they visit your business or use your products or services.



3. Manage and Respond to Reviews

Reviews are an important factor in your Google Business Profile. High-quality, positive reviews can help potential customers learn more about your customer experience while increasing your business's visibility on Google Search.

There are several ways to encourage customers to leave reviews for your business on Google:

- Encourage customers to leave reviews by asking them in person.
- Sending a Business Profile link via text.
- Adding a review request to your emails or social media profiles.



4. Post Updates and Promotions

Posts also allow you to directly communicate with local customers and promote your sales, specials, and events. Connecting with your audience by adding videos and photos to your posts can also help to enhance your customer's experience.

5. Display Product and Services



Listing the specific products or services your business offers can help potential customers learn more about what you offer and make it more likely they'll choose your business over a competitor.

In addition to listing your products and services, it's a good idea to write a brief description of each one. This description should include information such as pricing, any limits on when the service expires and relevant keywords.

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Benefits of Google Business Profile

- Improved visibility in Google Search and Maps results.
- Increased trust and credibility with customers.
- The ability to receive and manage customer reviews.
- Access to insights and analytics on how customers interact with your business online.
- Receive quote requests directly through your profile.

Want more information on Google Business Profile?

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