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How to Get Leads with Google Business Profile

Dr. Quek Internet Marketing Consultancy

How to Get Leads for Local Services?

"Plan 1- Creation of Google Business Profile"

By SEO Consultant: Dr. Daniel Quek

You can watch the Youtube Video at:
http://gbpservicevideo.drquek.com

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http://gbpservicepdf.drquek.com

Introduction:

1. Are you running a service-based business?

2. If yes, have you heard about Google Business Profile?

3. If no, you are missing out a lot on a game changing tool.

4. In today's digital world, your presence online can gain you a competitive edge.

5. This is where Google Business Profile can help you…

6. Present to you a service we are offering on creating GBP for your business.

Plan 1- Creation of Google Business Profile :

1. What You Get?
2. What Benefits?
3. What We Provide?
4. Frequently Asked Questions (FAQ)
5. How to Contact Us?
6. How to Pay?

1. What You Get?

Get Your business listed in Google Business Profile.

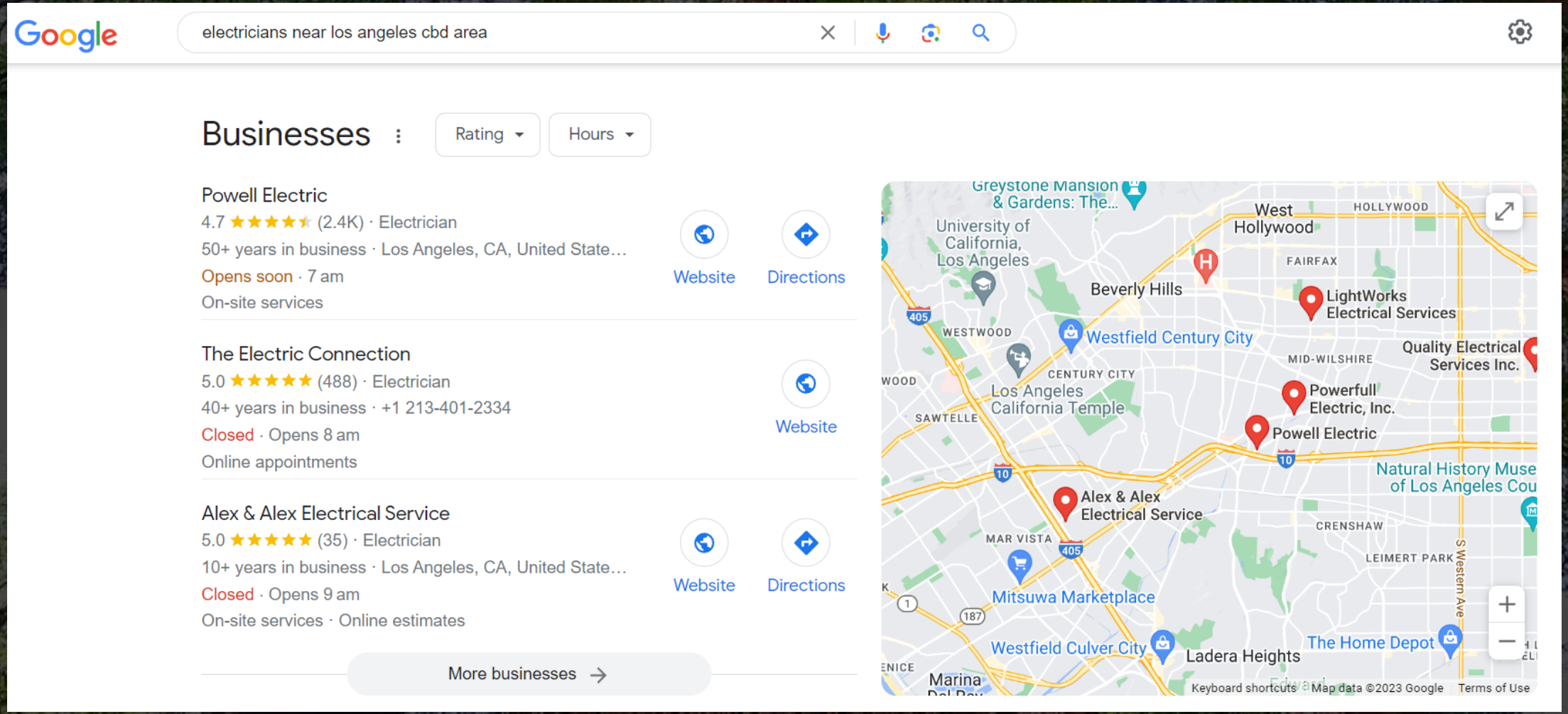
You get leads and appointments for your service-based business.

You want your service to appear when someone type it into Google.

Example: electrician in Los Angeles

Customers can call or message you directly through the ad which you can reply via App.

Example of GBP- Search under: “Electricians”





Process for Getting the Google Guarantee Badge:

The Google Guarantee badge- for businesses that pass a Google screening and verification process through Local Services Ads.

1. Increased ad visibility and credibility with potential customers.

2. Money-back guarantee for customers: If your customers aren't satisfied with the quality of your work, Google may reimburse the customer up to $2,000

3. Higher ad placement in search results: Your listing appears at the top of the search results above organic listings and other paid ads in Google.

REQUIREMENT: You must get your business listed in Google Business Profile before you can apply for Google Guarantee.

2. What Benefits?

1. GBP gives you free advertising
2. GBP adds your business to Google Maps
3. Puts you in Local Pack Listings
4. Gives you higher visibility
5. Attracts more customers to your business
6. Improves search engine rankings
7. Increases website traffic
8. GBP can act as an official website for your business
9. Let customers leave reviews and you can reply them
10. Qualifies your business for Google Guarantee

3. What We Provide?

We provide Plan 1 on the creation of Google Business Profile.

It covers all the essentials a website needs to rank and drive traffic from within your local community.

Our SEO experts will setup your local SEO presence and create an online environment for your business to thrive on.

Plan 1 on GBP is designed to get your business ready for Google Guarantee's screening and verification process.

3.1 Details of What We Provide

A. Creation and Customization of GBP
B. Yelp Listing Creation
C. Bing Local Creation
D. Additional Business Listings
E. Local Schema Markup
F. Executive Reporting
G. Handing Over for Continued Self Tracking

A. Creation and Customization of GBP

1. Creation of GBP: Add your company's details, location, website URL, phone number and complete the verification process.

2. Customization of GBP: Turning messaging on to communicate with customers, adding business description, business opening hours, uploading photos and videos.

3. Search Engine Optimization: Adding keywords to GBP, optimization of your business profile for SEO and relevant keywords.

B. Yelp Listing Creation

1. Popular Directory: Yelp is a popular online directory for discovering local businesses.

2. Organized Listing: Listings are sorted by business type and results are filtered by geographical location.

3. Social Interaction: Allows users to leave written reviews, star ratings, and photos of their experience with each visit.

C. Bing Local Creation

1. Like GBP: Your Bing Places listing is an outlet to share key information about your business, including physical address, phone number, website URL and opening hours.

2. Search Engines Friendly: As with GBP, Bing Places information is used by the search engine to help it return the most relevant search results to Bing search users.

D. Additional Business Listings

1. Other Business Listings: Depending on your type of business, we will include your business in other relevant business listings.

2. Search Engine Friendly: As with Yelp or Bing Listing, your business information will be used by the search engine to help it return the most relevant search results.

E. Local Schema Markup

1. Local Business Schema: A type of structured data markup code added to your business website to make it easier for search engines to identify you.

2. SEO Optimization: Help optimize your website for local SEO for ranking purpose.

3. Compatibility: What's included in the Local Schema Markup is also visible to the end-user. This includes name, address, and phone number (NAP) info and matching the GBP category as close as possible.

F. Executive Reporting

1. Reporting: Provide a report on the sites submitted for listing including the details of listing e.g., dates, URL, ranking and etc.

2. Access: Our SEO Experts will create the GBP assets for your business and handover the required logins to manage.

G. Handing Over for Continued Self Tracking

1. Duration: The local SEO setup takes approximately 30 days to complete the initial setup.

2. Special App: To see the leads that my GBP has generated i.e., the analytics, we've created a dashboard for you that you can access.

3. Google App: Alternatively, you can access your analytics via the GBP management page.

4.1 Frequently Asked Question
FAQ No. 1- Do I need Local SEO?

YES! Local SEO targets local search specifically.

That means that your audience is within a few miles from your business and that your online presence is meant to drive foot traffic to a business.

This is done through several methods including using geo-centric keywords, producing locally relevant content, building citations on local niches and directories, and tying up with websites in the same area.

4.2 Frequently Asked Question
FAQ No. 2: Who will be able to access your Google Business Profile?

Our SEO Experts will create the Google Business assets for your business and handover the required logins to manage.

4.3 Frequently Asked Question

FAQ No. 3: How long does the Local SEO Setup take?

Overall, the local SEO setup takes approximately 30 days to complete the initial setup.

4.4 Frequently Asked Question
FAQ No. 4: Where can I see leads that my Google Business Profile has generated?

Locating your analytics is simple, we've created a dashboard for you that you can access.

Alternatively, you can access your analytics via the Google Business's own management page.

4.5 Frequently Asked Question

FAQ No. 5: Do you provide service to obtain Google Guarantee Badge?

Yes, as an add-on. Google Guarantee service is not part of Plan 1 as it involves the following processes:

1. Verification: You must submit proof of your company's registration and insurance for verification and criminal background checks.
2. Review: You must collect customer reviews with an average rating of 3 stars or higher.
3. Ad Budget: You must set your Local Service Ad budget and launch your local PPC campaigns.

5. How to Contact Us?

Phone: (941) 9195577

Email: admin@drquek.com

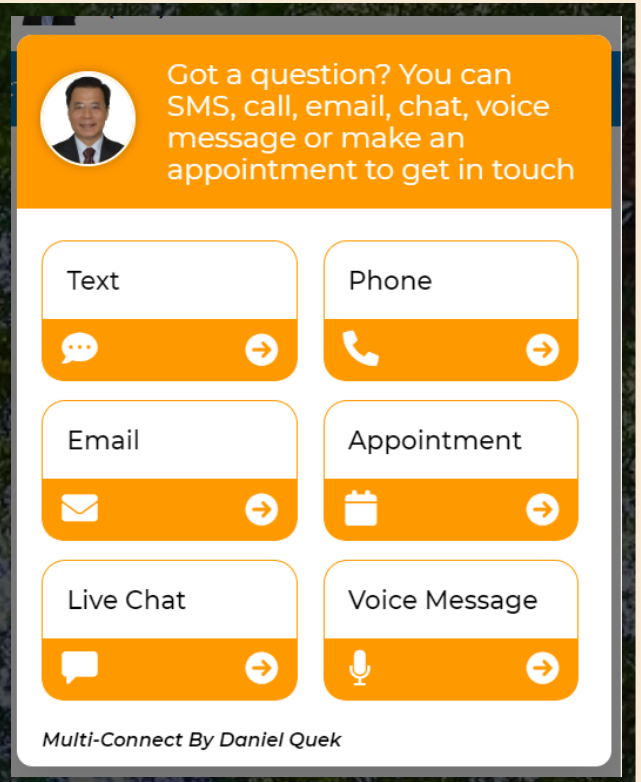
Skype: drquek

Facebook Page: http://fbp.drquek.com

Messenger: http://msg.drquek.com

Website: http://imc.drquek.com

For SMS, Live Chat or to schedule an appointment go to:
http://info.drquek.com (click the widget at the bottom right of the page)



6. How to Pay?

Click here to view payment details and to make the payment:

http://gbpservicepay.drquek.com/

Future Plan Upgrade: Click here for Plan 2 on Advance Google Business Profile Optimization:

http://optservice.drquek.com/

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Questions? Please Contact Us!

Phone: (941) 9195577

Email: admin@drquek.com

Skype: drquek

Facebook Page: http://fbp.drquek.com

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