

A person's hands are shown holding a black smartphone, positioned over a map. The map is covered with several red location pins. The background is slightly blurred, showing what appears to be a desk or office environment.

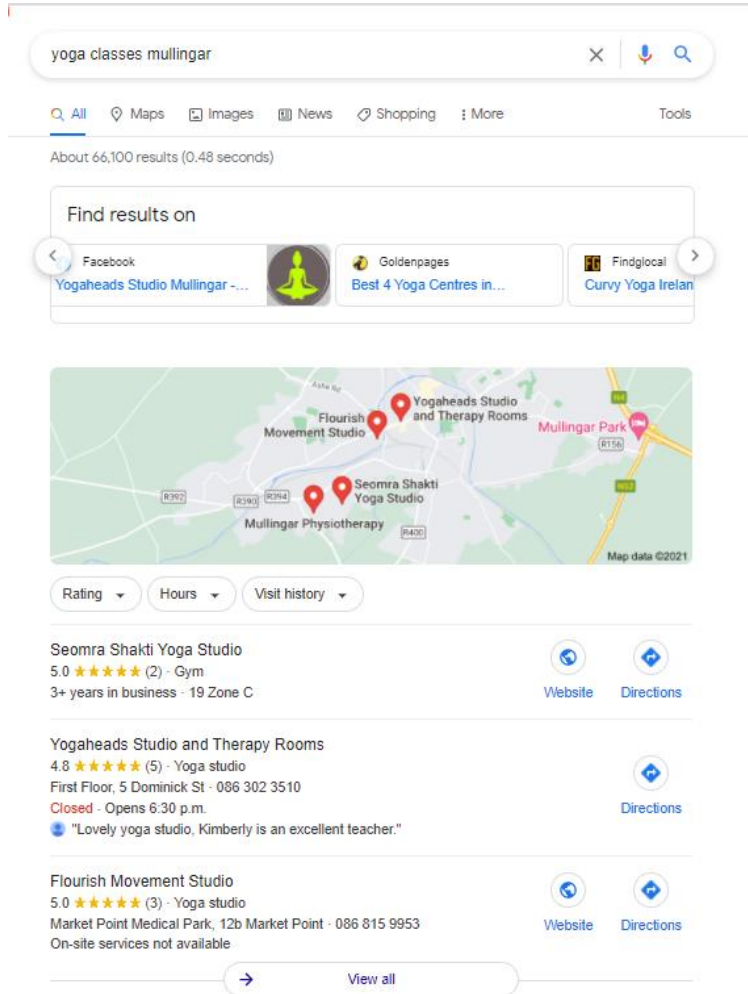
The  
Marketing  
Crowd

The logo for the Local Enterprise Office, featuring two stylized circular icons in blue and green.

Local  
Enterprise  
Office

**HOW TO GET FOUND HIGH UP IN LOCAL  
MAP RESULTS  
USING YOUR GOOGLE BUSINESS PROFILE**

# A Google Business Profile gets you found in the 3 – 6 map results



- You can get a free Google Business Profile
- Whenever someone searches using a Geographic term in the search e.g. Restaurants in Cork, Yoga Classes Mullingar, they will place 3 listings in the map results at the top of the page

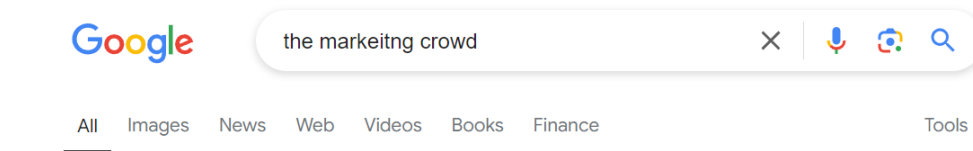
The only way to appear in these 3 map results is to a Google Business profile

Note: You could have your listing appear in the 3 map results and your web page appear in the 10 organic search results below them


Note: Google has recently started showing 2 batches of these results on page 1 for some searches

# What is a Google business profile – it also appears on the right hand side when people search for your business by name

## Google Business Profile



Showing results for **the marketing crowd**  
Search instead for the markeitng crowd

 The Marketing Crowd <https://themarketingcrowd.ie>

### The Marketing Crowd: Digital Marketing training courses in ...

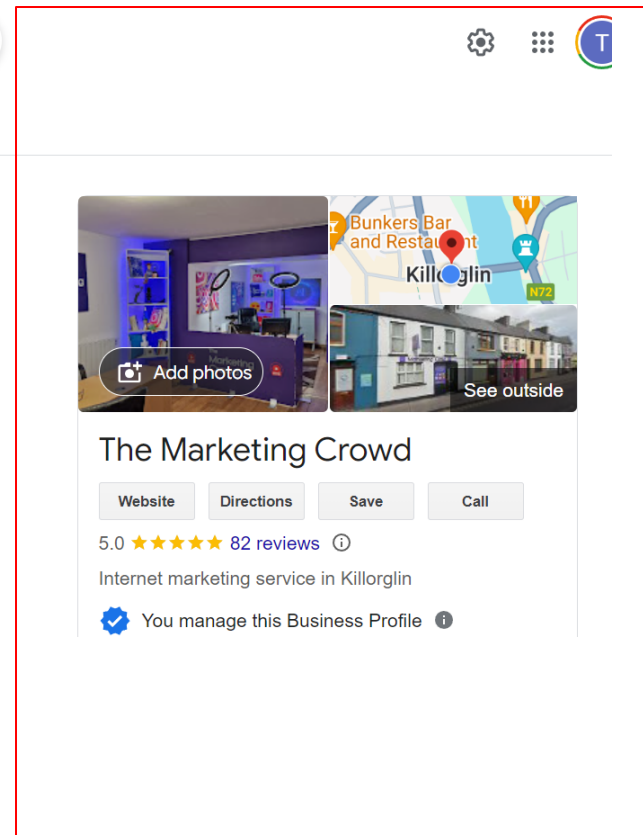
We deliver courses for 11 Local Enterprise Offices which have been attended by over 20,000 Irish companies · All of our courses are available to stream at any ...

#### Digital marketing School

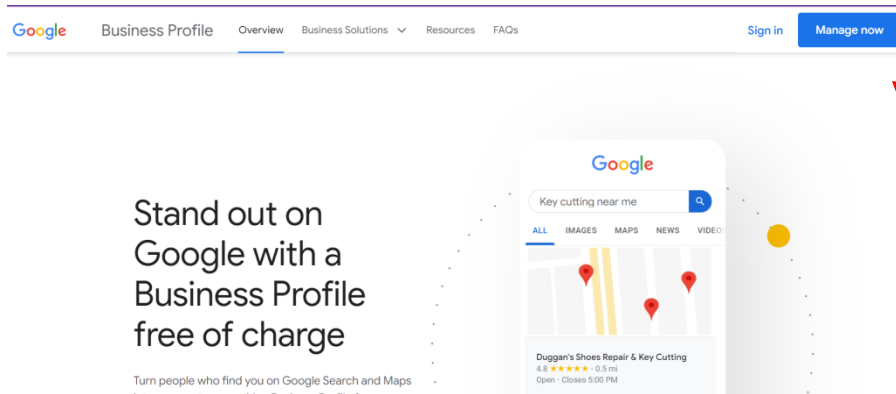
Members get 12 months access to a members only website which ...

#### Digital marketing trainer

... The Marketing Crowd. Login. Cart · Digital Marketing School ...



# Getting started



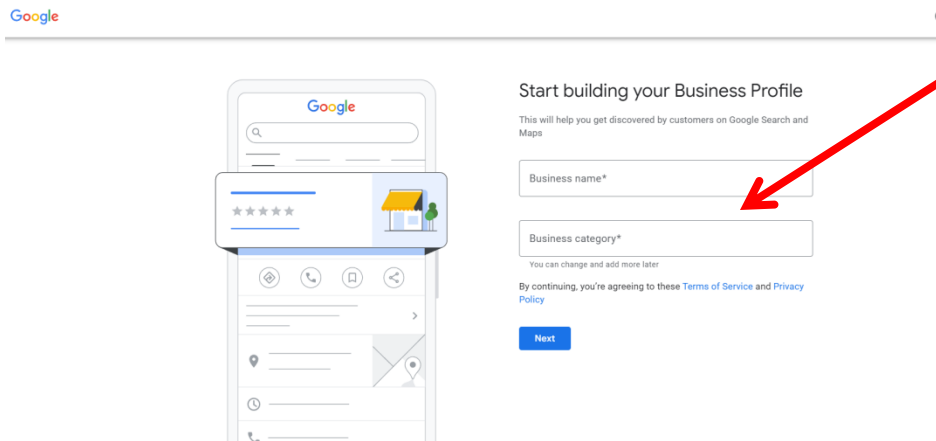
**Go to [Google.com/business](https://www.google.com/business)**

Click sign in on the top right and login with your Gmail account logins

If you have a listing setup using that account it will take you to it.

If not it will ask you to search for your business

If you business doesn't have a listing it will ask you to create one



# How to setup and optimise your Google business profile

The image shows two screenshots illustrating the process of setting up and optimizing a Google Business Profile. The top screenshot is from the Google Business Profile Manager interface. It shows a list of businesses under the heading 'Businesses'. The first business listed is 'The Marketing Crowd' located at 'Lower Bridge Street, Killorglin, Co. Kerry'. The status is 'Verified'. A red arrow points to the 'See your profile' button next to this business. The bottom screenshot shows a Google search for 'The Marketing Crowd'. The search results show the business profile card for 'The Marketing Crowd' in Killorglin. A red arrow points to the 'Your business on Google' section of the search results.

**When you do login to your listing you need to click on "see your profile"**

**It will now take you to a Google search result for your business name where you can now update your profile**

# How does Google choose the top 3 profiles to put in map results?

## Google Business Profile Optimisation

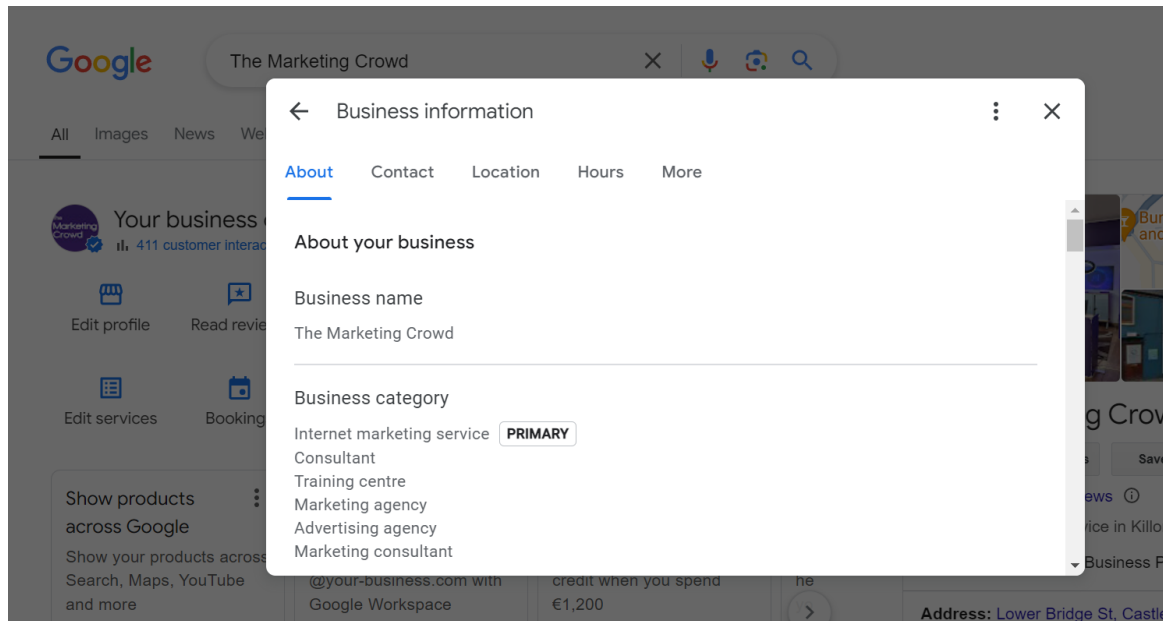
They want

1. The most relevant profiles
2. That are comprehensively filled in
3. That are most trusted

Therefore, you need to

1. Ensure you add categories, location and content that will make you relevant
2. Ensure you fill in all the sections and upload lots of images and videos
3. Get as many 5 star reviews as you can and more than your competitors

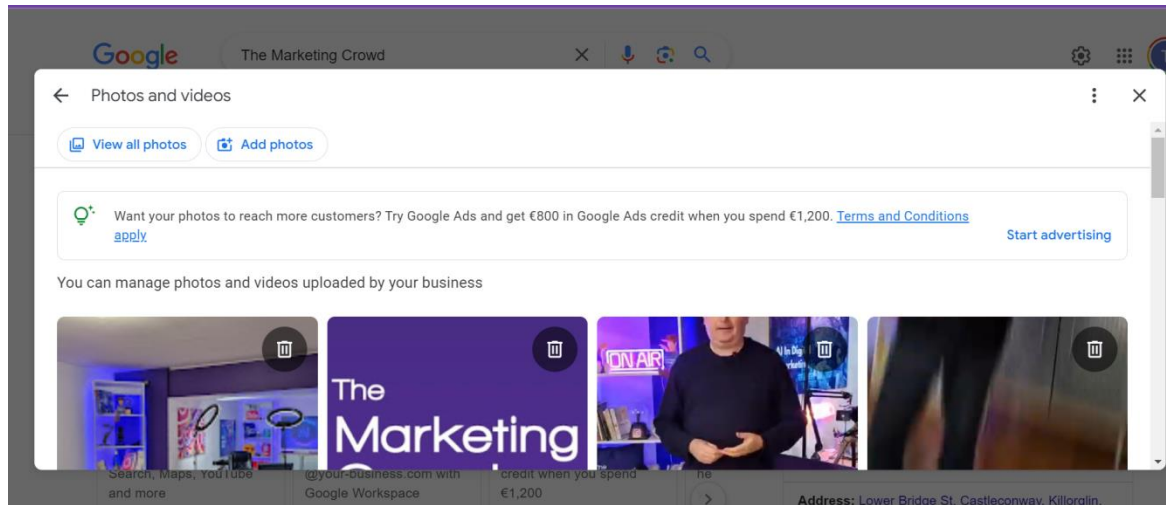
# How to setup and optimise your Google business profile



Click on “edit profile” and then work your way through each section and ensure you complete each section

- Add 4-5 categories and not just one
- Add a geographic Service area – this is crucial in getting you found in those locations
- Add opening hours, products, services, company overview etc.

# How to setup and optimise your Google business profile



## Add images to your listing

To add images click "Photos"

Ensure you upload your "identity" photos.

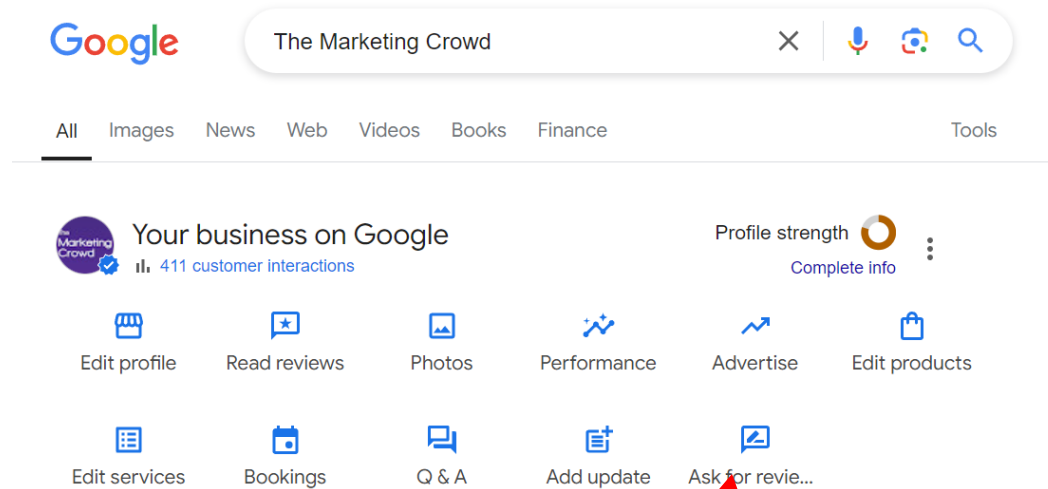
## Cover Photo

Your cover photo is displayed on your [Google+ page](#) and should be something that showcases your business's personality and helps potential customers identify you. The best dimensions for your cover photo are 2120 x 1192 pixels.

**Add photos to all sections – exterior, interior, staff etc.**



# How to setup and optimise your Google business profile

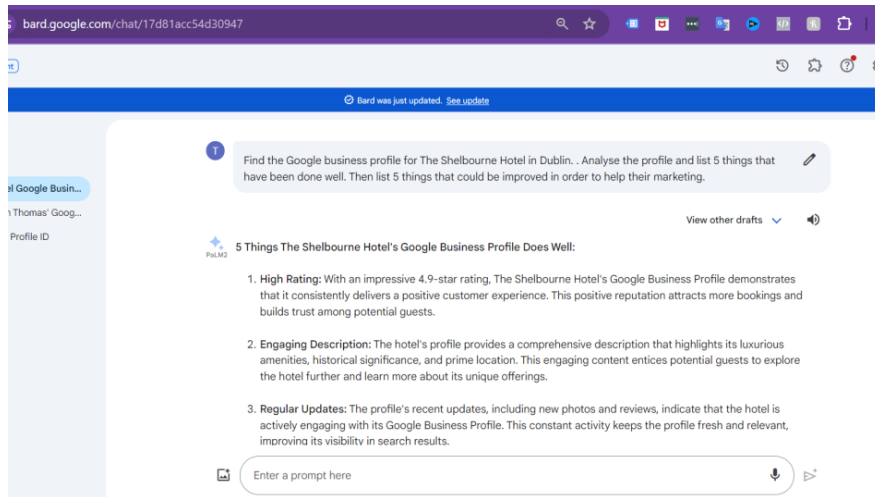


## Try to get reviews for your Google listing

If you are in a very competitive market for local searches E.g. Hotels, restaurants, plumbers, Google will place the Listings with the most / best reviews highest in the search results.

To get more reviews, when you are in your listing click on Get more reviews. It will give you a link that you can then email customers. When they click it will take them directly to the reviews section of your listing

# To use AI to improve your Google profile you can use Google Gemini AI



The paid version of Chat GPT can do this

The free version of Chat GPT cannot seem to access Google profiles. But Google Gemini does (sometimes it says it can't and sometimes it does which is strange)

Go to [Google Gemini](#)

Try this prompt ....

Find the Google business profile for (your business name and location ) eg. The Shelbourne Hotel in Dublin. Analyse the profile and list 5 things that have been done well. Then list 5 things that could be improved in order to help their marketing.