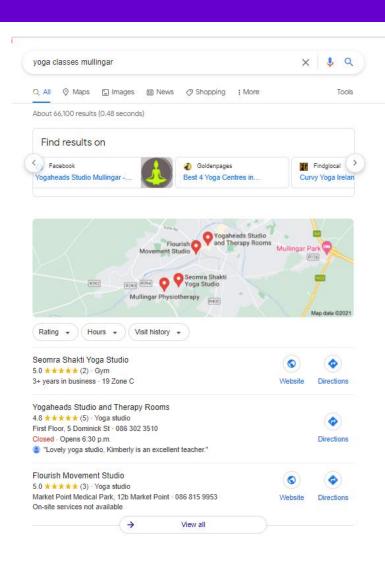


**MAP RESULTS** 

**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

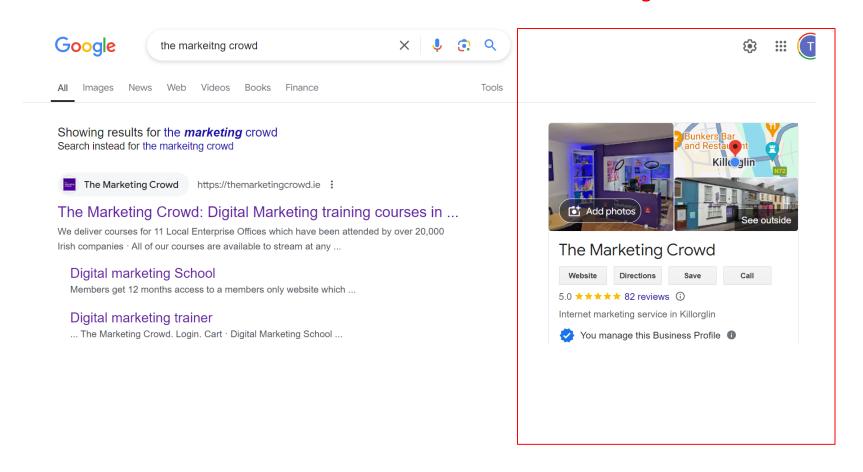
The only way to appear in these 3 map results is to a Google Business profile

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

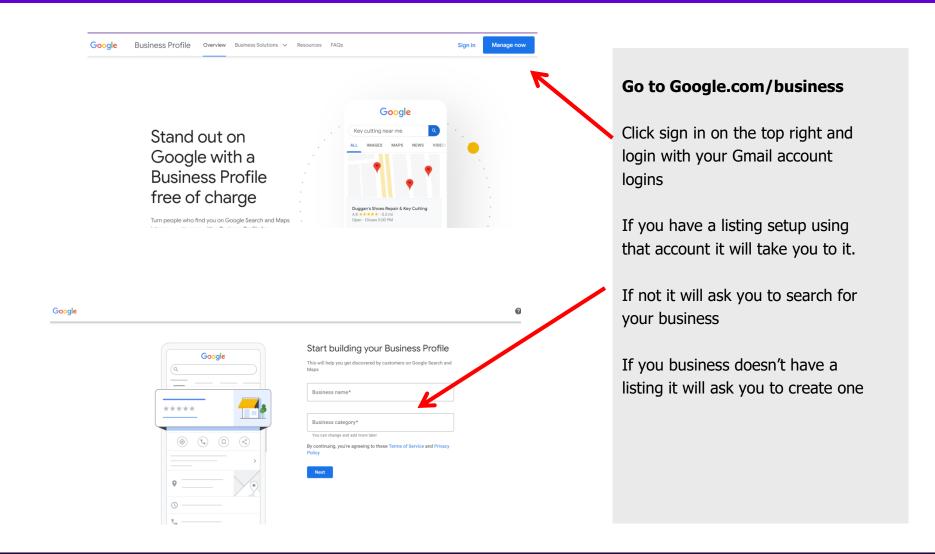
Note: Google has recently started showing 2 batches of these results on page 1 for some searches

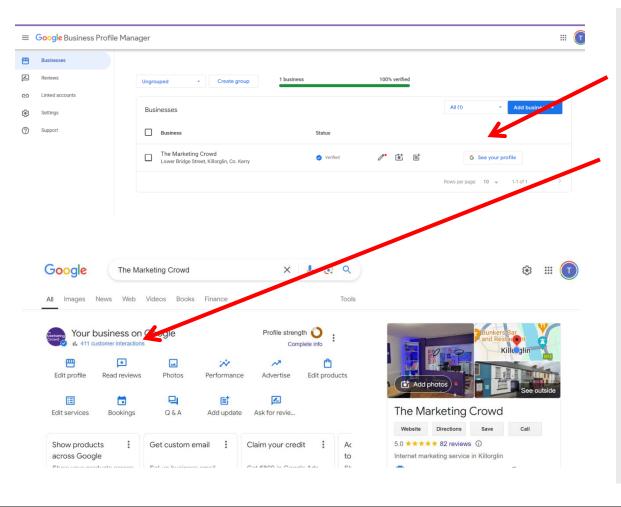
# What is a Google business profile — it also appears on the right hand side when people search for your business by name

#### **Google Business Profile**



# **Getting started**





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?

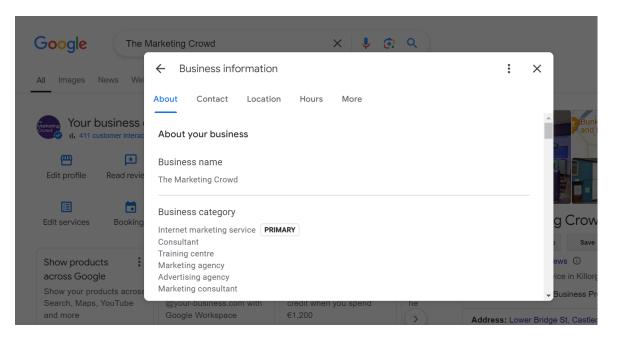
# Google Business Profile Optimisation

#### They want

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

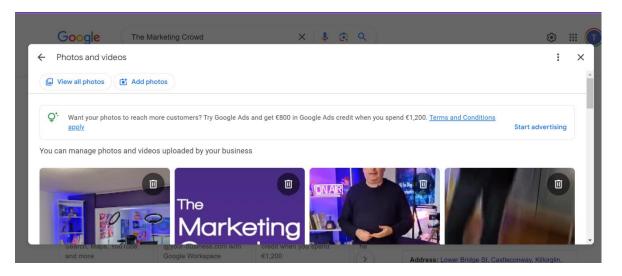
#### Therefore, you need to

- 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



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.



#### Add images to your listing

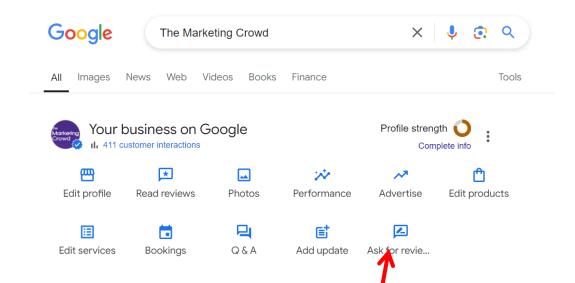
To add images click "Photos"

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.

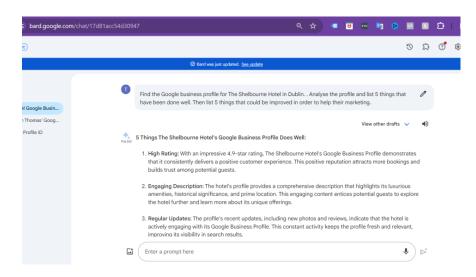


### Try to get reviews for your Google listing

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 is 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.