



Offaly Local
Development Company

The
Marketing
Crowd



HOW TO GET FOUND HIGH UP IN LOCAL MAP RESULTS

USING YOUR GOOGLE BUSINESS PROFILE



Offaly Local Development Company



Rialtas
na hÉireann
Government
of Ireland

Tionscadal Éireann
Project Ireland
2040

Arna chomhchistiú ag an Roinn Forbairt Tuaithe agus Pobail
Co-funded by the Department of Rural and Community Development

Ár dTodhchaí
Tuaithe
Our Rural
Future

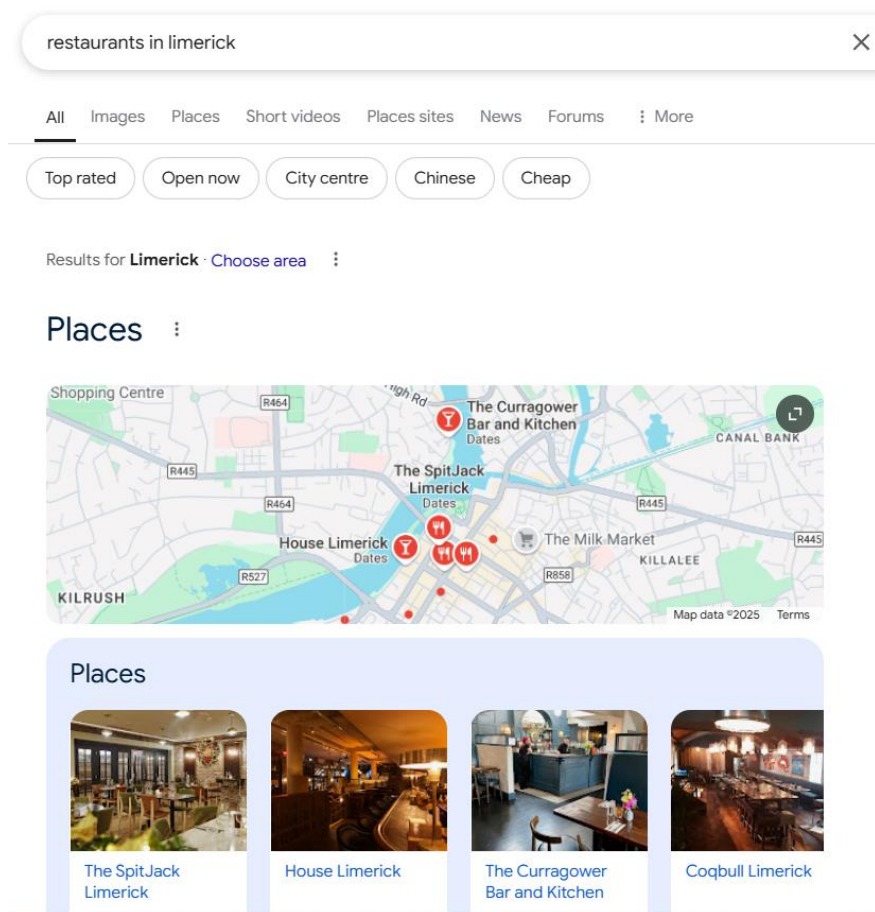


Arna chomhchistiú ag
an Aontas Eorpach
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LEADER

Development led by local communities

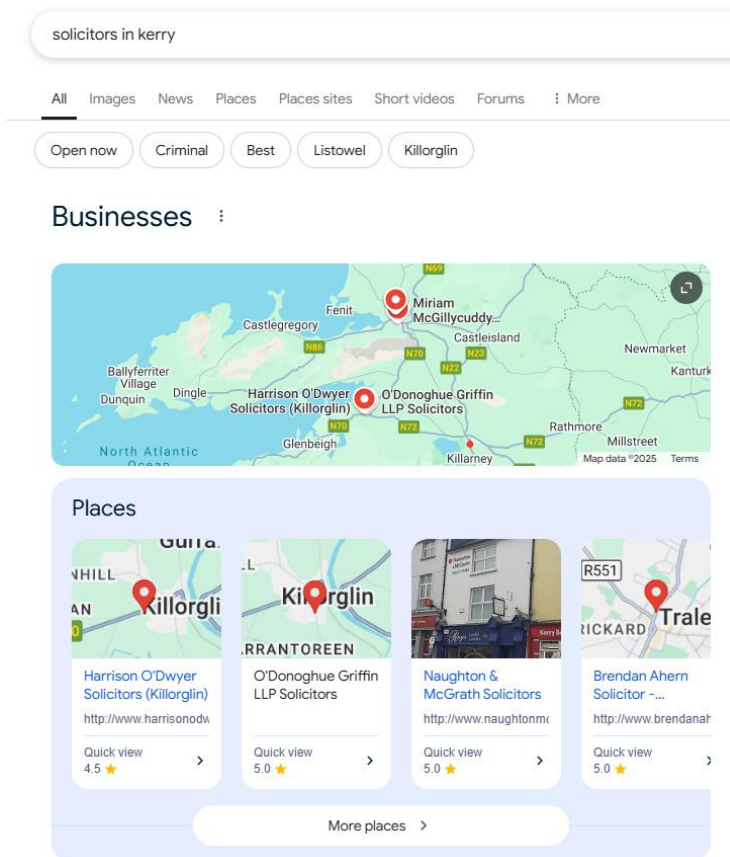
Get found in Google local map results



When someone searches using the name of a town or county, Google places “Google profiles” prominently on page one under a map

- Create a Google Business Profile
- Add relevant content and images.
- Get reviews for your listing.

What is a Google Business Profile – it gets you found in the 3 map results






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

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

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

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



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About 22,500 results (0.65 seconds)

[Treyvau's Restaurant](#)
treyvau'srestaurant.com/ ▼
This site may be hacked.
Treyvau's is a family run Restaurant located in the heart of Killarney. Specialising in International cuisine, you can sample such mouth watering delights like, ...
Menu · Sunday Lunch · Lunch

[Treyvau's, Killarney - Restaurant Reviews, Phone Number & Photos ...](#)
<https://www.tripadvisor.ie> > ... > County Kerry > Killarney > Killarney Restaurants ▼
★★★★★ Rating: 4.5 - 546 reviews
Treyvau's, Killarney: See 546 unbiased reviews of Treyvau's, rated 4.5 of 5 on TripAdvisor and ranked #8 of 182 restaurants in Killarney.

[Dinner Menu - Treyvau's Restaurant / Killarney County Kerry ...](#)
www.ireland-guide.com/menu/treyvau's-restaurant.5649.4497.html ▼
Dinner Menu for Treyvau's Restaurant in Killarney County Kerry Ireland.

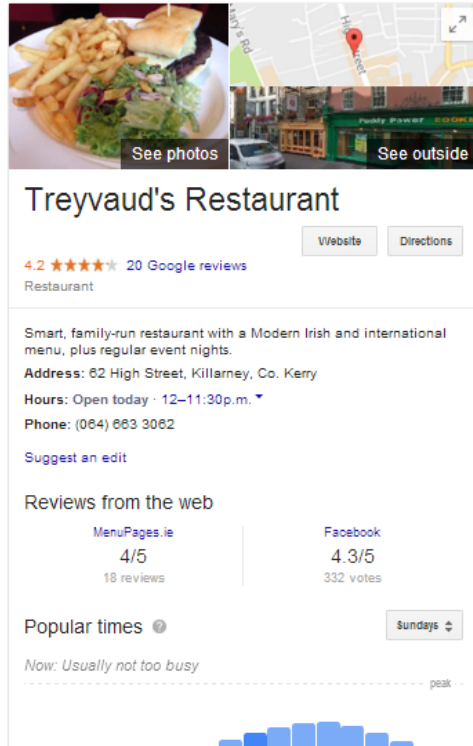
[Lunch Menu / Treyvau's Restaurant / Killarney County Kerry ...](#)
www.ireland-guide.com/menu/treyvau's-restaurant.5648.4497.html ▼
Lunch Menu for Treyvau's Restaurant in Killarney County Kerry Ireland.

[Treyvau's Restaurant Reviews Online | Menupages Community](#)
www.menupages.ie > Kerry > Kerry Central > Killarney ▼
★★★★★ Rating: 4 - 18 reviews · Price range: €€€€
Read reviews of Treyvau's Restaurant Killarney Kerry from the Menupages Community.
Submit your Review today.

[Treyvau's | Facebook](#)
<https://www.facebook.com> > Places > Killarney > Restaurant ▼
★★★★★ Rating: 4.3 - 332 votes
Treyvau's, Killarney, Ireland. 15644 likes · 108 talking ... Been to many top restaurants all over the world and this is one of the best. Beautiful food, prepared and ...

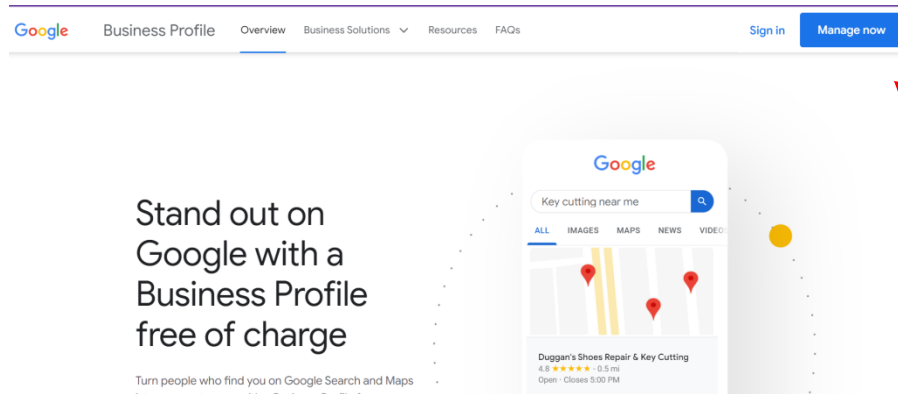
[Treyvau's - 12 Photos & 14 Reviews - French - 62 High St, Killarney ...](#)
<https://www.yelp.ie> > Restaurants > French ▼
★★★★★ Rating: 4.4 - 44 reviews · Price range: €€€-€€€
was on our short list of

Google Business Profile



The Google Business Profile for Treyvau's Restaurant is displayed on the right side of the search results. It features a header with a photo of food and a map snippet. Below the header, the restaurant's name "Treyvau's Restaurant" is shown, along with a 4.2-star rating from 20 Google reviews. The profile includes a "Website" button and a "Directions" button. The description states: "Smart, family-run restaurant with a Modern Irish and international menu, plus regular event nights." The address is "62 High Street, Killarney, Co. Kerry". The hours are "Open today · 12–11:30p.m.". The phone number is "(064) 863 3062". There is a "Suggest an edit" link. The "Reviews from the web" section shows a 4/5 rating from 18 reviews on MenuPages.ie and a 4.3/5 rating from 332 votes on Facebook. The "Popular times" section shows a bar chart indicating that the restaurant is "Usually not too busy" at the current time, with a peak indicated on the right.

Getting started



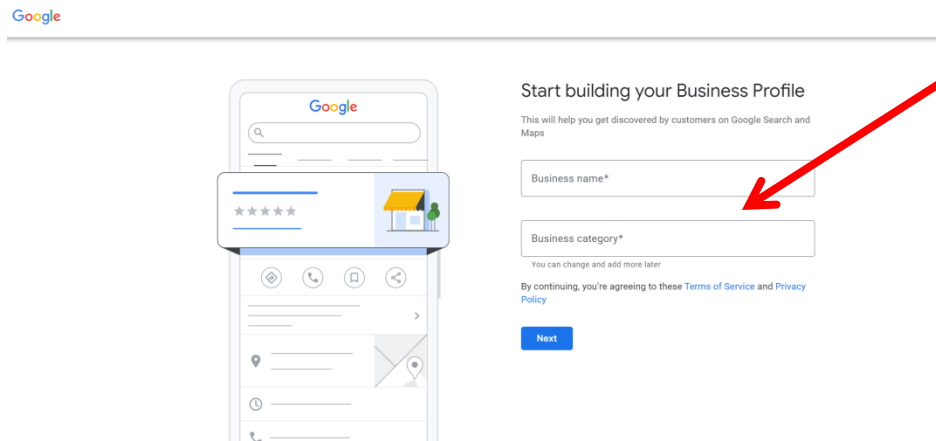
Go to [Google.com/business](https://www.google.com/business)

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

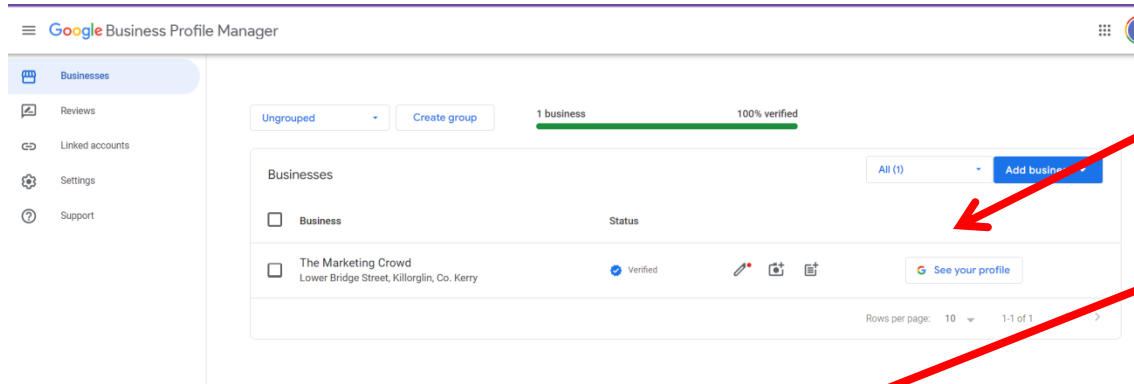
If you have a listing setup using that account it will take you to it.

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

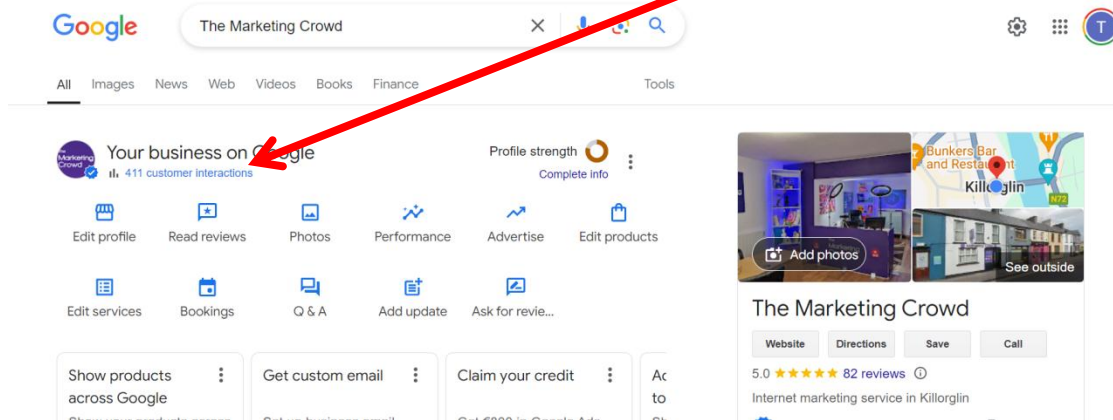


How to setup and optimise your Google business profile



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

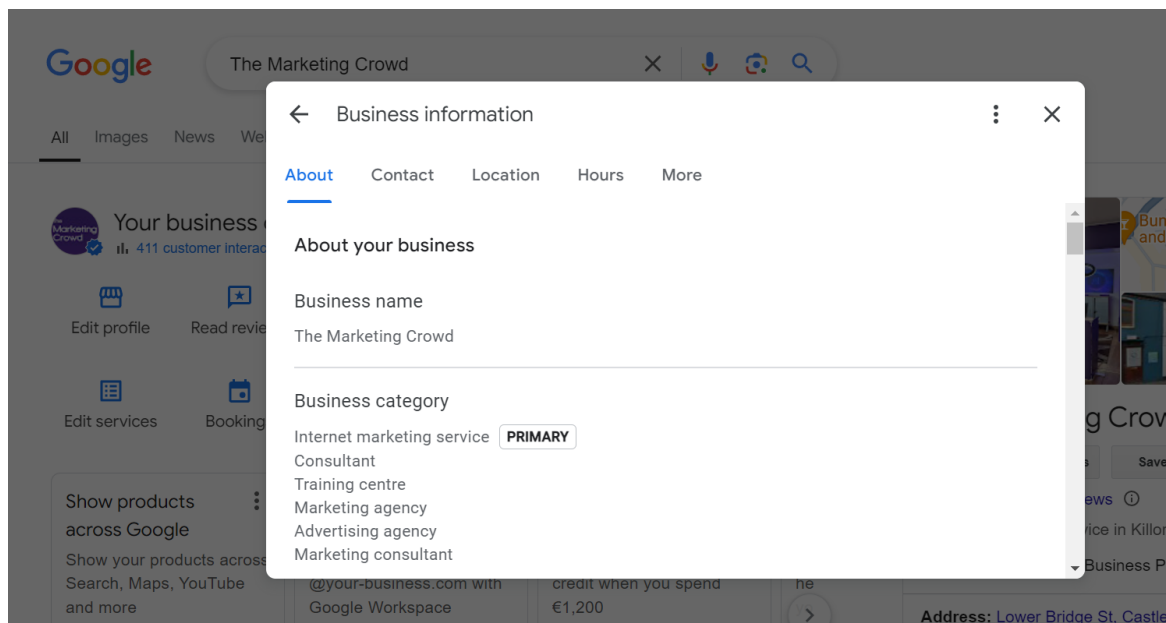
They want

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

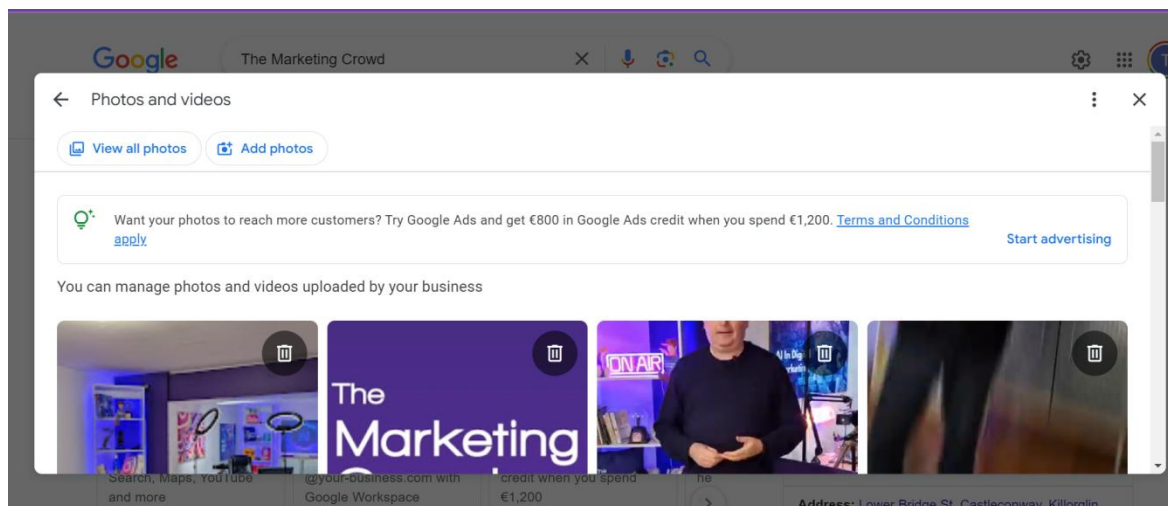
To add images click “Photos”

Ensure you upload your “identity” photos.

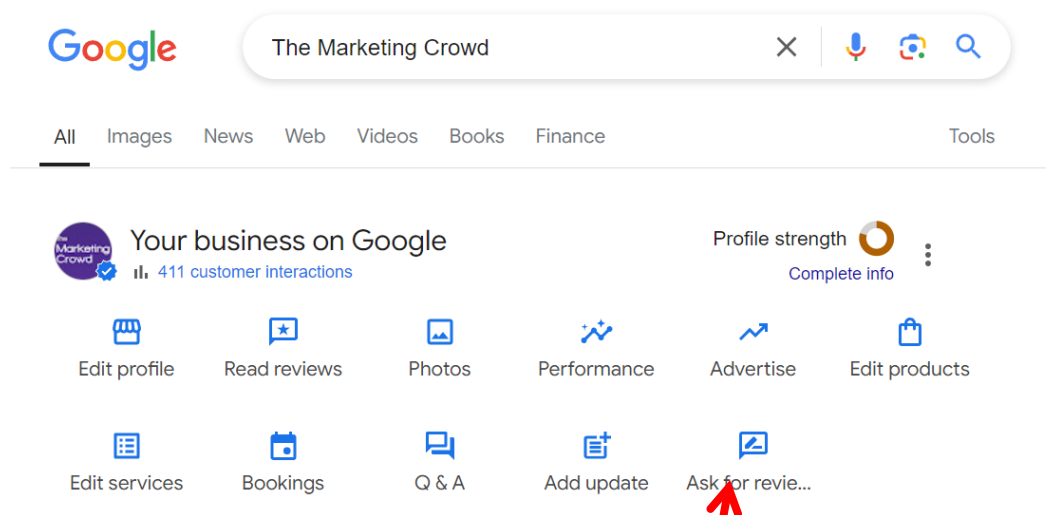
Cover Photo

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