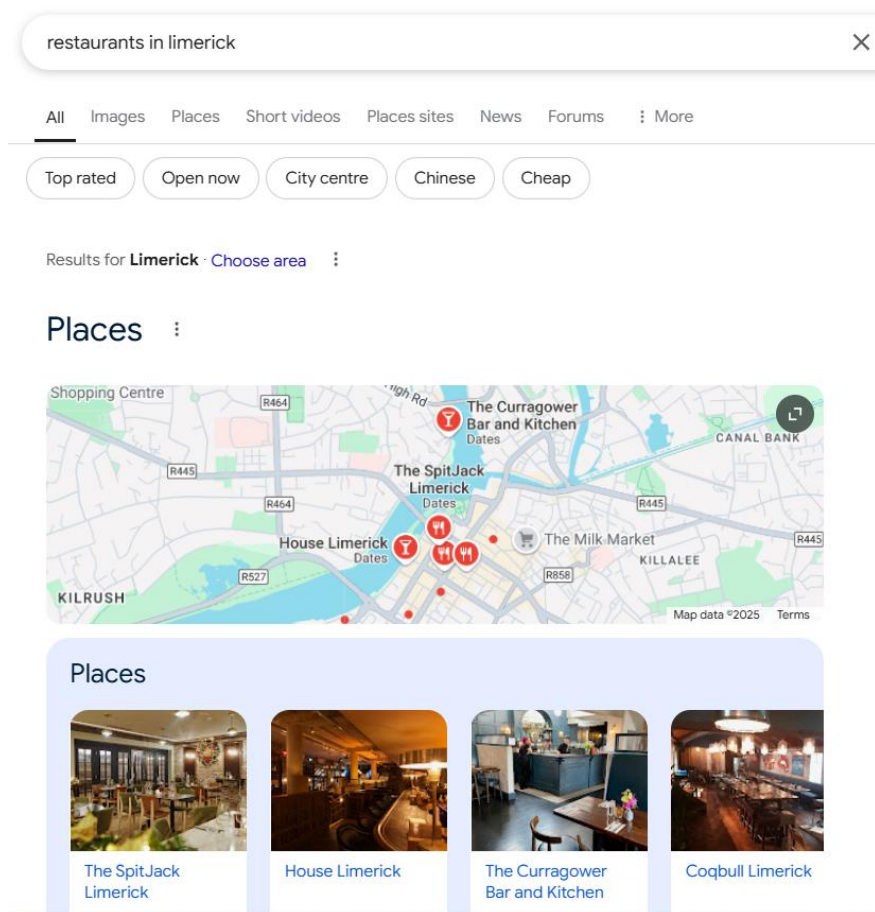


HOW TO GET FOUND HIGH UP IN LOCAL MAP RESULTS

USING YOUR GOOGLE BUSINESS PROFILE & AI TOOLS



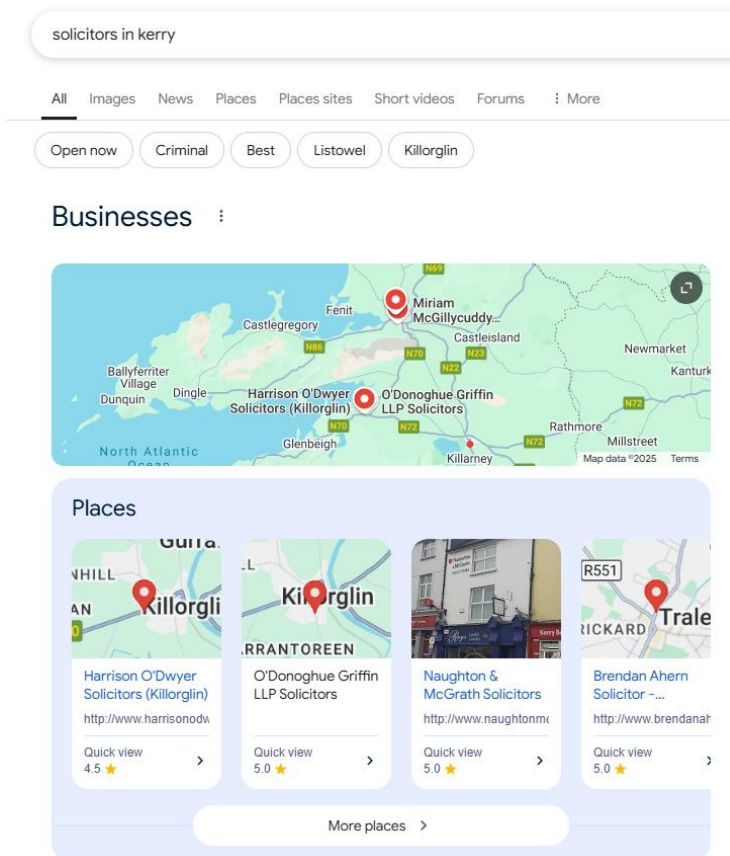
Get found in Google local map results



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

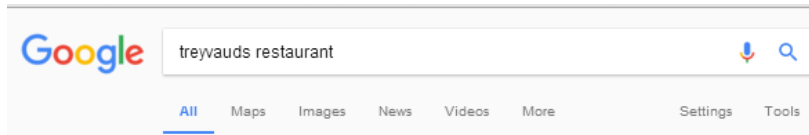


- You can get a free Google Business Profile
- Whenever someone searches using a Geographic term in the search e.g. Solicitors in Kerry, they will place 3 listings in the map results at the top of the page

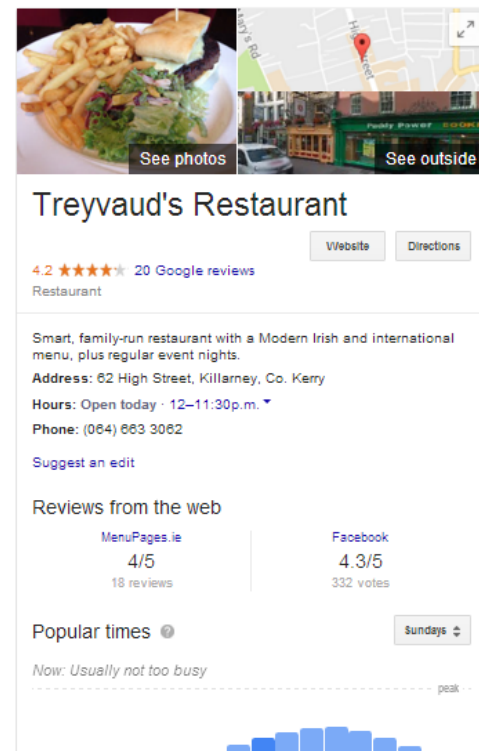
The only way to appear in these map results is to have a Google Business profile

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

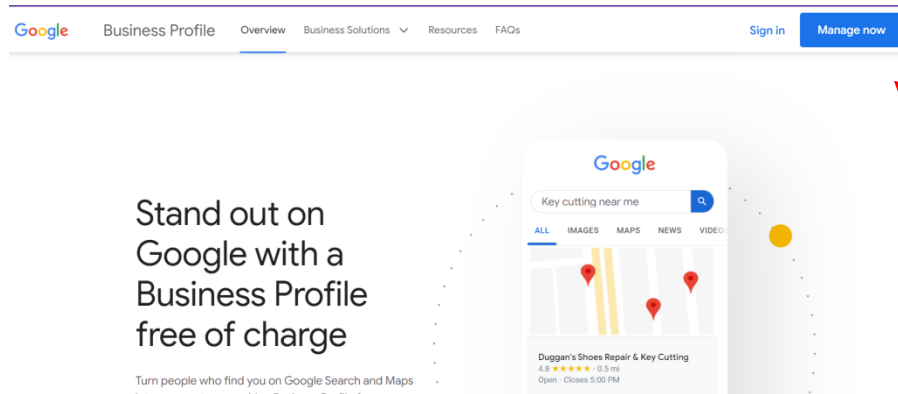
What is a Google business profile – it also appears on the right hand side when people search for your business by name



Google Business Profile



Getting started



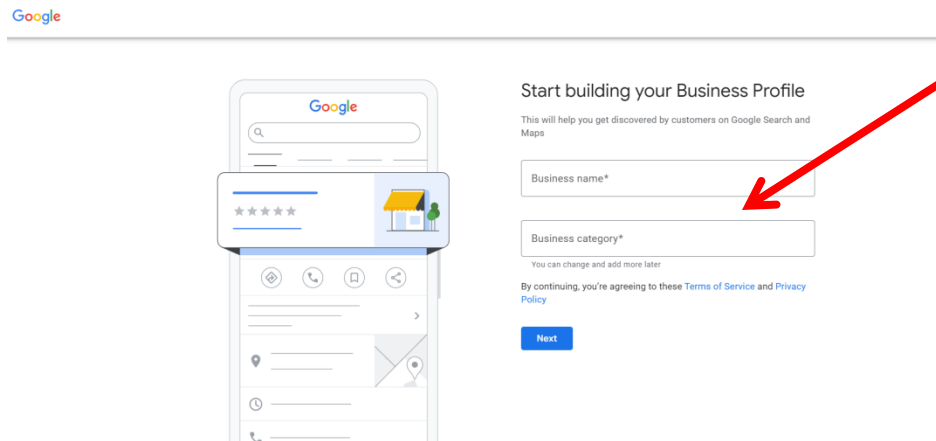
Go to [Google.com/business](https://www.google.com/business)

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

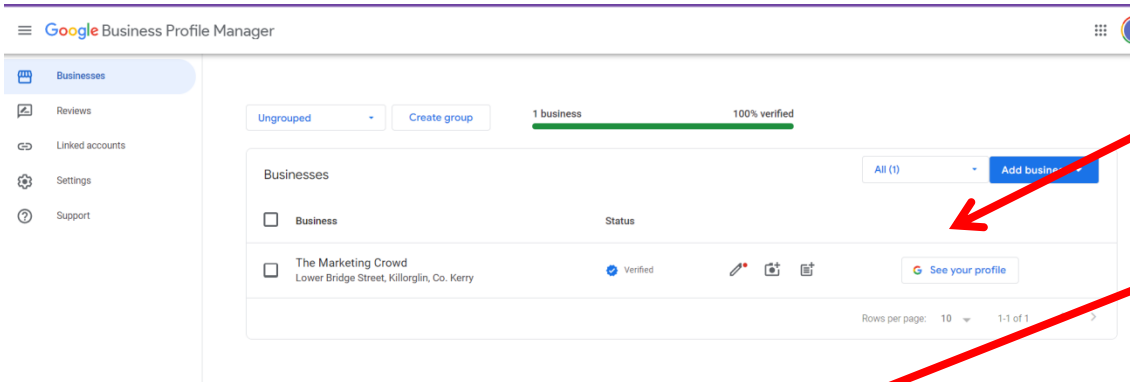
If you have a listing setup using that account it will take you to it.

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

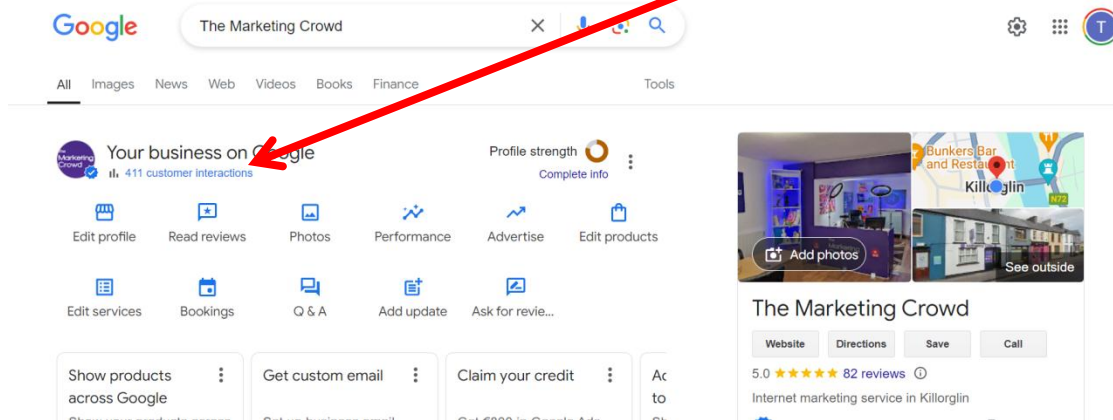


How to setup and optimise your Google business profile



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

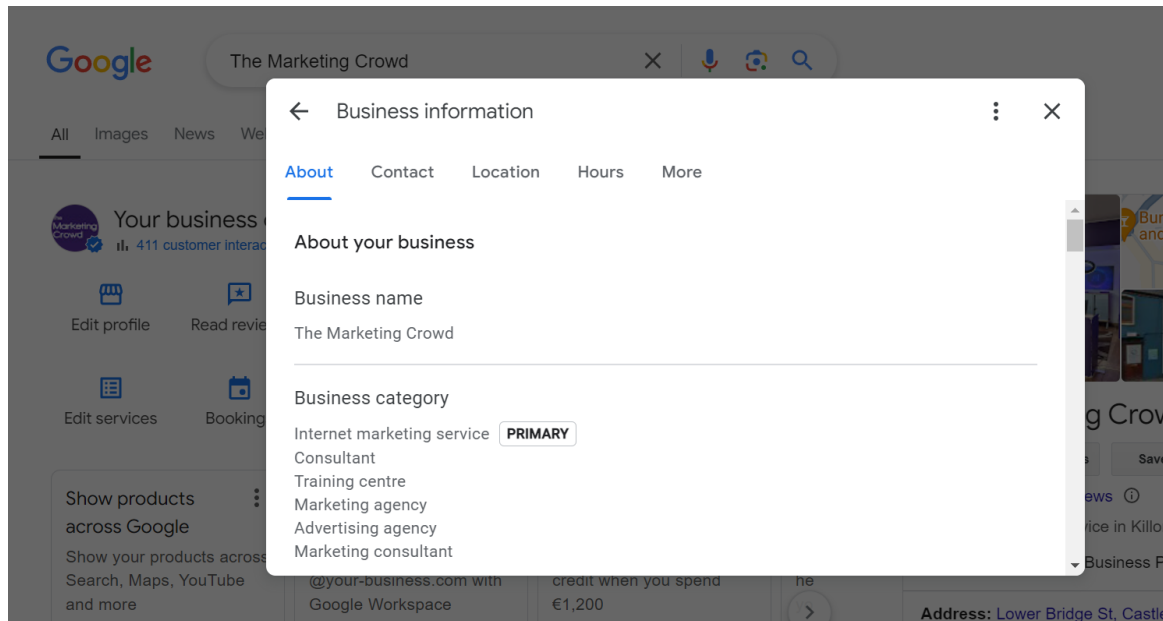
They want

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

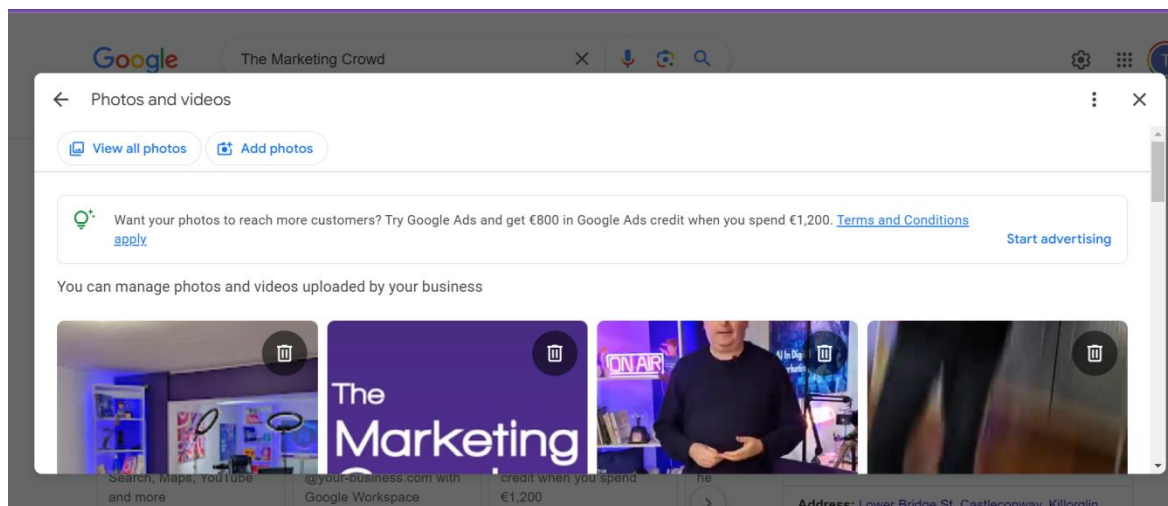
To add images click “Photos”

Ensure you upload your “identity” photos.

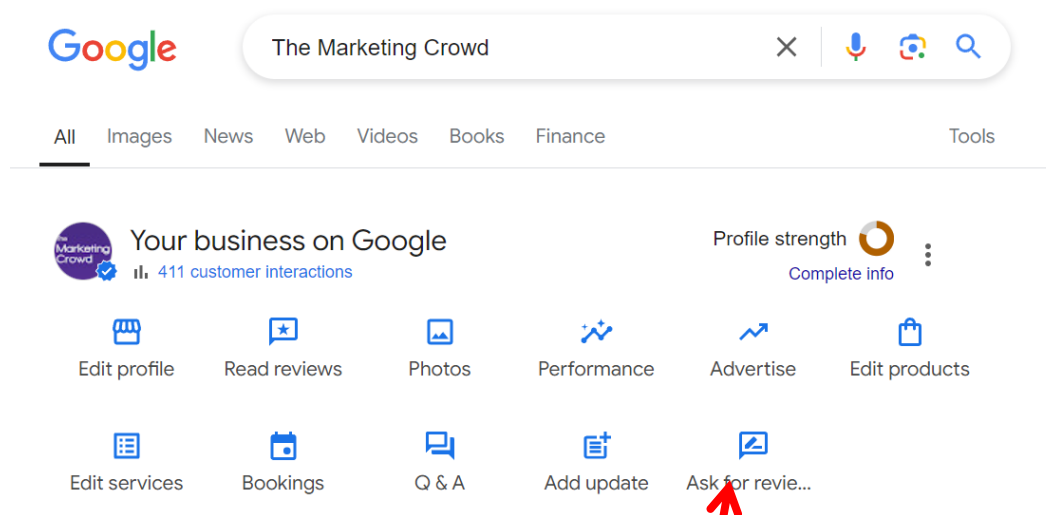
Cover Photo

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

How to use AI to help with this

Option 1:

Use the normal Chat GPT or Gemini with custom instructions

Option 2: (more advanced and better option)

Use a gem that has deep research on your business and industry attached

Then use these prompts

Act like a Google business profile expert and

1. Recommend the best categories for my profile
2. Write a summary section for my profile that will help Google see the main products and services that I am relevant for
3. Recommend a list of services I should add to my profile (if relevant)
4. Provide other expert tips on how I should optimise my profile to get found high up in search results