

The
Marketing
Crowd


Local
Enterprise
Office



HOW TO GET FOUND HIGH UP IN LOCAL MAP RESULTS

USING YOUR GOOGLE BUSINESS PROFILE & AI TOOLS



Get found in Google local map results

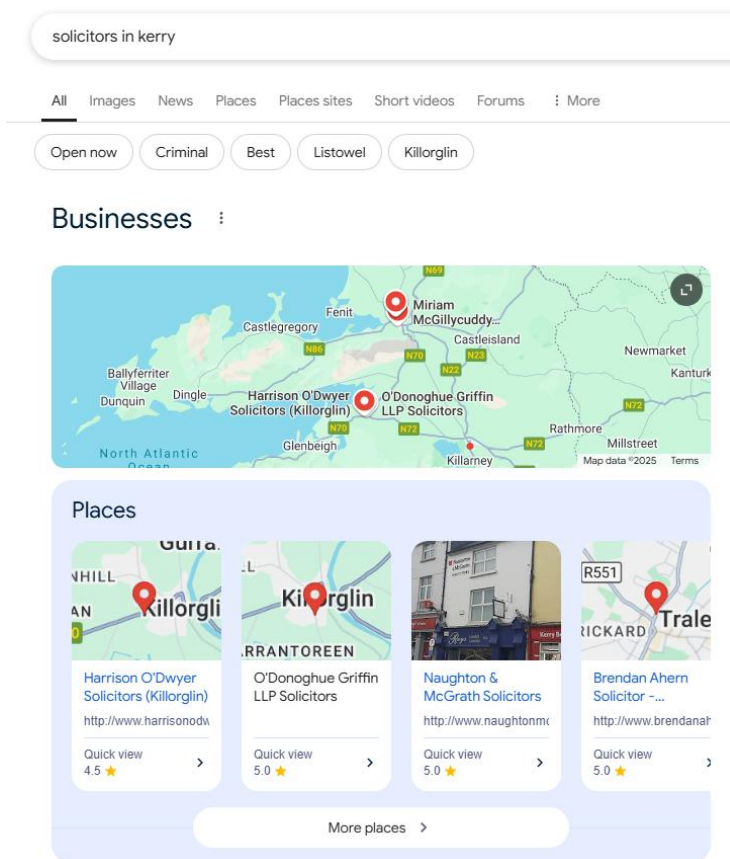
The screenshot shows a Google Maps search for "restaurants in limerick". The search bar contains the text "restaurants in limerick" with a close button (X) on the right. Below the search bar are tabs for "All", "Images", "Places", "Short videos", "Places sites", "News", "Forums", and "More". Underneath are filter buttons for "Top rated", "Open now", "City centre", "Chinese", and "Cheap". The results section shows "Results for Limerick · Choose area" followed by a "Places" heading and a map of Limerick. The map displays several restaurant locations marked with red pins and icons. Below the map, a "Places" section lists four results with thumbnail images and names: "The SpitJack Limerick", "House Limerick", "The Curragower Bar and Kitchen", and "Coqbull Limerick".



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



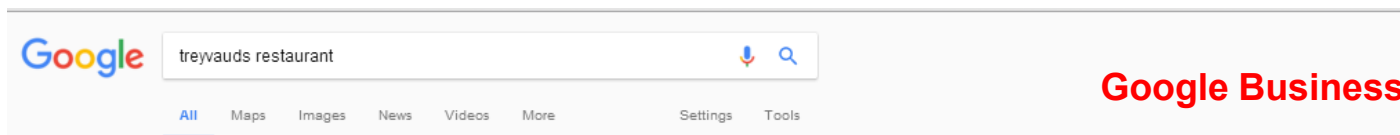
- You can get a free Google Business Profile
- Whenever someone searches using a Geographic term in the search e.g. Solicitors in Kerry, they will place 3 listings in the map results at the top of the page



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

About 22,500 results (0.65 seconds)

[Treyvaud's Restaurant](#)

[treuvaudsrestaurant.com](#)

This site may be hacked.

Treyvaud'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

[Treyvaud's, Killarney - Restaurant Reviews, Phone Number & Photos ...](#)

<https://www.tripadvisor.ie> · ... · County Kerry · Killarney · Killarney Restaurants

★★★★★ Rating: 4.5 - 546 reviews

Treyvaud's, Killarney: See 546 unbiased reviews of Treyvaud's, rated 4.5 of 5 on TripAdvisor and ranked #8 of 182 restaurants in Killarney.

[Dinner Menu - Treyvaud's Restaurant / Killarney County Kerry ...](#)

www.ireland-guide.com/menu/treyvauds-restaurant.5649.4497.html

Dinner Menu for Treyvauds Restaurant in Killarney County Kerry Ireland.

[Lunch Menu / Treyvauds Restaurant / Killarney County Kerry ...](#)

www.ireland-guide.com/menu/treyvauds-restaurant.5648.4497.html

Lunch Menu for Treyvauds Restaurant in Killarney County Kerry Ireland.

[Treyvaud's Restaurant Reviews Online | Menupages Community](#)

www.menupages.ie · Kerry · Kerry Central · Killarney

★★★★★ Rating: 4 - 18 reviews - Price range: €€€€

Read reviews of Treyvaud's Restaurant Killarney Kerry from the Menupages Community. Submit your Review today.

[Treyvaud's | Facebook](#)

<https://www.facebook.com> · Places · Killarney · Restaurant

★★★★★ Rating: 4.3 - 332 votes

Treyvaud'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 ...

[Treyvauds - 12 Photos & 14 Reviews - French - 62 High St, Killarney ...](#)

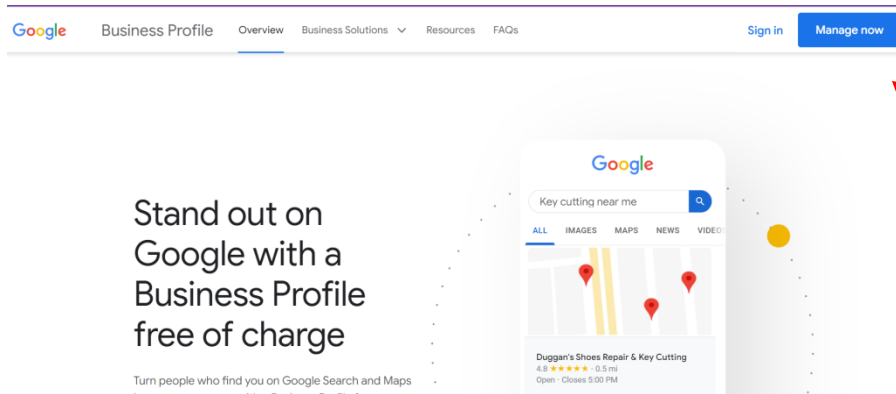
<https://www.yelp.ie> · Restaurants · French

★★★★★ Rating: 4.4 - 14 reviews - Price range: €€€

was on our short list of

A screenshot of a Google Business Profile for Treyvaud's Restaurant. The profile is enclosed in a red border. At the top, there are two images: a plate of food (fries, burger, salad) and a map showing the restaurant's location. Below the images are buttons for 'See photos' and 'See outside'. The main heading is 'Treyvaud's Restaurant'. Below the heading are buttons for 'Website' and 'Directions'. The profile shows a 4.2 star rating from 20 Google reviews. The description reads: '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) 663 3062'. There is a 'Suggest an edit' button. Below the profile, there are 'Reviews from the web' from MenuPages.ie (4/5, 18 reviews) and Facebook (4.3/5, 332 votes). A 'Popular times' chart shows the restaurant is 'Usually not too busy' at the current time, with a 'Sundays' dropdown menu.

Getting started



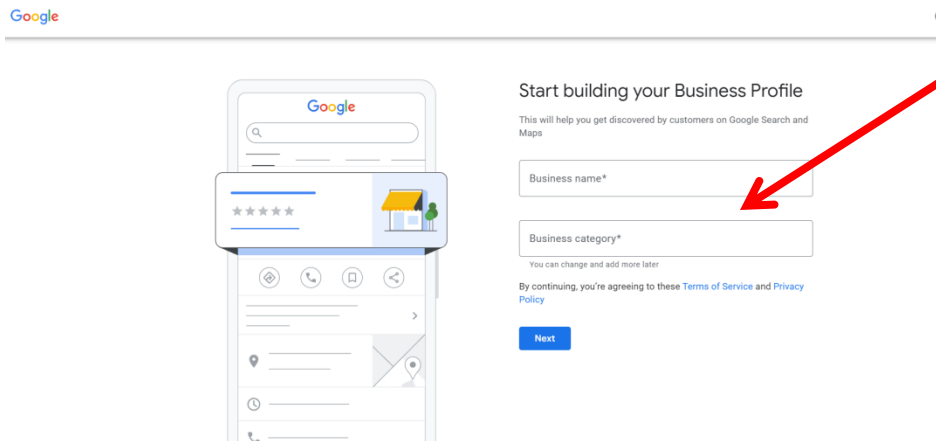
Go to [Google.com/business](https://www.google.com/business)

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

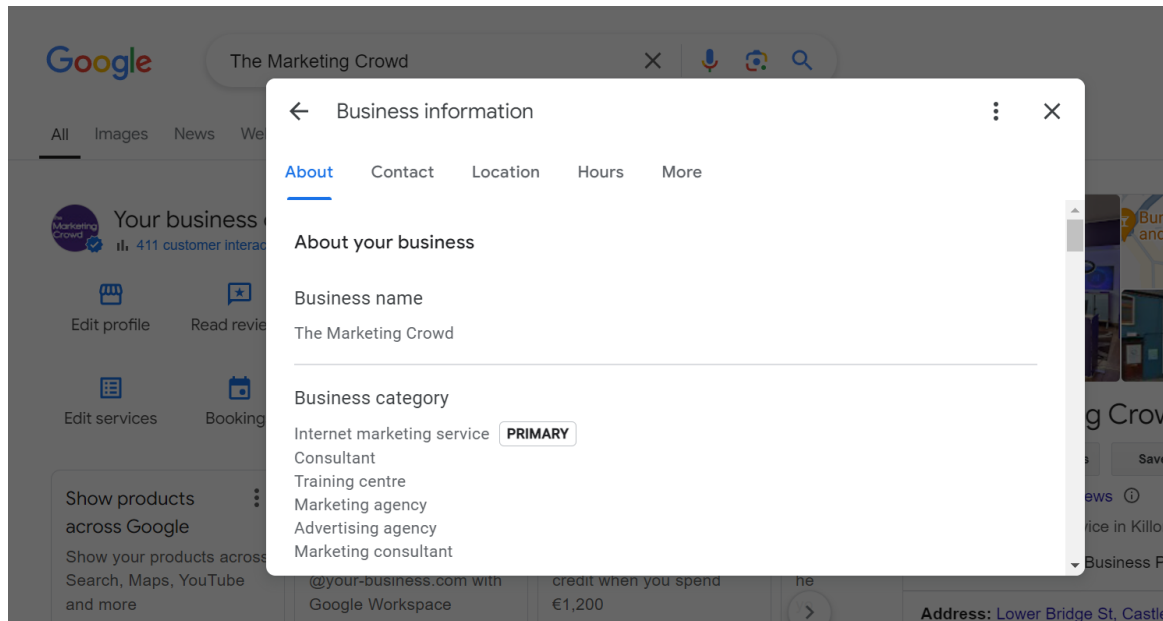
They want

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

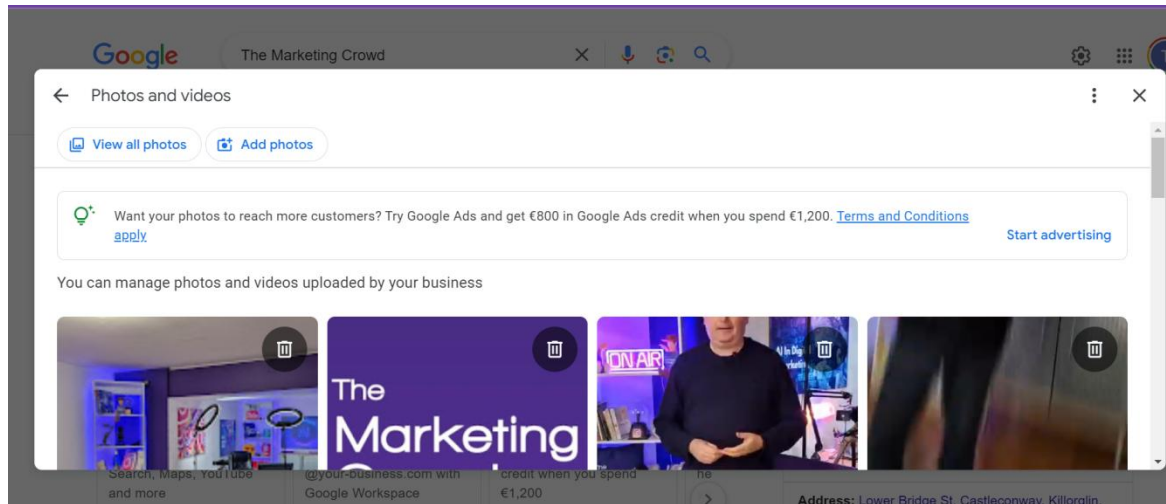
How to setup and optimise your Google business profile



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"

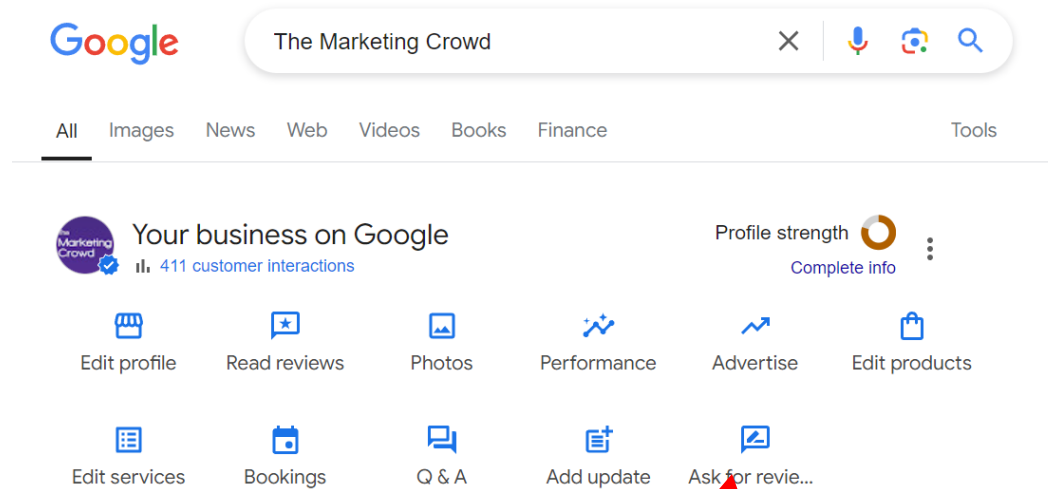
Ensure you upload your "identity" photos.

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

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