

GoogleTM
My Business 4.0

Take Your Business To The Next Level

New Explosive Strategies For 2024



OPTIMIZATION SECRETS

Hidden Tactics For Local SEO Brilliance!

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How Google My Business Will Rock Your SEO

Since Google My Business 1.0 was released in 2004, the internet and Google have changed dramatically. Google My Business 4.0 brings together those changes and shows you in minute detail how to:-

With GMB 4.0, you can:-

- Update your business information on Google,
- Appear on Google Maps
- Allow customers to make reservations
- Get directions to or directly call your locations
- Engage with existing and potential customers through their Google reviews.

Consider this customer review stat:

Here's a compelling statistic: approximately 63% of consumers check reviews on Google before visiting a business. This means that more than 60% of the people searching for businesses on Google are not just browsing; **they are ready to become customers.**

With this eBook, you can master Google, fully use its features, and attract the most customers.

Ch-1.

GMB 4.0 Unlocking The Secrets

At the end of this chapter, you will have a clear understanding of:-

What is GMB?

- Where does a Google My Business listing show up online?
- How consumers use Google My Business
- Who qualifies for a Google My Business listing?
- Ways GMB Benefits Consumers
- How to use Google My Business for local marketing
- How to use Google My Business for SEO

What is GMB 4.0?

Unlike listings on online business directories such as Yelp, a Google My Business listing is found directly in Google and Google Maps search results and doesn't require a visit to a third-party site.

Google My Business has gone far beyond a simple business listing and, thanks to a wealth of features and functions, is now considered a core part of local SEO.

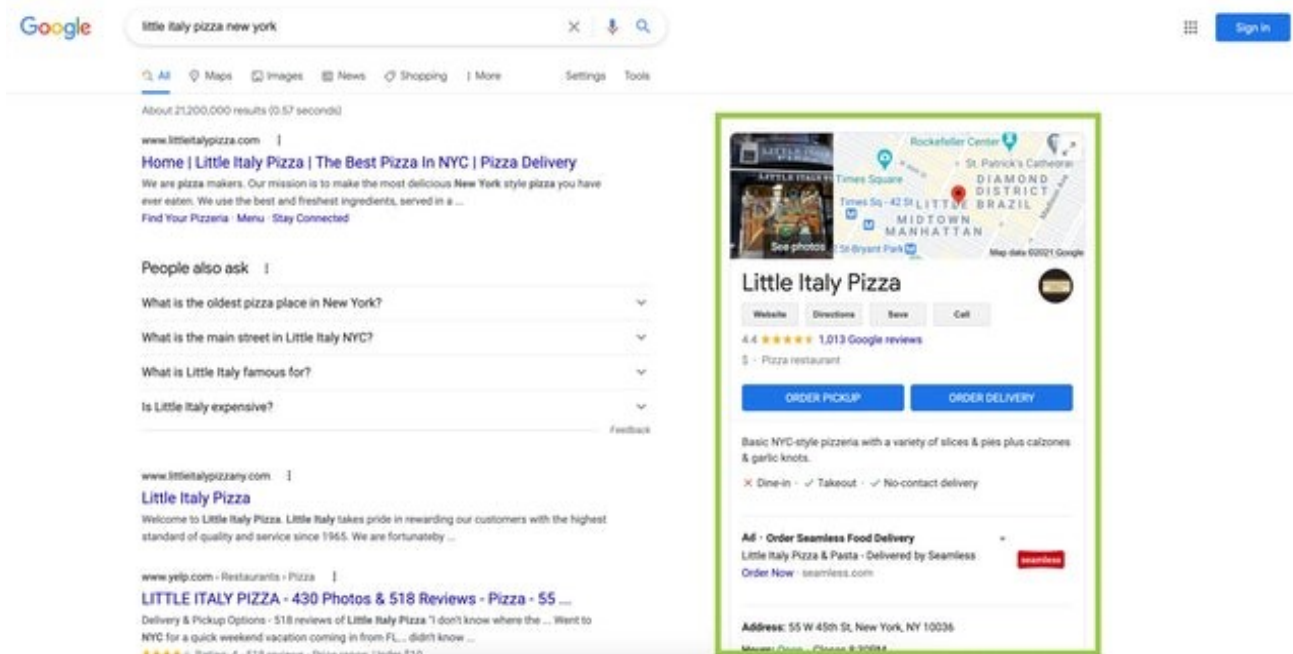
Where Does a GMB Listing Display Online?

Information from your Google My Business listing will appear in Google's Knowledge Panel when a brand search is performed.

Google presents your information in a concise snippet form in SERPs to give searchers a quick and easy means to get the information they need.

It also provides your business with more visibility.

Here's where you can find the Google My Business profile in the Knowledge Panel for a branded search:



In this example, we've searched for 'Little Italy Pizza'.

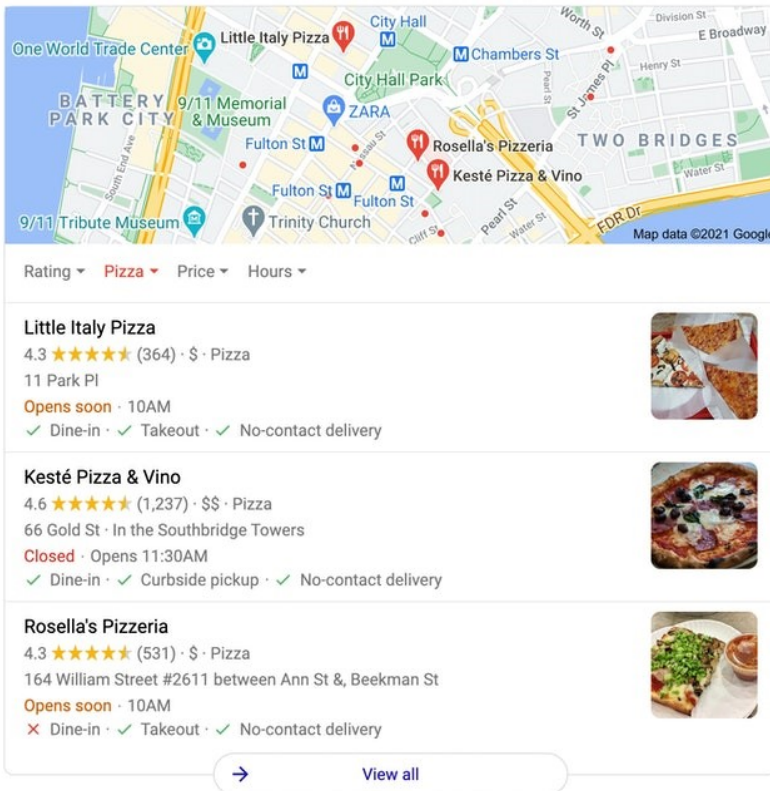
A search for the restaurant's name, rather than a generic 'pizza near me' search, generates the business's Knowledge Panel, with all visible information being pulled from its Google My Business listing.

Google Local Pack/Local Finder

Google My Business can also be found in the Google Local Pack or Google Local Finder.

The Local Pack is the block of business listings that appear below the map in search results. This is shown after a user performs a Google search with local intent.

Initially, three profiles are shown, but you can expand to see more. For example, if we search for 'pizza, New York,' something like this will show up:



Each business listed here shows up only because it has a Google My Business listing.

Like the Knowledge Graph, this page's information is pulled from the business's GMB listing.

Did you happen to know?

You don't need a website to rank in the Local Pack — it's possible to show up here with only a Google My Business listing!

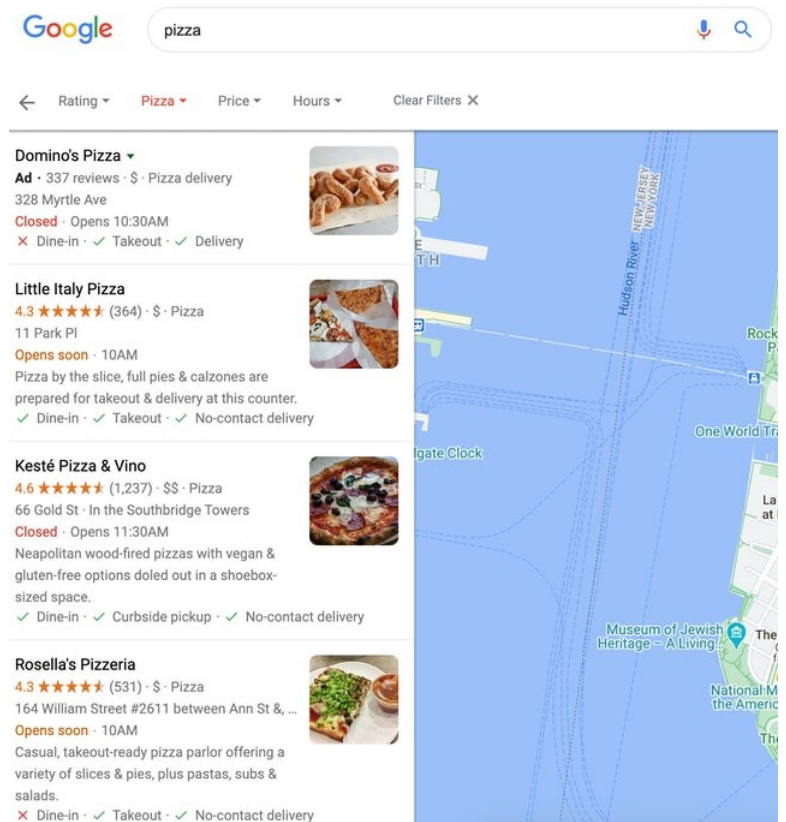
Google Maps

Google Maps is an app- and browser-based service on desktop or mobile used for getting directions and discovering businesses and locations.

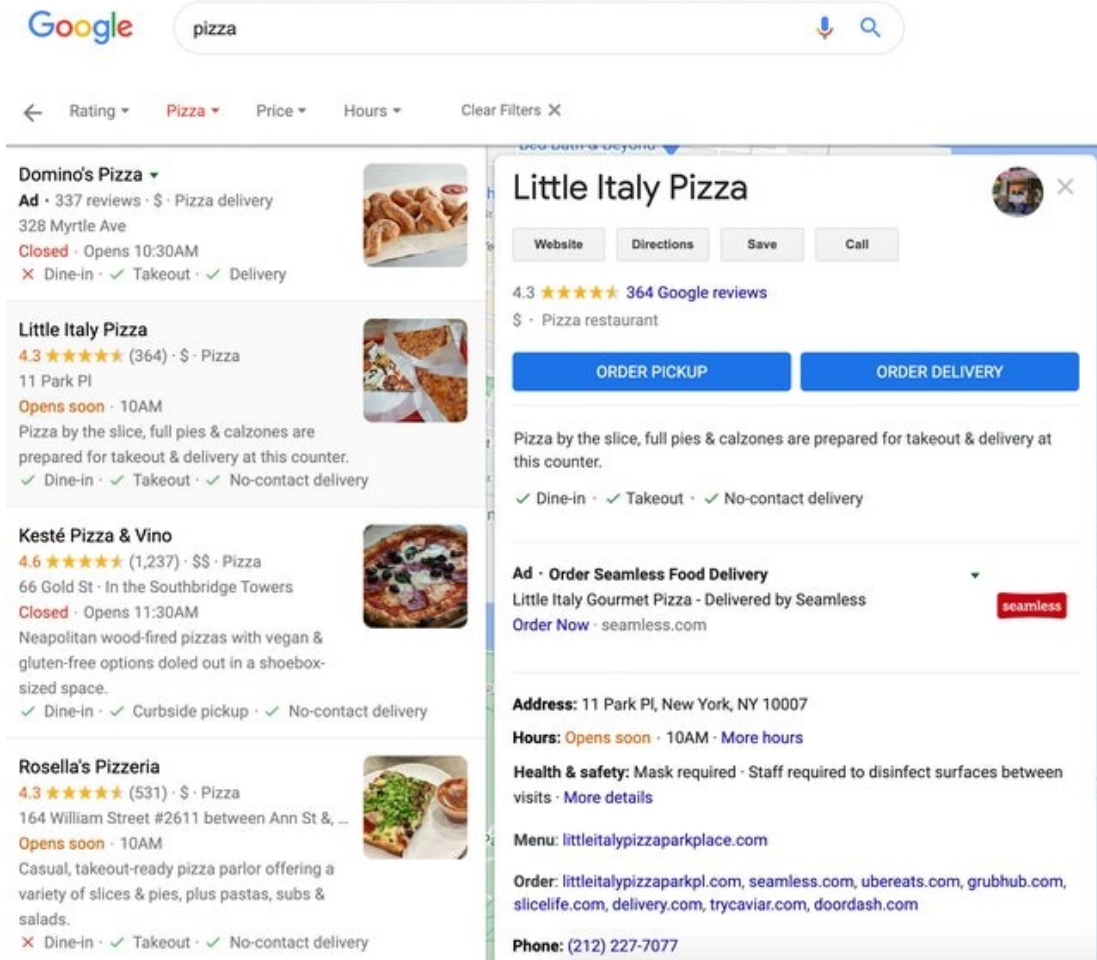
Most consumers will be familiar with Google Maps, likely having used it to locate a residence or local landmark at least once.

However, it's also a key place for local businesses to gain visibility.

Here's what Google My Business listings look like when searching on Google Maps on desktop (also known as the Map Pack):



And here's how the Google My Business listing looks once selected (i.e. if I click on the top result in the screenshot above):



How Do Potential Customers Use Google My Business?

Your customers use Google My Business for a whole host of enquiries about your business.

They want to know:-

- To find out your opening times
- To get directions to a local business or find its address
- To call a local business without wanting to try and find your website
- To write and read reviews about you
- To see photos of your store and your products/services
- To visit your website
- To make online bookings
- To ask and answer questions about a local business

If they can't find you, they will go somewhere else .. sorry