



Leveraging Free Google Resources to Grow Your Business

NOWRA 2021



It's 2021 - Hopefully You Have A Good Website

This presentation is predicated on the idea that you have a good website that tells your customers:

1. Who you are.
2. What you do.
3. The area that you service.

Without a website presenting those answers to your customers, that is your first step. If you need help or assistance with that, please let me know, and I can direct you to resources for NOWRA members.

Is Your Business On The First Page Of Google?

Simply put, is your business on the first page of Google? Is your competition's? Let's first understand the three areas you can show up on the first page of Google:

1. Ads / Pay Per Click / SEM
2. Map / Local Listings (this will be the focus of our discussion today)
3. Organic / SEO Rankings

These three areas on the first page of Google are critical to understand! Ignoring this piece of your business in today's competitive landscape, only gives your competition an edge and can have a profound impact on your bottom line.

Live Google Search

Let's do a live search on the first page of Google for "Septic cleaning, Austin, TX."

https://www.google.com/search?q=septic+cleaning+austin+tx&rlz=1C5CHFA_enUS885US885&sxsrf=AOaemvLBkKRCVc66jc85c0hmmVkh6msgWw%3A1633037355034&ei=KyxWYZvOAcO4-gSp9oO4Aw&ved=0ahUKEwjbj86b0qfzAhVDnJ4KHSn7ADcQ4dUDCA4&oq=septic+cleaning+austin+tx&gs_lcp=Cgdnd3Mtd2l6EAWyBAgjECcyBggAEAgQHjoHCAAQRxCwAzoECCEQCjoHCCMQsAIQJzoICAAQCBANEB5KBAhBGABQyVVYomxg839oA3ACeA0AAWyIAYkFkgEDNy4xmAEAoAEByAEIwAEB&sclient=gws-wiz

1. Who is winning in the ads?
2. Who is winning organically?
3. Who is taking advantage of the FREE business Google is offering locally?

Google Map / Local Listings - Deeper Dive

Next to a website, the next most important and foundational piece to showing up to potential customers online, have a complete Google My Business listing is the most important part of your business's "digital footprint". Let's look at a live map listing:

[https://www.google.com/search?rlz=1C5CHFA_enUS885US885&tbs=lf:1,lf_ui:14&tbm=lcl&sxsrf=A0aemvLxkgvgXgyaOVdadLnQbSrZAkfYQA:1633037373731&q=septic+cleaning+austin+tx&rflfq=1&num=10&ved=2ahUKEwjHm80k0qfzAhUMgp4KHSACDFMQtgN6BAglEAg#rifi=hd:;si:;mv:\[\[30.567677499999995,-97.6110964\],\[30.0893206,-97.95771529999999\]\];tbs:lrf:!1m4!1u3!2m2!3m1!1e1!1m4!1u2!2m2!2m1!1e1!1m4!1u16!2m2!16m1!1e1!1m4!1u16!2m2!16m1!1e2!2m1!1e2!2m1!1e16!2m1!1e3!3sIAE,lf:1,lf_ui:14](https://www.google.com/search?rlz=1C5CHFA_enUS885US885&tbs=lf:1,lf_ui:14&tbm=lcl&sxsrf=A0aemvLxkgvgXgyaOVdadLnQbSrZAkfYQA:1633037373731&q=septic+cleaning+austin+tx&rflfq=1&num=10&ved=2ahUKEwjHm80k0qfzAhUMgp4KHSACDFMQtgN6BAglEAg#rifi=hd:;si:;mv:[[30.567677499999995,-97.6110964],[30.0893206,-97.95771529999999]];tbs:lrf:!1m4!1u3!2m2!3m1!1e1!1m4!1u2!2m2!2m1!1e1!1m4!1u16!2m2!16m1!1e1!1m4!1u16!2m2!16m1!1e2!2m1!1e2!2m1!1e16!2m1!1e3!3sIAE,lf:1,lf_ui:14)

Google My Business - FREE \$\$\$\$\$\$

Google created the Google My Business listing service and it has some unique advantages and perks that are free! Most business owners don't understand this or why Google came up with their local listings in the first place. Keep in mind, Google did not create their local listings for business owners - they were created for consumers. But from your perspective that does not matter, what does matter is that a complete and full listing that paints a picture of your business is free. This listing, if you leverage it properly, can connect your business with thousands and thousands of dollars of revenue.

Google My Business - The Negatives

1. The Google My Business (GMB) listing is typically based on location - if you don't pay attention, it can have a limited positive impact.
2. A Google My Business listing can lull businesses owners into a false sense of security.
3. You have to pay attention to your business listing - freshen it up with review responses, pictures and the occasional post.

Google My Business - The Positives

1. It's FREE.
2. With a little effort, you can create a motivating picture to your service area on why you are a good choice to do business with.
3. The more effort you put into your business listing with Google the more you can edge out your competition.
4. You can add revenue to your bottom line without having to spend a dime.

How Can I Influence My Map Position?

1. Reviews. The more reviews, the better (good or bad). Consider software to aid in this process - it's cheap.
2. Geo tagged pictures. This a new way to influence your Google My Business position.
3. Occasional posts. 50-100 words once or twice a year is all it takes.

Remember, Google is looking for ENGAGEMENT. The more you engage versus your competition, the more Google will show your business to new potential customers.

GMB - Beware The ‘Digital Snake Oil’!

It seems like in today's world there is always an angle or a catch. And that's especially true for digital marketing. Already you've probably been inundated by calls from people who say they are from Google. Let's just start out by saying it's probably not true - they really are not from Google. Rarely if ever, will Google actually give you a call. And sales people will show up and tell you a great story about how they will make you show up on the first page of Google - for the most part you should not trust these people without references and proof. Especially as it relates to your Google My Business listing, there are companies that will sell you something that you can do for yourself in minutes and for free.

Google My Business Resources

GMB App:

Android:

https://play.google.com/store/apps/details?id=com.google.android.apps.vega&hl=en_US&gl=US

Apple: <https://apps.apple.com/us/app/google-my-business/id853371601>

Thank You!

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