

# Google Business Profile Optimization

## Fully Managed Solution

Fully managed manual claiming of a Google Business Profile listing, monthly NAP data updates, and monthly posting.

### The GBP Listing Claim - What to Expect Next:



#### Order Form

When you purchase GBP Optimization, our Listing Fulfillment team will receive the [Order Form](#), and attempt instant verification of the listing within 48 hours..



#### Verification Methods

The GBP listing must be claimed before it can be optimized.

- **Instant Verification:** We use the information on the order form, implement this information into Google, and have it instantly verified.
- **ONLY WHEN INSTANT ISN'T AN OPTION - Phone Call/Text Message:** An automated phone call is sent from Google to the business listed phone number. A PIN is given to enter into the listing site for validation.
- **ONLY WHEN INSTANT ISN'T AN OPTION - Postcard:** A physical postcard is sent from Google to the listed address for the business. This postcard contains a PIN, which, when entered into the listing site, validates the listing. This can take 2 weeks or more to complete. This verification method is extremely common.

**Please note: we can not use PO boxes when claiming GBP listings; we need a physical address.**

\*If there is a suspension on the listing, or if additional verification steps are required, it may take additional time

\*In some cases we are able to claim a listing without having to go through a manual verification process.



#### Listing Verification

If the GBP listing is already claimed and you are not the owner, we can work to have the listing unlocked so that it will be available for claiming again.

Things to note:

- This process can take upwards of two weeks to complete.
- Usually, in this case the listing site has a 'Request Ownership' form to submit which notifies the current owner that another party is wanting to take over the GBP listing.
  - If the listings current owner denies our request to take over the GBP listing, we will not be able to complete the claim.
  - If the current owner does not respond to the inquiry within 4 days, the listing becomes 'Free' again, and can be claimed using the regular verification methods.



#### Listing claim complete!

Once the listing has been successfully claimed, the Marketing Strategist will ensure the following listing data is accurate:

- Business name, address, phone number, website, hours of operation, categories/keywords.

The Strategist will also add:

- A logo, cover photo, up to 5 videos, up to 5 photos, as well as Highlight, Amenities, Attributes, and Service Options (If applicable).

An email will be sent from the Listings Team that will inform the contact (listed on the order form) that the GBP listing has been claimed, and the monthly optimized service will now begin!

And now to the monthly managed service!

# Google Business Profile Optimization

## Fully Managed Solution

Fully managed manual claiming of a Google Business Profile listing, monthly NAP Data updates, and monthly posting.

### The Monthly Managed Service - What to Expect Next:



#### Monthly Updates

As part of the monthly managed service, the Marketing Strategist will log into the Google Business Profile listing once per month and ensure that the information remains accurate, this includes managing any user suggested edits. They can also upload photos and videos to the GBP listing during this check.



#### Posting

When the Marketing Strategist logs into the GBP listing for it's monthly update they'll also post to the listing (One post per month). This social post will be visible on the knowledge panel of the Google search results. These posts are event-based posts designed to promote a sales event or promotion at your business.

- These posts will automatically be archived after 7 days.
- These posts will feature a call to action which can be Learn More, Book, Order, Shop, Sign Up, or Get Offer.
- The Marketing Strategist will obtain all relevant information and links for these CTAs on the onboarding call.

# Google Business Profile Optimization

## Add-On | Additional Google Business Profile Post: 1x/month

An additional post per month published natively on the business' Google Business Profile Listing

### What to Expect Next:



#### Order Form

When you purchase an Additional GBP post, our Listing Fulfillment team will receive the [Order Form](#), and will reach out via email to let you know we have received your order within 48 hours.



#### Posting

When the Marketing Strategist logs into the GBP listing for its monthly update they'll also post to the listing (One post per month). This social post will be visible on the knowledge panel of the Google search results. These posts are event-based posts designed to promote a sales event or promotion at your business.

- These posts will automatically be archived after 7 days.
- These posts will feature a call to action which can be Learn More, Book, Order, Shop, Sign Up, or Get Offer.
- The Marketing Strategist will obtain all relevant information and links for these CTAs on the onboarding call.

## Add-On | Google Reviews: Up to 10

Marketing Services will respond to up to 10 Google Business Profile reviews per month.

### What to Expect Next:



#### Order Form

When you purchase an Google Reviews: Up to 10, our Listing Fulfillment team will receive the [Order Form](#), and will reach out via email to let you know we have received your order within 48 hours.



#### Positive Reviews - The How

When responding to positive reviews, the Marketing Strategist will personalize the response based on the content of the review, including addressing the reviewer by name, using the business name in the response, and inviting them back to enjoy a similarly positive experience. Our responses are never canned!

Positive review responses are published within 2 business days of being pulled into our system.



#### Negative Reviews - The How

When responding to negative reviews, the Marketing Strategist will also personalize the response to the content of the review. We will apologize for the experience without mentioning the business name for SEO purposes, while also attempting to paint the business in a positive light in a sentence or two. Finally, we'll invite the poster to resolve the issue online to ensure they feel valued and respected.

Negative review responses are drafted within 2 business days of being pulled into our system. Once drafted, an approval email is sent to the business contact for approval. If we do not receive feedback within 1 business day, we will go ahead and publish the response.

**The business can choose to opt out of this approval process which would mean negative review responses are published within 2 business days of being pulled into our system.**