

DATA SCANDAL

FACEBOOK FACES CHALLENGE IN WINNING USERS' TRUST

Dennis Yu | Chief Technology Officer, BlitzMetrics

# THE ULTIMATE GUIDE TO DOMINATING GOOGLE BUSINESS PROFILE

A GOOGLE BUSINESS  
PROFILE WORKBOOK FOR  
LOCAL BUSINESS OWNERS



**Dennis Yu**  
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**GUIDE VERSION**

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# Welcome!

## A message from our founder and CTO, Dennis Yu



Welcome to the Ultimate Guide to Dominating Google Business Profile.

Whether you are a **business owner**, **specialist** or a **virtual assistant**, this comprehensive workbook is your go-to resource for setting up, optimizing, and maintaining your Google Business Profile the right way using our processes and checklists.

If you're a business owner, start by getting [a Quick Audit for your business](#) (if you haven't already) to identify the gaps the Content Factory can help fill, so you can get the most out of this training. You'll learn exactly how to:

- Claim and verify your business profile without risking suspension.
- Add the right business details that drive real visibility and traffic.
- Use content, reviews, and Q&A to boost trust and local ranking.
- Avoid common mistakes that tank profiles or trigger penalties.

We built this to help you:

- Follow clear, proven processes that get results.
- Save time with templates and checklists.
- Understand what Google actually cares about.

This is the same framework we use with real businesses and agencies every day—from brick-and-mortar shops to top-producing real estate teams. Let's get started!

*Dennis Yu*

**Chief Technology Officer, BlitzMetrics**

# GOOGLE BUSINESS PROFILE Checklist

## Google Business Profile Checklist

- ☐ Create or Claim Your Business on Google.
- ☐ Edit Your Business Profile.
- ☐ Add Your Real Business Name.
- ☐ Add Your Business Category and Subcategories.
- ☐ Add a Location To Your Business Profile.
- ☐ Fill in Your Contact Details.
- ☐ Verify Your Listing.
- ☐ Customize Your Profile with Photos, Questions, Offers, and Reviews.
- ☐ Connect Your Social Channels.
- ☐ Make Sure Your Website Follows Web Standards.
- ☐ Protect Your Profile Against Suspension by Following the Guidelines.
- ☐ Make a Content Plan Using Google's Search Powers.
- ☐ Create Content Following The Instructions Found in The Guide.
- ☐ Post and Cross-Post Regularly.



## Tools One-pager

**GBP Spy (Chrome Extension)**: Analyze competitor profiles to see their categories.

**Pleper Tools (PLEPR.com)**: Access free tools and advanced category analyzers.

**Google Search Console**: Measure search traffic and site performance.

**Google Merchant Center**: Showcase your products across Google.

**Google Ads**: Set up and track paid campaigns.

**Google Analytics**: Track website traffic and user behavior.

**PageSpeed Insights**: Measure and improve website loading performance.

**Descript**: AI-powered audio/video editing and transcription.

**Otter.ai**: Real-time transcription and collaboration tool.

**Fancyhands**: Get a virtual assistant for administrative or content support.

# Introduction



Going where your prospects are is the best way to generate new customers, just as it is for any business — whether it's a restaurant, a lawyer's office, or a dentist's office.

Why Google?

That's where most local businesses get their clients. There's also word of mouth, but Google beats that because you can get the information instantly.

You also get to see reviews, directions, photos, and more in a matter of seconds. People love that.

From a business perspective, Google provides free tools like Google Search Console, Google Merchant Center, Google Ads, and more.

The basics come down to this: Google Business Profile drives 90% of your business — no matter what you sell. So I don't care if you're a dentist, you're a doctor, you're a real estate agent, or if you're a lawyer, it really doesn't matter because the business that's going to come to you comes from Google.

86% of searches happen on Google, and Google Business Profile serves two main purposes:

1. To keep the searcher on Google and
2. It also aims to provide enough business information for you to make a decision in under five seconds.

Google Business Profile is structured to provide answers as quickly as possible. When Google first started, its purpose was to provide, organize, and display as much information as possible.

The secondary piece of Google Business Profile that really touches on the consumers is going to be Maps. Everybody uses maps. If you have a storefront or service-based business, people will go to Google, find your business, and complete a transaction.

They're going to look at your reputation and make a decision. That decision will be binary: *'I'll contact you'* or *'I won't.'* So you've got five seconds to get that attention.

This guide will show you the WHAT and the HOW of doing it.



# Why Take Care of your Google Business Profile

A lot of companies and a lot of agencies believe that Google Business Profile is a set-it-and-forget-it type of thing. You are going to optimize it one time and walk away.

**It is not.**

You have to manage your Google Business Profile — it's worth it, since 90% of your business will come from it.

Get those reviews — 86% of people want to see ones from the past two weeks.

Don't game the system. If you're serious, build your brand the right way.

It's easy to knock out someone who doesn't follow the rules.

## TAKE ACTION: SEND ME AN EMAIL!

Before getting into the nitty gritty, I want to give a sense of accountability to this process.

Send an email to [stephanie@yourcontentfactory.com](mailto:stephanie@yourcontentfactory.com) with the subject line *'First Steps Into GBP'* and say, *'I'm committed to optimizing my GBP profile and getting more leads!'*

Know that I will read it, and I will reply. Commit now and let's do this!

# What is Google Business Profile

**Google Business Profile (GBP)** is a free tool from Google that lets business owners manage their online presence across Search and Maps. By verifying and editing your business information, you can help customers find your business and tell them your story.

It also helps you use Google Merchant Center's free tools like appearing in Google Shopping, Images, Search, and even Google Lens — a visual search tool available in the U.S.

Don't assume everyone uses the same platform—your customers are scattered across different channels.

GBP helps your business appear in more places, adds credibility, and shows customers you're worth a closer look.

The biggest misconception we hear a lot is about Google Search, which we call the library. Many people think Google is the World Wide Web, but it's actually the biggest library on it.

Some businesses believe Google's bot will find their site within 90 days. But for small businesses, where cash flow is critical, you might run out of time before reaching the right customer.

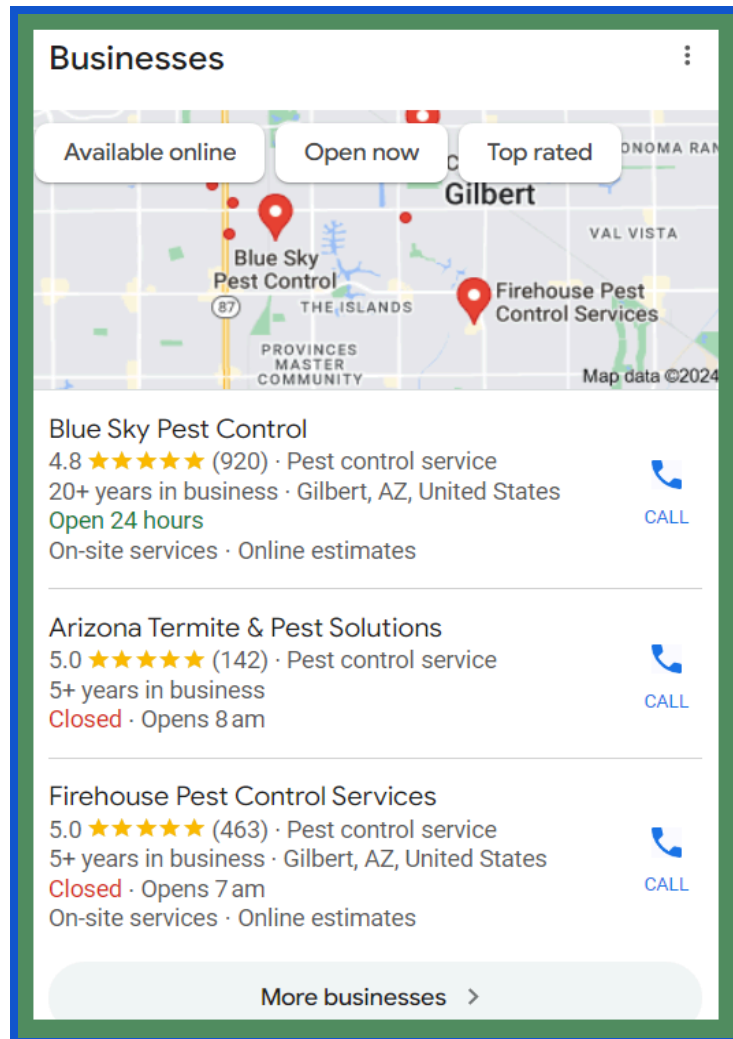
Use these strategies to get new clients to notice your business.

Before getting into actual action steps, let's take a look at what a GBP profile looks like.

When you search on Google, you'll see top businesses in the area related to your keywords.

For example, if you're in Gilbert, Arizona, and search for a pest control service on Google, you should see the following three services at the top of the local search.





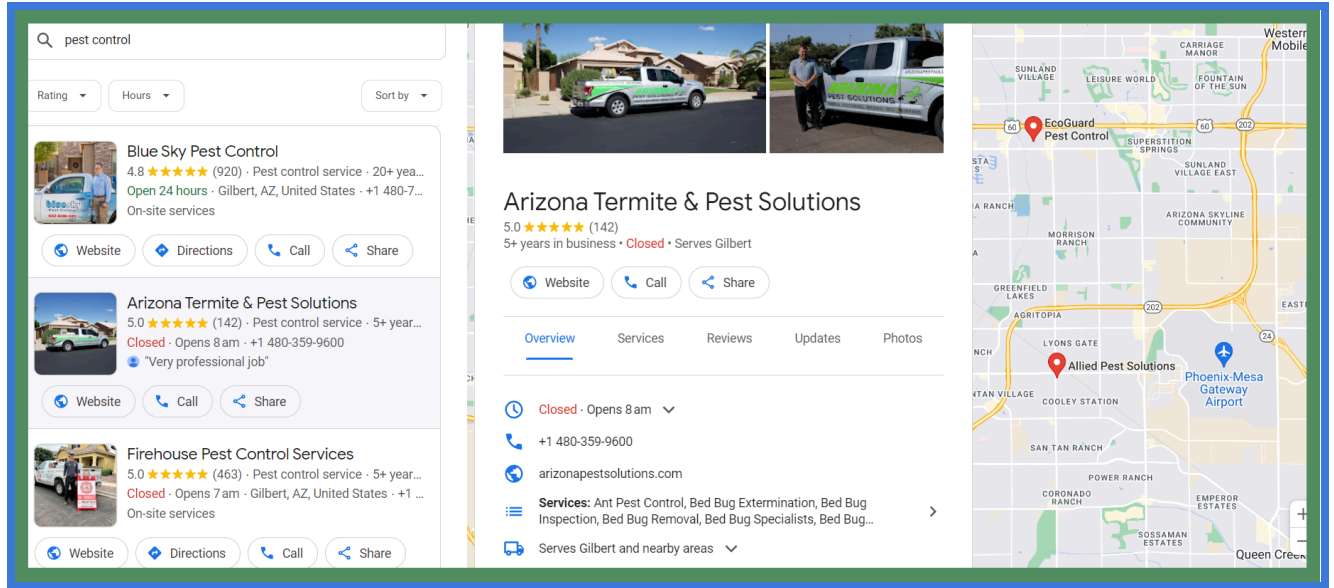
That's called the **local three-pack**, and you want to be in it.

Whether you use your phone, desktop, or iPad, it will show three results. That's why it's called the local three-pack.

You can click 'View All' to see more, but most people don't — if you're not in the top 3, you'll get much less traffic.

Let's look at one. While 80–85% of searches happen on mobile, we'll use a desktop view for visibility.

When someone clicks on '*Arizona Termite & Pest Solutions*' this is what they'll see:



A Google Business Profile listing is like a mini website. It has sections that must be filled out for people to get value from their time.

But before we get into that, let's start with the foundation.

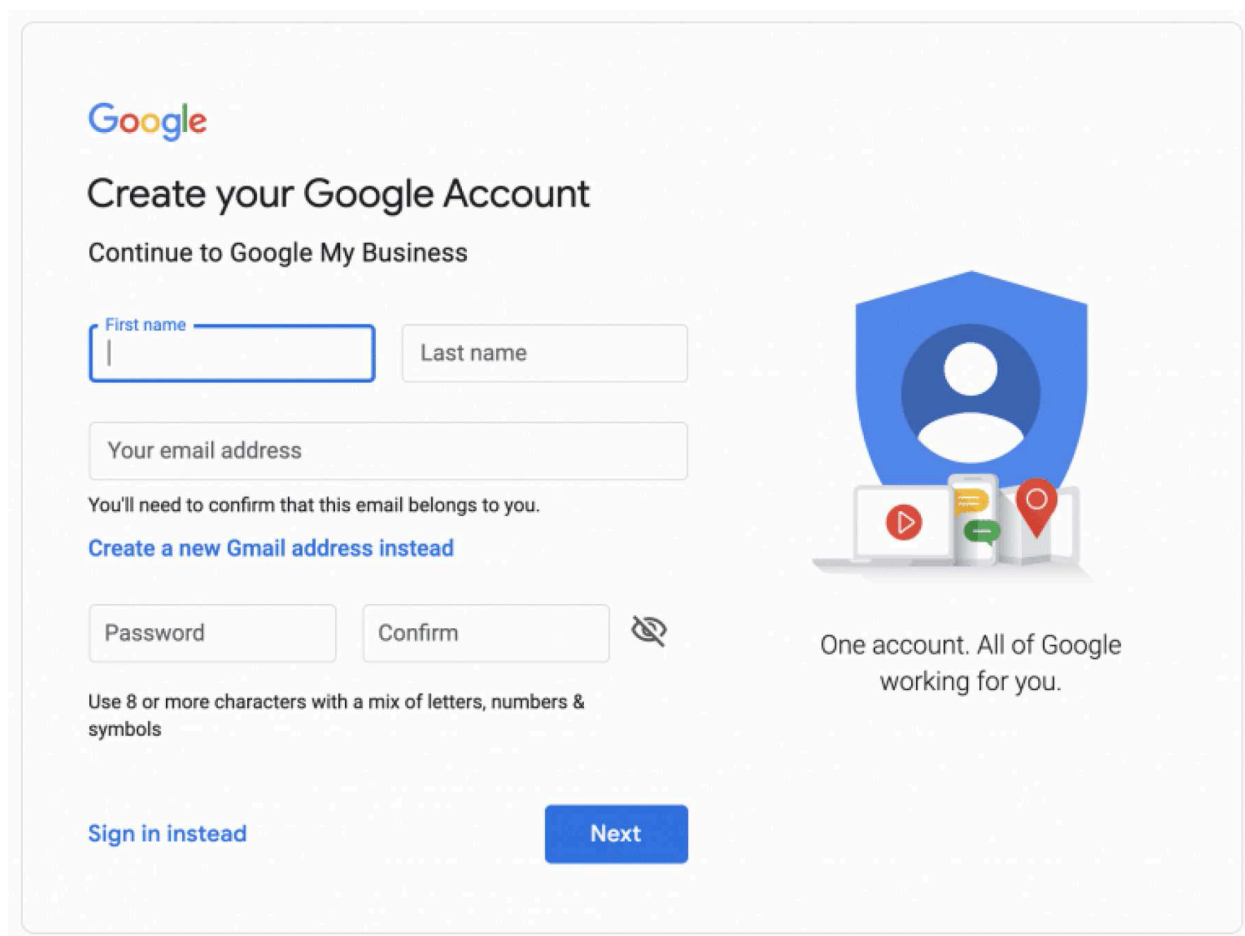
Want to rank in the top 3? Read ['How to Rank in the Top 3 on Google My Business'](#) and follow the steps.

# How To Setup Your Google Business Profile

## Step 1: Sign in to Google Business Profile

Go to [www.google.com/business](http://www.google.com/business) to sign in. You can either sign in with a pre-existing Google account or create a new one. If you're already signed in, skip ahead to the next step.

**Tip:** Make sure you sign up with your business email domain.

The image shows the Google Account creation interface. At the top is the Google logo. Below it, the heading "Create your Google Account" is followed by the subtext "Continue to Google My Business". The form includes input fields for "First name", "Last name", and "Your email address". Below the email field, a note states "You'll need to confirm that this email belongs to you." with a link "Create a new Gmail address instead". There are also fields for "Password" and "Confirm", accompanied by an eye icon for toggling visibility. A note below the password fields says "Use 8 or more characters with a mix of letters, numbers & symbols". At the bottom left is a link "Sign in instead" and at the bottom right is a blue "Next" button. On the right side of the form, there is a graphic of a blue shield with a white person icon, and below it, icons for YouTube, Gmail, and Google Maps. Text at the bottom right of the graphic reads "One account. All of Google working for you."

## Step 2: Add your business

Enter your business name. If it does not appear in the drop-down menu, click Add your business to Google. Then select the appropriate category for your business.



The name is the first signal you need to pay attention to if you want to drive more traffic. Make sure your listing name has keywords and matches your actual business name.

Your main category must align with your business, but you can have eight or nine more.

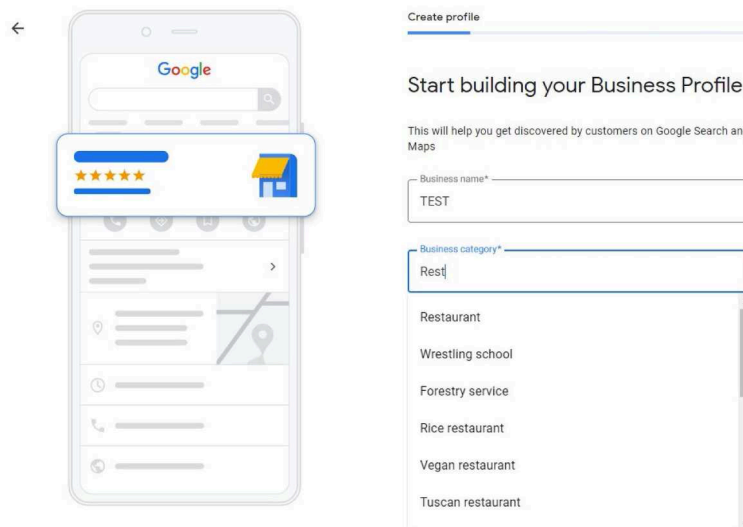
And those you can change up, depending on what people care about more.

Don't know which subcategories to use? You can use GBP Spy — a Chrome extension — to see what your top-ranking competitors are using. Pleper is another great free tool.

The primary purpose of these tools is to show you the categories that get the most views.

Why is that important?

You might find that the business ranking 1st or 2nd is using a category you never considered.



### Step 3: Enter your location

If you have a physical location that customers can visit, select **Yes**.

Then add your address. You may also be asked to position a marker for the location on the map.

If your business doesn't have a physical location for customers but offers services or delivery, list your service area to show where you operate.

The image displays two sequential steps in the Google Business Profile creation process.

**Top Screenshot:**

- Left:** A smartphone mockup showing a Google search result for a business. A blue box highlights the location pin icon and the business name.
- Right:** The 'Create profile' screen. It asks, 'Do you want to add a location customers can visit, like a shop or office?'. Below the question, it states, 'This location will show up on Google Maps and Search when customers are looking for your business'. There are two radio buttons: 'Yes' (selected) and 'No'. A blue 'Next' button is at the bottom.

**Bottom Screenshot:**

- Left:** A smartphone mockup showing a Google search result for a business. A blue box highlights the business name and the star rating.
- Right:** The 'Start building your Business Profile' screen. It says, 'This will help you get discovered by customers on Google Search and Maps'. There are two input fields: 'Business name\*' with the text 'TEST' and 'Business category\*' with the text 'Rest'. Below the 'Business category\*' field is a list of suggestions: 'Restaurant', 'Wrestling school', 'Forestry service', 'Rice restaurant', 'Vegan restaurant', and 'Tuscan restaurant'.

#### Step 4: Fill in your contact information

Enter your business phone number and website address so customers can reach

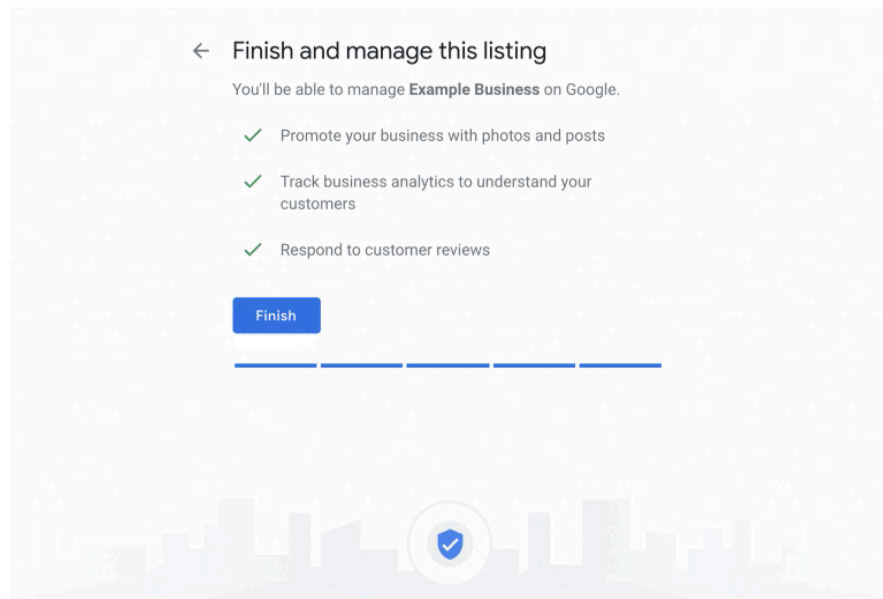
you. If you use a Facebook page rather than a website, you can add that instead.

However, a website would be a better option. If your website is ranking well organically, that's going to help drive local traffic to your GBP profile.

The content of your website will actually impact the queries that you show up for. You can use [Google Business Profile Queries](#) to see how you're performing if you don't know already.

### **Step 5: Finish and manage your listing**

Check Yes if you would like to receive updates and notifications. Then click Finish. You'll be asked to verify your business.



If you need step-by-step instructions to create your profile, read: [How to Set up a Google Business Profile For Your Business](#)

# How to Verify Your Business on Google

Now that your account is set up, here's how to verify your Google business. For most businesses, Google verification involves requesting a postcard.

## Step 1: Sign in to Google Business Profile

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

## Step 2: Click Verify now

If you have multiple Google Business Profile accounts, make sure you choose the correct one.

## Step 3: Choose a way to verify

Postcard by Mail is the default verification option. If your business is eligible for other methods, such as phone or email, choose the one you prefer. Fill in the required details.

Double-check that you've entered it correctly, then submit the form.

It can take a few days to two weeks for the postcard to arrive.

When you receive your postcard, sign in and click Verify location from the menu. Enter the five-digit verification code from your postcard.

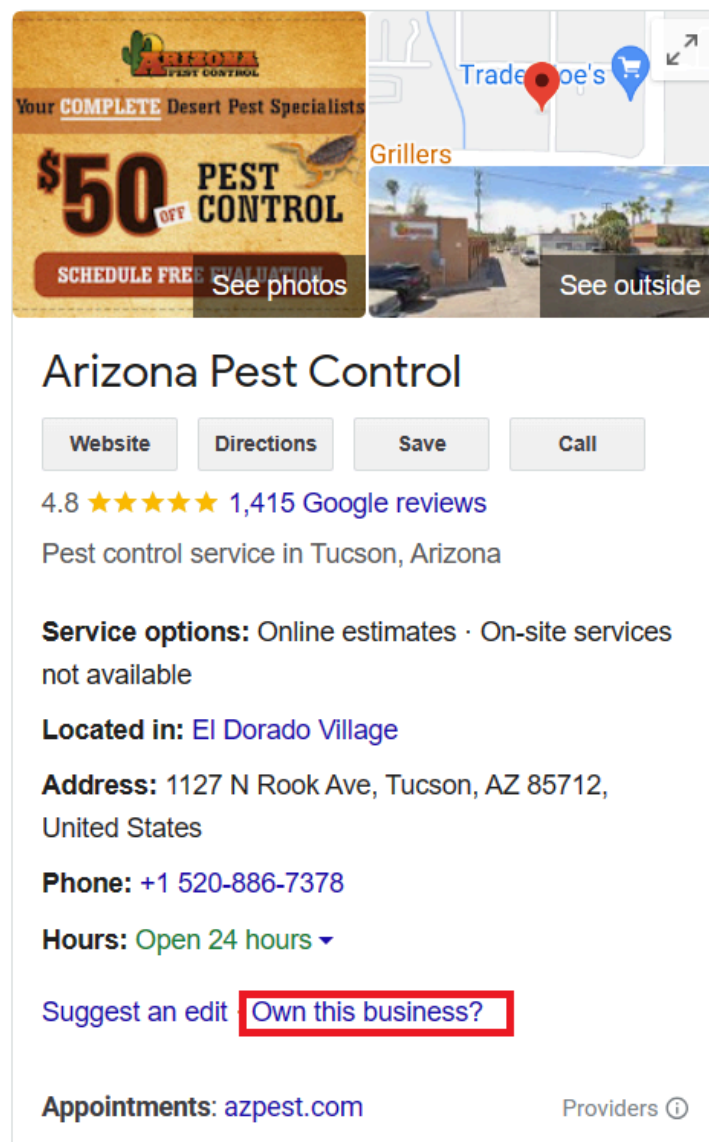
*Note: It may take a few weeks for your business listing to appear on Google. While you wait, download the Google Business Profile app so you can manage your account.*

# How to Claim Your Business on Google

Need to claim an existing Google business profile? There are three options:

**Option 1:** Sign up or log in to Google Business Profile. Search for your business, and select it. Then follow the steps to confirm that you are the owner.

**Option 2:** Look up the business listing in Google Search and click 'Own this business?'



If someone else has already claimed the business, but you work for the same company, ask them to add you as a user. If you don't recognize the owner, follow the steps to reclaim your business.

# How to Edit Your Business on Google

Need to edit information on your Google Business Profile? Here's how:

1. Sign in to Google Business Profile.
2. Open the location you'd like to edit.
3. In the menu on the left, click Info.
4. Click the pencil icon to make your edits. If you want to remove a section, click the X. When you are finished, click Apply.

Keep in mind that it can take [up to 60 days](#) for the edit to appear. There may be some information [from other sources](#) that cannot be edited.

# How to Add Multiple Locations to Google Business Profile

If you've opened a new location or just created a profile and need to add additional locations, follow these steps.

1. From your Google Business Profile dashboard, click [Manage locations](#) in the left-hand menu.
2. Click the blue Add location button on the right.
3. Type in your business name and click Create a new business with this name.
4. Fill in the information and request verification.

Another option is to go to Google Maps and drop a pin on the location you would like to add. Click Add a missing place in the left menu. Fill in the details then select Claim this business.

If you have more than 10 locations, you can add them in bulk.



# How to Mark a Business or Location 'Temporarily Closed'

If you need to close seasonally or temporarily, mark your business as temporarily closed.

Doing this ensures customers are up-to-date without affecting your local search ranking.

How to mark your business as temporarily closed:

1. Sign in to your Google Business Profile.
2. Click Info in the left menu.
3. Look for *"Close this business"* in the Google section on the right.
4. Click Mark as temporarily closed.

To set special hours for holidays or other circumstances, click Info in the left menu, then [Special Hours](#).

## How To Customize Your GBP Profile

Most GBP profiles look awful because business owners don't really pay attention.

We'll go through the general steps of customizing a GBP profile, and then we'll actually take a profile apart section by section.

As said previously, a GBP listing is like a mini-website.

A website without new content is not going to drive much traffic, so you need to post regularly in GBP if you want to get ahead.

Regularly is at least once a week. Anything lower than that is not a good sign.

Why once a week? Because that's how long it takes for the posts to disappear. So if you post something now, it will last for exactly one week.

## What Should I Post on GBP?

A lot of photos.

And when we say a lot, we mean dozens of pictures each week if you can.

It might sound kind of crazy, but the more you post, the better your profile will be. If you don't know what kind of photos to upload, it doesn't really matter.

Photos of your staff, of the food, of customers (with approval), of the location, of events happening in your store or office.

Videos too — people love to see video content!

And while you're taking these photos and videos, encourage people to leave reviews. Of course, don't cheat and say, 'We'll give you a free dessert if you leave a review,' because Google will catch you.

Some people stack their own reviews or post fake one-star reviews against competitors — and they always get caught.

Even if it doesn't happen in the short term, eventually the platforms will catch up — or your competitors might notice and tell on you.

When that happens, you risk losing all your reviews — even the good ones — and getting suspended.

Be more visible. A lot of people don't show up because they don't have any content in their GBP.

One common mistake is thinking GBP competes with their website — that's why they don't use it.

Think about it as your GBP actually giving you the opportunity to have two or three racehorses in the same race. You're giving yourself a better chance to win and become visible to customers — where they're looking.

The key is just to make sure that everything is back on your site. So on your business profile, **make sure you have your website link there.**

**If you're doing posts in your business profile,** make sure all of that links back to your site. If you use the free website — which I highly encourage — treat it like a landing page filled with Google juice and point it to a specific page on your site.

Don't make the mistake of sending it to your homepage. That's what a lot of people do. That's a big mistake people make — not just in their business profile, but also in Google Ads, where they send users to the homepage and try to show everything.

But it's really more important to build your credibility and take them where you told them you're going to take them and once they are in, now you earn the right to bring them to the other pages that you want to show them.

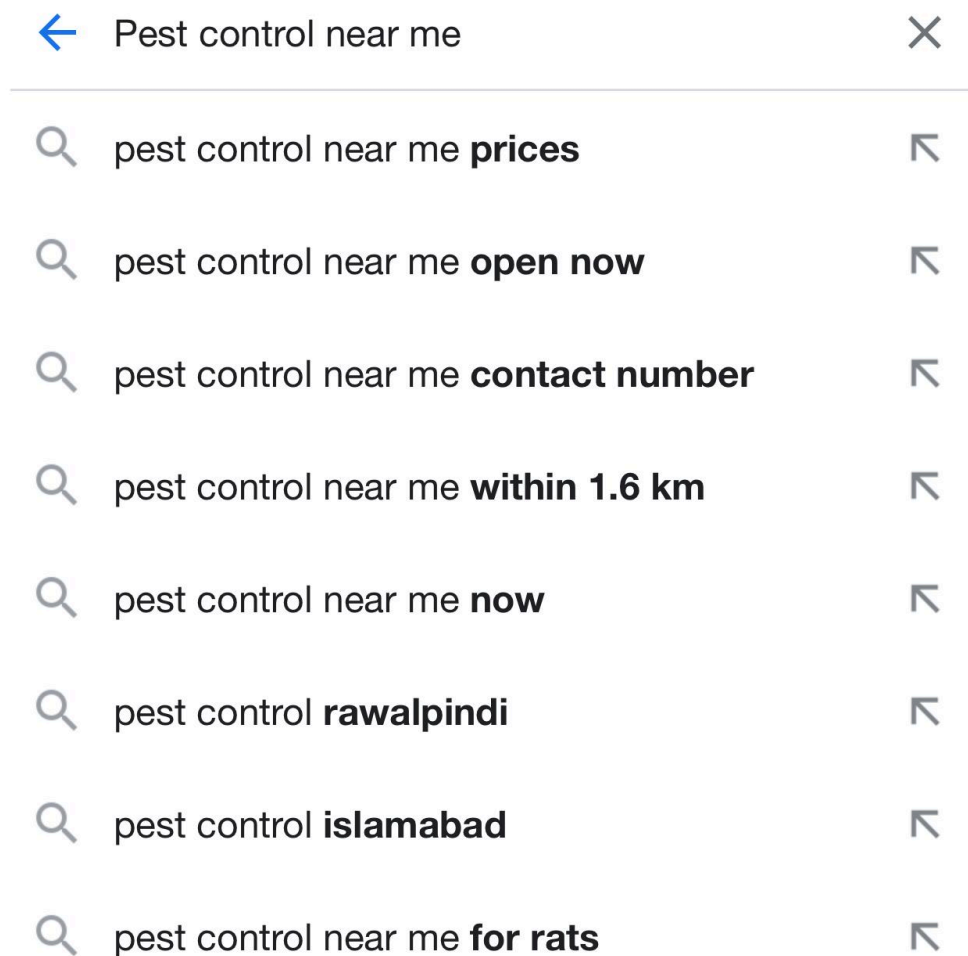
Already set up your GBP? See [15 Key Reasons Why Your GMB Listing Isn't Ranking for deeper optimization tips.](#)

# Use Google to Your Advantage When Creating Content

Look, coming up with new ideas doesn't have to be hard at all.

Make use of Google's own functions to find out what people want to know, and give them exactly that.

## Google Predictive Search:



Google's predictive search feature uses a predictive search algorithm based on popular searches to predict a user's search query as it is typed.

So we search for “*pizza near me*”, and we get a list of other things people might be searching for.

You can take these and create posts and even blog articles about them. Talk about how you’re doing delivery, when you’re open, and other things.

**Use the ‘People also ask’ section on Google for content ideas.**

## People also ask



What pest control means?



How much is pest control on average?



What do pest control actually do?



How much does a pest check cost?



This is another great option for ideas. Similar to predictive search, Google is offering you other keywords people are searching for. These are just four questions that came up from the keyword ‘Pest Control’.

**Related Searches:**

## People also search for



Pest control in gilbert reviews



Pest control in gilbert cost



Magic Pest control



Magic Pest Control reviews



Pest control near me



Pest control Mechanicsburg, PA



And lastly, the related searches that you'll find at the end of the page.

Playing around with different keywords will get you more ideas, the more detail you put into your search, the better the ideas.

So if you have a website, then you want to be able to give your clients exactly what they want.

So you literally need to pay attention because most people don't care enough about this, even if they should.

Everything that shows as a related search, make a webpage for it and put it on your website.

Now the easiest way to do that is you just make a list of these things, and then you open up your phone, go to the camera and record a one-minute video for each.

Video is amazing, and one-minute videos are even better because people don't have patience. 60 seconds is enough time to share an important idea.

Once your videos are done, send them to a virtual assistant to edit them, or just post them right away.

Then you can do a lot of things: post them on your website or social media, transcribe them, and turn them into articles.

If you don't have a VA, you can get one on [onlinejobs.ph](https://www.onlinejobs.ph) or you can use fancyhands.com

If you want to do it yourself, you can — though it's better to save your time for tasks related to your expertise.

However, tools like descript and otter.io can help a lot.

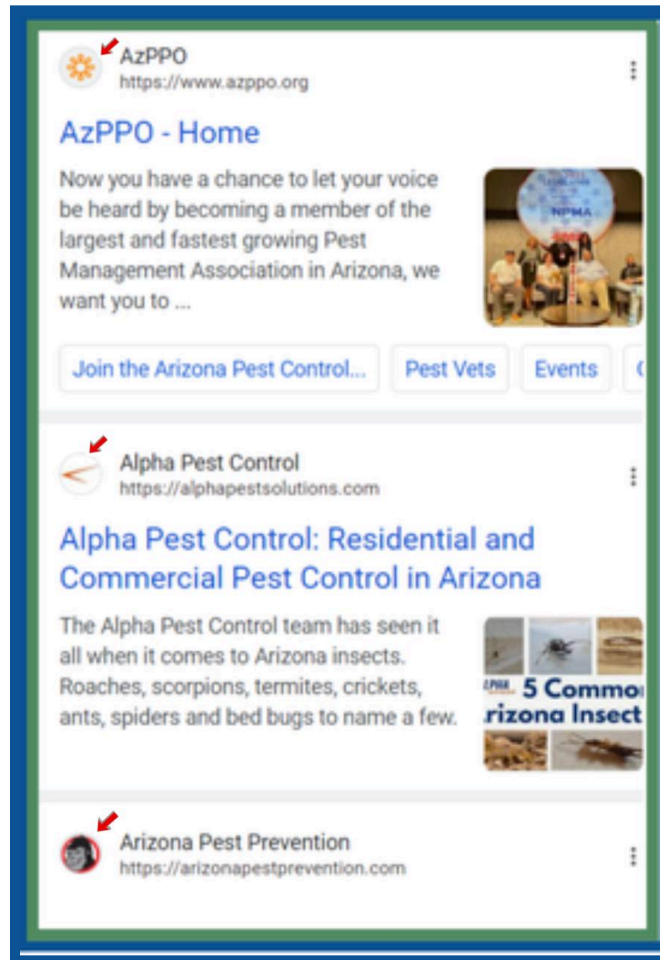
To write articles, you can also use artificial intelligence at an affordable price. Check this out at [jasper.ai](https://jasper.ai)

Creating and publishing content at this level brings more traffic to your business because Google shows it when people search for those keywords.



# Stand Out With Little Details

Website Favicon:



When searching on mobile (which is what most people do) - you'll get to see the favicon logos near each URL link.

If you don't have one installed on your website, it will just show a grey circle like this:



It's not much, but it makes a difference.

Most big brands have this, and as a local business owner, you need to have it too.

If you don't have a website at all, create one as soon as you can, and make sure it's on WordPress.

A lot of people don't think about simple things like this, but that's what makes the difference.

Another great tip is to have your phone number in text instead of as an image. Make sure your website says 'Copyright 2025' at the bottom of the page — or the current year.

Also make sure to:

- Have social icons
- Create a responsive website focused on mobile-first
- Give people easy access to your contact details
- Have a site-wide SSL (example of this later on)

All these are important web standards.

If you have a relatively competent web designer, he or she can do this for you. And, if your website's years old and no one's touched it in a long time, someone on Fiverr can fix this for you for 50 bucks.

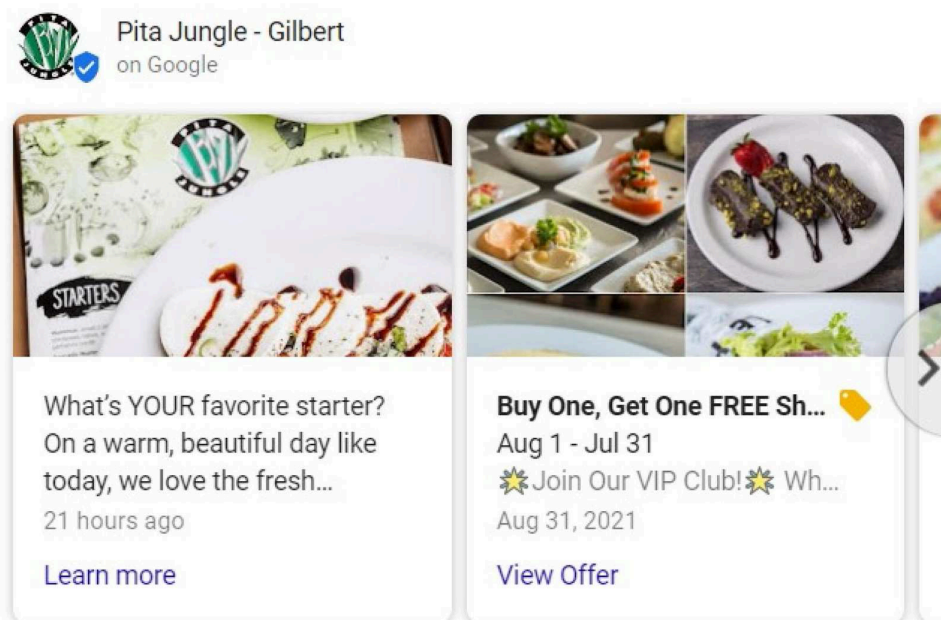
## Offers

Post an offer every week or every two weeks.

It's a way to differentiate yourself and get more people to your location. After all, if you know there's traffic to your GBP listing, then why not make the most out of it and show people what you have?

### From Pita Jungle - Gilbert

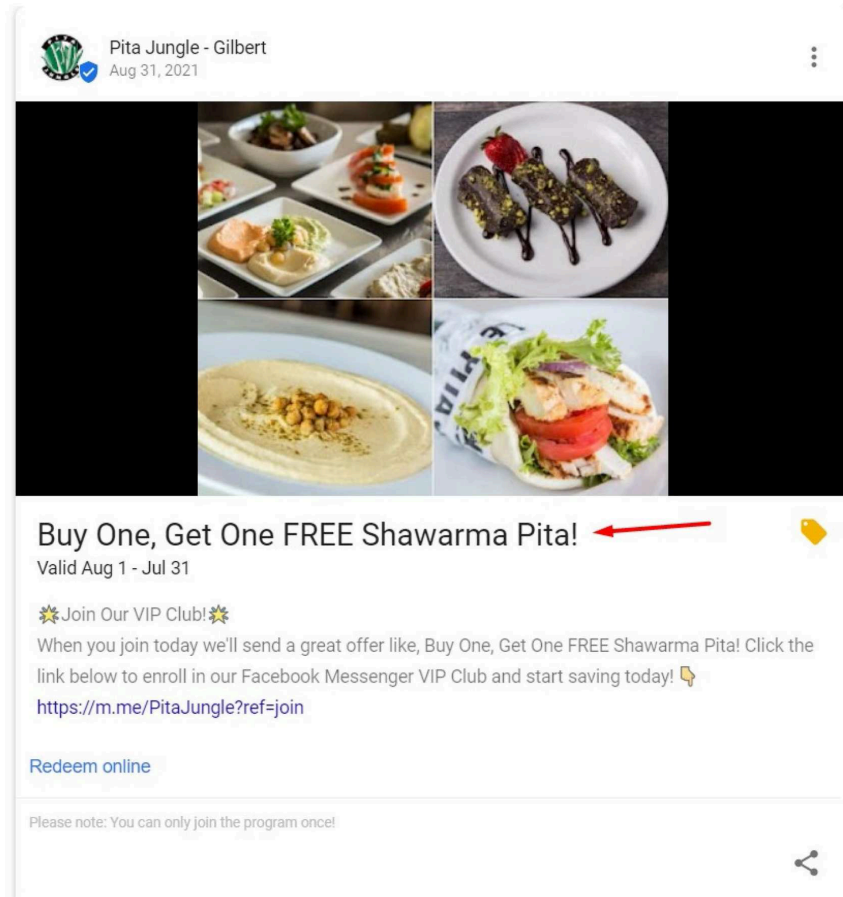
"Pita Jungle = Delicious, healthy food made from scratch with fresh ingredients. Come enjoy "The Art of Eating Healthy"®. Gilbert offers so much more than when it was the Hay Capital of the World — including Pita Jungle. This location is run by three musicians who play with the popular bands Roger Clyne and the Peacemakers, El Oso Negro, and Reubens Accomplice. The food is great and so is the scene, so be sure to stop by and say, "Hey.""



This restaurant in Gilbert, AZ, is doing it pretty well. Besides posts in general, they have offers as well.

It's not hard at all. They have a simple 'buy one, get one FREE' offer, and aside from the incorrect date, everything looks good.

They could also change the photo to show just the Shawarma Pita instead of 4 types of food. That would help a bit, but anyway... they are doing something most businesses don't - so good for them!



# Reviews

There's no surprise that getting reviews is vital. But responding to them is just as important, and unfortunately, most people don't.

So make sure to respond to all the reviews.

And have your staff or delivery people ask questions whenever they're talking to customers:

*"How is your food?"*

*"Oh, it was great."*

*"I'm glad to hear that. It would be awesome if you could leave a review for us."*

And if you want to be bold, when customers are there ask them to leave them a review because it helps your place.

Most people will say yes, it's something that makes them feel appreciated - you show them that their opinion is important to you.

When they agree, tell them:

*"If you give me your phone, I'll show you how to do it right now."*

99% of the time they just hand over the phone, and then all you do is Google search for your business.

Click on *"leave a review"* and then hand it back to them. They fill out the review and post a photo.

You want to include a photo and a few sentences — not just a line of text.

Text alone is not that powerful.

So the review ranking would go like this:

**1st place:** 4-5 sentences + a photo

**2nd place:** 1 sentence + a photo

**3rd place:** photo without text

**4th place:** 4-5 sentences without photo

**5th place:** 1 sentence without photo

**6th place:** no text and no photos

And then you want to make sure you have a post - you can even take photos with your customers and say thank you for their visit and kind words.

## **New vs Old Reviews**

86% of consumers are looking at the reviews left in the past two weeks. They want to know how you're performing now, they don't care about last year.

But don't totally ignore your older ones. There's another important group of consumers who filter for your best and worst reviews.

They're looking for how you respond. 95% of users are reading your responses, particularly to the bad reviews.

Older reviews are also feeding keywords into the database.

Being mindful of how you respond and encourage happy clients to leave reviews will shape the words that appear.

Be careful! You can't explicitly ask for specific reviews. That's directing, and that goes against Google's guidelines.

Google wants the real experience, and if they catch you directing people, you'll get suspended.

The way you can help your client is by telling them why reviews are important and trying to do it on the spot while they are face-to-face with you at your local business.

## Should You Reuse Reviews?



The short answer is no, Google doesn't like that. They're looking for original content. But in practice, people do copy their Yelp or Zillow reviews over to their Google Business Profile.

If you have absolutely zero reviews on Google, you can give this a try, but please be mindful of the potential consequences - especially if you have competitors that might want to take you down.

### **What if my client asks me to draft their review for them?**

You want to avoid that because no matter how much you try to sound unique, it will end up looking and sounding like you're writing your reviews, or that you're using a bot or buying your reviews.

If you keep doing it, Google will spot the pattern and take action. Google will catch that, and you will get shut down. It happens quite often, and when it does, Google might delete all your reviews, not just the "fake" ones.

Plus, there's no going back from this. You can't fight against it, because you were caught red-handed so it's reasonable for Google to see your other reviews as suspicious or spammy.

## Review gating

Review gating means stopping bad reviews from being published. This can be done in multiple ways: adding code to your website, redirecting users to a form, etc.

It makes sense to do this from a business perspective, but Google doesn't like it. Google says if you're review gating, you're basically manipulating your review score.

It doesn't matter if your intentions are pure or if you want to resolve bad customer experiences.

## Buying reviews



Just don't.

If you get caught, there's a strong chance that ALL of your reviews will be deleted. Google is also very good at catching fake reviews.

The people writing them aren't trying very hard to cover their tracks. They'll either use a VPN in the same location, write a ton all at once, or use names like Obama, making it very obvious.

If your competitor asks Google to take a look at your obviously fake reviews, they will.

And they'll go one step further and look at all of your reviews for spam. There's a good chance even your legitimate reviews will trigger the spam filter and be removed.

You may even lose your entire listing. It's just not worth the risk.



## Google Business Profile Risk



### One-star Attacks

If your competitor is leaving you fake one-star reviews, you can get help. Go to the Google Business Profile Community. One of the partners will be able to escalate to Google for you.

The threat of being attacked is more real than you'd probably imagine. A single one-star review could cause your business to fall from the local three-pack to #50 or worse.

If Google finds that you've had malicious spam, they'll lock your profile. Spam lockdown is designed to protect you from getting more fake bad reviews, but it will unfortunately leave your profile locked for anywhere from three to six months.

Depending on how much your business relies on GBP, you could lose significant revenue for no clear reason.

So be aware of anything like this.

### Is someone attacking your GBP?

If your profile keeps being shut down, reviews disappear, or key info keeps being changed, you may have a competitor attacking you.

The good news is that you can fight back.

First, find a small business lawyer. Have them help you open a lawsuit against John or Jane Doe because you don't know who's attacking you.

File a subpoena against Google. The email address is legal@google.com. You're trying to subpoena the identity of someone who left suggested edits or fake reviews on certain dates on your business profile.

When doing this, be very specific about it. Show screenshots and other proof.

Google is going to have 30 days to reply to you. In those 30 days, they look at the identity of whoever the offender is.

They send out a communication to them saying, 'You are being named in this lawsuit. Did you do this? We have this evidence.'

Most people don't answer because they're afraid of being sued by Google.

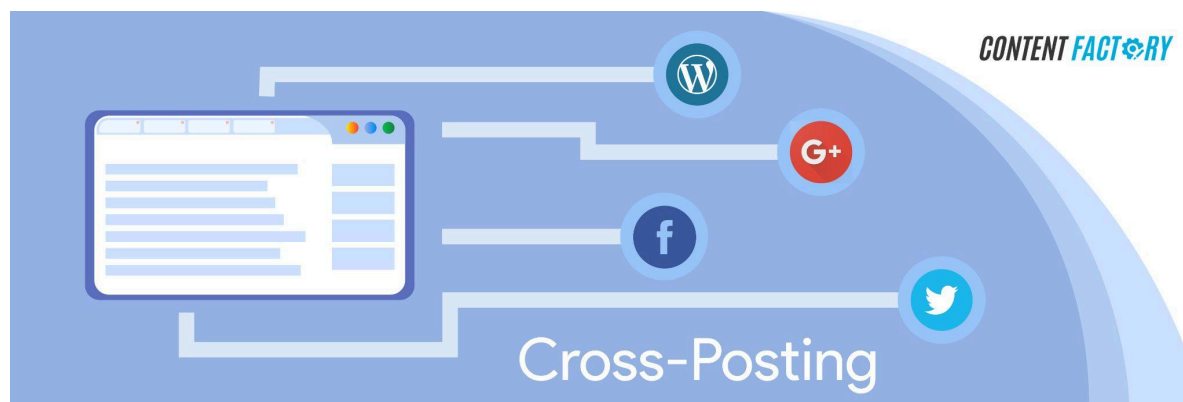
At this point, Google goes ahead and releases whatever IP or personally identifiable information they have to the person who has done the subpoena.

That's the process.

This is not legal advice. It's just a potential way of finding who's trying to hurt your business.

Make sure to speak with your lawyer before you engage in anything.

# Cross-Posting



Most people don't know what to post. They're thinking they have to create new content every time. They don't realize they can repurpose what they're already using on social media — meaning any content from their website, Google Business Profile, or Facebook — and cross-post it.

When you see a post on Facebook, what's the likelihood that you're going to engage on that post even a couple of days later or a week later, or even see it again a month later?

The likelihood is very small, if not zero.

Because society is based on a feed. And there's decay on the feed so that it's only showing you the freshest things that have just happened.

You don't care what the news was eight months ago or the stock price a year ago.

Social media is about *"What are my friends doing right now"*. But Google is completely different because it's not about what's going on right now.

It's about *"What is the answer?"*.

**So here's how you arbitrage digital marketing as a local business owner:**

Initially, you post something to Facebook and Twitter because that's how you get

something right now.

Some people who are purists in digital marketing will want to argue with me, but if you're practical, 99% of people agree with me on this.

You take the same content — the photo, post, phrase — whatever it is.

In WordPress, you can just create a post, and you don't have to write a whole blog.

You can just paste the photo, write 2–3 sentences, and publish the post. For example, if you had a customer celebrate their birthday at your restaurant you could put a photo and say *"Happy birthday Amanda! We're happy you chose to celebrate at our place and we can't wait to have you back."*

Maybe put a tag on it, put it in a category if you like.

And now you're just putting out more blog posts, which are more web pages on your website.

Then you can post it to LinkedIn because you're the restaurant owner and you say *"I'm so happy that Amanda came to celebrate her birthday and brought her friends to the restaurant"*.

## **We call that repurposing or cross-posting.**

You don't need to hire a consultant, expert, SEO, or anyone selling magic tools.

It's not magic, software, or engineering. It's simply interacting with your customers and posting content.

Because when you pull up at a Thai or Italian restaurant in your area, how likely is it that those restaurants are doing this?

Very unlikely — so all you have to do is stay ahead of them.

When I ran analytics at Yahoo over 20 years ago, my team did a little research on food.

What percentage of people do you think decide where to eat within two hours of

dining?

25%!

That means 75% of people haven't decided where they'll have dinner. So there are two hours left and they're obviously going to eat, so then how do they decide in the next two hours?

They search, ask friends, text their wife, or ask their buddy.

*"Oh, let's pick up some food along the way"*

Or they're on social media and they see a friend eating at this one place. It's like, *"I want to eat at that place too."*

For restaurant owners, food — except for weddings, special events, or high-end dining — is often a spontaneous decision.

**So what you've got to do to win is to marry your search and social media together.**

The way you get in front of these people in that window, when they're deciding, is by publishing content constantly.

So you have to hit them multiple times. The more you honor your customers, and your employees, and the more you share... the better you'll do.

Think of yourself as an awards manager — you're constantly elevating other people by showcasing their wins and giving them credit in public.

You love your customers and you show that you love your employees.

You love when people come into town, you love going between the different tables and asking how people are feeling, and sharing it on social media.

And when someone says something good - ask for a review. Feature them everywhere you can.

They will most likely feel honored. They feel like it's first-class, they feel like *"Oh*

*yeah, these guys really care about me."*

That's free content for you.

## **Share it everywhere**

Facebook, Instagram, Google, your website, Twitter, or whatever social platforms you use or your customers use.

The biggest one is your website. Next is your Google Business Profile listing, which acts like a mini-website.

The 3rd most important is Facebook.

Don't have time to do it yourself? Do you have some waitstaff who want to earn a few extra dollars or be able to build a career in social media instead of just serving food and taking orders? Get them to do that for you.

Assuming that you have analytics set up properly, you're going to get a lot more business from Google than from Social Media.

Social is a great way to create content because people see it when it's posted. You have a 24 to 48-hour window to see content on social media before it disappears.

But with Google, the more you keep adding to your GBP, the more you keep adding to your website, that stuff lives on and on, and it builds momentum. Once you have that ranking and you're in the top spot, you don't need to put in as much effort.

It will continue to bring in more business. **Google is a steady source of business.** Social, you have to keep coming up with something every day because whatever you did before disappears.

That's how you balance search and social.

Use social media to gather original content you can reuse elsewhere. You can post it there, but the key is you've got to move it to a place where you can keep getting value out of that asset, which is the website, Google Business Profile, YouTube, etc.

**If you get this right, it will change your business.**

# Secrets on Ranking in the Local Three Pack

## 1. You need to understand local and organic link attempts.

That's two algorithms– the local algorithm and the organic algorithm basically share a lot in common. So you've got X amount of signals that are being utilized for organics. And for locals, they are actually not that much. It's proximity, relevance, and prominence– three things. And those three things can be chopped down into a couple of different areas.

## 2. Nailing your category.

Getting your primary category is the most important aspect.

So for instance, if you're doing real estate agent versus realtor versus real estate agency, those are completely different types of queries and different types of intent that you're trying to match up.

So nail your primary category first. And then what you can do is you can do up to eight more or nine more subcategories and those are going to be your secondary categories. They're almost as powerful as your primary category, but not so much which is like with heating and air conditioning companies, for instance, that switch up their categories depending on the season.

### How can you tell what's the best category to use?

It might sound simple, but it's actually not. So we recommend installing the chrome extension **GMB Spy** and what it does is you just visit any Google Business Profile listing, you click on the dude with the hat and it's going to give you what category that listing is optimizing.

If you want to get a little bit more intense and you're an SEO professional, or you want to be an SEO professional, then you can use a tool from PLEPR.com. You download the extension and then what you do is you have to go to PLEPR and register for the API. It's free and you just have to register.

What this tool will do now is when you visit maps.google.com and you type in your query, it'll look at all 20 listings, and then it'll basically compile all of that and

express it in a graph of percentages. And it'll break down everything from the reviews to the categories.

The primary purpose of the tool is to show you the categories and the percentages of those main views.

### **Why would that be important?**

You might find that the guy who's number one or number two in your competition is using a category you never thought of. So it's very powerful.

### **3. The webpage that you link your GBP listing to.**

So the school of thought on this is that you want to link to a page, which is going to be all set and also rank well organically. And from that, the content of your website actually will impact the queries that you also show up for. So there's a lot of semantic relevance that's going on between your GBP profile and your website.

You can check out **Google Business Profile Queries** in your insights—now called the performance report—to see the queries where your GBP listing is being found. The beauty of these queries is that they're actually built off the raw log files in Google's data center. This is what people are using to find you. You can also use these queries in AdWords and other tools.

And you can also look at the queries, which are delivering less than 15 searches.

Why is that important?

Because obviously you're being found.

### **4. Your reviews.**

When it comes to reviews, there are a couple of ins and outs here. Based on studies that we've seen, reviews are going to only help you to a certain point.

People might say, *"I've got 100 more reviews than this guy. In some cases, this guy has zero reviews. Why is he outranking me?"*

**There is a limit to where your reviews are actually going to help.**



And to understand that you have to frame it into how consumers behave. So consumer behavior is going to be looking at a majority, we're talking 86% of consumers are going to look at **reviews that have been done in the last two weeks. Those are the most important reviews that you can have.**

We need a consistent stream of reviews, since consistency impacts rankings more than the total number of reviews. The pure number is great, but it's also just like a social media following in that it's good, but it's more like a social proof than anything else.

You might have thousands of followers, and tons of reviews, but it's really the last two weeks that are most important, especially how you're responding to these reviews as 95% of users, when they're liberally searching in a business, they read your responses.

So even if you have a lot of reviews, but you've only gotten a couple in the last two weeks, it is not very impressive for your business.

Another thing that we need to look at is the quality of those reviews. So if the quality of those reviews is up there and they're not just like five stars, no content but they're actually like 2, 3, 4, sentences speaking about things, the true experience that the customer had, that's what's really powerful. Words people use in those reviews are extremely important.

**So you want to guide people on how to leave a review because** the keywords are absolutely being indexed—how they're being used, and if they're being used in something which is called justification—when you're looking at a Google Business Profile and underneath the profile, you'll see usually a star or exclamation point or a little blue kind of bug badge thing and it's going to be based on the intent of the search.

Additionally, you'll notice that there are these little chips underneath your business profile near the reviews where it says professional or real estate. Those are picked up from the reviews and also show a number next to them. So the number might be 8 plus, 22 plus because it was just adding up the number of times people use those words.

The more people use these words, the more you're going to be found for these types of searches.

So if I'm looking for a personal, professional real estate agent in San Diego, those keywords will likely be in the reviews left for the business.

**You want your customers to use the keywords you want to rank for, but you can't directly ask them to.**

### Why can't you just ask for a review?

Because if you are asking, then there's a high chance that you're directing them. And it's not necessarily against the guidelines, but it's going to interfere with portraying the real experience that Google wants.

If you ask customers to leave a review by email or text message, you're putting your business at risk because now your competitor or anyone to whom you send those messages will have that message as evidence and proof and they can go to Google and report it and say, *"This merchant asked me specifically to do this."*

There's one scenario where somebody came into a shop and they had a sign that they put right on their counter that says, *"We will give you a free bud for a five-star review"* and so the user, which was a competitor, took a picture of this, took a picture of the building, did a video, and showed that the sign was there.

This shop has been asking for reviews ever since it opened up. So Google wiped out 500 reviews overnight, and their ranking went down.

### How to ask for a review and get those keywords the right way.

Let's say you're a real estate agent. You've just closed on a home. You're walking your client through the home and you say, *"Congratulations. Here are your keys."* You've got a happy customer right in front of you. Super duper happy.

So what you're going to do is you'll say, 'Hey, would you mind — like your son, daughter, or whoever is here — taking a picture of us in front of this beautiful home?'

*"Would you mind leaving us a review on Google?" and they're going to say, "of course great" and you continue with the reason, "...because what we can do is we can attach this picture to the review and show off your beautiful new home." And then you say, "excellent, take the picture.". When they are about to write the review, you say, "Okay, cool."*

With this review, here are the key components to it. This review is not a form. This review is to help everybody else that's going to talk to me in the future. So when you're writing the review, keep that in mind. So immediately that's *"Oh wow. I get to help somebody else. Awesome. I like that."*

So it's just psychological. You're getting them prepped. And then the second part of that is *"Would you mind mentioning where we're at? Like this city. Would you mind mentioning my name or my business? And would you mind talking a little bit about the process? And what we did here?"*

Now that, of course, can be expanded—if you want to really drill into it, you can bring it out and expand on it further. So that way you're giving them the creativity. And so then they'll just go ahead. They'll write the review. Sometimes they might even say, 'Hey, would you mind reading this?' But then they'll post it.

And you've also had to coach them just a little bit.

### **What about pre-writing the review for them?**

A lot of your customers might say, *"Why don't you just go ahead and write it for me?"*

You should avoid it to prevent getting flagged by Google. I haven't seen a case where somebody has gotten in trouble for a pre-written review but again, it's better if it's coming from your customer's words, their language.

The problem is that we, as human beings, have a very specific way of writing things. So we're not going to be extremely creative. And the fact is it's pretty much set in stone, our style. So you're going to keep on writing the same thing, basically over and over again. It's going to sound the same. It's going to read the same.

So now when a competitor sees this, they will go ahead and start reading your reviews and see that they sound the same, using the same words, phrased exactly

the same. They will then assume that those could be fake review profiles or that your business is buying reviews. This will lead them to report your business to Google, claiming you didn't earn those reviews.

And the fact is that when someone from Google is hunting down and trying to get reviews or remove a business from Google Business Profiles, what they look for are patterns and once those patterns are found, they get those reviews removed.

So you can do that to your competitor but that's the nasty thing that competitors do to each other.

### **Why shouldn't we buy fake reviews?**

Why you shouldn't buy goes along the same lines as review gating. The penalty is basically the same.

So with review gating, what you're doing is you're basically putting a piece of code on your website, or you're sending somebody a text message where they are asked for a review.

If you put in a review rating of say, one to three stars, what will end up doing is it will end up directing your customers over to a form that they can fill out then this goes directly to the merchant and does not leave the review on Google, Facebook, Yelp, or anything else.

But if a customer puts something that's four or five, of course, that will be sent over to Google to leave us a review.

You may have actual business reasons for Review Gating which might be that you want to see every review—especially bad reviews, and I want to reach out to them but Google doesn't care though.

### **Google says if your review gating, you're basically going ahead and you're manipulating your review score.**

There's one business, in particular, a master of over 6,000 reviews in a six-year period. Great ranking too. They were reported by a competitor who went in and

looked at their website, looked through the code, and found a software company associated with Review Gating.

They looked at when it was installed and when it was removed. And then they took that and reported it to the Google community and that escalated to Google two weeks later. **Google removed all 6,000 reviews even though a lot of them were legitimate, it didn't matter, what mattered to Google is they were breaking the rules.**

**Another reason that you should not buy fake reviews is that people who are selling these reviews are not the most intelligent people in the entire world, and like any good thief, they will leave tracks, lots of tracks.**

Example: Singapore is a hub for fake reviews, so it was Japan and China where they get a bunch of cheap phones, put them on banks and you've got operators that are doing nothing but sitting there leaving reviews all day long, even if they're using a spoofed SIM, which most are still traceable by Google mainly through IPS.

Google got its tentacles everywhere, so it can detect these things. Again, the people paid to write reviews are usually not very smart about it.

And they'll sit there and leave a review, say for one real estate agent and then another one and then another one and another one and they're all in San Diego and they're all in the same day. Okay, cool — you just bought 10 homes. Good for you. **Obviously fake.** Sometimes they will leave reviews with crappy names, like Lenny Kravitz or Obama. And for these users who only have two or three other reviews, they're all in the same area and they're all five stars, so you can tell.

And then they leave a one-star review for somebody else because they're paid to leave a negative review as well. That happens a lot too, building fake listings and all sorts of different little things.

### **What happens if you buy fake reviews?**

When you start buying fake reviews, your competitors are going to notice almost immediately because they are watching you like a Hawk. And then they're going to be like, *"This is not fair. How could this guy go ahead and get 30 reviews in one day when normally he only gets one review a week? Again, it doesn't look right".*

So what's it going to do? It's going to report to you.

What Google's going to do is the bot will go to take a look at it and see if there's any kind of identifiable pattern in the reviews, which they're usually going to find or somebody is going to point it out and Google will go ahead and remove at least the fake reviews.

Sometimes, this is the bad, horrible part, what Google will do is now they're going to look at your entire review history. And they're going to say,

*"You know what? These reviews are fishy too, because of our spam signals. So we're going to kill those too."*

Google will not investigate deeply. They are just going to kill them and the problem is that, and this is a general rule of thumb that anytime you reach out to Google support or somebody reaches out to Google support on your behalf, in this case, you always have a chance of losing your listing or losing your reviews. Always. It doesn't matter what it is.

So let's say you went out and bought a hundred fake reviews. All of a sudden, one day somebody comes along and your listing gets suspended out of the blue. So you reach out to get reinstated and you get reinstated, you end up moving, and proving that you're in a legit location.

But when you come back, you're like, *"Crap, 50 reviews are gone. How'd that happen?"*

You contact Google and say, *"Thank you for reinstating my listing. I've lost 50 reviews,"* and Google will tell you they were deemed spammy and removed."

But they might've been real, however, that's the big thing. When you are buying fake reviews, you're immediately going to be suspected of other types of activities that are against Google's guidelines.



# What can get your GBP suspended and then what do you do when that time comes?

Suspended

This location has been suspended due to quality issues.

[Learn more](#)

People don't even think about getting suspended until it happens. And when it happens, you are probably going to be in the most helpless space that you've ever been in, because there's nothing that you can do.

The only thing that you can do is look for reinstatement, or seek professional assistance because Google will also tell you sometimes, *"Sorry, you're just not in compliance"*.

They don't give you a heads up and give you a reason. They just say, sorry, we're not going to reinstate you and then you have to scratch your head and figure it out.

What causes a Google Business Profile suspension?

- 1. You have intentionally done something wrong and those things can be very simple such as naming your business as not actually the name of your business.**

For example, you listed your business name as *'Dennis Yu, the best real estate agent in San Diego who will find you the best house,'* but your actual name is *'Dennis Yu Real Estate Agent.'*

So in that case, you're just putting keywords into your business name, just because you want to rank for those keywords.

Why?

Because everybody else is doing it. So it looks like a great idea but it's not.



**Adding keywords to your business name can get reported.** Often, someone will suggest those keywords be removed, you'll add them back, they'll remove them again — and you'll repeat the cycle. Every time you do that, You're literally rolling the dice — especially in real estate, which is considered a **duress** category — and people will report you.

There's a 60–70% chance you'll get suspended by changing your name back and forth. It's considered suspicious activity.

Another situation that can happen in cases like this is somebody will just go ahead and suggest your name change and when you change it back, they will use what's called the Redressal form.

They submit the Redressal form, which goes to Google's Spam Ops team, who then say, *"We can see the history of this. The user keeps changing the name back, even though it's suggested otherwise it is misleading. It is actually fraudulent in nature."* So Google will suspend your listing.

Sometimes, they'll suspend every listing in your account if location spam is suspected.

## 2. Location spam

It comes in multiple formats. The most common that's going to be for a realtor is going to be that they are listing their home address publicly on Google Business Profile. They haven't hidden the address.

If you don't know how to hide your address, you just go to the info tab and then click on your address, and have your address cleared or removed completely.

A lot of people don't do this because their SEO person told them, or they think that they will not rank well if they don't show their address. This is actually a violation of Google's guidelines because it's usually a home address and you don't have signage. So there is no way for a user to actually find your business, except by coming to your address.

Another thing that will lead to Location Spam is somebody who's using a fake or virtual address.

What that means is if you're getting an address at a UPS store or PO box, because even though you have given an address, again, it's not something somebody can just come to and do business with.

There's that, and then there's using virtual addresses — like Regis, DaVinci, or even WeWork.

With those, you're usually dealing with empty office spaces filled with desks and rented out to hundreds of companies. So there are a hundred people at this address and you are one of those, but nobody's actually there.

So when somebody from Google is hunting down spam or fake companies basically to help companies rank, the first thing they do is look at your address.

### **So for agencies that work from home — what should they do?**

Agencies that work from home should definitely clear their address straight up.

If you're an agency and one client gets suspended — which happens regularly — all your clients will start getting emails and now you're getting all these phone calls because all your clients are saying, *"What did you do?"*

So one client getting suspended could cause a cascade, the trigger for all the clients and for the agency's account.

Let's say you're an SEO company making suggested edits on profiles with name stuffing — and you don't do your research. You go ahead and make willy-nilly suggestions without checking their website.

Each edit on Google Maps or Google Business Profile affects your trust level — based on quality review and score. It's connected to your local guide score.

When you keep making bad edits, they often get rejected — but sometimes they go through. Then your Local Guide account might get suspended — or it might not.

But this trust level is going to a certain point where they don't trust your accounts anymore.

The same thing goes for pay-per-click agencies.

Pay-per-click agencies often use the same email for managing PPC, MTC, and their GBP account. It's a very common practice because it makes sense and that's how pay-per-click accounts get banned all the time.

You might work with a pay-per-click agency that's white-labeling another agency. Their account gets suspended. The agency that's white labeling doesn't, but it cascades into your Google Business Profile.

So what do you do?

You're screwed and you just have to use different email addresses. If you want to protect yourself, then you don't suggest edits with the same account that you use for Google Business Profile and if you don't use it well, you must be really careful who you use for pay-per-click, that one's really difficult to insulate yourself from. Except for the fact that most pay-per-click agencies don't need access to your Google Business Profile Listing.

### 3. Too vague in your Office Hours

You've got yourself listed as 24 hours. So that means that somebody is going to be able to come at 2:00 AM and knock on your door and get serviced. Probably not going to happen because they probably would get terrified.

### 4. Google Sweep

Sometimes your Google Business Profile listing can get suspended for no reason. Google Sweep is where GBP is going out their spam ops team. And they're going to usually choose a very specific geographic area, say, San Diego and they're going after a specific category such as real estate and they are basically running an algorithm that states that *"Here are our new spam signals. Here are our existing spam signals. Now let's do a test."*

They'll run a Mendel test, which is built to expect X false positives. If they get more than that, they'll start shutting people down.

If you're following the guidelines, you probably won't be hurt by it.

If you are suspended, make sure you're prepared to appeal. Right now, only 4% of businesses are actually prepared and ready to be reinstated.

If you're not in compliance, and it takes weeks to figure out why not, your ranking is going to tank.

**Even if you think you're within the guidelines, you probably aren't and you'll get caught up in one of those sweeps.**

And based on the statistics of it, that is 30% of businesses will be suspended, whether they're in the guidelines or not in any given year. So what's worse is that 4% of businesses that are suspended are prepared and ready to be reinstated.

Why is that number really important? That's four out of 100 businesses. And the reason that's important is that when you are in compliance with Google Business Profile and you submit for reinstatement, if you are in compliance, you'll be reinstated in 24 hours. Guaranteed.

But if you're not in compliance, you'll submit a reinstatement then you will still get a response in 24 hours but it won't be the response you wanted. It'll be that dreaded, *"You're not in compliance."* Go read the guidelines in which everybody says *"I read the guidelines. I'm in compliance."* but in reality, nobody reads the guidelines. And even the ones that do, don't understand it.

So that should have only been a one-day down and an additional 72 hours. So four days total to gain your ranking back. Because when you submit reinstatement, the 24-hour period is basically the morning, usually around 6:00 AM.

So you're looking at four days of no exposure and lost visibility at the minimum. But if you're not in compliance, take those four days, expand out and it could take you weeks to figure it out.

**How much revenue would you be losing with your GBP suspended for one month?**

A lot. We're talking millions in lost revenue — plus clients can't find you or read your reviews.

## 5. Duress

If you're in a Duress category like real estate, editing your name, business info, phone, hours, or website can get you suspended.

A suspension could happen at any time. It could happen once per year. There is a 36% chance in any 12-month period that a business in a Duress category will be suspended.

What are the other Duress categories?

- Locksmiths
- Lawyers
- Different kinds of doctors
- Chiropractors
- Med spas
- Doctors
- Dentists

They do get suspended, but they usually get suspended because they're doing things like location spam, and name spam.

## 6. Duplicates

For example, doctors with multiple locations can have multiple profiles — but if they don't update hours properly, they'll get suspended.

# Q&A: 5 Questions To Ask On Your Google Business Profile

## 1. Sorting Question:

What stage of business? (This helps us find the language and needs of each client type.) [We have 5 stages of the business journey model which allow us to do this.](#))

## 2. Why/Need Question:

Why did you buy/hire (insert product name)? (What's the need?)

## 3. Content/Marketing Question:

What piece of content or thing did I share that caused you to want to buy?

## 4. Differentiation Question:

Why did you buy from us? (Or if it's a personal brand-driven business: 'Why'd you buy from Todd?')

## 5. Biggest Win Question:

What would be the biggest win you could get at the end of the program?

Process:

Call customer --> Record Call --> Send the recording to Rev.com --> Copy responses from each question into the corresponding cell in the spreadsheet next to client name --> copy responses from a column into [tagcrowd.com](https://tagcrowd.com) to capture words people use --> highlight the best lines/stories/situations people give you --> this content becomes subject lines, headlines, product names, stories you share.

## Examples and Extra Advice

Let's take a look at some actual businesses.

### Sal's Gilbert Pizza

#### Sal's Gilbert Pizza

[Website](#) [Directions](#) [Save](#) [Call](#)

4.6 ★★★★★ 1,506 Google reviews

\$\$ · Pizza restaurant

Thin-crust pizzas & pastas are the focus of this old-school joint decorated with murals of Italy.

**Service options:** Dine-in · Curbside pickup · No-contact delivery

**Located in:** Gilbert Town Square

**Address:** 1150 S Gilbert Rd, Gilbert, AZ 85296, United States

**Hours:** Closed · Opens 10:30AM ▾  
Updated by business 3 weeks ago

**Health and safety:** Staff required to disinfect surfaces between visits · [More details](#)

**Menu:** [gilbertpizzaaz.com](http://gilbertpizzaaz.com)

**Order:** [farebites.com](http://farebites.com), [trycaviar.com](http://trycaviar.com), [grubhub.com](http://grubhub.com), [slicelife.com](http://slicelife.com), [seamless.com](http://seamless.com), [doordash.com](http://doordash.com)

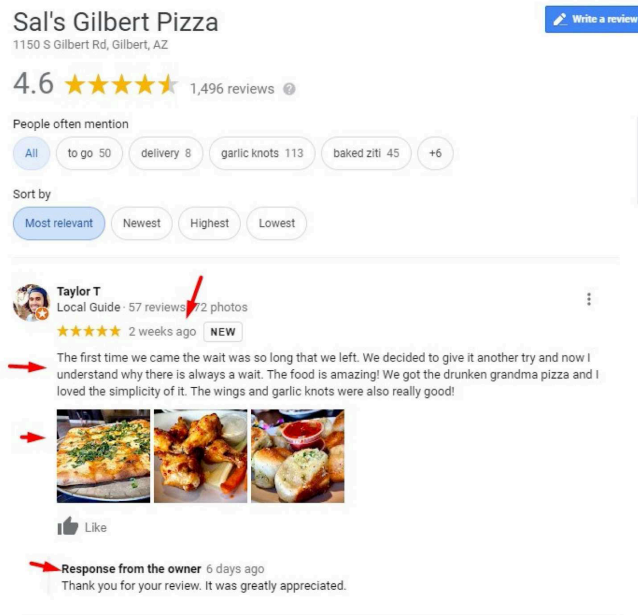
**Phone:** +1 480-633-2226

[Suggest an edit](#) · [Own this business?](#)

**Know this place?** [Share the latest info](#)

They have nearly 1,500 reviews, which is good. They also have a website, directions, a phone number, an address, and all the basic elements - so far so good.

We're not going into the website for this one, but we'll talk more about that in our next example.

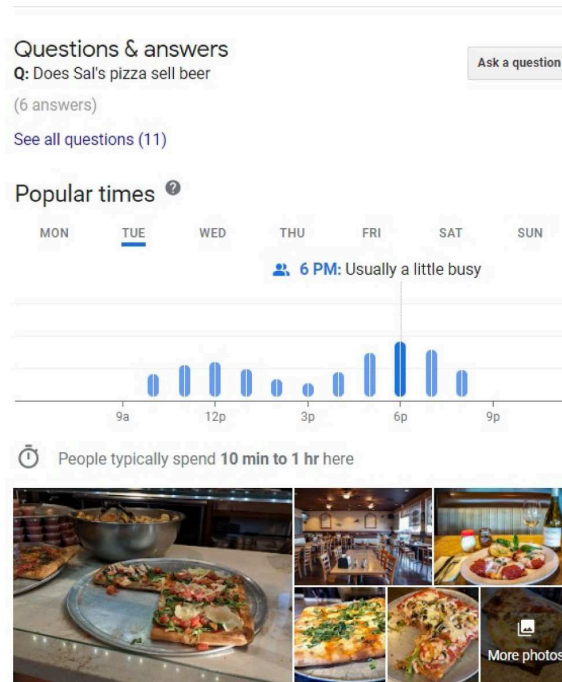


This is a great example. The review is recent — just 2 weeks ago (reviews under 30 days are best).

It has 3 lines of text and 3 photos. Plus, the business actually responded to it. So overall super good. The response can be improved, but this is what you want for your business.

Their response rate is about 70% - not bad, but not amazing either. You want to respond to every single review you get.





They also have questions — another great feature most businesses don't include in their GBP listing.

Popular times and photos.

Sal's Gilbert Pizza  
on Google

Good morning. Due to a shortage of staff we are limited in what we can do. We are working as fast as possible to hire and train new crew. Please be patient with us. We are doing the best we can. Thank you for your understanding and continued support.

Sep 3, 2021

We will be closed 8/2 - 8/5 for vacation. We look forward to seeing you on 8/6. Thank you

Jul 31, 2021

Profiles

Twitter Facebook Instagram

People also search for


View 15+ more

Brooklyn V's Casanova Oregano's Flancer's

Only two updates - not enough, but it's still better than nothing. Bonus points for linking their social media profiles.

## Sizzle Mongolian Grill

### Sizzle Mongolian Grill



[Website](#)[Directions](#)[Save](#)[Call](#)

4.6 ★★★★★ 163 Google reviews

Mongolian barbecue restaurant

ORDER ONLINE

**Service options:** Dine-in · Curbside pickup · No-contact delivery

**Located in:** Chandler Plaza

**Address:** 1050 W Chandler Blvd SUITE #3, Chandler, AZ 85224

**Hours:** Closed · Opens 11AM ▾

**Health & safety:** Mask required · Staff required to disinfect surfaces between visits · [More details](#)

**Menu:** [sizzlemongolian.com](http://sizzlemongolian.com)

**Phone:** (480) 590-2755

[Suggest an edit](#) · [Own this business?](#)

**Know this place?** [Share the latest info](#)

#### Questions & answers

Q: What's the opening date

(1 answer)

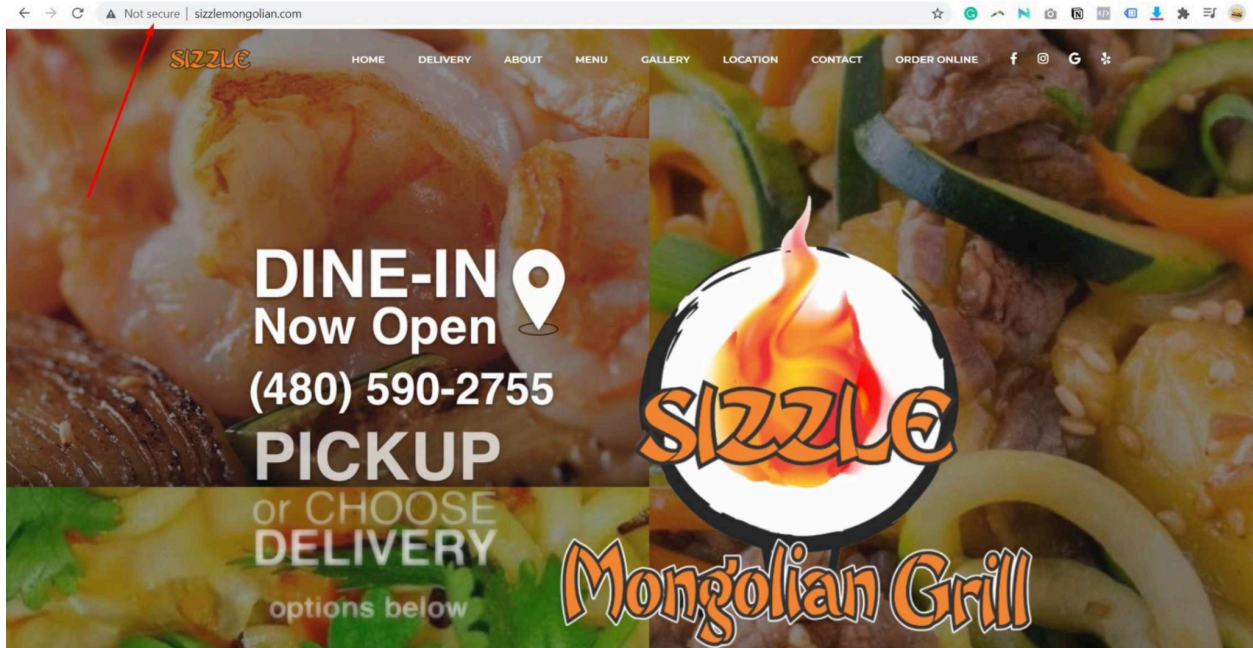
[See all questions \(3\)](#)

Ask a question

Fewer reviews, fewer photos and content in the reviews, and also fewer responses from the owner. Only 3 questions, no posts, no offers, and just 1 social platform linked.

This is still a relatively good profile, but not as good as the previous one.

Let's see how their website is doing.



Their website is not secure. That means it doesn't have an SSL certificate installed.

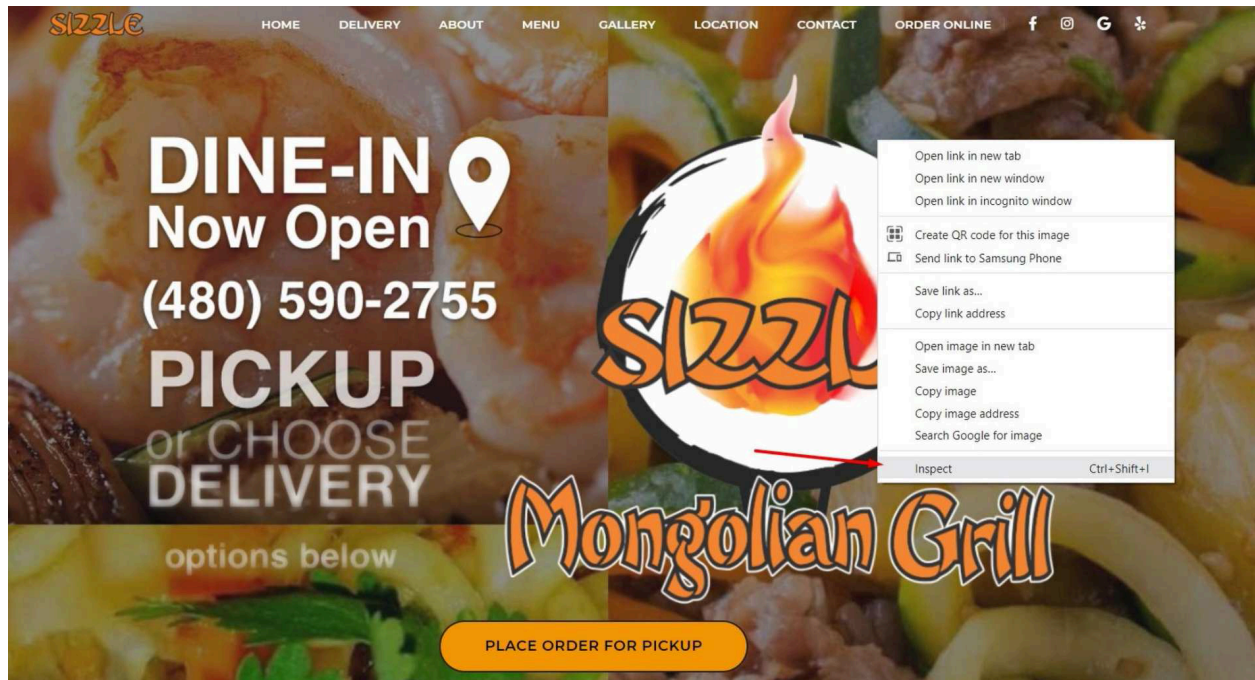
You really need to have that on your website, because if you don't people are going to be more skeptical about entering your website.

Google might also give warnings telling people the website is not secure, and it will also affect your tracking and indexing.

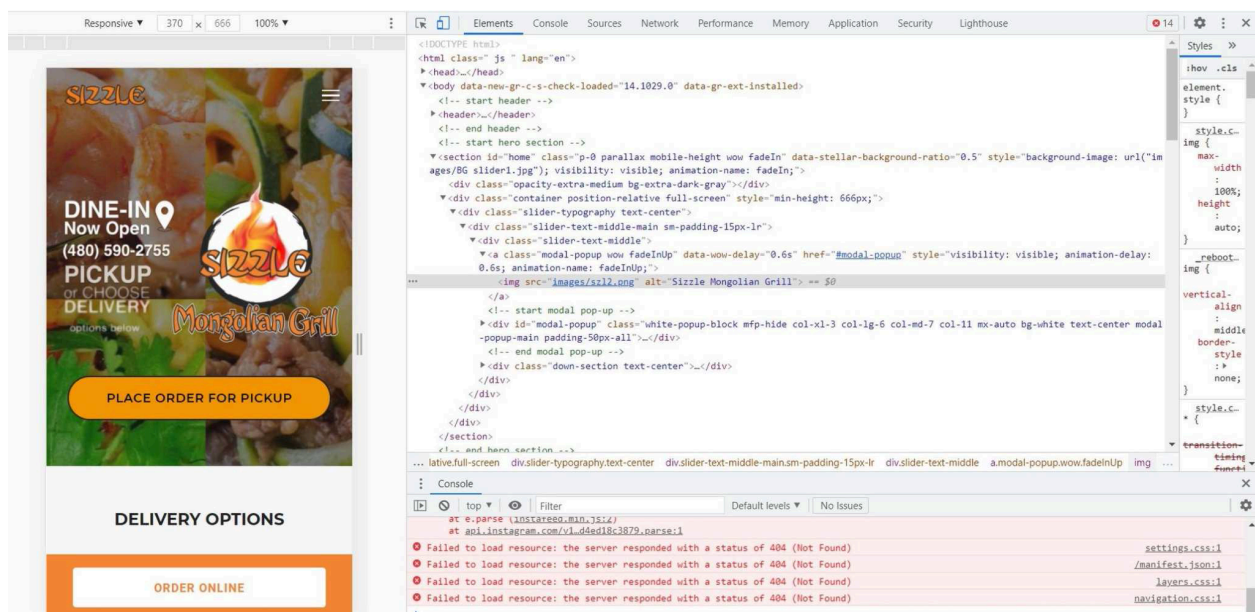
## Responsiveness:

To check your website's responsiveness, do this:

1. Right-click on the page and choose Inspect



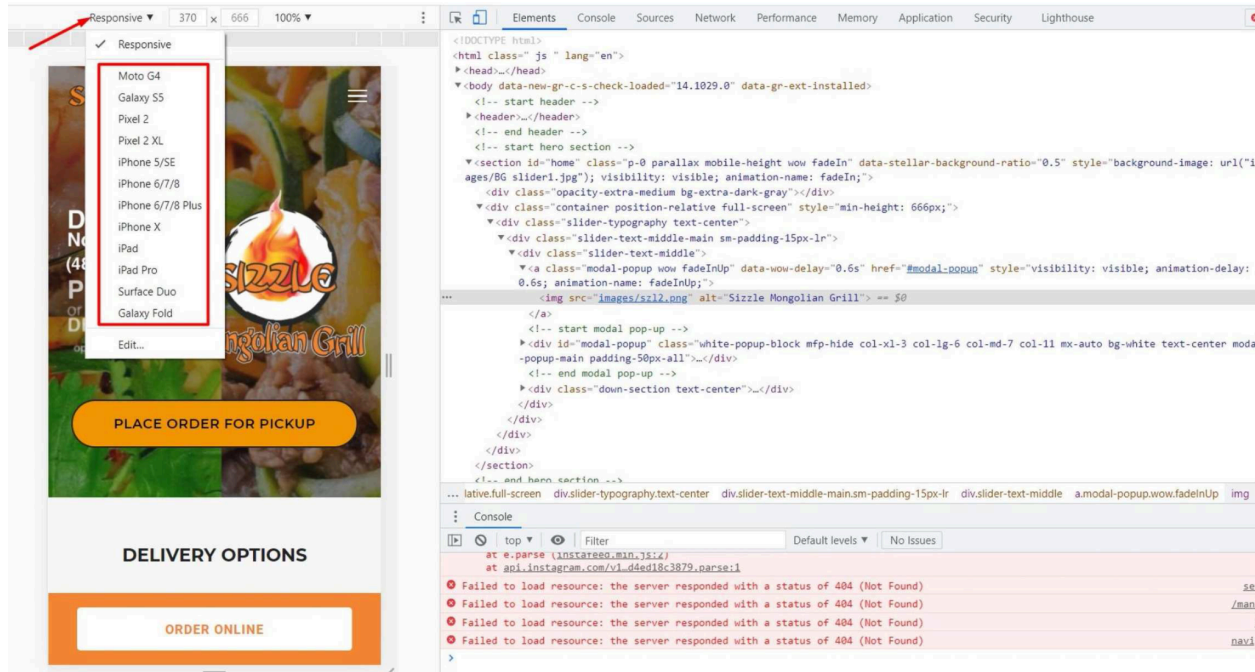
This will take you here:



Don't get scared because it's not complicated.

2. Click on the list in the top left corner and choose the view you want for the website. You have multiple options.





You can choose responsive or a particular type of device. If the website fits well inside the view, without cut corners, text, or images - then it's responsive.

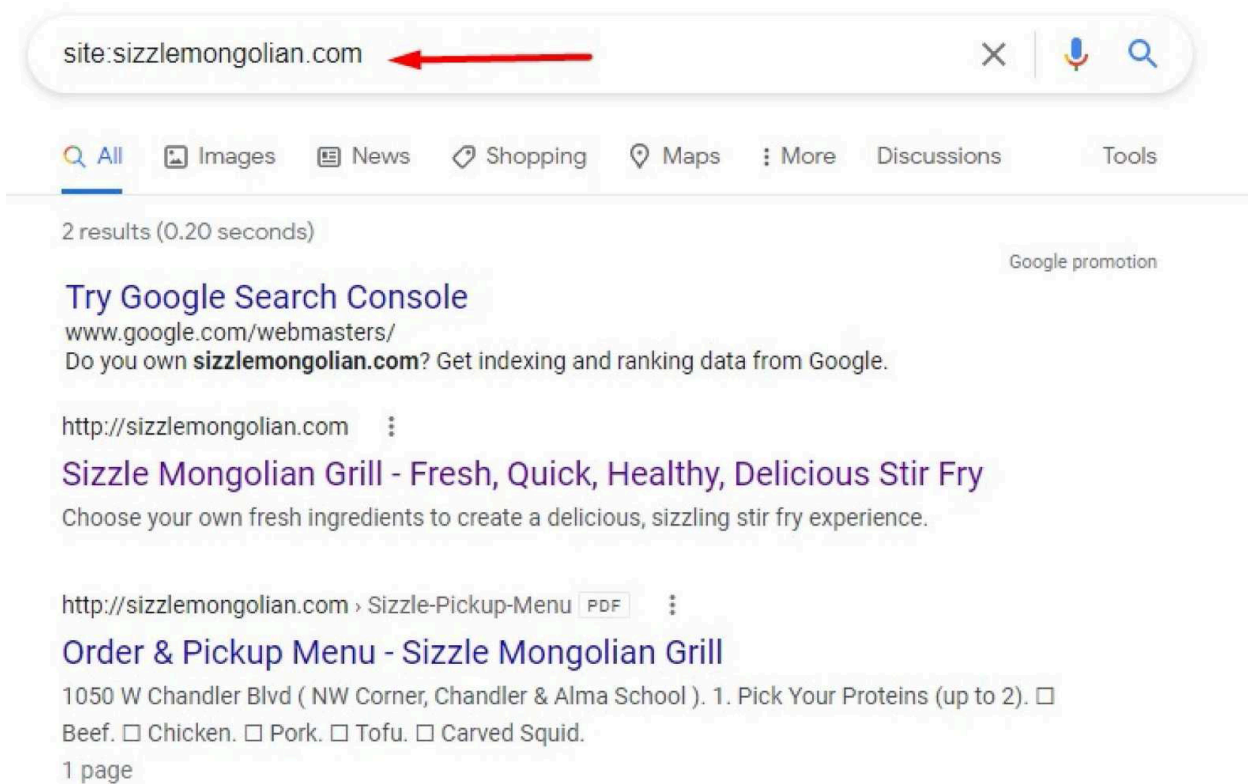
If it doesn't fit well, speak with your web designer and have it fixed as soon as possible.

Over 80% of the traffic is on mobile, so a non-responsive website is a waste of money, time and energy.

## Web Pages:

Go to google and search for "site: [Your website URL]"

Here's an example:



What does that do?

It tells us how many web pages there are on this website. There were only two that could possibly be used.

If you're a local business, you should have at least 100 web pages. It may seem like a lot, but it's not.

Every review you have, every social post, every tweet, every one of those, you just turn into a post. It's super easy to do on WordPress.

Now, because this website has only 2 pages, it's hard to rank on Google for a lot of keywords, because you can't just add thousands of keywords on 2 pages without making them look horrible and meaningless.

However, if you have dozens or even hundreds of pages, you can create content around a lot of keywords, which puts you in a better position on Google.

You can find out what keywords you're ranking on and what keywords are used often using Google Search Console and Google Analytics.

You can also use tools like [Ahrefs](#) and [SpyFu](#).

Backlinks 2.0

Backlinks

- New
- Lost
- Broken

Referring domains

- New
- Lost

Anchors

Referring IPs

Internal backlinks

Link intersect

Organic search

- Organic keywords 2.0
- Organic keywords
  - New
  - Movements

Top pages 2.0

Top pages

Top subfolders

Top subdomains

Competing domains

Competing pages

Content gap

Pages

- Best by links

Position

Volume

KD

CPC

Traffic

Word count

SERP features

Include

Any

Exclude

Any target

🇺🇸

256

🇦🇺

9

🇨🇦

4

🇮🇪

3

More

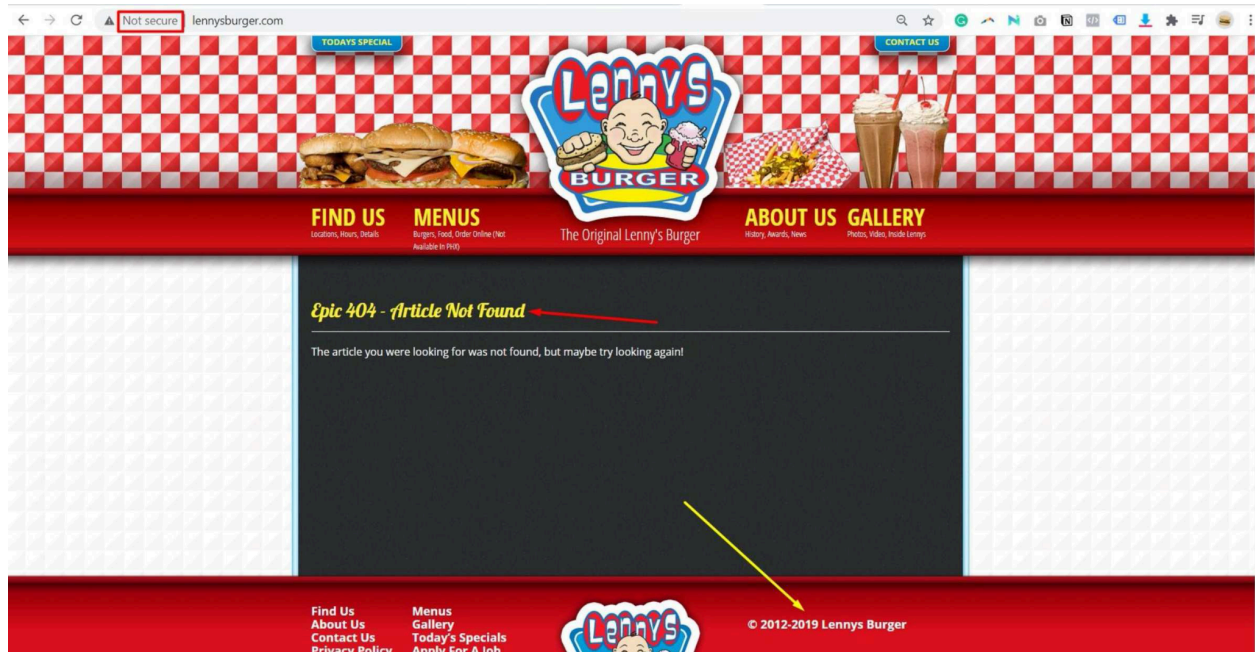
Export

Keyword	Volume	KD	CPC	Traffic	Position	URL	Upd.	
mongolian grill	5	29,000	53	0.80	326	10 1 6	sizzlemongolian.com/	15 May
sizzling mongolian bbq	4	70	0	—	25	1	sizzlemongolian.com/	4 Apr
sizzle mongolian grill	5	30	0	—	9	1	sizzlemongolian.com/	13 May
sizzle mongolian bbq menu	2	20	0	—	6	1	sizzlemongolian.com/	20 Apr
mongolian grill arizona	3	40	6	—	4.0	4	sizzlemongolian.com/	7 Apr
sizzle mongolian bbq	50	0	—	2.9	2 1 1	sizzlemongolian.com/	22 Apr	
mongolian grill chandler	4	10	1	—	2.6	1	sizzlemongolian.com/	7 Apr
sizzle mongolian bbq	10	0	—	1.7	3	sizzlemongo-	7 May	

For Sizzle Mongolian, their homepage is the one that's ranking for all these keywords, but what if they had 20 more pages? Imagine how it could be then.

So when Google wants to show something about this type of food, it only has two choices to show, because they put everything on just 2 pages.

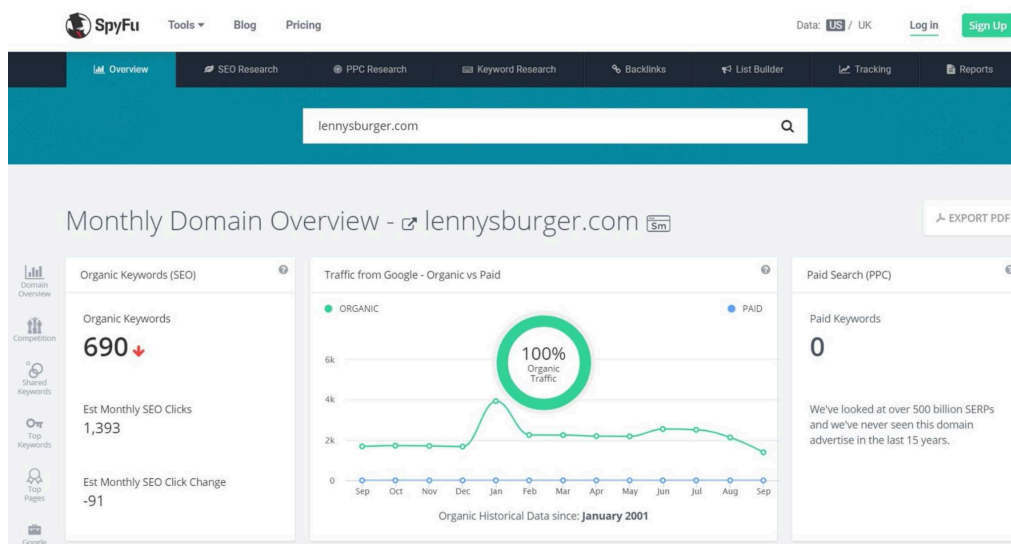
# Lenny's Burgers



This website is not secure. It lacks a favicon, the homepage is down, and the copyright date is stuck in 2019.

These are simple optimizations that you should do no matter what.

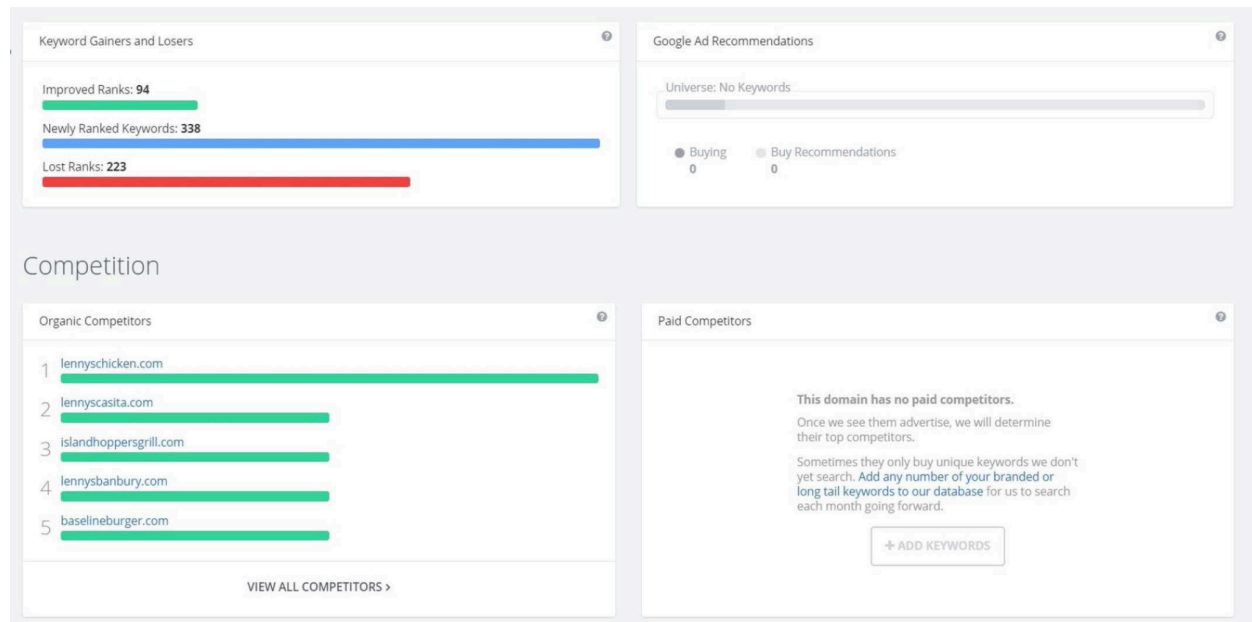
## Keyword Ranking:



If you go on [SpyFu.com](https://spyfu.com), you can check your website's keyword rankings, competitor

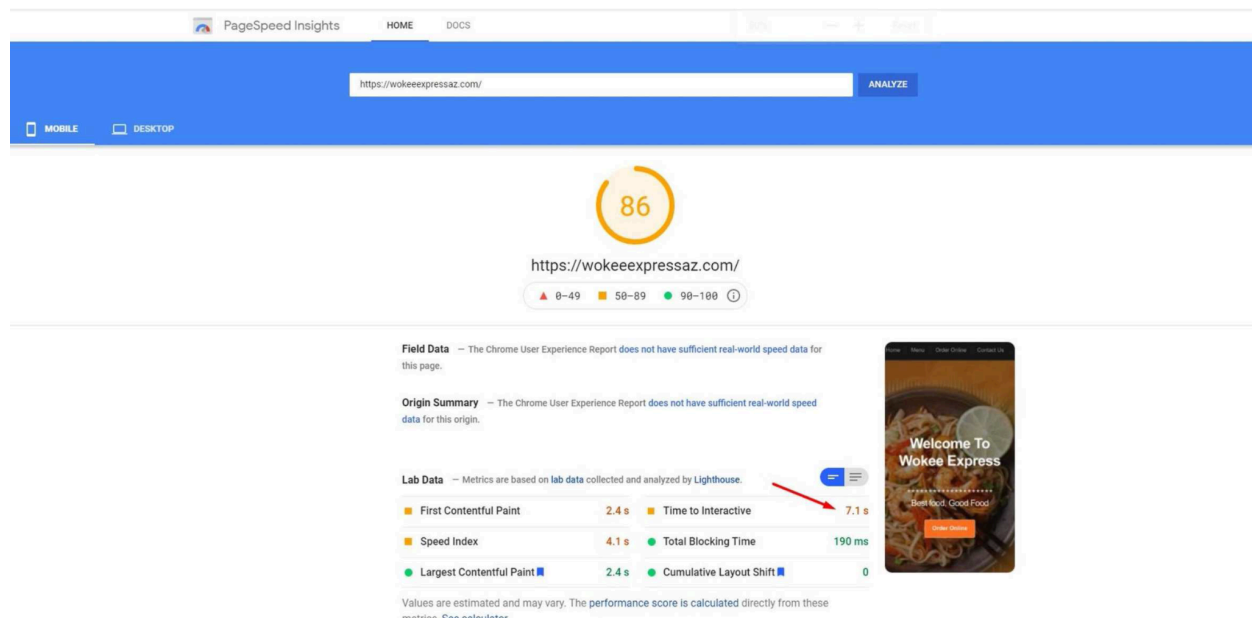


sites, and common search terms.



## Google Mobile and Desktop Scores:

If you go to Google's Speed Insights you can see what score your website has on mobile and desktop.



This website has a pretty good score, but the time to interact is really bad at 7.1 seconds.

Most people are not going to wait that long for a website to load. So if your website takes longer than 2 or 3 seconds to load, it's unlikely people are going to wait.

Even if you have the best food or a beautiful design, people won't wait if your site is slow.

And very often it can take so long to load because of the images. They might be too big so it slows down the response. But you can compress those in a lot of ways, so try that if your loading speed is not good.

Also, make sure to cache the images you use - there are plenty of tools inside WordPress for this.

**Bonus tip:** Don't use a carousel in the header because it's going to make things worse. It's just a distraction.

# Link Google Search Console to Google Analytics

Link your Google analytics with your business profile so you can see what happens to your customer when they come to that page of your site and watch the next action. You can look at the flow and see exactly what they do next to see if there are any places where they're being stopped.

It also gives you a chance to look at the demographics, a little bit of the geographics of who they are, and now you can really start measuring. So give yourself a baseline first to see what it's doing now. And then start looking to see if there are some improvements as you go.

By linking these two tools, you give Google the credibility that you have by being able to confirm all that information.

Google is the number one search engine for the reason of the fact the information is correct there and the only reason the information is correct is you, the business owner puts the information in, and Google can verify that.

So the more that there's confirmation that the information is correct, then the higher the opportunity to be visible when somebody is searching for your product, service, or solution

## For Real Estate Agents or anyone part of a Chain

Sure, there may be dozens of you, but each of you needs your own Google Business Profile. You might leave your brokerage or firm, and you'll still want people to do business with you. Even if your team has great camaraderie, you still want to earn the business.

Usually, the broker owns the location, but if you work with a firm, you can still create a business profile on Google Search and Maps. You can even show your designated street address, separate yourself, and post your own content.

### **If you're a realtor without a physical office, but part of a larger team across cities, should you still create a Google Business Profile?**

Enter your physical address to receive a postcard with a confirmation code. Once confirmed, unpublish the address to show you serve the area.

When setting up your profile, choose either: *"Yes, I want people to come to my location,"* or *"No, I serve customers at their location."* That's what you'll choose. Even though your location may be all of CA County and Los Angeles Orange County, you might just be in the Westlake Village area. Wherever you are, you can designate that, but you need to get confirmed and verified first.

Once that happens, your profile will show that you serve the area. So when people search for realtors in Westlake Village or Simi Valley, you'll appear.

So send your home address and then unpublish it.

A common mistake is doing this during verification. That puts you in a loop because you're not yet verified.

1. Invite a strong core group of high-performing team leaders to participate in your SEO and lead generation stack program.
2. Implement agent appointment bookings. Aim for 15 per month through

outbound efforts. Assign a VA to support conversion and follow social media.

3. Be ready to hire and onboard agents to your internal team. Use the digital 12-week challenge as part of onboarding. Build models for new, mid-tier, and top-tier agents.

## Final Words

You now have a detailed description of what GBP means, how to create your own GBP profile, and how to use it to drive traffic to your business.

Most business owners ignore this — which gives you an opportunity. Even those present on GBP often have weak profiles.

The examples presented in this guide are businesses found in the local three-pack, and their profiles could use some work too.

Keep that in mind, and make sure you take action!



## Quiz

1. Aside from Google Search or Google Library, what is the next piece of Google that interacts with consumers?
  - a. Google Maps
  - b. Google Search Console
  - c. Google Ads
2. How long do you have the customer's attention before they decide whether to contact your business?
  - a. Five seconds
  - b. Five minutes
  - c. Five Hours
3. True or False, Everybody is on the same social network/platform?
  - a. True
  - b. False
4. What do you call the position in Google Search where businesses are aiming to be positioned?
  - a. Top Local Search
  - b. Local Three Pack
  - c. Local Search Pack
5. What is a mini website inside Google that has certain sections that need to be filled in order for businesses to get value?
  - a. Google Business Profile Listing
  - b. Google Search Console
  - c. Google Ads
6. What is a Google Extension that you can use to see what categories your top-ranking competitors are using?
  - a. GBP Spy
  - b. Pleper
  - c. Google Search Console
7. True or False: Do you create your Google Business Profile even if you are a home-based business?
  - a. True
  - b. False
8. True or False, you need to verify your business to Google?
  - a. True

b. False

9. How long does it take for your edits to appear on your site?

- a. up to 30 days
- b. up to 60 days
- c. up to 90 days

10. True or False: Not marking your business as temporarily closed when needed can affect your local search ranking.

- a. True
- b. False

11. When we say, post regularly in your GBP. How regular should it be?

- a. once a week
- b. once a month
- c. once every 60 days

12. What Google tool can you take advantage of when creating content that uses a predictive search algorithm based on popular searches to predict a user's query as it is typed?

- a. GBP Spy
- b. Google Predictive Search
- c. Google Search Console

13. What is that little detail you'll get to see near each URL link, and if you don't have it installed on your website, it will just show a grey circle?

- a. Website Favicon
- b. Website Testimonials
- c. Website Video

14. What is first place for review ranking?

- a. 4-5 sentences + a photo
- b. 1 sentence + a photo
- c. photo without text

15. Can you reuse your reviews from other sites on Google?

- a. Yes
- b. No

16. A technique used to basically stop bad reviews from getting published.

- a. Review Gating
- b. Buying Reviews
- c. One-star attack



17. This is a technique used by competitors who leave a fake one-star review for your business.

- a. Review Gating
- b. Buying Reviews
- c. One-star attack

18. Where can you ask for help if your business is being attacked by fake reviews?

- a. Google Business Profile Community
- b. Google Support
- c. Google

19. It's a step Google takes when a business is reported as being attacked. This is designed to protect the business from more fake reviews but may leave your profile locked for three to six months.

- a. Spam Lockdown
- b. Buying Reviews
- c. One-star attack

20. When you file a subpoena against Google, how long should you wait for the response?

- a. up to 30 days
- b. up to 60 days
- c. up to 90 days

## What's Next?

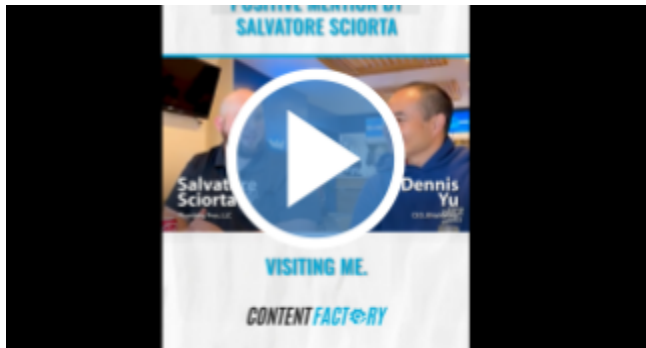
You have completed the Ultimate Guide to Dominating Google Business Profile.



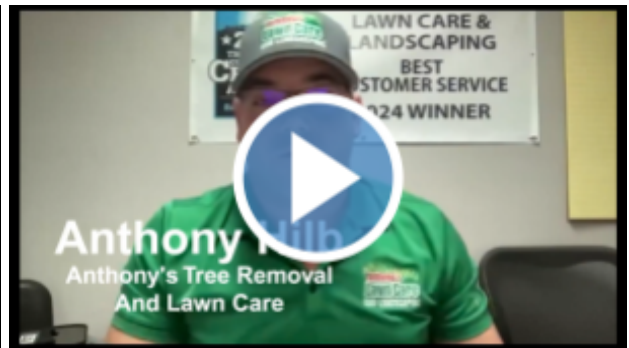
Now, move to the [Dollar a Day Course](#).



## What Others Are Saying



**Salvatore Sciorta**  
Plumbing Pros



**Anthony Hilb**  
Anthony's Tree Removal And Lawn Care



**Michael Stelzner**  
Social Media Examiner



**John Assaraf, Matt and Will**  
NeuroGym





**James D Krystosik**

1h · 📍



Mark, I just wanted to thank you for having guests like Dennis Yu on your weekly training. The information Dennis shared with us on Tuesdays training was off the chart amazing. Please bring back Dennis again and again, he is truly a powerhouse of info on social media. I am joining Dennis's Content Engine program and I would encourage anyone who 1.) does not have time to post on social media 2.) wants to maximize the use of your content to build a tribe. I am excited and will report to our group how my journey with Dennis is progressing. Mark as always you have exceeded our expectations of what we expected to get joining your program. Thank you, thank you. God bless you, your wife and your new bambino!



**Michael Melaro**

Integrated Marketing Communications  
4d



This week I've had the unbelievable privilege to work side by side with [Dennis Yu](#), the world's foremost authority on Facebook analytics. A self-made Silicon Valley executive and literal genius, the man has every right to be full of himself...but he's not. His kind demeanor, down-to-earth approach, and proven results have inspired us to make our company his next big success story. Thank you, Dennis!



58 Likes · 7 Comments



**Duane Mangalindan** ★ recommends **BlitzMetrics**.

June 20, 2017 · 🌐

...

If you ever have the opportunity to learn from this company, I highly recommend it. A lot of people say they care about their customers. The BlitzMetrics Crew not only talks the talk but they "walk that walk."

If you are wanting to take your digital marketing "game" to the next and you are wanting to do this for the long term. You must attend their workshop.

The knowledge, systems, and processes are second to none. But if you are the type who likes to "wing it," it may not be for you.

Strategies that does not rely on one single platform.

Who am I? Just an attendee who's been to countless other "masterminds" and workshops.

If you can only attend one in your lifetime, if you can only afford one. This is the one team you need to learn from.



**Troy Theodore Wruck** ★ recommends **Dennis Yu**.

May 25, 2019 · 🌐

...

Every now and then, if you're lucky enough, you get introduced to someone like Dennis Yu. Being a part of a company that's in hyper growth, on track to be measured in the hundreds of millions, it's critical to have a trusted advisor like him. He is at the top of his game, a most invaluable resource, and his influence is well beyond measure. I wholeheartedly recommend Dennis as an executive coach and ultra-expert in all things digital. His advice is game changing.



**Corey Hunt** ★ recommends **BlitzMetrics**.

January 1, 2018 · 🌐

...

This team is brilliant. It's one company I've followed for years and their free strategies has made me millions of dollars in sales.



 **Mano Guiragossian**  recommends **Dennis Yu.** July 12, 2020 ·  ...

Dennis is one of the few people who provide real value to the community. I've been following his strategies for +3 years and it helped me to get my marketing campaigns to the next level.

 1 1 Comment

 Like  Comment  Share

 **Dennis Yu**  
Much love, Mano! 

Like Reply 1y

 **Rodrigo Avila**  recommends **Dennis Yu.** October 21, 2020 ·  ...

I haven't known Dennis for a long time, but in these past few months, I've been given the opportunity of having him as a mentor and got to know him pretty well. He's one of the smartest and most caring people that I've known, always willing to give, give, give, and help in whichever way he can. You won't regret the chance to work with him. Thank you, Dennis, for everything!

 1 1 Comment

 Like  Comment  Share

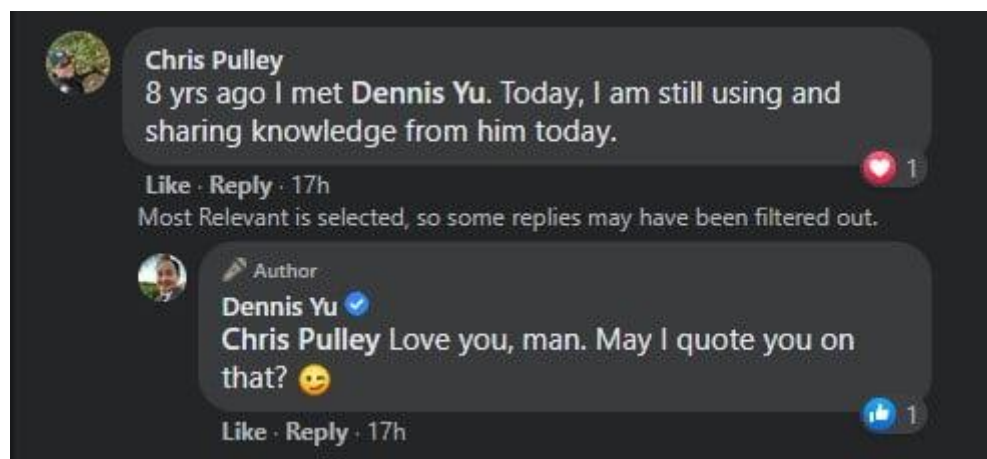
 **Dennis Yu**  
Thank you so much, Ro! 

Like Reply 2w

 **Patrick Palmer**  recommends **Dennis Yu.** July 31, 2017 ·  ...

I have always found Dennis' classes very interesting and a bit over my head, but it just shows me that I have more work to do! Thanks, Dennis for all you do!

 Like  Comment  Share



# Thank You!



**Dennis Yu**  
CEO and Founder  
Content Factory



**Get in touch**

[stephanie@yourcontentfactory.com](mailto:stephanie@yourcontentfactory.com)