

# **GMB Listing Working Plan**



# GMB Packages

Task	Basic	Advanced	All-Star
Business Categories Optimization	✓	✓	✓
Address or Service Area Optimization	✓	✓	✓
Business Hours Optimization	✓	✓	✓
Business Website & Phone Number Addition	✓	✓	✓
Business Services Optimization		✓	✓
Products Upload	✓	✓	✓
Photos, Logo Image and Cover Image Addition	✓	✓	✓
Posts Addition	<b>Once a Week</b>	<b>Twice a Week</b>	<b>15 in a Month</b>
Insight Analysis		✓	✓
<b>Pricing Per Month</b>			

# Table of Content

For more results and reachability to the targeted local customers, you can opt for our customized Google My Business Package in which we'll offer below -mentioned services for the growth of your business-

- Business Name Optimization
  - Business Categories Optimization
  - Business Address Addition
  - Service Areas Optimization
  - Business Hours Optimization
  - Website URL Addition
  - Phone Number Addition
  - Appointment Link Addition
  - Services Addition/Optimization
  - Business Opening Date Addition
  - Business Description Addition/Optimization
  - Labels Addition with Near Me Keywords (According to the most suitable keywords for the business nature)
  - Photos Addition
  - Logo & Cover Image Addition/Optimization
  - Posts – As Per the Selected Package
  - Reply on the Reviews
  - Products Addition\* (if products available or Ecommerce website)
  - Business Attribute Addition
  - Insights Analysis and Report Share – As Per the Selected Package
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## What is Google My Business Listing?



Google My business was designed to promote the local businesses online. It is a tool which help the potential customers to reach your business that don't know about you and your business.

When someone searches for a service provider/product supplier on Google then it shows results in the knowledge graph (Box on the right side of the page) on the SERP feature with the information about the businesses.

Google shows results on the basis of location or query. If your Google business listing is optimized properly, then your business may appear appears on the top results of Google Maps. Mobile phone users can find your business listing immediately on Google Maps and desktop users can find business listing on either 3 pack results of Google or on Google Maps.

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## Benefits of Google My Business Listing

A business can get more benefits if it's Google My Business listing is optimized properly and there are consistent posts regarding the business updates. There are several other benefits of using Google My Business listing for the business, like-

- It's Free and Easy to Use
  - GMB Allows to Appear in Maps and Google 3-pack Listings to Boost Sales
  - It is Highly Visible
  - GMB Provides Insights
  - GMB Listing Helps You Build Trust Among Customers With the Help of Reviews
  - GMB Listing Can Increase Traffic & Leads
  - A GMB Profile Helps to Rank Higher in Search Results
  - GMB Can Increase Engagement With Your Brand
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# Business Name Optimization

For customers to reach the business name should be appropriate, because it is the first and important thing which helps in the GMB listing ranking.

We'll analyze and optimize the Business Name if required to help the business to perform better in the search results



# 02

## Business Categories Optimization

There are basically two type of categories available for any GMB listing, which are- Primary & Additional Category. These categories helps the businesses to get in the desired results of customer's queries.

We'll analyze the competitors and your business nature to select the relevant categories for the business.



# Business Address and Service Areas Optimization



Business address helps the customers to reach the business physical location. For a local business who wants that the customers visit their store/location, must add the address in the GMB listing. If the business has no address available then they can opt for the Service areas in which they provide their services.

We'll check for the proper address and correct pin location of the business on the Google Maps. Also we'll help to select the service areas of the businesses.



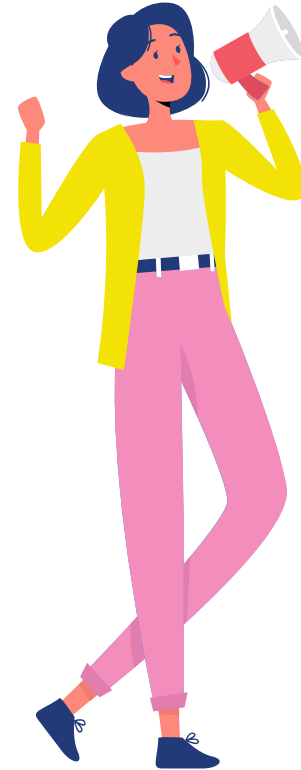
# 04

## Business Contact Details Optimization

Contact details are very important for any business listing, because there is no information available then it can be the reason to loss of valuable leads.

We'll check and add below contact details in the listing-

- Website URL
  - Phone Number
  - Appointment Link
  - Messaging/Chat Option
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# Services Addition/Optimization



If the business is providing any specific services to the customers then it should be mentioned in the listing also, so that the customers can know about the services. Also, by adding the services, business can get benefit in the ranking.

We'll add relevant services offered by the business in the listing and categorized them to give the best results.

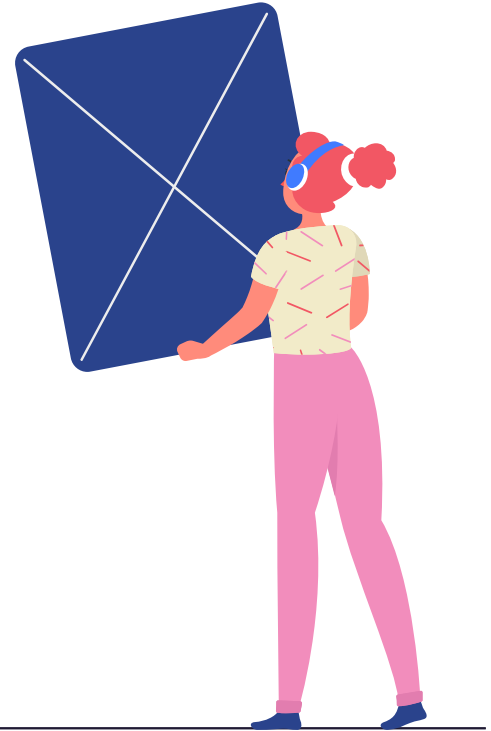
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# 06

## Business Description Addition/Optimization

By adding business description, the business can give overview about the history, vision, and goals of the business. The business description is a very important factor for any business listing to rank.

We'll analyze and add/optimize the business description in way that the perspective of the ranking and details of the business both can fulfill.



# Labels Addition with Near Me Keywords



Labels are basically tags which shows the identification if your business has multiple listings. But by adding these the rank of the GMB listing also improves in the local results.

We'll analyze the best possible keywords and add them in the listing so that your business can perform better than the competitors in the local results with the "Near Me" keywords.

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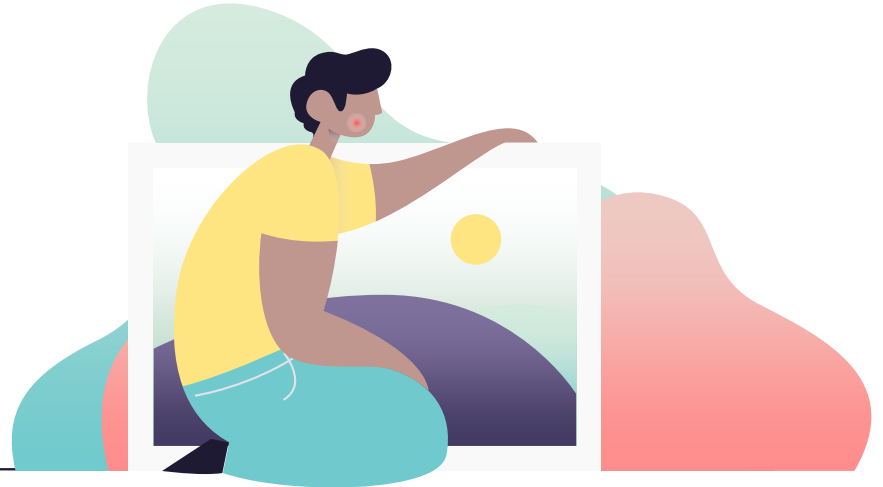
# 08

## Photos, Logo & Cover Image Optimization

The engagement of the customers also depends upon on the photos uploaded by t he business, so high-quality images with following all the Google guidelines should be added to the listing. Also, logo and cover image are very necessary for a listing, so that the customers can identify the business.

We'll upload the business logo & cover image for the listing. Also, we'll upload some relevant images on the listing.

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# Posts Updates



Posts helps the potential customers to know about any latest information, offers, updates, products released by the business. These posts should be regular to gain more engagement from the customers.

We'll add some posts related to the business nature with call-to-action buttons, to get the leads.

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# 10

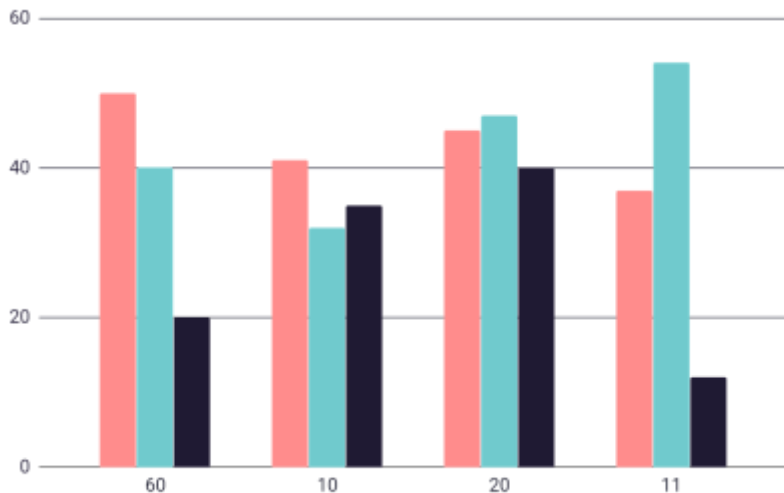
## Products Addition

If the business sales any products or if the business is related to e-commerce, then showcasing the product will be very beneficial for the business, because it will be more convenient for the potential customers to see and purchase the products without going to the website.

We'll add the products on the listings with proper description, images, product name, product category, price and link to buy the product.



# Insight Analysis



Insight is the performance of any GMB listing. By checking the insight one can check that how their listing is performing and on which part the listing needs improvement.

We'll regularly analyze the insights of the GMB listing and work according to the stats which needs improvement.



**Thanks**

