



THE ULTIMATE GUIDE TO

OPTIMIZING YOUR GOOGLE BUSINESS PROFILE

BLUE COAST WEB SERVICES

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INTRODUCTION TO YOUR GOOGLE BUSINESS PROFILE



Have you ever been told to "**Google it**" when looking for information? In 2023, it's not surprising that 9 out of 10 people use Google as their go-to search engine. As a result, Google has become the most convenient way for potential customers to discover businesses. However, it can be difficult to rank high on Google's search results for specific keywords without spending a lot of money and seeing no guaranteed results.

Fortunately, there is a way to increase your business's visibility on Google for free. By creating a Google Business Profile, you can make it easier for new customers to find you. When you search for a service on Google, you may have noticed "The 3-Pack," which lists only three local businesses under the map. This is where you want your business to appear, as **it generates 30%** of all clicks on page one of Google.

Getting your business in "**The 3-Pack**" is profitable and possible, and this guide is a great start in getting you there. So if you want to make it easier for potential customers to discover your business, the steps in this guide can help you achieve this goal.

If you have any questions about this guide or need help setting up your profile, feel free to give us a call or text at 321-499-2619.

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STEP 1: FILL OUT YOUR PROFILE

Head over to business.google.com and create your free Profile. You will need to start by signing in to your google account or create a new one. Just fill in the info as they ask for.

There are a few different ways they will offer to verify your business, but the most common is that you will receive a postcard from Google, containing a pin number.

Once you get that and have verified your business, you can begin filling out **KEY AREAS** on your profile.

This is pretty easy and self-explanatory but, most businesses never even do this.

Start with the Info section.

Remember, Google loves content. The more the better. If they give you 750 characters to write something, try your best to use them all.

Make sure to add your business name, phone number and address. You don't have to add your address, but I highly suggest you do as google seems to reward those who do.

Be sure to add your website as well.

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STEP 2: FILL OUT YOUR SERVICES

After adding the basic key areas, next is services

While you are at **business.google.com** find the "edit services" tab. 



Then click on "+ add more services"

From here, add each of the services that your company offers. It is best practice to add all of the services mentioned on your website.

Don't leave any services out. The more the better. Remember, Google loves content!

You can add a cost if the cost is consistent, but it is not imperative that this is added.

Google allows you 300 characters to describe each service. Try to use all of them or as many as you can.

If your business offers virtual services, that is your service! Be sure you add them. Anything that you offer, add it.

Add at least one image that best shows your service. Preferably one from work you have done that is an example of that service.

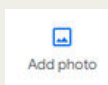
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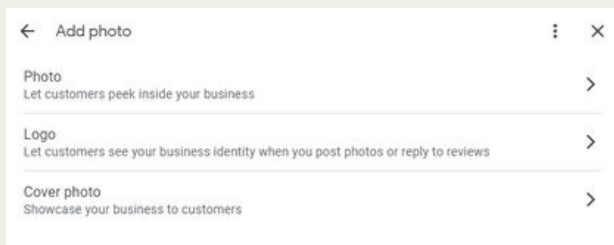
STEP 3: UPLOAD PHOTOS AND VIDEOS

Remember: Google Loves content and data. The more the better.

Click on the add photo tab. →



From there, you will see three sections that look like this.



Be sure to add images to all three. Put your Logo in the Logo section and whatever image you want for the cover photo. This is the photo people will see when your business comes up on Google Business.

In the photo tab, add as many images and videos that are relevant to your business as you can. 20 to 50 right away would be best.

Videos are super important. If you have them, upload them.

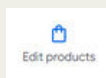
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STEP 4: CREATE AND ADD PRODUCTS

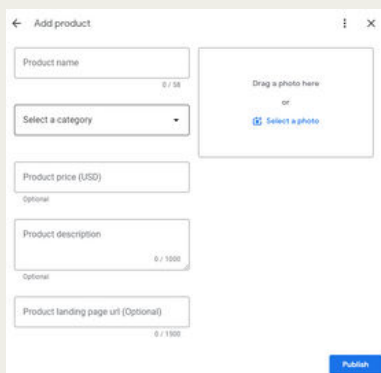
No matter what your business is, this step is important.

Click on the edit products tab →



Then Click add products

You will then see this box.

A screenshot of a mobile app's "Add product" form. The form has a white background and a blue "Publish" button at the bottom right. It contains several input fields: "Product name" (0 / 58), "Select a category" (dropdown), "Product price (USD)" (Optional), "Product description" (0 / 1000), and "Product landing page url (Optional)" (0 / 1000). On the right side, there is a photo upload area with the text "Drag a photo here" and "or" followed by a blue "Select a photo" button with a camera icon.

Fill out the product name. Be sure to use the same name of the products that you have listed on your website.

When you click on the category section there is a dropdown menu. Your categories that you enter should be the same categories as your services. that you filled out in step 2.

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STEP 4: CREATE AND ADD PRODUCTS (CONTINUED)

You then have an option for a product description. It allows you to use 1000 characters. Use them all if you can and if not, as many as possible.

If your product has a set price put the price but if your prices vary, leave that section blank.

Add the URL that will take customers to your product. In the photo section, add as many images as possible that show examples of your product.

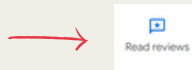
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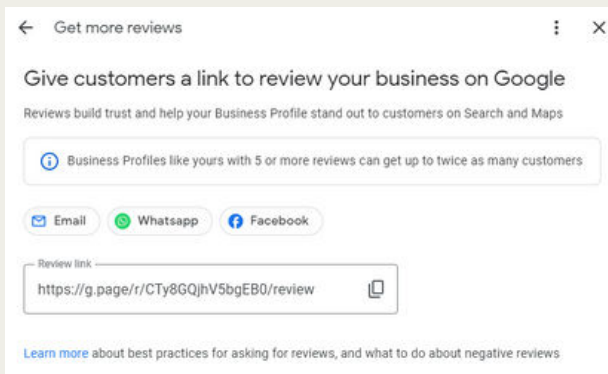
STEP 5: REVIEWS, REVIEWS, REVIEWS!!

You have now arrived at an extremely crucial point of this process, but unfortunately the step that is least out of your control. Well, kind of. Let me explain.

Click on the read reviews tab



In the top right corner, you will see a get more reviews button click on that.



You will notice that google tells you that businesses with 5 or more reviews get twice as many customer. This is great news for you.

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STEP 5: REVIEWS, REVIEWS REVIEWS!! (CONTINUED)

You will also notice a review link. Copy this link and put it somewhere that you will remember. You need to send this link out to any previous customers that you have had. If you have a list of emails or phone numbers, start there.

Your goal is to get great reviews 5+ and have people put as much detail as possible. Listing the specifics about the job you have done.

You will also want to sent it out to any future customers as well. As soon as you finish the job send them the request.

If you can get 10 or more reviews right off the bat, you are doing terrific!

OR Let Experts do it for you!

At Blue Coast Web Services we offer software that automates the process of reaching out to your old customers and your new ones. Allow us to set up a system for you that will automatically send out the request and then follow up. To learn more, [contact us here](#). Or shoot us a text message at 321-499-2619.

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STEP 6: RESPOND TO REVIEWS

Be sure you respond to every review.

Click on the read reviews tab again.

Underneath the customers individual review, you will see a reply button. Click on that button and respond to their review.

Try to use keywords in your response. For example, if you are a pressure washing business you might respond like this:

"Robert, thanks so much for the great review and for trusting us with pressure washing your driveway in Oakland, CA."

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At Blue Coast Web Services we have software that can help you streamline this process. Please [contact us here](#) to find out more. Or shoot us a text message at 321-499-2619.

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STEP 7: ADDING UPDATES

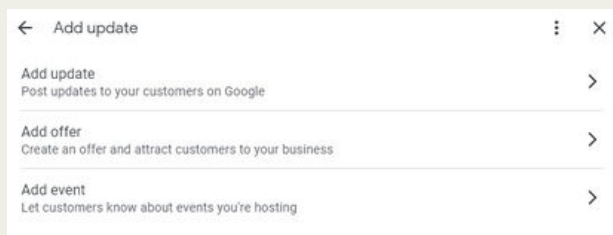
As we all know, Google is trying to take over the world! Just kidding, but seriously they want to try to compete with platforms like Facebook and Instagram. That is where updates come in.

Think of updates as sort of a blog. And Google loves it when you use it often.

To get there just click on add update



From there you will see this



An update would be like a post on social media. Get info out about your company. Be sure to use keywords and add an image that correlates to the post.

An offer would be any special, sale, or just offer that you might be running. Again, use those keywords.

And last is event. Use this if you will be doing any business related activities that are set for a scheduled time.

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STEP 7: ADDING UPDATES (CONTINUED)

Many different studies have shown, and from personal experience, posting updates regularly impact your Google Business ranking.

Again, think of it like any other social media. The more you post, the more people will see it.

OR Let Experts do it for you!

At Blue Coast Web Services we offer packages that will add posts for you on a consistent basis. Please [contact us here](#) to find out more. Or shoot us a text message at 321-499-2619.

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STEP 8 – MAINTENANCE

Remember, Google wants to see action. They want to see that you are using your profile. Keep your interactions high, and keep an eye on your profile.

Here are the best things you can do to keep the momentum going on your profile and keep moving forward in the rankings.

1. Keep adding updates - See step 7. The more updates you add with the appropriate keywords the better. Try to add at least 3 a week. They can be posts, events or offers.
2. Keep adding images - Any time you get a new image that pertains to your business, add it. You can add them with a post too. Try to add a few new images a week.
3. Reviews - If you do nothing else at this point, get more reviews. Any time you finish a job, ask for a review. And be sure that you are responding to those reviews.

Keep on top of these things and you will see your profile move up in the rankings.

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CONCLUSION

I wish I could tell you that is it and you are all set. Now you will rank in the 3 Pack of Google Business. Unfortunately, that is not always the case.

If you have done all the things in this guide, you are off to a great start. Your results will depend on a lot of different variables. Competition is the biggest.

The best way to get in front of your competition is to set up your profile, and then grow it and stay engaged with it. Eventually, you will have more reviews, more posts, etc and rank higher.

Also, don't forget, we are here to help. If all of this seems like too much work, or if you get to a point that you would like someone else to handle the reigns, reach out to us. We have several packages that will help you get that account in the 3 Pack.

Best of Luck!

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