

 **Moreton Bay Highlights**
Google My Business



Learn to upgrade your Google My Business Site

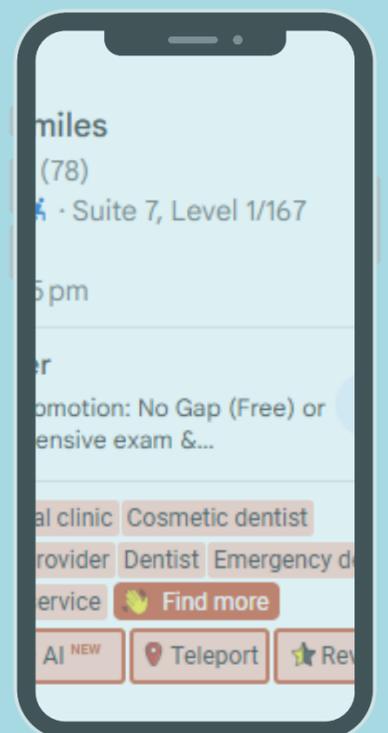
Meet, Connect, Engage



Module 1: Introduction to Google My Business

Lesson 1: Why Google My Business Matters

What is Google My Business?



- The impact of GMB on local search results
- How customers find businesses online
- Success stories from local businesses who optimized their profiles

Introduction

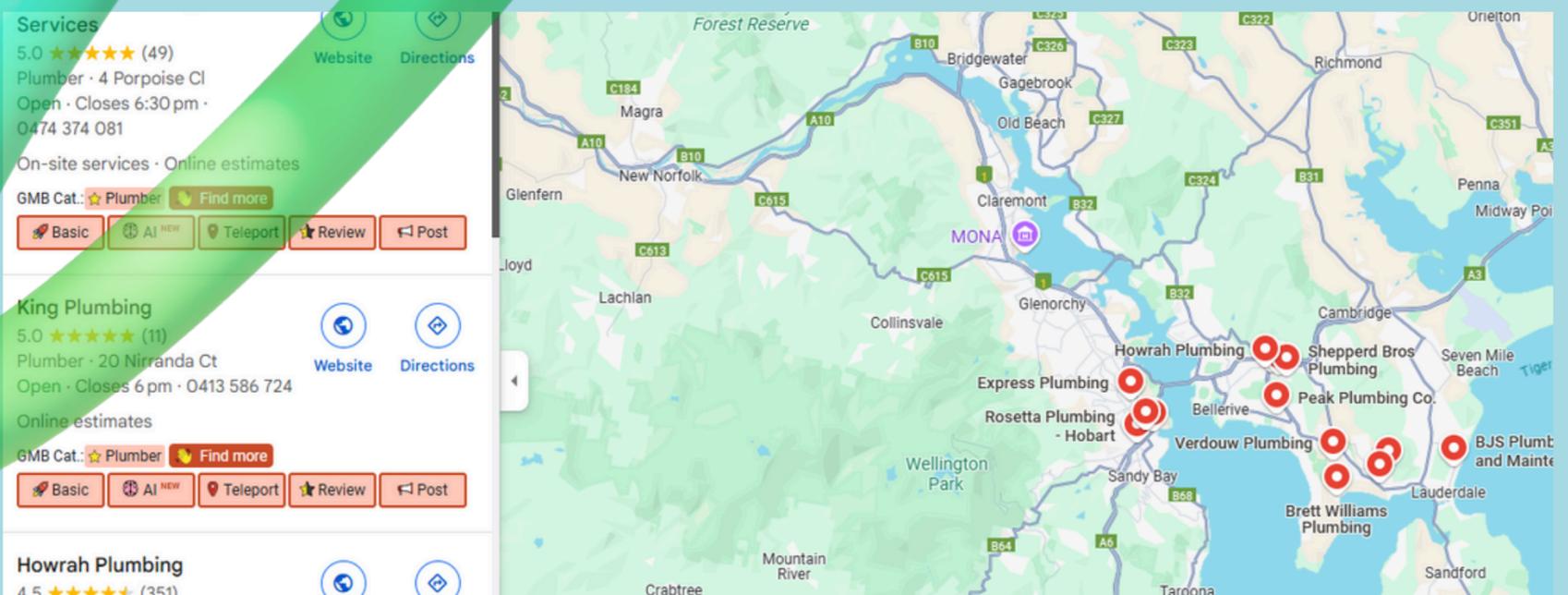


In today's digital world, local businesses need to be visible where their customers are searching—and that's Google Maps. The Google Maps Local Pack (also known as the 3-Pack) is one of the most powerful tools for attracting local customers.

In this guide, you'll learn:

- ✓ What the Local Pack is.
- ✓ Why it's critical for your business.
- ✓ How the Local Pack algorithm works.
- ✓ How to analyze your competitors in the Local Pack.

Let's get started!



What is the Local Pack?

The Local Pack is a featured section in Google's search results that shows the top 3 local businesses related to a user's search query.

Example:

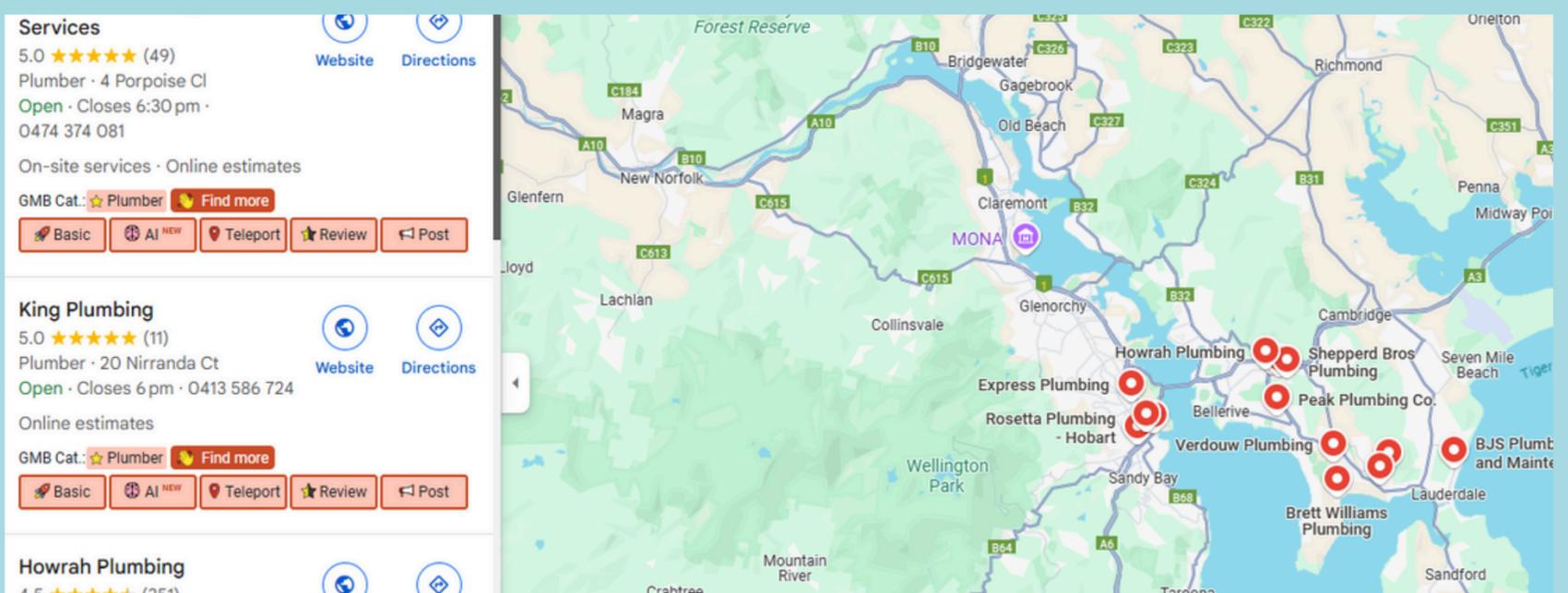


If someone searches for "cafes near me," they'll see:

- A map with three cafes.
- Their names, ratings, reviews, and contact details.

Where it appears:

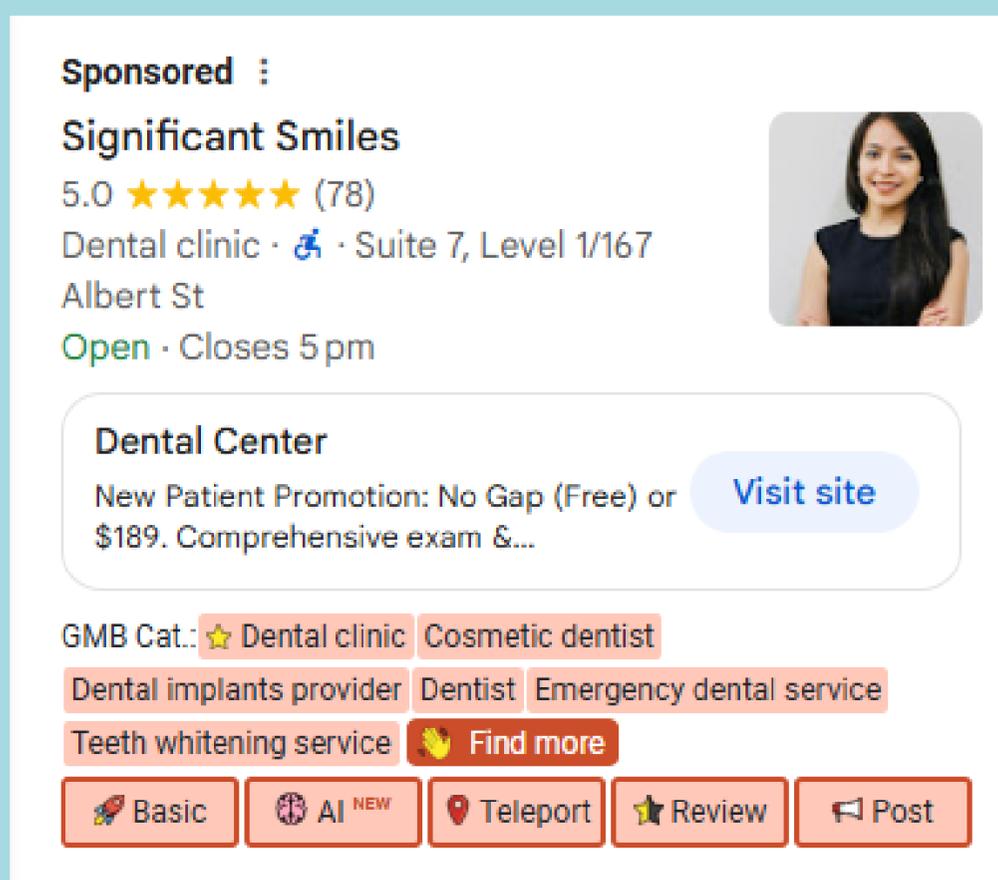
- Below paid ads and above organic search results.
- With a map highlighting the businesses' locations.



Why the Local Pack is Critical for Local Businesses

The Local Pack is a game-changer because:

1. **Increased Visibility:** Businesses in the Local Pack get prime real estate on Google's search results page.
2. **Mobile-Friendly:** Over 60% of local searches happen on mobile devices, and the Local Pack is designed for easy interaction (click-to-call, directions, etc.).
3. **Higher Click-Through Rates (CTR):** Studies show that the top 3 businesses in the Local Pack get the majority of clicks.



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How the Local Pack Algorithm Works

Google uses three main factors to rank businesses in the Local Pack:

1. Relevance:

- How well your business matches the user's search query.
- Ensure your Google Business Profile (GBP) and website content align with what customers are searching for.

2. Distance:

- How close your business is to the searcher's location.
- Google prioritizes businesses that are geographically closer to the user.



3. Prominence:

- How well-known and reputable your business is online.
- This includes factors like reviews, backlinks, and overall online presence.

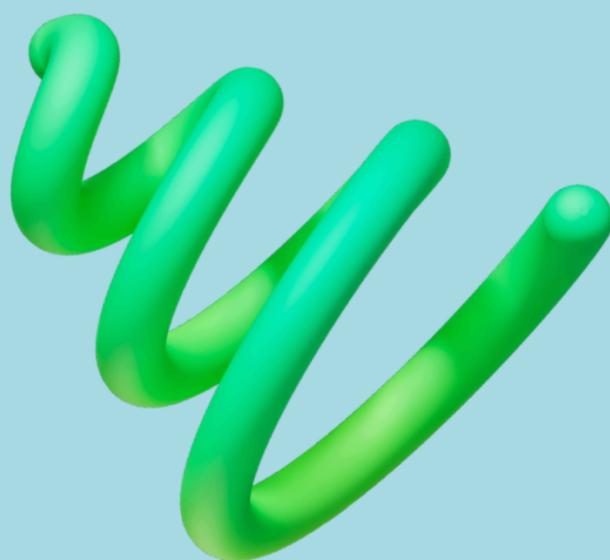


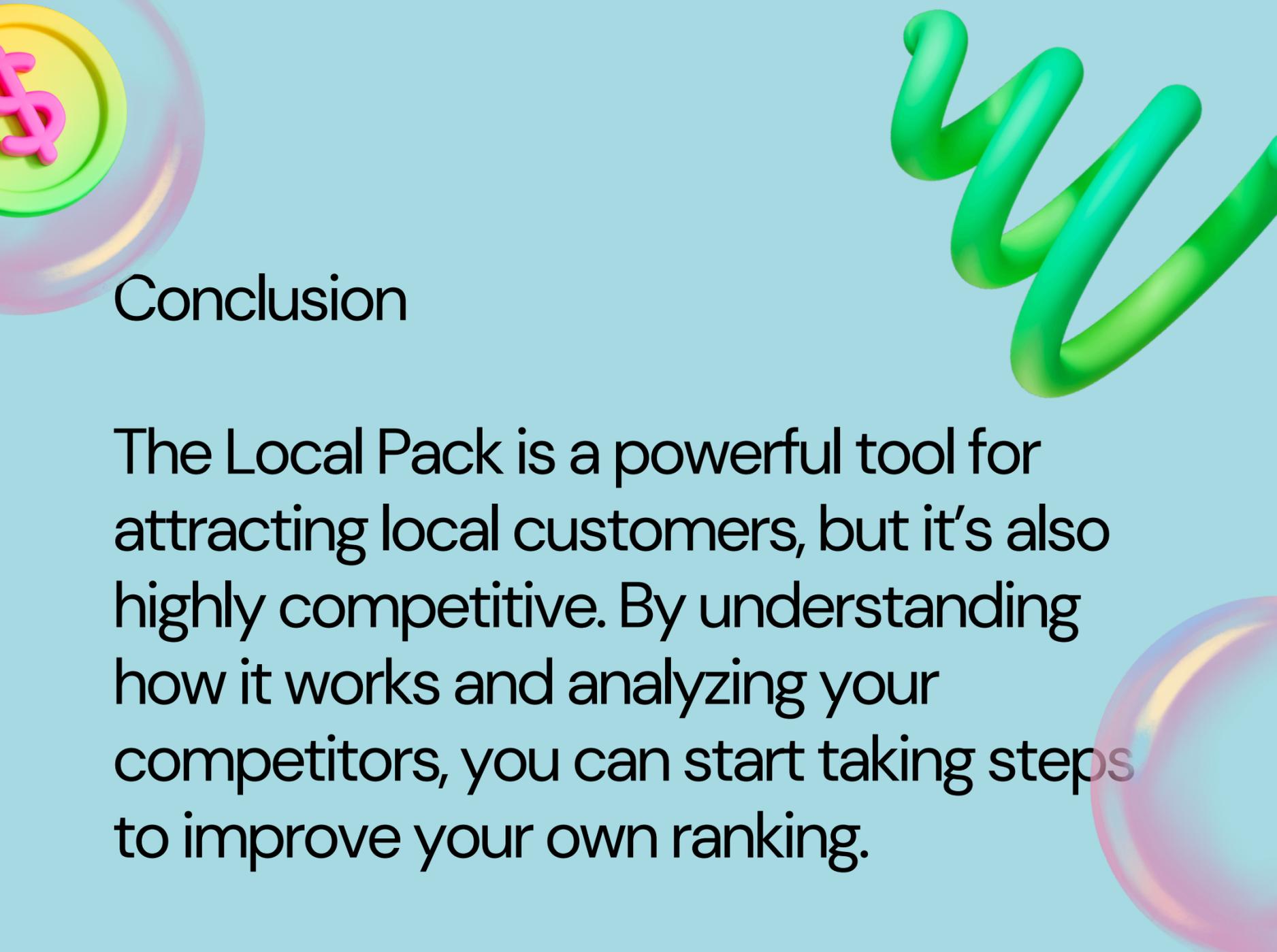


Actionable Step

Analyze the Local Pack for Your Business

1. Open Google and search for your business category (e.g., “plumbers near me” or “cafes in Moreton Bay”).
2. Look at the top 3 businesses in the Local Pack.
 - What categories are they using?
 - How many reviews do they have?
 - What’s their average star rating?
3. Take notes on what makes these businesses stand out.





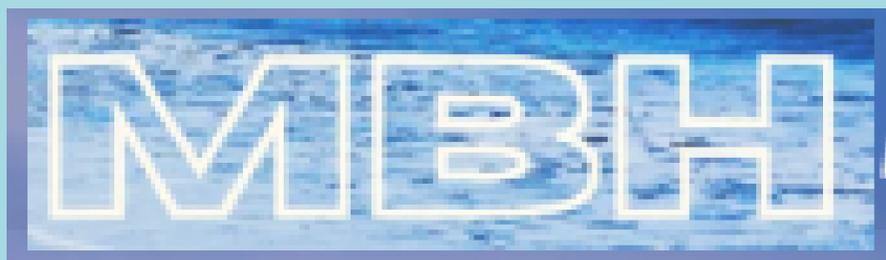
Conclusion

The Local Pack is a powerful tool for attracting local customers, but it's also highly competitive. By understanding how it works and analyzing your competitors, you can start taking steps to improve your own ranking.

Next Up:

In Module 2, we'll dive into optimizing your Google Business Profile to help you get into the Local Pack.

Stay tuned!



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GBP Optimization Checklist: Step-by-Step Guide to Getting Started

GBP Optimization Checklist

Step 1 Claim and Verify Your GBP

- ✓ Go to Google Business Profile Manager.
- ✓ Claim your business or create a new listing.
- ✓ Verify your business (via postcard, phone, or email).

Step 2: Complete Your GBP

- ✓ Add accurate NAP details (Name, Address, Phone Number).
- ✓ Select the most relevant primary and secondary categories.
- ✓ Write a compelling business description (up to 750 characters).
- ✓ Add high-quality photos of your business, products, and services.
- ✓ Include your business hours and special hours (if applicable).

Step 3: Use Google Posts

- ✓ Create posts to share updates, promotions, or events.
- ✓ Use eye-catching visuals and clear calls-to-action.



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How to Get More Reviews

1. Ask Satisfied Customers:

- Send a follow-up email or text after a purchase or service.
- Include a direct link to your Google review page.

2. Make It Easy:

- Use tools like Google's review link generator.
- Display the link on your website, receipts, or social media.

3. Incentivize (Ethically):

- Offer a small discount or thank-you note for leaving a review.
-

How to Respond to Reviews

✓ Positive Reviews:

- Thank the customer and highlight what they loved.
- Example: "Thanks, Sarah! We're so glad you enjoyed our coffee."

✓ Negative Reviews:

- Respond promptly and professionally.
- Apologize and offer a solution.
- Example: "We're sorry to hear about your experience, John. Please contact us so we can make it right."



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