

Zoom Recording For Today's Training

Goal for Today's Training: (Distribution)

**To help agents optimize their Google Business Profile to attract more leads and generate more client reviews.

*****Housekeeping: Previous Great Google Pages!**

1. [FAQ Pages](#) 2. [Community Pages](#)








Google Business Profile:

People who go to your GBP page consider and decide on their next agent. Up to 90% of consumers are reading online reviews prior to hiring an agent!!

In today's training we will break down the 1 time steps, vs the ongoing tactics.

Make sure to add them to your Online Calendar as a recurring event.

♦ **Setup Steps (One-Time)**

-  **Ensure business name, address, phone number (NAP) are accurate**
-  **Select primary and secondary categories**
-  **Set accurate business hours, including special/holiday hours**
-  **Add a clear, professional business description: (Add a Description Prompt)**
-  **Upload high-quality photos (logo, cover photo, team, listings)**
-  **Populate the "Services" section with specific services you offer (e.g., Home Buying Assistance, Property Valuation)**
-  **Add a booking or appointment link if you use one**

♦ **Ongoing Steps (Frequency Included)**

-  **Post updates or offers – Weekly:**

- Open House, Just Listed/Just Sold
- Market Update, FAQs
- Educational Tip
- Client Testimonial
- Community Spotlight (listicles and other Local Lens content!)

✓ **Add new photos/videos – Weekly** (If you add to IG/FB, add to Google first!)

✓ **Ask satisfied clients for reviews – After every transaction**

✓ **Respond to all reviews – Within 48 hours** ✓ **Answer questions on your profile – As they come in**

✓ **Check Google Insights (clicks, calls, directions) – Monthly**

✓ **Update hours or services – As needed, ., seasonal changes**

✓ **Post specific types of content (e.g., New Listing, Sold Property, Open House, Market Update)**

✓ **Add specific types of photos (e.g., team photos, video walk-throughs, before/after shots)**

✓ **Proactively "seed" your own questions and answers in the Q&A section**

✓ **Review your Google Business Profile quarterly.**

Getting more Review and Why does it Matters?

Google Business Profile with Reviews:

Based on the information provided, here are the key takeaways summarized in four short bullet points:

- **Establish credibility with reviews:** The first major tipping point for Google reviews is 10, which signals legitimacy and credibility to both consumers and Google.
- **Target a competitive volume:** Aim for at least 50 reviews to significantly increase customer trust and improve your ranking in local search results against competitors.
- **Prioritize recency and velocity:** The impact of reviews diminishes over time. A consistent, steady flow of new reviews is more important for ranking than a high volume of old ones.

- **Reviews are vital for real estate:** In the real estate industry, online reviews act as a digital referral and are crucial for lead generation and establishing yourself as a local market authority.

✓ [Comprehensive Google Review Playbook:](#) (For those looking to get MORE reviews from Happy Clients)

✓ [Simple Google Review Playbook:](#)