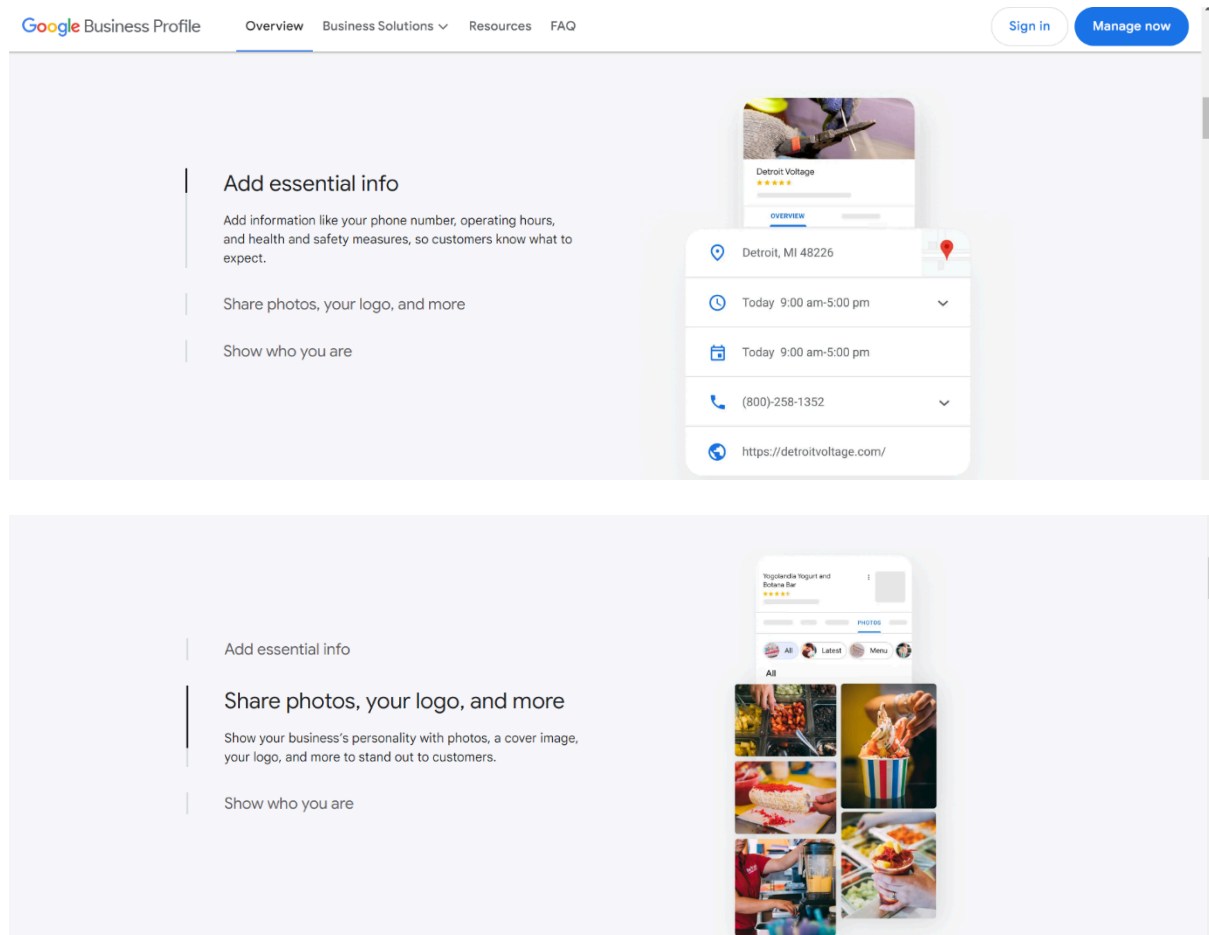


Google My Business is a free tool that helps you manage your business's online presence across Google, including Google Search and Maps. If you have a physical location or serve customers locally, setting up and optimizing a profile can significantly increase your visibility in local searches.



Google My Business benefits are that it is free to use, simple and customizable and helps:

1. **Increased local Visibility:** When people search for businesses “near me” or use local keywords (e.g., “plumber in Sofia”), Google displays a map pack at the top of search results with local businesses. If you do fully optimize your account, it will increase your chances of being featured there. That is if you have a location on maps, if you don't have, you won't appear on “local” or “near me” searches, but it still increases your chances of showing at higher places, when searched keyword like plumbing, or fix pipe, or whatever.
2. **Customer Reviews:** Google My Business allows customers to leave reviews, which not only builds trust, but also impacts your ranking in search results. More positive reviews will boost your ranking.
3. **Direct Interaction:** Users can call, message, or get directions to your business (if you have a location), directly from Google My Business listing, making it easier for potential customers to connect with you.

Okay, let's get through the steps:

First create a profile at <https://www.google.com/business/>:

Click on manage now or sign in in the top right corner.

Google Business Profile

Overview

Business Solutions ▾

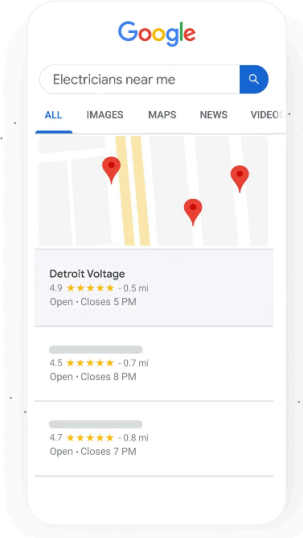
Resources

FAQ

# Stand out on Google with a free Business Profile

Turn people who find you on Google Search and Maps into new customers with a free Business Profile for your storefront or service area. Personalize your profile with photos, offers, posts, and more.

Manage now



It will ask you to enter your business name, niche and other stuff. Once you fill them out your profile is ready. Now we must optimize it.

1. Add photos and video if you have. Aim for high-quality photos/videos of product, logo, or your business.
2. Use keywords (e.g., “best doner kebabs in Pernik”). It will ask you to fill business description when creating your profile, but if you haven’t filled it in as you wanted, you can edit it at **business profile>info>” from my business” section**. If you struggle with it, use platforms like Google Keyword Planner, Ubersuggest, or Ahrefs to find keywords relevant to your niche. Also make sure you filled the category section right.
3. Ask customer always to leave a review. It will rank you higher.
4. Post updates. There are a few types of post you should aim for:
  - **What's New:** General updates, news, or announcements about your business.
  - **Event:** Promote events your business is hosting or participating in.
  - **Offer:** Highlight any special promotions or deals you're running.
  - **Product:** Showcase new products with descriptions and prices.

Here are the steps on how to make a post:

1. **Log in to Google My Business:**
  - Go to Google My Business and log in to your account.
2. **Navigate to Posts:**
  - On the left menu, click **Posts**.

### 3. Choose the Type of Post:

- You'll see options like "Update," "Event," "Offer," or "Product." Choose the one that fits your purpose.

### 4. Write Your Post:

- **Text Content:** Write up to 1,500 characters of text. Include relevant keywords naturally. If you're writing about a new service, use location-based and service-related keywords (e.g., "Our new **haircut services in Chicago** are now available!").
- **Image or Video:** Add an engaging, high-quality image or video that represents your post (e.g., a picture of the product or the event flyer).
- **Call-to-Action (CTA):** Select a CTA button (optional) such as "Call now," "Book," "Order online," "Learn more," etc., to direct visitors to take action. For example, if you're promoting an event, use "Learn more" with a link to the event page on your website.

### 5. Add Links:

- You can include a link to a specific page on your website, a product page, or event registration, depending on the post. For SEO purposes, link to relevant pages that align with the post topic.

### 6. Preview and Publish:

- Once you've written the post and added all the elements (images, CTA, etc.), preview it to ensure it looks good.
- Click **Publish** when you're ready.