

# How to use Google my Business to get more Customers?

Google My Business is a great tool for promoting your company to local customers looking for your services. Your business will be promoted to potential clients and pushed closer to the top of the search engine results page (SERP) by an optimised listing.



# Business Name

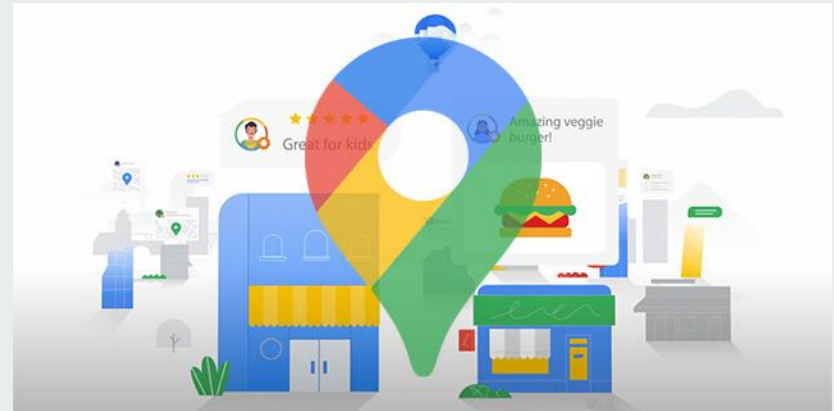
You must enter your company name and nothing else in the GMB area under "business name." Exactly what is printed on your business cards or the sign over your office should be noted. Avoid trying to jam keywords or other unrelated information into your GMB business name.



# Location

When selecting your Google My Business address, there are two things you need to keep in mind.

- ➔ Physical location of your business
- ➔ Area you serve



Include your physical address on your GMB listing if customers may visit your offices, store, or showroom.



# Hours of Operation

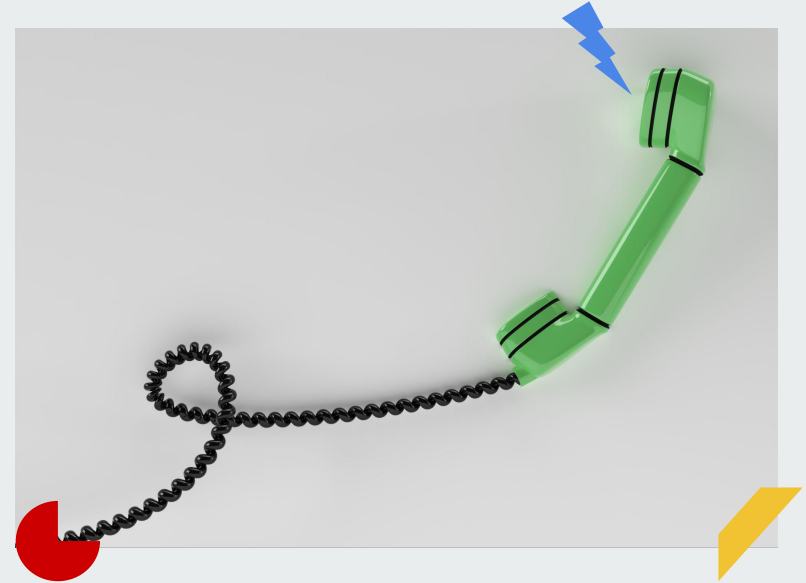


Regular business hours and special hours are the two categories of opening hours that must be filled in. Make sure your listing includes all of your regular business hours and that they are accurate. If your hours change in the future, don't forget to update this. To incorporate holidays, events, and other special times, use Google My Business' "Special Hours" function.

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# Phone Numbers

Any active phone numbers should be added to your list. Many respectable businesses miss out on queries as a result of either not listing a phone number or, worse yet, having an outdated, disconnected number.



# Link to your website

Always include a link to your website in your listing to maximise its effectiveness.

- ➔ When someone visits your website to look for your services, they will hear the whole sales pitch and appreciate all you do.
- ➔ In Google's search results, your website will perform better.



A short horizontal bar with a teal segment on the left and an orange segment on the right.

# Company Description

Your search engine rating is unaffected by your company description on GMB. Because it won't help you rank higher than rivals, you shouldn't stuff it full of keywords and locations. You have 750 characters to describe your company, so make the most of them by convincing them why they should choose you. Tell them what you have to offer and why you're better than everyone else.

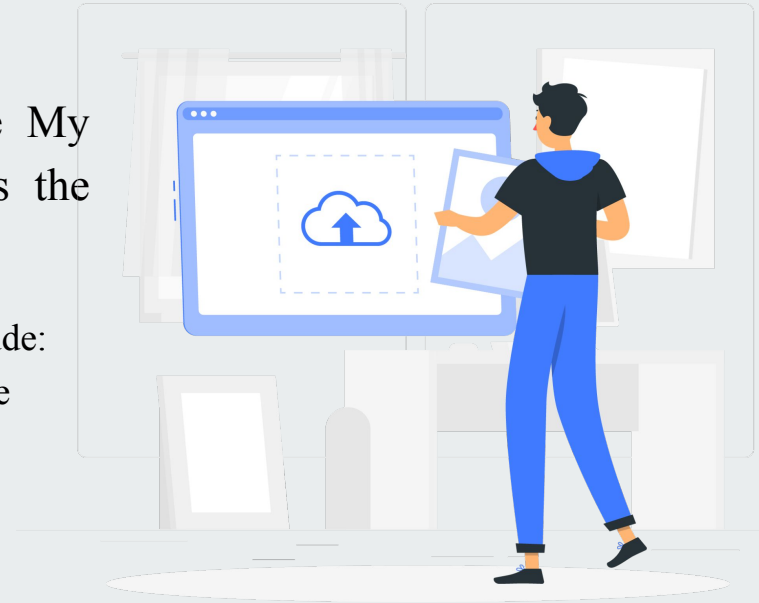


# Add Photos

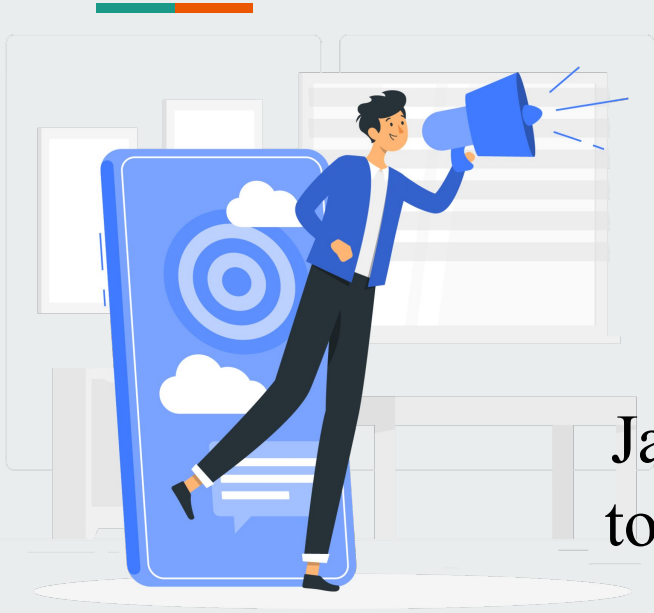
It is crucial to include images in your Google My Business listing so that people can see you as the trustworthy and expert business that you are.

Photos to add to your listing include:

- Logo and great cover image
- Photos of your team
- Storefront (if applicable)
- Office
- Awards or award presentations
- Anything that will show off your business/services/products







Jaivam Life LLP can assist you with top-notch digital marketing services!



# Contact Us

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