



THE NEW Google MY BUSINESS

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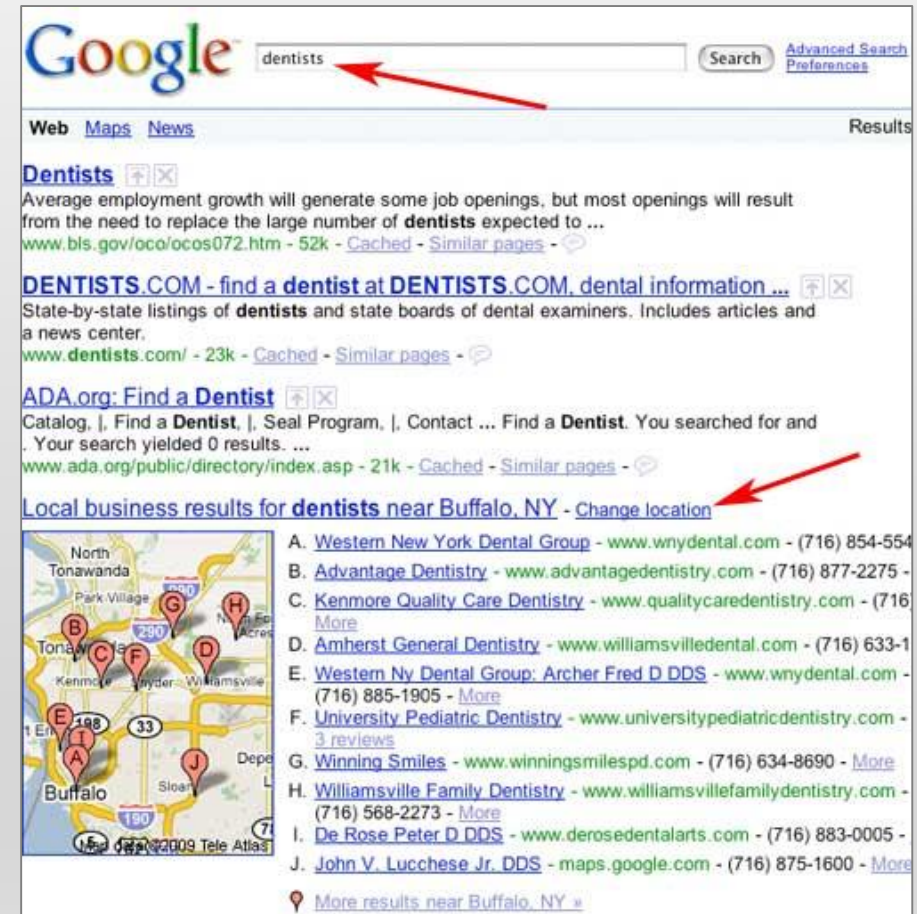
GOOGLE MY BUSINESS

- Google My Business puts your business info on Search, Maps and Google+ so that customers can find you, no matter what device they're using.



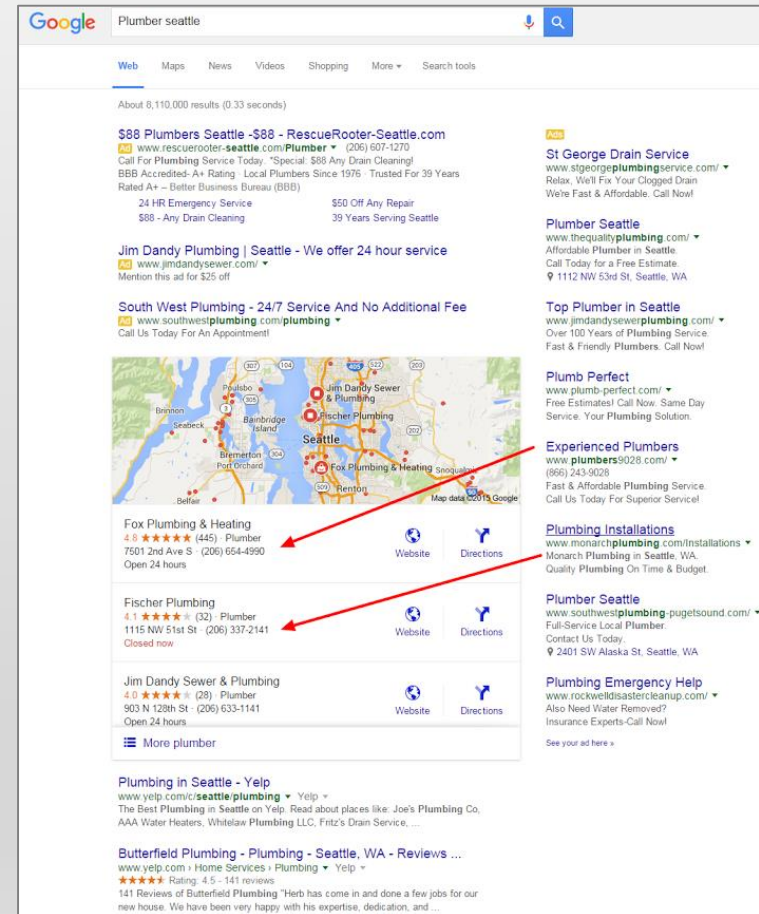
GOOGLE MY BUSINESS TIMELINE

- Google Maps (Launched 2004)
- Google Local Business Center (Launched 2005)
- Google Local & Google Maps (Merged in 2006)
- User Reviews Added (2007)
- 10-Pack Added to Local Search Listings (2008)
- 10-Pack Becomes 7-Pack (2008)
- Google Places Pages (Launched 2009)
- Google+ (Launched 2011)
- Google+ Local (Replaced in 2012)
- Google Places and Google+ Local Business Pages (Merged as Google My Business 2014)
- 7-Pack Becomes 3-Pack (2015)



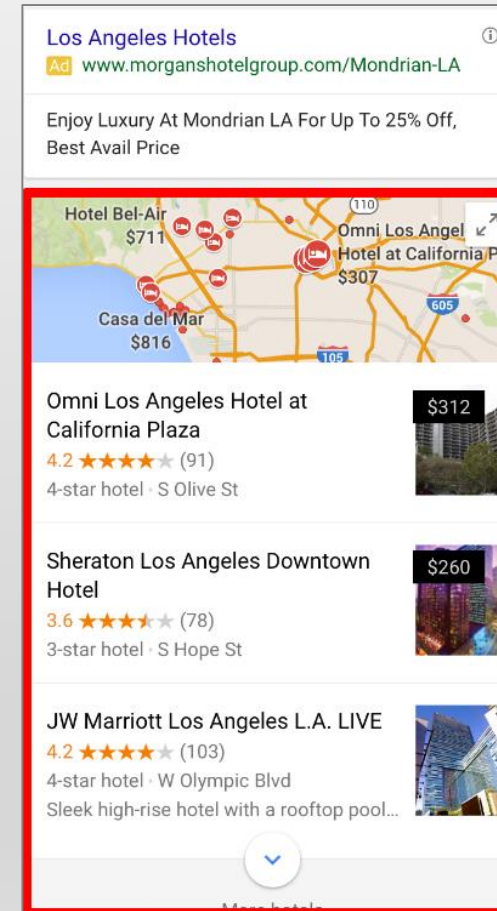
GOOGLE SNACK PACK - DESKTOP

- “Local Pack” now showing only 3 results (being called Snack Pack)
- Phone numbers, directions and website links were initially removed, but added back in a week later
- All Google+ links have been removed



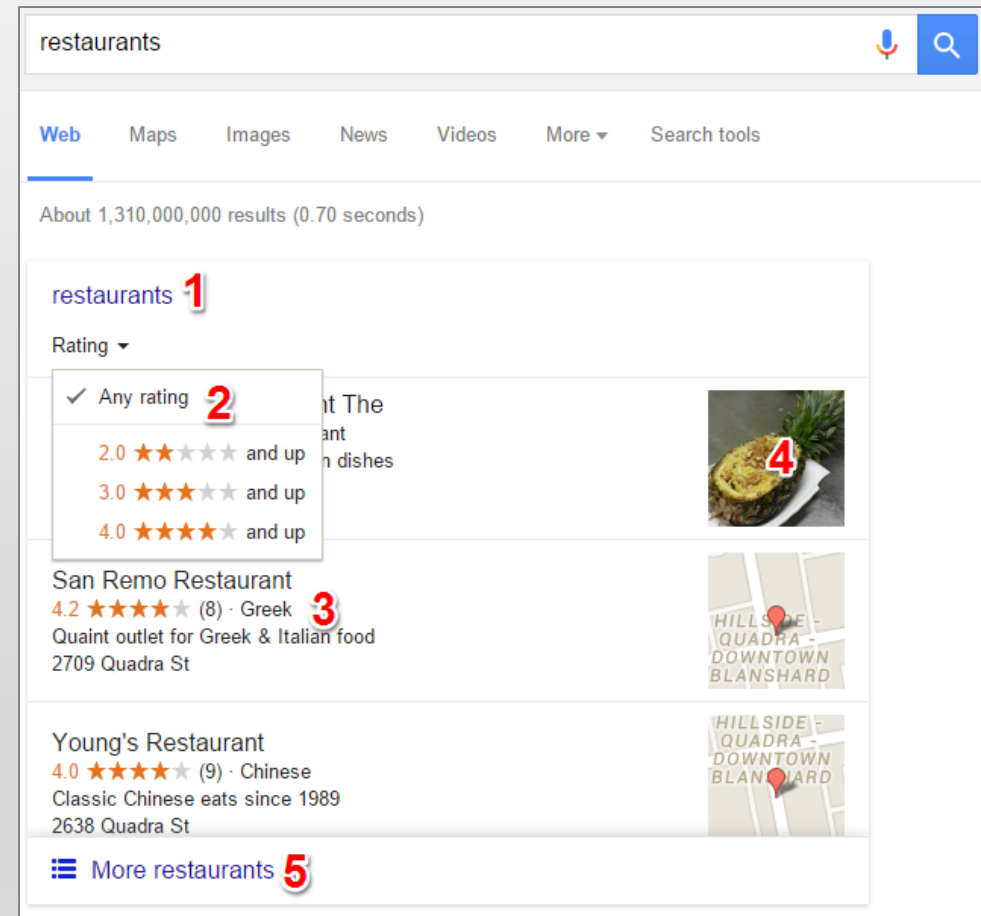
GOOGLE SNACK PACK - MOBILE

- 3-pack with map shows below paid ads with condensed GMB listings, followed by organic listings
- Clicking a listing takes you to full GMB listing
- Map or More takes you to 20-pack



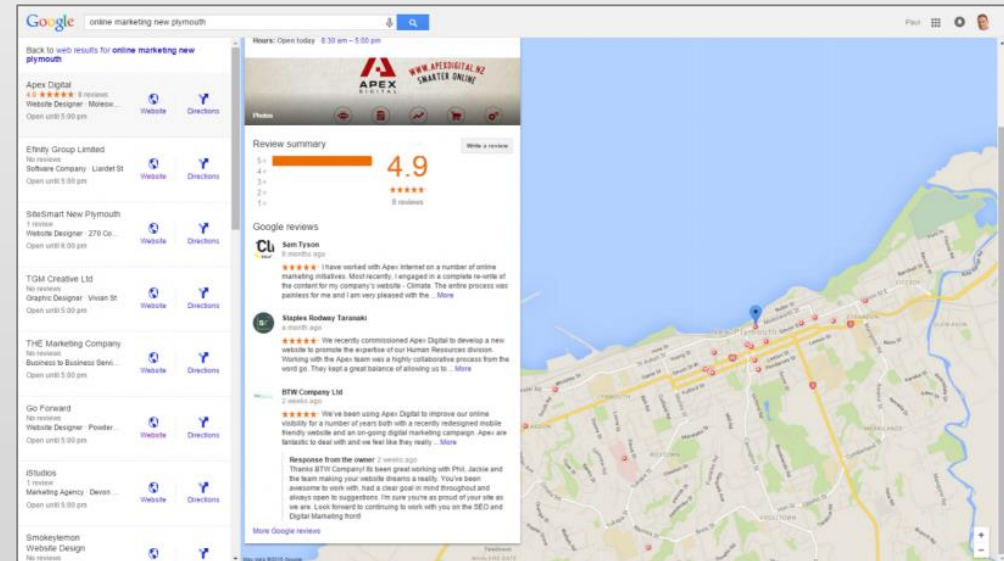
GOOGLE SNACK PACK

1. Category
2. Filter by rating
3. Sub category (does not link to others in sub-category)
4. Takes you to 20-pack with GMB full listing open, screenshot on slide 7 (mobile takes you to just the GMB listing)
5. Takes you to 20-pack



GOOGLE 20-PACK

- 20 listings with a map
- Filtering options
- Clicking a listing does not take you to a full GMB or Google+ page, the full listing card shows as a fly-out
- No real rhyme or reason to the filters currently



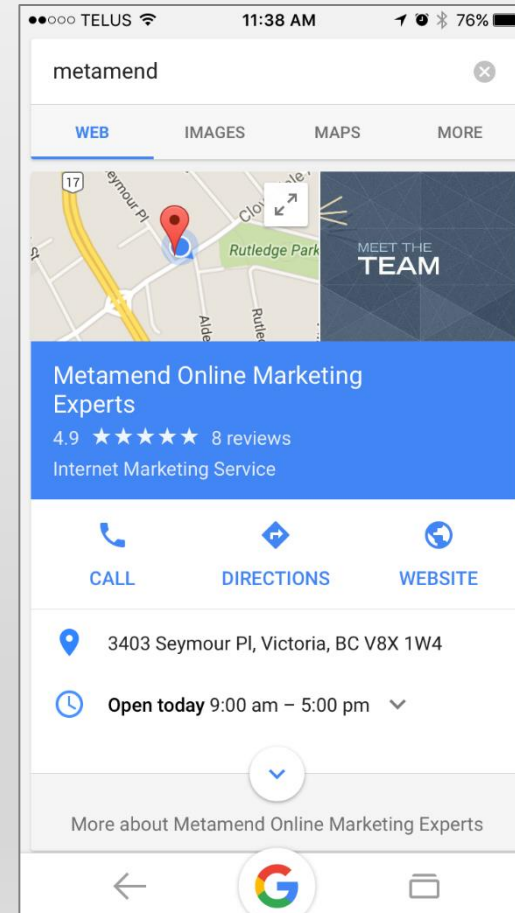
BRANDED RESULTS - DESKTOP

- Shows in the Knowledge Graph spot to the right of organic search results
- Photos / map / street view
- Reviews
- Address / phone / hours
- People also search for

The screenshot displays a Google search for 'metamend'. The search bar at the top shows the query and a 'Get Keyword Difficulty' button. Below the search bar, navigation tabs for 'Web', 'Maps', 'Images', 'Videos', 'News', and 'More' are visible. The search results are categorized as 'About 7,720 results (0.58 seconds)'. The main organic results include 'Online Marketing and SEO Services - Metamend Victoria BC' with a brief description, contact information (3403 Seymour Pl, Victoria, BC V8X 1W4, (250) 381-6382), and sections for 'Meet The Team', 'Quote Request', 'Organic Search', and 'Paid Search'. Below these are links to 'Metamend Search Marketing - VIATeC', 'Metamend Search Marketing - Facebook', and 'Metamend - Techvibes.com'. On the right side, a Knowledge Graph card for 'Metamend Online Marketing Experts' is highlighted with a red border. This card features a map of the location, a 'MEET THE TEAM' section with a 'See photos' button, a 4.9-star rating from 8 Google reviews, the address (3403 Seymour Pl, Victoria, BC V8X 1W4), phone number ((250) 381-6382), and hours (Open today - 9:00 am - 5:00 pm). It also includes a 'Reviews' section with three sample reviews and a 'People also search for' section with four related search suggestions: 'Meaningful Marketing', 'Sticky Media', 'Caorda Web Design', and 'Q College'.

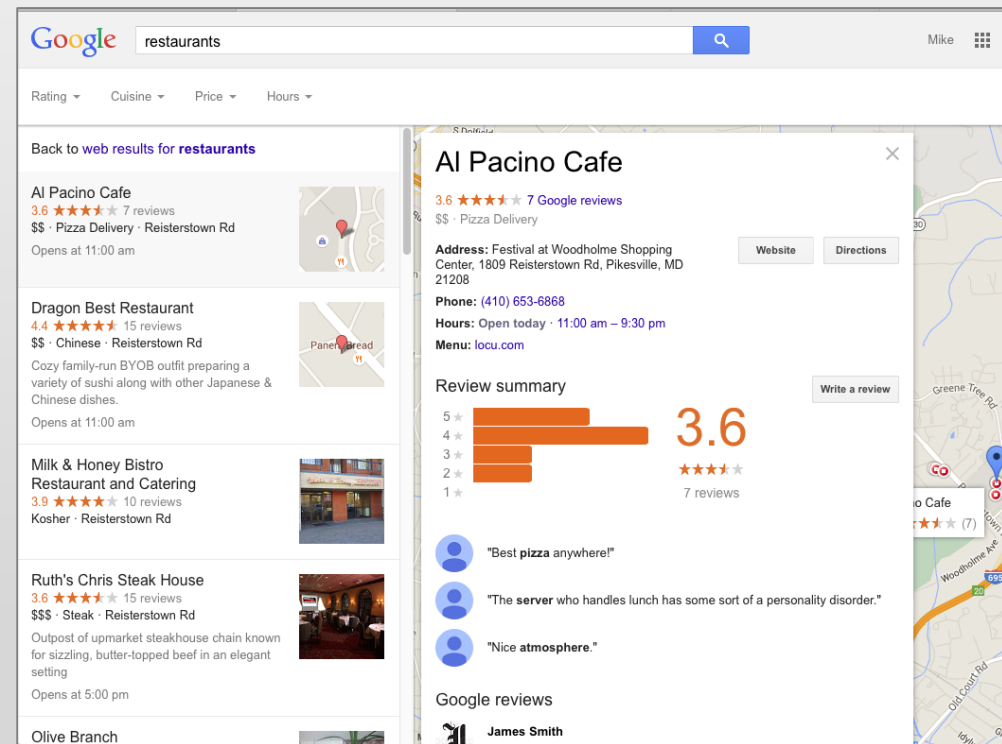
BRANDED RESULTS - MOBILE

- Top listing is condensed GMB listing with link to full listing and organic results below
- Reviews
- Large call, directions and website buttons
- Hours for the current date/time



GOOGLE MY BUSINESS FEATURES

- Storefront, Service Area or Brand
- Multiple location pages
- Reviews
- Address / Phone number / Website / Hours
- Description
- Street view / Photos / Virtual tour
- Target specific audience demographics
- Special features for restaurants, hotels, etc.



LOCAL RANKING FACTORS IN 2015

- Domain Authority of website
- Quality/authority of inbound links to domain
- City, State in GMB landing page title
- Click-through rate from search results
- Topical keyword relevance of domain content
- Diversity of inbound links to domain
- Geographic keyword relevance of domain content
- Physical address in city of search
- Quality/authority of structured citations
- City, State in most/all website title tags



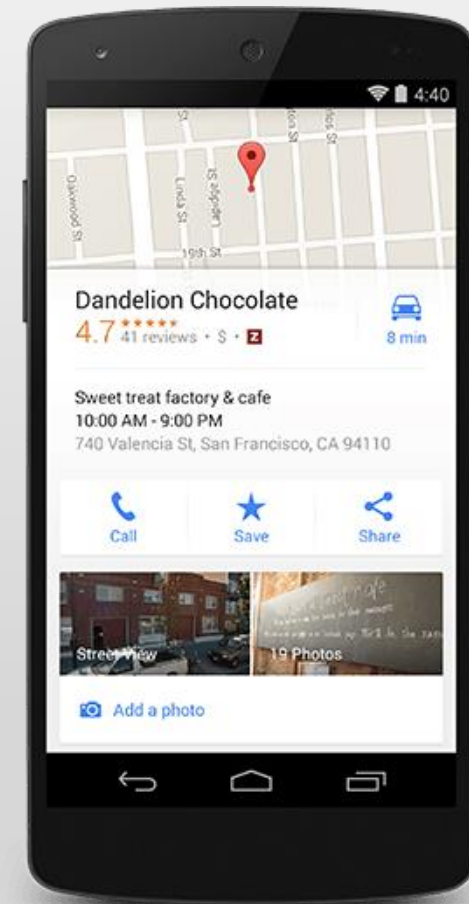
87% of people who search for a local business call or go to that type of business within 24 hrs

LOCAL RANKING FACTORS IN 2015

- Consistency of local citations
- Quality/authority of inbound links to GMB landing page URL
- Product/service keyword in GMB landing page title
- Product/service keywords in anchor text of inbound links to domain
- Proximity of address to the point of search
- Quantity of inbound links to domain
- Quantity of inbound links to domain from locally-relevant domains
- Geographic keyword in domain
- Location keywords in anchor text of inbound links to domain
- Page authority of GMB landing page URL

HOW TO RANK FOR LOCAL SEARCHES

- Google My Business listing (fill out as detailed as possible)
- Local citations (Yelp, YellowPages, etc. Ensure that info is correct and no duplicate listings)
- Website SEO for location (include address, city, province, etc. in all on-page element such as title tags, content, heading tags, alt tags, etc.)
- Website SEO for keyword (include product/service in all on-page elements)
- GMB landing page SEO (if multiple locations, create and optimize page for each and use as GMB landing page)
- Links from local websites (BBB, Chamber of Commerce, event and charity sponsorships, offer scholarships, Times Colonist, etc.)
- Website content (location pages, blog content talking about local events, etc.)
- Solicit happy customers for reviews (via. Email, not on site)



REVIEWS

- Can persuade prospective customers
- Many businesses are being hurt by negative reviews and don't even know it
- Must respond to negative reviews without prejudice
- Should not all come from the same IP / area
- Reviews on websites like Yelp are also important

Blinds Galore And More

6029 Talon Bay Dr #1136, North Port, FL

5.0 ★★★★★ 12 reviews

Sort by: Most recent ▾

[Write a review](#)

Robert Dietz
in the last week

★★★★★ Had a whole house done in shutters. I wasn't convinced this was the way we needed to go, but the wife was, so we did it! It's been almost 15 years and they still look as good, and work as good, as new, as the day they were installed. They made a believer out of me! Not only was I impressed with the quality of the product but also the services received through Blinds Galore and More. From the first phone call, to the in home appointment to the completion of the blind installation, everything was prompt, fast and courteous! Since this initial installation, we have recently had one blind installed (new window put in house) and received the same quick, efficient, courteous service. Glad I listened to my wife and went with Blinds Galore and More!

Rick and JoAnne Stuttman
in the last week

★★★★★ We currently live in Ohio and just purchased our retirement home in Venice, FL. A few days before we flew to Florida for our closing, I found Blinds Galore and More on the internet. A call to the owner explaining our intended trip ended with an appointment during our stay. Kathy and Rick Brown possess exceptional knowledge with superior product solutions (products made in the USA). They recently installed our plantation shutters and vertiglide in our new home even with us being out of state. They are enthusiastic and dedicated to providing extraordinary service. You will not be disappointed and you won't find a better value for your money anywhere else.

THE FUTURE OF GOOGLE MY BUSINESS

- More personalized search results (based on history, location, reviews)
- Google Voice Search, Answers and Assistance integration
- Google Glass / wearable tech integration
- Personalized offers and recommendations based on in-home technology (“You are out of xx product – xx brand on sales at xx business (0.5km) for xx price”)



EDUCATIONAL LINKS

- Google My Business - <https://www.google.com/business/>
- The Small Business Guide to Google My Business - <http://www.digitalinformationworld.com/2014/07/Google-My-Business-How-Can-Small-Businesses-Make-the-Most-of-It-infographic.html>
- Moz Local Search Ranking Factors - <https://moz.com/local-search-ranking-factors>
- Google's Local Snack Pack Shake-Up: What You Need to Know - <https://moz.com/blog/google-local-snack-pack-shakeup>
- How to Have a Successful Local SEO Campaign in 2015 - <https://moz.com/blog/how-to-have-a-successful-local-seo-campaign-in-2015>
- Local Citation Finder - <https://www.whitespark.ca/local-citation-finder>
- Search Engine Optimization Starter Guide - <http://static.googleusercontent.com/media/www.google.com/en//webmasters/docs/search-engine-optimization-starter-guide.pdf>
- Google My Business Reviews Template - <http://www.daveeddy.com.au/google-my-business-reviews-template/>

QUESTIONS?

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METAMEND
ONLINE MARKETING EXPERTS