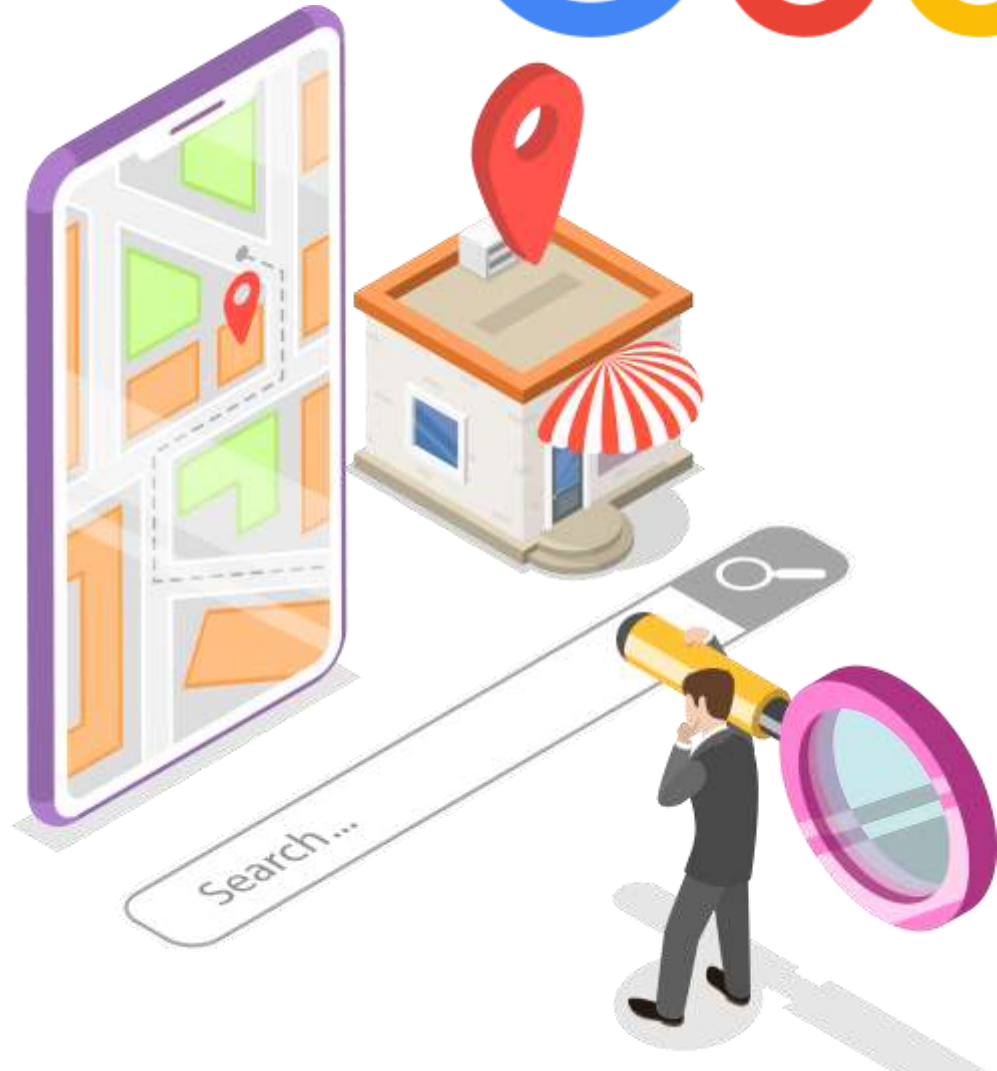




Google



**3.5 billion
Google
searches are
conducted
every single
day**



**82% of searchers
will use their
smartphone to
help them make a
decision about
an in-store
purchase.**



SURVEY

SURVEY

82% of the local marketing experts say that Google My Business optimization is “very effective” in improving local pack rankings.

SURVEY

68% of local marketing experts believe Google My Business is more important than it was a year ago.

SURVEY

100% of local marketing experts use Google posts, photos, and business descriptions for their local business clients.



Most important tasks:

Growing and Responding to Google reviews

Keeping information up-to-date

Writing Google posts



A free and easy-to-use tool for businesses to manage their online presence across Google, including Search and Maps.

By verifying and editing your business information, you can help customers find you and tell them the story of your business.



Google My Business can increase your chances of showing up in Google's Local Pack, Local Finder, Google Maps, and organic rankings in general.



Google Information Essentials

Categories

Twenty Over Ten

- Design agency
- Website designer
- Advertising agency
- Web hosting company
- Marketing agency
- Marketing consultant

Hours of Operation

Sunday	Closed	
Monday	9:00 AM - 5:00 PM	
Tuesday	9:00 AM - 5:00 PM	
Wednesday	9:00 AM - 5:00 PM	
Thursday	9:00 AM - 5:00 PM	
Friday	9:00 AM - 5:00 PM	
Saturday	Closed	
More hours		
Add hours		
11/28/19	Closed	
11/29/19	Closed	
10/25/19	Closed	
1/1/20	Closed	

Contact Information

(855) 360-1732

twentyoverten

<https://twentyoverten.com/>

Appointment links
<http://twentyoverten.omars.com/calendar>

Services

Services

- Design agency
- Self Auditor
- Basic Website Design
- Tailored Website Design
- Startup
- Forge
- Boost
- Logo Design
- Startups
- SEO Essentials
- Analytics Analysis
- Website Starter Kit
- Website Revamp
- Website Standard

Website designer

[Show more](#)

Description

Tailored, mobile-ready websites and content marketing for financial advisors. Compliance hinders creative marketing. We solve the problem!

Our CMS allows for quick and easy site editing, and our 1 click compliance and archiving submission process makes it easy for advisors to remain compliant.



Manage information that Google users see when they search for your business, or the products and services.

Interact with customers - Read and respond to reviews and post photos that show off what you do.

View insights on how customers searched for your business, and where those customers are coming from.

Knowledge Panels

Panels appear on the right in the desktop search results. It contains information about a company.

Panels also contains hours, questions & answers, posts, reviews and photos.

The screenshot shows a Google Knowledge Panel for 'AIS - Advanced Imaging Solutions'. At the top, there are two photo thumbnails: one of the office interior with a red counter and stools, and another showing the exterior of the building. Below these are buttons for 'See photos' and 'See outside'. The main header includes the company name 'AIS - Advanced Imaging Solutions' with a star icon, a 4.7-star rating from 22 Google reviews, and buttons for 'Website' and 'Directions'. The address is listed as '3865 W Cheyenne Ave Suite #505, North Las Vegas, NV 89032'. The hours are 'Closed' with a note 'Opens 8AM Wed'. The phone number is '(855) 448-4247'. There is a 'Suggest an edit' link. Below this is a section titled 'AIS - Advanced Imaging Solutions on Google' with two video thumbnails. The first video is titled 'How much does a copier cost?' and the second is 'Copier Tips and Tricks: 9 tips to go to your office copier'. Below the videos are sections for 'Know this place? Answer quick questions', 'Questions & answers' (with a link to 'See all questions (1)' and an 'Ask a question' button), and 'Popular times' (with a 'Tuesdays' button and a bar chart showing activity levels from 9a to 9p). At the bottom, there are buttons for 'Send to your phone' and 'Send', and a 'Reviews' section with 'Write a review' and 'Add a photo' buttons.

How Google Determines Local Ranking

Local results are based primarily on relevance, distance, and prominence.

These factors are combined to help find the best match for your search.





Relevance

How well a local listing matches what someone is searching for.

Distance

How far is the search result from the location used in the search?

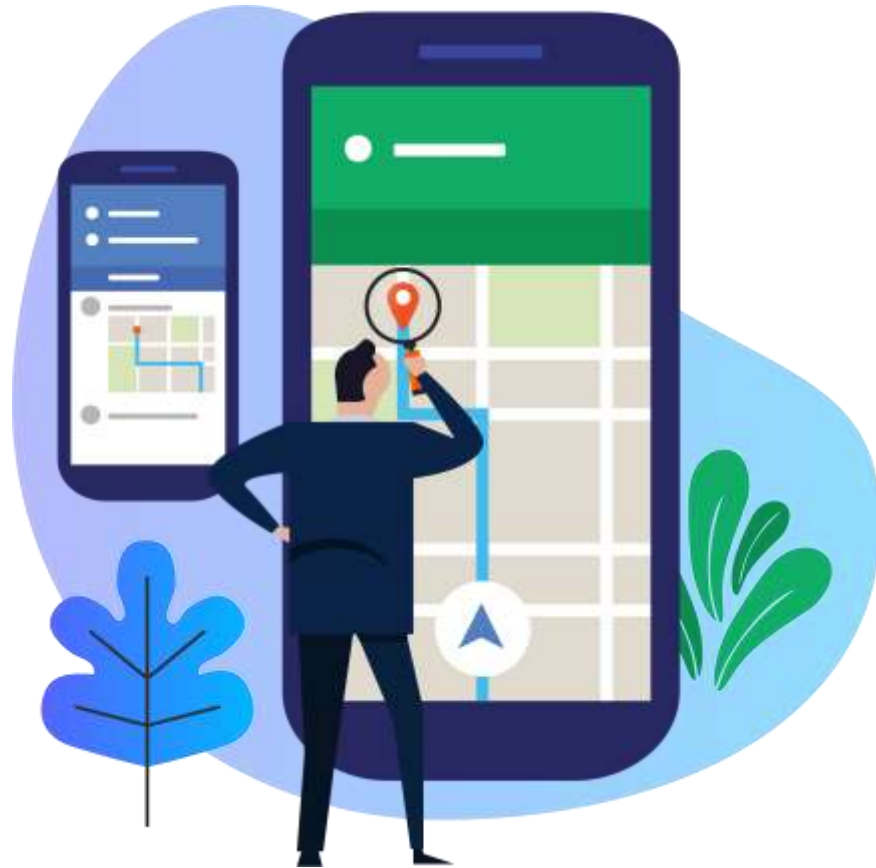
Prominence

How well-known a business is. Links, articles and reviews.

“Near Me” Searches



“Near Me” Searches



"Near me" searches are critical for businesses, since it allows you to reach your intended customers during micro-moments when they most desire your service or product.

“Near Me” Searches

Google has reported
a 900%+ increase
in “near me tonight/today”
searches
in the past two years.



Semantic Search

Semantic search seeks to improve search accuracy by understanding searcher intent and the contextual meaning of terms as they appear in a search to generate more relevant results.

Google had changed its famous algorithm to focus on the understanding phase of the searches.

Schema Markup

Code placed in website pages to help Search Engines return more informative results.

TYPES

Creative work

Event

Organization

Person

Place

Product





Google is getting greedy with its own search traffic.

They don't want to send people to your website if they don't have to.

Zero-Click Searches



Zero-click searches refer to a search result that answers the query right on the search engine results page (SERP) so the user doesn't need to **click** to a website to complete the search



WHAT'S NEW?

New Updating Feature

Instead of having to go into your Google My Business console, you can search for your business in Maps or Search and directly edit your profile from there. You must be logged into the Google account for that business, of course.



Google Guarantee Badge

Google is offering a paid verification service that identifies local businesses who offer quality work and promises to refund unhappy customers. It costs \$50/month to upgrade your listing to add the Google Guaranteed Badge.



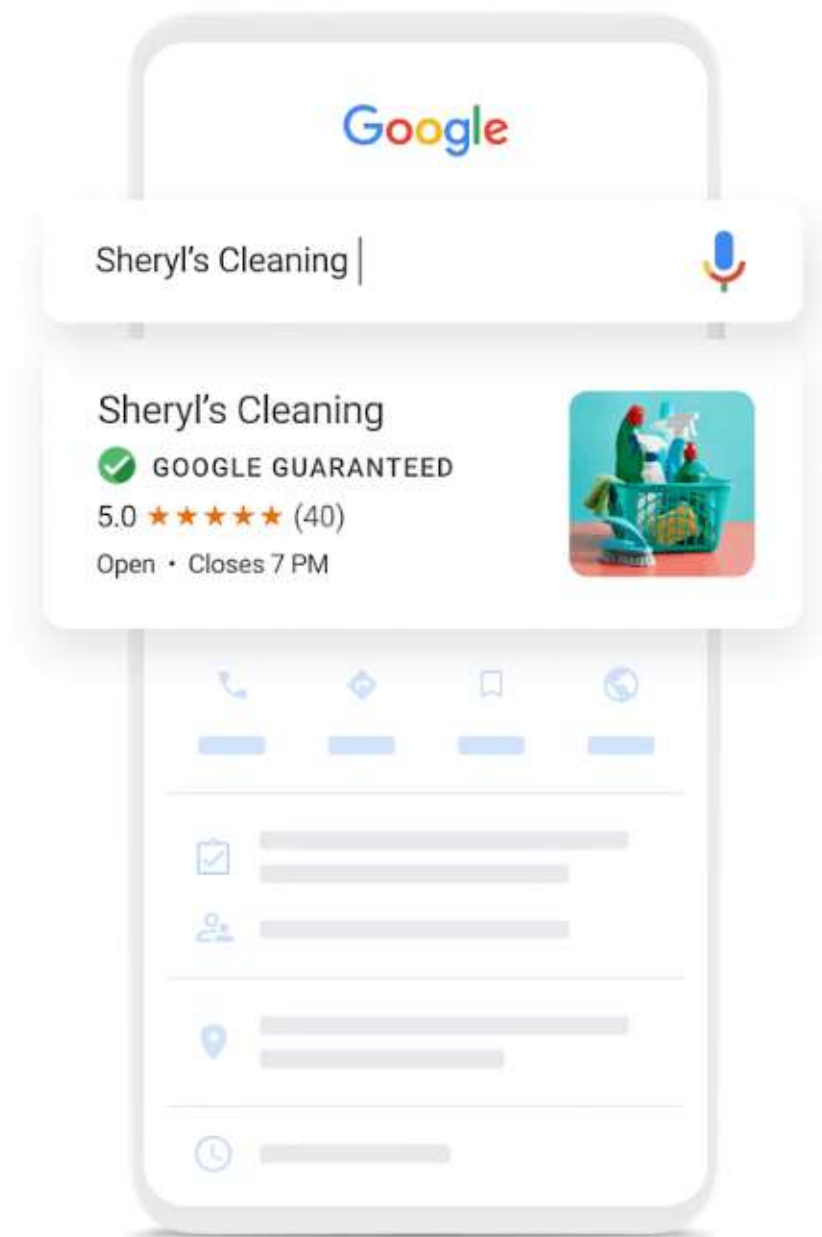
✓ GOOGLE GUARANTEED

Make it easy for customers to choose you

Stand out with an upgraded Business Profile and the Google Guaranteed badge. Just **\$50/month** for eligible businesses.

[Upgrade profile](#)

By continuing you agree to the [Onboarding terms](#). They include the use of binding arbitration to resolve disputes rather than jury trials or class actions.



EXTRA! EXTRA!

**COVID-19
UPDATE!!!**

COVID-19 Updates

Use the new COVID-19 post type to share more detailed and timely updates about what's going on at your business. You can add information about.



COVID-19 Updates

You can use messaging to provide your customers with the support they need when you're not reachable by phone or after your business hours



Google My Business & COVID-19

Post COVID-19 updates

Adjusted Hours of operation

Added “More Hours” for delivery, takeout

Online ordering

Extra services provided to the community

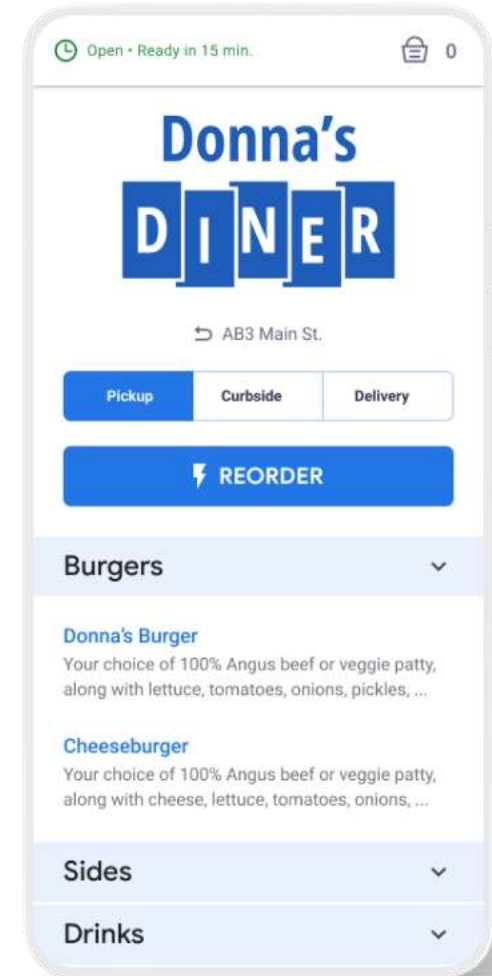
COVID-19 testing facilities

Purchase Gift Cards & make Donations

Google My Business Add-Ons



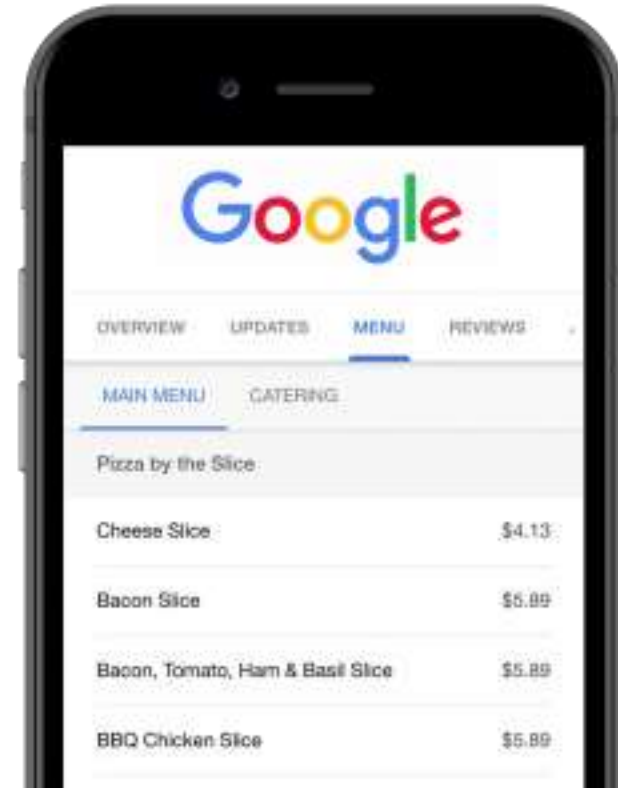
The Ordering.app will allow customers to order right from your website, Google Search, Google Maps and more.



Google My Business Add-Ons



Publish and manage your menus where consumers are searching for you - your website, Google, Facebook, TripAdvisor, Yelp, OpenTable and many more.



Google Reviews



**It takes seven
positive
experiences to
make up for one
unresolved bad
experience.**



Positive reviews send signals to Google that the business is trustworthy and provides a good experience for customers.



Google uses an algorithmic solution designed to de-rank sites that offer poor customer experience.



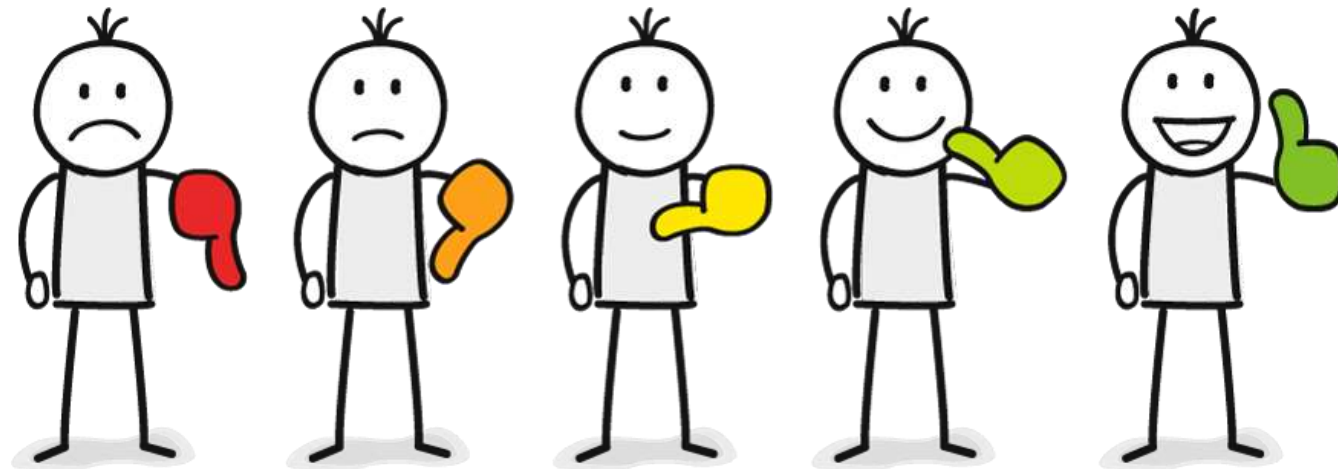
The Reviews Are In!

- 74% of businesses have at least one review.
- 88% of buyers research products online before making a purchase.
- 86% will hesitate to purchase from a business that has negative reviews.



Complete Transparency

Transparency is a continuous process of learning and improving, turning negative feedback into constructive conversations that build trust and win loyal customers.



Google My Business Insights

Tracks on how customers find your listing on Search and Maps, and what they do after they find it.

The Insights dashboard provides customer engagement data derived from your GMB listing.



Responding to Negative Reviews

- Respond quickly.
- Offer to make it right.
- Be authentic - conversational and honest.
- Take the high road.
- Be sympathetic.
- Think of future customers.
- Contact the customer offline.





**BEST
PRACTICES**



Google My Business

Having a consistent Name/Address/Phone Number (NAP) is very important, because Google places a lot of weight on having that information accurate and correct. Check your listings at Moz Local.



Google My Business

Enter complete data for your listing

Include important keywords

Business operating hours are accurate

Manage and respond to reviews

Monitor insights

Add photos



Google My Business

Businesses that add photos to their listings receive 42% more requests for driving directions on Google Maps and 35% more clicks through to their websites than businesses that don't.

Final Thoughts

Your free My Business listing gives potential clients easy access to your hours of operation, phone number, website and directions with a click of a button.

Your profile also gives customers an inside look at your business by providing insight into your busiest hours as well as review ratings.



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Presentation available:



slideshare.net/hbram/hiali-digital-marketing-presentation