

Google My Business Optimization

Fully Managed Solution

Fully managed manual claiming of a Google My Business listing, monthly NAP data updates, and monthly posting.

The GMB Listing Claim - What to Expect Next:



Order Form

When you purchase GMB Optimization, our Listing Fulfillment team will receive the **Order Form**, and attempt instant verification of the listing within 48 hours..



Onboarding

Onboarding Call: Our team will conduct an onboarding call with your client only when the product is accompanied by other Marketing Services products. If they only have Google My Business Optimization, our team will claim the listing, and email the client to let them know if there's additional steps required to claim the listing along with expectations of what to expect throughout the term of the product.

Note: We can complete an onboarding call with the client upon request by the partner

The GMB listing must be claimed before it can be optimized.

- **Instant Verification:** We use the information in Partner Center, implement information into Google, and have it instantly verified.
- **ONLY WHEN INSTANT ISN'T AN OPTION - Phone Call/Text Message:** An automated phone call is sent from Google to the business listed phone number. A PIN is given to enter into the listing site for validation. This option can be completed during the Onboard call.
- **ONLY WHEN INSTANT ISN'T AN OPTION - Postcard:** A physical postcard is sent from Google to the listed address for the business. This postcard contains a PIN, which, when entered into the listing site, validates the listing. This can take 2 weeks or more to complete. This verification method is extremely common.

Please note: we can not use PO boxes when claiming GMB listings; we need a physical address.

**If there is a suspension of the listing, or additional verification steps required, it may take additional time after the onboarding call.*

**In some cases we are able to claim a listing without having to go through a manual verification process.*



Verification Methods

If the GMB listing is already claimed and you are not the owner, we can work to have the listing unlocked so that it will be available for claiming again.

Things to note:

- This process cannot be done during the onboard call, and can take upwards of two weeks to complete.
- Usually, in this case the listing site has a 'Request Ownership' form to submit which notifies the current owner that another party is wanting to take over the GMB listing.
 - If the listings current owner denies our request to take over the GMB listing, we will not be able to complete the claim.
 - If the current owner does not respond to the inquiry within 4 days, the listing becomes 'Free' again, and can be claimed using the regular verification methods.

Once the listing has been successfully claimed, the Marketing Strategist will ensure the following listing data is accurate:

- Business name, address, phone number, website, hours of operation, categories/keywords.

The Strategist will also add:

- A logo, cover photo, up to 5 videos, up to 5 photos, as well as Highlight, Amenities, Attributes, and Service Options (if applicable).

An email will be sent from the Listings Team that will inform the contact (listed on the order form) that the GMB listing has been claimed, and the monthly optimized service will now begin!



Listing Verification



Listing claim complete!

And now to the monthly managed service!

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The Monthly Managed Service - What to Expect Next:



Monthly Updates

As part of the monthly managed service, the Marketing Strategist will log into the Google My Business listing once per month and ensure that the information remains accurate, this includes managing any user suggested edits. They can also upload photos and videos to the GMB listing during this check.



Posting

When the Marketing Strategist logs into the GMB listing for it's monthly update they'll also post to the listing (One post per month). This social post will be visible on the knowledge panel of the Google search results. These posts are event-based posts designed to promote a sales event or promotion at your business.

- These posts will automatically be archived after 7 days.
- These posts will feature a call to action which can be Learn More, Book, Order, Shop, Sign Up, or Get Offer.
- The Marketing Strategist will obtain all relevant information and links for these CTAs on the onboarding call.

Google My Business Optimization

Add-On | Additional Google My Business Post: 1x/month

An additional post per month published natively on the business' Google My Business Listing

What to Expect Next:



Order Form

When you purchase an Additional GMB post, our Listing Fulfillment team will receive the **Order Form**, and will reach out via email to let you know we have received your order within 48 hours.



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Add-On | Google Reviews: Up to 10

Marketing Services will respond to up to 10 Google My Business reviews per month.

What to Expect Next:



Order Form

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Positive Reviews - The How

When responding to positive reviews, the Marketing Strategist will personalize the response based on the content of the review, including the addressing the reviewer by name, using the business name in the response, and inviting them back to enjoy a similarly positive experience. Our responses are never canned!

Positive review responses are published within 2 business days of being pulled into our system.



Negative Reviews - The How

When responding to negative reviews, the Marketing Strategist will also personalize the response to the content of the review. We will apologize for the experience without mentioning the business name for SEO purposes, while also attempting to paint the business in a positive light in a sentence or two. Finally, we'll invite the poster to resolve the issue online to ensure they feel valued and respected.

Negative review responses are drafted within 2 business days of being pulled into our system. Once drafted, an approval email is sent to the business contact for approval. If we do not receive feedback within 1 business day, we will go ahead and publish the response.

The business can choose to opt out of this approval process which would mean negative review responses are published within 2 business days of being pulled into our system.