

RANK HIGHER IN GOOGLE SEARCH RESULTS FOR YOUR BUSINESS

WIKI
PRO



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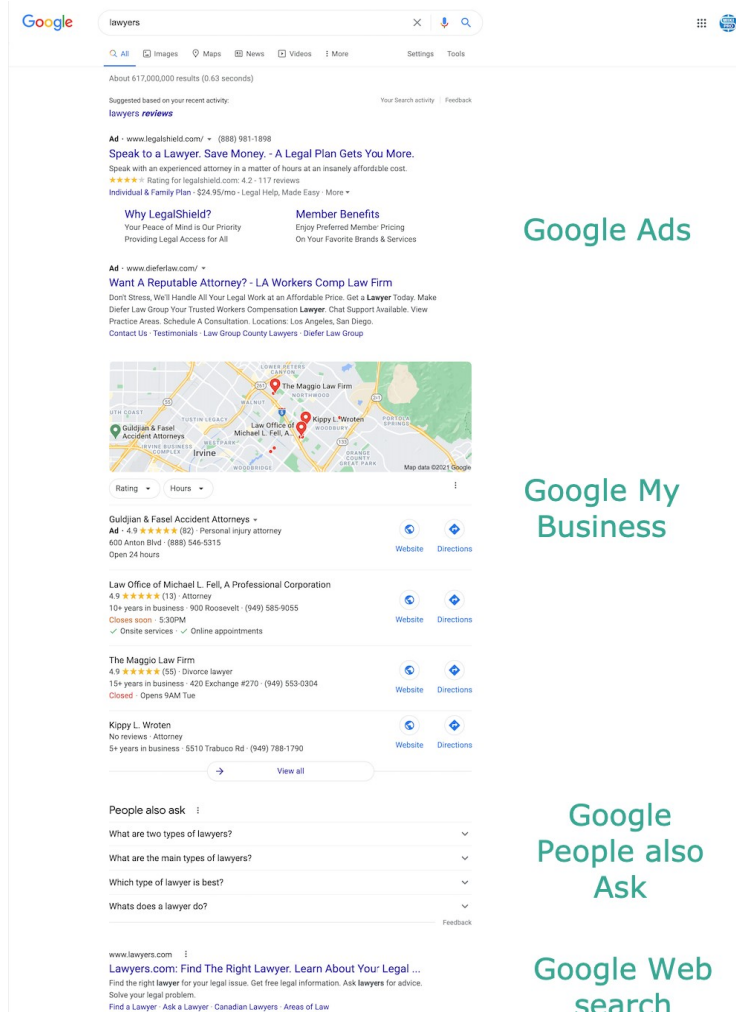
Preface

This E-book describes the key benefits of “Google My Business”. We will show you how to sign up for “Google My Business” and most importantly how to rank higher when a customer searches your business leveraging “Google My Business”.

What is Google My Business?

Google My Business is a platform provided by Google that bundles various group services and enables users to access them directly using a dashboard. These include Google Analytics and YouTube, among others. This gives companies the opportunity to use the existing entries in Google Maps, edit, manage and add new locations. These entries are also displayed directly in Google search, a presence there is important for companies and at the same time a free advertising opportunity.

For example, when a customer searches lawyers in their area on Google. Google scans through nearly 617 million entries and displays the most relevant results. See below screenshot:



Google Ads

Google My Business

Google People also Ask

Google Web search

Google My Business Example

The first couple of research results are Google Ads, meaning someone paid google handsomely to be placed at the top of the search result. The easy to be placed at the top of a search result is to simply pay Google for this advertising spot. Google AdWords costs anywhere from \$4.94 to \$23.22 per click for these highly competitive keywords such as “lawyers”. A click doesn’t mean a guaranteed sale. You will need to convert a lot of customers from these expensive clicks to make it worthwhile with Google AdWords.

Right below the paid advertisement are Google My Business listings results. However, the very first result under Google My Business section is also a paid advertising spot. To have your company featured there, you will have to spend a good amount of money with Google My Business.

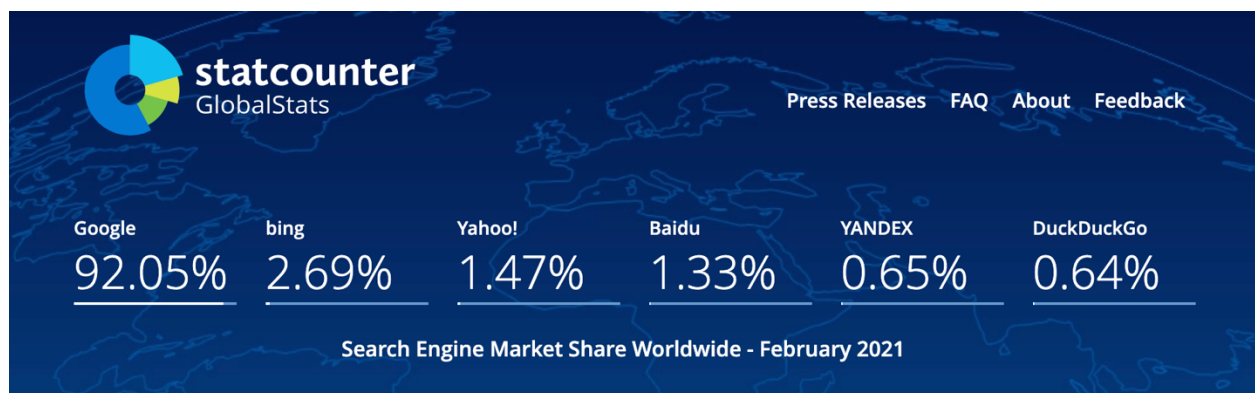
After the paid spots are the “free” listing from Google My Business. It is important to show your business there. Think of it as free advertisement and an almost guaranteed spot to appear on the first page of a google search result.

In this e-book, we are going to show you how to get your business placed in Google My Business listing for free and generate traffic for your business whenever someone is interested in your product and services.

Google My Business is free to use and easy to get your business listed with a real street address. It is perhaps the best and most important free way to get yourself noticed whenever someone inquires upon your business or the type of product and services offered by you.

Key benefits of Google My Business?

The primary benefit is to make your business visible online. Google search engine accounts for 92% of search traffic. Just about everyone uses Google to find things on the internet, including your business. If you want your business to be searchable, you should have a website or Google My Business listing. We recommend that you have both a website presences as well as a Google My Business listing.



Search Engine Marketing Share by StatCounter

You secondary benefit of having a listing on Google My Business is that you can interact with your customers. That means you can receive, read and respond to the customer reviews. You can also add photos under your business listings, add a crucial description of your business and business hours. This makes it very easy for people to find you, find your retail location and let your potential customers know when you are open for business to maximize the chances of converting a potential customer.

Google My Business ranks higher than general search results.

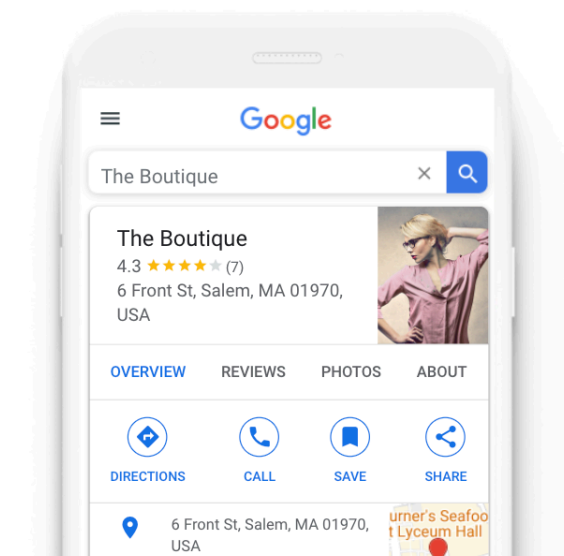
There are about 20 million Google My Business listings and 1.7 billion web pages, that's 85 times more web pages than Google My Business Listings. That means your Google My Business listing doesn't have to work nearly as hard to have a higher ranking that compete with all other websites out there on the internet.

In addition, Google My Business listings are only displaying results near your customers search location and naturally, you are only competition with like businesses near you, which makes it easier for your business to show up on the first page of Google search results.

It is a no brainer to have your business listed on Google My Business. It's free and have a greater chance of exposure whenever someone search for your business or businesses like you. We will show you how to get yourself listed on Google My Business.

Sign up for Google My Business

1. In a web browser, go to the following website: <https://business.google.com>
2. Use your Google Account to sign in. If you do not have a Google account, you can create a new account, it is free.
3. Type your business name. Then, click on Next (see screenshot blow).



Find and manage
your business

🔍 Type your business name

Can't find your business?

[Add your business to Google](#)

4. Follow the next steps to register your business:

Enter your business name to locate your business. It is likely that your business already exists in Google search. If not, you can create one, see our step-by-step guide below to create your business listing.

← What's the name of your business?

 Business name
Abc Law


By continuing you agree to the following [Terms of Service](#) and [Privacy Policy](#)

Next

After you've successfully located or created your business name. Pick a category for your business. You can pick only one category. Once your business listing is created, you can add more categories to the business.

← Choose the category that fits your business best

This helps customers find you if they are looking for a business like yours. [Learn more](#)

 Business category
Lawyer

You can change and add more later

Next

The next section is to add the location of your business. If you have a physical location or an office, this is the best way for potential customers to find you.

← Do you want to add a location customers can visit, like a store or office?

This location will show up on Google Maps and Search when customers are looking for your business

☒ Yes

☐ No

Next

← What's the address?



United States



Street address

123 Main St

[Add Line](#)

City

Huntington Beach

ZIP code

California



92648-7101

Next

← Do you also serve customers outside this location?

For example, if you visit or deliver to your customers, you can let them know where you are willing to go





- ☐ Yes, I also serve them outside my location
- ☐ No, I don't

Next

Next, you want to enter your business contact information. This is probably the most important aspect of your business listing on Google My Business. Here, you can enter your business's phone number, website. With both phone numbers and website entered, it will ensure a higher ranking on Google search results.

← What contact details do you want to show to customers?

Help customers get in touch by including this info on your listing (optional)

-   
-  ☒
- ☐ I don't need a website
- ☐ Get a free website based on your info.
[See details](#)

Next

5. After you've completed the registration process. You need to select a verification option. Your business can be verified by the phone number you provided earlier in the listing process. Google will send you a text message or an automated call will be placed with the phone number you've listed to complete the verification step of your Google My Business listing process. Google does offer another way to complete your verification process. Google can send you a letter to the physical location you've provided in the listing process. This might take up to a week to complete.

How to Rank higher in Google My Business?

Here are a few tips and tricks to help you rank higher within the Google My Business search results:

1. Add a website to your Google My Business listing. Website adds additional content for your business. If you are offering accounting or legal services, Google may crawl through your website for additional content relating to accounting or legal services to help you rank higher amongst your competitors. So, having a website, full of useful content in your relevant field will help to boost your ranking within Google My Business listing.
2. Add photos to your Google My Business listing. This can be your store front or office photos. It can be your product or service photos. Make sure these photos are taken in high resolutions as much as possible. If you have videos made for your business, please make sure to include those videos as part your listing as well. Photos and videos help you to rank higher amongst your peers.
3. Add a detailed business description. Your business description helps the search engine to pick up the keywords and phrase that will help you and therefore Google to match research results of your potential customers.
4. Add additional categories. Google allows you to add up to 10 categories for your business. You can add all relevant categories as categories that may contain important search terms.
5. Add business hours. One the biggest reasons why people search for your business is to see whether your business is open or not and your general business hours. Business hours are a great set of information to store into Google engine. Please be sure to set business hours to including holiday hours. Keep your business hours updated as much as possible.

6. Ask for reviews. Reviews is the most important aspect of whether a potential customer will likely visit your website or your store. Having a less than stellar review can be harmful to your business. One of the reasons business doesn't get the attention it deserves is because business owners doesn't know how to ask customers quickly for their reviews. WikiPro's "Text to Review" feature can quickly send a text to satisfied customers for a quick review right after a great impression was made by you. The timeliness of these reviews is critical and having a tool such as WikiPro's "Text to Review" function will help you increase the number of reviews and generate even more clients to your business.

7. Timely responses to customer reviews. Your responses to customer reviews are critical to your rankings as well. Whether it's positive or negative review, be sure to say thank you to your customers who left a review. If the customer left a negative review, you should thank them for the time and provide contact information to help your customers to get their issues resolved. Not responding to negative reviews could be a killer to your business.

The power of Google Review.

Google Review includes a star rating system. 1 star (worst) to 5 stars (best) and the actual written review from a customer right below the star rating system. The written review is usually provided by your customer on their shopping experiences. It is without saying that you should get as many good reviews as possible.

Google reviews are one of the most important factors in Google's search engine results. Google search algorithm is complex, and it consists of hundreds of signals. Some of which are proprietary to Google and not made known to the public. According to a leading search engine research company, Moz, about 9% of Google's search algorithm is consists of Google My Business reviews. Having a lot of good reviews will only help your to get higher ranking and getting timely reviews is what WikiPro's "Text to Review" does well.

Wikipro Inc

18261 Gale Ave Ste D, City of Industry, CA

 Write a review

5.0  24 reviews 

Sort by: Most relevant ▾

All

app 5



Bruce Ha

1 review

 6 months ago

This is simple APP that can use . User friendly , and all the accountants reply messages really fast .

 Like

Getting Google My Business Reviews

Now that you have your business listing all setup with Google My Business. It's time to build up your reviews. Some business owners may not know how to ask for reviews or provide an easy way for their customer to leave a review. We will show you how to do this:

When you ask your customers to leave you a review after a service is rendered or a product is delivered. It is stop of mind and most of your customers will say yes.

However, as soon as the customers leave your establishment, they get distracted and forget about leaving you a review. Even for those that remembers to leave a review, they have to get in front of a computer, login to Google, find your business etc. It takes a few steps to get there and most people simply give up and never actually leave that positive review you were hoping for.

There are a few expensive platforms to help you to request review by email. But email has a much lower open rate and usually flagged as spam.

WikiPro "Text to Review" feature uses text messaging to request for Google reviews. Our clients are getting 10 times more reviews than any other way of requesting reviews and WikiPro's "Text to Review" feature is easy to use. Here is how it works:

1. Request reviews by sending a text through your business number.

Your customers have a familiarity to your business phone number. Most likely they have your phone number saved in their phone book. WikiPro makes it possible to send & receive text through landline number.

2. Customers leave their reviews right on their mobile phone.

Customers receive your message to leave a quick review. They click the link and leaves a positive review within 30 seconds. WikiPro makes it easy for your customers to leave a review. It's quick and timely. WikiPro's clients are getting on average 10 times more reviews.

3. Manage your customer reviews on one dashboard.

Manage and reply to your Google reviews from the convenience of a single dashboard. You can easily reply to Google reviews right in WikiPro's dashboard without logging into Google My Business account. Your reply to your customers review is in a natural two way text form. It feels like you are having a text conversation with your customer. Try WikiPro for 14 days free with no obligation. Goto WikiPro.us and join now.



Best practices to get more Google reviews from your customers.

1. Make timely requests of Google reviews from your customers. While that positive experience is still fresh in your customers mind, send them a request to review through a text message. In a single click, your customers can leave a quick review and move on with their lives. You get a positive review, and your customers feel good about giving something back to you as a token of appreciation. It's a win win.
2. Making it as easy as you can. Send a review link right through a text message. In a single click, your customer can leave a timely and positive review right on their mobile device. Instead of sitting in front of a computer and make time to leave a review, they can leave a review anywhere, anytime right on their mobile device.
3. Respond to your reviews. Monitor your reviews is the best way to interact with your customers after their visit. Thank your customers for taking time to leave you a review, even if the review is negative. It shows your professionalism and your willingness to learn from the experience and improve your services in the future. Some times, the best way to respond to a negative comment is with kindness. Offer the customer another experience, provide a way to correct a bad experience. Proactively responding and managing your reviews shows that you care about your customers and your business.

We hope you learned more about Google My Business and took the steps to list your business. Giving your business a higher ranking in Google search results as well as a stockpile of good reviews will get your business noticed and convert more clients.

Google My Business listing is a fantastic place for you to showcase your business. Google My Business listing should be part of your overall online marketing strategy. If you are using the review management tool such as WikiPro's "Text to Review" feature, you will get more timely reviews and boost your business sales. You will see an increase number of visits to your website and to your physical store locations.

We hope to be part of your overall customer engagement strategy. Please visit us at wikipro.us and try our services, free for 14 days. If you are delighted with your free trial, please leave us an awesome google review.