



Google My Business The Playbook

How to make your listing stand out on Google Search & Maps.





What You'll Learn in this eBook

The big takeaway 🖱️ How to make your company listing stand out on Google so you can set more appointments from organic search.



1

Steps to create and optimize your GMB listing

2

The secrets for your listing to show up first in Google Search & Maps

3

How to book appointments in seconds

1

What is your Google Maps Listing?

... and **why** is it important?

Google Maps and Google My Business (GMB) are one in the same. By managing your company listing, you will have the best chance to show up when users search for your services locally.

The Search Engine Results Page (SERP) Structure:

1. Google guaranteed ads are at the top
2. Google search ads
3. "3-pack" Google map results
4. Organic search results

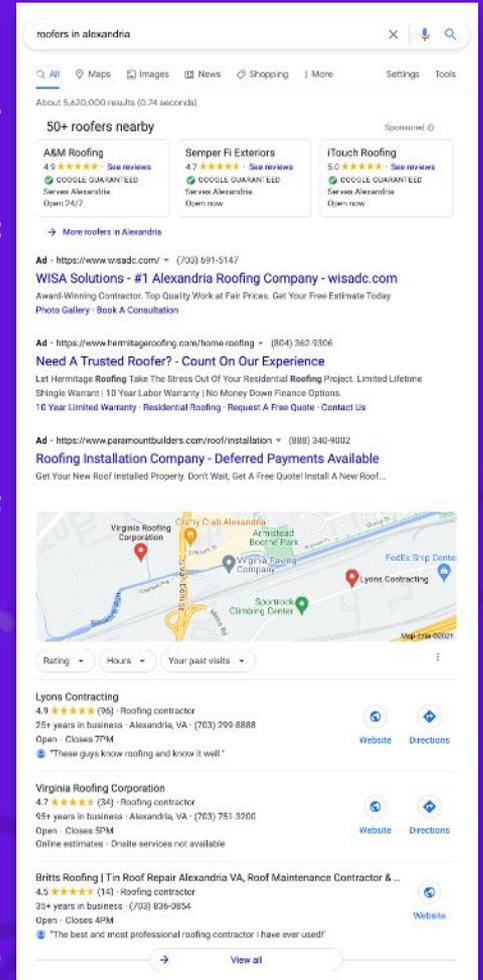
Your goal is to show in the TOP 3 results on the map.



Guaranteed Ads

Search Ads

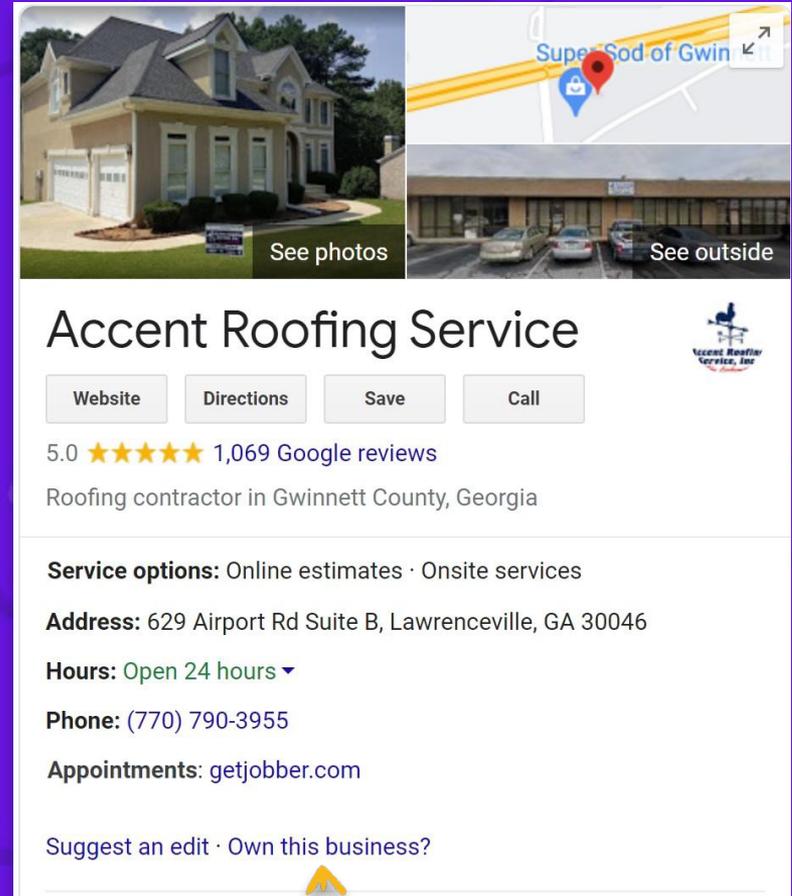
Google Map Results



How to check and claim your listing.

Here's how to check if your business is set up:

1. Try a quick google search of your company, see your listing on the right?
2. Claim it by selecting "Manage this listing" or visiting google.com/business.



The screenshot shows a Google Business listing for 'Accent Roofing Service'. At the top, there are two images: a house on the left and a storefront on the right. Below the images are buttons for 'Website', 'Directions', 'Save', and 'Call'. The listing has a 5.0 star rating from 1,069 Google reviews. The address is 629 Airport Rd Suite B, Lawrenceville, GA 30046. The hours are listed as 'Open 24 hours'. The phone number is (770) 790-3955. The website is getjobber.com. At the bottom, there are links for 'Suggest an edit' and 'Own this business?'.

See photos

See outside

Accent Roofing Service

Website Directions Save Call

5.0 ★★★★★ 1,069 Google reviews

Roofing contractor in Gwinnett County, Georgia

Service options: Online estimates · Onsite services

Address: 629 Airport Rd Suite B, Lawrenceville, GA 30046

Hours: Open 24 hours ▾

Phone: (770) 790-3955

Appointments: getjobber.com

Suggest an edit · Own this business?

2

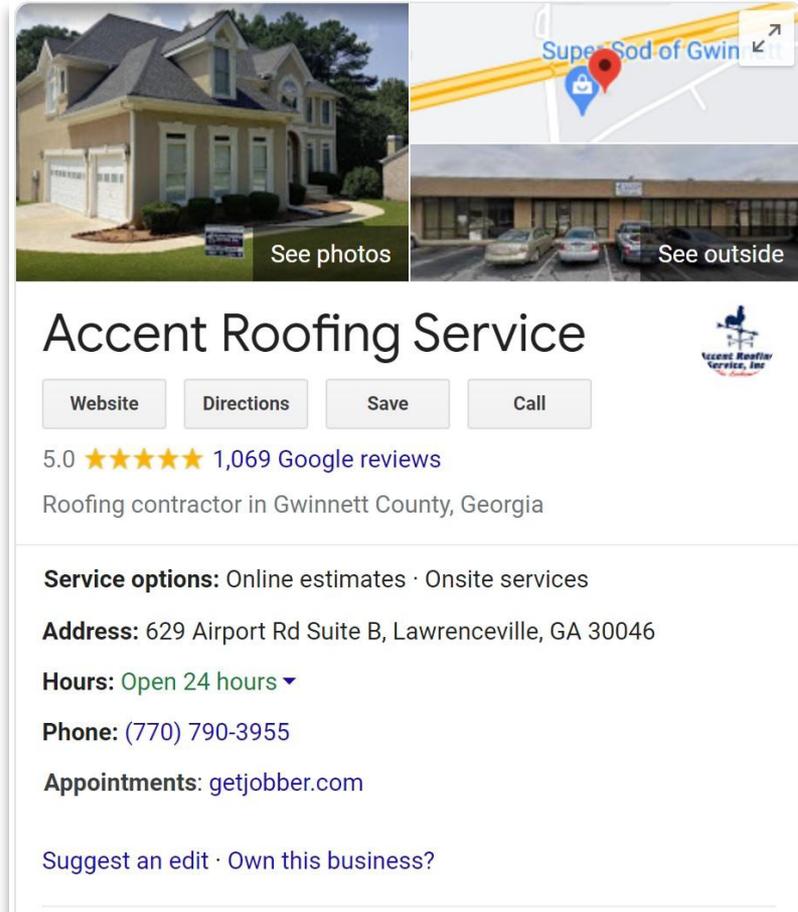
3 Factors that Help You Show Up 1st in Maps & Search

Prominence

How legit are you? Google takes over 200 ranking factors into their algorithm to determine what companies show up on local listings.

These include:

- **Web Properties** – How long have you had an online presence?
- **Social Profiles** – Be sure to link your social profiles on your website and Google listing.
- **NAP Consistency** – Consistent contact information across all locations on the web are important.
- **Reviews** – Google takes into account the quantity and quality of your reviews.



Super Sod of Gwin

See photos

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Suggest an edit · Own this business?

Relevance

What do you do?

Optimize your profile to tell people exactly what you do.

Be specific

Make sure you list accurate categories for your business.

Optimized GMB

Be sure to list relevant services you provide.



Proximity

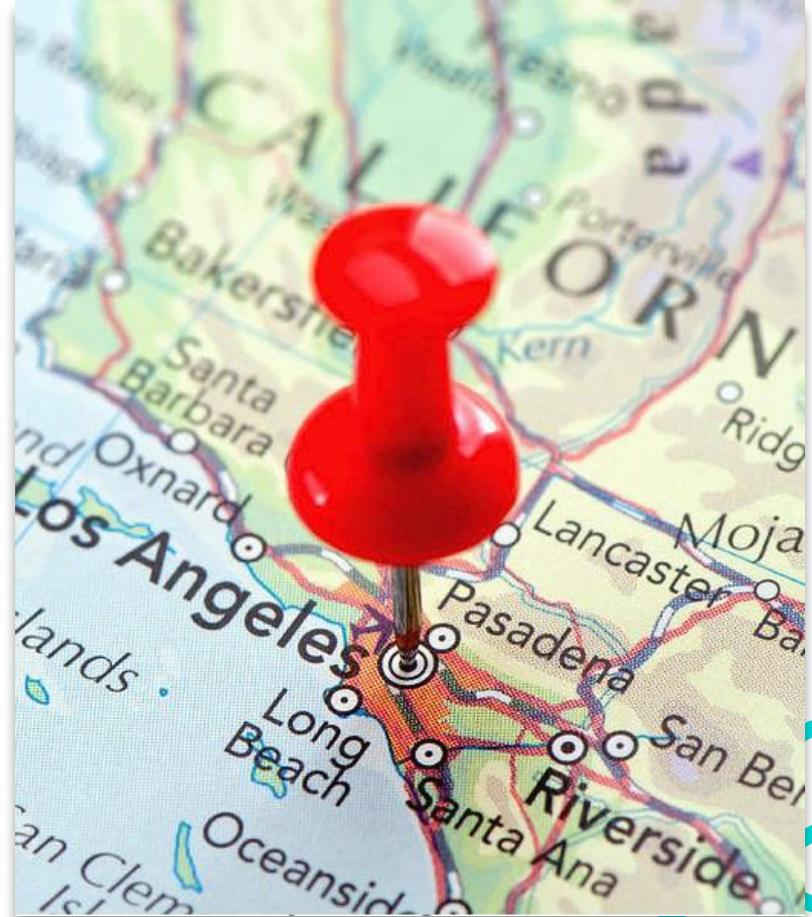
Location

Make sure you include your companies main address, in the format that's listed on Google Maps.

Service Areas

You can also include areas you service for broader coverage.

Your goal is to optimize GMB so that you show up in the largest relevant area possible.



Checklist to Show Up 1st in Google Search & Maps

Set Up & Optimize

google.com/business



- 1 Pick a NAP and stick to it
- 2 Complete your Business Info
- 3 Turn on *Preview Call History*
- 4 Turn on Messaging
- 5 Link to your website's location pages
- 6 Get a NAP and/or Ranking Report

Name, Address, Phone Number (NAP)

Go with what Google says!

Consistency is important

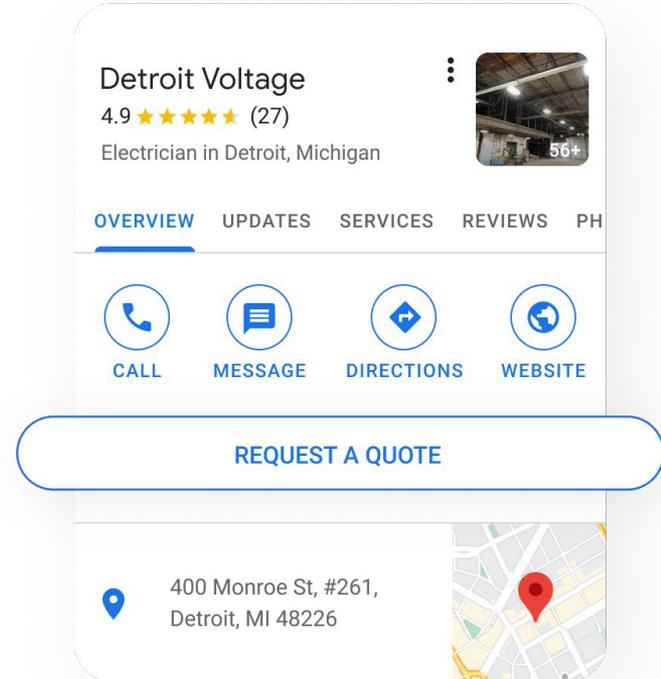
Make sure the format of your company name, address, and phone number is consistent across all of your web pages.

Textable Phone Number

A textable phone number not only helps leads get in contact with you, but they can message you directly from your Google listing.

NAP Report: Bright Local or MOZ

A NAP Report will help you check all of the places your business is listed on line in one report.





Complete Your Business Info

1. Business Categories

Include as many as you can (up to 10), and set the “Primary Category” as your main service, i.e. *Roofing Contractor*

2. Services

More detailed examples of your category, i.e. *roof replacement, roof repairs, roof cleaning.*

3. Business Description

4. Hours

Expand beyond office hours. If someone searches 9pm, Google will give preference to companies “open” then.

5. Service Areas (up to 20)

6. Website

7. Appointment Link

Link directly to a service calendar, quote request page, contact page, etc.

8. Attributes

Attributes include online estimates, online quotes, etc.

9. Photos

Try 10 to start, update these as often as possible.





Turn On Preview Call History

From the *Home* menu in your GMB dashboard...

Your normal business phone number will show, but when people click it Google forwards the call so you can track on your dashboard or GMB app how many calls you received.

Preview call history ^{BETA}

See recent customer calls from Google and return missed calls easily. [Learn more](#)



[Try it out](#)

How it works



Customers calling your business from Google will be connected through a unique forwarding number.

[Learn more](#)

[Turn on call history](#)

[Cancel](#)

Turn On Messaging

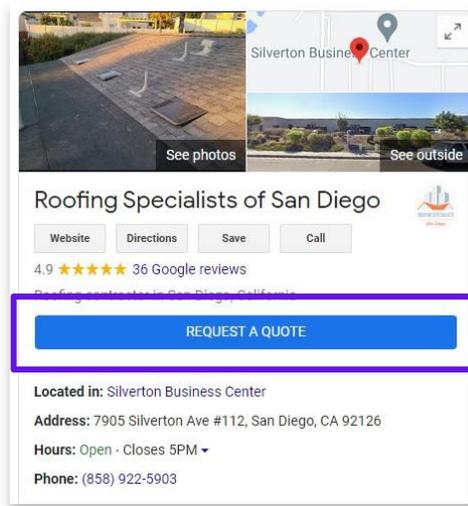
Available on the GMB app via phone or iPad. As a company owner or admin you can review and respond to messages right in the app.



Get messages and quote requests

Let customers message your business and request quotes for free from your Google business profile. Respond from here, Google Maps or Google My Business app on your mobile device. [Learn more](#)

[Turn on messaging & quote requests](#)



Roofing Specialists of San Diego

4.9 ★★★★★ 36 Google reviews

[Website](#) [Directions](#) [Save](#) [Call](#)

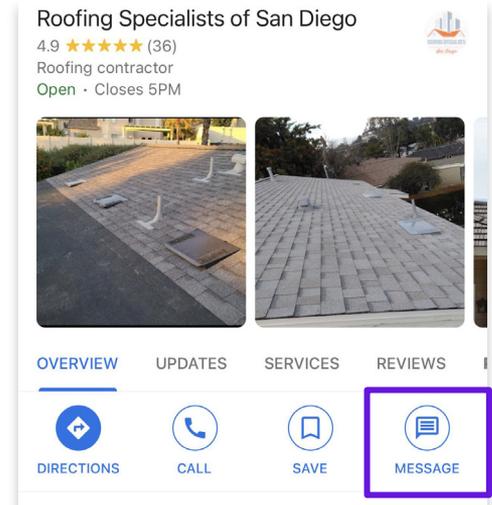
REQUEST A QUOTE

Located in: Silverton Business Center

Address: 7905 Silverton Ave #112, San Diego, CA 92126

Hours: Open · Closes 5PM

Phone: (858) 922-5903



Roofing Specialists of San Diego

4.9 ★★★★★ (36)

Roofing contractor

Open · Closes 5PM

OVERVIEW UPDATES SERVICES REVIEWS

[DIRECTIONS](#) [CALL](#) [SAVE](#) **MESSAGE**





Weekly Checklist

It's not “set it and forget it!” Make sure you're doing these things consistently.

- Post 2 photos per week
- Create 1 GMB post per week
- Reply to Google reviews
- Answer any questions
- Review your insights
- Review your ranking report
- Monitor and fix any NAP issues

**Schedule 1 Hour Weekly to
check in on your GMB listing.**

*Remember, this isn't an overnight
process. Chip away at every week
and consistently see improvement*

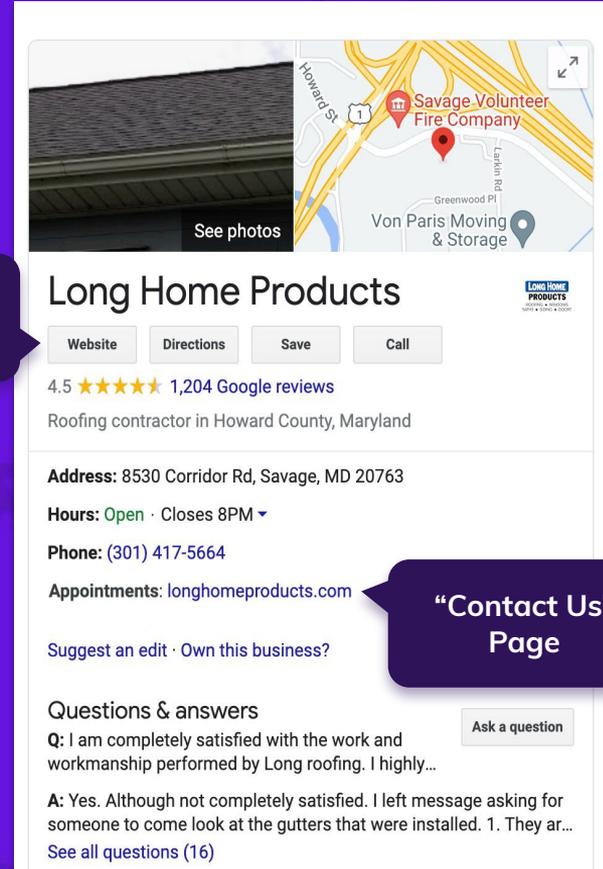
3

**Get That
Appointment!**

Direct traffic to the right page

When leads come in from top of funnel searches, i.e. “roofing in Arlington,” you can direct where they go by using custom links to your contact page.

Your Home
Page



Long Home Products

Website Directions Save Call

4.5 ★★★★★ 1,204 Google reviews

Roofing contractor in Howard County, Maryland

Address: 8530 Corridor Rd, Savage, MD 20763

Hours: Open · Closes 8PM ▾

Phone: (301) 417-5664

Appointments: longhomeproducts.com

Suggest an edit · Own this business?

Questions & answers

Q: I am completely satisfied with the work and workmanship performed by Long roofing. I highly...

A: Yes. Although not completely satisfied. I left message asking for someone to come look at the gutters that were installed. 1. They ar...

[See all questions \(16\)](#)

[Ask a question](#)

“Contact Us”
Page

Follow-Up!

BACHE EXTERIORS FREE QUOTE

ROOFING, SIDING, AND PATIOS IN RICHMOND, VA

Family owned and operated since 1991, Bache Exteriors is Richmond's trusted choice in exterior renovations.

Chat to text

HALI Insta
plus \$0 Down, 0% Int FULL

Lets Chat!

Would you like to chat with our team?

Your Mobile
(804) 385-7867

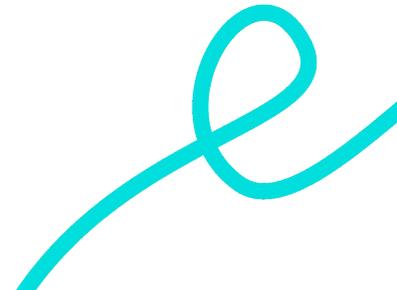
Message
Interested in pricing

By submitting you agree to receive text messages at the number provided. Message/data rates apply.

Powered by Hatch Text Me

Once you convert a lead on your website it's important to **follow up as soon as possible**. We recommend including web chat on your website as another way for clients to easily get in touch with you.

Better yet, **use a chat box that goes directly to text** so you can engage when offline, and follow-up after the user leaves your site.



Automate when possible

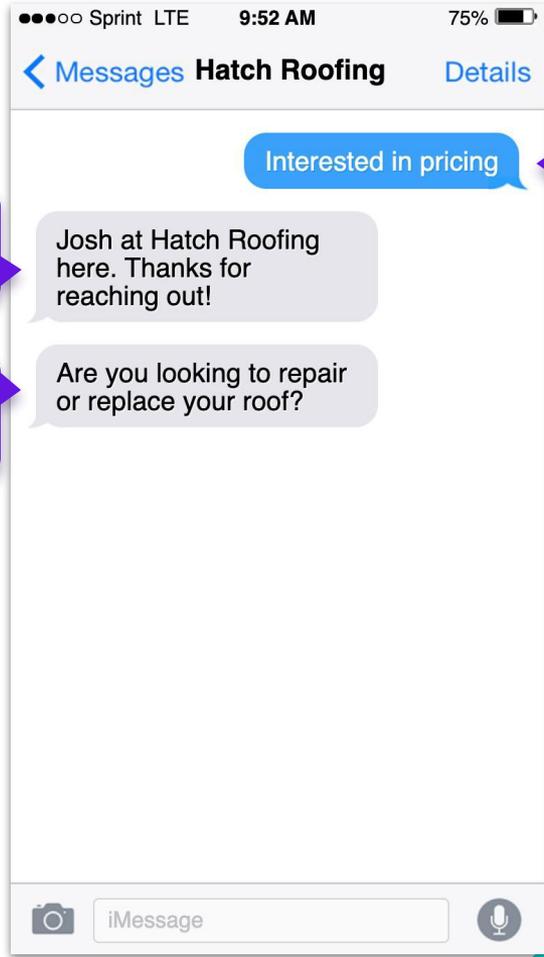
Make sure that your outreach is automated because chances are they're looking at multiple quotes. If you're the first to get to them you have a greater chance of closing.

GMB messaging allows you to set up automated replies to inbound messages.

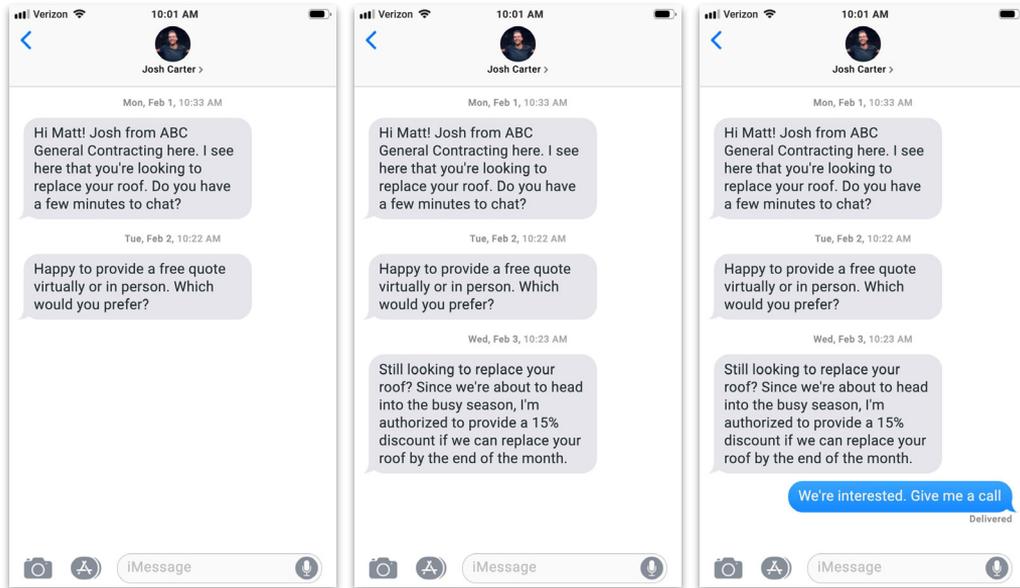
Automated response

Follow up ASAP

Inbound text from chat



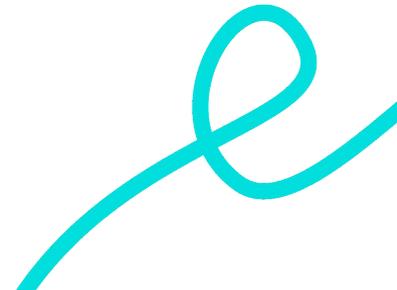
Apply a Follow-Up Strategy



Often times contractors might reach out once, get no response, and it sits in the ether of their CRM. Maybe they'll reach out one more time, or send a newsletter at some point, but there's no real plan for following up.

We've found **it often takes 2-3 follow-up text messages to get a response.** It's important that if they don't respond the first time, follow up with text, email, and voicemail.

Ask direct questions to entice a response.





You are

7x more likely

to set an appointment if you
respond to a new lead in

1 hour vs 2 hours

Harvard Business Review

The Power of Texting Over Calling

97%

of consumers
ignore calls from
unknown numbers

63%

of Google
searches are on
mobile devices

95%

of texts are
read within
3 minutes

Example Follow-Up

When a user clicks on your ad and fills out the lead form, you'll want to **respond immediately** via text, email, and voicemail.

Depending how they respond, you'll know how they want to communicate moving forward!

Keep it super conversational, referencing them personally and the ad or message directly.

Most users on Facebook are using their phone, so **texting is crucial to immediate engagement.**

