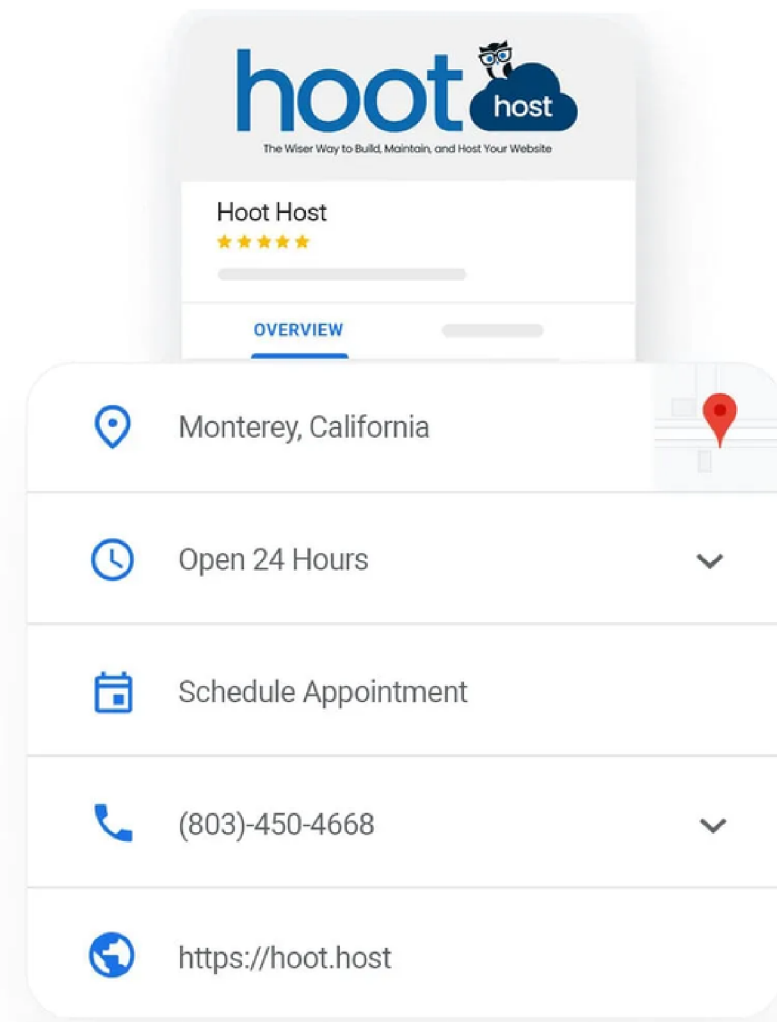


Google Business Profile



 **Alignable** WEBINAR

Google Business Profile for Home and Local Service Providers



Hosted by:
CHRISTOPHER CARBAUGH

Hoot Host - <https://hoot.host>

Google Business Profile

Let's explore how to leverage your Google Business Profile with proven marketing strategies specifically for home and local service providers to grow your business online. Use this presentation packed with professional guidance and recommendations!

Topics included in this presentation:

- The Power of Google Business Profile
- GBP Features and Benefits
- Home & Local Business GBP Goals
- GBP Impacts and Local SEO



**Let's explore how to grow your
local online presence with Google
Business Profile!**

The Power of Google Business Profile

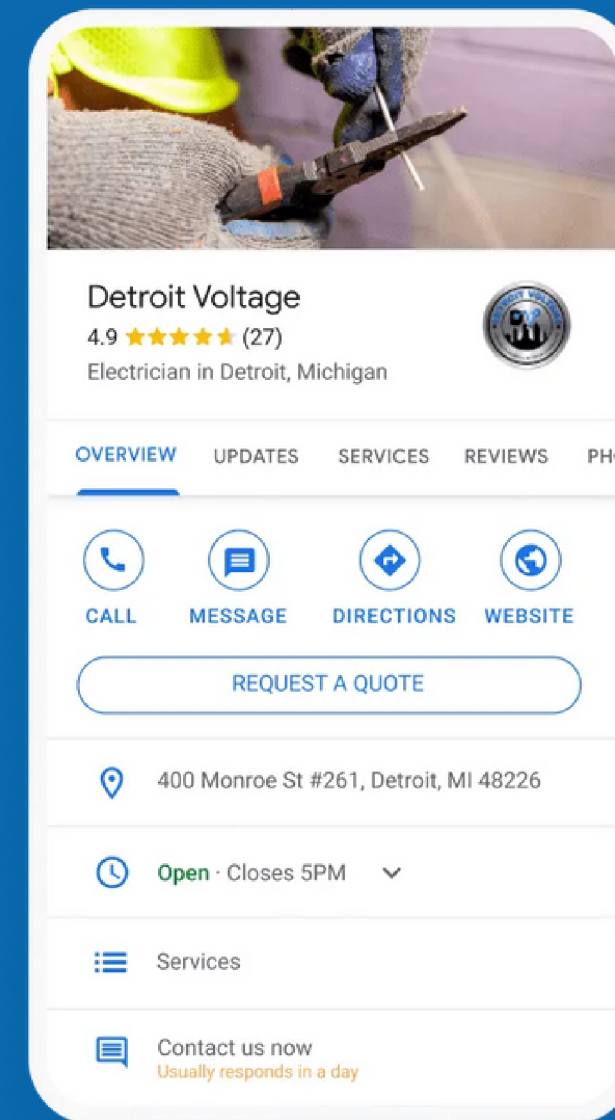
The Power of Google Business Profile

Use Google Business Profile to expand your local presence!

- Increase search engine presence in your local service areas
- Allow potential customers to easily get in touch with you
- Drive targeted, local traffic to your website
- Build your reputation and authority on Google

With a well optimized and consistently managed Google Business Profile you can grow your presence in the service areas your business supports, find more customers, and build a powerful reputation for the services you offer.

Bonus: You can get qualified leads with Local Service Ads too! Get verified by Local Service Ads to stand out even more locally and have Google bring leads directly to your business.



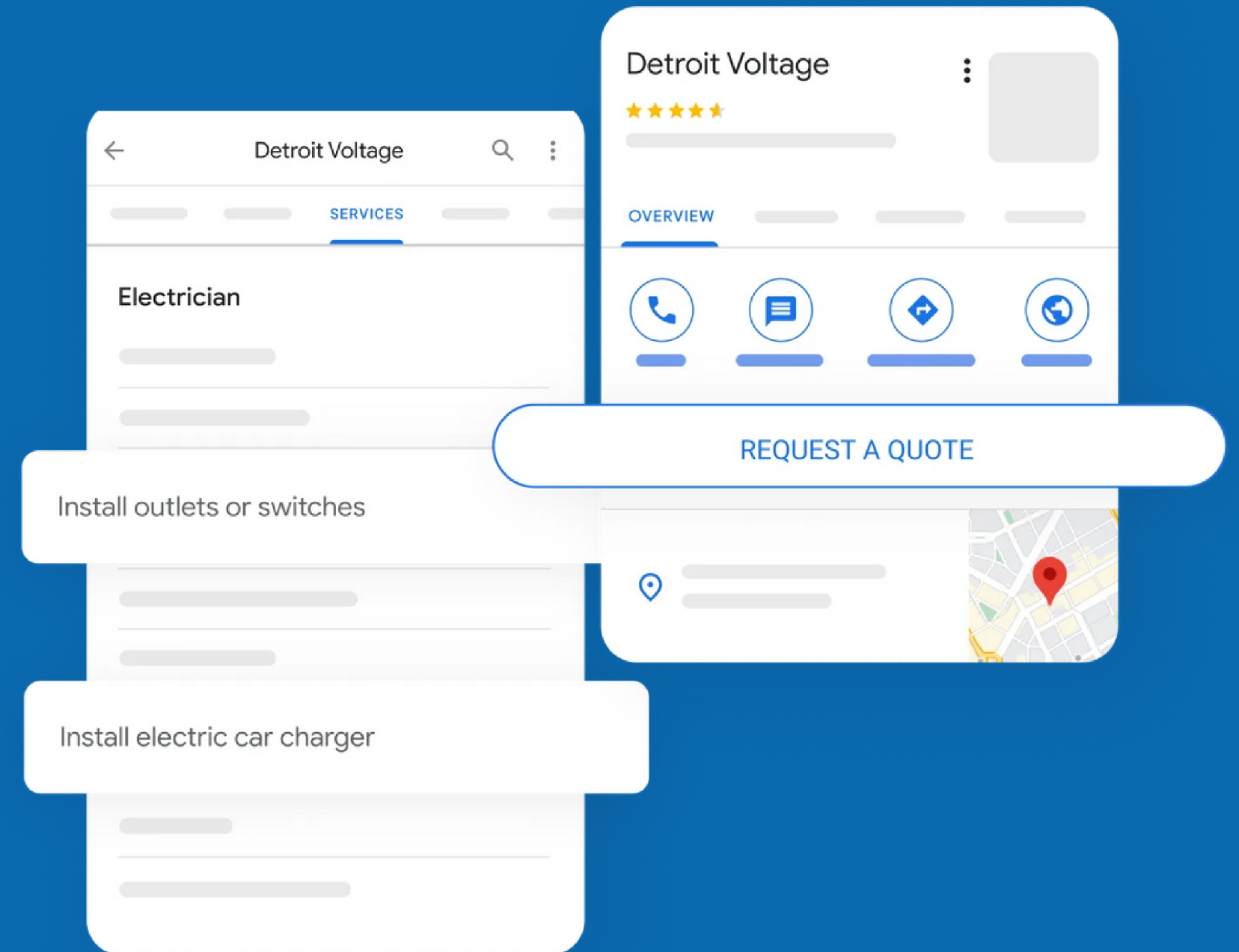
GBP Features and Benefits

GBP Features and Benefits

Google Business Profile provides a variety of features and benefits especially for home and local service providers.

- Local Service Area Relevance
- Company Categories (up to 9 that suit your business)
- Address, Hours, Contact Information, Website (multiple links)
- Appointment / Quote request button (if you qualify)
- Reviews! - helping you build reputation and status
- Company Services and Products
- FAQs and Ask a Question
- Social Media
- Updates - a blog or feed for your business right on Google!

There are many more key features including Photo Gallery, Attributes and more to help specific business types and industries represent their unique offerings.



Quick Reminder!

Watch **Website and Marketing Success for Home and Local Service Providers** to learn more about **SEO, blogging, lead generation, CRM, and marketing strategies to grow your business!**

All webinars on Hoot Host YouTube!



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Website and Marketing Success
for Home and Local Service Providers

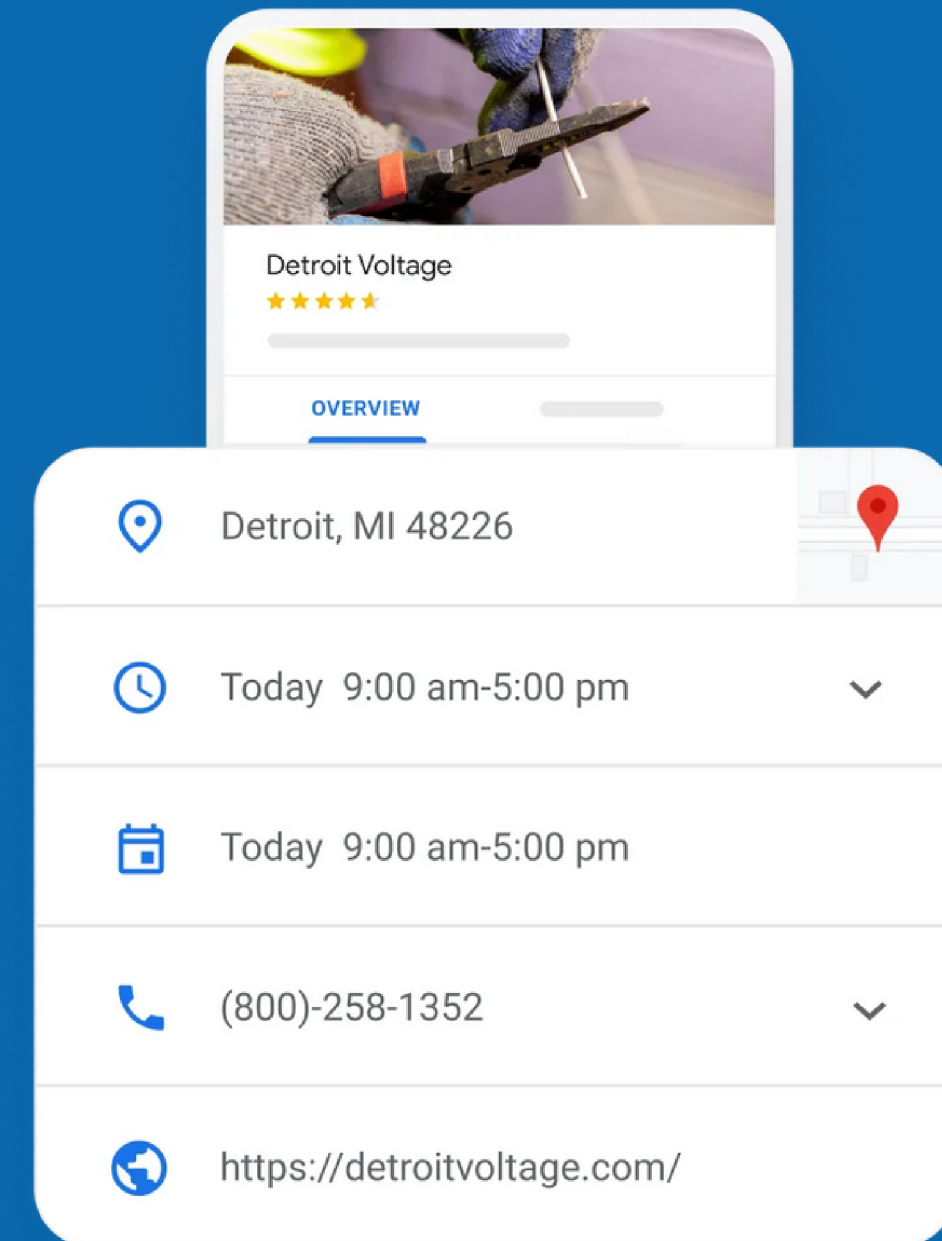
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Home & Local Business GBP Goals

Home & Local Business GBP Goals

Getting found more locally is just step one of what is possible with your Google Business Profile! You want to build an optimization strategy and consistently use key features for success.

- Drive satisfied customers to leave reviews! More reviews = growth
- Respond to all reviews!
- Target new areas based on service changes, season, promotions
- Update gallery often with compelling photos
- Track performance and analytics to understand GBP impact
- Use Updates regularly to drive traffic into blogs and landing pages
- Follow the Digital Consumer Journey for lead conversion!
- Get Verified if you qualify, get the “Green Check Status”, and run Local Service Ads to gain qualified leads directly from Google

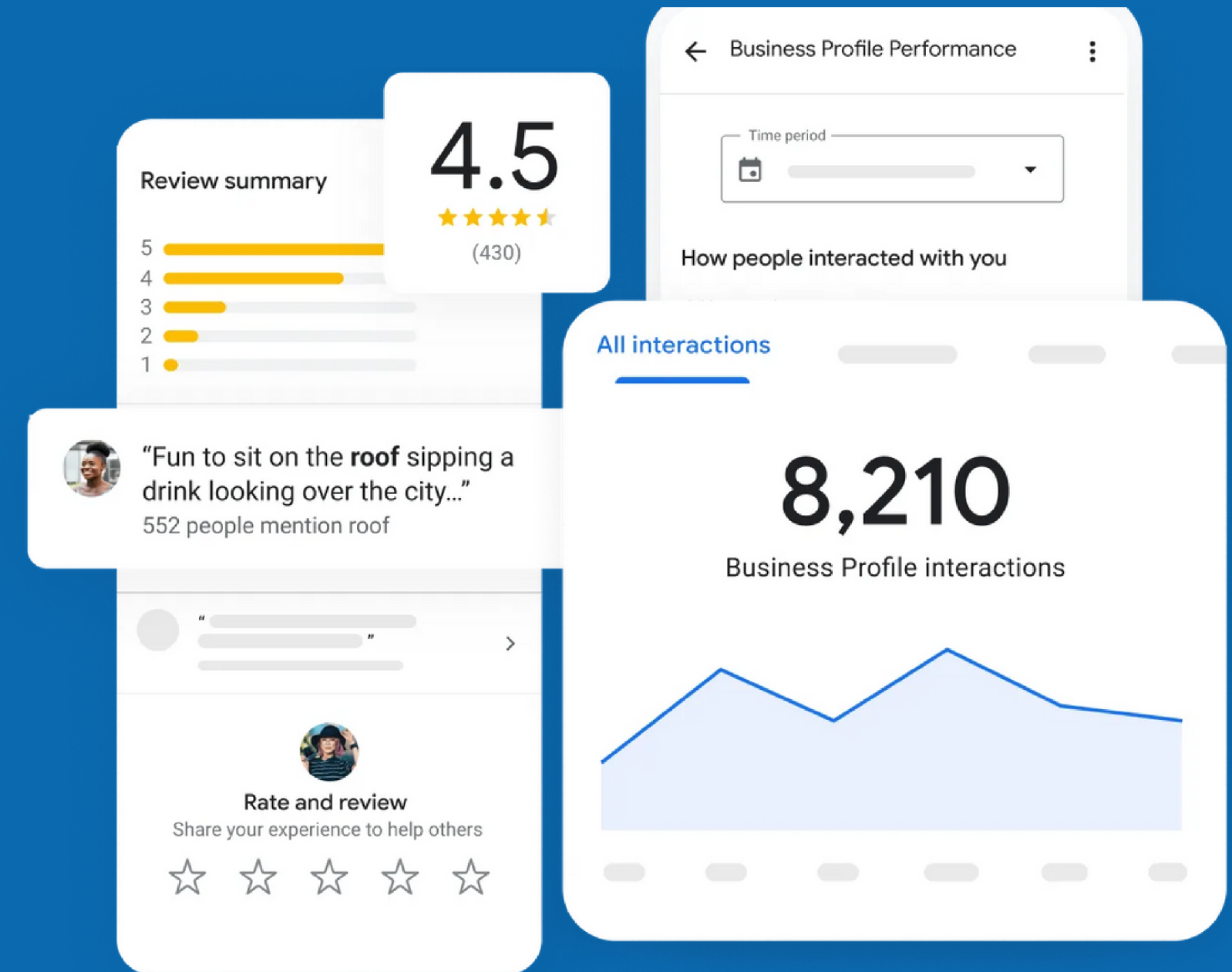


GBP Impacts and Local SEO

GBP Impacts and Local SEO

Your Google Business Profile in combination with some Local SEO techniques can give your business the ultimate authority in your local service areas.

- Write keyword and geo-targeted descriptions in your GBP
- Make your website share similar targeting of your local areas
- Use job sites like Angi, Thumbtack, etc to boost more locally
- Write blog posts consistently helping people with their questions about what you do, your location, and expertise
- Create marketing landing pages targeting search engine visitors looking for your services in your areas
- Treat your GBP Updates feed like a social network!! Post to it often and always share a blog, landing page, or website link to drive users toward your business and making a connection



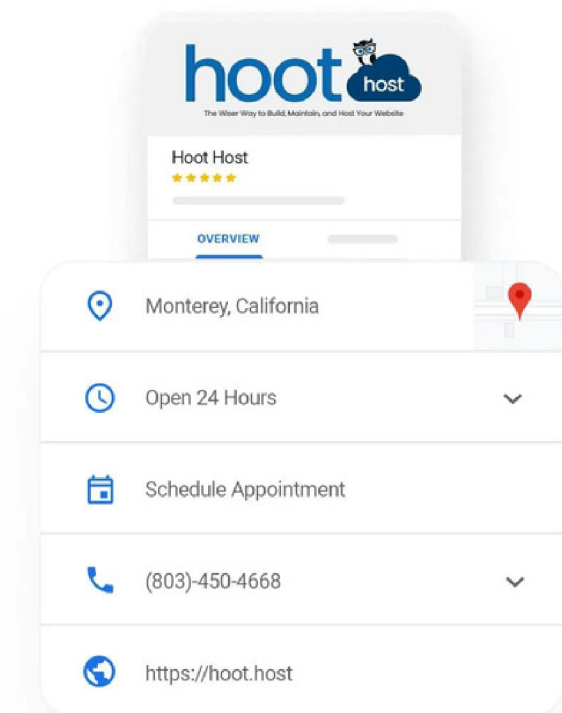
Reminders & Recap!

Reminders and Recap

Your Google Business Profile is your secret weapon toward growing a powerful local presence for your business!

- Make sure your GBP is up-to-date and completely filled out
- Make sure your service areas and categories are accurate
- Use key features like Products / Services / FAQs / Appointments
- Get reviews and respond! GBP reviews grow reputation & leads
- Use the Updates feature regularly! Think of this like another social network or mini-blog on Google. This activity expands your reach, engages visitors, and drives them to blogs & landing pages
- Get Google Verified with Local Service Ads if you qualify!

Google
Business Profile



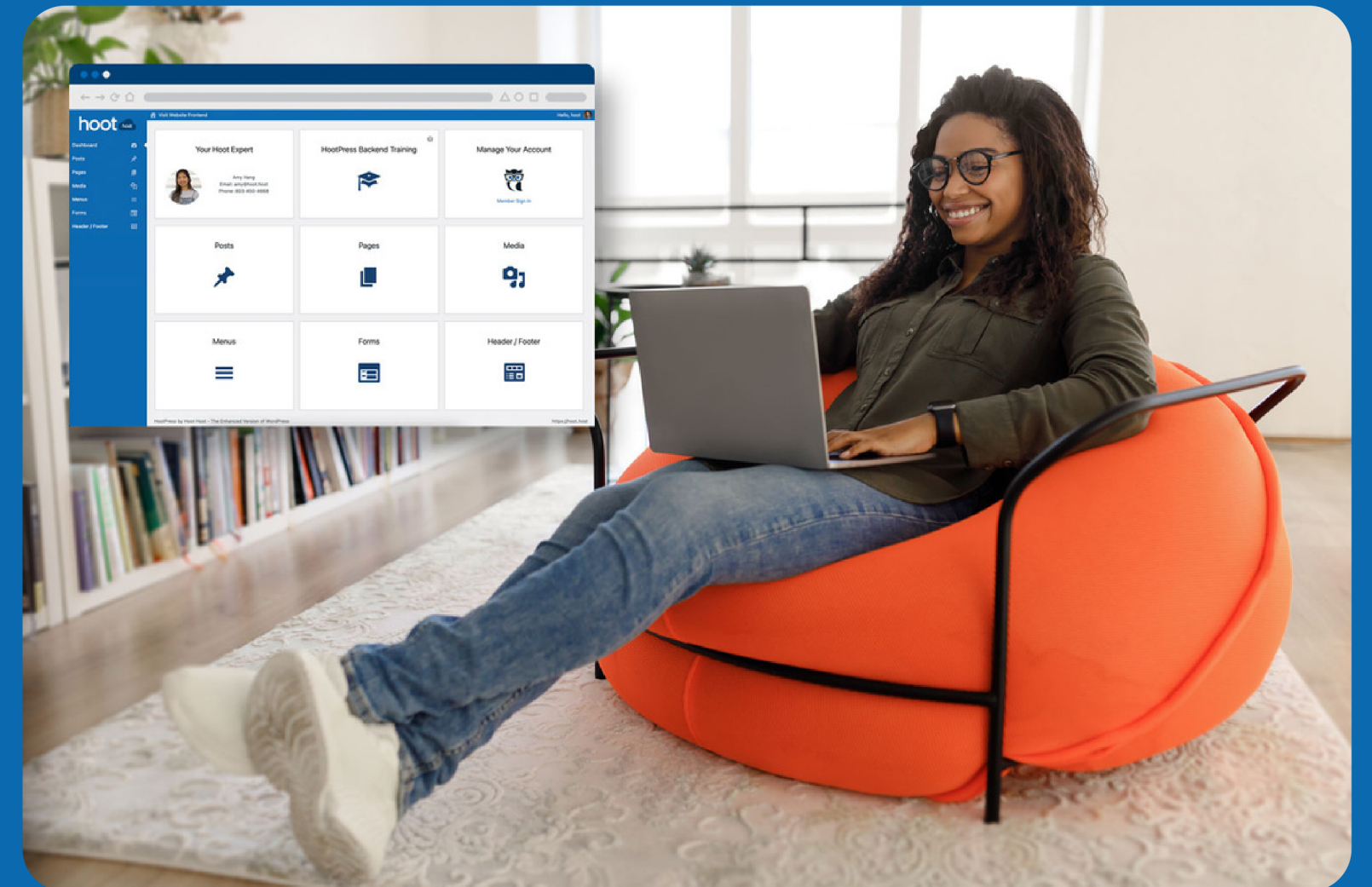
Time For Questions

Let's start a conversation about websites and marketing!

Free Website and Marketing Audit

Visit <https://hoot.host/alignable>
to sign up for a free website
and marketing audit!

Google Business Profile management
included in Hoot Host Marketing Plans!



Quick Reminder!

Join our next webinar! Lead Generation with
Online Calendar Booking

All webinars on Hoot Host YouTube!



**Lead Generation with
Online Calendar Booking**
for Coaches and Consultants

Hosted by
Christopher Carbaugh - Hoot Host
Diana Lee - Waggle AI

Alignable WEBINAR

The image shows a woman with long dark hair, wearing a black and white striped button-down shirt, standing with her arms crossed. To her left is a screenshot of a web-based calendar booking interface. The interface has a title "Pick a Date and Time" and shows a calendar for April 2020. The date 15th is selected. To the right of the calendar are two columns of time slots: AM (12:00, 12:30, 01:00, 01:30, 02:00, 02:30) and PM (05:00, 05:30, 07:00, 07:30, 08:00, 08:30). A "Select Date" button is at the bottom of the interface. The background of the image is a blurred office setting.



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Join the Wiser Way Weekly Connect to receive personalized coaching, support, and education for everything small business marketing and websites. All while engaging and networking in the flourishing Hoot Host Community on Alignable.

Every Friday 2PM PST / 5PM EST!!



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visit <https://wiserway.coach>