

THE SALON OWNER'S GUIDE TO

GOOGLE VISIBILITY

8 STEPS TO ATTRACT MORE CLIENTS

(EVEN WHILE YOU'RE BEHIND THE CHAIR)





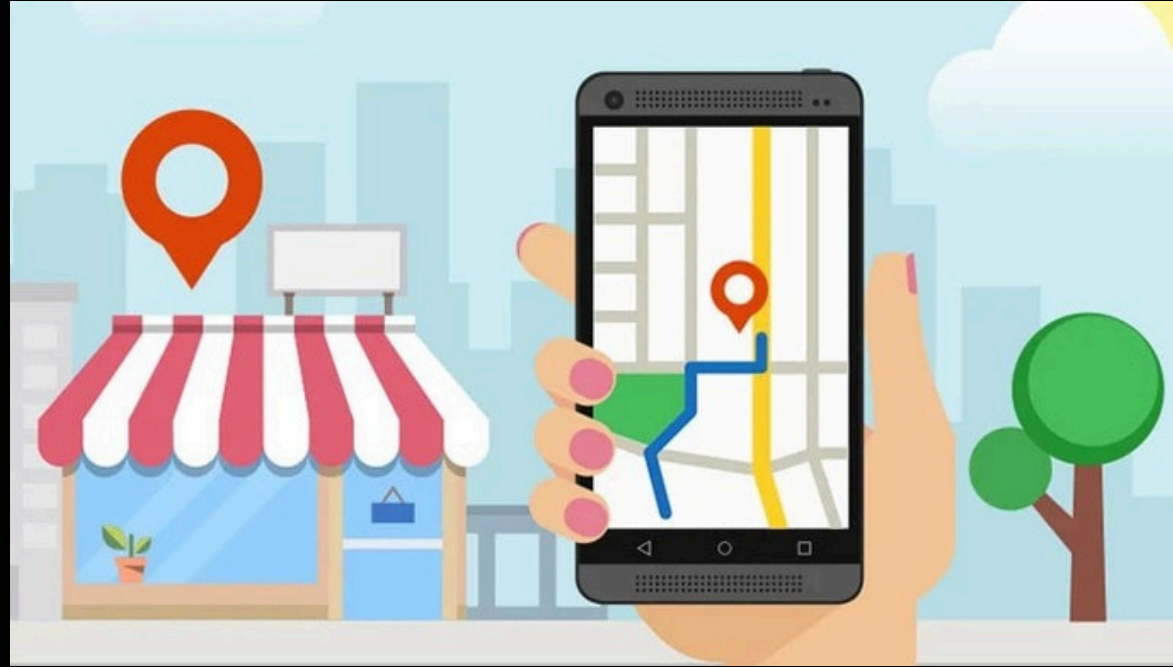
THE PSYCHOLOGY OF GOOGLE

In our current culture, Google has transformed from a noun into a verb.

Think about it. We don't say "search for it" — instead, we say "google it."

This is a direct result of people finding incredibly useful information by using Google's search engine. If you think this is an accident or coincidence, then think again. You see, Google has developed a mutually-beneficial system between their company and other businesses in the world.

Here's why: if Google understands your business, then they can provide accurate information to their users about your business. If Google can provide accurate information to their users, then the users will continue relying on Google. If a lot of people continue using Google, then Google can make money from ads and paid services. It all comes down to creating a great experience for Google users.



In order to store and show accurate information about other businesses, Google has developed a tool called Google Business Profile. Basically, this is our

Modern Day Version of the Yellow Pages

And, if you follow the simple steps below to upload your business' information to Business Profile, Google will give you the equivalent of a FREE, full page, full color ad.

So, what's the holdup?

Your competitors are probably already taking advantage of Business Profile.
And if they aren't, ***then they will be soon.***

If you have any doubts, then think about your own experience researching new companies online. **You're probably more likely to purchase from the ones with a well-established web presence, right?**

They look more professional and modern, and this immediately instills a feeling of consumer trust.

By considering your business' appearance on Google, you can easily establish an edge over your competitors.

This tutorial is all about how to gain exposure by developing your Google Business Profile.

By following these eight easy steps, you can enhance your web presence and attract clients — for free — on Google!

Step 1

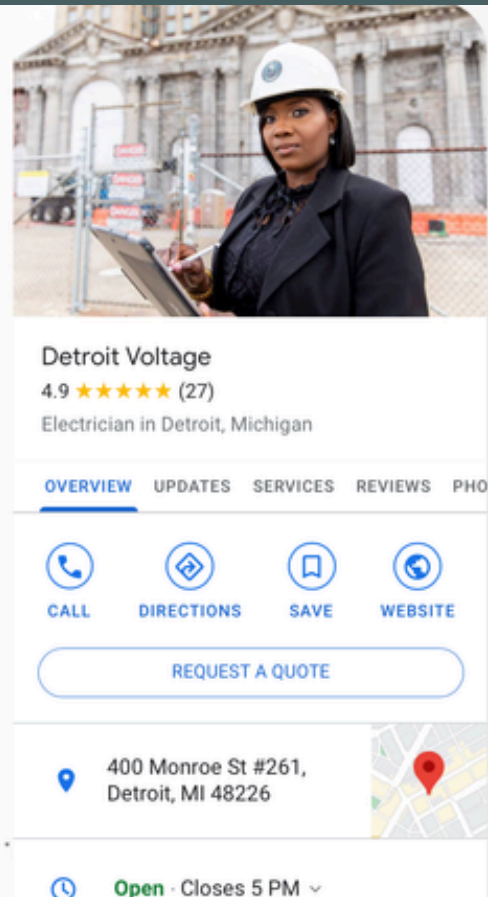
CLAIM AND VERIFY



Stand out on Google with a free Business Profile

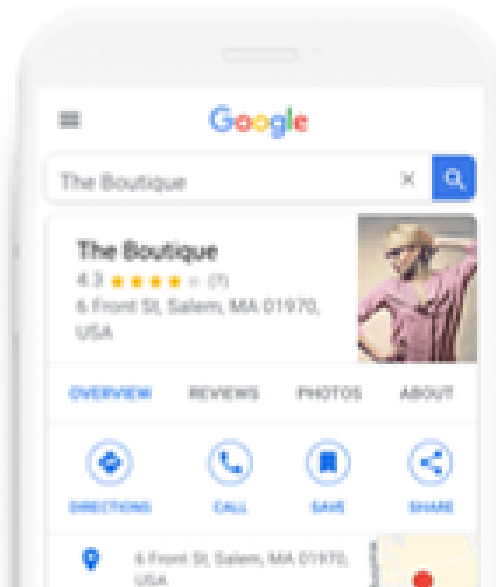
Turn people who find you on Google Search and Maps into new customers with a free Business Profile for your storefront or service area. Personalize your profile with photos, offers, posts, and more.

Manage now



To get started with the Business Profile tool, you first need to create your account. It's very simple, and you can do so by clicking this link.

[BUSINESS.GOOGLE.COM/CREATE](https://business.google.com/create)



Find and manage
your business

🔍

Can't find your business?

[Add your business to Google](#)

Claim OR Create

You will have the option to either claim or create your business' listing. If your business pops up when you enter your business' name, then select it and claim it.

If you search for your business but don't find any results, then you will need to create a new listing.

To verify your listing, update your business info

Your business info currently has errors. To be able to verify your listing, take a few minutes to correct it.

Update info

Next: Verification

Either way, the next step is verification. This is the process by which Google ensures that you are the owner of your business. For most businesses, verification is done by mail. However, in some cases, you will have the option to verify by phone, email, or search console.

Check with Google about the different verification options, and see which methods you qualify for.

Be aware that verification can take up to two weeks — so don't delay if you want all the perks of managing your business listing on Google!



Step 2

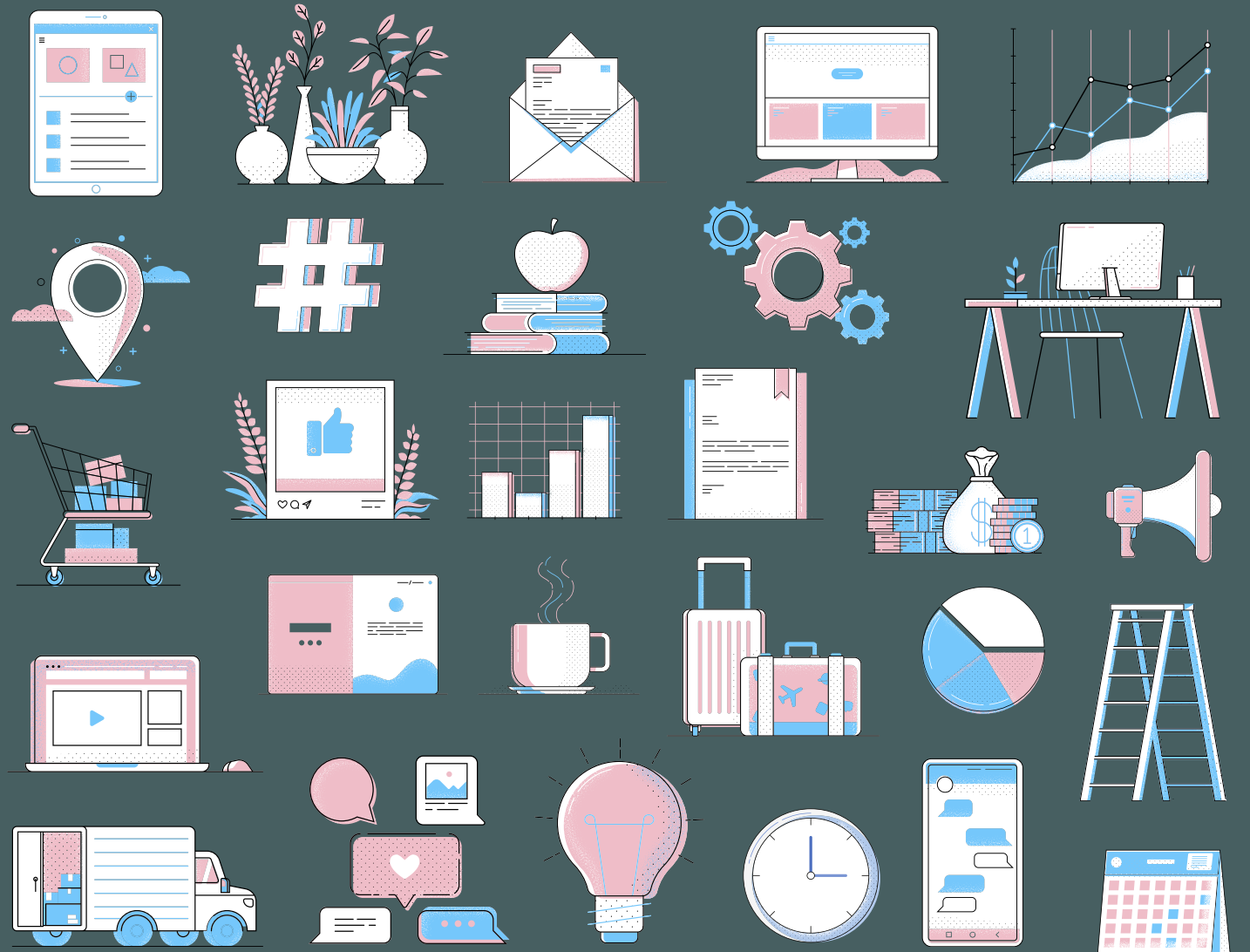
**CHOOSE CATEGORIES
FOR YOUR BUSINESS**

Guide to Choosing Categories (*also called Services*)

After you've passed Google's verification check, you will be prompted to select categories for your business.

You can choose **one primary category**, and up to nine secondary categories.

This may seem like a straightforward task, but really take your time choosing the best categories to describe what you do! After all, as of 2020, there are 3942 categories for you to choose from.



Tips for Primary Category ("Services")

The primary category for your business is given top priority in Google's algorithm. This is the main deciding factor in whether or not your business will pop up during a user search.

Plus, isn't it refreshing when you search for something specific and Google provides exactly what you need?

Be Specific!

Be as specific as possible when selecting your primary category.

The more specific you are, the fewer businesses you'll be competing against.

Tips for Secondary Categories ("Services")

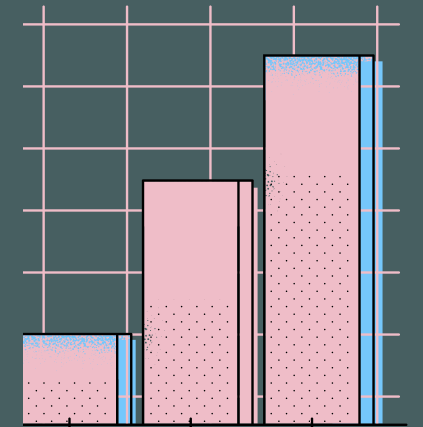
As another rule of thumb, try to select as few secondary categories as possible when describing your business. This may seem counterintuitive, but it actually increases the likelihood of users finding you.

You see, if you only use 3 categories to describe what you do, then Google will be dividing its user-directing resources into only 3 channels.

On the other hand, if Google has to re-route users to your business based on 10 different categories, then this weakens the effectiveness of its algorithm.



=





Step 3

**ADD IMAGES OF
YOUR BUSINESS**

The third step is adding images of your business.

Have you ever googled a business, and the only photo result is a vague snapshot from the Google Earth street view camera? Talk about off-putting, right? You definitely don't want that to be a client's first impression of your business.

The images you upload should give potential customers a mini-tour of your company. This can be a physical tour, where you showcase the outside and inside of your building, or it can be more of a conceptual tour, where you try to communicate the feel and mission of your company. If you opt for the latter, then you may choose to upload photos of your staff, or photos of the products/services that your business offers.

Place yourself in the shoes of your clients, and imagine what you would like to see before deciding to hire or buy from your company.



Also, don't just upload any old photos you have on hand of your business.

These images should be high-resolution, and professional quality. They should also reflect your business in its current form. If you've redone the interior of your office, or if you've made a lot of new hires, then make sure the photos show your current setup.

If you don't feel confident taking photos yourself, then you can even hire a local photographer to do this for you. Or, you can ask a creative member of your staff to take the photos.





Step 4

**ADD ADDRESS,
PHONE NUMBER, &
BASIC INFO**



Consistent Contact Info

Next, you can add your address and phone number to your Business Profile listing so that potential customers can easily reach you. If your address and phone number are published in multiple places on the web (like on Facebook, Instagram, and your company site), then make sure that this contact info is the same across all of these locations. After all, you want to make certain that the people who want to buy from you can actually find you.

Local Number = Best

Here's another tip: when adding a phone number to your business, make sure it's local. Potential customers may be confused if they think that you're a local company, but then find an unfamiliar area code when reaching for the phone. They might assume that your business location is inaccurate, and they might even choose to do business elsewhere

Business Description

Take advantage of the 750 word overview that gives you the capacity to provide valuable information to your customers. Use important keywords that add supportive information for online searches.

Website Address & Appointment Links

A properly implemented link to your Business Profile and your own online property is important. You can provide your main website link, specific appointment links and important industry specific details that help customers get to you.



Step 5

**KEEP TABS ON
YOUR REVIEWS**



WHAT DO YOUR REVIEWS SAY ABOUT YOU?

When you're about to hire or buy from a business, what do you look at to make your decision? The reviews, of course! So, now that you've uploaded all of your business information into your Business Profile listing, it's time to consider your reviews.

You want to get as many positive client reviews as possible, to convince other potential clients that you are the #1 option for the service/product they need.



For this process, don't worry about getting reviews specifically through Google — the search engine often scans the web and integrates reviews from other websites into your Business Profile. Just focus on the volume of reviews, not where they're from. You can get reviews by reaching out to clients after they've received their product/you've completed the service, or you can offer incentives for clients who leave feedback.

Also, remember



reply to clients who post positive reviews! This customer engagement leaves a good impression. Plus, other Google users will see that you care about providing a good experience to your customers.




Step 6

**ADD OFFERS TO
YOUR LISTING**

All Offers What's new Events

Keep your customers updated by sharing an offer

Reach beyond just your followers - give everyone searching for your business a reason to come in by posting updates and offers directly to your local listing on Google

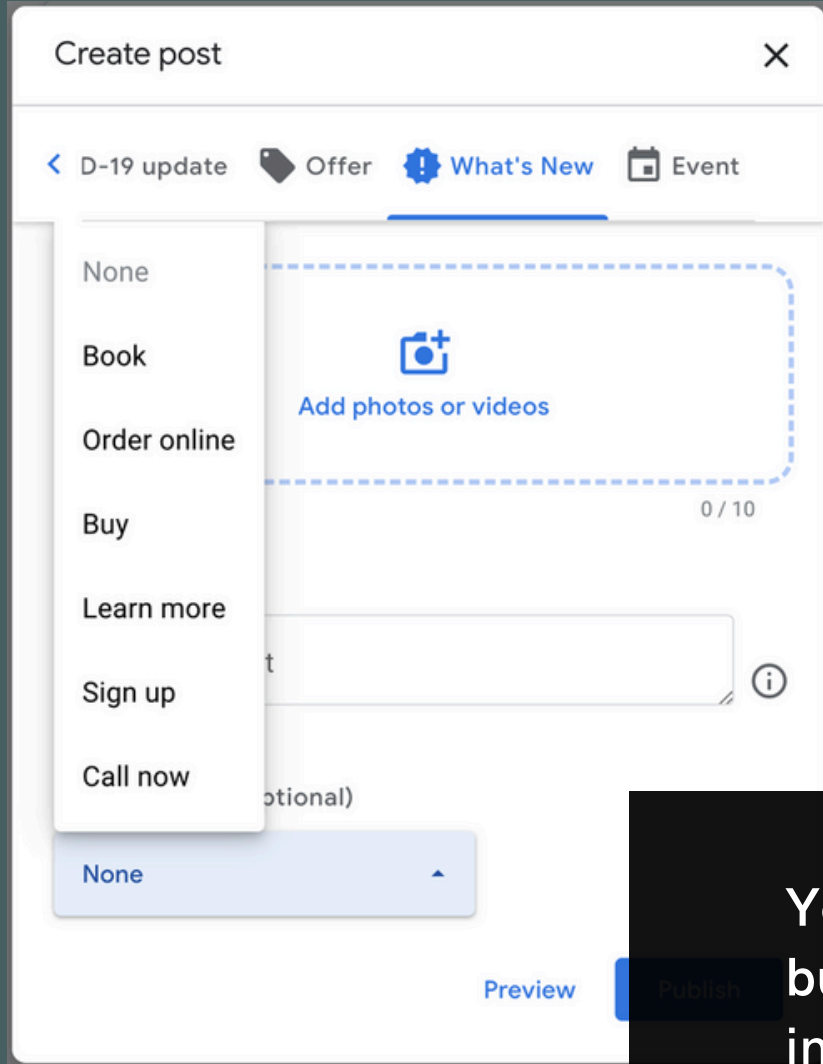
 Post your first offer

If you look at your Business Profile, you will see that you also have the option to add posts to your listing. One of these post options is “offers.”

With this option, you can let Google users know about special deals and discounts that they can receive through your business.

What’s more, you can program these offers with special Call-to-Action (CTA) buttons, directing Google users to your website or order page.





Calls To Action

activate your posts

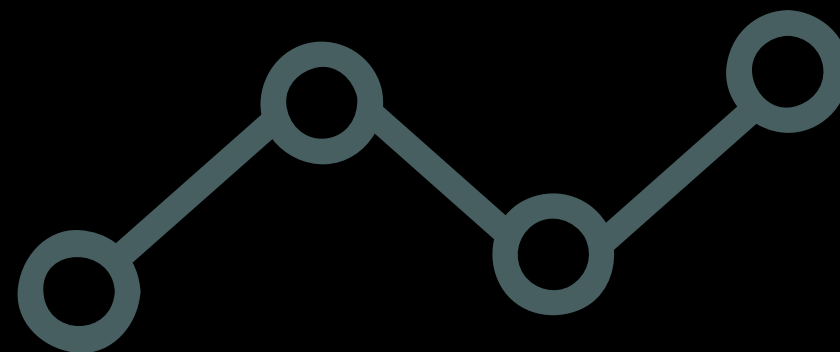
You have the following options for CTA buttons: Book online, Ask online, Buy, More information, Register, and Call now

Tracking Your Offers

Attention Grabbers

Offers are a great way to grab Google users' attention. Plus, in your Business Profile, you have the option to track users' engagement with your offer.

These valuable insights allow you to gauge the success of your offer, and to create a plan for future offers.





Step 7

**MAKE REGULAR
POSTS TO YOUR
LISTING**

WHAT'S BETTER THAN EVEN MORE FREE EXPOSURE?

1



Now that you have a solid Business Profile, the work isn't over. You need to stay on top of your business' listing by adding frequent posts to your listing.

2



These posts can be updates, events, offers, or new products. Each time you create a post, you have the option to add photos, videos, and CTA buttons to attract client attention, and to foster engagement.

3



Think of this as the option to add additional advertising to your listing.



Plus, frequently posting on your Business Profile increases the likelihood that your business will appear in user search results.

By having an active profile, there is more information linked to your business on the web, and therefore more material that may match your clients' search terms.



Step 8

**MONITOR
PERFORMANCE**

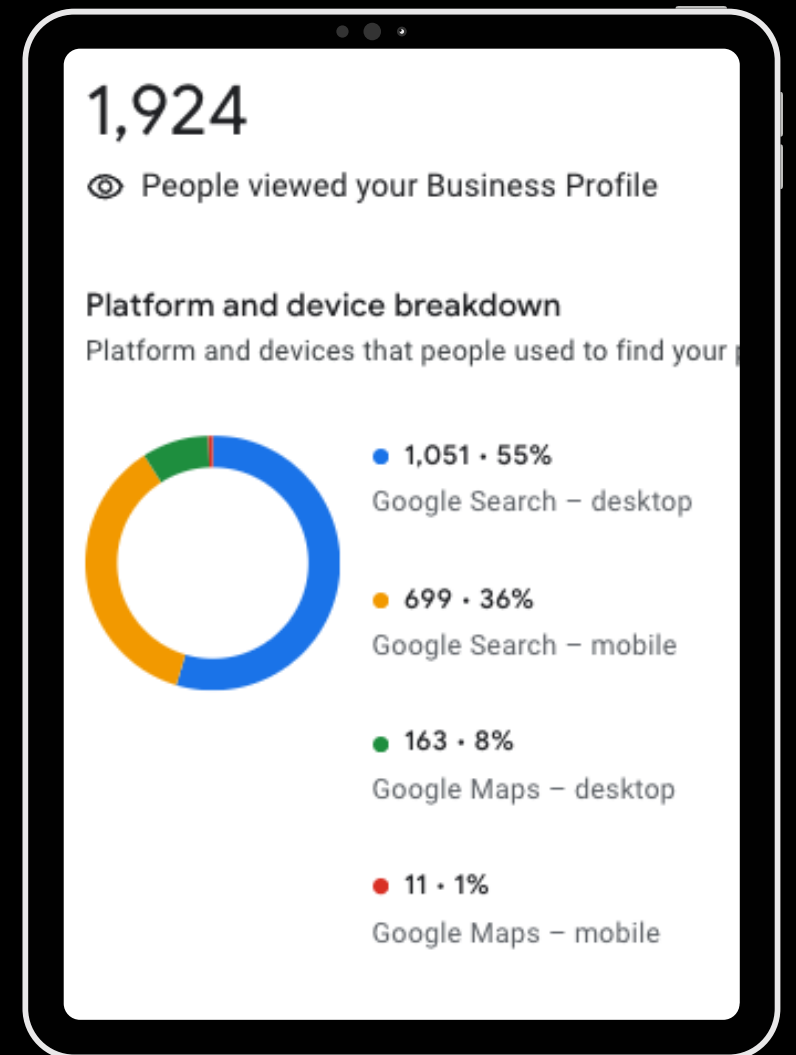
Customer Activity Reports

at your fingertips

GBP Insight reports highlight ways to increase your listing's visibility: incorporate search terms used by customers in your website and GBP posts to enhance relevance, and track customer actions like calls and visits to evaluate your strategies' impact.

Focus on regularly uploading new, relevant photos, and leveraging Google's comparison with similar firms to outshine competitors.

This concise approach helps optimize your presence on Google.



Your Google page is just one part of the puzzle

— the real magic happens when your website turns those clicks into booked appointments.

If your site isn't pulling its weight, my Website in a Day service can get you an updated, strategic website up and running fast, so you can focus on running your business instead of wrestling with tech.

[!\[\]\(b5ee4f193e8572102e3090db2261a37f_img.jpg\) Learn more here](#)