



SECRET 4

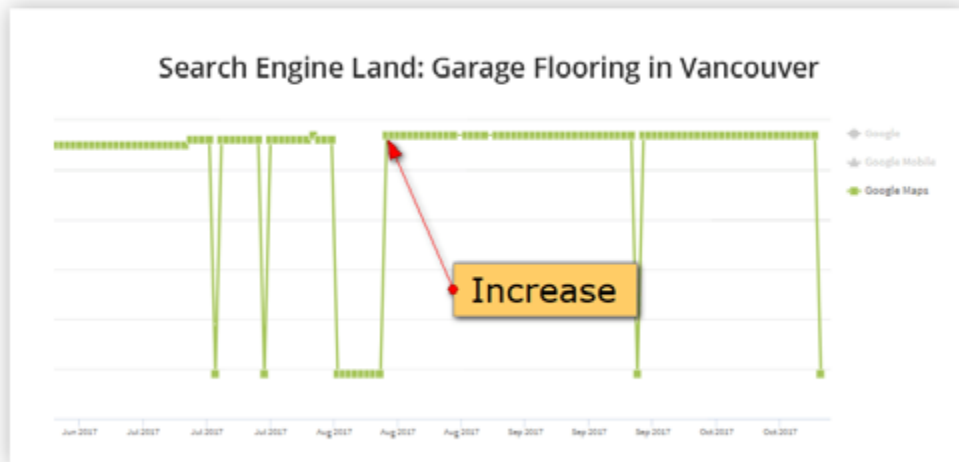
ATTRACT LOCAL
CLIENTS WITH GMB

Attract Local Clients With GMB

Google My Business has evolved a lot during 2018 and can now be thought of as a new social media platform focused specifically on local business.

Unlike Google's failed attempt at social media with Google+, they are serious about making Google My Business an important part of the search landscape. Nowhere is this more apparent than on mobile search — where Google My Business posts are often highlighted at the top of the local results for a business.

So the question is... do GMB posts have an impact on the local results? The answer is a resounding "yes."



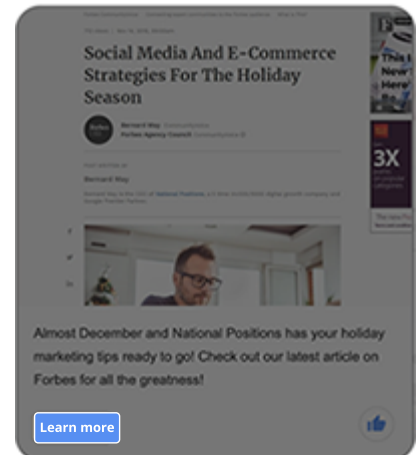
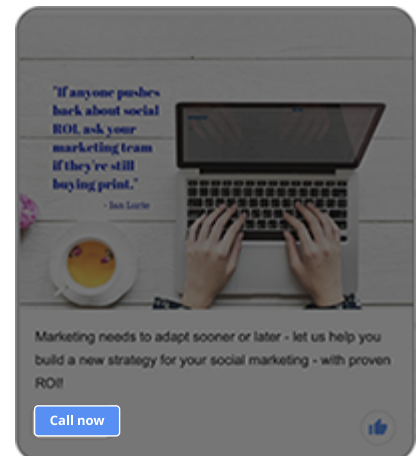
One Search Engine Land study (above) showed the impact of Google posts. The experiment revealed an increase from position four to position three (part of the Google 3-Pack) in less than a week for the term "garage flooring Vancouver" after adding GMB posts.

Google is expanding what you can do with posts, allowing the posting of photos, videos, promotional offers, and several call-to-action options. Consistent posting of relevant content about your local business can help fuel your business ranking in the search results.

Google has also added very detailed reporting — Google Insights — that will show you how well your Google My Business posts are doing.

To be successful with GMB posts make sure to post regularly and that your posts are relevant and helpful.

Post on GMB consistently (every business day). You can even repurpose your other social media posts as GMB posts to get started. Customize the CTA on each post that links readers to your content. Give them a click-to-call or book an appointment option.



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