

# Google

My Business



*It's not all about SEO anymore...*

- 95% of Clicks are from Page #1
- Over 70% of those 'Clicks' go to the 3 Pack
- It's about Reputation & Visibility
- Offered as a Managed Service or DIY Workshop
- Talk to a BroadMoar Advisor



## Why Your Business Needs Google My Business

With a Google My Business account, you get more than a business listing. Your Business Profile lets you easily connect with customers across Google Search and Maps.

Your Google account must be complete, accurate and have all your business information from hours, services, products, description (Your compelling story that resonates with potential buyers), weekly postings, and much more..

Once your account profile has been completed, you need to constantly tweak it, and optimized posts weekly for improved results.

The use of proper keyword search terms and optimized images will help your business match the user intent in search queries.

Google My Business account creates your business listing on Google Maps.

Your Google My Business account allows you to have your business in up to 5 categories, these are not to be confused with keywords. As a consultant, we highly recommend all businesses have a Keyword Research Matrix done for your industry and location.

### **Managed Service:**

BroadMoar offers you a monthly managed service where we build and optimize your account. Do monthly tweaks and create 3-4 optimized postings each week. All we need is locally taken photos from you or we can purchase stock photos at an extra cost.

### **DIY Workshop:**

BroadMoar will teach you "How to Master Google my Business." This 6 week workshop will teach you all the things needed to manage, tweak, and optimize your Google account profile. (Download our PDF for our DIY workshop)

**BROADMOAR**  
CONSULTING GROUP

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