



OPTIMISE YOUR GOOGLE BUSINESS PROFILE (GBP) TO IMPROVE YOUR VISIBILITY ONLINE.



Less than 5% of heating and plumbing businesses fully optimise their Google Business Profile (previously Google My Business).

With the significant changes introduced by Google in 2023, businesses that continue to neglect this part of their digital presence will be penalised. **Their profile will be less visible on Google, resulting in less organic traffic.** Below are a few benefits you can expect when you optimise your GBP.



Below, we have shared nine optimisation strategies that every heating and business should use to improve their Google Business Profile.

- 1 Create a Google My Business account** - To create an account, head to [Google.com/business](https://www.google.com/business) and sign in with the regular Google/Gmail account you use for your business (as opposed to your personal Gmail, if you have one).
- 2 Please complete every section** - This is important, but many heating and plumbing businesses do the minimum to create the listing. We recommend that you take the time to complete every section and make sure that you are meticulous with contact information.
- 3 Primary & secondary categories** - Choosing a category is a must for optimising your Google Business Profile. A whopping 84% of Business Profile views on Google originate from discovery searches (meaning the consumer searched for a product, service, or categorical term and that business's profile appeared), versus only 16% coming from direct searches (the consumer typed in the business name or address).
- 4 Complete "from the business" description** - We recommend using all 750 characters, with crucial information in the first 250 characters. Consider also including relevant '**keywords**', such as 'plumber + location' or 'gas engineer + location'.
- 5 Publish Weekly Google Posts** - Just like with social media platforms, you can post to your Google Business Profile about announcements, offers, events, and products. Posts are created in your Google My Business dashboard and appear in the "Updates" section at the bottom of your Business Profile. Posts increase the number of actions taken by consumers who find your profile. In addition, posting regularly sends positive ranking signals to Google in the same way that adding photos do.
- 6 Add more photos** - Adding photos regularly signals to Google that you are active with your profile and that it is up-to-date, which positively impacts your ranking. Also, it is beneficial to Geo-tag your photos to further indicate to Google your prominence in your area.
- 7 Create answers & questions** - Google allows you to create your Q&A that can help benefit your rankings and gain a competitive advantage. Examples could include; are you gas-safe registered? What is your price for a boiler service, or do you offer boiler finance?
- 8 Add services (via add products feature)** - Populating this section also adds content to your profile that can help it rank for even more relevant searches. Include the name, description, and price (if applicable). The full description will show up once a searcher clicks on the product. Also, Google may link to your products from your category section.
- 9 Get more Google reviews** - Google states that over **83% of customers click on the reviews** section before they click further on the website or call. Therefore, your business invests more time into getting regular Google customer reviews.

Need more help Improving your website or GBP?

This guide has been provided by www.digi-guru.co.uk, who are marketing specialists for heating, plumbing and renewable companies.

