

Google My Business

A client refers you (yeah) without an introduction (ugh). Often this is as far as it goes. However, sometimes the referred person Googles your firm name. Here is a suggestion to be proactive.

Ideas

Is your firm listed at Google My Business? If it isn't, it should be, and it won't cost you a dime. This doesn't solve all online challenges, but it is useful and easy.

1. What is Google My Business?

It's a way to list and manage how your firm is displayed on Google products including search results, online reviews, and other Google-owned content.

2. What Does It Matter?

Potential clients want to see the same information about a firm. By having a Google My Business listing for your firm you will control how information is displayed. All from a single control point.

Visibility throughout the web is valuable. Having your firm listed with Google increases your visibility. For example, many other websites rely on Google for business content. You'll also have access to analytics to see how visitors are finding you.

First Impressions as we all know are important and especially so online. Within your Google My Business listing, you can upload photos, videos, and other info about your firm.

3. How Do I Know If We Have A Listing?

That's easy, just Google your firm name. If you are listed, it will appear on the upper-right side of the search results. Want to add yours? Start at <https://www.google.com/business/>

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