

PLAYBOOK

Consistently ranking our clients in the top 3 of Google search for their local business.



G O O G L E B U S I N E S S
P R O F I L E

Google Business Profile Optimization

1. Google Business Profile Optimization Timeframe: Ongoing

2. Google Business Profile Optimization Fee Schedule Options:

SEO Retainer Fee: TBD (Estimate: \$750 - \$900 a month) – 5 Hours a Month – Per Location

Depending on your company goals, we may recommend more than 5 hours per month to accomplish your goals. 5 hours per month is often suitable for most small businesses with (1) location and want to reach customers in their local community/near vicinity specifically. The above number of retainer hours is the best rough estimate based on what we know of your industry and your goals so far.

3. Google Business Profile Optimization Details:

ONGOING GOOGLE BUSINESS PROFILE OPTIMIZATION

We believe Google Business Profile (GBP) Optimization is the best investment most local companies can make (specifically when their customers actively and regularly search online for local providers offering their products/services). Google Business Profile Optimization is the process of gaining trust and authority with Google (and other search engines) on specific keywords. Once that trust is gained and Google Map Rankings are achieved, our clients tend to maintain their first page positions for years (if they take care to constantly update their Google Business Profile Listing, get new reviews, and interact with the latest changes Google makes updating their lists with fresh information).

Overcoming negative content–pushing positive content

This investment pays dividends month after month and often produces results exponentially. There are only two ways that your map rankings are diminished. The first is if competitors do a better job of optimizing the same keywords. We have specific approaches to combat this issue, which are detailed below. The second reason that map rankings may change is that Google updates its algorithms. We welcome those changes.

The last several updates from Google have improved most of our clients' map rankings. While no one can predict what the next Google update will do, our track record has proven that our methodologies align with the direction Google is trying to move with its GBP updates. Our methodologies are proven across many different industries and in incredibly competitive marketplaces, which is why our clients have achieved over a quarter-million first-page results.

Note: Whether you invest with us or another GBP Optimization Firm, make sure to discover the exact tactics the GBP Optimization Firms use. We are a high-value, content-first SEO Firm that has proven to provide long-term benefits to our customers. We find that augmenting citations without quality, optimized content on the GBP listing is the hard way of doing things.

GBP OPTIMIZATION METHODOLOGIES

Ongoing GBP Optimization – may include but is not limited to:

Completing the 12 tasks below is essential for taking over the top 3 positions of the map package. However, simply completing these tasks is not enough unless we consider your specific market/industry to ensure that every aspect is set up to optimize the best keywords in your industry.

Overcoming negative content–pushing positive content

1. Claim your Business Profile
2. Complete every section of your Google Business Profile account
3. Be meticulous with contact information
4. Select primary and secondary categories
5. Mark off applicable attributes
6. Write a complete “from the business” description
7. Publish Google posts weekly
8. Upload new photos regularly
9. Have questions asked/post relevant keyword dense Answers
10. Collect and respond to reviews
11. Add your products and/or services
12. Set up messaging

GBP Optimization is especially effective for companies focused on acquiring customers within their local vicinity. GBP optimization propels Google search results to leading positions within the “Map Pack,” where local businesses have an elevated level of visibility.

The Map Pack shows up for 93% of all Google searches and is often right at the top, under the ads section. It ends up being the most important place a small business can rank, as ~50% of all searchers will click on the top 3 rankings in the map pack, 20% click on the ads, and 30% click on the results below the Map Pack.

Overcoming negative content–pushing positive content

With that kind of data, there is no greater priority than helping small businesses take over the Map Pack. The GBP optimization process assures that properly formatted content is added to basic business information fields and that other GBP marketing opportunities are exploited. We consistently publish keyword-strategized posts, geo-tagged photos, services, product descriptions, and prices. These efforts have proven to be incredibly effective for our clients focused on acquiring customers in their local area.

Regularly Scheduled Meetings: We believe that we should have regular meetings with clients. GBP Optimization may take time, but we don't believe that our objectives/tasks should take any longer than they need to. By having regular meetings, we can keep the process accountable, and we'll keep you and your team accountable for anything we need from you to succeed. In these meetings, we will also review reports, discuss the progress of the campaign, and consistently share with you the results of our relationship.

Our GBP Optimization Ethics

We pass everything we do through a simple litmus test.

Five questions must be answered of things we think, say, or do:

1. Is it the **TRUTH**?
2. Is it **FAIR** to all concerned?
3. Will it build **GOODWILL** and **BETTER FRIENDSHIPS**?
4. Will it be **BENEFICIAL** to all concerned?
5. Is it the **RIGHT** thing to do?

We will not engage in underhanded marketing techniques or black hat marketing techniques, nor will we work with companies involved with adult themes, gambling, or activities that we consider morally questionable or that may exploit anyone.

Google Business Profile Optimization PLUS SEO

Project Scope & Proposal Details

1. Google Business Profile Optimization Timeframe: Ongoing

2. Google Business Profile Optimization Fee Schedule Options:

SEO Retainer Fee: TBD (Estimate: \$1875 - \$2325 a month) – 10 Hours a Month – Split 5 Hours for SEO Services and 5 Hours for GBP Optimization Services.

Google Business Profile Optimization PLUS SEO includes all of the services shown in our Google Business Profile listed in the previous pages **PLUS our SEO Services** described below.

SEO Service & Methodologies

Ongoing Search Engine Optimization – may include but is not limited to:

On-Page Optimization: On-Page Optimization includes writing new properly optimized content to be posted to the site. This content adheres to all the best practices such as proper keyword density, keyword in the title, keyword in H1s, keyword in alt tags, proper keyword data, and enticing CTAs in meta-tags, etc. If you so desire and provide back-end access to the site, we will post this content for you after your team has reviewed and approved such content for posting.

Overcoming negative content-pushing positive content

In many cases, if you already have valuable content, we do not need to reinvent the wheel by writing a new piece of content, but we simply need to optimize what already exists. We will either provide our recommendations on how to improve existing page content and with your approval implement those changes or simply ensure changes made by your team adhere to all of our recommendations/best practices.

In addition to creating content/augmenting content, we use Internal linking to increase the authority of content we are working on ranking. Internal linking is one of the most underutilized and overlooked tactics that produce amazing results. Just take a look at Wikipedia as an example – Do they buy backlinks/manufacture backlinks? No. They focus on making as much high-quality content as possible and leverage Internal backlinking between all of their content to share authority between their content which helps increase the authority of all of their content!

Off-Page Optimization: Not all backlinks are equal, and you will never find us promising “x” number of backlinks since that has little value to you or the end goal of ranking. Instead, we look for organic opportunities to generate these. We never buy backlinks or manufacture backlinks via PBNs or any other black hat tactic. We highly believe in a sustainable approach to backlinks. When Google makes a change to how they view backlinks with an algorithm update, we alter our approach to match with their standards. This is how our clients have not only become successful but remain the incumbent winner in their associated spaces.

Overcoming negative content—pushing positive content

Backlink Disavowal: We will initially look for and then continually monitor for any potentially harmful backlinks coming from unfavorable backlink neighborhoods, and when discovered we will go through the process of disavowing them. We have largely streamlined the disavow process by continually developing our proprietary software since the announcement of Google's Disavow Tool. Our tool helps locate toxic backlinks, requests the site to remove them, automatically checks in one week to see if removal has occurred, and then submits a report to Google if they haven't removed said backlinks to officially disavow them. This documented process is required by Google to disavow toxic backlinks. This process can be exceptionally time-consuming if done manually. Our tool does much of the heavy lifting, but we combine human intelligence to ensure that ONLY bad links are removed for the best possible results.

Social Signal Development: Social signals have a significant impact on SEO, and that's why when we post a new piece of content for a client, we look for it to be shared on the company's social media profiles and any other supporting profiles (i.e., key executives LinkedIn/Twitter profiles). This doesn't make or break an SEO initiative, but is certainly helpful, especially if the content is social in nature.

Our GBP & SEO Optimization Ethics

We pass everything we do through a simple litmus test.

Five questions must be answered of things we think, say, or do:

- Is it the TRUTH?
- Is it FAIR to all concerned?
- Will it build GOODWILL and BETTER FRIENDSHIPS?
- Will it be BENEFICIAL to all concerned?

Overcoming negative content–pushing positive content

- Is it the RIGHT thing to do?

We will not engage in underhanded marketing techniques or black hat marketing techniques, nor will we work with companies involved with adult themes, gambling, or activities that we consider morally questionable, or that may exploit anyone.

Want to learn more? Schedule a quick call with Maryle and see if we're a good fit to help you grow your business with one of our Google Business Profile Optimization Packages.

Schedule here: <https://calendly.com/widewebadvisor/listing-q-a>