

# 5 EASY STEPS TO OPTIMIZE YOUR GOOGLE BUSINESS PROFILE TO OBTAIN MORE ORGANIC LEADS

## STEP ONE:

Make sure business hours, business address and phone number match on all sites/platforms:

- o Apple maps
- o Yelp
- o Website
  - [Optimizing Your Google Business Profile - Accurate Contact Info on ALL Sites](#)

## STEP TWO:

Start adding content - new pictures & videos from your business. Updating content LIVE, meaning, as soon as you have it, so it keeps your business up to date:

### a. [Optimizing Your Google Business Profile - Adding Content \(Pictures\)](#)

- o Content from Business - pictures & videos
- o How to drive content from users - sending your customers a link to submit a review with pictures of your business


## STEP THREE:

Run contest in your business to drive post:

- Drive reviews (you better be offering 5-star service if you do this) Promote the link for you GMB profile page
- Drive post (Have people put up pictures & videos)
  - Make it easy for them by providing the link in your text/email marketing or a QR code in your business
- Ideas for contest:
  - Bingo
  - Free Drawing (can partner with another local business to have them sponsor the drawing - could do this monthly or even weekly as your “weekly highlight of another local business”
  - Spirit week (works well for community based businesses like boutique fitness)

## STEP FOUR:

Know your business keywords:

- Search on your Google business page
  - [Optimizing Your Google Business Profile - Understanding Your Business Performance Metrics](#)  

  - 1.From your GBP, click on “Performance”
  - 2.List of key words (Searches Breakdown)
- Use ChatGPT to find them for your business
  - PROMPT -**
    - Outline - We are a (describe your business in detail) business, please list the most popular key words people would search to populate our google business page.**
    - Example - For our Orangetheory Fitness boutique fitness studio in Bothell WA, please list all the keywords that people would use to search to help us optimize our Google Business Profile.**

## STEP FIVE:

Respond to reviews

- Key to responding is to use KEY WORDS (Step 4)
- [Optimizing Your Google Business Profile - How to Use Chat GPT to Find Keywords for Your Business](#)