



ELITE BREEDER FORMULA

Module 1: How to Boost the Ranking of Your Google Business Profile

Why do it?

Your Google Business profile can get you to the top of Google in just a few weeks [a lot quicker than a new website or new Facebook page]

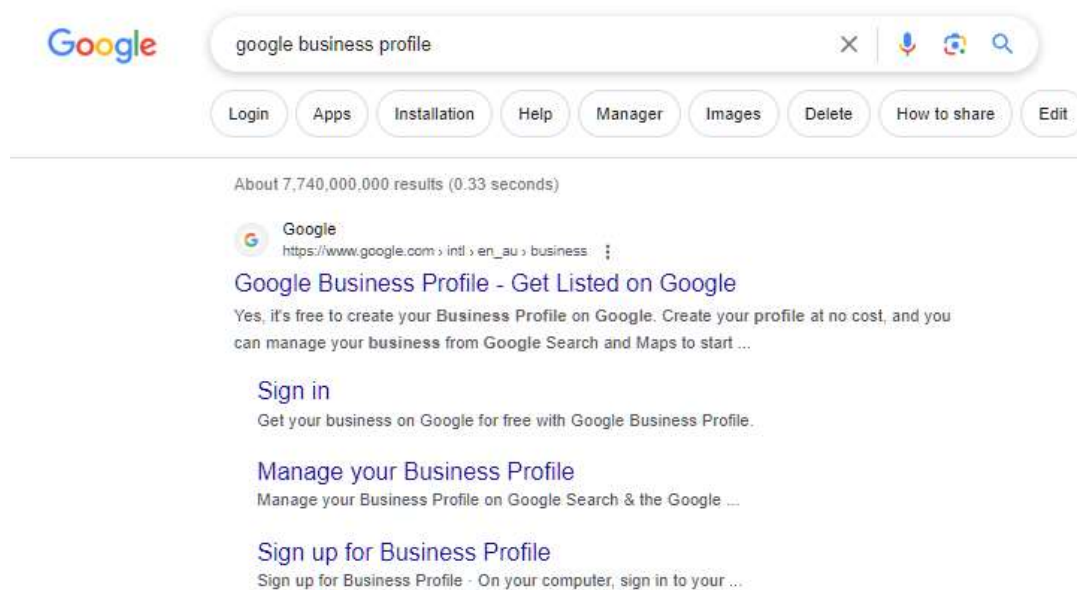
Done right, you can appear at the top of the search engine results on Google for customers in your region.

Strategies

1. Create and complete your Profile

Google *Google Business profile* and select *Sign up for Business Profile*

Complete every section of your profile and be sure to complete any verifications requested by Google.



2. Ensure you are using the correct business category.

For us, it is “dog breeder”

3. Post content onto your profile weekly [esp if you have puppies coming up!!!!].

Repurpose images and videos from your other social media accounts.

IMAGES: Add geotags to them first [see below]

VIDEOS: Must be less than 30 seconds, at least 720 px quality and less than 75 meg size.

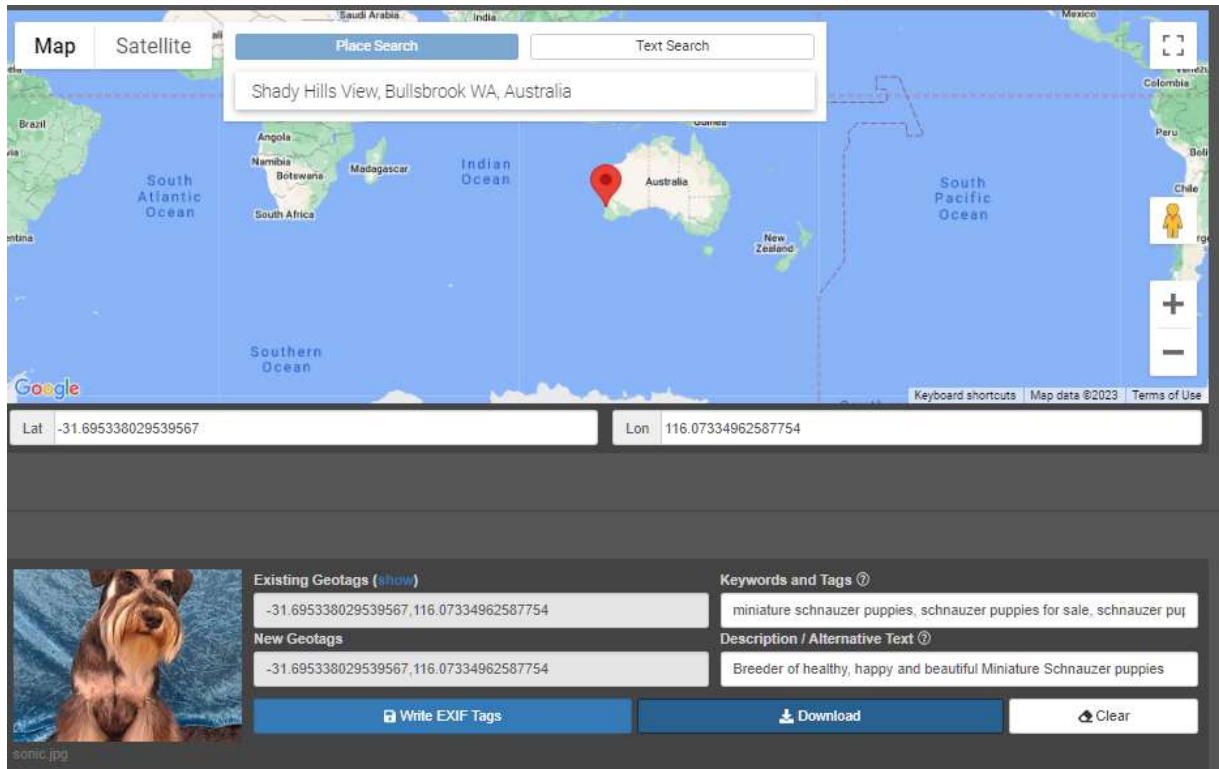
Must also be simple raw video, not formatted to a template.

[Note: I couldn't get Google Business to accept any of my videos. Good luck!]

4. How to add Geotags to your images

Geotags on your images help to tie your Google Business profile listing with your location.

- * Go to geotagr.com and open an account [It works in the free version]
- * Upload the photo you want to add to your Google Business profile
- * Go to Google Maps and type in your own address [without the street number if you want]. Right click on the marker to get the coordinates. Copy coordinates onto a document.
- * Copy the latitude and longitude figures separately into Geotagr.
- * Add your hottest buying keywords into Geotagr beside the image.
- * Add a short description for your image into Geotagr beside the image
- * Click “Write EXIF tags”
- * Download image and post on your Google business profile.



5. Ask for Reviews the Right Way

Search for your business by its NAME on Google.

Grab the URL of that search and send THAT to your customer.

Ask them to select the “Write Review” button midway down the page.

This looks natural to Google and helps prevent them from hiding your customer reviews.

6. Messaging

Go to MESSAGES in your profile

Turn on Chat if you are responsive to messages. [You can turn it off for holidays]

Add FAQs by turning them on. Automatic FAQs will populate answers from the information you’ve put into your GB Profile.

Add Custom FAQs to automatically answer common questions.