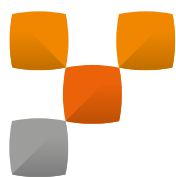




## CHEAT SHEET FOR GENERATING NEW BUSINESS FROM GOOGLE MY BUSINESS



**ACCORD  
MORTGAGES**

**It's all about you**

[www.accordmortgages.com](http://www.accordmortgages.com)



# CHEAT SHEET FOR GENERATING NEW BUSINESS FROM GOOGLE MY BUSINESS



## WHAT IS IT?

## HOW CAN IT HELP TO GENERATE NEW BUSINESS?

## WHAT DO I NEED TO DO?

### 1 CORRECT SET UP

Google My Business can help to elevate your online presence in terms of Search Engine Optimisation and visibility so setting it up correctly is vital. To start, you need a valid Google account which you can set up fairly quickly. Next you need to head to the 'My Business' app which you access via the Google apps menu or by typing it into Google.

To add a business it must have a valid location and address. To start, make sure you enter the full name of your business as this is what will appear when people search for it. Next, you should add the full address of your business. You will then be shown your business location on a map.

Once you are happy with the location on the map, you can select 'verify business'. You will then be sent a card in the post with a verification code. Once received, you can use to verify your business and it will go live.

### 2 COMPLETE INFORMATION

Your 'My Business' listing acts as an online representation of your business on Google. So having the correct information present on the listing is pretty important!

'My Business' allows you to add a number of different fields such as address, website, phone number, opening hours and appointment link.

All of these can be engaged with by a web user.

For example, someone can click on your phone number and instantly call your business.

So if your information isn't complete you could be missing out on potential business.

Make sure you set the right industry categories too, as this will help to place you for specific local search queries.



# CHEAT SHEET FOR GENERATING NEW BUSINESS FROM GOOGLE MY BUSINESS



## 3 TEST IF IT HELPS PEOPLE TO FIND WHAT THEY NEED

Now you have a listing up and live on Google, it's time to test and see if it is doing what it's supposed to do.

Once you have verified it, wait a couple of days for Google to properly index your listing.

Now, put yourself in your clients shoes. Do a search on desktop and mobile and see if your 'My Business' listing appears when you type your business name in.

Check that the listing links work properly and that they lead to the correct website and phone number etc...

Check to see that the listing makes sense and that if you were searching for your business, the entry would entice you (as a customer) to make contact.

## 4 ADD A WEEKLY UPDATE

One of the new features of 'My Business' is the ability to add a post or update to your listing.

This acts in the same way as a post on any type of social media platform. It's made up of between 100-300 words and one image. You also have the option to make it an event post or add a call to action button which can direct users to a specific page on your website.

It's a useful feature if you want to direct users to a landing page or event page. It's also useful to use when you have a big announcement to make about your business.

## 5 COMPLETE ALL PREVIOUS STEPS FOR ALL OF YOUR LOCATIONS

Sometimes a business may have multiple offices and locations.

With Google My Business you can create separate listings for each of your offices which is always best practice.

Why? Well, it will help you with local SEO rankings. If someone is searching for a broker in the area of one of your satellite offices but you only have a 'My Business' listing for your head office, you

may be missing out as your business might not show up.

Luckily, the 'my business' dashboard clearly lays out all of your locations and allows you to edit them easily.

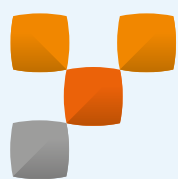
## 6 REVIEW YOUR INSIGHTS

Google My Business has some great analytics features that come built into it, which you can use to see if your listing is bringing in new business.

The insights section shows you how many people have found your business through search - this is broken down into search views and maps views.

The actions people take on your listing are also measured, including clicks on your website link and even people who request directions to your offices.

After a month or so of setting up your listing, it's worth taking a look at your insights to see if people are finding their way to your business correctly.



# ACCORD MORTGAGES

It's all about you

**ACCORD MORTGAGES  
YORKSHIRE BUILDING SOCIETY  
YORKSHIRE HOUSE  
BRADFORD  
BD5 8LJ**