

Hey friend, welcome back to the podcast. Today's episode is going to be all about your Google business profile, what you can be doing with it to generate more visibility for your business and increase your SEO. If you've ever wondered like, what should I be doing with this? How can I make it better? Am I fully leveraging this?

You're actually in really good company because this is something that comes up really frequently when I coach photographers and creatives one on one in my coaching accelerator. So Today, I'm going to break that down for you in this episode. You're listening to called to both the podcast for ambitious women chasing both business dreams and little ones.

I'm your host. Join Michelle. I'm a wedding photographer turned business coach and founder of photo boss. I have helped thousands of photographers and creatives grow their businesses here on the show. I teach about topics like visibility, marketing mindset. Productivity and going after your dream life. So if you're a photographer or an entrepreneur, there is something here for you.

This is not another business and marketing podcast telling you to do more, but rather how you can build your business and your income in less time and with greater ease. Join me here each week for bite sized and actionable episodes that will encourage you on your call to both journey.

You probably created your Google business profile because someone told you, you need to have one. And then you probably moved on quickly to the dozens of other tasks that were in your business, like your website and your content, figuring out your pricing because you're a small business owner and you're doing a All of the things.

And that's exactly what happened to me when I was first starting out in my photography business. I created a Google business profile and then I kind of forgot about it. So if that's you today, we are going to fix that here together. Now, if you don't have a profile set up for your business, head to the show notes for today's episode, go to the blog post, and I will walk you through the steps.

You can set one up. It's completely free. So what exactly is a Google business profile for? Well, the short answer is It helps you get found on Google. I'm like, yay. Like I can hear like the little animated people being like, yay, in the background. One of the biggest desires that I hear most often when I'm working with fellow business owners is that they want to get seen more and found online.

So I. I'm guessing you might have visibility on your mind as well. And that is why I want to talk about this in today's episode and why this is going to be a short, but sweet and very impactful episode for you in your visibility marketing efforts. The Google business profile is like I said, completely free.

It helps you get discovered. It shows what your business is about, allows you to share your services and your products in a more robust capacity. And you can connect more easily with potential customers. So as a service provider and photographer, there is no reason that you should not have a Google business profile.

This is a no brainer. So this profile for me, the way that I'm looking at this. It feels like this is about having a good first impression. So just like you want to curate your homepage of your website to give that impression of who you are and your messaging and your brand, we want to do that for your Google business profile as well.

We want to make sure that there's cohesion between your website and your social media and what a person sees on Google when they search for your business or terms like your city wedding photographer. Right. So your city and then what you do professionally, like when that gets searched in Google, when your profile gets pulled in, we want to make sure that there's cohesion across the board.

So cohesion is really important. This is going to lead to trust. This is going to lead to your brand authority. And both of those things are things that you need. To get hired and to have that client make that next step. So I have three things that I want to share with you that you can do this week to improve your Google business profile as a photographer or a small business owner and help you get more visibility in Google searches for your business.

Okay, step one, I want you to pull up your business profile and update your profiles, information, and photographs. The first thing to ask yourself is, is it still relevant to my service offerings? Is this still relevant to your service area? You'd be surprised how many times I start working with photographers or small business owners, and they had no idea what image was being pulled in as that primary image.

The first thing that people see when they see your profile or what map radius was chosen, what information was being pulled at you, you'd be very surprised. So here's the thing. You get to share about your business. You get to fill out.

There's all sorts of sections on the back end. You can talk about packages and offerings, share links, tell the story of your business.

And it's, it's quite incredible. So there is a lot of potential here for SEO. So why not leverage that? So that's the first thing that I think a lot of people come and they, they ask, okay, what should I be doing with my profile? And the first thing I suggest is just Update it so that it truly reflects your most recent portfolio or headshot of yourself, that the service area is accurate, and that everything that you've written is something that you stand behind and you would still have on your current website today.

Step number two is take your long form piece of content, like even just the last long form piece of content that you've created in your business. Let's Like maybe a blog post and post that to your Google business profile as a post. So this will actually appear underneath your profile and increase your visibility so that you can direct people to a very specific post instead of just encouraging them to link or click to your website as a whole.

So this can be really cool because if you're running a promotion, for example, maybe you're running mini sessions. You can actually create an update. or a post dedicated to that specifically with its own photo, with its own link and its own call to action. You'll see an add to post like a area with like a little blue plus sign.

It will say add a post right under your profile when you're logged in under your Google account that you use to create your profile. It will prompt you to be able to create an update or create a post. And I encourage you to make sharing the posts on your profile, an actual regular thing and a part of your publishing workflow.

When you're done creating a video or creating a blog post, for example, that can be one of the ways that you are distributing it. You know, you might share on Instagram about that blog post. You might make a story about it on Instagram and then go over and create a pin for Pinterest. Having this also represented on your Google business.

profile is a really quick and really smart way to get even more visibility. The third thing that you're going to do is that you're going to request Google reviews from your past clients. I am absolutely convinced that Google loves it when we play the Google game and when you gather fresh reviews and testimonials that actually talk about what it is like to work with you.

It is giving Google a greater understanding of your business as a whole. It is more likely that you will appear in searches. And in my experience, I've seen a direct correlation between the times that I'm focusing on gathering fresh reviews, like more recent reviews and Google increasing my ranking overall.

Now Google uses thousands, like quite literally thousands of data points about your business, about your website as a whole, which we're not even in it. We don't have time to get into all of that today. But Google is going to use so much information and an algorithm to decide how to rank you. But your Google business profile and your reputation across the internet in things like reviews, especially Google reviews that they've verified, are relevant to your listing.

So this is something that you can do that will actually impact the way that Google ranks you online. So my recommendation to you is to make it easier for your past clients and customers to leave you a review. So use the Google generated link. And ask for those reviews with that link specifically so that you leave no room for error, no room for people being confused or not knowing where to go.

So you can click this part of your profile where it'll say get more reviews. And when you are logged in, it will give you a link to Like directly link them to where they can review your profile directly. So they'll click it and it'll just open this window saying, leave your experience about this business that you worked with.

Another tip that I have for you is to respond to the reviews that you do receive. I think that if this makes your profile feel more human, more active, um, and more engaging. I like when I can look at a small business and I see recent reviews. So that's reassuring that the business is active, that they are still serving customers, but not only are they getting good reviews, but the business owners responding in an engaged way.

I think this is huge, especially for those of us who are in a personal service based business. If you are offering a luxury service and you are a higher ticket client, you serve higher ticket clientele. I think this is a bigger part of really having those extra touch points and standing out from your competition.

So another thing that I will say is if you it is best practice to request those reviews in small numbers at a time. So you want to avoid being flagged as spam by Google. And I've had some clients experience this, where they got so many reviews so quickly that Google actually didn't even display all of the reviews.

And it's really weird and unclear as to what's happening here. But I think what's happening is Google is Google just doesn't want you to be fake or like asking for these, it could be bots or you could be paying people, whatever it is. And one way around this is asking for your reviews, like three to five people at a time and letting those reviews accumulate slowly.

This also looks better than like all of your reviews coming in. In a like two week period and then you wait a year and then ask for them all again, right? so one good way to get into the habit of this is making this an automatic or a workflow part of Working with your clients. So after you deliver your final deliverables Asking for that google review needs to be something that you're doing with every client So that slowly but surely you are gathering those Google reviews.

Another cool feature of the Google business profile and having one is that you actually can see reports and you'll get emailed a report, I think it's once a month, but you can learn how people interacted with your profile. You can see what keywords people used to find you and what led them to your profile.

And it's really helpful. They give you a little summary and I get to see like, How people reached out, like how many people clicked on the call button. So if you choose to display a phone number for your business, you actually get to see how many people tapped through your Google business listing and made a phone call.

And you'll know, like you, you might've received a few phone calls about potential clients, but you'll actually know specifically that they came from that Google business profile because you get this review. So I think that's really, really helpful. And just an added piece of data that you can see, okay, I got this much visibility.

You'll also be able to see how your posts do. So if you have, you know, your blog posts or you're promoting an upcoming mini session, for example, you can see how many people clicked through that particular post or pulled the image larger on their browser. And. It's really cool. So I, I find that really helpful and I feel like they do such a nice job of sending the summary email and making it easy to understand.

So the three things you're going to do are number one, update the profile information and photos that are listed. Number two, take one piece of long form content that you've recently created and create a post natively on your Google

business profile with it. And number three, request some new Google reviews from your past clients going, you know, maybe three to five at a time.

If you have a large bank of clients that you haven't gotten reviews from and maybe staggering some of those reviews just so that you don't get marked as spam or Google thinking it's a little bit fishy. So that is my assignment for you this week. Take. Just 10 minutes, honestly, is all it would take to get in there, update a few things and make it look like a true reflection of where your business stands today in 2024.

And I really think that the future you is going to be so thankful that you did this for your visibility marketing. If you enjoyed this short, but sweet visibility marketing improvement episode, shoot me a message on Instagram and let me know. Transcribed So that I can create more content like this throughout the rest of the year.

I'll see you guys next week. Thank you so much for listening to the show. If you enjoyed this episode, please help me get the word out about the call to both podcast by taking a screenshot of this episode right now and sharing it on your social media. I would also appreciate it if you would subscribe and leave me a five star review.

Thanks again, and I'll see you in the next episode.