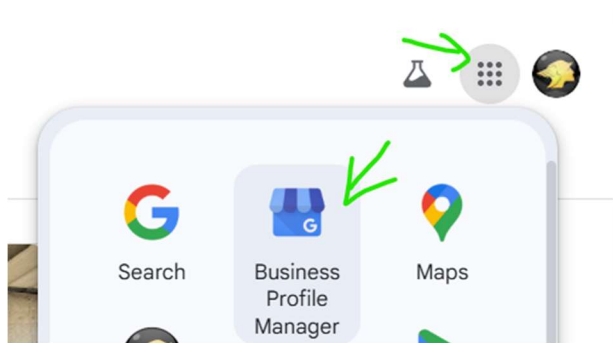


## GOOGLE BUSINESS PROFILE OPTIMIZATION

Here are some areas you can quickly update on your Google Business Profile to help it rank better in organic (non-paid) search results and provide the most helpful and complete information to customers.

### TO ACCESS YOUR GOOGLE BUSINESS PROFILE

1. Go to Google. Click the *square dots icon* in the upper right next to your Google profile image. Click **Business Profile Manager**.



2. If you have more than one location, you will see a list of profiles. Click **See Your Profile**.

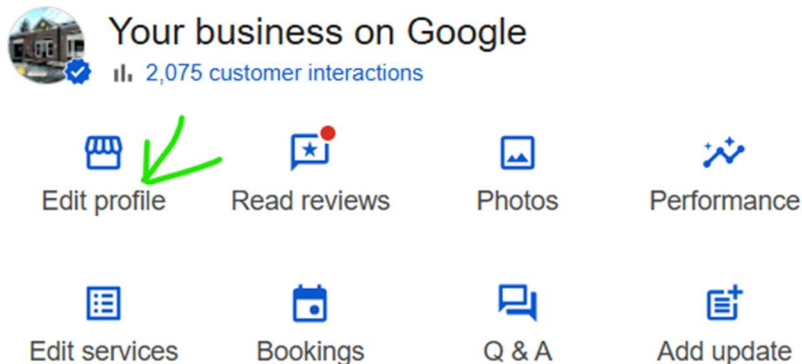
Costa Oil - 10 Minute Oil Change - Hanover  
224 York Street, Hanover, PA 17331

Verified



### VERIFY AND COMPLETE PROFILE INFORMATION

3. Click **Edit Profile** to verify key information and also update/add other information.



- a. Verify that your **phone** number is correct.
- b. Verify that your **website** is specified (either costaoils.com or your specific location website is fine)
- c. Verify your **hours** and specify whether you will be open on any upcoming holidays.

NOTE: If you need to update your Phone and your Hours, do one or the other and then do the remaining item in a few days. Google may suspend your profile if too many “key” items are changed at one time (Business Name, Address, Phone and Hours are key items).

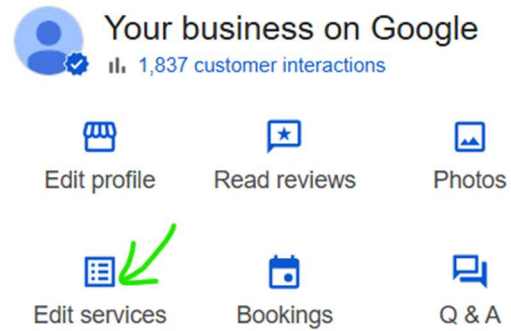
- d. Update your **description** to include your main service (oil changes) and your city or main area you serve. Try to include keywords as well as let people know what differentiates your business from other similar businesses.

Keywords / info may include:

- Business name variations – Costa Oil – *Location* or Costa Oil – 10 Minute Oil Change
- Area(s) you serve – 1-3 cities or areas
- Any of these in conjunction with oil change / oil changes: fast, quick, 10-minute, affordable, budget-friendly, professional, high quality, friendly, no appointment, no upselling, no high pressure
- Business info such as: family-owned, small business, locally owned and operated
- Any additional / ancillary services such as: air and cabin filters, wiper blades, (if offered): inspections, emissions, tire rotations

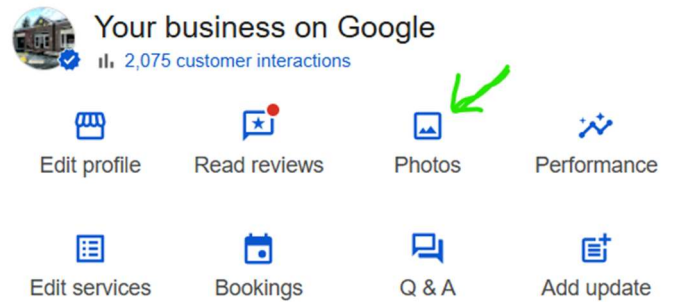
- e. Add **date your location opened**
- f. Add links to other **social profiles** (Instagram, Facebook, etc)
- g. Add **service area** (even if mentioned in description) – this can be a longer list of nearby areas you serve, with or without zip codes
- h. Add information in any of the **More** categories that apply – Google has specific options to choose from for each item

4. Click **Edit Services** and add any missing services. Also remove any services that don't apply.



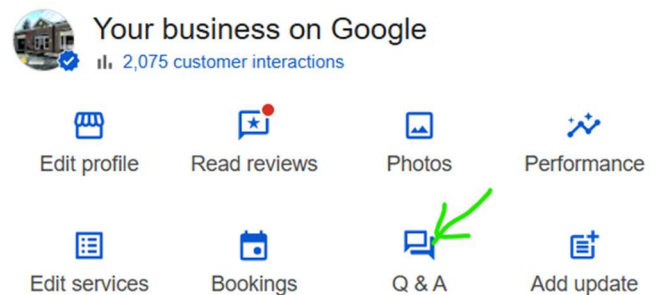
5. Click **Photos** and add a recent external photo of your location, and any internal or external photos that may help customers recognize and understand what to expect. You can choose one photo to be a cover photo (recommend external image with signage).

**You can add photos anytime to your profile.**



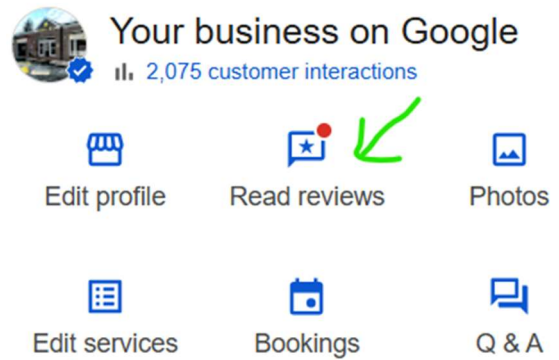
6. Click **Q&A** and answer any questions that are not previously answered.

NOTE: Questions are submitted by customers/potential customers and Google will notify you if there is a new question. You may not have any questions. It is not advisable to ask and answer your own questions.



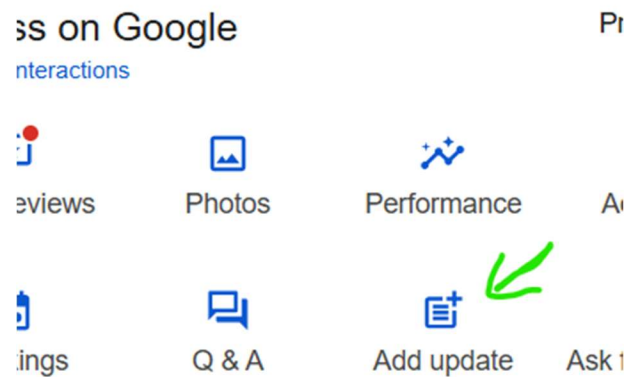
7. Click **Read Reviews** and reply to any reviews (positive or negative) that you have not previously replied to.

NOTE: **Try to reply within 24 hours after the review** is added for best Google optimization. Also reply to reviews that only leave a star rating (even 5 stars). If you can't reply within 24 hours, consider using the AI automated reply feature in High Level.



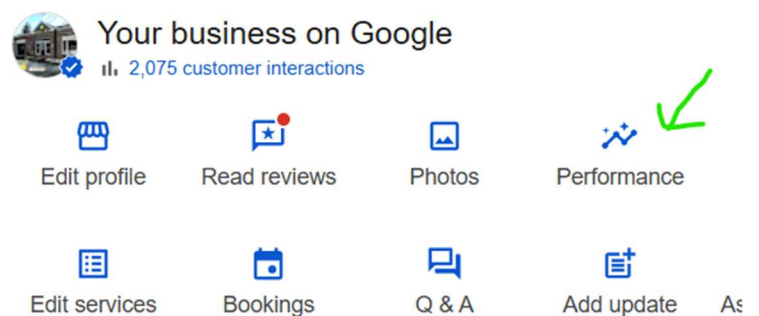
8. Click **Add Update** to add an "Update" (anything you want to share with customers), an "Offer" (a special offer for a specific time period), or an "Event" (such as an anniversary celebration or Grand Opening or other event with a specific date).

NOTE: **You can add Updates as often as you like. If you do Facebook posts, you can do the same post on Google as an Update.**



9. Click on **Performance** to see how many people are interacting with your Google profile.

NOTE: These analytics are for organic (non-paid) search. If you pay for Google Ads, those metrics are shown as part of your Google advertising account, not here.



Scroll down on the Performance Overview page to see what search terms / keywords people are using to find your profile. You can use these keywords in your Google profile description and updates, as well as on Facebook and other websites to help people find your business online.

