

how to generate more leads

WITH A FREE GOOGLE MY BUSINESS LISTING



hey there

I'm Leanna, the founder of Change Media Co. a social media membership for real estate professionals. I am a serial entrepreneur based in Las Vegas. I have been in the digital marketing space for a decade now and have helped my clients grow and scale their businesses through social media, SEO, and other marketing strategies.

Today, we will cover

WHAT IS GOOGLE MY BUSINESS

Learn about the Google My Business platform and why it is important for your business.

HOW TO SET UP YOUR FREE GMB LISTING

We will walk through the steps for you to create and set-up your own Google My Business listing. It's FREE!

HOW TO OPTIMIZE GMB TO GENERATE LEADS

We will go over how you can optimize your Google My Business listing to be found in searches on Google and how you can generate traffic and leads.



The average business is found in 1,009 searches per month. Where only 16% is direct searches. Hence, 157 are the direct searches and 852 discovery searches every month.

BRIGHTLOCAL, 2019

GOOGLE MY BUSINESS

WHAT IS IT? WHY DO WE CARE?

what is google my business?

Free Online Directory

- Business Listing
- Generate traffic, leads, and reviews

Other Online Directories include:

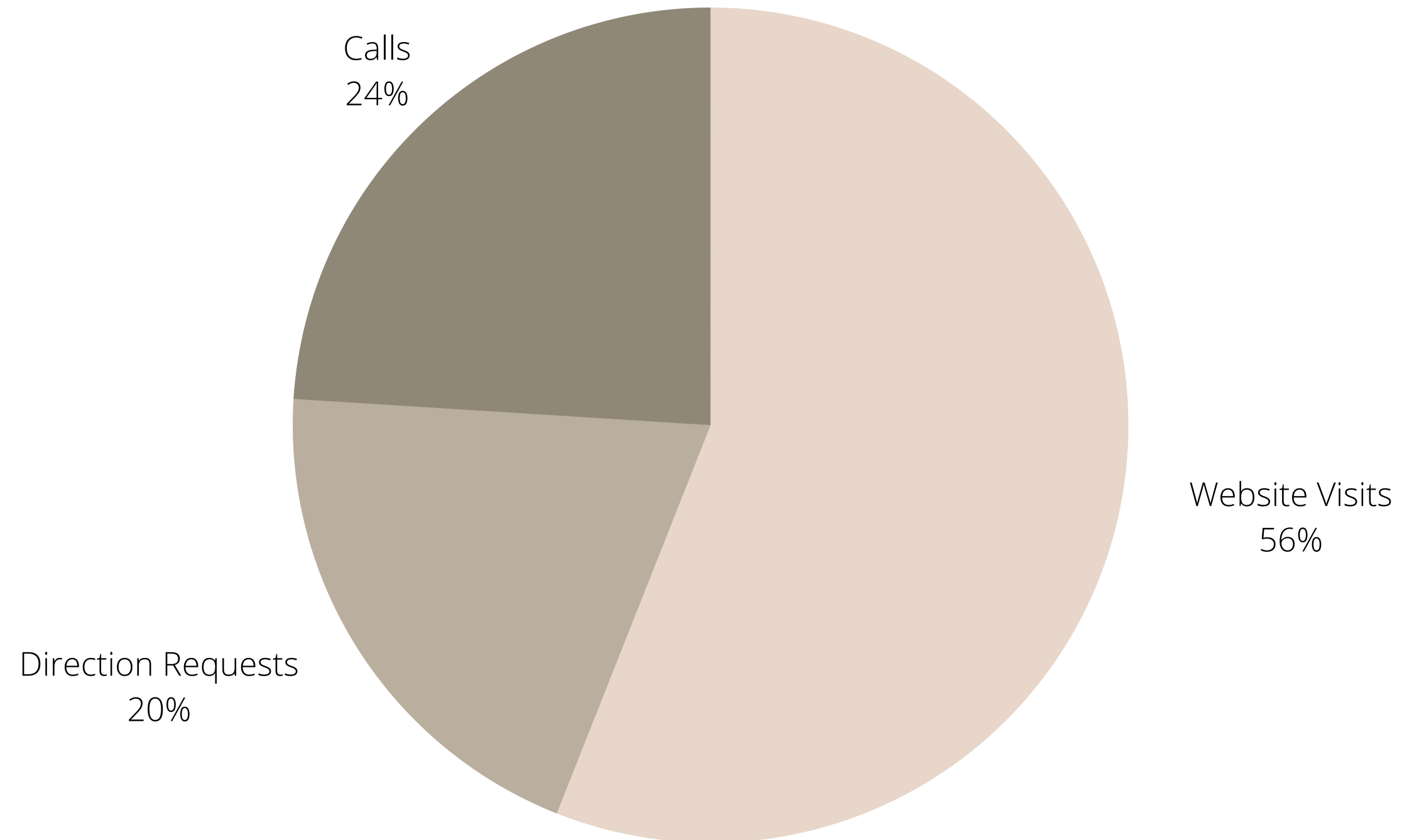
- Apple Maps
- Yelp
- Bing Places for Businesses
- Local.com
- Trip Advisor
- Waze
- Yellow Pages



why should you care?

Numbers don't lie

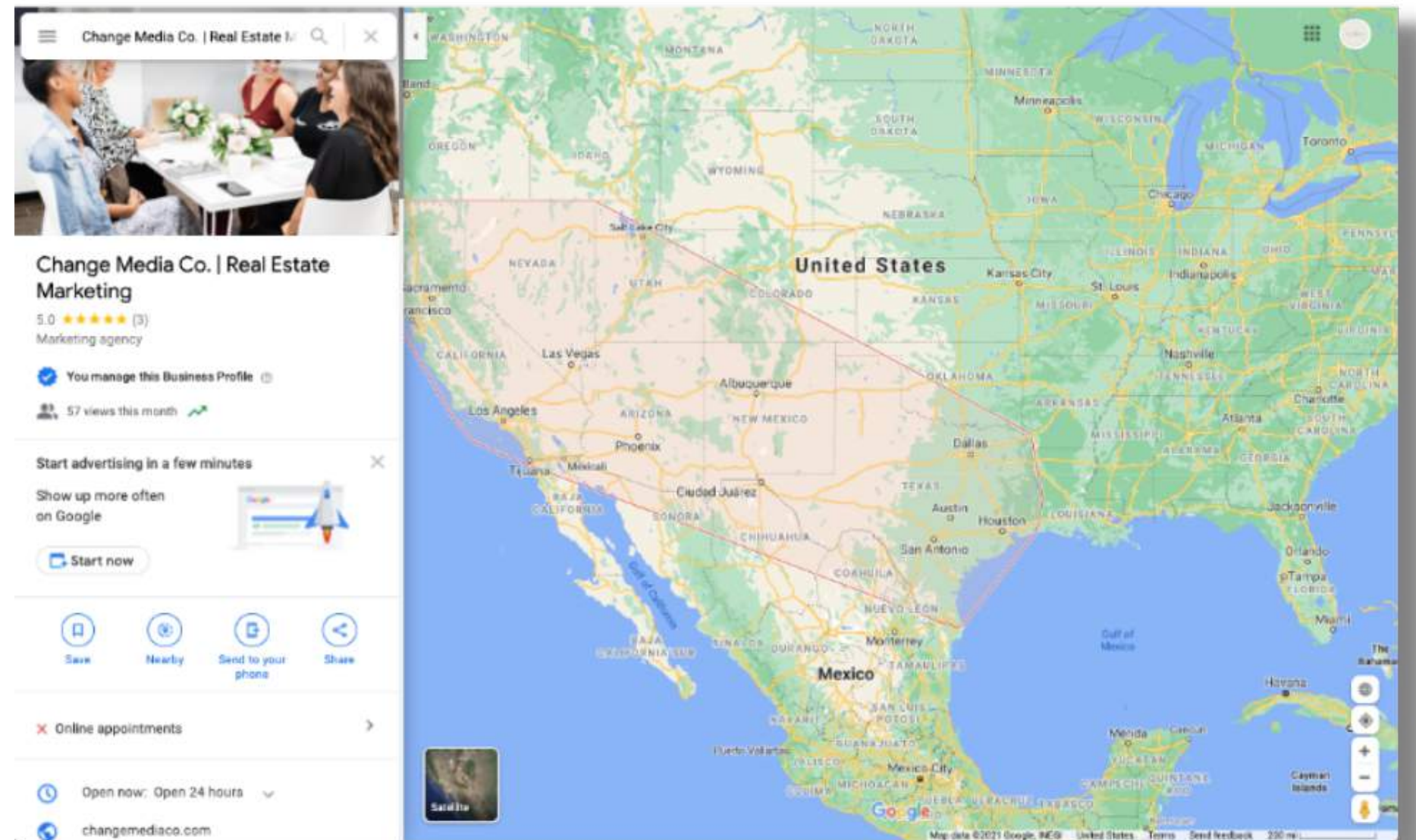
- A typical business receives 59 actions from their Google My Business listing each month
- 16% of businesses receive more than 100 calls each month from GMB



*PROPORTION OF CUSTOMER ACTIONS
PER GOOGLE MY BUSINESS LISTING*

marketing with google my business

- It costs NOTHING
- More exposure in search engine queries
- Increase SEO for mobile search traffic
- Opportunity to get in local 3-pack
- Reviews help you = social proof
 - Ask for testimonials from clients
 - Easy to use link to send them
- Looks more professional and legitimate
 - Stand out from your competitors



CREATING A GMB LISTING

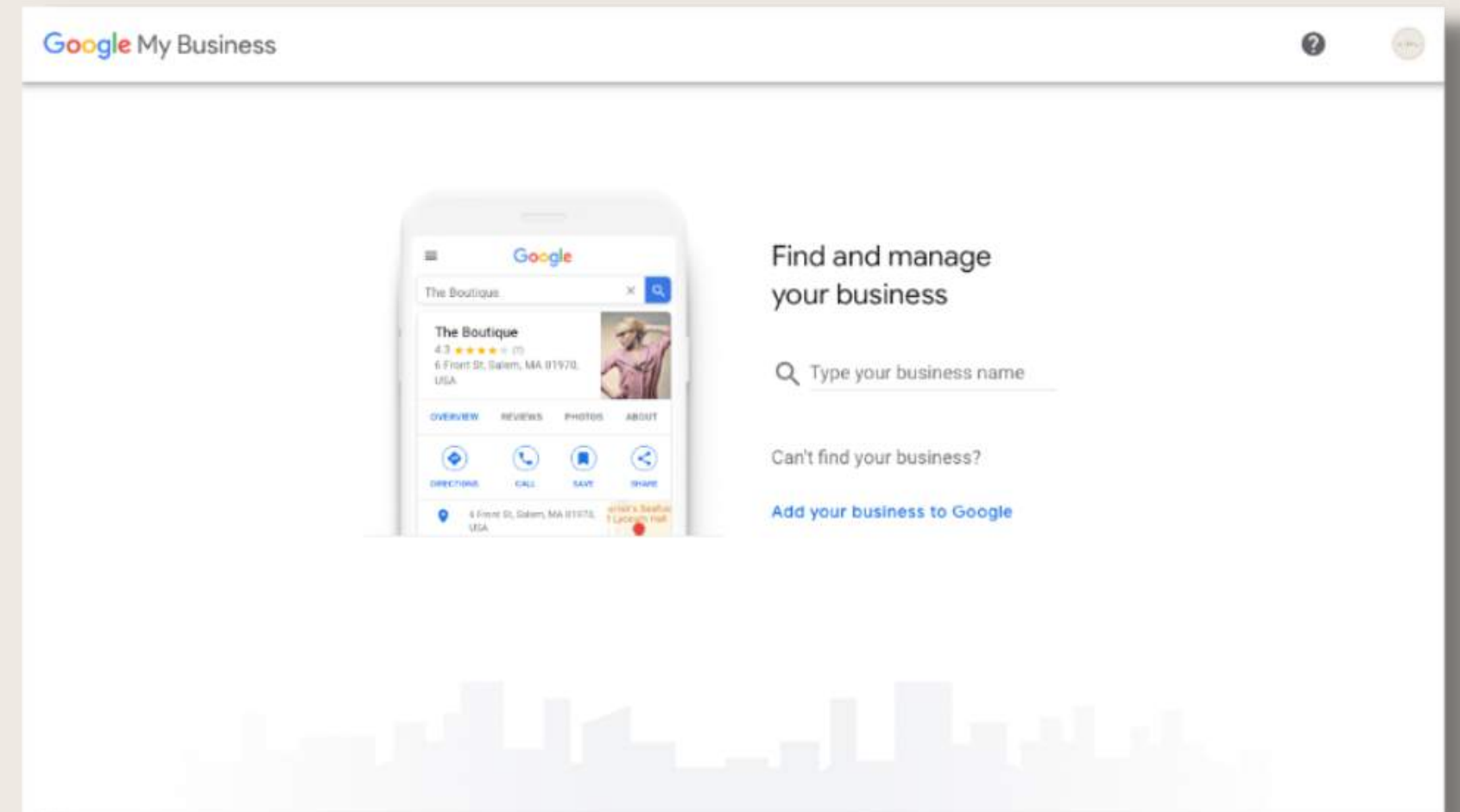
HOW TO SET UP YOUR FREE PROFILE

STEP 1: CREATE MY BUSINESS ACCOUNT

- Go to google.com/business
- Log in or create an account
- Enter your business name

STEP 2: ADD YOUR LOCATION & BUSINESS

- Enter your business address
- Storefront or service provider
- Primary business category
- Contact info

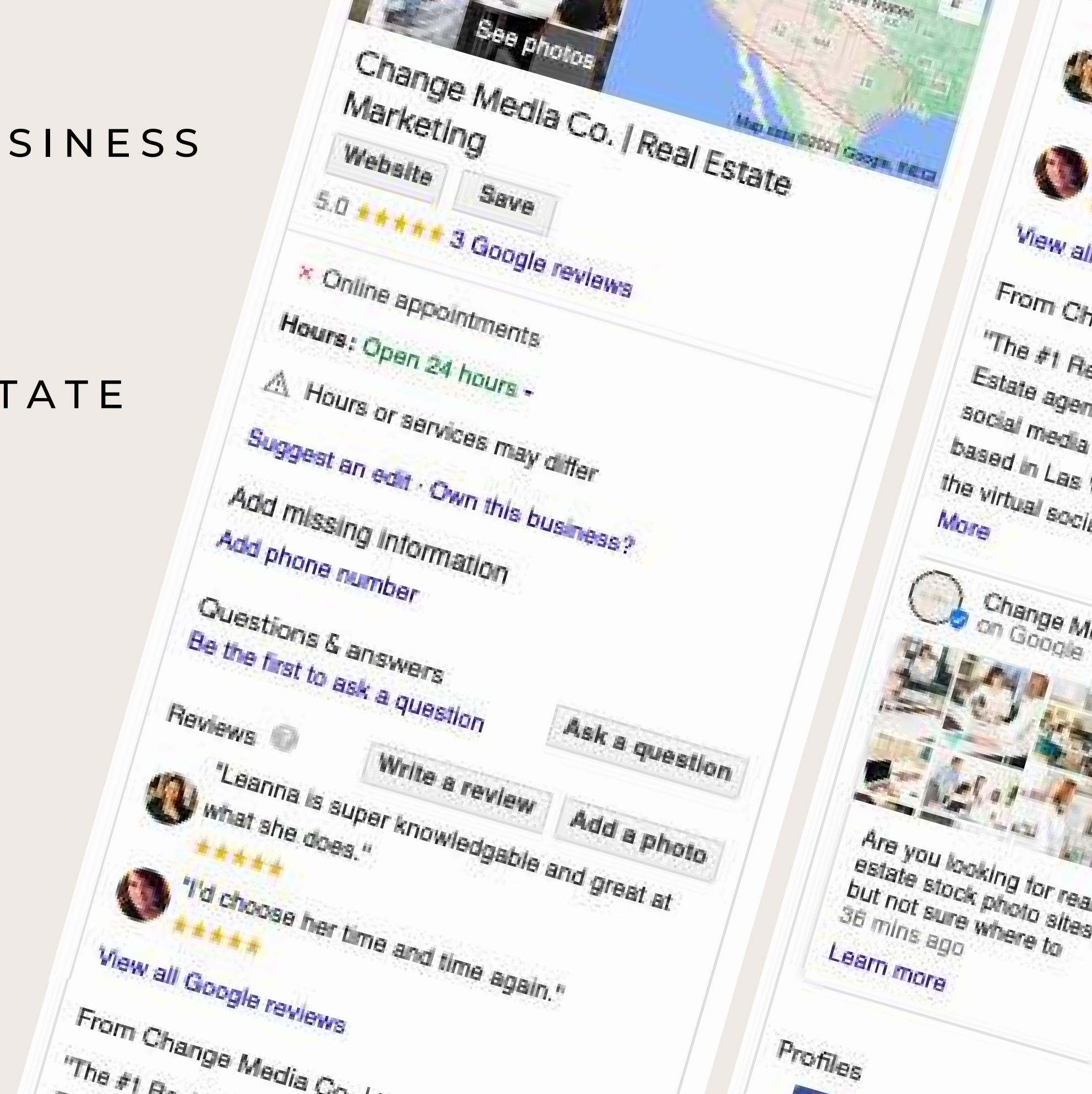


STEP 3: VERIFYING YOUR MY BUSINESS LISTING

- via Postcard

STEP 4: EDITING YOUR REAL ESTATE BUSINESS INFORMATION

- Description
- Women or Veteran Owned
- Services/Products



171

👤 People viewed your Business Profile

Platform and device breakdown

Platform and devices that people used to find your profile



● 93 · 54%

Google Search - desktop

● 68 · 40%

Google Search - mobile

● 10 · 6%

Google Maps - desktop

● 0 · 0%

Google Maps - mobile

Customer actions



1 Quarter ▾

Total actions 128

25

0

Dec 8

Dec 26

Jan 13

Jan 31

Feb 18



Visit website

128 actions



Call you

0

GENERATE LEADS

HOW TO OPTIMIZE & GET TRAFFIC



OPTIMIZE YOUR PROFILE

Fill out relevant details and keywords so you can be found.

ASK FOR REVIEWS

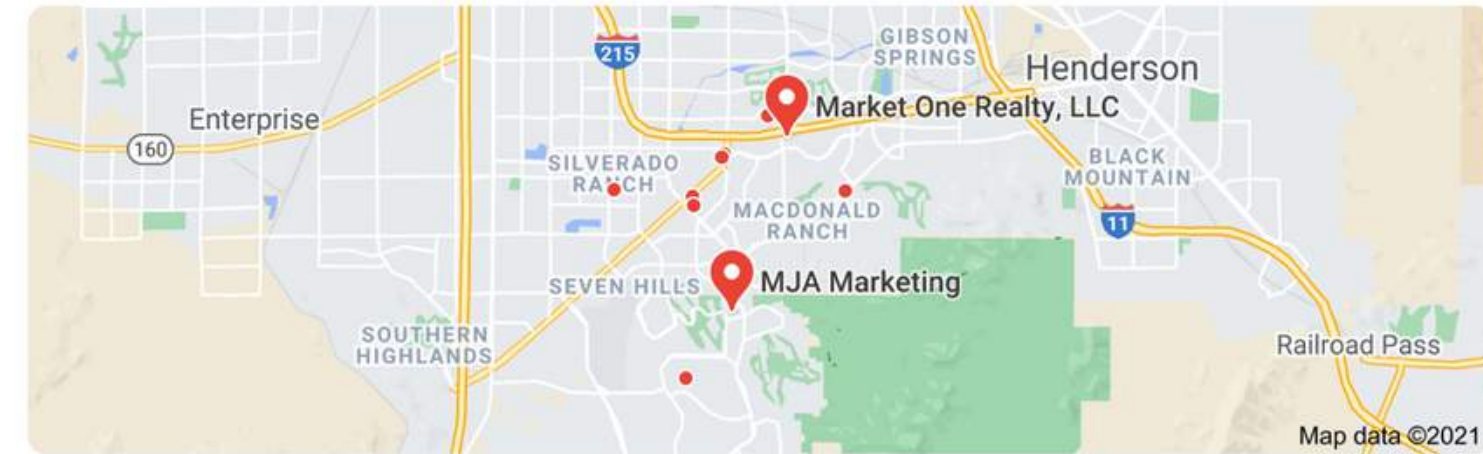
Testimonials are one of the easiest ways to start showing up at the top of search queries.

POST CONSISTENTLY

Share status updates via posts with potential clients.

start showing up on google

- Use keywords
- Stay up-to-date on contact information
- Select primary and secondary categories
- Mark off applicable attributes
- Write a complete “from the business” description
- Publish Google posts weekly
- Upload new photos weekly or monthly
- Answer questions
- Collect and respond to reviews
- Add your products and/or services
- Set up messaging
- Maintain your Business Profile



Rating ▼

Hours ▼



Change Media Co. | Real Estate Marketing

5.0 ★★★★★ (5) · Marketing agency

Open 24 hours

👤 "She is our go to guru for marketing & knows her way around SEO."



Website

Market One Realty, LLC

1.4 ★★☆☆☆ (5) · Real estate agency

170 S Green Valley Pkwy #300 · (702) 330-3323

Open · Closes 5PM

MJA Marketing

No reviews · Marketing agency

2505 Anthem Village Dr · In Anthem Village Center



View all



Change Media Co. | Real Estate Marketing on Google



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1 hour ago

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Feb 17, 2021

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steps to take

Create your
FREE listing



Verify your
listing



Ask for reviews
regularly



Make your
listing detailed



Maintain your
profile





Let's connect

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FACEBOOK | @CHANGEMEDIACOMPANY

WEBSITE | CHANGEMEDIACO.COM