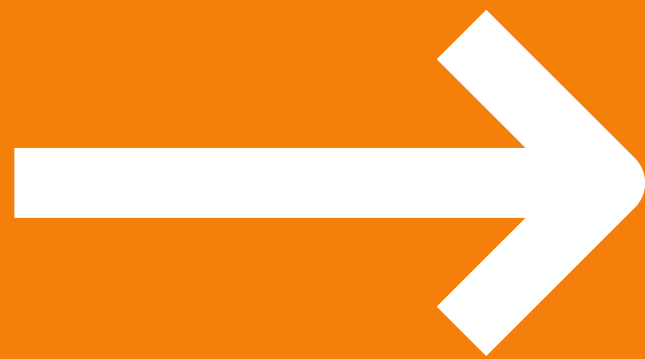


8 STEPS

TO FREE LEADS FROM



GOOGLE

FOR YOUR COIN SHOP





THE PSYCHOLOGY OF GOOGLE

In our current culture, Google is now a verb.

We don't say "search for a coin shop" — instead, we say "google it."

This is a direct result of Google's search engine providing incredibly useful information. This is not an accident or coincidence; it is by design.

Google has developed a mutually beneficial system between their company and other businesses. Here's why: if Google understands your business, they can provide their users with accurate information about it. If Google can provide accurate information to their users, they will continue relying on Google. If people continue to rely on Google, then the company will make money and increase profits from paid services and ads.

Therefore, if Google can provide valuable information to their users, then the result will be an increase in revenue. It all comes down to creating a great experience for Google users.



To make information about other businesses accurate, Google developed a tool called Google My Business (GMB). Essentially, this is the

Modern Day Version of the Yellow Pages

And, if you follow the simple steps in this guide to create your business' GMB profile, Google will give you the equivalent of a FREE, full page, full color ad.

It is free, it just requires effort.

So what are you waiting for?

Your competitors are probably already taking advantage of GMB.

And if they're not already, then they soon will be.

I decided that I wanted to work with local coin shops because they are an under served business.

Given the unsteady economy, the people are turning to gold and silver, but they usually don't know where to start.

That is where the expertise of the local coin shop owner and employees helps.

I wanted to help local coin shop help people searching for gold and silver.

This tutorial is all about how to gain exposure by developing your Google My Business account.

By following these eight easy steps, you can enhance your web presence and attract clients — for free — on Google!



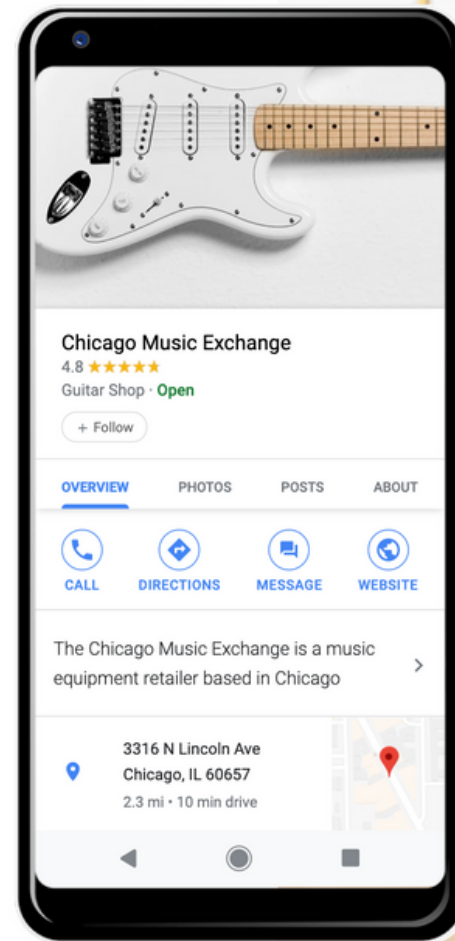
Step 1

CLAIM AND VERIFY

Engage with customers on Google for free

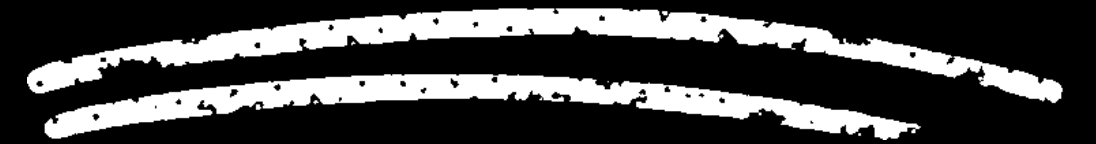
With a Google My Business account, you get more than a business listing. Your free Business Profile lets you easily connect with customers across Google Search and Maps.

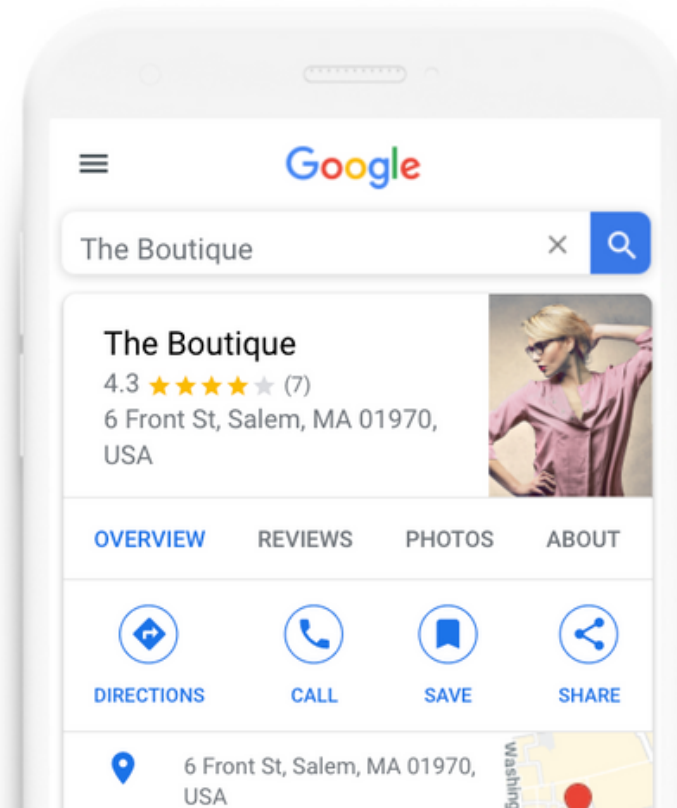
Manage now



To get started with the Google My Business tool, you first need to create your account. It's very simple, and you can do so by clicking this link.

[BUSINESS.GOOGLE.COM/CREATE](https://business.google.com/create)





Find and manage
your business

🔍

Can't find your business?

[Add your business to Google](#)

Claim OR Create

You will have the option to either claim or create your business' listing. If your business pops up when you enter your business' name, then select it and claim it.

If you search for your business but don't find any results, then you will need to create a new listing.

To verify your listing, update your business info

Your business info currently has errors. To be able to verify your listing, take a few minutes to correct it.

Update info

Next: Verification

Either way, the next step is verification. This is the process by which Google ensures that you are the owner of your business. For most businesses, verification is done by mail. However, in some cases, you will have the option to verify by phone, email, or search console.

Check with Google about the different verification options, and see which methods you qualify for.

Be aware that verification can take up to two weeks — so don't delay if you want all the perks of managing your business listing on Google!



Step 2

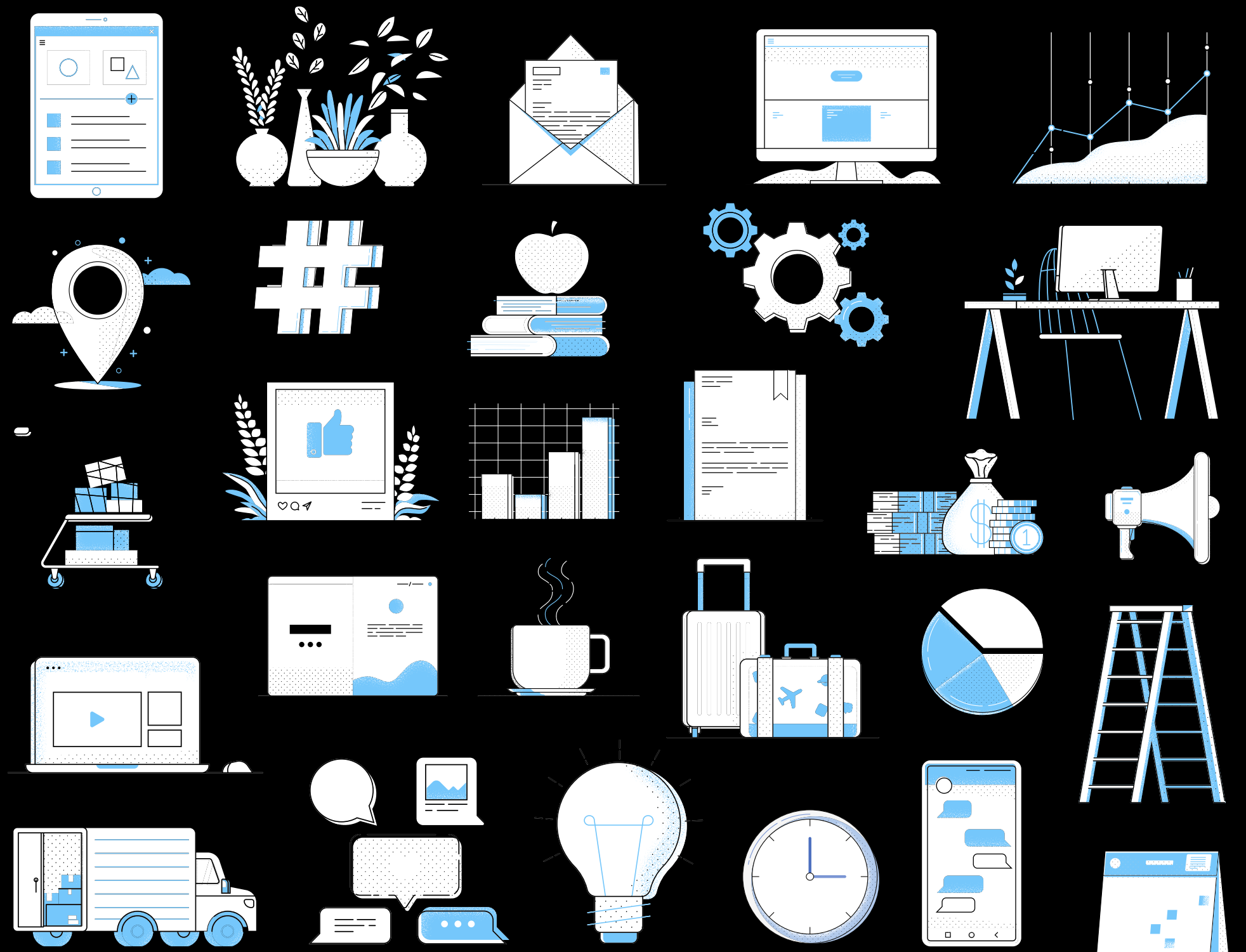
**CHOOSE CATEGORIES
FOR YOUR BUSINESS**

Guide to Choosing Categories (*also called Services*)

After you've passed Google's verification check, you will be prompted to select categories for your business.

You can choose **one primary category**, and up to nine secondary categories.

This may seem like a straightforward task, but really take your time choosing the best categories to describe what you do! After all, as of 2020, there are 3942 categories for you to choose from.



Tips for Primary Category ("Services")

The primary category for your business is given top priority in Google's algorithm. This is the main deciding factor in whether or not your business will pop up during a user search.

Plus, isn't it refreshing when you search for something specific and Google provides exactly what you need?

Be Specific!

Be as specific as possible when selecting your primary category.

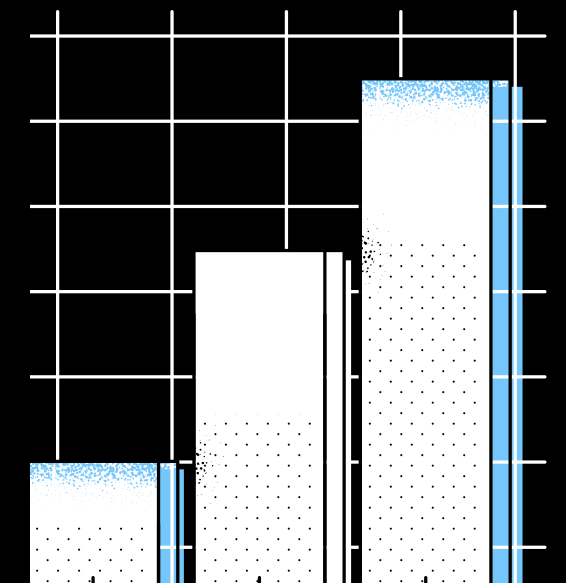
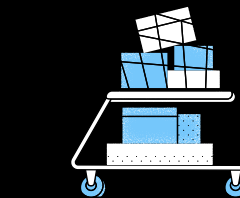
The more specific you are, the fewer businesses you'll be competing against.

Tips for Secondary Categories ("Services")

As another rule of thumb, try to select as few secondary categories as possible when describing your business. This may seem counterintuitive, but it actually increases the likelihood of users finding you.

You see, if you only use 3 categories to describe what you do, then Google will be dividing its user-directing resources into only 3 channels.

On the other hand, if Google has to re-route users to your business based on 10 different categories, then this weakens the effectiveness of its algorithm.





Step 3

ADD IMAGES OF
YOUR BUSINESS

The third step is adding images of your business.

Have you ever googled a business, and the only photo result is a vague snapshot from the Google Earth street view camera? Talk about off-putting, right? You definitely don't want that to be a client's first impression of your business.

The images you upload should give potential customers a mini-tour of your company. This can be a physical tour, where you showcase the outside and inside of your building, or it can be more of a conceptual tour, where you try to communicate the feel and mission of your company. If you opt for the latter, then you may choose to upload photos of your staff, or photos of the products/services that your business offers.

Place yourself in the shoes of your clients, and imagine what you would like to see before deciding to hire or buy from your company.



Also, don't just upload any old photos you have on hand of your business.

These images should be high-resolution, and professional quality. They should also reflect your business in its current form. If you've redone the interior of your office, or if you've made a lot of new hires, then make sure the photos show your current setup.

If you don't feel confident taking photos yourself, then you can even hire a local photographer to do this for you. Or, you can ask a creative member of your staff to take the photos.





Step 4

ADD ADDRESS,
PHONE NUMBER, &
BASIC INFO

Consistent Contact Info

Next, you can add your address and phone number to your GMB listing so that potential customers can easily reach you. If your address and phone number are published in multiple places on the web (like on Facebook, Instagram, and your company site), then make sure that this contact info is the same across all of these locations. After all, you want to make certain that the people who want to buy from you can actually find you.

Local Number = Best

Here's another tip: when adding a phone number to your business, make sure it's local. Potential customers may be confused if they think that you're a local company, but then find an unfamiliar area code when reaching for the phone. They might assume that your business location is inaccurate, and they might even choose to do business elsewhere

Business Description

Take advantage of the 750 word overview that gives you the capacity to provide valuable information to your customers. Use important keywords that add supportive information for online searches.

Website Address & Appointment Links

A properly implemented link to your Google directory listing and your own online property is important. You can provide your main website link, specific appointment links and important industry specific details that help customers get to you.



Step 5

**KEEP TABS ON
YOUR REVIEWS**



WHAT DO YOUR REVIEWS SAY ABOUT YOU?

When you're about to hire or buy from a business, what do you look at to make your decision? The reviews, of course! So, now that you've uploaded all of your business information into your GMB listing, it's time to consider your reviews.

You want to get as many positive client reviews as possible, to convince other potential clients that you are the #1 option for the service/product they need.



For this process, don't worry about getting reviews specifically through Google — the search engine often scans the web and integrates reviews from other websites into your GMB listing. Just focus on the volume of reviews, not where they're from. You can get reviews by reaching out to clients after they've received their product/you've completed the service, or you can offer incentives for clients who leave feedback.

Also, remember



reply to everyone that posts a review! This customer engagement leaves a good impression. Plus, other Google users will see that you care about providing a good experience to your customers.






Step 6

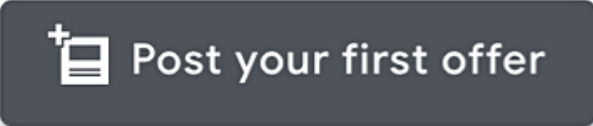
**ADD OFFERS TO
YOUR LISTING**

All **Offers** What's new Events

Keep your customers updated by sharing an offer

Reach beyond just your followers - give everyone searching for your business a reason to come in by posting updates and offers directly to your local listing on Google



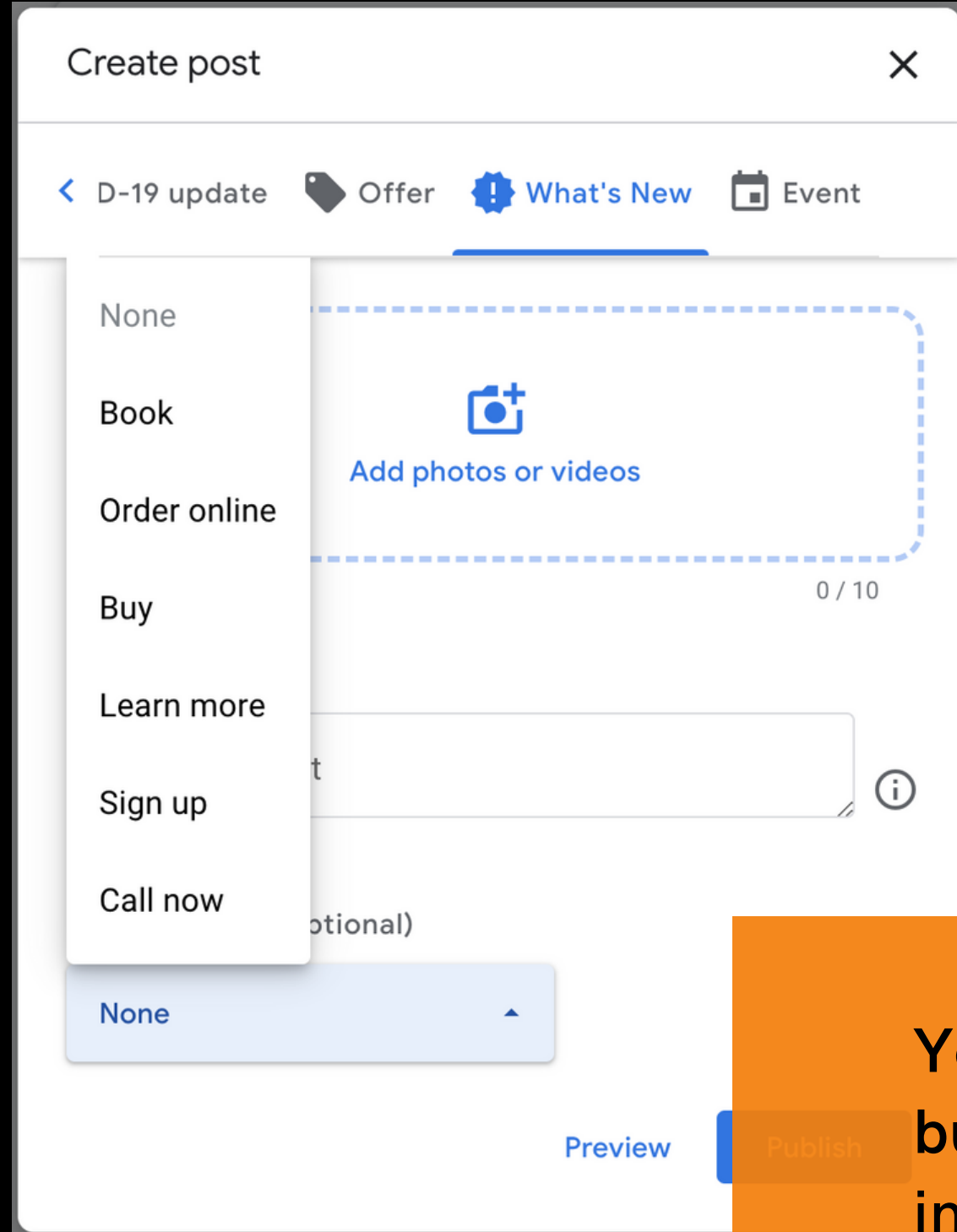


If you look at your GMB profile, you will see that you also have the option to add posts to your listing. One of these post options is "offers."

With this option, you can let Google users know about special deals and discounts that they can receive through your business.

What's more, you can program these offers with special Call-to-Action (CTA) buttons, directing Google users to your website or order page.





Calls To Action

activate your posts

You have the following options for CTA buttons: Book online, Ask online, Buy, More information, Register, and Call now

Tracking Your Offers

Attention Grabbers

Offers are a great way to grab Google users' attention. Plus, in your GMB profile, you have the option to track users' engagement with your offer.

These valuable insights allow you to gauge the success of your offer, and to create a plan for future offers.





Step 7

**MAKE REGULAR
POSTS TO YOUR
LISTING**

WHAT'S BETTER THAN EVEN MORE FREE EXPOSURE?

1

Now that you have a solid GMB listing, the work isn't over. You need to stay on top of your business' listing by adding frequent posts to your listing.

2

These posts can be updates, events, offers, or new products. Each time you create a post, you have the option to add photos, videos, and CTA buttons to attract client attention, and to foster engagement.

3

Think of this as the option to add additional advertising to your listing.



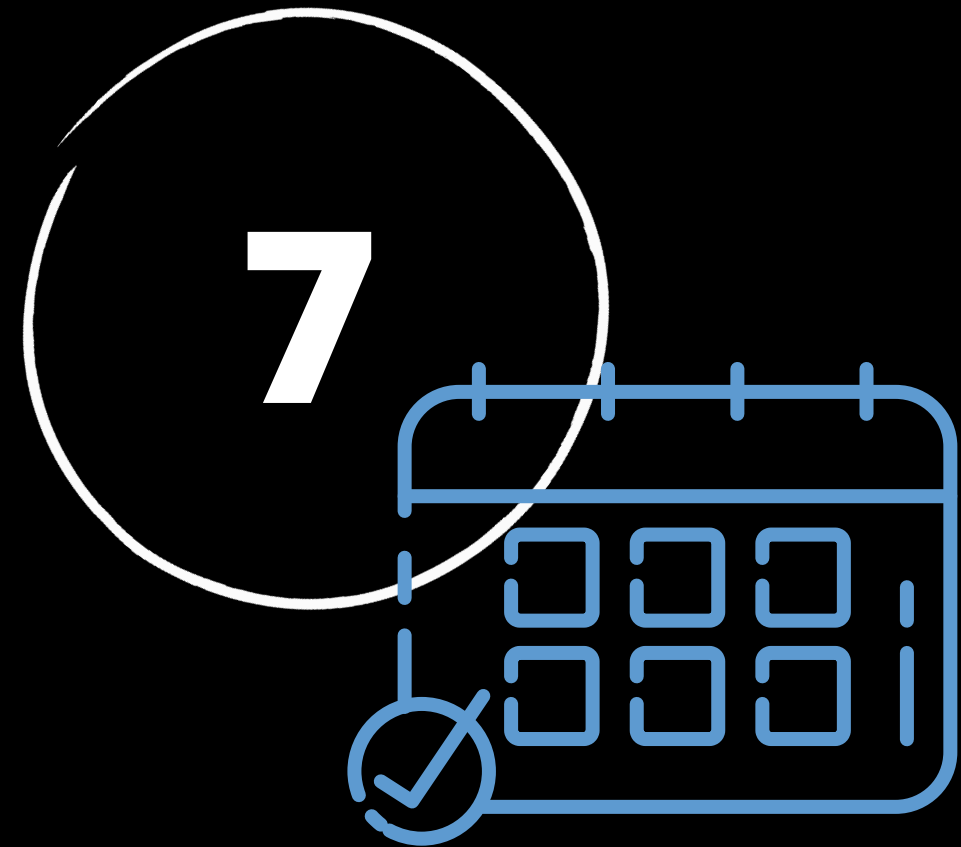
Plus, frequently posting on your GMB listing increases the likelihood that your business will appear in user search results.

By having an active profile, there is more information linked to your business on the web, and therefore more material that may match your clients' search terms.

Keep In Mind:

Posts will expire

Bear in mind that posts to your GMB listing are automatically removed from the first view of your listing after seven days. This is why you want to log into your account frequently, and add new posts to continue promoting your business!





Step 8

SETUP MESSAGING

HERE'S HOW TO SET UP MESSAGING:

01

Download and open the Google My Business app!

-> App Store or Google Play

02

Tap the 'Customers' tab
Select 'Messages'

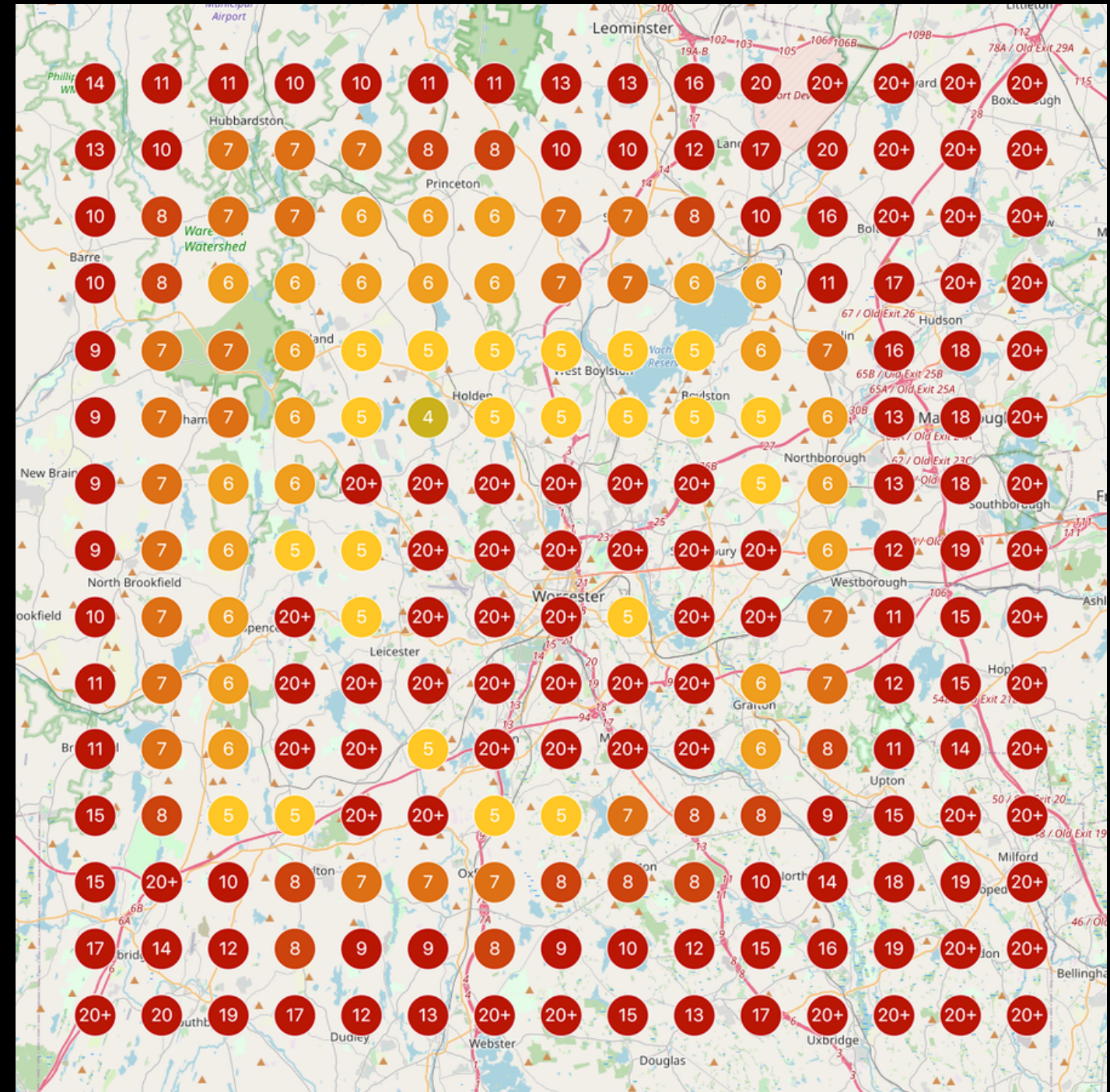
03

Tap 'Turn on messaging'
And presto — that's it!

You'll receive a notification in the app every time a customer asks a question about your listing, and every time a customer tries to contact you through the listing.

KING PHILLIP COIN & TRADE

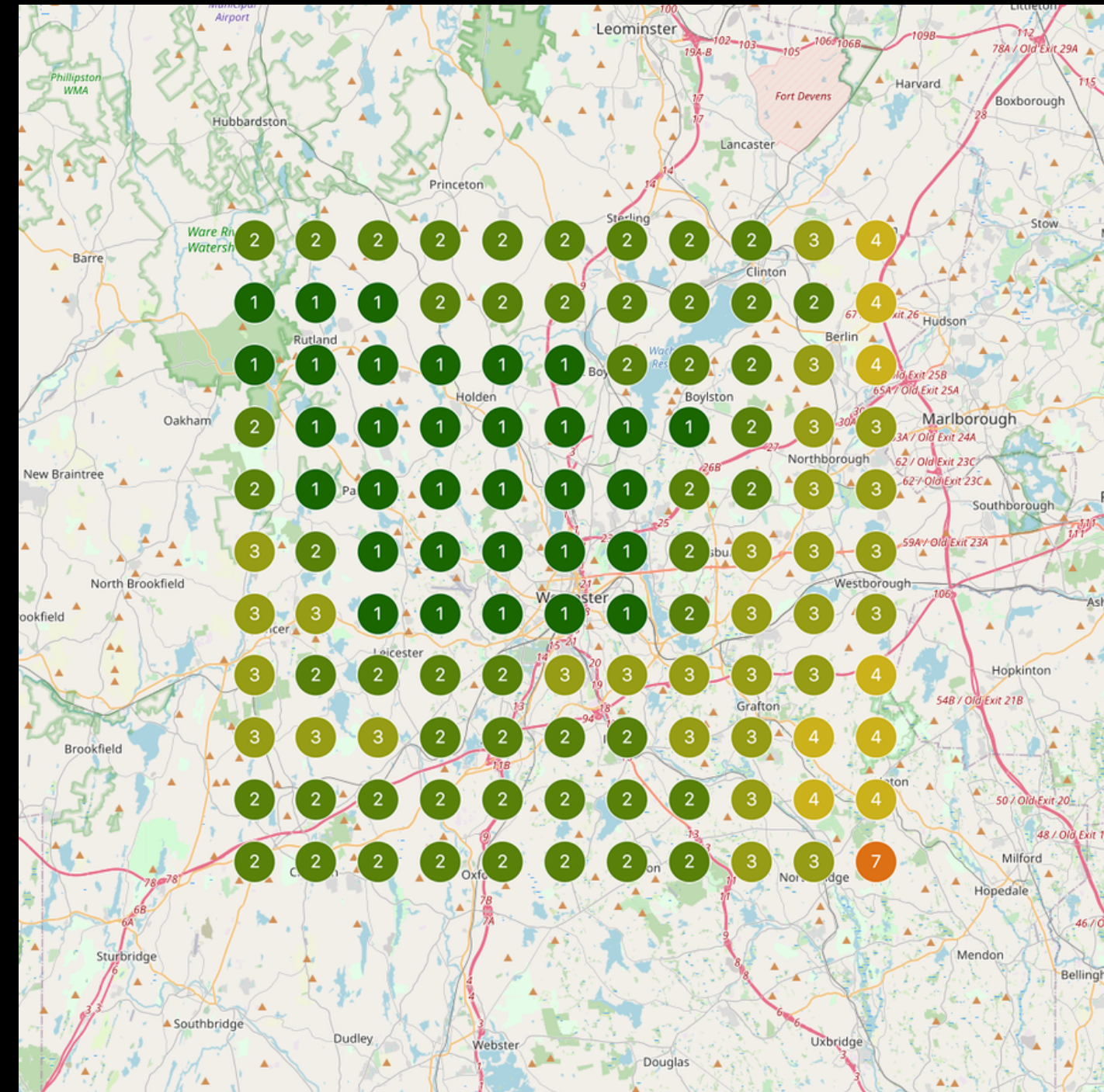
BEFORE GMB OPTIMIZATION & MANAGEMENT



RED & YELLOW dots mean that the company isn't likely to be found in a Google local search

KING PHILLIP COIN & TRADE

**AFTER 1 MONTH
OF GMB
OPTIMIZATION &
MANAGEMENT**



GREEN dots mean that you show up in the first 3 positions in a Google local search

Customer Review:

Joseph was very effective in GMB Optimization which really increased the number of visitors to my page and ultimately, more calls.

His communication was clear, concise and professional. I will be recommending his services to anyone in need of more business!

- Paul LeRoy

Owner, King Phillip Coin & Trade



Thank You for Reading this Guide!

I have two special offers for you....

Special Offer #1!

Book a **FREE** call with me
and I will go through your GMB with you **LIVE**
over Zoom and advise you how to improve it

All you have to do is email me at
Joe@BlackbirdDigitalMarketing.com

with the subject line
"FREE LCS GMB Audit"

Special Offer #2!

If you want me to help you **optimize** and/or **manage** your GMB,

I will make you a special offer.....

One-Time Profile Optimization for \$574

Includes:

- Complete profile optimization with categories, products, services, pictures, and 10 posts
 - Complete set of Q&A for a local coin shop and precious metals
 - 1 Press Release
 - Animated logo videos
 - Industry pictures
- Sync'd listing on Bing Places (Google isn't the only search engine after all)

Monthly Management includes:

3-month minimum

- Optimized posts 5x/week: local content, industry articles, links to relevant YouTube videos
 - 10 optimized pictures per month
 - 3 additional questions & answers per month
 - Optimized replies to all reviews
 - 15 mile radius exclusivity
 - This can be extended to 25 miles for an additional \$60 monthly fee.*
- 15% Discount for any *Add-on service – Lead Generation, Press Releases*

\$340/month

**Schedule a time with me to discuss how Google
can get you more leads with my help.**

I am open to working out a deal for gold & silver bullion in exchange for services.

**Joe McMullen
Blackbird Digital Marketing
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joe@blackbirddigitalmarketing.com
(781) 470-4001**

