

# **Boost Your Business - Google Local Guides**

## **Try searching for your own business!**

If you are starting your business or you want to get more visibility, ask an experienced Google Local Guide to help.

Here is 8 ways an experienced Google local Guide can help.

1) Get a review from a high level Google Local Guide.

Make sure your business is visible, listing your products and services clearly on Google Maps. Their Google Guides status does influence users due to the large number of review reads and photo views they have. Their review of your business will be read and any photos they take would be viewed.

2) Add your business to Google Maps.

Maybe a business just moved in down the street or changed addresses and hasn't yet updated their information online. Go ahead and help them by adding their address on Google Maps so it's easier for people to find them. They'll be notified and glad that you helped them!

3) Create your own Google Map in "Places"

Embed this map on your website. You can drop pins on the map which can link to all customer reviews, testimonials, videos, photo galleries and anything else you may wish to display by using a map.

4) Update your Google My Business listing (GMB), especially with pictures and opening hours.

5) Put yourself in the users' position.

What would you be looking for on Google Maps? When you want to find a new restaurant or a reputable auto mechanic, where do you turn to? For most people, that's Google. Google Search and Maps have become so much part of way of life that to do anything else feels strange. People are searching and researching, and this includes your competitors, for who is providing your products or services. Research shows that [97% of people research local businesses online](#) before contacting them.

6) Become a Google Guide yourself.

Review your customers, especially those who can and are willing to be referral partners. When you review other businesses around you, it increases your own online visibility. Each business you recommend will be notified of the review.

7) Share helpful information.

Do this for the places you've visited by answering easy questions that people are asking online. Go ahead and search for your own business and answer any questions that people have asked.

8) Users normally search for "best (**business type**) near me".

Some SEO providers are suggesting adding "near me" on your URL, for more visibility. Getting another URL with 'near me' with a redirect to your website is what Focus360 recommends.

The best part about Google's Local Guides program is that Google won't publish any edit suggestions without your knowledge. As a business, you're able to verify information that people have submitted about your GMB listing prior to it being published on Google Maps.