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# GET NOTICED ON GOOGLE SEARCH



## SOCIAL MEDIA TIPS

By Theresa Mintzer

Google Business Profile (GBP) is an important part of online marketing. Businesses frequently overlook GBP as an integral part of local SEO success. An optimized GBP makes it easier for customers to find business through search. I had a conversation with a local new business owner looking for help with marketing. They had no GBP. I advised them to do so, and a few weeks later not only was it set up, but they already have three reviews.

Once you set up your GBP, the next step is to optimize your profile. Do you have at least two to three relevant keywords in the description? If you have a business that has seasonal offerings, change up the wording to reflect what you currently have to offer. Make a note to change it as the season changes. Are your hours

correct? Do you have a category listed? Do you have pictures uploaded?

Now that you have reviewed your information, it's time to put together a posting plan. Post to GBP on a regular basis. You can post the same information that you post to social media sites. Remember to post sales and events too. Remember to post new pictures regularly. On the homepage, look for the section that says Get More Reviews. You can copy the



link to share with customers. Invoices and follow up emails are ideal places to include this link. Positive reviews will stand out to potential customers.

Little tweaks can make a big difference over time. They will help your business be discovered. I

offer social media coaching if you need help along the way. See my website to schedule a discovery call.

For additional information, call 484.686.2995; email: [Theresa@MintzerSolutions.com](mailto:Theresa@MintzerSolutions.com).

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