GET FOUND ONLINE.

Local Business Listings

May 29, 2025

MEP National Network™

IMEC

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Introduction

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Amie Slott

Technical Specialist

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Agenda

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Agenda

- Why Business Listings Matter
- Tips for Optimizing Your Profiles
- The Importance of Reviews
- Google Business Profile
- Bing Places for Business
- Yelp Business Listing
- Questions

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Why Business Listings Matter?

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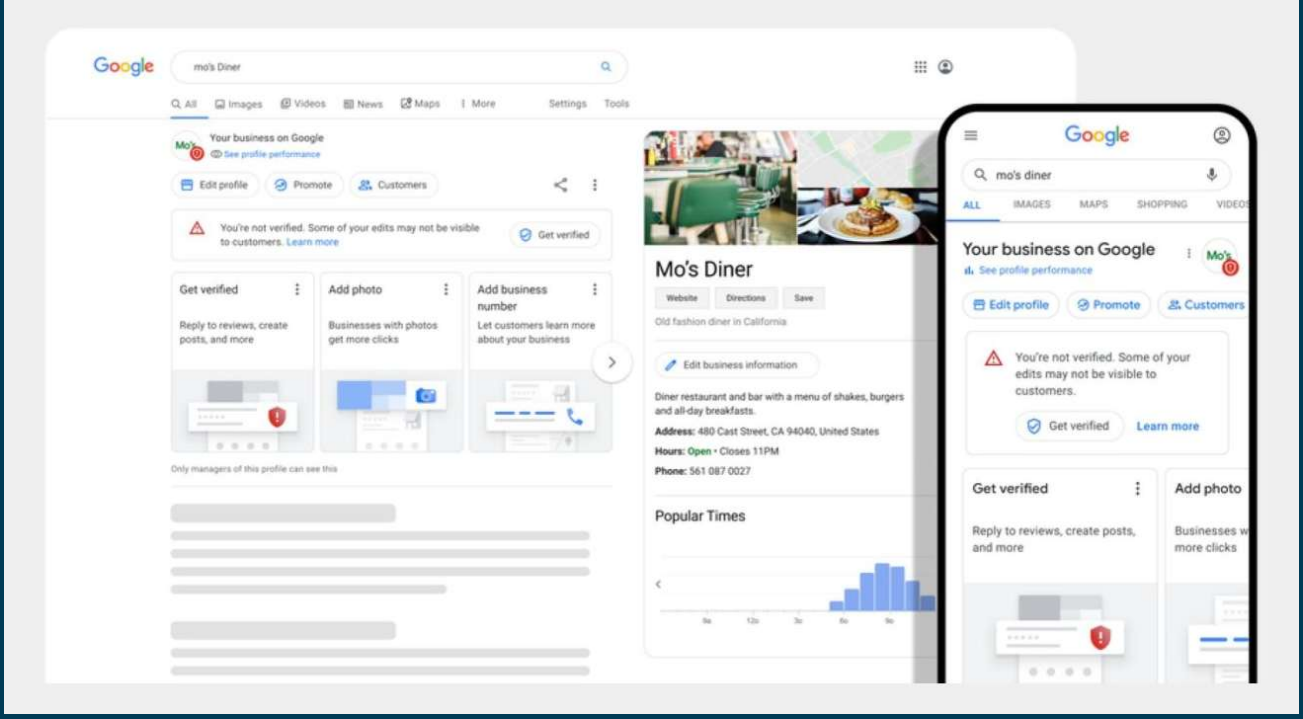
Enhance Online Visibility



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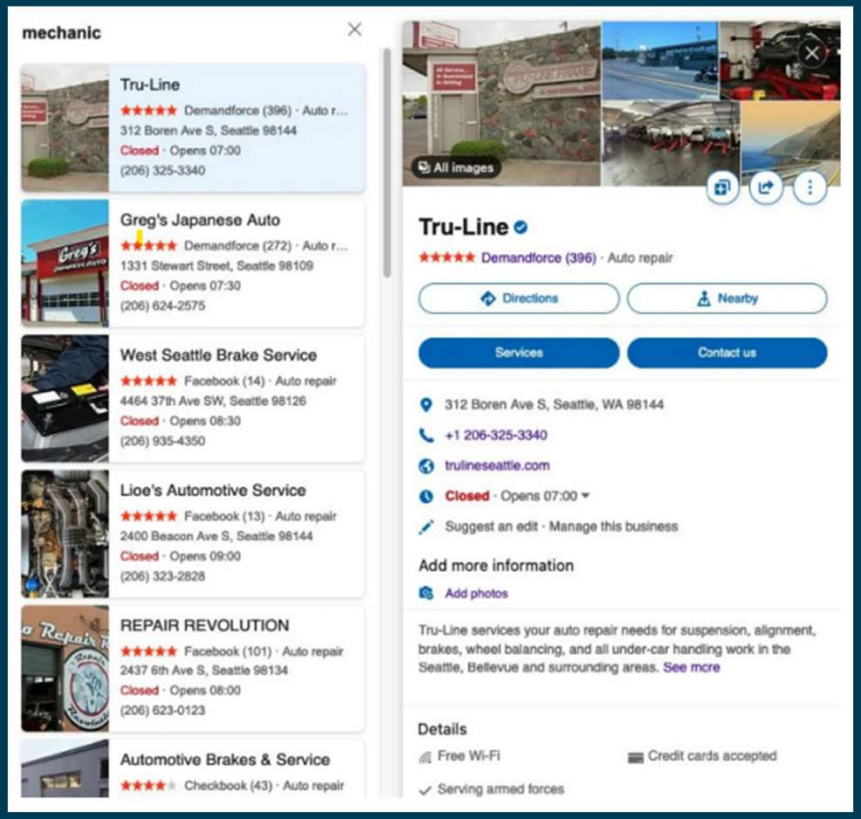
Build Trust



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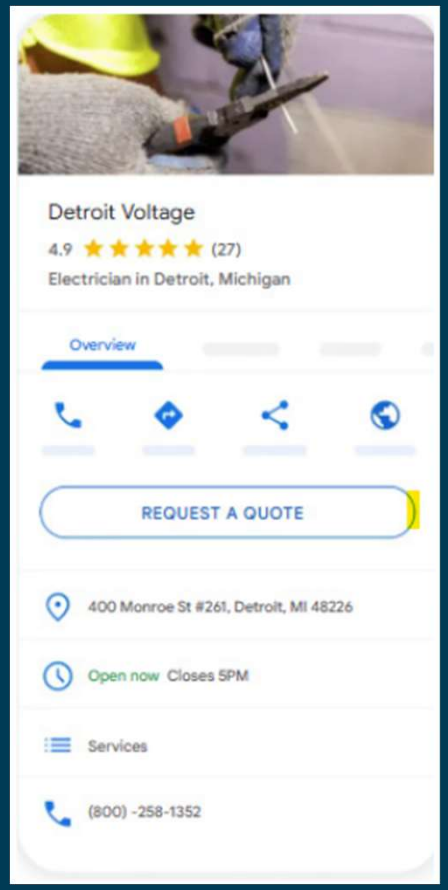
Customer Engagement



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Business Insights

Learn **how** customers find your Business Profile

Where did customers find you

Customer activity on your profile

Phone call data

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Claim Your Listings

Google Business Profile
Bing Places for Business
Yelp
Facebook
Yellow Pages
Better Business Bureau
Angi (for service-based businesses)
Foursquare
Apple Maps

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Optimizing Your Profiles

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NAP (Name, Address, Phone Number)

Keep it consistent!

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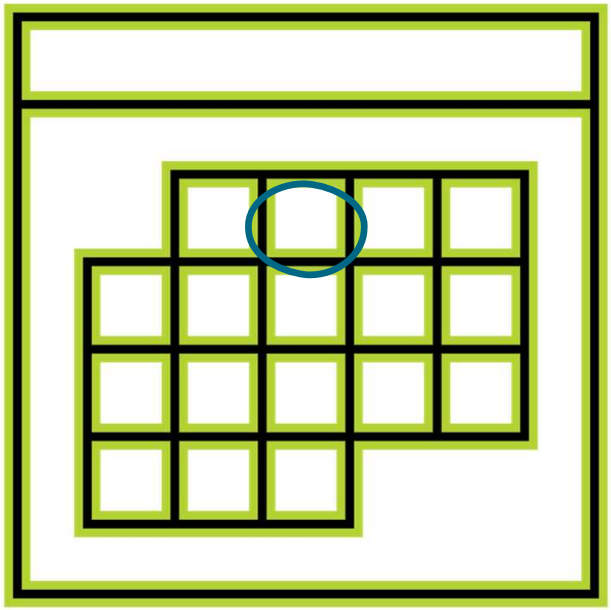
Update Profiles Regularly



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Write a Compelling Description

Ensure it is up to date
What makes you, you!
Key services and products
Keywords!

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Pro Tip

Incorporate relevant keywords into your business description to make sure search engines understand what you offer and to improve your visibility when customers are searching.

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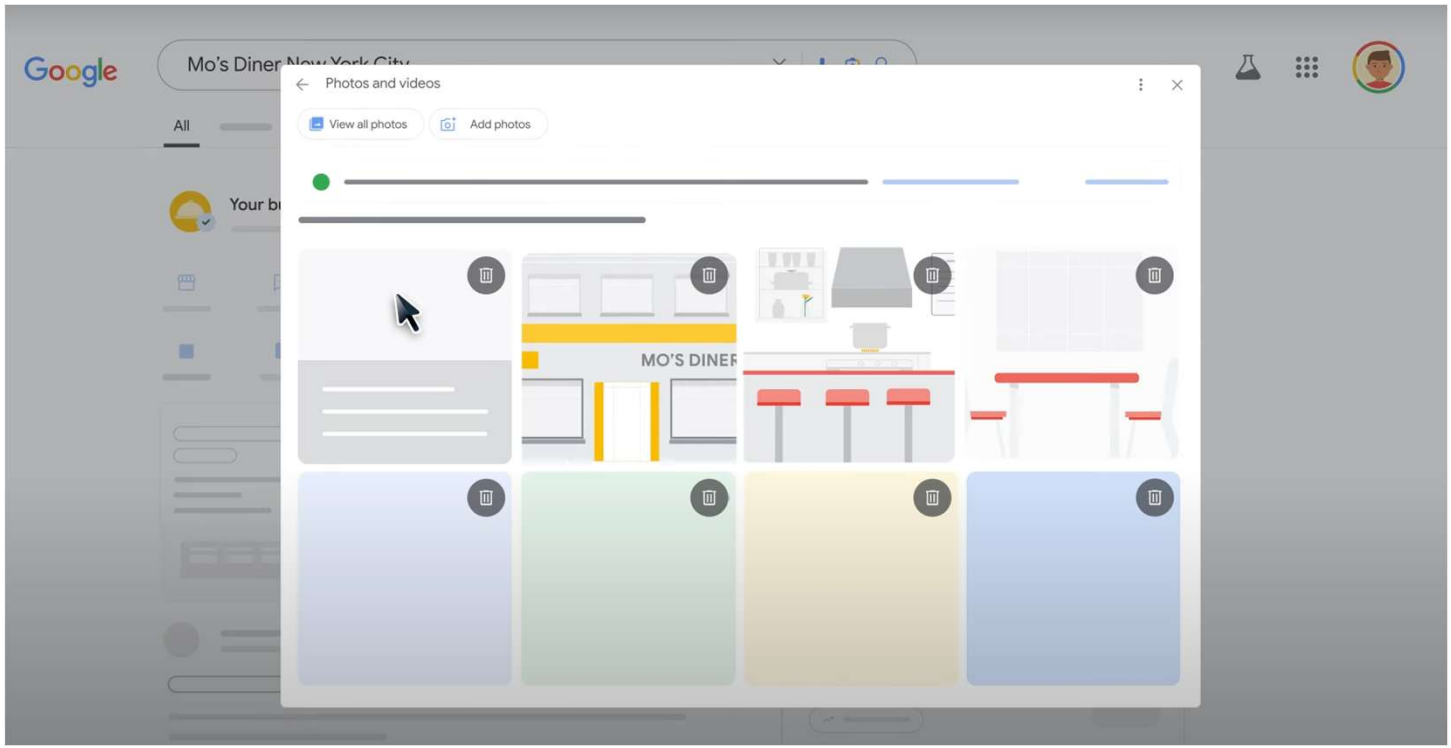
Add photos and videos to your profile



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Local Business Reviews

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Why Reviews

43%

of consumers find online reviews very helpful for informing their decisions when making a purchase.

Statista 2023

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What are Reviews & Why are They Important?

Online customer feedback & testimonials

1 – Credibility

2 – Local SEO Benefits

3 – Customer Engagement

4 – Influence Customer Decisions

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Tips for Getting Reviews

Ask For Them at the Right Time

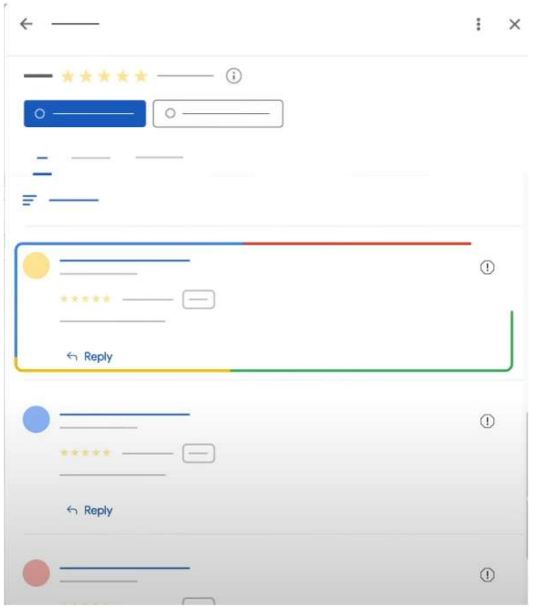
Make it Easy for Customers

Respond Every Time

Google Business Profile

Make Reviews Visible

Use Feedback to Improve Your Business



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Google Business Profile

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What is GBP?

Turn Searchers into Customers

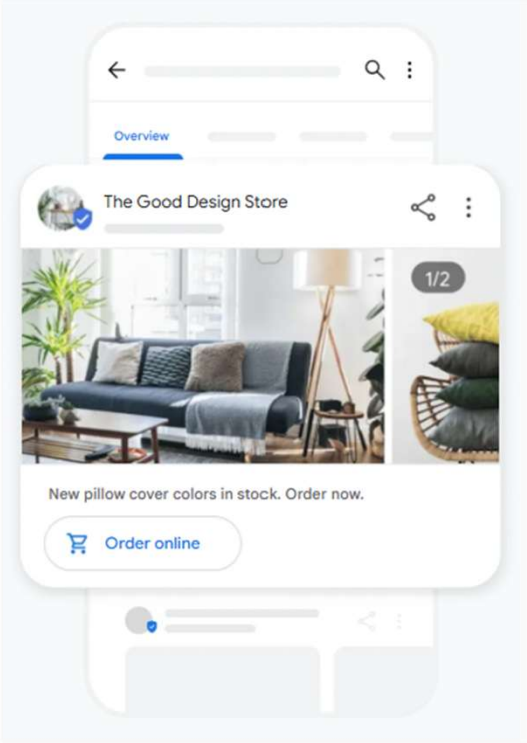
Free: Create a profile at no cost

Highlight essential info

Connect with Customers

Showcase Products & Services

Valuable Insights



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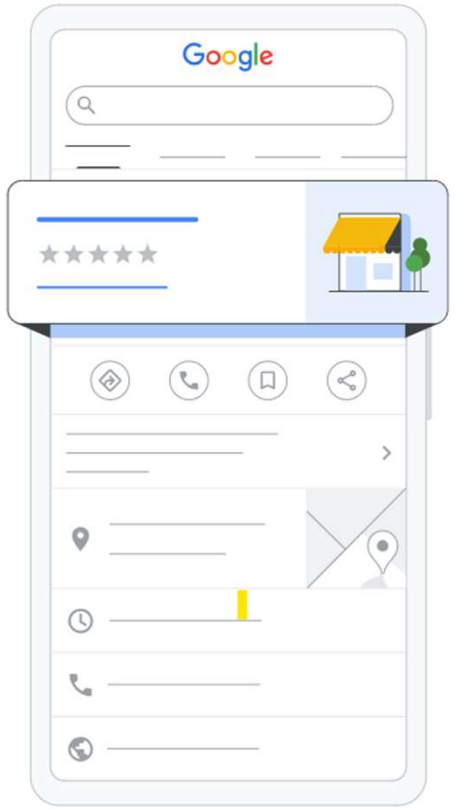
Why GBP Matters

Google holds

89.65%

Search engine market share worldwide



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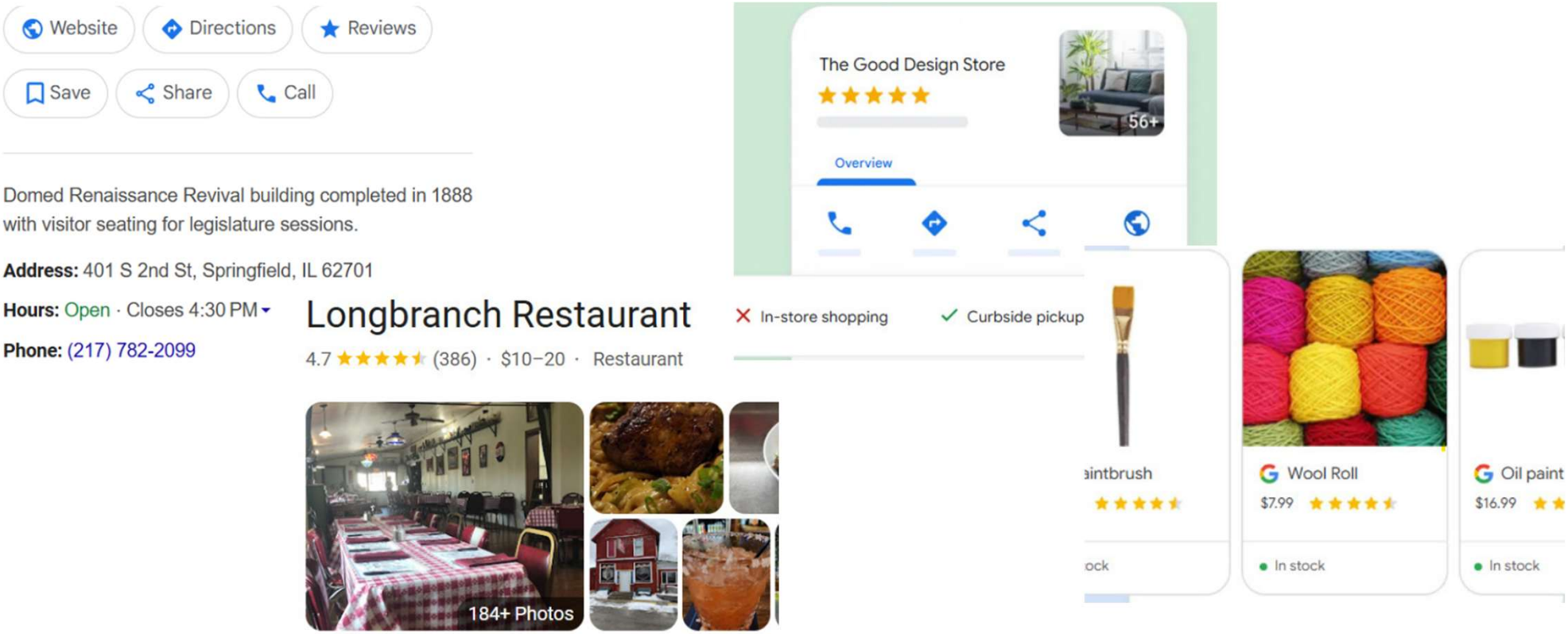
Components of GBP



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Components of GBP

1. Business Name – Make sure it's accurate and consistent.

2. Business Categories – Choose the most relevant category for your business.

3. NAP Information – Name, Address, Phone number. Again, accurate and consistent.

4. Business Hours – Especially important to update during holidays.

5. Website Link – Get them to the information they're looking for and capture the lead!

6. Business Description – Include relevant keywords in a concise description of your business.

7. Photos – High-quality photos that tell your story.

8. Posts – Regular posting keeps your profile up-to-date and engaging.

9. Reviews – Encourage customers to leave reviews and respond to them… both the positive and the negative ones.

10. Q&A Section – Answer your customers' questions to help them get the information they are looking for.

11. Attributes – Relevant and descriptive attributes help your customers find what they need.

12. Menu/Services – Explain what services you offer so customers know what to expect

13. Products – List your most relevant products.

14. Appointment Booking – Want customers to book appointments? This is a great option for online scheduling.

15. Messaging – With messaging enabled, you can respond directly to customer questions through GBP.

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Add or Claim Your Business

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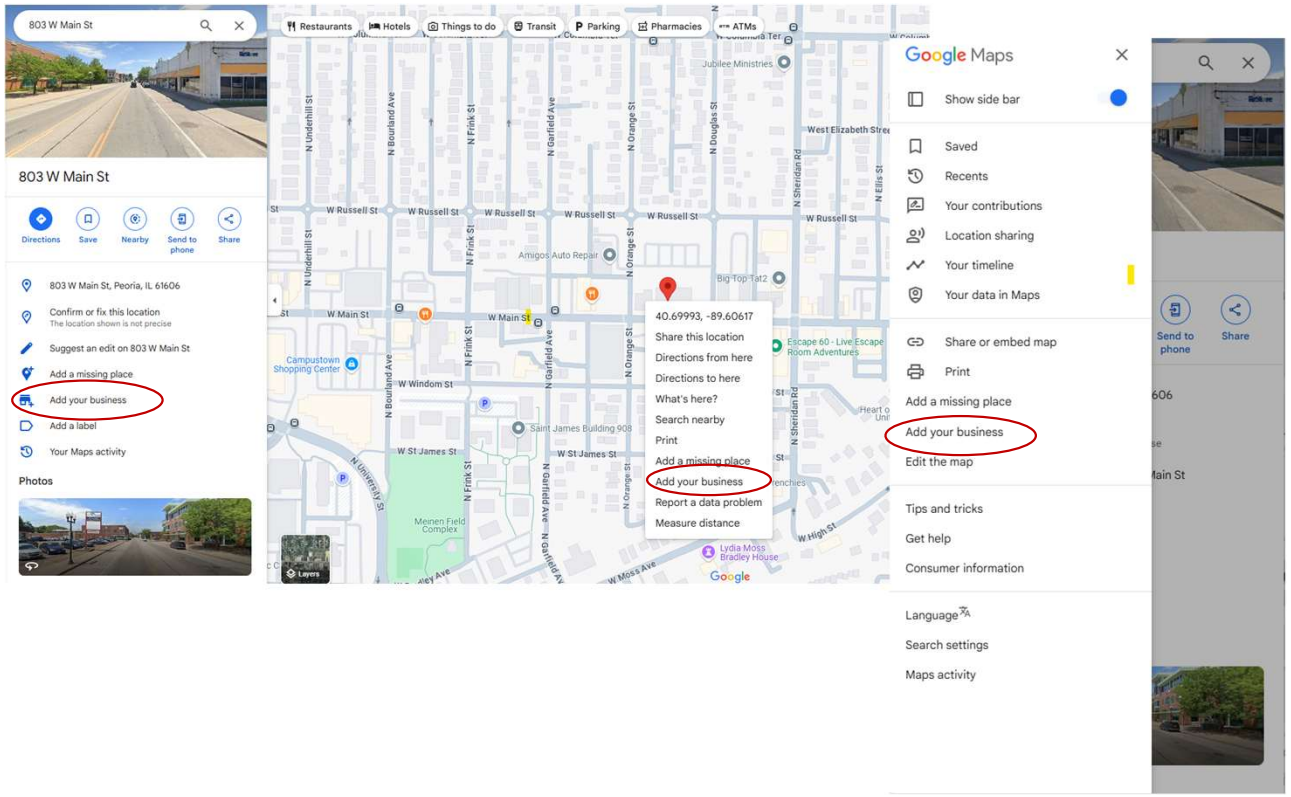
Add your business through Google Maps

Three Ways

1. Enter your address in the search bar. On the left, in the business profile, click “Add your business”
2. Right-click anywhere on the map. Then, click “Add your business”
3. In the top left, click Menu then “Add your business”



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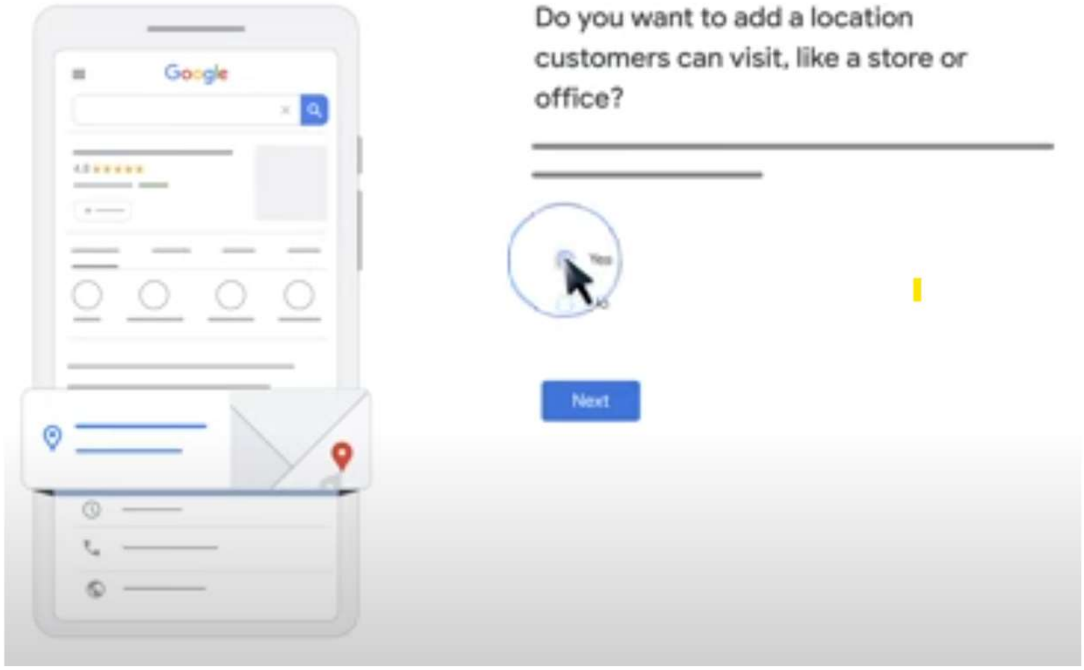
Business Address



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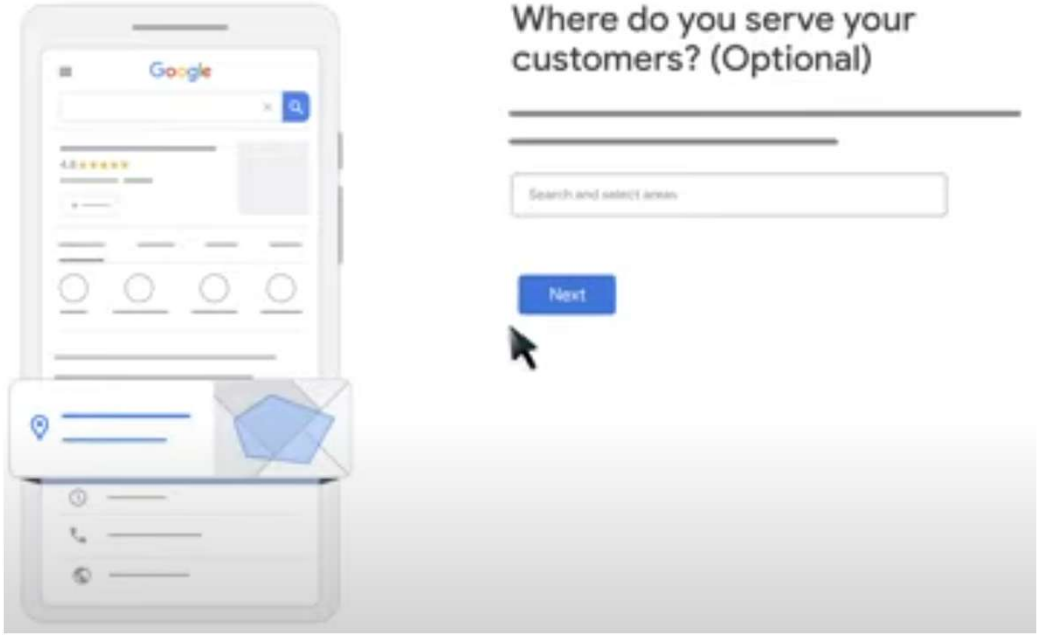
Service Area



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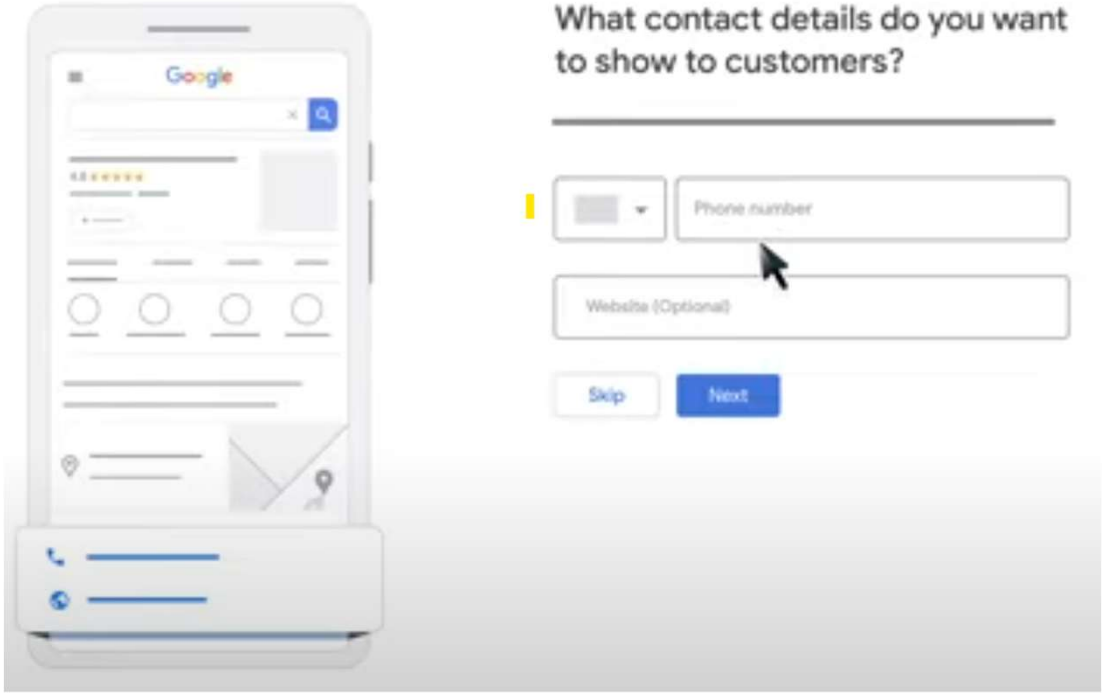
Phone Number



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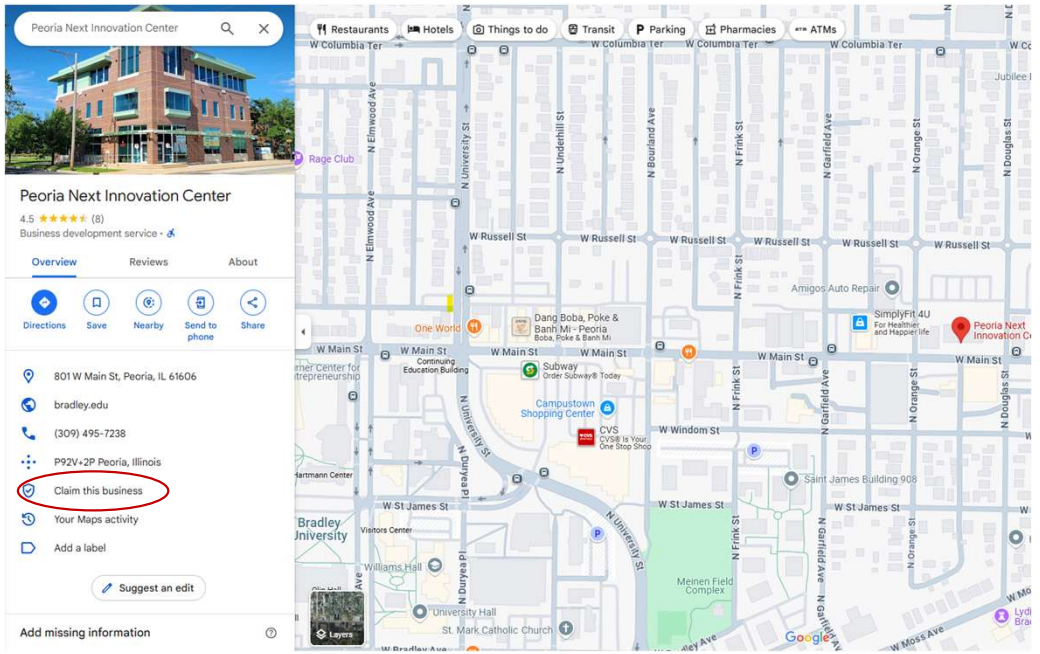
Claim your business through Google Maps

1. Open Google Maps
2. Enter the business name
3. Click the business name and choose the correct one.
4. Click “Claim this business > Manage now”

(to choose a different business, click “I own or manage another business”.)

5. Select a verification option, and follow the on-screen steps.



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Verify your profile

Follow the steps provided to verify your profile

The verification steps you see are determined automatically by Google’s systems and can not be changed.

Support.google.com/business

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Verification Methods

Postcard by Mail: Google will send a postcard with a verification code to your business address. This usually takes a few days.

Phone or Email: If eligible, you can verify your business through a phone call or email.

Instant Verification: Available if you've already verified your business with Google Search Console.

Video Verification: Recently, Google has introduced video verification for some businesses. This involves recording a short video to show your business location, storefront, and possibly interacting with your products or tools. Google might also request video re-verification to ensure the ongoing accuracy of your business details.

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Common Issues & Troubleshooting

Duplicate Listings

Profile Suspensions

Be persistent and consistent.

Claiming a listing on Google can take time and patience

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Bing Places for Business

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Why Bing Places?

100 million

Daily Active Users

Average Household Income in the

Top 25%

Of wage earners in the US

Trip Advisor, Cortana, Outlook, & Bing Maps

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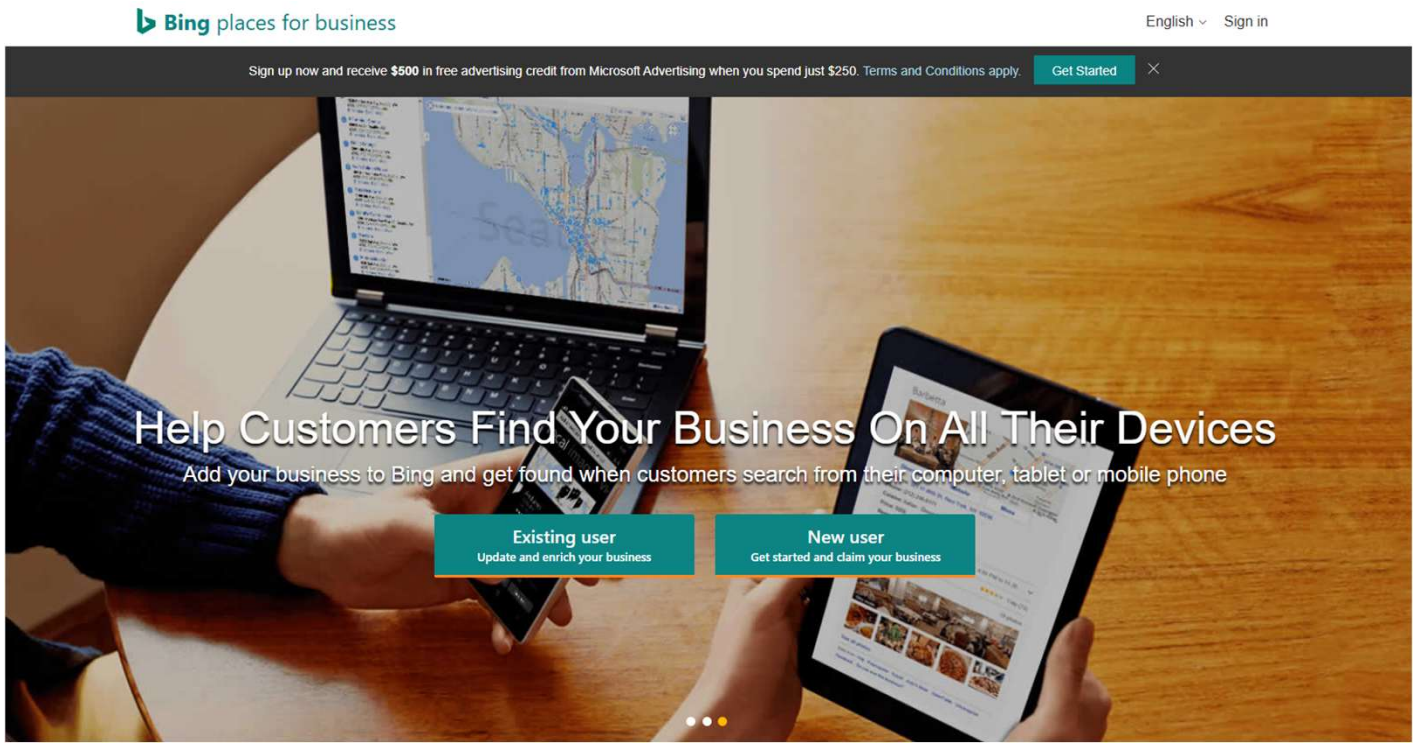
Bing Places



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Adding Your Business

3 Easy Steps

1 - Claim your listing

2 - Complete your listing profile

3 - Verify your listing

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Pro-tip

Claim, verify & optimize your listing on GBP then import the data into Bing Places.

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Yelp Listings

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Why Yelp?

2.5million

People visit Yelp each day

80% of users

Say they are most likely to use Yelp to evaluate a business over other methods.

74% of users

Contact a business they researched on Yelp within a week.

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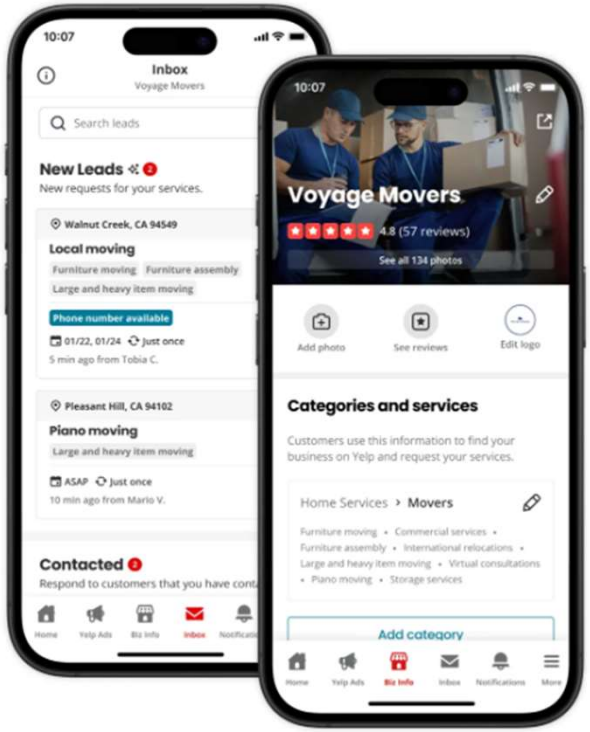
What is a Yelp Business Page?



A Yelp Business Page is a free profile on Yelp that puts your business where millions of people are searching. Claiming your page gives you access to 20+ features that help you promote your services and build your reputation.

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Benefits of Claiming your free Yelp Business Page

Get found by the right customers

Connect with customers directly

Build trust through reviews

Show off your work

Keep your info current

Track your success

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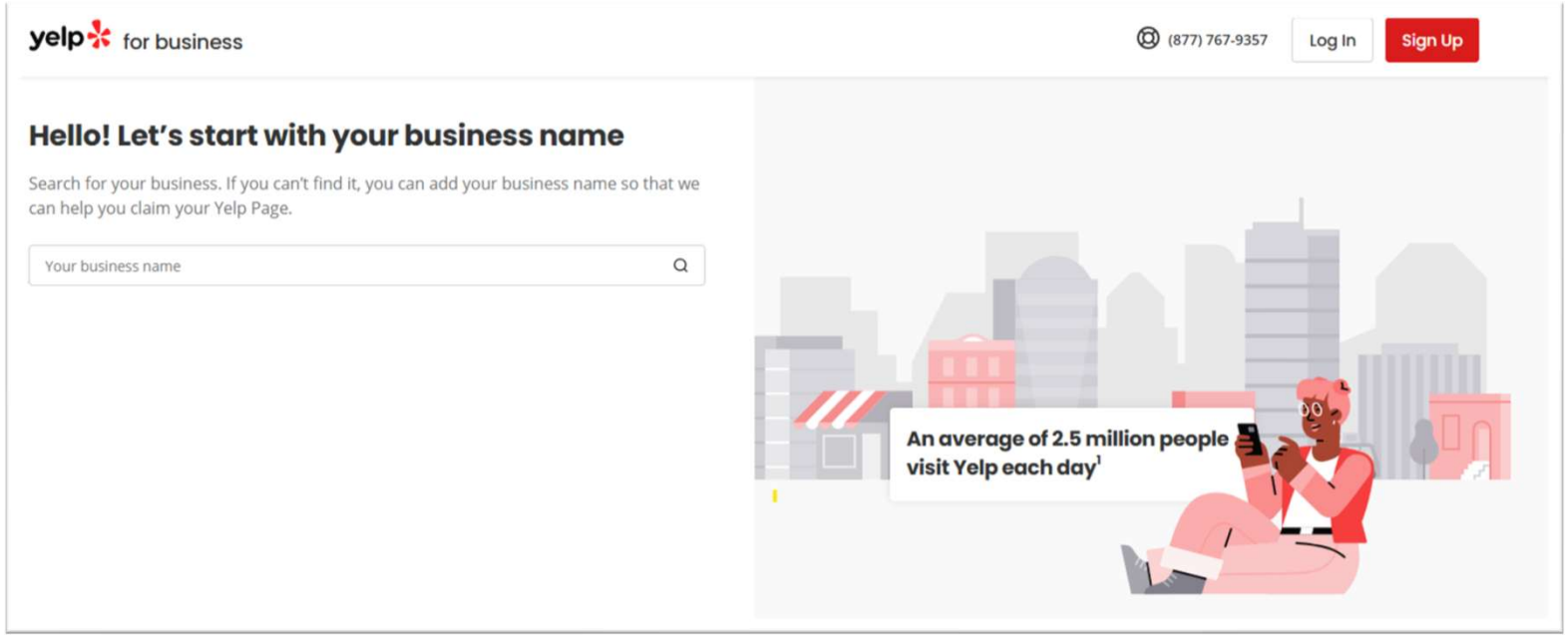
Getting Started

www.biz.yelp.com



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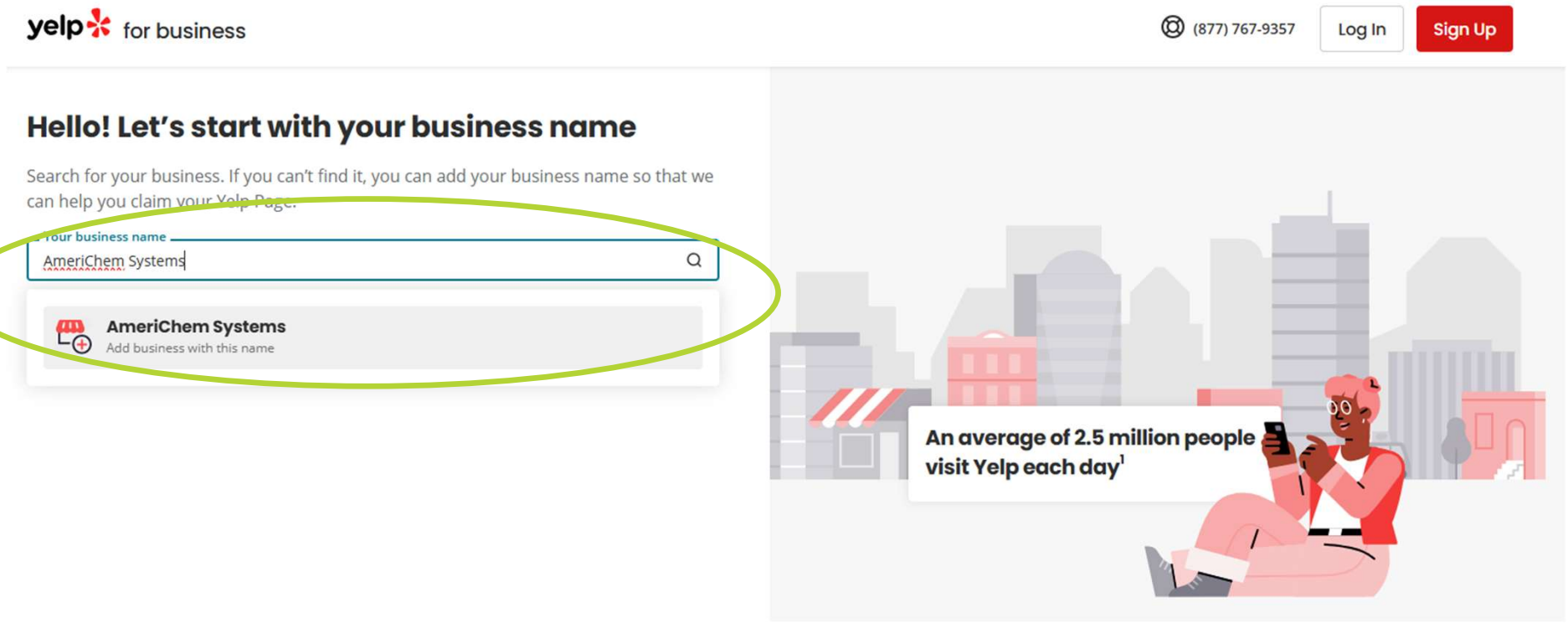
Business Name



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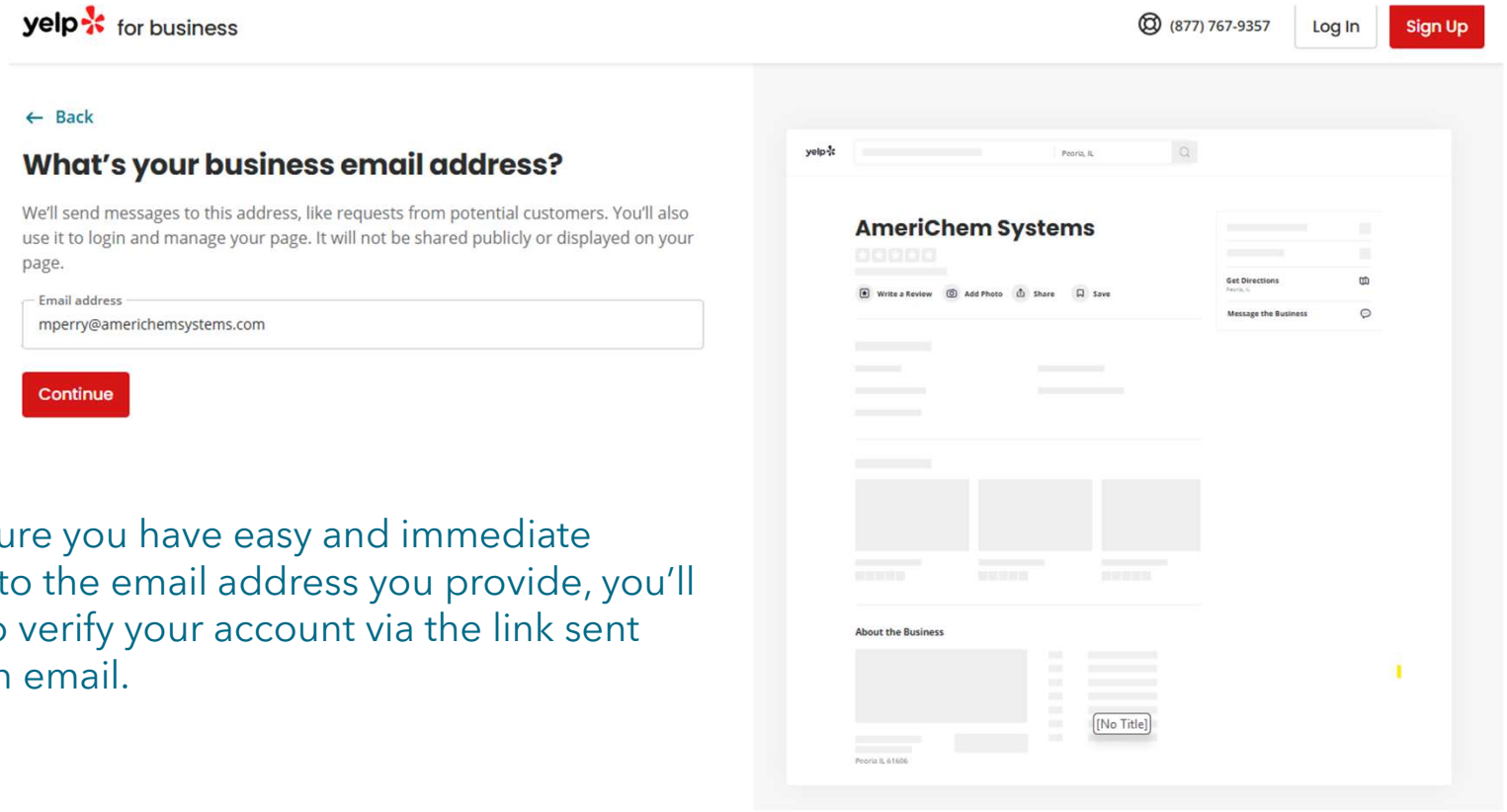
Business Email Address



Make sure you have easy and immediate access to the email address you provide, you'll need to verify your account via the link sent through email.

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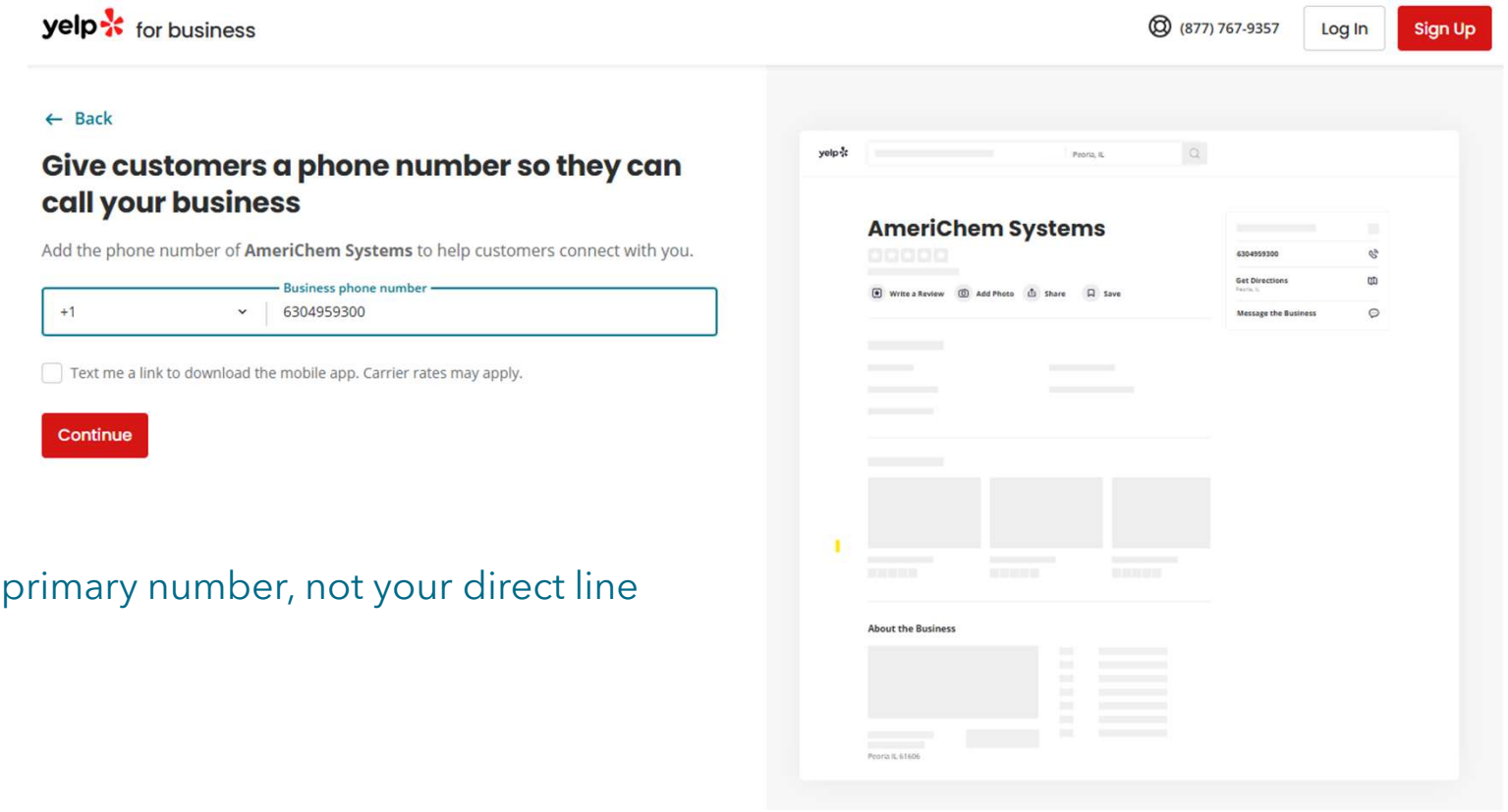
Business Phone Number



Add the primary number, not your direct line

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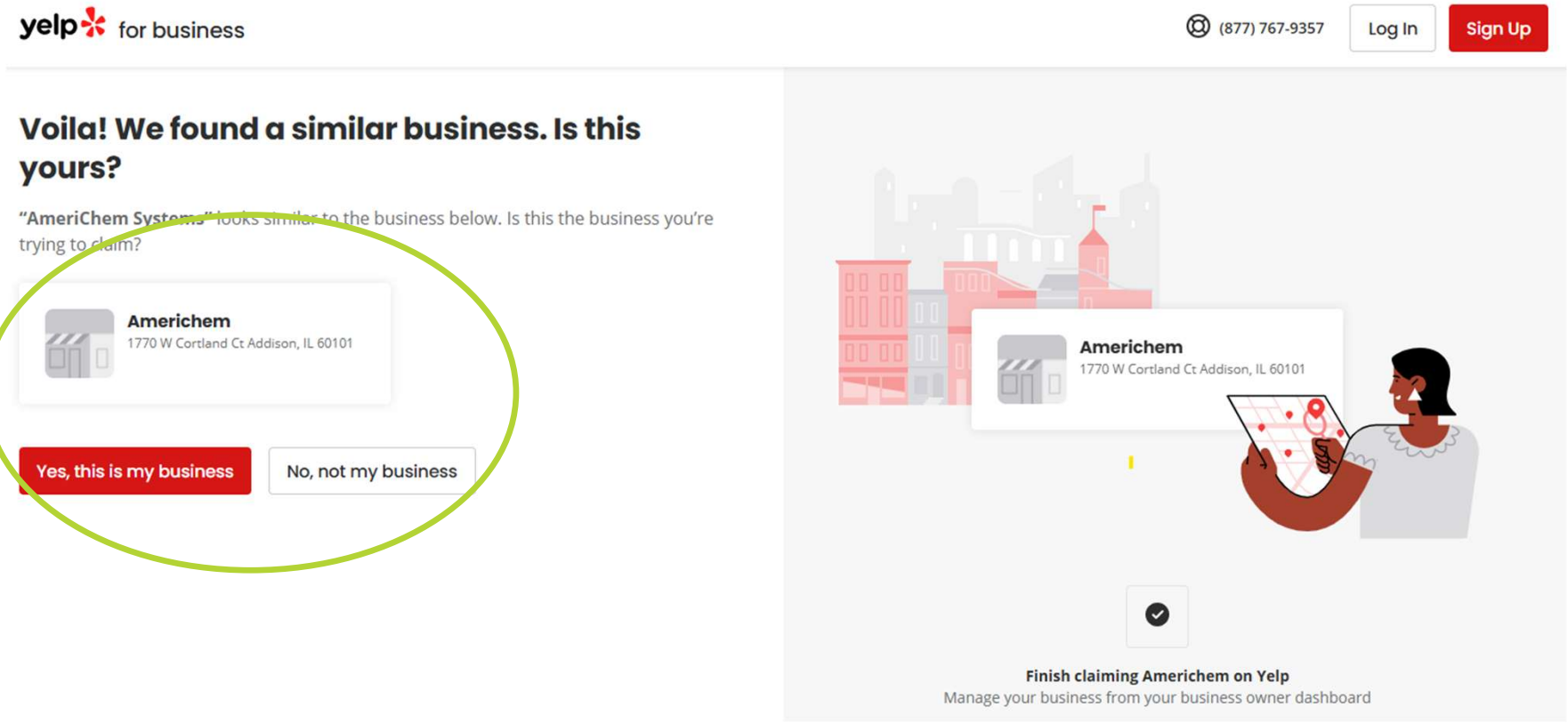
Verify the Correct Business



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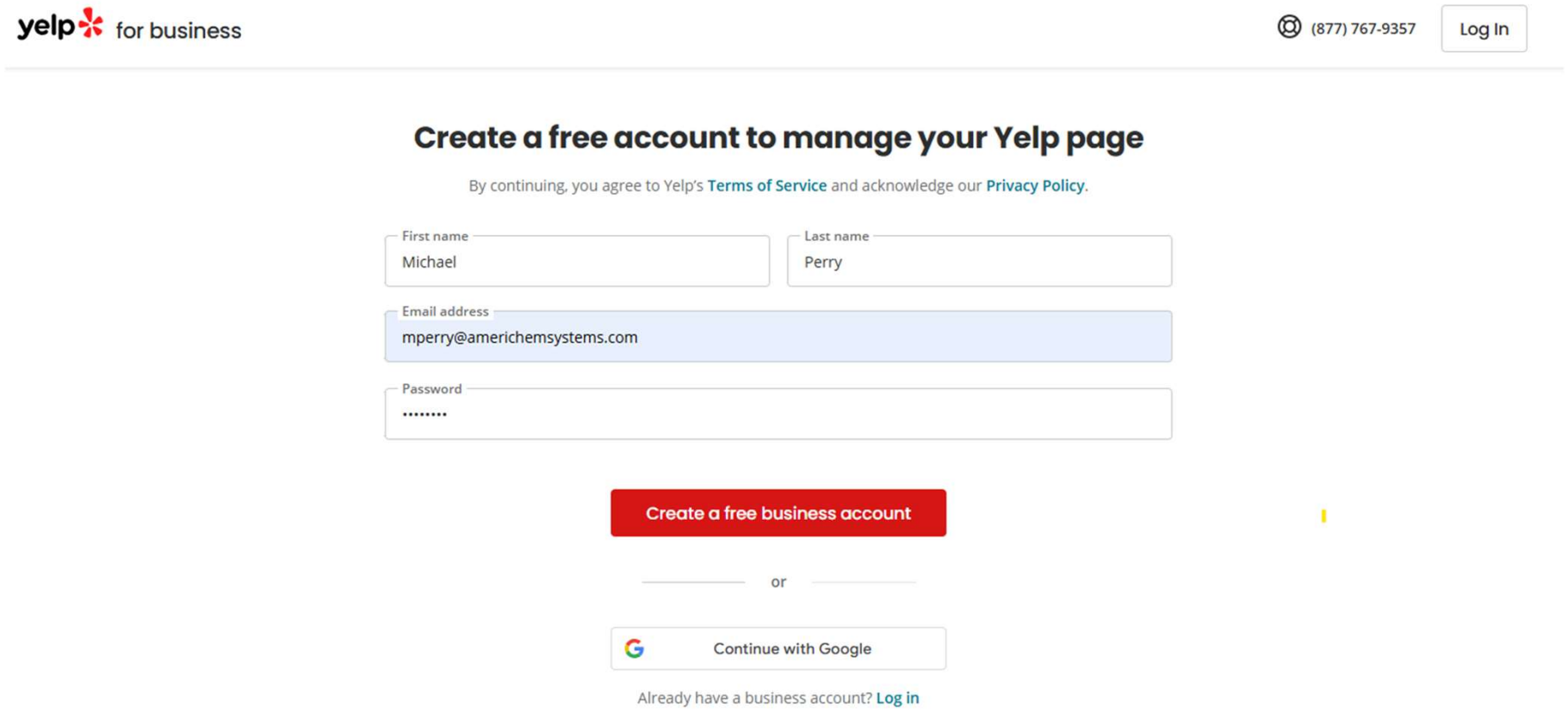
Create an Account



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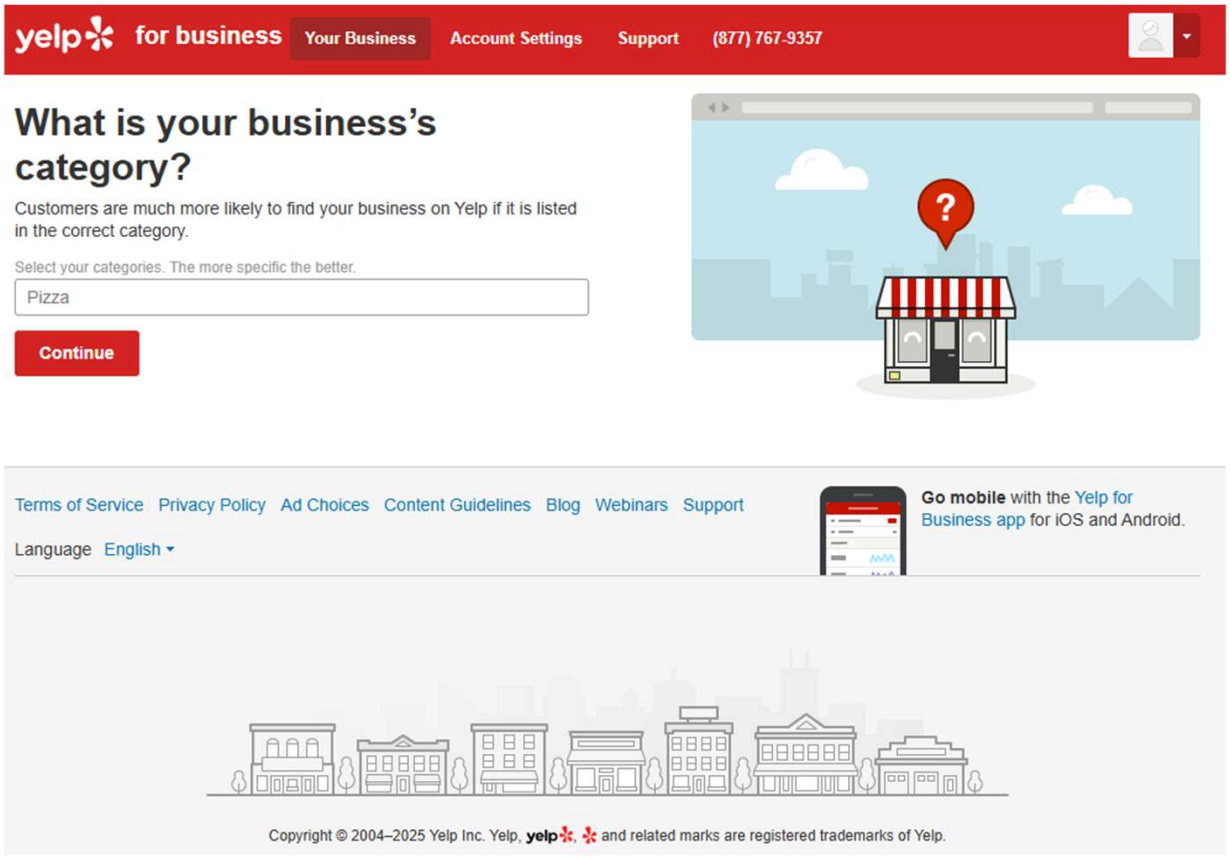
Business Category



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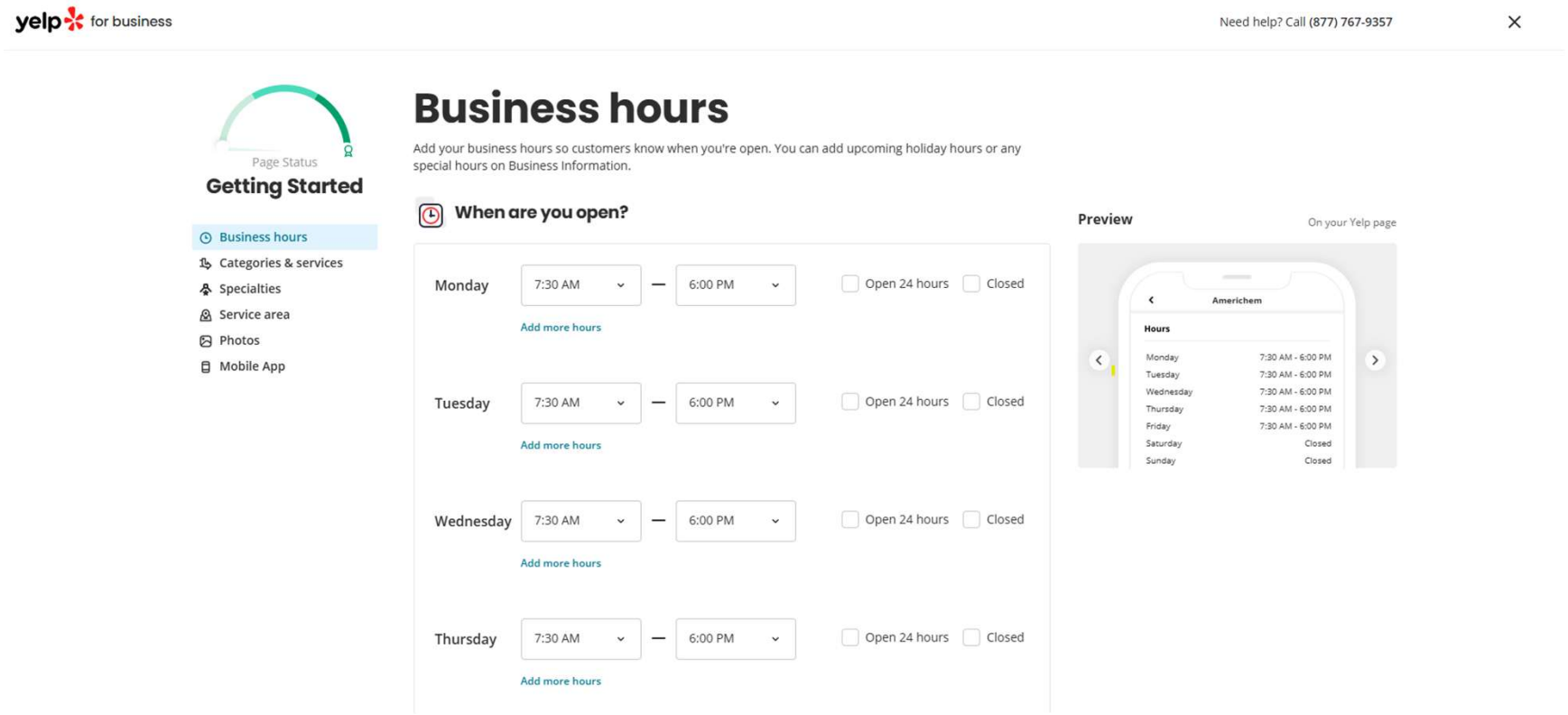
Business Hours



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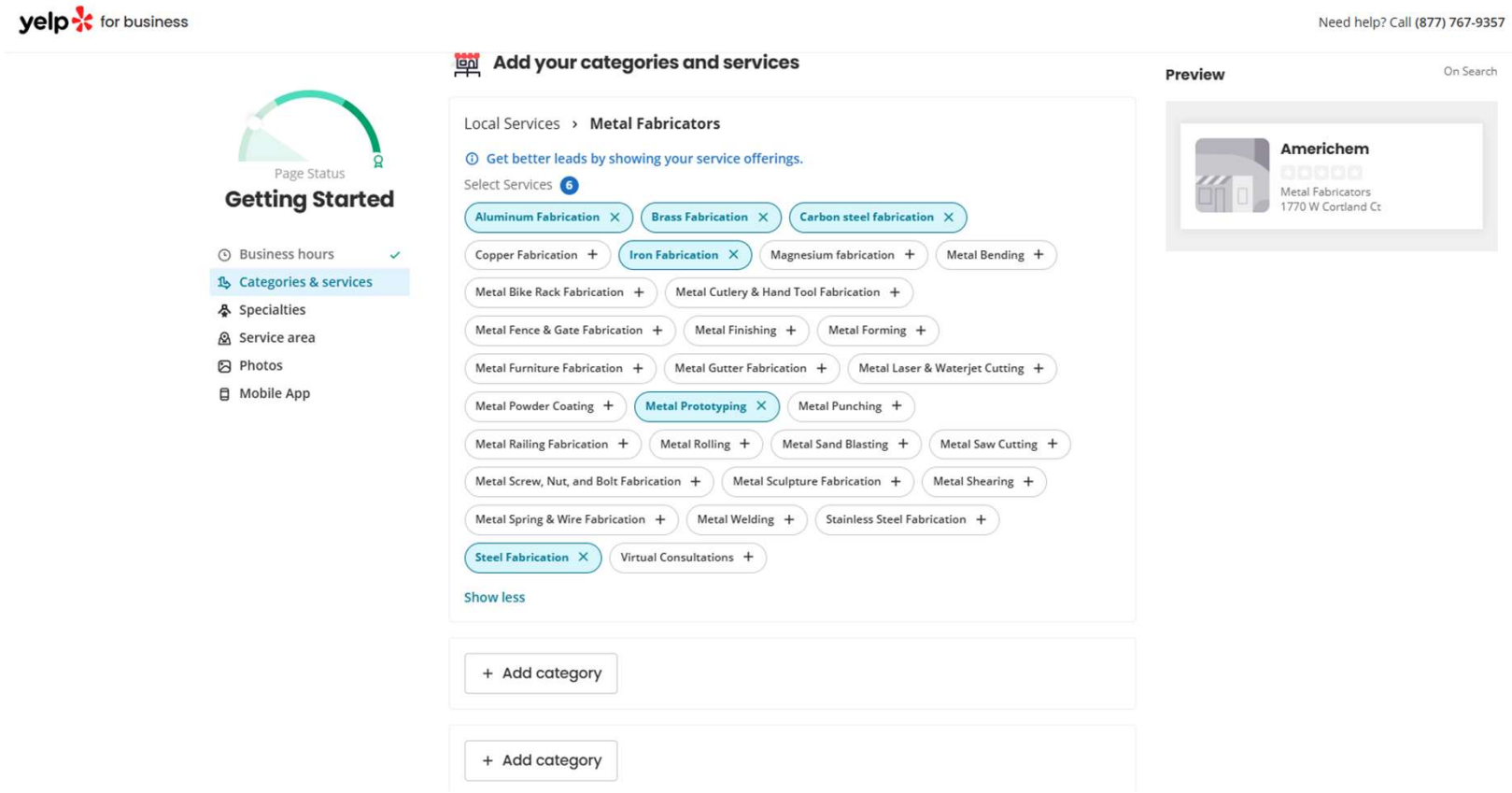
Select Additional Categories



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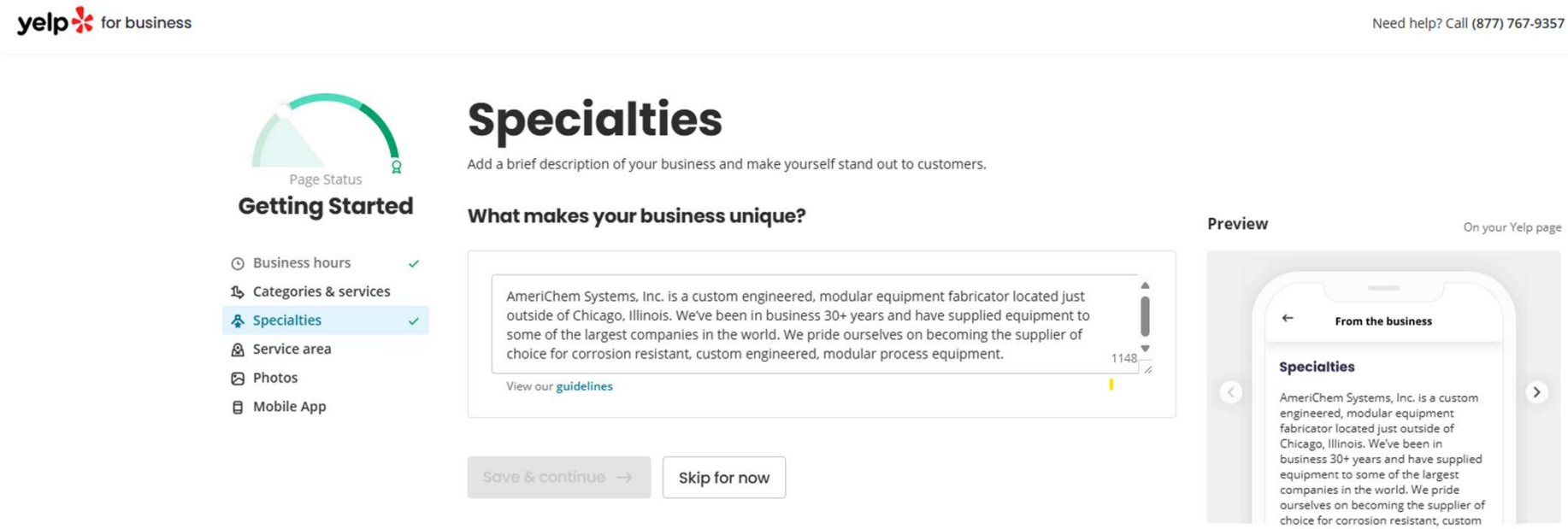
Include Specialties



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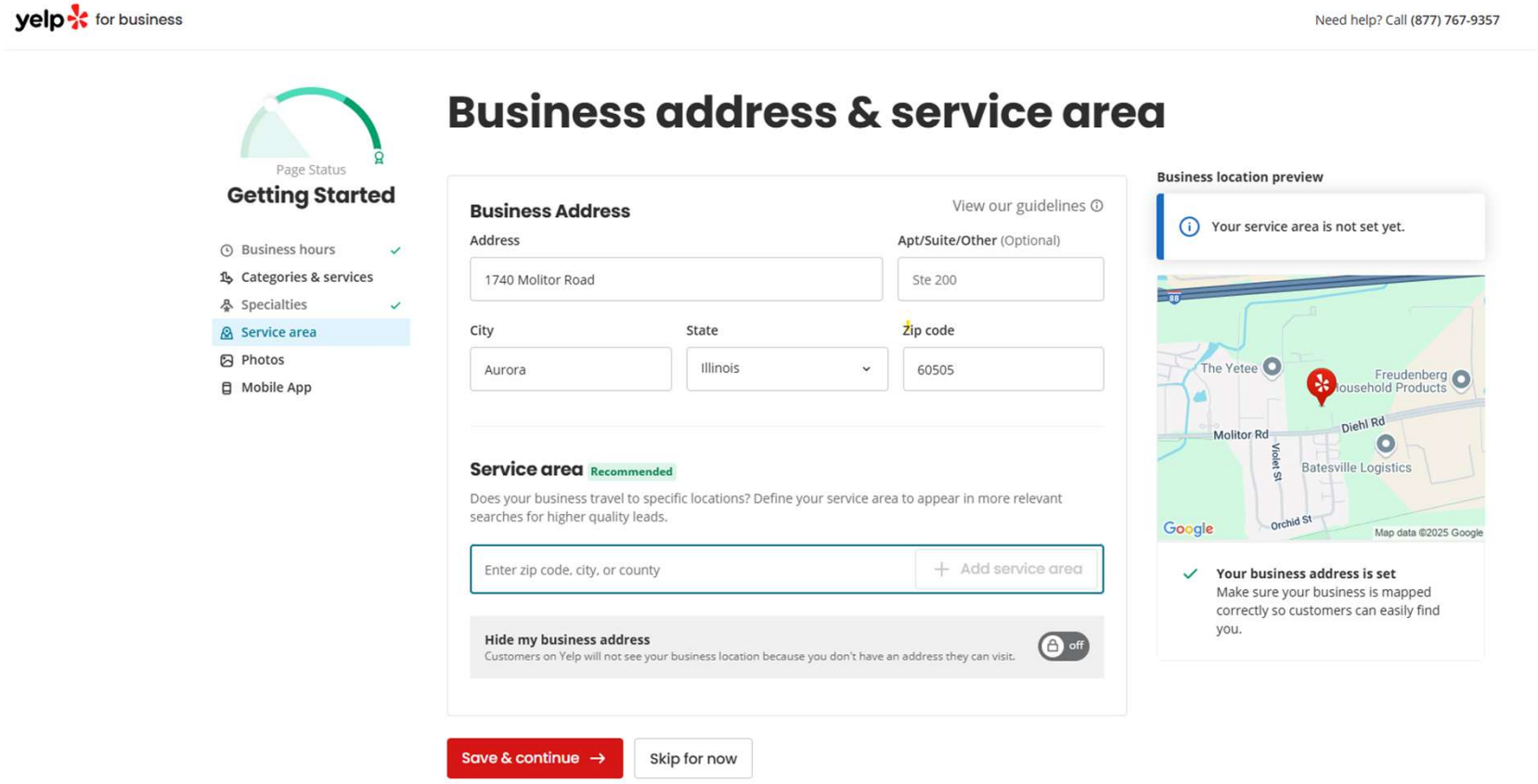
Address & Service Area



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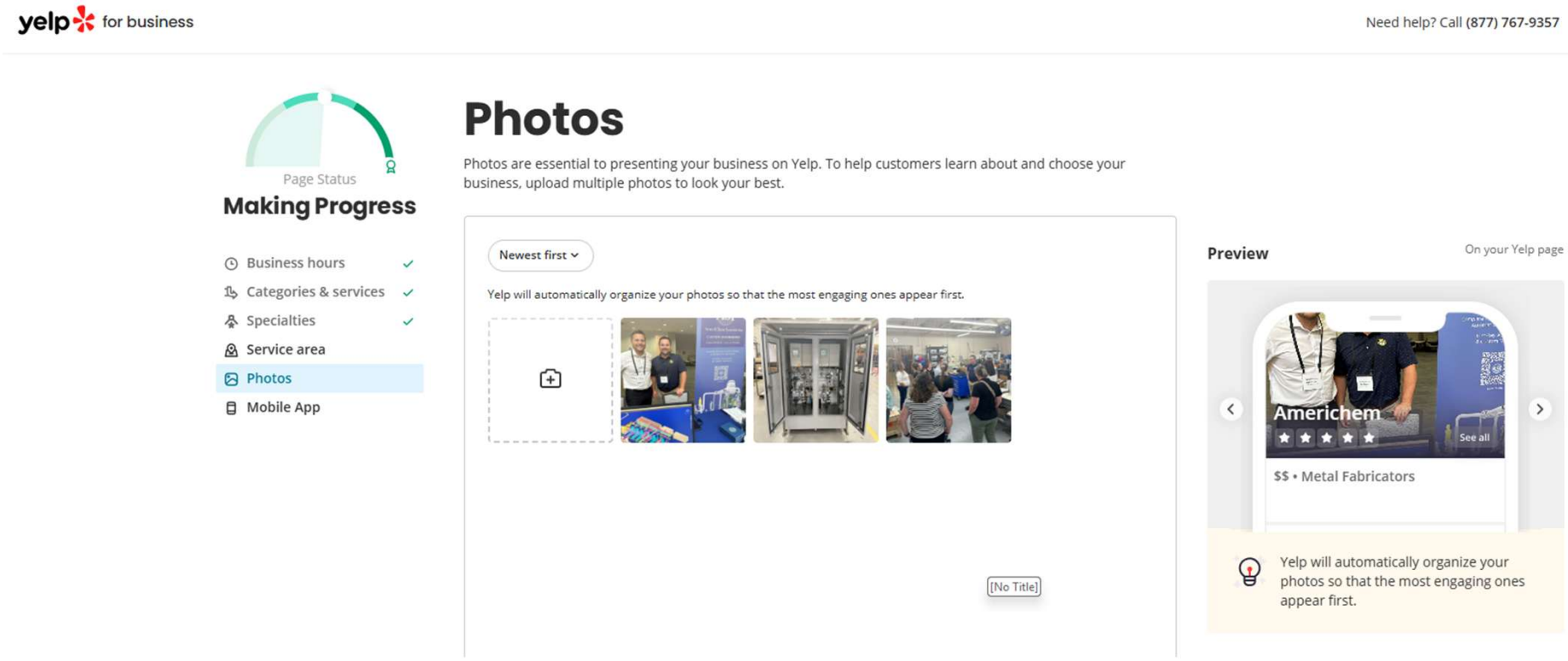
Photos



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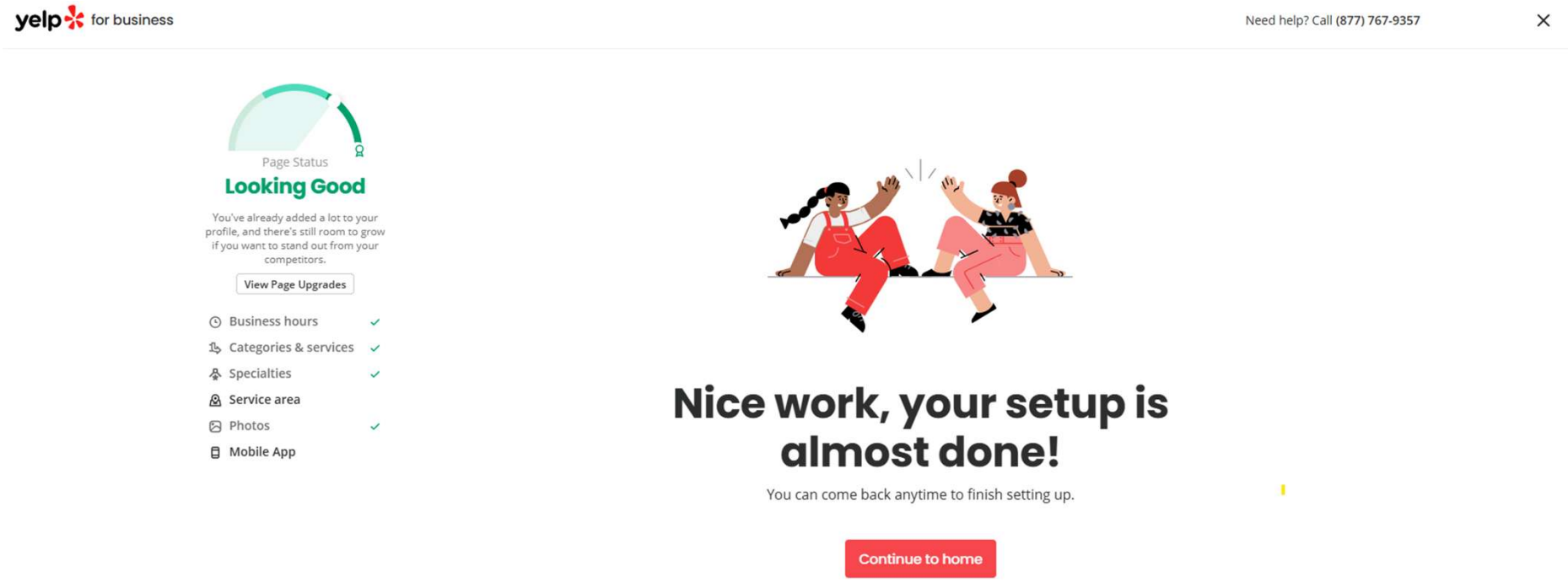
Complete Setup



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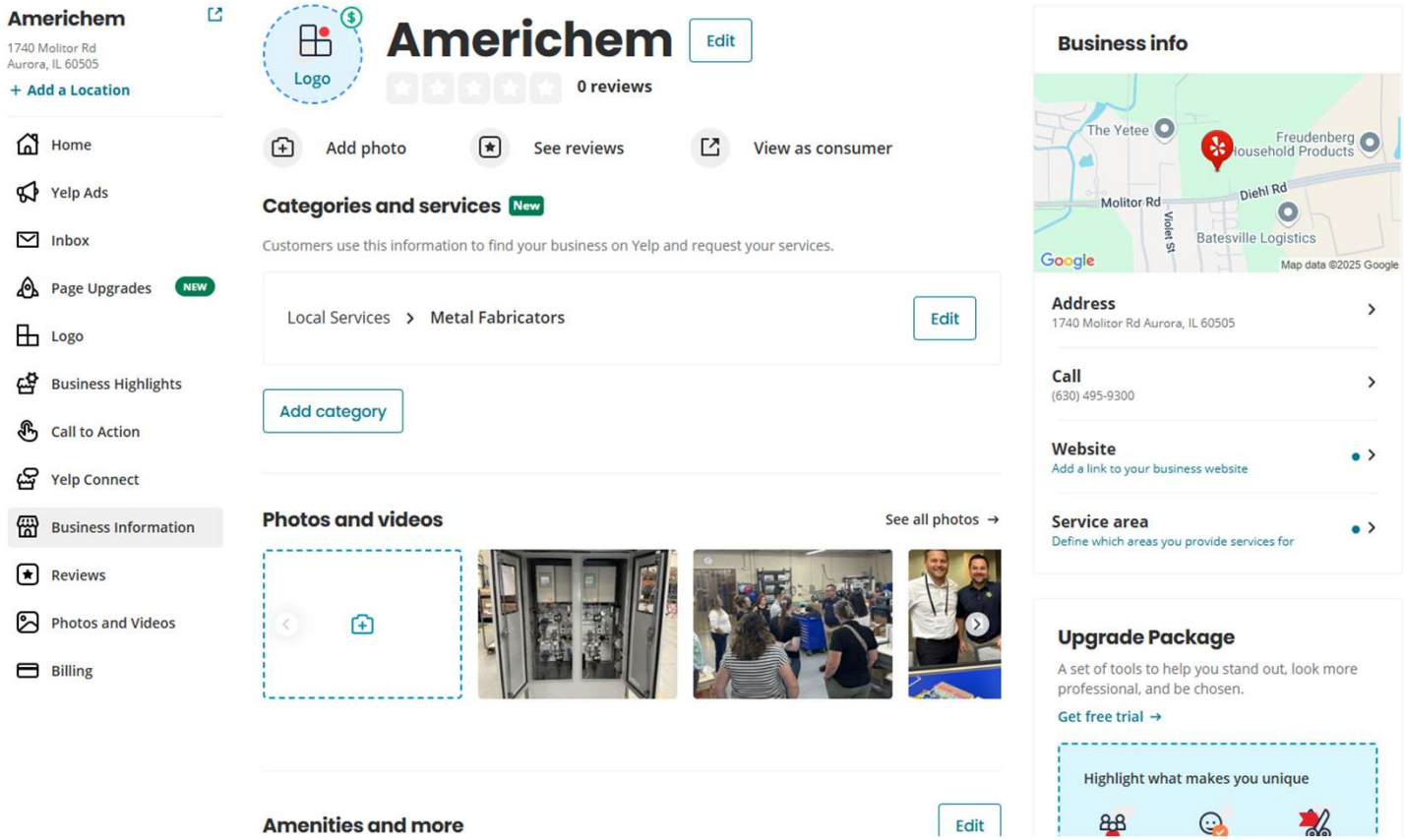
Business Dashboard



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Wrapping Up

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Importance of Business Profiles

Increased Visibility

Improved Local SEO

Enhanced Trust & Credibility

Customer Engagement

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Making the Most of It

Be consistent

Include the details that matter

Photos & Videos

Keywords

Don’t overlook REVIEWS

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Questions?

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Thank You!

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