**Interview With Matt and Amanda - Google My Business**

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[00:00:54] **Trudy Rankin:** Welcome to the Online Business Launchpad podcast. I'm your host, Trudy Rankin and [00:01:00] ages and ages and ages ago.... it feels like a century ago now, but it hasn't been when I first set up my business, I was always experimenting with things just to see how they worked, just to see whether or not they'd help bring traffic to my website and let more people know about me.

[00:01:14] And so I did a bit of an experiment with what was then known as Google My Business, but I understand it's now called Google Business Profile. And I set up my business West Island Digital on Google My Business and then never quite finished it. Cause I didn't really know how to do it properly. And I wasn't quite sure how to use it because I'm an online business.

[00:01:35] It seemed like it was set up for local businesses that have geographical location. And I didn't really want to share my geographical location cuz I'm an online business. And so I never really finished setting it up and kind of just forgot about it. And then over time. What I've noticed is that it just keeps quietly in the background working and working and working.

[00:01:59] And every [00:02:00] once in a while, I'll get a report that said, Hey, Google My Business has had this many people come through it and look at what you have to offer. And lately I've been to thinking, you know, I should probably do something with this. I should probably either clean it up, get rid of it or tidy it up and actually do something with it, rather than just letting it sit there.

[00:02:21] Kind of limping along sort of halfway, halfway doing what it's meant to do. And then I've had other people talking to me and asking me, Hey, how do I go about setting up Google My Business? And I'm going, I'm not the person to ask. I don't even know how to do it for myself. And so what I did is I actually reached out and I asked a couple of people to join me on the podcast who actually have experience with using Google My Business, or now it's called Google Business Profile.

[00:02:49] And they actually know a lot more about it than I do. And so I would really like to just say, thank you so much for joining me today. I have got Amanda Magho [00:03:00] and her business is Ahadi Creations, and I've got Matt Woicik from ML2 Solutions to join me. And they're going to be sharing with you what they've done and how they've used this now-called Google Business Profile just to just help people find your business.

[00:03:18] So welcome. And thank you so much.

[00:03:21] **Amanda Magho:** Thank you for having us.

[00:03:23] **Matt Woicik:** Yes. Thank you, Trudy.

[00:03:24] **Trudy Rankin:** So I I'm really looking forward to this because like I said, I'm really curious to see what you have to or hear what you have to say. So what I'd like you to do, if you would, please, and I'll start with you, Amanda, is maybe just introduce yourself, let people know who you are, what your business is about and who you work with and how you've... just a little tiny bit about how you've used Google Business Profile or Google My Business.

[00:03:49] **Amanda Magho:** Okay. Yeah, sure. So I am a graphic and website designer and I help new business and established businesses create an [00:04:00] unforgettable experience online by means of websites so that they can meet their ideal audience where they are, which is online. So I help them with that. I also help them in the background with business solutions and making sure that things run smoothly.

[00:04:15] So I always recommend my clients in a system with having Google Business Profiles. So it's just a part of our package that we do. So it's important. So it's just part of the deal.

[00:04:30] **Trudy Rankin:** Great. Thanks Amanda.

[00:04:31] **Amanda Magho:** Not optional.

[00:04:32] **Trudy Rankin:** Not optional. Yeah. That's the important thing, you know, not like I've got it, which is sort of half baked.

[00:04:37] Matt, how about you?

[00:04:39] **Matt Woicik:** Yeah. My name is Matt Woicik. I'm the digital marketing strategist and owner of my own digital marketing agency, ML2 Solutions. So I help businesses with websites, search engine optimization, paid ads. So Google ads or Facebook ads and ultimately analytics wrap the whole thing together.

[00:04:55] But I focus on what I call home service businesses. [00:05:00] So plumbers, electricians, and there is definitely an industry where Google My Business and other review sites either make or break a lot of their business cuz they have to be found. And you know, you almost, hey, I want to hire a plumber. What's their reviews like?

[00:05:13] So you go to the common review websites such as Yelp and things like that. But one of the most common places to find reviews is you Google My Business, Google Business Profile. Again, Google always changes their names and you just sort of go along with it. So, yeah, so I use that if, if they choose that package kind of what I call business listing.

[00:05:33] So the number one are things like Google My Business bean even has one. So the search engines and then other other sites that are important when people are actually working for again, a plumber, electrician, landscaper, and things like that. So I help my clients do that and I do it myself. So, you know, as a even though I do have many clients that are not local, I do create my own Google My Business profile for my [00:06:00] agency, for the region that I'm in. So.

[00:06:03] **Trudy Rankin:** Yeah. Okay. So I guess the really important key takeaway for those who are listening is that both of you have got quite a lot of experience in this, and you kind of know what you're talking about. So that's even more exciting to have you on the podcast. I'm going to start out with a quick question.

[00:06:17] One that's that bothered me when I first set up mine and still, I'm still not quite sure about, and that is that it does seem like it is more for localized businesses. Is it still as relevant for an online business as for a localized business? Amanda?

[00:06:34] **Amanda Magho:** I would say definitely because if you take it from the standpoint of, if you're looking for a service to be done, you're going to go Google it.

[00:06:45] Well, when you Google it and it pops up, if you're on a desktop on the right side Google's profile or their profile of the business, if there's one that exists, will pop up, but even if one doesn't exist, it's going to be like, Hey, is this you. [00:07:00] So Google wants to help businesses be legit. So, yes, it may seem that localized businesses should have and wish they should.

[00:07:10] And yes, there's probably more of advantage for those who are, have locations, but still everyone needs one cuz it just makes you look legitimate.

[00:07:20] **Trudy Rankin:** That makes a lot of sense to me. Because there's nothing worse than doing a search and then looking at what you see and then going, are they, is that them? Is that, is that, are they legit or not?

[00:07:31] **Amanda Magho:** Yeah. You don't need that.

[00:07:34] I don't need that. No, that's definitely true.

[00:07:37] **Matt Woicik:** Yeah. And one thing to build on that, it is free. So, I mean free is a relative term within the world of Google, you know, again, we can get into a whole kind of philosophical thing, but it is a free business profile from Google.

[00:07:48] So when you do actually create it or claim it sometimes it may already exist for your business. you do have two options. One is it is focused on [00:08:00] people or excuse me, businesses with physical presences. So you'll be asked for your address, but they have recently added what they call a service area business.

[00:08:09] So like myself, I'm a virtual business, i.e. I work at my house, but I do not want to put that address on the internet. though, I'm sure if you did enough Google searching you could probably figure out through, you know, government records and things like that. But anyway, so I say I service the two counties that I'm near, and so I'm a service area business.

[00:08:31] And then again, this is a practical thing. Say again, you're a plumber. You don't have people bring their plumbing problems to your office or your work place of work. You know, you have a series of trucks and technicians that drive around. So there is a service area business option there, but you still have to give them an address. And that goes into the ability to verify that you are who you say or they are. So you'll have to give them your address. But if you think about it, even if you do have [00:09:00] a home based business, you probably have a business license, you probably have something else that, you know, there a way to figure out where you're at.

[00:09:07] But once you do it as a service area business, your address is then hidden from the profile. So it will not appear.

[00:09:13] **Trudy Rankin:** That is a really good thing to know. So if that's something that people are worried about, they can go ahead and put their address in. But as long as they tick the service based business, then people aren't going to be able to see it.

[00:09:24] Oh, I like that.

[00:09:25] **Matt Woicik:** Yeah. And they, don't quote me on this, but I'm pretty sure they don't allow PO boxes. Cause I was only able to put mine in or what I used to call them mailboxes etcetera. I'm not sure the Kinkos Express or UPS store addresses where you can get mailboxes, they know those aren't really a real physical address.

[00:09:44] But again, it's because of the verification process where they actually mail you a card. It's in effect.. I'm sure we all get the text messages that says, you know, gimme the number. It's the exact same process. They just literally mail you a postcard with a unique number that then you can actually [00:10:00] finish your verification process when you create your account. So, yeah.

[00:10:03] **Trudy Rankin:** Yeah. Yeah.

[00:10:03] **Amanda Magho:** And when you set up your business profile, Google will actually tell you that the address you put in for verifications, won't be viewed visible to the public, but then you have an area to add your business location. So that's why they don't allow the PO boxes, cuz it's going to be mailed, like Matt said to you with a letter with a code.

[00:10:26] **Trudy Rankin:** That was one of the things that I found really anachronous when I first set mine up was because I did, I got this physical postcard thing in the mail and you have to take that code and then put it back in. So you can only go through and fill out part of the profile, wait for this postcard to come and then finish doing the profile.

[00:10:46] And I thought that was kinda interesting, but I guess it's a really legit way of validating that they're not fake businesses as much as you can validate something's not fake.

[00:10:54] **Amanda Magho:** And in some places... I know we all live different places, but some places when you get something in the [00:11:00] mail with your business name on it, that's a way for you to prove that it's your business to other people, not just Google.

[00:11:06] So it actually serves multiple purposes that you're getting something physical from the mail. Cuz some places it makes you legitimate, you know, as far as other government things, but it probably varies depending on.

[00:11:17] **Trudy Rankin:** That's interesting. I hadn't thought about it like that.

[00:11:20] **Amanda Magho:** Yeah.

[00:11:20] **Trudy Rankin:** Because yeah, you need, sometimes you do need to be able to have sort of proof, you gotta take down your gas bill or

[00:11:26] **Amanda Magho:** Right?

[00:11:27] **Trudy Rankin:** This is where I live.

[00:11:29] **Amanda Magho:** Yeah.

[00:11:29] **Trudy Rankin:** That's interesting.

[00:11:30] **Matt Woicik:** Yeah. I had to bring my business license just to get my United States Post Office PO box. They said you gotta show me a business license or we won't give it to you. I'm like, oh okay. I guess that makes sense.

[00:11:41] **Trudy Rankin:** So that's really interesting. I wonder whether it's different from different post office to post office.

[00:11:46] **Amanda Magho:** Oh, that's what I was going to say depending on where it is. Yeah.

[00:11:49] **Trudy Rankin:** Yeah, yeah, yeah. So that's actually really interesting. What I'd like to do now is... What I'm hoping to be able to get out of today's podcast ... [00:12:00] and I'm just going to digress for two seconds.

[00:12:01] So one of the reasons why I love having my own podcast, because I learn so much from the people who come onto my podcast, and it's just a really great way of being able to ask questions and share that learning and knowledge with everybody who's listening. So it's just really, really cool. And so what I'd like to do now is that I'd like to ask you, each of you, if you would share some of the tips that you've learned along the way with working with your clients and your customers about how to actually get the most out of Google Business Profile, or still in my head its still, you know, Google My Business, but Google Business Profile and, and we'll do those first. And then I've got a couple of other questions after.

[00:12:41] So Matt, I'm going to start with you first this time.

# [00:12:43] Marker - Keyword stuffing...what's okay and what's not

[00:12:43] **Matt Woicik:** Yep. So because I also do SEO and we know there's lots of ways. And Google is predominantly where people focus their search engine optimization for the inevitable first question is how do I optimize Google My Business or profile?[00:13:00]

[00:13:00] And unfortunately just like bad techniques for SEO people do bad techniques for this. And so my kind of first tip is just be honest. Don't try to, you know, change your business name. I've actually heard just recently on the things, a lot of people are doing searches for like plumber near me, and they would actually register their business name as plumber near me.

[00:13:22] that's a legit business name then, so that should make them search higher. Google got smart to that. So just be very truthful. Your actual registered business name, the actual type of industry you're in. They give you a ability to pick that. but you know, I mean, do put ...you get a chance for a description, you know, but again, don't stuff it with a whole bunch of keywords, make it sound like you would want another person to read it, you know, very descriptive of your business.

[00:13:49] So, again, there are things you can do to optimize, and I'm sure Amanda and I will both go over those on some additional tips, but you know, the basic set up, just be truthful. What you are, who you [00:14:00] say you are, you know, just put that information in there, hit save. And that'll help you in the end because unfortunately some small businesses do get caught out for whatever reason and they get their accounts rejected, but disapproved or some better word than I'm thinking.

[00:14:14] And now they're like, I can't get back in, cuz well, you were a little too clever, so again, optimization. Good. But you know, don't, you know, Bob's plumbing. Okay, cool. Bob's five star plumbing?. No, that's not what your name is. Put your exact name in. So don't stuff keywords would be my first tip.

[00:14:32] **Trudy Rankin:** Oh, I think that's interesting cuz I hadn't even thought and I'm into SEO. Hadn't even thought about the SEO aspect of that. So that's kind of interesting. And I'm going to be thinking about that a little bit more.

[00:14:43] Amanda, what about you? What would be one of your key tips?

# [00:14:47] Marker - Which should come first, your Google Business Profile or your website?

[00:14:47] **Amanda Magho:** My first one would be not to delay to get the profile because as soon as you launch your business, hopefully you're also launching with a website, but you don't have to. But if you are, that [00:15:00] means you're ready to tell people about it.

[00:15:01] So as soon as you open your mouth to someone about the website, they're going to Google... I mean about your business, they're going to Google you. So you want to have that up and ready so that oh yeah, I got... okay. She's for real. Okay. Let me see what or he, or she's for real, let me see what she has to offer.

[00:15:15] So that's the number one simple rule. Have it ready. I would have it ready even, or at least start doing the profile up to three weeks before to allow Google a chance to verify you for them to come back and say, okay, you know, we don't like this. Give you time to get it straight and have it ready so that when you launch you're legitimate on Google.

[00:15:35] **Trudy Rankin:** Yeah, cuz it does take time. It did definitely took time for that whole postcard thing to arrive in the post, in the mail.

[00:15:42] A quick question for you, Amanda, do you and I.. this might be, it's not a silly question, but because when people are getting started...

[00:15:53] **Amanda Magho:** Yeah.

[00:15:53] **Trudy Rankin:** They don't have time to do everything all at once. How long do you think a business can go for [00:16:00] if they have a Google Business Profile, but not a website yet?

[00:16:04] **Amanda Magho:** Oh, your Google Business Profile can be first that's okay. We'll talk more about things that will make it even better, but if you do not have a website, that's fine. It's best to have. It's better to have... not have a website and have a Google Business Profile than to have nothing because they still see that you're legitimate.

[00:16:25] So, and all they know is, oh, maybe she hasn't added hers yet, her website, you know, it's there, but she hasn't added it, you know? Yeah. It's just have one.

[00:16:34] **Trudy Rankin:** Okay. Okay. That's good advice because I'll often tell people you can get by with just a LinkedIn profile.

[00:16:40] **Amanda Magho:** No.

[00:16:40] **Trudy Rankin:** Before you have a website, you know?

[00:16:43] **Amanda Magho:** Yeah, yeah, yeah.

[00:16:45] **Matt Woicik:** And actually building on that, remember the primary purpose of Google My Business is for maps. It's to find a place. And so if you have an address and you have a Google My Business profile and someone's on one of Google's mapping platforms and they type in your [00:17:00] business name, you'll pop up on a map. I mean, you don't need a website, Google knows your location.

[00:17:05] Hopefully you put your phone number in, but at least, you know, if you're a restaurant, you know, Hey, there it is. Drive down there. So you don't have to have a LinkedIn profile. You don't have to have social media, you don't have to website. Do you want people to walk in your, you know, storefront, Google My Business. Cuz again, where are we going for map information? Google.

[00:17:24] **Amanda Magho:** Yeah.

[00:17:25] **Matt Woicik:** Predominantly, you know.

[00:17:26] **Amanda Magho:** Yeah. And for the online businesses that don't have storefronts, it's still good to have one. Period. Again, it just shows that you're legitimate or true business. You're not just, you know, Billy Joe who say, you know, I'm just going to... come on over, you know? I don't know you, I'm sorry. So

[00:17:46] **Trudy Rankin:** Yeah. Yeah, yeah. So it's a way of creating legitimacy and some amount of authority because people know that you're real. Okay. So, I mean, that's an interesting discussion that whole, how soon do you need a website when you're [00:18:00] starting a business? And I that's something that I have a lot of people ask me that.

[00:18:03] So it's interesting to know that yes, you can. As long as you're thinking about things like a Google Business Profile, LinkedIn, other ways for people to find you and know that you're real. And you've got some stability there and you can just keep working on your website in the background, cuz yes, you do eventually have to have a website.

[00:18:21] **Amanda Magho:** Yes, please.

[00:18:25] **Matt Woicik:** Very biased audience about websites here.

[00:18:27] **Amanda Magho:** Yes.

[00:18:27] **Matt Woicik:** We're talking about Google My Business.

[00:18:30] **Trudy Rankin:** Yeah. So for Google My Business or for a Google Business Profile, from what I'm hearing so far, it sounds like an absolutely. Incredibly important thing to have for your business first up before you even do your website or at least be thinking about it and having it ready to go.

[00:18:47] Matt, what will be the next thing that you'd share with us, with the listeners?

# [00:18:50] Marker - Matt's Tip #2 - Photo

[00:18:50] **Matt Woicik:** Yeah, so like Amanda said, we're in a desktop interface. If you search for a business name, you'll see a bunch of links. Hopefully your business shows up there, but at least on this, usually on the right [00:19:00] side, you'll see the Google My Business profile mobile kind of hemisphere. But again, we're all visual.

[00:19:05] So one of the next things to do, and it seems kind of silly, add photos. Why would you add photos? I mean, you want your address? You want your phone number, maybe your hours of operation. Think about it. That really cements what you're interested in. Hey, here's a picture of my business. Here's the parking lot.

[00:19:23] Here's an inside picture. You know, maybe here's a picture of me smiling back at you or my... again, my clients being kind of home services. Here's our techs standing in front of one of our service trucks or something like that. Again, if you sell products, you know, what does it look like?

[00:19:40] Things like that. But again, that immediately, and again, if you're on Google maps, how many times have you popped up the Google street view for whatever reason? You want to make sure where the turn is? Well, hey, that picture of that building that you control the picture, not the car driving by taking photos, really helps to kind of give that legitimacy, but also like, oh yeah.[00:20:00]

[00:20:00] And again, if you're proud of your building or you're proud of, maybe you're proud of your parking lot, I don't know. You know, if you're proud of your business, those pictures can actually really help. And Google recommends those because again, I think it shows that, hey, yeah, this is there.

[00:20:14] And I'm not sure if you ever search for businesses and strangely a house comes up and then you realize they probably didn't do a service area business, and that's where they actually live. And you're kind of like, oh yeah. Maybe they're okay. You know, but again, they didn't take the time to add some photos. And again, you could... I'm a virtual business. There's a pic.... Actually. I think about it. I probably should put my own picture on there, but at least add my logo.

[00:20:36] You know, I have a few other things like that. So again, adding photos to your profile really helps. The other reason you want to do is yours, cuz you can control those. Eventually your customers may actually upload photos and tag your business. So you always want kind of, you know, your logo to be defined and some of your key things.

[00:20:52] You can dispute some of the pictures, but again, Google wants to show, Hey, here, here are customers going there and things like that. So add photos. They [00:21:00] don't have to be perfect. We're in a different world with social media and TikTok where, you know, almost any picture is good enough, but you know, Hey, just go out and take a couple shots of your business or inside your business or your smiling face.

# [00:21:13] Marker - What if you're a virtual business?

[00:21:13] **Trudy Rankin:** That's one of the things that I'm thinking, oh my goodness, I need to go back into my profile and I need to sort that out. Cause I don't think I have, I think I might have one picture? Maybe? Because once again, I'm caught in this dilemma. I have a virtual business. What kind of photos do I put up? I can put up a picture of my face. I don't mind that. What other things could I put up?

[00:21:34] **Matt Woicik:** Yeah, so I'm in the same boat. And again, as soon as I said it out loud, I realized I didn't really optimize that well. Definitely do your logo if you have one. I have a couple of my social media kind of background photos that have my business name. So I put one of those up, but yes, I should definitely put my own.

[00:21:51] Ultimately what I was hoping to do was to when I got to that phase of hiring some professional photography done of me. Again, you [00:22:00] don't have to. You can always grab a friend or significant other, find a good place, you know, do a coffee shop. You sitting behind a laptop. I mean, again I I've been told people like looking at other people's smiling faces.

[00:22:13] So, you know, worst case, take some pictures around. If you haven't got a professional photographer to do some nice professional shots of, you know, working out there. But again, think about why they're coming. In our case, they're hiring us. But again, if you're a local business, they do want to see like your reception desk.

[00:22:30] They want to see like the waiting room, if there's that kind of business. Again, if you're a service based business and they're going out, trucks, the technicians performing the service. So, you know, again, it almost shouldn't be that hard to come up with half a dozen to a dozen images. But yes, for us, it's a little more harder cuz how do you describe marketing in a picture?

[00:22:51] Well, be creative, you know,

[00:22:55] **Trudy Rankin:** Amanda, do you have anything to add to that?

[00:22:57] **Amanda Magho:** Yes. I was just going to give some more [00:23:00] ideas about, for those who have online businesses. So Matt has started mentioning the coffee shop picture, standard picture. You can actually go on Pinterest though. And Google home photo shoot.

[00:23:15] And there are dozens, hundreds of ideas of things that you can do yourself to take pictures of yourself at home of you working. And there's tons of ideas so just copy all of them, duplicate them and add them to your profile. So pictures, for instance, of you holding a notebook, you writing in your notebook, typing on your laptop. Holding some books that, so if you do marketing, for example, maybe holding three marketing books that you find effective, take a picture of you in those books, things like that to, you know, show what you do.

[00:23:53] **Trudy Rankin:** Yeah. That's really useful. I cuz uh, you know, especially for [00:24:00] somebody who... I love using my camera, my phone camera to take photos. But trying to come up with ideas about what is going to work is it's like sitting here scratching my head, going, no idea. So that's really helpful. And,

[00:24:14] **Matt Woicik:** But remember, stay professional.

[00:24:15] **Amanda Magho:** Yeah.

[00:24:16] **Matt Woicik:** You know, pictures of your kids, your latest camping trip.

[00:24:20] **Amanda Magho:** Yeah. No.

[00:24:20] **Matt Woicik:** I'm working, you know, why are you showing... I mean, that's social media. Go ahead and post that there.

[00:24:25] **Amanda Magho:** Yeah, exactly.

[00:24:25] **Matt Woicik:** Stay professional.

[00:24:27] **Trudy Rankin:** Yeah. I think that's good advice.

[00:24:29] **Amanda Magho:** Unless you are a parenting coach, then you can show you and your kids, but if you're not, then no, don't do it.

[00:24:37] **Trudy Rankin:** For sure. Yeah. And make sure your kids aren't going to hate you when they're 18, either you neither, you know, for the photos that you post and yeah.

[00:24:44] Amanda, what would be another tip that you might have for listeners?

# [00:24:49] Marker - Amanda's Tip #2 - Getting reviews and why that's important

[00:24:49] **Amanda Magho:** This tip, I think Matt will agree with me is about gathering reviews. So reviews are absolutely essential.

[00:24:57] And I'll talk more so about why they're important [00:25:00] because when anyone looks up, anything, a product, a service, they're going to look for a review. Cause like back in the day we used to go by word of mouth. Oh, have you heard of a place? Have you heard of a person? Now? Word of mouth are reviews. So you need to have reviews.

[00:25:18] So when you're creating your Google Business Profile, if you've worked with anyone ahead of time, ahead of you creating that profile, reach out to previous clients or customers and ask them to write a Google review for you. So you would send them the direct link, make it easy for them to fill out a review.

[00:25:40] So that way, when you launch your business, your Google profile is ready to go. As soon as somebody Googles you. Oh, she has some reviews. Let me look. Because when a business doesn't have reviews, it's not that it's not a good business, because there are plenty of good businesses where nobody takes timely review.

# [00:25:58] Marker - Dealing with bad reviews

[00:25:58] **Amanda Magho:** But if you [00:26:00] have, right, if you have a review it's really going to help you. And Google... I'll elaborate just a little bit. Some people might be concerned about, okay, well, what if I ask for a review, but they gimme a bad review. Well, you can take that multiple ways. For one, bad reviews actually help you with your business.

[00:26:18] So if they say something negative that shows you, okay, is there something I could have said clearer to make that person not be unhappy at his end result? Is there something I should have added to my service that I should have known, I should have had, but I didn't know. You don't knowuntil you know now, and now you know. So when you get those bad reviews, you can actually reply to them and say, oh, you know, I'm sorry, I didn't, blah, blah, blah.

[00:26:42] In your response to those negative reviews, other people see. So that shows, okay, this person is honest. They really, you know, want to work with me. They want to do well. Okay. Let me give 'em a chance. And then of course, if they're really, really bad, you can try to delete them too. They're deletable. So, [00:27:00] yeah, that's definitely get reviews.

[00:27:02] **Trudy Rankin:** That's good cuz I, that I was going to ask that question. So if you do need to delete them, is it fairly easy to do that? Or is there a bit of a process you have to go through?

[00:27:13] **Matt Woicik:** Yeah. So there, there is a process. You can definitely request if they quote unquote violate the terms of service. What does that mean? So there is a button that you can to do it, but usually the best thing as Amanda alluded to is to respond to the person.

[00:27:29] You know, I mean, legitimately to say thank you for the thing. I see the problem here. Uh, love if you would reach out to us or whatever this you know, to try to address that. Cuz it's a customer service aspect at that point. But, and I've unfortunately had a few business owners who disagree with me on this, is they were like, well that's just terrible and all that.

[00:27:52] And it's like, no, it's legit. Maybe you didn't actually give good service. Please just respond that, you know, I'm sorry we didn't [00:28:00] work this out. But I'd be more happy to give you a refund. People look at what your response is and if you come off as a negative response to a bad review, again, it makes maybe you as the owner feel better, cuz maybe they really were a bad customer.

[00:28:15] But again, remember that person who's just stumbling upon you. They don't want that kind of dirty laundry out there. You know, leave, say, I'm sorry, we weren't able to resolve your issue fully. Please reach out. We'd be happy to give you a refund or something like that.

[00:28:29] And cuz again, we all know there's relationships, business relationships that just don't go well. You want to know that that owner takes responsibility. And if you get all up in their face that, you know, this isn't what happened and it was broke before. I'm sorry. Nobody wants to hear that. They're probably going to go to another company cuz it's like mistakes happen, you know?

[00:28:50] **Amanda Magho:** Right.

[00:28:50] **Matt Woicik:** Sorry. Own up to 'em. But I've had owners that wanted to stick to their whatevers and I'm like, okay. It's your company, your reviews, your customer service. I disagree, but [00:29:00] that's just me. I'm just a marketing person.

[00:29:03] **Trudy Rankin:** Yeah, what do you know?

[00:29:04] Who am I to say!?

[00:29:06] **Matt Woicik:** I'm not hiring you, but that's okay.

[00:29:09] **Amanda Magho:** Right?

[00:29:09] **Trudy Rankin:** Yeah. Yeah, no, that's so true. You don't, you really don't. Cause even if you start out with a good feeling towards that particular business, if you see stuff like that and it just leaves a sour taste in your mouth, you're going to go, oh, I'm not, I don't think I'll go there.

[00:29:24] Don't think I'll go there. Which is a shame because you can really miss out on some good customers because of that. And sometimes you just have to swallow a little bit of pride and go, well, it's okay to say, I'm sorry. It doesn't have to be exactly about what that person is complaining about.

[00:29:41] It can be like you said, Matt. It's like, I'm sorry we weren't able to come to an agreement about what the problem actually was or something, you know, something that's... I don't know. There's a whole lot of psychology in that particular technique of being able to just calm people down. And yeah.

[00:29:59] **Matt Woicik:** But it's the [00:30:00] same thing as if they had walked into your front door and gave that same complaint. You would handle it differently cuz it was in person. Well, just cuz it's on the internet, don't do it differently. How would you actually have handled that person walked in with that exact same complaint? That's how you should respond. Because that's how... well that is how you should respond.

[00:30:17] Don't let the internet kind of get in the way of the anonymity and things like that. So

[00:30:21] **Trudy Rankin:** Yeah. Yeah. That is very true.

# [00:30:24] Marker - Matt's tip #3 - post things

[00:30:24] **Trudy Rankin:** Matt, what would be another tip that you might have?

[00:30:27] **Matt Woicik:** Yeah. So this is one of the newer features that have shown up and newer as in, maybe it's probably a couple years pre COVID. But they expanded out the capability of doing something they call post, which kinda maybe was a little bit of a social media type play for these things.

[00:30:44] But again, they're a way you can provide more information. So in addition to setting it up, you can post something and these little kind of extra things shows up. But they had special ones. Like you had an event, you could post the event, you could just post some information. So each business type may or [00:31:00] may not apply to all these, but it's just an extra way to add some more thing.

[00:31:04] but again, this isn't sort of like Twitter or Facebook post, put a new one up every day. But you know, again, if you're running a special, that'd be a great place to put it. If you have an event coming up, you know, go ahead and do that. Because again, remember somebody's searching for you, your business, they find you on maps or they find you in Google Search.

[00:31:21] And then other thing with a image pops up I think you can even do video too. it's just something else for them to maybe interact with. And again, you have, you know, an option to make it a little fresher and things like that. So do profiles of posts get ranked higher? Again, who knows what actually occurs, but just think of it as another way that you can kind of provide timely content to people who may be showing up.

# [00:31:47] Marker - Another way to ask for reviews

[00:31:47] **Matt Woicik:** And then the last thing, just to go back on something Amanda said, when you're doing reviews, one of the cool things you can do and just again, do a Google search for this. But when you say, Hey, put a review, people are like, okay. And then they get busy with [00:32:00] life. Google does have a direct link you can actually pull out that you could put into an email or a text message. And then all they have to do is click that link. Automatically goes right to your page. If they're already logged into Google, as their account, they're ready to go and to start typing. So make it as easy as possible for your customers to go there, instead of just the classic hey leave us a review.

[00:32:23] Okay, cool. And out of their mind almost. So that direct link is a really nice feature to have.

[00:32:30] **Trudy Rankin:** That would be something that would be really good to send out to your email lists. Or of customers, your customers of people that are your customers.

[00:32:37] **Matt Woicik:** Yes. Review solicitation is a whole nother possible project that should be part of your digital marketing package, but yes. Yeah. You gotta be a little careful. Some of them do have some criteria and some businesses do want to quote, incentivize asking for reviews, which you know, is, again, one of those shady areas on the terms of service, but nevertheless, you would do it in [00:33:00] person.

[00:33:00] You say, Hey, leave me a review. So you're just saying, Hey, leave me a review, type of thing. So it helps if you have, you know, as least friction as possible to get to the right place.

[00:33:10] **Trudy Rankin:** Yeah, yeah, yeah, no. That's something that I'm thinking about. I might actually try to schedule that into my schedule and do something about that. That sounds like it would be really, really useful.

# [00:33:22] Marker - What about events?

[00:33:22] **Trudy Rankin:** I do have a quick question. I dunno, maybe Amanda, you can answer this. If you do put up like an event on your profile, does that just stay there or do you have to go back and take it off later? Or is it just,

[00:33:33] **Amanda Magho:** I'm pretty sure any, anything you add to your profile can be changed.

[00:33:38] Nothing is permanent. Unless Google comes up with a new rule and says it's permanent. So yeah. So if you make a mistake or like, oh no, I didn't want to put that. You can edit and change it. So nothing is forever.

[00:33:52] **Trudy Rankin:** Okay. Okay. That's useful to know. And then the question then becomes, well, when you put up an event, obviously an event has a fixed time in space [00:34:00] and time.

[00:34:00] And when you go past that, does it make sense to just leave it there as like social proof that you do do stuff? Or is it better to take it off so you don't confuse people?

[00:34:10] **Amanda Magho:** It depends on what you're posting. So if let's say you do a monthly giveaway. I don't know, or whatever, something regularly, I would personally like month, one month, two, I'd leave them up.

[00:34:26] Then my third month I'd take off the first one and I'd always keep two. But if you let's say, run a promotion and say, hey, we're adding a new product that maybe, maybe it wouldn't be as clear that you sell that product based on your profile. If you can make, like, let's say, let me be specific.

[00:34:49] So if you do skincare, facials, and now you start selling a special body scrub. Well, when I search for you, you might [00:35:00] just think I do facials. You might not think that I sell you a body scrub. Okay. So that would be a good post to leave up to say, oh, okay. She's still selling that. So it just depends on what you're promoting or what you're putting as to whether or not it would benefit you to keep it up there.

[00:35:16] **Trudy Rankin:** Yeah. Oh, that, that makes a lot of sense. And I'm sure the listeners are going to take that information and start doing things. Like, I know I'm going to start putting my events up cause I run workshops and things like that.

[00:35:27] **Amanda Magho:** Oh, definitely. Yes, yes. Yeah.

[00:35:30] **Trudy Rankin:** So that would that be...

[00:35:30] **Amanda Magho:** but I wouldn't do workshop workshop workshop, like it's just the whole, yeah.

[00:35:34] We don't want that. Just, you know, a couple is good. Yeah.

[00:35:38] **Trudy Rankin:** Yeah, yeah. Yeah. For sure.

# [00:35:40] Marker - Amanda's tip #3 - Make it all about the experience

[00:35:40] **Trudy Rankin:** Amanda, can you share your third tip with us?

[00:35:44] **Amanda Magho:** Yes. I would say to create an experience. And what I mean by that is when people visit your Google profile, you want them to be happy with what they're looking at and want to keep looking.

[00:35:57] You don't want them, for example, to see a random [00:36:00] picture, like, oh, let me go to somebody else. Like you just... they're done. They've moved on already. So you, after you have, like Matt said, appropriate pictures, that match what you're selling, you want to have as much as you can about your business as possible. So in order to do that, you do need business clarity. You need to know what ideal audience you're trying to reach.

[00:36:22] So when you know those things, your description's going to talk to them directly. So after they scroll, they see your description. Oh, okay. That's me. They're going to keep scrolling. Then hopefully you would've added your products or services. Oh, okay. She does this. She does that. Okay. Let me see. And then if you sell your products, or if you have a menu... I'm not going to talk about the in person right now, because everybody knows how that works.

[00:36:46] But if you're a virtual or online business, okay, then I'm going to have my services. Okay. Lemme see what services there are. And then let me see what reviews there are. So you want to have... each section should have something. [00:37:00] You don't want to have an empty section if possible.

[00:37:02] It can take time to get there. That's fine. Don't beat yourself up, but you do want to make an effort to fill as many sections as possible. When it comes to reviews, you can't force someone to give you reviews. If you don't have any yet, you know, that can take time. That's just life. But you want... for example, I went to Mellow Mushroom recently.

[00:37:19] I was able to do a whole bunch of stuff just on their Google profile. I looked at the menu, I looked at the reviews. I looked at everything. The receipt even came through Google, same, you know, profile. So yeah, just have a complete experience. Answer the who, what, when, where and why? Just like you would on anything so that people know, okay, this is the business I want to go to.

[00:37:42] And then they're going to say, let me go to their website. So that would be the point where you don't want to be a dead end. And it's like, okay, now what? So that's when you do need something.

[00:37:54] **Trudy Rankin:** Yeah. Yeah. You do eventually have to have a website. Yeah.

[00:37:58] **Amanda Magho:** Or they can call you and [00:38:00] actually they can message you now. Call and message you through the business profile.

[00:38:04] So if you don't have your website yet, maybe have a note on your description or something. Hey, just send me a quick message through here. I'll get right back to you. So you have to respond within 24 hours. Google will get mad at you. But yeah, that could be a way to keep them going on Google.

# [00:38:19] Marker - Can you have more than one profile?

[00:38:19] **Trudy Rankin:** Yeah, that's that's really, really good advice. I'm going to ask you a follow up question that I hadn't planned on asking, but I'm going to ask anyway.

[00:38:30] **Amanda Magho:** Okay.

[00:38:30] **Trudy Rankin:** I actually have two parts of my business. I have... and two websites. I have my business business and then I have my, so that's my registered business name.

[00:38:41] Plus I have my Online Business Lift-Off, which is where I do all my workshops and I have a community and I help people grow their business or I work with people to grow their business. Should you have a profile for each of those parts of the work that you do or should you just have one?[00:39:00]

[00:39:00] **Amanda Magho:** Well, my, my first question would be, what do you want to promote? So I also have two facets of my business, but I'm trying to get rid of one through Google and just have one. So it really goes down to how far are you trying to stretch yourself and what can you handle? So if you want to start slow, then you would say, okay, where do I want them to go directly?

[00:39:28] And your website link would be the exact page you want them to land on not just.com or whatever. So you're controlling the experience. You don't just want them to go on the website. Okay. Now we're going to look. It would even make sense to have a landing page for the people from Google. So when they click on that page, Hey, thanks for finding me on Google. It's directly, you know, type thing direct.

[00:39:51] But yes, in my opinion, if Google will let you, I would do two, if you can handle that. [00:40:00] So one would be called, you know, business name and then like a line or dash and then workshop or just workshop, you know, however you want to word it, workshop here and then the other business there.

[00:40:11] But yes, you can have two, if you can handle that. Yes.

[00:40:15] **Trudy Rankin:** Yeah, that's useful.

[00:40:16] **Matt Woicik:** So, as Amanda said, if Google lets you and the key, remember that verification process.

[00:40:22] **Amanda Magho:** Yeah.

[00:40:22] **Matt Woicik:** If you put the same address in they're going to go no you only have one business in one place. And so you may not get that. A good example is a doctor's office.

[00:40:34] So they're a practice, but they're individual doctors who, you know, basically are independent businesses, but they have the same address. And so this is one of those that gets really complicated setting this up because well, the doctor's business, whatever entity they are, they're still themselves. But a bunch of them get together and have a practice at a building.

[00:40:56] And then they put another name on top of that. So it's [00:41:00] like, yeah, Google invented something that was really cool, but they didn't work on every little thing and sometimes they don't ever kind of make it all perfect in the end. So yeah. I mean, if you can, if Google lets you.

[00:41:14] **Amanda Magho:** Yeah, if they let you.

[00:41:15] **Matt Woicik:** But again, if you have to put that address in twice, don't be surprised if they flag something.

[00:41:22] And that also goes to the other problem is if they don't like something and they have an issue, unfortunately there's not a phone number to reach out to. There's no human on the other line. They got really, really backlogged, both for all the changes that occurred because of COVID plus the staffing issues.

[00:41:38] And so sometimes, you know, stuff could get stuck in there. So it's like, you know, once you kind of get it set, yay. Keep the, you know, do the post, do the little changes, update your holiday hours, things like that. They'll actually send you emails reminding you, Hey, are you open on the next national holiday. Do update that, you know, it [00:42:00] makes you look like you're actually alive and Google, I think actually does it.

[00:42:04] But yeah, but again, that's where this kind of virtual business, it is a fuzzy area where things are there. So.

# [00:42:10] Marker - More about having two profiles

[00:42:10] **Amanda Magho:** Yeah, and I did want to add, when you create your Google Business Profile, for example, I manage my clients ones, so I can see several businesses. So Google may allow you to have a second business because you've already verified that you're a legitimate person who does business.

[00:42:32] So it's just a matter of if, but they may, since you've already established yourself type thing, if you want to create two pages,

[00:42:41] **Trudy Rankin:** Okay. Alright. Well, I'm going to definitely follow up with that one as well. Cause I gotta think about that because there's no... it's like the typical or shiny object syndrome thing, you go, oh, I should be doing that.

[00:42:52] I should be doing this.

[00:42:53] **Amanda Magho:** Yeah.

[00:42:53] **Trudy Rankin:** I should be doing this. And then you get started and, or at least I do, I get started. I get halfway through, I get distracted cuz I have to go do something else. [00:43:00] And then it's six months before I can come back and finish the other thing and that doesn't always create a good look. So, I will think about it carefully before I say yes or no to the second one.

[00:43:08] **Amanda Magho:** Yeah.

[00:43:08] **Trudy Rankin:** But I'm definitely going to clean up the one that I do have. I'm just keeping an eye on the time and we could talk about this for quite a while. There's so much value here and the things you're sharing are really fantastic. We've got time probably for one more tip from each of you.

# [00:43:23] Marker - Matt's tip #4 - Remember other places besides Google Business profile can help people find you

[00:43:23] **Trudy Rankin:** Matt, if you want to go ahead and just from all of the tips that you do have, maybe what would be the one last tip that you would leave our listeners with?

[00:43:31] **Matt Woicik:** Yeah. I mean, and maybe it's actually an aside, cuz you had just said something and I'll just go with what came to my mind. Google My Business important. Why? Because Google's the number one search engine bar, none. But it's not the only place people might find you. So as you were saying, shiny, shiny symbol thing.

[00:43:50] Hey, there's this other search engine called Bing. Go ahead and ... they have the similar thing, create an account over there. We know for lots of businesses, reviews are important. [00:44:00] So find the reviews that are applicable to your industry. One being Yelp. Don't forget about Facebook reviews.

[00:44:08] You know, another good place to show up as a business, get a company page on LinkedIn. So, you know, realize that people could find you in a lot of different places. So those are kind of the most popular. Now I offer a service that actually goes and puts you on a ton of other websites. Business listings, directory sites.

[00:44:26] These could anything be like yellow pages.com and other things like that. But the real key is to get your business out there, cuz you just don't know where somebody may stumble upon it. That does include social media profiles, but they're sort of different. You don't normally go to Instagram and search for a plumber.

[00:44:42] Maybe it happens. I don't know. But that doesn't mean you don't have a social media account. I'm just saying there are places that people do search for businesses. Those are good places to be on. And definitely any of your local resources, you know, especially if you are a local business. If you're a restaurant, you know, there's probably a couple websites that have [00:45:00] restaurants.

[00:45:00] If you want to join your local Chamber of Commerce, you know, put your business out there. And that's really what Google My Business. Is it just that we all always look at Google as being the source and it is. I mean, I'm sorry I don't Bing it. You know, I Google it. But that doesn't mean you shouldn't be on there because guess what?

[00:45:17] Windows computers look to Bing for information.

[00:45:19] **Amanda Magho:** That's true.

[00:45:20] **Matt Woicik:** You know, Apple Maps. Get on Apple Maps, you know, go through all those different places to get your business out there because that's the key. You're trying to raise your awareness for your business and there are places to do it. So, you know, go, just spend a day and do some searches, go to the search engines, go to the social media platforms and, and put your business on there.

# [00:45:42] Marker - Remember to claim your online profiles

[00:45:42] **Matt Woicik:** A cool trick to do search Google for your business name. Look at all those results. If you haven't claimed all of those profiles, start clicking on 'em you're the business owner. You can claim those. Yelp profiles can be claimed. There's other sites where like ...anyways, just search for your name and see where it [00:46:00] comes up.

[00:46:00] And hey, get control of those profiles. Put your logo, put your business hours. Make sure your website's there. Make sure your phone numbers. Standardize all that information, your business name, your phone number and your address. Yeah. Three things. Snap name, address, phone. Yes. Sorry. I'm already forgetting my local SEL and the key is that's all local SEL.

[00:46:20] Those help you get found. And Google says, Hey, look at all these profiles. They're actually pretty legit. Maybe we'll rank them a little higher too. So anyways, sort of off topic, but again, go find those other places where your business is already there, or make sure to add 'em on all the most popular places you can think of.

[00:46:36] **Trudy Rankin:** Yeah. Yeah. It takes time. It does take time.

[00:46:39] **Amanda Magho:** Yeah.

[00:46:39] **Trudy Rankin:** It sounds to me like it's well worth doing, especially if that time that you spend actually results in getting, you know, more customers, which is of course is the whole point.

[00:46:49] **Matt Woicik:** Exactly.

# [00:46:50] Marker - Amanda's tip #4 - do a little bit every day to get your profile set up and optimised

[00:46:50] **Trudy Rankin:** Amanda, what about you? What would be your last really important tip that you would leave our listeners with?

[00:46:56] **Amanda Magho:** Mine would be, don't be stressed about getting a [00:47:00] Google Business Profile. So of course, this conversation about creating the profile could be very extended. So for someone who maybe who doesn't know tech that well, or, you know, doesn't know much about putting themselves on the internet period.

[00:47:15] It can be kind of stressful doing it. So don't let it be. So just do one section at a time, maybe do one section a day. Do it based on what you can handle, what your stress level is, what else you've got going on anyway with getting your business launched and then reach out for help if needed.

[00:47:34] If you just don't know what to do, it's okay. It's going to be okay, honey. There are people who can help you. So reach out for help. If it gets to a point where you're like, you know what, I can't do this. So cuz you don't... in my opinion, making a Google Business Profile should be the easiest thing you ever do in your entire business.

[00:47:52] So if it feels like this is worse than even coming up with a business idea, then maybe look just, just calm down. So just, you know, know [00:48:00] yourself. Do what you can, but you know, reach out for help if you do need it.

# [00:48:04] Marker - Google's reminders to fill in missing sections in your profile

[00:48:04] **Matt Woicik:** And Google will... cuz I keep getting prompted myself for some section I haven't finished though I think I have. They have a little wizard once you get hooked up and they'll kind of walk you through the most basic stuff like picking your category. So yeah. I mean other, the hardest part should be waiting for the postcard to show up in the mail to finish it.

[00:48:22] **Amanda Magho:** Yeah.

[00:48:22] **Matt Woicik:** But they'll prompt you. They'll send you email. Like I said, the email about holiday upcoming. They'll also send you emails like, Hey, you know, you might buy some Google ads or something. Yeah. Those you can not have to deal with, but you know, they'll help to make sure, at least your profile is... the basics are covered that may not be there.

[00:48:41] And then look at it yourself. Just Google yourself, look at your profile. If you see something that isn't filled in, there's a good thing. And then once that kind of picture there on your search looks done. You're done. And again, you can optimize it. You can add more. The key is just having one immediately gives you credibility to Google [00:49:00] and anybody searching for your business name.

# [00:49:02] Marker - A cautionary tale about why you need to claim your Google Business Profile

[00:49:02] **Matt Woicik:** That's the primary thing. If you search for a business name on Google, the first result should be your Google My Business profile. If it's not, you should set one up. And I have a perfect example. I was helping an accounting person with a business name. They searched for it. And a company in a different state showed up.

[00:49:21] Why? Because they set up a Google Business Profile and this business didn't. I mean, that's right. I don't want to hire them in another state. You had their name, you made contact through wherever networking event, business card. And they didn't even know you existed cuz they couldn't find you, you know. They thought you're in another state. So just set it up.

[00:49:47] **Trudy Rankin:** So Amanda, I'm going to ask you one quick follow up question.

[00:49:49] **Amanda Magho:** Sure.

[00:49:49] **Trudy Rankin:** And that is that let's just say somebody's listening to this and they're going, oh, okay. You've convinced me. I really do need to set up a profile on Google, a Google Business Profile. What would be the very first [00:50:00] thing that they do so that they can get started with that process?

[00:50:03] **Amanda Magho:** So you go to, I would just go to Google My Business or Google Business Profile. Just simply search that and Google will give it to you. Google's made it easy to do anything with them. so anything you want to do from Google, all you have to do is Google it, Google Business Profile, and it will give you the link.

[00:50:20] That's the easiest thing to tell you.

[00:50:22] **Trudy Rankin:** Oh, fantastic. So this is for the listeners. You've heard what you need to do. I'm going to be trying to get better at this. And I challenge you to take up this opportunity and actually get out there. If you don't have a profile, set one up.

[00:50:36] If you do have one, see what you can do to optimize it. Now, if people were interested in finding out a little bit more about the services that each of you offer, where would they go, Amanda?

[00:50:49] **Amanda Magho:** I actually made a guide for your listeners so they can just go to ahadicreations.com A H A D I creations.com/obl [00:51:00] podcast, and they can see everything there.

[00:51:02] And they'll also get more details of some of my tips for setting a profile up.

[00:51:07] **Trudy Rankin:** Fantastic. I'll make sure I put that in the show notes. Matt?

[00:51:10] **Matt Woicik:** Well, I was not that prepared. So immediately I have to say, go to Amanda's link and check it out. So no so I help people, but like I said, I kind of help in the bigger picture.

[00:51:22] So, you know, Google My Business, plus other profiles or things that I set up for people, all those other websites, that's a service that I actually offer that I'll set up, you know, 50 to a hundred other business listings for your local business. Cuz again, I focus on home services. So plumbers, electricians, landscapers, I mean, this is just the basics you need to do to raise your awareness.

[00:51:42] But like I kind of alluded to, too, review solicitation, you know, great, you have it, but now you need reviews. Well, that's a whole nother digital marketing project. So those are things that I help businesses with and you can go to ML2solutions.com. I unfortunately do not have a cool landing page, but my contact information is there and I'd love to [00:52:00] talk with anybody if these are services to do, cuz I think the number one thing you need to work on marketing, yes, leads are important. Do not get me wrong. The first is, you know, awareness. You just have to be out there. And again, some businesses work great with word of mouth. Awesome. You don't need marketing.

[00:52:15] But most businesses, you need to raise your awareness your business exists, and then you can start focusing on what you're predominantly needing, which is leads. That's what we all need. So that's what I help people with.

[00:52:27] Fantastic. Thank you both so much. It's been fantastic. I've enjoyed it. I've learned tons and yeah, it's just been really great.

[00:52:36] **Amanda Magho:** Thank you. I enjoyed it. Thank you for having me.

[00:52:40] **Matt Woicik:** Yes. Thank you, Trudy. It was excellent. I hope we help some of your listeners to get out there and raise the awareness of their businesses a little more.

[00:52:48] **Trudy Rankin:** I'm sure that they will.

[00:52:50] [00:53:00]