

# 8 Steps To **FREE** Leads With **ZERO** Advertising

An in-depth guide on  
how to get free traffic  
from Google.

*by Shaibit Solutions*



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# Understanding Google

In our modern culture, **Google has taken on a new meaning as a verb.**

Think about it. We don't say "search for it;" instead, **we say "google it."**

This concept is **directly related** to people finding a great deal of useful information through **Google's search engine.**

**It wasn't by accident or coincidence.** You see, Google has created a system between their company and other businesses in the world that is mutually beneficial.

Why? Google can provide accurate information to its users about your business.

With accurate information provided by Google, its **consumers will continue to use it.** If Google users continue to use these services, Google can sell ads and develop paid services.

**It comes down to great experiences for Google consumers.**

# Understanding Google

Google has **developed a tool called Google My Business to collect and store accurate information about other businesses.**

This is the **modern equivalent of the Yellow Pages.** If you upload information about your company to Google's Business Manager, **you will receive a full-page ad from Google.**

**So what's the issue?**

Google My Business **is likely being used by your competitors already**, and if not now, they will soon.

Whenever you have doubts, remember your research into a new company online you may have wanted to buy a product from.

**You might be asking:**

- Are they trustworthy?
- Do they have a social media presence?
- Does their website look professional?
- Are they investing in their own company?
- What is their reputation?
- Etc. etc.

# Understanding Google



**VS**



The companies with a strong web presence will be **more likely to get your business**, right?

This immediately taps into customer trust because they look **more professional, more involved**, and instinctively, **more trustworthy**.

By considering **your business' search engine presence** through **Google My Businesses**, you can easily gain an edge over your competition.

This tutorial **will teach you how to boost your Google My Business account**. These eight steps are simple and actionable and will help you **improve your web presence and attract customers** without incurring any costs!

Step 1: Claim it!

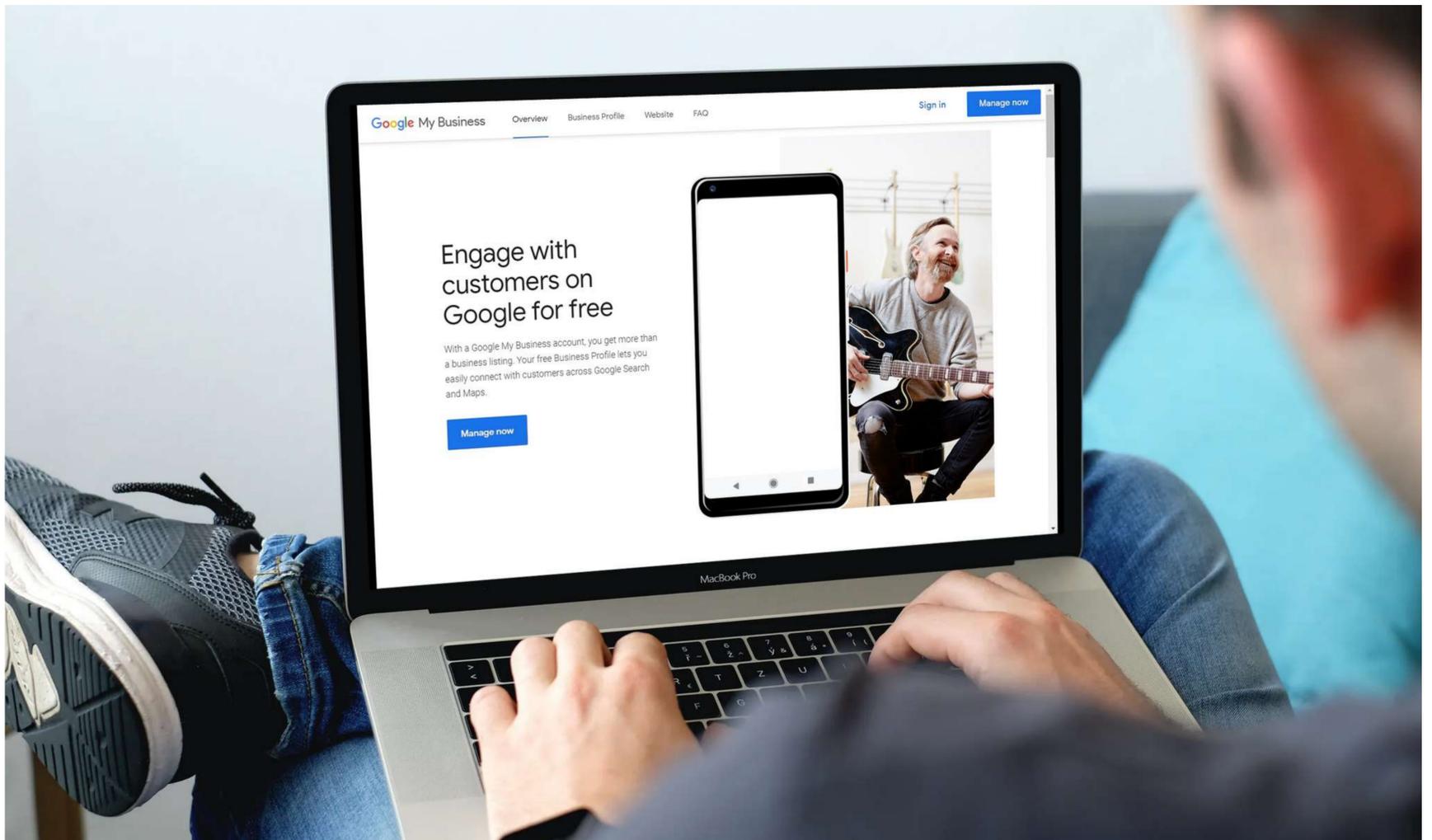
Step 1:

**CLAIM IT!**



Claim & Verify  
Your Listing.

# Step 1: Claim it!



To get started with the **Google My Business tool**, you first have to **create an account**. It's almost effortless, and you will be able to do it by [clicking this link](#).

[\*\*business.google.com/create\*\*](https://business.google.com/create)

Claim or Create your business listing by entering your business' name. If your business appears immediately, then select and claim it.

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

# Step 1: Claim it!

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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

## Verification

**The next step is verification.**

This is Google's way of making sure that you actually own the business.

**Verification is done by mail for most businesses** but sometimes can be done by phone, email, or search console.

Google **has various verification methods** you may qualify for, so check what options you have available.

Be aware that confirmation **can take a few weeks, so don't wait** if you want to manage your Google business listing!

# Step 2: Categorize it!

Step 2:

**CATEGORIZE IT!**

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Categorize Your New Or  
Existing Google Listing

# Step 2: Categorize it!

Google will prompt you to select categories for your business after you pass the verification check.

You can pick one primary category and up to nine secondary categories.

Although it may seem quite straightforward, it's important to really take your time in selecting the best categories to describe what you do!

There are 3942 different categories to choose from in 2020 and more to come in 2021.

## **Tips for Primary Category / Service**

Google gives priority to the main category for your business in its algorithms.

This is one of the main factors in determining whether your business will show up during a search.

Isn't it refreshing when you search for something specific, and Google points you in the right direction?

# Step 2: Categorize it!

## Be Specific

When selecting your primary category, be as specific as possible.

The more specific you are, the fewer businesses are competing with you.

## Tips for Secondary Category / Service

As another rule of thumb, try to select as few secondary categories as possible when describing your business.

Although this may seem counterintuitive, it actually increases the likelihood of users finding you.

If you only use 3 categories to describe what you do, 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, this weakens its algorithm's effectiveness.

# Step 3: Personalize it!

Step 3:

**PERSONALIZE IT!**



Add images to your  
business listing.

# Step 3: Personalize it!

## 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?



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.

## Step 3: Personalize it!

**Don't just upload any old photos you have on your business, upload your best!**

These images should be of professional quality and high-resolution. They should also reflect the current state of your business.

If your office recently underwent renovations or you hired many new employees, make sure the photos depict your current status.



If you don't feel confident taking photos yourself, then you can even hire a local photographer to do this for you. If you prefer, we provide photography as a service, or you can ask a creative member of your staff to take them.

# Step 4: Add Content!

Step 4:

**ADD CONTENT!**

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Adding vital information  
about your business.

# Step 4: Add Content!

## 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 Facebook, Instagram, and your company site), 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 Area Codes Are #1

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 you're a local company but then find an unfamiliar area code when they reach the phone.

They might assume that your business location is inaccurate, and they might even choose to do business elsewhere.

# Step 4: Add Content!

## Write A Powerful 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.

Kids Mile High at Stapleton (Stapleton Children's Dentistry) ★

4.6 ★★★★★ 99 Google reviews  
Pediatric dentist in Denver, Colorado

Website

Directions

Address: 2373 Central Park Blvd, Denver, CO 80238

Hours: **Closed** · Opens 8AM Tue ▾

Phone: (303) 399-5437

Appointments: [stapletonkids.com](http://stapletonkids.com)

[Suggest an edit](#)

[Know this place? Answer quick questions](#)

## Add Your Links

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

# Step 5: Get Reviews!

Step 5:

**GET REVIEWS!**

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Keep Tabs On Your  
Reviews & Reputation

# Step 5: Get Reviews!

## Reviews Tell A Story About Your Business.

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 receiving their product, you've completed the service, or you can offer incentives for clients who leave feedback.

# Step 5: Get Reviews!

## Reviews Tell A Story About Your Business.

It's important to remember to reply to clients who post positive reviews! This customer engagement leaves a good impression. Plus, other Google users will see that you care about providing a good experience to your customers.

The screenshot shows a Google Business Profile for "Hurley Appliance Repair" located at 355 42nd St SW, Montrose, MN. The profile has a 4.9 star rating based on 32 reviews. There are two filter buttons: "All" and "fridge 4" (with 4 reviews) and "dryer 3" (with 3 reviews). The "Sort by" dropdown is set to "Newest".

The first review is from Amanda Erickson, posted a week ago, with a 5-star rating. The review text is: "Positive: Professionalism, Punctuality, Quality, Value Honest, trustworthy and very knowledgeable." A red arrow points to the word "Value" in the review text. Below the review is a "Like" button.

The owner's response to Amanda's review is: "Response from the owner a week ago Thank you Amanda."

The second review is from Cynthia Streeter, posted 2 months ago, with a 5-star rating. The review text is: "Great customer service! Speedy service and job well done. Thank you! 🌟"

# Step 6: Value!

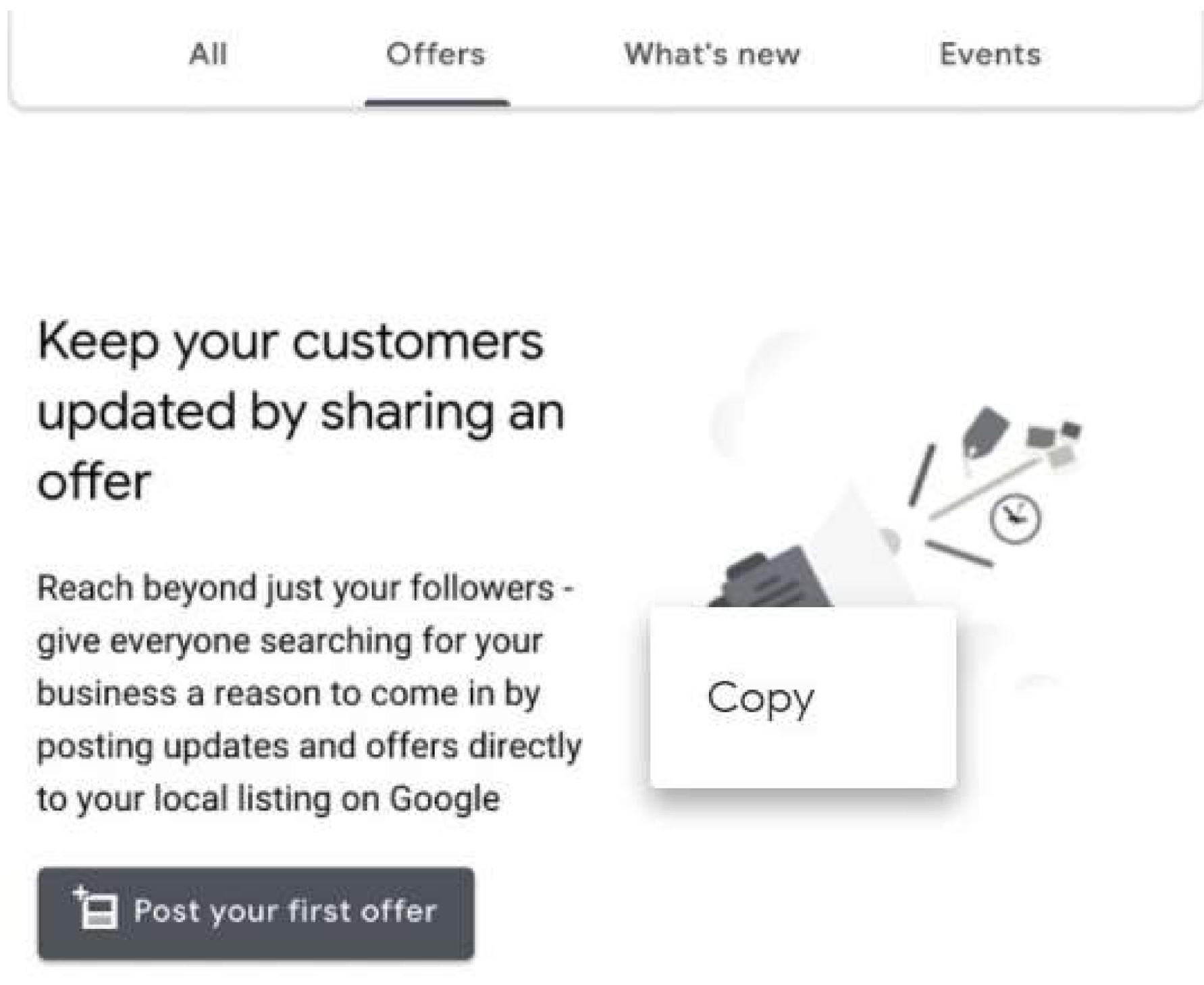
Step 6:

**VALUE!**



Add Additional Offers To  
Your Listing

# Step 6: Value!

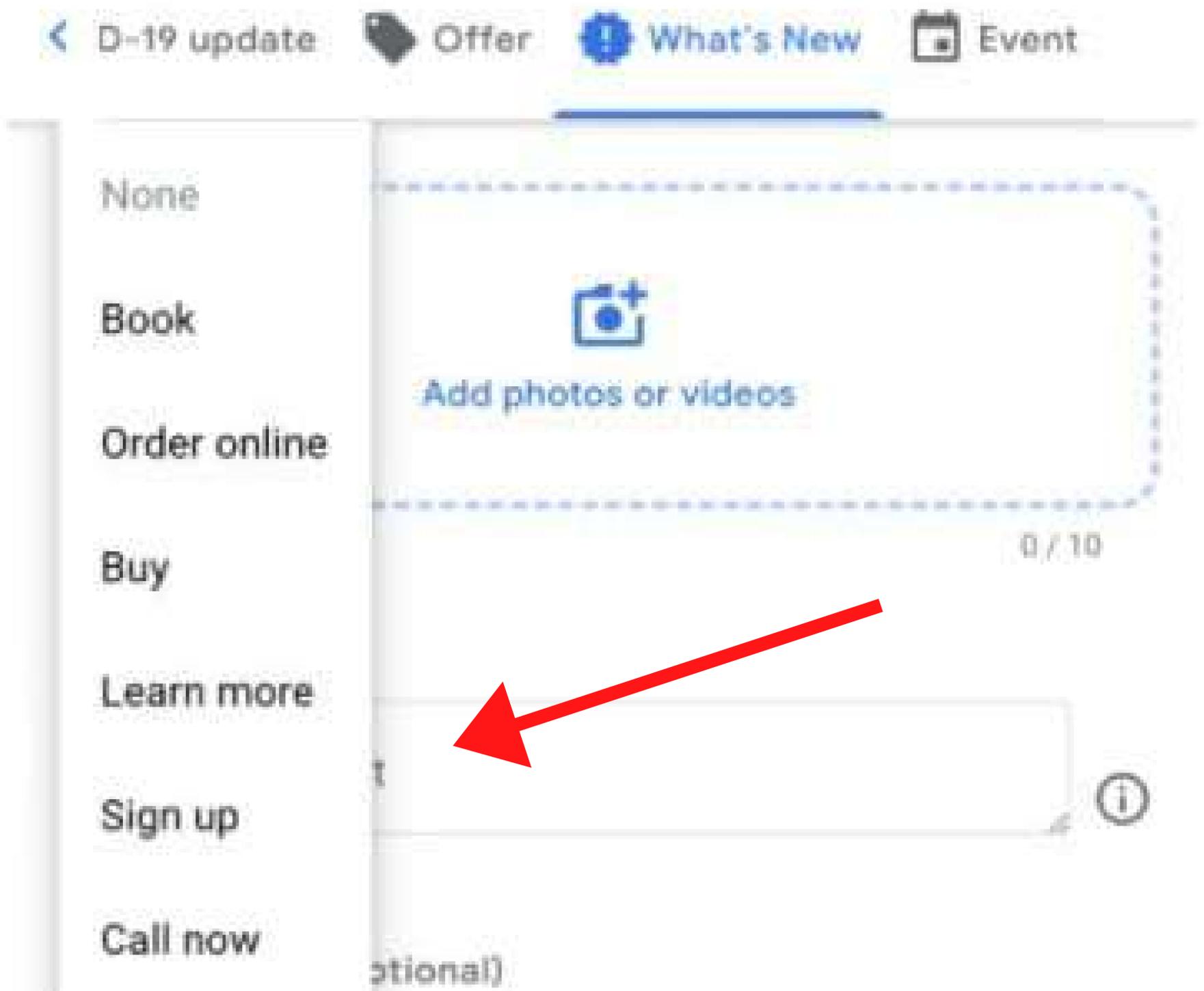


If you look at your GMB profile, you will see that you also have the option to add posts to your listing. One of these post options is “offers.”

With this option, you can let Google users know about special deals and discounts 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.

# Step 6: Value!



## Use Call To Actions

You have the following options for CTA buttons:

- **Book Online**
- **Ask Online**
- **Buy or Purchase**
- **More Information**
- **Register**
- **Call Now**

## >>Grab Attention<<

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.

# Step 7: Post Regularly!

Step 7:

**POST REGULARLY!**



Update regularly by  
posting content.

# Step 7: Post Regularly!

## Just The Beginning

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.

## What Kind Of Content?

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

## Bonus

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

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

# Step 7: Post Regularly!

## 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: Communicate!

Step 8:

**COMMUNICATE!**



Keep Lines Of  
Communication Open

# Step 8: Communicate!

## A Direct Connection

By setting up GMB messaging, customers can contact you directly through your GMB listing. This increases convenience for your customers, as they are far more likely to contact you if all they have to do is press a little button next to their search results.

Sounds pretty good for your business.



# Step 8: Communicate!

## How To Setup Messaging

- 1** Download and open the Google My Business app! Download through the [App Store](#) or the [Google Play Store](#).
- 2** Tap the 'Customers' tab  
Select 'Messages'.
- 3** 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.

# Step 8: Communicate!



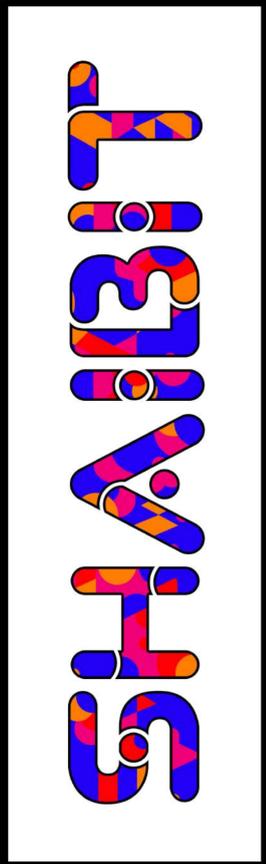
## Feeling Overwhelmed?

Who has time to wait two weeks for verification, then upload all of your business information, then stay on top of reviews, posts, and customer messages?

The truth is, you can actually get your GMB listing made up for FREE under any of our All In One Marketing Plans this optimization service is FREE!

[Get Growth](#)





# Grow your business with Shaibit.

Make the right choice.

Shaibit Solutions provides digital marketing solutions to companies large and small. We have achieved many amazing milestones for our clients.

Some of these milestones include millions of likes, views, followers, and comments on social media as well as ROI's as high as 1100%.

We are a company that believes in long lasting relationships.

[Let's Talk](#)