



Google Business Profile

How to Rank In the Google 3-Pack

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About the Author

Just a little bit of information about who I am. My name is Taylor Stillman and I am the owner and CEO of Two Tall Global - Digital Marketing LLC.

I began my career as an artist and went on to own a retail art gallery and shop, a commercial auto industry services business, and have trained multiple sales teams in multiple industries on how to find success. It was here that I got bitten by the bug to learn how I could better promote my own businesses through marketing.

In 2015 I was introduced to internet marketing through a new position working with an auto broker. Though I had fair success, my life took a different path. I became an online client consultant for a larger marketing agency and quickly rose to the role of management. While serving in that role I had 2-20 others who I was responsible for and knew that they all needed people to talk to sell our services.

I quickly turned again to my sales background and incorporated the internet. I was able to begin generating leads for my company and we saw substantial growth in our client base and revenue under our management. But, the results were geared towards bigger companies, and my focus has always been on small businesses and the local community.

In 2020 I decided to get back into building my own business online. I did affiliate marketing and had a good amount of success but was not meeting the goals I set for the lifestyle I wanted to live. I began to learn about website design, SEO,

and Local SEO, and decided to pursue this avenue to build my business and income.

Many hours were spent learning and testing and it paid off. I quickly learned to join with like-minded professionals and I have been able to put together the sustainable business that I have today.

Today I recognize just how important Google is to any business that is online. Especially to those small businesses looking to make gains in their local market. I have worked through all the changes they make almost regularly and prepared this short guide to help you understand the “**Google Business Profile**” roadmap.

I hope you will learn some tips that you can implement in your business that will help you increase your revenue and grow your business today.

Thank you for reading,

Taylor Stillman- Owner- Two Tall Global

What is the Google 3-Pack?

The **Google 3-Pack**, also known as the “**local pack**” or the “**local SEO pack**” is a listing of businesses Google displays at the top of local search results. Only three businesses are displayed, as opposed to the seven that once sat in those top spots. The results are displayed on a large map with the location marked in balloons. Along with the map, a snippet of information about the business is also displayed. This can include quick links to call a business, access to the website, and directions.

In addition to contact information and business description, **Google also allows reviews, offers, events, and photographs within a listing.** This allows visitors to see star ratings, the latest offers, and photographs when they click on your business within the 3-Pack. Here, customers can add reviews, in addition to their own photographs. **These can make a big difference to any business listing,** and are known as Reputation Management in the SEO world.

Why is the 3-Pack Important?

Expanding your reach is what all businesses strive to do.

Online or offline, the goal of any business owner - whether they're new startups or established veterans looking for more customers-is to get recognition and traffic from potential clients who may not know about them yet. They want to make more customers aware of their presence so more customers will go to them instead of the competitor. **This is exactly what the 3-Pack does in the online space.**

Google is the most popular search engine in use today. Not only does this mean customers have more opportunities to find your business or product, but it also gives a major advantage when potential customers are looking up what they need locally and on the go! When someone performs an online Google search to find something nearby - be sure that's where all their attention goes so as not to miss out entirely by having another company show up first due simply because people don't know about YOUR services yet.

While this sounds good in theory, there's evidence to back it up, too. Studies have shown that the top three results in the 3-Pack have consistently higher click-through rates than any of the results below them. **Most users click on the first results they find**, particularly when those results are in a marked-off box indicating Google has categorized them as particularly relevant.

Is it free to get into the 3-Pack?

In order to get into the 3-Pack, you must have a Google Business Profile listing for your company.

Google Business Profile is an online directory for businesses, providing them with a platform to promote and display their services. The database contains the names of those who have created listings in it as well as information on what they offer such as contact and service details or website links - making it easy for potential customers to access this data at any time through one trusted source: the Google Map Pack. This online directory is completely free and is one of many. However, **only Google Business Profile will get you into the 3-Pack.**

Many business owners are happy to just be in the 3-Pack and get more organic traffic. However, for those business owners that want to reach higher and really ramp up their efforts, the 3-Pack also offers paid ads. These listings will sit at the top of the 3-Pack, above the other listings.

Google Business Profile requirements.

Google is all about relevancy, and that holds true for their online directory, Google Business Profile, too. Google wants to ensure they are offering users a good experience, so they try and return the most relevant and helpful results to them when a search is made. Due to this, Google allows just about any business to create a listing within Google Business Profile. It doesn't matter if you have a physical storefront, service provider, or if you're a consultant that spends much of the day on the road meeting with clients.

However, there is one caveat. In order to create a listing, you must have some face-to-face interaction with your customers. Businesses that don't do this, such as those that operate 100 percent online, are not eligible to create a Google My Business listing. This is largely due to the fact that **the 3-Pack focuses on local businesses**. When a business is not local but serves a huge area within the country, or international customers, and never sees those customers, they cannot use Google My Business or appear in the 3-Pack without having local offices that present to clients. This can be a blessing for the local business owner because **they can get ahead of the bigger companies by utilizing GBP** in their local areas.

How can I rank in the 3-Pack?

The first thing to do when trying to get your business into the 3-Pack is to **create a Google Business Profile listing**. Google chooses what businesses to place in the 3-Pack by choosing listings out of this directory. Without a listing, you'll never make it into those top spots. You can get started here: google.com/business.

Once you have a GBP listing, it's only a matter of optimizing your listing to appeal to new customers and Google's algorithm, and you will see the results.

Optimizing a Google Business Profile Listing.

Once you've created your account and claimed your listing, you can then begin to optimize it. **Optimizing your listing** means that you're tailoring it to Google's preferences, so the search giant will recognize your company out of all the others and move it into the first three spots. There are a number of ways to optimize your listing but they all fall into **three main categories**: completeness and accuracy, employing SEO strategies, and placing a focus on reviews.

The first step in optimizing is making sure your business listing is complete. Too many business owners skip over things like photos because they think they're not really necessary. They are. **Anything that is asked for while filling out your listing is important**; Google wouldn't have put it there otherwise. Fill out as much information as you possibly can, including photos and hours of operation.

When filling out the information, **make sure it is accurate**. If holiday hours change or you've changed your logo, make sure your listing reflects this. Business owners need to continually check their listing even after it's created to ensure it still accurately reflects the business.

Another thing to keep in mind when filling out the listing is that **you should use SEO strategies**. Remember it's the Google 3-Pack and so it will follow the other algorithms of Google. Remember this when choosing keywords and linking to blog posts. It's important and will have a great impact on where your business sits in the 3-Pack, or if it does at all.

Lastly, reviews in Google Business Profile listings are of huge importance. Reputation Management is one of the most important 3-Pack ranking factors. **The listings with the most reviews generally get into the 3-Pack.** The listings with the most 5-star reviews can dominate the 3-Pack. That's how vital they are to your listing. Get out there and start asking customers for reviews within a few days of buying your product or using your service, or leverage Reputation Management services to gather those responses for you.

Also, when people post reviews, be sure to **respond to as many as possible.** Either thank them for taking the time to say some kind words about your company, or apologize for a bad experience and ask how you can help. Even a bad review can be a win for a business. Customers can see that you are actively trying to provide the best service and how you respond to negative reviews reflects back on your business overall.

When responding to reviews, remember that **timeliness is a key factor.** The quicker you respond the more your reputation grows. Google even tells prospects how quickly your response times generally are!

All of this will make your business shine in the eyes of Google and help you get into those three treasured spots.

How reviews in the 3-Pack affect your business.

It's true, having a bad review is frustrating and can send business owners into a panic. It can also stop them from doing something like trying to get into the 3-Pack. Bad reviews should never do this, though.

Google does take the sentiment of a review into consideration when choosing which businesses will make it into the 3-Pack. However, one or two bad reviews aren't going to be enough to leave you out of it. And they certainly aren't enough to destroy your business.

Today, consumers have become extremely skeptical when browsing online. When they see a company that has all five-star ratings and glowing reviews, it often makes them think it's too good to be true. They may even think the majority of reviews are fakes, so don't feel as though you need to have perfect reviews all the time.

Also, remember that users can change or remove their reviews. If you **take the time to address each one and ask how you can help correct the situation**, they might change their review. They may even remove it entirely and replace it with an exceptional review.

Don't ever let a bad review or two keep you from trying to get into the 3-Pack, or do anything else in your business.

Verifying your GBP information.

Again, Google wants to deliver only helpful and relevant results to users. They can't do that if their online directory is filled with illegitimate businesses or incomplete listing information. Due to this, **Google will verify your business after you've created a listing.** They'll do this by either sending a postcard, phoning, emailing, sending instant verification, or bulk verification.

If you choose to verify your business through a postcard, Google will send you one within five business days. While you wait for it, you shouldn't change anything on your listing, as that could delay the process. The postcard will include instructions to verify the business.

Not every business is eligible to verify by phone, but some are. With this option, Google will send you a text to allow you to verify your business. When email verification is chosen, Google will send an email to the address provided with steps on how to verify the business.

Some businesses are already verified through the Google Search Console. These businesses may be able to have instant verification, and won't need to take any steps at all. Other businesses that have ten or more locations can choose bulk verification, which allows all locations to be verified at the same time.

I lost access to my GBP. What can I do?

Duties such as filling out an online listing are often tasks that business owners hand off to an employee or a consultant. There's nothing wrong with doing so if you make sure that person provides you with all the information pertaining to your account.

Failing to do this is a simple oversight, and common mistake business owners make. An employee creates a listing, has all of the login information in a personal file, and when they leave the company, they take that information with them. Now you can't continue to update your listing to get into the 3-Pack. Always record your personal information, or have the employee share it with you, and keep it in a safe place to avoid possible issues.

It's a problem, but one that can be corrected.

Firstly, of course, try to contact the employee or consultant and simply ask for the information. If you can't track them down or they no longer have it, you'll have to go a bit further.

Start by going to Google Business Profile and entering the name of your business. It will already be claimed, and Google will show you a screenshot of the email that was used to claim and verify the listing. In some cases, this triggers the memory of business owners and they simply have to use a different email address to log in.

If you don't recognize the email, or you know it was never yours, click on "Request Access." This will open a form that you simply have to fill in and submit. Both you and the current claimant will get an email explaining the situation. At that point, the current claimant has one week to allow access.

If they approve, everything is fine and Google will send you an email with further instructions. If the request is denied, you will not be able to access that listing. You will have to create a new listing and try to change it as much as possible, such as including a new phone number. **In cases of denial, the decision can be appealed.**

If the current claimer does not respond to the request at all within one week, Google will typically decide whether or not to grant you access.

Can the free website Google offers replace my website?

The short answer is No, however, there are certainly benefits to utilizing it. When users click on a listing in the Google 3-Pack, they generally want to be taken to that company's website. While the 3-Pack changed this a little bit from what the 7-Pack once allowed, searchers can still do this. The website they're taken to is still the website the business has had all along.

However, **Google does provide an option for a free website within Google Business Profile.** This is really only ideal for businesses that don't already have a website. And need a web address to get more information and their company image out to the public. And even these owners should seriously consider getting a full website with a custom domain name and making sure it is fully optimized with SEO best practices.

The free website is very basic, has little opportunity for customization or optimization, and won't get business owners the results they're looking for. For those without means and without a full site, it CAN be a good step to acquiring the clients to afford the jump up to their own site. No matter what it IS a website that they can direct people to.

How does my website affect the Google 3-Pack?

Many business owners might not see an immediate connection between their website and the Google 3-Pack at all, and that's natural. After all, they're two entirely different web spaces. However, **a business website plays a huge role in a 3-Pack listing.**

This is because after clicking on a company's name in the 3-Pack, users will typically make their way over to that business' website. Because of this, **Google wants to make sure they're only sending users to quality websites.** A slow or broken site with irrelevant links, content, and titles will not help the status of your GBP listing. Google can also see how users interact with your site, which will have a huge impact on whether or not you get into the 3-Pack. Content, Relevancy, and Reputation are the main factors for all things Google. Having a strong website in concert with, and linked to, your GBP will always net you the best results in both areas.

This means all business owners should make sure they have their own website that includes great videos, articles, images, and information that potential customers want to know. Of course, as always with everything Google, **make sure you are employing SEO tactics and strategies** on every webpage to boost your ranking in the 3-Pack.

Must I include an address in my GBP listing?

Google Business Profile listings are designed to give users the most relevant, and the most helpful information possible. They also prioritize location when a user performs a search. **When a business does not include an address in its listing, Google considers this as going against the entire purpose of the listing.** This is viewed negatively and as such, businesses without addresses will have a hard time getting into the 3-Pack.

There are some businesses that honestly don't have a location. This is true for consultants, salespeople, and real estate agents. They may have a home office but most days, they're on the road meeting with clients. They are a legitimate business, but in this case, don't want to share the address of their private residence.

Leaving out an address in these cases is perfectly understandable. That doesn't mean though, that it's going to make it any easier to get into the 3-Pack. **These business owners will simply need to make absolutely sure that their SEO tactics are on point,** and that the rest of their listing, and their website, are outstanding.

The Importance of accurate NAP.

In the world of Google, consistency is key. This means that your NAP (name, address, phone number) must remain consistent throughout Google, on other websites, and wherever your name is mentioned online. When it's not, Google starts to question the validity of the business. Are you still in business? Is your contact information accurate? Which listing is accurate for the company, when there are several to choose from?

When Google runs across information online that points to these questions, the search giant is not going to try and figure it out. It's simply going to skip over that business, hurting all listings and all businesses that don't have consistent NAP information.

Many business owners don't ever consider the possibility of their NAP being inconsistent because, why would it be? You are, after all, trying to give customers the correct information.

This is likely true, but that doesn't mean it always happens. Did you have a different phone number a couple of years ago? Did you use one phone number for promotion and another for your main office line? Have you moved in the past five years? All of these, and more, are ways that business owners inadvertently have inconsistent information online. Along with updating services and offers, consistent NAP is important and if there's a discrepancy, it's a problem that needs to be fixed asap.

When the inconsistencies only involve one or two directories, it's typically a very easy problem to correct. Simply log in and make sure all your NAPs match. However, when there are problems on several sites scattered all across the web, it may be best to leave it to an SEO or marketing expert. After all, their business is performing these duties while your business efforts can be put to business growth.

How do online directories influence the 3-Pack?

Online directories impact your listing through more than just ensuring you have consistent NAPs across all sites. When a user performs a search for a business, service, or product, the businesses that offer those products are often displayed first under the 3-Pack. These listings include listings in the Yellow Pages, Yelp, NELocalBiz, and other notable directories.

This is why business owners want to make sure they're in as many of these reputable directories as possible. Each listing in a directory separate from Google is usually ranked quite high, and that will ensure your business is also listed high in the search results.

In addition to this, Google takes citations into account when ranking businesses in the 3-Pack. Each time your business appears in a directory, it's another citation and that helps your ranking in the 3-Pack.

There are many reputable directories out there that can help your business gain visibility. Here are some below:

- [Yelp](#)
- [NELocalBiz](#)
- [YellowPages](#)
- [Bing Places for Business](#)
- [Angie's List](#)
- [TripAdvisor](#)

Best ways to handle multiple locations for your business.

When Google released its [Possum algorithm](#) update, it includes filters for locations and phone numbers.

This means that businesses that have the same address or phone numbers will risk not being shown in the 3-Pack. Google will likely display one of them and determine which one based on which page has the best organic ranking in the search engine.

This poses a problem for some business owners. They have different locations, but they share a phone number. Or, they're a chiropractor that works in the same office building as many other chiropractors or doctors. Yet they can't have their business displayed in the 3-Pack even though they're a legitimate business.

The obvious choice is to get a new, separate phone number, or a new location. Sometimes this isn't always feasible for business owners. When that is the case, they simply need to optimize location pages for their website and make sure it's a completely different website than the other listing. For example, a chiropractor should make their own separate website and include that address in their listing rather than rely on the website for the entire building.

In the case that you have two locations and only one is showing, you can create entirely different websites for each location, or **create separate location landing pages for each store.**

Do I need to make my local landing pages different from my main page?

Yes. If you're going to create location landing pages on your website, **you can't just copy the material from one page and stick it onto another.** Firstly, doing so won't differentiate the page in the eyes of Google; the search engine won't even know it's a local landing page. Second, having duplicate material anywhere on your website, even when you originally created the material, has a negative impact in the eyes of Google. Your website will be penalized for it, and you'll be even further from getting into the 3-Pack.

To optimize location landing pages, you can:

- **Use local images with relevant geotags**
- **Use local marketing copy, such as inserting the name of your city or region into the text**
- **Use geo-identification indicators**
- **Have a unique schema**

Include as much hyperlocal content as you can - for example, pictures of a home show you were at in a specific city you service. If you have any interests that relate to a place, event, or point of interest locally- write about it, and include that content on your site! Customers with coinciding interests will have something in common with you and give your business a boost by association.

How many location landing pages should I have on my website?

Sometimes businesses may only have one or two service areas. For example, they have a store in one town and a second in another and that's it. These cases are easy because the owner simply needs to create two different location pages - one for each town the company services.

Other businesses though have a huge service area. Contractors particularly fall into this category. They may spend a lot of time in one city, but also often travel to surrounding cities to perform work. Do they need a location page for every single city? What if the service area is ten cities or more?

The answer is Yes. **Each location page should only have one keyword it wants to rank for.** In many of these cases, it would serve to have that keyword be “ (service) in _____(town)”.

Here the business owner needs to use a bit of judgment. What makes sense for the business? Do they spend time equally in all different cities, or do they focus on one or two? Do they have the budget to produce countless local landing pages? There is no maximum or minimum amount of location pages a business owner should have on their website. Just determine which locations mainly pertain to your business, which locations are the most profitable or have the most potential, and then create a location page for each one.

If your potential customers are looking for a service or product locally you want to target the terms they would use to search for said services and products. **The closer you are to the terms they are searching for...the more likely you are to be found.** The more visibility your site and GBP listing have, the better your chances of ranking first and being the first option a customer can click.

Again, we return to the cohesive properties of a business's website and its GBP. **If you have services listed in your GBP listing, make sure you have landing pages for those services.** If you have pre-existing pages for certain services or products, make sure they are listed on your Google Business Profile or have them listed on a specific page on your site. Google's ever-watchful gaze will reward you for consistency and relevance every time. The more your site and GBP align the greater your chances of ranking.

How to handle fake reviews on your business listings.

This does not actually refer to listings that were purchased, but it does refer to fake reviews that have been left by disgruntled employees or customers that simply wanted something the business didn't offer and so they post unnecessarily mean or malicious reviews onto the business' listing. **So, what can be done when that happens?**

Unfortunately, there's often no immediate answer. Most directories make it impossible for the business owner to remove reviews that are posted, as they want to give future and potential customers the chance to get an honest and accurate understanding of the business and what people think of them. But that doesn't mean the business owner's hands are fully tied either.

In this situation, the directory will have to be contacted and made aware of the situation. They will work with the business owner to verify the fact that the review is in fact, fake, and after that verification has taken place, they will work to remove the fake reviews.

Another option would be to **actively work on positive reputation management**. A strong RM campaign is designed to get your customers onto your GBP to leave a positive review. Google sees you have lots of recent and incoming 5-star reviews and rewards your listing appropriately. A strong RM program is great for any business but can be especially helpful to a business that has been under fire by fake or malicious reviews. **The best way to conquer negative reviews is with positive ones!**

Using original art images in your GBP listing.

In addition to liking things consistent, **Google also really likes things that are authentic and unique.** Due to this, the search engine will place more preference on listings that have authentic images, such as a picture of the storefront or the business' logo, rather than stock art images. In addition, users really like to see pictures you've personally taken rather than something they could have looked up on their own. **When those users see a custom image, they're more likely to click on through to the website.**

Having multiple authentic pictures can also help your listing. Google considers such behaviors as "long clicks", or a lot of time spent looking through photos, and also ranks these listings higher than others. The more time people spend looking at your original images and content the better your ranking will be, the more people will click through to your business site, and the more customers you will net from search results.

Take advantage of your local area by featuring it on your site and GBP. It will only help. Sometimes an SEO service will provide original images and attach geo-tags to those images to help gain more local relevance for a business. If you have contracted a web developer, make sure you provide them with as many original images as possible, and add those images to your Google Business Profile as well.

Can customers change my listing in Google Business Profile?

Yes, and this can be a nuisance, or greatly impact your business in a negative way. **It's not just reviews and photos users can add.** They can also change things like the business' location, and you as the rightful owner may not even be notified. It seems unfair, but Google believes this helps make the listing more useful to other users.

Customers can add details, change hours and location addresses, and add updates at will. This can be great, at times, but if you are not aware and staying up to date, this can also cause confusion.

There's unfortunately, not a lot that business owners can do except **regularly check their listing and make sure it is accurate.** This is why it's vital that all business owners don't just create a listing to get into the 3-Pack, but continue to monitor it as well. Otherwise, you might never make it in.

Google Business Profile as a social network?

In July 2017, Google added another change to Google My Business (Now Google Business Profile) and that was to allow business owners to include posts in their listing. Due to the terminology, many business owners now assume that GBP is a social network where you “post” things you want your followers to know.

This isn't accurate, though. **GBP is an online directory, not a social network.** However, you should take advantage of the Posts option. It's still a great way to get the word out to customers about a sale, promotion, or event, and can keep customers informed - which keeps customers happy. Think of Posts as the best thing about the social networks that GBP, the online directory, has adopted.

Posting regularly will also affect the performance of a GBP ranking. The more you post, the more people can see. The more people that see your information the better your chances of securing them as a customer.

The value to the Top 20 Maps results.

When the Google 3-Pack displays the information of the top three businesses, and a user clicks on one of those businesses, they're not taken directly to the company's website as they once were. Instead, now they are taken to another listing of businesses, 20 to be exact. At the top of this listing is the business the user clicked on. All other 19 businesses are listed underneath it.

This is a bit of a double-edged sword for business owners. It's good news if you haven't made it into the 3-Pack, because you still have a chance. However, you may have also done all that work to get into the 3-Pack just to give 19 other business owners the same opportunity. The one reassuring factor is the number of searchers that only click the top results.

So, is there value to being listed in those top 20 results?

Of course! Any time your competitors are listed, your business should be somewhere in the same list, even if it's a few spots down. **You still want to strive to get into the 3-Pack, as this is the best option.** But if you can't get in there, settling for the top 20 is more beneficial than not being listed at all.

Paid ads in the 3-Pack.

Most people have gotten accustomed to the way Google displays search results. **Paid ad listings are first, then the 3-Pack, then organic search results.** However, paid ad listings and the 3-Pack do intersect each other. Google allows business owners to advertise in the 3-Pack through Google Ads. These results appear at the top of the 3-Pack and have a small “Ad” icon on them.

To be clear, creating an ad campaign through Google Ads is not enough. **You must get into the 3-Pack first, and then create your ad.** From there, Google will determine which business ads are most relevant to a user’s query. Even if you’ve created an ad, if Google doesn’t think it’s helpful or answers the user’s question, it may display it somewhere else in the search results, but not in the 3-Pack. **Google will take into consideration the context of the query, the searcher’s location, time of day, device, and where the searcher has browsed in the past.**

If you have already conquered the 3-Pack, an ad campaign may be a great way to offer sales information, a new product or service, or boost engagement for an event. Ad traffic will boost during the campaign period, but your organic rankings will support the site, and your listing consistently.

Common Google Business Profile mistakes.

Like everything else in online marketing, there are many common mistakes made with Google My Business listings. If you fall into the same trap of making those mistakes, your listing will suffer and you won't make it into the 3-Pack. **So, what are those mistakes?**

- **Not having a listing at all**
- **Having duplicate listings**
- **Missing relevant categories**
- **Missing contact information on your website or in your listing**
- **Inconsistent NAP information online**
- **Missing citations**
- **Missing customer reviews**
- **Low-quality website content**
- **Lack of high-quality, relevant links**
- **Not having a mobile-friendly website**

The good news is that all of these mistakes are fairly easy to correct. You just have to know what to look for, and then get into your GBP listing, and website to correct any mistakes you find.

How to delete a GBP listing.

Maybe you've accidentally created a listing for your business twice in GBP. Maybe you came across a duplicate listing and want to get rid of it. Or maybe, you've gone out of business and want to start fresh before embarking on your next endeavor. Whatever the reason, **sometimes you need to delete a listing from GBP rather than create one.**

When that's the case, this is what you can do:

- **Sign in to GMB and click on the three-dot menu of the account you want to delete. Then select 'Delete'.**
- **Click 'OK' to continue and then if necessary, sign into your GBP account again.**
- **Review the information and select the appropriate boxes, confirming that you want to delete the listing.**
- **Click "Delete account." All of the information will be permanently deleted from GBP.**

Before taking these steps, consider why you want to delete the listing. Did you really accidentally make two listings and one listing has much more information than the other? Or, **do you simply want to make your listing better, and do you think starting from scratch is the best way to do that?** In case you answered the latter, it's important to understand that there are often much better options than deleting an entire listing, as mistakes can often be corrected through your current account.

Accessing your Google Business Profile.

Getting listed, and staying listed, within the 3-Pack mostly depends on your Google Business Profile listing. As a directory, Google Business Profile focuses on two things: local results, and mobility. As such, it makes sense that Google Business Profile would have an app that allows you to make changes to your account and keep it updated while on the go. And they did, but the management of your **GBP is now handled through Google Maps or through Google Search**. If you previously used the Google My Business app, you may have noticed that they have been notifying you of the switch-over to Google Maps for GBP management. The old Google My Business app is now closed and you will be prompted to use Maps or Search to access your GBP listing.

You can download **Google Maps for iOS** here:

<https://apps.apple.com/us/app/google-maps/id585027354>

You can download **Google Maps for Android** here:

https://play.google.com/store/apps/details?id=com.google.android.apps.maps&hl=en_US&gl=US

Of course, you want to know how access will function and what you're getting into when you start to actively manage it. It's important to know that **Google Business Profile access will allow you to:**

- **Update your business hours, location, contact information, and description**
- **Publish posts and pictures**
- **View search insights**

The Google Business Profile access will not allow you to:

- **Delete your business listing**
- **Change the settings within the account**
- **Transfer ownership of the listing to someone else**

Next Steps:

If you need any assistance creating, setting up, or optimizing your Google Business Profile listing, please feel free to reach out with any questions. We'd love to help, or can perform the work for you.

[email:taylor@twotallglobal.com](mailto:taylor@twotallglobal.com)

Thank you for reading this book. We hope that you found it useful and that it has given you the information you need to help you better understand the importance of getting into the Google 3-Pack and the strategies to employ to help you do just that.

If you would like additional assistance, please contact us at:

[email: taylor@twotallglobal.com](mailto:taylor@twotallglobal.com), or

Call us for a free 60-minute consultation.

(978)-464-1012

