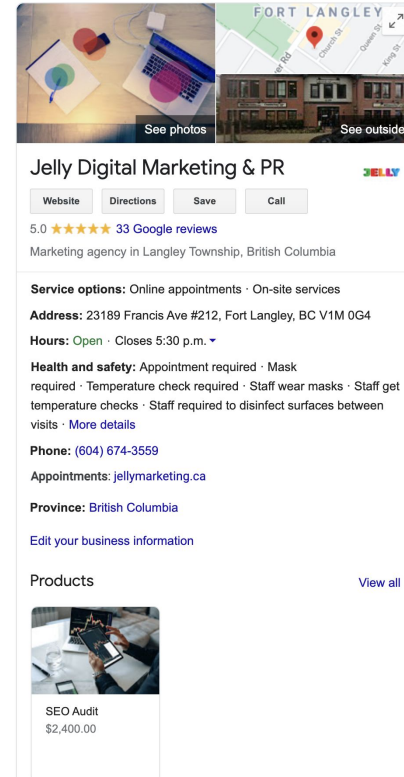


# Google My Business

with Jelly Digital Marketing & PR

# Find the listings you manage

**First... find the GMB business listings that you own. Be sure you are logged into the right Gmail associated with your account.**



The image shows a Google Business Profile for 'Jelly Digital Marketing & PR'. At the top, there are two photo thumbnails: one showing office equipment (laptop, pen, paper) and another showing a map of Fort Langley with a location pin. Below the photos are buttons for 'See photos' and 'See outside'. The business name 'Jelly Digital Marketing & PR' is displayed with a logo. Below the name are buttons for 'Website', 'Directions', 'Save', and 'Call'. The listing shows a 5.0 star rating from 33 Google reviews and is located in Langley Township, British Columbia. It lists service options (online and on-site), address (23189 Francis Ave #212), hours (open until 5:30 p.m.), and health and safety protocols (appointment required, masks, temperature checks). Contact information includes a phone number (604) 674-3559 and a website (jellymarketing.ca). A 'Products' section is visible at the bottom with a thumbnail for an 'SEO Audit' priced at \$2,400.00.

**Jelly Digital Marketing & PR**

Website Directions Save Call

5.0 ★★★★★ 33 Google reviews

Marketing agency in Langley Township, British Columbia

**Service options:** Online appointments · On-site services

**Address:** 23189 Francis Ave #212, Fort Langley, BC V1M 0G4

**Hours:** Open · Closes 5:30 p.m. ▾

**Health and safety:** Appointment required · Mask required · Temperature check required · Staff wear masks · Staff get temperature checks · Staff required to disinfect surfaces between visits · [More details](#)

**Phone:** (604) 674-3559

Appointments: [jellymarketing.ca](http://jellymarketing.ca)

**Province:** British Columbia

[Edit your business information](#)

**Products** [View all](#)

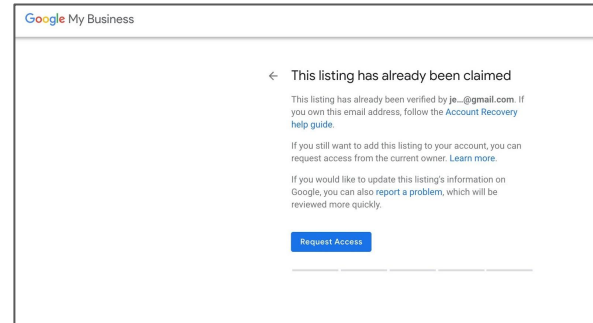
SEO Audit  
\$2,400.00



# Not sure what email address is associated with your GMB listings?

If you aren't sure what email account is associated with your listing, try [this link](#).

Type in your business name, select it and you should see a message like this:



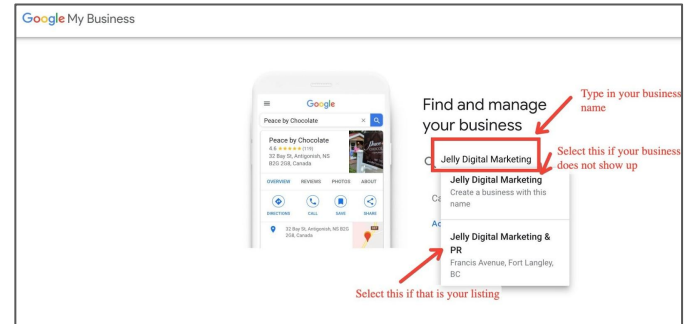
That should provide enough of a hint to figure it out. If not, press the request access button and follow the instructions. Google will send you an email stating they have sent an email to the current owner; that can range from 7-12 business days. If no response is received by the current owner, Google will release the accounts and you can try to claim it by going back to [this link](#).



# Creating a Listing

If you don't have a GMB listing or aren't sure if one exists, use [this link](#).

Again, type your business name and either select it or create a new listing. Type in your business name and it will show if your business exists like so:



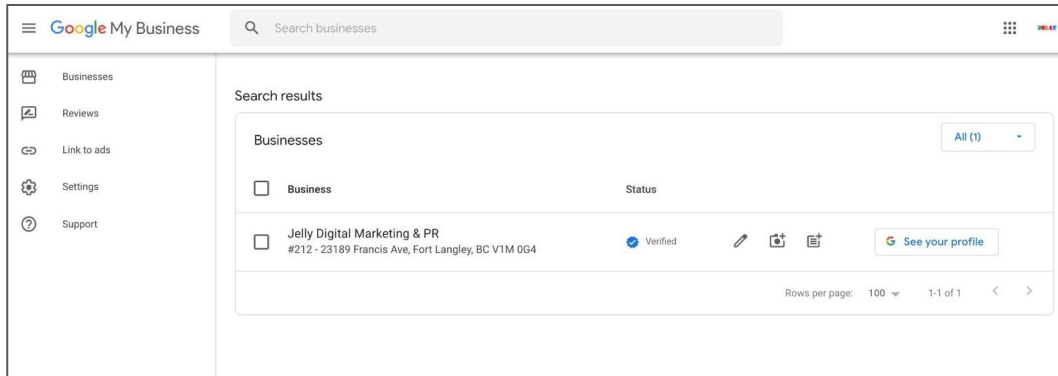
If you are creating a listing from scratch, it will ask you some information such as the industry, name, address, phone number and then request verification. Without verification the listing will not be live. Usually Google will provide a postcard verification which normally takes about 5-10 business days.



# Optimizing your GMB profile

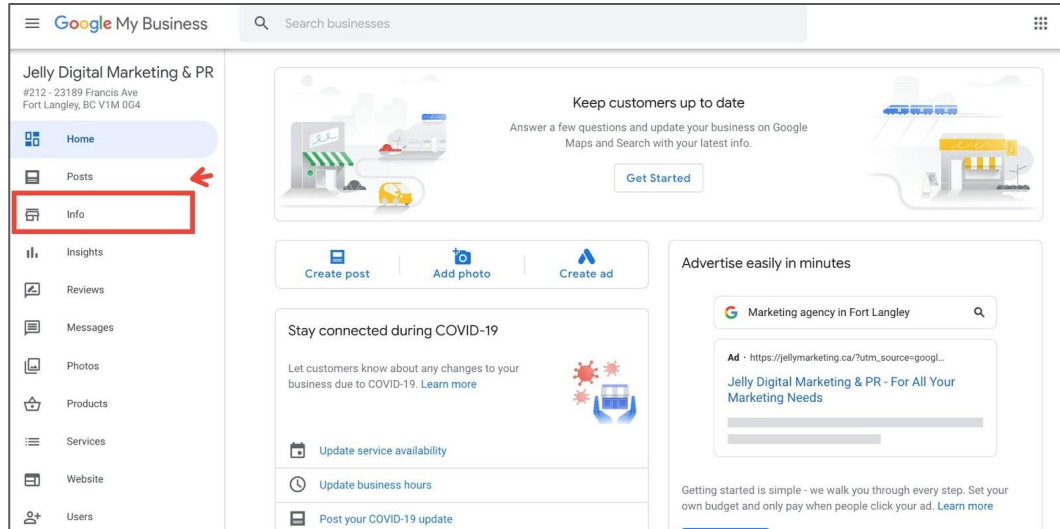
Now that you have your GMB profile, it's time to optimize it!

Ensure you are logged into the right Gmail address, visit [this URL](#) and click on your listing like so:



# Optimizing your GMB profile

Once that is done you will get to a page like this:



You will then want to select Info on the left hand side.



# Optimizing your GMB profile

You will then get a page like this:

The screenshot shows the Google My Business interface for 'Jelly Digital Marketing & PR'. The left sidebar contains navigation options: Home, Posts, Info (selected), Insights, Reviews, Messages, Photos, Products, Services, Website, Users, Create an ad, Add new business, and Businesses. The main content area displays the business name, address (#212 - 23189 Francis Ave, Fort Langley, BC V1M 0G4), and a list of services including Marketing agency, Web Designer, Advertising agency, Public relations firm, and Internet marketing service. Below the services is the location pin and address, followed by service areas (Burnaby, BC, Canada; Port Moody, BC, Canada; Richmond, BC, Canada; Pitt Meadows, BC, Canada; +16 areas) and a table of hours of operation.

Day	Hours
Sunday	Closed
Monday	9:00 AM - 5:30 PM
Tuesday	9:00 AM - 5:30 PM
Wednesday	9:00 AM - 5:30 PM
Thursday	9:00 AM - 5:30 PM
Friday	9:00 AM - 5:30 PM
Saturday	Closed

The right sidebar features a 'Your business is live on Google' section with links for 'View on Search', 'View on Maps', and 'Share your Business Profile'. Below this is an 'Advertise easily in minutes' section with a search bar containing 'Marketing agency in Fort Langley' and a 'Start now' button. At the bottom of the right sidebar is a 'Close this business on Google' link.



# GMB optimizations

**The most important part of local SEO is ensuring your name, address, phone number is consistent with any online directories (formatting does matter here.)**

**Name:** Should be your business name and should match your other online profiles

**Address:** Should be your location address and again this should be consistent with all your other online profiles. Formatting does matter here. For Example: St vs Street. Be consistent with whichever version you chose

**Phone Number:** Should be the local phone number (you can add additional numbers for any 1-800 numbers but they will not be displayed)

**Website URL:** This should be your current website address

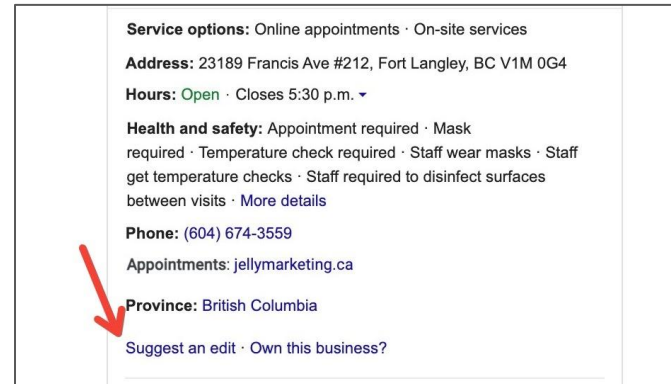
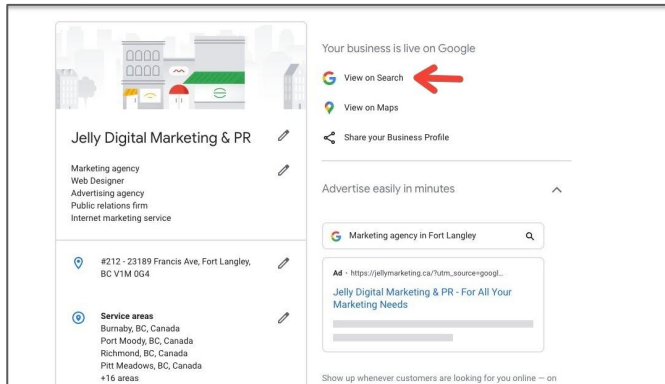
**Categories:** Your primary category should describe your business. With any categories you cannot make them up, you have to select from a list of options Google provides



# Changing your primary category

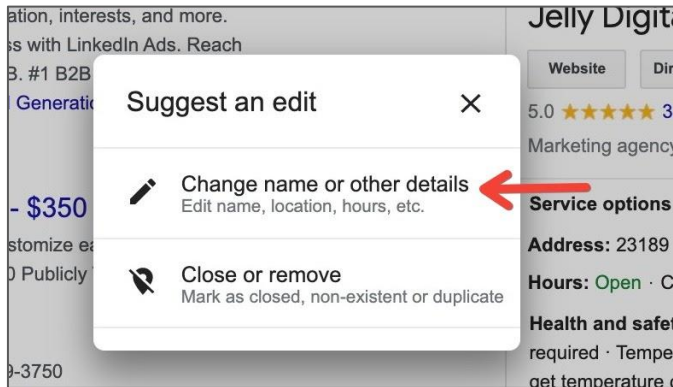
If you need to change your primary category do not change it in the backend, your profile will become unverified.

You should click on view on search like so:

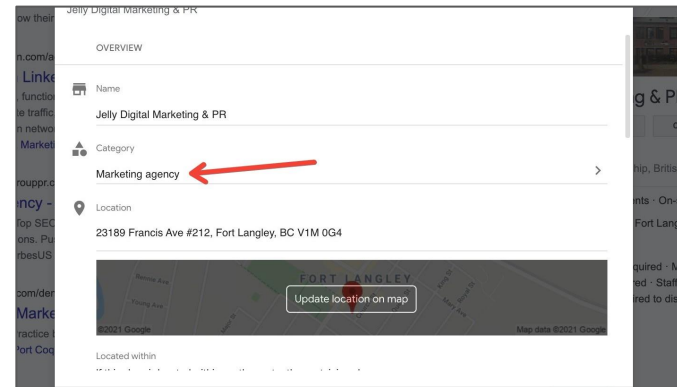


# Changing your primary category

Then you will select change name or other details:

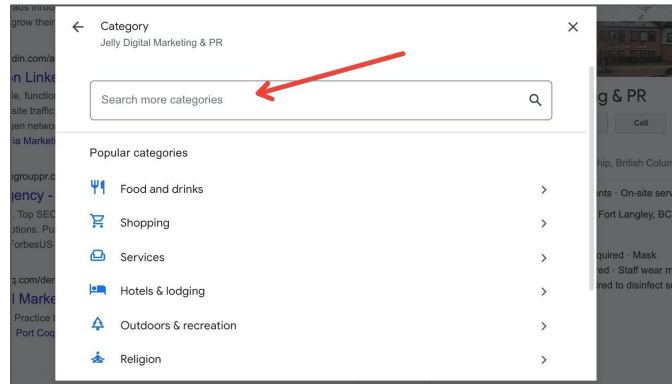


Then you will want to click on your category:

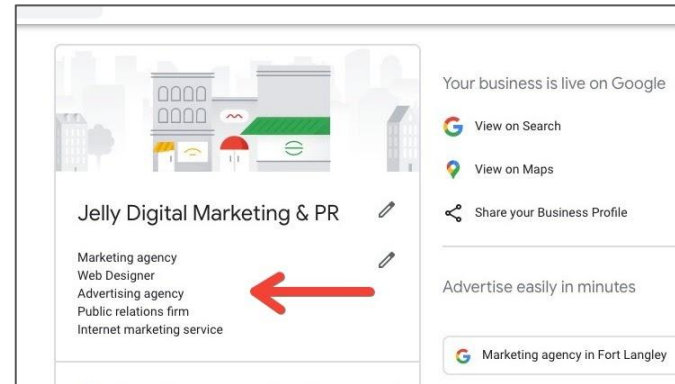


# Changing your primary category

Then finally you will want to select a relevant category:



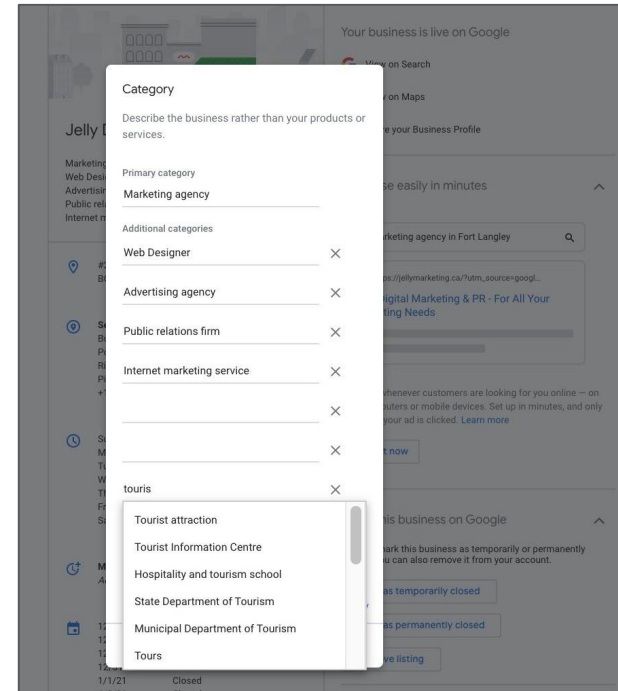
Select any relevant additional category. You can do this on the backend without worrying about unverified your profile:



# Changing your primary category

You can select up to about 9 additional categories.  
Again you will have to choose from the list Google provides.

Normally you just type in the word and it will show you potential relevant categories:



# Adding additional information

Ensure your **hours are listed and up to date**, as well list any **areas you serve**.

The screenshot shows the 'Jelly Digital Marketing & PR - For All Your Marketing Needs' business profile edit page. The left sidebar contains several sections:

- Service areas:** Lists Burnaby, BC, Canada; Port Moody, BC, Canada; Richmond, BC, Canada; Pitt Meadows, BC, Canada; and +16 areas.
- Hours:** A table showing hours for each day of the week: Sunday (Closed), Monday (9:00 AM - 5:30 PM), Tuesday (9:00 AM - 5:30 PM), Wednesday (9:00 AM - 5:30 PM), Thursday (9:00 AM - 5:30 PM), Friday (9:00 AM - 5:30 PM), and Saturday (Closed).
- More hours:** A section to add more hours.
- Calendar:** A table showing specific dates and their status: 12/24/20 (Closed), 12/25/20 (Closed), 12/26/20 (Closed), 12/31/20 (Closed), 1/1/21 (Closed), and 4/2/21 (Closed).
- Phone:** (604) 674-3559.
- Website:** JellyMarketing.
- Appointment link:** https://jellymarketing.ca/?utm\_source=google&utm\_medium=organic&utm\_campaign=gmb.
- Services:** Add or edit items.

The main content area on the right includes:

- A description field with a 'Start now' button.
- A section titled 'Close this business on Google' with options to 'Mark as temporarily closed', 'Mark as permanently closed', and 'Remove listing'.
- A section titled 'Let Google help your business'.
- An 'Advanced information' section with fields for 'Store code', 'Labels', 'Google Ads location', and 'Google Ads extensions phone'.



# Adding additional information

You will also want to **claim your shortname**.

**Add an appointment link** (You can link to a direct link that's for booking appointments or otherwise feel free to link to your contact page).

**List any particular services** or product you have and provide information on them.

As well as any kind of **attributes** such as woman led, health and safety requirements, amenities, and also a description about your business.

Lastly, ensure you **add photos** of your business. If you do not, sometimes Google will use random photos that it thinks are related to your business or perhaps a random customer photo that tagged your business. Sometimes those photos may not be the most flattering images.

The screenshot displays a business profile editing interface with the following sections:

- Products**: Add or edit products (with a plus icon).
- From the business**: Identifies as women-led (with an edit icon).
- Accessibility**: Wheelchair accessible entrance, Wheelchair accessible parking lot, Wheelchair accessible restroom, Wheelchair accessible seating.
- Amenities**: Add attributes.
- Health & safety**: Appointment required, Mask required, Temperature check required, Staff wear masks, Staff get temperature checks, Staff required to disinfect surfaces between visits.
- Service options**: Online appointments, Onsite services.
- Description**: We are a high-energy team of go-getters, storytellers, and experts in all things digital who work tirelessly to get your business, product, and message seen and heard by the right people. While social media, SEO, PR, and digital advertising are the pillars of our business, it is our unique ability to combine the trio that enables us to provide comprehensive amplification for your brand. (with an edit icon).
- Open date**: Opened on May 1, 2013 (with an edit icon).
- Add photos**: Add photos (with a plus icon).



# Local SEO ranking factors

**To improve your local GMB map rankings you will need to ensure your profile is optimized like mentioned previously. GMB reviews will also have an impact on how well your GMB profile performs, especially if they list the service or area they were in.**

- Proximity does play a factor. Depending on how close or far away someone is, it will impact how likely the profile is to show up.
- You will want to continue to build out your profile in local citation directories including Yelp, Yellowpages, Foursquare, Apple Maps, Bing Places, ect. Your information on those platforms should be identical to your GMB profile information.
- Lastly you will want to ensure your content mentions the services and location. For example: Tourism Vancouver or Local Hiking Tours Winnipeg.





# THANK YOU!

Any Questions?