

# Get on The Map

A 3-PART SERIES ON PLACING AND RANKING HIGHER ON GOOGLE MAPS.

# Get on The Map

**Class #1** – January 9

Optimizing your Google My Business (GMB) Listing

**Class #2** – February 13

Google Maps Placing – How to Rank Higher In Maps & Local Search

**Class #3** – March 20

How To Structure Your Website Correctly to Rank in Google Maps

# Who Is This Series For?

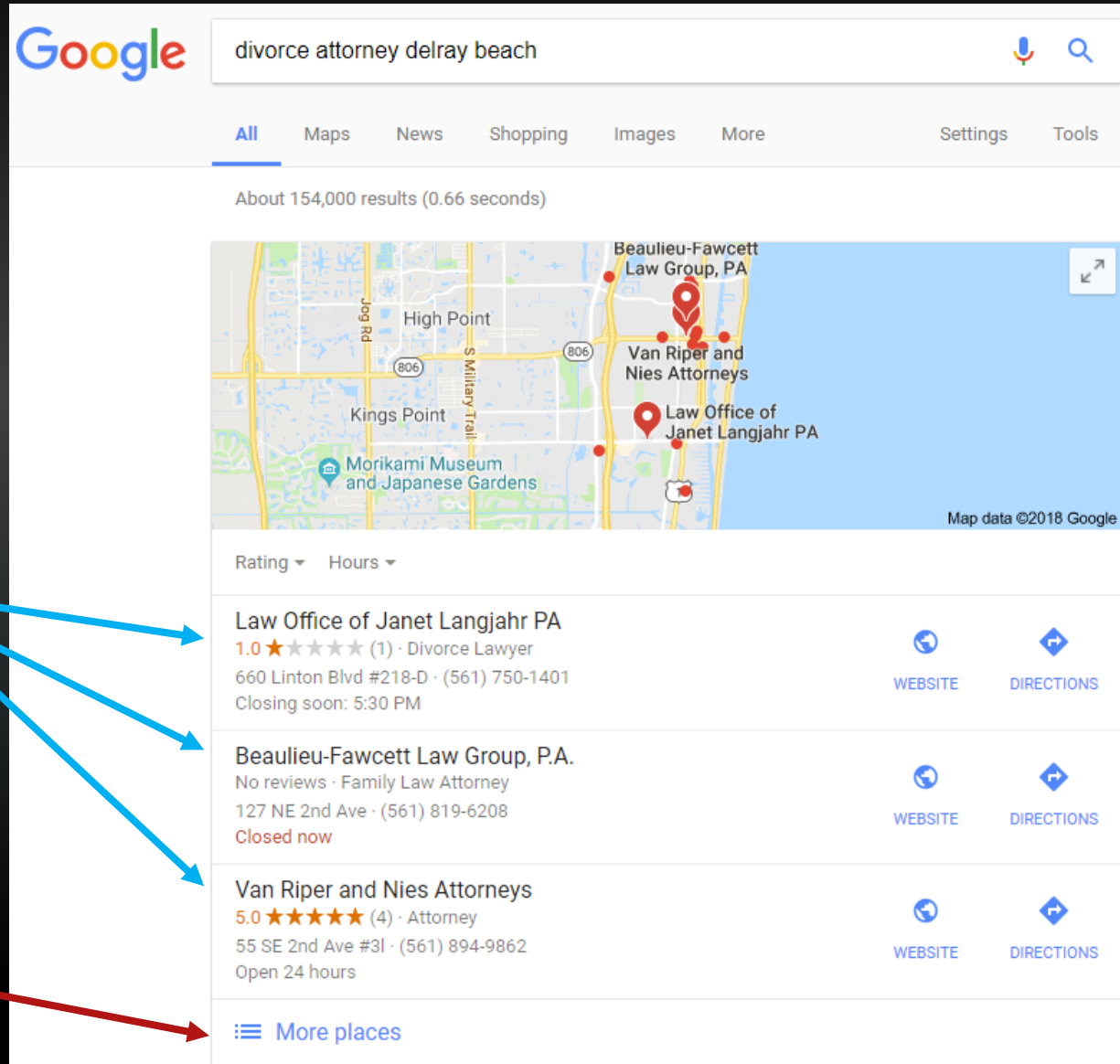
This information is not important if you:

- Are a millionaire
- Have more business/clients that you can handle
- Already rank #1 on Google for every keyword related to your business

# Why is This Important?

Because you  
Want to be here

NOT Here



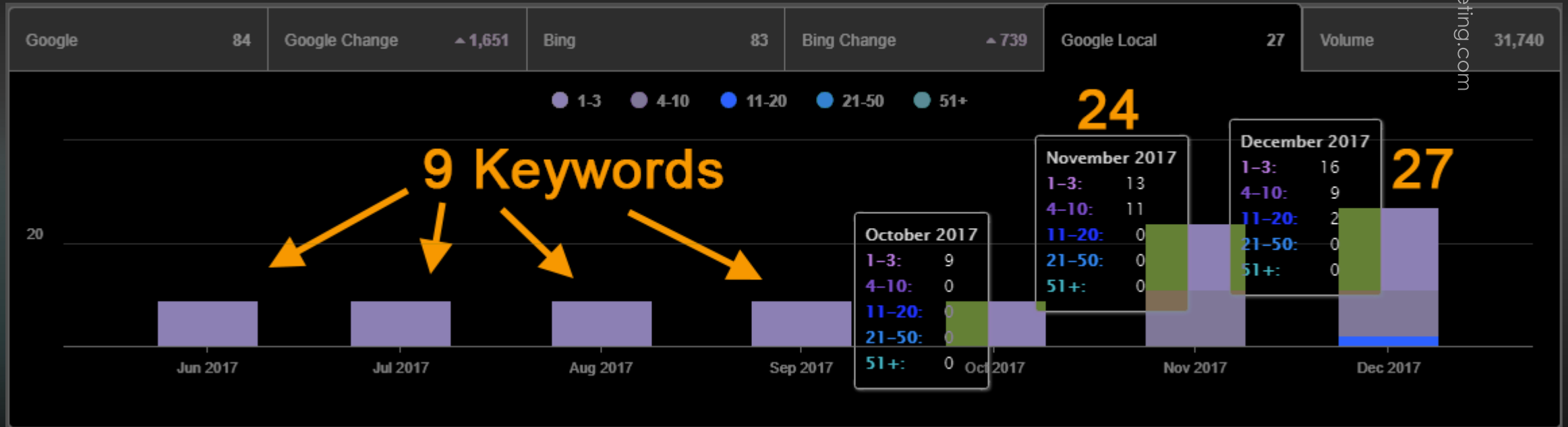
Google  
3-Pack

# What is SEO?

Search Engine Optimization

Nationwide SEO is VERY different  
from Local SEO!

# Case Studies



# Getting Started

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[Google.com/Business](https://www.google.com/business)

- Claim & Verify Listing
- Complete ALL information (or someone else might)
- Ensure your NAPs are consistent.

Google My Business

Home How it Works Resources

SIGN IN START NOW

## Make the most of your free Google listing.

Show up when customers search for your business or businesses like yours on Google Search and Maps. Google My Business lets you post updates to showcase what's new, respond to reviews to build loyalty and add photos to highlight what makes your business special.

START NOW

Have questions? Give us a call: [1-844-491-9665](tel:1-844-491-9665) \*

Junzi Kitchen  
4.6 ★★★★★ (18) \$\$  
Fast Food Restaurant

OVERVIEW POSTS REVIEWS

CALL DIRECTIONS SHARE WEBSITE

NFC mobile payments • Quick bite • Casual

# Reviews

- 97% of Consumers read online reviews for local businesses.
- 85% of consumers trust online reviews as much as a personal recommendation.
- 49% of consumers need at least a 4-star rating before they choose to use a business.



# Reviews




- Critical for driving conversions (leads, calls, sales)
  - Can be the difference between you getting a client, or your competitor.
- Not as difficult to acquire as you think.
  - Offer discounts/promotions for an honest review
  - Ask previous clients or friends to leave a review
- Automation tools

# Who Would You Call First?

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CAEmarketing.com

Rating ▾ Hours ▾

<b>Law Office of Janet Langjahr PA</b> 1.0 ★★★★★ (1) · Divorce Lawyer 660 Linton Blvd #218-D · (561) 750-1401 Closing soon: 5:30 PM	 WEBSITE
<b>Beaulieu-Fawcett Law Group, P.A.</b> No reviews · Family Law Attorney 127 NE 2nd Ave · (561) 819-6208 Closed now	 WEBSITE
<b>Van Riper and Nies Attorneys</b> 5.0 ★★★★★ (4) · Attorney 55 SE 2nd Ave #31 · (561) 894-9862 Open 24 hours	 WEBSITE

# GMB Posts

Like "Mini Ads" for your business!

- Active for 7 days only
- Use posts to:
  - Promote your events.
  - Advertise a SALE.
  - Feature a new product or service.
  - Promote your latest article.



CAE Marketing & Consulting, Inc.

5.0 ★★★★★ 17 Google reviews

Marketing agency in Boca Raton, Florida

Website Directions

Address: 150 E Palmetto Park Rd Suite 800, Boca Raton, FL 33432

Hours: **Closed now**

Phone: (561) 220-2304

Suggest an edit

CAE Marketing & Consulting, Inc. on Google

Start the new year off by getting a jump on your local competition - Get more visibility on Goo...

3 days ago

Learn more

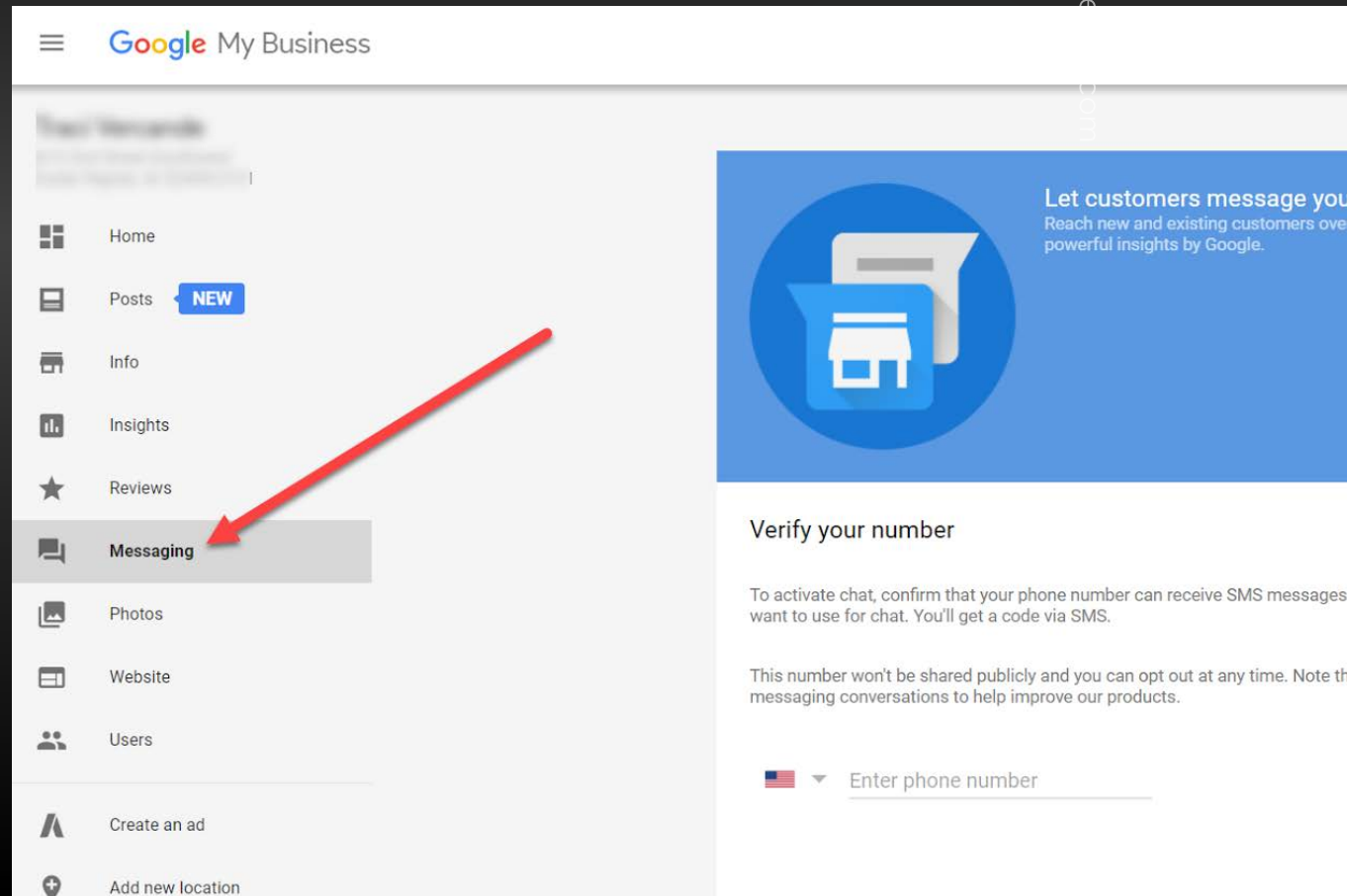
**Foundations**  
 TOOLS FOR BUILDING YOUR BUSINESS  
 OPTIMIZING YOUR GOOGLE MY BUSINESS LISTING TO GENERATE MORE LOCAL CLIENTS  
 A 3 PART SERIES CLASS  
 TUESDAY, JANUARY 8TH  
 8:00AM - 9:30AM  
 @ DELRAY CHAMBER OF COMMERCE  
 PRESENTED BY CAE & Google My Business

# GMB Messaging

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Connect directly with someone looking at your business that instant.

- On mobile devices only
- Use Google's Allo app if you don't want to use your own #.



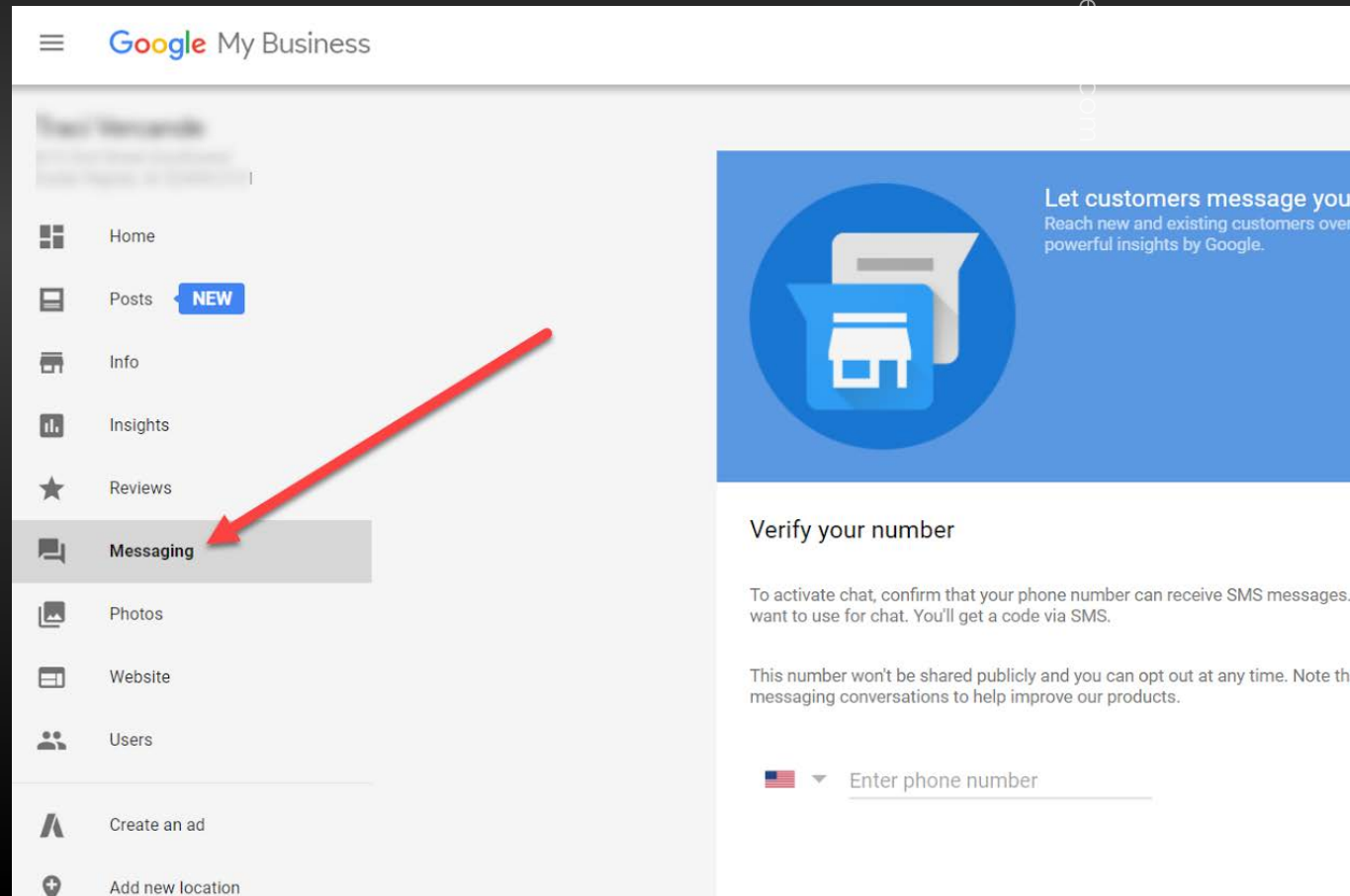
The screenshot displays the Google My Business dashboard. On the left, a sidebar menu lists various management options: Home, Posts (with a 'NEW' badge), Info, Insights, Reviews, Messaging (highlighted in grey with a red arrow pointing to it), Photos, Website, Users, Create an ad, and Add new location. The main content area on the right features a blue banner with a messaging icon and the text 'Let customers message you. Reach new and existing customers over powerful insights by Google.' Below this is a 'Verify your number' section with instructions on how to activate chat via SMS and a field to 'Enter phone number' with a dropdown menu for country selection.

# GMB Q&A

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**Allows people to ask questions about your business, which you can answer.**

- Not visible on mobile
- Log in to GMB dashboard to see if you have questions.
- Anyone can answer questions.



The screenshot shows the Google My Business dashboard. On the left, a sidebar menu lists various options: Home, Posts (with a 'NEW' badge), Info, Insights, Reviews, Messaging (highlighted with a red arrow), Photos, Website, Users, Create an ad, and Add new location. The main content area on the right features a blue banner with a messaging icon and the text 'Let customers message you' and 'Reach new and existing customers over powerful insights by Google.' Below this is a 'Verify your number' section with instructions on how to activate chat and a form to enter a phone number.

# Get on The Map

TIME TO SET UP AND OPTIMIZE YOUR GMB

# Contact Us

FOR QUESTIONS OR A FREE ANALYSIS OF YOUR GMB OR WEBSITE

[CAEMARKETING.COM](https://www.caemarketing.com)

