

GBP Ranking System



- Keywords in Website SEO Title
- Complete & Verified GBP
- Specific Service Areas
- Primary GBP Category
- Reviews - Quantity*



- Keywords in Business Name
- Reviews Quality*
- Dedicated Service Pages
- Physically in the City
- Additional GBP Categories



- City Center Proximity
- Proximity to Searcher



- Consistent Citations
- Backlinks



- Social Media Content
- Geo-Tagging Images

Google Business Profile Optimization Guide for Real Estate Agents



This guide will help you set up and optimize your GBP to improve visibility, generate leads, and enhance your online presence.

1. Setting Up Your Google Business Profile (GBP)

- Claim your GBP or create a new profile if you haven't done so already:
 - Go to [Google My Business](<https://business.google.com>).
 - Search for your business name and follow the prompts to claim it.
 - If your business is not listed, select the option to create a new profile.

2. Verification

- Verify your profile using one of the following methods:
 - Postcard: Receive a postcard with a verification code.
 - Phone: Google will call your business number to verify.
 - Email: Verify your business through email.
 - Video Verification: If required, record a video showing your business location, signage, and workspace.

3. Optimizing Business Information

- Ensure your business information is accurate and consistent across all platforms:

- **Business Name:** Use the same business name across your website, social media, and GBP.
- **Service Areas:** List all areas you serve.
- **Business Categories:** Select "Real Estate Agency" as your primary category and add relevant secondary categories.

4. Call Management

- Consider setting up a Google Voice number specifically for your GBP to manage calls efficiently:

- **[Do Not Call (DNC)]**(<https://www.donotcall.gov/>) list to avoid telemarketers. However, this may impact your NAP citations.

5. Enhancing GBP with Photos, Videos, and Posts

- Visual content is crucial for engagement:

- **Photos:** Aim for over 100 photos showing different aspects of your business.
- **Videos:** Use video content to showcase your services or provide virtual tours.
- **Posts:** Regularly update your GBP with posts about new listings, open houses, and market updates.
- Consider using tools like **[Zapier]**(<https://zapier.com>) to automate posts.

6. Engaging with Clients through Reviews and Q&A

- **Request Reviews:** Create a Google Review URL and link it to a QR code for clients.
- **Respond to Reviews:** Always respond to reviews, whether positive or negative.
- **Q&A Section:** Populate this section with common questions using tools like **[Answerthepublic.com]**(<https://answerthepublic.com>).

7. Leveraging Additional Tools and Resources

- Use the following tools to further enhance your GBP:
 - YouTube: Create a channel connected to your GBP.
 - Citations: Ensure NAP details are consistent across all platforms.

8. Advanced Strategies for Maximizing GBP Potential

- Implement these advanced strategies:
 - Meta Descriptions: Include relevant keywords in your website's meta descriptions.
 - Backlinks: Focus on getting backlinks from reputable local and industry-specific sites.
 - Automation: Use tools like Zapier for automation.

9. Hands-On Workshop

- Practice setting up or refining your GBP during the hands-on workshop. Ask questions for real-time support.

10. Wrap-Up and Next Steps

- Review key takeaways:
 - Ensure consistent business information across platforms.
 - Regularly update your GBP with content.
 - Engage with clients through reviews and Q&A.

Full URLs:

1. Google My Business: <https://business.google.com>
2. Do Not Call (DNC) List: <https://www.donotcall.gov/>
3. Zapier: <https://zapier.com>
4. Answerthepublic.com: <https://answerthepublic.com>
5. Semrush Keyword Research:
<https://www.semrush.com/analytics/keywordmagic/start>

Google Business Profile Review Outreach Template

Reach out to your clients with the below template* and ask them to provide you with a 5-star Google Business Review that benefits your SEO and online reputation.

Dear friend or client (*whichever is appropriate*)

I believe your story is worth sharing! I would be grateful if can you leave me a Google Business Profile review and provide us with a 5-star rating.

Here's how to leave a review on my Google Business Page:

- 1) Click on → this link (insert your unique review link)
- 2) Select 5-stars
- 3) Tell me about your experience finding your home or selling your home! Let me know why you chose to work with me and any other details you'd like to mention.
- 4) Click the Post button!

Your feedback is important to me and helps me continue to deliver exceptional service. Thank you!

Kindly,

Your agent (<-- *your name or team name here*)

**I recommend that you customize the message based on your specific clientele.*

Google Business Profile Review Outreach Template

Use this template to ask your clients for a Google review who have left you a review elsewhere (*Zillow, Yelp, etc.*)

If your client has already left you a review on Zillow or Yelp, this is great! You're halfway there already. Ask your client to "repost" their Zillow or Yelp review on Google to benefit your SEO and your reputation. Use this sample below as a template*.

Dear friend or client (*whichever is appropriate*)

Thank you so much for leaving our team this stellar review on Zillow. We believe your story is worth sharing! We would be grateful if you can repost your Zillow review below to our Google Business Page and provide us with a 5-star rating.

If there's anything you'd like to add to the Google Review, please do so as we want to continue delivering exceptional service.

Here's how to leave a Google review:

- 1) Click on → this link (insert your unique review link)
- 2) Select 5-stars
- 3) Copy your Zillow review below and paste it into the review box and click post! (*copy the client's Zillow review here: Sample below*)

We 'accidentally' fell in love with a house before we were even ready to list our current property (and at the start of pandemic-lockdown). Buying and selling at the same time is always a challenge. Given the uncertainties of the market during COVID-19, it was even more stressful but Lisa helped us through it all. Lisa was able to sell our home at a great price quickly and get us into our dream home.

Kindly,

Your agent (<-- your name or team name goes here)

**Again, I STRONGLY recommend that you customize the message based on your specific clientele.*

Google Business Profile Review Responses

Option 1:

Thank you for taking the time to share your experience with our real estate services. We greatly appreciate your feedback and value your input!

At **[Your Real Estate Agency]**, we are committed to providing top-notch service in **[Location]**. We are thrilled that you had a positive experience working with us, and we hope you enjoy your new home in **[Location]**.

Option 2:

Thank you for sharing your experience with us! We're delighted you had a great experience with our real estate services in **[Location]**. Enjoy your new home, and remember, **[Your Real Estate Agency]** is here for all your future real estate needs!

Option 3:

Thank you for sharing your real estate experience with us! We're thrilled that we were able to assist you with the home **[Buying/Selling]** process in **[Location]**. Your satisfaction is our reward, and **[Your Real Estate Agency]** is here whenever you need our real estate expertise. Enjoy your new home!

Google Business Profile Review Response Best Practices

Responding to reviews on your Google Business Profile is a way to engage with customers and an important factor for improving your local search engine ranking. Here are some best practices for responding to reviews to enhance your local SERP ranking. In your response, try to include the following:

1. **Keywords:** Include keywords related to your real estate services and location, such as "real estate," "buy," "sell," and the specific location where you operate.
2. **Location:** Mention your location to reinforce your local presence in SERPs.
3. **Call to Action (CTA):** Encourage the reviewer and potential clients to get in touch with you for their real estate needs. This provides a helpful response and signals to search engines that your business is actively engaged with its customers.

Remember to customize the response with specific details and ensure it aligns with your branding and messaging. Consistency in your responses across all reviews and platforms can positively impact your local SEO efforts.

Google Business Profile (GBP) Quick Wins Checklist

Top 7 Actions to Optimize Your Google Business Profile

1. Claim and Verify Your Profile

- Action: If you haven't already, claim your Google Business Profile at [Google My Business] (<https://business.google.com>) and verify it using one of the available methods (phone, email, postcard, or video verification).
- Why: Verification is necessary for your profile to be visible in Google search results and for you to manage your business information effectively.

2. Ensure Consistency Across Platforms

- Action: Check that your business name, address, and phone number (NAP) are consistent across your website, social media profiles, and other online directories.
- Why: Consistency strengthens your local SEO and helps Google confidently link your online presence.

3. Fill Out Your Profile Completely

- Action: Make sure every section of your profile is filled out, including business categories, service areas, hours of operation, and services offered. Set "Real Estate Agency" as your primary category.
- Why: A complete profile ranks better in searches and provides more information to potential clients, increasing the chances they'll contact you.

4. Upload 100+ High-Quality Photos

- Action: Upload at least 100 photos of your office, staff, properties, client meetings, and any events or community involvement. Include your logo and any signage.
- Why: High-quality, diverse images improve engagement with your profile and signal to Google that your business is active and trustworthy.

5. Set Up a Review Collection Process

- Action: Create a Google Review URL, link it to a QR code, and include it in your closing packets or follow-up emails. Make it a habit to ask clients for reviews immediately after closing a deal.
- Why: Reviews are one of the most critical factors in boosting your profile's ranking and credibility. The more positive reviews you have, the more likely you are to attract new clients.

6. Post Regularly on Your GBP

- Action: Schedule monthly posts on your GBP, such as new listings, open houses, client testimonials, or market updates. Set a calendar reminder to ensure consistency.
- Why: Regular posts keep your profile active, improving its visibility and providing up-to-date information to potential clients.

7. Optimize Your Service Pages and Citations

- Action: Create or update service pages on your website that align with the services listed on your GBP. Ensure these pages are optimized with relevant keywords and that your NAP details are included on every page and citation.
- Why: Matching your GBP services with your website content enhances your SEO, making it easier for potential clients to find you in local searches.

How to Use This Checklist:

- Start Now: Begin with the first action and work your way down the list. Each step builds on the last, helping you create a comprehensive and optimized GBP.
- Set Deadlines: Assign specific dates to complete each action within the next two weeks.
- Monitor Progress: Check your profile's performance using Google My Business Insights after completing each step to see improvements.

This checklist is designed to help you get quick wins with your Google Business Profile, setting a strong foundation for ongoing optimization and success.