

Don't wait to start your "Shop Local" campaign!

The best ways to get found by local customers on Google Search and Google Maps is by claiming and optimizing your **Google My Business** (GMB) listing.



15+ years online marketing has taught me to pick and choose what works and what has staying power. Google is here to stay, they are investing in the GMB and Maps platforms and so should you.

Your GMB listing will provide customers with your business information;

- Phone number, Have the click to call advantage right on your Google listing
- Address, Gain visibility when customers search for your product (near me)
- Directions, Customers can get directions to your store right on Google Maps
- Business hours, Show them when you're open, so they aren't disappointed when they reach your door
- Reviews Let your previous customers help you build trust as an excellent place to go for products/services
- Photos, People love to see where they are going and the products you offer
- Specials, List your specials right on Google to gain attention
- Events, Let your local community know about your upcoming event
- FAQ's, Help customers find their answers right on your listing

Sadly, if you do not claim, optimize and manage your Google My Business listing, someone else can make changes, answer your FAQ's, leave negative reviews and more. This can damage your chance at reaching new customers.

- **BEWARE** - When claiming your GMB, make sure your NAP (Name Address and Phone Number) are an exact match across all your platforms.

Want to stand out even more?

Discover the Power of 360 Images of Your Business With Google Virtual Tours

Enhance your online visibility, your customers experience and draw traffic to your business with a 360 interactive **virtual tour on Google Maps**.



You may not even have a good image of your store front on Google Maps. After claiming your GMB you need to understand the best practices for ranking and how to take advantage of your listing.

Contact Ginger Roots Media to help you claim your Google My Business Listing, understand how to manage your listing for best results and schedule 360 degree images of your store.

Ginger Roots Media an Independent Agency

Sheryl Loch ~ sheryl@gingerrootsmedia.com

Henderson, Nevada

702-443-1457

Why 360 Business Tours on

1. Google Street View Virtual Tours improve your visibility in search.
2. Listings with photos and a virtual tour are TWICE as likely to generate interest.
3. When consumers search for businesses, they use mapping products 44% of the time. 41% of those searches result in an on-site visit.
4. People can move around in the image and get a sense of your business.
5. Virtual tours can be viewed on desktop, Android, iPhone and tablets.
6. No reoccurring fees! One time investment for taking the images and placing them on Google Maps. No hosting or maintenance fees.

Ginger Roots Media is listed as a Google Trusted Photographer in Henderson, NV.

