

# 10 THINGS YOU SHOULD DO TO IMPROVE YOUR GOOGLE MY BUSINESS ACCOUNT

## 1. REGISTER YOUR BUSINESS

- Fill out all of the information that you possibly can: Proper law firm name, address, business category, and more.

## 2. PERSONALIZE YOUR BUSINESS LISTING

- Add photos and videos to personalize your business. (Go to the photos tab to add videos).
- For non-professional photos, take the time to set up your photos and use the editing features available on your phone to boost the pictures.

## 3. MONITOR YOUR ACCOUNT

- Watch for reviews and Q & A's
- Set a timer to do this daily, so you can stay on top of any new posts

## 4. MAKE GMB REVIEWS EASY

- Your happy clients should be directed to your GMB page with a direct image link, so they can easily leave a positive review.

## 5. UTILIZE GMB POSTS

- Post about your law firm happenings and events.
- Use Small Thanks with Google to make review images that will stand out.

## 6. CONNECT THE MESSAGING

- Make sure your clients have easy access to communicate with you quickly.

## 7. ADD AN APPOINTMENT LINK

- Put your calendar appointment link in your GMB listing. The booking feature is not yet available for law firms, but the appointment link will allow accessibility that new clients are looking for.

## 8. MATCHING ONLINE LISTINGS

- Make sure your GMB information is accurate and matches all other online listings, such as Yelp, Avvo, etc.

## 9. USE IT FOR ADVERTISING

- Google Posts is great for advertisements, whether you offer a free consultation or another offer, this could incentivize new clients to contact you over competitors.

## 10. USE THE INSIGHTS TAB

- This will help you track how people found your law firm and where they went after looking at your business listing.

## BONUS:

- Don't spam your Google My Business listing! Putting "Best Lawyer in Austin" in your business listing will only result in people changing your listing and annoying Google.