



**COMPLETE  
YOUR BUSINESS  
INFORMATION  
& ADD A  
DESCRIPTION**



**PHOTO GUIDELINES  
FORMAT: JPG OR PNG.  
SIZE: 10 KB TO 5 MB.  
MIN. RESOLUTION:  
720 PX TALL, 720 PX WIDE.**



**RESPOND  
TO REVIEWS  
(ALL OF THEM)**

**VIDEO GUIDELINES:  
DURATION: UP TO 30  
SECONDS LONG  
FILE SIZE: UP TO 100 MB  
RESOLUTION: 720P OR HIGHER**

**USE POSTS TO  
PROMOTE  
EVENTS,  
OFFERS, &  
CONTENT**

**TAMMY FINCH  
WEB SERVICES, INC  
EAST PEORIA IL  
WWW.WEBSERVICESINC.NET**

## Google My Business <https://business.google.com>

### Google Maps

- Aim for Top 3.
- Search goes by location proximity
- Categories matches search terms
- Links and good on page content is important
- Citations matching

### Google my business Optimization

- Geo tag photos geoimgr.com
- Get some reviews
- Have your citation (NAPS) match your website and social media
- Messaging tab – add your mobile # or use Google Voice
- Create post – Offers - offers expire after 7 days
- Add more than one category to your profile.

### NAPS - Name Address Phone citations

- Keep citations exact - (st. or Street) This is very important
- Put as much info and categories as you can and have your categories match

### Check your listing

Scan.webservicesinc.net

Moz.com/local/search

Whitespark.ca Citations by category and by city – add information to local directories

### Other Helpful Social Media Tools

#### Hashtags for Likes

<https://hashtagsforlikes.co>

Will give you a list of trending hashtags to copy and paste into your posts

#### Canva.com

Make beautiful, branded, eye catching social media posts

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