

GOOGLE MAPS PROFITS

Cheatsheet



Google Maps Profits

– Cheat Sheet

Introduction:

This cheat sheet is designed to provide a quick reference guide to the key concepts and strategies presented in the powerful guide **"Google Maps Profits"**. By following the steps outlined in this cheat sheet, you can start your journey toward providing customers with profitable Google Maps services.

Use this cheat sheet as a tool to help you implement the strategies presented in this eBook.

1. Understand the Benefits of Providing Google Maps Services to Customers

- The market potential for Google Maps services is vast
- You can provide your customers with increased visibility for their business
- You can enhance the reputation of your customers in the market
- You can provide your customers with a competitive advantage and help them generate more leads and sales
- Take the free Google training to fully understand the Google Maps platform

2. Profitable Google Maps Services You can Provide

- You can optimize current Google Business Profile listings for customers
- You can assist your customers to get the best results with Google Maps advertising
- You can provide local search engine optimization (SEO) services to your customers to rank them higher in the Google search results
- You can help your customers obtain more Google reviews to enhance their reputation
- You can build citations for your customers which will provide valuable backlinks for better local SEO
- You can use Google Maps Analytics to provide your customer with information on how well their Google Business Profile is performing and recommend how they can do better
- You can arrange to provide virtual tours for prospective customers on Google Business Profiles

3. Find Customers to Sell Your Google Maps Services to

- You need to decide which type of customers you are going to target
- You need to decide what geographical locations you are going to target
- Understand how to go through Google Business Profile listings to find potential customers for your services
- You need to decide on your contact strategy for potential customers – calling them directly will usually achieve the best results

4. Optimize Profiles for Better Local SEO

- Help your customers rank high in the Google search results for more visitor traffic
- Optimize your customer's Google Business Profile to ensure there are clear details about the location of the business
- Optimize your customer's Google Business Profile to ensure that it has high relevancy for searches
- Ensure that the Google Business Profile is completed in full for your customer to increase its prominence with Google
- Conduct keyword research to find the best keywords and add these to the profile

5. The Importance of Citations and How to Get Them

- Understand the importance of local citations for your customer's Google Business Profile listing
- Provide structured citations from directories like Yellow Pages and Yelp
- Provide unstructured citations from other important websites
- Help your customer to claim their Google Business Profile if this applies
- Consider using data aggregators for even more citations
- Consider using freelancers from sites like Fiverr.com to do the citation work on your behalf

6. The Importance of Google Reviews and How to Get More

- Understand the importance of Google reviews and how they will help your customer generate more leads and sales
- Create a direct Google review link for your customers
- Create a QR code for Google reviews for use with marketing materials both online and offline
- Create a Google review page for your customer's website
- Showcase your customer's existing Google reviews
- Provide email marketing services to help your customers generate more Google reviews
- Help your customers respond to reviews left by their customers promptly and professionally