



## GOOGLE BUSINESS PROFILE GUIDELINES

---

Whether you're looking for foot traffic or web traffic, Google is the ultimate search referrer. A Google Business Profile helps ensure that people find your business when looking for products and services like yours in their local area.

Your Google My Business listing shows searchers where and how to visit your business. A Google Business Profile also improves your local SEO. In particular, a listing for a local business is more likely to appear when people search for a nearby business using Google Maps. Include keywords or search terms in your profile

Using the right keywords will improve relevance. Not sure where to start? Try Google Trends or Keyword Planner.

Google Analytics, Profile Insights, and social monitoring tools can also help you uncover terms people use to search for your business. Incorporate them in a natural way into your business description. Don't stuff keywords or use irrelevant ones – this can actually hurt your search ranking.

Customers are 2.7 times more likely to consider your business reputable if you have a complete Google Business Profile. They're also 70% more likely to actually visit your location.

Google specifically says that "businesses with complete and accurate information are easier to match with the right searches." This improves your score for relevance. The key here is to tell Google visitors "what you do, where you are, and when they can visit."

If your business hours change around holidays or seasons, make sure to keep them up to date.

### Choosing The Business Category For Your Construction Business

Enter your business name. If it does not appear in the drop-down menu, click Add your business to Google. Then select the appropriate category for your business and click Next. Here are a few categories help you get started:

- Custom home builder
- Home builder
- Building consultant
- Building restoration service
- Construction company
- Residential Builder

Google Business Profile makes it possible to add additional products / services that are relevant to your business's categories. As of 2023, adding keywords to the services section has been found to be correlated with rankings.

I.e. choosing "Home Builder" allows you to select 'online estimates' & 'On-sites services' if you offer them

### Completing the Business Description

You have 750 words – USE THEM!! You can add keywords to your Google Business Profile description to showcase your business's services and target service area. This won't directly impact rankings, but customers who read it will be better informed about your business, its offerings, and service area if done correctly.