

Cheat sheet:

How to complete and optimise your Google My Business Profile

Google + Page		
Tagline	The Tagline is comparable to the description meta tag in a website's header and therefore should be clear, concise, include your key keywords and short in length (Ideally between 10 – 15 words)	<p>Example Tagline:</p> <p>Access affordable legal aid in Brisbane from Bartels Lawyers. We offer No Win No Fee options.</p> <p>Keywords: 'legal aid in Brisbane' and 'no win no fee'</p>
Introduction	The Introduction field is an "About" summary section that allows for more content and an overview of the company and its products and services.	<p>Example About section:</p> <p>Bartels Lawyers have been representing and providing legal aid advice in Brisbane since 1977. We are no win, no fee lawyers and our solicitors specialise in personal injury to help you gain compensation if you have suffered an injury due to someone else's actions.</p> <p>We can offer private legal advice to help us make an accurate and individual assertion of your public liability claim and offer clients a free initial consultation. We aim to resolve your claim as quickly as possible, with a dedicated team that will remain 100% committed through every step of the legal process.</p> <p>We also offer legal advice and services for</p> <ul style="list-style-type: none"> - Motor vehicle accidents - Divorce, - Conveyancing - Wills and estates - Workers compensation. <p>If you are in need of a solicitor in Brisbane for legal advice or representation on any of the above areas and are looking for a Brisbane law firm then please get in touch today</p>

Categories	<p>Pick a category from the list of suggestions to help Google to show your business for the right searches.</p>	<p>Don't be afraid to choose specific categories instead of broad ones. The important thing is that the categories are accurate and describe your business well. Google's search algorithm makes sure that users looking for "Book Stores" will see businesses in more specific categories like "Used Book Stores," "Comic Book Stores," and "Rare Book Stores" too.</p>
Contact Details	<p>Physical location. This should be as accurate and precise as possible. Do not list a PO Box or mailbox at a remote location.</p> <p>Use a local telephone for the local branch if possible and avoid using a generic call centre number if you are a larger business.</p>	
Other details	<p>Google now places an emphasis on displaying store / office opening hours of a business.</p> <p>We highly recommend that you complete this information on your profile and keep it up to date as possible.</p>	