

# 5 Tips for Higher Google My Business Rankings

Optimizing the Google My Business listing for your window business will provide you with increased visibility in organic search results and give you the opportunity to drive more traffic to your website, social media channels, as well as your physical location.

An optimized Google My Business page will also help Google and your potential customers to learn more about your business, including what you do and where you're located.

## 1) Verify your Google My Business listing

If you're looking to get higher Google My Business rankings, the first thing you should do is to verify your GMB listing.

The easiest way to do this is by mail. This is an option that's available for all businesses. Once you request verification by mail, Google will send a postcard with a verification code to your business address.

Some businesses are also allowed to verify their listing using phone or email verification. If this option is available for your business, you should take advantage of it since it's a lot quicker than waiting for a verification postcard.

Apart from giving you full control over your business listing, verification will also give you access to a host of additional Google My Business features such as Google Posts, Questions & Answers, direct booking, and messaging.

## 2) Give Google all the information it needs

To provide your Google My Business listing with the best chance of ranking high in search results, you should take the time to fill out all the information on your GMB profile.

Since Google tries to show users the most relevant results for their search, the businesses that offer the most detailed and accurate information about what they do will have the highest chance of ranking high in Google's search results.

Your GMB listing should contain all of the following information:

**Business name** - Use your actual business name here. Don't try to stuff this section with keywords since this can only hurt your potential for attracting customers and ranking on Google.

**Business address** - List your business address here and make sure that it's the same one you use on your website.

**Phone number** - Use your primary business number here. Google will use the phone number you enter here to confirm your NAP (Name, Address, and Phone number) information, so make sure it's accurate and matches the other listings you have of your business

**Description** - While business categories are useful, they aren't enough to fully describe your business. Google allows you to add a 750-word description for your business and you should certainly take advantage of this. Use this section to let visitors know more about your business, products, and services.

**Website** - Add your business' website to this section. If you operate a business that has multiple physical locations, consider listing a page dedicated to the specific location for which you're submitting the listing.

**Hours** - Don't forget to add your business hours to your GMB listing. Since these will be displayed prominently whenever customers interact with your listing, make sure that they're accurate.

**Business categories** - Google allows you to list one primary category for your business, as well as additional subcategories. Choose a primary category that describes your business the best, and add as many relevant subcategories as you can.

**Photos** - According to Google, [businesses that use photos](#) in their GMB listings get 42% more requests for directions and 35% more website clickthroughs than businesses that don't add photos. Potential customers will also be judging your business by the photos you provide, so make sure to add plenty of high-quality visuals in this section.

Before adding images, consult Google My Business' [image format requirements](#).

### **3) Make sure your NAP information is consistent**

You should strive to have your business' NAP (Name, Address, and Phone number) information consistent across the web, including on your website, your GMB listing, as well as on other business listings.

To ensure that you have the same NAP information listed for your business everywhere, do a Google search for your business and check every listing. If you find a listing with incorrect NAP information, contact the website and ask them to change it.

### **4) Create Google Posts**

Google Posts are posts that show up in your GMB listing once you create them from the Google My Business dashboard.

You can make posts about events you're organizing, sales you're having, or new products or services you're offering. Make sure to include an image with every Google Post you create so that you can attract visitors' attention more easily.

### **5) Submit your business to directories**

Google uses citations from business directories to validate the location of your business. Citations can also help your GMB listing as well as your website rank higher in Google's search results.

When looking to submit your business to new directories, try to find websites that are specific to your area or your business category (e.g., home improvement or window businesses).

Having your business listed in a directory dedicated to home improvement businesses in your area will help to increase the relevance factor and location authority of your listing.

## **Rank your Google My Business listing higher in Google search**

Getting your Google My Business listing to rank higher in Google search will allow you to drive more traffic to your website and social media channels, as well as direct more shoppers to your physical location.

When looking to optimize your GMB listing, start by completing the verification process so that you can gain access to all the features that Google My Business offers. Once you complete the verification, make sure to fill out your GMB information completely. Add your business name, address, phone number, and website, as well as a description, working hours, categories, and photos.

Make sure that your NAP information is consistent around the web. Take advantage of Google Posts to let your customers know about news related to your business. Finally, take the time to submit your business to relevant directories to improve your GMB listing's location authority and relevance factor.