



**ALLIE MARGESON**

**Whitespark,  
Director of GMB Services**

# **Google My Business Feature Adoption & Trends: Study of 800,000 Listings**

**WHITESPARK LOCAL SEARCH SUMMIT**

**[SUMMIT.WHITESPARK.CA](https://summit.whitespark.ca)**



**[@SEOALLIE](https://twitter.com/SEOALLIE)**

**whitespark**

**#WLSS**

**GOOGLE MY  
BUSINESS**

# Google My Business Listing Study

**800,000** Businesses

**70** Categories

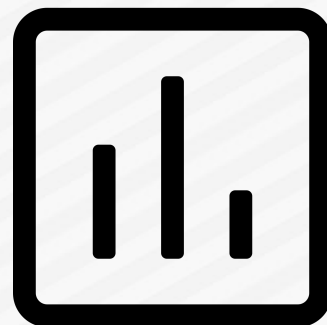
**200** Cities

# Our Why



**Feature Usage**

+



**Trends**

=



**Competitive  
Difference  
Makers**

&



**Opportunities**



# Posts



# Products



# Q&A




# Reviews








# GOOGLE POSTS

Create post ✕


 COVID-19 update

 Offer

 What's New >

  
Add photos or videos

0 / 10

Write your post 

Add a button (optional)

None ▼




Preview

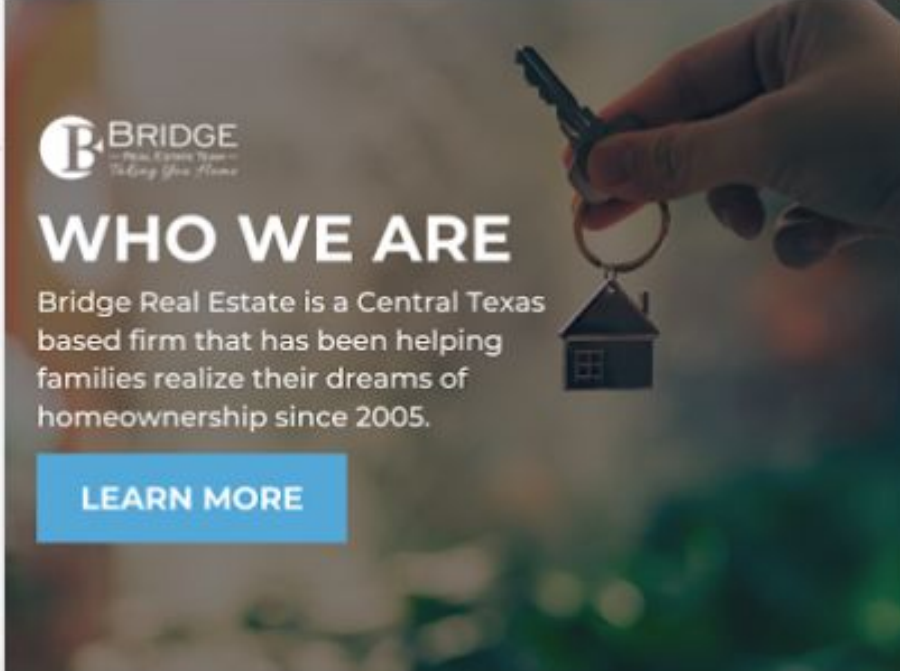
Publish




## POSTS

# What's New?

Bridge Real Estate | Byron Hayes  
Aug 13, 2020





**WHO WE ARE**

Bridge Real Estate is a Central Texas based firm that has been helping families realize their dreams of homeownership since 2005.

[LEARN MORE](#)


Bridge Real Estate is a Central Texas based firm that has been helping families realize their dreams of homeownership since 2005. We focus on educating customers about the home buying and home selling process. The use of innovative technology has allowed us to stay in front of ever developing changes in the real estate market. A brokerage lead by a military veteran with more than 2 decades of service we understand the importance of putting our clients and their needs first. Our team here at Bridge Real Estate is passionate about working with all residential home buyers and sellers in dealing with resale, new, foreclosure and investment properties. Please do not hesitate to contact us and get started on finding your dream home today!

[Learn more](#)






POSTS

# Events



Jul 30, 2020





**2020 TRUNK SHOW**  
08/13/2020 - 08/23/2020

**BOOK NOW**

**MORILEE**  
MADELINE GARDNER

## Mori Lee 2020 Trunk Show

Aug 13 - Aug 23

Space is limited, please book early! With each wedding dress she creates, Madeline Gardner's vision and passion for dressmaking is expressed in every luxurious stitch. "We know that when we create a dress, we're not just making something to wear. We're making magic." - Madeline Gardner, internationally renowned bridal designer.


[Book](#)

POSTS

# Offers

Real Estate

6 days ago



6509 SANCTUARY DR  
WINDSOR, CO 80550

**\$1,295,000**

**4 BEDROOMS**

**1 | 4 BATHS**

**6,121 SQFT**

LEARN MORE

## Featured Listing | Windsor, CO 🏡

Valid Aug 14 - Sep 10

Looking for a new home in Windsor, CO? This exceptional and superior designed single-family home is on the market.

Get in touch with  Real Estate today! For more information on living and investing in Northern Colorado, explore the website or contact us today.

[Redeem online](#)



## POSTS


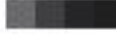
# COVID-19 Updates

Posted 21 hours ago

⚠️ COVID-19 update

Hello New Yorkers,

In light of the ongoing COVID-19 outbreak in New York and current shelter-in-place guidelines, we will keep our website and listing as updated as possible regarding the status of our office and the current situation at the TVB in NYC and other courts around the state.

  remains open for business. Even during a virtual statewide shutdown, a small number of tickets may be written. People also still have other questions regarding tickets issued before the outbreak, suspensions that may be pending, their license in general, etc. We remain available to handle your case, answer any questions you have, and help you prepare for important case activities that will eventually resume.

All eight NYC Traffic Violations Bureau (TVB) offices are closed as of 3/18/20. The closures were first announced on 3/18/20 with a tentative reopening date of 4/20/20. Given the status of the COVID-19 outbreak in New York, we fully expected the reopening date to be extended and at the time of this post the DMV website is now showing an "indefinite" closure.

If you have questions about your license, a moving violation, court closures, or a pending/current suspension, reach out. We will receive your inquiries and phone calls at home and are reachable via our regular contact information.

Whether you are a new or existing client, feel free to reach out if you have any questions.

[Learn more](#)



## POSTS

# Products

CosaFina for Gift and HomeJun 29, 2020



*LIBECO FOUNDRY PILLOW*  
Available online & in store at CosaFina.

[SHOP NOW](#)



It's time to spice up with your bed, couch, or favourite chair with this neutral and minimal pillow from Libeco! The Foundry Beeswax Stripe Pillow from Libeco is a gorgeous linen and wool blend and made in Belgium.

Shop this pillow and more Libeco online today! Available exclusively at Cosafina in downtown Edmonton.

Have more questions? Please give us a call today!

[Order online](#)

**whitespark**

**#WLSS**

# **STUDY FINDINGS: POSTS**

Only 28% of businesses have ever shared  
a Google Post.



Google Posts are **not an ongoing strategy**  
for 96% of businesses.



# FREE AD SPACE ON GOOGLE?

# WHAT IS ONE LEAD WORTH?



Google

drain cleaning edmonton

←

Rating ▾

Hours ▾

⚠ Hours or services may differ

MJK Alberta LTD ▾  
Ad · 3.7 ★★★★★ (3) · Excavat...  
12867 170 Street Northwest  
Open · Closes 5 p.m.  
· (780) 441-1325

WEBSITE

DIRECTIONS

All About Drain Cleaning Ltd  
5.0 ★★★★★ (1) · Plumber  
PO Box 62055 Rpo Westmount  
(780) 777-8078

WEBSITE

Piper Plumbing  
Heating & Drain Cleaning Edmo  
4.1 ★★★★★ (19) · Plumber  
14630 128 Ave NW  
Open · Closes 6 p.m.  
· (587) 206-1309

WEBSITE

DIRECTIONS

All About Drain Cleaning Ltd  
3.7 ★★★★★ (3) · Cleaners  
10604 128 St NW  
Open 24 hours · (780) 777-8078

WEBSITE

DIRECTIONS

Mr. Rooter Plumbing  
of Edmonton  
4.8 ★★★★★ (628) · Plumber  
11665 147 St NW  
Open 24 hours · (780) 429-3600

WEBSITE

DIRECTIONS

Pro Drain Techs  
5.0 ★★★★★ (89) · Plumber  
14318 128 Ave NW  
Open · Closes 4 p.m.  
· (780) 903-8142

WEBSITE

DIRECTIONS

E M Jet Cleaning  
5.0 ★★★★★ (2) · Plumber  
12624 126 St NW  
Open 24 hours · (780) 451-2805

WEBSITE

DIRECTIONS

Aqua Plumbing & Heating Ltd

All About Drain Cleaning Ltd

Website Save Call


5.0 ★★★★★ 1 Google review  
Plumber in Edmonton, Alberta

Address: PO Box 62055 Rpo Westmount, Edmonton, AB T5M 4B5  
Map location is approximate. Can you help us improve it?  
Phone: (780) 777-8078  
Suggest an edit · Own this business?

Add missing information  
Add business hours

Questions and answers  
See all questions (1)

Ask a question



Send to your phone

Send

Review summary ⓘ

Write a review

5

4

3

2

1

5.0

★★★★★

1 review

Google reviews

M

Mark and Connie Dykstra

1 review

Google

drain cleaning edmonton

←

Rating ▾

Hours ▾

⚠ Hours or services may differ

MJK Alberta LTD ▾  
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Open 24 hours · (780) 451-2805

WEBSITE

DIRECTIONS


Aqua Plumbing & Heating Ltd

Mr. Rooter Plumbing of Edmonton


Website Directions Save Call

4.8 ★★★★★ 628 Google reviews  
Plumber in Edmonton, Alberta


Related to your search



Here for you to  
perform safe and  
sanitary plumbing...  
5 days ago




Here for you to  
perform safe and  
sanitary plumbing...  
Aug 21, 2020





While delivering  
superior drain  
cleaning service, M...  
Aug 20, 2020

Address: 11665 147 St NW, Edmonton, AB T5M 1W3  
Hours: Open 24 hours ▾  
Phone: (780) 429-3600  
Appointments: mrrooter.ca  
⚠ Hours or services may differ  
Suggest an edit · Manage this listing ⓘ

Questions and answers  
Q: Do you fix clogged floor drains?  
A: They fixed my clogged floor drain, and did an excellent job!  
(3 more answers)  
See all questions (3)







More photos

whitespark

@SeoAllie

#WLSS

# **MOST** LIKELY TO POST

- 58% Locksmiths
- 50% Medical Spas
- 47% Criminal Defense Lawyers
- 45% Cosmetic Dentists
- 41% Car Dealers

# **LEAST** LIKELY TO POST

12% **Psychologists**

11% **Banks**

9% **Engineering Firms**

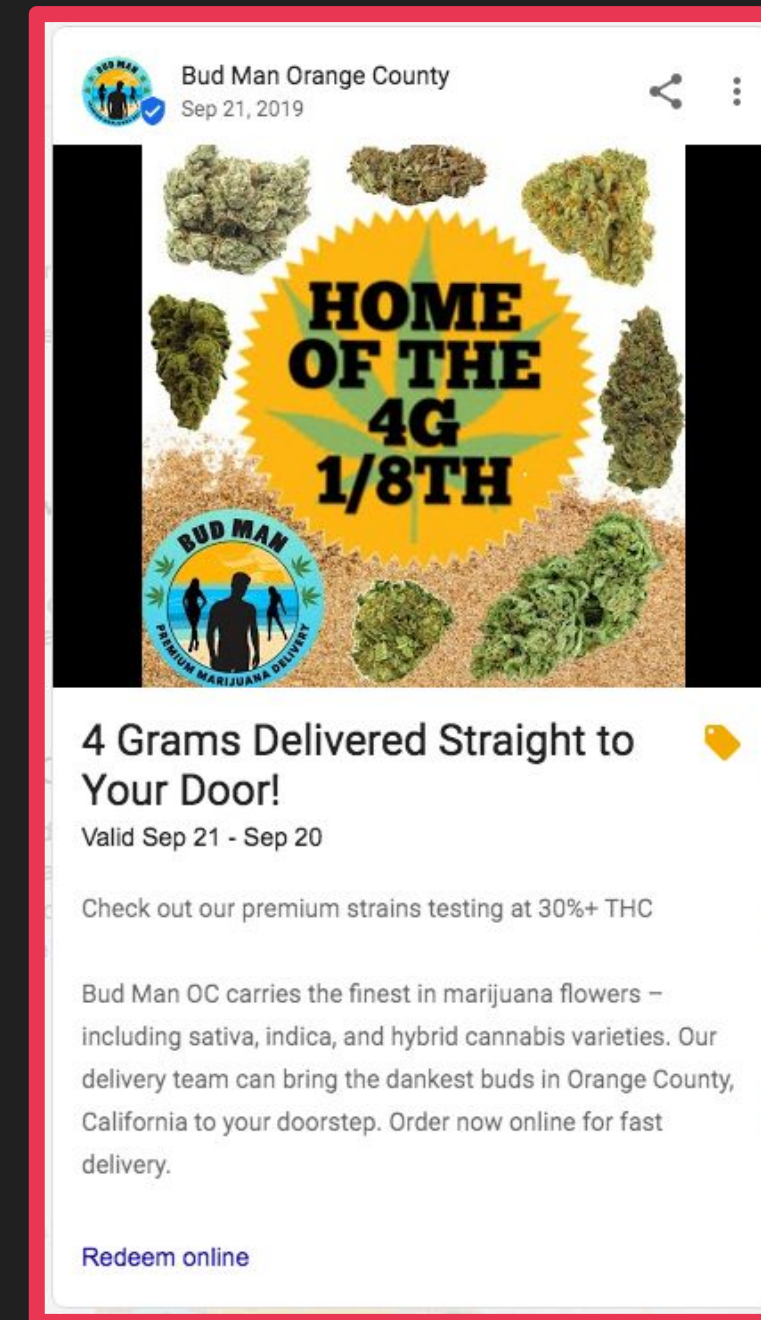
8% **Financial Planners**

8% **Architects**



# RESTRICTED CATEGORIES

Cannabis Stores



# RESTRICTED CATEGORIES

Hotels

*and sometimes...*

Vacation rentals

Pharmacies

Gas stations

Drug Stores

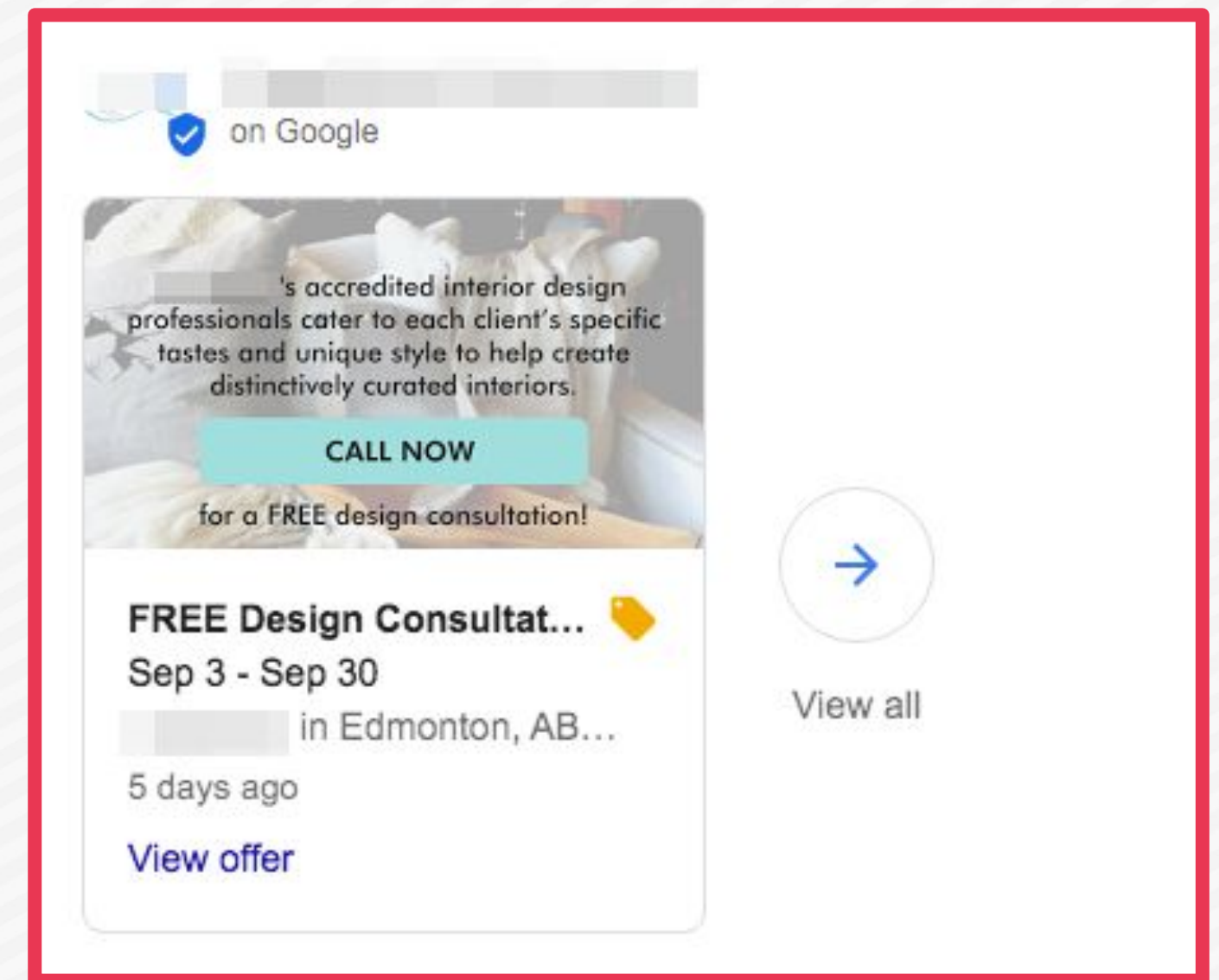
Gun shops

Medical Centres

Adult entertainment

# POST REGULARLY

Schedule one post a week  
and try monthly or  
seasonal **Offer Posts**.



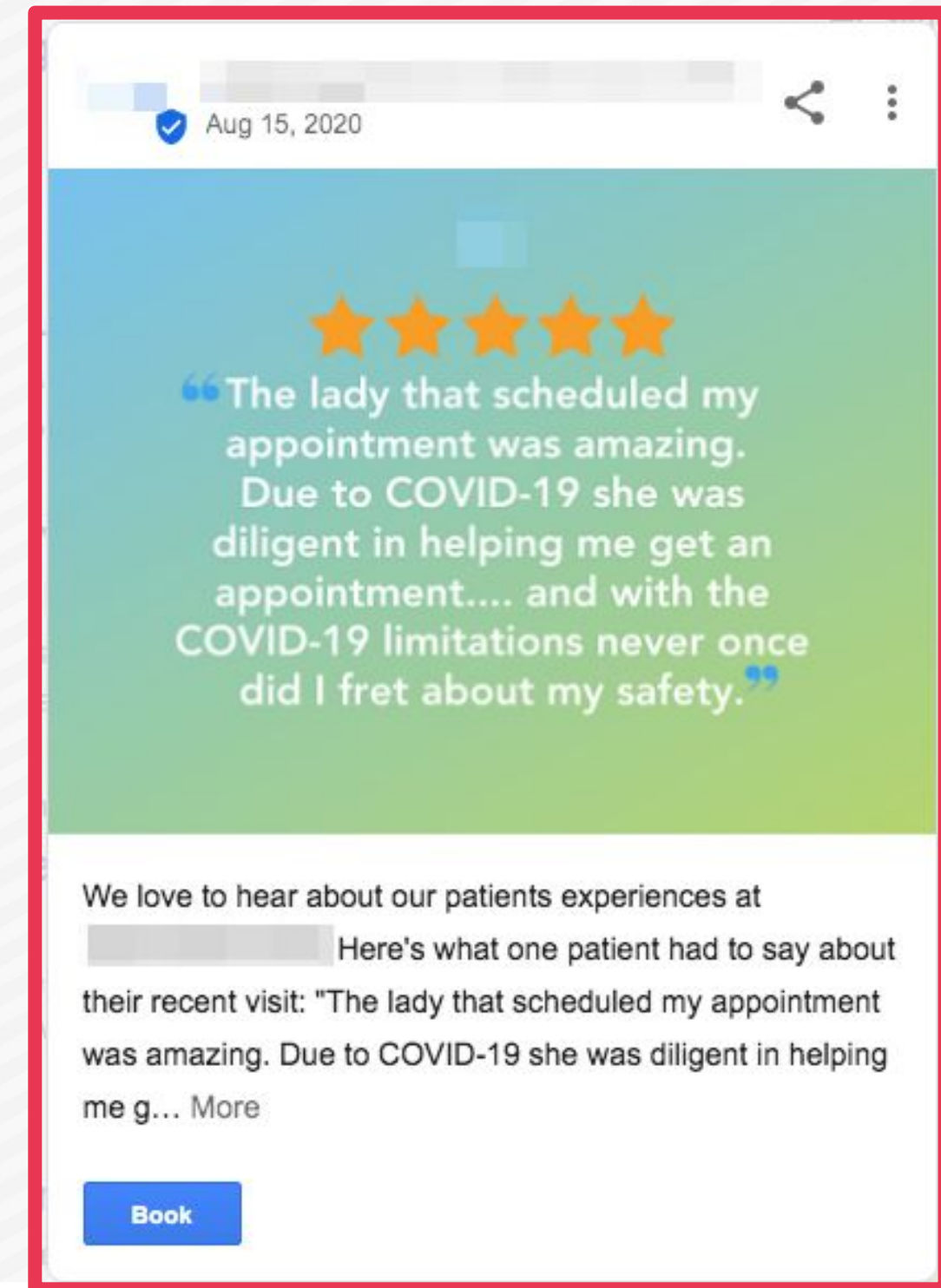


# FOCUS ON YOUR TOP SELLER



# COVID-19 TIP

Repurpose **reviews**  
**that mention COVID-19**  
**as Posts**  
to amplify your customers'  
current experiences.







# QUESTIONS & ANSWERS



## Ask a question

Whitespark



Whitespark

Posting publicly ?

Ask a question or get advice from the owner and broader community.



No suggestions yet


CANCEL

POST


# Features


Whitespark


Edmonton, AB

 [Ask a question](#)

Is manual citation building better than using Yext?

 9


 Answer

 **Whitespark (Owner)**

Edited · 2 years ago


We believe that manual citation building is a better approach for the following reasons.


- 1) It is less expensive to do the work manually. You pay once and it's done, but with Yext you have to pay high recurring fees every year.
- 2) You can focus on the sites that actually matter when you do it manually. With Yext you're paying for dozens of sites that don't offer much, if any, value....


 8

[3 more answers](#)

Has Anyone Really Been Far Even as Decided to Use Even Go Want to do Look More Like?


 2

 Answer

 **Whitespark (Owner)**

2 years ago

You've got to be kidding me. I've been further even more decided to use even go need to do look more as anyone can. Can you really be far even as decided half as much to use go wish for that?

 6

**whitespark**

**#WLSS**

**STUDY FINDINGS:**

**Q&A**



Less than 1 in 3 businesses have Q&A.

# MANAGE YOUR REPUTATION

## Need a Plumber Canada

3827 98 St NW, Edmonton, AB

[← All questions](#)



RealMusic Lives4ever

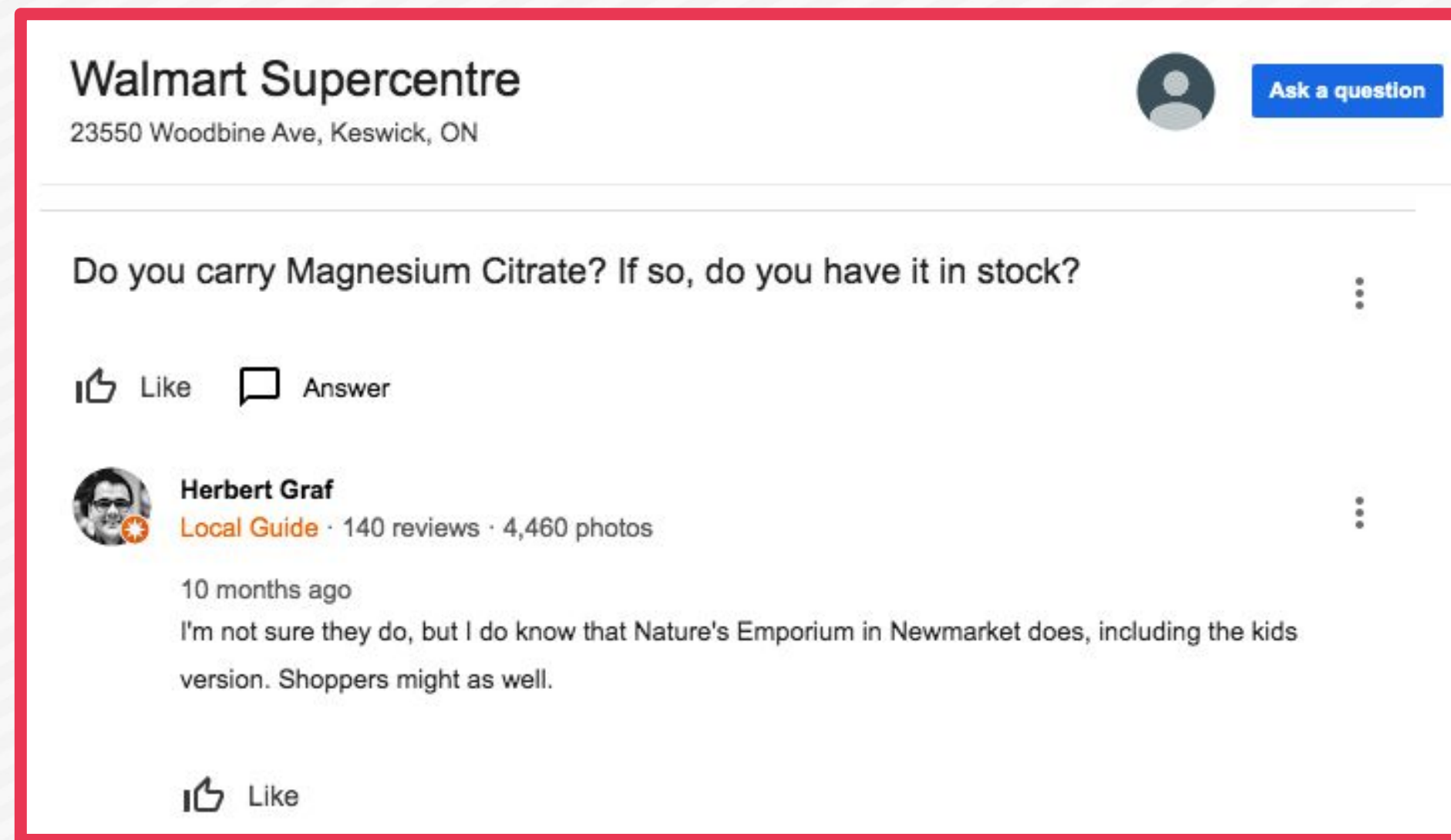
the plumber lied that the job was done, lied about the pricing, lied on the bill he wrote, he wrote things on the bill after he made me sign it, plumber wouldnt give me a receipt, Plumber was unsure of where to look , and cut walls, drain pipes without fixing the drain pipe, or putting the toilet back. I Called 311 city Drainage in front of the plumber, told them about the blockage, that the plumber cant find the clog, and told them what the plumber is charging, and what he did to my home,..the city told me that YOUR BEING RIPPED OFF,..they came asap as the plumber created a hazardous situation, in 1HOUR the city found the clog,, they were clean neat and polite, when the plumber heard the city was coming, he ran out the door saying, "I dont need to be here if the city is coming". the city employees were In shock at the disaster the plumber made in my home. told me to call the company owner, Owner has not called back, the plumbers work was visually and audio recorded.



1



# DON'T LET JUST ANYONE BE YOUR PR PERSON





# **MOST** LIKELY TO HAVE Q&A

74% Restaurants

66% Car Rental Agencies

65% Bakeries

60% Veterinarians

55% Furniture Stores

# **LEAST** LIKELY TO HAVE Q&A

- 7% **Pediatricians**
- 6% **Engineering Firms**
- 6% **Accountants**
- 3% **Financial Planners**
- 3% **Architects**

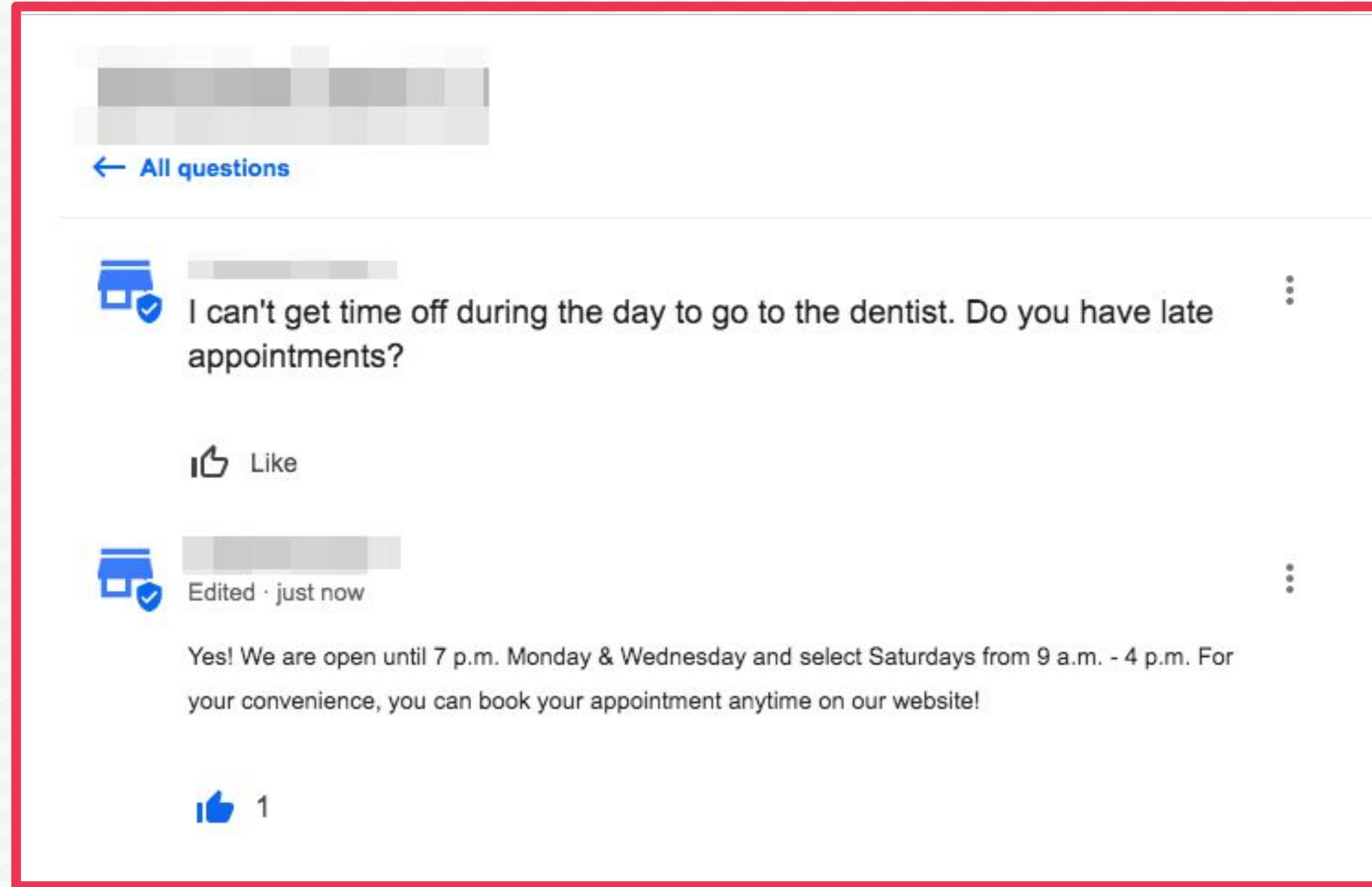
# UPDATE SEASONALLY

The image shows two side-by-side screenshots of a Google Business Profile for 'Broadmead Physiotherapy Clinic'. Both screenshots show the same header with the clinic's logo, a map, and buttons for 'See photos' and 'See outside'. Below the header, the clinic's name, website, directions, and save buttons are visible. The rating is 5.0 stars with 13 Google reviews. The address is 4420 Chatterton Way #102, Victoria, BC V8X 5J2. The hours are 'Open' and closes at 7 p.m. The phone number is (250) 881-1199. The province is British Columbia. The appointments link is clinicmaster.com. The 'Edit your business information' link is also present.

The 'Questions & answers' section is highlighted with a red box in both screenshots. In the left screenshot, the question is 'Q: Are you accepting new patients?' and the answer is 'A: Yes, we are accepting new patients for physiotherapy, intramuscular stimulation, needling and acupuncture. To book you... See all questions (3)'. In the right screenshot, the question is 'Q: Are you open during the Christmas holidays?' and the answer is 'A: On Tuesday December 24 (Christmas Eve) we will only be open 7 a.m. to 12 p.m. We will be closed Wednesday December 25... See all questions (5)'. A red arrow points from the left screenshot to the right screenshot, indicating the update.

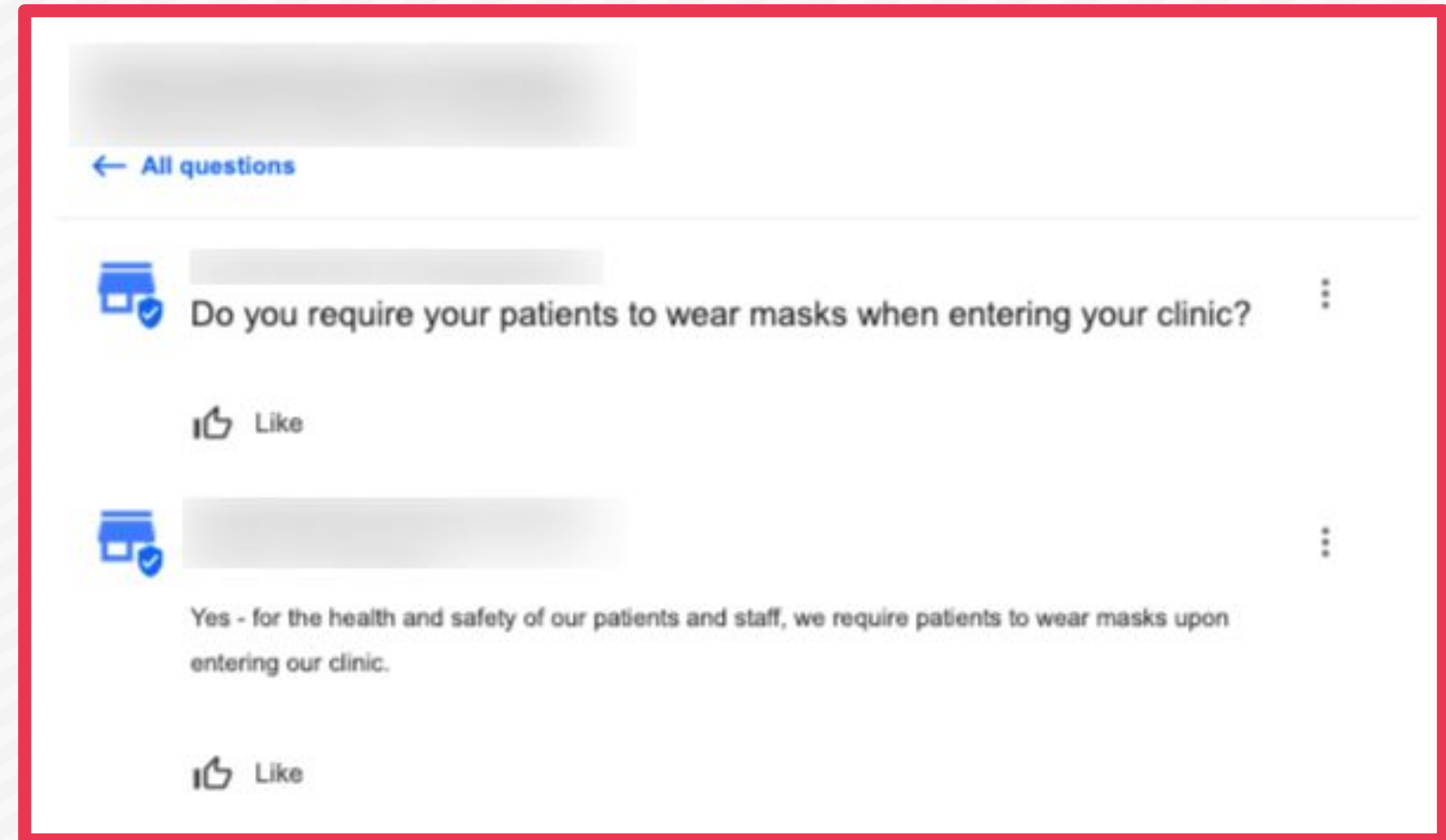


# ANSWER YOUR TOP OBJECTIONS



# COVID-19 TIP

Answer your customers'  
**new questions** about  
hours, restrictions,  
masks, etc.







# PRODUCTS



whitespark.ca ▾

## Whitespark

Whitespark Helps You Get More Customers From Google ... With Whitespark's managed citation and local SEO services, we take care of the ... **Edmonton, AB.**

### Local Citation Finder

The Local Citation Finder identifies all the citations for your top ...

### About Us

Whitespark builds tools and provides services that help ...

### Tools

From finding citations to increasing your reviews, and tracking your ...

[More results from whitespark.ca »](#)

### Edmonton

Check out Whitespark's definitive list of The Best Citations by City ...

### Services

Local Citation & SEO Services. We take care of the legwork, so you ...

### Contact

We Have an Awesome Help Center. Need help with one of ...

www.yelp.ca › Professional Services › Marketing ▾

## Whitespark - Marketing - Edmonton, AB - Phone Number - Yelp

★★★★★ Rating: 4.5 - 8 reviews

Whitespark is a Citation Building Company that provides excellent, timely, efficient service regarding a company's need(s)/desire(s) to grow and improve via ...

www.facebook.com › Places › Edmonton, Alberta ▾

## Whitespark - Home | Facebook

★★★★★ Rating: 4 - 5 votes - Price range: \$\$

Whitespark. Internet Marketing Service in Edmonton, Alberta. 4. 4 out of 5 stars. Closed Now.

https://twitter.com/whitespark

## Whitespark (@whitespark) · Twitter



NYAGOSLAV ZHEKOV  
WHITESPARK  
Citation Management in 2020 -  
How to Do It Right  
SEPTEMBER 14TH | 3:14 PM MST

Listing management remains one of the 🔑 local SEO tasks. While it seems simple enough, a lot of mistakes are frequently made & many misconceptions still float around. Join @Nyagoslav as he walks you through the entire process of citation



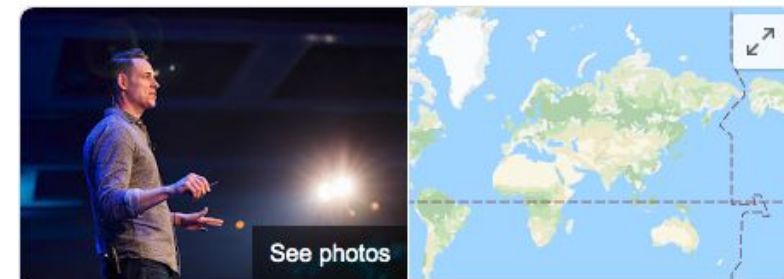
JOEL HEADLEY  
PRUDENT POP  
Building Relevance in Local Search  
SEPTEMBER 14TH | 4:45 PM MST

Explore a pillar of local search with @headley: Relevance. Learn low-cost but effective ways to increase relevance across a website & #GMB profile as well as understanding how that investment can ultimately impact your prominence in #localsearch



PHIL ROZEK  
LOCAL MOBILITY SYSTEM  
10 Bootstrap Ways to Scale More of Your Service Area in Local Search  
SEPTEMBER 14TH | 12:15 PM MST

.@philrozek will cover practical ways you can go about reaching more people in your desired service areas WITHOUT breaking your budget, using spammy or unethical tactics, and dealing with labour intensive practices. 🍷  
summit whitespark.ca



## Whitespark

Website

Save

Call

5.0 ★★★★★ 229 Google reviews

Hours: **Open** · Closes 5 p.m. ▾

Phone: +1 855-406-6050

Appointments: [whitespark.ca](#)

[Edit your business information](#)

### Events

⚠️ COVID-19 alert

Event information may be out of date due to the coronavirus (COVID-19). Confirm details with event organisers.  
[More about COVID-19](#)

Tue., Sep. 15 7:00 a.m. Whitespark Local Search Summit

### Products

[View all](#)



Local Rank Tracker  
\$14.00 – \$200.00



Local Citation Fin...  
\$20.00 – \$100.00



Reputation Builder  
\$35.00 – \$75.00

Explore categories

Software

Services

Local Search Marketing S...

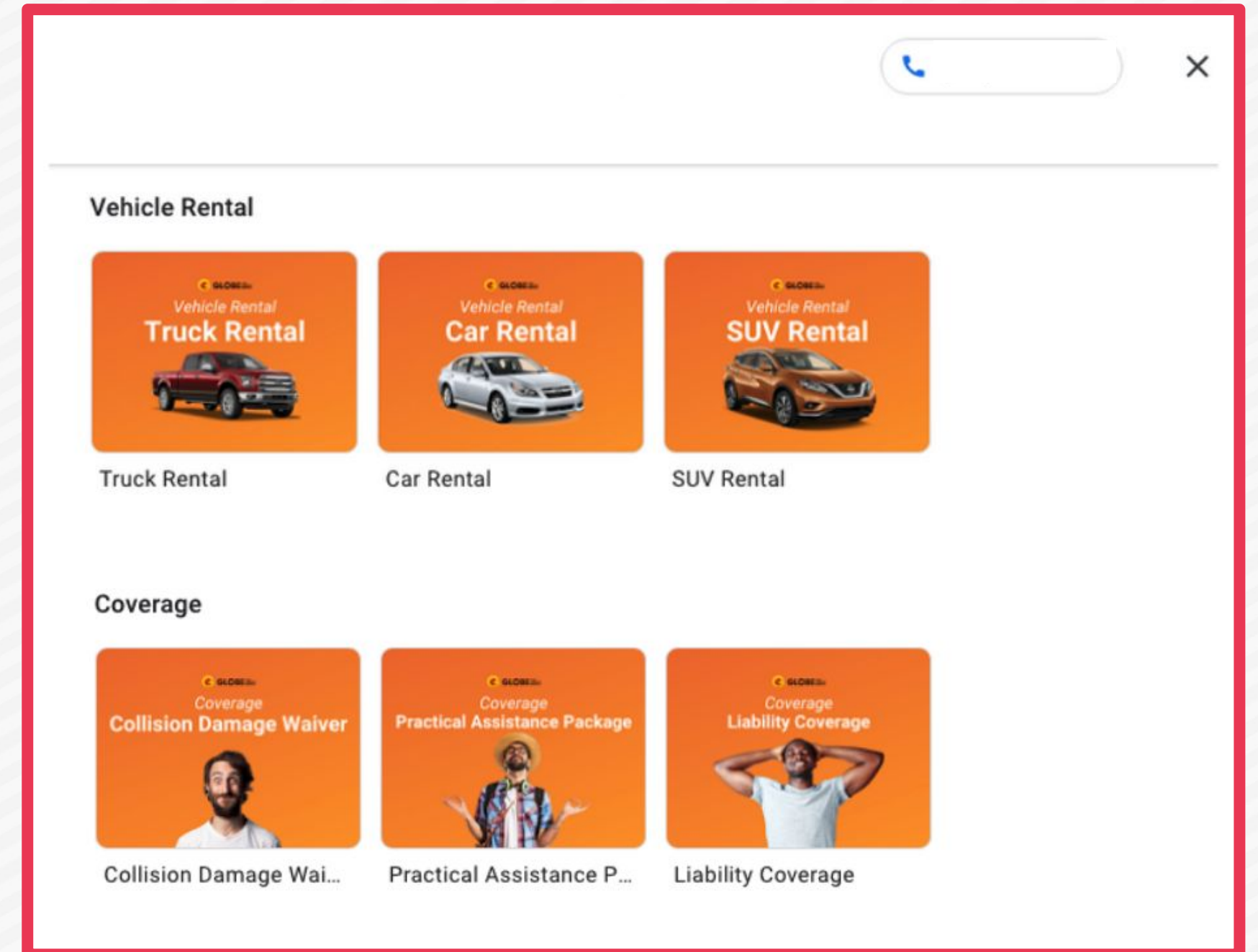
whitespark

@SeoAllie

#WLSS

PRODUCTS

# Display Your Catalog





**whitespark**

**#WLSS**

# **STUDY FINDINGS: PRODUCTS**



Just 4% of businesses have Products listed.

# **MOST** LIKELY TO HAVE PRODUCTS

16% Florists

14% Car Dealers

11% Furniture Stores

10% Jewelry Stores

10% Medical Spas

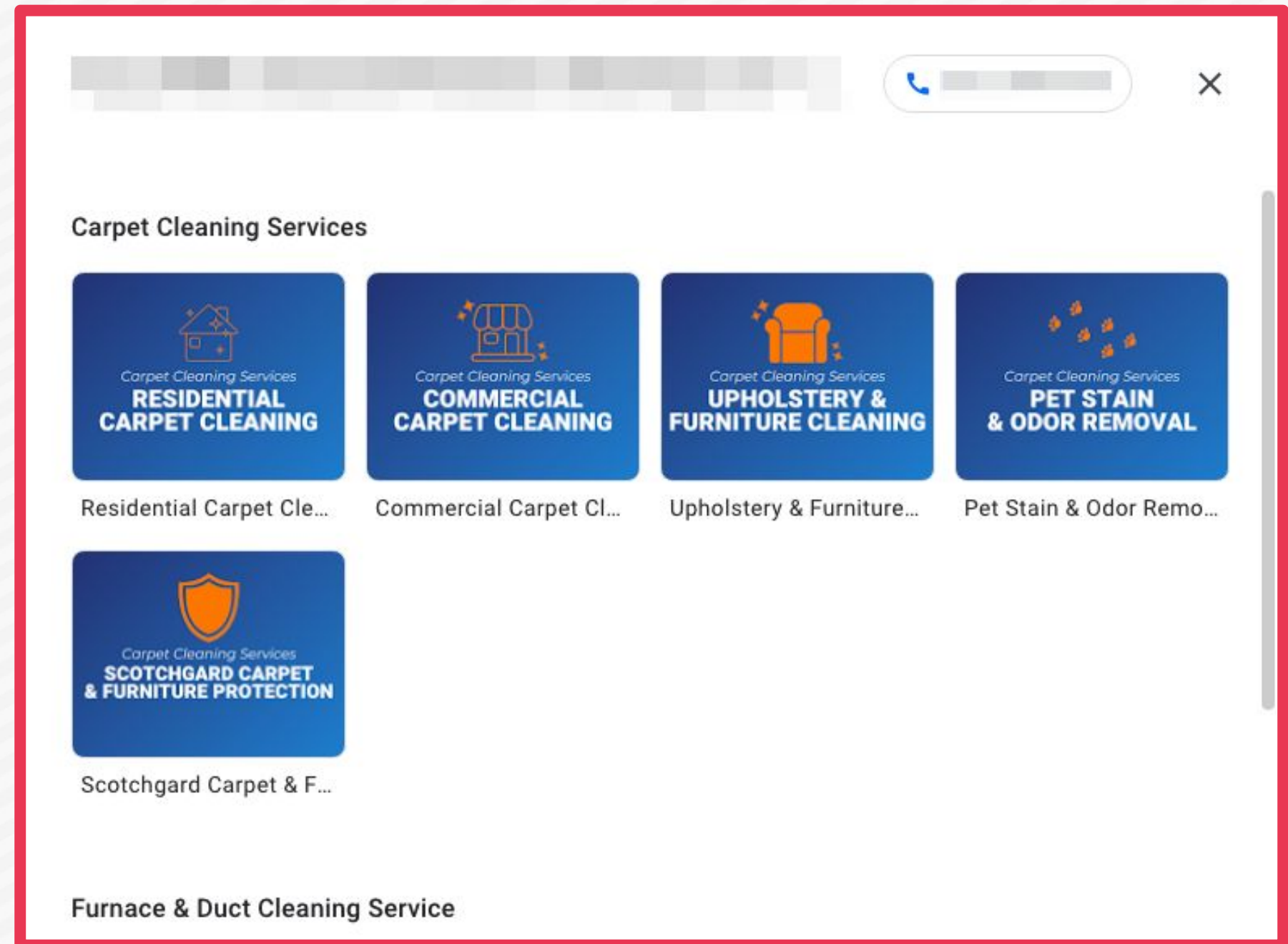
# LEAST LIKELY TO HAVE PRODUCTS





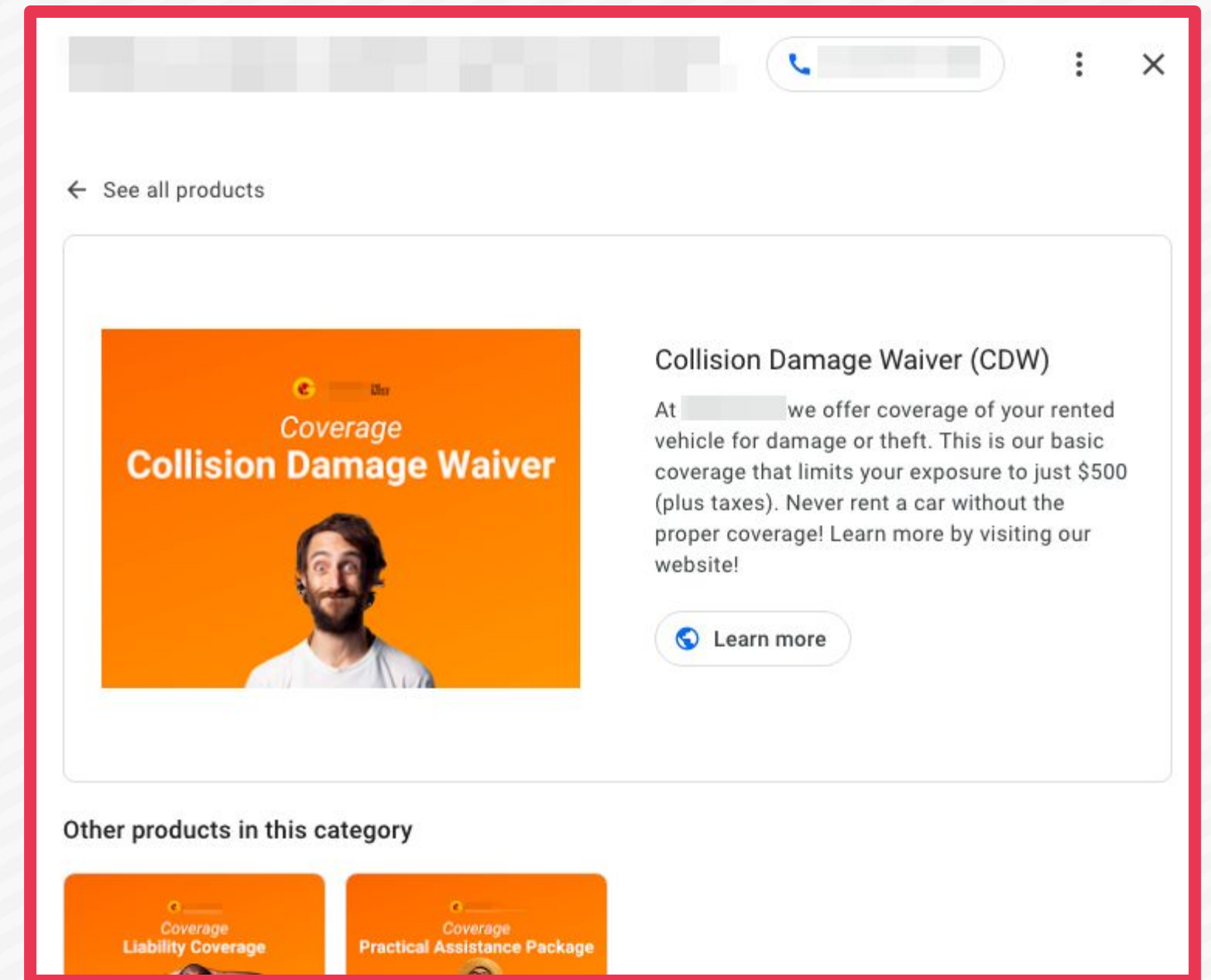
# LIST YOUR SERVICES

No products?  
No problem!



# TRACK CONVERSIONS

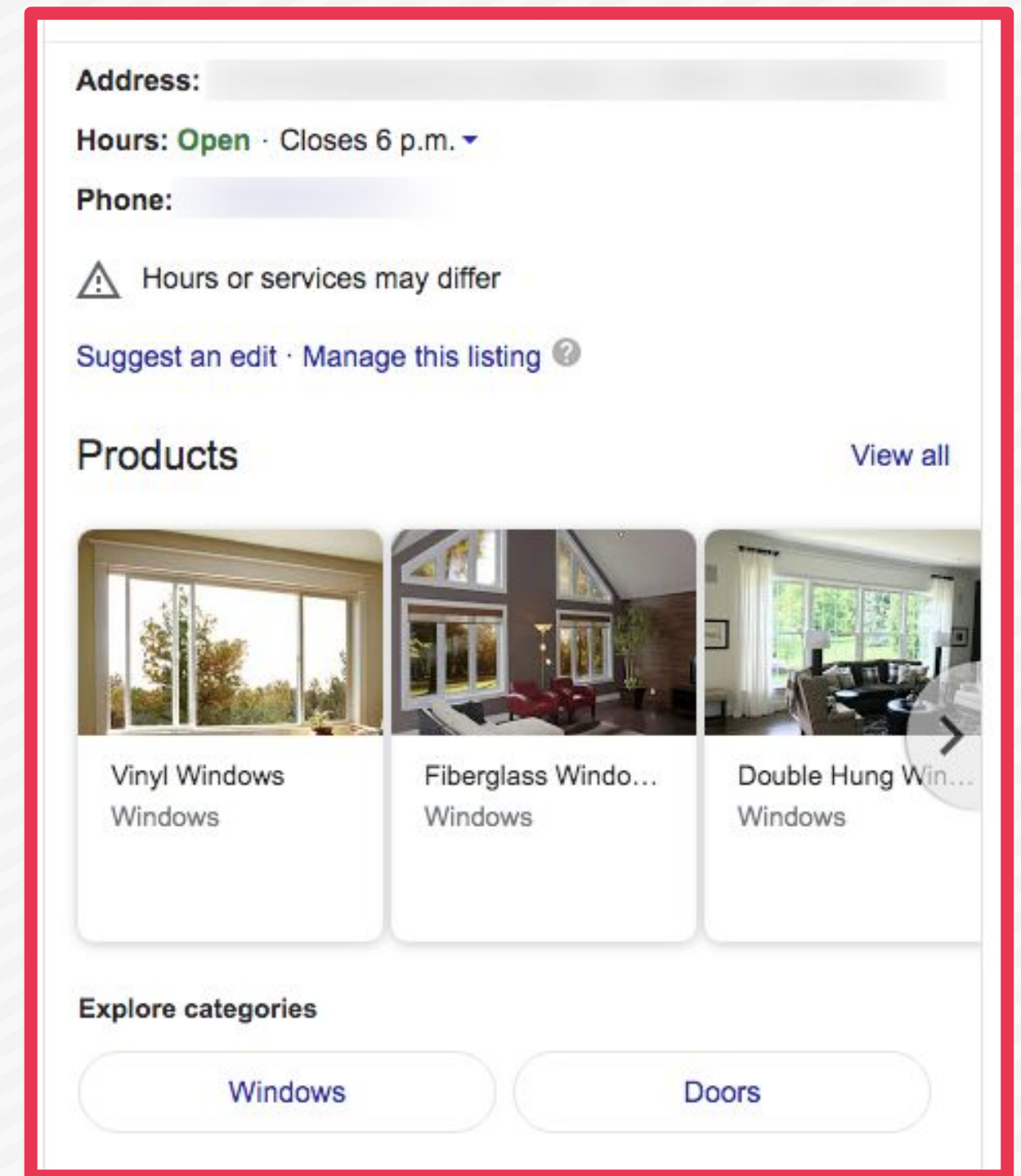
Always include a link  
and use UTM tagging.





# LET YOUR TOP SELLER SHINE

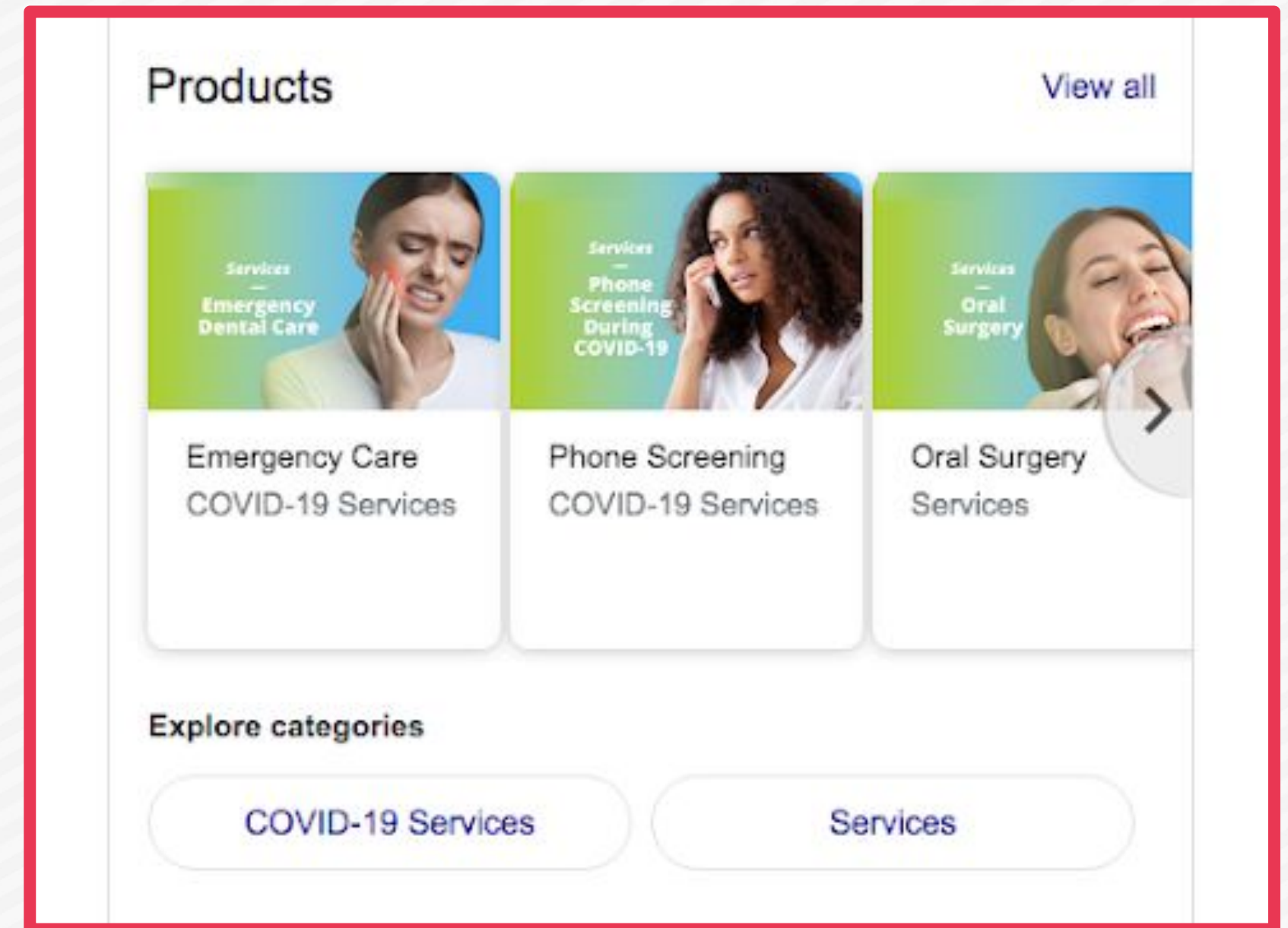
Order your top  
Products/Services first.





# COVID-19 TIP

Use Products to feature new/virtual services.








# REVIEWS

# Whitespark

 Write a review

5.0  229 reviews 

Sort by: Newest ▾

All

citation 76

building 29

results 19

local seo 17

+6



**Julie Boyd**

Local Guide · 8 reviews · 1 photo

 a week ago

**Positive:** Professionalism, Responsiveness

Very prompt, professional and knowledgeable service with every aspect of the GMB process. Highly recommend Whitespark and the GMB service.

 Reply  Like



**Tom Campone**

8 reviews · 2 photos

 2 weeks ago

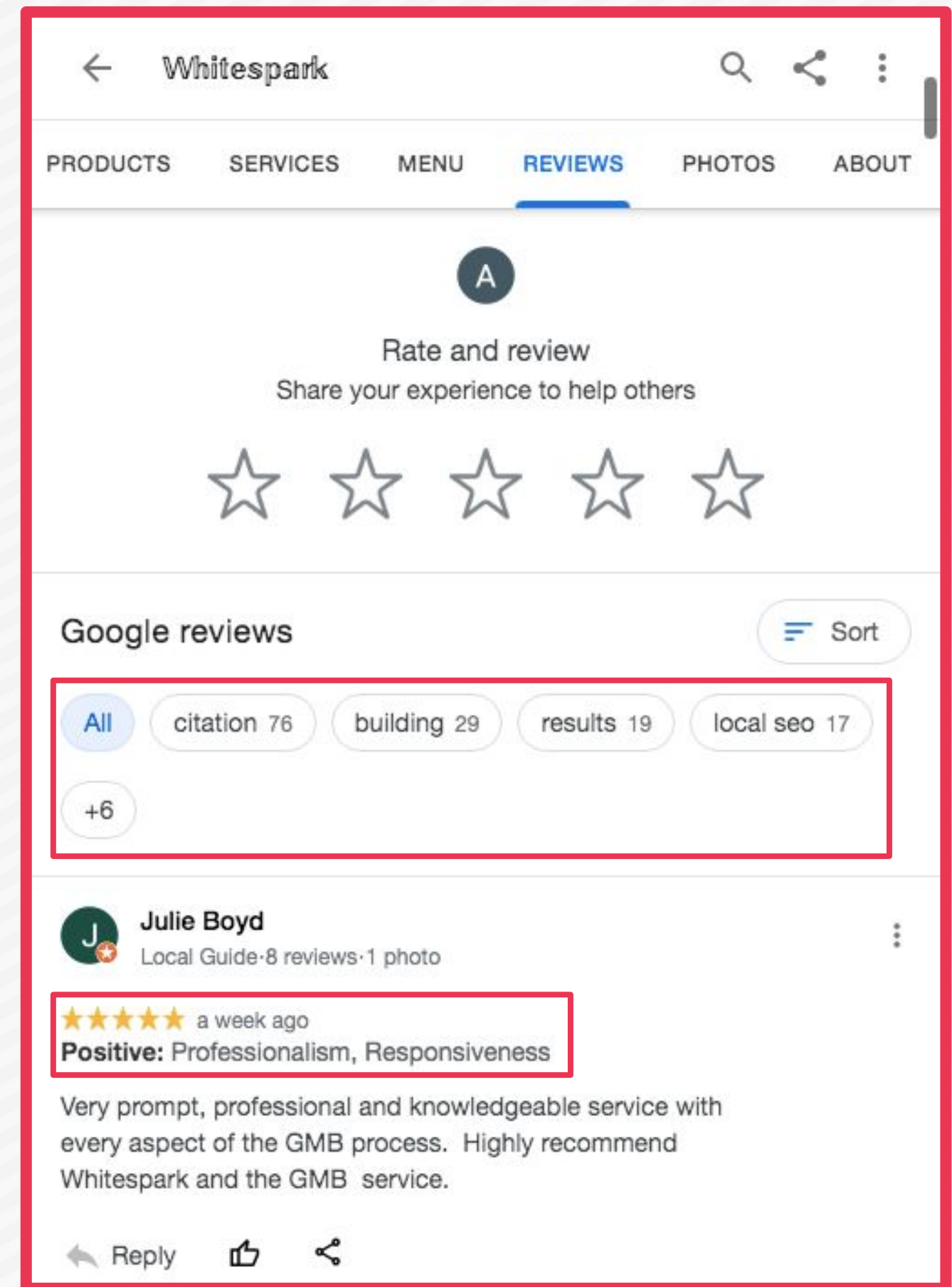
They did a great job and communicated throughout the process. The pricing is fair and I'd use them again.

 Like



## REVIEWS

# New Features



## REVIEWS


# New Features

Mr. Rooter Plumbing of Edmonton

A

Allie Margeson

Posting publicly ⓘ



Did you use this business?

No

Yes

What services did they perform?

Add all applicable services

Drain unblocking

Toilet installation

Tap installation

Shower installation

Toilet repair

Waste disposal repair

Sewer repair

Install waste disposal

Boiler repair

Shower repair

Tap repair

Leak investigation and repair

Boiler installation

Pipe repair

Outdoor system repair

☐ Service not listed

Share details of your own experience at this place

Cancel

Post

**whitespark**

**#WLSS**

# **STUDY FINDINGS: REVIEWS**



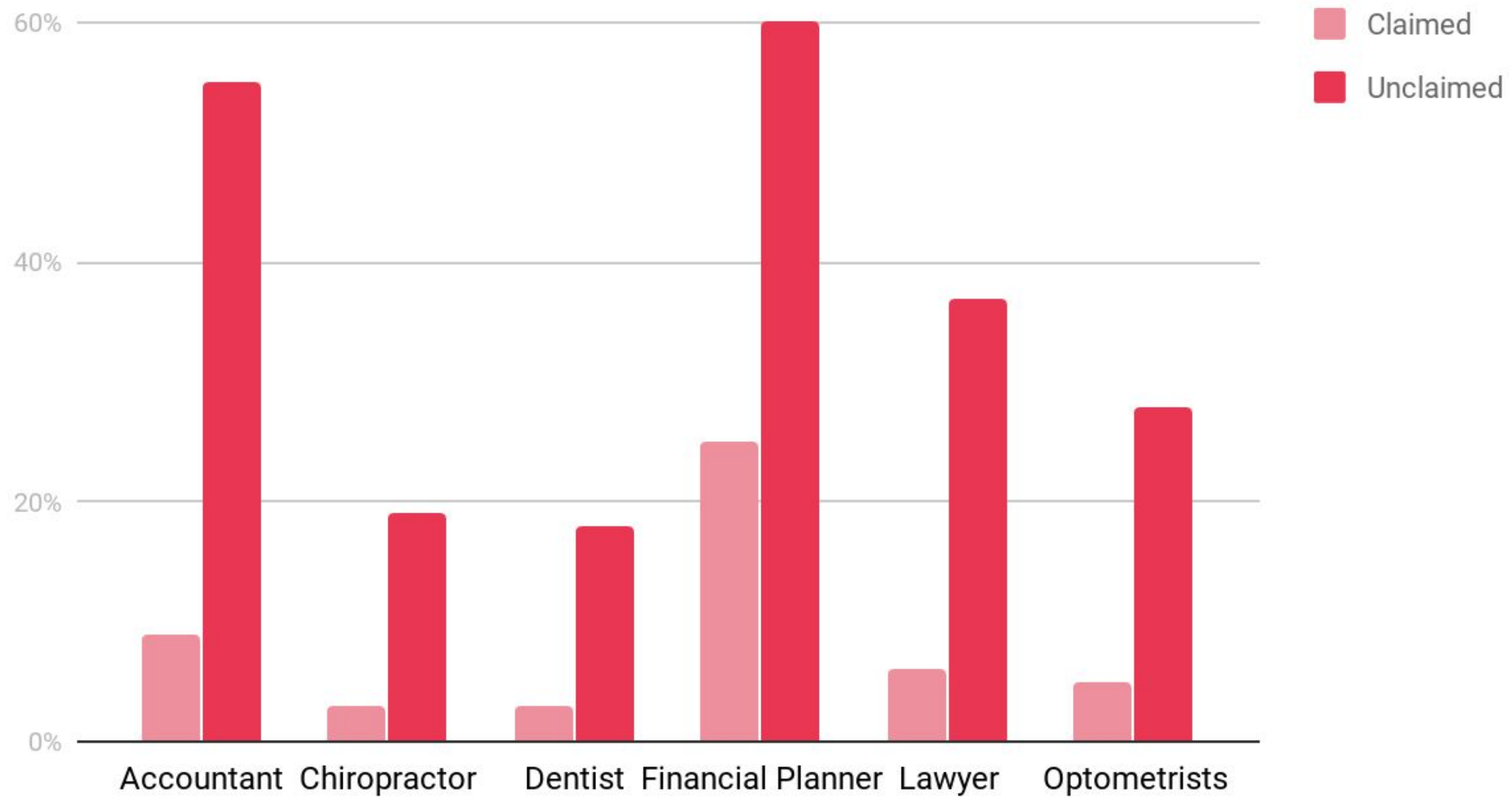
# Correlation of Listing Ownership & Reviews

Only 49% of businesses on Google Maps  
are claimed.

Unclaimed listings are on average 3x more likely to have no reviews or **low ratings**.

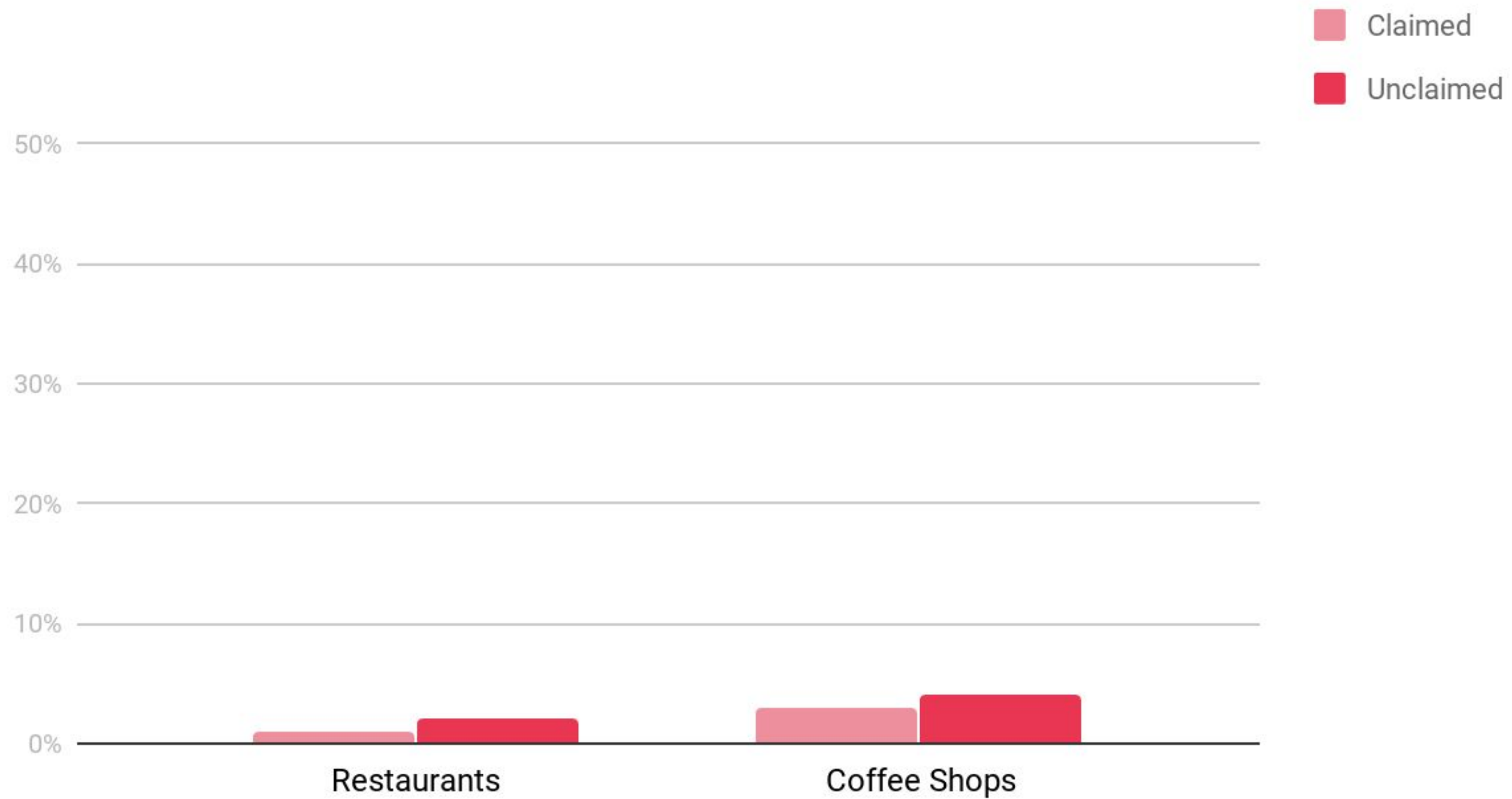


## Google Rating of 0-3 Stars



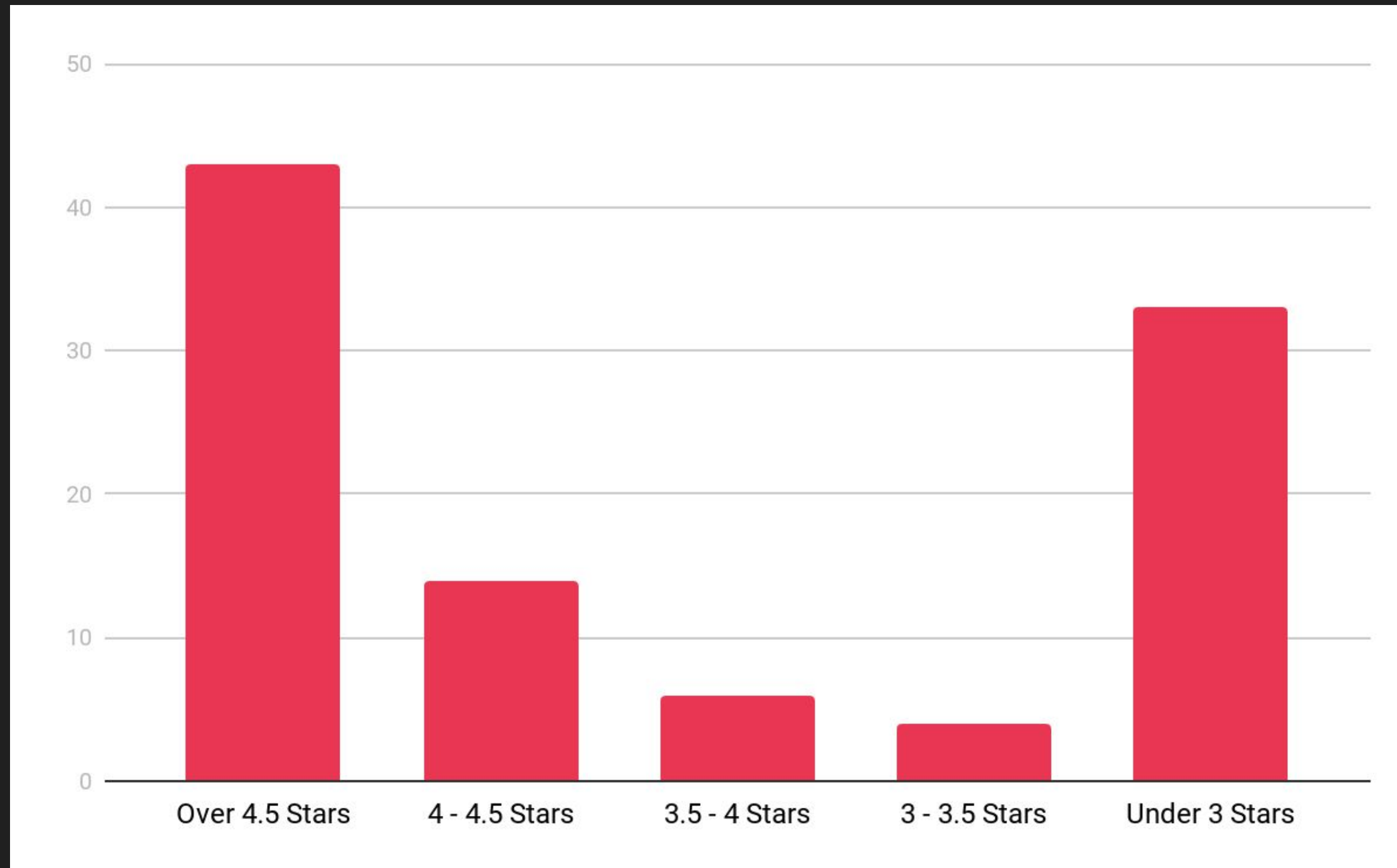
Churches and veterinarians are 15x more likely  
to have no reviews or low ratings  
when unclaimed.

## Google Rating of 0-3 Stars

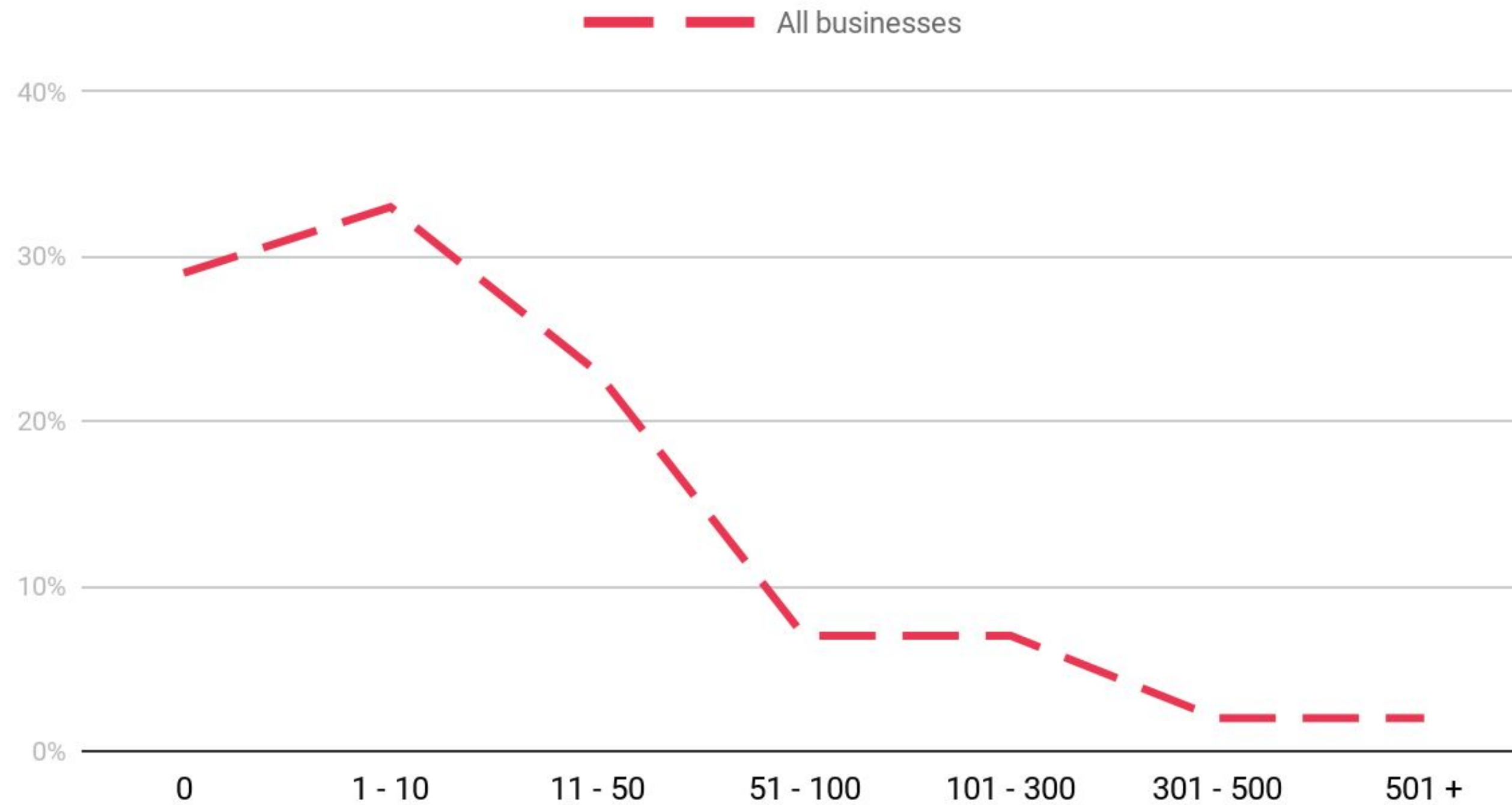




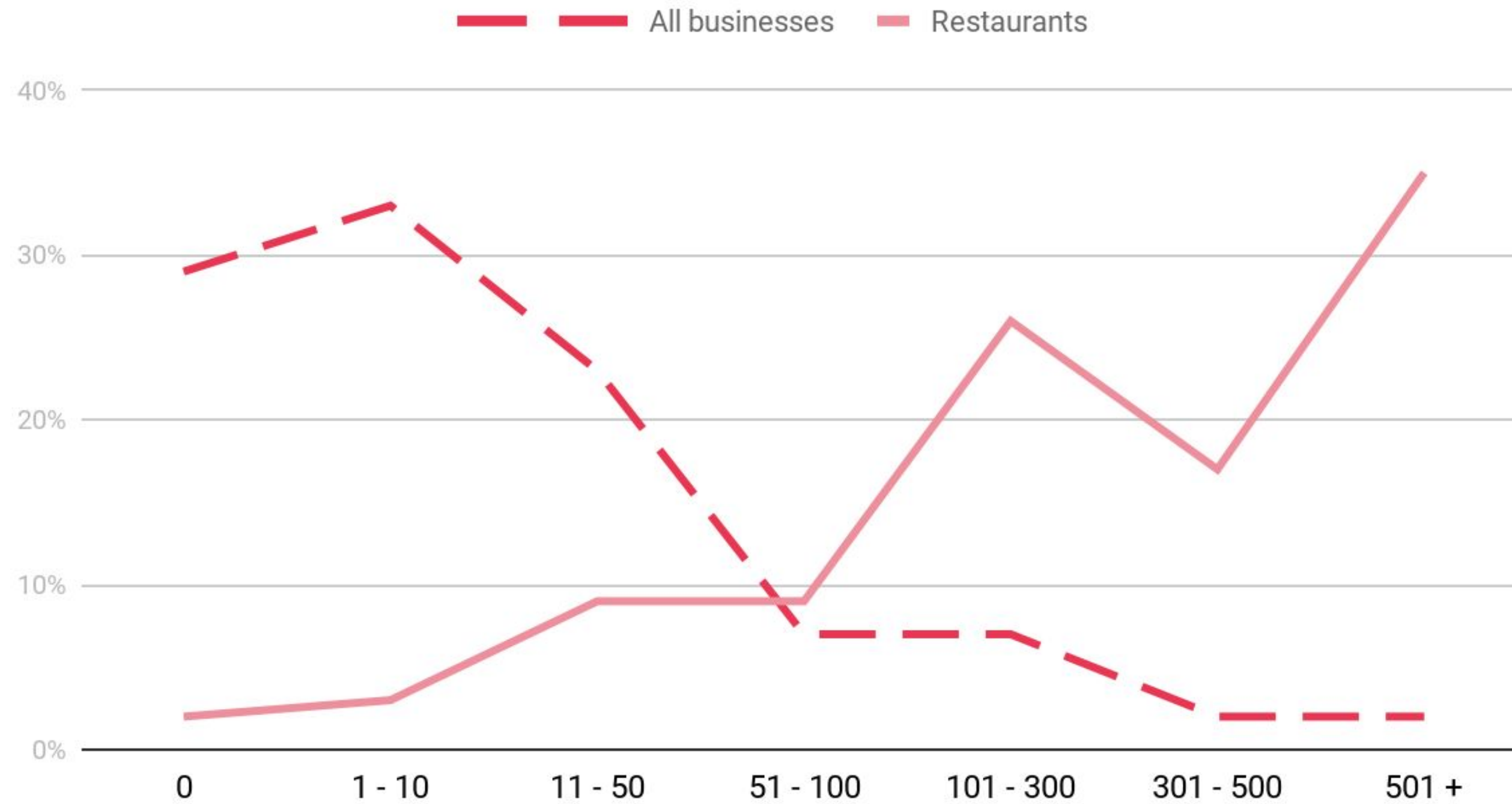
# GOOGLE REVIEWS



## Average Review Count



## Average Review Count





# WINNERS

# **FEWEST** BAD REVIEWS

10% **Bakeries**

6% **Coffee Shops**

2% **Restaurants**

# **LEAST** LIKELY TO HAVE 0 REVIEWS

10% Locksmiths

10% Day Spas

8% Bakeries

5% Coffee Shops

2% Restaurants



# LOSERS

# **MOST** BAD REVIEWS

# **MOST** LIKELY TO HAVE 0 REVIEWS

83% Financial Planners

69% Psychologists

62% Accountants

60% Architects

55% Construction Companies



# BEST PRACTICES

1. Claim your listing
2. Respond to every review (positive + negative)
3. Ask every customer for a review

# WINNING REVIEW STRATEGY

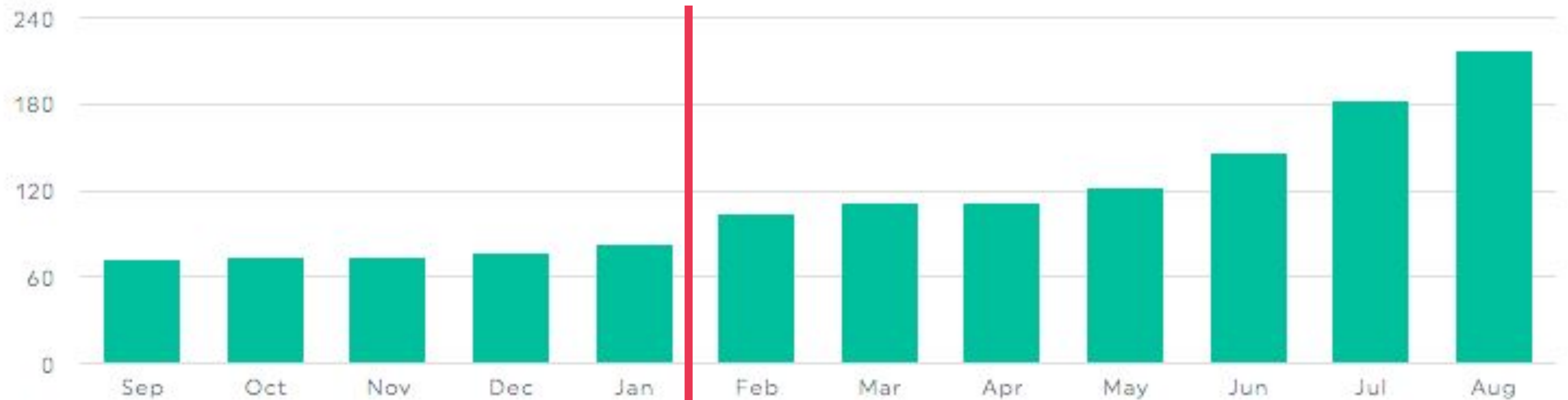
1. Personal ask
2. Review request card
3. Follow up email





# WINNING REVIEW STRATEGY

REVIEW GROWTH OVER THE PAST 12 MONTHS





# WINNING REVIEW STRATEGY

1. Personal ask
2. Review request card
3. Follow up email



# REVIEWS ARE A CONVERSION TOOL

Annette

★★★★★ 2 weeks ago

Pleasant, polite , and Professional , love Dr Ready and also love his staff , so so happy with my choice of choosing their office and his wife is also a Dentist at their office. , would and have already recommended their office , I choose them for their great reviews , reviews were right on !



# GMB EXPLORER





**Welcome to the GMB Explorer Tool!**

To get started, please select the data you'd like to explore. You can refine it with one or more rules.

**Select a predefined template**

Businesses with names longer than 30 characters

Businesses with names containing a specific keyword

Businesses located at a specific address

**OR**

**Create your own**

Create new Rule

**COMPETITIVE ANALYSIS**

**NEW CLIENT PROSPECTING**

**SPAM FIGHTING**

**Welcome to the GMB Explorer Tool!**

To get started, please select the data you'd like to explore. You can refine it with one or more rules.

**Your Rules**

**name** length is > 30 

**category** contains cannabis 

Add another?

**Looks good? Let's go.**

Generate Report



**Welcome to the GMB Explorer Tool!**

To get started, please select the data you'd like to explore. You can refine it with one or more rules.

**Your Rules**

**name** length is > 30 

**category** contains cannabis 

Add another?

**Looks good? Let's go.**

Generate Report







Canna Essence Wellness: Online Only Medical Marijuana Dispensary ~ Cannaessence.ch
Crop King Seeds CANADA
Green Society MMJ - Online Dispensary Canada (Buy Weed Online)
Weed Delivery Ottawa - TopShelf - Text Only
Fire & Flower Cannabis Co.
Fire & Flower Cannabis Co.
TORONTO.BLACK,Ńc
Lotus
Same day Order Cannabis Delivery   Bob Marley Station   Weed Dispensary
Wings of Wellness Inland Empire
The Lit Corner
Kush Boy Online Dispensary

Windy City Cannabis
Verilife Medical Marijuana Dispensary - Arlington Heights IL
RISE Dispensaries Niles
New Age Care
Sunnyside Cannabis Dispensary - Buffalo Grove
Koostay's Hempworx - please text me phone number listed below
Greenhouse Dispensary
Verilife Marijuana Dispensary - Romeoville, IL
Nature's Care







**Sign up for updates!**  
**[gmb-listings-explorer.whitespark.ca](http://gmb-listings-explorer.whitespark.ca)**





**ALLIE MARGESON**

**Whitespark**

**Director of GMB Services**

**THANK YOU!**

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