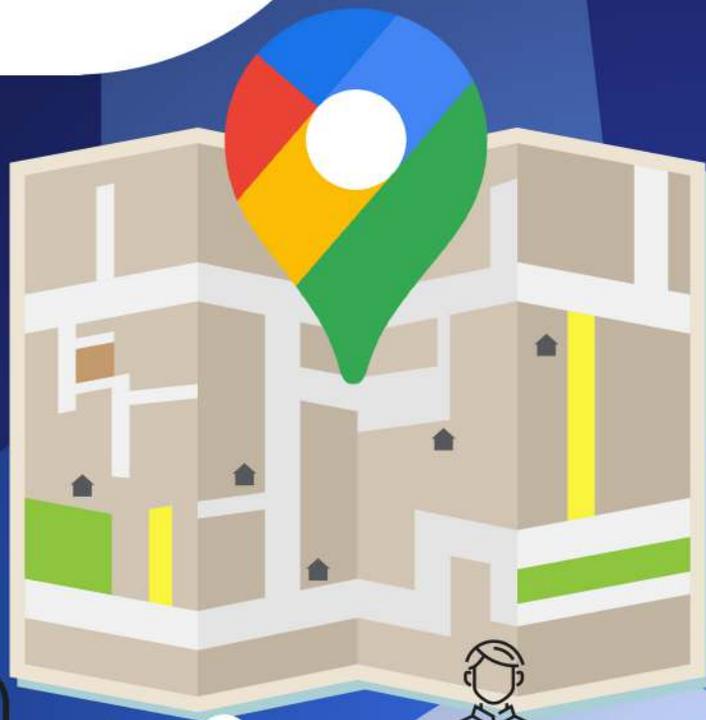# Generate more leads
## with Google My Business

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Google My Business (GMB) is the essential tool for local businesses looking to attract new customers and generate leads through local search.

When it comes to business visibility through search results, having a GMB page is critical, considering Google now has more than 90% of the global search engine market share.

So what are the best ways to take advantage of your GMB, and what steps do you as a business owner need to take to optimize your GMB to generate new customers? This guide will cover three essential steps you should take when maintaining and optimizing your GMB to help generate more leads and find new customers!

1. Using GMB with Google Analytics
2. Tracking Customer Actions through GMB Insights
3. Optimizing for Lead Generation

## 1.Using GMB with Google Analytics

To better understand your GMB listing's effectiveness, you can use urchin tracking module (UTM) codes to accurately track how much traffic is generated from a GMB listing to your primary domain on a business website. Here's how to set it up.

List a website for your GMB listing. A user will see this as a "website" button on a GMB and map listing. Using only the domain URL without including UTM parameters means you don't effectively track how much traffic you're generating to your website through your GMB listing.

You'll want to website URL link for your GMB listing that includes a UTM parameter. Here's an example of what a UTM link looks like: www.yourwebsite.com/?utm_source=google&utm_medium=traffic&utm_campaign=GMB

Using a UTM link, you can easily segment any traffic generated through the listing and see whether it's effective by the number of active Google Analytics goals. GMB users can create these custom URLs through the Google Campaign URL Builder and then add the new URL through their GMB dashboard.

The benefits of tracking this behavior are critical. Analyzing the traffic, leads, and conversions referred to a brand's site through its GMB listing can provide valuable marketing data that can help optimize your business.

For example, if you see that traffic from your GMB listing has a high bounce rate think about adding a local-focused lead capture to a location page. Add calls to action like "get directions," "book an appointment," and "visit us."
Test these new initiatives and do whatever you can to get that low-funnel traffic to convert.

## 2. Tracking Customer Actions through GMB Insights

Your GMB account is more than just a business listing. It's integrated with Google Search and Google Maps and provides directions and asks questions even makes appointments. These types of customer actions through Google Search and Google Maps are captured by Google and are available through your GMB in the Insights section of your dashboard.

- Understanding Customer Behavior using GMB Insights
- In-Bound Calls

Understanding Customer Behavior using GMB Insights

When viewing your GMB Insights section, you'll notice that it provides a better understanding of trends that show how potential customers interact with your listing.

Insights can inform you what a potential customer does after they have viewed your listing. Your Insights graph chart will display how many actions were performed by users like visiting your business website, received directions, calls generated, or sending direct messages.

The outlined actions are all data points or "conversions" that can rank at certain levels within

your conversion funnel. Some of them are pretty straightforward leads that you should be tracking.

When potential leads ask for directions to your repair shop, Google will track their starting point, which can be viewed in your GMB Insights. The location information shown in the GMB Insights will be the starting location of the zip code used.

The location information can help refine your marketing efforts to target potential customers in prominent areas. For example, if a business gets plenty of traffic from suburban areas, it can optimize its advertising strategy to target those areas. A great way to be more efficient with your marketing efforts and produce a better ROI while generating new customer leads in the process.

<u>In-Bound Calls</u>

GMB Insights also tracks inbound phone calls to a business. You can view the number of times a potential customer calls your business and what time the phone calls are occurring.

Think of how you can utilize this data to help generate more customers by adjusting your ability to answer calls strategically throughout the day, not missing calls but talking to potential customers and increasing your chances of generating more business.

## 3. Optimizing for Generating More Customers

- Reviews
- Description
- Utilizing GMB's Attributes & Categories
- Answer Questions and Engaging with Prospects on Your GMB Listing

While data Insights can be a powerful tool, it's not the only way to generate leads for your business. You can make many improvements to your GMB listings to help improve your listing through local search, and these types of optimization improvements can also make your GMB listing primed for conversions.

Let's take a look at the following optimization improvements you can make to your GMB listing:

## Reviews

Did you know that majority of searchers are likely to review a business's Google reviews before they visit? They also need to see an active and engaged social media presence.

## Description

A well-written description with specific keywords not only tells Google more about your listing; it provides better matches for search queries. People looking for particular businesses can use these descriptions to decide whether a listing is worth their time. Stick to standard terms that people would use regularly to describe your business.

## Utilizing GMB's Attributes & Categories

Implementing the correct keywords to talk about your business can help place your GMB listing into the correct category.

Implementing the correct keywords about your business is why it's essential to have additional attributes in your listing. Things like hours of operation, available services, and products can answer questions that a potential lead might have about your business.

## Answer Questions and Engaging with Prospects on Your GMB Listing

Generally, interested prospects can quickly become leads and immediately find interest in your services if you're able to promptly answer their questions or concerns. This process is made more accessible by Google by using their Business Messaging feature.

It's always good to have a personal touch on each conversation. You can also save some time by adding a quick reply message to specific questions like "How long does it take to repair my device." You can also display appealing and straightforward informational cards in your messages to make it easier for people to find specific information. Engaging with prospects can convert them into high-intent leads and future loyal customers, generating long-term repeat business.

Optimizing your GMB listing is a great way to generate more leads for your repair business. Keep in mind that, being patient and persistent with your GMB optimizations, in time, your listing will start to generate high intent leads that turn into customer transactions.

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At Repair Lift, we hope that this guide helps position your business for better, long-term success. If you would like to learn more about our digital marketing services, call us at 1-855-277-5438 or email us here: marketing@repairlift.com.

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