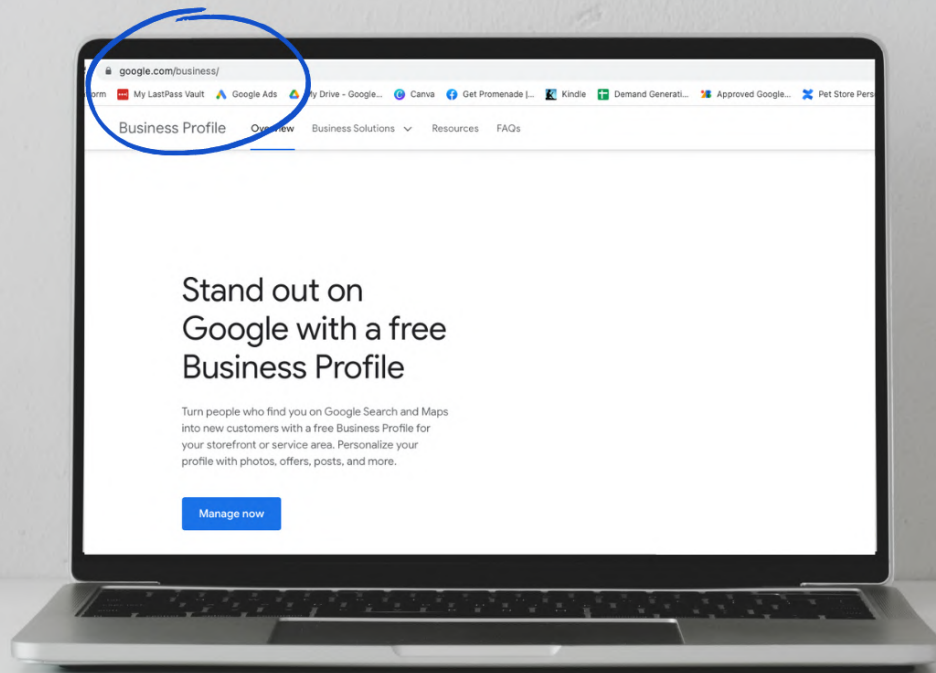


Butcher Shops' Guide to Optimizing Your **Google** **Business Profile**





Google My Business (GMB), or Google Business Profile, as it was recently renamed, is a free service that helps small businesses get found online. It provides your potential and current customers with relevant details about your business to ensure your butcher shop can be easily found, learned about, and engaged with by anyone who might be interested in it. This short guide takes you through every step of creating and optimizing your GMB listing to make the most out of this free tool!

Begin by setting up your Google Business Profile account

- Go to www.google.com/business
- Click the Manage Now button
- Add your business name

Choose the right business category that will represent your butcher shop and help it get found on Google.

- If you provide ready-to-eat food products in your butcher shop, choose the category *Butcher shop deli*. If not, then simply select the *Butcher shop*.

Add all the following essential details about your listing immediately:

- Address
- Phone number
- A website link
- Hours

Verify Your Business

Whether you've just set up your Google Business Profile or you've had an account for a while, optimize it for success with the following steps.

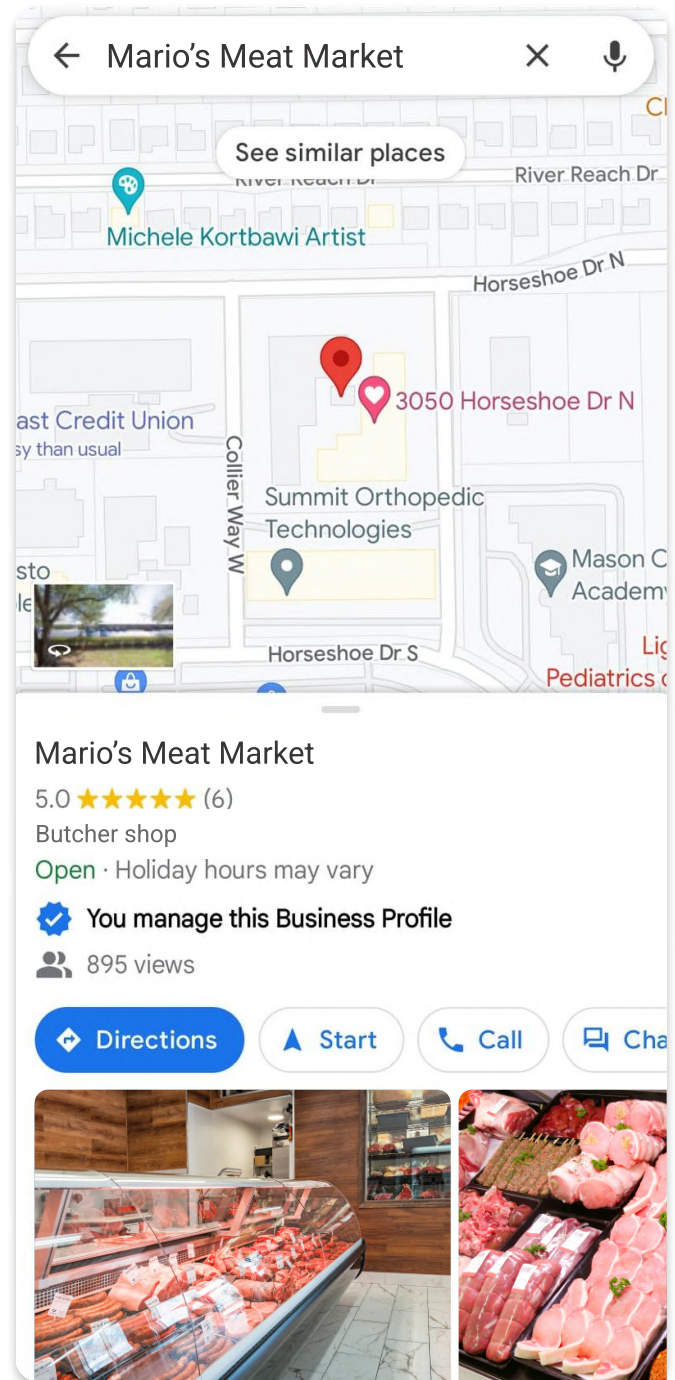
Do You Know About the Big Change to Google Business Profiles?

Did you know that now, you can create and manage your Business Profile directly on the Google Maps app?

Google transitioned from the Google My Business app to the Google Maps app.

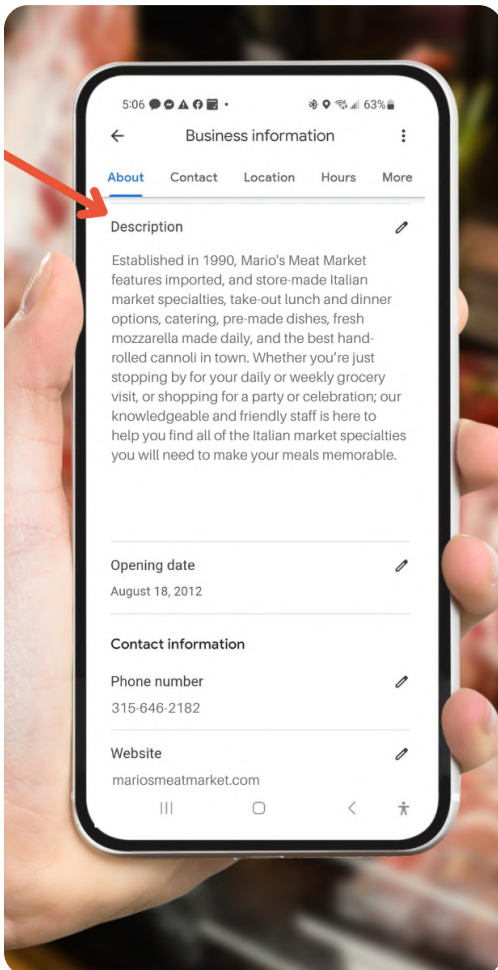
There are no changes in how your profile is perceived. That means that now, you can add and update business information, adjust working hours, or add links and photos on the go with Google maps.

To start adding and managing your Profile on a mobile device, go to the Google Play Store and download the Google Maps app. Follow the same instructions for setting up your Profile, and then optimize it just like we explain below. If you already have a profile, sign in to your business Google Account, tap on your profile photo, and then hit the section **Your Business Profile**. Oh, and don't forget to turn on the notifications in the app so that you never miss an update or a review!



Find your business in Google Maps to manage the information displayed in your listing.

NOTE The following steps do not cover every section of your profile. These are specific tips that will help you attract more customers to your local butcher shop.



A thorough description with keywords about your business, like “local butcher shop,” will improve your local Search Engine Optimization (SEO).

How to edit your Google Business Profile

- Log into your Google account with the email you used to register your business on Google
- Then do a Google search for your business
- You will see your Google Business Profile with a button for Directions, Website, etc.
- Click on **View profile**
- Click **Edit profile**
- Now you can edit your business information, add photos, update your hours, and more.

STEP 1: In the Business Information section, use the following tips to write the Description of your business:

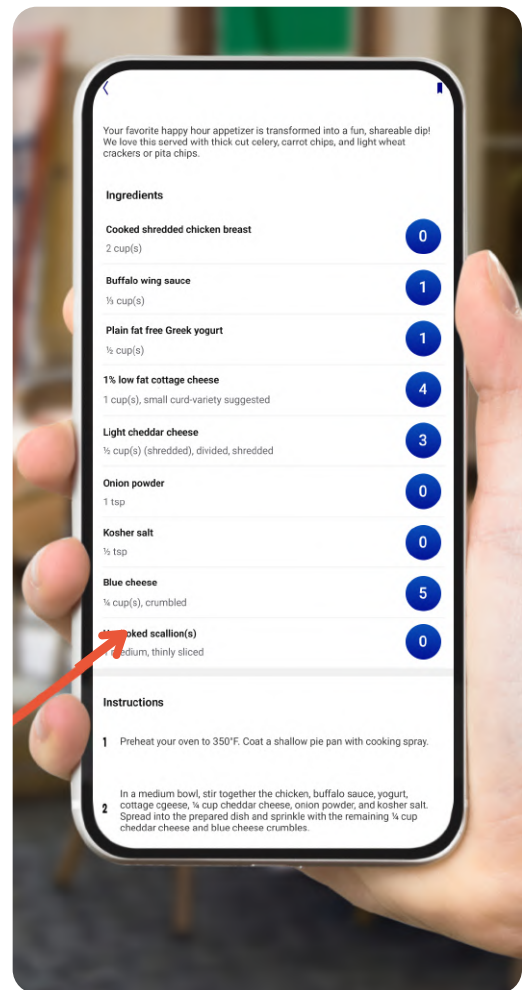
- Use up all available characters for a strong description, but don't go over the 750 characters
- Make sure to present the crucial information at the beginning since Google only shows the first 244 characters
- Don't repeat the information that is already visible in other sections (such as working hours and location)
- Make a clear statement about the goods and services you provide and offer unique value propositions
- You can add a short story about your store's history and remember – the description should be a story and not a sales pitch

STEP 2: Use the Products tab to add your products and improve your local SEO.

- Click on Get started.
- Add your product collection title (such as Beef or Chicken), product name (Ribs or Chicken wings) and a collection image.
- Provide details to the description that include butcher-specific keywords.
- Add more products to your product collection.
- You can mark a product with “Buy Online” and link to your e-Commerce website if you have one.

STEP 3: Be sure to add at least three product collections.

PRO TIP: To name your collections and products, use the terms people usually search for on Google



STEP 4: Post only high-quality images that represent your store and offer

- Place your business' logo as the thumbnail image
- Don't use stock photos or photos with special effects
- Make sure your cover photo size is 1024 x 576 pixels
- Use high-quality images that show off your offer, as well as of the store's interior and exterior
- Add an image every week
- Use Google Street View for 360° photos
- Geo-tag your pictures to get more local reach
- Add videos that can be indexed by Google
- Make sure to categorize your photos, so customers know certainly what they are looking at.

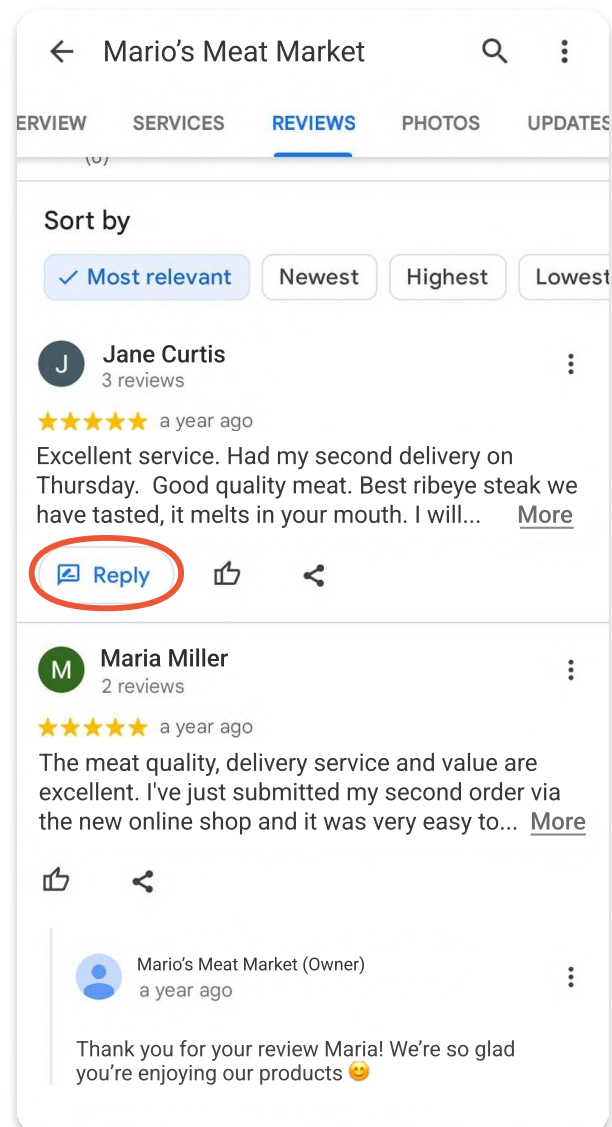
STEP 5: Post updates regularly

- Google posts disappear every week, but they are very important for an optimized listing. Share updates at least once every week.
- Let people know about any offer or discounts, or just remind them how good your meat selection is. Treat this outlet as you would any other business social media channel!
- If you have an important update or piece of news you want highlighted among GMB posts, share it exclusively. Don't post any other updates six days after the announcement, so it doesn't get buried by other content.

STEP 6: Keep your regular and holiday working hours current.

STEP 7: Actively pursue and manage reviews

- To rank your listing highly, Google looks at three aspects of feedback: high numerical ratings; how many keywords a testimonial has, and the number of reviews you are getting, so make sure your reviews are good on all three aspects
- The easiest way to get reviews is by asking happy customers if they would leave you a Google review after their purchase
- Another way to collect testimonials is by providing a short link that leads to Google reviews over social media and email
- People love free things, so throw a giveaway! Gift loyal customers that leave reviews with a discount code for their next order
- Decide what reviews to reply to. We suggest always replying to the best and worst reviews.

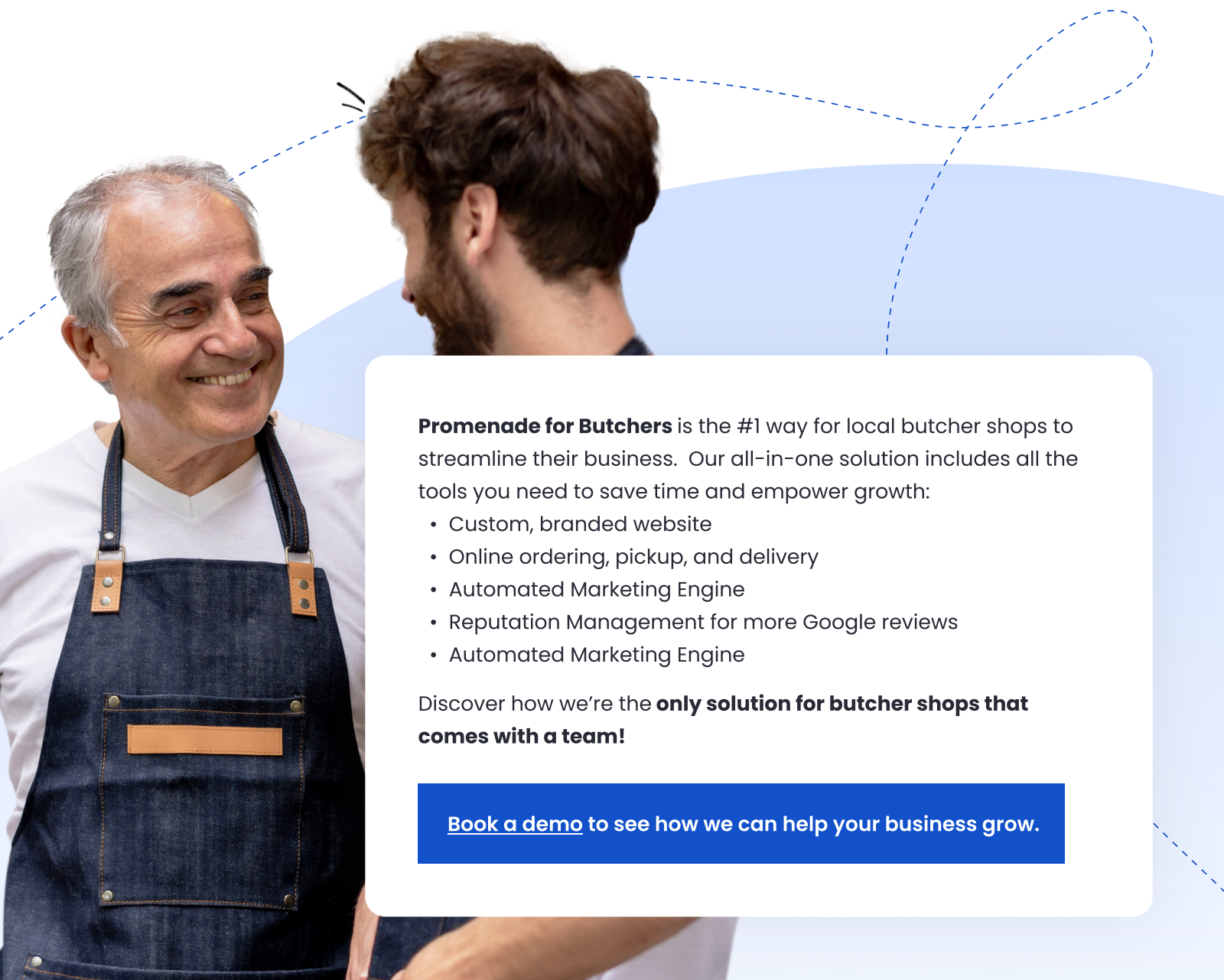


STEP 8: Make the most out of the Q&A section

- Anyone can post and answer questions on your listing, so make sure to be the first one to provide accurate and quick responses that will help anyone who comes across your listing
- Give elaborate and detailed answers. For example, if someone asks whether you sell poultry, don't answer with a simple yes or no but rather identify your most popular selection of poultry

STEP 9: Last but not least – check out your progress with the Insights feature

Once your listing is complete, you'll get a dashboard that shows all the data about your customer's activity on the GMB listing. Use this data to figure out what strategies are working for you and which one you'll need to give more attention to in the future! [See Google for how to get started with Insights.](#)



Promenade for Butchers is the #1 way for local butcher shops to streamline their business. Our all-in-one solution includes all the tools you need to save time and empower growth:

- Custom, branded website
- Online ordering, pickup, and delivery
- Automated Marketing Engine
- Reputation Management for more Google reviews
- Automated Marketing Engine

Discover how we're the **only solution for butcher shops that comes with a team!**

[Book a demo](#) to see how we can help your business grow.