

# Google & Facebook Page Tips n Tricks for Success

Important tips n tricks to get more clients from your Google business and Facebook business pages from LeadLeopard.com.

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- Confirm your business Name, Address, and Phone number is correct and consistent across all online profiles (also know as your business NAP).
- Check your business hours are correct.
- Make sure you've got the right category listed for your business.
- Add at least 3-5 photographs of content about your business and services

## Add photos like:

- A photograph of yourself
- Photos of key staff
- Photos of your facilities or your retail area
- 2-3 photos of customers being helped (before and after photos are a HUGE plus)
- 2-3 photos of what you're really known for. Know for a special service? Shoot that. Got celeb client? Take a photo of that! Whatever make you special should be shown.

## Write a complete and thoughtful "Introduction".

- Use subheaders
- Use bullet points wherever possible
- Keep paragraphs short

## Additional things to add:

- Include the types of payment you accept.
- Ask for reviews.
- Respond to the reviews you already have. Need on that? <http://www.searchenginepeople.com/blog/150241025-respond-google-local-reviews.html>

## Post to your Google business and Facebook business pages SEVERAL TIMES A WEEK.

### You can post things like:

- Photos

- Sale announcements
- New employee announcements
- Questions from customers/clients
- Industry news
- An event in your town
- Client testimonials (video testimonials are a huge plus)

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