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.

- [ ] 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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