

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
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- ☐ 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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