

TAKU Retail

Part One: Local SEO Checklist

Optimize your Google My Business listing to attract more local shoppers.

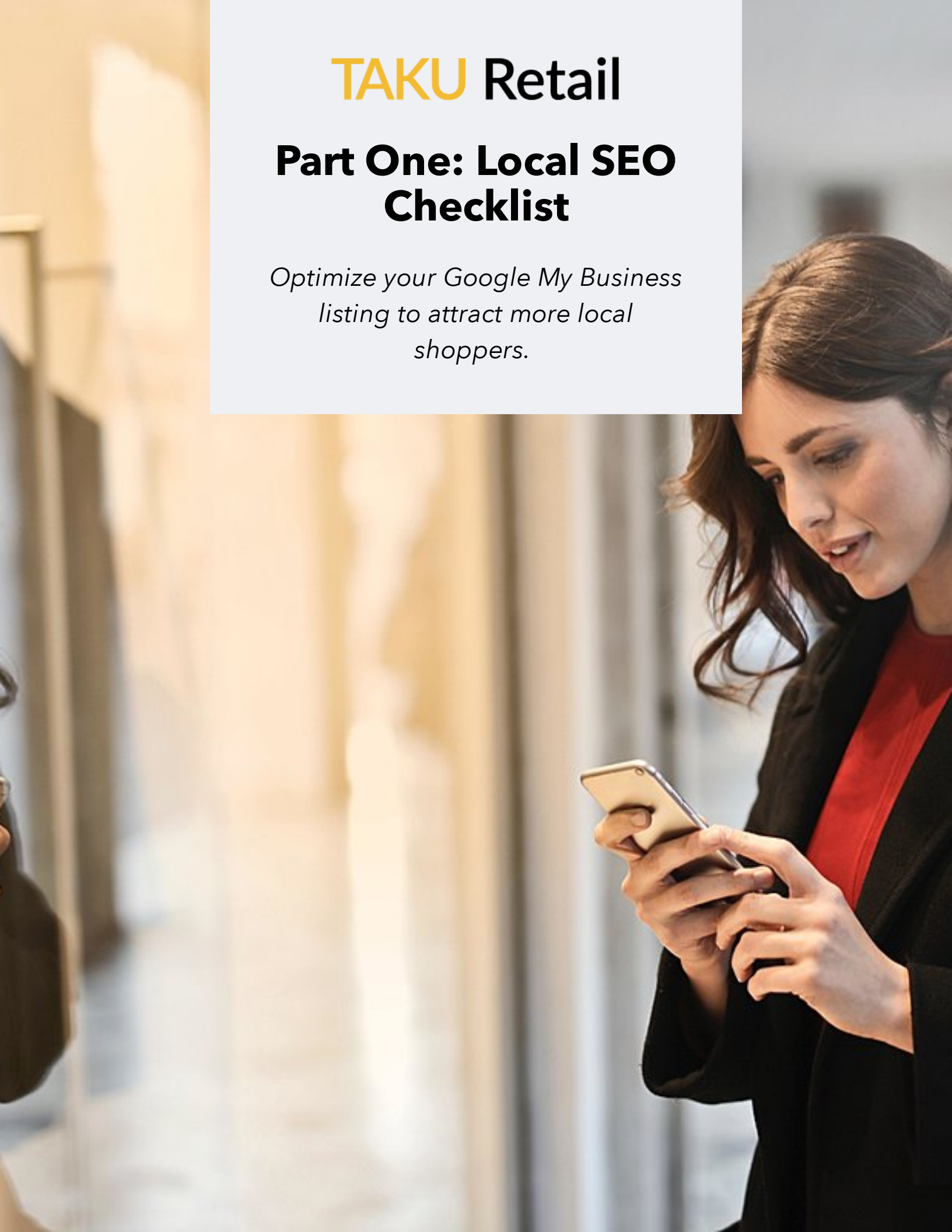


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NAP Consistency

NAP stands for your business **N**ame, **A**ddress, and **P**hone number.

Tip: Keep your business name, address, and phone number consistent. For example, if you use Allison and Bret's Pet Store, 123 Main street, and 555-555-5555 on your website, don't use AB's Pet Store, 123 Main St., or (555)-555-5555 on GMB

Note: NAP inconsistencies are the #1 issue affecting local search ranking.

☐ **Decide how to format your name, address, and phone number.**

☐ **Post your NAP on your website.** You'll want to ensure that it is visible on specific parts of your website including: a prominent location on your homepage, your contact page, and the header/footer on the rest of your webpages. You may also want to include an embedded Google Map of your business address on your contact page (this acts as a strong local SEO signal).

☐ **Post your NAP on your Google My Business listing.**

☐ **Improve local SEO by listing your business on local directories.** The following are some online directories that will help your store appear in local search results:

- Yelp
- Yahoo Local
- Bing Place for Business
- MerchantCircle
- Yellow Pages
- Foursquare
- Manta
- Angie's List
- Citysearch

☐ **Add your NAP to your social media accounts (Twitter, Facebook, Instagram, Pinterest etc.).**

☐ **Once your NAP is listed across the web, make sure to periodically check that it is accurate and consistent.**

Pick an Accurate Business Category

Note: You can only select 1 primary category for your GMB listing. This is the category that people see on your business listing. It is also the most important – Google prioritizes your primary category in its search algorithm

The business category you choose determines how local shoppers find you!

- ☐ **Be as specific as possible when choosing a primary category.** For example, if you sell gift baskets, choose “gift basket store” instead of “gift store”
- ☐ **Your primary category and additional categories should describe your retail business as a whole.** For example, if you run a furniture business that also includes a pastry shop, avoid adding the category “pastry shop”. Instead, the pastry shop owner should claim their own listing and choose “pastry shop” as their primary category. Google suggests that you select categories that complete this statement: “This business IS a” rather than “this business HAS a”.
- ☐ **Try minimizing the amount of additional categories that you add.** Although you may be tempted to select as many categories as possible, it’s important not to. Doing so will negatively impact your store’s local ranking. Only choose categories that directly apply to your business!

Add Attributes

Note: While business categories are meant to be specific, attributes allow you to expand on what your business has to offer. For instance, they indicate things like payment options, parking availability, free wifi, wheelchair accessible etc.

Attributes are an easy and effective way to showcase aspects of your business that may be important to potential shoppers.

- ☐ **Objective/factual/business-defined attributes** can be chosen by you. They include things like women-led, if your business has Wi-Fi, restrooms etc. Go to your Google My Business listing, click on "Info", and click attributes. Then, select all the attributes that apply to your business.
- ☐ **Subjective attributes** (like if your business is popular among local shoppers) depend on Google users who have visited your store and are crowd-sourced.
- ☐ **Note that choosing false attributes could result to the removal of the attributes from Google or negative reviews from shoppers.** Google is known to confirm if attributes are true by asking users to submit subjective attributes.

HIGHLIGHTS



QUESTIONS & ANSWERS

Be the first to ask a question

Attributes

Add High Quality Images

Note: According to Google, businesses with photos get 40% more requests for directions while 90% of customers are more likely to visit a business that has photos on a Search/Maps results page.

One of the first things that shoppers will notice about your business listing is your primary photo. It's important to note that *you cannot control which photo appears as your primary photo*; Google's algorithm will determine which photo will appear first on your business listing. It will also determine the order of the other pictures that have been uploaded.

However, you can influence the algorithm in the following ways:

- ☐ **Upload the photo that you would like to appear as your primary photo as your cover photo.** This does not guarantee that this image will be displayed first but it tells Google that it is the image you prefer.
- ☐ Google will look at user behaviour to determine which photos best represent your business. **By uploading an attractive cover photo, people will engage with it more** (or view it more) - telling Google that it is an important photo.
- ☐ Google will ask users which photo they think best represents your business. It will take this information into consideration when ordering your images. **Upload high quality photos that represent your retail business and appeal to your target shopper.**

Add High Quality Images

Note: According to Google, businesses with photos get 40% more requests for directions while 90% of customers are more likely to visit a business that has photos on a Search/Maps results page.

To get started, Google My Business will suggest that you upload three types of photos : a logo, cover photo, and additional photos.

- ☐ **Logo:** Upload your store's logo. Your logo helps shoppers recognize your business on Google. Make sure your image is square with a white background (see below).
- ☐ **Cover Photo:** Showcase your store's personality. Again, your cover photo tells Google that you want this image to be displayed first (or be your primary photo) on your business listing - however it does not guarantee that it will be the first photo displayed.
- ☐ **Additional Photos:** Add additional category specific photos to display different business features and products. The next page will take you through the additional photos you should be adding as a retailer.

Add Additional Photos

Google suggests that you **upload a minimum of three of each** of the following category specific or additional photos.

Note: The following category specific photos apply to retailers (other categories listed by Google did not apply to retail stores and they have been excluded from the list).

- ☐ **Exterior photos:** photos of your business from the outside - these photos help shoppers recognize your store as they approach from different directions.
- ☐ **Interior photos:** photos of the inside of your store - these photos showcase the decor and layout of your store so shoppers can get a feel for your business.
- ☐ **Product photos:** high quality images of your products give shoppers a better understanding of the types of products that you offer.
- ☐ **Photos at work:** pictures of your team serving customers help represent the quality of customer service you provide.
- ☐ **Team photos:** display a more personal side of your business with candid pictures of your management team and employees.

Add a Business Description

Your business description is an area of text on your business listing that tells shoppers more about your store. This is your chance to indicate what makes your business unique to potential customers and set yourself apart from your competitors.

Without a business description, shoppers are left to draw their own conclusions about your business.

What to include in your business description:

- ☐ Make it clear what you do - pretend shoppers know nothing about your business.
- ☐ Highlight what makes your store different or unique.
- ☐ Information about the products and services you offer.
- ☐ The mission and history of your business.

What not to include in your business description:

- ☐ Do not keyword stuff - your business description is not a factor in the ranking algorithm. Keyword stuffing can get you flagged for spam.
- ☐ Do not use any URLs.
- ☐ Do not use ALL CAPS, emojis, or other odd characters.
- ☐ Do not write about business promotions/sales/prices/deals - use GMB posts for this instead.

How to add/edit your business description:

- ☐ Go to your Google My Business listing.
- ☐ Click "Info"
- ☐ Click "Description". You can write up to 750 characters but only 244 will show up on your listing until the user clicks "More".

Create a GMB Short Name

By creating a short name, shoppers can now enter your short name URL "g.page/(yourshortname)" and they will be directed to your GMB profile.

With GMB short names, it is now easier to share your GMB profile to gain more reviews, share directions, and get leads.

- ☐ **Sign in to your Google My Business Account**
- ☐ **Click "Info" from the menu bar on the left.**
- ☐ **Click on "Add profile short name".**
- ☐ **Enter your short name** - it can be up to 32 characters. If your name is unavailable, you will receive an error message. You can try a shortened form of your name or you can try adding your location. Otherwise, try another short word that describes your retail store.
- ☐ **Click "Apply".** Once you do so, your short name will show as pending. When it is ready and approved, it will show up on your business listing.

Some important things to note:

- ☐ It's important that your short name is associated with your store's name.
- ☐ Make sure that it is simple so that you can easily promote your business and shoppers can remember it.
- ☐ If you have multiple locations, you must claim a short name for each GMB listing. Again, it's a good idea to include your location (city, neighbourhood, street etc.) to make your name unique and easy to remember.
- ☐ It is also a good idea to use your short name URL on marketing materials. This way, you can gain more reviews and local exposure

Create GMB Posts

GMB posts is a feature that allows you to share content about your business - it is similar to any other social media platform like Twitter or Facebook. It posts directly to your Google My Business listing - so users can see your content directly in search results.

Get shoppers interested in your GMB posts by posting attractive and relevant content. For each post, business owners can include text, call-to-action buttons, and/or photos or videos to promote their store.

There are four different post types including:

- ☐ **Events:** Promote any upcoming events that you are holding. Each event requires a start time, end time, and a title. It is also good practice to include a photo/video, an event description, and a call to action button leading to a landing page for your event.
- ☐ **What's New:** Share general information about your retail business. For example, you can give shoppers an inside look at your Halloween displays and merchandise.
- ☐ **Products:** Store owners also have the option of promoting any products or new merchandise. For example, a pet store could promote their new range of dog food. Keep in mind that product posts require a title and photo/video.
- ☐ **Offers:** According to Google, 50% of shoppers are looking for promotions and discounts when searching for a business online. So provide shoppers with information on the latest sales and promotional offers. Offers will appear at the top of your business listing on both Google Search and Maps. These posts require a title, and start/end dates. It's also good practice to include photos/videos, descriptions, coupon codes, and terms and conditions of the offer. The call-to-action button "View" will automatically appear on all Offer posts.

Category Specific Features

The majority of businesses have access to Product Category and Product Editor. These features are specifically for small to medium sized retailers who want to showcase their products on Google. Google Local Inventory ads (LIAs) are meant for larger retailers who want to display product information.

"From Product Posts" highlights products that you have posted about through GMB Posts. **The Product Catalog** will display all the products collections that you have added in the product editor or products tab.

There are two ways that retailers can upload products on to Google My Business:

- ☐ **Google My Business Posts:** there is an option to create posts about your products under "posts". You can highlight featured products and they will be displayed in the "From Product Posts" carousel. You can add up to 10 product posts at a time. But remember - Google My Business posts expire in 7 days. Although they will no longer appear on your business listing, they will remain in the "From Product Posts" carousel. They will also still be available under the "Posts" tab.
- ☐ **The Product Editor:** you can also upload product collections in the "Products (Beta)" tab. You must give the collection a name and you can also add a description (optional). It is required to add at least one product to your collection. For each product, you should do the following: add a photo, name the product, set the price, and create a product description.

How to Get More Google Reviews

Reviews are an integral part of local search. **Shoppers trust reviews;** according to Google, 2 out of 3 customers say that having positive reviews was an important factor in selecting a business or store to purchase from.

According to Brightlocal, 70% of shoppers who have been asked to leave a review went on to do so.

- ☐ **Ask for reviews at the right moment:** It is generally good practice to ask shoppers to leave a review after they have made a purchase from your store. Also think of asking loyal and long-term shoppers who have not made a purchase in a while.
- ☐ **Make it easy:** The easier you make the review process for your shoppers, the more reviews you are likely to gather. Go mobile by sending a follow-up email or text message to your shoppers. Here a few tips for what to include in your email or text message:
 - Personalize the email/text : personalize your message by including the customer's first name. Personalized messages make shoppers feel important and they've been proven to have a higher open rate too.
 - Keep it short : keep your message short, simple, and straight to the point.
 - Include a review link : shoppers are not going to take the time out of their day to find your Google My Business account. Once you claim your GMB short name, you will have a shareable short URL that directs shoppers to leave a review.
- ☐ **Create Review Cards:** Create physical “drop us a review” cards with your store’s short URL. Place them near checkout and remind your employees to hand them out to shoppers after they make a purchase. Create incentives for your employees; reward the staff member who hands out the most review cards or generates the most reviews.
- ☐ **Add a Review Link on your Store’s Website:** Include a review link or button on relevant pages of your store’s website. This might be your contact page, thank-you page, or even a section on your homepage.

How to Get More Google Reviews

More good reviews = higher ranking in local search
Higher ranking in local search = more foot traffic = more sales

- ☐ **Incentivize shoppers:** Offering shoppers a reward or incentive for leaving a review is a great way to gather more reviews. Effective incentives include a \$15 gift card or store credit, loyalty points, store merchandise etc.
- ☐ **Include a review link in your email signature:** Adding a short and simple call to action in your email signature is another effective way to gather reviews. For example, "Your opinion is important to us! Drop us a review at [GMB short URL]." This strategy is especially important for retailers who regularly email their customers.

The screenshot shows the Google My Business dashboard for TakuLabs Ltd. The left sidebar contains navigation links: Home, Posts, Info, Insights, Reviews, Photos, Products (Beta), Users, Get custom Gmail, and Add new location. The main content area features several cards. The 'Get more reviews' card is highlighted with a red box and contains the text 'Share your Business Profile and get new reviews from customers' and a link 'g.page/takulabs/review'. Other cards include 'Review updates', 'Google Virtual Tours', 'Get full access to your Business Profile', and 'Learn more about your business'. The footer displays copyright information and links to Terms, Privacy Policy, Content Policy, Help, and mobile apps.

Google My Business

TakuLabs Ltd.
3600 Steeles Avenue East Suite B-B109
IBM Innovation Space
Markham, ON L3R 9Z7

Home

Posts

Info

Insights

Reviews

Photos

Products (Beta)

Users

Get custom Gmail

Add new location

sources. Review these published updates to make sure that they're accurate.

Review updates

Get more reviews

Share your Business Profile and get new reviews from customers

Click to copy link

g.page/takulabs/review

Learn more about your business

Discover how customers find and interact with your business.

View insights

Google Virtual Tours

Enhance your online visibility and draw traffic to your business with a 360 interactive experience.

Get started

Get full access to your Business Profile

Receive instant alerts when customers leave reviews, send messages, and more with the Google My Business app.

Get the Android app

Get the iOS app

©2019 Google - Terms - Privacy Policy - Content Policy - Help - Get Android app - Get iPhone app

Responding to Google Reviews

Once you've set up a process for gathering Google My Business reviews, your focus needs to shift to responding to them effectively.

Responding to reviews builds customer loyalty and allows you to develop a relationship with customers.

Tips for responding to **positive reviews**:

- ☐ **Thank the customer and be specific.** For example: "Thank you for your kind words - glad to hear you appreciate our large selection of items!"
- ☐ **Don't be a salesperson** - anyone who left a review is already a customer so there's no need to advertise. Share store updates or other information that may be relevant to the shopper. For example: "We're glad you love our healthy food options...we've got more products that we will be releasing in September! More information will be revealed on our social media very soon ;)"
- ☐ **Keep it short:** don't overwhelm shoppers with long responses - keep it useful and genuine.
- ☐ **Respond in a timely manner.**
- ☐ **Invite the Customer to Take an Action:** You can provide additional value to customers by suggesting other products or complementary services offered by your store. For example : "Next time you visit, you should really try (product name)!"

Responding to Google Reviews

45% of customers say they are more likely to visit a business if the business responded to negative reviews.

Tips for responding to **negative reviews**:

- ☐ **Be polite and professional:** It can be difficult to stay positive when dealing with a frustrated customer. But as a business owner, you want to avoid acting in a defensive manner or burning any bridges. So keep your responses useful and polite.
- ☐ **Find out more about the reasons behind the bad review:** You'll want to investigate why the reviewer has a negative impression of your store. Check your records and ask your employees to find out more about the customer's experience. You can also directly ask for feedback.
- ☐ **Apologize when appropriate:** It's best to respond with empathy with an aim to fix the issue.
- ☐ **Be honest:** It's important to be honest about any mistakes that were made but do **not** take responsibility for something that was not your fault. Instead, explain what you can and cannot do in the situation. For example, it is store policy that customers have 2 weeks to exchange an item but employees will remind shoppers at checkout.
- ☐ **Show you are a real person:** Sign off each review with your name or initials - this way, you come off more authentic and real.
- ☐ **Take the conversation offline:** Suggest taking the conversation offline by contacting the customer personally - whether it is through Google My Business Messaging, e-mail, or phone. Remember, a positive interaction after the review often leads to the customer updating the review to be more positive. It also shows potential shoppers that you value good customer service.
- ☐ **Respond in a timely manner.**

Google My Business Messaging

Sometimes shoppers are unable to call you but they may have a question about your retail business. This is why Google introduced a feature called messaging.

When you enable Google My Business messaging, shoppers can message you directly from your Google My Business listing. By activating this feature, you can communicate one-on-one with shoppers in real-time, answer any questions they may have, and increase customer loyalty.

Here are some things to keep in mind:

- ☐ You can **create a customized welcome message** of 120 characters that customers will see when they message your business. Each person who has access to or manages your listing can respond to and message customers.
- ☐ You can **turn the feature on and off**. Your typical response time will show up on your listing. It is best to turn on the feature during your store's business or operating hours and turn it off when you are closed or no one is available to respond to the messages.
- ☐ It's important to **reply within 24 hours**. You cannot respond to messages on your desktop - you must download the Google My Business app. This is where you will receive notifications for incoming messages.
- ☐ **Avoid long or irrelevant responses**. Spamming users with promotional content is forbidden by Google.
- ☐ **Do not request sensitive information** such as credit card info.

Questions and Answers

GMB's Question and Answer feature allows merchants to answer questions from potential shoppers, add frequently asked questions to their GMB listings, and highlight top responses.

The purpose of GMB's Q & A feature is to give local shoppers additional information about your business to gain local exposure. As a business owner, you are allowed to ask and answer questions about your own business.

Here are some tips for optimizing the question and answer section on your GMB profile:

- ☐ **Make a list of frequently asked questions** - what are some questions that clients frequently have or call in to ask? Think about the different products and brands you carry, the payment options you accept, and special order options.
- ☐ **Make it brief and accurate** - most people are busy and prefer to scan rather than read.
- ☐ **Answer promptly** - shoppers are expecting fast replies with this feature.
- ☐ **Don't go overboard** with too many questions or use this feature as an opportunity to keyword stuff.

Phone: [\(905\) 873-0933](#)

Province: [Ontario](#)

[Suggest an edit](#)

Know this place? [Answer quick questions](#)

Questions & answers

Q: Do you have any hamsters for sale

[Ask a question](#)

A: Yes we have a large selection of hamsters for sale right now

(1 more answer)

[See all questions \(10\)](#)

The image shows the storefront of a shop named MK2UK. The shop has a grey facade and a large glass entrance. Inside, a mannequin head is visible on a stand. Outside, there are potted plants and a wooden suitcase. A white text box is overlaid on the right side of the image, containing text about staying tuned for blog updates and email newsletters.

MK2UK

Stay Tuned...

Thanks for subscribing to our blog!

Keep an eye out in your inbox for part 2 and 3 of our local SEO guide!

By signing up for our email updates, you will automatically receive all of our retail guides, ebooks, and checklists.