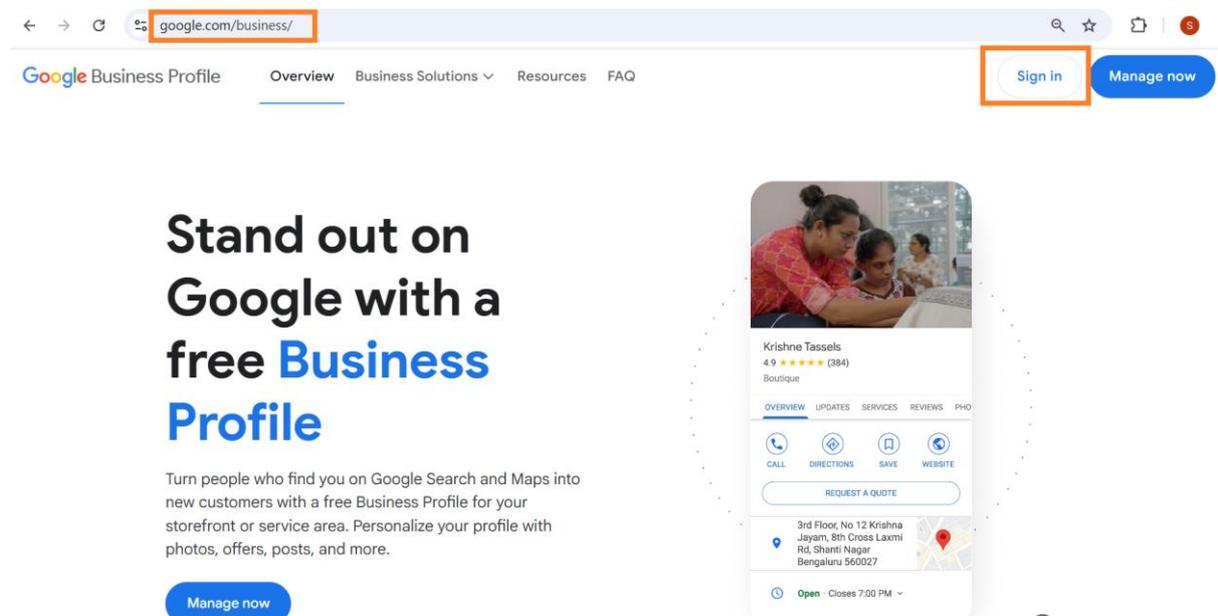


Local SEO and Google My Business (GMB)

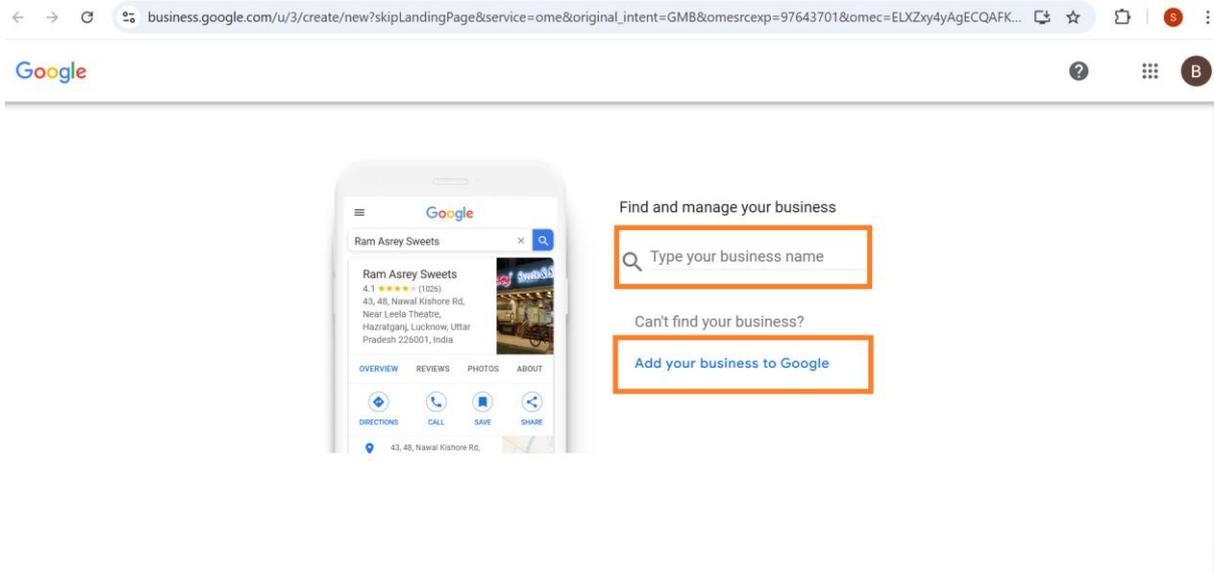
Local SEO is essential for businesses attracting customers in specific geographic areas. One of the most powerful tools for local SEO is [Google My Business \(GMB\)](https://www.google.com/business/), which helps businesses appear in local search results and Google Maps. Here's how to optimize your presence effectively.

1. Setting Up Google My Business (GMB) Profile

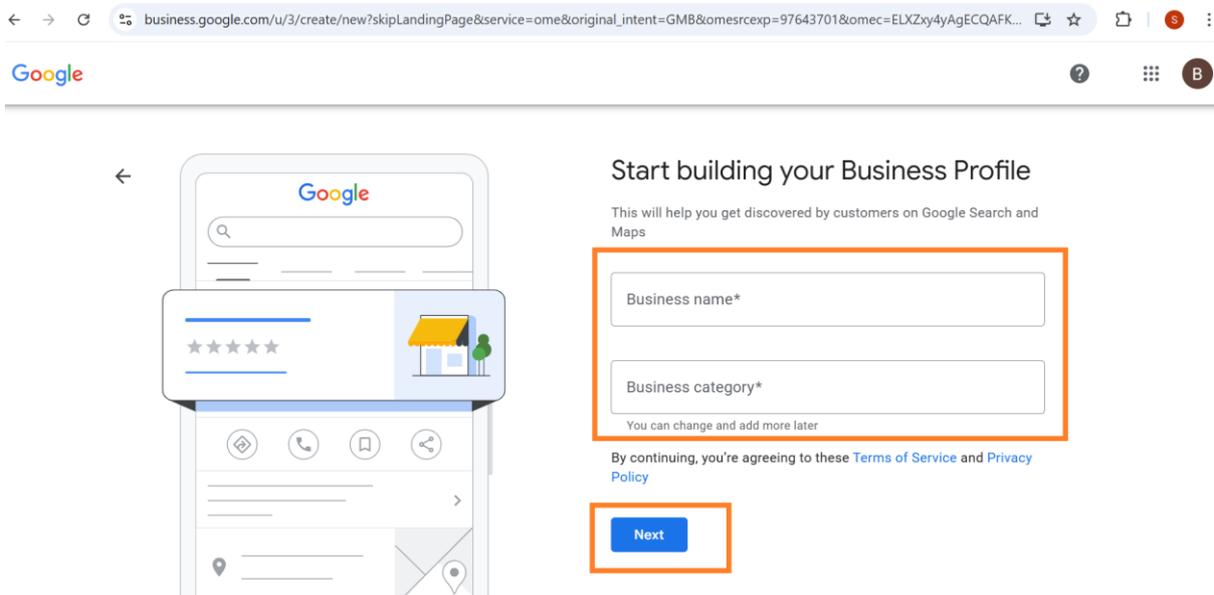
Step 1: Sign in to your Gmail account, and visit <https://www.google.com/business/>



Step 2: When you click the sign-in button in the screenshot above, you will be redirected to this page. To check if your business already exists on GMB, type your business name. If it appears in the suggested businesses, you just need to claim it. Otherwise, click on "[Add your business to Google](#)".



Step 3: Enter the business name and category, then click "Next." Complete the business profile and follow the next steps. Once finished, submit all the information.



2. Verify Your Business

To verify your business, try the options available for your Business Profile.

- You may need to verify your business using more than one method. The methods you need to use depend on factors like your business category, public info, region, or business hours.
- Your verification options can't be changed because Google's systems automatically determine and show which methods your business can use.

Option 1: Video Recording

To verify your business, you can record a video that shows the details of your business. All businesses eligible for a profile can be verified through video. Learn how to verify your business with a [video recording](#).

Option 2: Phone or Text

Important: To get your verification code, make sure you can answer your business phone number or receive texts. Interactive Voice Response (IVR) systems will not get the code.

1. [Go to your Business Profile](#).
2. Click Get verified >> Phone or SMS.
3. Answer the call or open the text with the code.
4. In your profile, enter the code.

Option 3: Email

Important: Make sure you can use the email address in the verification screen.

1. Go to your [Business Profile](#).
2. Click Get verified >> Email.
3. Follow the steps in the email.

Option 4: Live video call

Important: The live video call option is only available within the business hours of your respective location.

Step 1: Get ready for the call

- Make sure you have a mobile device that can join a live video call.
- Confirm that you're at your business. Make sure you can demonstrate your location and ownership on the video call. For example:
- **Your current location:** Show outside signs. Examples include your street's name, nearby businesses, or the area around your business.



- **Business or equipment:** Capture your operations. Examples include stock for sale, branded equipment, marketing materials, or tools you use to serve your customers.
- **Proof of management:** Show your access to employee-only items or areas. Examples include a cash register, kitchen, storage room, or non-sensitive business documents. You can also use your keys to open your facility.

Step 2: Start a text chat

Go to your [Business Profile](#).

- Tap Get verified >> Live video call >> Next.
- Select your language.
- To start a text chat with the next available support representative, tap Start Call.

Step 3: Show your business through a video call with a mobile device

- When a representative is available, they'll help you join a video call.
- To show your business location and ownership, use the camera on your device.

Option 5: Mail

If verification by mail is available in your Business Profile and you choose this method, we'll mail you a verification code. To confirm that your business is at the listed address, you must enter your unique code on your profile.

Step 1: Request your code

Most codes arrive within 14 days.

- Go to your [Business Profile](#).
- Click Get verified >> Postcard.
- Make sure your business's mailing address is correct.
- Request the code.

Step 2: Wait for your code to arrive through the mail

Important:

- Do not edit your business name, address, or category on your Business Profile. If you do, the code we sent you won't work.
- Do not request a new code. If you do, we invalidate the code in the mail and send a new one. This can make the process longer.
- Verification codes expire after 30 days.

Step 3: When the postcard arrives with the verification code, enter the code on your business profile.

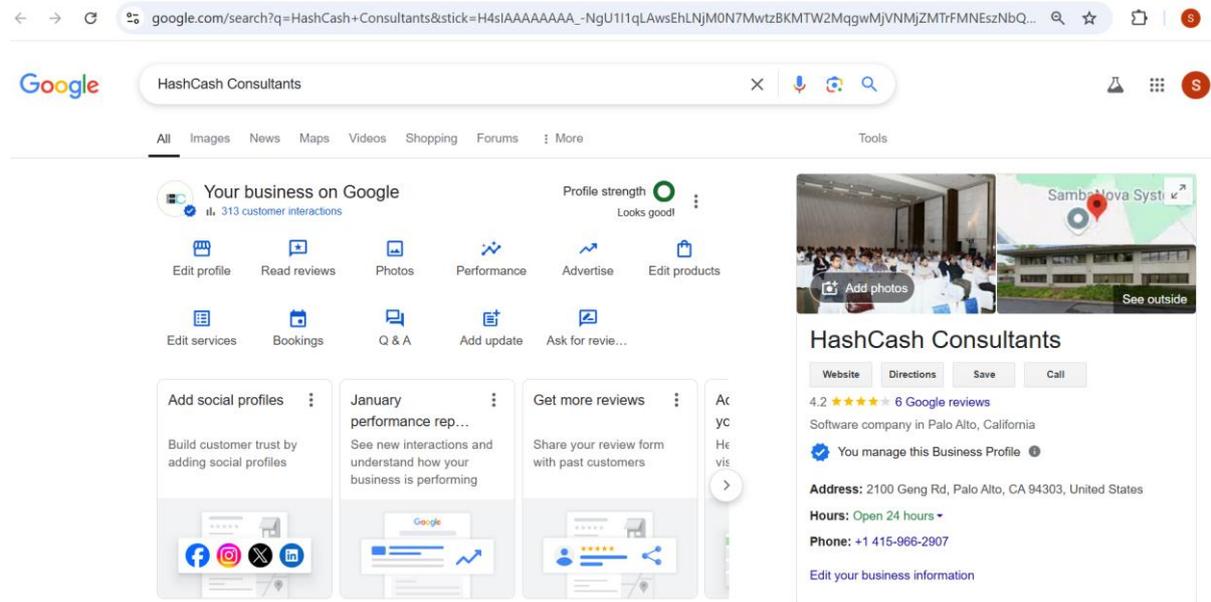
Important:

- Keep this code secure.
- Google won't call you to ask for the verification code.
- Do not share the verification code with anyone. This includes third parties who help manage your business on Google.

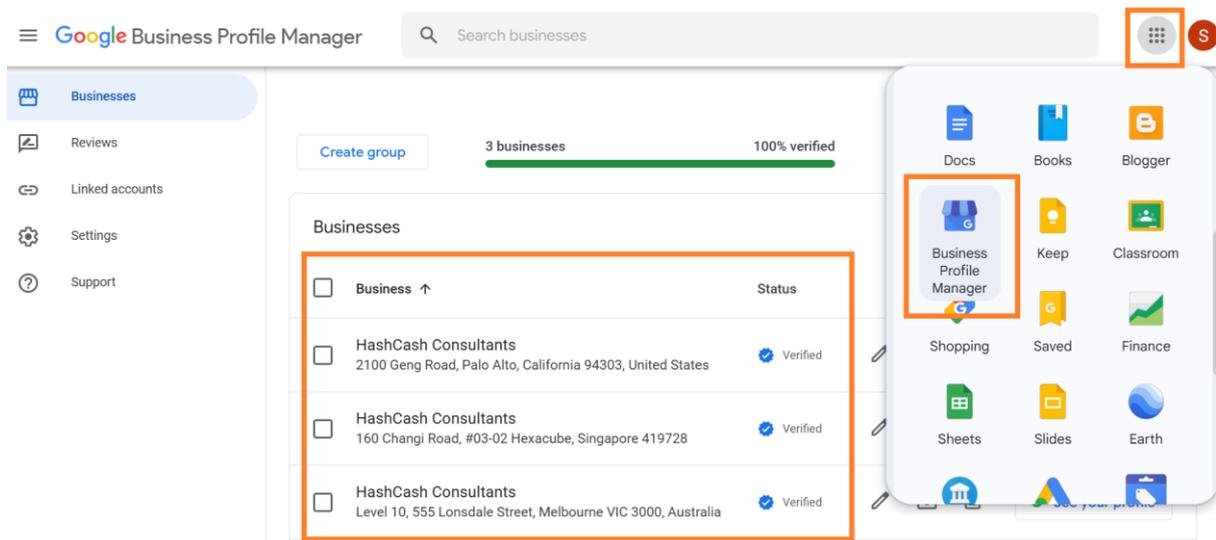
1. Go to your [Business Profile](#).
2. In the "Code" field, enter your 5-digit verification code.
3. Click Submit.

3. Verified Businesses

- Once the business gets verified on search on Google while login you will be able to find the business information on the right side of the screen.



- If you have multiple businesses or businesses in different locations, clicking on the Business Profile Manager section will display all your businesses listed below.



3. Local SEO Best Practices

- **Use Local Keywords** – Optimize your website and GMB description with local search terms (e.g., “crypto exchanges in New York”).
- **Encourage Customer Reviews** – Ask satisfied customers to leave positive reviews on GMB, boosting visibility and credibility.
- **Build Local Citations** – Ensure your business is listed on directories like Yelp, Yellow Pages, and TripAdvisor with consistent NAP details.
- **Optimize for Mobile Users** – Many local searches happen on mobile; ensure your site is mobile-friendly and loads quickly.

4. Engaging with Customers on GMB

- **Respond to Reviews** – Engage with customers by replying to reviews, whether positive or negative.
- **Post Regular Updates** – Use GMB posts to share offers, events, and business news.
- **Answer FAQs** – Utilize the Q&A section on GMB to provide helpful information to potential customers.

5. Tracking Performance and Improvements

- **Use GMB Insights** – Monitor metrics like search views, customer actions, and engagement to refine your strategy.
- **Test Different Strategies** – Experiment with different posts, keywords, and promotions to see what drives the most traffic and conversions.

By leveraging Google My Business and following these local SEO strategies, businesses can improve their visibility, attract local customers, and increase revenue effectively. Start optimizing today to stand out in local searches!