GOOGLE BUSINESS LISTINGS

Navarre Beach
FLORIDA'S MOST RELAXING PLACE.

CREATE YOUR BUSINESS LISTING

Creating a Google Business profile is essential for your business, enhancing your company's online presence, credibility, and overall success. It improves online visibility, drives website traffic, provides accurate information, places your business on Google Maps and provides valuable insights. Here is how to get started:

CLAIM YOUR BUSINESS PROFILE

You need to create a Google My Business account and then connect it with your Google Business Profile. To create an account, head to Google.com/business and sign in with the regular Google/Gmail account you use for your business.

COMPLETE EVERY SECTION OF YOUR ACCOUNT

Don't leave any section blank! This info helps Google rank your business higher in local search results and gives you more visibility to potential customers.

BE CONSISTENT WITH BUSINESS NAMES AND ADDRESSES

Use the business name that on your store signage and be sure that all addresses across the web use the same format (st. vs. street, etc.) Google's algorithm can penalize your business for inconsistencies.

CHOOSE YOUR CATEGORIES

Google lets you set a primary and secondary business categories. Be specific when choosing! Pick categories that fit your business niche. Over 75% of profile views come category searches as opposed to direct searches of business names.

UPLOAD AND CURATE QUALITY PHOTO + VIDEO CONTENT

Add your own great images and videos to ensure your business is accurately represented. Anyone can photo + video content to your business profile, so be sure to remove poor quality content that may misrepresent your business.

ENCOURAGE CUSTOMERS TO LEAVE REVIEWS

Reviews are a top influencer of consumer choices–and Google's algorithm. Ask your long-time supporters to leave reviews and encourage new customers to rate your business. Responding to these reviews will also help your profile's visibility in local search results.

For more information, contact Monica McBrien
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WHAT IS SEO?

Search Engine Optimization (SEO) is the process of using the right keywords and relevant information on your website to increase it's visibility in search engines like Google and Bing. Here are a few tips to get started on your site.

- Make sure your website contains info like inventory and pricing, hours and location.

- Use short, meaningful page titles.

- Create a detailed "about us" section that includes a business description and contact info.

- Pay attention to image accuracy, descriptive keywords and relevant page titles.

- Outsource it! There are SEO professionals who will review your site and take the necessary steps to improve your search visibility.

YOU NEED A WEBSITE

70% of consumers expect a business to have a website–even the little guys. Luckily, it's easier than ever to create a great looking site. Here's how to get started:

CLAIM A DOMAIN NAME: Check the availability and purchase your domain name using google domains. Domains are only few dollars to purchase, but must be renewed each year.

BUILD YOUR SITE: Save yourself time (and money) by using a free/low-cost template-based web design site like google sites, wix, or shopify. These professionally designed templates are easy to use and edit.

Check your Site Performance with Google Search Console

This free service helps you monitor, maintain, and troubleshoot your site's presence in Google search results. You can view Google search traffic data for your site, how often your site appears in Google searches, which searches show your site, how often searchers click through for those queries, and more.