



VIRTUAL
INGENUITY, LLC

A Guide to Google Business Profile

Show Notes

In this episode of The Virtual Ingenuity Business Podcast, Claudine Land, Business Strategist of Virtual Ingenuity, LLC, and Eric Bruce, Search Engine and Marketing Tech Genius, Marketing Success Pros discuss how to set up your Google Business Profile to improve your ranking on Google searches.

Eric is the co-founder of Marketing Success Pros. He is the data and keywords guy who loves analytics, data crunching, and all things tech-driven. Eric sees the big picture and can put together all the areas of search engine optimization, using Google and its plethora of tools, that will help you attract your ideal client.

Previously, he worked for several companies as a data analyst and information technologist, taking the raw data and creating marketing that works. Quiet and pensive, his thoughts tend to be profound and insightful. Eric is a musician. He plays bass guitar and ukulele and can be found at Open Mic nights around the Valley. A sailor, Eric is currently fixing a small sailboat and loves teaching his fiancé how to sail. He is also a voracious reader and can be found reading several books at once, especially those on his favorite subject, history.

Setting up your Google Business Profile is one of the most simple and most effective ways of setting your business up to be found online through Google Maps and local search results.

Listen as we discuss:

- The reason why your business isn't showing up on page one of Google searches.
- Immediate measures that you can take to improve your ranking in Google searches.
- How to find out if your profile is working properly.
- How to get rid of negative Google reviews.
- The pros and cons of paying for Google Ad Words (Google Ads).
- The cons of not having an updated website and how it affects your business on Google.

We close by asking Eric if our listeners could have one take-a-away from what we talked about today, what is that one takeaway, and what is the one piece of advice he wished someone had given him when starting his business.

Learn more about Marketing Success Pros:

- Website: <https://www.MarketingSuccessPros.com>
- Facebook: <https://www.facebook.com/BusinessSuccessPros>
- Facebook: <https://www.facebook.com/profile.php?id=100077934383810>

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