

# Optimizing Your Google My Business

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# CL | CONVERSION LOGIX®

PREMIER

Google  
Partner



PUGET SOUND BUSINESS JOURNAL | 2016



FASTEST-GROWING  
PRIVATE COMPANIES

**Inc.**  
**5000**

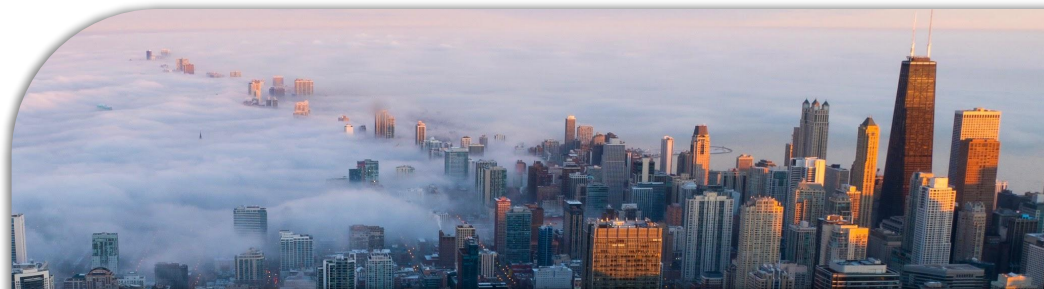
**State of the Market**

**Importance of  
Google My Business**

**Google My Business  
Performance**

**Optimizing Google  
My Business**

**Momentum During  
COVID-19**





Part 1

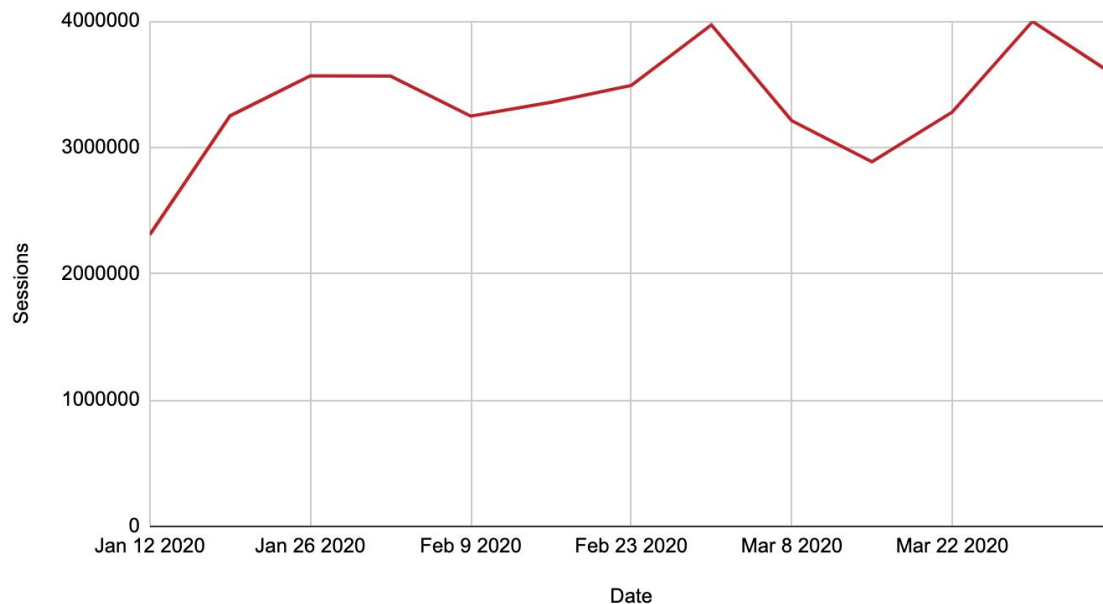
# State of the MFH Market





# MFH Sessions Over Time

Website Sessions vs. Date (January 12 - April 11)



# 5-Week Over 5-Week Change



Organic Traffic

**18.6%** ▼

Paid Traffic

**5.6%** ▲

Median Change: March 9 - April 12 vs. February 3 - March 8



# Week Over Week Change



Organic Traffic  
**12.6%** ▼

Paid Traffic  
**3.0%** ▼

Median Change: April 6-12 vs. March 30 - April 5



# 2-Week Over 2-Week Change



Organic Traffic

**25.2%** ▲

Paid Traffic

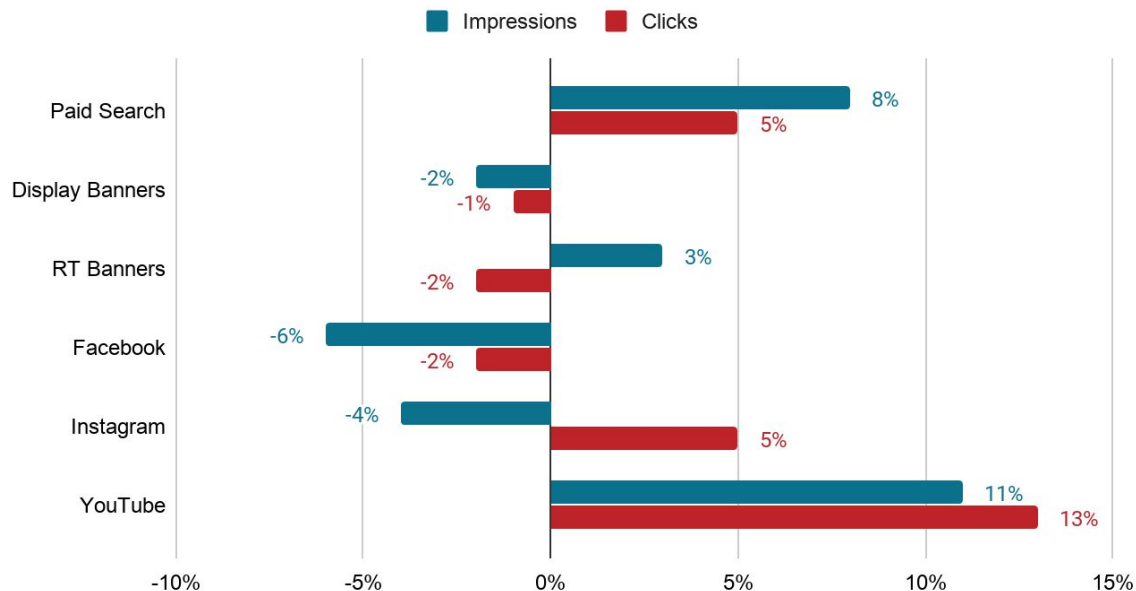
**10.0%** ▲

Median Change: March 30 - April 12 vs. March 16-29



# Marketing Performance

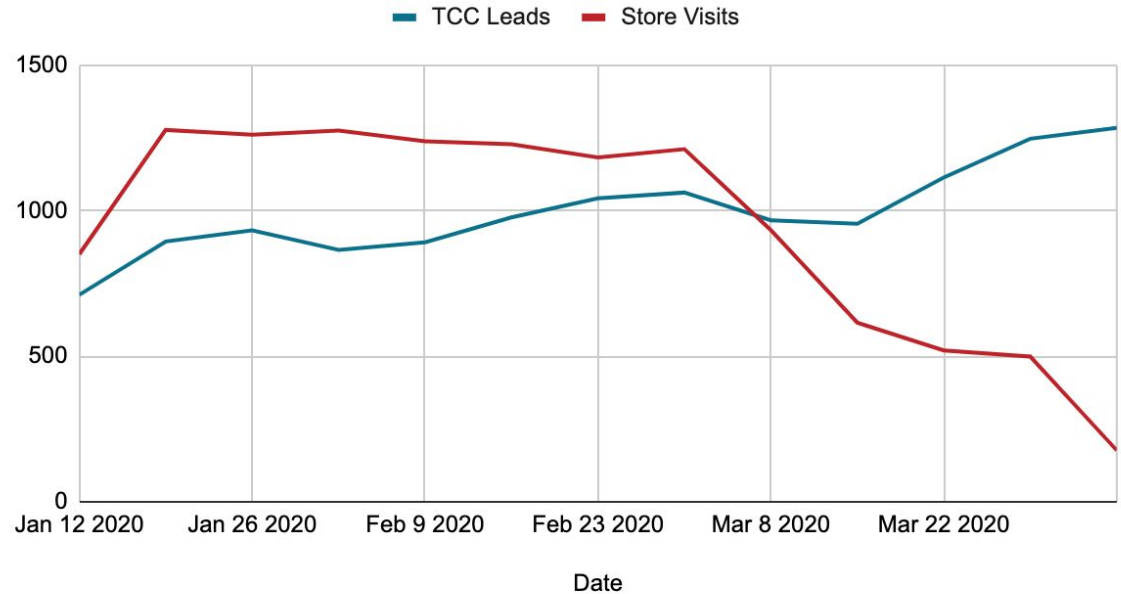
Impression & Click Changes (April 6-12 vs. March 30 - April 5)





# TCC Leads vs Store Visits

TCC Leads and Store Visits (January 12 - April 11)



# The Conversion Cloud Lead Increase



Total TCC Leads  
**1% ▲**

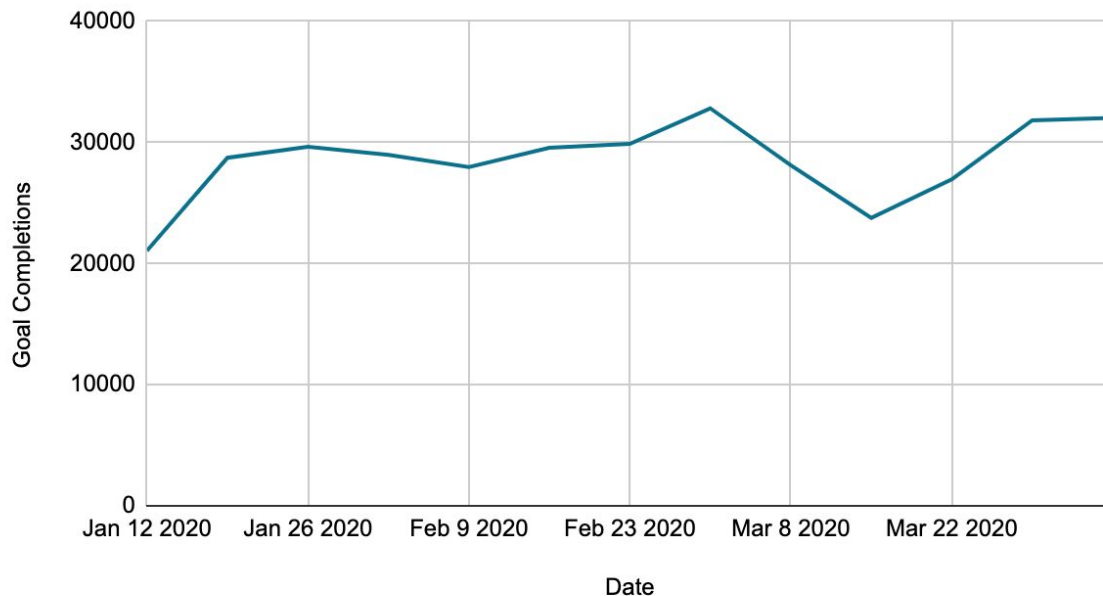
Average Change: April 6-12 vs. March 30 - April 5





# Goal Completions Over Time

Goal Completions vs. Date (January 12 - April 11)

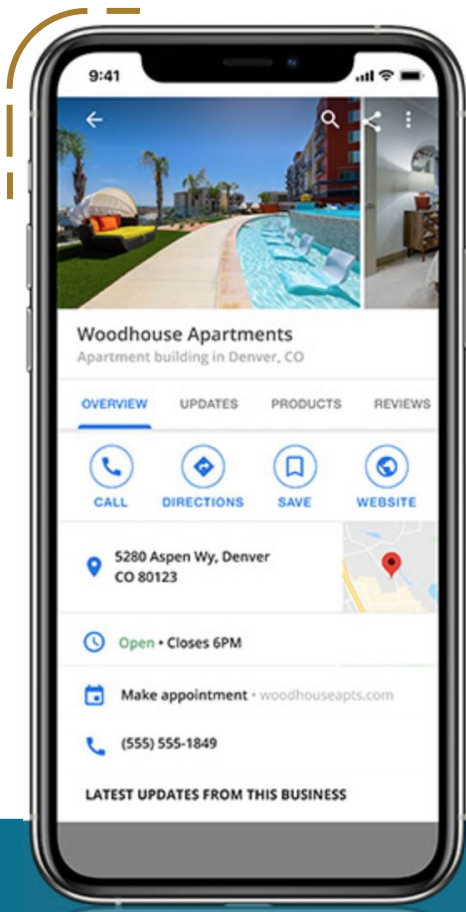


Part 2

# Importance of Google My Business Listings



# GMB Fundamentals



## What is a GMB Listing?

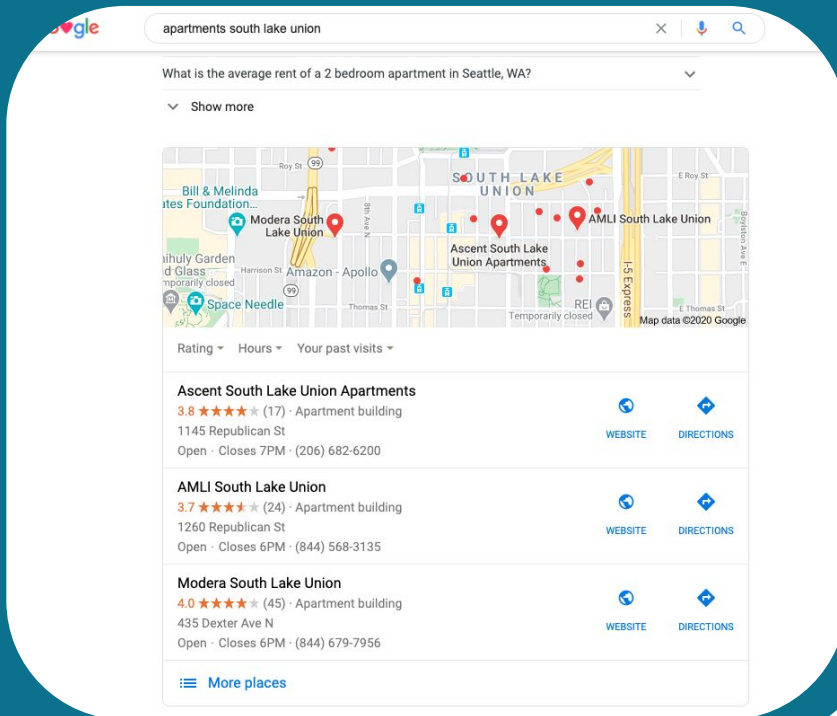
Google My Business listings are the company profiles that appear in a Local Search Pack or while searching in Google Maps.

## Listings Provide Communities With:

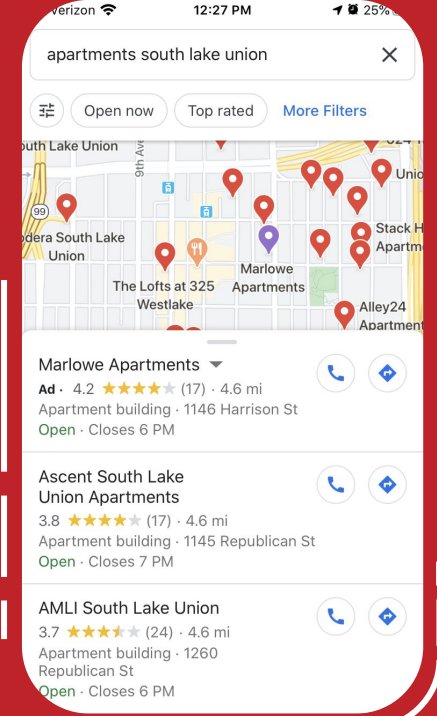
1. Visibility in the search engine
2. Organic website traffic
3. High-quality leads

# Where GMB Listings Appear

## Local Search Pack



## Google Maps Search





# How Do We Know GMB Matters to Google?

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## Rise in No-Click Searches

One study found that out of the 150+ Billion U.S. Google searches that took place in Q1 2019, **49% were no-click searches**. This figure is up 16% from 2016 to 2019.

## What is a No-Click Search?

A no-click search is a search that ends in the searcher finding an answer to their query directly from the search results.

## Why No-Click Searches are Rising

Google is constantly improving user experience in their platform. Google now **delivers more answers directly in the search engine**, providing a faster alternative to clicking on various links in search of answers. **One of Google's growing no-click solutions is Google My Business.**

# How This Trend Impacts MFH



## GMB Listings Help Communities Get Discovered in the Search Engine

The prominence of GMB listings **gives communities a competitive opportunity to appear at the top of Google results.** GMB listings push organic search results further out of view, making listings vital to your discoverability.



## GMB isn't a No-Click Solution for MFH

GMB listings are an end to simple queries like “how late is Joe’s Pizza open?”, but **listings for apartments are the beginning of a much longer search process.** Searchers looking for their next home need to click to find out more answers and take next steps.

Part 3

# Google My Business Performance



# The Aim of Google My Business Optimization



## Help Prospects Find You

- Local post views
- Views on categorical searches
- Views in Google Maps
- Total views in the search engine

## Help Prospects Connect with You

- Website sessions
- Phone calls
- Request for driving directions

## Convert Prospects to Leads

- Conversion rate for prospects who click from GMB to your community website



# GMB Drives High Quality Website Traffic


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**24%**  
of website  
sessions

## **GMB is One of the Largest Traffic Sources**

Across a sample of 450 communities, we found that 24-27% of their website sessions came from GMB listings .



**29%**  
higher-  
converting

## **GMB Brings Higher Quality Website Traffic**

Website sessions coming from Google My Business listings convert 29% more than the average traffic source.

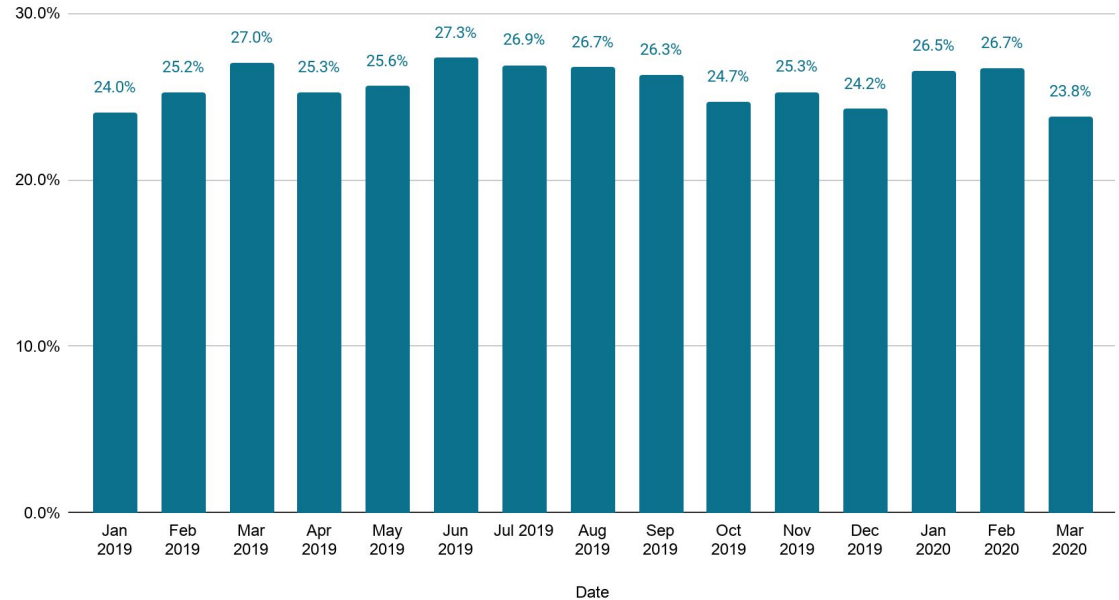


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# GMB % of Sessions 2019-2020

GMB % Share of Total Website Sessions



# Year Over Year Increase in GMB Sessions



**20%** YoY increase in March GMB sessions for MFH

## Steady Sessions During COVID-19

Multifamily communities received **20% more website sessions from GMB in March 2020 than they did in March 2019**. This could be a result of Google prioritizing local listings in the search engine.

Part 4

# How to Optimize Your Listing







# Factors That Affect GMB Rank

## What Google Says About GMB Rank:

According to Google, “**Local results are based primarily on relevance, distance, and prominence.**”

1. Relevance
2. Distance
3. Prominence

## What Experts Have Uncovered:

According to SEO experts, a few of the driving **factors that influence your GMB listing** rank are...

1. An **accurate and complete** listing
2. Historical **engagement** with your listing
3. Regularly **updating your listings with posts**





# What We Recommend

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- 1. Complete Your Profile**
- 2. Generate & Manage Reviews**
- 3. Use the Appointment Link**
- 4. Use GMB Posts**
  - a. Types of posts
  - b. New COVID-19 post format
  - c. Post performance during COVID-19

A vertical photograph of the San Francisco skyline, featuring the Transamerica Pyramid and other high-rise buildings against a hazy, sunset-colored sky.

# Complete Your Profile

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1. Accurate Company Name
2. Relevant Business Categories
3. Incorporate Select Keywords in Your Company Description
4. Incorporate Multiple, Descriptive Images
5. Update Business Hours for COVID-19



# Generate and Manage Reviews

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## Impact of Reviews

1. **Per Google:** “High-quality, positive reviews from your customers will improve your business’s visibility”
2. **A study of SEO experts** puts reviews as the 3rd most influential ranking factor for appearing in a Local Search Pack

## How to Get Reviews

Simply create a link in your GMB profile and send it to residents!

## How to Respond to Reviews

Addressing customer reviews helps SEO, but this practice goes even further in proving you are attentive to residents and limits the impact of negative reviews.



# Use the Appointment Link

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## Schedule More Tours

The appointment link gives prospects **easy access to scheduling a virtual or in-person tour** at your community. They can click on the appointment link while viewing your GMB listing, linking them directly to your community's appointment calendar.

**Set up the appointment link in your GMB listing and direct the link to your website's automated tour scheduler.**

# GMB Posts

## What Are GMB Posts?

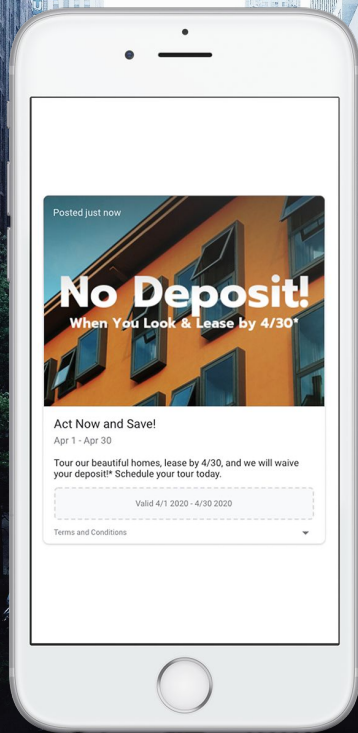
Short, weekly updates you can publish from your Google My Business Profile.

## How Can Posts Generate More Leads?

- Posts can directly help you generate leads by **promoting an offer or an event** from your listing.
- Gives your profile **more visibility** in the search engine.

## How Can I Optimize My Posts?

1. Post to your profile every week.
2. Use powerful imagery and compelling headlines.
3. Link the call to actions on your posts to lead generation tools.



# Types of GMB Posts

## WHAT'S NEW:

Provide the latest updates about your business.



Yum, great new meals!

We just refreshed the entire menu and our happy residents are eating it up. Enjoy a diverse menu prepped by our friendly kitchen staff with decades of experience.

[Learn more](#)

## EVENTS:

Announce events and allow prospects to register.



Open House!

Mar 18, 4:00 PM - Mar 18, 7:00 PM

Our lovely new homes are going quick! Tour today and find the home you and your family deserve.

515 Splendid Ave N, Roanoke MD

[Call now](#)

## OFFERS:

Show off your best promotions and attract new leads.



One Month Free!

Feb 1 - Feb 29

Move in to your new home at SkyView and pay no rent for an entire month. Claim this offer today!

[REDEEM ONLINE](#)

Valid 2/1/2020 - 2/29/2020

[Terms and Conditions](#)

What's New

Offer

Event

COVID-19



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# COVID-19 Posts

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Google launched a **new post format** so local businesses can inform customers and prospects with **COVID-19 related status updates**.

Communities can use this post format to **inform prospects they have a fully virtual team, offer virtual tours, are still leasing, etc.**



# Views on GMB Posts During COVID-19



Week over Week

**15%** ▲

5-Week over 5-Week

**2%** ▼



# GMB Accelerator

Google My Business Made Easy



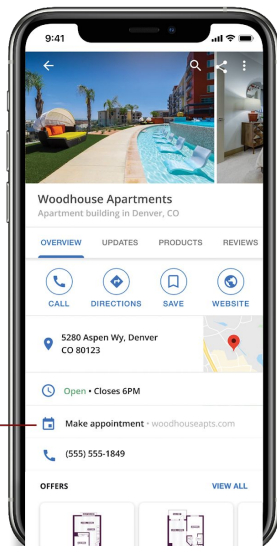
# GMB Accelerator

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## How We Optimize Your Listing:

- **Deep-link** your profile appointment link to our scheduling tool - Schedule Genie
- **Post to your profile** twice a week and deep-link posts to offers on your website
- **Live reporting** of views and engagement for your GMB posts

# WITH GMB ACCELERATOR



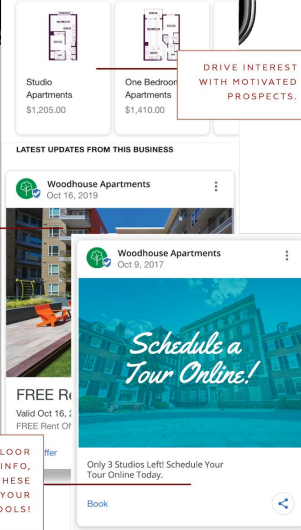
EASY TO  
SCHEDULE TOURS!  
DEEP-LINK DIRECTLY  
TO SCHEDULE GENIE.



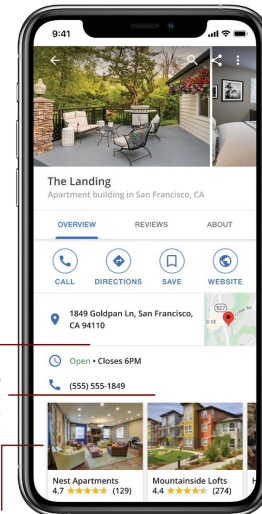
ENGAGE AND  
CONVERT PROSPECTS  
WITH OFFERS.  
DEEP-LINK DIRECTLY  
TO CONCESSION  
MANAGER



DRIVE INTEREST WITH FLOOR  
PLAN DETAILS, EVENT INFO,  
OR UPDATES. DEEP-LINK THESE  
POSTS DIRECTLY TO YOUR  
CONVERSION CLOUD TOOLS!



# WITHOUT GMB ACCELERATOR



MISSING  
CALLS TO  
ACTION.



NO ENGAGING  
IMAGES OR  
CONTENT.



COMPETITORS APPEAR  
HIGHER IN YOUR GMB  
LISTING. SEARCHERS LEAVE  
YOUR LISTING TO VIEW  
COMPETITORS.



# GMB Accelerator Performance Difference



GMB Website Sessions  
with GMB Accelerator

**13.6%** ▲

% Difference of Median Client Over 3 Months:  
Jan 1- March 31

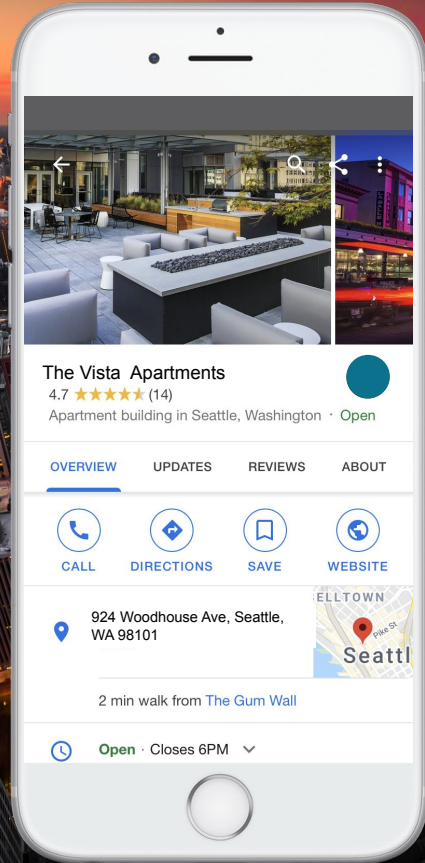
Part 5

# Momentum During COVID-19



# Client Example #1

April 6-12 vs. March 30 - April 5



**121%**

Increase in views  
on GMB Posts

## Views on GMB Posts

This community increased the views on their GMB posts by 121% in the past week when compared to the prior period.

**36%**

Increase in GMB  
website clicks

## Clicks to Website from GMB

Total clicks from their GMB listing to their website increased by 36% week over week.

**32%**

Increase in GMB  
website goals

## Leads from GMB

Total website leads from GMB increased by 32% in the past week.

# What They Posted!



**The Vista**

Mar 27, 2020



## Virtual Tours Available- COVID-19 Announcement

Mar 26 - Apr 29

Virtual tours available. We are temporarily ceasing in-person tours with prospective residents. Call us today for more information!



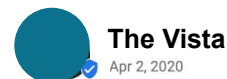
**The Vista**

6 days ago



Your Penthouse home includes a generous floor plan and offers sun-drenched rooms with floor-to-ceiling windows and awe-inspiring views. Virtual tours available - Schedule online today!

[Learn more](#)



**The Vista**

Apr 2, 2020



## Choose Your Savings!\*

Valid Apr 1 - Apr 8

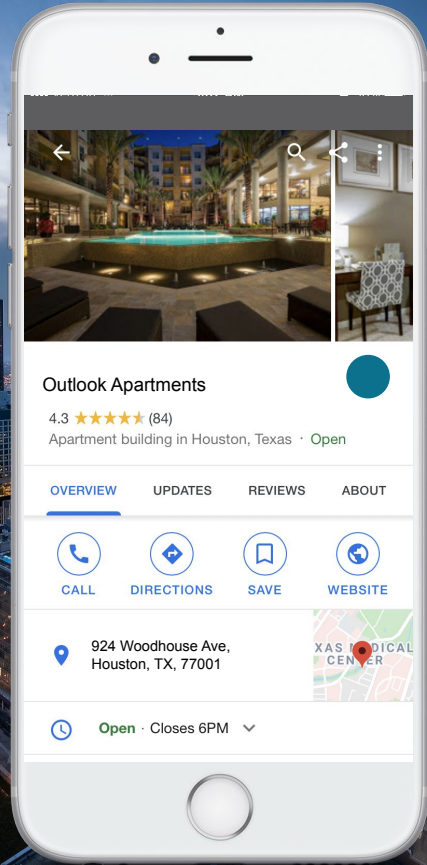
You'll find our community at 2nd and Pike, an iconic location, one block from the Pike Place Market. Virtual tours available - Schedule online today!

[View Offer](#)



# Client Example #2

April 6-12 vs. March 30 - April 5



**42%**

Increase in views  
on GMB Posts

## Views on GMB Posts

This community was able to increase the views on their GMB posts by 42% in the past week when compared to the prior period.

**27%**

Increase in GMB  
website clicks

## Clicks to Website from GMB

Total clicks from their GMB listing to their website increased by 27% week over week.

**88%**

Increase in GMB  
website goals

## Leads from GMB

Total website leads from GMB increased by 88% in the past week.

# What They Posted!



## \$500 Bonus for Immediate Move-Ins!

Valid Apr 8 - Apr 14

Move-in within 15 days of applying and receive a \$500 gift card! With one- and two-bedroom homes tailored to your unique lifestyle, we invite you to experience a life that's nothing short of extraordinary. Schedule a virtual tour today!



Are we pet-friendly?

Outlook Apartments has the only bonafide Pet Park in the neighborhood!

[Learn more](#)

# Questions?





# Next Week: COVID-19 Social Strategy



## MFH Marketing Update

The latest trends in MFH marketing and how your community is affected

## Performance Boost

Impressions and clicks are on the rise during COVID-19. Discover which platforms are working hardest for MFH.

## Making the Perfect Ad

The audience, formats, images, and messaging that make your social ads perform at their best.



# Want to Learn More?

Reach out to us at  
[sales@clxmedia.com](mailto:sales@clxmedia.com)

Visit us online at  
[ConversionLogix.com](https://ConversionLogix.com) and  
schedule a call

