



March | 2021

1 Corinthians 16:13: Be on your guard; stand firm in the faith; be courageous; be strong.



Google My Business Features and Best Practices to Help Your Business Succeed!

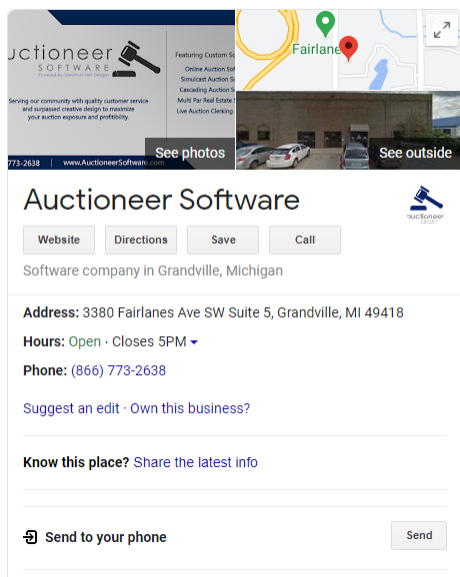
Google My Business is a free, user friendly tool that Google offers to help businesses and organizations manage their online presence across multiple Google applications such as Google Search Results and Maps. A Google My Business listing helps a business tell their story and win new customers. Read on for a list of Google My Business features and best practices!

Create a Google My Business Listing in a Few Simple Steps!

If you don't already have a Google My Business listing, the first step is to set up an account! It's quick and easy and only takes a few seconds! Go to <https://www.google.com/business/> and click "get started"! Follow the prompts to create your business account and business listing. Be sure to fill out the information as thoroughly as possible so potential customers can find your listing easier!



Before your business listing can go live and appear in Google Search and Maps, it needs to be reviewed. The review process usually takes about a week and once it's been approved, you will receive a post card in the mail with a code to verify your business listing. After you've entered the verification code, your Google My Business listing will be able to be found by potential customers! You can manage more than one business listing, so if you need to set up more accounts, just repeat the steps! If you have multiple businesses at the same location, you should have separate business listings for each one.



Clearly List Your Information

To ensure that your business listing is shown to your ideal audience, you'll want to make sure that you include as much relevant information as possible. Make sure your business name, address, phone number, website, and business hours are up to date. It is a good idea to make sure that all of your business's core information is the same and consistent every place your business appears on the web. That way, Google knows your business is legit and it can even help improve your SEO rankings!

As you can see in the picture to the left, our Google My Business listing clearly states our address, phone number, hours, and correct business name.

Respond to Customer Reviews

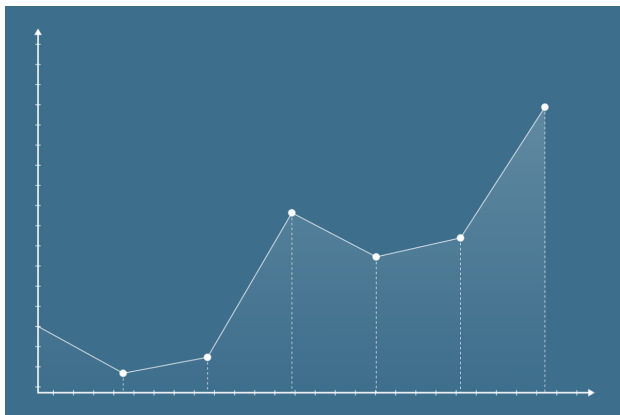
Google allows people to leave reviews under your Google My Business listing. From your Google My Business account page, you can easily read and respond to reviews left by your customers. You can encourage your customers to leave a positive review so that potential new customers can see the great job you are doing! Don't worry If you receive a negative review, how you respond can show that you are willing to listen and improve!

Did you know?! 72% of customers read reviews before they decide to make a purchase!



Increase Website Traffic and Boost Local SEO Rankings

In addition to getting your business name out there and having a greater web presence, having a Google My Business listing can help increase organic traffic to your website and can help boost



your Local SEO rankings! If your business primarily serves a local area, having your address listed can help your business show up in the search results as well as help you earn additional SERP (search engine results page) features.

Data Insights

Lastly, you can view data insights to learn more about your audience and potential future customers with Google My Business. For example, you can see stats based on how many people called you from the phone number displayed in your listing, or how many people requested directions to your location in maps. With insights, you can gain a better understanding of how your customers think and perceive your business, which in turn can help you find new ways to improve and grow!



Overall, Google My Business is a great FREE, easy-to-use tool that can help your business grow and thrive. Not only can your Google My Business listing provide a wide range of information to potential customers, it can improve your SEO rankings and increase traffic to your website.

If you'd like to experience the benefits of a Google My Business listing but don't have the time or technology just isn't your thing, we can help!

Learn More about our Digital Marketing Services

Auctioneers United - FREE Facebook Help Page

Join our Auctioneers United Facebook group to stay up to date on the latest marketing trends as well as tips and tricks on how to get the most out of the most popular social media platforms! The group is FREE to join and if you don't find the tips helpful, there is no obligation to stay!

Benefits:



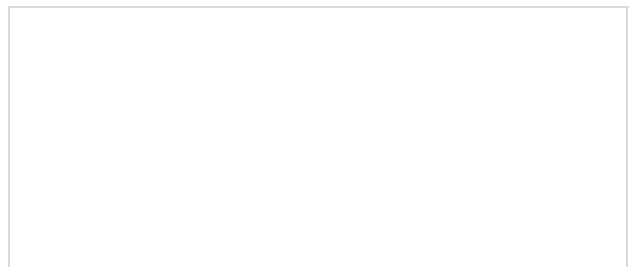
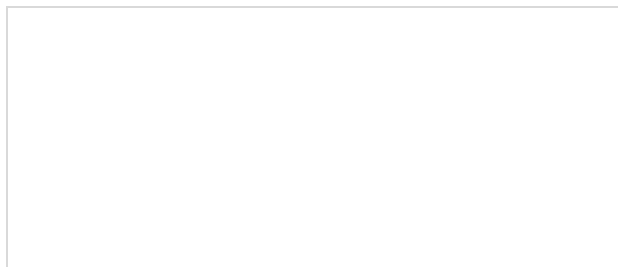
Constant Contact

- Opportunity to connect and network with fellow auctioneers and auction industry experts
- Learn helpful tips and tricks on how to better market your auctions
- Discover new features about platforms you may already be using!

Join the [Auctioneers United Facebook Group!](#)



JUST IN CASE YOU MISSED IT!

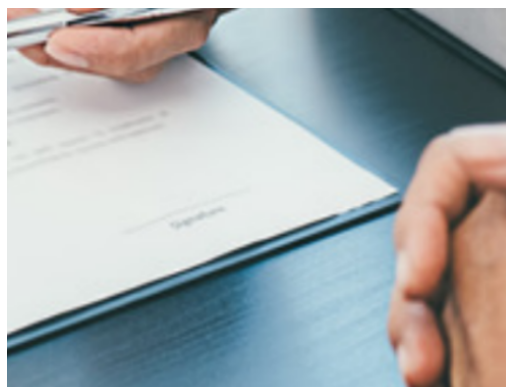




How Google Data Studio Can Help Your Online Auctions & Business Grow

Analyzing new information and data is an important part of any business's day-to-day activities. For an auction company, though, it is even more important. Hundreds of thousands of pieces of data can be collected just from a single auction. Being able to organize that data, analyze it, and get it to where it needs to go is crucial in growing your business and continuing to have successful auctions. Organizing that much data can be a stressful task, but it can be easy with the help of Google Data Studio. Google Data Studio is a free tool for turning unorganized, confusing data into easy-to-read, informative, and fully customizable dashboards and charts. It can connect to a variety of data sources such as Google Analytics, Google Ads, Google Search Console, Facebook, and more! Read on to learn how Google Data Studio can help grow your online auctions:

[Read More...](#)



How to Utilize Facebook Events For Your Auctions

If you are looking to get people interested and excited about your upcoming online auctions there are many fundamentals to set in place to have a successful online auction strategy. There are various strategies for your online auction marketing and the first step is decide which of those strategies meet your objectives. Of course, attracting new buyers and driving up the cost of your items is always one! More auctions are moving to the online approach which allows more flexibility for the bidders! They can be in a different city or state, bidding on their phone and maybe even on their lunch break! The accessibility and opportunity for online auctions are better than ever! When you expand your reach, you are attracting more buyers and selling your items at a better price point!

[Read more...](#)



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