

# Google My Business Best Practices

# Maximize your dealer listing on Google

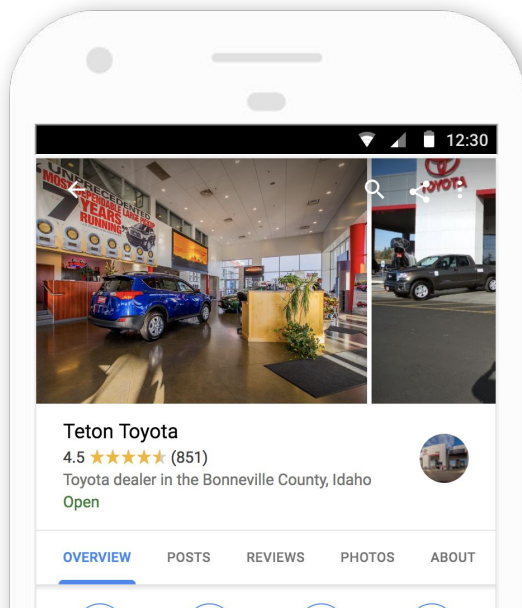


# Keeping your GMB listing accurate and updated during COVID-19

Covid-19 Best Practices

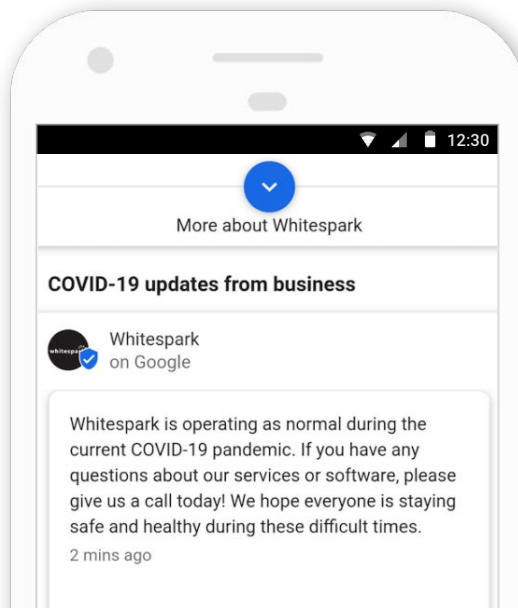
1

Update Your Listing



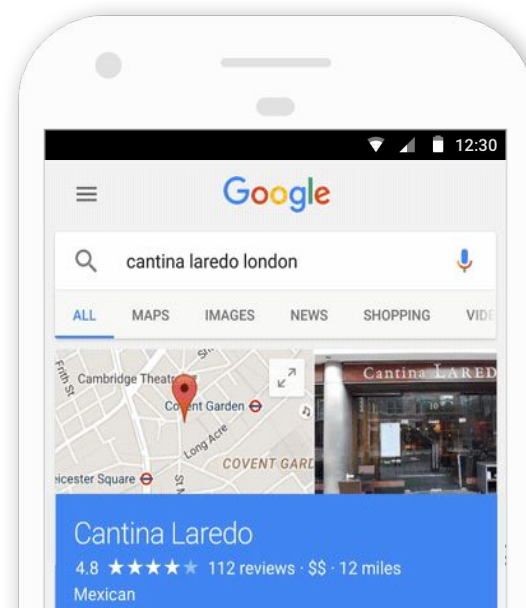
2

Add COVID-19 Update Posts



3

Engage with Customers



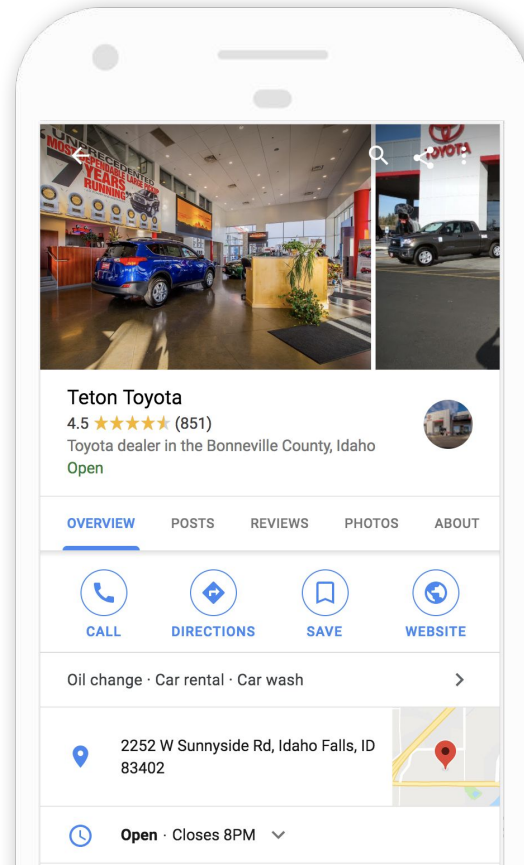
# Update your business hours and services

## 1. KEEP SALES AND SERVICE HOURS UP TO DATE

- If your business hours have changed, update the times when you'll be open or closed. You can
- **TIP:** If your business is open but has adjusted operating hours during this time, set special hours rather than mark your business "Temporarily closed."

## 2. EDIT YOUR BUSINESS DESCRIPTION AND PROVIDE UPDATES ON ANY EXTRA SERVICES YOU ARE PROVIDING

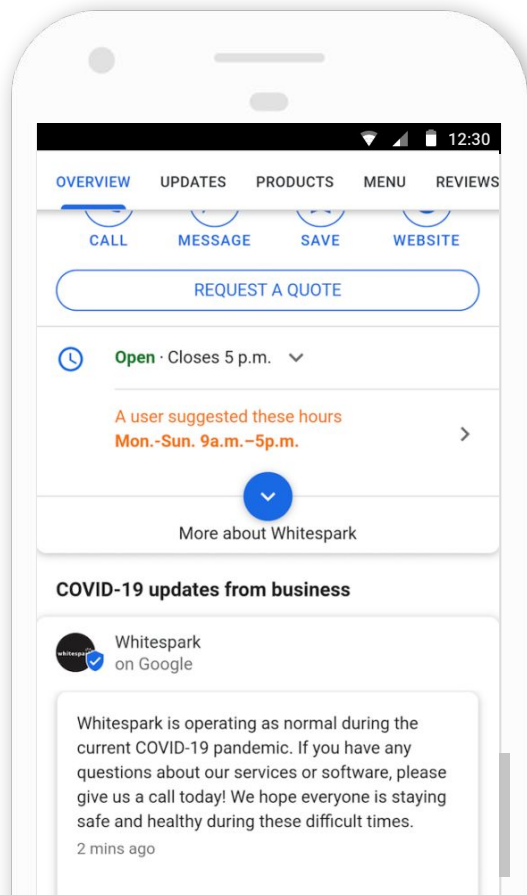
- Use your business description to share information about your business and any expanded services you're offering.
- **EXAMPLE:** Vehicle Delivery, Remote Test Drive, Service Center Pick Up and Drop Off



# Add a COVID-19 update post

## 1. ADD A COVID-19 UPDATE POST TO YOUR LISTING

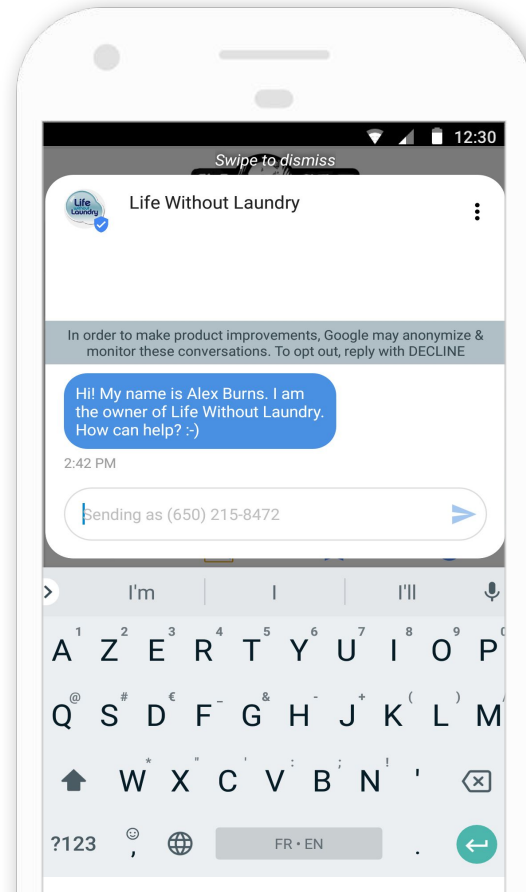
- Use the new COVID-19 post type to share more detailed and timely updates about what's going on at your business. You can add information about:
  - Closures or reduced hours
  - Safety and hygiene practices
  - Highlight department differences
- This post type will remain in the top position of the Google Post carousel even if there are more recent posts and will expire after **14 days**.



# Engage with your customers

## 1. CONNECT WITH YOUR CUSTOMERS

- Download the Google My Business app and turn on messaging as a way to help your customers reach you.
- If you aren't reachable by phone or it's after your business hours, messaging can help customers get the support they need.
- **TIP:** Draft an automatic welcome message to let customers know your business status.



# Separate your Sales & Service departments

Different departments within the same dealership can have their own listings provided the business information is unique:



Different business hours



Separate phone numbers or extensions



Accurate Primary Categories on each listing



Distinct service areas and staff



Signage for each department

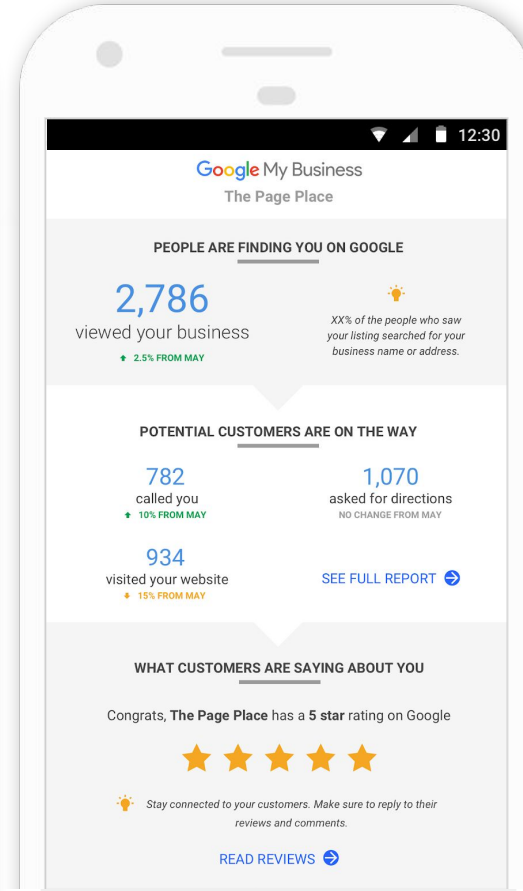
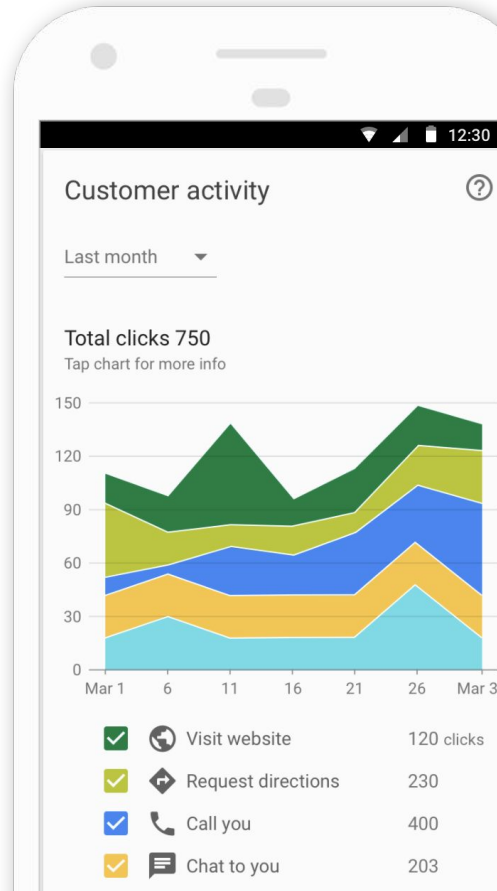
# Leverage GMB insights to see what's working

## Insights

## See what's working

Learn how potential customers find you, interact with your listing, and what happens next.

Track the most important actions, like calls, requests for directions, and visits to your website. Learn where your customers come from, what days of the week bring you the most activity, and more.





# Local Search Ranking Factors

Like search results, whether or not a business's information will appear in the **Knowledge Panel** is determined by a variety of factors. **Relevance**, **distance**, and the **prominence of the business** all contribute to its standing in local search results.

- **RELEVANCE** refers to how well a local listing matches what someone is searching for. Adding complete and detailed business information can help Google better understand your business and match your listing to relevant searches.
- **DISTANCE** determines how far is each potential search result from the location term used in a search. If a user doesn't specify a location in their search, Google will calculate distance based on what's known about their location.
- **PROMINENCE** refers to how well-known a business based on information that Google has about a business from across the web (like links, articles, and directories). Google review count and score are factored into local search ranking: more reviews and positive ratings will probably improve a business's local ranking. Your position in web results is also a factor, so best practices also apply to local search optimization.

# Improve your local ranking on Google

Here are a few ways you can improve your business's local ranking on Google and **enhance your presence** in Search and Maps:

1. Choose the most appropriate primary business category
2. Use additional categories for other services
3. Enter complete data
4. Verify your location
5. Keep your hours accurate
6. Manage & respond to reviews
7. Add photos

# Google My Business Support Resources



[Knowledge  
Graph Overview](#)



[Help  
Center](#)



[Best Practices &  
Tips](#)



[Online Escalation  
Form](#)



[GMB Online  
Support Forum](#)