

Google My Business Checklist

A handy checklist to help
you get more customers for
your **beauty business.**

**Clinic
Blast**



A close-up photograph of a woman's face, tilted upwards, receiving a laser treatment. A pink laser device is visible at the bottom of the frame, emitting a red glow. The background is a soft, out-of-focus light blue.

Google My Business Checklist

A handy checklist to help you get more customers for your beauty business.

How To Get Clientele For Your Beauty Clinic Fast Through Google My Business

(Turn it to money making
machine in in less than 30
minutes)




Clinic Blast is a Beauty Clinic consultation company that is helping beauty clinics to not only stay established but to also triple their profits.

If you're looking for more free and valuable information:



@clinic.blast

The goal of Clinic Blast is to ensure that beauty clinics get more customers, improve service, enhance operation, and open more locations.

A photograph of two women in white bathrobes and hairnets, likely in a spa or hotel setting. One woman is holding a smartphone. A dark grey rounded rectangle with orange text is overlaid on the image.

The more complete your business rank the higher rank you will have: those who have complete information will get 7x more clicks than those who have missing information

Photos and videos



Include at least **3 exterior photo** of your business location (one for each direction that customers come to your business from, and try different times of the day)



Include at least 3 interior photos of your business (capture photos that shows how is it like to be in your store/ business)



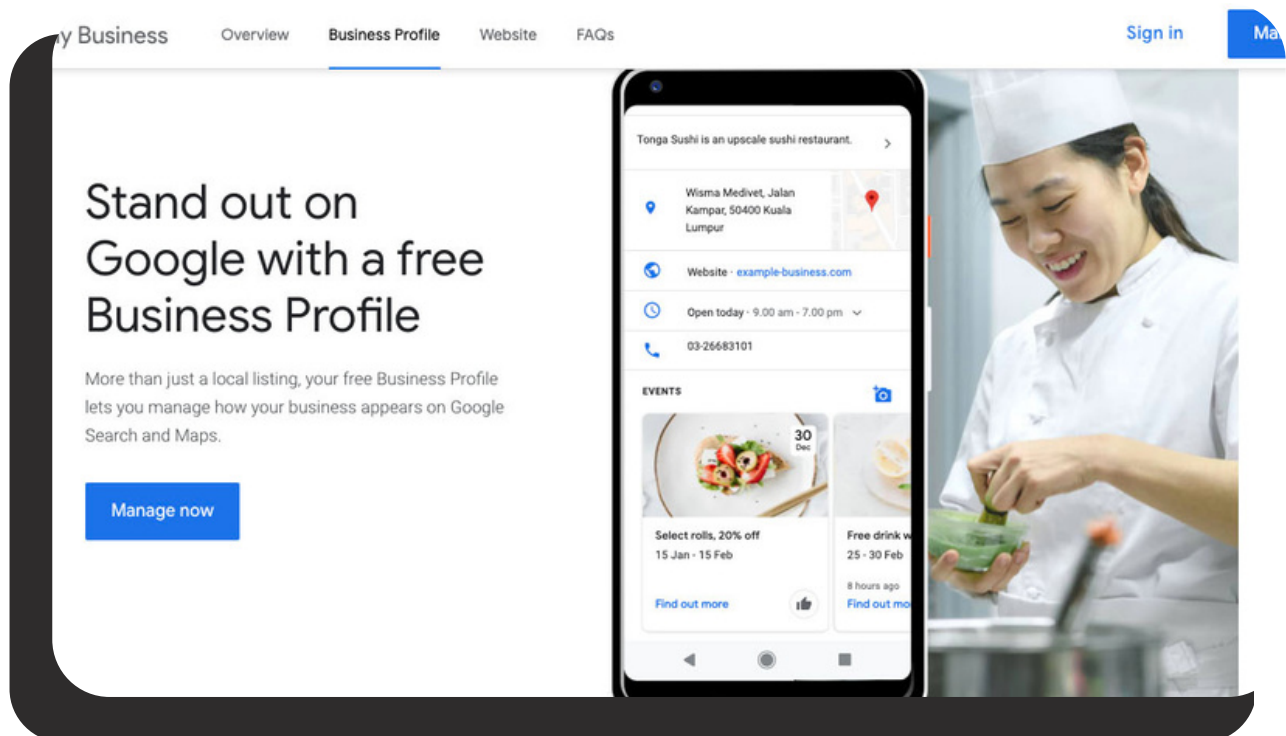
Include at least 3 photos of your products (show the most popular product or service, try to use same lighting for all the product photos so all of the products look congruent)



Include at least 1 photo of the common areas in your business (capture photos of certain places in your business that people are more likely to be



Include at least 3 photos of your team members, and you (try to make it less formalized so you show the human side of the business)





Having negative reviews shows that your business is genuine and transparent



Size: 10KB and 5MB, Resolution: 720x720px



Always try different angles



Don't include graphics or promotional images



Pictures during peak times



Pictures that are relevant to the target customers and to your business



You can also include a video about your business that is relevant to your target audience



Add 360 or virtual tour photo



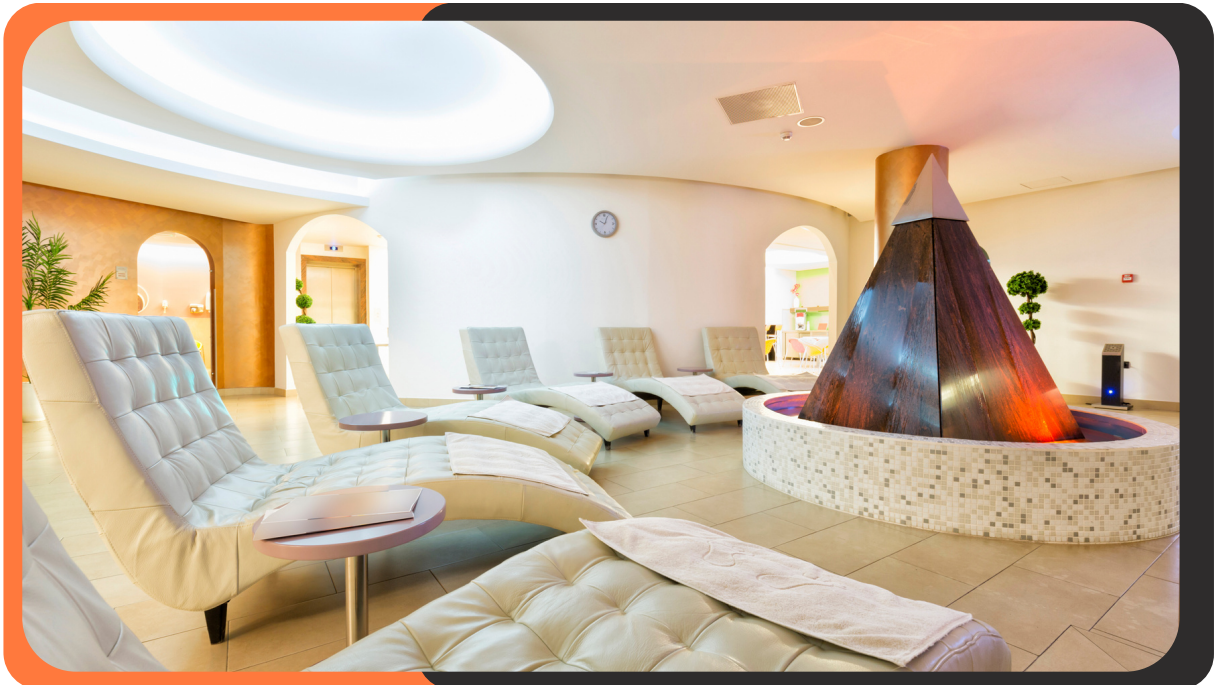
Encourage customers to add photos

Update The Hours



Update The Hours

- ✓ Add the actual hours of operations
- ✓ Update hours of operation on holidays and when you are not there



Encourage People To Leave Reviews

- ✓ Offer customers something in return for their reviews (google policy)
- ✓ Give a incentive for people to leave a review i.e for beauty salon business you can give people 10% off their first visit if they leave a review, for restaurants, you can offer people a free dessert or a drink in return for a review
- ✓ Ask for reviews by opening a conversation about it
- ✓ Make it easy for people to leave you reviews by creating a QR code for your business listing

We can create a poster or tent flyer for your business with a QR code for free (pay for the vista print fees **only**)

[CLICK HERE](#)



40% of customers expect a response to their reviews in the first 24 hours



- ✓ Offer customers something in return for their reviews (google policy)
- ✓ Ask for reviews by opening a conversation about it
- ✓ Always respond to the reviews that customers has left for you (the guide on how to respond to positive and negative reviews will be in the next sections)
- ✓ Give a incentive for people to leave a review i.e. for beauty salon business you can give people 10% off their first visit if they leave a review, for restaurants, you can offer people a free dessert or a drink in return for a review
- ✓ Use a pop up on your site, so when they visit your website it will ask them to leave a review
- ✓ Add a post on social media

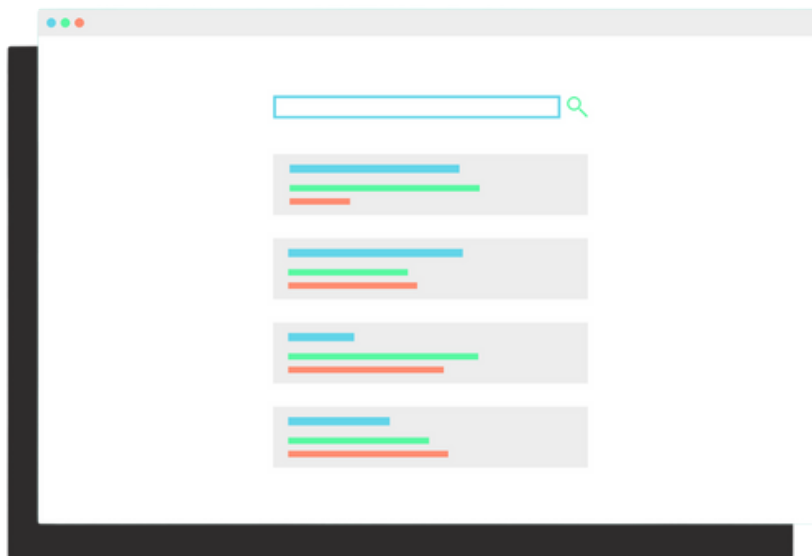


Keywords



Add keywords

- ✓ Use Google keyword planner to search for the relevant keywords in your niche (use this video to guide on how to find the right keywords for your business listing)
- ✓ Add some of these keywords in the following sections: FAQs, description, posts, reviews, product and service descriptions, menus (you could ask customers to leave you their opinions about one of your products or services)



50% of customers look for promotions and discounts when searching for businesses online



Posts And News

- ✓ What posters can you add? You can add anything that your customers would be interested in, such as: upcoming events, offers, specials, customers reviews, make things personal like adding pictures of team members, show how happy you are about your customers.
- ✓ Use google marketingkit to generate posters and QR code:
https://marketingkit.withgoogle.com/intl/en-US/r/CA?utm_medium=web&utm_source=g4sb&utm_campaign=edu

Fill Out Everything

- ✓ Fill out everything: Business name, Address ,Phone number, Hours of operation, Category, Website, From the business ,Questions and answers, Photos, Reviews, attributes, and description.
- ✓ Add as many products and services as possible to the
- ✓ Turn on messaging

Insights



Pay attention to the following insights

- ✓ Listing on search vs. listing on map
- ✓ Number of website visitors and number of phone calls
- ✓ Number of direction requests and where people are asking for these directions (it could show you the postal code or the areas where people are requesting directions from)
- ✓ Branded keywords, discovery or direct
- ✓ The photos views of your business vs. other businesses like you
- ✓ Owners photos vs. customers photos
- ✓ Calls and the number of calls you have missed

All these analytics should help you in forming your strategy. For example if people are finding you through discovery that means you need to run more brand awareness ads, so people search more for your brand. Or if the photos you have on your business listing are less than what other businesses have you need to upload more photos and so on with the other analytics you have. Read the analytics and develop a plan to improve your listing .

CTA

Call To action

Include a call to action i.e. reservation or appointment, or order (menus/ products/ services)



- ✓ Depending on the type of business you have, you could see an option on the left that says booking, products, or menu, make sure to add that to your business profile
- ✓ You could also add links to menu or appointment through the info section of your google my business profile on the left side.
- ✓ These options are available in some industries and not available for the others, it will be enabled based on the type of business.





According to Revoo: having negative reviews increase conversion by 85%, and people tend to trust businesses that at has at least a few negative review

Negative Reviews

If the review is fake, you can always report so it might get removed

- ✓ Learn from what went wrong and try to improve it
- ✓ Keep in mind that some people will not like your product and service no matter what you do
- ✓ Remember your response should be about them not about you.
- ✓ Don't respond to negative reviews immediately, but do it quickly
- ✓ Don't go back and forth with the customers and don't respond more than once
- ✓ Best defense strategy is offense, so always ask people to leave reviews so bad reviews don't make a big difference with the many good ones you have





When you respond to negative reviews:

- Don't take it personally even if the review is not expressing the truth
- Find the root of the problem: that doesn't mean you need to find someone or something to blame, but you need to see the why this thing has happened
- Apologize immediately and publicly
- Don't make the answer too long otherwise it will be perceived as if you are defending yourself
- Try to give an actual reason for why such thing has happened
- Try taking it offline: by giving them a phone number to reach out to you personally
- When you talk to them offer them a solution to the problem i.e. a discount for the next visit, a gift card, a refund, or anything that will revoke their bad experience
- Keep in mind that there are a few people that you will never be able to make them happy no matter what you do.



In conclusion, how does Google rank your business?

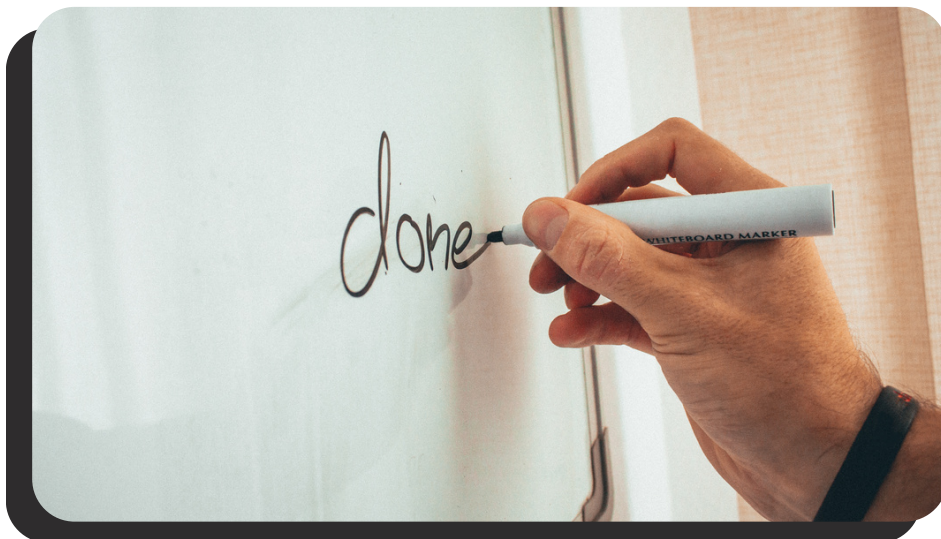
1-Location: how far is the person searching from your business

2-Relevancy: How much your business listing is relevant to what people are searching for

3-Fame: how well is your business known in offline and online. Online such as how much

People search for your business, other websites linking to your business and talk about it, and the number of reviews you have.


Full all the information properly, get more reviews and get more people talking about your business online.




What about ads?

Ads could get you so many new customers if they are run properly. But never, never, never run ads through the smart way using google my business, unless you want to burn your money, which I am sure you don't. There are so many different types of ads you can run, such as


Types Of Google Ads




Search
Reach customers interested in your product or service with text ads




Performance Max
Reach audiences across all of Google with a single campaign. [See how it works](#)




Display
Run different kinds of ads across the web




Shopping
Promote your products with Shopping ads




Video
Reach and engage viewers on YouTube and across the web




App
Drive app promotion across Google's networks



Smart
Reach your business goals with automated ads on Google and across the web



Local
Drive customers to a physical location



Discovery
Run ads on YouTube, Gmail, Discover and more

Other platforms might also bring you great results too, such as Facebook, Instagram, TikTok, Pinterest....etc



97% of customers that read reviews, they read the business, and response to it.

How About:

We Offer you a **Free** strategy call to help you choose the best ads and platform that matches your goals and business objectives?

[Click here to schedule a free call](#)