

Grow with Google: The marketing leader's playbook

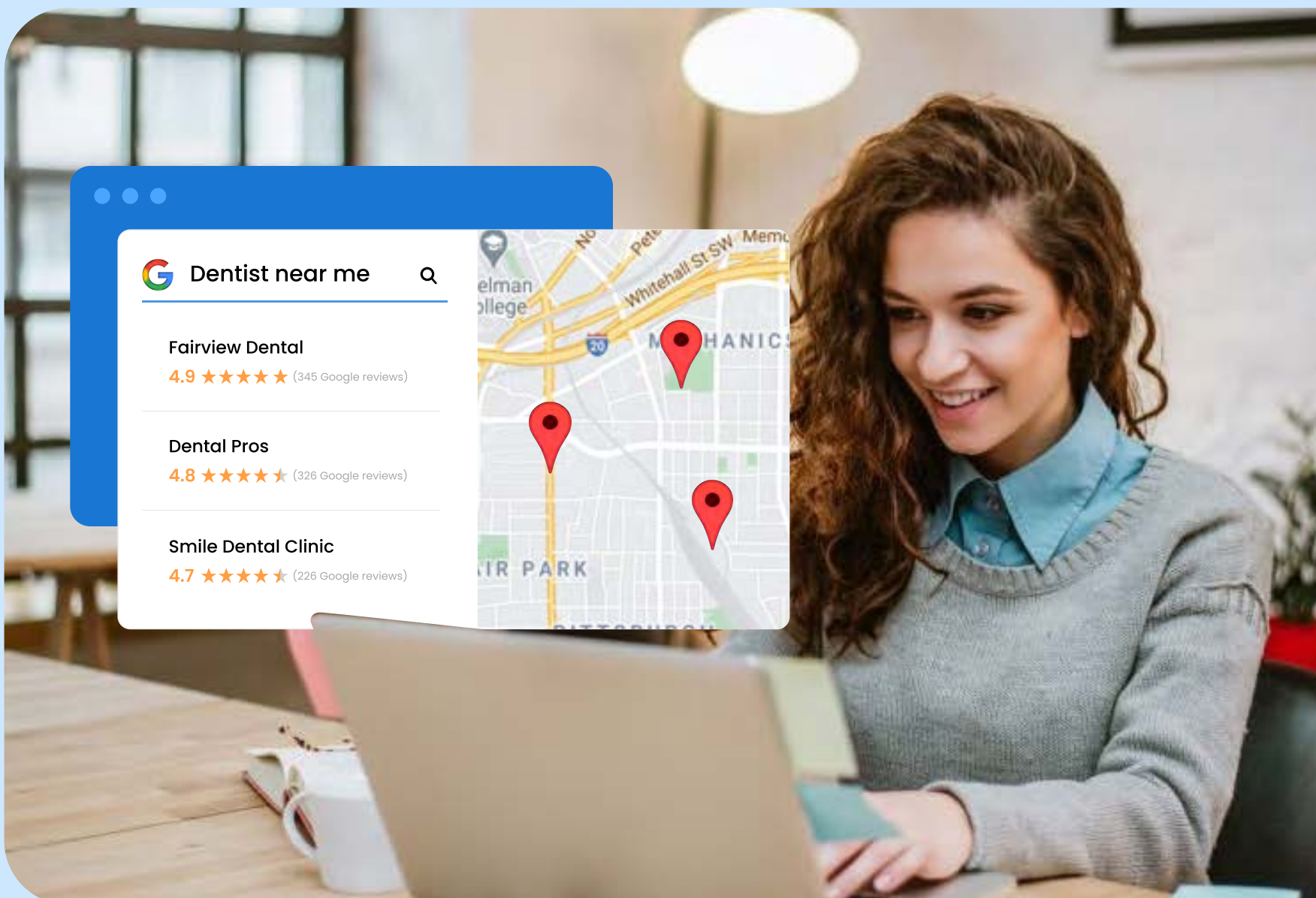


TABLE OF CONTENT

Introduction

CHAPTER 1

- Get found on Google Maps and in local searches 4
- Claim your Google Business Profiles
 - Optimize your Google Business Profile in 5 steps

CHAPTER 2

- Build a solid reputation with reviews 7
- Automate review collection
 - Manage and respond to Google reviews quickly

CHAPTER 3

- Engage customers directly from Google Search and Maps 10
- Let people contact you through Google
 - Centralize incoming conversations
 - Create a social buzz with Google posts
 - Book appointments directly from Google

CHAPTER 4

- Increase your ad conversion rate with Google Seller Ratings 14
- The key benefits of Google Seller Ratings
 - How to activate Google Seller Ratings

CHAPTER 5

- Fast-track your way to success with Birdeye 16

Introduction

Do you ever feel like trying to grow your business with Google is like navigating a digital maze? Each turn presents a new obstacle, from collecting reviews to ranking in search results and getting leads to convert. Throw in the frequent changes in Google's algorithm and the fierce competition from countless businesses that are also contending for visibility, and this journey can seem pretty daunting.

As the dominant global search engine and digital advertising platform, Google plays a massive role in determining who gets found and chosen online. Simply put, if your business isn't **fully leveraging Google** to connect with potential customers, you're leaving money on the table.

Consider this guide the map you need to navigate the complex landscape of Google marketing. You'll learn how to:

- Get found on Google Maps and in local searches
- Manage the online presence of multiple locations
- Create social buzz with Google posts
- Reduce Google ad spend and increase conversion rates

...And so much more. By optimizing your Google presence across search, maps, advertising, and other products, you can significantly expand your reach, boost conversion rates, and ultimately drive more revenue for your business.

Let's dive in.

Chapter 1

Get found on Google Maps and in local searches



Over 1 billion users search for nearby businesses on Google Maps every month. Appearing at the top in search results gives you access to a massive audience. But, with over 200 million businesses using Google Maps to gain exposure, the competition to rank prominently is fierce. Fierce — but not impossible.

Let's explore some proven tactics to get your business found on Google Maps and in local searches.

Claim your Google Business Profiles

Fully built-out and [optimized Google Business Profile listings](#) serve as your digital storefront on Google. Think of your Google Business Profile (or profiles if you run a multi-location business) as your foundation for success.

Ensure that you've claimed your Google Business Profile on Google Maps

To verify that your Google Business Profile is claimed on Google Maps, follow these steps from a desktop computer:

- First, sign into Google Maps with your business account.
- Next, search for your business by entering your business address in the search bar at the top of the screen.
- If you see the **Add your business** option, it means the profile is unclaimed. Click it to claim.

Optimize your Google Business Profile in 5 steps

To get the most out of Google Business Profile, invest time upfront in fully optimizing your listings. Then, continue monitoring and enhancing them over time. Here are five steps to get you started.

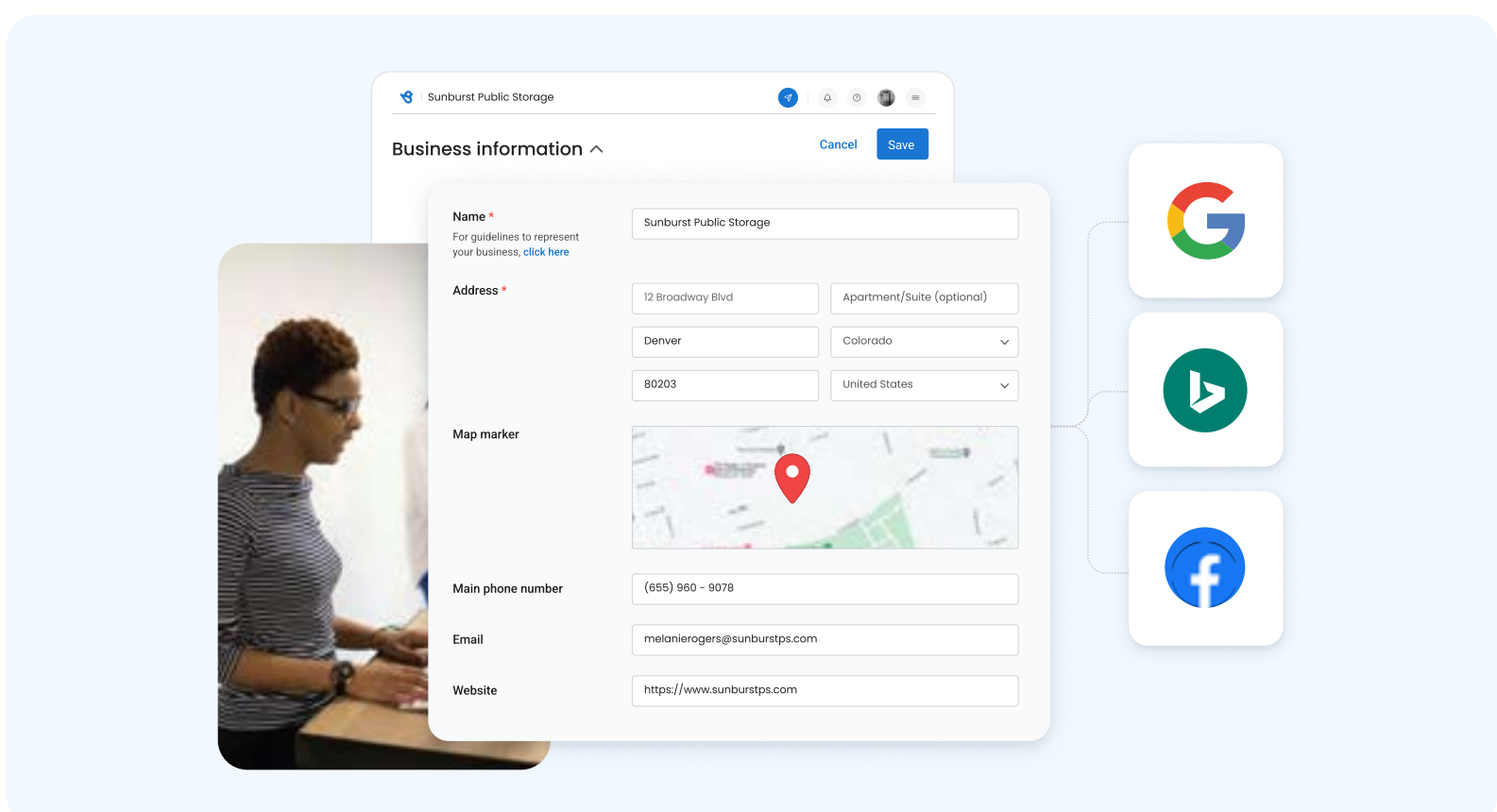
1. Use AI tools to write SEO-optimized descriptions

Writing unique, keyword-rich descriptions for every location is extremely challenging. Let AI lend a hand to automate this tedious process. AI-powered content generators like BirdAI can craft tailored, SEO-friendly descriptions to help your profiles stand out. This saves huge time while optimizing discoverability.

2. Maintain accurate business information across all locations

Inaccurate info destroys local SEO and credibility. You must regularly verify and update basic Google Business Profile details like business name, address, phone number, hours, offerings, etc. But manually managing hundreds of listings is nearly impossible. With the right tools, you can update your profiles in bulk and maintain perfect consistency everywhere.

In just a couple of clicks, you can use Birdeye to build and maintain accurate, attractive business profiles for all your locations.



3. Show off what makes your brand unique with photos and videos

Highlight your differentiators through pictures and videos. Add visuals like your logo, storefront, products, services, staff, and customers. Images make your business seem more reputable enticing.

4. Provide details about your products or services

Flesh out your profile beyond just categories. Share your story, product selection, expertise, and anything else relevant to your customers. Remember: The more informative your listing includes, the easier it will be for nearby searchers to determine that you perfectly match what they need.

5. Stand out with an optimized Questions and Answers section

Proactively answering key questions can help your listing stand out. Use AI tools to research and create SEO-optimized responses to frequently asked questions about your business. Tailor answers to your products, services, and unique value proposition. Responding thoroughly and accurately demonstrates your expertise while also helping your listing rank higher.

240%

Average increase in the number of calls from Google

50%

Average increase in the number of website visits

50+

Sites supported in addition to Google

NEXT

Chapter 2

Build a solid reputation with reviews



Chapter 2

Build a solid reputation with reviews



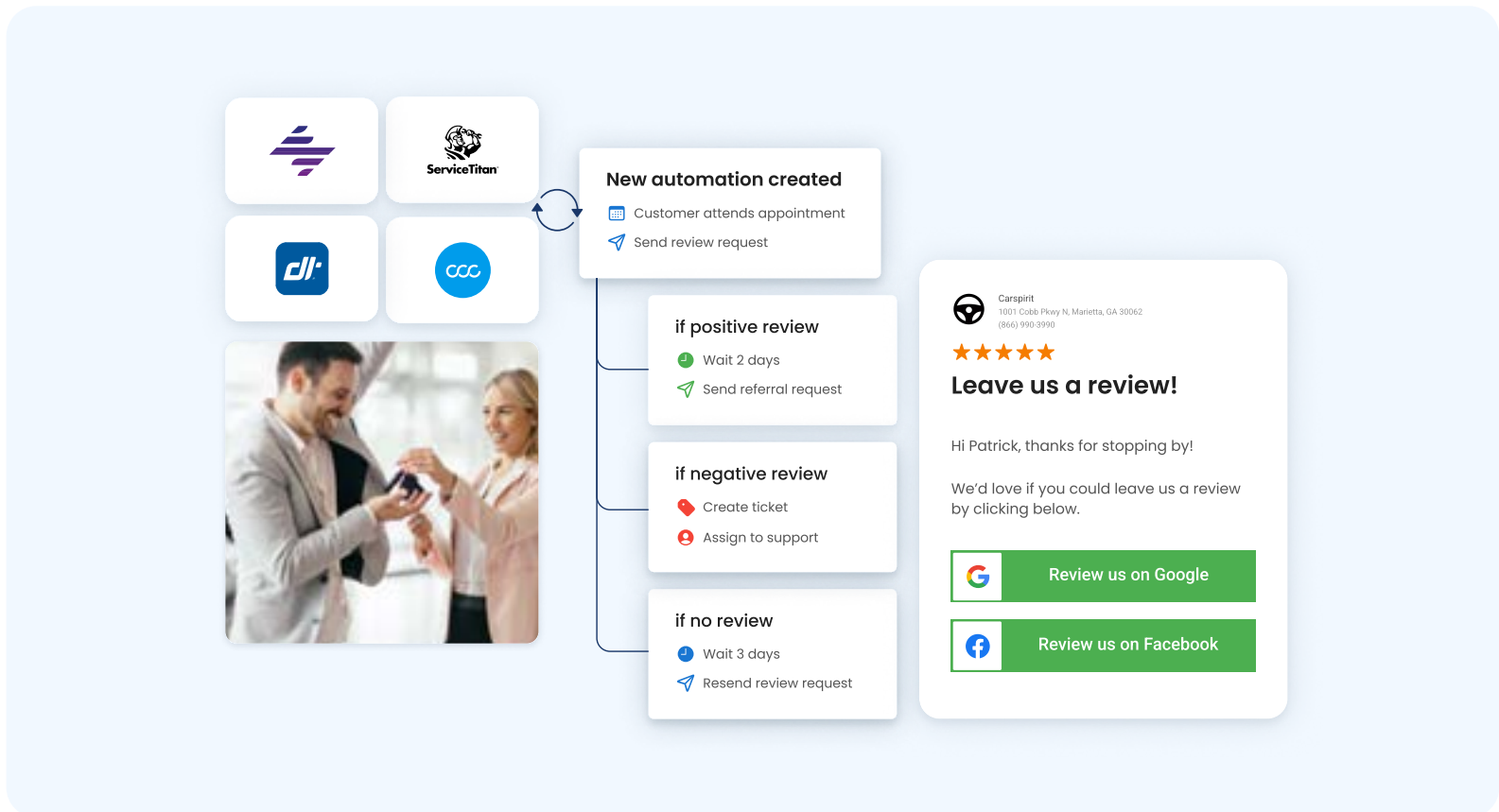
Google wants to surface the most reputable, customer-recommended businesses. That's why cultivating positive Google reviews should be a top priority. However, consistently generating feedback across all locations can be easier said than done. It's time consuming and requires conscious effort and consistent follow up. Luckily, there are ways to streamline the process and [turn your business into a review-generating machine](#).

Automate review collection

Manually requesting Google reviews can be extremely tedious — even more so if your business has multiple locations — and gaps inevitably emerge as locations or customers slip through the cracks. It's common to notice a disparity in the number of organic reviews each one receives. This can be due to factors like disparity in visibility or customer traffic, or an uneven distribution of resources across different locations.

Automated multi-location review generation makes collecting consistent feedback across all profiles achievable. Simply set up workflows to request Google reviews from customers of every franchise or branch based on triggers like a recent visit or purchase. Once you've set your triggers, AI-powered review software will do the work for you and send personalized review requests via text and email.

Chapter 2 : Build a solid reputation with reviews



Birdeye's exclusive integration with Google's private API drives higher response rates versus CRM solutions so you can boost your presence on the world's largest search engine.

195%

The average increase in Google Reviews

200+

Review sites supported by Birdeye

#1

Rated reputation management platform on G2

Manage and respond to Google reviews quickly

Responding to every review improves customer satisfaction and acts as a green flag for potential customers who stumble upon your profile. Responding to happy and neutral reviews shows that you care. Responding to negative reviews can, in the best case scenarios, help you turn detractors into promoters.

But responding to dozens, hundreds, or even thousands of reviews, is no small job.

The solution? Set up a process for creating automated (but personalized) responses to every review using AI. Using natural language processing, AI can understand customer sentiment and identify the right tone in which to respond. This will reduce the workload on your team but ensure that every customer feels heard.

You can also use AI to analyze review sentiment in bulk instead of reading reviews one by one. This allows you to:

You can also use AI to analyze review sentiment in bulk instead of reading reviews one by one. This allows you to:

- Quickly pinpoint location-specific issues
- Identify trends
- Understand how customers perceive your brand.

Reputation is revenue

Your reputation can make or break your business — don't leave it up to chance. Make the review collection and management processes quick and easy for your team and your customers by integrating the right tools, and you'll find yourself on the path to stardom in no time.

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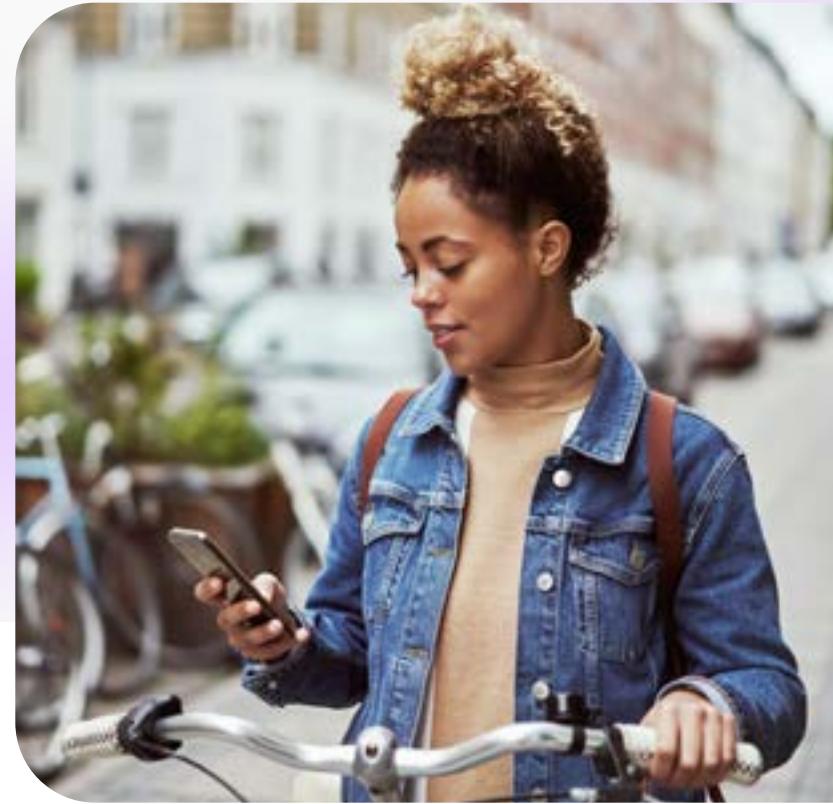
Chapter 3

Engage customers directly from Google Search and Maps



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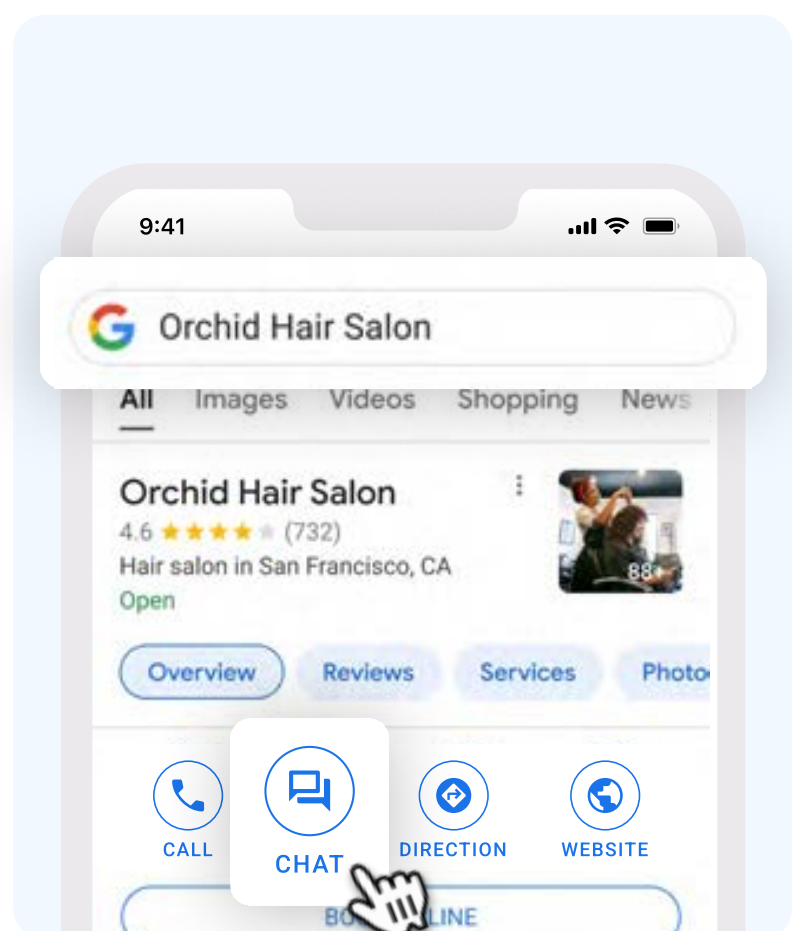
Showing up in search and standing out with a strong reputation is just the beginning. You need to convert your profile visitors into leads and leads into customers.

Your Google Business Profile offers various built-in tools to engage prospective customers without them ever having to leave Google. Utilizing these capabilities can help convert more organic searchers into leads.

Let people contact you through Google

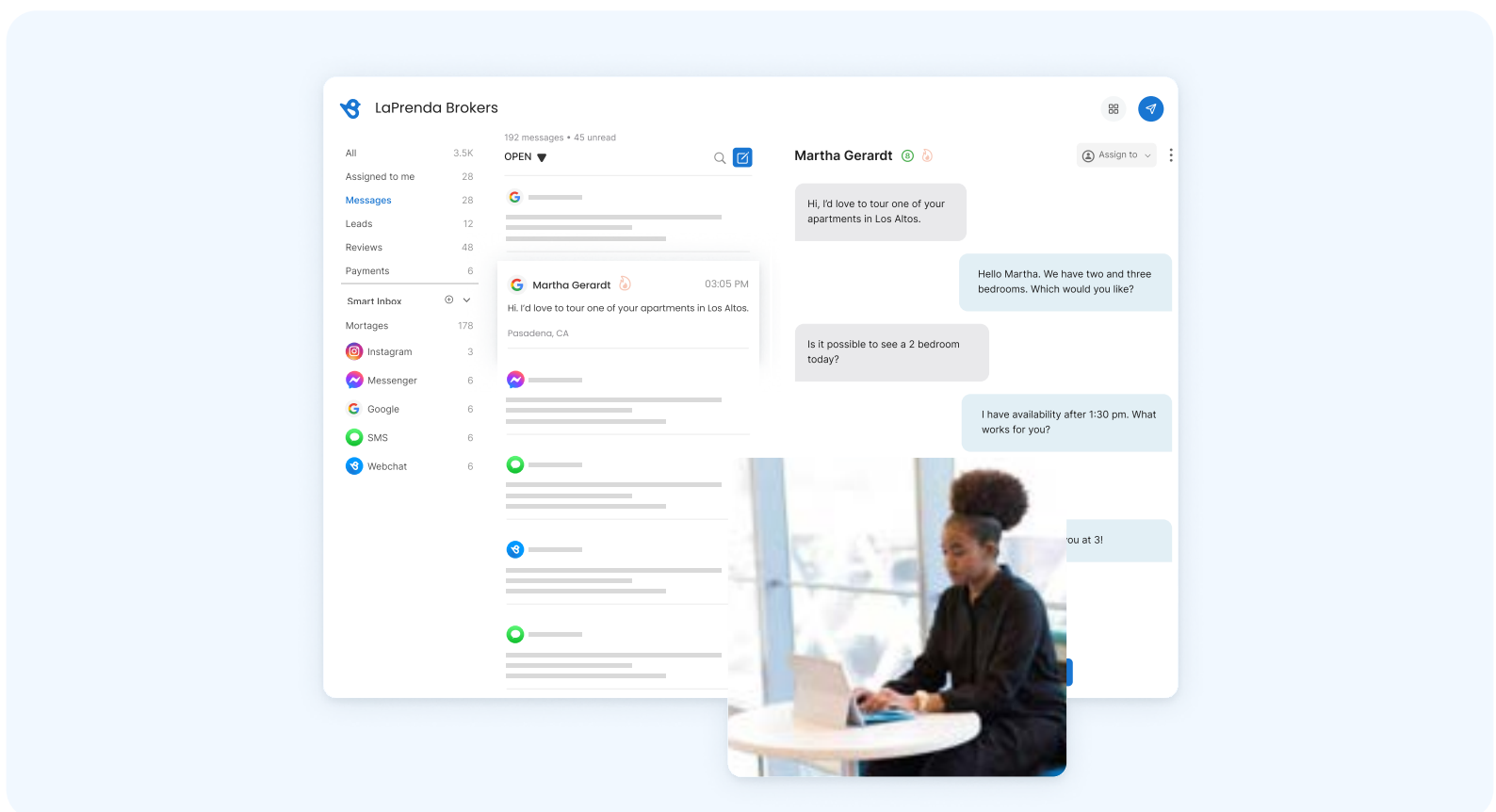
The modern consumer expects swift communication – they don't want to be put on hold. So, it makes sense that **53%** of consumers prefer to do business with a brand they can message. Messaging is quick, easy, and convenient.

By **utilizing Google Business Messages**, you make yourself accessible to local searchers. They can ask questions or request information without picking up the phone or leaving Google – this seamless experience boosts the likelihood that they'll do business with you.



Centralize incoming conversations

Tracking conversations happening across dozens of channels kills efficiency and creates frustrating experiences for customers. But if you're worried about adding another messaging channel to the mix, don't be – there's a simple solution. Invest in a tool that routes all Google messages (and messages from other channels) **into a unified inbox.**



Omnichannel messaging integration allows you to meet consumers on their channel of choice and boost engagement. Tracking all interactions in one place also gives you a comprehensive view of a client's history with your business, which leads to improved relationships. And the cherry on top is that it eliminates tracking and management headaches for your team.

Create a social buzz with Google posts

Google posts are social media-style updates published directly through your Business Profile. They can showcase events, offers, products, and more. Publishing Google posts helps you increase brand awareness and create a sense of community around your business. They're a free yet powerful marketing tool that will help you actively connect with local customers where they already spend time.

Chapter 3 : Engage customers directly from Google Search and Maps

Google posts expand your local reach

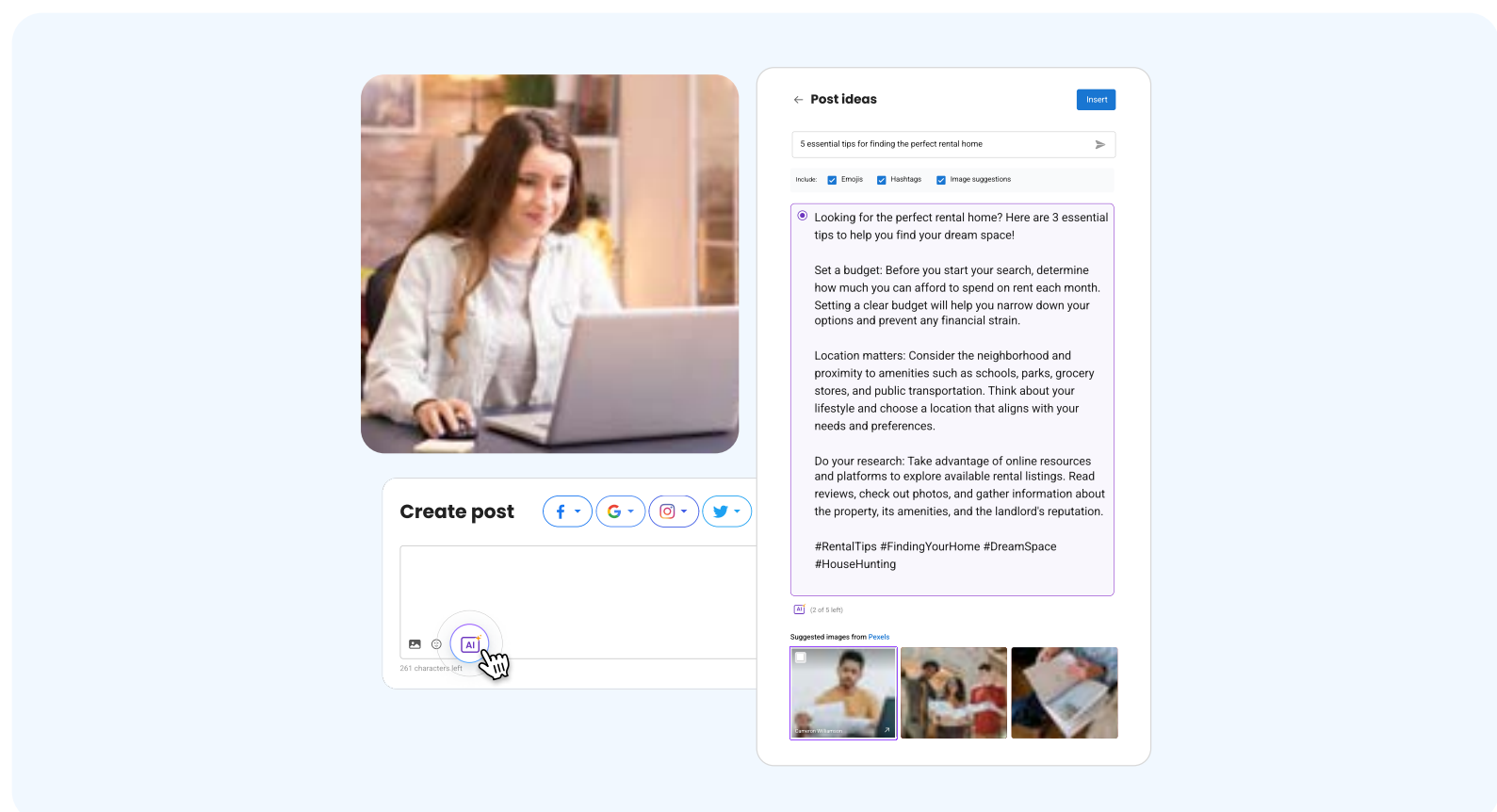
Google posts appear prominently on Google Maps and in local search results. This gives you free exposure to high-intent nearby searchers without paying for ads. Plus, this kind of content promotes user engagement — you're more likely to get clicks if you take advantage of Google posts.

Google posts build trust

Your audience wants to know that your business is active and responsive. Regular updates and communication through Google posts establish credibility and build trust.

Google posts can be recycled on other platforms

Repurposing content from Google posts for use on other social media platforms is a time-efficient way to stay active and consistent across various channels.



Streamline Google post creation with AI

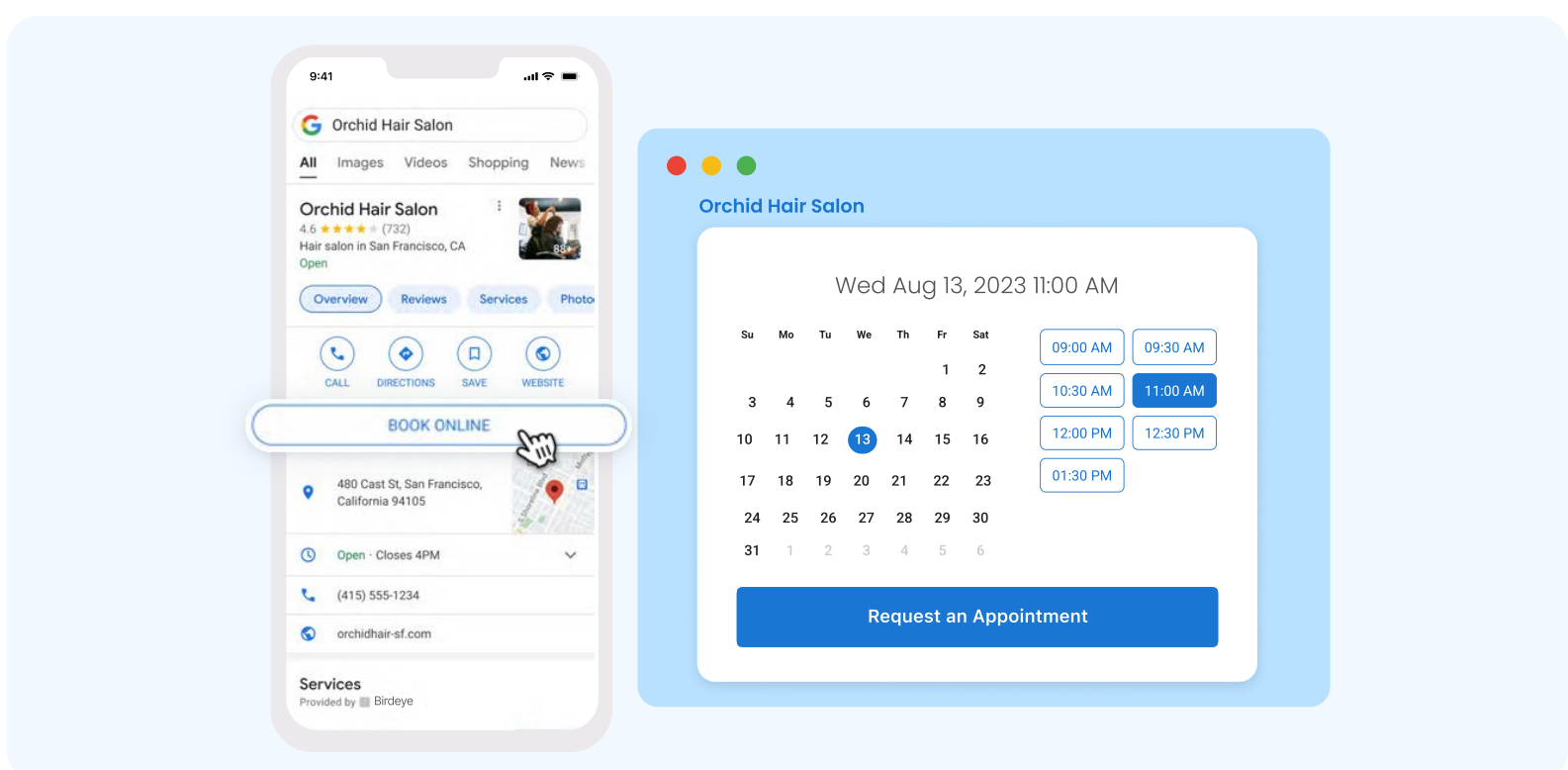
Automation solves major content creation obstacles. Publishing valuable, engaging content consistently takes time. AI can auto-generate visually appealing Google posts for you — you just need to give it a prompt. Writer's block? No problem. AI can suggest topics and post ideas based on your industry.

Chapter 3 : Engage customers directly from Google Search and Maps

AI even eliminates the headaches of scheduling and publishing. Simply set a publishing schedule, and posting happens automatically – no one has to manually press publish.

Book appointments directly from Google

Conversion rates increase substantially when you reduce friction in the customer journey. In other words, you need to make it as easy as possible for customers to do business with you.



Enabling direct booking through Google Business Profiles:

- Allows customers to instantly request appointments and services without having to pick up the phone, email back and forth, or even leave Google.
- Taps into consumer demand for convenient digital experiences.
- Eliminates the time sink of phone tag or unanswered emails for both your business and customers.
- Provides a seamless experience that delights customers.
- Unlocks a new lead generation channel by adding a prominent "Book" button on your listing.

The bottom line is that direct in-search booking removes obstacles and friction from the buyer's journey. This converts more organic Google searches into booked appointments and happy customers.

NEXT

Chapter 4

Increase your ad conversion rate with Google Seller Ratings



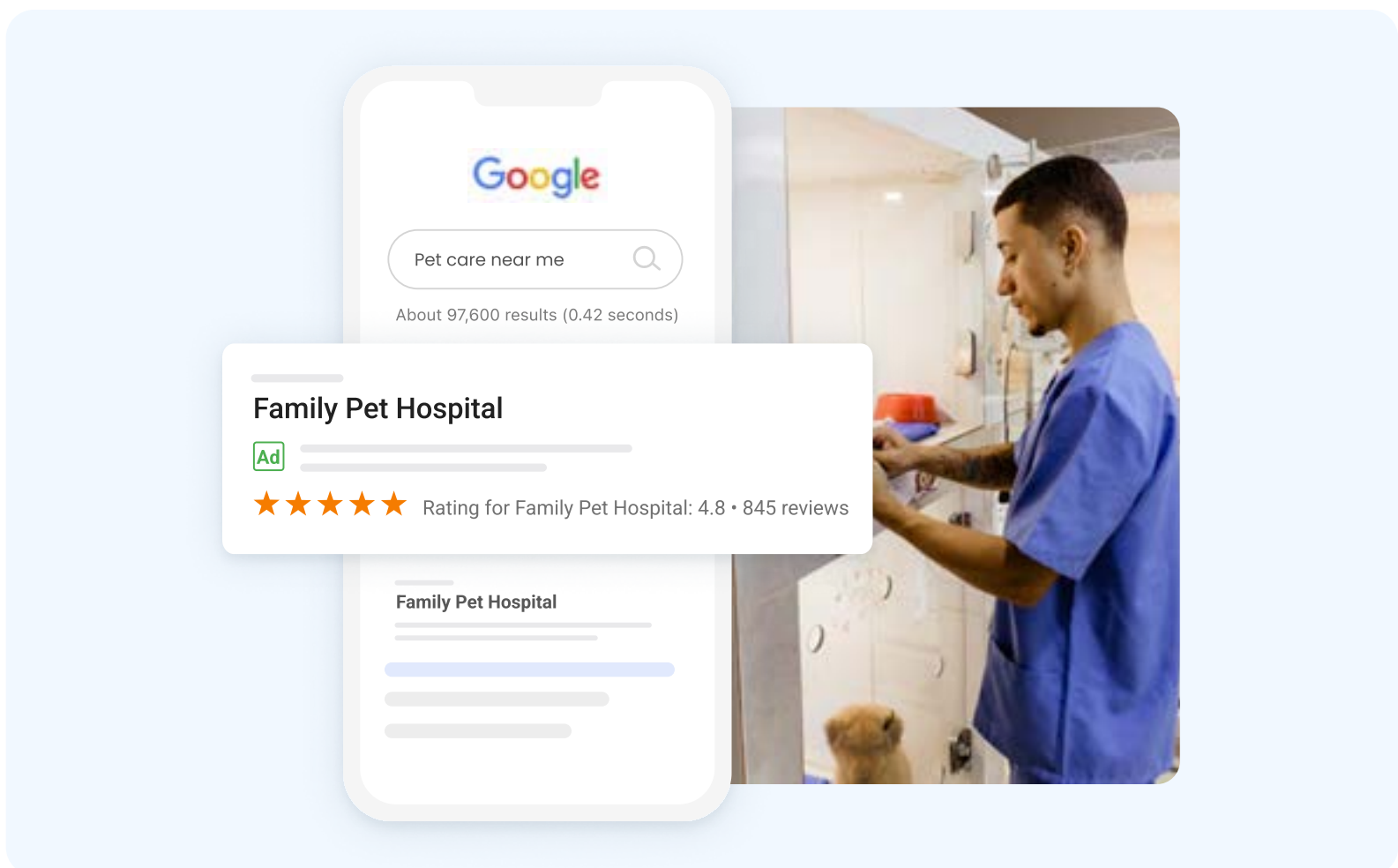
Chapter 4

Increase your ad conversion rate with Google Seller Ratings



Google Seller Ratings showcase your business's average rating alongside your text ads. Ratings range from 1–5 stars based on factors like your volume of reviews, authenticity, recency, and actual customer feedback.

High seller ratings build immediate trust and social proof right within your ads. According to Google's internal research, top ratings can lift ad click-through rates by up to 17% – a massive performance boost.



There are three core benefits to displaying Google Seller Ratings in your pay-per-click ads

There are three core benefits to displaying Google Seller Ratings in your pay-per-click ads:

- Increased ad relevance, visibility, and click-through rates thanks to reputational signals and social proof.
- Higher quality traffic driven by enhanced credibility and consumer confidence in your business.
- Lower cost-per-click and cost-per-conversion over time as a result of improved click-through and conversion rates.

How to activate Google Seller Ratings

To activate Google Seller Ratings, first, you must qualify through a certified partner like Birdeye. You'll also need to meet the following criteria:

- **Reviews:** You need to have gathered at least 100 reviews over the past 12 months. These reviews should talk about people's experiences working with you, and they can be collected on Google or on a limited number of third-party review platforms that Google trusts, such as Birdeye.
- **Average rating:** You need positive reviews — Google wants you to have an average rating of at least 3.5 out of 5 stars.
- **Website check:** Google or its partners will conduct a check of your website to make sure your business is legitimate and complies with their policies.

“Over the past four years, we've increased our Google rating from a 3.4 to a 4.4 rating. The impact is crazy compared to the ads that do not show Google Seller Ratings”

Brian Torres

DIGITAL MARKETING MANAGER, FIRSTMARK CREDIT UNION

NEXT

Chapter 5

Fast-track your way to success with Birdeye



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Fast-track your way to success with Birdeye



The road ahead may twist and turn, but the destination is clear — greater visibility, happier customers, and a thriving business. Let's embark on the journey together.

Certified Google partner

As an official partner, we have the deepest integration with Google and all the tools that local businesses need to succeed.



“Our partnership with Birdeye has been a great success”

Uday Ghatikar, Field CTO, Google

There are three core benefits to displaying Google Seller Ratings in your pay-per-click ads

Birdeye's direct integration with Google makes us the best choice for growing on the platform. By partnering with Birdeye you can:

- Build a 5-star online reputation
- Get found — and chosen — in local searches
- Activate Google Seller Ratings and drive more revenue

And thanks to [BirdAI](#), the next evolution of generative AI that we've infused into every part of the Birdeye platform, you can do it all more quickly and securely than ever before. Simply put: Birdeye does the heavy lifting so you can grow and scale with ease.



Accelerate Google growth with Birdeye



Navigating Google's marketing maze is complex.
With Birdeye, it doesn't have to be.

- Activate Google Seller Ratings and increase ROI
- Make it easy for customers to contact you via Google
- Seamlessly collect, manage, and respond to Google reviews

Getting started is easy.

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