

BYTESIZE

Handout Module 1: Local SEO & Google My Business
With Nathan Potts



Google My Business (GMB): 4 Steps to get you started!

Step 1: Create an Account

It's FREE to set up! Press **Sign in** or **Manage now** and log in with your Google account.

WHERE:

UK: www.google.com/intl/en_uk/business/

IE: www.google.com/intl/en_ie/business/

Step 2: Fill in your Information

Go to the Admin Panel & Information Section. Don't forget to add at least 3-4 images per section (Interior, Exterior, Products, Team, etc.)!

Step 3: Post Section

TIP: Make sure all your products are online so that you can appear in potential patient searches.

Post all your products and included description, prices and links to your website. Include all of your services (e.g., Dry Eye Clinic, Eye Exam, NHS Exam, OCT, Retinal photography, Enhanced eye exam, Dyslexia vision, Contact lenses etc.)

What can you post about?

- ✓ Seasonal planner
- ✓ General optical news
- ✓ New Stock
- ✓ Opening Hours
- ✓ New Member of staff
- ✓ Contact lens scheme
- ✓ Share Social / Blogs

Step 4: Use the Insights

Use this section to make smart marketing decisions. Check out if you can "be found" for the products that you are selling. Discover new audiences to target and their locations.

Looking for help to manage or set up your GMB profile?

Drop us a line at sales@opticommerce.co.uk and your account manager will be in touch!

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