

Marketing Talks

The Google Business Profile Power-Up

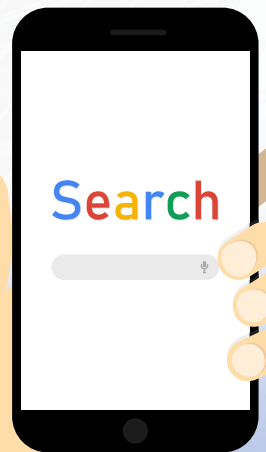


Presented by Janel Sykora

Why We're Here: The New Word-of-Mouth

The Reality Check: When a local business owner needs a new CPA, they don't ask neighbors anymore—they Google it.

- "CPA near me"
- "bookkeeper for e-commerce"



97% of people search for local businesses online. Your GBP is the single result they see before your website.

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Why We're Here: The New Word-of-Mouth

The Accountant's Challenge: You offer trust, stability, and expertise. How do you convey that digitally?

The 2 Pillars of Your GBP Success



- 1 Visibility (The Profile): How high you rank in the "map pack" and local search results.
- 2 Trust (The Reviews): The social proof that converts a click into a client.

Pillar 1: Maximum Visibility – Optimizing Your Profile

Actionable Advice: The 3 Non-Negotiable Optimization Steps



1. Categorization is Critical (The Foundation):

Select the most specific, relevant primary category (e.g., "Tax Preparation Service"). Avoid the generic "Financial Services."



2. The Geo-Grid Advantage (Service Area):

List the specific cities, counties, or metro areas where your ideal clients are. Do not list your service area as an entire state or country.



3. Use GBP Posts (Keep it Fresh):

Post weekly (or bi-weekly) about current topics, tax deadlines, or Q4 planning. Freshness is a ranking factor.

Content That Boosts Trust & Relevance

Actionable Advice: The 3 Non-Negotiable Optimization Steps

Content Type	Actionable Advice	Why It Matters
Photos (The Visual Proof)	Upload high-quality, professional photos of your office, team, and professional headshots.	Clients buy from people. This builds trust and makes your business feel more established and approachable .
Service Cards	Create clear, graphical cards in Canva (or similar) detailing your specialized services (e.g., "e-commerce Sales Tax," "Trust Tax Planning").	These visually break down your offerings and help Google link you to niche search terms .
Q&A/FAQs	Proactively answer common questions your clients ask (e.g., "What documents do I need for Q4 planning?").	You address client anxiety and Google uses this text to boost your search relevance for those questions.

Pillar 1: Maximum Visibility – Optimizing Your Profile



Cash Flow Chaos?

You Don't Need a Full-Time CFO- Just the Right Support.

-  Forecast better
-  Make confident decisions
-  Stay in control

Many small business owners feel stuck when it comes to cash flow. You're working hard, making sales—but you still don't know where the money's going.

At [redacted] we offer outsourced CFO services that give you real... More

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Payroll Solutions

Payroll Solutions
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Questions & answers

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Reviews ⓘ

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5,0 ★★★★★ 17 Google reviews

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Pillar 2: The Review Engine – Why Quality Beats Quantity

A 5-star rating with descriptive text is gold. Google uses review text to determine your relevance (e.g., mentioning "sales tax nexus" and "e-commerce").

What to Avoid to Protect Your Rank:

1. **Not Responding to Reviews**
2. **No Office Kiosks:** Do not use in-office tablets for clients to review you.
3. **Never Pay for Reviews.**



The "Ask" Automation: Collecting Reviews Without the Awkwardness

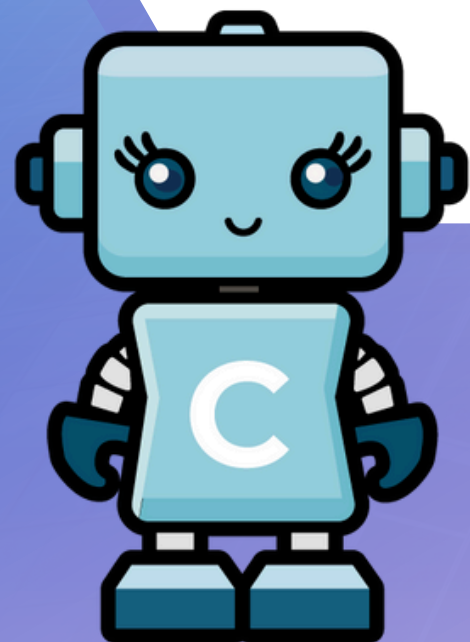


The Golden Moment for the Ask:

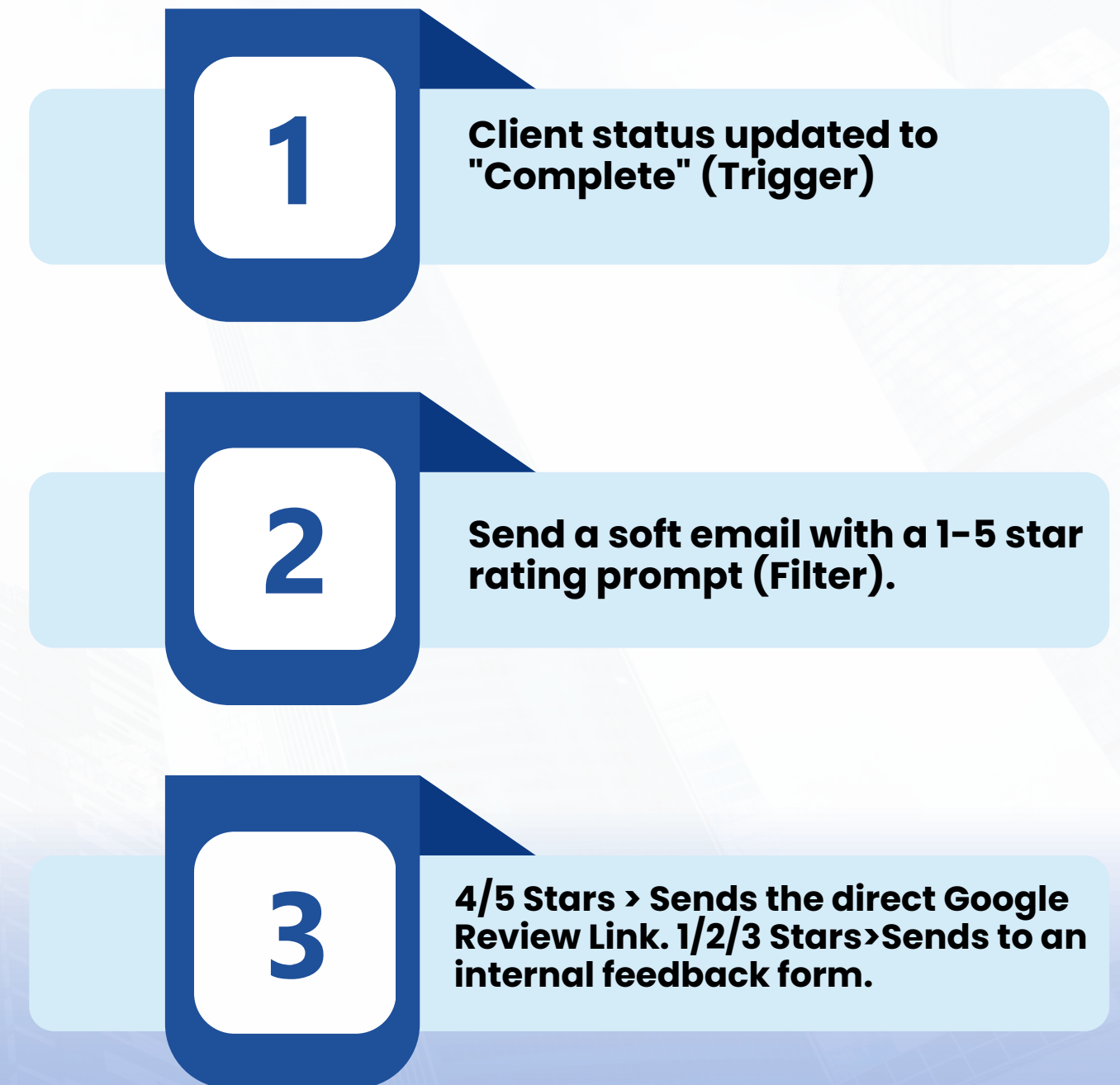
1. **After a Win:** When you deliver a big tax savings or successful project completion.
2. **Post-Onboarding:** 30–45 days after a smooth client intake.

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The "Ask" Automation: Collecting Reviews Without the Awkwardness



The Automated Workflow (The CRM Funnel):



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The Final Step: Respond, Respond, Respond

Why Response is a Ranking Factor: It shows Google and prospects that you are engaged.

Responding to Positive Reviews: Thank them, and reinforce keywords by referencing the specific service they mentioned.

Responding to Negative Reviews (The Crisis Playbook):

Rule 1: Be Fast, Be Calm.

Rule 2: Acknowledge, Validate, Take Offline (offer a private contact method).



Your 3-Point Action Plan

Don't boil the ocean. Choose one thing to complete this week.



Claim and Audit: Verify your Primary Category and Service Areas.



Create the Link: Find your direct Google Review Link and save it.



Set the Trigger: Create just one automated email in your CRM that triggers the review funnel.



Q&A



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