

Law Firm Guide
**Better Google Results with
Google My Business**

JUMPSTARTWEB
by plusRQI

Introduction to Google My Business

For Law Firms, Google My Business can be one of the single biggest factors in making sure you are prominent when people are searching for your kind of legal services in your local service areas.

What is it and how does it work?

Google My Business is your business listing page on Google. By creating and verifying your listing, you create a definitive source of business information that Google then leverages for its products including Google Search and Google Maps.

As shown in this example featuring “family lawyer Vancouver”, you can see that Google MyBusiness:

- Has helped Davidson Fraese Family Lawyers Vancouver achieve the first “free” listing, immediately below the paid ads
- Has helped Davidson Fraese Family Lawyers Vancouver achieve a listing in the Google My Business “4 pack” where Google maps locations are shown right within Google Search Results.

Example (next page):



family lawyer vancouver



All Maps Images News Shopping More Settings Tools

About 30,800,000 results (0.60 seconds)

Connect Family Law | Vancouver Family Lawyers | ConnectFamilyLaw.ca

Ad www.connectfamilylaw.ca/

We Offer a Full Range of Family Law Services Relating to Separation and Divorce. Learn How...

Vancouver · 1285 West Broadway #540

About Connect Family Law

We are a boutique family law firm with offices in Vancouver & Kelowna

Contact Us

Contact our team of family lawyers and support staff today.



Rating Hours Visit history

Connect Family Law

Ad 4.7 ★★★★★ (32) · Family Lawyer
1285 West Broadway #540 · (604) 266-5004
Open · Closes 5 p.m.

WEBSITE DIRECTIONS

MacLean Family Law

4.7 ★★★★★ (97) · Family law attorney
1021 W Hastings St #2900 · (604) 602-9000
Open · Closes 5 p.m.

WEBSITE DIRECTIONS

Davidson Fraese Family Lawyers Vancouver

4.3 ★★★★★ (28) · Family law attorney
1055 W Hastings St #1825 · (604) 670-5626
Closes soon · 4:30 p.m.

WEBSITE DIRECTIONS

YLaw Group

4.9 ★★★★★ (107) · Family law attorney
1122 Mainland St Suite 410 · (604) 974-9529
Open · Closes 5 p.m.

WEBSITE DIRECTIONS

More places

Davidson Fraese Family Lawyers Vancouver [Divorce Lawyers]

https://www.davidsonfraese.ca/vancouver-divorce-lawyers/

With offices in both Vancouver and Calgary we are Western Canada's leading family law firm, and handle many interprovincial child custody, spousal support ...

YLaw Group: Vancouver Family Lawyers | Family Law Firm

https://www.ylaw.ca/

Top-rated Vancouver Family Lawyers & Divorce Lawyers. YLaw, an award-winning Vancouver Family Law Firm with expertise in support, property division and ...

THE BEST 10 Divorce & Family Law in Vancouver, BC - Last Updated ...

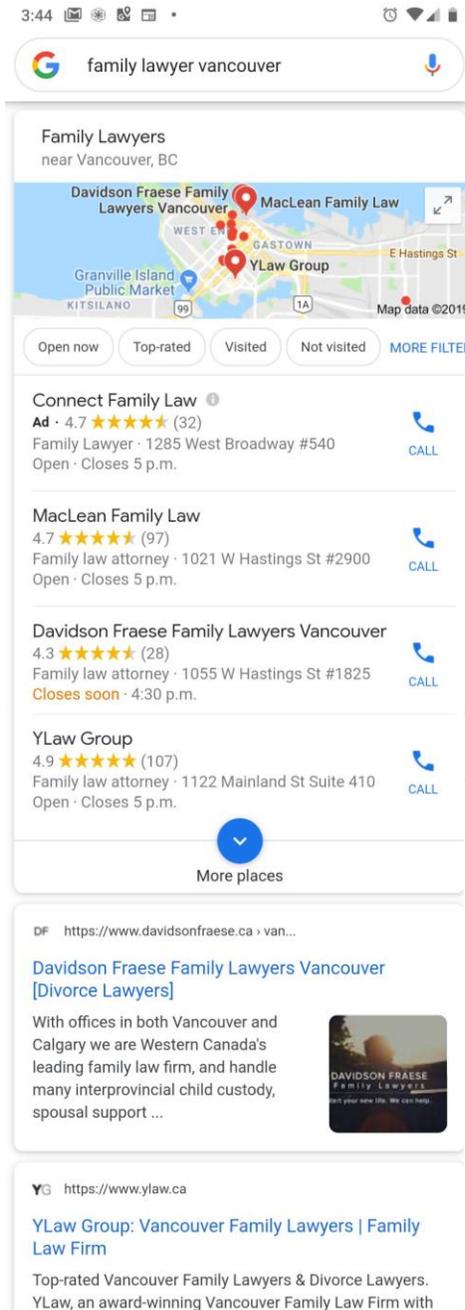
https://www.yelp.ca/.../Professional Services > Lawyers > Divorce & Family Law

Best Divorce & Family Law in Vancouver, BC - RWE Family Law, MacLean Law, Crossroads Law, Zukerman Law Group, Specht & Pryer, YLaw Group, Heritage ...

Best Vancouver Family Lawyers - MacLean Family Law

https://macleanfamilylaw.ca/2019/04/09/best-vancouver-family-lawyers/

You can also see in this mobile phone screen shot below how Google adds an option to "call phone" in mobile search. You will also note that on mobile the Google My Business Page results appear BEFORE the traditional search results:



This becomes ridiculously important when you consider the massive move to mobile web browsing currently in full swing.

Not everyone will get the same kind of results, but we have literally seen clients get 10's of thousands of new impressions, direction requests and phone calls by optimizing and verifying their Google My Business Pages.

Where to Start

You'll have a great start on a solid Google My Business presence if you follow the steps below. Also, if you have any feedback on the instructions, please visit JumpStartWeb.com and send us a note through the contact form – we read every submission and respond where possible.

First: Create a Master Address

Assuming you are starting from scratch on your Google identity, create one single "master" Gmail address that you will use for all the Google services you use for your site and business. These services may include:

- Google My Business
- Google Analytics
- Google Tag Manager
- Google Adwords
- Google Search Console (formerly Webmaster Tools)
- Google Maps
- YouTube.

As well, as the business owner or manager, make sure you use a long term, accessible email address as your backup address in case you ever get locked out of your account or lose your password (this will happen eventually!).

In theory, you could use different Gmail addresses for different accounts. In practice, this will become an organizational nightmare, as well as having other implications. By using the one address, it's easier to integrate your properties together and ensure that Google has an accurate and complete picture of all your assets, locations and accounts (which can help dramatically in building your Google Search prominence).

A couple important notes about your master Gmail address:

- If you are giving others access to your Google properties do NOT give them this email address and password, but rather assign them access to the relevant properties from within the settings of those properties.
- If you have established properties using other Gmail addresses, you will still want to create this master address and add assign access to it in all your properties. As well, in time you may well want to transfer the properties to this one single address.
- If your company uses Google Apps for email management you can use a company address instead of a Gmail address.

Getting Going on Google My Business

(formerly known by other names, including Google+ Business Pages)

Steps:

1. Go to <https://business.google.com> and log in using your Master Gmail address (discussed above).
2. Walk through the setup process, making sure to enter your information correctly and consistently with other online listings.
3. Add a profile image, logo and cover image. Profile image and logo are usually square and it's best to upload a minimum resolution of at least 250 pixels x 250 pixels. Your cover image should be a minimum of 1000 pixels wide x 250 pixels high. Note that:
 - Image sizes change from time to time.
 - Google lets you crop your images when you upload, so a photo that is too large is usually fine.
4. Add as many other photos as reasonably possible (internal, external, staff). This is not critical, but every bit helps!
5. Add as much other information as you possibly can (especially your business hours).

Also:

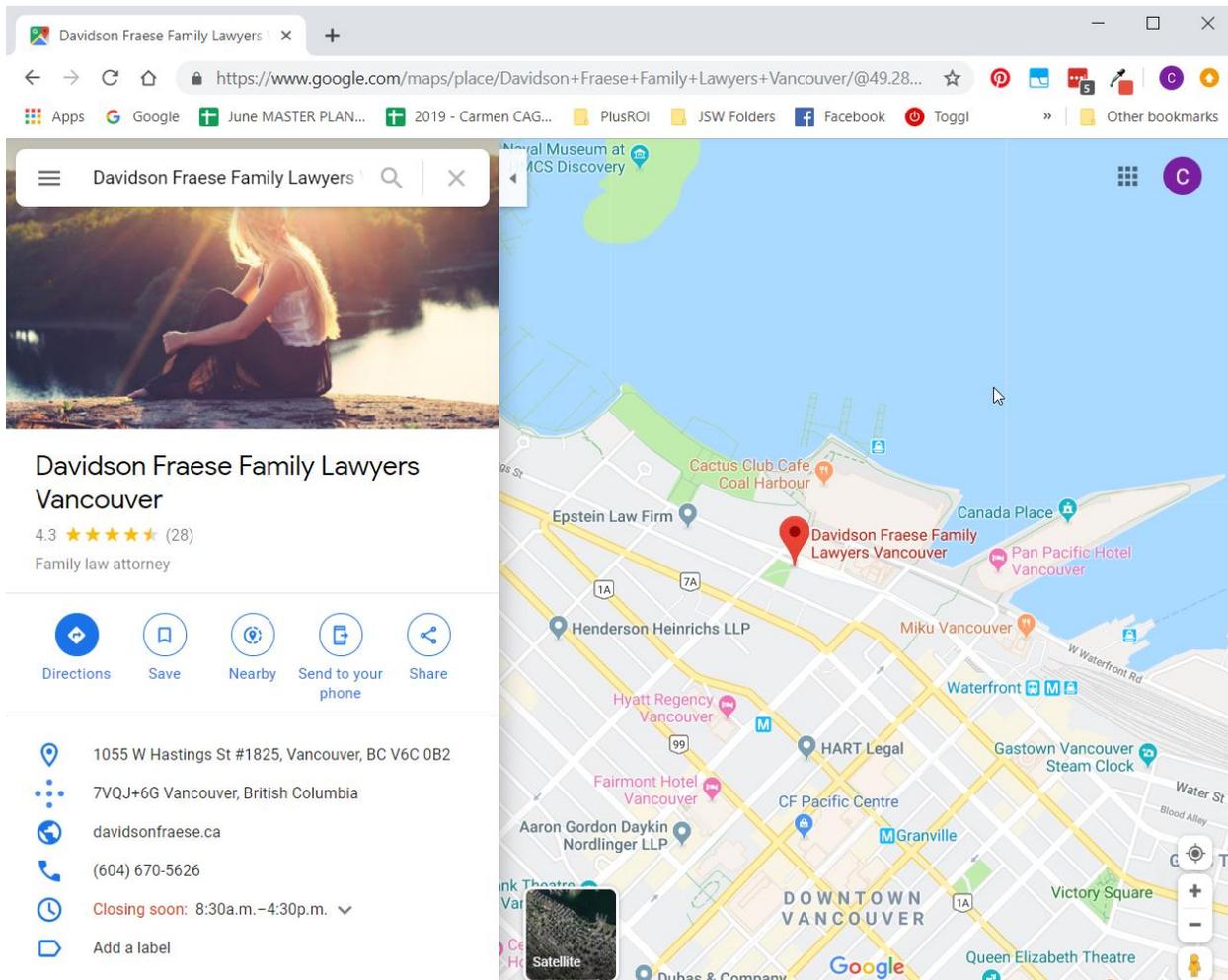
- While it's not critical, it can be helpful to update your status or post news through your page. A time-effective strategy is to consider posting to the page at the same time as you post to your Facebook Page or Twitter account. While this won't dramatically influence your prominence in Search, it's good to show some signs of life!
- If you upload to YouTube, definitely post your videos through your Google Business Page.
- If you want to achieve even more prominence in Search and Maps, it's VERY MUCH recommended that you develop a responsible strategy for getting customers to leave reviews on your page
<https://support.google.com/business/answer/3474122?hl=en>

Important Notes:

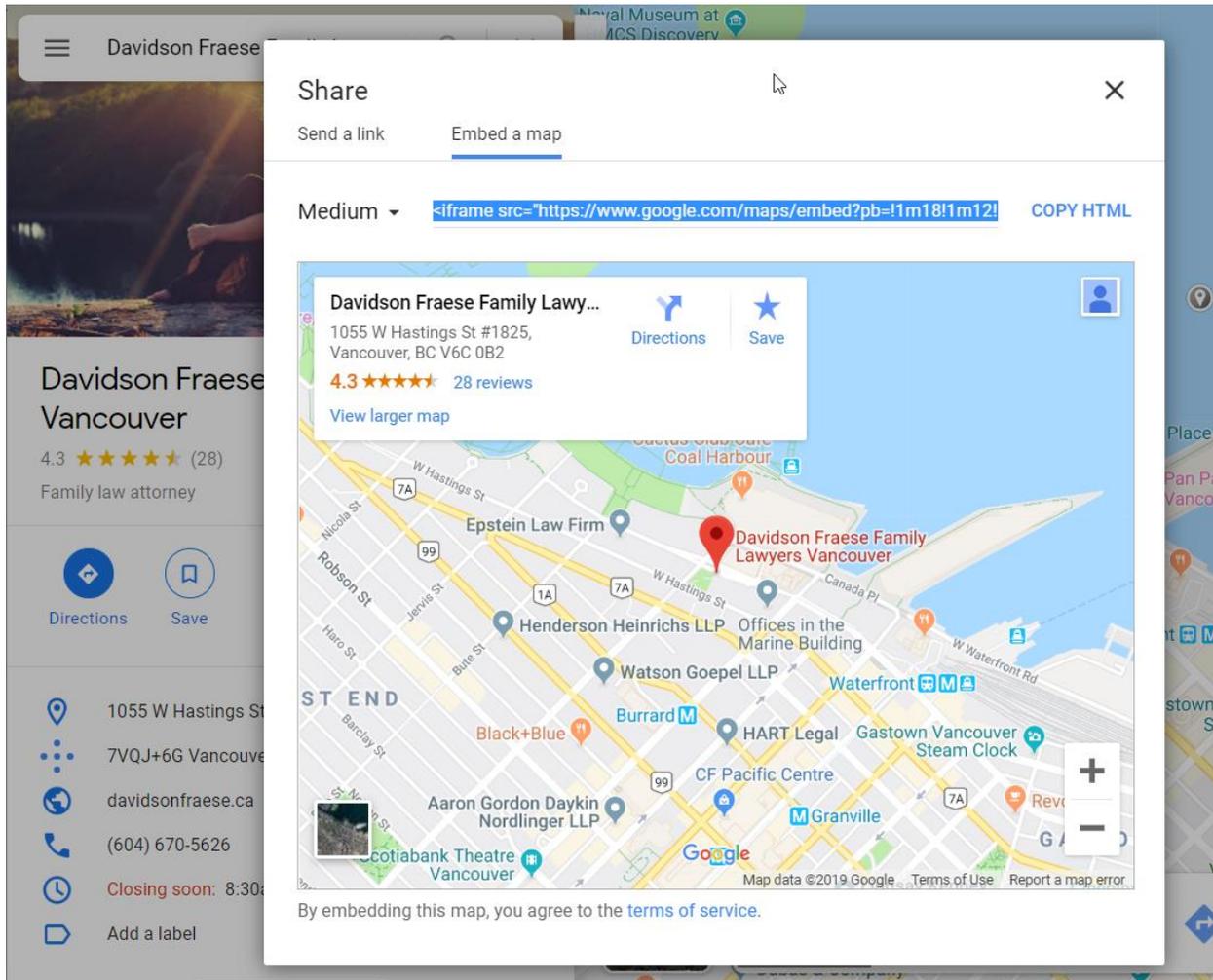
- Do NOT put any false information in your page or your account may be blocked.

- If you're lucky, you will be able to do a telephone confirmation of your location. Otherwise, Google will send a postcard with PIN to your physical location and you'll have to log in and enter the PIN before your account will be verified. This verification step is CRITICAL. You will not gain much benefit without verifying it.
- You may see your business listed on Google My Business already. This can happen automatically and you typically just need to register for Google My Business and "claim" your listing.
- To get your embed code to put your maps on your site, go to Google Maps and search within Maps for your Verified Business. After selecting it select the "Share" link and the "Embed Map" tab. Then, copy the embed code which is the quite straightforward to put on your website. Your contact page is a great place to put the embedded map.

Here's an example of a Google My Business "pin" showing up in Google Maps:



Here is what you see after clicking the “share” link – you then need to click on the “embed map” option:



If you have multiple locations:

- Definitely take time with your Business Pages - it will help searchers in various locations see the closest location to them in Google Search.
- If you have more than about 5 locations there is a process whereby you can get them all approved/verified through one quick process. However, this can take a while for verification and if you have less than about 5 locations it will be quicker to just do them individually.

- **Do NOT put your address or location in the Business Name (not technically allowed by Google).**
- **DO make certain that the business name is identical for each location.**
- If your pages have been created in the past using different Gmail addresses, make sure that your Master address is added as an Admin to each account. Also, take the time to transfer the ownership of the account to your master address as it will almost certainly save you hassles down the road.
- On your website, it is well worth it to have separate location pages that include address, contact info and an embedded map highlighting EACH Google Business location in Google Maps. If you have a main "locations" page, you do not necessarily need to replace it, but you may want to add links to your individual locations. The links can be subtle, but having these pages summarizing the location information and having the Google Map embedded can be helpful for visitors and is great for "closing the loop" with Google to 100% confirm the relationship between your website and that location.

Final Thoughts...

While there can be definitely be some work to getting your Google My Business Page going, the value you get from it is well worth it.

If your location is relevant to your business, you can't afford not to take the time to get it set up.

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