

An aerial photograph of a coastal region, possibly a bay or estuary, with a blue overlay. The overlay covers the top half of the image and a vertical strip on the right side. The text is white and positioned on the blue background.

CHUBB®

Marketing tools for Financial
Advisers

Google My Business

Optimising your business
locally online

About this guide

Chubb wants to support you to become more proficient with digital marketing. In today's world, managing your online presence is essential part of building and maintaining a sustainable client base and profitable business.

This guide is part of a series designed to help you develop an online presence that aligns to your business and supports your marketing activity. Please use your own discretion when applying the general advice we've provided in this document.

What we cover

In this guide, you'll learn about:

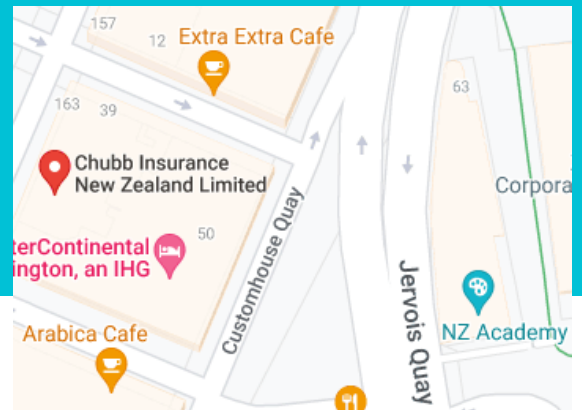
- [Why is Local Search Important for you?](#)
- [Google My Business – Free, Easy and Powerful](#)
- [How to Set Up GMB](#)
- ['Verifying' your GMB listing](#)
- [Keeping GMB Updated To Drive Performance](#)
- [Getting Reviews Is Essential](#)
- [How do I know it's working?](#)
- [Useful Resources](#)

Why is local search important for you?

Ever done a search on Google and seen a big map show up? That's what we call local search – each of those pins and listings in that Maps section are businesses that have built out a profile on Google, known as Google My Business.

BEING PRESENT IN GEOGRAPHIC SEARCHES

Local visibility in search is absolutely essential if you've got a physical location, or specific area or region that you tend to focus your new business generation activities and have the majority of your existing clients in. This may be a commercial building or your home office, or perhaps a combination.



WHAT DETERMINES MAPS RESULTS SHOWING UP?

Google determines whether to show maps in a search result depending on the topic, where you are and a number of other factors. For example, someone searching for 'Insurance Adviser Wellington' will likely see a map result. This is due to the searcher indicating that geography is important – they want an adviser near them.

Google My Business – Free, easy and powerful

So how do you get into the Maps results? It starts with joining Google My Business – the platform where you provide information about your business and its services.

With the mobile-dominated digital landscape, Google has invested heavily into making Google My Business a more feasible channel to not just add your business as a directory listing, but actively promote yourself.

FREE

Google My Business doesn't cost anything, except a bit of time to configure. Sounds too good to be true, right? Fortunately it's free. There are however some paid elements to Maps like paid listings, but you don't need to worry about that for now.

EASY

If you're the business owner, setting up GMB will be straightforward – simply answer questions like:

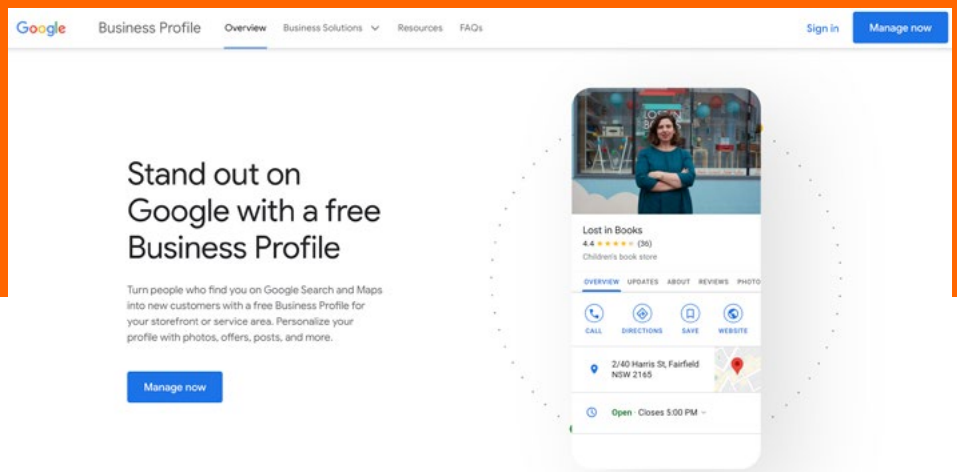
- Services
- Opening hours
- Location
- Phone number
- Website (if applicable)
- Photos of your business

POWERFUL

If you've got a well-optimised GMB listing, you can enjoy a bunch of additional visibility, traffic and even enquiries – right from the listing itself. It's especially strong when someone is looking for a local financial adviser they want to go and see – they can find you, read your reviews and call you all within 30 seconds. No website visit necessary.

How to set up GMB

Luckily, Google provides some pretty clear instructions on [how to sign up for Google My Business](#), complete with a video tutorial.



BE THOROUGH

The key to GMB is to not leave any fields blank, if possible. That includes adding services and a detailed profile about your business. Not only does this help people understand what you're about, but Google uses all this information to determine what terms to rank you for in Maps. The more you put in, the more you get out!

MAKE SURE YOU CAN BE CONTACTED

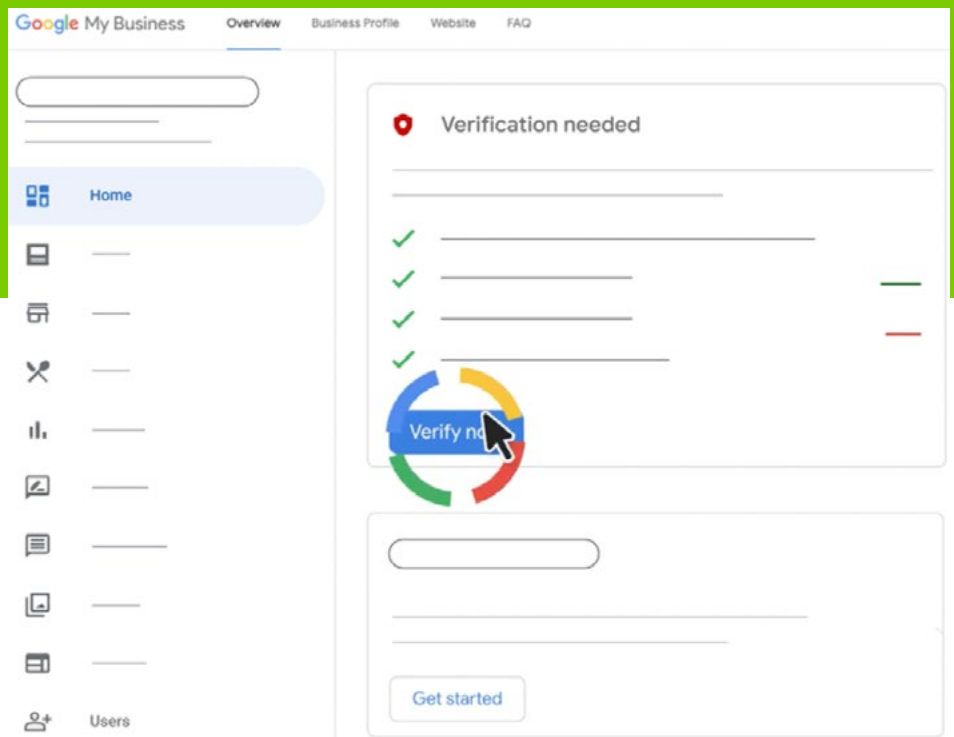
It's important to include your phone number and website so that potential customers can reach out straight away. The more options people have, the better.

YOU NEED TO VERIFY YOUR BUSINESS

Without verification, your business' full details will not be visible nor will you have the control over what your audience sees. It's best to do this as early as possible.

‘Verifying’ your GMB listing

This part of GMB is perhaps the least fun, simply because the process is quite slow. Google throttles some features and visibility of your business in Maps until it can verify that you actually exist. In New Zealand, Google usually does this by sending a postcard to your business address that can take weeks to arrive. This postcard will have a verification code that you enter into the platform to unlock the full potential of your GMB listing.

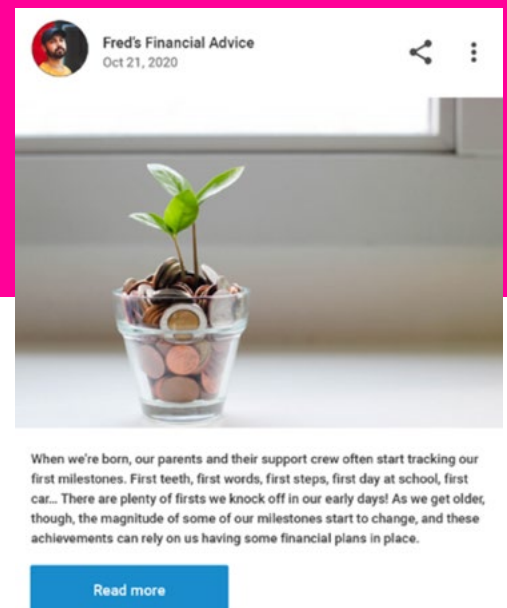


Sometimes the postcard Google sends has a code that doesn't work, or lapses before you can enter it in. In these cases, you can [contact Google support](#) for help – they may provide you an alternative method to verify.

Keeping GMB updated to drive performance

POSTS

Once you're all set up and verified, you will now be appearing in search. But what about competing with others who've also got GMB? That's where the ongoing part of Google My Business comes in. Over the past few years, GMB has added functions like posting updates.



Images are important for restaurants, cafes and retail stores as they give the searcher a feel for the business. But businesses with a physical location should also take the time to add high quality photos of their meeting space and themselves. This will help humanise your business which can encourage someone to reach out. Have you ever noticed that some businesses have the most random pictures of their street frontage that in no way represent their business? This is certainly the case in our industry, so by having a relevant photo- you'll stand out from the crowd!

CHANGING HOURS

At certain times of the year like Christmas, your opening hours may change. It's really important to adjust these so potential customers

know the best way to contact you – if you're closed, they will likely email.

Getting reviews is essential

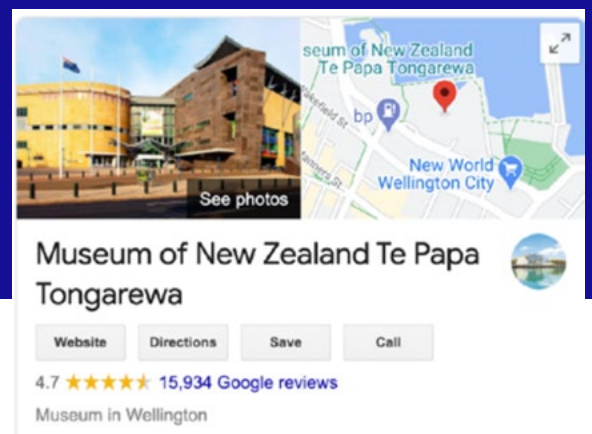
Reviews are everything in Local Maps results. Not only are they visual social proof that your business is recommended, but Google My Business uses these reviews as part of their ranking algorithm. A financial adviser with multiple 5-star reviews is much more likely to show in search results than a competitor with low stars or few reviews.

GETTING REVIEWS

It's important to not solicit reviews directly from people, especially through your digital channels. The integrity of Google My Business relies upon the reviews being genuine. However, if you've got existing clients who you know are happy, then there's no harm in encouraging them to leave you a testimonial – just don't incentivise it. You can be sure that at least a % of your happy customers will take the 2 minutes to write a review.

QUALITY OR QUANTITY?

In short – both. But good reviews are obviously much more valuable than poor ones. People will move on if they see dozens of poor reviews. So, focus on offering the best customer experience and you should see 4 and 5 star reviews. Let these gradually build up over time naturally. Along with your posting and updates, your GMB will start to become highly optimised and visible in search results.

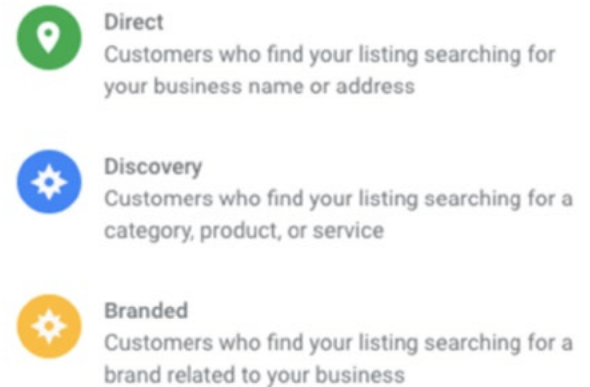


How do I know it's working?

As mobile and location-based searches grow exponentially year after year, Google has developed more sophisticated reporting and [insights](#) tools into the back end of Google My Business' platform.

WHAT SEARCH TERMS YOU'RE SHOWING UP FOR

GMB allows you to see the types of search terms that led to visibility and clicks. This can be helpful when optimising your GMB profile, but also when updating your actual website. Google also splits these terms up into different intents:



ENGAGEMENT AND ACTIONS

All interactions possible on a Business listing – directions, contact, visit website etc, are reported via GMB's Insights.

PHOTOS

GMB will even tell you how many times your photos are being viewed. Insights from here can inform future images you upload (eg do people perform better than an office shot?).

HOW DO I KNOW GMB TRAFFIC IS COMING TO MY WEBSITE AND TAKING ACTION?

GMB's insights will take you as far as engagement on the platform. Once someone navigates to your website, you'll need to use a site analytics tool like [Google Analytics](#) to see how much traffic you're getting, the engagement and behaviour with your website and its pages and, if set up, how many contacts or leads you're receiving.

Google Analytics can show Google My Business as a traffic source so you can understand how valuable they are vs. other channels.

Google My Business monthly checklist

Set a calendar reminder to go through this checklist at the beginning of each month to help your business stand out.

1. Check address and contact information is still up to date Update any changes to contactable hours, holidays
2. Check the insights tool and make a note of last months activity (link clicks, traffic, what's working best)
3. Respond to any new questions or reviews Share a post
4. Update or add new photos
5. Ask a great client (or two) to leave a review

Useful Resources

[Google My Business - FAQs](#)

[Google My Business - Help](#)

[Google Analytics - Getting Started](#)