

CAPTIVATE & CONVERT DESCRIPTIONS

Steps to crafting a powerful master business description



After you list your business name, address and phone number (NAP), website and social media accounts to a business listing, you will next want to add in your business description. Follow these steps to create your master business description template.

- Start with your primary local keyword and the city you serve upfront
- Highlight customer centered items such as fast service, guaranteed work, support for local businesses, and any relevant credentials or awards
- List a selection of your most popular services, but be specific i.e. if you are a massage therapist you could list: sports massage, pregnancy massage, acupuncture etc.
- Specify the city and particular neighbourhoods in that city that you're targeting.
- Adapt your description for different platforms i.e focusing in on services or keywords important to that platform's audience, adding promotions if allowed, adding details about your credentials or testimonials, adding longer descriptions if allowed, etc.
- Emphasize what sets you apart, whether it's media mentions, community awards, personalized service, customer experiences, or the quantity and quality of your reviews
- Share information about your local reputation, especially if you have an established business
- Incorporate power words that convey your unique personality, brand, or target audience. Use words like "affordable," "fun," "trending," "value," etc., as applicable.
- Consider including a special offer or promotion
- Highlight your business's core values or mission statement, which can help customers connect with your brand on a deeper level
- Mention any affiliations with local organizations or associations to build trust within the community
- Update your description periodically to keep it fresh and relevant, especially if you have new offers or achievements
- Be sure to add images and business hours where allowed!