



*Please note: We've recently rebranded! You may notice some changes to our business name, colors, and overall look. The content of the course remains the same 😊*

## From Research To Results: Rank Your Google Business Profile Even Higher

### **SECTION 1: Welcome! Your Path to Google Business Optimization Starts Here...**

Join me for this in-depth training where you'll witness the practical application of the skills you've learned while building your Google Business Profiles. Watch as I plan out all steps to transforming a real-world Google Business Profile from ordinary to extraordinary. You can then take what you learn and apply it to your own GBP profile, or even use it to create an add on service you can offer clients!

So let's jump in and get started!

### **Watch Over My Shoulder As You Learn...**



# LESSON 1: From Research to Results: Rank Your Google Business Profile Even Higher

## Building a Winning GBP Strategy

Are you ready for a challenge? Let's put your GBP optimization skills to the test! In this class, you'll witness firsthand how to create a powerful action plan for a real business, ThinkTank Workspace.

### Watch and Learn:

- **Strategic Planning:** Watch as I conduct in-depth research and analysis to identify key optimization areas
- **Action-Oriented Steps:** See how I develop a step-by-step plan to improve ThinkTank's Google Business Profile ranking
- **Your Benefits:** Apply what you learn to your own profiles, or your client profiles, to rank higher, increase visibility and get more qualified leads

### Key Takeaways:

- Understand the importance of a strategic approach to GBP optimization
- Learn how to conduct thorough research and analysis
- Learn to develop a customized action plan you can tailor for your own needs

By the end of this class, you will be steps closer to being a GBP optimization master with valuable new knowledge and skills you can use to rank your own profiles or those of your clients!

## LESSON 2: Google Maps Analysis: Deep Dive

This is the start of our research journey and the beginning of our solid action plan. Learn what is working well and what Thinktank can improve to rank higher and get more business. You'll also learn valuable tips you can use on your own or for client profiles.

In this LESSON we'll use Google Maps to view Thinktank's profile and identify any obvious things that need to be changed and add those to our action plan. You'll learn some important Google Business Profile tips, learn about the importance of NAP consistency, learn an important tip about listing your website url, post tips, image tips and a whole lot more!

**In This LESSON, You'll:**

- Learn how to analyse a business in Google Maps
- Identify areas for improvement to boost local search rankings
- Learn valuable tips for optimizing your own GBP

## LESSON 3: Knowledge Panel Analysis: Unlocking Hidden Potential

Next up in our research is knowledge panels. The information displayed in a Google Knowledge Panel is primarily sourced from a Google Business Profile – another reason you'll want to optimize your profiles! However, Google's algorithms also consider information from other sources, such as Wikipedia, to populate knowledge panels.

By optimizing your GBP profile, you can influence the information that appears in your knowledge panel.

In this lesson, you'll learn more about what a knowledge panel is and how you can find a businesses' (or your own) knowledge panel.

**In This Lesson, You'll:**

- Understand the importance of the Knowledge Panel in local search and how they can boost your businesses' visibility help to attract more customers
- Learn how to find and analyze your business's Knowledge Panel so you can improve it
- Discover additional information and steps you can take to enhance the appearance and effectiveness of your knowledge panel

By the end of this lesson, you'll have a deeper understanding of the Knowledge Panel and how to leverage it for your business's benefit.

**Special Note:** Even if you're not a traditional business with a physical location or who provides services for a local area (i.e. singers, authors, politicians, artists, speakers etc.), creating a Google Business Profile is essential for building a knowledge panel. By providing accurate information and building a strong online presence, you can enhance your visibility and reach a wider audience.

## LESSON 4: Mastering Local Search Analysis

We are now ready to uncover Thinktank's local search visibility. In this LESSON, we'll dive deep into the world of organic local search results.

You'll learn how to find your ranking position compared to your competitors, how to use Google 3-pack and extended search, and how to analyze results for your optimization strategy.

### In This LESSON, You'll:

- Understand the importance of local search rankings
- Learn how to use Google 3-pack and extended search for effective analysis
- Discover practical tips for conducting accurate local search research

NOTE: The method in this LESSON will provide a general free overview of your ranking position and competitors. I encourage you to do the search for different keywords and areas you want to rank for. So, for example, if my main keyword is "Internet marketing services Toronto", I may also want to do a search for "local SEO services downtown Toronto" and "marketing funnels services north Toronto" and other keywords I want to be discovered for. For more accurate results, you may also want to consider using some tools I outline in your upcoming LESSON on using paid features.

## LESSON 5: Getting Found: Location Analysis

Now it's time to get a feel for the location ThinkTank is in and what areas they can target for ranking optimization.

### In This LESSON, You'll:

- Identify strategic target neighbourhoods and communities you could rank in
- Conduct a location analysis to optimize your visibility
- Tips to choosing and prioritizing the best locations to target
- Factors that could influence your optimal radius for targeting

### How Far Out Should You Go?

The optimal targeting distance depends on various factors, including competition, customer demographics, and accessibility. Here are some general guidelines:

- **Urban Areas:** In densely populated areas with high competition, consider targeting within a 3-5 km radius initially.

- **Suburban Areas:** With less competition, you can extend your target radius to around 10 km.
- **Rural Areas:** Depending on the population density and transportation options, you might be able to target a wider area.

**Remember:** These are just guidelines. Experiment with different targeting distances to find the most effective approach for your business. Always monitor your results and adjust your strategy accordingly.

## LESSON 6: Decoding GBP Performance

Let's now explore Thinktank's GBP performance (analytics). Going back 3-6 months will help us understand performance trends. We're going to look at views, searches, calls, website visits and keywords that are working to analyze what can be improved.

### In This LESSON, You'll:

- Understand how to use GBP analytics to assess your own profile's performance
- Learn to identify key performance indicators (KPIs) and track their progress
- Identify top-performing keywords and areas for optimization

By the end of the LESSON, you'll be comfortable using GBP Performance to assess how your profile is performing.

## LESSON 7: Unlocking the Power of Profile Strength

Let's explore Google Business Profile's "profile strength" to learn what else ThinkTank needs to do to complete their profile.

"Completeness of GBP" is #6 on the Whitespark list of Conversion Factors and #12 on the Local Pack/Finder Ranking Factors, which is why I dedicated this lesson to learning how to check if your profile is complete.

### In This Lesson, You'll:

- Understand the importance of profile strength in local search rankings
- Learn how to analyze your GBP's profile strength using Google's tools
- Complete identified key areas to boost your own visibility

**Special Note:** If your profile keeps appearing as incomplete even after you've followed the lesson and filled in the core parts of your profile, here are a few things to keep in mind:

1. Google sometimes prompts you to sign up for certain Google services or products it deems relevant to your business (e.g., Google Ads). If you don't sign up for these, your profile may show as incomplete—even though the main profile is fully filled out. Note: This does not directly affect your ranking.
2. Profile completeness is about more than just filling out every section. While having all fields filled in is ideal, Google places more weight on the key areas that contribute to your visibility and ranking. Focus on the essentials that Google prioritizes, such as business name, category, address, hours, and images.
3. Additional items like posts, reviews, and more media can further help, but are not required for the profile to be considered 'complete.' More content (like photos or posts) can, however, help signal to Google that your profile is active and up-to-date.

## LESSON 8: Mastering Keywords/Categories Research

As you know, keywords are extremely important for ranking locally. That's why it's essential for us to learn what ThinkTank's optimal keywords and categories should be.

### In This LESSON, You'll:

- Understand an easy 3-step formula for local keyword research and category success
- Learn how to use 2 free tools and the provided AI prompt to generate the best local keywords to attract your local customers
- Learn about intent-based keywords and location modifiers

### Resources (find it under the “Projects & Resources” tab):

Don't forget to download the provided AI prompt and follow along to unveil your optimal local keywords!

## LESSON 9: The Power of Intent-Based Keywords

You learned about intent-based keywords in the previous LESSON, but because they are so important, in this LESSON I added in a detailed explanation of why intent keywords are so valuable.

**In This LESSON, You'll:**

- Understand the concept of intent-based keywords
- Learn why intent matters
- Identify keywords that reflect user intent

You'll learn the benefits of using intent-based keywords and how they can better help you attract and convert the right traffic.

## **LESSON 10: Unlock the Potential of Paid SEO Features**

In previous LESSONs, we explored free methods to assess your Google Business Profile (GBP) health and local search rankings. While these tools provide valuable insights, paid SEO features and tools offer even more comprehensive data and advanced features.

**In This LESSON, You'll:**

- Learn about paid features that can help you gain in-depth insights into your rankings, competitors, and audience
- Understand features that can streamline tasks like citation management and review tracking
- Identify opportunities to further enhance your GBP and local SEO strategy

This LESSON will empower you with information about paid SEO tools so you can determine which may help you to enhance your GBP optimization efforts. You'll learn about a variety of paid features that can help you monitor your ranking position in relation to your competitors, ensure you have consistent online listings, monitor your website's technical health and more.

## **LESSON 11: Top Ranking Factors Deep Dive**

Before wrapping up our research phase, let's revisit the key local ranking factors to ensure we're focusing on the strategies that will have the biggest impact on ThinkTank's Google Business Profile (GBP).

We'll use Whitespark's Local Search Ranking Factors report, specifically their section on **Local Pack/Finder Ranking Factors**, to guide us.

**Important Note:** While Google's 3-Pack is mainly influenced by optimizing your Google Business Profile, your website also plays a crucial role. A strong website with optimized service pages enhances your overall local visibility. Think of your GBP as the key to unlocking local results, while your website serves as the foundation that strengthens your online presence.

When you click 'View All' under the Google 3-Pack (**Local Pack**), you're taken to the **Local Finder**. This expanded list is still driven by local SEO factors like GBP optimization, proximity, and relevance, and will help your business appear in these results.

It's important to note that the Local Pack differs from organic search results, which rank based on your website's SEO. Both work together, but the Local Pack prioritizes GBP and local content, while organic results focus on your website's content and authority.

**In This Lecture, You'll Learn:**

- The key factors that influence Local Pack rankings
- How to leverage Whitespark's Local Search Ranking Factors report for actionable insights
- Expert tips and strategies to strengthen your local SEO toolbelt and boost your visibility

By the end of this lesson, you'll understand the top-ranking factors for Local Pack results, what each factor means, and how to apply these insights to maximize your local presence.

## **LESSON 12: Final Steps On The Path To GBP Success**

Even after achieving a top ranking, ongoing optimization is crucial for maintaining Thinktank's position, expanding their reach, and maximizing their business's local potential. In this final LESSON, discover why even top-ranked businesses need to stay active and up to date.

Watch as I unveil the final action sheet and walkthrough the steps on it. I'll show you exactly what I uncovered and my exact action plan on how I intend on ranking ThinkTank even higher.

**In This LESSON, You'll:**

- Understand the importance of continuous GBP optimization
- Discover strategies for maintaining a top ranking position
- Learn how to leverage data-driven insights for optimization



**Remember:** The more steps you implement from this section, the better your results will be. Don't be afraid to experiment and test different strategies to find what works best for your business. You can also use these methods to research your competitors' and learn some of their best practices you can choose to model.

By following these principles, you can solidify your position as a local leader and drive long-term local business growth.

**Resources (find it under the “Projects & Resources” tab):**

- Feel free to use the attached action sheet as a reference when building out your own action plan.

**\*\*\* CONGRATULATIONS!! \*\*\* 🎉**

You've successfully completed "***From Research to Results: Rank Your Google Business Profile Even Higher***"!

I'm incredibly proud of your progress and the valuable skills you've gained. I'm confident that these insights will help you achieve even greater success in local search.

**Let's Connect:**

I'm excited to see the progress you're making. Be sure to share your successes, ask questions, and let me know how I can continue to support your growth.

Please also consider sharing a review to let others know how this course has helped you.

Thank you again for choosing this class! Now use what you learned to drive up your local business growth.

To your absolute best online success,  
Tricia

**Your Full Guide To Ranking on Google Maps, Google Local Search, Google 3-pack and Google Extended Search on Skillshare:**

**Part 1: Google Business Profile SEO: Fast Google Maps Ranking in 2024:**

<https://skl.sh/4cF1TM9>

**Part 2: From Research to Results: Rank Your Google Business Profile Even Higher** (*You've successfully completed this class. YAY! 🎉*)

**Part 3: Google Citations & Local Listings Mastery: Supercharge Your Local SEO & Traffic With Local Citations:** <https://skl.sh/4aYbqwy>