

Chapter 1. Why Provide Google Maps Services?

Exercise 1: Understand the Benefits of Providing Google Maps Services to Customers

The point of this exercise is to ensure that you are inspired by the prospect of providing Google Maps services to customers. Please answer the following questions:

What is the market potential for providing Google Maps services?

What are the main benefits to your customers who purchase your Google Maps services?

How will you familiarize yourself with the Google Maps platform so you can be perceived as an expert?

What are your goals for your Google Maps services business?

Chapter 2. Profitable Google Maps Services you can Provide

Exercise 2: Understand the most Profitable Opportunities Providing Google Maps Services

It is essential that you are aware of the opportunities to provide different Google Maps services to your customers. Please answer the following questions:

Why would you choose to provide a listing optimization service?

How can you learn about Google Maps Advertising to help your customers?

How can you provide a local SEO service to your customers?

How can you help your customers get the most from their Google Maps listing?

Chapter 3. Finding Customers to Sell Google Maps Services to

Exercise 3: Know and use Proven Methods to Identify Potential Customers for Your Google Maps Business

The aim of this exercise is for you to find as many potential customers for your Google Maps business as possible. Please answer the following questions:

What types of businesses will you target and in which locations?

How will you identify potential customers from Google Maps listings?

How will you contact potential customers for your business?

Chapter 4. Optimizing a Google Business Profile for Higher Search Rankings

Exercise 4: Know how to Optimize Listings for Customers so they Rank Higher in Search

Optimizing the Google Business Profiles of your customers for better local SEO will help them to appear higher in search results. Please answer the following questions:

What are the 3 major factors that influence search rankings?

What areas of your customer's profile must you ensure are completed in full?

Why is it so important for local SEO that the right category is chosen for your customer's business?

How will find the best keywords for your customer and optimize their profile for these?

Chapter 5. The Importance of Citations and How to Get Them

Exercise 5: Understand the Role that Citations play in Local SEO and How you can Build them for your Customers

Local citations are very important for local SEO and help get the word out about your customer's business. Please answer the following questions:

What are local citations and why are they important?

What is the difference between structured and unstructured citations?

How can data aggregators help you to build citations?

Why should you consider outsourcing the building of citations for your customers?

Chapter 6. The Importance of Google Reviews and How to Get More

Exercise 6: Know How Google Reviews Influence Visitors and How You Can Get More

Understanding the importance of Google reviews is very important – you can help your customers to get more Google reviews. Please answer the following questions:

Why are Google reviews so important for your customers?

How can you generate a direct Google review link for your customers?

How can you create a Google review QR code for your customers?

Why should you create a Google review request template for your customers?
