



GOOGLE BUSINESS

Step by Step Guide



THE

5 SITE

DIGITAL BLUEPRINT

Created by:

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National Speaker and Co-Founder at Real Grader
Marketing and Sales Leader



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EDITED BY:

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THE 5 SITE DIGITAL BLUEPRINT

OVERVIEW

This guidebook is part of The **5 Site Digital Blueprint** brought to you by Alex Montalenti, Real Grader and Real Grader University.

ABOUT ALEX MONTALENTI

Alex is a leading technology innovator, serial entrepreneur, and coach to realtors. With more than 20 years of experience, he is responsible for the creation of multiple companies and the development of training programs for real estate professionals.

Alex focuses on social media growth, digital branding, technology solutions, reputation management, and sales growth

Son of a Romanian immigrant, Alex began developing solutions by helping his mother, now a retired real estate agent. It was 1999, the time when the internet disrupted the industry and hundreds of realtors saw themselves struggling with technology. After he saw the value in using technology, he became the founder of one of the first website and marketing companies for real estate in Long Island. Today, those companies are eRealty Media and Real Grader.

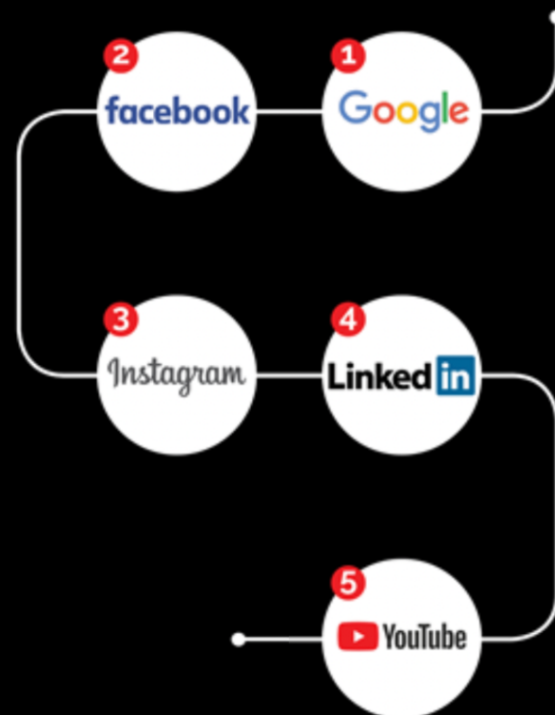


THE 5 SITE DIGITAL BLUEPRINT

ABOUT REAL GRADER AND OUR UNIVERSITY

Our mission is to help 100,000 agents reduce frustration and stress. This will enable them to expand their digital footprint and their real estate business. We are here to help you get the information and services to grow your business and enrich the quality of your life. With access to our education and training on digital marketing, you will learn to leverage your time and delegate the rest to us. Our training and our services have helped agents to multiply their business in less than one year with simple yet crucial solutions we developed.

After COVID-19, RealGrader made all their members-only training available freely to all realtors and this has allowed hundreds to grow in social media a reported 600%! And the best way for any new or experienced realtor to begin to see similar results is to enroll in the 5 Site Optimization Plan. This plan is the foundation yet it works in harmony with the InstaCard, a way to share your entire portfolio of online marketing with a single click. Contact us to learn more at realgrader.com



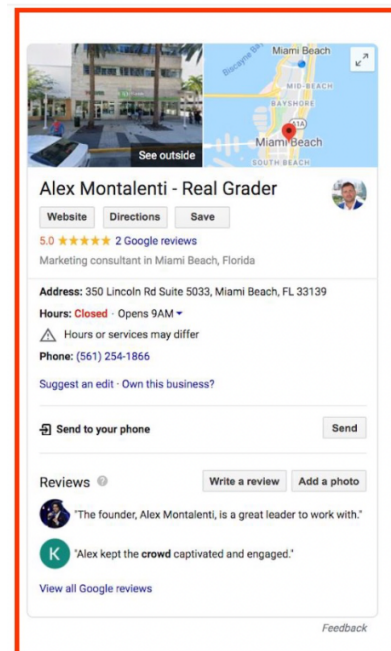
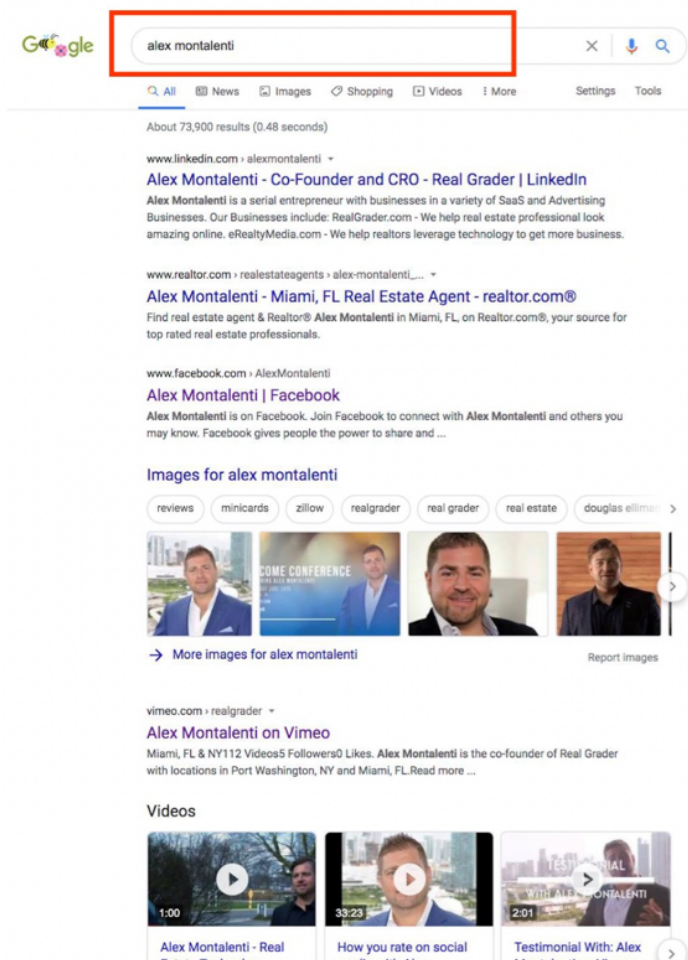


What is Google business? Why is it necessary to make myself or my company available online? These questions are normal to have when trying to evolve your online presence. The real question is where do you first search for when you have a question or want to learn about others? Google.

Google is undoubtedly the most popular search engine and takes over 80% of the search market share. The more available your presence is online, the more clients and businesses you are bound to receive. Although you might believe everyone is on Google, you'd be surprised how troublesome it is to find any contact information online for most realtors. Although, Google search engine is open and free for anyone to display products, services, or businesses/business individuals, like yourself.

Try googling yourself or your business to see what online presence you hold!

Or google Alex Montalenti, our founder, for example:





Or even search our business, Real Grader, for example:

The image shows a Google search for "realgrader". The search bar is highlighted with a red box. Below the search bar, there are navigation tabs for All, Maps, Videos, Images, News, and More. The search results show "About 22,700 results (0.53 seconds)". The first result is from "www.realgrader.com" for "Real Grader". It includes a description: "Your Real Grader Set Up Includes: Your Branding Package. We design and implement your branding for cover images on 4 websites including ...". There are links for Pricing, Free Grade, How It Works, Instacard, Contact, and FAQs. Below the search results, there are three video thumbnails: "Episode 1: What Is Real Grader?", "Episode 2: How Real Grader Works", and "Episode 7: What Is Real Grader - 60 Seconds".

On the right side, there is a Google Business profile for "REAL GRADER". The profile includes a map showing the location at "SHU iHub West Building, 3135 Easton Turnpike, Fairfield, CT 06825". It shows a 5.0 star rating from 513 Google reviews. The profile lists service options: "Online appointments" and "Onsite services". It also provides contact information: "Phone: (516) 600-0102" and "Appointments: realgrader.com". There are sections for "Questions & answers", "Reviews", and "From REAL GRADER".

All of our social media platforms, reviews, contact information, videos, etc. are available to everyone: potential clients, opportunities, leads, and more. If this is what you want for your business and brand, then you need to create this for yourself through Google business.

Now we will dive into all the pointers for you to build your Google presence!



WHAT IS GOOGLE BUSINESS PAGE?

Over 70% of agents in our internal poll of realtor clients don't have a Google Business Presence, and we're here to change that! It is simple to set up and keep up!

Like the new Yellow Pages, Google Business pages are an online directory of contacts for any kind of business. With a global market share of 91.98% and an 88.3% share in the States alone, everyone uses Google.

When someone searches for "real estate broker in Las Vegas," they don't anticipate websites—they expect to speak with real agents. Your website, bio, customer reviews, and much more will be on your Google Business page.

That makes you completely reachable to all possible customers!

The screenshot shows a Google search interface. The search bar contains the text "real estate broker in las vegas". Below the search bar, there are navigation links for "All", "News", "Images", "Maps", "Shopping", and "More". The search results show "About 64,900,000 results (0.67 seconds)". The results are for "Las Vegas, NV" and are categorized as "Sponsored · Real Estate Agents | Las Vegas". Three agent profiles are displayed:

Agent Name	Google Screened	Rating	Reviews	Business Info
Brenkus Team	✓	4.8	(241)	38 years in business Open 24/7
The Graham Team - Crown...	✓	5.0	(77)	14 years in business Open 24 hours
Homie	✓	4.3	(793)	8 years in business Open now until 5 PM

Below the agent profiles, there is a link: [→ More real estate agents in Las Vegas](#)



This is an example of one of our fully optimized clients, Olga Zakinova, who you could google yourself!

The image shows a Google search for "olga zakinova". The search bar is highlighted with a red box. The search results on the left include links to her website, Zillow profile, and Facebook page. On the right, a detailed Google Business profile is highlighted with a red box. The profile includes a photo of Olga Zakinova, a map of her location in Bayside, NY, and contact information. The profile text reads: "Olga Zakinova Realtor at Douglas Elliman in Bayside, NY". It shows a 5.0 star rating from 1 Google review and a Zillow rating of 5/5 from 37 votes. The address is 36-29 Bell Blvd 3rd floor, Bayside, NY 11361. Hours are listed as "Open 24 hours". The phone number is (917) 270-7584. A review snippet is visible: "Olga Zakinova doesn't only work real estate...She lives it." R.B., Forest Hills Her passion for her profession, boundless energy and dedication to helping people achieve their goals are evident in each transaction. As a result of her impeccable,...More".



This is another one of our clients, Dawn Smith, who has a great online presence!

Google X

[All](#) [Images](#) [News](#) [Shopping](#) [Maps](#) [More](#) [Settings](#) [Tools](#)

About 80,700 results (0.56 seconds)

www.facebook.com > ... > Farmingville, New York > Real Estate Agent
Dawn Smith, Realtor at Douglas Elliman in Farmingville, NY ...
Dawn Smith, Realtor at Douglas Elliman in Farmingville, NY. 80 likes. As a realtor for 16 years now, I am fortunate to love what I do!! I have been a...

www.facebook.com > ... > Farmingville, New York > Real Estate Agent
Dawn S
Dawn Smith
realtor for

www.realtor.com > ... > Farmingville, New York > Real Estate Agent
Dawn S
Find real estate listings for top rated realtors in Farmingville, NY

www.zillow.com > ... > Farmingville, New York > Real Estate Agent
Dawn S
Visit Dawn Smith's real estate profile on Zillow

Dawn Smith, Realtor at Douglas Elliman Real Estate in Farmingville, NY

[Website](#) [Directions](#) [Save](#)

5.0 ★★★★★ 33 Google reviews

Real estate agents in Medford, New York

Address: 2410 N Ocean Ave #5, Farmingville, NY 11738

Hours: Open 24 hours ▾

Hours or services may differ

Phone: (516) 782-5087

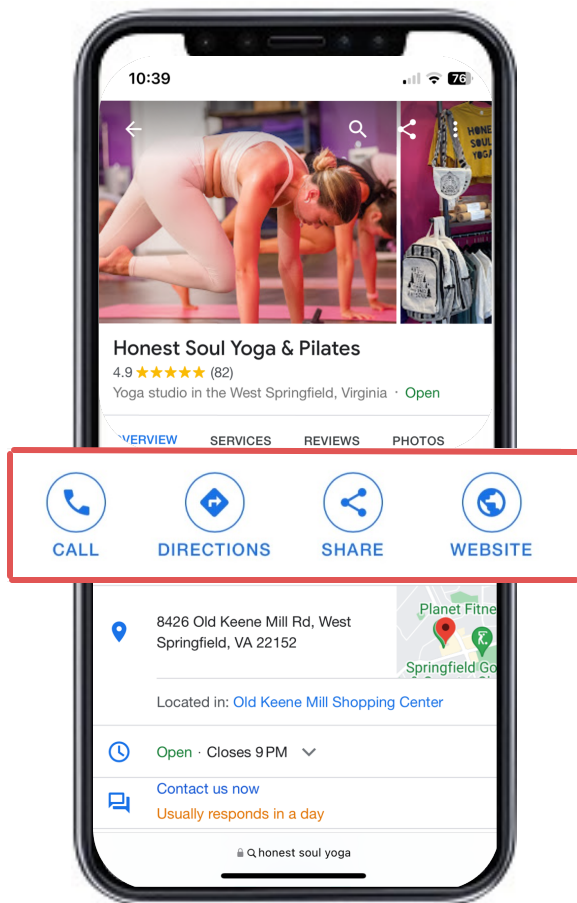
[Suggest an edit](#)



WHY IS IT BENEFICIAL?

Aside from the fact that Google will be the first place customers look for information, all of your contact details and reviews will be easily accessible by SIMPLY BY SEARCHING FOR YOUR BUSINESS/NAME ONLINE. That's how easy it is!

It creates a professional-looking business card with all of your contact information so that your clients can get in touch with you quickly and easily. Your potential clients will be far more inclined to contact you if you make the procedure simpler for them.



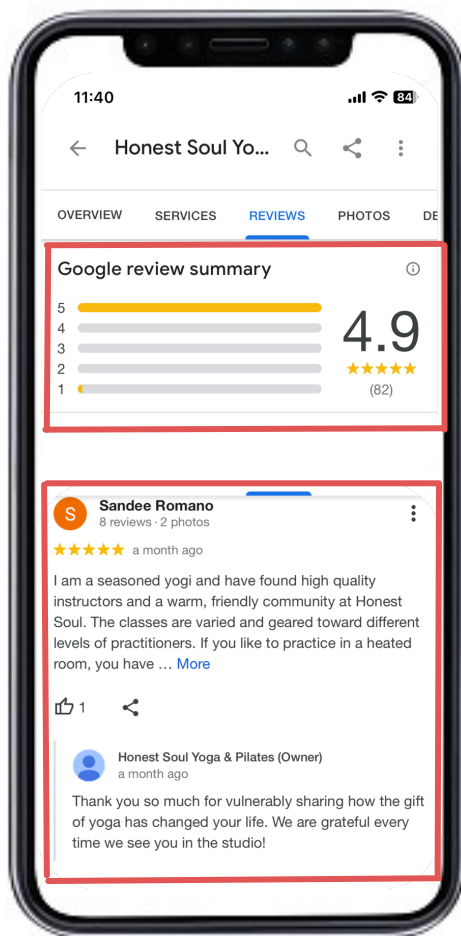
Give customers more ways to reach you

Your customers are ready to connect - by calling, messaging or leaving reviews. Google My Business gives you more ways to do more business.

[Manage now](#)



Google Business is a fantastic approach to generate reviews as well as communicate with consumers. Your ability to reply to them via the dashboard demonstrates your willingness to make those close connections with your clients, as well as, displays your individual or businesses character as a whole.



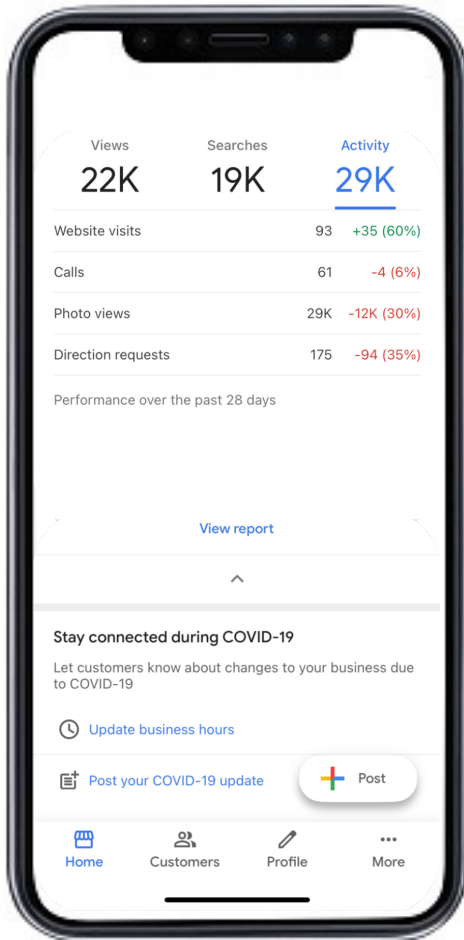
Connect and get results

Customers can leave reviews on your profile, and you can respond from your Google My Business account. When you make it easy to do business, your business can grow.

[Manage now](#)



Google business even goes out of their way to give you insight and metrics that you can use to gauge your audience's interest, including small but vital details, such as on when and where they are searching for you/company, as well as what they are looking for:



Get the most out of customer metrics

Clicks, calls, follows - how and how much your customers interact can show you what's driving them.

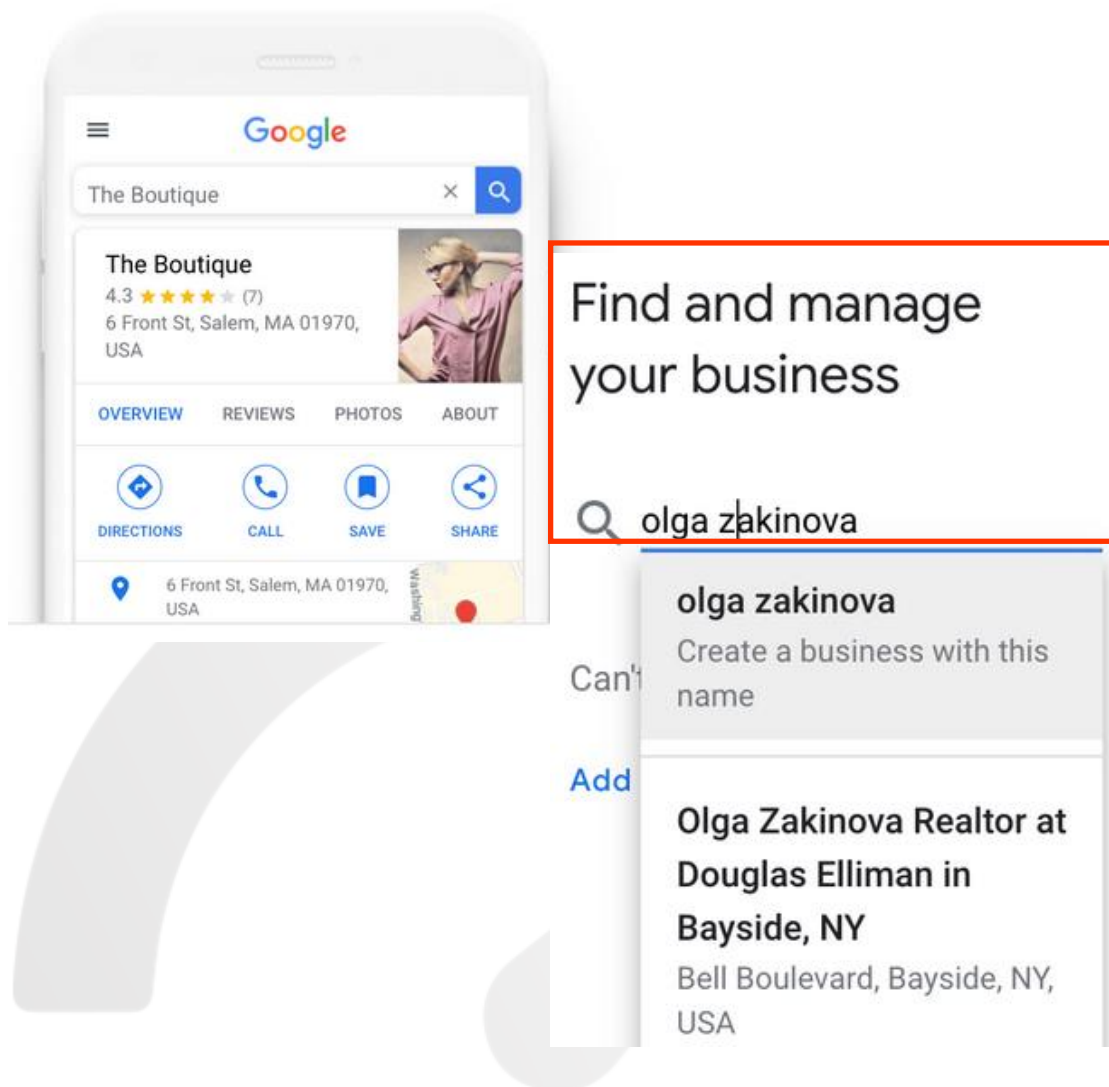
[Manage now](#)



WHERE DO YOU START?

Locate and simply claim your Google Business Page, which Google may have already created.

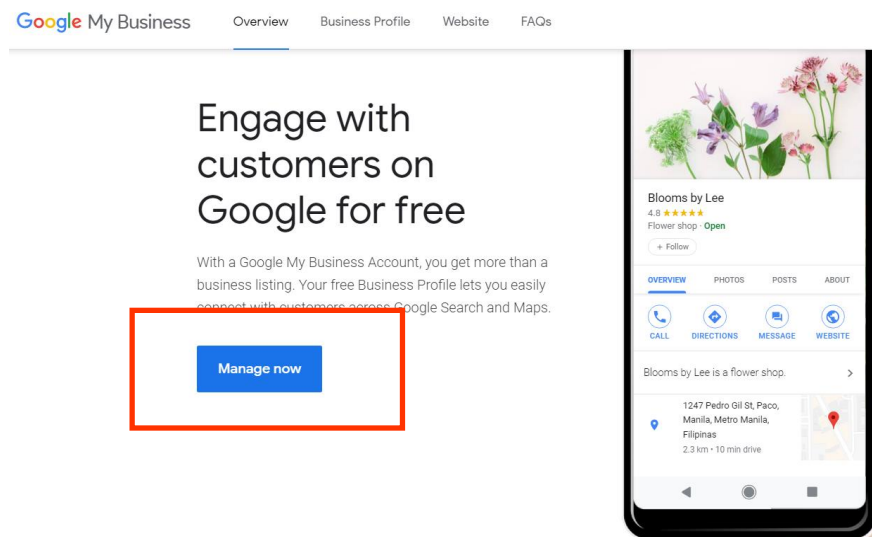
You might be listed on the page of a real estate firm like Douglas Elliman, but you can also make your own page to focus on regional business.



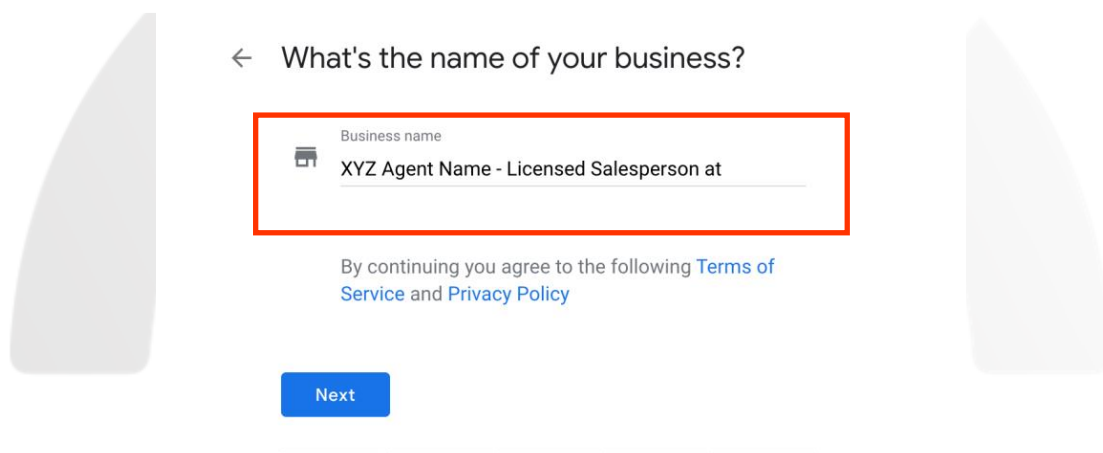


ARE YOU STARTING FROM SCRATCH?

Step 1: Go to this LINK: <https://www.google.com/business/>. When the link pops up, click on the blue 'Manage now' button.



Step 2: Input the name of your business like the image below demonstrates. You must use your real name, real title, or your company name!





Step 3: Choose your Category, Google has one specifically for Real estate agents like the image below shows.

← Choose the category that fits your business best

This helps customers find you if they are looking for a business like yours. [Learn more](#)

Business category

real estate agent

Real estate agents

Next

Step 4: Add Location: gives clients driving directions and gives you credibility (part of a big brokerage).

← Do you want to add a location customers can visit, like a store or office?

This location will show up on Google Maps and Search customers are looking for your business

Yes

No

Next

← What's the address?

United States

Street address

123 Main St

[Add Line](#)

City

Flushing

New York

ZIP code

11354

Next



Step 5: Do you serve customers outside of your chosen location? Like the graphic shows, click yes or you will be missing out on clients.

← What contact details do you want to show to customers?

Help customers get in touch by including this info on your listing (optional)

Contact phone number

Current website URL

I don't need a website

Get a free website based on your info.

[See details](#)

[Next](#)

Step 6: Add areas you serve. This is incredibly important! It allows you to show up in an organic search. If someone were to look up "YOUR LOCATION Real Estate Agent": this tool makes you show up.

← Add the areas you serve (optional)

You can list your service areas below. They will show up on your listing and help bring relevant customers.

Search and select areas

You can change and add more later

Suggested service areas

+ North Bay Village + Miami Beach

+ Indian Creek + Surfside + El Portal

+ Bay Harbor Islands

[See more](#)

[Next](#)



Step 7: Add contact details (phone and website as shown below).

← What contact details do you want to show to customers?

Help customers get in touch by including this info on your listing (optional)

Contact phone number

Current website URL

I don't need a website

Get a free website based on your info.
[See details](#)

[Next](#)

Step 8: Click finish and you can start managing your page!

← Finish and manage this listing

You'll be able to manage XYZ Agent Name - Licensed Salesperson at on Google.

- ✓ Promote your business with photos and posts
- ✓ Track business analytics to understand your customers
- ✓ Respond to customer reviews

[Finish](#)

Remember all of this is FREE! Google lets you do all of this for ZERO charge.

Some companies charge \$300-400 just to set pages up for realtors but we are telling you how to do it for FREE!



VERIFICATION PROCESS

The verification process is the most vital process when curating your Google Business. You must first show to Google that you are who you say you are and that you actually own the company you are registering before you can start managing your page.

Google prioritizes security and wants to make sure that only the legitimate owner can change their business profile.

If those options are offered, you can check ownership over the phone or via SMS.

Depending on where you live, verifications by post card could take up to 5–14 working days:

Choose a way to verify

In order to fully manage and represent this business on Google, you'll need to confirm that it's yours.

Select how you'd like to get a verification code. [Learn more](#)



Postcard by mail

Have a postcard with your code mailed to this address

May take up to 5 days to arrive

Contact name

Mail

XYZ Agent Name - Licensed Salesperson at
123 Main St, Flushing, NY 11354, United States



More options

These will contain a special verification number that you must input into Google My Business in order to verify that your company is indeed situated at the specified address.

Log in and select the menu's Verify location option (or click the Verify now button). Next enter the verification code from your postcard by adhering to the instructions.



MANAGING YOUR BUSINESS PAGE

Now that you have set up your Google Business, you can customize your brand with Google!

You can add your business hours, decription, logo, and even make postings. For example, open houses, upcoming events, offers, client reviews, and even promote a new product/service!

YOU CAN EVEN RECIEVE AN \$100 CREDIT IN GOOGLE ADWORDS!

The screenshot shows the Google My Business dashboard for a business named "XYZ Agent Name - Licensed Salesperson at" located at "123 Main St Flushing, NY 11354". The dashboard includes a left-hand navigation menu with options like Home, Posts, Info, Insights, Reviews, Messaging, Photos, Products, Services, Website, and Users. The main content area features a "Limited Google My Business functionality" warning, a "Stay connected during COVID-19" section with options to update business hours and post a COVID-19 update, and a "Complete your listing" section showing a 50% completion progress bar with options to add hours and a description. Below these are sections for "Advertise easily in minutes" with a search for "Real estate agents in Flushing" and an ad listing for "XYZ Agent Name - Licensed Salesperson at - John Doe Property Services". A red box highlights a "Start with \$100 in free ad credit" offer, which includes a "Start now" button.



From here, you can take your time to build more of a Google presence by:

- Answering client questions!
- Reply to client reviews!
- Customize by adding photos, videos, logo, etc. showing of your brand!

Answer customers' questions in a snap
Let customers message you, and provide quick answers that get you business. Questions go straight to your phone without revealing your number.

[Verify for Messaging](#)

Your listing is currently unverified

Show customers that you're listening
Reply to reviews. Connect with your community by thanking customers for their thoughts or responding to their concerns.

[Verify to reply](#)

Your listing is currently unverified

Showcase your business
Upload photos and videos of your business, products, or offerings for customers to see. Your uploads will be saved here, but will not be published on Google until you verify your business.

[Verify](#)

Your listing is currently unverified

[Overview](#) [Video](#) [Interior](#) [Exterior](#) [At work](#) [Team](#) [Identity](#)

Got a product to showcase? You can now add products with the Product Editor. [Dismiss](#) [Go to the Product Editor](#)

Logo Your logo is used to show your identity when you post a photo or	Cover Your cover photo should showcase the personality of your	Video Use a video to tell the story of your business and what makes it	Interior Showcase the look and feel of your business with interior



TIPS AND TRICKS ON CREATING A SUCCESSFUL GOOGLE BUSINESS PROFILE

1) Post quick updates and news

The Business Profile allows owners to update customers with informative posts.

This business has an updated post in relation to COVID-19 affecting their operations and you can see that first thing when you google them!

You can also use this to update your page with new offers, events, and anything new like listings. You can even upload videos to use for promotions.

The screenshot displays the Google Business Profile interface for Trinkle Realty LLC. At the top, there are navigation buttons: 'COVID-19 update', 'Add Offer', 'Add Update', and 'Add Event'. Below these, a message reads: 'Keep your customers updated by sharing what's new. Reach beyond just your followers - give everyone searching for your business a reason to come in by posting updates and offers directly to your local listing on Google.' A blue button says 'Create your first post'. The main profile card for Trinkle Realty LLC shows a 5.0 star rating from 9 Google reviews. A red box highlights a post titled 'COVID-19 updates from business' by Trinkle Realty LLC, dated May 5, 2020. The post text states: 'May 5, 2020 We are operating online and in-person while following the Florida guidelines for social distancing and wearing face masks when closer than six foot apart. Please know we are here to serve all of your real estate needs.' Below the post, the business hours are listed as 'Hours: Open · Closes 5PM', with a note that hours or services may differ. The phone number is '+1 863-937-9690'. A map in the top right corner shows the location in Florida.



2) Add a short but memorable company description

You are limited to 750 characters so use them accordingly! Better descriptions are peppered with the right target keywords to help with your Google search rankings!

Here's what it looks like for Real Grader:

Send to your phone Send

Reviews Write a review Add a photo

- "Great **innovation company**, great **place** to work and share your ideas."
- "Great **company** that knows how to service their clients."
- "Really allows your **real estate business** to stand out above the **rest**."

[View all Google reviews](#)

From Real Grader

'Real Grader is an innovative Digital Agency focused on enhancing and maximizing the digital presence of professionals working in Real Estate. Our services ensure that clients have a professional online presence and that they are empowered to use essential social media platforms.'

Profiles

- [LinkedIn](#)
- [YouTube](#)

[About this data](#) [Feedback](#)



3) Set the perfect photos

Upload a nice professional headshot if you are a lone agent, like Olga did below. She also included a shot of her office. You can even include a 360 degree view of the location!

← Olga Zakinova Realtor at Dougla...

All

By owner

Street View & 360°



Always make sure that any information on your Google Business Page is up to date. You would not want to miss an opportunity because a customer is contacting an old phone number or visiting you unannounced on unadjusted hours. This will frustrate customers and push them towards competitors.

You can take interior shots of your office or the curb outside to emphasize parking space and other areas of interest. Other people CAN and SHOULD be encouraged to upload their own photos of your business too!

YOUR GOOGLE BUSINESS CHECKLIST



- Create or Claim Your Page
- Name Your Business
- Choose Your Category
- Add Location
- Add Contact Details
- Verify Your Page
- Verify Your Location
- Manage Your Page
- Respond to Reviews and Questions
- Add Photos and Videos
- Post Updates
- Add a Company Description