Google My Business: Battling Bad Info & Safeguarding Your Search Strategy

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Owner, Sterling Sky
@joyannehawkins
Remote Team
Cloud To Butt Plus

Offered by: Hank

★ ★ ★ ★ ★ 790 | Fun | 20,000+ users
Butt DEVICE
WIRELESS DOORBELL CAMERA
$199
See, hear and speak to them from your phone.

Delivery Alert
Always know when your package arrives at your door.

Motion Alert
Built-in motion sensors detect activity at your front door.

Safety
Answer the door in complete safety and comfort.

Butt DEVICE
WIRELESS PORTABLE CAMERA
$139
Confusion due to wrong information
Where customers view your business on Google
The Google services that customers use to find your business

1 month

Total views 16.3K

- Listing on Search: 10.8K
- Listing on Maps: 5.5K
Where customers view your business on Google
The Google services that customers use to find your business

1 quarter

Total views 734K

- Listing on Search: 144K
- Listing on Maps: 590K
Where customers view your business on Google

The Google services that customers use to find your business

1 quarter

Total views 189K

- Listing on Search: 71.9K
- Listing on Maps: 117K
Where customers view your business on Google

The Google services that customers use to find your business

1 quarter

Total views 478
Confusion due to wrong information.
“This represents views of your business in various sections on Search and Maps”
Website Tally Counters (circa 1990s)
A much better metric...

https://www.sterlingsky.ca/mozcon
<table>
<thead>
<tr>
<th>Query</th>
<th>Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>personal injury lawyer</td>
<td>563</td>
</tr>
<tr>
<td>personal injury lawyer</td>
<td>512</td>
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<tr>
<td>accident lawyer</td>
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<td>232</td>
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<tr>
<td>personal injury lawyer</td>
<td>169</td>
</tr>
</tbody>
</table>

Another valuable metric
Can’t I just get these numbers in Search Console?
UTM: A snippet of code added to the end of a URL to help track the performance of certain campaigns and content.

https://www.sterlingsky.ca/mozcon
Search Console VS GMB Insights
https://www.sterlingsky.ca/?utm_source=google&utm_medium=organic&utm_campaign=gmb
66% of the top 10 keyword lists were different.
According to GMB:
1. Rhinoplasty
2. Rhinoplasty [city]
3. Lip Fillers
4. Nose Job [city]
5. Nose Surgery [city]
6. Lip Injections [city]
7. Botox
8. Plastic Surgery [city]
9. Lip Injections
10. Lip Fillers [city]

According to Search Console:
1. [Name of Doctor]
2. Rhinoplasty
3. [Name of Doctor]
4. Lip Enhancements [Name of Doctor]
5. Facial Plastic Surgery [city]
6. Deviated Septum Doctor [city]
7. Lip Enhancements Near Me
8. Nose Reconstruction [city]

90% Different
GMB Insights

- Rhinoplasty [city]
- Lip Fillers
- Nose Job [city]
- Nose Surgery
- Lip Injections [city]
- Botox
- Plastic Surgery [city]
- Lip Injections
- Lip Fillers [city]

Search Console:

- Lip Enhancements
- Facial Plastic Surgery [city]
- Deviated Septum Doctor [city]
- Lip Enhancements Near Me
- Nose Reconstruction [city]

Non-branded queries that differed
Why are they so different?

Which one is right?
The most popular queries for your business by unique users
“1 Quarter” in GMB Insights is not the last 3 months.
3 & 4

Near Me - included near me or a variant

Branded - included the name of a specific local company or practitioner

Implicit Query - the user didn’t specify the location, but it still returns a local pack

Explicit Query - the user specifies a location
NEAR ME - INCLUDED NEAR ME OR A VARIANT
Branded - Included the name of a specific local company or practitioner
Implicit Query - The user didn’t specify the location, but it still returns a local pack.
Explicit Query - The user specifies a location
Search was done from Beverly Hills zip code 90210
No local businesses

Implicit
1. Toronto Car Accident Lawyers | Preszler Law
   When you’re injured in a car accident in Toronto, you need someone experienced in Ontario auto laws to help with your car injury claim. You have 120 days to ...

2. Car Accident Lawyers Toronto | Diamond and Diamond
   If you have recently been injured in a car accident, the personal injury attorneys at Diamond & Diamond can assist you with filing a timely claim. Our offices serve ...

3. Car Accident Lawyers - Grillo Law | Personal Injury Lawyers
   At Grillo Law, we have over 50 years of experience litigating motor vehicle accident claims. We can help you better understand the law. Call today.

4. Toronto Car Accident Lawyer - Goldfinger Law
   Leave the personal injury law to us. You just focus on getting better. Our lawyers have the knowhow, experience and focus to get the most out of your car accident ...
40% of the GMB Queries that didn’t show up in Search Console were Implicit.
“Botox” according to GMB Insights = 49

“Botox” according to Search Console = 18
Search Console is not tracking impressions from the local pack that happen on mobile devices
Search Console tracks your website

Google My Business tracks your GMB listing
<table>
<thead>
<tr>
<th>Device</th>
<th>Clicks</th>
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<tbody>
<tr>
<td>Mobile</td>
<td>666</td>
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<tr>
<td>Desktop</td>
<td>100</td>
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<tr>
<td>Tablet</td>
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Rows per page: 10 | 1-3 of 3
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<th>CTR</th>
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<tr>
<td>Device</td>
<td>Clicks</td>
<td>Impressions</td>
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<td>Tablet</td>
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<td>1</td>
<td>0%</td>
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</tbody>
</table>
Search Volume

<table>
<thead>
<tr>
<th>Type</th>
<th>Volume</th>
</tr>
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<tbody>
<tr>
<td>Implicit</td>
<td>57,533</td>
</tr>
<tr>
<td>Explicit</td>
<td>38,041</td>
</tr>
</tbody>
</table>

51% higher
Do explicit queries convert better?
15 Businesses
894 Conversions
Criteria:

- Included keywords that had at least 100 impressions over the last year
- Conversions included live chat, website form fills and calls
Implicit queries actually converted at a higher rate than explicit queries.
Conversion Rates

Auto Dealer

Implicit 82 (4%)
Explicit 212 (16%)

Private Investigator

Implicit 126 (14%)
Explicit 36 (10%)

Winner
Explicit keywords convert better than implicit keywords.
40% of the top Search Console keywords that didn’t show up in Google My Business were Explicit.
Search Console impression data includes searches done by rank trackers.
“It should be all the same device from us. If you use a tracker that does desktop and mobile, you should get double the impressions.”

- Darren Shaw
Takeaways:
If you work in Local Search....
GMB Views should not be a metric you report on. Use search impressions instead.
Search Impressions in Search Console should not be used as a method to pick keywords, use click data instead.
Make sure you’re tracking both implicit and explicit keywords. Get rid of the thinking that one is better than the other.
Start monitoring search queries in GMB.
Subscribe to our free newsletter

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https://www.sterlingsky.ca/newsletter/
Thank you

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