



Powerhouse Marketing with Welton

By Welton Hong

Maximize Your Google Business Profile

You've likely heard me go on before about the importance of completing your Google My Business (GMB) profile and filling it with compelling content. It's one of the best ways for small businesses such as funeral homes to promote themselves and generate more calls.

Well, I won't be doing that anymore—technically. That's simply because Google My Business no longer exists under that name. Now, it's simply called Google Business Profile (GBP).

Why? Most likely because those brilliant eggheads at Google just love renaming things. They do it all the time.

Regardless of what Google calls it today or in the future, the business profile it provides you (for free) remains incredibly powerful, and you absolutely need to take advantage of it. Most of your competitors likely aren't maximizing the benefit of their GBP, making this an incredibly easy way to gain an advantage for SEO and branding.

Here are 10 elements to consider when ensuring you're leveraging all the power of your Google Business Profile:

1. Complete Profile Information:

Start by ensuring that all essential information about your funeral home is accurately filled out. This includes your business name, address, phone number (NAP), website URL, hours of operation, and categories.

2. High-Quality Visuals:

Upload high-resolution images of your funeral home, including the exterior, interior, products, and team members. Visual content helps clients gain trust and make informed decisions.

3. Compelling Business Description:

Write a concise yet descriptive summary of your funeral home. Highlight what sets your firm apart, your unique selling propositions (USPs), and any special offers or notable distinctions from your competitors.

4. Client Reviews and Ratings:

Encourage satisfied families to leave positive reviews on your profile. Respond promptly and professionally to both positive and negative reviews to demonstrate your commitment to client satisfaction.

5. Regular Updates:

Keep your profile updated with any changes in business hours, services, or contact information. (Quick tip: A funeral home should always list itself as open 24/7.) This ensures that potential clients have access to the most accurate and relevant details.

6. Utilize Google Posts:

Take advantage of Google Posts to share updates, promotions, events, and other engaging content directly on your profile. This feature allows you to communicate directly with local families and drive conversions.

7. Add Services and Products:

List the specific services you provide on your profile. (This could include items such as pet cremation, an onsite crematory, hospitality for funeral services, etc.) This helps families understand the full range of offerings and makes it easier for them to make purchasing decisions.

8. Use Attributes:

Google provides various attributes that allow you to highlight specific features of your funeral home, such as outdoor seating, free Wi-Fi, or wheelchair accessibility. Utilize these attributes to provide valuable information to potential clientele.

9. Enable Messaging:

Enable messaging to allow potential clients to communicate with your firm directly through Google. This feature enhances accessibility and enables you to address families' inquiries in real time.

10. Monitor Insights:

Regularly monitor the insights provided by Google My Business, such as search queries, profile views, and client actions. This data can help you understand your audience better and make informed decisions to improve your profile's performance.

Welton Hong is the founder of Ring Ring Marketing® and a leading expert in creating case generation from online to the phone line. He is the author of *Making Your Phone Ring with Internet Marketing for Funeral Homes*. For more information, visit www.FuneralHomeProfits.com.

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