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# How To Optimize Google My Business For **Real Estate?**

# What is **Google My Business**?

Google My Business, often called GMB, is Google's platform for sharing important details about businesses. It lets you add your contact info, hours, and photos to help customers find you easily.

It also helps you build credibility and trust through reviews and ratings while giving your potential customers exact information about your business. This PDF guides you on optimizing your GMB listing for the real estate business most straightforwardly and simply. Let's dive into it.

## Why Is Google My

## Business Profile

## Important For

## **Real Estate Business?**

For real estate businesses, GMB listing is the secret to ranking better on Google search engines and showing up at the top when any potential client searches for a similar service.

Think of it like your website, but instead of uploading data to the website, you'll upload it to Google, which will help you improve your SEO and visibility. GMB makes the communication channel easier by providing a direct messaging option, simplifying direct communication with clients.

By showing photos and reviews, GMB attracts other clients to try your business, leading to better clientele and increased revenue.





## Why Does Your **Real Estate Business** Need

### Google My Business?

- ★ Showing reviews of other clients on your GMB profile builds trust with future clients.
- ★ Stand out in local searches for homes and agents, gaining an edge over competitors.
- ★ Establishes a reputable position in the industry by showing your happy reviews.
- ★ GMB lets you add multiple locations depending on your number of branches.
- ★ You can directly interact with clients by answering queries and sharing updates, increasing engagement.
- ★ GMB lets you display listings with photos, descriptions, and updates directly on Google Search and Maps.



# How To Set Up A Google My Business Listing

## For Real Estate Business?

Setting up your GMB profile is pretty easy as long as you follow the below steps.

- Visit [google.com/business](https://google.com/business) and select "get started" to begin.
- Enter your accurate business name.
- Select the address where your real estate business is located for easy navigation.
- Select whether you serve customers outside of your location or not.
- Choose the location where you offer your services.
- Select the business category.
- Enter your phone number and website URL.
- Finish the setting up process by verifying the real estate business.



## Quick Check -

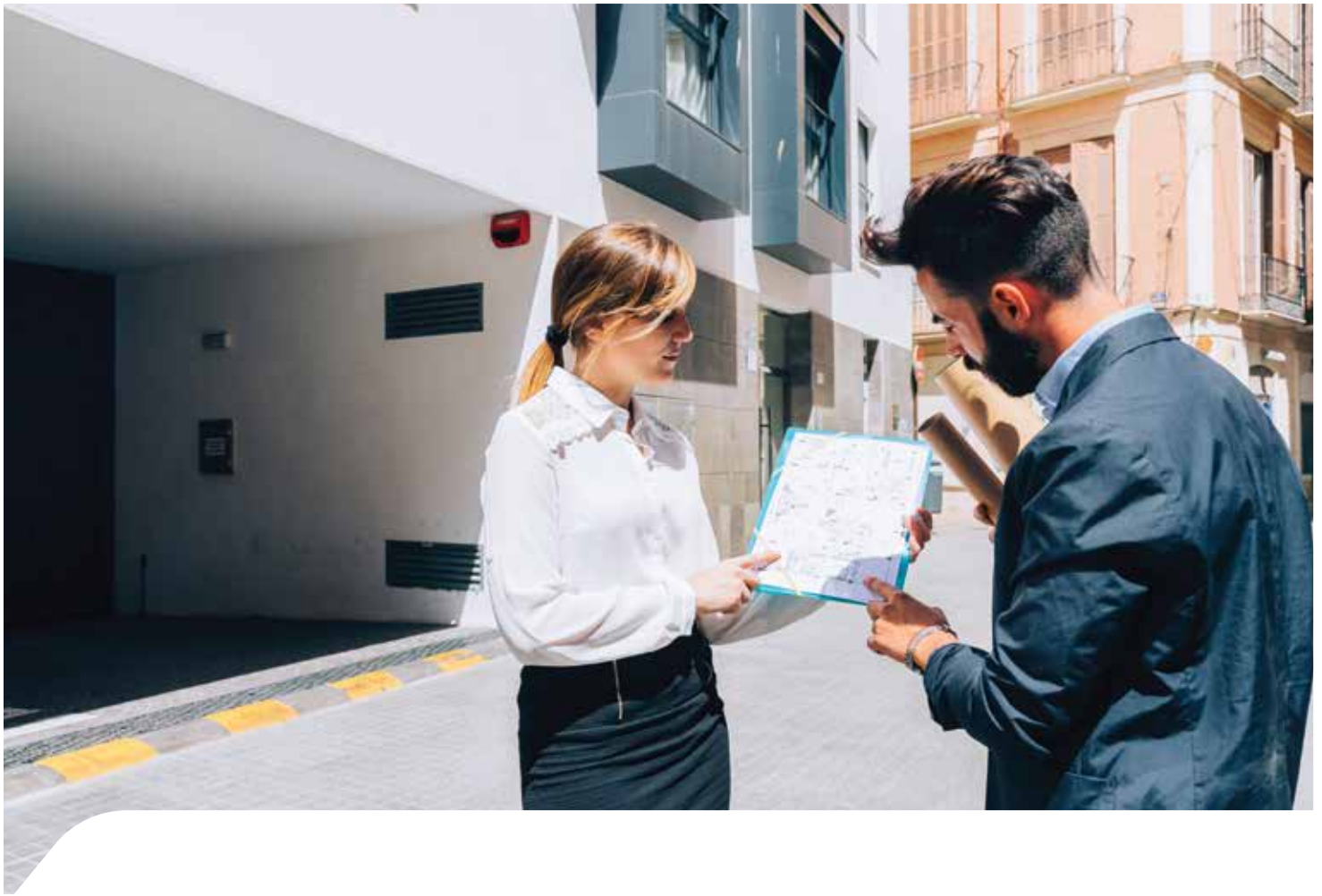
# Which GMB Category Fits for Your Real Estate Business?

Google offers two primary categories for real estate: individual and company. You can also select more secondary categories from the list below.

- ✓ Commercial real estate agency
- ✓ Industrial real estate agency
- ✓ Real estate agency
- ✓ Real estate auctioneer
- ✓ Real estate agent
- ✓ Real estate developer
- ✓ Real estate consultant
- ✓ Real estate rental agency



## Next Step - Verify your business



## How To Verify Your Real Estate Business

### On Google?

Google loves showing verified real estate businesses in the search results whenever a customer looks for a similar service. Verify your profile through any of the options below to gain more exposure and better credibility in the industry.

- Phone verification
- Email verification
- Postcard verification

# How To Optimize Google My Business

## Listing Real Estate Business?



### Add High-Resolution Images And Videos

Add photos of the office exterior, interior, office tour, listings, and team to get prioritized by Google algorithm to push your profile to potential clients.



### Update Your Business Information

Add schema markup to your website for precise property details that help your listings shine in search results! A fully optimized GMB profile must have 5 details for client convenience:

Logo and cover photo

Business Description

Accurate business location

Contact number

Business hours  
(according to holidays as well)



### Create Relevant Secondary Categories

After adding the primary keyword, add relevant secondary categories to increase your business's chances of appearing on similar searches. The secondary category will help you spread your business and let people know what services your business provides.



### Share Listing With Google Posts

Utilize Google posts to share your listings to attract potential clients looking for the same. You can also upload special offers you might be giving or any other guides for the clients to educate them and show your expertise in the industry.



### Add Q&A Section For Client Queries

Utilize the Q&A section to answer relevant questions that clients might want. This improves customer interaction by helping you solve their queries and building a reputation for the company while showing your expertise in the field.



### Mention Areas You Serve

As a real estate company/agent, you must serve clients outside of your location. Update your listing with all the areas where you want to offer your service, along with the zip codes, for better accuracy.

# How To Make **Your Real Estate** Visible With

## Google Listings?

### ★ Create A Keyword-Rich Business Description

Make sure to add a keyword with your business name. For example, (name) a real Estate Agent. This helps in improving your local SEO, resulting in better visibility.

### ★ Enable Google Messaging

Communicate and solve your client's queries directly through GMB messaging. This shows you have excellent customer service, turning target audiences into leads, business growth, and increased revenue.

### ★ Collect More Customer Reviews

Turn on the email alerts for Google reviews and respond to each positive or negative review, politely thanking the client for their feedback and showing genuine appreciation. You can ask satisfied customers for reviews through:

A direct CTA to your website

Followup emails

Social media platform

### ★ Track Your Profile Ranking Regularly

While optimizing GMB is essential, keep an eye on your GMB profile's ranking to see how these applied changes are making a difference for your business. Tracking your profile regularly helps you analyze what works for you and what is not for better optimization.





## How To Improve Google Ratings For

## Your Real Estate Business?

Improving Google ratings starts with encouraging clients to leave a review for your business. Let's explore the easiest ways through which you can get reviews from clients:

- ★ Send a personalized follow-up email after a successful property deal with the link to give a review.
- ★ Ask for feedback during key interactions, like property showings or final meetings.
- ★ Add a prominent link or button on your website inviting clients to leave reviews.
- ★ Give discounts to those clients who write reviews.
- ★ Encourage satisfied clients to leave reviews on your social media pages.

# Let Us Help You Grow Your Your Real

## Estate Business

If you're in the real estate industry and looking to build rapport and trust in this industry, buying reviews can be a wise option to take your business growth towards success.

Our reviews are 100% authentic, non-drop, and come from the location that you offer your services in. This builds trust and credibility, ensuring potential clients find your service worthwhile.

Let's build your brand together!

For More Tips To Grow Your Real Estate Business, Check Out Our Trending Blogs:

- ★ [How To Make Your Business Stand Out With Google Reviews?](#)
- ★ [How To Boost Your Overall Google Reviews In The Correct Way?](#)
- ★ [How To Add Keywords To Your Google My Business Profile To Rank Higher?](#)
- ★ [12 Strategies To Boost Google Reviews](#)



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