

How to Set Up Google My Business for Maximum Exposure

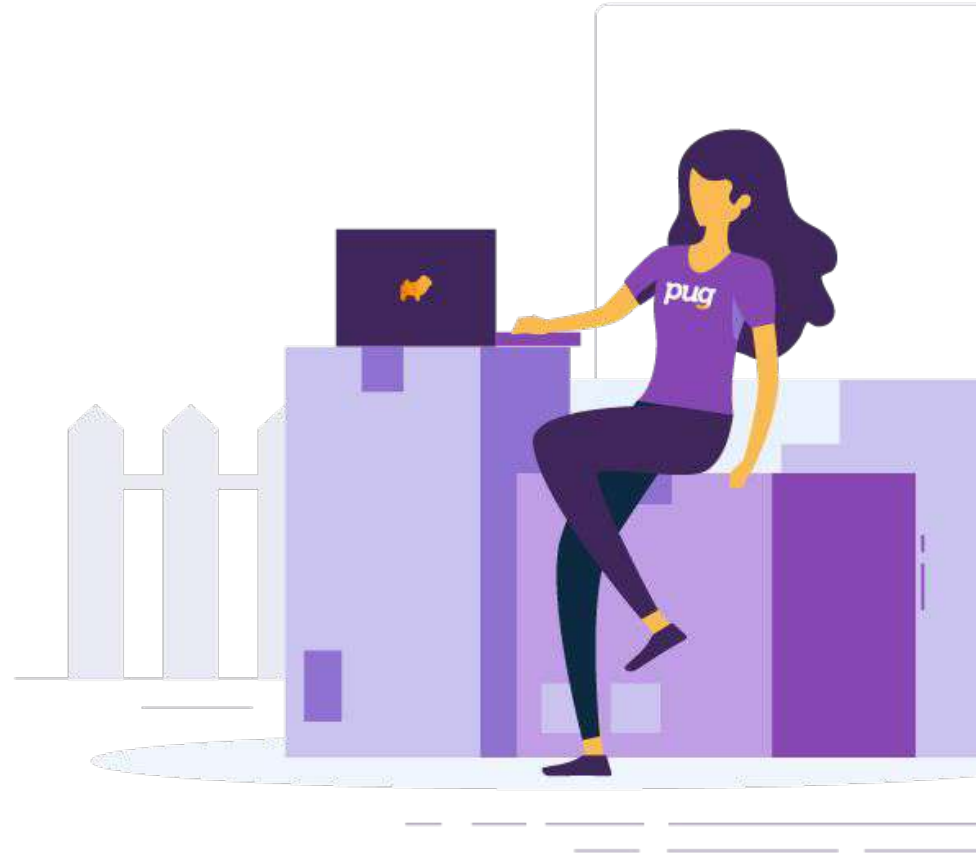
storagepug.com



Can Google My Business (GMB) drive more rentals? There's the right way to set up Google My Business, and lots of wrong ways. Today, we'll go over how to set up GMB to maximize exposure, generate leads, and get more customers. We'll cover:

- **What is Google My Business**
- **Textbook Setup for Best Results**
- **Daily, Weekly, Monthly Tasks**
- **Expert Level Tips and Tricks**

Learn how GMB can truly maximize your exposure and hit your optimal occupancy. Plus, we'll go over the key differences between Local SEO, Organic SEO, and paid ads.






Today's Goals

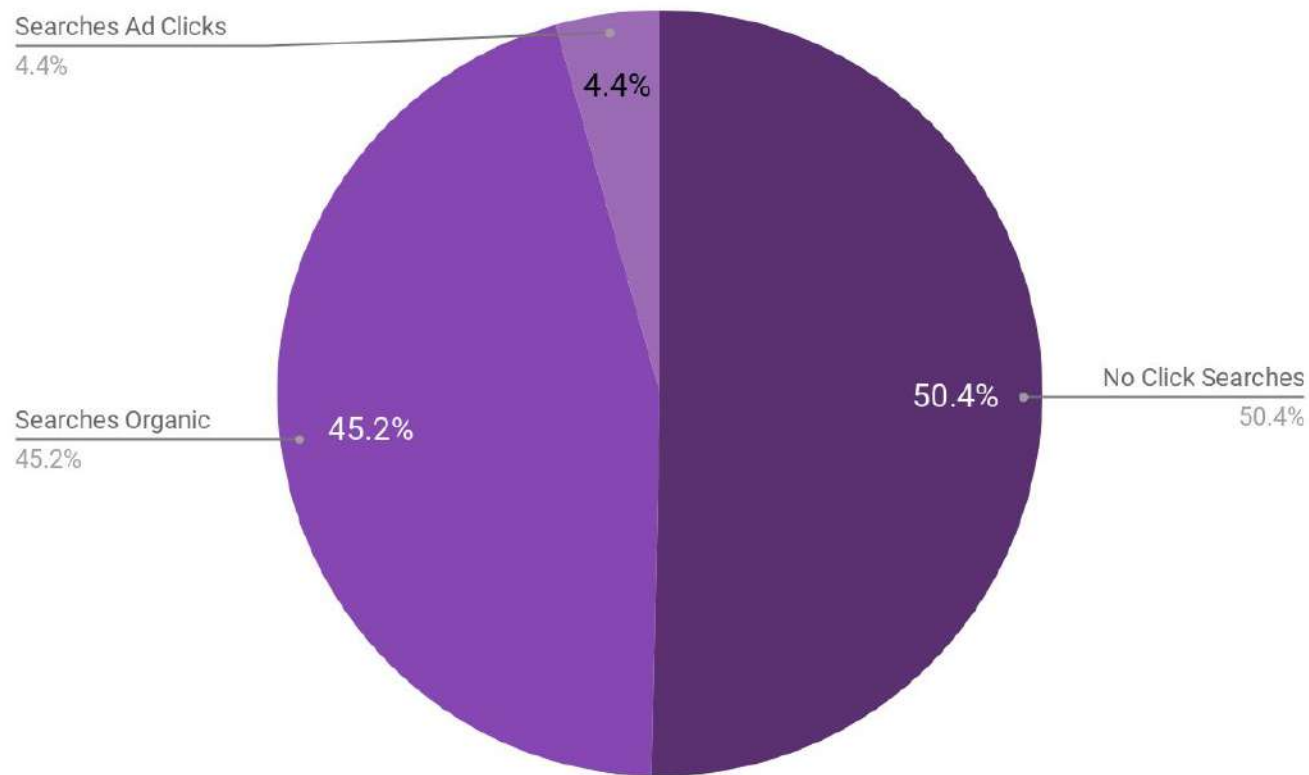
- **What is Google My Business**
- **Textbook Setup for Best Results**
- **Execution Plan**
- **Expert Level Tips and Tricks**

**Who knows
what Google My
Business is?**

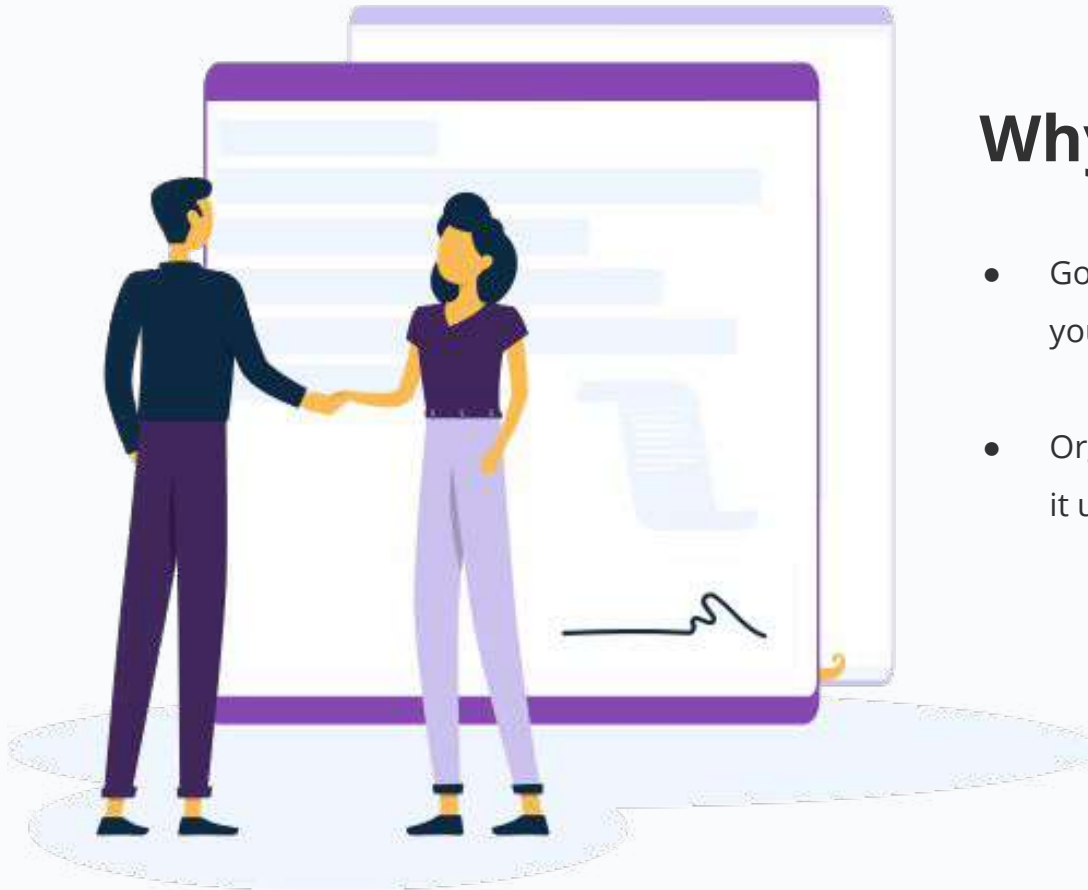


**Who has their
GMB claimed
for their storage
facility?**

No Click Searches account for 50% of all search queries.

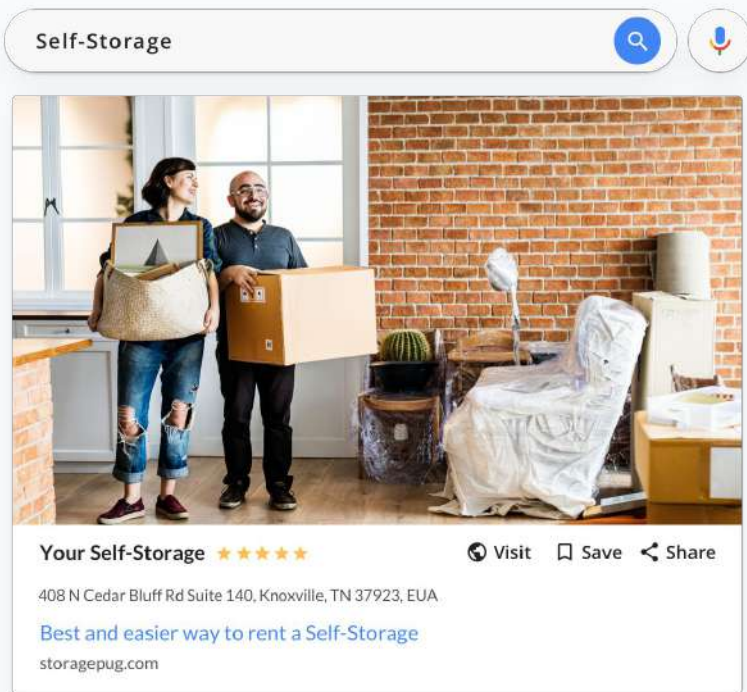


Source: SparkToro



Why We Care?


- Google doesn't want to send people to your website if they don't have to
- Organic SEO doesn't yield same returns as it used to



Get to Know: Google Results Page

1. Google Ads
2. Local Results (aka 3-Pack)
3. Organic results

On mobile devices, users have to scroll 2-3 screens down before they see the first organic result!



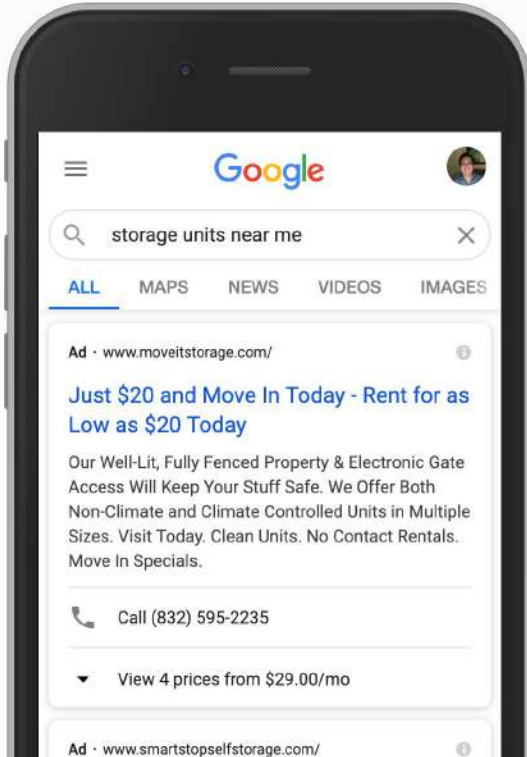
**What is the most
common search
term?**



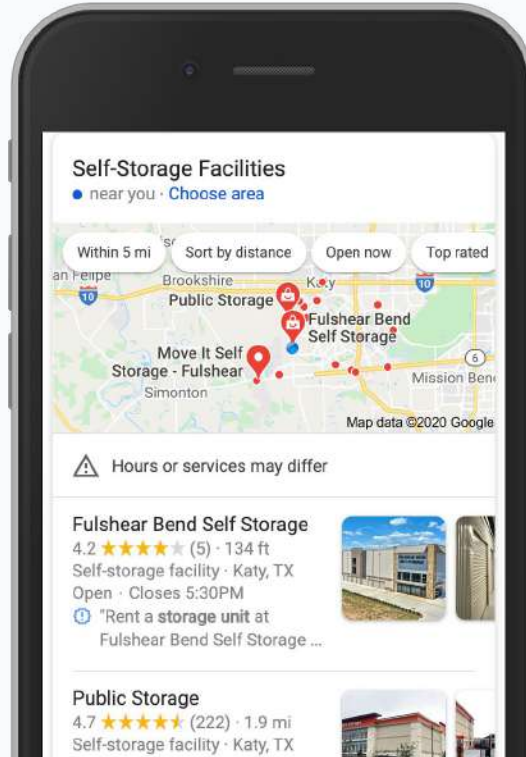
**It's not
"self storage"**

"storage units near me"

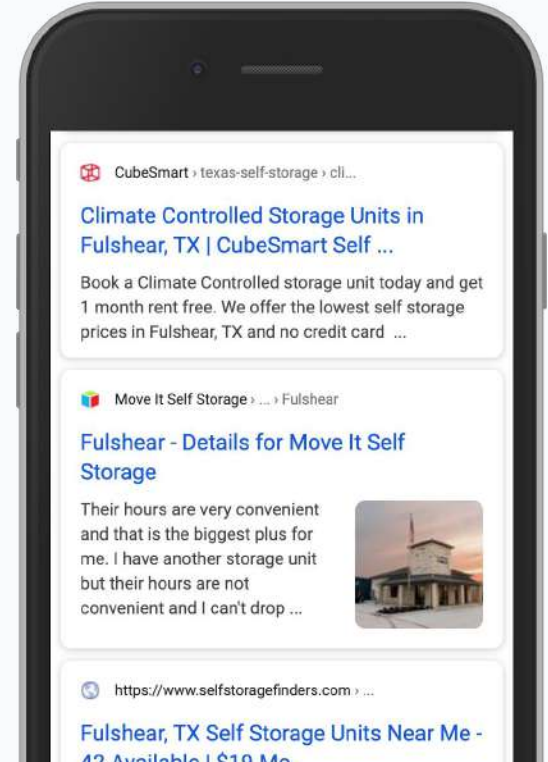
Page 1

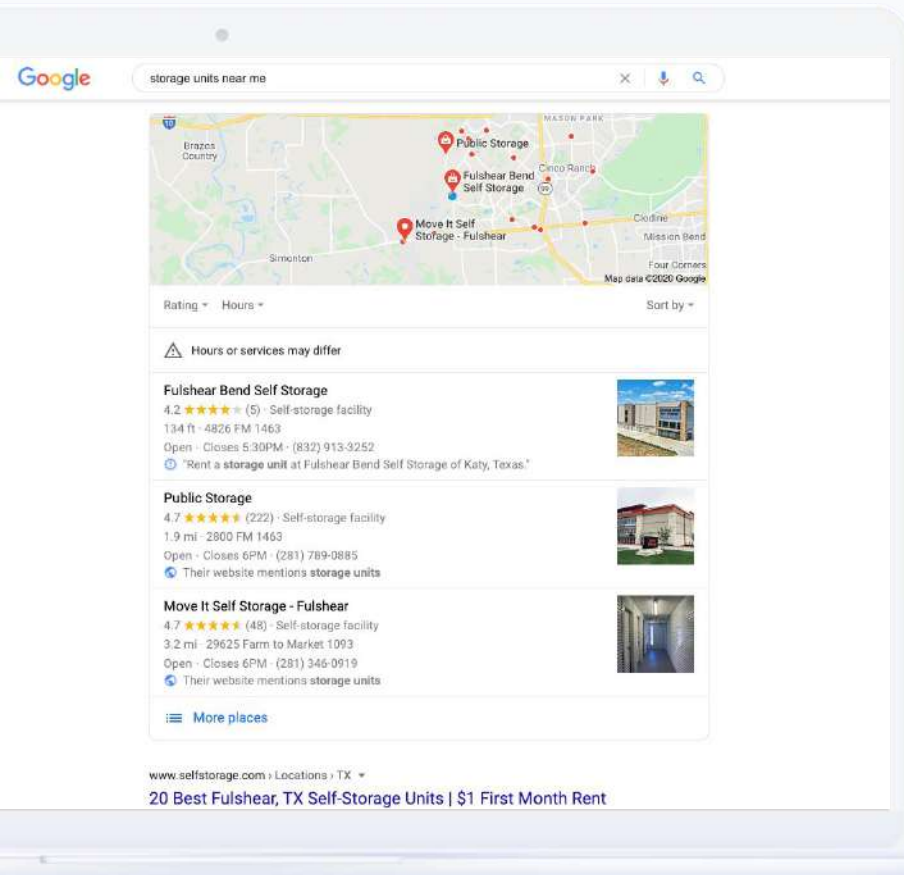


Page 2



Page 3





Google 3-Pack

- Proximity
- Google Reviews Matter
- Photos Can Increase Traffic
Businesses with photos receive 42% more requests for driving directions to their location from users on Google, and 35% more clicks through to their websites than businesses that don't have photos.

Self-Storage

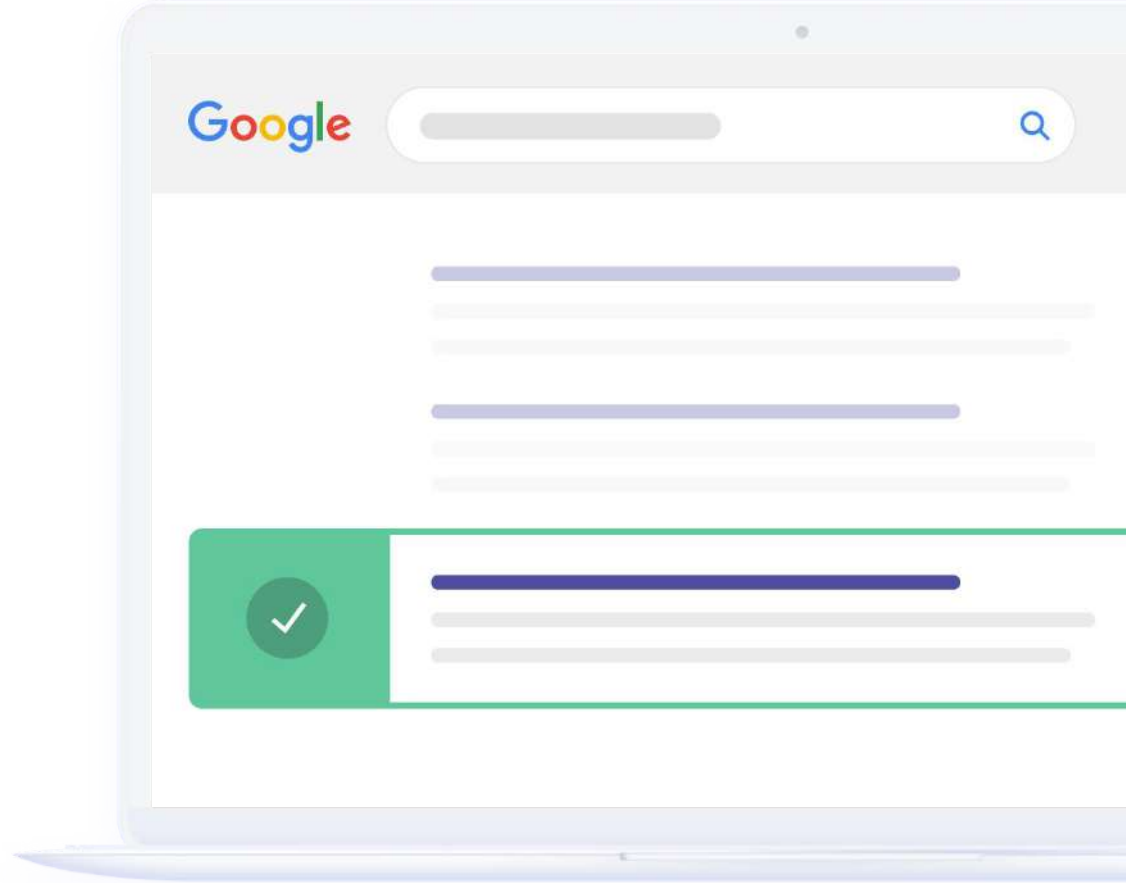


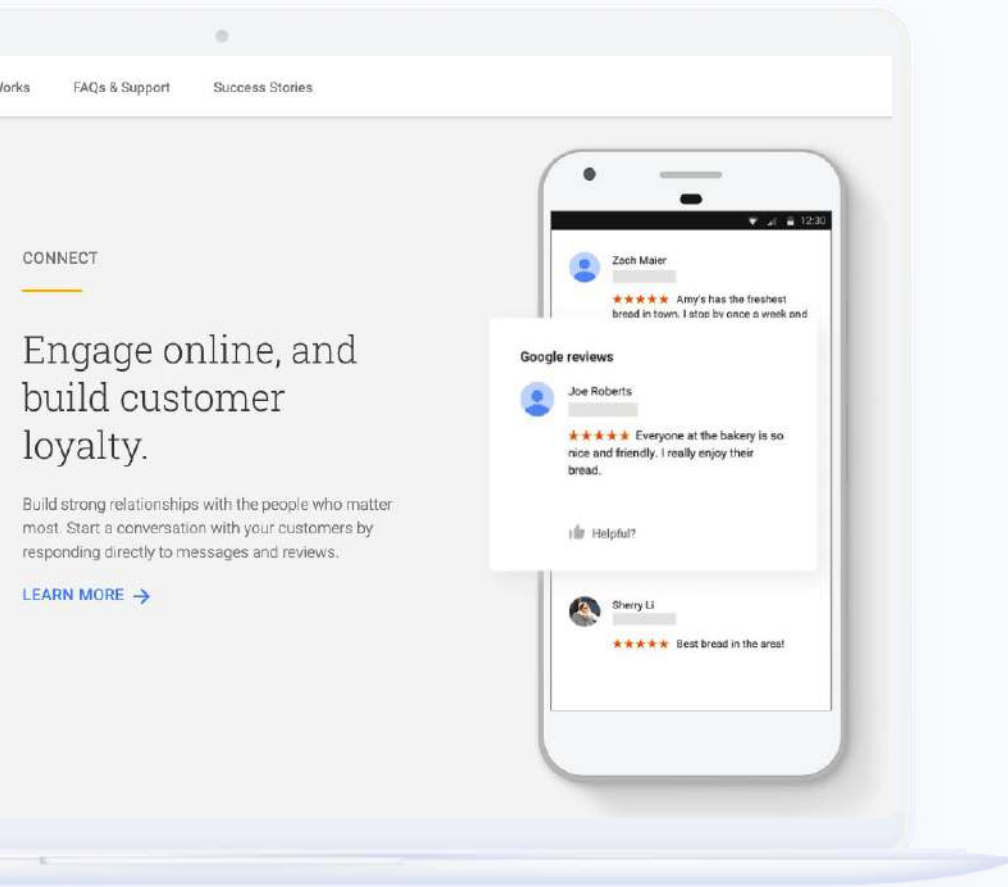
What now?

- ✓ We play nice with Google
- ✓ Google My Business + Website generates more customers than your website does on its own

Other Names for Google My Business:

- Google Places
- Google Maps
- Google+
- Google Local
- Google Business





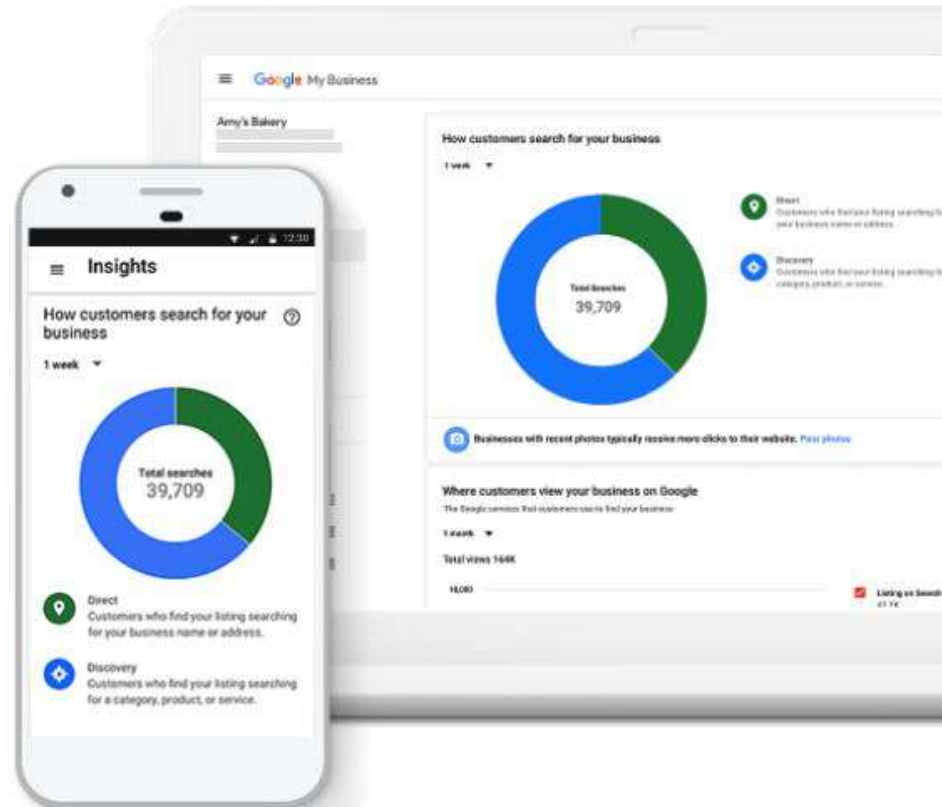
Why is GMB so important for local businesses?

Google built an entire platform for people to connect with businesses. One that they own!

1. 46% of all Google searches have a local intent. [Source: HubSpot]
2. 93% of local searches now feature Google My Business listings. [Source: STAT Analytics]
3. 68% of people contact a business directly from search results. [Source: Search Engine Land]

Pug Pro Tips

- Keep things simple (Occam's razor)
- The 80/20 Rule
- If it's worth doing, it's worth tracking
- Nominate a champion
- Ask for help!



How do I get started?



Textbook Setup for Best Results

Business Name

Include "storage" or "self storage" if possible

Address

"Rd" vs "Road", "St" vs 'Street"

Phone

(XXX) XXX-XXXX

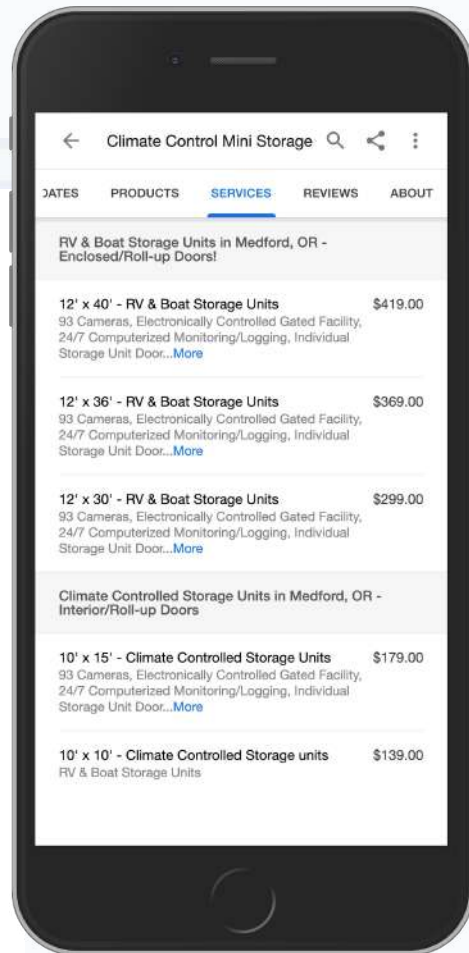
Main objective: **Be Consistent**

Listing Optimization

Primary Category: "Self-storage facility"	Secondary Categories: "RV storage facility, Storage facility, Moving and storage service, etc"	Service Area: cities, zip codes, neighborhoods	Business Hours: Include call center availability
Primary Phone: Use a call tracking number	Additional Phone: Add call center, toll-free, or local numbers	Website: Link to a location-specific page on your website.	Website Pug Pro Tip: add UTM parameters for better tracking!


Services

Self-storage facility	
Primary category	
12' x 40' - RV & Boat Storage Units	
\$419.00	
93 Cameras, Electronically Controlled Gated Facility, 24/7 Computerized Monitoring/Logging, Individual Storage Unit Door Sensors/Alarms, Unique 7-Digit Gate Codes, 3 Facility Access Points, All-Block/Metal Construction, On-Site Resident Manager, Friendly Staff, Automated Bill-Pay Options	>
12' x 36' - RV & Boat Storage Units	
\$369.00	
93 Cameras, Electronically Controlled Gated Facility, 24/7 Computerized Monitoring/Logging, Individual Storage Unit Door Sensors/Alarms, Unique 7-Digit Gate Codes, 3 Facility Access Points, All-Block/Metal Construction, On-Site Resident Manager, Friendly Staff, Automated Bill-Pay Options	>
12' x 30' - RV & Boat Storage Units	
\$299.00	
93 Cameras, Electronically Controlled Gated Facility, 24/7 Computerized Monitoring/Logging, Individual Storage Unit Door Sensors/Alarms, Unique 7-Digit Gate Codes, 3 Facility Access Points, All-Block/Metal Construction, On-Site Resident Manager, Friendly Staff, Automated Bill-Pay Options	>
10' x 15' - Climate Controlled Storage Units	
\$179.00	



Products


Climate Control



10' x 10' Storage Unit

\$129.00


This temperature controlled unit can either be heated or cooled to preference and is equipped with security cameras.



10' x 15' Storage Unit

\$179.00

This temperature controlled unit can either be heated or cooled to preference, with the 10' x 15' being the largest climate control unit.



Add product photo

Product name

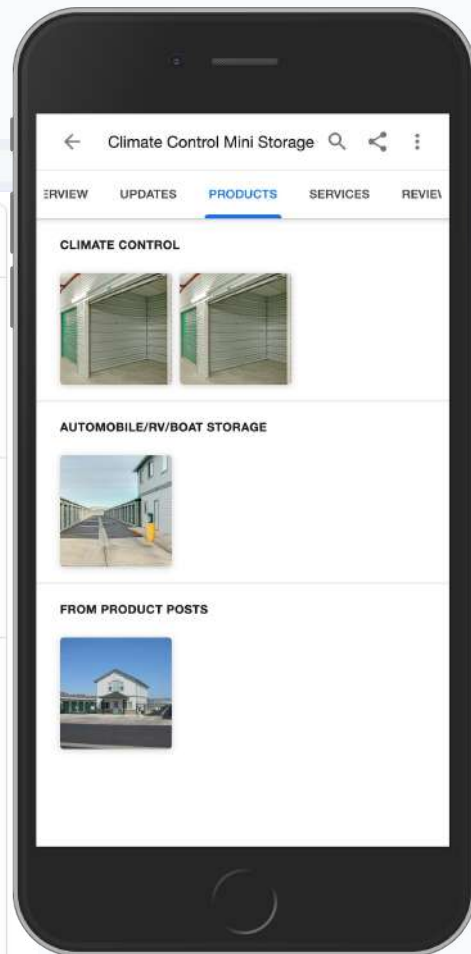
0 / 58

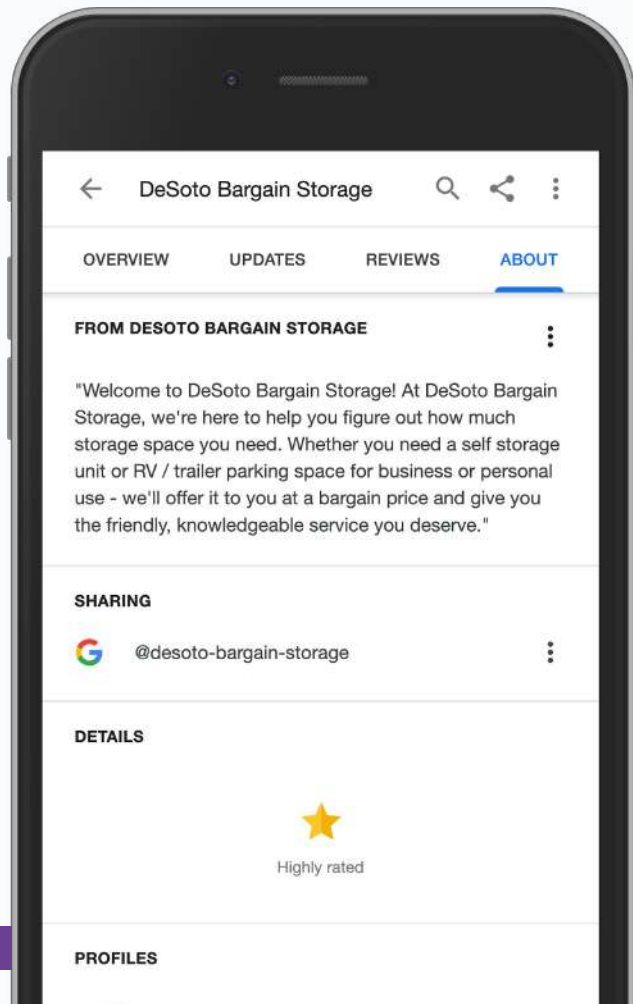
Climate Control

☒ Fixed price

☐ Price range

Product price (USD)





Business Description

Guidelines:

- It should be written with prospective customers in mind (people who know nothing about your business).
- Focus on the business as a whole, rather than specific products/services or promotions.
- Use the most important keywords that people would generally search for to find your business.
- Remember: you are writing for humans. Not search engines.
- There is a 750 character limit.

Listing Optimization

Business Attributes: Veteran-led, Women-led, etc	Shortcode: https://g.page/StoragePug	Store Codes: Applies only to multi-location businesses	Labels: Organize your locations into groups	Google Ads Locations Extensions Phone: Local number only
---	--	--	--	--



Who is
100%
optimized?

**Storage Queen USA Self Storage
Facilities with Your Storage ...**

We offer a wide variety of climate controlled,
household, business & commercial self storage,,

<https://www.storage.com/>

**Storage Masters
O'Fallon**



Providing Friendly, Personal
And Secure Self-Storage
Solutions At An Affordable
Price. Conveniently Located.



NEX Extra Self Storage Facilities...

We offer a wide variety of climate controlled,
household, business & commercial self storage,,

<https://www.storage.com/>

But wait, there's more!

- Photo Optimization
- Local Landing Pages vs Generic Homepage
- Schema.org and Structured Data



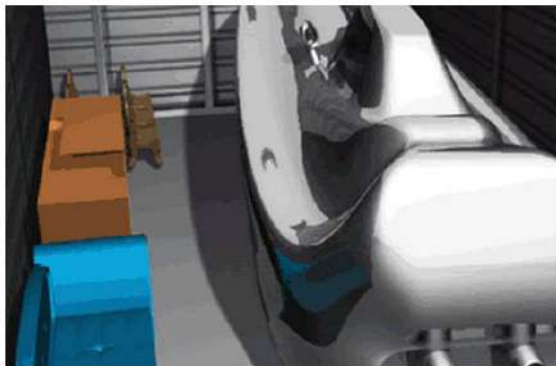
Bonus

More Photos, More Traffic



Your 26 photos got 2488 total views in the last month

This was your most popular photo in that period:



336 views

90% of customers are more likely to visit a business that has added photos to their Google listing.*

Showcase Your Facility on Google My Business



Overview

By owner

By customer

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](#)



Interior

Showcase the look and feel of your business with interior photos.

[Add photos](#)



Exterior

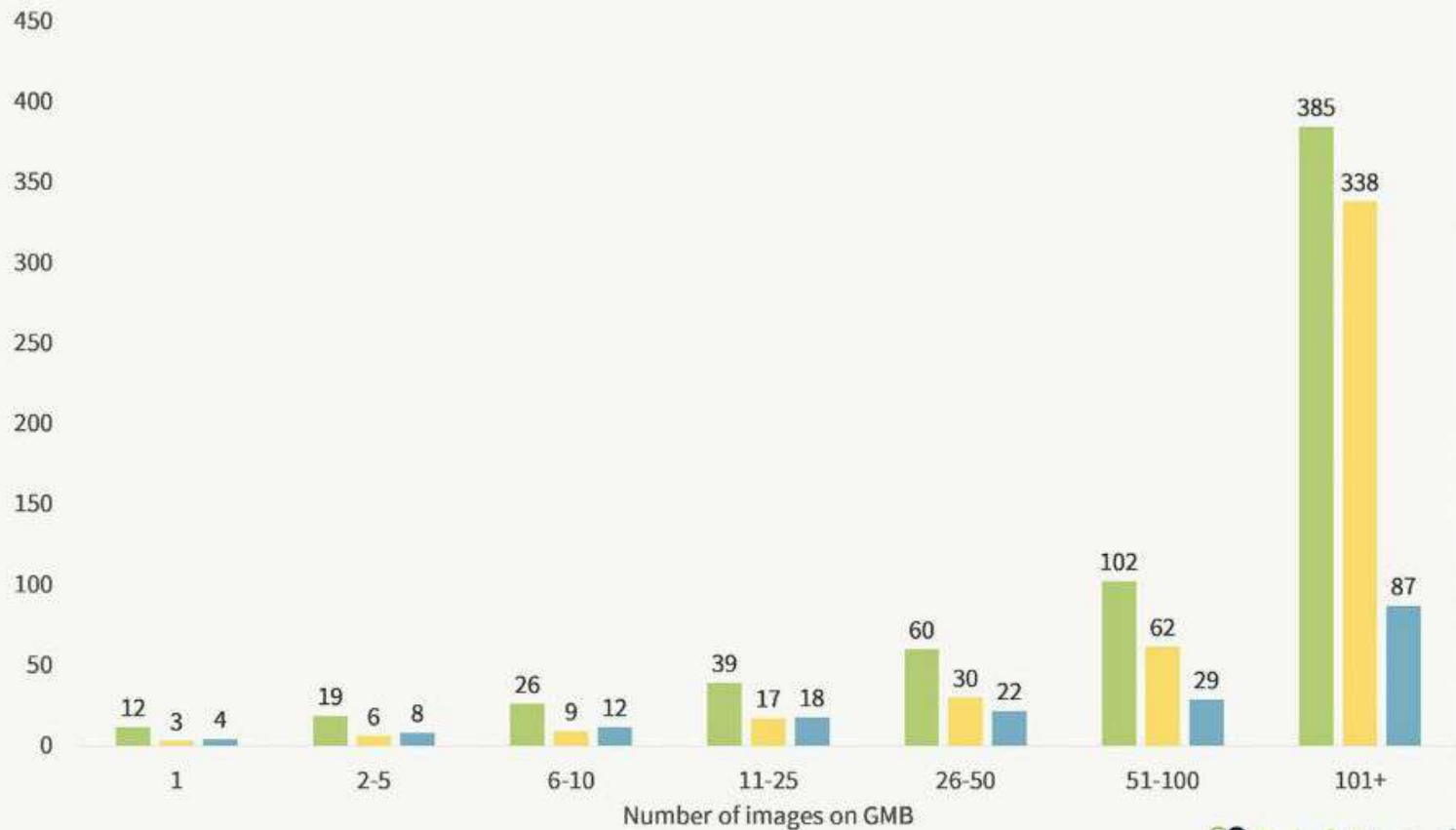
Exterior photos make it easier for customers to spot your business in real life.

[Add photos](#)

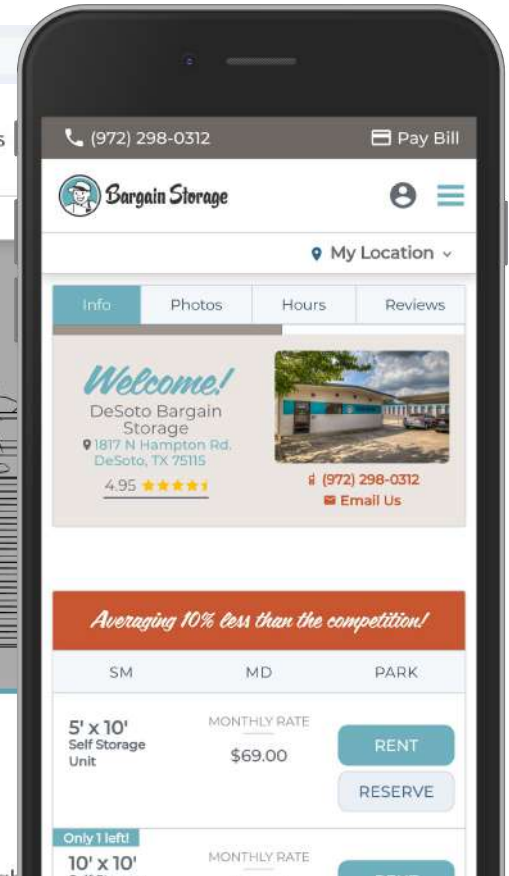
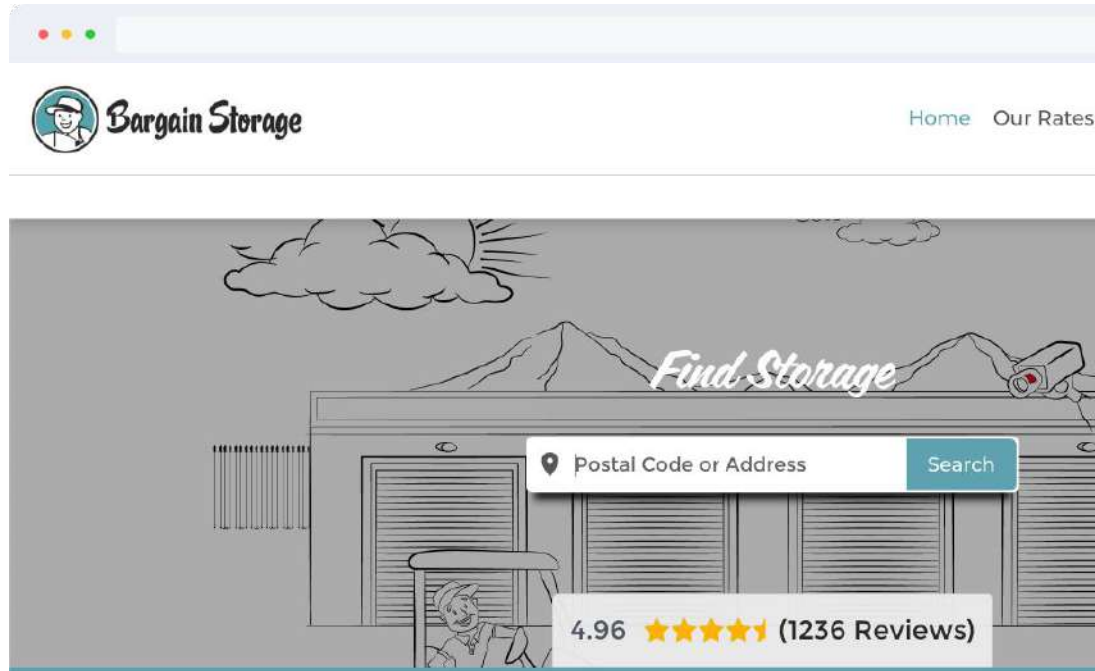


Average monthly customer actions by number of images

Website visits Direction requests Calls



Local Landing Pages



A person is seen from behind, pushing a metal shopping cart through a long, narrow aisle in a warehouse or storage facility. The aisle is lined with tall, stacked boxes on both sides, creating a sense of depth. The lighting is somewhat dim, and the overall color palette is muted, with a purple tint overlaid on the image.

PUG PRO TIP #2

Educated customers convert better. Everytime.

The more you info about your business that's available, the more likely customers will trust you when they need self storage.

How do I get started?



☰

self-storage

🔍

✕

Classification ▾

⚙️ More filters

Extra Space Storage ▾

Ad 4.9 ★★★★★ (50)

Standalone Storage Facility ·
2072 Western Ave
Open until 18:00

[Web site](#)[Directions](#)

Wilson Road Self Storage

3.7 ★★★★★ (10)

Self - Storage Facility · 2019 Wilson Rd

[Directions](#)

Tillery Self Storage

4.3 ★★★★★ (23)

Standalone Storage Facility ·
115 Tillery Rd
Open until 17:30

[Web site](#)[Directions](#)

CubeSmart Self Storage

4.0 ★★★★★ (47)

Standalone Storage Facility ·
6001 Clinton Hwy
Open until 18:00

[Web site](#)[Directions](#)

Metro Self Storage

4.2 ★★★★★ (54)

Standalone Storage Facility ·



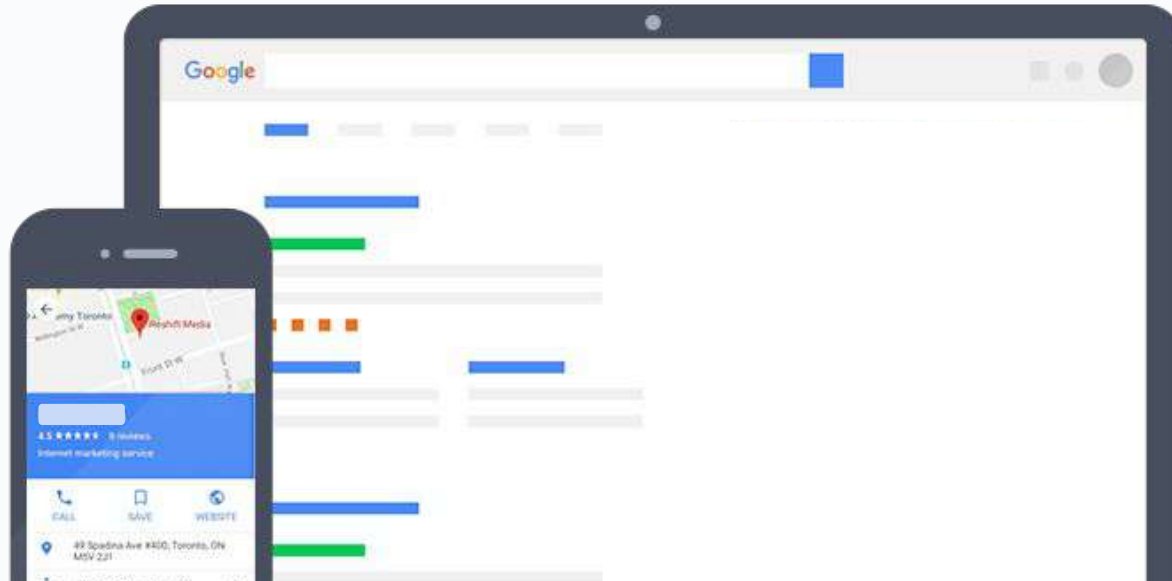
Citations

- Citations are any online mention of the name, address, and phone number for a local business. Citations can occur on local business directories, on websites and apps, and on social platforms.
- The accuracy and total number of citations are a key factor in the visibility of your listing.

Bare Minimum Citations

Yelp
Facebook
Apple Maps
Bing Maps

Reminder: Be Consistent!



Additional Citations

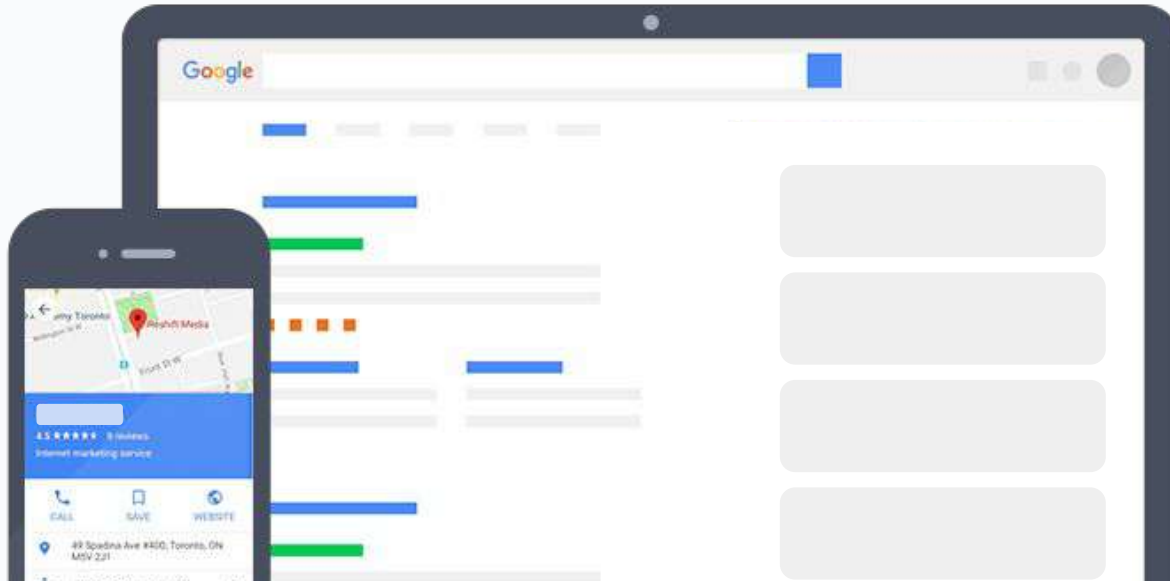
Manually claim

Moz

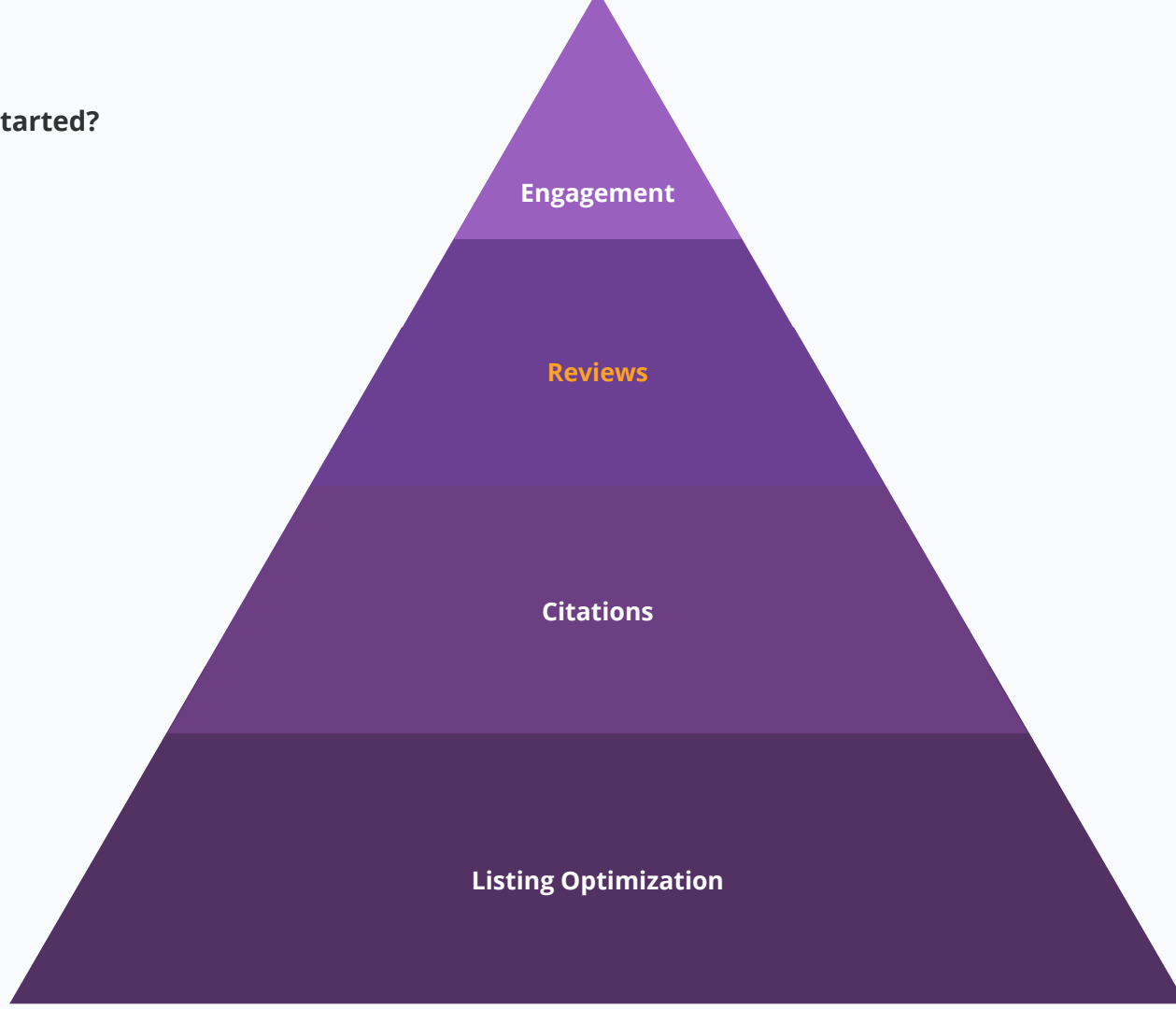
Brightlocal

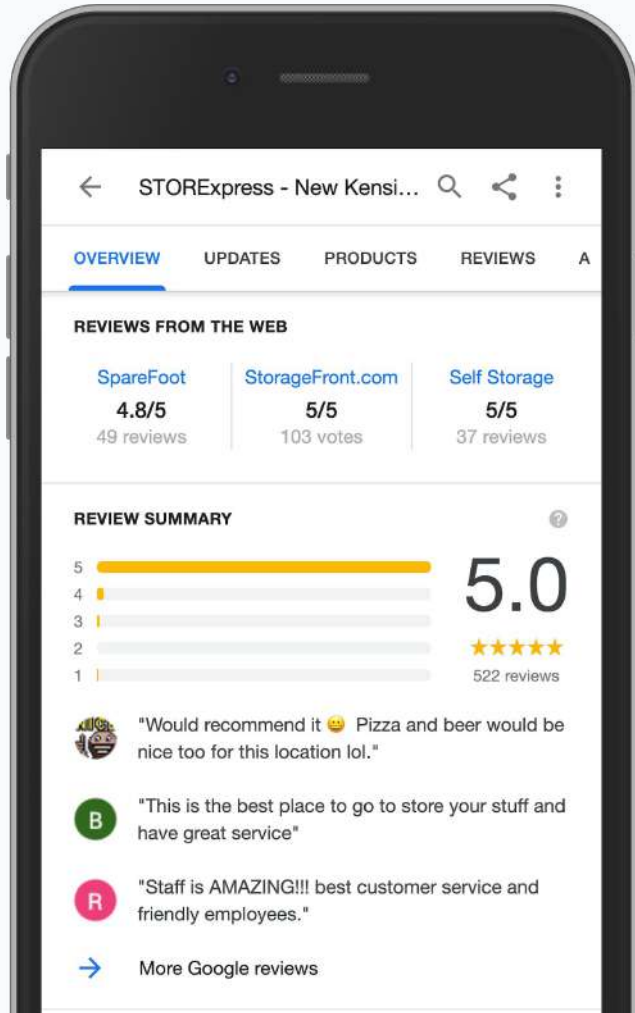
Outsource

Tip: The more, the better.



How do I get started?





Reviews

- Social proof
- 97% of people read reviews for local businesses
- Ask for reviews
- Respond to each and every review

A person is seen from behind, pushing a metal shopping cart through a narrow aisle in a warehouse. The aisle is lined with tall stacks of cardboard boxes on both sides. The person is wearing a dark shirt and light-colored pants. The lighting is somewhat dim, and the overall tone of the image is muted, with a purple overlay.

PUG PRO TIP #3

How to Respond to Bad Review Online

“I’m sorry to hear that you were not happy with [our service/policy/bill]. I would like to discuss this issue with you in more detail to find a solution that meets your needs. Please call me at xxx-xxx-xxxx or email directly at your@emailaddress.com at your earliest convenience.”

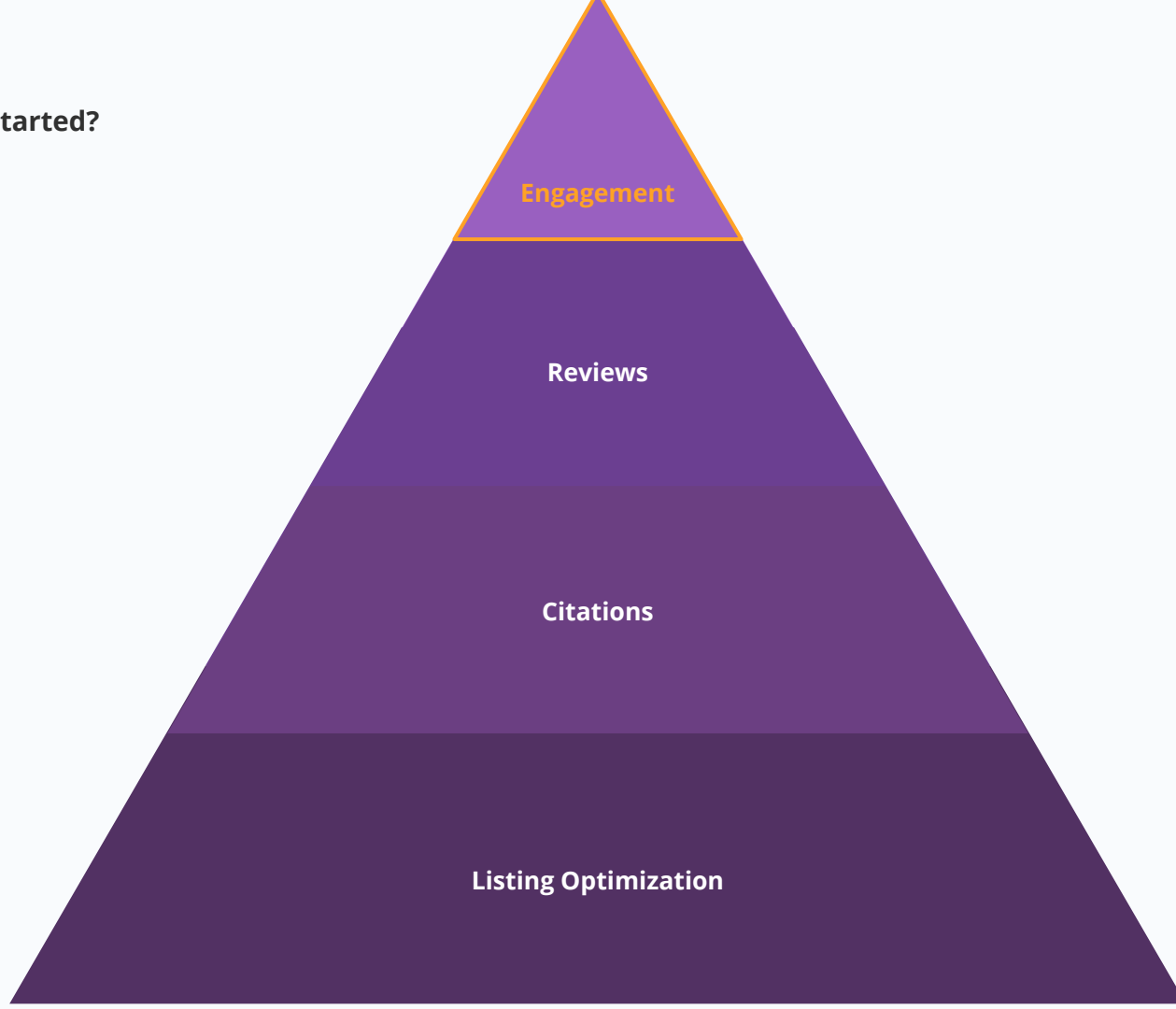


Tips for Getting Reviews

- Simply Ask
- Incentivize Managers
- Website and Online Tools
- Send Text messages and emails

**Don't get
penalized! Don't
pay for reviews.**

How do I get started?



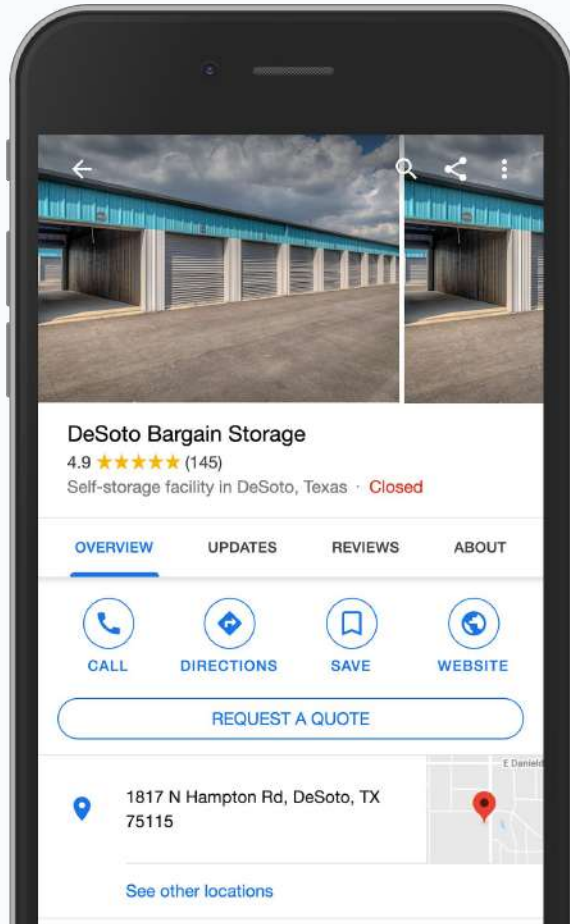
Customer Engagement

- Call you
- Message you
- Ask questions
- Post reviews
- Find your offers and pricing
- Request a quote
- Book an appointment

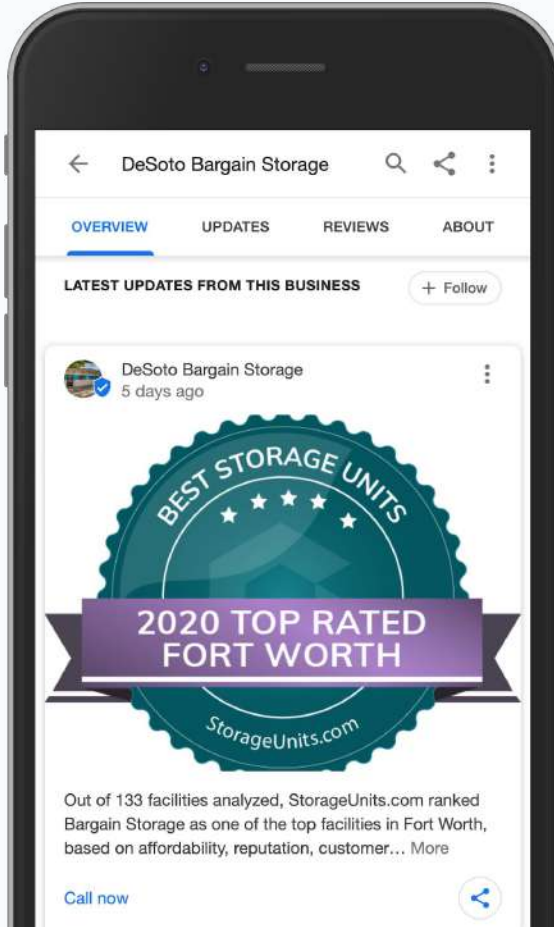
Customers can do all of this without ever going to your website!



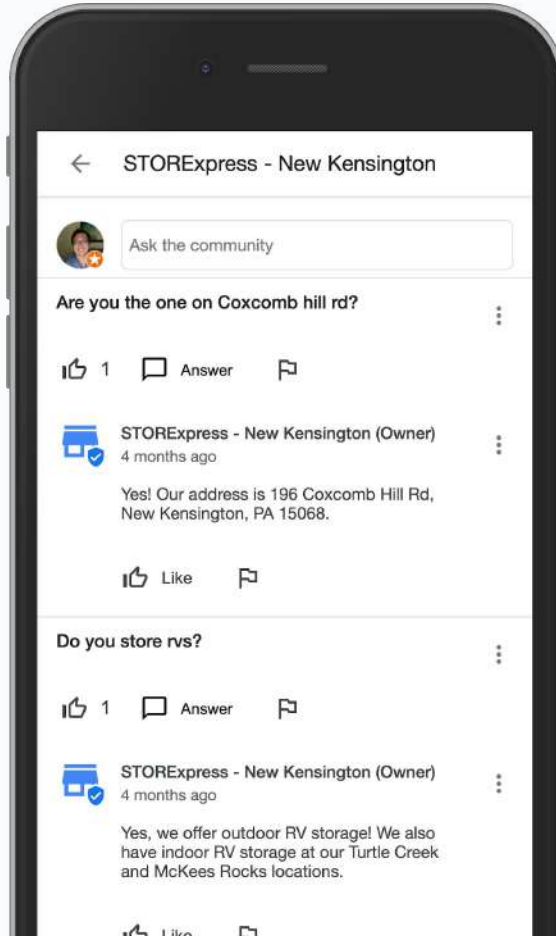
Request a Quote



GMB Posts

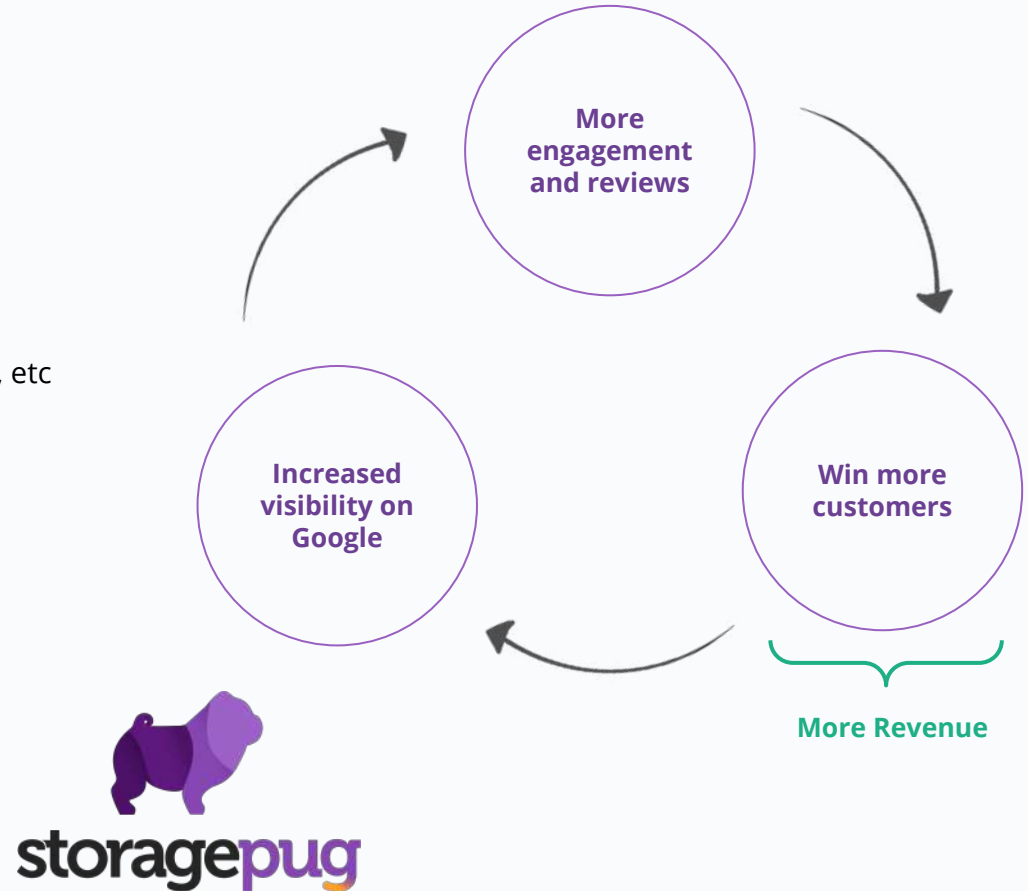


Customer Q&A



Execution Plan

1. Verify all your locations in GMB
2. Ensure an accurate and complete profile
3. Add products and services
4. Update citations on Yelp, Apple Maps, Bing, etc
5. Post once per week on GMB
6. Add photos of business, staff, amenities
7. Respond to ALL reviews
8. Get more customers!





Key Takeaways

- At minimum, optimize your listing
- Increased engagement leads to increased visibility
- Google loves listings that take advantage of available tools



Thank you! 🙌

Any Questions?



Made with love in Knoxville, TN

- Founded in 2017 by Matt, Richard, and Tommy
- 14+ years of self storage experience
- Family-owned storage facility
- Tech background



The StoragePug Toolkit



StoragePug works with self storage operators to **increase** revenue, **empower** your manager, and **gain** customer loyalty with our Self Storage toolkit.

Partnership



INSIGHTS PARTNERSHIP

Website and Marketing Toolkit

- ✓ Easy Online Rentals
- ✓ Fast Units Management
- ✓ Insights Data
- ✓ Text Messages for Reviews
- ✓ Save Time and Stress
- ✓ Call Tracking
- ✓ Love and Support Built-in
- ✓ Modern, Responsive Design



Get in touch

tommy@storagepug.com

833-786-7784

storagepug.com/quiz