



# LOCAL LISTINGS STARTUP GUIDE

BOXCRUSH®

## Local Is the Focal Point

You did the hard part: opened a business. But there's one big potential problem. What if no one can find you? You have to curate your online presence to let people know where you are and how to get in touch.

BoxCrush has tips for creating a strong local presence online, starting with your Google Business Profile. Google has immense power on the Internet. BrightLocal completed a [Local Consumer Review Survey for 2024](#), and it shows that 81% of consumers rely on Google to evaluate a local business. Instead of fighting the power, use it!

### Establish Your Profile

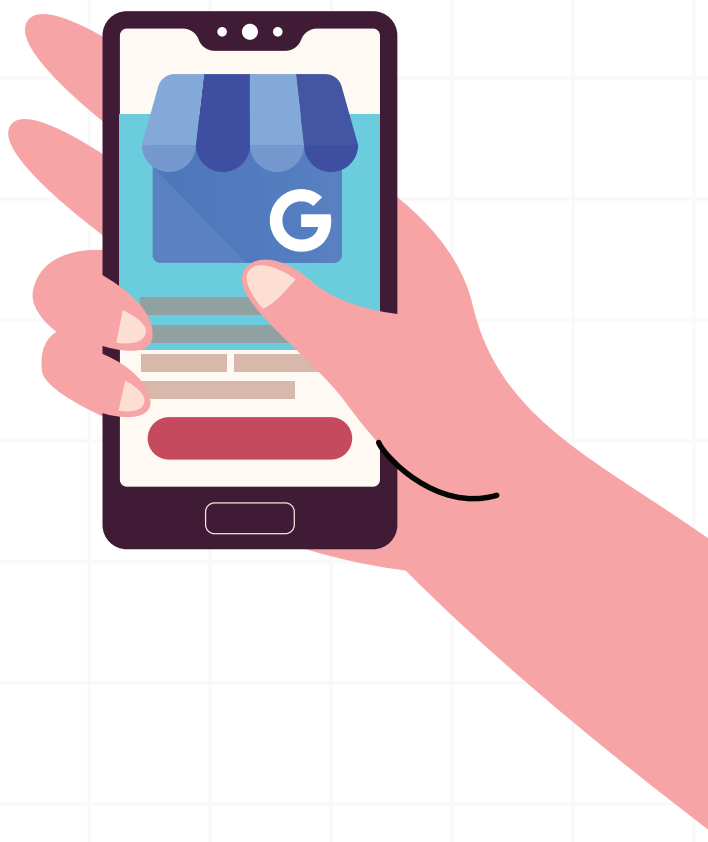
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Navigate to [Google Business Profile - Get Listed on Google](#) to start building your free profile. There are prompts to guide you through the process, so do your best to follow them closely.

Google rewards detailed and up-to-date information with better rankings, so be sure to fill in everything you can.

#### Pro tip!

Do you have more than one location? You'll need to create a profile for each location and get it verified. It is a necessary step to ensure that search engines return the correct location for searchers.



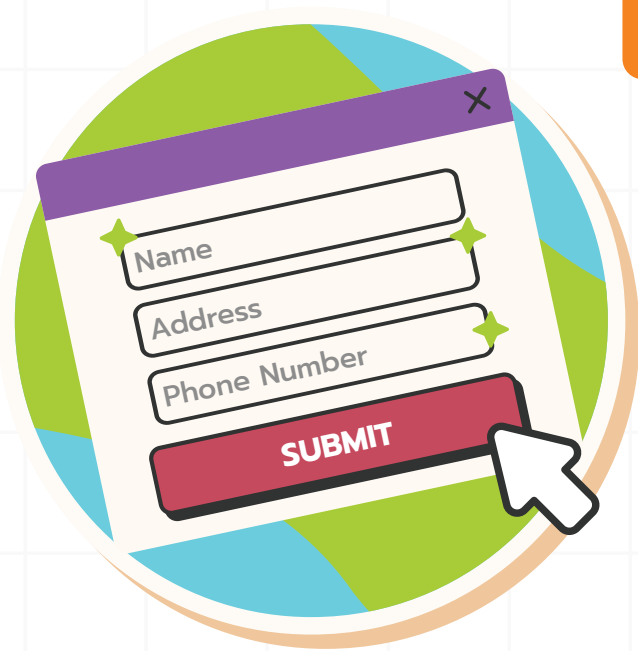
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### Be Consistent

Consistency is key when you're building your digital profiles across multiple platforms. Use a simple acronym to remember 3 key components, NAP:

- N**=name
- A**=address
- P**=phone number

Your NAP has to be exactly the same wherever you use it. That includes any abbreviations, suite numbers, phone extensions, etc. It adds authority to other profiles you create and also helps avoid confusion for anyone trying to find or contact your business.



### Add All Relevant Information

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When we say all, we mean all. You want any potential customer or client to know top details about you. Be sure to include:

- Hours of operation
- Your email address
- Your website URL
- Social media links
- Any special amenities

#### Pro tip!

Update your hours of operation for holidays. Otherwise, Google will put a disclaimer about holiday hours being different. Stay one step ahead of Google!



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### Show Off

If your business is successful, there's no reason to hide it! Show off anything and everything you earn. Include:

- Local accolades
- Awards
- Certifications
- Partnerships

Think of your GBP as your resume. Make yourself the obvious choice for anyone who comes across your profile.



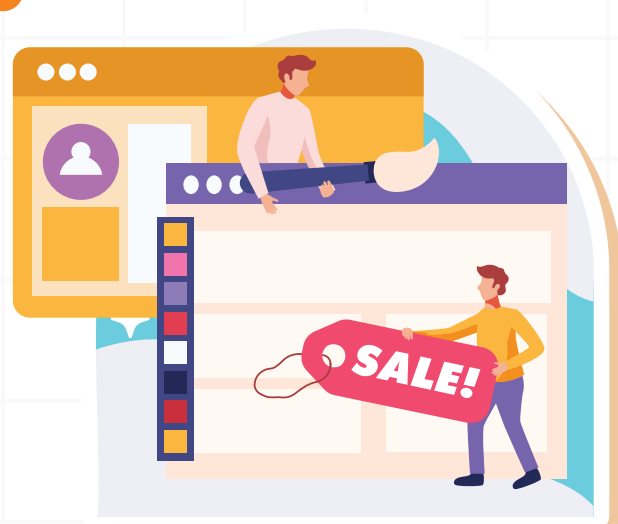
### Personalize

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When you build your profile, think beyond the words. You need visual impact. In fact, HubSpot reports that [47% of marketers use images in their marketing strategy](#).

You need customers to instantly recognize your brand, and you can help create that recognition with a few additions to your GBP. Be sure to add:

- Your logo
- A branded cover photo
- Photos of your location
- Photos featuring your products or services



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### Follow Google's Guidelines

No one knows Google quite like Google. They have a long list of helpful guides and step-by-step instructions for creating and managing your profile.

- [How to verify or claim your business](#)
- [Guidelines for representing your business](#)
- [Photo and video requirements](#)
- [Address guidelines](#)
- [Accessibility attributes](#)
- [Everything about managing reviews](#)



You created your Google Business Profile. But the work doesn't stop there. You'll need ongoing updates to support SEO, regular profile audits, description optimizations, targeted geomodifiers, and you'll have other local listing platforms to manage. You don't have to take it on alone.

#### Talk to your partners at BoxCrush.

You focus on running your business. We focus on bringing you more customers to keep it growing.