THE ULTIMATE GUIDE TO GOOGLE MY BUSINESS FOR PEST CONTROL COMPANIES

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The Ultimate Guide To Google My Business For Pest Control Companies

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Looking to make the most out of Google My Business for your pest control company?

Well, you're at the right place!

This guide will outline the exact steps you need to take in order for your company to get the most out of their Google My Business listing.

Each month, there are **110,000 searches** for pest control companies in the United States. Follow this guide and you are sure to see more of those searchers click through to your business listing.

Ready to get started?

Let's go!

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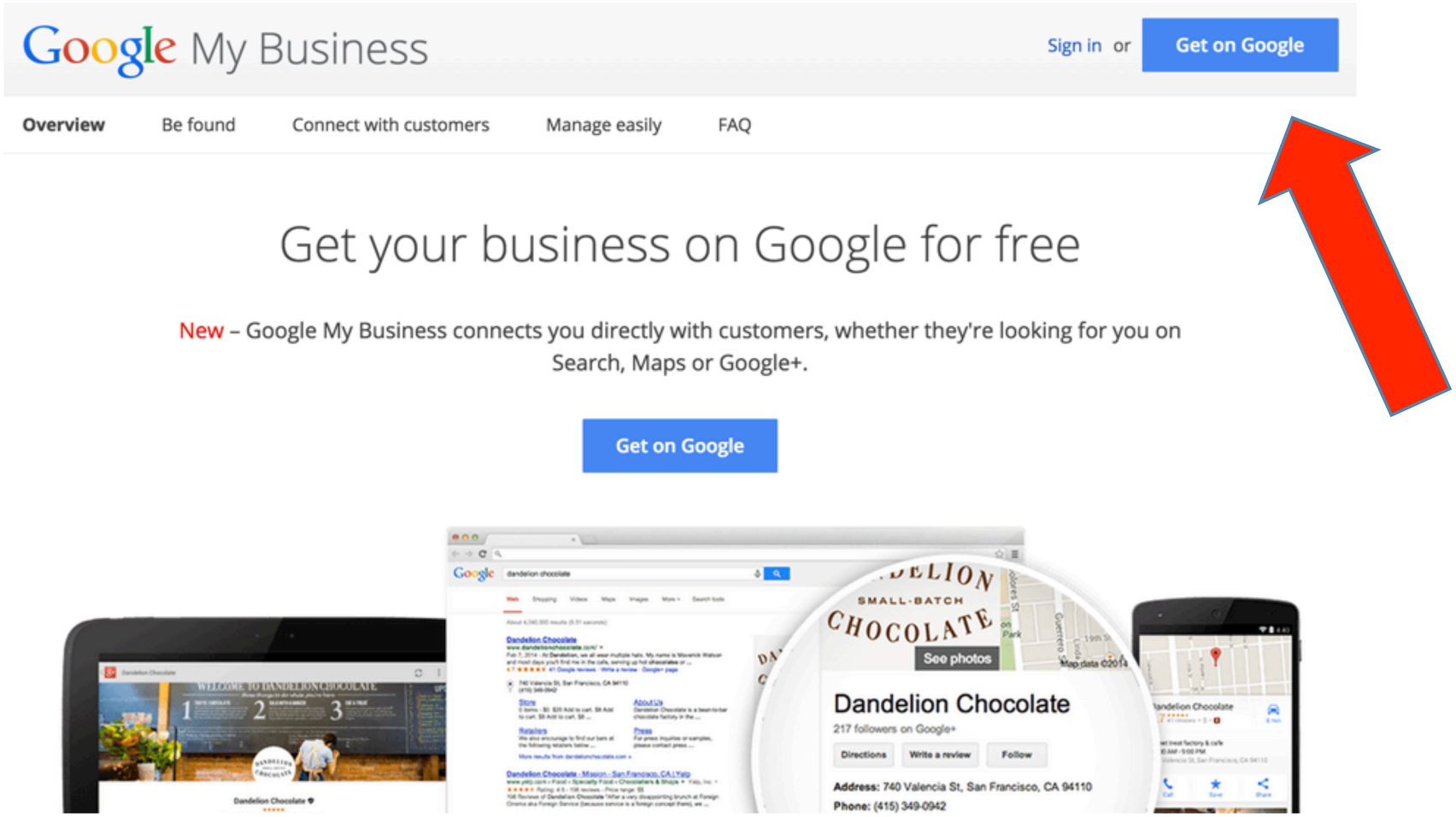
BEFORE YOU GO ANY FURTHER, MAKE SURE YOU READ THIS:

If you haven't done anything on Google before, you need to setup a Google My Business account. To do that go here: www.google.com/business/ and click on Get On Google and then setup your account.



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ALREADY HAVE A GOOGLE ACCOUNT?

If you previously used Google Places for Business or Google+ Pages Dashboard to manage your business information, your account has been automatically upgraded to Google My Business. Google My Business makes it easier than ever to update business information across Google Search, Maps and Google+.

Go ahead and sign in at https://www.google.com/business/.

Use the email address and password that you used to setup your initial Google Places or Google+ account.

If an outside company set this up for you, request this login information from them. Google is a huge marketing channel and this is your business, so you need to maintain control over your marketing assets such as this.

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Hello
my name is

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1. Use your legal business name and not a nickname or abbreviation.

Don’t include any keywords in the business name either. Doing either reduces trustworthiness in Google’s eyes, and creates a listing that contradicts other directories, which is important and will be discussed in #7.

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2. Make sure that the physical address of your business is the same one that the US Postal Service uses, right down to spelling out the word “Road” if that is what they do. Again, see #7 for more info.

Use the Lookup A Zip Code tool at USPS.com to find out this address info for your business.

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3. Use a local number and not a 800 toll free number. You want to strengthen Google's perception that you are a local business servicing local customers, which means you will show up in local search results. So use a phone number with the area code that you want to rank for.

Sorry We're

CLOSED

Item #098012

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4. Add your hours of operation. Your customers want to see this information, and Google wants as much of your listing filled out, so don’t skip over this part.

This also has a nice little side benefit: when customers click on your listing and it is during your business hours, a nice “Open Now” message appears right under your business hours.

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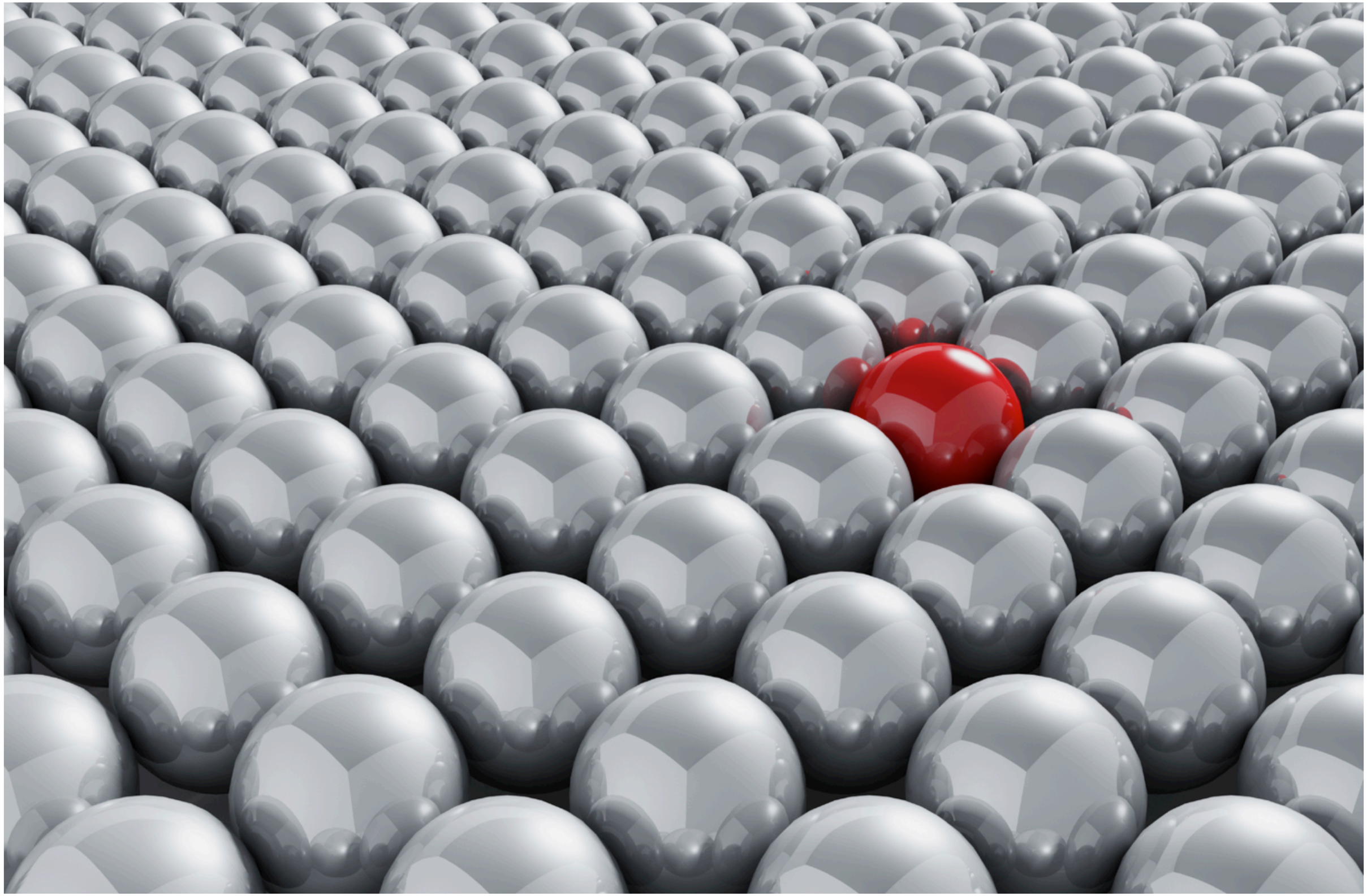

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5. Create a detailed description of your business. Remember, Google does not want to see anything that appears spammy, so don’t include URLs, store codes, or phone numbers in this section.

And don’t make claims like “The best pest control company in town!” You can give more detailed information about your service, such as “We only use organic pest control sprays when treating pests.”

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6. Obviously, you need to list your website address, so make sure you enter it correctly.

If you do not have a website yet, then building one MUST become your highest priority!

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NO NAME
NO BUSINESS

NO ADDRESS
NO PHONE
NO WORRIES
NO MONEY

JUST TIRED

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7. You need to get NAP Citations to improve your rank. NAP stands for Name, Address, Phone number, and you receive a citation when someone lists this information for your business out on the internet.

However, it is CRITICAL that the citation listings for your business MATCH what you have listed in your Google My Business listing in order for them to count. It has to be an EXACT match.

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That is why we recommend you use your legal business name, your USPS version of your address, and one phone local number per location.

You are probably wondering, “How do I get these NAP citations?”

Well, you have two options:

NAP DIY Route - Make citation building a priority, using the same NAP information for each one. Here are the best places to get citations:

- your website footer
- yellowpages.com
- superpages.com
- servicemagic.com
- yelp.com
- local.yahoo.com
- local.terminix.com
- bbb.orgorkin.com
- pestexterminator.com
- citysearch.com
- facebook.com
- manta.com
- merchantcircle.com
- switchboard.com

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NAP DFY (Done For You) Route – There are two services that we recommend:

1. Whitespark Citation Finder
2. Moz Local

Both of these services will help you get local citations. They each go about it differently, so we recommend you do your research on which would be best for your business. But you can’t go wrong with either.

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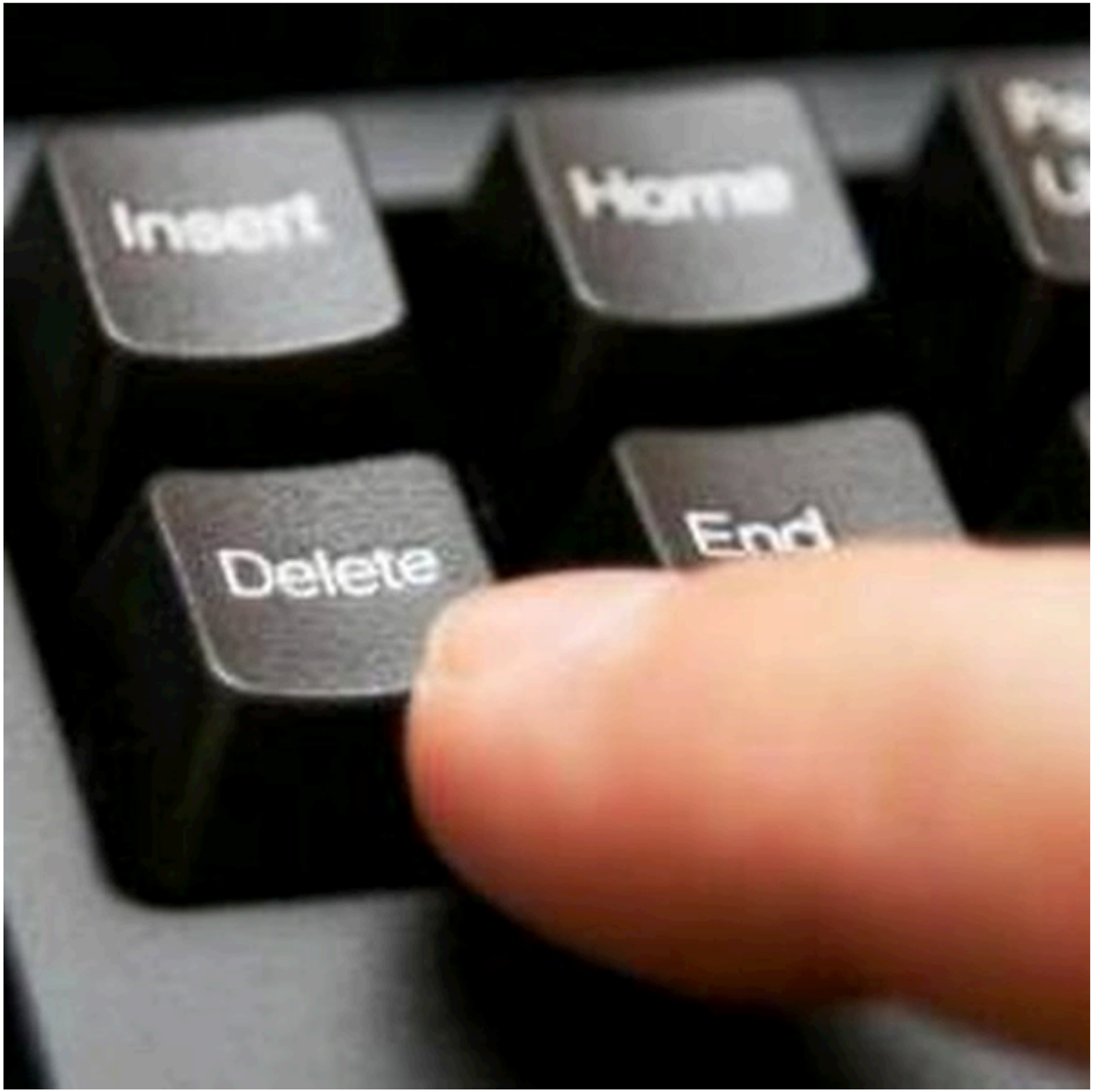

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8. Kill duplicate listings. If you find them in Google My Business or in other directories, you need to get rid of any duplicates.

Duplicates are bad for a number of reasons:

- You never know which one will rank higher
- Google won’t know which one to trust
- Bad data from a duplicate can spread across to other directories

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9. Encourage your customers to leave reviews. Google uses reviews to rank your listing and this is a great free way to move up towards the top.

Just don’t offer customers incentives to leave reviews, as that’s a no-no in Google’s book. Simply ask or remind them, and use this great handout provided by Whitespark to generate reviews.

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10. Add photos of yourself, your leadership team, your applicators, your vehicles, even your office! You want to give your customers a sense of knowing who you are even before you meet them.

Photos go a long way, and Google loves to include photos in local results!

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Conclusion.

The competition for pest control business is fierce. This guide is your weapon in the battle for clicks on Google.

Implement the strategies outlined in this guide and watch the new business start pouring in.

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