

MARKETING MEETING

JULY 29TH

GOOGLE BUSINESS PAGES

GOAL

Help every agent claim, optimize, and use their Google Business Profile to drive more visibility, reviews, and leads.

WHY GOOGLE BUSINESS MATTERS

- Local Visibility = Leads
 - 86% of people use Google Maps to find local businesses
 - When someone searches “Realtor in [Area],” a well-optimized Google Business profile helps you show up
- Boosts SEO & Trust
 - Profiles with reviews, recent posts, and updated information rank higher and convert better
- Credibility & First Impressions
 - Your profile often shows up before your website
 - Think: modern-day business card

HOW TO SET IT UP

- Go to google.com/business
- Log in with your business email
- Search for your name/business
- Click “Add your business to Google”
- Pro Tip: Use your first and last name + brokerage for the business name
(ex. Sarah Currier - The Fitzpatrick Team at REMAX Results)
- Choose a category: Realtor, Real Estate Agent, etc.
- Service areas: List towns/cities you serve
- Address
- Phone number and website: Mobile number and your agent landing page
- Verification: Usually via postcard or email

OPTIMIZATION BEST PRACTICES

- Profile Photo
 - Professional headshot
- Cover Image
 - Branded or local photo - options in Canva! →
- Logo
- Business Hours
 - Even if you're available by appointment
- Business Description (SEO-friendly + local keywords)
 - Ex: “Helping buyers and sellers across Newport County, specializing in coastal homes, military relocation, and first-time buyers.”
- Add Services
 - Listing Agent, Buyer Representation, etc.



ONGOING OPTIMIZATION

- Post once a week
 - New listings
 - Open houses
 - Sold properties
 - Local updates
- Ask for reviews after every transaction
 - Send your custom Google review link
- Respond to reviews — always!

PRO TIPS FOR REALTORS

- Use keywords in your business description and posts
 - “Middletown RI Realtor”
 - “Waterfront Homes”
 - “Military Relocation”
- Upload photos regularly
 - Homes
 - Events
 - Pictures of you
- Post updates like a mini social media feed
 - Just listed
 - Open houses
- Link it in your Linktree

IMPLEMENT

- Claim or verify your Google Business page
- Upload your headshot and cover photo
- Add your service areas and description
- Locate and save your custom Google review link

ONE PAGER



GOOGLE BUSINESS CHECKLIST

STEP 1: SET UP OR CLAIM YOUR PROFILE

- Go to google.com/business
- Log in with your business email
- Search for your name, click "Add your business to Google."
- Business Name: Use your name + brokerage
- Example: Sarah Currier - Fitzpatrick Team at RE/MAX Results
- Category: Real Estate Agent
- Add service areas (towns/cities you work in)
- Choose to show or hide your address
- Add your phone number and website
- Verify your business (via postcard or email)

STEP 2: OPTIMIZE YOUR PROFILE

- Professional headshot
- Cover photo (branded or local)
- Brokerage logo
- Business description
 - Example: "Helping clients buy and sell in Newport, Middletown, and Portsmouth — with a focus on coastal homes, military relocation, and first-time buyers."
- Services (ex. Listing Agent, Buyer Rep)
- Business hours (even if by appointment)

STEP 3: KEEP IT ACTIVE

- Post updates weekly: Just Listed, Sold, Open Houses, Local Events
- Ask for reviews after every transaction
- Find your custom review link in the "Get More Reviews" section of your dashboard
- Respond to every review — it shows you're engaged and professional

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