

Self Storage

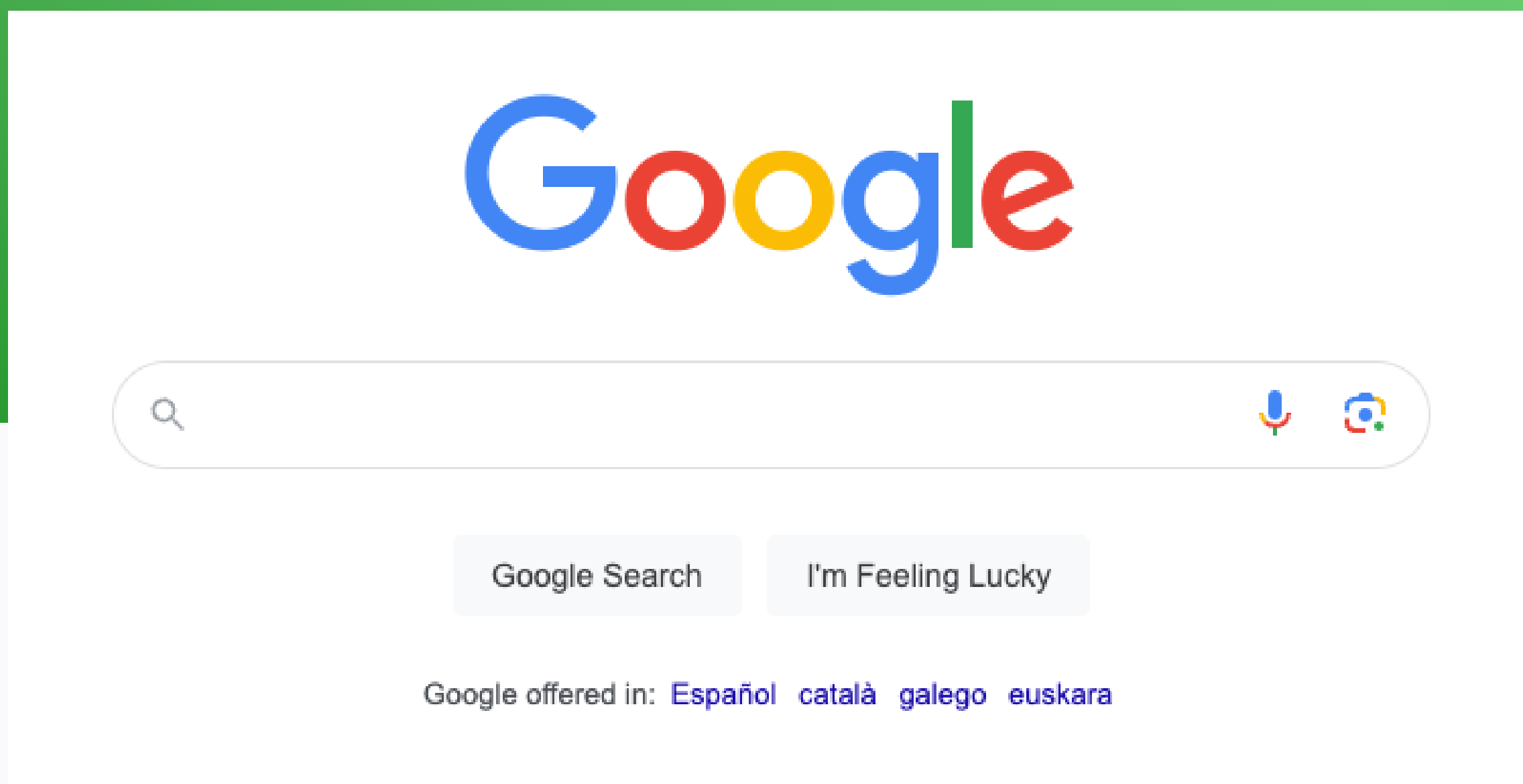
Google Business Profile Playbook

storagepug

2024
EDITION



How to Use This Book



StoragePug's Google Business Profile Playbook is a comprehensive guide to Google Business Profiles for self storage operators. It explains to readers what GBP is, what it includes, and how to make the most of it.

More importantly, following the chapters in the Playbook will walk you through how to set up and manage your Google Business Profile.

We start with basic introductions and instructions. Each chapter digs a little deeper. By the end, you'll be a GBP pro!

I'm not really sure what GBP is or why I need it

You're in luck! Start reading at **Chapter 1** and you'll be an expert in no time.

I know what GBP is and need help setting it up

If you know what Google Business Profile is and don't want a refresher on why it matters, skip to **Chapter 3!**

I have a GBP already and need help making it better

If you've already got a profile set up and want to take it to the next level, move on to **Chapter 4** to get started.

How to manage your GBP

If you ever need to manage your existing GBP, you can do so by navigating to google.com/business (OR business.google.com) and clicking the blue "Manage now" button while logged in to your Google account.

Not every section of this playbook will walk you through logging into your account and finding the management options. We'll cover optimization, best practices, and even SEO!

Our Game Plan

There's the right way to set up a Google Business Profile, and there are lots of wrong ways. In this eBook, we'll go over how to set up GBP to maximize exposure, generate leads, and get more customers.

We'll cover:

- What is Google Business Profile
- Textbook setup for best results
- Weekly and quarterly tasks
- Expert-level tips and tricks
- How Google rankings work

LEARN HOW GBP CAN HELP YOU MAXIMIZE YOUR EXPOSURE AND HIT YOUR OPTIMAL OCCUPANCY.

- Chapter 1.** What is Google Business Profile?
- Chapter 2.** Why does it matter?
- Chapter 3.** How do you create a profile?
- Chapter 4.** Adding photos and videos
- Chapter 5.** Getting the most out of your GBP
- Chapter 6.** Things to do every week and every quarter
- Chapter 7.** Local SEO and increasing your rank

Let's start down the path to Google Business Profile stardom!

Chapter 1.

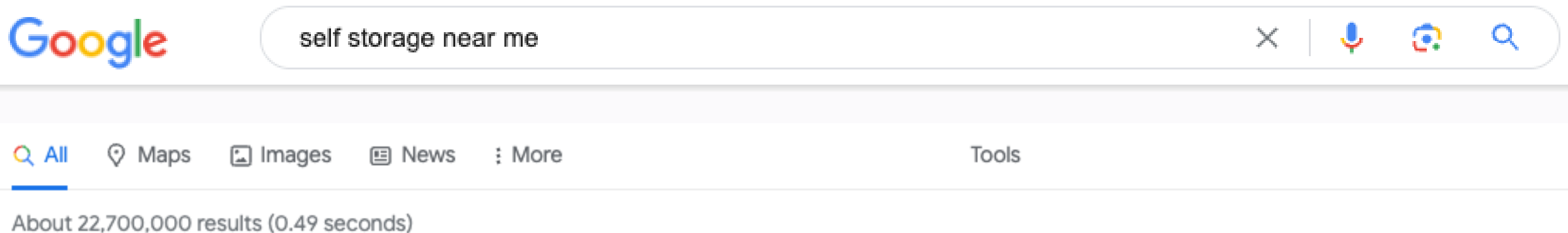
What is Google Business Profile?

Google Business Profile (or GBP) is a digital listing service that Google has created for local businesses. You may know it by a variety of other names:

- Local Business Center
- Google Places
- Google+ Local
- Google My Business

All of these are just earlier versions of what is now Google Business Profile. They're Google's attempt to connect users with local businesses.

GET TO KNOW THE GOOGLE RESULTS PAGE



Once you type a search term and hit enter, Google takes you to a list of search results. This is the Search Engine Results Page (SERP). It's broken down into three sections:

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

The first results most searchers see are ads—in fact, the first "page" of a mobile search is almost always ads.

After ads come Google Business Profile listings.

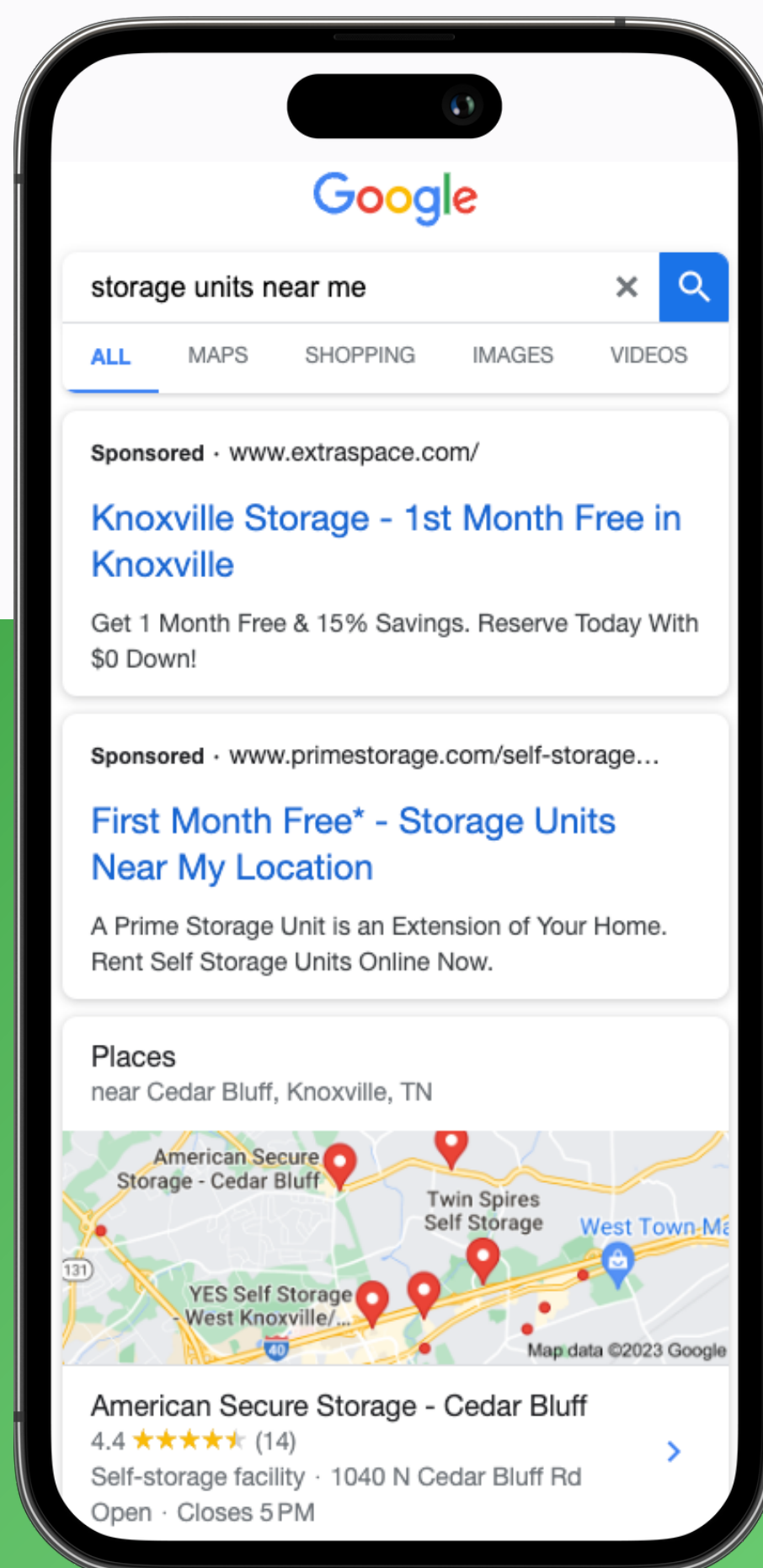
THEN come organic website results. All those blue links that have always characterized a Google results page? Those are called organic results. On mobile devices, users have to scroll 2-3 screens down before they see the first organic result!

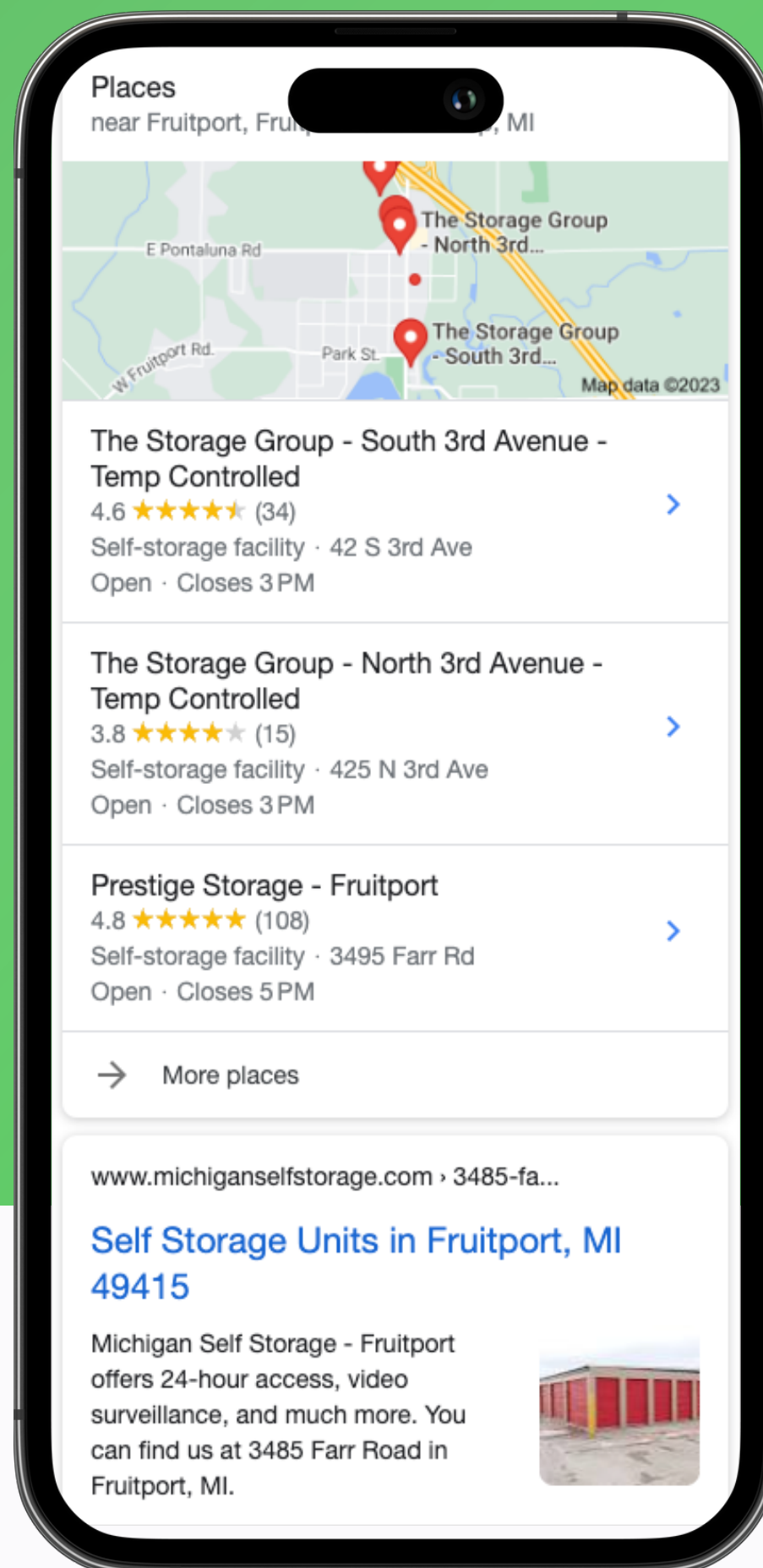
The problem is that Google's organic results weren't really designed for local search, but **almost 50% of searches have local intent**. When it comes to storage, that percentage is much closer to 100%.

This is where GBP comes in.

GET TO KNOW THE GOOGLE LOCAL PACK

When searching for storage, the first thing customers will see after the ads is a **Places** section displaying a map and the three most relevant storage facilities.





THIS IS WHAT WE CALL THE LOCAL PACK.

This section displays information such as where businesses are located, how they're rated, and their hours. **These listings are Google Business Profiles.**

Users can click on a listing to see more detailed business information, navigate to the facility's website, and find other actions they can take.

Google Business Profile is the main way customers find and review local businesses in their area. For many potential customers, your GBP is the first impression of your facility.

Before they even visit your website or give you a call, customers are judging your Google Business Profile to decide whether they want to store with you.

Chapter 2.

Why GBP Is Important

Google Business Profile is Google's way of leveling the playing field for local businesses. GBP results show up in two key places:

1. The top of the results page in the Local Pack
2. Google Maps search results

Here's a little overview of the importance of your GBP before we get into the details:

- Google handles over 90% of online searches worldwide
- GBP results show up at the top of the page in the Local Pack
- This Local Pack receives as much as [42% of clicks](#)
- All organic results combined only receive around 27%
- Organic results won't show up in Mapsonly your GBP will
- You're more likely to beat a big chain in Local Pack results
- There are no aggregator results in the Local Pack

LET'S TAKE A DEEPER LOOK AT HOW IMPORTANT THE LOCAL PACK IS.

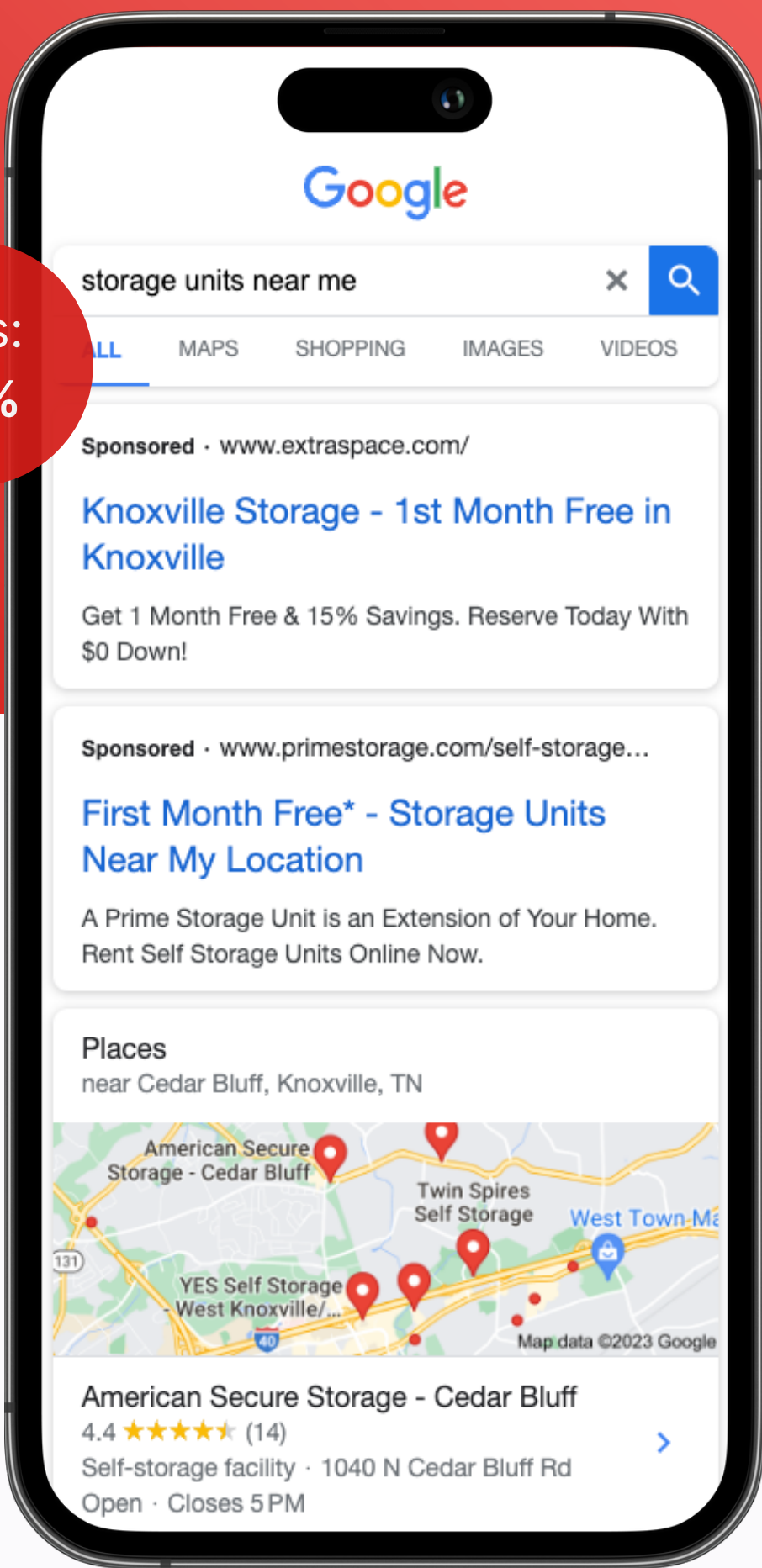
Studies show that only around [22% of total clicks on the results page go to the top 5 organic results.](#)

That coveted #1 position that third-party marketing firms sell you on? It is only worth around 11% of total clicks on the page.

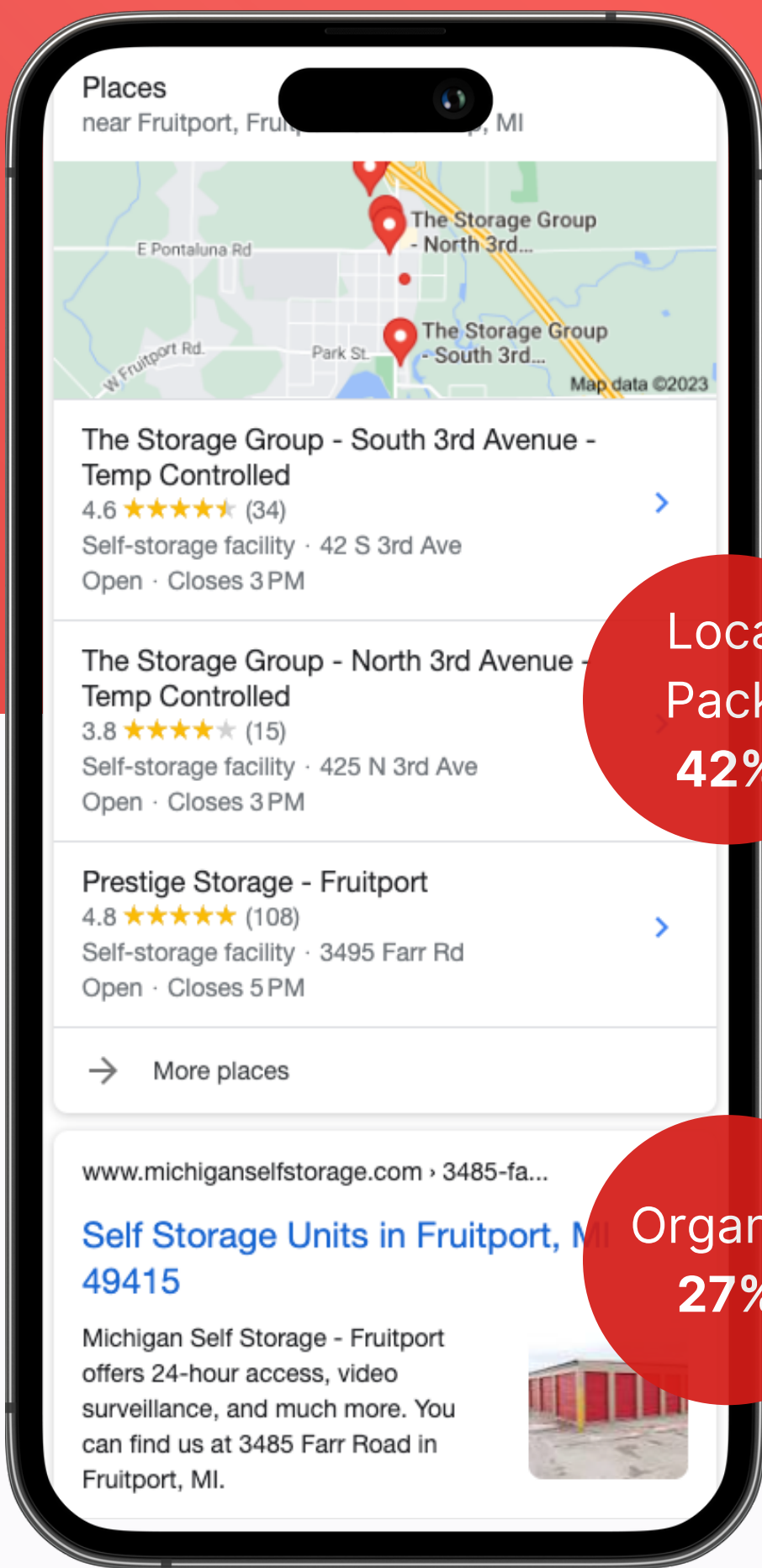
An impressive number, to be sure, but much smaller than the return you deserve considering how much you could spend to get there.

Google ads and the top business profile results each receive more clicks alone than the number one organic result.

Ads:
31%



Local
Pack:
42%



Organic:
27%

Organic rankings can make a big impact, it's true. But the Local Pack results and Local Service Ads (LSAs) get a higher priority by both Google and Google's users—your customers.

Competing with aggregators like SpareFoot or with the REITs—the big national storage chains—is incredibly hard for smaller storage businesses when it comes to organic results.

But the Google Business Profile results at the top of the page prioritize factors where local businesses can go toe-to-toe with larger chains:

Being physically located near your customers

Getting many awesome reviews

Building out a proper list of your business's services

Getting engagement on your profile from customers

THESE ARE THINGS THAT YOU CAN DO JUST AS WELL AS ANY LARGE CHAIN IF YOU JUST MAKE AN EFFORT!

IT'S ALL ABOUT LOCAL SEO.

Most Search Engine Optimization (SEO) advice on the internet focuses on how to increase your organic search rankings. This means trying to get your website listed higher in that mess of blue links.

 [All](#)  [Maps](#)  [Images](#)  [News](#)  [More](#) [Tools](#)

About 22,700,000 results (0.49 seconds)

Organic search is a highly competitive area where you're doing battle globally. It's also dominated by large websites with higher value to Google, such as aggregators or large national chains.

The thing is, self storage facilities are local businesses. In fact, **self storage is hyper-local.**

In most cases, a storage facility is only concerned with attracting business from a one-to-five-mile radius around its physical location.

SEO really just means Search Engine Optimization, and **what better way to optimize for Google's search engine than to make the most out of the platform they created just to help local businesses connect with local customers?**

Chapter 3.

How to Create a Google Business Profile

Setting up (or claiming) your Google Business Profile can be done in a few simple steps.

We are going to assume you don't have any control over your Google business listing right now. If you do, you can head down to the second half of this chapter, **Setting Up Your Profile Correctly**.

GETTING STARTED WITH GBP

First, we need to determine if your business is already listed on Google or if you need to create a listing from scratch.

To do this, follow these steps:

1. Log into a Google account
2. Go to google.com/maps
3. Search for your business name

Does your business show up? If yes, you're listed! If not, we need to get your business added to Google.

YES, I'M LISTED

If your business is already listed and you don't have control of the profile, you'll need to claim the business.

To do so, open the business listing on Google Maps and click "Claim this business." Click the "Manage now" button on the next page.

NO, I'M NOT LISTED

Don't worry! Adding your business is quick and easy.

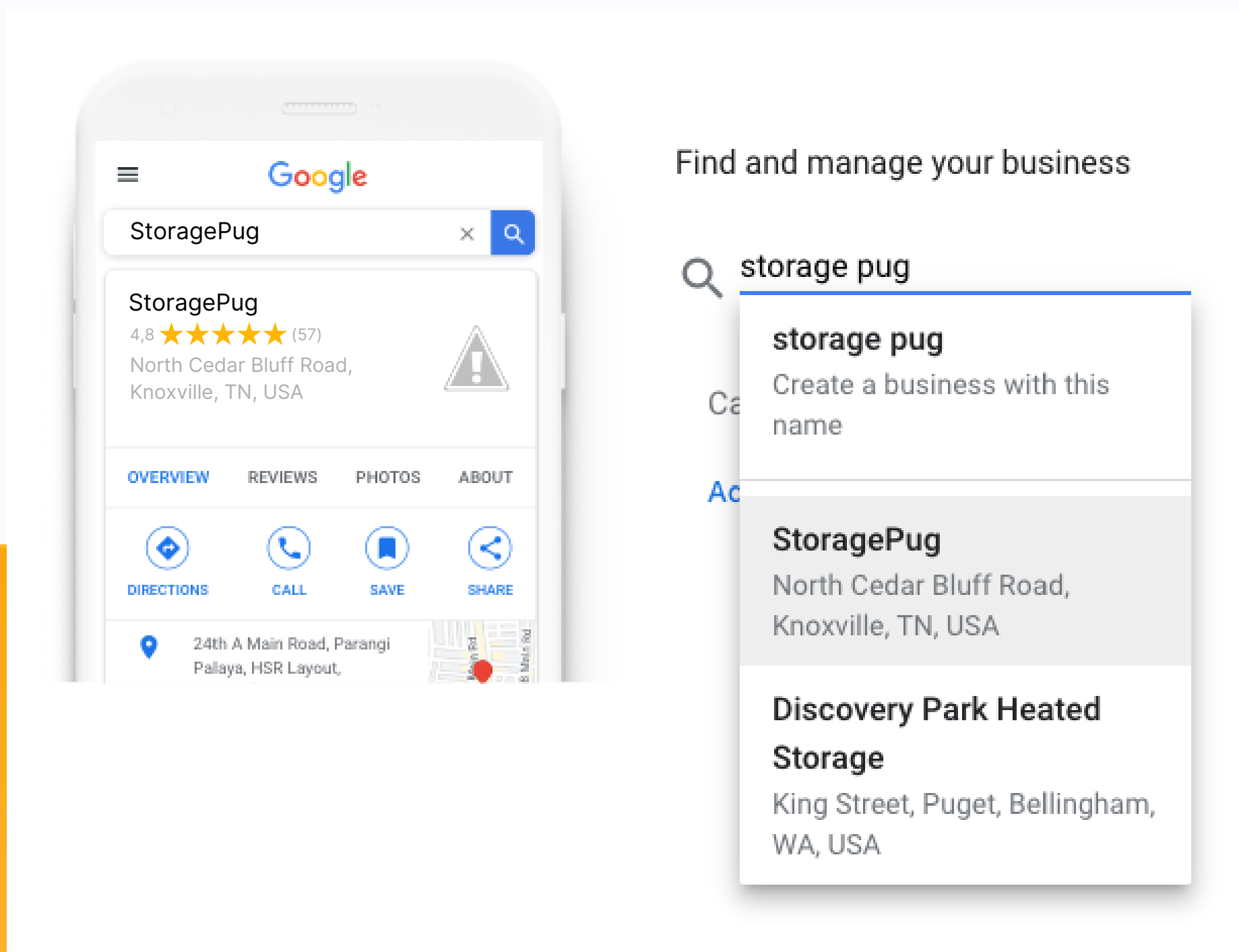
Just follow these steps:

1. Make sure you're still on Google Maps (google.com/maps)
2. Search for your business address
3. Click on "Add your business"
4. Enter your business name on the new page and click "Continue"
5. Continue to follow the prompts Google provides to set up your profile

SETTING UP YOUR PROFILE CORRECTLY

Whether you've just claimed your business or set it up fresh, it's important to make sure all of your business information is as accurate as possible from the start.

If you need to access your profile again, you can do that by searching for your business on Google or going to business.google.com. You'll be able to manage it right from the search engine results page!



STEP 1.

NAME, ADDRESS, AND PHONE NUMBER

Your NAP—Name, Address, and Phone number—is the most basic and also most important information to have right.

Make sure to keep this information consistent with any other listings you use, such as Yelp, Bing, and Apple Maps.

Here are some important things NOT to do:

- Don't add keywords that aren't part of your business name
- Don't use a phone number that isn't available during your listed hours
- Don't use different names across multiple listing sites

STEP 2.

VERIFICATION

Once you set up or claim your profile, you'll need to make sure your business profile is **verified**. Google has a few ways to do that:

1. Phone
2. Text
3. Email
4. Video

Sometimes this is easy, and sometimes Google puts up a fight for seemingly no reason at all.

Advanced Tip: If you're struggling to get verified no matter what you do, supply Google with documents including:

- Business license or DBA with name and address
- SS4 form (IRS sends for EIN) to confirm ownership
- Photos of storage facility from street
- Photo of your facility office (if you have one) or a sign
- Utility bill to confirm the business is operational

During verification, there's a section to upload additional files. You can add all of these files to a .zip archive and upload them to prove beyond a doubt to Google that you are the business owner.

STEP 3.

OTHER SETUP DETAILS

Beyond your basic business information, there are a few other details to establish while setting up your profile.

While these can be edited later, it's best to get them right the first time. Any edits to your profile down the road risk a temporary suspension while Google verifies the information.

PRIMARY & SECONDARY CATEGORIES

Your business can have one primary category and up to nine secondary categories.

For self storage, your primary category should almost always be **Self-Storage Facility**.

There are thousands of secondary categories, and you can choose the ones that best fit your facility.

Here are some ideas for categories that commonly fit storage facilities:

- Storage facility
- Records storage facility
- Moving supply store
- RV storage facility
- Boat storage facility

Your primary and secondary categories are critical, especially the primary category. These are key factors Google looks at when trying to show relevant local results to users.

YOUR BUSINESS DESCRIPTION

Your business description matters, but here's something to remember: Keywords in your business description **do NOT** help you directly rank higher.

Instead, your business description should be written in a way that encourages readers to click on your website and shop your units.

A good description does **indirectly** boost your ranking because profiles that get more clicks from users are seen as more relevant to Google!

HERE ARE OUR TIPS!

Clearly state **what your business is** and what you do

Focus on **why customers should do business with you**

Use keywords high in your description—**for users, not the algorithm**

Avoid mentioning sales and specials

Do not include any links in your description

BUSINESS HOURS

This is important: **You can add two sets of business hours to your profile.**

Many self storage facilities have separate gate access hours and office hours. If this is true at your facility, make sure to add both.

Your office hours will help anyone that wants to get in touch, and your access hours will help those that want to access their unit.

SERVICE AREAS

Select your service area. This could be the zip code, name of a city, or even the region of a city.

Service areas will help your customers identify if you can help them.

IMPORTANT

Service areas will **NOT** help you rank in nearby cities.

Chapter 4.

Photos and Videos

Having more (and better) photos leads to better traffic from your Google Business Profile.

90% OF CUSTOMERS ARE MORE LIKELY TO VISIT A BUSINESS THAT HAS ADDED PHOTOS TO THEIR GOOGLE LISTING.

Why? **Because photos...**

- Help customers know what to expect
- Build credibility for your business
- Allow customers to envision themselves doing business
- Catch a searcher's attention

Putting more (and better) photos up on GBP **will** increase your website visits, direction requests, and calls.

If you are setting up your GBP right now as you read, go ahead and add any quality photos you have of your facility already.

Once you've done that, you can follow along with the rest of this chapter to learn about what other photos you should upload later!

WHAT PHOTOS TO ADD

You don't need a professional photographer for every photo.

YES, you want a professional photographer to provide photos of your facility. YES, you absolutely should upload some or all of those to your GBP.

But not every photo needs to be taken by a professional.

These days, our smartphones have excellent cameras that can do the job just fine for GBP.

Here are some ideas of photos you can include:

- Photos of the building's exterior
- The view from the road
- Interior (office) photos
- Interior (storage unit) photos
- Photos of security cameras
- A shot of your gate
- Photos of someone using a storage unit
- Aerial views from drone cameras
- Photos of your facility at night
- Product images if you sell on-site

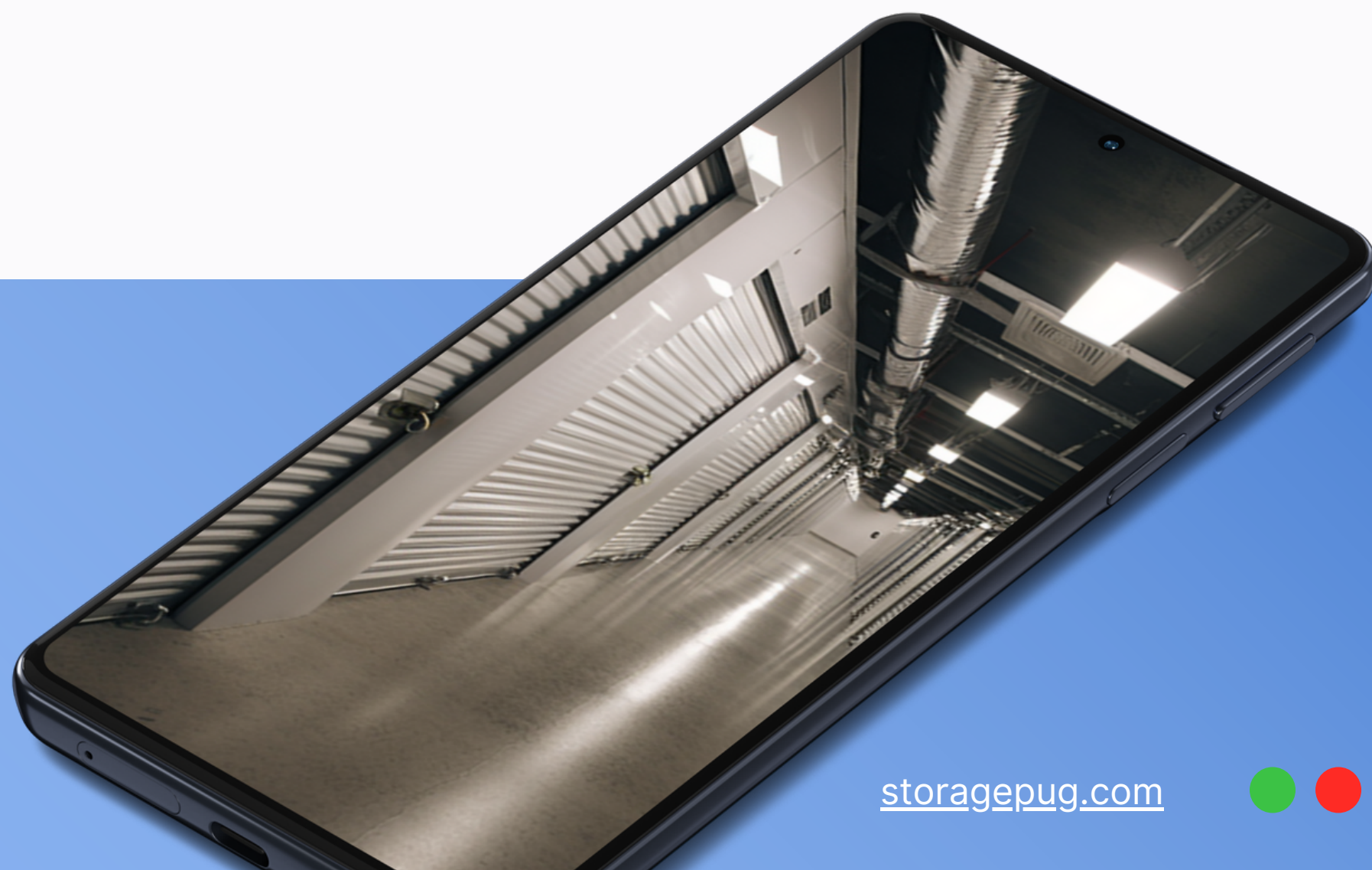
You might even think of some ideas we haven't listed here—there are many options!

TIPS FOR TAKING GOOD PHOTOS

Ready to take some shots yourself?

Here are tips for taking decent photos of your storage facility:

- Show every angle of the facility
- Display different features and amenities
- Include close-ups of things like cameras and doors
- Take photos in the early morning or late afternoon for better light
- Keep the sun behind you when taking shots of buildings
- Show storage units in use in some photos
- Use props like dollies, vehicles, and even people to show scale
- Depict happy customers in photos if possible



THE NEXT LEVEL: VIDEOS, COVER PHOTOS, & LOGOS

UPLOAD VIDEOS

Add videos to your profile, too! You can add them the same way you add photos.

Videos show off parts of your facility in more complete ways and add even more credibility to your business. More credibility means more trust, and more trust means a higher likelihood to rent!

Also, videos automatically play in Google Maps! This helps them grab a searcher's attention much easier.

Advanced Tip: Google lists a time limit of 30 seconds for your video. In reality, you can make the video however long you want so long as the file size is under their 75 MB requirement.

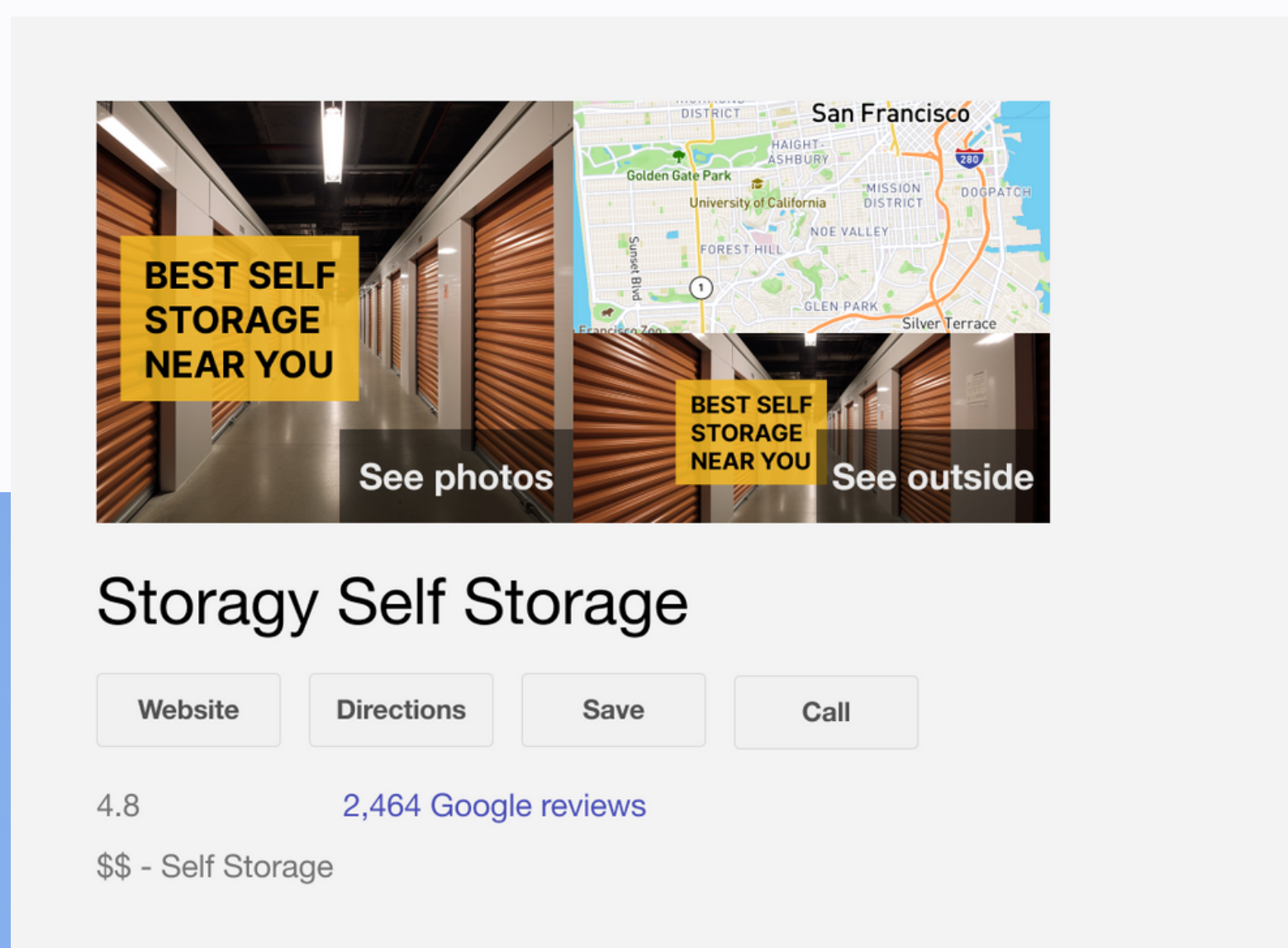
ADD A COVER PHOTO

Your cover photo is the first photo that shows up at the top of your Google Business Profile.

You should choose a great view of your facility or a photo of happy people at the facility.

Take Your cover photo to the next level by adding text

Add a simple call to action or branding message to the cover photo in photo editing software before uploading it to really optimize your cover photo!



USE A LOGO

Your logo is what will show up as a profile image for customers when you make posts or respond to reviews.

WHAT PHOTOS NOT TO UPLOAD

If you're concerned about whether or not you should add a photo, you should probably just follow your gut.

Here are some good rules of thumb for what **NOT to upload**, though:

- Photos that are out of focus
- Images of your facility with trash, peeling paint, and so on
- Photos of people breaking facility rules

Chapter 5.

Optimizing Your Profile

After optimizing your photos, it's time to optimize the rest of your profile.

These steps will take your profile from 90% to 150%!

Here's a checklist for you to help track your progress if you're following along in real-time:

1. Add Google's Predefined Services
2. Ask and Answer Q&As
3. List Products (*your units!*)
4. Add Business Attributes
5. Link to a Local Landing Page

Read on to see each step in more detail.

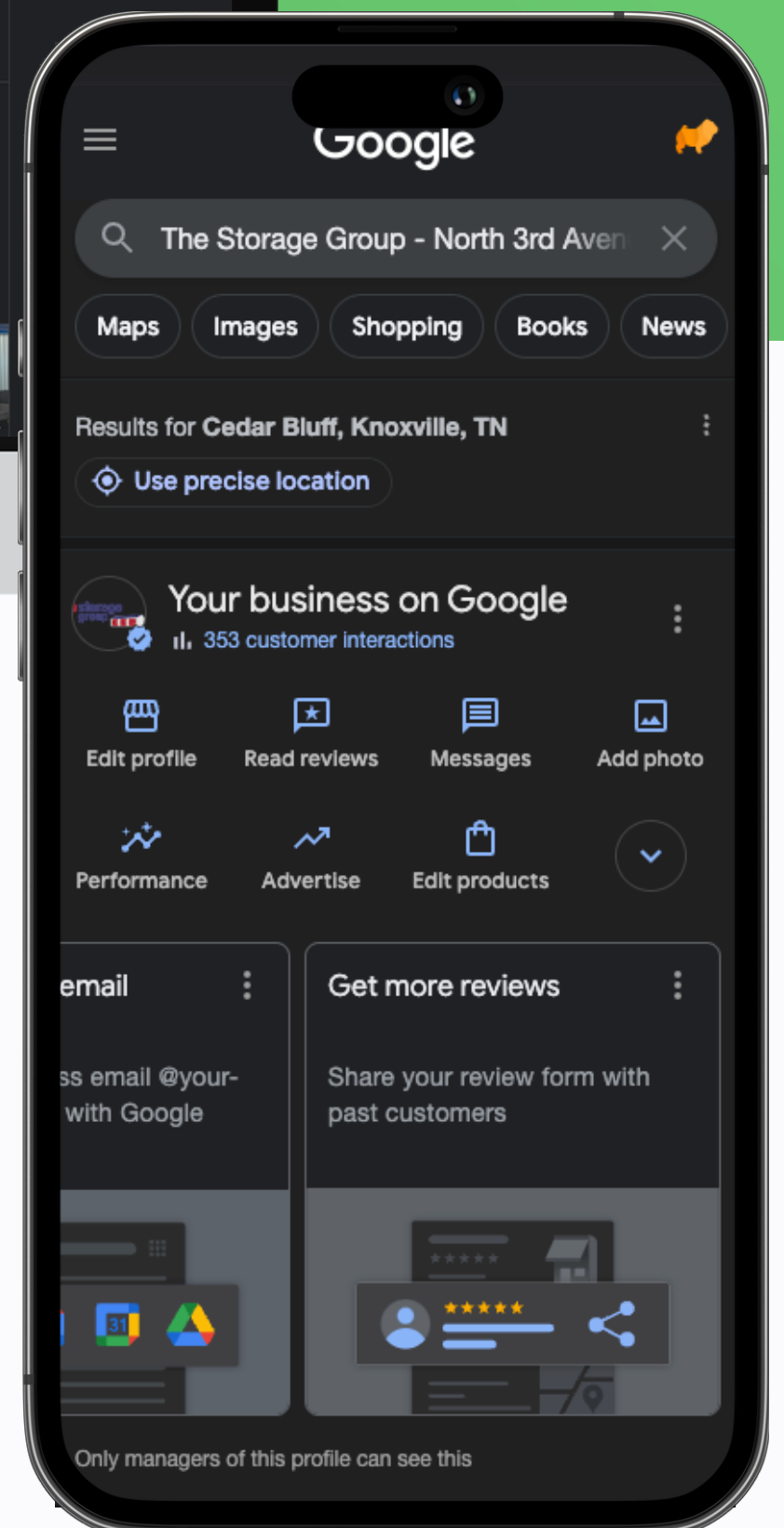
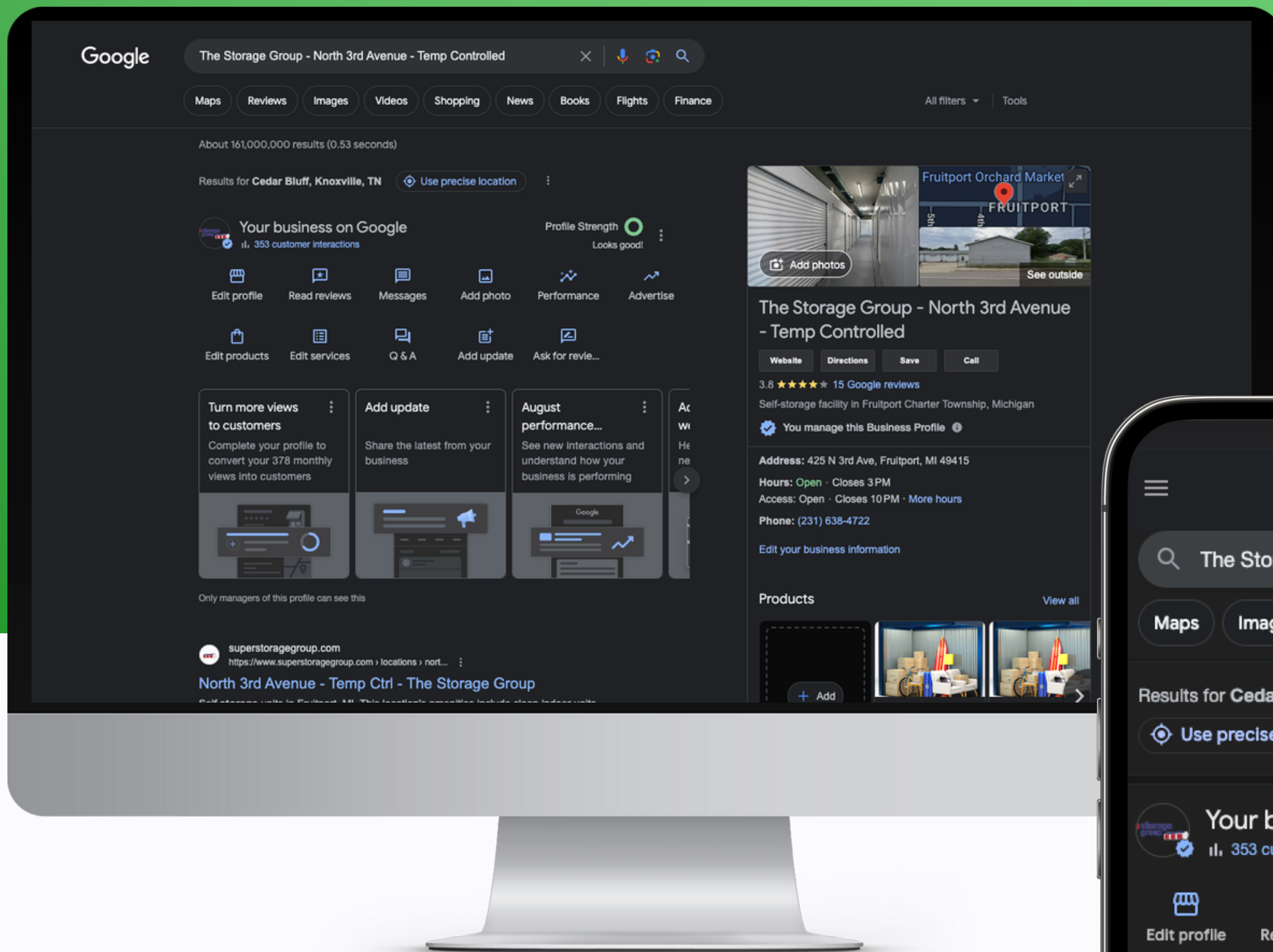
OPTIMIZATION STEP 1. SERVICES

You can add custom and predefined services to your GBP to let customers know what you do and help Google know when to show you in search results.

While adding custom services can be helpful, **adding Google's predefined services has been shown to boost your search visibility.**

Select all of the predefined services that match what your storage facility does for customers.

Start managing your profile on Google like usual, and click **Edit services** to start adding or editing these services!



OPTIMIZATION STEP 2. Q&AS

Customers can ask questions right on your Google Business Profile, and you can answer them there for all to see!

More importantly, **you can ask these questions yourself!**

Here's a tip: Don't just ask questions you think customers might want answered. Ask questions you **WANT** them to know the answers to.

Example questions:

1. Do you have short-term rentals?
2. Can I rent online?
3. Do I need to have insurance?
4. Can I store my boat or RV?
5. How big are your storage units?

Advanced tip: If a question has the most “likes” and has at least 3 likes, it will show up on the GBP listing without customers even looking for the Q&As.

ASK THE MOST IMPORTANT QUESTION YOU WANT CUSTOMERS TO SEE AND GET IT THE LIKES IT NEEDS FROM YOU, YOUR TEAM, AND YOUR FRIENDS.

OPTIMIZATION STEP 3. ADD PRODUCTS (UNITS)

You may not think of your storage units as "products", but they are! And Google lets you show them off straight from GBP—with photos, prices, and descriptions.

Adding your storage units as products lets customers see if you have what they need before they even visit your site. This can be a huge advantage over a competitor that has no product listings.

Our recommendations:

1. Add your most common and most popular unit types and sizes at your facility
2. Set a price range instead of a specific price if your prices change often
3. If possible, set the website link for the product listing to the rental page for that unit type

OPTIMIZATION STEP 4. BUSINESS ATTRIBUTES

There are additional tags you can give your business to mark it as women-owned, veteran-owned, and more.

Adding these attributes is a great way to send a signal to customers that care about these factors. This can be especially important these days as 82% of consumers look for brands whose values align with their own.

Here’s how you can add these business attributes:

1. Pull up your profile management screen on Google
2. Click Edit profile
3. Navigate to the More tab at the top-right
4. Click on the From the business, Crowd, Planning, and Service options fields to edit them

OPTIMIZATION STEP 5. LOCAL LANDING PAGES

This optimization step takes us away from Google and to your website—literally.

The website you link to from your GBP should be a page that is written to rank locally in your area. This page is what we call the **GBP Landing Page**.

SEO on this page can impact your Google Business Profile's ranking!

IF YOU HAVE ONE FACILITY

Link your GBP to a page on your site with keywords optimized for your local area. **We recommend linking to your website's home page** and optimizing that page for local SEO.

For the highest conversion rate, you should also make it possible to start renting right from the home page.

IF YOU HAVE MULTIPLE FACILITIES

If you have multiple locations, give each location a separate page on your website. Link to those location-specific pages from the relevant Google Business Profiles. Customers should also be able to rent from these pages.

Do not link to your home page for these profiles.

Chapter 6.

What's Next? Ongoing Profile Maintenance

Your GBP isn't a set-it-and-forget-it tool. For the best results, you should keep up with it constantly.

We'll break down your ongoing tasks into Weekly and Quarterly chores. But you should feel free to find the cadence that works best for you.

Doing them at all is better than not doing them, no matter how frequently!

WEEKLY

- Respond to reviews
- Make Google posts

QUARTERLY

- Upload new photos
- Check business info accuracy
- Check product price accuracy

WEEKLY TASKS

RESPOND TO REVIEWS

You shouldn't just be asking for reviews from customers. You should also be responding to each and every review (good or bad).

Responding to all new reviews at a set time each week is a great practice that will improve the traffic you get from Google.

Responding to these reviews accomplishes three things:

1. Shows that you are actively invested in your business and customers
2. Allows you to turn a negative review into a positive look for future customers
3. Lets customers feel appreciated leading to better word-of-mouth marketing

When responding to reviews, make sure to thank the customer for leaving a review.

GOOD REVIEWS

Express appreciation for good reviews and try to include something you remember about their experience with your business. This implies you actually care about your customers by showing that you remember them.

BAD REVIEWS

Respond to negative reviews by apologizing for their experience, asking if you can make up for it or how you can improve for next time, and leaving a way for them to reach out to you. A phone number is usually the best option.

For bad reviews that seem like outright lies or that are unreasonable, you can tactfully apologize for how they feel but acknowledge you don't have a record of doing business with them.

WHY ARE REVIEWS SO IMPORTANT?

Reviews are one of the most important ways to legitimize your business.

97% of people read reviews for local businesses.

Always ask for reviews and respond to each and every review.

Put yourself in your customer's shoes.

Would you store your belongings at a facility with no reviews? If you saw that one facility had a few reviews and another one had 100, which would you choose?

Tips for getting reviews

- Simply ASK customers
- Send text messages & emails
- Incentivize managers
- Ask via your website
- Use reputation management tools

HOW TO MAKE A GOOGLE REVIEW LINK

You can make a link that leads customers right to the review form, making it effortless for them to leave a review.

You can use this link in emails, text messages, QR codes, and more places!

Here's how you do it:

Step 1. Log into the Google account associated with your business profile

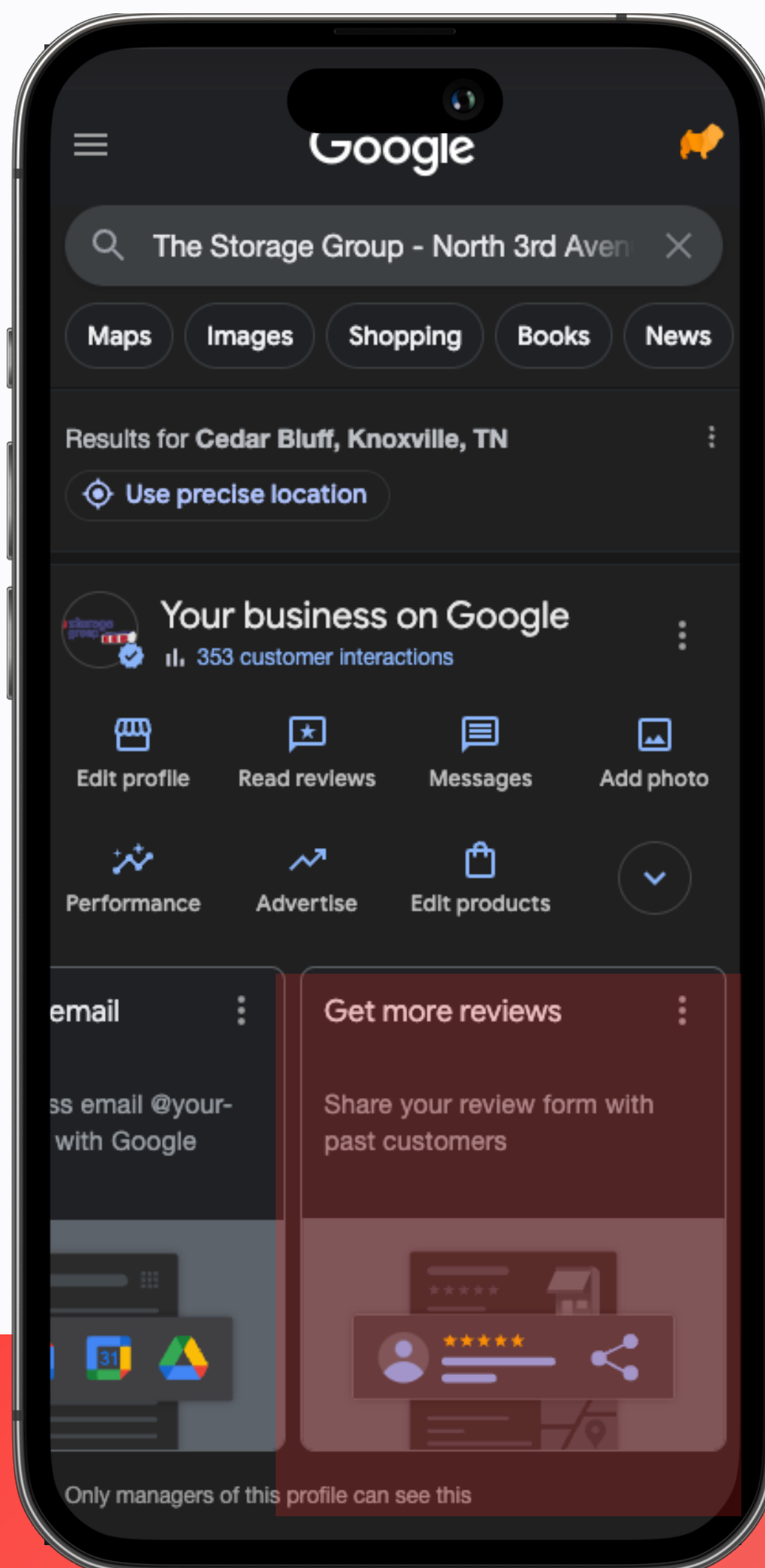
Step 2. Access your Google Business Profile via google.com/business

Note: You should see your account management options at the top of the Google page once it loads

Step 3. Find the options presented in the box slider at the bottom of the account management section.

Step 4. Scroll to the right until you find the **Get more reviews** box.

Step 5. Click on **Get more reviews**. Copy the link from the box that pops up, and you're done!



Making Google Posts

Google Posts let you post updates with text and images right to your Google Business Profile.

We recommend you make posts weekly if possible.

This keeps your business looking fresh and active. It also allows you to market aspects of your business that aren't immediately obvious or that you'd like to highlight.

Here are some things you should and shouldn't do with posts:

- Post ongoing promotions
- Highlight good reviews
- Add photos to your posts
- Highlight products or services
- DON'T use Google Posts like social media
- DON'T add phone numbers

QUARTERLY TASKS

UPLOAD NEW PHOTOS

Get some updated photos (and videos) about every quarter!

Why do I need more photos and videos?

Uploading new photos shows your customers that your business is still active and well-managed. It also helps customers trust that the photos are still accurate.

If you don't add new photos, a customer might not trust the old photos still represent the business.

Uploading photos each quarter means you keep your photos current and can share photos from each season!

BUSINESS INFORMATION ACCURACY

Sometimes your GBP information is changed without you even knowing.

This can happen for a variety of reasons:

- Google detected something on your website and made a change
- A user suggested an edit to Google, and they approved it
- You've given a third-party service permission to make edits

It's a good idea to keep an eye on the business information listed on your Google Business Profile. Doing so quarterly will make sure you're not going too long without catching any errors.

How do I know if a third-party service has permissions?

You can check what apps have access to your account under the security section of your account settings.

PRODUCT PRICE ACCURACY

Google doesn't automatically update the prices for your Product listing.

If you have your storage units and any services or merchandise added as Products on your profile, make sure to check the listed price range for accuracy every so often.

Chapter 7.

Ranking & SEO

Neither your website nor your Google Business Profile matter if you don't show up in front of customers when they search.

SEO stands for Search Engine Optimization.

We often think of SEO as just including keywords for the content we put on a page. The truth is there is so much more to SEO!

Today we're going to focus on your local SEO needs and how they relate to your GBP.

We've already learned that the Local Pack results get more clicks than the top organic listings! So how do we make sure your profile shows up in the Local Pack?

Local SEO.

HOW LOCAL SEO IS DIFFERENT

Optimizing for local SEO touches on some of the same concepts as organic SEO, but there are some key differences.

- The most important goal is for your GBP to rank in the Local Pack
- You're not competing nationally or internationally—only locally
- You must optimize both your website AND your Google Business Profile

The good news is that you aren't going to be competing with aggregators and their heavy authority on Google results.

You will still need to do battle with any large chains in your area, but the playing field is leveled thanks to how Google handles Local Pack results.

While the basics of ranking in the Local Pack are your proximity, relevance, and reviews, there are many other smaller ranking factors that you have more control over.

We'll go into 11 of the most important factors here.

GOOGLE BUSINESS PROFILE RANKING FACTORS

1. Your Primary GBP Category
2. Keywords in Your GBP Title
3. Proximity of Your Address to Position of Searcher
4. Physical Address in the City
5. High Google Review Rating
6. Secondary GBP Categories
7. Number of Google Reviews
8. Keywords in GBP Landing Page Title
9. How Complete Your GBP Is
10. Sustained Reviews Over Time
11. Inbound Links to Your GBP Landing Page

PRIMARY GBP CATEGORY

The primary business category you set is critical. It tells Google what kind of business you are.

Sure, Google can do a pretty good job of figuring it out based on all of the other many factors, but failing to set the right category is a major mistake.

This is rated as the top GBP Local Pack ranking factor by local search experts. Make sure to set the right category for your self storage facility!

We recommend simply "Self-storage facility" as your primary category.

KEYWORDS IN GBP BUSINESS TITLE

Having the words "self storage" or even just "storage" in your GBP title will greatly boost your ranking in the Local Pack.

You can't just stuff these in where they don't belong, though. They need to be a part of your legal business name. Otherwise, Google might suspend your profile for going against its rules and guidelines.

PROXIMITY TO THE SEARCHER

This is how close your business address (on your GBP) is to the current position of the person doing the search.

Basically, Google is going to prioritize showing the businesses closest to a user. Other factors can sometimes make a big enough difference to make you show up ahead of facilities closer to them, but proximity is a major factor and is hard to overcome.

PHYSICAL ADDRESS IN THE CITY

Your physical business address actually being in the city the customer is searching in makes a huge difference.

It's possible to rank in cities adjacent to your physical address, but it's very difficult.

Proximity to the city center can also be important if the customer is performing a search from outside the city. For example, someone in Orlando searching "storage units in Knoxville TN" is more likely to be shown facilities closer to the center of Knoxville rather than Knoxville facilities closest to Orlando.

HIGH NUMERICAL GOOGLE REVIEW RATING

This is your review score on Google.

Ideally, you want to be in the range of a 4 to 5-star average rating. 4.5 and above is even better.

Google wants to make sure the business they present to users is able to satisfy the users' needs. They care about the quality of your business and service because otherwise, users will use a different tool to find what they need.

SECONDARY GBP CATEGORIES

You can set additional business categories on your profile.

The Primary category is by far the most important, but secondary categories can help you appear in searches more often, too.

If you have a secondary category of "Boat and RV storage facility" and someone is searching for boat and RV storage, it can make all the difference in your profile ending up in the Local Pack.

NUMBER OF GOOGLE REVIEWS

The number of reviews you have is almost as important as the review rating being high.

You should strive to have as many reviews as possible while also aiming to have a high average rating.

This doesn't only help with your ranking, either. Customers are also more likely to trust your business if you have more reviews.

KEYWORDS IN GBP LANDING PAGE TITLE

What is your GBP landing page?

Simply put, it's the page that you link to from the Website field of your Google Business Profile.

This is the page customers "land" on when they click the Website button. Therefore, it's your GBP Landing Page.

Optimizing this page for local SEO actually has a big impact on your profile ranking locally. This optimization starts by telling Google the page is about local storage right on the landing page's title.

HOW COMPLETE YOUR PROFILE IS

Google added all of these tools and fields for you to take advantage of, and taking advantage of them sends a signal to Google that you are a legitimate business that cares.

Make sure to fill out all of the fields possible—not just your basic business information.

SUSTAINED REVIEWS OVER TIME

That's right, reviews have one more unique ranking factor: the frequency you receive them.

Having lots of reviews is great! But you really want to make sure that you're getting reviews consistently. Getting fifty reviews in one go and then not receiving a single review for a year isn't the ideal scenario.

This is why it's important to always be asking your customers for reviews. Even after you have plenty of them already!

INBOUND LINKS TO YOUR GBP LANDING PAGE

This one refers to having **locally-relevant websites** linking to your GBP landing page.

Here are some ideas for how to optimize for this ranking factor:

1. Get listed on your local Chamber of Commerce website
2. Partner with local businesses that will link to your page
3. Get involved in local events that can list you on their website
4. Sponsor local charities and ask if they can link to your site
5. Talk to clubs and organizations that may have local resource lists

These local websites linking to your page can make a subtle but important difference.

HOW TO OPTIMIZE A LOCAL LANDING PAGE

Because the landing page for your GBP is so important, let's talk a little bit about how to optimize this page for local SEO.

We'll take a quick look at some of the key factors here. If you'd like a wider-ranging look at SEO and self storage, check out our [Ultimate Guide to Self Storage SEO](#).

Important Optimizations for Your Local Landing Page:

1. Storage and location keywords in your page title
2. Using structured data to help Google understand the page
3. Naturally using storage keywords throughout content
4. Localize the page's content as much as possible
5. A good meta description

OPTIMIZE YOUR PAGE TITLE

At the very least, make sure you include the most important storage terms and the name of your local area.

For storage keywords, this means "self storage units." It could also include other types of storage you focus on, such as wine storage or boat and RV storage.

STRUCTURED DATA

Structured data helps Google quickly understand your page.

When it comes down to what structured data to include, we recommend prioritizing the following:

- Local business
- Geocoordinates
- Postal address
- Reviews

Not only does this help Google understand your page, but there's also a chance (not a guarantee) for this information to be displayed right on your organic listings.

USING STORAGE KEYWORDS

There are two important parts of this optimization step: Using storage keywords, and using them naturally.

You want to use the right keywords to help you show up better on Google, but you also want to write the content for the humans that will see the page.

Google has gotten better and better at detecting people trying to cheat the system. Just stuffing a bunch of keywords in a paragraph will no longer help you. In the most extreme cases, **it might even hurt you.**

As a rule of thumb, prioritize your important keywords like **storage units** and **self storage** in these ways:

1. The higher on the page the better
2. Include keywords in headers when possible

The higher the keyword is on the page, the more weight it receives from Google. Including keywords in the headers can also help, though it's not as important as writing headers that help the people reading the content.

Write content that makes sense for your page and local area, make sure to mention important terms where it makes sense, and that should be all you really need to do!

LOCALIZING YOUR CONTENT

Be as specific to your area as possible.

For self storage, this might mean listing the part of town you're in rather than just the city name.

Here in Knoxville, saying “storage units in Knoxville” is a given. But we could take it a step further and say “storage units in West Knoxville” or “storage units in Cedar Bluff,” which are terms locals use to refer to specific parts of Knoxville.

This is an advantage you have over huge chains that don’t know the area as well. Use it!

BONUS ADVANCED TIP

Keywords in Links to Your Landing Page

This is an advanced-level tip.

Compared to the other ranking factors we’ve listed, this one won’t have a massive impact. But it can make the difference if you’re facing fierce competition in the Local Pack.

It’s something not everyone knows about, and if all other factors are virtually equal? Well, it could be what helps you win.

Wherever possible, get important keywords put into text that links to your landing page.

If you get a link from another local business to your landing page as part of a partnership, ask them to include terms like “self storage units” in the text.

This is called anchor text. Having keywords in the anchor text of links to your GBP landing page has a moderate but potentially important impact on your local ranking!

KEY TAKEAWAYS

GOOGLE BUSINESS PROFILE EXECUTION PLAN

- Add, claim, & verify all your locations in GBP
- Ensure an accurate and complete profile
- Add products and services
- Add photos of business, staff, & amenities
- Update citations on Yelp, Apple Maps, Bing, etc
- Post once per week on GBP
- Respond to ALL reviews
- Get more customers!

GOOGLE BUSINESS PROFILE KEY TAKEAWAYS

- At minimum, have accurate information and good photos
- Google loves listings that take advantage of available tools
- Increased engagement leads to increased visibility

BEYOND GBP

When customers find you on Google and click on your website to rent a unit, what will they find?

Your website needs to pick up where Google leaves off—showing the best of your facility and making it as easy as possible for new customers to rent units.

StoragePug makes built-for-self-storage websites and online tools that optimize Google Business Profile, attract new customers, and rent more units.

Websites that work.

Attract new tenants.
Rent more units.
Stand out from the rest.



storagepug.com



hello@storagepug.com
+1 865-240-0295



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