Moon and Owl Marketing Publishes New Video On GMB Optimization

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Fort Worth, Texas based Moon and Owl Marketing recently published a new video in which they explain the basics of Google My Business (GMB) Optimization. The company is a full-service marketing agency who focuses their efforts on delivering outstanding customer service at an affordable price.

While having an optimized and well-built GMB page is of the utmost importance to ensure a business' success, the company notes that their clients often do not know about the existence of this space. Despite a familiarity with traditional Search Engine Optimization (SEO), businesses tend not to set up a GMB space unless they are specifically advised to.

In their video, the company explains, "If you are in charge of Marketing or SEO for your company, you should make use of this important tool that Google provides. With Google being the #1 Search Engine, it is important to make good use of every single tool they have available to increase the visibility of a given company. We have put together this video to allow our clients to completely set up their GMB space?and increase their traffic and conversion rate."

Moon and Owl Marketing explains that a well-optimized GMB page contains all of the information that can be relevant to a potential customer, including location, pictures of the company's premises, a brief description of the company, and reviews from past customers. Since this feature appears alongside the first result at the top of the Google search results page, it allows prospective customers to quickly access all the pertinent information they require. Previously, they would have had to comb the company?s website manually to accomplish the same task. As a result, this increased convenience serves to greatly increase a company's traffic and customer conversion rates.

The company explains that setting up a GMB is a simple process, as there are only a few aspects to take into consideration. Notably, these aspects align well with the basis of building any other website. Moon and Owl says that one of the most common mistakes they find in their customer's space is a lack of, or incorrect, information. They state, "We have noticed a pattern where our clients move their company to a new location and change the address of their website and other social media but forget their GMB page. This is bad for a company's credibility, as it confuses their customers and may lead them to visit the old location rather than the new one."

Moon and Owl Marketing explains that the next step in GMB Optimization is to verify the veracity of the other information that is displayed in the space, including the listed phone number and work schedule. All this information should be accurate and readily available on the space, along with the services offered by the business, since it is the information that is the most relevant to prospective clients. "Be keyword-focused, while providing the user with the clear benefits you offer them," advises the company, adding that customers care more about what a business can do for them as individuals rather than what they offer as a whole.

Another key differentiator that a company can utilize to their advantage in their GMB space are positive customer reviews. Moon and Owl says that featuring several 5-Star reviews is the best promotion a business can get, as prospective buyers value the experiences of past customers over other forms of input. Adding pictures of the business, its staff, and the various events that are held within the company also help differentiate a business from others, creating a sense of familiarity between the business and its customers.

Another under-utilized feature of the GMB space is the news and relevant information section. Moon and Owl Marketing explains that this space can be used to push any new articles, blog entries, or important announcements from a business as if it were any other form of social media. This instantly gives visitors a better look at what the company has been up to recently, and helps them determine whether or not their purposes align with each other.

For more information on this topic, interested parties may refer to the company's new video, along with their new article on GMB Optimization, now available on their website. They may also contact Jordan Fowler of Moon and Owl Marketing to follow up on any inquiries or request a free consultation to determine what other

aspects of SEO can be applied to their business.

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Moon and Owl Marketing

Moon and Owl is a full-service marketing agency in Fort Worth, TX serving clients across the US.
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