

Google Business Profiles



GBP is your Local Forward Facing Profile



There are **2** ways to have your Google Business Profile found



Direct Search



Google Map Localized Search



There are over **4,100+**
business categories to
choose from



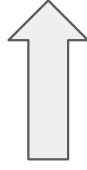
Relevance, Distance & Prominence Determine Rank



Not Reviews... but they're **still important**



“Direct Auto” ranks above “Your Choice Insurance” for the search “Car insurance” even though they have an **Overall Lesser** review rating, **Less Total Reviews** and are **Further in Distance**



car insurance X

Auto insurance agency · 📍
Open · Closes 6PM
✓ Online appointments · ✗ Onsite services

21 d 20 hr ago

Direct Auto Insurance
4.7 ★★★★★ (135) · 4.5 mi
Auto insurance agency
Open · Closes 5:30 PM

1 d 22 hr ago

Your Choice Insurance
5.0 ★★★★★ (184) · 3.2 mi
Insurance agency · 📍
Open · Closes 5 PM

"After years of over paying for car insurance they've helped me tremendously"



Social Proof leads to trust



All Replied Unreplied



Cory Weaver

2 reviews • 0 photos



3 weeks ago

NEW

Very professional & easy to schedule 1-1 time for questions. They have been steadily increasing my business presence throughout the State. Highly recommend if you want to grow your business with lead generation.

Clickrush Marketing

Owner

3 weeks ago

Thank you for your kind words, Cory!... [View full review](#)



Edit



Delete



Mariana Fernández

12 reviews • 0 photos



5 weeks ago

Great experience! Great leads! and amazing customer service! Victor's attention is incredible. They are easy to work with and the most important part **SUPER EFFECTIVE!** Contact them now!

Clickrush Marketing

Owner



**It's just like building social
media authority with your
client avatar...**



You need **Activity, Relevance,** **Accuracy...**



Activity

Results for **Mariner, Cape Coral** [Use precise location](#)

Your business on Google
11,338 customer interactions

Profile Strength Looks good!

- [Edit profile](#)
- [Read reviews](#)
- [Photos](#)
- [Performance](#)
- [Advertise](#)
- [Edit products](#)
- [Edit services](#)
- [Bookings](#)
- [Q & A](#)
- [Add update](#)
- [Ask for review...](#)

Confirm your holiday hours
Update your hours for an upcoming holiday: Labor Day

Only managers of this profile can see this.

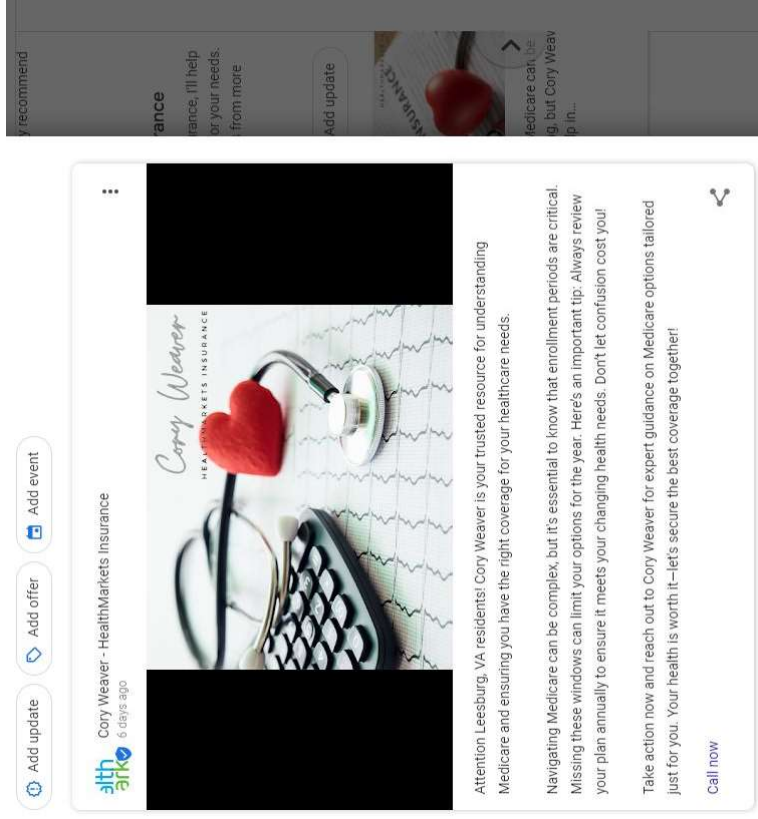
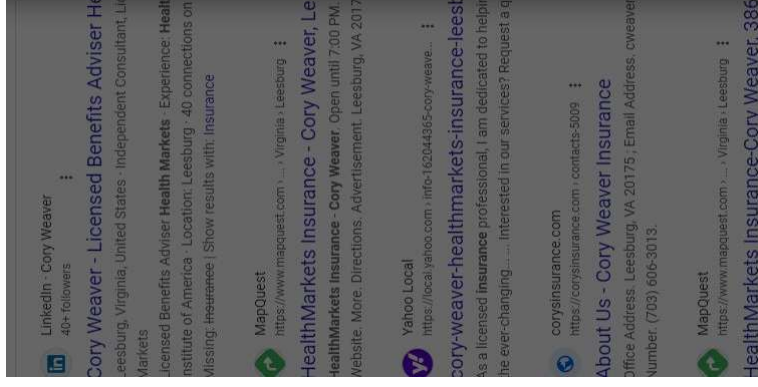


Google Suggestions



Relevance

- **Local City** listed in every post.
- **Business name** listed in every post.
- **Static Image** color, scheme and topic is consistent every post.
- **Call to action** is always listed



Accuracy

Your information, posts and websites are
all accurate.



Winning is fun.



Before

24	<p>Scott Dunning - State Farm Insurance Agent 4750 Kalamazoo Ave SE Ste A, Grand Rapids, MI 49508 4.6  (23) INSURANCE AGENCY LEADS</p>	12 data points 45.00% of results	10.53	16.00	4.00
25	<p>Kevin Condon - State Farm Insurance Agent 2845 Vannest Ave SW, Grandville, MI 49418 4.8  (103) INSURANCE AGENCY LEADS</p>	9 data points 36.00% of results	10.23	17.02	4.00
26	<p>Kevin Curtis - State Farm Insurance Agent 11250 Bunnage Woods Dr, Grand Rapids, MI 49503 4.8  (131) INSURANCE AGENCY LEADS</p>	4 data points 16.00% of results	10.75	19.16	4.00
27	<p>Alistair Insurance - The Merten Ottawa Agency 5803 Balsam Dr, Hudsonville, MI 49426 5.0  (10) INSURANCE AGENCY LEADS</p>	6 data points 24.00% of results	8.17	17.82	4.00
28	<p>Kevin Curtis - State Farm Insurance Agent 11250 Bunnage Woods Dr Ste E, Grand Rapids, MI 49534 4.8  (131) INSURANCE AGENCY LEADS</p>	4 data points 16.00% of results	9.50	19.16	4.00
29	<p>[REDACTED] 5.0  (77) AUTO INSURANCE AGENCY LEADS</p>	4 data points 16.00% of results	15.00	19.48	4.00
30	<p>Brett Younce - State Farm Insurance Agent 4750 Kalamazoo Ave SE Ste A, Grand Rapids, MI 49508 4.5  (23) INSURANCE AGENCY LEADS</p>	6 data points 24.00% of results	9.17	18.16	4.00
31	<p>Ken Jipping - State Farm Insurance Agent 3453 Melby St, Hudsonville, MI 49426 4.5  (23) INSURANCE AGENCY LEADS</p>	5 data points 20.00% of results	7.80	18.36	4.00
32	<p>Avalon Insurance Group 5000 Vannest Ave SW D, Grandville, MI 49418 4.5  (23) INSURANCE AGENCY LEADS</p>	16 data points 64.00% of results	12.25	16.40	4.00

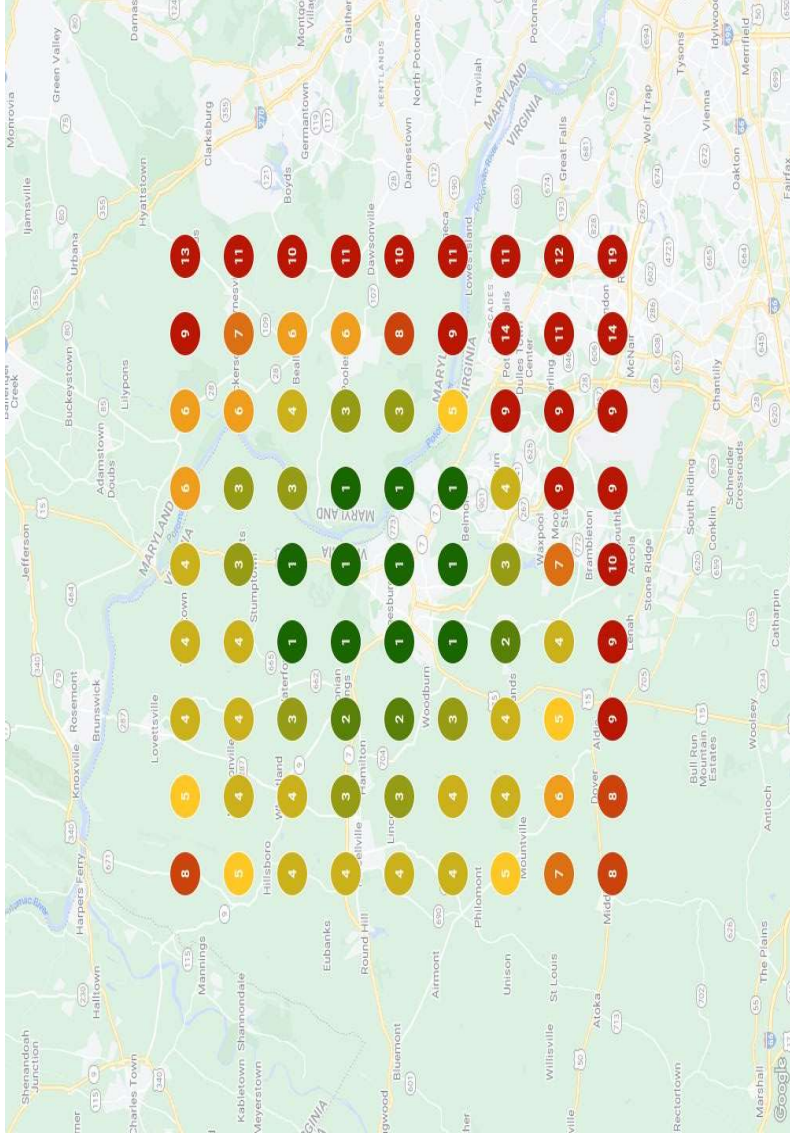


After

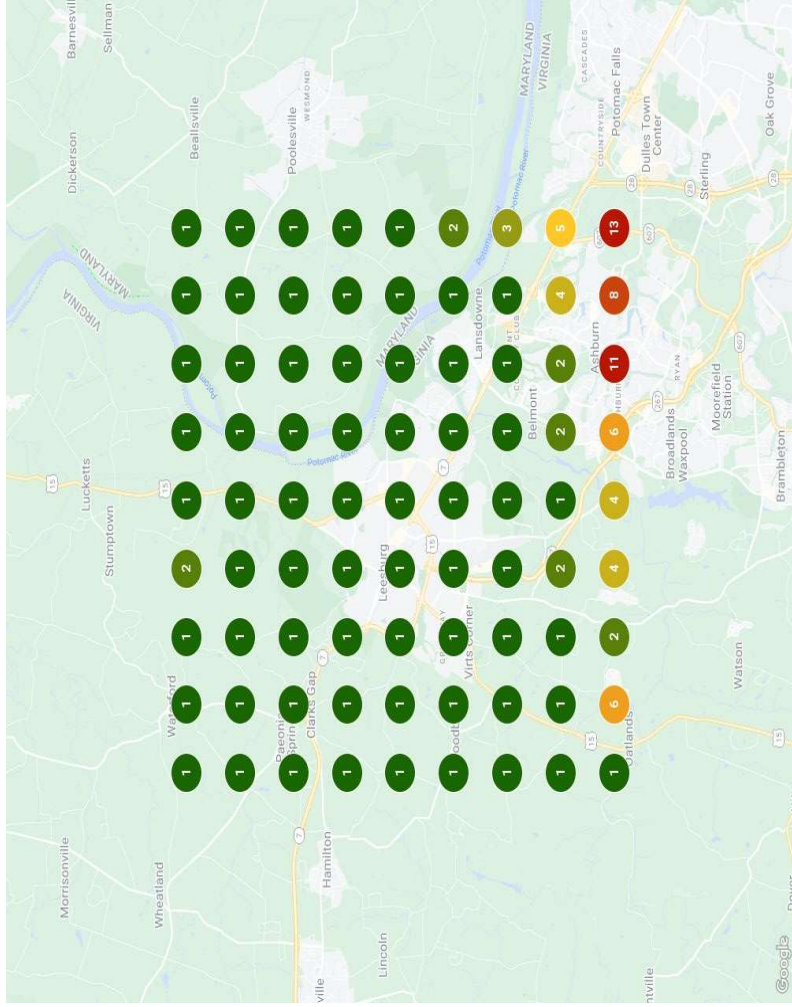
4	<p>L.A. Insurance 805 28th St SE, Grand Rapids, MI 49508 4.0 ★★★★★ (109) INSURANCE AGENCY</p>	<p>6.69</p>	<p>63,968</p>	<p>21 data points 42.86% of results</p>	<p>20</p>
5	<p>Stedman Insurance Agency Inc. 508 28th St SW, Grand Rapids, MI 49509 4.7 ★★★★★ (246) AUTO INSURANCE AGENCY</p>	<p>5.81</p>	<p>12,463</p>	<p>27 data points 65.10% of results</p>	<p>18</p>
6	<p>River Valley Insurance Agency 11282 Tallmadge Woods Dr NW, Grand Rapids, MI 49534 5.0 ★★★★★ (12) AUTO INSURANCE AGENCY</p>	<p>3.23</p>	<p>17,76</p>	<p>9 data points 18.37% of results</p>	<p>10</p>
7	<p>[REDACTED] 5.0 ★★★★★ (73) AUTO INSURANCE AGENCY</p>	<p>8.57</p>	<p>13,90</p>	<p>25 data points 57.14% of results</p>	<p>14</p>
8	<p>Dallessandro Agency Inc 1500 44th St SE, Kentwood, MI 49508 4.8 ★★★★★ (150) INSURANCE AGENCY</p>	<p>7.88</p>	<p>16,45</p>	<p>17 data points 34.69% of results</p>	<p>14</p>
9	<p>Compass Insurance Agency 8535 Byron Commerce Dr SW Suite E, Byron Center, MI 49315 5.0 ★★★★★ (24) AUTO INSURANCE AGENCY</p>	<p>7.85</p>	<p>17,51</p>	<p>13 data points 26.53% of results</p>	<p>12</p>
10	<p>Kenova Insurance: Allstate Insurance 0-81, Lake Michigan Dr Ste 120, Grand Rapids, MI 49534 4.7 ★★★★★ (233) INSURANCE AGENCY</p>	<p>6.50</p>	<p>17,84</p>	<p>10 data points 20.41% of results</p>	<p>12</p>



Before



After



Who is ready to win?

