



# How to Gain Quality Leads with Google (without ad spend)

For Real Estate Professionals

Hey there!

Thanks for downloading this guide.

We have been doing business and lead generation for the past decade and have helped many businesses grow!

There are a few basic fundamentals that every business should be doing, especially if you want to grow organically! Paying for attention can generate leads also, but if you are not doing the fundamentals to grow organically alongside of paid marketing then you are missing out!

The 3 Fundamentals that will set your business apart:

- ✓ An Optimized Google Business Profile (formerly known as Google My Business)
- ✓ Reviews From Clients/Consumers (across all platforms - especially Google)
- ✓ Consistent SEO

In our early business days, we spent hours updating and manually running our own SEO, and while it felt like it meant nothing at first, eventually it began to generate warm organic leads month after month. We quickly realized the power of those fundamentals (especially if you're a local business), and have built the core of our marketing around this.

Today we want to share with you 3 of our strategies we use to help clients Rank above their competition and get consistent lead generation month after month.

*Michael & Angela Walsh*



# TESTIMONIALS

“

"We only trust Michael and Angela to handle our website, brand, and marketing. Michael and his whole team are absolutely crushing it for us!"

**Elijah Rubin - Investor & Co-Founder Closer Olympics**



”

"Angela & Michael have been so delightful to work with when it comes to marketing strategy and websites to help us grow our business. I highly urge you to work with them."

**Sal Shakir - Investor & Co-Founder All In Nation**

“

"Michael Walsh is the man! He built my funnel... Almost to 2 Comma Club - he knows what he's doing, just tell him what you want. He's a pro and will deliver."

**Max Maxwell - Investor, Educator & Creator**



# How to Build or Optimize Your Free Google Business Profile

Your Google Business Profile is the first step to standing out in a noisy industry. Let's be honest... The real estate space is competitive.

Your Google Profile gets you in front of potential clients through organic searches done by people that are looking for the services you offer!

9 out of 10 people looking to buy or sell a home, go to Google to find a professional to work with! Let's go ahead and jump in and get you noticed on Google...

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## Optimize Your Profile in 8 Easy Steps...

### STEP #1

#### Login to Your Google Business Profile

There are a couple quick ways to Log Into your Google Business Profile Account.

#1 Go to Google.com and type in "My Business" - If you already have a profile made then scroll down and click on the "View Profile" button next to your business profile page.

#2 The other way is the head to **business.google.com** and it will take you directly to your Google Manager Account. You can either add a new business here or start editing your existing page.

Once you are in, click on the Edit Profile button, and you will begin the optimization checklist below.

Note: If you do not currently have a business profile then head to **<https://www.google.com/business/>** to set one up. Things to have handy are a good email address and phone number that you use for business.

## STEP #2

### Your Business Name

Make sure your name is true to its meaning, and how you properly refer to it.

For example, the company Smith Pest Control should be titled on Google as “Smith Pest Control” NOT “Smith Pest Control - Greater Cleveland and Surrounding Area.”

[Note for Real Estate Agents]

In the Real Estate Agent & Investor Space, we often see “Kelly Smith Realtor - Name of Realty Group Association and Service Location.” While you can do this, it is not optimal and is quite long. You are merely going to blend into your Real Estate Association and fellow agents. Creating your own Google Business Profile will help you to stand out from your competition.

**A better name option would look like, “Kelly Smith, Real Estate Agent in Greater Cleveland.”**

## STEP #3

### Choose Your Category & Sub-Category

Here you will set your Primary category, this will be chosen from a pre-created list.

For Real Estate Agents, a good choice would be to select “Real Estate Agent.” For Real Estate Investors, you need to choose what best describes your line of investments. Which ever best describes your business properly is what you need to select here.

You will also be able to choose as many Additional Category's as you would like. Choose anything that pertains to the specific business and service you offer.

Business category

Help customers find your business by industry. [Learn more](#)

Primary category

Additional category  ×

## STEP #4

### Address

We always recommend to choose an address that is outside of your home. This could be an office you rent, a co-working place you belong to or a mailbox you acquire. Most real estate professionals either have an office they work out of or focus on their service areas (see more below).

## STEP #5

### Service Area

For both Agents & Investors it's key to list what areas you service. This is the place where you are going to list out what locations you serve and what to serve. You'll provide zip codes, counties and surrounding cities that you are willing to work in.

## STEP #6

### Business Hours

You are going to want to list all of the hours you are available by phone, or are willing to schedule an appointment. Update all holiday hours that you are either Open or Closed under the Holiday Hours section. The more time you can be "open" the higher you can rank above your competition. If they are listed as "closed" and you're listed as "open" during the time the consumer is searching online, then you will rank higher.

## STEP #7

### Business Description

This is where you put your brief yet detailed description! It needs to be specific to what services you provide. Share what you do and how you serve your customers!

## STEP #8

### Website or Calendar Booking

This guide optimizes your Google Business Profile for automating Organic Leads. If no website, use a calendar booking software temporarily. Having your own website boosts SEO and competitive edge. If you have a website, add it to your Google Business Profile. If you are looking for an affordable website solution, chat with the UpRank team! 😊

# Strengthen Your SEO with Google Photo Optimization!

This strategy is only useful if you completely set up your GBP!

Once that is set up and running, you will need to collect some photos and add them to your Google Business Profile.

If you already have photos uploaded to your Google Business Profile, do not delete them! Even if they aren't optimized, simply leave them and add new photos with the proper optimization.

The goal is to gather a variety of photos of YOU and your team!

Some photo ideas to start with are...

- You at properties, building sites etc.
- You meeting with clients
- Photos of your Office Space (Inside and Outside - Especially if you meet clients here)
- Team Photos

Please note, before you take your photos you need to turn **ON** automatic location sharing on your phone. This will ensure that your photos are properly Geo-Tagged.

If you aren't aware of previous Geo-Tagged photo locations, and have posted photos from other locations (outside your service area), then it's perfectly safe to leave them.

Moving forward, you need to make sure to follow all of the steps we have listed below to ensure proper SEO for your Google Business Profile.

**Businesses with photos get 42% more driving direction requests and 35% more website clicks on Google.**

(Google Business Stat)

### **Google Profile Photo:**

You will need either a logo for your business profile photo or a headshot of yourself.

### **Google Cover Photo:**

This needs to be the photo you want to see the most traffic. It will be shown when people find your profile via Google Maps. Make sure this is quality and named correctly.

### **Name each of your photos to the following format:**

Company Name\_Your Name\_City(s) You Service\_Category

#### **EXAMPLE 1:**

Exp Realty Group\_Kelly Smith\_Cleveland Ohio\_Real Estate Agent

#### **EXAMPLE 2:**

Smith Investment Group\_John Smith\_Tennessee Real Estate Investor

*\*Note: Your Category name will reflect what service you provide and what location(s) you service. Real Estate can be nationwide, but for the sake of building up your profile locally, we recommend that you stick to your top local locations that you are servicing.*

### **Photo Size:**

Photos should be at least 720x720 pixels and under 5MB. Consistently share updates on your Google Business Profile to build your local presence and create an instant "blog" for potential customers. This long-term strategy will lead to more organic leads from Google.

### **Naming Your Photos:**

Don't feel like you must stick to the following format for every photo from now on. Instead, we recommend that you name your fundamental photos (first 10 base photos) with consistent names and then change them up. Always keep your name, business name and location, but feel free to add other descriptions.

*For example...*

Smith Investment Group\_ John Smith\_Tennessee Real Estate Investor\_House Flip\_House Renovation Knoxville Tennessee



You are able to add these posts through the “Updates” Section on your Google Business Profile. **Take advantage of this tool - this will get Google to notice you!**

Simply go to your Google Business Profile.


Your Google Business Profile will pop up. On the Right hand side, you will see a button that says "Add Update." [Note: It's next to the little blue megaphone icon]



## Update your customers

Keep your customers up to date about your business



 Add update


← Add update ⋮ ×

Add a description

0 / 1500

Add a button (optional)

None ▾

 Add photos

[Preview](#) [Post](#)

Add in all the information you would like to about your update, make sure to add an SEO optimized photo and then click "Post."

**Bam!** Now you have a new consistent way to share updates with your customers and future customers!

# The Power of Presence

We have walked you through two simple yet effective strategies to help with organic growth, but the last strategy isn't as step-by-step as the other two, and it takes time to conquer!

While you can build your entire business off word of mouth, referrals, and a Google Business Profile...

***The next step to building your business is to have the proper tools and assets in place to attract quality leads consistently!***

That takes consistency, time and effort.

If you are really looking for success, then your mentality needs to be bigger than a couple deals per month. We are talking about striving for consistent lead flow and income. If you're just starting out this may seem like a large hurdle, but the more you paint your vision now (along side of doing the work necessary) the faster you will reach your goals.

***So what is the next step you really need to stand out in your market, to get noticed and to generate leads day in and day out?!***

Let's dive into this a little deeper...

# Follow Up

**This is the #1 FAIL of local businesses!**

They gain traffic... They even gain leads...

But these leads fall through the cracks and end up never being spoken to.

We get it. You're busy.

It's easy to miss appointments, or to not respond because someone acquired your services over the weekend, but this is what will make or break your business!

If you're just starting out, and you're a one person operation, do your best to set up automations and tracking to follow up with people in a timely manner.

If you are already having success with your real estate business, then we HIGHLY recommend you having a designated person monitoring your messages, nurturing those new leads as soon as they come in the door and educating them about your services.

Remember, "traffic" and "leads" are people! They are customers that want you to serve them! They have specifically chosen you... You need to be attentive to their needs and be timely.

Covering these bases will not only ensure happy customers, but it will allow you to grow your business!

## Google Follow Up Stats That May Shock You...

"78% of customers purchase from the company who responds first..."

"Sales Conversions are 391% higher in the first minute..."

"If a new lead request is not responded to in the first 5 Minutes, there is an 80% decrease in conversion..."

"Over 50% of companies take 5+ days to respond to new leads."

# Listings

Listings are the next step to getting noticed. The more information you have out there, the deeper that “footprint” gets and the more you are found by customers.

Back in the day, we spent so many hours manually listing our business on multiple platforms.

“Why?”

The more our name appeared, the higher we were noticed on Google Search, and that meant we had more exposure and a higher chance that people would click on our website and fill out an application to work with us.

Since then, so much has changed and we have created a simple step-by-step solution for our clients to be placed on 70+ listings at one time, and to be able to update ALL of those listings at the click of a button.

This is another SEO move that is simple and easy to get you in front of more customers faster!

***In case you want to go ahead and get moving on being on more listings, go ahead and follow the steps of action below to get a Bing profile set up. They are the next largest search engine to Google.***

Creating a Bing Profile literally only takes minutes, and really leaves you with no excuse not to do it.

To set up your Bing Profile go to ➡ <https://www.bingplaces.com/Dashboard/Home>

Select to add or improve your business listing on Bing as a verified representative

The screenshot shows two side-by-side cards. The left card is titled 'Already on Google My Business? Import your businesses now' and features a Google My Business icon. It lists two benefits: 'Instant verification if already verified on Google My Business.' and 'Save time as your business details are pre-filled. You can edit after importing if details are obsolete.' A blue arrow points to the 'Import from Google My Business now' button. The right card is titled 'Not on Google My Business? No worries!' and features a Bing Places icon. It lists two benefits: 'Claim your business on Bing and edit incorrect details.' and 'Add your business to Bing and get discovered by local customers.' A button labeled 'Claim or add your business manually' is at the bottom. The two cards are separated by the word 'OR'.

You will be presented with both of these options...

**Choose the "Import from Google My Business Now" Button you see above!**

Import from your Google My Business account

The dialog box has the title 'How are we using information from your Google My Business account?'. The text inside says: 'If you are already verified on Google My Business, Bing Places will fetch that data and use it to create or update your Bing Places listing.' A blue plug icon is on the right side of the dialog box.

The dialog box is titled 'Google OAuth 2.0 Playground wants to'. It shows a permission: 'View and manage your business listing on Google'. Below this, it asks 'Allow Google OAuth 2.0 Playground to do this?' and provides a brief explanation: 'By clicking Allow, you allow this app to use your information in accordance to their terms of service and privacy policies. You can remove this or any other app connected to your account in My Account'. There are 'CANCEL' and 'ALLOW' buttons at the bottom. A blue arrow points to the 'ALLOW' button.

Bing Places would need the **View and manage your business listing on Google** permissions to read data from your Google My Business account. Using this permission Bing Places will have access to information about your business listings in your Google My Business account.

**By importing images to Bing Places from your Google My Business account, you certify that you have all necessary rights to use the images with Bing Places.**

I want to sync my business data with Google My Business at regular intervals.

Close

Continue to Google My Business

Once you move past the screen we have shared above, Bing will walk you through a set of prompts to logging in.

From there, Bing will begin to Import your business profile information that you have already set up on Google Business Profile.

The last thing that Bing will need from you is your Category and Sub-Category. You will want to choose the same things that you did for your Google Business Profile.

If you need a reminder of what those should look like, go back to Step # 6 in chapter on Page # 6.

Once you have completed all of the steps and are verified...

You will officially be found on Bing searches.

In the grand scheme of things, Bing only gets a small fraction of searches in comparison to Google.

However, it drives roughly 500 million searches per month in the United States.

When you are a business owner you want to maximize any opportunity that you can, especially opportunities that are free to set up and maintain.

# Reviews

If we can stress one thing outside of optimizing your Google Business Profile, it's to get Reviews, more Reviews and even MORE Reviews!

Reviews can make or break your business. Think of it this way...

You and your neighbor get into a conversation.

Your neighbor mentions to you she is really looking to help her mom sell her home.

Her moms home has multiple issues that have accumulated over the years, and it's become too much of a burden for her to take care of. She wants to sell the house and move her mom into a better community that fits her needs.

A while back you had a similar situation and found Jerry the Real Estate Agent. You had many conversations with him and he made selling your Grandmas home a painless transaction.

Are you going to recommend that same person to your neighbor?

Or are you going to tell her to figure it out herself?

Being business owners, a priority needs to be to collect reviews from our customers!

**The more experiences others had with your service, the more they can share about you and the quality of your work. This makes it easier for people who are on Google in search of the services that you offer.**

These strategies take plenty of time and effort, but over time they will build up your presence.



# Now it's time to take action!

We have given you the basic steps here to begin taking action and start building Organic Lead Flow!

Creating or optimizing your Google Business Profile doesn't cause organic lead flow to happen overnight.

You will not do all of these updates one evening, go to bed, and wake up the next day to find that you have enough appointments that have booked out your entire week.

If it worked that quickly we'd all be doing it at such a rapid pace and everyone would be doing it all the time...

Once you have set up your Google Profile and have it optimized...

You need to be consistent with content, updates, photos and more.

The more you output the more you will see happen!

**Learn More**  **[UpRankPro.com](https://UpRankPro.com)**

*The UpRank Team*