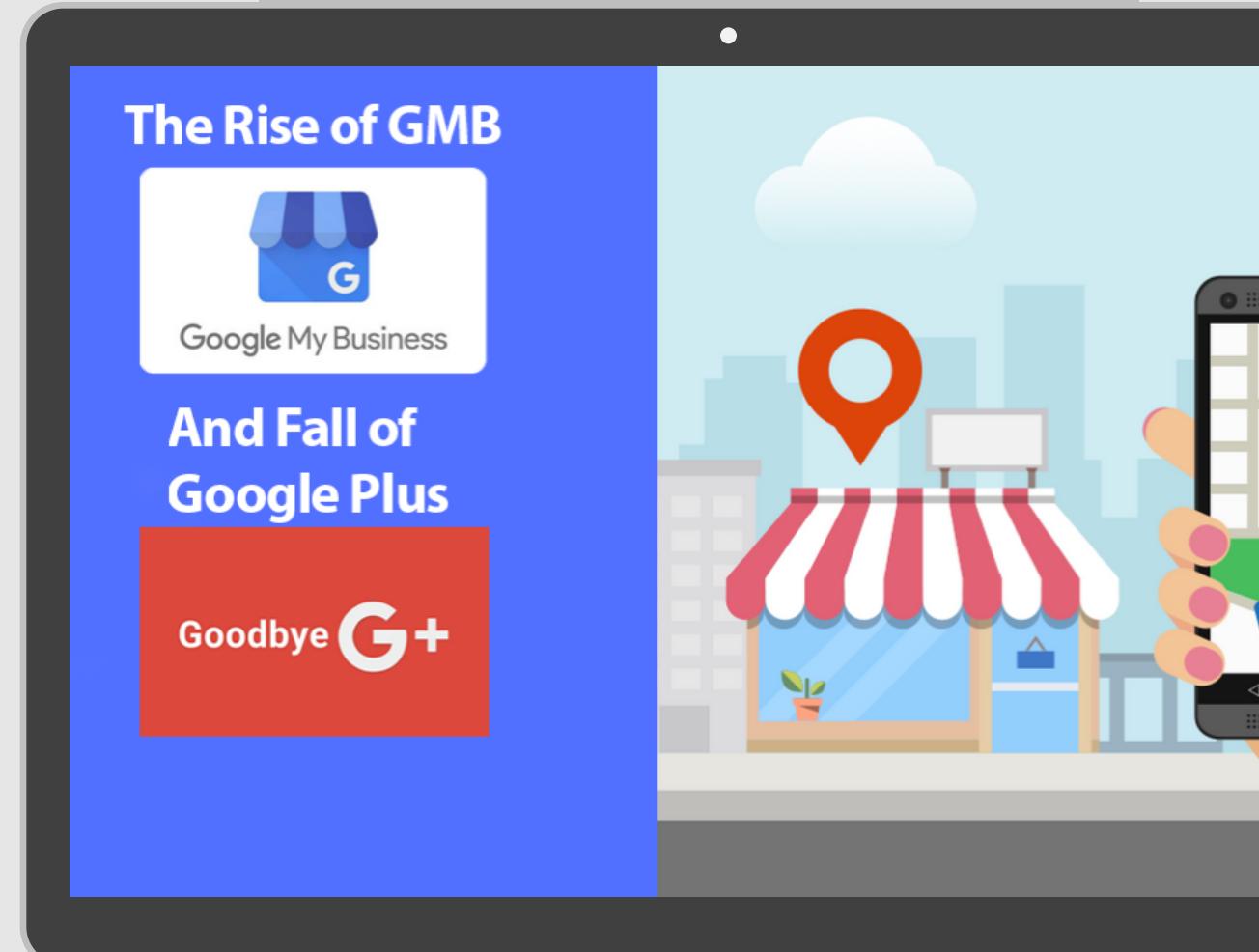


The fall of Google Plus, The Rise of GMB



GMB + Search

New features, Posts, Events and Content



Who We Are...



About US

Marketing from the shop
owners perspective

2008

After graduating I started working for my dads shop
doing marketing for his shop.

2012

CW Taylor Marketing was started when GMB formally
known as Google Places was just introduced. This was a
silver bullet for ranking very quickly and affordably.

2016

We opened a Japanese Auto repair shop to help
with our developing new products for marketing
purposes for our shop and release it to our clients
with data.

2018

Release of Soapbox Ratings making it easy to get reviews
Google Yelp and Facebook by texting customers
instantaneously resulting in exponential growth in the
number of reviews for shop owners



Charles Taylor
president



Jenny Kang
Account Manager



NEW CUSTOMER'S DELIVERED

We are a boutique marketing web company that provides auto shop owners with solutions to to increase car count though new customers acquisition on the web.

WHAT WE DO



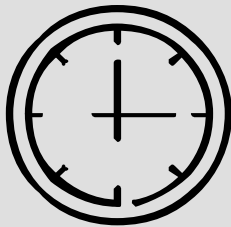


The Search Process

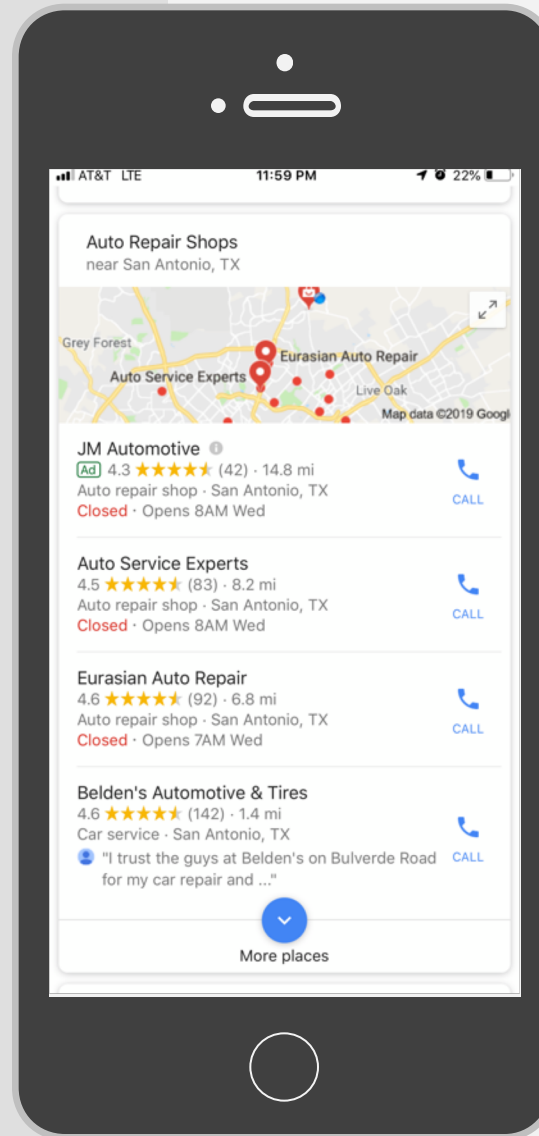
(over simplified)

We can all agree that being at the top of the page is a preferred place to be on google. However it is just as important to look like the best choice to that potential customer as well.

Phone
Searcher will
make a buying
decision in
60
seconds



CW Taylor Marketing



Smart Phone Stats

Up to 70% of web traffic happens on a mobile device



Download GMB apps/ Yelp Biz App

We highly recommend downloading GMB and Yelp's Business App.



Phone Notifications

CW Taylor's New Appointment notification lets your team know when appointments come in from your website

Step by Step GMB



Business Info



5-10

Categories

1. Auto repair shop
2. Mechanic
3. Brake shop
4. Car Repair and Maintenance
5. Transmission shop
6. Oil change service
7. Auto tune up service
8. Auto electrical service
9. Auto radiator repair service
10. Auto air conditioning service



10<

SERVICES

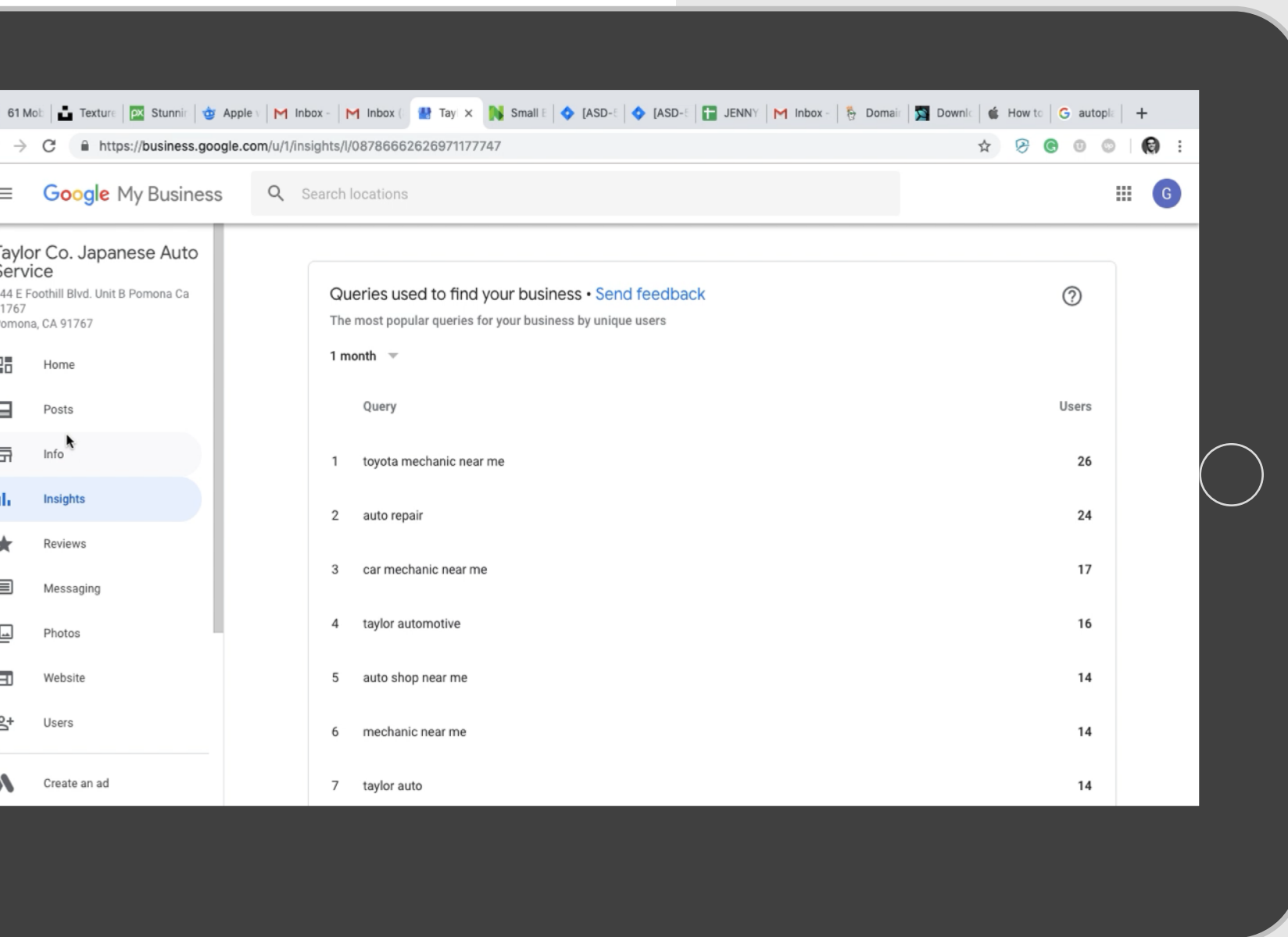
Add complete services
Add Sub groups
Up to 1000 characters
Make your own



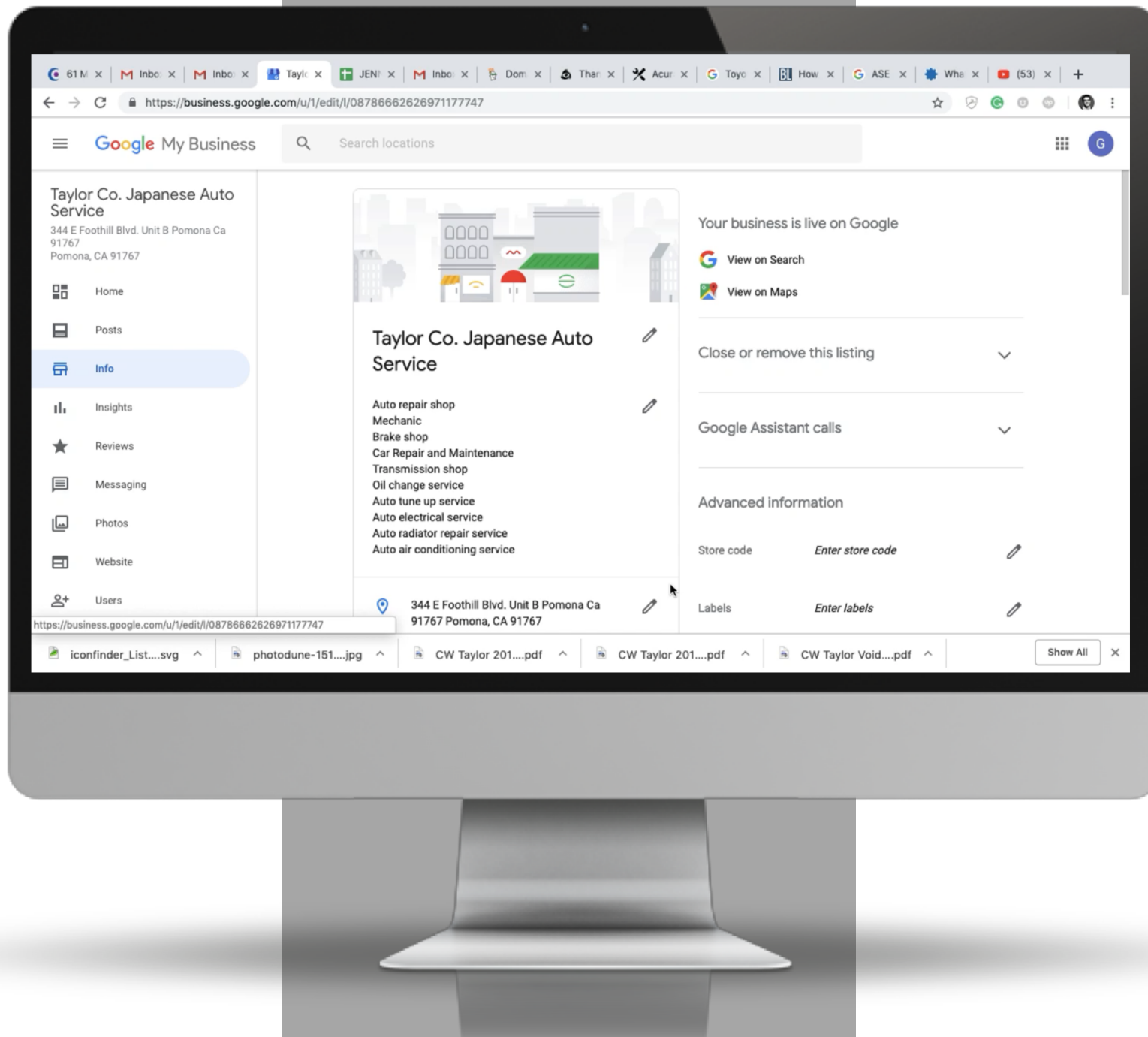
3

Pages

Website (homepage)
Appointment URL
Menu Page (Service page)



**CATEGORIES
GREATEST TO
LEAST**



GMB Adding Service Menu



Adding Categories

Organize into Groups such as maintenance or repair



Make it yours

Add your personal expertise by writing your own service menu and descriptions to your potential customers..



Add popular services

Make sure your service menu and categories are about what your customers are looking to read about.

www.CWTaylorMarketing.com

Step by Step GMB



GMB PHOTOS



10

Photos of Shop



CODE Images

Keyword + Area

Auto Repair Pasadena
Brake Repair Pasadena
Oil Change Pasadena



1

360 Virtual Tour

*Hire a Google photo partner
Embed into your website)*



CODING PHOTOS WITH KEYWORDS

Simply rename photos you wish to upload to
GMB with Keyword followed my area.

www.CWTaylormarketing.com

Step by Step GMB



When logging into GMB make sure your shop name address and phone number are listed correctly.



Photos

Adding photos consistently is a very good practise



Post

Posting events, specials, keyword rich content will really help with showing google your activity level in their new product.



Insights

Looking at your reports will guide you on how well your GMB is performing.

G M B Posting



1-2

Text

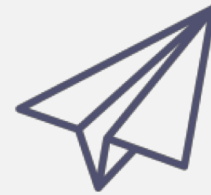
*Write a short description
and post with
picture/video/link*



Be on point

Relevant

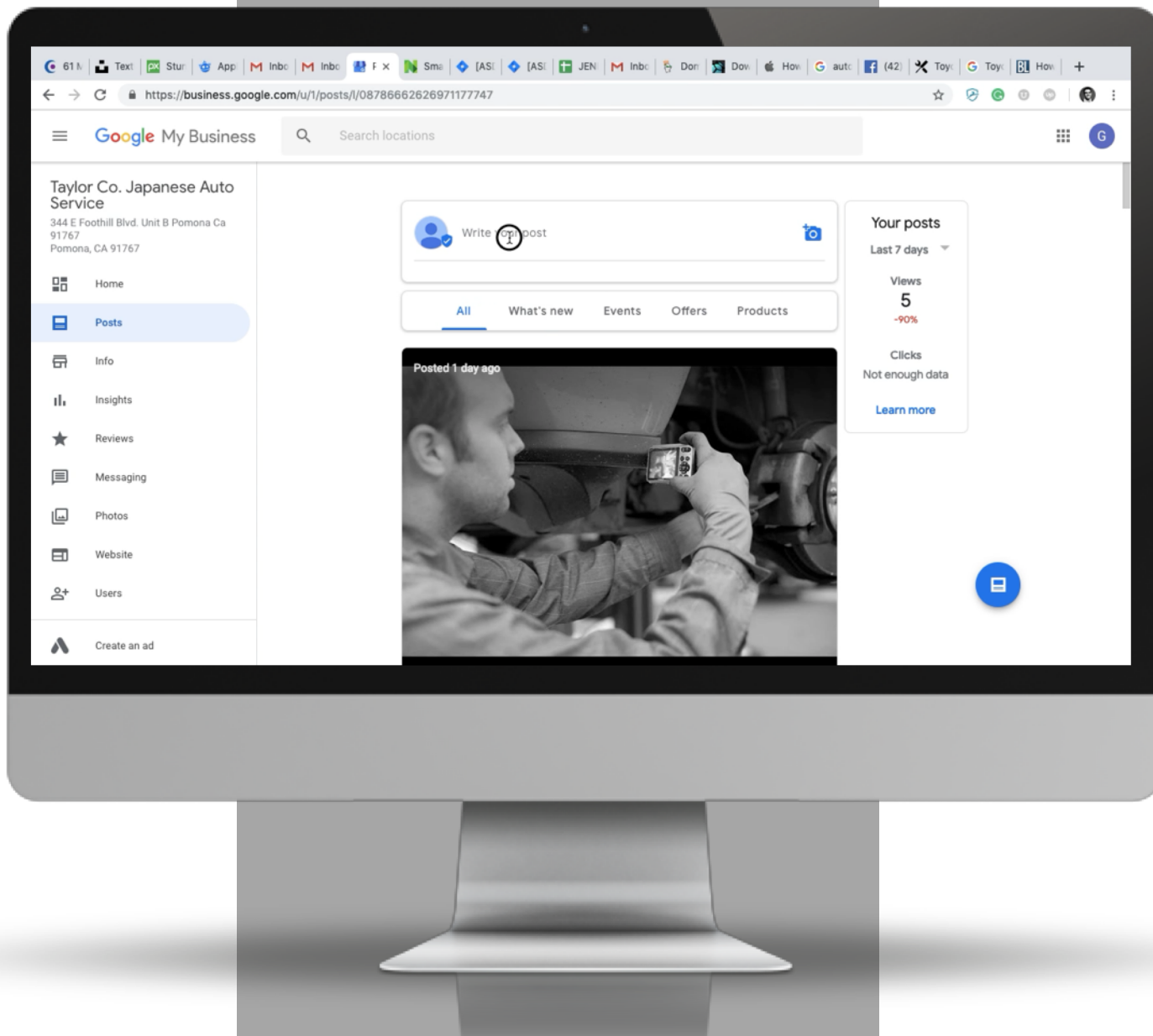
*Post unique content
Post about popular issues
Post about holiday specials and events*



1

Post

Post consistently



POSTING TO GMB

Use keywords that people
use in search

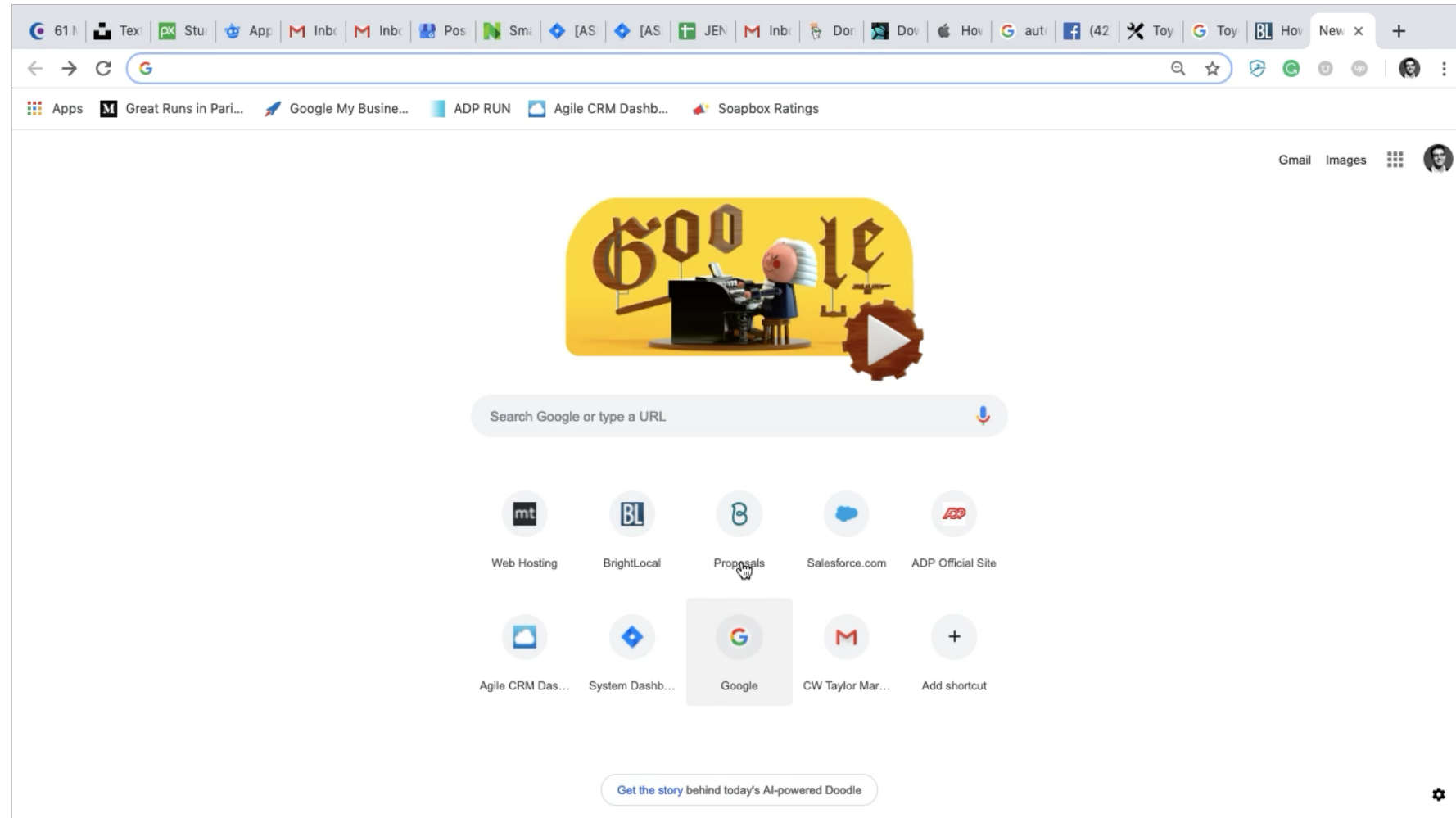
In this example

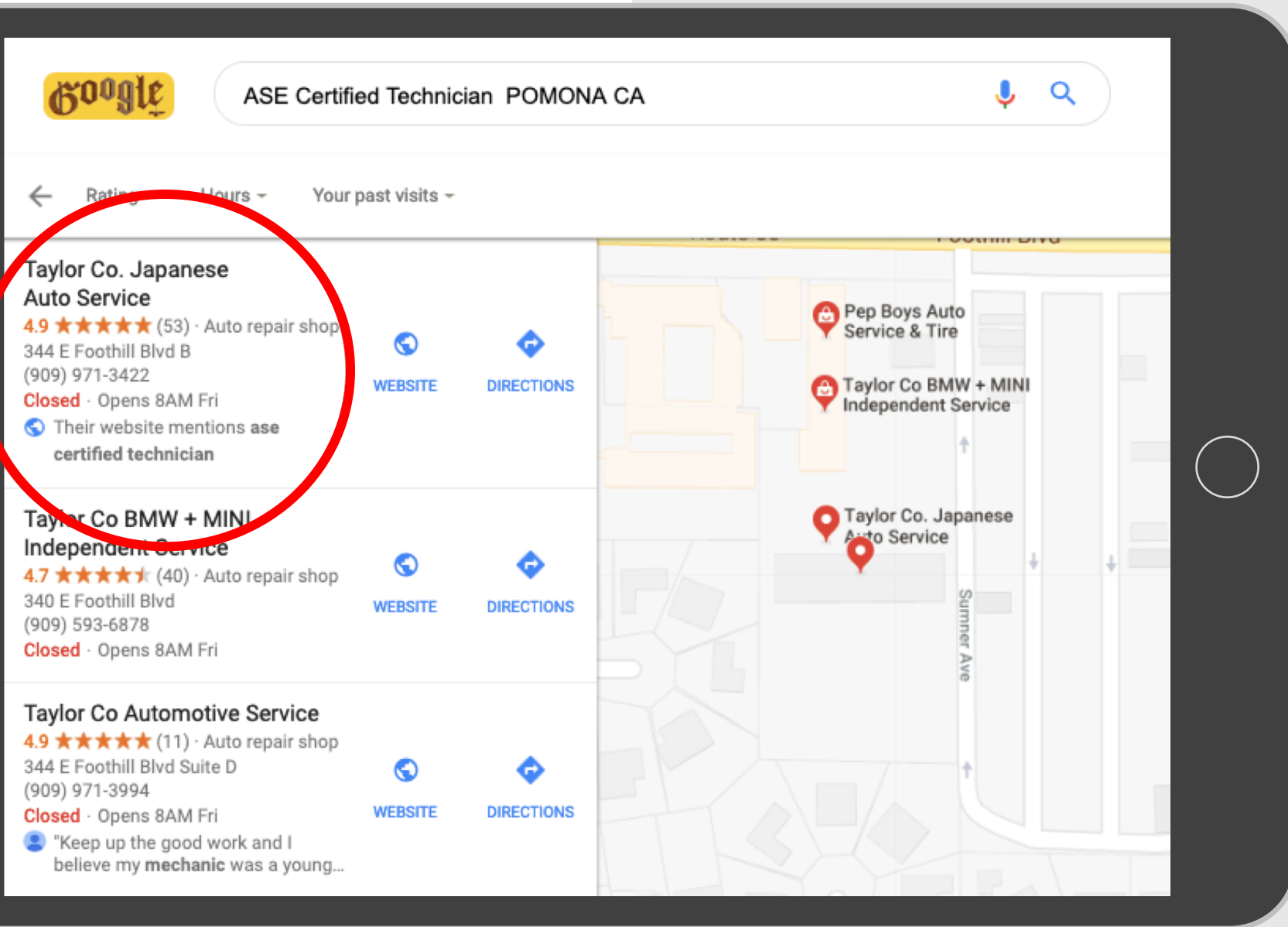
- we are posting about Toyota Maintenance Service in Pomona.
- We are using content that is 100% unique
- This content links to our website about Toyota Maintenance in Pomona.

www.cwtaylormarketing.com

POWER OF CONTENT

POSTING CONTENT FROM YOUR SITE





GMB WEBSITE MENTIONS



How can I trigger it?

Effectively optimizing the content on your website for different keyword variations is important for triggering this feature.

What are the benefits? If a customer sees that your website mentions a particular query, it will give them more confidence that their query is relevant to your offering via the local search results. Again, similar to Review Mentions, it is likely that CTR will be assisted if this feature is triggered.



Save your Google+
content before March
31, 2019

CW Taylor Marketing

You've received this email because you have content in Google+ for your personal (consumer) account or a Google+ page you manage.

This is a reminder that on April 2, 2019 we're shutting down consumer Google+ and will begin deleting content from consumer Google+ accounts. Photos and videos from Google+ in your Album Archive and your Google+ pages will also be deleted.

Downloading your Google+ content may take time, so [get started](#) before March 31, 2019.

OUR SERVICES&PRODUCTS



MAP SEARCH OPTIMIZATION

GOOGLE MAPS OPTIMIZATION IS AN IMPORTANT PART OF A SUCCESSFUL LOCAL SEARCH MARKETING STRATEGY



LOCAL SEARCH STRATEGY

NOW IS THE BEST TIME FOR CREATING A LOCAL STRATEGY OF YOUR WEB PRESENCE ON SEARCH ENGINE RESULT PAGES



LINK BUILDING & CONTENT

LINK BUILDING IS STILL AND WILL CONTINUE TO BE A TREMENDOUSLY IMPORTANT CONPONANT OF SEARCH ENGINE OPTIMIZATION



PAID SEARCH ADVERTISING

PAID LISTING ON GOOGLE ADWORDS AND YELP AND GET YOUR SITE VISABLE TO SEARCHERS WITHIN DAYS



CUSTOM WEBSITE DESIGN

OUR WEB DESIGNERS SPECIALIZE IN AFFORDABLE WEB DESIGN ANWARER INCLUDING ECOMMERCE.



SOAPBOX REVIEWS

SOAPBOX IS CW TAYLOR MARKETING'S LATEST, CUTTING EDGE REVIEW TOOL. WE SAW A NEED FOR AN INNOVATIVE TOOLS THAT WOULD STREAMLINE REVIEWS



Free SEO Consultation



Request a Free Quote



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