



ASHLEY PEDERSON

Google Business Profile

Easy to Find, Quick to Answer

ASHLEY PEDERSON

Google Business Profile

Easy to Find, Quick to Answer

Table of Contents


- Ashley's Approach 04
- Philosophy 05
- Budget..... 06
- By the Numbers..... 07
- Strategy..... 08
- Lead Distribution..... 09
- Rules of the Game..... 11
- Ashley's Toolkit..... 12
- Accountability..... 22
- Why Realtor.com? 23
- 3 Things You Can Do Now 24
- 6 Things Ashley Will Do Moving Forward..... 25
- Ashley On Coaching 26

ASHLEY PEDERSON / GOOGLE BUSINESS PROFILE

ASHLEY PEDERSON

Google Business Profile

Easy to Find, Quick to Answer

Promo Realty
Jefferson City, MO
Ashley@ashley-pederson.com
 ashleypedersonsteam



Years in real estate: 17

2021 Results

- ❖ Transactions: 203
- ❖ Volume: \$45,142,468
- ❖ GCI: \$1,292,263

2022 Jan to July (C&P)

- ❖ Transactions: 105
- ❖ Volume: \$29,595,398
- ❖ GCI: \$838,342

By the **NUMBERS**

Inbound calls from GBP (January 1 - June 13, 2022):	169
Website clicks through GBP since (January 1 - June 13, 2022):	1,108
2021 volume attributable to GBP:	\$1,947,900
GBP reviews (overall 5-star rating):	166
Call answer rate with GBP:	100%
Cost to Ashley:	\$0.00

ASHLEY PEDERSON / GOOGLE BUSINESS PROFILE

Why **GOOGLE** **BUSINESS PROFILE?**

Google Business Profile may be the first thing people will see when they search for you personally and, properly tended, one of the first things people will see when they do more generalized searches.

ASHLEY PEDERSON / GOOGLE BUSINESS PROFILE



“The Playbook”
Ashley’s **APPROACH**

ASHLEY PEDERSON / GOOGLE BUSINESS PROFILE

Best PRACTICES

- The first thing is to create uniformity across all your pages. Make sure your name is exactly the same on every website so that Google can link them to you. This was something Ashley had to address again when she left her brokerage to start her own. She noticed that with just this simple step, she began showing up first in her area.
- Post pictures regularly. Ashley normally has her assistant doing this for her. Mix things up. Shows homes, events, happy clients receiving keys – you name it.



Best PRACTICES

- When you get a call through GBP, make sure you answer. Every agent on Ashley's team has the Google line attached to their phone, and the first agent who answers gets the lead. Naturally they have a 100% answer rate.
- Ashley's team has a strong YouTube page full of informational videos which automatically connects to Google and boosts her ranking.

ASHLEY PEDERSON / GOOGLE BUSINESS PROFILE



Getting **REVIEWS**

- Ashley always makes sure to include a QR code in the card attached to her closing gifts. The code directs them to her GBP where they can write a review. She also encourages everyone on her team to specifically ask for a GBP review at closing.
- Ashley isn't overly aggressive when asking for reviews. Her team receives reviews from about 50% of their transactions. If anyone doesn't leave a review, it's usually because they don't have Google accounts or have older phones which make the process more challenging. She estimates that the agents on her team who are more outspoken when asking for reviews receive them 90% of the time.
- Ashley makes a point that whenever she gets a review, she responds through GBP with a personal note back.



A STORY

In February of 2021, Ashley conducted what she calls a “reverse pop-by.” It was during COVID, so people couldn’t come into the office. No problem. She met them in the parking lot where she gave each client a box of chocolate-covered strawberries and a t-shirt promoting her team. During the process, recipients were encouraged to capture a QR code so they could quickly write a review. The result? 45 5-star reviews.

ASHLEY PEDERSON / GOOGLE BUSINESS PROFILE

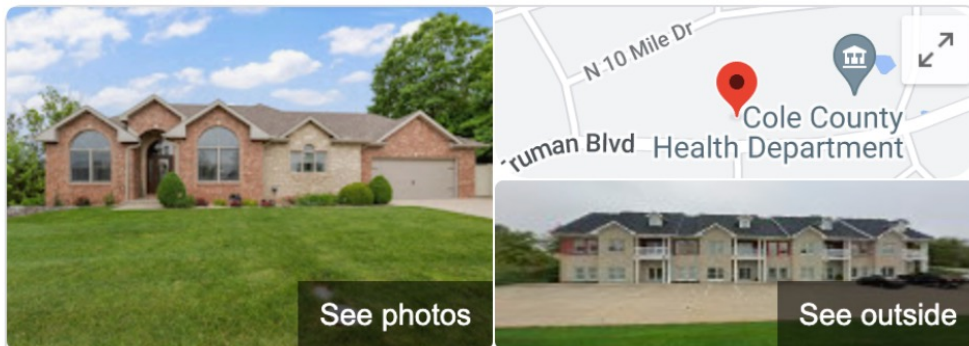




“The Playbook”
Ashley’s **TOOLKIT**

ASHLEY PEDERSON / GOOGLE BUSINESS PROFILE

Ashley's TOOLKIT



Ashley Pederson- Promo Realty, LLC



Website

Directions

Save

Call

4.9  166 Google reviews

Real estate agent in Jefferson City, Missouri

Address: 3432 W Truman Blvd Suite 104, Jefferson City, MO 65109

Hours: Open · Closes 5PM ▾

Confirmed by this business 5 weeks ago

Phone: (573) 469-4530

[Suggest an edit](#) · [Own this business?](#)

Questions & answers

[Be the first to ask a question](#)

Ask a question

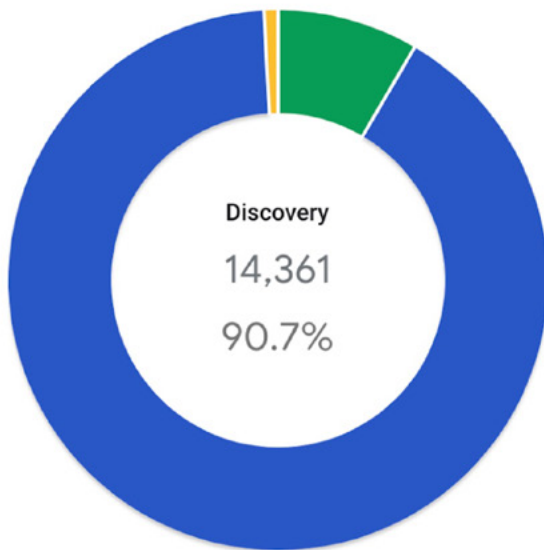
 [Send to your phone](#)

Send

Ashley's TOOLKIT

How customers search for your business

Quarter ▼



Direct

People who find your Business Profile searching for your business name or address



Discovery

People who find your Business Profile searching for a category, product, or service



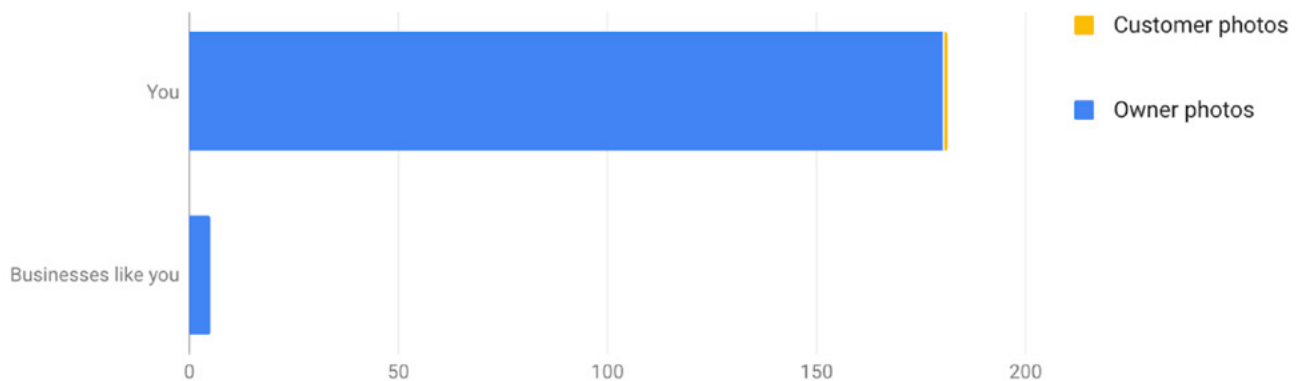
Branded

Customers who find your listing searching for a brand related to your business

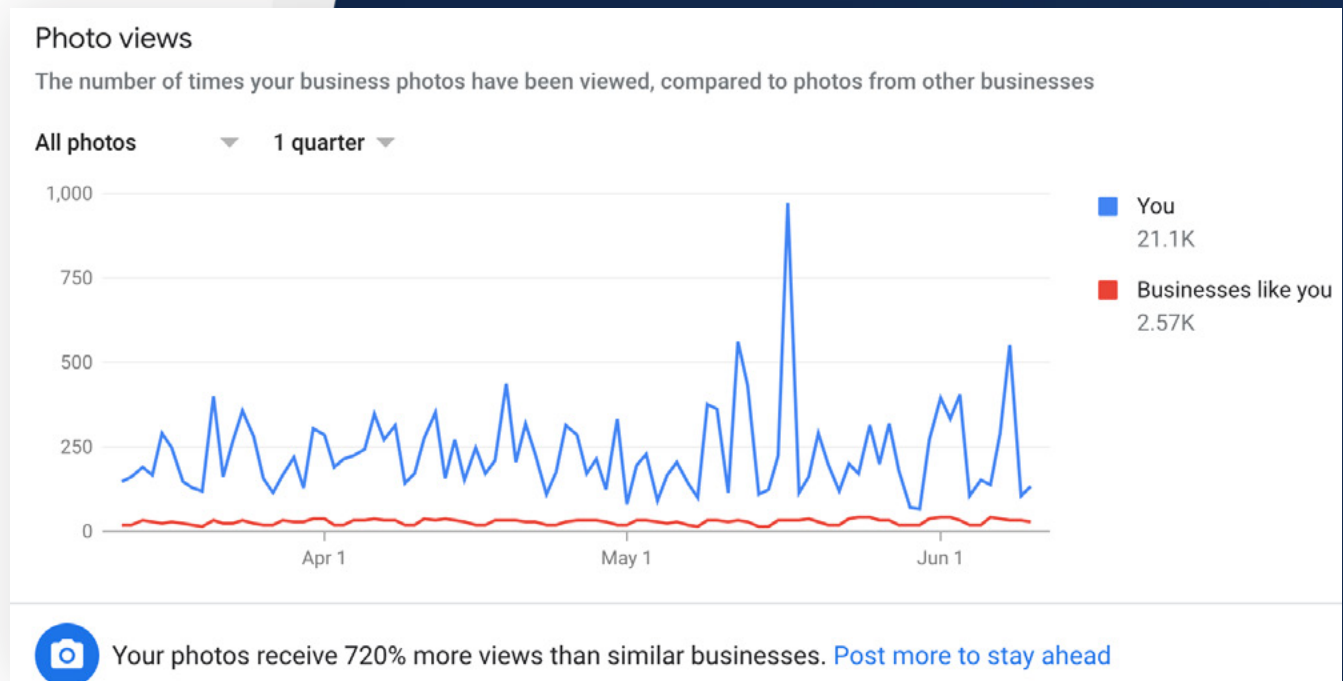
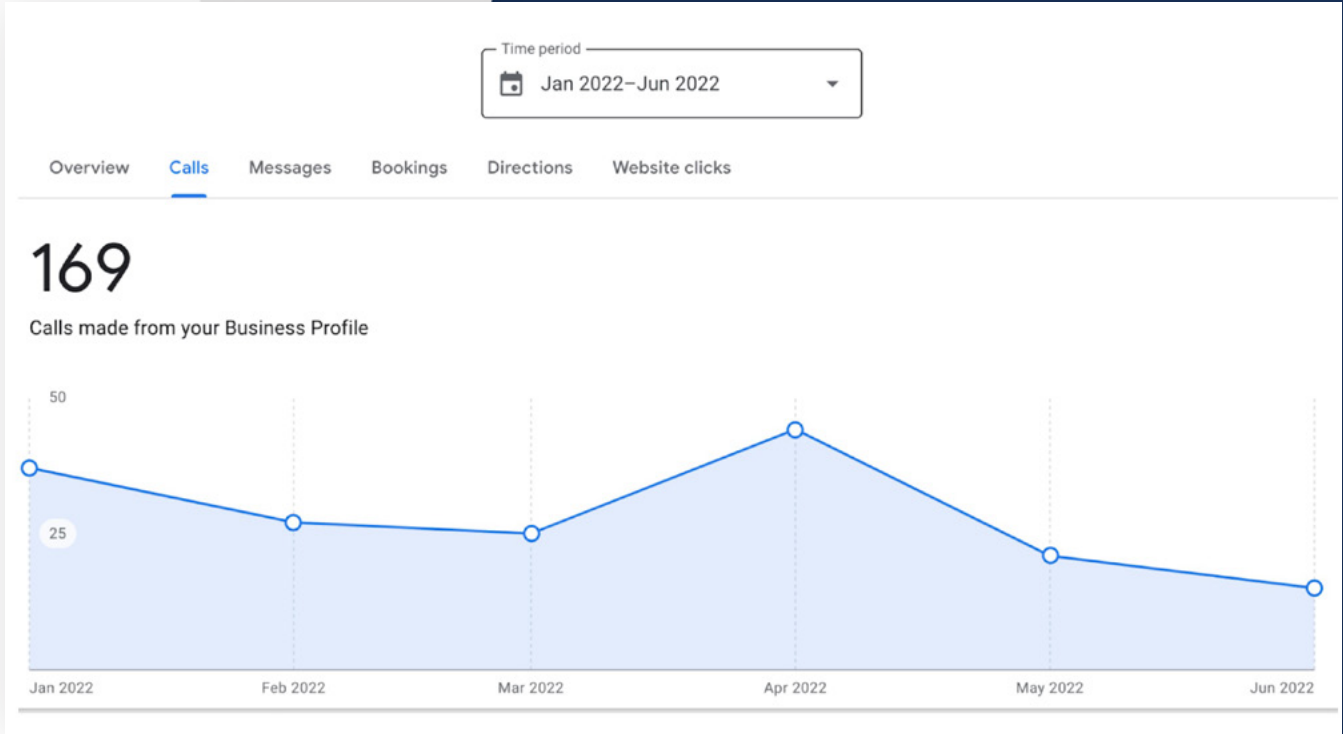
ASHLEY PEDERSON / GOOGLE BUSINESS PROFILE

Photo quantity

The number of photos that appear on your business, compared to photos from other businesses



Ashley's TOOLKIT



ASHLEY PEDERSON / GOOGLE BUSINESS PROFILE

3 Things YOU CAN DO NOW

01

Keep it simple. The details are for face-to-face.

02

Follow up. The whole purpose of sending a CMA is to start a conversation.

03

Remember that it's only one tool in what should be a comprehensive database marketing plan.

ASHLEY PEDERSON / GOOGLE BUSINESS PROFILE



6 Things Ashley will do **MOVING FORWARD**

01

Copy my business name, address and phone number exactly as it appears on my GBP and add that to the end of all my YouTube video descriptions. I'll do this because any mention of my business information like this is known as a citation and having lots of high value citations like the ones that you can get on YouTube is a huge ranking factor for local SEOs. The second step to this is to finish the video description with a link back to my GBP and to a few specific 5-star reviews. This is a really nice

02

Consistently add 30-second video reviews to my GBP. This is a much stronger way of building trust with potential prospects.

03

Start using long-tail keywords in the post that we put in GBP. This is going to bring in more traffic as no one else is probably taking the time to do this.

04

Write questions and answers in the knowledge panel of GBP. When writing these questions, I need to keep in mind what questions are prospective buyers and sellers asking. I can find out what they are asking by doing a search on google and seeing what questions Google pops up under the "People Also Ask" section. I need to take those questions and answer them from my angle. After I put the question and answers on there then I need to concentrate on getting some thumbs ups on the answers.

05

Focus on local link-building strategies. Focus on citation building and being listed on 50 general citation sites. Example of general citation sites: YellowPages and Yelp. Focus on being listed on the top 5 industry-specific sites. Example of industry specific sites: Tom Ferry website, NAR website, other agents' websites. Focus on being listed on two city specific websites. Example of city specific : Local newspaper website, local city magazine website.

06

Work with my Tom Ferry coach to help keep me accountable and to help me implement these ideas!

ASHLEY ON COACHING

Coaching has been huge.

I had only one buyer's agent. I kept going to my broker to figure out how to form a team and he wasn't really helping me. I read books, Googled around, and that's when I came across Tom Ferry's content. I was scared to sign up for coaching, but it helped me rework my team. Never in a million years did I think I'd start my own brokerage. It has completely changed mine and my husband's lives.

ASHLEY PEDERSON / GOOGLE BUSINESS PROFILE