

The Earley Examiner

A Letter from Massachusetts Personal Injury Attorney Chris Earley

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The digital behemoth that is Google is not going anywhere anytime soon. A crucial Google platform to take advantage of is Google My Business (GMB). If you don't already have a GMB profile set up, do it as soon as possible because it is completely free and truly critical for any local SEO strategy. Additionally, I have read that Google wants to have GMB profiles essentially replace websites. This means that websites will of course remain important, but your GMB profile will take precedence in the eyes of Google. Here is a blueprint on how to get the most out of your GMB profile.

First steps. Make sure that you have already claimed your GMB listing as all the ideas here can only be implemented once the listing has been claimed. If you have not done so already, claim your profile as soon as possible. To do so, go to google.com/business and follow the prompts.

Fully optimize your profile. Make sure *all* possible information is filled out. This is critical so that there are no empty sections in your profile. All business information and contact information should be meticulously filled out and should be 100% accurate. If there are inaccuracies of any kind in your profile that can negatively impact your local SEO rankings. Google frequently changes what can be added to your profile so make sure to check every couple of months so that all sections are fully utilized and optimized.

Constantly generate reviews. Gaining reviews is so important. If your firm is not generating reviews you need to start doing so right now. Consumers expect you to have reviews, and they read reviews. Potential clients frequently call us and say "I read your reviews." Generate reviews constantly, and respond to each and every review, good and bad. This is a positive signal to Google that you are a business engaged with and interacting with Google users, which Google loves and rewards.

Post frequently. Posts on your profile are basically updates about your business. Posts should be made as much as possible. Posts can be descriptions of and links to your recent blog posts. They also can be updates about your business. Create at least a few posts each and every week

because Google loves this activity which can help your profile to rank higher organically.

Pictures and video. Google loves pictures so make you are constantly uploading pictures to your profile. These can be pictures of staff at work, pictures of the office, as well as any and all other pictures related to your business. Like posts, multiple pictures should be added each and every week. Add video as well to your profile. Any videos your office produces should be added to your GMB profile.

There is no question that a Google My Business profile is part and parcel of any local SEO strategy. Failure to take full and complete advantage of this powerful and free platform is foolhardy.

Thank You for Your Personal Injury Referrals!

Your trust in us to handle your personal injury referral is incredibly appreciated not only by myself, but by my entire team. Anyone you refer to us receives our signature 5-star client service called *The Earley Experience* which has led us to amass over 525 Google reviews.

Let's Connect

I would love to grab coffee or jump on a Zoom with you. We can chat about practicing law, marketing, managing and scaling a practice, hiring/firing, referrals, etc. Call my cell at 617 956 2501 or email me at cearley@chrisearley.com so we can talk and help one another!

Check Out My Most Recent ABA Article Attached

This month's topic is all about the flywheel.

Quote of the Month

“There are three ways to ultimate success: The first way is to be kind. The second way is to be kind. The third way is to be kind.” — Mr. Rogers