

# Improving local awareness in Google

Webinar // 17 June 2021

Collaboration between:



base  
creative

# Agenda for today's session

## INTRODUCTION

Benefits of local marketing

## SET UP

Google My Business

## OPTIMISE

Your listing

## TIPS

How to appear in 3-pack

## Q&A

Answering your questions

# Who we are



Abby Webb

Search and Content Consultant

Account Manager

6 Years



Iain Scott

Director

18 Years

# Base Creative

## 18 Years

Established in 2003, we have a wealth of digital experience.

## 190 Launches

We've created and launched over 190 websites.

## Notable companies we've worked with



# ICPA x Base Creative survey Results recap

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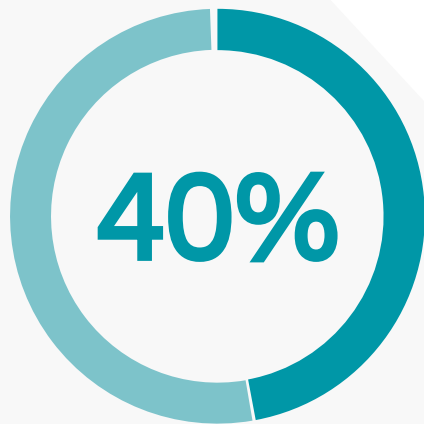
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## Knowing More

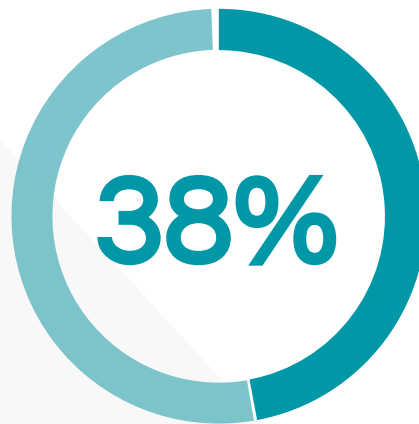
### Key stats

- Growing local awareness was the most popular answer (40% of respondents)
- Social media (38% total) came second - primarily LinkedIn (29%) and Facebook (21%)
- Content writing (36%) and email marketing (32%) followed

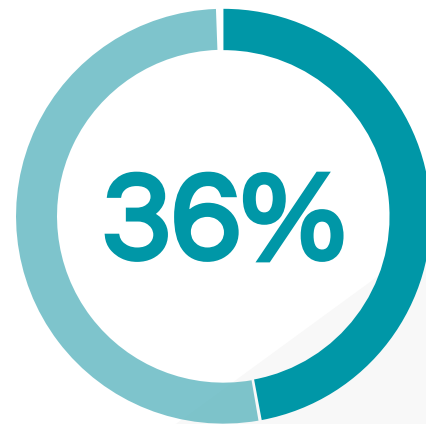
## What would ICPA firms like to know more about?



Growing local  
awareness



Improving social  
media



Writing high  
quality content

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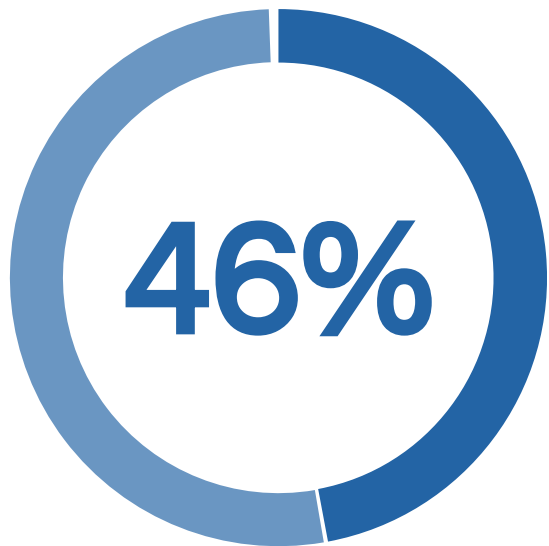
# Why is local marketing so important?

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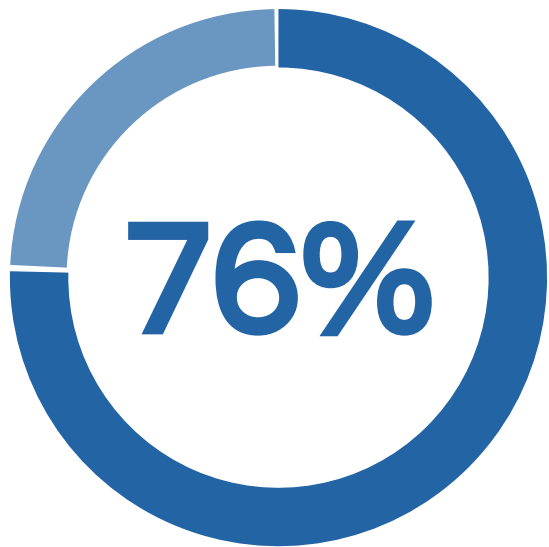
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# Why is local marketing so important?



of all Google searches are looking for local information.

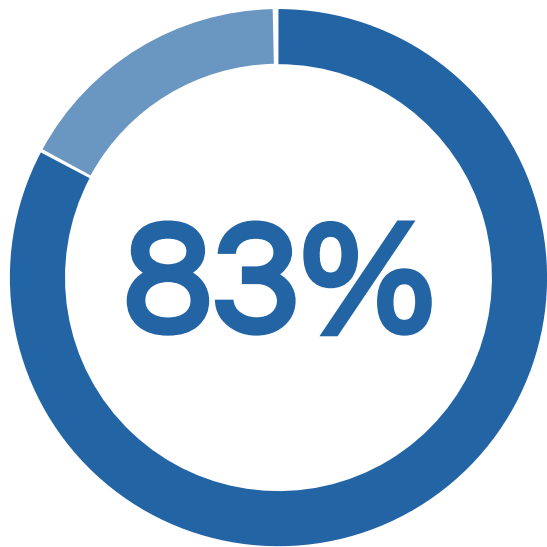
# Why is local marketing so important?



of all local searches result in a phone call.

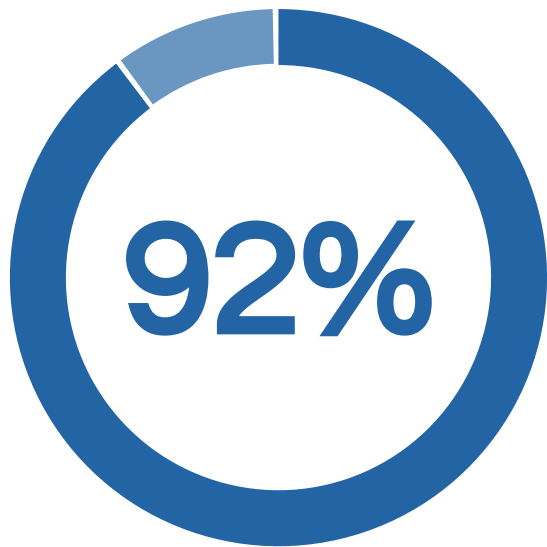


# Why is local marketing so important?



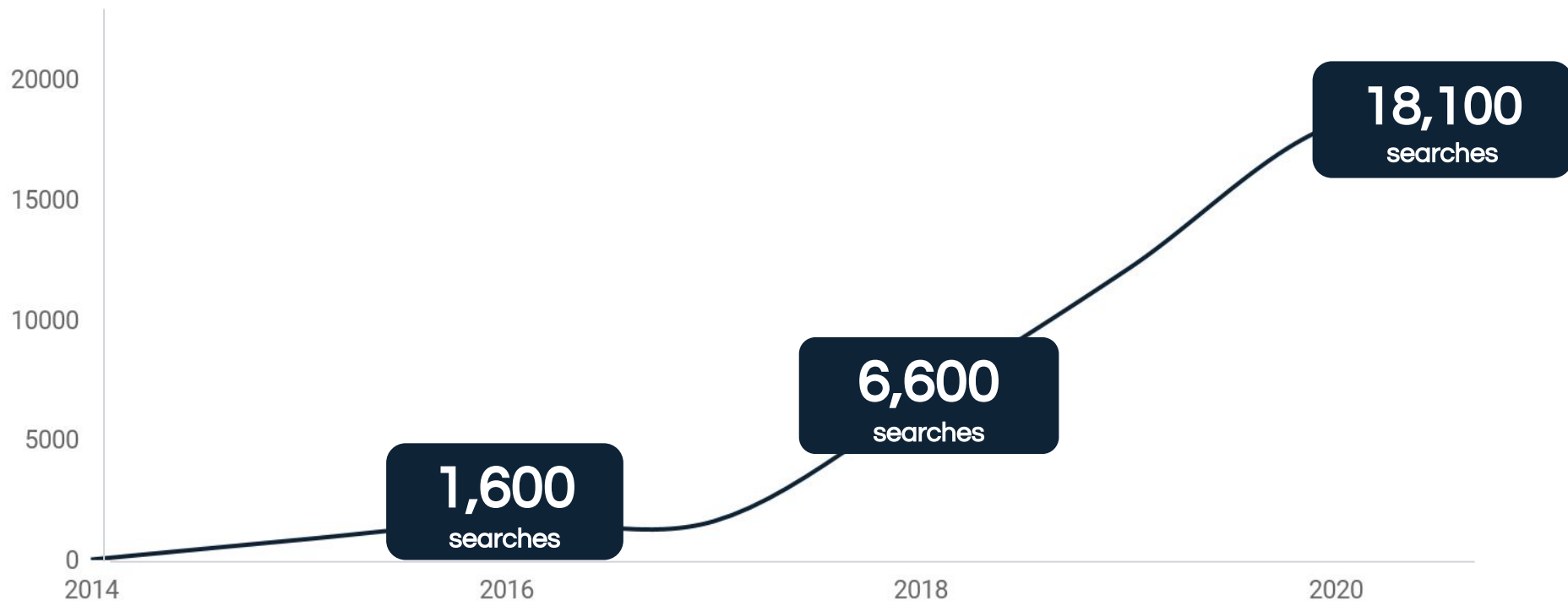
of all smartphone searches are about finding local businesses or services.

# Why is local marketing so important?



of searchers will pick businesses on the first page of local search results.

# Increase in local searches for “accountants near me”





# Get started with Google My Business

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# What is Google My Business?

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the accountancy partnership



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About 11,900,000 results (0.53 seconds)

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Our team help over 11000  
businesses from all over the UK ...

### About Us

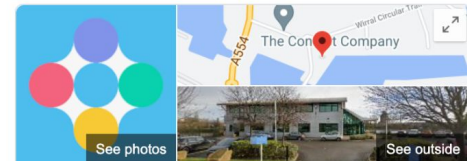
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accounting for our clients by ...

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Comprehensive online



## The Accountancy Partnership

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4.7 ★★★★★ 296 Google reviews

Accountant in Birkenhead, England

**Address:** Twelve Quays House, Egerton Wharf CH41 1LD

**Hours:** **Open** · Closes 5:30PM

**Phone:** 020 3355 4047

**Appointments:** [theaccountancy.co.uk](https://www.theaccountancy.co.uk)

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## Products

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£24.50



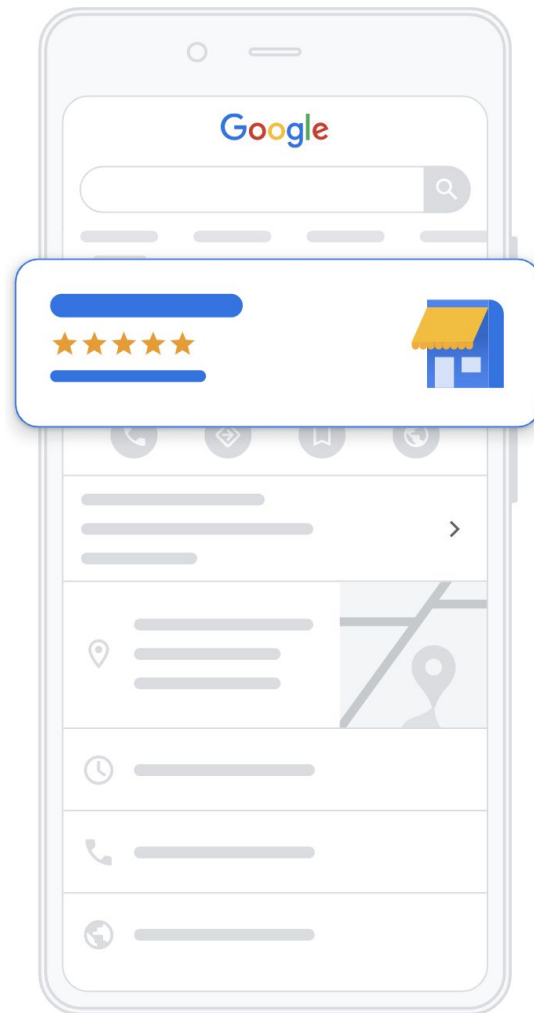
Limited Compan...  
£39.50



Partnership acco...  
£24.50

# How to get started

- Visit [google.com/business/](https://google.com/business/)
- Click 'Manage Now'
- Follow the steps to create your listing
- Verify your listing (postcard/call)
- Create 1 listing per office



Collaboration between:

# Optimise your listing

- Choose more categories
- Keep opening hours updated
- Add links to appointments
- Add your services
- Add a description
- Add business logo and photos

Business category\*

account

Accountant

Accounting firm

Accounting school

Accounting software company

Chartered accountant

Certified public accountant

Collaboration between:



# Request reviews from clients

“High-quality, positive reviews from your customers can improve your business visibility”

- Actively ask your clients for reviews
- Check regularly and respond to them - positive or negative

Collaboration between:



Taj Accountants: Small Business Accountants London  
4.7 ★★★★★ (124) · Accountant  
69 Vallance Rd · 020 3759 5649  
Closes soon · 6:30PM



Website



Directions

Howlader & Co Chartered Accountants in London  
5.0 ★★★★★ (54) · Chartered accountant  
Suite 1, 56 Leman St · 020 7488 3614  
Closed · Opens 9AM Tue



Website



Directions

BrooksCity - Chartered Accountants London  
4.9 ★★★★★ (52) · Accountant  
71-75 Shelton St · 020 7100 6150  
Closed · Opens 9AM Tue  
On-site services · Online appointments



Website



Directions

## Get more reviews

Share your Business Profile and get new reviews from customers



[Share review form](#)



# Keep your listing up to date

- Answer any questions that appear - the quicker, the better
- Regularly publish posts and offers
- **Tip: use trackable links on your posts and Google My Business profile**

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## Questions & answers

[See all questions \(2\)](#)

[Ask a question](#)



The Accountancy Partnership  
on Google



How Do I Value My Business?

22 hours ago

[Learn more](#)



What a (Tax) Relief!  
Understanding the new Super  
Deduction Tax Rules

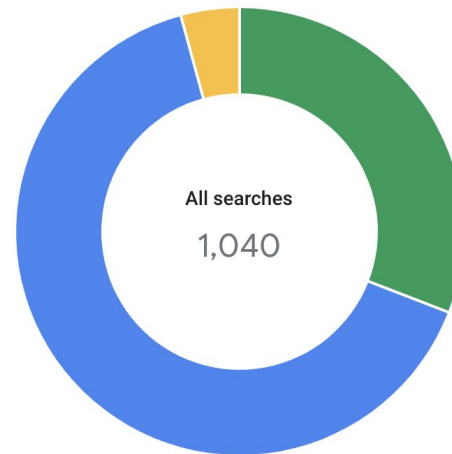
13 May 2021

[Learn more](#)

# Measuring results

- How customers search for your business
- Which search terms are used
- Where customers view your business on Google
- Customer actions
- Phone calls initiated
- Messages received
- Bookings requested

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## 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



# Get into the Google 3-Pack

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# What is the 3-pack?

Collaboration between:



accountants near me



Rating ▾

Hours ▾

## Local Cheap Accountants Blackheath

No reviews · Accountant

Glenluce Rd · 020 4538 0785

Open · Closes 9PM



[Directions](#)

## Finsbury Robinson Greenwich Accountants

5.0 ★★★★★ (4) · Accountant

7+ years in business · 237 Westcombe Hill · 020 8858 4303

Open · Closes 5PM

✓ On-site services · ✓ Online appointments



[Website](#)



[Directions](#)

## Osborne Accountants

No reviews · Accountant

7+ years in business · Horsley House, 7A Red Lion Ln · 020 3371 8698

Open · Closes 6PM



[Website](#)



[Directions](#)



[View all](#)

# How to rank in 3-pack

**1. Optimise your Google My Business listing**

**2. Get more reviews for your firm**

**3. Optimise your website for local searches**

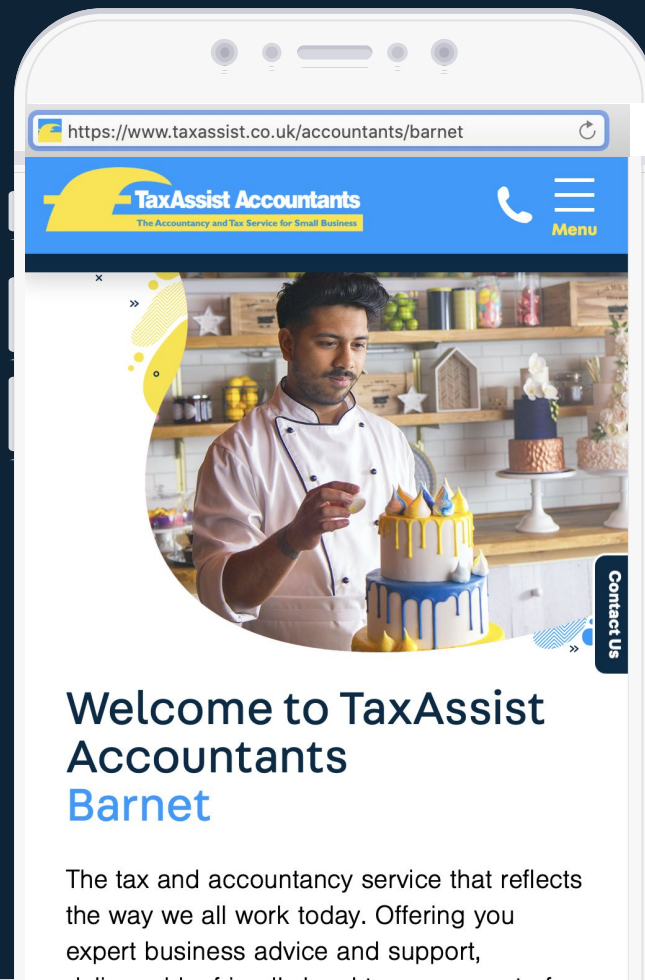
**4. Manage your NAPs**

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# Optimise your website for local

- Make sure you mention your location on your website:
  - ✓ URL
  - ✓ Page title and H1
  - ✓ Website copy and alt text
- Create separate pages for each of your offices
  - Make your phone number clickable
  - Use schema markup
  - Get backlinks from local websites



# Business directories // Manage your NAPs

**NAP stands for Name, Address, and Phone number.**

Your NAPs need to be **correct** and **consistent** across the web - including your own website and Google My Business.

The Accountancy Partnership  
Egerton Wharf, Wirral  
+44 20 3355 4047



The Accountancy Partnership  
Egerton Wharf, Birkenhead  
020 3355 4047



The Accountancy Partnership  
Twelve Quays House,  
Egerton Wharf, Birkenhead  
+44 20 3355 4047

# Upcoming digital marketing webinars and training sessions

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# Upcoming webinar & training sessions



**FREE** 17 June 2021

## Improving local awareness in Google

For smaller firms, local awareness is key. With 40% of ICPA firms interested in **growing local awareness**, this session will focus on how you can use **Google's business tools** to improve your discoverability in the **local area**.

**Register** for free



**FREE** 15 July 2021

## Effective marketing for small to large budgets

This session will look at which digital marketing activities ICPA firms should prioritise based on their **yearly marketing budgets**. We'll explore what firms can do with £5K, £5-£10K, £10-15K and £15-20K budgets.

**Register** for free



**FREE** 19 August 2021

## How to cut time spent on marketing in half

38% of respondents said time was a barrier to their marketing activity, so in this session, we'll share easy **time-saving strategies** that all ICPA firms can introduce, like **automation** and **content repurposing**.

**Register** for free

# Thank You

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**basecreative.co.uk**  
hello@basecreative.co.uk  
020 7359 0005