



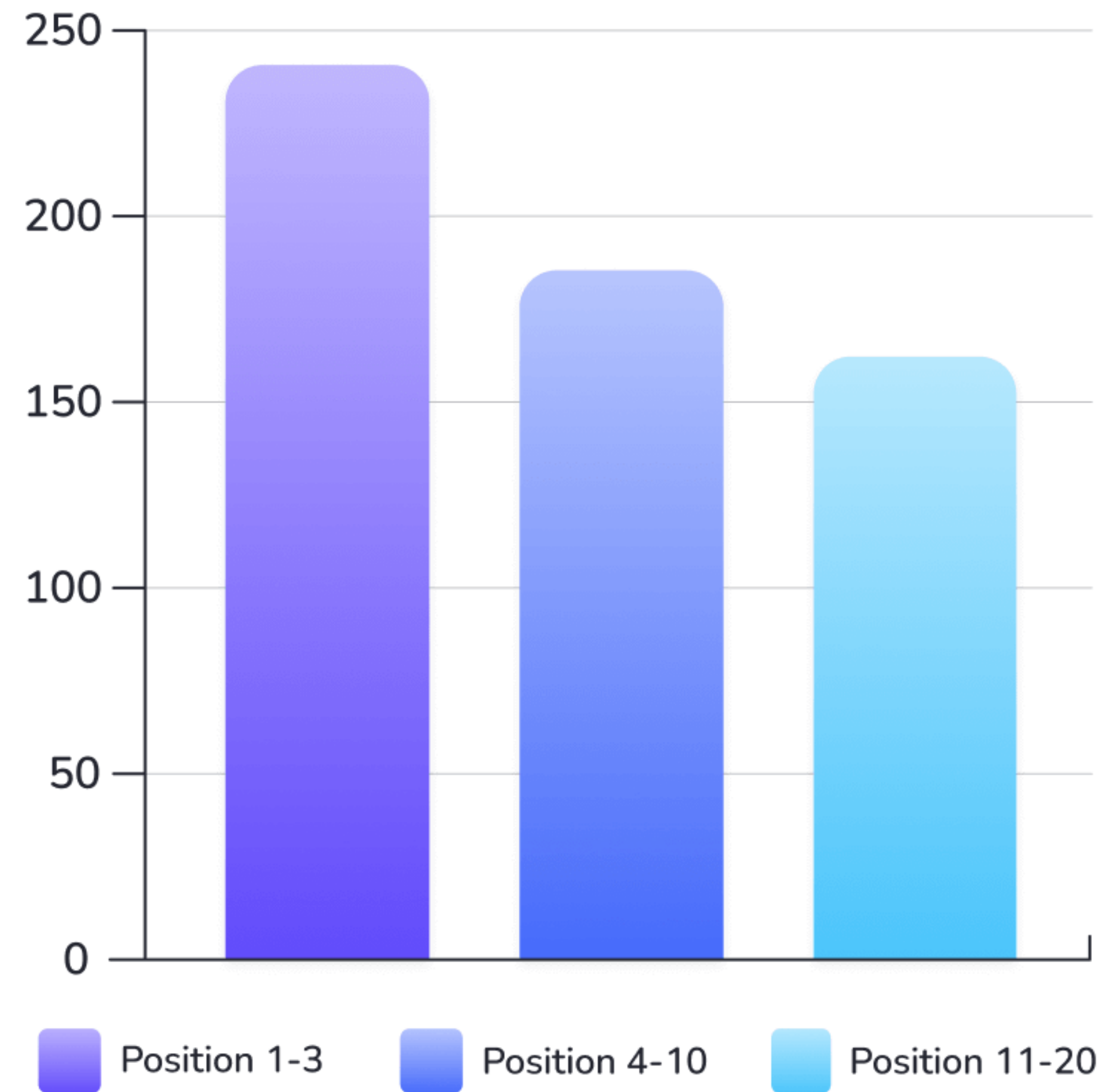
ARE YOU MIA
ON GOOGLE?

LAUNCH
KITS

Google Business Profile



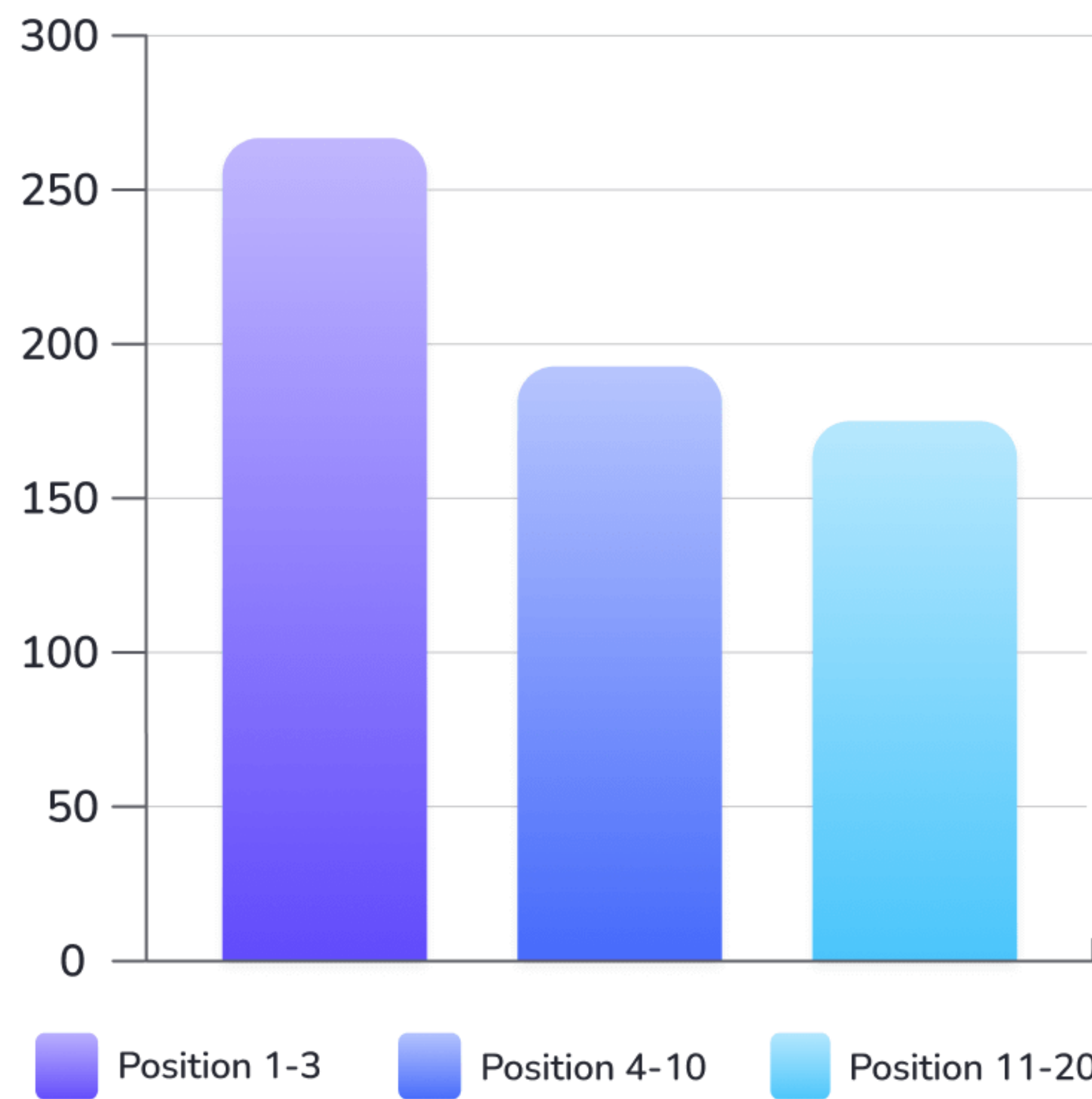
Average review count in Google Business Profile



according to position in local search results

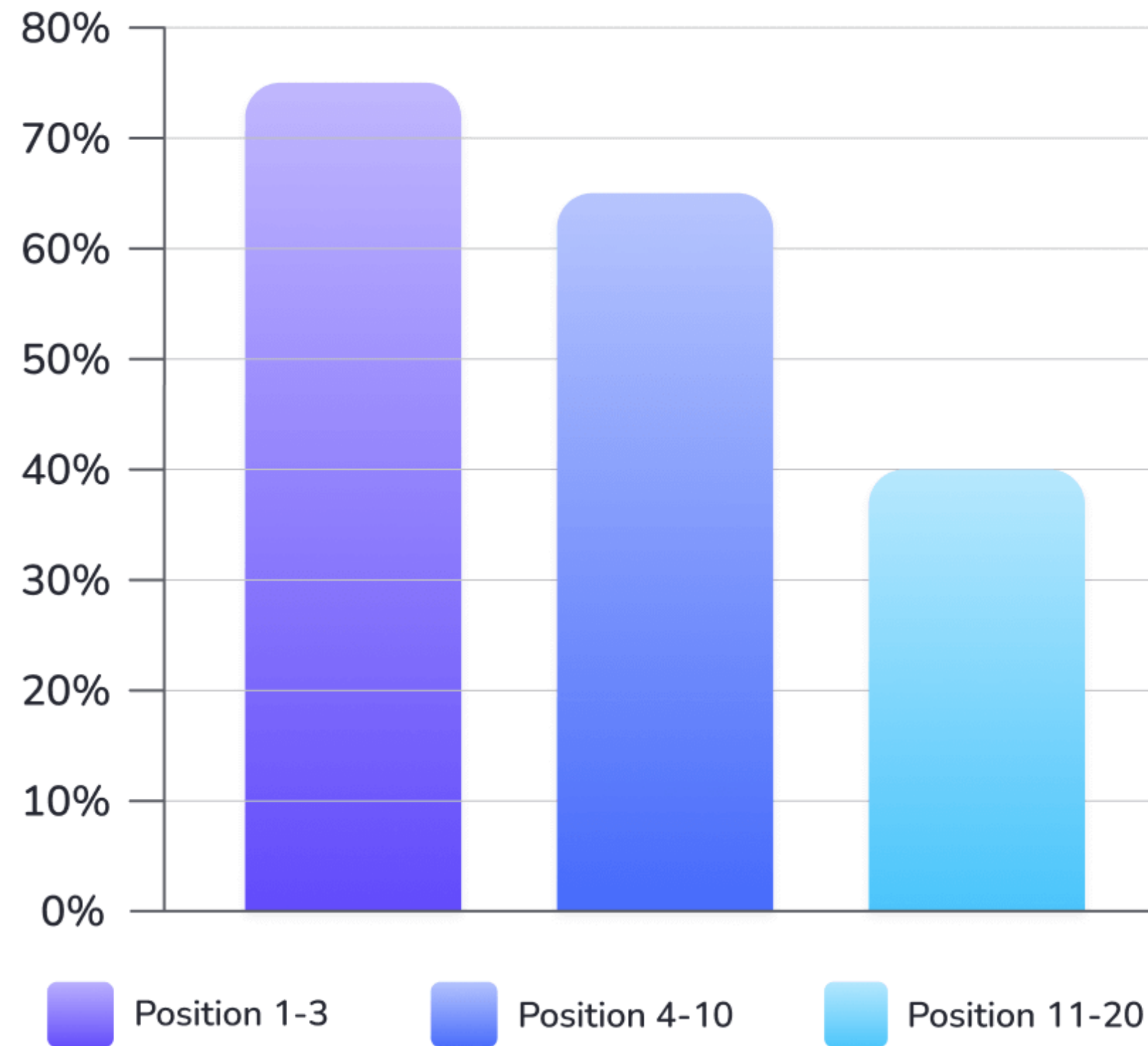
**2 Million Google
Business Profiles
Analyzed**

Average image count in Google Business Profile



according to position in local search results

% of GBPs with filled company description



according to position in local search results

**2 Million Google
Business Profiles
Analyzed**

RANKING FACTORS STUDY

Rank	Factor	Score	
1	Primary GBP Category	193	<div></div>
2	Keywords in GBP Business Title	181	<div></div>
3	Proximity of Address to the Point of Search (Searcher-Business Distance)	176	<div></div>
4	Physical Address in City of Search	170	<div></div>
5	Removal of spam listings through spam fighting	143	<div></div>
6	High Numerical Google Ratings (e.g. 4-5)	138	<div></div>
7	Additional GBP Categories	134	<div></div>
8	Quantity of Native Google Reviews (w/text)	128	<div></div>
9	Verified GBP	117	<div></div>
10	Proximity of Address to Centroid	114	<div></div>
11	Keywords in GBP Landing Page Title	114	<div></div>
12	Completeness of GBP	112	<div></div>
13	Sustained Influx of Reviews Over Time (rather than bursts)	105	<div></div>

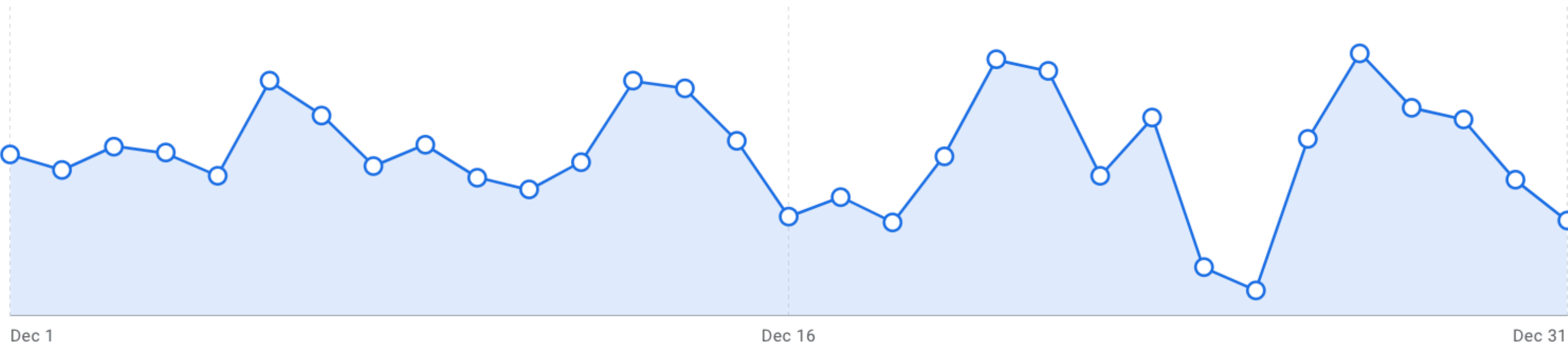


REAL WORLD RESULTS

2,598

Business Profile interactions ⓘ

↗ +19.2% (vs Dec 2023)



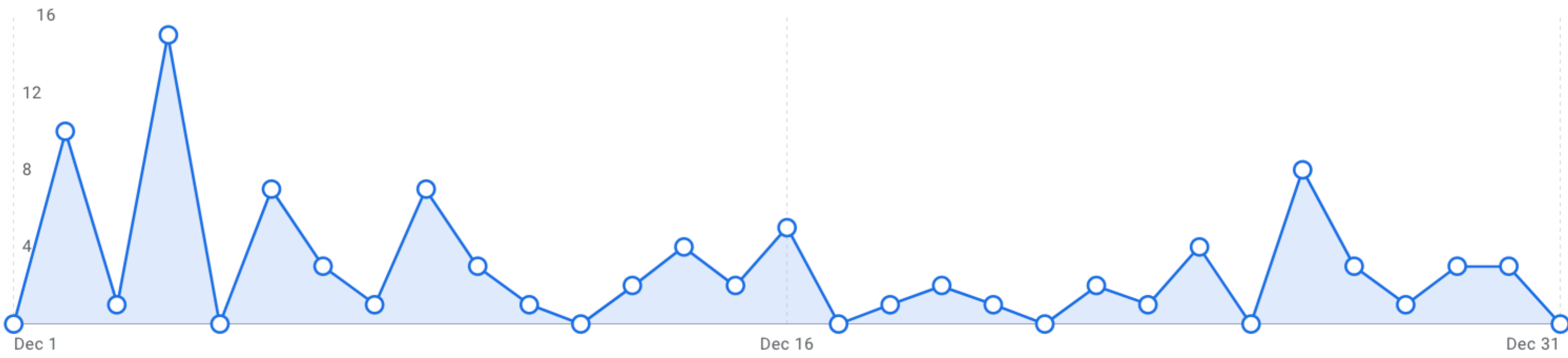
Pizza Shop in Lancaster, PA

REAL WORLD RESULTS

180

Business Profile interactions ⓘ

📈 +45.1% (vs Dec 2023)



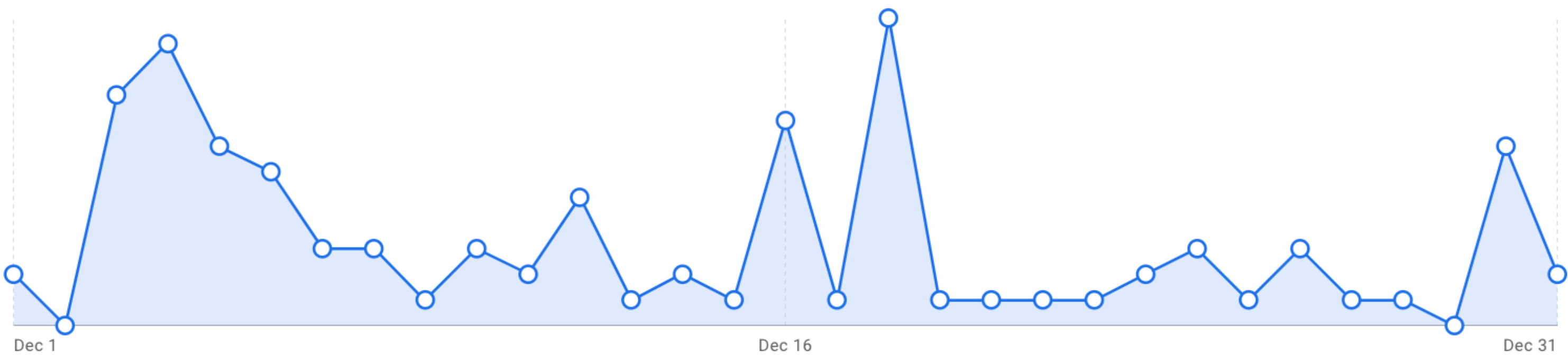
Painting Company in York, PA

REAL WORLD RESULTS

301

Business Profile interactions ⓘ

↗ +124.3% (vs Dec 2023)



CPA Firm in Lancaster, PA





Proximity
Category
Hours

+



Reviews
Profile Contents
Images & Videos
Landing Page

=



RANKING

WORKFLOW



IGNITION

PROFILE SETUP



LIFTOFF

REVIEWS & POSTS



ORBIT

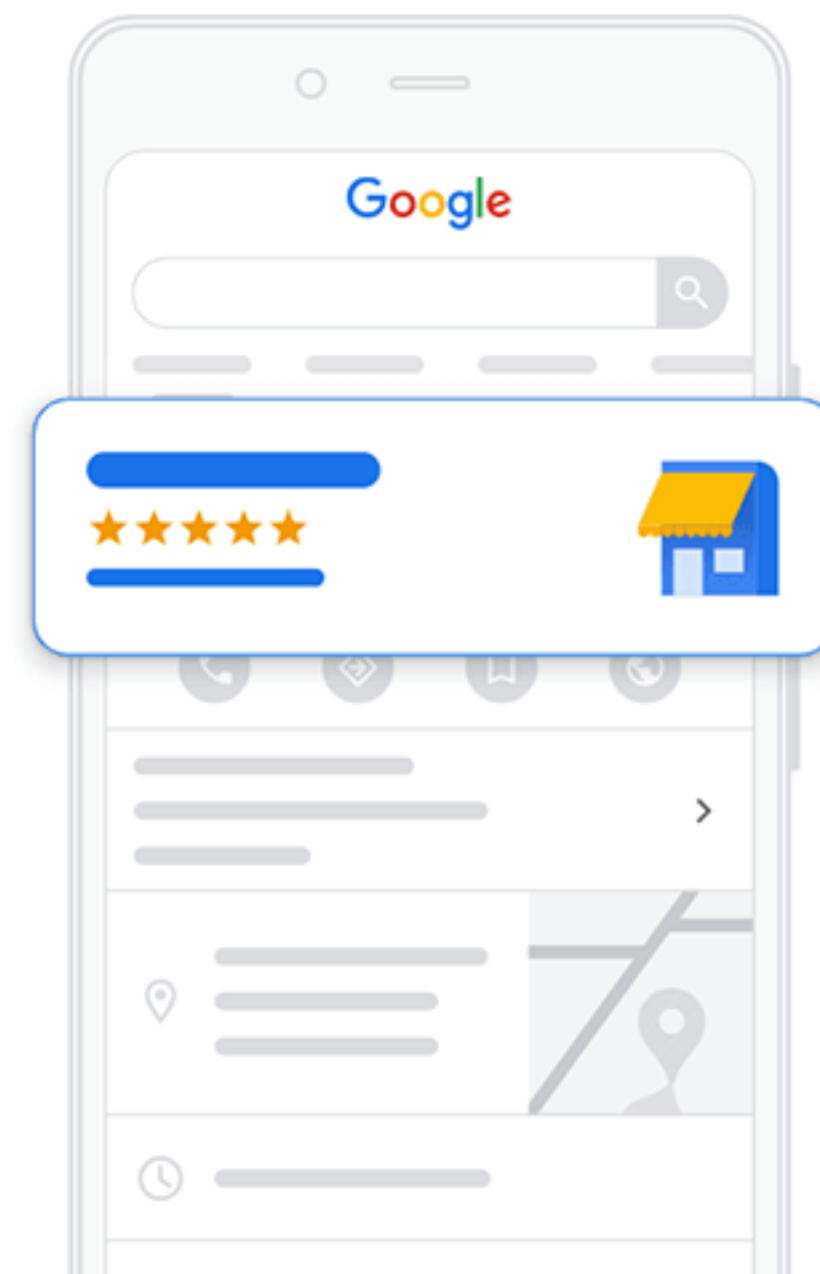
CONTINUALLY CREATE

CLAIM & OPTIMIZE

IGNITION



PROFILE SETUP



Create profile

Start building your Business Profile

This will help you get discovered by customers on Google Search and Maps

Business name*

The Ice Cream Company

Business category*

Dessert restaurant

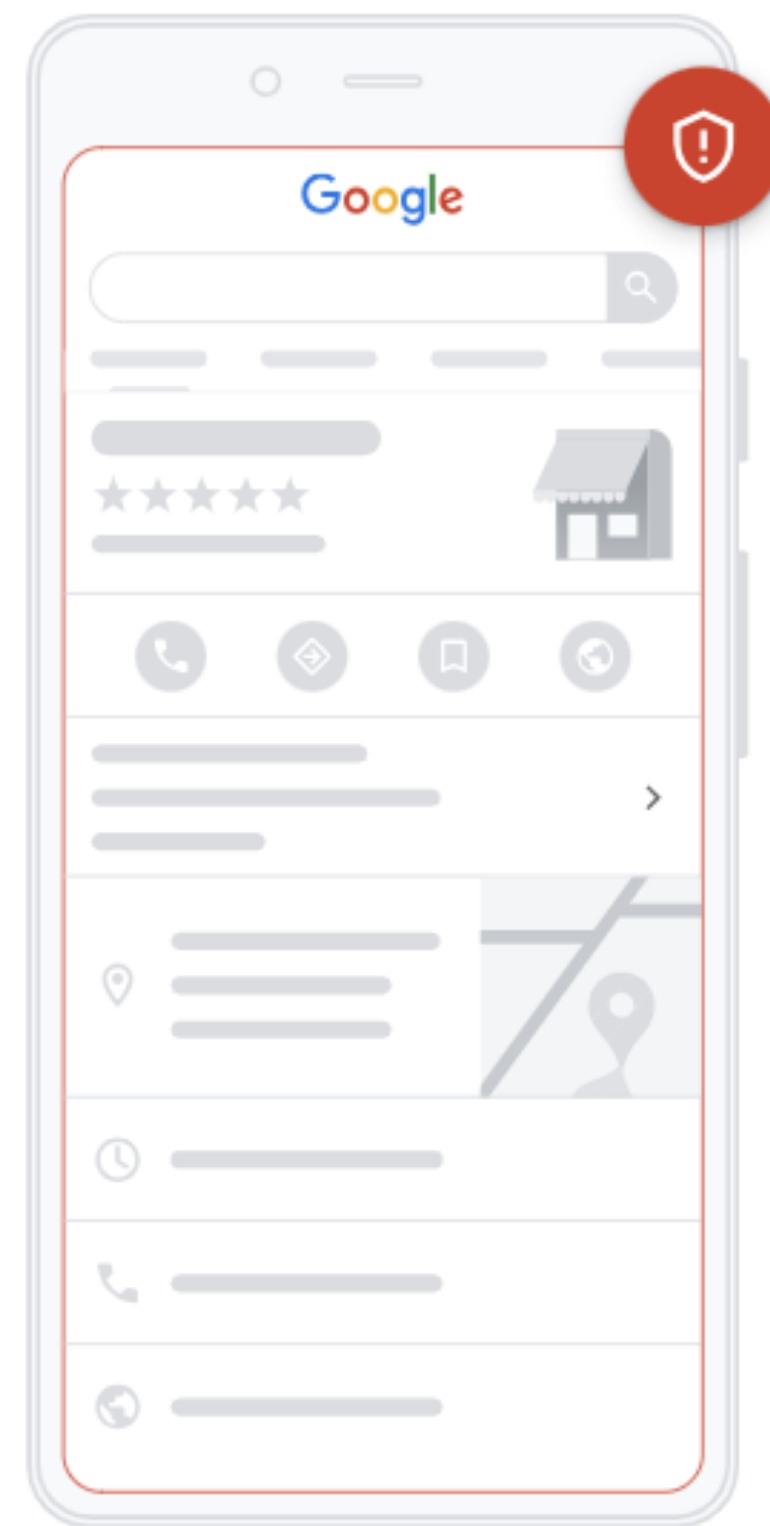
You can change and add more later

By continuing, you're agreeing to these [Terms of Service](#) and [Privacy Policy](#)

Next

business.google.com




VIDEO VERIFICATION



Verify

Record your business details

Capture all 3 requirements in 1 continuous recording. [Learn more about video verification.](#)

-  Your location should match your Business Profile address
Example: street sign, nearby businesses
-  Your business name and category should match your Business Profile
Example: business exterior and interior, products or equipment
-  You're authorized to represent this business
Example: unlocking store entrance, operating payment tool, proof of address

[Change option](#)

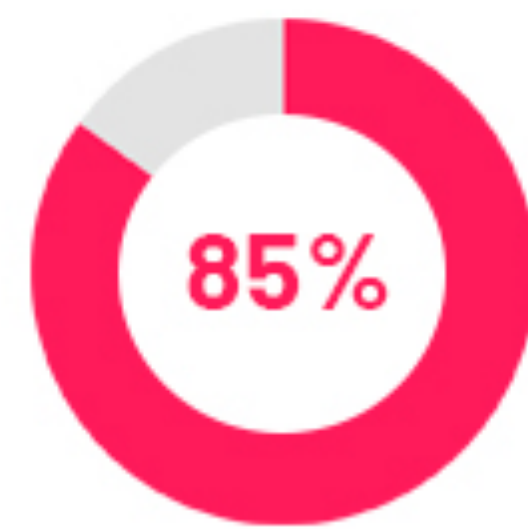
[Next](#)

ADD REVIEWS & POSTS

LIFTOFF



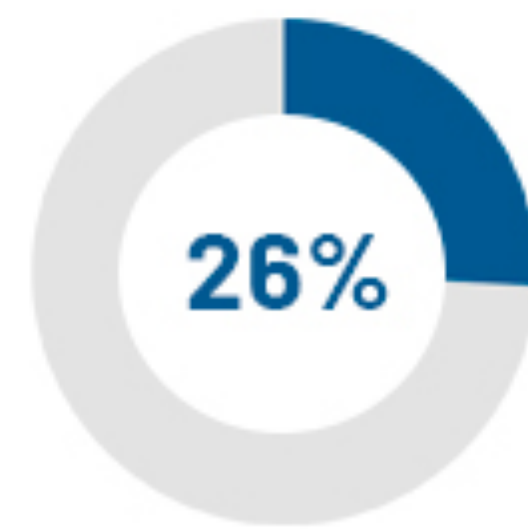
WHAT MOTIVATES CUSTOMERS TO LEAVE A REVIEW



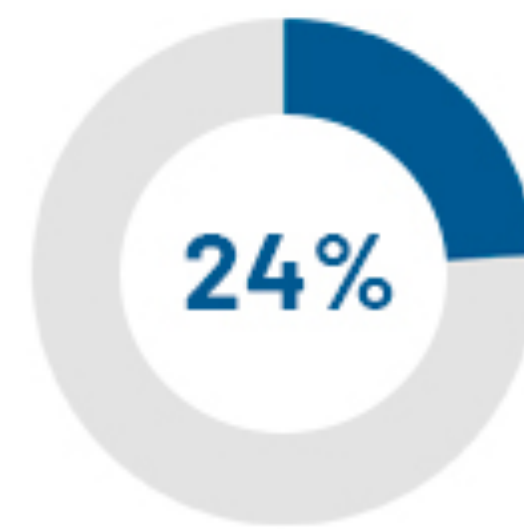
Helping other consumers or businesses



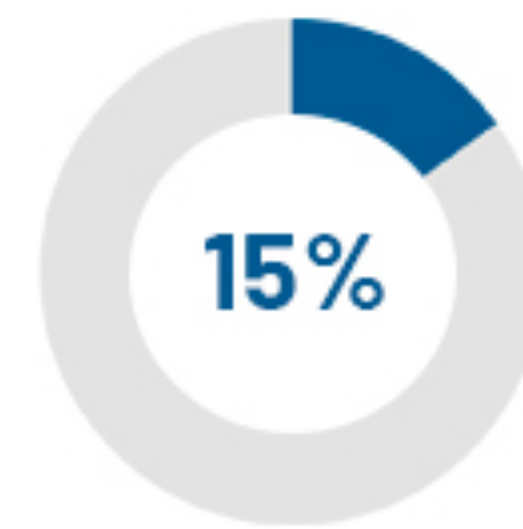
Informing others about their experience



Guiding others to make an informed decision



Letting the business know about their experience



Don't leave reviews, just read them

Source: Podium

DO

- Ask Promptly
- Ask Personally
- Incentivize Staff
- Make It Easy
- Follow Up

DON'T

- Financially Incentivize Customers
- Pay for Reviews
- Annoy Customers

UPDATE & POST

Latest Updates



Don't take chances with your home's electrical system. Lancaster Plumbing, Heating...

1 hour ago

[Learn more](#)



Are your outlets and switches up to code? Ensure your home's electrical system is s...

Jan 9, 2025

[Learn more](#)



[View all updates](#)

ADD AN OFFER

←

Add offer

⋮

>

Offer title*

(Example: 20% off in store or online)

Start date*

DD/MM/YYYY

End Date*

DD/MM/YYYY

Add more details (optional)

Offer details

0 / 1500

Voucher code (optional)


Add photos


Preview


Post



MENU



Restaurants & Bars Only







Griff's Bar 



Bar 

 500 West Broadway San Diego, CA 92101 

 *Add service area* 


 *Add hours* 

 *Add phone* 

 **Website**
Add URL 

Menu URL
Add URL

Reservations URL
Add URL


 **Menu**
Add or edit items


Updates from Google


This location has updated information from Google users or other sources. Review these published updates to make sure that they're accurate. [Learn more](#)

[ACCEPT ALL FOR THIS LOCATION](#)




Your business is live on Google

 [View on Search](#)

 [View on Maps](#)

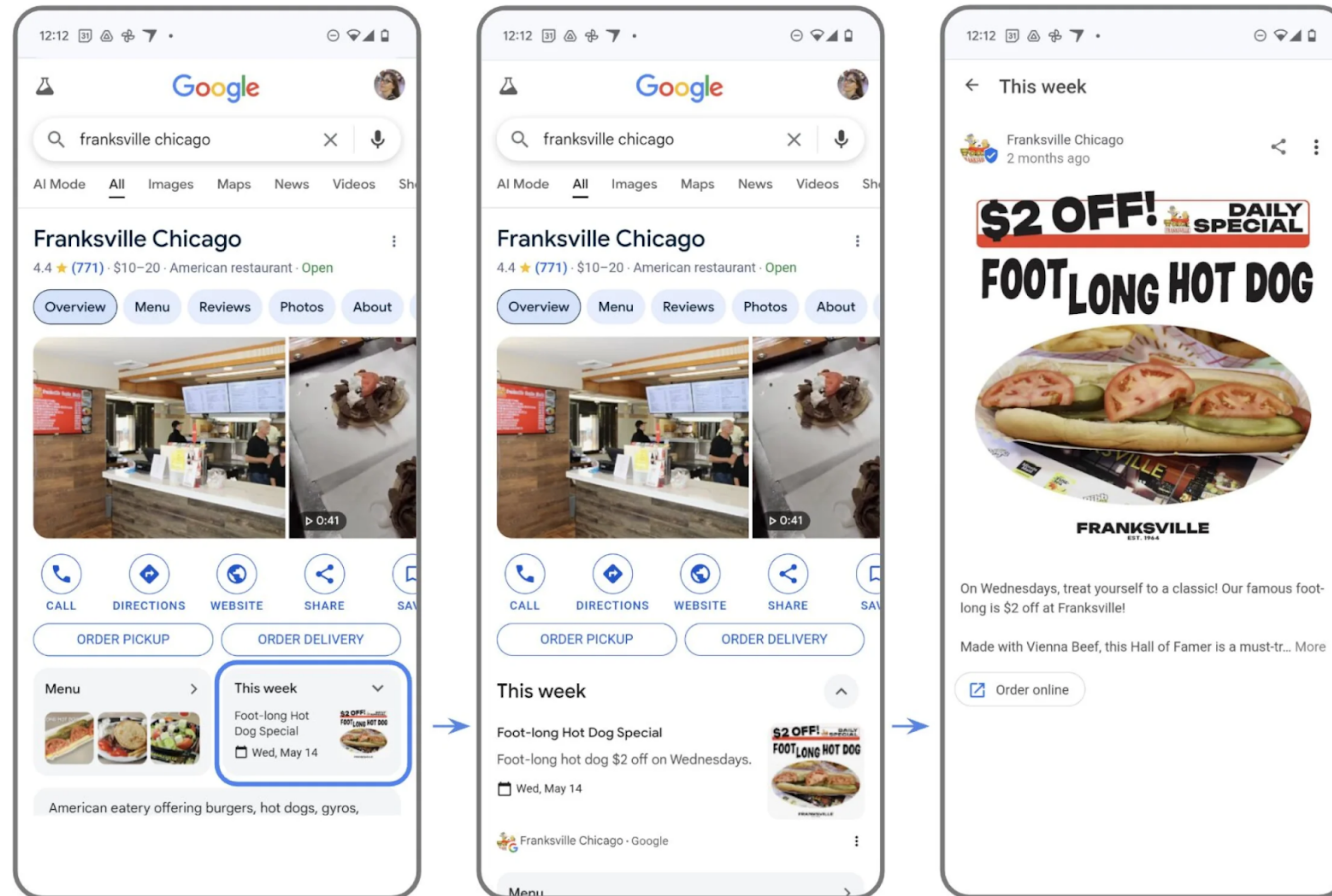
Close or remove this listing 

Advanced information

Store code	<i>Enter store code</i>	
Labels	<i>Enter labels</i>	
Google Ads location extensions phone	<i>Enter Google Ads phone</i>	

FEATURED EVENT

Restaurants & Bars Only



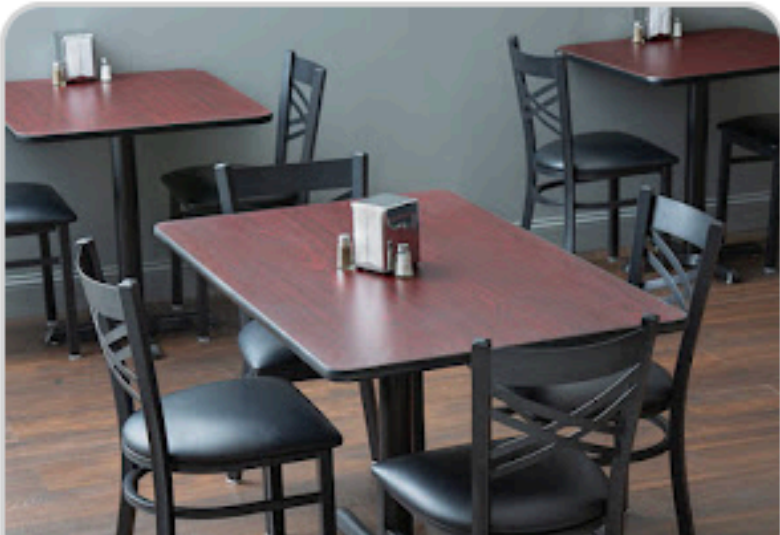
PRODUCTS

Retail

Products



Tabletop
Tabletop



Restaurant Furnit...
Restaurant Furnit...



Commercial
Commercial

A grayscale image of a spacecraft in orbit above the Earth's horizon. The spacecraft is a sleek, modern design with a large, rounded nose and a smaller, more angular rear section. It is positioned in the upper left quadrant of the frame. The Earth's surface is visible below, showing a mix of land and clouds. The background is the dark void of space.

CONTINUALLY CREATE

ORBIT



LANDING PAGE OPTIMIZATION

Name the Service/Product

Explainer video

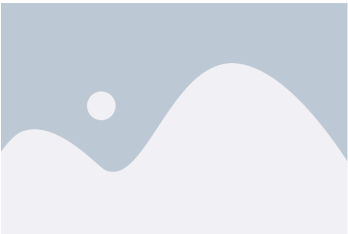
Demonstrate Expertise &
Build Trust

Service FAQ

Service

Use this section to introduce your company and how you serve your clients.

Contact Us

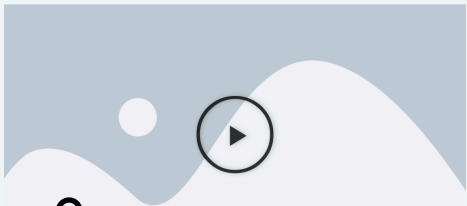


Service Details

Use this section to describe your company and the services you offer. You could share your company's story and details about why you are in business.

- Fact one
- Fact two
- Fact three

Learn More



Your Process



Step 1

A short description of the benefit.



Step 2

A short description of the benefit.



Step 3

A short description of the benefit.

Topical Summary

A short paragraph describing more service details, materials, etc. This section is meant to demonstrate your business expertise.

- Fact one
- Fact two
- Fact three

Learn More



Testimonials

"A testimonial from a client who benefited from your product or service."

Client Name

"A testimonial from a client who benefited from your product or service."

Client Name

"A testimonial from a client who benefited from your product or service."

Client Name

FAQ

A FREQUENTLY ASKED QUESTION SURROUNDING YOUR SERVICE

A FREQUENTLY ASKED QUESTION SURROUNDING YOUR SERVICE

A FREQUENTLY ASKED QUESTION SURROUNDING YOUR SERVICE

A FREQUENTLY ASKED QUESTION SURROUNDING YOUR SERVICE

Turn Visitors Into Leads

Use this short paragraph to explain how you will deliver.

Take The Next Step

Describe Your Approach

The Service Process

Localized Reviews

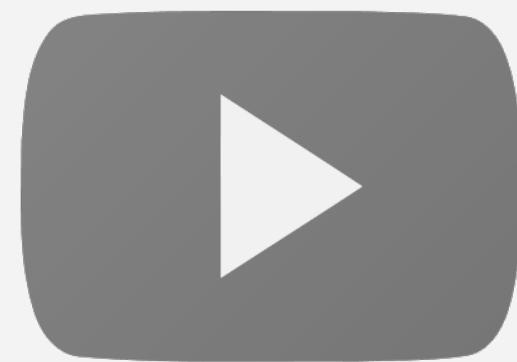
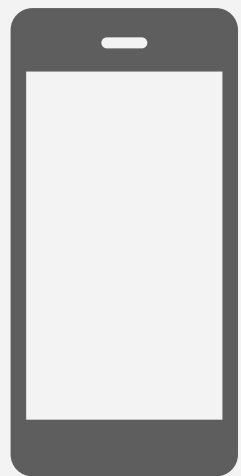
Final Call-to-Action

CONTENT STRUCTURE



CONTENT WORKFLOW

1. Create a video
2. Post the video on YouTube
3. Download YouTube transcription and edit with AI
4. Post the YouTube video and transcript on your website



3 Tips For Cheaper Insurance This Summer

August 2, 2023

Paying too much for car insurance?

7 Steps to Cheaper Car Insurance



Summertime is finally here in Lancaster Pennsylvania! The kids are out of school and many families are getting packed up to go on vacation. Unfortunately, this year, vacations might cost a little more than they have in the past due to the pesky inflation that seems like it keeps on going and going. So, this year, we thought we would give you 3 tips to save on your insurance for the 2023 summertime to hopefully give you a little more to spend on your vacations, on your trips, and on your summer excursions.

Tip #1 – Shop Locally

The first tip we have to help you save on your insurance this summer is to shop locally. We love shopping locally and supporting our shops downtown Lititz and Lancaster so why not carry this into your insurance? The adage we have in insurance is that if you see your insurance company on tv, you need a new insurance company. There are two reasons for that. The first reason is that somebody must help pay for their marketing budget, which is often the policyholder. Insurance companies are profitable organizations and marketing helps bring people in, which is great, but you contribute to that marketing budget as a policyholder. The second reason is that many of those insurance companies are national companies, that span the entire country. This means that they are exposed to all different types of risks, such as hurricanes, tornadoes, and wildfires. If you shop locally with a regional insurance company, such as Erie Insurance, the company is only exposed to the risks that are associated with that region. For example, Erie Insurance only writes policies through independent agents in the northeast region of the United States, such as Pennsylvania, New York, and Ohio. Given this region, there is not much risk involved with natural disasters, so the rates for the policyholder should be relatively lower compared to the rates offered by national insurance companies. So, find a local independent insurance agent that can shop regional insurance companies to help you save on your home and auto this summer.

Tip #2 – Maximize Applicable Discounts

Another tip to help save you money this summer is to ensure that you are maximizing your discounts on your insurance policies. Now, not all discounts are created equally. Some insurance companies put discounts for everything it seems. So if it's cloudy today, you might get a cloudy discount. If you have a purple car, you might get a purple car discount. A lot of times those discounts are a little hokey, so you want to look for big-time discounts, such as a multi-policy discount. When you combine your different insurance policies, such as home, auto, RV, boat, etc., under one company, you will often receive a discount for bundling those policies under one insurance provider. The more policies you have with an insurance company, the more savings they are going to give you and the better off you will be. A lot of times it is cheaper and offers better coverage than having them split across different insurance companies. So, if you have different insurance companies insuring your different policies, it might be time to consider switching all your policies over to one company to receive that multi-policy discount.

Some other discounts you might find are good driver discounts or good credit score discounts. If you are a younger or older driver, you may also be eligible for discounts if you have completed any safe driving courses. So, talk with your agent about which discounts, if any, you might be missing out on, and which ones might fit you today.

Tip #3 – Increase Your Deductibles

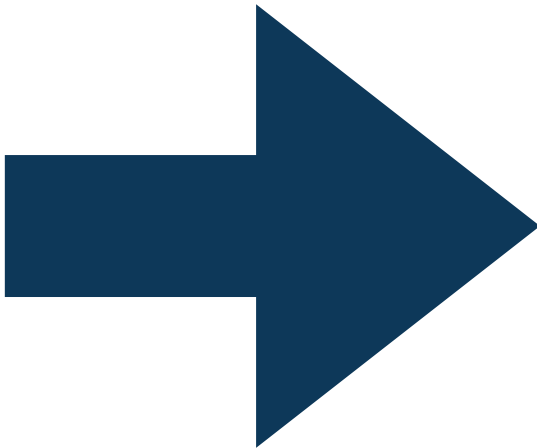
The final tip we have for you is to increase your deductibles. The higher your deductible, the lower your premium will be, and vice versa. Take car insurance for example. If you have a collision deductible of \$5,000, you are responsible for self-insuring the first \$5,000 worth of damage to your vehicle. The insurance company knows this and likes the less risk involved for them, which means they will lower your premium. A lot of people do not necessarily want to have \$5,000 sitting in their bank account to ensure that those losses can be covered by themselves, so they opt for lower or no deductibles. In this case, if anything were to happen to your vehicle, you would pay little to nothing and the insurance company would pay for most of the damage. Since the insurance company is taking on the full risk, you will receive higher premiums.


One suggestion we have is that if you own an older vehicle that already has some dings and dents and you do not care about it, we recommend raising that deductible a little bit. This way, you can save on your premiums and put some money back into your pocket.

Another suggestion we have is to raise your comprehensive deductible but maintain the full glass coverage. Most comprehensive claims are glass claims, meaning a rock might have gone through your windshield or there is a nick or a full crack in your windshield. So, you can increase your comprehensive deductible, which would help save on your premium and protect you from more serious things like a tree falling on your car or if it's fully vandalized. The small glass claims will still be fully taken care of at a small or no deductible.

So, these are the two ways to get around the deductible game. See what option(s) fit you the best and if you like higher deductibles, do that, and save some money on your yearly premium. If you don't want to pay out deductibles, you might have a higher premium, but when the time comes that you need to use your insurance, you won't pay as much out of pocket.




There you have it, 3 tips to help you save money on your insurance this summer to afford those family vacations! First, you want to shop locally by finding a regional insurance carrier through an independent agent. Second, you want to maximize all the discounts that apply to you. And lastly, increase your deductibles on certain things, such as your home or an older vehicle to save some money on your yearly premiums. We wish you all a great summer and enjoy those family vacations!






erie insurance lancaster pa

✕



AllMapsImagesShoppingNewsForumsVideosMoreTools

Sponsored



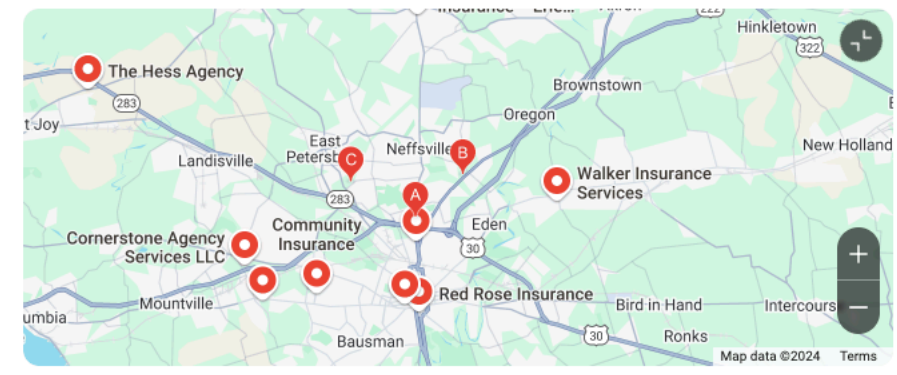
Official Insurance

<https://www.official-insurance.com>

Erie insurance Low Rates Near You | Auto and Home Insurance...

Save \$500 today when you get a quote. Start your free online quote right now! Cheapest Rates across the US. Save up to 25% when you bundle home and auto. Fast & Free Quotes Online. Bundle with Auto & Save.

Locations





A

Forbes Insurance Agency - Erie Insurance

1729 Lititz Pike · (717) 290-7290

Closed · Opens 9 AM

Onsite services · Online appointments



WebsiteDirections



B

Hinkle Insurance Agency - Erie Insurance

705 Olde Hickory Rd · (717) 560-9733

Closed · Opens 8:30 AM

Onsite services · Online appointments



WebsiteDirections



C

Susquehanna Insurance

650 Delp Rd · (717) 290-7780

Closed · Opens 8 AM


Onsite services · Online appointments



WebsiteDirections

More locations

→




Erie Insurance

<https://www.erieinsurance.com> > agencies > susquehann...

Susquehanna Insurance

Susquehanna Insurance is located on Delp Road between Fruitville Pike and Manheim Pike in Lancaster, Pennsylvania. The agency is located in the heart of Amish ...




Susquehanna Insurance

<https://susquehannains.com> > erie-insurance

Susquehanna Insurance - Erie Insurance Agent in Lancaster

If you would like to see what Erie insurance can do for you, give us a call at 717-290-7780.




Forbes Insurance Agency

<https://www.forbes-insurance.com>

Forbes Insurance Agency: Erie Insurance in Lancaster

Forbes Insurance Agency specializes in auto, home, life, and business insurance. Insuring Lancaster and All of Pennsylvania. Since 2006, Forbes Insurance has ...




Yelp

<https://www.yelp.com> > ... > Home & Rental Insurance

Erie Insurance - Forbes Insurance Agency

Recommended Reviews · Erie Insurance · Forbes Insurance Agency · Map · 1729 Lititz Pike. Lancaster, PA 17601. Directions · (610) 913-1501. Call Now · More Info.

5.0

 (4)

EASY & EFFECTIVE

BRAND PROMOTION

- Be a Guest on Industry Podcasts
- Join Local Chambers & Associations
- Sponsor Local Nonprofits
- Host & Promote a Community Event
- Share Updates With Local Press

YOUR GOOGLE BUSINESS PROFILE CHECKLIST

- ☐ Revisit and complete your profile
- ☐ Set up a review request system
- ☐ Schedule a monthly on-camera Q&A
- ☐ Setup a welcome offer and post content