

## How to Write the Optimal GoogleMyBusiness Description

Surprisingly a lot of businesses leave this field blank without ever knowing how much doing so hurts their ranking in search results.

When a searcher types: "pizza shop", or "pizza shop near me", or "plumber", "cleaning service", etc. Google knows the person is looking for a local business. Google then returns a list of likely businesses that will satisfy the searcher's request.

### But which businesses will Google display and in what order?

Google ranks your business on three core factors: Proximity, Relevance and Prominence.

When you perform a Google search, Google is matching the relevancy of the search terms with local businesses that appear to have the highest chance of matching what the searcher is looking for. One of the key areas Google looks at is the business's description.

Not only should it not be blank, there are critical do's and don'ts in writing the description to rank you higher.

Here is a sample GoogleMyBusiness description excellently written to give you an idea how to write yours.

"Leading **Dentists** and **Dental** specialists from all over Nevada have chosen to work with **Absolute Dental** because they share our commitment to total patient care. **Absolute Dental** is dedicated to providing a clean, safe and comfortable environment for all of our patients. **We accept most dental insurances and provide flexible payment options for those without coverage.** Some of our many services include **preventative care and cleanings, fillings and root canals, oral surgery for extractions, dentures, and bridges, and cosmetic procedures.** For those who feel anxious about **dental** visits, we also offer **sedation dentistry.**"

Six key things to note:

1. **Include the full business name at least once but no more than twice**
2. **Including all the various word forms or phrases for your industry (dental, dentist, dentistry, etc.)**
3. **List of key words/phrases of services provided**
4. **Mention locations you serve, but not more than 3, so think about using a state/major city or region/county instead of individual towns depending on the size of your service area**
5. **If you have flexible payment options or other conveniences, it's great to provide these as well.**
6. **#1-4 done without being spammy.**

DO NOT: Exceed 750 characters, include promotions, disparage competitors, provide links of any kind, etc. For a complete list of don'ts direct from Google [CLICK HERE](#).

What else can you do to rank higher? Call us today to schedule your FREE audit: 855-944-9960

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