

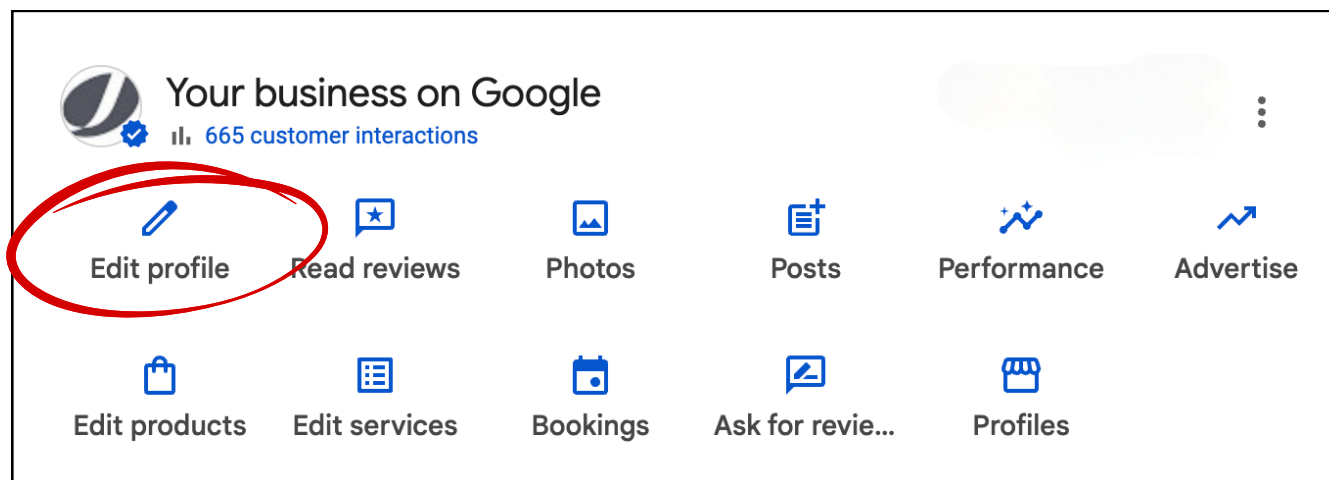
Rank Higher on Google Organically: Google Business Profiles 101

Search



OPTIMIZING YOUR GOOGLE BUSINESS PROFILE

This is the #1 driver for local visibility. Make sure you fill out every section completely. Be logged into the Google account that has access to manage your profile.



EDIT PROFILE

• About

- **Business name:** Jazzercise Your Studio (include town/city name)
- **Business category:** Fitness Center
- **Description:** Experience elevated fitness at Jazzercise _____, a boutique studio offering high-quality group classes designed for real results. Our expertly led fitness classes combine cardio, strength training, and flexibility for a complete full-body workout in a refined, welcoming environment. Whether you're looking to improve endurance, build strength, or stay active, our programs are designed for all fitness levels. Join a supportive community and discover a workout that is as effective as it is energizing.

• Contact

- **Contact:** Your cell or business number
- **Chat:** Your cell or business number
- **Website:** Your JCSL page
- **Social Profiles:** Add your links

• Location

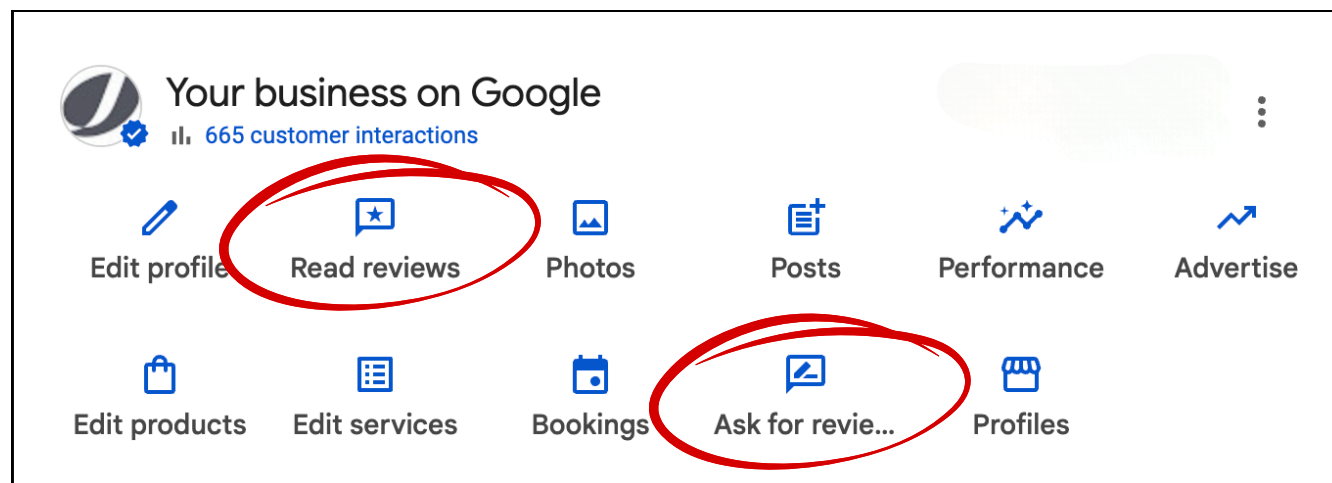
- **Business location:** Ensure map shows correctly
- **Service area:** Put all zip codes members come from here

• Hours

- List your studio as open during the full window you offer classes throughout the day (5am-6:30pm)
- Special Hours: You can choose to add holiday hours here

• More

- Continue selecting all that apply in each of these categories (hit save!)
- Only complete the ones you want to, they are not required



READ REVIEWS

Responding to reviews on your GBP shows members that you're engaged, attentive, and value their feedback. It builds trust with potential members who are deciding where to spend their time and money.

Reply to all reviews! Whether the review is positive or negative, replying signals to Google that your business is active, which can help improve your visibility in search results. Keep responses timely, friendly, and personal to strengthen relationships and reinforce your brand.

Also, mix it up. Have Chat GPT help you with a list of a dozen replies and add in your own touch.

If you ever get an inappropriate or someone reviewed the wrong place, you can submit it to Google for review in that section.

ASK FOR REVIEWS

Hidden Gold. Encourage members to use keywords when they review you. Google reads review text heavily for ranking.

- Instead of: "Great class!"
- Say: "Best fitness classes in [town]" or "Fun workout and great cardio class"
- See the next page for a big list of ideas!



HOW TO GET MORE 5-STAR REVIEWS

(and respond to them)

Ask at the right moment. (This is everything). Timing matters more than how you ask. Best moments:

- Right after a great class (endorphins are high) or when a member compliments you
- After a milestone (first class, 10 classes, 30 days)
- When someone brings a friend or refers someone

Make it ridiculously easy. If it takes more than 10 seconds, most people won't do it. Do this:

- Create a direct Google review link (visit your profile, go to reviews, click on get more reviews)
- Text it to them on the spot or add it to your email signature
- Put a QR code at the front desk or on the door

Tell them what to say (without being weird). People want to help—they just don't know what to write. Guide them casually:

- “It really helps if you mention ‘fitness classes’ or your experience”
- “Even just a sentence about what you love means a lot”

Examples you can suggest:

- “Best fitness classes in [your town]”
- “Fun workout and great instructors”
- “Love this dance fitness class—such a great full-body workout”

Build it into your weekly routine. Most studios ask randomly and results stay random. Instead:

- Pick 2–3 days a week to ask
- Have instructors remind class casually
- Set a monthly goal (ex: 10–15 new reviews)

Use social proof to get more reviews. People follow what others are doing. Try:

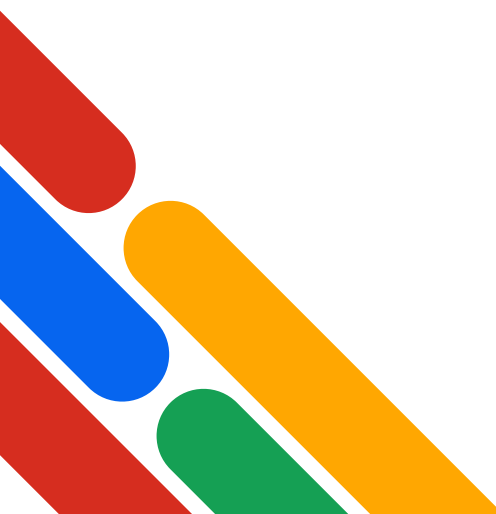
- Posting screenshots of recent 5-star reviews
- Saying “Your feedback means everything—keep them coming!”
- Celebrating milestones (“100 reviews”)

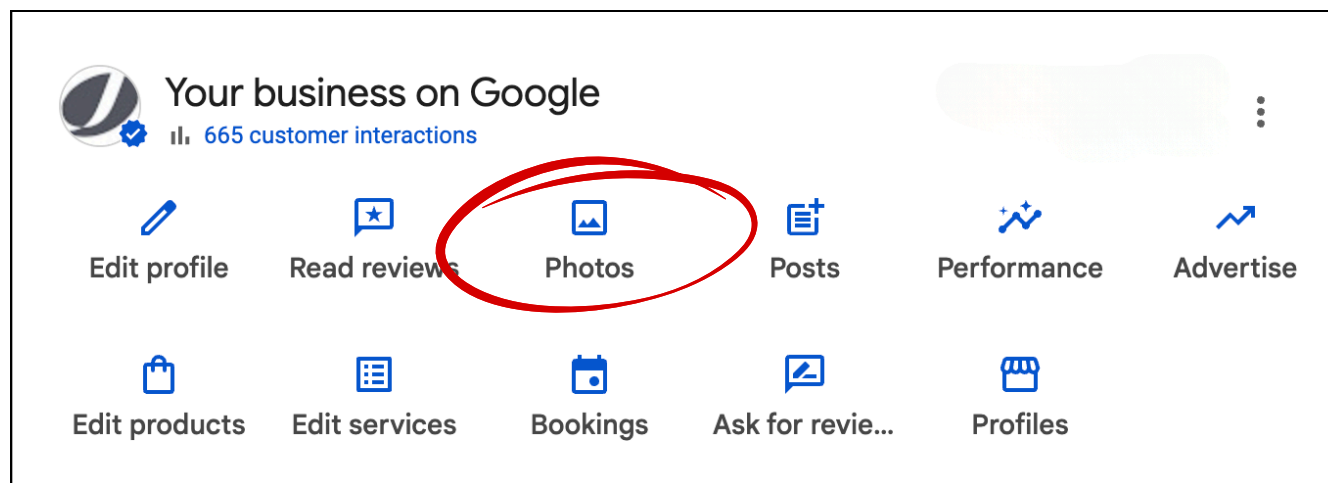
What to avoid. Don't:

- Offer incentives for reviews (against Google rules)
- Ask only certain people (can look biased)
- Ignore negative reviews

Turn happy clients into review machines. Your best reviewers are your most loyal members. You can say something like:

- “You've been such a big part of our community—would you mind sharing your experience in a quick Google review? It really helps others find us.”



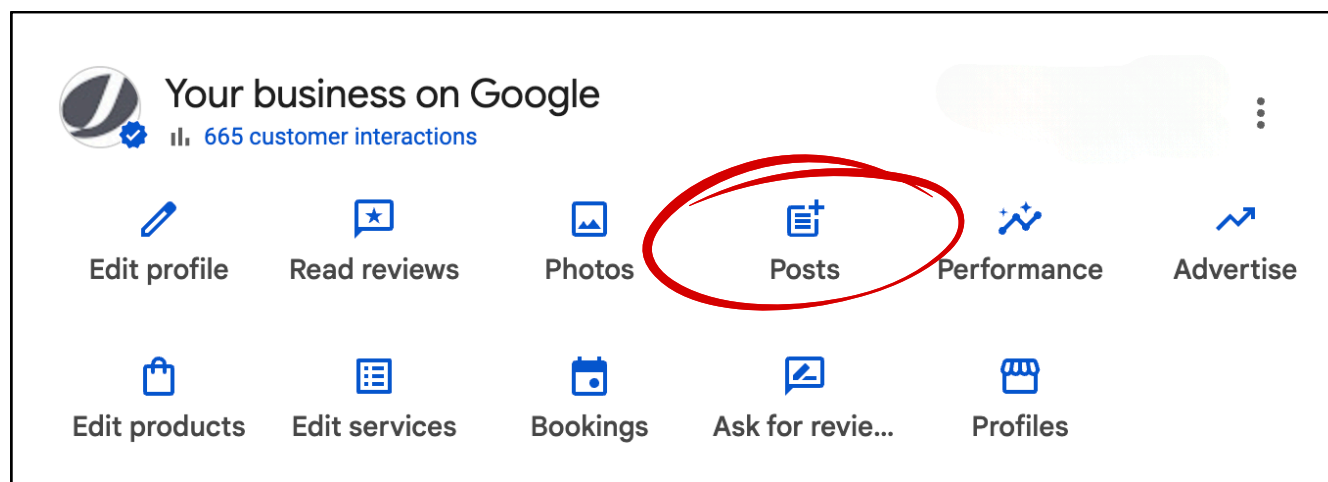


PHOTOS

Adding photos to your GBP is one of the easiest ways to stand out and build trust. Here are a few simple tips:

- **Cover photo & logo** – Ensure these are quality and reflect the brand/message you want to present.
- **Post weekly** – Fresh photos signal that your business is active and up-to-date.
- **Show real moments** – Use authentic shots of classes, members, and your space instead of stock images.
- **Highlight variety** – Include workouts, instructors, equipment, events, and even your childcare area.
- **Keep it bright and clear** – Well-lit, high-quality images perform better and make a stronger first impression.
- **Add captions when possible** – A quick description helps give context and can support search visibility.
- **Show people having fun** – Smiling faces and energy help potential clients picture themselves there.

Consistent, real-life photos help turn profile views into actual visits.

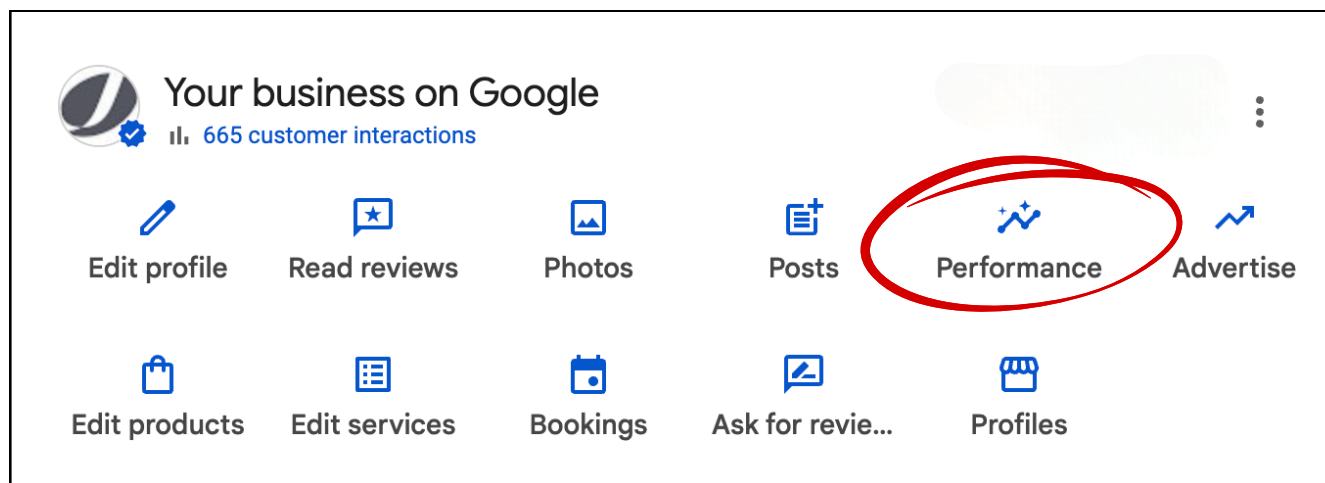


POSTS

- **Post consistently** – Aim for at least once a week to keep your profile active and relevant.
- **Promote what's happening now** – Share current classes, events, challenges, or limited-time offers.
- **Use strong visuals** – Pair every post with a high-quality photo or short video.
- **Keep it short and clear** – Get to the point quickly with a clear message and call-to-action.
- **Include a call-to-action** – Examples: “Book your spot,” “Try your first class,” or “Join us today.”
- **Highlight results and community** – Share member wins, testimonials, and fun class moments.
- **Use keywords naturally** – Mention things like “fitness classes,” “HIIT,” or “dance workouts” to help with search.
- **Update old offers** – Don't leave expired promos sitting on your profile—keep everything current.

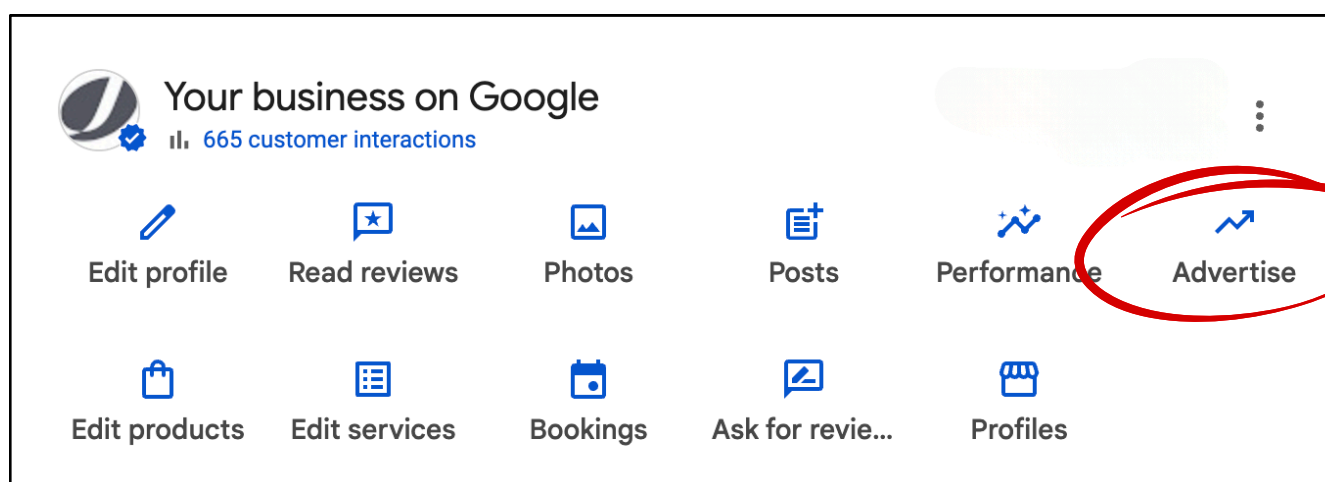
Create a simple weekly routine. This doesn't need to be overwhelming. Consistency beats volume.

- Monday – Post weekly schedule
- Wednesday – Upload 2–3 photos
- Friday – Post a class highlight or reminder
- Ongoing – Respond to reviews



PERFORMANCE

The Performance tab in your GBP gives you valuable insight into how people are finding and interacting with your business. You can track views, searches, website clicks, calls, and direction requests to see what's working. Use this data to understand what content and services are getting the most attention, so you can adjust your posts, photos, and offerings to better connect with potential customers.



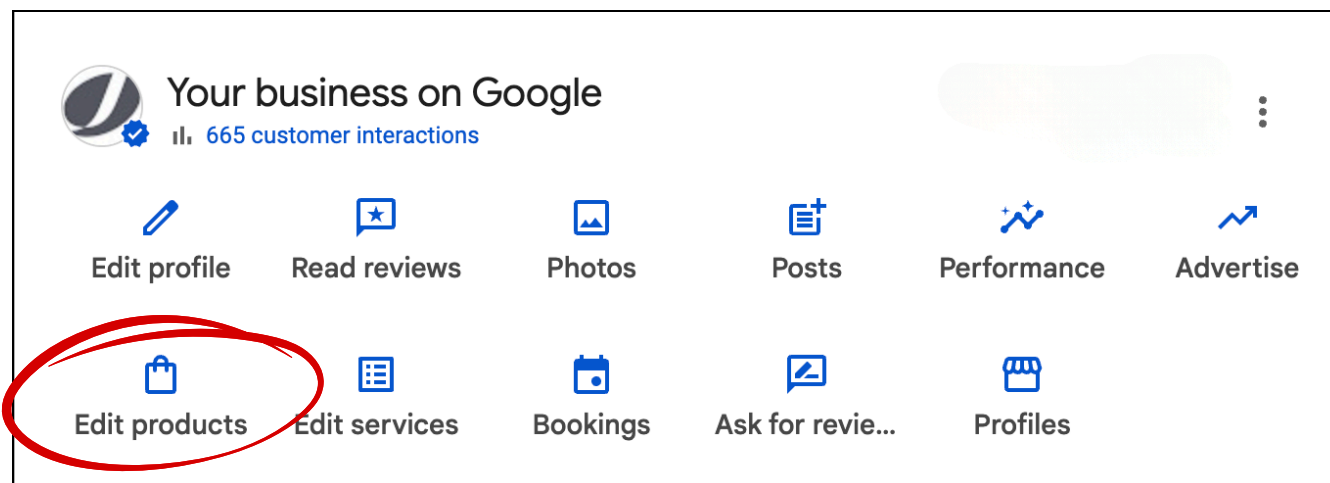
ADVERTISE

The “Advertise” button on your Google Business Profile makes it easy to jump into Google Ads—but it’s not as simple as it looks. Google walks you through a quick setup, but without the right strategy behind keywords, targeting, budgeting, and tracking, it’s easy to spend money without seeing real results.

Google Ads can be powerful, but small mistakes—like targeting the wrong audience, using broad keywords, or not setting up conversions—can quickly become costly. What seems like a quick boost can turn into wasted budget if it’s not managed properly.

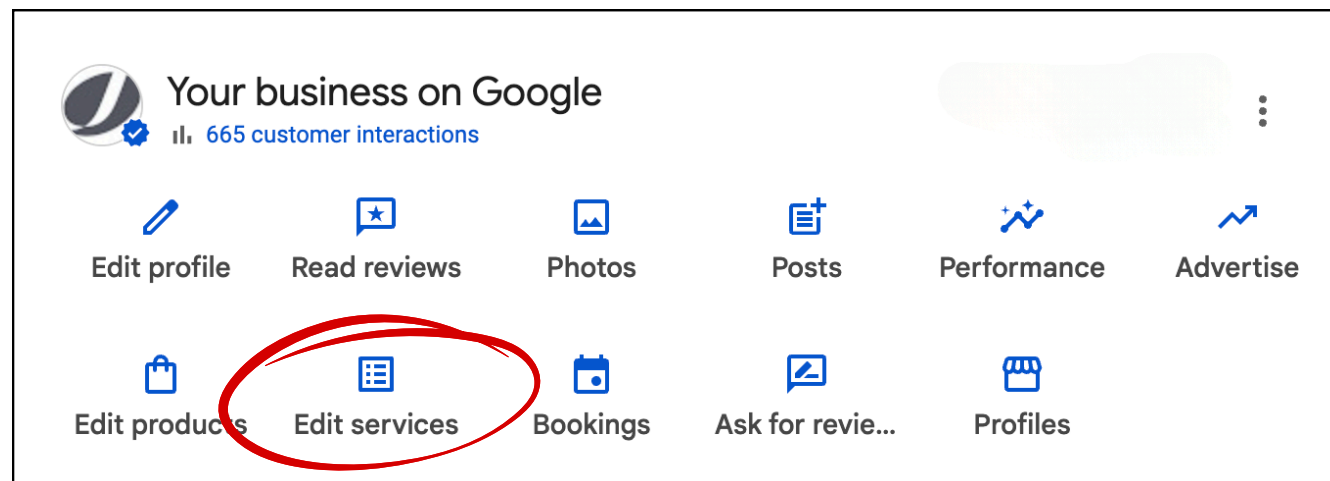
That’s why many businesses choose to work with professionals. We handle the strategy, setup, and ongoing optimization to make sure your ad dollars are working as hard as possible—so you get better results without the guesswork (or expensive trial and error).

Reach out if you’re interested in a Google search ad (PPC).
amanda@pinecrest-marketing.com or 785-215-2464



EDIT PRODUCTS

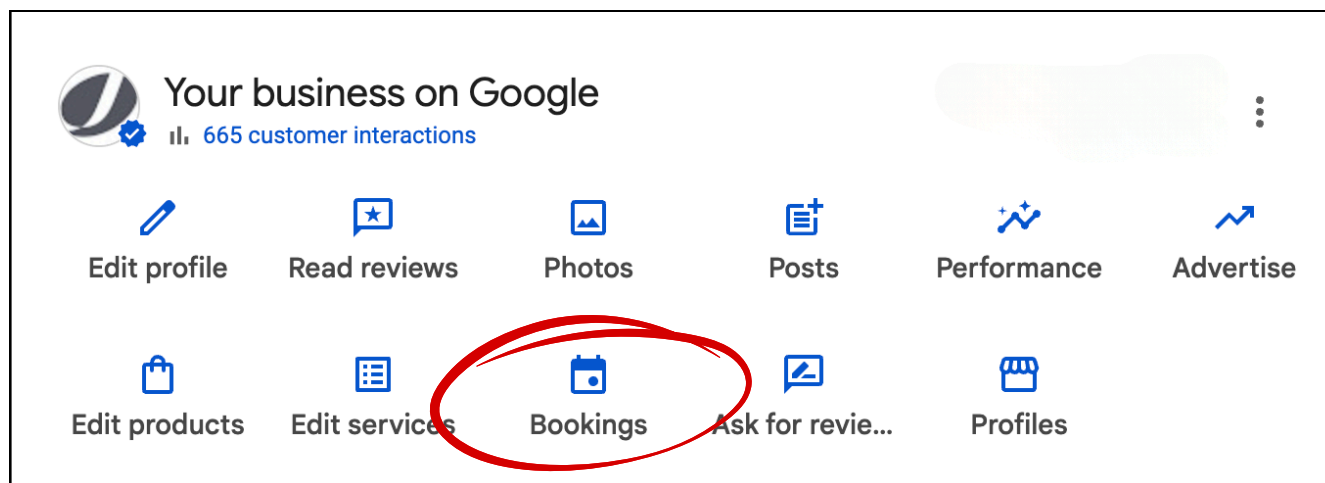
For the most part, you don't need to use the Products section since your memberships are sold through the website. It can be helpful though if you're selling things like apparel, babysitting passes, or tickets to special events like Girls' Night Out.



EDIT SERVICES

Each service = another chance to rank. Add the following service and description:

- **Jazzercise** – Dance, tone, and sweat to upbeat music in a full-body workout that mixes cardio, strength, and flexibility.
- **Aerobics** – Boost your heart health and burn calories with fun, energetic aerobics routines designed for all fitness levels.
- **Strength Training** – Build lean muscle, increase endurance, and improve overall fitness with guided strength exercises.
- **Dance Cardio** – Shake, groove, and torch calories in a high-energy dance workout that's fun and easy to follow.
- **Group Fitness Classes** – Stay motivated and accountable with a variety of instructor-led group workouts for all abilities.
- **Beginner Workout Classes** – Learn the moves, pace yourself, and gain confidence in classes tailored for newcomers to Jazzercise.
- **HIIT Classes** – Push your limits with high-intensity interval training that burns calories fast and boosts stamina.
- **Babysitting** – Enjoy your workout worry-free while your little ones are cared for in a safe, fun environment. Available at select classes.
- **Kids' Fitness Programs** – Junior Jazzercise is a fun, energetic dance and fitness classes for kids that build coordination, confidence, and a love for movement.



BOOKINGS

- Add your JCLS link to the second one, online booking tools

BONUS TIP: KEEP YOUR BUSINESS INFO CONSISTENT EVERYWHERE

Keeping your business info consistent sounds simple—but it’s one of the most overlooked reasons businesses rank lower than they should. Google is basically asking: “Can I trust this business information?” If it sees inconsistencies, it hesitates to rank you higher. Here’s how to tighten this up the right way:

What “consistency” actually means (NAP). NAP = Name, Address, Phone number. These need to match exactly everywhere online. Even small differences matter more than you’d think:

“Jazzercise Topeka” vs. “Topeka Jazzercise Fitness Center”

“123 Main St.” vs. “123 Main Street”

Different phone numbers (even old ones floating around)

Where your info needs to match. You don’t just exist on Google—you exist across the web. The more consistent mentions you have, the more confidence Google has. Make sure your info is identical on:

- Your website (done for you!)
- Facebook page and Instagram bio
- Yelp and Apple Maps
- Local directories (Chamber of Commerce, community sites)

Why this impacts your ranking. Google cross-checks your business info across multiple platforms. When everything matches:

It trusts your business is legitimate

It strengthens your local authority

It’s more likely to show you in search + maps

Clean up old or duplicate listings. This is a big hidden issue. Search your business name and look for:

- Old addresses
 - Old phone numbers
 - Duplicate Google listings
 - Old business names
- If you find them:
- Update them OR
 - Request removal

Bonus: Add your city name strategically. This helps with local SEO without hurting consistency. Example:

- Website: “Fitness classes in Topeka, KS”
- Description: “Serving Topeka and surrounding areas”



BOTTOM LINE

The key to ranking higher on Google isn't just having great classes or a polished studio—it's showing Google that your business is **active, current, and trustworthy**. Every new photo, post, review response, or update signals to Google that your studio is engaged and relevant. Over time, these consistent signals tell Google your business should appear higher in search results, especially for people looking for fitness classes in your area.

You don't need to be the biggest or oldest studio to win. Even smaller or newer studios can **outrank competitors simply by staying consistent**. Regular activity compounds: weekly posts, fresh photos, and timely review responses all build trust with Google and increase visibility. The studios that show up and stay active get noticed first—and that visibility turns directly into more clicks, calls, and clients.



Have questions? Reach out!

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