How To Rank Google My Business Listings At Scale

I often get questions like this one below.

GMBs predominantly, emphasis on location pages with integration for massive G Site architecture with G Stacks and Custom Maps.

But we really need something that can handle bulk. I have 20,000 GMBs we need to rank, so I need something that can be put on a few different VPS' just to handle the constant load.

Thanks so much Peter!

Cheers Mate!

9:46 AM

At this Scale, Efficiency is everything.

This document is about how to use our SEO Ranking Technology in the most efficiently.

Software Requirements

This document is about how to use our SEO Ranking Technology in the most efficiently.

What immediately comes to mind to rank these **Google My Business (GMB)** Listings is this combination of software:

1. Twitter Citation and Link Monster Software.

- [Order Link]

- Use Discount Coupon code TCMCV30

2. Maps Blaster.

- [Order Link]

- Use Discount Coupon code mbvs30

3. GMB Dominator Software Package.

- [Order Link]

- Use Discount Coupon code gdvs30

4. Live Rank Sniper.

- [Order Link]

- Use Discount Coupon code lrsvs30

5. Brute Force SEO "EVO III" The Revenge Software.

- [Order Link]

- Use Discount Coupon code PETESBEST

6. Rank Tracking Software.

- Use your Own GMB ranking checker software.
- I recommend LocalViking Ranking Checker Software)

7. Virtual Private Server (VPS) OR Computer.

- Using a VPS or a separate computer allows multiple staff members to run instances of each of the software listed above.
- Typically 1 VPS per staff member.
- Ideally, each staff member would have use of a Windows 10 PC, plus a VPS.

Pro Tips:

- We have a recommended VPS solution that works well with all our Software.
- We are not affiliated with this VPS service, but we recommend it because it is cost-effective and works exceptionally well. *Full disclosure: One of our private group moderators gets a small commission when this VPS service is purchased. In return, she is our VPS expert who helps you get your VPS up and running asap.*

Different Levels of Competition Require Different Approaches

You might be thinking, "All this software to manage over 20,000 listings?"

That's fair, but not all software is the same. More importantly, not all GMB listings are the same either.

In the "Local SEO" world, many niches can be easy to rank. However, other niches may be very challenging.

For example, there are few competitors in small geographic areas, thus much easier to rank. However, attempting to rank "New York Lawyer" will be more challenging to rank by comparison.

Both examples require different strategic approaches to rank the GMB listings in the 3-pack on the first page of Google.

Attempting to rank both scenarios with the same effort would be a highly inefficient use of time and effort.

How To Rank Google My Business Listings At Scale

The Big Idea:

To invest the least amount of work to get the maximum results and efficiently move on to the next one.

I'm referring to the least amount of work you do personally running our software, as our suite of software is responsible for doing the heavy lifting for you, which in turn saves you hours, days, or weeks.

Content & Media Requirements To Use Software Suite

To use our SEO suite of software, we recommend preparing the following list of content and media:

1. Images or thumbnail images
2. Article text
3. GMB NAP (Name, Address, Phone Number) and Links
4. Video: YouTube video URLs
5. Keyword phrases to rank your campaigns

The most important part of the above list is #5, the keyword phrases to rank.

Pro Tip:

- If you want to rank GMBs at scale, read the two resources below.
- If you learn one approach or concept that helps you rank your GMBs better, faster, easier, and at scale, your time savings in achieving rankings and speed of results will be immeasurable!
- My course https://VideoSerpShifter.com covers keyword research very well, specifically, attracting and converting new leads to customers. It has received such positive feedback over and above any content I've published over the last 26 years, so I highly recommend studying this course.
- 33% Discount Coupon Code: PETES33
- I've published about keyword research here on my Facebook timeline: https://www.facebook.com/peterdrew/posts/10158468306011482

If you learn one approach or concept that helps you rank your GMBs better, faster, easier, and at scale, your time savings in achieving rankings and speed of results will be immeasurable!

Your time is precious, so it makes sense to understand how to find the best and easiest terms to rank for now, what we call "low hanging fruit" or "longtail keywords" amongst industry professionals.

Here are three reasons why this is important:

1. Upon discovering the "easiest to rank" and "most profitable terms" in your niche, your reward will be ranking results that will be extremely easy to achieve.
2. Your "local SEO" competition is small compared to the "national SEO" competition. Often, local SEO professionals miss the search terms that can make a massive difference to the profitability of their campaign. With what you'll learn with the two resources mentioned above, you won't make the same mistakes, and you'll increase profits and save precious time.
3. In contrast, without understanding these concepts, you'll forge ahead with all the work at the scale needed, disregarding the practical search terms and not achieving the visibility you want for your listings. This pursuit without the research intelligence will cost you precious time, resulting in lost profits and increased frustration.

Enough said. Let's begin with our process.
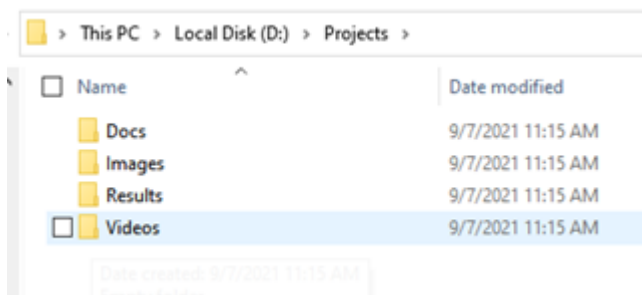
5 Assets To Prepare and Organize

- Organize all the content in one folder dedicated to each GMB listing.
- Using a cloud storage service with structured folder organization may make your job easier for internal or remote staff usage
- An example of the folder and sub-folder structure could look like this:
- Main Folder Name: /GMB Name/
- Sub-Folders inside Main Folder:

  /images

  /docs

  /videos

  /results

1. Keyword Phrases:

- Research and organize keyword phrases related to your niche and location
- Per GMB listing, prepare 6 to 10 related keyword phrases to target/rank. Also, add target locations/cities.
- Enter all your keyword phrases with associated locations in your GMB Rank Tracking software of choice.

- Pro Tip 1: Once you've ranked the longtail keywords, this GMB will also rank for other keyword phrases excluded from the focus list. Why is this the case? Because this GMB listing's authority will be dramatically higher than its competitors. If chosen wisely, you will also rank for multiple variations of those terms.
- Pro Tip 2: We suggest executing the work to rank one search term and location as proof when working with clients. From then on, rank the other search terms and locations in the following weeks and months.

2. Images:

- Search, purchase, edit and organize images to match your niche/topic

3. Video:

- Produce and organize video content and related video URLs

4. GMB:

- Organize your GMB's NAP (Name, Address, Phone Number) and Links (anchor text link URLs)

5. Articles:

- Write and organize your article content

List of Software Used Accordingly:

1. **Live Rank Sniper**: Test for "low-hanging fruit" results
2. **Twitter Citation and Link Monster**: Leverage the power of Tweets and Moments to rank GMB for less-competitive niches/locations
3. **Ultimate GMB Maps Blaster**: To boost rankings for the search terms that did not rank with the previous step
4. **GMB Dominator**: To boost rankings for competitive niches and across more locations
5. **EVO III**: Leverage YouTube live streams and Google Sites for influential citations to your target GMBs

Let's begin.

#1: Live Rank Sniper

What is Live Rank Sniper?

Live Rank Sniper is desktop software (Windows) that creates unique YouTube live stream videos from keyword phrases and locations entered into the software.

Why should one use Live Rank Sniper?

- YouTube live stream videos are indexed in Google immediately.
- As a result of immediate indexation and real-time data, it is easy to document where these live stream videos are ranking in Google. It's as simple as searching in Google for each keyword phrase you added into the software.
- This process is easy and fast to determine if and where your videos appear in Google for each keyword phrase. You can document if all or some of your keyword phrases reveal page one rankings in a spreadsheet.

What is one use case in setting up Live Rank Sniper (LRS)?

- In an LRS session, you can input ten keyword phrases and locations.
- We'll use "Keyword" to represent "Keyword Phrase," and we'll use "GEO" to describe "Location" in the example below:

    * Keyword 1 GEO 1

    * Keyword 2 GEO 1

    * Keyword 3 GEO 1

- Repeat for the second location and additional locations.
- Keyword 1 GEO 2, Keyword 2 GEO 2, Keyword 3 GEO 3
- Run LRS
- When the LRS task is complete, Google search these keyword phrases.
- Document the keyword phrases that rank on page 1.

- Document the keyword phrases that rank on pages 2 and 3.
- You may find page 1 rankings for many of your phrases. You may also discover video carousels appear on page 1, populated with your live stream video thumbnail images.
- Now you have documentation of the most accessible keyword phrases to target for your GMB, from easy to rank to more challenging to rank. Sometimes, all the terms are easy to rank. Other times, more effort is required to target the challenging phrases on pages 2 and 3 in Google SERPs (Search Engine Results Pages).

#2: Twitter Citation and Link Monster

The software to be used next on the list is **Twitter Citation and Link Monster**.

Enter your GMB data.

Why should one use Twitter Citation and Link Monster (TCALM)?

- Twitter has a potent domain for SEO use, particularly the "Twitter Moments" folder that houses published "Moments."

- These "Moments" rank exceptionally well and effectively promote your GMB's brand visibility very quickly.

- Not only do they rank well, but they also provide potent links to whatever target URLs you input in the "Twitter Content" section of TCALM.

- At times, executing a TCALM process is more than enough to rank your GMB in non-competitive niches/locations.

- Typically, executing a TCALM cycle 2 or 3 times takes less than 10 minutes of your time to rank GMBs in less competitive niches. Rinse and repeat the process for additional locations over time.

- If your agency serves clients, your clients will be thrilled to witness immediate results. They will regard you as an expert and take your future input in discussions seriously. We recommend repeating this TCALM cycle monthly, targeting new locations to rank. This predictable delivery of ranking results enables you to establish a profitable long-term relationship with your client.

- With the daunting task of ranking 20,000 GMBs, this TCALM cycle could be enough to rank 20% to 50% of the GMBs. The time savings allows you to invest more time using the other software on the list to target the more competitive search terms/locations.

What is one use case in setting up TCALM?

- Instruction: Tutorials supplied with the software will guide you through each step of the process
- Instruction: Purchase Twitter accounts (or use your existing ones) to add credentials in TCALM for creating "Twitter Moments" and tweets
- Tip: "Twitter Moment" titles have a 100 character cap.
- Tip: TCALM allows the use of spintax.
- Option 1 Title (no spintax) example:

  * Keyword 1 GEO 1

- Option 2 Title (with spintax) example:

  * {Keyword 1 GEO 1|Keyword 1 GEO 2|Keyword 1 GEO 3}

    or

  * {Keyword 1 GEO 1|Keyword 2 GEO 1|Keyword 3 GEO 1}

- Links/URLs: Use your GMB URLs in TCALM as target links
- Check your rankings in your favorite rank tracking software to check for results.
- Perform a manual Google search to view the "Twitter Moments," and YouTube live streams in the SERPS, as your rank tracking software will not reveal the assets.
- Screen-capture these rank results.

  * If you serve clients, send the results to your client.

  * Save these screen-capture results to the "Results" folder in this project.

#3 SOFTWARE: ULTIMATE GMB MAPS BLASTER

The software to be used next on the list is **Ultimate GMB Maps Blaster (UGMB)**.

What is Ultimate GMB Maps Blaster (UGMB)?

UGMB is a fantastic software specially designed to rank your GMB and related content in specific locations.

The design of this Maps Blaster software is to rank the GMBs that did not rank using TCALM in Step 2.

Why should one use UGMB?

- To boost the rankings of the GMBs that did not rank immediately in the 3-pack, Google Maps and Google organic results.
- Aside from helping to rank GMBs, it helps to deliver powerful backlinks to your GMB and associated websites and videos.
- This software requires the least amount of time to prepare and execute as you have all the assets (content, images, keyword phrases, and locations) organized from earlier.
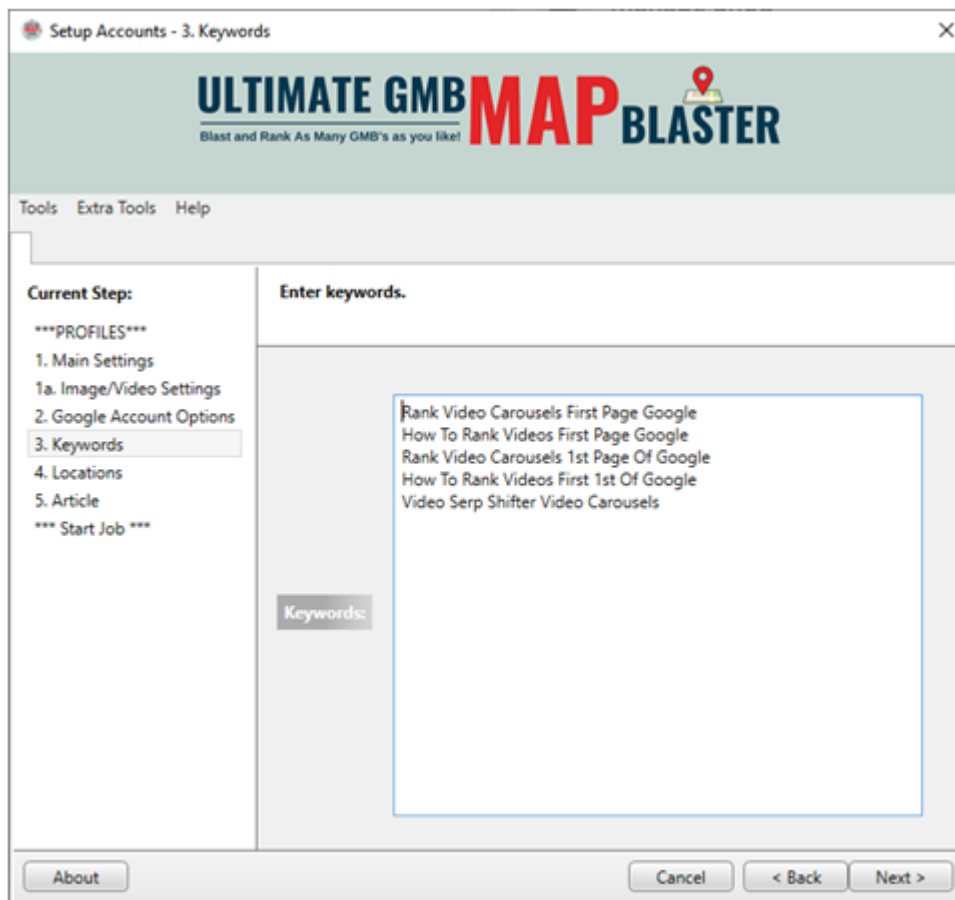
What is one use case in setting up UGMB?

After inputs in "PROFILES", "Main Settings" (1), "Image/Video Settings" (1a), and "Google Account Options" (2), you'll move to the two key sections in UGMB: "Keywords" (3), and "Locations" (4).

For the **"Keywords" tab**, enter your keyword phrases one per line as shown below:

Niche Keyword Phrase 1

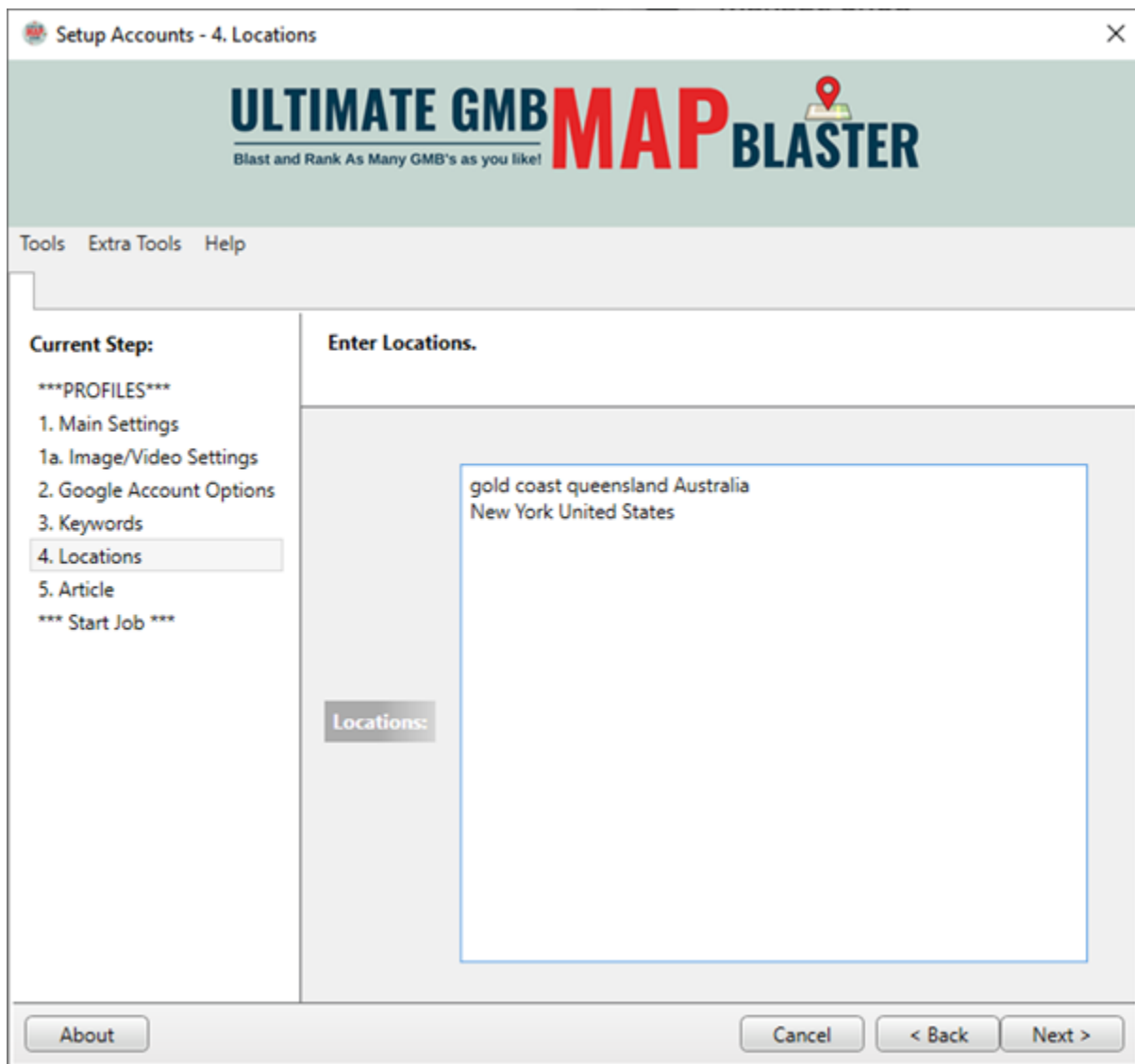Niche Keyword Phrase 2

Niche Keyword Phrase 3

Next, for the **"Locations" tab**, similar to the above, enter your locations one per line as shown below:

Location 1

Location 2

Location 3

Pro Tip: We recommend inputting your keyword phrases and locations in "Capitalized Case" format, where you capitalize the first letter of each word.

Here are the following steps:

1. Run UGMB twice over 2 or 3 days with different Google accounts
2. Refresh your rank tracking software to see results.

a. Additionally, we recommend checking your keyword terms manually in Google and at maps.google.com.

b. My workflow involves one browser window with multiple tabs open. Each browser tab views the results of one keyword phrase. This way, it is easy to refresh each browser tab to check the rankings of each keyword phrase.

c. If one keyword phrase and location is not visible on page one of Google, I'll Google search again using quotes (e.g. "keyword phrase") to determine where it ranks to instruct myself how competitive this niche is. 9 out of 10 times, it will appear at the top of the results by doing this. If the result is further down on page 1 or 2, the niche is competitive.

TIP: A quote search ("keyword phrase location 1") instructs Google to provide results for this search term in this exact order.)

I predict that after executing UGMB, your ranking results will be great.

For competitive niches where ranking results are few, and you want all your keyword phrases to rank, proceed to the following software on the list.

Let's revisit the "List of Software Used Accordingly":

1. **[DONE] Live Rank Sniper**: Test for "low-hanging fruit" results
2. **[DONE] Twitter Citation and Link Monster**: Leverage the power of Tweets and Moments to rank GMB for less-competitive niches/locations
3. **[DONE] Ultimate GMB Maps Blaster**: To boost rankings for the search terms that did not rank with the previous step
4. **[NEXT UP] GMB Dominator**: To boost rankings for competitive niches and across more locations
5. **EVO III**: Leverage YouTube live streams and Google Sites for influential citations to your target GMBs

#4 SOFTWARE: GMB DOMINATOR

The software to be used next on the list is **GMB DOMINATOR (GDOM)**.

What is GMB Dominator (GDOM)?

GMB Dominator is a software suite of many features. I won't list all of its features, but you can discover more about it at GMB Dominator Suite if you're curious.

Why should one use GDOM?

- Using your search terms and locations in this software suite, your GMB listings in competitive niches will begin ranking and across more areas.
- The software suite utilizes the same assets you've prepared so that it will save you time.

- Upon executing campaigns in GDOM, you will create numerous powerful links directed to your GMB and business website. Several of the assets include YouTube, Twitter, maps.google.com, and sites.google.com, many of which have substantial authority and influence with Google.

What is the process of using GDOM?

- Utilize each of the software in the suite once.
- Refresh your rank tracking software to check results.
- As we shared previously, perform Google searches manually.
- In step 2, where you used TCALM to create "Twitter Moments," this is an excellent opportunity to use GDOM to develop links and power to the "Moments" created earlier.
- When one uses this software suite in conjunction with each other, the linking opportunities and possibilities are unlimited.

Let's revisit the "List of Software Used Accordingly":

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5. **[NEXT UP] EVO III**: Leverage YouTube live streams and Google Sites for influential citations to your target GMBs

If you have any GMBs that are not ranking in the 3-pack by this point in the process, it's time to bring out the big guns. We're at the final software in the list - **EVO III**.

#5 SOFTWARE: EVO III

(the long name for this software is: Brute Force SEO "EVO III" "The Revenge")

The software to be used next on the list has a long name, so we'll call it EVO III (or EVO 3).

What is EVO 3?

EVO III leverages the power of YouTube live streams and Google Sites for influential citations to your target GMBs. EVO 3 produces unique video content each time you run it and live streams it to YouTube.

Why should one use EVO 3?

Leverage the power of YouTube and live streams for influential citations to your target assets.

Each video produced generates a citation to your GMB.

These videos rank exceptionally well in Google SERPs (Search Engine Results Pages) and YouTube search results.

EVO 3 is incredibly powerful and easy to use, which is why many of our customers solely use EVO 3 to rank their GMBs and related websites.
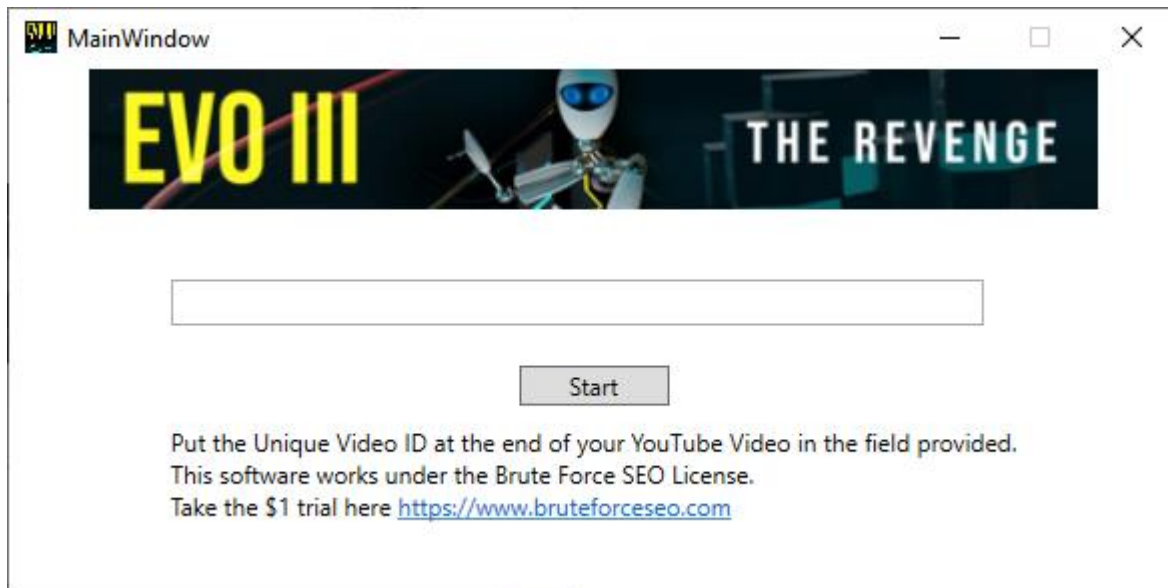
What is the process of using EVO 3?

* One upside? You have all the content you already need to give EVO 3 a test ride since you've run campaigns on the previous software on the list.

* Here's how EVO 3 works:

- For each campaign run, you can input eight keyword phrases and their locations.
- **VIDEOS & CITATIONS**: Other members using this software are part of the EVO 3 network. Each time EVO 3 produces a video, links to this video appear almost instantly in the description of other members' videos, thus giving your videos lots of incoming link power.
- **GOOGLE SITE**: Next, for each keyword phrase (maximum 8 per run) that you entered into, EVO 3 produces one highly-optimized Google Site page for each of these keyword phrases. These Google Site pages rank very well. Plus, each video embeds in each of these Google Site pages using the exact keyword phrase. As with the above feature where members' videos benefit yours, in the same way, Google Sites belonging to other members also link to the new Google site created for you. These incoming links provide many influential tiered links to the URLs you added inside your EVO 3 campaign.

- **PDF, DRIVE & EMBEDS**: EVO 3 produces a PDF containing all the links created by EVO 3, the YouTube videos, and the Google Site's optimized pages. EVO 3 uploads it to drive.google.com, makes the PDF "public" (and now indexable by Google). Next, EVO 3 embeds this PDF (on drive.google.com) in each optimized Google Site page. This embed process produces tiered links to the links inside the PDF, resulting in deeper tiered links to (a) the links inside the description box of the videos and (b) the Google Site pages.
- **YOUTUBE PLAYLIST**: YouTube Playlists can rank very well on page one of Google. When you set up your EVO 3 campaign, the first keyword phrase you input in the software becomes the Playlist label/name. This way, EVO 3 leverages the power of Playlists for your benefit.
- **YOUTUBE URL TRAFFIC**: In setting up your campaign, you have the option to add an existing YouTube URL as the first video to appear in the created playlist. You can use a YouTube video that could use more traffic. This process helps drive more links towards this YouTube video to help it rank effectively in YouTube search and Google organic search results. Lastly, EVO 3 embeds this YouTube Playlist on the main page of the created Google Site as mentioned above.
- **YOUTUBE GENIUS**: Our latest free addition to the EVO 3 software is "YouTube Genius."

If you want to rank your Google map listing (GMB) or any properties, you'll enjoy how simple yet powerful it is to use YouTube Genius.

What is the process of using YouTube Genius?

- If you desire to rank a GMB:
- Input the GMB share URL, Maps URL, and NAP (Name, Address, Phone #) in the description box of a YouTube video.
- Save the video and input the YouTube video URL into YouTube Genius. Press start.
- YouTube Genius will present a text file (.txt) containing 30 URL variations for this one YouTube Video.
- Add these 30 URL variations into an EVO 3 project, which generates an enormous number of links to those URLs. These URLs link to your video, giving your Google My Business listing an incredible amount of inbound link power.

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http://www.youtube.com/watch?v=7BPIjEKXRNY
http://www.youtube.com/v/7BPIjEKXRNY?version=3&autohide=1
http://youtu.be/7BPIjEKXRNY
https://www.youtube.com/attribution_link?a=8g8kPrPIi-ecwIsS&u=/watch%3Fv%3D7BP?
https://www.youtube.com/watch?v=7BPIjEKXRNY&feature=em-uploademail
https://www.youtube.com/watch?v=7BPIjEKXRNY&feature=feedrec_grec_index
https://www.youtube.com/v/7BPIjEKXRNY?fs=1&amp;hl=en_US&amp;rel=0
https://www.youtube.com/watch?v=7BPIjEKXRNY#t=0m10s
https://www.youtube.com/embed/7BPIjEKXRNY?rel=0
https://www.youtube-nocookie.com/embed/7BPIjEKXRNY?rel=0
http://www.youtube.com/watch?v=7BPIjEKXRNY&feature=channel
http://www.youtube.com/watch?v=7BPIjEKXRNY&playnext_from=TL&videos=osPknwzXEas-
http://www.youtube.com/watch?v=7BPIjEKXRNY&feature=youtu.be
http://www.youtube.com/embed/7BPIjEKXRNY?rel=0
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http://youtu.be/7BPIjEKXRNY?feature=youtube_gdata_player
https://www.youtube.com/watch?v=7BPIjEKXRNY&list=PLGup6kBfcU7Le5laEaCLgTKtlDcxl
http://www.youtube.com/v/7BPIjEKXRNY?fs=1&hl=en_US&rel=0
http://www.youtube.com/watch?v=7BPIjEKXRNY&feature=feedrec_grec_index
http://www.youtube.com/watch?v=7BPIjEKXRNY#t=0m10s
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https://youtu.be/7BPIjEKXRNY?list=PLToa5JuFMsXTNkrLJbR1B--76IAOjRM9b
http://www.youtube.com/watch?v=7BPIjEKXRNY&feature=youtu.be
http://www.youtube.com/embed/7BPIjEKXRNY?rel=0
http://youtube.com/watch?v=7BPIjEKXRNY&feature=channel
https://m.youtube.com/watch?v=7BPIjEKXRNY
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ADDITIONAL PRO TIPS FOR RANKING 20,000 GMBs:

Create teams to handle different workflows

* Team 1 > Keyword Research Team: A team or one person is dedicated to keyword research only.

- Share the two resource links I provided at the top of this article, one to the course and the other to the Facebook post. Those two resources will get them savvy to create golden opportunity keyword phrases and lists for each GMB.
- Use the exact keyword phrases repeatedly for the same niches. Simply change the locations you want ranking visibility. For example, repeat the use of the exact roofing keywords. Then merely swap Sydney for Perth. Or trade New York for Florida.

- Once traffic starts, dig deeper to discover even more fantastic search terms to use. In my Facebook post, I unpack this approach with more details.
- They provide the next group with the search terms researched. Each group or person takes on the next task in the workflow.

* Team 2 > Image & Video Team: To serve well-paying clients and produce media that matches or enhances your clients' brands, it is worth investing in professionals who can create engaging image designs viewed across the web.

- Searchers will view your media across Google organic results, YouTube thumbnails, Google Images, Twitter Moments, Google Sites, YouTube search results, and more. The quality images you publish lend credibility to your clients' brands.
- To increase conversions from your media, supply better-quality images and videos.
- Research your Niche in Google to discover quality images used in the business categories you're targeting. Copy it as a reference and inspiration, and use it as a model for your content. Outsource to a designer on Fiverr. Modify the copywriting and include call-to-action factors, i.e., adding a phone number. Often, your design modifications will be an improvement over the original.
- Repurpose the images for other locations in the same niche.
- My personal preference is to use up to 8 different images per EVO 3 project. As EVO 3 produces video slideshows from your photos, the eight images give the finished videos variety in their thumbnails, reducing the potential spammy look you want to avoid. When your videos rank on Google, perhaps in the video

carousel, the varying video thumbnails will look amazing while boosting your brand's exposure.

Video Content

- EVO 3 produces a unique video regardless of your media source. It may be a downloaded YouTube video (if your purpose is link building only) or a combination of photos.
- However, if you're promoting a client, use their video content (if they have videos available for use from their YouTube channel).
- If you're using images in EVO 3 to produce unique videos, outsource a Fiverr gig to have it created for you. You can scour YouTube for a 2-3 minute video in your niche as inspiration to share with your Fiverr service provider to create something similar for you.
- My preference is video clips that are a maximum of 2-3 minutes in length.
- For well-paying clients, I like to have 5 unique videos to use in EVO 3.
- Idea: You can use the same videos in one niche for various locations. As long as you keep the video quality high, yet generic, you can use them repeatedly for locations all over the world.

* Article Writing: Assign to Team 1: Keyword Research Team:

- If you're running EVO 3 to build links fast, here's a short process:
- Google search for "niche + articles" (replace "niche" with the name of your target niche)
- Copy one paragraph from each of the top 3 website results

- Paste & run the three paragraphs in a spintax creator
- Paste the spintax content into EVO 3. Run EVO 3.
- EVO will produce a unique version of the spintax article every time it creates a video or Google Site. This process works incredibly well.
- If you're promoting a well-paying client, here's a short process:
- Outsource five unique articles written for the client's niche.
- Research top articles in this niche to supply to a Fiverr writer as inspiration for your articles.
- Spintax the produced articles in EVO 3. Do include your client's business name in the articles.

* EVO Software License on VPS:

- My recommendation is to assign one or more computers to each member of your team.
- Ideally, one PC and one or more VPS (Virtual Private Server) to operate EVO (and the other software on the list).
- Start with the first software and approach on the list as described in this article. Get low-hanging fruit results fast, then progress through the list of software as required.
- Each computer will require an additional EVO 3 license. For additional EVO 3 licenses, you can reach our support team at www.support.bruteforceseo.com.

* Scaling With Systems and Your Team:

- It's a common fact that McDonald's achieved global success through their excellent training manual that teenagers can run 90% of the operation purely by what they read in the training manual. Training people with the quality of their exceptional training manual is the key to their success.

- It's the same with this process. Your first hire to your team should be determined by how well you think your contractor can build a training manual for their role or tasks from the outset.
- Focus your time on training your initial hires very well. Then get them to create the manual for the following staff, and you'll be able to scale fast.
- Hire one person to fill spots on Teams 1 (Keyword Research), 2 (Image & Video), and 3 (Article Writing). Focus on helping them be as good as possible, then assign them the task to begin documenting what they do once they are up to speed and when you're happy with their performance.

* Team 3: Software Deployment Team:

- The leading team is team 3. This team operates the software to rank GMB's and associated websites, videos, and more.
- Typically Team 3 will be handling the maintenance of the GMBs over time and growing the number of terms and locations they are ranking in.

* Know Your Metrics

- With this data, three team members can promote and rank X amount of GMBs and maintain X amount of GMBs.
- Now you know what your fixed costs are. You know how many GMB's this team is ranking. From this data, you can predict how many people you will need to scale to X.
- The more work you put into your original team, the better your agency will work at scale. Any minor bugs at the start will amplify with scale. So pay attention to getting the start as smooth as humanly possible and make it repeatable.

- When you take on the next level of staff, refine your manual for each team.

Our Support

Each of our software comes with training manuals. Plus, you have access to our support team. We're known for providing the best online support for anyone in our industry. That didn't happen by chance, and it evolved over some time. If I can do it, anyone can.

The secret is to find people who love doing what they are good at.

- Some people LOVE researching but hate the thought of having to design an image.
- Some people LOVE creating beautiful designs but couldn't think of anything worse than running software on a PC. The reverse is true also.
- Some people hate all the above but LOVE bringing people together and forming teams.
- Some people LOVE sales, talking to people and letting them know about excellent products, while others get anxious at the thought of doing that.

In summary:

If you want to scale, find the right people for the right jobs.

Your role is to find these right people, provide oversight, and help them as much as possible, especially at the beginning stages. Then let them take over and grow in their roles.

Compensate them accordingly to the growth achieved. Everyone's happy.

In the following article, I'll be discussing leads. Without customers, scale means nothing. Keep an eye out for this article.

Peter Drew

Article by Peter Drew, who started his online SEO journey back in 1995, when there were only 50 million people online. That's 9 years before google released their search engine to the public. He has helped over a 100 thousand people and business's rank their content high in the Google index during this time.