



Workshop om Google MyBusiness



Kort om mig

SEO-specialist med 16 års erfaring

- Glen Michaelsen
- Partner og SEO-specialist hos Leadtime
- Arbejdet med søgemaskineoptimering i 16 år
- Arbejdet med Visit Greenland i 10 år

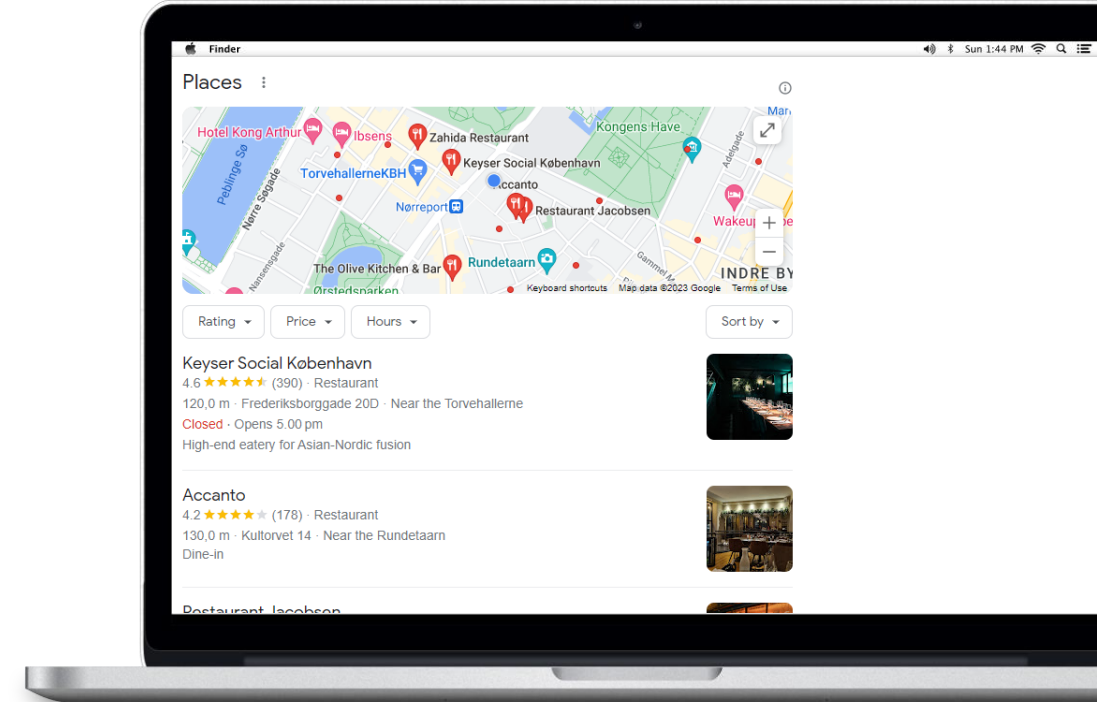
A coastal scene featuring several colorful houses built on a rocky cliffside. The houses are painted in vibrant colors like green and dark red. The background shows a calm sea and a hazy sky. The text "Kort om Google MyBusiness" is overlaid in the center of the image.

Kort om Google MyBusiness

Kort om Google MyBusiness

Googles indeks over lokale forretninger

- Viser på søgninger, hvor Google forventer, man leder lokalt, som eksempelvis:
 - "Pizza opskrift" viser ikke kortet
 - "Pizzeria" viser kortet
- Viser på søgninger, hvor man angiver en geografi (Restaurant i Nuuk)
 - Søger jeg "hotel" ser jeg hoteller omkring mig
 - Søger jeg "hotel nuuk" ser jeg naturligvis hoteller i Nuuk
- Er typisk placeret over de "normale resultater"
- Er ofte meget benyttet i oplevelses- og turistbranchen



A scenic view of a glacier with large icebergs floating in the water. The image is overlaid with a blue-to-red gradient. The text "Overvejelser inden optimering" is centered in white.

Overvejelser inden optimering

Sprog

Vælg det, der passer til jeres målgruppe

Når vi skal vælge et sprog:

- Man har desværre ikke mulighed for at lave sin profil på flere sprog
- Derfor anbefales det til jer at lave den på engelsk
- Her er den største målgruppe (og mange er vant til at læse den type indhold på engelsk)

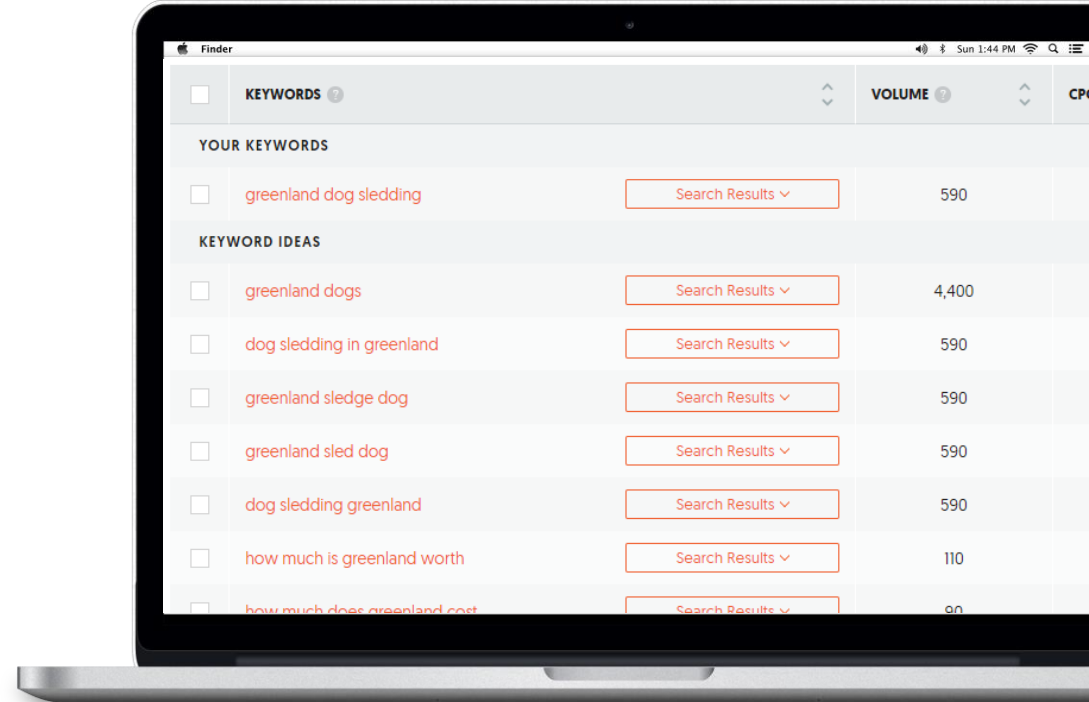


Søgeordsanalyse

Find de rette ord for at tiltrække de rette kunder

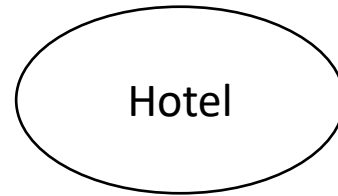
Tips til at lave søgeordsanalyse:

- Lav den på engelsk
- Start med en brainstorm (papir og blyant)
- Brug værktøjerne [Ubersuggest](#) og [AnswerThePublic](#)
- Brug også "almindelig Google-søgninger"
- Start med få, brede ord

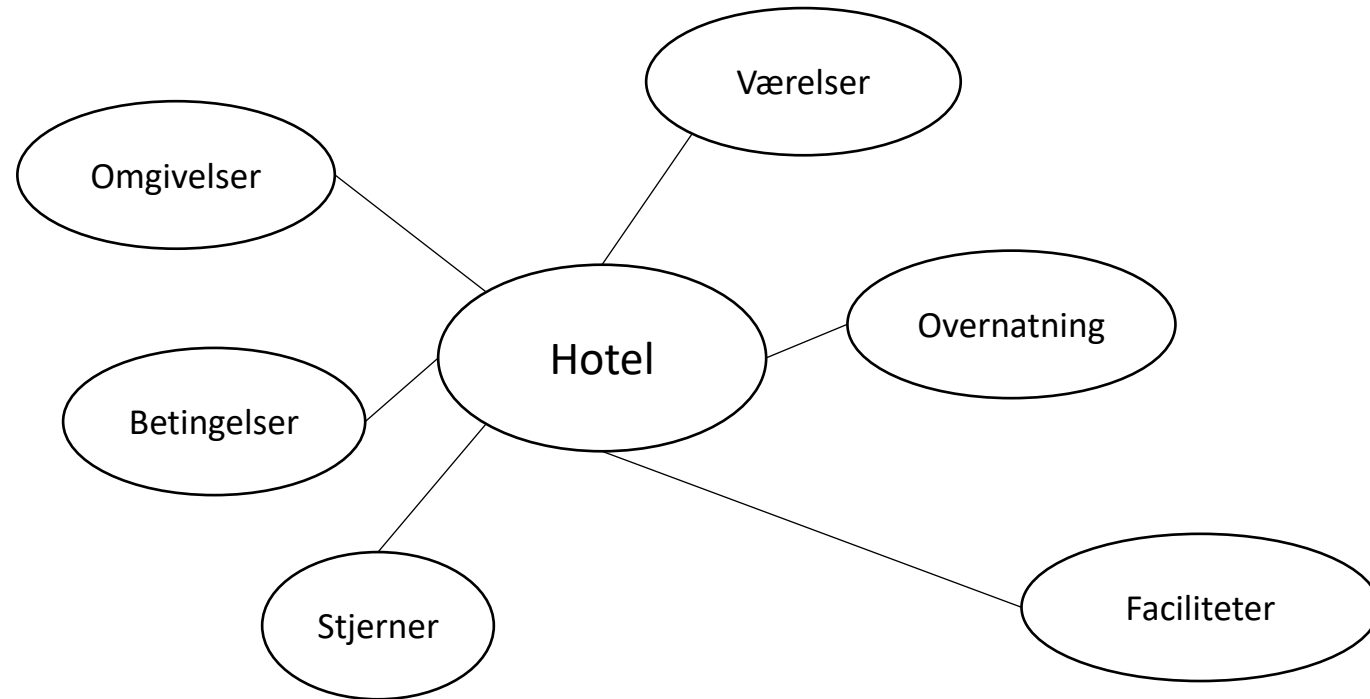


KEYWORDS	VOLUME	CPM
YOUR KEYWORDS		
<input type="checkbox"/> greenland dog sledding	Search Results ▾	590
KEYWORD IDEAS		
<input type="checkbox"/> greenland dogs	Search Results ▾	4,400
<input type="checkbox"/> dog sledding in greenland	Search Results ▾	590
<input type="checkbox"/> greenland sledge dog	Search Results ▾	590
<input type="checkbox"/> greenland sled dog	Search Results ▾	590
<input type="checkbox"/> dog sledding greenland	Search Results ▾	590
<input type="checkbox"/> how much is greenland worth	Search Results ▾	110
<input type="checkbox"/> how much does greenland cost	Search Results ▾	90

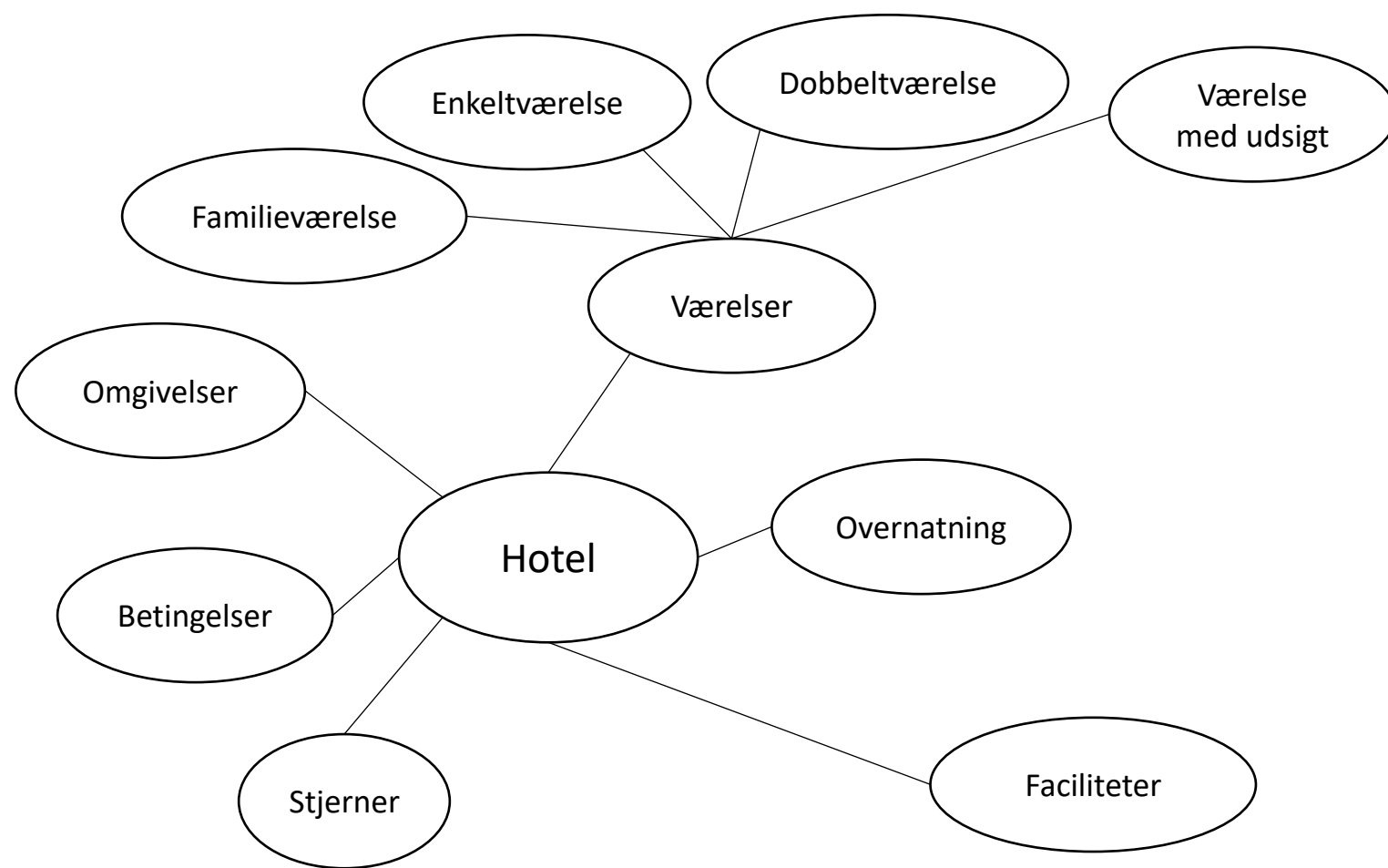
Brainstorm



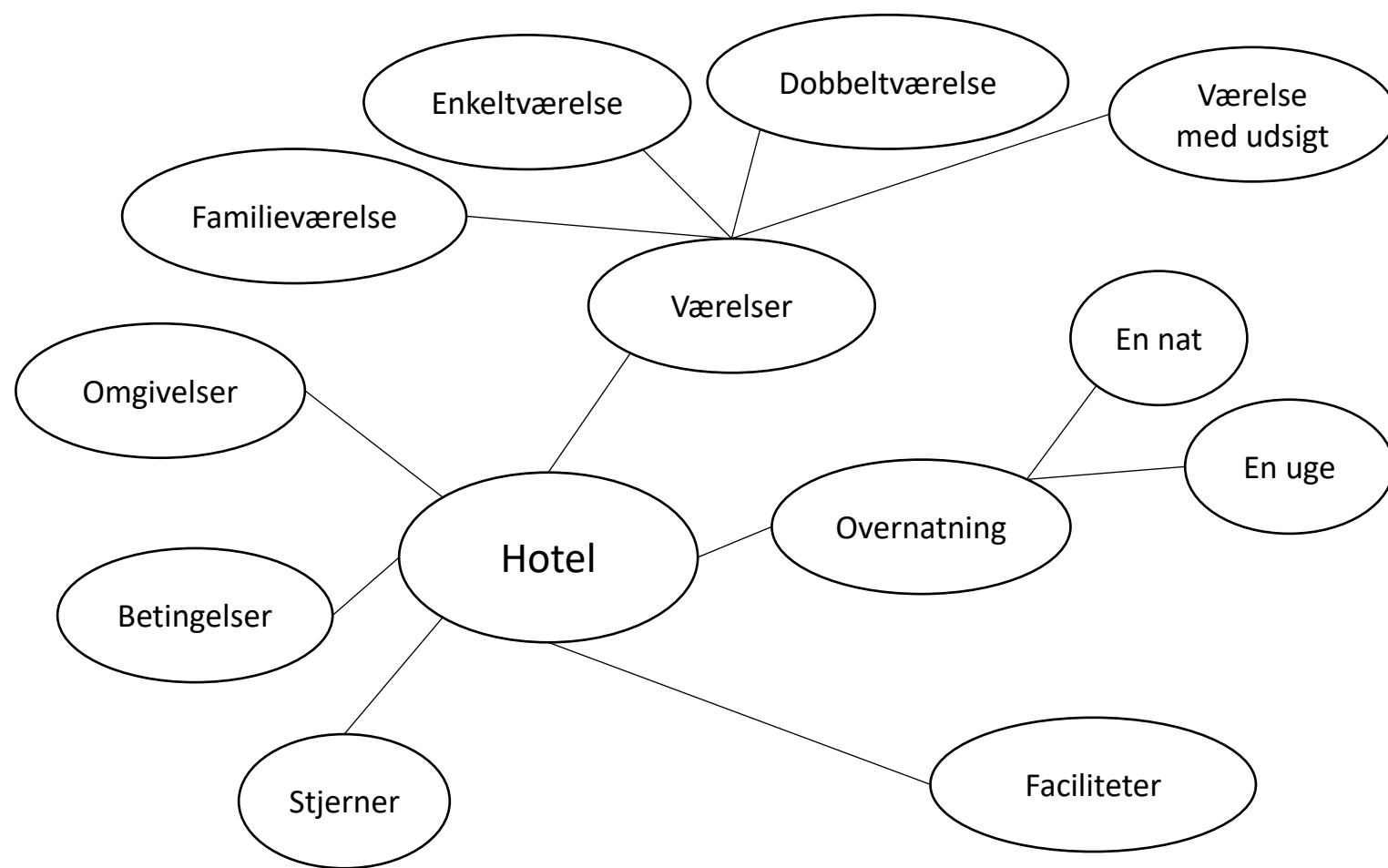
Brainstorm



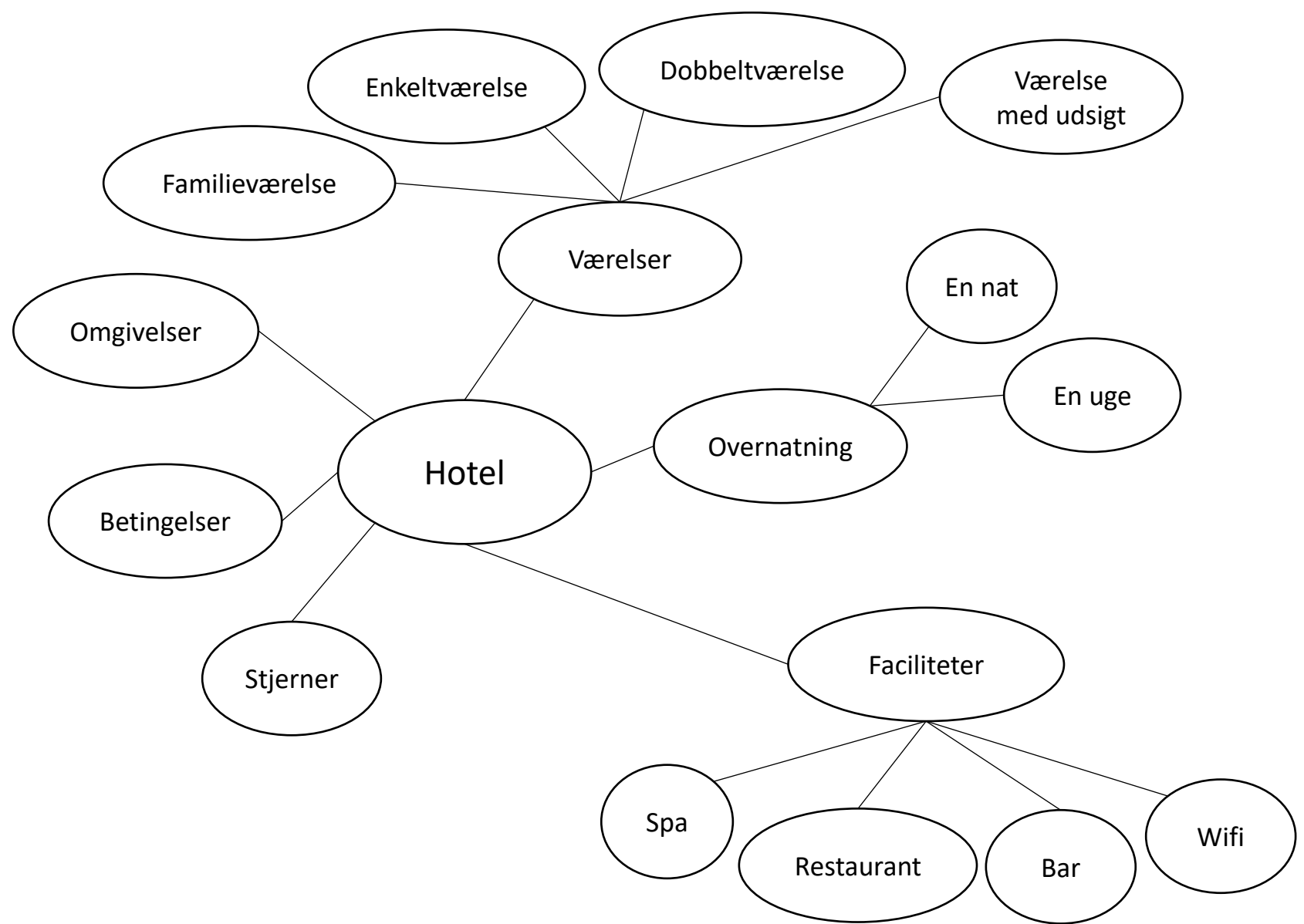
Brainstorm



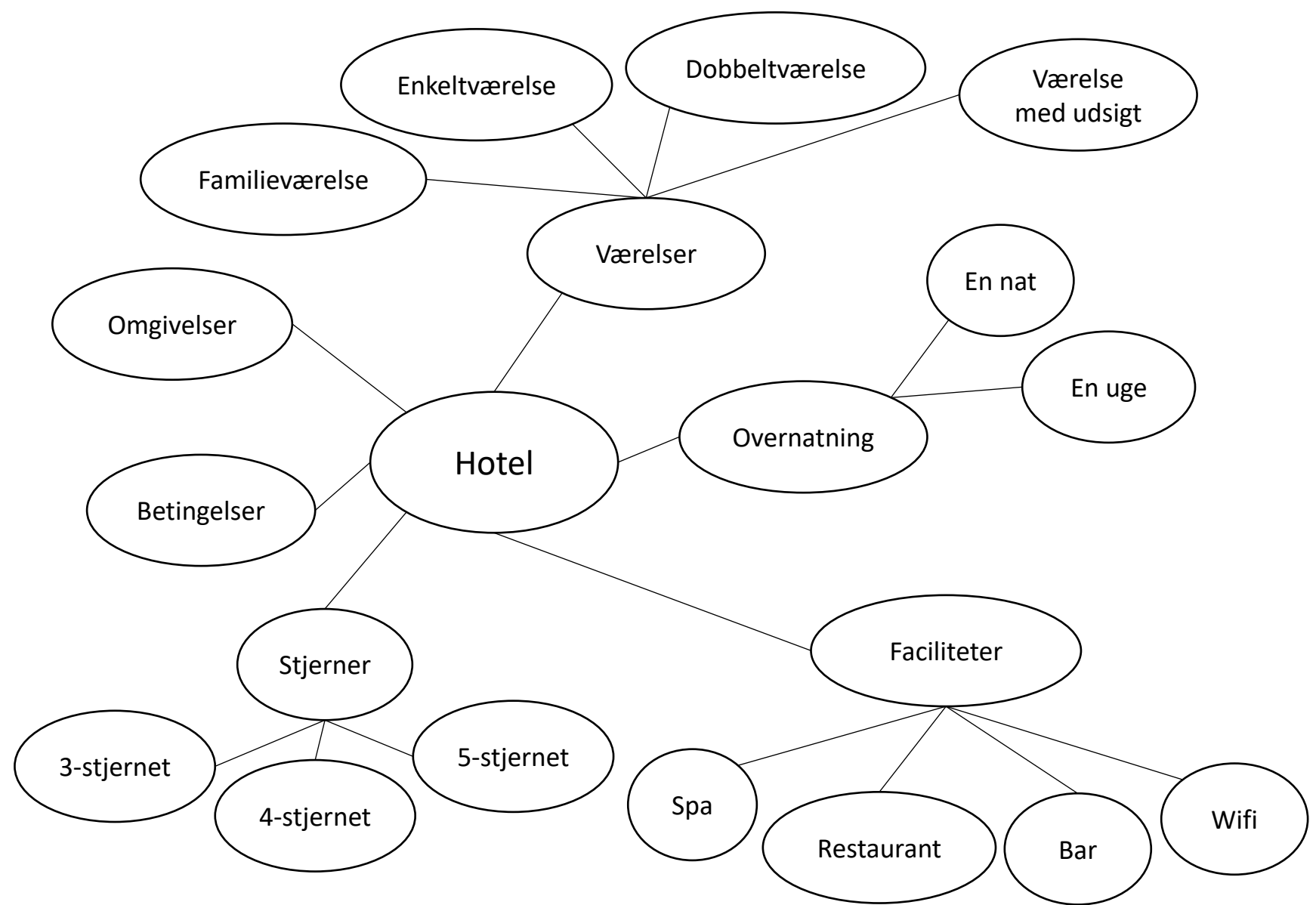
Brainstorm



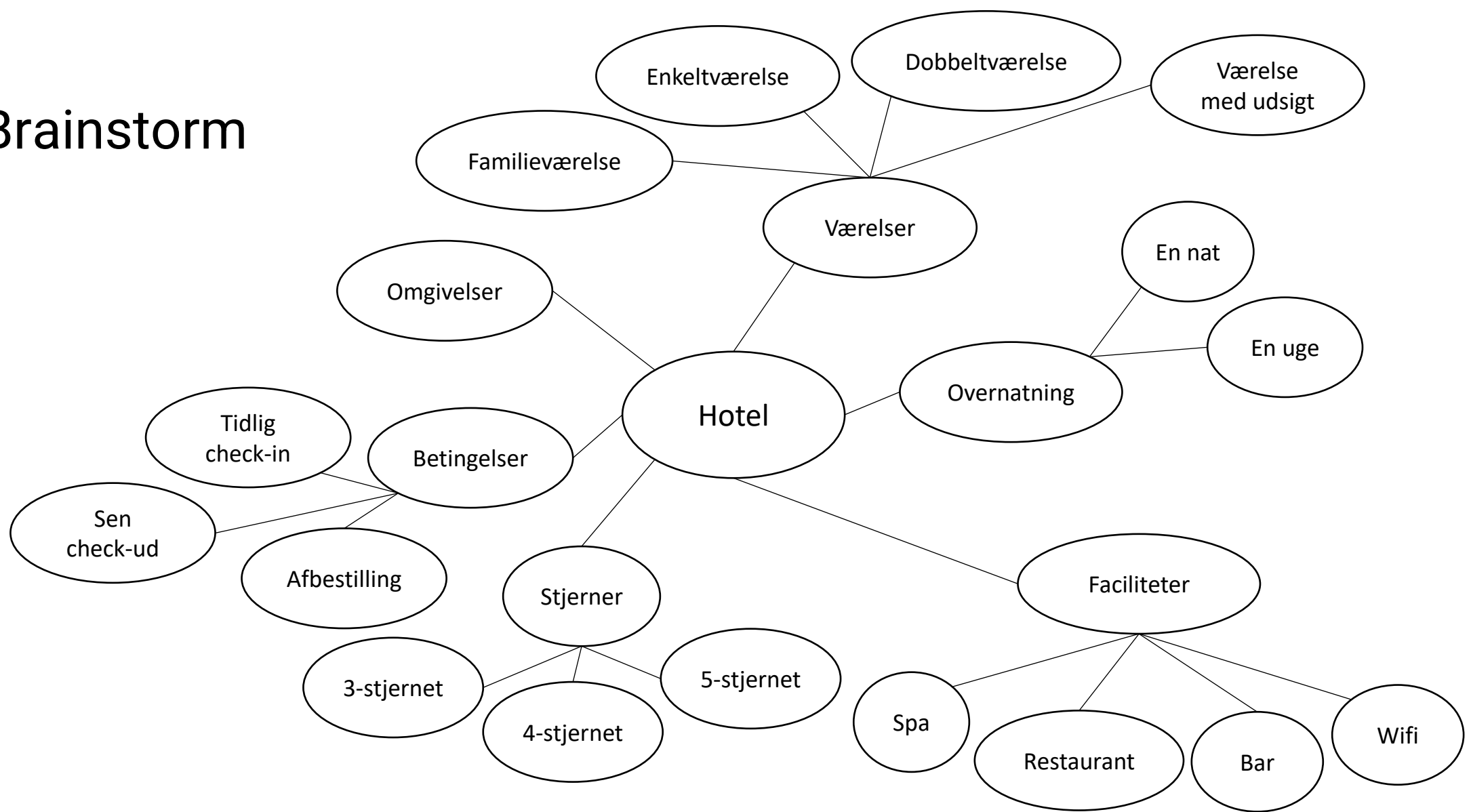
Brainstorm



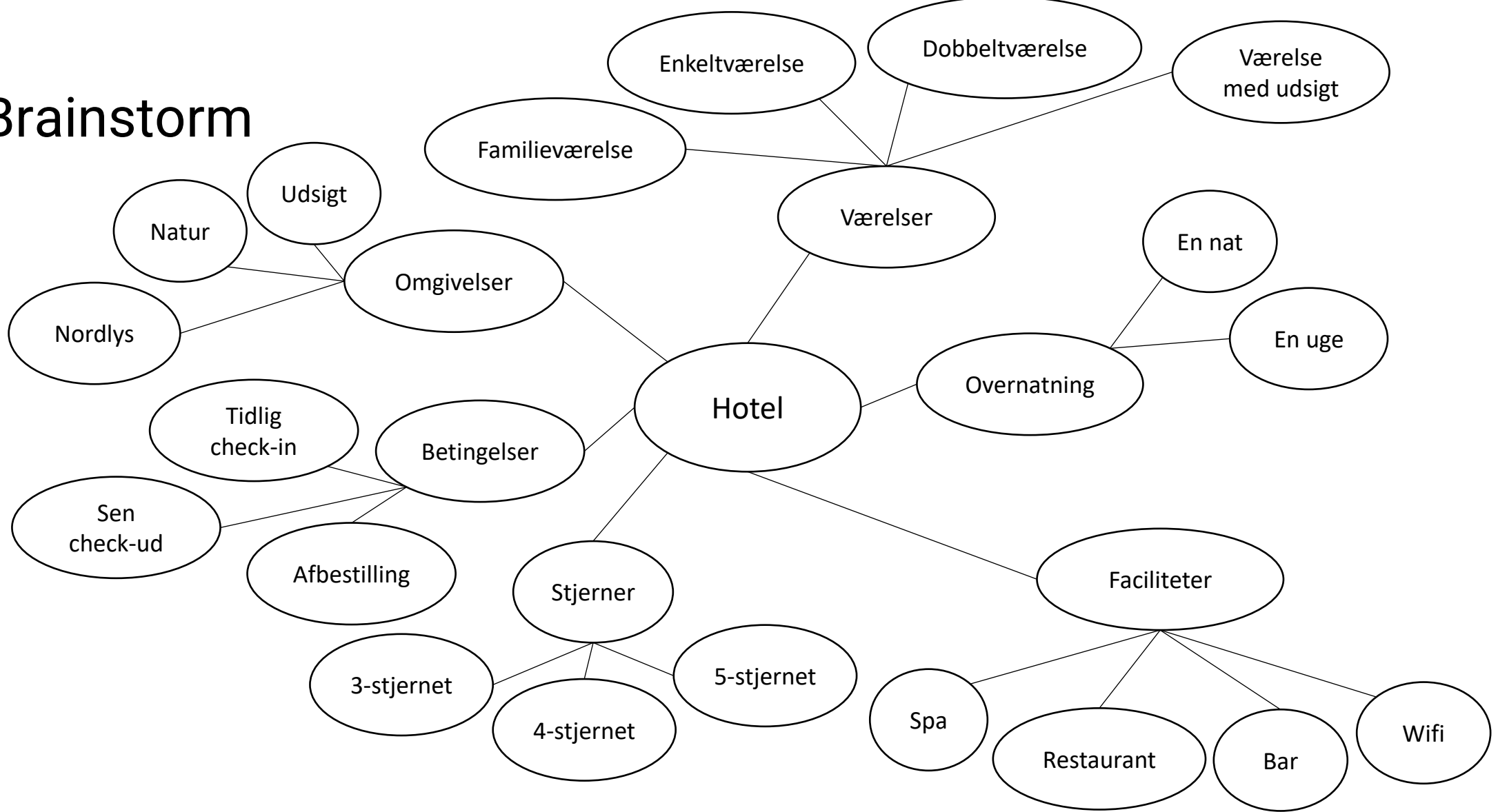
Brainstorm



Brainstorm



Brainstorm



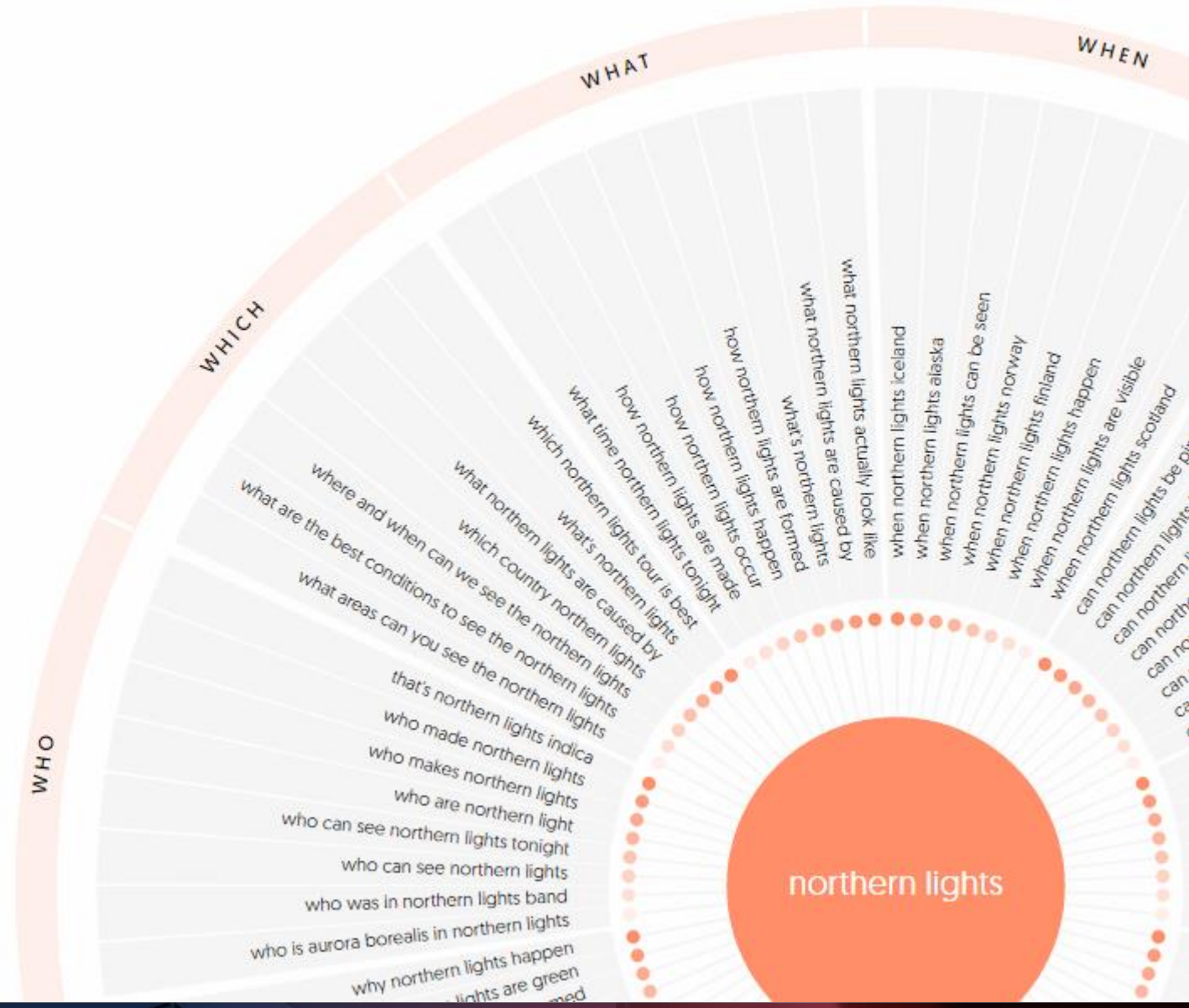
Answer The Public

northern lights us United States English **SEARCH**

! Use 1-2 words for best results

You're using a free version of AnswerThePublic 0 out of 3 free searches available for today. **UPGRADE TO PRO**

Answer The Public



UberSuggest

Ubersuggest

Want more traffic? Ubersuggest shows you how to win the game of SEO.
Just type in a domain or a keyword to get started.

 🇺🇸 English / United States SEARCH

- Add Project
- Dashboard
- Rank Tracking
- SEO Opportunities
- My Workspace *NEW!*
- Chrome Extension
- Site Audit
- Keyword Research
 - Keyword Overview
 - Keyword Ideas
 - Keyword Visualization *NEW!*
 - Keywords by Traffic
 - Similar Websites
 - Content Ideas
 - Keyword Lists *NEW!*
- Traffic Estimation
- Backlinks
- Labs *NEW!*

SEARCH BY KEYWORDS SEARCH BY WEBSITE

Discover new keywords | 1/3 Keywords Added

Enter 1-3 keywords (i.e. "meal delivery")

northern lights x Clear All

Language

English

Location

United States

SEARCH

You're using a free version of Ubersuggest. | 2 out of 3 free daily searches available

UPGRADE

Keyword Ideas : northern lights

SUGGESTIONS [462] RELATED [43,602] QUESTIONS [87] PREPOSITIONS [56] COMPARISONS [34]

Volume SEO Difficulty CPC Keyword Filters

SIGN IN TO EXPORT

ADD TO LIST 0 of 462 Selected

BETA

ALL

PAGE 1 RANKING P

	KEYWORDS	VOLUME	CPC	PAID DIFFICULTY	SEO DIFFICULTY
YOUR KEYWORDS					
<input type="checkbox"/>	northern lights	301,000	\$0.65	7	80
KEYWORD IDEAS					
<input type="checkbox"/>	northern lights alaska	33,100	\$0.77	12	67
<input type="checkbox"/>	northern lights in alaska	33,100	\$0.65	11	65
<input type="checkbox"/>	northern lights tonight	33,100	\$1.14	2	59
<input type="checkbox"/>	when northern lights iceland	27,100	\$1.13	11	62
<input type="checkbox"/>	northern lights strain	27,100	\$0	1	43
<input type="checkbox"/>	forecast for northern lights	27,100	\$1.22	3	55
<input type="checkbox"/>	northern lights iceland	27,100	\$1.13	11	60

<input type="checkbox"/>	KEYWORDS [?]		VOLUME [?]	CPC [?]	PAID DIFFICULTY [?]	SEO DIFFICULTY [?]
YOUR KEYWORDS						
<input type="checkbox"/>	northern lights	Search Results ▾	301,000	\$0.65	7	80
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<input type="checkbox"/>	northern lights tonight	Search Results ▾	33,100	\$1.14	2	59
<input type="checkbox"/>	when northern lights iceland	Search Results ▾	27,100	\$1.13	11	62
<input type="checkbox"/>	northern lights strain	Search Results ▾	27,100	\$0	1	43
<input type="checkbox"/>	forecast for northern lights	Search Results ▾	27,100	\$1.22	3	55
<input type="checkbox"/>	northern lights iceland	Search Results ▾	27,100	\$1.13	11	60
<input type="checkbox"/>	northern lights forecast	Search Results ▾	27,100	\$1.22	3	58
<input type="checkbox"/>	northern lights pizza	Search Results ▾	22,200	\$1.12	7	74
<input type="checkbox"/>	where northern lights	Search Results ▾	12,100	\$0.54	1	75



Google

northern lights





Google Search


I'm Feeling Lucky

Google offered in: [dansk](#) [Føroyskt](#)

Leadtime.



Q northern lights | X |  

- Q northern lights **denmark**
- Q northern lights **norway**
- Q northern lights **iceland**
- Q northern lights **forecast**
- Q northern lights **sweden**
- Q northern lights **finland**
-  Northern Lights Village Saariselkä
Resort hotel · Saariselkä, Finland
- Q northern lights **ccs**
- Q northern lights **tromso**
- Q northern lights **copenhagen forecast**


Google Search I'm Feeling Lucky

Report inappropriate predictions



Q northern lights a

- Q northern lights **app**
- Q northern lights **auto**
- Q northern lights **aalborg**
- Q northern lights **april**
- Q northern lights **aurora**
- Q northern lights **alaska**
- Q northern lights **animal crossing**
- Q northern lights **art**
- Q northern lights **apartments**


 Northern Lights Arena
Arena - Alpena, MI, USA

Google Search I'm Feeling Lucky

Report inappropriate predictions



northern lights b


-  northern lights book
Northern Lights — Novel by Philip Pullman
- northern lights **bergen**
- northern lights **bc garn**
- northern lights **bergen norway**
- northern lights **bodø**
- northern lights **banff restaurant**
- northern lights **banff**
- northern lights **breaks**
- northern lights **bingo**
- northern lights **belfast**

Google Search I'm Feeling Lucky

Report inappropriate predictions



Search bar containing the text "northern lights g". To the right of the search bar are icons for a close button (X), voice search, and image search.



- northern lights **greenland**
-  Northern Lights
Survival game
- northern lights **garn**
- northern lights **generator**
- northern lights **gots**
- northern lights **glass igloo**
- northern lights **gymnastics**
- northern lights **gif**
- northern lights **groton**
- northern lights **gifts**

Buttons: "Google Search" and "I'm Feeling Lucky".

[Report inappropriate predictions](#)







Q northern lights greenland | X |  

- Q northern lights greenland **or iceland**
- Q northern lights greenland **august**
- Q northern lights greenland **april**
- Q northern lights greenland **paddle**
- Q northern lights greenland **forecast**
- Q northern lights greenland
- Q northern lights greenland **national park**
- Q northern lights greenland **summer**
- Q northern lights greenland **location**
- Q northern lights greenland **youtube**

Google Search I'm Feeling Lucky

Report inappropriate predictions



Q northern lights greenland a| X |  

- Q northern lights greenland **august**
- Q northern lights greenland **april**
- Q northern lights **aurora borealis** greenland
- Q **does** greenland **have** northern lights
- Q **is** greenland a **good place to see the** northern lights
- Q **are the** northern lights **in** greenland
- Q **where to stay in** greenland **to see the** northern lights

Google Search I'm Feeling Lucky

[Report inappropriate predictions](#)

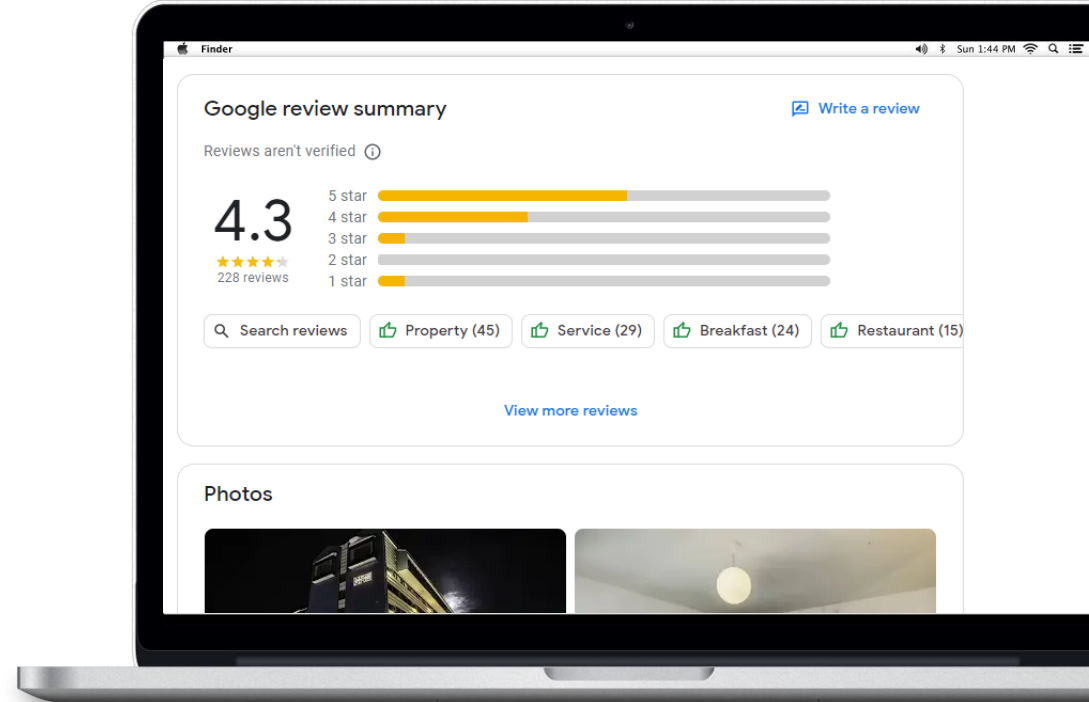


Konkurrentanalyse

For at finde ud af, hvad I skal arbejde på

Kig eventuelt på:

- Hvad skriver konkurrenterne i navn, beskrivelse etc.?
- Hvor mange anmeldelser har de?
- Hvor mange billeder har de?
- Bruger de opslag?

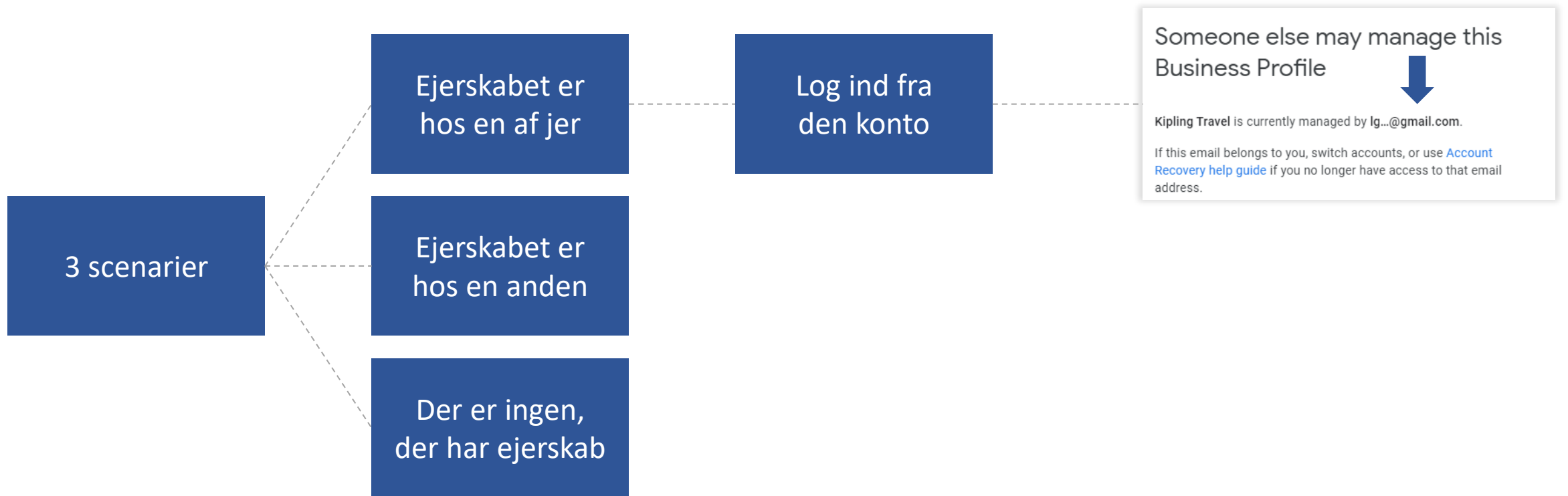


A scenic view of a coastal town at dusk, with a large mountain peak in the background and the sea in the foreground. The sky is a deep blue, and the town's lights are visible. The text "Oprettelse eller overtagelse af konto" is overlaid in the center.

Oprettelse eller
overtagelse af konto

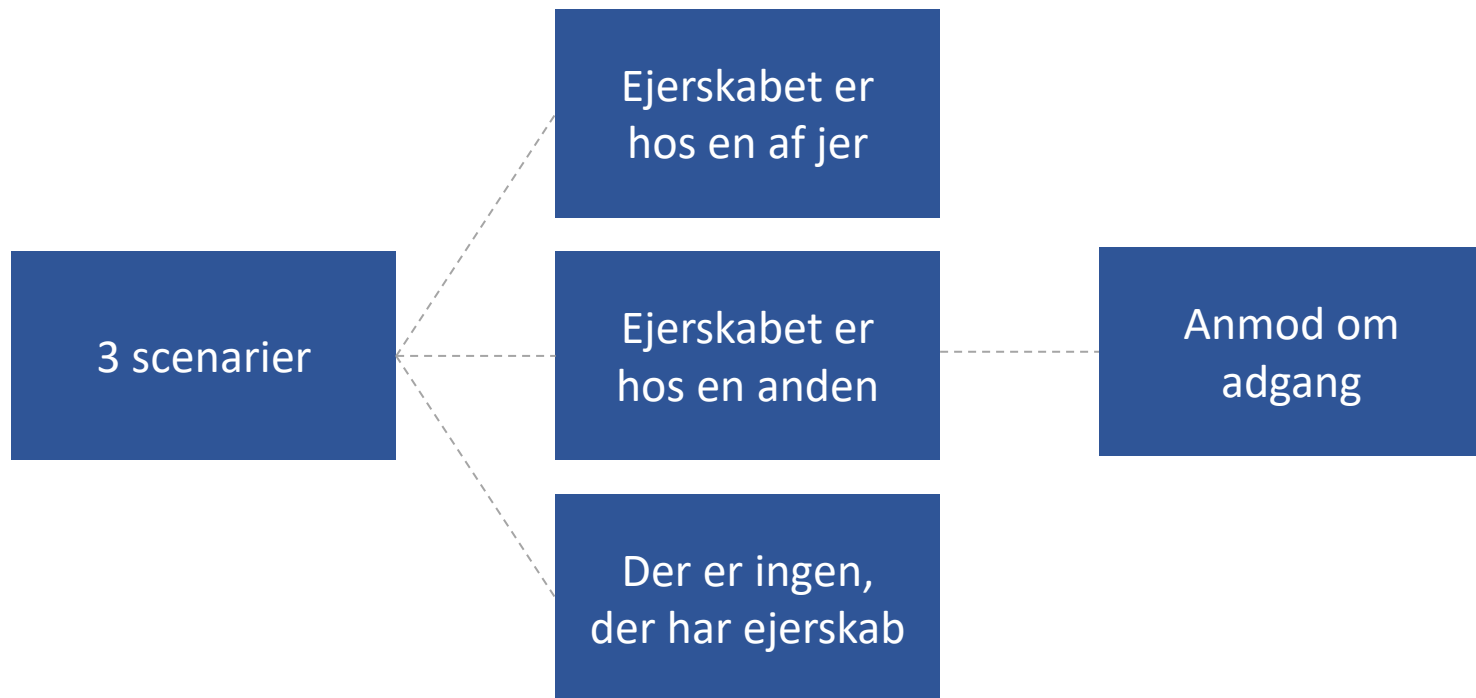
Processen

Hvis der allerede eksisterer en konto



Processen

Hvis der allerede eksisterer en konto



Someone else may manage this Business Profile

Kipling Travel is currently managed by lg...@gmail.com.

If this email belongs to you, switch accounts, or use [Account Recovery help guide](#) if you no longer have access to that email address.

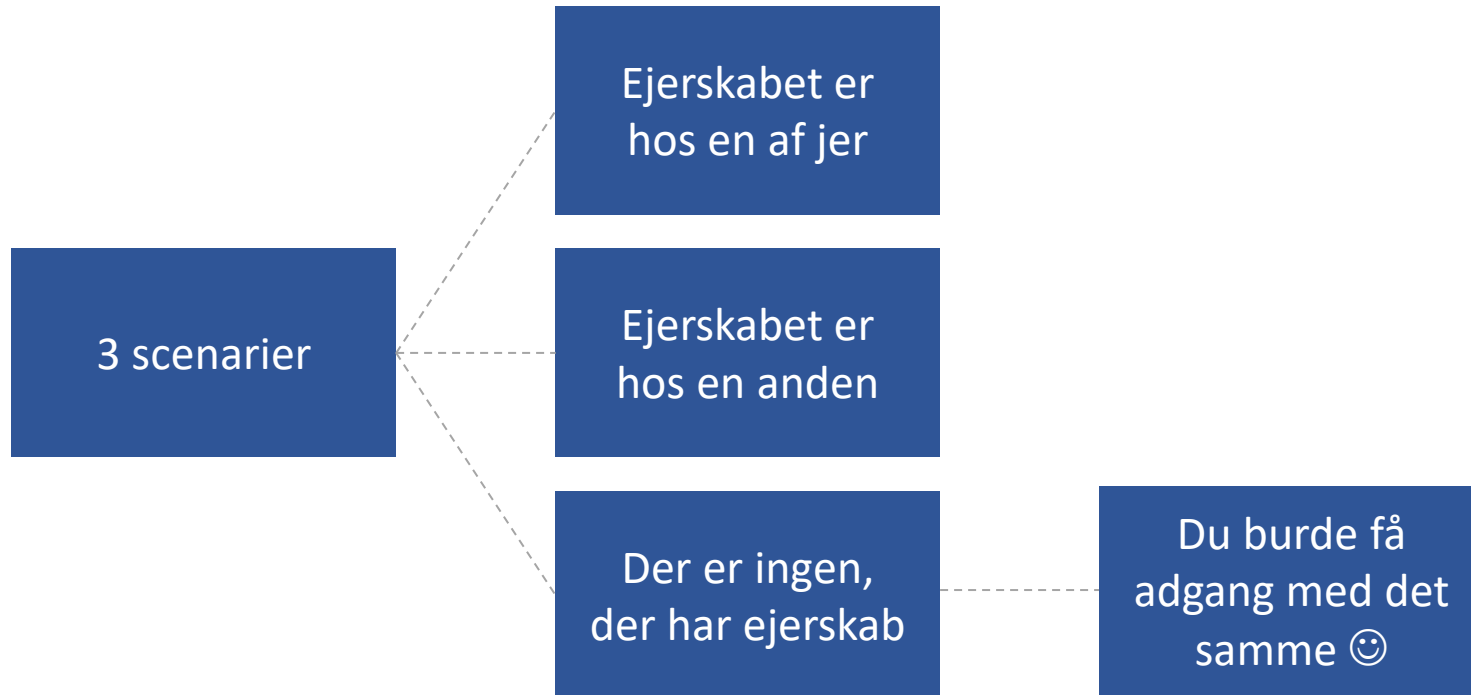
You can also continue to request access from the current manager of this business on Google.

[Request Access](#)

Der sendes en email til ejeren – men også en email til dig. Her er en knap, du kan klikke på efter 2 uger, hvis ejer ikke har reageret (og få adgang)

Processen

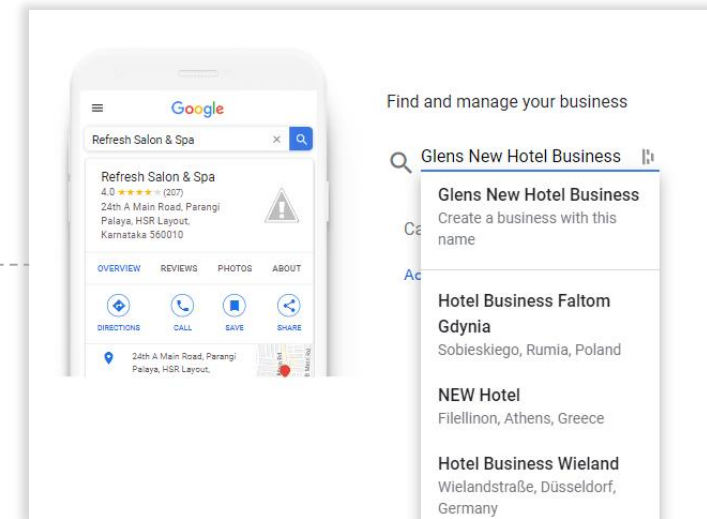
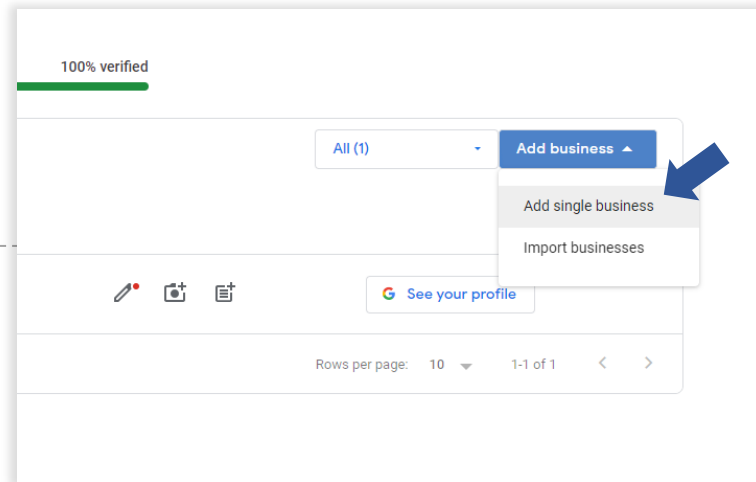
Hvis der allerede eksisterer en konto



Processen

Hvis der ikke findes en konto endnu

Gå til
business.google.com



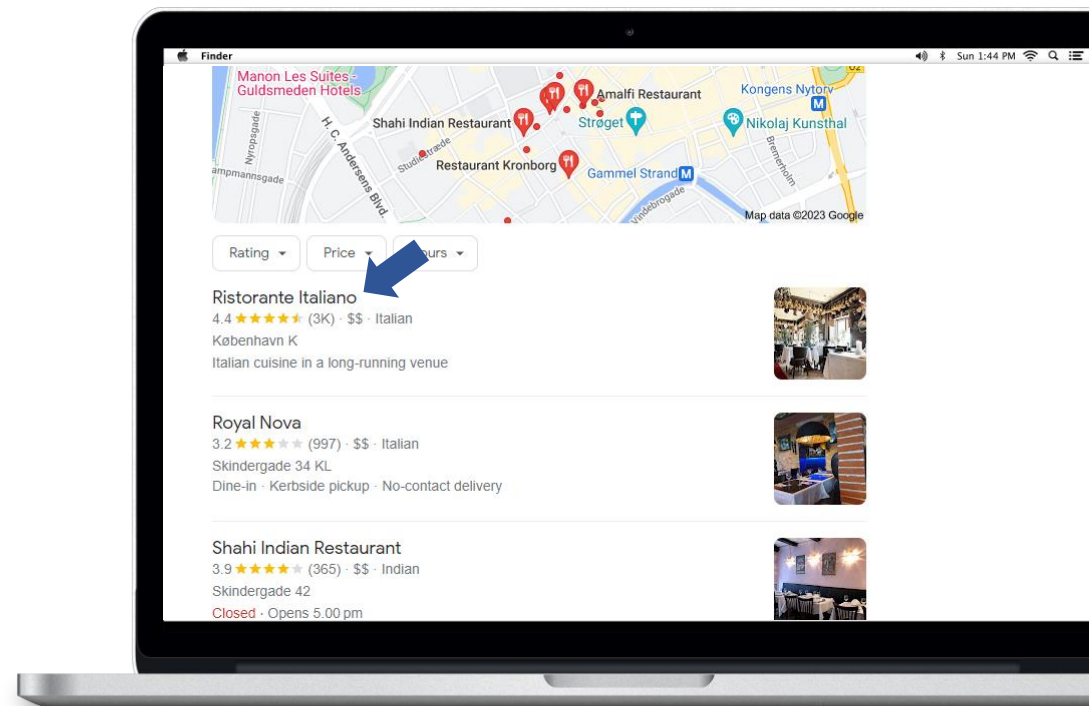
A large, jagged iceberg floats in the water, its surface textured with cracks and shadows. In the background, a dark-hulled ship with a white superstructure is visible, sailing on the water. The sky is a mix of blue and purple, suggesting a sunset or sunrise. The overall scene is serene and majestic.

Vigtige faktorer for at
rangere højt

Navnet

”Business name”

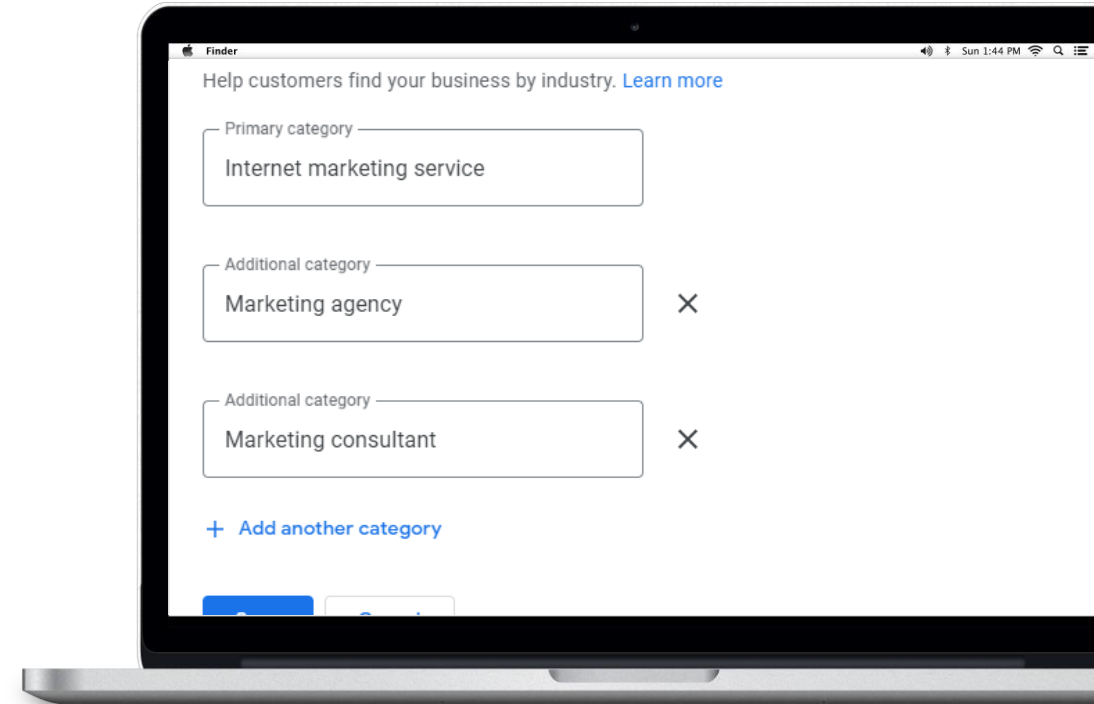
- I de fleste tilfælde skal det blot være firmanavnet
- Man kan dog af og til få et enkelt søgeord ind
- Eksempelvis kunne ”Two Ravens” være ”Two Ravens – Hiking & Camping”
- Det må bare ikke blive for langt – undgå mere end 30 tegn (inklusive mellemrum)



✓ Kategorier

”Business category”

- Man kan tilføje op til 10
- Man skal typiske prøve lidt forskellige søgninger for at finde alle relevante
- Tilføj ikke flere end dem, der er relevante



✓ Kategorier

Den komplette liste

- Kan være god til at scrolle gennem og se eksempler på navne
- Eller hvor man kan søge i browseren (Ctrl+F)

Hent her

The Complete List of Google My Business Categories

This Google My Business category list is sorted alphabetically. If you have trouble finding a category that best describes your business, try using a broader category.

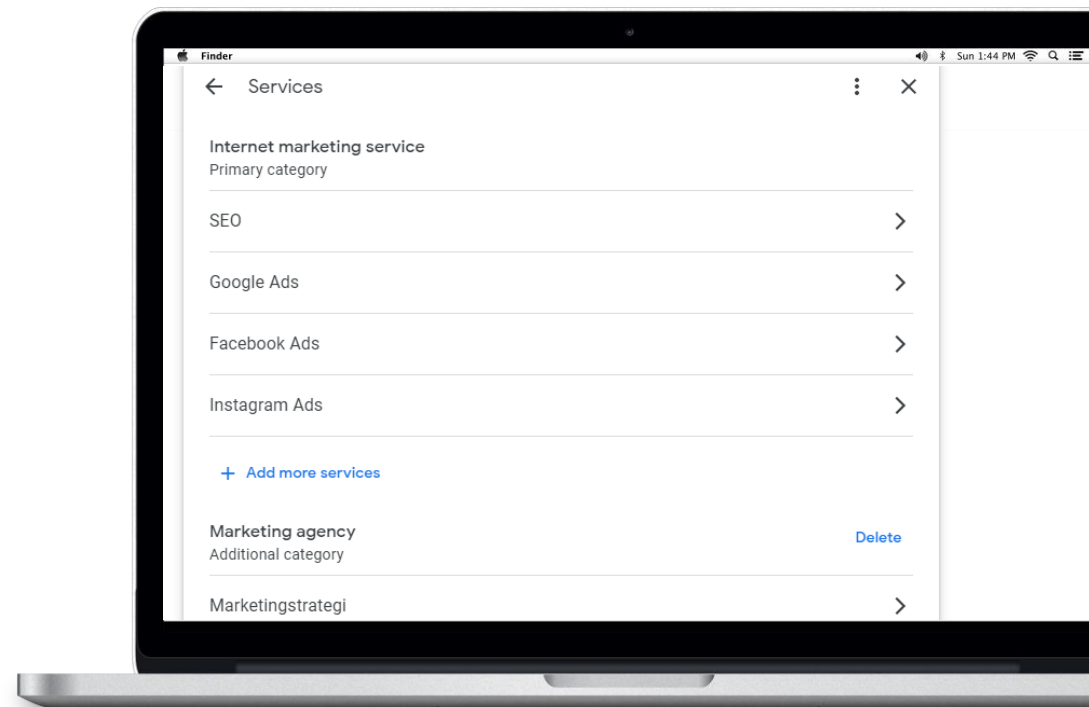
Here's the complete google my business categories list for 2023:

- Aadhar center
- Abarth dealer
- Abbey
- Aboriginal and Torres Strait Islander organisation
- Aboriginal art gallery
- Abortion clinic
- Abrasives supplier
- Abundant Life church
- Açaí shop
- Acaraje restaurant
- Accountant
- Accounting firm
- Accounting school
- Accounting software company
- Acoustical consultant
- Acrobatic diving pool
- Acrylic store
- Acupuncture clinic
- Acupuncture school
- Acupuncturist
- Acura dealer
- Addiction treatment center

Forretningsområder

"Services"

- Under hver hovedkategori (business category) kan du tilføje flere underkategorier
- Rigtig god måde til at få flere søgeord ind
- Her man kan skrive "hvad man vil"

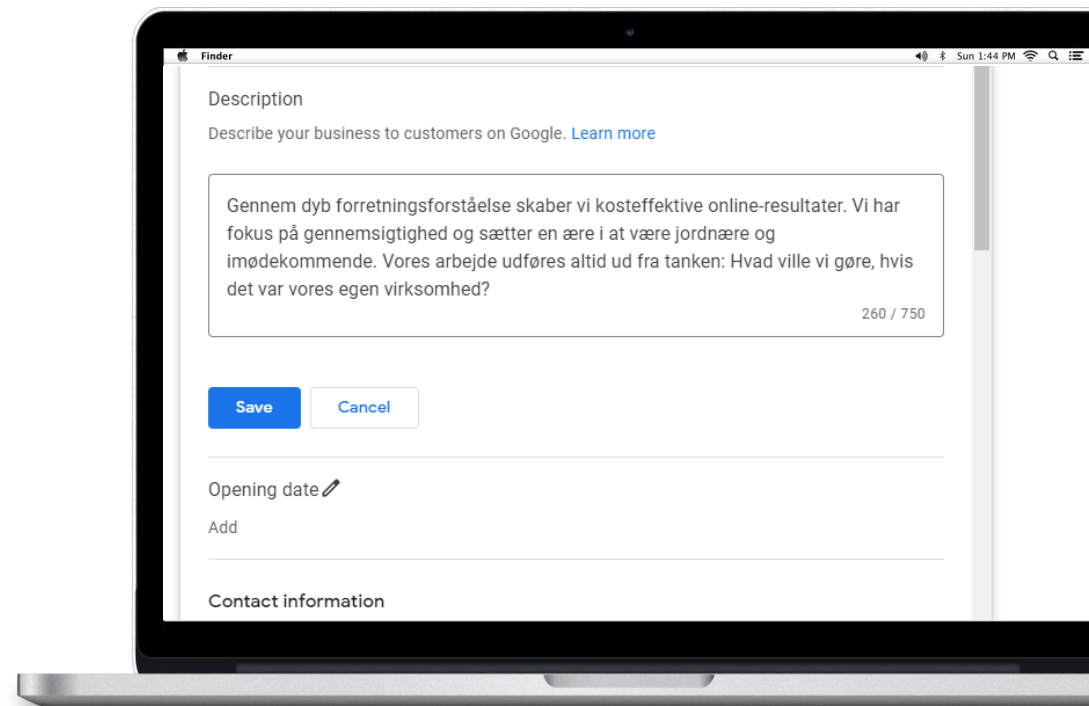


Beskrivelse

”Description”

- Plads til 750 tegn
- Her har vi mulighed for at placere mange søgeord
- Sørg for at denne også er god og sælgende

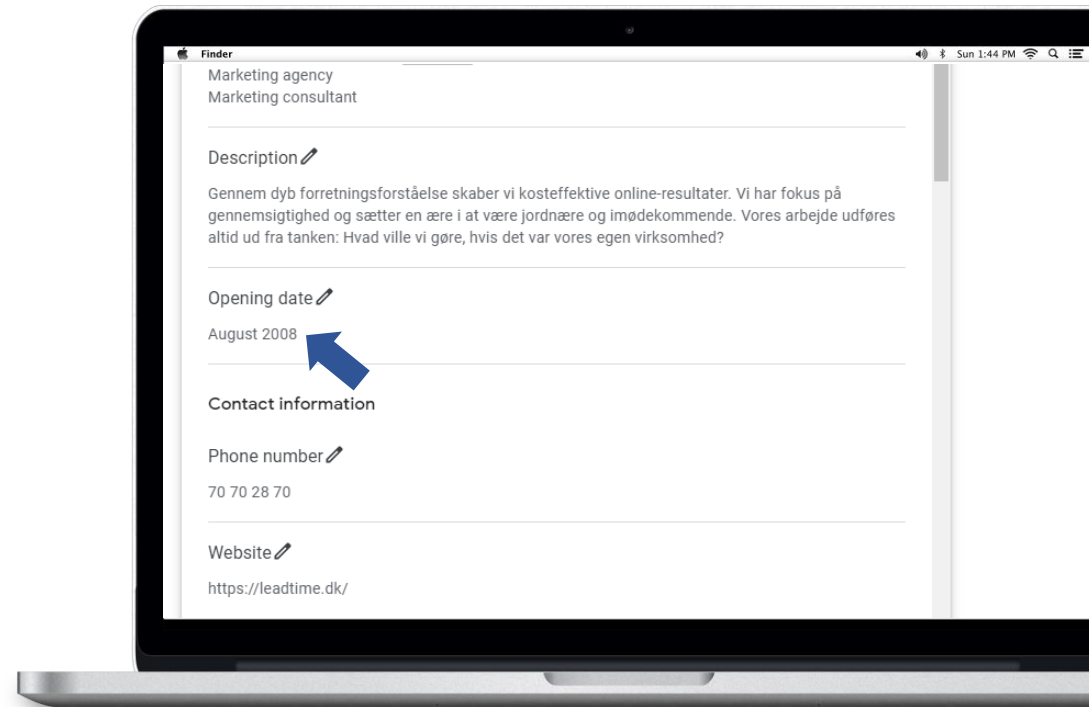
- Hvor er jeg?
- Hvad kan jeg?
- Hvordan gør jeg?
- Hvorfor skal jeg gøre det?
- Kan jeg stole på det her?





"Opening date"

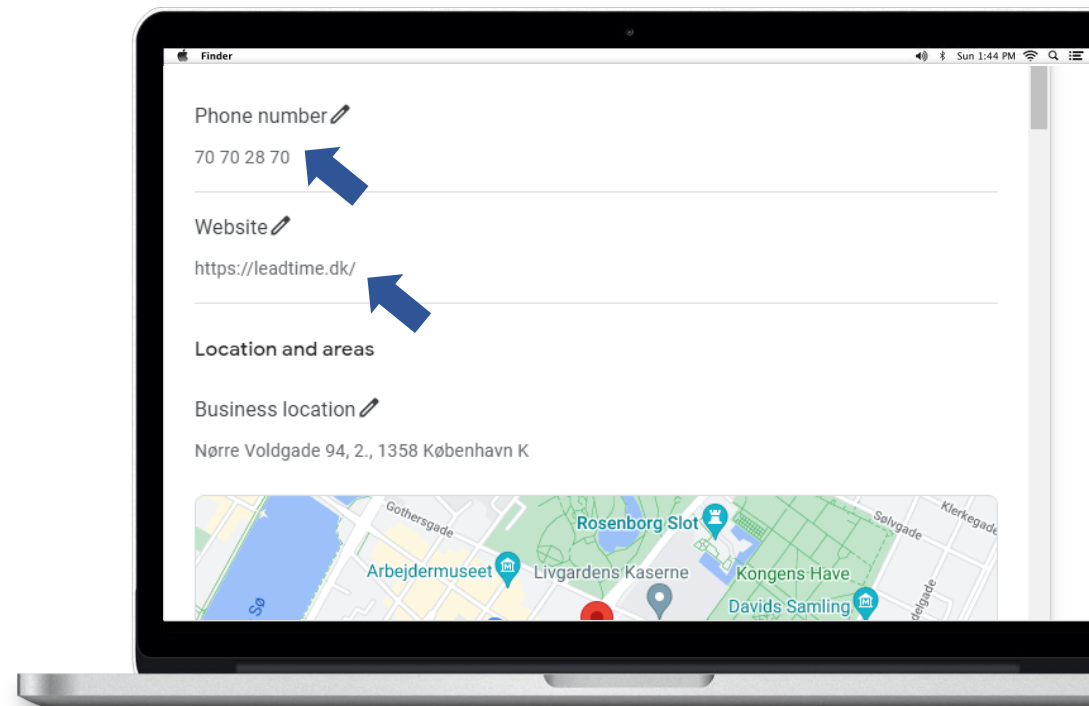
- Tilføj som minimum år
- Det har også en værdi, selvom ens sted et forholdsvis nyt



Kontaktoplysninger

”Contact information”

- Indtast telefonnummer
- Indtast website (kan også godt være en Facebook-side)



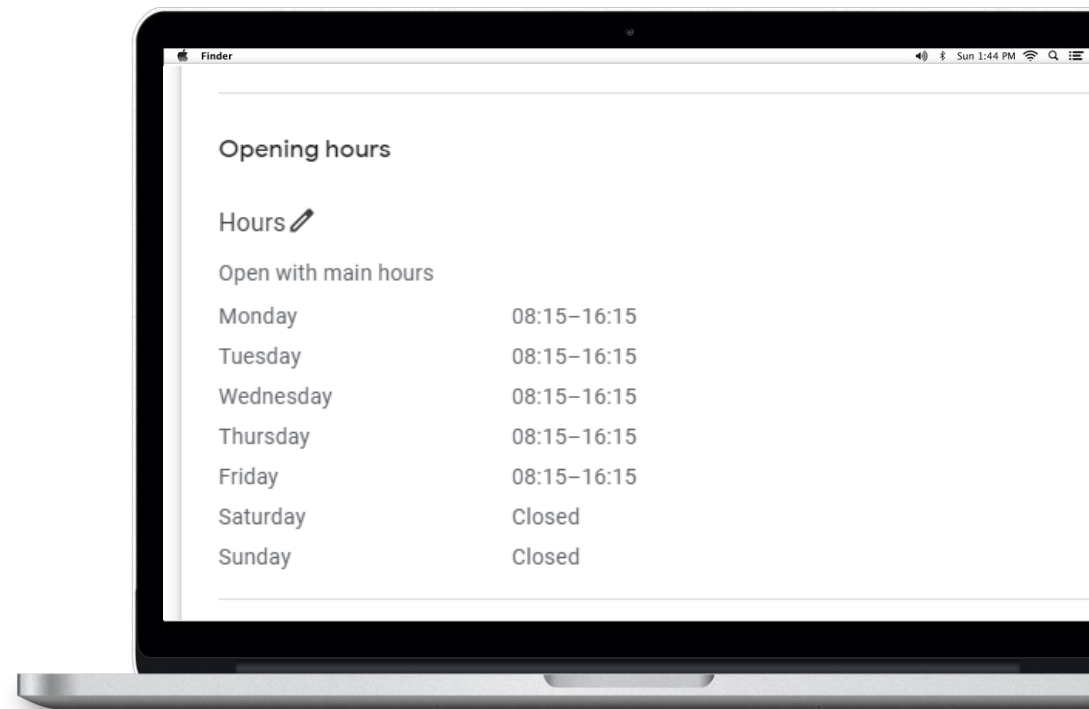
Åbningstider

"Opening hours"

- Indtast både jeres almindelige åbningstider
- Tilføj også åbningstider ved højtider (Holiday opening hours), da det også viser, at jeres Google MyBusiness-profil er opdateret
- Man kan også tilføje "særlige tider", som eksempelvis:
 - Brunch fra 11-14
 - Takeaway fra 11-21:30
 - Etc.

Add more hours

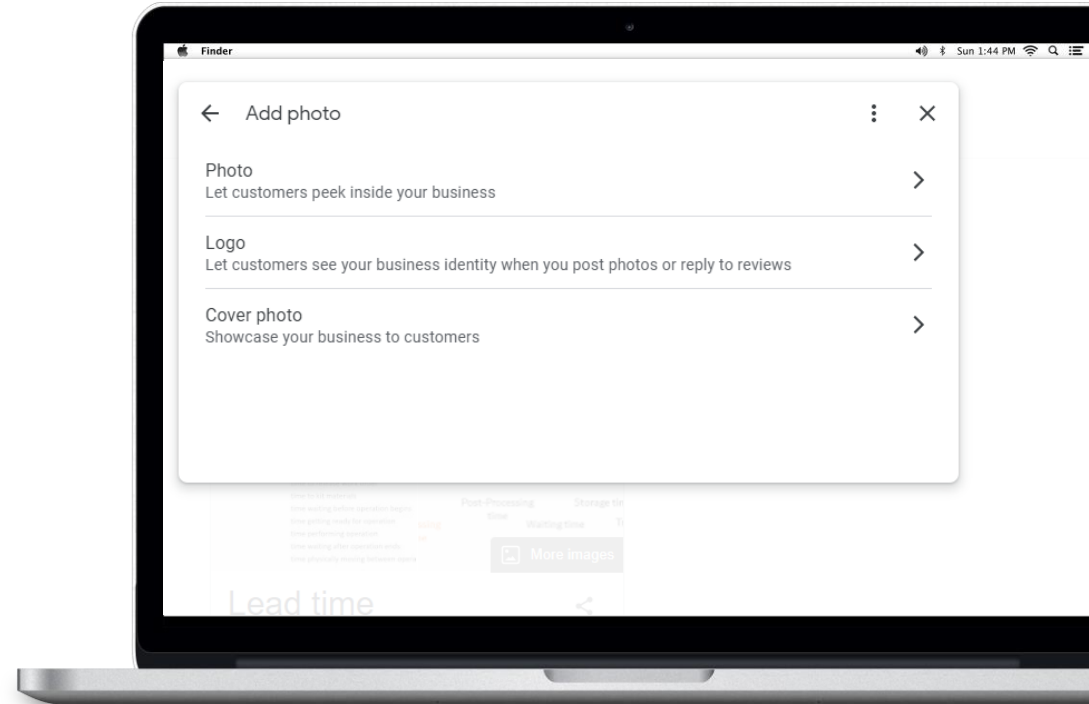
- + Access
- + Breakfast
- + Brunch
- + Delivery
- + Dinner
- + Drive-through
- + Happy hours
- + Hours for the elderly
- + Kitchen
- + Lunch
- + Online operating hours
- + Pick-up
- + Takeaway



Billeder

”Photos”

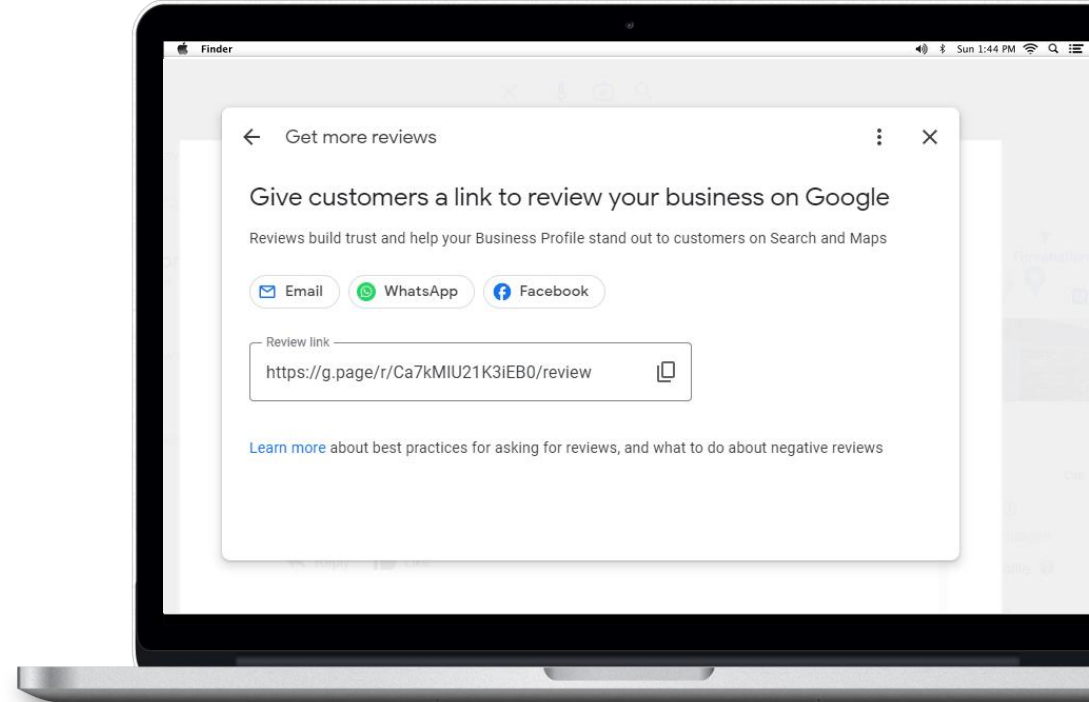
- Den her er virkelig vigtig
- Gode billeder giver både høj placering og kunder
- Upload både logo, coverbillede og generelle stemningsbilleder



☆ Anmeldelser

"Reviews"

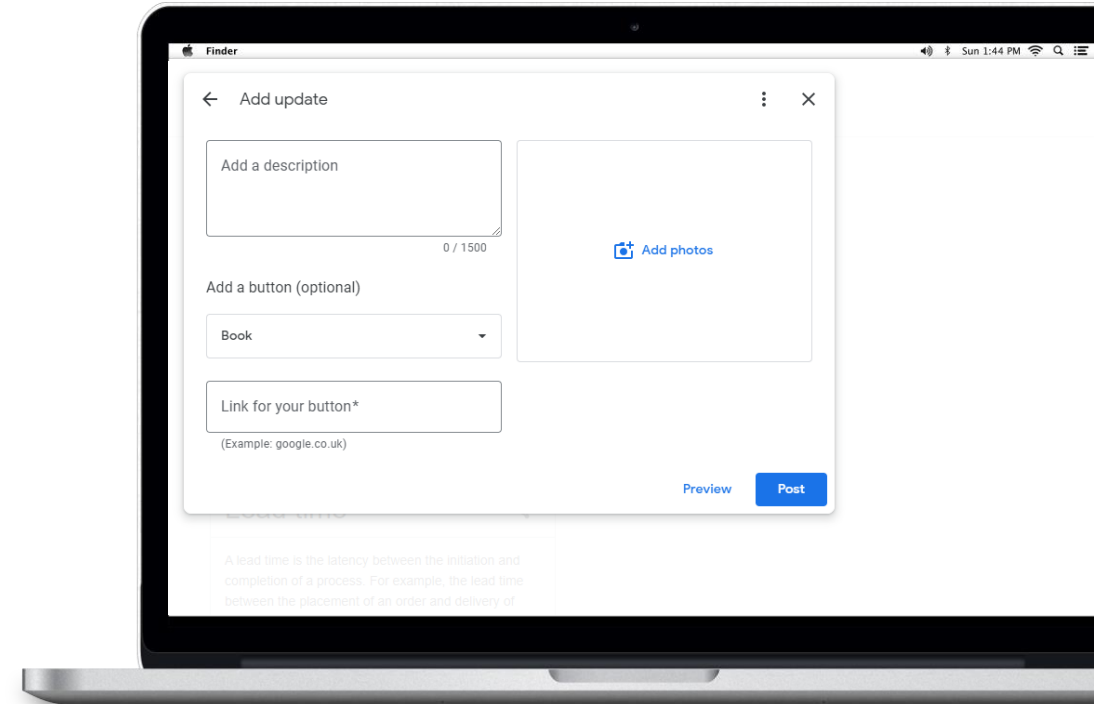
- Nok den vigtigste af alle punkter
- Det er OK at få venner og bekendte ind og anmelde
- Send mails til kunder og bed om en anmeldelse



Opslag

"Updates"

- Man kan oprette;
 - "updates" som er lidt nyheder/opdateringer fra ens virksomhed
 - "offers" som er tiltænkt kampagnetilbud, rabatter, kuponkoder mv.
 - "events" som bruges til begivenheder
- Lav min. ét opslag pr. md.
- Kan sagtens være det samme, I poster på Facebook eller lign.

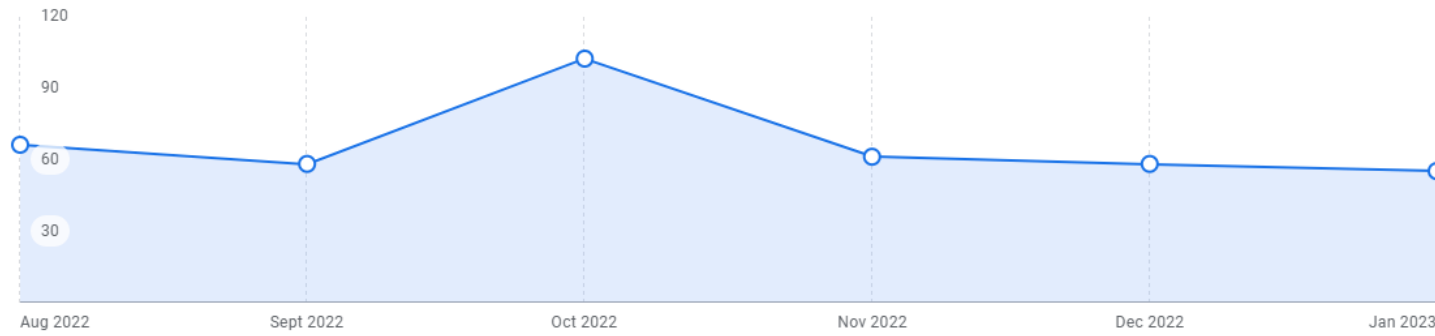


A polar bear is swimming in the water, its head and back visible above the surface. The water is dark blue, and the sky in the background is a gradient of blue and pink, suggesting a sunset or sunrise. The bear's reflection is visible in the water below it.

Analyse af performance

400

Business Profile interactions ⓘ



2,766

👁 People viewed your Business Profile

Platform and device breakdown

Platform and devices that people used to find your profile



● 1,997 · 72%
Google Search – desktop

● 320 · 12%
Google Search – mobile

● 291 · 11%
Google Maps – desktop

● 158 · 6%
Google Maps – mobile

465

🔍 Searches showed your Business Profile in the search results

Searches breakdown

Search terms that showed your Business Profile in the search results

1. leads	213
2. markedsføring	185
3. leadtime	51
4. marketing	16
5. advertising & marketing hellerup denmark	< 15

[See more](#)



Spørgsmål?



Glen Michaelsen

SEO-specialist med 16 års erfaring

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- **Email:** gm@leadtime.dk
- **LinkedIn:** [linkedin.com/in/glenmichaelsen](https://www.linkedin.com/in/glenmichaelsen)