

Weekly Webinar

Welcome to the Wednesday webinar!

Please mute your audio connection upon logging in.

For the first 10-15 mins we will discuss the topic at hand.

- Once we go through the presentation, we will open up for questions on what we just discussed.
- After there are no more questions, we will open questioning for ANY Digital resource subject.
- Please raise your hand in the taskbar or type your question in the questions box.

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SCI Digital Marketing

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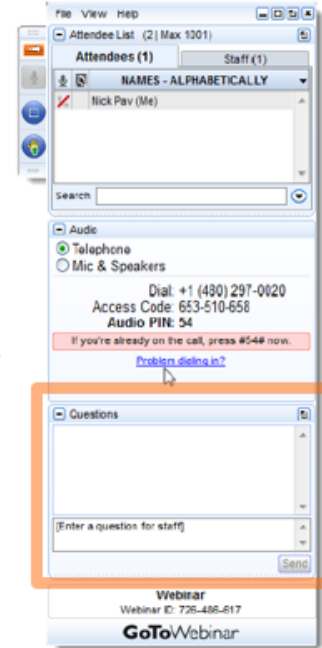
Webinar Instructions

1. Please make sure to mute your audio connection.
2. Submit questions through control panel.

Questions Anyone?

As the presentation is being given, we welcome your inquiries.

Just open the questions pane and ask what you want to know!



Previously Recorded Webinars

1. Visit <http://www.sportclips.com/webinar>
2. Click to see “videos of previous webinars”



The Building Blocks
For Web Success



On Wednesdays, the Marketing Department at Sport Clips hosts a 1 hour webinar to discuss all the website and digital marketing opportunities available to Team Leaders.

- The first 15 minutes is devoted to educating Team Leaders on a specific topic such as updating store hours, posting to Facebook pages, and sending local emails. To see **videos** of previous webinars, click [here](#).
- The rest of the webinar is open for Team Leaders to ask specific questions and get 1-on-1 help from the Digital Marketing Team.

To register for one of the weekly sessions, just click [here](#) or go to a certain date and follow the prompt.

NOTE: Time listed is EST.

Team Leaders are encouraged to review the iAPPS Training Guides that are available in the Digital Resources folder on [BAM On-line](#).

Click [here](#) if you need help logging into iAPPS.

Click [here](#) if you need help logging into BAM On-line.

GOOGLE MY BUSINESS: PHOTOS & VIDEOS

Why is this important?

First impressions matter. Your business needs to be constantly managing online reputation, making sure social channels are updated and engaging, and ensuring your business information is accurate.

Okay, so where do photos come in?

“60% of consumers said local search results with good images pushed them towards a decision.” - [BrightLocal](#)

Make your business listing awesome!

“Businesses with photos receive 42% more requests for driving directions to their location from users on Google, and 35% more clicks through to their websites than businesses that don't have photos.” -

[Google](#)

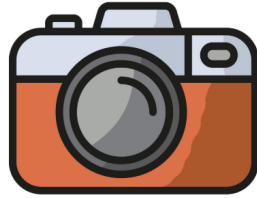
Google's advice.

- At least three strong exterior photos, taken at different times of the day and showing the approach to the business from common angles
- A minimum of three interior photos
- Product photos for the most popular products and services you sell
- One image of any common areas your business may have, such as the reception
- A minimum of three management and team photos

- Add at least three photos that are representative of the services you offer.
- Capturing photos of your team providing different types of service to Clients

[Resource link](#)

Photo guidelines



Format: JPG or PNG.

Size: Between 10 KB and 5 MB.

Minimum resolution: 720 px tall, 720 px wide.

Quality: The photo should be in focus and well lit, and have no significant alterations or excessive use of filters. In other words, the image should represent reality.

What is better than photos, video!

Video is so engaging that you don't even need sound. 85% of Facebook video is viewed with the **sound off!**



What should I create?

- Show educational material. How to achieve this hairstyle with this haircut and product.
- Give a tour of your location.
- Highlight and show off your team.
- Interview your team members about what they like best about working for you.
- Feature a product
- Share your company events. It's all about having fun.

- Create a segment “Find Sporty”.
- Keep them short and to the point.

[Resource Link](#)

Video guidelines



Duration: Up to 30 seconds long

File size: Up to 100 MB

Resolution: 720p or higher

How to add photos and videos.

From a computer:

1. Sign in to [Google My Business](#). If you have multiple locations, open the location you'd like to manage.
2. From the menu, click Photos.
3. Choose the [type of photo](#) or video you'd like to add.
4. Upload the photo or video from your computer, or choose one you've already uploaded.

The screenshot displays the Google My Business dashboard for a Sport Clips location. On the left is a navigation menu with 'Photos' selected. The main content area shows a grid of media items: a video thumbnail, an interior photo thumbnail, a cover photo, a logo, an exterior photo, and a store hours graphic. Each item includes a title, a brief description, and an 'Add' button. A search bar and a top navigation bar are also visible.

Google My Business

Search locations

Sport Clips Haircuts of Austin - Arbor Walk
10515 N. Mopac Expy.
NS, Ste. 215
Austin, TX 78759

Home
Posts
Info
Insights
Reviews
Messaging
Photos
Bookings
Products (Beta)
Services
Website
Users

Overview By owner By customer 360 Video Interior Exterior At work Team Identity

Got a product to showcase? You can now add products with the Product Editor. [Dismiss](#) [Go to the Product Editor](#)

Video
Use a video to tell the story of your business and what makes it unique.
[Add videos](#)

Interior
Showcase the look and feel of your business with interior photos.
[Add photos](#)

Cover
213K 2018

Logo
2017

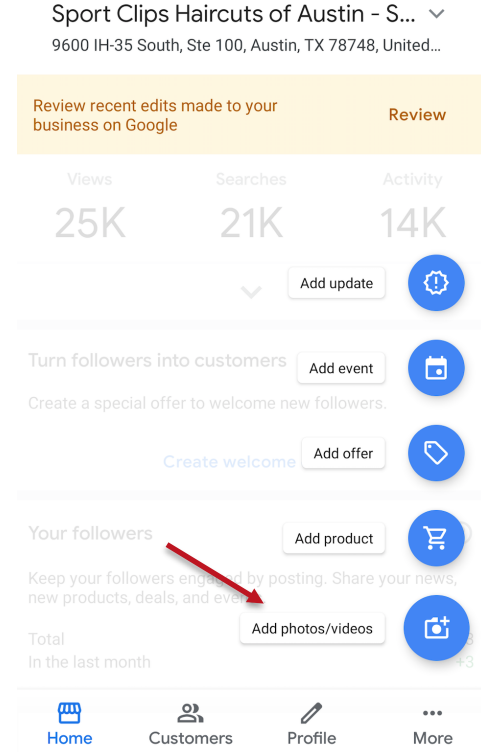
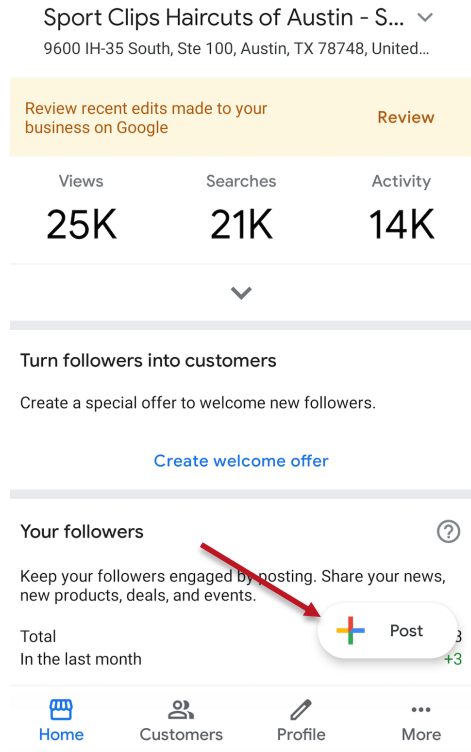
Exterior
2.97K 115W

Store Hours
M-F 9AM-8PM
SAT 8AM-7PM
SUN 10AM-6PM
3.01K 2018

How to add photos (cont.).

From GMB App

- 1. Open the [Google My Business app](#).
- 2. In the bottom right corner, tap the plus icon (Post).
- 3. Tap Add photos.
- 4. Choose add photos or video.
- 5. Choose a photo or video from your camera roll, or take a new one. Add caption.
- 6. Tap Upload.



Food for thought.

Clients are not expecting Hollywood productions.

Avoid overly professional photography this can make your business seem untrustworthy.

Make your content feel authentic and real.

Make sure you are taking the video or photo at your place of business.

Do not use stock videos or photography. Google will find and delete these.

Most importantly, have a ton of fun!

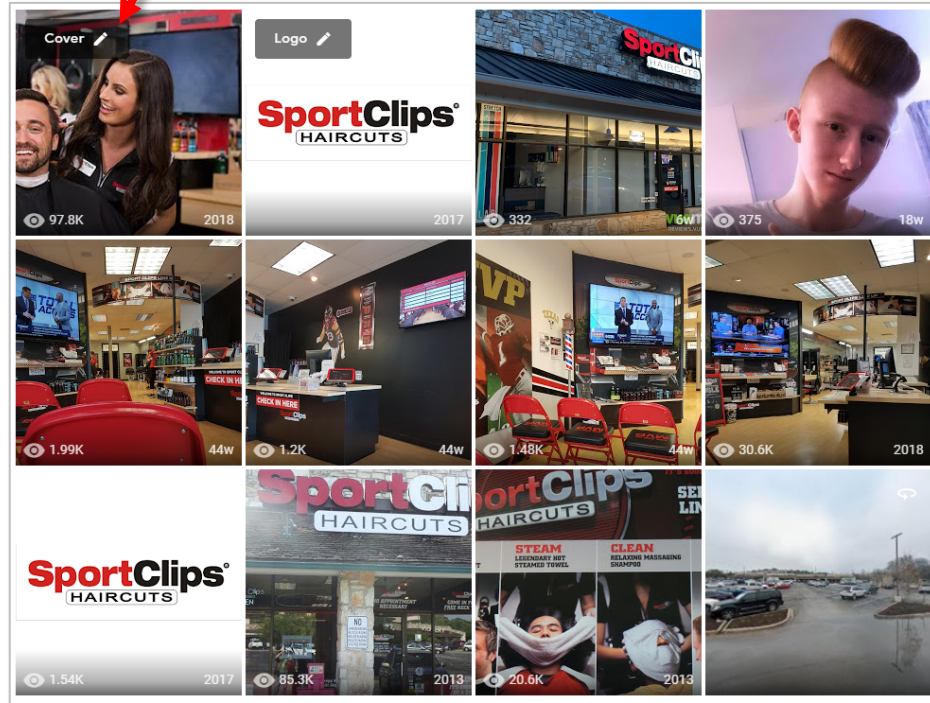
Google My Business: Cover Photos

Google Adds Cover Photos

In June of 2019
Google added the
ability for a business
to set a **cover photo**
in their Google My
Business (GMB)
profile.

Here's how they put it:

**“Show personality
with cover photos:
Businesses can easily
set their preferred
profile cover photo,
putting their best foot
forward.”**



Google Adds Cover Photos

This way you have **more control** over the **main image** that users will see when they find your business listing in Google Maps or in your business' Knowledge Panel (now called **Business Profile**).

The image shows a Google search for "Sport Clips Haircuts of Austin - Westlake". The search results include a Knowledge Panel on the left and a Business Profile on the right. A red arrow points from the "Tools" menu in the search bar to the "See photos" button in the Business Profile. Another red arrow points from the "See photos" button to the main image in the Knowledge Panel.

Search Results:
Sport Clips Haircuts of Austin - Westlake
About 123,000 results (0.48 seconds)
Sport Clips Austin: Haircuts for Men
<https://haircutmenwestlakeaustintx.com/>

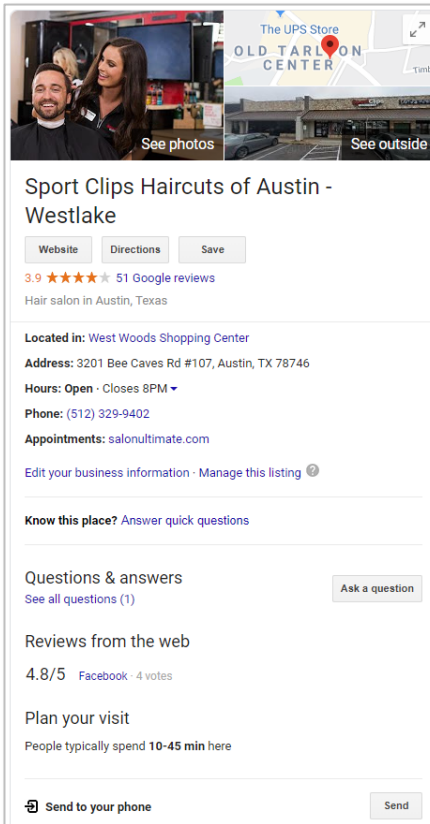
Knowledge Panel:
Sport Clips Haircuts of Austin - Westlake
3.9 ★★★★★ (51)
Hair salon
You manage this Business Profile
33,439 views in the last month
Directions, Save, Nearby, Send to your phone, Share
3201 Bee Caves Rd #107, Austin, TX 78746
Located in: West Woods Shopping Center
76F2+57 Austin, Texas
haircutmenwestlakeaustintx.com
(512) 329-9402
Open now: 9AM-8PM
salonultimate.com
Manage this listing
Add a label
Suggest an edit

Business Profile:
Sport Clips Haircuts of Austin - Westlake
Website, Directions, Save
3.9 ★★★★★ 51 Google reviews
Hair salon in Austin, Texas
Located in: West Woods Shopping Center
Address: 3201 Bee Caves Rd #107, Austin, TX 78746
Hours: Open - Closes 8PM
Phone: (512) 329-9402
Appointments: salonultimate.com
Edit your business information - Manage this listing
Know this place? Answer quick questions
Questions & answers
See all questions (1) Ask a question
Reviews from the web
4.8/5 Facebook - 4 votes
Plan your visit
People typically spend 10-45 min here
Send to your phone

Google Adds Cover Photos

This is important because **Yelp** says that on their own website 'professional photos **increase page visits threefold**'.

Which of these images would you prefer to show up when your Business Profile appears? I think the answer is obvious, but technically they are both eligible to appear.



The image shows a Google Business Profile for Sport Clips Haircuts of Austin - Westlake. The cover photo is a professional photograph of a smiling man and woman. The profile includes a 3.9 star rating from 51 Google reviews, the address 3201 Bee Caves Rd #107, Austin, TX 78746, and contact information. It also features a 'Send to your phone' button.

Sport Clips Haircuts of Austin - Westlake

Website Directions Save

3.9 ★★★★★ 51 Google reviews
Hair salon in Austin, Texas

Located in: West Woods Shopping Center
Address: 3201 Bee Caves Rd #107, Austin, TX 78746
Hours: Open · Closes 8PM ▾
Phone: (512) 329-9402
Appointments: salonultimate.com

Edit your business information · Manage this listing ⓘ

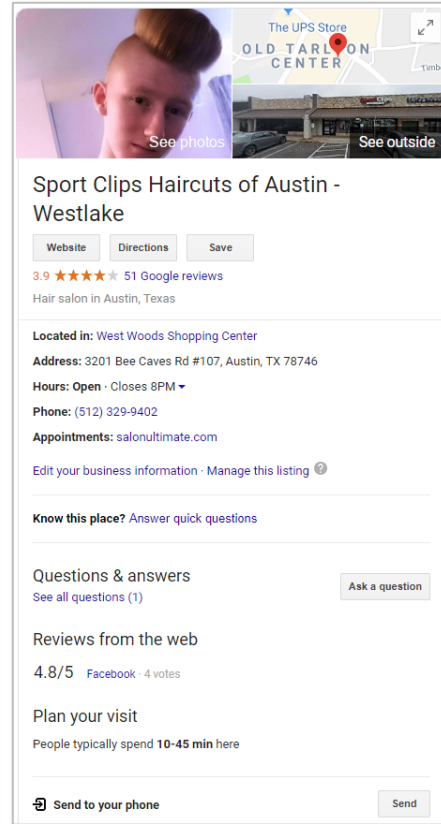
Know this place? Answer quick questions

Questions & answers
See all questions (1) Ask a question

Reviews from the web
4.8/5 Facebook · 4 votes

Plan your visit
People typically spend 10-45 min here

Send to your phone Send



The image shows a Google Business Profile for Sport Clips Haircuts of Austin - Westlake. The cover photo is a close-up of a young man's haircut. The profile includes a 3.9 star rating from 51 Google reviews, the address 3201 Bee Caves Rd #107, Austin, TX 78746, and contact information. It also features a 'Send to your phone' button.

Sport Clips Haircuts of Austin - Westlake

Website Directions Save

3.9 ★★★★★ 51 Google reviews
Hair salon in Austin, Texas

Located in: West Woods Shopping Center
Address: 3201 Bee Caves Rd #107, Austin, TX 78746
Hours: Open · Closes 8PM ▾
Phone: (512) 329-9402
Appointments: salonultimate.com

Edit your business information · Manage this listing ⓘ

Know this place? Answer quick questions

Questions & answers
See all questions (1) Ask a question

Reviews from the web
4.8/5 Facebook · 4 votes

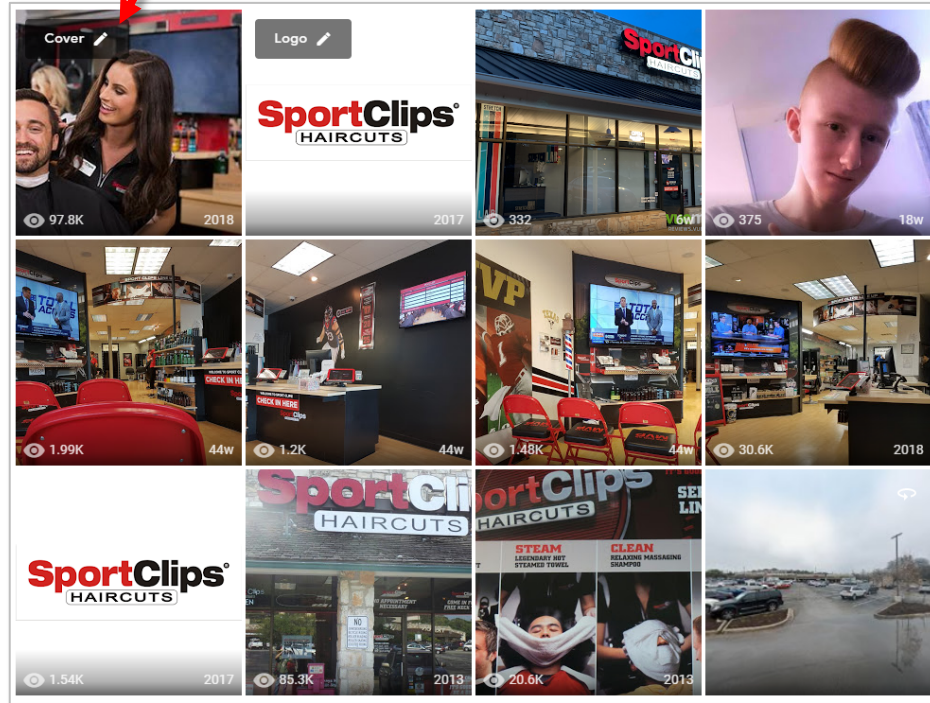
Plan your visit
People typically spend 10-45 min here

Send to your phone Send

Google Adds Cover Photos

By default, your listing should already have the picture in the far left set as the cover photo.

However, some of you may **want to make your cover photo a unique** photo of your store.



Google Adds Cover Photos

There's a caveat however.

The images you have set as the cover photo doesn't always dictate what image shows in your Business Profile.

Google still picks what photo to show in the Business Profile with an algorithm (likely based on which image has the most views).

When asked why Google overwrites a user's set cover photo, Google's response was:

"This action doesn't guarantee it populates as the first image for your business, but **it does tell Google you prefer to display this photo.**"



GMB Image Optimization

Image Optimization

When internet marketing experts talk about **image optimization**, they are usually talking about optimizing the **images on your website**, but there's no reason you can't **optimize your images on your Google Business Profile** as well.

The easiest thing can do to optimize your Google My Business images is to **name them** using **keyword terms** that are relevant to both the photo and your business in general.



Image Optimization

For example, the image on the right is the cover image on most Sport Clips stores Google My Business Business Profiles. The image is named, '480x270.jpg'. That's not a very descriptive image name. That doesn't tell Google what is happening in the image and it does not have any Sport Clips related keywords.



Here are a few examples of better names with rich keywords that the image could have been named:

- mens-haircuts.jpg
- sport-clips-haircut.jpg
- sport-clips-stylist.jpg
- high-and-tight-haircut.jpg

Image Optimization

Here are a few key things to note about these image names:

- They are **short**, four words max
- They are separated by a '-' **dash** which Google understands as a **word break**
- They include **keywords** that you want associated with your store location
- These words are all **relevant** to what is in the image (*this one is important*)

- mens-haircuts.jpg
- sport-clips-haircut.jpg
- sport-clips-stylist.jpg
- high-and-tight-haircut.jpg

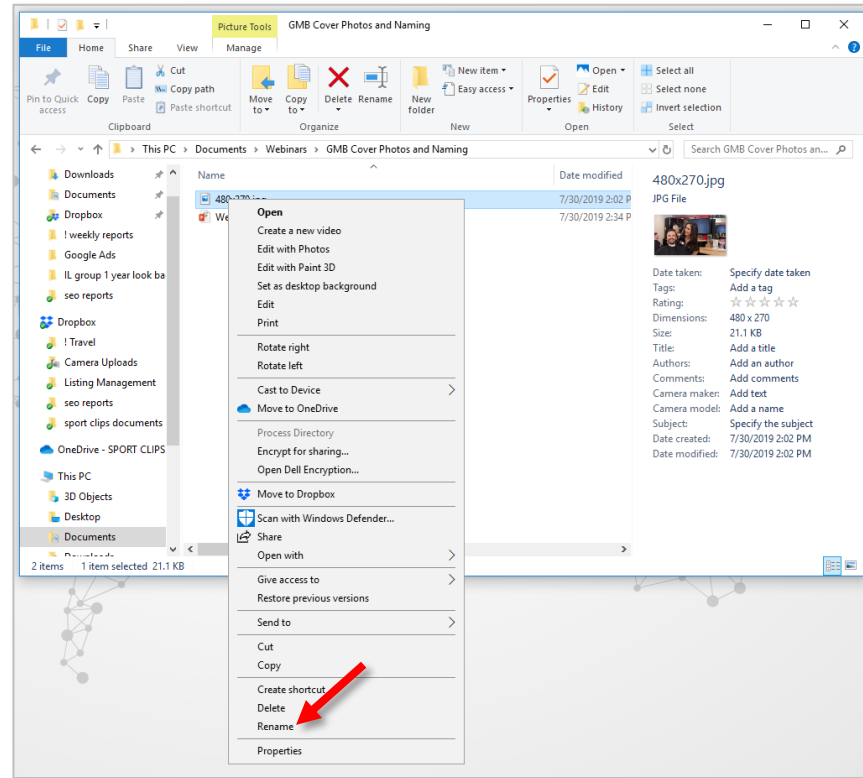
Here is why you might want to optimize your image names. It is possible for users to find your Google Business Profile results **without searching for a brand name**. Imagine a user is using Google Maps and they type in '**mens haircuts**'. Well, your Business Listing is now possibly **associated with that keyword phrase** because you have an **image** with those **keywords in its name** in your Google My Business account.

You can also do this with pictures of **hairstyles** of your customers, pictures of **products** that you sell and pictures of your **store** as well.

Image Optimization

To rename an image on a PC, it's as simple as **right-clicking the file** and **clicking on the 'Rename'** option and typing in the new name.

Once the image has a keyword rich name it is easy to add that image to your Google My Business profile.



Too Many Updates Too Fast

After years of pressure on Google to do a better job reducing **fake** or **SPAMMY** Google My Business listings, **Google ramped up suspensions last month** and unfortunately some honest businesses got their listings removed in the process.

A Google Products Expert named Joy Hawkins has cautioned that **too many changes to your GMB listing too soon can be a red flag to Google** that something nefarious is going on. Her recommendation is to **only make a couple of edits at a time and space out your updates over several days**. This is a marathon and not a sprint so peppering your updates across multiple days is just fine.



Digital Marketing



“Survey Says!” – www.sportclips.com/leadership
Digital Support - website.request@sportclips.com