



FOUNDATION STAGE STEP 2

LOCAL KEYWORD RESEARCH





Find the most important keywords that generate a GMB result in six minutes or less.



SOP: How to get Google My Business Categories

LAST UPDATE: 3/20/21 by Antoine

This guide will show you how to get all your GMB categories with a tool called pleper.

1. Go to <u>http://pleper.com</u> you should be logged into our work gmail account.



2. Now that you are on http://pleper.com scroll up to the menu bar at the top and click tools. You will get a drop down menu.

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3. Click on the Google My Business Categories Full list.

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4. Now scroll down to the page and select the correct language and country you need. Also check the Show results in the table box. This will make a search box appear to make it easier to search for categories instead of scrolling through a bunch of pages.

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Step 5 - Enter your main business category in the search box and hit enter.

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abortion_clinic	Abortion clinic	2019-04-24	2021-03-18	Related Categories	
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Step 6 - After hitting enter your category will come up. We used gym for this example. Now click on the related categories link.

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Step 7 - Now you have all the categories that are related to your business. On the left Pleper ranks the most used categories to give you an idea of which ones are the most popular. If you scroll down Pleper will give you Google trends data as well.

lePer.com		🖶 About			Features						
					▼ G ⁴ Ge	enerate	sales- ready	leads	14 DAY FREE TRIAL		
Gym							Related Categ	ories By All Cate	gories 🟮		
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	TOP Relate	d Categories (lo Gym	Finese ce	otor		Fitness center		14.98	fitness_center	
			13.7%	 Personal t 	rainer		Personal trainer		12.79	personal_trainer	
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			 Sports cor 	nplex		Yoga studio		3.80	yoga_studio		
				Spa and h	ealth club		Weight loss servi	ie -	3.53	weight_loss_service	
				▲ 1/7 ▼			Sports complex		3.27	sports_complex	
							Spa and health cl	ub	3.14	spa_and_health_club	
							Martial arts scho	bl	2.94	martial_arts_school	
Results are t	Results are based on analyze of 44940 listings					Swimming pool		2.70	swimming_pool		
Category GC	ID: gym						Pilates studio		2.50	pilates_studio	
									Load More Related 0	Tategories	
Google Trends	Comper	ation For:	Gym vs Fitn	ess center vs Per	sonal train	er vs Physi	cal fitness progra	im			
Interest over time											Google Trends
● Gym ● Fitne	ss center	Personal	trainer 🔹 Physi	ical fitness program							

Step 8 - Ok take the best categories for your business and put them in Google My Business. If you don't know how to add categories to Google My Business please refer to the Google My Business SOP Step 5.