



**Glimmers Point**  
A Solution of Web

DIGITAL MARKETING PORTFOLIO

# Google Business Profile Portfolio

Comprehensive Local SEO & Multi-Location Management  
Showcasing Expertise Across 8+ Countries



USA



Canada



UK



Australia



UAE



India



Malaysia



France

8+

COUNTRIES SERVED

12+

INDUSTRIES COVERED

200+

PROFILES OPTIMIZED

40%

AVG. CALL INCREASE

At Glimmers Point, we specialize in transforming local digital presence into measurable business growth. Our approach goes beyond basic profile setup—we engineer local visibility to drive real-world outcomes like phone calls, direction requests, and store visits across diverse markets and industries.



USA



Canada



UK



Australia



UAE



India



Malaysia



France



## Core Focus Areas



### Local Search Visibility

Dominate the "Local Pack" (Map 3-Pack) for high-intent discovery keywords in your target area.



### Conversion Optimization

Strategic photo updates, posts, and Q&A management to turn profile viewers into customers.



### Reputation Management

Systematic review generation and response strategies to build trust and social proof.



### Multi-Location Governance

Standardized NAP consistency and bulk management for brands with multiple storefronts.

# What is Google Business Profile (GBP)?

GLIMMERS POINT

DRIVES 70%+ OF LOCAL CLICKS

## Your Digital Storefront

Google Business Profile is a free tool that allows you to manage how your local business appears across Google products, like Maps and Search. It's the primary driver of local visibility and customer interaction.



### Dominant Visibility

Appears in the "Local Pack" (Map 3-Pack) at the top of search results, driving maximum visibility.



### Direct Interaction

Allows customers to call, message, or get directions directly from the search results page.



### Performance Insights

Provides detailed analytics on how customers find you and interact with your listing.



### Social Proof

Collects and showcases customer reviews, building instant trust and credibility.

## Core Elements of a Winning Profile



### Identity & Location

NAP (Name, Address, Phone), Service Areas, and Category accuracy.



### Visual Content

High-quality photos, videos, and 360° tours that showcase your business.



### Engagement Tools

Reviews, Q&A, Direct Messaging, and Appointment Booking.



### Updates & Offers

Google Posts for announcements, events, products, and special offers.

# Our GBP Optimization Services

 GLIMMERS POINT



## Technical Setup

Foundation for Success

- Complete profile audit & category mapping
- NAP (Name, Address, Phone) standardization
- Service area & attribute optimization
- Advanced UTM tracking setup for attribution



## Reputation Mgmt

Trust Building

- Review acquisition campaigns & templates
- 24/7 Professional review response management
- Spam fighting & competitor cleanup
- Q&A monitoring and strategic seeding



## Multi-Location Ops

Enterprise Scale

- Bulk verification & management
- Location Group structuring & access control
- Store code governance & data consistency
- Brand-compliant response SLAs
- Automated reporting across regions
- Franchise-level support systems



## Content Strategy

Engagement Drivers

- High-quality photo & video optimization
- Google Posts strategy (Events, Offers, Updates)
- Product & Service catalog management



## Analytics & Growth

Measurable Results

- Monthly performance reporting dashboards
- Local keyword rank tracking
- Call tracking & conversion analysis

Ideal for Chains & Franchises



## Proven Impact Methodology

Our data-driven approach delivers consistent growth

+45%

DISCOVERY

+30%

CALLS

+25%

DIRECTIONS



**Kenneally's Funerals**

Sydney & Macarthur District

Industry: Funeral Services & Cremations

Goal: Increase calls & direction requests from local search

GMB Optimization

Reputation Mgmt

Local SEO

## Optimization Strategy

- ✓ Refined primary and secondary categories to capture "Funeral Director" and "Cremation Service" intent.
- ✓ Implemented review generation workflow to build trust in a sensitive industry.
- ✓ Optimized Q&A section with compassionate, informative answers about services.
- ✓ Added high-quality photos of facilities to provide reassurance to families.
- ✓ Created GMB Posts sharing grief support resources and service information.

**High**

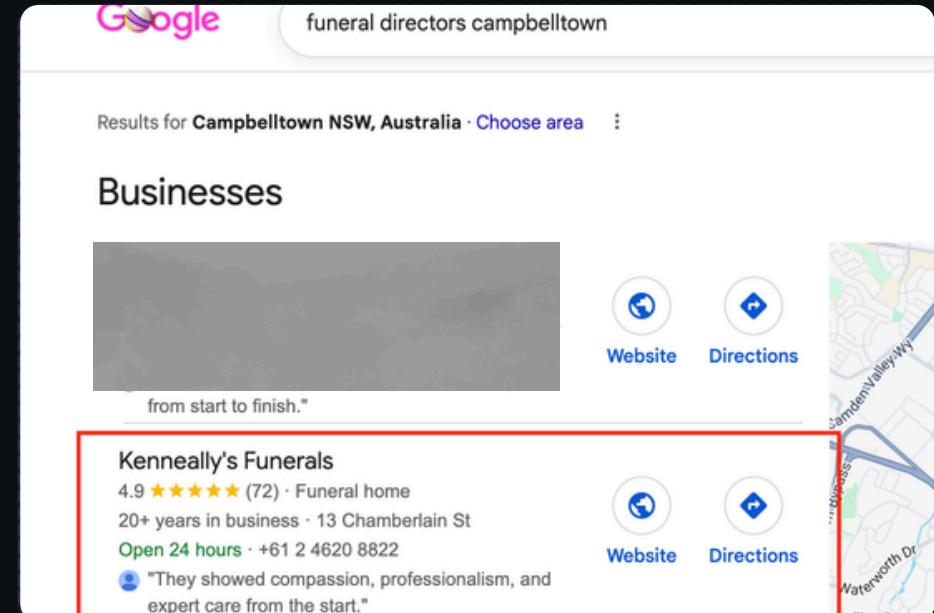
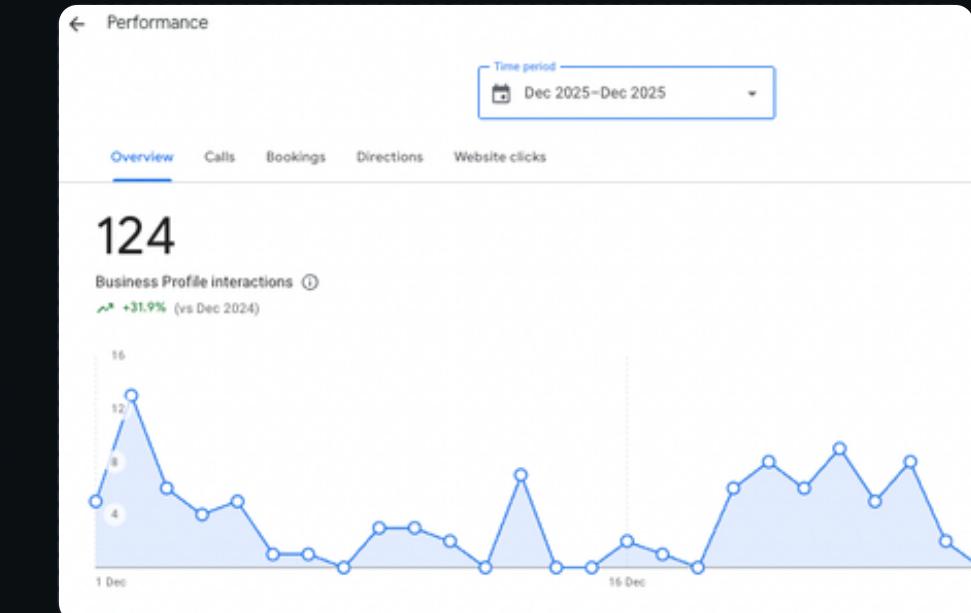
DISCOVERY GROWTH

**Top 3**

LOCAL PACK RANK

**+40%**

CALL VOLUME





## Chipotle Mexican Grill

Multi-Location Restaurant Chain

Industry: Fast Casual Dining

Goal: Unified brand presence & local foot traffic

Bulk Management

Brand Consistency

Local SEO

### Multi-Location Strategy

- Implemented centralized bulk verification and location group management for hundreds of stores.
- Standardized NAP data, store codes, and attributes across all locations for brand consistency.
- Established review response SLAs and templates for consistent customer engagement.
- Utilized UTM parameters for precise tracking of local search traffic to online ordering.
- Deployed national vs. local GMB Posts strategy for promotions and community news.

100%

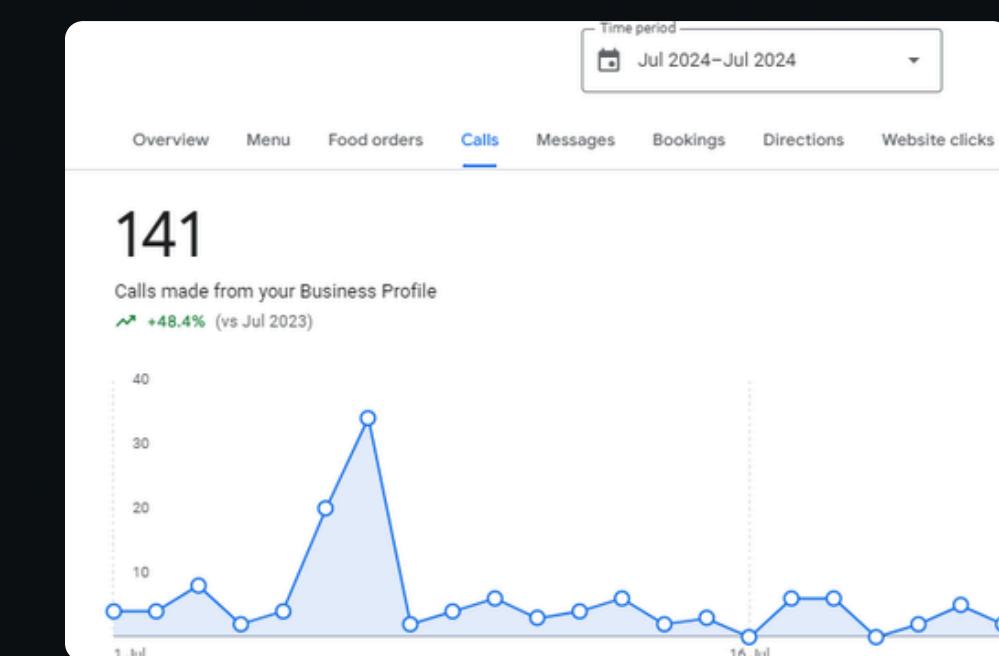
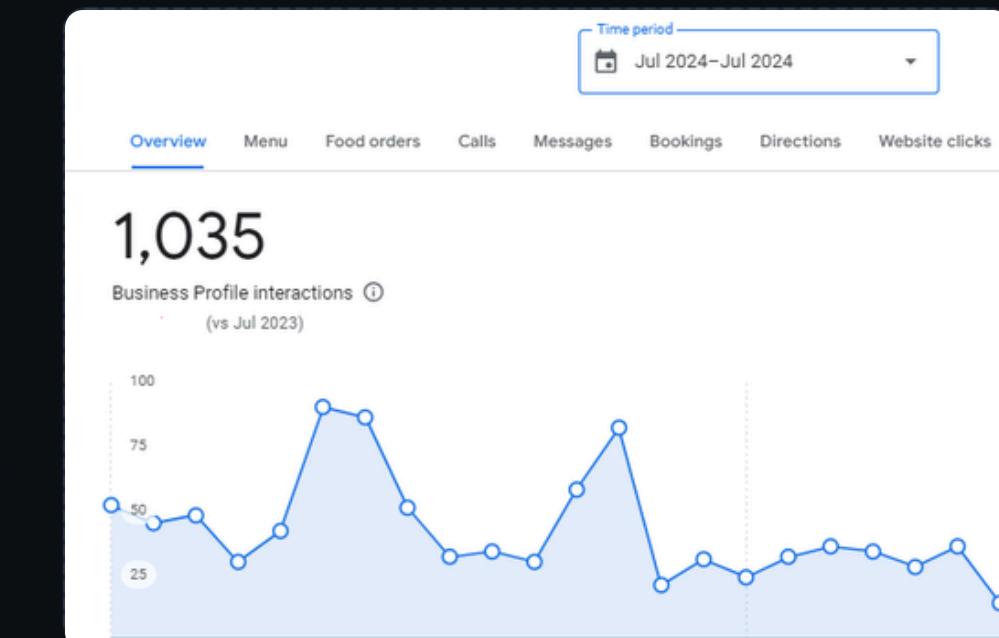
PROFILE ACCURACY

High

LOCAL ENGAGEMENT

Unified

BRAND VOICE



7,590

People viewed your Business Profile

Platform and device breakdown

Platform and devices that people used to find your profile



Sr.No	Keywords	Position 25 April	Position 1st augus
1	Mexican Restaurant in Dromana	-	1
2	Mexican Restaurant in Rosebud	-	1
3	Mexican Restaurant in Blairgowrie	-	5
4	Mexican Restaurant in St andrews beach	1	1
5	Mexican Restaurant in Portsea	3	1
6	Mexican Restaurant in Sorrento	-	1
7	best restaurants rye	10	3
8	Mexican Restaurant in Rye	5	5
9	Mexican Restaurant in Tootgarook	-	1
10	Mexican Restaurant in Capel sound	3	5
11	restaurants in rye	25	5
12	Mexican Restaurant in McCrae	5	7
13	best restaurants in rye	22	22
14	restaurants in rye victoria	23	23



**Dr. Sudhir Mehta**  
Plastic Surgeon (Ambala, India)

Experience: 24+ Years (M.Ch Plastic Surgery)

Key Services: Rhinoplasty, Liposuction, Breast Implants, Gynecomastia

Medical SEO   Patient Reviews   Procedure Optimization

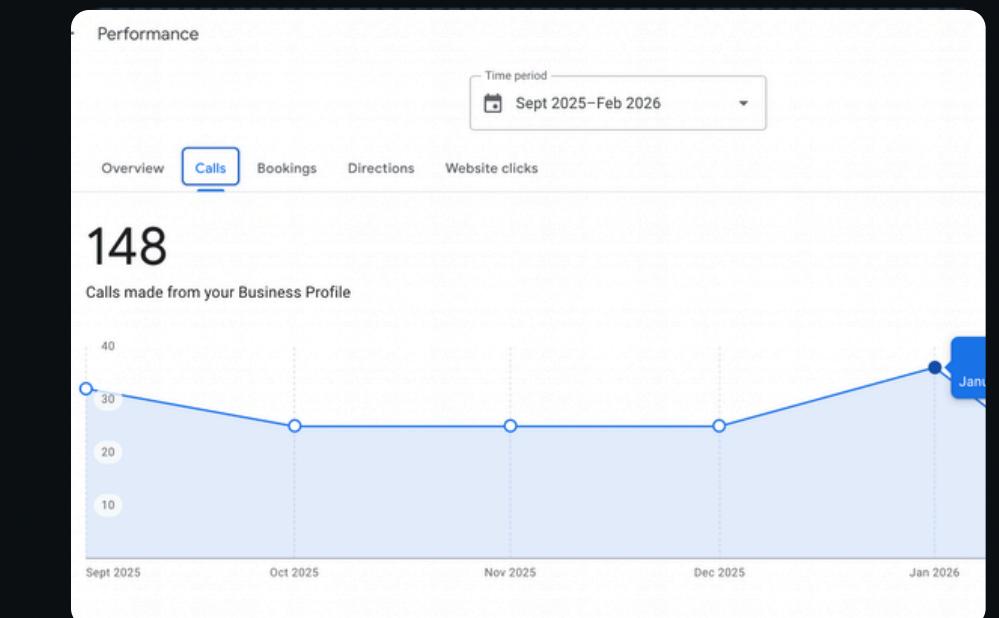
### Medical GMB Strategy

- Structured core medical procedures (Rhinoplasty, Liposuction) as primary GMB services for high-intent queries.
- Implemented compliant before/after photo galleries to demonstrate results and build patient trust.
- Optimized appointment links and call-to-actions for direct consultation booking via WhatsApp/Phone.
- Managed patient Q&A to address common surgical concerns (recovery time, safety) professionally.
- Localized content strategy targeting patients from Panipat, Karnal, and surrounding regions traveling for surgery.

**High**  
PATIENT INQUIRIES

**#1**  
LOCAL RANK (AMBALA)

**Trust**  
VERIFIED REVIEWS



Google best plastic surgeon

All Images Forums Short videos Shopping Videos More Tools

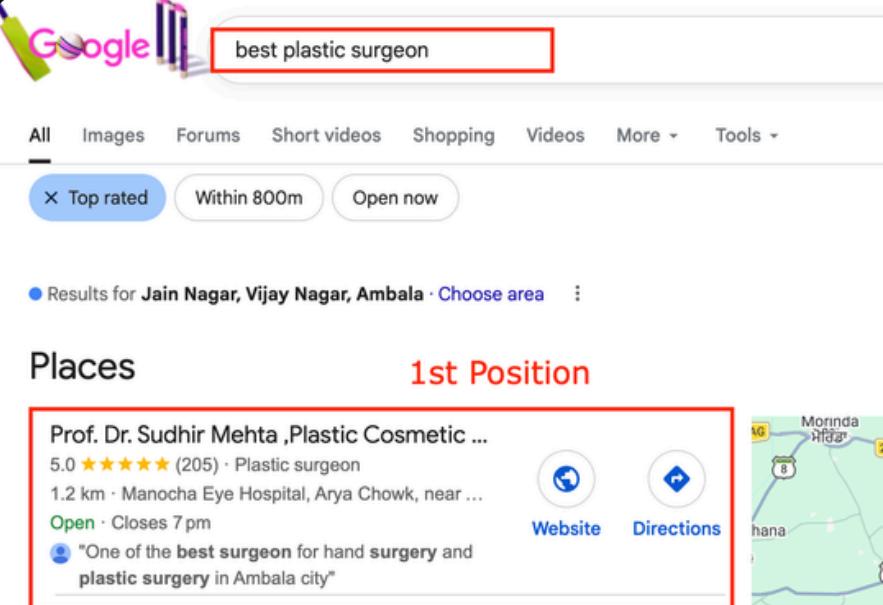
Top rated Within 800m Open now

Results for Jain Nagar, Vijay Nagar, Ambala · Choose area

Places **1st Position**

Prof. Dr. Sudhir Mehta ,Plastic Cosmetic ...  
5.0 ★★★★ (205) · Plastic surgeon  
1.2 km · Manocha Eye Hospital, Arya Chowk, near ...  
Open · Closes 7pm  
One of the best surgeon for hand surgery and plastic surgery in Ambala city

Website Directions





## Mahaveer Clinical Laboratory

Ambala City (Run by Dr. Nidhi Jain)

Industry: Diagnostics & Pathology Services

Goal: Drive calls & doorstep sample collection requests

Healthcare SEO

Local Optimization

Lead Generation

### Optimization Strategy

- ✓ Implemented medical attributes and detailed service listings for tests (Blood, Thyroid, ECG, X-Ray).
- ✓ Promoted "Door-step Sample Collection" as a key service differentiator in local attributes.
- ✓ Created informative Q&A section addressing common patient queries about fasting and reports.
- ✓ Launched GMB posts highlighting seasonal health check-up packages and offers.
- ✓ Encouraged patient reviews focusing on accuracy, speed, and hygiene standards.

High

CALLS VOLUME

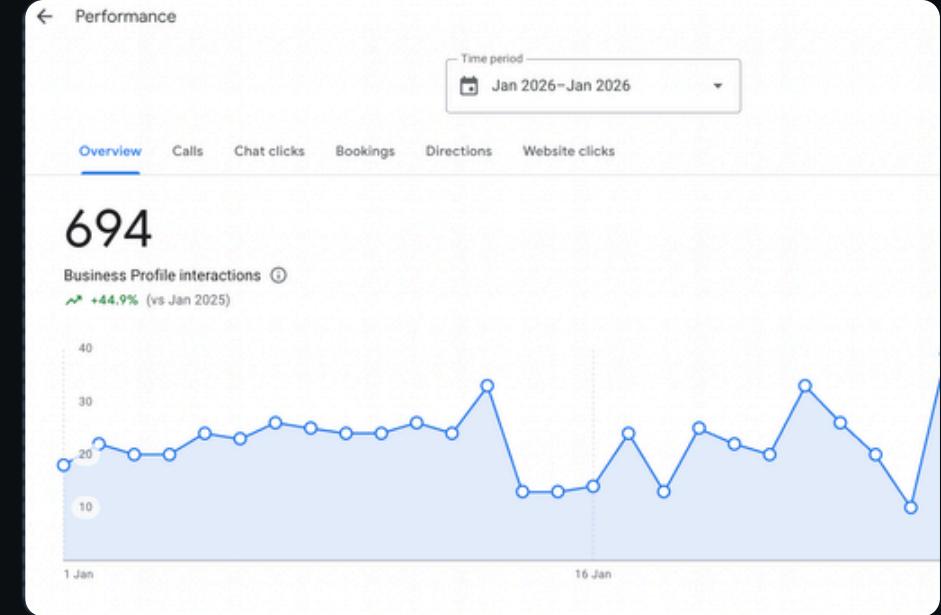
Top 3

"BLOOD TEST" RANK

+45%

DIRECTION REQUESTS

Searches breakdown	
1. mahaveer clinical laboratory, polytechnic chowk, patti mehar, ambala, haryana	294
2. nidhi jain ambala city	120
3. laboratory	98
4. eeg test	71
5. biopsy test	35
6. ultrasound near me	35
7. laboratory near me	27





**Apicatech**

Dubai (UAE) & Bangalore (India)

Industry: IT Consulting / Microsoft Dynamics

Goal: Elevate discovery for B2B software/ERP queries

Dual-Location

B2B SEO

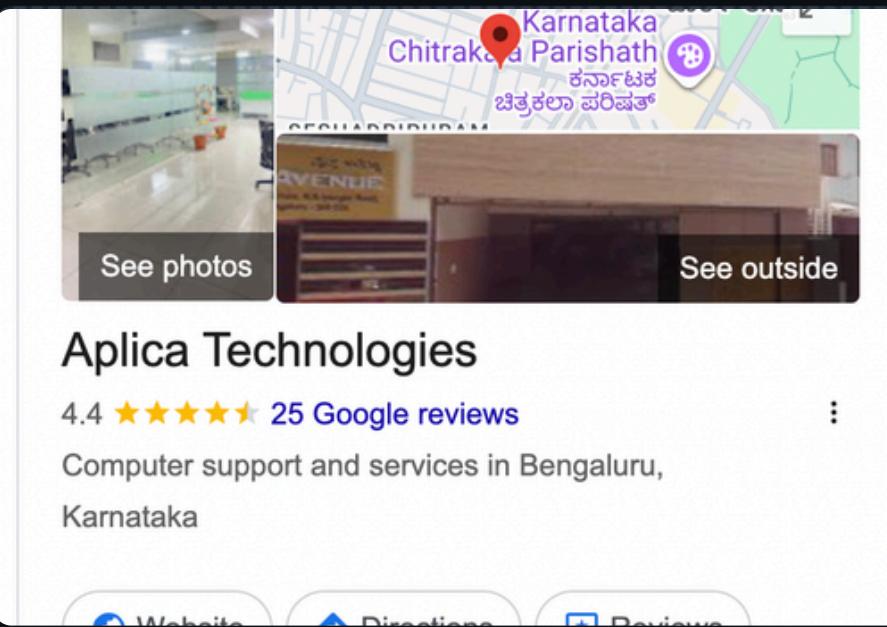
Lead Gen

## Dual-Location Strategy

- ✓ Implemented distinct category mapping for Dubai (regional HQ focus) vs. Bangalore (development center focus).
- ✓ Optimized service menus for specific Microsoft products (Business Central, Azure, Finance & Operations).
- ✓ Created informative GMB posts highlighting case studies and B2B solutions to drive qualified traffic.
- ✓ Implemented UTM tracking on all profile links to accurately measure B2B lead attribution in GA4.
- ✓ Developed review acquisition program targeting satisfied enterprise clients across both regions.

**High**

DISCOVERY QUERIES



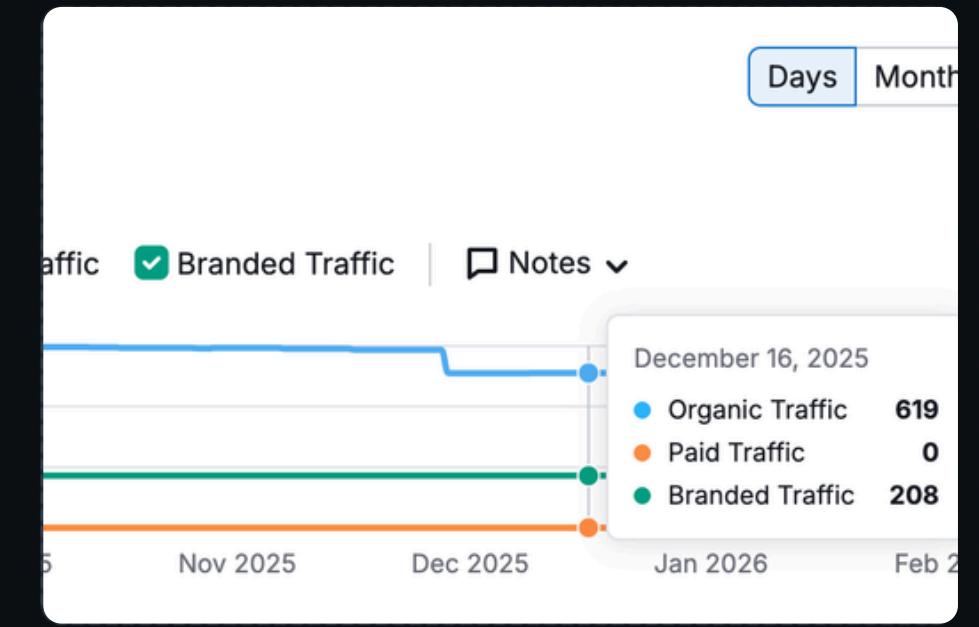
**Qualified**

LEAD QUALITY

**Top 3**

ERP RANKING

Days Month





## Ekam Eco Solutions

IIT Delhi Incubated Startup

Industry: Sustainable Sanitation & Waste Management

Goal: Drive B2B leads & local visibility for eco-products

Multi-Location SEO

B2B Lead Gen

Green Tech

## Optimization Strategy

- ✓ Implemented dual-location optimization for Delhi HQ and Bangalore branch to capture regional markets.
- ✓ Optimized GMB categories for niche terms like "Sanitation Service" and "Environmental Consultant".
- ✓ Showcased Zerodor waterless urinals and waste solutions via Product posts and photos.
- ✓ Utilized Q&A to address common B2B queries regarding installation and ROI.
- ✓ Generated high-quality backlinks and citations to boost local authority in both cities.

High

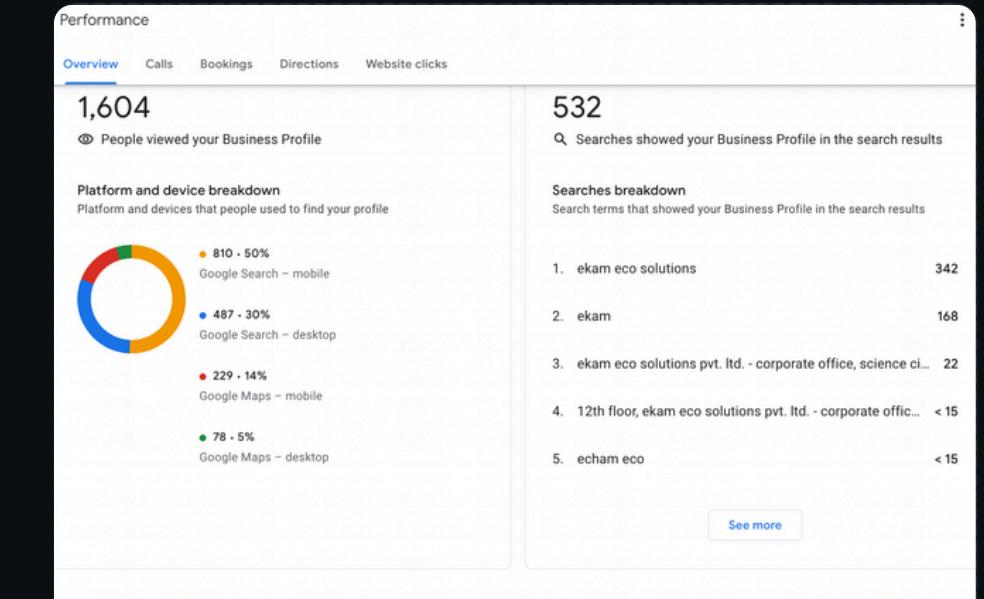
DISCOVERY REACH

Top 3

REGIONAL RANKINGS

+35%

B2B INQUIRIES



Google

waterless urinals

People also ask

- What is a waterless urinal?
- Are waterless urinals any good?
- Are waterless urinals safe?
- Why do waterless urinals clog?

Feedback

Zerodor.in

Zerodor : Most trusted & awarded Waterless Urinal

Zerodor Waterless Urinals are cost-effective and efficient in controlling odor and reducing water wastage in flushing. [Read more](#)

Waterless Co. Inc.



## Punia Homes

Sydney & Rouse Hill, NSW

Industry: Real Estate & Construction

Goal: Drive inquiries for custom & luxury homes in Western Sydney

Turnkey Solutions

Local Visibility

Lead Gen

## Optimization Strategy

- Targeted service area optimization for Western Sydney suburbs to capture local intent.
- Showcased luxury home projects via high-quality photo albums and video tours.
- Implemented structured UTM tracking to attribute website inquiries to GBP traffic.
- Regular posts highlighting turnkey solutions, open homes, and construction updates.
- Optimized Q&A to address common home builder queries (timelines, costs, process).

High

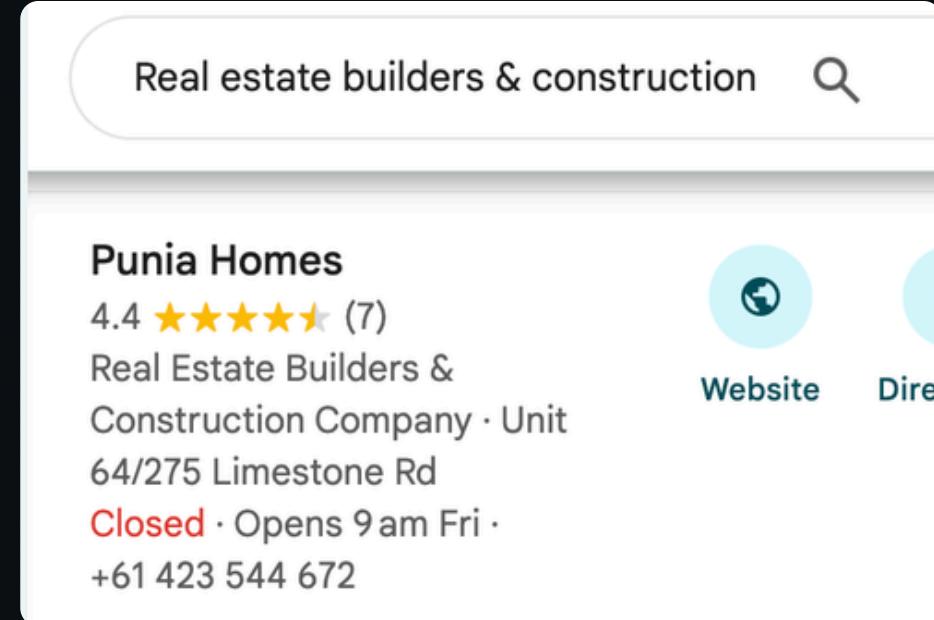
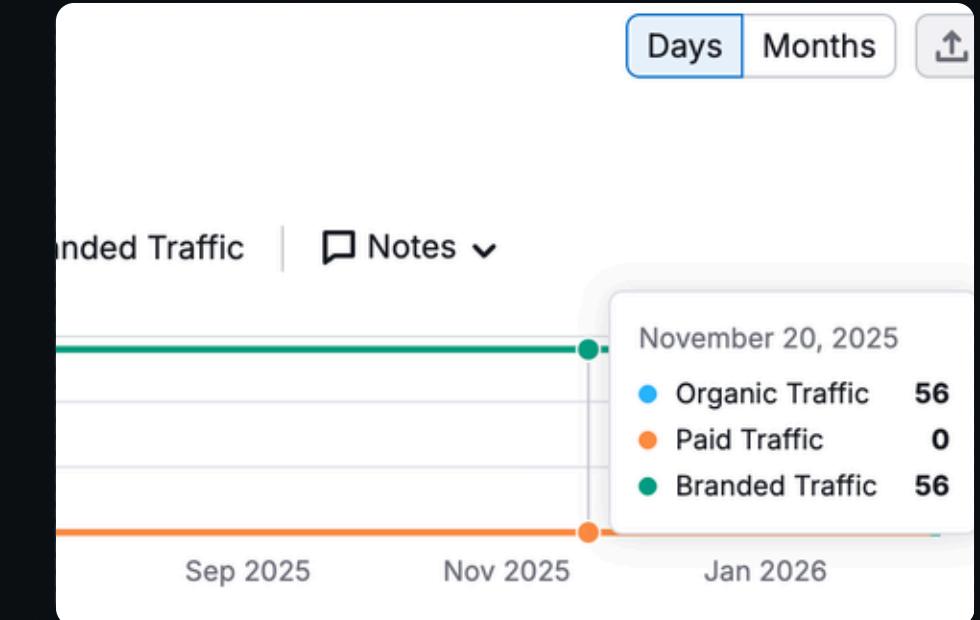
LOCAL VISIBILITY

Top 3

SUBURB RANKING

+35%

INQUIRY RATE

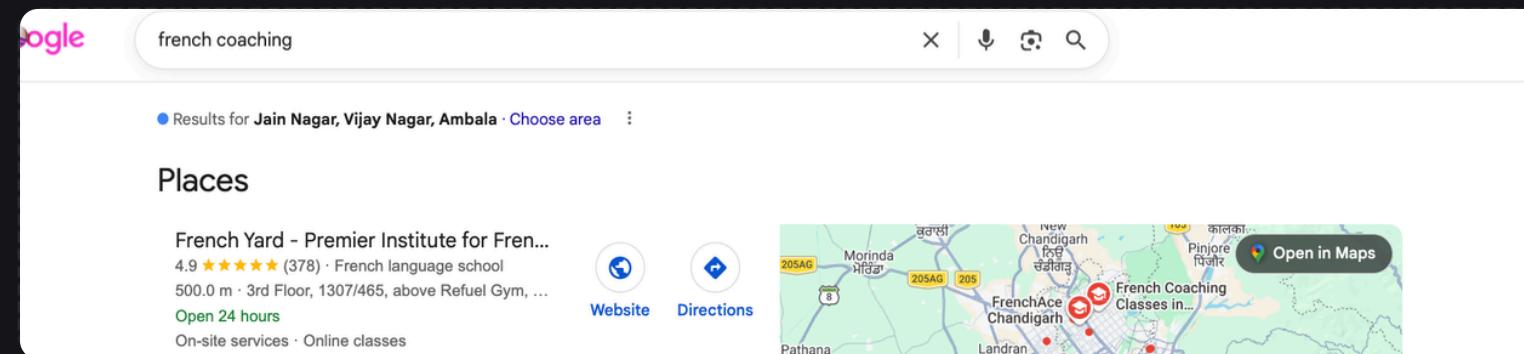


# Case Studies Indian Local Businesses

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## Frenchyard

📍 Ambala City



RESTAURANT / F&B

Places

French Yard - Premier Institute for Fren...  
4.9 ★★★★★ (378) · French language school  
500.0 m · 3rd Floor, 1307/465, above Refuel Gym, ...  
Open 24 hours  
On-site services · Online classes

[Website](#) [Directions](#)

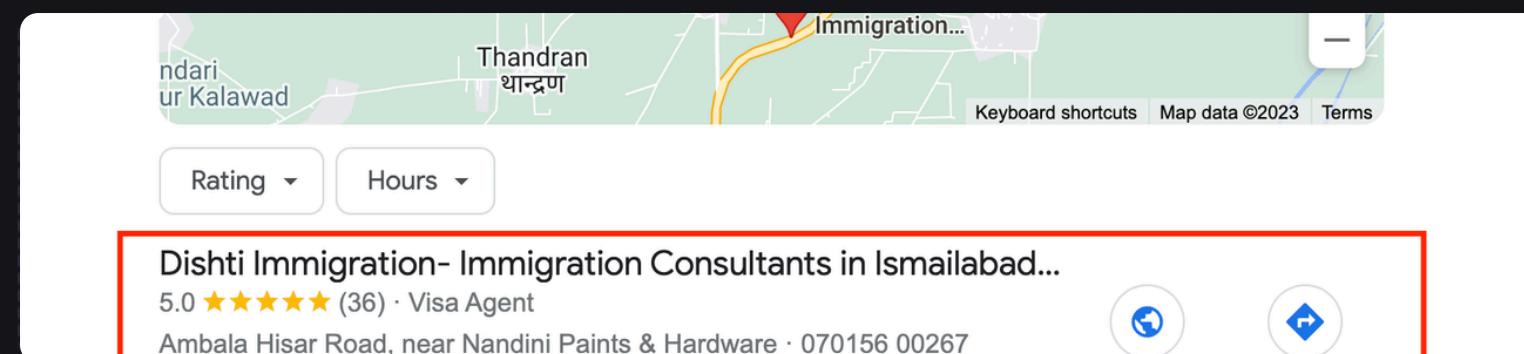
[Open in Maps](#)

★ Reviews: Growth ↑

🔍 Discovery: High

## Dishti Immigration

📍 Ismailabad



IMMIGRATION SERVICES

Rating Hours

Dishti Immigration- Immigration Consultants in Ismailabad...  
5.0 ★★★★★ (36) · Visa Agent  
Ambala Hisar Road, near Nandini Paints & Hardware · 070156 00267

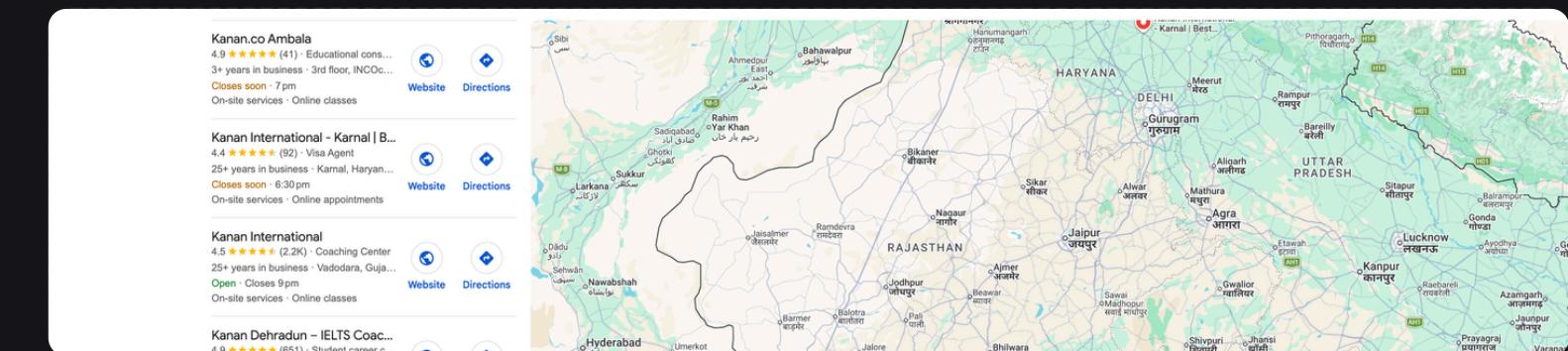
[Website](#) [Directions](#)

↑ Rankings: Top 3 Pack

\_visits: Increased

## Kanan International

📍 Ambala · Dehradun · Karnal



EDUCATION CONSULTANT

Kanan.co Ambala  
4.9 ★★★★★ (41) · Educational cons...  
3+ years in business · 3rd floor, INC...  
Closes soon · 7 pm  
On-site services · Online classes

[Website](#) [Directions](#)

Kanan International - Karnal | B...  
4.4 ★★★★★ (92) · Visa Agent  
25+ years in business · Karnal, Haryan...  
Closes soon · 6:30 pm  
On-site services · Online appointments

[Website](#) [Directions](#)

Kanan International  
4.5 ★★★★★ (2.2K) · Coaching Center  
25+ years in business · Vadodara, Guj...  
Open · Closes 9 pm  
On-site services · Online classes

[Website](#) [Directions](#)

Kanan Dehradun - IELTS Coac...  
4.9 ★★★★★ (651) · Student career c...

[Website](#) [Directions](#)

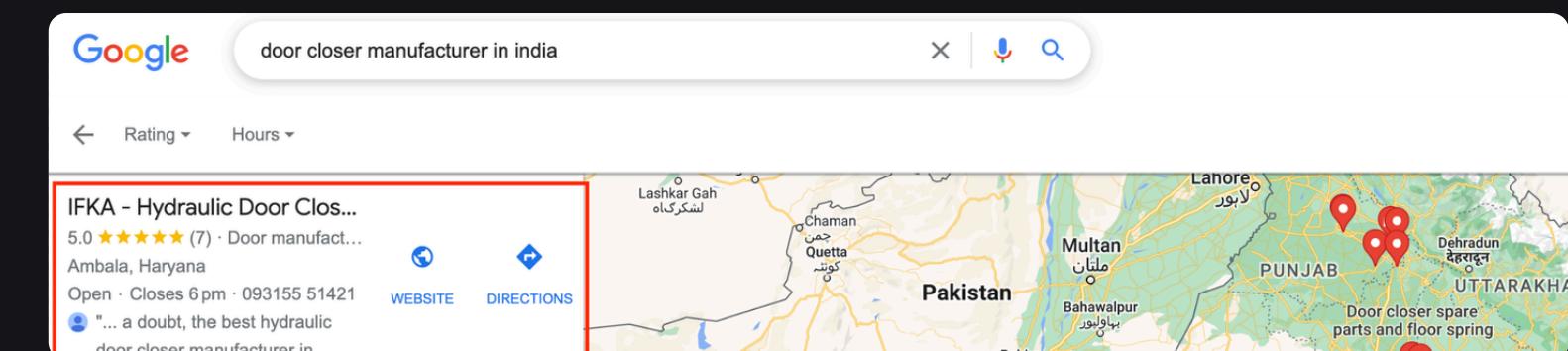
[Open in Maps](#)

📍 Locations: Consistent NAP

📞 Inquiries: +40%

## IFKA Door Closer

📍 Manufacturing Hub



MANUFACTURING / B2B

Rating Hours

IFKA - Hydraulic Door Clos...  
5.0 ★★★★★ (7) · Door manufact...  
Ambala, Haryana  
Open · Closes 6 pm · 093155 51421  
"... a doubt, the best hydraulic  
door closer manufacturer in...

[WEBSITE](#) [DIRECTIONS](#)

[Open in Maps](#)

⌚ Photo Views: High vs. Comp

🌐 B2B Queries: Optimized

# Key Metrics We Track

GLIMMERS POINT

## Discovery

- Direct Searches Brand Awareness
- Discovery Searches New Customers
- Total Profile Views Visibility

## Engagement

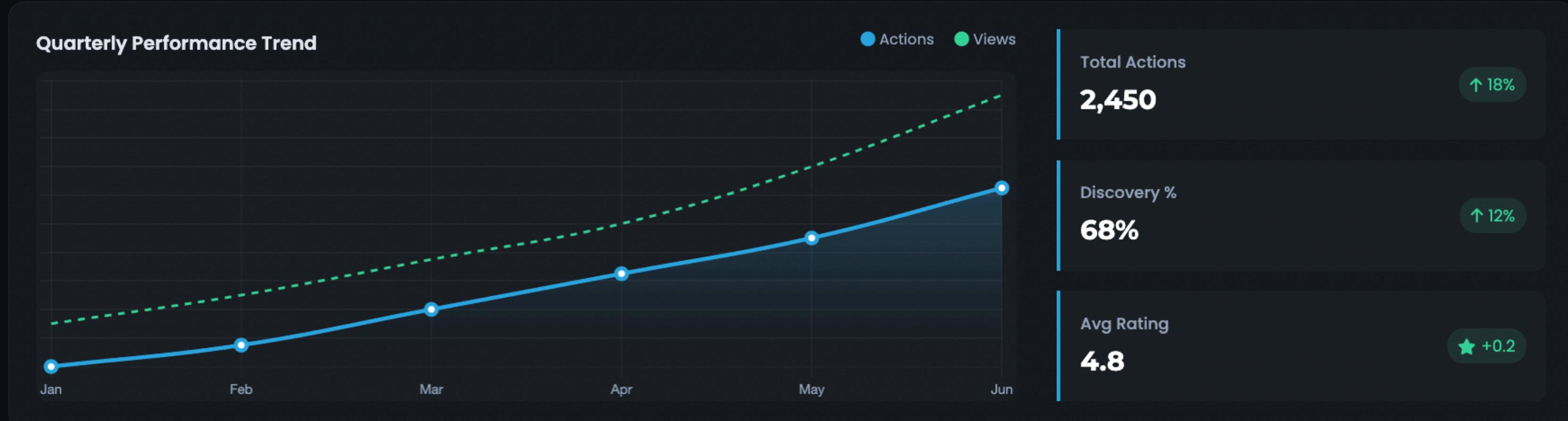
- Photo Views vs. Competitors
- Post Views Content Reach
- Profile Interactions Activity

## Conversion

- Phone Calls Direct Leads
- Direction Requests Foot Traffic
- Website Clicks Traffic

## Quality

- Review Volume Social Proof
- Average Rating Reputation
- Response Time Service Level



# Industries We Serve



We tailor our Google Business Profile strategies to the unique needs of diverse industries, understanding specific customer intents and conversion paths for each sector.



## Healthcare

Clinics, Hospitals, Specialists & Labs



## Restaurants

Fine Dining, QSR, Cafes & Chains



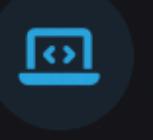
## Home Services

Plumbers, HVAC, Pest Control & Cleaning



## Real Estate

Agents, Builders, Property Management



## IT & Consulting

Software, Agencies, Business Services



## Retail

Brick & Mortar, Showrooms, Multi-location



## Education

Schools, Universities, Training Centers



## Manufacturing

B2B, Industrial Suppliers, Factories



## Environmental

Sustainable Tech, Waste Management



## Government

Public Services, Municipalities, Utilities



## Specialized Expertise

Deep experience in regulated industries requiring compliance (Healthcare, Finance, Legal) and high-competition local markets.



## Hospitality

Hotels, Resorts, Travel Agencies



## Finance

Banks, Insurance, Advisors

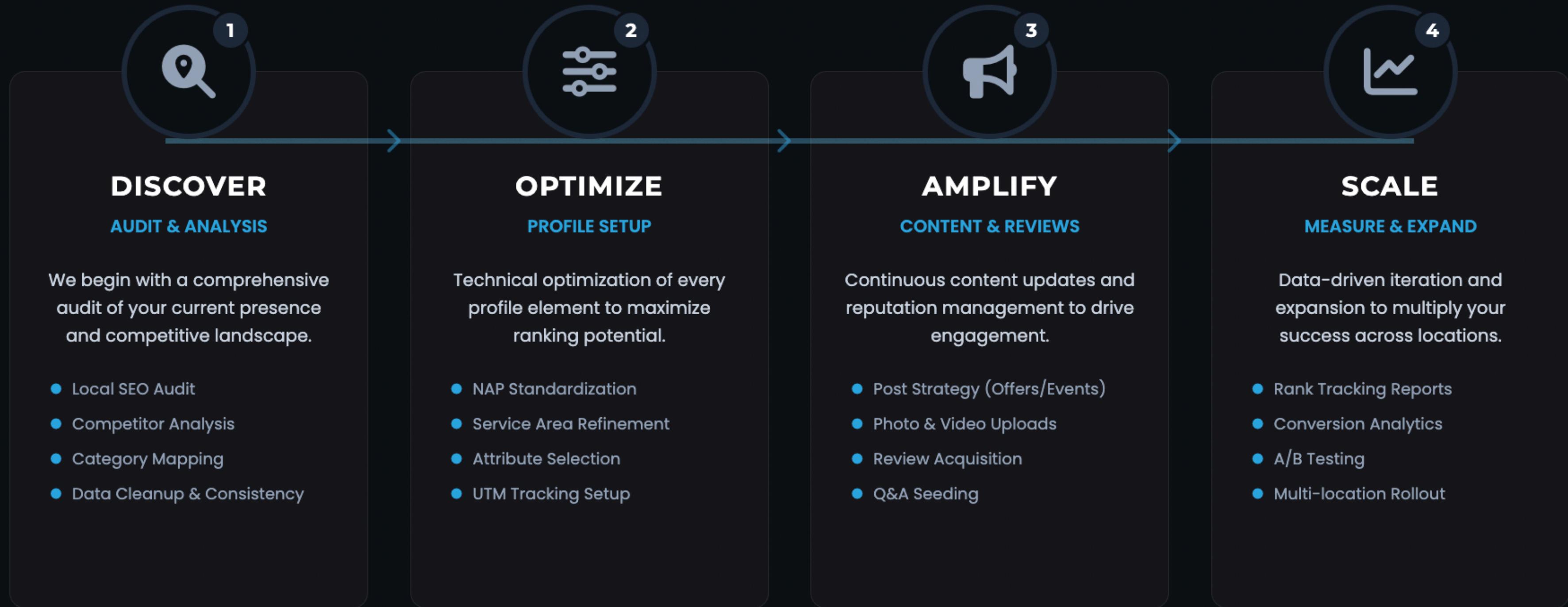


## Legal

Law Firms, Attorneys, Notaries

# Our GBP Success Formula

Our proven 4-phase methodology ensures your Google Business Profile isn't just set up, but continuously optimized to drive measurable business growth.





## Bulk Management

Efficient handling of 100+ locations via Location Groups, bulk upload sheets, and store code governance.



## Risk Mitigation

Proactive suspension prevention, duplicate suppression, and spam reporting to protect brand integrity.



## Review Operations

Centralized review monitoring with rapid response SLAs and sentiment analysis across all locations.



## Attribution & Tracking

standardized UTM parameters and call tracking integration to measure local ROI accurately.



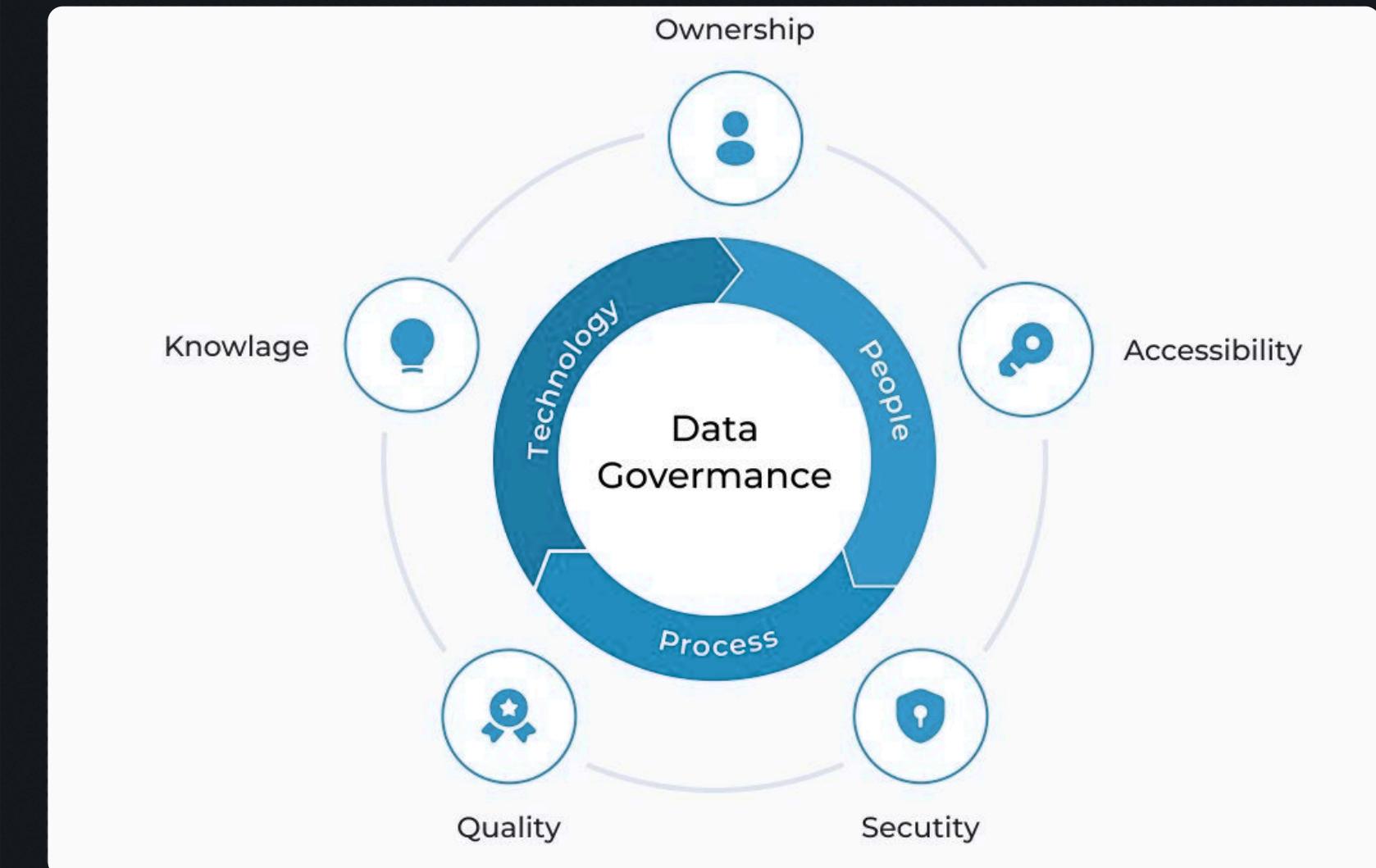
## Asset Management

Centralized distribution of brand-approved photos, posts, and offers to maintain consistency.



## Enterprise Governance Framework

Scalable Architecture



100%

NAP CONSISTENCY

< 24h

RESPONSE TIME

Zero

SUSPENSIONS

# Results Across All Clients

Our data-driven optimization strategies consistently deliver double and triple-digit growth across key performance indicators within the first 6 months of management.



**150-300%**

DISCOVERY INCREASE

Search & Maps Views



**200%**

CALL VOLUME GROWTH

Direct Customer Inquiries



**180%**

DIRECTION REQUESTS

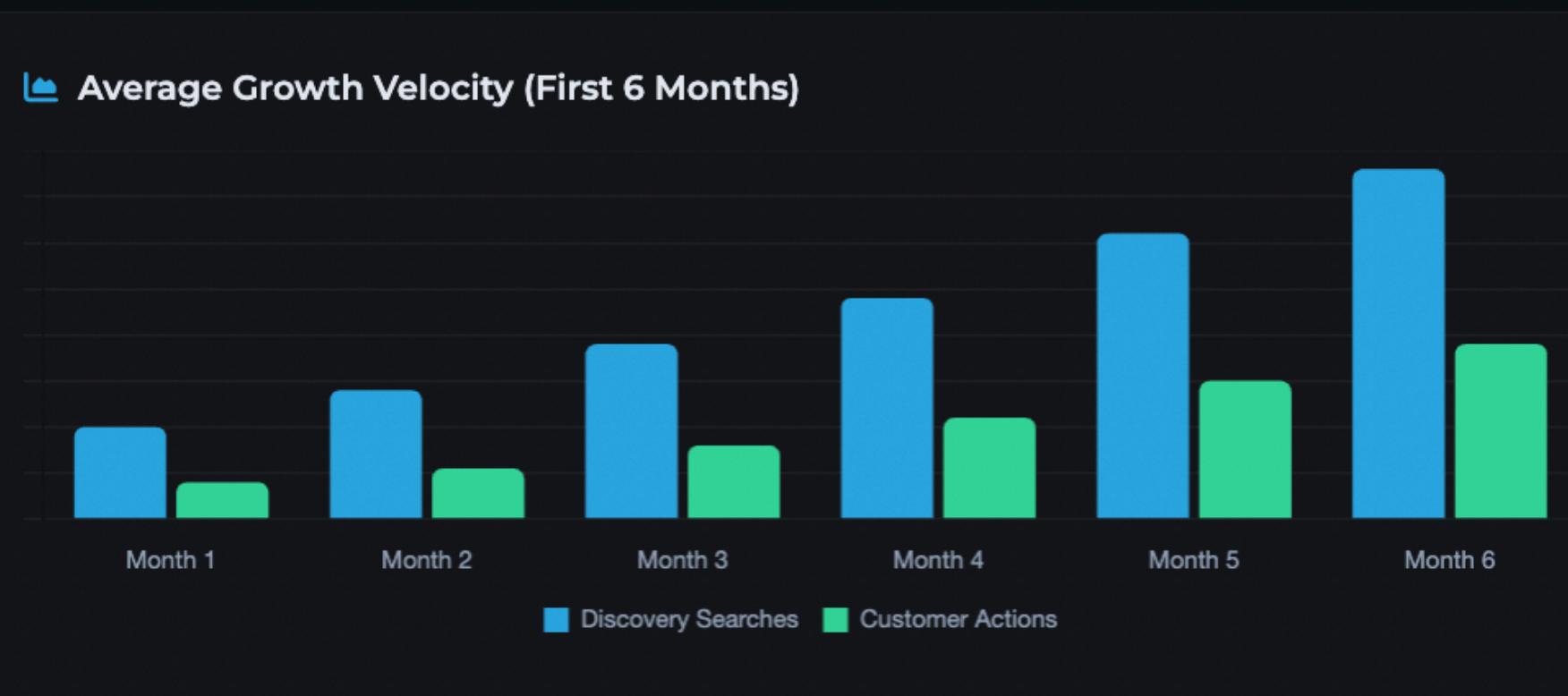
Foot Traffic uplift



**4.0+**

AVG RATING MAINTAINED

Across 200+ Profiles



## 📍 Top Performing Regions

🇺🇸 USA (Retail/Food)	+280% Visibility
🇦🇺 Australia (Services)	+210% Inquiries
🇮🇳 India (Healthcare)	+350% Calls
🇪🇬 UAE (B2B/Tech)	+145% Leads

# Why Choose Glimmers Point



## Global Experience (8+ Countries)

Proven strategies adapted for markets across USA, UK, Australia, UAE, India, and more.



## Multi-Location Expertise

Scalable frameworks for managing 10 to 1000+ locations with consistent brand governance.



## Diverse Industry Knowledge

Tailored approaches for Healthcare, Retail, Real Estate, Manufacturing, and Service sectors.



## Proven Rankings & ROI

Track record of doubling discovery searches and call volumes within 6 months.



## White-Hat Techniques

100% compliant strategies to protect your listing from suspensions and penalties.



## Transparent Reporting

Clear, actionable dashboards showing real business impact (Calls, Directions, Revenue).



## Dedicated Account Manager

Direct access to a GMB expert who understands your specific business goals.



## 24/7 Monitoring

Round-the-clock surveillance for reviews, Q&A, and potential spam attacks.



## Mobile-First Approach

Optimizing specifically for mobile users who account for >80% of local searches.



## Full-Funnel Integration

Connecting GMB efforts with your broader SEO, Social, and Paid Media strategies.

# Client Testimonials

Don't just take our word for it. Here's what our global partners have to say about our GMB optimization and Local SEO services.



99

*"I have found GLIMMERS POINT to be a very professional company to work with. They have delivered job progress according to timelines set. Communication has been clear, concise and very professional. A consultant is always standing by to offer support."*



**Emma Roberts**  
Overseas Director  
**ARC (Government)**



99

*"It is a pleasure to work with the staff at GLIMMERS POINT. Their updates on a regular basis as well as their flexibility make it very easy to work with this group. They deliver on their promises, are very pleasant to work with, and are reasonably priced."*



**Serenella Leoni**  
Owner  
**Toscana Mia**



99

*"While I evaluated several firms, we're a very educated buyer and you guys demonstrated excellence. Glimmers Point is in a different league to most outsourced teams we've worked with over the years. At this point, I would recommend Glimmers Point to my friends."*



**Scott Gallagher**  
President  
**AMR (Amanda Reid Makeup)**



99

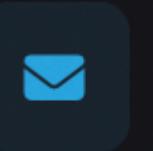
*"The GMB optimization results have been outstanding. We've seen a significant increase in local calls and direction requests since Glimmers Point took over our profiles. Their multi-location management strategy is seamless."*



**Mohammad Asrawi**  
Senior Manager, IT  
**Aplicatech (UAE & India)**

# Let's Put Your Business on the Map

Ready to dominate your local market? Book a free audit today and discover how we can transform your Google Business Profile into a revenue-generating asset.

[BOOK FREE AUDIT →](#)[Multi-Location Plan](#) EMAIL US[info@glimmerspoint.com](mailto:info@glimmerspoint.com) CALL US[+91 95014 92071](tel:+919501492071)[+91 98130 30336](tel:+919813030336) VISIT WEBSITE[www.glimmerspoint.com](http://www.glimmerspoint.com)