

# Ashley Pederson

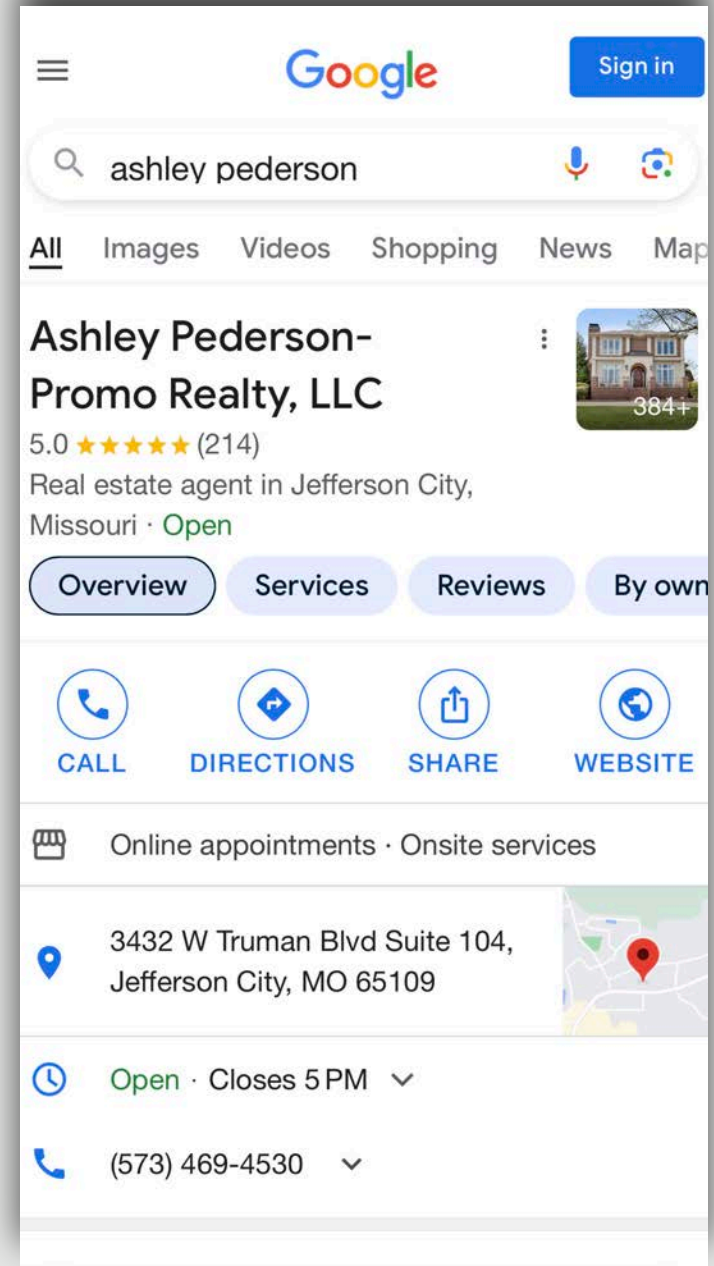
- Jefferson City
- Columbia
- Lake Ozark
- Team
  - 6 agents
  - 2 admins
- 2023 Numbers
  - 165 Transactions
  - \$1,309,454 GCI
  - \$42,969,660 Volume



*Ashley Pederson Team*

# Our GBP Numbers

- Nov - March 2024 Stats
  - Views: 10,129
  - Calls: 88
  - Website Clicks: 781
- 2022-2023
  - Volume: \$5,867,600
  - GCI: \$168,512






## Top 6 GBP Ranking Factors

1. Primary Business Category
2. Business Name
3. Proximity of Address to the Point of Search
4. Google Reviews
5. Verified Google Business Page
6. Business Name & Address Consistency

## 1. Primary Business Category

Make sure that the primary selection that you select is the closest match to the terms that you want to rank for.

 Business information

[About](#) [Contact](#) [Location](#) [Hours](#) [More](#)

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About your business

Business name

Ashley Pederson- Promo Realty, LLC

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Business category

Real estate agent **PRIMARY**

Real estate agency

Property investment

Commercial real estate agency



## Secondary Business Categories

- 7th most influential factor
- Have as many as you want

← Business information

About Contact Location Hours More

About your business

Business name

Ashley Pederson- Promo Realty, LLC

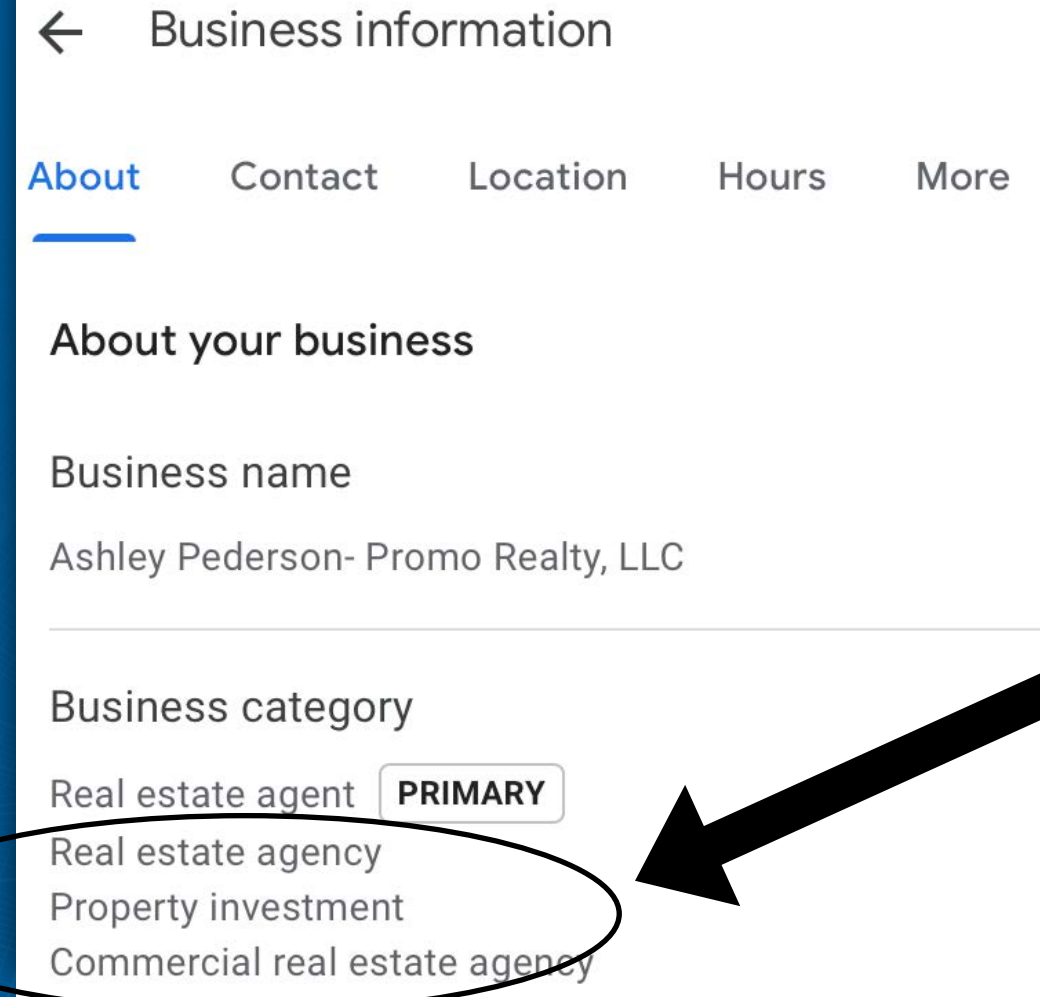
Business category

Real estate agent PRIMARY

Real estate agency

Property investment

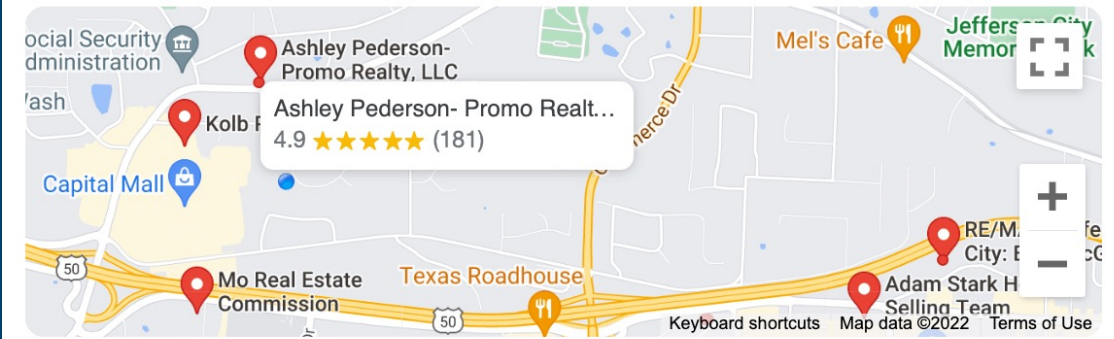
Commercial real estate agency



## 2. Keywords in Business Name

- Use your real business name

### Businesses



Rating

Hours

Sort by

#### Ashley Pederson- Promo Realty, LLC

You manage this Business Profile

4.9 ★★★★★ (181) · Real estate agency

10+ years in business · 3432 W Truman Blvd Suite 104 · (573) 469-4530

**Closes soon** · 5PM

Onsite services · Online appointments



Website



Directions

#### RE/MAX Jefferson City: Beth McGeorge

4.7 ★★★★★ (27) · Real estate agency

15+ years in business · 2316 St Marys Blvd # 200 · (573) 761-3489

Open · Closes 7PM

"Wonderful **realtor** and great person!!!"



Website



Directions

#### Kolb Properties

5.0 ★★★★★ (17) · Real estate agency

10+ years in business · 214 Prodo Dr # 101 · (573) 893-7320

Open 24 hours



Website



Directions



## 4. Google Reviews

- High numerical google reviews
- 4 to 5 star reviews.
- Keywords in reviews
- Quality of reviews



"Our **home** sold quickly and we were kept up to date throughout the **entire process.**"



"Thanks for the great **service** and for making Valentine's **weekend** special!!"



"She has a great deal of **experience** and very professional to work with."



**Ashley Pederson Team** - [Edit](#)



## 5. Verified GBP

- Video verification
  - Nearby business
  - Signage
  - Address
  - Street sign
  - Proof of management
  - Proof of operation
  - Video location settings on



## 6. Business Name & Address Consistency

- Ensure that your business name and address on social media precisely match those listed on your GBP.



Ashley Pederson- Promo Realty, LLC  
85 subscribers



Ashley Pederson- Promo Realty, LLC

\$\$ · Real Estate Agent · 5 out of 5 · 0.2 mi · Closed now · 2K followers



ashleypedersonsonteam

Edit profile

1,077 posts   921 followers   1,250 following

Ashley Pederson- Promo Realty, LLC

Ashley and her team of #RealEstate professionals are dedicated to providing the finest real estate solutions for home sellers/buyers in #Missouri.  
[www.promo-realty.com](http://www.promo-realty.com)

## Conversion Factors

Even if you're NOT ranked #1 in local business search, you can still get more customers than the top-ranked business if you make your GBP listing more appealing to customers.



# Top Conversion Factors

- Photos
- Google Posts/Updates
- Profile Completion
- Reviews & Replies
- Questions & Answers

# Photos

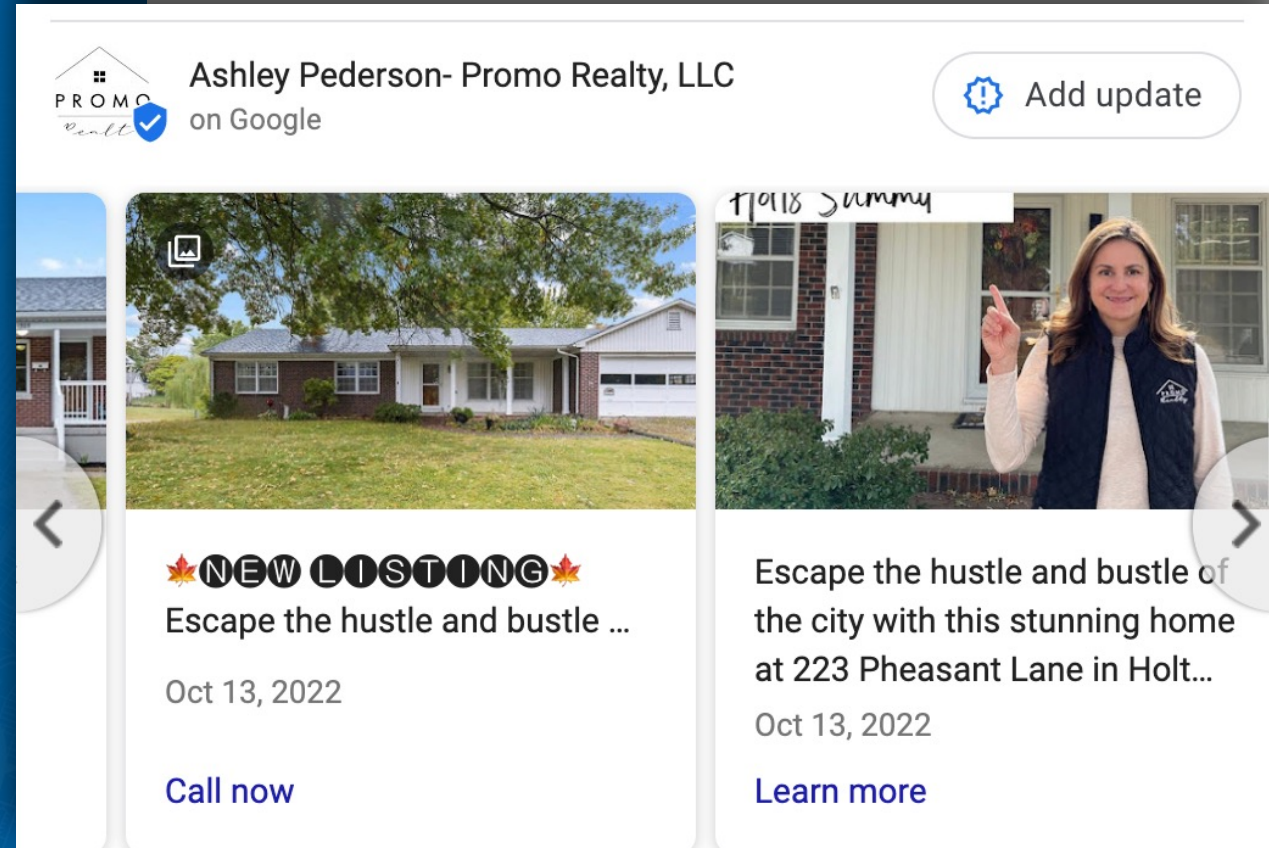
- New listings
- Inside and exterior of business
- Client events
- Open houses.
- Closing pictures





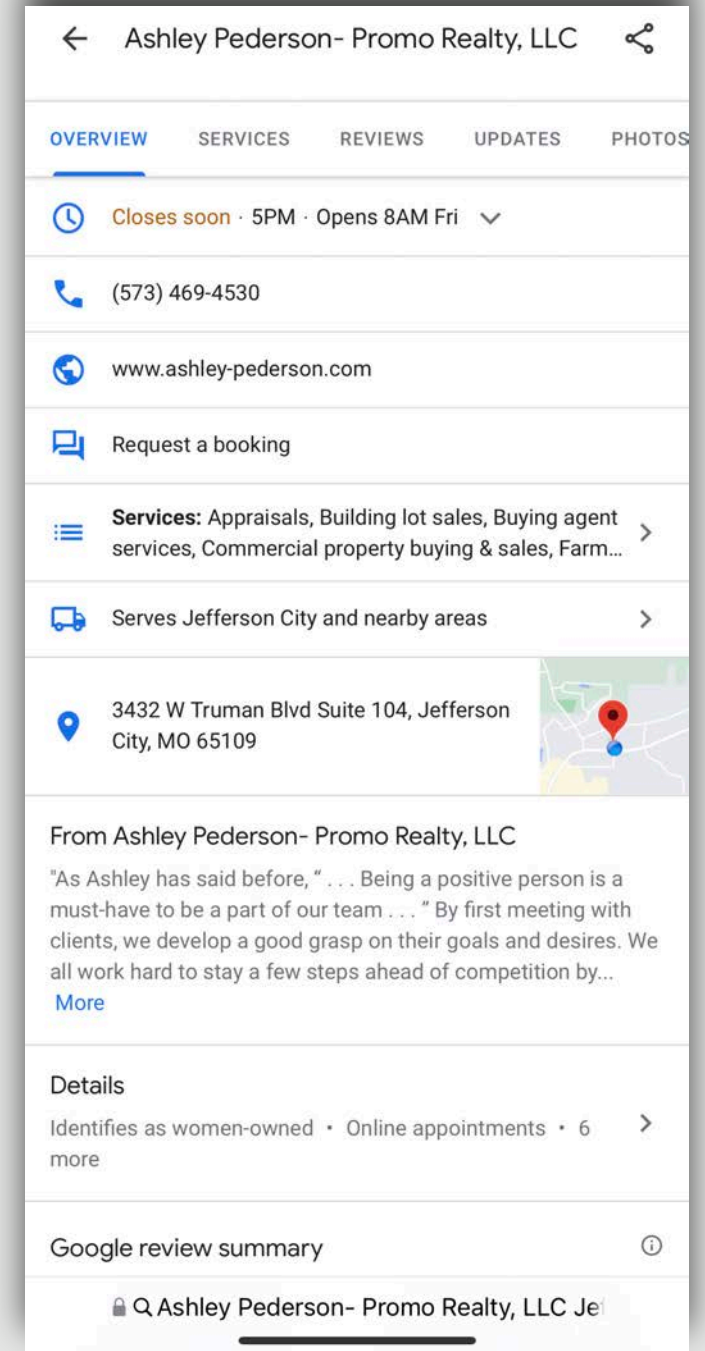
# Google Post

- Post once a day
  - New listings
  - Open houses
  - Client events
  - Price reductions
- The more you post the more clicks and views you will get.



# Complete Profile

- Hours of operation.
- Services
- Complete details
  - Woman owned
  - Wheel chair accessible
  - Gender neutral restroom
  - LGBTQ friendly
  - Online appointments.
- Add holiday hours
- Complete bio





# Reviews & Replies

## 3 Reasons to respond to reviews

- Builds confidence with customers.
- Google likes it.
- It is the right thing to do.



DT Willig

1 review

★★★★★ 4 months ago

Working with Ashley to list our home was a great experience and we're so happy with our decision to go with Promo Realty. She went above and beyond every step of the way. We had a tremendous amount of things going on at the same time we put ... [More](#)



Like

**Response from the owner** 4 months ago

We so appreciate this great review! It was such a pleasure working with the two of you. Jefferson City will not be the same without you!!



Edit



Delete

# Questions & Answers

- Answer every question you receive
- Post your own questions

## Ashley Pederson- Promo Realty, LLC

3432 W Truman Blvd Suite 104, Jefferson City, MO

[← All questions](#)



**Ashley Pederson- Promo Realty, LLC (Owner)**

Will my house sell in this market?



Like



**Ashley Pederson- Promo Realty, LLC (Owner)**

just now

Absolutely, but only with the right formula! 3 key pieces make up the perfect formula for selling a home in any market. 1.Perfect price:Homes priced too high can scare off buyers, homes priced too low cause sellers to miss out on additional money. Your agent can determine the home's current market value & help you find a price that fits just right! 2.Show Ready - Get your home ready for potential buyers by making repairs, decluttering, & cleaning.Your agent can guide you on getting your home market-ready so buyers fall in love as soon as they step inside! 3.Stellar advertising - Poor photography, lackluster descriptions, & missed marketing opportunities can not only keep your home from being found by potential buyers, but can also keep those that do find it from showing interest.Your agent should be advertising your home in many media outlets & utilizing professional imagery & home descriptions to ensure your property is not only found by potential buyers but gets those buyers excited!



# Systems to get reviews

- Reverse popby with QR code
- Ask at closing
- Email link
- Always give a reason





# Systems to keep page active

- Checklist
  - New listing
  - Price reduction
  - Closing
- Have a 100% call answer rate
  - After hours have phone forwarded.





## Where to find me

