



## 3F FLYWHEEL FORMULA

FOUNDATION STAGE STEP 2

# LOCAL KEYWORD RESEARCH

## SOP



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

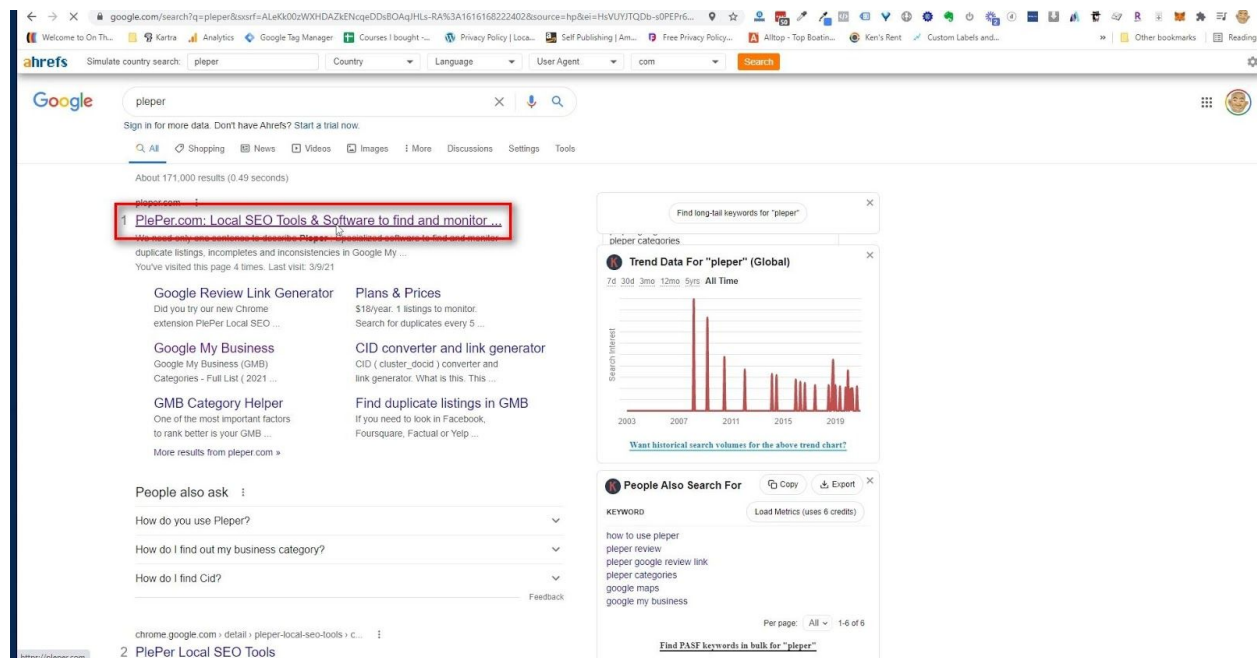


# SOP: How to get Google My Business Categories

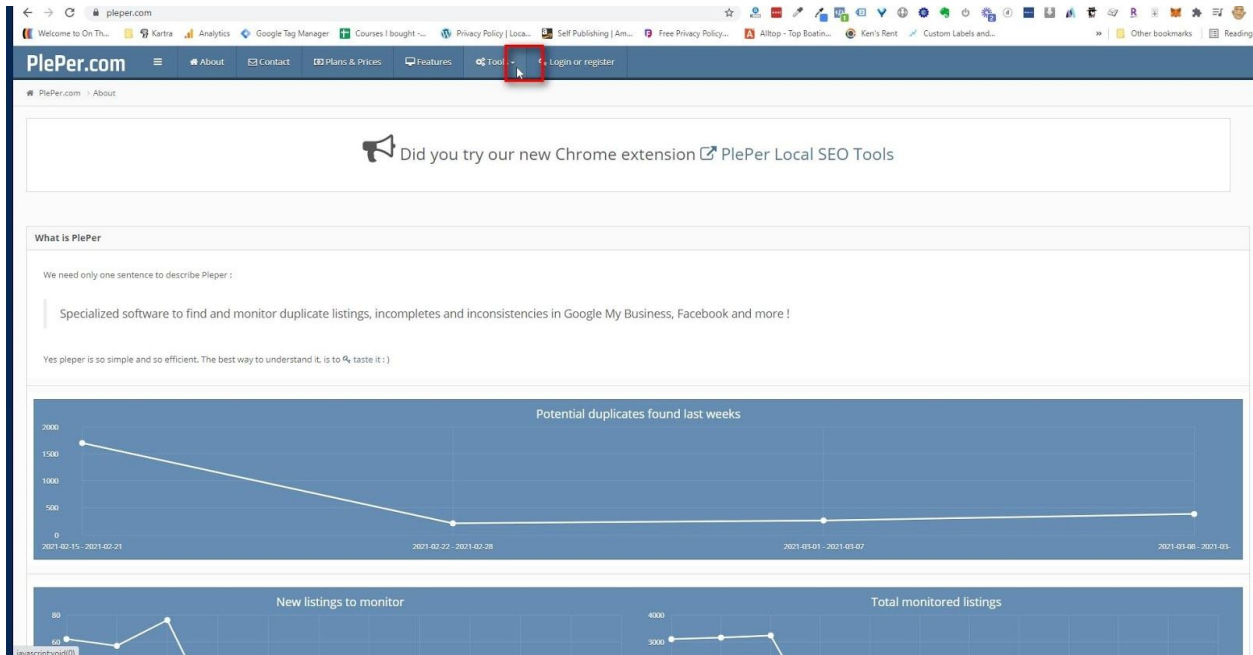
LAST UPDATE: 3/20/21 by Antoine

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

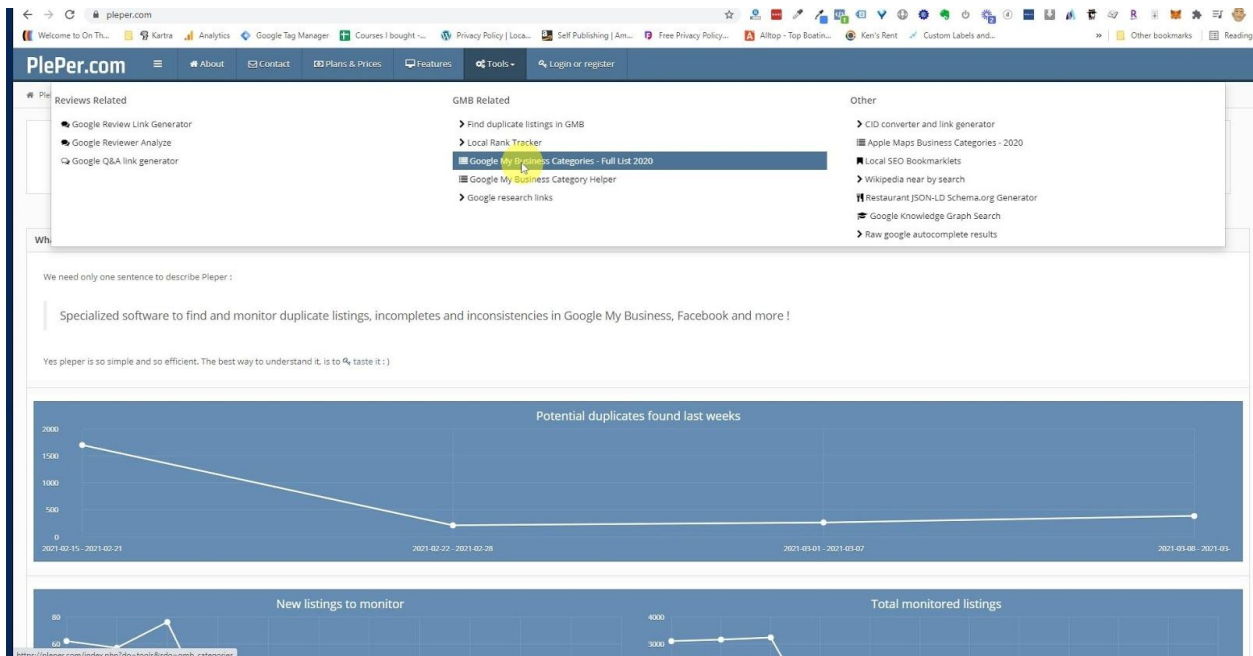
1. Go to <http://pleper.com> you should be logged into our work gmail account.



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. .



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



### 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.

pleper.com/index.php?do=tools&sdo=gmb\_categories

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Select Language:  
English

Select Country ( for generic results use United States ):  
United States

☒ Show results in table ( with option to search )

Fetch Google My Business Categories

**Results**

- New categories last 30 days: Health Counselor, Bariatric Surgeon, Cardiovascular And Thoracic Surgeon, Cosmetic Surgeon, Geriatrician, Hepatologist, Hyperbaric Medicine Physician, Intensivist, Men's Health Physician, Neurophysiologist, Pediatric Dermatologist, Pediatric Endocrinologist, Pediatric Gastroenterologist, Pediatric Hematologist, Pediatric Nephrologist, Pediatric Neurologist, Pediatric Oncologist, Pediatric Orthopedic Surgeon, Pediatric Pulmonologist, Pediatric Rheumatologist, Pediatric Surgeon, Pediatric Urologist, Radiotherapist, Surgical Oncologist, Transplant Surgeon, Fixed-base Operator
- Total categories: 4046
- Tab separated

GCID	Category Name	Detected for first time	Last detected	Related Categories
aadhar_center	Aadhar center	2021-02-10	2021-03-18	Related Categories
abbey	Abbey	2019-04-24	2021-03-18	Related Categories
aboriginal_and_torres_strait_islander_organisation	Aboriginal and Torres Strait Islander organisation	2019-04-24	2021-03-18	Related Categories
aboriginal_art_gallery	Aboriginal art gallery	2019-04-24	2021-03-18	Related Categories
abortion_clinic	Abortion clinic	2019-04-24	2021-03-18	Related Categories
abrasives_supplier	Abrasives supplier	2019-04-24	2021-03-18	Related Categories
abundant_life_church	Abundant Life church	2019-04-24	2021-03-18	Related Categories
acai_shop	Açai shop	2021-02-10	2021-03-18	Related Categories
acaraje_restaurant	Acaraje restaurant	2021-02-10	2021-03-18	Related Categories
accountant	Accountant	2019-04-24	2021-03-18	Related Categories

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

pleper.com/index.php?do=tools&sdo=gmb\_categories

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- Tab separated

50 records per page

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aadhar_center	Aadhar center	2021-02-10	2021-03-18	Related Categories
abbey	Abbey	2019-04-24	2021-03-18	Related Categories
aboriginal_and_torres_strait_islander_organisation	Aboriginal and Torres Strait Islander organisation	2019-04-24	2021-03-18	Related Categories
aboriginal_art_gallery	Aboriginal art gallery	2019-04-24	2021-03-18	Related Categories
abortion_clinic	Abortion clinic	2019-04-24	2021-03-18	Related Categories
abrasives_supplier	Abrasives supplier	2019-04-24	2021-03-18	Related Categories
abundant_life_church	Abundant Life church	2019-04-24	2021-03-18	Related Categories
acai_shop	Açai shop	2021-02-10	2021-03-18	Related Categories

Step 6 - After hitting enter your category will come up. We used gym for this example. Now click on the related categories link.

pleper.com/index.php?do=tools&do=gmb\_categories

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- Total categories: 4046
- Tab separated

50 records per page

gym

GCID	Category Name	Detected for first time	Last detected	Related Categories
boxing_gym	Boxing gym	2019-04-24	2021-03-18	Related Categories
clergyman	Clergyman	2019-04-24	2021-03-18	Related Categories
gym	Gym	2019-04-24	2021-03-18	Related Categories
gymnasium_cz	Gymnasium Cz	2019-04-24	2021-03-18	Related Categories
gymnasium_school	Gymnasium school	2019-04-24	2021-03-18	Related Categories
gymnastics_center	Gymnastics center	2019-04-24	2021-03-18	Related Categories
gymnastics_club	Gymnastics club	2019-04-24	2021-03-18	Related Categories

https://pleper.com/index.php?do=tools&do=gmb\_categories&analyze&gcid=gym

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.

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Gym

Top Related Categories to Gym

- Results are based on analyze of 44940 listings
- Category GCID: gym

Related Categories By All Categories

Category Name	Percent occurrence	GCID
Fitness center	14.98	fitness_center
Personal trainer	12.79	personal_trainer
Physical fitness program	9.40	physical_fitness_program
Places of Interest	4.27	places_of_interest
Yoga studio	3.80	yoga_studio
Weight loss service	3.53	weight_loss_service
Sports complex	3.27	sports_complex
Spa and health club	3.14	spa_and_health_club
Martial arts school	2.94	martial_arts_school
Swimming pool	2.70	swimming_pool
Pilates studio	2.50	pilates_studio

Load More Related Categories

Google Trends Comperation For: Gym vs Fitness center vs Personal trainer vs Physical fitness program

Interest over time

Gym Fitness center Personal trainer Physical 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.