GENERATIONS DIGITAL

Version 2.0 Release Notes

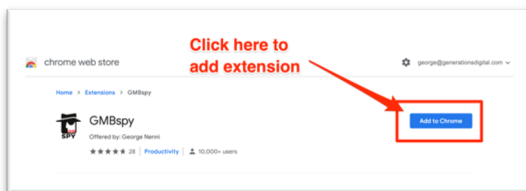## Do you love keeping an eye on your competitors?

Just wait until you try GMBspy. With one simple click, we show you the current categories for any Google Business Profile (formerly known as Google My Business). You can also find common Google Business Profile categories for listings in the top 20. See why competitors may be winning in local search!
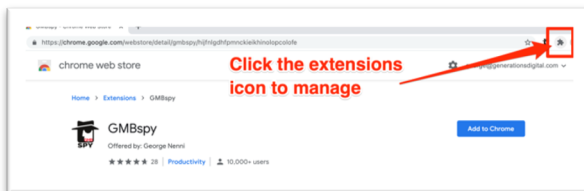
For technical support on GMBspy, Tweet to @generationsdig

First go to http://bit.ly/GMBspy to download the extension in Chrome. Use the following instructions to set up the extension. Remember you must use Google Chrome as your browser. The extension works on both the google.com/maps as well as google.com/search URL structure.
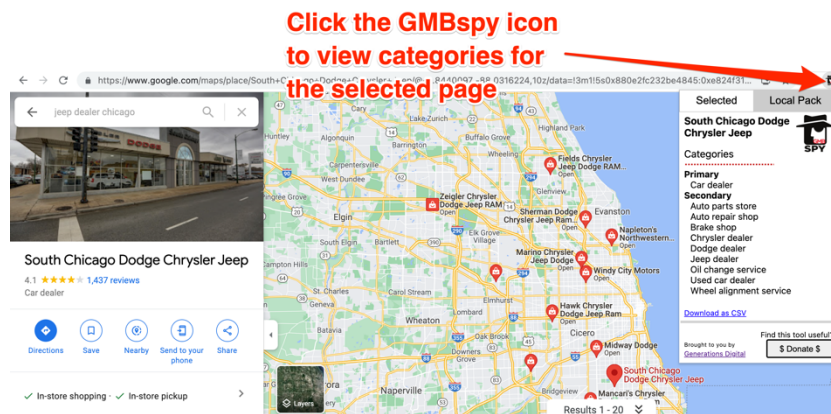
Once you locate the GMBspy extension in the Chrome Store, click on the "Add to Chrome" button.
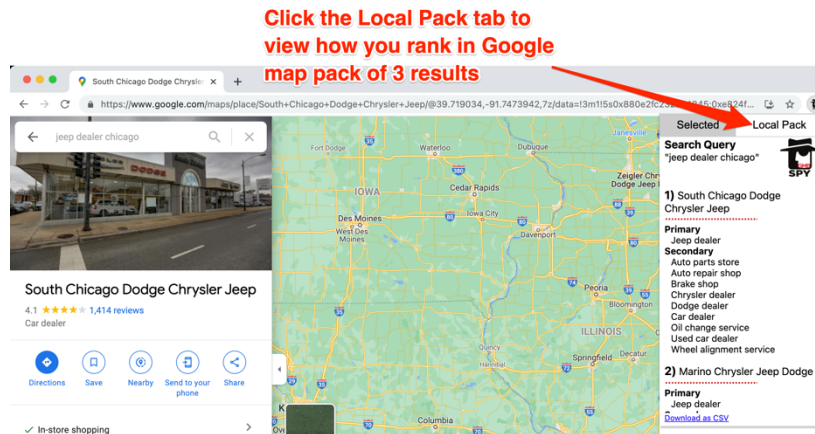

Next click on the thumbtack icon to "pin" the GMBspy extension onto your Chrome toolbar.
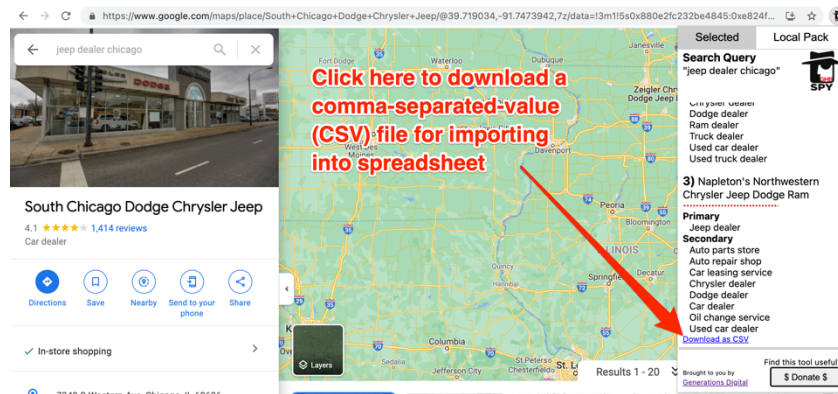

Now you are ready to use the extension! **First you must select a Google Business Profile from Google Search or Google Maps**, then you can fire the GMBspy extension to view current categories.

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The default tab is "Selected", this shows the categories for the single, selected Google Business Profile page. If you want to see the Google Business Profile Categories for listings in the "local map pack" of 3 results, simply select the Local Pack tab. The Local Pack tab will only work when searching for a business category, vs. a specific business name. An example search would be 'coffee near me'.

If you would like to download a comma-separated-value (.csv) file containing the names, primary categories, and secondary categories of the top-20 ranked Google Business Profile listings, simply click "Download as CSV" at the bottom of the window.

Once the CSV file is downloaded, it can be opened and viewed by applications such as Microsoft Excel or Apple Numbers.