

Digital Bytes

Low to no-cost digital marketing best practices to help you grow your business

What

Google My Business

- > Think of it as a powerful online Yellow Pages
- > A free tool to help your ranking in customers' Google searches

Why

Google is the largest search engine in the world. A complete **Google My Business** profile helps elevate your ranking when people use “near me” searches (i.e. “hammers near me”). “Near me” searches imply intent to purchase and according to Google:

- > 50% of “near me” searchers visit a local store within a day
- > 18% lead to a purchase within a day

The ability to be found in local searches can drive store traffic and sales. In addition, **Google My Business** is a consolidated reference page where prospects can get a complete picture of your business.

How

- > Go to [Google.com/business](https://www.google.com/business) and claim your profile.
- > Enter your contact information and hours. HINT: To improve search rankings, make sure your basic info is consistent across all platforms. For example, Road vs. Rd. Use the same format in all your online pages such as Facebook.
- > **Google My Business** will verify your business one of three ways (your choice)
 1. Mailed postcard
 2. Email address
 3. Call business phone
- > Complete your profile information accurately and with as much detail as possible. Answer the guided questions about your business which ranges from operating hours to COVID policies, wheelchair accessibility, etc. You will also be able to indicate if a minority business status and other business attributes.

How

- > Track customer usage through **Google My Business** dashboard: Views, Searches and Activity, which includes website clicks, phone calls and photo views that originate from your profile.
- > Solicit reviews. Your dashboard provides a link for you to ask customers for reviews. Google rewards review activity along with owner response to those reviews with higher search rankings.
- > Create posts. The dashboard guides you through creating posts for events, special offers and product promotions.
- > Create ads. Google is offering a \$100 ad credit once you spend \$50.

Resources

Take a look at these videos for more details about **Google My Business**.

How Local Business Can Leverage Google My Business

<https://www.angelcicerone.com/blog/googlemybusiness>

Google My Business Part 2 - Free Ways to Get Better Search Results

<https://www.angelcicerone.com/blog/googlemybusiness2>

Final Thoughts

- > **Google My Business** is a complete solution to help elevate your digital presence.
- > It's free, easy-to-use and can potentially drive traffic and inquiries.
- > Set up or complete your profile today and use it to post about your business and interact with potential customers.