

# The Top **5** Benefits of using Google My Business

*"Google My Business is a free and easy-to-use tool for businesses and organizations to manage their online presence across Google, including Search and Maps. By verifying and editing your business information, you can both help customers find you and tell them the story of your business."* (Google)

**If you haven't claimed and optimized your Google My Business listing, your business could be missing out!**

64% of consumers have used Google My Business to find contact details for local businesses. (<https://www.brightlocal.com/research/local-business-websites-and-google-my-business-comparison/>)

By creating a Google My Business profile, you significantly increase your chances of getting found online. GMB listings get priority on the first page of local Google searches and Maps queries.

 **1** Get found in local search results

 **2** Free Google Advertising

A GMB listing offers a faster and cheaper way to get targeted exposure on Google. The listing puts your business in front of many potential customers and gives them easy access to your contacts, direction, website, and hours of operation – all at no cost.

 **3** Reviews

GMB reviews are an important marketing tool to get referrals and feedback. GMB allows customers to leave ratings, reviews, and images on your listing. Customer reviews can improve local SEO and increase sales.

 **4** Insights

Get to know your customer with GMB insights.

GMB provides you with insights about your business listing, giving you valuable knowledge into what's working and what's not.

Learn how customers can find you and make changes to improve your business.

 **5** Customer Engagement

Creating a GMB profile will give countless opportunities to engage with your prospective clients.

Customers viewing your listing can call, message, or leave a review.