



ATTRACT LOCAL CUSTOMERS

Google Business Profile Optimization

With 46% of all Google searches having local intent, it's important to properly optimize your Google Maps listing.

How GBP Optimization Can Help Your Business:

Appear in Google Map Searches

When searching for a local service or restaurant, Google Maps quickly populates the search results with red markers indicating a business that meets your search criteria. This benefit allows potential customers to see how close they are to your business, increasing the chance that they'll visit your location.

Appear in Google's Local 3-Pack

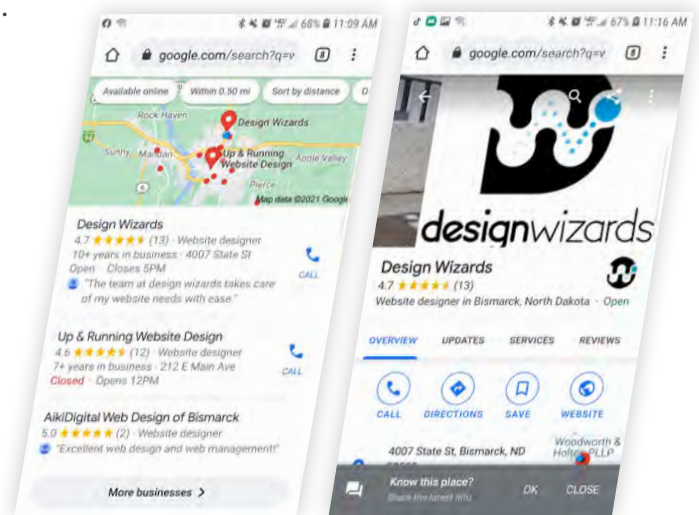
Google's local 3-pack is a great place to be because it appears before organic results, which boosts your visibility immensely. Brands that show up on Google's local 3-pack receive a 700% boost in clicks over brands that do not appear.

Earn Trust From Customers

As a result of the confidence and trust users place in Google, businesses like yours benefit whenever it appears in local search results. Brands that appear on Google are 2.7 times more likely to be considered trustworthy and reputable by consumers.

Reviews & Ratings Boost Your Reputation

Online reviews are one of the few factors that influence consumers' purchase decisions. When you have a Google Business Profile, customers are able to review your business and leave feedback for potential customers. Therefore, you receive honest feedback about your business and also receive a star rating next to your business on Google to build trust.



Increase Traffic & Sales

By having an updated and optimized listing, Google found that businesses are 70% more likely to attract visitors. Additionally, consumers who find a brand through their Google Business Profile listing are 50% more likely to make a purchase.

Learn More About Your Business

Google Business Profile listings provide you "Insights" that provide you with important data which breaks down the visibility of your brand, your target customers, and their engagement with your business. Once you've reviewed this data, you can modify and improve your marketing strategy.

Rank Higher!

By supplying Google with quality, consistent and accurate information, the more Google can tell potential clients about your business. The more Google likes your business and the information it provides, the higher it will rank your business in Search and Map results.