

## **WHY IS GOOGLE MAPS IMPORTANT?**

You may be aware of the importance of search engines for marketing. Google, the world's most popular search engine, has a few different services that can also be thought of as types of search engines. Examples of these are [YouTube](#), Google Shopping, Google Maps and more. In this blog post, we are just focusing on Google Maps. Just like other search engines, it's important to rank well on Google Maps. We are going to cover why it's so important and how to [improve your Google Map rankings](#).

Having good Google Map rankings is much more important than you may think. You can think of it as another search engine, but just for physical locations. On Google's main search engine, many different websites will show up in search results. With Google Maps, only places that are near the searcher will show up. There is sometimes an exception to that rule, but it's usually true. Considering how defined the search results are on Google Maps, if properly utilized, it can be a very handy marketing tool.

### **Customer Awareness**

Google Maps is all about making people aware of your business and where it is located. When someone needs to find a business in your industry, you want to show up in search results. If your business is showing up in Google Maps' search results, many more people will be able to find it.

### **Potentially Drive Sales**

Once more people are aware of your business, you may see an increase in sales. The people who come across your listing are already in need of your products or services. When they become aware of your business through the use of Google Maps, you might see more website traffic or foot traffic to your business.

### **Key Benefits of Ranking in the Google Maps 3-Pack**

- 88% of potential customers who searched for a local business on their cell phone will visit that business within 24 hours.
- According to Google's report, 28% of these local searches result in a purchase
- People are now making purchase decisions based on whether they can easily find/contact/visit your business and whether others are saying positive things about you. In a Google Maps listing, the audience can easily find these pieces of vital information
- Google Maps results are interactive, where people can find the directions to your business with just one click and make a phone call directly from the search results. According to Google's study, 70% of cell phone searchers use this click-to-call feature.

### **The Importance of Positive Reviews**

72% of customers don't take any action—much less making a purchase decision— before they read reviews. So, a lack of positive reviews on your Google Maps listing, as well as other important aggregators like Yelp or TripAdvisor, can hurt your revenue. On the other hand, 40% of customers go to competitors when they read bad reviews, another important fact we should notice.

On average, a customer reads between 2 to 10 reviews before making a purchase. However, 7% of customers can read between 11-20 reviews while 6% will read more than 20. In short, aim for at least 11 positive reviews, since 13% of the total buying population will read that many before making any purchase decisions.

## [WHY IS GOOGLE MAPS IMPORTANT?Get-More-Customers-with-#1-Google-Map-Rankings](#)

In this age of social media and transparency, everyone is checking for online reviews for just about anything. Your online reputation and especially the number of positive reviews your business has can literally make or break your business.

### **Start Converting New Customers**

Even if you have several Google reviews it doesn't mean you're going to rank within Google's map 3 pack. These days, especially in competitive service industries, you have to go above and beyond. That's where FMS Online Marketing will help. With our experience and unique approach to [local SEO](#) we'll help you improve your authority with Google and get you ranked for the most popular search terms your potential customers are using. Contact our office today and start dominating.

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