

# WHY "GOOGLE MY BUSINESS" IS MORE IMPORTANT THAN EVER

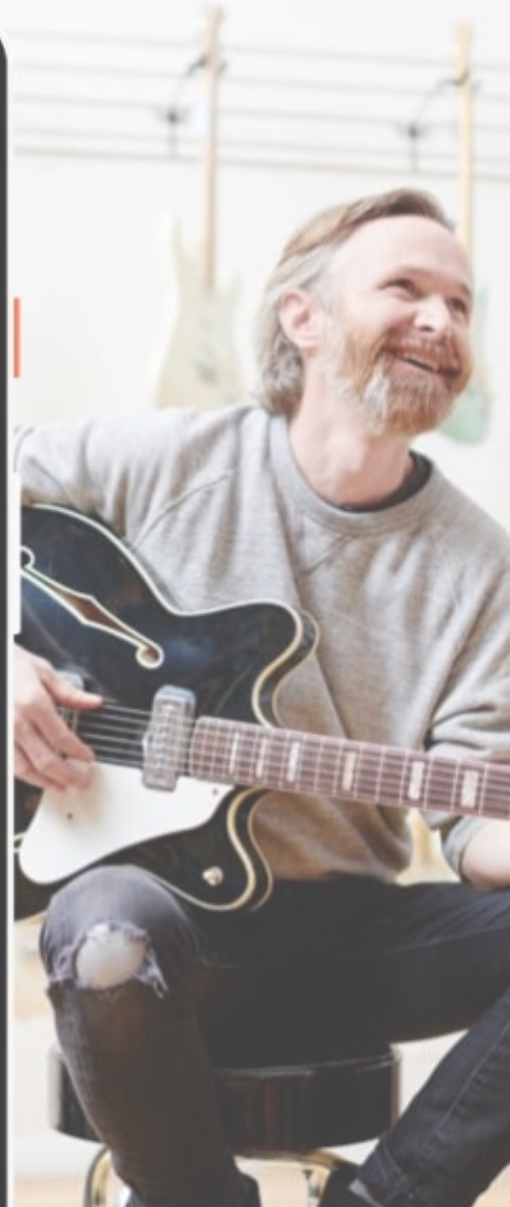
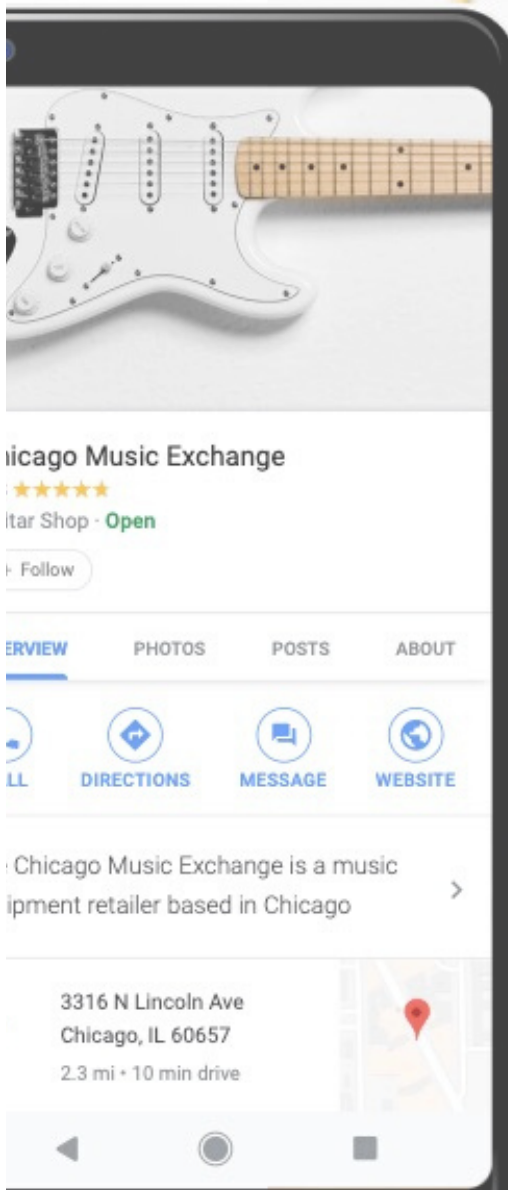
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Google My Business has been around for a few years now – so why are some local businesses still not using it? For a while, we had Google Places and Google+ Local, but nowadays Google Maps and Google My Business are the two important ones you need to know.

As Google has included more and more local results and map listings into search results, smart business owners need to focus their marketing time and efforts to optimize and promote these listings. Businesses that started doing this when GMB was first rolled out in 2014, have been handsomely rewarded over the years. Luckily for the rest, it's never been easier to sign up and optimize your profiles.

## Wondering What's the Big Deal?

If you don't have a Google My Business profile, you're missing out on the ability to compete and differentiate yourself in Google, and ultimately get more traffic and business. Not to mention it's a vital part of local SEO strategy. Some of my favorite features give you the ability to monitor reviews, schedule







## Business Marketing Today

appointments, answer customer questions, and engage with your potential customers all in one place. You are also able to include business descriptions and post featured services, products, events, and news to offer users a more in-depth image of your business.

With an estimated **65% of users** conducting a search on Google not clicking anything at all, this means more users are finding what they need directly on the results page. So it becomes essential that your business info is accurate and up to date. Surprisingly, **44% of local businesses haven't claimed** their Google My Business listing, leading to the possibility of a lot of inaccurate information for users. Having a listing with current photos and videos, lots of recent reviews, and all around more complete profile, also leads to a better first impression for your potential customers.

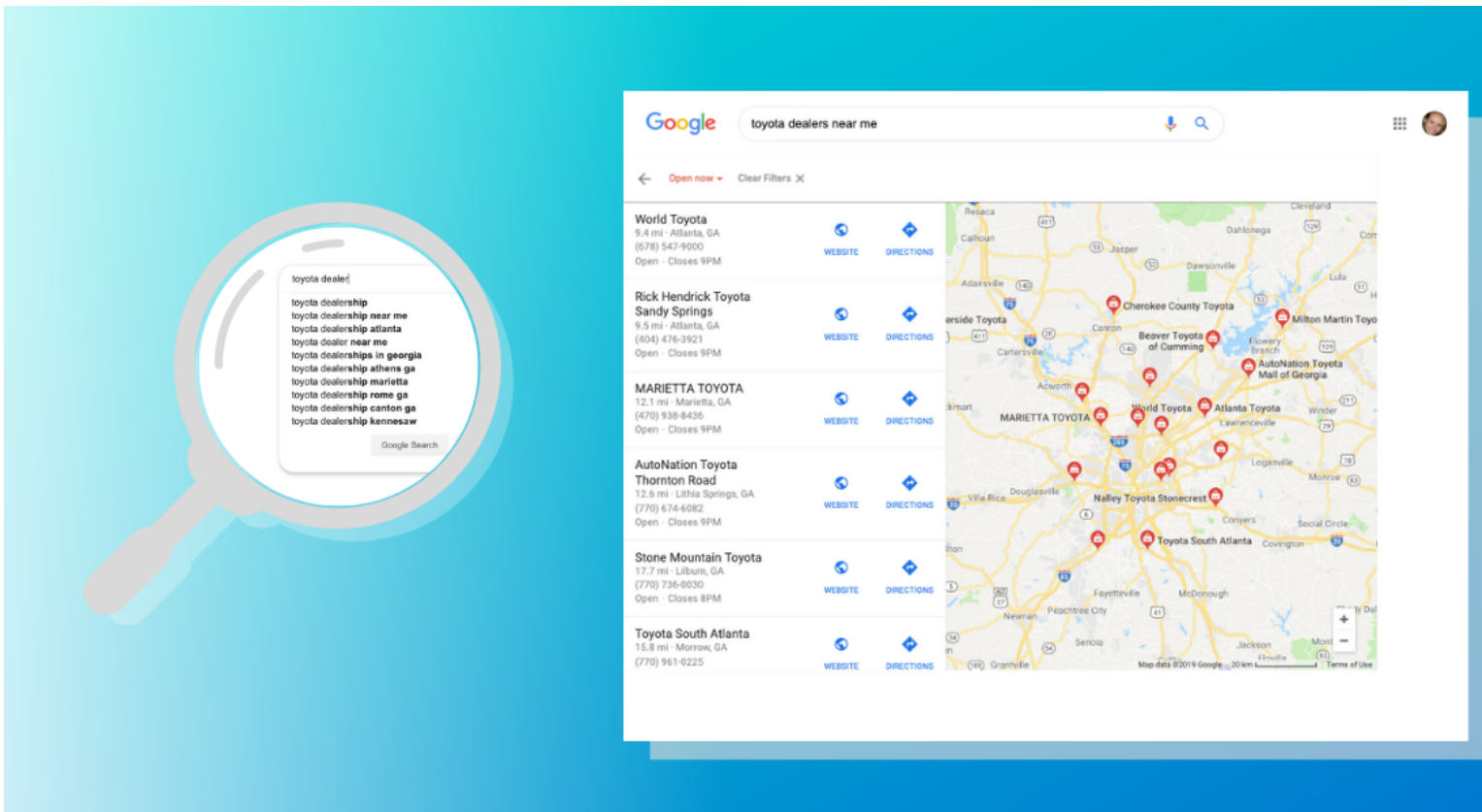
Clearly the days of phone books and coupon magazines is behind us, businesses need to move their local marketing efforts online—which is a good thing! Not only does it make your business easier to find, but, with online directories such as Google My Business, you can reach potential customers that would otherwise have no way to know you even exist.

**44% of local businesses haven't claimed their Google My Business Listing, leading to the possibility of a lot of inaccurate information for users.**

### Why You Need A Google My Business Listing

Google has reported that a staggering **46% of all searches have local intent (Source: Search Engine RoundTable)**. Yet, despite knowing this information, so many businesses fail to take advantage of the free-to-use Google My Business platform. There are also many other benefits for getting set up on Google My business. Here are just a few:

- **Benefit #1:** Show Up in Google Maps Searches



- **Benefit #2:** Show Up In Google's Local 3-Pack
- **Benefit #3:** Earn Trust From Customers
- **Benefit #4:** Star Ratings Boost Your Appeal
- **Benefit #5:** Increase Traffic and Sales
- **Benefit #6:** Strangers Learn More About Your Business
- **Benefit #7:** Rank Higher in Results
- **Benefit #8:** Increase Engagement
- **Benefit #9:** Free Advertising
- **Benefit #10:** Stand Out From Competitors

Google's search results are becoming more and more robust... With answer boxes, appointment scheduling, related questions, and even results appearing in the search suggest drop down menu. The benefits Google My Business provides for all local businesses is growing exponentially every day. Get your profile set up today to start making it a fair fight when it comes to beating your competition's to the happening event.

## Frequently Asked Questions

### What Is Google My Business?

Google My Business is a business listing

platform that allows you to display your business information on Google Search and Google Maps. Listings include a business description, contact information, posts, reviews, and questions and answers. Google My Business Insights, the platform's built-in analytics tool, shows you how people search for and interact with your business page, giving you information you can use to cater your profile to potential customer needs.

### How Do I Get My Business On Google Maps?

You can get your business on Google Maps by creating a Google My Business account and following the prompts to provide your business contact information, including your business address.

After setting up a profile, you will be prompted to verify it; this is required before a business can be featured on Google Maps. The most common way to verify it is to request a postcard that offers you a verification code. Once you receive it, log back into your account and click your business name from the dashboard, then follow the prompts to paste the

**Above**  
The above search is for a "Toyota Dealer Near Me" vs. looking for a specific Toyota Dealer, when the user is unaware of one in his proximity

Google My Business is a business listing platform that allows you to display your information on Google Search and Google Maps.

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code where specified. Once verified, your business will appear on Google Maps in addition to Google My Business.

### Is Google My Business Free?

Yes, Google My Business is a free business listing platform. Using the platform, you can showcase your business description, photos, contact information, reviews, questions and answers, and posts. You also get analytics reports that show you how your customers interact with your listing. All these features are free to set up and use.

### Bottom Line: Your Google My Business Page

Google My Business (GMB) is an online platform where companies publish their business information, including a website, address, phone number, hours of operation, description, and even announcements and updates. When people search for the business on Google Search or Google Maps, they will see your GMB business information, encouraging more customers to engage and contact you for available services and products.

Vin Latrechiano is an old school advertising and marketing professional of 30+ years. His marketing and advertising experience spans print, radio, video, writing and editing advertising copy, and helping businesses achieve their sales and marketing goals. Today as Vice President of Mixed Media Ventures, he helps businesses succeed online and generate new leads and sales today.

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