

Why Your Business Needs a Google Business Profile

Stop Leaving Money on the Table!

The Benefits of Having a Google Business Profile: Improved visibility and higher search engine rankings

With a Google Business Profile, your business will show up on Google Maps and other search results when people search for product or service you offer in your local area. This means you'll have a higher chance of getting discovered by people who are looking for businesses like yours. When your business appears on Google, it adds credibility to your business and makes it easy to find, which can lead to more business for you.

Increased customer engagement:

Your Google Business Profile is an excellent platform to connect with potential customers in your local area. They can easily find your business, read reviews, and get useful information about your products or services, such as opening hours, directions, and contact details. You can also communicate with your customers through your profile by responding to their questions and reviews, providing them with helpful information, and even promoting your services or products through posts.

A better way to showcase your business online:

Your Google Business Profile provides an excellent platform to showcase your business online. You can add high-quality photos and videos that highlight your products or services, which can help attract and engage potential customers.



You can also include a detailed description of your business, including your mission, values, and history, to give people a better understanding of what your business is all about.

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Tips on Optimizing Your Google Business Profile:

Add high-quality images & videos

Visual content such as photos and videos can help attract and engage potential customers, and showcase your products or services in the best possible light. Make sure to use high-quality and relevant images that accurately depict your business, and consider adding videos that showcase your products or services in action.

Don't leave money on the table

 

Brittney Plotkin-Matone

IF YOU AREN'T USING YOUR GOOGLE BUSINESS PROFILE YOU ARE MISSING OUT ON A HUGE OPPORTUNITY!



Include a detailed description of your business:

Your business description is a great place to let people know what your business is all about. Use clear and concise language to describe your products or services, your mission, your values, and your history. Make sure to include relevant keywords that will help your profile appear in search results.

Keep contact information accurate & up-to-date:

Make sure to keep all your contact information, such as your phone number, email address, and business address, up-to-date and accurate. This will make it easy for people to contact you, and reduce the risk of potential customers getting lost on their way to your business.



Showcase customer reviews & testimonials on your profile:

Positive customer reviews and testimonials can help build trust with potential customers and increase your business's credibility. Make sure to ask customers to leave feedback on your Google Business Profile, and showcase the best reviews on your profile. You can also respond to reviews and engage with customers to show that you value their feedback and opinions.



Track analytics & measure performance with the help of Google My Business

Insights:

Google My Business Insights provides valuable data and insights on how your profile is performing. You can track things like how many people are viewing your profile, how many people are calling or messaging you, and how many people are checking out your website. By tracking these metrics, you can identify areas where you need to improve and optimize your profile to achieve even better results.

All things considered:

Having a Google Business Profile is a must for any service-related business looking to increase online visibility and customer engagement. By optimizing your profile with high-quality content and accurate information, you can attract and engage potential customers and build trust and credibility online. With the help of Google My Business Insights, you can track your profile's performance and optimize it to achieve even better results. So, what are you waiting for? Set up your Google Business Profile today and start attracting more business to your door!

Brittney Plotkin-Matone



bpmatone@bpm-freelancing.com



www.bpm-freelancing.com



631.353.0323