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Google

GMB Fact Pack

Google My Business

Attract new customers with Google My Business

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What's Google My Business?

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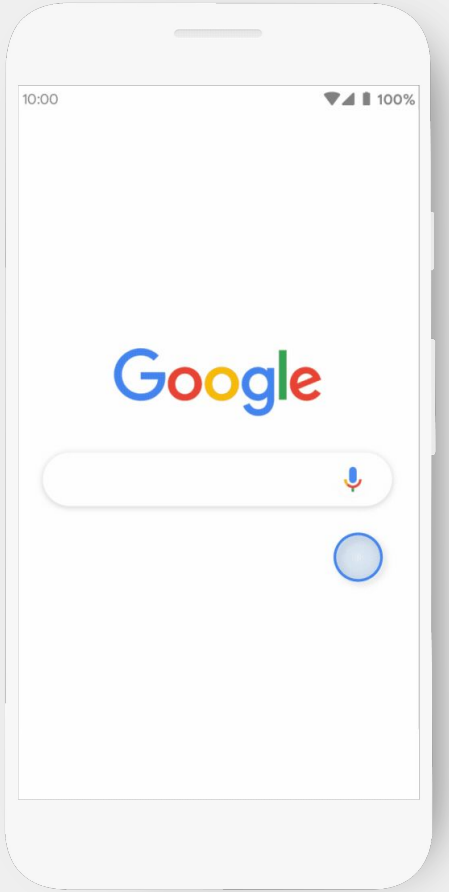
Manage your presence on Search and Maps – for free

Google My Business lets you engage with customers in the moments that matter with a Business Profile that shows who you are, what you do, and what you have to offer.

It helps you stand out, attract, and connect with new customers, and keep them coming back.



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Why use Google My Business?

Stand out

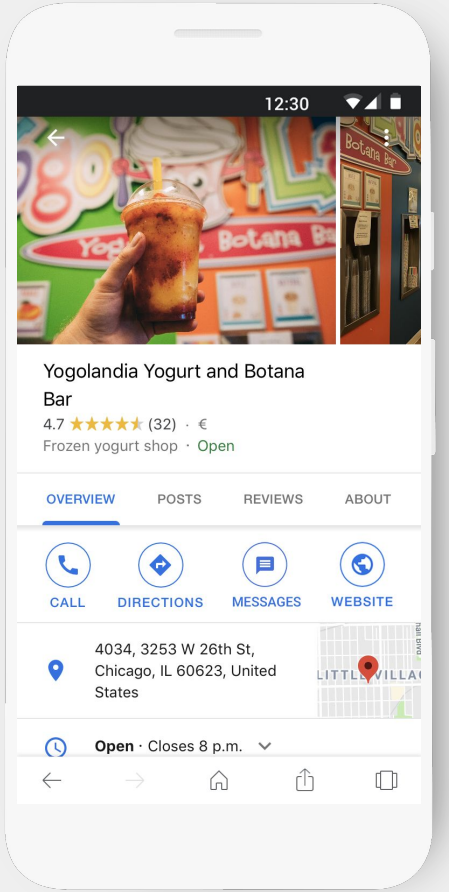
- Be in control of how customers see your business
- Show what's unique about you

Make it easy for people to do business with you

- People can reach out to you easily and in the moment
- Respond directly to messages, reviews, bookings, and reservations

Keep customers coming back

- Share your latest offers, events, photos, and more to keep customers coming back
- Showcase great reviews and conversations with customers



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Why a Business Profile on Google is important

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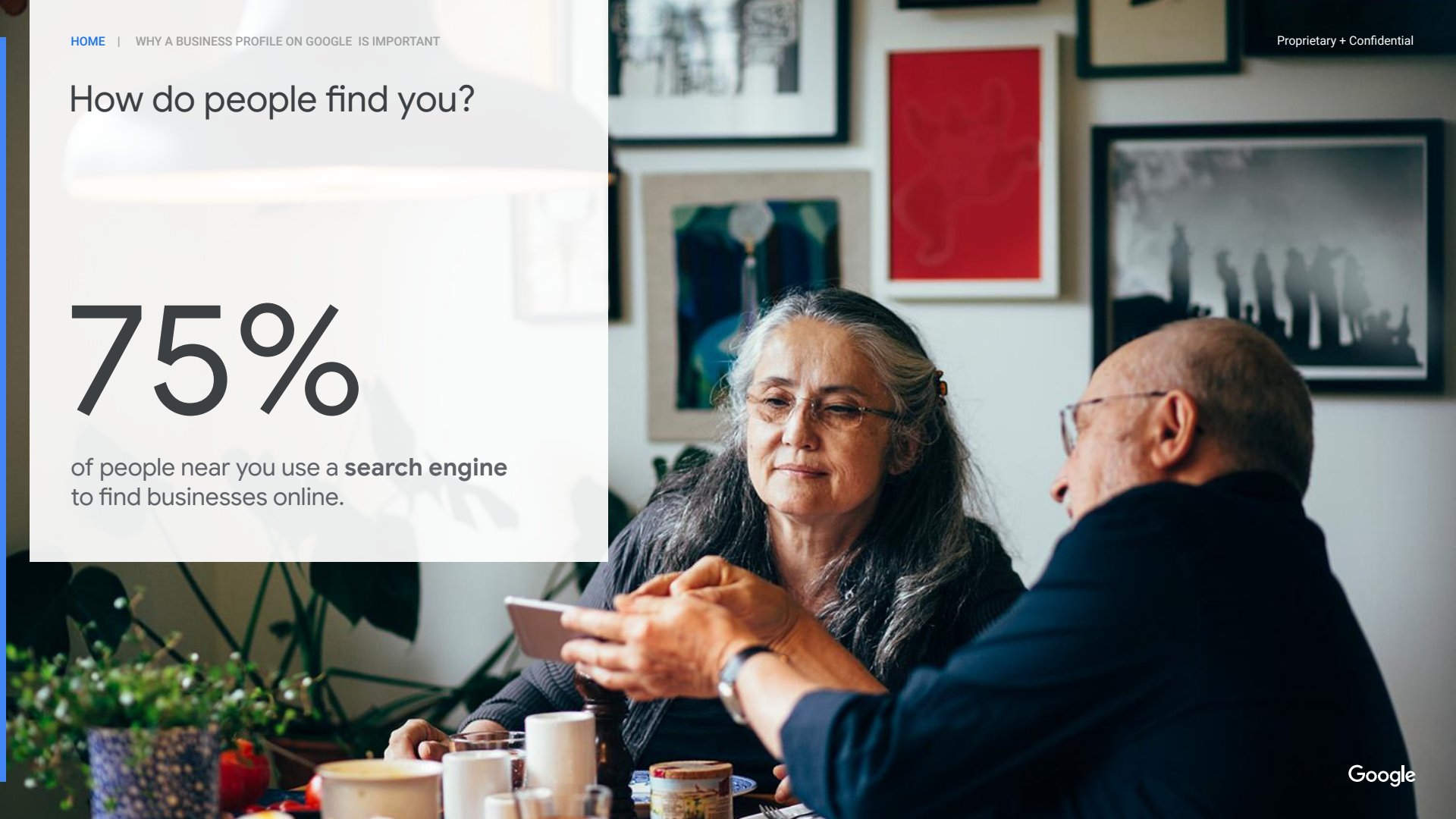
How do people find you?

75%

of people near you use a **search engine** to find businesses online.



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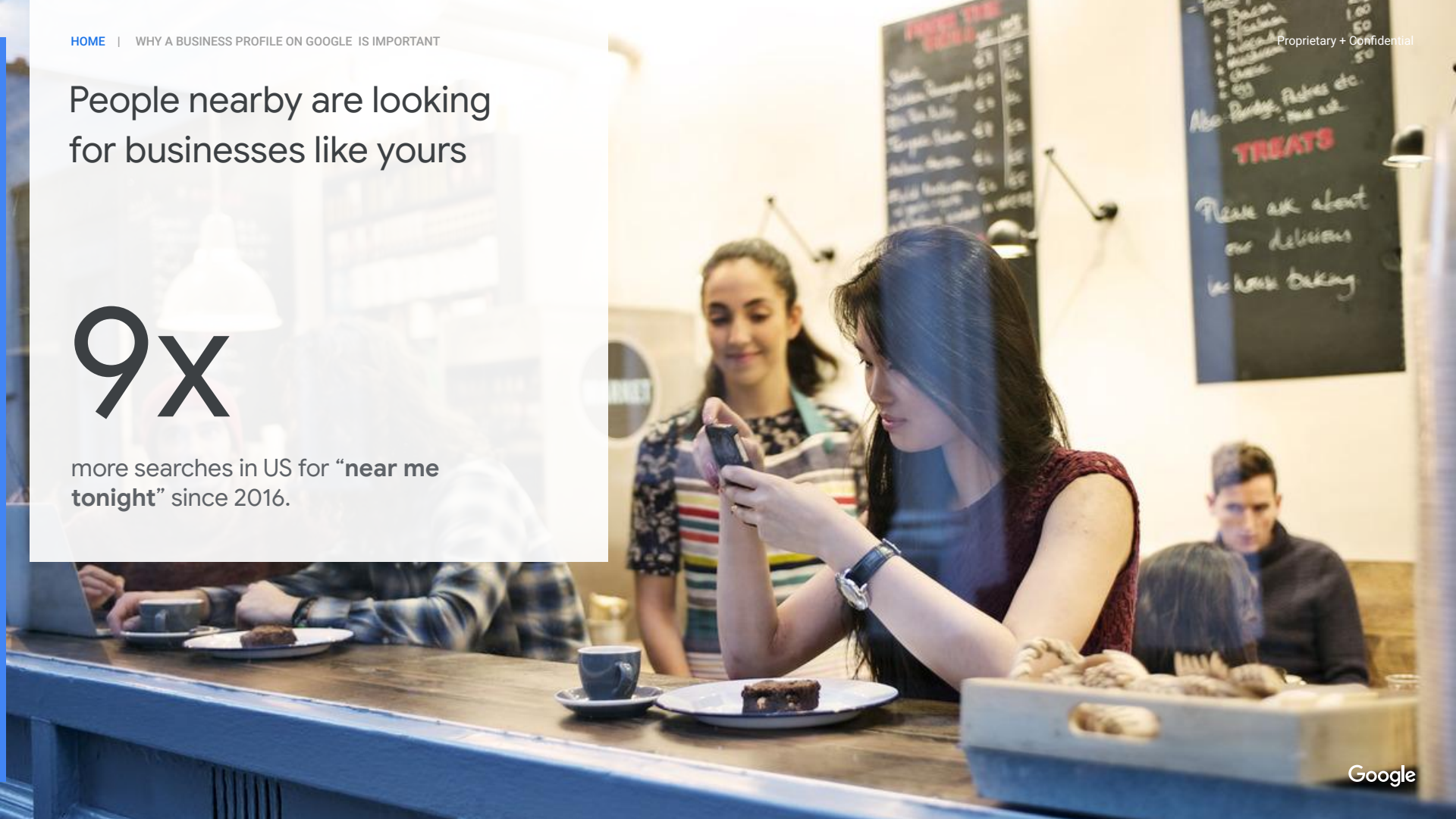
People nearby are looking for businesses like yours



9x

more searches in US for “**near me tonight**” since 2016.

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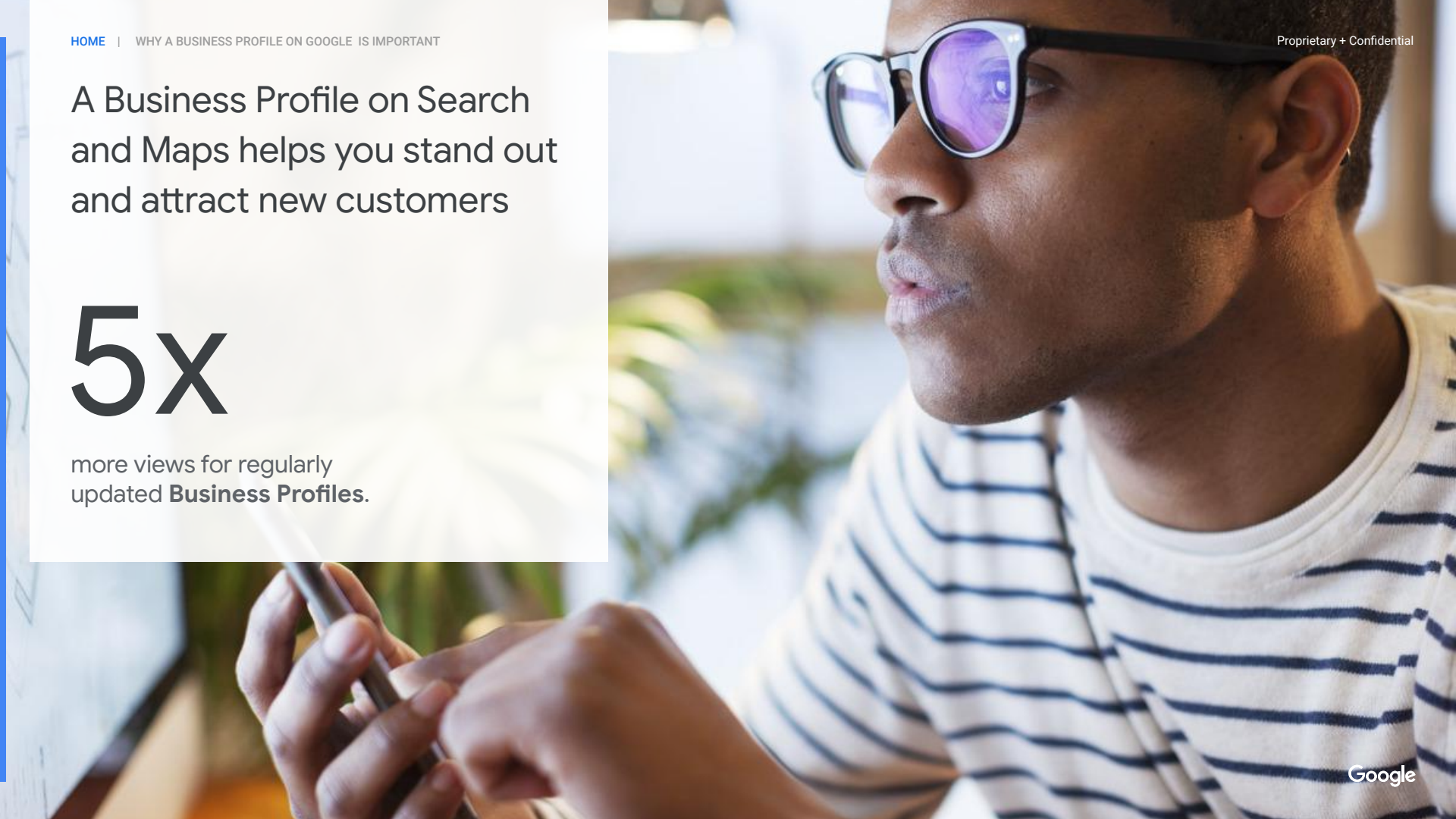
A Business Profile on Search and Maps helps you stand out and attract new customers

5x

more views for regularly updated **Business Profiles**.



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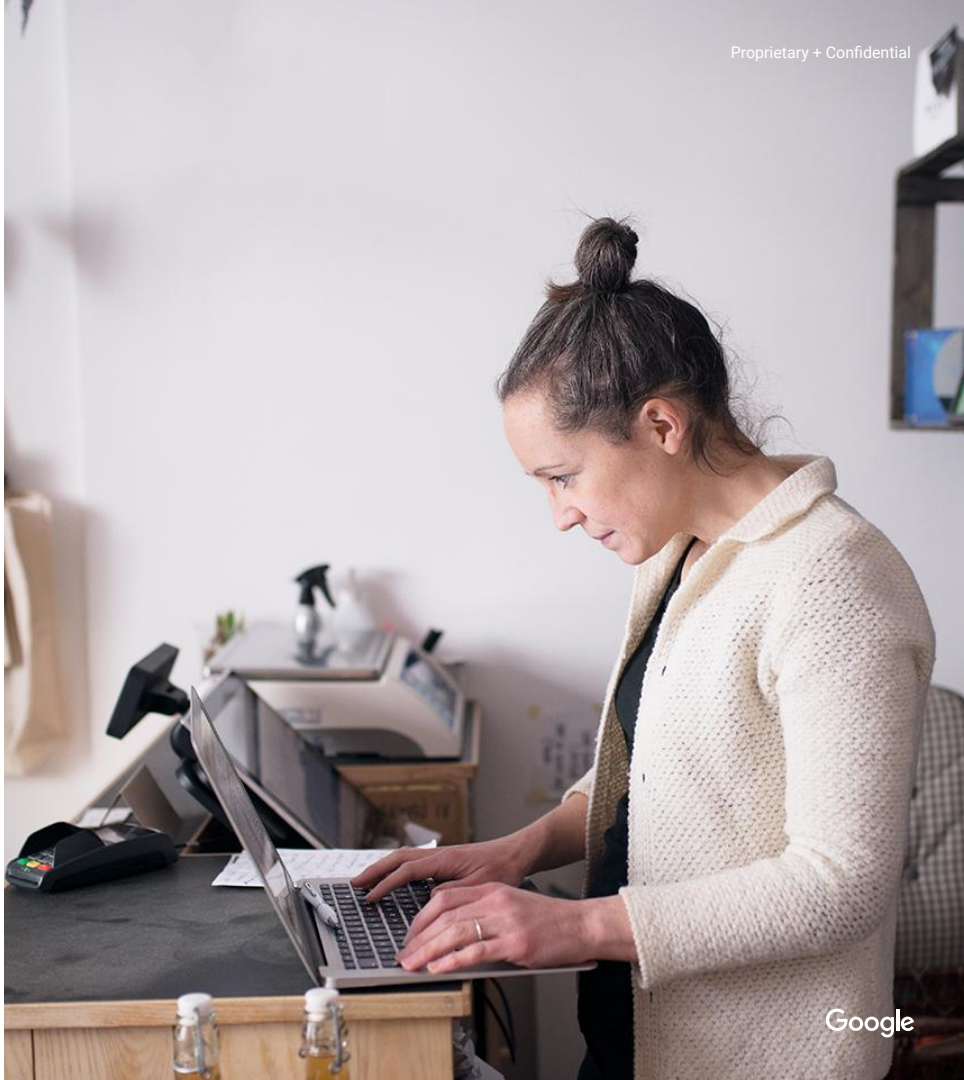
Set up a Business Profile and start connecting with customers

Create a free Business Profile that **puts you in control of what people see when they search for you**. It's about helping you reach customers in the moments that matter, giving them what they're looking for, and attracting more of them.



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How to get started on Google My Business

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Let’s get you set up

Simply **claim** and **verify** your business to start reaping the benefits of a **Business Profile**.

Verification helps ensure the accuracy of your **business information** across Google. Plus, complete profiles are **twice as likely** to be considered reputable by customers.

Get started

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Why it’s important to be active on your Business Profile

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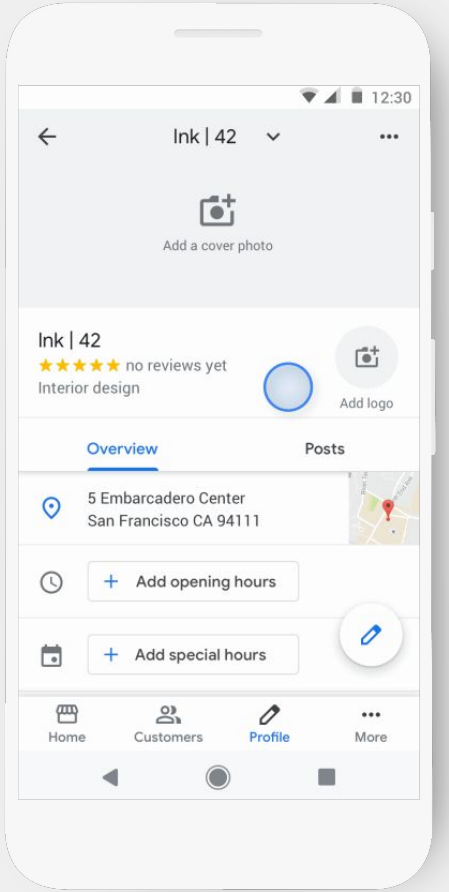
Frequently updated profiles get results

42% more direction requests for businesses with photos

7x more clicks for businesses with complete profiles

96% of customers are more likely to visit a business that displays hours of operation

90% of customers are more likely to visit a business that shows a phone number



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Features to help you stand out

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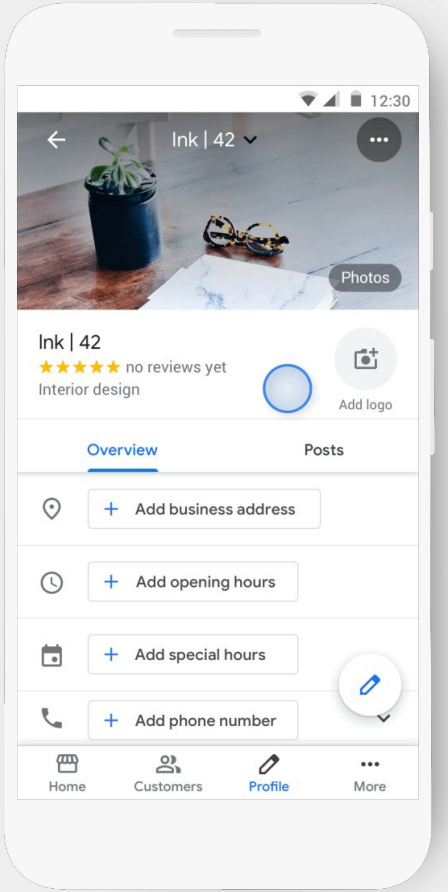
Business Information

By displaying your **business address** or **service area**, **hours**, **contact info**, and **description**, you help customers find you, get in touch, and see what makes you different from the rest.

54%

of customers are looking for your opening hours



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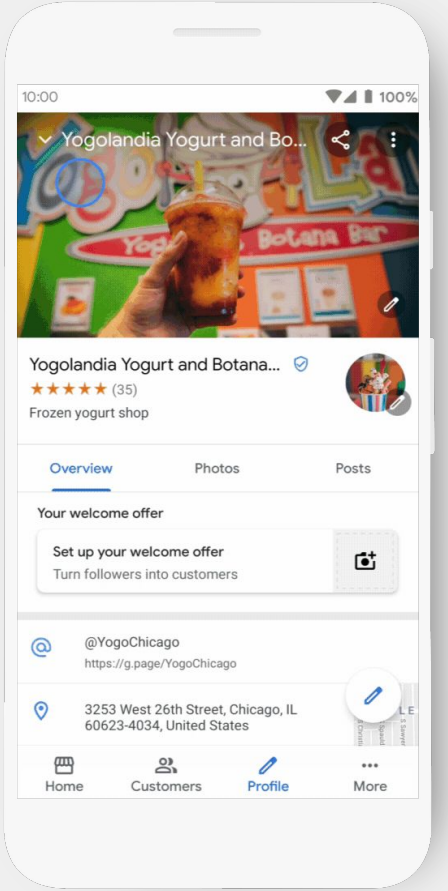
Photos

Bring your business to life, and turn snaps into sales with photos of your products and services.



90%

of people are more likely to visit you if you have photos of your business on Google Search and Maps

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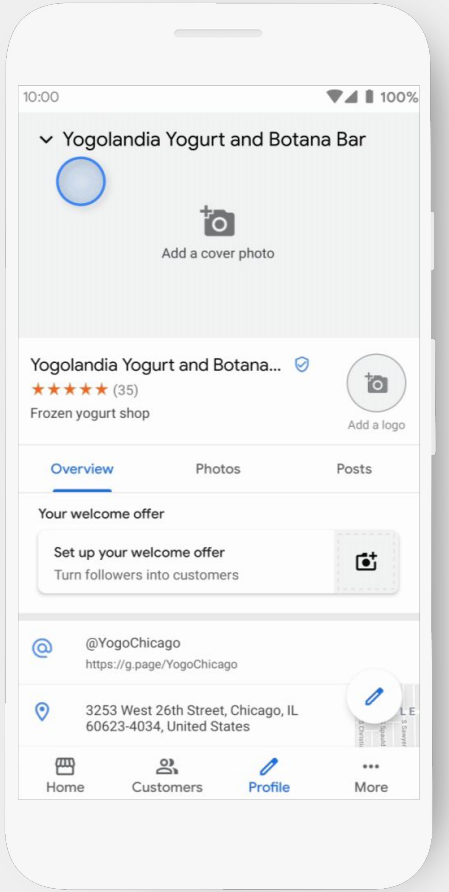
Logo and Cover Photo

Stand out from the rest and create a consistent online presence. **Bring your brand identity to your Business Profile** with your logo and cover photo – whether it's your best-selling product or your storefront.



42%

increase in requests for directions for businesses with photos on their profiles

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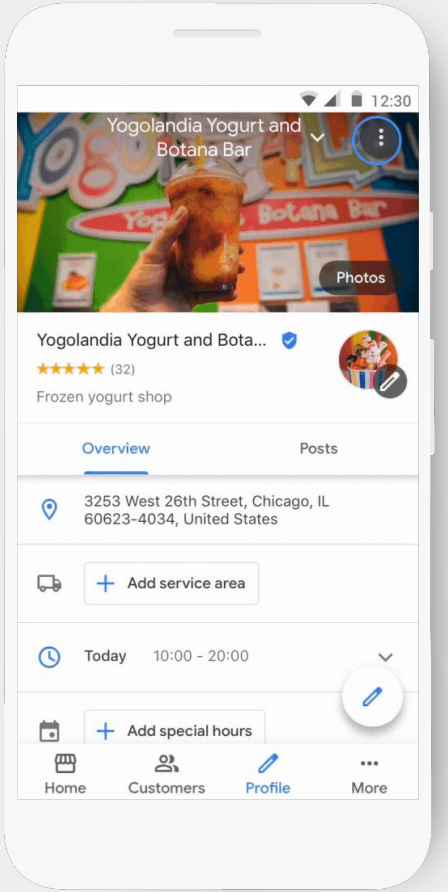
Website

This free, optional website is automatically created from your Business Profile. Customize it to **showcase what makes you unique**, and give customers all the information they need about your business.

70%

of customers are more likely to buy from a business that has a website



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Posts, Product Catalog, and Custom Sections

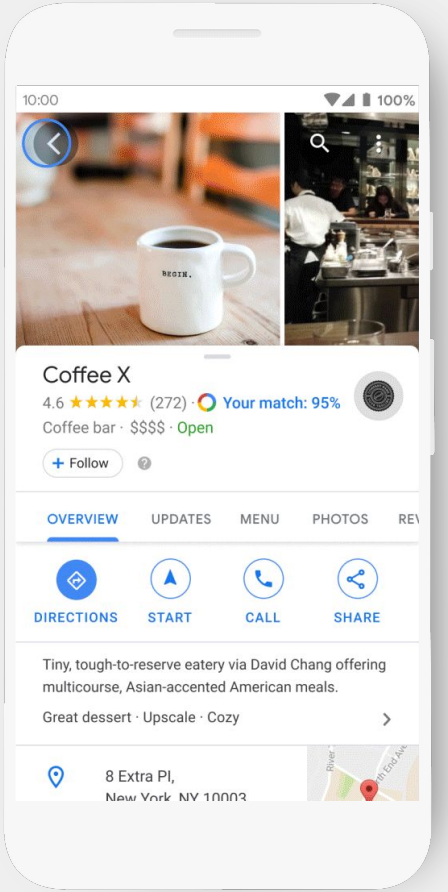
Posts: Share what's in store with Events, get people talking about your Offers, and let them know your latest news with Updates.

Product Catalog: Showcase your products on Search and Maps, so people searching locally can see what you have to offer.

Custom Sections: Your Business Profile is automatically customized to highlight your offers, products, photos, and events, in the order of your choosing.

50%

of customers look for promotions or discounts when searching for a business online



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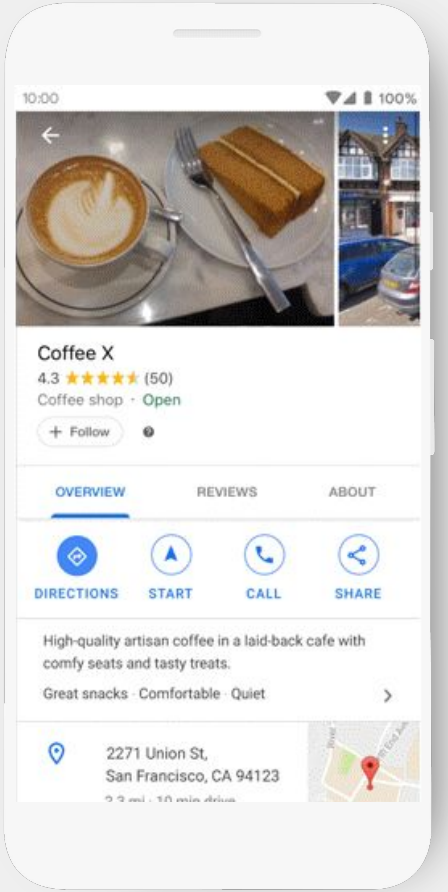
Attributes

Let customers know more about your business, like whether you offer Wi-Fi or outdoor seating, and who's behind the business. **The more details customers have, the more connected they feel.**



29%

of customers are more likely to consider purchasing from businesses with a more detailed profile

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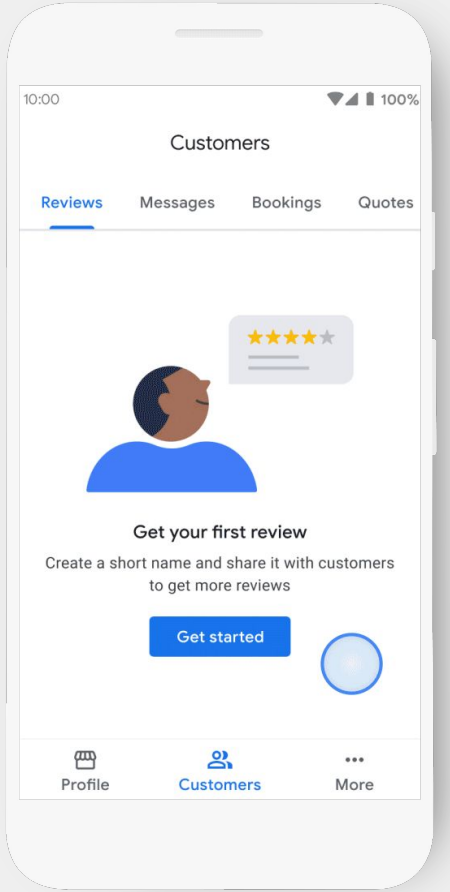
Short Name

Use a short name to make **it easier for people to find and share your profile**. Customers enter the short name URL in the browser's address bar – for example "g.page/shortname" – to go directly to your Business Profile.



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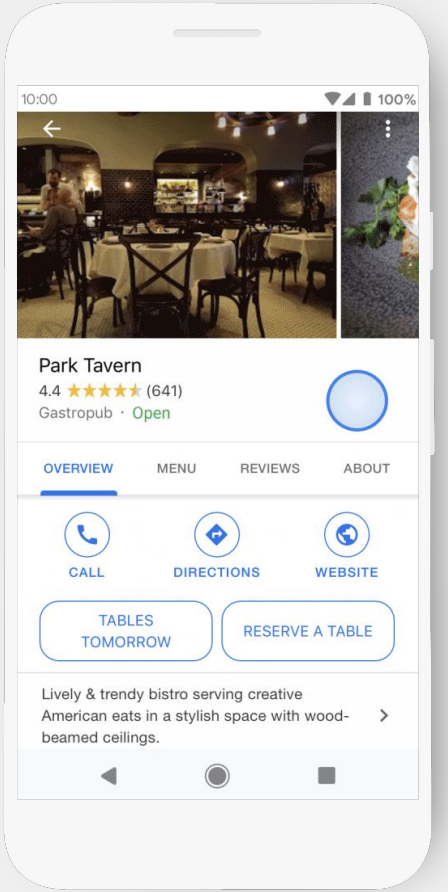
Category-specific Features

Categories are used to **describe your business to customers searching for what you have to offer**. For example, if you're a restaurant owner, you can add menu items directly to your profile.



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Features that make it easy for people to do business with you

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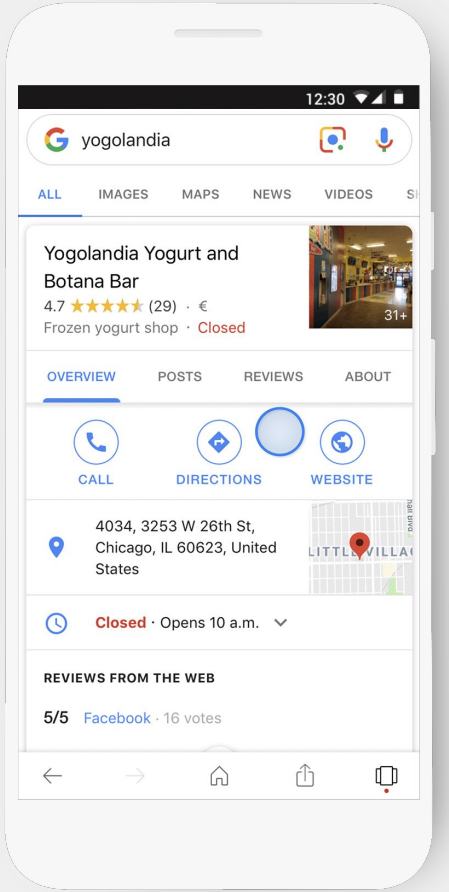
Phone Calls

Give customers a direct line to your business so they can learn more about what you have to offer, ask questions, or place an order.



90%

of people are more likely to interact with you when your phone number is on Google Search and Maps

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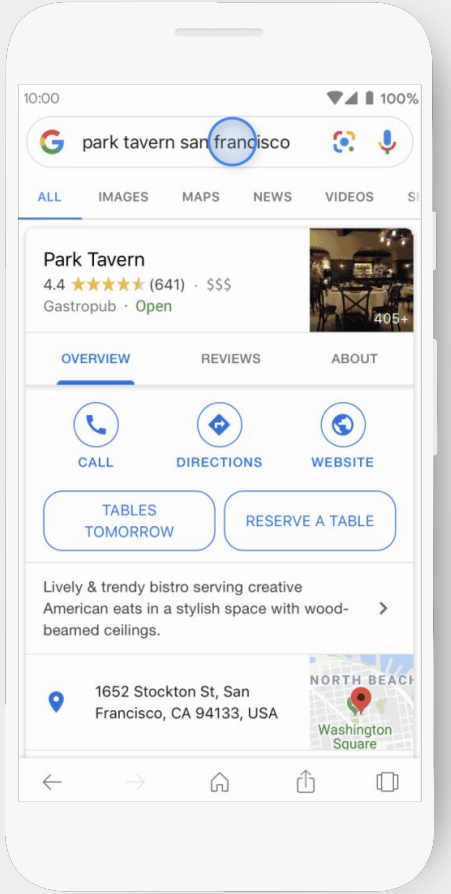
Bookings

People can make reservations, book an appointment, or buy tickets directly from Google Search and Maps. Bookings integrates with booking platforms like OpenTable and MINDBODY, so **all your reservations are in one place**.



50%

of customers want to schedule an appointment when searching for a business online

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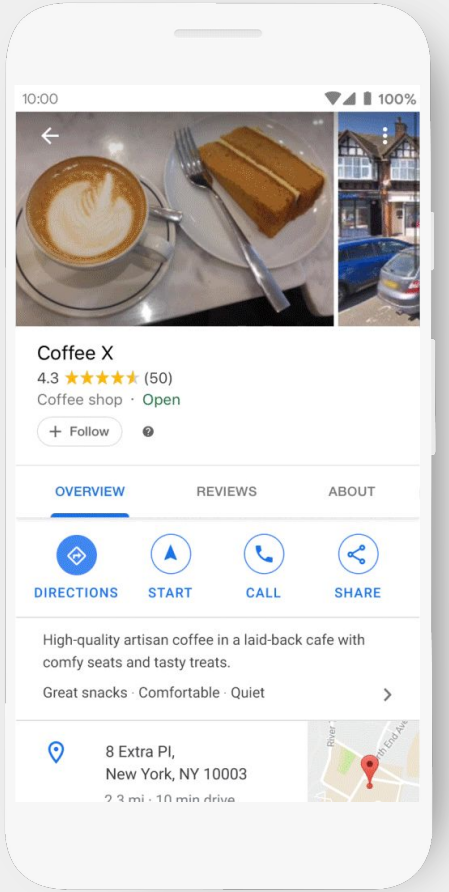
Q&A

Save time by **highlighting frequently asked questions and their answers on your profile**. Customers can also provide answers to queries.



30%

of people searching for your business information want it instantly

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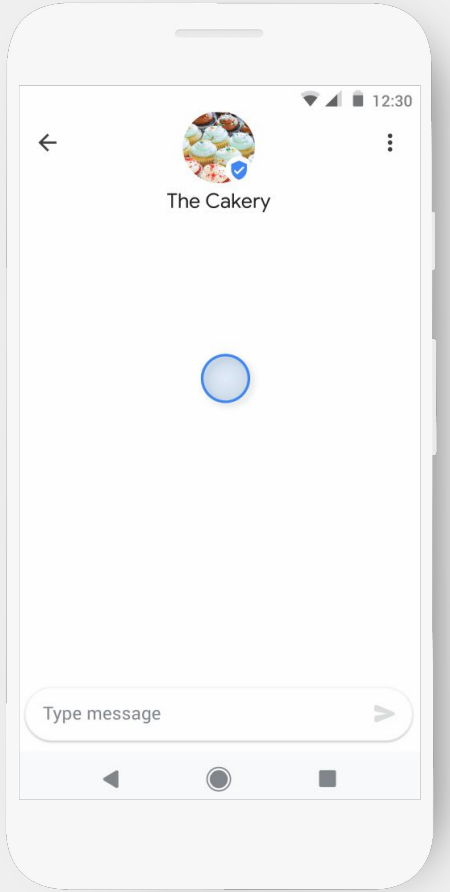
Messaging

Customers can connect with you in the moment through Search and Maps, and **you can reply easily on your mobile device**. Messages can be turned on and off, and you can also add an automated message for customers. This feature is only available on the Google My Business app.



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Features to keep customers coming back

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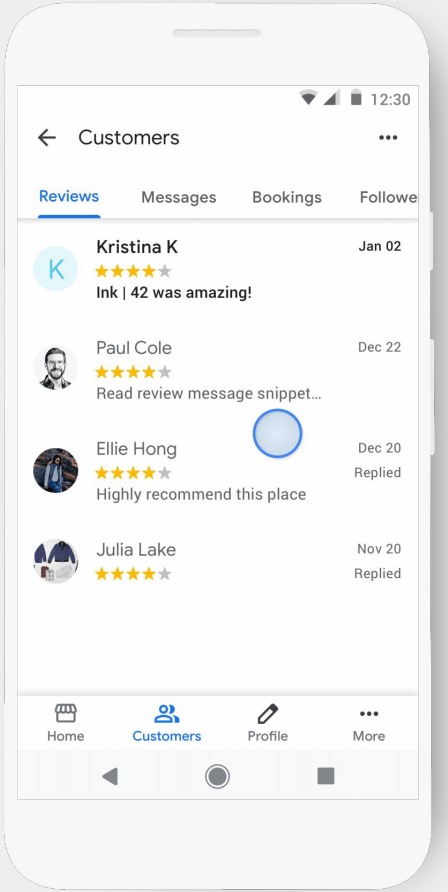
Reviews

Get invaluable feedback while building trust. **Customers can tell you about their experiences, and you can reply** – people will see both when they look at your Google reviews.



66%

of customers say positive reviews help them decide where to shop

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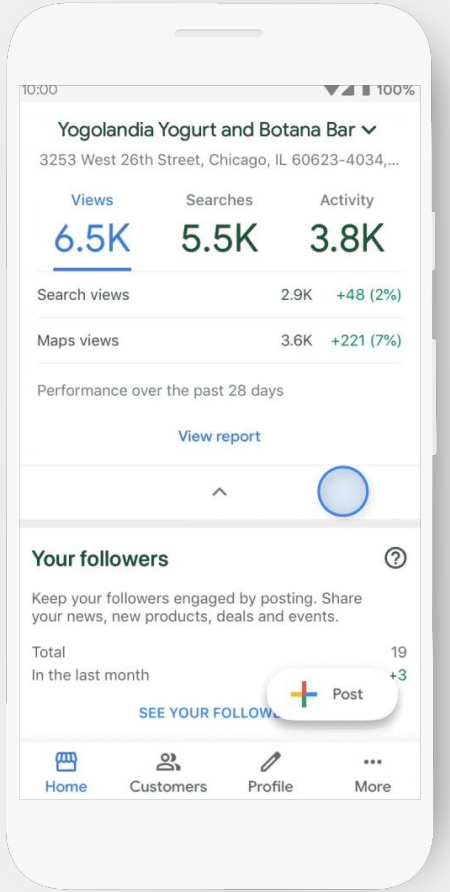
Insights

Insights lets you immediately see how many customers have **viewed your profile** and connected with your business on Google. Get a deeper understanding of how **customers find you** and what **actions** they take afterward.



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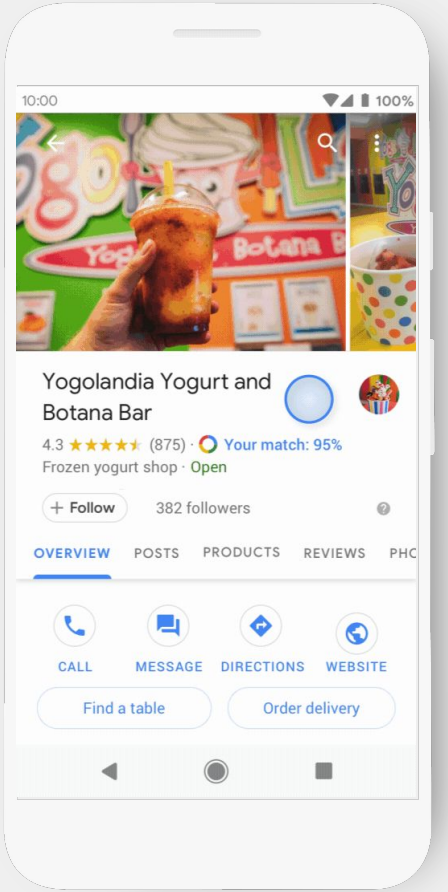
Follow and Welcome Offers

Create a welcome offer and attract more people to your business. When users start following your business, they'll get your exclusive offer. Only customers who click “Follow” can claim your offer.



33%

of customers stay connected to a business through the customer loyalty program

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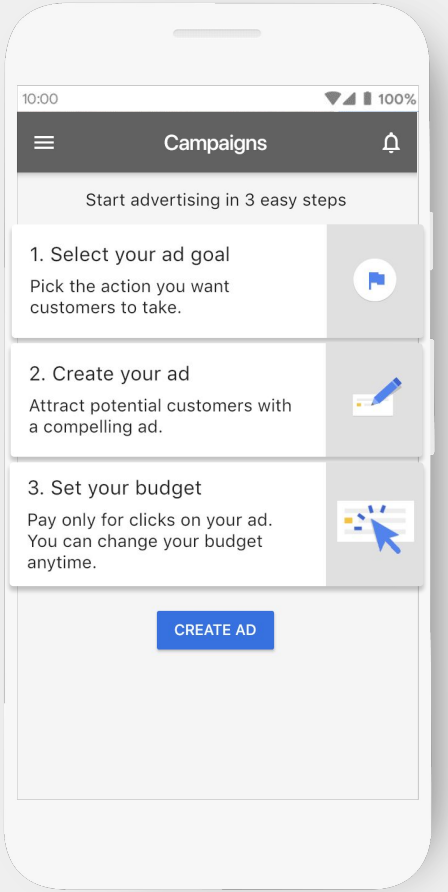
Ads

Google My Business gives you the option to try Google Ads, where **you can boost your reach and find even more customers**. You can launch an Ads campaign straight from Google My Business.



55%

of small businesses say Google is more effective than other online advertising platforms

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The Google My Business app

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Your Business Profile at your fingertips

Access all features, connect with customers, and keep your profile updated on the go.

Instant insights

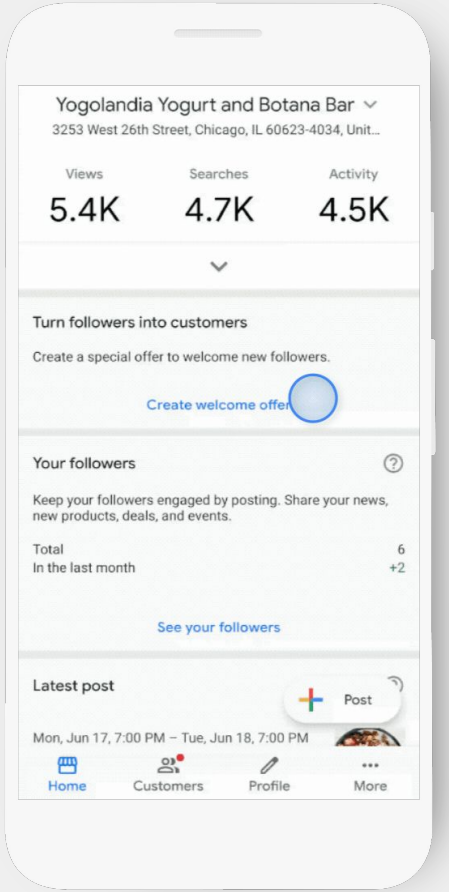
On the **Home** tab you'll see how many people are finding you and taking action.

Speak directly with customers

See your messages, reviews, and who's following you in the **Customers** tab. Messaging is only available in the app.

Updates made easier

Manage your business information on Search and Maps from the **Profile** tab.



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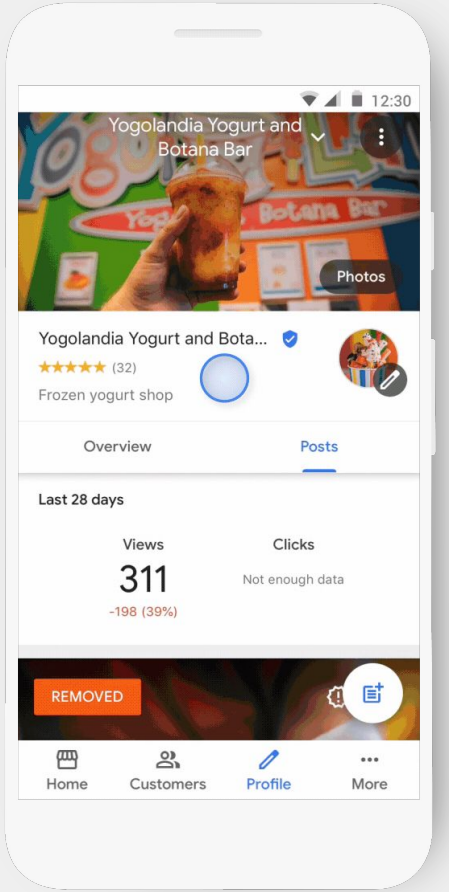
Making it easier to share with customers

Share info in an instant

Simply tap **Post** to upload a photo, create an offer, or share an event.

Reward customers

Treat new **followers** instantly with Welcome Offers – only available in the app.



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Thank you