



5 Benefits of Using Google Business Profile

As a business owner, it's important to gain the trust of your potential customers. Thankfully, you can do this by ensuring your online presence is accurate, informative, and engaging. Having your Google Business Profile (GBP) page optimized on the #1 search engine can lead to increased reviews, more website clicks, and improved reputability with potential customers.



Get Found Online

Directly below paid ads in local searches (eg. restaurants nearby), the Local Three-Pack on Google is displayed. Businesses showing up here receive a 700% boost in potential clicks. An optimized GBP listing will help your visibility and improve local SEO.



Engage With Your Customers

Customer satisfaction is an essential metric. Posts and messaging help customers interact with your business to learn about upcoming sales, events, and promotions. An actively managed listing can receive up to 5x more reviews and increases purchase opportunities by 80%.



Respond Easily

A customer is 50% more likely to purchase from a business that regularly responds to reviews. It's an easy way to show customers that you care about their experiences and feedback.



Know More Information

Your hours, location, and busy times all enhance your customer experience by providing relevant information quickly. When 76% of customers who make a local search visit a business within 24 hours, it's clear that optimizing your listing improves your opportunities.



Gain Insight

Google owns 90% of the mobile search market. Being able to find out how customers are discovering your business through in-depth insights will help improve and target your marketing strategies and lead to better search performance.