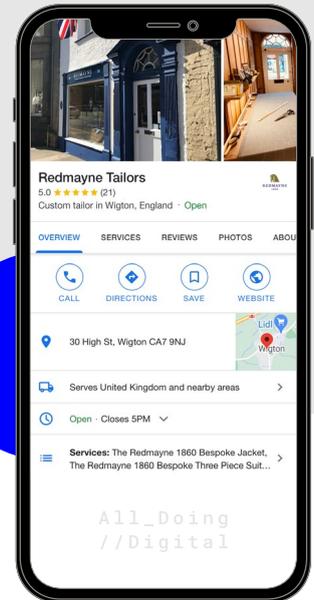


6 reasons why you need a Google Business Profile



All Doing Digital is a programme run by Allerdale to encourage businesses to make more of online opportunities.

1



A **Google My Business** profile is a free listing that is easy to set up and provides details of your business such as location, products, contact numbers, opening times and photos.

2



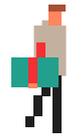
It gives you a prominent listing, regardless of the size of your business, makes it easier for people to find you - **46% of all Google searches are local** - and presents the information immediately.

3



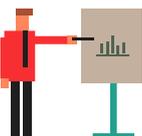
Google My Business offers you credibility, provides a strong online presence even if you don't have a physical store, and allows interaction with customers via reviews and comments.

4



There was a **61% increase** in calls from Google My Business from January 2020 to July 2020. A typical business gets 59 actions from their listing every month, which translates to 5% of views resulting in some sort of action.

5



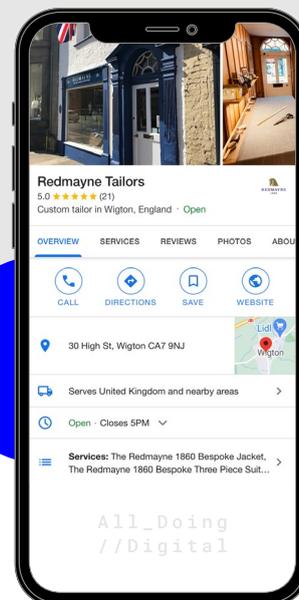
16% of businesses receive more than 100 calls each month from their Google My Business listing and **64% of consumers** have used them to find a local business' address or phone number.

6



Claire Mahon, of **Redmayne 1860** bespoke tailors in Wigan, says: "Lots of people find us through the digital side of things and we have an ad web campaign that we run on Google. It does work for us - it is effective."

Why you should keep your Google listing up to date



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1



Now that you have set up your **Google My Business** page, it is important to keep it up to date with any changes that may be taking place within your business.

2



You can update your opening hours to reflect seasonal changes, your menus and check-in times, and even the photos **highlighting your business**.

3



It's a really **straightforward process** that can be done by simply logging onto your account. However, some changes may require verification and can take a while to update.

4



Being active on Google My Business will **boost your search engine optimisation** score which will push your business higher up the rankings.

5



Wondering how to do that? Ensure all of the information on your listing is accurate, be specific with your business' location, and frequently post to your profile.

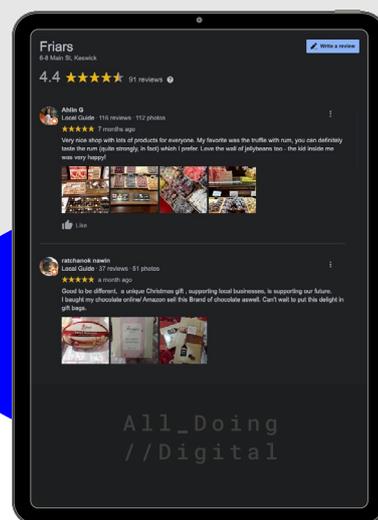
6



According to Google, businesses with photos on their listing are **more likely to receive click-throughs** to their website as well as customers looking for driving directions to their business.



Connect with your customers through Google My Business



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1



Your Google My Business listing can do more than just provide information about your business to potential customers. It can also be a way to interact with them too - and this could **boost your business** up the Google rankings.

2



Prominence is one of the ways in which Google decides whether to recommend your business during searches. By encouraging your clients to leave reviews, you can **climb the ranks**.

3



But, it's not just a one-way street. You can reply to customers who leave you a review to **say thanks** for the kind words.

4



If a customer leaves a negative review, **you should reply quickly**, take responsibility if it is a genuine issue, and resolve their concern as politely as possible.

5



Potential customers can ask you questions relating to your products and services which you can then **publicly answer** for any future customers to see.

6



You can also share updates to your listing, similar to social media platforms, that highlight any events, offers, or general updates you have. This is an equally useful way to **stay connected with potential clients**.

