

google my business website examples

Google My Business Website Examples: Showcasing How Local Businesses Shine Online

google my business website examples offer a fascinating glimpse into how local businesses can effectively establish their online presence with minimal fuss. For many small business owners, creating a full-fledged website from scratch might seem daunting or expensive. This is where Google My Business (GMB) websites come into play, providing a straightforward, free, and user-friendly platform to get online quickly. In this article, we'll explore various google my business website examples that demonstrate the platform's potential and share tips on how to make the most out of it.

What Is a Google My Business Website?

Before diving into specific google my business website examples, it's useful to understand what these websites actually are. When you create a Google My Business listing, Google offers an optional feature to build a simple website using the information from your listing. It automatically pulls your business name, address, phone number, photos, and reviews, creating a basic but functional web page optimized for local search.

These GMB websites are particularly popular among small businesses, freelancers, and local service providers who want to boost their visibility without investing heavily in web development. The result is a mobile-friendly, fast-loading, and easy-to-manage site that integrates seamlessly with your Google listing.

Exploring Real-World Google My Business Website Examples

To truly appreciate the power of Google My Business websites, let's look at some typical examples from different industries. These examples highlight how diverse businesses leverage the platform to attract and engage local customers.

Local Coffee Shops

One common google my business website example is a neighborhood coffee shop. Using GMB's website builder, such a coffee shop can showcase:

- A welcoming hero image of their cozy interior or signature drinks
- Business hours and location with Google Maps integration
- A menu with prices and popular items
- Customer reviews and testimonials
- Contact information and social media links

This simple setup helps potential customers quickly decide to visit. The coffee shop's website also updates automatically if business hours or other details change in the Google listing, ensuring information stays current.

Home Service Providers

Electricians, plumbers, landscapers, and other local service professionals often use Google My Business websites as a digital storefront. For example, a plumber's GMB website might include:

- A brief description of services offered
- Before-and-after photos of recent projects
- Clear calls-to-action like "Request a Quote" or "Call Now"
- Trust signals such as licenses, certifications, and customer ratings
- Easy-to-find contact details and service areas

These elements build credibility and allow customers to connect with the business instantly. Many home service providers find that even a simple GMB website significantly boosts calls and bookings.

Retail Shops

Small retail stores selling everything from handmade crafts to boutique clothing can benefit tremendously from Google My Business websites. A boutique might feature:

- Product highlights or seasonal promotions

- Photos of the store and featured items
- Links to online ordering or reservations if available
- Customer reviews and star ratings
- Store hours and special event announcements

This approach helps brick-and-mortar retailers attract more foot traffic and even generate online inquiries, complementing their physical operations.

Benefits of Using Google My Business Website Examples as Inspiration

Studying various google my business website examples is not just about admiring how others look online; it reveals practical lessons you can apply to your own site.

Quick Setup and Ease of Use

One of the biggest advantages is the simplicity. Google's website builder doesn't require coding knowledge or hiring a designer. This means small business owners can have a live website within minutes, making it ideal for those who want to get started without delay.

SEO and Local Search Optimization

Because the GMB website is directly tied to your Google My Business listing, it's inherently optimized for local SEO. This means your business stands a better chance of appearing in local search results, Google Maps, and the Local Pack, helping you connect with customers in your vicinity.

Cost-Effectiveness

Unlike traditional websites that may incur hosting, design, and maintenance costs, Google's service is completely free. This can be a game-changer for startups or businesses with tight marketing budgets.

Tips to Enhance Your Google My Business Website

Even though Google My Business websites are simple, there are several ways to make them more effective and user-friendly.

Use High-Quality Images

Visual appeal matters. Adding crisp, well-lit photos of your business, products, or services can create a strong first impression. For example, a hair salon's GMB website with vibrant photos of haircuts and styles will likely attract more clients.

Craft Clear and Concise Content

Keep your text straightforward and focused. Highlight what makes your business unique and include essential details like hours of operation and contact info. Avoid jargon and use friendly language that resonates with your local audience.

Leverage Customer Reviews

Displaying positive reviews on your website builds trust. Since your GMB website pulls review data automatically, encourage satisfied customers to leave feedback on your Google listing. This social proof can influence potential buyers.

Update Regularly

Keep your website fresh by updating photos, promotions, events, or business hours as needed. Consistency signals to both Google and customers that your business is active and reliable.

Where Google My Business Websites Fit in a Larger Digital Strategy

While GMB websites are excellent for quick online presence, many businesses eventually want to expand their digital footprint. Here's how GMB websites complement broader marketing efforts.

- **Stepping Stone:** New businesses can start with a GMB website to test their online demand before investing in a full website.
- **Local SEO Booster:** Google My Business websites strengthen local search signals, improving visibility on Google Maps and search results.
- **Mobile-Friendly Touchpoint:** With more users searching on mobile devices, a fast-loading GMB site ensures a smooth experience.
- **Integration:** Businesses with larger websites can link their GMB site or use it as a landing page for local campaigns.

Examples of Standout Google My Business Websites in Action

Although many GMB websites look similar due to the platform's templates, some businesses go the extra mile to stand out.

For instance, a local bakery's GMB website might feature high-resolution images of specialty cakes, a simple but elegant menu, and a prominent "Order Online" button. Another example is a boutique gym that uses its GMB site to share class schedules, trainer bios, and a direct booking link.

These examples show that even within the constraints of the GMB platform, creativity and attention to detail can create a memorable user experience.

Exploring google my business website examples reveals how accessible and effective this tool can be for local businesses aiming to grow their digital presence. Whether you're running a cafe, offering home repairs, or managing a retail shop, leveraging a Google My Business website can be a smart, budget-friendly way to get noticed by nearby customers and expand your reach.

Frequently Asked Questions

What are some effective examples of Google My Business websites?

Effective Google My Business websites often feature clear contact information, customer reviews, business hours, and services offered. Examples include local restaurants showcasing menus and reservation options, or service providers highlighting their specialties and client testimonials.

How can small businesses use Google My Business website examples to improve their online presence?

Small businesses can analyze Google My Business website examples to understand how to structure their own sites, use high-quality images, optimize for local SEO, and include compelling calls to action to attract and engage customers effectively.

Are there any industry-specific Google My Business website examples available?

Yes, many industries have tailored Google My Business website examples, such as salons displaying appointment booking features, retail stores showing product highlights, and medical practices providing service details and patient forms, helping businesses cater to their target audience.

What features should I include in my Google My Business website based on popular examples?

Popular Google My Business website examples include features like easy navigation, Google Maps integration, customer reviews, service or product listings, contact forms, business hours, and mobile-friendly design to enhance user experience and boost local search rankings.

Can I customize my Google My Business website like the examples I see online?

Google My Business websites offer basic customization options such as adding photos, business description, services, and posts. While they are simpler than full websites, studying examples can help you make the most of available features to create an attractive and functional online presence.

Additional Resources

Google My Business Website Examples: A Professional Review of Effective Local Online Presence

google my business website examples serve as valuable reference points for small businesses and local entrepreneurs seeking to establish or enhance their digital footprint. As Google My Business (GMB) evolves beyond a simple listing tool into a platform offering free website creation, examining real-world examples provides insight into how businesses utilize this feature to attract customers, improve local SEO rankings, and present their brand effectively online.

This article explores the nuances of Google My Business website examples, analyzing design strategies, content integrations, and user engagement

features. By delving into a variety of sectors and geographic locations, this review aims to highlight best practices while also considering limitations inherent to GMB websites.

Understanding Google My Business Websites

Google My Business websites are simplified, mobile-friendly web pages automatically generated from a business's GMB profile data. These sites pull key information such as business name, address, hours, photos, and customer reviews, presenting them in a streamlined format intended to boost discoverability in local search results.

Unlike fully customizable websites, GMB websites offer limited design options but compensate with ease of setup and direct integration into Google Search and Maps. This makes them particularly appealing for small businesses lacking technical resources or those seeking a quick online presence upgrade.

Key Features of Google My Business Websites

- **Auto-generated Content:** Business details and photos from the GMB listing populate the website automatically.
- **Mobile Optimization:** Responsive design ensures usability across devices.
- **Simple Editing Tools:** Business owners can add custom text, choose color themes, and select layout styles.
- **Call-to-Action Buttons:** Options like “Call Now,” “Book Online,” or “Get Directions” facilitate customer engagement.
- **SEO Integration:** These websites are indexed by Google, enhancing local SEO by reinforcing business information consistency.

Analyzing Google My Business Website Examples Across Industries

To better understand how GMB websites perform and appear in practice, consider examples from diverse sectors. These illustrate varying approaches to content presentation and highlight how businesses leverage the platform's strengths.

Local Cafés and Restaurants

Many local eateries use Google My Business websites to showcase menus, special offers, and customer reviews. For instance, a neighborhood café might highlight its breakfast specials and provide direct links for reservations or delivery orders. The layout often prioritizes visual appeal, using vibrant photos of dishes to entice visitors.

Pros in this category include quick updates (daily specials, holiday hours), seamless integration with Google Maps for directions, and real-time contact options. However, limitations arise when businesses want to embed complex menus or online ordering systems, as GMB websites currently offer minimal support for such features.

Professional Services: Plumbers, Electricians, and Consultants

Service providers frequently utilize their GMB websites to emphasize trust signals such as certifications, service areas, and customer testimonials. An electrician's GMB site, for example, might present a concise list of services, operating hours, and emergency contact numbers.

These websites benefit from the clarity and simplicity of the GMB platform, helping prospects quickly assess service availability. Yet, the lack of advanced functionality, such as appointment scheduling or detailed case studies, may prompt professionals to maintain separate, dedicated websites for comprehensive client engagement.

Retail and Boutique Stores

Retailers often face the challenge of showcasing product variety on a platform with limited customization. Successful Google My Business website examples in this space focus on highlighting flagship products, store events, and promotions.

A boutique clothing store may feature an image gallery and a call-to-action button directing users to call or visit in-store. While these websites support basic branding, they fall short of providing e-commerce capabilities or detailed product catalogs, which can hinder conversion rates if the business relies heavily on online sales.

Design and Content Strategies in Google My

Business Websites

Despite the template-driven nature of GMB websites, businesses employ various strategies to maximize impact.

Visual Storytelling Through Photos

High-quality images remain the strongest asset within GMB websites. Businesses that invest in professional photography or carefully curate user-generated content benefit from enhanced visitor engagement. Photos of interiors, products, or staff inject personality, making the site feel authentic and inviting.

Concise and Targeted Text

Given the limited space for custom content, concise writing that clearly communicates unique selling points is critical. Effective examples focus on their core offerings, emphasizing what differentiates them from competitors. Incorporating relevant keywords naturally within descriptions also supports local SEO efforts.

Clear Calls to Action

Strategically placed call-to-action buttons drive conversions by simplifying user interactions. Whether prompting a phone call, online booking, or map navigation, these features improve user experience and can directly influence foot traffic or inquiries.

Comparative Advantages and Limitations of Google My Business Websites

While analyzing multiple examples reveals the benefits of GMB websites, it also highlights inherent trade-offs.

Advantages

- **Cost-Effective Online Presence:** Free to create, they eliminate the need for expensive web development.

- **SEO Synergy:** Close integration with Google Search and Maps enhances local search visibility.
- **Speed and Simplicity:** Quick setup allows businesses to establish a presence rapidly.
- **Mobile-First Design:** Automatically responsive, catering to the growing number of mobile users.

Limitations

- **Limited Customization:** Restricted design and layout options may not suit all branding needs.
- **Minimal Functionality:** Lack of e-commerce, blog, or advanced scheduling features limits business scope.
- **Dependence on Google Ecosystem:** Businesses relying solely on GMB websites may face risks if platform policies change.

Optimizing Google My Business Websites for Maximum Impact

Drawing from the reviewed examples, several actionable recommendations emerge for business owners:

1. **Regularly Update Content:** Keep photos, hours, and promotional information current to maintain relevance.
2. **Leverage Customer Reviews:** Showcase positive feedback prominently to build trust.
3. **Use Keywords Strategically:** Incorporate local and industry-specific keywords within descriptions.
4. **Link to Additional Resources:** Where possible, include links to social media profiles or full websites for deeper engagement.
5. **Monitor Analytics:** Use Google's insights to track visitor behavior and refine content accordingly.

The practical examples of Google My Business websites underscore their role as a foundational digital tool, particularly for small and local businesses. While not a replacement for comprehensive websites, they offer an accessible entry point to the online marketplace, supporting discoverability and customer interaction in an increasingly digital-first world.

[Google My Business Website Examples](#)

google my business website examples: Google My Business Laura Maya, 2018-01-23 Learn how to set up, use and get the most out of Google My Business! With Google handling more than two trillion searches a year, and nearly half of those having local intent, it's safe to say that having a local presence for your business is huge. And that all starts with a Google My Business listing. Well, here is an excellent opportunity to harness all the persuasive power of Google My Business Platform, claim your business on Google Maps, building your website's authority and boost your business. Local consumers are increasingly searching online for shops, grocery stores, restaurants, car dealers, realtors and other businesses in their local area. According to Google, four out of five people use search engines to find local information, like a company's business hours, address, phone number, online reviews, busy times and more. Have You Taken a Look at Google's Local Listing Platform? Google's new listing platform "Google My Business" has replaced Google+ Local and Google Places; instead, you will use Google My Business to manage your search, Maps, and Google+ account all from this ONE convenient location. Getting a local business listed on Google My Business (GMB) and other online directories is one of the fastest and easiest ways to get a local business to start showing up for local search results on Google. Before we dive in further, let's take a look at some facts: • 72% of consumers who perform a local search visit a store within 5 miles distance. • 50% of local searches lead to store visits within one day. • 78% of Local mobile searches result in an offline purchase. • 51% of smartphone users have discovered a new company or product when searching from their smartphone. • More Google Searches takes place on mobile devices than on computers in 10 countries including US and Japan. • Businesses with detailed and complete online Google My Business listings are twice as likely to be considered reputable by consumers. • Adding photos to your business listing will drive 42% more requests for driving directions on Google Maps and 35% more clicks to your website. In today's digital marketing and advertising economy, Google is the number one way that your prospects and new customers are going to gather information about your business. In this high-impact Training Guide, we'll walk you through the exact process of making a successful Google My business profile step by step and optimizing it for best performance.

google my business website examples: Local Marketing Bianca Harrington, AI, 2025-03-03 Local Marketing is your essential guide to dominating your local market and boosting business growth. It focuses on leveraging digital strategies and community engagement to attract nearby customers. Learn how optimizing your online presence for local SEO can significantly improve search engine rankings, ensuring your business appears prominently when local customers search for relevant products or services. Discover how hyper-targeted advertising maximizes your ROI by reaching the most relevant potential customers in your specific geographic area. The book explores key areas like local search optimization, community engagement, and targeted advertising, providing a clear roadmap for implementation. Understanding how mobile technology and location-based services have reshaped consumer behavior is crucial, and this book delivers actionable insights. Case studies and data analysis support the argument that a strategically integrated local marketing approach, combining online presence with community involvement, is the most effective path to sustainable growth. Starting with foundational concepts, Local Marketing

progresses through optimizing your online presence, building community relationships, and implementing targeted ad campaigns. You'll learn to integrate these elements into a cohesive plan, measuring success and adapting to market changes. This practical, step-by-step approach sets it apart from purely theoretical marketing guides, offering tools and strategies for immediate application.

google my business website examples: Google My Business 3.0 Training Guide Laura Maya, 2020-08-15 Google My Business (GMB) is an essential tool for businesses today and for the future. Although Google My Business has been around for a long time, it has grown in its importance as more users use search engines to find information about a local business, even more so during the COVID-19 pandemic. Here is an excellent opportunity to learn how to use Google My Business to generate trust with your customers, increase customer expansion for your business, and help companies' cash upon more ROI. Google My Business is a powerful tool that can transform how you drive customers to your local brick and mortar business and further develop trust with new and existing customers. If you have not claimed your business and/or optimized your profile recently on Google, there is no better time than the present. • It has been reported that 46% of all Google searches are looking for local information. Many of those searches result in, "Zero-Click Searches". • Research shows that 92% of online buyers like to compare brands online before buying something. And most of them head to Google Search to find businesses they would like to purchase from. • Additionally, 49% of all Google My Business listings get more than 1000 searches every month, while 96% of the listings are seen 25 times per month, at least. • 56% of the people who see your GMB listing will click through to your website, while another 24% will call your business directly. That is great news for businesses that want to survive and thrive despite the challenging economic conditions. Google My Business 3.0 ! This guide will discuss why your Google My Business listings are important for your local SEO strategy, as well as the process of creating and optimizing your listing and all the answers about utilizing this platform. All in all, it is jam loaded with information on how you can increase your visibility on Google and rank higher and drive more customers to your business. This ebook covers some of the following important features including : • What is the importance and benefits of having a Google My Business Listing in present times? • Important Google My Business Covid-19 Updates – changes done by Google during the pandemic. • AN overview of Latest and awesome new Google My Business Features for your Business • Google My Business Technical Set up Guide covering all How To's – step by step This is a comprehensive ebook on creating a successful and well optimized GMB listing which is crucial to getting in front of your customers before the competition. Google My Business complements your existing website by giving your business a public identity and presence with a listing on Google, the most popular search engine in the world.

google my business website examples: Unlocking Small Business Ideas John W. English, 2023-06-01 An idea is the first step in the process of creating a business. Most ideas, no matter how brilliant they may seem, never actually end up becoming a business. This book explains how to: Look for new small business ideas. Evaluate ideas for their commercial potential. Unlock the strategies that turn an idea into a business. English's focus is on finding the seed of an idea and the process of developing it into a genuine business opportunity. He includes practical diagnostic 'reality checks' developed in his small business workshops. He also includes an analysis of changes in the Australian small business environment as result of Covid-19. This practical volume is ideal for any budding entrepreneur looking for guidance on how to evaluate a business opportunity and build a commercial strategy around it. It will also be an ideal secondary reading for books on entrepreneurship and small business courses.

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from basic keywords to AI-powered understanding. Discover the intricate workings of crawling, indexing, and ranking. Learn about on-page and off-page optimization, user signals, and the impact of personalization. We'll delve into the ethical considerations of bias and fairness. Explore the mobile-first revolution and the importance of user experience. This book isn't just another SEO guide. It offers a unique blend of technical insights, practical strategies, and ethical considerations. Gain a competitive edge by understanding the psychology of search behavior, the nuances of content creation, and the power of backlinks. We'll even explore emerging trends like voice search, AI-powered search, and the future of online privacy. This book is your key to unlocking the secrets of Google's algorithm and achieving search dominance.

google my business website examples: Hands On With Google Data Studio Lee Hurst, 2020-02-05 Learn how to easily transform your data into engaging, interactive visual reports! Data is no longer the sole domain of tech professionals and scientists. Whether in our personal, business, or community lives, data is rapidly increasing in both importance and sheer volume. The ability to visualize all kinds of data is now within reach for anyone with a computer and an internet connection. Google Data Studio, quickly becoming the most popular free tool in data visualization, offers users a flexible, powerful way to transform private and public data into interactive knowledge that can be easily shared and understood. Hands On With Google Data Studio teaches you how to visualize your data today and produce professional quality results quickly and easily. No previous experience is required to get started right away—all you need is this guide, a Gmail account, and a little curiosity to access and visualize data just like large businesses and organizations. Clear, step-by-step instructions help you identify business trends, turn budget data into a report, assess how your websites or business listings are performing, analyze public data, and much more. Practical examples and expert tips are found throughout the text to help you fully understand and apply your new knowledge to a wide array of real-world scenarios. This engaging, reader-friendly guide will enable you to: Use Google Data Studio to access various types of data, from your own personal data to public sources Build your first data set, navigate the Data Studio interface, customize reports, and share your work Learn the fundamentals of data visualization, personal data accessibility, and open data API's Harness the power of publicly accessible data services including Google's recently released Data Set Search Add banners, logos, custom graphics, and color palettes Hands On With Google Data Studio: A Data Citizens Survival Guide is a must-have resource for anyone starting their data visualization journey, from individuals, consultants, and small business owners to large business and organization managers and leaders.

google my business website examples: Google My Business 2.0 Training guide (1, #2) Laura Maya, 2019-04-17 Any business that serves customers locally needs to be on Google My Business (GMB). It offers the greatest impact for brands seeking local exposure. Google My Business is, without a doubt, a market pioneer when it comes to empowering small businesses and enables them to connect with their customers directly. If you think that was impressive, wait until you hear this: 84% of consumers turn to search engines to find out information for a local purchase and much of that information comes from a company's GMB listing. Customers who find a brand through their Google My Business listing are up to 50% more likely to make a purchase. According to Google research data - "businesses which continuously keep updating photos on their listings tend to receive 42% more requests for directions on Google Maps. They also get 35% more clicks through to their websites And despite these advantages, 56% of local stores are yet to claim their local listing on Google. The above trend suggests that more consumers are looking for local businesses. So, if you haven't optimized your business for Google local search, you are failing to take advantage of this significant opportunity. Well, We have put together all the resources you need to tap into this incredible marketing potential. Use this guide to ensure you've completed your Google My Business listing correctly, and optimized all possible facets of the tool to get the most leverage for your business on Google and third-party platforms that use the Google Maps API to generate location information for users. Introducing.... Google My Business 2.0 Training Guide Discover how to master google my business and leverage it to grow your online business brand! Would you like to expand

your local search marketing strategy with a powerful, free marketing tool that has the potential to funnel dozens, if not hundreds, of customers to your website or front doors? Finding a local business that fits your needs is remarkably easy this day and age, thanks to the information provided by Google's free tool: Google My Business (GMB). GMB has proven itself to be an essential tool in local SEO for small and big businesses alike. Perfectly created GMB listings answer the right questions for the overwhelmed customers as they start searching for options. And this is why: 80% of smartphone users are more likely to purchase from companies whose sites/apps help them easily find answers to their questions. A visibly unique and informative GMB listing can draw the attention of a large number of customers towards your website and ultimately increase your brand awareness. So, here we are with our Awesome Google My Business 2.0 training guide which covers: • How to get Started with creating and claiming your GMB account • How can you improving Local SEO and how it affects your Company's GMB Page Rankings • In what ways you can Improve Google Places Page Ranking • What are the important things you might not know about Google My Business categories • How Can Restaurants Use Google My Business For Menu Listing & Local Posts and rank higher in local SEO. And much more!

google my business website examples: Digital Marketing in Business Ms.Smrithi S, Ms.N.Ranjani, In today's technology-driven world, marketing is no longer confined to traditional methods. The digital landscape has transformed the way businesses communicate, engage, and grow. This book, Digital Marketing in Business is written with the objective of making digital marketing understandable and approachable for students, educators, and aspiring professionals in the field of commerce. As an Assistant Professor in Commerce, we have witnessed how crucial it is for today's learners to stay updated with evolving marketing strategies. This book serves as a bridge between traditional marketing concepts and modern digital tools. It begins with the fundamentals covering the definition, objectives, and importance of marketing and progresses into detailed discussions on digital marketing platforms, search engine optimization, web analytics, social media marketing, and customer relationship management. Carefully curated to suit undergraduate and postgraduate commerce syllabi, this book offers a balanced mix of theory and practical insights. It includes easy explanations, relatable examples, and strategic tools like SWOT analysis and digital budgeting to make learning more interactive and meaningful. We hope this book not only enhances the academic knowledge of readers but also encourages them to apply digital strategies in real-world scenarios. It is our humble attempt to contribute to the academic community by simplifying a complex yet essential subject. We express our sincere gratitude to our surrounding for their constant support and motivation. Their encouragement has been instrumental in bringing this work to life. -Ms.Smrithi S, M. Com -Ms.N.Ranjani, M. Com Assistant Professor of Commerce CA Kovai Kalaimagal College of Arts and Science

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google my business website examples: Google My Business 4.0 Training Guide Laura Maya, 2022-02-17 Google My Business, now known as the Google Business Profile enhanced as a free service that helps small businesses manage their online presence. It allows them to create a Google Business profile page, which is a dedicated page for their business on Google Maps , Google search and other google products all together in one place Google, and the pandemic has made GMB into the most important local marketing tool for SMBs and multi-location brands. The search engine has easily retained its position as the most popular search engine in the world, with over 92% of the search market share, and it is only growing. Therefore, it is vital for businesses to optimize their sites for Google search. For all businesses , business profile is an essential part of any business's online presence and is often the first place customers look for up-to-date information about your company. In the age of Covid-19, this is more true than ever, they're going to Google your business's name and check the right-hand panel for the information they need. Creating, authenticating, and correctly optimising your business account is a priceless opportunity, which is why you should make

use of it to the maximum and here with ; Google My Business 4.0.Training Guide this book is the 4th book in a series under the same title,of which we maintain the same will assist every business to enhanced their Google Business Profile In each chapter of the guide, we'll cover a different topic, you should have a foundational understanding of what Google My Business is and how to use it to gain more visibility in local search for your, or your client's business. Using the strategy and information provided in our Mastery Guide, you will master the essentials of claiming and optimizing an effective GMB listing that will get you top rankings. Throughout the guide, keep your eyes peeled for top tips, expert advice, and recommended resources. This course additional some of the recent critical update including : -Latest features and updates to Google My Business -How To Add Keywords To Google My Business Profile? -What are GMB Insights and Analytics and How to use them? -How to create them and tips for creating winning Google My Business Posts - Tips for Practitioner Listings in the profile -What are the big mistakes to avoid with Listings and how to fix them -What is Google Knowledge Panel, how to create it and edit it. - Why are Google Reviews Important, How to Track them, how to respond to them. -Business Case studies And so much more! The events of the past year have catapulted GMB into the digital marketing spotlight. • Every month an average business gets 59 actions from GMB listing & 49% of the business gets 1,000+ views monthly. • Eighty-six percent of people look at the location of a business through Google Maps (Backlinko, 2020). • Businesses enjoyed a 61 percent increase in calls from January to July 2020 thanks to their listing (Small Business Trends, 2020). • More than 5 percent of views on its page result in a conversion (Search Engine Journal, 2019). • Mobile queries centred around “where to buy” and “near me” keywords increased by over 200 percent in the last two years. Amid the Covid-19 pandemic, it's more crucial than ever that you utilize and optimize GMB to display accurate, updated information about your business. Using the strategy and information provided in our Mastery Guide, you will master the essentials of claiming and optimizing an effective GMB listing that will get you top rankings. So, consider getting our comprehensive and up-to-date guide jam loaded with the latest and best-in-the-industry knowledge about GMB.

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behaviour and has a chapter that includes sections covering strategic digital issues such as content marketing, attribution, influencers and digital marketing objectives. Part II replicates the successful structure of the first two editions of the book by having chapters devoted to the key elements of operational digital marketing. Essential updates made necessary by both technology and consumer behaviour are made to all elements, but specifically to programmatic advertising and marketing on social media. There is also the addition of a chapter devoted to e-metrics and online analytics. Online support and subject updates that both complement and enhance each chapter's content can be found on the author's website at AlanCharlesworth.com/DigitalMarketing.

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