

UNLOCKING LOCAL SUCESS

THE POWER OF GOOGLE MY BUSINESS

01

INTRODUCTION TO GOOGLE MY BUSINESS

Fact: GMB is a free tool for businesses to manage their online presence across Google, including Search & Maps.



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IMPACT ON LOCAL SEARCHES

Fact: Over 80% of local searches on mobile lead to a purchase or visit within 24 hours.



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IMPORTANCE OF COMPLETE LISTINGS

Fact: Businesses with complete GMB profiles are 70% more likely to attract location visits.



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UTILIZATION OF GMB LISTINGS

Fact: 56% of local businesses haven't claimed their GMB listing.



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BENEFITS OF PHOTOS IN LISTINGS

Fact: Listings with photos receive 42% more requests for directions and 35% more website clicks.



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SIGNIFICANCE OF ONLINE REVIEWS

Fact: 91% of customers read online reviews, and 84% trust them as much as personal recommendations.



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THE VALUE OF RESPONDING TO REVIEWS

Fact: Businesses responding to reviews earn 35% more revenue.



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GOOGLE MAPS USAGE

Fact: 86% of people use Google Maps to find a business location.



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CLICK-THROUGH RATES

Fact: GMB listings with photos achieve 35% more website clicks than those without.



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PERCEIVED REPUTABILITY

Fact: A complete GMB listing makes businesses 2.7 times more likely to be considered reputable.



GMB'S BUSINESS IMPACT

Fact: Over 150 million businesses registered as of 2019.

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QUICK DECISION MAKING

Fact: Customers typically decide within just 7 seconds after viewing a listing.

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DRIVING DIRECTIONS REQUESTS

Fact: Listings with 3+ photos get 41% more directions requests.

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VISIBILITY IN GOOGLE MAPS

Fact: Visibility on Google Maps makes local searchers 10 times more likely to engage with a business.

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COMPARISON WITH WEBSITES

Fact: GMB listings receive 7 times more clicks than standalone business websites.

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SMARTPHONE USER BEHAVIOR

Fact: 56% of smartphone users find businesses through Google Maps.

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CALLS FROM LISTINGS

Fact: 5+ photos in a listing result in 5 times more calls.

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VIRTUAL TOURS AND ENGAGEMENT

Fact: Listings with a virtual tour get twice as many direction requests.

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ADDRESS VERIFICATION AND TRUST

Fact: Verified addresses double the likelihood of being considered reputable.

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PURCHASE LIKELIHOOD

Fact: Complete listings increase the chance of a purchase by 29%. Additional Suggestions for Your Infographic

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