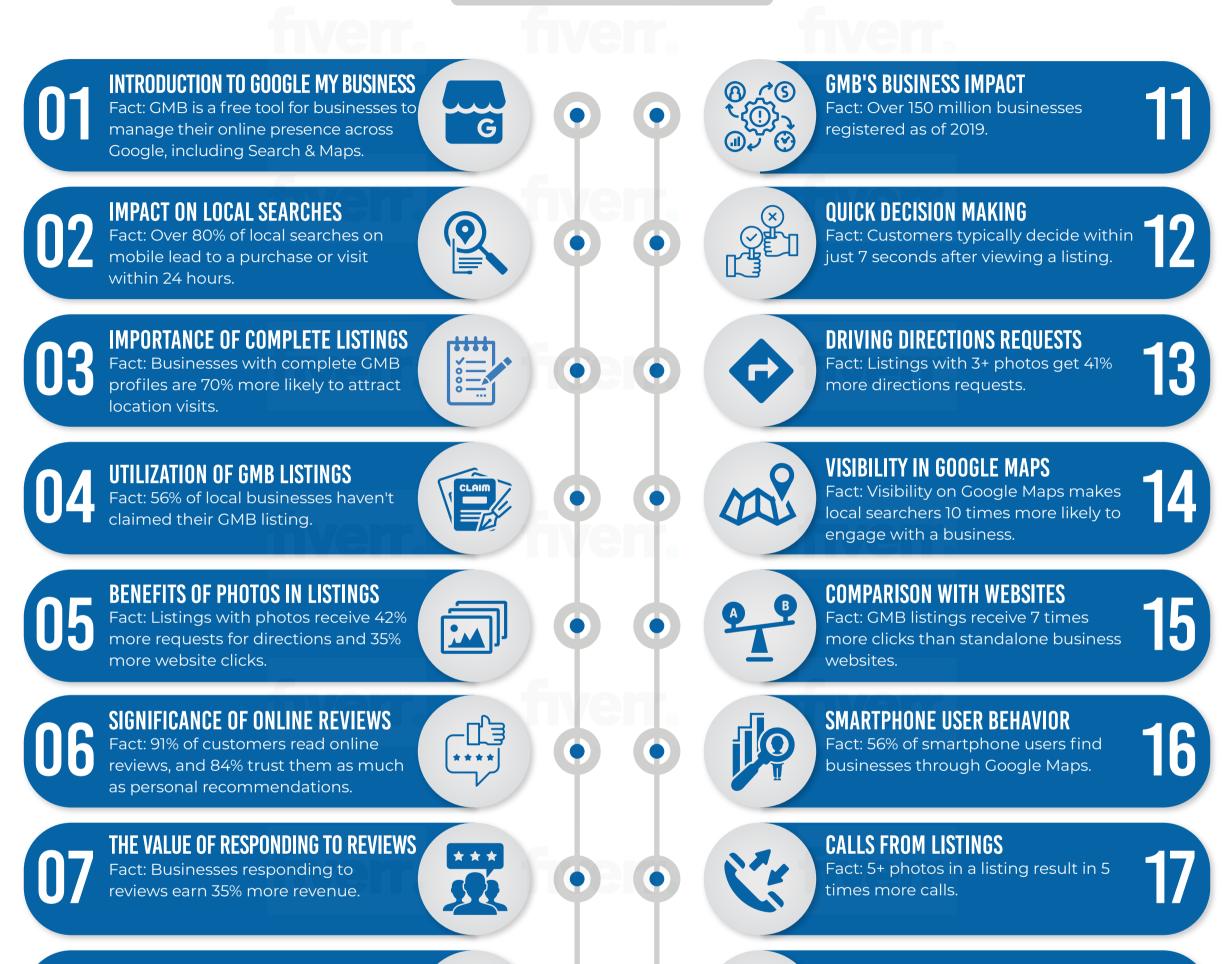
UNLOCKING LOCAL SUCESS THE POWER OF GOOGLE MY BUSINESS



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

VIRTUAL TOURS AND ENGAGEMENT Fact: Listings with a virtual tour get twice as many direction requests.

18

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

%

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

ADDRESS VERIFICATION AND TRUST Fact: Verified addresses double the likelihood of being considered reputable.

\$

19

PURCHASE LIKELIHOOD

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