

Google

My Business



Many small business owners focus on products/services but overlook creating a cohesive brand. Why does it matter? A recognizable brand fosters trust and attracts repeat customers.

MOST ICONIC LOGOS

The top 5 most instantly recognizable logos

Google Business Profile will act as an extension of your brand—customers see it first in search results. Ensure the profile has your logo, brand colors, and a compelling business description that reflects your identity. A visually appealing and complete GBP builds trust and sets expectations



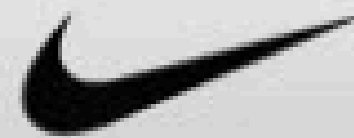
#1
Apple



#2
McDonald's



#3
Coca-Cola



#4
Nike



#5
Starbucks

Creating a **Customer Persona** is important. Businesses often market broadly, hoping to attract everyone. Targeted marketing based on specific customer personas delivers better results

Google Business Profiles Insights provides data on customer actions, such as calls, visits, and location searches, helping refine your understanding of who your customers are and what they need.



Site Notes

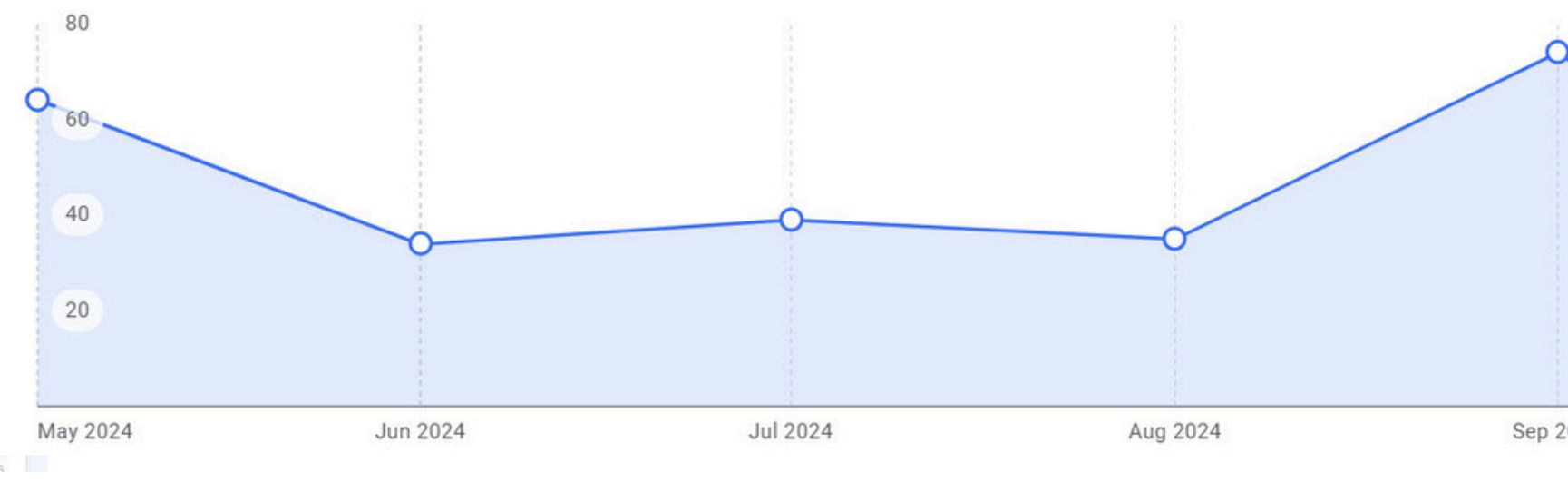
Stats at a Glance

All Time Stats <ul style="list-style-type: none"> Total Page Views: 25,679 Total Sessions: 13,887 Number of Posts: 5 Number of Pages: 8 Number of Comments: 0 	Most Popular Times Top days <table border="1"> <tr> <th>Day</th> <th>Percentage</th> </tr> <tr> <td>Sun</td> <td>15.56% of Views</td> </tr> <tr> <td>Mon</td> <td>15.44% of Views</td> </tr> <tr> <td>Sat</td> <td>14.81% of Views</td> </tr> </table> Top hours <table border="1"> <tr> <th>Hour</th> <th>Percentage</th> </tr> <tr> <td>11 AM</td> <td>7.98% of Views</td> </tr> <tr> <td>12 PM</td> <td>7.08% of Views</td> </tr> <tr> <td>10 AM</td> <td>6.8% of Views</td> </tr> </table>	Day	Percentage	Sun	15.56% of Views	Mon	15.44% of Views	Sat	14.81% of Views	Hour	Percentage	11 AM	7.98% of Views	12 PM	7.08% of Views	10 AM	6.8% of Views	Your Most Popular Page https://www.monsterinsights.com/insight/... Progress: 50% Unlock with MonsterInsights Pro Upgrade Bounce Rate: 63.8% Engaged Sessions: 14,882
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Sessions 279 vs. Previous 30 Days: ↓ 29%	Pageviews 374 vs. Previous 30 Days: ↓ 35%	Avg. Session Duration 16s vs. Previous 30 Days: ↑ 25%	Bounce Rate 63.8% vs. Previous 30 Days: ↓ 1%
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270

Direction requests made from your Business Profile



Website and Google Business profile Insights tell the story

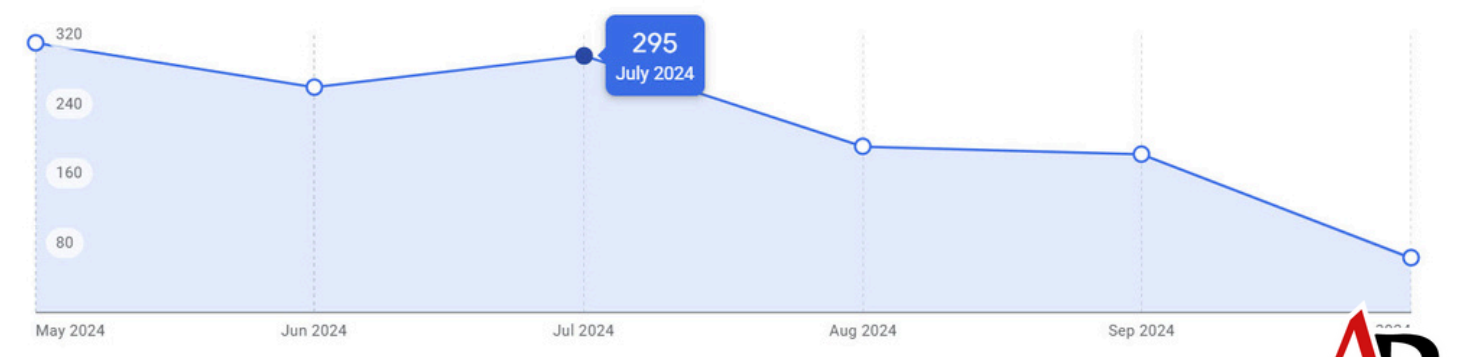
91

Calls made from your Business Profile



1,300

Business Profile interactions



Most small businesses fail to collect and leverage customer data. What do they miss? Many don't capture or analyze customer behavior effectively. Using data helps businesses create targeted campaigns and personalized experiences.

GBP shows search queries that brought customers to your profile and provides analytics on views, clicks, and customer behavior. Use this data to tweak marketing efforts, such as targeted promotions for high-traffic services. Collecting information like email address when writing the order or providing a receipt are important assets for future sales.

Records



Most small businesses do not utilize email marketing consistently if at all. Email campaigns are often sporadic or non-existent. Email is a cost-effective way to nurture leads and drive repeat business.



Link your website or newsletter signup forms in your GBP, directing potential customers to subscribe. You can also use GBP to promote special offers that are reinforced through email campaigns, driving traffic from both channels.

Search Engine Optimization (SEO) Some small businesses neglect their online visibility by not optimizing for search engines. SEO drives organic traffic and ensures potential customers can find you easily. Some SEO is done on your website but today factors like your GBP affect how your website ranks.

How does a GBP Help? A well-optimized GBP boosts local SEO. Use relevant keywords in your business description, services, and posts. Google favors complete, active profiles in search results, especially for local businesses.



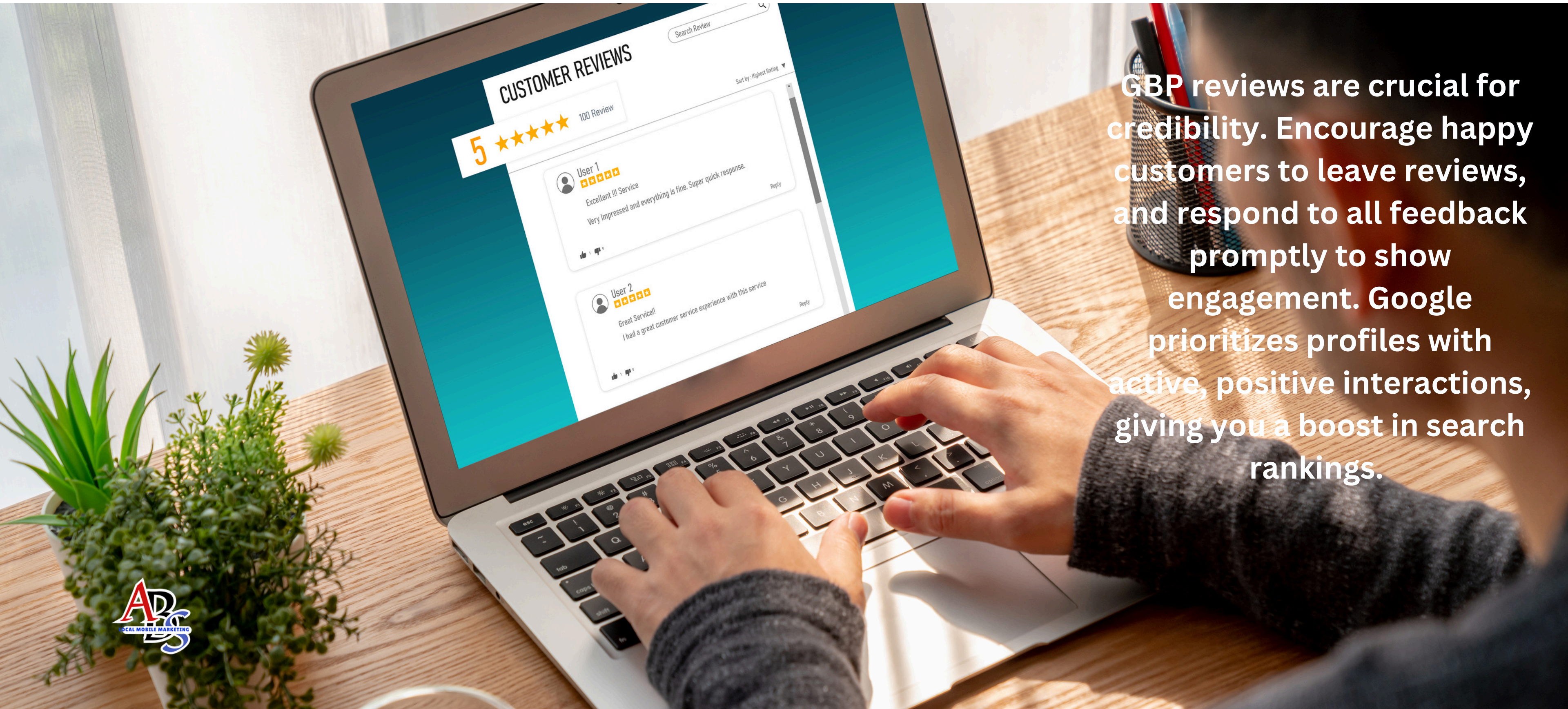
Name

Address

Phone Number



Most small businesses don't leverage user-generated content and reviews. Many fail to encourage customers to leave reviews or don't use testimonials effectively. Positive reviews build trust and influence purchasing decisions.



GBP reviews are crucial for credibility. Encourage happy customers to leave reviews, and respond to all feedback promptly to show engagement. Google prioritizes profiles with active, positive interactions, giving you a boost in search rankings.

Small businesses don't have consistency in social media marketing. Inconsistent posting leads to sporadic engagement. Consistent posting builds brand awareness and keeps your audience engaged.

Use GBP posts to share updates, promotions, and events—these appear directly in search results. Regular updates signal to Google and customers that your business is active and engaged.



Most small businesses don't collaborate or network with other companies and influencers. These businesses operate in isolation instead of leveraging partnerships. Collaborations expose your business to new audiences.



Smart businesses can tag partner businesses in GBP posts or encourage cross-promotions. Listings with reciprocal links or mentions often perform better in local SEO, attracting more traffic from related businesses.

