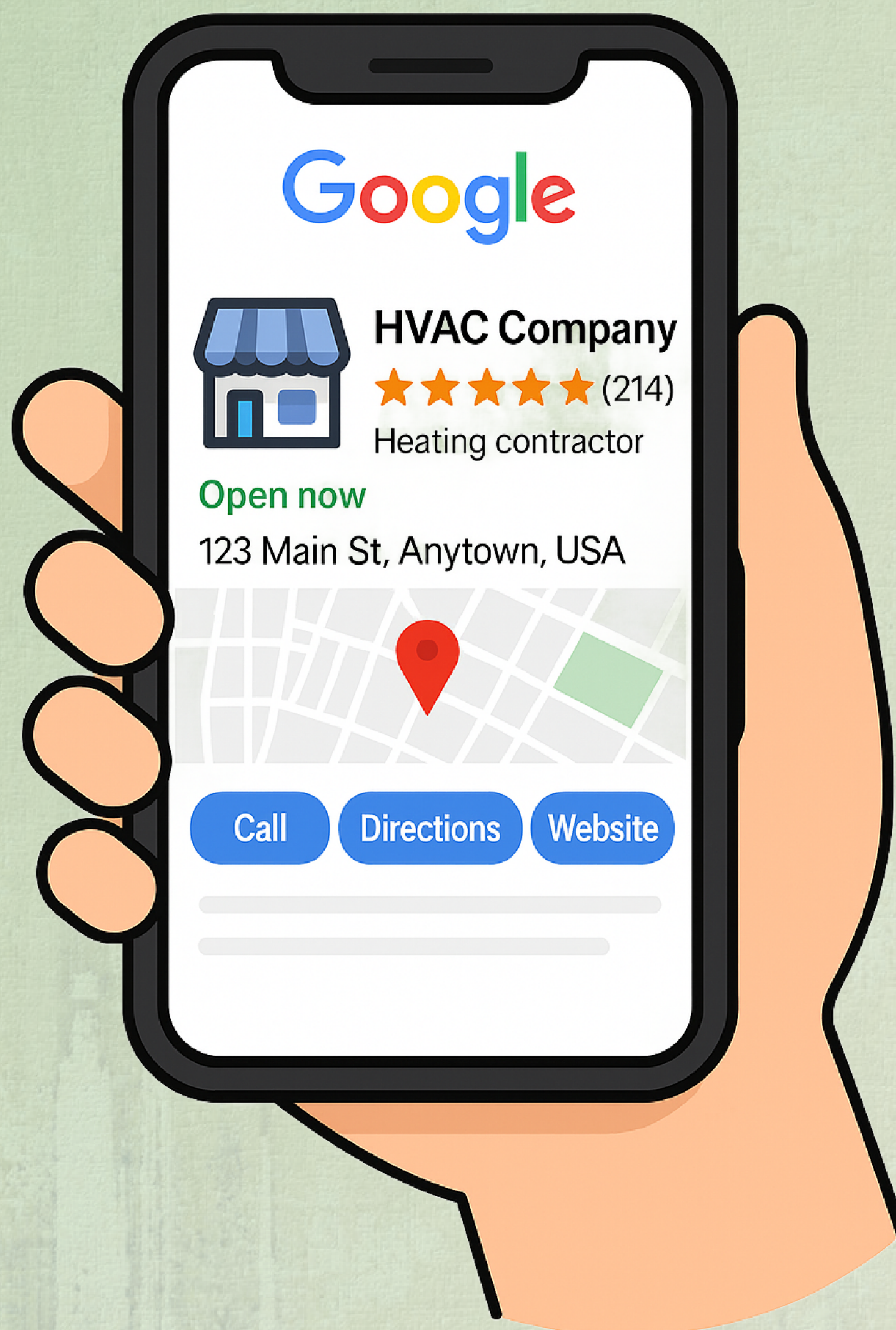


GOOGLE BUSINESS PROFILE YOUR NEW HOME PAGE

**You Need To Start Treating Your Google
Business Profile As Your New Home Page**



FIRST IMPRESSIONS HAPPEN ON GOOGLE

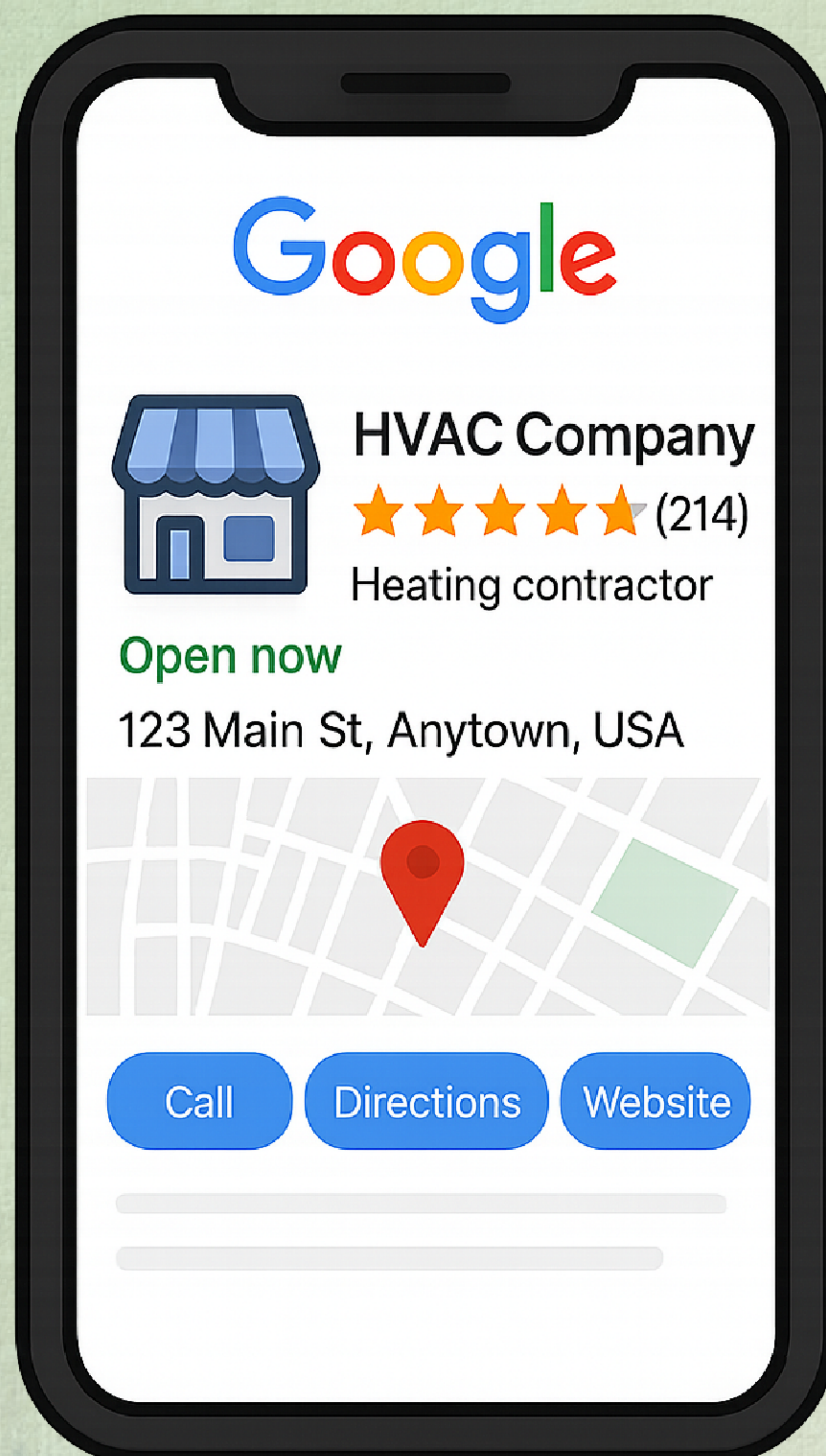
**When someone searches your brand,
the first thing they see is your Google Business Profile
Is Your GBP Optimized?**

Does your Name,
Address, Phone
match what's on
your website?

Are you adding
business updates?

Have you been
adding questions
& answers?

Consider using a Listing Management
Service for managing citations



Are you adding
new photos?

Are you asking for
reviews? Are you
responding to reviews?

Have you added
content about
your Services (or
Products)?

 evereffect™



MOBILE = INSTANT ACTION

One tap to call, get directions, read reviews

Users expect fast info

Not long browsing sessions

87% of consumers use Google to find local businesses

70% of local searchers never click through to your website

that's
crazy

94% of calls to local businesses come from Google Business Profiles

71% of people say that positive GBP reviews made them more likely to use business

What to expect when your GBP is optimized

If you ignore your GBP, you're invisible on local search

66 on average, 66 monthly direction requests are driven by GBP

good
stuff

50 on average, businesses receive around 50 monthly calls from GBP

105 on average, GBP profiles drive 105 monthly website visits



YOUR DIGITAL FRONT DOOR

Keep your Google Business Profile optimized, active and accurate - or risk losing local customers before they ever find you online

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- **Comment**
- **Follow**

