3.5 billion Google searches are conducted every single day.
82% of searchers will use their smartphone to help them make a decision about an in-store purchase.
82% of the local marketing experts say that Google My Business optimization is “very effective” in improving local pack rankings.
68% of local marketing experts believe Google My Business is more important than it was a year ago.
100% of local marketing experts use Google posts, photos, and business descriptions for their local business clients.
Most important tasks:
Growing and Responding to Google reviews
Keeping information up-to-date
Writing Google posts
A free and easy-to-use tool for businesses to manage their online presence across Google, including Search and Maps.

By verifying and editing your business information, you can help customers find you and tell them the story of your business.
Google My Business can increase your chances of showing up in Google’s Local Pack, Local Finder, Google Maps, and organic rankings in general.
Manage information that Google users see when they search for your business, or the products and services.

Interact with customers - Read and respond to reviews and post photos that show off what you do.

View insights on how customers searched for your business, and where those customers are coming from.
Panels appear on the right in the desktop search results. It contains information about a company. Panels also contains hours, questions & answers, posts, reviews and photos.
How Google Determines Local Ranking

Local results are based primarily on relevance, distance, and prominence. These factors are combined to help find the best match for your search.
**Distance**
How far is the search result from the location used in the search?

**Relevance**
How well a local listing matches what someone is searching for.

**Prominence**
How well-known a business is. Links, articles and reviews.
“Near Me” Searches
“Near Me” Searches

"Near me" searches are critical for businesses, since it allows you to reach your intended customers during micro-moments when they most desire your service or product.
Google has reported a 900%+ increase in “near me tonight/today” searches in the past two years.
Semantic Search

Semantic search seeks to improve search accuracy by understanding searcher intent and the contextual meaning of terms as they appear in a search to generate more relevant results.

Google had changed its famous algorithm to focus on the understanding phase of the searches.
Schema Markup

Code placed in website pages to help Search Engines return more informative results.

TYPES
Creative work
Event
Organization
Person
Place
Product
Google is getting greedy with its own search traffic.

They don’t want to send people to your website if they don’t have to.
Zero-Click Searches

Zero-click searches refer to a search result that answers the query right on the search engine results page (SERP) so the user doesn't need to **click** to a website to complete the search.
New Updating Feature

Instead of having to go into your Google My Business console, you can search for your business in Maps or Search and directly edit your profile from there. You must be logged into the Google account for that business, of course.
Google is offering a paid verification service that identifies local businesses who offer quality work and promises to refund unhappy customers. It costs $50/month to upgrade your listing to add the Google Guaranteed Badge.
Make it easy for customers to choose you

Stand out with an upgraded Business Profile and the Google Guaranteed badge. Just **$50/month** for eligible businesses.

[Upgrade profile]

By continuing you agree to the Onboarding terms. They include the use of binding arbitration to resolve disputes rather than jury trials or class actions.
EXTRA! EXTRA!

COVID-19 UPDATE!!!
COVID-19 Updates

Use the new COVID-19 post type to share more detailed and timely updates about what’s going on at your business. You can add information about.
COVID-19 Updates

You can use messaging to provide your customers with the support they need when you’re not reachable by phone or after your business hours.
Google My Business & COVID-19

Post COVID-19 updates

Adjusted Hours of operation
Added “More Hours” for delivery, takeout
Online ordering
Extra services provided to the community
COVID-19 testing facilities
Purchase Gift Cards & make Donations
Google My Business Add-Ons

The Ordering.app will allow customers to order right from your website, Google Search, Google Maps and more.
Google My Business Add-Ons

singleplatform

Publish and manage your menus where consumers are searching for you - your website, Google, Facebook, TripAdvisor, Yelp, OpenTable and many more.
Google Reviews
It takes seven positive experiences to make up for one unresolved bad experience.
Positive reviews send signals to Google that the business is trustworthy and provides a good experience for customers.
Google uses an algorithmic solution designed to de-rank sites that offer poor customer experience.
The Reviews Are In!

• 74% of businesses have at least one review.

• 88% of buyers research products online before making a purchase.

• 86% will hesitate to purchase from a business that has negative reviews.
Complete Transparency

Transparency is a continuous process of learning and improving, turning negative feedback into constructive conversations that build trust and win loyal customers.
Google My Business Insights

Tracks on how customers find your listing on Search and Maps, and what they do after they find it.

The Insights dashboard provides customer engagement data derived from your GMB listing.
Responding to Negative Reviews

• Respond quickly.
• Offer to make it right.
• Be authentic - conversational and honest.
• Take the high road.
• Be sympathetic.
• Think of future customers.
• Contact the customer offline.
BEST PRACTICES
Google My Business

Having a consistent Name/Address/Phone Number (NAP) is very important, because Google places a lot of weight on having that information accurate and correct. Check your listings at Moz Local.
Google My Business

Enter complete data for your listing
Include important keywords
Business operating hours are accurate
Manage and respond to reviews
Monitor insights
Add photos
Google My Business

Businesses that add photos to their listings receive 42% more requests for driving directions on Google Maps and 35% more clicks through to their websites than businesses that don’t.
Final Thoughts

Your free My Business listing gives potential clients easy access to your hours of operation, phone number, website and directions with a click of a button.

Your profile also gives customers an inside look at your business by providing insight into your busiest hours as well as review ratings.
Presentation available:

slideshare.net/hbram/hiali-digital-marketing-presentation