

## PERFORMANCE AND FINAL SUBMISSION PHASE

### MODEL PERFORMING METRICES

#### Create a website using canva

DATE	1 NOV 2023	
NM ID	NM2023TMID05871	
PROJECT NAME	CREATING GOOGLE MY BUSSINESS PROFILE	

When creating a Google My Business profile, it's important to track various performance metrics to ensure that your profile is effective in reaching and engaging with potential customers. While Google My Business (GMB) itself doesn't provide built-in performance metrics, you can use a combination of tools and techniques to measure your profile's success. Here are some key performance metrics to consider:

- 1. Impressions:** This metric indicates how many times your GMB profile has been displayed in Google search results or Google Maps. A higher number of impressions can indicate increased visibility.
- 2. Click-through rate (CTR):** CTR measures the percentage of users who clicked on your GMB profile after seeing it in search results. A higher CTR suggests that your profile is appealing to searchers.
- 3. Calls:** If you've added a phone number to your GMB profile, you can track how many people are calling your business directly from the listing. This can be a valuable metric for businesses that rely on phone inquiries.
- 4. Website visits:** If you've included a link to your website in your GMB profile, monitor the number of visitors coming from your GMB listing to your website. This can help assess the impact on web traffic.
- 5. Direction requests:** GMB can show you how many people have requested directions to your business using Google Maps. This metric is especially relevant for brick-and-mortar businesses.

**6. Reviews and ratings:** Track the number of customer reviews and your average rating. Positive reviews can improve your reputation, while negative reviews may require addressing.

**7. Photos and videos:** Monitor the number of photos and videos uploaded to your GMB profile. Visual content can enhance your listing's appeal.

**8. Questions and answers:** Keep an eye on the questions and answers section of your GMB profile. Engage with customers by providing helpful responses.

**9. Post engagement:** GMB allows you to create posts about your business. Track the engagement metrics for these posts, such as views, clicks, and actions taken.

**10. Google Posts:** Monitor the performance of Google Posts, which are similar to social media posts but appear in your GMB listing.

**11. Insights:** Google provides some basic insights within your GMB dashboard, such as how people find your listing (e.g., through search or maps), where they're located, and more. These insights can help you understand your audience better.

To track these metrics, you can use tools like Google Analytics for website data, call tracking software, and GMB insights. Regularly reviewing and optimizing your GMB profile based on these metrics can help improve your local search presence and attract more customers to your business.