# What is business profile manager?

Google provides tools and services that are related to managing business profiles, particularly on Google My Business. Here's a brief overview of these related services:

**Google My Business (GMB)**: Google My Business is a free tool provided by Google that allows business owners to manage their online presence on Google's search engine and map service. With GMB, you can create and manage your business profile, add information such as your business hours, location, contact details, photos, and customer reviews. You can also use GMB to post updates, respond to customer reviews, and gain insights into how customers interact with your business online.

**Google Ads**: While not a profile management tool, Google Ads allows businesses to create and manage paid advertising campaigns that can appear alongside search results and on other Google platforms. It can help businesses promote their products or services to a wider audience.

**Google Analytics**: Google Analytics is a tool that provides detailed insights into website traffic and user behavior. While not directly a business profile management tool, it can help businesses understand how users are interacting with their websites and online content, which can inform online profile strategies.

**Google Search Console**: Google Search Console allows website owners to monitor how their website is performing in Google search results. It provides information about the visibility of your site on Google and can help you optimize your site's presence.