



# FREELANCING & DIGITAL MARKETING COURSE

## Class # 4: Google Business Profile Overview



*Do it because they said you couldn't.*





# Today's topic!

- Complete Overview about Google Business Profile

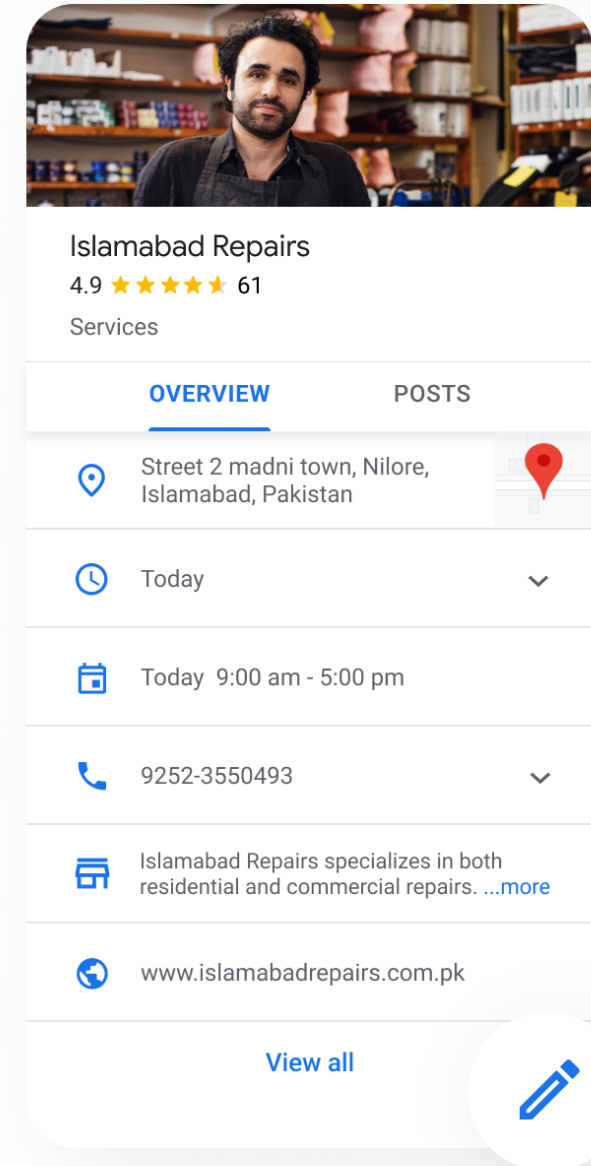




# What is Google Business Profile?

**Google Business Profile (GBP)**, formerly known as **Google My Business**, is a vital tool for businesses to manage their online presence across Google, including Search and Maps.

You can provide information about your business such as contact information, address, reviews, etc. People who like your services can also leave reviews, letting others know how good you are.





# **What Are the Benefits of Google My Business?**

- ⦿ **Online Visibility**
- ⦿ **SEO**
- ⦿ **Brand Information**
- ⦿ **Customer Reviews and Credibility**
- ⦿ **Business Insights**
- ⦿ **Photos And Videos**
- ⦿ **Mobile Accessibility**
- ⦿ **Free Advertising**





# 1. Online Visibility

Having an account on Google allows your brand to be featured on Google Maps and local search results. This increases the chances of your business appearing when someone searches for keywords like "best restaurants near me."

The screenshot shows a Google search for "restaurants near me" in New York, NY. The results are categorized into three main sections:

- Local Pack:** This section displays a map of the area around Piscataway, NJ, with several restaurant locations marked. Below the map, a list of restaurants is shown, including IHOP, Somerset Diner, and Olive Garden Italian Restaurant. Each listing includes a photo, rating, and brief description. A red box highlights the "Olive Garden Italian Restaurant" listing, and a red arrow points to it with the label "Business Information".
- Business Information:** This section provides detailed information about the selected business, including its name, address, phone number, and hours. A red box highlights this section, and a red arrow points to it with the label "Business Information".
- Organic Results:** This section shows search results from other sources, such as TripAdvisor. A red box highlights a TripAdvisor result titled "THE 10 BEST Restaurants in Tinton Falls ...", and a red arrow points to it with the label "Organic Results".



## 2. SEO (Search Engine Optimization)

If your [Google Business Profile](#) is well organized and you have provided every detail needed, it positively impacts your SEO. Better SEO allows your brand to rank higher on Google, increasing traffic on your website.

## 3. Brand Information

Google Business Profile can be a one-stop for all the information someone might need about your brand. You can add details such as your location, contact information, what is your brand about, price range, areas in which you operate, etc.

This will help the users get a better picture of what your brand does and whether it matches their needs or not.



# 4. Customer Reviews and Credibility

One of the most prominent features of Google Business Profile is [customer reviews](#). This feature allows the brands to get feedback from the customer and get better. Customers can share their experiences after getting associated with a brand.

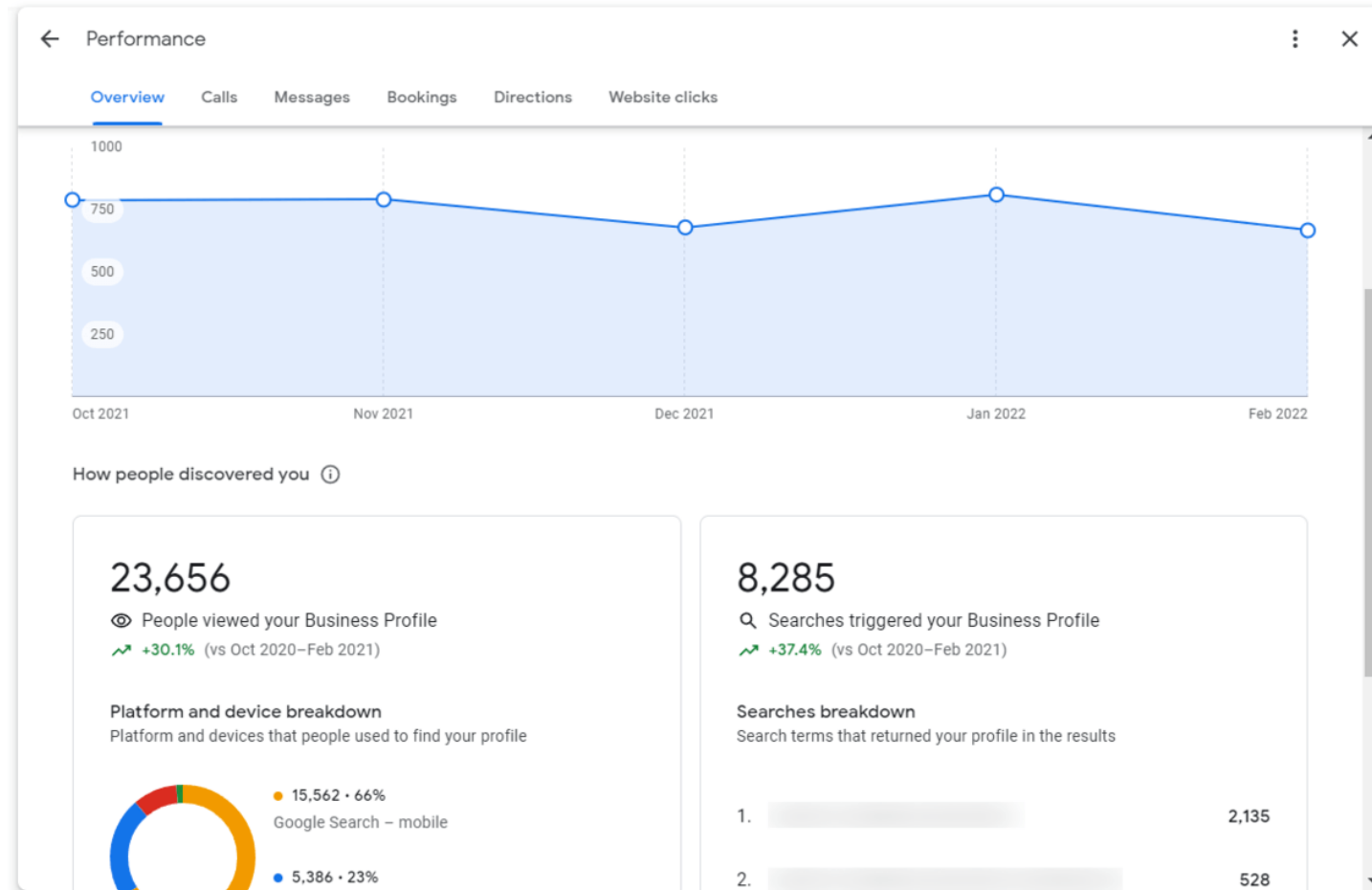
The screenshot displays the 'Reviews' tab of a Google Business Profile. At the top, navigation tabs include Overview, Prices, Reviews (selected), Photos, and About. The first review is from Daniel Henderson, posted a week ago, with a 5/5 star rating. The review text describes a family holiday in Vegas and praises the hotel's quality and attention to detail. Below the text are four photos of the hotel's interior and exterior, with a '+6' icon indicating more photos. A red arrow points from the text 'Customer Reviews' to the 'Read more' link in the review. The second review is from Caleb George, posted 6 days ago, with a 3/5 star rating. The review text mentions a semi-decent hotel for the price but notes a service issue with a leaking shower. Below this review is a response from the owner, dated 5 days ago, which apologizes for the inconvenience and assures the customer that the issue is being addressed.



## 5. Business Insight

Google My Business provides analytics and insights about your brand. You can find out a lot about your brand in terms of visitors, rankings, visibility, etc. The data collected from this insight can be used for future marketing strategies.

The collected data can also help you have a better understanding of people visiting your website. You can make informed decisions based on this data to improve your online presence.







## 6. Photos and Videos

Google Business Profile allows brands to add photos and videos to give the users a better understanding of how it works.

4.7 ★★★★★ (1.1T) · ₹₹₹₹ · Contemporary Louisiana restaurant



 Reserve a table

 Website

 Directions

 Save

 Call

Overview

Menu

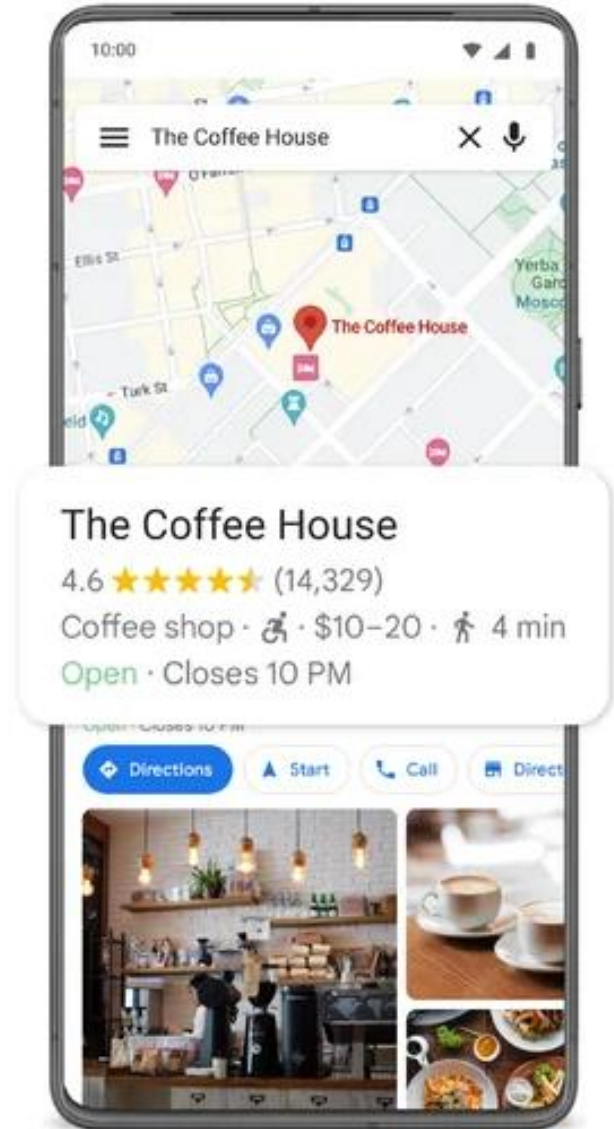
Reviews

New French fare at a smart restaurant in a chandelier-studded 19th-century space.



## 7. Mobile Accessibility

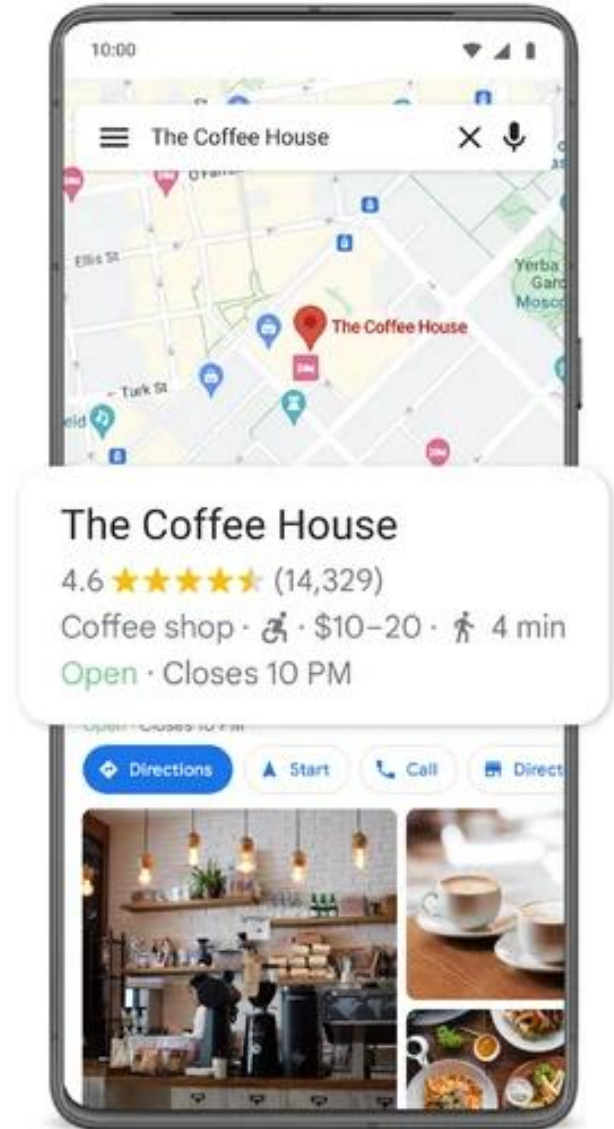
Google completely understands the increasing use of mobile devices and hence allows its business profiles to be accessed from anywhere. This makes it convenient for a user to get all the details they need about your brand to make a decision.





## 8. Free Advertising

Being featured on a search engine that has over 3 billion searches every year has its own perks. Having a well-maintained business profile and good reviews against your brand name can elevate your [brand reputation](#) in front of a large audience. This can exponentially increase your conversion rate and enhance your brand reputation.







# Taj Institute Google Business Profile

