

Google My Business

TOP TIP TUESDAY!



Every business should have a fully completed Google My Business listing.

46% of searches on Google are for local services*. Google includes GMB listings in searches for local services and Google gives a lot of prominence to these listings.

Whatever you may think of Google, what they're very focussed on is delivering high quality local results for the people that are searching (*your potential customers*) and that's what Google My Business is all about.

But the majority of businesses just get a listing and do next to nothing with it – and they pay the price.

When done properly, it can increase your business's visibility and subsequently generate a significant uplift in your web traffic – and it costs you nothing.

But be aware that just because you have a listing, doesn't mean it's "job done". Make sure you have all the important things checked off to keep it optimised and positioning you in the best possible light – because if you don't your competitors just might!

These are the 7 most important sections to get sorted and kept up to date...



Take some time to get your listing up to scratch and you'll see the benefits!

Call David Ruddle on 01323 458133 if you would like to discuss marketing your business with thebestof Eastbourne

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Info & Description – Here you have the chance to tell people what makes you different to your competitors

Photos & Video – Bring your business to life and show your audience your premises, products, and the team

Question & Answers – Help people out and show them you know your stuff by answering their most common questions

Posts, Offers & Events – Generate phone calls, web visits and purchases by highlighting your current offer, promotions and events

Reviews – A real easy way to position yourself away from the competition – Who would you trust more? A business with 0 reviews or one with dozens of reviews?

Messaging & Bookings – Engage and communicate with your customers in real time to reduce the risk of them from talking to a competitor

Insights & Reports – Find out where your customers are coming from, when they call and what images and posts they engage with the most.

Keep on top of these areas and you'll soon start to see an increase in traffic, enquiries and eventually sales.

*Hubspot 2019

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