

Photos & Times

TOP TIP TUESDAY!

Don't Make Things Difficult. We all know how effective Google My Business can be to local businesses like yours.

When utilised properly, it can really help showcase your business effectively and professionally – and we all want to appear professional to our customers right?

There are unfortunately, still many brilliant independent local businesses that are “showing up” on Google My Business in a way that gives a less-than-professional impression to their local community.

And that’s the point of this weeks Tuesday Tip – To make sure you don’t fall into the same trap.

You see, when people find a business on Google the two most common things they look at first are:

1. The photos and
2. The opening times.

Yet so many businesses don’t take the (very small amount of) time to get a dozen or so good photos of things like their offices, the work they’ve done, food they serve, products they produce, the team, their sign-written vans etc and add them to their listing.

The opening times are just as important because people need to know when they can call or visit you. And if they don’t know when that is, then it diminishes their customer experience and therefore their perception of you as a business. This, in-turn, increases the chances of them looking at someone else.

A competitor!
And we don’t want that.

So don’t make things difficult for your customers – showcase yourselves with some good photos and let them know when your open and available to contact.

And both these things are really quick and easy to do and we can even help you get it sorted – properly – so you can show up in the best possible way with Google My Business.

Just give us a call and we’ll help you out.



Call David Ruddle on 01323 406060 if you would like to discuss marketing your business with thebestof Eastbourne

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