



## ARE YOU BEING FOUND BY LOCAL CUSTOMERS?

Have you claimed your free Google Business Profile yet? If not, you could be missing out on appearing in front of potential buyers in your local area.

Google Business Profile (formally Google My Business) should be a key part of your Search Engine Optimisation (SEO) marketing plans to ensure your local audience can find you.

### THE IMPORTANCE OF LOCAL LISTINGS

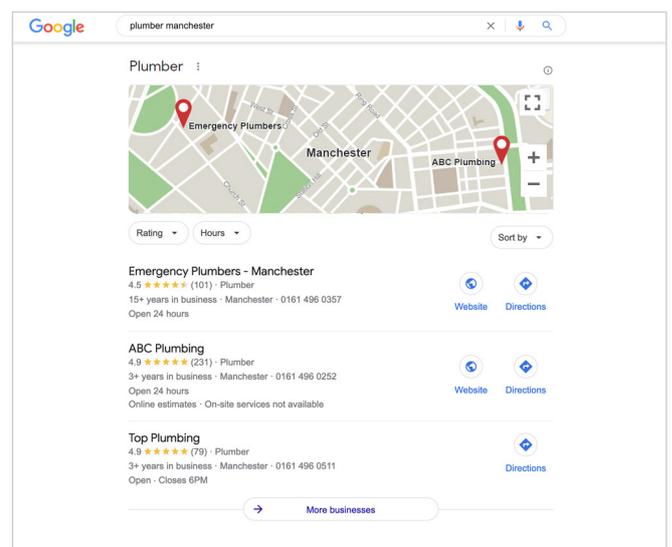
Local listings in Google become relevant when a searcher enters terms such as “law firm Bristol”, “accountant near me”, or sometimes even simple terms like “plumber” or “cafe”.

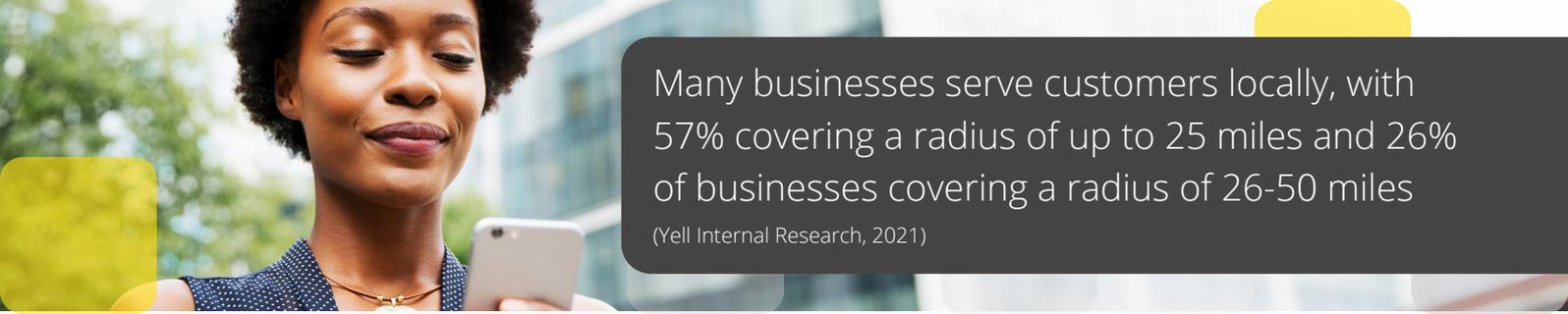
These ‘available near me’ type searches grew globally by more than 100% between 2019 and 2020 (Google 2020), showing an increased demand for people trying to find local businesses.

When someone does one of these searches, Google will usually display a panel at the top of the search results with the local listings on.

The local listings panel consists of a map and a few local businesses that Google deems most relevant. The searcher can then click through to the map to see more results.

Businesses that have a Google Business Profile will appear on the list, and the quality of your profile can often determine how well you rank.





Many businesses serve customers locally, with 57% covering a radius of up to 25 miles and 26% of businesses covering a radius of 26-50 miles (Yell Internal Research, 2021)

# OPTIMISE YOUR PRESENCE

To improve your business's ranking you'll need to claim and update your Google Business Profile. To maximise how often your business is found in local search results, ensure that your business information is accurate, complete and engaging.

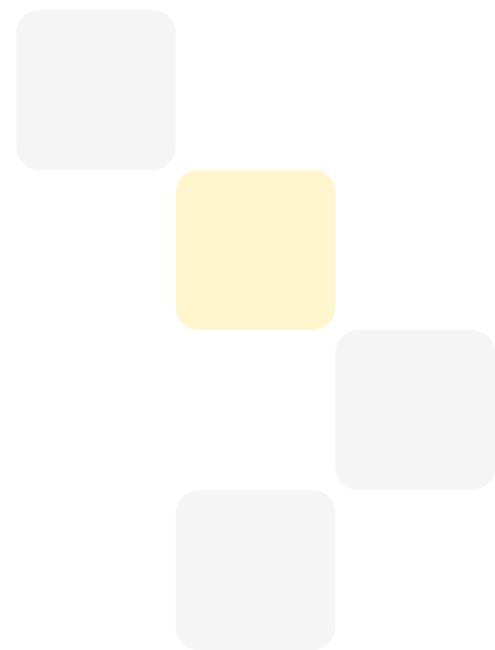
First, you'll need to claim or create your business profile.

To do so, go to: <https://www.google.com/business/>

Once you've set up your profile, you can now edit and update it directly in the search results or via the Profile Manager interface.

The screenshot shows a Google search for "Emergency Plumbers Manchester". The results include a "Your business on Google" section with options to "Edit profile", "Promote", and "Customers". Below this are three cards: "Complete your profile", "Get your first reviews", and "Add update". The main business profile card for "Emergency Plumbers Manchester" is visible, showing a map, a "Website" button, and a "Save" button. It also indicates that the user manages this profile and lists the service area as "Manchester and nearby areas".

The screenshot shows the Google Business Profile Manager interface for "Emergency Plumbers Manchester, UK". The left sidebar contains a navigation menu with options: Home, Posts, Info, Insights (selected), Reviews, Messages, Photos, Products, Services, Website, Users, and Create an ad. The main dashboard features a notification: "Your insights are moving" with a "Learn more" link and a "See new profile performance" button. Below this is a section titled "How customers search for your business" for the period of "1 month". It displays a donut chart showing "All searches" with a total of 21. The chart is divided into two segments: "Direct" (blue) and "Discovery" (green). A legend explains: "Direct: People who find your Business Profile searching for your business name or address" and "Discovery: People who find your Business Profile searching for a category, product, or service".





## ENSURE YOU TAKE SOME TIME TO NURTURE YOUR PROFILE BY DOING THE FOLLOWING:

- Make sure your details are filled out as fully as possible (company details, contact information, opening times, location, what you do, logo).
- Choose the categories that are most relevant to you.
- Ask your customers to write reviews, and respond to any reviews left.
- Add some posts to your profile regularly. Just like social media, you can add posts of your latest offers, company news, coupons, or events.
- Upload photos and videos. This could be of your venue, your team, promotions, or anything you think the audience might like to see about your business.
- Answer any questions people have asked. Google Business Profile allows searchers to ask questions, and you can answer them.
- Set up how people can contact you – you can set up various options such as phone or messaging.

Once you've set your profile up, you'll be able to monitor its performance via the Google Business Profile analytics.

## LET OUR EXPERTS HELP YOU

[Click here for more information](#) or call **0800 777 406** to find out more.

### FIND US ON

