

Google Partners



with Google



Build a local presence

Agenda

- 1 Local landscape
- 2 How Google can help
- 3 Q&A



Local landscape



87%

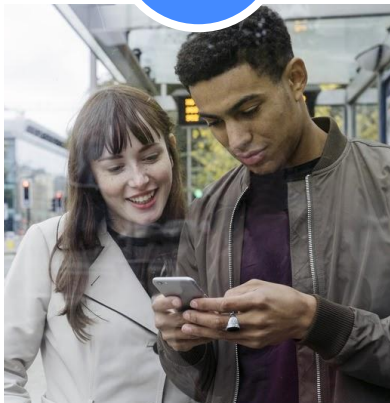
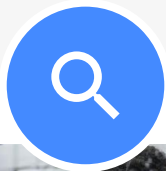
of smartphone owners turn to
search first in a moment of need.¹

30%

of all mobile searches are
related to location.²



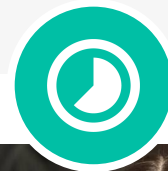
Today's consumer is...



Curious



Demanding



Impatient

Today's consumer
is curious



80%

growth in Mobile searches for
“best” in the past two years.



Today's consumer
is demanding



More than

85%

increase in mobile searches
for “where to buy (product)”



Today's consumer
is impatient



3x

increase in 'open now'
searches.



Google Partners

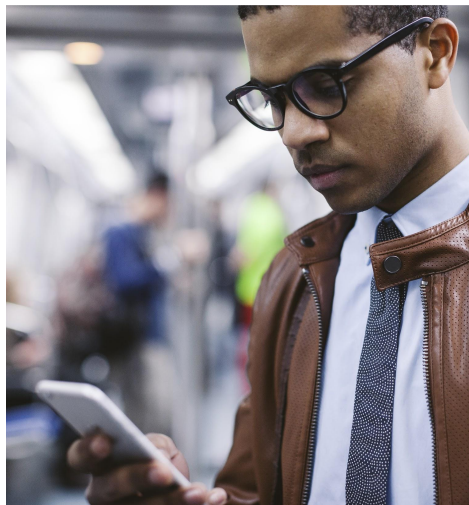


with Google

How Google can help

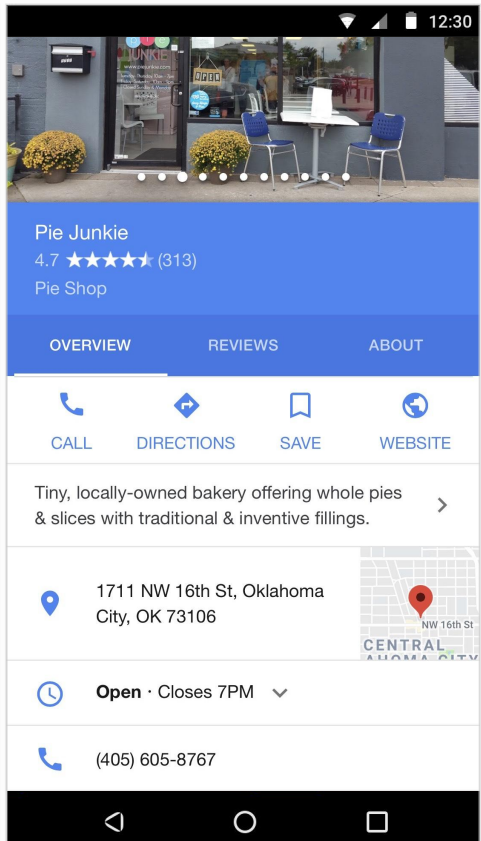
Be found across all devices

Google



Attract local customers with Google My Business

3 out of 4 online customers
use a search engine
to find a business



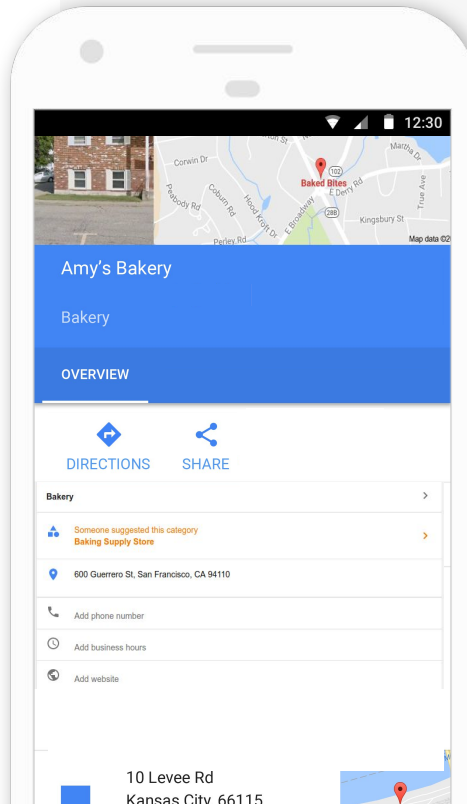
Complete listings drive direct connections

2.7x more likely to be considered reputable¹

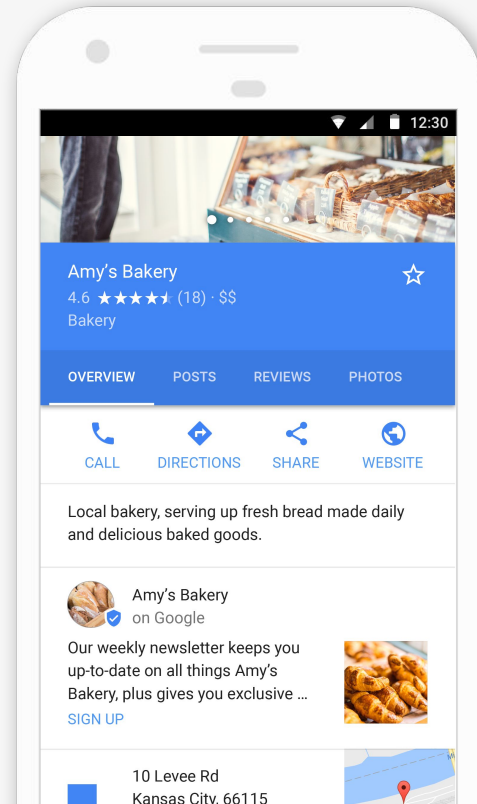
70% more likely to attract location visits¹

50% more likely to lead to a purchase¹

Empty listing



Complete listing



Google My Business features help you...

1

Stand out on Google by
sharing fresh content

2

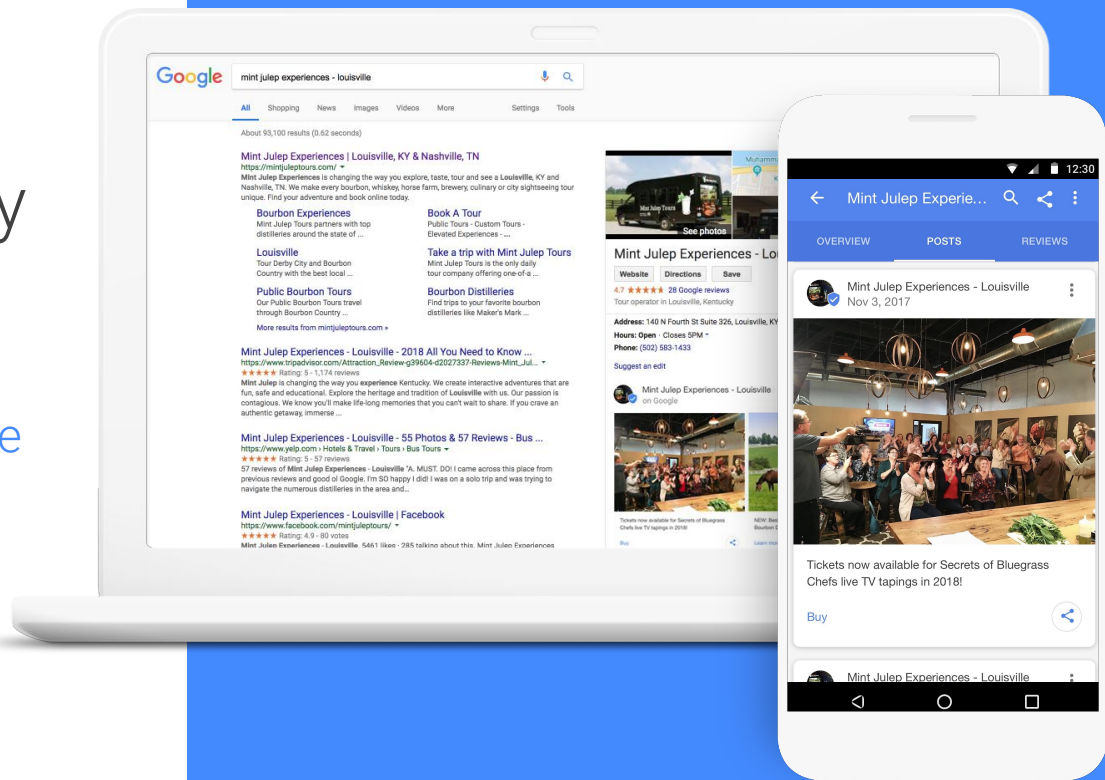
Engage with local
customers

3

Discover new local
customers

Stand out on Google by sharing fresh content

Make it count every time someone finds you on Search and Maps.



STAND OUT ON GOOGLE BY SHARING FRESH CONTENT

Use posts to tell customers what's new



Post updates directly to your business listing.

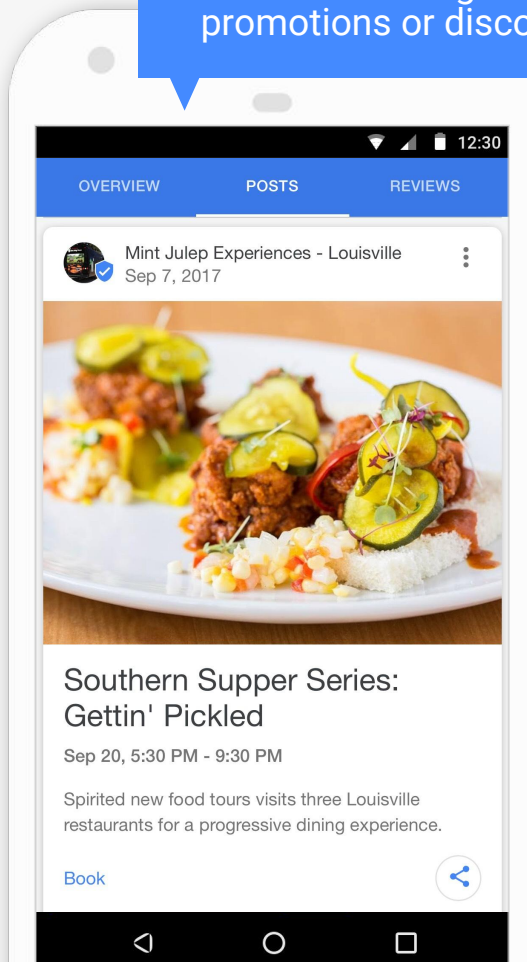


Share special offers and promotions with potential customers.



Source: Google internal data, April 2017

50% looking for promotions or discounts



STAND OUT ON GOOGLE BY SHARING FRESH CONTENT

Posts can help your business in many ways



Announcements



Events



Products

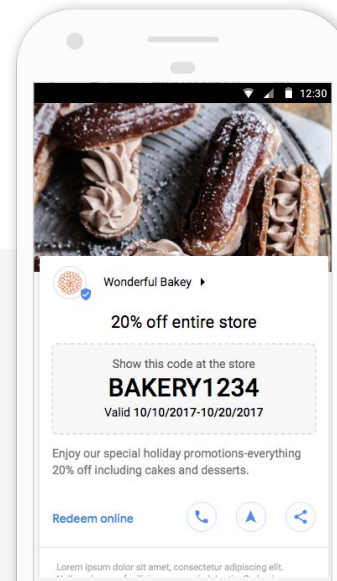
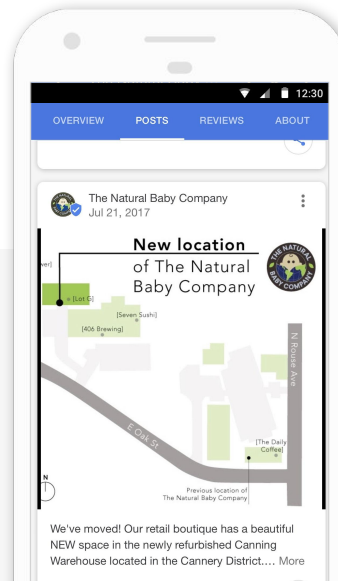
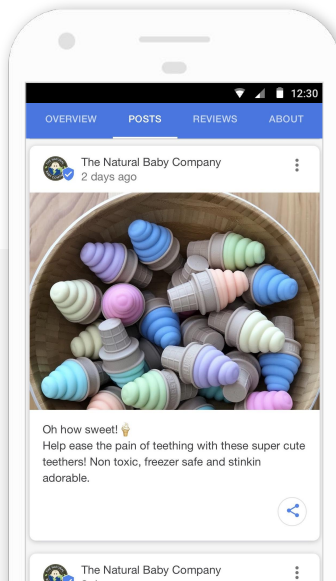
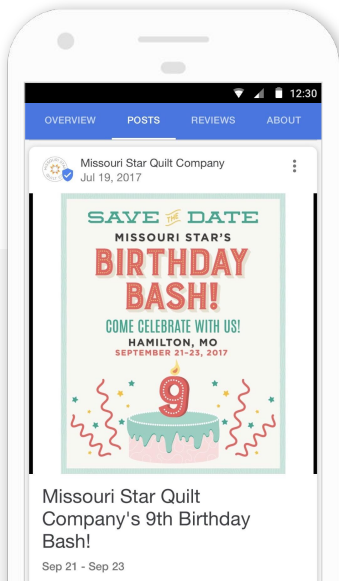
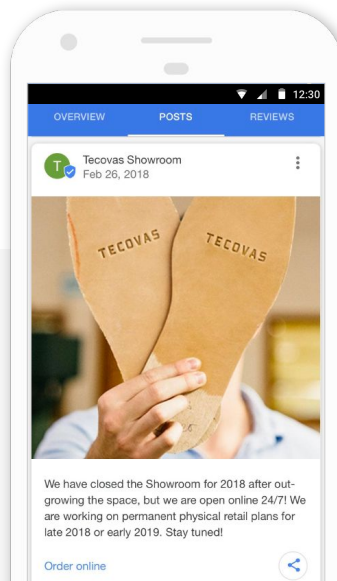


Business info



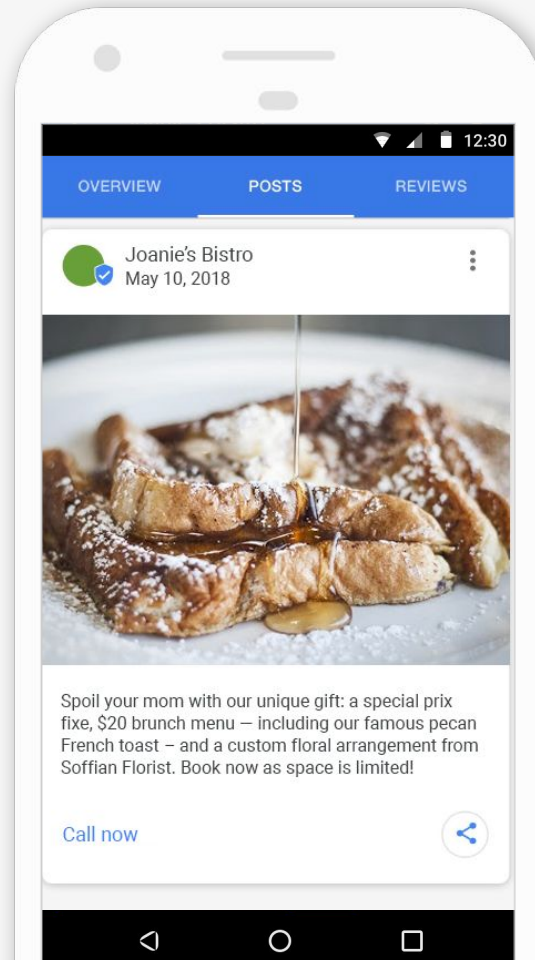
Offers

NEW



5 keys to writing a post

- ✓ Post type
- ✓ Photos or videos
- ✓ Title (if your post is not an event)
- ✓ Be clear about the offer / event
- ✓ Call to action

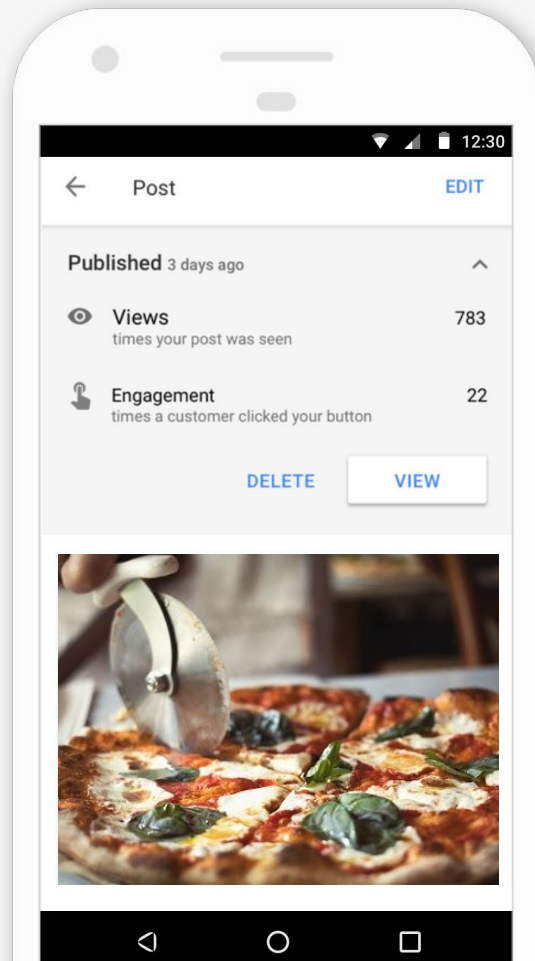


STAND OUT ON GOOGLE BY SHARING FRESH CONTENT

How many people saw your posts?

Insights

You can view insights based on how many **views** and **engagements** you have received.



STAND OUT ON GOOGLE BY SHARING FRESH CONTENT

Create a business website in minutes

Website

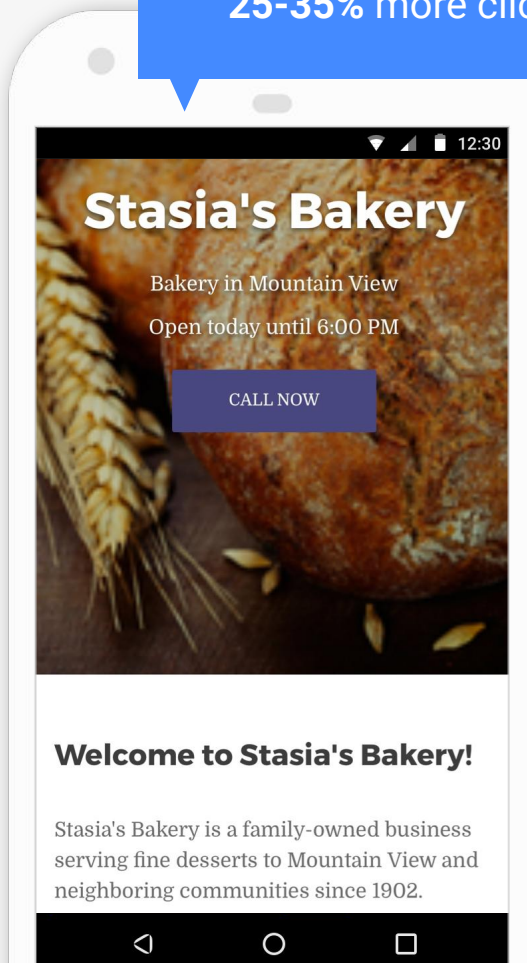
Attract customers with a simple and effective website.

Listings with a link to a website get 25-35% more clicks.¹



Source: Google internal data, April 2017

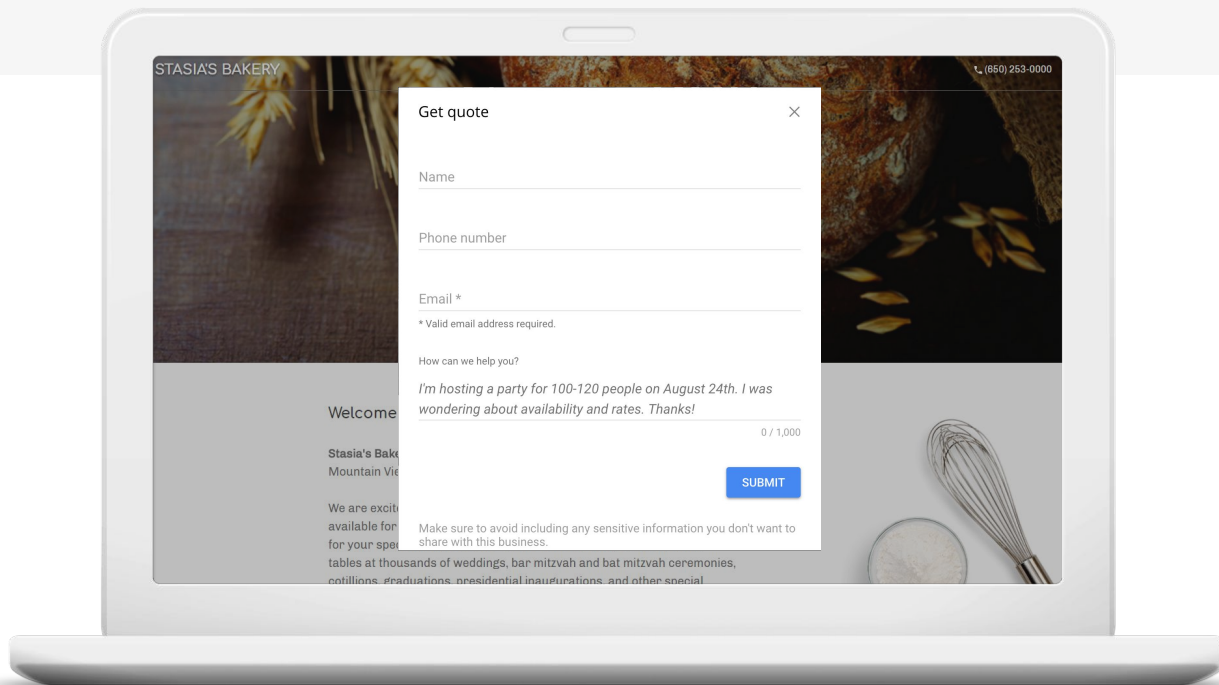
25-35% more clicks



STAND OUT ON GOOGLE BY SHARING FRESH CONTENT

Make the most of your site

- Website templates
- Photos
- Business descriptions
- Contact forms
- Posts



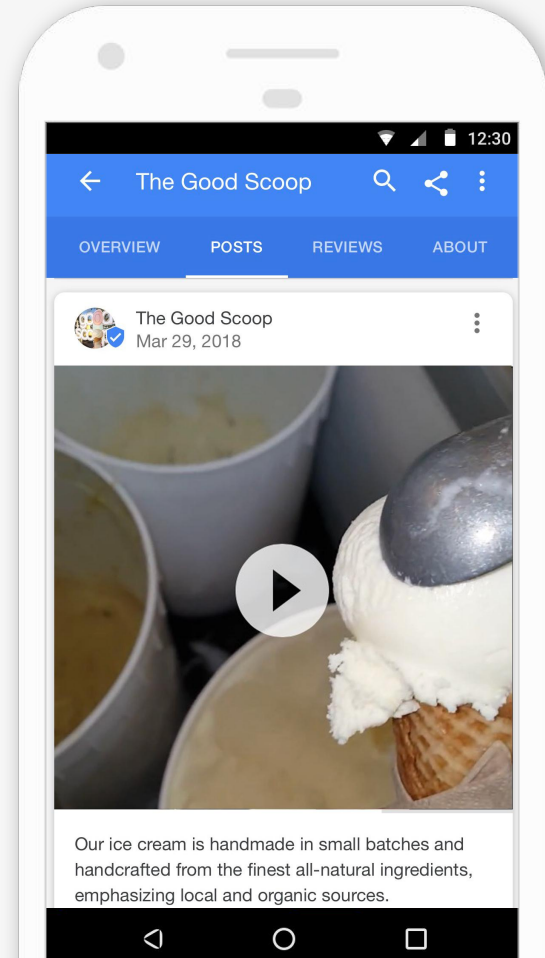
STAND OUT ON GOOGLE BY SHARING FRESH CONTENT

Stand out with creative video content

Video

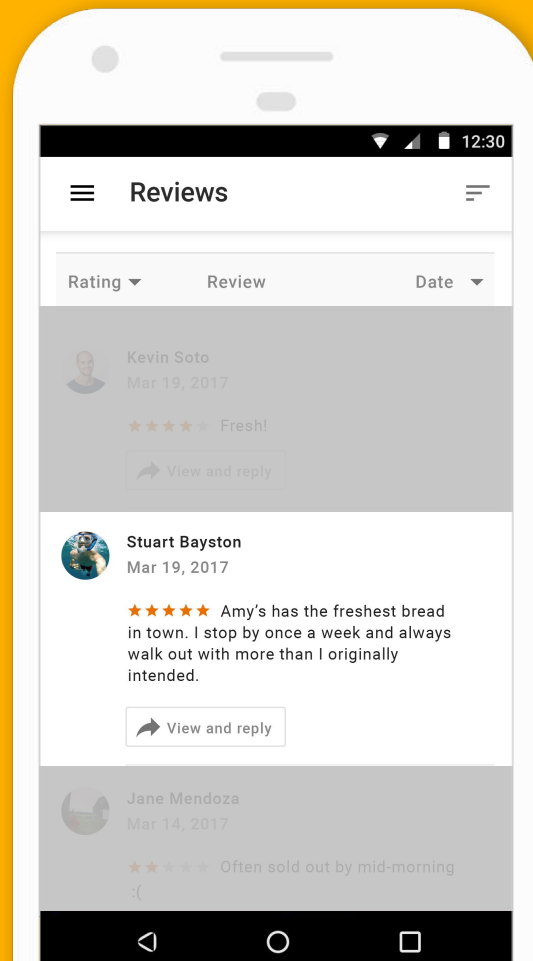
Upload videos directly to
Google My Business.

Google



Engage with local customers

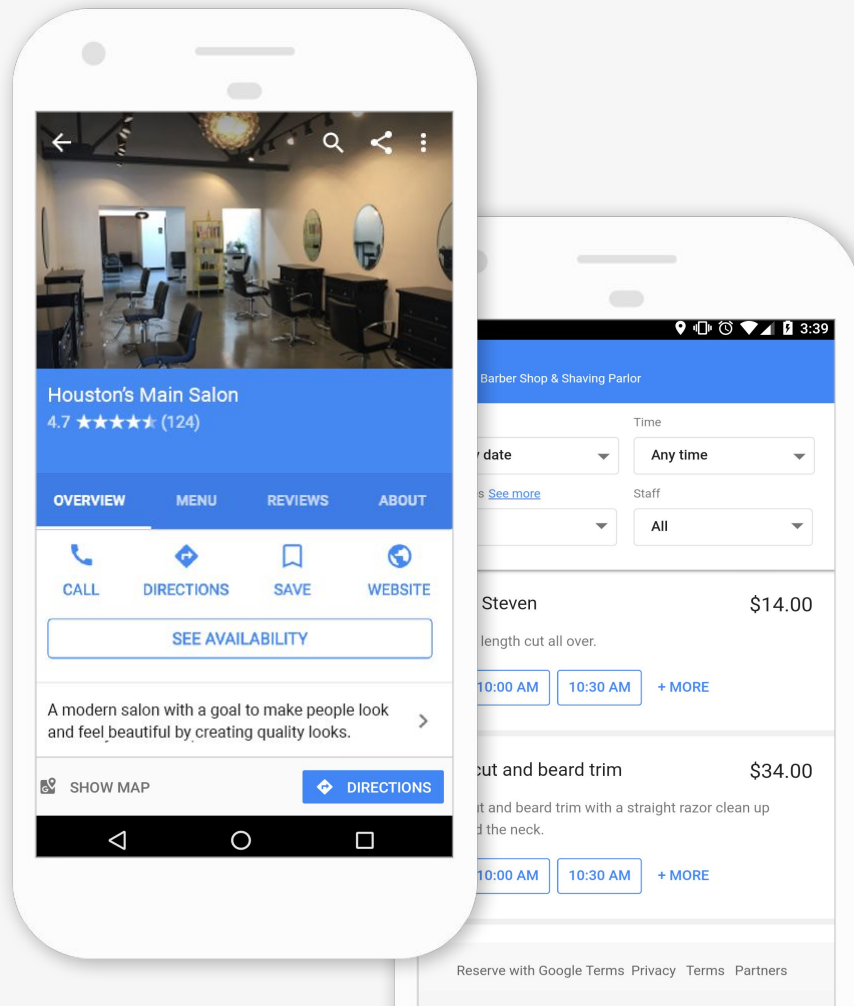
Business listings let you join the conversation with your customers.



Customers can book appointments, fast

Bookings

People can book an appointment in under a minute directly through your listing.

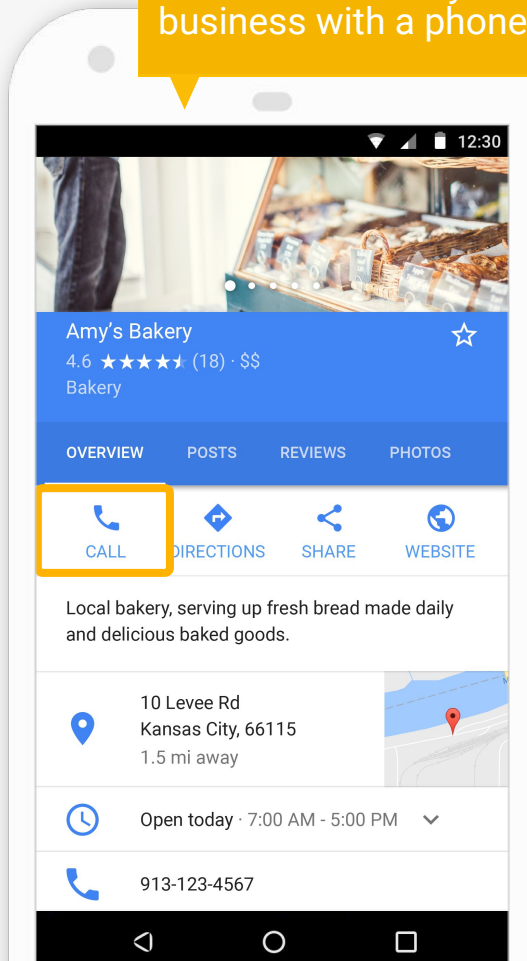


Make it easier for customers to get in touch

Calls

Customers can use the call button
to contact you with just one click.

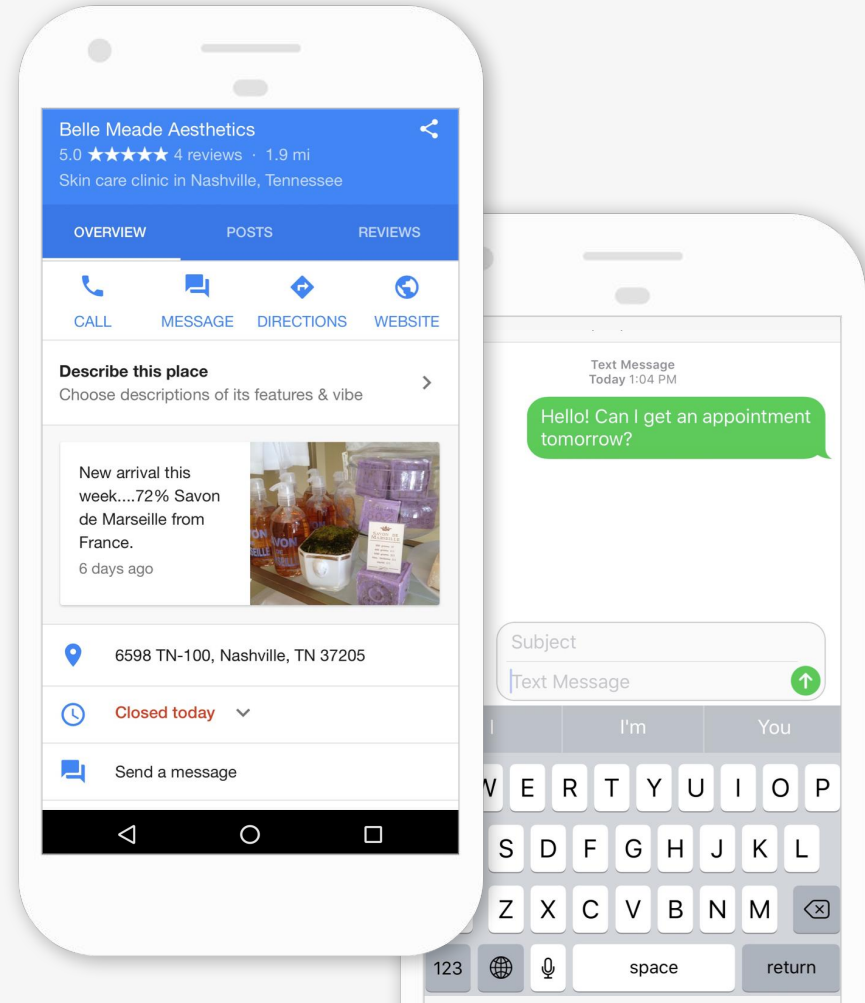
90% more likely to visit a
business with a phone number



Keep customers happy with quick answers

Messages

Use messaging to receive and respond to text messages from potential customers.



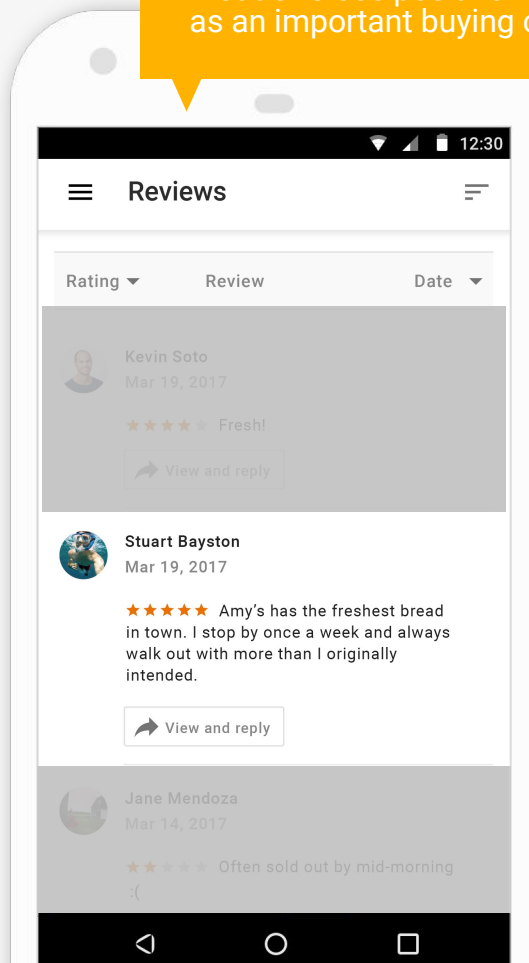
Join the conversation

Reviews

Be the first to know when a new review goes up and respond to offer:

- ✓ Answers to questions
- ✓ Solutions to problems
- ✓ A thank you to happy customers

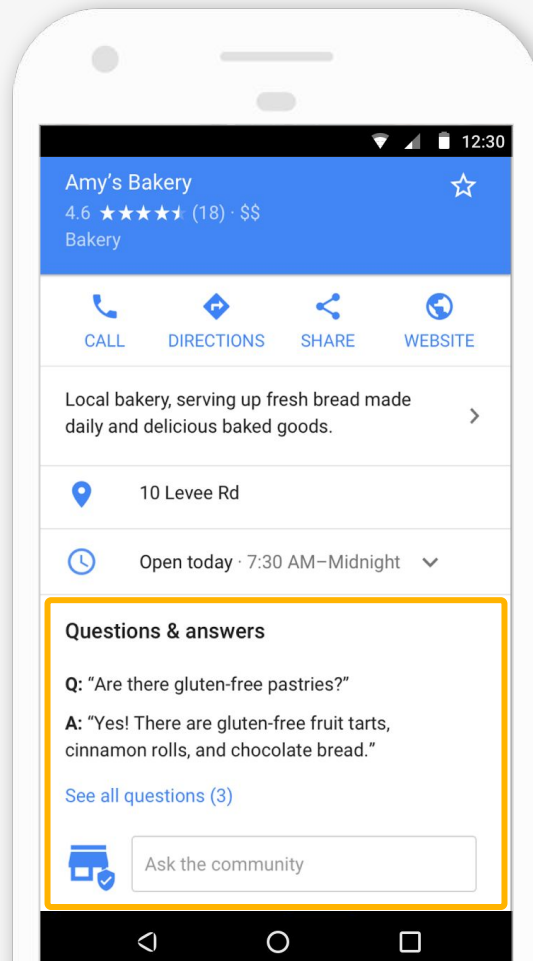
2 out of 3 see positive reviews as an important buying criteria



Answer customer questions on Google

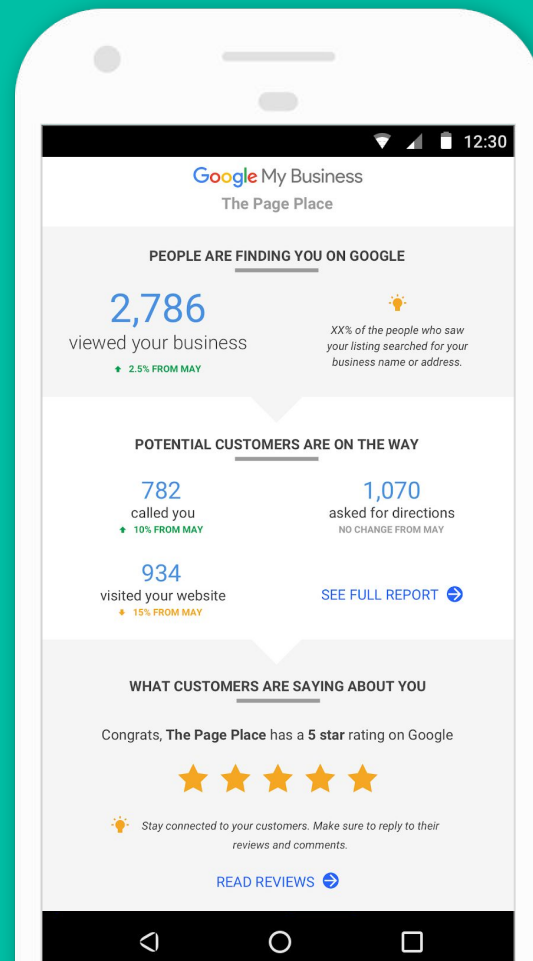
Questions and Answers

Answer questions from potential customers, highlight top responses, and add frequently asked questions to your business listing.



Discover new local customers

See how customers find and interact with your business listing.



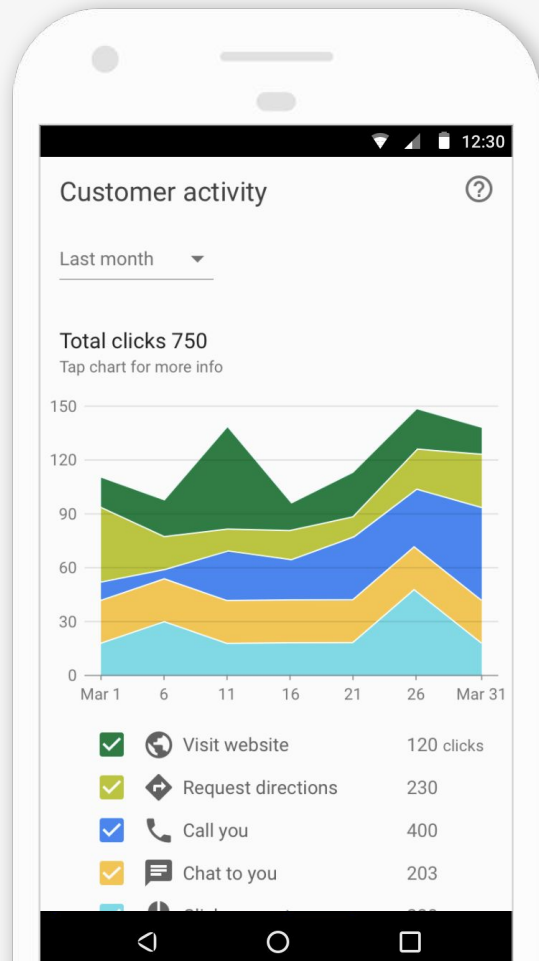
DISCOVER NEW LOCAL CUSTOMERS

See what's working

Insights

View the number of searches for your business, posts, photos, and more.

Google

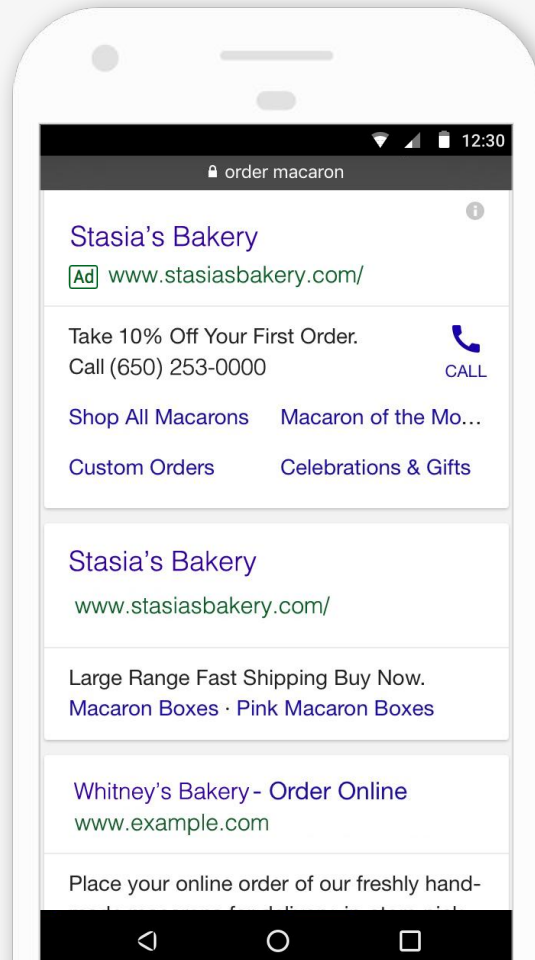


DISCOVER NEW LOCAL CUSTOMERS

Promote your listing with an ad on Google Ads

Ads are a great way to catch the eyes
of people looking for your services.

Google



DISCOVER NEW LOCAL CUSTOMERS

Create ads that feature reviews and locations



Create ads that reach local customers and different ads for a wider audience



Connect to Google My Business to show address info with ads

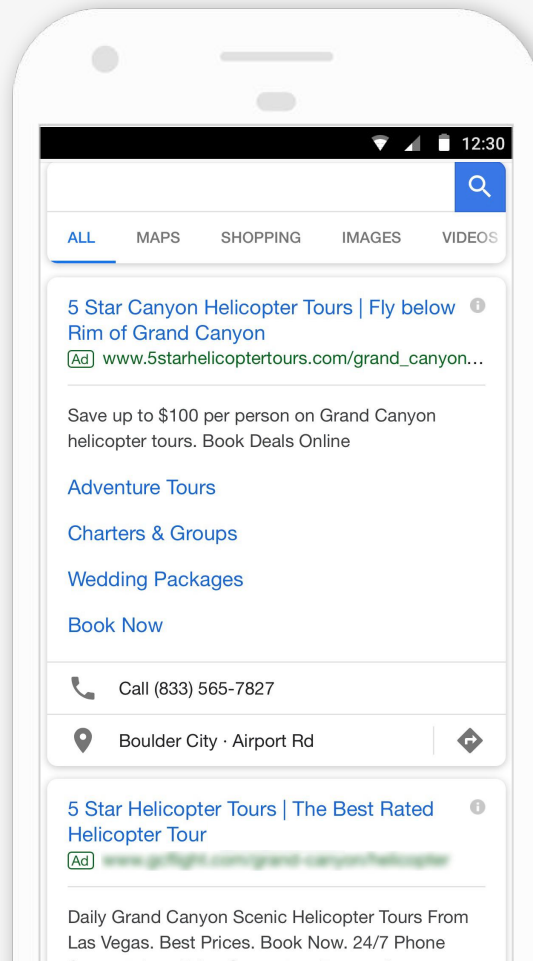


Try callout extensions to highlight special offers



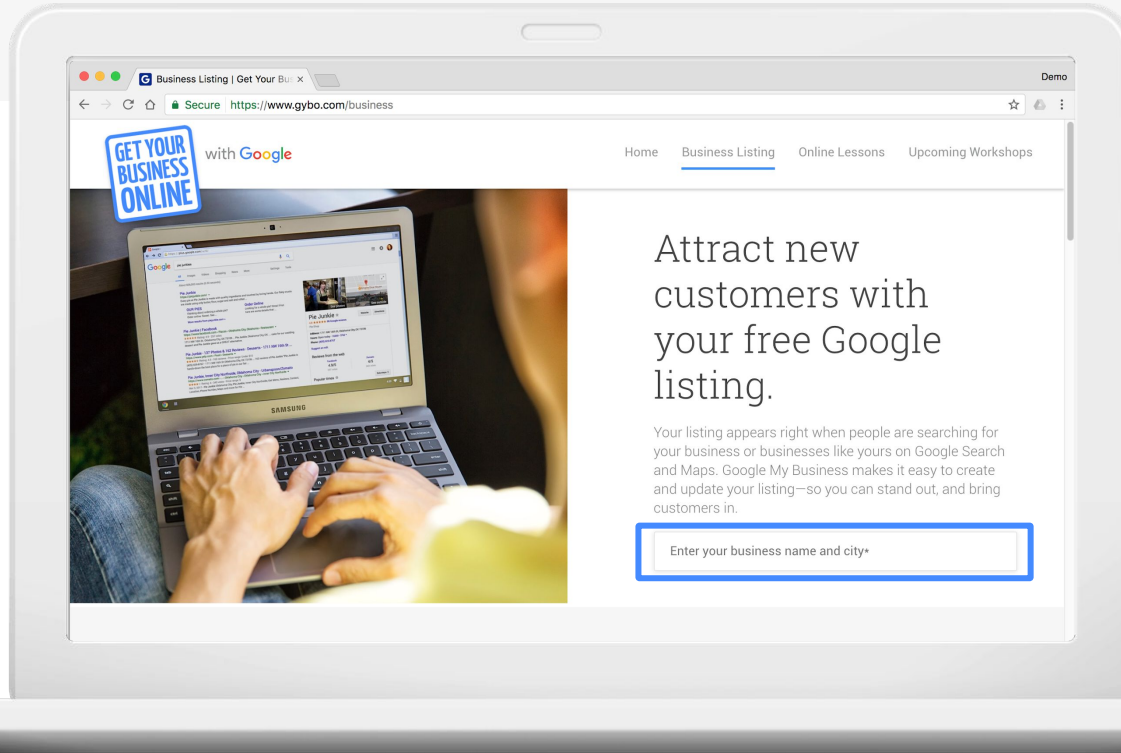
Track conversions, including phone calls

Google



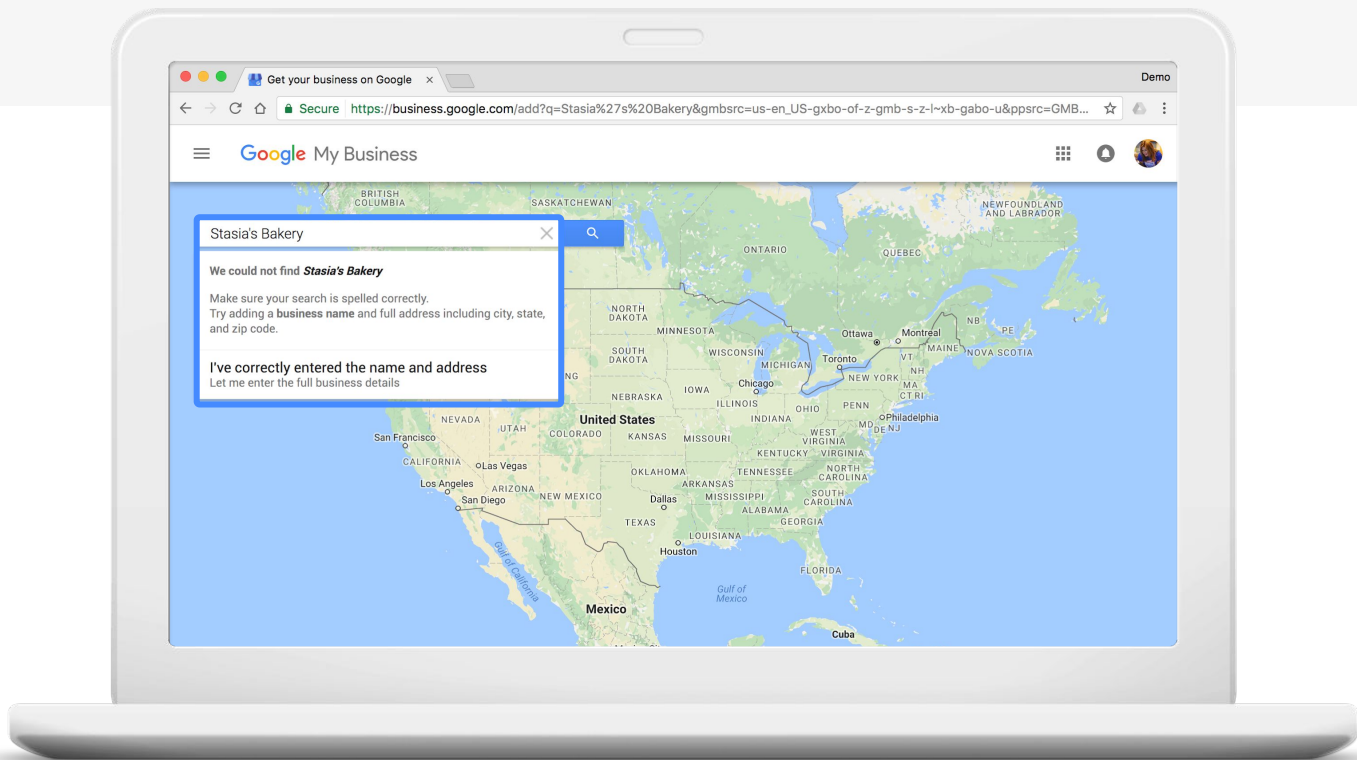
Verify and manage
your business listing

Step 1: Search for your business

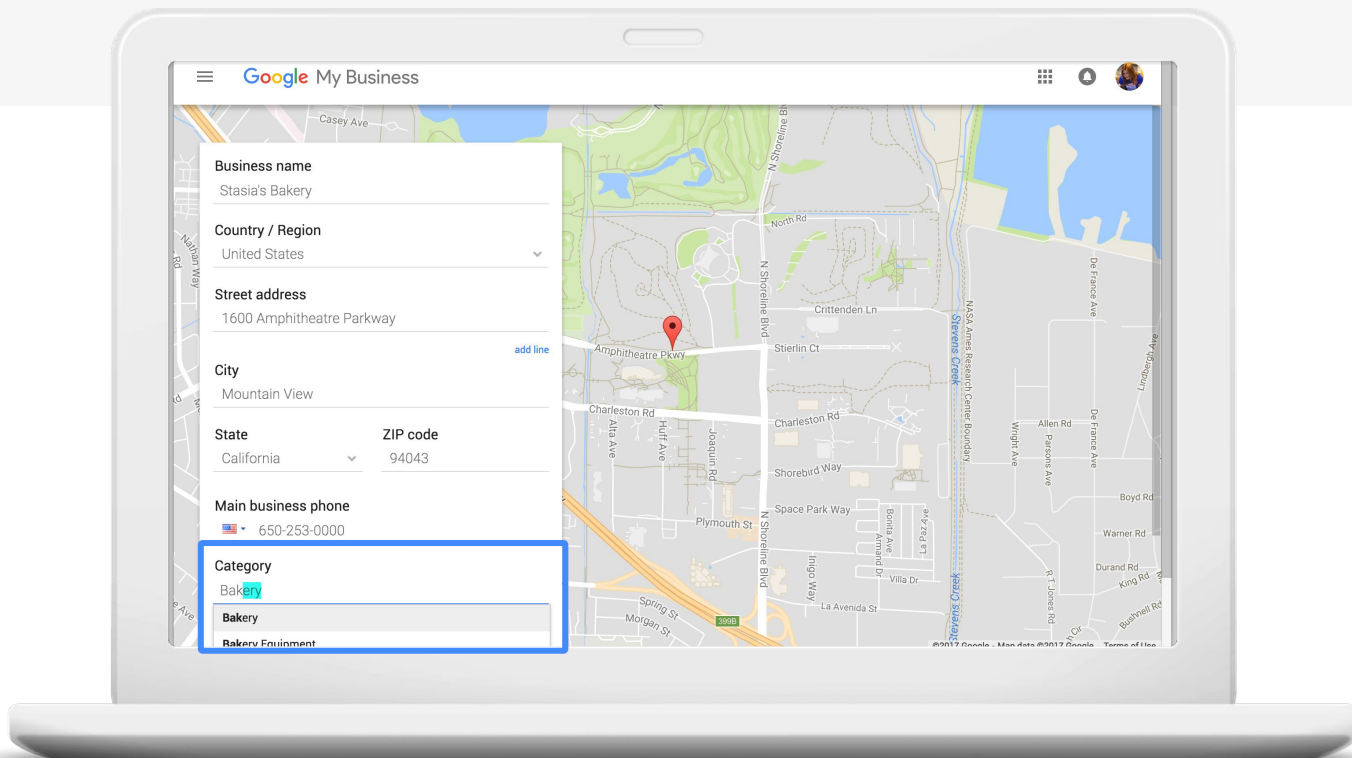


gybo.com/business

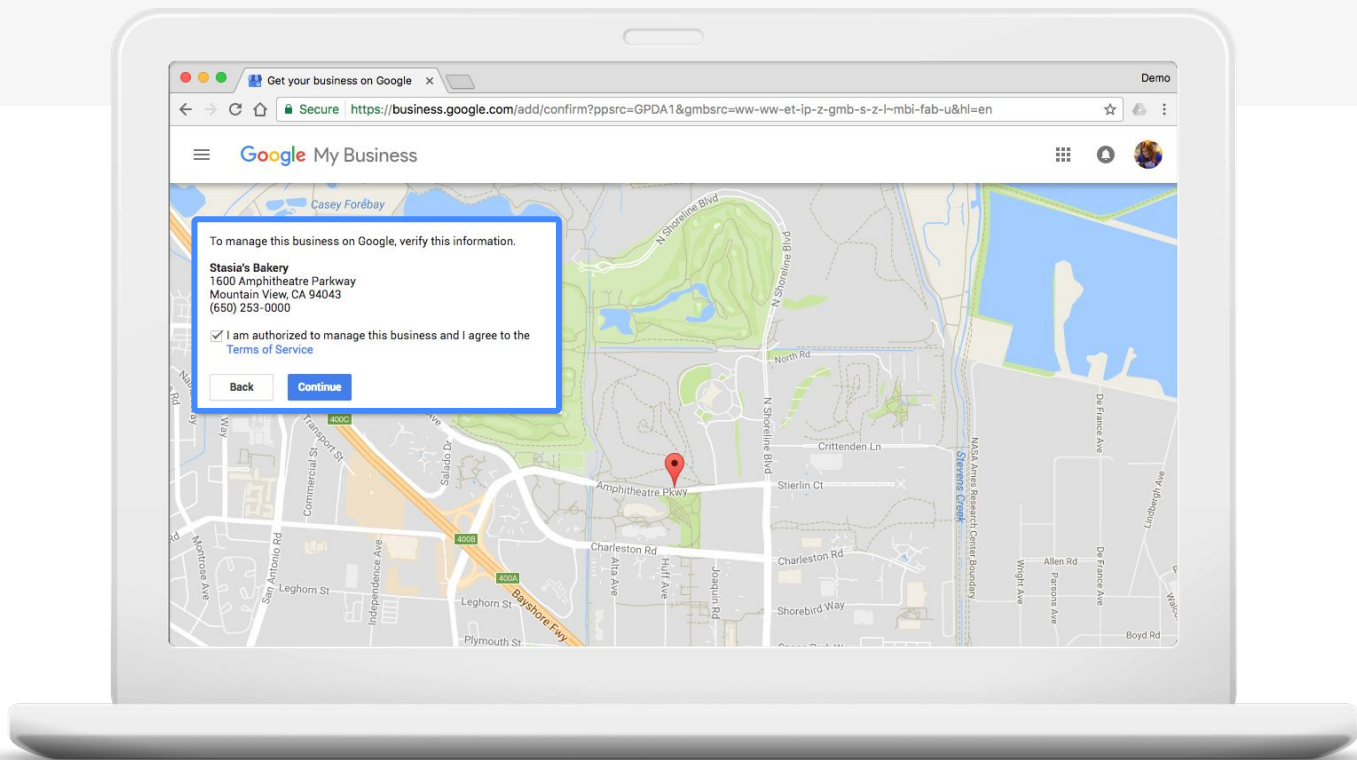
Step 2: Select your business or add it



Step 3: Enter your business details



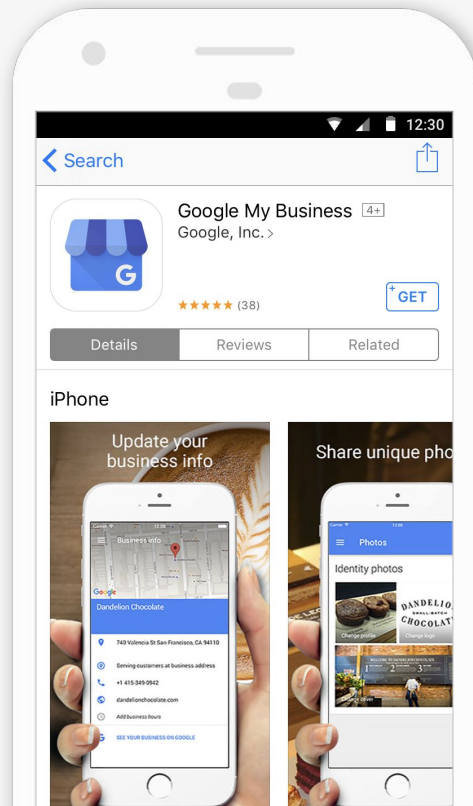
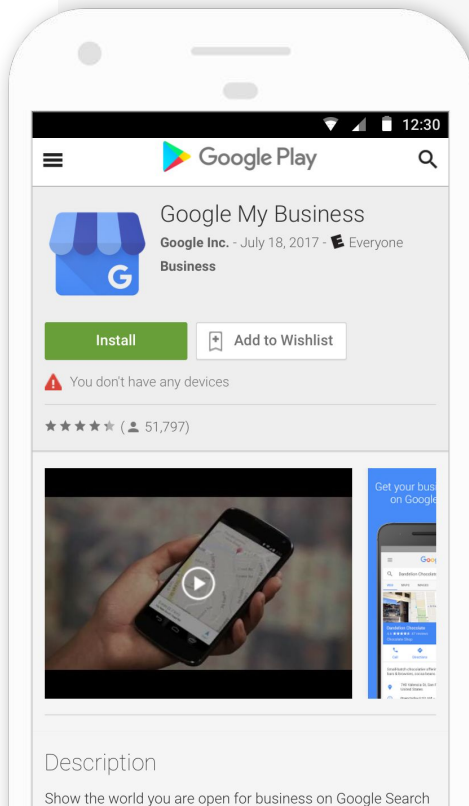
Step 4: Confirm your business



Step 5: Verify your business

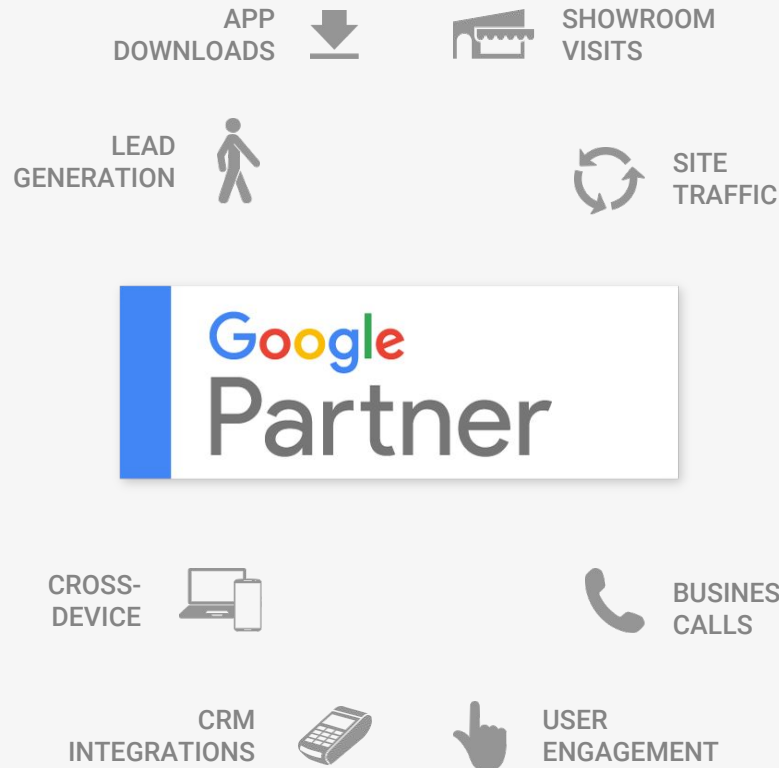


Make updates with the mobile app



Need expert help managing your ads?

- ✓ Google Partners follow Google's advertising best practices and are AdWords certified.
- ✓ Google Partners have proven their ability to help businesses like yours succeed online.
- ✓ Many Google Partners are Google My Business experts and have served people like you.



Q&A

Thank you