

# SEO SERVICES

## **Google My Business**

Show up when customers search for your business or businesses like yours on Google Search and Maps. Google My Business lets you post updates to showcase what's new, respond to reviews to build loyalty and add photos to highlight what makes your business special.

Google My Business is a free and easy-to-use tool for businesses and organizations to manage their online presence across Google, including Search and Maps. By verifying and editing your business information, you can both help customers find you and tell them the story of your business.

- Manage how your business information appears across Google, including Search and Maps, using Google My Business—for free.
- Interact with customers new and old and tell them the story of your business.

## **Benefits of using Google My Business**

- **Manage your information**



Manage the information that Google users see when they search for your business, or the products and services that you offer. Businesses that verify their information with Google My Business are twice as likely to be considered reputable by consumers.<sup>1</sup> When people find your business on

Google Maps and Search, make sure that they have access to information like your hours, website, and street address.

- **Interact with customers**



Read and respond to reviews from your customers, and post photos that show off what you do. Businesses that add photos to their listings receive 42% more requests for driving directions on Google Maps and 35% more clicks through to their websites than businesses that don't.

- **Understand and expand your presence**



See insights on how customers searched for your business, and where those customers are coming from. You can also see information like how many people called your business directly from the phone number displayed on local search results in Search and Maps. And when you're ready, seamlessly create and track the performance of AdWords Express campaigns to spread the word about your work.

It's easy to start and free to use. Contact [Saco Bay Web Design](#) to get started!