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The Many Benefits of Claiming a Google Business Listing

By Nate Vigil

Are you looking to drive growth and revenue to your business digitally? The first step in being found online requires businesses to claim their FREE business listing. No matter the type of business you own, it is essential to claim and create your business listing. Google has created the world's largest digital phone book, and the business listing is your entry into this online database.

Claiming a business listing gives you access to the approximately 3.5 billion search queries that take place on Google each day. This is great news for business owners, marketers and consumers looking for products and services. You now have the ability to reach potential customers that would otherwise have to drive by your physical location, or hear about your business through a referral. This article addresses the major benefits to creating your Google business listing.

Benefit #1: Consumers Learn More About Your Business

Your Google business listing highlights relevant information about your business that consumers want to know. Google allows businesses to highlight their phone, address and website information to make it very easy for consumers to contact and learn more information. Additionally, the listing can display photos of the business, include products and services and solicit feedback in the form of reviews. Your business listing is not as comprehensive as your website; however, it gives consumers valuable information about your business and directs them to a place where they can learn more about what you offer.

Benefit #2: Show Up in Google Maps Searches

When consumers are looking for products and services, they tend to take into consideration business proximity from their immediate location. Users can do a quick Google search and effectively narrow their options.

Whether searching for the best cup of coffee or the best software system to implement in your business, Google Maps will quickly populate with dozens of red markers, each indicating a local business that meets your search criteria. By simply creating a Google business listing and getting it verified, your business location will begin to show up for local searches as well. The maps make it very easy for users to see how close they are to your location, and they connect directly to navigation for the increased likelihood that they will pay you a visit.

Benefit #3: Show Up in Google's Map Pack or 3-Pack

If you use Google Maps like I do, you are quite familiar with the limited 3-pack of listings that shows up at the top of search results within Google Maps. These three spots get more exposure compared to the rest of the listings and drive more traffic. Additionally, the user tends to believe these three businesses are more credible and more relevant and in many cases are more likely to choose from this list.

Consumers are making buying decisions based on whether they can easily find you, contact you, visit your business and whether others are saying positive things about you. In a Google Maps listing, the user can easily find these pieces of vital information to make an informed decision.

[Research provided by BrightLocal](#) has shown that businesses that show up in the Map Pack get a 700% boost in clicks over businesses that don't. There is a list of factors that determine who shows up in the Map Pack, but you can't get into this exclusive club unless you first claim your business.

Benefit #4: Star Ratings Boost Your Appeal and Help Earn Trust

One of the best ways to build confidence with potential customers is to highlight fantastic reviews. Consumers want to know that your business is trusted and experienced. Online reviews help put the consumer at ease and can assist in helping them choose your business over the competition.

[In a study conducted in 2016](#), 90% of consumers read online reviews before visiting a business. While it's easier said than done, reviews are essential for your business. When your business gets a steady stream of positive reviews you gain more credibility and are more likely to show up when potential customers are making their next decision. A Google business listing allows you an opportunity to garner consumer feedback and earn trust through Google.

Benefit #5: Higher Ranking Which Leads to Higher Traffic and Sales

The more that Google trusts your business, the higher you will rank organically in search and map results. When you create a business listing through Google you are able to supply it with credible information about your business and build trust. As your business becomes more trustworthy in the eyes of Google, you will see an influx of traffic to your site. The more traffic you get to your site, the more opportunities you will have to gain a new customer. If you want to get more traffic and sales from online traffic you need to claim and build your Google business listing.

Do you know how to create a GMB? [Click here](#) or watch the video below to see step by step instructions on how to claim your Google business listing.

Claiming your Google business listing is one of the most important steps looking to drive more traffic and revenue to your organization, we can help. The [Strategic Marketing Group](#) you can take to getting further exposure online. If you are at Skoda Minotti is a results-focused team of marketing professionals. To learn more about how we can help you grow your business contact jebenstein@skodaminotti.com or call 440-449-6800.