



WHAT'S NEW WITH  
**GOOGLE MY BUSINESS**  
AND HOW TO LEVERAGE IT  
TO PROMOTE YOUR  
BUSINESS EFFECTIVELY?





# Introduction

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GMB is a free tool that lets you promote your business profile on Google search and Maps. It allows you to connect with your clients, post updates and gives a glimpse of how customers are interacting with your business on Google. Let us analyse, what is new with "Google My Business"



## **HOW DOES GOOGLE MY BUSINESS WORK?**

You'll need a Google account registered to your business email, as this will be where all interactions, changes and reviews are sent once your Google My Business listing is set and ready to go.





# Google will also ask you to answer certain questions about your business's general information

Business category

Phone number

Website

→ → →  
Note: Even if your business does appear on Google, sign up and claim the business listing to begin managing the way that the listing appears to Google users.



# **WHY IS STAYING UPDATED ON GMB IMPORTANT FOR YOUR BUSINESS?**

Google My Business augments your business's visibility in the market, increases your sales and customer base along with ranking your business higher than your competitors. It is a digital asset that lets your business gain relevant recognition



**Staying updated with the GMB features will let you make the most of it for your business's development.**

**Health and safety attributes which include 1. Appointment required 2. Staff wear masks 3. Mask required 4. Staff get temperature checks and more**

**Additional Covid-related attributes for the restaurant and foodservice industry are 1. Curbside pickup 2. No-contact delivery 3. Dine-in**

## **RECENTLY UPDATED GOOGLE MY BUSINESS FEATURES**

Also, businesses that offer virtual services now have added attributes, To know more [click here](#)



**TIPS TO OPTIMIZE  
YOUR WAY TO THE TOP  
THROUGH GMB**



# GMB FOR LOCAL SEO

Including relevant search terms within your listing is crucial when it comes to boosting your Google results ranking, this includes your local search ranking too. Also, utilize the 'local posts' feature offered by Google My Business to your advantage.



**LOCAL SEO**



# CLARITY ON OPENING HOURS

This is an incredibly significant detail. Ensure that you mention the correct opening hours and specify deviations if any regarding public holidays





# IMAGES CAN MAKE A HUGE DIFFERENCE

Your business could lose massive sales potential by not including relevant visuals in your Google My Business listing. On average, businesses that include photos in their listings receive 42% more requests for directions through the Google Maps service than those that don't





# Conclusion

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Google My Business is one of the most powerful ways to fortify a business's online visibility and local search optimization. Grow your local online visibility with the right SEO strategy and take the first step by creating and optimizing your GMB profile right away



# Connect With Us Socially

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**Thank You**