

A STUDY ON HOW GOOGLE MY BUSINESS IMAGES COULD IMPACT - USER BEHAVIOR & CUSTOMER ENGAGEMENT

Submitted in partial fulfillment of the requirements for the award of
Master of Business Administration

by

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SCHOOL OF BUSINESS ADMINISTRATION

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE
JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119**

April - 2021



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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of BHARATHI M (39410035) who carried out the project entitled “**A Study on How Google My Business Images could Impact - User Behavior & Customer Engagement**” under my supervision from January 2021 to April 2021.

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Submitted for Viva voce Examination held on _____.

Internal Examiner

External Examiner

DECLARATION

I **BHARATHI M , 39410035** hereby declare that the Project Report entitled **A Study on How Google My Business Images could Impact-User Behavior & Customer Engagement** done by me under the guidance of Dr.M.Lavanya, at MAYA DIGITAL SOLUTIONS 7/10,Zion Street, MTH Road, Padi, Chennai - 600 050 is submitted in partial fulfillment of the requirements for the award of Masters of Business Administration degree.

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PLACE: Chennai

SIGNATURE OF THE CANDIDATE

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BHARATHI M

TO WHOMSOEVER IT MAY CONCERN

This is with reference to your letter dated: December 2nd 2020. We are pleased to accept your letter and provide permission for doing the project at our concern, **BHARATHI M , 39410035 of Sathyabama Institute of Science & Technology for the period from December 7th 2020 to March 3rd 2021.**

NOTE: This training period with our Company will entail dealing with important and sensitive information, records and such other matters of the company. You will, therefore, be required to sign a "Code of Conduct and secrecy Agreement" of our company on the first day of training.

For MAYA DIGITAL SOLUTIONS

Christopher Raja
Christopher Raja



ABSTRACT:

Google My Business (GMB) is an essential marketing tool for any business with brick and mortar locations. Through GMB, you can update your business information on Google, appear on Google Maps, allow customers to make reservations at your location (and get directions and call your locations), and engage with existing and potential customers through your Google Reviews.

How effective is GMB in allowing small local businesses to increase their presence? Google identifies an action as a website click, call or direction request from users. The goal of the research is to help businesses who use GMB understand how their results stack up through Google My Business Insights. And use the outcome of the study to find areas of improvement to get better results from their marketing efforts.

The study reveals that GMB images can directly influence customer actions as they're more likely to be visible in the same place as the call-to-action buttons.

Keywords: Google My Business (GMB); Google Maps; Presence; Influence; Review; Engage

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CHAPTER 1: INTRODUCTION

1.1 PREFACE

Google My Business (GMB) is a free tool created by Google to help business owners manage how they appear in Google search results and on Google Maps. With it you can claim your free local business listing on Google and add things like your contact information, business hours, photos, services, and much more.

Why Is Google My Business Important?

Because whether you like it or not, your business can and likely will get listed on Google. Anyone can enter your business name and register it with Google. Doing so will make a Google My Business profile for your business begin appearing more prominently in the Google Map results. It also helps trigger your business appearing in the Knowledge Panel as well.

An optimized Google business listing allows you to supply useful business information to searchers such as business hours, where you're located, driving directions and a lot more to increase your overall online presence.

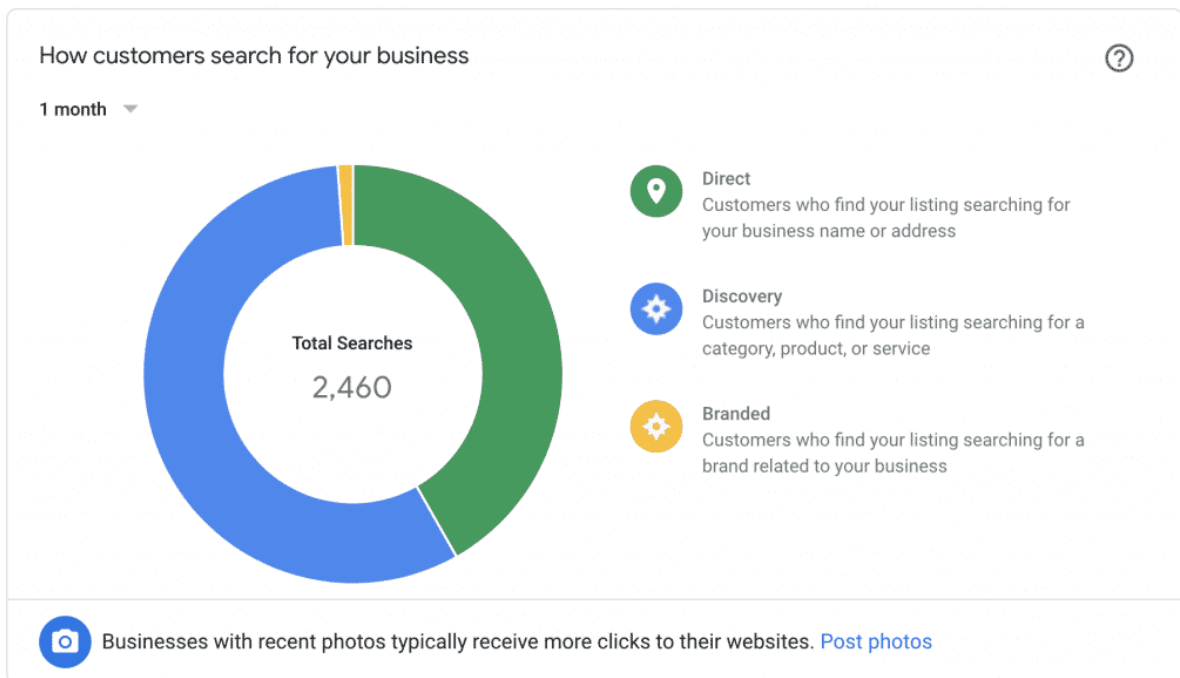


Fig 1.1 Types of Search

1.1.1 WHAT IS GOOGLE ANALYTICS?

Google Analytics is the premier analytics platform for tracking site or app performance. It is part of a range of tools provided by Google that include Google Search Console and Google Tag Manager. Check out this article, where you can find supporting tools that use Google Analytics.

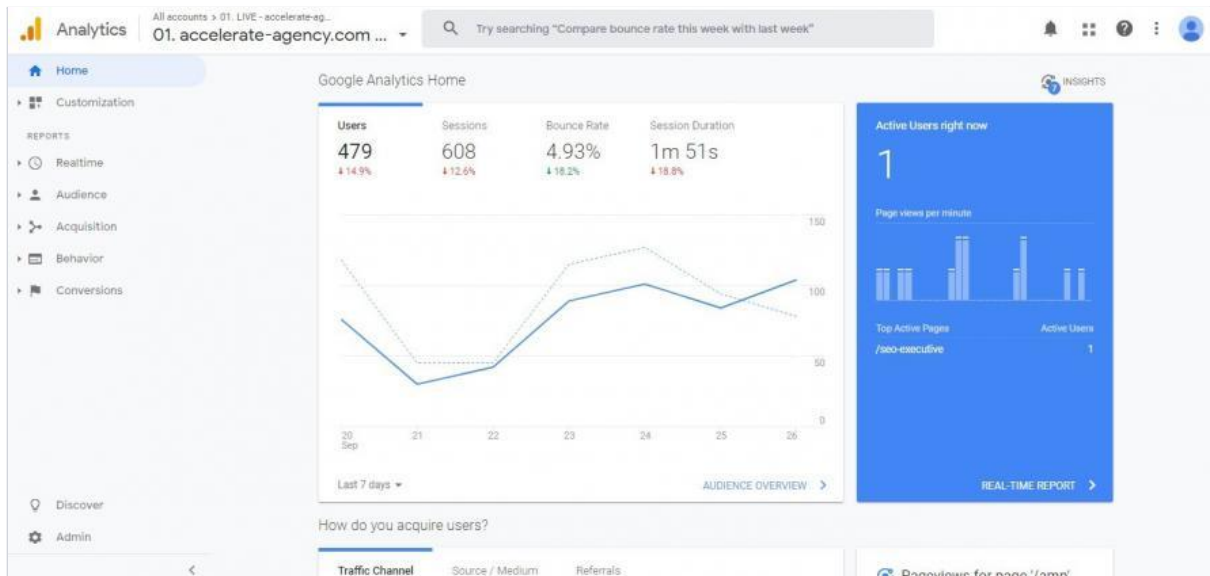


Fig 1.2 Google Analytics Dashboard

The platform provides you with a full picture of how your site is performing. It collects a vast amount of data and processes it intelligently. It then generates reports to display that data to you. Those reports are what you can use to gain critical insight into your site and the people who visit it.

1.1.2 DATA COLLECTION

The first element of Google Analytics is data collection. The platform can gather a broad range of data about your site and how visitors use it. The exact nature of the data collected will be discussed in depth later. It includes, most notably:

- How many visitors your pages get.
- Where visitors come to your pages from.
- How those visitors progress through your site.

- What visitors do on your pages.
- How visitors interact with elements on your pages.
- How long visitors spend on your pages.
- At what stage of a visit users leave your site.

Google Analytics uses a simple JavaScript code to gather all this data. You get that code when you set up Analytics for your website, as will be explained later. The code is added to every page and puts a cookie in the browser of each site visitor. The cookie then sends a hit to your Google Analytics that reports each interaction the user has with your site.

Google Analytics works with three different types of hits:

1.1.3 PAGEVIEW HIT – A hit that is sent each time someone visits one of your pages. It contains information like what device and browser visitors are using. You can also find out which of your pages they visit.

1.1.4 EVENT HIT – A hit sent when a visitor does something on your site. They might, for instance, fill in a form, click a link or play a video.

1.1.5 TRANSACTION/E-COMMERCE HIT – A hit sent when a site visitor buys something. Information such as which pages the visitor went to before buying can be contained in these hits. More straightforward insights, such as which products they bought or how much they spent, are also provided.

1.2 DATA PROCESSING

Google Analytics doesn't present you with the raw data the platform collects. It first processes data and then generates reports. The first stage of data processing is the separation of data by users and sessions.

- User Data – This is data on different, distinct visitors to your site. Google Analytics creates a unique, random user ID for each new visitor to your site.

If the same user revisits your website in the future, Analytics recognizes the user ID.

They will then be logged as a 'returning' visitor; this only works if they visit using the same device. The process can be subverted if they clear your cookie from their browser cache.

- **Session Data** – A session is a period of time that a user spends on your site. It begins with a pageview hit when the user first visits the website, and it continues until they ultimately leave the site. During each session, Analytics collects a host of different types of session data.

That session data includes the pages visited, actions taken, and time spent on your site. You can use this data to gain insights into site user behavior. It can be critical to understanding site performance, as we'll talk about below.

1.3 REPORT GENERATION

Data Google Analytics processes are presented to you in the form of reports. These are visual representations of the data. They are designed to make it easy to ID patterns and gain insights. Visuals, after all, are known to be more effective at conveying complex ideas. The following, for instance, is a report showing the number of users a site gets over a period of time:

All reports on Google Analytics display a combination of Dimensions and Metrics. It is important to know what each of these is to understand what different reports tell you.

1.4 OBJECTIVES OF THE STUDY:

- The primary objective of this study
 - i. To determine the pre & post implementation status of the business towards Google my business Images published in Google search and Google Maps.

- The secondary objectives includes:
 - i. To analyse customer engagement in GMB images
 - ii. To study the user behaviour in GMB images

1.5 SCOPE OF THE STUDY:

In the age of Instagram, TripAdvisor and Yelp, We don't think We can overstate the importance of photos to local businesses. Even before platforms like these rose up and put the power of visually representing the customer experience firmly in the hands of the consumer, people wanted to see with their own eyes what they'd be getting for their money.

Factor in the prevalence of photos from the now-ubiquitous Google My Business, and it's clear that it's more important than ever to look your absolute best when consumers are searching for businesses

1.6 NEED FOR THE STUDY:

GMB is a critical tool for local businesses wanting to rank in local searches, but the reliability of Google My Business Insights is frequently debated. Ben Fisher, Google My Business Gold Product Expert and co-founder of Steady Demand, shared his thoughts on the importance of GMB Insights: GMB Insights are far from perfect. As with any tool, these are merely a benchmark that points you in a direction. GMB Insights, in particular, are not very accurate, and can sometimes suffer from data outages. However, they can give you an indication as to how you are doing. Although not covered in this study, keyword queries are very valuable as they can show you what keywords you are displaying for." GMB insights are incredibly important for local businesses. They should use them to benchmark performance and revisit regularly in order to help them judge the efficacy of their local marketing efforts. However, interpretation of GMB insights can prove tricky and it's important that businesses don't expect parity between GMB Insights and other Google data that's available to them (for example via Google Search Console and Google Analytics). GMB insights data is just part of the data puzzle that businesses need to consider in order to make informed business decisions."

1.7 STATEMENT OF PROBLEM:

A question of correlation I'd just like to reiterate again that the above charts don't show causation, merely correlation. The number of GMB photos present could genuinely be affecting these figures, but it's also possible that a large amount of images on a profile represents a committed effort to boost local search performance, and these other efforts could be great contributors to the improvements in actions, searches, and views. In the same vein, it's possible that the trend shown is affected by industry type. Businesses that get the most pictures are likely to be the most visually appealing and therefore more photographed by customers (e.g. hotels, restaurants, venues, bars). To get this many photos requires plenty of customers, which in turn requires high footfall and therefore a successful business and marketing strategy. Even with these considerations in mind, I think the above results present a powerful argument for investing time and effort into getting more images on your Google My Business profile, and this applies to people working with everything from a naturally photogenic beach bar to a law office. With that said, let's take a quick look at some of the ways your business could be boosting its GMB photos.

CHAPTER 2: LITERATURE REVIEW:

2.1 REVIEW OF LITERATURE:

2.1.1 THE SEARCH

Brin and Page were deeply suspicious of blending advertising and search. In their academic paper introducing Google, they wrote: “In our prototype search engine one of the top results for [the search term] “cellular phone” is “The Effect of Cellular Phone Use Upon Driver Attention,” a study which explains in great detail the distractions and risk associated with conversing on a cell phone while driving. The search result came up first because of its high importance as judged by the PageRank algorithm, an approximation of citation importance on the Web. It is clear that a search engine which was taking money for showing cellular phone ads would have difficulty justifying the page that our system returned to its paying advertisers. For this type of reason and historical experience with other media, we expect that advertising funded search engines will be inherently biased towards the advertisers and away from the needs of the consumers.” Over time, the Google founders have clearly made peace with their reservations about advertising, but back in the early days, they were adamant that their company not fall into the same trap as had the companies that spurned them. Google would never put advertisers ahead of its users.

2.1.2 GOOGLE MY BUSINESS PHOTO QUANTITY AND SEARCH PERFORMANCE

Bright Local released a research report in 2019 that shared some amazing insights into Google My Business listings. They looked at 45,000 GMB profiles across 36 industries. Here's a few highlights of what they found, On average, a business is found in 1,009 searches per month. That's roughly 33 times a day. Of those searches, 84% are discovery searches, which are queries for a business category rather than the specific name of a business. The majority (75%) of searches for local businesses are done on Search, with the remaining 25% on Google Maps. Between Q4 2017 and Q4 2018, direct searches grew by 38%, while website clicks from GMB listings grew 29%

2.1.3 BUSINESS DIRECTORY SEARCH ENGINE

A system and method for efficiently searching directory listing information to obtain more relevant results is provided. In a computer system running a computing application, it is advantageous to provide search capabilities, in the form of a search engine, to operators to assist them in their effort of retrieving desired data. The search engine may cooperate with a data store having directory listing information to provide listings data to an operator. In an illustrative implementation, this search engine may be deployed on an Internet Web site that offers business listing information. The search system may comprise a user interface to enter search query information, a data store that houses a variety of directory listing information according to a predefined data taxonomy, and a means for displaying the search results. In operation, the search engine offers a variety of search options, such as, search by business name, by business categories levels, by geographic position of the user or the business, or a combination thereof. Depending on the search query entered, the search engine will perform either a bounded search (i.e. a search bounded to a specific geographic area), a proximity search (i.e. a search proximate to a computed centroid), or a combination of the two to find the most relevant directory listings. Using the inputted search qualifiers, the search engine polls the data store according to a predefined set of rules and instructions for the relevant directory listing information. These rules are directly related to the taxonomy of the data store.

2.1.4 SEARCH BY IMAGE

Image Retrieval could be a technique of looking out, browsing, and retrieving the pictures from a picture database. The Image search engines largely admit close text options. It's troublesome for search engines to interpret users' search intention solely by keywords and this ends up in ambiguous and reedy search results that are removed from satisfactory. It's necessary to use content primarily based search so as to unravel the paradox in text-based image retrieval. The present paper discusses the idea and functioning of most popular nonprofit Reverse Image Search Engines. We have chosen Dr. S. R. Ranganathan image to ascertain the performance and analysis of the results from most well-liked reverse search engines.

2.1.5 INFORMATION DISCOVERY AND IMAGES A CASE STUDY OF GOOGLE PHOTOS

Images become more important as carriers of information. But information retrieval and discovery is still mainly based on words and text. In recent years progress is made in exploiting image-based information also. Searching for images using a text query is now already a classical method. Search by image or reverse image search is a more recent method in which the query consists not of text but of an image. This approach allows us to find and reveal exact and modified copies of a known image that is used as a source image in the query. For a few years, this method even made progress in order to find images on the WWW, which are not only visually similar, but even semantically related to the query / source image; the same search action can also reveal related text information. All this has been demonstrated in previous tests by this author. A leading developer in this area is the company Google. More recently Google has changed their service for storage of photos by creating the new service named Google Photos; there also, the system applies the improving methods of automatic semantic analysis to the submitted photos. This results in automatic classification / categorization / annotation / tagging of photos, according to their contents. Here a case study of this feature is reported. It turns out that categories are created with high precision, as hoped; however, specificity is only low, as expected. This demonstrates at least that automatic semantic analysis of images is growing in importance. So managers of a digital library that includes images should keep an eye on this evolution in order to maximize the information discovery process of their users.

2.1.6 A GOOGLE PROTOTYPE FOR A PRECISION IMAGE SEARCH

SAN FRANCISCO Google researchers say they have a software technology intended to do for digital images on the Web what the company's original PageRank software did for searches of Web pages.

On Thursday at the International World Wide Web Conference in Beijing, two Google scientists presented a paper describing what the researchers call

VisualRank, an algorithm for blending image-recognition software methods with techniques for weighting and ranking images that look most similar.

Although image search has become popular on commercial search engines, results are usually generated today by using cues from the text that is associated with each image.

Despite decades of effort, image analysis remains a largely unsolved problem in computer science, the researchers said. For example, while progress has been made in automatic face detection in images, finding other objects such as mountains or tea pots, which are instantly recognizable to humans, has lagged.

The research paper, "PageRank for Product Image Search," is focused on a subset of the images that the giant search engine has cataloged because of the tremendous computing costs required to analyze and compare digital images. To do this for all of the images indexed by the search engine would be impractical, the researchers said. Google does not disclose how many images it has cataloged, but it asserts that its Google Image Search is the "most comprehensive image search on the Web."

The company said that in its research it had concentrated on the 2000 most popular product queries on Google's product search, words such as iPod, Xbox and Zune. It then sorted the top 10 images both from its ranking system and the standard Google Image Search results. With a team of 150 Google employees, it created a scoring system for image "relevance." The researchers said the retrieval returned 83 percent less irrelevant images.

Google is not the first into the visual product search category. Riya, a Silicon Valley start-up, introduced Like.com in 2006. The service, which refers users to shopping sites, makes it possible for a Web shopper to select a particular visual attribute, such as a certain style of brown shoes or a style of buckle, and then be presented with similar products available from competing Web merchants.

Rather than relying on a text query, the service focuses on the ability to match shapes or objects that might be hard to describe in writing, said Munjal Shah, the chief executive of Riya.

2.1.7 Exploring the use of Google Street View images for pedestrian counts

New sources of data such as ‘big data’ and computational analytics have stimulated innovative pedestrian oriented research. This study aims to provide future research an alternative method to conduct large scale data collection more consistently and objectively on pedestrian counts and possibly for environment audits and stimulate discussion of the use of ‘big data’ and recent computational advances for planning and design. We explore and report information needed to automatically download and assemble Google Street View images, as well as other image parameters for a wide range of analysis and visualization, and explore extracting pedestrian count data based on these images using machine vision and learning technology. The reliability tests results based on pedestrian information collected from over 200 street segments in Buffalo, NY, Washington, D.C., and Boston, MA respectively suggested that the image detection methods used in this study are capable of determining the presence of pedestrians with a reasonable level of accuracy. The limitation and potential improvement of the proposed method is also discussed.

CHAPTER 3: RESEARCH METHODOLOGY

3.1 METHODOLOGY

For this study, we explored anonymous data for 150+ local businesses across 6 industries in the Tamil Nadu. To do this, we reviewed data from a randomly chosen sample of Google My Business Insights between January 2021 and March 2021. Businesses did not necessarily have data for every month in the timeframe, and businesses that did not have an active Google My Business listing have been removed where relevant. Businesses that did not receive data for the whole period or a significant period were removed from data comparisons in order to measure the effectiveness of Google My Business features for businesses that have them (for example, removing businesses that do not have an option for customers to call from their local business listing). Businesses that have no photos were not included in the photos data. In line with our main audience, the dataset is based on businesses from Tamil Nadu. This included Adyar Ananda Bhavan - 50, Poorvika Mobiles Pvt Ltd - 30, Fastrack - 10, LensKart - 20, Honda - 30, Slam Gym - 10. Averages are based on medians. The 6 industries were created by grouping business categories. We did this to ensure we had a large enough sample to draw conclusions from industries.

3.2 EXPLORATORY RESEARCH

Exploratory research is defined as a research used to investigate a problem which is not clearly defined. It is conducted to have a better understanding of the existing problem, but will not provide conclusive results. For such research, a researcher starts with a general idea and uses this research as a medium to identify issues that can be the focus for future research. An important aspect here is that the researcher should be willing to change his/her direction subject to the revelation of new data or insight. Such a research is usually carried out when the problem is at a preliminary stage. It is often referred to as grounded theory approach or interpretive research as it used to answer questions like what, why and how. For example: Consider a scenario where a juice bar owner feels that increasing the variety of juices will enable increase in customers, however he is not sure and needs more information. The owner intends to carry out an exploratory research to find out and hence decides to do an exploratory research to find out if expanding

their juices selection will enable him to get more customers if there is a better idea. Another example of exploratory research is a podcast survey template that can be used to collect feedback about the podcast consumption metrics both from existing listeners as well as other podcast listeners that are currently not subscribed to this channel. This helps the author of the podcast create curated content that will gain a larger audience.

3.2.1 TYPES AND METHODOLOGIES OF EXPLORATORY RESEARCH

While it may sound a little difficult to research something that has very little information about it, there are several methods which can help a researcher figure out the best research design, data collection methods and choice of subjects. There are two ways in which research can be conducted namely primary and secondary.. Under these two types, there are multiple methods which can be used by a researcher. The data gathered from these research can be qualitative or quantitative. Some of the most widely used research designs include the following:

3.2.2 PRIMARY RESEARCH METHODS

Primary research is information gathered directly from the subject. It can be through a group of people or even an individual. Such a research can be carried out directly by the researcher himself or can employ a third party to conduct it on their behalf. Primary research is specifically carried out to explore a certain problem which requires an in-depth study.

- **Surveys/polls:** Surveys/polls are used to gather information from a predefined group of respondents. It is one of the most important quantitative methods. Various types of surveys or polls can be used to explore opinions, trends, etc. With the advancement in technology, surveys can now be sent online and can be very easy to access. For instance, use of a survey app through tablets, laptops or even mobile phones. This information is also available to the researcher in real time as well. Nowadays, most organizations offer short length surveys and rewards to respondents, in order to achieve higher response rates.

For example: A survey is sent to a given set of audience to understand their opinions about the size of mobile phones when they purchase one. Based on such information, organizations can dig deeper into the topic and make business related decisions.

- Interviews: While you may get a lot of information from public sources, but sometimes an in person interview can give in-depth information on the subject being studied. Such a research is a qualitative research method. An interview with a subject matter expert can give you meaningful insights that a generalized public source won't be able to provide. Interviews are carried out in person or on telephone which have open-ended questions to get meaningful information about the topic.

For example: An interview with an employee can give you more insights to find out the degree of job satisfaction, or an interview with a subject matter expert of quantum theory can give you in-depth information on that topic.

- Focus groups: Focus group is yet another widely used method in exploratory research. In such a method a group of people is chosen and are allowed to express their insights on the topic that is being studied. Although, it is important to make sure that while choosing the individuals in a focus group they should have a common background and have comparable experiences.

For example: A focus group helps a research identify the opinions of consumers if they were to buy a phone. Such research can help the researcher understand what the consumer values while buying a phone. It may be screen size, brand value or even the dimensions. Based on which the organization can understand what are consumer buying attitudes, consumer opinions, etc.

- Observations: Observation research can be qualitative observation or quantitative observation. Such a research is done to observe a person

and draw the finding from their reaction to certain parameters. In such a research, there is no direct interaction with the subject.

For example: An FMCG company wants to know how its consumers react to the new shape of their product. The researcher observes the customers first reaction and collects the data, which is then used to draw inferences from the collective information.

3.2.4 SECONDARY RESEARCH METHODS

Secondary research is gathering information from previously published primary research. In such a research you gather information from sources like case studies, magazines, newspapers, books, etc.

- Online research: In today's world, this is one of the fastest ways to gather information on any topic. A lot of data is readily available on the internet and the researcher can download it whenever he needs it. An important aspect to be noted for such a research is the genuineness and authenticity of the source websites that the researcher is gathering the information from.

For example: A researcher needs to find out what is the percentage of people that prefer a specific brand phone. The researcher just enters the information he needs in a search engine and gets multiple links with related information and statistics.

- Literature research: Literature research is one of the most inexpensive methods used for discovering a hypothesis. There is a tremendous amount of information available in libraries, online sources, or even commercial databases. Sources can include newspapers, magazines, books from the library, documents from government agencies, specific topic related articles, literature, Annual reports, published statistics from research organizations and so on.

However, a few things have to be kept in mind while researching from these sources. Government agencies have authentic information but sometimes may

come with a nominal cost. Also, research from educational institutions is generally overlooked, but in fact educational institutions carry out more research than any other entities.

Furthermore, commercial sources provide information on major topics like political agendas, demographics, financial information, market trends and information, etc.

For example: A company has low sales. It can be easily explored from available statistics and market literature if the problem is market related or organization related or if the topic being studied is regarding the financial situation of the country, then research data can be accessed through government documents or commercial sources.

- Case study research: Case study research can help a researcher with finding more information through carefully analyzing existing cases which have gone through a similar problem. Such analyses are very important and critical, especially in today's business world. The researcher just needs to make sure he analyses the case carefully in regards to all the variables present in the previous case against his own case. It is very commonly used by business organizations or the social sciences sector or even in the health sector.

For example: A particular orthopedic surgeon has the highest success rate for performing knee surgeries. A lot of other hospitals or doctors have taken up this case to understand and benchmark the method in which this surgeon does the procedure to increase their success rate.

3.2.5 EXPLORATORY RESEARCH: STEPS TO CONDUCT A RESEARCH

- Identify the problem: A researcher identifies the subject of research and the problem is addressed by carrying out multiple methods to answer the questions.
- Create the hypothesis: When the researcher has found out that there are no prior studies and the problem is not precisely resolved, the researcher

will create a hypothesis based on the questions obtained while identifying the problem.

- Further research: Once the data has been obtained, the researcher will continue his study through descriptive investigation. Qualitative methods are used to further study the subject in detail and find out if the information is true or not.

3.2.6 CHARACTERISTICS OF EXPLORATORY RESEARCH

- They are not structured studies
- It is usually low cost, interactive and open ended.
- It will enable a researcher to answer questions like what is the problem? What is the purpose of the study? And what topics could be studied?
- To carry out exploratory research, generally there is no prior research done or the existing ones do not answer the problem precisely enough.
- It is time consuming research and it needs patience and has risks associated with it.
- The researcher will have to go through all the information available for the particular study he is doing.
- There are no set of rules to carry out the research per se, as they are flexible, broad and scattered.
- The research needs to have importance or value. If the problem is not important in the industry the research carried out is ineffective.
- The research should also have a few theories which can support its findings as that will make it easier for the researcher to assess it and move ahead in his study
- Such a research usually produces qualitative data, however in certain cases quantitative data can be generalized for a larger sample through use of surveys and experiments.

3.3 THEORETICAL FRAMEWORK:

Google Analytics presents your data across a range of different metrics, and it is important to know exactly what your data means. Having 10 000 visits can be very

different to having 10 000 visitors, which is again different to having 10 000 pageviews. Here is how Google defines 4 basic measures of traffic, and what each one means.

3.3.1 VISIT

The concept of a visit in Google Analytics is important to understand because many features, reports, and metrics depend on how Analytics calculates visits.

A visit is a group of interactions that take place on your website within a given time frame. For example one single visit may contain multiple page views within it, as well as numerous events, social interactions, custom variables, and ecommerce transactions, all in the span of one visit.

A visit begins when a visitor enters the site and concludes when the visit ends. A visit can end via:

- Time-based expiry (including end of day):
 - After 30 minutes of inactivity have elapsed
 - When a new calendar day begins (at midnight)

Campaign change:

- If a visitor arrives via one campaign, leaves, and then comes back via a different campaign, then this will be counted as a separate visit.

3.3.2 UNIQUE VISITOR

A unique visitor is a person who visits the site. However, a single visitor can open multiple visits. Those visits can occur on the same day, or over several days, weeks, or months. As soon as one visit ends, there is then an opportunity to start a new visit. These multiple visits all account for one unique visitor.

The initial session by a user during any given date range is considered to be an additional visit and an additional visitor. Any future sessions from the same user during the selected time period are counted as additional visits, but not as additional visitors.

3.3.3 PAGEVIEWS

A pageview is defined as a view of a page on your site that is being tracked by the Analytics tracking code. If a visitor clicks reload after reaching the page, this is counted as an additional pageview. If a user navigates to a different page and then returns to the original page, a second pageview is recorded as well. Thus pageviews are often in the highest volume of all the traffic measurements, because they are counted at such regular intervals.

3.3.4 UNIQUE PAGEVIEWS

A unique pageview, as seen in the Content Overview report, aggregates pageviews that are generated by the same user during the same session. A unique pageview represents the number of sessions during which that page was viewed one or more times. As such, simply reloading or re-navigating back to that page during one session will still only count as a unique pageview, whereas it would count as multiple pageviews.

As can be seen, each definition has various nuances. One visitor may entail multiple visits across the time-period. Each visit may contain multiple pageviews of a single page, but only one unique pageview of each page. Each measurement is helpful to tell a different story, and it is important to be aware of what story you are telling with what data.

3.3.5 BOUNCE RATE

A bounce is a single-page session on your site. In Analytics, a bounce is calculated specifically as a session that triggers only a single request to the Analytics server, such as when a user opens a single page on your site and then exits without triggering any other requests to the Analytics server during that session.

Bounce rate is single-page sessions divided by all sessions, or the percentage of all sessions on your site in which users viewed only a single page and triggered only a single request to the Analytics server.

These single-page sessions have a session duration of 0 seconds since there are no subsequent hits after the first one that would let Analytics calculate the length of the session.

3.3.6 CLICK-THROUGH RATE

PPC click-through rate is the rate at which your PPC ads are clicked. This number is the percentage of people who view your ad (impressions) and then actually go on to click the ad (clicks). The formula for CTR looks like this:

$$(\text{Total Clicks on Ad}) / (\text{Total Impressions}) = \text{Click Through Rate}$$

Generally, you can view your click-thru rate within the dashboard of your PPC account. A high CTR means that a high percentage of people who see your ad click it.

3.3.7 ACQUISITION:

How you acquire your website visitors

3.3.8 ALERTS:

This is a custom feature that can be configured to notify you when visitors perform a certain task or goal that you have set to measure.

3.3.9 BENCHMARKING:

This report lets you compare how your website's metrics perform against other websites of similar size and category. It will give you an idea of how you're doing in areas such as visits, page views, bounce rates, average time on site, and other metrics, relative to the average business in your category.

3.3.10 BRANDED TRAFFIC:

This refers to people who come to your website by searching for your brand's name (or related terms).

3.3.11 CLICK:

The single instance of a user following (clicking on) a web link to another website page.

3.3.12 CONVERSION:

This is what occurs when a goal you have set for a visitor on your website, is completed. Completing a purchase, submitting a contact form, or clicking on a particular ad or page are examples of goals you can measure. Google Analytics allows you to create customized goals so you can measure user actions that are important to your website.

3.3.13 COOKIE:

This refers to a small piece of code that remembers visitors and their preferences, when they are on your website.

3.3.14 COST DATA:

If you use Google AdWords, this is the information imported from a Google AdWords account into a Google Analytics account.

3.3.15 CUSTOM REPORTING:

A Google Analytics report that includes only the information you want to see based on the metrics and dimensions you choose.

3.3.16 DIMENSIONS:

A Dimension is typically an attribute of a visitor and their activity on your website. The source that someone came from (referring URL), technical information like browsers or mobile phones, the activity a person performed such as the landing pages, searches they did on your website and the products they purchased, are all Dimensions. Dimensions are used to help organize, segment, and analyze your website's data.

3.3.17 DIRECT TRAFFIC:

Visits to your website where the visitor types your URL (web address) into their browser's address bar or uses a bookmark to get to your website. Direct traffic tells you what percentage of your visitors know your brand and website URL versus finding your website through a search engine or another website.

3.3.18 ECOMMERCE: (ELECTRONIC COMMERCE)

These reports track visitor actions within your website's shopping cart or other commerce area of your website.

3.3.19 ENGAGEMENT RATE: (ALSO KNOWN AS AVERAGE SESSION DURATION)

This is the length of time a visitor spends on your website, measured in time intervals.

3.3.20 ENTRANCES/ENTRANCE PAGE: (ALSO KNOWN AS LANDING PAGE)

These are the pages where visitors entered your website from outside sources. Usually your homepage will have the highest number of Entrances.

3.3.21 ENTRANCE POINT:

This is the page a user visited just before entering your funnel – it isn't always your homepage (see "Funnels" below).

3.3.22 EVENTS:

An event can be any action you want to track on a webpage, for example you could track how often a file is downloaded or a video is played.

3.3.23 EXIT RATE:

This is the percentage of visitors who leave your site after looking at a particular page. If the visitor only looks at one page and leaves, that is the Bounce Rate, if

they look at several pages and then leave, Exit Rate will tell you which of those pages has the highest rate of people leaving after viewing it.

3.3.24 FILTER:

A display of information according to the specific criteria you select. You can use filters to carry out actions like eliminating internal traffic from reports or to only include traffic to a specific subdomain.

3.3.25 FUNNELS:

The series of pages a visitor goes through on their way to your goal page. Creating funnels can show you where visitors abandon the process during the path to conversion to your goals.

3.3.26 GOALS:

Actions you want visitors to take on your website that you define as a success. Goals must relate to a quantifiable action that your website's visitors take such as a purchase, contact form submission, or downloads. Goals are set up in Google Analytics to track Conversions.

3.3.27 GOAL CONVERSION RATE:

The number of visits on a site that included conversions divided by the total number of visits.

3.3.28 GOAL FLOW:

This is a visual report that shows you the path that visitors took along their way to making a conversion on your website. It helps you track the steps that occurred before the conversion took place so you can optimize your website to increase conversions.

3.3.29 IMPRESSION:

When your website appears in search results for a particular search query.

3.3.30 INCLUDE:

A type of filter that includes a piece of data when it meets the qualifications and keeps only those hits that match.

3.3.31 IN-PAGE ANALYTICS:

This is a visual report that gives you an overview of how visitors interact on particular pages such as what links are being clicked the most often or if your content is organized most effectively.

3.3.32 KEYWORDS:

These are the words that visitors used to find your website when using a search engine. This information shows you what searchers are actually looking for when they find you. This also helps you to determine potential new keywords to target.

3.3.33 LANDING PAGE: (ALSO KNOWN AS ENTRANCE PAGE)

The first page a visitor lands on when they click through from the search engine results page; also known as the entrance page.

3.3.34 LOYALTY:

A visitor's loyalty is measured by behavior, that is, by the amount of times they return to your website in a specified time period. Loyal visitors are typically highly engaged with your website and your brand. Low loyalty often illustrates the need for new content and regular updates to a website.

3.3.35 METRICS:

Individual pieces of data that can be measured, for example, page views, gender, average visit/session duration.

3.3.36 NEW SESSIONS:

An estimated percentage of first-time visits.

3.3.37 NEW VISITORS: (ALSO CALLED USERS)

People who have not previously or recently visited your site are considered new visitors. If the person has previously visited your website by deleted cookies, cleared their browser history, or visited in private browsing mode, that user will be counted as a new visitor.

3.3.38 ORGANIC TRAFFIC:

Visitors who come to your website by clicking on the unpaid (organic or natural) search engine results.

3.3.39 PAID TRAFFIC:

Visitors who come to your website from Google AdWords ads, paid search engine keywords and other online paid ad campaigns. This data will show you how effective your paid online advertising is.

3.3.40 PAGES/SESSION:

This is the average number of pages viewed during a session.

3.3.41 PARAMETERS:

These are tags added to the end of URL addresses in order to better define and track what source the traffic to your website is coming from – usually this is used for ads or links from other social media such as measuring the effectiveness of your referral Tweets, Facebook posts, etc.

3.3.42 QUERY:

The word or phrase a user enters into a search engine to find your website.

3.3.43 REFERRING SITES/REFERRAL TRAFFIC:

Other websites that refer or send visitors to your website are called referring sites (i.e., Facebook, Twitter, LinkedIn, your blog, advertisements, etc.). Knowing where

your traffic is coming from allows you to focus more resources on sites that are referring to more traffic.

3.3.44 SCREEN RESOLUTION:

defines what screen size users are utilizing when visiting your website (desktop, laptop, mobile device) so you can best optimize the structure of your site to best serve the most popular dimensions.

3.3.45 SESSIONS: (FORMERLY KNOWN AS VISITS)

The number of times your website is accessed (this is different from the number of Visitors) and the period of time users are actively engaged on your website. Watching the trends in your visits allows you to analyze which aspects of your online marketing are working.

3.3.46 SITE SEARCH:

A search feature within your website that allows visitors to search your entire website for certain keywords and information.

3.3.47 SOURCES: (ALSO KNOWN AS TRAFFIC SOURCES)

Where the traffic to your website originated as well as what keywords visitors utilized to get there.

3.3.48 TIME ON SITE:

The average length of time a visitor spends on your website within a specified time period. You can use this data to measure the effectiveness of your website. The longer visitors spend on your site, the more informative and/or interactive it is.

3.3.49 TOP EXIT PAGES:

The pages on your website that visitors leave from. In Google Analytics, these pages are listed in order from those the most visitors exited your site to those pages that visitors least exited your site. If users are leaving your site from a

Thank You page after purchasing or downloading information, that is good. If one of your Top Exit Pages is the Home page on your site, that is not.

3.3.50 TOP LANDING PAGES:

The first pages that users land on, or come to when entering your Website. Within Google Analytics, these pages are listed in order of most visited to least visited. This data is important because it allows you to see which pages are attracting visitors.

3.3.51 TRACKING CODE:

This is a small snippet of computer code that is inserted into the body of any webpage that you want to gather analytic data for; the tracking code captures information about visits to a page.

3.3.52 TRAFFIC:

The total number of visits to your website. Traffic can be divided into multiple categories including, direct, organic and paid.

3.3.53 UNIQUE VISITOR:

The number of individual (non-duplicate) visitors to a site over the course of a specific time period. This data is determined by cookies that are stored in visitor browsers.

3.3.54 UNIFORM RESOURCE LOCATOR (URL): The address of your Website (i.e. www.mycompany.com)

3.3.55 VISITOR:

The number of individuals who viewed your website. One visitor can visit your site multiple times so you will never have more visitors than visits. The “Visitor” section of Google Analytics offers data and reports concerning the behavior of the visitors that frequent your Website.

3.3.56 VISITOR FLOW:

A report that visualizes the path visitors took through your website, starting with the source the user arrived from and ending with the page the user converted on or exited from.

3.4 PROFILE OF THE STUDY AREA:

The study area used for the research is Tamil Nadu. Tamil Nadu is a state in southern India. Its capital and largest city is Chennai. Tamil Nadu lies in the southernmost part of the Indian subcontinent and is bordered by the union territory of Puducherry and the South Indian states of Kerala, Karnataka, and Andhra Pradesh. It is a thickly populated state, surrounded by a large number of domestic and multinational corporations. Tamil Nadu's GSDP was ₹9.767 trillion (US\$140 billion), and growth was 14.86. It ranks third in foreign direct investment (FDI) approvals of ₹225.826 billion (\$5,000 million), next only to Maharashtra and Delhi constituting 9.12 per cent of the total FDI in the country. The per capita income in 2007–2008 for the state was ₹72,993 ranking third among states with a population over 10 million and has steadily been above the national average.

3.5 SAMPLE SIZE:

For this study, we explored anonymous data for 150+ local businesses across 6 industries in the Tamil Nadu. To do this, we reviewed data from a randomly chosen sample of Google My Business Insights between January 2021 and March 2021. This included Adyar Ananda Bhavan - 50, Poorvika Mobiles Pvt Ltd - 30, Fastrack - 10, LensKart - 20, Honda - 30, Slam Gym - 10. Averages are based on medians. The 6 industries were created by grouping business categories. We did this to ensure we had a large enough sample to draw conclusions from industries. The analysis of the collected data was made with the help of Google Sheets.

3.6 SOURCES OF DATA:

The study is completely based on primary data. Primary data for the study is collected from Maya Digital Solutions. The study uses Secondary data for Theoretical framework of the study and Review of literature collected from journals, books, thesis and magazines.

CHAPTER 4: ANALYSIS AND INTERPRETATION

Analysis and interpretation are central steps in the research process. The aim of the analysis is to organize, classify and summarize the collected data so that they can be better comprehended and interpreted to give answers to the questions that triggered the research. Interpretation is the search for the broader meaning of findings. Analysis is not fulfilled without interpretation; and interpretation cannot proceed without analysis. So, both are interdependent. In this chapter a detailed analysis of the collected data has been attempted as per the objectives stated earlier. Hypotheses were also tested based on the findings of the study, interpretations and conclusions were drawn. In this chapter the following statistical techniques for the analysis of the data gathered for the present study viz., Descriptive analysis and Inferential statistics etc.

4.1 SIMPLE RANDOM SAMPLE

Simple random sampling is defined as a sampling technique where every item in the population has an even chance and likelihood of being selected in the sample. Here the selection of items entirely depends on luck or probability, and therefore this sampling technique is also sometimes known as a method of chances.

Simple random sampling is a fundamental sampling method and can easily be a component of a more complex sampling method. The main attribute of this sampling method is that every sample has the same probability of being chosen.

The sample size in this sampling method should ideally be more than a few hundred so that simple random sampling can be applied appropriately. They say that this method is theoretically simple to understand but difficult to implement practically. Working with large sample size isn't an easy task, and it can sometimes be a challenge to finding a realistic sampling frame.

Table 4.1: Table indicating the sampling business name

S.no	Business Name	No of Outlets
1	Adyar Ananda Bhavan	50
2	Poorvika Mobiles Pvt Ltd	30
3	Fastrack	10
4	LensKart	20
5	Honda	30
6	Slam Gym	10

Table 4.2: Table indicating Google My Business Insights of Adyar Ananda Bhavan

Status	Before	After
Clicks	9	22
CTR	9	20
Pageviews	66	131
Unique Pageviews	21	34
Avg. Time on Page	0	3
Bounce Rate	9	4

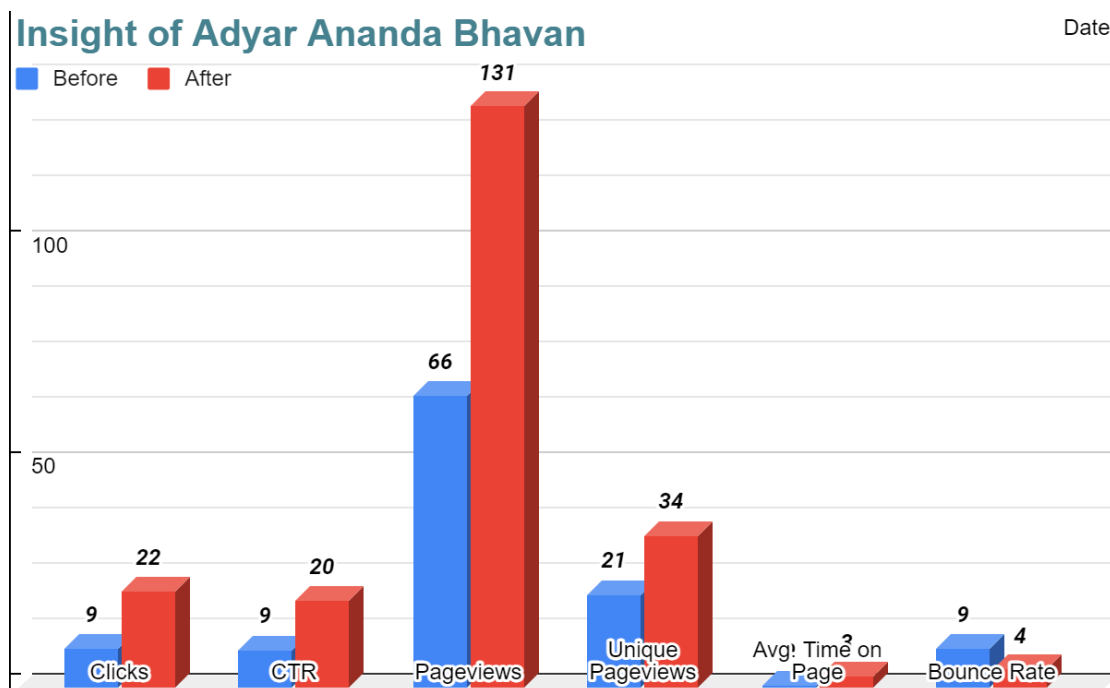


Fig 4.1 Graphical Representation of Adyar Ananda Bhavan Google Analytics Data

Inference:

From the above data, as you can see, there is a consistent correlation between Bounce Rate and Average time on a GMB profile and the numbers of website visits, phone calls and direction requests that came through Google My Business.

Table 4.3: Table indicating Google My Business Insights of Poorvika Mobile Pvt Ltd

Status	Before	After
Clicks	5	15
CTR	8	16
Pageviews	53	106
Unique Pageviews	13	20
Avg. Time on Page	0	3
Bounce Rate	11	5

Insight of Poorvika Mobiles Pvt Ltd

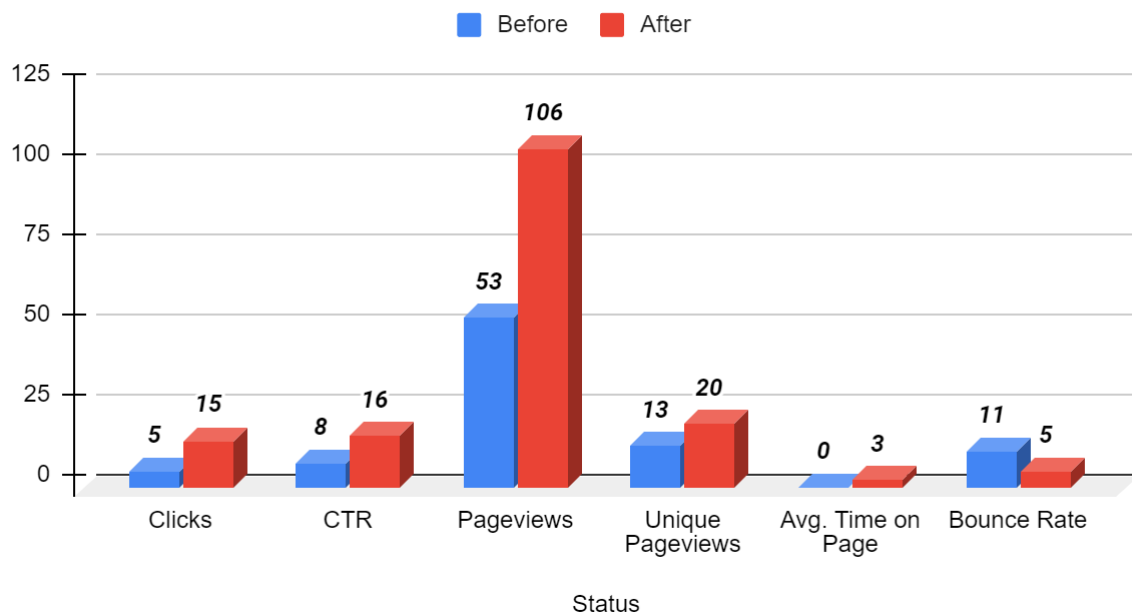


Fig 4.2 Graphical Representation of Poorvika Mobiles Pvt Ltd Google Analytics Data

Inference:

From the above data, Again, we see a strong trend of high numbers of images correlating with high numbers of both types of searches, particularly in the case of local businesses.

Table 4.4: Table indicating Google My Business Insights of Fastrack

Status	Before	After
Clicks	7	15
CTR	15	15
Pageviews	75	147
Unique Pageviews	16	24
Avg. Time on Page	1	3
Bounce Rate	15	3

Insight of Fastrack

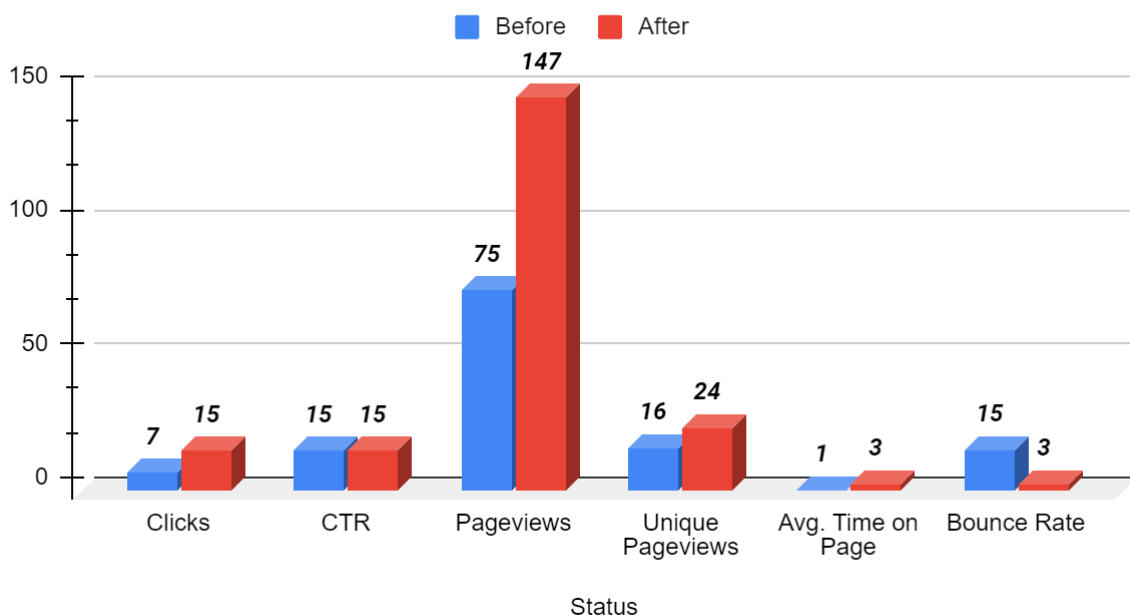


Fig 4.3 Graphical Representation of Fastrack Google Analytics Data

Inference:

From the above data, The average business receives 147 page views each month, with 84% of these coming from discovery searches, and the remaining 16% from direct. The bounce rate has been reduced from 15 to 3 after the GMB profile has been updated with images.

Table 4.5: Table indicating Google My Business Insights of LensKart

Status	Before	After
Clicks	6	15
CTR	10	19
Pageviews	68	134
Unique Pageviews	20	34
Avg. Time on Page	0.5	3
Bounce Rate	10	4

Insight of LensKart

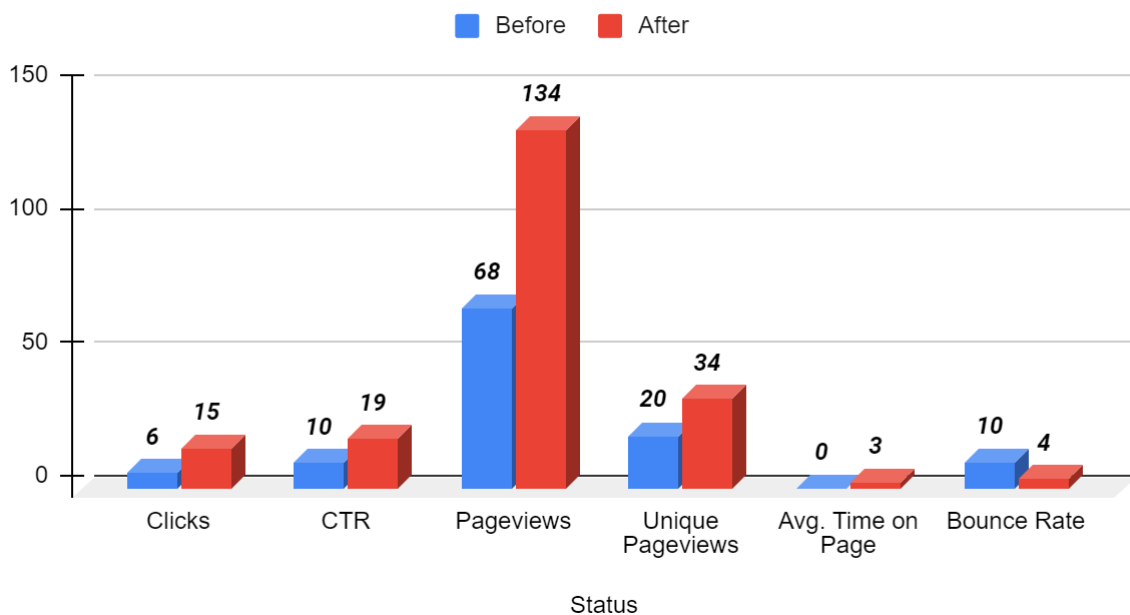


Fig 4.3 Graphical Representation of LensKart Google Analytics Data

Inference:

From the above data, the number of clicks for LensKart has increased rapidly from 6 to 15 in three months. The average time on the page has been increased due to which the bounce rate has been decreased from 10 to 4. This shows a strong link between Google My Business photo quantity and search performance.

Table 4.6: Table indicating Google My Business Insights of Honda Showroom

Status	Before	After
Clicks	6	16
CTR	10	19
Pageviews	68	134
Unique Pageviews	20	31
Avg. Time on Page	0.5	3
Bounce Rate	10	4

Insight of Honda Showroom

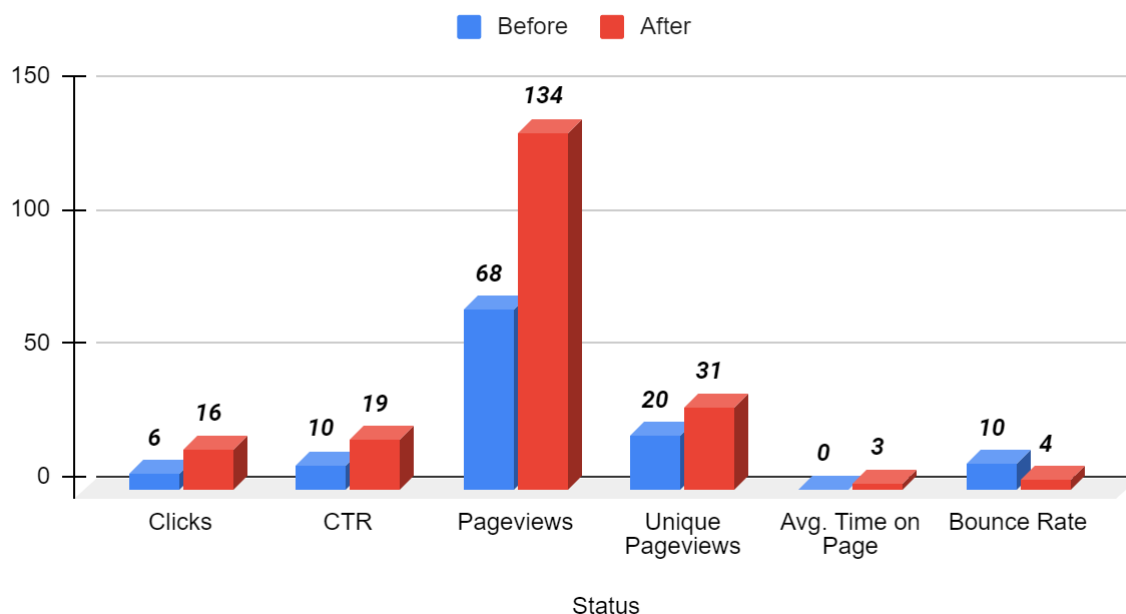


Fig 4.4 Graphical Representation of Honda Showroom Google Analytics Data

Inference:

From the above data, The average business receives 134 page views each month, with 73% of these coming from discovery searches, and the remaining 27% from direct. The bounce rate has been reduced from 10 to 4 after the GMB profile has been updated with images.

Table 4.7: Table indicating Google My Business Insights of Slam Gym

Status	Before	After
Clicks	5	15
CTR	7	16
Pageviews	38	75
Unique Pageviews	7	15
Avg. Time on Page	1	3
Bounce Rate	16	8

Insight of Slam Gym

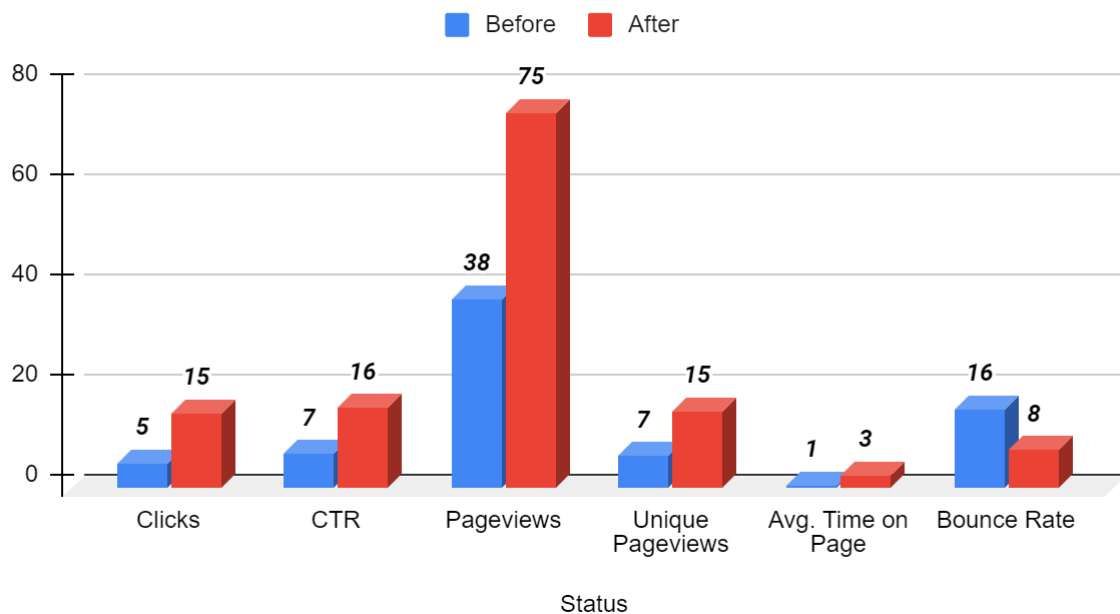


Fig 4.5 Graphical Representation of Slam Gym Google Analytics Data

Inference:

From the above data, the number of pageviews for Slam Gym has increased rapidly from 38 to 75 in three months. The average time on the page has been increased due to which the bounce rate has been decreased from 16 to 8.

CHAPTER 5: FINDINGS, SUGGESTIONS AND CONCLUSION

The objectives of the study were accomplished in stages. The most common reason why the business isn't showing up on Google Maps is because it lacks location authority. If the GMB listing (location) lacks location authority, it will have to be in close proximity or standing directly at the business location to appear in Google Maps.

5.1 FINDINGS OF THE STUDY:

5.1.1. Not Verifying Your Business Listing

Some businesses assume that Google will list their business whether or not they verify it, or believe that there is no reason for them to verify it if they are already showing up in local search results. In reality, failing to verify your business in GMB damages Google's confidence in your location and status as a legitimate business, and reduces the chances that you will show up in search results, meaning that even if you show up sometimes, you could show up in more results if you verified. Verifying your GMB account also allows you to modify your listing, correct inaccuracies, improve your branding, show off pictures of what you do, and more.

FIX: Most businesses verify by mail on a desktop PC as follows:

- Sign in to GMB
- Select your business and click Verify now
- Verify that your address is correct on the postcard request screen, update it if it isn't, and include an Optional contact name to make sure that the postcard goes to the person in charge of setting up your GMB account
- Click Send postcard
- You will receive your postcard within two weeks. Don't make any changes to your business name, address, category, or request another code during this time, or you will slow down the verification process.
- After getting your postcard, log in to GMB and select the location you are verifying Click the Verify now button
- Enter your 5-digit verification code into the Code field
- Click Submit

5.1.2. Using spammy techniques for your business name

Some businesses attempt to game their SEO by using an inaccurate business name. They believe that including keywords in their business name will allow them to rank better in local search results. Instead, doing so is a violation of Google's guidelines and may get you penalized. Even if it doesn't, the discrepancy between your business name in GMB and your business name in other places that list your name, address, and phone number will reduce Google's confidence that it has the right location for your business, and will result in your being less likely to show up near the top of the local results.

Fix: Use your business name as it is consistently used on your signs, logos, website, and any business listing that shows your name, address, and phone number.

5.1.3. Using your legal business name instead of your widely recognized name

If your legal business name and the name used across all of your platforms are identical, there is no problem. However, if your logos, signs, and business listings list a popularized business name that is different from its legal name, this leads to discrepancies that will reduce Google's confidence in your business's location.

Fix: Make sure that your GMB business name is the same as the one listed on your website, business listings, and on your signs and branding, as opposed to your legal business name, if they are different.

5.1.4. Bad Business Description

Businesses often enter a long-winded business description that doesn't sell users on the business quickly enough to positively impact their decision about whether or not to visit your location. Google only displays the 250 characters of the description, and users will be comparing you next to dozens of other businesses when they make a decision.

Fix: Use a business description that clarifies what your business is for and how it is different from competitors as quickly as possible. Prioritize the things that customers tend to be most curious about, questions about your business that often come up in phone calls or walk-ins about what you can do for them.

5.1.5. No Reviews

Reviews are the most important ranking factor for local search. If your business has no reviews, this dramatically hurts your chances of showing up in search local search results and in Google Maps listings. Even if you do, a lack of customer reviews harms consumer trust, and users will be less likely to choose your location over others without any information from other customers to guide them.

Fix: Start incorporating the process of asking for reviews into your business processes:

- Train your staff to ask after completing a job or interacting with a customer
- Ask through emails or when you send a bill
- Ask at the end of your phone calls
- how customers how to leave a review

5.1.6. Solicited Or Fake Reviews

Some businesses incentivize users to leave reviews by offering a discount or coupon, or more egregiously, outright paying others to leave reviews. Doing so violates Google's guidelines and could result in your listing being removed from local search results entirely. Google requires that reviews left by customers who have actually visited the location and that they don't receive compensation for leaving a review. Even customers who visited the location and bought your products or services fall under this category if they are given a coupon or discount for leaving a review.

Fix: Implement a clear and strict policy against rewarding customers for leaving reviews on GMB. If any incentives are in place to reward staff for encouraging customers to leave reviews, they must be very carefully chosen to avoid incentivizing staff in any way to "bribe" customers.

5.1.7. Duplicate Listings

If you add a GMB location that has already been verified, your business will not show up in listings, and it will show up as a "Duplicate listing" in your GMB account.

Fix: You will need to remove the duplicate, making sure not to delete the verified listing:

- Sign in to GMB and go to Duplicate locations in your Account Summary
- Click the duplicate location
- Click Delete this listing

To remove multiple listings from the Duplicate locations section, check the boxes next to each listing, click the three-dot menu icon, and click Remove. If you don't have access to the verified listing, you will need to get access to it. See Google's instructions on gaining access to an already verified listing. If your duplicate listings are mistakenly listed at different addresses, or at the same address with different names, you will need to remove the incorrect listing. These will not be listed as duplicates in your account summary and will need to be identified manually. See this in-depth guide on dealing with these types of duplicates.

Bonus Tip: Use GMB Insight

GMB Insight tells you important information about how customers are discovering your business that you can use to drive your local SEO strategy. Make sure to leverage this information:

"How customers search for your business" tells you what percentage of people are seeing business impressions (not clicks) based on searching for your business directly or discovering it by searching for keywords that led them to you. It also tells you the total number of searches you appeared in. Your local SEO goal is to increase this number and show up for more keyword searches.

"Where customers view your business on Google" shows you a graph of views in Google Maps and in Google Search. Be aware that the graph is cumulative, meaning that the search data is displayed as an addition to the Maps data, rather than being plotted independently of it.

- "Customer Actions" is a graph over time of customers who chatted with you, called you, requested directions to you, and visited your site. This is where you will find your conversion data, so don't neglect it.
- "Photo Insights" is the number of times people have seen your photos, whether or not they have clicked on them. For some useful competitive

insight, Photo Views graph shows how often your photos have been compared over time compared to similar businesses.

- “Photo Quantity” shows how many photos you have compared to similar businesses. Check here to make sure you are uploading enough photos to be competitive.
- “Popular Times” tells you when people who are using Google are visiting your business most often in person.

These seven mistakes plague businesses that are new to local SEO. The good news is that tackling these issues will put you ahead of a fair number of your competitors and put you on the map. Put this advice to use, and you should expect to see some gains in your GMB insights and in your store.

According to an in-depth study from BrightLocal, the average business that utilizes GMB receives over 1,000 views every month. Furthermore, GMB pages have a CTR of about 5%, which is considered fairly high!

Your GMB traffic is an incredibly important segment to track – but most businesses fail to do this. Thankfully, incorporating a tracking URL into your GMB page is pretty simple.

5.2.1 How To Add A Tracking URL To Your GMB Account

- Go to Campaign URL Builder to create a custom link and campaign name
- Enter in your business’s URL, campaign source (in this case, you would use ‘local’), campaign medium (in this case, you would use ‘organic’), and your campaign name (Google My Business)
- Create A Custom Tracking Link Using Campaign URL Builder

Enter the website URL and campaign information

Fill out the required fields (marked with *) in the form below, and once complete the full campaign URL will be generated for you. *Note: the generated URL is automatically updated as you make changes.*

Website URL *

The full website URL (e.g. `https://www.e2msolutions.com`)

Campaign Source *

The referrer: (e.g. `google`, `newsletter`)

Campaign Medium *

Marketing medium: (e.g. `cpc`, `banner`, `email`)

Campaign Name *

Product, promo code, or slogan (e.g. `spring_sale`)

Campaign Term

Identify the paid keywords

Campaign Content

Use to differentiate ads

Share the generated campaign URL

Use this URL in any promotional channels you want to be associated with this custom campaign

☐ Set the campaign parameters in the fragment portion of the URL (not recommended).

 Copy URL

 Convert URL to Short Link (authorization required)

Fig 5.1 Campaign URL Builder

- Copy and paste the tracking URL it generates as your website URL on your GMB account page
- Verify that the URL has been updated and is sending data by going to your Google Analytics account, selecting Acquisition à Campaigns à All Campaigns

5.2.2 Wrong Category Placement

When creating your GMB account, you are required to choose a category for your business. But this can be quite difficult to narrow down – as there are nearly 4,000 categories available. Google only allows you to select one primary and 10 subcategories.

If you select the wrong category, you could potentially receive penalty points from Google and be excluded from local searches if customers file complaints.

For example, say that you own a restaurant that offers take-out and delivery services. Selecting “Delivery Restaurant” or “Take-out Restaurant” would not be entirely accurate, since you offer both services as well as allowing customers to dine-in. So, it would be best to select the “Restaurant” category and then add sub-categories.

In order to correct this information, follow these steps:

- Log into your Google My Business account and select the location you want to manage.
- Select the pencil icon next to the primary category to edit your current primary category or select “Add another category”
- Click Apply when you are finished to save all changes

5.2.3 Leaving The Q&A Section Blank

About 8% of all Google searches are phrased as questions. While this number sounds fairly small – considering the fact that there are billions of searches conducted a day (with 34% of these being made with local intent looking for businesses “near me”), this means that 280 million searches are looking for answers to specific questions.

Therefore, leaving the Q&A section of your GMB page blank could be hurting your ranking ability when customers are looking for specific services or information. This is the primary place to include FAQs about things like service offerings, hours of operation, special deals (like happy hour for restaurants), and other important questions (like whether your building has parking).

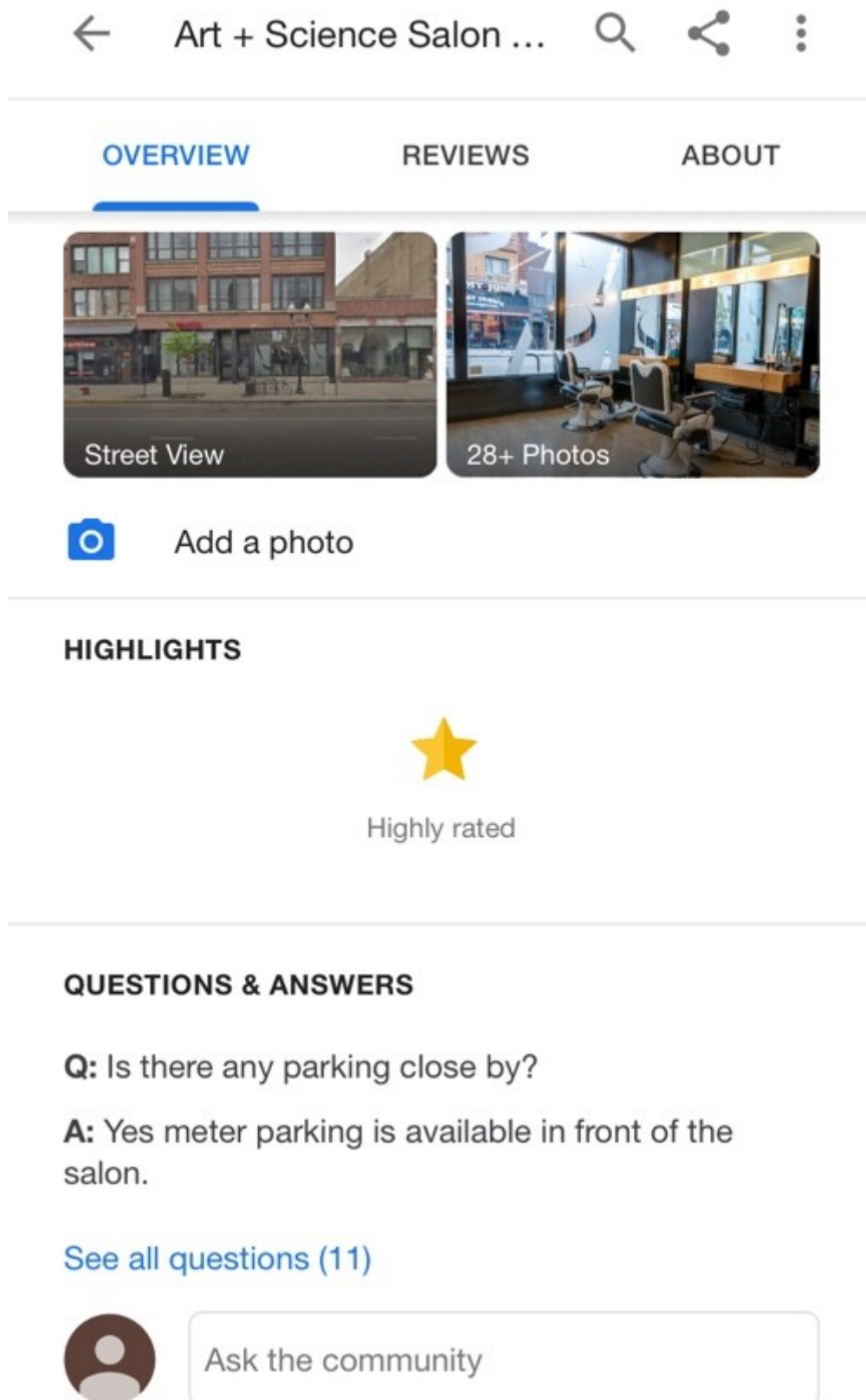


Fig 5.2 Screenshot of Q&A Section

Further, answering these questions can help you earn trust with future customers.

Be sure to regularly check and see if customers have submitted any questions, and take the time to provide detailed answers.

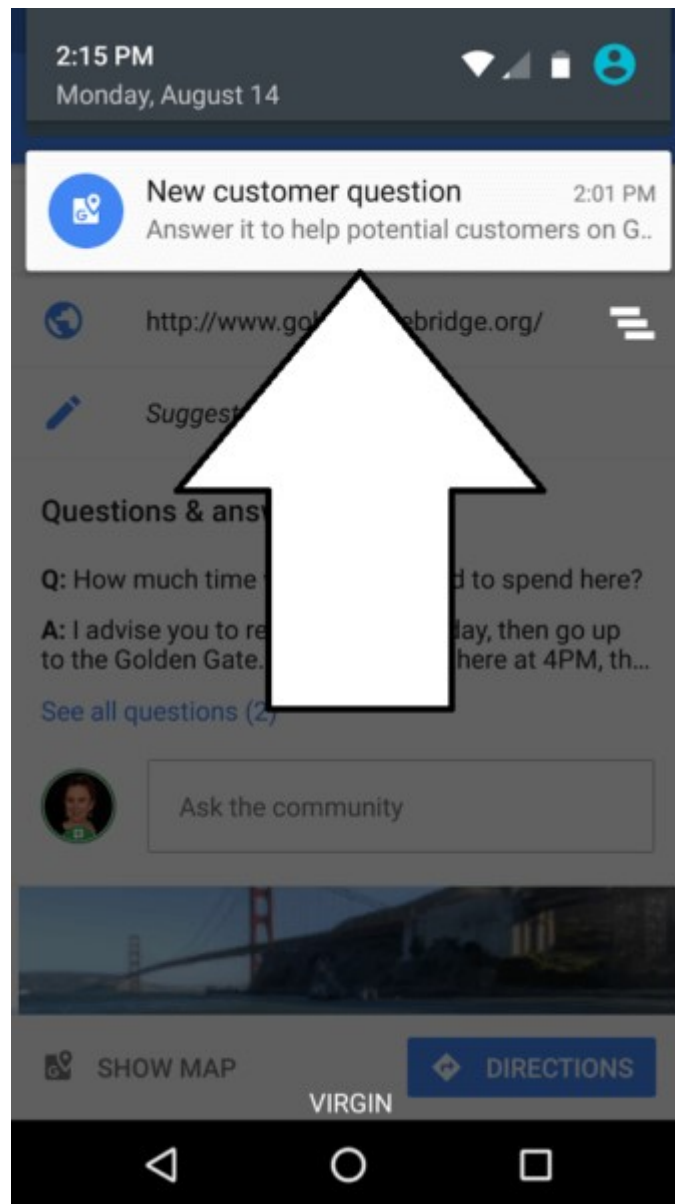


Fig 5.3 Screenshot of New Question Section

Also note that if you do not see a Q&A section on your GMB, you may need to update your app. You will also need to be signed into your Google Maps app in order to receive notifications when a new question is submitted. Check if Customers Have Submitted Questions on GMB Local Profile

5.2.4. Not Updating GMB Posts

Another feature that many business owners ignore is using GMB posts, which allow you to publish content, including:

- “What’s new?” announcements
- Events
- Special offers
- Welcome offers

You can also include CTAs that will appear if a customer selects these posts to receive offers, learn more, make a purchase, or contact your business. GMB Post use for special offer, discount or make a purchase

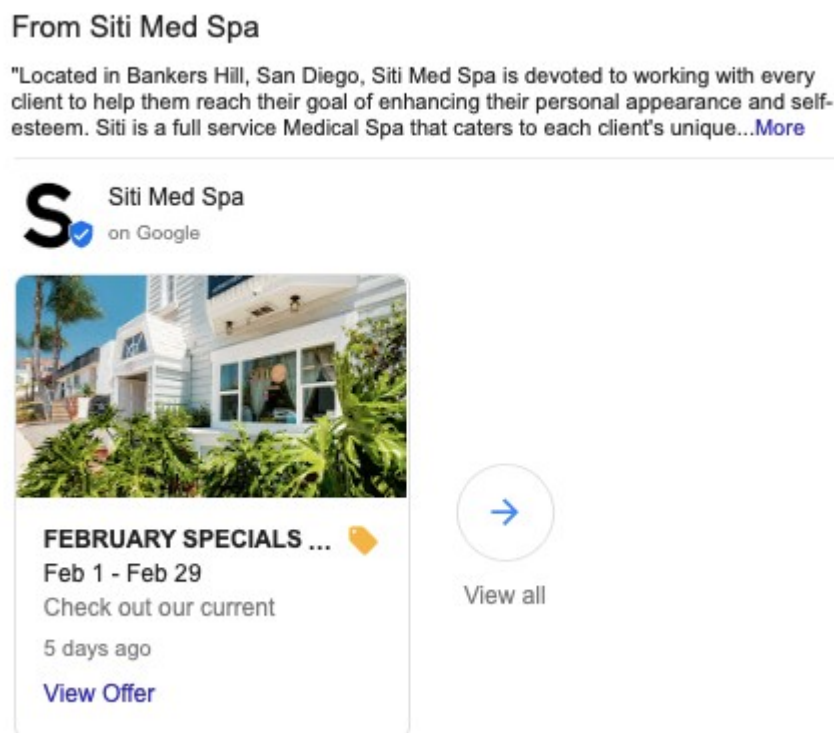


Fig 5.4 Screenshot of Special Offer post

This was originally meant to update through a business’s Google+ account, which was shut down in April 2019. You can still upload these types of posts to your GMB account by selecting “Post” from the menu. From here, enter in your post content and upload media like images and video.

Many marketers feel like this is a waste of time – but a case study from Moz proves otherwise. Their research found that GMB posts had extremely high views and CTRs.

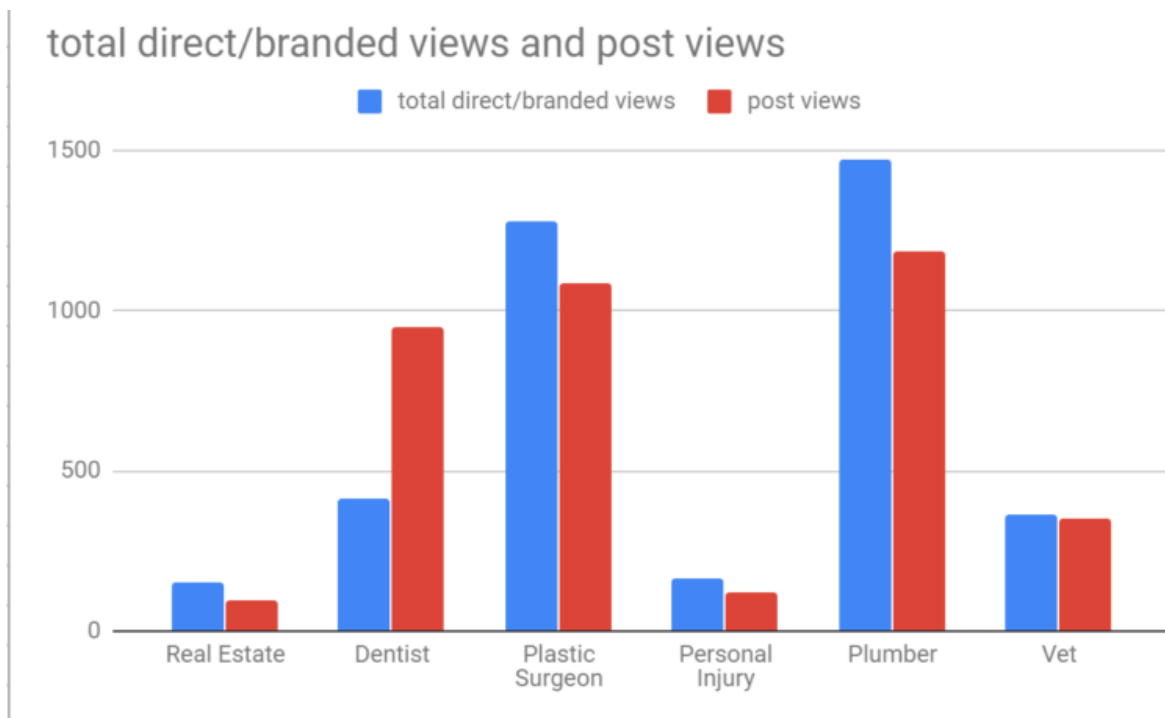


Fig 5.5 Graphical Representation of CTR Data

Therefore, this is a great opportunity to gain visibility for certain events, announcements, or special offerings for your business. For example, say that your hair salon offers first time customers a 20% discount. You can include this as a post on your GMB page with a CTA so that customers can claim that offer and schedule an appointment.

5.2.5. Not Updating Photos And Videos

All good marketers know the importance of visual content. Videos and images are far more engaging and eye-catching than just text – and help to improve your brand's reputation when customers are comparing you to other similar businesses.

For instance, say that you are looking for a general contractor in Scottsdale to help with home renovations.

Which of these options is going to interest you more?

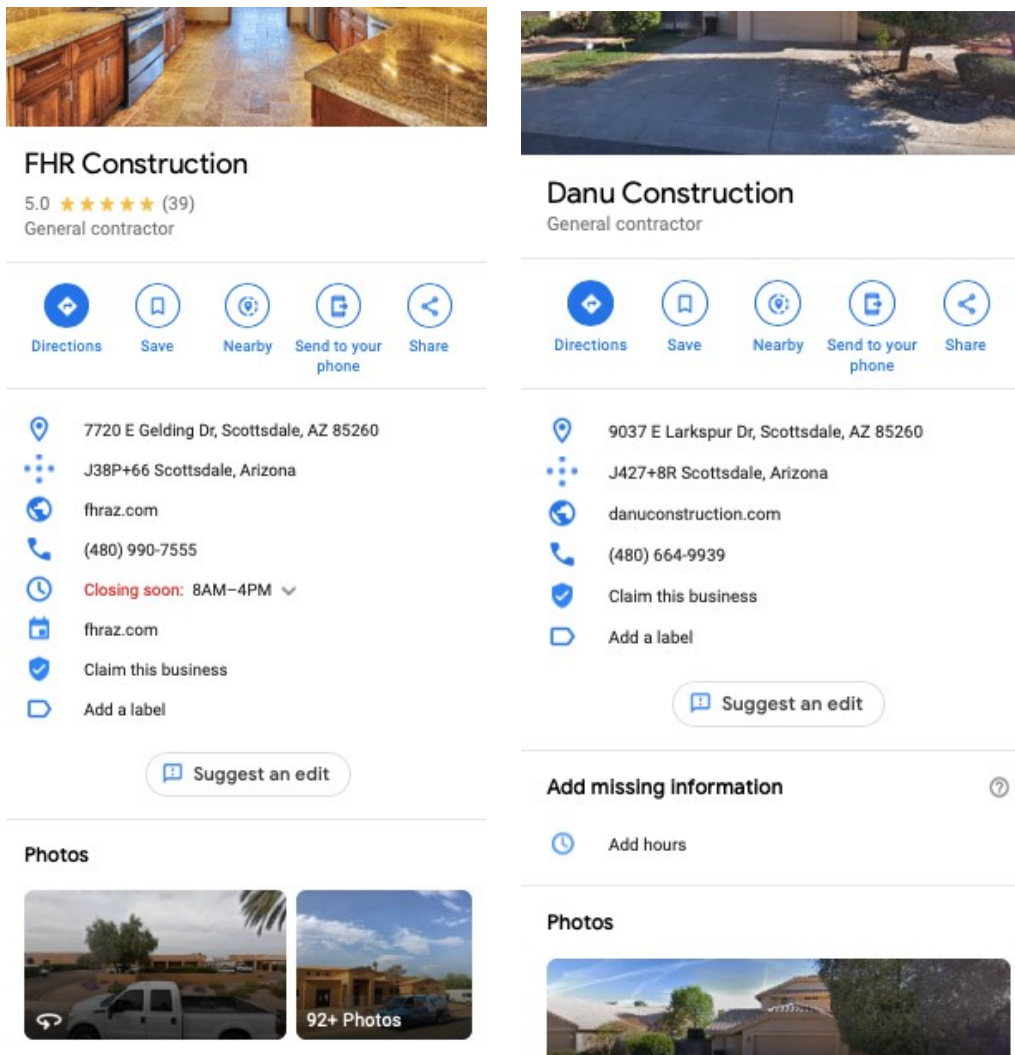


Fig 5.6 Comparison of Two different business GMB pages

Chances are, you'd feel more comfortable checking out the business with 92 photos over the one with just one image, since this provides you with information on their past projects.

It is also extremely important to provide an image of the exterior of your business if you have a physical location so customers can easily identify it when they arrive. Make sure that this is updated if you do any renovations or move locations.

It is quite easy to upload this type of media to GMB. Simply sign into your business profile. On the left-hand menu, select "Photos" and on the top right corner hit "Post +". You can then select the images and videos you want to upload. You can also change the cover photo or logo of your business and remove old images.

5.2 SUGGESTIONS:

Any business today needs targeted visibility on Google. Most businesses know that this requires optimizing their website and Google Ads, but what most don't know is that there is a third entity that also needs optimizing: their Google business listing. Officially known as your Business Profile, this powerful listing is a dynamic snapshot of your business that highlights your best features and enables potential customers to quickly find, learn about, and engage with you—all from the SERP. The best part? It's completely free.

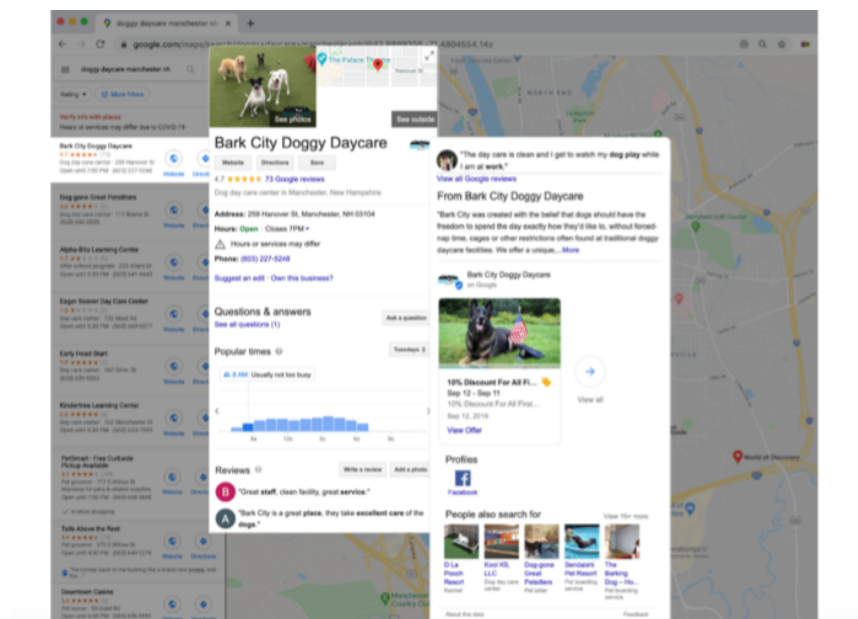


Fig 5.7 Screenshot of Optimized GMB page

And yet, despite the 167 billion searches performed on Google each month, a BrightLocal study showed that the typical Business Profile only averages 1,260 views during that same period (that's 0.00000075%!). Even worse, only 59 actions are taken from those 1,260 views. That's less than 5%.

The problem is not the Google My Business platform; it's that not nearly enough businesses take full advantage of its impressive features. And that's why we've written this guide. Here, we're going to share 13 optimization strategies:

1. Claim your Business Profile
2. Complete every section of your Google My Business account
3. Be meticulous with contact information
4. Select primary and secondary categories

5. Mark off applicable attributes
6. Write a complete “from the business” description
7. Publish Google posts weekly
8. Upload new photos weekly
9. Answer questions
10. Collect and respond to reviews
11. Add your products and/or services
12. Set up messaging
13. Maintain your Business Profile

With these optimizations, you can turn your Business Profile into the best free customer acquisition tool you didn’t know you had. Let’s get into it.

5.2.1 WHAT DOES AN OPTIMIZED GOOGLE BUSINESS PROFILE LOOK LIKE?

Before we get into the strategies, let’s make sure we’re on the same page about what an optimized Business Profile looks like and why you need one. To help you visualize what you’re striving for and why, let’s take a look at a mockup of an incomplete Google Business Profile versus a complete and optimized one.

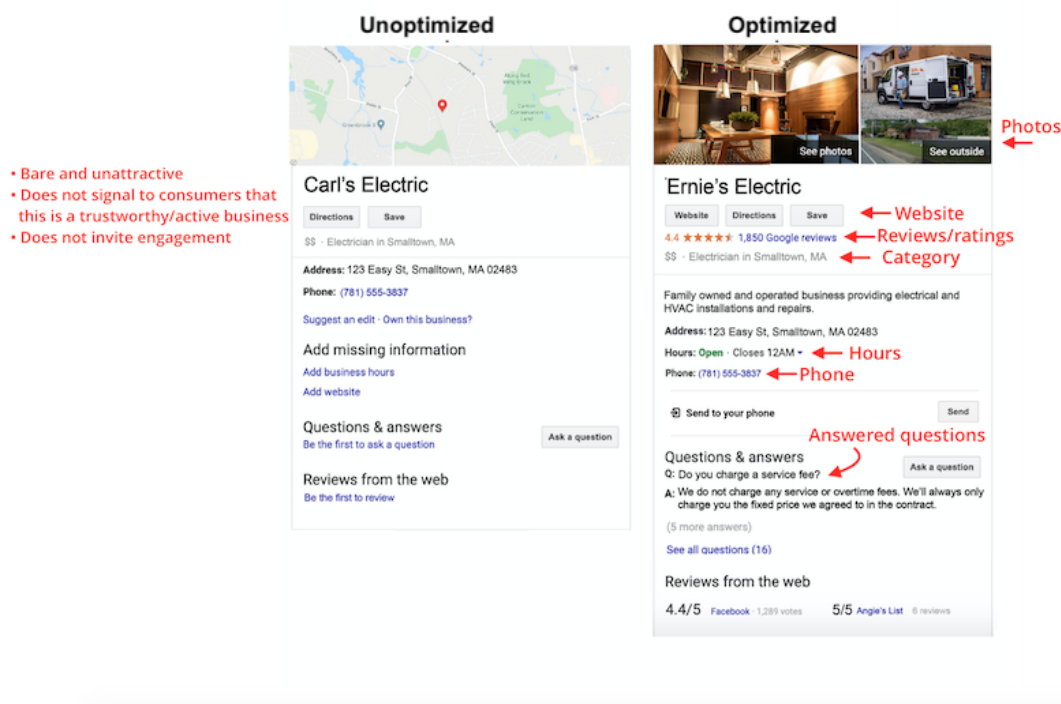


Fig 5.8 Difference Between Un-optimized and Optimized GMB page

Here, Carl's Google Business Profile is a short box, but Ernie's Business Profile would show even more when you scroll. This diagram doesn't encompass all of the features of an optimized Google Business Profile, but it does give you an idea of how much more attractive and engaging an optimized profile is.

Why you need to optimize your Google Business Profile

The comparison above makes it clear that an optimized Business Profile on Google helps consumers to choose your business over competitors, but there are other benefits to optimizing your Business Profile for effective local marketing.

5.2.2 IMPROVE ENGAGEMENT

More and more, consumers are entering and exiting Google without going to any other website. Why? Because the information in search results pages themselves is fully answering their questions, resulting in "zero-click searches." With potentially more consumers interacting with your businesses through your Google Business Profile than your website, you'll want that profile to be optimized for quality engagement and conversions.

5.2.3 BOOST YOUR LOCAL RANKING

Google's algorithm for ranking Business Profiles does not just consider proximity and relevance but also activity and quality of information. Optimizing your Google Business Profile sends these signals to Google to rank you higher in local results. And higher rank, as you know, means more visibility and engagement with your business.

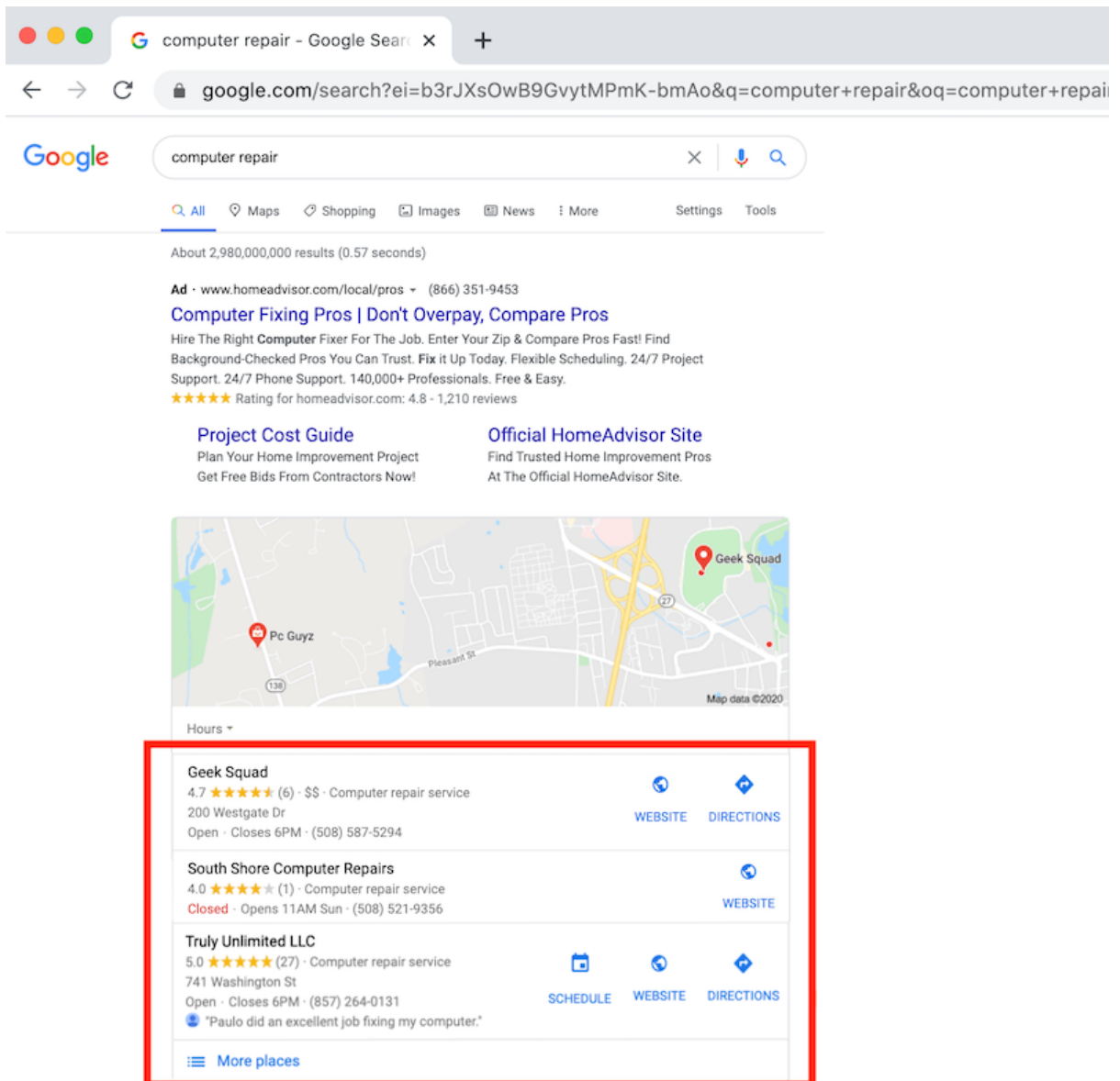


Fig 5.9 Screenshot of GMB page local ranking

Optimizing your Business Profile can help your business to rank higher on Google Maps and on the first page of Google Search results like these.

5.2.4 CONVERT MORE CUSTOMERS

A regular Google Business Profile alone doesn't offer much in the way of acquiring customers. They can find out where you are located and read your reviews—if they know to search your business name in the first place. But with an optimized Business Profile through your Google My Business account, consumers can discover you in keyword searches, call you, visit your website, research your products and services, view/contribute FAQs, request a quote, book an

appointment, make a reservation, and more. Plus, you can track clicks to your website, appointment, or menu link using UTMs and Google Analytics.

5.2.5 How to optimize your Google Business Profile

Now that you see that optimizing your Google Business Profile is the key to getting found in local search, standing out above competitors, and winning customers online, it's time to get to work on doing just that. Here are 13 ways you can turn your Google Business Profile into a 24/7 marketing and lead generation tool for your local business.

5.2.5.1 CREATE A GOOGLE MY BUSINESS ACCOUNT

First and foremost, it's important to note here that a Google Business Profile is a separate entity from a Google My Business account. The latter is used to gain access to and optimize the former. Which means that in order to make the optimizations laid out in this guide, you need to have a Google My Business account and then tell Google to connect it with your Google Business Profile. To create an account, head to [Google.com/business](https://google.com/business/) and sign in with the regular Google/Gmail account you use for your business (as opposed to your personal Gmail, if you have one).

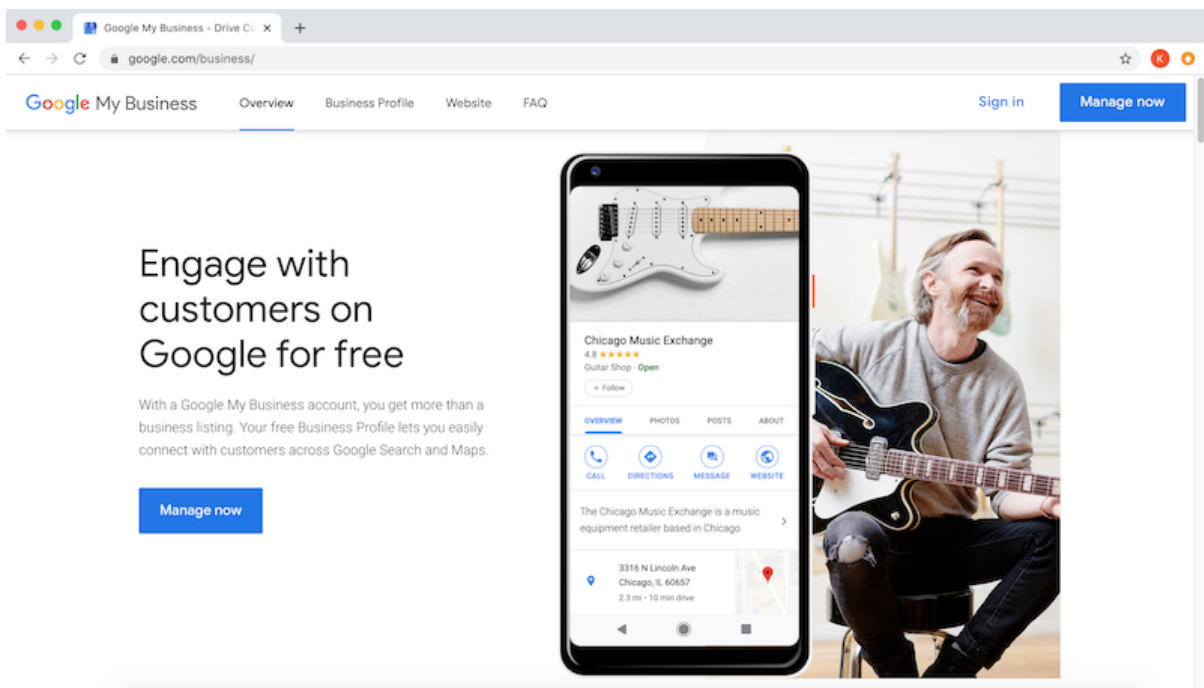


Fig 5.10 Screenshot of GMB Signup page

5.2.5.2 COMPLETE EVERY SECTION

The completeness of your Google Business Profile not only helps Google to rank you higher in local search results, but it also increases the number of actions customers take when they find your profile. There's a lot of information to provide, so here are some guidelines for prioritizing.

These aspects of your profile should be completed right away:

Name

Address

Phone

Website

Hours

These sections take a bit more time and thought:

Category and Attributes

Products and services

From the business

Questions and answers (Owner-generated queries)

These sections are ongoing:

Posts

Reviews

Questions and answers (Consumer-generated)

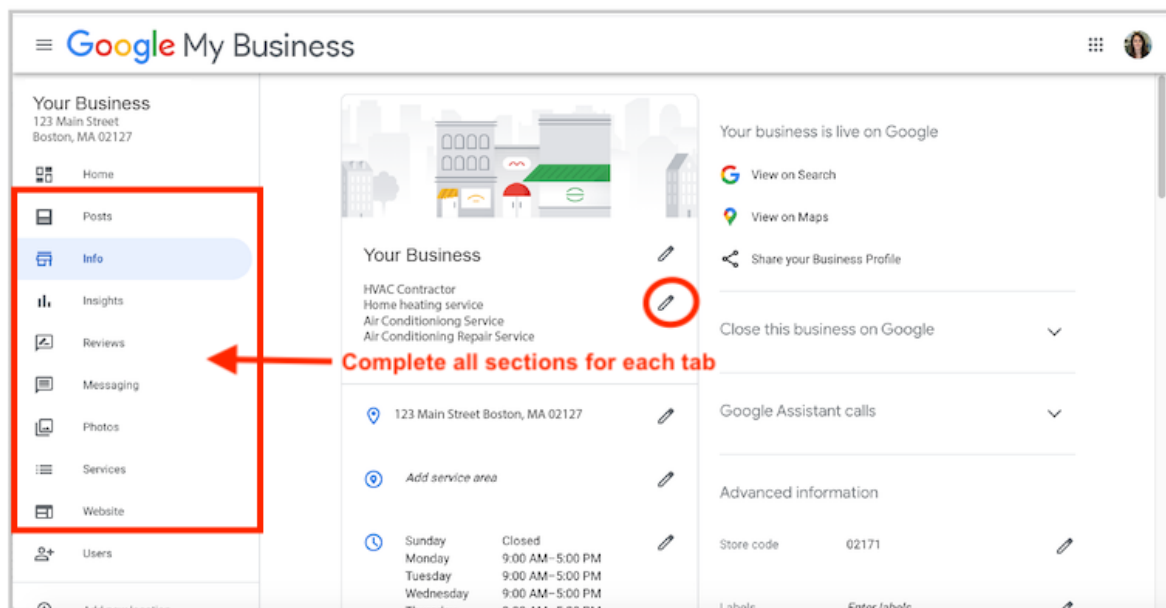


Fig 5.11 Screenshot of GMB Home page

5.2.5.3 BE METICULOUS WITH CONTACT INFORMATION

Here are the steps for optimizing the contact information in your Google Business Profile:

Make sure your business name is identical to the one you use on your store signage. In other words, exactly as it appears in the real world. Adding location name (unless it's in your brand name) or keywords is considered spam by Google and you could be penalized.

Make sure that both your business name and address exactly match your other listings across the web. This means using “st” vs “street” or “co” vs “company” consistently. Google’s algorithm takes these inconsistencies into account when assessing your credibility.

Indicate both your regular and holiday hours. This encourages customers to visit you, and also avoids the potential of a negative review left by someone who took the trip out to your store only to find it was closed.

5.2.5.4 WRITE YOUR “FROM THE BUSINESS” DESCRIPTION

The first thing to note is that the brief description that appears just below your business name in your Business Profile is not actually in your control. This is the editorial summary that Google writes to ensure consistency across the platform.

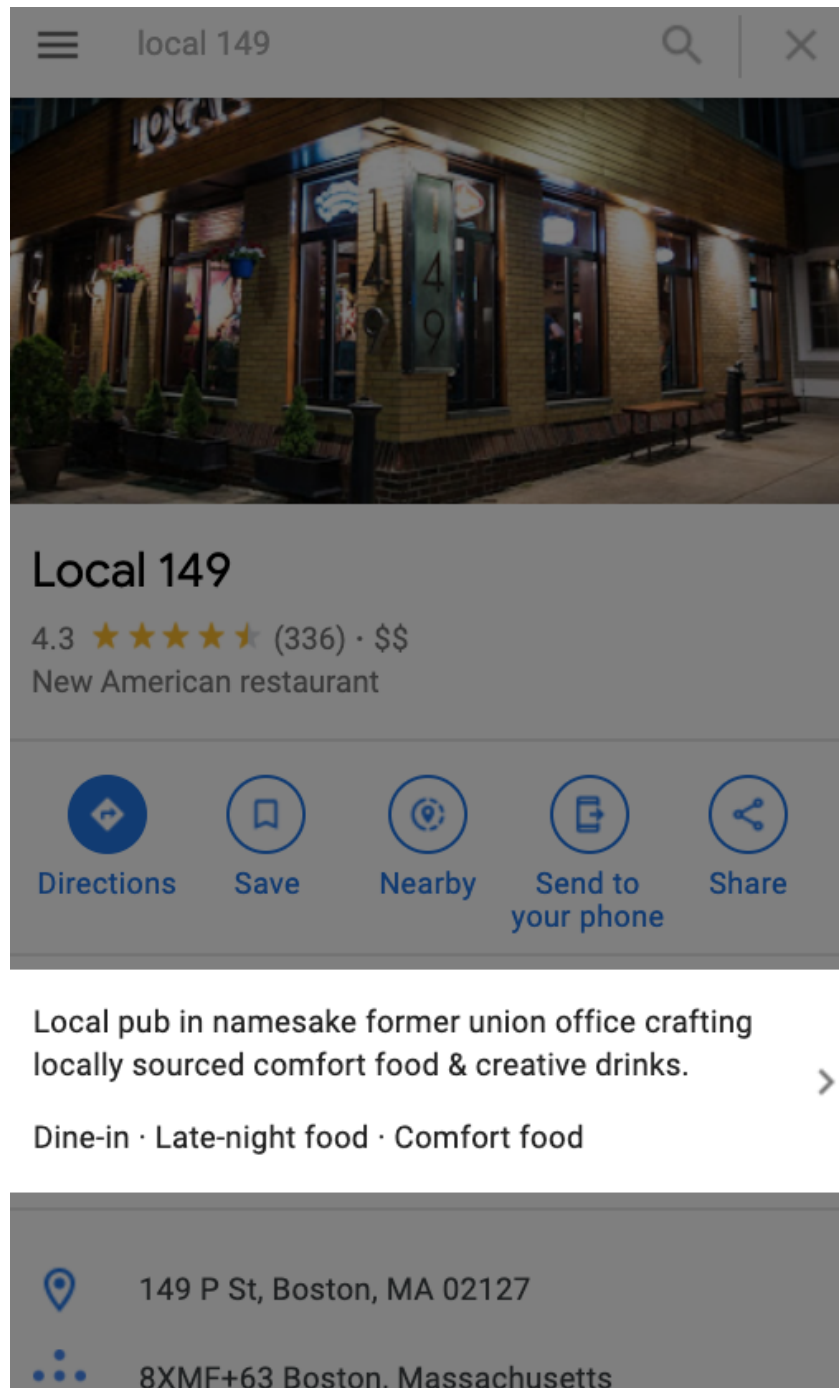


Fig 5.12 Screenshot of GMB page Business Description

This description is not in your control.

Bummer, I know. But the good news is that Google does a pretty good job at coming up with descriptions.

The description you do have control over is the “from the business” section in your Google My Business account dashboard. This section appears lower in your profile, often under the reviews section.

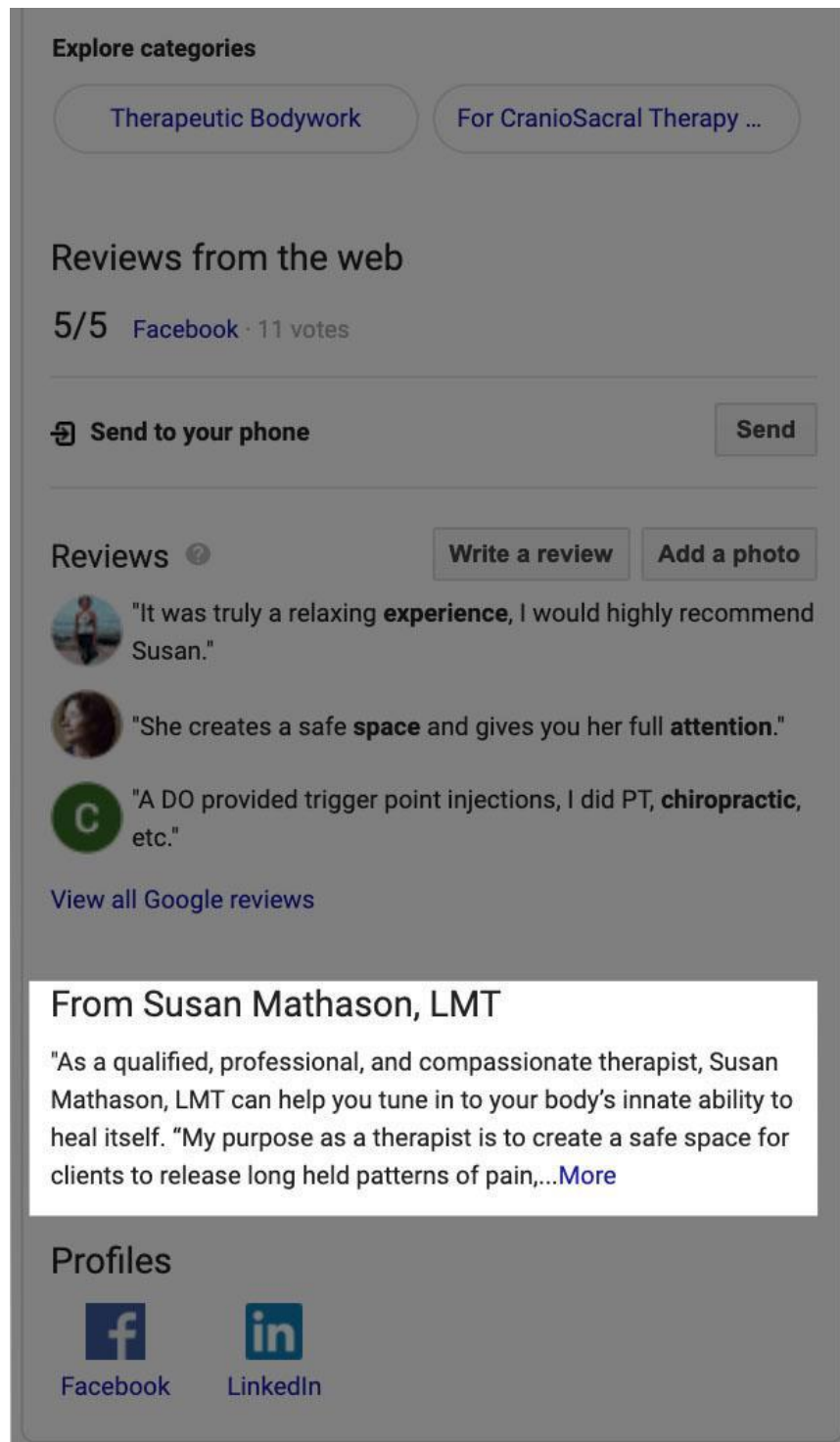


Fig 5.13 Screenshot of GMB page Review Section

To optimize the “from the business” section of your Google Business Profile:

Use all 750 characters, with key information in the first 250 characters.

Repurpose content from your "About Us" page or mission statement.

Use keywords your audience uses to find businesses like yours.

Don't repeat any information already visible in the other sections of your profile.

Use this space to talk about what sets you apart from competitors and what customers like most about your business.

Don't include links or HTML.

5.2.5.5 CHOOSE A CATEGORY

Choosing a category is a must for optimizing your Google Business Profile. Here's why:

Get found in discovery searches. A whopping 84% of Business Profile views on Google originate from discovery searches (meaning the consumer searched for a product, service, or categorical term and that business's profile appeared), versus only 16% coming from direct searches (the consumer typed in the business name or address). This is especially true for businesses whose name doesn't indicate their service (e.g., Fresh Express or Amelia's Catering).

Highlight category-specific features. Once you choose a category, Google makes available to you category-specific features that make your profile more attractive and effective. For example, restaurants can include a menu or reservation button; hotel profiles will pull in star ratings; hair salons can confirm that they have experience with thin or curly hair. These details can help consumers choose you over competitors.

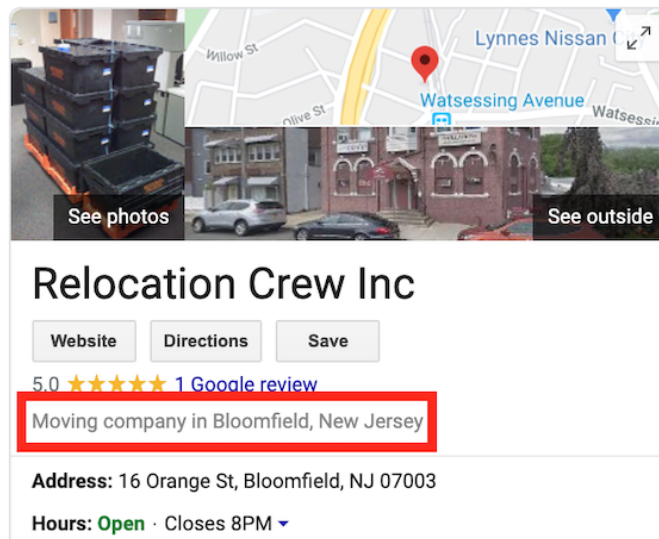


Fig 5.14 Screenshot of GMB page Category Section

Your category appears in the top portion of your Google Business Profile.

Google offers a set number of categories, so it's important to choose the correct ones. Here's how to optimize your Google Business Profile using categories:

Be specific. If you're a nail salon, choose "Nail Salon" and not just "Salon." If you're a restaurant, choose "Egyptian Restaurant," "American Restaurant," etc., rather than simply "Restaurant." A drop-down list of categories will appear once you start typing, but you can also see a full list of GMB categories here to ensure you find the most specific one for your business (there are over 3,000 categories so it's worth the look).

Choose secondary categories. Many businesses fall into multiple categories. Set your primary category to your chief offering (for example, "Grocery Store") and then choose additional categories that apply, such as "Grocery Delivery Service" or "Gourmet Grocery Store."

Don't overdo it. You want Google to connect you with consumers who need your service, so choose only categories that match your offering. For example, if you're an appliance repair business, select "Appliance Repair" only, not "Appliance Parts Supplier." Technically you do supply service parts, but this is not a standalone offering of your business. (Pro tip: Don't confuse categories with products or attributes, which are separate sections.)

Also, keep in mind that Google might ask you to verify your business if you edit your category list or add multiple. This is just to ensure accuracy across their platform.

5.2.5.6. SELECT APPLICABLE ATTRIBUTES

As we just mentioned, once you choose a category, Google will give you a list of attributes you can check off to further describe your business. Attributes are special features that potential customers seek out, like “gift shop on-site” or “free wi-fi.”

Nick's Pizza

[Website](#)[Directions](#)[Save](#)

4.6 ★★★★★ 100 Google reviews

\$ · Pizza restaurant

Old-school pizza parlor preparing rectangular pies with a standard selection of toppings.

✗ Dine-in · ✓ Takeout · ✓ Delivery



Address: 164 Merrimac St, Newburyport, MA 01950

Fig 5.15 Screenshot of GMB page Attributes Section

Attributes are not specific to the Google My Business platform (review sites like Yelp have them, too). But Google’s attributes get really granular, like “good for working on a laptop” or “popular for travelers”. Check out this attribute list to see what I mean.

5.2.5.7 ADD PHOTOS

Uploading photos to your Business Profile through your Google My Business account dashboard is important for three reasons:

Ensure quality. Anyone can add photos to your Business Profile, which means you'll get a range of quality. By adding your own great photos, you can ensure your profile looks its best.

Be active. Adding photos regularly signals to Google that you are active with your profile and it is up-to-date, which positively impacts your ranking.

Get images in results. Google is advancing in image recognition and starting to include photos in local results.

Increase engagement. According to Google, customers are 42% more likely to request driving directions to a business if its Business Profile has photos, and 35% more likely to click through to its website. Furthermore, a BrightLocal study showed that businesses with more than 100 photos get 520% more calls, 2,717% more direction requests, and 1,065% more website clicks than the average business. Whoah.

This doesn't mean you should go crazy and add a hundred images to your profile at once. Follow these tips to use photos to optimize your Google Business Profile:

Add at least one new photo every seven days.

For your thumbnail photo, upload your logo.

For your cover photo, use something that best represents your brand—but don't fuss over this because Google will display different feature photos depending on the search query.

For other general photos, refer to Google's photo guidelines for specifications, but be sure to include happy customers, interior and exterior views, and team photos.

No stock photos, and no photos with special effects or branding. Google is trying to represent your business as it appears in the real world.

Focus on quality images that have clear depictions (to align with image-enriched results).

Google will pull a specific photo from a Business Profile and display it directly in local results if it matches the keyword searched.

Geo-tag your photos to further indicate to Google your prominence in your area.

Add videos, too!

Use Google's Street View app to add a 360° photo to your profile.

5.2.5.8 GET GOOGLE REVIEWS

If you were to get a list of businesses in search results like the one below, which one would you be most likely to choose? The one with four attractive yellow stars or one of the two below with no reviews at all?

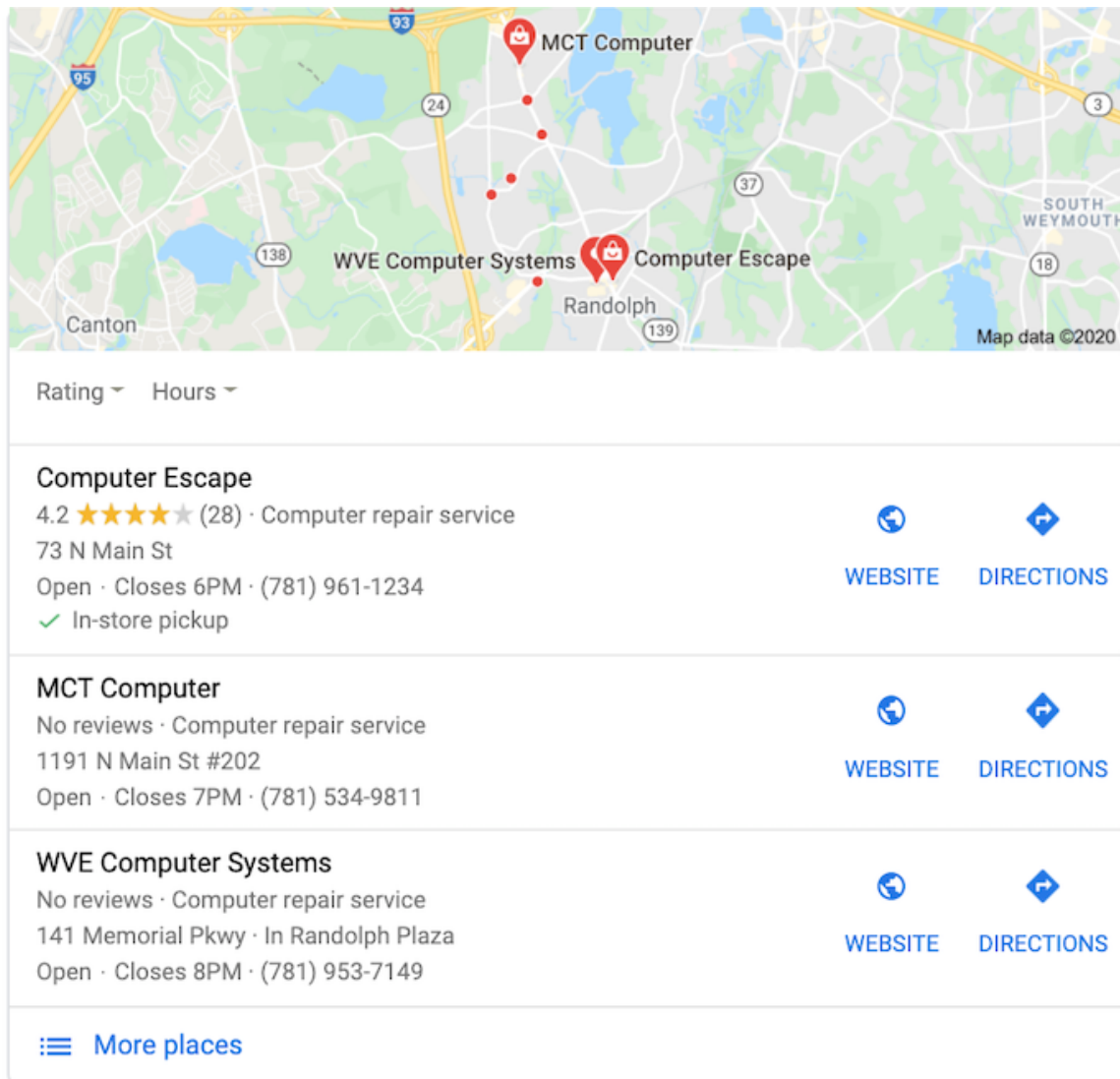


Fig 5.16 Screenshot of GMB page in Google Search

Google knows that reviews are the #1 influence on consumer buying, so this is a key ranking factor in their algorithm. You can also see for yourself the impact of reviews on ranking. For most searches performed on Google, the first three local

results that appear (in what is known as the “Local 3-Pack”) are the ones with multiple reviews and solid star ratings:

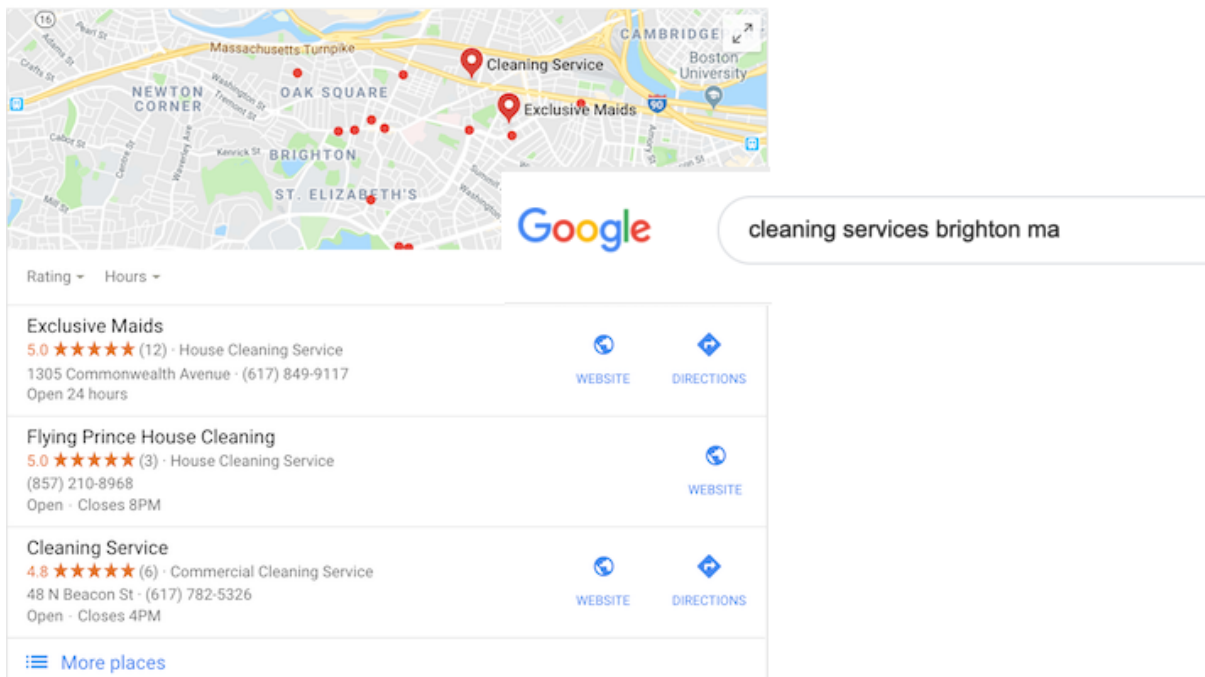


Fig 5.17 Screenshot of GMB page Local Ranking

In addition, Google may also display a Business Profile in search results if it has reviews that contain those keywords.

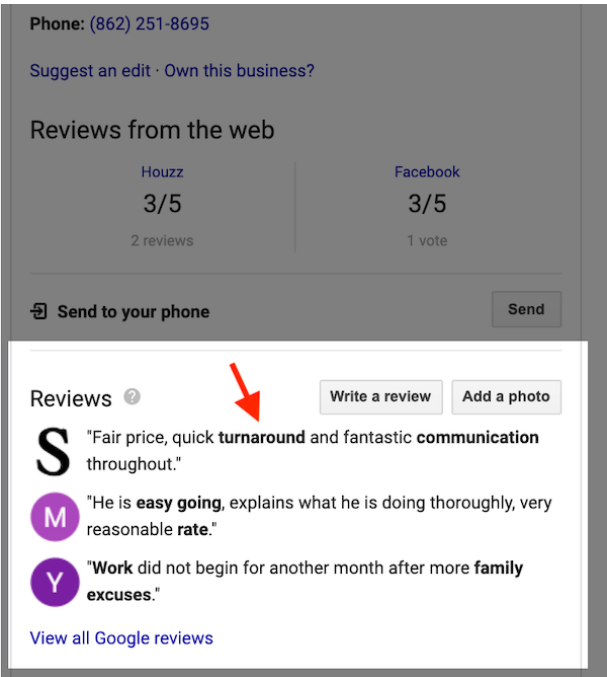


Fig 5.18 Screenshot of Review in GMB page

Google will embolden keywords in your reviews to further validate relevancy.

To optimize your Google Business Profile with reviews, follow these tips:

Start with your long-time, loyal customers to get the momentum going.

Make it as easy as possible for customers by creating a review shortcut link or using Whitespark's shortcut link generator (both are free).

Ask! 62% of customers will write a review if asked. Do so via email, text, social media, and in-person conversations.

Remind customers that reviews aren't just for your benefit; they help people who have the same pain points as them to find a solution and make informed decisions.

Have a "Reviews" page on your website with a CTA to leave one.

Respond to reviews. This feedback incentivizes additional customers to leave theirs, reveals a lot about your business to prospects, and improves your local SEO.

For a deeper dive into this optimization strategy, check out this post on how to get more Google reviews.

Be careful not incentivize reviews with discounts, gifts, or cash, though—that's not allowed.

5.2.5.9 POST TO YOUR GOOGLE BUSINESS PROFILE

Just like with social media platforms, you can post to your Google Business Profile about announcements, offers, events, and products. Posts are created in your Google My Business dashboard and show up on the "Updates" section toward the bottom of your Business Profile. However, they might become more prominent based on the search query.

Here's how posts help you to optimize your Google Business Profile:

Posts increase the number of actions taken by consumers who find your profile.

Posting regularly sends positive ranking signals to Google in the same way that adding photos does.

Consumers have higher intent on search engines versus other posting platforms (i.e., Facebook and Instagram, where they are leisurely scrolling), so they are more likely to engage with your Google posts.

Consumers can follow your Business Profile and get notified of new posts and updates.

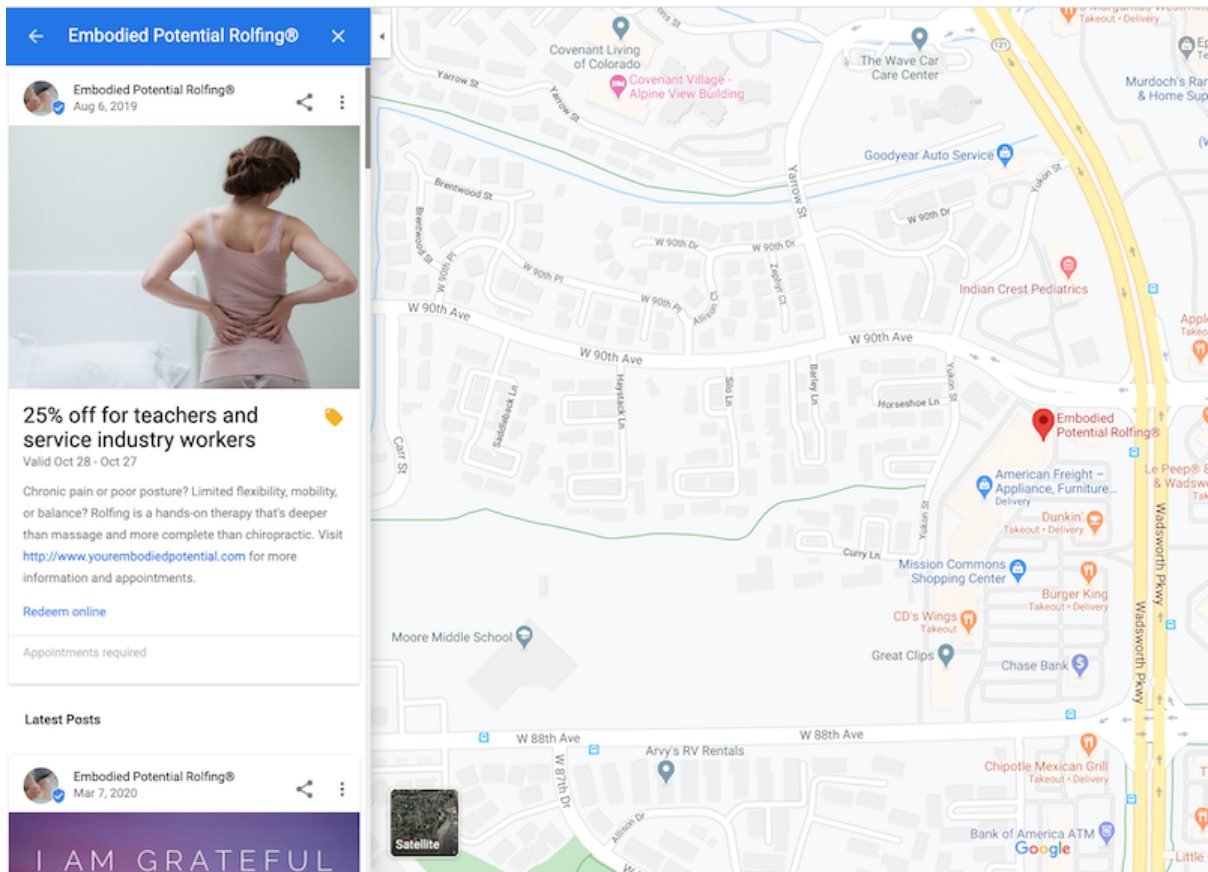


Fig 5.19 Screenshot of New post in GMB page

Your Google My Business posts will even appear on Maps—it's free advertising for your local business!

Here are your tips for optimizing your Google Business Profile with posts:

Post regularly. Not just to send signals to Google, but also because certain post types expire every seven days.

Use events and offer posts for marketing campaigns that have a timeline. You can choose a date range and the posts will stay live for the duration of that timeline.

Include links and CTAs in every post.

As of writing this post, there is currently a COVID-19 post type, which we'd encourage you to use to effectively communicate with your audience during the pandemic.

5.2.5.10 ASK AND ANSWER QUESTIONS

Have you noticed on Amazon that in addition to the product description and customer reviews, there is a section for questions and answers? Google offers the same feature in Google Business Profiles.

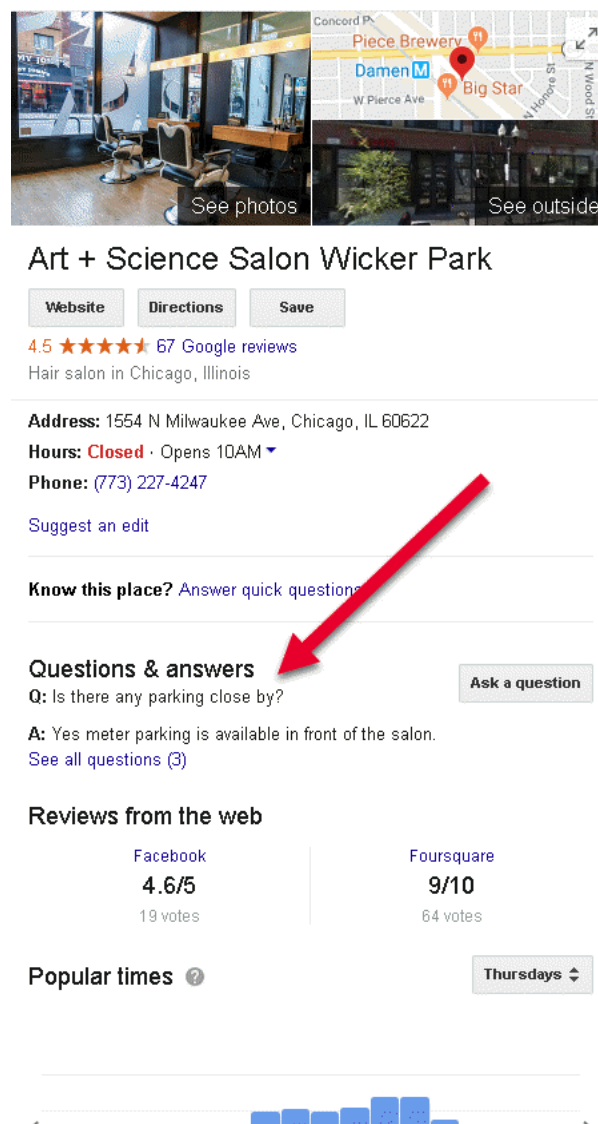


Fig 5.20 Screenshot of Q&A section in GMB page

Answers to these questions may be the impetus for a customer deciding to choose your business. However, this section is particularly important to optimize because not only can anyone ask a question on a business's Google profile but also

anyone can answer. This can lead to inaccurate information on your profile, or even worse, something like the Q&A on this pizza restaurant's profile:

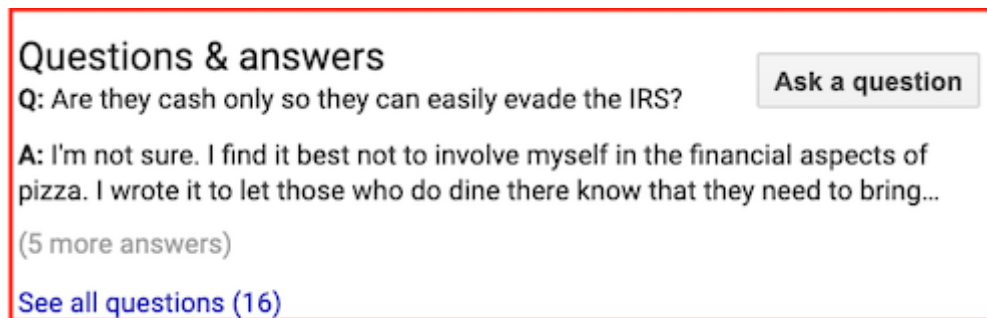


Fig 5.21 Screenshot of Customer Question

You can't turn off the Q&A feature of your Business Profile, but there are ways to optimize it:

Set up alerts so you can stay on top of questions and answers posted to your profile.

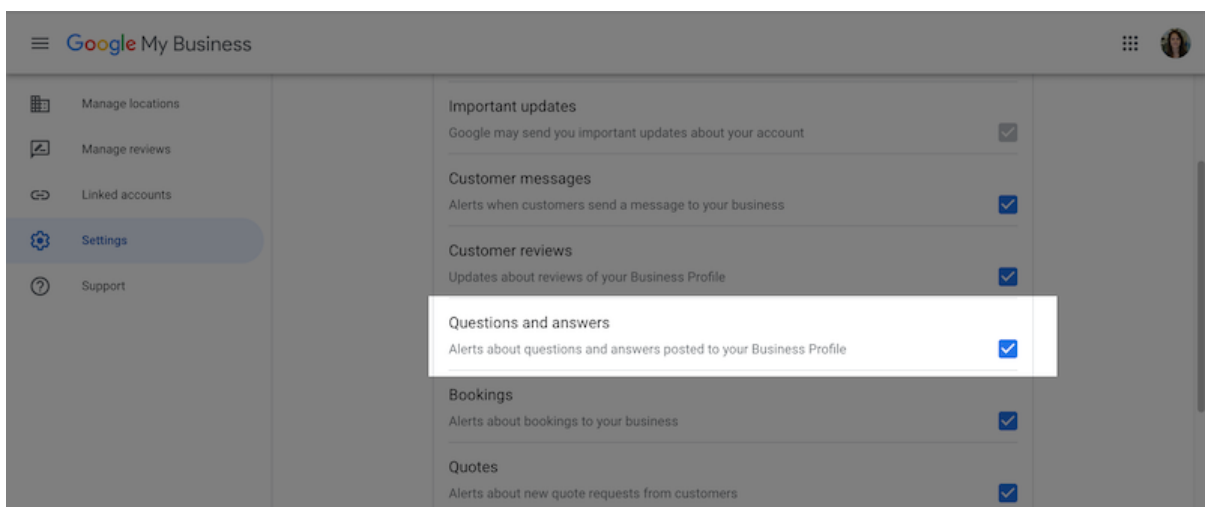


Fig 5.22 Screenshot of Question and Answer Alert

Seed your own Q&A section. Make a list of the most frequently asked questions your business gets. Then ask, answer, and upvote your answer on your own profile. This does not go against Google's terms and conditions. In fact, Google encourages it.

Keep keywords in mind. Questions and answers that contain keywords can help improve your Business Profile's ranking for that keyword. So keep your keyword

strategy in mind when seeding your Q&A section, but use them loosely and organically, and do not keyword stuff.

By monitoring and seeding your Q&A section, you can ensure accurate information, highlight your best features, and reduce common barriers to entry.

Note: Google has temporarily suppressed the Q&A section of most Business Profiles right now in response to COVID-19, so you may not see this option for yours for a while. For more help with Google My Business in relation to COVID-19, dbaPlatform offers some great tips.

5.2.5.11 ADD PRODUCTS AND SERVICES

Adding products and services is especially helpful if your offerings are not made clear in your business name. Populating this section also adds content to your profile that can help it to rank for even more relevant searches.

When adding products and services, include the name, description, and price (if applicable). The full description will show up once a searcher clicks on the product. Also, Google may link to your products from your category section.

5.2.5.12 SET UP MESSAGING

This feature gives searchers the option to send a text message to your phone directly from your Google Business Profile. With 82% of smartphone shoppers (92% for millennials) using their device for local search, this is a great opportunity for customers to get in touch with you.

To enable messaging, select the “Messaging” tab in your Google My Business dashboard, and you have the option to install this via Google Play or the Apple App Store.

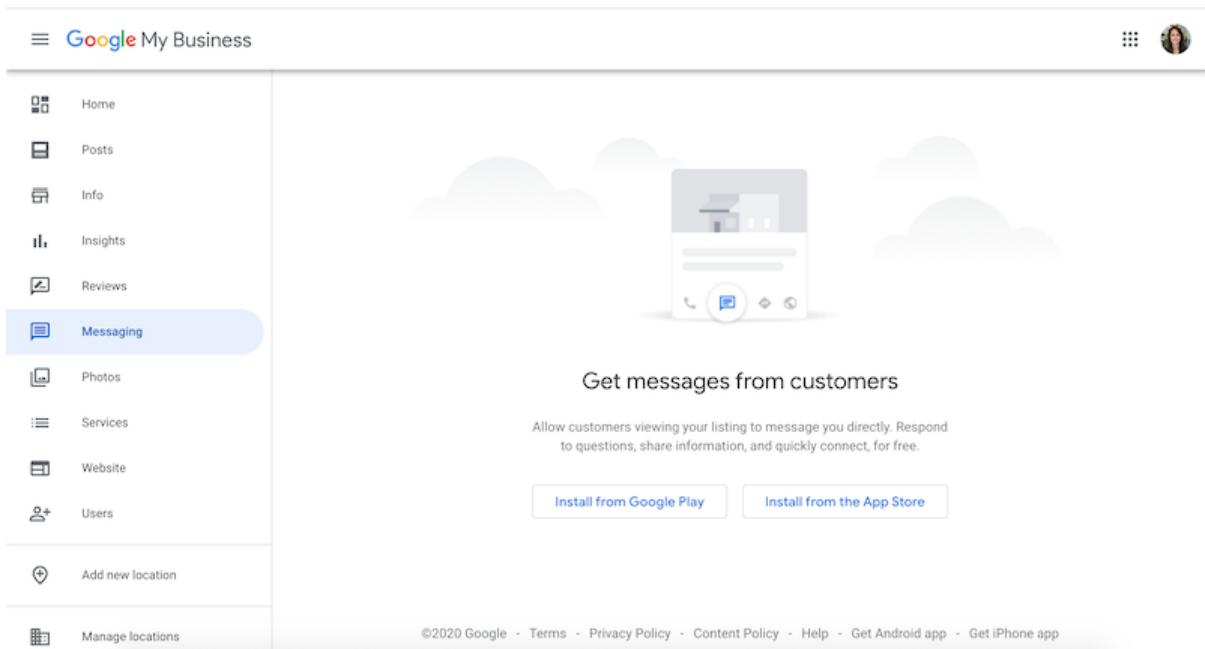


Fig 5.23 Screenshot of Messaging Section in GMB page

Two notes on Google My Business messaging:

You don't need to worry about displaying your personal phone number, as you'll use a different number via Google's Allo app.

Be sure to set up alerts for messages in your Google My Business dashboard. Head to settings and check off "Customer messages."

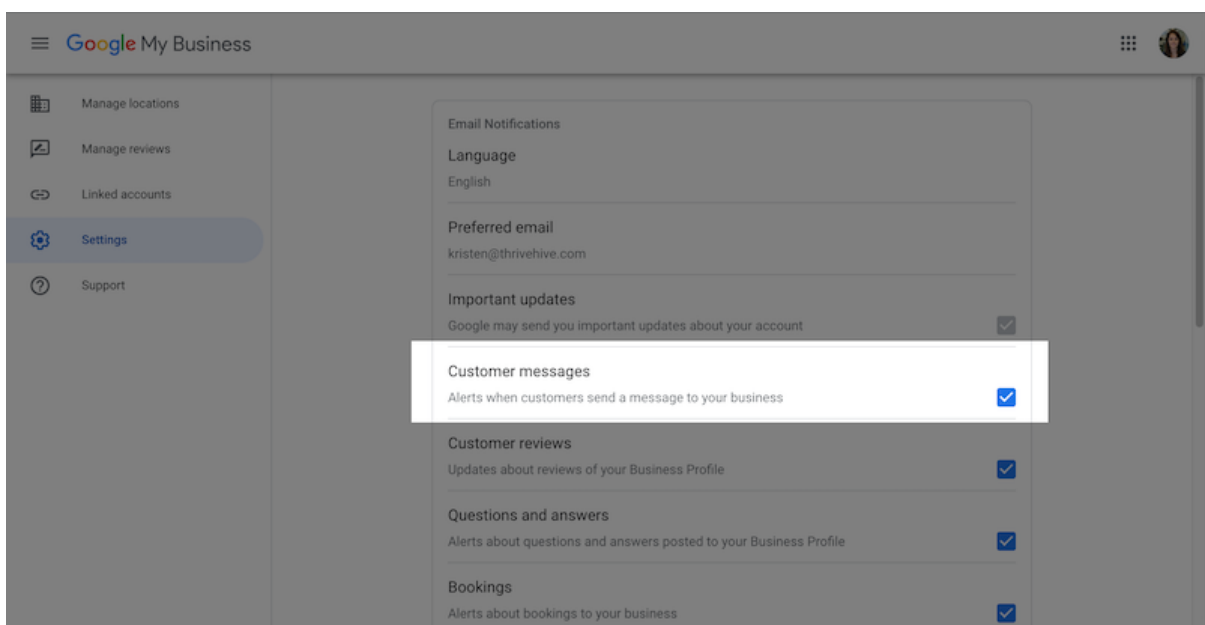


Fig 5.24 Screenshot of Message Alert in GMB page

5.2.5.13 MAINTAIN YOUR BUSINESS PROFILE WITH A SOLID GOOGLE MY BUSINESS STRATEGY

As you can see, a Google Business Profile is not a one-and-done marketing task. It's a local marketing tool that requires ongoing action in order to maximize your benefits. This includes:

Updating information, even as minor as a change in suite number.

Publishing posts and uploading photos each week.

Keeping a steady stream of reviews coming in.

Monitoring and responding to reviews.

Staying on top of new features so you can ensure you're using your profile to its fullest potential.

Just like any Google SEO strategy, your Google My Business strategy should center around providing as much quality information about your business as possible, not just in your Business Profile but in the sources that Google uses to populate it—your website, review site profiles, and even your social media accounts. We can't ever know every specific ranking factor, but we do know their ultimate goal: to connect searchers to the best business for their needs through detailed, trusted information. So focus on using your Google My Business dashboard to get your Business Profile to represent your business as accurately and thoroughly as possible, and then make sure to maintain this, and you will reap its benefits.

5.3 CONCLUSION:

As you can see, there is a consistent correlation between the number of images on a GMB profile and the numbers of website visits, phone calls and direction requests that came through Google My Business. The more photos you have on your Google My Business listing, the better your chances of leading customers from discovery to conversion.

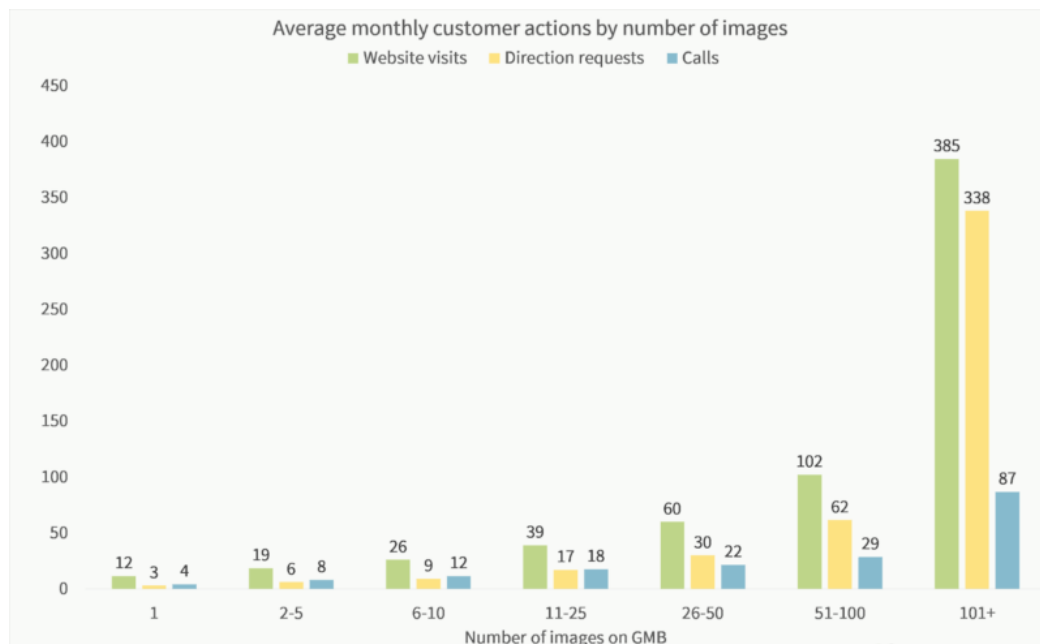


Fig 5.25 Graphical Representation of Customer Action

We also looked at deviation from the median to get an understanding of exactly how much getting more images on your profile can affect customer actions. Here's what we found:

- Businesses with more than 100 images get 520% more calls than the average business, while those with just one image get 71% fewer.
- Businesses with more than 100 images get 2,717% more direction requests than the average business, while those with just one get 75% fewer.
- Businesses with more than 100 images get 1,065% more website clicks than the average business, while those with just one get 65% fewer.
- Businesses with more than 100 images get 960% more search views than the average business, while those with just one get 62% fewer.
- Businesses with more than 100 images get 3459% more maps views than the average business, while those with just one get 71% fewer.
- Businesses with more than 100 images get 713% more discovery searches than the average business, while those with just one get 65% fewer.
- Businesses with more than 100 images get 1038% more direct searches than the average business, while those with just one get 71% fewer.

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A Study on How Images Posted in Google My Business Listing Could Impact Search Performance of the Business

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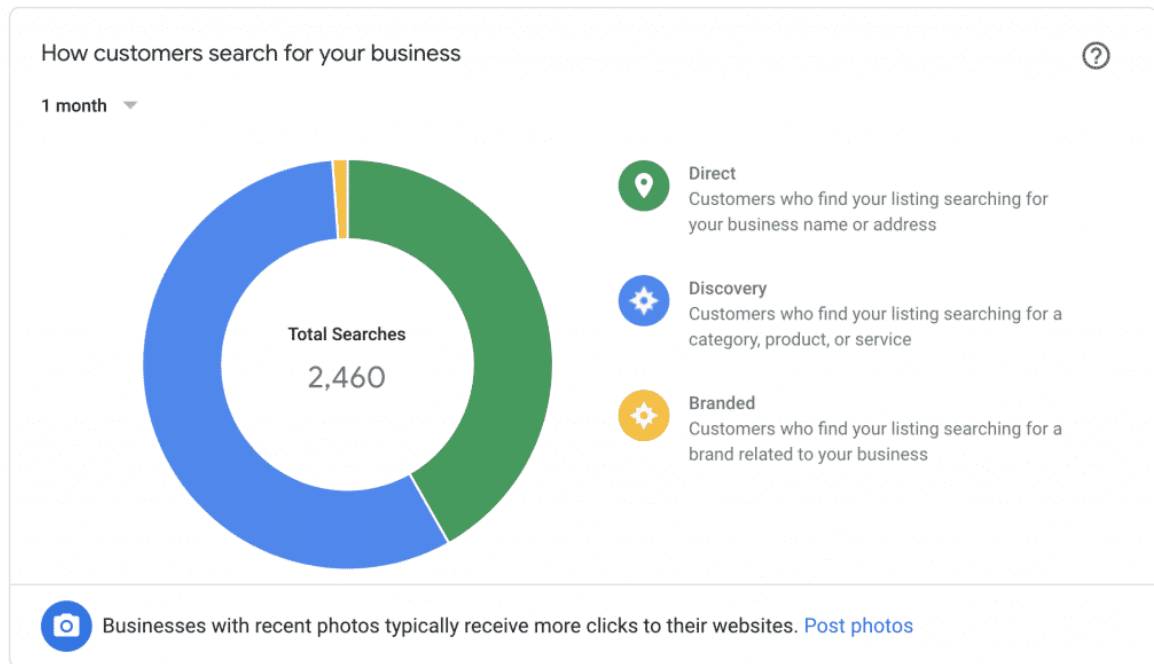
INTRODUCTION

Google My Business (GMB) is a free tool created by Google to help business owners manage how they appear in Google search results and on Google Maps. With it you can claim your free local business listing on Google and add things like your contact information, business hours, photos, services, and much more.

Why Is Google My Business Important?

Because whether you like it or not, your business can and likely will get listed on Google. Anyone can enter your business name and register it with Google. Doing so will make a Google My Business profile for your business begin appearing more prominently in the Google Map results. It also helps trigger your business appearing in the Knowledge Panel as well.

An optimized Google business listing allows you to supply useful business information to searchers such as business hours, where you're located, driving directions and a lot more to increase your overall online presence.



REVIEW OF LITERATURE:

THE SEARCH

Brin and Page were deeply suspicious of blending advertising and search. In their academic paper introducing Google, they wrote: “In our prototype search engine one of the top results for [the search term] “cellular phone” is “The Effect of Cellular Phone Use Upon Driver Attention,” a study which explains in great detail the distractions and risk associated with conversing on a cell phone while driving. The search result came up first because of its high importance as judged by the PageRank algorithm, an approximation of citation importance on the Web. It is clear that a search engine which was taking money for showing cellular phone ads would have difficulty justifying the page that our system returned to its paying advertisers. For this type of reason and historical experience with other media, we expect that advertising funded search engines will be inherently biased towards the advertisers and away from the needs of the consumers.” Over time, the Google founders have clearly made peace with their reservations about advertising, but back in the early days, they were adamant that their company not fall into the same trap as had the companies that spurned them. Google would never put advertisers ahead of its users.

GOOGLE MY BUSINESS PHOTO QUANTITY AND SEARCH PERFORMANCE

Bright Local released a research report in 2019 that shared some amazing insights into Google My Business listings. They looked at 45,000 GMB profiles across 36 industries. Here's a few highlights of what they found, On average, a business is found in 1,009 searches per month. That's roughly 33 times a day. Of those searches, 84% are discovery searches, which are queries for a business category rather than the specific name of a business. The majority (75%) of searches for local businesses are done on Search, with the remaining 25% on Google Maps. Between Q4 2017 and Q4 2018, direct searches grew by 38%, while website clicks from GMB listings grew 29%

BUSINESS DIRECTORY SEARCH ENGINE

A system and method for efficiently searching directory listing information to obtain more relevant results is provided. In a computer system running a computing application, it is advantageous to provide search capabilities, in the form of a search engine, to operators to assist them in their effort of retrieving desired data. The search engine may cooperate with a data store having directory listing information to provide listings data to an operator. In an illustrative implementation, this search engine may be deployed on an Internet Web site that offers business listing information. The search system may comprise a user interface to enter search query information, a data store that houses a variety of directory listing information according to a predefined data taxonomy, and a means for displaying the search results. In operation, the search engine offers a variety of search options, such as, search by business name, by business categories levels, by geographic position of the user or the business, or a combination thereof. Depending on the search query entered, the search engine will perform either a bounded search (i.e. a search bounded to a specific geographic area), a proximity search (i.e. a search proximate to a computed centroid), or a combination of the two to find the most relevant directory listings. Using the inputted search qualifiers, the search engine polls the data store according to a predefined set of rules and instructions for the relevant directory listing information. These rules are directly related to the taxonomy of the data store.

SEARCH BY IMAGE

Image Retrieval could be a technique of looking out, browsing, and retrieving the pictures from a picture database. The Image search engines largely admit close text options. It's

troublesome for search engines to interpret users' search intention solely by keywords and this ends up in ambiguous and reedy search results that are removed from satisfactory. It's necessary to use content primarily based search so as to unravel the paradox in text-based image retrieval. The present paper discusses the idea and functioning of most popular nonprofit Reverse Image Search Engines. We have chosen Dr. S. R. Ranganthan image to ascertain the performance and analysis of the results from most well-liked reverse search engines.

INFORMATION DISCOVERY AND IMAGES A CASE STUDY OF GOOGLE PHOTOS

Images become more important as carriers of information. But information retrieval and discovery is still mainly based on words and text. In recent years progress is made in exploiting image-based information also. Searching for images using a text query is now already a classical method. Search by image or reverse image search is a more recent method in which the query consists not of text but of an image. This approach allows us to find and reveal exact and modified copies of a known image that is used as source image in the query. Since a few years, this method even makes progress in order to find images on the WWW, which are not only visually similar, but even semantically related to the query / source image; the same search action can also reveal related text information. All this has been demonstrated in previous tests by this author. A leading developer in this area is the company Google. More recently Google has changed their service for storage of photos by creating the new service named Google Photos; there also, the system applies the improving methods of automatic semantic analysis to the submitted photos. This results in automatic classification / categorization / annotation / tagging of photos, according to their contents. Here a case study of this feature is reported. It turns out that categories are created with high precision, as hoped; however, specificity is only low, as expected. This demonstrates at least that automatic semantic analysis of images is growing in importance. So managers of a digital library that includes images should keep an eye on this evolution in order to maximize the information discovery process of their users.

A GOOGLE PROTOTYPE FOR A PRECISION IMAGE SEARCH

SAN FRANCISCO Google researchers say they have a software technology intended to do for digital images on the Web what the company's original PageRank software did for searches of Web pages.

On Thursday at the International World Wide Web Conference in Beijing, two Google scientists presented a paper describing what the researchers call VisualRank, an algorithm for blending image-recognition software methods with techniques for weighting and ranking images that look most similar.

Although image search has become popular on commercial search engines, results are usually generated today by using cues from the text that is associated with each image.

Despite decades of effort, image analysis remains a largely unsolved problem in computer science, the researchers said. For example, while progress has been made in automatic face detection in images, finding other objects such as mountains or tea pots, which are instantly recognizable to humans, has lagged.

The research paper, "PageRank for Product Image Search," is focused on a subset of the images that the giant search engine has cataloged because of the tremendous computing costs required to analyze and compare digital images. To do this for all of the images indexed by the search engine would be impractical, the researchers said. Google does not disclose how many images it has cataloged, but it asserts that its Google Image Search is the "most comprehensive image search on the Web."

The company said that in its research it had concentrated on the 2000 most popular product queries on Google's product search, words such as iPod, Xbox and Zune. It then sorted the top 10 images both from its ranking system and the standard Google Image Search results. With a team of 150 Google employees, it created a scoring system for image "relevance." The researchers said the retrieval returned 83 percent less irrelevant images.

Google is not the first into the visual product search category. Riya, a Silicon Valley start-up, introduced Like.com in 2006. The service, which refers users to shopping sites, makes it possible for a Web shopper to select a particular visual attribute, such as a certain style of brown shoes or a style of buckle, and then be presented with similar products available from competing Web merchants.

Rather than relying on a text query, the service focuses on the ability to match shapes or objects that might be hard to describe in writing, said Munjal Shah, the chief executive of Riya.

Exploring the use of Google Street View images for pedestrian counts

New sources of data such as ‘big data’ and computational analytics have stimulated innovative pedestrian oriented research. This study aims to provide future research an alternative method to conduct large scale data collection more consistently and objectively on pedestrian counts and possibly for environment audits and stimulate discussion of the use of ‘big data’ and recent computational advances for planning and design. We explore and report information needed to automatically download and assemble Google Street View images, as well as other image parameters for a wide range of analysis and visualization, and explore extracting pedestrian count data based on these images using machine vision and learning technology. The reliability tests results based on pedestrian information collected from over 200 street segments in Buffalo, NY, Washington, D.C., and Boston, MA respectively suggested that the image detection method used in this study are capable of determining the presence of pedestrian with a reasonable level of accuracy. The limitation and potential improvement of the proposed method is also discussed.

METHODOLOGY

For this study, we explored anonymous data for 150+ local businesses across 6 industries in the Tamil Nadu. To do this, we reviewed data from a randomly chosen sample of Google My Business Insights between January 2021 and March 2021. Businesses did not necessarily have data for every month in the timeframe, and businesses that did not have an active Google My Business listing have been removed where relevant. Businesses that did not receive data for the whole period or a significant period were removed from data comparisons in order to measure the effectiveness of Google My Business features for businesses that have them (for example, removing businesses that do not have an option for customers to call from their local business listing). Businesses that have no photos were not included in the photos data. In line with our main audience, the dataset is based on businesses from Tamil Nadu. Averages are based on medians. The 6 industries were created by grouping business categories. We did this to ensure we had a large enough sample to draw conclusions from industries.

PROFILE OF THE STUDY AREA :

The study area used for the research is Tamil Nadu. Tamil Nadu is a state in southern India. Its capital and largest city is Chennai. Tamil Nadu lies in the southernmost part of the Indian subcontinent and is bordered by the union territory of Puducherry and the South Indian states of Kerala, Karnataka, and Andhra Pradesh. It is a thickly populated state, surrounded by a large number of domestic and multinational corporations. Tamil Nadu's GSDP was ₹9.767 trillion (US\$140 billion), and growth was 14.86. It ranks third in foreign direct investment (FDI) approvals of ₹225.826 billion (\$5,000 million), next only to Maharashtra and Delhi constituting 9.12 per cent of the total FDI in the country. The per capita income in 2007–2008 for the state was ₹72,993 ranking third among states with a population over 10 million and has steadily been above the national average.

SAMPLE SIZE:

For this study, we explored anonymous data for 150+ local businesses across 6 industries in the Tamil Nadu. To do this, we reviewed data from a randomly chosen sample of Google My Business Insights between January 2021 and March 2021. Averages are based on medians. The 6 industries were created by grouping business categories. We did this to ensure we had a large enough sample to draw conclusions from industries. The analysis of the collected data was made with the help of Google Sheets.

RESULTS AND DISCUSSION

The objectives of the study were accomplished in stages. The most common reason why the business isn't showing up on Google Maps is because it lacks location authority. If the GMB listing (location) lacks location authority, it will have to be in close proximity or standing directly at the business location to appear in Google Maps.

Not Verifying Your Business Listing

Some businesses assume that Google will list their business whether or not they verify it, or believe that there is no reason for them to verify it if they are already showing up in local search results. In reality, failing to verify your business in GMB damages Google's confidence in your location and status as a legitimate business, and reduces the chances that you will show up in search results, meaning that even if you show up sometimes, you could show up in more results if you verified. Verifying your GMB account also allows

you to modify your listing, correct inaccuracies, improve your branding, show off pictures of what you do, and more.

Using spammy techniques for your business name

Some businesses attempt to game their SEO by using an inaccurate business name. They believe that including keywords in their business name will allow them to rank better in local search results. Instead, doing so is a violation of Google's guidelines and may get you penalized. Even if it doesn't, the discrepancy between your business name in GMB and your business name in other places that list your name, address, and phone number will reduce Google's confidence that it has the right location for your business, and will result in your being less likely to show up near the top of the local results.

Using your legal business name instead of your widely recognized name

If your legal business name and the name used across all of your platforms are identical, there is no problem. However, if your logos, signs, and business listings list a popularized business name that is different from its legal name, this leads to discrepancies that will reduce Google's confidence in your business's location.

Bad Business Description

Businesses often enter a long-winded business description that doesn't sell users on the business quickly enough to positively impact their decision about whether or not to visit your location. Google only displays the 250 characters of the description, and users will be comparing you next to dozens of other businesses when they make a decision.

No Reviews

Reviews are the most important ranking factor for local search. If your business has no reviews, this dramatically hurts your chances of showing up in search local search results and in Google Maps listings. Even if you do, a lack of customer reviews harms consumer trust, and users will be less likely to choose your location over others without any information from other customers to guide them.

Solicited Or Fake Reviews

Some businesses incentivize users to leave reviews by offering a discount or coupon, or more egregiously, outright paying others to leave reviews. Doing so violates Google's guidelines and could result in your listing being removed from local search results entirely.

Google requires that reviews left by customers who have actually visited the location and that they don't receive compensation for leaving a review. Even customers who visited the location and bought your products or services fall under this category if they are given a coupon or discount for leaving a review.

Duplicate Listings

If you add a GMB location that has already been verified, your business will not show up in listings, and it will show up as a "Duplicate listing" in your GMB account.

To remove multiple listings from the Duplicate locations section, check the boxes next to each listing, click the three-dot menu icon, and click Remove. If you don't have access to the verified listing, you will need to get access to it. See Google's instructions on gaining access to an already verified listing. If your duplicate listings are mistakenly listed at different addresses, or at the same address with different names, you will need to remove the incorrect listing. These will not be listed as duplicates in your account summary and will need to be identified manually. See this in-depth guide on dealing with these types of duplicates.

Use GMB Insight

GMB Insight tells you important information about how customers are discovering your business that you can use to drive your local SEO strategy. Make sure to leverage this information:

"How customers search for your business" tells you what percentage of people are seeing business impressions (not clicks) based on searching for your business directly or discovering it by searching for keywords that led them to you. It also tells you the total number of searches you appeared in. Your local SEO goal is to increase this number and show up for more keyword searches.

"Where customers view your business on Google" shows you a graph of views in Google Maps and in Google Search. Be aware that the graph is cumulative, meaning that the search data is displayed as an addition to the Maps data, rather than being plotted independently of it.

- "Customer Actions" is a graph over time of customers who chatted with you, called you, requested directions to you, and visited your site. This is where you will find your conversion data, so don't neglect it.

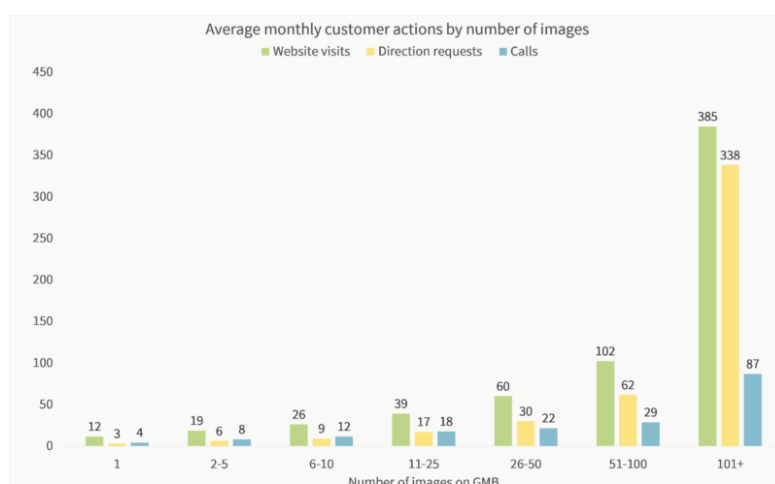
- “Photo Insights” is the number of times people have seen your photos, whether or not they have clicked on them. For some useful competitive insight, Photo Views graph shows how often your photos have been compared over time compared to similar businesses.
- “Photo Quantity” shows how many photos you have compared to similar businesses. Check here to make sure you are uploading enough photos to be competitive.
- “Popular Times” tells you when people who are using Google are visiting your business most often in person.

These seven mistakes plague businesses that are new to local SEO. The good news is that tackling these issues will put you ahead of a fair number of your competitors and put you on the map. Put this advice to use, and you should expect to see some gains in your GMB insights and in your store.

According to an in-depth study from BrightLocal, the average business that utilizes GMB receives over 1,000 views every month. Furthermore, GMB pages have a CTR of about 5%, which is considered fairly high!

Your GMB traffic is an incredibly important segment to track – but most businesses fail to do this. Thankfully, incorporating a tracking URL into your GMB page is pretty simple.

CONCLUSION



As you can see, there is a consistent correlation between the number of images on a GMB profile and the numbers of website visits, phone calls and direction requests that came

through Google My Business. The more photos you have on your Google My Business listing, the better your chances of leading customers from discovery to conversion.

We also looked at deviation from the median to get an understanding of exactly how much getting more images on your profile can affect customer actions. Here's what we found:

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- Businesses with more than 100 images get 2,717% more direction requests than the average business, while those with just one get 75% fewer.
- Businesses with more than 100 images get 1,065% more website clicks than the average business, while those with just one get 65% fewer.
- Businesses with more than 100 images get 960% more search views than the average business, while those with just one get 62% fewer.
- Businesses with more than 100 images get 3459% more maps views than the average business, while those with just one get 71% fewer.
- Businesses with more than 100 images get 713% more discovery searches than the average business, while those with just one get 65% fewer.
- Businesses with more than 100 images get 1038% more direct searches than the average business, while those with just one get 71% fewer.

RECOMMENDATIONS

- Use your business name as it is consistently used on your signs, logos, website, and any business listing that shows your name, address, and phone number.
- Make sure that your GMB business name is the same as the one listed on your website, business listings, and on your signs and branding, as opposed to your legal business name, if they are different.
- Use a business description that clarifies what your business is for and how it is different from competitors as quickly as possible. Prioritize the things that customers tend to be most curious about, questions about your business that often come up in phone calls or walk-ins about what you can do for them.

- Implement a clear and strict policy against rewarding customers for leaving reviews on GMB. If any incentives are in place to reward staff for encouraging customers to leave reviews, they must be very carefully chosen to avoid incentivizing staff in any way “bribe” customers.
- You will need to remove the duplicate, making sure not to delete the verified listing

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