

## Google My Business Facts:

- Why Google My Business listing is so important:
  - GMB dashboard still feeds info into Maps and the Knowledge Box
  - Increased visibility for local SEO- without it you won't be appearing on any local Google Map listings;
  - Providing + updating business info in GMB can help your business local ranking on Google and enhance your presence in Search and Maps.
  - It easier for searchers to get the information they need without ever leaving the Google search bar, such as hours, contact info directions across multiple devices
  -

## General Google Facts:

- **77%** of the world's search traffic is handled by Google
- **3.5 Billion** searches per day; **1.2 trillion** per year worldwide
- Google owns **65.2% share of web search** volume worldwide (Internet live stats)
- Mobile search: More Google searches take place on mobile devices than on computers in 10 countries including the U.S. and Japan. (Hub Spot)

## Google Knowledge Panel:

- Google Knowledge Panel Importance:
  - Can increase click throughs to your site
  - Takes up a substantial portion of a computer screen's real estate so it stands out
  - Can post small status updates to update about new products or direct visitors to mailing list

## Google Maps

- Why are Maps so critical?
  - Improved search engine page ranking;
  - **97%** of consumers search for local businesses online (Forbes);
  - Can provide directions directly to your business

## Google Online Reputation Management + Reviews:

### Analogy you can use in your presentation:

If you are running for office, votes get you elected right? Think of website reviews as your "votes." Votes get you elected, backlinks and social signals achieve rankings which leads to more traffic, leads and sales. The more votes you have from high quality sources the more you'll make.

How exactly do we win “votes?”

- Optimized Google My Businesses listings
- Online reviews
- Increased brand power and social signals
- Citations

When it comes to “votes”, each of these factors offer a boost in the right direction. Done consistently and properly a win becomes far more likely than not.

Which is exactly what you’re looking for.

The more “votes” you accumulate, the more customers you attract. The more customers you attract, the more sales you make, etc.

Win more “votes,” win more customers. It’s a simple yet repeatable process your clients can follow.

- Google places a great deal of value on businesses that have reviews as it usually places them on the top fold of the web page as they are also displayed with star markers on a Google Map.
  - 90% of customers say that their buying decisions are influenced by online reviews. (Marketing Land)
  - Today, 92% of consumers read online reviews (Trust pilot)
  - In 2017, Moz attributed 13% of traffic value to online reviews (review quantity, review diversity, etc.), making customer feedback the 5th most important ranking factor.
  - **84 percent** of people trust online reviews as much as a personal recommendation (Inc.com)
  - Conversions **increase 133%** when mobile shoppers see positive reviews before buying (Bazaarvoice)
  - A colossal **74% of consumers** have greater trust in a company if they read overwhelmingly positive reviews.
  - **67%** of consumers will **read 6 reviews** or less before they form an opinion about a given business (BrightLocal)
  - Businesses risk losing **22%** of business when potential customers find one negative article on the first page of their search results. (Forbes)
  - A difference of one star in the average review in a typical online business profile can lead to a **5–9% difference** in revenues (Vendasta)

- Online reviews make up **10%** of how Google and other search engines decide to rank search results (MOZ)
- Customers form a first impression [about your business within 50 milliseconds](#).
- Help with rankings in local search engines
- Help which search results actually get clicked on
- Negative reviews can be harmful to your business
- More positive reviews means your businesses listing's Page Rank will increase across Google services- more traffic and visibility to google search and maps.
- Evidence has found that a discontent customer will tell between nine and fifteen people about their bad experience.

#### Yelp:

- Yelp: 82% of Yelp users said they typically visit Yelp because they intend to buy a product or service

#### Facebook:

- Facebook influenced **52%**of consumers' online and offline purchases.