

Google Business Profile Guided Workbook

Key Takeaways and Action Steps
to Get More Customers on Google



by Josiah Jones



Answer the questions below about the value of your Google Business Profile:

Where does the customer journey most often begin?

Google looks favorably on businesses with information that is _____ and _____.

What are the two main considerations in helping customers to find and select your business?

Be found *accurately* online

_____ %

of consumers who do a **local search** and visit or call within a day.

_____ %

of all searches are for **local information**.

_____ %

of Google searches are done on a **mobile device**.

_____ %

of shoppers who visited a store **used online search** before going in.



The most common actions visitors take after viewing your Google Business Profile listing are:

_____ %

users who **visit your website**

_____ %

users who **call your business phone**

_____ %

users who **get directions**



4 action steps to take to proactively use your listings to improve your local visibility

Provide great service and get more _____ for your business.

Just like social media, _____ to your Google profile.

Frequently update the _____ about your business.

Answer frequently _____ where visitors are looking for info.



To optimize your Google Business Profile, what's your weekly or monthly activity goal?

Google Reviews

(how many)

(how often)

Google Posts

(how many)

(how often)

Photos & Videos

(how many)

(how often)

Google Q&A

(how many)

(how often)