



BEST PRACTICES: GOOGLE BUSINESS PROFILE

March 2025



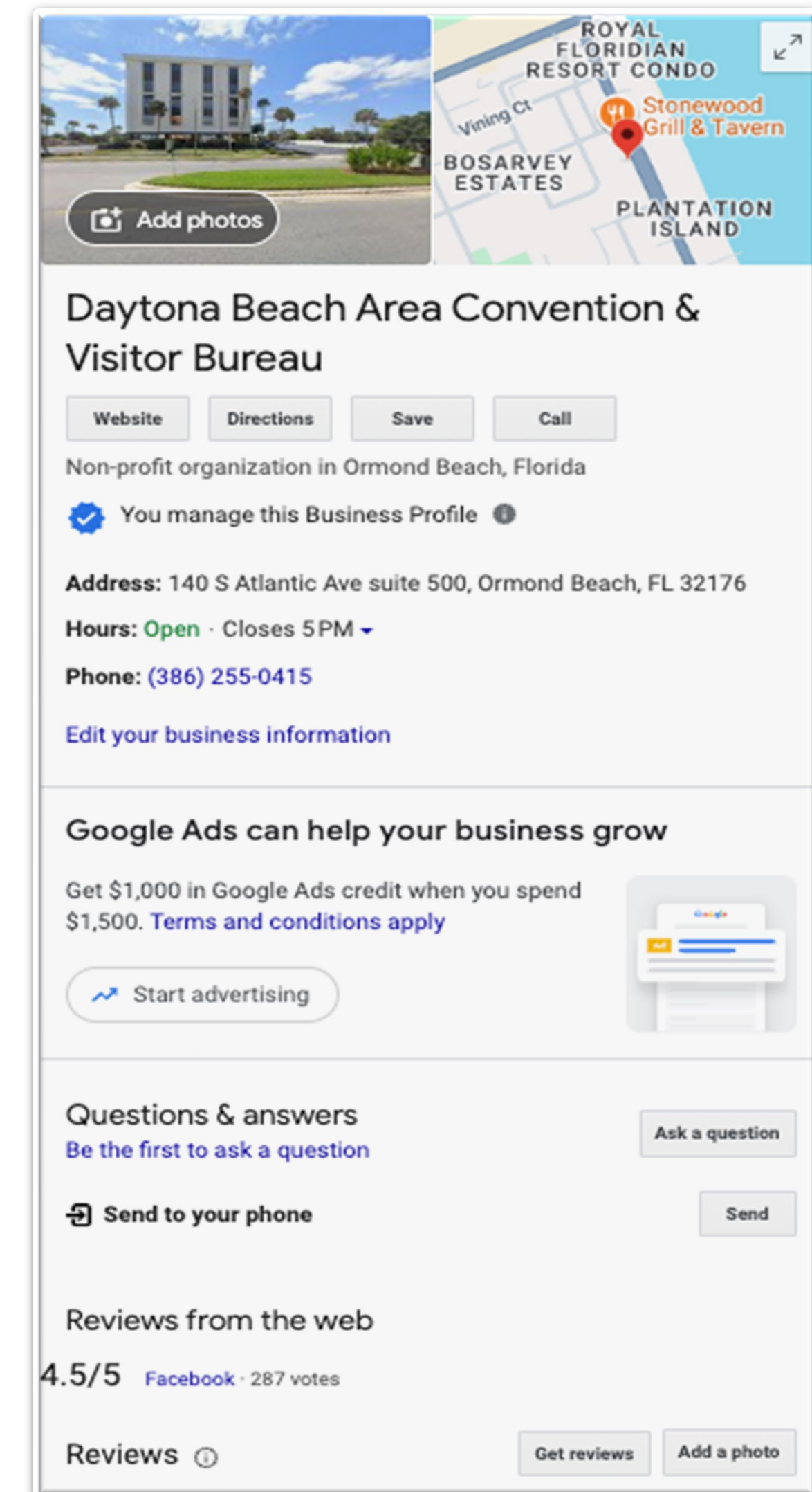
Google Business Profile.

If you have not created or claimed your Google Business Profile (previously Google My Business), then you should! Over 90% of web searches are done on Google. Users are searching for a product, service, or information about a topic. Not having a Google Business Profile (GBP) listing or having an unclaimed business profile can hurt you in many ways. Having inaccurate data, not being able to respond to negative reviews, and not showing up below paid ads on Google Maps are just a few of the downsides. So, what are the benefits of GBP?

1. **It's free!**
2. Makes your business visible – GBP listings get priority on first page of local search results.
3. Displays useful and correct information about your Business.
4. Provides a great first impression.
5. Improves SEO (Search Engine Optimization).
6. Engage and respond to customer reviews. In fact, businesses that respond to a minimum of 25% of reviews, average up to 35% more revenue.
7. Is part of your Google Profile, which included Google Maps, Google Ads and other Google Tools.
8. Gain customer insight, like how customers found your listing and any actions they may have taken. Use customer insight to improve your business.
9. Another online communication channel that can be used to help you grow your business.

Dominate Local Search.

- A well-optimized Google My Business (GMB) profile is crucial for local businesses. It's your “online store” and helps people find you on Google Search and Maps. It brings visitors to your website and increases customer engagement and conversions via easy access and builds credibility through reviews.
- This guide outlines key strategies to maximize your GMB potential.

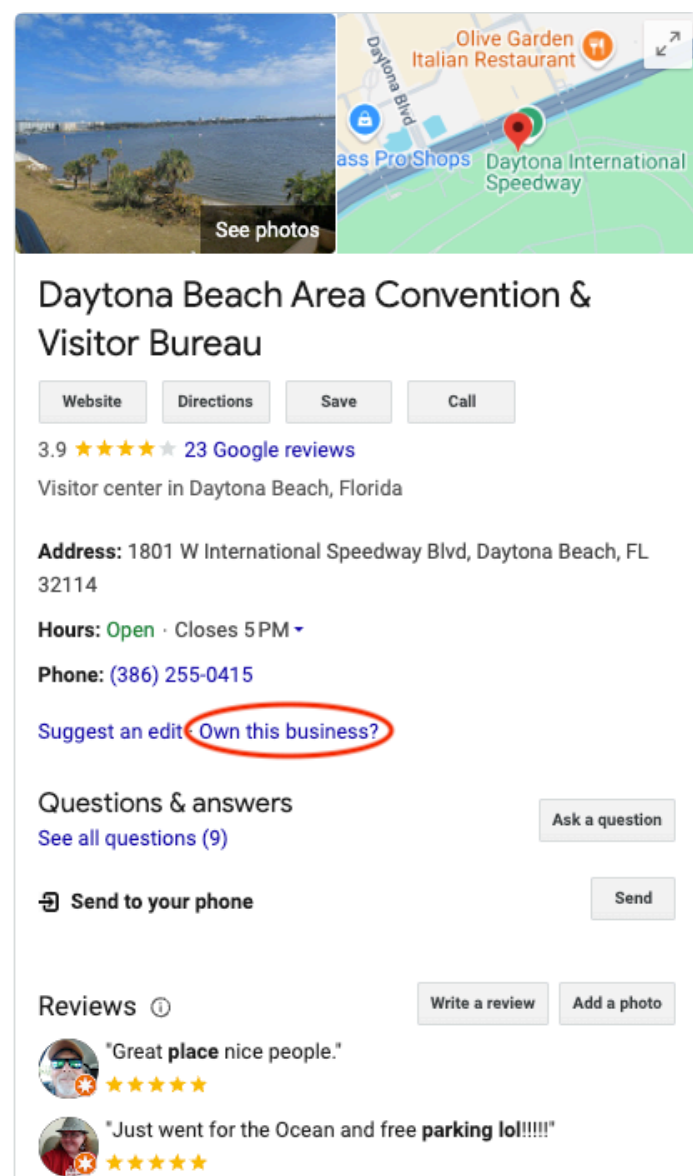


The screenshot shows a Google Business Profile for the Daytona Beach Area Convention & Visitor Bureau. At the top, there is a photo of a modern building and a map showing the location in Ormond Beach, Florida, near Stonewood Grill & Tavern. Below the photo and map, the business name is displayed, along with buttons for Website, Directions, Save, and Call. The profile is identified as a non-profit organization in Ormond Beach, Florida, and is managed by the user. Key information includes the address (140 S Atlantic Ave suite 500, Ormond Beach, FL 32176), hours (Open, closes 5 PM), and phone number ((386) 255-0415). A promotional banner for Google Ads offers \$1,000 in credit for a \$1,500 spend. The profile also features a 'Questions & answers' section, a 'Send to your phone' option, and a 'Reviews from the web' section showing a 4.5/5 rating from Facebook with 287 votes. At the bottom, there are buttons for 'Get reviews' and 'Add a photo'.

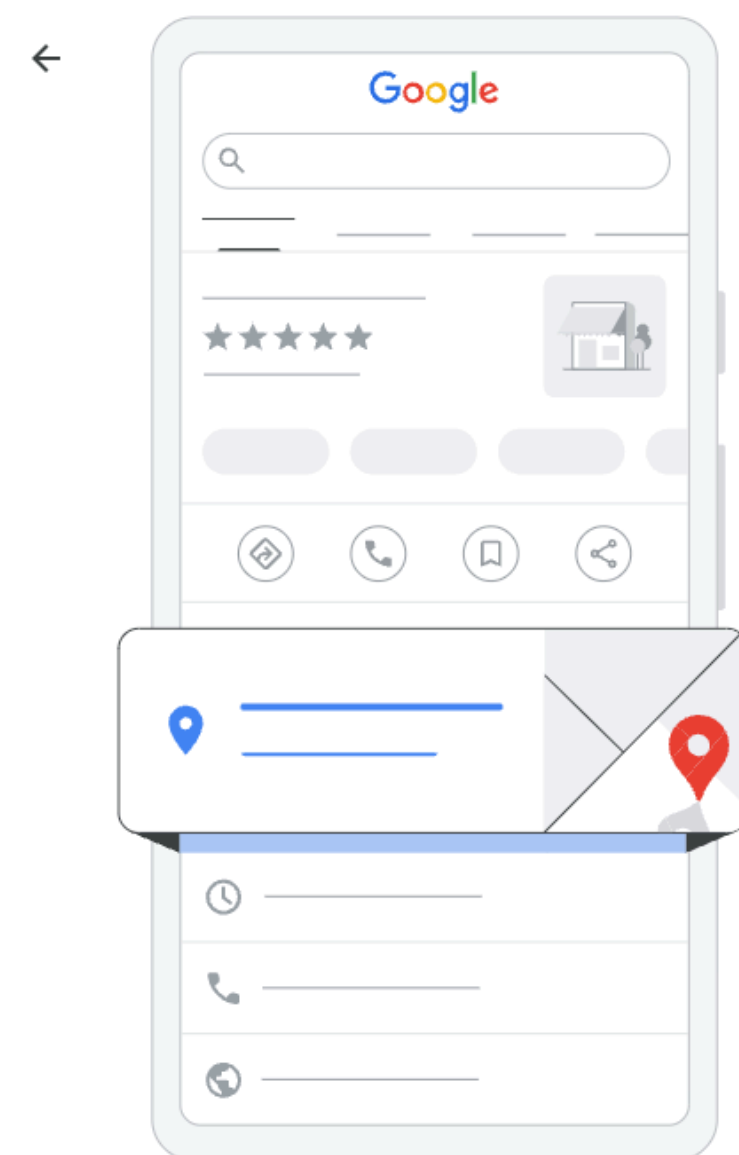
A Guide to Boosting Visibility & Engagement.

1. Setting Up Your GMB Profile (or Auditing an Existing One)

- Claim An Existing Listing



- Create a New Listing



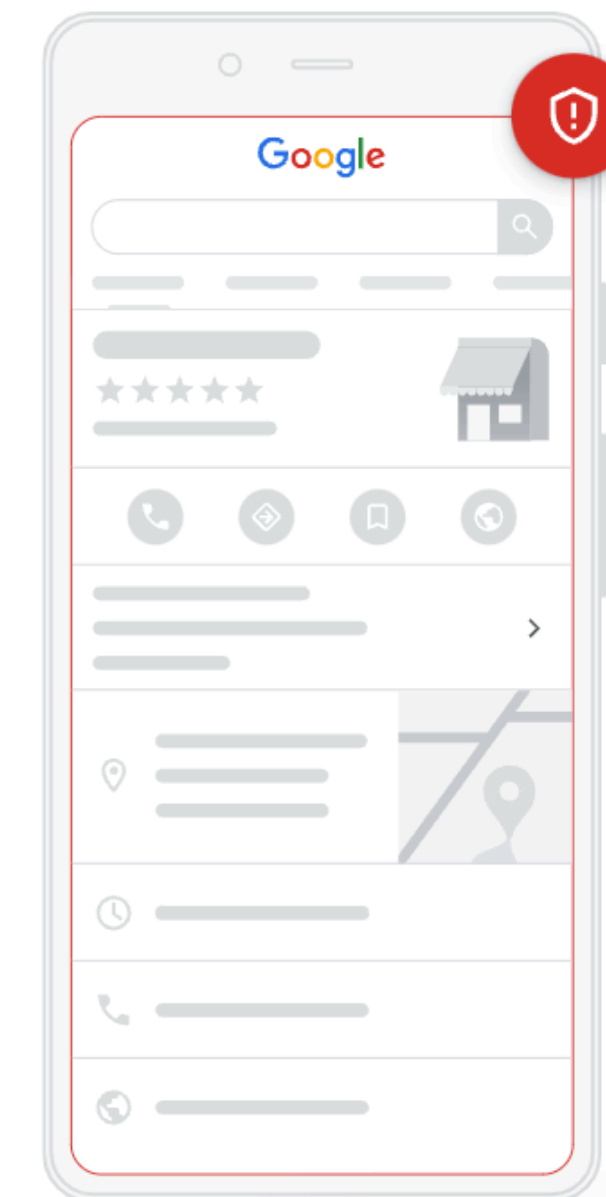
Do you want to add a location customers can visit, like a store or office?

This location will show up on Google Maps and Search when customers are looking for your business

- Yes
- No

Next

- Verify Your Listing



Verify

Select a way to get verified

Google needs to verify that you manage this business. [Learn more about verification](#)

Phone code

Get a code via text or voice call to (863) 519-7900

Business video

Having problems?

[Verify Later](#)

Next

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Google Business Profile categories are labels that describe a business's products, services, or operations. They help Google connect businesses with customers who search for their products or services.

Category-specific features: Depending on your business category, you may notice special features available for your Business Profile. For example:

- **Hotels:** Can [show class ratings](#) and [list the amenities offered](#) by the hotel.
- **Food and drink businesses:** Can [add URLs to their profiles](#) for online orders, reservations, and their menu. They can also [add menu items directly](#).
- **Health and beauty businesses:** Can [add a booking button to their profiles](#) and [update their menu of services](#).

***Important:** If you add or edit one of your existing categories, you may be asked to verify your business again. This helps Google confirm that your business information is accurate.

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2. Choose the Right Business Category

Add or edit categories on Search & Maps

1. Go to your Business Profile. [Learn how to find your profile.](#)

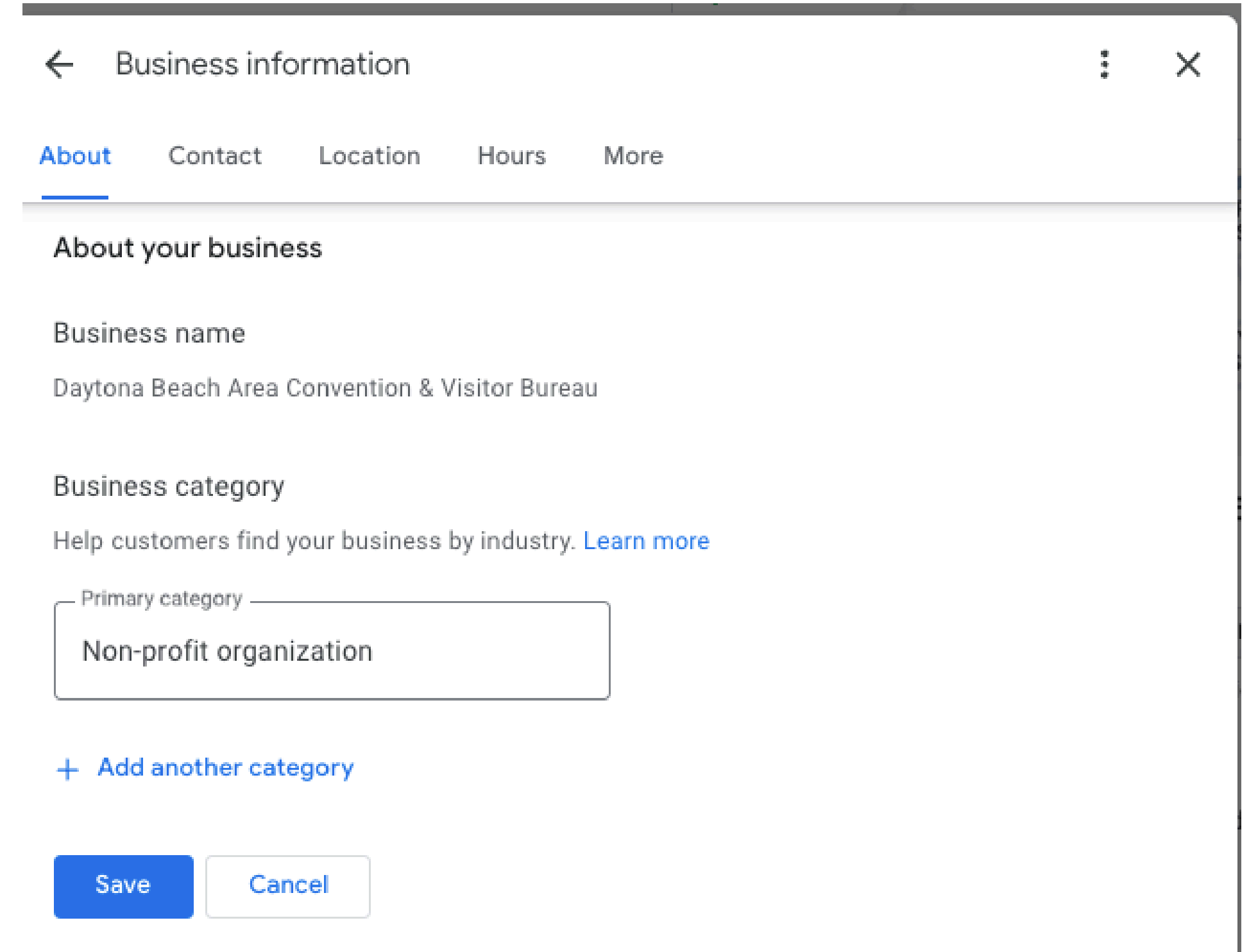
2. To edit your business info:

- With Google Search, select **Edit profile**.
- With Google Maps, select **Edit profile** **Business information**.

3. Under “About,” select **Business category**.

- **To add or edit your primary category:** In the “Primary category” box, enter and select the category from the options that show up.
- **To add an additional category:** Select **Add another category**. Then, in the “Additional category” box, enter and select the category you want to add.

4. Select **Save**.



Business information

About Contact Location Hours More

About your business

Business name
Daytona Beach Area Convention & Visitor Bureau

Business category
Help customers find your business by industry. [Learn more](#)

Primary category
Non-profit organization

+ Add another category

Save Cancel

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3. Complete Your Business Information

Fill out every section of your GMB profile with accurate and up-to-date information:

- **Business Name:** Use your official business name. Avoid keyword stuffing.
- **Address:** Enter your complete and accurate physical address. If you serve customers at your business location, ensure it's visible. If you're a service-area business, you can hide your address but define your service areas. The business address cannot be a PO box.
- **Phone Number:** Provide a primary phone number that customers can easily reach.
- **Website:** Link to your website's homepage or a relevant landing page.
- **Business Hours:** Set your regular operating hours. Keep them updated for holidays and special events.
- **Description:** Write a compelling and informative business description (750 characters max). Include relevant keywords naturally, highlight your unique selling points, and encourage customer action.
- **Attributes:** Select relevant attributes that describe your business (e.g., "wheelchair accessible," "outdoor seating," "free Wi-Fi"). This helps customers quickly find businesses that meet their needs.

Website
https://www.daytonabeach.com/

Social profiles
Build customer trust by sharing your social profiles. [Learn more about social profiles](#)

Social profile

Web address

Youtube
Facebook
Instagram
LinkedIn
Pinterest
Tiktok
Twitter

Ormond Beach, FL 32176

Ormond Memorial Art Museum & Gardens
The Casements
Stonewood Grill & Tavern
BOSARVEY ESTATES
ROYAL FLORIDIAN RESORT CONDO
Hilton Vacation Club The Cove on Ormond Beach
PLANTATION ISLAND

Description
Describe your business to customers on Google. [Learn more](#)

Daytona Beach has long been known for its iconic beaches and rich auto racing history, but today a slate of exciting new attractions, upscale lodging, a vibrant arts scene and an amazing collection of parks, preserves and outdoor activities are part of Daytona Beach's year-round appeal. If you are looking for the best things to do in Daytona Beach, you'll find plenty to discover.

382/750

Suggest description

Save Cancel

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4. Optimizing Your GMB Profile for Maximum Visibility

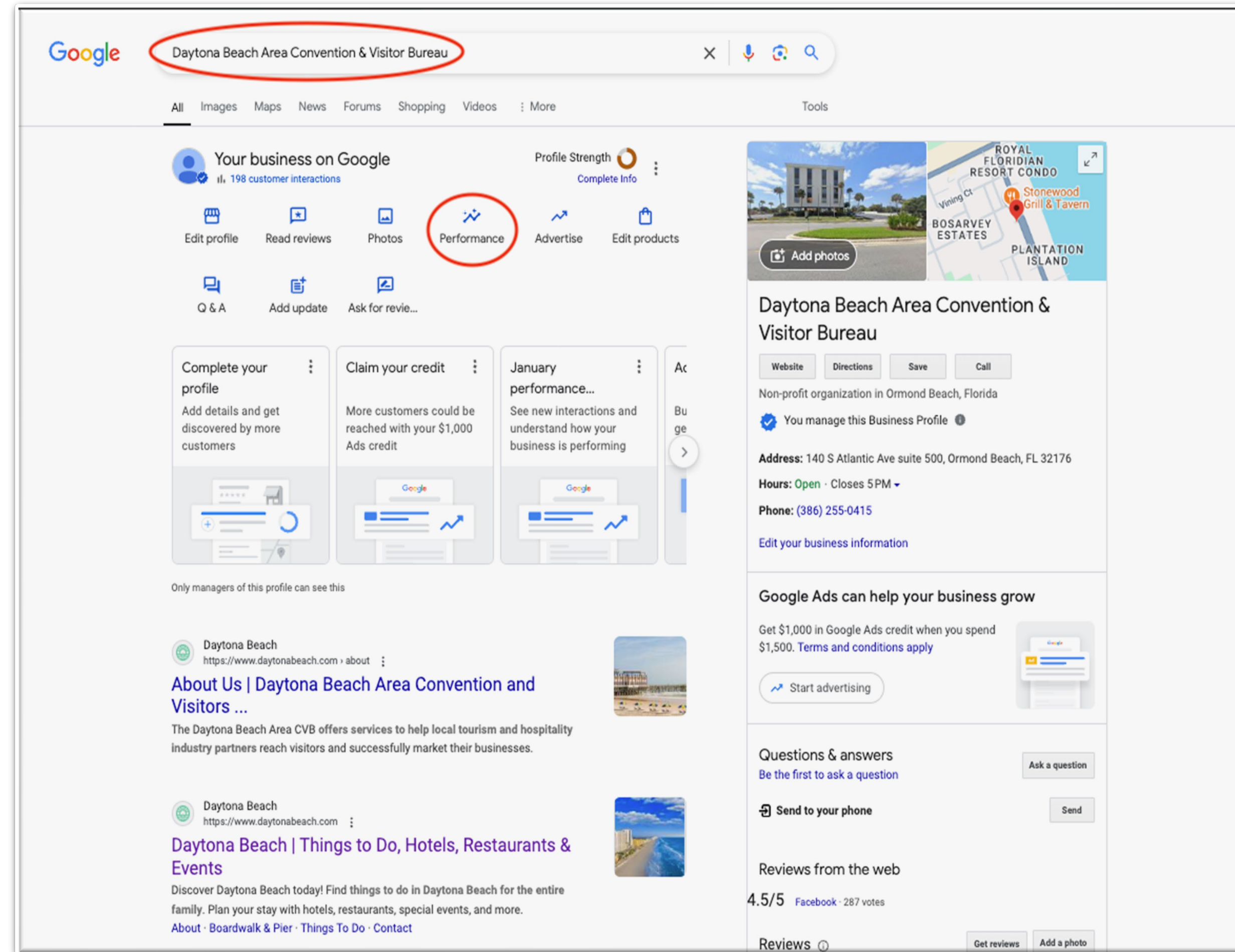
- **Keywords are Key:** Research relevant keywords that customers use when searching for businesses like yours. Integrate these keywords naturally throughout your GMB profile, including your business description, posts, and responses to reviews. Focus on long-tail keywords (more specific phrases) for example: Best organic coffee for French press.
- **High-Quality Photos and Videos:** Visual content is essential for attracting attention. Upload professional, high-resolution photos and videos of your business, products, services, team, and location. Showcase your best features and create a positive first impression. Regularly update your visuals.
- **Encourage and Respond to Reviews:** Positive reviews build trust and credibility. Encourage satisfied customers to leave reviews on your GMB profile. Respond to all reviews, both positive and negative, in a professional and timely manner. Address concerns and show that you value customer feedback. ***Note: Google calculates star ratings based on customer reviews, so this cannot be manually changed.**
- **Regular GMB Posts:** Share regular updates, promotions, events, and special offers using GMB posts. This keeps your profile fresh and engaging, and it provides valuable information to potential customers. Use compelling visuals and clear calls to action.

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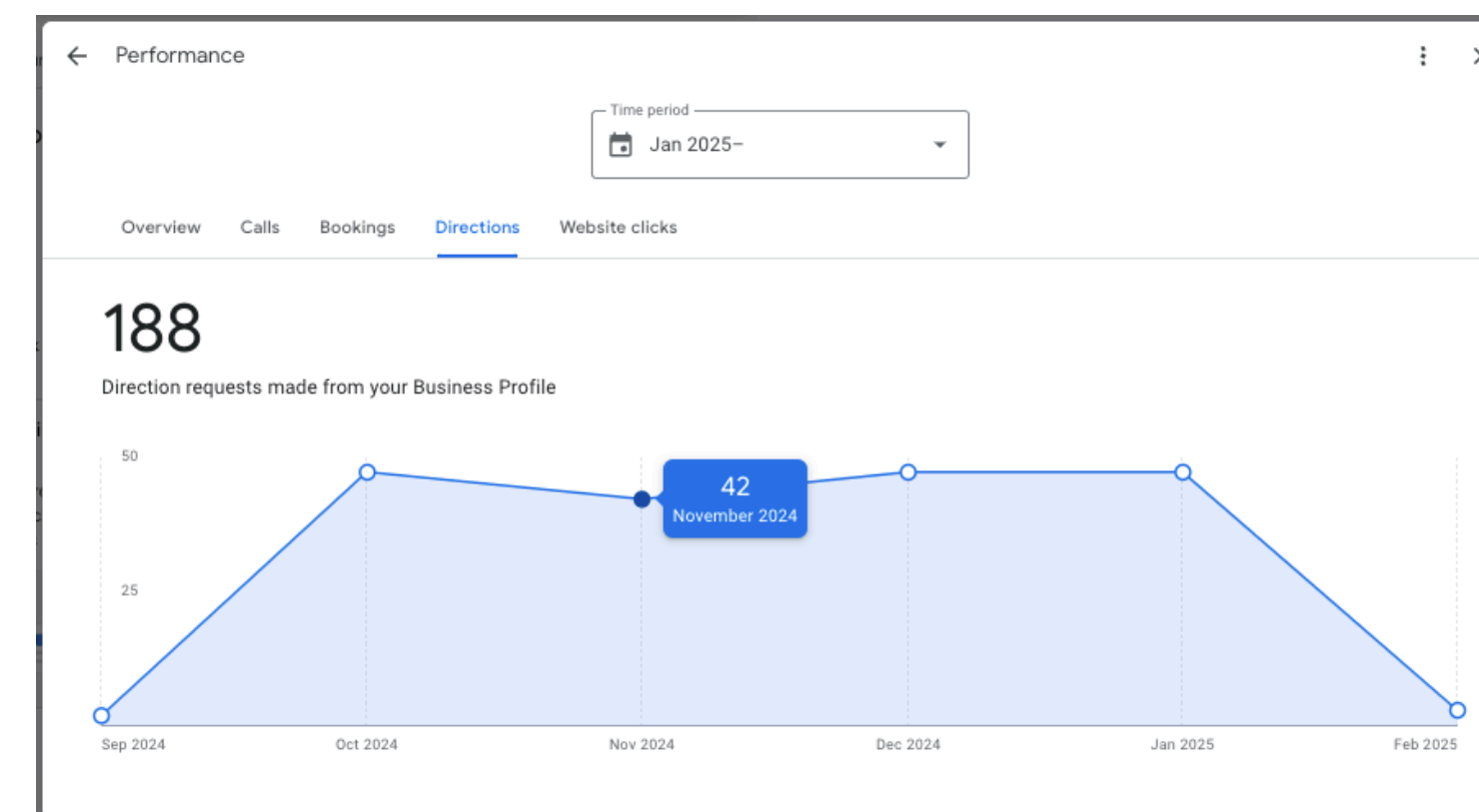
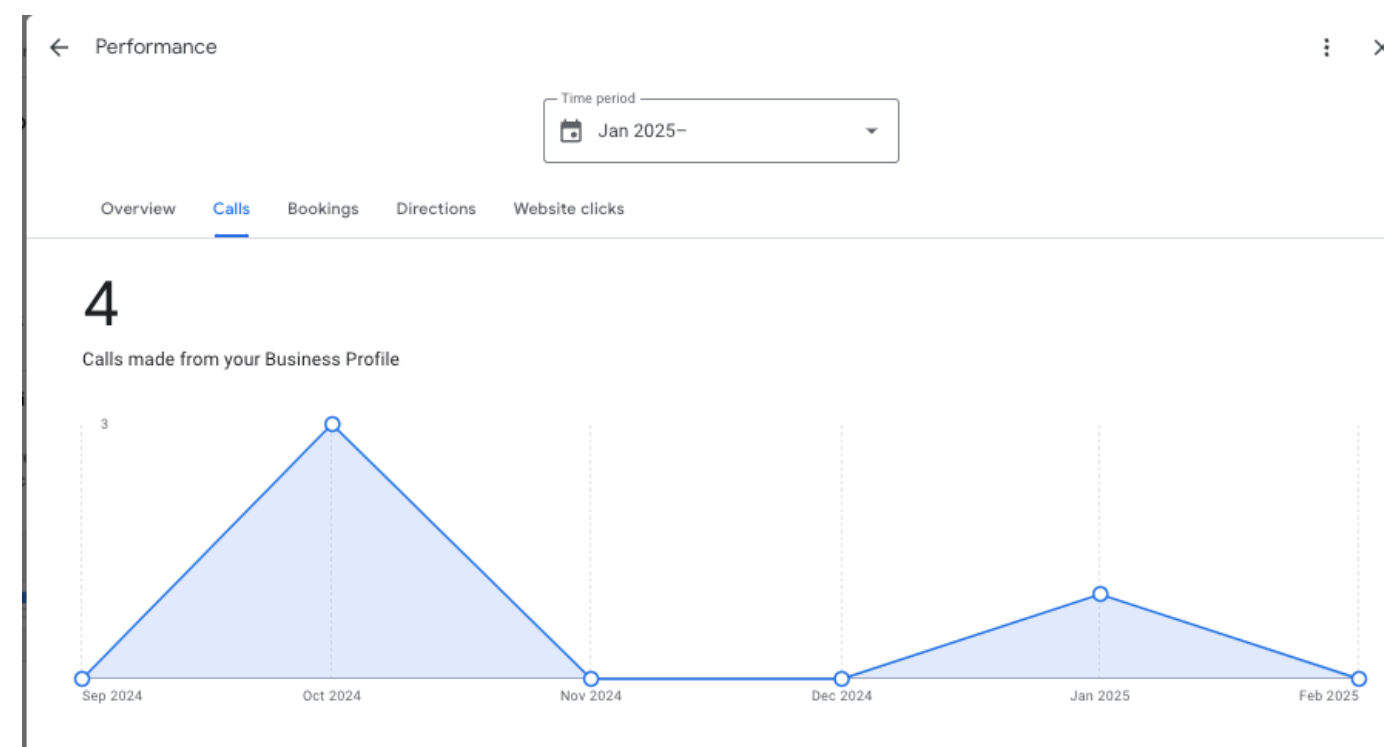
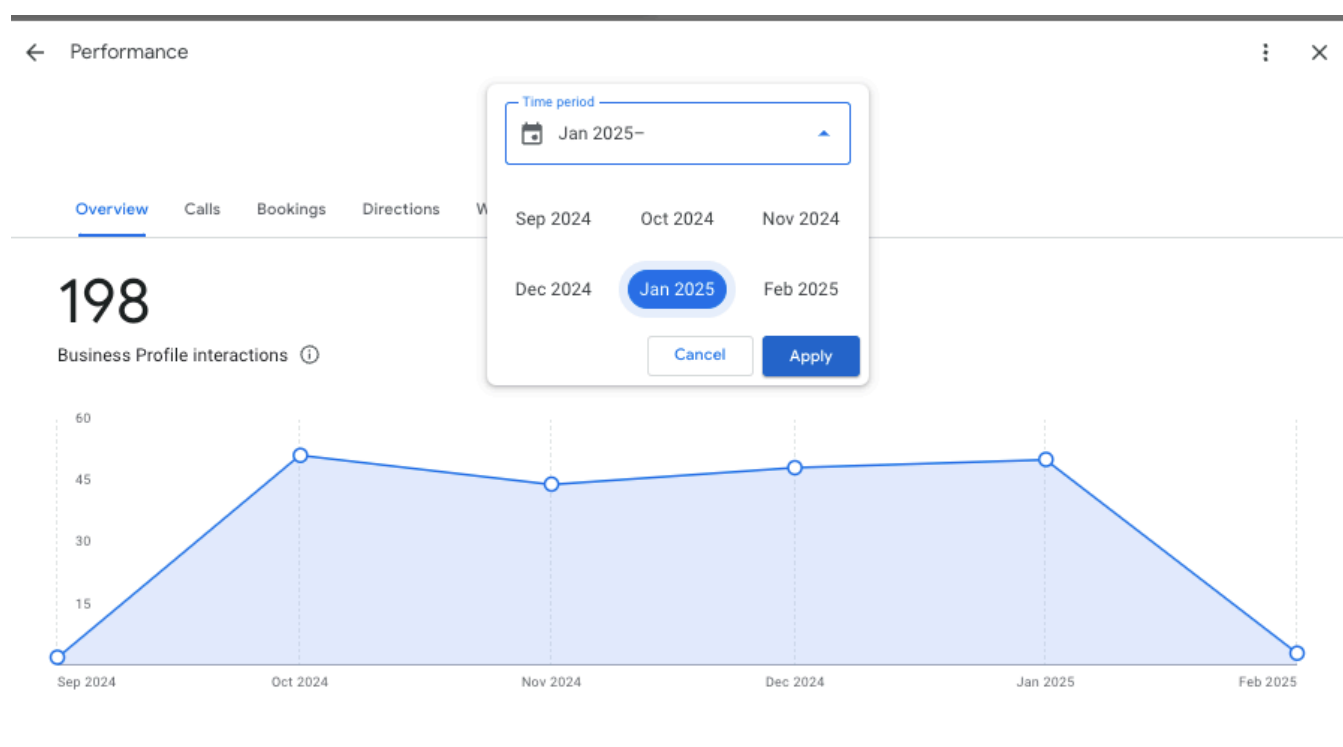
Continued

- **Use Google Q&A:** Monitor the Q&A section of your GMB profile and answer customer questions promptly and accurately. This demonstrates your expertise and provides helpful information to potential customers. You can also proactively add frequently asked questions and their answers.
- **Google Maps Optimization:** Ensure your business location is accurately pinned on Google Maps. Double-check your address and other details to avoid any discrepancies.
- **Citations:** Build consistent NAP (Name, Address, Phone number) citations across other online directories and platforms (e.g. Yelp or Tripadvisor). This helps Google verify your business information and improves your local search ranking. Use a consistent format for your NAP across all platforms.
- **Monitor Your GMB Insights:** Regularly check your GMB Insights to understand how customers are finding your listing, what actions they're taking, and how they're interacting with your profile. Use this data to refine your optimization strategy and make improvements.

How to Monitor Your GMB Insights.



How to Monitor Your GMB Insights.



How people discovered you

621 People viewed your Business Profile

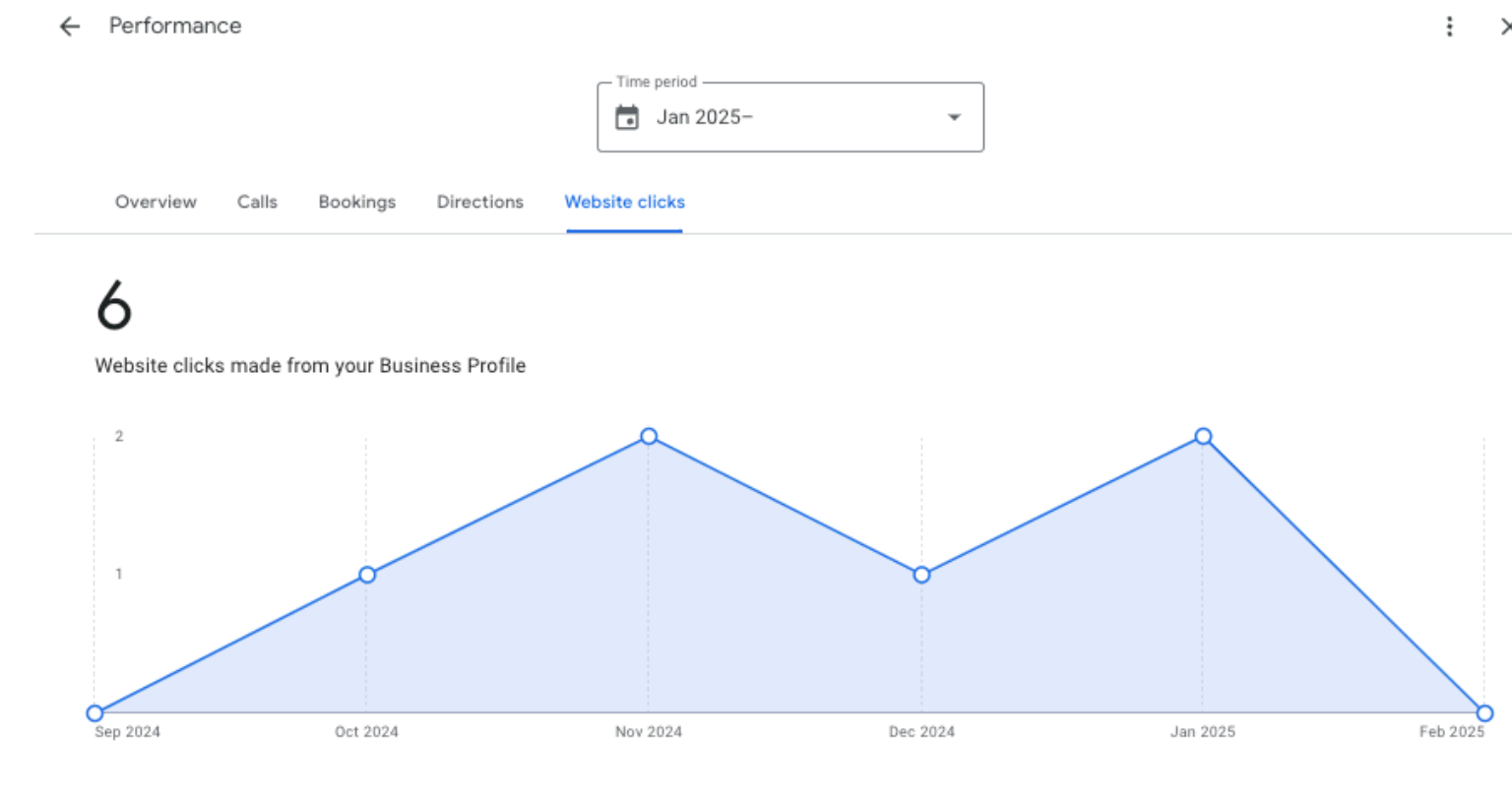
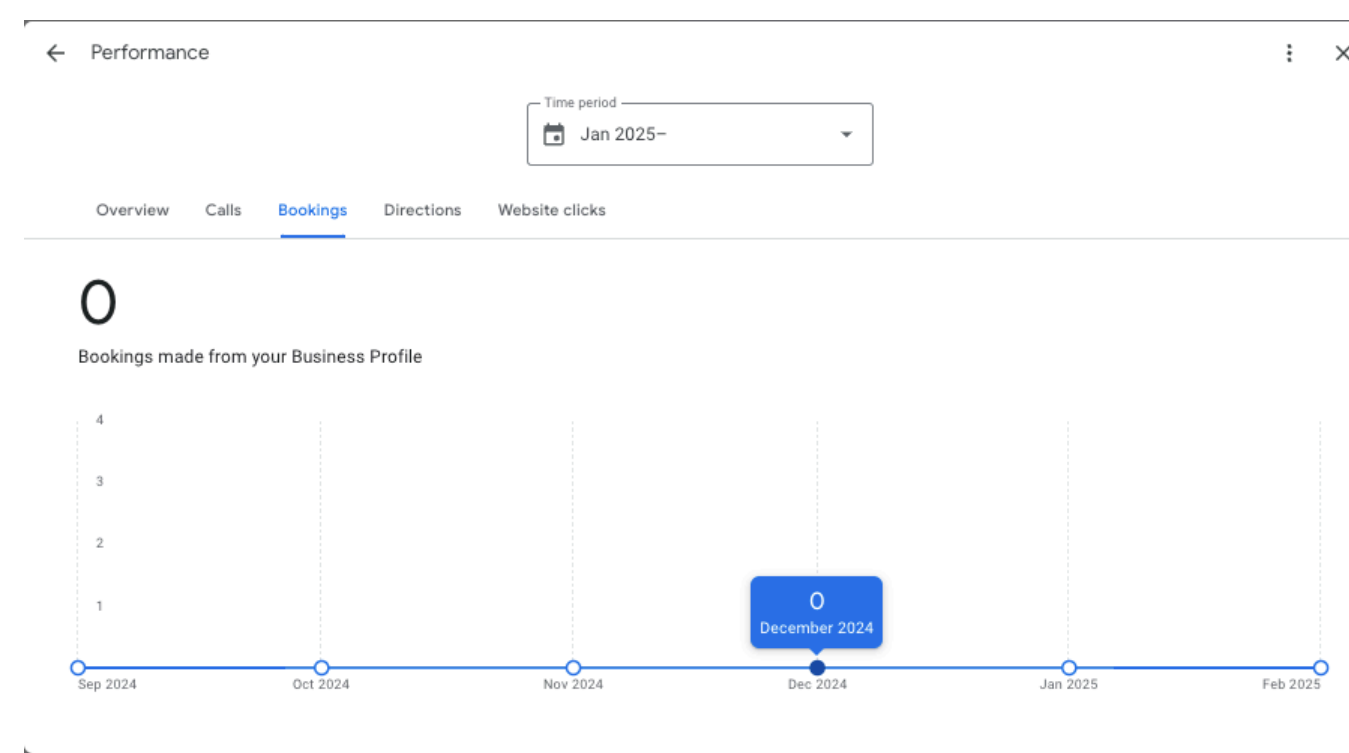
198 Searches showed your Business Profile in the search results

Platform and device breakdown

Platform/Device	Count	Percentage
Google Maps - mobile	382	62%
Google Search - mobile	112	18%
Google Search - desktop	94	15%
Google Maps - desktop	33	5%

Searches breakdown

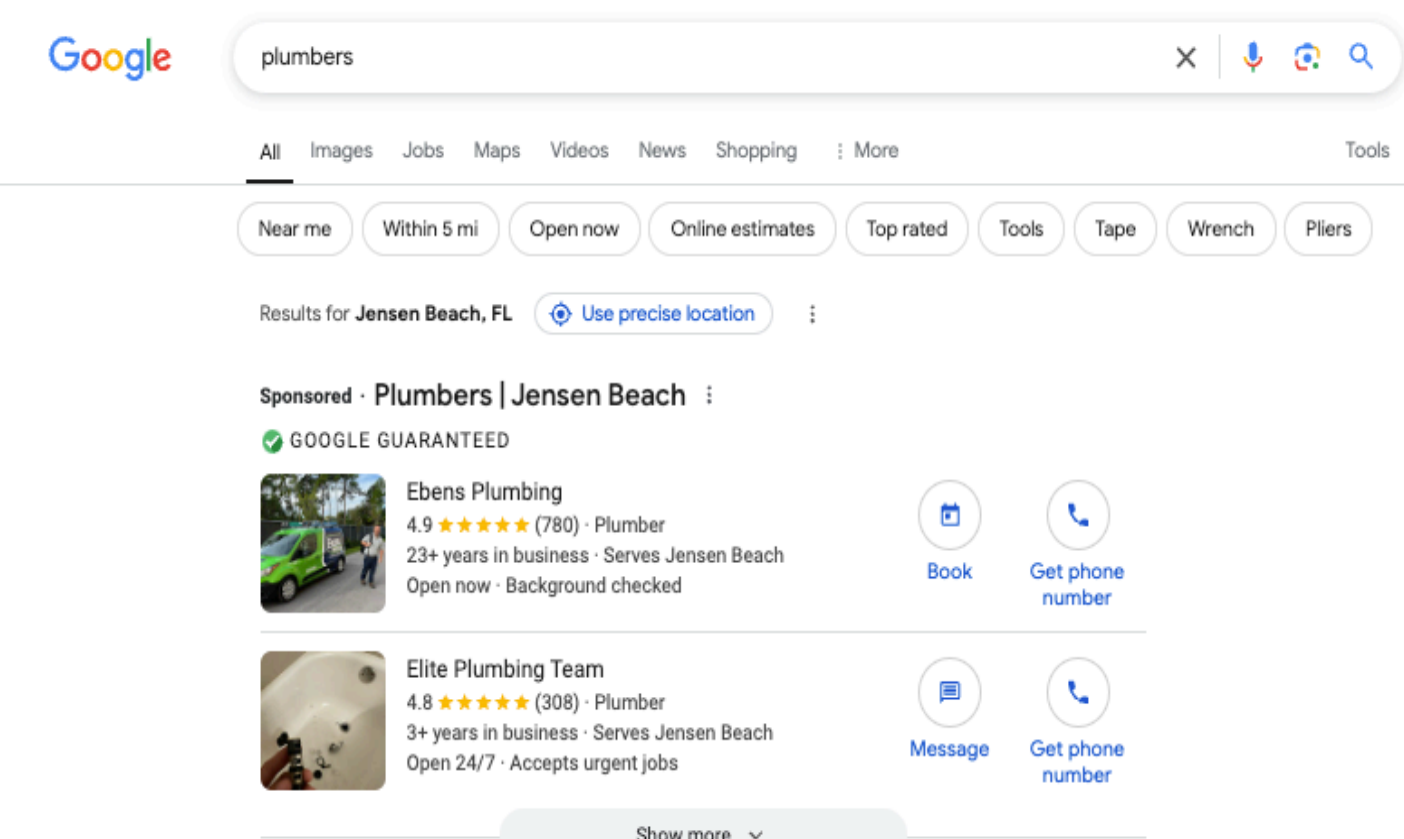
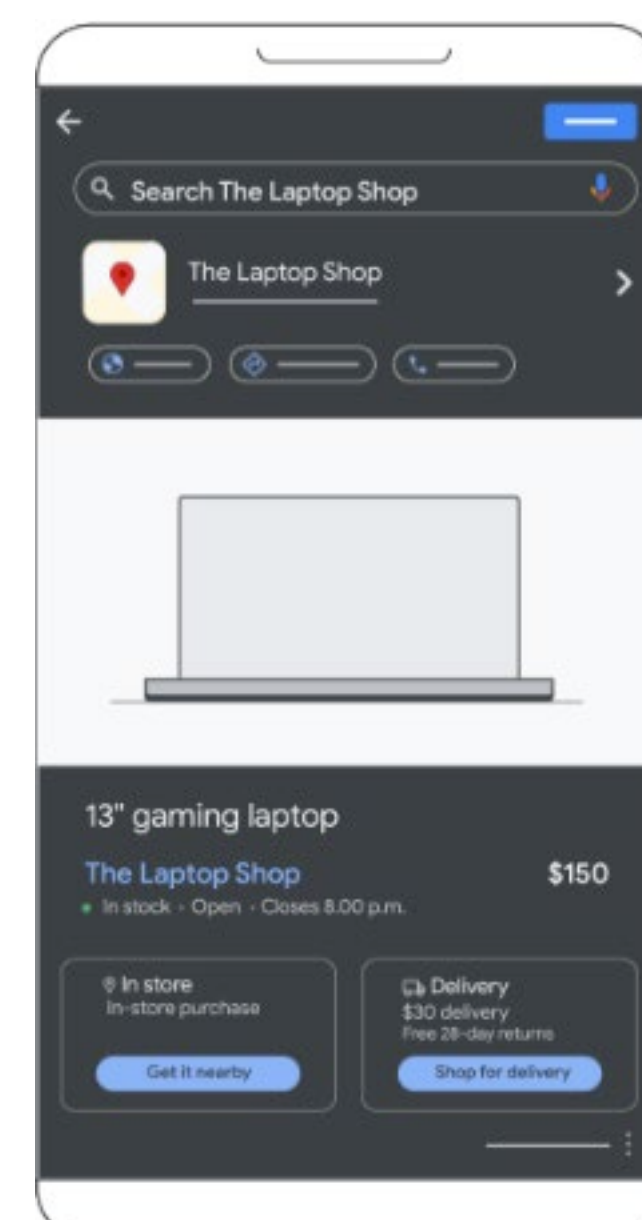
Search term	Count
attractions	164
daytona beach area convention & visitor bureau, south a...	18
daytona beach area convention & visitors bureau	16
500 south south atlantic	< 15
convention center	< 15



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5. Advanced GMB Strategies:

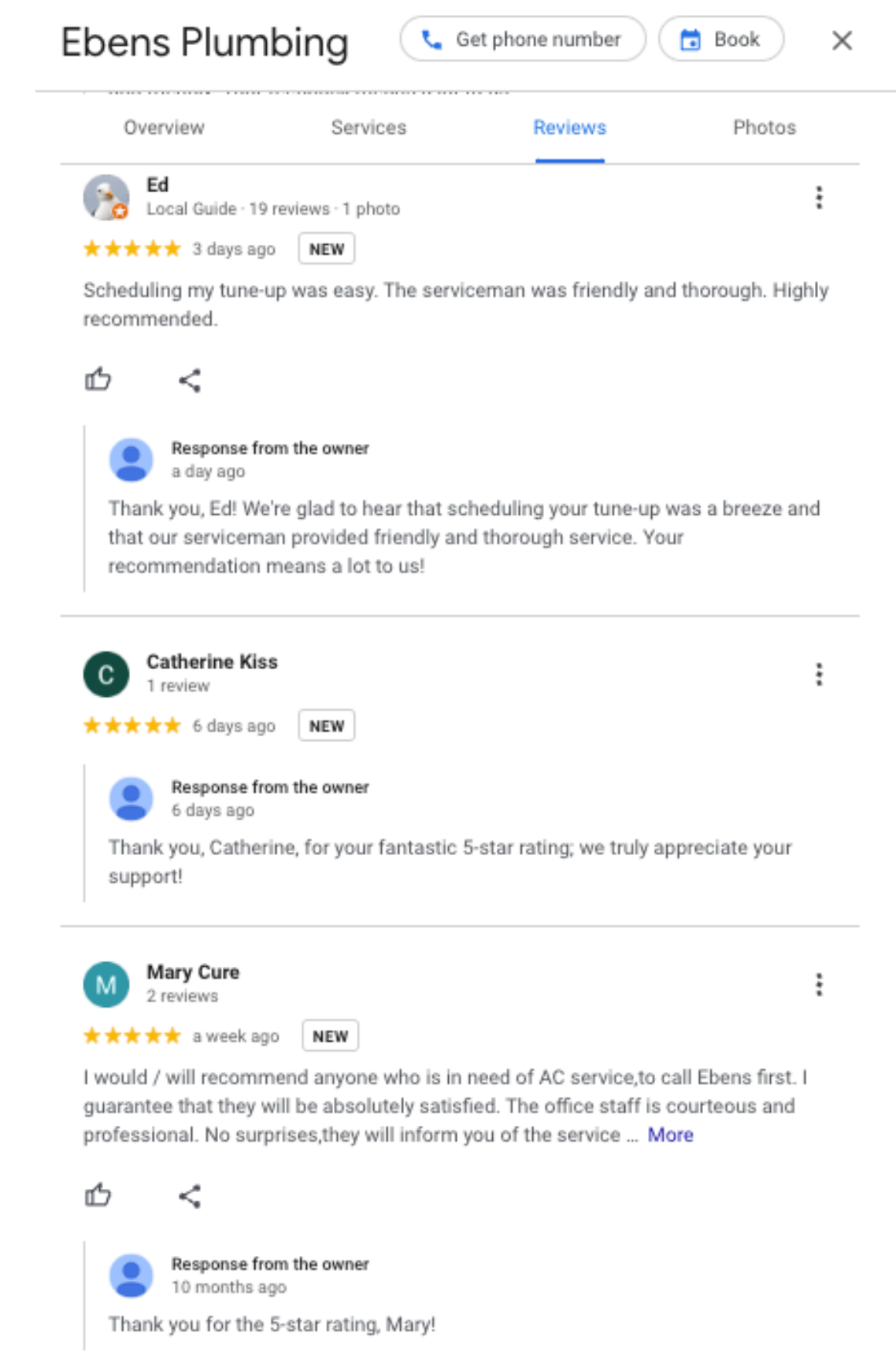
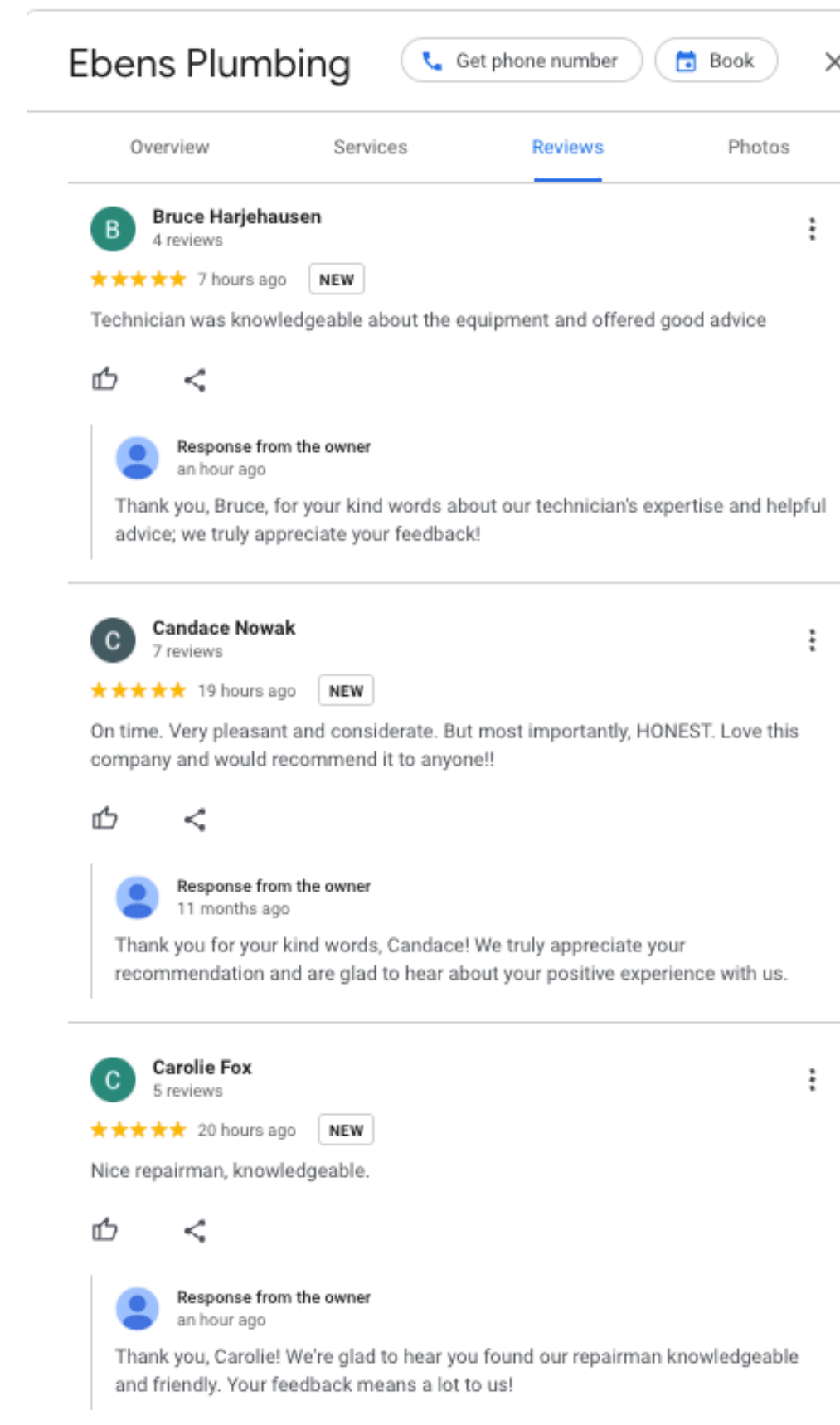
- **Google My Business API:** If you manage multiple locations, consider using the GMB API to streamline your management and automate certain tasks.
- **Local Inventory Ads:** If you have a physical store, use local inventory ads to showcase your products to nearby customers searching on Google.
- **Google Guaranteed:** Consider becoming Google Guaranteed to build trust and credibility with potential customers. This badge signifies that Google has vetted your business to appear in Google local searches. Eligibility for this feature depends on whether your business or business category can be Google certified (e.g. plumbers, lawyers, painters, etc.) and if you have enough positive reviews.



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6. Ongoing Maintenance and Updates

- **Stay Consistent:** Regularly update your GMB profile with fresh content, photos, posts, and updated business hours. Don't let your profile become stagnant.
- **Monitor for Updates:** Keep up with changes to Google My Business and adjust your strategy accordingly.
- **Engage with Your Audience:** Respond to reviews, answer questions, and interact with customers on your GMB profile.



Conclusion.

- By following this comprehensive guide, you can optimize your Google My Business profile to attract more customers, improve your local search ranking, and grow your business. Remember that GMB optimization is an ongoing process, so stay consistent and adapt your strategy as needed.

Checklist for Success

- ✓ GMB Profile is fully completed and updated
- ✓ High-quality images and videos uploaded
- ✓ Reviews actively managed and responded to
- ✓ Special offers and promotions highlighted

Next Steps:

- Spend 15 minutes updating your profiles this week!
- Track engagement through Google Insights and website analytics.
- Reach out for support if needed.



Thank You!

THE Z!MMERMAN AGENCY