



MAJOR UPDATE: GOOGLE TO DISCONTINUE BUSINESS.SITE WEBSITES

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Closure of Google's business.site websites

The [closure of Google's business.site websites](#) marks a significant change for local businesses that have utilised this service. Since its launch in 2017, business.site has allowed businesses to create a free, mobile-optimised website with a unique domain. This feature has been particularly useful for small businesses and entrepreneurs who may not have had the resources or technical expertise to develop their own websites.

With the announcement of the closure, businesses are urged to seek alternative online solutions to maintain their online presence beyond March 2024. While Google has not provided specific reasons for this decision, it is likely part of the company's ongoing efforts to streamline its offerings and focus on more profitable ventures. Fortunately, there are numerous alternatives available for businesses to establish and maintain their online presence. One option is to explore website builders like WordPress via [Local Exposure](#), which offer affordable website design and ongoing support using the worlds number one system WordPress.

Additionally, businesses should consider leveraging social media platforms such as Facebook, Instagram, or LinkedIn, which offer free business pages and robust features for engaging with customers. These platforms can serve as a valuable tool for showcasing products or services, interacting with customers, and driving traffic to other online platforms. Another alternative is to collaborate with local directories or industry-specific platforms that offer businesses the opportunity to list their information and services. These directories often provide a platform for customers to search and discover local businesses, helping to expand the online reach of these establishments.

Although the closure of Google's business.site websites may disrupt some businesses initially, it presents an opportunity for them to explore other online solutions that may be better suited to their



needs. It is essential for businesses to evaluate their options and ensure a smooth transition to alternative platforms before the closure takes effect.

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Overview of Google's Closure of business.site Websites

The termination of the business.site subdomain by Google signals a shift in online business strategies. This subdomain, which provided local businesses with a streamlined web presence, was likely no longer meeting the needs of businesses in an increasingly competitive digital landscape. The move to terminate this service emphasises the importance of comprehensive web solutions.

As businesses strive to establish a strong online presence, they require more than just a basic subdomain. They need a comprehensive website that can showcase their products or services, provide information to customers, and facilitate online transactions. In today's digital age, consumers expect businesses to have a professional and user-friendly website.

A well-designed and functional website can enhance credibility, attract customers, and drive growth. It can also serve as a hub for various online marketing efforts, such as search engine



optimisation, social media integration, and content marketing. To meet these demands, businesses should consider investing in more comprehensive web solutions.

This may involve creating a custom website or utilising website builders that offer a wide range of features and customisation options. By having a dedicated website, businesses can have greater control over their online presence and tailor it to their specific needs. Additionally, businesses should continue to leverage other online platforms and services to maximise their reach. Google Business Profile, for example, remains a valuable tool for local businesses to manage their online presence, interact with customers, and appear in relevant search results.

Social media platforms, online directories, and review websites also play significant roles in a comprehensive online strategy. In conclusion, the termination of the business.site subdomain by Google highlights the evolving nature of online business strategies. It underscores the need for businesses to invest in more comprehensive web solutions to establish a strong online presence and stay ahead in a competitive digital landscape.

Implications for Your Business

Here are a few suggestions for businesses to protect their online visibility in response to the discontinuation of the business.site service:

- Find an alternative website builder: Look for alternative website builders or platforms that offer similar features to business.site. There are several options available including Local Exposure. Choose a platform that suits your business needs and migrate your website content over to the new platform.
- Update web addresses: If you had been using a business.site domain for your website, update your web address to reflect the new platform or domain you are using. Notify your customers and visitors about this change through various channels such as social media, email newsletters, or by displaying a banner on your old website.



- **Enhance your Google Business Profile:** Ensure that your Google Business Profile is complete and up to date. This includes providing accurate contact information, business hours, and updating any other relevant details. Regularly monitor and respond to customer reviews and make use of Google's additional features like posts, Q&A, and photos to engage with your audience.
- **Maintain consistent branding:** Ensure that your new website and Google Business Profile maintain consistent branding, including your logo, color scheme, and messaging. Consistency across all online platforms helps customers recognize and trust your business.
- **SEO optimisation:** Optimise your website and Google Business Profile for search engines to improve your online visibility. Focus on keywords relevant to your business, optimize page titles and meta descriptions, and ensure your website is mobile-friendly for better search engine rankings.
- **Leverage social media and local directories:** Utilize social media platforms to promote your new website and provide updates on your business. Claim and update your business information on popular local directories such as Yelp, Bing Places, and Apple Maps to ensure accurate business details across various platforms.
- **Monitor analytics and adapt:** Regularly monitor website analytics and track user behaviour to understand how the changes are affecting your online presence. Make adjustments and improvements based on the data to enhance user experience and drive more traffic to your website. By taking these immediate steps, businesses can safeguard their online visibility and ensure a smooth transition for their customers following the discontinuation of the business.site service.



Alternatives to business.site

Local Exposure offers affordable and effective web solutions for businesses. By transitioning to a dedicated website hosted on WordPress through Local Exposure, businesses can ensure continued online relevance and autonomy. With budget-friendly options, businesses can have a professional and customised website that helps them stand out from the competition.

WordPress is a popular and user-friendly platform that allows businesses to easily update and maintain their website. It offers a wide range of plugins and themes that can be customized to suit the unique needs and branding of each business. With Local Exposure's expertise in WordPress, businesses can have a website that is not only visually appealing but also functional and optimized for search engines.

Having a dedicated website hosted on WordPress through Local Exposure provides businesses with a range of benefits. Firstly, it allows businesses to have their own domain name, which helps establish their online presence and brand identity. It also provides businesses with more control and autonomy over their website, allowing them to make updates and changes as needed. Furthermore, a dedicated website hosted on WordPress is highly scalable, meaning it can grow and adapt as the business expands. It also allows businesses to integrate various features and functionalities, such as e-commerce capabilities or online booking systems, to enhance customer experience and drive sales.

In addition to being cost-effective, Local Exposure's web solutions also include ongoing support and maintenance. This ensures that businesses can rely on their website to run smoothly and efficiently, without the need for technical expertise. Overall, transitioning to a dedicated website hosted on WordPress through Local Exposure is a smart choice for businesses looking for affordable and effective web solutions. It provides businesses with a professional and customized online presence, ensuring their continued online relevance and autonomy.

When will Google officially stop supporting business.site websites?

Google will officially cease support for business.site websites from 1 March 2024. After this date, traffic to these sites will be redirected to the associated Google Business Profile, until 10 June 2024, when they will become completely inaccessible.



How can I redirect my customers to a new website?

You can update your Google Business Profile with your new website URL. Additionally, consider sending out communications via email or social media to inform your customers of the change and update any business cards or marketing materials with the new URL.

Are there affordable website options available for small businesses?

Yes, there are several affordable website options for small businesses. Local Exposure, for instance, offers budget-friendly web solutions tailored to small business needs. Other platforms may also provide cost-effective and user-friendly website building services.

How will this change affect my Google Business Profile?

Your Google Business Profile itself won't be directly affected by this change, but you will need to update the website URL listed on your profile. The profile will continue to be a valuable tool for local SEO and customer engagement.

What should I do if I've used business.site for SEO purposes?

If you've used your business.site URL for SEO, you'll need to update backlinks to your new website address. Use tools like Majestic.com to identify where your business.site URL is linked and reach out to those platforms to update the links. Additionally, revise your SEO strategy to focus on your new website.

Conclusion

With Google's business.site service reaching its finalisation, it signifies a significant shift in the online landscape. This development calls for businesses to re-evaluate their online strategies and make necessary adjustments to stay relevant and competitive. Local Exposure understands the importance of a strong online presence and offers cost-effective website solutions to cater to varying budgets.

Our team of experts will work closely with you to develop a website that effectively represents your brand and engages your target audience. Adapting to these changes is crucial as the online world is constantly evolving. By reassessing your online strategy and investing in a robust digital presence, you can ensure that your business remains visible to potential customers and stays ahead of the competition. Don't miss out on the opportunity to maximise your online reach. Contact Local



Exposure today to discuss how we can help you navigate this ever-changing digital landscape and ensure your business thrives in the online sphere.

