



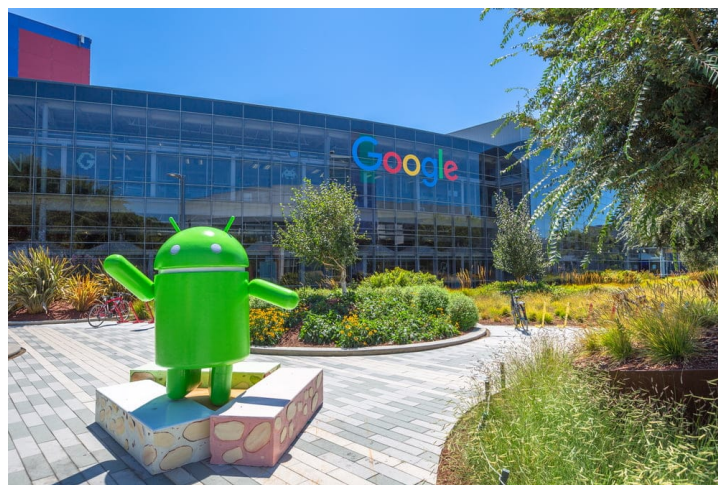
## CLAIM YOUR GOOGLE BUSINESS PROFILE LISTING!

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Google Business Profiles have evolved with the way that consumers operate, which is constantly in shift, and with today's fast-paced lifestyle we are constantly looking for ways to obtain information as succinctly as possible. There are two certain things which accompany the quest for bite-size knowledge when we are looking for something, the first is that we will use Google, whether to find a product/service or check the name of that actor you can't remember the name of - nothing is quicker and more built-in to

modern culture than whipping out your phone and running a quick **Google search, in fact Google handles roughly 7 billion searches each day!** The second of these certainties is that we rely on reviews to inform the decisions we make, even opting to spend more for a bit of peace-of-mind if reviews are present. A **whopping 91% of people will regularly read reviews, and 84% trust online reviews as much as a personal recommendation** - there can be no debating the importance of our reviews, and how a consumer perceives us when they come across said reviews.



So now that we're agreed that Google and reviews are two of the most important players in modern living, it goes without saying that a service which rolls these two elements into one is an essential for any business. That service is Google Business Profile, the hub for business listings across the Google platform - your Google Business Profile listing provides consumers with a snapshot of your business, and includes contact information, photos, reviews and more. Think of it as your first impression, since this is where a surprising number of consumers will find you, and with **over 50% of searches being 'zero-click' searches** (where the customer runs a search but goes no further than their results page) it might also be your only chance to make an impression.

## Aspects of a Google Business Profile

There are even more aspects to a business listing than just reviews, and whilst they are one of the key features of a listing, they are certainly not the only piece of your business on display. Fleshing out your listing with imagery and contact information gives you a much better edge over competitors, in fact last year Google released that according to their own studies **41% of people were likely to move on from a business listing if it was incomplete**, so it is vital that you ensure your listing is as complete as possible. The first step towards this is making sure your listing a) exists and b) is in your possession - unclaimed listings are marked with an 'Own this business?' link so you can easily check if your listing has been claimed.

Don't have a listing or need help claiming? We offer a service where we can create a listing if your business doesn't have one, additionally we can help you claim an unclaimed listing - **as a previously certified Google My Business provider we have the skills and knowledge to take the hassle out of acquiring your listing**. What if your listing is claimed but not by yourself? Or what if your listing was claimed but you no longer have access to it? Well luckily we are on hand to help with both of these situations, and working with us is far easier than trying to navigate Google Business Profile support, believe me! If you're looking to get your listing claimed, read a little more about [Google My Business Page Management](#).



**Address:** Bridge Court, Bridge St, Long Eaton, Nottingham NG10 4QQ

↗ You visited last month ↘

**Hours:** Open · Closes 5PM ▾

⚠ Hours or services may differ

**Phone:** 0115 718 0365

Suggest an edit

It is vital to any business that you make sure to claim your Google Business Profile, not only for the benefits it provides the consumer, but also the insights it gives to you as a business owner. Through Google My Business you're able to view search traffic, manage your reviews, photography and contact information such as opening hours - considering the benefits this is a service which every business should be taking advantage of and we are on hand to help you every step of the way. Get in touch today and make that first impression count!

Sources:

Stat Counter - <https://gs.statcounter.com/search-engine-market-share/mobile/worldwide>

SparkToro - <https://sparktoro.com/blog/less-than-half-of-google-searches-now-result-in-a-click/>

