

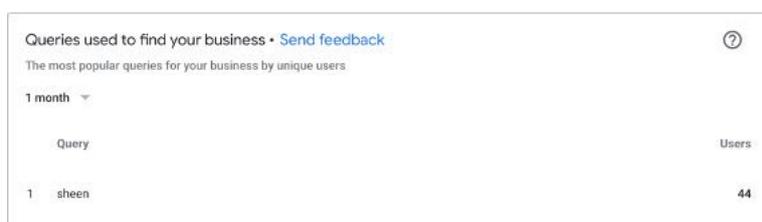
Google my business

So, let's take a better look at what information you can take away from your insights ... shall we?
The first insight you'll see is:

Queries used to find your business

This tells you what people are searching for to find your business. It's a handy one to keep (half) an eye on to ensure you're covering all the search terms when you're creating content.

For me, I usually just find people searching on my name (see image) - but I have a number of clients who have found some really interesting terms they would never have thought to include if they hadn't been on the lookout.



Query	Users
1 sheen	44

How customers search for your business

You'll see looking at the image, this insight breaks up the information into how many people found you because they searched for your name (this is the 'direct' searching) vs how many people found you because they were looking for a business like yours (known as 'discovery' searching).

Ideally, we are looking for the 'discovery' search component to be growing. Meaning, we want more people to be finding your business because they were looking for someone like you.

Something worth noting is the adjustable time frame (as shown by the call out box on the left-hand side). You can adjust the search- able date range from one week to one month or one quarter.

My advice is to be checking on your insights on a monthly basis.

You want to make sure you're tracking in the right direction.



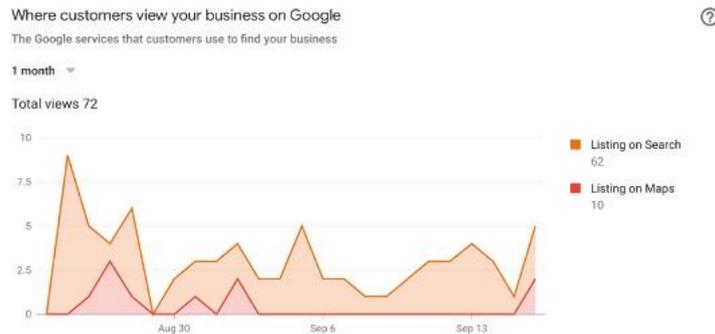
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Where customers view your business on Google

This tells us whether people have found us by looking at Google search or Google maps.

Now, I've chosen to not have a business location listed on my profile. I work from home and the vast majority of my work is either remote onsite with clients or via Zoom. For those clients who have a predominantly local focus on their business (think health, beauty, mechanics, cafes, etc.) then you'll absolutely want to have an address listed and you'll (hopefully) find the vast majority of your traffic will come via Google Maps.

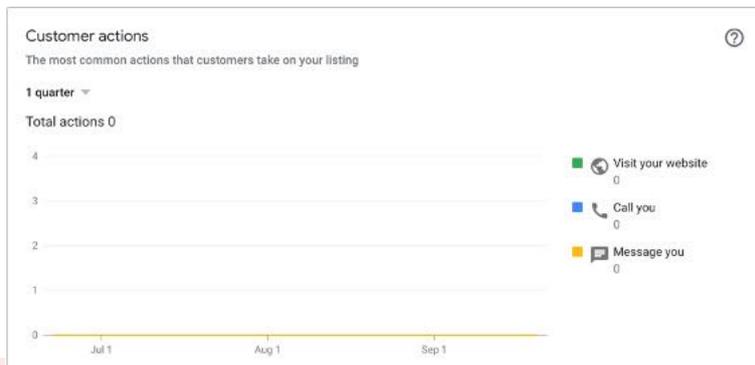
Think about the last time you wanted to find a good coffee when you were out for a Sunday drive. Chances are you already have maps open and you simply ask Google for the best coffee shop nearby... that's one of the ways Google will give you a local SEO 'bump' if you list your business address correctly.



Customer actions

This insight shows us the most common actions people are making when they visit your GMB profile. Do they jump off to visit your web- site? Do they call you or do they drop you a message?

This is a great insight to track if you're looking to generate phone calls for your business through posts (think hairdresser with a cut and colour offer as an example). By using an 'offer' post and tracking it I can see how successful that post has been.



The Digital Guide's Fact Sheet

Phone calls

Further information on the number of phone calls your profile has generated.

I haven't bothered to load my mobile number on my profile (I'd prefer to encourage email communication) – so my data is showing as 0.

If you're a locally focused business though, this is a great insight to keep an eye on.

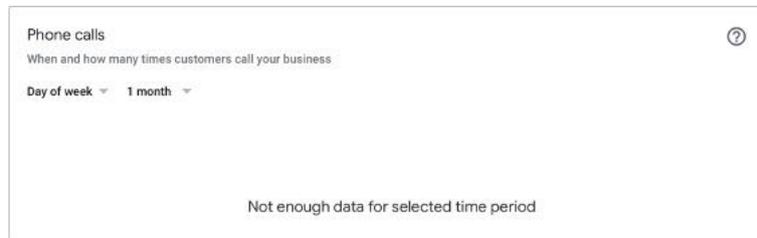
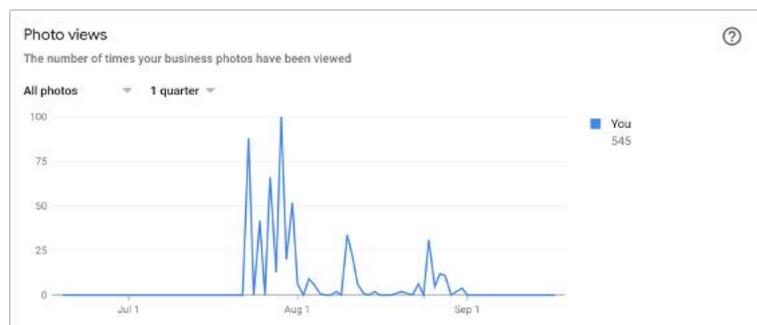


Photo views

I find this insight is an excellent tool for food, fashion, beauty and real estate (as examples). Loading photos to your profile can draw a large number of people to your profile and then onto your website (or generate a call or message).

Tracking the number of views your photos are getting over your desired time frame is a great way to learn which photos are driving the traffic.



If you'd like to do some additional reading on GMB insights, you'll find some great information on the Google help site (the link will take you straight to GMB insights).

www.support.google.com/business/answer/7689763?_ga=2.158743290.13788339571600560995-15007177471600560995#searchqueries