



# THE IMPORTANCE OF HAVING A GOOGLE MY BUSINESS PROFILE IN DIGITAL MARKETING

Every day from every corner of the world people use google to search for any information they need from local coffee shop, home repair tips, fashion tips, celebrity news, any location to search for and much more. Google my business is a business profile which helps to ensure that people find your business when looking for certain product or services in their local area or nearby. Google my business profile show searchers where and how to visit your business or how to contact with you. Another benefit for google my business profile is it improves your local SEO.

People now a days rely on google my business for everything and this is the reason why it's important for businesses to optimize their pages for Google search. Because of today's digital technology, it's now faster and much easier to promote your business on internet and on various online platforms. According to research more than 55% of people who use mobile phones for local searches end up visiting a store or any business. Creating, verifying, and optimizing google my business will provide you with invaluable opportunity. You can learn more about GMB at [Digital Marketing Courses in Pune](#).

**Google my business provides huge benefit for your business, and here are some of it.**

**1) Google my business is free** – Google my business is totally free! All you need to do is sign up, create a business profile and fill up all the information needed about your business.

**2) Google my business makes you more visible** – Google is one of the most used and largest search engine in the world and it receives around 65,000 searches per second. Many people even haven't made their mind about a brand before starting their search, so this means that your business has to be visible on google search list to grab that customer's attention or to stand out from your competition. Google my business listings get priority on the first page of local search, maps queries and this listing appears before ranked website. So there is a huge chance to be visible to huge number of audience all over the world. Thus, enroll yourself today in [Digital Marketing Classes in Pimpri Chinchwad](#) to have a safe and successful business path.

**3) Google my business improves SEO** – Google my business is known as the most powerful SEO tool. To look for the best results, you need to optimize google my business profile in order to work in favor of ranking and SEO right from name, address, phone number,

website link, business categories, operating hours, logo, service area details, cover photos, other images and so on.

**4) Google my business offers an official website for your business** – Google my business offers website creation feature for businesses. Once you have created your business profile, the feature offers many customizations right from text, photos and theme designs.

**5) Provide Insights** – Google my business not only promotes your product and services but it also helps you to understand the market, your customers and what they are actually looking for. The insights will assist you in creating different strategies for your business and in making decisions. This tool also provides information of your customers and where your audience is coming from.

Signing up, Google my business is the future of online marketing because google is constantly expanding and growing in data and online features for customers and also for businesses.

Join India's best [digital marketing training in Kothrud](#) to know more about Google My Business.