UNLOCK YOUR BUSINESS'S POTENTIAL WITH GOOGLE BUSINESS PROFILE

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HOW AN OPTOMIZED GOOGLE BUSINESS HELPS YOUR BUSINESS

Increase Your Online Visibility
By creating and optimizing your Google Business Profile, your business becomes more visible to potential customers searching for products or services similar to yours. Stand out from the competition and capture the attention of your target audience.

Showcase Your Business
Utilize Google Business Profile to showcase your business in the best light. Add high-quality photos, videos, and virtual tours to provide potential customers with an immersive experience and compel them to choose your business over competitors.
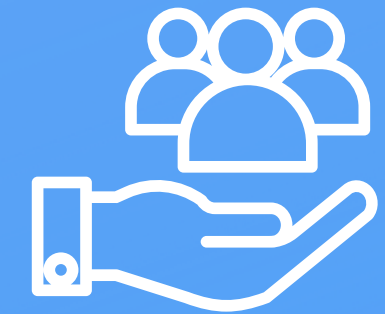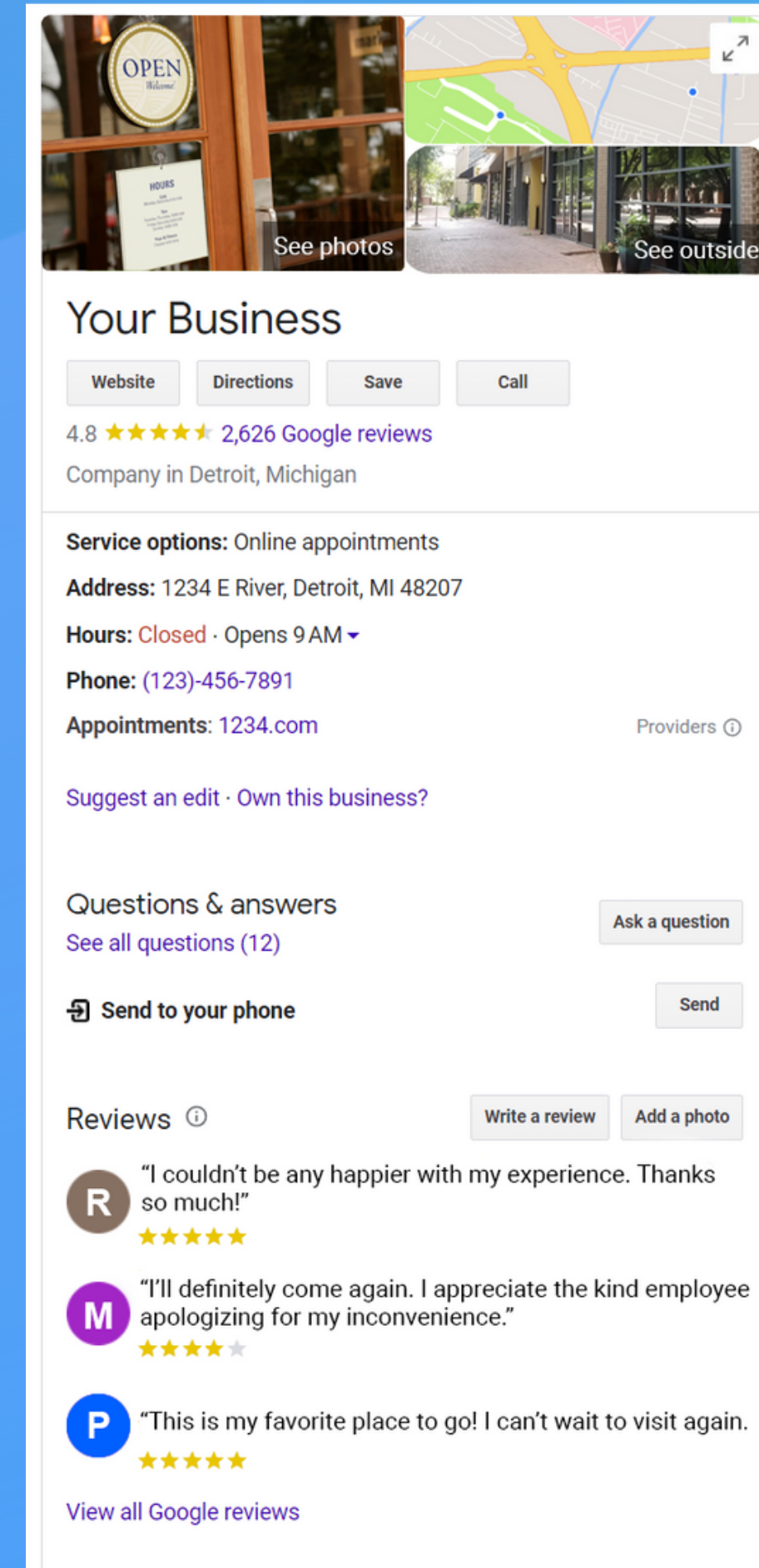
Engage with Customers
Interact directly with customers through Google Business Profile. Respond to reviews, answer questions, and share updates, allowing you to build trust and credibility. Engaging with customers also helps foster a positive brand image and encourages customer loyalty.

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WHAT IS GOOGLE BUSINESS PROFILE?

Google Business Profile is a free online tool offered by Google that helps small businesses enhance their online presence and connect with potential customers. It enables you to manage your business information across various Google platforms, including Google Search and Google Maps, in one centralized location.

On the right is an example of what a Google Business Profile looks like and the features that are available for a user.

Google Business Profile allows you to connect with customers, create posts, list your products or services, and more!

See photos   See outside

Your Business

| Website | Directions | Save | Call |

4.8 ★★★★½ 2,626 Google reviews

Company in Detroit, Michigan

Service options: Online appointments
Address: 1234 E River, Detroit, MI 48207
Hours: Closed · Opens 9 AM ▾
Phone: (123)-456-7891
Appointments: 1234.com   Providers ⓘ

Suggest an edit · Own this business?

Questions & answers   Ask a question
See all questions (12)

⊡ Send to your phone   Send

Reviews ⓘ   Write a review   Add a photo

R   "I couldn't be any happier with my experience. Thanks so much!"
    ★★★★★

M   "I'll definitely come again. I appreciate the kind employee apologizing for my inconvenience."
    ★★★★☆

P   "This is my favorite place to go! I can't wait to visit again."
    ★★★★★

View all Google reviews

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INCREASING YOUR BUSINESSES VISIBILITY

By creating and optimizing your Google Business Profile, your business becomes more visible to potential customers searching for products or services similar to yours. Stand out from the competition and capture the attention of your target audience.

When you search on Google, you may have seen the map and corresponding list of businesses that often appear at the top of the search results. This is known as the "local pack" or "map pack," and provides valuable information about nearby businesses. A business with an optimized Google Business Profile will be more likely to end up at the top of the page when someone performs a search like this.

LOCAL PACK

BUSINESS INFORMATION

ORGANIC RESULTS

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GAIN & MAINTAIN CREDITABILITY THROUGH REVIEWS

98% of users read online reviews for local businesses. Interact directly with customers through Google Business Profile. Respond to reviews, answer questions, allowing you to build trust and credibility. Engaging with customers also helps foster a positive brand image and encourages customer loyalty.

Responding to both positive & negative feedback is crucial to maintaining your credibility online to potential customers.

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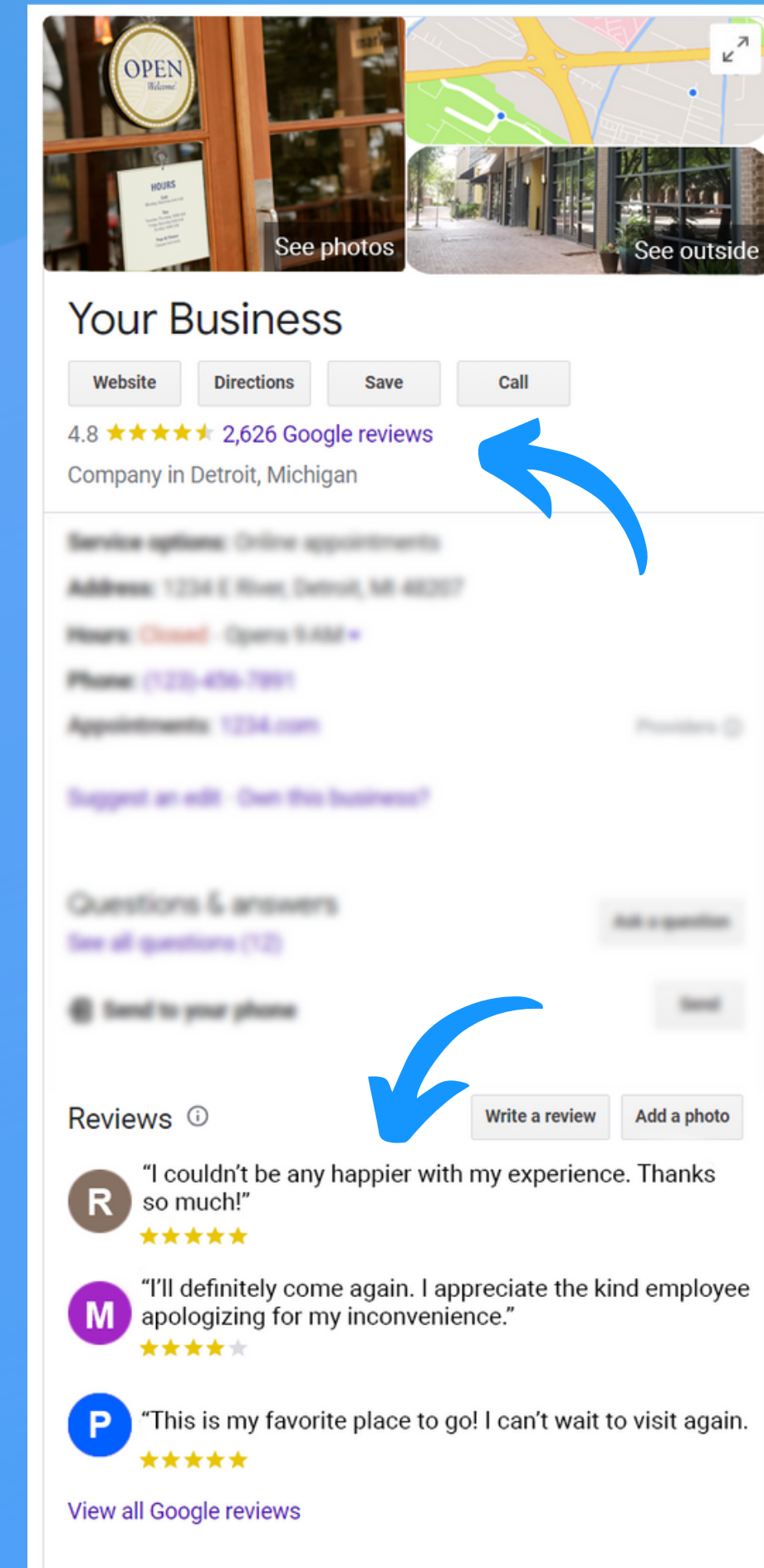
GET THE MOST OUT OF GOOGLE BUSINESS PROFILE WITH TRI MARKETING SOLUTIONS.

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