

Quick Wins

Did you know that over 90% of consumers use Google to plan visits, find local services, and make shopping decisions? An accurate and detailed **Google My Business (GMB) listing** is one of the most powerful tools for attracting customers and ensuring they have a positive experience with your business.

The Impact of an Accurate GMB Listing

- Customers rely on Google for **hours, location, and contact details**—incorrect information leads to frustration and lost business.
- Businesses with **complete and regularly updated profiles** receive up to **70% more location visits** and **50% more engagement** than those with incomplete listings.
- Positive customer experiences drive **better reviews**, which improve trust and local search ranking.

Common Customer Frustrations & Simple Fixes

✗ *Arriving to find a business closed when the listing says it's open* → ✓ Update hours, especially during holidays.

✗ *Incorrect phone number or website link* → ✓ Regularly check and correct details.

✗ *No recent photos or outdated menus/services* → ✓ Upload fresh images and keep service details current.

✗ *Slow or no response to Google reviews* → ✓ Engage with customers by replying to all reviews, positive and negative.

Local Success Story: Myrtleford Bakehouse

Myrtleford Bakehouse keeps its GMB profile updated with **daily opening hours, seasonal menus, and fresh images of its baked goods**. Customers frequently mention in reviews how helpful this is when planning visits. Their **proactive responses to reviews** and accurate listing have led to an increase in foot traffic and higher ratings, boosting their visibility in Google searches.

5 Key Tips to Improve Your GMB Listing Today

1. **Claim & Verify** – Ensure you have control over your business profile.
2. **Update Regularly** – Keep hours, contact details, and services up to date.
3. **Add Photos & Posts** – Showcase your business with high-quality images and updates.
4. **Encourage & Respond to Reviews** – Engage with customers to build trust and credibility.
5. **Use Attributes & Q&A** – Highlight special features like outdoor seating, accessibility, or takeaway options.

A well-managed Google My Business page is **free, easy to maintain, and one of the best ways to attract local customers**. Don't miss out—**update your listing today!**

Already Ticking Off the Basics?

If you've got the essentials covered—accurate hours, contact details, and a few photos—you're off to a great start! But to **truly stand out**, the best businesses go the extra mile. Here's how you can take your **Google My Business (GMB) listing** to the next level and attract even more customers.

Stand Out Strategies for a Winning GMB Profile

1. Use Google Posts to Share Updates

Promote **seasonal offers, upcoming events, or new products** with regular Google Posts. Keep your business active in search results and give customers fresh reasons to visit.

2. Showcase Your Business with Video

📺 Add **short videos** of your products, space, or team in action.

Google prioritises video content, helping your listing **rank higher** in search results.

3. Answer Customer Questions Before They Ask

❓ Use the **Q&A feature** to highlight FAQs about parking, accessibility, or special services. You can even **post and answer your own questions** to ensure the right information.

4. Highlight Unique Business Attributes

🏆 Add **special attributes** such as 'family-owned,' 'pet-friendly,' or 'locally sourced.'

These help **set expectations** and attract the right customers.

5. Get More (and Better) Reviews

🌟 Ask customers to **mention specific details** in their reviews—this helps with keyword searches. Respond **quickly and personally** to all reviews to show engagement and professionalism.

Leading by Example: Pepo Farms

Pepo Farms doesn't just list their hours and address—they:

- ✅ Use Google Posts to share updates on new nut oils and farm events.
- ✅ Showcase their farm with **engaging photos and behind-the-scenes videos**.
- ✅ Answer **frequently asked questions** so visitors know what to expect.
- ✅ Encourage **detailed customer reviews**, boosting their search ranking.

This **attention to detail** has helped them stand out and attract more visitors, proving that **an optimised GMB listing leads to real business growth**.

Ready to go from good to great? Take these steps today and watch your **Google presence—and customer engagement—soar!** 🚀 📌 Need help? The Myrtleford Chamber of Commerce is here to assist you in optimising your listing. Contact us today for support and guidance!