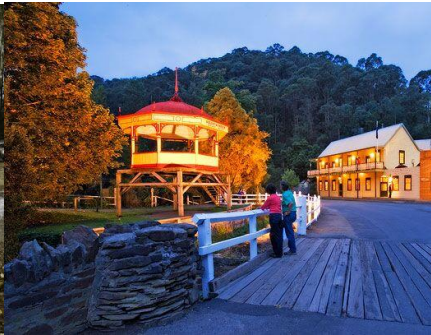
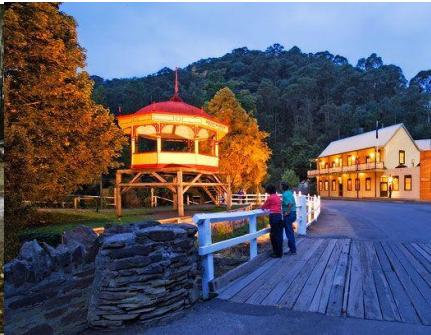
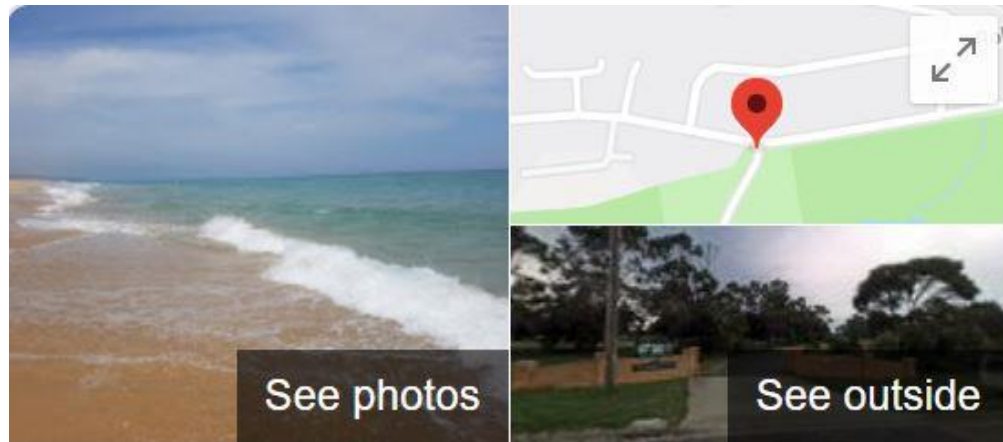


Gippsland Tourism Forum Lakes Entrance Golf Club 27 June 2019



Google Business Listing Top Tips for owning and validating





The Lakes Entrance Golf Club and Function Centre

[Website](#)

[Directions](#)

[Save](#)

4.3 ★★★★★ 68 Google reviews

Golf course in Victoria

Address: 142 Golf Links Rd, Lakes Entrance VIC 3909



You visited yesterday



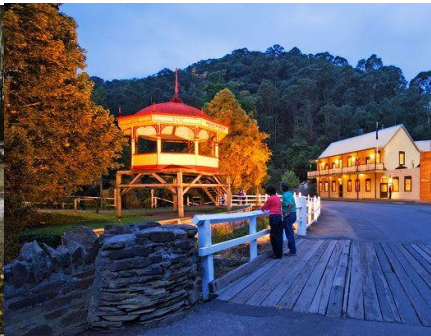
Hours: **Closed** · Opens 8AM ▾

Phone: (03) 5155 1431

[Suggest an edit](#)

Did you know that 88% of consumers who do a local search on their smartphone visit or call a store within a day? In fact, nearly 46% of all Google searches are seeking local information.

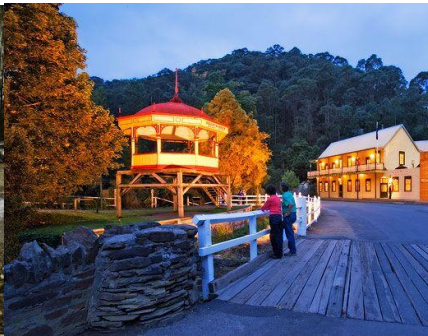
<https://blog.hubspot.com/marketing/local-seo-stats>



GOOGLE LOCAL SEARCH STATISTICS 2019

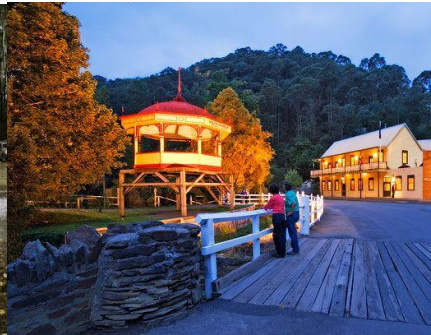
1. 88% of consumer local business searches on a mobile device either call or visit the business within 24 hours. (Nectafy)
2. 46% of all searches on Google are seeking local information.
3. 97% searched online to find a local business (Source: Hubspot)
4. As of June 2018, Google accounted for over 72.47% of all global desktop search traffic, followed by Baidu at 13.47%, Bing at 7.64%, and Yahoo at 4.74%. (NetMarketShare)

<https://seoexpertbrad.com/local-seo-stats/>



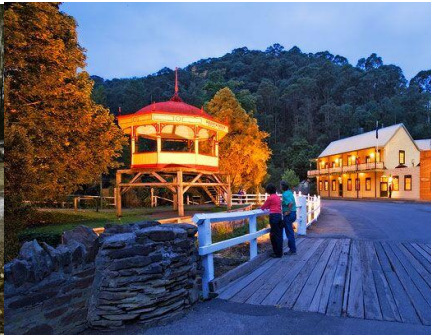
Benefits to your business

1. Information consistency.
2. Visibility throughout the web
3. Better first impressions
4. Insights
5. Posts – Photos - Videos
6. Bookings
7. Review Management



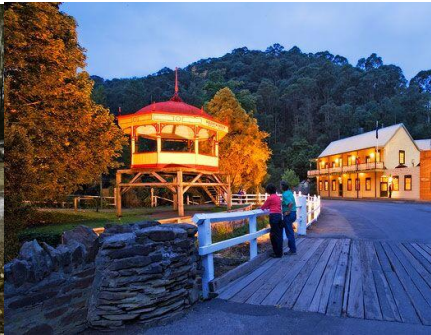
Drawback

Time



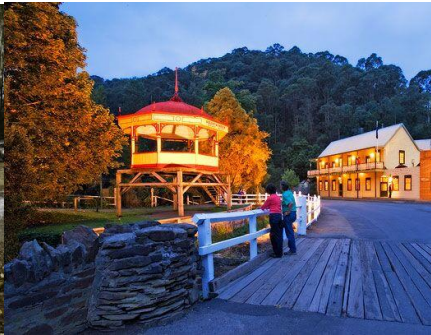
HOW TO CLAIM AND OPTIMIZE YOUR GOOGLE MY BUSINESS LISTING

<https://youtu.be/UdCZMWkYDJQ>



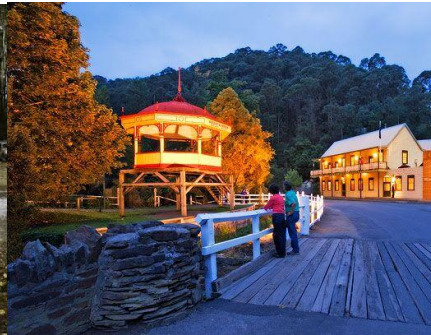
HOW TO VERIFY YOUR GOOGLE MY BUSINESS LISTING

<https://youtu.be/2s0bwsdA1FE>



Next Steps

- 1) Sign up and Claim Your Listing. Sign up and verify your business. ...
- 2) Add Correct Business hours. ...
- 3) Listing the right category for your business. ...
- 4) Add photographs. ...
- 5) Add a 360-degree view or a “virtual tour” of your business. ...
- 6) Ask for reviews. ...
- 7) Respond to the reviews. ...
- 8) Use the new Posts feature.



References for setting up Google my business

<https://www.odddogmedia.com/local-seo/the-ultimate-guide-to-google-my-business-pages-for-2018/>

<https://blog.hubspot.com/marketing/google-my-business>

