



What Are Customers Saying About You On Google?

Hello and welcome back!

When planning a special evening—whether it's a birthday, or a fun night out with family—what's the first thing you do?

Either ask your friends or search Google for the perfect spot, hoping to give your loved ones an unforgettable evening. You're not alone sharing this experience.

88% of consumers trust online reviews just as much as personal recommendations, and **78% of local mobile searches** lead to an in-store purchase. That's the power of a good Google My Business (GMB) profile. In today's digital-first world, many businesses transitioning from local to online often fall into the mindset of, **"If my products are good, people will find me."** While quality is crucial, this overlooks a key element—visibility.

Without a strong online presence on Google My Business (GMB), you are circling around the same set of local customers that limits your potential, missing out on connecting with new customers who are actively searching for products or services like yours.

The Bombay Canteen is a Mumbai restaurant famous for its creative Indian dishes. After struggling with foot traffic post-pandemic, they revamped their Google My Business (GMB) profile. By adding eye-catching images of their food and sharing updates on special events, they attracted more customers. This approach resulted in a 42% increase in direction requests and a 35% rise in website clicks. Their active engagement with customer reviews also led to a 60% boost in interactions.



5 Classic Errors in Your Google Listing You Should Avoid

With so much advice on how to manage your Google My Business (GMB), it's easy to postpone doing the task. But here's the tip—The straightforward your GMB profile, the more effective it is.

Here are five mistakes to avoid:

- **Inconsistent Info:** Imagine a customer excited to try your restaurant, only to find it closed because your hours were wrong. This happens more often than you think! Keeping your business hours, address, and contact information accurate is vital.
- **Ignoring Reviews:** Engaging with customers shows you value their opinions and develops a sense of community around your brand. whether they're glowing or critical—not responding can make you seem disconnected. A little acknowledgment can go a long way.
- **Low-Quality Photos:** Your visuals are often the first thing potential customers see. If they're poor quality, it might be the last. Invest in high-resolution images that reflect your brand's vibe and offerings.
- **Incomplete Details:** Think of your GMB profile as your digital storefront. If it's vague or missing key information—like your services or business description—you risk losing potential customers who are just browsing.
- **Neglecting Posts:** GMB lets you share updates, promotions, and events directly with your audience. Skipping this feature means missing out on a great way to engage with potential customers.

USED CASE:

One of our past clients was a local chocolate brand who wanted to go digital and PAN India. In this process, they faced a big challenge: standing out in a crowded market.

To tackle this, we created unique Google My Business (GMB) listings for each new market they entered. Each listing featured local images and messages that connected with the culture and tastes of that area, making their chocolates feel more appealing to potential customers.



We also focused on storytelling by highlighting the brand's commitment to ethically sourced ingredients and the artisans who make the chocolates. This approach built a deeper connection with customers. As a result, the brand saw a 75% increase in overall sales within a few months and the store visits from GMB played a significant role in this.

Using GMB as a key part of your strategy, you can transform how customers discover and engage with your brand, no matter how small or new your business may be. It can be your ticket to standing out in a crowded market.

Get it right, and your business can rise above the noise. Whenever you're ready to take the leap, we're here for you. [Have a chat](#)

“What you do makes a difference, and you have to decide what kind of difference you want to make.” – Jane Goodall

Until next time,
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