



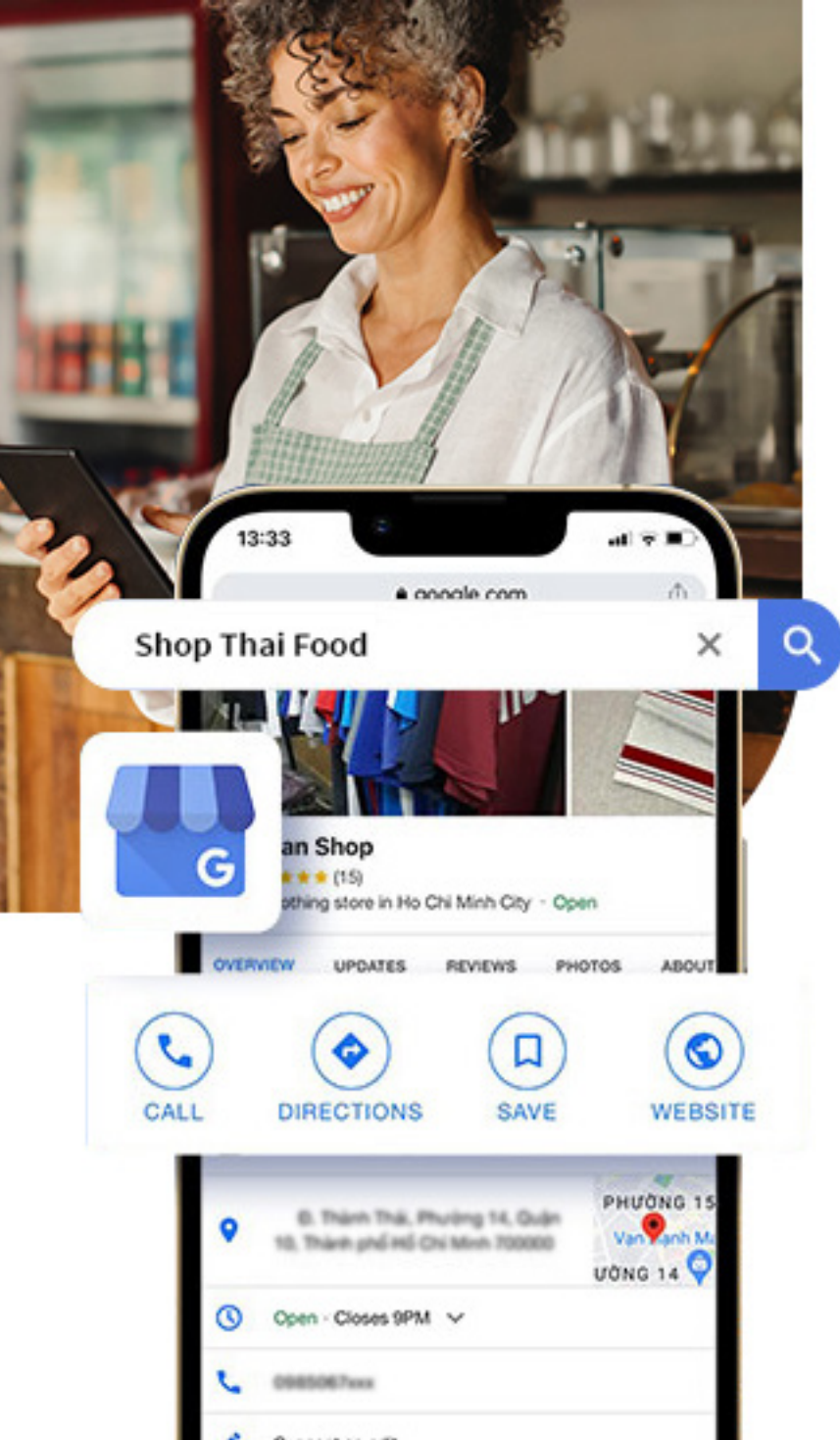
Google My Business (GMB) Statistics

Created by **Web Presence, LLC**



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General GMB Visibility Benefits:

- ✓ 50%, or one in every two people who conduct local searches on Google, visit a store on the same day as the search.
- ✓ 76% of local searchers using mobile devices visit a related business within one day.
- ✓ 5% of GMB listing views result in a direct consumer action (website clickthrough, call, or online information request).

How Images Impact Business Results in GMB Listings:

- ✓ Using images has increased revenue by 17% per visitor.
- ✓ 63% conversion lift is seen as the product image size is increased by 28%.
- ✓ Adding a smile in a photo has increased sales by 10%.
- ✓ Switching to real photos from stock photos increased lead signups by 45%.
- ✓ Using the right colors increased opt-ins by 132%.
- ✓ Aligning images with copy has boosted revenue by 108%.

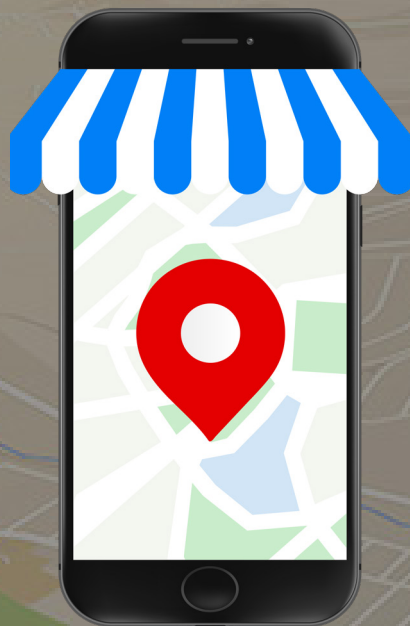
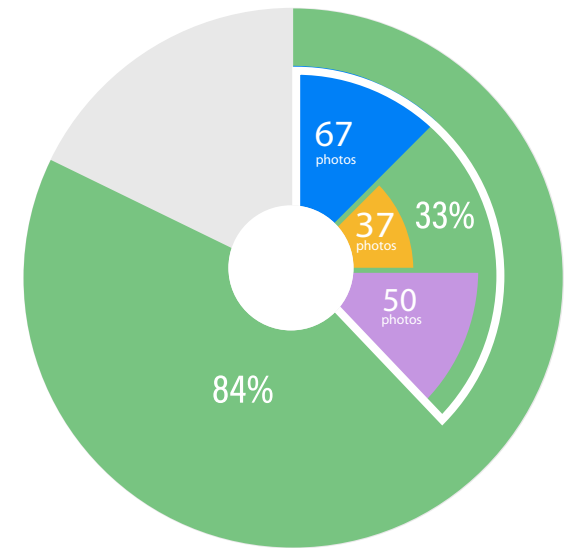


Visibility in Local Searches from GMB Listings:

- ✓ 84% of searches for GMB local listing are discovery searches.
- ✓ 33% of Local Businesses get 1000k views a month on maps that have lots of images, reviews, directories and are optimized properly.

Some examples:

- Restaurants that rank higher have an average of 67 photos per location.
- Bars that rank higher have 37 images or more.
- On average any GMB that has 50 or more images and are properly optimized with content, keywords, directories, reviews, etc are going to get that 33% traffic.





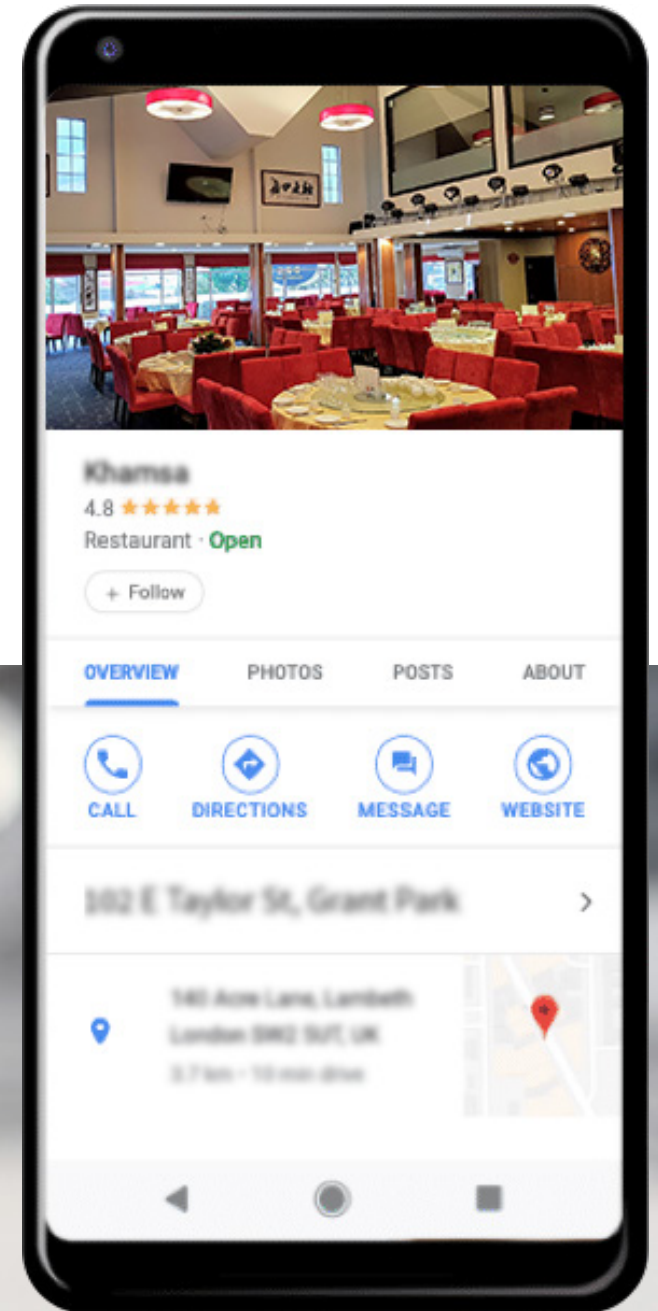
Impact of Reviews on Customer Behaviors:

- ✓ 90% of customers read online reviews to evaluate quality before making a purchasing decision.
- ✓ 88% of customers trust online reviews as much or more than recommendations from friends/family.
- ✓ 97% of customers indicate that reviews influence purchasing decisions.
- ✓ Online reviews are weighed heavily in search engine rankings; reviews contribute as much as 10% of local search ranking factors.
- ✓ Conversion rate for higher-priced products increases by 380% when reviews are displayed.



GMB and Mobile Devices:

- ✓ 52% of global web traffic comes from mobile devices.
- ✓ In the U.S., mobile devices make up 58% of total search volume.
- ✓ Food & beverage occupies the top slot in mobile search volume at 72%.
- ✓ Banking occupies the lowest mobile search volume at 39%.
- ✓ Between 34-50% of "near me" Google searches on mobile devices result in an in-store visit.





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