

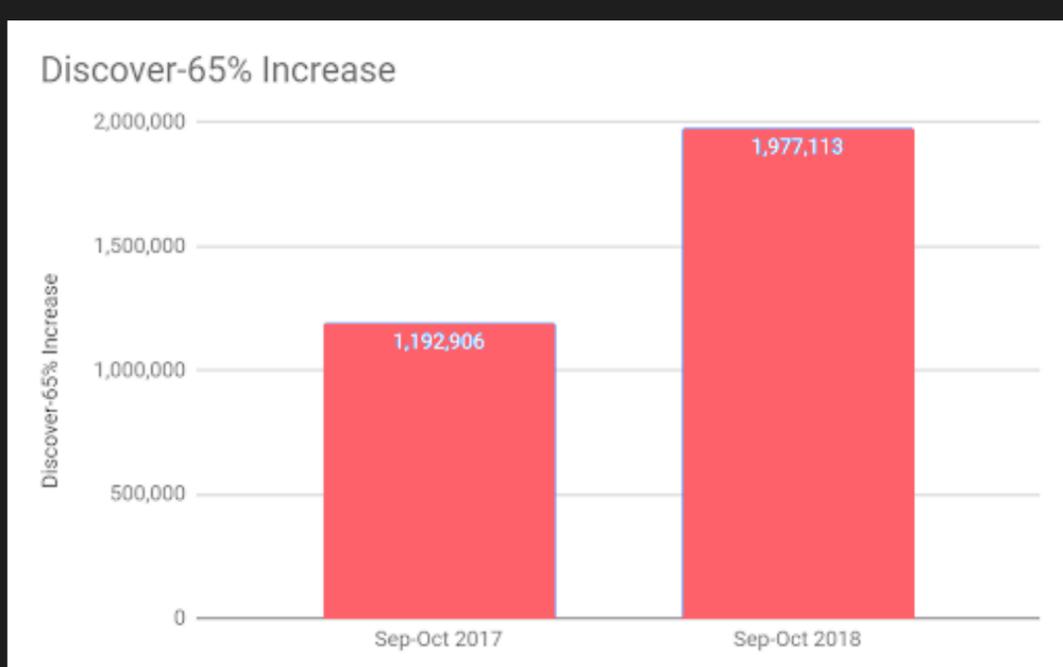
How Scheduled Content Affects Google My Business Insights

All successful business owners know that Google My Business is one of the most important assets for running a successful Local SEO campaign. Ask yourself this: when was the last time you actually looked at a website when deciding on a restaurant, clothing store, or dentist? How often did you look at the reviews, images, and contact information directly from their Google listing? The experts at Capital Consulting understand the importance of having excellent GMB management, and have seen first hand how effective it can be to sharply increase business visibility and customer engagement.

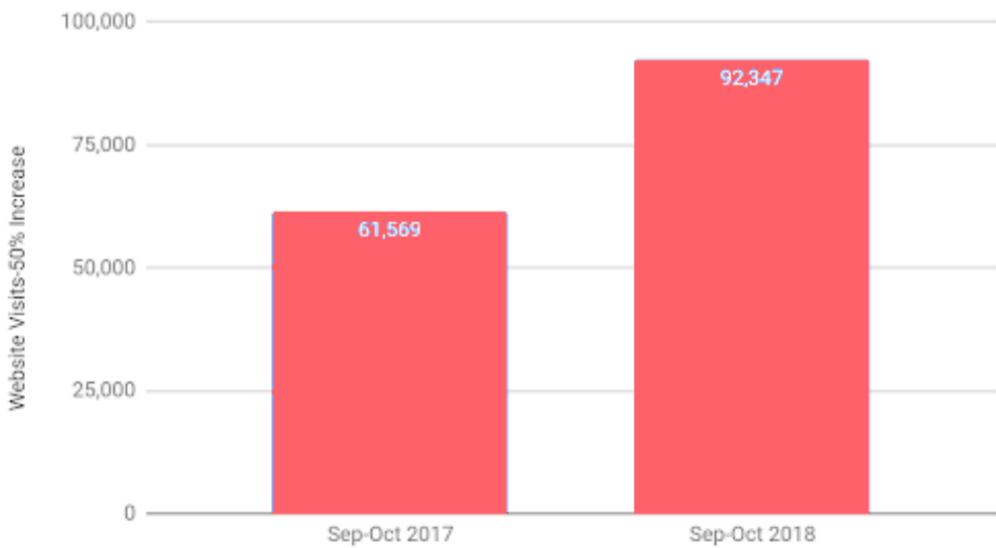


The Campaign

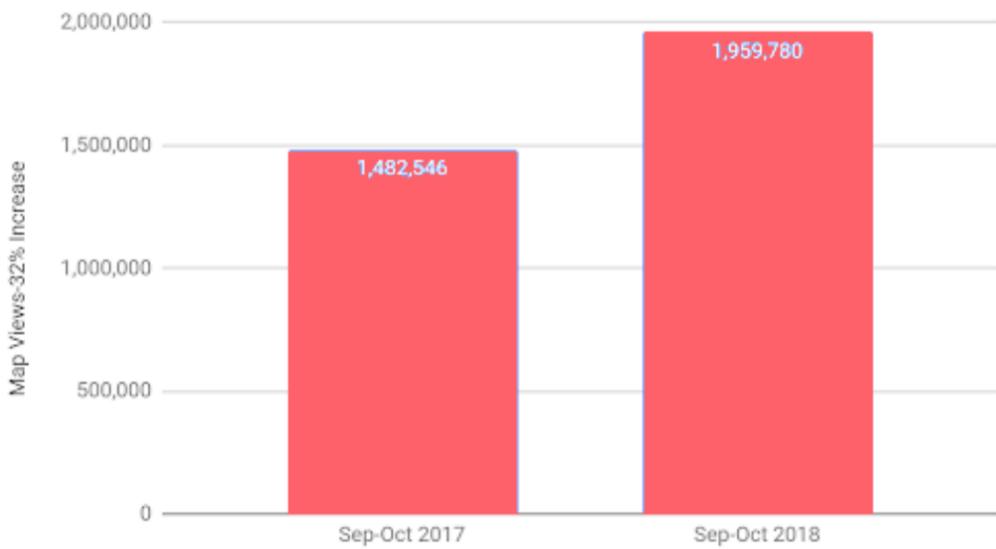
Tony's Auto Shop is a car mechanic with over 80 locations. In September of last year, based on industry recommended local SEO practices, they began a campaign to publish a weekly post to their GMB listings at all locations. Compared to the year before, they saw increases across the board: +65% in discovery searches; +50% in website visits; +32% in map views; +21% in driving directions; +16% in phone calls.



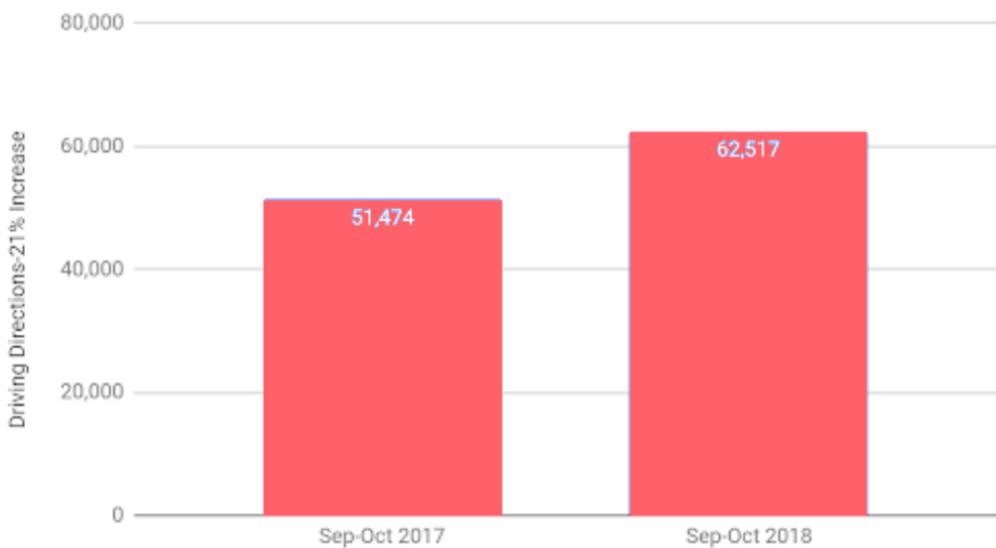
Website Visits-50% Increase



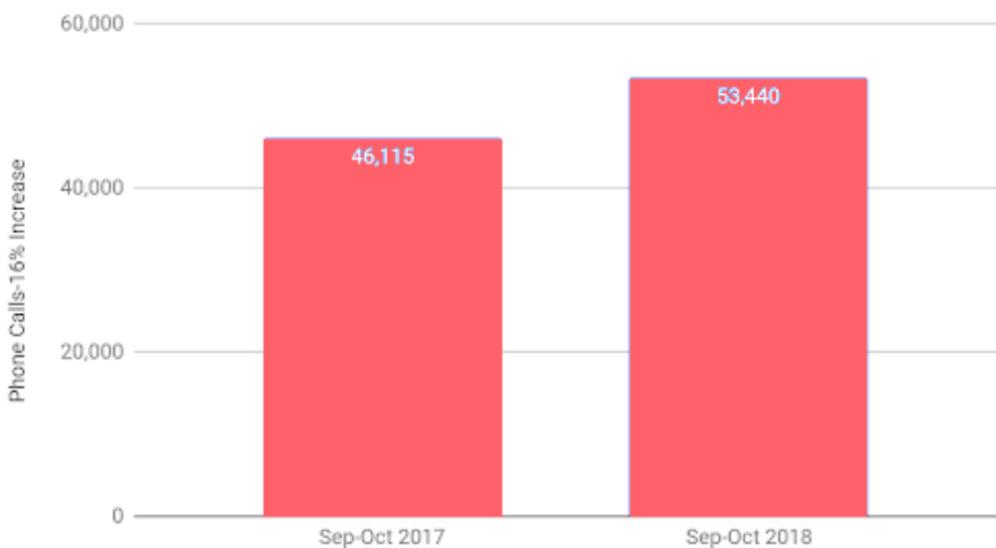
Map Views-32% Increase



Driving Directions-21% Increase

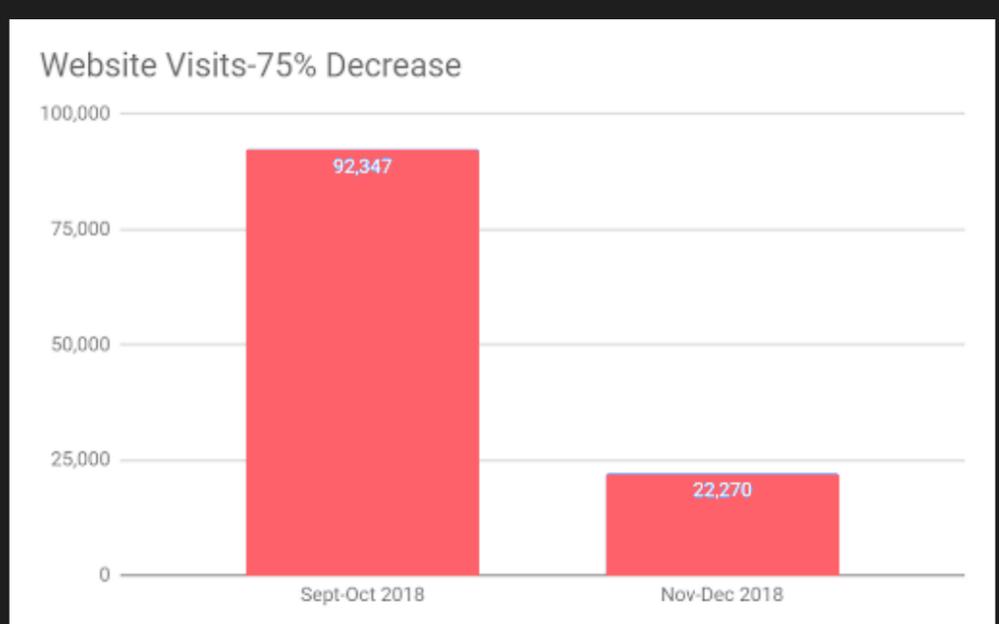
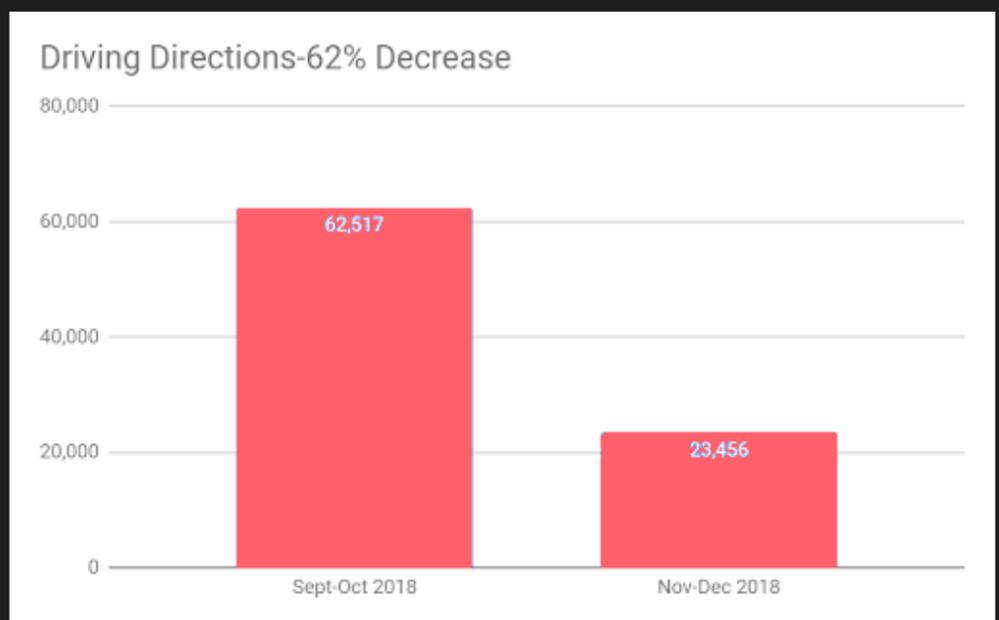
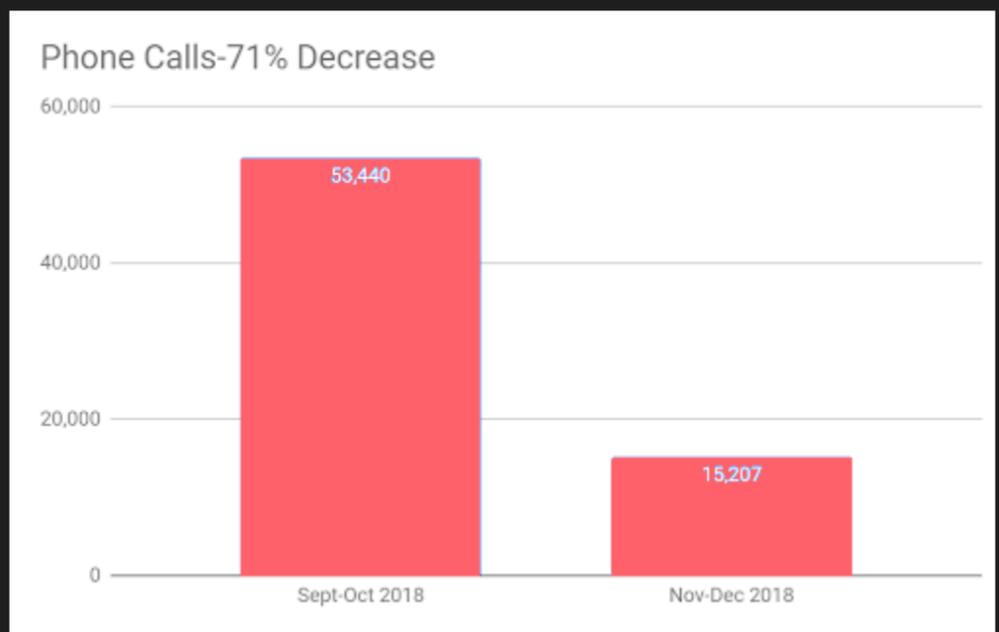
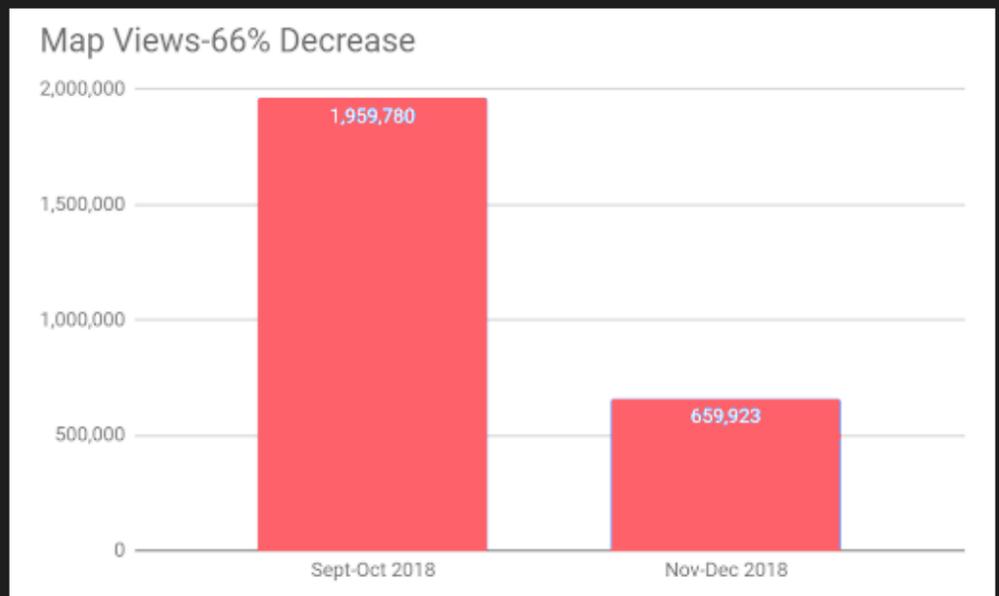


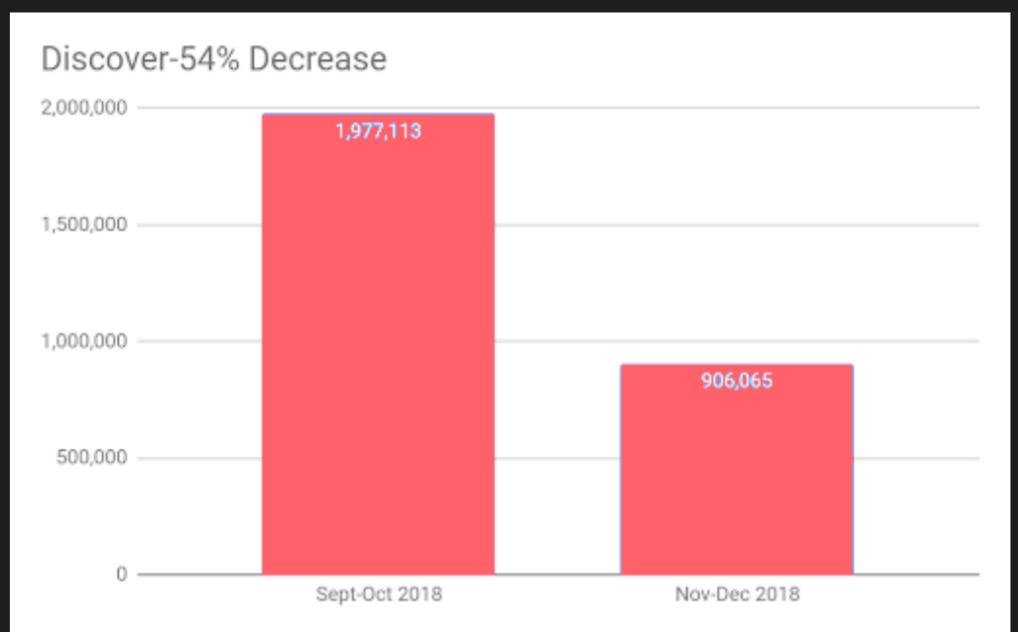
Phone Calls-16% Increase



What Happened When They Stopped Posting?

After running a successful campaign, happy with their increases and wondering if they needed to continue the burdensome task of posting to 200 profiles each week, Tony's Auto Shop decided to test "not posting anymore." (Their decision was also based on the Google update that moved the Posts section further down in the knowledge panel.) Here's what happened in one month: map views were slashed to a third; phone calls fell 71%; and website visits diminished by 75%.





Conclusion

When businesses stop publishing weekly updates to the Google My Business profile, there is a sharp decline in key customer impressions. For Tony's Auto Shop, their phone calls, driving directions, and website visits fell to a mere fraction of what they'd been in the period when they were regularly scheduling content. A recent Google Maps search shows that their locations are now barely in the top 20 map results. Many businesses see the amount of effort that goes into consistently updating their GMB profiles as a chore that might not be returning on the investment. That's where our team of GMB experts comes in. With our Startup Growth Hacker program, you can have all of the benefits of GMB managed for you.

You can learn more at <https://linktr.ee/growthhacker> , or schedule a consultation today at <https://calendly.com/startup-growth-hacker/growth-consultation!>