

Local businesses using the right SEO can see improvements in traffic to their website, and business owners are always looking for new ways to stay on top of the SEO game. Creating a Google Business Profile (formally called *Google My Business*) can help you achieve that.

And it's free.

Local businesses depend on organic impressions to maintain foot traffic and engagement with their website. Fortunately, Google agrees and encourages all businesses and marketers to practice a "people-first content" philosophy. Meaning that whatever strategy the business owner invests in, it is tailored to involve engagement from their ideal consumer. If the strategy is effective and promotes a positive experience for the user, it will improve the local SEO of the business on Google searches. It is universally agreed upon that good rankings on a Google search and doing whatever is needed to appear on that first page is paramount. This is where Google Business Profiles come into play.

## Local Businesses benefit from Google Business Profiles

### Engage Locals

Creating the profile is as easy as providing information on a step-by-step website. All you need to do is go to [www.google.com/business/](http://www.google.com/business/) to begin claiming your business. Creating a profile is as simple as entering information relevant to your business. Google allows personalization of a business profile with pictures, offers, hours of operation, and more. From the category to the address to the website, one can be as detailed as needed. Once all the information is placed, you must ensure that all the information provided is correct before submitting it.

Additionally, there is another way of creating your profile directly through [Google Maps](#). Often if someone is searching for a good pizza place, as an example, a potential consumer in the area will search by typing in "pizza". As a local vendor, you would want to appear as one of your area's closest and top-rated pizza places. If you place your website on your profile, it can drive traffic directly to your website.

When the Google Business Profile is complete, you will appear on Google Maps itself. It is important to note that you will need to verify any entered information with the options provided once all these steps are complete, no matter which way you choose to complete your Google Business Profile.

This profile is a tool to see how many clicks and impressions you receive over time. You can verify your business, manage your reviews, and engage with your community through the Google Business Profile Help page. Remember that your website must also be structured with the appropriate data to appear on Google searches. Search engines are using the information on your site to determine relevancy to the user's search. Improvements to SEO are a collaborative effort that requires businesses to stay on top of changes and trends.

**Ready to Get Started?**

Seems easy enough, right? So, what are you waiting for? Set up your [Google Business Profile](#) today. [REDACTED] dedicated to creating WordPress sites, SEO improvements, and social media strategies. Interested? [Contact us](#).

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