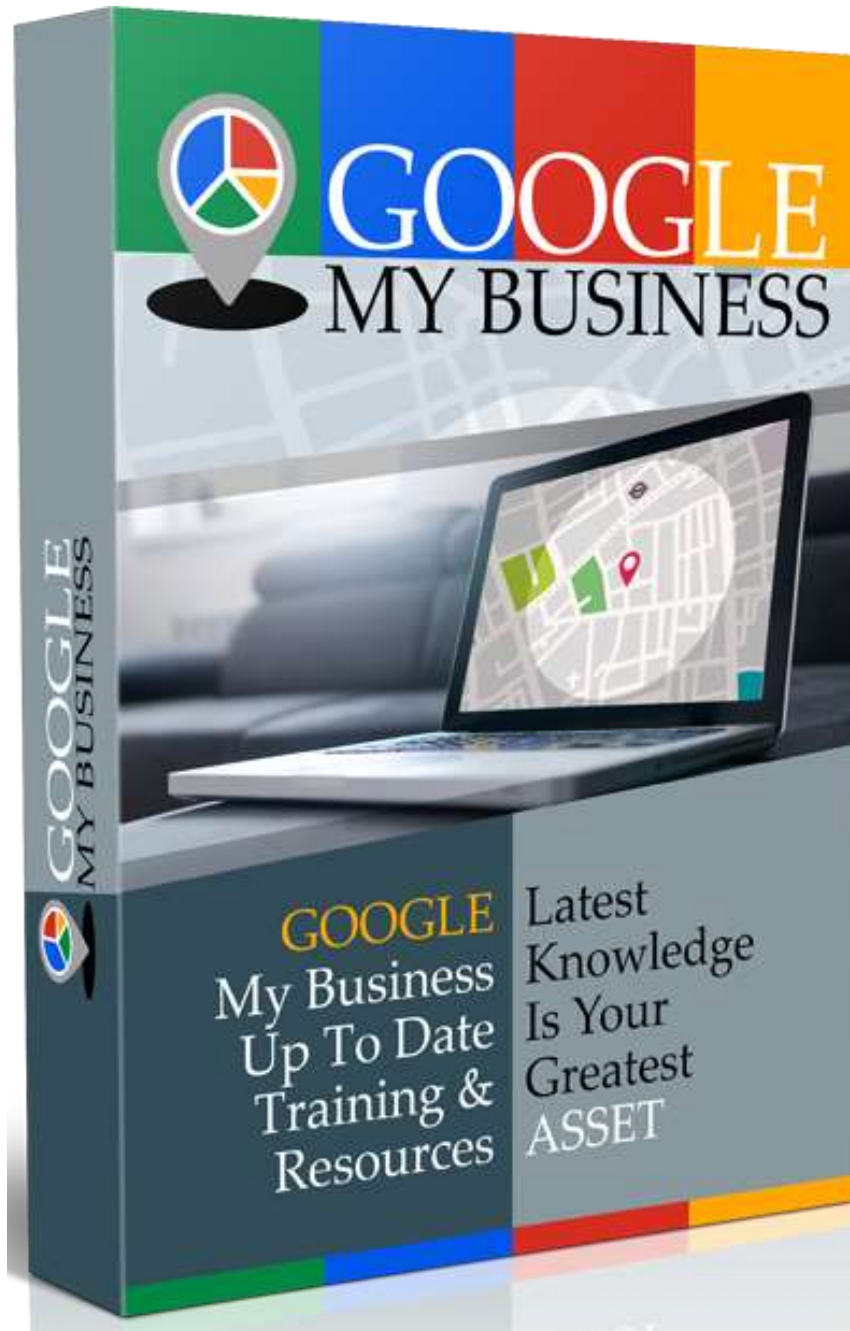


# GOOGLE MY BUSINESS

How to Interpret Google My Business Insights



Google is shaking things up again. They are updating GMB and My Business List.

Google is in the process of updating the Google My Business and My Business List (for multiple locations) to make the user experience more consistent.

With Google, you can be pretty certain that there will always be changes and updates. Recently, they launched a new navigation system, and are now in the process of updating the Info Panel. On August 9, 2016 they said:

*“Search engines have become the most popular way for people to find info about local businesses – and millions of business owners rely on Google My Business to reach new customers on Google Search and Maps.*

*“In fact, the average well maintained Google My Business listing gets five times more views than listings which haven’t been claimed by their owners.*

*“Today, we’re announcing some exciting changes to Google My Business, designed to let our users see where and how people are finding them on Google.”<sup>1</sup>*

Google is hard at work, improving the experience of business owners and searchers alike.

When you log into your GMB account, you will find information about the people who have visited your site and how they are finding you – either by a Google search or via Maps.

1. <https://smallbusiness.googleblog.com/2016/08/get-better-insights-with-google-my.html>



Google My Business



Barbara Oliver & Co.Jewelry

HOME

INFO

PHOTOS

REVIEWS

INSIGHTS



## Barbara Oliver & Co.Jewelry



Jewelry Store, Jewelry Designer, Jeweler,  
Jewelry Appraiser, Jewelry Repair Service



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New York 14221



Sunday	Closed
Monday	Closed
Tuesday	10:00 am–5:00 pm
Wednesday	10:00 am–5:00 pm
Thursday	10:00 am–5:00 pm
Friday	10:00 am–5:00 pm
Saturday	11:00 am–5:00 pm



12/13/15	12:00 pm–3:00 pm
12/20/15	12:00 pm–3:00 pm



(716) 204-1297



<http://www.barbaraoliverandco.com/>



Add photos

### Published on



Google Search



Google Maps



Google+

Close or stop managing this listing

## **From Google:**

“GMB and GMBL have long been different products with different interfaces and editors. This has caused confusion for our users, many of whom end up using both products.

“To simplify the user experience, we are taking steps to unify the products so that everyone will use a single GMB interface. There will always be features that benefit users with multiple locations, but we want the navigation and editing experience to be consistent.

“A few weeks ago, we launched a navigation experience that is consistent for users with a single location and those with multiple locations.

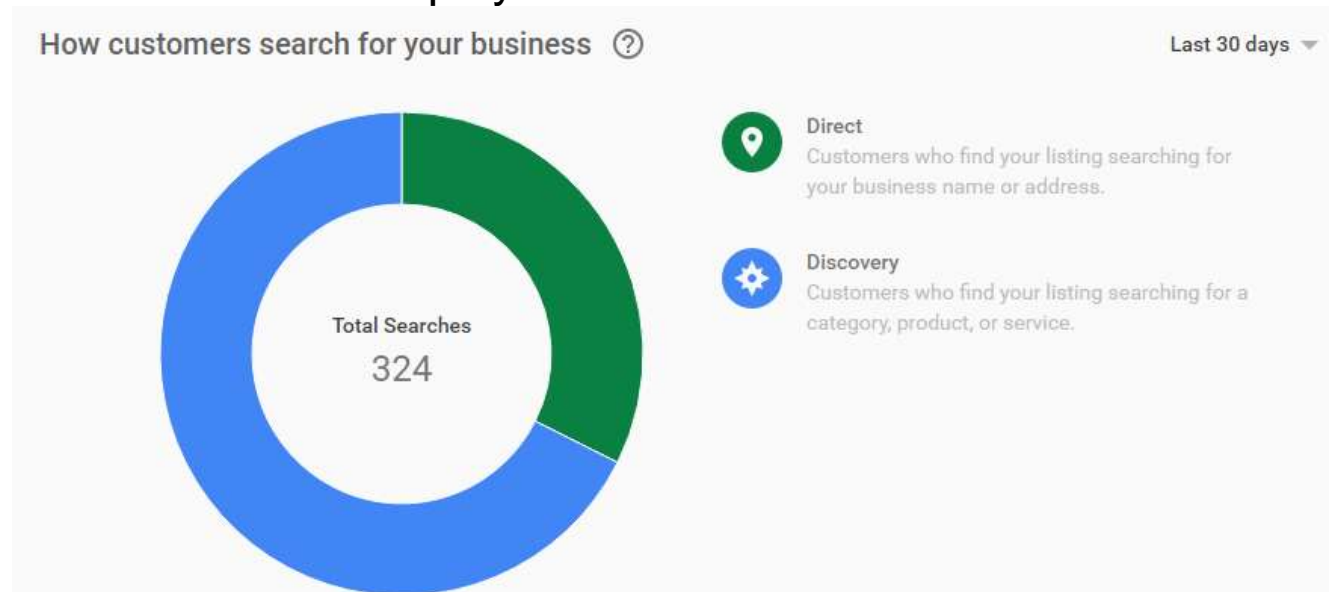
“We are currently in the process of launching a redesigned editor that will make many tasks easier for our merchants, including:

- Style that previews the merchant’s Knowledge Panel
- Updated editor for hours and address
- Improved messages regarding listing states with clear calls to action to guide users
- Clearer UI for Google Updates that clearly shows what’s live on Maps vs what the merchant last provided
- Convenient links to view the listing on Google Search, Maps, and Google+
- Ability to mark a business as permanently closed

“The improvements are slowly rolling out for the single listing editor. We will eventually replace the multi-listing editor with the same interface; however, that will happen at a later date.”

## How Customers Search for your Business

The chart below displays IMPRESSIONS – not clicks:



- **Direct:** Someone entered your business name or business location. Since the person used your specific name/location, they were already familiar with you.

Many of these impressions are attributed to your current customers. It is likely that other forms of marketing are responsible for their search. In this section, impressions will only count when the results list a single business.

- **Discovery:** When people use generic categories (auto mechanic near me, Mexican Restaurants, Attorney near me) and your listing shows up, these are IMPRESSIONS that may be attributed to your Search Engine Optimization work.

## Where Customers View your Business on Google



When a box is checked, the graph results are cumulative – the top graph results include the totals of both numbers. When the graph is hovered over, it reads 17. The total number of searches on Google Maps is 41. So, the two are added together, resulting in a total of 58.

It's easier if you read the graphs separately – click on either Search or Maps. A search that is completed in Local Finder is included in “search” results since they were performed on Google.com and not with Maps.Google.com.

You'll also notice that Google removed metrics for Google Plus (Google+), such as post views and profile views.

## Customer Actions



Just to be different, Google My Business refers to these as “actions” instead of “clicks”.

The graph above is also cumulative. So it’s simpler to review the data individually.

Consider the following: The driving directions results may seem quite high if you are in a building where Google is adding the driving directions for other businesses at the same location.

Photo views results are higher than any other results. Impressions and clicks are not considered to be unique in Google My Business, so, if one visitor happens to look at dozens of your photos, it counts as dozens of actions. The results are skewed.

At the moment, the only way you can view accurate counts for the total number of calls or website clicks is to export the data.



## Driving Directions

If there were enough requests for driving directions, you will see the results in the graph.

## Phone Calls

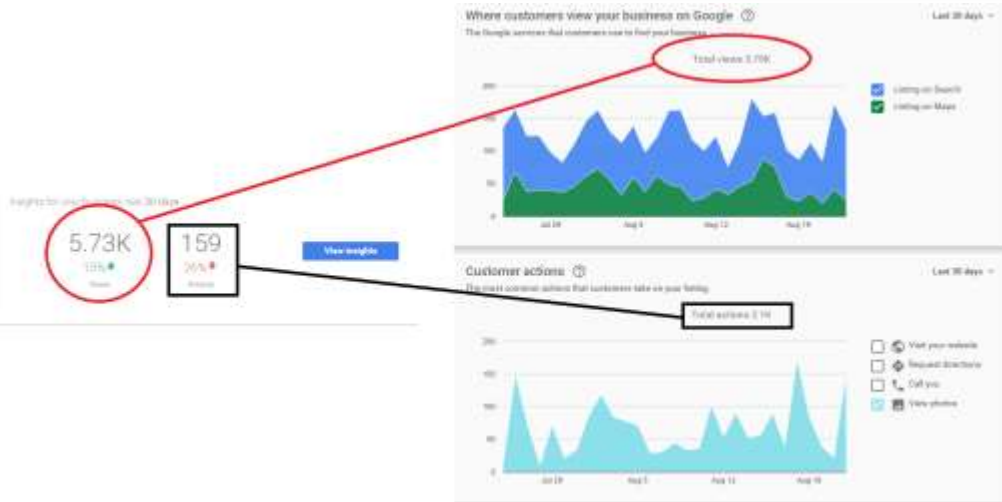
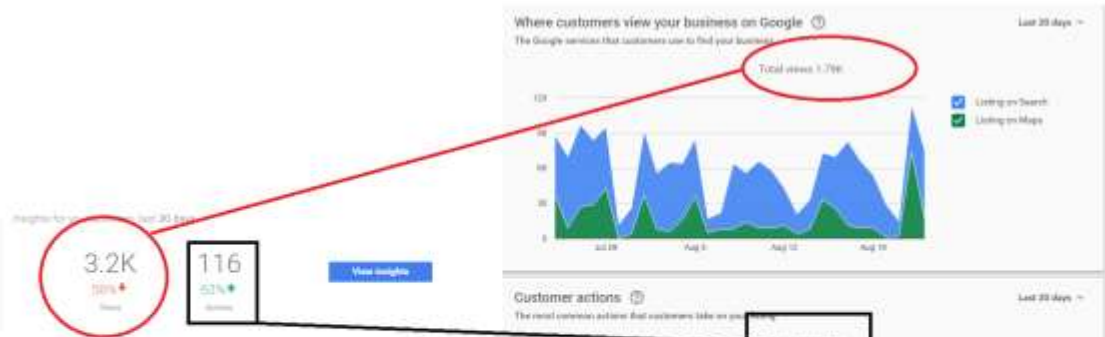
It's very likely that the numbers in this graph will not match those under "customer actions" since the graph displays 4 weeks, and the actions section reads 30 days. The results may still be pasted into a spreadsheet in order to interpret the data.



## BUG ALERT – August 17, 2016



The results that you see in the dashboard do not match the results received on the “insights” tab. It is likely that the overview in the dashboard includes the results from Google+. The actions went from 51 to 2,400 – most likely because of the “view photos” which are being counted as actions instead of impressions.



## **Disclaimer**

Google's algorithm (the rules and guidelines that determine which business listings they display at any given time to any given individual) may have changed since this document was published.

While the steps outlined above were working for us at the time we published this document in October 2016, Google may have changed its procedures since then.