

5 Reasons Why Your Company Must Be On Google My Business

It's free

Managing your My Business listing is free. Google wants to provide high-quality, relevant information to its users so it does not charge companies who wish to help in providing this kind of info.



Improves search ranking

Google can be more assured that your company information is up-to-date and accurate when you are actively participating in providing it.



Google
My Business

Easy keyword research

Through your My Business account, Google provides easy-to-access insights like what search terms people are using to find you.

Builds brand equity & loyalty

People can get an immediate feel for your company and brand when you carefully choose appropriate visuals to represent your company.

Highlights what's new

A new feature on MyBusiness allows companies to make posts about what new events and features are taking place in their business.

These posts will appear prominently in the listing allowing visitors to learn more.

