

Why Every Local Business Needs a Google Business Profile

What Is Google Business Profile?

A Google Business Profile (GBP) is a very powerful free tool available for any local business. It is there to boost your online visibility. It helps local customers discover your business, read reviews, and take action, right from Google Search or Google Maps. For any Local business GBP is a necessity for your online visibility.



Top Reasons to Use GBP

1. Appear in **Google Maps & Local Search Results**
2. **Display key business info:** hours, address, phone number
3. Collect and respond to **customer reviews**
4. Let **customers take direct actions** (calls, bookings, directions)
5. Post **updates, promotions,** and **offers** to your profile
6. **Gain insights** into how customers find and interact with your business



Quick GBP FAQ



Q: Do I still need a GBP if I already have a website?

A: Yes! GBP gives your business extra visibility on Google—especially in Maps and local packs.

Q: How does it help with local SEO?

A: Google uses your profile to rank local businesses. An optimized profile improves your chances of showing up.

Q: Is it really free?

A: Yes, setting up and managing a GBP is completely free.

Q: What kind of businesses can use GBP?

A: Any business with a physical location or service area—including home-based and mobile businesses.

Ready to Optimize Your GBP?

Start by claiming your listing, filling out every section, and posting regularly. Need help? Visit datauntangled.com or contact us to book a profile audit or local SEO consult.

