

# Google My Business

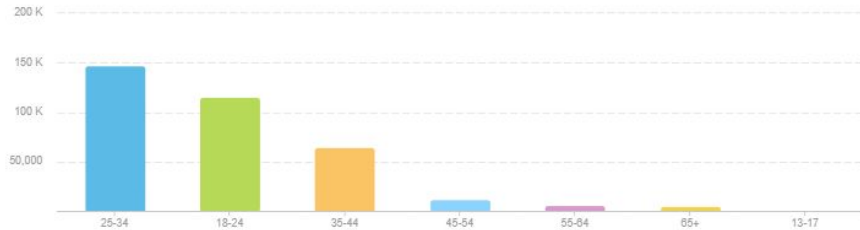
Metrics and What They Mean

# Where to find Google My Business Data



Facebook Ad Impressions & Age Demographics

350 K



Impressions - Possible Traffic Opportunity



GMB Direct vs Discovery Searches



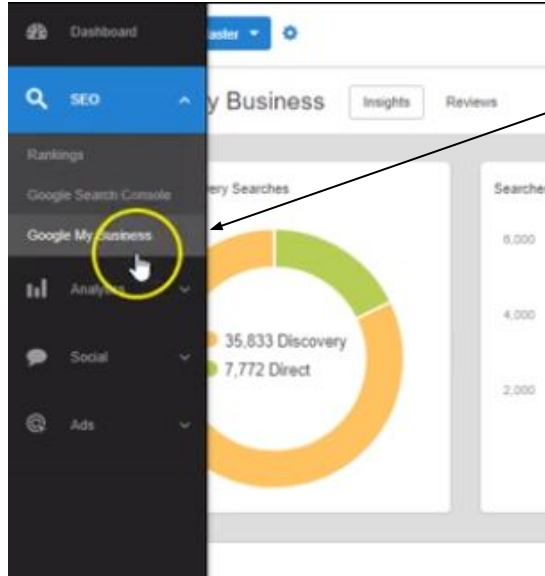
# Google My Business Analytics Overview

This tool allows to view useful data for your business from your local/map listing, including:

- Calls to your business (isolated by hourly and daily)
- Click to your website
- How many people looked for directions to your business
- Review amount & rating
- Views of maps vs views in Search
- Direct vs discovery search



# View Full Analytics of Google My Business



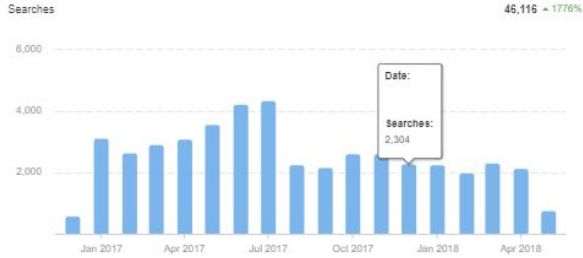
Use Fly Down Menu to Access

# View Full Analytics of Google My Business

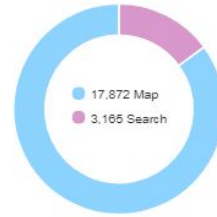
Direct vs Discovery Searches



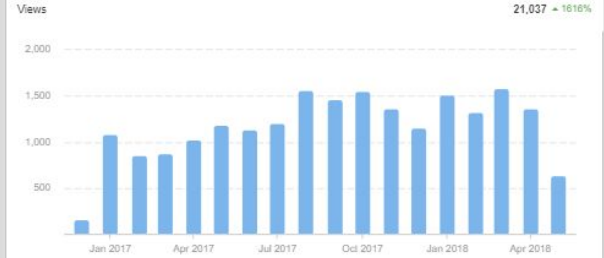
Searches



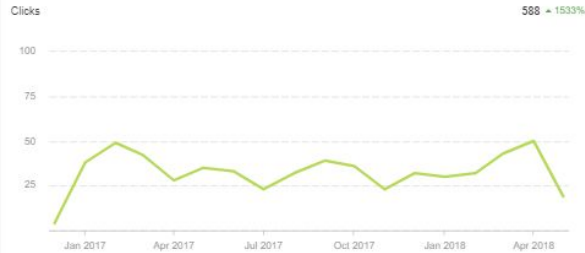
Search vs Map Views



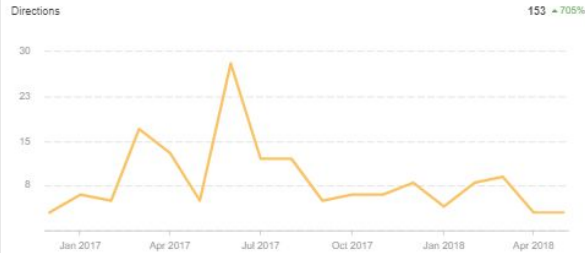
Views



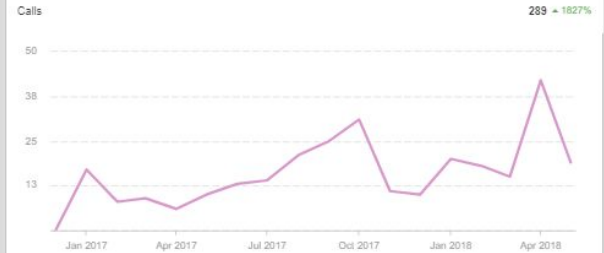
Clicks



Directions



Calls



4.67

Average Rating

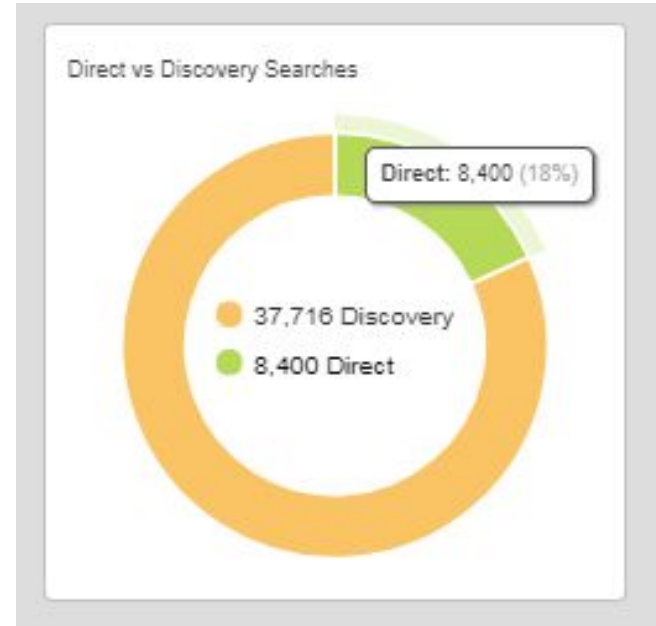
12

Reviews

# View Direct vs Discovery Searches

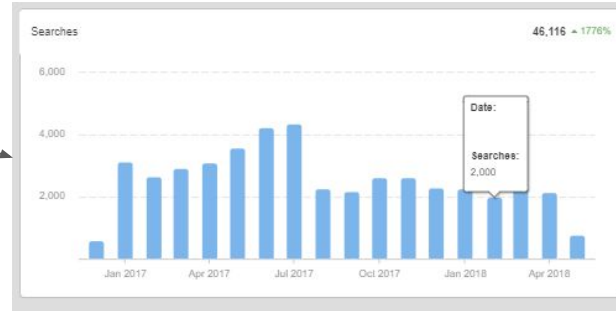
**Direct** = the number of customers who find a listing when searching for a particular business name or address.

**Discovery** = the number of customers who find a listing when searching more generically for a category, product or service.

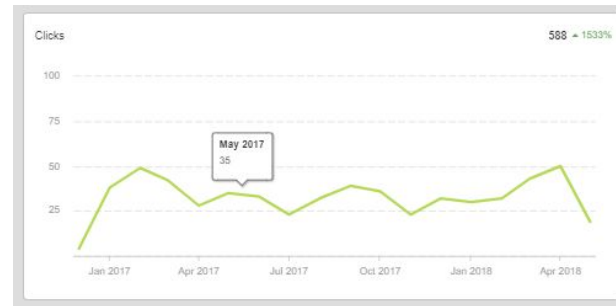


# View User Searches and Clicky by Users

User searches over a time frame and by individual dates (hover over to view in your dashboard).

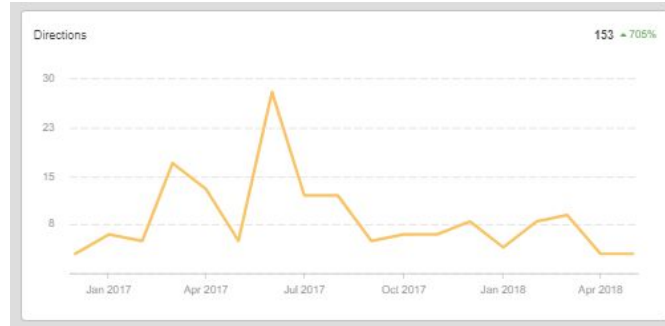


Clicks by users over a time frame and by individual dates (hover over to view in your dashboard).



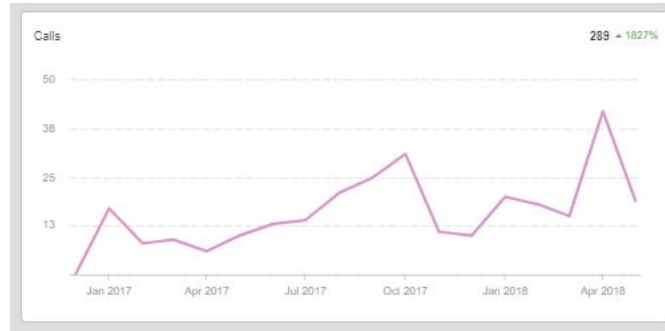
# View Directions and Call Data

How many users have searched for directions to your business over a time frame and by individual dates (hover over to view in your dashboard).



View the amount of calls to your business.

You can also view hourly & daily in modules below this.





# View Reviews and Review Ratings

**4.67**

Average Rating

**12**

Reviews