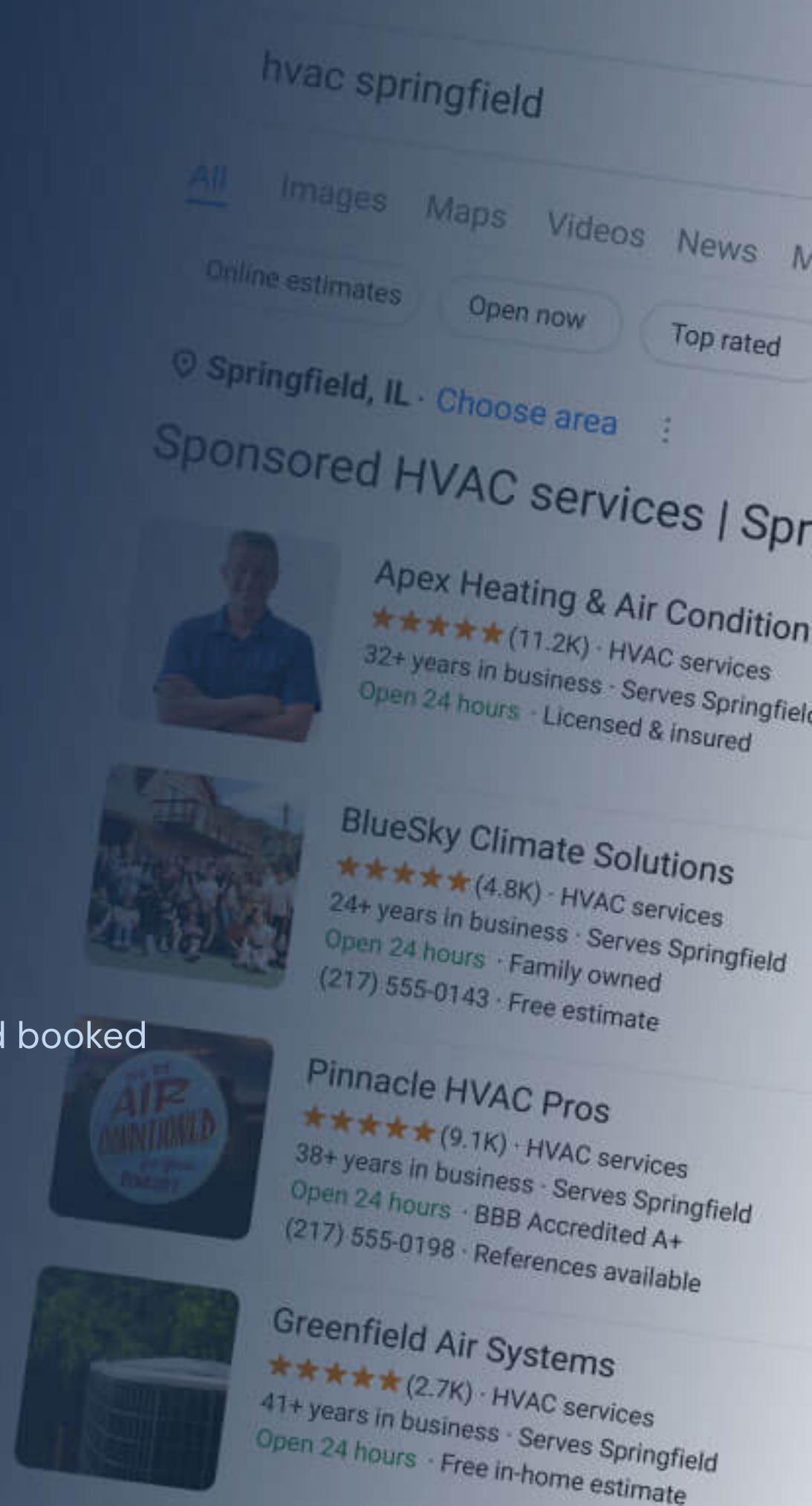


Google Business Profile By the Numbers

The stats behind every call, click, and booked job that begins on Google.



01

Google Business Profile's Reach and Scale

Your customers are already searching for businesses just like yours. Will they find a complete profile, or an empty one?

225M+

Google Business Profiles are active worldwide, with nearly 28,000 new profiles created every day.

46%

of all Google searches carry local intent, meaning customers are searching for businesses near them right now.

1,009

views are the average amount of searches a small business receives through its Google Business Profile.

TIP

If your profile isn't complete, someone else's profile is showing up first. Discovery and reach are already happening in your market and area. You just have to take advantage of it.

02

How Customers Discover You

Most people never visit your website before deciding to call. Your profile is doing the selling.

42%

of Google Business Profile conversions come from users who never visit the company website.

86%

of people use Google Maps to find a business location and don't reach out before booking.

60%

of users check Google Business Reviews before booking a job.

TIP

Use every field Google offers, especially services and service areas. Most of your discovery traffic isn't searching your business name. It's searching for what you do and where you do it.

03

The Importance of Profile Completeness

Filling in every field is the highest-leverage thing you can do to your profile.

7x

more clicks — completed profiles receive 7x more clicks than uncompleted ones.

41%

of small local businesses still operate with incomplete profile information, which leaves visibility on the table.

32%

of local pack ranking weight comes from a completed Google Business profile.

TIP

Completing your profile costs nothing, but has a high return in clicks, visits, and booked jobs.

04

Reviews

Reviews are the most visible parts of your entire profile, and your responses can make or break your profile.

99%

of customers read online reviews before making a decision on a local business.

88%

of customers are more likely to use a business that responds to all of its reviews, whether they're positive or negative.

47

is the average number of Google reviews for businesses ranking in the top 3 local search positions.

TIP

Respond to every review, whether they're good or bad. It's a visible, public trust signal that shows up before a customer ever calls.

05

Photos and Posts

One of the most overlooked features on your Google Business profile is also one of the easiest wins available.

30-50%

more profile views — Google Business Profiles that have added photos receive 30-50% more profile views.

17%

of businesses use Google Posts, despite the visibility boost it offers.

28%

more clicks — businesses that post weekly receive 28% more clicks than businesses that never post at all.

TIP

Try to post once a week, even if it's just a job site photo. Active profiles signal to Google and customers that you're a business that's still open and busy.



The businesses winning customers from their Google Business Profile aren't lucky. They're consistent.

Every stat in this guide points to the same conclusion: a complete, active, well-reviewed Google Business Profile turns into real calls and booked jobs. Want to take it a step further? Our free Google Business Profile booking link books customers right into your calendar, straight from your page.

Get a Demo →