

# BUSINESS CONVERSION FACTORS THROUGH YOUR GOOGLE PROFILE



This checklist outlines the key factors that influence business conversions through your Google Business Profile (GBP). Ranked by importance and impact, these factors can help you optimize your profile for higher engagement, better visibility, and increased customer actions.

## 1. High Numerical Google Ratings (e.g., 4-5)

- Score: 177
- A strong overall rating builds trust and improves conversion rates.

## 2. Positive Sentiment in Review Text

- Score: 151
- Encourages new customers by reflecting satisfaction and quality.

## 3. Mobile-friendly/Responsive Website

- Score: 149
- Ensures seamless access and navigation for mobile users.

## 4. Quantity of Native Google Reviews (with text)

- Score: 145
- Text reviews provide insights and strengthen credibility.

## 5. Dedicated Page for Each Service

- Score: 137
- Enhances user experience by detailing specific offerings.

## 6. Completeness of GBP

- Score: 133
- Fully filled profiles attract more engagement and trust.

## 7. GBP Booking Feature is Enabled

- Score: 132
- Simplifies scheduling and boosts customer convenience.

## 8. Proper Hours Set on GBP

- Score: 131
- Accurate hours prevent customer frustration and missed opportunities.

## 9. Quality/Relevance of Photos

- Score: 128
- Visuals communicate professionalism and appeal to potential customers.

## 10. Presence of Owner Responses to Most Reviews

- Score: 128
- Demonstrates attentiveness and builds customer relationships.

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## **11. Recency of Reviews**

- Score: 128
- Fresh reviews indicate ongoing customer satisfaction.

## **12. Proximity of Address to the Point of Search (Searcher-Business Distance)**

- Score: 127
- Local proximity improves visibility in searches.

## **13. Loadtime of Pages Across Entire Website**

- Score: 127
- Faster load times enhance user experience and reduce bounce rates.

## **14. Primary GBP Category**

- Score: 125
- Accurate categorization helps your business show up in relevant searches.

## **15. Loadtime of GBP Landing Page**

- Score: 125
- A quick-loading page improves user experience and retention.

## **16. Presence of Review Justifications in Local Search Results**

- Score: 120
- Boosts click-through rates by showcasing specific highlights.

## **17. Physical Address in City of Search**

- Score: 119
- Local addresses increase relevance in searches.

## **18. Presence of "Provides" Justifications in Local Search Results**

- Score: 119
- Enhances trust by displaying key service attributes.

## **19. Presence of Appointment URL**

- Score: 119
- Simplifies scheduling for customers, improving conversions.

## **20. Quantity of Positive Google Review Attributes**

- Score: 118
- Specific positive attributes make reviews more compelling.

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## ADDITIONAL FACTORS:

- **GBP Messaging Feature is Enabled**
  - Score: 115
  - Offers a direct communication channel for potential customers.
- **High Numerical Third-Party Ratings (e.g., 4-5)**
  - Score: 110
  - Reinforces your business's reputation on external platforms.
- **Website Uses HTTPS by Default**
  - Score: 109
  - Builds trust by ensuring secure browsing for visitors.
- **Geographic (City/Neighborhood) Keyword Relevance of Domain Content**
  - Score: 103
  - Boosts local search visibility through targeted content.
- **Comprehensive Google Q&A Section with Owner-Seeded FAQs**
  - Score: 102
  - Helps address common customer questions proactively.

Conclusion: Maximizing your business conversions through your Google Business Profile involves optimizing various elements, from maintaining high ratings and relevant reviews to ensuring technical and content excellence. Use this checklist as a guide to systematically improve your profile and drive customer actions.

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