

Google My Business New Program to Help Businesses with Marketing

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Google rolled out a new program to help business owners with their Marketing in July of 2018.

Paul Fussell the author of his new book Google My Business, has laid out how business owners can take advantage of this new program to get more customers, phone calls, and ultimately more sales.

Using GMB marketing for small business ensures that customers find a business easily, and more importantly, first.

Pro Biz Marketing and Consultant is showing business owners how they can make their business relevant and easy to find with smart search engine marketing (SEM) by using Google?s new program Google My Business.

This effective New strategy using GMB and search engine optimization, does not include the traditional type

of marketing most are used to. No pay-per-click advertising (PPC), No FB ads, or backlinks to a business website.

?To grow their revenues consistently, get more calls, more sales, more clients, owners and CEOs must employ modern marketing tools and technology Google provides for small business, that are beyond their areas of expertise,? says Jennifer Mazzanti,CEO, eMazzanti Technologies. Partnering with a digital marketing expert like Pro Biz Marketing is the most effective use of business marketing dollars.

?Search engine marketing for small business (SEM) with Google?s new Mobile First program combined with the GMB tools, online marketing strategy that focuses on a deliberate, well-crafted approach to bringing customers to your website through search engines. Ranking doesn?t matter anymore when you let Google show your business to the local customers, over their competition. Less expensive than offline marketing, GMB protects and expands your digital presence, targeting customers precisely when they are searching for the type of services you provide. Google?s program doesn?t cost the small business a dime.?

Google My Business for Small Business should be the core of today?s online marketing:

?It use to be, as search engines have evolved over the years, effective SEM has also evolved,? Mazzanti says. ?The sheer volume of links to your website matters less than the quality of the links. In other words, the sites that link to your website should be relevant to your business and respected in the industry. But not anymore, ranking doesn?t matter with GMB program. Google is rewarding those businesses that are active and use the Mobile First GMB program, by serving them up as the preferred listing over the competition.?

Google says that almost 80% of the searches online are now done on a mobile device. So Google knows where everyone is from the GPS in every device, and then serves up the closest business to that person searching for the business, service, or product. Mazzanti says, ?Branding is another important part of marketing with Google, if you are not online and have an online presence with social media, then why should Google show your website over the competition that does, is the question we ask.?

Pro Biz shows its clients how to take advantage of their Branded Social Media Network to acquire ?social engagement?, the number one metric Google uses to rank anything on the web. Combined with the GMB Mobile first program, these three elements are lethal to the competition when it comes to marketing and getting the phone to ring and more customers coming through the doors of their stores.

The new search engine marketing with GMB is an essential component of a well-considered growth strategy that enables a business to put its marketing dollars to work in a targeted way to effectively convert web traffic to increased sales.

?The bottom line is, if you want a website, a business, a service, or a product to be seen online, Do it thru Google My Business. It?s the New SEO for businesses,? Mazzanti says.

To find out more about the GMB program and marketing small business, contact Pro Biz Marketing and Consultant at their website or Click on their GMB and give them a call to set up an appointment.

Those who would like to read his new book on the new cutting edge program from Google My Business can download it for FREE on March 24th and 25th. Click the link to download the Free book

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For more information about Pro Biz Marketing and Consultant, contact the company here:Pro Biz Marketing and ConsultantPaul58036404525probizranker@gmail.com7201 E 32 st #565Yuma AZ 85365

Pro Biz Marketing and Consultant

Pro Biz Marketing and Consultant is in the digital marketing business. Pro Biz is at the top of the list when it comes to the latest in the Google changes and updates.Latest Change to Google rolling out the GMB Mobile First Program is a good example

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