

The Google My Business Statistics Your Business Needs

When was the last time you thought about your Google My Business (GMB) profile? Now's the perfect time to evaluate your profile and make optimizations! Here are a few stats to learn where your profile may be lacking:

Basic Google My Business Statistics

- **90%** of GMB profiles are single-location businesses.
- Of the 800,000 listings surveyed in 2020, only **49%** of GMB profiles were verified.
- The average GMB profile features roughly **45 images**.



Is Your Profile Information Filled Out?

- On average, GMB profiles are **72% complete**.
- When it comes to business hours, **61%** of businesses have them posted.
- **93%** of GMB profiles feature a business phone number.
- Only **29%** of GMB profiles have a business description.

Are You Focused on Reviews?

- On average, GMB profiles featured **73 reviews**.
- Only **19%** of business owners responded to reviews on their GMB listing.
- When business owners do respond to reviews, it takes **25 days**, on average.



Do You Utilize Google Posts and the Q&A Section?

- Only **13.4%** of GMB profiles utilize Google Posts.
- Roughly **1/3 of profiles** have questions associated with the GMB listing.
- On average, Local Guides respond to **1 out of the 3** questions.
- Business owners responded to questions within **1 day**.

The Solution

When it comes to optimizing your GMB profile, here are the top things to focus on:

- Adding a business description
- Uploading more photos on a regular basis
- Responding to reviews quickly
- Utilizing Google Posts



If you need help with your digital marketing strategy, our team at RevLocal is here to help! With a comprehensive local search and review marketing strategy, we can guide you toward success with your business's digital presence.

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