

BUSINESS TOOLS

# GOOGLE BUSINESS LISTINGS - THE BENEFITS



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## WHAT IS IT?

Google My Business is a free internet-based service designed to help promote local businesses online. It's a tool which enables business owners to manage how they appear online across Google and make their business stand out and be found easily.

The pandemic has only accelerated the need for local businesses to build a strong online presence, with Google search. These days, in a post pandemic world, having a Google My Business account should be an essential for every business. It gives your customers a free and easy way to get in touch with you, to find you, and hear about your products or services.

## WHY SHOULD I USE IT?

Without Google My Business, you're missing out on hundreds of searchers who want to find your services and products. No matter what sector or industry your business is in, your potential customers and clients are going to head to the same place to do their research: Google.

## DID YOU KNOW?

**Google holds a whopping 92% global search engine market share**

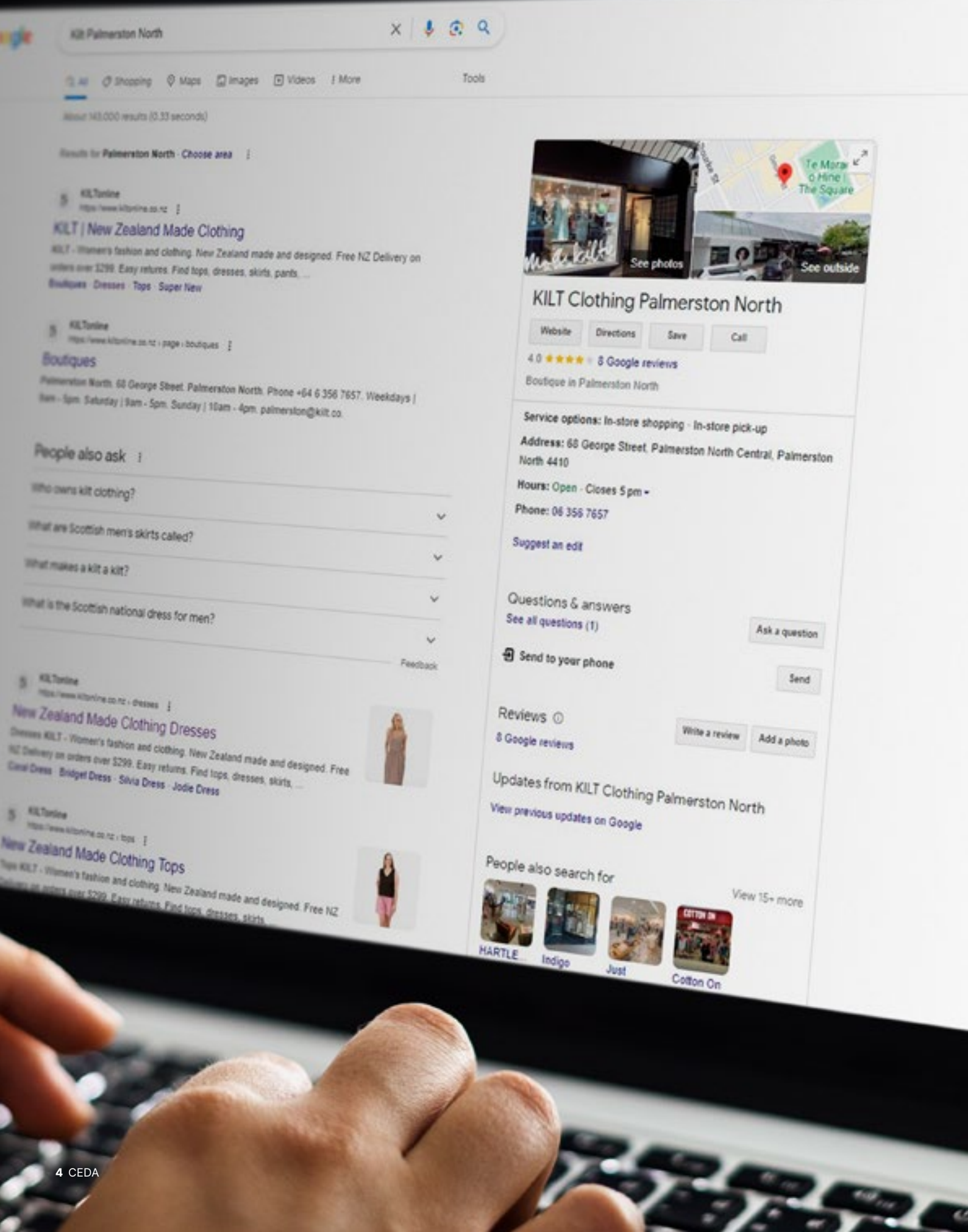
Source:

<https://gs.statcounter.com/search-engine-market-share>

## TOP TIP

Make your listing really shine with photos and videos; custom categories like your service area, brands you sell and how to find parking; and coupons to encourage customers to make a first time or repeat purchase.





Kilt Palmerston North



All Shopping Maps Images Videos More Tools

About 143,000 results (0.33 seconds)

Results for Palmerston North - Choose area

**KILT**  
https://www.kiltonline.co.nz  
**KILT | New Zealand Made Clothing**  
KILT - Women's fashion and clothing. New Zealand made and designed. Free NZ Delivery on orders over \$299. Easy returns. Find tops, dresses, skirts, pants, ...  
Boutiques Dresses Tops Super New

**KILT**  
https://www.kiltonline.co.nz/page/boutiques  
**Boutiques**  
Palmerston North, 68 George Street, Palmerston North. Phone +64 6 356 7657. Weekdays | 9am - 5pm. Saturday | 9am - 5pm. Sunday | 10am - 4pm. palmerston@kilt.co.

- People also ask**
- who owns kilt clothing?
  - what are Scottish men's skirts called?
  - what makes a kilt a kilt?
  - what is the Scottish national dress for men?
- Feedback



### KILT Clothing Palmerston North

Website Directions Save Call

4.0 8 Google reviews

Boutique in Palmerston North

**Service options:** In-store shopping · In-store pick-up  
**Address:** 68 George Street, Palmerston North Central, Palmerston North 4410

**Hours:** Open · Closes 5 pm

**Phone:** 06 356 7657

Suggest an edit

Questions & answers  
See all questions (1)

Ask a question

Send to your phone

Send

Reviews

8 Google reviews

Write a review

Add a photo

Updates from KILT Clothing Palmerston North  
View previous updates on Google

People also search for

View 15+ more



**KILT**  
https://www.kiltonline.co.nz/dresses  
**New Zealand Made Clothing Dresses**  
Dresses KILT - Women's fashion and clothing. New Zealand made and designed. Free NZ Delivery on orders over \$299. Easy returns. Find tops, dresses, skirts, ...  
Casual Dress Bridget Dress Silvia Dress Jodie Dress



**KILT**  
https://www.kiltonline.co.nz/tops  
**New Zealand Made Clothing Tops**  
Tops KILT - Women's fashion and clothing. New Zealand made and designed. Free NZ Delivery on orders over \$299. Easy returns. Find tops, dresses, skirts, ...



## SHOWCASE YOUR BUSINESS, YOUR WAY.

Your business probably already shows up on Google, but you should still verify your listing and make sure its details are accurate and thorough. Your improvements will start appearing soon after you verify them through your Business Profile. You can update your hours, change them for public holidays, and add new photos to keep your listing fresh and ensure your potential customers know what to expect,

You can visit your Business Profile to edit your information or see how many people have seen and clicked on your listing.

Encourage reviews on your page - every satisfied customer is an opportunity to further spread the word about your business! It's free marketing.

**Creating a great listing takes just a few minutes and doesn't cost a thing! Get started here**

### Sources:

[www.skedsocial.com](http://www.skedsocial.com)

[www.support.google.com](http://www.support.google.com)

[www.gs.statcounter.com](http://www.gs.statcounter.com)

### Google Business Profile

Turn people who find you on Google Search and Maps into new customers with a free Business Profile for your storefront or service area. Personalise your profile with photos, offers, posts, and more.





For more resources, check out [Tools and Resources](#)

The Central Economic Development Agency (CEDA) exists to drive and facilitate the creation and growth of economic wealth in Manawatū and beyond.

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