## Understand the new customer behavior and continue to adapt

In this dynamic environment, people's needs are changing constantly. To keep up with shifting behaviors, consider Google Trends, a tool that provides access to actual search requests across Google Search, YouTube, Shopping, and Images. By entering a keyword or a topic, you can explore what the world is searching for in near real time.

Reading the Interest Over Time graph

When you search for a term on Trends, you'll see a graph showing the term's popularity over time in (nearly) real time. Hovering your mouse over the graph reveals a number, which reflects how many searches have been done for the particular term relative to the total number of searches done on Google.

Numbers on the graph don't represent absolute search volume numbers, because the data is normalized and presented on a scale from 0–100, where each point on the graph is divided by the highest point, or 100. The numbers next to the search terms at the top of the graph are summaries, or totals. A line trending downward means that a search term's relative popularity is decreasing—not necessarily that the total number of searches for that term is decreasing, but that its popularity compared to other searches is shrinking.
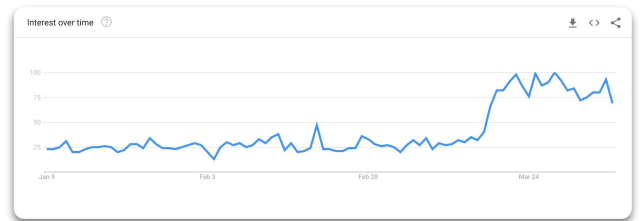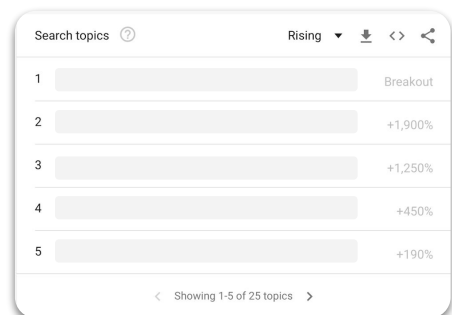

Sample of a graph

Rising data

Rising tab represents terms that were searched for with the term you entered (or overall, if no search term was entered) which had the most significant growth in volume in the requested time period. For each rising search term, you'll see a percentage of the term's growth compared to the previous time period. If you see "Breakout" instead of a percentage, it means that the search term grew by more than 5000%.

The percentages are based on the percent increase in search interest for the selected time frame. If we're looking at the last 7 days, the benchmark for the rise in searches for the term would be 7 days prior; if it was the last 30 days, the benchmark would be for the 30 days prior. The only exception is when viewing the full history (2004–Present), when the percentages are benchmarked at 2004.

Explore Google Trends to discover
what matters most to your customers.

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Continue to adapt to new customer behavior with Google Trends

Businesses can use Google Trends to identify who need information about the products, events, and services that matter most to their customers - When does interest in a relevant term spike? What about interest for a competitor's brand name?
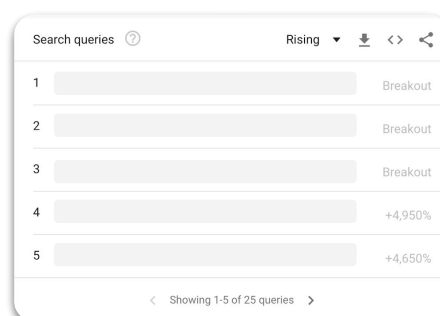
Google Trends uses real-time data to help businesses gauge consumer search behaviors over time.

Reading the Related searches chart

Click the dropdown to see Top terms.

This table shows terms that are most frequently searched with the term you entered, in the same search session, with the same chosen category, country or region.

If you didn't choose a search term (and just chose a category or region), overall searches are displayed.

Search queries ⑦	Rising ▼ ↓ <> ⤴
1	Breakout
2	Breakout
3	Breakout
4	+4,950%
5	+4,650%
‹ Showing 1-5 of 25 queries ›	

Data that is excluded

To learn more about the data used in Google Trends, visit the Help Center at trends.google.com

Trends excludes certain data from your searches:
 — **Searches made by very few people:** Trends only analyzes data for popular terms, so search terms with low volume appear as 0 for a given time period.
 — **Duplicate Searches:** Trends eliminates repeated searches from the same user over a short
 period of time for better overall accuracy.
 — **Special characters:** Trends filters out queries with apostrophes and other special characters.

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Get your business on Google Search and Maps

Google My Business is a free and easy-to-use tool for businesses and organizations to manage their online presence across Google, including Search and Maps. If you verify and edit your business information, you can both help customers find your business and tell them your story.

1. Benefits of Google My Business

Manage your information	Manage the information that Google users find when they search for your business, or the products and services that you offer. Businesses that verify their information with Google My Business are twice as likely to be considered reputable by consumers.[1] When people find your business on Google Maps and Search, make sure they have access to information like your hours, website, and street address.
Interact with customers	Read and respond to reviews from your customers, and post photos that show off what you do. Businesses that add photos to their Business Profiles receive 42% more requests for directions on Google Maps, and 35% more clicks through to their websites than businesses that don't.
Understand and expand your presence	Find insights on how customers searched for your business, and where those customers are coming from. You can also find information like how many people called your business directly from the phone number displayed on local search results in Search and Maps. When you're ready, you can create and track the performance of Smart campaigns to spread the word about your work. **Important:** Users who have business personalization turned on may see more prompts to sign up for Google My Business while using different Google products or services. Learn more about business personalization.

✅ TIP

Computer
- You can manage your business at google.com/business. Follow our guide on how to get started.

Android
- Download the free Google My Business Android app to get to your account and update your business information from anywhere.

iPhone & iPad
- Download the free Google My Business iOS app to access your account and update your business information from anywhere.

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Get started with Google My Business

Help customers find you and manage your business information on Google for free with Google My Business. These guides are designed to get you up to speed quickly, so you can improve your business's presence online. Just pick the path that's right for you to begin.

1. Sign up and verify your business

Download Google My Business app	Download the free Google My Business app (Android or iOS) to get to your account and update your business information from anywhere.
Log into your Google Account	Sign in to your Google Account, or create one. Then, click **Next**. **Note:** Sign up with your business email domain since this account will be for your business. Enter the name of your business or chain. You can also select your chain from the suggestions that appear as you type (if applicable).
Enter your business address	Enter your business' or chain's address. You may also be asked to position a marker on the location of your chain's branch on a map. If your business doesn't have a physical location but works in a service area, you can list the area instead. Then, click **Next**.
Choose if you want your business location to appear on Google Maps	If you serve customers at your business address: • Enter your business address. • Click **Next**. **Tip:** If you also serve customers outside your business address, you'll have the option to list your service areas as well. If you don't serve customers at your business address: • Enter your business address. • At the bottom, click **I deliver goods and services to my customers** and then **Next**. • List your service areas, then click **Next**.
Select a business category	Search for and select a business category. You can also choose a more specific category as appropriate. Then, click **Next**.
Insert your business contact information	Enter a phone number or website URL for your chain, and click **Finish**. **Tip:** You'll also have the option to create a free website based on your information. It's recommended that you provide the individual phone number or store page for each location, rather than a single centralized call center.
Verify your business	Now that you've created your listing, it's time to verify your business. After you verify, your business information will be eligible to appear across Google.

A Grow with **Google** PROGRAM

Get started with Google My Business

2. Review your business information

No matter what you see, confirm that your business information is correct. It's important that when you verify your business information, everything is ready to appear to customers across Google.

Edit incorrect information

- Click **Later**.
- If you manage more than one location, open the **Menu** ≡ and click **Manage loations**. Then, select the location you want to edit.
- Click **Info** from the menu on the left side of the screen.
- Click **Edit** 🖉 next to each section you'd like to change and enter your business information.

☑ BEGIN VERIFICATION

In most places, you'll get a postcard from Google at your business address within 14 days. The postcard will include a *unique verification code*, which you'll enter in Google My Business to confirm that your business is located at the listed address.

While you wait for your postcard, you can lay the groundwork for online success:
- Visit your website as if you were a customer who found it on Google. Take this chance to spruce up your site or update any old information.
- Take pictures of your business and the products and services it provides, which will make great additions to your Google My Business listing. You can even take customers inside your space with **Business View**.

Once you receive your verification postcard, return to google.com/business. Sign in and click **Verify location** from the menu (or click the **Verify now** button). Then follow the instructions to enter the verification code from your postcard.

Congratulations: you're now verified and ready to edit your business information, respond to reviews, and add photos! t

It may take a few weeks for your business information to appear across Google. Once your information is live, check out your listing. Just search for your business name and city in Google Search or Maps and see what appears.

If you don't like what you see, make sure to read the next guide in this series to find ou how to improve your listing. Keep in mind that search results vary for a number of reasons, and what you see may not be the same as what someone else sees. Learn how Google ranks local results.

If you have more questions about verifying your listing, visit the Google My Business community.

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Get started with Google My Business

> 3. Optimize your presence online

Ready to take your Business Profile to the next level? Learn how to take your business even further with Google My Business.

Keep your business info up-to-date	Make sure that your information is correct when people find it on Google. Learn more.
Make your business listing awesome	Add details and updates to attract potential customers and keep your existing customers informed. Learn more.
Improve your local ranking on Google	Improve your information to maximize how often potential customers might see your business in local search results. Learn more.
Can't find your business on Google	Reasons why your business might not show up on Google Maps, Search, or other Google properties and some ways that can help fix it. Learn more.

> ☑ TIP
>
> Want to make changes on the go? Use the **Google My Business mobile app for Android or iOS**.

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## Optimize your presence online

You may need to adjust your business operations during this time. This could mean changing your hours, temporarily closing, or changing the types of products and services you offer.

Make sure to share this updated information on your Business Profile on Google.

Update your Business Profile on Google

Edit your business operation hours or mark your business as "temporarily closed" if needed.

Update your business hours.
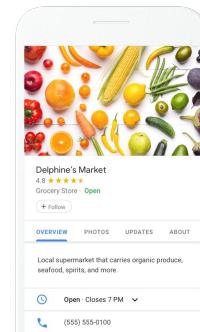
Communicate with your customers

Confirm your business phone number and turn on messaging to make sure customers can reach you in real-time from your Business Profile on Google. You can answer questions, tell your story, and attract more customers to your business.
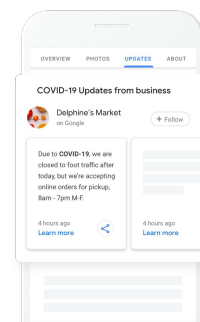
Turn on messaging now.
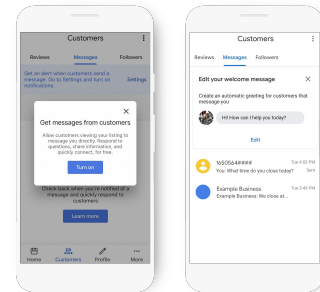
Share updates with your customers

Use Posts to communicate timely information, like delivery options or inventory updates, directly on your Business Profile.
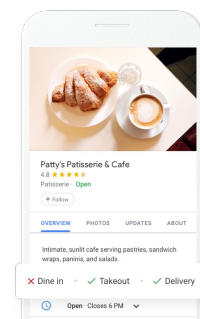
Learn how to create a post on Google.

Add or edit attributes

If you're a restaurant offering delivery or takeout, mark these services on your profile.

Learn more.

A Grow with Google PROGRAM

Optimize your presence online

1. Keep your business info up-to-date

Update your business information

When information about your business changes, update it with Google My Business. Keeping your account up-to-date makes sure that Google has the most accurate information to share with potential customers. In some cases, Google may not accept changes if we believe they're inaccurate.

Here are the types of business information that you can update with Google My Business:
- Business hours
- Physical address (*If you change your address, you'll need to complete the verification process again to confirm the new address.*)
- Phone number
- Category (*What kind of business do you run?*)
- Website

You can also add new businesses to Google My Business.

Do it now: Update your business information

- Log in to Google My Business and choose the page you'd like to manage.
- Click **Info** from the menu.
- Click the section that you want to change, then enter the new information in the box that appears.
  - It may take up to 60 days to delete information you've previously added. Information that is also publicly available or from other sources may not be removed.
  - Business descriptions (editorial summaries or keywords from the web that appear next to your business) are not editable. Learn more about business summaries.
- Click **Done editing**.

Learn more about editing your business information.

Add owners and managers to share responsibility

By adding owners and managers to your Google My Business listing, you can delegate responsibility to other members of your staff while keeping ownership of the page.

There are 3 kinds of users:
- **Owners:** listing owners have the widest set of privileges and access, and can make high-level administrative decisions like adding other owners and managers or removing the listing from their account.
- **Manager:** a manager can do most of what an owner can do, like edit business information and view Insights about how many people are viewing and interacting with your listing. You might make a trusted staff member a manager of your listing to help keep your information and web presence up-to-date.
- **Site manager:** a site manager can interact with customers on behalf of your listing by posting pictures and responding to reviews. Friendly, tech-savvy members of your staff might make good site managers.

You can remove owners and managers at any time. Learn more about owners and managers.

Optimize your presence online

2. Make your business listing awesome

Share photos

Your listing is a great place to showcase the photos that capture your business. Businesses with photos are more likely to receive requests for driving directions to their location, as well as clicks through to their websites, than businesses that don't have photos.

In addition to your logo and the picture you'd like to appear first on Google Maps results, you can post photos of products and events to keep customers in the know and show them what you do best. If you have a website, put your website's photos to work by also posting them to your listing using Google My Business.

There are several types of photos you can add to your business listing:
- **Logo:** Help your customers recognize your business on Google. For businesses that have their basic information (phone number, hours, etc.), the Business Profile will highlight the logo.
- **Cover photo:** Set a cover photo to the top of the profile that best represents your business. In some instances, this action doesn't guarantee the cover photo populates as the first image for your business.
- **Additional photos:** Add different photos to highlight features of your business that customers consider when making purchasing decisions. Learn more about business photos.

Photos should be at least 720 pixels wide by 720 pixels tall, and either a JPG or PNG. Learn more about photos.

Reply to customer reviews

Your business listing allows customers to post reviews of your business. Online reviews are a great way to take valuable word-of-mouth marketing to the web, and can help new people find you online.

When you respond to these reviews, you show existing and potential customers that you value their business. Remember that you'll be posting publicly as your business when you reply to reviews. Replies to reviews may not appear immediately on your business listing on Google.

See Insights

Want to find out how effective your listing is? With Insights, it's easy to track how your listing performs:
- **How many times have people seen my business information?**
  The "Where customers view your business on Google" section tracks the number of times people saw your business information on Google Maps and Search.
- **How many times have people requested driving directions to my location?**
  In the "Customer actions" section, find the "Requests directions" box. This feature tracks the number of clicks for driving directions from a local search result in Google Maps, Search, or Maps for mobile.
- **How do customers find my listing?**
  The "How customers search for your business" section shows how many customers found you in a "Direct" search (they searched for your business name or address) versus a "Discovery" search (they searched for a category, product, or service that you offer, and your listing appeared).

Learn more about Insights.

Optimize your presence online

3. Improve your local ranking on Google

Enter complete data

Local results favor the most relevant results for each search, and businesses with complete and accurate information are easier to match with the right searches. Make sure that you've entered all of your business information in Google My Business, so customers know more about what you do, where you are, and when they can visit you. Provide information like (but not limited to) your physical address, phone number, category, and attributes. Make sure to keep this information updated as your business changes. Learn how to edit your business information.

Verify your location(s)

Verify your business locations to give them the best opportunity to appear for users across Google products, like Maps and Search. Learn more about verification.

Keep your hours accurate

Entering and updating your opening hours, including special hours for holidays and special events, lets potential customers know when you're available and gives them confidence that when they travel to your location, it will be open. Learn how to edit your hours.

Manage and respond to reviews

Interact with customers by responding to reviews that they leave about your business. Responding to reviews shows that you value your customers and the feedback that they leave about your business. High-quality, positive reviews from your customers will improve your business's visibility and increase the likelihood that a potential customer will visit your location. Encourage customers to leave feedback by creating a link they can click to write reviews. Learn more.

Add photos

Adding photos to your listings shows people your goods and services, and can help you tell the story of your business. Accurate and appealing pictures may also show potential customers that your business offers what they're searching for. Learn more.

Optimize your presence online

3. Improve your local ranking on Google

How Google determines local ranking?

Relevance	Relevance refers to how well a local listing matches what someone is searching for. Adding complete and detailed business information can help Google better understand your business and match your listing to relevant searches.
Distance	Just like it sounds–how far is each potential search result from the location term used in a search? If a user doesn't specify a location in their search, Google will calculate distance based on what's known about their location.
Prominence	Prominence refers to how well-known a business is. Some places are more prominent in the offline world, and search results try to reflect this in local ranking. For example, famous museums, landmark hotels, or well-known store brands that are familiar to many people are also likely to be prominent in local search results. Prominence is also based on information that Google has about a business from across the web (like links, articles, and directories). Google review count and score are factored into local search ranking: more reviews and positive ratings will probably improve a business's local ranking. Your position in web results is also a factor, so SEO best practices also apply to local search optimization. There's no way to request or pay for a better local ranking on Google. We do our best to keep the details of the search algorithm confidential to make the ranking system as fair as possible for everyone.