# GOOGLE INSIGHTS FACT SHEET

OVERVIEW

Insights allow you to see how users are finding your business on the internet and understand what their behavior is after they find it. Through Insights, you can access a complete set of data based on search volume and patterns. You can view data seasonally in increments of one week, one month, and quarterly.

I. **ACCESSING GOOGLE INSIGHTS:** Sign in to your Google My Business account. If you have more than one listing, select "Manage location" for the listing you want to view. Click "Insights" from the menu on the left.

II. **WHAT TO LOOK FOR:** There are six sections that show the different ways customers are interacting with your listing.

a. **How customers search for your business** shows the total and percentage of customers that found your listing through either Direct search (by searching for your business name or address) or a Discovery search (searching for a category, product or service that lead them to your listing).
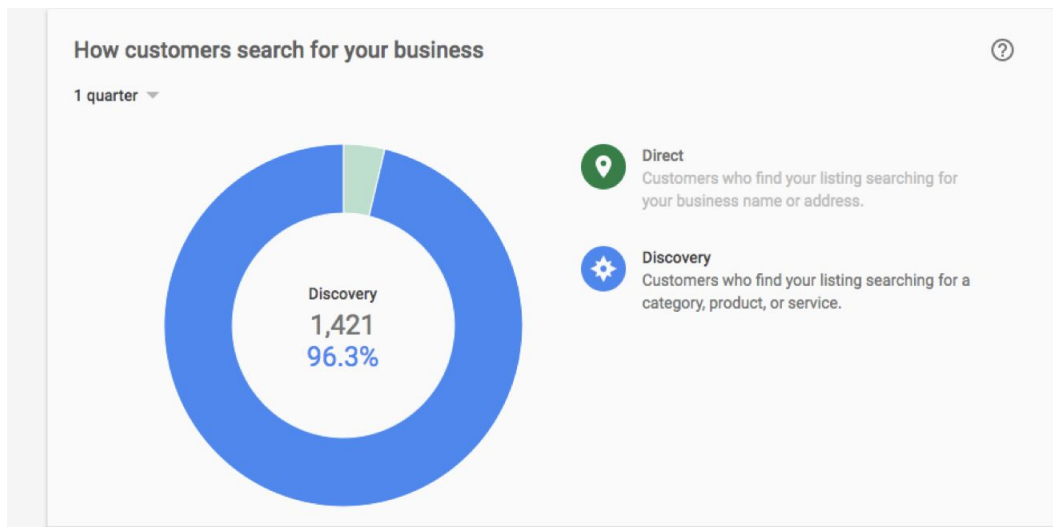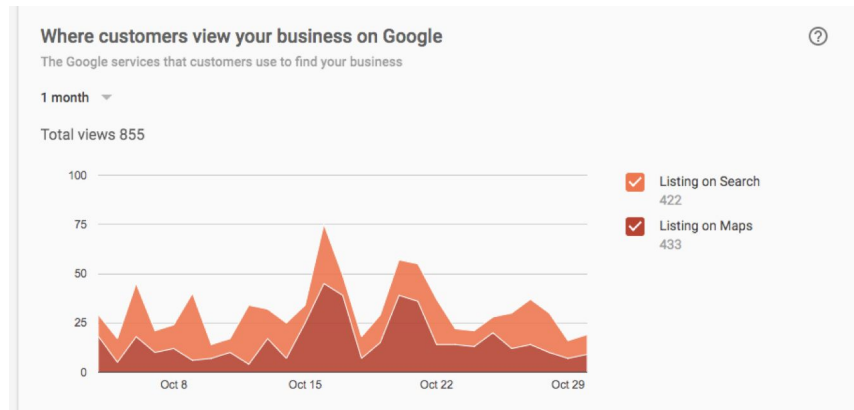

b. **Where customers find you on Google** highlights how many users found you via Google Search or Google Maps. You can see the number of views your listing receives in both products for the selected timeframe. You can click on the check boxes to the right to isolate particular information.

c. **Customer actions** indicates what customers did after they found your listing on Google. "Total actions" is the tally of all of the actions that customers took on your listing during that time period. Customer actions are broken down into **visit your website, request directions, call you or view photos.** You can slide your cursor over a specific date to see how many actions took place on a particular day.
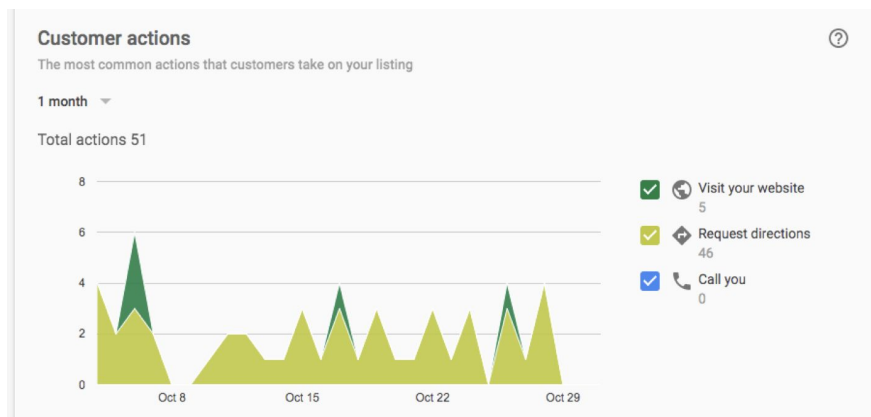
d. **Direction request** shows where on the map people are requesting directions to your business. The map shows your location pinned and the most popular places where users are asking Google Maps for directions to your business. You may also see the number of requests broken down by city or neighborhood.

e. **Phone calls** allows you to see when and how many times customers have called your business from your GMB listing. You can view the trends either by "Day of the week" or "Time of day."

f. **Photos** show the number of times your business photos have been viewed and offer a comparison to photos of other businesses like yours. The "Photo views" graph depicts the number of times your photos were viewed by Google users and the "Photo quantity" graph shows the number of photos you've uploaded.

III.   CONNECTING GOOGLE ANALYTICS: By connecting Google Analytics to your Google My Business, you'll be able to view your website data in your Google My Business dashboard. The same account has to be used for both Google Analytics and Google My Business.

a. **Enabling Google Analytics** Sign up for Google My Business if you have not already done so. Sign up for Google Analytics and set up a property for your website. This should be with the same Google Account you use to manage your Google My Business listing. You need to list the same website you've used in Google Analytics as the primary website on your Google My Business listing. Sign in to Google My Business and select the listing you used to set up Google Analytics to view the analytics for the website. Google Analytics will display New visits, Pageviews, and Unique visitors on your Google My Business dashboard.
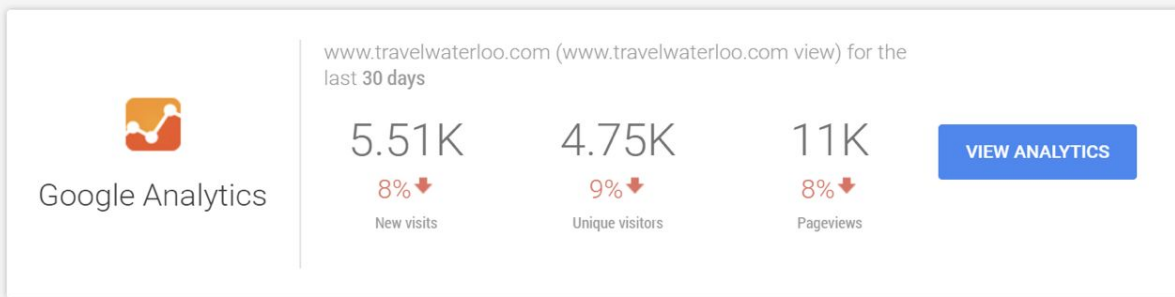

IV.   GETTING HISTORICAL DATA: You can access historical information through your Google My Business dashboard. Sign in to your Google My Business account. Under locations, you can "Download Insights." If you don't have multiple locations, you can access "Download Insights" by clicking on "My Business" at the top of the page.
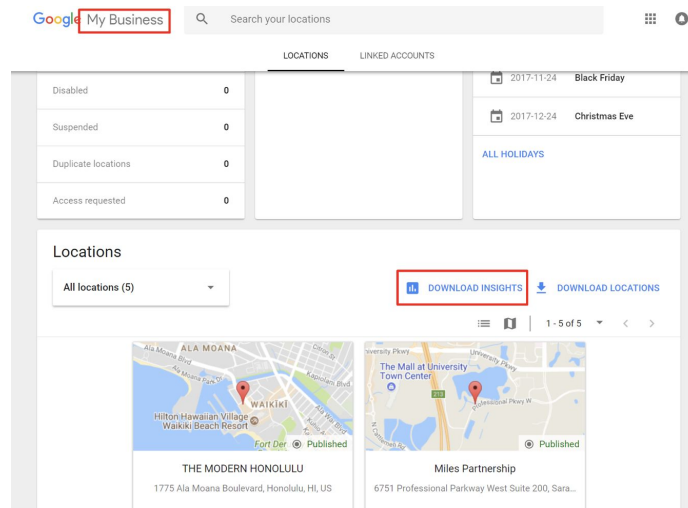
A box will appear with "Local reports." You can pull reports for Discovery insights, Photos, and Phone calls. Click "Get Report" for the report you want to pull.
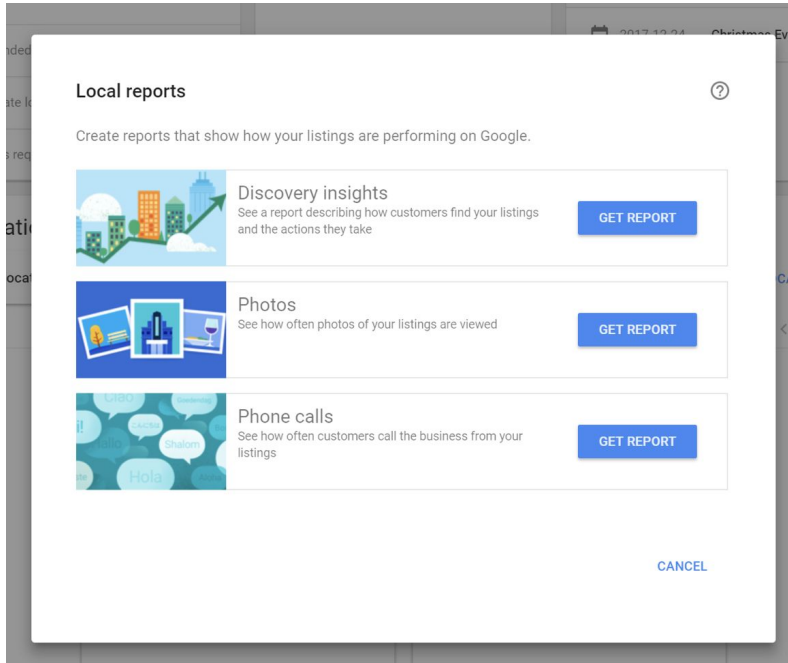
Select the date range for which you want to pull the report. Once you've selected the date range, click "Download" to pull historical information.