

## **Google Business Profile – Challenges & Opportunities**

You are invited to a presentation on how to set up Google Business Profile to get prospects from Google Search and Google Maps.

The presentation is free and will be online using Zoom.

Title: Google Business Profile – Challenges & Opportunities  
Date: Monday July 28, 2025 7:00pm – 8:00pm CDT  
Location: Online

### **Background**

Small businesses have a challenge trying to get business from the Web because they are competing with larger businesses with a larger marketing budget.

By using Google Business Profile, small businesses can overcome the challenge and reach customers in their location. Google Business Profile is free and actively developed by Google. It was formerly called Google My Business.

### **Agenda**

- Set up or claim your profile & enter basic information
- Check to see who you are competing with in your area
- Check where your GBP stands in Google local pack and Google Maps
- Add images, videos, posts & other information to your profile
- Request reviews from your customers using GBP review tool
- Follow your interactions with visitors using built in statistics
- Contact Google when you need help
- Sign up for the new monthly Google Small Business Bulletin

Google Business Profile can be set up and used without the technical knowledge or experience needed to design and build a website.

### **Sign Up**

Register for this free online webinar at Eventbrite.com>

<https://www.eventbrite.com/e/1471471824839?aff=oddtcreator>

### **About Joe Vangsness**

Joe Vangsness offers Web Design & Digital Marketing services to small business in Chicago and beyond. In addition, he gives talks online and in person on Digital Marketing, SEO, and Web Design.