

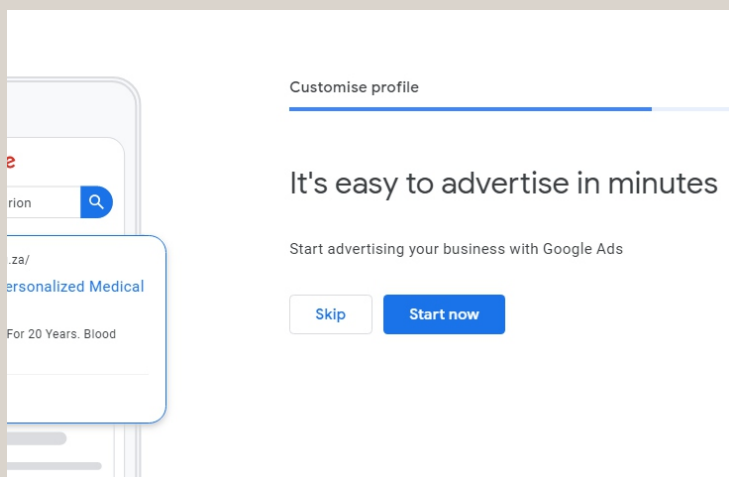
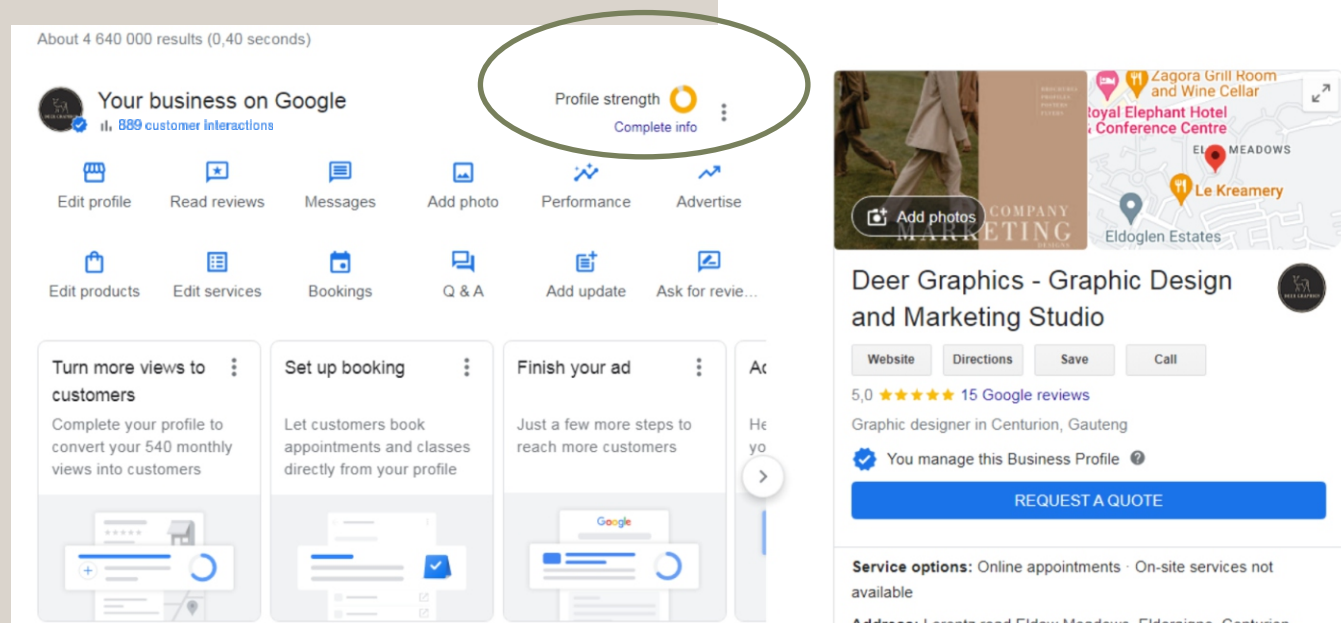
# BRAND NEW FEATURE

Brand new feature on Google Business profiles called "profile strength". Although this feature sounds useful at first, it may not be what it seems.

Don't worry if you think your profile is incomplete. The term "profile strength" can be misleading, and Google's wording may not be sufficient.

This can give business owners the impression that their Google Maps ranking will suffer unless they attain a "green" profile status, which is actually not the case.

“Don't worry if you think your profile is incomplete.”



While busy “improving” one of my client's profile strength, I noticed that I was prompted to update their services, but then immediately redirected to advertising suggestions. Although this step can be skipped, it's noteworthy that Google has included it as part of the profile strength completion process. It's possible that this is a ploy by Google to encourage more users to pay for their services, but you can form your own opinion on that.

For now, it's best not to focus too much on this new feature. Instead, stay tuned to this group, as we'll keep you informed about any significant updates.



DEER GRAPHICS