



### Brian Music Studio

4.9 ★★★★★ (384)

Studio

OVERVIEW UPDATES SERVICES REVIEWS PHOTOS



CALL



DIRECTIONS



SAVE



WEBSITE

REQUEST A QUOTE

Brian Music Studios  
123 Harmony Lane  
Nashville, TN 37214  
USA

Open · Closes 7:00 PM

### Business Profile Performance

Time period



How people interacted with you

### All interactions

8,210

Business Profile interactions



2024

# Google Business Profile Updates in Q1 - Q2

A Comprehensive Guide

# Introduction



Welcome to TruPerformance Services Inc.'s in-depth guide on the latest updates to Google Business Profile in 2024.

As a leader in digital marketing and IT solutions, we recognize the importance of staying ahead in the digital landscape. This e-book provides detailed insights into the recent changes to Google Business Profile and offers strategies for businesses to adapt and maximize their online presence.

# Chapter 1:

## Understanding Google Business Profile

### What is Google Business Profile?

Google Business Profile, previously known as Google My Business, is a robust tool designed to help local businesses enhance their online visibility and engage with potential customers. It allows businesses to manage their online presence across Google Search and Maps efficiently.



### The Importance of Google Business Profile



#### **Enhancing Local SEO:**

Improves your business's visibility in local search results.



#### **Facilitating Customer Interaction:**

Provides a platform for direct communication with customers through reviews and Q&A.

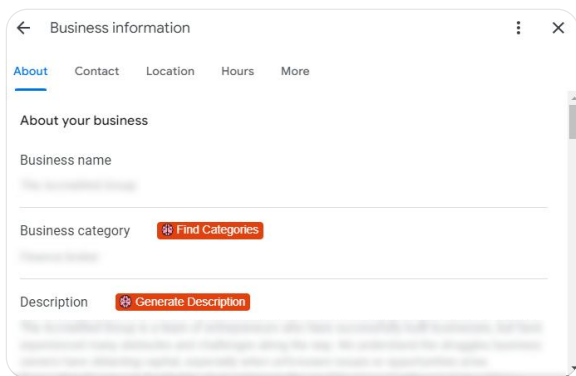


#### **Offering Insights and Analytics:**

Delivers valuable data on customer behavior, such as search queries, direction requests, and website visits.

# Chapter 2: Major Updates in 2024

## 1. Discontinuation of Websites Made with Google Business Profiles



Effective Date  
**March 5-2024**

### Impact:

Websites created using Google Business Profiles are no longer available. Visitors to these sites are redirected to the business's profile until June 10, 2024, after which they will encounter a "Page not found" error.

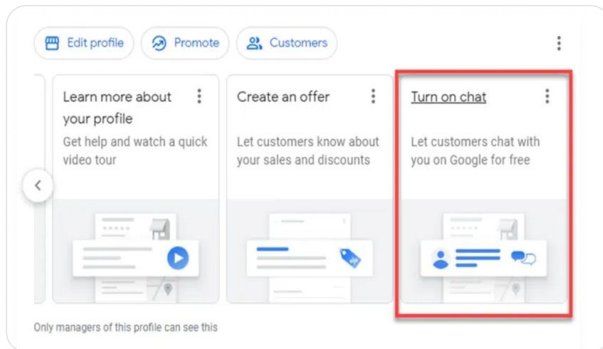
### Action Required:

**Create New Websites:** Use other website creation tools such as WordPress, Wix, or Squarespace.

**Update Profile URLs:** Ensure your Google Business Profile is updated with the new website addresses to maintain traffic flow.

## Google Business Profile

### 2. Removal of Chat and Call History Features



Effective Date  
**July 31, 2024**

#### Impact:

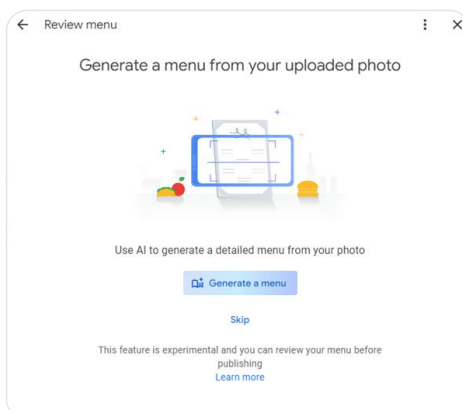
Google has removed the chat and call history features from Google Business Profiles. Businesses can no longer interact with customers through chat or access call history data from their profiles.

#### Action Required:

**Implement Alternative Communication Channels:** Explore other communication tools like WhatsApp Business, Facebook Messenger, or dedicated customer service software.

**Update Contact Information:** Ensure your profile has accurate and up-to-date contact information, including phone numbers and email addresses.

### 3. Introduction of AI-Powered Menu Creation



Google's AI Tool for Restaurants  
**Create Detailed Menus  
from Photos**

## Google Business Profile

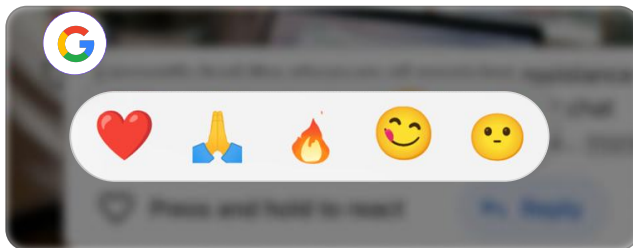
### **Details:**

- Google introduced an AI-powered feature that helps businesses, particularly restaurants, create detailed menus from photos. This tool uses machine learning to identify and categorize menu items, making it easier for businesses to keep their menus current and accurate.

### **Benefits:**

- **Efficiency:** Saves time by automating the menu creation process.
- **Accuracy:** Reduces errors in menu listings, ensuring customers receive accurate information.

## 4. Google Reviews Reaction Emojis



### Google Maps Update **Businesses Can React to Reviews with Emojis**

### **Details:**

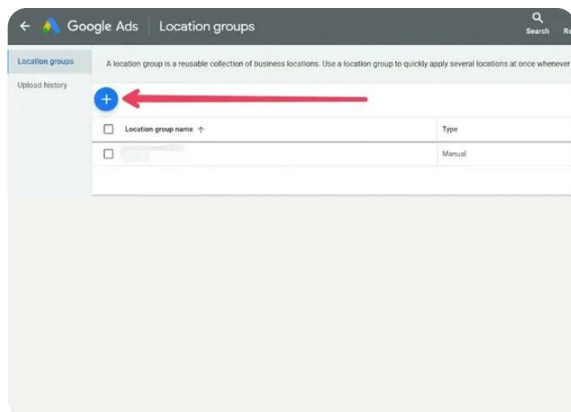
- Businesses can now react to Google reviews with emojis such as hearts, prayers, or fire on Google Maps. This feature enhances customer interaction by allowing businesses to show appreciation or acknowledgment of customer feedback.

### **Benefits:**

- **Enhanced Engagement:** Creates a more interactive and engaging experience for customers.
- **Positive Reinforcement:** Encourages more customers to leave reviews by acknowledging their feedback.

# Chapter 3: Minor Updates and Enhancements

## 1. Management of Ads Campaigns Linked to Google Business Profile Websites



Effective Date

**March 5-2024**

### Details:

- Ads linked to websites made with Google Business Profiles may be disapproved and stop running due to domain mismatches. Businesses need to update their ads with new website URLs to keep campaigns running.

### Action Required:

- Update Ad URLs: Ensure all ads are linked to the new website addresses.
- Monitor Ad Performance: Regularly check ad performance to ensure there are no disruptions.

## Google Business Profile

### 2. Reserve with Google



Reserve with Google

### **Service Bookings Still Available**

#### **Details:**

- In certain regions, customers can still reserve services and pay for bookings through the Reserve with Google platform, even though direct chat-based quote requests are no longer supported.

#### **Benefits:**

- Convenience: Provides a seamless booking experience for customers.
- Integration: Integrates with existing reservation systems to streamline operations.

### 3. Improved Access to Profile Management

#### **Details:**

- Google has made it easier to manage Google Business Profiles directly from Google Search and Maps. Users can access their profiles by simply searching for their business name on Google, allowing for quicker updates and interactions.



## Google Business Profile

### **Benefits:**

- **Ease of Use:** Simplifies the process of updating business information.
- **Real-Time Updates:** Allows for immediate changes to be reflected in search results.

## **4. Algorithm and Spam Updates**

### **Details:**

- Google has implemented several core and spam updates in 2024 to improve the quality of search results and reduce low-quality content. These updates impact local search rankings and emphasize the importance of high-quality, original content.

### **Action Required:**

- **Content Quality:** Focus on creating high-quality, original content that provides value to users.
- **SEO Best Practices:** Follow SEO best practices to improve search rankings and visibility.



# Chapter 4: Strategies for Adapting to Changes

## 1. Optimize Local SEO

- **Accurate Profile Information:** Ensure all business information, including address, phone number, and hours of operation, is accurate and up to date.
- **Customer Reviews:** Actively gather and respond to customer reviews to build trust and improve search rankings.
- **Local Keywords:** Use local keywords in your business description and posts to enhance visibility in local search results.

## 2. Enhance Online Presence

- **Engage with the Local Community:** Participate in local events and online forums to build a strong local presence.
- **High-Quality Visual Content:** Use high-quality photos and videos to showcase your products and services.

## 3. Utilize Alternative Communication Channels

- **WhatsApp Business:** Use WhatsApp Business for direct communication with customers.

## Google Business Profile

- Facebook Messenger: Leverage Facebook Messenger for customer inquiries and support.
- Customer Service Software: Implement dedicated customer service software to manage interactions efficiently.

## How Tru Performance Can Help



### **Digital Marketing Strategies:**

We offer tailored digital marketing strategies to enhance your online presence and drive growth.



### **IT Solutions:**

Our IT solutions are designed to improve operational efficiency and support business growth.



### **Client Success Stories**

Learn how TruPerformance has helped businesses adapt to changes and achieve success.

## Conclusion

- Staying informed and adaptable is crucial in the ever-evolving digital landscape. TruPerformance Services Inc. is here to support your business in navigating these changes and achieving sustained success. Our expertise in digital marketing and IT solutions ensures that your business remains competitive and thrives in the digital age.

# Get in Touch



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