

how to delete google my business

How to Delete Your Google My Business Profile: A Complete Guide

Introduction:

Understanding the implications of deleting your Google My Business (GMB) profile

Deleting your Google My Business profile is a significant decision that shouldn't be taken lightly. It removes your business's online presence from Google Search and Maps, impacting your local SEO and potential customer reach. This comprehensive guide will walk you through the process of deleting your GMB profile, explaining the steps involved and helping you understand the consequences. We'll cover various scenarios and offer alternatives to deletion if you're not quite ready to completely remove your business listing.

Article Outline:

- I. Understanding the Consequences of Deletion
- II. Prerequisites Before Deletion
- III. Step-by-Step Guide to Deleting Your GMB Profile
- IV. Alternatives to Deletion
- V. Troubleshooting Common Issues
- VI. Post-Deletion Considerations

I. Understanding the Consequences of Deletion:

Loss of Online Visibility: Your business will disappear from Google Search and Maps results.

Removing your GMB profile means your business will no longer appear in local search results when customers search for businesses like yours. This significantly reduces your visibility and potential for attracting new customers.

Impact on Local SEO: Your local search ranking will be

completely erased.

Your GMB profile is a crucial element of your local SEO strategy. Deleting it eliminates all the hard work you've put into building citations, reviews, and rankings. Rebuilding this presence from scratch takes considerable time and effort.

Loss of Customer Reviews and Interactions: All reviews and customer interactions will be lost.

Customer reviews are valuable assets, influencing potential customers' decisions. Deleting your GMB profile means losing all your reviews and the ability to interact with customers directly through the platform.

Difficulty in Reclaiming Your Business Name: Getting your business name back on Google might be challenging.

Once deleted, another business could potentially claim your business name on Google My Business. Reclaiming it might involve a lengthy and complicated process.

II. Prerequisites Before Deletion:

Backing Up Your GMB Data: Save all important information, including reviews and photos.

Before deleting your profile, ensure you back up all essential data, including customer reviews, photos, and business information. This data can be invaluable in the future if you decide to reinstate your profile or create a new one.

Notification of Employees and Customers: Inform your team and customers about the changes.

Inform your employees and customers about your decision to delete your GMB profile. Provide them with alternative ways to reach your business, such as your website or social media pages. Transparent communication helps minimize disruption and maintain customer trust.

Consider Alternatives: Explore options like suspending your profile instead of deleting it permanently.

Before resorting to deletion, consider alternative solutions. Suspending your GMB profile temporarily preserves your online presence while allowing you to reactivate it later without having to start from scratch.

III. Step-by-Step Guide to Deleting Your GMB Profile:

Accessing Google My Business: Log in to your Google My Business account using the correct credentials.

The first step involves logging in to your Google My Business account using your Google credentials. Make sure you are logged into the account associated with the business profile you wish to delete.

Navigating to the Settings Menu: Locate the settings option within the GMB dashboard.

Once logged in, navigate to the settings menu within your GMB dashboard. The exact location might vary slightly depending on the GMB interface version.

Finding the Deletion Option: Look for the option to delete your business profile. This isn't always prominently displayed.

Within the settings, locate the option to delete your business profile. This option is usually buried within the settings and not immediately obvious. It may require several clicks to find.

Confirmation and Deletion: Carefully review the consequences before confirming the deletion request.

Once you've located the delete option, carefully review the consequences of deleting your profile one last time. After confirmation, the deletion process will begin.

Waiting for Deletion to Complete: The process might take

several days or even weeks.

Google doesn't provide an exact timeframe for profile deletion. Be patient and allow several days or even weeks for the process to complete.

IV. Alternatives to Deletion:

Suspending your GMB profile: This temporarily hides your profile without permanently deleting it.

If you're unsure about permanently deleting your profile, consider suspending it instead. This will temporarily remove your business from search results, but you can easily reactivate it later.

Archiving your GMB data: This preserves your data while removing your profile from the active listing.

Before deleting your profile, you might wish to archive all the data associated with it. This allows you to save crucial information without maintaining an active listing.

V. Troubleshooting Common Issues:

Access problems: If you cannot access your Google My Business account, try resetting your password.

If you're experiencing access issues, try resetting your password or contacting Google support for assistance.

Deletion failure: If the deletion fails, contact Google My Business support for help.

If you encounter problems during the deletion process, immediately contact Google My Business support for assistance. They can investigate the issue and provide support.

VI. Post-Deletion Considerations:

Monitoring online presence: Even after deletion, check your business's online presence to ensure it's completely removed.

After deletion, periodically check your business's online presence to ensure it has been completely removed from Google Search and Maps.

Conclusion:

Deleting your Google My Business profile is a serious action with lasting consequences. Carefully weigh the pros and cons before proceeding. If possible, consider alternative solutions like suspending your profile. However, if deletion is necessary, follow the steps outlined above and prepare for the impact on your online visibility.

Frequently Asked Questions (FAQs):

Q: Can I recover my Google My Business profile after deleting it?

A: Generally, no. Once deleted, it's extremely difficult, if not impossible, to recover your profile. You'll essentially have to create a new one.

Q: How long does it take to delete a Google My Business profile?

A: The deletion process can take several days or even weeks.

Q: What happens to my reviews after deleting my GMB profile?

A: Your reviews are lost permanently.

Q: Can someone else claim my business name after I delete my profile?

A: Yes, another business could potentially claim your business name.

Q: What are the alternatives to deleting my GMB profile?

A: Consider suspending your profile temporarily or archiving your data.

Related Keywords:

delete google my business, remove google my business, delete google business profile, remove google business profile, google my business deletion, how to delete google my business permanently, google my business removal, delete GMB, remove GMB, GMB deletion process, delete google business listing, remove google business listing, suspend google my business, archive google my business data, google my business account deletion.

how to delete google my business: Google My Business 4.0 Training Guide Laura Maya, 2022-02-17 Google My Business, now known as the Google Business Profile enhanced as a free service that helps small businesses manage their online presence. It allows them to create a Google Business profile page, which is a dedicated page for their business on Google Maps , Google search and other google products all together in one place Google, and the pandemic has made GMB into the most important local marketing tool for SMBs and multi-location brands. The search engine has

easily retained its position as the most popular search engine in the world, with over 92% of the search market share, and it is only growing. Therefore, it is vital for businesses to optimize their sites for Google search. For all businesses, business profile is an essential part of any business's online presence and is often the first place customers look for up-to-date information about your company. In the age of Covid-19, this is more true than ever, they're going to Google your business's name and check the right-hand panel for the information they need. Creating, authenticating, and correctly optimising your business account is a priceless opportunity, which is why you should make use of it to the maximum and here with ; Google My Business 4.0. Training Guide this book is the 4th book in a series under the same title, of which we maintain the same will assist every business to enhance their Google Business Profile. In each chapter of the guide, we'll cover a different topic, you should have a foundational understanding of what Google My Business is and how to use it to gain more visibility in local search for your, or your client's business. Using the strategy and information provided in our Mastery Guide, you will master the essentials of claiming and optimizing an effective GMB listing that will get you top rankings. Throughout the guide, keep your eyes peeled for top tips, expert advice, and recommended resources. This course includes some of the recent critical updates including :

- Latest features and updates to Google My Business
- How To Add Keywords To Google My Business Profile?
- What are GMB Insights and Analytics and How to use them?
- How to create them and tips for creating winning Google My Business Posts
- Tips for Practitioner Listings in the profile
- What are the big mistakes to avoid with Listings and how to fix them
- What is Google Knowledge Panel, how to create it and edit it.
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- Business Case studies And so much more!

The events of the past year have catapulted GMB into the digital marketing spotlight.

- Every month an average business gets 59 actions from GMB listing & 49% of the business gets 1,000+ views monthly.
- Eighty-six percent of people look at the location of a business through Google Maps (Backlinko, 2020).
- Businesses enjoyed a 61 percent increase in calls from January to July 2020 thanks to their listing (Small Business Trends, 2020).
- More than 5 percent of views on its page result in a conversion (Search Engine Journal, 2019).
- Mobile queries centred around "where to buy" and "near me" keywords increased by over 200 percent in the last two years. Amid the Covid-19 pandemic, it's more crucial than ever that you utilize and optimize GMB to display accurate, updated information about your business. Using the strategy and information provided in our Mastery Guide, you will master the essentials of claiming and optimizing an effective GMB listing that will get you top rankings. So, consider getting our comprehensive and up-to-date guide jam loaded with the latest and best-in-the-industry knowledge about GMB.

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- 72% of consumers who perform a local search visit a store within 5 miles distance.
- 50% of local searches lead to store visits within one day.
- 78% of Local mobile searches result in an offline purchase.
- 51% of smartphone users have discovered a new company or product when

searching from their smartphone. • More Google Searches takes place on mobile devices than on computers in 10 countries including US and Japan. • Businesses with detailed and complete online Google My Business listings are twice as likely to be considered reputable by consumers. • Adding photos to your business listing will drive 42% more requests for driving directions on Google Maps and 35% more clicks to your website. In today's digital marketing and advertising economy, Google is the number one way that your prospects and new customers are going to gather information about your business. In this high-impact Training Guide, we'll walk you through the exact process of making a successful Google My business profile step by step and optimizing it for best performance.

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how to delete google my business: Google My Business 3.0 Training Guide Laura Maya, 2020-08-15 Google My Business (GMB) is an essential tool for businesses today and for the future. Although Google My Business has been around for a long time, it has grown in its importance as more users use search engines to find information about a local business, even more so during the COVID-19 pandemic. Here is an excellent opportunity to learn how to use Google My Business to generate trust with your customers, increase customer expansion for your business, and help companies' cash upon more ROI. Google My Business is a powerful tool that can transform how you drive customers to your local brick and mortar business and further develop trust with new and existing customers. If you have not claimed your business and/or optimized your profile recently on

Google, there is no better time than the present. • It has been reported that 46% of all Google searches are looking for local information. Many of those searches result in, “Zero-Click Searches”. • Research shows that 92% of online buyers like to compare brands online before buying something. And most of them head to Google Search to find businesses they would like to purchase from. • Additionally, 49% of all Google My Business listings get more than 1000 searches every month, while 96% of the listings are seen 25 times per month, at least. • 56% of the people who see your GMB listing will click through to your website, while another 24% will call your business directly. That is great news for businesses that want to survive and thrive despite the challenging economic conditions. Google My Business 3.0 ! This guide will discuss why your Google My Business listings are important for your local SEO strategy, as well as the process of creating and optimizing your listing and all the answers about utilizing this platform. All in all, it is jam loaded with information on how you can increase your visibility on Google and rank higher and drive more customers to your business. This ebook covers some of the following important features including : • What is the importance and benefits of having a Google My Business Listing in present times? • Important Google My Business Covid-19 Updates – changes done by Google during the pandemic. • AN overview of Latest and awesome new Google My Business Features for your Business • Google My Business Technical Set up Guide covering all How To’s – step by step This is a comprehensive ebook on creating a successful and well optimized GMB listing which is crucial to getting in front of your customers before the competition. Google My Business complements your existing website by giving your business a public identity and presence with a listing on Google, the most popular search engine in the world.

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receive 42% more requests for directions on Google Maps. They also get 35% more clicks through to their websites. And despite these advantages, 56% of local stores are yet to claim their local listing on Google. The above trend suggests that more consumers are looking for local businesses. So, if you haven't optimized your business for Google local search, you are failing to take advantage of this significant opportunity. Well, We have put together all the resources you need to tap into this incredible marketing potential. Use this guide to ensure you've completed your Google My Business listing correctly, and optimized all possible facets of the tool to get the most leverage for your business on Google and third-party platforms that use the Google Maps API to generate location information for users. Introducing.... Google My Business 2.0 Training Guide Discover how to master google my business and leverage it to grow your online business brand! Would you like to expand your local search marketing strategy with a powerful, free marketing tool that has the potential to funnel dozens, if not hundreds, of customers to your website or front doors? Finding a local business that fits your needs is remarkably easy this day and age, thanks to the information provided by Google's free tool: Google My Business (GMB). GMB has proven itself to be an essential tool in local SEO for small and big businesses alike. Perfectly created GMB listings answer the right questions for the overwhelmed customers as they start searching for options. And this is why: 80% of smartphone users are more likely to purchase from companies whose sites/apps help them easily find answers to their questions. A visibly unique and informative GMB listing can draw the attention of a large number of customers towards your website and ultimately increase your brand awareness. So, here we are with our Awesome Google My Business 2.0 training guide which covers: • How to get Started with creating and claiming your GMB account • How can you improving Local SEO and how it affects your Company's GMB Page Rankings • In what ways you can Improve Google Places Page Ranking • What are the important things you might not know about Google My Business categories • How Can Restaurants Use Google My Business For Menu Listing & Local Posts and rank higher in local SEO. And much more!

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Implementation DVD: A supplemental DVD to accompany Implementation with visual training in all areas of hospitality. The Art of Hospitality: Companion Book: Three-chapter book for the congregation as a whole or small groups to coincide with a sermon series in order to prepare the hearts and minds of the people in the pews. This compelling and practical program has been created by two hospitality leaders with credentials to claim their expertise: Debi Nixon is the Executive Director of ShareChurch, and Yvonne Gentile is the Senior Director of Guest Connections at The United Methodist Church of the Resurrection—the largest United Methodist Church in the United States with more than 22,000 members and 13,000 average weekly attendees across its campuses.

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Sue Ellson, 2016-08-23 '120 Ways To Market Your Business Hyper Locally - Tried And True Tips And Techniques' is for: defining your target audience aligning your marketing with your local community building your lifetime and dynamic asset value attracting the right business collaborating effectively and enabling others creating success for you and your team It includes information for: marketers, salespeople and advertisers freelancers, entrepreneurs and business owners advisers, consultants and thought leaders coaches, trainers and mentors community leaders and initiative instigators This thorough, practical and detailed guide provides you with the key strategies and techniques, based on your purpose, that you can implement today for your success in the future. Get started and take action now! **Special free bonus offers at <https://120ways.com/members> Chapter Outline Contents Preface Introduction 1. Our Global Village 1.1 Marketing, Selling And Networking 1.2 Location Attachment And Choice 1.3 Defining Hyper Local Marketing 1.4 The Benefits Of Hyper Local Marketing 2. Personal Context 2.1 Self Evaluation 2.2 Self Management 2.3 Management And Leadership 2.4 Succession Planning And Exit Strategy 2.5 Personal Principles 2.6 Community And Business Congruency 2.7 Business Ethics And Self Regulation 2.8 Staffing And Outsourcing 2.9 Effective Hyper Local Recruitment Techniques 3. Business Context 3.1 Business Choice 3.2 Consumer Choice 3.3 Sustainable Business 3.4 Business Type And Differentiation 3.5 Business Pricing 4. Product And Service First Or Target Audience First? 4.1 Securing Referrals From Existing Clients And Customers 4.2 Other Sources Of Clients And Customers 4.3 Maintaining Clients And Customers 5. Market Analysis 5.1 Site Or Location Setting 5.2 Market Size 5.3 Competitor Analysis 5.4 Online Competitor Analysis 5.5 Collaborator Analysis 6. Location Context 6.1 Fixed Address 6.2 Online Address 6.3 Platform Presence 6.4 Collective Marketplace Address 7. Market Presence 7.1 Business Premises Look And Feel 7.2 Business Website Development 7.3 Personal Authority Website Development 7.4 Real World Marketing And Advertising 7.5 Currency, Recency And Relevancy 8. Online And Digital Marketing 8.1 White Hat Search Engine Optimization (SEO) Techniques 8.2 Search Engine Ranking Factors 8.3 Content Marketing Strategies That Work 8.4 Amplifying The Value And Conversions From Your Content 8.5 Developing Viral Content And Conversions 8.6 Sending The Right Signals 8.7 Sourcing Hyper Local Website Links 8.8 Improving Overall Online Performance 8.9 Website Ranking Threats 9. Paid Marketing 9.1 Search Engine Marketing (SEM) 9.2 Social Media Marketing (SMM) 9.3 Online Advertisements 9.4 Aggregator Websites 9.5 Professional Body, Industry Group And Association Memberships 9.6 Gifts 9.7 Donations 10. Database Marketing 10.1 Email Newsletter Marketing 10.2 Joint Ventures And Strategic Alliances 10.3 Partnerships 10.4 If / Then Scenarios 10.5 Follow Up And Feedback 11. Program Marketing 11.1 Award Programs 11.2 Affiliate Programs 11.3 Formal Recognition Programs 11.4 Rewards Programs 11.5 Surveys, Quizzes And Research Programs 11.6 Accreditation And Certification 12. Public Marketing 12.1 Generating Content 12.2 Reviews 12.3 Recommendations 12.4 Referrals 12.5 Reputation 12.6 Testimonials 12.7 Feedback 12.8 Advocacy 13. Events Marketing 13.1 Free Events 13.2 Hosting Paid Events 13.3 Speaking At Events 13.4 Teaching 13.5 Expos, Trade Fairs And Conferences 13.6 Online Summits, Podcasts And Webinars 14. Media Marketing 14.1 Editorial 14.2 Advertorial 14.3 Publicity And Public Relations 15. Community Marketing 15.1 Networks 15.2 Bartering 15.3 Exchanges 15.4 Local Suppliers 15.5 Location Sharing 15.6 Naming Rights, Sponsorships And Advertising 16. Incentive Marketing 16.1 Competitions 16.2 Gamification Programs 16.3 Loyalty Programs 16.4 Relationship Marketing Programs 16.5 Thank You And

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