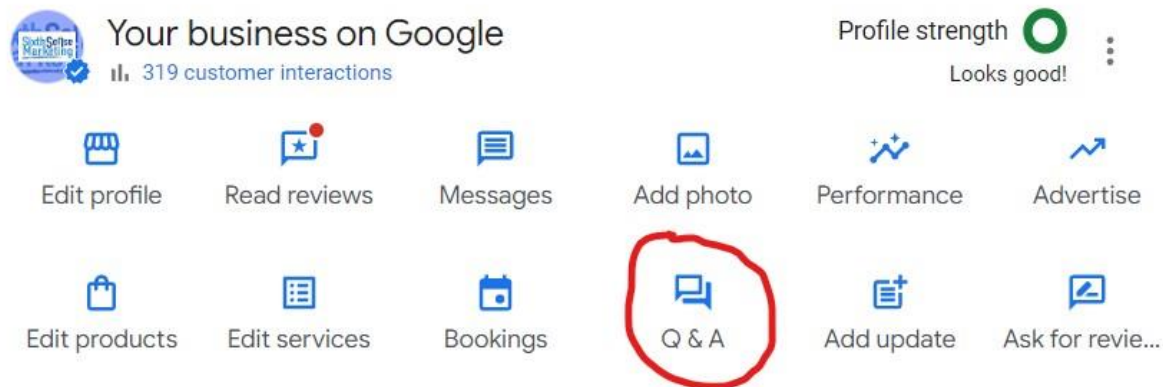


Q&A feature in Google Business Profile

Your Google Business Profile is a powerful tool in leveraging your brand in your area. There are many facets to the business profile and today we will focus on the Q&A section.



Questions and answers (Q&A) first started appearing back in August 2017. The feature allows consumers to ask any questions related to a business on their respective Google Business Profile listing page.

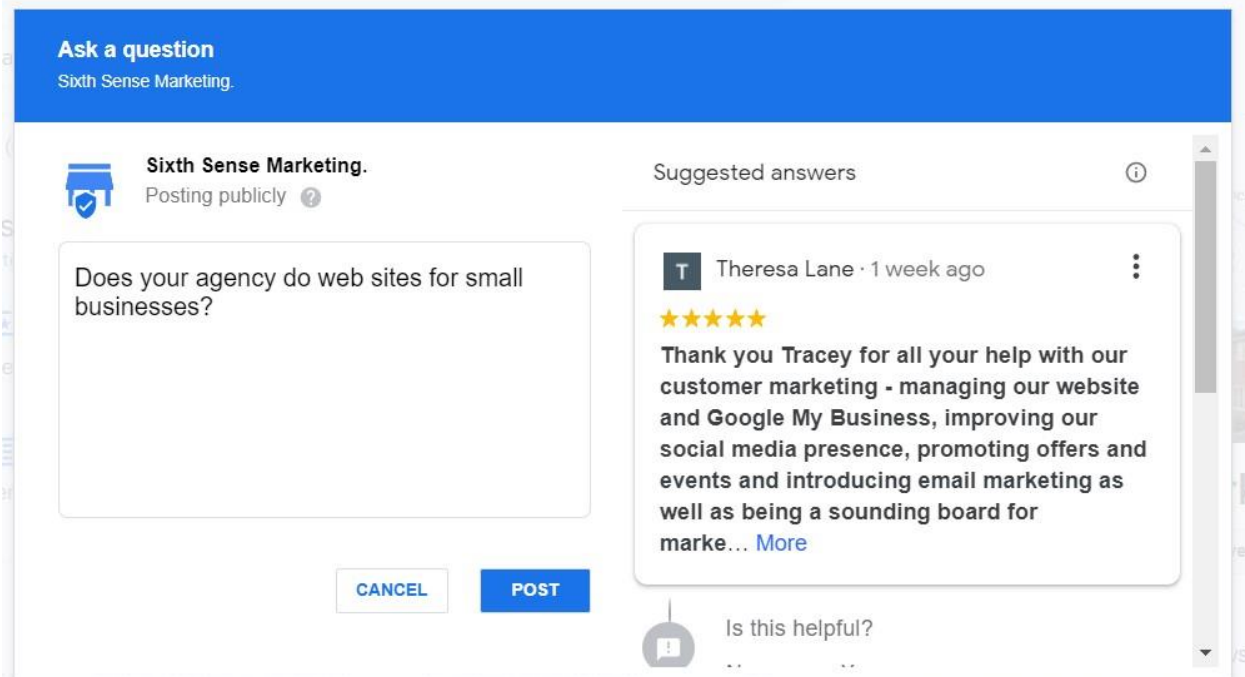
What many business owners fail to realise is...

It is not only customers that can ask questions. It is legitimate for you to pose questions yourself and then answer them. The questions should not be self-promotion questions, but questions that help people to understand more about your business and how you help your customers.

How to pose a question on a Google Business Profile

Below we have posed a question that is legitimate about our own business. You will see in the right hand box a bit of AI that suggests an answer. As the number of

Q&As increases, so the relevance of the suggested answer improves. The question is posted in the community. You have the option to ask another or to finish. A dialogue box appears next, click on the 'answer' icon and type the reply to the question.



You can see the businesses reply below. Replies are limited to 1,500 characters in length. They are open to everyone to view and to comment on. This is an important content generating tool with the Google Business Profile suite and we are recommending that clients pose a question 2 or 3 time every month.

The question answered

Sixth Sense Marketing.

7 Muirfield Cl, Southampton

[← All questions](#)



Sixth Sense Marketing. (Owner)

Does your agency do web sites for small businesses?



Like



Sixth Sense Marketing. (Owner)

just now



Yes, we develop websites for small and growing businesses. We use WordPress and our sites are based on the Genesis Template Framework. Templates mean that a lot of the page design is done already, keeping costs down. But there is enough flexibility to produce a unique looking website each and every time.



Like

Q&A is just one of the elements in the Google Profile that can be optimised to enhance the local marketing profile of your business. If you are wanting to increase market share in your locality [contact us](#) today.