



Growing Your Online Presence: Harness the Power of “Google My Business” for Nurseries and Garden Suppliers

For companies in the nursery and garden sector, having a strong online presence is essential in the current digital era. It's critical to make sure that your company is easily found online as more and more potential clients are using the internet to research goods and services. Among the resources that can greatly increase your exposure is Google My Business.

Google My Business: What Is It?

Google offers a free and easy-to-use tool called Google My Business (GMB) to assist local businesses in managing their online presence. It enables companies to make and manage a listing that shows up on Google Maps and in Google search results. You can improve your online presence, draw in more clients, and eventually expand your nursery or garden supply company by making your GMB profile as good as it can be.

Why GMB Matters for Your Business

Improved Local Visibility: Google frequently shows a map with local businesses listed when prospective customers search for nurseries, garden supply stores, or related services in their area. Your company's visibility in these local search results is enhanced by a well-optimised GMB listing, which raises the likelihood that potential clients in the area will take notice.

Credibility and Trust: Potential customers can be won over to the side of a current, informative GMB profile. It demonstrates that your company is real, operating, and concerned with giving the public accurate information.

Engage with Customers: GMB enables you to communicate with your clients by answering their enquiries, reacting to reviews, and giving them timely information about your company. Having direct interaction with your customer base can strengthen your relationships with them

Optimising Your Google My Business Profile

Let's now explore how to maximise the benefits of this useful tool by optimising your GMB profile:

1. Assert and Validate Your Enterprise: Get your GMB listing claimed if you haven't already. Observe Google's verification procedure, which might entail getting a call or a postcard at your business address. You can access and edit your listing after it has been verified.

2. Accurate Business Information: Verify that the name, address, phone number, and business hours of your company are all correct and current. Listings with inconsistent information are penalised by Google.

3. High-Quality photos: Include crisp pictures of your nursery, goods, and offerings. An essential component of the nursery and garden industry is visual content. To draw potential clients, showcase your lovely plants and gardening supplies.

4. Strong Business Description: Summarise your offerings in a succinct but informative business description. Emphasise your special selling propositions and any niche services you offer.

5. Frequent Updates: Keep your listing current by adding updates on a regular basis, such as new events, promotions, or seasonal adjustments to your inventory. This illustrates your dedication to interacting with customers.

6. Promote Reviews: On your GMB profile, invite pleased clients to post reviews. In order to demonstrate your dedication to client satisfaction, reply to reviews, both positive and negative.

7. Add Attributes: To give more detailed information about your company, use the attributes feature in GMB. You may specify, for instance, if your nursery takes credit cards or provides delivery services.



8. Insights and Analytics: Monitor how buyers engage with your listing by utilising GMB's insights. You can view the quantity of clicks, customer actions, and frequency with which your listing appears in search results.

In the fiercely competitive nursery and garden sector, having a well-crafted Google My Business profile can make all the difference. It's a tool that helps your company interact with clients, establish credibility, and

become more visible in the community.

You can use GMB to expand your online presence and, eventually, your business by following the above-described steps. Don't pass up this excellent opportunity—claim, enhance, and manage your Google My Business listing right now. Make sure that potential clients can easily locate you and obtain the necessary landscaping and gardening services.

Do you get our emails?

We regularly communicate with our members via email. If you feel you could be missing out on any of our emails please contact the office on (02) 9679 1472 or email info@ngina.com.au so we can look into it for you.





**Ball
Australia**

Colour Your World



GROWERS OF
Seed and vegetatively propagated:

- Flower Plugs
- Tissue Culture Plugs
- Vegetable Plugs
- Cut Flower Plugs

SUPPLIERS OF
Quality flower, vegetable and cut flower seeds



Ball Australia has been part of the Australian horticulture industry since 2001 and is part of the Ball Corporation in the USA which is now in its fourth generation of family ownership. Ball Australia's team take pride in striving to be the first choice for service and finding solutions and varieties to support customers and garden centres with marketable programs. We offer established retail brands in Natures Décor, Simply Beautiful, Sunpatiens, Beacon Impatiens and a host of new seasonal introductions each year.



► **View our NEW Website to found out about all that we do: ballaustralia.com**

CONTACT US: 03 9798 5355

AUSTRALIA WIDE DISTRIBUTION

