

**BONUS #2:
WHY YOUR
GOOGLE
BUSINESS PROFILE
IS WORTH MORE
THAN YOUR
WEBSITE**



Why Your Google Business Profile is Worth More Than Your Website

DISCLAIMER: The strategies, methods, and advice provided in this report are for informational purposes only and are not tailored to your specific business circumstances. Results may vary significantly depending on factors such as your industry, location, competition, market conditions, and how consistently you implement the recommendations. While the information aims to support South African business owners in improving their online presence, no guarantee is made that following this advice will lead to increased customers, sales, or profit. All business decisions carry inherent risks, including potential loss of time or resources, and there is no assurance of financial return. You are solely responsible for your actions and outcomes.

5 Things Your Web Designer Doesn't Want You to Know

Your web designer spent months convincing you that a beautiful website was the key to online success. They charged you thousands for custom design, responsive layouts, and fancy features.

But here's what they didn't tell you: 78% of mobile local searches result in offline purchases within 24 hours. These customers aren't browsing websites. They're looking for immediate solutions on Google.

Your Google Business Profile is where these high-intent customers find you. It's also where your competitors are stealing your business while you focus on website traffic that rarely converts.

Here are five reasons why your Google Business Profile delivers better results than your expensive website:

1. Your Google Business Profile Gets Instant Visibility

Your website needs months or years of SEO work to rank on page one. Even then, you're competing against thousands of other websites for the same keywords.

Your Google Business Profile can appear in local searches immediately after optimization. No waiting period. No complex SEO strategy required.

When someone searches for your type of business in your area, your profile can potentially dominate the local listings. That's visibility your website simply cannot match without massive time and money investment.

2. 46% of Google Searches Have Local Intent

Nearly half of all Google searches are people looking for local businesses. These are your ideal customers actively seeking what you offer.

Your website competes nationally against every business in your industry. Your Google Business Profile only competes locally against businesses in your immediate area.

Local searches are easier to win. The competition is smaller. The customers are closer. And they're ready to buy from someone nearby.

3. Zero Click Searches Are Becoming the Norm

Most users now get the information they need directly from Google search results. They don't visit websites anymore.

Your Google Business Profile provides phone numbers, business hours, directions, and customer reviews right in the search results. Customers can call you, get directions, or check your availability without ever clicking through to your website.

Your website requires multiple clicks and page loads. Your Google Business Profile gives customers what they need instantly. Speed wins in today's market.

4. Google Business Profile Results Push Your Website Down

Here's what your web designer really doesn't want you to know: Google Business Profile listings appear above organic website results—and they absolutely dominate user attention.

When someone searches for your services locally, they might see Google Ads first (for some industries), then the Google Maps pack with local businesses, then the "People Also Ask" section. Your website? It's pushed way down the page in the organic results.

The numbers tell a stark story: the Google Local Pack captures 42-44% of all clicks from local searches, compared to just 29% for organic results **[1]**. Even more telling, 68% of searchers prefer the local 3-Pack over organic listings below it **[2]**.

Most people never scroll past the local results—they take action immediately. 70% of mobile searchers use click-to-call buttons when they're available **[3]**, and those phone calls convert at 30-50%, compared to just 1-2% for website clicks **[4]**.

If your Google Business Profile isn't optimized, that call goes to your competitor instead—along with the majority of potential customers who never even see your website.

5. Free Google Ads Equivalent

Google Ads can cost hundreds or even thousands per month depending on your industry. Your Google Business Profile gives you premium placement in search results for free.

A well-optimized profile appears in the coveted Maps pack shown for relevant searches. This prime placement would cost thousands in advertising.

Your website needs expensive ads or months of SEO to get similar visibility. Your Google Business Profile can get you there immediately, without ongoing advertising costs.

But Do I Still Need A Website?

Your Google Business Profile is where the action happens. It's where customers discover you, evaluate you against competitors, and decide to contact you.

Your website still plays an important role - but as a supporting actor. It adds trust and credibility signals that Google values, and every page should be optimized to help your Google Business Profile rank higher in local searches.

The question isn't whether you need a website. The question is: why invest more in your website than the platform that actually drives customers to your door?

© Copyright 2025.

LocalExposure [A division of SalesResults Digital Marketing (Pty) Ltd].

All rights reserved.

Sources:

[1] [BrightLocal Local Consumer Review Survey](#)

[2] [Local SEO Statistics - Sterling Sky](#)

[3] [Google Mobile Search Statistics](#)

[4] [Phone Call Conversion Rate Statistics - BIA/Kelsey Research](#)