

Performance Metrics Explained

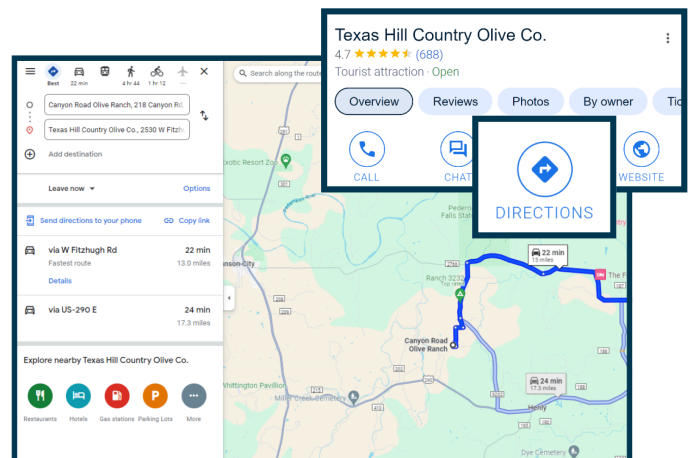
Total Locations: Number of locations represented in the reporting metrics.

Total Actions: Total of any and all user actions in the Google Business Profile, including calls, bookings, website clicks, messages, etc.

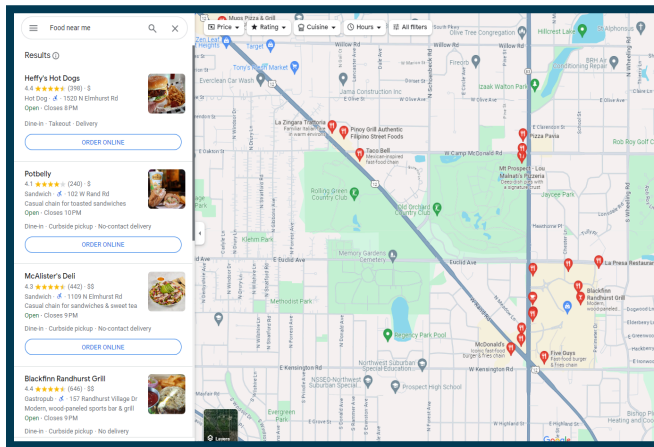
Website Visits: Total number of user clicks to the website link on your Google Business Profile.

Mobile Calls: Total number of clicks to the call button on your Google Business Profile. (Note: This metric records direct clicks of the call button only - phone calls initiated by users manually are not included in the Mobile Call count and must be tracked through a tracking phone number.)

Driving Directions: Total number of *unique* customers who have clicked the Driving Directions button to request directions to the business location. (Note: The metric discounts repeat visitors, multi-tapping, direction request cancellation, and spam.)



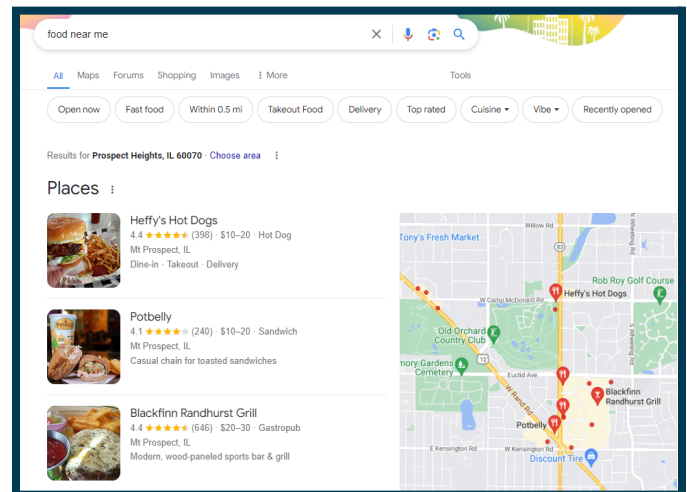
Listing Views: Total number of *unique* customer views to a Google Business Profile. (Note: unique views are defined as one view per customer per day.)



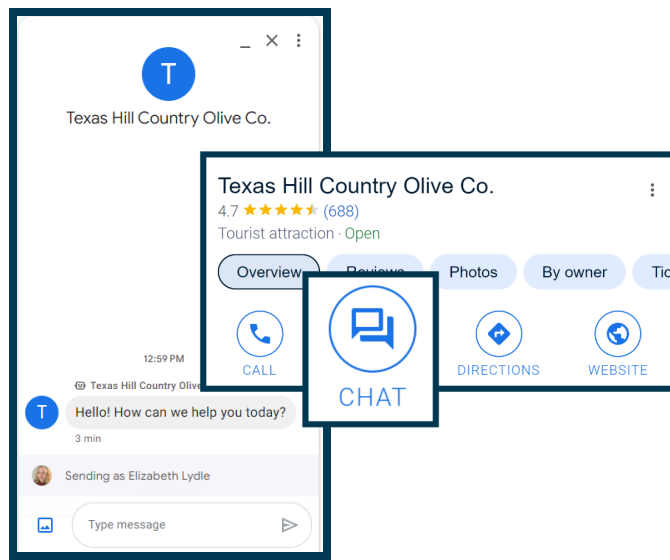
Google Maps - Desktop: Total number of customer views to a Google Business Profile via Google Maps using a desktop.

Google Maps - Mobile: Total number of customer views to a Google Business Profile via Google Maps using a mobile device.

Google Search - Desktop: Total number of customer views to a Google Business Profile via Google Search using a desktop



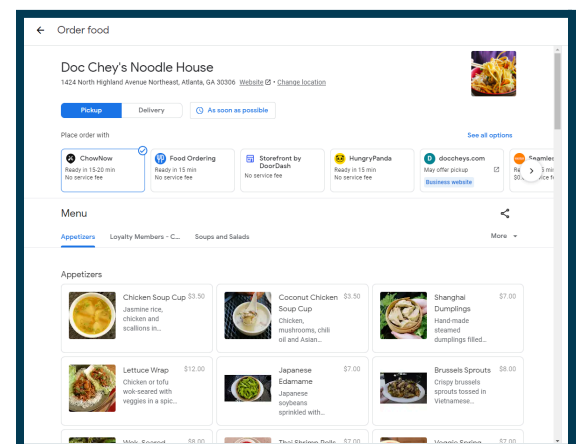
Google Search - Mobile: Total number of customer views to a Google Business Profile via Google Search using a mobile device.



Conversations: Total number of unique conversations through messaging on a Google Business Profile.

Bookings: Total number of completed bookings by customers. (Note: bookings are available for specific industries only. To get data for this metric, set up bookings through a provider.)

Food Orders: Total number of food orders placed for pickup or delivery directly from the Google Business Profile. (Note: Food Orders are available for specific industries only. Review Order with Google providers.)



Food Menu Clicks: Total number of clicks on the menu content per user per day, including menu photos, menu URLs, and structured menu data on the Google Business Profile.