

SPECIAL REPORT

Industry benchmarks for Google Business Profile metrics in 2023

Internal measurements alone only paint a fragment of the full-picture needed to evaluate your marketing strategies. DAC is here to help with that.



Every industry struggles with the question,

"Are we meeting standards?"



Internal measurements alone offer limited insights without comparing to competitor data, or without taking into account industry-wide trends. A business might perform worse than the previous year but still outshine its closest rival, signifying success in a broader sense.

Using industry standards and benchmarks is crucial to knowing whether an upward or downward trend is due to your business's own practices or if it's an inevitable, industry-wide phenomenon.

How we sliced and diced our data sets

- 1 _____
One set analyzes quarter over quarter data from Q4 2022 to Q1 2023.
- 2 _____
The second set analyzes year over year data from Q1 2022 to Q1 2023.
- 3 _____
This data is only includes clients within the US, Canada, and Europe.

Important caveats

DAC does not have access to every business in every category and we can only benchmark data against our own clients, with whom we have access. We do not claim that these industry benchmarks are anything beyond directional in nature.

DAC covers a large breadth of industries, but some will inevitably be more niche than others. Our data will bias towards the industries more prominent in the US, Canada, and Europe and will also exclude those seen as non-representative of an industry due to insufficient volume or outlying results.

Q4 2022 – Q1 2023 GBP weighted customer actions: -1.72%

- Website visits: 5.56%
- Calls: -2.79%
- Directions: -1.41%
- Impressions: -2.40%

Year over year GBP weighted customer actions: 2.40%

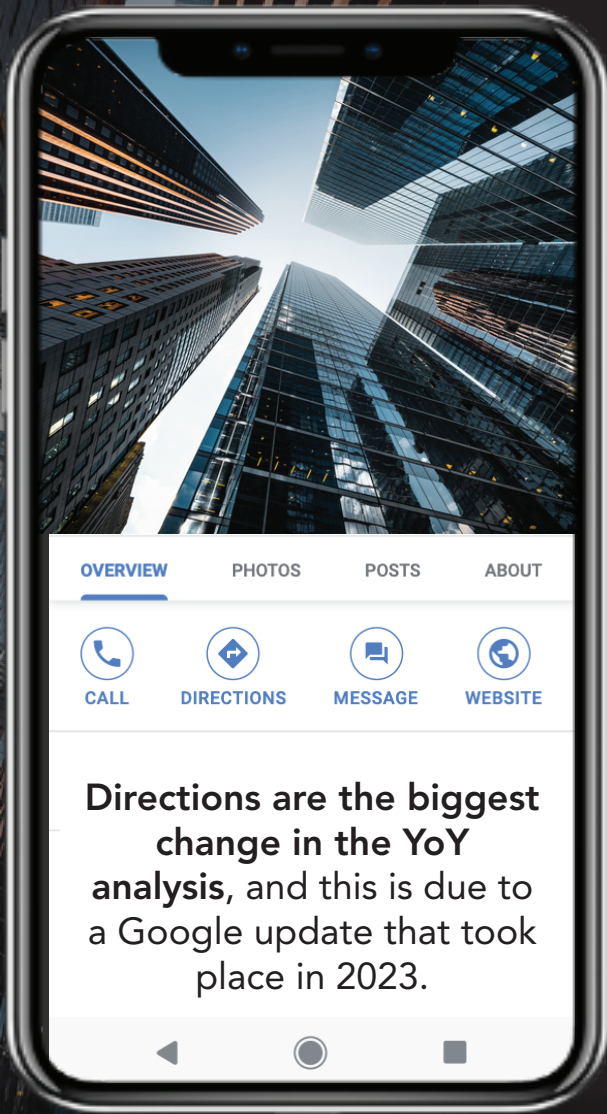
- Website visits: -4.87%
- Calls: -1.00%
- Directions: 12.16%*
- Impressions: 1.78%

GBP insight benchmarks

“The year-over-year data seems to contradict the quarterly data. This is, however, due to the fact these are very different time frames, and a Google change heavily altered how direction requests were measured.”

High Level considerations for GBP data

When looking at Google Business Profile data, the key performance indicators we evaluated were the customer actions of website visits, direction requests, phone calls, and total impressions regardless of interaction. Within these KPIs, we also weighted our scores to base them on actions per listing rather than totals.



Google changed the way it measures driving direction requests. As such, many businesses will have inflated and incomparable driving directions data in 2023 compared to previous years.

Some of DAC's clients saw driving directions rise by 15X YoY, despite retaining a steady number of customers.

This change is going to bias data for many businesses, and if your business is trying to understand this shift, know that you aren't alone.

Despite this change, driving directions still somehow managed to decrease between Q4 in 2022 and the inflated numbers of Q1 in 2023. This shows how strong seasonality is for many industries. The holiday season shows a massive change in consumer behavior compared to the rest of the year, and although some businesses do not feel this effect, those that do feel it drastically.

The previous numbers covered averages across every industry, but the tables to come show the data more granularly.

With the customer experience changing drastically between types of businesses, the following table contains the benchmarks that businesses should measure themselves against. The biggest winners are highlighted in **green**, while the biggest losers are marked in **orange**. In addition, those with unique insights are marked in **blue**.

Quarter Over Quarter Percentage Change [Q4 2022 - Q1 2023]

INDUSTRY	GBP WEBSITE VISITS	GBP DIRECTION REQUESTS	GBP PHONE CALLS	TOTAL CUSTOMER ACTIONS	TOTAL IMPRESSIONS
Agriculture	57.13%	36.23%	84.25%	44.48%	17.02%
Alcohol	-35.95%	-21.92%	-35.37%	-27.22%	-35.05%
Auto Repair	100.25%	-7.37%	-10.57%	-7.95%	-26.49%
Auto Sales	18.68%	14.71%	33.19%	26.27%	16.03%
Business Services	8.84%	-2.00%	-4.27%	1.41%	4.46%
Construction	41.46%	-3.80%	-13.42%	1.72%	22.15%
Convenience Stores	-8.67%	-3.18%	-12.48%	-5.47%	2.79%
Dentist	16.43%	3.73%	9.54%	8.92%	11.39%
Department Store	-11.33%	-7.82%	-15.98%	-10.61%	-16.97%
Education	12.73%	1.35%	10.96%	3.59%	12.28%
Energy	-23.48%	-6.61%	-17.64%	-17.18%	-13.74%
Entertainment	43.21%	24.92%	51.38%	38.06%	3.35%
Financial Services	17.26%	0.58%	12.44%	0.88%	-2.27%
Fitness	20.02%	23.99%	17.20%	20.78%	25.71%
Funeral Homes	-1.02%	-9.97%	-7.41%	-3.08%	1.04%
Gambling	-0.90%	-3.83%	-14.25%	-4.45%	-0.94%
Gas Stations	-11.11%	-6.21%	-13.93%	-7.68%	-20.80%
Grocery Store	-11.66%	-4.86%	-25.99%	-11.65%	-19.63%

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Continued: Quarter Over Quarter Percentage Change [Q4 2022 - Q1 2023]

INDUSTRY	GBP WEBSITE VISITS	GBP DIRECTION REQUESTS	GBP PHONE CALLS	TOTAL CUSTOMER ACTIONS	TOTAL IMPRESSIONS
Healthcare	-17.14%	-3.69%	-9.95%	-9.05%	-19.66%
Home Services	-1.76%	1.13%	-17.86%	-8.29%	-5.66%
Hospitality	12.13%	5.77%	-0.27%	7.27%	44.38%
Industrial Parts	18.35%	1.53%	2.70%	5.27%	9.44%
Insurance	12.41%	0.30%	8.77%	6.25%	28.65%
Law	16.63%	-3.93%	10.46%	-1.42%	10.68%
Marijuana	0.53%	-8.21%	-15.23%	-6.55%	-10.07%
Marketing	37.74%	19.27%	36.60%	21.90%	17.18%
Pharmacy	-33.28%	-18.16%	-25.27%	-25.26%	-31.48%
Real Estate	15.94%	-0.17%	7.81%	9.82%	11.34%
Restaurants	12.21%	4.06%	-0.25%	5.07%	6.33%
Retail	-24.25%	-12.61%	-21.48%	-19.25%	-34.29%
Technology	-43.74%	-11.86%	-49.55%	-37.05%	-36.90%
Transportation	-53.90%	-48.61%	-56.59%	-53.54%	-49.01%
Waste Management	-0.15%	0.73%	-9.45%	-2.77%	-0.29%
TOTAL	183.61%	-46.53%	-91.91%	-56.82%	-79.04%
AVERAGE	5.56%	-1.41%	-2.79%	-1.72%	-2.40%



The story of metrics between Q4 and Q1 is the story of seasonality.

The biggest winners were those who have a slower season during the holidays and gain clients at the beginning of the new fiscal quarter. Auto shops need to start repairing the damages that come from winter driving; agriculture begins its crop planning for the first thaw of spring; and entertainment and hospitality venues gain clients who are now returning to their normal schedules, but still seek reprieve from the cold.

The biggest losers are those who lost the benefits gained by the holidays in Q4. Retail and technology lose their boost in sales, while couriers and other transportation industries have fewer people and products to transport. The pharmacy industry seems unconnected, but those who recognize the industry's offerings outside of medication know that gift bundles, makeup, and beauty products are a massive portion of pharmacy offerings.

While the data doesn't show anything unexpected, it does show how your industry can measure its own changes quarter over quarter. You must always be able to tell if your gains and losses are in tune with others in your industry or if something else is going on.

Year Over Year Percentage Change [Q1 2022 - Q1 2023]

INDUSTRY	GBP WEBSITE VISITS	GBP DIRECTION REQUESTS	GBP PHONE CALLS	TOTAL CUSTOMER ACTIONS	TOTAL IMPRESSIONS
Agriculture	38.62%	33.33%	64.37%	37.26%	35.38%
Alcohol	-20.72%	17.00%	-34.00%	-2.59%	-11.75%
Auto Repair	-22.21%	5.30%	-13.72%	-11.84%	-25.35%
Auto Sales	29.96%	52.99%	50.75%	48.97%	40.57%
Business Services	-1.24%	1.11%	3.51%	0.68%	-10.53%
Construction	10.30%	4.82%	-10.31%	2.59%	1.74%
Convenience Stores	-19.37%	7.74%	-10.13%	1.71%	49.54%
Dentist	2.85%	7.44%	-1.24%	1.93%	3.60%
Department Store	-29.20%	7.34%	-20.39%	-13.15%	-18.51%
Education	-27.27%	2.33%	-16.66%	-7.08%	-2.10%
Energy	-38.94%	-4.22%	-35.01%	-28.60%	-31.96%
Entertainment	-11.15%	9.81%	-3.93%	-5.20%	-24.97%
Financial Services	106.62%	33.31%	11.78%	27.07%	-4.44%
Fitness	7.77%	58.79%	1.23%	26.82%	34.31%
Funeral Homes	-5.15%	34.03%	-16.83%	-0.34%	2.68%
Gambling	21.88%	12.91%	-0.78%	12.57%	-3.91%
Gas Stations	-26.88%	0.90%	-19.61%	-4.50%	-25.57%
Grocery Stores	-9.26%	22.49%	-14.17%	2.91%	12.14%

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Continued: Year Over Year Percentage Change [Q1 2022 - Q1 2023]

INDUSTRY	GBP WEBSITE VISITS	GBP DIRECTION REQUESTS	GBP PHONE CALLS	TOTAL CUSTOMER ACTIONS	TOTAL IMPRESSIONS
Healthcare	-19.04%	9.24%	19.71%	-0.48%	-14.92%
Home Services	-9.24%	-22.06%	-11.42%	-22.66%	-8.61%
Hospitality	21.60%	50.81%	40.85%	38.90%	139.72%
Industrial Parts	-10.08%	5.61%	-15.55%	-6.10%	-11.45%
Insurance	8.55%	8.51%	9.60%	9.49%	34.08%
Law	-7.13%	7.96%	0.28%	5.67%	-8.21%
Marijuana	17.30%	52.52%	38.81%	38.88%	34.06%
Marketing	12.25%	8.60%	39.01%	8.04%	-13.06%
Pharmacy	-43.29%	5.20%	-29.64%	-26.26%	-32.17%
Real Estate	-15.76%	7.22%	-4.81%	-8.92%	-17.73%
Restaurants	3.96%	27.47%	-13.56%	11.12%	47.23%
Retail	-20.39%	12.35%	-12.00%	-5.72%	-24.62%
Technology	-24.10%	10.75%	0.42%	-1.78%	-25.45%
Transportation	-58.39%	-33.93%	-2.03%	-20.42%	-39.67%
Waste Management	-23.42%	-56.35%	-27.68%	-29.66%	-21.45%
TOTAL	160.56%	401.33%	-33.14%	79.32%	58.60%
AVERAGE	-4.87%	12.16%	-1.00%	2.40%	1.78%

The year-over-year data gives a much more accurate depiction of industry trends in 2023.

The genuine winners this year are few, with two of the three prevailing due to Google updates. Hospitality is the biggest winner by far and this comes from a combination of travel recovering from COVID and Google's hard push to work as a hotel-booking platform. Numerous updates came from Google amid COVID as the search giant tested its hotel and flight booking features. Now in 2023, its hospitality features have become a full suite with price comparisons, hotel reviews, attraction highlights, and a multitude of other features intended to compete with Trip Advisor.

The biggest losers include those that not only suffered seasonal declines but also shrunk year over year. Pharmacies saw a massive boom during COVID, but that trend has long since died off. Similarly, the related industries of gas stations, energy, and transportation all saw a dive.

There are also several industries worth noting that could not simply be called winners or losers. There is more to the story than numbers going up or down and some of these middling results reveal more interesting information than stagnation. For instance, convenience stores show a substantive rise in impressions, yet it's not translating to customer actions.

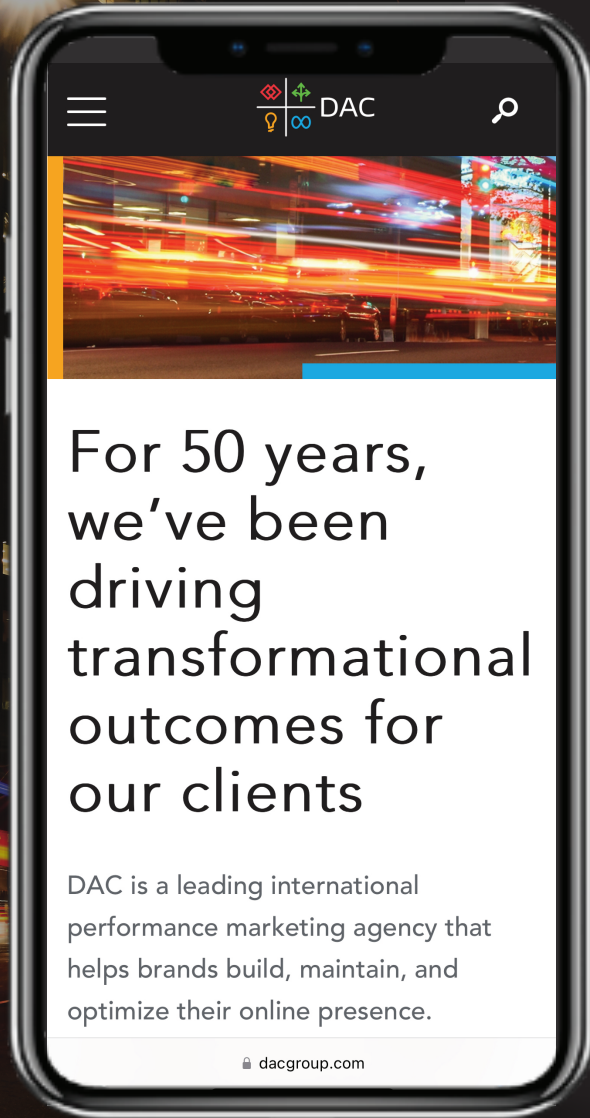


So, what does this mean for your business?

For those that have remained on the up and up with their online listings, **now is the time to compare how your business is doing compared to the rest of your industry.** A sample size of just one brand does not give reliable data and every business must compare itself against others to know if it is operating as well as it could be.

You must also pay attention to the type of actions your customers take and not just the overall numbers on your KPIs. With the 2023 Google update giving an unrealistic increase to the direction requests metric, any data derived from it must be taken judiciously. If your total impressions stagnate or see a slight increase, direction requests may hide the fact the numbers are actually going down. You must compare impressions to your customers' actions. If they appear to be contradictory, inflated direction requests may be to blame.

If, however, impressions and customer actions are both spiraling downwards, that is an even worse sign.



If you are a business owner and you do not see your industry represented in this report, or you desire a more detailed breakdown than we have laid out, [get in touch](#) and we can provide you even greater insights.

Let's talk



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Kyle Harris is director of local optimization at DAC. With over a decade of digital marketing experience, he has helped hundreds of brands find success in local search. As a Google Business Profile expert, he has helped brands navigate the complex local SEO landscape. Managing a team focused on producing hyperlocal digital marketing strategies, he has brought success to businesses globally.



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Zoran Dobrijevic is a long-time manager of Local Optimization at DAC. Along with knowledge garnered through years of experience, he regularly performs meta-analysis using the data available through DAC's tens of thousands of managed listings. Using not only the SEO news available to the public, Zoran ensures the unique research only internally available to leading optimization experts is collected and presented to all those interested in the field.