



Report date: 1/1/17 – 12/31/17

Compared to 1/1/16 – 12/31/16

Duration: 365 days

# Your Google My Business Insights report

## Direct queries

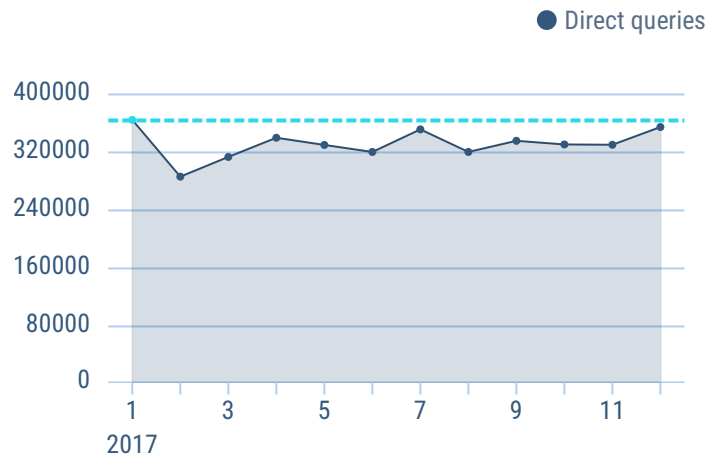
The number of times the resource was shown when searching for the location directly.



4 122 382  
Queries

-2.05%  
Previous:  
4 208 467

Location: Whatagraph



## Indirect queries

The number of times the resource was shown as a result of a categorical search (for example, restaurant).



11 800  
Queries

-22.80%  
Previous:  
15 285

Location: Whatagraph

## Website actions

The number of times the website was clicked.



10 837  
Actions

+24.43%  
Previous:  
8 709

Location: Whatagraph

## Map views

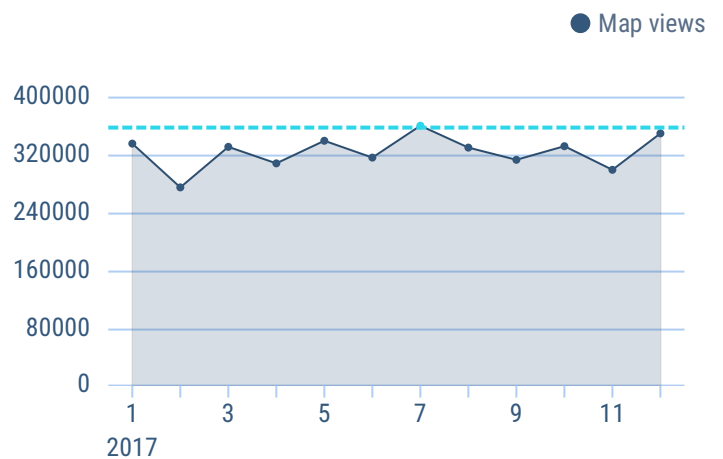
The number of times the resource was viewed on Google Maps.



4 038 506  
Views

-1.48%  
Previous:  
4 099 229

Location: Whatagraph



## Phone actions

The number of times the phone number was clicked.



15 617  
Actions

+63.41%  
Previous:  
9 557

 Location: Whatagraph


## Driving direction actions

The number of times driving directions were requested.



11 616  
Actions

-16.46%  
Previous:  
13 904

 Location: Whatagraph

## Search views

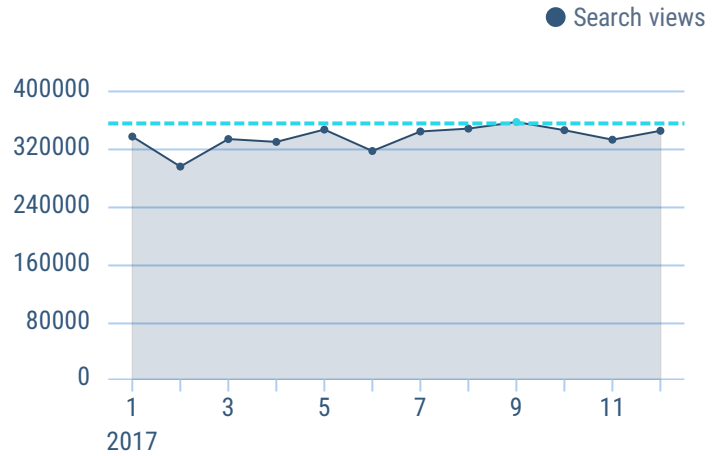
The number of times the resource was viewed on Google Search.



4 180 933  
Views

+1%  
Previous:  
4 139 647

 Location: Whatagraph



## Merchant photo views

The number of views on photos uploaded by the merchant.



10 397  
Views

-27.10%  
Previous:  
14 262

 Location: Whatagraph

## Merchant photos count

The total number of photos that are currently live that have been uploaded by the merchant.



8 825  
Photos

-43.09%  
Previous:  
15 508

 Location: Whatagraph

## Local post search views

The number of times the local post was viewed on Google Search.



11 529  
Views

+4.67%  
Previous:  
11 015

 Location: Whatagraph

## Local post call-to-action count

The number of times the call to action button was clicked.



10 834  
Clicks

+28.70%  
Previous:  
8 418

 Location: Whatagraph