

## Google My Business Monthly Report

### Direct queries

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



2,450  
Queries

### Indirect queries

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



3,094  
Indirect queries

### Map views

The number of times the resource was viewed on Google Maps



4,435  
Views

### Search views

The number of times the resource was viewed on Google Search



3,268  
Views

### Website actions

The number of times the website was clicked



588  
Website actions

### Phone actions

The number of times the phone number was clicked



194  
Phone actions

### Driving direction actions

The number of times driving directions were requested



274  
Driving direction actions

## Merchant photo views

The number of views on photos uploaded by the merchant



11,484  
Merchant photo views

## Merchant photo count

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



22  
Merchant photo count

## Local post search views

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



946  
Local post search views

## Local post call-to-action count

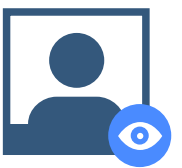
The number of times the call to action button was clicked



0  
Local post CTA count

## Customer photo views

The number of views on media items uploaded by customers



30,829  
Customer photo views

## Customer photo count

The total number of media items that are currently live that have been uploaded by customers



74  
Customer photo count

## Total photo views

The total number of views on uploaded media items



42,313  
Total photo views

## Total photo count

The total number of media items that are currently live



96  
Total photo count