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# GOOGLE JUST CONNECTED YOUR BUSINESS PROFILE TO ANALYTICS:

## Here's What Home Services Owners Should Actually Do About It



### MARKETING TIPS

By Brandon Rost,  
CEO, beMarketing

### The Era of Unified Local Data

For years, a massive blind spot has existed between the late-night emergency service calls on your Google Business Profile and the traffic reports in your website analytics. Now, a new native integration finally bridges that gap, pulling vital local interactions like direct calls, direction requests, and bookings right into your main reporting dashboard.

### The Power of the Profile Conversion

Home service businesses thrive on immediate intent, meaning a frantic phone call straight from a search result is the ultimate conversion. Previously, these critical

local actions were siloed away from your primary web analytics, forcing owners to guess how local demand truly translated into booked jobs. Bringing this activity into the same view as your paid campaigns paints an **honest, comprehensive picture** of your true customer acquisition.

### Aggregation is the Catch

While this update is a massive win for single-location contractors, multi-market operators need to tread carefully before abandoning their old dashboards. Linking multiple profiles results in **completely aggregated data**, stripping away your ability to filter performance by individual service areas. Rely on this new feature for spotting recent, high-level trends, but understand that serious location-by-location reporting still requires dedicated data exports.

# be Marketing

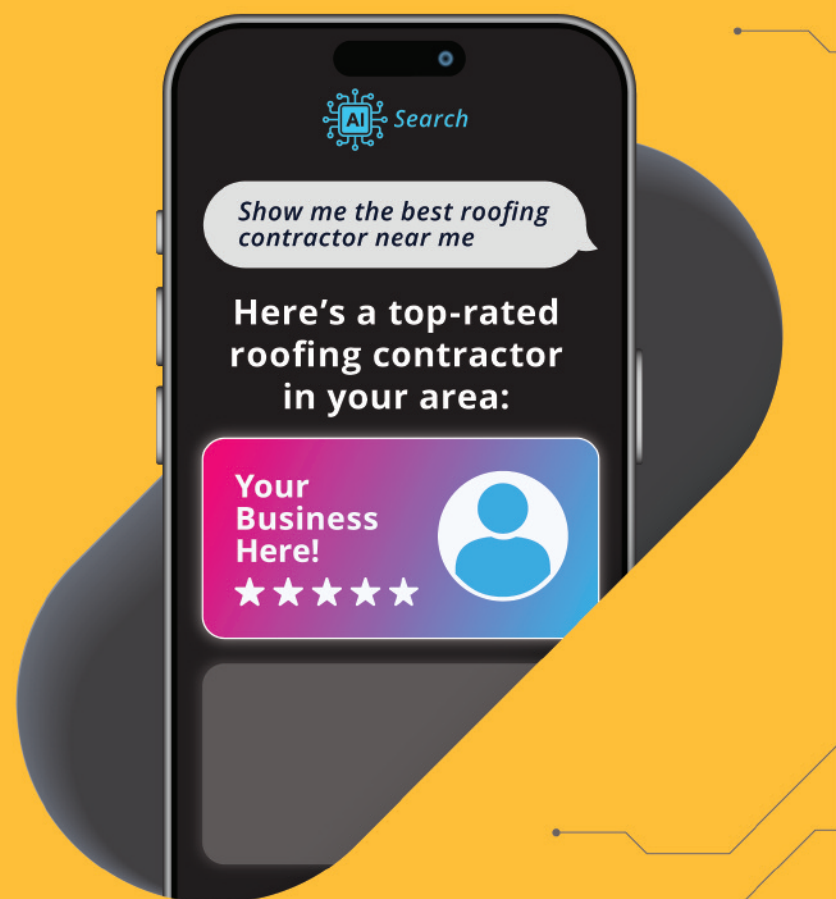
## AI Search is Here. Are You Ready?

Tools like Google's AI Overviews, ChatGPT, and Gemini are giving homeowners direct answers instead of a simple list of links.

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## Double Down on Strategic Tracking

If you manage a single storefront or service area, activating this consolidated view is a free, simple upgrade that you should implement immediately. For larger operations, turn on the integration to monitor broad performance, but **retain your specialized local tracking tools** to guide your location-level budget decisions. Ultimately, failing to measure profile interactions alongside web traffic means you are making business-critical choices using incomplete data.

## The Bottom Line

Google has simplified the tracking landscape for independent operators, but this native link is not the complete attribution solution that complex, multi-location businesses require. The home service brands that win will be the ones that leverage this new visibility while continuing to rigorously track the exact local actions that drive their revenue. Ensuring your current setup captures every call and direction request is the exact conversation you need to have before your next budget cycle begins.



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