



Email two guide-know your audience

Here's how you can start identifying your audience:

1. **Use Google Analytics:** Learn about the age, location, and preferences of those who search for your spa.
2. **Conduct Client Surveys:** Ask your current clients what they love about your services and what they'd like to see.
3. **Analyze Trends in Your Area:** What are people searching for locally? Use tools like Google Trends to discover what's popular.

Insights You Can Use from GBP:

1. Search Queries:

- Find out what people are searching for when they discover your business. These queries give clues about what services or treatments are in demand.

2. Customer Actions:

- GBP tracks actions like calls, website visits, and direction requests. If many users are requesting directions, it could indicate that local visibility is a key driver.

3. Where Your Customers View Your Business on Google:

- GBP shows whether users find you through Google Search or Maps. This information can help refine your local SEO strategy.

4. Photo Views and Performance:

- Which photos are viewed the most? This can highlight what aspects of your spa customers find appealing (e.g., ambiance, specific services).

5. Popular Times and Visits:

- The "Popular times" section shows when people frequently visit your business, giving you insight into peak hours and client behavior.

6. Demographics Through Reviews and Feedback:

- While not directly shown, client reviews can offer insights into your audience's age group or preferences. For example, comments like "great for moms" or "perfect for professionals" hint at demographics.

