

Rhino Web Studios Responds to Upcoming Discontinuation of Google Business Profile Websites

NEW ORLEANS, LOUISIANA, USA, February 26, 2024 /EINPresswire.com/ -- In light of the forthcoming changes announced by Google, concerning the discontinuation of websites created through Google Business Profiles, [Rhino Web Studios](#) is taking proactive steps to assist businesses in transitioning to new, independent web solutions. Scheduled for March 2024, this shift underscores the need for businesses to adapt to the evolving digital landscape to maintain and enhance their online presence.

Google Business Profile websites, known for providing a basic online presence by leveraging business profile information, will cease to exist as standalone entities. [By March, domains ending in business.site or negocio.site will be removed](#) from Google Business Profiles, redirecting customers to the Business Profile on Google until June 10, 2024, after which, attempts to access these sites will result in a "page not found" error.



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Brett Thomas

[Brett Thomas](#), owner of Rhino Web Studios, emphasizes the significance of this update for businesses utilizing Google's simplified web solutions. "This development serves as a critical wake-up call for businesses to reassess their online strategies. The discontinuation of Google Business Profile websites presents an opportunity for businesses to explore more robust, flexible web solutions that fully represent their brand and meet the dynamic

needs of their audience."

The transition away from Google Business Profile websites highlights the importance of having a standalone website. Such platforms offer businesses the ability to customize their online presence, providing a comprehensive, user-friendly experience. This shift is not just about maintaining an online presence but enhancing it to reflect the unique identity and values of a business.

Rhino Web Studios, known for its expertise in developing bespoke web solutions, stands ready to assist businesses affected by this update. The studio's approach focuses on creating websites that are not only visually appealing but also optimized for performance, accessibility, and user engagement. Thomas points out, "In an era where digital presence is synonymous with business identity, having a website that accurately portrays your brand and effectively engages your audience is paramount. This is where Rhino Web Studios can make a significant difference."

For businesses without a website outside the Google Business Profile ecosystem, this period of transition is crucial. It's an opportunity to reevaluate online marketing strategies, ensuring that the digital face of the business aligns with its mission, values, and the expectations of its target audience. Rhino Web Studios is committed to guiding businesses through this process, ensuring a seamless transition to a standalone website that not only addresses the immediate need but sets the foundation for future growth and success online.

The discontinuation of Google Business Profile websites marks a pivotal moment for businesses to enhance their digital footprint. Rhino Web Studios offers the expertise and resources needed to navigate this transition. With a focus on creating custom websites that resonate with a business's target audience, Rhino Web Studios ensures that each client's digital presence is not just preserved but elevated.

As businesses prepare for the changes ahead, Rhino Web Studios remains a valuable partner, offering insights, support, and cutting-edge solutions to meet the challenges of an ever-evolving digital landscape. Businesses interested in exploring how Rhino Web Studios can assist in enhancing their online presence are encouraged to reach out for a consultation.

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