



THE GOOGLE BUSINESS PROFILE GUIDE

A practical local visibility guide to help customers find, trust, and contact your business on Google.

SET UP • OPTIMIZE • POST • REVIEW • GROW

Who this guide is for

Local service businesses, storefronts, professionals, contractors, restaurants, and organizations that want a stronger and more consistent presence in Google Search and Maps.

Prepared by Inspirativo Agency

Helping local businesses build, grow, and succeed.

• **START HERE**

Your Google Business Profile Roadmap

Follow these phases in order. Each step strengthens the next.

1. Confirm the foundation Use the correct business name, phone number, website, hours, service area, and location details.	2. Choose the right categories Select the primary category that best describes the main service customers hire you for.
3. Complete every useful section Add services, products, attributes, descriptions, photos, booking links, and contact options.	4. Build trust Collect and respond to reviews, publish real photos, and keep customer-facing information accurate.
5. Stay active Post updates, offers, events, completed work, FAQs, and seasonal reminders consistently.	6. Measure and improve Review calls, website visits, directions, messages, search terms, and lead quality.

Important

A complete profile does not guarantee rankings. It improves clarity, trust, and the likelihood that Google and potential customers understand your business.

• PROFILE SETUP

Build the Profile Correctly

Small setup errors can create confusion, verification issues, or inconsistent customer experiences.

Core information checklist

■ Business name matches real-world branding and signage	■ Primary phone number reaches the business directly
■ Website link opens the most relevant page	■ Hours are accurate, including holidays and special hours
■ Address or service-area settings match how the business operates	■ Business description explains who you help, what you provide, and where you serve
■ Opening date is accurate	■ Appointment, menu, order, or booking links are added when relevant

Avoid these common setup mistakes

Keyword stuffing the business name Do not add cities, services, or slogans unless they are genuinely part of the real-world business name.	Using the wrong address type Service-area businesses should not display an address where customers are not served.
Creating duplicate profiles Duplicate listings can divide reviews, confuse customers, and complicate management.	Using inconsistent contact details Keep your phone, website, name, and address consistent across major online listings.

• RELEVANCE

Categories, Services, and Service Areas

Help Google and customers quickly understand what your business does.

Choose your primary category strategically

Your primary category should reflect the main service or business type that produces the most important leads. Add secondary categories only when they represent services you genuinely provide.

Example

A remodeling company may use a remodeling-focused primary category and add relevant secondary categories for bathroom remodeling, kitchen remodeling, painting, or handyman services when available and accurate.

Service optimization worksheet

Main service	Customer wording	Best destination page

Service-area tip

Choose areas you can realistically serve. A large service area does not automatically create stronger visibility in every city.

• CONVERSION

Optimize the Profile to Generate Leads

A strong profile should answer the questions customers ask before calling.

Business description Explain what you do, who you serve, where you work, and what makes your process different. Keep it clear and natural.	Services and products Create helpful service entries with accurate names, short descriptions, and pricing only when appropriate.
Calls to action Use the correct website, appointment, order, menu, or booking links so customers reach the right next step.	Attributes Select accurate features such as accessibility, service options, appointment requirements, and business-owned attributes.
Questions and answers Prepare concise answers to common customer questions about pricing, timing, estimates, service areas, and policies.	Trust signals Use authentic photos, current reviews, accurate hours, professional branding, and consistent contact information.

Profile description formula

Simple formula [Business name] helps [type of customer] with [main services] in [primary service area]. We are known for [trust factor or differentiator]. Contact us for [next step].

• VISUAL TRUST

Photos and Videos That Help Customers Decide

Real, current images usually communicate more trust than generic stock photos.

Recommended photo categories

■ Exterior or storefront	■ Interior or workspace
■ Team members	■ Owner or leadership
■ Products or completed work	■ Before-and-after examples
■ Customer experience	■ Vehicles, equipment, or tools
■ Signs and branded materials	■ Short vertical videos

Use clear, well-lit images

Avoid blurry, dark, over-filtered, or heavily compressed photos.

Show the real business

Photos should accurately represent the location, team, products, services, and customer experience.

Add regularly

A steady flow of current images helps the profile feel active and trustworthy.

Protect customer privacy

Get permission before posting identifiable customers, private documents, addresses, or sensitive information.

File naming

Use descriptive filenames before uploading, such as **westchester-kitchen-remodeling-project.jpg**. Keep alt text on your website factual and useful rather than stuffed with keywords.

• REPUTATION

Build a Review System

Reviews are strongest when they come from real customers through a repeatable, ethical process.

Simple review request workflow

1. Ask at the right moment Request a review after a successful service, positive conversation, completed project, or resolved issue.	2. Make it easy Send the direct review link by text or email with a short, personal message.
3. Never script the rating Ask for honest feedback. Do not require a five-star review or offer prohibited incentives.	4. Respond professionally Thank positive reviewers and address concerns calmly without exposing private customer details.

Review response templates

Positive review	Thank you, [Name]. We appreciate you choosing [Business Name] for [service]. We are glad you had a positive experience and look forward to helping again.
Critical review	Thank you for sharing your feedback. We are sorry your experience did not meet expectations. Please contact us at [phone/email] so we can review the situation and work toward a resolution.

• CONSISTENCY

What to Post on Your Google Profile

Use posts to show activity, answer questions, and give customers a reason to take the next step.

A simple four-week posting plan

Week	Post idea	Suggested CTA
1	Featured service or product	Learn more / Call now
2	Recent project, result, or customer story	View project / Get estimate
3	Educational tip or frequently asked question	Read more / Contact us
4	Offer, seasonal reminder, event, or availability update	Book / Order / Schedule

Post checklist

■ One clear topic	■ Real image or branded graphic
■ Strong first sentence	■ Useful customer information
■ Accurate offer details and expiration dates	■ One clear call to action

Consistency goal

Start with one useful post per week. A realistic schedule maintained for months is better than posting heavily for one week and then stopping.

• LOCAL VISIBILITY

What Influences Local Performance

Local visibility is influenced by multiple signals, not one isolated tactic.

Relevance How closely the profile, categories, services, website, and content match what the customer is searching for.	Distance How close the business is to the searcher or the location used in the search.
Prominence How established and trustworthy the business appears across reviews, links, mentions, listings, and overall web presence.	Website quality Clear service pages, local relevance, mobile usability, speed, conversion paths, and helpful content support the profile.
Listing consistency Accurate business information across important directories reduces confusion.	Customer experience Calls answered, messages returned, reviews managed, and accurate expectations all support real business growth.

Avoid shortcuts

Do not rely on fake reviews, fabricated locations, duplicate profiles, misleading business names, or copied content. These tactics can create customer distrust and profile problems.

• MAINTENANCE

Your Monthly Google Profile Checklist

Use this page every month to keep the profile accurate, active, and useful.

■ Confirm hours and special hours	■ Check phone number, website, booking, and message links
■ Review categories, services, products, and attributes	■ Upload new photos or videos
■ Publish at least four useful posts	■ Request reviews from recent satisfied customers
■ Respond to every appropriate review	■ Check customer questions and answers
■ Review calls, website visits, directions, messages, and search terms	■ Record lead quality and conversions
■ Check for unauthorized profile edits	■ Update offers, pricing, availability, or seasonal information

Monthly performance notes

Top search terms:	
Most-viewed service:	
Calls / messages / bookings:	
Best-performing post or photo:	
Next improvement:	

• NEXT STEP

Turn Your Profile Into a Growth System

Google visibility works best when the profile, website, reviews, content, and follow-up process support one another.

**Inspirativo
Agency can help**

Google Business Profile setup and management, local SEO, website design, content, professional photography, branding, printing, and business growth strategy.

Book a consultation

914-336-0154

info@inspirativoagency.com

www.inspirativoagency.com

Note: Google Business Profile features, eligibility, and interface options may vary by business category, location, and account. Keep all information accurate and follow Google's current policies.