

GOOGLE BUSINESS PROFILE

SETUP & OPTIMISATION

WHY DOES IT MATTER?

For many independent businesses, Google is the first place potential customers look. Your Google Business Profile (GBP) is the shop window of your digital presence — often the deciding factor in whether someone clicks, calls, or buys from you.

An incomplete, outdated, or neglected profile means missed opportunities. A well-optimised one can build trust, boost visibility, and generate the kind of predictable growth you want to see.

This guide walks you through exactly how to set up, optimise, and maintain your Google Business Profile — so it becomes more than just a listing. It becomes a driver of performance and results.

STEP 1: CLAIM AND VERIFY

1. Go to [google.com/business](https://www.google.com/business).
2. Log in with your Google account.
3. Search for your business — if it already exists, claim it. If not, add it as new.
4. Follow the verification steps (usually a postcard, phone, or email code).

Without verification, you can't control your profile or manage how your business appears online.



GOOGLE BUSINESS PROFILE

SETUP & OPTIMISATION

STEP 2: GET THE BASICS RIGHT

Accuracy is everything. Make sure these are complete and consistent:

- **Business name:** Use your official trading name (no extra keywords).
- **Category:** Pick the most accurate main category (e.g. “Car Dealer”, “Marketing Consultant”). Add secondary categories if relevant.
- **Address & service area:** If you have a physical location, list it. If not, use your service area.
- **Contact details:** Add phone number and website.

Consistency across the web boosts both visibility and trust.

STEP 3: ADD BUSINESS INFORMATION

Go beyond the basics to make your profile persuasive:

- **Opening hours:** Keep these up to date, including seasonal changes.
- **Business description:** Write a clear, engaging summary of who you are, what you offer, and what sets you apart.
- **Attributes:** Add relevant details like “Family-owned”, “Wheelchair accessible”, or “Free parking”.

People want to know more than what you sell. They want to know why you’re right for them.

GOOGLE BUSINESS PROFILE

SETUP & OPTIMISATION

STEP 4: SHOWCASE WITH MEDIA

Your photos speak louder than words:

- Add high-quality, current images of your location, products, or team.
- Include your logo and a strong cover photo.
- Keep visuals updated to show you're active and trustworthy.

Listings with photos receive significantly more clicks and enquiries than those without.

STEP 5: ACTIVATE REVIEWS

Reviews are one of the most powerful parts of your profile.

- Ask happy clients to leave you a review.
- Respond to every review — thank the positives, address concerns professionally.
- Never use fake reviews (Google can detect them).

Your review responses are as important as the reviews themselves. They show prospects how you treat your customers.

GOOGLE BUSINESS PROFILE

SETUP & OPTIMISATION

STEP 6: POST REGULAR UPDATES

Stay visible and relevant by posting updates: Share promotions, new services, or key news.

- Share offers, promotions, or new services.
- Announce events or seasonal news.
- Keep posts visual, concise, and action-driven.

Active profiles rank higher, and fresh content keeps your audience engaged.

STEP 7: TRACK PERFORMANCE

Check your profile insights to see how customers engage:

- Calls and website clicks.
- Direction requests.
- Searches that led to your listing.

Link this data with Google Analytics for a complete picture of how your profile contributes to leads and sales.

Small adjustments (like tweaking your description or updating photos) can significantly improve engagement.

GOOGLE BUSINESS PROFILE

SETUP & OPTIMISATION

AVOID THESE COMMON MISTAKES

- Adding extra keywords to your business name.
- Ignoring or deleting negative reviews.
- Using outdated, blurry, or stock photos.
- Setting it up once and never maintaining it.

A neglected profile suggests a neglected business — and your prospects will notice.

TURN YOUR PROFILE INTO A GROWTH MACHINE

Your Google Business Profile is more than a directory listing — it's a proven way to convert visibility into action. By setting it up correctly, optimising it consistently, and using the insights to refine your approach, you'll turn searchers into loyal customers.

If you'd like expert support to make sure your profile — and the rest of your digital marketing — is built for predictable, scalable growth, I'd love to help.

👉 Book your free strategic call today to take the first step towards building a growth strategy rooted in performance.