



Google Business Profile Optimisation Guide

A plain-English guide for small businesses on how to fully optimise a Google Business Profile, collect more reviews and keep it active over time.

Built by SemDev

Why your Google Business Profile matters

For many local businesses, this is one of the first things people see when they search your business name or the service you offer. A strong profile can help you show up more often, build trust faster and generate more enquiries.

1. What a fully optimised Google Business Profile should include

A good profile is not just the bare minimum. It should be complete, accurate and active. The more useful and trustworthy your profile looks, the easier it is for someone to choose you.

A. Correct core business information

- Business name exactly as it is used in real life. Do not add extra keywords to the name.
- Correct address or service area, depending on the type of business.
- Main phone number.
- Website link.
- Correct opening hours, including holiday hours where relevant.
- Main business category and any additional relevant categories.

B. A clear business description

- Write a short description explaining what you do, who you help and where you work.
- Keep it clear and natural. This is not the place for keyword stuffing.
- Mention your main services and service area in normal language.

C. Services and products

- Add your main services individually where possible.
- Add short service descriptions to help people understand what you offer.
- For product-led businesses, add key products as well.

D. Photos and visual proof

- Logo.
- Cover image.
- Photos of your work, team, premises, products or results.
- Before-and-after photos where appropriate and allowed.
- Regularly updated real photos are usually better than generic stock images.

E. Reviews and responses

- A good volume of genuine reviews.
- Recent reviews, not just old ones.
- Replies to reviews, especially positive ones and any negative ones.

F. Extra trust signals

- Questions and answers section kept accurate.
- Posts or updates where useful.
- Booking, call or message options set up if relevant to the business.

2. How to fully optimise your profile step by step

Claim and verify the profile

- Search for your business on Google or Google Maps.
- If the profile already exists, claim it.
- If it does not exist, create it.
- Complete the verification process Google asks for.

Choose the right categories

- Pick the main category that most closely matches your core service.
- Add additional categories only if they genuinely apply.
- Do not try to rank for everything by adding unrelated categories.

Write a strong business description

- Explain what the business does.
- Mention the key services.
- Mention the locations or service area.
- Keep it simple and natural.

Add every relevant service

- Add your all of your services one by one.
- Use wording a customer would actually understand.

- Always include descriptions and if possible pricing.

Upload good photos

- Add a clear logo and cover image.
- Add photos that show the business is real and active.
- Show your work, your premises, your team or your process.
- Keep adding new photos over time.

Add the website and contact methods

- Make sure the website link works.
- Use the correct main phone number.
- If the business takes bookings, messages or appointments, set those up where relevant.
- Make sure all info is aligned with the info on your website. Matching business details are very important.

Check opening hours

- Set your normal hours accurately.
- Update special hours for holidays and temporary changes.
- Nothing damages trust faster than wrong opening hours.

Use the Q&A section properly

- Add and answer common questions if relevant.
- Keep answers short, accurate and helpful.
- Monitor the section in case other people add questions.

Post updates occasionally

- Share updates, offers, service highlights, recent work or announcements.
- This is not the most important ranking factor, but it helps show the profile is active.

Reply to reviews

- Thank people for positive reviews and try to mention the service provided in the response.
- Respond calmly and professionally to negative reviews.
- A business that replies looks more active and trustworthy.

3. Ongoing monthly work that should be done

A Google Business Profile is not something you set up once and forget. The businesses that get the most from it usually keep it active and accurate.

- Check that your business information is still accurate.
- Check that your opening hours are correct.
- Upload a few new real photos. A good target is 1-2 a month
- Ask for new reviews.
- Reply to any new reviews.
- Add or update services if the business offering has changed.
- Check the Questions and Answers section.
- Publish a post or update, a good target is 1-2 updates a month

- Look at insights/performance to see how people are finding you and what actions they are taking.
- Check that the website link, phone number and any booking links still work.

Simple monthly checklist

Task	Why it matters	Done?
Check core details	Keeps the profile accurate	☐
Upload fresh photos	Shows the business is active	☐
Request reviews	Builds trust and keeps the profile fresh	☐
Reply to reviews	Improves trust and engagement	☐
Check questions/answers	Stops wrong information sitting on the profile	☐
Review performance insights	Shows what is working	☐
Post an update	Adds activity and useful information	☐

4. How to get your Google review link

You need to be asking customer for reviews. One of the easiest ways to get more reviews is to make the process as simple as possible. Instead of telling customers to search for your business and work it out themselves, send them your direct review link.

1. Log in to the Google account that manages your Business Profile.
2. Search your business name on Google while logged in.
3. On your profile controls, look for the option such as “Ask for reviews” or “Get more reviews.”
4. Google will provide a short review link that you can copy.
5. Use that link in WhatsApp messages, emails, text messages, invoices and follow-up messages.

Tip: create a simple review request message so you can reuse it every time. The easier you make it, the more likely people are to actually leave a review.

5. Why regularly collecting reviews matters

Reviews are one of the strongest trust signals on a Google Business Profile. They help potential customers feel more confident, and they help show Google that the business is genuine, active and being used by real customers.

- **They build trust:** People want proof before they enquire. Reviews reduce hesitation.
- **They improve click-throughs:** A business with more strong reviews is often more appealing in search results.
- **They keep the profile fresh:** A steady stream of recent reviews looks much better than a profile with lots of old reviews and nothing recent.
- **They can highlight your strengths:** Good reviews often mention quality, speed, friendliness, communication or results.
- **They support local visibility:** Reviews are part of the wider picture Google uses when deciding which businesses to show locally.

What regular review collection should look like

- Ask happy customers consistently, not just when you remember.
- Ask soon after the work is completed or the service is delivered.
- Use the direct review link.
- Keep the message short and polite.
- Make review requests part of your normal process.

Important: never fake reviews

Do not buy reviews, post fake reviews or pressure staff/friends to create dishonest reviews. The goal is to collect genuine feedback from real customers.

6. Simple review request examples

Short WhatsApp / text version

Hi [Name], thanks again for choosing us. If you were happy with the service, we'd really appreciate a quick Google review. Here's the link: [insert review link]

Email version

Hi [Name], thank you again for your custom. If you were happy with the service, we'd really appreciate it if you could leave us a quick Google review. It helps other people feel confident choosing us and helps support our business. Here's the review link: [insert review link]

7. Common mistakes to avoid

- Leaving the profile half-finished.
- Using the wrong business category.
- Having no real photos.
- Never asking for reviews.
- Ignoring reviews once they come in.
- Letting opening hours become inaccurate.
- Stuffing the business name or description with keywords.
- Creating the profile and never updating it again.

8. Quick audit checklist

- ☐ Is the business name accurate?
- ☐ Is the main category correct?
- ☐ Are the phone number and website link correct?
- ☐ Are the opening hours accurate?
- ☐ Have you added all key services?
- ☐ Do you have a proper business description?
- ☐ Do you have a logo and cover image?
- ☐ Have you uploaded recent real photos?
- ☐ Are you collecting reviews regularly?
- ☐ Are you replying to reviews?
- ☐ Have you got your direct review link saved somewhere easy to use?

- ☐ Are you checking the profile every month?

Need help instead?

Don't want to manage your own site?

Get in contact and let's see if we are a good fit to work together.

Contact Built by SemDev

Add your contact details below before sharing this resource:

- Website: builtbysemdev.com
- Email: hello@builtbysemdev.com
- WhatsApp: <https://wa.me/447946034690>
- Book a call: <https://calendly.com/hello-builtbysemdev/30min>
- Instagram: <https://www.instagram.com/builtbysemdev>

Built by SemDev