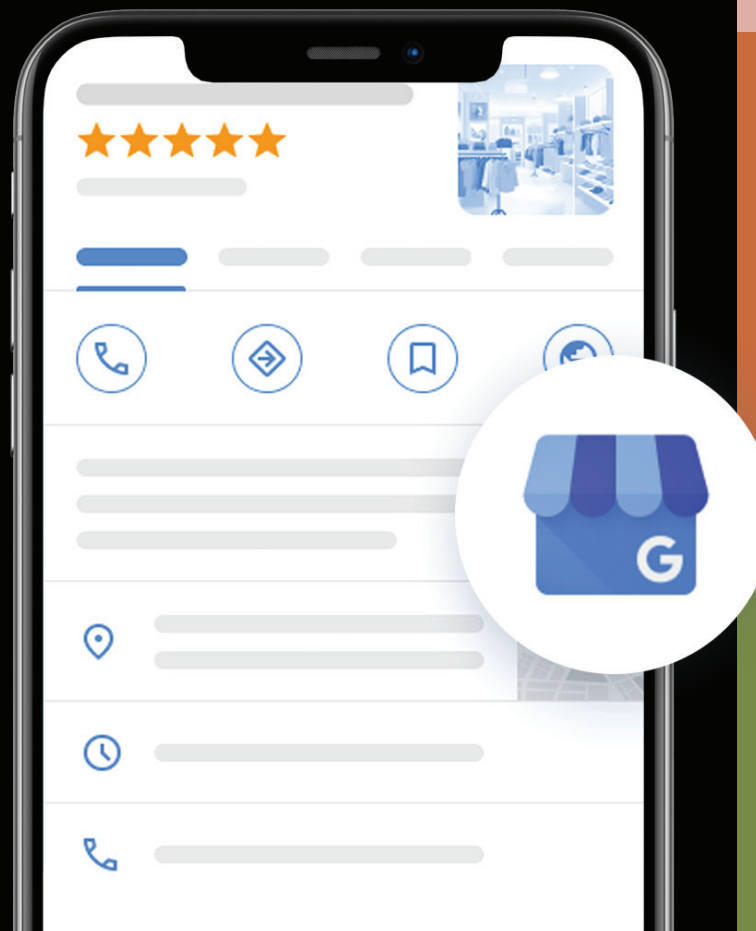


your google business profile *success guide.*

A practical guide to help your business be found online, attract more local customers, and build trust.

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so, what is a google business profile?

Google Business Profile (GBP, formerly Google My Business) is a free tool from Google that lets you manage how your business appears in **Google Search** and **Google Maps**.

Why it's essential:

- Improves visibility in local search results
- Builds trust and credibility through verified information and reviews
- Helps customers contact or visit your business easily
- Drives conversions such as calls, directions, and bookings

PRO TIP

Your GBP often acts as a **first impression** for new customers - make it count!

How do I get started?

Setting up your Google Business Profile takes just 3 easy steps:

1. Claim or add your business Google Business Profile
2. Add or update your business information
3. Verify your listing

If you've already set up your GBP, optimising it for success is simple too.

setting up your google business profile.

Step 1: Claim or add your business Google Business Profile

1. Go to **google.com** and search your business name and location.
2. If it shows up, select '**Claim this business**' or '**Own this business?**' and follow the prompts.
3. If it doesn't show up, go to **google.com/business** and sign in with your Google account.
4. Select '**Add business**' and follow the prompts.

Step 2: Add or update your business information

- **Business name:** Must match your visible signage and branding.
- **Category:** Choose the most accurate option (e.g., Florist, Electrician) and try to be as specific as possible. Your primary category is given top priority in search results.
- **Address / Service area:** Indicate where you operate. You do not need to list a physical address if you provide mobile or online services.
- **Phone number and website:** Ensure these are correct and active.
- **Business hours:** Don't forget to list special hours, such as 'Kitchen close' or and list the specific hours you will or will not be open on holidays.

Step 3: Verify your listing

Google may ask you to verify ownership of your business before it appears publicly. The available verification methods depend on your business type, public information, region, or business hours. Methods may include video recording, phone or text, email, live video call or mail.

optimising your profile for online success.

Important steps:

1. **Complete every field** in the 'edit profile' area
2. **Add high-quality photos and videos**
 - Include your logo, storefront, team, and products
 - Update images regularly
3. **Write a compelling business description**
 - Up to 750 characters (including spaces)
 - Focus on your value and expertise
 - Use relevant keywords naturally
4. **Add products or services** with brief descriptions and pricing
5. **Turn on messaging** to let customers contact you directly
6. **Add booking or menu links** if they are applicable to your business

PRO TIP

Consistency is key! Make sure your **Name, Address, and Phone number** (NAP) match across your website and social media.

ongoing best practices.

Posting on Google

Use **GBP Posts** to share updates, offers and events related to your business.

- Post at least once per week
- Include clear images
- Include a call-to-action in your posts (Call now, Learn more, etc.)

PRO TIP

Bulk schedule GBP posts in advance to assist posting consistency and save time.

Did you know we offer content creation packages for GBP (and social media platforms) to assist businesses to achieve their posting goals?

Collecting and responding to reviews

1. **Ask happy customers for reviews** via email, text, or printed collateral (Use your business specific review link from your GBP).
2. **Respond to every review:**
 - Acknowledge every positive review with thanks
 - Address negative feedback professionally and calmly
3. **Avoid fake or incentivised reviews** as these can be flagged or removed.

PRO TIP

Keep track of the search terms that showed your Business Profile in the search results.

Keep your listing fresh

- Update hours, photos, and information regularly
- Monitor performance to track how customers find and interact with your profile

advanced tips.

- **Use UTM links** to track clicks from your GBP to your website in Google Analytics.
- **Add FAQs** under the Q&A section to preempt common queries and assist accuracy in local and AI driven search results.

need help with your GBP?

If you're short on time or just feel a little overwhelmed by having to maintain *another platform* to keep your business ticking, we are here to help!

Our team can:

- Create and optimise your GBP listing
- Strategically write a suite of relevant, keyword specific FAQs
- Create both written and designed content for GBP Posts

Get in touch at **envokedigital.com.au**

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