



Google Business Profile Optimisation Guide

A Clear, No-Nonsense
Guide to Boosting Your
Local Visibility

THRIVE

Your Google Business Profile is one of the most valuable free marketing tools available to businesses.

When it's set up properly, it can help you appear more often in local searches, build trust, and generate more enquiries, without increasing your marketing spend.

Within this guide are the six core areas to focus on, written in a practical, easy-to-follow way.

1. Complete Every Section

Google prioritises profiles that are fully completed and kept up to date.

What to review:

Business Name, Address & Phone Number (NAP)

- Keep details identical everywhere online
- Use your official business name with no added keywords
- Include your full address (not just the town)
- Use a local phone number wherever possible

Opening Hours

- Add your standard trading hours
- Add seasonal or bank holiday hours when needed
- Update immediately if anything changes

Services or Products

- List each service clearly
- Use wording your customers actually search for
- Be specific: “Emergency plumbing repairs” rather than just “Plumbing”

Business Description

- Make use of the 750-character limit
- Explain what you do, who you serve, and what makes you different
- Add a simple call to action

Quick To-Dos:

- ☐ Check for missing or inconsistent details
- ☐ Ensure NAP info matches across your website and directories
- ☐ Fill in every available field
- ☐ Keep a document with all business details for easy future updates

2. Choose the Correct Category

Your primary category heavily impacts how and where you appear in Google's local results.

Choosing categories:

Primary Category

- Pick the most accurate, specific option
- Check the categories used by top-ranking competitors
- Think like a customer — what would they type into Google?

Secondary Categories

- Add only categories that genuinely relate to your services
- Avoid adding anything irrelevant
- Review categories periodically, especially if your services change

Quick To-Dos:

- ☐ Check categories used by your top 5 competitors
- ☐ List the services you provide
- ☐ Select the most accurate primary category
- ☐ Add 2-5 secondary categories that truly fit

3. Upload High-Quality Photos

Strong images instantly build trust and help customers understand what your business offers.

Photos to include:

- Logo: Clear, high-resolution and on-brand
- Cover Photo: A welcoming image that represents your business well
- Interior & Exterior: Clean, bright, professional images
- Team Photos: Friendly, real photos of the people behind the business
- Products or Work in Action: Before/after shots, demonstrations, finished work, etc.

Photo Tips

- Use good natural lighting
- Avoid blurry, dark or outdated images
- Upload new photos monthly
- Remove anything that no longer represents the business well

Quick To-Dos:

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Remove outdated photos

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Take updated images for key areas

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Upload new photos monthly

4. Build Reviews (and Respond Well)

Almost all customers read reviews before choosing a local business. Consistent reviews help both visibility and trust.

How to gather more reviews:

- Send the review link within 24 hours of completing the work
- Use friendly, personalised messages
- Display a QR code at your location or on printed materials
- Add a review link in emails, invoices, and follow-up messages

Responding to reviews:

Positive Reviews

- Thank the person by name
- Mention something specific from their feedback
- Keep replies warm and simple

Negative Reviews

- Respond politely and promptly
- Invite them to continue the conversation privately
- Show willingness to resolve the issue without arguing

Quick To-Dos:

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Create a simple review request template

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Print a QR code for easy, on-the-spot reviews

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Set up alerts for new reviews

5. Post Regular Updates

Google Posts act like mini updates. Fresh activity helps your profile appear more relevant and active.

What to post:

- Special offers or discounts
- New products or services
- Behind-the-scenes updates
- Team introductions
- Useful tips or seasonal advice
- Community events or milestones

Best Practices:

- Post weekly if you can
- Add high-quality images
- Keep text concise
- Include a call to action
- Use natural, conversational language

Quick To-Dos:

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Create a simple monthly theme plan

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Keep a folder of images ready for posts

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Post at least once a week

6. Use All Available Features

Google rewards businesses that make full use of their profile tools.

Make sure you enable:

- Messaging (with quick replies)
- Q&A Section (add your own FAQs proactively)
- Booking or appointment links
- Business Attributes (payment types, accessibility, amenities, etc.)
- Services and Products with details and pricing
- Menus (if relevant)
- Virtual tours for physical locations

Quick To-Dos:

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Turn on messaging

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Add 5-10 FAQs customers commonly ask

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Review all attributes

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Add products or services with prices or descriptions

Monthly Maintenance Checklist

Weekly

- ☐ Reply to reviews
- ☐ Check and answer questions
- ☐ Post at least one update
- ☐ Make sure opening hours are accurate

Monthly

- ☐ Add new photos
- ☐ Review services and details
- ☐ Look at Insights for performance trends
- ☐ Keep an eye on competitors

Quarterly

- ☐ Review categories
- ☐ Refresh older photos
- ☐ Update descriptions or services if anything has changed

Why Does All This Matter?

Businesses that maintain and optimise their Google Business Profile consistently see:

- A lift in local search visibility
- More quality enquiries
- A stronger sense of trust from new customers
- Better performance compared with competitors who never update their listing

Start with the basics — complete every section — and then work through the other strategies one at a time. A little consistency goes a long way.

Still stuck? Get in touch!

- ✉ Email: ellie@justthrivemarketing.com
- 💻 Website: www.justthrivemarketing.com
- 📱 Instagram: [@justthrivemarketing](https://www.instagram.com/justthrivemarketing)



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