



Google Business Profile Tips

01

More great photos = more click potential

Take before and after or in-use photos & get customer permission to share them online whenever possible. Send to BZ for help with optimization!

02

Responding to reviews shows your business cares

Regardless of review length, positive or negative, 1 day ago or 1 year ago, respond. Even if it's something along the lines of, "Thank you so much!"

03

Make sure to be specific in every Google post

Specify the problem & type of services performed to help resolve it. Add a link to the services or appointment page at the end! Bonus: Add photo(s).

04

Optional but highly recommended: custom Q&A

Make a list of common Q&A you receive! Not generalized for your industry, but specific to your business. BZ can help you optimize this for SEO.

05

Optional but recommended: add a booking link

BZ can directly add your appointments link to your Business profile or enlist Google's assistance with booking software (free or paid).