



Google Business Profile Optimization Tips

A powerful one-page guide to increasing visibility and attracting more local customers.

- **Complete every section of your profile.**

A fully completed profile ranks higher because Google pushes businesses with full info.

- **Post weekly updates.**

Active profiles get priority. Your posts tell Google you're a real, engaged business.

- **Add photos frequently.**

Fresh photos increase engagement and trust—Google loves active profiles.

- **Use keyword-rich descriptions.**

Include services, locations, and specialties naturally in your About + Services sections.

- **Request & respond to reviews.**

Reviews are the #1 ranking factor on Google Maps. Responding boosts trust and SEO.