



# Google Business Page Setup Kit

Your straightforward checklist and templates for enhancing your visibility on Google Search and Maps with your Google Business Profile.

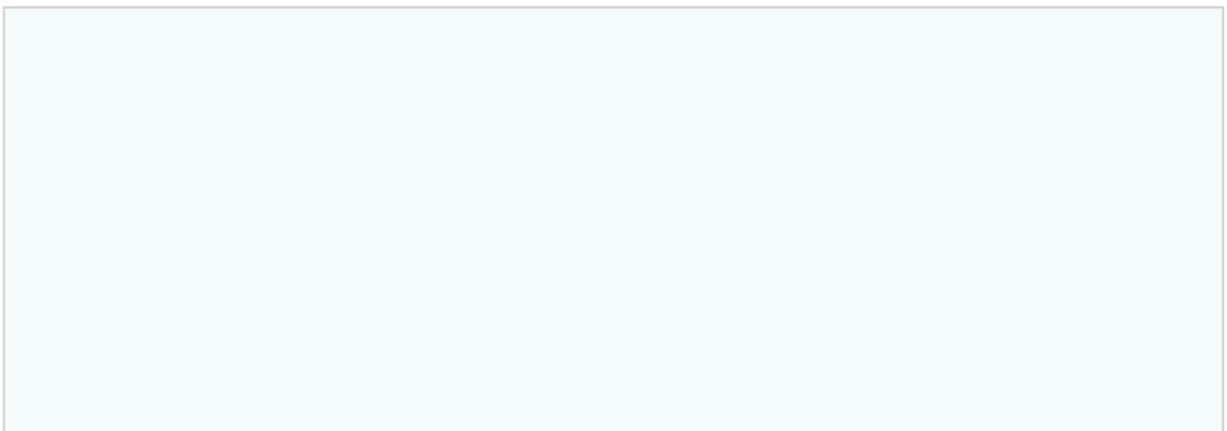
## Use this kit to

- Set up or clean up your profile in one sitting
- Choose categories and services in a way customers actually search
- Add trust builders like photos and reviews without overthinking it
- Follow a 30 day plan that keeps your profile active and credible

## What is inside

- Quick Start Checklist
- Fill in the blanks worksheet
- Copy templates for your description, review requests, and responses
- Photo checklist, weekly rhythm, and a 30 day tracker

## Notes





## Quick Start Checklist

If you only do one thing this week, do the foundation section and upload fresh photos.

### A. Access and foundation

- ☐ Confirm you can manage the profile (owner or manager access)
- ☐ Business name matches your real world branding
- ☐ Address is correct, or service area is set correctly if you travel to customers
- ☐ Hours are accurate, including holiday hours when needed
- ☐ Phone number and website link are correct

### B. Categories and services

- ☐ Choose the most specific primary category that truly describes your business
- ☐ Add only a few supporting categories that also fit
- ☐ List your top services using simple customer language
- ☐ Double check your services match what you want to sell more of

### C. Trust builders

- ☐ Upload at least 10 real photos (logo, cover, team, work examples, storefront or service vehicle)
- ☐ Ask for reviews consistently, and respond to every review
- ☐ Add a clear business description using the template in this kit

### D. Weekly rhythm

- ☐ One day each week: request reviews from recent happy customers
- ☐ One day each week: add one new photo or a few fresh photos
- ☐ One day each week: respond to any new reviews



# Fill in the Blanks Worksheet

Use this page to gather everything you need before you start editing your profile.

## Business basics

Business name

City

Address or service area

Phone

Website

Hours

## Categories

Primary category

Supporting categories (2 to 4)

## Top services customers search for

Service 1

Service 2

Service 3

Service 4

Service 5

Service 6

## Differentiators

What do you do better than most competitors

What is your fastest, easiest promise to deliver

One proof point (years, certifications, warranty, local, family owned)


## Links to save

Google review link

Directions link



# Setting Up Your Google Business Page

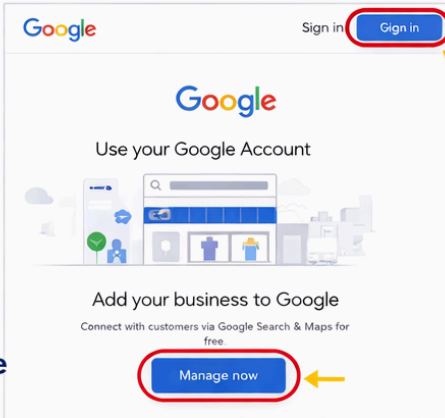
(If you've never done this before, follow these steps in order.)

## 1 Sign In to Google

Go to Google and make sure you are signed in.

If you don't have a Google account, click **Create account**

- ✓ Go to: [google.com](https://google.com)
- ✓ Click "Sign in"



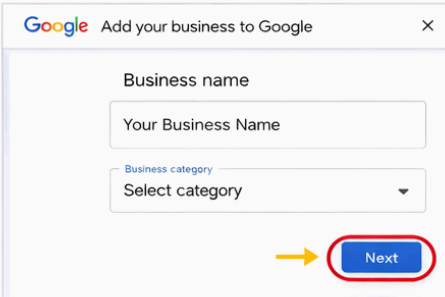
## 2 Start Your Business Profile

Go to: [business.google.com/add](https://business.google.com/add)  
Then click to add your business.

## 3 Enter Your Business Name and Category

Type your business name

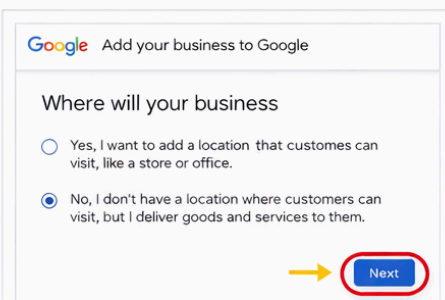
Choose the best **category** that fits what you do.



## 4 Add Your Location or Service Area

Choose what fits your business:

- If customers come to you, add your address
- If you travel to customers, set a service area



**Verify Your Business** - Google will confirm you own the business. This may be by text, phone, postcard, or video. **This might take a few days after submission and verification is required before your profile is fully visible.**

**Set Your Hours** - Add regular hours and update for holidays.

**Write Your Business Description** - Briefly explain who you help, what you do, and why customers choose you.

**Add Services or Products** - List what you actually offer so you show up for the right searches.

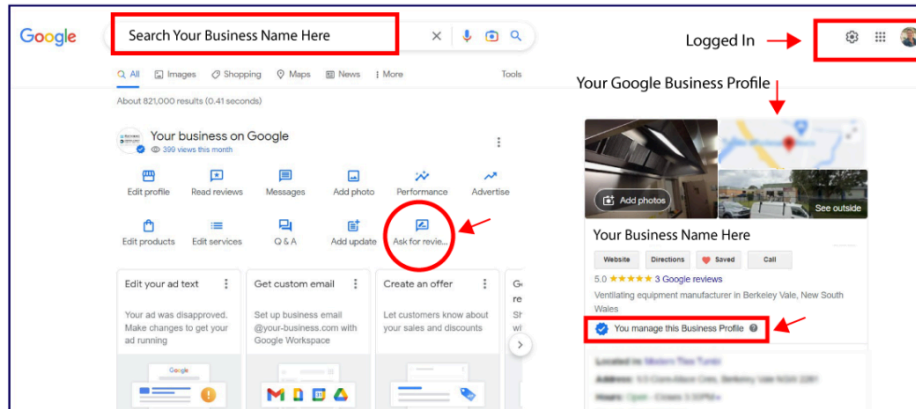
**Upload Photos** - Add your logo, cover photo, and real photos of your business or work.

Once these steps are complete and your business is verified, your Google Business Profile can start showing in Search and Maps.

# How to Get Your Review Link/QR Code

A simple, repeatable way to collect reviews using a direct link or QR code.

Reviews help customers trust you before they ever call, click, or walk through your door. The good news is Google makes it easy to ask for them, and you only need to set this up once.



## Step 1: Find Your Business on Google

Make sure you are logged into the Google account that manages your business. Go to Google Search and type in your business name. If you see the message “You manage this Business Profile,” you’re in the right place.

**Step 2:** Click “Ask for Reviews” From your Business Profile menu, click Ask for reviews. This opens a window with everything you need.

**Step 3:** Copy Your Review Link In the pop up, you’ll see a review link. Click the copy icon and save this link somewhere easy to access.

**You can use this link in:**

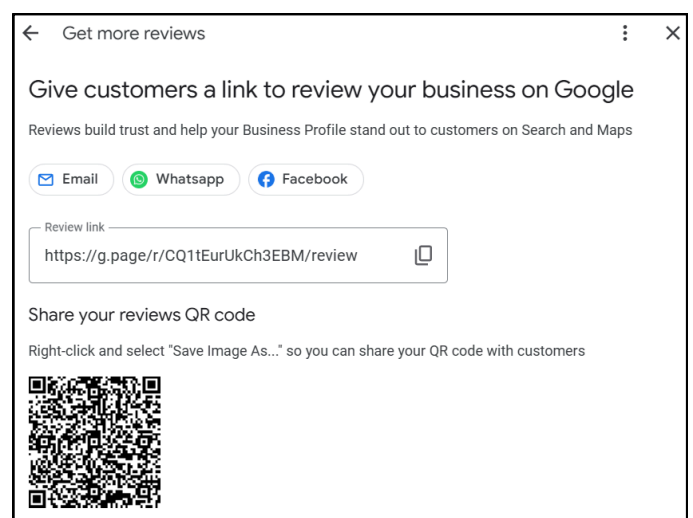
- Text messages
- Emails
- Receipts
- Follow up messages

## Step 4: Download Your Review QR Code

In the same window, Google automatically creates a QR code for your reviews. Right click on the QR code and choose Save Image As.

**You can use this QR code:**

- At your front desk
- On printed signs
- On invoices or receipts
- In store displays





# Copy Templates

You can copy and paste these into your profile and tweak the words to match your voice.

## Business description template

**Fill in the brackets and keep it simple.**

We help [who you serve] in [city or area] with [what you do].

Our services include [three to six services].

Customers choose us because [one to three differentiators].

If you need help with [result], we would love to take care of you.

## Services wording prompts

- Service name: use what a customer would type into Google
- Add a short detail: what it includes or who it is for
- Avoid internal jargon and brand names customers do not search

## Review request scripts

### Text message

Hi [Name], this is [Your Name] with [Business]. If you felt taken care of today, would you mind leaving us a quick Google review? It helps local customers find us. Here is the link: [link]

### Email

Subject: Thank you for your business

Hi [Name],

Thank you for choosing [Business]. If you have a minute, would you leave us a Google review? It helps local customers find us and it means a lot to our team.

Review link: [link]

Thank you,  
[Your Name]



# Review Response Templates

Short, calm, and consistent is the goal. Respond to every review.

<b>Great review</b>	Thank you, [Name]. We appreciate you trusting us with [service]. We are so glad you had a great experience. We look forward to helping again.
<b>Neutral review</b>	Thank you for the feedback, [Name]. We appreciate you taking the time to share it. If there is anything we can do to improve your experience, please reach out to us at [phone or email].
<b>Tough review</b>	Hi [Name], I am sorry to hear this was your experience. We want to make it right if we can. Please contact us at [phone or email] so we can look into what happened and help you directly.

## Simple review workflow

- Ask: send the review link within 24 hours of a great experience
- Respond: reply to reviews weekly, even when you are busy
- Repeat: make it part of your weekly rhythm so reviews keep coming in

## Notes



# Photos and 30 Day Action Plan

This is the simple plan. Consistency is the key to success.

## Photo checklist

- ☐ Logo and cover image
- ☐ Storefront or service vehicle
- ☐ Team photo
- ☐ Work examples (before and after if relevant)
- ☐ Products, menu, or showroom if relevant
- ☐ A few photos taken this month, not years ago

## Weekly rhythm

- ☐ Send review requests to recent happy customers
- ☐ Respond to new reviews
- ☐ Add one new photo or a small batch of fresh photos
- ☐ Quick check: hours, phone, website, and services still accurate

## 30 day tracker

Week	Focus	Done
Week 1	Foundation, categories, services, description, 10 photos	
Week 2	Send 10 review requests, respond to every review	
Week 3	Add 5 new photos, refine services list, add one update if you want	
Week 4	Repeat review requests, respond to reviews, keep photos fresh	