



heyZensei PRESENTS

How to Optimize Your Google Business Profile

Let's turn a good start into a profile that people can find, trust, and act on.



Your profile exists. Now let's make it pull its weight.

In this course,
we'll be using this.



Google Business
Profile Manager

[Click Here](#)

Today, we'll turn your Google Business Profile into a clearer, stronger first impression for the people already looking for what you offer.

Verification opens the door.

You can prepare content anytime, but Google may require verification before you can fully edit, publish photos, and manage your profile.

Prepare anytime.
Publish fully once verified.

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CALLOUT: Google says verification is needed to edit business info and interact with customers.



4.9 ★★★★★ (215)
Brand Strategy & Design

Edit profile

Photos

Messages

Performance



Verification
in progress

Choose a way to get verified



Postcard by mail

Google will send a postcard with a verification code.

>



Phone call

Get a verification code over the phone.

>



Email

Receive a verification code in your email.

>

More options may be available.

AI can help you start. Humans finish the job.

Use AI for drafts, ideas, captions, and replies. Then review everything for accuracy, tone, and your actual customer experience.

TIP: Don't use AI as the final authority on pricing, schedules, policies, safety promises, or anything that needs to be exact. Use human judgment.

The game plan

Must-haves first.
Nice-to-haves next.

Must-haves make your profile useful, trustworthy, and ready for visitors. Nice-to-haves add polish, activity, and momentum once the essentials are handled.

MUST-HAVES

- Core Info
- Description
- Photos
- Services
- Reviews

NICE-TO-HAVES

- Posts
- Attributes
- Social Links
- Messaging
- Performance

Lesson Rhythm

We'll explain it, then show it.

Check out the [heyZensei YouTube Channel](#) for a live demo!

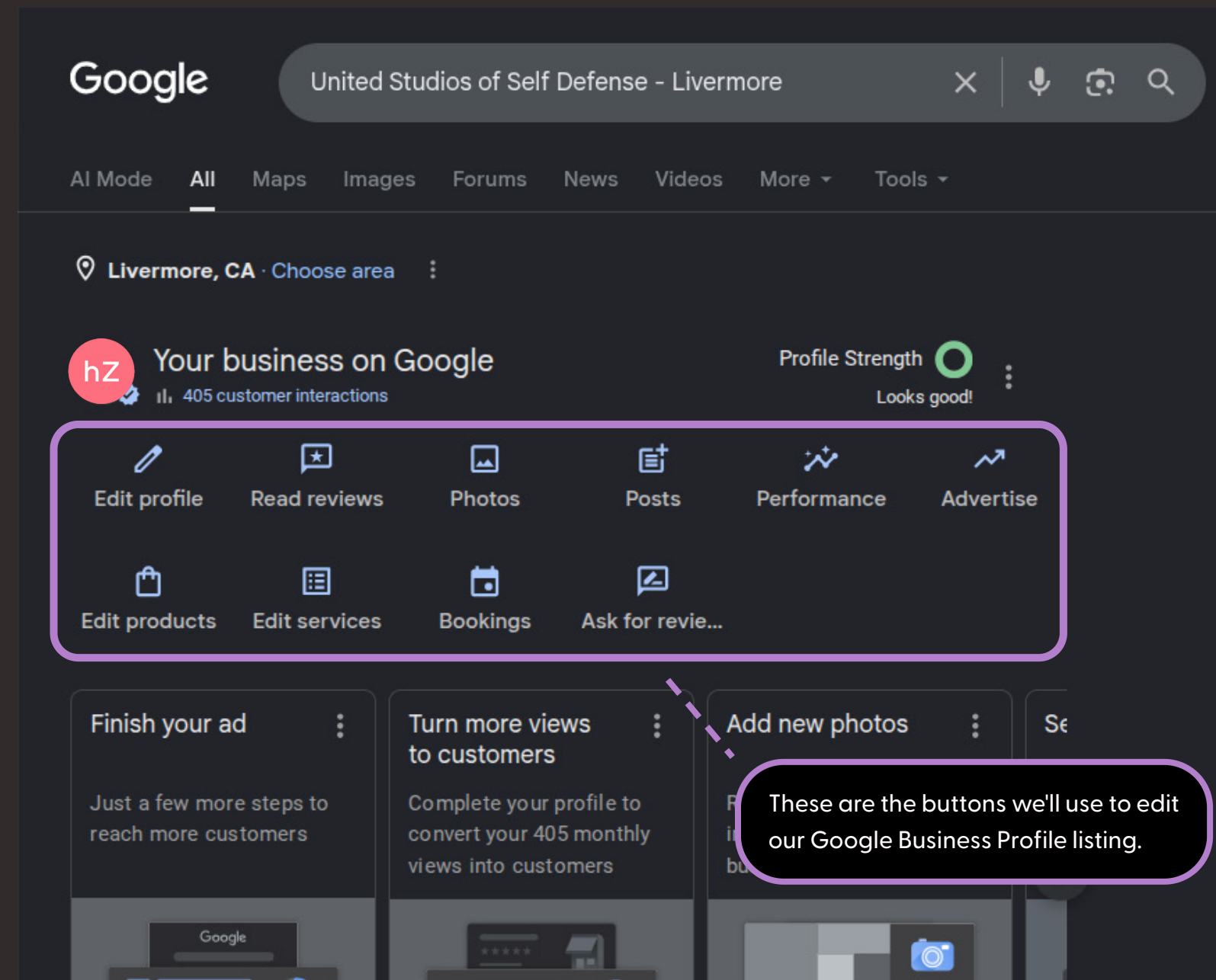


Google Business
Profile Manager

<https://business.google.com>

[Click Here](#)

Here's a direct link to
your Google Business
Profile Manager.



The critical edits

Let's cover the critical things first.

These are day-one things to edit on your Google Business Profile. Use this list of tasks to check in on your most essential information.

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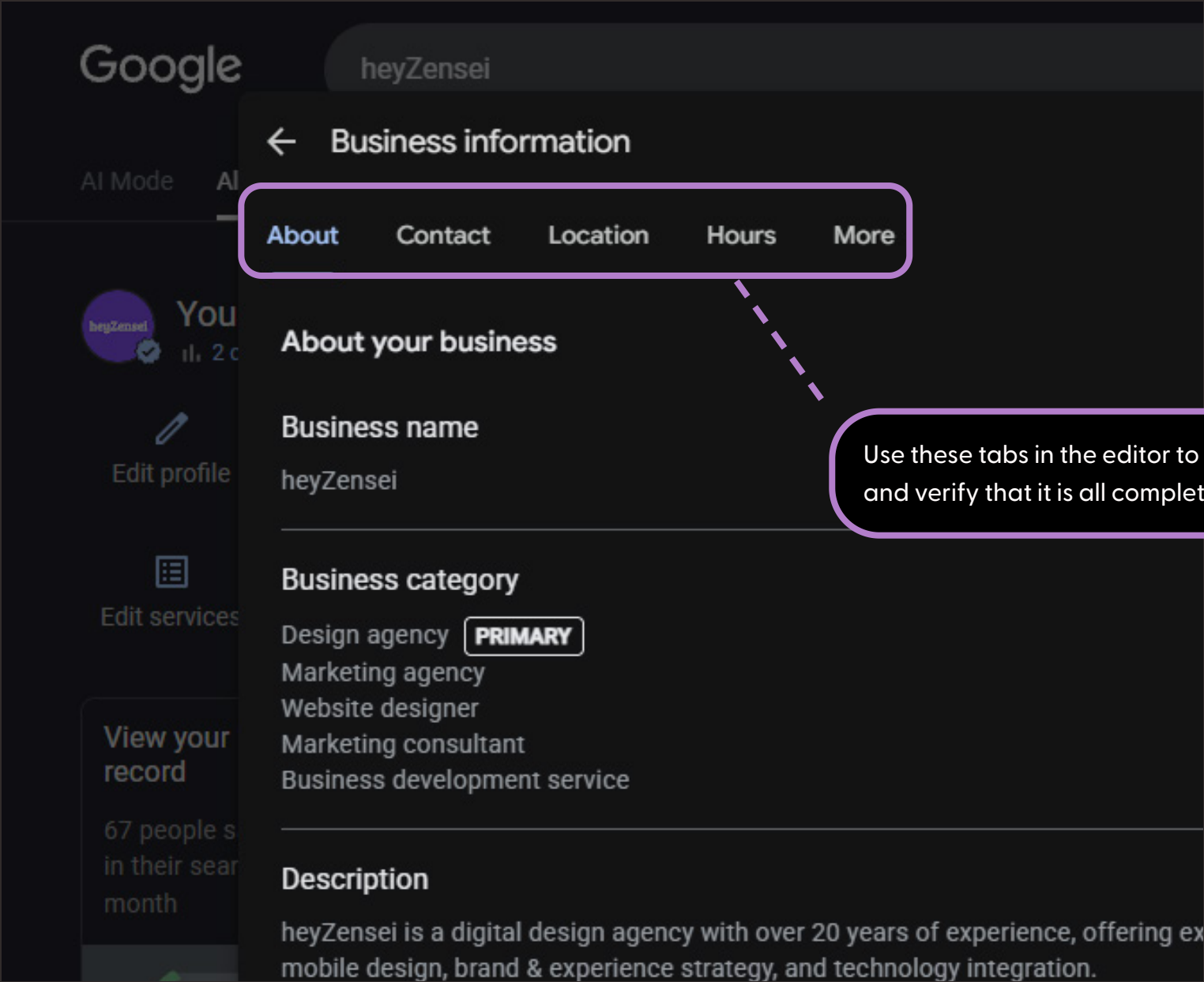
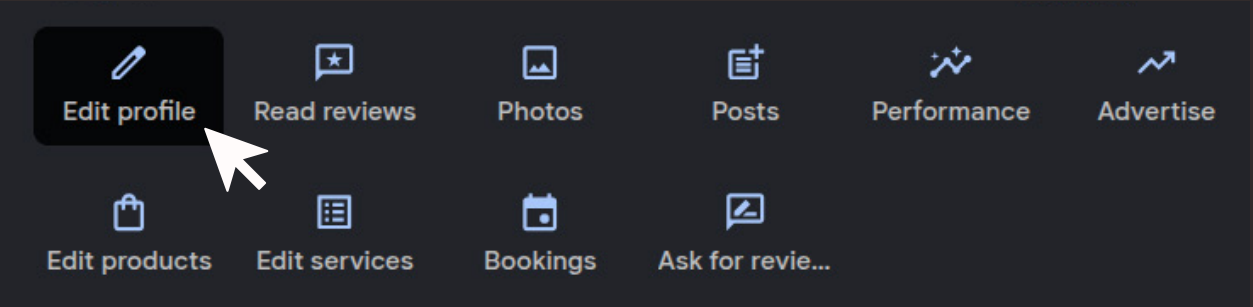
Trust Check

Confirm the basics still match.

complexity: **low**

Name. Category. Address. Phone. Website. Hours. We covered these in setup, so this is a quick pass to make sure everything still lines up.

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Make the offer clear

Make your services easy to understand.

complexity: **medium**

Add services your customers are likely to search for. Focus on the specific products, services, programs, or specialties you want to be found for. Use clear language your customers would naturally understand and use.

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Edit profile



Read reviews



Photos



Posts



Performance



Advertise



Edit products



Edit services



Bookings



Ask for review...

Google

heyZensei

AI Mode All Images Videos



Your business on Google

1,234 customer interactions



Edit profile



Read reviews



Edit services



Bookings

View your 2026 record

67 people saw your profile in their search results last month

Business information

About Contact Location Hours More

About your business

Business name

heyZensei

Business category 

Design agency PRIMARY

Marketing agency

Website designer

Marketing Business

Describe your business

heyZensei mobile development

We focus on helping teams to

Opening hours

Business category

Help customers find your business by industry. [Learn more](#)

Primary category*

Design agency

Additional category

Marketing agency

Additional category

Website designer

Click the pencil icon to edit business categories. Note that one category will be assigned as your Primary category.

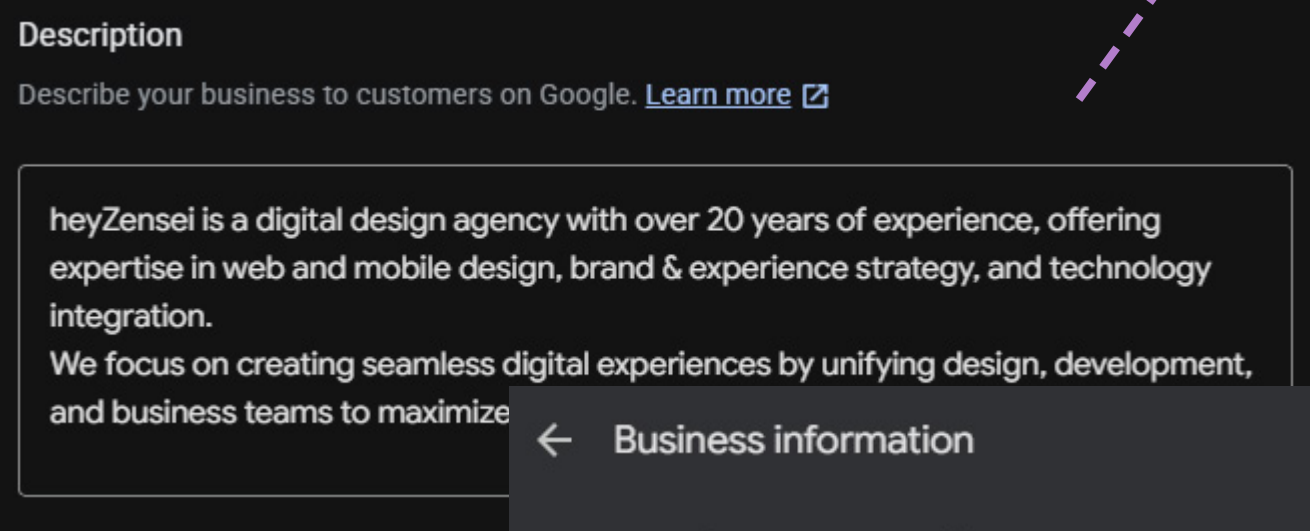
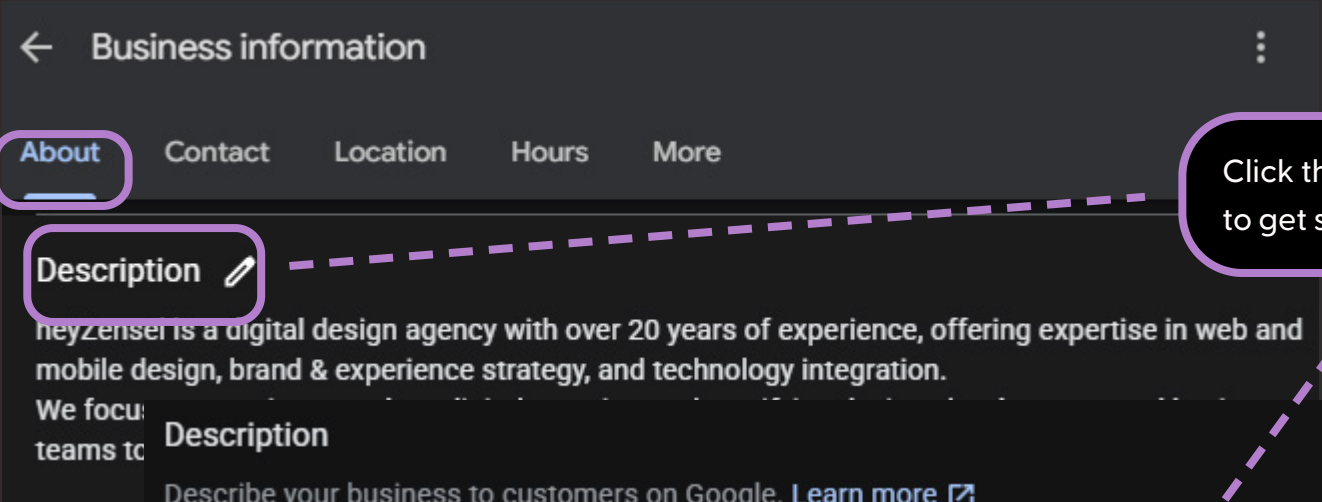
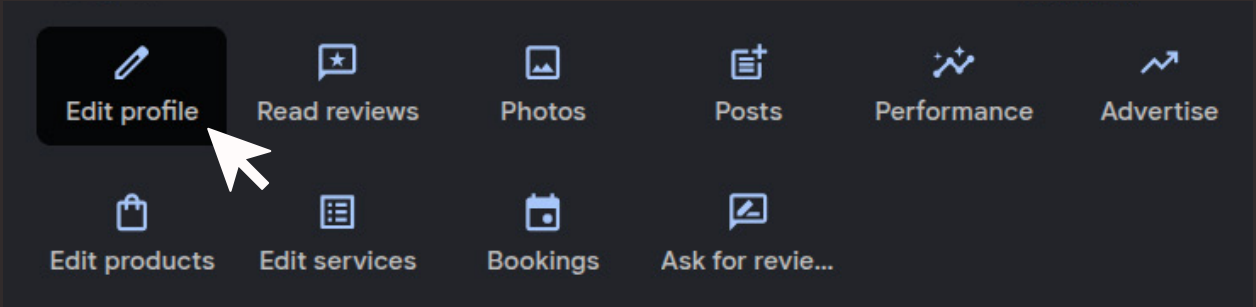
Say the useful part clearly

Write a description people can understand fast.

complexity: **medium**

Say who you help, what you offer, and what someone should do next. Clear writing beats keyword soup, every time.

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FYI: Google's Business Profile description field allows up to 750 characters.
[View Support Article here.](#)
[View online character counter here.](#)

Show the real place

Show your actual business.

complexity: **medium**

Add clear, high-quality photos. Include the exterior and entrance, interior spaces, team members, products or services in action, and authentic customer or community moments where appropriate.

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TIP: Tidy your interior and exterior before you shoot. A phone camera is fine. Use bright light, clean backgrounds, and a mix of posed and candid photos.

Use either button to add a new photo.

Find your file and upload it.

Wait for system approval.

Trust, in other people's words

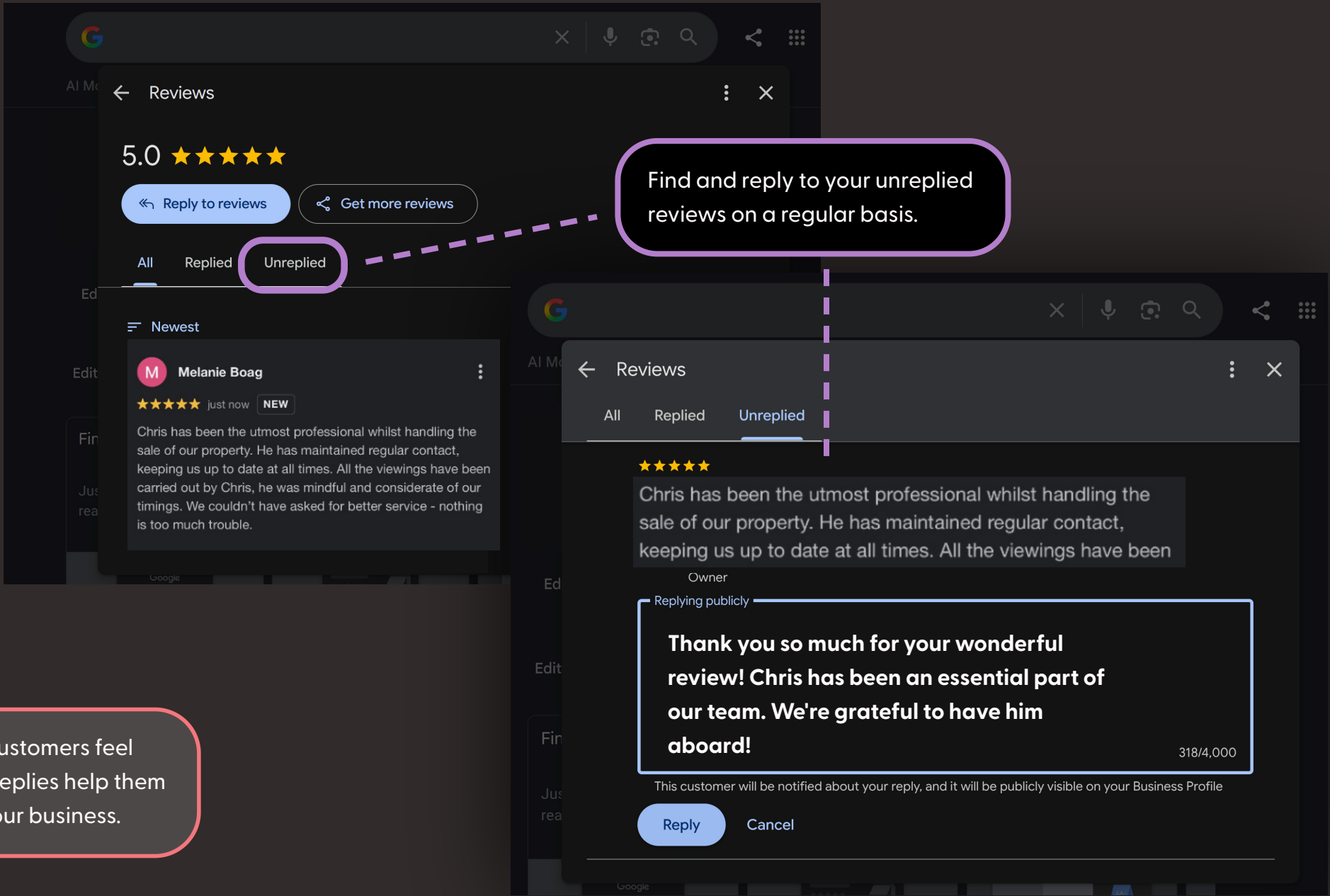
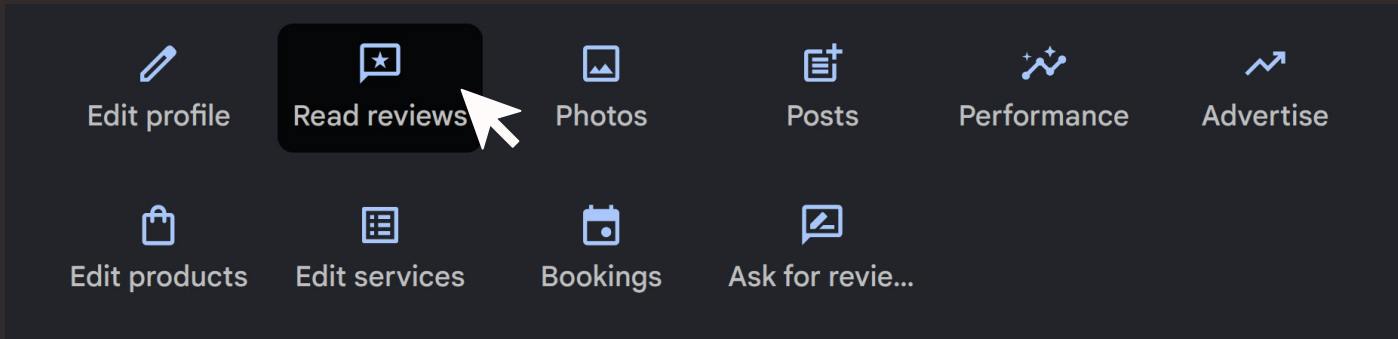
Reviews build trust before anyone calls.

complexity: **medium**

Ask for reviews after positive customer moments, such as a successful service, helpful interaction, completed project, milestone, or compliment. Responding to reviews shows customers that you're engaged, appreciative, and paying attention.

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FYI: Reviews help future customers feel safer choosing you. Your replies help them hear the human side of your business.



The next layer

Now for the helpful extras.

These are not day-one emergencies, but they are worth using. Updates, extras, and activity help your profile feel current, cared for, and easier to choose.

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NICE-TO-HAVES

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- Attributes
- Social Links
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- Performance

Fresh signs of life

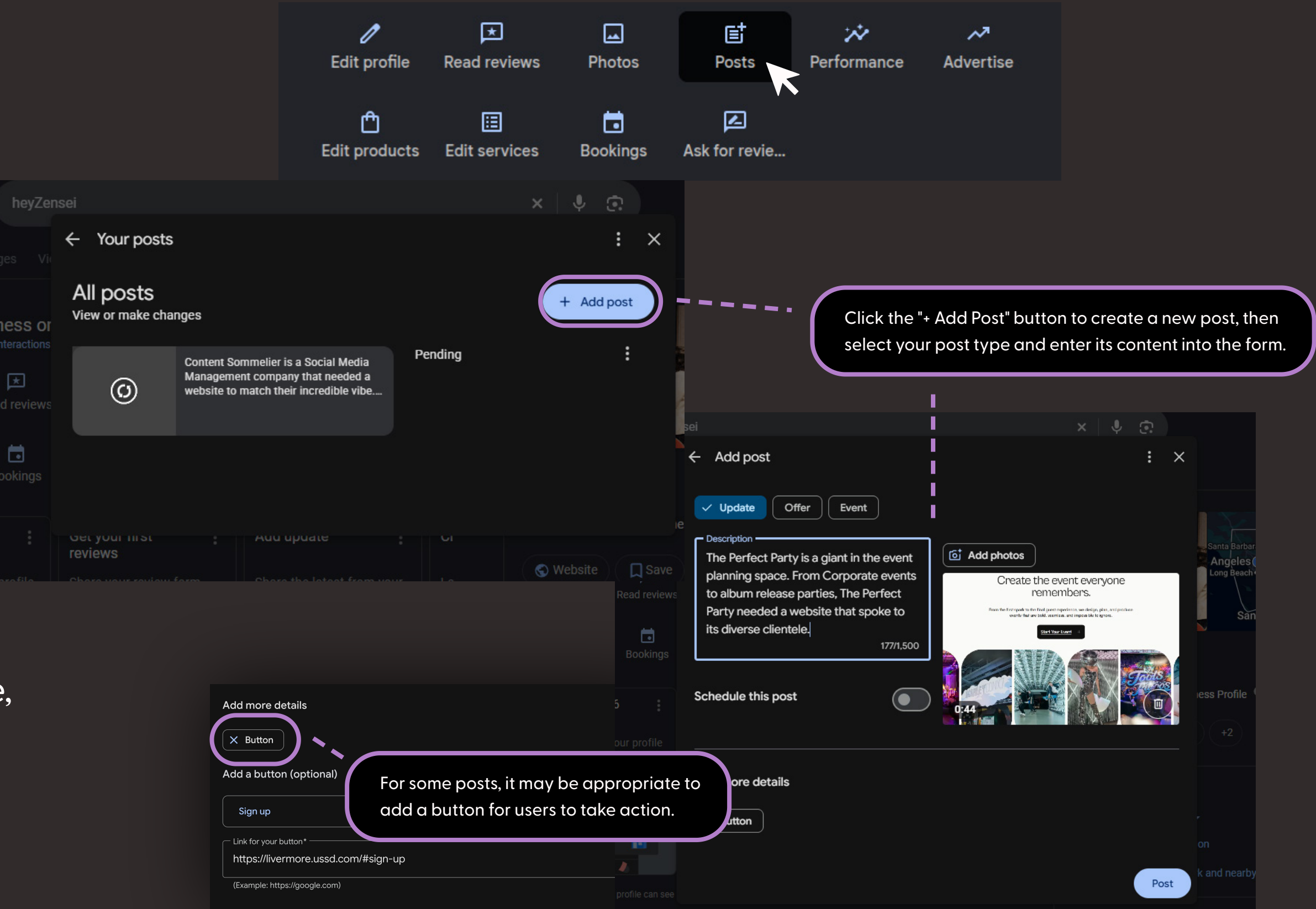
Posts are for real updates.

complexity: **medium**

Use posts to share timely, useful updates such as offers, events, service announcements, schedule changes.

Regular posts help your profile feel active, current, and cared for instead of letting it collect digital dust.

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Add only what you can maintain

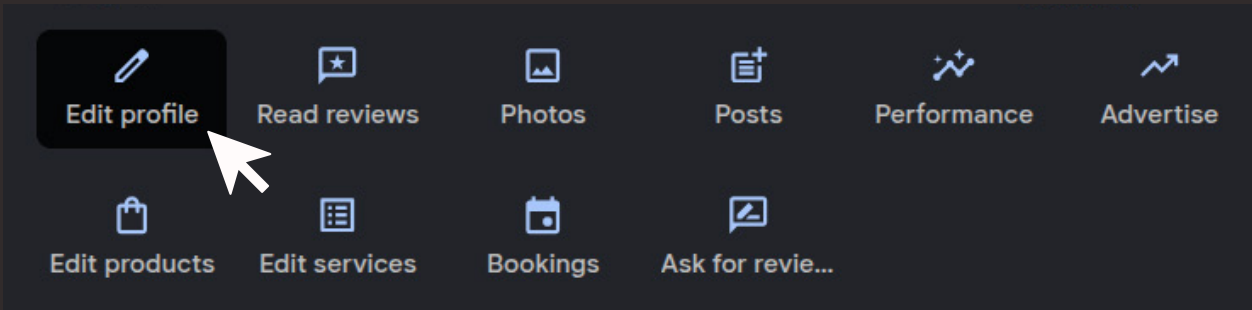
Add extras when they fit.

complexity: **medium**

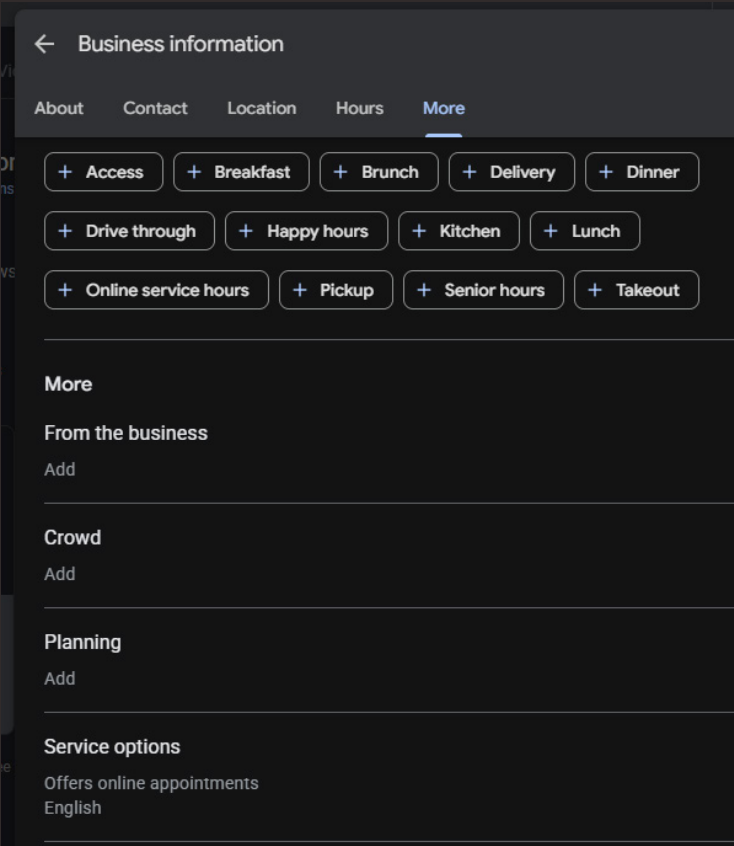
Attributes, social links, messaging, and extra contact options can help people understand and contact you faster.

Only turn on what you can keep current.

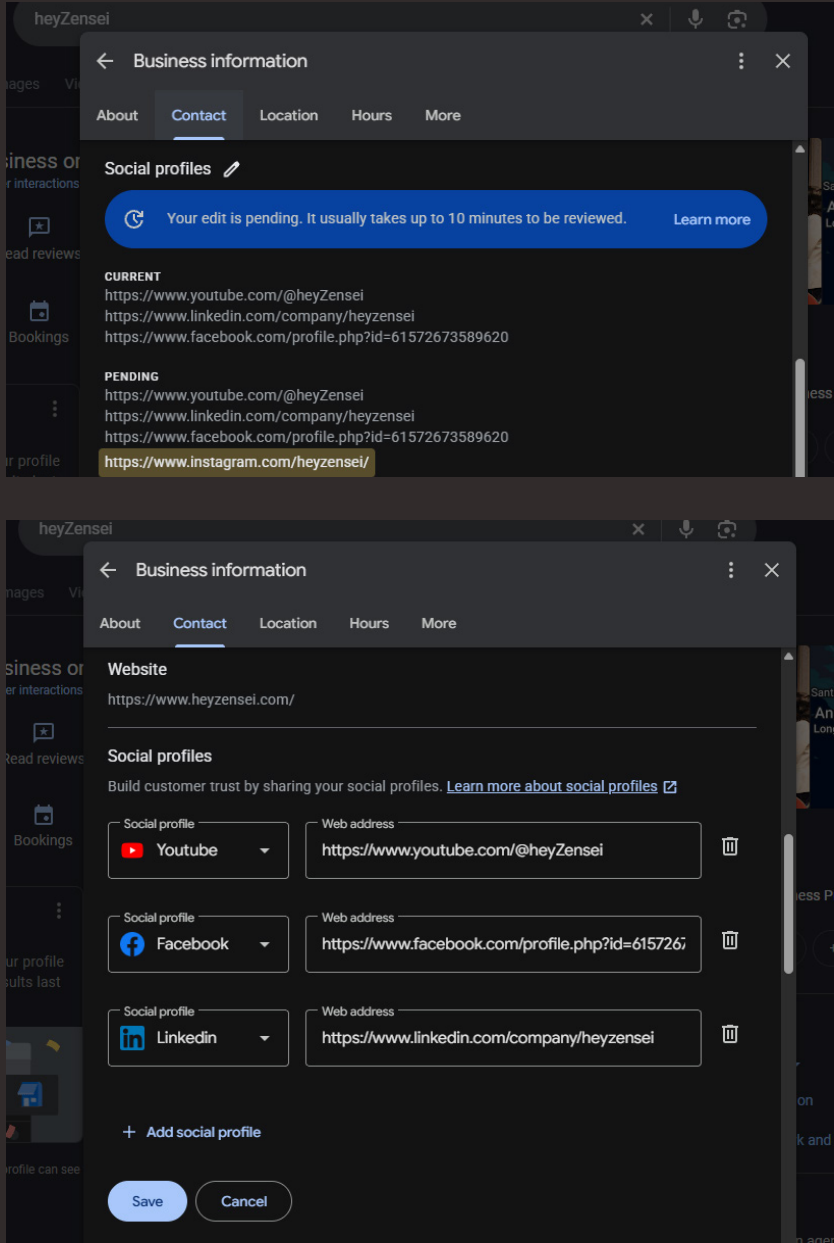
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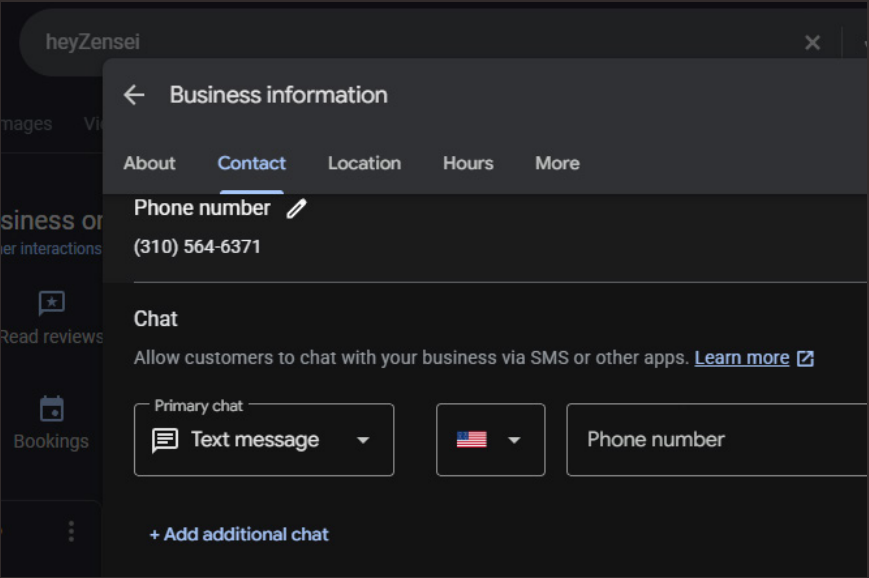
Business Attributes



Social Media Accounts



SMS & Messaging



FYI: A helpful contact option is only helpful if someone is actually monitoring it. So only add it if you monitor it.

Let the clicks tell you something

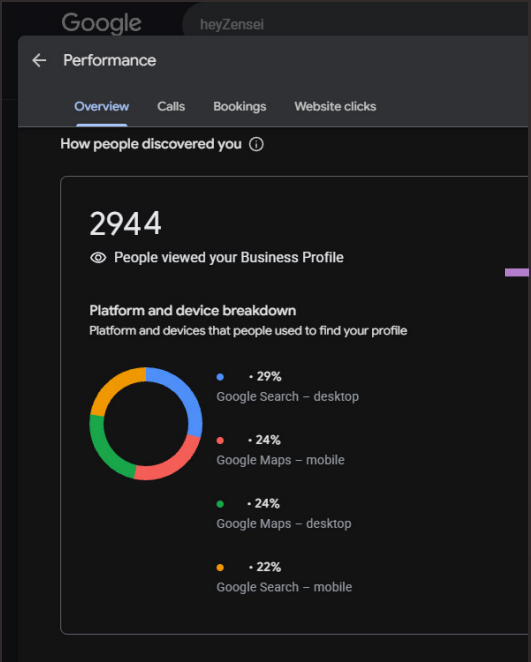
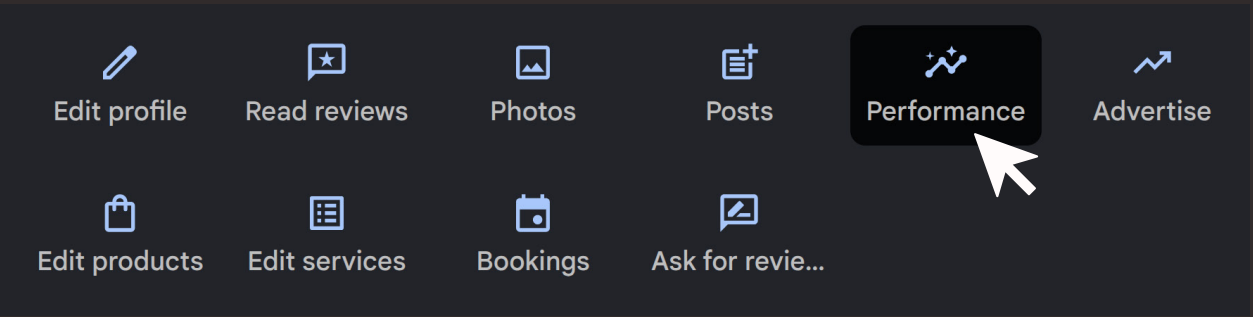
Check in on your performance.

complexity: **medium**

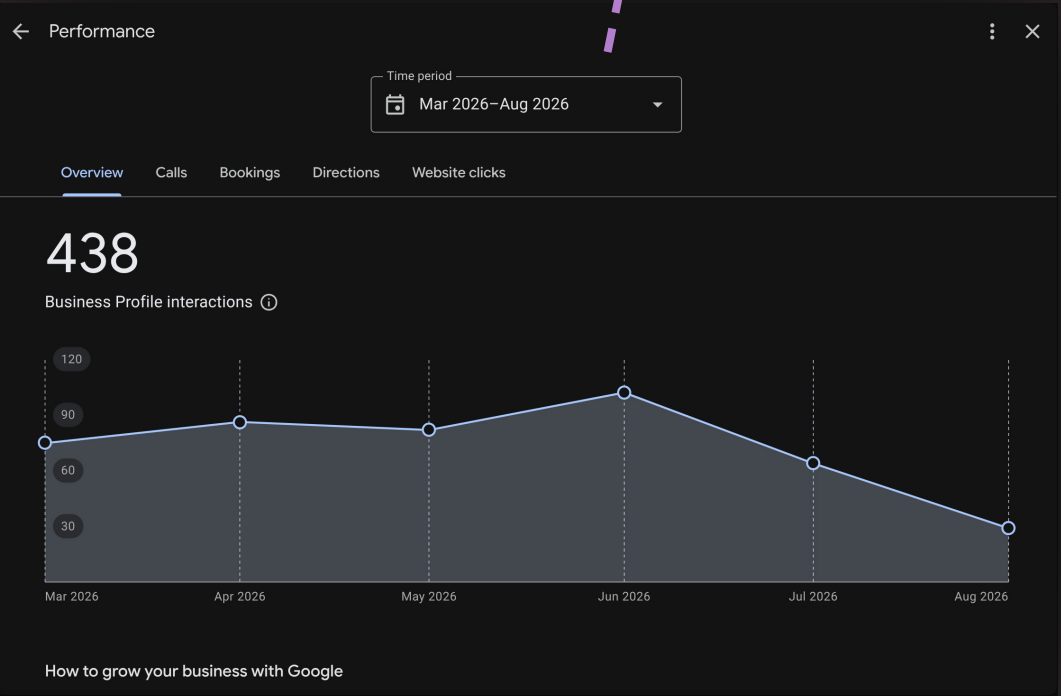
Performance can help you see how people find and interact with your profile. First, make the page worth interacting with.

Then use the numbers to learn what’s working.

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The Performance information offers you insight into how well your Google Business Profile is performing with users.



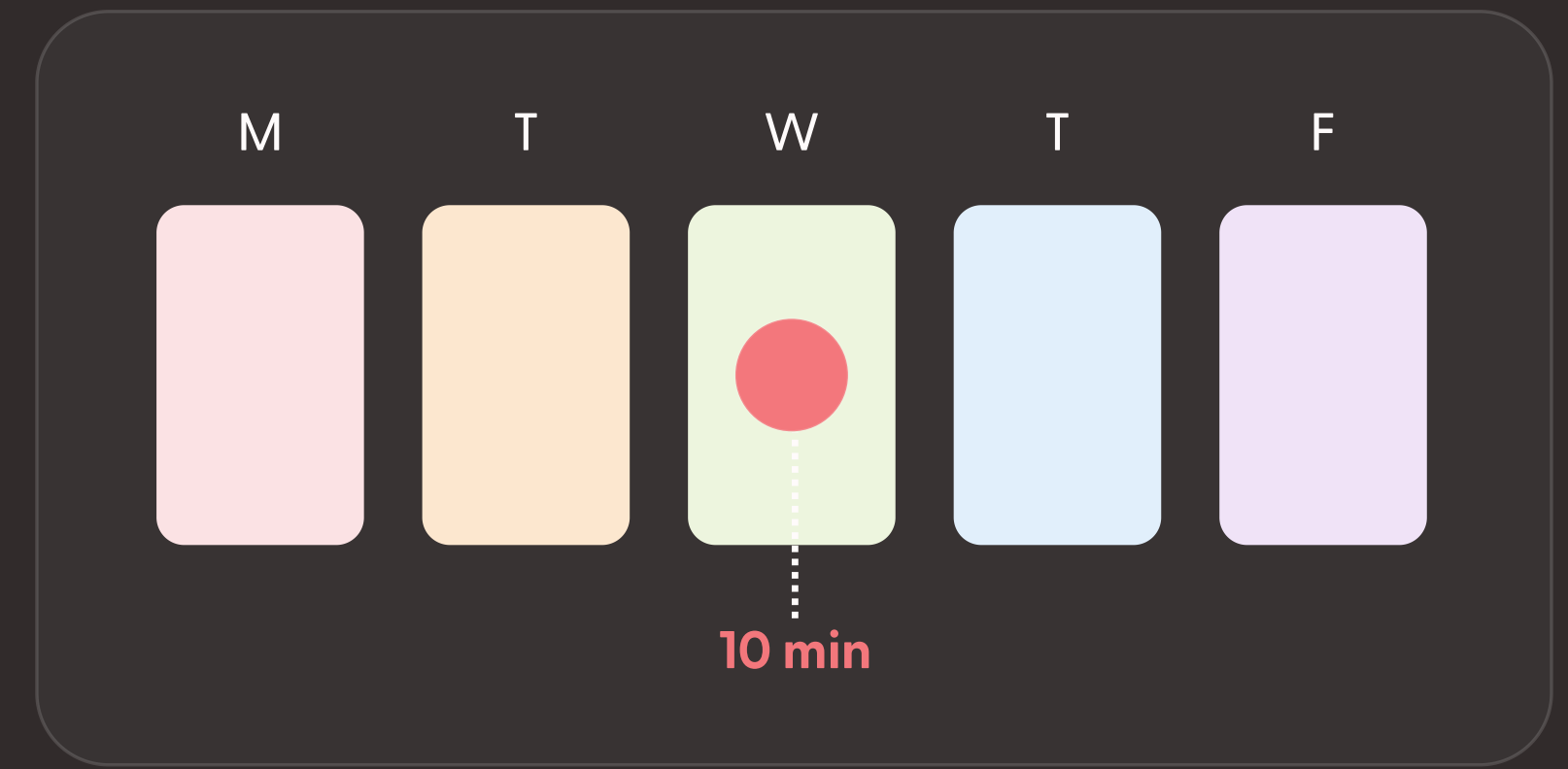
Keep it moving

Ten minutes a week can keep the page alive.

complexity: **low**

Spend 10 minutes a week reviewing your info, adding a photo, replying to reviews, or posting something worth sharing.

Tip: Set up a weekly check-in reminder on your work or personal calendar.



Summary

You've moved the profile from setup to strategy.

This is where the page starts doing more than existing. It starts helping people understand, trust, and contact you.

Keep it up to date, and it will reward
you with good performance.

Look at you, optimizing things.

You've made the profile clearer, more useful, and easier for people to trust. That's a pretty solid business move.

Go get 'em, tiger!

A few things people usually ask.



Google gives you a lot of useful tools, plus the occasional tiny curve-ball.

Here are the things people usually want to know first.

Here are some common ones.

Got more? Email us to ask!

Do I need verification first?

You can prepare content anytime, but full publishing and management may require verification.

What photos should I use?

Use real, well-lit photos of the exterior, entrance, office space, lobby or sales floor, staff, customers, and community.

How often should I post?

Post when you have something useful to share. Weekly is great, but useful beats forced.

Can AI write everything?

AI can draft. You still need to review, edit, and approve before anything goes live.

What if I get a bad review?

Respond calmly, avoid arguing, and invite the person to continue the conversation offline.

A few helpful places to start.



USE RESOURCES
LEARN MORE
GROW KNOWLEDGE

- Google Business Profile Manager
- Google Business Profile Help Center
- heyZensei Support

The more you learn, the more you can do.



heyZensei Support

[Click Here](#)



Google Business Profile Manager

[Click Here](#)



Google Business Profile Help Center

[Click Here](#)

● ● Nicely done

Google looks good on you.

If things get weird, send us a
screenshot. We've got you.

Got questions?

Let us help point you in the right direction.

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aj.patterson@heyzensei.com

● ● AI Prompt Samples

Feeling stuck? Use these AI prompt samples to jump-start your GBP writing.

Business description prompt

Write a friendly Google Business Profile description for [Business Name] in [City/Location]. Mention the business's primary services, the types of customers it serves, and the key qualities or benefits that make it distinctive. Keep it clear, welcoming, and under 750 characters. Use a warm, professional tone. Avoid keyword stuffing, hype, emojis, pricing, schedules, guarantees, or any details that have not been confirmed.

Photo checklist prompt

Create a Google Business Profile photo checklist for [Business Name] in [City/Location]. Organize it into must-have and nice-to-have shots. Include the exterior, entrance, interior spaces, team members, products or services in action, customer experience, events, and community moments where relevant. Add simple tips for lighting, framing, consistency, and what to avoid. Keep it practical for a busy business owner using a phone camera.

Service description prompt

Write a short Google Business Profile service description for [Service or Program Name] at [Business Name] in [City/Location]. Explain who the service is for, the key benefits or outcomes it provides, and what a new customer can expect. Keep it clear, friendly, and easy to scan. Do not invent pricing, schedules, eligibility requirements, guarantees, policies, or other unconfirmed details. Use a warm, professional tone and include a simple next step.

Positive review reply prompt

Write a warm, sincere reply to this Google review for [Business Name] in [City/Location]: [paste review]. Thank the reviewer specifically, keep the response brief, and make it sound natural and human. Do not overuse keywords or make claims that are not supported by the review. If the review mentions a child, family member, employee, health matter, or other personal detail, keep the response respectful and privacy-aware.

Negative review reply prompt

Write a calm, professional reply to this Google review for [Business Name]: [paste review]. Thank the reviewer for their feedback, acknowledge their concern without arguing or becoming defensive, and invite them to continue the conversation directly at [phone/email]. Do not add SEO keywords, make unverified claims, or share private details.

Google Business Profile post ideas prompt

Create four short Google Business Profile post ideas for [Business Name] in [City/Location]: one offer, one event, one product or service reminder, and one community update. For each, include a headline, short body copy, simple call to action, and suggested photo. Do not invent dates, prices, promotions, or event details. Use placeholders wherever specific information is needed.