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Google Business Profile Optimization ChatGPT Prompt Pack

For active ChiroConverse users

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For active ChiroConverse users • Copy/paste prompts during the live webinar

How to use this document

- 1) Open ChatGPT in a second tab.
- 2) For each section, copy the prompt box exactly.
- 3) Replace anything inside [BRACKETS] with your info, then delete the brackets.
- 4) Paste into ChatGPT and press Enter.
- 5) Copy the output you like into your Google Business Profile (GBP) or your notes.

Tip: If you manage multiple locations, run the prompts once per location. Keep each location's details separate so descriptions, services, posts, and replies are accurate.

Important compliance notes

These prompts are designed to keep your profile accurate and compliant. To reduce the risk of ranking drops or profile issues:

- Do NOT add extra keywords or city names to your business name unless they are part of your real-world signage/legal name.
- Do NOT create fake addresses, fake locations, or fake service areas.
- Do NOT buy reviews or offer incentives in exchange for reviews.
- Keep your phone, website, hours, and address consistent everywhere (website, directories, signage).
- Use natural language. Avoid keyword stuffing.

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Quick inputs worksheet

Gather what you can before you start. If you don't know something, write "Unknown".

Business name (as shown on signage)	
Primary locatoin (city, state) or service area	
Street address (if you show one)	
Phone number	
Website URL	
Primary Services (5-10)	
Top 3 differentiators/trust signals	
Target customers (homeowners, SMBs, etc.)	
Hours	
Current primary category (if known)	
Current secondary category (if known)	
Review rating + # of reviews (if known)	
Competitors (2-5 names or URLs)	

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1) Set up ChatGPT as your GBP optimization assistant

Use this once at the beginning. It sets the rules and asks for missing info.

Copy/paste prompt

You are my Google Business Profile (GBP) Optimization Assistant.

Goal: Help me optimize my Google Business Profile for more organic visibility and more inbound leads (calls, messages, bookings) while staying accurate and compliant.

Rules:

- Keep everything truthful and consistent with real-world business info.
- Do NOT suggest adding keywords or cities to the business name unless it is the legal name / signage.
- Do NOT suggest fake addresses, fake locations, fake reviews, or review incentives.
- Avoid keyword stuffing. Use natural language.
- When you output copy for GBP, make it "copy-ready" (final text I can paste).
- If you need info I didn't provide, ask me short questions in a numbered list.

First, ask me for any missing details you need, based on the inputs below.

My business info:

Business name: [BUSINESS NAME]

Location or service area: [CITY, STATE / SERVICE AREA]

Address (if shown): [ADDRESS or "NOT SHOWN"]

Phone: [PHONE]

Website: [WEBSITE]

Primary services: [LIST 5-10]

Target customers: [WHO YOU SERVE]

Differentiators: [TOP 3]

Hours: [HOURS]

Primary category (if known): [CATEGORY or UNKNOWN]

Secondary categories (if known): [CATEGORIES or UNKNOWN]

Reviews (rating and count if known): [RATING + COUNT or UNKNOWN]

Competitors: [NAMES or LINKS]

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2) Fast audit + prioritized action plan

Goal: Get a ranked to-do list (highest impact first) so you know what to fix today vs. later.

Copy/paste prompt

Using the business info I gave you, create a Google Business Profile optimization audit and action plan.

Output format:

- 1) The top 10 improvements (ranked by impact)
 - For each: Why it matters, what to change, and how long it should take (5 min / 30 min / 2 hrs).
- 2) A "Do this today" checklist (5-7 items).
- 3) A "Do this weekly" checklist.
- 4) A "Do this monthly" checklist.

Constraints:

- Keep it compliant (no keyword-stuffed business names, no fake reviews, no fake locations).
- Focus on changes that increase both visibility AND conversion.

2A) Category Recommendations

Goal: Select the best primary category and strong supporting secondary categories.

Copy/paste prompt

Recommend the best Google Business Profile categories for my business.

Inputs you can use:

- Business name: [BUSINESS NAME]
- What we do (short): [ONE-SENTENCE SUMMARY]
- Primary services: [LIST 5-10]
- Location/service area: [CITY/AREA]
- Top competitors: [NAMES or LINKS]

Output format:

- Primary category recommendation (1)
- Secondary category recommendations (5-10 options)
- Why each category fits (1 sentence each)
- Risks/mistakes to avoid (e.g., choosing categories we don't actually provide)

Constraints:

- Categories must match what we truly do. No misrepresentation.

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2B) Service list + descriptions

Goal: Build a clean service list you can add to GBP and reuse on your website.

Copy/paste prompt

Create a Google Business Profile "Services" list for my business.

Inputs:

Business type: [TYPE]

Primary category: [CATEGORY]

Location/service area: [CITY/AREA]

Primary services: [LIST 5-15]

Differentiators: [TOP 3]

Output format (copy-ready):

- Service name (grouped into 3-6 logical categories)
- 1-2 sentence description per service (plain language; no hype; no keyword stuffing)
- Optional: a short "Good fit for..." line per group (who this service is for)

Constraints:

- Keep descriptions accurate and compliant.
- Use natural wording customers would actually say.

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3) Business description (3 paste-ready versions)

Google Business Profile descriptions have a character limit. Generate options and pick one.

Copy/paste prompt

Write 3 Google Business Profile business descriptions for my company.

Inputs:

Business name: [BUSINESS NAME]

Location/service area: [CITY/AREA]

Top services: [TOP 5]

Differentiators/trust signals: [TOP 3]

Ideal customer: [WHO WE SERVE]

Tone: [Friendly / Professional / Premium / Straightforward]

Requirements:

- Each description must be under 750 characters (include character count).
- Natural language (no keyword stuffing).
- No ALL CAPS, no emojis, no phone numbers, no URLs.
- Make it clear what we do and who we serve.

Output format:

Description A (conversion-focused) + character count

Description B (trust-focused) + character count

Description C (balanced SEO + conversion) + character count

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4) Attributes, highlights, and “what to emphasize”

Copy/paste prompt

Based on my business, list the top Google Business Profile attributes and highlights I should enable or emphasize.

Inputs:

Industry: [INDUSTRY]

Services: [LIST]

Trust signals: [LICENSED/INSURED/YEARS IN BUSINESS/WARRANTY/etc.]

Customer type: [WHO WE SERVE]

Output format:

- Top 10 attributes to look for in GBP (with a short reason each)
- Any attributes to avoid because they might be inaccurate
- A “trust highlight” list (5 bullets) I can reuse in posts and responses

Constraints:

- Only suggest attributes that could truthfully apply.

5) Photo plan (what to shoot this week)

Copy/paste prompt

Create a photo plan to improve my Google Business Profile.

Inputs:

Business type: [TYPE]

Location/service area: [CITY/AREA]

What customers care about most: [PRICE / TRUST / SPEED / QUALITY / CLEANLINESS / ETC.]

Output format:

- 1) The 25-photo shot list (specific shots)
- 2) A weekly upload plan for the next 4 weeks
- 3) Captions/alt-style notes (short, natural) for 10 of the photos
- 4) Common photo mistakes to avoid

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6) Google Posts (4-week content pack)

Copy/paste prompt

Create a 4-week Google Posts plan for my Google Business Profile.

Inputs:

Business name: [BUSINESS NAME]

Location/service area: [CITY/AREA]

Top services: [TOP 5]

Seasonal promos (if any): [PROMO or NONE]

Unique differentiators: [TOP 3]

Preferred CTA: [Call now / Book / Get quote / Learn more]

Output format:

- 12 posts total (3 per week for 4 weeks)
- Mix of: "What's New", "Offer", and "Education/Tip"
- For each post:
- Post title
- Post body (under 300 words; clear and skimmable)
- CTA suggestion
- Suggested photo idea

Constraints:

- Keep it helpful and local.
- No spammy language. No keyword stuffing.

7) Review request templates (SMS + email) compliant

Copy/paste prompt

Write review request templates I can send to customers (SMS and email).

Inputs:

Business name: [BUSINESS NAME]

Customer type: [WHO THEY ARE]

Service completed: [EXAMPLE SERVICE]

Tone: [Friendly / Professional / Short]

Link placeholder: [PASTE REVIEW LINK HERE]

Requirements:

- Do NOT offer incentives for reviews.
- Do NOT ask only "happy customers" to leave reviews (no review gating).
- Include a simple "If anything wasn't 5-star, reply to this message so we can make it right" line WITHOUT withholding the review link.

Output format:

- 1) SMS template (under 320 characters)
- 2) SMS follow-up #1 (48 hours later)
- 3) SMS follow-up #2 (5 days later)
- 4) Email template (short, skimmable)
- 5) Subject line options (5)

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8) Review response templates (copy/paste library)

Copy/paste prompt

Create a review response library for my Google Business Profile.

Inputs:

Business name: [BUSINESS NAME]

Location/service area: [CITY/AREA]

Top services: [TOP 5]

Tone: [Warm / Professional / Straightforward]

Create templates for:

- 5-star (short)
- 5-star (detailed)
- 4-star with minor issue
- 3-star neutral
- 1-2 star upset customer
- Pricing complaint
- Scheduling delay
- "Not our customer" / mistaken identity
- No-show / cancellation review
- Review with no text

Requirements:

- Keep responses respectful and calm.
- Do not share private customer details.
- Include 1 subtle service keyword naturally (no stuffing).
- End with a next step (call us / message us) when appropriate.

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9) Google Q&A (pre-write the best answers)

Copy/paste prompt

Generate a Google Business Profile Q&A list for my business.

Inputs:

Business type: [TYPE]

Location/service area: [CITY/AREA]

Top services: [TOP 5]

Policies (if any): [WARRANTY / FINANCING / CANCELLATION / ETC.]

Output format:

- 15 questions customers actually ask (short, natural)
- A clear answer for each (2-4 sentences)
- Mark 5 of them as "Most important" and explain why

Constraints:

- Accurate, no legal claims unless I confirm.
- Use plain language.

10) Competitor gap analysis (what they do that you don't)

Copy/paste prompt

Help me do a competitor gap analysis for Google Business Profile.

I will paste notes from 3 competitor profiles. For each competitor I'll include:

- Primary category
- Notable secondary categories
- Review count + rating
- 3 common themes from reviews
- Notable services listed
- Posting frequency (if visible)
- Anything that stands out visually

Task:

- 1) Summarize the biggest gaps between my profile and theirs (visibility + conversion).
- 2) Give me the top 7 changes to close the gap.
- 3) Suggest 5 "positioning angles" I can emphasize that competitors aren't.

Constraints:

- No unethical tactics.
- Focus on being more helpful, more trustworthy, and more responsive.

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11) Tracking and attribution (optional, but powerful)

Copy/paste prompt

Help me set up simple tracking for my Google Business Profile links.

Inputs:

Website URL: [WEBSITE]

Booking/quote URL (if any): [URL or NONE]

Business name (short): [NAME]

Location: [CITY]

Output format:

1) Suggested UTM parameters for:

- Website link
 - Appointment/booking link (if used)
- 2) A naming convention so I can track by location and month
- 3) A quick “what to check monthly” list (calls, clicks, direction requests, messages)

Constraints:

- Keep it simple and copy-ready.

12) 30-day execution plan + maintenance checklist

Copy/paste prompt

Create a 30-day execution plan to optimize and maintain my Google Business Profile.

Inputs:

Business type: [TYPE]

Location/service area: [CITY/AREA]

Team size: [SOLO / SMALL / MULTI-LOCATION]

Time available per week: [1 hr / 2 hrs / 5 hrs]

Output format:

- Week 1: setup + foundation (daily tasks)
- Week 2: content + proof (daily tasks)
- Week 3: conversion + reviews (daily tasks)
- Week 4: measurement + refinement (daily tasks)

Then:

- Weekly maintenance checklist
- Monthly maintenance checklist

Constraints:

- Prioritize tasks that drive organic leads quickly

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13) Ready reply templates for GBP leads (text-back + follow-up)

Goal: Convert organic profile views into booked jobs by responding fast and following up consistently.

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Create a response and follow-up message library for inbound leads coming from my Google Business Profile.

Inputs:

Business name: [BUSINESS NAME]

Location/service area: [CITY/AREA]

Top services: [TOP 5]

Business hours: [HOURS]

Main booking/quote CTA: [CALL / TEXT / BOOK LINK]

Scheduling link (if any): [URL or NONE]

Tone: [Friendly / Professional / Straightforward]

Create copy-ready templates for:

- 1) Missed call text-back (sent immediately)
- 2) New inquiry text (sent immediately after a form/message)
- 3) After-hours auto-reply (with next-step expectation)
- 4) Quote follow-up #1 (next day)
- 5) Quote follow-up #2 (3 days later)
- 6) Appointment confirmation text
- 7) "On my way" text
- 8) "How did we do?" post-service text (includes review link placeholder: [REVIEW LINK])

Requirements:

- Short, clear, and human.
- Ask 2-3 qualifying questions where appropriate.
- No pressure, no hype.
- Keep it compliant (no incentives for reviews).

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Quick troubleshooting prompts

Copy/paste prompt

If ChatGPT gives you something too long, too generic, or too “marketing-y”, use one of these follow-ups:

- A) “Rewrite this in plain language for a real customer. Make it shorter and more specific.”
- B) “Keep the meaning but remove hype. Sound trustworthy, not salesy.”
- C) “Make 3 variations: short, medium, and detailed.”
- D) “Ask me 5 clarifying questions so the output is more accurate.”
- E) “Check for compliance risks and remove anything that could violate Google policies.”

