

GET FOUND. STAY SEEN. WIN LOCALLY.

Small tweaks. Big visibility.

AI is scooping up more and more “near me” searches. But if your Google Business Profile is quiet, outdated, or half-done - you might as well be invisible.

The good news? A few simple fixes can bump you higher in local results and get more people knocking (or clicking) on your door. Here’s how to turn your profile into a mini marketing machine.

GOOGLE BUSINESS PROFILE CHEATSHEET *For Services-Based Businesses*

Think of this as your Google profile pit stop. Quick tune-ups that make a real difference. The aim? Keep your business looking alive, relevant, and ready when someone nearby searches for what you offer. The more complete and active your profile, the better Google understands (and promotes) you.

CORE ESSENTIALS

- Complete every field – name, category, phone, website, hours.
- Stay consistent – same details across every platform.
- Write clearly – what you do, who you help, where you work.
- Pick smart categories – one main, a few extras.
- Add attributes – locally owned, insured, pet-friendly.
- Check your map pin – accuracy matters.

PHOTOS & VIDEOS

- Post quality images: logo, team, services in action.
- Rename photos with keywords
- Add short 30–60 sec clips—real moments work best.
- Update often. Fresh content = higher visibility.



REVIEWS

- Ask for reviews when clients are happy.
- Reply to all - good or bad.
- Share your review link everywhere.
- Highlight great ones in social posts.

ENGAGEMENT FEATURES

- Messaging – turn it on and reply fast.
- Q&A – add your own FAQs.

BOOST YOUR VISIBILITY

- Book Now Button – link to booking or enquiry page.
- Services Tab – list what you offer, simply.
- Offers & Events – post deals or partnerships.
- Local Focus – list your suburbs (Bowral, Surry Hills, Newcastle).
- Track It – add UTM links to measure traffic.

NEW AI TOOL TO MAKE IT EASIER

If updating your Google Business Profile keeps slipping down your to-do list, **SEMrush GBP AI Agent** can help you do the heavy lifting. It helps you stay active, accurate, and visible without eating into your day.

- Spots missing info or outdated details
- Suggests updates based on real user data
- Auto-posts content and keeps your profile active
- Tracks keyword rankings and profile views
- Highlights reviews that need quick replies



CONTACT US

Need a hand? We can help you polish your profile so it works harder - because local marketing shouldn't be left to chance. Reach out to schedule a meeting to discuss your needs.

- johnna@kaleidoscopemarketing.au
- [0432 6706 07](tel:0432670607)
- www.kaleidoscopemarketing.au
- www.linkedin.com/in/johnnaehmke/
- kaleidoscope_marketing_events