The Local Map Pack Fix List

A Google Business Profile guide for local service businesses. When a neighbor searches for a plumber, roofer, or cleaning company, Google often shows a map and a short list of businesses. Your Google Business Profile is the storefront on that map — what people see before they call, ask for directions, or open your website.

If the profile is complete, consistent, and honest, it is easier for the right customers to choose you. If it is incomplete, mismatched, or out of date, they may move on to the next business in the list. This short guide covers the fixes you can make yourself.

01 Get the profile right

Verification and ownership

Confirm that you, or someone you trust at the business, is the owner or a manager of the listing. Some profiles are created automatically, or left behind by a former vendor. If you cannot edit it, recover the listing or request access before you change anything else. Then finish verification if it is not verified yet. An unverified profile is limited in what it can do.

Use the real business name

Enter the name customers already know you by. Do not add cities, services, or slogans to the name. Keyword-stuffed names go against Google's guidelines and can get a listing suspended.

> **Don't:** "Smith Plumbing — Best Plumber in Town." **Do:** "Smith Plumbing."

Hours, services, and description

Set your regular hours, plus special hours for holidays. Only mark the business open around the clock if you truly are. If you take after-hours emergency calls, say so in the description or attributes.

List each service you actually offer, with a short description in plain language. Write the profile description for a neighbor, not a search engine: who you help, where you work, and what you do. Skip the keyword stuffing.

Website and booking links

Point every link at a page that works. A "Book now" or "Contact" button that leads to a blank page or an error wastes the click.

If you take online bookings, use the booking field. If not, link to a contact or quote page that actually reaches you. Use one main phone number — the same one that appears on your website.

NOTE If you go to the customer (a service-area business), hide the street address on the profile and set the areas you serve instead. Do not list a P.O. box or a virtual office as a storefront. There is more on staying consistent under Name, address, and phone.

02 Choose categories with care

Primary category

Your primary category is the most important choice on the profile. Pick the one that best matches what you want to be found for — "Plumber," not a generic "Contractor," if plumbing is the business.

Secondary categories

Add secondaries only when they truly describe you (for example, drain cleaning or water heater installation). Irrelevant categories do not help, and they can confuse both Google and customers. Do not add a category just because a competitor uses it.

03

Reviews that you earn

Ask every happy customer for a Google review, in person at the end of the job or in a short follow-up text or email. Give them a direct review link to your profile so they do not have to search for your name.

Reply to every review — good or bad — in a timely, professional way. Thank people by name when you can. If someone had a problem, acknowledge it and take the details offline.

DO NOT BUY, PAY FOR, OR GATE REVIEWS

Do not buy reviews, pay for them, or offer a discount in exchange for one. Do not "gate" reviews either: that means asking whether the experience was good, then only sending happy customers to Google. Those practices go against Google's review policies and can get reviews, or the listing itself, removed.

04

Photos of the real business

Upload real photos: the storefront and signage (so people can find the door), your team, trucks and vans, and jobs in progress or just finished. Add new photos regularly so the profile looks current.

Skip stock photography. It does not show your business, and it does not help a customer recognize you when they arrive.

A clear photo of the entrance, a truck with your name on it, and a finished job will do more for the profile than a polished picture that was never taken at your shop.

05

Name, address, and phone — keep them identical

Your name, address, and phone number (often called NAP) should be identical on your website, your Google Business Profile, Apple Maps, Bing Places, Yelp, Facebook, and any industry directories you use.

Pick one version of the name, one street format, and one phone number, and copy them exactly. "Ste." versus "Suite," a missing unit number, or a second phone number on the website are the mismatches that confuse customers and listings.

If you are a service-area business, hide the address on Google and do not publish a storefront you do not have. Be consistent about that on other sites too.

When you change a phone number or move, update the profile and then update every other listing. Leaving the old information in place is how customers call a disconnected line or drive to the wrong door.

06

Posts and Q&A

Google Posts let you share updates on the profile: seasonal work, new services, project highlights, hiring, or holiday hours. Post regularly, and make sure any link in a post goes to a working page.

Questions & Answers are public. Add the questions customers actually ask — "Do you offer emergency service?" "Are you licensed and insured?" "What areas do you cover?" — and answer them with facts. Watch for new questions, and for answers posted by other people, and correct anything that is wrong.

WHERE TO START

If the list feels long, begin with **ownership, the real business name, the correct phone number, and accurate hours**. Then add services, a working website link, real photos, and a simple way to ask happy customers for a review. The checklist on the next page is a working copy of this guide.

The Fix List

A working checklist you can print and keep by the desk. Check an item only when it is actually done, not when you plan to do it.

Profile foundation

- [ ] I (or someone I trust at the business) own or manage the listing
- [ ] The listing is verified
- [ ] The business name is the real name customers know — no extra keywords, cities, or slogans
- [ ] Regular hours are set, plus special hours for holidays
- [ ] After-hours or emergency availability is described accurately (not marked open around the clock unless it is)
- [ ] Every service we actually offer is listed, with a short plain-language description
- [ ] The profile description is written for a customer, not stuffed with keywords
- [ ] The website and booking links go to pages that work and can actually reach us
- [ ] The phone number on the profile matches the number on our website

Categories

- [ ] The primary category is the best match for what we want to be found for
- [ ] Secondary categories are only ones that truly describe the business

Reviews

- [ ] We ask every happy customer for a Google review
- [ ] We give them a direct review link to the profile
- [ ] We reply to every review, good or bad
- [ ] We do not buy, pay for, incentivize, or gate reviews

Photos

- [ ] Real photos of the storefront and signage are on the profile
- [ ] Photos of the team, vehicles, and actual jobs are on the profile
- [ ] New photos are added regularly
- [ ] There are no stock photos

Name, address, and phone

- [ ] Name, address, and phone are identical on the website and the Google Business Profile
- [ ] The same NAP appears on Apple Maps, Bing Places, Yelp, and Facebook
- [ ] Industry directories use the same name, street format, and phone number
- [ ] If we are a service-area business, the street address is hidden and service areas are set
- [ ] We have one official phone number and one official way of writing the address

Posts and Q&A

- [ ] We post updates on the profile (offers, projects, hours, or news)
- [ ] Links inside posts go to working pages
- [ ] Common customer questions are added and answered with facts
- [ ] We watch for new questions and for answers posted by other people

NEXT STEP

Book your free 30-minute market teardown

Bring your questions. We will look at your Google Business Profile and the local market with you, and you will leave with a short, practical plan — whether we work together afterward or not.

https://link.kodeshdigital.io/widget/booking/cxbHyeWHm7FXKWTjK1iW →