

BONUS #4: THE GBP ACTION TOOLKIT



The GBP Action Toolkit

Copy-and-Paste Templates & Shortcuts to Dominate Your Local Market

This toolkit provides "fill-in-the-blanks" assets. Use these to save time and ensure your profile is optimized for both Google's algorithm and your customers' trust.

Note: *These templates are designed as a high-performance foundation. For the best results, be sure to **swap out the bracketed text** with your specific services and locations. Tailoring these to your unique voice ensures you build authentic trust while still checking all of Google's ranking boxes.*

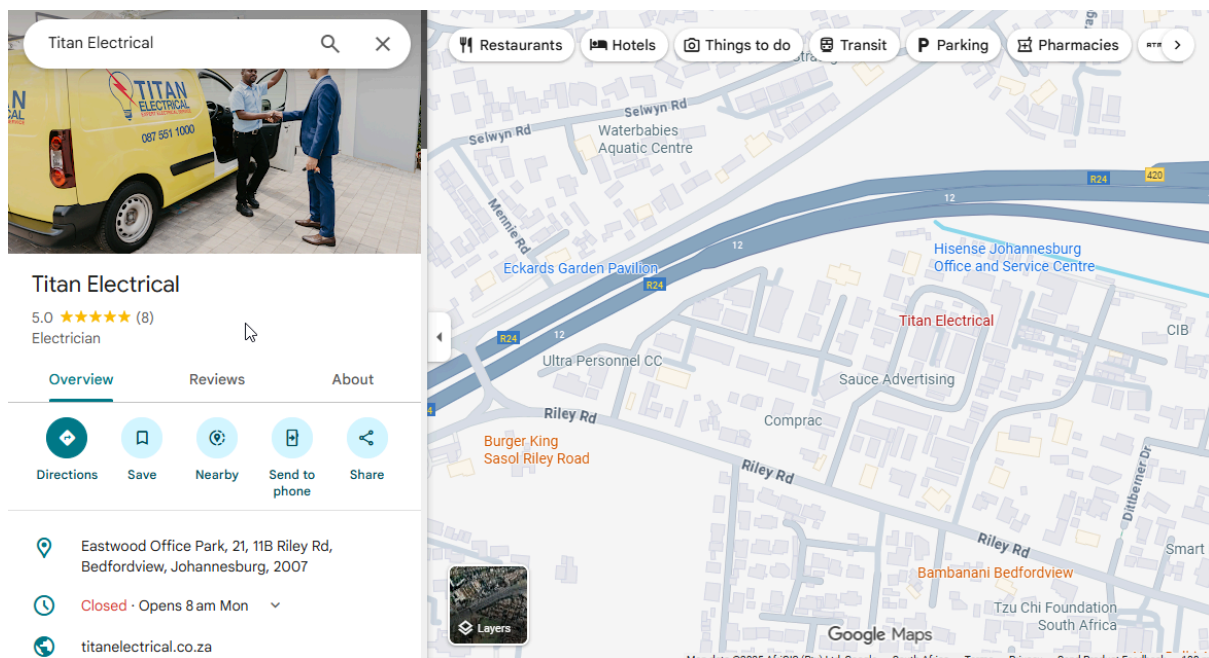
DISCLAIMER: The strategies, methods, and advice provided in this report are for informational purposes only and are not tailored to your specific business circumstances. Results may vary significantly depending on factors such as your industry, location, competition, market conditions, and how consistently you implement the recommendations. While the information aims to support South African business owners in improving their online presence, no guarantee is made that following this advice will lead to increased customers, sales, or profit. All business decisions carry inherent risks, including potential loss of time or resources, and there is no assurance of financial return. You are solely responsible for your actions and outcomes.

1. Shortcut: The "Competitor Spy" Category Strategy

Google hides your competitors' secondary categories on the standard Maps view, but you can see them if you know where to look.


How to Spy:


1. On a desktop computer, open Google Maps (<https://www.google.com/maps>) and find your top-ranking competitor.



2. Make a note of their **primary category** (shown just under their review stars). In the example, it's "Electrician".
3. Press **Ctrl+U** (or Cmd+U) to see the code for the page.

4. Press **Ctrl+F** (or Cmd+F) and search for their **primary category**. Make sure "Line wrap" is checked.



5. Click the down arrow  symbol in the search box ① to cycle through each time the category is listed in the code.



6. **What to look for:** The third or fourth time the primary category appears, it should be followed by the secondary categories. In the example above, "Electrician" is followed by "Electrical installation service".
7. Often times you will only have chosen one category. If this is the case, try your second biggest competitor, your third etc.

The Goal: If the #1 guy is using "electrical installation service" as a secondary category, you should probably add it too.

2. Tips: Choosing Categories

Choosing the right categories is one of the most powerful things you can do for a Google Business Profile (GBP). It essentially tells Google's algorithm which "bucket" to put the business in when someone searches.

Here are the key pointers to keep in mind:

The "Primary Category" is King

Your **Primary Category** carries the most weight for ranking. It should describe **what your business IS**, not just what it does.

- **The Golden Rule:** If you only had one phrase to describe your business to a stranger, that's your Primary Category.
- **Be Specific:** If you are a "Pizza Restaurant," choose that specifically rather than the broader "Restaurant."
- **Strategy:** If you have two equally important services (e.g., a plumber who also does HVAC), pick the one that is **most profitable** or that you want to grow the most as your Primary.

How Many Categories?

You can have **1 Primary Category** and up to **9 Secondary Categories** (10 total).

- **The "Less is More" Debate:** There is some debate here. Google officially recommends using "the fewest categories possible" to describe your business.
- **The Consensus:** Most experts recommend picking **2 to 4 highly relevant** categories.
- **The Danger of Over-filling:** If you add 10 categories that are only loosely related, you might "dilute" your authority. Google might get confused and think you are a "jack of all trades, master of none," which can actually hurt your ranking for your main service.

Truthfulness & Accuracy

Google is very strict about accuracy. Misrepresenting your business is one of the fastest ways to get a profile suspended.

- **Current Reality only:** Do not add a category for a service you *plan* to offer next year. It must be a service you provide **right now**.
- **Departments vs. Categories:** If your business has a separate department with its own entrance (like a pharmacy inside a grocery store), that department should often have its own *separate* profile rather than being a secondary category.
- **Avoid "Keyword Stuffing":** Don't pick categories just because they have high search volume if they don't truly represent you. For example, don't pick "Personal Injury Lawyer" if you only do "Real Estate Law," even if personal injury has more searches.

Categories vs. Services

This is a common point of confusion for users:

- **Categories:** What your business **IS** (e.g., "Landscaper").
- **Services:** What your business **DOES** (e.g., "Lawn Mowing," "Hedge Trimming").
- **Tip:** If a keyword you want to rank for isn't available as a category, add it to the **Services** section of the profile instead.

3. Templates: Copy-and-Paste Review Responses

Use these templates to respond quickly while boosting your SEO.

Important: Avoid the "Boilerplate" Trap *While these templates are a great starting point, **do not use the exact same wording for every response**. Google's algorithm (and your customers) can spot "copy-paste" behavior from a mile away. Use these as a guide, but vary your sentences, swap the order of your points, or mention a specific detail from the customer's review to keep your profile looking natural and human.*

Template for a 5-Star Review:

"Hi [Customer Name], thanks so much for the 5-star rating! The team at [Business Name] really enjoyed helping you with your [Service, e.g., kitchen leak] in [Suburban Area]. We look forward to being your go-to [Industry, e.g., plumber] in the future!"

Template for a Negative/1-Star Review:

"Hello [Customer Name], thank you for bringing this to our attention. We pride ourselves on high-quality [Industry] work in [City], and we're sorry we didn't meet your expectations this time. We would like to make this right—please contact us directly at [Phone Number] so we can resolve this for you."

3. Template: The "Instant Authority" FAQ List

Google allows you to post your own questions and answer them. Copy these 5 questions onto your profile today to address customer doubts immediately. Remember to edit them according to your specific business!

1. **Question:** Do you offer free, no-obligation quotes?

Answer: Yes! We provide free quotes for all **[Industry]** services in the **[Your Area]** region. Give us a call to book yours.

2. **Question:** Are you licensed and insured?

Answer: Absolutely. **[Business Name]** is fully licensed and carries comprehensive liability insurance for your peace of mind.

3. **Question:** Do you offer emergency or after-hours services?

Answer: Yes, we provide emergency support for **[Specific Issue]**. Our team is available **[Hours/Days]** to assist you.

4. **Question:** What areas do you serve?

Answer: We primarily serve **[Main Area]**, but we also travel to **[Suburb A]**, **[Suburb B]**, and **[Suburb C]**.

5. **Question:** How soon can you send someone out?

Answer: We aim for same-day service whenever possible. Most call-outs are handled within **[Number]** hours.

4. Tips: The 5-Photo Trust Checklist

Upload these 5 specific images to your profile to instantly look more professional than 90% of your competition.

- ☐ **The Team/Owner Photo:** A high-quality photo of you or your staff (smiling!). This proves you aren't a "lead-gen" bot.
- ☐ **The Branded Vehicle/Office:** A shot of your van or storefront with your logo visible. This acts as physical proof of your business.
- ☐ **The "In-Progress" Shot:** A photo of a project actually being worked on. It shows you are active and busy.
- ☐ **The "Result" Shot:** A clean, bright photo of a finished job.
- ☐ **The Tool/Equipment Shot:** A professional photo of the tools of your trade. This signals expertise.

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