



LOCAL BUSINESS GUIDE

Get found on Google.

The local business owner's step-by-step guide to setting up a Google Business Profile that brings new clients contacting you and/or visiting you each month.



CreateFlow Online
with Raving Reviews & Friendly Funnels

www.ravingreviews.online

START HERE

The most valuable 30 minutes you'll spend on your business.

When someone wants their nails, lashes or brows done. Or when a family is looking for somewhere to eat, or when a business man or woman is looking for a new accountants or that independent boutique clothes shop. Or a married couple are looking for home improvement services...

They don't open a directory, they Google **"cafe near me"**, for example.

Google answers with a small map and three local businesses. If you're one of them, you get the call. If you're not, the competitor does.



Your **Google Business Profile** is the free listing behind that map pin: your photos, hours, services, reviews and booking link. It's the most powerful, and most overlooked way to get found by people ready to book now.

BEFORE YOU START

Grab these and the whole setup takes about half an hour

- Business name, address, service area
- 10+ photos of your work, space and team
- A Google account to own the listing
- Phone number and opening hours
- Your booking link if you have one

ALREADY HAVE AN UNDERPERFORMING GOOGLE BUSINESS PROFILE? – [GO HERE](#)

Build your profile.

1

Create or claim your profile

Go to **google.com/business** and sign in with the account you want to own the listing. Search your business name. If it appears, claim it; if not, tap **Add your business** and enter the name exactly as clients know it.

2

Verify if its yours

Google confirms the business is real with a short video, a phone call or posted code. Pick the fastest option offered and do it promptly. An unverified business won't show up in search.

3

Choose the right categories

Set your primary category to your main service, not just 'salon' eg. Nail salon, Eyelash Service etc. Add secondary categories for everything else you offer. This is what Google matches to 'near me' searches.

4

Add contact details and hours

Enter your address (or set service area if you're mobile), phone and opening hours, written **exactly** the same as on your website and socials. Add your booking link, and don't forget holidays hours.

Make it work for you

5

List your services & prices

Add every service using the words people actually search: **dog teeth cleaning, gas central heating, flat roofing**. Include a short description and price for each. It helps you appear for specific searches and sets expectations before they book.

6

Add photos that sell

Upload at least **10 real photos to start**, your best work, the space, your team, plus a clear logo and cover image. Skip stock. Add a few new ones each month. Active profiles rank higher and get far more clicks.

7

Write your description

Use your 750 characters to say who you are, where you are and what you do, working your town and main services in naturally. Warm and clear beats keyword-stuffed every time.

8

Post, then turn on reviews

Publish a **first post**: an offer, a recent result or your booking link. Then ask **every** happy client for a review while they are still beaming, and **reply to each** one. Fresh reviews are the fastest way to climb the map.

Setting it up is **step one**. Staying at the top is the real work.

- Post to your profile **every week**
- **Ask everyone** for a review after **every** visit/booking
- **Reply to all** of your reviews
- Keep your hours, services and prices current
- Add fresh photos every month
- Answer questions in the Q&A section

AN HONEST WORD

**Can you do all this yourself? Absolutely,
and you should start today.**

But showing up above every competitor in your area, and turning those clicks into booked appointment, takes ongoing optimisation and a fast, booking-ready website that Google trusts to send traffic to. That's the difference between being listed, to be seen, trusted and chosen.

Your website and your profile work as a team.

Google doesn't rank your profile in isolation. It looks at the website behind it. A fast relevant, consistent site is what pushes you **above competitors** in local search, and gives ready-to-book clients somewhere to land.



Your website / funnels



Your Google profile stats

01

Consistency builds trust

The same name, address and phone on your site and your profile tells google you're legitimate. Mismatches quietly cost you rankings.

03

Somewhere to convert the click

Your profile earns the click. Your website closes it, with clear prices, real photos and one-tap booking.

02

Google reads your website

Service pages with your treatmentst or services and your town tell Google exactly what you do and where, so you rank for the right local searches.

04

A loop that compounds

Fresh pages, posts and recent, frequent and many reviews feed both your profile and your site, and the two lift each other over time.



READY TO GET FOUND?

Want to skip the guesswork or already have a lack lustre Google Business Profile?

We help local businesses **get seen, trusted and chosen** – not only on Google, but **also** across Socials, Review Sites and discoverable across AI platforms too!

We can build the website (if you need one) and the accompanying funnels needed to drive conversions, turning your website visitors into customers, so that your diary, tables, booking system fills itself.



Already have a Google Business Profile?

Grab your free reputation and visibility report on our website



Need help? Contact us on [WhatsApp](#)

We'll get you found, increase your reputation & build sales.



Donna Marie – **CreateFlow.Online**

25+ years experience local business marketing

hello@createflow.online | www.createflow.online