

# Your Google Business Profile Is Now a Trust Signal

Your profile is no longer "just a listing." It helps Google understand who you are, what you do, and whether customers can trust you.

## What Google Sees

- Who you are
- What you do
- Whether customers trust you

## What Matters Most

- Complete business info
- Accurate hours and contact details
- Photos, reviews, and fresh activity

✔ A complete profile helps people find you. An active profile helps them trust you.



2026 UPDATE

# AI Can Help You Write Faster, But You Still Review

Google now uses AI in more places to help business owners move faster.

## AI Can Help With

### Business Description

Draft compelling copy quickly

### Profile Organization

Structure your information clearly

### Faster Setup

Speed up the onboarding process

## Always Check Before Publishing

### → Accuracy

Is every fact correct?

### → Tone

Does it sound like your business?

### → Services & Location

Are the details up to date?



**Bottom line:** Use AI to draft. Use your judgment to publish.

# Posts Matter More Than Most Businesses Think

Posts help show that your business is active, current, and helpful. You do not need perfect content. You need useful content.



## Updates

Share what's new at your business — hours changes, new services, or announcements.



## Offers

Promote deals, discounts, or limited-time specials to attract new customers.



## Events

Highlight upcoming events, workshops, or seasonal activities.



## Q&A Answers

Answer common customer questions before they even have to ask.

One simple post each week is better than long stretches of silence.



# Reviews Are Reputation Data

Reviews do more than boost confidence. They actively shape your business story and how people decide to contact you.

## Reviews Help Shape

- Customer trust
- Your business story
- How people decide to contact you

## A Strong Response Shows

Professionalism

Care

Consistency

Real Customer Service



Bottom takeaway: Future customers are reading your replies just as much as the review itself.

# Stop Guessing. Watch the Actions.

Performance is where you learn what customers actually do. This is how you spot what is working — and what isn't.



## Calls

Are people calling after finding your profile?



## Directions

Are they navigating to your location?



## Website Clicks

Are they visiting your site for more info?



## Bookings & Messages

Are they taking the next step to engage?

Ask yourself: What are people responding to? What are they ignoring? Where are they taking action?

**i** Do not just manage the profile. Learn from it.

# The Real Win Is Building a Weekly Habit

Most businesses do not need a full reset. They need a rhythm. Visibility is not built once — it is maintained.

## Weekly Rhythm

01

### Check Reviews

See what customers are saying

02

### Respond to Reviews

Show you're listening and engaged

03

### Add a Post

Keep your profile fresh and active

04

### Add or Refresh a Photo

Visual content builds trust fast

## Monthly Check-In

01

### Review Performance

What actions did customers take?

02

### Check Hours, Links & Info

Is everything still accurate?

03

### Look for Outdated Details

Remove or update anything stale

✔ Visibility is not built once. It is maintained.



## ✦+ MARIA'S QUICK TAKE

# AI Can Help With Menus

For some restaurant workflows, AI can help turn menu content into a more usable digital format. That can save time — but it still needs a human check.

## Where AI Can Speed Things Up

- Converting printed menus to digital format
- Organizing categories and sections
- Drafting item descriptions quickly

## Always Review Before Publishing

- Item names — are they correct?
- Prices — are they current?
- Categories — do they make sense?
- Descriptions — are they accurate?

⚠️ AI can speed things up. Accuracy still belongs to you.