

SMART BRAND SYSTEM™

4 Complete Gemini Prompts to Strengthen Your Google Business Profile

Use your reviews, customer questions, and business information
to make your profile clearer, more useful, and easier to trust.

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Seen. Trusted. Chosen.

START HERE

How to Use This Prompt Pack

You do not have to use all four prompts at once. Start with the part of your profile that needs the most attention.

1. Choose the prompt that matches what you want to improve.
2. Replace everything inside brackets with your business information.
3. Paste the completed prompt into Gemini.
4. Review the response carefully and correct anything that does not sound like your business.
5. Verify every fact before changing your Google Business Profile.

MARIA'S TIP

Gemini can help you spot patterns and create a stronger draft. You still make the final decision. Never allow AI to guess your services, locations, credentials, prices, policies, or promises.

The Four Prompts

- 1. Build a Better Business Description
- 2. Clarify Your Services
- 3. Turn Customer Questions Into Helpful Content
- 4. Find What Your Profile Is Failing to Communicate

PREPARE

What to Gather Before You Begin

The better the information you give Gemini, the more useful its analysis can be.

- ☐ Your current Google Business Profile description
- ☐ Your primary and additional business categories
- ☐ Your current service or product list
- ☐ 10 to 30 recent customer reviews
- ☐ Questions customers frequently ask
- ☐ Your website homepage and service information
- ☐ Your business hours, location, and service area
- ☐ A list of anything that has recently changed

START WITH WHAT YOU HAVE

You do not need everything on this list to begin. Gather only the information requested for the prompt you want to use.

PROTECT PRIVATE INFORMATION

Remove customer phone numbers, email addresses, payment details, health information, and anything else that should remain private before pasting material into an AI tool.

PROMPT 1

Let Your Customers Help Describe Your Business

Use this when your description sounds generic, outdated, or different from the way customers talk about your business.

What Gemini Will Help You Find

- Words and phrases customers repeat
- Services and results customers value
- Trust signals already present in your reviews
- Strengths missing from your current description

What You Need

- Your current business description
- Basic information about your business
- 10 to 30 recent customer reviews

WATCH FOR THIS

Do not let Gemini add claims such as “best,” “leading,” or “top-rated” unless you can support them.

BEFORE YOU PASTE

Replace every bracketed field with your own business information. If a field does not apply, write “Not applicable.”

PROMPT 1 . COPY + PASTE

Build a Better Business Description

HOW TO USE IT

Copy the prompt into Gemini after replacing the red bracketed fields. Keep the instruction to flag missing information instead of guessing.

Act as a Google Business Profile strategist for a small business.

I want you to help me improve my Google Business Profile business description using the language my customers use when describing what they value most.

Here is my current business description:

[PASTE CURRENT BUSINESS DESCRIPTION]

Here is basic information about my business:

Business name: **[BUSINESS NAME]**

Business type: **[TYPE OF BUSINESS]**

Location or service area: **[LOCATION OR SERVICE AREA]**

Primary customers: **[WHO YOU SERVE]**

Main services: **[LIST MAIN SERVICES]**

What makes us different: **[ADD IMPORTANT DIFFERENTIATORS]**

Here are recent customer reviews:

[PASTE 10 TO 30 REVIEWS]

Analyze the reviews and identify:

1. The words and phrases customers repeat.
2. The services or results they mention most often.
3. The problems customers say we helped solve.
4. The qualities they value, such as responsiveness, knowledge, friendliness, speed, trust, quality, or convenience.
5. Any important strength that is missing from our current description.
6. Any difference between how we describe the business and how customers describe it.

PROMPT 1 CONTINUED

Build a Better Business Description

Then write three improved Google Business Profile descriptions:

Version 1: Warm and customer-friendly.

Version 2: Clear and direct.

Version 3: More authority-focused while still sounding human.

Each description must:

- Accurately explain what the business does, who it serves, and where it operates.
- Use natural customer language from the reviews without copying an entire review.
- Include important services naturally.
- Avoid keyword stuffing, hype, unverifiable claims, links, discounts, and promotional offers.
- Avoid saying “best,” “number one,” or making claims that cannot be proven.
- Stay within Google’s current business-description character limit.
- Sound like a real business owner, not an advertisement written by AI.
- Never invent a service, credential, location, result, or business detail.

After the three versions, recommend the strongest one and explain why it is the best match for what customers appear to value.

Finally, provide a checklist of any facts I need to verify before publishing it.

OWNER APPROVAL

☐ I reviewed the response and verified every fact before making changes.

PROMPT 2

Make Your Services Easier to Understand

Use this when your service list is incomplete, too technical, repetitive, or unclear to someone outside your industry.

What Gemini Will Help You Find

- Missing or overlooked services
- Vague names and industry jargon
- Overlapping services that may confuse customers
- Questions customers may still have

What You Need

- Current profile categories
- Current services and descriptions
- Website service information
- Reviews or customer questions

WATCH FOR THIS

Do not add a service simply because Gemini suggests it. Confirm that you offer it and that the wording is accurate.

BEFORE YOU PASTE

Replace every bracketed field with your own business information. If a field does not apply, write “Not applicable.”

PROMPT 2 . COPY + PASTE

Clarify Your Services

HOW TO USE IT

Copy the prompt into Gemini after replacing the red bracketed fields. Keep the instruction to flag missing information instead of guessing.

Act as a Google Business Profile strategist and customer-experience reviewer.

I want you to evaluate the services listed on my Google Business Profile. The goal is to make it easier for customers, Google, and AI-powered search tools to understand exactly what my business offers.

Here is information from my Google Business Profile:

Primary business category: **[PRIMARY CATEGORY]**

Additional categories: **[ADDITIONAL CATEGORIES]**

Current services: **[PASTE ALL CURRENT SERVICES AND DESCRIPTIONS]**

Current business description: **[PASTE DESCRIPTION]**

Website service-page information: **[PASTE RELEVANT INFORMATION]**

Location or service area: **[LOCATION OR SERVICE AREA]**

Here are customer reviews or customer questions:

[PASTE REVIEWS, EMAIL QUESTIONS, CALL NOTES, OR FREQUENTLY ASKED QUESTIONS]

Please review this information and identify:

1. Important services customers mention that are missing from the profile.
2. Services that are too vague for an average customer to understand.
3. Services that overlap and may be confusing.
4. Internal industry terms or jargon customers may not use.
5. Services that appear on the profile but are not supported by the website or information provided.
6. Differences between the services customers request and the services currently emphasized.
7. Questions a potential customer may still have after reading the service list.

PROMPT 2 CONTINUED

Clarify Your Services

Create a recommended service list organized by priority.

For each recommended service, provide:

- Service name.
- A short, plain-language description.
- The customer problem it addresses.
- Evidence from the information I provided.
- Whether the service is ready to publish or needs owner verification.

Use the words customers naturally use when appropriate, but do not force keywords into the descriptions.

Do not invent services, prices, guarantees, service areas, credentials, or results. Flag anything that is uncertain.

Finish with three sections:

KEEP: Services that are already clear and useful.

CLARIFY: Services that need better names or descriptions.

VERIFY: Services or details that require owner approval before being added or changed.

Do not recommend changing my primary or additional business categories without clearly explaining the evidence for the change and asking me to confirm that the category accurately describes the business.

OWNER APPROVAL

☐ I confirmed that every listed service is one my business actually provides.

PROMPT 3

Turn Repeated Questions Into Helpful Content

Use this when customers keep asking the same questions by phone, email, text, or during appointments.

What Gemini Will Help You Find

- Questions that affect a customer's decision
- The concern hiding behind each question
- Useful answers for different customer stages
- Four ready-to-review profile posts

What You Need

- Basic business information
- Your main services
- Questions customers regularly ask
- Any claims or language your industry restricts

WATCH FOR THIS

If Gemini cannot answer a question from the information provided, add the missing facts yourself. Do not allow it to guess.

BEFORE YOU PASTE

Replace every bracketed field with your own business information. If a field does not apply, write "Not applicable."

PROMPT 3 . COPY + PASTE

Turn Customer Questions Into Helpful Content

HOW TO USE IT

Copy the prompt into Gemini after replacing the red bracketed fields. Keep the instruction to flag missing information instead of guessing.

Act as a content strategist for a local small business and its Google Business Profile.

I want to use real customer questions to create helpful Google Business Profile content that can make the business easier to understand and choose.

Here is information about my business:

Business name: **[BUSINESS NAME]**

Business type: **[TYPE OF BUSINESS]**

Primary customers: **[WHO YOU SERVE]**

Location or service area: **[LOCATION OR SERVICE AREA]**

Main services: **[LIST SERVICES]**

Tone of voice: **[FRIENDLY, PROFESSIONAL, PRACTICAL, REASSURING, ETC.]**

Important restrictions or regulated claims: **[LIST ANY, OR WRITE NONE]**

Here are questions customers regularly ask in phone calls, emails, appointments, reviews, or sales conversations:

[PASTE CUSTOMER QUESTIONS]

Please organize the questions into these stages:

- Before the customer knows what they need.
- While the customer is comparing options.
- Before the customer contacts or visits us.
- After the customer has decided to work with us.

Choose the eight questions that would be most helpful to potential customers.

PROMPT 3 CONTINUED

Turn Customer Questions Into Helpful Content

For each question, provide:

1. The question written in the natural language a customer would use.
2. A clear answer of two to four sentences.
3. The customer concern behind the question.
4. The best place to use the answer: Google Business Profile post, website FAQ, service-page content, social media post, or staff response or phone script.
5. Any detail the owner must verify before publishing.

Then turn four of the questions into complete Google Business Profile posts.

Each post must include:

- A clear opening connected to the customer's question.
- A useful explanation written in plain language.
- A natural next step.
- A suggested call-to-action button, if appropriate.
- A simple photo idea using the business, owner, team, location, product, or work being performed.

Do not invent prices, policies, guarantees, availability, credentials, or results. Do not use fear-based language, exaggerated promises, or keyword stuffing. If the information needed to answer a question was not provided, write "OWNER INPUT NEEDED" instead of guessing.

OWNER APPROVAL

☐ I checked every answer and post for accuracy, tone, and customer usefulness.

PROMPT 4

See What Your Profile May Be Missing

Use this when your profile has grown piece by piece and you need a careful review of what is outdated, inconsistent, or unclear.

What Gemini Will Help You Find

- Conflicting or missing information
- Strengths shown in reviews but absent from the profile
- Details customers need before taking action
- A prioritized plan for what to fix first

What You Need

- Your current profile information
- Recent posts and reviews
- Owner responses
- Website and service information
- Common customer questions

WATCH FOR THIS

Review recommendations one at a time. Confirm every proposed change before editing major profile information.

BEFORE YOU PASTE

Replace every bracketed field with your own business information. If a field does not apply, write “Not applicable.”

PROMPT 4 . COPY + PASTE

Find What Your Profile Is Failing to Communicate

HOW TO USE IT

Copy the prompt into Gemini after replacing the red bracketed fields. Keep the instruction to flag missing information instead of guessing.

Act as a careful Google Business Profile auditor for a small business owner.

I want you to identify gaps, inconsistencies, and missed opportunities in my Google Business Profile. Do not make assumptions based only on what similar businesses usually do. Use only the information I provide.

Here is my Google Business Profile information:

Business name: **[BUSINESS NAME]**

Primary category: **[PRIMARY CATEGORY]**

Additional categories: **[ADDITIONAL CATEGORIES]**

Business description: **[PASTE DESCRIPTION]**

Services or products: **[PASTE LIST]**

Address or service area: **[PASTE INFORMATION]**

Business hours: **[PASTE HOURS]**

Appointment information: **[PASTE INFORMATION]**

Profile links: **[PASTE LINKS]**

Attributes: **[PASTE ATTRIBUTES]**

Recent posts: **[PASTE POSTS]**

Recent customer reviews: **[PASTE REVIEWS]**

Owner responses to reviews: **[PASTE RESPONSES]**

Website homepage and service information: **[PASTE INFORMATION]**

Common customer questions: **[PASTE QUESTIONS]**

PROMPT 4 CONTINUED

Find What Your Profile Is Failing to Communicate

Compare the information and look for:

1. Conflicting business names, hours, locations, service areas, services, or contact details.
2. Important services mentioned on the website or in reviews but missing from the profile.
3. Claims on the profile that are not supported by the website or customer reviews.
4. Information customers may need before calling, visiting, or booking.
5. Repeated customer compliments that are not reflected in the profile.
6. Repeated customer confusion, complaints, or unmet expectations.
7. Review responses that sound copied, defensive, overly promotional, or impersonal.
8. Old posts or information that may create confusion.
9. Places where the profile uses vague language instead of specific, helpful information.
10. Any information that must be checked directly by the business owner.

Create a prioritized action plan using these three sections:

FIX FIRST: Items that may confuse customers, weaken trust, or send someone to the wrong place.

STRENGTHEN NEXT: Items that would make the business and its services easier to understand.

MAINTAIN MONTHLY: Profile tasks the owner can review each month.

PROMPT 4 CONTINUED

Find What Your Profile Is Failing to Communicate

For every recommendation, include:

- What you noticed.
- Why it may affect a customer's decision.
- The information or evidence that led to the recommendation.
- The suggested correction or next action.
- Whether owner approval is required.

Do not recommend changes merely to create activity. Do not invent missing information or treat assumptions as facts.

End with the five questions I need to answer before making any profile changes.

OWNER APPROVAL

- ☐ I reviewed the recommendations one at a time and confirmed each fact before changing the profile.

A Simple Monthly Check

- ☐ Confirm hours and contact information
- ☐ Review new customer language and questions
- ☐ Check services and links
- ☐ Respond to reviews with specific, human replies
- ☐ Remove or correct anything that is no longer accurate

BEFORE YOU PUBLISH

Your Google Business Profile Is a Customer Decision Point

People use it to decide whether they understand you, trust you, and want to take the next step.

Gemini can help you examine the words customers use, find missing information, and create clearer drafts. Your knowledge of the business is what makes those drafts accurate.

Before Publishing AI-Assisted Content

- ☐ Confirm the facts
- ☐ Remove exaggerated claims
- ☐ Make sure it sounds like you
- ☐ Check that it helps a customer make a decision
- ☐ Approve every change yourself

REMEMBER

Clear and accurate beats clever. Make it easier for customers to understand what you do, where you do it, and what their next step is.

Need help seeing what Google and AI search tools understand about your business?

Book a 15-minute Fit Call

SmartBrandSystem.com

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