



Fix Your Google Business Profile with Gemini

Practical 2-Hour Implementation Training

Today you will use Gemini to improve the Google Business Profile you already have - so your profile becomes clearer, stronger, and easier for customers to act on.

What We Are Building Today

By the end of this workshop, you will walk away with everything you need to make your profile work harder for your business.

Business Facts Brief

A strong Gemini starting point built around your real business details.

Clearer Profile

A revised Google Business Profile description that earns trust.

Stronger Services

Service descriptions that speak directly to your ideal customer.

FAQ Ideas

Answers to the questions customers ask before they call.

30-Day Post Plan

Google Posts content ready to schedule and publish.

Review Templates

Response drafts for positive and difficult reviews.

2026 UPDATE

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

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.



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



2026 UPDATE

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.

2026 UPDATE

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?

 Bottom takeaway: Do not just manage the profile. Learn from it.

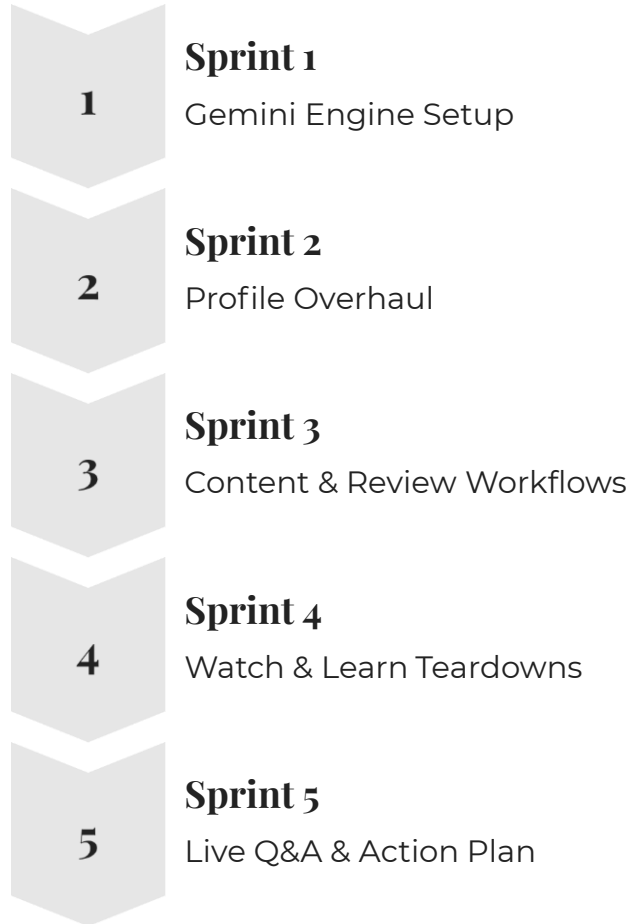


AI drafts. You review. You decide.

This is the one rule that guides everything we do today. Gemini helps you organize and draft. Your business judgment is still the filter.

The Five Sprints

This workshop moves through five focused sprints. Each one builds on the last - so by the end, you have a complete set of tools for your profile.



What to Have Ready Before We Start

Required

- Your Google Business Profile access
- Gemini access
- Your business website
- Your current Business Profile description
- Your current business category
- Your current service list
- Your service areas or location information
- A few customer reviews
- A few common customer questions

Helpful to Have

- Top 3 services you want more leads for
- Top 3 customer types you want to attract
- Main cities, neighborhoods, ZIP codes, or counties you serve
- One or two competitors customers compare you with
- Current offers, events, or seasonal promotions
- Brand tone notes (friendly, professional, luxury, warm, expert, local)

What We Are Really Doing

This is not about tricking Google. This is about making your business easier for Google and customers to understand.

Your profile needs to answer three questions quickly:

What do you do?

Where do you do it?

Why should someone choose you?

Gemini helps us organize and draft. The business owner still reviews, edits, and decides.



Gemini Engine Setup

Before Gemini can give you useful profile guidance, it needs to understand your business. This sprint is where you build your **Business Facts Brief** - a clear summary of your business that powers every prompt that follows.

What You Provide Gemini

- Business name and website
- Current profile description
- Primary and secondary categories
- Core services and ideal customers
- Service area or location
- Main customer problems
- Brand voice and proof signals
- What you want more of (calls, bookings, visits)

The Key Mindset Shift

Do not start with *"Write my profile."*

Start with *"Here is my business. Help me make this clearer."*

Gemini cannot give useful guidance if you give it vague information. The more specific you are upfront, the better every output becomes.

Build My Business Facts Brief

Copy and paste this prompt into Gemini, filling in each bracketed field with your real business details:

"Act as a practical Google Business Profile optimization assistant for a local small business. I am going to give you public business information. Use it to create a clear Business Facts Brief that we can use to improve my profile, services, posts, FAQs, and review responses.

Business name: [insert]

Website: [insert]

Current Google Business Profile description: [insert]

Primary category: [insert]

Secondary categories: [insert]

Core services: [insert]

Service area or location: [insert]

Ideal customer: [insert]

Main customer problems: [insert]

Brand voice: [insert]

Proof or trust signals: [insert]

What I want more of: [insert]"

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Build My Business Facts Brief – Output Sections

Once Gemini has your business details, ask it to structure the Brief with these nine sections:

"Create a Business Facts Brief with these sections:

1. What this business does
2. Who it serves
3. What customers are likely searching for
4. Core services
5. Strongest trust signals
6. Common customer questions
7. Profile improvement opportunities
8. Language to use more often
9. Language to avoid"

📌 Tip: Save Gemini's output somewhere easy to find - you will paste this Brief into every prompt that follows.

Find What Is Missing

Once Gemini has created your Business Facts Brief, run this second prompt to uncover gaps before you move forward:

"Based on the Business Facts Brief you created, identify what information is missing or unclear. Tell me what I need to add before improving my Google Business Profile. Keep the answer practical and organized as a checklist."

Sprint 1 Output

- A completed Business Facts Brief
- A checklist of missing or unclear details
- A stronger foundation for every prompt that follows



SPRINT 2

High-Converting Profile Overhaul

This sprint focuses on the parts of your profile that help people quickly understand, trust, and choose your business.

Business Description

Rewrite for clarity, trust, and customer action.

Services

Organize and describe each service for real customers.

FAQs

Answer what customers ask before they call.

Trust Signals

Surface the proof that makes people feel confident choosing you.



Remember: Search visibility gets you seen. Conversion language gets you chosen. Your profile needs both.

Improve My Business Profile Description

Use your Business Facts Brief to rewrite your description. This prompt asks for three versions so you can compare and choose:

"Using the Business Facts Brief below, rewrite my Google Business Profile description so it is clear, accurate, customer-friendly, and aligned with what people are likely searching for.

Do not exaggerate. Do not make unsupported claims. Do not sound generic. Do not stuff keywords. Make it sound like a real local business people can trust.

Include:

- What we do
- Who we help
- Where we serve customers
- What makes us a strong choice
- A clear, practical tone

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Improve My Business Profile Description – Output

Complete the prompt by adding your Business Facts Brief and requesting three versions:

"Business Facts Brief: [paste brief]

Give me three versions:

1. Clear and professional
2. Warm and local
3. Stronger conversion-focused version

Then explain which version is strongest and why."

- ❏ Tip: Read each version out loud. The one that sounds most like how you actually talk about your business is usually the best starting point.

Profile Description Review

Already have a description drafted? Use this prompt to get a critical review before you publish:

"Review this Google Business Profile description for clarity, trust, and customer action. Tell me what is strong, what is unclear, what sounds generic, and what I should improve before publishing.

Description: [paste description]"

This is a powerful quality-check step. Even a well-written description can have blind spots. Gemini will surface what sounds generic, what is unclear, and what could push a potential customer away before they ever contact you.

Organize and Describe Your Services

Prompt 5: Organize My Services

"Using my Business Facts Brief and service list, organize my services for a Google Business Profile. Group them in a way that is easy for a customer to understand.

For each service, provide:

1. Service name
2. Short customer-friendly description
3. Customer problem it solves
4. When someone may need this service
5. Suggested wording that is clear without sounding salesy

Business Facts Brief: [paste]

Current services: [paste]"

Prompt 6 on next slide →

Write Your Service Descriptions

Once your services are organized, use this prompt to write polished descriptions for each one:

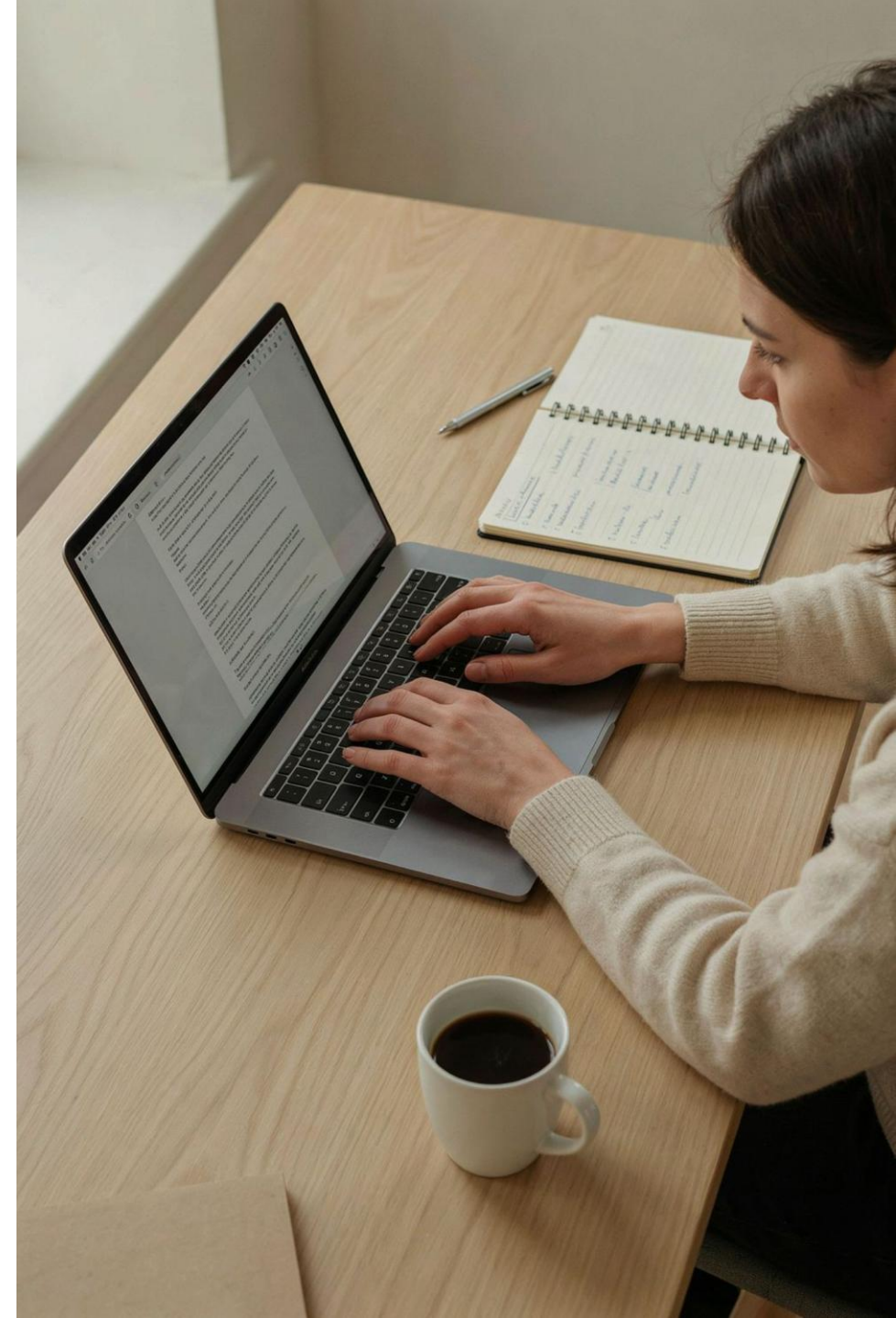
"Write short Google Business Profile service descriptions for the services below. Keep each one clear, specific, and customer-friendly. Avoid hype. Do not overpromise. Use plain language.

Services: [paste list]

For each service, include:

- What it is
- Who it helps
- Why it matters
- One simple reason to contact us"

❏ Tip: These descriptions go directly into your Google Business Profile under the Services tab. Keep each one under 300 characters for best display.



FAQs and Customer Questions

Prompt 7: Find Customer Questions

"Using my Business Facts Brief, generate a list of common questions potential customers may have before contacting my business.

Organize the questions into:

1. Services
2. Pricing or process
3. Location or service area
4. Timing or availability
5. Trust and proof
6. What makes us different

For each question, write a clear answer in a helpful, non-salesy tone."

Prompt 8 and Sprint 2 outputs on next slide →

Turn Reviews Into FAQ Ideas

Use your existing public reviews as a source of real customer language and concerns:

"Review these customer reviews and identify what future customers may care about most. Turn the patterns into FAQ questions and answers I can use on my website, Google Posts, or customer follow-up.

Reviews: [paste public reviews without private customer details]"

Sprint 2 Output

- A revised profile description (three versions)
- Organized, customer-friendly service descriptions
- FAQ ideas drawn from real customer language
- Clearer conversion language throughout your profile



SPRINT 3

Content and Review Workflows

This sprint is about creating simple AI-assisted workflows that keep your profile active - without putting your business on autopilot.

We are not removing the human. We are removing the blank page. AI drafts. The business owner reviews. The owner decides what goes public.

You will leave with a 30-day post plan, review response templates, and review request messages ready to use.

30-Day Google Posts Plan

Use this prompt to generate a full month of content ideas and drafts:

"Create a 30-day Google Business Profile post plan using my Business Facts Brief.

The goal is to keep the profile active, useful, and customer-focused.

Include a mix of:

- Helpful tips
- Service spotlights
- Common customer questions
- Local relevance
- Offers or reminders
- Trust-building posts
- Review or testimonial-inspired posts

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30-Day Google Posts Plan - Output Format

Complete the prompt with the output format and your business details:

"For each post, include:

1. Post topic
2. Suggested post copy
3. Suggested call to action
4. What service or customer need it supports

Business Facts Brief: [paste]

Current offers or events: [paste, if any]"

- ❏ Tip: You don't need to post all 30 at once. Use this as a content bank - pick one or two posts per week and schedule them in advance.

Write This Week's Google Posts

When you need posts fast, use this focused prompt to get three ready-to-review drafts for the current week:

"Write 3 Google Business Profile posts for this week using the information below.

Keep them short, clear, and helpful. Use a warm local business tone. Do not overuse emojis. Do not sound generic. Include one simple call to action for each.

Business Facts Brief: [paste]

Topic or service to promote: [paste]"

This prompt works great on a Monday morning. Fill in what you want to highlight that week, and you will have three polished drafts to review and post in minutes - not hours.

Review Response Templates

Prompt 11: Positive Review Response Bank

"Create a review response bank for positive Google reviews.

Use my Business Facts Brief and brand voice.

Write responses for these situations:

1. Short 5-star review with no comment
2. Review praising customer service
3. Review mentioning a specific team member
4. Review mentioning a specific service
5. Review from a repeat customer
6. Review from a first-time customer

Business Facts Brief: [paste]"

Negative or Difficult Review Response Guide

Use this prompt to prepare calm, professional responses for challenging reviews before you ever need them:

"Create a careful review response guide for negative or difficult Google reviews.

Use a professional, calm, and helpful tone.

Include templates for:

1. Customer had a bad experience
2. Customer is upset about timing
3. Customer says communication was poor
4. Customer complains about price
5. Review seems unclear
6. Review may not match our records

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 Never paste private customer details, order information, or personal data into Gemini when drafting review responses.

Negative Review Response – Response Rules

Complete the prompt with these response guidelines and your business information:

"For each response:

- Acknowledge the concern
- Do not argue
- Do not reveal private details
- Invite them to continue the conversation privately
- Keep the response short

Business information: [paste only public business information]

Important: Do not admit fault, make legal claims, discuss private customer details, or promise anything the business cannot deliver."

📌 Tip: Write these templates before you need them. A calm, pre-written response is always better than a reactive one.

Review Request Messages

Getting more reviews starts with asking. Use this prompt to create polished, pressure-free messages for your happiest customers:

"Write three short review request messages for happy customers.

Use a warm, appreciative tone. Keep the message simple. Do not pressure the customer. Include a placeholder for the review link.

Create versions for:

1. Email
2. Text message
3. Follow-up after a completed service"

Sprint 3 outputs on next slide →

Sprint 3 Output

By the end of Sprint 3, you will have a complete content and review system ready to use:

- A 30-day Google Posts plan
- 3 ready-to-review Google Posts for this week
- Positive review response templates
- Difficult review response guide
- Review request messages for email, text, and follow-up

You are not putting your business on autopilot. You are removing the blank page.

What We Review on Every Profile

For each profile in the teardown, we systematically work through twelve areas to find where the profile is losing customers:

1

Business Type & Category

Primary and secondary category fit

2

Description

Clarity, trust language, and conversion

3

Services

Completeness and customer-facing language

4

Service Area

Address visibility and coverage clarity

5

Photos

Quantity, quality, and proof signals

6

Reviews & Posts

Response habits, frequency, and call to action

Turn the Teardown Into an Action Plan

After the audit, use this prompt to convert your findings into a concrete, manageable plan:

"Turn this profile audit into a 7-day action plan for a busy small business owner.

Make the plan practical. Limit it to one or two actions per day. Prioritize the changes that improve clarity, trust, and customer action first.

Audit notes: [paste notes]"

Sprint 4 Output

- Know what to look for on your own profile
- Understand which fixes matter first
- Turn a profile audit into a real action plan
- Use Gemini as an assistant, not a replacement for judgment

Live Group Q&A

The final sprint is your chance to get specific answers and leave with total clarity on your next steps.

As questions come in, we sort them into buckets so everyone benefits from the answer:

Category Questions

Service Area

**Description &
Services**

Gemini Prompts

Reviews

Google Posts

**Verification &
Access**

Strategy & Priority

- ❏ The profile does not need to be perfect by the end of today. It needs to be clearer, stronger, and easier to maintain.

Create My Final Action Plan

Give attendees this prompt at the end of the workshop to pull everything together into one clear, personalized action plan:

"Based on everything we worked on today, create a simple action plan for improving my Google Business Profile.

Use these details:

Business Facts Brief: [paste]

Profile issues I noticed: [paste]

Drafts I created: [paste]

Create:

1. My top 3 profile fixes
2. What I should do first
3. What I can finish this week

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SPRINT 5 - (CONTINUED)

Create My Final Action Plan - Ongoing Habits

Complete the prompt with the longer-term planning items:

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"4. What I should review monthly  
5. One weekly profile habit  
6. One reminder to keep human review in the process"
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📌 Tip: Save this action plan somewhere you will actually see it - a sticky note, a phone reminder, or pinned in your notes app. The best plan is the one you follow.

My Weekly Business Profile Habit

Consistency beats perfection. Use this prompt to build a simple, repeatable weekly routine that keeps your Google Business Profile active and improving:

"Create a weekly Google Business Profile habit checklist for my business.

Include:

- One profile update
- One Google Post
- One review response task
- One photo or proof update
- One customer question to answer
- One performance or interaction check

Keep it realistic for a busy small business owner."

Sprint 5 Output

- Your single biggest next step
- A profile improvement action plan
- A weekly maintenance habit checklist
- A clear sense of what Gemini can and cannot do for you

Your Final Action: Four Things to Do

You do not need to do everything at once. Start here - these four actions will move the needle faster than anything else:



One Profile Fix

Update your description, add a missing service, or clarify your service area.



One Review Response Habit

Respond to your most recent review using the templates from Sprint 3.



One Google Post

Use Prompt 10 to draft and publish one post this week.



One Weekly Check

Schedule 15 minutes each week to maintain and improve your profile.

What Today Was Really About

Today was not about adding more work to your plate.

It was about making your Google Business Profile **easier to understand, easier to trust, and easier to maintain.**

Gemini can help you draft, organize, and spot gaps faster. But your business judgment is still the filter.

Fix one thing first. Then build the habit.

