

Google Business Profile Optimization

08/12/2026



SHAWN LIVENGOOD
— Consulting —

01

Introduction

Why we're here today

Today's Agenda

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Question and answer time

About Shawn Livengood

- Digital marketing professional for 17+ years
- Subject matter expert in SEO, SEM, web analytics and user experience
- Based on the Oregon Coast
- Learn more at www.shawnlivengood.com



02

Business Profile Basics

What it is and what it does

What Is A Business Listing?

- Business listings are search result features that let a business submit their information to search engines.
- Listings often appear at the top of search results for brand searches or searches for local services.
- Your business listing can contain relevant information about your business – contact info, hours, location, photos, and reviews.



Shawn Livengood Consulting LLC

5.0 ★★★★★ 4 Google reviews

Marketing consultant

[Website](#)

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Phone: (214) 460-3328

Hours: Open 24 hours ▾

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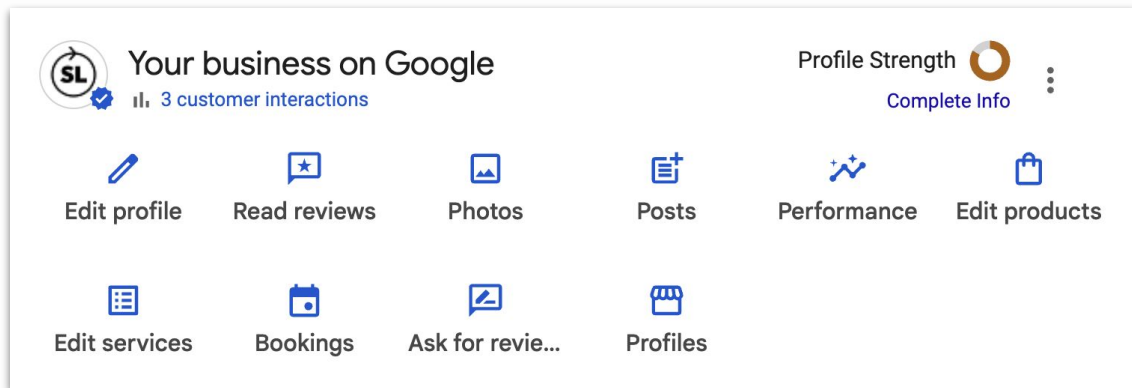
Areas served: Lincoln City and nearby areas

About this data

Show more ▾

Why Claim Your Listing?

- Claiming your listing gives you control over the information that appears in it.
- Listing data can affect what searches and AI queries you show up on.
- Business listings often appear at the top of search results, above organic search results.
- **Claiming a listing is free, and optimizing it is one of the most impactful things you can do for your digital marketing.**



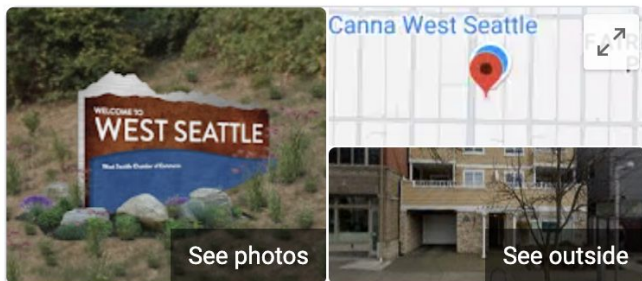
03

Optimizing Your Profile

How to optimize your Google Business Profile

Claiming A Business Listing

- Before you can optimize your listing, you need to claim it.
- Go to <http://business.google.com/add> or Google your business and click the “Own this business?” link in the listing.
- You’ll need to verify that you own the business by doing a video recording, phone call, or email.
- Once your business ownership is verified, you can make edits to the profile.



West Seattle Chamber of Commerce

Website

Directions

Save

Call

5.0 ★★★★★ 8 Google reviews

Chamber of commerce in Seattle, Washington

Address: 5450 California Ave SW STE 101, Seattle, WA 98136

Hours: Closed · Opens 9 AM Mon ▼

Phone: (206) 932-5685

Suggest an edit · Own this business?

Optimizing Your Business Profile – Basic Info

- Make sure all of the essential data (address, phone number, hours, and website) are complete and correct.
- Choose a primary business category that is the best fit for your business. Choose secondary categories that are also relevant.
- If you don't want to display your business address, you can list service areas instead. However, this has a major impact on local search ranking – Google will favor businesses with a listed address.

Pro Tip: Your primary category has a huge impact on the keywords that you rank for. You can choose the category that's most relevant for what you want to be known for, or you can choose a less competitive category to get better search visibility.

About your business

Business name

Shawn Livengood Consulting LLC

Business category 

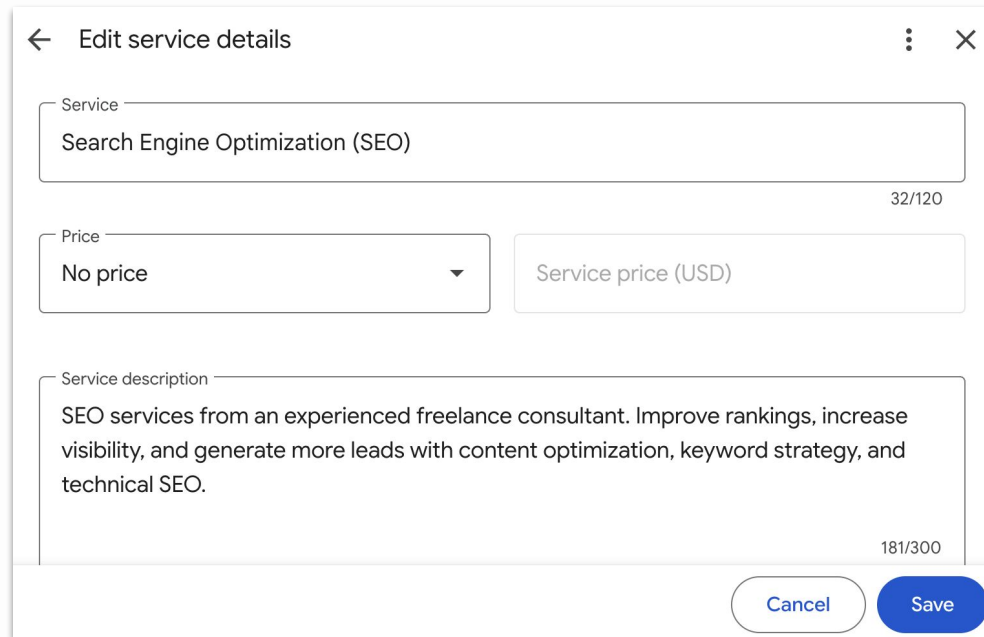
Marketing consultant **PRIMARY**

Consultant

Marketing agency

Optimizing Your Business Profile – Products & Services

- Add keywords about your products and services in your business description.
- You can add details about specific product or services by selecting “Edit products” or “Edit services” in the main menu.



The screenshot shows a mobile app interface for editing service details. At the top, there's a title bar with a back arrow, the text 'Edit service details', and a close button (X). Below this, the form is divided into three main sections. The first section is labeled 'Service' and contains a text input field with 'Search Engine Optimization (SEO)' and a character count '32/120'. The second section is labeled 'Price' and contains a dropdown menu currently showing 'No price' and a text input field for 'Service price (USD)'. The third section is labeled 'Service description' and contains a text area with the text 'SEO services from an experienced freelance consultant. Improve rankings, increase visibility, and generate more leads with content optimization, keyword strategy, and technical SEO.' and a character count '181/300'. At the bottom right, there are two buttons: 'Cancel' and 'Save'.

← Edit service details

Service

Search Engine Optimization (SEO)

32/120

Price

No price

Service price (USD)

Service description

SEO services from an experienced freelance consultant. Improve rankings, increase visibility, and generate more leads with content optimization, keyword strategy, and technical SEO.

181/300

Cancel Save

Pro Tip: AI tools are great at writing punchy, optimized descriptions for products and services.

Optimizing Your Business Profile – Reviews

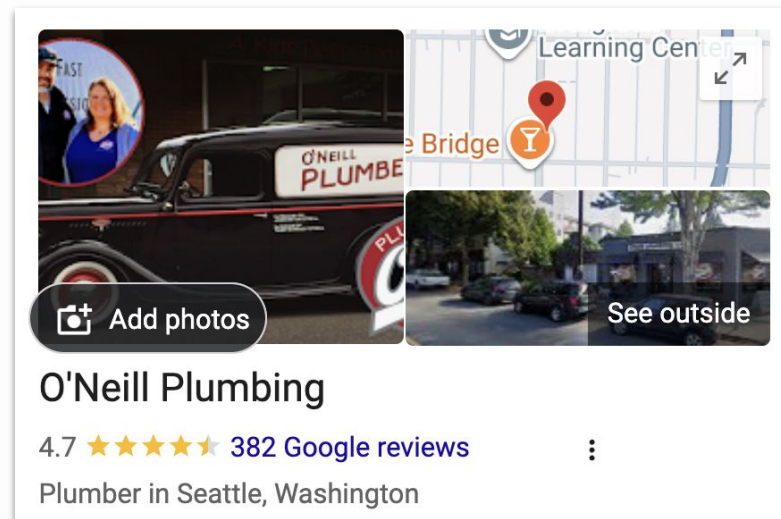
- Reviews are probably the most impactful aspect of your business listings.
- Add a Google Review link to your follow-up communication to customers, and ask for a review.
- Place a sign with a review QR code in your office, and train office staff to ask customers for reviews.
- Respond to positive reviews with gratitude.
- If you get a negative review, respond politely and ask the reviewer to contact your office so you can resolve the issue.



Pro Tip: Practice using review QR codes by leaving me a review!

Optimizing Your Business Profile – Photos & Videos

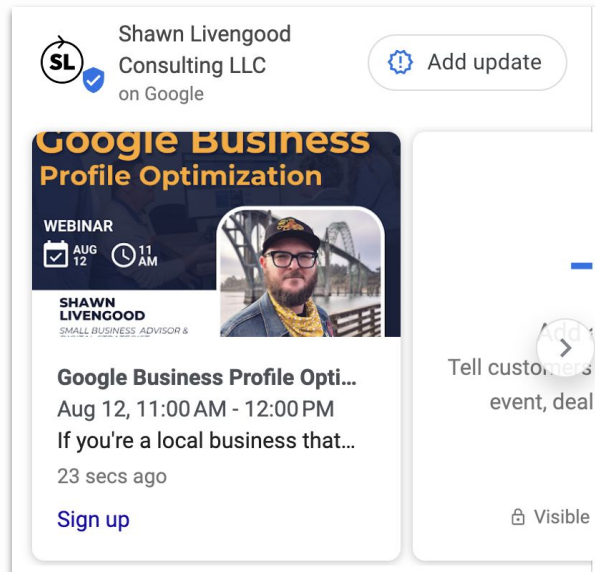
- Photos and videos can highlight the services you offer, the staff you work with, and your business location.
- Upload at least 2-3 photos or videos each month to keep your profile fresh and active.
- Upload your company logo so that Google will use your branding consistently in your listing.
- You can also create a cover photo for your profile that Google will prioritize.



Pro Tip: Photos are good, but video is even better.

Optimizing Your Business Profile - Business Updates

- The Business Updates feature lets you post news about your business.
- These updates are prominently featured in your business profile.
- You can add images, descriptions, and a call-to-action button on updates.
- Update posts work great to promote blogs, upcoming events, promotional deals, or interesting news about the business.



Pro Tip: Add at least one update post a month to keep your listing fresh and active.

Other Business Listings

- **Apple Maps** - <https://businessconnect.apple.com/>
- **Bing Places** - <https://www.bingplaces.com/>
- **Yelp** - <https://biz.yelp.com/claim>
- **Chamber of Commerce member listings**
- **Industry-specific directories (i.e. Healthgrades, Google Partners)**
- varies by industry

Pro Tip: Claim your free listing on Yelp, but don't pay for their advertising. They inflate their traffic numbers in reporting and will withhold positive reviews that you earned unless you pay Yelp.

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Conclusion

Wrapping it up

Wrapping It Up

- Business listings are a tool to represent your business online, on your terms.
- Listings often appear above search results and on highly relevant local service searches.
- Optimizing your business listing is one of the lowest-effort and highest-impact things you can do for your digital marketing.
- Make regular updates to your listing to keep it fresh and active.
- **GET REVIEWS!**

Find Me On The Internet

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LinkedIn:

<https://www.linkedin.com/in/slivengood/>

Instagram: @shawnlivengoodconsulting

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Obligatory plug for my
West Seattle Chamber
Member Deal!

05

Q&A

Question and answer time

Thanks!

Do you have any questions?

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