

**Free guide for local businesses**

# **Fix your Google Business Profile in 30 minutes**

Start with a free audit, then follow three simple steps. Includes copy-and-paste AI prompts. No marketing background needed.

## STEP 1

# Start with your **free SEO audit**

Before you fix anything, find out where you actually stand. The free audit gives you a local SEO score, your top 3 issues, and quick wins, all in about a minute.

Run your free AI-powered audit here:

**[bopmarketinghub.com](https://bopmarketinghub.com)**

## WHAT YOU GET

- A local SEO score out of 100
- The top 3 issues holding you back
- Quick wins and a GBP checklist



## STEP 2

# Pick the right primary category

Your primary category is the single biggest ranking factor on Google Maps. Most businesses pick something too broad, or the wrong one, and stay invisible for the searches that matter.

### DO THIS

In your Google Business Profile, go to Edit profile → Category. Set the most specific primary category that matches what you do. Add secondary categories for your other services.

### ✦ COPY THIS AI PROMPT

*"I run a [type of business] in [neighbourhood], Toronto. List the 5 most relevant Google Business Profile categories, with the single best primary category and why."*

Paste the result, then match it to the categories Google actually offers you.

### STEP 3

## Write a description that gets found

A profile Google calls "complete" is not the same as optimized. Your description and services should use the words your customers actually type when they search near you.

#### DO THIS

Fill in your business description, then add every service under the Services section with a short sentence each. Use natural, local language, not marketing fluff.

#### ✦ COPY THIS AI PROMPT

*"Write a 700-character Google Business Profile description for my [type of business] in [neighbourhood], Toronto. Mention my main services and areas I serve. Keep it clear and natural, no hype."*

Then paste your service list and ask for one short sentence per service.

## STEP 4

## Stay active with photos and posts

A profile is not "upload once and forget." Businesses that post regularly see a real difference in click-through rate and "near me" searches. Activity tells Google this is a living business.

**DO THIS**

Add fresh photos this week (food, inside, outside, team, your work). Then use the Updates tab to post at least once every two weeks. It is a free ad slot right inside search results.

**✦ COPY THIS AI PROMPT**

*"Give me 6 Google Business Profile post ideas for my [type of business] in Toronto for the next 3 months. Each short, local, and with a reason for someone to visit or call."*

One post every two weeks already puts you ahead of most competitors.

**QUICK CHECKLIST**

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# Your 30-minute **GBP** tune-up

- ☐ Ran the free audit and noted my score
- ☐ Primary category is specific and correct
- ☐ Secondary categories added for other services
- ☐ Description filled in with local keywords
- ☐ Services / menu listed with short descriptions
- ☐ NAP (name, address, phone) is consistent
- ☐ Fresh photos uploaded (food, inside, team)
- ☐ A Google Post published in the last 2 weeks
- ☐ Recent reviews replied to

# Want a hand with it?

If you would rather see exactly where you stand, or want someone to set it up properly, I am right here in the neighbourhood and happy to help.

## Free local SEO audit

Run the free AI-powered audit at [bopmarketinghub.com](https://bopmarketinghub.com) and get your score, top issues, and quick wins in about a minute.

## Free 30-minute call

Want to walk through your results together? Book a free call and I will show you the top fixes for your profile, no pressure.

**Web:** [bopmarketinghub.com](https://bopmarketinghub.com)

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