

STANDARD OPERATING PROCEDURE · WW-011

Run a monthly Google Business Profile optimisation

Keep a verified Google Business Profile accurate and active each month by checking details, adding photos and posts, updating services and reviewing performance.

GOOGLE BUSINESS PROFILE

VERSION 1.0	EFFECTIVE 5 October 2026
NEXT REVIEW 5 April 2027	TIME 45 minutes per month
DIFFICULTY Beginner	RELATED WW-010 · WW-012
AUDIENCE Marketers or owners with Manager access to a verified profile	
TOOLS Google Business Profile · Google Search · Google Maps	

Purpose

An accurate, active profile earns more calls, direction requests and website visits from local searches. This monthly routine checks nothing has drifted (including edits suggested by the public or made by Google), keeps fresh content flowing, and records performance so trends are visible. It is finished when every check is complete and the month's metrics are logged.

Scope

In scope

- Checking and correcting profile details and Google-suggested edits
- Adding photos and publishing posts
- Updating products and services
- Logging monthly performance metrics

Out of scope

- Creating or verifying a profile (see WW-010)
- Requesting and replying to reviews (see WW-012)
- Local citation building and website changes

Roles and responsibilities

Role	Responsibility
Marketer	Completes the monthly checklist and logs metrics.
Business owner	Supplies photos, offers and news, and approves changes to key details.
Account manager	Reviews trends quarterly and agrees next actions.

Prerequisites

- Manager or Owner access to the verified profile (WW-010).
- At least four new, real photos from the business this month, and one news item or offer for a post.
- The monthly performance log sheet with columns **Month**, **Calls**, **Directions**, **Website clicks**, **Searches**, **Views**, **Notes**.

Procedure

Check the details

Make sure customers see accurate information.

1. Open the profile and check for a banner about **Google updates** or suggested edits. Review each one and accept only those that are correct.
2. Check name, category, phone, website, address or service area, and hours against the business's current information.
3. Add special hours for any bank holiday or closure in the next six weeks.

[!TIP] Set special hours at least two weeks ahead. Profiles with confirmed holiday hours avoid the "hours might differ" warning.

Add fresh photos

Real, recent photos help customers choose.

1. Add at least four new photos: work examples, team, premises or vehicles. Use real photos, not stock images or graphics with text.
2. Check the photos tab for recent customer uploads and report any that are inappropriate or unrelated.

Publish a post

Show the business is active and give people a reason to act.

1. Create one **Update** or **Offer** post with a clear image, two to four sentences of copy, and a button such as **Learn more** or **Call now** linked to the most relevant page.
2. Keep the content factual and avoid phone numbers in the post text, which can cause rejection.

[!NOTE] Add UTM parameters to post links (for example `?utm_source=google&utm_medium=organic&utm_campaign=gbp-post`) so visits can be attributed in GA4.

Update products and services

Keep the list of offerings complete.

1. Review the **Services** list and add anything new with a short description. Remove services no longer offered.
2. If the business sells products, check product names, prices and links are current.

Log performance

Record the month's numbers so trends are obvious.

1. Open **Performance**, set the range to the previous calendar month, and record calls, direction requests, website clicks, searches and views in the log.
2. Note the top search terms customers used to find the profile, and anything unusual such as a sudden drop.
3. Flag any metric that dropped more than 20% month on month for the account manager.

Quality checks

- ☐ All suggested edits were reviewed, and incorrect ones rejected.

- ☐ Hours and special hours for the next six weeks are correct.
- ☐ At least four new real photos were added.
- ☐ One post was published with a tracked link.
- ☐ Services and products are current.
- ☐ The month's metrics are logged and significant drops flagged.

Troubleshooting

Symptom	Likely cause	Fix
Post rejected	Phone number in the text, or policy-sensitive content	Remove the number and keep the content factual, then repost.
Details changed without your input	Accepted public suggestion or Google update	Correct the detail and check monthly for further changes.
Sharp drop in views	Category change, suspension or a new competitor nearby	Check profile status and categories; review local results.

Records

- Keep the monthly performance log and a short note of changes made each month in the client's local SEO folder.

References

- [Edit your Business Profile \(Google Business Profile Help\)](#)
- [Create posts on Google \(Google Business Profile Help\)](#)
- [Business Profile performance \(Google Business Profile Help\)](#)
- [Tips to improve your local ranking on Google \(Google Business Profile Help\)](#)

WRIGHT WEBSITES · WW-011 · V1.0 · COVERED BY THE RESOURCES LICENCE AT
WRIGHTWEBSITES.CO/LEGAL/RESOURCES-LICENCE