

# Google Business Profile Essentials

## 5 Things Customers Look For Before They Call

***Your Google Business Profile is often the first impression customers have of your business.*** Before they ever click to your website, they're already making decisions based on what they see. The difference between getting a call and being passed over usually comes down to a few simple factors.

### 1. Reviews Build Trust

Before anything else, customers look at your star rating and total number of reviews. A business with just a handful of reviews feels untested, while a competitor with dozens appears more reliable.

**Fix:** Actively ask happy customers to leave reviews so you're steadily building credibility. Then, respond to each one to show you care.

### 2. Correct NAP (Name, Address, Phone)

If your business info isn't consistent, customers (and Google) lose trust. Outdated hours or mismatched numbers can cost you leads.

**Fix:** Make sure your NAP matches your website and all major online profiles.

### 3. Current Photos

Grainy or outdated photos create doubt about whether you're still active. Customers want to see the real, recent you.

**Fix:** Upload fresh, authentic photos that show your business, staff, and services today.

### 4. Clear Business Description

Customers scan this to confirm you actually do what they need. Jargon or keyword-stuffing turns them off.

**Fix:** Write a simple, clear description that explains who you are and what you do *in language your clients understand*.



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## 5. Easy Contact Options

When a customer is ready, they want zero friction - one click to call, quick booking link, or to visit your website.

**Fix:** Double-check your phone number, website link, and map pin are correct and working.



### Turn Your Profile Into Growth

If your profile is missing even one of these essentials, customers may already be passing you by. My 6-month Local Traffic Accelerator Program is built to get you visible, trusted, and driving qualified local traffic - without paid ads.

#### **About Me**

Hi, I'm Ivy Boyter, founder of Full Throttle SEO. I've been helping small and medium-sized businesses grow online visibility and traffic for nearly 15 years. My Local Traffic Accelerator Program helps local businesses stop idling and start gaining traction online without ad spend.

💬 Message me on LinkedIn and say "I'm ready to accelerate" and I'll show you how the program works for your business.

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



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