

THE OREGON BUSINESS OWNER'S GUIDE TO

Google Business Profile

How to set up, optimize, and rank your Google Business Profile to get more local customers — without spending on ads.

WHY THIS MATTERS

Local Search Is Where Customers Decide

46%	78%	7x
of Google searches have local intent	of local mobile searches result in an in-store visit	more clicks for businesses with complete GBP profiles

WHAT YOU'LL LEARN

8 Topics That Drive Local Rankings

- 1 Setting Up Your Profile From Scratch**
Step-by-step verification process for new and unclaimed GBP listings in Oregon.
- 2 Choosing the Right Business Categories**
Primary vs. secondary categories and how they determine which searches you appear in.
- 3 Writing a Description That Ranks**
Keywords, tone, and structure for a GBP description that converts browsers into callers.
- 4 Photo Strategy That Gets Clicks**
Which photo types to upload, how often, file naming conventions that help local SEO.

5 Getting & Responding to Reviews

Ethical methods to generate more reviews and templates for responding to all feedback.

6 Weekly Posts That Drive Traffic

The post types that get clicks: offers, updates, events, and product highlights.

7 Q&A; Section Optimization

Pre-populate your Q&A; with keyword-rich answers to common customer questions.

8 Tracking Your GBP Performance

Which Insights metrics actually matter and how to use them to improve your strategy.

QUICK-START CHECKLIST

20 Steps to a Fully Optimized GBP

- Claim and verify your Google Business Profile listing
- Set your exact business name (match it on all directories)
- Choose 1 primary category + up to 9 secondary categories
- Write a 750-character description with your top keywords
- Add your full address OR set a service area for mobile businesses
- Set accurate business hours including special holiday hours
- Upload a logo (250×250px minimum) as your profile photo
- Upload at least 10 high-quality photos of your business
- Add exterior and interior photos so customers recognize you
- Upload photos of your team and recent work
- Link your website and booking URL (if applicable)
- Add all your services with descriptions and prices
- Turn on messaging so customers can text you directly
- Create your first GBP post (offer, event, or update)
- Ask your top 5 customers for a Google review today
- Respond to every existing review (positive and negative)
- Pre-populate Q&A; with 5 common customer questions
- Set up Google Alerts for your business name
- Connect Google Search Console to track GBP traffic
- Schedule a monthly GBP check-in on your calendar

Francisco Labs handles complete GBP setup and ongoing optimization. Contact us at hello@franciscolabs.com · franciscolabs.com/google-business-profile