MTK

Free guide for tradesmen

Get your Google Business Profile working for you

How to set it up, how to make it bring in calls, the mistakes to avoid, and a one-page checklist to tick off as you go.

Start here

Why your Google profile matters

When someone searches for a trade near them, your Google Business Profile is often the first thing they see. Before your website, before your socials, before your van drives past.

It's what shows on Google Maps and in the map results at the top of a local search. It's where people read your reviews, look at your photos and find your number. Plenty of them call straight from it without ever visiting your website.

It's free. A profile that's set up properly and kept up to date is one of the simplest ways to get more local calls, and most trades leave theirs half finished.

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Part 1

Setting it up

1

Check you don't already have one

Search your business name and town on Google. If a profile already exists, claim it rather than making a new one. Two profiles for the same business in the same area can get both suspended.

2

Create your profile

Sign in to a Google account, ideally one with your business email, and go to business.google.com/create. Use an account you'll keep, because whoever owns it owns the profile.

3

Use your real business name

Exactly as it appears on your van, invoices and signage. Don't add your trade or town, like "Smith Electrical Bromley Electrician". It breaks Google's rules and can get the profile suspended.

4

Pick your main category

The one that best describes your trade, like Electrician, Plumber or Builder. This is one of the biggest signals Google uses to decide which searches you show up for. You can add extra categories later.

5

Shopfront or service area

If customers don't come to you, answer No when asked if customers can visit a location. Your address stays hidden and you list the areas you cover instead: up to 20, ideally within a couple of hours' drive.

6

Add your phone number and website

Use the number you actually answer. If you don't have a website yet, you can add one later.

7

Verify it

Your profile won't show properly until it's verified. See the next page for how it works.

Part 1

Getting verified

Google needs proof your business is real and that you run it. It decides how you verify, and you can't choose.

Depending on your business, Google might offer a phone call, a text, an email, a live video call, a video recording or a postcard. Some businesses have to do more than one. A review usually takes up to 5 working days.

If you're asked for a video

This is the most common route for trades without a shopfront. Record it on your phone, through your Business Profile.

- One unbroken clip, at least 30 seconds, recorded live. No editing.
- **Show where you work from:** street signs or landmarks near your base.
- **Show the business is real:** your tools, equipment, branded clothing or business cards.
- **Show you run it:** open your branded van, or show an invoice or bill in your business name.
- Keep bank details, ID numbers and other people's faces out of shot.

While you wait

Don't change your business name, address or category until verification is done. Edits can restart the process or stop a code from working.

Part 2

Making it work for you

1

Categories

One main category, plus a couple of extra ones that genuinely fit, like Electrician plus a closely related service category. More isn't better.

2

Description

Up to 750 characters. What you do, where, and why someone should pick you, in plain English.

> **EXAMPLE**
>
> We're a family-run electrical business covering Bromley, Beckenham and South East London. We do full and partial rewires, fuseboard upgrades, EV chargers and EICRs for landlords and homeowners. NICEIC approved, fully insured, and we always leave the job tidy.

3

Services

Add each job you want more of, with a line about each. These help you show up for searches like "fuseboard upgrade near me".

4

Service areas

The towns people actually search for, like Beckenham or Catford, not just your borough or county.

5

Hours

The hours you'll actually answer the phone. Customers notice when you don't.

6

Photos

Real photos beat stock every time. Logo in the logo slot, a strong job photo as the cover.

> **PHOTOS WORTH ADDING**
>
> Finished jobs, before and afters, you or your team at work, your van, your tools set up tidily on site.

7

Updates

Post a photo of a recent job every week or two, with a line about it. It shows the profile is active.

8

Links

Add your website and social profiles so people can see more of your work.

Part 2

Reviews: getting them and replying

Reviews are what most people judge you on, and more reviews and good ratings can help you rank.

Getting more

Open your profile, go to Reviews, then Get more reviews. You'll find a link and a QR code. Text the link after every job, or put the QR code on a card you hand over.

> **TEXT YOU CAN SEND**
>
> Hi [name], thanks for choosing us for your [job]. If you've got a minute, we'd really appreciate an honest review on Google: [link]. Thanks, [your name]

Ask everyone, not just the customers you think will be happy, and never offer anything in return. Both are against Google's rules.

Replying

Reply to every review, good or bad, ideally within a day. Mention one real detail from the job, keep it short, and sign off with your name.

> **GOOD REVIEW**
>
> Thanks [name], really glad the rewire went smoothly. Appreciate you taking the time to leave a review. [Your name]

> **BAD REVIEW**
>
> Hi [name], sorry to hear [issue], that's not the standard we aim for. We'd like to put it right, please give us a call on [number] so we can look into it. [Your name]

With a bad review, don't argue in public and keep private details out. The reply is really for the next customer reading it.

From our work with trades

What we've learned

1. **Geotagging photos does nothing**

   Google strips the location data when you upload, so don't waste time on it.

2. **Don't keep a bad photo for its views**

   Older photos always have more views, and views don't help you rank. Replace anything dark, blurry or badly framed.

3. **Check your links from a private window**

   Links copied from your own dashboard often only work for you. If it opens in a private browser window, it works for everyone.

4. **Speed wins**

   Nearly half of customers expect a reply to their review within a day. The same goes for calls and messages from your profile.

Mistakes to avoid

- Adding keywords to your business name
- Using a stock photo or your logo as the cover
- Leaving reviews unanswered
- Listing areas you don't really cover
- Changing your name or category while waiting to be verified
- Setting it up once and never touching it again

Print me

Your checklist

Tick each one off as you go.

Set up

- [ ] Check you don't already have a profile
- [ ] Create it at business.google.com/create
- [ ] Use your real business name, no keywords
- [ ] Pick your main category
- [ ] Hide your address, add your service areas
- [ ] Add your phone number and website
- [ ] Verify it

Optimise

- [ ] One main category, a couple of extras
- [ ] Description, up to 750 characters
- [ ] Add your services
- [ ] Add the towns you cover
- [ ] Set the hours you answer
- [ ] Real photos, your logo, a strong cover
- [ ] Post an update every week or two
- [ ] Link your website and socials

Reviews

- [ ] Get your review link and QR code
- [ ] Ask every customer after the job
- [ ] Reply to every review within a day
- [ ] Never offer anything for a review

MTK

Rather we did it for you?

We set up and verify your Google Business Profile on every package, and look after it on our Full package, from replying to reviews to keeping your details up to date. Packages start from £145 a month, with no contract.

Call 07344144672
mytradekit.com/google-business