

Future-Proofing Your Google Business Profile: Strategies for 2026 and Beyond

Claire Carlile | Whitespark

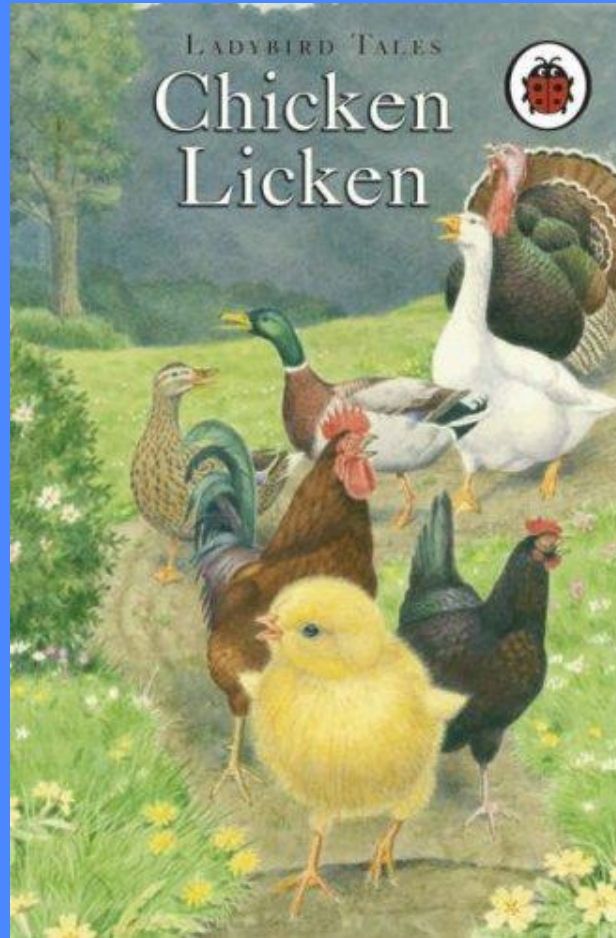


Local SEO: How it started



Local SEO: How it's going





breathe.learn.adapt



1. Context - where are we now?
2. Optimise-a-go-go
3. Solving GBP Support Issues
4. Measure the things
5. Go forth and prosper



1:

**Context - where are we
now?**





DEATH BY Zero Click

AI SEO ▾

Inside Zero-Click Searches (And Their SEO Impact)

From AI Overviews to ChatGPT, less is becoming more when it comes to search traffic thanks to zero-click searches. Discover why almost 60% of searches end without a click and how to adapt now!



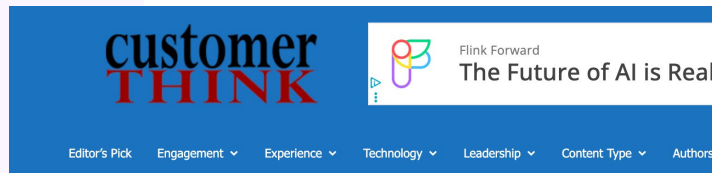
Sarah Berry ✓

Lead SEO Consultant, WebFX

Last Updated

July 31, 2025

7 min. read



Home > All Content > Blog

Blog Digital Marketing

LLMs Are Stealing Your Traffic: How AI Answers Bypass Your Website

By **Vivek Goel** - September 7, 2025

in SHARE

@ EMAIL

For over a decade, [digital marketers](#) and publishers have played by one rulebook: optimize for Google, earn the click, and build audiences through organic traffic. But the rules are changing—fast. With the rise of large language models (LLMs) like ChatGPT, Gemini, Claude, and Perplexity, we're seeing a paradigm shift: people are no longer clicking through to websites for answers. They're getting those answers directly from AI.

This is not a future threat. It's already happening. And if your business relies on inbound traffic, you need to rethink your content strategy today. [Business growth consulting](#)

[Knowledge management solutions](#)



Zero click search is not new...

- **2013–2014** – Knowledge Graph & answer boxes emerge
- **2015** – Rand Fishkin warns about lost clicks
- **2016–2017** – SEOs discuss “answer boxes” reducing traffic
- **2018** – Jumpshot/SparkToro highlight “zero-click searches”
- **2019** – Term goes mainstream in SEO industry



...especially for Local SEOs.



David Gill Plumbing & Heating

www.davidgillplumbing.co.uk

Google+ page

CJ Plumbing Services

www.cjplumbing.org.uk

5.0 ★★★★★ 16 Google reviews · Google+ page

Multi-Heat (UK) Ltd

www.multiheatuk.com

3 Google reviews · Google+ page

BAE Plumbing and Heating Ltd

baeplumbing.co.uk

1 Google review · Google+ page

TF Multi-Trades

www.tfmultitrades.co.uk

1 Google review

R Prescott Plumbing & Heating Servi...

plus.google.com

4.8 ★★★★★ 5 Google reviews · Google+ page

24 7 plumbing and drainage

dean.plumbing

Google+ page

A Corby
07802 410140

B 11 Wren Close
Corby
07939 227546

C 16 Geddington Rd
Corby
07939 473991

D Joseph House
Eismann Way, Corby
07939 886041

E 4 Cupar Crescent
Corby
07455 320647

F 2 Thoroughsale Rd
Corby
07583 063151

G 8 Whitworth Ave
Corby
07973 953462



Pembs Plumbing

5.0 ★★★★★ (2) · Plumber

07936 331496

Closed · Opens 9 am Thu

💬 "Tremendous service from Dave at Pembs Plumbing."



Website

Plumstone Plumbing

5.0 ★★★★★ (5) · Plumber

10+ years in business · Haverfordwest · 07814 654398

Closed · Opens 9 am Thu

💬 "His attention to detail and quality of work is excellent."



Website



Directions

I.R.W. Plumbing And Heating

4.7 ★★★★★ (9) · Plumber

10+ years in business · Haverfordwest · 01437 805232

Closed · Opens 9 am Thu

💬 "Excellent experience, helpfulness and reliability would highly recommend."



Directions

2015

2025



Plumstone Plumbing

5.0 ★★★★★ (5) 📍
Closed

[Website](#) [Directions](#) [Call](#) [Share](#)

[Overview](#) [Services](#) [Reviews](#) [Photos](#)

🕒 Closed · Opens 9 am Thu ⌵

📞 07814 654398

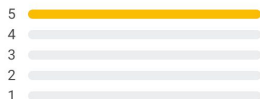
🌐 www.plumstoneplumbing.co.uk

☰ **Services:** Drain cleaning, Plumbing leak repair, Plumbing pipe repair, Shower installation, Water heater installation, Water heater repair, B...

📍 The Fall Barn, Keeston, Haverfordwest SA62 6EH

Google review summary

Reviews aren't verified 📍



[+ WRITE A REVIEW](#)

5.0
★★★★★
(5)



N.J Harkus Plumbing and Heating Ltd

5.0 ★★★★★ 841 Google reviews 📍
Plumber in Cardiff, Wales

[Website](#) [Directions](#) [Save](#) [Share](#)

[Call](#)

Address: 180 Ffordd James McGhan, Cardiff CF11 7JU

Hours: Open 24 hours ⌵

Phone: 07859 896019

[Suggest an edit](#) · [Own this business?](#)

Questions & answers

[Be the first to ask a question](#)

[Ask a question](#)

Reviews

Reviews from the web 📍

NJ Harkus

5/5

838 reviews

Yell

4.8/5

39 votes

Google reviews

[Write a review](#)

[Add a photo](#)

Reviews aren't verified 📍

👤 "Solved our **boiler issue** quickly and promptly- excellent service!"
★★★★★

0 "Also repaired **work** provided by a previous **fitter** to bath/**shower** and fitted tap."
★★★★★

👤 "Very polite, respected our **home** and fantastic **customer service!**"
★★★★★

[View all Google reviews](#)

[📱 Send to your phone](#)

[Send](#)

From N.J Harkus Plumbing and Heating Ltd

"NJ Harkus Plumbing and Heating are a team of plumbers in Cardiff with an excellent local reputation. Whether you need an emergency plumber to fix a water leak or you want a new boiler installed, simply give us a call and we will be able to help!"

Profiles

[Facebook](#)

[LinkedIn](#)

[X \(Twitter\)](#)

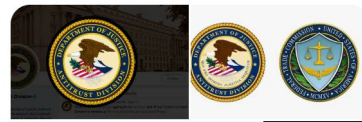


A GOOGLE KILLER you say? We've been waiting for you.



United States Department of
Justice Antitrust Division

Government department :





DEATH BY GEO



Intelligencer

SCREEN TIME

SEO Is Dead. Say Hello to GEO. Search-engine optimization now feels dated. *Generative-engine optimization is all about trying to trick AI chatbots.*



By John Herrman, a tech columnist at Intelligencer ✓

Forbes

LEADERSHIP > CAREERS

SEO Is Dead: 3 Strategies To Win In The Age Of AI Search

By [Kevin Kruse](#), Contributor. © Kevin Kruse covers leadership development & ...

Follow Author

Published Aug 14, 2025, 03:50pm EDT

“Best vegetarian noodles in Cardiff”

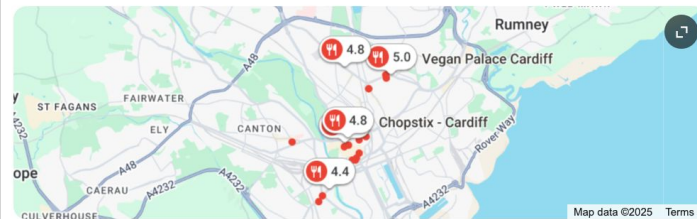


Top vegetarian-friendly noodle options

Restaurant	What to try / why it's good	Location
Matsudai Ramen	They have clearly labelled vegetarian & vegan ramen (e.g. <i>yasai paitan</i>) and good small plates (tofu, mushroom karaage, etc.). HappyCow +2 Their “Vegan Tonkotsu” ramen is well-regarded. Tripadvisor +2	Slightly south of the very centre, but still very accessible (Clare Road in Grangetown) The Guardian +2
Pho	Vietnamese noodle soup (“pho”) places are usually great for vegetarian choices. Pho Cardiff has a good selection of vegan/vegetarian pho, noodles & wok-fried noodles. Visit Cardiff +3	In city centre (Church Street area) Visit Cardiff +1
Wagamama	Lots of veggie & vegan noodle/stir-fried / ramen-style options. Very reliable for dietary substitution and enough flavour. Wanderlog +1	Mermaid Quay / central Cardiff Wanderlog



Places



In Cafe Cardiff

4.8 ★★★★★ (337) · £10–20 · Vegetarian

76 Crwys Rd

Closed · Opens 11:30 am Mon

👤 “Best Chinese in Cardiff!”



Chopstix - Cardiff

4.8 ★★★★★ (4.7K) · £1–10 · Chinese Noodles

20 Queen St

👤 “Best noodles in Cardiff 🍝🍝🍝🍝.”



Vegetarian Food Studio

4.4 ★★★★★ (1.1K) · £10–20 · Vegetarian

115-117 Penarth Rd

👤 “Amazing vegetarian food in Cardiff at good prices!”



More places >



Our customers (or our client's customers) likely do not search the way we (as marketers and SEOs) do!



Q: Who are “our customers”?

**A: People who are looking for a
LOCAL solution to their problem.**





**Q: How are “our customers”
using AI, Google and LLMs as
part of their consumer journeys?**

A: ?





**Depending on the scale of our
organisation we can do our own
research...**



JUN 16, 2025 • 1 MIN READ • INSIGHTS & DATA

Data: How Consumer AI Usage Is Evolving

Our last consumer survey was in November. See what has changed and what hasn't.



“While AI is for many a starting point in local, it's rarely the ‘last click’”

“People are getting ideas on AI and then going to Google to look at reviews or getting ‘last mile’ information (directions, contact details).”



How AI Is Changing Search Behaviors



Kate Moran, Maria Rosala and Josh Brown

August 15, 2025

 Share

Summary: Our study shows that generative AI is reshaping search, but long-standing habits persist. Many users still default to Google, giving Gemini a fighting chance.



“Google’s user experience is fragmented with AIOs, SERPs, AI Mode, and Gemini.”



NEAR MEDIA



“These will likely converge into something more unified...”



**“The Local Pack will likely evolve
toward something closer to AI
Mode...”**



“But Google Business Profile and reviews will remain central.”



“While ChatGPT excels at travel and planning queries, Google still has unmatched assets...”







NEAR MEDIA




“GBP is a massive local business database and Maps is a global navigation platform...”



“What’s missing is a ‘Google Maps 2.0’ that combines agentic AI with Google’s knowledge graph, local business data, and mapping expertise.”




Google

 where are some places I can take my kids this summer, one loves dinosaurs, the other loves trains and neither like to wait outside

Questions can now be quests

- New, more complex questions, in new ways
- Increasing volume of commercial queries
- AI Mode queries are twice as long



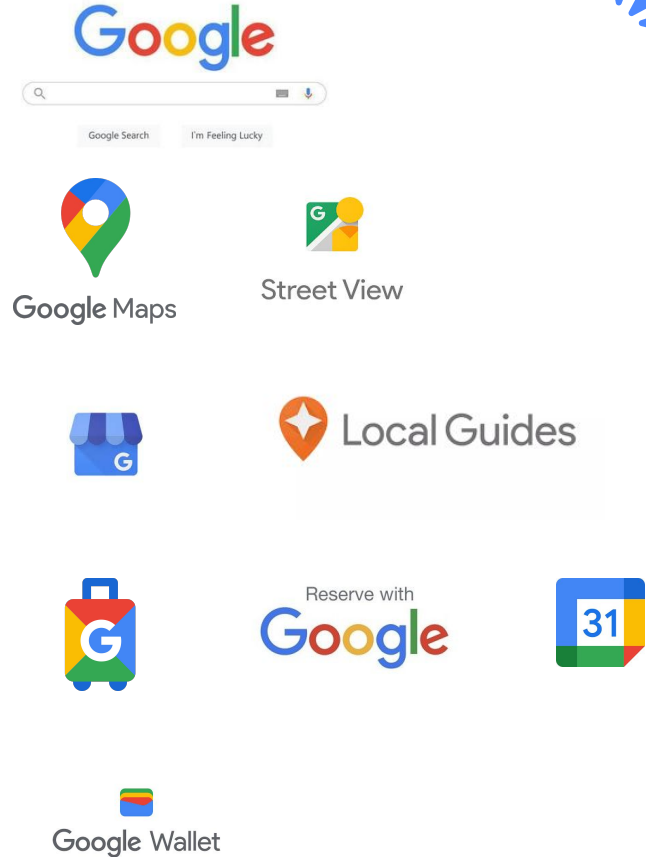
“Plan a day long mid week trip to London.

**Include a trip to the V&A plus 2 others
museums or galleries. We’ll be travelling**

**from Forest Hill. Once we are in Zone 1 we
want to walk, but not more than a mile**

**between venues. Include a visit to a cat cafe
for lunch (not the one we went to last time)**

**and a bubble tea stop. Show me the
entrance to each of the buildings.”**





Users are determining what ChatGPT, Perplexity and other LLMs work well for and what Google still does better.



**Web traffic is NOT critical to our
success in Local...**



**...but VISIBILITY (wherever that
might be) is...**



**...and a well optimised GBP
likely *still is* key.**

2:

Standing Out



How to stand out? Optimise ALL.THE.THINGS.





**Every detail you add to your
Google Business Profile
strengthens Google's
understanding of your business
entity.**



**Instead of focusing on where that
info shows in the SERP...**



...think about how Google can use that information across an expanding range of surfaces, especially as user queries become longer and more specific.



Local SEO Software ▾

Listings & SEO Services ▾

Pricing

Resources ▾

Sign in

The Definitive Guide to Google Business Profile Optimization

What you need to know to optimize your Google Business Profile (formerly Google My Business listing).

By Darren Shaw

<https://whitespark.ca/google-business-profile-guide/>



1. Chat
2. GBP Posts
3. Reviews
4. Attributes

Chat (again!)





**“I'm sorry I didn't
answer your call. I
don't use my phone
for that.”**



Message with customers from your Business Profile

67%

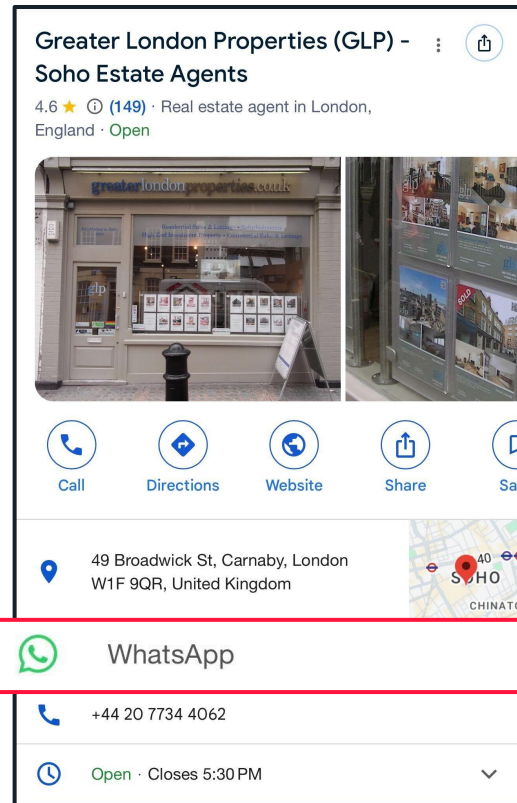
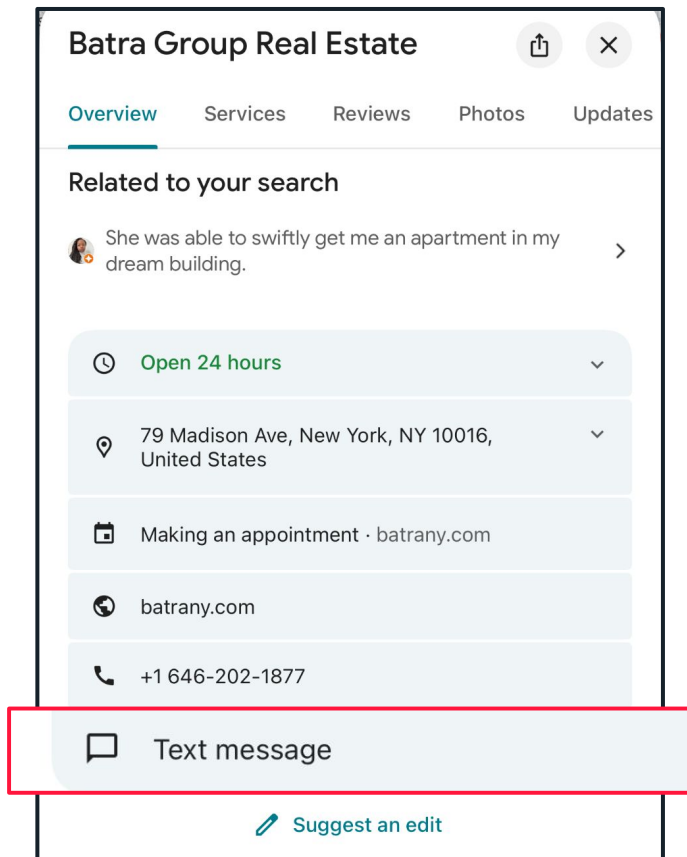
of people prefer
communicating by
messaging a business
to a call or email

60%

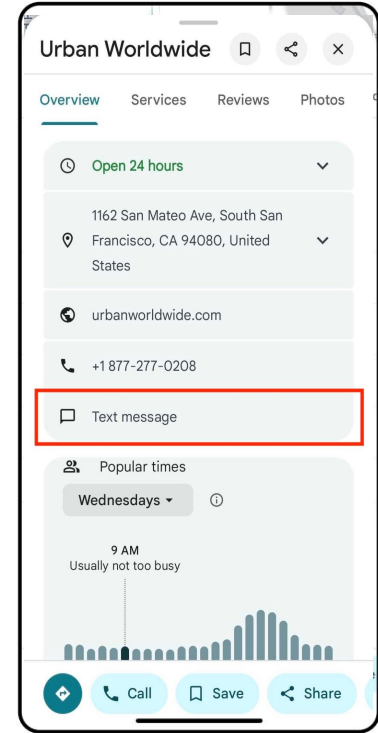
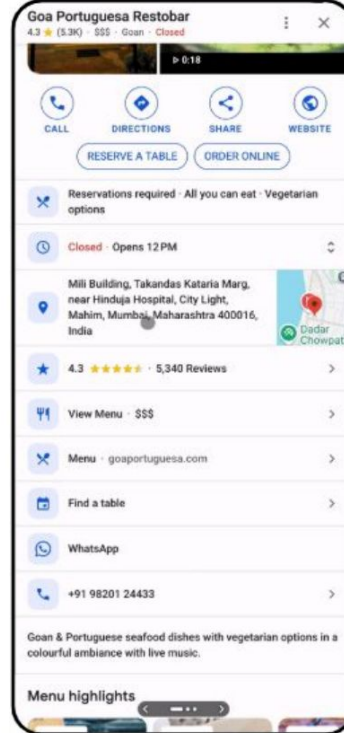
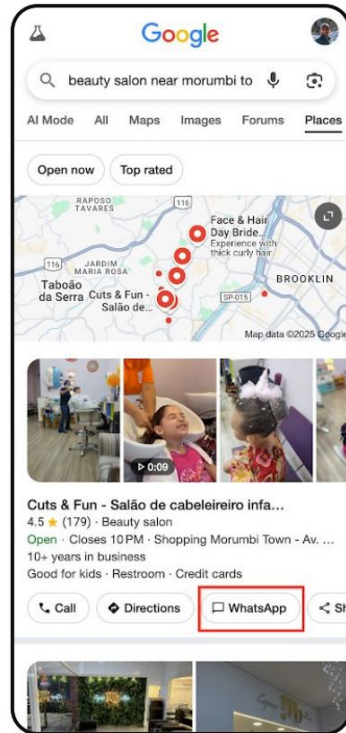
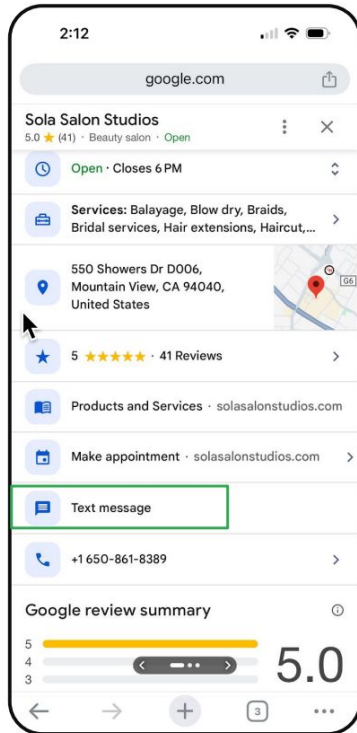
said WhatsApp is their
preferred chat platform to
interact with a store

EMEA-SPECIFIC

Message with customers from your Business Profile



Where do chat options show up?



Choose Whatsapp or Text



Contact information

Phone number


07813 242436



Chat

Allow customers to chat with your business via SMS or other apps. [Learn more](#)

Chat

 WhatsApp ▼

WhatsApp click to chat URL

https://wa.me/447813242436

Save

Cancel

Delete

Contact information

Phone number

07813 242436




Text message

Chat

Allow customers to chat with your business via SMS or other apps. [Learn more](#)

Chat

 Text message ▼



Phone number

sms:+447813242436

Save

Cancel

Delete



Consider the logistics



Which number?



Who will answer?



When will they answer?



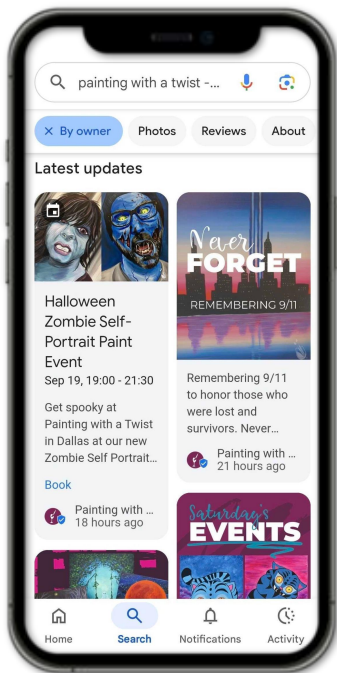
How will they answer?

Social Media Links





Connect your **social media links** to your GBP



20%

of customers check social media pages before visiting a business

Profiles



TikTok



Facebook



X (Twitter)



Instagram



Best practice: Make sure to add TikTok, Facebook, X, and Instagram


Social media links in the local knowledge panel

From Folly Farm Adventure Park and Zoo

"Folly Farm is a 'Days Out With The Kids' Family Favourites' award winner 🏆 and now much more than a farm! You can visit over 750 animals at our zoo 🦒, and get up close to furry and feathery farmyard friends in our barn 🐔. Choose from 16 different... [More](#)



Folly Farm Adventure Park and Zoo
on Google

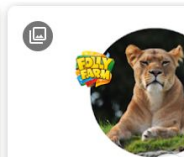


**ANIMAL
ATTRACTION**

✓ We're delighted to have retained our Animal Attraction Assured Scheme certification...

4 Aug 2025

[Learn more](#)



Buy Online and...

16 Jul - 31 Dec
16 Jul 2025

[View offer](#)

Profiles



YouTube



TikTok



LinkedIn



LinkedIn



Does your page support rich results

URL <> CODE

```
17 "areaServed": "GB",
18 "founder": {
19   "@type": "Person",
20   "name": "Claire Carlile"
21 },
22 "sameAs": [
23   "https://uk.linkedin.com/in/clairecarlile",
24   "https://www.youtube.com/user/clairecarlile"
25 ],
26 "openingHoursSpecification": [
27   {
28     "@type": "OpeningHoursSpecification",
29     "dayOfWeek": [
30       "Monday",
31       "Tuesday",
32       "Wednesday"
```

Google Inspection Tool smartphone TEST COD

sameAs
property



Algorithmic signals

- **Matching business name to social accounts**
- **Links to social media profiles from your website**
- **References across the web**



**Social links that are added by
the business via google
business profile trump the other
algorithmic signals**



owahby Original Poster

Aug 14, 2025



Removing False Social Profile From Business Page

128 Views



Every time I try to remove the LinkedIn social profile it keeps re-adding a false LinkedIn profile.

I tried raising this issue with support but I got a message saying they're not sure of the exact issue.

Details

[Update your business info on Google, Web](#)

Reply

I have the same question (0)

Unsubscribe

Community content may not be verified or up-to-date. [Learn more.](#)

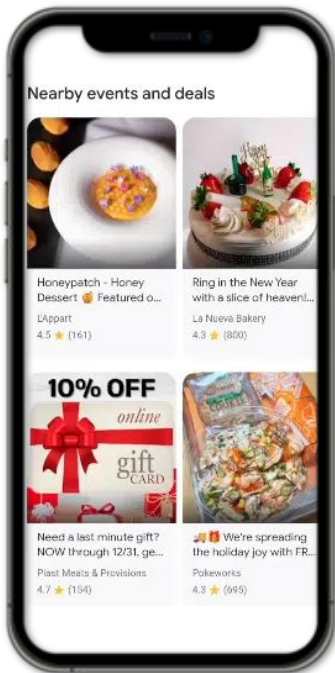




Google will use your social media posts to inform these features (and who knows what upcoming features!)...

“Nearby offers and events”

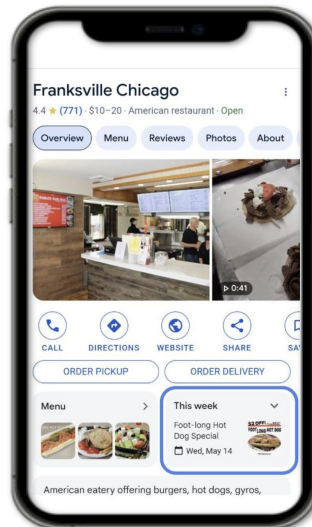
Search (Mobile, Desktop)



“What’s happening”

Search (Mobile)

**Only available for single locations at the moment*



Restaurant and ‘food’ categories, US only

GBP Posts





Folly Farm Adventure Park and Zoo

4.8 ★ (10K) · Zoo in Begelly, Wales · Open

Photos Reviews By owner Camping About

Latest updates



✓ We're delighted to have retained our Animal Attraction Assured Scheme certification...

[Learn more](#)

Folly Farm Adv...
a month ago



Buy Online and Save 5% on Gate Ticket Prices
Valid 16 Jul - 31 Dec

[View offer](#)

Folly Farm Adv...
a month ago

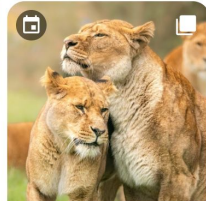


FREE RETURN
within seven days

Valid 16 Jul - 31 Dec

Surprised by how much there is to do on a day out at Folly Farm? Well the great news is we o...

[View offer](#)



Roar-some Lion
Day fun in store this Summer!

12 Aug, 00:00 - 23:59

[Our Lion Day](#)

- Site visits
- Conversions
- ££££s



← Add post

Update

✓ Offer

Event



Folly Farm Adventure Park and Zoo ▶

🖨 Buy Online and Save 5% on Gate
Ticket Prices

Valid 16/07/2025, 00:00 - 31/12/2025, 23:59

Redeem online



← Add post

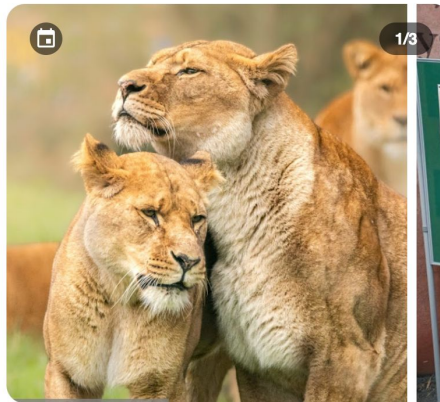
Update

Offer

✓ Event



Folly Farm Adventure Park and Zoo
a month ago



🦁 Roar-some Lion Day fun in store this
Summer!

12 Aug,

Our Lion Day celebrations are back this August – with plenty
of extra family fun and themed activities all centred around
our magnificent big cats in celebration of World Lion Day.

🔗 Learn more

← Add post

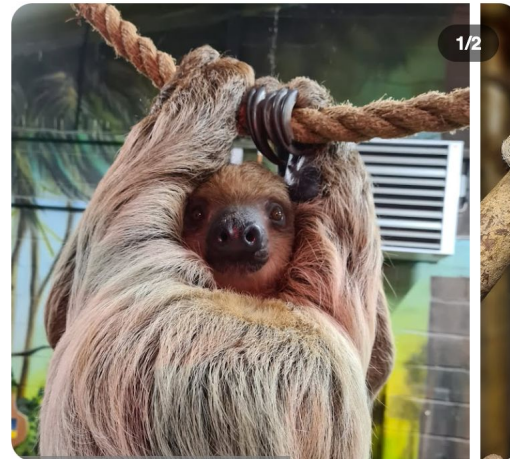
✓ Update

Offer

Event



Folly Farm Adventure Park and Zoo
2 months ago



🦥🦥 Sloths at Folly Farm Adventure Park and Zoo - did
you know that you can feed the sloths? Did you know you
can adopt a sloth? ... More

🔗 Learn more



Are they dead (again)?



eo l Original Poster

Apr 23, 2025



Google Business Profile Posts Not Showing Up — Anyone Else Facing This?

Hi everyone, I'm reaching out to see if anyone else is experiencing this issue. I've been regularly posting updates on my Google Business Profile — things like "What's New," "Events," and "Offers." The posts are published successfully, with proper formatting, images, CTAs, and valid timeframes.

But recently, I noticed that **none of these posts are showing up on Google Search or Google Maps**, neither on desktop nor mobile. It's as if they're just... not there.

Here's what I've double-checked so far:

- My business profile is verified
- The posts were published with no errors
- There's no suspension or restriction on the account
- Tried viewing on different devices and browsers

Still, the posts are missing from the usual display areas. I couldn't find any recent announcements from Google explaining this, so I'm wondering:

🙄 Is anyone else facing this issue?

📍 Are your recent posts visible to the public?

🔧 Any idea what might be going on or how to fix it?

Would really appreciate it if you could share your experience or insights. Thanks in advance!

Details

[Update your business info on Google, Web](#)



Locked



This question is locked and replying has been disabled.

[I have the same question \(206\)](#)




[Subscribe](#)



All posts

View or make changes

+ Add post

Post	Created	Type	Status	
 <p>BSEO April 2025 done and dusted!</p>	5 months ago	Update	Published	⋮
 <p>❤️ WITSEO was ALL THIS and more. Women in Tech SEO is a global...</p>	last year	Update	Published	⋮
 <p>WITSEO is next week and I'm beyond excited! ❤️ This is always *THE*... 🔗 Learn more</p>	last year	Update	Published	⋮



Reviews





**Reviews are important to
businesses for LOTS of reasons
but let's focus here on GBP
reviews.**



[New] Create review QR codes for your Business Profile

← Get more reviews

⋮ ×

Give customers a link to review your business on Google

Reviews build trust and help your Business Profile stand out to customers on Search and Maps

Email

Whatsapp

Facebook


Review link

<https://g.page/r/CQqYnS4sc5W1EBM/review>

📄

Google QR

Get your own Google QR to receive customer reviews



[Learn more](#) about best practices for asking for reviews, and what to do about negative reviews

Hours: Open 24 hours



GOOGLE REVIEW LINK GENERATOR

Get your free Google review link & QR code

Use our free tool to generate your unique Google review link, then share the short URL or QR code with your customers to grow your Google reviews!



Here is your short URL and QR code!

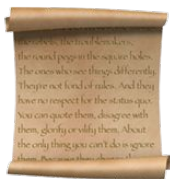
reviewthis.biz/folly-farm



Download PNG



More is more



Structured review attributes



What kind of trip was it?

Business

Holiday

Who did you travel with?

Family

Friends

Couple

Solo

How would you describe the hotel?

(Select all that apply)

Luxury

Great view

Romantic

Quiet

Child-friendly

Great value

High-tech



Claudia Tomina  • 1st

Google Business Profile Expert | Reputation Management for Multi-Locat...

[View my newsletter](#)

3mo • 



Google is using your reviews to help customers learn something specific. From “Is it pricey?” to “Do they serve cocktails?” Google pulls answers straight from your review content to fuel its AI-powered Q&A sections. What your customers say now shapes what future customers see.

✨ Keywords

✨ Context

✨ Common themes

Your review strategy is your content strategy.

Are you paying attention to what Google is learning from your reviews?






Amy Toman 🌍🛡️ • 1st

Google Diamond Product Expert | Google Listing Reinstatements | White ...
1mo • 🔄



Shoutout to the SEO team at [The Home Depot](#). I was asked for a review on an item I recently purchased, and below the field for entering text, they have this handy list that suggested elements to include in a review. I wonder how this could be added to requests for other industries? 

Focus on the product and your individual experience with it.

- What features stand out most?
- What do you like or dislike about it?
- How long have you had it?
- Does it meet your expectations?
- For Shipping / Damaged / Delivery issues, please contact us at 1-800-430-3376



Mike Blumenthal and 67 others

15 comments · 4 reposts

Attributes





In my experience the attributes section in GBP is hideously overlooked by most businesses.



**Attributes answer common, general
questions that users might have
about any business**





Attributes available to a business will vary by category, and also by country.

Click every attribute section to see what's inside!

And check back in regularly. Google adds (and removes) attributes.



Accessibility

Let customers know more about your business by showing attributes on your Business Profile. These may appear publicly on Search, Maps, and other Google services. [Learn more](#)

Offers assisted listening devices

Yes

No

Has assistive hearing loop

Yes

No

Has wheelchair accessible entrance

Yes

✓ No

Has wheelchair accessible parking lot

Yes

No

Has wheelchair accessible restroom

✓ Yes

No

Has wheelchair accessible seating

✓ Yes

No

Save

Cancel

Amenities

Let customers know more about your business by showing attributes on your Business Profile. These may appear publicly on Search, Maps, and other Google services. [Learn more](#)



Has bar onsite

Yes

✓ No

Has gender-neutral restroom

Yes

✓ No

Has restroom

✓ Yes

No

Wi-Fi

Free

Paid

Save

Cancel

Crowd

Let customers know more about your business by showing attributes on your Business Profile. These may appear publicly on Search, Maps, and other Google services. [Learn more](#)

Family-friendly

✓ Yes

No

LGBTQ+ friendly

Yes

No

Transgender safespace

Yes

No

Save

Cancel



Dining options

Let customers know more about your business by showing attributes on your Business Profile. These may appear publicly on Search, Maps, and other Google services. [Learn more](#)

Serves breakfast

✓ Yes

No

Serves brunch

✓ Yes

No

Serves lunch

✓ Yes

No

Serves dinner

Yes

No



M3VQ+57 BROOKLYN, NEW YORK, USA



Identifies as Black-owned



LGBTQ+ friendly



Identifies as veteran-owned



Identifies as women-owned



Identifies as Latino-owned




About



Highlights

- es
- 
Quick bite
- 
Great dessert
- 
Cosy
- 
Historic

Service options

-  Outdoor seating
-  Dine-in
-  Takeaway
-  On-site services
-  Delivery

Highlights

-  Great coffee
-  Great tea selection
-  Great dessert




Popular for

-  Breakfast
-  Lunch
- 

Accessibility

-  Wheelchair-accessible seating
-  Wheelchair-accessible toilet

Offerings

-  Alcohol
-  Coffee
- 
-  Beer
-  Free water refills
- 

1:13



Reviews

Photos

By owner

About

Events

Confirmed by
100% of 6 visitors

Business owner



Wi-Fi



Free Wi-Fi

Atmosphere

✓ Cozy

✓ Romantic ^

Confirmed by
94% of 17 visitors

✓ Trendy ^

Confirmed by
100% of 13 visitors

✓ Upscale ^

Confirmed by
100% of 9 visitors

Crowd



Family-friendly ^

Confirmed by
Business owner

✓ Groups ^

Confirmed by
88% of 16 visitors

✓ LGBTQ+ friendly v

✓ Tourists

✓ Transgender safespace v

✓ Dinner ^

Confirmed by
100% of 5 visitors

Accessibility



Wheelchair accessible
entrance

Confirmed by
Business owner



Wheelchair accessible
parking lot

Confirmed by
80% of 10 visitors
Business owner



Wheelchair accessible
restroom

Confirmed by
Business owner



Wheelchair accessible
seating

Confirmed by
Business owner

✓ Dinner ^

Confirmed by
100% of 5 visitors

Accessibility

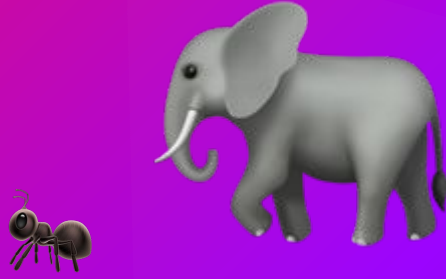


Wheelchair accessible



Wheelchair accessible





**Great. But how do I
make it scale?**



Optimise one listing or a group of listings.





Hypothesis framework

Use a hypothesis framework to define expected outcomes



We know that

We believe that

for will result in

We'll know by testing

on and observing

for



- **measure results objectively,**
- **make data-driven decisions about whether to scale the change across all listings**

3:

GBP Support - Chaos, Confusion & Opportunity





Revisit Google's guidelines



Guidelines for representing your business on Google

If your business either has a physical location that customers can visit, or travels to customers where they are, you can create a Business Profile on Google. To create a successful Business Profile that won't be suspended requires that you:

- Avoid prohibited content. [Learn what content is prohibited.](#)
- Reflect your business accurately.
- Comply with the policies in this article.

Understand basic guidelines

To maintain high quality information on Google, follow this list of guidelines for local businesses. These guidelines can help you avoid common problems, including changes to your information or, in some cases, removal of your business information from Google.

For the best results managing your Business Profile:

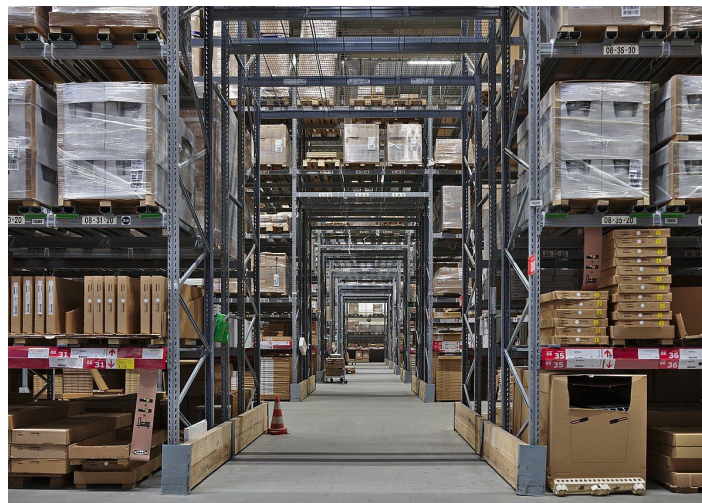
- Represent your business as it's consistently represented and recognised in the real world across signage, stationery and other branding.
- Make sure that your address and/or service area is accurate and precise.
- Choose the fewest number of categories that it takes to describe your overall core business.
- There should only be one profile per business, as this can cause problems with how your information displays on Google Maps and Search.

Tips:

- If you'd like to get one-to-one guidance and tailored recommendations on how to make the most out of your profile, [book an appointment with Small Business Advisors](#).
- This service is currently only available to merchants in the US.



- **is this business actually eligible for a business listing?**
- **If it is, are you following all of Google's guidelines in the way you have set up your business profile?**






Welcome to the Google Business Profile Help Community

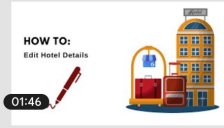
Videos

[View all videos →](#)




03:59

How To Use The Flag Review ...



01:46

How to Edit Hotel Details of ...



02:15

How To Update Hotel Attrib...

Community Guides

[View all guides →](#)

How to Close or Remove a Google Business Profile

Hi Everyone, Colan Nielsen here. If you want to remove your Google Business Profile (GBP) so it is n...

158 Replies

Meet our Product Experts

Product Experts are Google users who help with questions and troubleshooting you may have met a few...

0 Replies

Suspended/Disabled profiles Troubleshooting and FAQs

Note: This post is subject to change based on policy updates / temporary outages ***Ben Fisher, our ...

0 Replies

Categories

[View all posts](#)

Verify your business & get started

not receiving google verification message on ca...

Update your business info on Google

Is it possible to set up business hours "by appoi...

Self Service



ONLINE OWNERSHIP

Self Service

Businessplaining your Google Business Profile Appeal Documents Won't Work

Posted on [February 28, 2025](#) by [Tim Capper](#)

It's another day of helping businesses navigate rejected Google Business Profile (GBP) Appeals and another day of wining at business owners trying to explain why their profile details don't match their appeal documentation.

If your appeal has been denied, and your instinct is to attach a long-winded explanation about why your business name doesn't match the documents you uploaded—stop. This is not how reinstatements work.

I break down why businessplaining is a waste of time, what Google is looking for, and how to avoid yet another rejection.

Verification





What does Google want to check?



The business actually exists



Where you say it is



That you're authorised to manage the listing



Step 2: Verify your business

Important:

- Verification methods are automatically determined by Google and can't be changed.
- In some cases, you may need to verify your business with more than one method.

To verify your business, try the available options for your Business Profile. The verification options depend on your business type, public info, region or opening hours.

Video recording



Phone or text



Email



Live video call



Mail





**Get (and keep) your
ducks in a row**

**Keep these things in a safe place
ready for any re-verification
required**



Documentation evidence (license, DBA, utility bill, photos etc)



Website matches details on GBP



Online footprint is consistent in 'all the places'

Verification Status Tool



Google Business Profile Help

Describe your issue

Check your verification status

To manage your business information on Google Search and Maps, your listing must be verified. Use the tool below to see if your business is verified.

4%

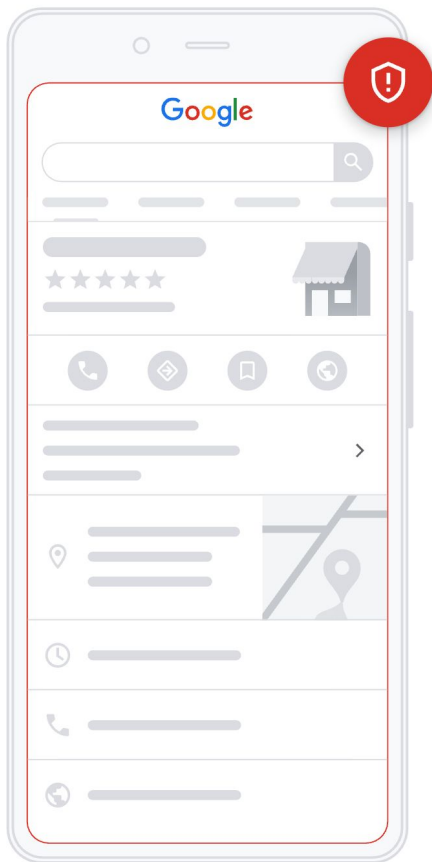
Select the business you're asking about

<input type="radio"/>	[blurred]	Verified
<input type="radio"/>	[blurred]	Verified
<input type="radio"/>	[blurred]	Verified
<input type="radio"/>	[blurred]	Verified
<input type="radio"/>	[blurred]	Verified
<input type="radio"/>	[blurred]	0. Verification required
<input type="radio"/>	[blurred]	Verified
<input type="radio"/>	[blurred]	Verified
<input type="radio"/>	[blurred]	Verified
<input type="radio"/>	[blurred]	Verified

All items shown

Back Profile not found Continue

Also see related help articles



Verify

Select a way to get verified

Google needs to verify that you manage this business.

[Learn more about verification](#)

☒ Phone code



Get a code via text or voice call to [redacted]

☐ Email code

☐ Business video

Having problems?

[Verify Later](#)

Next



Tips for Successful Google Business Profile Video Verification

23K Views 132 Upvotes

If you've been using Google Business Profiles lately, you might have noticed something missing – the trusty old postcard verification option. Unless you have been living under a rock, you probably have noticed that [video verification](#) has become one of the most widely used verification methods for Google Business Profiles (GBPs) over the last year or so.

Here are my best tips for a successful video verification experience.

Here's the most important part about video verification; you need to **plan ahead!** Your video needs to be a continuous shot and should include the following:

- **Your current location:** To show your Google Maps location, capture outside signs, like your street's name, nearby businesses, or the area around your business.
- **Business or equipment:** To show that your business is at this Google Maps location, capture your operations. This can include things like stock for sale, branded equipment, marketing materials, and tools you use to serve your customers.
- **Proof of management:** To show that you're authorized to represent your business, capture your access to employee-only items or areas. This includes things like a cash register, kitchen, storage room, or non-sensitive business documents. You can also use your keys to open your facility.

Once you have planned out what you are going to show in the video navigate to your Google Business Profile (GBP) on your mobile device. **Note:** If you start the verification process on a computer, you can continue and complete the verification process by scanning the QR code.

Suspensions





Common causes



Virtual offices & PO boxes



Too many edits



Restricted user accounts



Address showing on profile when a SAB

DISABLED (SOFT SUSPENSION)	Google thinks you violated their guidelines and needs you to get your Profile in compliance.	Yes	<ul style="list-style-type: none"> • Can't respond to reviews • Can't upload photos • Can't post Updates 	<ol style="list-style-type: none"> 1. Update your GBP to get into compliance 2. Gather business verification documents 3. Submit an appeal
SUSPENDED (HARD SUSPENSION)	Google thinks you really violated their guidelines and needs you to get your Profile in compliance.	No	<ul style="list-style-type: none"> • Can't appear in search results • Can't respond to reviews • Can't upload photos • Can't post Updates 	<ol style="list-style-type: none"> 1. Update your GBP to get into compliance 2. Gather business verification documents 3. Submit an appeal

** Google has lost trust in your GBP because it's violating the guidelines or it needs edits.*

Google Business Profile Appeals Tool



Google Business Profile Help



Describe your issue

[Help Center](#)

[Community](#)

[Get-Started Guide](#)



Manage appeals for your Google Business Profiles

View moderation decisions, submit appeals and check appeal status

7%

Confirm your account

You're currently signed in to clairecarlilerees@gmail.com.

To use a different account, switch accounts. If this is the correct account, select **Confirm**.

[Switch account](#)

[Confirm](#)



Give feedback about this content



Manage appeals for your Google Business Profiles

View moderation decisions, submit appeals and check appeal status

30%

Appeals submission and status

Select an eligible decision to appeal for [Speedy Manager Checks at 90 Days or 45 Days, US](#). Then click **Continue**.

You can check the status of submitted appeals in the "Details" column.

[Learn more about how to appeal Business Profile restrictions](#).

In some regions, such as the EU, you may have [additional redress options](#).

Rejection date	Decision	Details
<input type="radio"/> Sep 9, 2025	<ul style="list-style-type: none"> Business Profile suspended Misrepresentation 	<div>Eligible for appeal</div>
All items shown		

[Back](#)

[Close](#)

[Continue](#)

Give feedback about this content





E. Usha Community Manager • Original Poster

Oct 29, 2024



Suspended/Disabled profiles Troubleshooting and FAQs

36K Views 235 Upvotes

Note: This post is subject to change based on policy updates / temporary outages
*****Ben Fisher, our Diamond Expert, has helped us create a Suspension FAQ post to address your most common questions.*****



Google Business Profile <businessprofile-noreply@google.com>
to me

9:56AM (3 hours ago) ☆ ↶ ⋮

Business Profile



Your business profile has been disabled

your business is not eligible for a Business Profile.

Violation type

This Business Profile has been removed by Google

Learn more about our [restriction policy](#)

You may also be eligible for [additional redress options](#).

To appeal this decision, click on Appeal below.

Appeal



Claudia Tomina Platinum Product Expert • Original Poster
Local SEO Expert, Owner of Reputation Arm

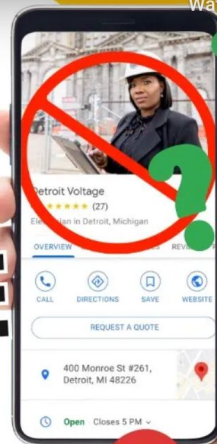
Oct 17, 2024



How to Reinstate a Suspended Google Business Profile (2024 Update)

Reputation Arm

RESTORE
SUSPENDED GOOGLE
BUSINESS PROFILE



Watch later

Share

Watch on YouTube

How to Reinstate a Suspended Google
Business Profile (2024 Update)



Missing reviews





Claire Carlile

Local Guide Level 7

Edit profile



Living, working & adventuring in Pembrokeshire, Wales

9,083 points >

5,000

15,000

Contribute

Reviews

Photos

Edits

Answers



Lou Luddington Photography



★★★★★ a year ago

📷 Lou is such a talented photographer, putting you at total ease and getting the absolute best out of your photo shoot. I had an in water photo shoot with Lou and can honestly say that this resulted in the favourite photo I have of me, ... [More](#)



Fairmont Royal York

100 Front St W, Toronto, ON M5J 1E3, Canada



★★★★☆ a year ago

Pushed the boat out on this expensive (for me) spot from which to explore Toronto. PROS: The location is great and the view was awesome. The pool was nice. Bed super comfy.

CONS: for the price I expected better soundproofing, I could hear everything that was said in the adjoining room, as well as an alarm clock from the opposite room. My room wasn't ready when I arrived, and I went off for a walk and was told that they would call when it was ready. No call, and 3 years later I went back to ask if it was ready. It was, but my luggage was not. No free WiFi and the WiFi when you get it is awful!

Travel group

Solo

Rooms: 3

Service: 4

Location: 4

Rooms

Bed great. Room noisy.

Walkability

Very central and a great spot.

Hotel highlights

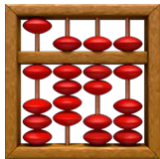
Luxury

Like

Share



How many are missing?





A handful of reviews...



Suspicious reviewer activity

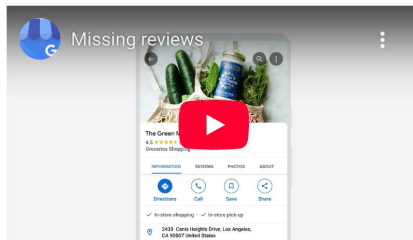


Reviewer account deletion



About missing or delayed reviews

There are several reasons why reviews might be missing from your profile. Usually, reviews are removed for policy violations like spam or inappropriate content.



Understand why a review might be delayed or missing

If a customer review is missing from your Business Profile, here are a few possible reasons:

- Reviews are checked to ensure they comply with our policies. In some cases, this process might take a few days, which can delay a review's appearance on your profile.
- If you recently merged Business Profiles, it might take a few days for reviews from both profiles to display on Search and Maps.
- Customers who use older phones or software might have trouble when they try to leave reviews. We recommend they update their Maps app to the latest version. [Learn how to update Google Maps.](#)
- Reviews removed for policy violations won't be restored. This ensures reviews on Google products are relevant, helpful, and trustworthy. [Learn about prohibited and restricted content for reviews.](#)
- In certain situations, Google might temporarily disable user-created content, including reviews, for certain Business Profiles or business categories to protect business owners.

Tip: Sometimes reviews might be removed after a Business Profile is reinstated. If this happens, [contact support for assistance.](#)



More than a handful...



Fake reviews (manipulation by the business)



Merged / duplicate profiles



Suspensions and disabling



Businesses need to keep a record of their reviews.



← Google Takeout

Google Takeout

Your account, your data.

Export a copy of content in your Google Account to back it up or use it with a service outside of Google.

YOUR EXPORTS

Your latest export

Google Business Profile on 7 September 2025

 [Download again](#)

[Manage exports](#)



Outscraper

Google Maps Reviews Scraper

Scrape Google Maps reviews effortlessly. Download in CSV, Excel, or JSON format in a few minutes.

Scrapers

Cost Calculator

How many reviews do you want to export?



40,000

Total Price

\$ 118.50

Submit



Review platforms



Local Platform

Take complete control of your Google Business Profile



**You'll need to show the missing
reviews to Google, when you use the
...**

**Get help form (for
our review issue)**





Step 1

What can we help with?

Which business do you need help with?

1



Claire Carlile Marketing



Only you can see this info

Tell us what we can help with*

missing reviews

2

15/100

3

Choose the best description of this issue

Review missing

Fix posts that don't show

Posts removed

Transfer reviews

Remove reviews

Other

4

Next step



<https://support.google.com/business/gethelp>

Contact Us



What can we help with?
my photos aren't showing



Resources



Step 3

Contact options

Preferred language: English



Email



<https://support.google.com/business/gethelp>



Are new reviews being published on the profile?

- ☐ Yes
- ☐ No
- ☐ I'm not sure

What's the time frame in which the reviews have gone missing? (For example, did they disappear all within the last week? Or have you noticed that they were consistently disappearing over a longer period of time?) *

Reviewer name(s)

If applicable, provide the names of reviewers whose reviews are missing

Describe your issue. *

What's your issue?

Related case ID(s)

If you have any related requests, either resolved or outstanding, enter the applicable case IDs in the field above. Feel free to provide extra information on why you've listed these case IDs.



[https://support.google.com/
business/gethelp](https://support.google.com/business/gethelp)



Support can be slow. An email exchange might take a week, and it might take many emails. Your clients need to know this.





Be patient. Don't fill in the form again!



**Get help form (for
other issues)**





Step 1

What can we help with?

Which business do you need help with?



Claire Carlile Marketing



Only you can see this info

Tell us what we can help with*

1

My social media links are wrong

31/100

2

Choose the best description of this issue

Fix URL information

Logo photo issues

Review missing

Wrong menu URL

Wrong changes to URL

Other

Next step



<https://support.google.com/business/gethelp>

whitespark



Describe your issue. *

The social media links showing on my profile are wrong - you have added a LinkedIn profile that is unrelated to my business - find the full details here
<https://docs.google.com/spreadsheets/d/1uUHbaAjOralFMU0gKxsPxBjb2lYbHe9Z9TUDenk/edit?usp=sharing>
Thank you

What's your issue?

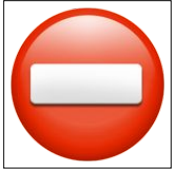
Related case ID(s)

If you have any related requests, either resolved or outstanding, enter the applicable case IDs in the field above. Feel free to provide extra information on why you've listed these case IDs.

Submit



<https://support.google.com/business/gethelp>



If the message is from a noreply email account, that's Google's way of letting you know that they've closed the support ticket. In this case, you'll have to try again.



If the message is not from a noreply address, you can reply to it, and this starts your communication thread directly with the Business Profile support team.

GBP Community





Mike A68 Original Poster

Aug 27, 2025



600 Missing Reviews

179 Views 1 Reply

I represent a roofing company in Ohio. Over the last month, more than 600 legitimate customer reviews have disappeared from our Google Business Profile. These reviews took us years to earn and are a cornerstone of our online reputation.

We opened a support ticket (Case ID: **1-5892000039748**) with Google weeks ago. A support agent confirmed they were looking into the issue, but they have since stopped responding to our emails. We've replied multiple times within the last week without a single response. To make matters worse, the ticket has completely vanished from our dashboard as if it never existed.

This is causing significant harm to our business. The review count on our website no longer matches our Google Business Profile, making our content seem inaccurate or fake.

Post to the help community



Step 1

How can the community help?

The help community is a public forum for anyone to discuss Google products

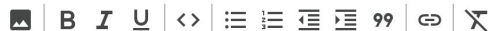
Short summary of your issue

10 characters required.

0/100

Explain the problem you're facing and what you've tried

Do not include private or confidential information such as credit card numbers.



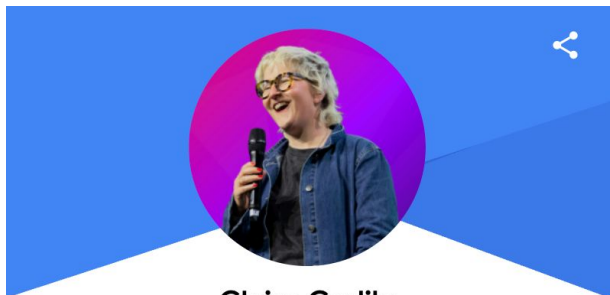
Category

Please select ▼

Next



Product Experts



Claire Carlile

Expert since December 2019



Local Visibility Expert at Whitespark



Claire Carlile is a Chartered Marketer (MCIM) and Local Visibility Expert at Whitespark. She works with Local Businesses of all shapes and sizes to help them get the most out of the local search opportunity.



Google Business Profile



Stefan Somborac



Google Business Profile



Amy Toman



Google Business Profile



Krystal Taing



Google Business Profile



Elizabeth Rule



Google Business Profile



Tim Capper



Google Business Profile



Claudia Tomina



Google Business Profile



General rule - use Google's support channels before you go to the community. You'll often need a Case ID before any Product Expert can escalate for you.



Be polite - they're volunteers (and human beings)



Start your own thread



Be clear and succinct



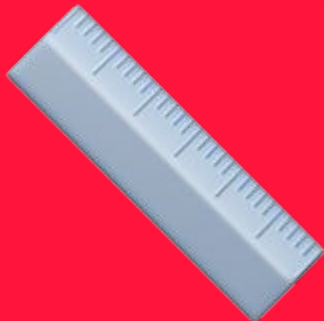
Don't DEMAND an escalation



One thread only per issue

4:

Measure the things





All Killer No Filler: Metrics That Matter in Local SEO



By [Jessie Low](#)

Marketing Manager & Course Contributor



Updated: April 22, 2025 [Local SEO](#) • [Reporting](#)

TABLE OF CONTENTS

Local SEO specific SERP

If you're a local marketer or you work with local businesses, it's important to have a strong understanding of what key metrics you need to be reporting on. Not only can it help demonstrate



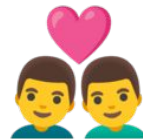
Measure what matters! Local businesses should track real world outcomes like revenue and leads.



**IMPRESSIONS and RANKINGS
don't pay the bills.**



**Reporting
to clients**



**Demonstrate
ROI**



**What
happens
if?**



**What
happens
when?**



How do I measure
AI related thingies?



How to Track Traffic from AI Overviews, Featured Snippets, or People Also Ask Results in Google Analytics 4



By [Dana DiTomaso](#)
Founder & Lead Instructor

Updated: September 14, 2025 [AI](#) • [Analytics](#) • [Reporting](#)



Courses

**ANALYTICS
PLAYBOOK**

GA4 Training & Workshops

About

Resources ▾

Contact

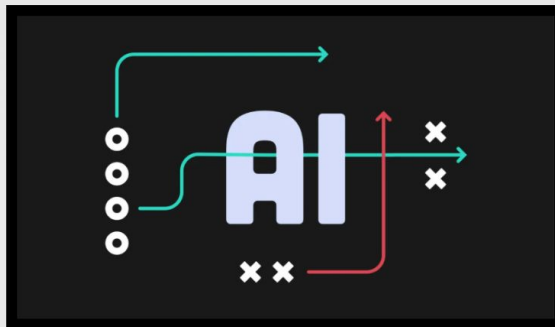


Log In

How to Track and Report on Traffic from AI Tools in GA4



By [Dana DiTomaso](#)
Founder & Lead Instructor



Updated: July 24, 2025 [AI](#) • [Analytics](#) • [Reporting](#)



How did you hear about us?



[Home](#) [About Us](#) [Services](#) [Free Resources](#) [Blog](#) [Contact](#) [Q](#)

Website

I'm a

- Google Search
- Word of Mouth
- Referral
- Newsletter
- Webinar
- YouTube
- Reddit
- Social Media
- AI/ChatGPT**
- Other

5:

Rinse and repeat





**The Google SERP is in a
constant state of flux.**








Actually LOOK at...the NMX


 Your business on Google
32 customer interactions


Profile strength  [Complete info](#)


 Edit profile


 Read reviews


 Photos


 Posts


 Performance


 Advertise


 Edit products


 Edit services


 Bookings


 Q & A

 Ask for review...

 Add chat

 Complete your profile

 Get more reviews

 Get more reviews

Let customers chat with you via text or other apps

Add details and get discovered by more customers

Share your review form with past customers

Se @ >

1

2

Only managers of this profile can see this





Set up a SERP monitoring schedule

- Branded
- Important non branded
- Competitor branded
- Range of devices
- In your important locations





Monitor the Google SERP



Full Screen Historical Screenshots

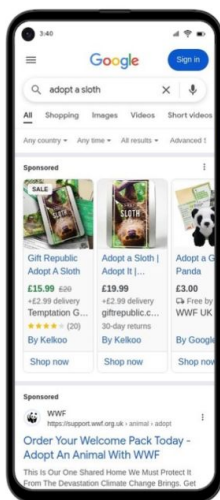


☒ Screenshots in Device and SERP Table

☐ Full Length Screenshots Only

☐ SERP Tables Only

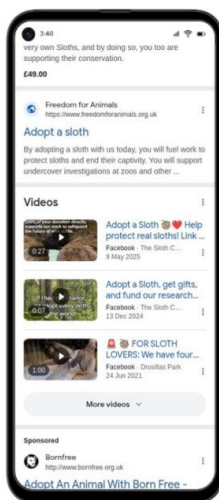
08/07/2025



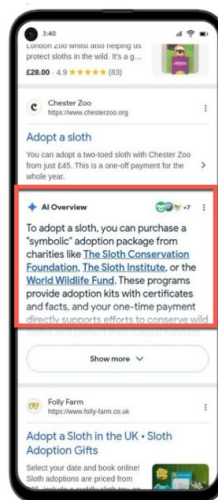
08/14/2025



08/21/2025



08/28/2025



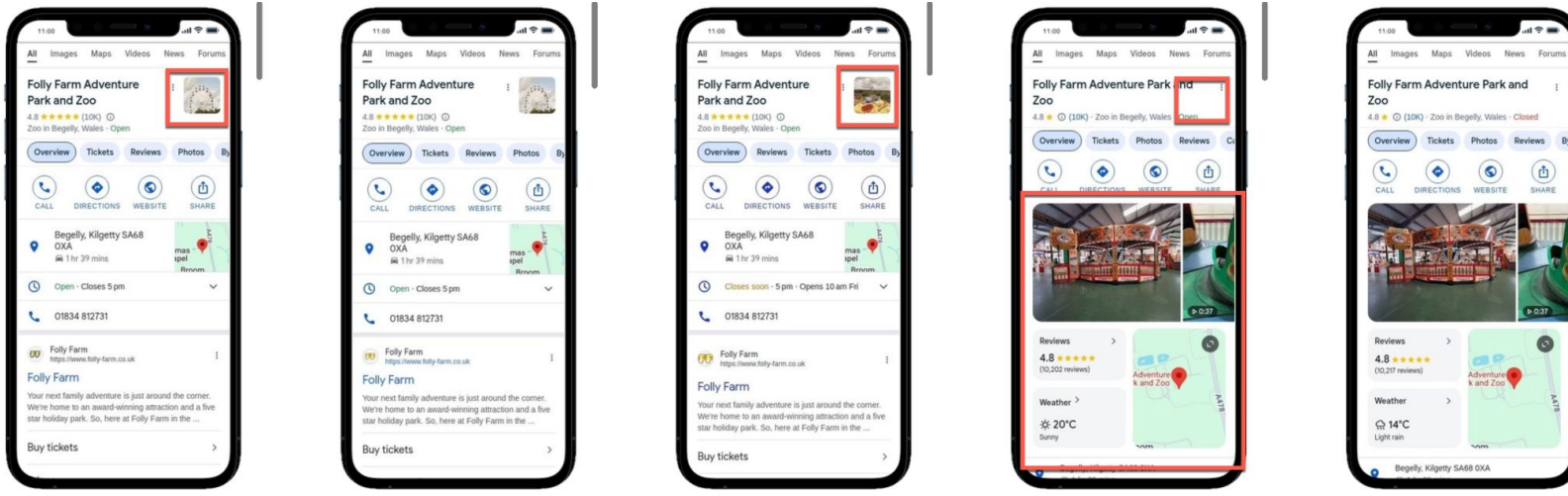
09/04/2025



AI overview tracking for non branded queries



Monitor the Google SERP






SERP feature changes in the local knowledge panel



Actually LOOK at...AI mode





[AI Mode](#) [All](#) [Shopping](#) [Images](#) [Short videos](#) [More](#)

adopt a sloth

You can "adopt" a sloth [through symbolic adoption programs offered by various wildlife conservation charities](#). The donation helps fund projects that protect sloths in their natural habitat, and in return, you receive an adoption pack. It is not possible to physically adopt a sloth to keep as a pet. ⓘ

Organizations that offer symbolic sloth adoptions


- **The Sloth Conservation Foundation (SloCo):** This UK-registered charity is dedicated to protecting sloths in the wild, particularly in Costa Rica. Your symbolic adoption helps fund reforestation, wildlife bridges, and educational outreach.
- **The Sloth Institute:** Specializes in rescuing and rehabilitating orphaned and injured sloths to return them to the wild. Symbolic adoptions help cover the cost of medical care and rehabilitation for individual sloths.
- **World Wildlife Fund (WWF):** Adopting a sloth through WWF supports their broader global conservation efforts, which help protect endangered wildlife and their ecosystems, including the rainforest habitats where sloths live.
- **Chester Zoo:** This UK zoo offers sloth adoptions that contribute to both conservation partners and the care of their resident two-toed sloths.
- **Folly Farm:** This UK attraction offers symbolic sloth adoptions, with a percentage of the profits going to their conservation partners.
- **Freedom for Animals:** This UK-based group campaigns to end the captivity of wild animals. When you adopt a sloth from them, your donation funds undercover investigations at zoos. ⓘ

What you receive with a symbolic adoption

While the specific items vary by organization and donation tier, typical adoption packs include: ⓘ


- A personalized adoption certificate.
- A photograph and biography of your adopted sloth.
- Information and facts about sloths.
- A sloth plush toy.
- Newsletters and updates from the charity. ⓘ

The dangers of keeping a sloth as a pet

 15 sites


Adopt a Sloth ❤️ The Sloth Conservation Foundation

About Your Adoption. The Sloth Conservation is a registered charitable organization founded by Dr...

 The Sloth Conservation Foundation


Adopt a Sloth in the UK - Sloth Adoption Gifts - Folly Farm

How do I adopt a sloth? To adopt a sloth, just click buy now and choose...

 Folly Farm

Adopt a Three-Toed Sloth - World Wildlife Fund - WWF

Adopt a Three-Toed Sloth. When you choose a symbolic animal adoption...

 World Wildlife Fund

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21 Local Search Developments You Need to Know About From Q2 2025



By Miriam Ellis on June 26, 2025

If you'd like our team to just do your local SEO for you, [click here](#).

We've had a relatively quiet quarter for reviews, a rather loud one for Google Business Profiles, and a stereo blast of AI studies. Today's roundup will help you feel confident that you're caught up on the major local search marketing developments of the past quarter, with plenty of actionable takeaways from some of the best minds in our industry. Let's roll!

GBP developments

1. GBP Services Guidelines update



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Think with Google	https://business.google.com/uk/think/	Consumer Insights, Research & More
Sterling Sky	https://www.sterlingsky.ca/	Blog, Videos
Online Ownership	https://onlineownership.com/	Blog, GBP Support How Tos
Near Media	https://www.nearmedia.co/	Newsletter, articles, Insights & Data, Unique Research
Local U	https://localu.org/	Local SEO Conferences
Local Dialog	https://www.localdialog.com/	Newsletter, articles, Insights & Data, Unique Research
Kickpoint Playbook	https://kpplaybook.com/	Analytics Training and Clever Things



Let's wrap up

**Consumer behaviour is
changing in terms of the way
that our potential customers
are looking for solutions to
their problems**

GBP will remain an important way to get in front of potential customers so we can offer a solution right when they need it

**We need to optimise the heck
out of our Google Business
Profiles!**

We need to know how to
AVOID issues with GBP, and
how to get support when we
DO need it.

**We need to measure the things
that matter for our clients, to
demonstrate ROI for our
services and to help them get
the best out of the GBP
opportunity.**



That's all Folks!

Thank You!



Slides here



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