

Small-Business “Google Rescue” and Management

Common problems include:

- Duplicate or inconsistent information
- Few recent photos or updates
- Incomplete business information
- Incorrect business hours
- Incorrect or weak business categories
- Missing service descriptions
- No system for requesting customer reviews
- Old or poor-quality photos
- Outdated phone numbers, websites, or service information
- Owners who rarely look at their profile
- Poorly written business descriptions
- Unanswered customer reviews

Services:

- Add appointment or booking links
- Add service descriptions where appropriate
- Add social links where available
- Add/update services
- Check common business information for consistency
- Correct business name, address/service area, phone, website, and hours
- Create a basic review-request process
- Draft professional responses to existing reviews
- Full Google Business Profile audit
- Holiday/special hours setup
- Organize logo and cover photo
- Provide recommendations for improving the profile going forward
- Remove or flag inappropriate/outdated photos when possible
- Review and improve primary and secondary categories

Review existing photos

Review unanswered customer reviews

Rewrite business description

Upload better owner-provided photos

Services Offered Monthly:

Add holiday/special hours

Add/update services

Basic monthly performance summary where available

Keep business information current

Monitor business information

Monitor profile for inaccurate changes

Monthly Google Business Profile check

Recommend improvements

Remind business owner to collect new photos/reviews

Respond to or draft responses for new reviews

Update hours when needed

Upload new photos supplied by the client