



A FREE GIFT FROM LINGO

How to Get More Local Business

Ten simple, no-cost ways to make your Google Business Profile work harder and bring more local customers through your door.

10 quick wins inside



WHY THIS MATTERS

Your Google Business Profile is the single biggest lever for getting found by local customers. It is what shows up in the map and the "near me" results, and most businesses barely touch it. Work through this checklist and you will be ahead of nearly every competitor in town. No login required, no strings attached.

01 **Get set up right**

1 Claim and verify your profile

Search your business on Google, claim the profile, and finish verification. An unverified profile will not rank, and anyone could edit it.

2 Choose the right categories

Pick the most accurate primary category, then add relevant secondary ones. Categories are the number-one factor for showing up in the local map pack.

3 Fill out every single field

Hours, services, attributes, your description, and your opening date. Google rewards complete profiles with better visibility.

4 Keep your name, address and phone consistent

Your business name, address, and phone must match exactly across your website, directories, and social profiles. Inconsistency erodes trust with Google.

02

Get seen

5

Add real photos, often

Upload your storefront, inside, your team, and finished work. Profiles with fresh photos get noticeably more clicks, calls, and direction requests.

6

Post something every week

Use Google Posts to share offers, news, and updates. An active profile tells Google you are open, engaged, and worth recommending.

7

List your products and services

Add each service with a clear description and price range. This helps you appear for far more of the specific searches customers actually type.

03

Get chosen

8

Earn reviews and answer every one

Ask each happy customer for a review and reply to all of them, good or bad. Reviews are one of the strongest local ranking and trust signals there is.

9

Make it effortless to contact you

Turn on messaging and add a booking or quote link so customers can reach you in one tap, right from your profile, before they bounce to a competitor.

10**Track what is actually working**

Watch your profile insights: searches, calls, and direction requests. Then double down on the photos, posts, and services that bring in real calls.

PRO TIP

Do not just set it and forget it. The profiles that win are the ones that stay active. Even ten minutes a week of photos, posts, and review replies compounds into more calls month after month.

LINGO TECHNOLOGIES**Want us to just handle all of this?**

We are Lingo Technologies, your local Bryant team and Arkansas' only Certified Internet Webmaster. We manage Google Business Profiles, websites, and marketing for hundreds of local businesses. Call for a free, no-pressure look at your profile.

**Call (501) 604-6688**