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The SME Guide to Google Business Profiles: Why they matter & how to make yours work harder

Boost your visibility. Build trust.
Win more local customers.

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Your Google Business Profile

is often the first impression customers get of your business. Before they ever visit your website, they're judging you on how your profile looks.

The problem? Too many SMEs either:

- Haven't claimed or completed their profile
- Set it up once and forgot about it
- Don't realise how powerful it can be

This guide explains why your GBP is so important, and gives you practical tips to help it work harder, without overwhelming you with technical step-by-step instructions.

Let's do this.

Why your Google Business Profile matters.

- **Visibility where it counts**: appearing in google maps and the “local pack” means you’re right in front of people actively searching.
- **Trust at first sight**: reviews and ratings are instant social proof. Customers trust what others say more than your own marketing.
- **SEO advantage**: Google trusts its own data. A strong profile helps your website ranking too.
- **Free customer insights**: learn how people find you, what they click, and where they’re located.

Put simply: a strong profile isn’t optional. It’s essential.

Tips to make your profile work harder.

Here are some high-level improvements that make a big difference:

1. **Consistency is key**: make sure your name, address, phone, and website are identical everywhere online.
2. **Pick the right category**: be specific. Google rewards clarity.
3. Use strong visuals: High-quality photos of your business, team or products make you stand out.
4. **Keep it active**: post updates, offers, or news. Show Google (and customers) you're alive and kicking.
5. **Encourage reviews**: ask happy customers to share their experience. It builds trust and rankings.

Don't stop at "good enough".

Most SMEs stop at the basics.
But here's the truth:

- An incomplete profile can harm your credibility
- A neglected profile can send customers to competitors
- A fully optimised profile becomes a 24/7 lead generator

That's why working with a partner like Velo Creative makes sense.

We know how to transform your profile into a tool that doesn't just exist, but actively brings in business for you.

Want to make sure your google business profile is doing its job?
Let's talk.

We'll help you:

- Audit your current profile
- Optimise it for maximum visibility
- Make it a reliable source of enquiries and leads

Contact us today.

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