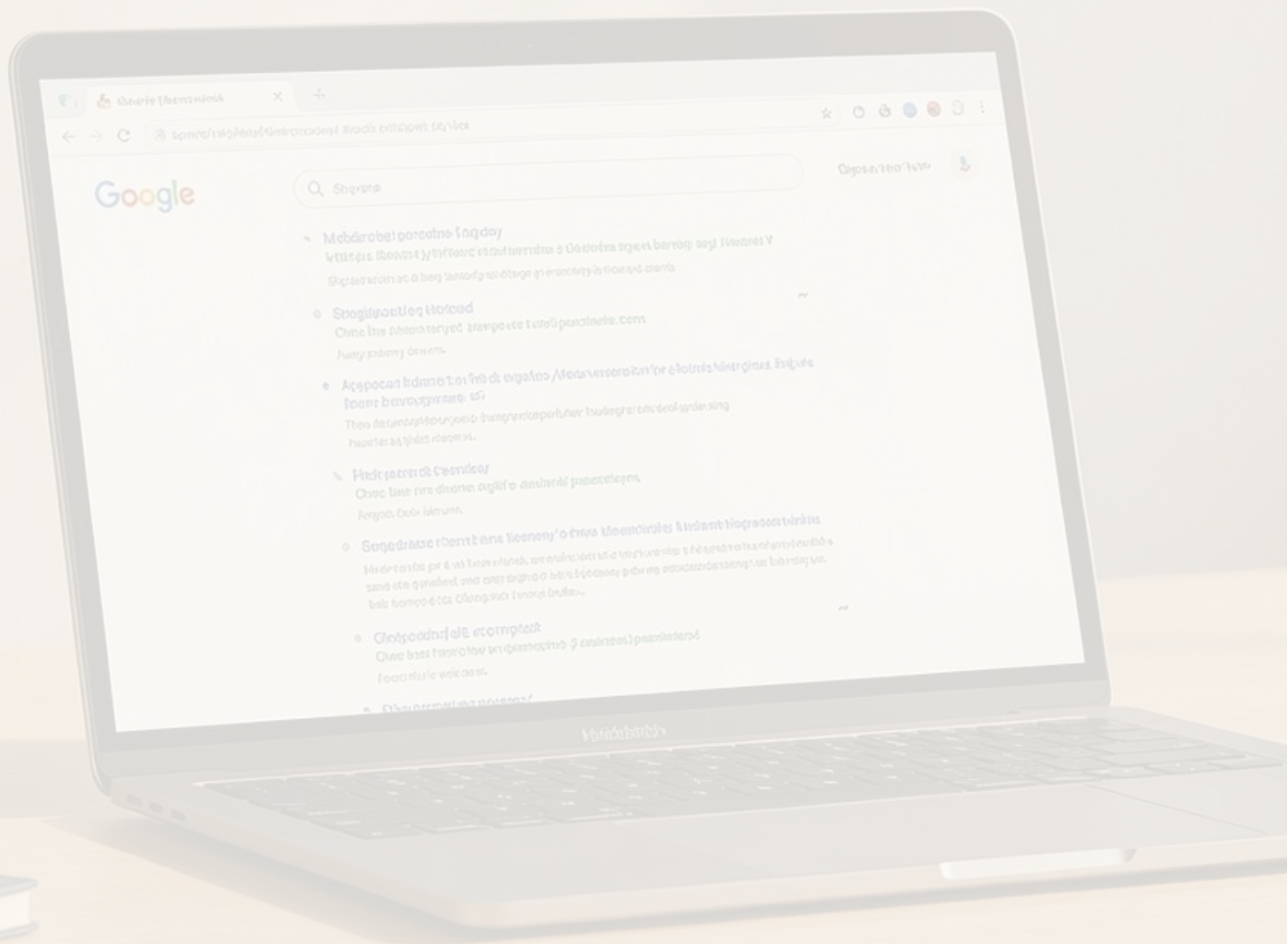


Google Business Profile Optimisation Playbook

Turn Google Searches into Business Opportunities

Week 35 | RadicalEdge Marketing & Growth Series

Your Google Business Profile is often the first impression people have of your business. Make it count.

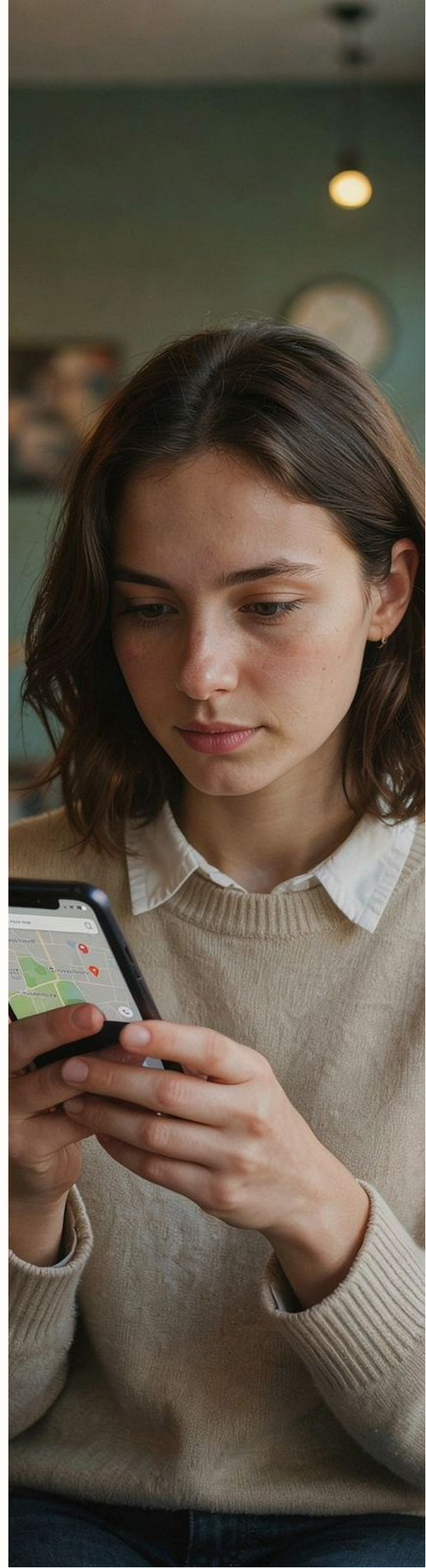


Why It Matters

When someone searches:

- Leadership Coach near me
- Executive Coach
- Marketing Consultant
- Corporate Trainer
- Salon
- Café
- Chartered Accountant

Google often shows the Business Profile before the website. People decide within seconds whether you're worth contacting.



The GOOGLE Framework™ (A Radicaledge Signature)

G – Get Found

Complete every section of your profile.

O – Offer Clarity

Make it obvious what you do.

O – Own Your Story

Use photos and posts to show your work.

G – Generate Reviews

Collect meaningful client feedback consistently.

L – Lead with Value

Share updates and useful content regularly.

E – Evaluate Monthly

Review insights and keep information current.

STEP 1 – Complete Your Profile (100%)

Tick each box:

- Business name
- Correct category
- Phone number
- Website
- Address (if applicable)
- Service areas
- Opening hours
- Business description
- Services
- Logo
- Cover photo
- Additional photos
- Messaging enabled
- Appointment link

 Founder Insight: An incomplete profile signals an incomplete business.

STEP 2 – Write a Powerful Business Description

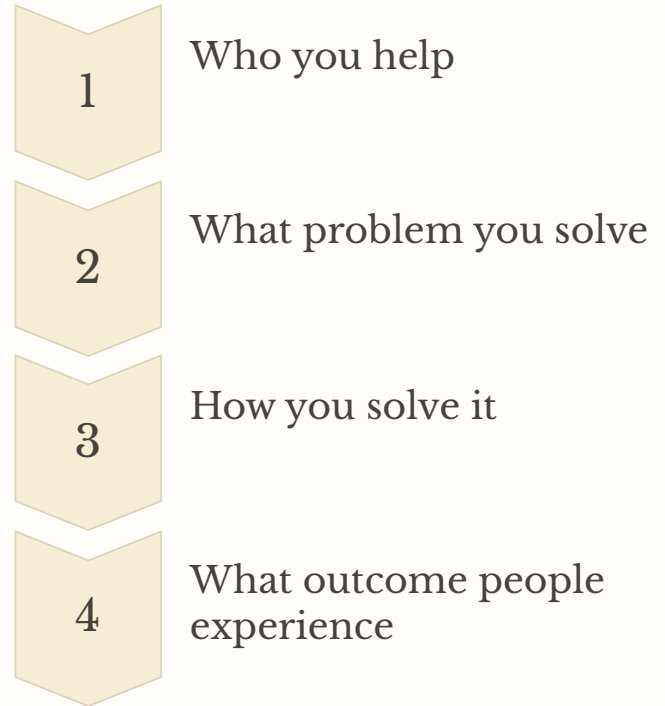
Instead of:

"We provide leadership training."

Write:

"Radicaledge Learning helps leaders, teams, and entrepreneurs build emotional intelligence, leadership capability, customer experience, and business growth through experiential learning, coaching, and practical business tools."

Description Formula



STEP 3 – Choose the Right Categories

Primary category: Choose the service you want to be known for.

Examples:

- Business Management Consultant
- Training Centre
- Coaching Centre
- Marketing Consultant

Secondary categories: Add complementary services.

STEP 4 – Upload High-Quality Photos

Google rewards active profiles. Include:

- Professional headshot
- Team photos
- Workshops
- Speaking engagements
- Client interactions
- Office or workspace
- Events
- Awards or certifications
- Branded graphics

Aim for at least 20–30 quality images.

STEP 5 – Post Weekly

Google lets you publish updates. Share:

- Business tips
- Event announcements
- Client success stories
- New resources
- Team moments
- Community initiatives

Think of it as a mini social media platform.

STEP 6 – Build Better Reviews

Don't ask:

"Can you leave a review?"

Instead ask:

"Could you share what challenge you were facing before working with us, what changed, and what you found most valuable?"

That produces reviews that build trust.

STEP 7 – Answer Every Review

Always respond. Thank people personally. Mention something specific from their review. This shows future customers that you value relationships.

STEP 8 – Add Your Services

Don't simply list:

Leadership Training

Instead write:

**Leadership Development
Workshops**

Helping managers strengthen communication, accountability, emotional intelligence, and team performance.

Focus on outcomes, not just services.

STEP 9 – Use the Q&A Section

Add frequently asked questions yourself. Examples:

Do you work with startups?

Yes. We work with founders and growing businesses looking to strengthen leadership, branding, customer experience, and business growth.

Do you offer online programmes?

Yes, we deliver both virtual and in-person learning experiences.

STEP 10 – Review Your Insights Monthly

Track:

- Searches
- Calls
- Website clicks
- Direction requests
- Photo views
- Popular search terms

Ask: What's attracting attention? What can I improve?

The 30-Minute Monthly Google Health Check

Once a month:

- ☐ Update photos
- ☐ Publish one post
- ☐ Respond to reviews
- ☐ Add one new review request
- ☐ Review insights
- ☐ Update services if needed
- ☐ Check business hours

Google Profile Audit Score

Question	Yes	No
Is my profile 100% complete?	☐	☐
Have I posted this month?	☐	☐
Did I add new photos?	☐	☐
Did I respond to every review?	☐	☐
Did I request new reviews?	☐	☐
Is my business description customer-focused?	☐	☐
Are my services clearly described?	☐	☐

Score 6–7

✓ Excellent

4–5

✓ Good

Below 4

✓ Time for an update

Case Study Example

Business: Boutique Leadership Consultancy

Before

- 6 reviews
- No recent posts
- Generic business description
- Few photos

After 90 Days

- 28 detailed reviews
- Weekly Google posts
- 40 professional photos
- Updated services and FAQs

Results

- More discovery through Google Search
- Increased website visits
- More inbound enquiries
- Stronger credibility during client evaluation



The Radicaledge 3-2-1 Growth Habit

Every month:



Add 3
Photos

Publish 2
Posts

Request 1
Review

Repeat.

Founder Reflection

Ask yourself: If someone found my Google Business Profile before my website...
Would they feel confident enough to contact me?



A suggestion to make this even more valuable

At the end of this guide, include a "Google Business Profile Review Request Card." It could be a one-page template that says:

Help Others Discover Us

Thank you for working with us. Would you mind answering these three questions in your Google review?

1. What challenge were you facing?
2. What changed after working with us?
3. What would you say to someone considering working with us?

This small addition will dramatically improve the quality of reviews your audience receives. Instead of one-line comments like "Great service," they'll collect stories that become powerful social proof. That's exactly the kind of practical, immediately usable tool that will make your Radicaledge Growth Series stand out.

Done! I've created the Google Review Request Card as a printable PDF. 

Download here: [**Radicaledge_Google_Review_Request_Card.pdf](#)

I have one idea that could make this a true Radicaledge signature piece. Instead of a generic review request card, create a "Success Story Card" that clients receive at the end of every workshop, coaching engagement, or certification.

Tell Your Growth Story

Thank you for learning with Radicaledge. Rather than writing a review, we'd love you to share your journey.

Before Radicaledge...

What challenge, situation or opportunity brought you to this programme?



During the Programme...

What insight, tool or moment had the biggest impact on you?



After the Programme...

What have you changed, implemented or achieved?



One Sentence You'd Like Others to Know

"I would recommend this programme because..."



★ Permission

- ☐ Yes, you may share my story on your website or social media.
- ☐ Please keep my name confidential.

Connect with Radicaledge

-  QR Code to Google Reviews
-  Website
-  LinkedIn
-  Email

Why I recommend this approach

This card gives you three valuable assets from every client:

- 1 A Google review.
- 2 A transformation story for proposals and your website.
- 3 Authentic marketing content in your client's own words.

Over time, you'll build a library of success stories, not just ratings. That's the kind of social proof that resonates with prospective clients because it focuses on outcomes and transformation rather than compliments. I also think this fits beautifully with the human-centred, relationship-first identity you're creating for Radicaledge.

I think this is one of the highest-value topics in the Marketing & Growth series because entrepreneurs don't have a content problem—they have a content repurposing problem. Most people create one LinkedIn post, publish it once, and move on. High-performing entrepreneurs don't create more content. They extract more value from every idea. I'd make this one of the flagship guides in your series.



RadicalEdge Learning Consultants

"From HIRE to RETIRE-El all the way"



Vanitha Choudhari



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