



Guide to Google Business Profile Success

Why Your Google Business Profile Matters

Google Business Profile (GBP) helps Myrtle Beach businesses get found, build trust, and drive leads—right when people are searching locally.

Step 1: Claim & Verify Your Profile

- Claim your GBP at [google.com/business](https://www.google.com/business)
- Use a business email for credibility
- Double-check your business name, address, and phone (NAP) for accuracy

Step 2: Optimize Your Business Info

- Add business hours, website, service areas, and categories
- Keep info up-to-date—Google rewards accuracy!

Step 3: Make Your Profile Stand Out

- Upload high-quality, branded photos (interior, exterior, team, products)
- Set a professional profile picture and cover image
- Use your brand colors and logo for consistency

Step 4: Write a Compelling Description

- Use keywords naturally (e.g., “Myrtle Beach [service]”)
- Highlight what sets you apart—local, friendly, unique

Step 5: Get & Manage Reviews

- Ask happy customers for reviews (send a direct link)
- Respond to all reviews with gratitude and professionalism

- Showcase top reviews on your website/socials

Step 6: Post Regular Updates

- Share offers, events, tips, or new products using GBP posts
- Post at least once a week for best results

Step 7: Use Q&A & Messaging

- Monitor and answer questions promptly
- Turn on messaging if you can respond quickly

Step 8: Track & Improve

- Use GBP Insights to monitor views, clicks, and calls
- Adjust content based on what performs best

Bonus: Avoid Common Mistakes

- Don't keyword stuff or use fake reviews
- Don't neglect your profile—set a monthly reminder to review

Ready to take your Google Business Profile to the next level? Book a free profile audit with KSS for personalized tips!

For more resources, visit KillamSocialSolutions.com



Killam Social Solutions | www.KillamSocialSolutions.com |
mark@killamsocialsolutions.com