

PROMPT PACK • 28 PROMPTS

Google Business Profile prompts for HighLevel agencies

28 AI prompts to set up, optimize and manage Google Business Profiles for every local client on your roster — and turn local visibility into a productized service.

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READ THIS FIRST

How to use this pack

These prompts work with any AI assistant — Claude, ChatGPT, Gemini or HighLevel's Content AI. Each one is written for you, the agency, running the work on behalf of a client. Here's how to get real output instead of generic filler.

1 Fill every bracket

Replace each [placeholder] with real client detail — pull it from your intake form or the client's contact record. Vague inputs produce generic outputs.

2 Iterate before you ship

Treat the first response as a draft. Push back: "make it sound like a plumber, not a marketer" or "cut it to 750 characters." Two follow-ups usually double the quality.

3 Deploy through HighLevel

Every output has a home in your sub-accounts: review replies in Reputation, posts in Social Planner, response templates in Conversations, request sequences in Workflows.

4 Systemize what works

When a prompt earns its keep, save the prompt and its best output into your SOP library and bake the assets into a snapshot. Run it once, sell it to every client in the niche.

Profile setup and optimization

The profile is the foundation of every local SEO retainer. Get the description, categories and attributes right before you spend a single hour on posts or reviews — Google weighs them heavily, and most client profiles you inherit are half-finished. These six prompts turn a messy intake into an optimized listing.

PROMPT 01 Profile audit

Run this first on every new local client — it gives you the gap list your first-month deliverables come from.

Act as a local SEO expert working inside a marketing agency. Review my client's current Google Business Profile information and suggest specific improvements to the profile description to maximize local search visibility. Here's the client's current business information: [insert business details from your intake form]

PROMPT 02 Business description

The 750-character description is prime keyword real estate most businesses waste on fluff.

Write a compelling 750-character Google Business Profile description for my client that incorporates their primary local keywords naturally while highlighting their unique value proposition. The client's details: [insert business type, specialties, service area and target audience]

PROMPT 03 Completion checklist

Turn the output into your standard GBP onboarding checklist — it becomes a task template for every new sub-account.

Create a checklist of essential Google Business Profile elements my agency needs to complete for a new client, ranked by impact on local search visibility. The client's business category and type: [insert business category]

PROMPT 04 **Category selection**

Primary category is the single biggest ranking lever on the profile. Don't guess it.

Analyze my client's services and suggest the most relevant primary and secondary Google Business Profile categories to reach their target audience. Explain the ranking trade-offs of each option. The client offers: [list main services and products]

PROMPT 05 **Attribute mapping**

Attributes ("women-owned", "online estimates", "wheelchair accessible") win filtered searches competitors miss.

Identify all relevant Google Business Profile attributes that would appeal to my client's target customers, grouped by impact. The client's features and amenities include: [list business features and amenities]

PROMPT 06 **Service area definition**

Essential for service-area businesses (plumbers, HVAC, mobile services) where the map pin isn't the storefront.

Create a comprehensive service-area specification for my client's Google Business Profile based on where they actually operate and where the highest-value jobs come from. Their coverage: [list geographical coverage and priority zones]

PRO TIP • HIGHLEVEL

Add the completion checklist from prompt 03 as a task template in your client onboarding workflow. Every new sub-account gets the same 14-point GBP setup automatically — no one on your team has to remember it.

Visual content that converts

Profiles with fresh photos get more direction requests and more website clicks. Your client won't send photos unless you tell them exactly what to shoot — so hand them a shot list, not a vague ask.

PROMPT 07 Monthly photo calendar

A repeatable monthly rhythm the client can follow from their phone.

Develop a monthly photo content calendar for my client's Google Business Profile that showcases different aspects of their business, written so the owner can capture everything on a smartphone. The client's business type: [insert business type]

PROMPT 08 Photo spec guidelines

Standardize this once and reuse it as a client-facing PDF across your whole roster.

Create guidelines for optimal photo specifications and organization for a Google Business Profile, including recommended quantities per category (exterior, interior, team, at-work, products). Write it as a one-page guide I can send to my client. Their business: [insert business type]

PROMPT 09 Shot list by business type

Specific subjects and composition tips — the difference between "send us photos" and photos you can actually use.

Suggest specific types of photos that would most effectively showcase my client's [type of business] on their Google Business Profile, including composition tips and subject-matter recommendations for each.

PROMPT 10 30-second welcome video script

Video on a profile is still rare in most local niches — an easy differentiator to sell.

Write a script for a 30-second welcome video for my client's Google Business Profile that highlights key aspects of their business and ends with a clear reason to call. Client details: [insert business information]

PROMPT 11 Virtual tour storyboard

For clients with a physical space worth showing — restaurants, gyms, med spas, showrooms.

Create a storyboard for a virtual tour video of my client's location, highlighting the features that would most interest potential customers. The layout includes: [describe the business layout]

Review management at scale

Reviews are the highest-leverage deliverable in a local retainer: they move rankings, conversion and the client's ego all at once. HighLevel's Reputation Management handles the sending and monitoring — these prompts write the words.

PROMPT 12 Positive review templates

Load these into Reputation Management as your reply library, or use them to train Review AI's tone.

Generate 5 professional response templates for positive reviews of my client's business that stay in their brand voice while showing genuine appreciation and naturally mentioning a service keyword. The client's brand voice: [describe tone and style]

PROMPT 13 Negative review playbook

Pre-approved responses mean your team never improvises under a 1-star review at 9pm.

Create diplomatic response templates for the common types of negative reviews my client receives. Each should acknowledge the concern, move the conversation offline and protect the business's reputation with future readers. Common complaints include: [list typical complaints]

PROMPT 14 Review generation strategy

Ask for timing, channel and follow-up cadence — then build it as a workflow triggered by "job completed."

Develop a strategic plan for generating customer reviews for my client, including timing, channels (SMS and email), and follow-up cadence for non-responders. I'll automate it in HighLevel, so structure it as trigger → message sequence → stop conditions. The client's business type: [insert business type]

PROMPT 15 **Review request copy**

SMS and email variants for each stage of the customer journey — the copy that goes inside that workflow.

Write SMS and email templates for requesting reviews from my client's satisfied customers at different stages of their journey. Keep SMS under 160 characters with the review link placeholder . The client's service process: [describe customer journey]

PRO TIP · HIGHLEVEL

Package prompts 12–15 as a "review engine" snapshot: review-request workflow, reply templates and a monthly reputation report. That's a standalone \$297–500/mo productized service for local clients.

Google posts and promotions

Weekly Google posts keep the profile active — a freshness signal to Google and free ad space in the search results. Batch a month of posts in one sitting and schedule them through Social Planner.

PROMPT 16 Monthly post calendar

One prompt, four weeks of scheduled content per client.

Create a monthly Google Posts content calendar for my client that aligns with their business goals and seasonal opportunities. Give me post copy, image direction and a CTA button choice for each. The client's focus: [insert business focus]

PROMPT 17 10 post ideas with CTAs

A fast idea bank when a client's calendar runs dry mid-month.

Generate 10 engaging Google Post ideas for my client's [type of business] that would drive customer action. Include a call-to-action suggestion for each, matched to Google's CTA button options.

PROMPT 18 Post performance framework

Turns "we posted 4 times" into "posts drove 32 calls" — the language that renews retainers.

Develop a framework for tracking Google Post performance across my client accounts and suggesting improvements based on engagement metrics. Current performance data: [insert current performance data]

PROMPT 19 **Event and sale campaigns**

Pre-event, during-event and post-event posts as one coordinated push.

Design a promotional Google Posts strategy for my client's upcoming [event/sale/promotion], including pre-event, during-event and post-event content. Event details: [insert event information]

PROMPT 20 **Seasonal promo templates**

Reusable urgency-driven templates you can adapt across every client in a niche.

Create templates for seasonal promotion posts that convey urgency and value while staying in my client's brand voice. Their brand guidelines: [insert brand guidelines]

Messaging and Q&A

GBP chat routes straight into HighLevel Conversations, so your client answers Google messages from the same inbox as SMS and Facebook. These prompts write the auto-replies and pre-seed the Q&A section before a stranger does it for you.

PROMPT 21 Welcome and FAQ auto-replies

Feed these to Conversation AI or set them as quick replies in the sub-account inbox.

Develop an automated welcome message and response templates for my client's most common customer inquiries via Google Business Profile chat. Frequent questions include: [list common questions]

PROMPT 22 Message triage workflow

Google suspends chat for slow responders — a triage system protects the feature.

Create a workflow for managing and prioritizing my client's Google Business Profile messages during peak hours, including who on the team responds, escalation rules and target response times. The client's business hours: [insert business hours]

PROMPT 23 Q&A pre-seeding

Anyone can answer public questions on a profile — seed them first with keyword-rich answers.

Generate a list of frequently asked questions and detailed, keyword-aware answers specific to my client's [type of business] to pre-populate the Q&A section of their Google Business Profile.

PROMPT 24 Q&A monitoring plan

A monitoring cadence plus escalation templates for the questions your VA can't answer alone.

Create a monitoring strategy for my client's Google Business Profile Q&A section, including a review cadence, response templates and escalation procedures for complex or sensitive queries.

Performance tracking and reporting

Retention lives and dies on reporting. Clients don't renew because rankings moved — they renew because you showed them calls, direction requests and booked jobs. These prompts build the reporting layer.

PROMPT 25 Client-facing dashboard

Define the metrics once, then mirror them in the sub-account dashboard your client logs into.

Develop a monthly GBP reporting template for my agency's local clients: which profile metrics to include, how to explain each in plain language and which optimization opportunities to flag. Current focus areas: [insert priority metrics]

PROMPT 26 Competitor benchmark

Also your best sales asset: run it on a prospect's profile before the discovery call.

Create a competitive analysis framework to benchmark my client's Google Business Profile against local competitors — categories, review velocity, photo count, post frequency and Q&A coverage. Main competitors: [list competitors]

PROMPT 27 Metric-driven improvements

Feed real numbers in, get next month's task list out.

Analyze my client's current Google Business Profile metrics and suggest specific improvements to increase customer actions (calls, direction requests, website clicks, bookings). Current statistics: [insert current metrics]

PROMPT 28 90-day optimization plan

The output doubles as your first-quarter deliverable schedule for a new local SEO retainer.

Generate a 90-day Google Business Profile optimization plan for my client with weekly tasks, expected outcomes and checkpoints, structured so I can assign tasks to my team in our project system.

PRO TIP • HIGHLEVEL

Wire call tracking to the profile's phone number so every GBP call lands in the sub-account as a tracked lead. Your monthly report then shows revenue attribution, not impressions.

Implementation playbook

Don't run all 28 prompts on day one. Sequence them across the first 90 days of a local retainer and let the outputs become your deliverables.

WEEKS 1–2 Foundation. Run the audit and setup prompts (01–06) on every location. Fix categories, description and attributes before anything else.

WEEKS 3–4 Review engine. Build the review-request workflow (14–15) and load reply templates (12–13) into Reputation Management. This compounds from day one.

MONTH 2 Content rhythm. Batch photos (07–09) and a month of posts (16–17) into Social Planner. Seed the Q&A section (23) and switch on chat auto-replies (21).

MONTH 3 Report and renew. Ship the first full report (25), run the competitor benchmark (26) and present the next 90-day plan (28) as the renewal conversation.

Rules that keep results coming

- Customize every prompt with real client data — intake forms and contact records are your source of truth.
- AI drafts, humans approve. Nothing ships to a client's public profile without a review pass.
- Track results monthly and let the numbers pick next month's priorities.
- Save winning outputs into SOPs and snapshots so the second client costs half the effort of the first.



THIS PACK IS JUST THE START

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