FREE MEMBER RESOURCE

THE LOCAL SEARCH PLAYBOOK

Google Business Profiles

How HighLevel agencies win local search for their clients — and turn it into recurring revenue.

Where HighLevel agencies get unstuck.

nexushub.club

ABOUT THIS RESOURCE

This playbook was written for HighLevel agency owners and operators. It covers two jobs at once: how to build, optimize and manage Google Business Profiles that actually rank — and how to package that work into a service your agency can sell, deliver and report on at scale.

Every chapter ends with an agency playbook: the concrete moves to make for your clients this week. Wherever HighLevel can automate the work — review requests, reputation management, social posting, reporting — you'll find it flagged inline.

Share it with your team. Use it as your delivery SOP. Then come tell us what it earned you.

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What’s inside

CHAPTER 00

Introduction

Picture this: a homeowner in your client's service area searches for exactly what your client sells. Your client appears at the top of the map pack — sharp photos, a wall of recent five-star reviews, one-tap call button. Minutes later that searcher is a booked appointment sitting in your client's HighLevel calendar, and your monthly report writes itself.

That's what a well-run Google Business Profile does. And here's the part that matters to you as an agency: it's the most underpriced deliverable in local marketing. The profile is free. The tooling to run it at scale — review automation, posting, messaging, reporting — is already sitting in your HighLevel account. The only scarce ingredient is knowing what to do, in what order, consistently. That's this book.

> **46% of Google searches carry local intent — and 76% of people who search for something nearby on their phone visit a business within a day.**
>
> SOURCE: GOOGLE CONSUMER INSIGHTS

Yet most local businesses — including most of your prospects — have a profile that is unclaimed, half-filled or abandoned. Every one of those profiles is a pitch waiting to happen. You don't need to convince a plumber that ranking on Google Maps matters; you need to show them their own neglected listing next to a competitor's optimized one. The gap closes the deal for you.

This book works on two levels. On the delivery level, it walks through every element of a Google Business Profile — setup, optimization, visuals, reviews, posts, messaging and analytics — with the exact standards to hit. On the business level, it shows you how to run that work through HighLevel so one account manager can handle 20 client profiles instead of three, and how to package the whole thing as a productized service with clean pricing and reporting.

Nothing here requires an ads budget or a technical SEO background. It requires a system — and by the last page you'll have one: what to set up on day one, what to automate in week one, what to touch weekly, and what to show the client monthly.

One more thing before we start. This resource comes from Nexus Hub, the community where HighLevel agencies compare notes on exactly this kind of work — what to charge, which automations hold up and what's working in local search right now. If you get stuck anywhere in this playbook, that's where to bring it: nexushub.club.

Let's build the service.

CHAPTER 01

Why every agency should sell local search

Your client's coffee shop sits on a busy downtown corner. Every day, hundreds of people walk past it with a phone in hand, searching for the exact thing it sells. Without a claimed, optimized Google Business Profile, those searchers never see it — even standing ten feet from the door. That's the problem you're selling a fix for, and it applies to every plumber, med spa, gym and law firm in your pipeline.

A Google Business Profile puts a business on the map — literally. It's the free listing that decides who shows up in Google Search and Google Maps when nearby customers look for what your clients offer. For most local businesses it drives more calls than the website does. For most agencies it's still an afterthought. That gap is your opportunity.

The map pack is the new homepage

Think about how people actually buy locally. They pull out a phone and type "emergency plumber near me" or "best tacos downtown." Google answers with the map pack — three profiles, ratings, photos, call buttons — before a single organic result. For a growing share of searchers, the journey starts and ends right there: they call, get directions or book without ever opening a website.

When you claim and optimize a client's profile, they gain four things immediately:

- A presence on Google Maps where buying decisions happen
- Accurate location, hours and contact details at a glance
- Reviews from real customers, front and center
- Photos of the work, the space and the team

> **Customers are 2.7x more likely to consider a business reputable with a complete profile — 70% more likely to visit and 50% more likely to buy.**
>
> SOURCE: GOOGLE / IPSOS

Trust through transparency

Today's customers research before they visit. The profile is where that research happens, and every element of it is a trust signal you control on the client's behalf:

- **Current hours** — customers know exactly when the business is open, including holidays
- **Recent photos** — they see the space, the products and the people before committing
- **Reviews with responses** — they read real experiences and see the business engaging with them
- **Direct messaging** — they can ask a question and get an answer within minutes
- **Fresh updates** — active posts prove the business is alive and paying attention

Nearly nine in 10 consumers read online reviews before choosing a local business (BrightLocal, Local Consumer Review Survey). An active, well-answered profile converts that research into a decision in your client's favor.

The economics work in your favor

Google charges nothing for any of it: the listing, photo and video uploads, review management, posts and offers, direct messaging, and performance data. Delivered through other channels, that feature set would cost a client hundreds per month in ad spend before a single lead arrived.

For your agency, that's the margin story. The media is free; what the client pays for is expertise and consistency — exactly the two things an agency running HighLevel can systematize. Your costs are setup time and a slice of an account manager's week. The client's alternative is doing it themselves, badly, or not at all.

Mobile-first, straight into your funnel

Most local searches happen on phones, and the profile is built for that: one-tap calls, instant directions, website visits, messages and bookings. Every one of those actions is a lead event — and every one of them can land in HighLevel. Route the profile's phone number through a HighLevel tracking number, connect the booking link to a HighLevel calendar, and suddenly "we manage your Google listing" becomes "we deliver tracked, attributable leads."

IN HIGHLEVEL

Connect the client's Google Business Profile under Settings → Integrations. That single connection unlocks GBP messaging in the Conversations inbox, review monitoring in Reputation, post scheduling in Social Planner and call tracking with a pool number — the delivery stack for everything in this book.

Local SEO that compounds

The profile is the single strongest input to local rankings, and its effects stack over time:

- **Better rankings** — Google favors complete, accurate, active profiles
- **More surfaces** — the business appears in Maps, the local pack and branded search panels
- **Authority signals** — reviews, photos and engagement tell Google the business matters
- **Discovery traffic** — the profile captures searchers who've never heard the client's name

That last point deserves emphasis. Most profile impressions come from discovery searches — category terms like "roof repair near me," not the client's brand name. This is net-new demand the client wasn't reaching, which makes it the cleanest growth story you can put in a report.

Engagement and proof, built in

The profile is also a live channel. Posts push offers and updates into search results. Messaging answers questions in real time. The Q&A section handles objections publicly. Reviews accumulate into social proof that no ad budget can buy. And behind it all, Google's performance data — searches, views, calls, direction requests, bookings — gives you the numbers to prove the work is paying off.

Each of those features gets its own chapter. Together they turn a static listing into the client's hardest-working salesperson — one that costs them a management fee and earns you recurring revenue.

AGENCY PLAYBOOK — CHAPTER 01

- Audit five prospects' profiles this week — unclaimed or incomplete listings are your warmest pitch
- Screenshot the prospect's listing next to their best competitor's — let the gap sell
- Lead the pitch with discovery searches: "people who've never heard of you, finding you"
- Connect every new client's GBP to HighLevel on day one — it's the foundation for the rest of this book

CHAPTER 02

Setting up a client's profile from zero

A searcher looks for your client's business and finds the competitor instead — because the competitor has a complete profile while your client's sits empty or unclaimed. This chapter is the setup SOP: run it the same way for every new account and you'll have a clean, verified, fully-owned profile inside two weeks.

Get the access model right first

Before touching the profile, decide who owns what. The rule that will save you from ugly offboarding disputes: **the client is always the Owner; your agency is a Manager.** Set it up like this:

- Create or use a Google account tied to the client's business email — never a personal Gmail, never your agency's account
- Claim or create the profile under that account so ownership stays with the business
- Add your agency email as a Manager — full editing rights, no ownership entanglement
- Document the credentials in your client record so the next account manager isn't hunting for them

Profiles built on an agency-owned account become hostage situations when a client leaves. Don't create the problem.

Put the business on the map

With the account ready, add the business:

1. Search the business name at google.com/business — always check whether a profile already exists before creating one
2. If a listing exists (Google often auto-generates them), claim it rather than creating a duplicate
3. If nothing exists, select "Add your business to Google" and follow the prompts

Duplicate listings are one of the most common problems you'll inherit from a new client — they split reviews and confuse rankings. Merge or remove them during setup, not later.

Choose the right business type

Google offers three models, and the choice changes which features the profile gets — so match it to how the client actually operates:

- **Storefront** — customers visit a physical location (restaurants, retail, salons, clinics)
- **Service area** — the business travels to customers (plumbers, HVAC, landscapers, cleaners); the address is hidden and a service area shown instead
- **Hybrid** — a location plus deliveries or on-site service (a bakery that caters, a shop that installs)

Verify the business

Verification proves to Google that the business is real and you're authorized to manage it. Nothing else in this book works until it's done. Google decides which methods it offers per business:

- **Video verification** — now the most common: a walkthrough showing signage, equipment and proof of operation. Brief the client on what to film before they start; failed attempts stack delays
- **Postcard** — a mailed code, typically within five business days
- **Phone or email** — a code by call, text or email, offered to some business types
- **Instant** — available when the client's website is already verified in Search Console

While verification is pending you can keep filling out the profile — do it, so the listing goes live complete.

Fill out the essentials

Accuracy and consistency beat everything else here. Gather this from the client in your onboarding form so you're not chasing it piecemeal:

- **Business name** — the exact legal name, no keywords bolted on (that risks suspension)
- **Address or service area** — precise, and identical to every other listing on the web
- **Phone number** — a local number; route it through HighLevel call tracking so every call is logged and recorded
- **Website** — the homepage or a fast, mobile-friendly landing page (a HighLevel funnel page works well and keeps attribution clean)
- **Hours** — regular hours plus holiday schedules from day one

Inconsistent name, address and phone data across the web is a classic local-SEO leak. If the client has old listings on Yelp, Facebook or directories, align them all to the same format.

Category, description and first photos

Category: choose the most specific primary category available — "Italian restaurant," not "Restaurant"; "Emergency plumber," not "Plumber" — and add relevant secondary categories. This single field heavily influences which searches the profile appears in.

Description: 750 characters to tell the client's story. Lead with what matters most, work in the services and neighborhoods people actually search for, and keep it factual — Google prohibits promotional language and offers here. Example: "Family-owned coffee shop serving locally roasted beans in downtown Franklin since 2010. Fresh pastries baked daily, free WiFi and seating for meetings or long work sessions."

Photos: launch with a starter set — logo, cover photo, exterior, interior, team and products or work examples. Chapter 4 covers the full visual standard; at setup, ten good photos beat fifty mediocre ones.

Switch on the working features

- **Messaging** — enable chat so searchers can message directly from the listing
- **Booking link** — point it at a HighLevel calendar so profile traffic becomes scheduled appointments
- **Products and services** — list offerings with descriptions and prices where sensible
- **Q&A** — seed it with the five questions customers always ask, and answer them
- **Attributes** — wheelchair access, parking, WiFi, payment methods and anything else that applies

IN HIGHLEVEL

The moment verification clears, connect the profile to the client's HighLevel sub-account. GBP messages flow into Conversations (so your team answers them alongside SMS and email), reviews appear in Reputation, and Social Planner can publish the first post. Set a "new GBP message" notification workflow so nothing sits unanswered.

Publish the first post, then QA everything

Create a welcome post — a strong image, two sentences and a clear call-to-action button — so the profile shows activity from day one. Then run the launch QA before you call setup done:

- Every field matches the client's website and other listings exactly
- No empty sections — description, categories, attributes, services, photos all populated
- The listing looks right on a phone, where most searchers will see it
- Call button, website link and booking link all work — and all track back into HighLevel

AGENCY PLAYBOOK — CHAPTER 02

- Client owns the profile, agency manages — no exceptions, ever
- Build a GBP onboarding form in HighLevel that collects every field in this chapter up front
- Hunt for duplicate listings on every new account before doing anything else
- Treat the launch QA list as a deliverable — send it to the client as proof of completed setup

CHAPTER 03

Optimizing every element of the profile

Setup gets a client on the map. Optimization gets them chosen. The difference between a profile that exists and a profile that ranks is a few dozen fields filled with intent — and since most competitors never touch half of them, thoroughness alone is a competitive strategy. Work through this chapter as an audit checklist on every account, new or inherited.

Core business information

Name. The exact legal business name — no cities, no keywords. "Sarah's Bakery," not "Sarah's Best Downtown Bakery & Cafe." Keyword-stuffed names are the top cause of suspensions, and a suspended profile is a fired agency.

Address. Precise and consistent everywhere the business appears online. Even "St." versus "Street" mismatches muddy the signal. Service-area businesses hide the address and define the area instead.

Phone. A local number outranks a toll-free one in customer trust. A HighLevel tracking number with the local area code gives you both attribution and a local presence.

Website. Link the fastest, most mobile-friendly page available — most profile traffic is on phones. A dedicated landing page lets you measure exactly what the profile sends.

Hours. Exact open and close times, mid-day breaks, weekend differences, and holiday hours set in advance. "Closed when Google said open" is the fastest route to a one-star review.

Categories: the highest-leverage field

The primary category is the strongest single ranking input you control. Get surgical with it:

- Pick the most specific primary category that describes the core business
- Add secondary categories for every other real service line — "Caterer" and "Meal delivery" for a restaurant that does both
- Check which categories the top-ranking competitors use — Google's category list runs to thousands of options and the obvious pick isn't always the winning one
- Revisit categories whenever the client adds a service line

Description, products and services

Write the description to answer three questions in order: what the business does, who it serves and what makes it different. Weave in the service and location terms customers search, keep it factual, and skip the superlatives Google disallows.

Then populate products and services completely — this is where most profiles are empty and where searchers decide whether the business does the specific thing they need:

- **Products** — clear names, descriptions, prices where possible, grouped into collections, refreshed as inventory changes
- **Services** — every service listed with a description, fixed prices where they exist, service areas where relevant

Attributes

Attributes are the checkbox facts — accessibility, amenities, payments, planning. They answer deal-breaker questions before they're asked and feed Google's filters ("wheelchair accessible," "free WiFi," "outdoor seating"). Select every one that genuinely applies:

- **Accessibility** — entrance, restroom, seating, parking
- **Amenities** — WiFi, outdoor seating, restrooms, parking availability
- **Payments** — cards, digital wallets, contactless, cash-only warnings
- **Identity and highlights** — women-owned, veteran-owned and similar, where the client wants them shown

Questions & answers: control the narrative

Anyone can ask — and anyone can answer — questions on a client's profile. Left unmanaged, wrong answers from strangers become the public record. Take control:

- Seed the section yourself: post the questions customers always ask (parking, reservations, payment methods, dietary options) and answer them from the business account
- Monitor for new questions as part of the weekly routine
- Answer fast and completely — the business answer gets top placement

Vertical-specific features

Different client types unlock different fields. Build them into your per-vertical SOPs:

- **Restaurants** — full menu with prices and categories, dietary markers, kitchen-close times, reservation and dress-code notes
- **Service businesses** — defined service areas by city or neighborhood, minimums, travel fees
- **Appointment businesses** — booking links (a HighLevel calendar), lead times, cancellation policy
- **Hotels** — check-in windows, room types, amenities, pet policy
- **Retail** — return policy, fitting rooms, special orders

The freshness layer

Optimization isn't a one-time project — Google rewards profiles that show signs of life. The recurring items, which chapters 4–6 turn into a weekly rhythm:

- New photos at least monthly
- Posts, offers and event announcements weekly
- Holiday hours ahead of every holiday
- Menu, product and service updates as they change

IN HIGHLEVEL

Turn the freshness layer into recurring tasks: a monthly "request new photos" email to the client via workflow, Social Planner posts scheduled a month ahead, and a quarterly profile-audit task on the account manager's calendar. Consistency is the product — automate the reminders so it never depends on memory.

AGENCY PLAYBOOK — CHAPTER 03

- Turn this chapter into a scored audit template — it doubles as your sales tool and your QA checklist
- Check competitor categories on every account — it's a five-minute edge most agencies skip
- Seed Q&A on day one; add "check Q&A" to the weekly account routine
- Never touch the business name field to add keywords, no matter what the client asks — protect them from suspension

CHAPTER 04

Visuals that convert searchers into customers

A searcher comparing two profiles picks the one they can see. Photos and videos are the profile's storefront window — they create the first impression, and they do it in about two seconds. When you manage a client's visuals, you're managing the moment the buying decision tips.

> **Listings with photos earn 42% more direction requests and 35% more website clicks than listings without them.**
>
> SOURCE: GOOGLE

The shot list every client needs

Give every client the same shot list at onboarding. It removes the "what should I send you?" back-and-forth and guarantees coverage:

- **Cover photo** — the hero image searchers see first: the business at its best, on brand, well lit
- **Logo** — high resolution, minimum 250×250px, consistent with the rest of the brand
- **Exterior** — daytime storefront, night shot if open late, signage, parking, entrance — everything that helps someone find the door
- **Interior** — layout, atmosphere, seating, cleanliness; customers want to picture themselves inside
- **Products or work** — individual items, displays, before-and-afters for service businesses
- **Team** — real staff at work; faces build trust that stock photography destroys

Technical standards

Hold every upload to the same bar — a blurry photo does more damage than no photo:

- JPG or PNG, between 10KB and 5MB
- At least 720px wide; 4:3 aspect ratio works best in most slots
- Bright, sharp, honestly representative — no heavy filters

- Video: 30 seconds max, 720p minimum, under 75MB, steady footage

Video is the most underused format on the platform: a welcome message from the owner, a 20-second walkthrough of the space, a product demo or a quick customer testimonial each outperform another static photo — and almost no local competitor is doing them.

Tell a story, not a slideshow

The best profiles use imagery to create an emotional case for visiting. Coach clients toward three story lines:

- **The customer experience** — happy customers, staff interactions, celebrations, results
- **Behind the scenes** — how the work gets made: prep, craft, quality control
- **Community** — local events, sponsorships, the business as a neighbor

Mistakes that quietly kill conversion

- Blurry, dark or badly cropped shots — cull ruthlessly before uploading
- Stock photos — searchers spot them instantly and trust drops with them
- Outdated content — last winter's seasonal display in July signals neglect
- Personal or off-topic photos mixed into the business gallery
- A gallery that never changes — Google notices freshness, and so do repeat searchers

The agency cadence

The hard part isn't standards — it's supply. Clients stop sending photos after month one unless you build the pipeline for them:

1. Collect a large batch at onboarding — or send someone with a phone for an hour; one visit yields a quarter of content
2. Automate a monthly photo-request email or SMS to the client from HighLevel, with three specific prompts ("this month: a team shot, a finished job, something seasonal")
3. Review, select and upload on a set day each month; retire stale images at the same time
4. Reuse the best shots in Google posts and social — one photo, three placements

AGENCY PLAYBOOK — CHAPTER 04

- Ship the shot list as part of onboarding — make photo supply the client's homework with your deadlines
- Automate the monthly photo request in HighLevel; supply dies without a nudge
- Pitch one 30-second video per quarter — it's a visible differentiator almost no competitor has
- Count photo uploads in the monthly report — it's tangible proof of work done

CHAPTER 05

Reviews and reputation on autopilot

A notification lands: a new review on your client's profile. Whether it's five stars or a public complaint, how it gets handled — and how fast — shapes what every future searcher believes about the business. Reviews are the highest-stakes surface you manage, and the one where HighLevel gives you the biggest unfair advantage.

Why reviews decide the sale

Nearly nine in 10 consumers read reviews before choosing a local business, and most trust them like personal recommendations (BrightLocal). Review count, rating and recency also feed directly into map-pack rankings — reputation is both the conversion layer and a ranking factor.

One counterintuitive point for nervous clients: a perfect 5.0 isn't the goal. A 4.7 with hundreds of recent reviews and thoughtful responses beats a suspicious-looking 5.0 with twelve. Buyers read the negative reviews first — what they're really evaluating is how the business responds.

88% of consumers say they'd choose a business that responds to all of its reviews — positive and negative.

SOURCE: BRIGHTLOCAL, LOCAL CONSUMER REVIEW SURVEY

Build the review engine first

Most businesses have happy customers and few reviews for one reason: nobody asks, or nobody asks at the right moment. This is the piece to automate before anything else:

1. **Trigger on the happy moment** — job completed, appointment finished, invoice paid. Fire the request while satisfaction is at its peak
2. **Ask by SMS first** — text requests dramatically outperform email; send the direct review link so it's two taps to a five-star
3. **Follow up once** — a single gentle reminder after 3 days roughly doubles completion; more than that annoys

4. **Train the team** — a verbal "you'll get a text from us — it means a lot" at checkout lifts completion further

Never gate reviews (sending only happy customers to Google) and never incentivize them — both violate Google's policies and put the profile at risk.

> **IN HIGHLEVEL**
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> This whole engine is a workflow: trigger on opportunity stage or appointment status → wait 1 hour → SMS with the review link → wait 3 days → email follow-up if no review detected. Reputation pulls new Google reviews into the dashboard, can auto-respond or draft AI responses for approval, and feeds review counts straight into the client's monthly report. Set it up once per sub-account, then snapshot it for every future client.

Responding to positive reviews

Respond within 24–48 hours, use the customer's name, and reference something specific — "Thanks Sarah, glad the pasta made your anniversary" beats "Thank you for your feedback" every time. Keep it to two or three sentences and, where natural, add a nudge back: an upcoming event, a related service, an invitation to return.

Handling negative reviews

Negative reviews are customer-service theater — the audience is every future searcher, not the reviewer. The protocol:

1. **Never respond hot.** Wait at least an hour; if it's the owner replying, make them wait too
2. **Acknowledge specifically.** "I'm sorry about the late delivery — punctuality is something we take seriously, and we missed it here"
3. **Take it offline.** Give a direct contact and a named person committed to fixing it
4. **Close the loop.** Once resolved, it's fine to ask whether they'd consider updating the review — many will

Never get defensive, never argue facts in public and never reveal customer details. For fake or policy-violating reviews: verify against customer records, flag through the profile with evidence, respond calmly to any valid fragment and document everything while Google processes the report.

Mine reviews for the account’s strategy

Reviews are free market research on your client's business. Quarterly, scan for patterns: recurring complaints (an operations fix to recommend), most-praised features (ad copy and post material), staff who keep getting named (retention gold for the owner). Bringing these insights to the client meeting is what separates "vendor who posts stuff" from "partner who runs my growth."

AGENCY PLAYBOOK — CHAPTER 05

- Build the review-request workflow as a HighLevel snapshot — it's your fastest first win on any new account
- Set a response-time SLA (24–48h) and agree with the client who answers what — you draft, they approve, or you handle it all
- Keep response templates per scenario, but personalize every single one before it ships
- Report review velocity monthly: new reviews, average rating, response rate — the retention metric clients feel

CHAPTER 06

Google posts and messaging that keep clients visible

Two features turn a profile from a static listing into a live channel: posts, which put your client's updates and offers directly into search results, and messaging, which lets searchers start a conversation without ever leaving Google. Together they're a free billboard with a reply button — and both plug straight into HighLevel.

The post types and what they're for

- **Updates** — general news: new services, team wins, behind-the-scenes, community involvement
- **Offers** — deals and promotions with a redemption window, terms and a claim button
- **Events** — anything with a date: workshops, openings, sales weekends, demos

Posts expire from prominence quickly — that's a feature for you, not a bug. It means consistent weekly posting visibly outworks competitors within a month, and it justifies the recurring fee that a one-time optimization can't.

What makes a post work

1. **A strong visual** — bright, relevant, on brand; show the product in use, include people where possible
2. **Front-loaded copy** — the hook and key details in the first sentence; short beats clever
3. **One clear call-to-action** — Book, Call, Order or Learn more; every post tells the reader exactly what to do next

Cadence: two to three posts a week is the sweet spot — spaced through the week, stale content removed promptly. Match timing to the client's buyers: early morning for commuters, lunch hours for browsers, evenings for planners, weekends for leisure searches.

IN HIGHLEVEL

Social Planner publishes to Google Business Profiles alongside Facebook and Instagram — batch a month of posts per client in one sitting, schedule them across the calendar and recycle top performers. One content session, four channels, every client on a consistent cadence without anyone logging into Google.

Messaging: the fastest lead source you're ignoring

With messaging enabled, a searcher can ask "do you have Saturday availability?" straight from the listing. That's a lead at the hottest possible moment — and it goes cold in hours. The standard: respond within the hour during business hours, always within 24, with an auto-greeting covering the gaps. Slow responses don't just lose the lead; Google can disable messaging for chronic non-response.

- Set a welcome auto-reply with response expectations and an emergency phone option
- Answer completely — price ranges, availability, next steps — instead of "call us"
- Keep it professional but human; templates for common questions, personalized before sending
- Never share private customer information or make promises the client can't keep

IN HIGHLEVEL

GBP chat lands in the Conversations inbox next to SMS, email and social DMs — one queue for your team, full history per contact. Every message creates or updates a contact, so profile inquiries flow into pipelines, get AI or template-assisted first responses and can trigger follow-up workflows when the conversation goes quiet.

Make posts and messaging feed each other

- **Posts that invite messages** — announce something new, invite questions, respond fast and track which posts start conversations
- **Messages that inspire posts** — every recurring question is a post topic; answer it publicly and the question stops arriving

Offers and seasonal pushes

A working offer has four parts: a clear value proposition, a specific window, a simple redemption step and an obvious next action. "25% off winter boots this weekend only — message us to reserve your size. Ends Sunday 8pm CT." Deadlined offers consistently outperform open-ended ones. For events, post early to announce, during to show life and after to thank and tease the next one.

For long-term engagement, run each client on a light content calendar: monthly specials, seasonal updates, customer spotlights, tips from the owner, new-product previews. Chapter 8 goes deeper on post craft; the point here is the rhythm.

AGENCY PLAYBOOK — CHAPTER 06

- Batch-schedule a month of posts per client in Social Planner — one sitting, consistent cadence
- Route GBP chat into Conversations and staff it like a phone line — under an hour in business hours
- Keep a running list of questions from messaging — it's next month's post calendar
- Include time zones on every event and offer deadline — always

CHAPTER 07

Performance data and client reporting

The work in the last five chapters only retains clients if they can see it working. Google hands you the numbers; this chapter is about reading them, acting on them and turning them into the monthly report that makes your invoice feel cheap.

The metrics that matter

How people find the profile. Google splits search impressions into direct searches (they typed the business name) and discovery searches (they typed a category — "coffee shop near me" — and found the client). Discovery is the growth number: it's demand the client never had before you showed up.

What they do next. Customer actions are the money metrics: calls, website clicks, direction requests, messages and bookings. These are the numbers that translate directly into revenue — and the ones to headline in every report.

Find it all under Performance in the profile dashboard, with up to six months of history, viewable by day, week or month. Export a baseline the day you take over an account — you'll want the before picture.

Reading the story in the numbers

- **High impressions, low actions** — the profile is found but not chosen: photos, reviews or the description need work
- **Low discovery searches** — a ranking problem: revisit categories, services, description keywords and review velocity
- **Menu views without website clicks** — interest exists, the landing page loses it: check speed and mobile experience
- **Time-of-day patterns** — search spikes tell you when to post and when the client should staff the phones

A simple monthly scorecard

Track the same table for every client, every month:

METRIC	LAST MONTH	THIS MONTH	CHANGE
Discovery searches			
Calls			
Direction requests			
Website clicks			
Messages / bookings			
New reviews / avg rating			

Set goals against it — 10% more discovery searches, 15% more direction requests, every review answered inside 48 hours, weekly posts shipped — and report against the same goals each month. Clients don't churn from services they can measure.

> **IN HIGHLEVEL**
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> Because calls, messages and bookings route through HighLevel, your reporting can go a level deeper than Google's: not just "34 calls" but recorded calls, tracked sources, pipeline value and appointments booked. Pair Google's impression data with HighLevel's attribution and the monthly report shows revenue, not vanity metrics.

Watch the competition

Once a quarter, benchmark each client against their top three local rivals: map-pack position for the key search terms, review count and rating, photo volume, posting frequency and response speed. Local rank-tracking tools (grid-based scans of where the client ranks block by block) make this visual — and a rank-grid map showing spreading green is the most persuasive slide a local-SEO report can contain.

Common problems, standard fixes

- **Visibility slipping** — refresh description keywords, expand services, increase post cadence, push review velocity
- **Actions flat** — upgrade photos, add an active offer, verify contact details, tighten response times

- **Reviews stalling** — check the request workflow is firing, retrain the client's team on the ask, follow up in person on big jobs

> **AGENCY PLAYBOOK — CHAPTER 07**
>
> - Export a performance baseline the day you take over any account — before/after is your case study
> - Standardize one scorecard across all clients so reporting takes minutes, not hours
> - Lead reports with actions (calls, bookings) and attribution from HighLevel, not impressions
> - Run quarterly competitor benchmarks — they justify the retainer even in flat months

CHAPTER 08

Posts that drive action — the campaign layer

Chapter 6 built the posting habit. This chapter is about craft — turning routine updates into posts that measurably produce calls, bookings and sales. The difference between a post that gets ignored and one that gets clicked is rarely luck; it's structure.

Write for the click

Specificity converts. "Sale this weekend" gets scrolled past; "Save 30% on all winter boots — this weekend only" gets clicked. The pattern for every post:

- A number or concrete detail in the first line (a price, a percentage, a date)
- A reason to act now — deadline, limited quantity, seasonal window
- One action verb button, matched to the goal: Call for urgency, Book for appointments, Order for products

Templates by post type

Offer posts — state the deal, the window, the original and sale price, and any conditions. "Flash sale: all handbags 40% off today only. Was $100, now $60. While supplies last."

Event posts — date, time with time zone, location, benefit and registration step. "Free small-business marketing workshop — March 15, 6–8pm CT. Limited seats, register now."

Product posts — one clear photo, key benefit, price, availability. "New arrival: memory-foam running shoes, $89. All sizes in stock — try them today."

Service spotlights — showcase expertise with a result: a before-and-after, a customer outcome, a team member who does the work, and a booking link.

A month of content in four moves

Plan each client month around four recurring slots — it kills the blank-page problem and keeps variety without effort:

1. **One offer** — the month's promotion with a hard deadline
2. **One spotlight** — a product, service or staff member
3. **One proof post** — a customer story, review highlight or before-and-after
4. **One seasonal or Q&A post** — tied to holidays, weather, local events or a question from messaging

Layer seasonal planning on top: build the calendar around the client's industry rhythm — tax season for accountants, spring for landscapers, holidays for retail — and prep those pushes a month ahead.

Mistakes to avoid

- Posting without an image, or with a blurry one
- Long, meandering copy — the click happens in the first line or not at all
- Skipping the CTA button, or using a mismatched one
- Leaving expired offers live — nothing says neglect like last month's deal
- Never checking which posts performed — without measurement, you're guessing forever

Measure and iterate

Track views, clicks and resulting actions per post, then look for patterns monthly: which topics earn clicks, which times perform, which offers convert. Feed the winners back into next month's calendar and retire the formats that never move. Over a quarter this compounds into a per-client formula that a new team member can execute from the SOP.

AGENCY PLAYBOOK — CHAPTER 08

- Build the four-slot monthly calendar as a template — content planning per client drops to 30 minutes
- Keep a swipe file of each client's best-performing posts and reuse the structures
- Write CTAs as imperatives with a payoff — "Book your spot", never "Learn more" alone
- Sweep expired offers weekly across all accounts — five minutes that protects every client's credibility

CHAPTER 09

Productizing it — packaging, pricing and onboarding

Everything so far is delivery. This chapter turns it into a product: defined scope, clean pricing, repeatable onboarding and margins that improve with every client you add. The goal is a service one account manager can run for 15–20 clients because HighLevel does the repetitive work.

Package in three tiers

A simple ladder sells better than a custom quote. A structure that works across verticals:

- **Setup (one-time)** — claim or clean up the profile, full chapter-3 optimization, starter photo set, HighLevel connection and review workflow install. Price it like the project it is; it's also your lowest-friction entry offer
- **Management (monthly)** — weekly posts, review responses, messaging coverage, Q&A monitoring, monthly photo refresh and the scorecard report
- **Growth (monthly, premium)** — everything above plus offer campaigns, quarterly competitor benchmarks, rank-grid tracking, video content and deeper HighLevel attribution reporting

Anchor pricing to outcomes, not hours: one recovered customer a month typically pays the management fee for a home-services client. Know each client's average job value and say the math out loud in the sales call.

Sell with the audit

Your best sales asset is the prospect's own profile. Run the chapter-3 checklist against it, score it, and present it next to their strongest competitor's profile. The pitch writes itself: here's where you are, here's who's beating you, here's the 90-day plan. Offer the audit free — it costs you 20 minutes and converts because it's evidence, not promises.

The 90-day delivery roadmap

- **Days 1–14** — access model set, duplicates removed, verification done, every field optimized, HighLevel connected, review workflow live

- **Days 15–45** — posting cadence running, messaging staffed, photo pipeline flowing, first review wave landing
- **Days 46–90** — first offer campaign, competitor benchmark, baseline-versus-now report — the renewal conversation

IN HIGHLEVEL

Build the whole service as a snapshot: onboarding form, review-request workflow, GBP notification workflows, Social Planner setup, pipeline and report template. New client onboarding becomes "load snapshot, connect profile, customize copy" — an afternoon instead of a week. That snapshot is the asset that makes this service scale.

Set the operating rhythm

- **Daily** — messaging inbox, new reviews needing response
- **Weekly** — posts ship, Q&A check, expired-offer sweep
- **Monthly** — photo refresh, scorecard report, next month's content calendar
- **Quarterly** — full profile audit, competitor benchmark, review-insight summary for the client meeting

Write each rhythm item as an SOP with screenshots the first time you do it. The service is only a product when someone who isn't you can deliver it.

AGENCY PLAYBOOK — CHAPTER 09

- Three tiers, priced on outcomes — never sell hours
- Free audit as the front door; the prospect's own profile closes the deal
- Snapshot the entire delivery system before client number two
- Book the 90-day report before you start — it's the renewal meeting

CHAPTER 10

Conclusion — your next move

A Google Business Profile is more than a listing. For your clients it's the front door to every local search; for your agency it's a service with free media, automatable delivery and results you can prove monthly. You now have the full system: setup that protects ownership, optimization that ranks, visuals and reviews that convert, posts and messaging that engage, reporting that retains, and packaging that scales.

None of it depends on tricks. It depends on consistency — the thing clients can't sustain themselves and the thing your HighLevel workflows make cheap for you. That's the whole business model in one sentence.

Don't try to launch everything at once. This week: audit five prospects. Next week: run the setup SOP on your first account and install the review workflow. Within 90 days: baseline report, first case study, and a repeatable offer you can sell again. Momentum beats perfection.

