

Google Business Profile Setup (NZ Tradies)

Get found on Google Maps (and win more local jobs)

A plain-English, step-by-step guide for tradies who don't want to become "the tech person".

IN THIS GUIDE YOU'LL:

- Show up in Google Maps for "near me" searches
- Look legit (photos, services, description)
- Get reviews coming in without feeling awkward
- Avoid the 3 common stuff-ups that waste hour

Before you start

(so you don't get stuck halfway)

5 MINS

Grab these:

- 👉 Your business name (as customers know it)
- 👉 Your main trade (category)
- 👉 The phone number you actually answer
- 👉 Email you can access
- 👉 Address (often needed for verification)
- 👉 Service areas (suburbs/towns)
- 👉 10 job photos (phone pics are fine)
- 👉 Website link (optional)

WHY Google Business Profile matters

Because when someone searches "plumber near me", Google shows a short list and a map. Your profile helps Google decide:

- Who to show (relevance)
- Where to show you (distance/service area)
- Whether you look trustworthy (photos + reviews)

The 9-step setup (overview)

1. Sign into Google (right account)
2. Go to **business.google.com** → Manage now
3. Add business name or **claim existing**
4. Choose category (your trade)
5. Set address or service areas
6. Add phone + website (optional)
7. Verify (this makes you "real" to Google)
8. Fill out hours, services, description, photos
9. Set up reviews (simple system)



Common mistakes

- Creating a **duplicate profile**
- Listing **too many service areas ("all of NZ")**
- Skipping verification (you'll barely show)
- No photos/reviews = you look unfinished

The Setup (Steps 1-9)

1

Sign into Google (the right account)

On phone: open **Chrome** or **Safari**. Make sure you're signed into the account you want to own the business.

WHY: If you use the wrong account, you'll lose access later and it becomes a whole drama.

Wrong account? Tap your profile icon (top right) → Switch account

2

Go to the setup page

Type: business.google.com

Tap: **Manage now**

WHY: This is the official setup area (not random Google links that take you in circles).

3

Add your business name (or claim it)

Type your business name exactly as customers know it.

🚫 Rescue box: “My business already exists”

If Google shows your business already listed:

- Tap it → choose **Claim this business / Request access**
- **Do NOT create a second one**

WHY: Duplicates split reviews and confuse Google.

4

Choose your category (your main trade)

Pick the closest match to your main trade (e.g., Plumber / Electrician / Builder).

WHY: Category is one of the biggest ranking factors. It tells Google what jobs to show you for.

Tip: Don't pick something vague if there's a better trade match.

5

Address vs Service Area

When asked: "Do you have a location customers can visit?"

Most tradies choose: NO → then add Service areas.

WHY: This controls where you show up. It also protects home addresses when you don't want them public.

Rule: Choose where you actually want work from. Too wide = weaker result.

6

Add contact details

Add your **phone number** and Website (optional)

WHY: Google wants to send customers somewhere. Phone is the fastest "conversion" button.

7

VERIFY CRUCIAL

Google may offer: Video verification, SMS/Email, or Postcard.
This proves you're a real business.

Video verification checklist

In one continuous video, show:

- Outside sign / street OR your work entrance
- Your **work vehicle** (branding) OR tools setup
- Proof you can access the place (unlock/open garage)
- Something matching the business (invoice pad, uniform)

Do NOT: edit the video, add music, or upload an old video.

8

Fill out the basics

Add your Hours, Services, Description, and Photos.

WHY: A blank profile loses jobs. People choose the tradie who looks established.

9

Set up reviews (simple, not awkward)

Text every happy customer this exact message:

"Hey [Name] – thanks again for today. If you've got 30 seconds, could you leave us a quick Google review? It really helps local businesses like ours. [LINK]"

Where is my link?

In your Business Profile, look for **Ask for reviews** or **Get more reviews**. Copy that link and paste it in the text.

Optimise (Make it look legit)

Photos that win jobs

- ✓ Finished work (wide + close)
- ✓ Before & after
- ✓ Ute or van
- ✓ You or the team
- ✓ Tools in action

WHY: Photos do the trust-building before you speak to the customer. Target: 10 photos.

Services List

~~Instead of "General plumbing"~~

Use: "Blocked drains", "Hot water cylinder", "Leak repairs"

WHY: Customers don't search for "quality solutions." They search for the exact problem.

Description Template (Copy/Paste)

We're a [TRADE] based in [TOWN/CITY], servicing [SUBURBS].

We specialise in [TOP 3 SERVICES].

Available [DAYS/HOURS]. Call/text to book.

Weekly 5-minute routine

- | | |
|---------------------------------|--|
| ⌚ Add 1 new job photo | ⌚ Reply to any reviews |
| ⌚ Check hours/phone are correct | <i>Active profiles hold rank better.</i> |

Health Check Audit

Tick one:  **Done**  **Needs work**  **Missing**

Foundations (Visibility)

- | | |
|------------------------------------|--|
| 1. Right category (main trade) | <input type="checkbox"/>  <input type="checkbox"/>  <input type="checkbox"/>  |
| 2. Service areas set correctly | <input type="checkbox"/>  <input type="checkbox"/>  <input type="checkbox"/>  |
| 3. Phone number correct + answered | <input type="checkbox"/>  <input type="checkbox"/>  <input type="checkbox"/>  |
| 4. Hours correct | <input type="checkbox"/>  <input type="checkbox"/>  <input type="checkbox"/>  |
| 5. Verified | <input type="checkbox"/>  <input type="checkbox"/>  <input type="checkbox"/>  |

Trust (Do I look legit?)

- | | |
|---------------------------------------|--|
| 6. 10+ real job photos | <input type="checkbox"/>  <input type="checkbox"/>  <input type="checkbox"/>  |
| 7. Services list filled out properly | <input type="checkbox"/>  <input type="checkbox"/>  <input type="checkbox"/>  |
| 8. Description clear (what/where/who) | <input type="checkbox"/>  <input type="checkbox"/>  <input type="checkbox"/>  |
| 9. Cover + profile photo set | <input type="checkbox"/>  <input type="checkbox"/>  <input type="checkbox"/>  |

Reviews (The money)

- | | |
|-------------------------|---|
| 10. 10+ reviews total | <input type="checkbox"/>  <input type="checkbox"/>  |
| 11. Getting 1-2/month | <input type="checkbox"/>  <input type="checkbox"/>  |
| 12. Replying to reviews | <input type="checkbox"/>  <input type="checkbox"/>  |

Activity

- | | |
|----------------------------|---|
| 13. Photo in last 30 days | <input type="checkbox"/>  <input type="checkbox"/>  |
| 14. Update in last 30 days | <input type="checkbox"/>  <input type="checkbox"/>  |

Score: ___ / 14

0–5: Fix foundations & verify

6–10: Improve conversion (photos)

11–14: Strong. Maintain weekly.

Do this next (pick 3)

- | | |
|---|--|
| <input type="checkbox"/> Add 10 photos | <input type="checkbox"/> Clean up services |
| <input type="checkbox"/> Ask 3 past clients | <input type="checkbox"/> Fix service areas |
| <input type="checkbox"/> Update description | <input type="checkbox"/> Reply to reviews |

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