

THE
VISIBILITY VAULT™
BY MAZTER MINDZ MEDIA

THE GOOGLE BUSINESS PROFILE PLAYBOOK

Turn one of your most important marketing assets into your biggest visibility advantage.



BE SEEN. BE FOUND. GET CHOSEN.

WHY YOUR GOOGLE BUSINESS PROFILE MATTERS

Your Google Business Profile is often the first impression someone has of your business.

It can influence whether they:



Visit your website



Call you



Request directions



Read your reviews



Contact a competitor instead

IS YOUR PROFILE COMPLETE?

A complete profile helps customers and AI understand, trust and choose your business.

GOAL:
100%
COMPLETE

VISIBILITY TIP:



Your Google Business Profile is your digital storefront. Treat it like one.

YOUR PROFILE SHOULD ANSWER:

- ✓ Who are you?
- ✓ What do you do?
- ✓ Where are you located?
- ✓ Why should someone choose you?
- ✓ How do they contact you?

- ✓ Claimed
- ✓ Verified
- ✓ Correct Business Name
- ✓ Correct Address
- ✓ Correct Phone Number
- ✓ Website Link
- ✓ Business Hours
- ✓ Primary Category
- ✓ Secondary Categories
- ✓ Business Description
- ✓ Services Listed
- ✓ Products Added
- ✓ Attributes Selected
- ✓ Consistent Updates/Posts
- ✓ Photos Added Regularly

TODAY'S CUSTOMER JOURNEY

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PHOTOS THAT BUILD TRUST

Businesses with authentic, high quality, professional images make a stronger first impression.



Exterior



Vehicles



Interior



Equipment



Team



Community Events



Products



Happy Customers



Services



VISIBILITY TIP:



Add new photos regularly to keep your profile fresh and reflect your business today, not two years ago.

WEEKLY VISIBILITY ROUTINE

Spend 15-20 minutes each week:

- ✓ Add one new photo
- ✓ Publish a Google Post
- ✓ Respond to reviews
- ✓ Review insights
- ✓ Update hours if needed
- ✓ Check Q&As
- ✓ Verify services are current



Small consistent improvements create long-term visibility.

REVIEWS BUILD TRUST

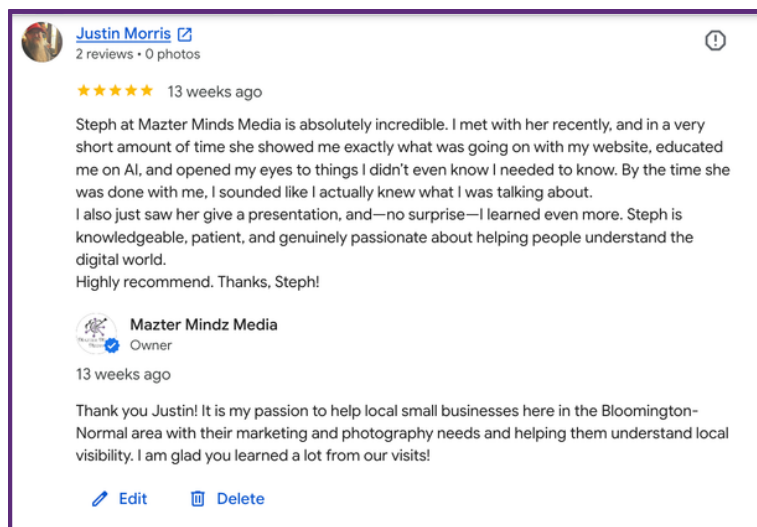
Aim for consistent new reviews **and respond to every one.**

REVIEW REQUEST FORMULA

Encourage your reviewers to include some keyword rich information in their reviews.

- ✓ What service they received
- ✓ Where you helped them
- ✓ What problem you solved
- ✓ What stood out about you

And if they don't include this information, fill in the gaps with your response. The inclusion of this information provides additional context for search engines and AI Engines.



THE NEW REALITY



TRUST STARTS WITH PEOPLE.

A recommendation comes from someone they know and trust.



CONFIDENCE COMES FROM WHAT THEY FIND ONLINE

They want to verify details, read reviews and make sure you're legit.



A STRONG ONLINE PRESENCE BUILDS CONFIDENCE

It answers questions, reduces hesitation, and builds trust.



CONFIDENCE LEADS TO ACTION

When they feel good about what they see, they contact you



YOUR GOAL

Make it easy for people to trust you, find you, and choose you.

Be Seen. Be Found. Get Chosen.

WORD OF MOUTH

Is Just the Beginning

Referrals still matter, but today they almost always lead to an online search. Even when someone recommends your business, most people won't call right away. **They investigate.**



VISIBILITY TIP:

Word of mouth gets you on the list. Your online presence helps you get chosen.

OTHER RESOURCES

Keep Learning. Keep Growing. Keep Showing Up.



AI PROMPT: ASK AI HOW READY YOUR BUSINESS IS

Type this prompt into ChatGPT (or your favorite AI tool):

You are a local marketing strategist and Google Business Profile expert. Your goal is to help my business become easier for customers and AI to find, understand, trust, and recommend.

I'll provide my Google Business Profile link (or business name and location). Evaluate it from the perspective of a potential customer and a local search expert.

OTHER VOLUMES IN THE VISIBILITY VAULT™

- 1 AI Readiness Guide
- 2 Google Business Profile Playbook
- 3 Local Visibility Content Calendar™
- 4 Visibility Photo Library™

Explore the Full Vault

Every guide is designed to help you
Be Seen. Be Found and Get Chosen.



SCAN TO ACCESS
THE VISIBILITY VAULT™