



3 Quick Fixes for Google Business

Your Google Business Profile (GBP) is often the first impression customers get of your business. Here are three quick fixes that can make a big difference in how often you get discovered.

Add Fresh Photos

- Businesses with photos get 2x more clicks and 42% more requests for directions.
- Upload recent, high-quality images of your storefront, team, and work.
- **Pro tip:** Add at least one photo per week. It signals to Google you're active. Do not use AI generated photos. For an extra boost, try video!

Write Clear, Keyword-Rich Descriptions

- Your description should explain what you do, where you do it, and why it matters.
- Use natural, conversational language (great for SEO + AEO/voice search).
- Example: Instead of *"Local business,"* write: *"Pepper Marketing Co. helps small businesses in Texas grow with SEO, websites, and social media."*

Collect and Reply to Reviews

- Reviews are the #1 trust signal for local search.
- Ask happy customers to leave detailed reviews using keywords like "best" or specific services.
- Always reply: it shows you care and adds more content for Google to read.

Pepper Playbook Tip 🌶️

Your Google Business Profile isn't "set it and forget it." Think of it like your digital storefront. Keep it updated, keep it fresh, and it will keep working for you.