

SEO & Search Strategy / Local SEO

Analyze and optimize Google Business Profile listings for completeness, category selection, attributes, posts, and engagement signals.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Google Business Profile, Local SEO, Map Rankings

Updated: May 2026

Why This Prompt Exists

Most Google Business Profiles are incomplete or unoptimized — hurting local rankings.

You get:

- incomplete profiles (missing hours, photos, description)
- wrong categories selected (missed ranking opportunities)
- no posts or updates (inactive signal to Google)
- unanswered questions or reviews (lost trust and ranking signals)
- missing attributes (services, amenities, accessibility)

But a Google Business Profile is not optional.

It is the most important local ranking factor.

- Primary category: most important for ranking
- Secondary categories: additional relevance signals
- Attributes: specific features (WiFi, wheelchair access, outdoor seating)
- Posts: engagement signals for Google
- Q&A: user-generated content (respond promptly)

Without optimization, competitors outrank you in local pack.

This framework forces AI to audit and optimize GBP listings.

The Prompt

Assume the role of a local SEO specialist who optimizes Google Business Profiles for ranking and engagement.

Your task is to audit and optimize a GBP listing.

Generate:

1. PROFILE COMPLETENESS SCORE (%)
 - Missing fields
 - Recommendations to complete
2. CATEGORY OPTIMIZATION
 - Current primary category
 - Recommended primary category
 - Recommended secondary categories (3-5)
3. ATTRIBUTE OPTIMIZATION
 - Missing attributes (amenities, services)
 - Recommended attributes to add
4. DESCRIPTION OPTIMIZATION
 - Current description
 - Optimized version (with keywords, benefits, call to action)
5. POST RECOMMENDATIONS

- Types of posts to publish (offers, updates, events)
- Sample post copy (2-3 examples)

6. Q&A OPTIMIZATION

- Common unanswered questions to address
- Sample answers

7. REVIEW RESPONSE STRATEGY

- How to respond to positive reviews
- How to respond to negative reviews

INPUTS:

Business Name:

[INSERT]

Business Category:

[INSERT]

Primary City/Service Area:

[INSERT]

Current GBP Fields (what's filled/missing):

[DESCRIBE OR "UNKNOWN"]

Primary Keywords for Local Search:

[LIST]

Competitor GBP Analysis (if available):

[DESCRIBE]

RULES:

- Profile completeness must be 100% (all fields filled)
- Primary category must be most relevant to main service
- Secondary categories add relevance (3-5 maximum)
- Description: first 250 characters most important
- Posts: publish at least weekly for engagement signals
- Q&A: respond within 24 hours
- Reviews: respond to all reviews (positive and negative)

How To Use It

- Complete 100% of your GBP profile (every field matters).
- Choose the most specific primary category possible.
- Add all relevant attributes (Google surfaces these in search).
- Post weekly to show Google your business is active.
- Respond to all reviews within 24-48 hours.

Example Input

Business Name: Austin Plumber Pros

Business Category: Plumbing service, residential and commercial

Primary City/Service Area: Austin, Texas and surrounding suburbs

Current GBP Fields: Hours filled, address correct, missing description, missing attributes, no recent posts

Primary Keywords: "plumber Austin," "emergency plumber Austin," "water heater repair Austin"

Competitor GBP Analysis: Top competitors have 50+ reviews, complete profiles, weekly posts

Why It Works

Most GBP listings are incomplete.

This framework improves outcomes by forcing:

- completeness audit (gap identification)
- category optimization (ranking relevance)
- attribute addition (feature signals)
- description optimization (keyword targeting)
- post and engagement strategy (activity signals)

Great GBP optimization doesn't just list your business — it signals relevance and activity to Google.

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