

Google Business Profile Optimisation: A Practical Guide for Brisbane Businesses

Why Your Google Business Profile Deserves More Attention

If you run a local business in Brisbane, you already know that showing up in Google Maps can make or break your day. Someone searches for "cafe near me" or "plumber in Fortitude Valley," and a handful of businesses appear in that small map box above the organic results. That box is the local pack, and it drives a huge share of the clicks, calls, and visits that local businesses rely on.

But getting into that pack is not luck. It is the result of consistent, careful work on your Google Business Profile. Many business owners treat it as a one-time setup: add your name, address, phone number, a few photos, and move on. That approach might get you listed, but it will not get you found. Google Business Profile optimisation is an ongoing process, and it rewards businesses that treat it with the same care they give their website.



I have spent years working in local SEO, and I have seen the same pattern repeat. A business with a well-maintained profile can outrank a competitor with a stronger website, simply because Google trusts the profile more. The reverse is also true. A neglected profile can sink a business that otherwise has great reviews and a solid reputation. The good news is that the fix is not complicated. It just takes a clear checklist and a bit of discipline.

Start With the Basics: Verification and NAP Consistency

Before you can optimise anything, you need to verify your Google Business Profile. Verification is the step where Google confirms you are the owner of the business. It usually involves a postcard, a phone call, or an email, depending on your category. Without verification, your profile can still exist, but it will not show up in the local pack, and you will have no access to the Google Business Profile manager dashboard. That dashboard is where all the real work happens.

Once verified, the first thing to check is NAP consistency. NAP stands for name, address, phone number, and it needs to be identical across your profile, your website, and every directory that mentions your business. I have seen businesses lose rankings because their street address was listed as "Level 2, 100 Queen Street" on one site and "Suite 202, 100 Queen St" on another. Google treats these as different places, and it will pick the one it trusts more. A good rule is to pick one format and stick to it everywhere.

Your Google Business Profile categories also matter more than most people think. The primary category is the biggest ranking factor in local search, and you need to choose it carefully. A café might be tempted to pick "restaurant" because it sounds broader, but "café" is more specific and more aligned with how customers search. You can add up to nine other categories, but the primary one should be the most accurate description of your core service.

Photos, Posts, and the Power of Regular Updates

Visuals do more than make your profile look nice. They signal to Google that your business is active and engaged. A Google Business Profile photo is not just a decoration; it is a chance to show your space, your team, and your work. Businesses that post photos regularly get more clicks and more direction requests than those that do not. I recommend uploading new photos at least once a week, even if it is just a shot of a dish, a finished project, or a busy Saturday morning.

Google Business Profile posts are another way to show activity. These are short updates that appear in your profile and can include offers, events, or new product announcements. They do not directly boost rankings, but they do give customers a reason to choose you over a

competitor. A post about a weekend special or a limited-time discount can tip the scales when someone is comparing two similar businesses.

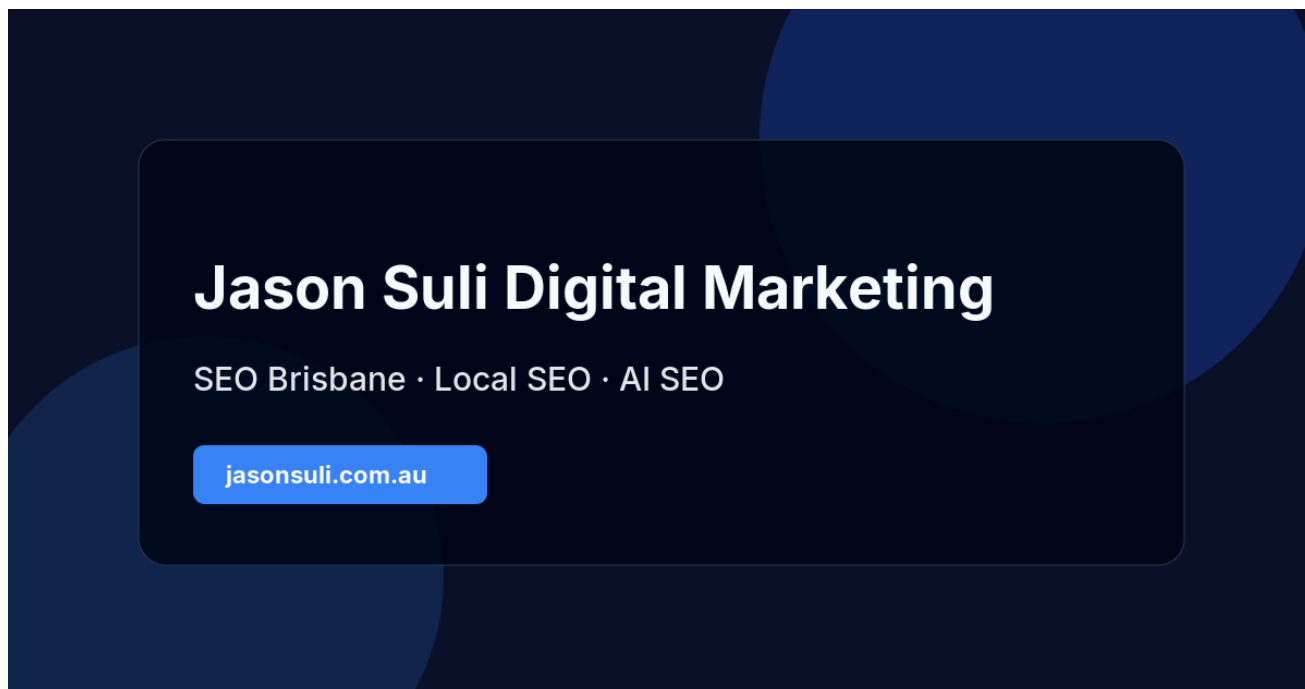
One thing I always tell clients is to treat their profile like a living document. Log in to the Google Business Profile manager at least once a month and check for new features, update your hours if they change, and respond to new reviews. Google rewards businesses that show consistent engagement, and the algorithm tends to favour profiles that look current.

Reviews and Q&A: The Social Proof That Moves Rankings

Google Business Profile reviews are the most visible form of social proof in local search. A steady stream of positive reviews tells Google that your business is trustworthy, and it tells potential customers the same. But the number of reviews is not the only thing that matters. The sentiment matters too, and so does your response rate.

Responding to every review, good or bad, is a habit worth building. A thoughtful response to a negative review can actually boost your credibility, because it shows you care about customer experience. I have seen businesses turn a one-star complaint into a five-star relationship by addressing the issue publicly and offering to make it right. Google also seems to reward active engagement, so a profile with recent responses often performs better than one with silence.

The Google Business Profile Q&A section is often overlooked, but it is a quiet ranking factor. Customers can ask questions directly on your profile, and anyone can answer. If you do not monitor this section, you risk having inaccurate answers from well-meaning but misinformed people. I have seen profiles where the Q&A contained outdated information about hours or services. That can cost you a sale. Take control by asking your own questions and answering them, and by checking the section regularly for new queries.



Measuring What Works: Insights and Search Console

You cannot improve what you do not measure. Google Business Profile insights gives you data on how customers find your profile, whether through direct searches for your business name or discovery searches for categories and services. It also shows you where those customers are located and what actions they take: calling, requesting directions, or visiting your website. I check these insights monthly for every client, because they reveal which parts of your optimisation are working and which need attention.

Google Search Console is a different tool, but it plays a role in local SEO. It shows you which queries bring people to your website, and you can cross-reference that with your profile insights. If you notice that people are finding you for a keyword that is not reflected in your profile, it might be time to update your business description or add a post that addresses that topic. The two tools together give you a full picture of your local search presence.

One common mistake is to focus only on the profile and ignore the website. Your Google Business Profile is not a replacement for a local landing page. A dedicated local landing page on your site, one that talks about your service area and includes your NAP details, reinforces the signals you send through your profile. Google cross-checks the two, and consistency between them strengthens your overall local SEO.

Common Pitfalls and How to Avoid Them

Even with the best intentions, businesses make mistakes. One of the most common is using a service area instead of a physical address when you actually have a storefront. If you serve

customers at your location, you need to show your real address. If you operate from home and serve a wider area, you can hide your address and set a service radius. Getting this wrong can confuse customers and hurt your rankings.

Another pitfall is keyword stuffing in your business name. I have seen businesses change their name to "Joe's Plumbing - 24 Hour Emergency Plumber Brisbane" in an attempt to rank for more terms. Google explicitly forbids this, and it can lead to a suspension. Your business name should be your real name, and your categories and description should carry the keyword weight instead.

Finally, do not let your profile go stale. If you change your hours for a holiday, update them. If you move to a new location, update your address before you print new business cards. A profile that consistently shows outdated information erodes trust with both customers and Google. A monthly review of your profile is a small time investment, and it pays off in the long run.

Bringing It All Together: A Workable Optimisation Checklist

If you want a practical start, here is a short [Google Business Profile optimisation](#) checklist that covers the essentials without overwhelming you:

- Verify your profile and claim ownership in the Google Business Profile manager.
- Ensure NAP consistency across your profile, website, and directories.
- Choose a precise primary category and fill in all relevant attributes.
- Add new photos and posts on a regular basis.
- Respond to every review and monitor the Q&A section weekly.

This list is not exhaustive, but it gives you a solid foundation. From there, you can dig into the finer details, like tracking insights and refining your local landing page. The businesses that win in Brisbane local SEO are the ones that treat their Google Business Profile as an asset to be maintained, not a chore to be done once.

Google Business Profile optimisation is not a one-off project. It is a habit. The businesses that commit to it see the results in their call volumes and foot traffic. The ones that ignore it watch their competitors take the top spots in the local pack. It is that simple.