THE TOOLBOX · BUSINESS HUB OS CRM · LESSON 01

Get on Google — Field Guide

Connect your Google Business Profile · Watch time 3:10

Your Google profile is where most customers find you. Connect it once, and it answers every review in your voice, posts every week about your services and your area, and keeps fresh job photos flowing — while you do the work customers are finding you for.

SET IT UP — THE STEPS

1. **Open the Google tools.** In your account, click **Tools** in the left menu. All the Google tools share one connection, so start with any of them.
2. **Find your business.** Open **Google Review Replies** and click **Find on Google** — your business name and town are already filled in. Select your business and click **This is Us**.
3. **Connect the Google account.** Your own profile: click **Connect Google**, sign in with the account that manages the profile, and click **Allow**. A client's profile: click the three dots and send the owner the link — they sign in with Google right from it, no CRM login needed.
4. **Answer your first review.** Click **Write My Reply** — a reply is written in your voice, about what the customer actually said. Edit any word, or tap shorter or warmer, then **Post Reply**.
5. **Turn on Auto Reply.** Under **Send Without Asking**, pick five stars only, or four stars and up — lower ratings always wait for you. Choose how replies sound and the name they're signed with.
6. **Set up weekly posts.** Open **Google Posts and Photos**: with automatic posts on, two weeks of posts are written ahead for you every week. Approve anything waiting under **Need Your OK**, and in Settings pick how many posts a week and whether they wait for your OK.
7. **Add real job photos.** Drop photos of your work under **Photos** — they go up a few at a time, every week. Send your crew the photo link and PIN so they can add photos right from their phones after each job, no sign-in.
8. **Run the Optimizer.** Open **Google Profile Optimizer**: it scores your description, categories, services, hours, and photos against what customers search, and lists every fix. Nothing changes on Google until you approve it.

WHAT GOOD LOOKS LIKE

- **No review sits unanswered** — four- and five-star replies go out on their own; anything lower is waiting for your eyes, never auto-sent.
- **Fresh job photos land a few at a time, every week** — your profile always looks active, never dumped-and-stale.
- **Two weeks of posts are always written ahead**, and anything new is approved (or set to go out on its own) each week.
- **Your Optimizer fixes are reviewed and approved** — description, categories, services, and hours complete against what customers search.