

Google Business Profile

FOR REAL ESTATE AGENTS

A large, white, serif monogram consisting of the letters 'J' and 'W' intertwined. The 'J' is on the left and the 'W' is on the right, with their stems overlapping.

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Welcome!

Thank you for downloading the GMB guide. After 10+ years in the real estate and marketing world, I've seen firsthand how many agents overlook one of the most powerful (and free) tools available to them: Google My Business.

Today, most buyers and sellers begin their journey online. That means your presence on Google isn't just helpful—it's essential. This guide is designed to help you show up clearly, professionally, and intentionally when potential clients search for you or your services.

Google My Business remains underutilized in real estate, but it shouldn't be. A well-optimized profile builds trust, increases visibility, and turns local searches into real conversations. Whether you're creating a new listing or fine-tuning an existing one, this guide walks you through the exact steps to make it work for you—no fluff, just proven results.

Let's get started.

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STEP 1: SET UP YOUR GOOGLE BUSINESS PROFILE

Having a Google Business Profile (formerly Google My Business) is one of the fastest ways to improve your local SEO and get found by buyers and sellers in your market.

Here's how to get started:

1. Go to: google.com/business

Click “Manage Now” to begin.

If you already created a business profile in the past, log into that account.

2. Sign in with a Gmail account tied to your business

We recommend using a professional Gmail (or Google Workspace) address like yourname@gmail.com or yourname@yourdomain.com.

Tip: Choose an email address that you'll keep long-term—especially if you ever switch brokerages. This ensures you maintain ownership of your profile.

3. Search for your name or business name

You may already have a listing auto-created by Google. If you see it, click to claim it and follow the verification steps.

If it doesn't exist, create a new business. Example: Jane Smith, Realtor at Fake Realty

4. Choose the correct business category

When prompted, enter:

Category: Real Estate Agent

Don't skip this—choosing the right category helps you show up in relevant searches like “Realtor near me” or “top agents in [your town].”

5. Add your business info

Be sure to fill out:

- Business phone number
- Website (your agent page or personal site)
- Service areas

You can add up to 20 service areas—include the towns, cities, or counties you actively work in. Example: If you're based in Belmar but serve all of Monmouth and Ocean County, list: Belmar, Wall, Spring Lake, Asbury Park, Manasquan, Point Pleasant, etc.

6. Decide how you want to appear on Google Maps

As a real estate agent, you have two options for how your business shows up:

Option 1: Show a physical address (brokerage office)

Choose this if you meet clients at your brokerage office and want to appear as a physical location on Google Maps.

Example: “123 Main St, Toms River, NJ (Located inside Coldwell Banker)”

Option 2: No physical address (service-based business)

Choose this if you primarily meet clients at homes, coffee shops, or online, and do not want a specific address displayed.

Your business will still show up in search results, but only with the service areas you define (towns, counties, etc.).

Tip: If you're unsure, check with your broker for their preferences or compliance requirements.

STEP 2: OPTIMIZE YOUR GOOGLE BUSINESS PROFILE

Once your profile is created, it's time to turn it into a lead-generating machine. This step is where most agents stop—but not you. Let's make your profile stand out.

1. Upload a Professional Headshot

Your photo is the first impression buyers and sellers will have of you—make it count.

- Use a high-resolution, recent photo (taken within the last 12–18 months)
- Smile, dress professionally, and use a neutral or branded background
- Avoid selfies or overly filtered shots

Listings with a professional headshot get 38% more clicks than those without.

2. Add a Branded Cover Photo & Office Images

Your visual branding matters. Add images that reflect your professionalism, personality, and local presence.

I recommend:

- A branded **cover photo** with your name/logo (1200x675 px)
- Exterior photo of your office (if you chose a physical address)
- Photos of you in action (with clients, showing homes, at closings)

A clean, bright headshot as your **logo photo**

Google favors listings with at least 5–10 high-quality photos.

3. Add Services You Offer

Google lets you list specific services, which improves search visibility and helps potential clients know exactly what you do.

Here are common real estate services to add:

- Buyer's Agent Services
- Listing Agent Services
- Home Value Consultations
- First-Time Homebuyer Assistance
- Relocation Services
- Virtual Showings
- Open House Hosting
- Investor Consultations
- New Construction Representation
- Luxury Property Marketing

To add: In your Business Profile dashboard, click Edit Services → Add each as a separate entry.

4. Write a Compelling “About” Section (Business Description)

This is one of the most important parts of your profile—don't skip it!

Google gives you up to 750 characters to describe who you are, what you offer, and where you serve. This section helps boost your search visibility and build trust with potential clients.

What to include in your description:

- What makes you different
- Who you help (first-time buyers, investors, etc.)
- Your service areas (important for SEO!)
- Keywords like “real estate agent in [town name]”
- Your tone: friendly, professional, knowledgeable
- A soft call to action (ex: “Let's make your next move effortless.”)

Mock Example:

I'm a full-time real estate agent helping buyers and sellers across Monmouth and Ocean County, NJ. I specialize in first-time homebuyers, investment properties, and relocation support—backed by local expertise, personalized service, and results-driven marketing. Whether you're moving up or moving on, I'm here to make your real estate journey smooth, stress-free, and successful.

5. Use ChatGPT to Help You Write It!

Don't know where to start? Let ChatGPT draft a few strong options for you. Just be sure to add your personal touch at the end.

Mock Example:

“Write a 750-character business description for my Google Business Profile. I'm a real estate agent based in [Your City, State]. I specialize in [type of clients, like first-time homebuyers, waterfront homes, etc.], and I serve [list a few towns or counties]. My style is [collaborative, data-driven, client-first, etc.]. Make it warm, professional, and SEO-friendly with phrases like ‘real estate agent in [your town]’.”

Bonus Optimization Tips:

- *Add your business hours (even if flexible)*
- *Include links to your website and social media*
- *Keep everything up to date: especially services, phone, and photos*
- *Use keywords naturally in your About section like “real estate agent in [town name]”*

STEP 3: POST WEEKLY UPDATES TO YOUR PROFILE

Your Google Business Profile isn't just a static listing—it's a mini social media feed on the world's most powerful search engine.

When you post updates consistently, Google rewards you by boosting your visibility in local searches.

Why This Matters:

- Businesses that post weekly receive up to **3x more engagement** from searchers.
- Active profiles are seen as more **relevant and trustworthy**, especially when buyers are choosing between agents.
- Posts show Google that your business is alive, local, and actively serving clients.

How Often Should You Post?

Aim to post once per week—consistency is more important than perfection. While your older posts don't disappear, Google highlights your most recent one on your Business Profile. A weekly posting schedule keeps your profile active, signals to Google that your business is engaged, and ensures that potential clients always see fresh, relevant content when they search for you.

What Should You Post?

You don't need to reinvent the wheel. Focus on these 5 categories:

- Just Listed/Just Sold
- Open Houses
- Client Success Stories
- Tips or Marketing Insights
- Community Love

Pro Tips:

- Use high-quality photos with every post (your own or from Canva)
- Add a call to action, like “Call today,” “Learn more,” or “Message me”
- Link to your website, MLS listing, or contact page when relevant
- Repurpose Instagram/Facebook posts here to save time!

Tip: Add a recurring reminder on your calendar each Monday to post. Or batch-create 4 posts at the start of each month.

STEP 4: ASK FOR REVIEWS & REFERRALS

Creating your Google Business Profile is only half the battle.

If you want to rank higher, get found faster, and build instant trust with new leads—you need reviews. Lots of them.

Why Reviews Matter So Much:

- **93%** of people read reviews before choosing a local business
- Google uses **review quantity**, **recency**, and **keywords in reviews** as major ranking factors
- Agents with more reviews show up **higher in the local map pack**

The faster you gather quality reviews, the faster Google will take your profile seriously and show it to potential clients in your area.

Your Review Strategy:

- Ask every client as soon as they close or have a positive experience
- Don't wait—recency matters
- Include your Google review link in emails, texts, social posts, and your email signature
- Bonus: Gently guide them to include keywords in their review, like:

“Jess was an incredible real estate agent in Belmar—she made buying our first home a breeze!”

Use This Email Template to Request a Review & Referral:

Subject: Would you mind sharing your experience?

Body:

Hi [First Name],

I hope you're loving your new home! If you have a minute, I'd really appreciate a quick review on Google. Your feedback not only helps me grow, but it also helps future buyers and sellers find someone they can trust.

Here's the link to leave a review: [Insert GMB review link]

If you know anyone buying or selling, I'd be honored to help them too. Referrals are the heart of my business—and I'll treat them like family.

Thank you again,

[Your Name]

[Phone Number]

[Website or Social Handle]

Pro Tip:

Texting this message 1–2 days after closing can boost review conversions by up to 70%. Most happy clients are willing, they just need a reminder at the right time.

STEP 5: RESPOND TO EVERY REVIEW WITH SEO + HEART

Reviews aren't a one-way street. When you respond to them, you're not just being polite—you're boosting your local SEO and showing future clients how you treat people.

Why Replies Matter:

- Google uses owner responses as a signal of engagement and trustworthiness
- Replying with relevant keywords can reinforce your business location and services
- Thoughtful responses show potential clients you're attentive, professional, and real

Listings with frequent replies to reviews are 1.7x more likely to be considered reputable by consumers.
— Source: Google Local Guide Study

What Makes a Great Review Reply?

A great reply should be:

- Warm and grateful
- Mention the service (ex: first-time buyer, listing agent)
- Reinforce location or niche keywords
- Include a personal note
- Avoid copy-paste feel

Example (Bad → Good)

BAD:

“Thanks for the review!”

Too vague. Feels robotic and misses the SEO opportunity.

GOOD:

Thank you so much for your kind words, [Client Name]! Working with you to find your first home in Belmar was such a joy. Helping first-time buyers like you is what I love most about being a real estate agent in Monmouth County. Wishing you years of happiness in your new home!”

Use ChatGPT to Draft Strong Replies

Don't overthink your response—let AI help you craft something solid, then personalize it.

ChatGPT Prompt to Use:

“Help me write a Google review reply for my real estate business. The review says: '[Paste review text]'. I want the reply to include keywords like '[real estate agent in Belmar, NJ]' and show gratitude and professionalism. Keep it warm and friendly. I'll personalize the ending.”

Real-World Tips:

- Keep a running list of keywords to sprinkle in:
 - “real estate agent in [your town]”
 - “first-time homebuyer support”
 - “local listing expert”
- Use the client's first name if appropriate
- Mention the property type or town if they reference it
- Save templates for common situations but never reuse the same reply twice
- Edit the response to make it sound more like you and no AI

STEP 6: CHECK & IMPROVE MONTHLY

Your Google Business Profile isn't a “set it and forget it” tool. It's your digital storefront—and just like you wouldn't leave your office dusty or outdated, you don't want your online presence looking neglected.

By checking in once a month, you can stay ahead of the competition and ensure your profile is working for you 24/7.

Use This Monthly Optimization Checklist:

Are You Posting Weekly?

- Posts expire after 7 days—so keeping a fresh one up ensures you always look active
- Check your most recent post: is it relevant, professional, and engaging?
- If you haven't posted in the last 7–10 days, it's time to add one

Set a recurring calendar reminder on the 1st of every month to schedule or plan 4 weekly posts in advance

Do Your Photos Reflect Your Current Brand?

- Are your photos recent and high-quality?
- Have you added anything new this month (a new listing, closing day photo, or office update)?
- Do your images align with your visual brand (colors, logo, personality)?

Listings with 100+ photos get up to 520% more calls than the average listing (Source: BrightLocal)

Are You Getting Reviews?

- Have you received at least one new review this month?
- If not, identify 2–3 past clients or current buyers/sellers and reach out now
- You can also ask vendor partners (inspectors, stagers, etc.) for honest feedback if they've worked with you directly

Fresh reviews help maintain your ranking and make you look active and trustworthy

Other Monthly Tune-Up Tips:

- Double check business hours—especially if they change seasonally
- Update service areas if you've expanded into new towns
- Test your contact links (website, phone, email) to ensure they work
- Respond to all new reviews—even the short ones
- Review your insights tab to see how many people viewed or engaged with your listing

Pro Tip: Create a simple Google Sheet or Notes App checklist you review every month—or assign it to your assistant if you have one. Spending 15 minutes per month can help generate hundreds of views and quality leads over time.

BONUS STEP:

TAKE YOUR GOOGLE BUSINESS PROFILE TO THE NEXT LEVEL

Ready to go beyond the basics? Once your profile is fully set up and optimized, here are a few advanced strategies to increase visibility, automate engagement, and drive more business.

Get Notified Instantly When a New Review Comes In

Never miss a 5-star moment—or a chance to make it right.

- Set up Google to email you when someone leaves a review
- Or forward those alerts to your brokerage email so your team is looped in
- Bonus: Use Zapier or Microsoft Power Automate to send new reviews brokerage email

Staying on top of reviews helps you respond faster and impress potential clients.

Let Me Manage It for You

Don't have time to check your GMB every month or craft keyword-rich posts?

I can manage your Google Business Profile so you never have to stress about it.

That includes:

- Posting weekly content
- Asking for and responding to reviews
- Keeping your info and photos fresh
- Monthly performance reports

Just reach out and I'll keep your GMB working behind the scenes—so you can focus on closing deals.

Run Local Ads to Your Profile

Want to get even more eyes on your business?

- You can run **Google Local Service Ads** or **Google Search Ads** that direct people straight to your Google Business Profile
- These show up at the **top of search results** and let you highlight reviews, services, and contact info
- Especially helpful if you're in a competitive market or launching in a new area

Agents running GMB ads report up to **5x more profile visits** in the first 60 days

Other Pro-Level Enhancements:

- Add FAQ answers directly to your GMB to handle common client questions (helps SEO!)
- Upload listing videos or short clips to the photo section (video = higher engagement)
- Use the Insights Tab monthly to monitor how many people view, call, or ask for directions
- Connect your profile to Google Analytics or UTM-tracked links to better measure ROI

Final Tip: Don't Let It Sit

GMB is one of the most underutilized tools in real estate, but when you use it right, it becomes a powerful lead magnet that costs you nothing.

Want help managing it?

Or a done-for-you system for reviews and updates? Let's talk.

[Book a Free Google My Business Consultation](#)

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