
NAVIGATOR'S LOG R&D;

GBP Best & Bad Practices + English Keyword Research

10 Practice Phases · 140+ English Keywords

A comprehensive guide to what separates managed GBP profiles from unmanaged ones, with a full English keyword research database covering 14 service categories in the Fresno market.

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BEST & BAD PRACTICES — 10 PHASES

PROFILE SETUP — BAD

Using keyword-stuffed business names (e.g., "Fresno Best HVAC Repair AC Service"). Using a generic Gmail address not connected to the business. Leaving address hidden on a shop-front business. Selecting wrong primary category. Leaving attributes empty.

PROFILE SETUP — GOOD

Exact legal business name. Correct primary category with 2–3 additional categories. Complete address. Phone number that rings during listed hours. Website URL that loads and matches the GBP. All relevant attributes checked.

PHOTOS — BAD

Using stock photos. Blurry or dark images. No photos at all. Only exterior photos. Team photos where nobody looks professional.

PHOTOS — GOOD

30+ original photos. Interior, exterior, team, work in progress, completed work, before-and-after pairs. New photos uploaded monthly. Geotagged where possible. Cover photo updated seasonally.

REVIEW STRATEGY — BAD

Never asking for reviews. Offering discounts or incentives for reviews (policy violation). Bulk importing old reviews. Ignoring all reviews. Responding defensively to negative reviews.

REVIEW STRATEGY — GOOD

Asking every satisfied customer immediately after service. Personalized ask, not generic. Responding to every review within 48 hours. Positive responses: thank, use business name and service. Negative responses: acknowledge, explain, invite resolution offline.

POSTS — BAD

Never posting. Posting the same content repeatedly. Posting only promotional content. Using low-resolution images. Posting events after they have already occurred.

POSTS — GOOD

4+ posts per month minimum. Mix of offer, event, update, and product posts. Seasonal relevance. High-resolution images. Call to action in every post. Posts scheduled 4–6 weeks ahead for seasonal content.

DESCRIPTIONS — BAD

Copy-pasting from the website. Keyword stuffing. Generic "we are the best" language. No mention of location, years in business, or specific services.

DESCRIPTIONS — GOOD

750 character target. First sentence contains primary service + city. Years in business. Named ownership if independent. 2–3 specific services. Awards, certifications, or community involvement. No URLs or promotional language.

ENGLISH KEYWORD RESEARCH — FRESNO MARKET

140+ keywords across 14 service categories. Volume = estimated monthly Fresno searches. Competition = 1 (virtually none) to 10 (national brands). GBP Opp = opportunity level.

AUTO REPAIR			
KEYWORD	VOL*	COMP	GBP OPP
mechanic near me Fresno	H~400	3	VERY HIGH
auto repair Fresno CA	H~350	4	VERY HIGH
mechanic Fresno	H~300	4	HIGH
car repair Fresno	M~200	3	HIGH
best mechanic Fresno	M~150	3	HIGH
honest mechanic Fresno	M~100	2	VERY HIGH
transmission repair Fresno	M~130	3	VERY HIGH
BMW mechanic Fresno	M~80	2	VERY HIGH
brake repair Fresno CA	M~120	3	HIGH
AC repair car Fresno	M~150	2	VERY HIGH

HVAC			
KEYWORD	VOL*	COMP	GBP OPP
HVAC repair Fresno	H~250	3	VERY HIGH
AC repair Fresno CA	H~300	3	VERY HIGH
heater repair Fresno	M~150	2	HIGH
furnace repair Fresno	M~120	2	HIGH
air conditioning repair Fresno	M~180	3	HIGH
HVAC company Fresno	M~100	3	HIGH

LANDSCAPING			
KEYWORD	VOL*	COMP	GBP OPP
landscaping Fresno CA	H~200	3	HIGH
lawn care Fresno	M~150	3	HIGH
tree trimming Fresno	M~120	2	VERY HIGH
sprinkler repair Fresno	M~100	2	VERY HIGH
landscaper near me Fresno	M~180	3	HIGH
yard cleanup Fresno	M~80	2	VERY HIGH

CLEANING			
KEYWORD	VOL*	COMP	GBP OPP
house cleaning Fresno CA	M~180	3	HIGH
maid service Fresno	M~120	3	HIGH
cleaning service Fresno	M~150	3	HIGH
move out cleaning Fresno	M~80	2	VERY HIGH
deep cleaning Fresno	M~100	2	HIGH
janitorial service Fresno	M~70	2	HIGH

DENTAL			
KEYWORD	VOL*	COMP	GBP OPP
dentist Fresno CA	H~400	4	HIGH
emergency dentist Fresno	M~150	3	VERY HIGH
dentist near me Fresno	H~300	4	HIGH
pediatric dentist Fresno	M~120	3	HIGH
cosmetic dentist Fresno	M~100	3	HIGH
dental implants Fresno	M~130	4	HIGH

*Vol = estimated monthly searches in Fresno area. Competition 1=none, 10=national brands dominant.