# FROM YOUR PROFILE TO A FIRST VISIT

## Help someone find the right information and take the next step.

A food video can make someone curious without telling them how to visit. Open your business profile and imagine that the viewer knows nothing about you. They need to understand what you offer, which location serves them and what to do next.

This guide follows that journey on a phone. Start with the profile people actually use to find you, then follow its links as a customer would. For a restaurant, that may mean a current menu and directions. For a service business, it may mean a service description and a booking page.

### RECOGNIZE

Show the business, offering and location clearly.

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### PLAN

Provide current details needed to choose a visit.

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### ACT

Make the intended next step easy to find and complete.

A clearer route can remove avoidable confusion. It cannot guarantee that a visitor will buy. Profile features also vary by platform, business category and account, so use the options available to your business.

# Answer the questions before the trip

Check the information a first-time customer needs, rather than trying to fill every field with promotional language. A business name and an attractive photo alone may leave someone unsure whether they found the right place.

| Customer question | Useful information |
| --- | --- |
| What is this place? | A plain description of the food, products or services, plus a recognizable business name. |
| Which location? | The relevant street address and branch name. Send each branch's links to the correct location. |
| What can I get? | A current menu or service page with accurate descriptions and prices where listed. |
| When and how? | Current hours, the visit or booking process and any important entrance or pickup instructions. |

Google Business Profiles support regular hours and separate special hours for temporary changes. Some businesses can also list service-specific hours, such as takeout or delivery. A holiday announcement should not be the only place a customer can discover changed opening times.

For restaurants, check both the menu link and any menu shown directly on the profile. A correct website does not automatically correct an old menu photo elsewhere. Confirm the actual customer-facing information after making changes; updates may not appear immediately.

Add a useful entrance photo if finding the door is difficult. If you describe parking, accessibility or pickup arrangements, verify the details on site. Avoid broad assurances that leave a customer with an unanswered practical question.

# Walk the route on a phone

## Begin outside the owner view

Open the public profile in a logged-out browser when the platform allows it. Otherwise, ask someone without editing access to check. Use a phone and ordinary mobile navigation. Start from a recent post or a search result, then find the profile without relying on links saved in your own account.

## Follow the main destination

Choose the action you want a ready customer to take: view a menu, plan a visit, order or book. Tap its actual link. Does it open the right location? Is the relevant information readable without pinching or searching through unrelated pages? Can the customer return if they choose the wrong item?

Google profiles may show action links supplied by third-party providers. Inspect the visible destinations, not only the link you remember adding. Confirm that each service is still one you offer. Where a preferred-link setting is available, select the destination you intend customers to use.

## Fix the first break, then retest

Record the exact page, the confusing detail and the correction. Repair an outdated address or dead booking link before polishing decorative copy. Repeat the customer journey after each repair. Stop before submitting a real order or reservation unless you intend to make it. Assign an owner to recheck links when hours, menus, providers or locations change.

# Worked example: the wrong pickup location

Hypothetical example. This illustrates a customer-path review, not measured business results.

A fictional pizza business has a downtown restaurant and a second pickup counter. A viewer sees a downtown pizza video, opens the profile and taps Order. The destination defaults to the pickup counter. The profile also shows a menu photo with an old item price.

The owner asks a teammate to work through one task: find tonight's downtown hours, check the pizza price and reach the correct ordering page. The teammate explains what they expect before each tap. The owner records the mismatches without guiding the teammate past them.

| Break in the route | Specific correction |
|---|---|
| Location ambiguity | Label the downtown location clearly and link to its own ordering destination. |
| Conflicting menu | Update the owned menu information and check the public menu display after the change. |
| Unclear arrival | Add a current entrance photo and a short pickup instruction that staff have confirmed. |

The owner then repeats the same task from the public profile. The test ends before payment. They also check whether the ordering provider's hours differ from dine-in hours, and explain that distinction wherever it would affect a customer's choice.

The useful outcome of this exercise is a documented repair and a successful walkthrough. It does not establish how many customers will visit. Keep the findings so the next menu or location change triggers the same checks.

# Worksheet: test one customer journey

Pick one location and one real customer task. Have someone follow the route without coaching.

Profile and location being checked:

Customer task and intended destination:

Menu, service or hours detail to verify:

First confusing step or broken link:

Correction, owner and next review date:

Retest result and remaining question:

Use profile metrics as clues. Google reports website clicks and direction requests; its calls metric counts call-button clicks. These do not confirm completed calls, visits or purchases. Compare available metrics over a consistent period, noting promotions and opening changes. Keep customer feedback alongside the numbers.

## Sources and next steps

Google: Restaurant Business Profiles | Google: Menu editor | Google: Local business links | Google: Business hours | Google: Profile performance

Sources checked October 6, 2026. Original guide and hypothetical examples by Hustlerman. Platform features can change.

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