

Integrating Your Google Business Profile (GBP)

Connecting your Google Business Profile (GBP) allows you to manage reviews, messages, and your online reputation directly inside the CRM. This integration ensures you never miss customer interactions from Google Search or Maps while streamlining your communication and reputation management in one place. In this article, you can expect to learn what GBP integration is, the key benefits, setup steps with screenshots, and answers to common questions so you feel confident completing the process.

What is Google Business Profile Integration?

Google Business Profile (formerly Google My Business) is a free tool by Google that lets businesses manage how they appear across Google Search and Maps. By integrating GBP with GoBoostify, businesses can sync customer messages, reviews, and reputation data into the CRM.

Connecting your GBP ensures all Google customer interactions flow into your CRM. This allows you to respond faster, manage reputation more effectively, and centralize communications alongside other channels like SMS, email, and Facebook.

Key Benefits of Google Business Profile Integration

Integrating GBP into GoBoostify goes beyond simply connecting accounts. It enhances how your business communicates with prospects and customers by providing visibility and tools directly in the CRM.

- **Centralized Reviews:** New Google reviews automatically sync into Conversations, allowing you to reply without leaving GoBoostify.
- **Messaging Integration:** Communication channels are added and they are linked to CRM for syncing messages.
- **Reputation Tracking:** Monitor and manage reviews inside the Reputation tab.
- **Increased Visibility:** Keep your business profile active, encouraging customer engagement and better local SEO.
- **Streamlined Workflow:** Manage Google interactions alongside other CRM integrations like Facebook, Instagram, and SMS.

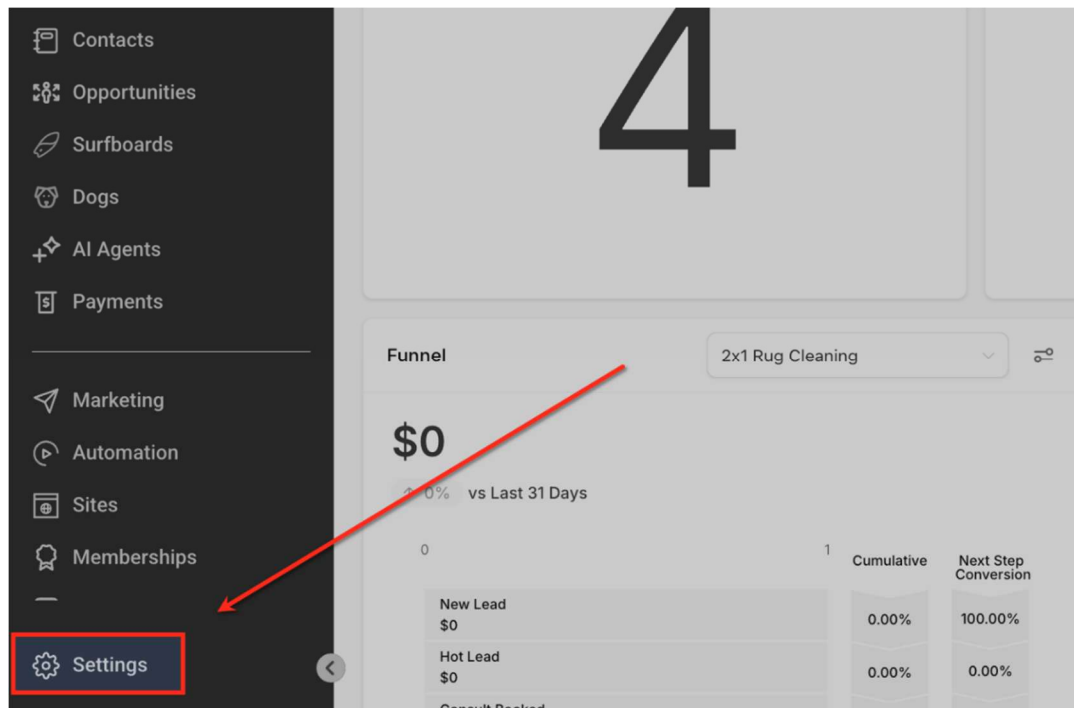
How to Setup Google Business Profile Integration

Proper setup ensures a seamless flow of Google reviews and messages into your CRM. The steps below walk you through connecting and verifying your GBP with GoBoostify.

Open Settings

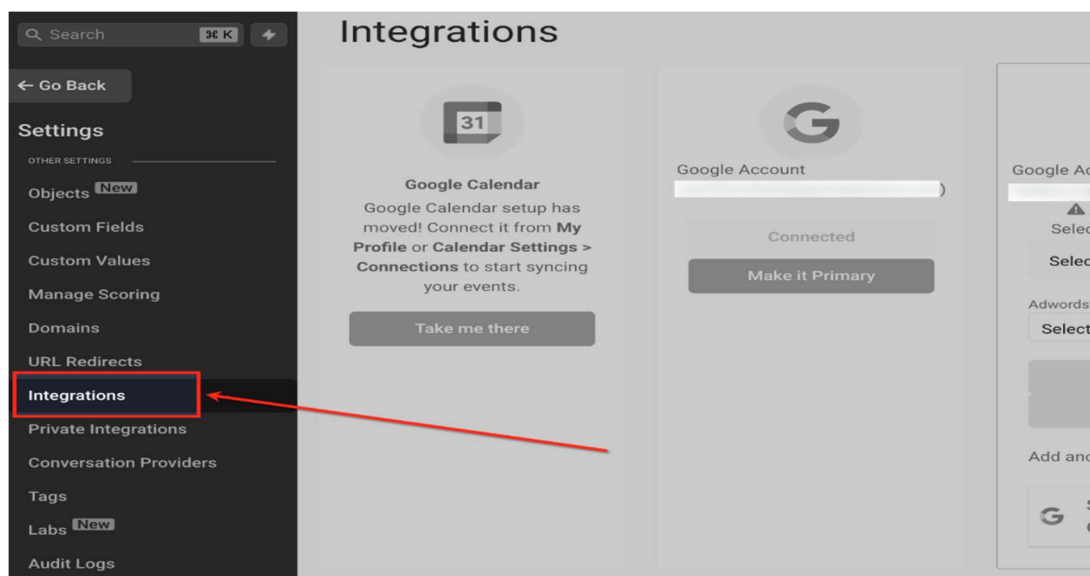
From the left-hand menu of your Sub-Account dashboard, scroll down and click on **Settings**. This is where you'll manage all account-level configurations, including integrations.

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Access Integrations

Within the Settings menu, click on **Integrations**. This section allows you to connect external tools and accounts, including Google Business Profile, for seamless syncing.

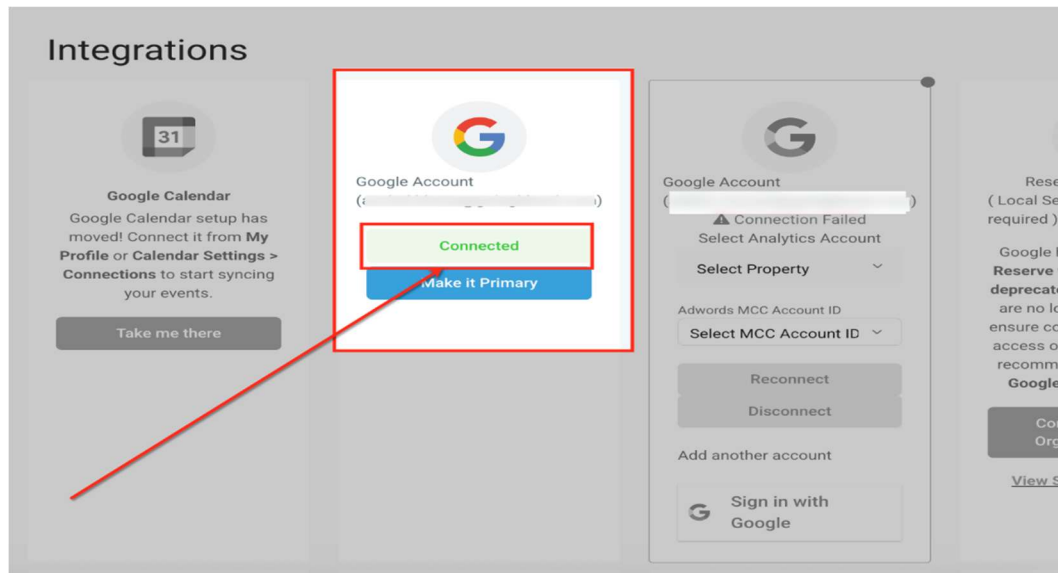


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Connect Google Account

Sign in with your Google account and authorize access. Once connected successfully, the account will display a **Connected** status, confirming the integration is active.

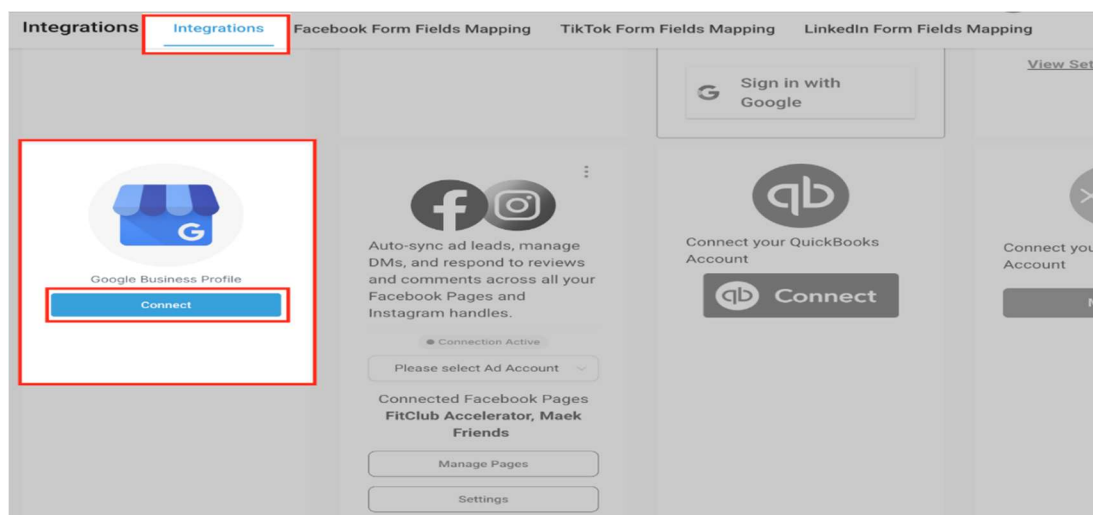
Log in with the Google account that has **Owner or Manager access** to the GBP location(s).



Select Google Business Profile

In the Integrations tab, locate **Google Business Profile** and click **Connect**. This begins the process of linking your verified business profile to your GoBoostify account.

Your business must already have a verified Google Business Profile to proceed.



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Choose Business Location

Select the appropriate Google Business Profile location from the list. If multiple pages are available, tick the box next to the correct business before proceeding to connect.

Use the search dropdown to filter locations by:

- Page Name
- Store Code
- Postal Code
- Locality: if no locations appear, follow the on-screen guidance to connect a Google account that has access to the Google Business Profile locations you want to manage.

← Back to all Integrations

Google Business Profile
Select one or multiple Google Business Profile pages to receive messages and reviews.

Selected Pages
Rishabh Restaurant & bake...

Search

☒	Pages	GBP Call Tracking	Connected Channels	Update GBP	Action
☒	Rishabh Restaurant & bakery - Gurgaon	☐	+91-11-12345678 +91-11-12345678		Manage Channels
☐	Rishabh Technical solutions	☐	+91-11-12345678 + Add Phone No		Manage Channels

Cancel Connect

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Enable Call Tracking

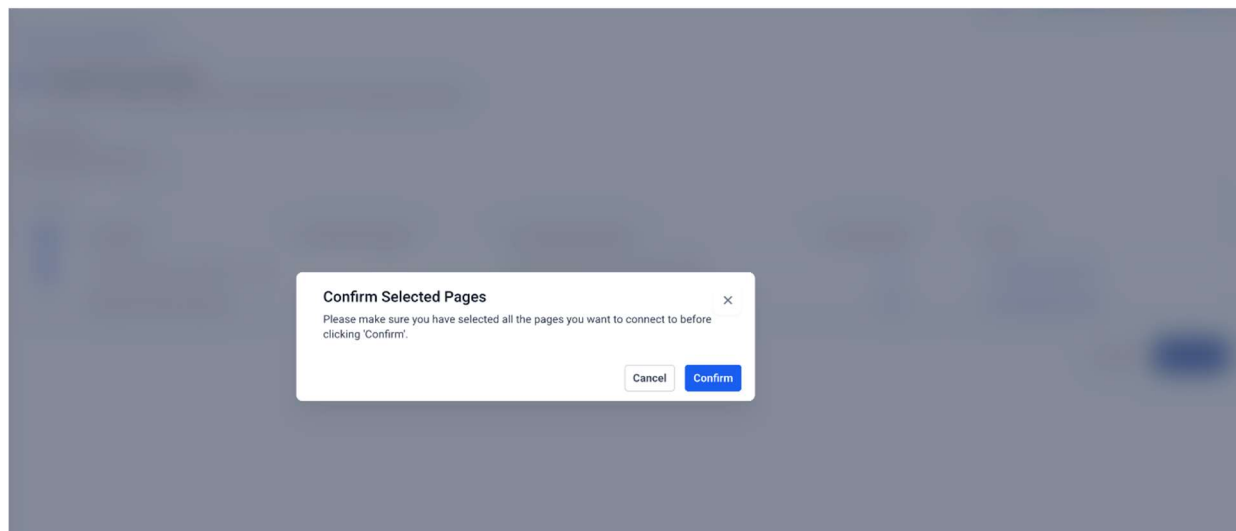
Toggle on **GBP Call Tracking** if you want to track customer calls made through your Google Business Profile. This helps capture valuable call data directly within GoBoostify.

The screenshot shows the 'Google Business Profile' integration page. At the top, there is a link to 'Back to all Integrations'. Below it, the 'Google Business Profile' section instructs the user to 'Select one or multiple Google Business Profile pages to receive messages and reviews.' Under 'Selected Pages', a tag for 'Rishabh Restaurant & bake...' is visible. A search bar is provided. Below the search bar is a table with columns: 'Pages', 'GBP Call Tracking', 'Connected Channels', 'Update GBP', and 'Action'. The table lists two pages: 'Rishabh Restaurant & bakery - Gurgaon' and 'Rishabh Technical solutions'. The 'GBP Call Tracking' column for both pages has a toggle switch, with the first one highlighted by a red box. The 'Action' column for each page has a 'Manage Channels' link. At the bottom right, there are 'Cancel' and 'Connect' buttons.

Pages	GBP Call Tracking	Connected Channels	Update GBP	Action
☒ Rishabh Restaurant & bakery - Gurgaon	☒	+91-11-1234567890 +91-11-1234567890		Manage Channels
☐ Rishabh Technical solutions	☐	+91-11-1234567890 + Add Phone No		Manage Channels

Confirm Connection

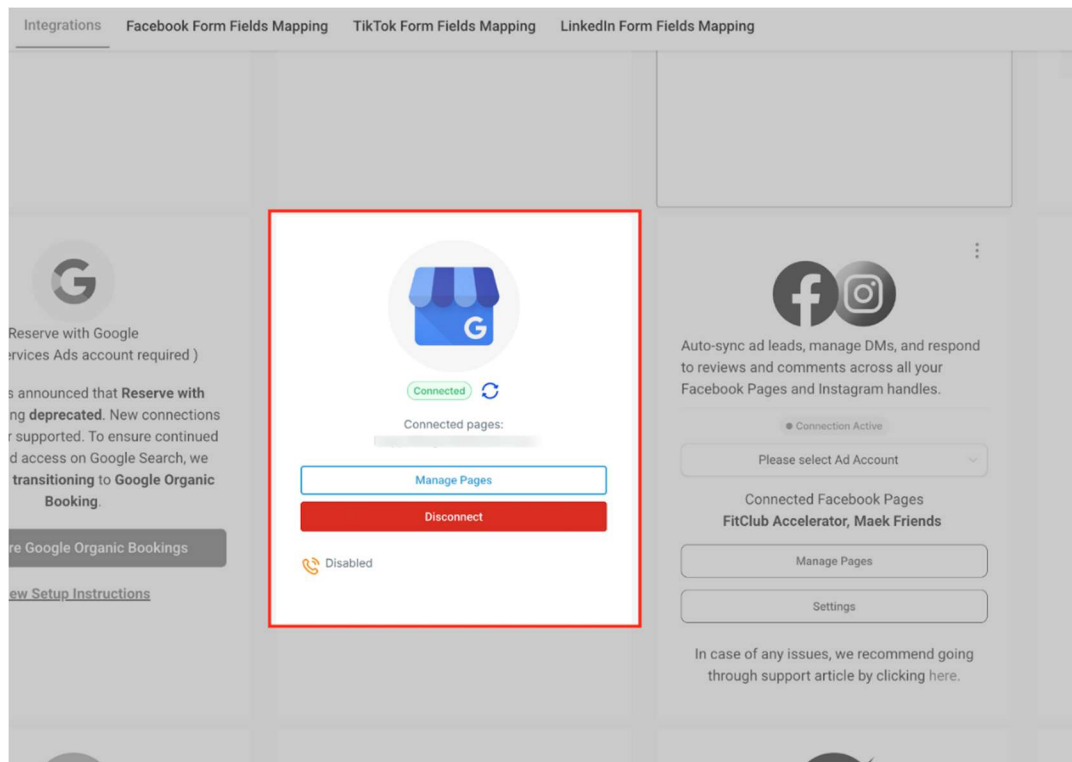
After selecting your business and preferences, click the **Connect** button. This finalizes the setup and links your Google Business Profile to GoBoostify.



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Verify Connection Status

Once connected, you will see your **Google Business Profile icon** at the top with a **green Connected status** and a refresh option to sync data. Below, the **Connected Pages** section shows the specific business name linked. You can use **Manage Pages** to update locations, **Disconnect** to remove the integration, and check if **Call Tracking** is enabled or disabled at the bottom.



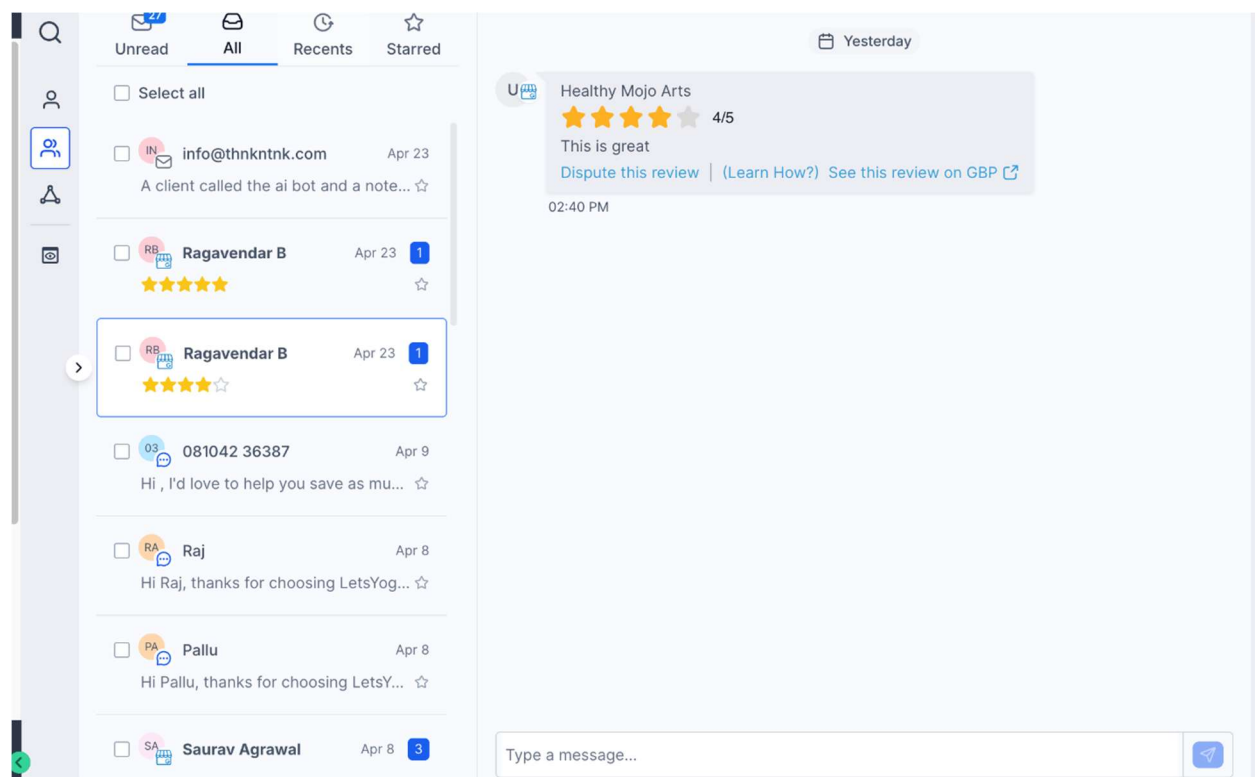
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Review threads now show the associated page name

When Google Business Profile reviews appear in Conversations, each review now displays the associated page name directly in the thread. This gives you clearer context when more than one page is connected.

The page name also appears on outgoing review responses, so you can quickly confirm which business page the conversation belongs to before replying.

This improvement is especially useful in multi-page setups, where reviews from different Google Business Profile pages may appear in the same Conversations workspace.



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