The Tuesday Review #1: If this, then that

Five things for a few hours a week: relevance and reviews

The five things I would do first: list every service on your Business Profile, give each its own page, add real FAQs, ask every customer for a Google review, and ask them to be specific.

If	Then
You have a service that is not on your Business Profile	Add it to the Services section, if your category offers one. Google shows services in Maps and Search.
A service has no page of its own on your website	Create one. Put the main phrase in the page title, the main heading and the first paragraph.
Customers keep asking the same questions	Answer them in a short FAQ on the relevant service page, in plain words.
A job has just finished	Send your Google review link or QR code. Follow up a few days later if nothing arrives.
You are tempted to offer a discount for a review	Do not. Google prohibits incentives for reviews.
You want reviews that help the next customer	Invite them to say what you did and how it went. Never write the review for them.
Someone promises a ranking or AI-citation guarantee	Nobody can. Make your business a clearer answer to the question.
You hear about Business Home, Ask Maps or Gemini for Business Profile	Not in the UK yet, or by invitation only. No UK dates from Google. Keep your profile, pages and reviews strong.

> **This week's one thing**
> Pick the service you most want more of. Check it is on your Business Profile and has its own page, then ask your next customer for a review that mentions it.

These are Andy Coghlan's professional recommendations, not Google guarantees. Google Business Profile Help: services (answer 9455399) and reviews (answer 3474122). Business Home help (businesshome/answer/17190673); Google blog, Ask Maps, 12 Mar 2026; Google blog, Gemini for small businesses, 10 Jun 2026.