

Gemini for Small Business: the new business hub, explained

On October 20 Google added a business landing page to the Gemini app. Connect Business Profile, Ads, Workspace and apps like Shopify and Xero, save your brand style once, and turn receipts into charts. Here is what it does and how to try it.

WHAT THIS ADDS

Most coverage lists the features. The part that changes your week is the saved brand style: upload your website, brand kit, fonts or colors once and Gemini keeps them, so every image or post it makes starts on brand instead of from a blank prompt. Pair that with the finance tool, which turns spreadsheets, receipts and purchase records into charts, and a one-person business gets a branding helper and a bookkeeping view in the same chat.

What Google announced

On **October 20, 2026** Google announced new Gemini tools for small business owners, led by a **business landing page** in the Gemini app. Google says tens of millions of small business owners already use Gemini. From the hub you can build your brand, analyze your finances, review customer insights and more.

Connect your tools

Google says you can connect Gemini to **Google Business Profile, Google Ads and Google Workspace**, plus third-party apps including **Adobe, Canva, Dropbox, Shopify, Wix, Zoho and Xero**.

Google's help page for the Business Profile connection says to open gemini.google.com, sign in with the same account you use for your Business Profile, and ask Gemini about your profile (add *@Google Business Profile* to the prompt if it does not pick it up). Gemini then offers to connect. You can disconnect later under Connected Apps at gemini.google.com/apps.

Save your brand style once

You define a brand style by uploading a **website, brand kit, fonts or color palettes**. Paired with Google's latest image model, Nano Banana 2.1, Gemini can make visuals for a product launch or an ongoing campaign. Google says Gemini keeps the saved style, so you do not have to re-upload your guidelines for each asset.

Turn receipts into charts

For finances, Google says Gemini converts **spreadsheets, receipts and purchase records** into financial graphics and interactive models, and describes this as taking seconds. Google also lists marketing and finance skills rolling out alongside the landing page and connected apps.

Who gets it and when

Google says the tools are beginning to roll out **in the coming days, globally, for all Gemini app users**. If you do not see the business page yet, it has not reached your account. Google's announcement names no paid-only tier. For larger businesses it points to Gemini Enterprise for admin controls and data governance.

Business Profile connection: the fine print

Google's help page for connecting Business Profile lists these requirements: you must be an owner or manager of **only one** verified Business Profile, be 18 or older, use the Gemini **web app** signed in with a **personal** Google Account (work or school accounts are not supported), and have **Keep Activity** turned on. Once connected, Gemini can draft review replies and update hours, and Google's June announcement also lists performance questions such as search impressions and direction requests.

What we do not know yet

Google's October 20 post gives no step-by-step setup for the new landing page, no usage limits, no pricing and no regional rollout dates. It also does not repeat the regional note from Google's June announcement of the Business Profile connection and business notebooks, which excluded the EEA and UK. Check your own Gemini app to see what has reached you.

DO THIS

Open the Gemini app and look for the business page. If it is there, connect Business Profile, save your website or brand kit once, and drop in last month's receipts to see what the chart shows.

What Fynl.io is

One portal a small business runs itself on, instead of five subscriptions that do not talk to each other.

- A CRM and pipeline that shows every lead and where it stopped
- A calendar clients can book straight into
- Quotes, contracts and invoices, with deposits taken up front
- A website and form builder, so the enquiry lands in the same place
- Your Gmail connected, so the whole thread sits on the contact
- Automations for the follow-up you keep forgetting to send

The AI runs on **your own Claude or ChatGPT API key** — no markup on it. No SMS or phone calls yet. \$49/month per business, \$149 Agency, and we move your contacts over for you.

Fynl.io puts your CRM, calendar, invoices, website and email in one portal, so what you learn in Gemini about your customers and numbers can be acted on in the same place you send quotes and follow-ups. The AI inside Fynl runs on your own Claude or ChatGPT API key, with no markup.

Sources

- Google: New Gemini business landing page and tools launched (October 20, 2026) — <https://blog.google/innovation-and-ai/products/gemini-app/new-tools-small-business-owners/>
- Google: Save time and grow your business with new Gemini tools (June 10, 2026) — <https://blog.google/innovation-and-ai/products/gemini-app/gemini-features-for-businesses/>
- Google Business Profile Help: Manage your Business Profile with the Gemini web app — <https://support.google.com/business/answer/17142585?hl=en&co=GENIE.Platform%3DDesktop>