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FREE GUIDE

Google AI local pack: the baseline, the profile check, and the monthly routine

A one-page checklist: write down your baseline calls and clicks, keep your Business Profile complete, collect reviews the honest way, make your own website easy to call, and a monthly routine.

WHAT THIS ADDS

Most coverage repeats the headline. This guide separates what Google's own Business Profile help pages say from what one Search Engine Roundtable report says (all opened November 10, 2026), says plainly that the test was not seen on a live device for this guide, and turns it into a ten minute routine an owner can run today and monthly.

Read your own numbers

Google's help page Understand your Business Profile performance & insights says performance data is available for verified profiles when you are signed in to the linked Google account. It shows views on Search and Maps and actions such as calls (clicks on the call button), website clicks, directions requests and messages, and you can set a date range.

Write down calls, website clicks and directions for the last 30 days as a baseline, and compare next month. The page notes that views count unique visitors, once per day, so use the numbers to compare month to month, not as an exact head count.

Keep your profile complete

From Google's local ranking page: verify your business, keep your information up to date, add your full address if customers can visit, your hours (including special hours), the right business category, attributes such as parking or Wi-Fi, and photos and videos. Google says businesses with complete and accurate information are more likely to show up. The report says the tested version still uses your Business Profile, so what you entered should be right.

Reviews, the honest way

Google's help page Tips to get more reviews says reviews show next to your Business Profile in Maps and Search, that you can ask customers to visit a Google link or scan a QR code, and that customers must be signed in to a Google account to review. It recommends short, polite, specific replies. It also says offering free or discounted goods or services in exchange for reviews, or to change or remove a

review, is fake and misleading content and is strictly prohibited. Ask every happy customer, make it easy, and never pay for it.

Make your own door easy to find (my opinion)

This part is opinion, not Google's. If a result shows your name without your buttons, what you control outside Google matters more. Put your phone number on the first screen of your website and make it tappable on a phone. Match your address and hours to your profile. Give each main service its own page. A customer who types your business name should land on something that lets them call in one tap.

Your Business Profile is free (Google's help page says you can manage how your business shows up on Maps and Search at no charge) but it is also someone else's platform. Make sure customers can also reach you from your website, social profiles, a printed card, a QR code at the counter and your email signature.

A ten minute routine, now and monthly

1. Open your Business Profile performance report. Write down calls, website clicks and directions for the last 30 days.
2. Check your category, hours, address, phone number and website are correct.
3. Add or replace three photos of your real work or shop.
4. Create your Google review link or QR code and send it to your last five happy customers. No rewards.
5. Reply briefly and personally to your newest reviews.
6. Open your website on your phone and tap your phone number.
7. Put a reminder in your calendar for next month and compare your numbers.

Honest limits

- The test was not seen on a live device for this guide.
- The report is one article from one site, based on what a local search expert saw on mobile.
- It gives no count of affected businesses and no countries.
- Whether Google keeps, changes or drops the test is not known.
- Google's help pages can change. Checked November 10, 2026.

DO THIS

Do not wait to find out whether you are in the test. This week, write down your baseline calls, website clicks and directions, fix the basics on your Business Profile, ask your happy customers for reviews with a Google link or QR code, and make sure your own website lets people call you in one tap. If the buttons come back, you lost nothing. If they do not, you are already ready.

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 is for the business behind the listing: one portal for your contacts, calendar, quotes, invoices and email, with AI that runs on your own key. Fynl is not a Google tool and is not connected to Google Business Profile.

Sources

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- Search Engine Roundtable: Google Brings Back Local Pack To AI Overviews (Mar 14, 2025) — https://www.seroundtable.com/google-ai-overviews-local-pack-39062.html
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