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FREE GUIDE

Google booking links: check yours, fix it, and the monthly routine

A one-page checklist: where to find your booking link, how to check it like a customer, how to add your own and set a preferred link, how to ask a provider to remove one, and a monthly routine.

WHAT THIS ADDS

Most coverage repeats the headline. This guide separates what Google's own Business Profile help page says from what one Search Engine Roundtable report says (both opened November 9, 2026), says plainly that it was not clicked through on a live business profile, and turns it into a ten minute check an owner can run today and monthly.

Where to find yours and how to add one

1. Go to your Business Profile.
2. In Google Search, select **Booking**, **Food ordering**, or **Pickup and delivery**. In Google Maps, select **Edit profile** and the transaction type.
3. Select **Add link** (or **Add another link** if you already have links).
4. Enter the URL you want the button to open.
5. Select **Save**.

Steps are from Google's help page. Look at what is already in your booking section: a link you did not add, your own website, or your contact page.

Check the link like a customer

Open your business on your phone, in Google Search and in Google Maps. Find the button and tap it. Does the page load? Is it the right page? Can a customer pick a time, or only fill in a contact form? The report above describes links that went to a contact form and links that ended in an error page, so check it as a customer would, and check again in a few days.

Set your own link and a preferred link

If you have a real booking page, add it with the steps above. If you have more than one link, Google's help page says you can choose a preferred link:

1. Go to your Business Profile.

2. Select the transaction type, such as Booking.
3. Select **Set preferred link**.
4. Select the link you want to feature.
5. Select **Save**.

A page where a customer can pick a time asks less of them than a general contact page. If you only have a contact page, keep the form short and say when you will reply.

A link added by someone else

Google's help page says booking and reservation links can appear automatically on your profile through third party partners, and that you cannot manually delete third party booking or reservation providers from your profile settings. To remove one:

1. Contact the provider directly, using the partner's opt-out link, support form or account portal.
2. Providers are required to process opt-out requests within 5 business days.
3. If the link is still there after 5 business days, report a third party violation using the link on the help page.

The Search Engine Roundtable report does not say the buttons it describes came from a third party, so this guide cannot tell you which case your profile is in.

A ten minute routine, now and monthly

1. Open your profile in Google Search and in Maps. Write down every booking link.
2. Open each link on your phone. Does it load, and is it the page you want customers to see?
3. If a link is wrong and you can edit it, replace it with your own page and set it as your preferred link.
4. If a link is wrong and came from a third party, contact that provider using its opt-out link. Write down the date.
5. If it is still there after 5 business days, report a third party violation.
6. Put a reminder in your calendar for next month.

Honest limits

- Not tested on a live Business Profile for this guide.
- The report is one article from one site, and says Google has not confirmed the cause.
- It gives no count of affected businesses and no countries.
- Whether the buttons are a test, a bug or a planned change is not known.
- Google's help page can change. Steps checked November 9, 2026.

DO THIS

Open your Business Profile this week, look at the booking section, and tap your own Book Online button on a phone. If it is yours and it works, you are done. If it is broken, fix it. If it is not yours, ask

the provider to remove it using its opt-out link, keep the date, and report a violation if it is still there after 5 business days. If you do not have a Business Profile, nothing changes for you.

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

- Google Business Profile Help: Manage your local business links — https://support.google.com/business/answer/6218037
- Search Engine Roundtable: Google Adding Booking Links To Business Profiles Automatically? (Nov 9, 2026) — https://www.seroundtable.com/google-business-profiles-adding-booking-links-42477.html
- Search Engine Roundtable: Remove Thumbtack Book Links In Google Business Profiles (Jul 12, 2024) — https://www.seroundtable.com/thumbtack-book-links-in-google-business-profiles-37711.html