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FREE GUIDE

Google Business Profile booking links: what was reported, how to check yours, and a ten minute routine

Search Engine Roundtable reports that Google may be adding Book Online buttons to some business profiles, and that some lead to an error page. What was reported, where to find your booking link, how to add your own, how to ask for a third party link to be removed, and a ten minute monthly check. Free PDF checklist, no sign-up.

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.

Why people are searching for this

On November 9, 2026, typing *google business profile booking* into Google autocomplete suggested *link*, *button*, *bookings* and *reservation*, and a suggestion to *remove booking link* appeared in the same list. People want to add a booking link, and some want to take one off.

Important: this guide was not clicked through on a live Business Profile. It comes from Google's own help page and one trade report, both opened November 9, 2026. What is confirmed by Google's help page and what is only reported is marked throughout.

What was reported (not confirmed by Google)

On November 9, 2026, Barry Schwartz of Search Engine Roundtable published a post titled *Google Adding Booking Links To Business Profiles Automatically?*. He says a Book Online link was added to his own company's profile. He names Brandon Schmidt, Joy Hawkins and Syed Amir, who posted the Friday before that this appeared to be happening to more businesses.

- Some profiles that had no booking software now show a Book Online button, and the button goes to the business's contact form.
- Syed Amir said that adding a website's contact page in the booking link section now seems to trigger the Book Online button.
- In some cases the link is broken and ends in a 500 error on Google's website. Barry's own link did not fail for him on the day he tested it, and he was not sure whether the error was temporary.

The article does not say how many businesses are affected and does not report a Google announcement. Treat it as a reason to check your own profile, not as a confirmed rollout.

What a booking link is

Google's help page, Manage your local business links, says links can help customers book an appointment or make a reservation, and that you can add up to 10 links per category. Booking sits next to food ordering and pickup and delivery.

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.

It has happened before

In July 2024, Search Engine Roundtable reported that Thumbtack was automatically adding its booking links to Google Business Profiles, so the Book button in Search and Maps could send customers to Thumbtack, and that businesses often did not know. The advice in that report was to use the provider's opt-out form. It is mentioned only as background; it is not claimed to be related to the November 2026 report.

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.

What it costs

Google's help page does not mention a fee for adding a booking link to a Business Profile. Third party booking tools can have their own prices, so check any tool before you rely on it. Checked November 9, 2026, and it can change.

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