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Optimize Your Google Business Profile

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Keeping your Google Business Profile active and up to date is one of the most effective (and free) ways to improve your local SEO and get discovered by potential clients in your area.

Here's what to focus on:

1. **Match Categories Between GBP and Your Website** - Use the same business categories on your website and Google profile. For example, if your primary category on GBP is "Gym," make sure that's reflected on your website as well.
2. **Maintain NAP Consistency** - Your **Name, Address, and Phone Number** (NAP) should be identical everywhere: your website, GBP, Facebook, Instagram, Yelp, etc. Even small differences like "St." vs. "Street" can confuse Google.
3. **Post Regularly (News, Updates, Events)** - Aim to post **once per week** on your Google Business Profile. Share:
 - Upcoming events or challenges
 - New classes or programs
 - Client success stories
 - Gym announcements
4. **Upload Images Frequently** - Upload **at least one new photo per week**. Focus on:
 - The inside and outside of your gym
 - Your team and your members (with permission)
 - Equipment, workouts in progress, and group classes

Fresh images help your profile look active and engaging, and they signal to Google that your business is alive and well.

5. **Get New Reviews (Weekly)** - Ask for **at least one new review per week**. The more recent and relevant reviews you have, the more likely people are to trust your business, and the more Google rewards your profile.

Tip: Create a simple review request template for your clients that includes keywords relevant to your business. This helps reinforce what your gym offers and where you're located. Here are a couple of examples:

- *"CrossFit Helix is the best gym in New York. The coaches are supportive and the community is amazing!"*

- *"I love training with April. She's the best personal trainer in Chicago. The workouts are fun and effective!"*

You can send this kind of prompt to happy members via email, text, or after a great class. Make it part of your routine!

Note

Want to go deeper? Watch our archived **Kilo Co-working** session on running a GBP audit in the [Kilo Co-working archive](#).

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