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Set Up Google Organic Booking in GLM

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Booking Redirect, also known as **Google Organic Booking**, is a Gym Lead Machine feature that allows customers to book your services directly from your **Google My Business (GMB)** listing. The booking option appears in Google search results and on Google Maps, so potential customers can schedule appointments without a third-party booking platform or a visit to your website, helping you attract and convert local leads.

What you can do with Google Organic Booking

- Add a **Book Online** button to your GMB listing
 - Direct customers to a booking page built from your GLM calendars
 - Showcase individual services under the **Services** tab on Google
 - Disable the integration at any time from Calendar Settings
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What do you need to get started?

To enable Google Organic Booking for your business, you need:

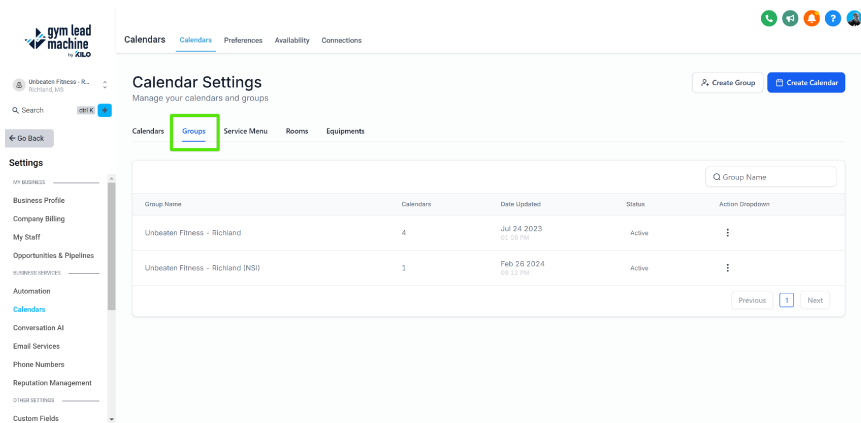
- A **Google Business Profile**
- Properly configured calendar feeds for your services

Note

It typically takes 1 to 2 weeks for Google to verify your feeds and profiles for the first time. Once verified, the calendars you uploaded in the service feed will appear on Google.

Step 1: Set up the Primary Action Feed (Book Online button)

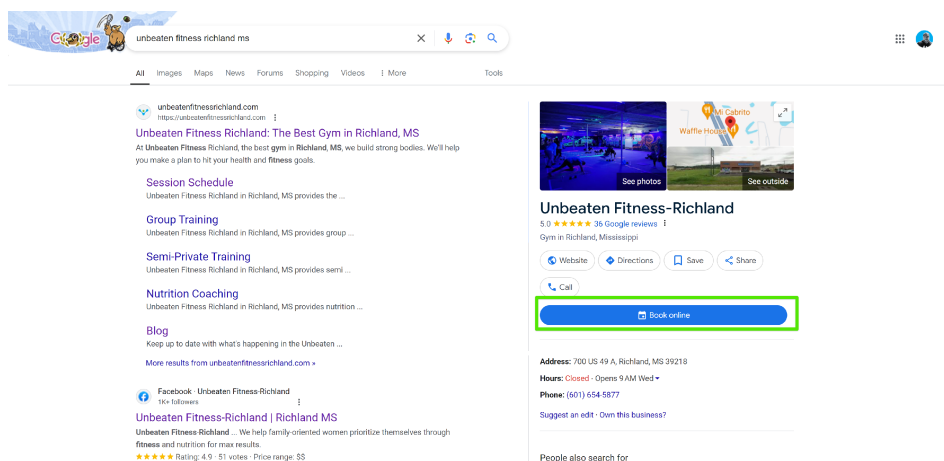
1. Create a booking page by setting up a **Service Menu** or a **Group of Services** within GLM. This page provides a detailed view that helps customers choose services easily.



2. Go to **Calendar Settings → Connections → Organic Booking Redirect**.

3. Upload the link that will be associated with the **Book Online** button on your GMB listing. This link should be active, user-friendly, and direct customers to your booking services.

The Primary Action Feed link appears on your GMB profile as the **Book Online** button, making it easy for customers to initiate a booking.



Note

If you only want your NSI calendar to be displayed, create a separate group and place it in that group.

Step 2: Set up Individual Service Booking (optional)

1. List your services. Any calendar created in GLM can be used here and will appear under the **Services** tab on Google.
2. Select the specific calendars you want to showcase under the **Individual Service Booking** dropdown. This option lets you control which services are visible for booking directly through Google.
3. Make sure the selected calendars have clear, concise descriptions that align with the calendar or service name. This step is crucial for validation by Google.

How do I disable Google Organic Booking?

If you no longer wish to use Google Organic Booking, you can disable the feature.

1. Go to **Calendar Settings → Connections**.
2. In the **Account Connections** tab, find the **Google Organic Booking** section.
3. Toggle the switch to **disable** Google Organic Booking.

Once disabled, the system stops uploading any feeds to Google, and customers no longer see the option to book services directly from your GMB listing.

Helpful tips

- Give your services and calendars clear, concise descriptions that match their names, to facilitate easy understanding and validation by Google
- Select only Service Menus or Groups for the Primary Action Feed, and only individual calendars for the Service Links, to prevent errors and ensure accurate service representation
- Keep your service offerings and descriptions up to date to maintain accuracy and relevancy

If you have questions about Google Organic Booking in Gym Lead Machine, our Support team is happy to help. Reach us at **hello@usekilo.com**.

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