Improve Your Google Business Profile With Better Photos and Service Details

When someone finds your business on Google, the first thing they see is your Business Profile. That listing is often the deciding factor between a click and a scroll past. Two elements carry most of the weight: the photos you choose and the service details you fill in. Getting both right can boost engagement significantly, but many business owners treat them as afterthoughts. This article walks through the steps to improve both areas and shows what to watch for at each stage.

Why Photos and Service Details Matter for Engagement

Engagement on a Google Business Profile means actions: calls, direction requests, website clicks, and bookings. Photos give a potential customer a feel for your location, your team, and the quality of your work. Service details tell them exactly what you offer and whether you can help with their specific need. Together, they answer the two biggest questions a searcher has: "Is this place real?" and "Can they do what I need?"



A profile with blurry photos and vague service descriptions looks neglected. It signals that the business might not be attentive to customer needs. On the other hand, a profile with clear, well-chosen images and detailed service descriptions builds trust and encourages action.

Step 1: Audit Your Current Photos

Before you upload anything new, look at what is already on your profile. Open your Google Business Profile and scroll through the Photos section. Ask yourself a few questions about each image:

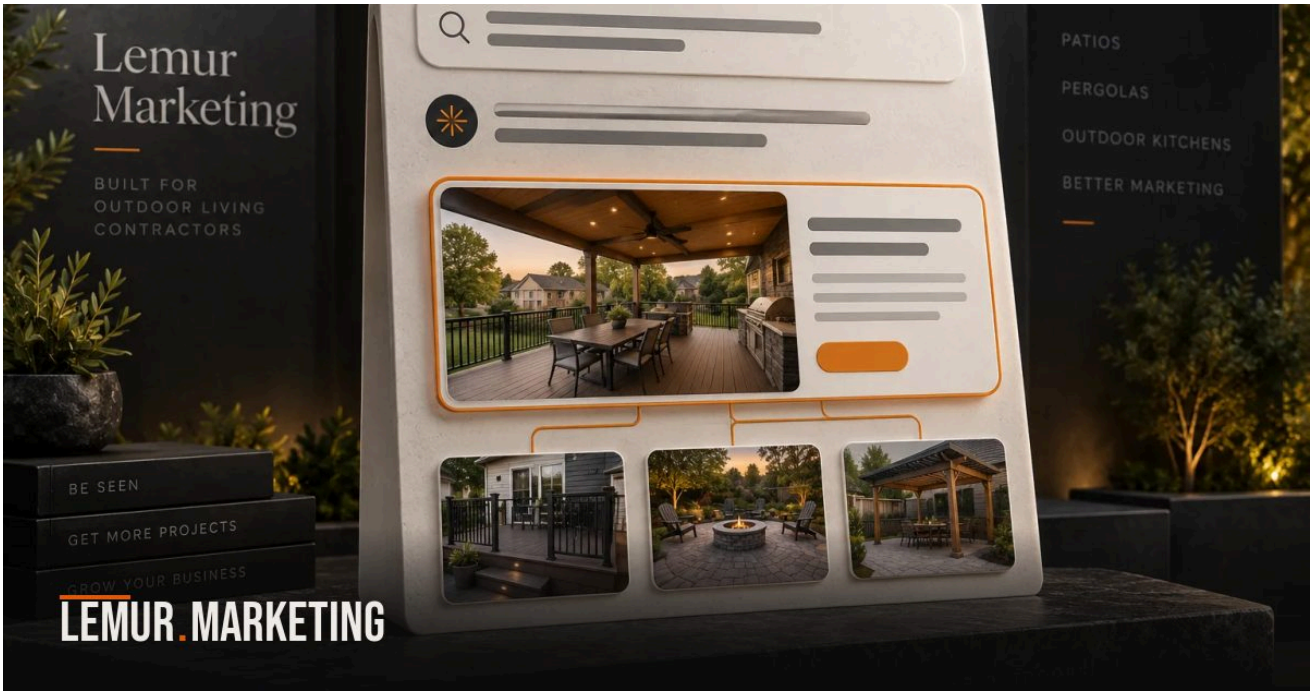
- Is the photo in focus and well-lit?
- Does it show your business in a positive, accurate way?
- Is it relevant to what a customer would care about?

If an image is blurry, too dark, or shows something unrelated (like a random stock photo of a city skyline when you run a plumbing service), remove it. A messy photo section hurts your credibility more than having fewer photos.

What to watch for: Avoid using images that look like generic stock photography. Customers can spot them instantly, and they undermine the authenticity of your listing. Real photos of your actual workspace, team, and completed work build far more trust.

Step 2: Choose Photos That Show Your Business at Its Best

Once you have cleared out the weak images, plan a set of new photos that cover the key aspects of your business. Aim for variety. A good mix might include:



- An exterior shot that helps people recognise your building or storefront
- An interior shot showing your workspace, waiting area, or showroom
- A photo of you or your team in action (not posed, but working)
- One or two examples of finished work or products you offer
- A photo of your team if you have one, to humanise the business

Each image should be high resolution. Smartphone cameras today are good enough, but make sure the lighting is even and there is no clutter in the frame. If you do not have good photos, consider hiring a local photographer for a short session. It is a one-time expense that pays off for years.

What to watch for: Do not overload the profile with photos of the same thing. Ten photos of your front door do not help a customer understand what you do. Also, avoid photos with visible branding from other companies or products you do not sell. They can confuse customers and make your listing look sloppy.

Step 3: Write Service Details That Answer Real Questions

Service details are the text blocks in your Google Business Profile where you describe what you do. Many businesses write one or two generic lines and leave it at that. That is a missed opportunity. Think about the questions customers ask you most often. Your service details should pre-empt those questions.

For example, if you run a landscaping business, do not just write "Lawn care and landscaping." Instead, list specific services: lawn mowing, hedge trimming, mulching, spring cleanups, leaf removal, and hardscaping like patios and walkways. The more specific you are, the easier it is for a customer to know you handle their exact need.

What to watch for: Do not stuff keywords into your description. Write for human readers first. Google is smart enough to understand natural language about your services. Also, avoid making claims you cannot back up. If you say you serve the entire Chicagoland area but only actually work in three suburbs, you will disappoint customers and hurt your reputation.

Step 4: Use Categories and Attributes to Your Advantage

Google lets you choose primary and secondary categories for your business. These categories help the algorithm understand what you do and show your listing to the right searches. Pick the most accurate primary category you can. Then add secondary categories that cover additional services you offer.

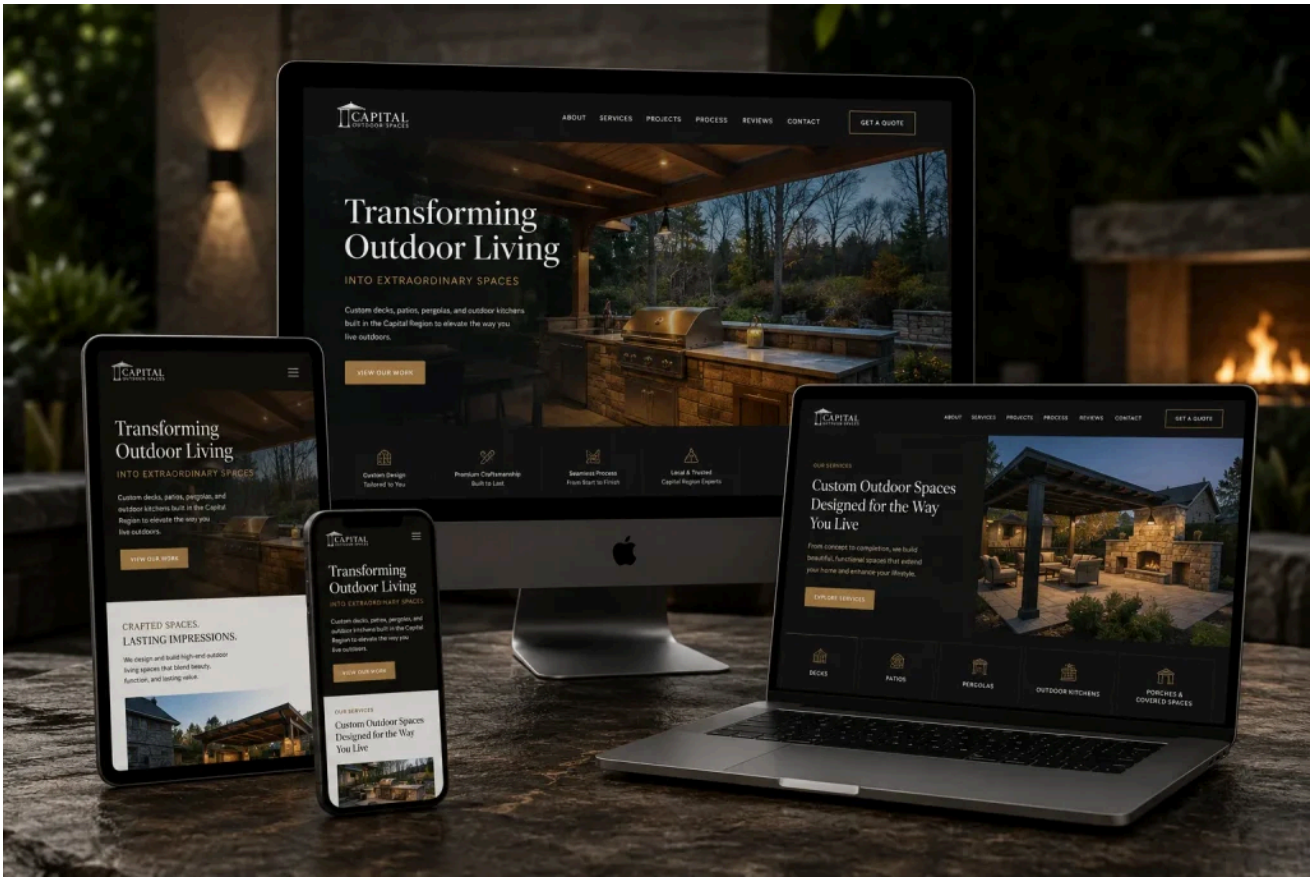
Attributes are another tool. They let you signal features like "Wi-Fi", "Free parking", "Outdoor seating", or "Appointments recommended". If you have them, turn them on. Each attribute is a small signal that helps a customer decide.

What to watch for: Do not select categories that do not fit your business just to reach more searches. Google can detect mismatches, and it can hurt your ranking. Stick to what is accurate.

Step 5: Keep Everything Up to Date

A Google Business Profile is not a set-it-and-forget-it asset. Photos go out of date. Service details change. A business that updates its profile regularly signals to Google that it is active and engaged. That can help with local ranking.

Set a reminder to review your profile once a quarter. Check that your photos are still current. If you have added a new service, add it to your description. If you have changed your hours, update them. A fresh profile looks cared for.



Companies like Lemur Marketing, which provides Google Business Profile management for Chicagoland businesses, know that consistent attention to these details drives real results. Even if you handle the work yourself, taking the same disciplined approach will pay off.

What to watch for: Do not let your profile go stale for months. A listing that still shows holiday hours from last year or a photo of a team member who left looks neglected. Small updates take five minutes and make a big difference.

Bringing It All Together

Photos and service details are the two most visible parts of your Google Business Profile. By auditing your photos, choosing better ones, writing specific service descriptions, using categories wisely, and keeping everything current, you create a listing that encourages engagement. Customers who land on your profile will feel confident enough to call, visit, or book. And that is the whole point of having a profile in the first place.

For business owners who prefer to focus on their work rather than profile management, services like those offered by Lemur Marketing can handle the ongoing updates and optimisation. But the principles remain the same no matter who does the work: clear, honest, and current information builds trust and drives action.

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