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# GBP Setup · the all-in-one spec
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> Drop this file into Claude Code. Claude reads it, asks for inputs, researches competitors, and outputs a complete `gbp-{business-slug}.md` ready to paste into Google Business Profile.
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## How this works
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1. **User runs:** `/gbp-setup` or pastes "set up my GBP using gbp-setup.md"
2. **Claude asks the questions below** (collect business basics first)
3. **Claude WebFetches the website** to fill in gaps
4. **Claude researches top 3 competitors** via Google Maps + WebFetch
5. **Claude outputs `gbp-{business-slug}.md`** with every field filled in
6. **User copies sections into GBP** → done in 30 minutes

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## Step 1 · Ask the user for inputs
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Ask these one batch at a time (don't overwhelm). If `business-context.md` exists, read it first and skip questions already answered.
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### Required (block until provided)
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- **Legal business name** (the exact registered name)
- **DBA / brand name** (if different from legal)
- **Website URL** (Claude will WebFetch this)
- **Primary city** (e.g. "Toronto")
- **Service area** (single city · multi-city · service-area business)
- **Phone number** (with area code)
- **Physical address** (or "service area · hidden")

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### Strongly recommended
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- **Year founded**
- **Founder name(s)**
- **Industry / niche** (one sentence)
- **Average ticket / price tier** (\$ · \$\$ · \$\$\$ · \$\$\$\$)
- **Hours** (regular · holiday · 24/7?)
- **Insurance / licenses** (if applicable)

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### Nice to have (skip if unknown)
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- Identity attributes (women-owned · veteran-owned · LGBTQ+ friendly · etc.)
- Current offers / promotions
- Booking platform (Square · Acuity · Mindbody · etc.)
- Photo library URL (Drive folder)
- Top competitors (or Claude finds them)

Step 2 · Deep research phase

⚠️ ****This is not a guessing game.**** Claude must do real research before generating the spec. Run these tasks ****in parallel**** where possible, then output a research summary the user reviews before final generation.

Research checklist (Claude does ALL of these)

****1. Business website****

- WebFetch homepage + about + services + pricing pages
- Extract: services list · pricing · team · year founded · differentiators · testimonials · phone · address
- Note any existing schema markup

****2. Competitor analysis (top 3 in the local pack)****

- Search `[primary category] in [primary city]` in Google Maps
- WebFetch the top 3 competitors' websites
- Find their GBP profiles (if accessible) – note categories, services, attributes
- Extract: pricing tiers · differentiators they use · keywords they target · service descriptions

****3. Live GBP categories****

- WebFetch the Pleper list (URL above)
- Pick optimal primary by matching the business model
- Pick 9 secondary categories that overlap competitor strategy + cover niche variations
- Flag if competitors use a different primary – Claude recommends mirror strategy

****4. Nearby cities (for service area)****

- If business is service-area-based (plumber, HVAC, mobile services):
 - Identify all cities within 60-min drive of the verified address
 - Cross-reference population (bigger metros = more demand)
 - Cap at 20 cities (Google soft limit · 2-hr drive limit)
- If business is location-based (restaurant, retail, clinic):

- Only list the primary city
- Note neighborhoods for use in location pages later

****5. Services extraction (target 30-50 services, minimum 30)****

- Pull every service from the business website
- Cross-reference top 3 competitor service menus to find gaps
- Match against Google's pre-defined service list (extra ranking weight)
- ****Run local keyword research for each service:****
 - WebSearch / SEMRush / Google Keyword Planner for `[service] [primary city]` monthly volume
 - For close variants, pick the higher-volume name (e.g. "couples therapy toronto" 1,300/mo > "couples counselling toronto" 590/mo)
 - Use BOTH when close – one as service name, one in the description
 - Group services into buckets: core therapies · modalities · issues addressed · demographics · format/delivery · packages
- Generate keyword-rich descriptions for each (≤300 chars)
- Each service description should include: service name + primary city + 1 differentiator + soft CTA

****6. Products / featured items****

- Top 10 products / services to feature on GBP
- Use existing website pricing where available
- Flag missing prices for the user to fill in

****7. Citation directory list****

- WebFetch Whitespark citation guide for the industry
- Build a 3-tier citation list:
 - Tier 1: Universal (Google, Apple Maps, Yelp, BBB, Facebook · 7-10 sites)
 - Tier 2: High-authority general (BBB, Chamber of Commerce, Nextdoor · 5-8 sites)
 - Tier 3: Industry-specific (Avvo for lawyers · Houzz for contractors · Healthgrades for medical · 3-5 sites)

****8. Attribute discovery****

- WebFetch the live attributes URL for the chosen primary category
- List ALL available attributes for that category type
- Prompt user for identity attributes (women-owned, veteran-owned, etc.)
- Default safe attributes (free wifi, parking, payments) based on business model

****9. Keyword gap analysis****

- Identify long-tail keywords competitors use that this business should target
- Group by post type:
 - "[Service variant] [neighborhood]" – for posts

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- "[Service] cost [city]" – for blog posts
- "[Best X] [city]" – for blog posts

### Research summary output

Before generating the final spec, Claude outputs:

```markdown
Research summary

Business: [name]
Website analyzed: [URL] · [pages fetched]
Competitors analyzed:
1. [Competitor 1] · Primary category: [X] · Reviews: [N]
2. [Competitor 2] · Primary category: [X] · Reviews: [N]
3. [Competitor 3] · Primary category: [X] · Reviews: [N]

Recommended primary category: [X]
Reasoning: [why this beats competitor categories]

Service area (if SAB): [N cities] within [N min] drive
Services extracted: [N services from website + N suggested additions]
Citation directories identified: [N total · breakdown by tier]
Identity attributes recommended: [list]
Suspension risk flags: [none / list any]

Confirm before I generate the full spec? [yes / changes]
```

User confirms or requests changes. Then Claude proceeds to Step 3.

### 🔗 Reference sources

⚠️ **Google doesn't publish a public categories list.** Categories, attributes, and citation directories are all moving targets – Claude must verify live, not from training data.

**How Claude verifies in real time:**

What	How

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| **Categories** | (1) WebSearch `"google business profile categories [niche]"` → find
current third-party lists · (2) Check top 3 competitors' actual primary on Google Maps
· (3) Ask user to confirm via GBP autocomplete · **never invent** |
| **Attributes** | WebSearch for current attributes available to the chosen primary
category · ask user to verify in GBP |
| **Citation directories** | WebSearch `"best citation directories [industry] 2026"` ·
pick top 7-10 universal + 3-5 industry-specific |
| **Service area rules** | Ask user to confirm via GBP – service area policy changes
too often to hardcode |
| **Suspension triggers** | Built into Step 4 below · official Google guidance updated
regularly |

**Verified working references for categories (use these):**

Resource	URL	Notes
**Dalton Luka · GBP categories list**		
https://daltonluka.com/blog/google-my-business-categories	Searchable list ·	
regularly updated		
**Local Dominator · GBP categories list**		
https://localdominator.co/google-business-profile-categories/	Comprehensive list ·	
2026		
**Pleper categories tool (direct URL)**		
https://pleper.com/index.php?do=tools&sdo=gmb_categories&go=1&lang=en&country=190&show
_table=1 | Shows live data but **paginated** – Claude can't navigate between pages,
ask user to scroll/export if needed |

**Rule:** Claude WebFetches one of the above to verify current options. If the niche
isn't found cleanly, fall back to WebSearch + competitor analysis. **Never invent a
category that doesn't exist.**

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## Step 3 · Generate the spec

Output `gbp-{business-slug}.md` with these sections, in this order. Each section has
strict rules below.

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### 1. Identity

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```yaml
legal_name: "" # exact registered name
dba_name: "" # what shows on GBP (often same as legal)
year_founded: "" # YYYY
founders: [] # list names
website: "" # primary domain
address: "" # street, city, postal/zip
address_visible: true # false = Service Area Business
phone: "" # local area code preferred
```

**Rules:**
- ❌ Never add keywords to the name ("Acme Plumbing · Best Toronto Plumber" = suspension)
- ✅ Use the oldest legitimate founding date
- ✅ Phone must have local area code

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### 2. Categories

```yaml
primary_category: "" # the single #1 factor
secondary_categories: # fill all 9 slots
 - ""
 - ""
 # ... 9 total
```

**Rules:**
- **Primary category is the #1 ranking factor** – get it exactly right
- **Verify via 3 sources:** (1) WebSearch current GBP categories for the niche · (2) Check top 3 competitors' actual primary on Google Maps · (3) Ask user to confirm via GBP autocomplete
- Watch for mismatches (e.g. "Plumber" vs "Plumbing Contractor" – these compete in different packs)
- **Fill all 9 secondary slots** (most businesses use 1-2 · waste)
- Recommend reviewing quarterly (Google adds new categories regularly)
- ❌ Never invent categories – must exist in Google's live list

**Example output:**
```yaml

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primary_category: "Plumber"
secondary_categories:
 - "Drainage service"
 - "Hot water system supplier"
 - "Emergency plumber"
 - "Septic system service"
 - "Bathroom remodeler"
 - "Gas installation service"
 - "Pump supplier"
 - "Water filter supplier"
 - "Sewage system service"
 ...

3. Services

```yaml
services:
  - name: ""                # max 120 chars
    description: ""         # max 300 chars · keyword-rich
    price_tier: ""          # optional · $ / $$ / $$$
    type: ""                # "predefined" or "custom"
  ...

**Rules:**
- **Auto-extract 10-30 services** from the website
- Each description: keyword-rich · ≤300 chars
- **Mix Google pre-defined + custom services** (pre-defined ones get extra ranking weight)
- Include price tier where it's a competitive advantage
- Use specific phrasing ("tankless water heater install" not "plumbing services")
- Each service = a structured keyword Google treats with high trust

**Data sources (services are part open-list, part Google-curated):**

| Type | Source | How Claude finds them |
| ---| ---| ---|
| **Google pre-defined services** | Google's category-specific list (not publicly published) | (1) WebSearch `"GBP pre-defined services [primary category]"` · (2) Check top 3 competitors' service lists on their GBP listings · (3) Ask user to verify in GBP autocomplete |

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| **Custom services** | The business's own website | WebFetch services / pricing /  
shop pages |  
| **Gap services** | Competitor websites | WebFetch top 3 competitor service pages –  
find what they offer that this business should match |
```

****Rule:**** Tag each output service as `type: "predefined"` or `type: "custom"`. User picks pre-defined in GBP autocomplete; custom services are typed manually.

4. Description (750 chars max)

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```yaml
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description: |
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```
 [First 100 chars: hook with primary keyword + city]
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```
 [Middle: services + differentiators + years in business]
```

```
 [End: trust signal · call to action]
```

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****Rules:****

- ****First 100 chars are critical**** – that's what shows before "see more"
- ****Primary keyword + city**** naturally placed in first sentence
- Include differentiators (24/7, family-owned, certifications, years)
- ❌ NO keyword stuffing – Google penalizes
- ❌ NO URLs (they get stripped)
- ✅ Natural, readable language

****Example:****

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Acme Plumbing serves Toronto + GTA homeowners with 24/7 emergency plumbing since 2014. Family-owned, fully licensed, 12-year warranty on installs. Tankless water heaters, burst pipe repair, drain cleaning. Same-day quotes available – call anytime.

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5. Hours

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```yaml
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```
hours:
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```
 regular:
```



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 monday: "7am-7pm"
 tuesday: "7am-7pm"
 # ... full week
 holiday_hours: [] # list closures + adjusted hours
 is_24_7: false # set true ONLY if real 24/7 line exists
 has_answering_service: false
  ```

**Rules:**
- **24/7 listing = top-5 ranking factor** ("open at time of search" filter)
- Set `is_24_7: true` ONLY if a real human answering service exists
- **If user wants 24/7 but doesn't have staff:**
  - **Recommend an AI receptionist:** Bland.ai · Synthflow · Retell · ElevenLabs
  - $50-200/mo · production-ready · handles inbound 24/7
  - Unlocks the ranking factor without hiring
- Update holiday hours quarterly (Christmas, New Year's, etc.)
- Never leave hours "unconfirmed" – kills visibility

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### 6. Photos brief

```yaml
photos_brief:
 exterior:
 - "Storefront from across the street (logo visible)"
 - "Vehicle with logo (if branded)"
 - "Signage close-up"
 interior:
 - "Reception / waiting area"
 - "Work area"
 team:
 - "Owner headshot"
 - "Group team photo"
 work_in_progress:
 - "Real job site photos (client permission)"
 products:
 - "Top 5 products / services"
 monthly_upload_target: "3-5 new photos / month"
```

**Rules:**

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- **100+ photos = 520% more phone calls** (BrightLocal study)
- **Recency matters** - Google rewards uploads within 30 days
- Real client photos > AI generated > branded stock > naked stock
- Photo categories matter (Google segments interior/exterior/team)
- Default fallback: AI generation via fal.ai for product/concept shots

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### 7. Attributes (the identity hack)

```yaml
attributes:
 identity: # CREATES NEW LOCAL PACKS · zero competition
 - women_owned: true/false
 - veteran_owned: true/false
 - lgbtq_friendly: true/false
 - black_owned: true/false
 - family_owned: true/false
 - indigenous_owned: true/false
 accessibility:
 - wheelchair_accessible: true/false
 - wheelchair_parking: true/false
 payments:
 - credit_cards: true
 - mobile_payments: true
 - financing: true/false
 amenities:
 - free_wifi: true/false
 - free_parking: true/false
```

**Rules:**

- **Identity attributes are the underrated hack** - creates packs that didn't exist
- **WebFetch the live attributes list** by category →
https://support.google.com/business/answer/9049526
- "Women-owned plumber Toronto" can put you in a 3-pack with no competition
- 30 seconds to add · meaningful ranking lift for matching searches
- Counter-intuitive: REMOVE "onsite services" and "online appointment" attributes -
  they push reviews out of view on the profile

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8. Service area (for SAB profiles)

```yaml

service\_area:

```
is_sab: false # Service Area Business (address hidden)
cities: [] # up to 20 cities
max_drive_time: "2 hours" # don't exceed · suspension risk
```

```

****Rules:****

- Up to 20 cities – pick by demand + proximity
-  Drive distance > 2 hours triggers automated review
-  Pair with location landing pages on the website
- If `is\_sab: true`, address is hidden but you still need a verified location

9. Products

```yaml

products:

```
- name: ""
 description: ""
 price: "" # optional but recommended
 image_brief: "" # what photo to shoot
 linked_service_page: "" # URL on website
```

```

****Rules:****

- Top 10 products / services with images
- Display pricing where competitive
- Link each to a service page on the website
- Update quarterly

****Data sources (no external URL needed):****

- ****Primary:**** WebFetch the business's website (services, shop, pricing pages)
- ****Secondary:**** WebFetch top 3 competitors' product pages to find gaps
- ****Tertiary:**** Ask the user to confirm/edit before locking in

Products are open-ended – Google doesn't restrict the list. The constraint is what the business actually sells. Pull from the source of truth (their site).

10. Booking link

```yaml

booking:

enabled: false/true

platform: "" # "Square" · "Acuity" · "Mindbody" · etc.

booking\_url: ""

fallback\_cta: "Call now" # if no booking platform

```

****Rules:****

- Businesses with booking integration see ****+25% more leads from GBP****
- Auto-syncs to Google Calendar (no double-booking)
- Compatible verticals: dining · beauty · fitness · activities · services
- If no booking platform, default CTA = "Call now"

11. FAQ seed (move to website)

```yaml

faq\_seed:

- question: ""

answer: "" # 2-4 sentences

# 8-12 total

```

****Rules:****

-  ****Q&A section on GBP is being phased out**** – don't post Q&As to GBP
-  Add the Q&As to your ****website FAQ section**** (AI Overviews pull from there)
- Pull questions from "People Also Ask" + actual customer questions
- Include FAQ schema on the website page

12. NAP citations (master record)

```yaml

nap\_master:

name: "" # exact spelling · use EVERYWHERE

```

address: "" # exact format · "St" or "Street" – pick one
phone: "" # exact format · "(416) 555-0142"

citation_directories:
 tier_1_universal: # stable · hardcode · ALL businesses
 - "Google Business Profile"
 - "Apple Maps Connect"
 - "Bing Places"
 - "Yelp"
 - "Facebook Business Page"
 - "Foursquare"
 - "Yellow Pages"
 tier_2_authority: # stable · hardcode · most businesses
 - "Better Business Bureau"
 - "Chamber of Commerce (local chapter)"
 - "Nextdoor Business"
 - "MapQuest"
 tier_3_industry: # CLAUDE RESEARCHES this per niche
 - "Industry-specific · researched live"
 ...

Rules:
- NAP must be **byte-identical** across all directories
- Same abbreviation style (St. vs Street – pick one)
- Same phone format ((555) 555-5555 vs 555-555-5555 – pick one)
- 30-50 consistent citations > 300 messy ones
- **Recommend SEMRush Listing Management** for bulk submission (one form, 70+
directories)

Data sources for citations:

Tier	How Claude builds the list
Tier 1 (universal)	Hardcoded above – stable across all industries · don't
research	
Tier 2 (authority)	Hardcoded above – applies to most businesses · don't
research	
Tier 3 (industry-specific)	**WebSearch`"top citation directories [industry]
2026"`** · pick 3-5 niche directories · examples: |

Industry-specific directory examples (Claude verifies live):

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- **Healthcare:** Healthgrades · Vitals · Zocdoc · RateMDs
- **Legal:** Avvo · FindLaw · Justia · LawInfo
- **Home services:** Angi · Houzz · Thumbtack · HomeAdvisor
- **Restaurants:** TripAdvisor · OpenTable · Zomato · Grubhub
- **Real estate:** Zillow · Realtor.com · Trulia
- **Weddings:** WeddingWire · The Knot
- **Beauty:** StyleSeat · Booksy
- **Financial:** NerdWallet · feenonly.com

Rule: Don't WebSearch Tier 1 or Tier 2 (they're stable). Only WebSearch Tier 3 for
the specific industry. List top 3-5 in priority order based on Domain Authority +
relevance.

Step 4 · Suspension-proofing checklist

Claude must verify NONE of these are true before finalizing the spec:

- ❌ Keyword-stuffed business name
- ❌ Virtual office / PO box / UPS box address
- ❌ Co-working / shared address with other GBPs
- ❌ Multiple GBPs at the same address
- ❌ Home-based business with visible address (must use SAB mode)
- ❌ Fake listings in cities the business doesn't operate in
- ❌ Service area > 2 hour drive from verified address

If any of these are flagged → warn the user before generating the final file.

Step 5 · Final output

Claude generates `gbp-{slug}.md` containing all 12 sections above, ready for the user
to:

1. **Paste sections into GBP** (categories, services, description, hours, attributes)
2. **Upload photos** matching the photos brief
3. **Connect booking platform** if applicable
4. **Add FAQ content to website**
5. **Submit citations** (manual or via SEMRush Listing Management)

```

Estimated time: **\*\*30 minutes start to finish\*\*** for a typical small business.

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## **## Reference data**

- Max categories: 1 primary + 9 secondary
- Max services: ~30 (Google soft cap)
- Description max: 750 chars
- First-100-char rule: visible before "see more"
- Max service area cities: 20
- Photo max size: 5 MB
- Photo dimensions: 720 × 720 minimum, 1,200 × 900 recommended