



THE UTAH BUSINESS OWNER'S GUIDE TO

# GETTING FOUND ON GOOGLE





THE UTAH BUSINESS OWNER'S GUIDE TO

# GETTING FOUND ON GOOGLE





↑ Tobe

THE UTAH BUSINESS OWNER'S GUIDE TO

**GETTING FOUND  
ON GOOGLE**

# Utah Is Growing. Is Your Business Ready?

Right now, someone in Lehi, Draper, or St. George is searching Google for a medspa, a contractor, or an entertainment venue — and they have zero brand loyalty. They just moved here. They don't have a go-to. And they're going to hire whoever shows up first.

That's not a hypothetical. It's happening thousands of times a day across the Wasatch Front and beyond. Utah has been one of the fastest-growing states in the country for years running. We tied Texas for third in population growth in 2024 at 1.8%, and Utah County alone added nearly 16,000 new residents in a single year. The state led all 50 states in GDP growth in 2024.

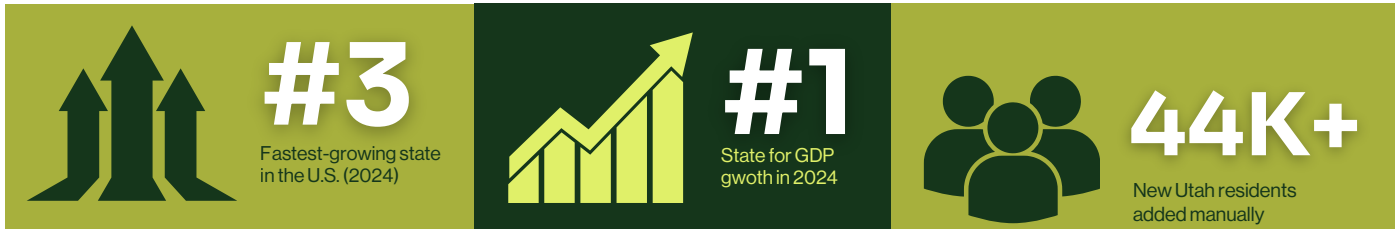
**Translation: more people, more money, more searches — and more competition for every one of those searches.**

All of that growth creates an enormous opportunity for local businesses. New residents don't have established relationships with local service providers. They are starting fresh, and the first business they find on Google is usually the one they call.

But here's the other side of that coin: every new resident is also a potential competitor setting up shop. More out-of-state brands are entering the Utah market. And some of your existing competition is starting to figure out that showing up on Google isn't optional anymore.



The window to establish yourself as the go-to business in your category is now, while the competition is still sleeping on their Google Business Profile.



Source: U.S. Census Bureau / Kern C. Gardner Policy Institute, 2025

## Imagine this...

*A family just relocated from California to Eagle Mountain. They need a dentist, a plumber, a gym, and somewhere to take their kids on a Friday night. They open Google and type "medspa near me." They don't know any names. They have no referrals yet. They're going to call whoever is at the top of the map.*

## Will that be you?

This guide is built specifically for Utah business owners: service businesses, entertainment venues, medspas, home service contractors, restaurants, and every local SMB in between.

While this guide focuses specifically on optimizing your Google Business Profile (GBP), it's important to understand that local SEO spans your entire online presence: **your website, business directories, Yelp, Apple Maps, and Bing** all factor into how customers find you.

Your GBP is the single highest-impact, lowest-cost marketing tool available to you. And the vast majority of Utah businesses aren't using it right.

Let's fix that.

# Your Most Powerful (Free) Marketing Tool

**"98% of consumers use the internet to find local businesses, and 87% start with Google."**

*Source: BrightLocal, 2022*

When someone searches for a local business in Utah, Google's goal is to surface the most Relevant, nearby (Distance), and reputable (Prominence) options. It displays them front and center in what's called the Local Pack. That's the map with three business listings that appears above all the organic results.

Getting into the Local Pack is everything. Most people don't scroll past it. Your Google Business Profile is what gets you there. When it's fully optimized, it can outperform paid advertising campaigns costing thousands of dollars a month. When it's neglected — incomplete information, wrong hours, no photos, no reviews — you're essentially invisible to the most motivated, ready-to-buy pool of customers in your market.



# Understanding the Search Results Page (SERP)

Before you can optimize, it helps to understand how Google's results are actually structured and what you can learn from each section.

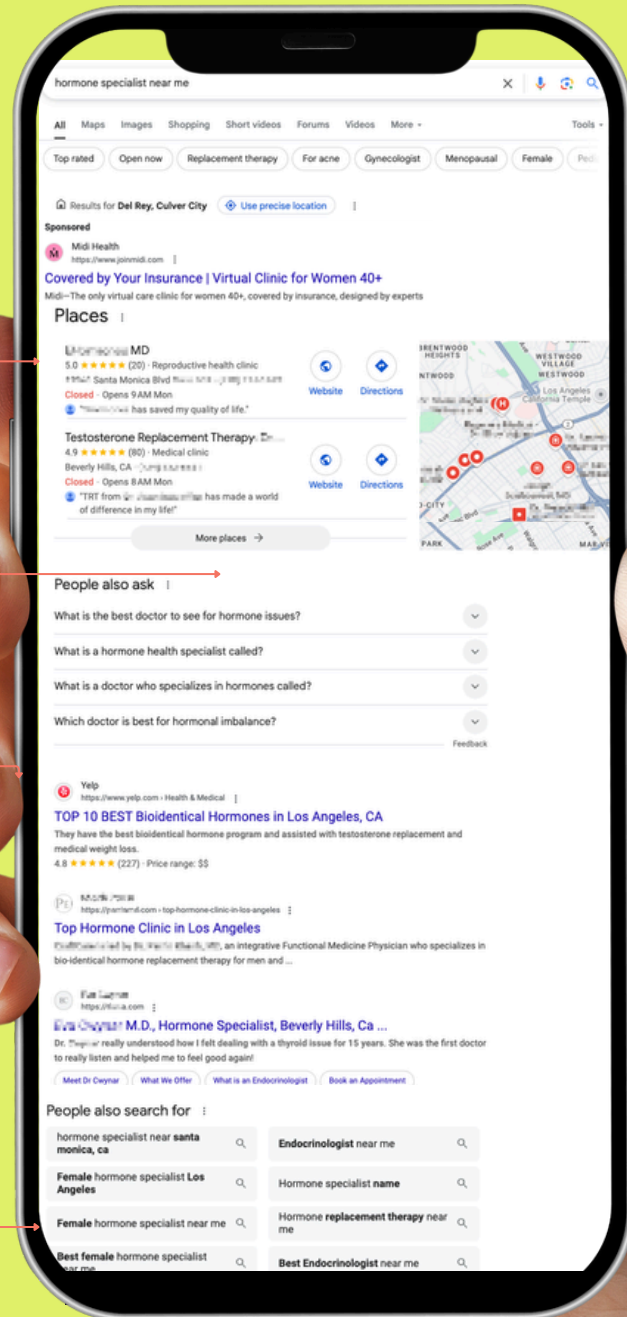
✓ **Paid Ads**  
Identify competitors & targeted search queries

✓ **Local Pack**  
Identify top-ranked **local** competitors

✓ **Related Questions**  
Get ideas for your FAQs & Q&As

✓ **Organic Results**  
Identify website keywords for ranking organically

✓ **Related Searches**  
Identify related search queries & keywords



**Pro tip for Utah businesses:** search for your own category in your city right now. For example, search "medspa Lehi" or "family entertainment Utah County" and study what the top three businesses in the Local Pack have in common. That's your optimization roadmap.

# Start with Keyword Research

Before you touch a single field on your Google Business Profile, you need to understand exactly what your customers are typing into Google. This is keyword research — and it's the foundation of everything that follows.

The right keywords aren't necessarily the most obvious ones. Take a medspa in South Jordan as an example. Are potential clients searching "medspa South Jordan"? "laser hair removal near me"? "Botox Utah County"? "skin care clinic Riverton"? The answer is probably all of the above — but the search volumes and competition levels will vary significantly, and knowing the difference is what separates a mediocre GBP from one that dominates the Local Pack.

## How to Research Keywords for Your Utah Business

You don't need expensive tools to start. Here are four methods that work:

**01**

Search Google yourself.



Type in what you think your customers search and pay attention to the autocomplete suggestions, the Local Pack results, the Related Questions, and the Related Searches at the bottom of the page. This is free, real-time data directly from Google.

**02**

Use Google's 'People Also Ask' section.



Every question in that box is a potential entry for your GBP's Q&A section or an FAQ on your website.

Study your top local competitors. Look at their GBP profiles. What services do they list? What categories did they select? What keywords appear in their business description? You're reverse-engineering what's already working.

**03**

Study your top local competitors.






How do people describe what you do when they call, email, or fill out a form? The exact language your customers use is often your best keyword source.

**04**

Mine your own customer interactions.

## Utah-Specific Keyword Examples by Industry

- 1 Entertainment Venues**  
"family fun Utah County" | "things to do Provo" | "corporate events venue Lehi" | "birthday party venue near me"  

- 2 Medspas & Wellness**  
"medspa Lehi" | "Botox South Jordan" | "laser hair removal Utah County" | "skin clinic near me" | "wellness center Draper"  

- 3 Home Service Contractors**  
"HVAC repair Utah County" | "emergency plumber Lehi" | "roofing contractor Draper" | "electrician near me Saratoga Springs"  


Dedicated keyword research tools like Google Keyword Planner, Semrush, or Ubersuggest provide deeper data: search volume, competition levels, and seasonal trends. Don't underestimate the value of this data. Getting your keyword strategy right once saves you enormous time and effort down the road, because you can apply it across your entire online presence: your GBP, your website, your directory listings, and your content.

↑ Tobe

# Optimizing Your Google Business Profile



Now that you know what your customers are searching for, it's time to put that research to work. Your GBP is made up of many individual elements — and each one is an opportunity to signal relevance to Google and build trust with potential customers.

There's a lot of nuance here, but the good news is that most Utah businesses haven't done this work yet. Every field you optimize correctly puts distance between you and the competition.

# 1. Business Category Selection

Your business categories are one of the most impactful settings in your entire GBP. Most businesses get this wrong. Your Primary Category carries the most weight, and it directly influences which searches you appear in. Secondary categories expand your visibility for related services.

## Here's how to approach it:

1

### Primary Category

Always set this to the category that most accurately reflects your core business. Don't pick a broader category just because it sounds impressive — specificity wins.

2

### Secondary Categories

You can add up to 10. Only select categories that reflect services you actually offer. Don't stuff this with irrelevant categories, it dilutes your relevance signal.

3

### Check regularly

Google adds and removes categories frequently. A new, more specific category for your business may have been added since you last checked.

# Google Business Categories: Utah Industry Reference (as of 2025)

## Home Services

- General Contractor
- Plumber
- HVAC Contractor
- Electrician
- Landscaper
- Roofing Contractor
- Painting Contractor
- Cleaning Service
- Handyman

## Wellness & Health

- Medical Spa
- Wellness Center
- Gym / Fitness Center
- Chiropractor
- Dental Clinic
- Physical Therapy
- Weight Loss Service
- Nutritionist
- Medical Clinic

## Entertainment & Retail

- Entertainment Center
- Amusement Center
- Event Venue
- Restaurant
- Coffee Shop
- Bakery
- Escape Room
- Bowling Alley
- Shopping Mall

## Professional Services

- Law Firm
- Real Estate Agency
- Insurance Agency
- Financial Advisor
- Accountant
- Marketing Agency
- IT Company
- Consulting Firm

## Automotive

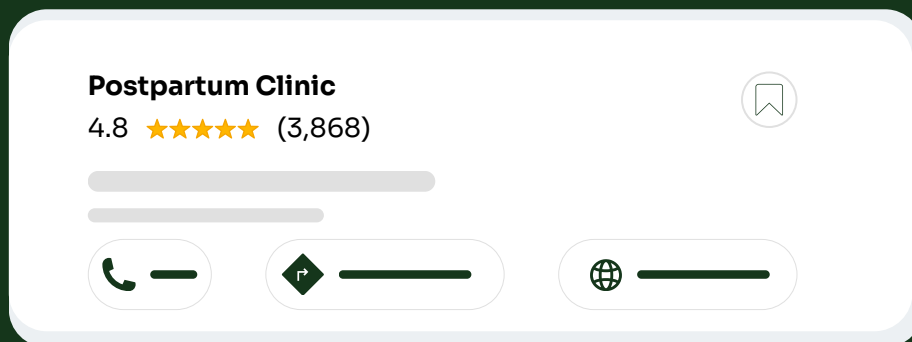
- Auto Repair Shop
- Car Dealership
- Auto Detailing
- Tire Shop
- Oil Change Service
- Towing Service

## Other

- Hair Salon
- Barbershop
- Nail Salon
- Pet Groomer
- Dog Trainer
- Photographer
- Yoga Studio
- Pilates Studio

## 2. Business Name

Google's official guideline is to enter your business name exactly as it appears in the real world : on your signage, your website, and your marketing materials. Don't add keywords to your business name unless they're actually part of your legal name.



### The insider move:

*In extremely competitive markets — think downtown SLC or Provo — adding a keyword modifier like "Business Name | Family Entertainment" can help you appear for related searches.*

*We generally advise against this tactic until you've fully optimized everything else, and **technically it violates Google's guidelines**. Constantly tweaking your business name on your GBP can trigger a profile suspension.*

*If you try this approach: **don't say we didn't warn you**. If suspended, you'll need to appeal to Google and revert to your actual business name. Your profile won't be publicly visible until reinstated.*

## 3. Your Business Description

Your business description is prime real estate. You have 750 characters to tell Google and potential customers who you are, what you do, and where you do it. Every word should earn its place.

At Tobe, we use a four-part framework that we've refined across hundreds of local businesses:

1

### Core Statement

*Who You Are + What You Do + Where You Do It*

Start with your business name, primary specialty, and the specific Utah city or region you serve. Google reads this first.

2

### Specialties & Solutions

*Expand on What You Do*

Detail your key services or offerings, weaving in secondary keywords naturally. Focus on solutions, not features.

3

### Target Audience & Unique Approach

*The 'Who' and 'How'*

Briefly describe who you serve and what makes your approach different. This builds trust and helps Google understand your relevance.

4

### Value Statement & Implied CTA

*The 'Why Choose Us'*

Close with a statement reinforcing the benefit of choosing you. Imply the next step without a hard sell — the CTA lives elsewhere on your profile.

## **Template: How to Write Your GBP Description**

*[Business Name] is a leading [Primary Service/Category] serving [City/Region/Utah County]. We specialize in [Service 1], [Service 2], and [Service 3] to help [your customers] with [their primary problem or goal].*

*Our team supports [target customer type] using [your unique approach or value prop — e.g., same-day service, certified technicians, evidence-based treatments].*

*Partner with [Business Name] in [City] to achieve [the outcome your customer wants]. Visit our website or call to learn more.*

## 4. Products & Services

Your GBP's Products and Services section is one of the most underutilized optimization opportunities available. Think of it as your digital menu. It helps potential customers quickly understand what you offer and gives Google crucial context for matching your profile to relevant searches.

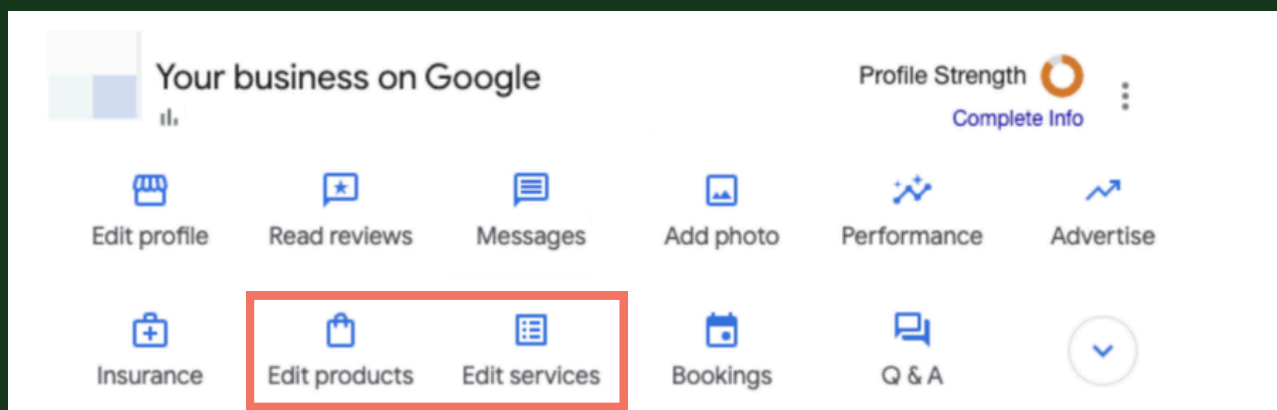
### **Google provides two distinct editors:**

**Services Editor:** The standard option for most service businesses. List your offerings under the relevant business categories you've selected. It's clean and effective for core services.

**Products Editor:** Often overlooked by service businesses, but powerful. It allows for photos per item, pricing, descriptions, and direct links to booking or service pages. On mobile, products often appear in a carousel format — high visibility, high engagement.

## Best practices for both:

- ✓ **List every core service individually.**  
Do NOT group them — "HVAC Repair & Installation" dilutes keyword relevance. Make them separate line items.
- ✓ **Include pricing when possible.**  
Even "Starting at \$X" reduces friction and filters out unqualified inquiries.
- ✓ **Write keyword-rich descriptions for each item**  
Explain the outcome or value, not just the name of the service.
- ✓ **Organize**  
Organize services under their relevant business categories.
- ✓ **Add photos**  
For products specifically: add photos and link directly to your booking or service page.
- ✓ **Keep everything current.**  
Outdated services or seasonal offerings that are no longer available create a poor customer experience.



## 5. Photos & Videos

Imagery is one of the most overlooked GBP optimization levers — and it directly impacts your ability to rank. Google favors complete profiles, and photos signal completeness. Beyond that, they build trust, improve click-through rates, and differentiate your business from every competitor with a generic stock photo profile.

**"Businesses with photos receive 42% more requests for directions and 35% more clicks to their websites."**

Source: Google Business Profile Insights

### Exterior Photos

- Building exterior from street view
- Entrance with signage
- Parking area / access

### Interior / Team Photos

- Owner / founder headshot
- Team group photo
- Staff in action / serving customers
- Reception or waiting area

### Experience Photos

- Work in progress / service delivery
- Equipment or technology in use
- Completed projects or results
- Treatment spaces / work areas

### Videos (High Impact)

- 30–60 second business walkthrough
- Owner/founder introduction
- "Day in the life" content
- Customer experience highlight

## 6. GBP Posts

Regular posts keep your profile dynamic and signal to Google that your business is active. Use posts to highlight services, promotions, seasonal offers, and educational content — and build in the keywords that don't naturally fit in your description or services list. Don't forget to add a relevant CTA!

**"Profiles with optimized posts see 35% more website clicks."**

Source: Google Business Profile Insights



### New Service/Offering

"Now offering [Service Name]: [brief description and key benefit]. Ideal for [your target customer]. Book today! [Link]"



### Seasonal/Local Promotion

"[Season/Event] Special for [City] residents: [offer details]. [Benefit statement]. Valid through [date]. Book now! [Link]"



### Educational/Trust Builder

"Did you know? [Useful fact related to your services]. Here's how [your business] can help Utah homeowners/families/businesses with [the problem]. Learn more: [Link]"



### Team/Culture Spotlight

"Meet [Name], our [role/specialty]. [Brief highlight of their background or what they love about serving Utah customers]. Now accepting new clients! [Link]"

## 7. The Q&A Section

Most businesses ignore the Q&A section entirely. That's a mistake — and a missed keyword opportunity. Anyone can ask a question on your profile, and anyone can answer it. If you don't populate and manage this section, your competitors (or worse, random strangers) will.

**Your move:** go into your own profile and proactively add the questions you get most often, along with strong, keyword-rich answers. Think of it as a public FAQ that Google reads and uses to match your profile to relevant searches.

### Strong Q&A examples for Utah businesses:

**Q: Do you serve customers in [City] and surrounding areas in Utah County?**

*A: Yes — we serve [City], [City 2], [City 3], and surrounding communities throughout Utah County and the Wasatch Front.*

**Q: What makes [Business Name] different from other [category] in [City]?**

*A: [Genuine differentiator — response time, certifications, unique approach, local ownership, etc.]*

**Q: How do I schedule an appointment / get a quote?**

*A: [Explain your booking process and include your preferred call-to-action].*

# Building & Managing Your Online Reputation

In Utah's growing market, your online reputation is your most powerful trust signal. Before a new resident calls you, they are reading your reviews. Before they book, they are looking at your star rating. Your reputation management strategy needs to be systematic, not reactive.

## Review Generation System

A strategic, consistent approach to collecting reviews is non-negotiable. Here's the five-part system we recommend:

1. **Timing is everything.** Ask for reviews at the highest-satisfaction moment in the customer journey — right after a successful job completion, a positive service interaction, or a follow-up that lands well.
2. **Diversify platforms.** Google is your priority, but Yelp, Facebook, and industry-specific directories (Houzz for contractors, Healthgrades for medical, etc.) all contribute to your overall reputation and local SEO.
3. **Make it effortless.** Send a direct link to your Google review page via text or email. Every additional step you require loses more customers. Frictionless = more reviews.
4. **Train your team.** Everyone who interacts with customers should know how and when to ask. A natural, conversational ask at the right moment converts far better than an automated email two days later.
5. **Make it easy with a template.** Some customers want to leave a great review but don't know what to say. A short, suggested template ("Feel free to mention what brought you in and what you experienced") removes the blank-page problem without putting words in their mouth.

# Review Response Strategy

How you respond to reviews matters almost as much as the reviews themselves. A thoughtful response shows both the reviewer and every future reader that you're a business that actually cares.

1. **Respond within 24–48 hours.** Speed signals attentiveness. New residents researching local businesses will notice if your last review response was six months ago.
2. **Positive reviews:** Thank them genuinely, reinforce a specific positive they mentioned, and invite them back. Use natural language — don't sound like a script.
3. **Negative reviews:** Express genuine empathy, take it offline quickly (provide a direct contact), and outline how you'll address it. Never get defensive. A well-handled negative review can actually increase trust with readers.
4. **Assign ownership.** One specific team member should own review monitoring and response. Shared responsibility typically means no one does it.



# Real Results: From Local Favorite to Regional Dominator

Here's what GBP optimization actually looks like in practice — with a Utah business we know well.

## Case Study: Utah Entertainment Venue

### The Situation

We worked with a premier entertainment venue right here in Utah — already a local favorite, known for incredible experiences and a loyal customer base in their immediate area. The problem? They had hit a ceiling. When it came to customers searching more than a few miles away, they were invisible. Competitors in neighboring cities were capturing customers who should have been theirs.

### The Strategy

We didn't just optimize for their brand name. We went on the offensive:

- Targeted high-value, non-branded keywords like "family fun" and "corporate events" across a wider geographic radius
- Optimized every section of their GBP to signal relevance not just to their city, but to the entire county
- Restructured their services and descriptions to capture high-intent searches across multiple Utah County cities

**#1 & #2**

Rankings in cities 10–15 miles away

**3 cities**

Market share taken from competitors across the valley

**This wasn't magic. It was engineering. And it was done almost entirely through GBP optimization — no major website overhaul required.** *They went from winning the neighborhood to taking customers from competitors three towns over.*

*Note: In highly competitive Utah markets like Salt Lake City and Provo, GBP optimization is your essential first step — but you may also need on-site website SEO, local landing pages, citation building, and backlinks to sustain and expand your rankings. We cover all of that in our ongoing local SEO management service.*

# Your Next Move

Utah's growth isn't slowing down. New residents keep arriving. New businesses keep opening. And the local search landscape keeps getting more competitive.

The good news: most of your competitors still haven't done this work. Their GBPs are incomplete, their descriptions are generic, and their review count is stuck at twelve from 2021. That's your window — and it's open right now.

Mastering your Google Business Profile is non-negotiable for any Utah business serious about getting found online. The strategies in this guide — from category selection and keyword-rich descriptions to photos, posts, reviews, and Q&As — are the foundation of a local SEO strategy that delivers real results.

Use what you've learned here to start optimizing your profile today. Even small improvements — fixing your categories, completing your description, adding ten photos — can produce meaningful ranking changes within weeks.

**And if you're ready to stop guessing and start dominating local search in Utah? That's exactly what we built Tobe Agency to do.**



# Ready to Claim Your Spot at the Top of the Map?

Our GBP 1x Optimization service is a one-time, done-for-you overhaul of your Google Business Profile. We audit your current profile, execute every optimization covered in this guide, and deliver a fully optimized GBP — ready to compete.

**Get Your GBP Optimization**

tobeagency.co

## Tobe a la Carte Services

### Build Your Own Front Door



**Local Website**

Starts at **\$1,999** per site



**Branding & Messaging**

Starts at **\$499** per brand



**Foundation CRM**

Starts at **\$20** per month

### Get Found by Local Customers



**GBP Tune-up**

Starts at **\$499** per project



**Local SEO**

Starts at **\$1,250** per month



**Paid Search**

Starts at **\$499** per month

### Scale Reach & Dominate Local Market



**Content Marketing**

Starts at **\$1,350** per month



**Paid Social**

Starts at **\$599** per brand