

GBP Service Description Rewrite

Companion worksheet to "How to Write GBP Service Descriptions That Signal Expertise"

Google and AI Overviews read your Google Business Profile service descriptions as part of who you are. Generic, keyword-bait entries add thin context; specific ones that name real submarkets, client types, and situations signal genuine expertise. Use this worksheet to audit your services and rewrite the weakest ones.

1. Audit your current services

Open your profile and sort every listed service into one of these buckets, then total.

Blank listed with no description _____

Generic marketing language anyone could write _____

Specific names real markets, clients, or situations _____

The blank and generic entries are your rewrite priority. Aim for four or five services that match your real practice, not every service you could claim.

2. Build each one from real specifics

A strong 300-character description names at least one of these three. The best name all three.

- ☐ **Specific submarkets you actually serve**
Named neighborhoods, not just the city.
- ☐ **Specific client types you commonly work with**
First-time buyers, relocating professionals, investors, downsizers.
- ☐ **Specific transaction situations you handle often**
Single-family rentals, contingent sales, new-construction purchases.

Generic: "Buyer's Agent. Helping homebuyers find their dream home in Atlanta."

Specific: "Buyer representation across Atlanta's Inman Park, Virginia-Highland, and Old Fourth Ward. Most clients are first-time buyers, relocating professionals, and single-family rental investors."

3. Rewrite one now

Pick your weakest service and draft a replacement under 300 characters.

Service name:

New description (name a submarket, a client type, and a situation):

4. Your commitments

Turn the audit into three concrete moves.

This week.

Review every listed service and flag the blank and generic ones. The number I need to rewrite:

This month.

Rewrite each to four or five real services with specific descriptions. The first service I will fix:

Ongoing.

When your website focus shifts, update the matching GBP description so the two stay one aligned entity. The rule I will follow:
