

Google Maps and WhatsApp

From the moment of search to the moment of order: the profile that convinces, and the reply that sells.

This guide's term, from Qamoos Tasweeq

What does Google Business Profile mean?

ملف النشاط على قوقل

The first thing people see when they look you up on the map.

■ A joint release

Two brands, one guide

Growth

Growth for Marketing

A Saudi marketing agency

We run business accounts end to end: content, ads, and monthly reports. In this guide we show how we work in practice.

growthksa.com

قاموس التسويق

One marketing term at a time, in plain words

An Arabic channel on Instagram and TikTok that explains marketing terms simply. In this guide it explains the terms you will meet.

[@qamoos_altswееq](https://www.instagram.com/qamoos_altswееq)

Growth shows how the work is done. **Qamoos Tasweeq** explains what the words mean.

■ The idea

Before they visit you, they search for you.



Most people open the map or send a message before any visit or order. This is where the deal is won or lost.

■ Google Maps profile

The first thing a client sees before coming to you

1 Rating

The score, the stars, and the number of reviews.

2 Buttons

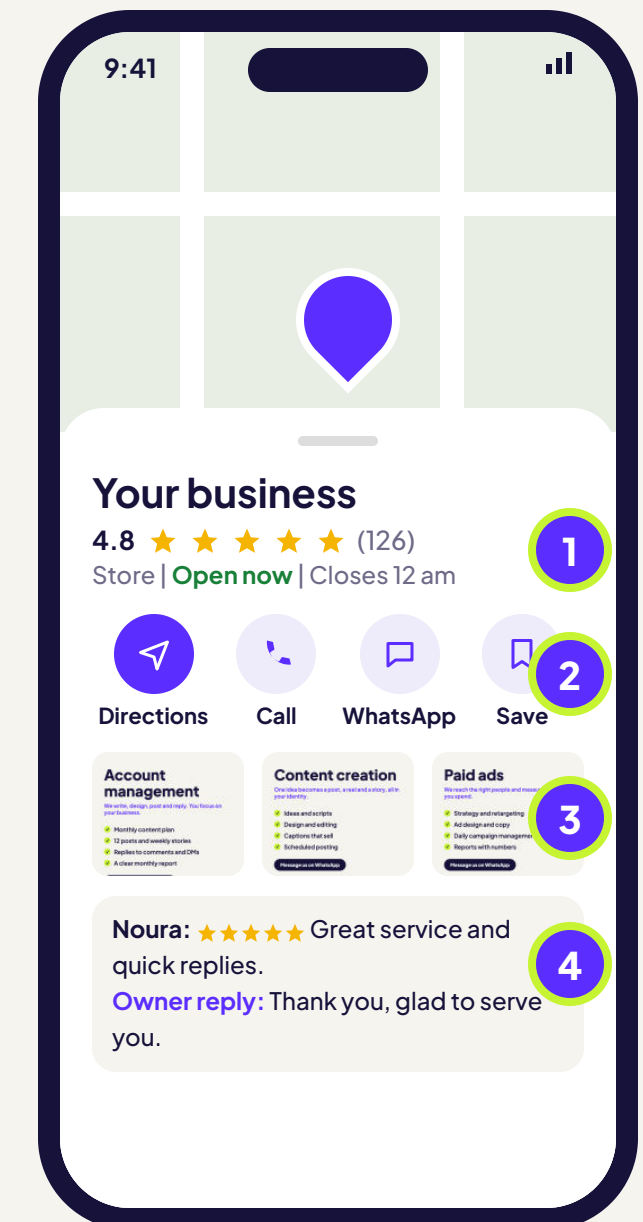
Directions, call, and WhatsApp in one tap.

3 Photos

Recent photos of the place and the products.

4 Review replies

Shows visitors that you care.



Business name and rating in the example are illustrative.

■ Google Maps profile

A Google profile that convinces: eight things

01

Name and category

Your real business name and the right category, without keyword stuffing.

02

Opening hours

Up to date, especially during seasons and Eid.

03

Photos

Front, inside, products, team. New photos every month.

04

Posts

A weekly post with offers or what is new.

05

Reviews

A reply to every review, positive and negative.

06

Questions and answers

We add the most frequent questions with their answers.

07

Contact options

Phone, WhatsApp, and website.

08

Exact location

The pin in the right spot, with a description that helps people arrive.

■ Reviews

How to get more reviews without awkwardness

01

After purchase

A short thank you message with a direct review link.

02

A code at the counter

A QR code that opens the review page directly.

03

Reply to everyone

Replies show new visitors that you care.

04

Never buy reviews

It breaks Google policy and can get the profile suspended.

■ WhatsApp Business

A first reply within seconds, even after hours

1 Welcome message

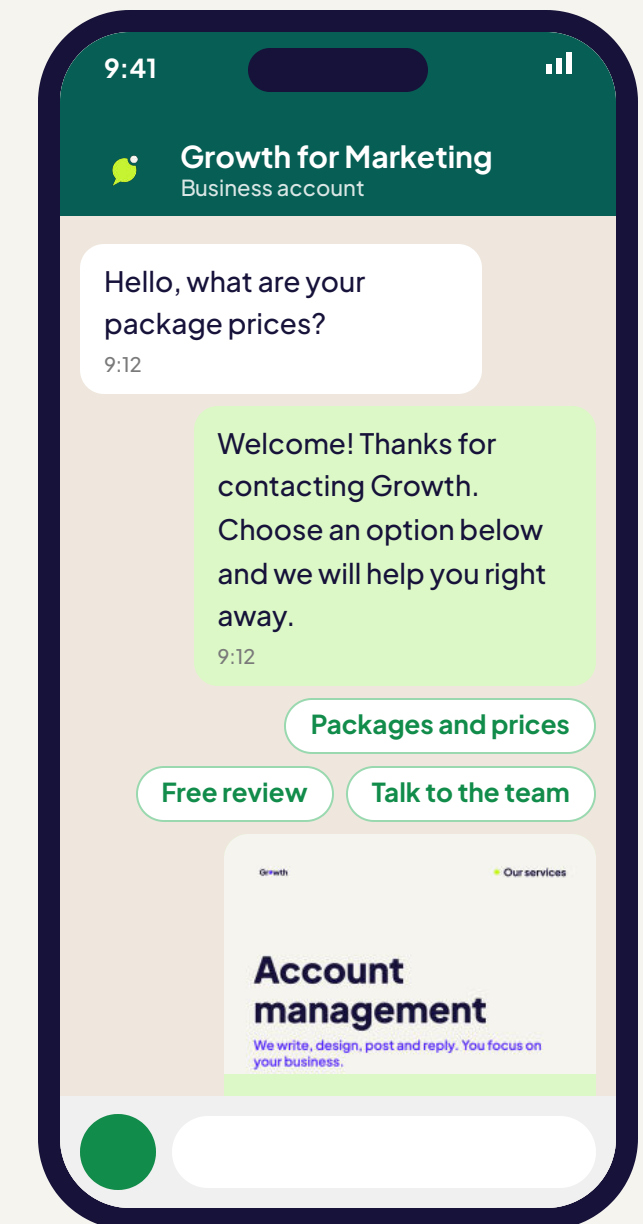
Replies automatically the moment a client messages you.

2 Quick replies

Ready buttons for the most frequent questions.

3 Catalog

Products and packages inside the chat itself.



■ WhatsApp Business

WhatsApp settings that save time

01

Welcome message

Replies automatically with the key information as soon as someone messages.

02

Away message

Outside working hours: when we will get back to you.

03

Quick replies

Ready answers to the most frequent questions.

04

Catalog

Products and prices inside the chat.

05

Labels

New client, order, follow up, sold.

06

WhatsApp channel

An offers channel clients follow without being disturbed.

■ Reply speed

A fast reply is part of marketing

One person in charge

One known person replies during working hours, with a backup on days off.

A set time

Our target is a reply within an hour during working hours, and within minutes during campaigns.

Follow up

Anyone who asked and did not order gets a friendly follow up a day later.

A great ad with a slow reply **is a wasted ad**. The client who gets no answer sends the same question to your competitor.

Three terms from this guide

What does **Google Business Profile** mean?

ملف النشاط على قوقل

Your business page on Google Maps and Search: address, hours, photos, and reviews.

In plain words: The first thing people see when they look you up on the map.

What does **Local SEO** mean?

الظهور في البحث المحلي

Improving your profile so you show up in searches near the customer.

In plain words: When someone types “restaurant near me”, you show up.

What does **Click to WhatsApp** mean?

إعلان واتساب | Click to WhatsApp ad

An Instagram or Facebook ad that opens a WhatsApp chat with you in one tap.

In plain words: One tap on the ad and they are messaging you.



Have another question?

We will explain it with numbers, in plain words.



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