



# Winning Local Leads With Your Google Business Profile (GBP)

SEPTEMBER 9-11, 2026  
NEW LOCATION! PARIS LAS VEGAS  
LAS VEGAS, NV

# THE EXPERIENCE CONVENTION AND TRADE SHOW

# Who We Are

We have helped over 150 restorers with revenues from \$250M to \$100k. We work with leaders in the industry such as The Experience Conference, RMS, RIA, Normi and more.



Some of the companies we work with



As seen  
in/on...



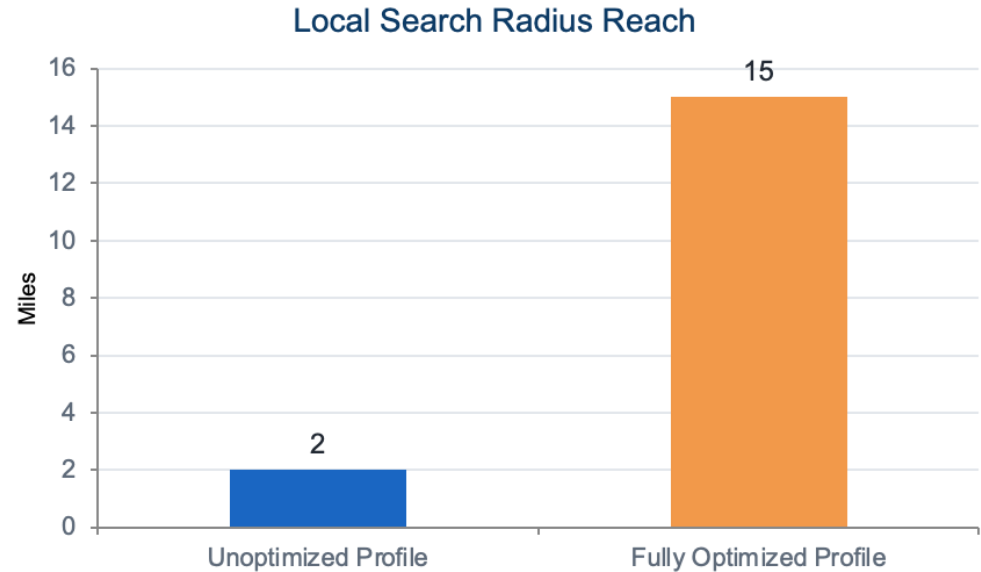
## About US

## Clients We Serve



# WHY Your Google Profile Is The MOST Important

- 1 Organic Traffic
- 2 Running Local Service Ads
- 3 Trust and Reputation
- 4 2 to 15+ Mile Radius
- 5 And a LOT more



*Illustrative example — an optimized GBP can extend how far your business appears in local search.*

# How I Audit Google Profiles

**1 Filled out properly?**

**2 Healthy and active**

**3 Competitors**



# Local Service Ads

1. Trust Signal
2. Response Times
3. Minimum Review Number



## Businesses

**Sponsored**

**SERVPRO of Henderson/Boulder City** :  
4.9 ★★★★★ (360) · Water damage restoration ser...  
25+ years in business · Henderson, NV  
Open 24 hours · (702) 564-8508

[Website](#)[Directions](#)

**WFM Restoration LLC**  
4.9 ★★★★★ (1.1K) · Water damage restoration se...  
7+ years in business · North Las Vegas, NV  
Open 24 hours · (702) 744-4481  
"Elian came out to inspect for **water damage** and did a great job."

[Website](#)[Directions](#)

**Elevate Restore**  
4.9 ★★★★★ (182) · Water damage restoration ser...  
15+ years in business · North Las Vegas, NV  
Open 24 hours · (725) 900-2201  
"They helped me with a **water damage** in my home and another small mold issue"

[Website](#)[Directions](#)

**Water Damage Professionals**  
5.0 ★★★★★ (49) · Water damage re...  
Las Vegas, NV  
Open 24 hours · (702) 560-9000  
"Water Damage Professional provides the best service in the..."

[Schedule](#)[Website](#)[Directions](#)

[More businesses](#) >

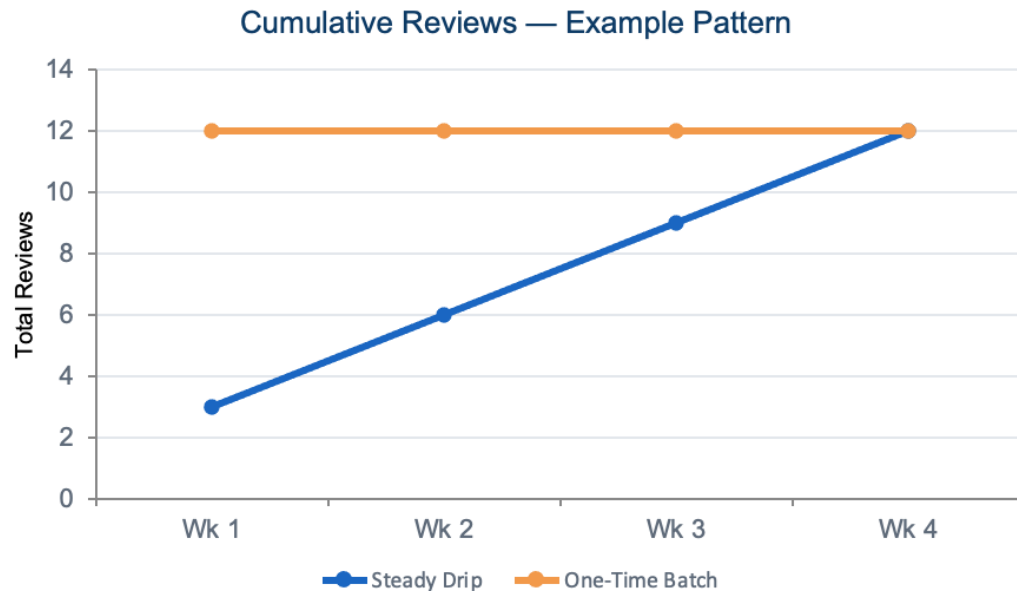
# Speed IS A Strategy

Reply in **minutes, not days**. Response speed is a real ranking signal.



# Velocity > Amount of Reviews

**A steady stream of new reviews beats one big batch — Google rewards recency.**



*Illustrative example — both scenarios end at 12 reviews; the steady-drip pattern keeps your profile looking active every week.*

# How to Get MORE 5 Star Reviews

1. Business Model
2. Asking friends and vendors
3. Training the Team
4. Rewarding the Team
5. Automations



- **Subcontractors:** Trade reviews with trusted drywallers, electricians, or environmental testers you hire for the reconstruction phase. 
- **Avoid Disaster Framing:** When asking friends for launch momentum, have them focus on your character, response times, and equipment quality rather than fake disaster stories.





You said "Business Model: Asking Friends and Vendors  
Insurance Adjusters & Plumbers: Focus your B2B review ...



You are completely right, and I apologize for that mistake. I gave you bad advice that directly violates Google's policies, and I should have caught that.

Trading reviews, having subcontractors or vendors write reviews for you, and asking friends to post reviews about services they did not actually receive are all forms of **fake engagement**. These tactics strictly violate Google's Maps User Contributed Content Policy. 

Engaging in these practices can get your Google Business Profile suspended, cause you to lose your Local Services Ads (LSA) verification, or lead to Google placing a prominent public warning on your business listing.

Here is the correct, policy-compliant way for a restoration business to handle these specific groups:

# PLEASE Respond to EVERY Negative Review

 Local Guide · 12 reviews

★★★★★ 2 years ago

notified me my bill was higher than normal. This company was on their smart water list. Very nice man came and checked what problem may be and stated it was a main line break. Gave me estimate for 3-5 k to fix. I contacted HOA warranty dept to see if this could be covered by them.

They came out and confirmed it was only a gasket on the pipe attached to the water meter that needed to be replaced. Very disappointed I would have paid to get this fixed. Luckily my home is still under warranty and the warranty dept was honest with me!

 Hover to react 

★★★★★ 6 years ago

More

 **Response from the owner**  
3 years ago

Hi David, I don't think we did any work for you sir. Please advise with your address so that we can understand your negative review with no information. Thank you sir.

# Posting (VERY Underrated)



A little progress every day.  
Removing damaged areas and  
getting this space clean, safe,  
and our crew is preparing thi...

1 day ago

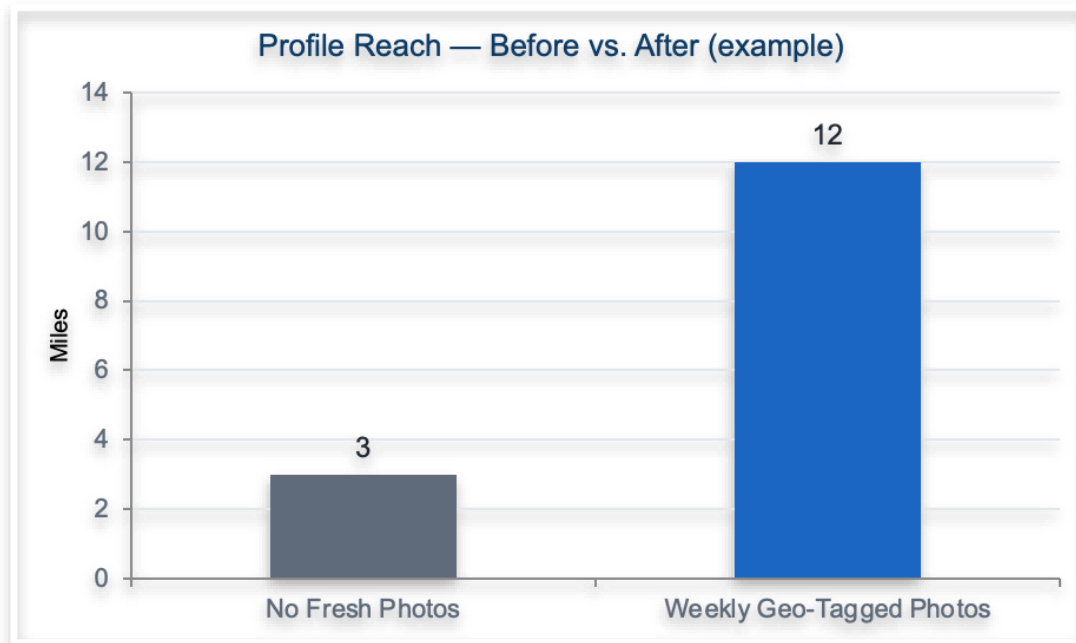


Today's progress sta  
cleanup and moistu  
One step closer to a  
basement....

4 days ago

# PHOTOS Help Increase Your Radius AND Show Up

**Fresh, geo-tagged photos widen your radius and lift you in the map pack.**



*Illustrative example — directional only, meant to show the effect of consistent photo activity.*

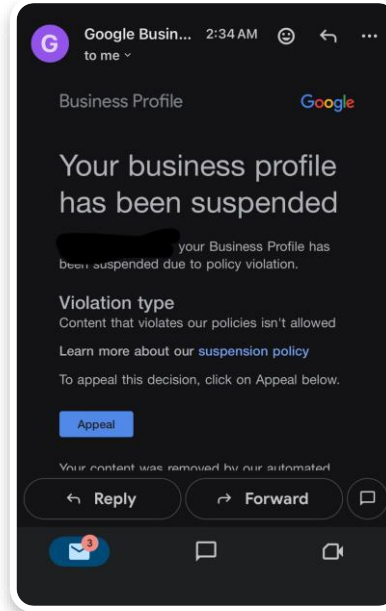
## WRONG Strategies

**Fake reviews, keyword stuffing, and fake addresses are the fast track to a suspension.**



# SUSPENDED!?! What To Do...

**Don't panic.**  
**Document everything**  
**and file a clean,**  
**evidence-backed**  
**reinstatement appeal.**



# Questions? + A Special Offer

*Scan the code to sign up now — then fire away with your questions while I take them live.*

1

## **GBP Checklist + Scorecard**

Self-grade your profile against my exact audit criteria. Book a free review call for anything that scores low.

2

## **Free GBP + LSA Audit**

First 10-15 to sign up get the exact profile audit from today's talk run live on their own business.

3

## **Photo + Post Content Pack**

A ready-to-use 30-day posting & photo calendar you can start putting to work this week.



**Scan to claim all three — free for attendees**