

What Your Google Business Profile Is Actually Worth

A plain-language assessment of what's changed in local retail, and what it costs a business to fall behind on it.

Before a retail customer calls, walks in, or even sees your ad, most of them have already made the decision — on your Google Business Profile. **That page has become the actual front door.** A profile that looks current and well-reviewed earns trust for free; a stale or thin one forces the business behind it to spend more, every time, to win the same customer someone else is getting for nothing.

41%

OF CONSUMERS NOW ALWAYS READ REVIEWS BEFORE BUYING — UP FROM 29% THE YEAR BEFORE. (BrightLocal, Local Consumer Review Survey 2026)

74%

SPECIFICALLY LOOK FOR REVIEWS WRITTEN IN THE LAST THREE MONTHS. AN OUTDATED PROFILE IS INVISIBLE TO THEM REGARDLESS OF PAST REPUTATION. (BrightLocal 2026)

\$53,088

MAXIMUM CIVIL PENALTY PER VIOLATION FOR FAKE OR INCENTIVIZED REVIEWS, UNDER FTC RULE 16 CFR PART 465, IN FORCE SINCE 2024.

FINDABILITY

Being on the map isn't being on the list.

Google's organic local results are won on relevance, distance, and how current the profile looks — not on how long the business has existed. A profile nobody has touched in months quietly drops out of the results customers actually read, while it still "exists" on the map.

TRUST

Silence reads as absence.

The review a customer reads today decides before your phone ever rings. An unanswered review — especially a bad one — sits there being read by everyone after it, and it reads as nobody being home. A business that visibly replies looks staffed, current, and in charge of its own name.

COMPLIANCE

This is federal law now, not best practice.

The FTC's rule against gated and incentivized reviews has been active since 2024, with real enforcement behind it — a \$750,000 settlement and warning letters already sent to named companies. Getting this wrong is no longer a marketing mistake; it's regulatory exposure.

WHERE MARQUEE COMES IN

This page is the general picture. Yours is specific — and it's usually worse or better than you'd guess. We'll walk in, run a free in-person demo on your own phone, and hand you a personalized action plan built off your actual Google profile: what's working, what's costing you, and what to fix first. No cost, no obligation.



SCAN FOR THE DEMO

Jeff Schaeffer

Marquee Business Solutions

(610) 590-1165 · jeff@marqueebusinesssolutions.com

Figures cited: BrightLocal Local Consumer Review Survey 2026; FTC Rule 16 CFR Part 465 (in force 2024); FTC & Illinois AG v. Premium Home Service, final order. Every number on this page is independently sourced — nothing here is estimated.