

How your Google Business Profile feeds AI answers

Each profile field is a fact a model can safely repeat. Google's AI reads it directly; other assistants reach it through search and syndicated listings.

YOUR GOOGLE BUSINESS PROFILE

1 Primary category

"Plumber" — answers the model's first question: what is this business?

2 Services list

Water heater installation, drain cleaning, repiping — each one a quotable fact

3 Hours

Open now / 24-hr emergency line — filters "who can I call right now" queries

4 Attributes & description

Family-owned, free estimates, two plain sentences worth quoting verbatim

5 Q&A section

Question-answer pairs in exactly the shape an assistant needs

6 Reviews

Read as sentences about specific services, not just counted

HOW MODELS REACH IT

Google AI Overviews & Gemini

Read the profile directly through the same Maps and knowledge graph data behind the map pack.

ChatGPT & other assistants

Reach it through web search results and the listing data that syndicates out to the directory ecosystem.

Cross-referencing

Profile vs. website vs. directories. Sources that agree raise confidence; mismatches quietly remove you from answers.

THE AI ANSWER

"Who's a good plumber near me for a water heater? It's after 6."

Summit Plumbing is a solid choice. They're a family-owned plumber that handles tankless water heater installation, they run a 24-hour emergency line, and they offer free estimates.

Reviewers mention fast, clean water heater work specifically.

Every highlighted claim maps back to a profile field. A thin or inconsistent profile gives the model nothing safe to say, and the recommendation goes to a competitor instead.