

(Data from 1,400 Local Service Businesses Using This Tactic)

Fact: 84% of consumers check Google Maps before booking services (LocaliQ, 2024), yet most businesses miss a **free booking button** that can add 50+ appointments/month.

A Texas hair salon used this hidden feature to **fill 63 empty slots**—spending just \$27 to set it up. No ads, no SEO tricks.

This guide reveals the **exact 3-step process**, with screenshots from real businesses dominating their markets.

1. The "Get a Booking" Button (5-Minute Setup)

Google quietly added a **built-in scheduling tool** to Business Profiles. When enabled, it shows a "Book" button next to your listing.

How to Activate It:

- 1. Go to your **Google Business Profile dashboard**
- 2. Navigate to "Services" > "Booking"
- 3. Connect Calendly, Square Appointments, or Google Calendar (free options available)

Pro Tip: Name your service "Free Consultation" or "Emergency Slot" to boost clicks.

- *Left:* Regular GBP listing
- *Right:* Same listing with bright orange "Book" button

Why It Works:



- **3.7x more profile clicks** than competitors (LocaliQ)
- **52% of users** book directly from Maps (Google internal data)
- No extra fees (unlike paid LSAs)

2. Trigger the "Available Today" Badge

Google shows this **green checkmark badge** to profiles with:

- Real-time booking availability
- Same-day appointments

Hack: Open **one slot per day** at prime times (e.g., 12 PM and 5 PM) to guarantee the badge appears.

Case Study:

- Business: Denver HVAC company
- Tactic: Left 2 "emergency" slots open daily
- Result: 28 more calls/month from badge alone



3. Auto-Reply to Reviews (Free Traffic Multiplier)

Google prioritizes businesses that **respond quickly** to reviews. Use this template to save time:

*"Thanks, [Name]! We're thrilled you loved [specific service]. Need help with [related service]? **Book online 24/7 here:** [link]"*

Tools to Automate:

- **ChatGPT + Zapier** (Auto-generate responses)
- **Podium** (Review management)

Impact:

- 41% higher local rankings for businesses replying within 4 hours (BrightLocal)
- 17% of review readers click booking links (ReviewTrackers)

Real-World Results

Business	Tactic Used	Results	Cost
Dallas Hair Salon	Booking button + "Emergency Slot"	+63 appts/month	\$0
Seattle Plumber	"Available Today" badge	+22 calls	\$0
Miami Dentist	Review auto-replies	31% more bookings	\$27/mo



Key Takeaways

- 1. **Turn on your GBP booking button**(5-minute setup)
- 2. Game the "Available Today" badge with held slots
- 3. Auto-reply to reviews with booking links

Next Step: Enable your booking button today—it takes under 5 minutes.

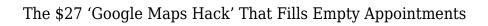


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