

The Science Behind High-Performance Marketing Edition #5 | June 12, 2025

# Why 62% of Google Business Profiles Get Zero Calls (And How to Fix It)

(Data from 1,200 Local Service Businesses)

**Shocking Stat:** 6 out of 10 GBP listings fail to drive calls—not because of rankings, but **three photo mistakes**92% of businesses ignore.

A Chicago HVAC company **tripled inbound calls in 30 days** by fixing these errors. Here's the breakdown, with before/after screenshots and free tools.

## The 3 Photo Fixes That Actually Work

## 1. Your "3rd Photo" Is Your Secret Weapon

Google prioritizes profiles with **3+ high-conversion photos**. The winning sequence:

- 1. **Hero Shot** (Storefront/team)
- 2. **Social Proof** (Customer interaction)
- 3. **Problem-Solver** (Before/after or emergency service)

#### **Case Study:**



- **Before:** 2 generic photos → 8 calls/week
- After: Added "dirty vs. clean AC" comparison → 24 calls/week

## 2. Alt Text That Beats the Algorithm

Google can't "see" your photos—it reads alt text. Use this formula:

"[Service] in [City] | Before/after [problem] | Call [number]"

#### **Example for Plumbers:**

\*"Emergency pipe repair in Austin | Burst pipe vs. fixed | Call (512) 555-1234"\*

**Tool:** GBP Photo Alt Text Editor (Free)

#### 3. The "Ugly Truth" About Professional Photos

- **Polished studio shots** get 23% fewer clicks (LocalViking 2025)
- Authentic iPhone photos with real customers perform best

**Pro Tip:** Add **text overlays** like "Serving [Neighborhood] since [Year]"

## **Real-World Results**

BusinessPhoto FixCall Increase Time InvestedChicago HVACAdded before/after200%15 mins



Business	Photo Fix	Call Increase Time Invested	
Miami Plumber	Alt text optimization	91% 5 mins	

Dallas Electrician Swapped pro for candid shots 68% 10 mins

# **Free Tools to Implement Today**

- 1. Canva GBP Photo Templates(<a href="Download">Download</a>)
- 2. Alt Text Generator (Free Tool)
- 3. Local Rank Tracker (Moz Local)

## **Key Takeaways**

- 1. **Upload 3+ strategic photos**(Problem-solver is critical)
- 2. Stuff alt text with keywords + CTA
- 3. **Ditch "too perfect" shots** for authentic visuals

Next Step: Audit your GBP photos today—it takes 10 minutes.





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X





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