

Choose the Right Business Category

One setting, and it's among the most consequential on your entire profile.

TIME	COST	DIFFICULTY	AUDIT SIGNAL
20 minutes	Free	Easy	category_match_accurate

WHAT WE MEASURED

We checked whether your listed business category accurately matches what your business actually does.

WHY IT MATTERS

Your **primary category** on Google Business Profile carries substantially more weight than any additional category for deciding which searches you appear in. It also determines which *features* your profile gets — booking buttons, menus, service lists, attributes.

Practitioners consistently find that changing a primary category can move local rankings within days. Google doesn't publish the weighting, so treat that as strong observation rather than documented fact — but it's the most consistent observation in local search.

FIX IT YOURSELF

1 Apply Google's own test

Google's guideline is precise. Choose categories that complete the sentence:

"This business IS a ____."

Not *"this business HAS a ____."*

- A bookstore with a coffee counter is a **Book Store** — not also a Coffee Shop.
- A plumber who also cleans drains is a **Plumber** — "drain cleaning" is a *service*, listed under Services, not a category.

2 Pick the most specific option available

Google automatically infers the broader categories from a specific one. If you select "Golf Resort," Google already understands "Resort Hotel," "Hotel," and "Golf Course" behind the scenes.

So adding those broader ones yourself is redundant and wastes slots.

3 Use as few as possible

You may have up to 10 total — one primary, nine additional. Google's actual advice: *"Use as few categories as possible to describe your overall core business."*

Each additional category dilutes the others. Three well-chosen categories beat nine scattered ones.

4 See what your best competitors use

Free method: search your main service on Google Maps, open a top-ranking competitor's profile, and view the page source (**Ctrl+U**), searching for `"@type"`.

Easier: install the free **GMB Everywhere** or **PlePer** browser extension, which shows primary and secondary categories directly on any profile.

To browse the full category list, use the community-maintained searchable reference at **pleper.com** → Tools → GMB Categories. (Google doesn't publish a user-facing list.)

5 Set it and then leave it alone

Edit profile → **Business category**. Set your primary to the category matching your **highest-value service**.

Then watch your GBP Performance data for 2–4 weeks. **Don't change it more than once a month** — you won't be able to tell what caused what.

CHECK YOUR WORK

- ☐ Your primary category completes the sentence 'this business IS a ____'.
- ☐ It's the most specific option available.
- ☐ You have fewer than five categories total.
- ☐ No category is there as a keyword.
- ☐ Your services are listed under Services, not as categories.

COMMON MISTAKES

- **Categories used as keywords.** Explicitly prohibited.
- **Categories for related or nearby businesses.** Also prohibited.
- **Adding broader categories Google already infers.** Wasted slots.
- **Changing it weekly.** You lose the ability to measure anything.

This fix is free. You can earn and keep any Agenarys Seal tier — including Platinum — without paying Agenarys anything beyond the audit itself. If you would rather have help doing it, we sell that. We never sell passage.

SOURCES & FURTHER READING

Google Business Profile guidelines: support.google.com/business/answer/3038177