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PHONE NUMBER KAAFI NAHI.
ADD A BOOK BUTTON

A step-by-step guide to adding an appointment / booking link to your Google Business Profile, so customers can book at 11 PM instead of calling a closed shop.

Inside:

- **The 3 steps (Edit profile → Contact → Appointment links)**
- **Which link to use if you don't have booking software**
- **The 2-minute test before you leave it**
- **A checklist + common mistakes**

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THE 3 STEPS

STEP 1 Open your profile in edit mode.

Search your exact business name on Google while signed in with the Gmail that manages the listing (or open the Google Maps app → your profile). Tap Edit profile.

STEP 2 Contact → Appointment links.

In Edit profile, open the Contact section. If your category supports it, you'll see Appointment links (sometimes shown as "Bookings"). Paste one link and save.

> No booking software? Use one of these:
> • A booking / enquiry page on your website (e.g. yourwebsite.com/book)
> • A WhatsApp click-to-chat link: https://wa.me/91XXXXXXXXXX (your number with country code, no + or spaces)
> • Your website contact page with a form

STEP 3 Test it like a customer.

Save, wait a few minutes, then open your listing on your own phone (mobile data, not office Wi-Fi). Tap the button. It must open the right page in one tap. If it opens a 404, a home page, or asks for login, fix the link.

> Don't see "Appointment links"? The option is shown only for some business categories (salons, clinics, consultants, restaurants, services etc.). Check your primary category is correct. Never pick a wrong category just to get the button.

CHECKLIST

- ☐ Signed in with the Gmail that owns / manages the listing
- ☐ Edit profile → Contact → Appointment links filled
- ☐ Link opens in ONE tap on mobile (tested on my own phone)
- ☐ Page loads fast and shows how to book (date, time or WhatsApp)
- ☐ Primary category is correct
- ☐ Phone number still on the listing (button adds, doesn't replace)
- ☐ Re-check the link every month (websites change, links break)

COMMON MISTAKES

- Linking the home page. The customer has to hunt for the booking form and leaves.
- WhatsApp link without country code. Use https://wa.me/91 + number.
- Never testing on mobile. Most Maps users are on phones.
- Broken link after a website redesign. A dead button is worse than no button.

> Want me to check your Google listing? Message me on Instagram @ideepbhardwaj or call +91-9650381400. Follow for practical Google Maps fixes every week.