

B2B PLAYBOOK



PREPARED FOR

**MOBICA**

# Google Business Profile Playbook

Step-by-step guide to optimizing Mobica for Integrated Industries's Google Business Profile for maximum B2B visibility with hotel procurement buyers.

COMPANY

**Mobica for Integrated Industries**

VERTICAL

**Furniture & FF&E Manufacturing**

DATE

**March 2026**

POWERED BY

**Innlead**.ai

B2B HOTEL SUPPLY INTELLIGENCE PLATFORM

SECTION 01

## Current Profile Audit

Assessment of Mobica for Integrated Industries's existing Google Business Profile completeness and optimization level.

Mobica for Integrated Industries Logo

### Mobica for Integrated Industries

No reviews yet

Furniture Manufacturer · Cairo, Egypt

Website
Directions
Call

## 45%

PROFILE COMPLETE

## 0

REVIEWS

## 3

PHOTOS

ELEMENT	STATUS	ACTION NEEDED
Business Name	Set	Verify Mobica for Integrated Industries matches all directories and LinkedIn
Primary Category	Basic	Change from Wholesale Supplier to Furniture Manufacturer as primary category
Description	Missing	Write keyword-rich 750-char description featuring FF&E, IKEA OEM, hotel furniture
Business Hours	Set	Include showroom hours if applicable
Service Areas	Not set	Add all regions you serve
Products/Services	Empty	Add all furniture categories
Photos	Minimal	Need 20+ professional photos
Posts	None	Begin weekly posting schedule

## SECTION 02

## Profile Optimization Checklist

Complete every item to maximize your Google Business Profile visibility for B2B hotel supply searches.

- 1 Verify Business Ownership**  
Complete Google's verification process (postcard, phone, or instant verification). Essential for all features.
- 2 Select Optimal Categories**  
Primary: "Furniture & FF&E Manufacturing Supplier" or "Wholesale Supplier". Add secondary categories for each product line.
- 3 Write Keyword-Rich Description**  
750 characters max. Include: furniture, hotel supply, B2B, wholesale, your region, certifications.
- 4 Add All Products & Services**  
List every product category with descriptions and price ranges (or "Request Quote"). Use B2B keywords.
- 5 Upload 20+ Professional Photos**  
See photo strategy on Page 5. Include showroom, warehouse, products, team, hotel installations.
- 6 Set Service Areas**  
Add all cities/regions you deliver to. B2B suppliers should list broad delivery areas.
- 7 Add Business Attributes**  
Wheelchair accessible, languages spoken, payment methods accepted, "Women-led" or "Veteran-led" if applicable.
- 8 Enable Messaging & Booking**  
Turn on messaging for direct inquiries. Add appointment/consultation booking if available.

## SECTION 03

## Category & Description

Selecting the right categories and crafting a description that drives B2B discovery.

### ✦ Recommended Categories for B2B Suppliers

#### PRIMARY CATEGORY

"Wholesale Supplier" or the most specific category matching your Furniture & FF&E Manufacturing vertical.

#### SECONDARY CATEGORIES (ADD ALL THAT APPLY)

- Office Furniture Store
- Interior Designer
- Wholesale Furniture Store
- Custom Furniture Store

### ✍ Optimized Description Template

#### DESCRIPTION TEMPLATE (750 CHARACTERS MAX)

*Mobica for Integrated Industries is a leading B2B supplier of premium furniture for the hospitality industry. We serve hotels, resorts, and hospitality groups with [specific products]. Our products meet [certifications/standards] requirements and are trusted by [number] hotels worldwide. We offer competitive wholesale pricing, custom branding options, and reliable delivery across [service area]. Whether you're a boutique hotel or international chain, we provide [key differentiator]. Contact us for samples, product catalogs, and volume pricing. Visit our showroom at [address] or request a quote online.*

**B2B Description Tips:** Include keywords like "wholesale," "B2B," "hotel supplier," "bulk orders," and your specific product types. Mention certifications (ISO, OEKO-TEX, etc.) and service regions. Hotel procurement managers search these terms specifically.

## SECTION 04

## Photo Strategy for B2B

B2B photo strategy focused on showroom, warehouse, products, and team - the images hotel buyers want to see.



### Showroom / Office

Target: 5-8 photos (showroom + factory entrance)



### Warehouse / Factory

Target: 4-6 photos (15 factories, CNC lines, finishing)



### Product Displays

Target: 8-12 photos (hotel furniture, office, exterior)



### Team / Leadership

Target: 3-5 photos (2,400+ employees, design team)



### Hotel Installations

Target: 4-6 photos (hotel room installations, lobby FF&E)



### Trade Shows / Events

Target: 3-4 photos (Index Dubai, EQUIP HOTEL)

**B2B Photo Priority:** Hotel procurement managers want to see your facilities, product quality, and professionalism. Professional showroom and warehouse photos build trust. Product close-ups showing quality details and hotel installation photos showing real-world applications are most impactful.

### PHOTO SPECIFICATIONS

- Minimum resolution: 720px wide (2048px+ recommended)
- Format: JPG or PNG, under 5MB
- Lighting: Professional or well-lit natural light
- No stock photos, watermarks, or heavy editing
- Geo-tag photos with your business location when possible
- Add new photos monthly to signal active business

SECTION 05

## Post Strategy & Content Calendar

Weekly posting schedule to keep your profile active and visible to hotel procurement managers.

### B2B Post Types

#### PRODUCT HIGHLIGHTS

Feature a specific product with hotel-focused benefits. "Our premium 600 GSM bath towels are now available for bulk orders. Trusted by 50+ hotels."

Weekly

#### INDUSTRY INSIGHTS

Share hotel industry trends, sustainability initiatives, or regulatory updates relevant to your products.

Bi-weekly

#### TRADE SHOW ANNOUNCEMENTS

Announce trade show attendance, booth locations, and special offers for visitors.

As needed

#### CLIENT SUCCESS / INSTALLATIONS

Share photos and brief stories from hotel installations. "We just outfitted 200 rooms at [Hotel Name]."

Monthly

### Sample Monthly Schedule

WEEK	POST TYPE	CONTENT IDEA
Week 1	Product Highlight	Feature bestselling hotel furniture line with 5-star room installation photos
Week 2	Industry Insight	Hospitality design trends 2026: sustainable materials, modular furniture, Egyptian craftsmanship
Week 3	Client Success	Hotel project showcase: completed FF&E delivery for [Hotel Name] with procurement director quote
Week 4	Company Update	Index Dubai / EQUIP HOTEL preview, new product line launch, factory expansion update

## SECTION 06

## Review Management & Response Templates

Building and managing reviews from hotel clients, with professional B2B response templates.

### ☆ How to Request B2B Reviews

- Ask after successful deliveries or project completions
- Send personalized email with direct review link
- Request from procurement managers, not just hotel GMs
- Mention specific products or projects in your ask
- Follow up once after 7 days if no response
- Target: 2-3 new reviews per month

### 💬 Response Templates

#### POSITIVE REVIEW RESPONSE

*Thank you, [Name]! We're delighted that our custom FF&E package has met [Hotel Name]'s design vision and quality standards. It's been a pleasure working with your procurement and interior design teams on this project. With our 15 factories, we're always ready for reorders, additional room types, or exploring our office and exterior furniture lines. Looking forward to our continued partnership!*

#### NEUTRAL REVIEW RESPONSE

*Thank you for sharing your feedback, [Name]. We appreciate your honest assessment and would love to discuss how we can better serve [Hotel Name]'s FF&E requirements. Please reach out to our dedicated account manager so we can address any concerns about materials, finishes, or delivery timelines and ensure your next furniture order exceeds expectations.*

#### NEGATIVE REVIEW RESPONSE

*We sincerely apologize for your experience, [Name]. This falls below the quality standards we uphold as an IKEA OEM manufacturer and 50-year industry leader. Our senior account manager will contact you directly within 24 hours to resolve this. We value [Hotel Name] as a partner and are committed to making this right -- whether that means replacement pieces, on-site inspection, or expedited remanufacturing.*

## SECTION 07

## Q&A Management & Local SEO

Proactively seed Q&A content and integrate your GBP with broader local SEO strategy.

### Pre-Seed These B2B Questions

- **Q: Do you offer wholesale/bulk pricing?** A: Yes, we provide competitive volume pricing for hotels and hospitality groups. Contact us for a customized quote.
- **Q: What is your minimum order quantity?** A: Our MOQ varies by product line. Hotel room furniture packages start at 20 rooms. Office furniture starts at 50 units. We accommodate both boutique hotels and large hotel chains with 500+ room orders. Contact us for custom MOQ discussions.
- **Q: Do you offer product samples?** A: Absolutely. We provide complimentary samples for qualified hotel buyers. Request samples through our website or call us directly.
- **Q: What certifications do your products have?** A: Our furniture meets international fire retardancy standards (BS 5852, NFPA 701), GREENGUARD certification for low emissions, and IKEA quality benchmarks (IOS-MAT standards). Full certification documentation and test reports are available upon request.
- **Q: Do you ship internationally?** A: Yes, we serve hotels worldwide with reliable shipping and logistics support.

### Local SEO Integration Checklist

#### NAP CONSISTENCY

- Verify Name, Address, Phone match across all listings
- Use exact same format everywhere (no abbreviations vs full)
- Update citations if you move or change phone

#### LOCAL DIRECTORIES

- Bing Places for Business
- Apple Maps Connect
- Industry-specific directories
- Chamber of Commerce listing

## SECTION 08

## Monthly Maintenance Calendar

Ongoing tasks to keep your Google Business Profile optimized and ranking above competitors.

TASK	FREQUENCY	DETAILS
Publish GBP Posts	Weekly	1 post per week minimum. Rotate between product, insight, and success story types.
Upload New Photos	Monthly	Add 3-5 new photos. Product shots, team photos, hotel installation photos.
Request Reviews	Ongoing	After every major delivery or project completion. Target: 2-3 per month.
Respond to Reviews	Within 24hrs	Reply to every review, positive or negative, using templates from Page 7.
Answer Q&A	Within 24hrs	Monitor and answer all questions promptly. Flag inappropriate content.
Update Products/Services	Quarterly	Add new products, update pricing, remove discontinued items.
Review Insights	Monthly	Check search queries, views, clicks, and direction requests in GBP dashboard.
Competitor Check	Monthly	Review competitor profiles for new features, reviews, or posts to respond to.
Update Business Info	As Needed	Update hours, holiday schedules, contact info, and service areas.
Photo Refresh	Quarterly	Replace low-performing photos. Add seasonal or campaign-specific imagery.

### ✦ First 7 Days Quick Start

- 1 Claim and verify profile**  
 Foundation for everything else
- 2 Complete all basic info (name, address, phone, hours, website)**  
 Enables search visibility
- 3 Select optimal primary and secondary categories**  
 Determines which searches you appear in
- 4 Write keyword-rich description**  
 Improves relevance for B2B queries
- 5 Upload 10+ professional photos**  
 Profiles with photos get 42% more direction requests
- 6 Add all products/services with descriptions**  
 Helps Google match you to specific queries
- 7 Pre-seed 5 Q&A items and publish first post**  
 Shows active, engaged business