SMALL BUSINESS Websites & Search

WR011 · TODAY'S HEADLINE

Can't answer the phone while you're working? Google Maps now gives your customers a Message button.

You're under a sink, hands wet, and the phone buzzes. You let it go. That person found you on Google Maps, and a lot of the time they just call the next guy, right? Google now puts a **Message button right next to Call** on your Maps listing, on Android and iPhone. [1]

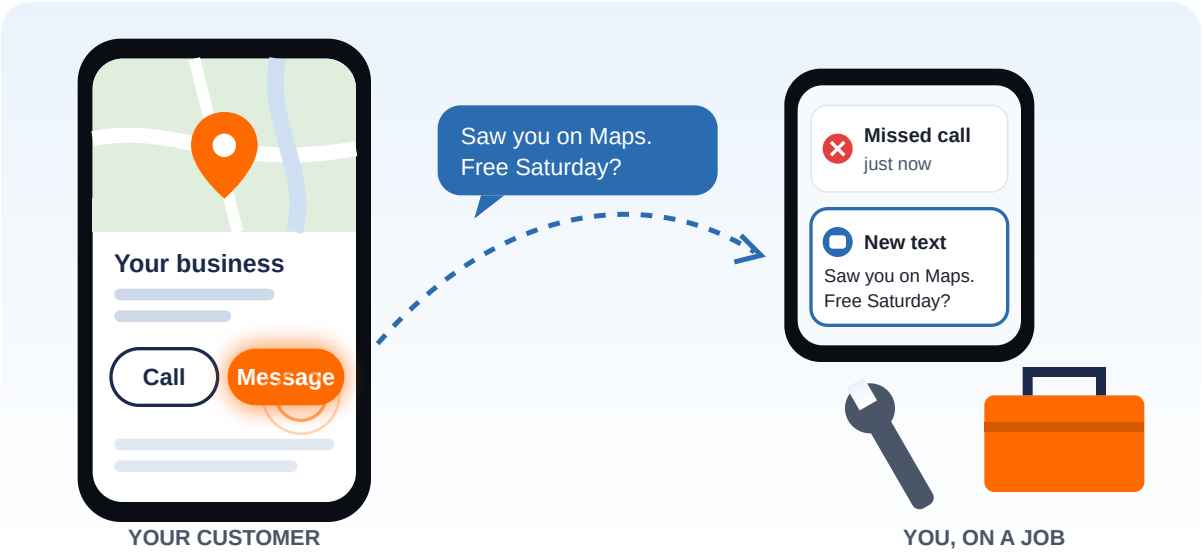
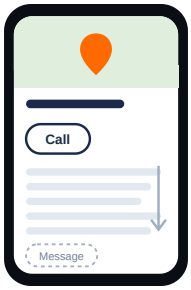
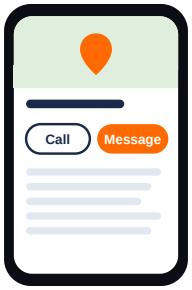


Illustration. It's for profiles with chat turned on, and goes where you set it: a text to your number, or WhatsApp. [1][3][4]



BEFORE

Chat was there, but you had to scroll deep down the profile to find it. [1]



NOW

Message sits right next to Call, up top. [1][2]

A button is only as good as whoever answers it.

Search Engine Journal said it plainly: a dead link or an inbox nobody reads now sits in one of the top buttons. [4] If somebody texts you from Maps and hears nothing back, that's the same as a missed call. Maybe worse, because they waited.

And to be clear about what this isn't: Google didn't say it helps you rank, and nobody has shown how many people tap it. It's in select regions and might not be on your profile yet. [3]

TWO MINUTES TONIGHT

Open your Business Profile: **`Edit profile › Contact › Chat`**. [3] See where it points. For text, it has to be a number that can get texts, so make it the phone in your pocket. Put in both WhatsApp and text, and customers only see the text one. [3]

Know you won't answer it? Leave it off. That's a fine answer too, that's just my take. Think I'm off on this one? Text me.

WatchLocal score: 75 out of 100. This is how I rate this story: how solid the proof is (45), how much it touches getting found (30), and how much it changes what an owner should do (25).

Sources

[1] Lisa Landsman, Google, "Google Small Business Bulletin: Holiday Checklist & New Features," Business Profile Community, Nov 5, 2026 support.google.com/business/thread/476642299

[2] Search Engine Roundtable, "Google Expands Business Messaging To Google Maps On iOS & Android," Nov 6, 2026 seroundtable.com

[3] Google Business Profile Help, "Chat with customers from your Business Profile," read Nov 7, 2026 support.google.com/business/answer/15013580

[4] Search Engine Journal, "Google Gemini Business Profile Tools Are Coming To Workspace," Nov 6, 2026 searchenginejournal.com

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No client is named here, ever.
My read of the evidence, not a promise of any result.