

B2B PLAYBOOK



PREPARED FOR

TUTAMEN

Google Business Profile Playbook

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

COMPANY

Tutamen Group

VERTICAL

Precision Hardware & FF&E Manufacturing

DATE

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POWERED BY

Innlead.ai

B2B HOTEL SUPPLY INTELLIGENCE PLATFORM

SECTION 01

Current Profile Audit

Assessment of Tutamen Group's existing Google Business Profile completeness and optimization level.



Tutamen Group
No reviews yet
Wholesale Supplier · Location not verified

[Website](#) [Directions](#) [Call](#)

45%

PROFILE COMPLETE

0

REVIEWS

2

PHOTOS

ELEMENT	STATUS	ACTION NEEDED
Business Name	Set	Verify name matches all directories
Primary Category	Basic	Optimize for B2B supplier category
Description	Missing	Write keyword-rich 750-char description
Business Hours	Set	Include showroom hours if applicable
Service Areas	Not set	Add all regions you serve
Products/Services	Empty	Add all precision hardware 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: "Precision Hardware & FF&E Manufacturing Supplier" or "Wholesale Supplier". Add secondary categories for each product line.

3 Write Keyword-Rich Description

750 characters max. Include: precision hardware, 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

Dongguan & Jiangxi: "Metal Fabricator" (primary). **Tijuana:** "Custom Manufacturer" (primary). All three should target "Hardware Manufacturer" as it best matches Tutamen's precision hardware and FF&E manufacturing capabilities.

SECONDARY CATEGORIES (ADD ALL THAT APPLY)

- Hardware Manufacturer
- Metal Fabricator
- Industrial Equipment Supplier
- Business to Business Service
- Door Supplier (once hotel hardware products are featured)

✍ Optimized Description Template

DESCRIPTION TEMPLATE (750 CHARACTERS MAX)

Tutamen Group is a precision hardware and FF&E manufacturer serving the hospitality, technology, and automotive industries since 2003. With 650+ employees across facilities in Dongguan, Jiangxi (China), and Tijuana (Mexico), we produce door hardware, bathroom fixtures, smart lock housings, IoT enclosures, lighting components, and architectural hardware. Trusted by Tesla, Google, Amazon, Foxconn, and 3M, Tutamen delivers CNC machining, die-casting, stamping, and surface finishing at scale. Our Tijuana facility offers nearshore manufacturing with next-day delivery to the US. ISO 9001 certified. Custom OEM and ODM solutions available. Contact us for a custom quote or product samples.

Tutamen-Specific Tips: Each of the 3 locations should have a slightly different description emphasizing local advantages. Tijuana: "nearshore manufacturing," "USMCA compliant," "next-day US delivery." Dongguan: "precision CNC machining center," "high-volume production." Jiangxi: "die-casting and surface finishing facility." All should mention Tesla, Google, Amazon as trust signals.

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

**Warehouse / Factory**

Target: 4-6 photos

**Product Displays**

Target: 8-12 photos

**Team / Leadership**

Target: 3-5 photos

**Hotel Installations**

Target: 4-6 photos

**Trade Shows / Events**

Target: 3-4 photos

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 specific hardware with hotel applications. "Our 304 stainless steel door lever handles are engineered for 500,000+ cycle durability -- ideal for high-traffic hotel corridors."

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 client wins and manufacturing milestones. "Tutamen just completed a 10,000-unit run of custom smart lock housings for a Fortune 500 tech company."

Monthly

Sample Monthly Schedule

WEEK	POST TYPE	CONTENT IDEA
Week 1	Product Highlight	Showcase a specific hardware product line: door levers, smart lock housings, or bathroom fixtures with specs
Week 2	Manufacturing Capability	Behind-the-scenes: CNC machining, die-casting, or surface finishing process videos/photos from Dongguan facility
Week 3	Client Trust Signal	"Trusted by Tesla, Google, and Amazon" -- spotlight a client relationship or completed project milestone
Week 4	Industry Application	How Tutamen hardware solves hotel-specific challenges: fire-rated doors, ADA compliance, IoT integration

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 precision hardware met your quality standards. At Tutamen, we apply the same manufacturing excellence that serves Tesla and Google to every client partnership. We're always here for reorders, custom specifications, or if you'd like to explore our other product lines including door hardware, bathroom fixtures, and IoT enclosures. 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 needs. Please reach out to [contact] so we can address any concerns and ensure your next order exceeds expectations.

NEGATIVE REVIEW RESPONSE

We sincerely apologize for your experience, [Name]. This falls below our standards for B2B partnerships. Our account manager [Name] will contact you directly within 24 hours to resolve this. We value [Hotel Name] as a client and are committed to making this right.

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 manufacture custom hardware for hotels?** A: Yes, Tutamen Group specializes in custom OEM/ODM hardware including door levers, smart lock housings, bathroom fixtures, and architectural hardware. We produce to your specifications with 650+ employees across 3 global facilities.
- **Q: What is your minimum order quantity?** A: MOQ varies by product complexity. Typical MOQs: door hardware 500+ units, smart lock housings 1,000+ units, small components 5,000+ units. We accommodate prototype runs for new hotel projects.
- **Q: Do you have a factory in North America?** A: Yes, our Tijuana, Mexico facility enables nearshore manufacturing with USMCA compliance and next-day delivery to the US West Coast. Ideal for hotel chains requiring North American sourcing.
- **Q: What materials do you work with?** A: Tutamen works with stainless steel (304/316), zinc alloy, aluminum, brass, and engineered plastics. We offer CNC machining, die-casting, stamping, and precision surface finishing (anodizing, PVD, powder coating, electroplating).
- **Q: Which major companies do you manufacture for?** A: We are trusted partners of Tesla, Google, Amazon, Foxconn, 3M, PUMA, and Palo Alto Networks. Our ISO 9001 certified quality systems meet Fortune 500 standards.

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