FREE FIELD SHEET · Nº 054
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KEYWORD
WHATSAPP

GOOGLE BUSINESS PROFILE WHATSAPP BUTTON CHECKLIST

Check if the WhatsApp button can show on your listing and how to connect it correctly

CHECKS	DO FIRST	PARTS	COST
19	3	4	Free



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Google has started showing a WhatsApp button in the local panel on Search, next to call, directions and website buttons. This checklist walks through what was reported, then gives you a step-by-step way to check if your Business Profile qualifies and how to connect WhatsApp correctly.

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4 What to monitor after setup — 4 CHECKS

TICK IT ON YOUR PHONE
youtube.hamzajameel.com/free/whatsapp-54

PART 1 OF 4 — 5 CHECKS

What changed

- [ ] 1.1

Google is showing a WhatsApp button in the local panel in Search results

Reported by Sachin Patel on X and on Search Engine Roundtable, next to the existing call, directions, website and share buttons.

- [ ] 1.2

The button appears in place of chat or in addition to other action buttons

Search Engine Roundtable says the WhatsApp button can replace a chat button or show alongside the other action buttons in the local panel, depending on the listing.

- [ ] 1.3

Search Engine Roundtable was able to replicate the sighting

The source author confirms seeing the WhatsApp button themselves after Sachin Patel's post, so this is not an isolated report.

- [ ] 1.4

Check whether the WhatsApp button shows on your own listing

Search Engine Roundtable was able to replicate the button on 7 October and doesn't say which markets see it. If your customers already message you on WhatsApp, it matters.

- [ ] 1.5

Google has not made an official announcement about this feature

The source is based on a spotted example and replication, not a Google statement, so treat this as an observed rollout, not a confirmed global feature.

PART 2 OF 4 — 5 CHECKS

Check if your listing is eligible

- [ ] 2.1

Search your own business name on Google to see your local panel

Look at the buttons shown under your business name and photos. Note whether you see call, directions, website and whether a WhatsApp or chat icon appears.

WHERE `Google Search › search your business name › local panel`

☐ 2.2 DO FIRST

Check your Business Profile for an existing messaging setup

If you already have chat turned on through Google's messaging feature, that may be what shows or gets replaced by WhatsApp. Confirm what contact buttons are currently active.

WHERE `Google Business Profile manager › Messages`

☐ 2.3 DO FIRST

Confirm your phone number used for WhatsApp is the same one linked to your Business Profile or is clearly connected

A mismatch between your listed phone number and your WhatsApp number is a likely reason the button will not appear or will send people to the wrong chat.

☐ 2.4

Check your business category and region

Search Engine Roundtable doesn't say which markets see the button; if your customers already message you on WhatsApp, it matters.

☐ 2.5

Look for the button on both desktop and mobile Search

Local panel buttons can render differently by device, so check your listing from a phone browser and a desktop browser separately.

PART 3 OF 4 — 5 CHECKS

Set up or fix your WhatsApp connection

☐ 3.1 DO FIRST

Make sure your Business Profile is verified

An unverified listing is less likely to show any contact action buttons reliably, including call or website, so verification status is a basic prerequisite to check first.

WHERE `Google Business Profile manager › Business Profile settings`

☐ 3.2

Add or confirm your primary phone number in your Business Profile

This is the number Google associates with your listing for call and potentially messaging buttons, so it needs to be current and correct.

WHERE `Google Business Profile manager › Edit profile › Contact`

- [ ] 3.3

Set up WhatsApp Business on the same number if possible

Using WhatsApp Business (not a personal WhatsApp account) on the same number as your profile reduces the chance of a mismatch between what Google shows and what customers reach.

- [ ] 3.4

Turn on messaging in your Business Profile if available for your account

Check the Messages section of your profile manager to see if a messaging or chat toggle is available to you, since this is the setting most likely tied to a chat or WhatsApp button appearing.

WHERE `Google Business Profile manager › Messages`

- [ ] 3.5

Test the button yourself once it appears

Click or tap the WhatsApp button from a separate device or account and confirm it opens a chat with your actual business WhatsApp, not an error or a different number.

PART 4 OF 4 — 4 CHECKS

What to monitor after setup

- [ ] 4.1

Recheck your local panel weekly

Since this is a reported sighting and not a confirmed global rollout, the button may appear, disappear or change as Google tests it, so periodic checks matter more than a one time look.

- [ ] 4.2

Watch for customer messages coming through WhatsApp specifically from Search

Ask new WhatsApp contacts how they found you, or watch for a jump in WhatsApp volume right after you confirm the button is live, to understand if it is driving contacts.

- [ ] 4.3

Keep your phone number and WhatsApp account consistent going forward

If you change business phone numbers, update both your Business Profile and WhatsApp Business account at the same time to avoid breaking the connection.

- [ ] 4.4

Note that this has not been officially confirmed by Google

Since Google has not announced this feature, do not promise clients or stakeholders that the WhatsApp button is guaranteed or permanent, only that it has been observed and may appear.

WANT ME TO LOOK AT YOURS?

If you have gone through this and want a second pair of eyes, book a free call. We open the account together and look at what is actually happening. No deck, no pitch.

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SOURCES

1. https://www.seroundtable.com/google-local-panel-whatsapp-button-42230.html