

MCP SERVER

NO CODE

CLOUD HOSTED

Google Business Profile MCP

Manage Local Reviews, Posts, and Q&A Instantly

Google Business Profile MCP lets you manage your physical location's online presence using natural language. Monitor customer reviews, update store hours, create local announcements, and answer public questions—all from your preferred AI client.

A+ Quality Score 100/100

reputation-management

review-monitoring

local-seo

customer-engagement

business-listings

feedback-loop



The infrastructure that powers AI agents in the real world.



Vinkius connects AI to the world's software through secure, enterprise-grade infrastructure — enabling real-world execution at scale, built on the Model Context Protocol (MCP).

Your AI Connections Run Through Vinkius Cloud

The world's largest
managed MCP catalog

Vinkius is the cloud infrastructure where AI agents connect to the software your business already runs. We handle the hosting, the security, the credentials, the uptime — you get agents that actually do things.

We operate the world's largest managed MCP catalog. Major SaaS platforms, CRMs, databases, and cloud providers — running, monitored, production-ready. This MCP server is hosted and maintained by the Vinkius Cloud for AI Agents.

The agent doesn't manage credentials, doesn't manage uptime, doesn't manage security. Vinkius does.

— Architecture principle

Four Pillars of the Vinkius Runtime

01 — Security by design

Credentials stay encrypted at rest via AES-256. The AI agent never touches raw keys — they're injected into a sandboxed V8 isolate at runtime. Actions are logged, and connections have an emergency kill switch.

03 — Deterministic observability

Eight immutable metrics per endpoint: request volume, p95 latency, error rate, active connections, cost attribution. A live payload feed logs every tool call with mutation detection.

02 — Built on MCP Fusion

This MCP server was built with **MCP Fusion**, the open-source framework (Apache 2.0) that powers the entire Vinkius catalog. Schema-as-firewall strips undeclared fields, compiled PII redaction runs at zero overhead, and cryptographic lockfiles produce git-diffable audit trails.

04 — Autonomous operations

Servers are deployed, monitored, and patched autonomously. New capabilities and security patches ship weekly. Zero-downtime deployments ensure continuous availability across all managed MCP servers.

AES-256

Encryption at rest

Ed25519

PKI vault signatures

24h TTL

Ephemeral session keys

V8 Isolate

Sandboxed execution

One Token. Instant Access.

Every MCP server on Vinkius is accessed through a **Connection Token**. Tokens are generated in the cloud dashboard and produce a unique MCP endpoint URL. Paste this URL into any MCP-compatible client — no SDK required.

A single token can serve **multiple AI clients simultaneously**, or you can issue separate tokens per client for granular access control. Each token tracks its own request count, last activity timestamp, and can be individually enabled or revoked.

MCP ENDPOINT

`https://edge.vinkius.com/{token}/mcp`

Claude



Cursor



VS Code



Windsurf



Grok



Gemini

Security Is the Architecture

Security in Vinkius is not a feature — it's the foundation of the runtime. The gateway enforces multiple independent protection layers between AI agents and third-party APIs.

01 — Ed25519 PKI Vault

Every workspace has an Ed25519 Master Key. Session keys are generated ephemerally (24h TTL) and signed by the Master Key. Credentials never leave the vault boundary.

02 — V8 Isolate Sandboxing

Tool code runs inside isolated-vm V8 isolates with 64 MB memory caps and per-request timeouts. No filesystem access, no network access except through the SSRF-guarded fetch bridge.

03 — SSRF Guard

All outbound HTTP requests are DNS-resolved and validated before execution. Private IP ranges (10.x, 172.16-31.x, 192.168.x, AWS metadata 169.254.x) are blocked at the network layer.

05 — Cryptographic Audit Trail

Every request is signed into a SHA-256 hash chain with Ed25519 signatures. Events form a tamper-proof, SIEM-exportable forensic record.

04 — DLP & PII Redaction

A ResponseGuard pipeline intercepts every tool response. Configurable redaction patterns strip sensitive fields (emails, SSNs, card numbers) before data reaches the AI agent.

06 — Honeypot Trap System

Phantom credentials are injected into isolated environments. If a honeypot is used outside Vinkius infrastructure, the server is quarantined instantly.

Emergency Kill Switch

EU AI Act Art. 14(1)
Compliant

The kill switch is an **emergency halt** mechanism — not a simple toggle. When triggered, it executes three actions atomically:

01 — Server deactivated

The MCP server is immediately taken offline across the entire cluster.

02 — All tokens revoked

Every connection token is invalidated. Total lockout — reconnection blocked until new tokens are issued.

03 — WebSocket connections killed

Active connections terminated via Redis pubsub broadcast. Propagates to every runtime node in the cluster.

Full Visibility. Zero Guesswork.

The Vinkius cloud dashboard includes a full MCP Governance suite — real-time analytics and security controls for production AI operations.

Control Plane

KPI dashboard with request volume, latency, success rate, token consumption, and AI-generated operational briefings.

FinOps

Cost tracking per tool, payload compression savings, budget optimization signals, and consumption trends.

Firewall & DLP

PII redaction activity, sensitive data protection counters, and security event timeline.

Agent Activity

Which AI clients are connecting, how often, and what they're doing — real-time session tracking.

Tool Health

Slowest and most error-prone tools, with actionable root-cause insights and performance baselines.

Incident Log

Error trends, failure rates, status-code breakdowns, and forensic audit trail access.

Get started at cloud.vinkius.com — connect your AI agent in under 60 seconds.

Google Business Profile MCP

12 tools available

Cloud-hosted on Vinkius

This MCP connects your Google Business Profile account to your agent, giving it direct control over how your business shows up on Google Search and Maps. You can stop manually logging into the GBP dashboard every day just to check for feedback or updates. With this MCP, you tell your AI client what needs doing—like checking performance metrics or drafting a reply to a bad review—and it executes the task using tools housed within Vinkius. You'll get real-time insights on how people find and interact with your store, allowing you to keep information current and customers engaged without the daily grind of manual dashboard checks.

Core Capabilities

01 — Manage Location Data

Retrieve detailed info about a specific location or list all managed business sites.

03 — Handle Communications

Draft or post replies to customer feedback, provide official answers to public Q&A, and create new local announcements.

02 — Monitor Customer Feedback

Fetch recent customer reviews, view the latest questions asked by patrons, and track general account performance metrics.

04 — Maintain Business Listings

List all managed accounts, update operating hours, and retrieve a list of specific business posts (like sales or events).

One Click on Vinkius — From Prompt to Execution

Available at vinkius.com/mcp/google-business-profile — connect your AI agent in three steps.

- 01 Subscribe to this MCP on Vinkius and enter your Google Business Account ID.
- 02 Complete the secure OAuth flow. This grants management access, allowing your agent to interact with your live profile data.
- 03 Use natural language in your AI client to request changes or information; for example, 'Reply to the latest review' or 'What were our top search terms last month?'

The bottom line is that you get immediate, conversational access to complex local SEO and customer management tasks.

Built For

Local business owners need this if they're tired of manually checking multiple dashboards just to manage their online reputation. Marketing managers use it when they need to coordinate posts across several locations quickly. Customer support teams rely on it for monitoring and answering public questions efficiently.

Local Business Owner

Uses this MCP to check if store hours are current and immediately draft replies to new customer reviews without leaving their primary chat interface.

Marketing Manager

Manages local posts, creating updates or announcing events across multiple storefronts using natural language instructions.

Customer Support Specialist

Monitors and answers customer questions posted on Google Maps, improving the overall helpfulness of the business listing.

What Changes When You Connect

- 01 Stop manually updating store hours. You can use the `update_business_hours` tool to change operating times across all relevant listings in seconds.

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- 02** Improve reputation fast. Instead of copying a review into a draft email, you simply ask your agent to draft or post replies using the `create_review_reply` tool.
-
- 03** Understand performance at a glance. The `get_location_insights` tool pulls metrics showing how customers find and interact with your business, turning raw data into actionable intelligence.
-
- 04** Keep the conversation going. You can monitor incoming questions via `list_questions` and use the `answer_question` tool to provide an official response immediately.
-
- 05** Coordinate content across sites. Use tools like `list_local_posts` and others to manage updates, events, or sales offers for every location from a single prompt.
-

Real-World Applications

A 3-star review pops up late Friday night.

Instead of waiting until Monday morning to copy and paste an apology, you ask your agent. It fetches the details using `get_review`, drafts a sincere response, and posts it immediately via `create_review_reply`. The customer sees the response within minutes.

A customer asks about a new service you just added.

You tell your agent, 'Answer this question.' It uses `list_questions` to find the query, then posts an official answer via `answer_question`, improving your profile's helpfulness and authority.

You need to announce a seasonal sale across 10 locations.

You prompt your agent to create an 'OFFER' post. It uses the functionality behind `list_local_posts` to draft and publish the announcement simultaneously across all 10 verified sites.

Your holiday hours changed unexpectedly.

You run a command instructing it to change the schedule. The agent uses `update_business_hours` to ensure every listing reflects the new, correct operating times instantly.

Patterns to Avoid

Using spreadsheets for hours

X AVOID

Manually tracking business hours in a spreadsheet and then having an employee remember to update the physical Google Maps entry when changes happen.

✓ INSTEAD

Use this MCP's `update_business_hours` tool. You just tell your agent, 'Set Monday hours to 9 AM - 5 PM,' and it handles the required updates for you.

Copy-pasting replies

X AVOID

Reading a negative review, then manually drafting a response in an email client before remembering to post it back on Google.

✓ INSTEAD

Use `get_review` to grab the details and then use `create_review_reply`. This keeps your communication directly tied to the source of the feedback.

Forgetting what you're missing

X AVOID

Thinking you know how well you're doing, but not knowing if 'coffee near me' is a bigger search driver than 'best latte in town.'

✓ INSTEAD

Run `get_location_insights`. This fetches the performance metrics so you can see exactly what searches are driving traffic to your location.

The Right Fit

Use this MCP if your primary pain point is managing and responding to local customer feedback, hours, or posts. It's essential for any business that relies on its Google Search visibility.

Don't use it if you need deep inventory management (use a dedicated ERP tool) or if your primary goal is internal employee scheduling (use an HR platform). This MCP only speaks the language of public-facing listings. If all you care about are sales figures from last quarter, stick to a pure analytics connector; this focuses on reputation and presence, not back-end financials.

The endless tabs for local business owners today

Every day, you open Google Search, then your dedicated dashboard, then maybe a social media site. You click through multiple menus just to check if someone complained about the wait time or noticed that your holiday hours are wrong. If there's even a single customer question unanswered, it feels like falling behind.

With this MCP, you talk directly to your agent. Need to know what customers are asking? Ask it. Want to update those holiday hours? Tell it. You get immediate status reports and actions without navigating complex web UIs.

Google Business Profile: Centralized Listing Management

The tedious parts that disappear are the constant logins, the manual cross-checking of hours across different platforms, and the copying/pasting of complaint details into a separate draft reply. You don't need to worry about remembering which tab holds the latest review.

Now, managing your local presence is conversational. You simply describe the task—like 'Draft a reply to that 3-star Yelp review'—and get it done.

Google Business Profile: 12 Tools for Listing Management

Use these tools to gather location data, manage posts, track reviews, and maintain your local business profile using natural language commands.

#	TOOL	DESCRIPTION
01	<code>answer_question</code>	Provides a direct answer to a question asked by a customer online.
02	<code>create_review_reply</code>	Drafts and posts a reply directly in response to a specific customer review.
03	<code>get_location_details</code>	Retrieves detailed information for one of the business locations you manage.
04	<code>get_location_insights</code>	Fetches performance metrics to show how customers find and interact with your location online.
05	<code>get_review</code>	Retrieves all the specific details for a single customer review.
06	<code>get_verification_status</code>	Checks and reports on the current verification status of a managed location.
07	<code>list_accounts</code>	Lists all the Google Business accounts that are currently set up under your management profile.
08	<code>list_local_posts</code>	Fetches a list of existing local posts, including updates, events, or sales offers.
09	<code>list_locations</code>	Lists all the specific physical business locations managed by your connected account.
10	<code>list_questions</code>	Gets a list of customer questions that have been posted for a particular location.
11	<code>list_reviews</code>	Retrieves all the recent reviews left by customers at a specific site.
12	<code>update_business_hours</code>	Changes and updates the operating hours for one of your managed business locations.

See It in Action

Real prompts you can use once this MCP is connected to your AI agent through Vinkius Cloud.

U Show me the 5 most recent reviews for my downtown location.



Fetching reviews... You received 5 new reviews this week. 4 are 5-star ratings praising the service, and one is a 3-star review mentioning a wait time. Would you like me to draft a reply to the 3-star review?

U Create a post about our 20% discount this weekend.



Drafting local post... I've prepared an 'OFFER' post with the title 'Weekend Flash Sale!' and the 20% discount details. Should I publish this to all your verified locations now?

U What were the most common search terms used to find us last month?



Analyzing insights... The top search terms were 'coffee near me' (1,200 searches), 'best latte in town' (850 searches), and 'breakfast cafe' (600 searches). This is a 15% increase in discovery compared to the previous month.

Frequently Asked Questions

01 How do I update hours using Google Business Profile MCP?

You use the `update_business_hours` tool. You simply tell your agent what the new schedule is, and it changes the operating hours for the location immediately.

02 Can Google Business Profile MCP help me reply to reviews?

Yes, you use the `create_review_reply` tool. Your agent can draft a thoughtful response directly within your preferred chat client and post it as if you wrote it.

03 Does this MCP only work for my main store?

No. You first need to run `list_accounts` to see all managed profiles, then use location-specific tools like `list_reviews` or `get_location_details` on any of them.

04 What is the best way to check my performance?

Run `get_location_insights`. This fetches crucial metrics, showing you search terms and how customers are interacting with your listing overall.

05 How do I get all the questions asked about my business?







Use the `list_questions` tool. It retrieves a list of every customer question posted for that location, making them ready for you to answer using `answer_question`.

Go Live in 60 Seconds

Get your connection token from cloud.vinkius.com, then paste the endpoint URL into any MCP-compatible client.

YOUR MCP ENDPOINT

```
https://edge.vinkius.com/[TOKEN]/mcp
```

CLIENT	WHERE TO CONFIGURE
 Claude AI	Profile → Customize → Connectors → "+" → Add custom connector → Paste endpoint
 Cursor	Settings → Features → MCP Servers → "+ Add New MCP Server" → Type: SSE → Paste endpoint
 VS Code	Ctrl/Cmd+Shift+P → "MCP: Add Server" → add <code>"google-business-profile": { "url": "..." }</code>
 Windsurf	MCP Settings → <code>mcp_settings.json</code> → Add endpoint URL
 ChatGPT	Settings → Tools & plugins → Add MCP server → Paste endpoint
 Gemini	Extensions → Add MCP Server → Paste endpoint URL

ASK AN AI ABOUT THIS

Let your preferred AI explain this MCP server

-  **Ask ChatGPT** 
-  **Ask Claude** 
-  **Ask Perplexity** 
-  **Ask Gemini** 
-  **Ask Grok** 

READY TO CONNECT

Google Business Profile is live on Vinkius Cloud.

Get your connection token, paste it into your AI agent, and
start building. No SDK. No deployment. Just results.

[Start at cloud.vinkius.com](https://cloud.vinkius.com) →

vinkius.com · support@vinkius.com

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