B2B PLAYBOOK

Google Business Profile
Playbook

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

COMPANY
CardzGroup

VERTICAL
RFID Hotel Key Cards

DATE
March 2026

SECTION 01

Current Profile Audit

Assessment of CardzGroup's existing Google Business Profile completeness and optimization level across all office locations.

CardzGroup
No reviews yet
Smart Card Manufacturer · Shenzhen, China (HQ) · Not verified

Website   Directions   Call

15%	**0**	**0**
PROFILE COMPLETE	REVIEWS	PHOTOS

ELEMENT	STATUS	ACTION NEEDED
Business Name	Not Claimed	Claim GBP for "CardzGroup" at Shenzhen HQ address. Verify ownership via postcard or phone.
Primary Category	Not Set	Set to "Smart Card Manufacturer" -- the closest match for RFID card manufacturing in Google's category list.
Description	Missing	Write 750-character description targeting "RFID hotel key cards," "hotel card manufacturer," and "wholesale smart cards."
Business Hours	Not Set	Set hours for Shenzhen factory (Mon-Fri 9:00-18:00 CST) and note regional office hours for HK, SA, Pakistan, UK.
Service Areas	Not Set	Add all regions served: China, Hong Kong, South Asia, Middle East, Africa, Europe, Southeast Asia.
Products/Services	Empty	Add all product lines: RFID hotel key cards, NFC wristbands, MIFARE Classic cards, DESFire EV2 cards, custom printed cards.
Photos	None	Upload 25+ professional photos of factory floor, card printing lines, sample cards, and team.
Posts	None	Begin weekly posting schedule featuring RFID product highlights and hotel industry insights.

SECTION 02

Profile Optimization Checklist

Complete every item to maximize CardzGroup's Google Business Profile visibility for
B2B hotel supply and RFID card searches.

(1) Claim and Verify Business Ownership

Start with the Shenzhen HQ location. Google verification for Chinese addresses typically requires postcard
verification (7-14 days). Apply for bulk verification if adding HK, SA, Pakistan, and UK offices simultaneously.

(2) Select Optimal Categories

Primary: "Smart Card Manufacturer." Secondary: "Access Control Equipment Supplier," "Security System Supplier,"
"Wholesale Supplier." These categories align with how hotel procurement managers search for RFID card vendors.

(3) Write Keyword-Rich Description

750 characters max. Include: RFID hotel key cards, MIFARE Classic, DESFire EV2, NFC wristbands, wholesale smart
cards, custom printed hotel cards, compatible with ASSA ABLOY, Salto, Dormakaba, and Onity lock systems. ISO
14443A/B certified.

(4) Add All Products & Services

List every product category with descriptions: RFID Hotel Key Cards (MIFARE Classic 1K/4K, DESFire EV2, Ultralight
C), NFC Wristbands (silicone, fabric, PVC), Custom Printed Cards, Blank White Cards, Lock System Compatible Cards.
Add "Request Quote" for pricing.

(5) Upload 25+ Professional Photos

See photo strategy on Page 5. Prioritize factory floor, card printing equipment, sample RFID cards in hotel settings,
quality control process, and team photos from the Shenzhen facility.

(6) Set Service Areas

Add all regions CardzGroup ships to: Greater China, Hong Kong SAR, South Asia (Pakistan, India, Sri Lanka), Middle
East (UAE, Saudi Arabia), Africa, Europe (UK office), Southeast Asia. B2B manufacturers should list all export
destinations.

(7) Add Business Attributes

Languages spoken: English, Mandarin, Urdu, Cantonese. Payment methods: Wire transfer, L/C, PayPal, Western
Union. Add "Appointment Required" for factory tours and sample requests.

(8) Enable Messaging & Quote Requests

Turn on messaging for direct inquiries from procurement managers. Add a consultation booking link for sample
requests and factory tour scheduling. Route messages to your sales team WeChat or WhatsApp.

SECTION 03

Category & Description

Selecting the right categories and crafting a description that drives B2B discovery for RFID hotel key card manufacturing.

✦ Recommended Categories for CardzGroup

PRIMARY CATEGORY

"Smart Card Manufacturer" -- This is the most specific Google category matching CardzGroup's core RFID hotel key card manufacturing business. It signals to Google that CardzGroup produces physical access control products.

SECONDARY CATEGORIES (ADD ALL)

- Access Control Equipment Supplier -- Captures hotel procurement managers searching for lock-compatible card systems
- Security System Supplier -- Broader category that covers the hotel security and access control vertical
- Wholesale Supplier -- Critical for B2B visibility; signals bulk/volume pricing availability
- Business to Business Service -- General B2B classification that helps Google match CardzGroup to enterprise queries

✎ Optimized Description for CardzGroup

DESCRIPTION (743 CHARACTERS)

CardzGroup is a leading B2B manufacturer of RFID hotel key cards, NFC wristbands, and smart access cards for the global hospitality industry. Based in Shenzhen, China with offices in Hong Kong, South Asia, Pakistan, and the UK, we serve hotels, resorts, and hospitality groups worldwide. Our RFID cards are compatible with all major lock systems including ASSA ABLOY VingCard, Salto, Dormakaba, and Onity. We manufacture MIFARE Classic 1K/4K, DESFire EV2, and Ultralight C cards to ISO 14443A/B standards. CardzGroup offers competitive wholesale pricing from 500-piece MOQ, full-color custom printing, fast 7-day production, and reliable international shipping. Whether you are a boutique hotel or international chain, we deliver consistent quality at scale. Contact us for free samples and volume quotes at www.cardzgroup.com.

RFID-Specific Description Tips: Include lock system compatibility names (ASSA ABLOY, Salto, Dormakaba, Onity) because hotel procurement managers search by the lock brand they use. Mention ISO certification numbers and chip types (MIFARE, DESFire) -- these are the technical terms buyers use when sourcing RFID cards. The MOQ and production timeline address the two most common first questions from hotel buyers.

SECTION 04

Photo Strategy for RFID Manufacturing

B2B photo strategy focused on factory capabilities, product quality, and production scale -- the images hotel procurement managers need to see before placing a bulk RFID card order.

Shenzhen Factory

Target: 6-8 photos -- production floor, chip embedding line, lamination press, quality control area, clean room

Printing & Packaging

Target: 4-6 photos -- offset printer, UV flatbed printer, card packaging line, boxed shipments

RFID Card Products

Target: 10-15 photos -- MIFARE Classic, DESFire EV2, NFC wristbands, custom designs, blank cards, sample kits

Team & Leadership

Target: 3-5 photos -- sales team, factory managers, quality inspectors, regional office staff

Hotel Installations

Target: 4-6 photos -- cards in hotel door locks, front desk card dispensers, guest using key card, branded card designs in hotel settings

Trade Shows & Events

Target: 3-4 photos -- Canton Fair booth, Hotel Show exhibits, product display setups, client meetings

RFID Manufacturer Photo Priority: Hotel procurement managers evaluating an overseas RFID card supplier need visual proof of manufacturing capability. Factory floor and production line photos are the single most trust-building image category for a Shenzhen manufacturer. Show the scale of your operation, the precision of your equipment, and the cleanliness of your facility. Product close-ups should show chip antenna inlay, card cross-sections, and print quality details.

PHOTO SPECIFICATIONS

- Minimum resolution: 720px wide (2048px+ recommended for factory panoramas)
- Format: JPG or PNG, under 5MB per image
- Lighting: Professional or well-lit factory lighting -- avoid dark or blurry shots
- No stock photos, watermarks, or heavy editing -- authenticity builds trust with international buyers
- Geo-tag photos with your Shenzhen factory location for local SEO signals
- Add new photos monthly: feature recent custom card designs, new equipment, or completed orders

SECTION 05

Post Strategy & Content Calendar

Weekly posting schedule to keep CardzGroup's profile active and visible to hotel procurement managers searching for RFID card suppliers.

💬 **B2B Post Types for RFID Card Manufacturers**

PRODUCT HIGHLIGHTS

Feature a specific RFID card type with hotel-focused benefits. "Our MIFARE DESFire EV2 hotel key cards now ship with pre-encoded sector keys for ASSA ABLOY VingCard systems. MOQ 500 pieces, 7-day production."

Weekly

INDUSTRY INSIGHTS

Share hotel technology trends: mobile key adoption rates, RFID vs magstripe migration timelines, NFC wristband use in resorts, or sustainability benefits of PVC-free card options.

Bi-weekly

TRADE SHOW ANNOUNCEMENTS

Announce Canton Fair presence, Hotel Show Asia attendance, or The Hotel Show Dubai booth. Include booth number and invitation to visit for free samples.

As needed

CLIENT DEPLOYMENTS

Share completion updates: "CardzGroup just delivered 50,000 custom-printed RFID key cards for a 12-property hotel chain in the Middle East. Full-color offset with magnetic stripe backup."

Monthly

📅 **Sample Monthly Schedule**

WEEK	POST TYPE	CONTENT IDEA
Week 1	Product Highlight	Feature MIFARE Classic 1K hotel key cards with lock compatibility chart (ASSA ABLOY, Salto, Dormakaba, Onity). Include sample card photo and MOQ details.
Week 2	Industry Insight	"Why hotels are migrating from magstripe to RFID" -- cover security benefits, guest experience improvements, and total cost of ownership analysis.
Week 3	Client Deployment	Photo gallery from a recent 10,000-card order for a resort chain. Show custom printing, packaging, and the finished product in a hotel room door.
Week 4	Company Update	New DESFire EV3 cards now available, Canton Fair Q2 booth announcement, or factory capacity expansion milestone (e.g., "Now producing 2M cards/month").

SECTION 06

Review Management & Response Templates

Building and managing reviews from hotel clients and procurement managers, with professional B2B response templates tailored to RFID card supply.

☆ How to Request B2B Reviews for CardzGroup

- Ask after successful first-time deliveries when the hotel has tested the cards in their lock systems and confirmed compatibility
- Send personalized email with direct Google review link to the procurement manager or IT director who placed the order
- Request from hotel operations managers after 30 days of card deployment -- they can speak to card durability and guest experience
- Ask repeat customers specifically: "You have ordered from us 3 times now. Would you share a review about the consistency of our RFID cards?"
- Follow up once after 7 days if no response; offer to draft a review for their approval based on their verbal feedback
- Target: 2-3 new reviews per month from different hotel segments (chain, boutique, resort, conference center)

💬 Response Templates

POSITIVE REVIEW RESPONSE

Thank you, [Name]! We are glad our RFID hotel key cards have met [Hotel Name]'s quality and compatibility requirements. It has been a pleasure working with your procurement team to ensure seamless integration with your [lock system brand] door locks. We are always here for reorders, custom design updates, or if you would like to explore our NFC wristband and DESFire product lines. Looking forward to our continued partnership!

NEUTRAL REVIEW RESPONSE

Thank you for sharing your feedback, [Name]. We appreciate your honest assessment and would like to discuss how we can better serve [Hotel Name]'s RFID card requirements. Please reach out to your CardzGroup account manager at sales@cardzgroup.com so we can address any concerns regarding card encoding, print quality, or delivery timelines and ensure your next order exceeds expectations.

NEGATIVE REVIEW RESPONSE

We sincerely apologize for your experience, [Name]. This falls below the quality and service standards CardzGroup maintains for our hotel partners. Our regional account manager will contact you directly within 24 hours to investigate any card compatibility, print quality, or delivery issues. We value [Hotel Name] as a client and are committed to resolving this with replacement cards or a revised production specification at no additional cost.

SECTION 07

Q&A Management & Local SEO

Proactively seed Q&A content with RFID-specific questions hotel buyers actually ask, and integrate CardzGroup's GBP with broader local SEO strategy.

⑦ Pre-Seed These RFID Hotel Key Card Questions

- **Q: Are your RFID cards compatible with ASSA ABLOY VingCard locks?** A: Yes, CardzGroup manufactures MIFARE Classic 1K and DESFire EV2 cards fully compatible with ASSA ABLOY VingCard, Vision, and Essence systems. We can pre-encode sector keys to your specifications.

- **Q: What is your minimum order quantity for hotel key cards?** A: Our standard MOQ is 500 pieces for blank RFID cards and 1,000 pieces for custom-printed cards. We accommodate both small boutique hotels and large chain orders of 100,000+ cards.

- **Q: Do you offer free samples of your RFID hotel key cards?** A: Yes. We provide complimentary sample kits including MIFARE Classic, DESFire, and Ultralight C cards for qualified hotel buyers. Request samples at www.cardzgroup.com or contact sales@cardzgroup.com.

- **Q: Which lock systems are compatible with your cards?** A: Our RFID cards work with all major hotel lock systems: ASSA ABLOY VingCard, Salto, Dormakaba (formerly Kaba), Onity (by Allegion), Be-Tech, ZKTeco, and most ISO 14443A/B compliant systems.

- **Q: What is your production and shipping timeline?** A: Standard production is 5-7 business days for orders up to 50,000 cards. Shipping via DHL/FedEx takes 3-5 days to most countries. Total lead time: 8-12 business days from order confirmation.

◎ Multi-Location & Local SEO for CardzGroup

NAP CONSISTENCY ACROSS 5 LOCATIONS

- HQ: CardzGroup, Shenzhen, Guangdong, China -- primary GBP listing
- Hong Kong office -- secondary listing linked to HQ
- South Asia office -- regional listing for Pakistan/India market
- Pakistan office -- local listing for domestic buyers
- UK office -- separate listing for European/UK market presence
- Ensure identical business name, phone format, and website URL across all listings

B2B INDUSTRY DIRECTORIES

- Alibaba.com (already present -- ensure consistency with GBP)
- Made-in-China.com manufacturer listing
- GlobalSources.com supplier profile
- ThomasNet.com (for US/EU procurement managers)
- Hotel industry directories: HTNG, AHLA supplier listings
- Bing Places for Business (all 5 locations)

SECTION 08

Monthly Maintenance Calendar

Ongoing tasks to keep CardzGroup's Google Business Profile optimized and ranking above RFID Hotel, PLI Cards, and ID&C competitors.

TASK	FREQUENCY	DETAILS
Publish GBP Posts	Weekly	1 post per week minimum. Rotate between RFID product highlights, hotel tech insights, client deployment stories, and trade show announcements.
Upload New Photos	Monthly	Add 3-5 new photos. Prioritize: recent custom card designs, factory production shots, new equipment, completed hotel card orders.
Request Reviews	Ongoing	After every major delivery or successful lock compatibility test. Target: 2-3 per month from hotel procurement managers.
Respond to Reviews	Within 24hrs	Reply to every review, positive or negative, using RFID-specific response templates from Page 7.
Answer Q&A	Within 24hrs	Monitor and answer all questions promptly. Add new pre-seeded Q&A for new chip types or lock system compatibility as they launch.
Update Products/Services	Quarterly	Add new RFID chip types (e.g., DESFire EV3), new wristband styles, new lock system compatibilities. Remove discontinued items.
Review GBP Insights	Monthly	Check search queries driving impressions. Track "RFID hotel key card," "hotel card manufacturer," "MIFARE hotel cards" performance.
Competitor Profile Check	Monthly	Review RFID Hotel, PLI Cards, and ID&C GBP listings for new features, reviews, or posts. Respond with differentiated content.
Update Business Info	As Needed	Update hours for Chinese holidays (CNY, Golden Week), add new office locations, update phone numbers for regional offices.
Photo Refresh	Quarterly	Replace low-performing photos. Add seasonal content: trade show photos after Canton Fair, new product line launches, factory expansion milestones.

✦ First 7 Days Quick Start for CardzGroup

1 Claim and verify Shenzhen HQ profile
Foundation -- nothing else works until the profile is claimed and verified. Apply for postcard or phone verification.

2 Complete all basic info: CardzGroup name, Shenzhen address, +86 phone, factory hours, www.cardzgroup.com
Enables search visibility for "RFID card manufacturer Shenzhen" and related local queries.

3 Set primary category "Smart Card Manufacturer" and add 4 secondary categories
Determines which searches CardzGroup appears in. This is the highest-leverage single action.

4 Paste the 743-character keyword-rich description from Page 4
Improves relevance for "RFID hotel key cards," "MIFARE hotel cards," and lock-system-specific queries.

5 Upload 15+ professional photos of factory, products, and team
Profiles with photos get 42% more direction requests and 35% more website clicks.

6 Add all RFID card products with descriptions, chip types, and "Request Quote" pricing

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Helps Google match CardzGroup to specific product queries like "DESFire hotel key card supplier."

7 Pre-seed 5 Q&A items from Page 8 and publish first GBP post

Shows active, engaged business. The Q&A items target the exact questions hotel buyers ask before contacting a supplier.