



AUTO ATTENDANT / RESEARCH & PRACTICAL GUIDANCE

What Phone Number to Use on Google Business Profile

Get a business phone number with a simple auto attendant menu from Auto Attendant. A caller picks who they need and the call rings that person's own mobile, so nobody on your team has to publish a personal number.

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Executive Summary

The best Google Business Profile phone number is the one a customer can call now and the business can keep, administer, and move later. Google's own test is operational: the primary number should be the best number for contacting the business, should connect to the actual location, and must remain under the business's direct control. ([support.google.com](#)) A personal mobile may pass the reachability test but makes the owner's private line the public business identifier. A business-controlled line that forwards or routes to existing mobiles offers a separate public identity; the routing must still reach the actual business. ([support.google.com](#))

There are three defensible configurations. Keep a stable, business-controlled main number as primary when reporting by source is unnecessary. If the business owns a suitable tracking line and can keep it active or port it, put that number in the primary field and the enduring main number in an additional field; Google permits up to **two additional numbers**. This is practitioner guidance from Whitespark, Semrush, and Propel, not a Google promise about rankings. ([support.google.com](#)) ([whitespark.ca](#)) ([es.semrush.com](#)) ([propelyourcompany.com](#)) For paid ads alone, inspect Google's separate location-asset phone setting and Ads call reporting before changing the public organic number. ([support.google.com](#))

The distinction between a visible number and the phone that rings matters most when an agency holds the tracking account. A tracking vendor may recognize a customer right to port a number, yet require an account administrator to authorize it; cancellation can release the number. ([support.callrail.com](#)) ([www.callrail.com](#)) Record the account holder, administrator, destination line, transfer procedure, and cancellation sequence before publishing the tracking line. Call the prospective primary number from multiple networks during and after business hours, check missed-call and voicemail routing, and keep the previous number live until the edited profile and website have been checked. Google reviews edits before they appear, and some businesses may have to verify their profile first. ([support.google.com](#))

At **October 2026** list prices, the commercial decision spans different products: autoattendant.io publishes **\$29 per month for the company** for a number and menu that rings team mobiles; CallRail describes a **\$50 per month** Lead Tracking plan with **five numbers** and **250 minutes**; CallTrackingMetrics lists monthly tiers of **\$79**,

\$179, and \$329. (www.callrail.com) (www.calltrackingmetrics.com) A call-button count in Business Profile is a count of taps, not answered calls, so owners should compare real call logs and their own time spent auditing them before paying for attribution. (support.google.com)

Introduction and Background

The phone field on a Google Business Profile often looks like a small setup choice. For a trades team, clinic, or professional office, it is closer to choosing a durable public address. Customers save it, staff put it on invoices, and directories may copy it. The underlying mobile that rings can change without changing that public address, but only if the business controls the published number and its routing. Google calls for a number that connects to the individual business location and is under the business's direct control. (support.google.com)

BrightLocal's U.S. consumer survey identifies complete business information, including a phone number, as a decision factor when choosing a local business. (www.brightlocal.com) This report addresses the **U.S.** Business Profile context as of **October 1, 2026**. It separates three questions often handled as one. First, which number should a customer see and call? Second, which party can change, cancel, or move that number? Third, what evidence of a call does the owner actually need? The answer may be a stable main line, a static tracking line that forwards to it, or an ad-specific number. These are different decisions with different failure paths. WhatConverts describes a tracking number as a campaign or traffic-source identifier that forwards to a destination; Google Ads has its own location-asset number setting. (www.whatconverts.com)

The direct-control requirement does not mean every number must terminate on a desk phone. A **public business number** can route through a menu to the mobiles already carried by staff; autoattendant.io describes that arrangement. That is one voice-routing option, not a call analytics, shared messaging, or outside answering service. The key question is whether a caller reaches the business and whether the owner retains practical control of the number and account.

Published local-search advice often recommends a tracking number as primary and the normal number as additional. Semrush's 2022 guide and Propel's clinic guide each describe that arrangement; BrightLocal gives similar advice. (es.semrush.com) (propelyourcompany.com) (www.brightlocal.com) The retrieved material does not establish a causal local-ranking gain or loss from making that change. Whitespark's ranking report is an expert survey scoring **187 factors**, not a controlled experiment on this configuration. (whitespark.ca) This guide treats ranking claims as uncertain and puts customer reachability and number ownership first.

Number Roles and Google Profile Rules

The public number and the destination number

A **primary number** is Google's main contact number for the profile. Google describes it as the best number for customers to contact the business; its editing help permits a primary plus up to **two additional** numbers. Additional numbers may be mobile or landline, but not fax. (support.google.com) The primary field is a display and contact decision. It does not state which mobile, ring group, or voicemail ultimately receives a forwarded call.

A **stable main number** is a customer-facing business number the owner intends to keep across vendors or agencies. A **tracking number** is a second public number assigned to a source or campaign and routed to a destination number. WhatConverts explains the latter arrangement in its own product documentation; CallRail describes a tracking number forwarding to a main number. (www.whatconverts.com) (www.callrail.com) A **receiving mobile** is the employee's phone that rings at the end of the route. It can remain unpublished. A **Google Ads forwarding number** is different again: Google says those numbers are its property and may change or be reassigned. (support.google.com)

Google says to prefer a **local number** over a central call-center helpline where possible and to connect a number to the actual business. (support.google.com) A business-controlled local line with an attendant can satisfy the practical aim of reaching a real team, but the owner should inspect the exact route and the relevant Google policy before publishing it. Google's public policy pages reviewed here do not explicitly bless every vendor's tracking setup. A tracking line should therefore be treated as a conditional option, not a universal profile optimization.

The primary field is not the whole contact system

A small business can have a profile primary number, another profile number, a visible website number, a number in older directories, an Ads-only number, and a final mobile that answers. Those fields can be intentionally different, but each difference should have a reason. Sterling Sky notes that a static profile tracking number does not automatically track a person who continues to the website and calls the original number shown there. (www.sterlingsky.ca) A website number that changes by visitor source uses dynamic number insertion and site code, which is another implementation altogether. (www.sterlingsky.ca) (www.whatconverts.com)

Name, address, and phone consistency is commonly abbreviated **NAP**. Whitespark includes NAP consistency among possible citation signals in its expert survey. (whitespark.ca) That is a practitioner model, not proof that Google penalizes a business for an owned tracking number in the primary field. Google does require accurate, business-controlled contact information; this is the firmer basis for choosing and auditing the number.

Choosing the Primary Number

Table 1 compares the choices a small team can actually implement. Its price cells describe different scopes, so the owner should first decide what capability is required and then price that capability.

Choice	Public primary and route	Best fit	Main dependency and published price
Existing business-controlled main line	The established number remains primary and rings the current office or mobile route.	The business needs a durable contact number more than source-level attribution.	Owner must retain account, routing, and port authority. Google calls primary the best contact number.
Business-controlled line with autoattendant.io	A business number is primary; a menu routes callers to existing team mobiles.	A small team wants one public voice number without publishing personal mobiles.	Vendor lists \$29/month for the company, one local or toll-free number, and a menu.

Choice	Public primary and route	Best fit	Main dependency and published price
Owned static tracking line	Tracking line is primary; stable main line is additional and receives forwarded calls.	Owner needs a direct count of calls to the profile number and has documented control of that line.	CallRail says its Lead Tracking plan starts at \$50/month with five numbers and 250 minutes; excess use can cost more. (www.callrail.com)
Google Ads location-asset number	Profile primary stays stable while Ads can display a different location-asset number.	The measurement question concerns paid ads rather than all profile calls.	Google has a separate Ads phone field; its call-reporting forwarding number is Google-owned.
Personal mobile	The owner's own mobile is primary and rings directly.	A solo owner accepts using one personal line as the business's lasting public contact.	No new service fee is assumed; publishing and later replacing that number are owner decisions. Google's direct-control and reachability requirements still apply.

The comparison is about function, not a ranking of vendors. A menu-routed number answers a different question from a tracking line: **who should receive the call** versus **which source produced it**. A tracking vendor can also provide routing, but plan allowances, account rights, and logs need separate inspection. CallRail lists call and text attribution; WhatConverts describes source-assigned numbers and routed calls. (www.callrail.com) (www.whatconverts.com)

When the main number should stay first

Keep the stable main line as primary when the owner cannot document control of the proposed tracking number, the agency contract is unclear, or a caller would not reliably reach the business through the new route. This is a decision rule derived from Google's direct-control and actual-business tests, not a separate Google mandate to keep all public numbers identical. It also fits a business whose real objective is to stop publishing a personal mobile. A company-owned voice number can reach the same staff while keeping their mobiles as destinations.

A new tracking number is less valuable when staff cannot act on the resulting report. Before adding one, name the decision it will change: staffing after-hours calls, changing an ad budget, or identifying unanswered profile calls. If the answer is merely "we want analytics," begin with the existing call log and Business Profile's performance screen. Google defines its **Calls** metric as call-button clicks, so it cannot on its own establish how many conversations happened. (support.google.com)

When a tracking number can lead

A static profile tracking number can be sensible when it is locally appropriate, forwards to the same real business, stays active, and is controlled through an account the business can administer. Whitespark advises putting that number primary, and Semrush and Propel describe keeping the original number as an additional number. (whitespark.ca) (es.semrush.com) (propelyourcompany.com) This setup helps distinguish direct calls to the profile line from calls to the older main line. It does not identify every lead influenced by the profile: someone can view the profile, visit the website, and dial the site's original number. (www.sterlingsky.ca)

Put the enduring number into an additional field when using this pattern, and keep its account alive. Google's help permits **two** additional numbers; the field is not a substitute for routing or port rights. The owner should verify that the added number belongs to the same business and that both lines answer. The retrieved practitioner guides do not prove a ranking effect, so any local SEO prediction should be described as a hypothesis, not a guaranteed outcome.

When the question is really about ads

Google's location assets can use information from a linked Business Profile, and Business Profile has a separate Google Ads phone setting that can show a different number in the location asset. With Ads call reporting, Google uses forwarding numbers to measure calls to call assets, location assets, and call ads. Those forwarding numbers are Google property and can change, so they should not be copied into invoices, directories, or the ordinary profile primary field as if they were a permanent business line. For website calls after ad clicks, Google's phone snippet can replace the website number with a forwarding number; that is a separate website measurement workflow. (support.google.com)

Number Ownership and Responsibility Map

"Who owns the number?" needs a practical answer. The name on a contract, the user with administrator permissions, the party paying invoices, and the person holding the mobile can all differ. A business should be able to show who can log in, change the **forwarding destination**, authorize a port, export call data, and prevent cancellation. CallRail says account administrators authorize port-away and that a receiving provider initiates it; WhatConverts requires a Master Account user to approve a U.S. local number for port-out.

(support.callrail.com) (www.whatconverts.com)

Table 2 is a field-by-field inventory. Fill the blank owner and rights cells with actual account names before making a profile edit. The examples describe roles, not a claim that every provider gives the same rights.

Number role or field	Who controls it and where it appears	Caller destination	Update, export, and exit check
Google primary	Business Profile owner controls access; authorized managers can edit profile details. Public on Search and Maps when shown.	The route configured by the number provider.	Record the primary owner, agency manager, proposed editor, and screenshot of the current field. Google says clients must retain profile ownership or co-ownership. (support.google.com)
Google additional	Same profile access, stored as a secondary contact number.	Often the enduring main line when tracking is primary.	Record both added numbers and test each; Google allows up to two.
Website visible number	Website account holder or developer, on desktop and mobile pages.	Stable main line or a source-specific tracking destination.	Capture visible text, click-to-call link, and whether a script swaps it. Dynamic replacement needs site code. (www.sterlingsky.ca)
Directory and citation number	Owner or listing-service account for each external listing.	Usually stable main line unless a managed tracking plan is deliberate.	List login, update rights, and old-number clean-up. BrightLocal accepts tracking numbers in its own citation service, but that is vendor practice. (help.brightlocal.com)

Number role or field	Who controls it and where it appears	Caller destination	Update, export, and exit check
Advertising number	Google Ads account or ad-asset administrator; shown only with relevant ads.	Direct business line through an Ads number or Google forwarding path.	Record account, call-reporting setting, and whether the number is temporary.
Underlying number account	Business, agency, or provider customer account; carrier records may differ.	Forwarding destination configured in the account.	Name the administrator who can authorize port and cancellation. CallRail requires administrator cooperation for transfers between accounts. (support.callrail.com)
Receiving mobile	Employee or owner controls the handset and voicemail. It need not be public.	Person or ring group who answers.	Record after-hours fallback, missed-call handling, and what caller ID the teammate sees.

The map exposes a common mismatch: a business can own its Google profile while an agency administers the tracking account. BrightLocal's practitioner advice tells clients to create and own their tracking accounts; that is a sensible control practice, not a substitute for checking the provider's actual terms.

(www.brightlocal.com) CallRail says customers own numbers created in their accounts, but its port and cancellation workflow still depends on account actions. (support.callrail.com) (www.callrail.com)

In the **United States**, number portability generally allows a customer to keep an existing number when changing providers within the applicable geographic scope. The FCC describes portability across wireline, internet-protocol, and wireless providers. (consumercomplaints.fcc.gov) Twilio also documents porting numbers away to another provider. (www.twilio.com) That legal framework does not show that a given vendor account is ready to port today. For example, Twilio says a receiving carrier may ask for a Letter of Authorization and service address, and configuration does not automatically follow a transfer. (www.twilio.com) The business should obtain the account holder's written port procedure before putting a new number on a highly visible listing. Do not cancel a tracking account before a confirmed port; CallRail specifically warns against deactivating the number or closing the account during port-away. (support.callrail.com)

The owner can keep a short control register next to the map:

- **Contract name.** Record which legal entity is the customer of record for each public number. A practitioner guide advises client ownership of the tracking account. (www.brightlocal.com)
- **Login owner.** Identify the person who can recover the account without an agency's help.
- **Administrator.** Name the user who may change a forwarding destination or approve a port.
- **Invoice.** Save the current bill and any account or service identifiers the receiving provider will ask for.
- **Export.** Confirm which user can download call logs before a transfer or cancellation.
- **Transfer.** Request the provider's current port-out or account-transfer steps in writing.
- **Cancellation.** Record the date and actor who can release the number, and the order in which the account must be closed.

Implementation, Call Test, and Rollback

A phone edit should be treated as a short, reversible change with a known owner and test record. Google reviews edits before publishing them, and some businesses may need to verify a profile before editing. Google also says edit review can sometimes take longer than the usual brief interval, so a saved field is not proof that customers see the new number. (support.google.com)

Before changing the public field

- **Write down the old state.** Capture the primary and additional numbers, screenshots of the public profile and editor, website number, directory number, Ads setting, and actual mobile destinations.
- **Confirm the account.** Name the legal business, tracking service account holder, billing contact, administrator, port authorizer, and agency access role. Google expects the client to retain profile ownership or co-ownership.
- **Check the new route.** Confirm the number is in service and leads to the same business. This aligns with Google's profile rule and its separate Ads number requirement. (support.google.com)
- **Define the decision.** State whether the goal is one durable public number, calls attributed to the profile, paid-ad measurement, or keeping a personal mobile private.
- **Keep the old line active.** Retain the existing destination during the transition, and record the intended rollback editor and provider administrator.

Make a prechange call test

- **Use more than one originating network.** Place calls from at least two unrelated mobiles or carriers so one handset's settings do not masquerade as a route failure.
- **Exercise every menu branch.** If an attendant is present, choose each option and confirm the intended mobile or ring group answers. The autoattendant.io plan, for example, supports a menu that can ring several mobiles.
- **Test answer and no-answer paths.** Let the call ring out, check where voicemail lands, and verify that a teammate can identify the missed call.
- **Test outside business hours.** Confirm the alternate greeting, on-call destination, and voicemail with the actual schedule configured.
- **Check callback identity.** Ask the person who answers what caller ID appeared and what number will show if they call the customer back. A callback from a private mobile may defeat the privacy goal even if inbound routing works.
- **Log evidence.** Note call time, originating network, dialed number, branch selected, answering phone, ring time, and whether the call was answered or recorded as missed.

Do this before publication and repeat after the profile edit becomes public. A passing provider dashboard test does not prove that the number displayed to a real customer is the same one tested. Check Google Search and Maps in a signed-out or customer-like view, the website's visible number and tap-to-call link, and the Ads view if location assets are used. Google says its changes are reviewed before publication; profile performance data is not a substitute for looking at the live field.

Rollback if a caller cannot reach the team

- **Trigger.** Use a failed test call, incorrect displayed number, wrong destination, or unanswered after-hours path as the rollback condition.
- **Restore the stable number.** Re-enter the saved primary and additional fields and use the owner or manager account with edit rights.
- **Remove broken promotion.** Correct website click-to-call links and pause any deliberate promotion of the new line while keeping the line itself active for diagnosis.
- **Confirm the public result.** Repeat call tests against the number actually visible in Search and Maps after the edited field is accepted.
- **Preserve number rights.** If leaving a tracking vendor, port first and cancel only after completion and a fresh unrelated-number test. CallRail documents that sequence for its accounts. (support.callrail.com)

This rollback is an operational plan, not a guarantee that Google will publish an edit instantly. Google's own edit-status guidance allows pending and unapproved results, and published review timing can vary. If the public field remains wrong, preserve the old route and use the profile's edit status and official support path rather than repeatedly changing numbers without a record.

After the edit, perform a public-surface audit:

- **Profile editor.** Confirm the saved primary and additional fields match the change record.
- **Google Search.** View the public result and call the displayed number from a separate phone.
- **Google Maps.** Check the same business on a second device and call from that view.
- **Website text.** Compare the visible number on the home page, contact page, and mobile layout.
- **Tap-to-call.** Test the website's phone link rather than trusting the visible digits alone.
- **Directory sample.** Check the listings that generate the most actual calls for the business.
- **Ads assets.** If the business advertises, check the location-asset phone setting separately.
- **Call log.** Match test timestamps against the receiving team's logs and correct any missing route.

Data Analysis and Evidence

A small team should compare the cost of *measurement* with the cost of *missed reachability*. The provider prices below are current published list prices as of **October 2026**; the plans have different feature sets and billing units. They cannot be compared by monthly headline price alone. CallRail includes a number and minute allowance; CallTrackingMetrics lists higher monthly tiers; Quo sells a broader team phone product per user. (www.calltrackingmetrics.com) (www.quo.com)

Table 3 separates documented figures from the owner inputs needed for a useful decision. It is a worksheet rather than a market forecast.

Item	Published evidence or owner input	How to use it
Google Business Profile "Calls"	Google counts clicks on the profile's call button.	Compare direction over time, but do not equate clicks with answered calls or unique customers.

Item	Published evidence or owner input	How to use it
CallRail Lead Tracking	Starts at \$50/month , with five numbers and 250 minutes ; extra numbers and minutes can be billed. (www.callrail.com)	Price the actual number count and minutes, then verify account ownership and data access.
WhatConverts Call Tracking	The single-account Call Tracking plan has a \$30/month base subscription . Pricing page states a \$30 monthly usage credit ; its site describes dynamic number swapping. (www.whatconverts.com)	Estimate charges above the included \$30 usage credit for the expected tracking volume, and check whether site code is necessary.
CallTrackingMetrics	Global pricing page lists \$79, \$179, and \$329 per month when billed monthly. (www.calltrackingmetrics.com)	Match the needed attribution and workflow features before comparing cost.
Quo Starter	\$15 per user monthly when billed annually; it also documents a shared phone-number inbox. (www.quo.com)	Use when the need is team messaging or shared handling, with seat count included in the budget.
autoattendant.io	\$29 monthly flat for the company for a number and menu that rings mobiles.	Use for voice routing; budget separate tracking or shared-text tools if those are required.
Owner's own volume	Enter last month's calls to each known number, answered calls, missed calls, staff audit minutes, and vendor quote.	Calculate costs with real records; do not apply an industry conversion benchmark to a single office.

The only controlled numbers in this worksheet are the businesses' own logs. A simple monthly calculation is **tracking subscription plus usage charges plus staff audit time**, compared with **staff audit time using the existing line**. Convert staff audit minutes to hours, multiply by the owner's actual loaded hourly cost, and count the owner-supplied calls that changed a staffing or marketing decision. This is a budgeting identity, not an estimated return on investment. The vendor pages establish published plan inputs; they do not measure this business's results. (www.calltrackingmetrics.com)

For context, BrightLocal's 2026 survey used a panel of **1,227 U.S. consumers** and asked about information considered when choosing local businesses. Its result concerning clear, complete information includes phone information, but it does not test tracking-number placement or quantify this business's lost calls. (www.brightlocal.com) Whitespark's 2026 local ranking report is an expert scoring exercise, not a causal experiment. (whitespark.ca) The available research therefore supports careful contact-data maintenance, while the ranking effect of choosing tracking as primary remains unestablished in the sources reviewed here.

Implications and Future Directions

The choice should be reconsidered whenever the business changes agencies, phone vendors, staff routing, or advertising goals. A number can stay public for years while the phone that rings and the person allowed to edit the route change. The inventory in Table 2 is useful precisely because it records both identities. CallRail's account-transfer documentation says a gaining account takes ownership of transferred numbers and that available historical data can accompany a transfer; another provider may set different conditions. (support.callrail.com)

A business needing a **shared short message service (SMS) inbox** should evaluate a team messaging product directly. Quo documents a shared number inbox, and RingCentral lists a shared SMS inbox; these are different product capabilities from merely forwarding a voice call to a mobile. (www.quo.com) (www.ringcentral.com) A business needing campaign or customer relationship management (**CRM**) attribution, recording, forms, or contact-center reporting should specify those requirements in procurement. CallTrackingMetrics documents attribution across calls, texts, forms, and live chat; autoattendant.io expressly directs users needing call recording, agent dashboards, or CRM integrations toward a fuller platform. (www.calltrackingmetrics.com)

The same separation applies to Google Ads. Ad-specific forwarding numbers are useful measurement infrastructure, but Google says they belong to Google and may change. The business's permanent public number should therefore be selected on reachability and control. As tools evolve, the durable asset is a tested number the business can administer and keep, plus a written record of where each public number appears. The reports can then change without forcing customers to relearn how to call.

Frequently Asked Questions (FAQs)

Should a call tracking number be the primary Google Business Profile number?

It can be a workable configuration when the business controls the tracking number, it connects to the actual business, and the stable main number is kept as an additional number. Whitespark, Semrush, and Propel describe that pattern. (whitespark.ca) (es.semrush.com) (propelyourcompany.com) (www.brightlocal.com) Google's binding guidance here is its direct-control and reachability language, not a blanket statement that every tracking number is approved or improves local rankings.

Can a Business Profile have a secondary phone number?

Yes. Google's current help allows a primary plus up to **two additional business numbers**. They can be mobile or landline, not fax. (support.google.com) The extra field helps retain the known business number when a tracked line leads, but it does not replace a working forwarding route. (www.callrail.com)

Does call tracking affect local SEO?

No controlled effect on ranking was established by the retrieved guides. Whitespark's report includes NAP consistency among factors experts consider, while practitioner guides recommend the tracked-primary/main-additional pattern. (whitespark.ca) The operationally testable concerns are whether the number reaches the business, who controls it, and whether the website and other public contact points remain accurate. Google requires direct control of the profile number.

Can a business use the owner's personal mobile?

An owner can publish a personal mobile, which may reach them directly. The tradeoff is practical: if that mobile becomes the public business number, changing the owner's device or role can force changes across every place that number was published. A separate business-controlled number can route calls to that same mobile while leaving the personal number unpublished.

How can an owner track calls from the profile without buying a tracking line?

Start with the Business Profile performance call-button count and the business's own incoming-call log. Google's metric counts taps on the call button, not completed conversations. (whitespark.ca) Match timestamps to the phone system or receptionist notes; label uncertainty rather than claiming exact attribution. For paid ads, inspect the separate Ads call-reporting settings before changing the profile primary number.

Will changing the phone number require verification?

There is no universal answer in the fetched guidance. Google says some businesses may need profile verification before editing, and it reviews submitted changes before they go live. Save the old number and route, inspect the edit status, and test the live result rather than assuming the submitted number is already public.

When is a different phone tool necessary?

If the office needs a shared SMS inbox, choose a phone product with that documented feature instead of assuming voice forwarding provides it. Quo describes a shared number inbox for calls and messages, and RingCentral lists a shared customer-text inbox. (www.quo.com) (www.ringcentral.com) If the requirement is CRM attribution, recording, or agent reporting, specify it separately from the Google profile number choice. A route that reaches a person and a report that attributes the call are different capabilities.

Conclusion

Use a number that the business can **keep, control, and answer** as the Google Business Profile primary. If the existing main line meets that test and source attribution would not change a decision, keep it primary. If profile-specific call measurement is valuable and the owner has documented account, routing, cancellation, and port rights (www.whatconverts.com), an owned tracking line can lead with the stable main line added to the profile. For ads-only measurement, inspect the separate Google Ads phone configuration. These options follow Google's contact-number rules and the distinct vendor workflows documented above. (support.callrail.com)

Before publishing a change, write down every number's role, test each inbound and after-hours route, confirm callback behavior, and identify the person who can reverse the edit. Keep the old line active until the public profile and website display the intended number and real callers can reach the team. The safest answer is a business-controlled contact path that survives a staff, agency, or vendor change. Review the decision when hiring a manager, changing advertising, or switching phone providers. Keep an updated account register and saved rollback state so later changes over time do not depend on one employee's memory.

Source links

Links cited in this article, in order of first appearance. Full addresses are provided for readers using extracted text.

1. <https://support.google.com/business/answer/3370250?hl=en>
2. <https://support.google.com/business/answer/3038177?hl=en>
3. <https://support.google.com/business/answer/3039617?hl=en>
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About Auto Attendant

Auto Attendant gives a small business one phone number and a recorded menu that sends each caller to the right person. The call rings the mobile that person already carries, using their normal dialler and their normal mobile plan. Pricing is a single flat monthly fee for the whole company rather than a charge for each user, and there is no app, desk phone or hardware to install.

One number, one menu, the phones you already own

A caller dials the business number, hears a short greeting and chooses an option. Each option can ring one mobile, ring several at once so whoever is free answers first, or try people one after another in a set order. There is no limit on how many people sit on the receiving end, because nobody is billed per seat. Setup is done by the owner in a few minutes: pick a number, write the greeting, and point each option at a mobile.

What it deliberately is not

An auto attendant routes a call; it does not answer one. Nobody at Auto Attendant speaks to callers, and no AI stands in for a receptionist. A business that wants its calls handled, messages taken and appointments booked wants an answering service, which is a different product at a different price. A business that needs call recording, queues, agent dashboards or CRM integration wants a contact centre platform. Auto Attendant is for the case where the call should simply reach the right pocket.

Keeping personal numbers off the internet

The business number is the only number a caller ever sees. Personal mobile numbers are never displayed and never given out, which is what lets an owner put a number on a website, an invoice, a van or a Google Business Profile without handing a personal line to everyone who finds it. An existing advertised number can be ported across and kept, and the old line keeps working while the port is in progress.

Work with Auto Attendant

Visit [Auto Attendant](#) to see [how it works](#), [how it compares](#) to a personal mobile, Google Voice and a full phone platform, and the current [pricing](#).

Telephone number portability, emergency calling and caller-ID rules differ by country and change over time. Articles published here describe general practice and cite primary regulator and carrier sources; they are not a guarantee of any timeline, and they are not legal or regulatory advice for a specific business.

Website: <https://autoattendant.io>

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