

GOOGLE BUSINESS PROFILE CHECKLIST

Your free listing on Google Search and Maps is often the first thing a local customer sees. Work through this once, then check it monthly.

1. CLAIM AND VERIFY

- [ ] **Search your business name on Google and Maps to see if a listing already exists**
  Claim it rather than creating a duplicate.
- [ ] **Sign in with a Google account the business owns**
  Not an employee or agency personal account. Owners should always be able to get back in.
- [ ] **Enter your business name exactly as it appears on your sign, invoices and website**
  Do not add keywords or a tagline to the name.
- [ ] **Choose your primary category carefully**
  It is the single strongest signal of what you are. Pick the most specific one that fits.
- [ ] **Add secondary categories only if they are true**
  A few honest ones, not every category you can find.
- [ ] **Complete the verification Google offers**
  Postcard, phone, email or video. Keep the code somewhere safe until it works.

2. BUSINESS DETAILS

- [ ] **Address, or service area if you travel to customers**
  If customers do not visit you, hide your address and list the areas you serve.
- [ ] **Phone number you actually answer**
  Ideally a number that also appears on your website and other listings.
- [ ] **Website link**
  Point it to the page that best matches the listing, not always the home page.
- [ ] **Hours, including holidays and special hours**
- [ ] **Business description**
  Write it in plain words: what you do, who for, where. No hype, no phone numbers or links.
- [ ] **Services and products, with short descriptions and prices where possible**



3. PHOTOS AND PROOF

- [ ] **Logo and a cover photo**
- [ ] **Photos of your real work, team, vehicle and location**
  Real beats stock. Add a few every month.
- [ ] **Photos taken by you at the site, not only finished results**
  Before and after shots help if the customer allows them.
- [ ] **Short video if you have one**

4. KEEP IT ALIVE

- [ ] **Post an update, offer or event regularly**
  Even a short one shows the listing is current.
- [ ] **Answer questions that appear on the listing**
- [ ] **Reply to every review, good or bad**
  See the Review Request Scripts for wording.
- [ ] **Check messages and calls from the listing weekly**
- [ ] **Check that hours, phone and address are still correct once a month**
- [ ] **Look at the insights: searches, calls, direction requests, website clicks**
  Write the numbers down in your CRM or tracker so you can see change.

5. WATCH OUT FOR

- [ ] **Fake or duplicate listings using your name**
  Report and remove them.
- [ ] **Suggested edits from the public**
  They can change your hours or phone. Review notifications.
- [ ] **Anyone offering guaranteed first place on Google for a fee**
  No one can promise that.
- [ ] **Rules change**
  Read Google's current guidelines for business profiles before making bigger changes.