GOOGLE BUSINESS PROFILE SETUP · CHECKLIST

Google Profile checklist

Every part of your Google Business Profile that matters, in the order to fix it.

How it works

01 **30-point audit** — Scored before and after

02 **Fix the profile** — Categories, services, hours, photos

03 **Match your listings** — Google, Bing and Apple Maps

04 **Send your review link** — To happy customers after a job

05 **Two weekly habits** — One post, and reply to every review

Sign in at business.google.com with the account that owns your profile. If you don't have access, use Google's "request access" or "claim this business" steps. Never pay anyone who says they're from Google to verify your profile.

1 · The basics: get the facts exactly right

- [ ] Business name exactly as on your sign and documents (no extra keywords; Google's rules don't allow them).
- [ ] Primary category: the most specific one that fits what you mostly do.
- [ ] A few extra categories for other services you really offer.
- [ ] Address shown, or hidden with a service area if you go to customers.
- [ ] Phone number and website match your website exactly.
- [ ] Regular hours, and special hours for holidays.

2 · What you offer, in plain words

- [ ] Services listed, each with a short description (and price if you're happy to show one).
- [ ] Description: what you do, who for and where, in plain words (up to 750 characters).
- [ ] Attributes that apply (for example accessibility, payments, languages).
- [ ] Booking or quote link, if you take bookings online.

DESCRIPTION (SAMPLE)

Brightline Heating & Air repairs, maintains and replaces heating and cooling systems for homes and small offices. Same-day repairs when we have a slot, 24/7 emergency calls, and comfort plans with two tune-ups a year. All major brands.

YOUR DESCRIPTION (UP TO 750 CHARACTERS)

3 · Photos: real ones, added often

- [ ] Logo and a cover photo.
- [ ] Real photos of your work, team, vehicles or premises (no stock photos).
- [ ] A few new photos every month.

4 · Questions, reviews and staying active (the part customers read most)

- [ ] Answer the questions people ask on your profile, and add the common ones you get by phone.
- [ ] Reply to every review, good or bad, within a few days (Review Templates).
- [ ] Get your review link ("Ask for reviews" in your profile) and send it to customers after a job.
- [ ] Post an update, offer or event every week or two.
- [ ] Check monthly that hours, services and photos are current.
- [ ] Check the profile's numbers: calls, website visits, direction requests.

Posts: a month of ideas is in 30 Post Ideas. Post once or twice a week with a real photo.