

Google Business Profile Checklist

Review business categories, hours, contact details, services, photographs, and customer-facing information — so local customers find and choose you.

■ Business Basics

Get the foundations right. Google uses these details to match you with nearby searches.

- ☐ Claim and verify your profile (postcard, phone, or email verification)
- ☐ Use your exact business name — no extra keywords or taglines
- ☐ Add a street address or clearly defined service area
- ☐ List a local phone number that a person actually answers
- ☐ Link to the most relevant page of your website, not just the homepage
- ☐ Set accurate regular hours, plus special and holiday hours

■ Categories & Services

Categories drive when your business appears. Be specific here.

- ☐ Choose the most specific primary category that fits your business
- ☐ Add relevant secondary categories (up to nine more)
- ☐ List every service or product you offer, with short descriptions
- ☐ Add prices or price ranges where it makes sense
- ☐ Keep seasonal services listed only while they are available

■ Description & Details

Tell customers — and Google — what makes you different.

- ☐ Write a business description that mentions what you do, where, and for whom
- ☐ Use keywords naturally; never stuff them
- ☐ Complete attributes that apply (accessibility, ownership, payment options, free Wi-Fi)
- ☐ Answer the most common customer questions in your description and services

■ Photos & Videos

Profiles with strong, fresh photos get more clicks and direction requests.

- ☐ Upload a clear logo and an on-brand cover photo
- ☐ Add real interior, exterior, team, and product photos
- ☐ Keep photos bright, sharp, and high resolution
- ☐ Add new photos regularly — fresh content signals an active business
- ☐ Get permission before posting photos of customers or staff

■ Reviews & Q&A

Reviews are the loudest ranking and trust signal you control.

- ☐ Ask happy customers for reviews — in person, by text, or with a link
- ☐ Respond to every review, positive or negative, promptly and professionally
- ☐ Never purchase or trade fake reviews — they get removed and hurt you
- ☐ Monitor and answer questions customers post on your profile

■ Posts & Updates

An active profile tells Google and customers you are open for business.

- ☐ Publish posts regularly — offers, events, updates, and announcements
- ☐ Use posts with photos and a clear call to action
- ☐ Update posts for seasonal promotions and events
- ☐ Turn on messaging or chat if you can respond quickly

■ Quick Self-Check

Before you call the checklist done, confirm:

- ☐ Profile is verified and hours are accurate
- ☐ Primary and secondary categories are specific and correct
- ☐ Every service is listed with a short description
- ☐ Fresh photos are on the profile
- ☐ Recent reviews have responses and a new post is live

Want a profile that works this hard all year?

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