Business Profile Pro

BUSINESS PROFILE PRO · FREE GUIDE

Get Found Locally in 30 Days

The Google Business Profile & website checklist for Las Vegas small businesses: week-by-week tasks, the rules from Google, the FTC and the FCC in plain English, and ready-to-use scripts.

For owner-run local businesses

30 DAYS

Day 0	1–7	8–14	15–21	22–30
SET UP		GET CHOSEN		BUILD TRUST

WELCOME

Be easy to find, easy to call and easy to trust.

Most local customers search, tap and call. This checklist gives you 30 days of short, practical steps so the people searching for what you do can find you, reach you and pick you.

It follows the published rules that matter most for a local business online: Google's guidelines for Business Profiles, Google's policy on reviews, the FTC's rule on consumer reviews, FCC rules on texting and the CAN-SPAM Act for email. Every rule we mention is linked on the sources page.

COMPLIANCE

One important caveat: licenses and rules come first

In Nevada, NRS 76 requires a **state business license** from the Secretary of State, in addition to any **local license** where you operate. Some trades and services also need a state board license. This guide is general information, not legal advice. When in doubt, check with the agency that licenses you.

How to use this checklist

- **Start with "Before you start."** Your name, address and phone number should match your license before you put them anywhere online.
- **Work one week at a time.** Each week has a goal, a short task list and a simple number to track.
- **Tick the boxes.** Print it, keep it in the truck or at the counter, and check items off as you go.

What's inside

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DAY 0 · GET YOUR FACTS STRAIGHT

BEFORE YOU START

Licenses, name, address and phone

00

Google, your website and every directory should show the same facts. Settle them once, here.

1 · Licenses

- [ ] **State business license.** Nevada's NRS 76.100 says a person can't conduct business in the state until they get a state business license from the Secretary of State. Sole proprietors need one too, unless an exemption applies. You can apply online at SilverFlume.
- [ ] **Local business license.** Clark County has 6 licensing jurisdictions (unincorporated Clark County, Las Vegas, Henderson, North Las Vegas, Boulder City and Mesquite). Clark County notes that much of the valley has a Las Vegas mailing address but sits in unincorporated Clark County, so use the jurisdiction locator to check yours.
- [ ] **Trade or professional license.** If your work needs one, only show the license number online once you've confirmed it on the board's public lookup.

2 · Your business facts sheet

Legal / license name:

Name customers know you by (real-world name):

Address (or "service-area business, address hidden"):

One main phone number you control:

Hours · main service · service area:

TIP

Use this sheet every time you fill in a profile: Google, your website footer, Facebook, Yelp, Apple Business Connect and any directory. Matching details are easier for customers to trust.

DAYS 1–7

WEEK 1 · GET ON THE MAP

Claim and fix your Google Business Profile

01

WEEK 1

Claim, verify and complete your profile

Goal: your business shows up on Google with correct, rule-following details.

- [ ] **Search for your business** on Google Maps. If a profile exists, claim it. If not, create one at business.google.com.
- [ ] **Use your real-world business name**, exactly as customers see it on your signs, vehicles and invoices. No extra keywords, city names or phone numbers.
- [ ] **Pick your primary category** so it completes the sentence "This business IS a ___." Use as few categories as you need.
- [ ] **Storefront or service area?** If customers come to you, show your address. If you go to them (plumber, mobile detailer, cleaner), set a service area and hide your address.
- [ ] **Add your main phone number**, hours, services, a short description and at least a few real photos of your work, team or vehicle.
- [ ] **Complete verification** when Google asks. Timing and method are up to Google.

TRACK Profile verified ——— · Photos added ——— · Categories set ———

What Google says about service areas

GOOGLE RULE

Google's guidelines say a business that serves customers at their location, but not at its own address, should hide its address, and that a service area shouldn't extend farther than about 2 hours of driving from where the business is based.

WEEK 1 · GOOGLE RULES

Google Business Profile do's and don'ts

Summarized from Google's Guidelines for representing your business on Google. Breaking them can get a profile suspended.

Item	Do	Don't
Name	Use your real-world name, consistent with your signs and stationery.	Add taglines, keywords, locations, service info, phone numbers, URLs or all caps (unless that's how your name is written).
Address	Use a real, permanent location where you're staffed, or hide it if you're a service-area business.	Use a P.O. box, a mailbox at a remote location or a virtual office.
Profiles	Keep one profile per business location.	Create extra profiles for each service or for nearby cities.
Phone	Use a number that connects to your business as directly as possible.	Use numbers that send people to a page or service that isn't you.
Categories	Choose the fewest that describe your core business.	Add categories for things you only do occasionally, or just to show up in more searches.
Description	Explain what you do, who you serve and what makes you different.	Include links, prices, promotions or misleading claims.

TIP

Re-read the guidelines whenever you change your name, move or add a location. Google updates them, and it's the current version that counts.

> **"Settle your name, address and phone once, then use them everywhere."**
>
> FROM "BEFORE YOU START"

DAYS 8–14

WEEK 2 · GET CHOSEN

Make your website do its job

02

WEEK 2

A phone-friendly site that turns visits into calls

Goal: a customer on a phone can see what you do, where you work and how to reach you in a few seconds.

- [ ] **Put tap-to-call and a short quote or booking form** at the top of every page.
- [ ] **Give each main service its own section or page**, with plain descriptions and "starting at" prices if you use them.
- [ ] **Add a service-area page** listing the neighborhoods or cities you actually serve.
- [ ] **Show the same name, address (if public) and phone** as your Google profile, in the footer of every page.
- [ ] **Use HTTPS** (the padlock in the browser) and make sure every form works on a phone.
- [ ] **Test your speed** with Google {a("psi","PageSpeed Insights")} and fix the biggest problem first.

TRACK Mobile test passed ——— · Forms tested ——— · Speed checked ———

≤ 2.5 s	≤ 200 ms	≤ 0.1
Largest Contentful Paint (loading)	Interaction to Next Paint (responsiveness)	Cumulative Layout Shift (visual stability)

"Good" Core Web Vitals thresholds, measured at the 75th percentile of page loads. Source: web.dev, Web Vitals

WEEK 2 · WEBSITE CHECKLIST

Your website, page by page

Five to seven pages is plenty for most local businesses. Tick each one off when it's done.

Home

- [ ] What you do and where, in one sentence
- [ ] Tap-to-call and a quote or booking button
- [ ] Your hours and service area

Services

- [ ] One section or page per main service
- [ ] Real photos of your own work
- [ ] "Starting at" prices, if you use them

Service area

- [ ] Cities or neighborhoods you really serve
- [ ] Matches the service area on Google

About

- [ ] Who you are and how long you've done this
- [ ] License number only if verified on the board lookup

Reviews

- [ ] Real reviews only, with a link to your Google profile
- [ ] No edited, invented or cherry-picked quotes presented as "all reviews"

FAQ

- [ ] Answers to the 5 to 10 questions you hear on every call

Contact / Get a quote

- [ ] Short form: name, phone, email, what you need
- [ ] Separate, unchecked box for text messages
- [ ] Thank-you message that says when you'll reply

Privacy & terms

- [ ] What you collect and why, and how to opt out

TIP

Add **LocalBusiness structured data** so search engines can read your name, address, phone and hours. Google documents it in Local business structured data, and you can test it with the Rich Results Test.

DAYS 15–21

WEEK 3 · FOLLOW UP

Catch every call and every quote

03

WEEK 3

No lead left without a reply

Goal: every caller and every quote gets a timely, polite follow-up, even when you're busy.

- [ ] **Turn on a missed-call text-back** so callers get a quick reply from your business number when you can't pick up. Keep it informational: who you are and when you'll call back.
- [ ] **Register your business texting number for A2P 10DLC** through your texting provider. US carriers use this registration, run through {a("tcr","The Campaign Registry")}, for business texting from regular 10-digit numbers.
- [ ] **Get written consent before marketing texts.** Use a separate, unchecked text-message box on your forms.
- [ ] **Set a quote follow-up schedule** (below) and log every lead in one place, like a CRM.
- [ ] **Add a "no contact in 3 days" reminder** for any new lead nobody has called back.

TRACK Missed calls returned ——— · Quotes sent ——— · Quotes followed up ———

A simple quote follow-up schedule

When	Channel	What to say
Day 0	Email	Send the quote with what's included and how to say yes.
Day 1	Call or text*	"Did the quote come through? Any questions?"
Day 3	Email	Answer the most common question you get about this job.
Day 7	Call or text*	Offer the next open date on your calendar.
Day 14	Email	Friendly close: "Should I keep this open or close it out?"

*Text only people who gave you permission to text them.

WEEK 3 · TEXTING & EMAIL RULES

Texting and email rules in plain English

A short summary, not legal advice. Follow the links for the full rules.

Texts (FCC / Telephone Consumer Protection Act)

FEDERAL RULE

The FCC explains that its rules ban texts sent to a mobile phone using an autodialer unless the phone owner gave consent first (or it's an emergency). **Commercial texts require written consent**, while consent for informational texts may be oral. People can opt out at any time in any reasonable way. Source: FCC, Stop Unwanted Robocalls and Texts.

- Collect text consent with a separate, unchecked box that says what you'll text and how often.
- Include your business name and "Reply STOP to opt out."
- Honor STOP right away, and don't make consent a condition of buying.

Commercial email (CAN-SPAM Act)

FEDERAL RULE

The FTC's CAN-SPAM compliance guide lists the basics for commercial email:

- Don't use false or misleading header information or subject lines.
- Identify the message as an ad when it is one.
- Include your valid physical postal address.
- Tell people how to opt out, and honor opt-outs within 10 business days.
- You're responsible for email that others send for you.

TIP

Keep customer emails useful: a seasonal reminder, a maintenance tip or a "time to book again" note. A short, honest message with a clear opt-out works better than a long sales pitch.

DAYS 22–30

WEEK 4 · BUILD TRUST

Ask every customer for a review

04

WEEK 4

A review request after every finished job

Goal: every customer gets the same easy, honest invitation to leave a review.

- [ ] **Copy your Google review link** from your Business Profile and save it in your phone and CRM.
- [ ] **Ask every customer** after the job is done, by text (if they opted in) or email. Not just the happy ones.
- [ ] **Reply to reviews**, good and bad, politely and without sharing private details.
- [ ] **Show real reviews on your site** with a link to your Google profile.
- [ ] **On day 30, review your numbers** and pick one thing to improve next month.

TRACK Review requests sent · New reviews · Replies posted

COMPLIANCE

The review rules that matter

- **Google** says merchants must not offer incentives for reviews, must not discourage or prohibit negative reviews, and must not selectively ask happy customers only ("review gating"). Source: Google Maps user contributed content policy.
- **The FTC's rule** (16 CFR Part 465) bans fake reviews and testimonials, review incentives conditioned on positive or negative sentiment, undisclosed insider reviews and review suppression. Source: eCFR, 16 CFR Part 465.

SAMPLE SCRIPTS

Words to start with

Make these sound like you. Fill in the bracketed placeholders. Text only people who gave you permission.

SCRIPT 1 · MISSED-CALL TEXT-BACK

"Hi, this is [Business Name]. Sorry we missed your call. We're on a job right now and will call you back by [time]. If it's easier, reply with what you need. Reply STOP to opt out."

SCRIPT 2 · QUOTE CHECK-IN (DAY 1)

"Hi [Name], it's [Your Name] with [Business Name]. Just checking that the quote for [job] came through. Happy to answer any questions or adjust it. Reply STOP to opt out."

SCRIPT 3 · REVIEW REQUEST (EVERY CUSTOMER)

"Hi [Name], thanks for choosing [Business Name] for [job]. If you have a minute, would you share your honest experience on Google? It helps other people in [Area] find us: [review link]. Thank you! Reply STOP to opt out."

Send it to everyone, with no discount, gift or contest attached, and no "only if you're happy" wording.

SCRIPT 4 · WIN-BACK EMAIL (90 DAYS)

Subject: Time for your next [service]?

Hi [Name], it's been about three months since we [did the job]. If you'd like to get on the calendar again, reply to this email or book here: [link]. Thanks for being a customer.

[Your Name], [Business Name] · [Mailing address] · *Unsubscribe*

30-DAY SCORECARD

Your 30-day scorecard

Write in your own numbers. There are no "right" targets. The point is to see what changes.

What to count	Day 0	Day 30
Google reviews (total)		
Calls from your Google profile (from Performance in your profile)		
Website form or quote requests		
Missed calls returned the same day		
Quotes sent · quotes won		
PageSpeed Insights mobile result (pass / needs work)		

Free tools checklist

- [ ] **Google Business Profile** (business.google.com): your listing on Search and Maps.
- [ ] **PageSpeed Insights**: tests your page speed on mobile and desktop.
- [ ] **Google Search Console**: shows how your site appears in search, including Core Web Vitals.
- [ ] **Rich Results Test**: checks your LocalBusiness structured data.
- [ ] **A CRM** to log every lead, quote and follow-up in one place.
- [ ] **The SBA's Marketing and sales guide** for basics on reaching customers.

DISCLAIMER

Please read

Business Profile Pro is a marketing and technology service. It is not a law firm, accountant or licensing agency, and it is not affiliated with or endorsed by Google, the FTC, the FCC, The Campaign Registry, the SBA, the State of Nevada or Clark County.

This guide is general educational information, not legal, tax or financial advice. Rules change and vary by state, county, city and industry. Before acting on anything here, check it with the agency that licenses you and a qualified professional.

Calls, texts and email are covered by laws including the Telephone Consumer Protection Act, FCC rules, carrier A2P 10DLC requirements, the CAN-SPAM Act and state privacy laws. Make sure you have the consent you need and honor opt-outs.

Reviews must follow Google's policies and the FTC's rule on consumer reviews and testimonials (16 CFR Part 465).

No results are guaranteed. Your results depend on your market, your work and many other factors. Package prices and inclusions are set by Business Profile Pro and may change; see businessprofilepro.com for current terms.

SOURCE Information checked against the sources listed on the next page as of November 2026.

SOURCES

Sources & further reading

GOOGLE

- Guidelines for representing your business on Google: support.google.com/business/answer/3038177
- Maps user contributed content policy (fake engagement): support.google.com/contributionpolicy/answer/7400114
- Local business structured data: developers.google.com … /local-business
- Rich Results Test: search.google.com/test/rich-results
- Search Console: search.google.com/search-console
- PageSpeed Insights: pagespeed.web.dev
- web.dev, Web Vitals: web.dev/articles/vitals

FEDERAL RULES

- 16 CFR Part 465, Use of Consumer Reviews and Testimonials: ecfr.gov … /part-465
- FTC, Consumer Reviews and Testimonials Rule: Questions and Answers: ftc.gov … /consumer-reviews-testimonials-rule-questions-answers
- FTC, CAN-SPAM Act: A Compliance Guide for Business: ftc.gov … /can-spam-act-compliance-guide-business
- FCC, Stop Unwanted Robocalls and Texts: fcc.gov/consumers/guides/stop-unwanted-robocalls-and-texts
- The Campaign Registry (A2P 10DLC): campaignregistry.com

NEVADA & CLARK COUNTY

- NRS Chapter 76, State Business Licenses: leg.state.nv.us/nrs/NRS-076.html
- Nevada Secretary of State, State Business License FAQ: nvsos.gov … /state-business-license-faq
- SilverFlume, Nevada's business portal: nvsilverflume.gov
- Clark County, General Business License guide: clarkcountynv.gov … /general-license-guide
- Southern Nevada business license jurisdiction locator: maps.clarkcountynv.gov … /jurisdiction

SMALL BUSINESS ADMINISTRATION

- Apply for licenses and permits: sba.gov … /apply-licenses-permits
- Marketing and sales: sba.gov … /marketing-sales

All sources checked November 3, 2026. ftc.gov and fcc.gov pages block automated link checkers; those addresses were confirmed by search on the same date.

Business Profile Pro

SMALL BUSINESS WEBSITE PACKAGE

Your website, Google profile and follow-up, live in 7 days

We build your website, tune up your Google Business Profile and set up a GoHighLevel CRM that texts back missed calls, follows up on quotes and asks for reviews, so you can stay on the job instead of on your phone.

WHAT YOU GET

- 5 to 7 page mobile website with tap-to-call
- Google Business Profile setup and clean-up help
- GoHighLevel CRM with a simple lead pipeline
- Missed-call text-back and quote follow-up
- Review requests sent to every customer

DIY Templates	**$297** one-time
MOST POPULAR **Done-For-You**	**$997** setup + $97/mo
Done-For-You + Marketing	**$1,497** setup + $297/mo

Ready to get found and get called back?

Book a 20-minute fit call. We'll look at your Google listing and current site, pick a tier and set your 7-day launch date.

Book my fit call → businessprofilepro.com/small-business-website-package

No contract required to talk. If you're not live in 7 days, your setup fee comes back.