Business Profile Pro

FREE CHECKLIST

Google Business Profile Optimization Checklist

Fill in every part of your Google Business Profile so more local customers can find you, call you and trust you.

1 Claim and verify

- [ ] Search for your business name on Google and Google Maps to see if a profile already exists.
- [ ] **Claim** the existing profile instead of creating a duplicate.
- [ ] Complete Google's **verification** step.
- [ ] Check who has owner or manager access, and remove anyone who should not.
- [ ] Report or merge any duplicate listings. Use a business email you will always have access to.

2 Business basics

- [ ] **Business name** matches your real-world name on your sign, invoices and website. No extra keywords.
- [ ] Choose the **primary category** that best describes your main service.
- [ ] Add **additional categories** only if they are accurate for what you really offer.
- [ ] Set your **address** or **service area**. If customers do not visit you, hide your street address.
- [ ] Add a **local phone number** you answer, the same number used on your website.
- [ ] Add your **website link** and point it to the page that best matches the profile.
- [ ] Set regular **hours**, plus special hours for holidays.

3 Describe what you do

- [ ] Write a clear **business description** in plain words: what you do, who you help and where.
- [ ] Add each of your **services** with a short description.
- [ ] Add **products** if you sell them.
- [ ] Turn on every **attribute** that is true for you (for example, online estimates or wheelchair accessible).

TIP Write for a customer, not for Google. If a sentence sounds stuffed with keywords, rewrite it.

4 Photos and video

- [ ] Upload your **logo** and a clear **cover photo**.
- [ ] Add photos of your **storefront or vehicle**, your **team** and your **work**.
- [ ] Share **before and after** photos of real jobs, with the customer's permission where needed.
- [ ] Use bright, sharp photos that are really yours. Skip stock images and heavy text overlays.
- [ ] Add new photos on a regular schedule, such as every week or two.

5 Reviews and questions

- [ ] Copy your **review link** from your profile and save it where your team can find it.
- [ ] **Ask every happy customer** for a review.
- [ ] **Reply to every review**, good or bad, politely and by name when you can.
- [ ] Add the **questions customers ask most** and answer them yourself.
- [ ] Never offer discounts or gifts in exchange for reviews.

> **TIP** A short, friendly reply that mentions the job shows future customers that a real person is behind the business.

6 Posts and ongoing care

- [ ] Publish **posts** about offers, news, projects or events.
- [ ] Check your profile's **calls, messages and direction requests** each month.
- [ ] Turn on **messaging** only if you can reply quickly.
- [ ] Re-check your hours, phone number and services **every quarter**.
- [ ] Update your profile any time something about your business changes.

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Want us to do the marketing for you?

Business Profile Pro looks after your Google Business Profile, local search, reviews and website, so you can get back to the work you love.

Get Started

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