

Google Business Profile Checklist

A complete step-by-step guide to set up, optimize, and maintain a strong and ranking Google Business Profile.

1. Business Information Setup

Business Name

- Use your real-world business name
- No extra keywords
- No city name unless legally registered
- No emojis or special characters

Business Category

- Choose the correct **primary category**
- Add relevant **secondary categories**
- Check top-ranking competitors for category ideas

Address or Service Area

- Use a real physical address or approved service area
- No virtual offices, PO boxes, UPS stores, or co-working spaces
- Service-area businesses must hide the exact address

Phone Number

- Use a local number if possible
- Avoid call-tracking numbers as the primary number

Business Hours

- Set accurate hours
- Update for holidays or seasonal changes

Website Link

- Link to a real, functioning website
- Use UTM tracking if you want detailed analytics

2. Business Description

Checklist

- Write 2–3 short paragraphs
- Explain who you are, what you do, and why you help
- Include your top keywords naturally
- Avoid keyword stuffing
- Keep the tone simple and human

3. Services & Products

Services

- Add all the services you offer
- Use simple, clear names
- Add pricing only if consistent everywhere

Service Descriptions

- Add short explanations for each service
- Include relevant keywords
- Stay factual and honest

Products (optional)

- Add only if you sell actual products
- Include pricing, photos, variations, and simple descriptions

4. Attributes

Checklist

- Add all relevant business attributes
Examples:
- Women-led
- Veteran-owned

- Wheelchair accessible
- Online appointments
- Onsite services

Attributes help your listing appear in extra searches.

5. Photos & Media

Checklist

Minimum required:

- Logo
- Cover photo
- 5–10 business photos

Best practice:

- Upload real photos, not stock images
- Use natural light and clear angles
- Include team, store, interior, exterior, service process
- Add new photos at least once a month

Avoid:

- Blurry images
- Heavy edits
- Random unrelated pictures

6. Verification Checklist

What You Need

- Government ID
- Business certificate / license
- Utility bill
- Storefront photos
- Signboard photos
- Office interior photos

For Video Verification

- Show signboard
- Show entrance
- Show equipment
- Show workspace
- Show business documents

Google wants to confirm the business really exists and operates legally.

7. Posts & Updates

Checklist

- Post weekly
- Use simple photos
- Share offers, updates, events, services
- Keep descriptions short
- Add links when needed

Posting helps Google see that your business is active.

8. Reviews & Reputation

Getting Reviews (Safe Methods)

- Ask real customers
- Use in-store QR codes
- Send review link after service
- Ask after positive experiences

Never Do

- Fake reviews
- Paying for reviews
- Review swaps

Replying to Reviews

- Respond within 24–48 hours

- Keep it simple
 - Thank customers
 - Solve issues calmly
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9. NAP Consistency (Name, Address, Phone)

Checklist

Your business information must match everywhere:

- Website
- Facebook
- Yelp
- BBB
- Yellow Pages
- Industry directories
- Apple Maps
- Bing Places

Small mismatches hurt ranking.

10. Citations & Directory Listings

Checklist

- Add business to top directories
- Fix incorrect listings
- Remove duplicates
- Keep information consistent
- Avoid spammy sites

Focus on quality, not quantity.

11. Google Maps Ranking Factors

Core Ranking Elements to Improve

- Correct categories
- Strong business info
- High-quality photos
- Regular posts
- Consistent reviews
- NAP consistency
- Local citations
- Good on-page SEO on your website
- Strong service-area relevance
- Avoiding violations

Ranking is a mix of relevance, distance, and trust.

12. Competitor Check

Checklist

- Check what categories they use
- Check how many reviews they get
- Check their posting frequency
- Check their photos
- Check their website quality

Outperform, don't copy.

13. What to Avoid

Stay Away From:

- Keyword stuffing your business name
- Editing too frequently
- Fake reviews
- Changing address repeatedly
- Listing virtual offices
- Using multiple profiles for one business
- Ownership battles

Google notices everything.



14. Monthly Maintenance Checklist

Every Month:

- Add 2–4 new photos
- Reply to all reviews
- Make 4–6 Google Posts
- Check category alignment
- Check competitor changes
- Update seasonal hours
- Review NAP consistency
- Clean spam competitor listings
- Track calls and views

Consistency beats intensity.

15. Bonus: Website Alignment Checklist

Your Google Business Profile and website must match.

Checklist

- Use same NAP
- Add service area pages
- Add location pages
- Add Schema markup
- Add contact info in the footer
- Improve page loading speed
- Add local keywords to main headings

Google ranks local businesses with strong websites higher.

