Google Business Profile Optimization Checklist

Claim & Verify Your Business

- ■ Claim your listing on Google Business Profile
- ■ Complete verification
- ■ Ensure business name matches real-world branding
- ■ Confirm you are the primary owner

Business Information Accuracy

- ■ Business name, address, and phone are correct
- ■ Website link is correct
- ■ Business hours accurate
- ■ Holiday hours updated

Categories & Services

- ■ Choose correct primary category
- ■ Add relevant secondary categories
- ■ List all major services
- ■ Add descriptions for services

Photos & Visual Content

- ■ Upload logo and cover photo
- ■ Interior and exterior photos
- ■ Team photos
- ■ Product or service photos

Reviews & Reputation

- ■ Ask customers for reviews
- ■ Share review link
- ■ Respond to all reviews

- [ ] Address negative reviews professionally

Posts & Updates

- [ ] Post updates or offers
- [ ] Share news or blog posts
- [ ] Add photos or graphics regularly

Engagement

- [ ] Enable messaging
- [ ] Respond quickly to inquiries

Ongoing Maintenance

- [ ] Upload new photos monthly
- [ ] Check for listing edits
- [ ] Review insights and performance