

Google Business Profile Optimization Checklist

Use this concise checklist to keep your profile competitive:

- ☐ Claim and verify the profile using a company-controlled Google account.
- ☐ Confirm your business name, phone number, website, address, hours, and service areas are accurate.
- ☐ Select a precise primary category and only relevant secondary categories.
- ☐ Complete service fields for core, revenue-driving offerings.
- ☐ Write a clear, customer-focused business description.
- ☐ Add authentic photos of technicians, trucks, jobs, and your team.
- ☐ Build a consistent, compliant system for requesting honest reviews.
- ☐ Respond professionally to every review.
- ☐ Add and monitor Q&A responses for common homeowner concerns.
- ☐ Publish timely, useful Google updates at least weekly.
- ☐ Track calls, website clicks, directions, messages, reviews, and booked-job outcomes.
- ☐ Review and refresh the profile every month.