

Step-by-Step Google Business Profile Checklist

☐ Claim and Verify Your Profile

- ☐ Visit google.com/business and sign in with your business email.
- ☐ Search for your business name; if listed, claim and verify it via phone, email, or postcard.
- ☐ Use an email tied to your domain (e.g., info@yourcompany.com) for credibility.



☐ Confirm Core Business Information

- ☐ Double-check your Name, Address, and Phone (NAP) are consistent with your website and directory listings.
- ☐ Add accurate business hours and include after-hours or emergency service designations.
- ☐ List your service areas precisely – city names or ZIP codes.



☐ Connect marketing to call center and sales

- ☐ CSRs understand which campaigns are running and how to talk to them.
- ☐ Lead handling expectations (answer rate, speed-to-lead, booking rate) are documented.
- ☐ Sales and field teams know which leads are being targeted and why.



☐ Choose the Right Business Categories

- ☐ Use a main category aligned with your trade (e.g., "HVAC Contractor," "plumbing service").
- ☐ Add secondary categories for specialties (e.g., "air conditioning repair," "drain cleaning").
- ☐ Be specific; category selection affects visibility.



☐ Write a Compelling Business Description

- ☐ Use 750 characters highlighting your core services, service areas, and unique promise.
- ☐ Include relevant keywords naturally, such as "service contractors SEO" or "Google Business Profile HVAC."
- ☐ Keep it customer-focused: "Fast, reliable AC and heating service in the Denver area."



☐ Fill Out Every Service and Product Field

- ☐ List core services individually. Google reads each as a keyword signal.
- ☐ Add short descriptions (1-2 sentences) and pricing or estimates if relevant.
- ☐ Link these items back to matching services pages on your website.



☐ Upload High-Quality, Authentic Photos

- ☐ Add 5-10 photos: trucks, technicians, the office, jobs in progress, and team shots.
- ☐ Replace outdated images quarterly.
- ☐ Include your logo and a clear cover photo showing your team or main service.



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Enable and Monitor Messaging

- ☐ Turn on the Messages feature so customers can text you directly through Google Maps.
- ☐ Respond promptly. Fast replies improve engagement signals.



Get and Manage Customer Reviews

- ☐ Send a request link after each completed job using your CRM or a simple text template.
- ☐ Thank every reviewer and resolve negative feedback diplomatically
- ☐ Aim for steady volume. One to two new reviews per week is strong.



Post Updates and Offers Regularly

- ☐ Use Google Posts to share news, specials, and seasonal tips, or hiring announcements.
- ☐ Update at least once a week to keep the profile active in the local algorithm.
- ☐ Include photos and a call-to-action ("Call today," "Learn more").



Add and Answer Q & A

- ☐ Post and answer your own FAQs to anticipate customer questions.
- ☐ Use phrases homeowners search for: "Do you provide 24-hour service?" or "Do you offer financing?"
- ☐ Keep answers clear, short, and friendly.



Track Analytics and Insights

From your GBP dashboard, review:

- ☐ Calls made directly from your profile
- ☐ Direction requests (indicating local intent)
- ☐ Website visits from Maps or Search



Maintain and Refresh Monthly

- ☐ Update hours before holiday or season changes.
- ☐ Swap out older photos and add new reviews or posts.
- ☐ Treat your GBP like your digital billboard, because freshness equals visibility.

