FREE CHECKLIST

Google Business Profile Checklist

Every field to fill in so neighbors can find you on Maps and in local search.

Grab your phone, open your profile, and check off each item. Most of it takes under an hour.

1. Claim and verify

- [ ] Search your business name on Google, then claim your profile (or create one) at **business.google.com**.
- [ ] Complete verification. Google shows the options available for your business.
- [ ] Add a second owner or manager so you never get locked out.

2. Get the basics right

- [ ] **Name:** use your real-world name, exactly as it appears on your sign. No added keywords or taglines.
- [ ] **Primary category:** pick the most specific one that fits (for example, “Bakery” rather than “Store”).
- [ ] **Address or service area:** add your storefront address. If you also travel to customers, set your service area.
- [ ] **Phone and website:** use a number you answer, and a link that opens well on a phone.
- [ ] **Hours:** set regular hours, then add special hours for holidays and events.

3. Tell your story

- [ ] **Description:** up to 750 characters. Only the first 250 or so show before “more,” so lead with what you do and who you do it for.
- [ ] Keep the description plain: no web links, prices, or promotions (those belong in Posts).
- [ ] Add your products or services, each with a short description.
- [ ] Turn on the attributes that apply, such as accessibility, payment types, or pickup.

4. Show your place

- [ ] Upload your logo and a cover photo.
- [ ] Add photos of your storefront (so people recognize it), inside, your products, and your team.
- [ ] Add new photos regularly, and refresh them with the seasons.

5. Stay active

- [ ] Share a Post when you have an offer, event, or news.
- [ ] Reply to every review in a few personal sentences.
- [ ] Get your review link or QR code: **Business Profile → Read reviews → Get more reviews** (on a computer). Put it where customers will see it.

6. Final check

- [ ] Search your business on your phone. Do the name, address, phone, and hours match your website and social pages?
- [ ] Once a month, look for new reviews, questions, photos, or suggested edits from customers.

> **Rule of thumb**
> If your hours or details change, update your Google profile first. It is often the first place neighbors look.

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Google updates how profiles look and work from time to time, so labels and steps may differ slightly.