

CHECKLIST

The Complete Google Business Profile Optimization Checklist

A 30+ point checklist to fully optimize your Google Business Profile — with clear explanations of why each item matters and exactly how to fix it.

How to Use This Checklist

Log in to your Google Business Profile at business.google.com. Work through each item below. Check it off when complete. Items are organized by priority — start from the top and work down.

Priority levels:

- **Critical** — Do these today. They have the biggest impact on rankings and conversions.
- **Important** — Do these this week. They significantly improve your profile's effectiveness.
- **Optimize** — Do these when you can. They give you an edge over competitors.

Section 1: Business Information (Critical)

1. Business Name — Accurate and Consistent

- ☐ Your business name matches your real-world business name exactly
- ☐ No keyword stuffing (e.g., "ABC Plumbing — Best Plumber in Dallas" is a violation)
- ☐ Matches the name on your website, social media, and other listings

Why it matters: Google penalizes businesses that stuff keywords into their name. It also cross-references your name across the web — inconsistencies hurt your local SEO. Keyword-stuffed names can get your profile suspended.

How to fix: Edit your business name in GBP to match your legal business name exactly. If competitors are keyword-stuffing, you can report them to Google.

2. Address — Verified and Accurate

- ☐ Your address is correct and matches your real location

- ☐ If you're a service-area business (SAB), you've hidden your address and set service areas instead
- ☐ Address matches across all online listings (NAP consistency)

Why it matters: Google uses your address to determine which searches you appear for. An incorrect address means you're showing up in the wrong area — or not at all. Service-area businesses that display an address they don't want customers visiting create confusion.

How to fix: Update your address in GBP. For SABs, go to Info > Address and select "I deliver goods and services to my customers" then clear the address field and set your service areas.

3. Phone Number — Primary and Trackable

- ☐ Your primary phone number is a local number (not toll-free, which Google prefers less for local businesses)
- ☐ The phone number rings to a person or quality voicemail, not a dead end
- ☐ Same phone number listed across all directories

Why it matters: Google uses your phone number as a key data point for NAP consistency. A local number also signals legitimacy to both Google and customers.

How to fix: Set your most-used local business number as primary. You can add a secondary number (like a tracking number) but keep the primary consistent.

4. Website URL — Correct and Active

- ☐ Your website URL is correct and links to your homepage (or a dedicated landing page)
- ☐ The page loads quickly and is mobile-friendly
- ☐ No broken links or error pages

Why it matters: Google checks that your website is active and relevant. A broken or slow website hurts your profile's performance. Mobile-friendliness is a direct ranking factor.

How to fix: Verify your URL. Test mobile speed at Google's PageSpeed Insights. Fix any issues found.

5. Hours of Operation — Complete and Current

- ☐ Regular hours are set for every day of the week
- ☐ Holiday hours are updated for upcoming holidays
- ☐ Special hours are set for any non-standard days
- ☐ Hours are accurate (don't say 24/7 if you're not)

Why it matters: Google may show your business as "Closed" or "Closing soon" based on your hours, which dramatically impacts click-through rates. Inaccurate hours also lead to frustrated customers who show up when you're not there.

How to fix: Update hours in your GBP dashboard. Set holiday hours at least 2 weeks in advance. Google sends reminders for major holidays — don't ignore them.

Section 2: Categories and Services (Critical)

6. Primary Category — Most Specific Match

- ☐ Your primary category is the most specific, accurate description of your main service
- ☐ You've researched which categories your top competitors use

Why it matters: Your primary category is the single most important field for local search rankings. "Plumber" is better than "Contractor" if you're a plumbing company. The more specific, the better — "Emergency Plumber" or "HVAC Contractor" beats a generic category.

How to fix: Go to Info > Category. Research which categories are available for your industry. Choose the most specific one that applies.

7. Additional Categories — All Relevant Services

- ☐ You've added all relevant additional categories (up to 9)
- ☐ Each category represents a service you actually provide
- ☐ No categories that don't match your business

Why it matters: Additional categories help you show up for related searches. A plumber who also does water heater installation should add that as an additional category.

How to fix: Add every category that legitimately applies. Don't add categories you don't serve — Google's guidelines prohibit it.

8. Services Section — Fully Populated

- ☐ Every service you offer is listed in the Services section
- ☐ Each service has a name and description
- ☐ Services are organized under the appropriate category headers
- ☐ Pricing is included where appropriate

Why it matters: The Services section helps Google understand exactly what you do, which improves how you match to specific searches. It also helps customers understand your offerings before calling.

How to fix: Go to Services in your GBP dashboard. Add every service with a clear name and 2-3 sentence description. Group services under category headers.

9. Products Section — Service Packages or Featured Offerings

- ☐ If applicable, you've added service packages or featured offerings to the Products section

- ☐ Each product has a photo, description, and price (or price range)

Why it matters: The Products section is a visual, prominent feature in your profile. It's often underused by service businesses, but it's a great place to showcase service packages or popular offerings.

How to fix: Go to Products. Add your most popular service packages with photos, descriptions, and pricing.

Section 3: Business Description and Attributes (Important)

10. Business Description — Keyword-Rich and Compelling

- ☐ Your description uses all 750 characters (or close to it)
- ☐ It naturally includes your main services and service area
- ☐ It communicates your unique value proposition
- ☐ It's written for humans first, search engines second
- ☐ No promotional language or special offers (Google's rules)

Why it matters: While the description doesn't directly impact rankings as heavily as categories, it influences click-through rates and helps customers understand what makes you different. Google does read and index this content.

How to fix: Write a description that covers: who you are, what you do, where you serve, how long you've been in business, and what makes you different. Use natural language with relevant keywords.

Example:

"ABC Plumbing has served homeowners in [City] and surrounding areas for over 15 years. We specialize in emergency plumbing repair, water heater installation, drain cleaning, and sewer line services. Our licensed, insured technicians

provide same-day service with upfront pricing — no surprises. Family-owned and operated, we treat every customer's home like our own."

11. Attributes — All Applicable Checked

- ☐ You've selected all relevant attributes (e.g., "Veteran-owned," "Women-owned," "Free estimates")
- ☐ Payment methods are listed (credit cards, cash, financing options)
- ☐ Accessibility features are noted if applicable
- ☐ Health and safety attributes are current

Why it matters: Attributes appear as badges on your profile and help customers make decisions. They also act as filter options — customers can search specifically for "veteran-owned" or businesses that offer "free estimates."

How to fix: Go to Info > Attributes and check every one that applies. Review all available options — new ones are added regularly.

12. Opening Date — Set Correctly

- ☐ Your opening date is accurate

Why it matters: Google shows "X years in business" badges, which builds trust. If you've been in business for 20 years, make sure your profile reflects it.

How to fix: Go to Info > Opening date and set the correct date.

Section 4: Photos and Visual Content (Important)

13. Logo

- ☐ Your logo is uploaded and displays correctly
- ☐ High resolution (minimum 250×250 pixels, recommended 720×720)

- ☐ Matches your logo on your website and social media

Why it matters: Your logo appears in search results, Google Maps, and customer communications. A missing or blurry logo looks unprofessional.

14. Cover Photo

- ☐ You have a cover photo that represents your business well
- ☐ High quality (minimum 1080×608 pixels)
- ☐ Shows your team, work, or branded vehicle — not a stock photo

Why it matters: The cover photo is the first visual impression in your profile. It should convey professionalism and trustworthiness.

15. Exterior Photos

- ☐ 3+ photos of your business exterior (office, storefront, or branded vehicles)
- ☐ Taken during the day with good lighting
- ☐ Help customers recognize your location or vehicles

Why it matters: Exterior photos help Google verify your location and help customers find you. Even if you're a service-area business, photos of your branded trucks/vans build trust.

16. Interior Photos (If Applicable)

- ☐ 3+ photos of your office or showroom interior
- ☐ Clean, organized, and well-lit
- ☐ Show the customer-facing areas

Why it matters: For businesses with a customer-facing location, interior photos set expectations and build confidence.

17. Team Photos

- ☐ 3+ photos of your team (in uniform or on the job)

- ☐ Genuine, approachable photos — not stock images
- ☐ Show your technicians in a positive, professional light

Why it matters: People hire people. Customers want to see who will show up at their door. Team photos humanize your business and build trust before the first phone call.

18. Work Photos

- ☐ 10+ photos showing your completed work
- ☐ Before-and-after shots are especially powerful
- ☐ Variety of service types represented
- ☐ Updated regularly (at least monthly)

Why it matters: Work photos are proof of quality. They show potential customers what to expect. Regularly adding new photos also signals to Google that your business is active.

How to fix for all photo items: Go to Photos in your GBP dashboard. Upload at least 25 total photos across all categories. Take new photos on every job and upload the best ones weekly.

Section 5: Google Posts (Important)

19. Regular Posting Schedule

- ☐ You're publishing at least 1 Google Post per week
- ☐ Posts include an image or video
- ☐ Posts include a call-to-action button (Call now, Learn more, Book, etc.)

Why it matters: Google Posts appear directly in your profile and in local search results. They keep your profile fresh and signal to Google that your business is active. Posts expire after 7 days of maximum visibility, so consistency matters.

How to fix: Set a recurring calendar reminder. Post types that work well: seasonal tips, before/after photos, special offers, company news, service spotlights.

20. Post Types — Mix of Content

- ☐ Update posts (company news, seasonal tips, community involvement)
- ☐ Offer posts (limited-time promotions or discounts)
- ☐ Event posts (if you host or attend local events)

Why it matters: Variety keeps your profile interesting and gives you more opportunities to appear in search results.

21. Post Quality

- ☐ Posts are 150-300 words (long enough to be useful, short enough to be read)
- ☐ Images are high quality and relevant
- ☐ No spelling or grammar errors
- ☐ Include a clear call-to-action

Why it matters: Low-quality posts reflect poorly on your business. Every post is a mini-advertisement that potential customers will see.

Section 6: Q&A Section (Important)

22. Seed Your Own Q&A

- ☐ You've added at least 5 Q&A entries addressing common customer questions
- ☐ Questions cover: pricing, service areas, hours, emergency availability, licensing, and insurance
- ☐ Answers are thorough but concise

Why it matters: The Q&A section is public — anyone can ask and answer questions. If you don't populate it first, random people (or competitors) might post misleading answers. Your own Q&A also helps Google understand your business and can appear in search results.

How to fix: From your Google Business Profile listing in search, click "Ask a question." Ask yourself the top 5-10 questions customers always call about, then answer them from your business account.

Example Q&A entries:

- Q: Do you offer free estimates? A: Yes! We provide free, no-obligation estimates for all of our services. Call us at [phone] or request one online.
- Q: Are you licensed and insured? A: Absolutely. We are fully licensed and insured in [State]. License #[number].
- Q: Do you offer emergency service? A: Yes, we offer 24/7 emergency service. Call [phone] anytime and a team member will assist you.

23. Monitor and Respond to Q&A

- ☐ You've checked for any new questions in the past 30 days
- ☐ All questions have been answered by your business account
- ☐ Any incorrect answers posted by others have been addressed

Why it matters: Unanswered questions signal neglect. Incorrect answers from random users can mislead customers.

Section 7: Reviews Management (Critical)

24. Respond to All Reviews

- ☐ Every review (positive and negative) has a response from your business
- ☐ Responses are personalized (not copy-pasted)
- ☐ Negative reviews are handled professionally with an offer to resolve offline

Why it matters: Response rate influences your local rankings. Responses also demonstrate to future customers that you care about the customer experience.

25. Review Response Time

- ☐ You respond to all reviews within 24 hours
- ☐ Negative reviews get a response within a few hours

Why it matters: Speed of response signals attentiveness. For negative reviews, a fast, professional response can prevent the situation from escalating.

26. Review Generation System

- ☐ You have a systematic process for requesting reviews after every job
- ☐ You're using text messages or email with a direct review link
- ☐ Your team is trained on when and how to ask

Why it matters: Consistent review generation is the key to building and maintaining a strong profile. Without a system, reviews trickle in randomly.

Section 8: Messaging and Booking (Optimize)

27. Google Messaging — Enabled

- ☐ Messaging is turned on in your GBP settings
- ☐ You (or someone on your team) responds to messages within 24 hours
- ☐ Auto-reply is set up for after-hours messages

Why it matters: Google tracks your response time and may deactivate messaging if you're too slow. Many customers prefer to text rather than call, especially younger homeowners. Enabling messaging gives you another channel for leads.

How to fix: Go to Messages in your GBP dashboard and turn it on. Set up an automated welcome message. Assign someone to monitor messages daily.

28. Booking Button — Active

- ☐ If you use an online booking system, it's linked in your GBP
- ☐ The booking link works and takes customers to a functional booking page
- ☐ If you don't use online booking, you have a clear CTA (Call, Request Quote, etc.)

Why it matters: A booking button reduces friction between "I found this business" and "I scheduled the service." Every extra step loses potential customers.

Section 9: Advanced Optimization (Optimize)

29. UTM Tracking on Website Link

- ☐ Your website URL in GBP includes UTM parameters for tracking
- ☐ You can see GBP traffic separately in Google Analytics

Why it matters: Knowing how much traffic and how many leads come from your GBP helps you understand its ROI and optimize further.

How to fix: Add UTM parameters to your GBP website link:

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yourwebsite.com/?  
utm_source=google&utm_medium=organic&utm_campaign=gbp
```

30. GBP Insights Review — Monthly

- ☐ You check GBP Insights at least monthly
- ☐ You track: searches, views, website clicks, phone calls, and direction requests
- ☐ You use trends to inform your marketing decisions

Why it matters: GBP Insights tell you how customers are finding and interacting with your profile. Declining metrics signal problems. Rising metrics confirm your optimization is working.

31. Photo Strategy — Ongoing

- ☐ You upload at least 2-3 new photos per week
- ☐ You use geotagged photos (taken on a phone at the job site)
- ☐ You include keyword-rich file names before uploading (e.g., "hvac-repair-dallas-tx.jpg")

Why it matters: Google rewards businesses that regularly add fresh, authentic photos. Geotagged photos help confirm your service area. Descriptive file names provide additional context signals.

32. Competitor Monitoring

- ☐ You've reviewed your top 3 local competitors' GBP profiles
- ☐ You've identified what they're doing that you're not
- ☐ You have a plan to close the gap

Why it matters: Local search is a competition. Knowing what your competitors are doing helps you stay ahead.

How to fix: Search for your main service + your city. Look at the top 3 results in the Local Pack. Check their photos, reviews, posts, and completeness. Note anything they're doing that you aren't, and add it to your optimization plan.

33. Google Business Profile Completeness Score

- ☐ Your profile shows "Complete" or 100% in the GBP dashboard
- ☐ All suggested improvements have been addressed

Why it matters: Google tells you exactly what's missing. A complete profile is the minimum bar — don't leave easy wins on the table.

Checklist Summary

Section	Items	Priority
Business Information	5 items	Critical
Categories & Services	4 items	Critical
Description & Attributes	3 items	Important
Photos & Visual Content	6 items	Important
Google Posts	3 items	Important
Q&A Section	2 items	Important
Reviews Management	3 items	Critical
Messaging & Booking	2 items	Optimize
Advanced Optimization	5 items	Optimize

Quick-Start Priority

If you can only do 5 things today:

1. **Verify your business name, address, and phone are correct**
2. **Set your primary category to the most specific match**
3. **Upload 10 photos** (team, work, exterior)
4. **Write your business description** using all 750 characters
5. **Respond to your last 10 reviews**

Keep Building Your Reputation

Your Google Business Profile is one piece of the picture. Two more free resources worth grabbing while you're at it:

- [Your Competitors Have More Reviews Than You. Here's How to Fix That →](#) — the review count in this checklist's "Reviews Management" section is the single highest-leverage field on your whole profile. Here's the system for growing it.
- [Stop Staring at Reviews Wondering What to Say →](#) — copy-paste response templates for every star rating, so the reviews your optimized GBP generates actually get answered.

Want to Automate Your GBP Management?

Keeping your Google Business Profile optimized is an ongoing process — not a one-time project. **Reveo** helps home service businesses manage their GBP, automate review requests, publish posts, and monitor their local search performance from a single dashboard.

[See how Reveo can help →](#)