

Google Business Profile Optimization Checklist

Follow this checklist to fully optimize your Google Business Profile (GBP). A well-optimized GBP helps your business appear in local searches, attract more customers, and build trust online.

Profile Setup

- Claim and verify your Google Business Profile.
- Use your exact business name (avoid keyword stuffing).
- Ensure your business address and phone number (NAP) are accurate.
- Set correct hours of operation, including holidays and special hours.
- Choose the most relevant primary and secondary categories.

Business Information

- Write a clear, keyword-rich business description (750 characters max).
- Add services and products with descriptions and pricing if applicable.
- List all service areas accurately (cities or regions you serve).
- Include attributes like 'Women-owned', 'Veteran-owned', or 'Wheelchair accessible' if relevant.

Media & Visuals

- Upload high-quality profile and cover photos.
- Add team and workplace images to build trust.
- Post at least 5–10 photos to start, then refresh monthly.
- Add short video clips of your services, team, or storefront.

Engagement & Updates

- Publish weekly posts (updates, offers, events, or highlights).
- Respond promptly to customer reviews (positive and negative).
- Use Q&A; to answer common customer questions.
- Encourage happy customers to leave reviews with direct links.

Advanced Optimization

- Enable messaging so customers can reach you instantly.
- Add booking buttons if applicable (e.g., appointments).
- Check Insights monthly to track searches, calls, and actions.
- Monitor for duplicate or fake listings and request removal.