

# The Ultimate Google Business Profile Checklist



## BUSINESS PROFILE SETUP ESSENTIALS

- Business Name exactly matches real-world branding (avoid keyword stuffing).
- Accurate Business Category and Secondary Categories selected.
- Up-to-date Phone Number, Website, and Physical Address.
- Consistent Business Hours (including holidays).
- Business Description includes keywords naturally (e.g., services, specialties, location).
- Opening Date filled in (to build trust).
- Services/Products section filled out with keywords.
- Appointment or booking link added (if applicable).





## VISUAL BRANDING

- Upload a professional logo and a high-quality cover image.
- Add at least 10 photos (exterior, interior, team, products/services).
- Use geo-tagged photos when possible (for local SEO boost).
- Add video tours or behind-the-scenes clips (30 seconds – 1 minute).
- Update photos monthly (fresh content keeps ranking high).





## REVIEWS & REPUTATION

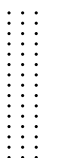
- Actively ask happy customers for Google reviews.
- Respond to every review (especially negative ones).
- Include keywords in your responses when appropriate (e.g., “Thank you for trying our deep tissue massage in downtown Auckland!”).
- Report or flag fake/spam reviews.
- Use review snippets in social media and website testimonials.





## POSTS, OFFERS & ENGAGEMENT

- Post at least once a week (promotions, events, tips, updates).
- Use relevant keywords + location in your posts.
- Add call-to-action buttons (Book, Learn More, Call Now).
- Promote time-limited offers or seasonal packages.
- Monitor views and clicks on each post (optimize what works).





## **ANSWER ENGINE OPTIMIZATION (AEO) – FOR VOICE & AI SEARCH**

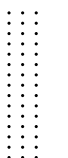
- Use FAQ-style content in GBP Q&A section (e.g., “Do you offer gluten-free options?”).
- Fill in GBP Q&A with preloaded questions + answers.
- Use structured, clear language that sounds good when read aloud by voice assistants.
- Ensure website uses schema markup (FAQ, LocalBusiness).
- Add links to booking/reservation or contact forms that are mobile-friendly and fast-loading.





## TRACKING & IMPROVEMENT

- Monitor Google Business Insights weekly (calls, website clicks, bookings).
- Track keyword rankings with tools like BrightLocal, Local Falcon, or Surfer Local.
- Audit competitors and compare profile completeness and reviews.
- Refresh underperforming sections every month.





## WHY THIS CHECKLIST MATTERS

Your Google Business Profile (GBP) is one of the most powerful tools to help local customers discover your business, trust it, and take action—whether that means visiting your store, calling you, booking a service, or placing an order.

A fully optimized GBP increases your visibility on Google Search, Google Maps, and voice search, and can directly impact your revenue.

Use this checklist as your step-by-step guide to setting up, improving, or auditing your business profile.

## BONUS TIP FOR BUSINESS OWNERS

Claim your free mini audit and find out what's holding your business back from ranking #1 on Google Maps and voice searches.

Visit us at [www.alterego-digital.com](http://www.alterego-digital.com)  
and request a free call TODAY!

