elevando solutions

FREE CHECKLIST

Google Business Profile Checklist

20 things to check so nearby customers find you, trust you and call you.

1. The basics

- [ ] Business name matches your sign exactly, with no extra keywords
- [ ] Primary category is the most specific one that fits, plus a few secondary ones
- [ ] Address is correct, or a service area is set if you go to your customers
- [ ] Phone number goes to someone who answers
- [ ] Website link added, plus menu, booking or ordering links if you have them
- [ ] Regular hours are right, and holiday hours are set ahead of time

2. Show what you do

- [ ] Description in plain words: what you do, where, and who for (up to 750 characters)
- [ ] Services, products or menu items added, with prices where possible
- [ ] Attributes that apply are turned on (for example women-owned, Latino-owned, outdoor seating, Wi-Fi)

3. Photos

- [ ] Logo and cover photo uploaded
- [ ] At least 10 real photos: outside, inside, your team and your work or food
- [ ] New photos added every month

4. Reviews

- [ ] A short review link ready to text or email
- [ ] A QR code at the counter, on receipts or on invoices
- [ ] Ask happy customers within a day of their visit
- [ ] Reply to every review, good or bad, in the language it was written in

5. Keep it active

- [ ] Post an update, offer or event at least twice a month
- [ ] Check the Performance tab each month: calls, directions and website clicks
- [ ] You are the owner on the profile, not a past employee or agency
- [ ] Your info matches your website, Facebook and Yelp

Want us to set it up for you?

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