Free Google Business Profile Checklist

A one-page self-audit for local service businesses. From MapReady (mapready-pack.netlify.app).

1. Basics (match the real world)

■ Business name exactly as on your signage, truck, invoices - no added keywords or city names (Google guidelines prohibit keyword stuffing in the name).

■ Primary category is the most specific one that completes "This business IS a ___".

■ Only add secondary categories that truly describe what you are - fewer, accurate categories beat many loose ones.

■ Phone number is a local or toll-free number you answer.

■ Website link points to a working page (ideally a page about this location or service).

2. Address vs. service area

■ If customers come to you: show the address, and it is staffed during stated hours.

■ If you go to customers and they do not visit you: hide the address and set a service area instead.

■ Service area lists cities/ZIPs you really serve (Google allows up to 20; keep it within roughly 2 hours driving of your base).

3. Hours

■ Regular hours are correct.

■ Special hours set for upcoming holidays.

■ "More hours" (e.g., emergency or delivery hours) set if relevant.

4. Description (750 characters max)

■ Says what you do, who you serve, where, and what makes you different.

■ No URLs, no prices/promotions, no ALL CAPS, no gimmicks.

■ First 250 characters stand alone (they may be the only part people see).

5. Services and products

■ Every service you want calls for is listed, with a plain-language description.

■ Nothing listed that you do not actually offer.

6. Photos

■ Logo and cover photo uploaded.

■ Real photos of your work, team, vehicles, storefront - no stock images.

■ A few new photos added each month.

7. Reviews

■ You have a simple review link to share with real customers after a job.

■ You reply to reviews (good and bad) politely and specifically.

■ You never offer discounts or gifts for reviews and never ask only happy customers (both violate Google policy).

8. Ongoing

■ Post an update every 1-2 weeks (seasonal tips, finished jobs, offers).

■ Check the profile monthly for suggested edits made by others.

■ Answer customer messages quickly if messaging is on.

Sources

Sources: Google Business Profile Help - "Guidelines for representing your business on Google" (support.google.com/business/answer/3038177) and "Edit your Business Profile" (support.google.com/business/answer/3039617). Rules change; always check Google's current help pages.

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