

Google Business Profile Optimization Checklist

Your ticket to an untapped segment of potential qualified leads is an optimized Google Business Profile. Use this checklist to regularly optimize your Google Business Profile and find a home for your business at the top of Google's SERP.



Fill Out Every Section of Your Profile Completely

This is an obvious first step, but many business profiles are missing sections of information. Complete the easy ones like Name and Address AND the time-consuming ones like Q&A and Products and Services.

Provide a Full List of Products and Services

Even if it's obvious what your business sells, Google wants it listed. Be sure to include the name, a brief description, and the price for each product or service listed.

Provide a Thoughtful Q&A Section

Use this underrated section to anticipate questions customers may have. Remember, anyone can post questions and answers, so check back frequently to answer customer questions and make sure there are no incorrect answers.

Post to Your Business Profile Regularly

Respond to reviews and questions quickly and make a plan to post new photos once a month or more. Utilize CTAs to allow for immediate action.

Choose the Correct Business Category

84% of Business Profile views come from searches like "coffee shops near me" – select the correct business category, and your business will appear before the most qualified leads.

Regularly Upload Quality Photos

Google listings with photos are twice as likely to appear reputable than those without photos. Include pictures of your work, your establishment, your tools or vehicles, and before and afters. Make sure to post pictures regularly to really impress Google.

Ask Customers for Reviews

Quality customer reviews are more valuable than any amount of optimization. Ask your customers to leave a review and make it easy for them to do so by providing a link in an email or on a receipt.

Set Up Messaging Alerts

Enabling messaging via your Business Profile allows you to receive customer alerts straight to your phone without publishing your personal phone number. This makes it easier to maintain an active presence with your business profile.