

MAKE MAPS BUYERS ABLE TO CHOOSE YOU

Google Business Profile Setup Checklist

Your Google Business Profile is often your second homepage. Use this to make the profile complete, specific, and useful for someone comparing options on Search or Maps.

Complete the basics

Incomplete profiles create avoidable doubt.

Use real services

Services should match what buyers ask for.

Answer questions early

Good Q&A keeps strangers from guessing.

Profile Basics

Start with the details that make the business findable and contactable.

- Business name matches the real-world name.
- Primary category is the closest accurate category.
- Secondary categories are relevant and not wishful thinking.
- Hours, holiday hours, phone, website, and booking links are current.
- Service area or address is accurate.
- Business description explains who you help, what you do, where, and proof.

Add Useful Service Details

Service names and descriptions should sound like what buyers ask for, not internal jargon.

SERVICE	DESCRIPTION	PRICE/RANGE IF USEFUL	MATCHING WEBSITE PAGE

Add Proof and Q&A

A complete profile should answer common questions before strangers fill the gap for you.

- Logo and cover photo are current.
- Team, work, process, and location photos are added.
- Common questions are answered in Q&A.
- Review link is saved for your review system.
- Products or services are used where relevant.