SEARCH & DISCOVERY

Local SEO checklist for Google Business Profile

Build an accurate profile customers can use to choose and contact your business.



FOR SMALL BUSINESS OWNERS

PLAN THE WORK

Get the essentials right

Google Business Profile helps eligible businesses appear in Google Search and Maps. Local visibility depends on relevance, distance, and prominence. A profile can help Google understand what you do and help customers make a decision. Results will vary with the searcher’s location and the competition.

Claim and verify the right listing

Find your existing listing before creating one. Confirm that the business is eligible and complete the verification Google offers. Keep ownership with a business-controlled account and use delegated access for anyone who helps you manage it.

Represent your business accurately

Use the name customers know from your real-world branding. Choose a primary category that describes your main business. Add accurate hours, holiday hours, services, and a website landing page that helps customers take the next step. If you travel to customers and do not receive them at your address, use the service-area setup and hide the address.

PUT IT INTO PRACTICE

Make the listing useful week after week

Add clear photos of your real work, team, or premises as appropriate. Check your website link and your booking or contact path on a phone. Update services and hours whenever they change. Review available profile performance and compare interactions with actual leads to see whether visitors can do what they came to do.

Build a steady review routine

Ask customers for honest reviews after completed work. Give them a direct review link and welcome all feedback. Keep review requests free of incentives and avoid asking only customers you expect to rate you highly. In public replies, use a professional tone and keep private customer details out.

WORKED EXAMPLE

Riverbank service-area electrician

An electrician completes jobs at customers’ properties and does not receive visitors at the home office. The owner hides the address, lists actual areas served, and links to a page that explains common jobs and how to request an estimate. After each completed job, the same review invitation goes out.

PRINTABLE WORKSHEET

Your next steps

Assign each task and check it off when you verify it.

- [ ] **Verify ownership**
  Check the listing and keep a business-controlled primary owner.
  OWNER / DUE _____

- [ ] **Review location settings**
  Publish a customer-facing address only when appropriate.
  OWNER / DUE _____

- [ ] **Confirm categories and hours**
  Include real services and holiday availability.
  OWNER / DUE _____

- [ ] **Check photos and links**
  Test the contact path on a real phone.
  OWNER / DUE _____

- [ ] **Set a monthly review**
  Check new reviews, profile details, and lead activity.
  OWNER / DUE _____

FIRST ACTION _____

Google · Representing your business

Google · Local ranking factors

Google Maps · Review content policy