# Google Business Profile Optimization Checklist for Service Businesses

Work through your profile in this order. Each box is something Google uses to decide whether to show you in Google Maps and local results, or something that helps people choose you once they find you.

## 1 Setup

- [ ] Profile claimed and verified
- [ ] One profile per real location (service-area businesses hide the address and set a service area)

## 2 Business information

- [ ] Real-world business name, with no extra keywords
- [ ] Address, or service area if customers don't visit you
- [ ] Local phone number
- [ ] Website link goes to the right page (home or location page)
- [ ] Opening hours
- [ ] Holiday and special hours

## 3 Categories

- [ ] The most specific primary category for what you do
- [ ] Only the secondary categories you really offer
- [ ] Checked against the businesses that rank above you

## 4 Services and description

- [ ] Every service listed, each with a short description
- [ ] Services match the service pages on your website
- [ ] Business description written for customers, not keywords

## 5 Photos and videos

- [ ] Logo and cover photo
- [ ] Photos of your team, location or vehicles, and your work
- [ ] New photos added regularly
- [ ] No stock photos

## 6 Reviews

- [ ] Every customer asked for a review, for example an automatic request after each visit
- [ ] Every review answered, good and bad
- [ ] No incentives for reviews
- [ ] No asking only happy customers

## 7 Posts and activity

- [ ] Updates posted regularly
- [ ] Offers and events posted with their dates
- [ ] Customer questions answered

## 8 Website

- [ ] Same name, address and phone number as the profile
- [ ] A location or service page that matches the profile
- [ ] LocalBusiness structured data on the site

## 9 Tracking

- [ ] Performance checked monthly: calls, direction requests, website clicks
- [ ] Website link tagged with UTM parameters so profile visits show in Google Analytics

**Not showing on Google Maps? Check these first**

- [ ] The profile is verified
- [ ] The primary category matches what people search for
- [ ] Distance: Google favours businesses close to the searcher, so you may rank nearby but not across the city
- [ ] Reviews: how many and how recent, compared with nearby competitors
- [ ] The profile is complete: services, hours, photos, description
- [ ] The name and address follow Google's guidelines (no keywords in the name)

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**The full guide, with how-tos for every item:**
zimapeak.com/blog/google-business-profile-optimization-checklist

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