

GOOGLE BUSINESS PROFILE

Optimization Checklist · 36 Action Items



Work through each section below to maximize local search visibility and map pack performance.

CORE SETUP

- Select a primary category that precisely matches your core service.
- Add secondary categories that reflect all supporting services.
- Use your actual business name — no keyword stuffing.
- Confirm address or service area matches your website
- Keep business hours accurate, including holidays.
- Write a clear business description (500–750 characters).

SERVICES

- List every service area with specific location names.
- Create a separate service entry for each individual offering.
- Write keyword-aligned descriptions for each service entry.

REVIEWS

- Build a repeatable process for acquiring reviews consistently.
- Encourage customers to mention specific services and locations.
- Respond to every single review, positive or negative.
- Work relevant keywords into review responses naturally.

WEBSITE LINKING

- Link to the most relevant landing page, not just the homepage.
- Build [service] + [location] pages for each area you serve.
- Ensure the linked page aligns with your GBP categories

PHOTOS & MEDIA

- Upload high-quality exterior photos.
- Add interior photos to set expectations.
- Include real team photos.
- Upload project or work photos showing actual results
- Maintain a consistent photo upload schedule

POSTS

- Post at least once per week.
- Vary post types: services, projects, promos, keywords.
- Reference locations naturally in posts.
- Include a clear call to action in every post.

Q&A

- Seed the Q&A section with common customer questions
- Address pricing expectations where appropriate.
- Include service area references in questions.
- Keep answers clear and concise.
- Build a detailed FAQ section on your website homepage.

PRODUCTS SECTION

- List core services as product entries in your GBP.
- Use primary service keywords in product names.
- Write keyword-relevant descriptions for each product.

CITATIONS & CONSISTENCY

- Ensure NAP consistency across all citation platforms.
- Build industry-specific citations in niche directories.
- Build local citations in chamber and city directories.