

# Google Maps Ranking Checklist for Salons & Beauty Businesses

Your step-by-step action plan to show up first when clients search nearby

Work through each section below. Tick every box you have completed. The more boxes checked, the stronger your Google Maps ranking. Use this alongside the full guide at [zoca.com](https://zoca.com).

## 01 Google Business Profile Basics

- Business claimed and verified on Google**  
Go to [business.google.com](https://business.google.com) to claim your listing
- Business name matches your signage exactly**  
No extra words, abbreviations, or symbols
- Address is 100% correct**  
Check every field including suite number if applicable
- Phone number is current and working**
- Website URL is correct and loads properly**
- Hours are set for every day including weekends**  
Update for holidays and special closures too
- Primary category is as specific as possible**  
e.g. 'Nail Salon' not just 'Beauty Salon'
- Secondary categories added for all other services**  
You can add up to 9 secondary categories
- Business description written (2-3 sentences)**  
Mention your city, specialty, and what makes you different
- Service areas added if you serve nearby neighborhoods**

## 02 Services Listed on Your Profile

- Every service listed individually (not just categories)**  
e.g. list balayage, highlights, ombre separately

**Each service has a short description**  
Even one sentence helps Google understand what you offer

**Service names match what clients actually search for**  
Think: 'gel manicure' not just 'nails'

**Pricing added where possible**  
Optional but builds trust with potential clients

### 03 Photos

**At least 10 photos uploaded to your profile**  
Mix of your work, salon interior, and team

**Cover photo is high quality and on-brand**  
This is the first image people see

**New photos added at least 3-4 times per month**  
Fresh photos signal an active business to Google

**Before-and-after work photos included**  
These perform especially well for beauty businesses

**Client photos (with permission) included**

### 04 Reviews

**QR code review card created and placed at station**  
Links directly to your Google review page

**Asking clients for reviews after every appointment**  
In person or by text while the experience is fresh

**Clients encouraged to mention the specific service**  
Keyword-rich reviews help your ranking

**Every review responded to (positive and negative)**  
Set a weekly reminder to check

**Receiving at least 2-3 new reviews per month**  
Recency matters as much as quantity

### 05 Website & Local SEO Signals

**City name appears naturally on homepage**  
Not stuffed, just mentioned in context

- Google Map embedded on Contact page**  
Reinforces your location to Google
- Name, address, phone match Google profile exactly**  
Check your footer, Contact page, and About page
- Book Now button easy to find on homepage**
- Website loads quickly on mobile**  
Test it on your own phone right now
- Service pages link to the booking page**

## 06 Listings, Citations & Profile Activity

- Listed on Yelp, Bing Places, and Apple Maps**  
Same name, address, phone on each
- Listed on booking platforms (StyleSeat, Vagaro, etc.)**  
Consistent information across all platforms
- Google Posts published at least twice a month**  
Promotions, updates, or seasonal offers
- Q&A section answered on your Google profile**  
Walk-ins, parking, kids' services, etc.
- At least one local backlink earned this quarter**  
Local blog, press mention, or partner website

### Prefer to have all of this done for you automatically?

Zoca's AI agents handle your Google profile, reviews, local SEO, and bookings 24/7 so you can focus on your clients. Over 1,000 beauty businesses already trust Zoca to fill their calendars without lifting a finger.

**Book your free demo at [zoca.com/demo](https://zoca.com/demo)**