

DIY

Google Business Profile Checklist

Quick wins to help customers
find you faster

Velo BizBoost

Why This Guide Exists

Most small businesses lose customers online because their Google Business Profile is incomplete, inconsistent, or invisible. This checklist shows you the key fixes that make the biggest difference.

What's inside:

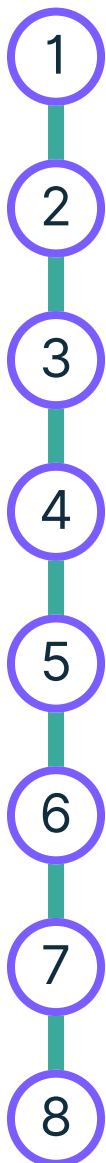
- ✓ 8 steps to strengthen your profile.
- ✓ A roadmap you can follow in order.
- ✓ Pointers to avoid common mistakes.

DID YOU KNOW?

- ✓ 76% of people who search nearby visit a business within 24 hours.
- ✓ Businesses with optimized profiles get 2.7× more clicks.
- ✓ The first profile customers see often wins the call.

The Roadmap

Your 8-Step Path

- 
- 1 **Claim your profile**
 - 2 **Verify your profile**
 - 3 **Optimize your business info**
 - 4 **Choose the right categories**
 - 5 **Add services and products**
 - 6 **Collect and manage reviews**
 - 7 **Upload photos that build trust**
 - 8 **Post updates to stay visible**

Step: 1

Claim Your Profile

Why This Step Matters

Until you claim your Google Business Profile, you don't control how your business shows up.

Checklist:

- ✓ Search your business name on Google Maps.
- ✓ If it appears, click **"Own this business?"**
- ✓ If it doesn't appear, go to: google.com/business and create a new profile.
- ✓ Claim it with a business-owned Google account (not an employee's personal account).



Pitfalls to Avoid

- ! Using a shared or personal Gmail that you may lose access to.
- ! Skipping this step and assuming your profile is already under your control.



Use a business-owned Gmail account.

Step: 2

Verify Your Profile

Why This Step Matters

Claiming is only half the job. Without verification, your profile will not go live.

Checklist:

- ✓ Choose a verification method: postcard, phone, or email (Google decides which you get).
 - If postcard:
 - ✓ Make sure your mailing address is correct.
 - ✓ Wait 5–7 business days for it to arrive.
 - ✓ Enter the 6-digit code once it shows up.
 - If phone or email:
 - ✓ Enter the code immediately when prompted.
- ✓ Confirm that you see “Verified” in your dashboard.



Pitfalls to Avoid

- ! Using a shared or personal Gmail that you may lose access to.
- ! Skipping this step and assuming your profile is already under your control.



You're not done until your profile says Verified.

Step: 3 Optimize Your Business Info

Why This Step Matters

Accurate, consistent info makes your business look trustworthy to both Google and customers.

Checklist:

- ✓ Business Name: use your real-world name only (no keywords stuffed in).
- ✓ Address: enter your exact, official location.
- ✓ Phone: use a number you answer, avoid call centers.
- ✓ Website: link to your main site, not social media.
- ✓ Hours: set regular business hours and update for holidays.
- ✓ Contact: make sure email or messaging options work.



Pitfalls to Avoid

- ! Adding extra keywords to your business name.
- ! Listing an address where customers can't visit (unless you're a service-area business).
- ! Forgetting to update seasonal hours.

Step: 4 Choose the Right Categories

Why This Step Matters

Categories tell Google what you do. Get them wrong, and you'll show up in the wrong searches (or not at all).

Checklist:

- ✓ Pick one primary category that matches your core service.
- ✓ Add secondary categories for other services you provide.
- ✓ Keep it relevant — only choose categories that fit your actual business.



Pitfalls to Avoid

- ! Picking broad categories ("Store") instead of specific ones ("Hardware Store").
- ! Adding too many categories just to show up more often.
- ! Forgetting to update if your services change.



Google ranks you higher when your categories are precise.

Step: 5 Add Services & Products

Why This Step Matters

Listing services and products helps customers see what you actually offer before they even visit your site.

Checklist:

- ✓ Add every core service you provide.
- ✓ Write short, clear descriptions (what it is + why it matters).
- ✓ If you sell products, add them with photos and prices.
- ✓ Keep the list updated when services or products change.



Pitfalls to Avoid

- ! Using vague terms (“Consulting”) without detail.
- ! Leaving descriptions blank — Google and customers both rely on them.
- ! Forgetting to update when you add or stop offering something.



Professional installation with warranty-backed parts.

Step: 6 Collect & Manage Reviews

Why This Step Matters

Reviews are the #1 trust signal for new customers. A strong review profile can make or break their decision to call you.

Checklist:

- ✓ Ask every happy customer to leave a Google review.
- ✓ Share your review link by text, email, or receipt.
- ✓ Reply to every review, both positive and negative.
- ✓ Watch for patterns: if the same issue pops up, fix it.



Pitfalls to Avoid

- ! Offering rewards for reviews (against Google's rules).
- ! Ignoring negative reviews, silence looks worse than a calm response.
- ! Using fake reviews — customers and Google can spot them.

Step: 7

Upload Photos

Why This Step Matters

Photos build trust. Customers want to see the real people, place, and products behind your business.

Checklist:

- ✓ Upload exterior and interior shots so customers recognize your location.
- ✓ Add team photos to show the people behind the work.
- ✓ Include product or service photos that represent what you do best.
- ✓ Refresh photos regularly, aim for at least 1–2 new uploads a month.



Pitfalls to Avoid

- ! Using only stock photos — they feel fake and reduce trust.
- ! Uploading low-quality, dark, or blurry images.
- ! Leaving old seasonal photos up for years (outdated = inactive).



Businesses with photos get 42% more requests for directions.

Step: 8

Post Updates

Why This Step Matters

Posting updates keeps your profile fresh, signals activity to Google, and shows customers you're engaged.

Checklist:

- ✓ Share business updates (hours, offers, events, news).
- ✓ Post at least once a month, weekly is even better.
- ✓ Use a photo or graphic with each post for visibility.
- ✓ Include a link to your website, booking page, or offer.



Pitfalls to Avoid

- ! Using only stock photos — they feel fake and reduce trust.
- ! Uploading low-quality, dark, or blurry images.
- ! Leaving old seasonal photos up for years (outdated = inactive).



Active profiles show up more often in searches.

Wrap-up / Next Steps

You've Reached the Finish Line!

By completing this checklist, your Google Business Profile is now stronger, clearer, and more likely to bring in real customers.

Your Ongoing To-Do's

- ✓ Review your profile once a month.
- ✓ Update info whenever something changes (hours, phone, services).
- ✓ Keep building reviews, never stop asking.
- ✓ Refresh photos and posts regularly.

PRO TIP

When to Call in Backup

- ✓ If you're too busy to keep this up.
- ✓ If you want more clicks, calls, and customers than you can get on your own.
- ✓ If you'd rather hand it off to someone who does this every day.



Want expert eyes on your profile? Choose a support plan at velobizboost.com.