Google Business Profile Optimization Checklist

Everything to check on your Google Business Profile to earn more calls, direction requests and map pack visibility.

Your Google Business Profile controls what customers see in Google Maps and the local results. Use this checklist when setting up a new profile and every quarter after that.

Setup & Verification

- ■ The profile is claimed and verified under a business Google account you control.
- ■ At least one backup owner or manager is added.
- ■ Business name matches your real-world signage and legal/brand name.
- ■ Address or service area is accurate; service-area businesses hide their address.
- ■ Phone number is a local number that is answered during business hours.
- ■ Website link points to the most relevant page, often the homepage.

Categories & Services

- ■ Primary category is the most specific accurate match for your main service.
- ■ Secondary categories reflect services you actually offer.
- ■ Each service is listed with a short, helpful description.
- ■ Products are added where relevant, with photos and prices if appropriate.

Content

- ■ Business description explains who you serve, what you do and what makes you different (no links or promotions).
- ■ Opening date is correct.
- ■ Attributes are completed (for example, online estimates, women-owned, veteran-owned) where accurate.
- ■ At least 10 real photos: exterior, interior, team, work examples.
- ■ New photos are added monthly.
- ■ Updates (posts) are published at least twice a month.

Reviews

- ■ A short review link is saved and shared after every job.
- ■ Every review receives a personal reply.
- ■ Negative reviews receive a calm, professional reply with an offer to resolve offline.
- ■ Reviews are never purchased, incentivized or filtered.

Ongoing Maintenance

- Holiday and special hours are set before each holiday.
- Suggested edits from Google or the public are reviewed and corrected when wrong.
- Performance insights are reviewed monthly (calls, website clicks, direction requests).
- NAP matches your website, Bing Places, Apple Business Connect and directories.

Avoid These Mistakes

- Adding keywords or city names to the business name.
- Using a virtual office or P.O. box as an address.
- Creating duplicate profiles for the same location.
- Changing the business name, category and address all at once (can trigger re-verification).

About the author: Jon Crain founded Pittsburgh SEO Services in 2001 and has helped businesses across Western Pennsylvania, Ohio and West Virginia with SEO, local search and websites for more than two decades. Want help putting this into practice? Call 412-250-7965 or visit pittsburghseoservices.com.

Last updated: November 2026. Platform features change often; check each official help center for current details.