
Google Business Profile Optimization Checklist

A practical, prioritized checklist to improve local visibility, trust, and leads.

Work through the sections in order and check off each item as you complete it.

1. Foundation Setup (Must-Do)

These items form the foundation of every strong Google Business Profile. Incomplete profiles rarely rank well.

☐ **Claim & Verify Your Profile**

Ensure your business is claimed and fully verified (postcard, phone, email, or video). Unverified profiles have limited features and weaker ranking signals.

☐ **Maintain Consistent NAP (Name, Address & Phone Number)**

Use the exact same business name, address, and phone number across your Google Business Profile, website, and major online directories. Consistency builds trust and improves local rankings.

☐ **Set an Accurate Location Pin**

Place your map pin at the exact entrance or primary business location. Service-area businesses should accurately define the areas they serve.

☐ **Choose the Right Primary & Secondary Categories**

Select the most accurate primary category first, then add all relevant secondary categories. Categories play a major role in determining which searches your business appears in.

☐ **Update Business Hours & Special Hours**

Maintain accurate opening hours and update holiday or event hours whenever necessary. Incorrect hours often lead to poor customer experiences.

☐ **Write a Compelling Business Description**

Create a clear description (up to 750 characters) explaining what you do, who you serve, and what makes your business unique. Naturally include relevant services and location keywords without keyword stuffing.

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2. Profile Completeness

A complete profile signals legitimacy and provides Google with more information to match your business with relevant searches.

☐ **Add Relevant Attributes**

Select all applicable attributes, such as women-owned, wheelchair accessible, free Wi-Fi, outdoor seating, online appointments, payment methods, LGBTQ+ friendly, delivery, or takeaway. Attributes improve visibility and filtering.

☐ **List Services & Products**

Add every major service and product with clear titles, concise descriptions, and pricing where appropriate. Well-structured listings improve search relevance.

☐ **Add Website & Appointment Links**

Include your website URL and a direct booking or appointment link if applicable. Ensure both function properly on mobile devices.

☐ **Use a Local Phone Number**

Whenever possible, use a local landline or mobile number instead of a national or tracking number to build trust with nearby customers.

☐ **Define Your Service Area**

If your business serves customers at their location, specify the cities, regions, or service radius you cover.

3. Photos, Videos & Virtual Tours

Visual content significantly influences clicks, customer trust, and engagement.

☐ **Upload High-Quality Photos**

Aim for at least 10 photos, including your logo, exterior, interior, team, products, services in action, before-and-after images, and completed projects. Continue adding fresh, high-quality photos regularly.

☐ **Upload Short Videos**

Share short videos highlighting your team, workspace, products, or services. Videos increase engagement and help potential customers connect with your business.

☐ **Add a 360° Virtual Tour**

For physical locations, provide a virtual tour so customers can explore your premises before visiting. Virtual tours often increase customer confidence.

4. Reviews & Customer Engagement

Reviews are among the strongest local ranking and conversion factors.

☐ **Build a Steady Flow of Reviews**

Encourage satisfied customers to leave genuine reviews through follow-up emails, SMS, QR codes, or in-person requests. Never purchase reviews or offer incentives that violate Google's policies.

☐ **Respond to Every Review**

Reply to both positive and negative reviews within a few days. Thank customers, address concerns professionally, and demonstrate that you value feedback.

☐ **Monitor & Answer Questions (Q&A)**

Review your Questions section regularly and respond promptly. You can also publish frequently asked questions yourself to provide useful information.

☐ **Enable Messaging**

Allow customers to contact you directly through your Google Business Profile and respond promptly to inquiries.

☐ **Publish Google Posts Regularly**

Share offers, events, business updates, tips, promotions, and new products or services. Aim to publish one to four posts each month to keep your profile active.

5. Advanced Features & Conversion Tools

☐ **Enable Online Booking**

If your business accepts appointments, integrate Google's booking feature or link directly to your own scheduling system to reduce friction and improve conversions.

☐ **Add a Product Catalog**

Retail and product-based businesses should maintain an up-to-date catalog with product images, descriptions, and pricing.

☐ **Keep Special Hours Updated**

Update holiday and event hours before they occur to prevent customer frustration and reduce negative reviews.

6. Analytics & Ongoing Maintenance

Google Business Profile optimization is an ongoing process rather than a one-time task.

☐ **Review Performance Insights Monthly**

Monitor profile views, searches, calls, website clicks, direction requests, and photo performance. Use these insights to refine your categories, services, photos, and posting strategy.

☐ **Connect Analytics**

Where possible, connect your Google Business Profile to Google Analytics to better understand how visitors interact with your website.

☐ **Perform Regular Profile Audits**

Every 30 to 60 days, review your hours, categories, attributes, services, photos, phone numbers, and website links to ensure everything remains accurate and current.

☐ **Stay Active**

Regularly upload new photos, publish posts, respond to reviews, and answer customer questions. Consistent activity helps demonstrate that your business is active and engaged.

Pro Tips for Better Local Rankings

- Prioritize accuracy and consistency over aggressive keyword usage.

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- Test your profile regularly on mobile devices, as most local searches happen on smartphones.
 - A thoughtful response to a negative review often creates a better impression than a perfect rating.
 - Upload fresh photos regularly to show your business is active.
 - Choose categories and attributes that reflect how real customers search for your business.
 - If you have multiple locations, create and optimize a separate Google Business Profile for each one.
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Final Note

This checklist reflects Google Business Profile best practices. As Google's features and ranking factors continue to evolve, review your profile regularly and stay informed about platform updates.

Treat this as a living document and revisit it quarterly to keep your Google Business Profile fully optimized.

Need Help Optimizing Your Google Business Profile?

A fully optimized Google Business Profile can increase your local visibility, attract more qualified leads, and help convert more searches into customers.

If you'd like a professional audit or complete optimization of your Google Business Profile, get in touch today.

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