Google Business Profile Optimization Checklist

Profile completeness

- Business name matches signage exactly — no keyword stuffing
- Primary category correct; 2-4 secondary categories added
- Full address, service areas, and hours (including holidays) filled
- Phone number local and answered during hours
- Website link uses UTM tracking

Visuals & content

- Cover photo high-resolution and on-brand
- 10+ real photos: interior, exterior, team, work
- New photos added monthly
- Weekly GBP posts (offer, update, or event)
- Products/services listed with descriptions

Reviews engine

- Review link shortened and saved
- Ask every happy customer — aim for 5+/month
- Respond to every review within 48 hours
- Negative reviews answered calmly and professionally
- Keywords appear naturally in responses

Rankings hygiene

- No duplicate listings (search Maps for doubles)
- No PO boxes or virtual offices as address
- No fake reviews — ever
- Check insights monthly: calls, direction requests, searches
- Re-scan map grid quarterly and fix weak zones

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