

Google Business Profile Optimization Checklist

The complete step-by-step guide to fully optimizing your GBP listing for maximum local visibility

Why This Checklist Matters

46% of all Google searches have local intent. Your Google Business Profile is often the FIRST thing potential customers see when they search for your services. A fully optimized profile can be the difference between getting the call and losing it to a competitor.

This checklist covers every field, setting, and strategy you need to fully optimize your GBP listing. Work through it section by section, and you'll have a profile that outperforms 90% of your local competitors.

Section 1: Basic Information

Get the fundamentals right. Inconsistent or incomplete business info is the #1 reason profiles underperform.

- **Business name matches your real-world signage exactly**

- *Google penalizes keyword stuffing in business names. Use your actual business name, nothing more.*

- **Primary category selected accurately**

- *Choose the most specific category that fits. 'Plumbing Contractor' is better than 'Contractor.'*

- **Additional categories added (up to 9)**

- *Add every relevant secondary category. This expands the searches you show up for.*

- **Complete business address entered**

- *Must match your address everywhere else online — website, directories, social media.*

- **Service area defined (if applicable)**

- *For businesses that travel to customers, define your service area by city or zip code.*

- **Phone number is local (not toll-free)**

- *Google prefers local area codes. Use your real business line, not a tracking number on GBP.*

■ **Business hours are accurate**

■ *Include special hours for holidays. Businesses with hours listed get more engagement.*

■ **Website URL links to your homepage**

■ *Or a dedicated landing page. Make sure it loads fast and is mobile-friendly.*

■ **Business description is keyword-rich (750 chars)**

■ *Include your primary services, service area, and key differentiators. Write for customers, not Google.*

■ **Opening date is set**

■ *Helps Google understand your business history and legitimacy.*

Section 2: Photos & Visual Content

Profiles with photos get 42% more direction requests and 35% more website clicks.

- **Logo uploaded (square, high-resolution)**

- *This appears in search results. Make sure it's clear and recognizable at small sizes.*

- **Cover photo uploaded (landscape, 1024x575px)**

- *Choose a photo that represents your business well — your best work, your team, your storefront.*

- **At least 10 business photos uploaded**

- *Interior, exterior, team, work examples. Real photos, not stock images.*

- **Photos are geo-tagged with your location**

- *Use a tool like Geolmgr to embed location data before uploading.*

- **New photos added at least monthly**

- *Fresh photos signal an active business. Set a reminder to upload regularly.*

- **Video content uploaded (if available)**

- *Short videos of your team, your work, or customer testimonials.*

Section 3: Reviews & Reputation

Reviews are the #1 local ranking factor after GBP signals. More reviews = higher rankings = more calls.

- **Review generation system in place**

- *Send automated follow-up emails or texts after every job asking for a Google review.*

- **Direct review link created and shared**

- *Google lets you create a short link that takes customers directly to your review form.*

- **Every review gets a response within 48 hours**

- *Thank positive reviewers by name. Address negative reviews professionally and constructively.*

- **Review responses include keywords naturally**

- *Example: 'Thank you for choosing us for your HVAC repair in Dallas!'*

- **Negative reviews addressed with resolution offers**

- *Show future customers that you handle problems professionally.*

- **Target: 20+ reviews minimum, 4.5+ star average**

- *Most consumers won't consider a business with fewer than 10 reviews or below 4 stars.*

Section 4: Posts & Content

Regular GBP posts signal an active business and give you more opportunities to rank for relevant searches.

- **Publishing at least 1 post per week**

- *Consistency matters more than perfection. Even a simple update keeps your profile active.*

- **Using all post types: Updates, Offers, Events**

- *Rotate between types to keep content fresh and take advantage of each format.*

- **Posts include relevant keywords naturally**

- *Include your service type and location in posts. Don't stuff — write naturally.*

- **Posts include a call-to-action button**

- *Every post should have a CTA: Call Now, Learn More, Book Online, Get Quote.*

- **Posts include a high-quality image**

- *Posts with images get significantly more engagement than text-only posts.*

- **Seasonal and promotional posts planned monthly**

- *Plan content around seasons, holidays, and promotions relevant to your industry.*

Section 5: Products & Services

- **All services listed with descriptions**

- *Add every service you offer. Each one creates another opportunity to match a search query.*

- **Service descriptions include target keywords**

- *Write 2-3 sentences per service with natural keyword usage.*

- **Pricing added where appropriate**

- *Transparency builds trust. Add pricing ranges if you can.*

- **Products section used (if applicable)**

- *Even service businesses can use Products to showcase service packages or specialties.*

Section 6: Q&A; Management

- **Seed 10-15 common questions and answers**

- *Ask and answer your own FAQs. This is allowed and recommended by Google.*

- **Questions include relevant keywords**

- *Example: 'Do you offer emergency plumbing services in [city]?'*

- **Monitor for new questions weekly**

- *Unanswered questions look bad. Set up notifications so you can respond quickly.*

■ **Upvote your own best Q&As;**

■ *Upvoted answers appear first. Make sure the most helpful answers are at the top.*

Want us to handle all of this for you?

Get a free Google Business Profile audit from Signal Peak Digital.
We'll review your current profile and show you exactly what needs to change.

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