

Google Business Profile Optimization Checklist

For local service businesses - interactive PDF checklist

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Use this checklist to review visibility, trust, and conversion opportunities across Google Search and Google Maps.

1. Core Business Information

- ☐ Business name matches the real-world business name
- ☐ No extra keywords, city names, or service terms are added to the business name
- ☐ Primary category matches the main service
- ☐ Secondary categories are relevant
- ☐ Phone number is correct and actively answered
- ☐ Website URL is correct
- ☐ Appointment or booking URL is added if available
- ☐ Business hours are accurate
- ☐ Holiday or special hours are added
- ☐ Address or service area is correct
- ☐ Service area reflects where the business actually works

2. Services

- ☐ Main services are added to the profile
- ☐ High-value services are included
- ☐ Service names are clear and customer-friendly
- ☐ Service descriptions are added where useful
- ☐ Services match the website's service pages
- ☐ Services match what customers actually search for
- ☐ Irrelevant services are removed
- ☐ Service areas match the actual locations served

3. Business Description

- ☐ First sentence clearly explains what the business does
- ☐ Main services are mentioned naturally
- ☐ Main location or service area is mentioned naturally
- ☐ Description sounds human, not keyword-stuffed
- ☐ Description avoids exaggerated claims
- ☐ Description explains why someone should choose the business
- ☐ Description is easy for a customer to understand

4. Photos and Visual Trust

- ☐ Logo and cover photo are uploaded
- ☐ Exterior or interior photos are added where relevant
- ☐ Team or staff photos are added
- ☐ Real work, project, product, or service photos are added
- ☐ Vehicle or equipment photos are added if relevant
- ☐ Photos are recent, clear, and professional
- ☐ Outdated or irrelevant photos are removed where possible

5. Reviews and Reputation

- ☐ Business has a simple review request process
- ☐ Review link is easy to send to customers
- ☐ Recent happy customers are asked for reviews
- ☐ Reviews mention specific services where natural
- ☐ Owner responds to positive reviews
- ☐ Owner responds professionally to negative reviews
- ☐ Review responses sound personal, not copy-pasted
- ☐ Business avoids fake reviews and review gating

6. Website Alignment

- ☐ Website uses the same business name, phone number, and location/service area
- ☐ Website clearly shows the main services
- ☐ Website has clear call buttons and an easy contact form
- ☐ Main service pages exist
- ☐ Location or service area pages exist where relevant
- ☐ Website works well on mobile
- ☐ Website builds trust with reviews, photos, team info, certifications, or examples
- ☐ Google profile links to the strongest relevant page

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7. Local SEO Signals

- ☐ Name, address, and phone number are consistent across key directories
- ☐ Website title tags mention core services and location where appropriate
- ☐ Important services have dedicated pages
- ☐ Important locations or service areas have dedicated pages where relevant
- ☐ Internal links point to important service pages
- ☐ Contact page includes business details and service area
- ☐ Website content matches the services the business wants to rank for
- ☐ Local testimonials, projects, or examples are added where possible

8. Competitor Comparison

- ☐ Primary category compared against top local competitors
- ☐ Review count, rating, and freshness compared
- ☐ Photos and profile completeness compared
- ☐ Services listed compared
- ☐ Website quality and calls-to-action compared
- ☐ Service and location pages compared
- ☐ Business description and trust signals compared
- ☐ Obvious competitor advantages identified

9. Conversion Check

- ☐ A customer can quickly understand what the business does
- ☐ A customer can see whether the business serves their area
- ☐ A customer can tell whether the business is open
- ☐ A customer can call, book, or request a quote easily
- ☐ The profile and website look trustworthy
- ☐ Recent reviews and real examples are visible
- ☐ The mobile experience is easy to use
- ☐ There is a clear next step

Final Outcome

- ☐ The profile clearly shows what the business does
- ☐ The profile clearly shows where the business serves customers
- ☐ The profile gives customers a reason to trust the business
- ☐ The profile makes it easy to contact, book, or request a quote
- ☐ The profile helps turn local visibility into qualified calls, messages, bookings, and customers

10. Ongoing Maintenance

Weekly

- ☐ Check for new reviews and respond to them
- ☐ Add new photos if available
- ☐ Check profile edits or suggested changes
- ☐ Review calls, messages, direction requests, and website clicks

Monthly

- ☐ Review competitor changes and update services if needed
- ☐ Add fresh project photos
- ☐ Check business hours and holiday hours
- ☐ Look for missed service or location opportunities

Quarterly

- ☐ Re-audit categories, services, photos, reviews, and website alignment
- ☐ Compare against top competitors again
- ☐ Update the action plan based on performance

11. Priority Issues

High Priority

- ☐ Wrong primary category
- ☐ Incorrect phone number, website URL, address, service area, or hours
- ☐ Missing important services
- ☐ Weak or outdated photos
- ☐ No review strategy
- ☐ Poor mobile website experience or no clear way to call/book

Medium Priority

- ☐ Thin business description or missing useful secondary categories
- ☐ Inconsistent directory listings
- ☐ Weak service or location pages
- ☐ Generic review responses or weak website trust signals

Low Priority

- ☐ Minor wording improvements, small photo updates, or extra profile polish