Google Business Profile Checklist

Prepare accurate business information and check Google's current eligibility and representation rules before creating or changing a profile.

Put it into practice

1. Use the real business name and accurate contact details, hours, service information, and relevant categories.

2. Choose the address or service-area setup that matches how you actually serve customers; follow the current Google rules.

3. Add permitted photos and keep information current. Test the website and phone links.

Starter example

Monthly check: hours correct; phone and site work; service details accurate; photos permitted; customer questions answered without disclosing private information.

Your next action

Details to verify / missing photos / next review date

Official reference: support.google.com/business/answer/3038177
Read the current guidelines before setup. Visibility and customer enquiries are not guaranteed.

Continue with the practical decision guide and worksheet on the next pages.

Prepare a source of accurate business facts

Work through the decision

Keep a master record of your real business name, public contact method, website, service model, normal hours, and actual services. This makes updates more consistent across your site and profile. Check the current Google guidelines rather than guessing how an address or service area should be represented.

Before setup, confirm that the business is eligible and determine which location or service-area arrangement applies. Avoid duplicate profiles or an address that does not represent the actual business. Follow the verification process offered by Google. A verification attempt is not evidence that every detail is correct.

A situation to learn from

Example: a mobile provider changes its phone number but leaves the old number on the website. A customer sees conflicting details and cannot reach the business. Update the master record, website, and profile together, then test the public contact route from a phone.

How to respond

Use a monthly review for hours, links, service descriptions, photos, and unanswered enquiries. Review sooner when details change. Public replies should not reveal customer addresses, access instructions, or job disputes. Accurate information helps customers assess the service; it does not guarantee rankings or bookings.

Profile accuracy audit

Use this page with your own service and circumstances. Record assumptions separately from confirmed facts, and update the plan using actual work.

Identity: actual business name / relevant category / verification status

Location: real service model / address or area setup checked against current rules

Contact: public phone / website / hours / service descriptions

Maintenance: change needed / owner / due date / public test completed

Review before taking the next step

Official reference: https://support.google.com/business/answer/3038177 . Use this source to check eligibility and representation before creating or modifying a profile.

- [ ] Current official guidance reviewed.
- [ ] Business facts consistent with website.
- [ ] Photos owned or permitted.
- [ ] Public replies protect customer privacy.

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