



Google Business Profile Management Checklist & Audit Guide

Use this checklist to periodically audit your Google Business Profile and ensure it stays optimized and competitive. Ideally, conduct this audit at least once per quarter, or whenever your services, team, or offerings change. Each item supports a key aspect of profile performance, helping you maintain visibility, engagement, and customer trust.

- ☐ **Profile claimed & verified** - Ensure you control your listing and can manage updates.
- ☐ **Setup as Service-Area Business** - Correctly reflect your service model if you don't operate a storefront.
- ☐ **Service areas and categories configured** - Target relevant geographic areas and choose accurate categories to improve search relevance.
- ☐ **Services listed with geo-linked titles & descriptions** - Help customers (and Google) understand exactly what you offer and where.
- ☐ **Q&A seeded with FAQs and actively monitored** - Address common questions up front and prevent misinformation.
- ☐ **Products/offers added with clear pricing** - Attract attention and encourage conversions with compelling offers.
- ☐ **Booking enabled or clear contact info provided** - Remove friction so customers can easily schedule services or contact you.
- ☐ **Photo and video gallery updated** - Keep your profile visually engaging and current to build trust and interest.
- ☐ **Phone/voicemail system set up** - Ensure customers receive timely responses, improving lead conversion.
- ☐ **Review requests deployed; responses given** - Consistently gather fresh reviews and demonstrate excellent customer care through responses.
- ☐ **Performance metrics reviewed monthly** - Track what's working and adjust tactics to improve profile performance.
- ☐ **Seasonal content scheduled quarterly** - Keep your profile aligned with seasonal demand and maintain engagement throughout the year.