

Google Business Profile setup checklist

Create or claim one profile, verify it, then fill every field accurately. Work through it in order.

Before you start

- ☐ A Google account connected to your business email if you have one.
- ☐ Your real business name as it appears on your storefront signage and legal documents.
- ☐ Your physical address, or a list of the cities or postal codes in your service area.
- ☐ A local phone number under your direct control.
- ☐ Your website URL.
- ☐ Your regular business hours and upcoming holiday hours.
- ☐ Your logo and real photos of your location, team, vehicles, and work.

Setup steps

- ☐ **1.** Search for your business name and address on Google first. If a listing exists, claim it or request ownership from the current manager instead of creating a duplicate.
- ☐ **2.** Enter your real-world business name exactly as customers see it on your signs and paperwork. Do not add extra keywords, search terms, or city names.
- ☐ **3.** Choose the primary category that best describes your core business. Add secondary categories only for specific services you actually offer.
- ☐ **4.** Enter your physical address if customers visit your storefront. If you travel to customers instead, set up your listing as a service area business, hide your physical address, and enter your service areas. Google allows up to 20 service areas and advises keeping the boundary within about a two-hour drive from your base.
- ☐ **5.** Add a local phone number that connects directly to your business, along with your main website URL or best location landing page.
- ☐ **6.** Review all of your entered information for accuracy, then request verification and complete the check using the options Google provides.
- ☐ **7.** Once verification is complete, enter your regular operating hours plus special hours for upcoming holidays.
- ☐ **8.** Add your services and products using plain names and short descriptions that match the text on your website.
- ☐ **9.** Write your business description. Explain what you do, the areas you serve, and who you help. Do not include URLs, HTML, price promos, or claims you cannot prove.
- ☐ **10.** Upload your logo, a cover photo, and real photos of your team, vehicles, tools, storefront, or finished work.
- ☐ **11.** Add a direct booking or appointment link if your website offers online scheduling.
- ☐ **12.** Generate your short review link inside your account dashboard and share it with customers after you finish a job. Never buy reviews or offer anything in exchange for them, and ask every customer the same way instead of only the happy ones.
- ☐ **13.** Add a trusted second person as an owner or manager in your profile settings, and learn how to transfer primary ownership if staff roles change.

Monthly upkeep

- ☐ Check that your regular hours are still accurate.
- ☐ Set special holiday hours ahead of time for the coming month.
- ☐ Respond to every new customer review in a polite, direct tone.
- ☐ Add new real photos from recent jobs or around your location.
- ☐ Check your dashboard for suggested edits from Google or the public, and accept or reject them.
- ☐ Write a short post if you have a real company update, event, or seasonal service notice.
- ☐ Check that your listed services and products still match your website.

Common mistakes that can cause suspension

- ☐ Creating duplicate profiles for the same business at the same location.
- ☐ Stuffing extra keywords, services, or city names into your business name field.
- ☐ Using a virtual office, unstaffed coworking space, or mailbox store as your physical address.
- ☐ Listing a PO Box as a storefront address.
- ☐ Displaying a street address for a home-based business instead of hiding it as a service area business.
- ☐ Using a routed call-center phone number instead of a direct local phone number.
- ☐ Posting fake reviews or paying for reviews.

Google help pages used

support.google.com/business/answer/3038177 (guidelines)
support.google.com/business/answer/10514137 (sign up)
support.google.com/business/answer/7039811 (get started)
support.google.com/business/answer/9157481 (service area)
support.google.com/contributionpolicy/answer/7400114 (reviews policy)