LOCAL SEO CHECKLIST

Google Business Profile Checklist

Get found, get called, get chosen on Google Maps and Search

When someone nearby searches for what you offer, your Google Business Profile is often the first thing they see. Use this checklist to find gaps, fix them one by one, and show up stronger in local results. Tick each box as you complete it. Set aside about 45 minutes for the first pass.

1 Claim, verify and own your profile

- [ ] Your Google Business Profile is claimed and verified.
  Unverified profiles cannot be fully managed or edited.
- [ ] Two or more trusted people have access (owner and manager roles).
  Never rely on a single personal login.
- [ ] The correct business type is selected: storefront, service area, or both.
- [ ] There is one profile per location, with no duplicates or old listings.
  Search your name and phone number to catch duplicates.

2 Name, address, phone (NAP) and hours

- [ ] Business name matches your real signboard name, with no keyword stuffing.
- [ ] Address and map pin are exactly right.
  Open the pin and zoom in to confirm it sits on your entrance.
- [ ] Primary phone number works and is answered, ideally a mobile or WhatsApp-enabled number.
- [ ] Website link is added and opens correctly on a phone.
  Use a UTM-tagged link so you can track visits in analytics.
- [ ] Regular opening hours are correct, with lunch breaks or split shifts if any.
- [ ] Special hours are set for festivals and holidays.

3 Categories, services and description

- [ ] The primary category is the most specific one for your main service.
  This is among the strongest local ranking signals.
- [ ] Two to five relevant secondary categories are added.
- [ ] Every service you offer is listed, each with a short description.
- [ ] Products or menu items are added where relevant.
- [ ] Business description (up to 750 characters) says who you are, what you do, and where, in plain language.
  Add your area names and your main services naturally.
- [ ] Opening year or 'serving since' is added.

4 Photos and videos

- [ ] Logo and cover photo are uploaded in the right sizes.
- [ ] At least 10 real photos: exterior, interior, team, work in progress, and finished work.
  Real photos beat stock images.
- [ ] A short video of your place or work is uploaded.
- [ ] New photos are added every month.
  Fresh activity tells Google and customers you are open for business.
- [ ] Old, blurry, or off-brand photos are removed.

5 Reviews

- [ ] You have a short review link and a QR code placed at the counter or desk.
- [ ] You ask every happy customer for a review, ideally the same day.
- [ ] You reply to every review within 48 hours, positive or negative.
  Keep replies polite, specific, and human.
- [ ] Negative reviews get a calm reply that offers to fix things offline.
- [ ] You never buy reviews or offer rewards in exchange for reviews.
  It breaks Google's policy and can get the profile suspended.

6 Posts, Q&A and messages

- [ ] You publish at least one Google Post every week (offer, update, event, or tip).
- [ ] Every post has a photo and a clear button: Call, Book, Learn more.
- [ ] The Questions and answers section is checked. You posted the 5 most common FAQs and answered them.
- [ ] Messaging or WhatsApp is enabled, and you reply within a day.
- [ ] Booking or appointment link is added if you take bookings.

7 Attributes, tracking and monthly checkup

- [ ] Relevant attributes are ticked: wheelchair access, Wi-Fi, online appointments, women-led, and so on.
- [ ] The profile appears on mobile when you search your business name and your main service plus city.
- [ ] You check Performance every month: searches, calls, direction requests, website clicks.
- [ ] A competitor check is done: the top 3 results in your area are reviewed for their photos, reviews, and categories.
- [ ] A 15-minute monthly profile checkup is on your calendar.

How did you score? (36 checks in this list)	
Ticked 80% or more	You are in strong shape. Keep it fresh every month.
Ticked 50% to 79%	Good base, but you are leaving easy wins on the table.
Ticked below 50%	Big opportunity. Fixing the basics first can move the needle fast.

Want us to do this for you?

We set up, optimise and manage Google Business Profiles for local businesses across Jaipur and India, including reviews, posts, photos and local SEO. Tell us about your business and we will send a free profile review.

Get started: visionview360.com/form-get-started/