

Google Business Profile Checklist

Score yourself, one point each.

Foundation

- ☐ Profile claimed and verified
- ☐ Business name is your real name, no keywords
- ☐ Primary category is "Plumber" (or the most accurate specific category)
- ☐ Secondary categories added for services you truly offer
- ☐ Address correct, or correctly hidden if you're service-area only
- ☐ Service area lists the towns you actually drive to
- ☐ Phone matches your website exactly
- ☐ Website URL correct

Detail

- ☐ Every service listed, each with a description
- ☐ Description written for humans, in your keyword language
- ☐ Regular hours accurate
- ☐ Holiday hours set 12 months out
- ☐ Emergency/24-hour service reflected if you offer it
- ☐ Attributes completed

Content

- ☐ 20+ photos, including real jobs and real techs
- ☐ Photos added in the last 30 days
- ☐ 10+ questions seeded and answered in Q&A (no Q&A on your profile? See Chapter 11, and count this item and the next as done)

- ☐ No unanswered questions, no wrong answers from strangers

Reviews

- ☐ At least one review in the last 30 days
- ☐ Every review from the last 90 days has a response
- ☐ No gating, incentives, or insider reviews anywhere in your process

Maintenance

- ☐ Suggested edits checked in the last 30 days
- ☐ Profile metrics reviewed in the last 30 days

21-23: Strong. Put your effort into reviews and your website. **14-20:** Typical. The gaps are your cheapest wins. **Under 14:** There's real money in an afternoon of work.