

Google Business Profile Checklist

A practical checkup to help customers find, understand, and trust your business on Google.

Why this matters

A Google Business Profile can be one of the first places a potential customer encounters your business. Use this checklist to review whether your profile accurately represents your business and gives people useful, current information for taking the next step.

How to use this checklist

For each item, mark **Complete**, **Needs Attention**, or **Not Applicable**. Features can vary by business category, location, eligibility, and profile type.

Complete	Needs Attention	Not Applicable
[]	[]	[]

Verified against current Google guidance: August 28, 2026

Resource version: 1.0

This educational resource is not affiliated with or endorsed by Google. Google Business Profile features and policies may change.

1. Eligibility, Verification & Business Basics

- [] The business is eligible for a Google Business Profile because it has a customer-facing location or serves customers in person within a local area.
- [] The Business Profile has been claimed and verified.
- [] The business name matches the real-world name used consistently on the website, signage, stationery, and other branding.
- [] The primary category is the most specific available category that accurately represents the core business.
- [] Only relevant additional categories are used. Categories are not being added merely as keywords.
- [] The phone number is current, controlled by the business, and connects customers to the actual business.
- [] The website link works and represents the actual business.
- [] The business description is accurate, useful, and focused on the business, products, services, mission, or history. It does not contain links or promotional pricing language.

NINZ CHECK: Accuracy comes before optimization. A profile should represent the business as it actually operates.

2. Location, Service Area & Hours

- [] The business address is accurate if customers are served at that location.
- [] If the business travels to customers and does not serve customers at its address, the address is hidden and the service area is used instead.
- [] Service areas are specific and accurate. Google allows up to 20 service areas and does not use radius-based service areas.
- [] Regular customer-facing hours are current where hours are appropriate for the business type.
- [] Special hours are reviewed for holidays, temporary schedule changes, and special events.
- [] Additional or service-specific hours are used when relevant and available.

3. Services & Customer Information

- ☐ Current services are represented on the profile when the Services feature is available for the business category.
- ☐ Service names are clear and accurate.
- ☐ Service descriptions are current and useful.
- ☐ Prices are accurate when the business chooses to display them.
- ☐ Outdated services have been removed or corrected.
- ☐ Relevant business attributes have been reviewed and updated when available.
- ☐ Relevant action links, such as booking, ordering, reservation, or appointment links, are accurate when available.

Remember: Not every Business Profile has the same fields or features. Availability can depend on category and business type.

4. Photos & Visual Credibility

- ☐ The profile includes a current logo when appropriate.
- ☐ A cover photo has been selected that represents the business well.
- ☐ Current photos accurately show the business, products, services, team, location, or customer experience where appropriate.
- ☐ Photos are clear, well lit, and do not rely on excessive filters or alterations that misrepresent reality.
- ☐ Old or misleading owner-uploaded images have been reviewed and removed when appropriate.
- ☐ New, useful business photos are added when there is something current and relevant to show.

Important: Selecting a cover photo does not guarantee that Google will display it as the first image on the profile.

5. Reviews & Reputation

- ☐ The business has an easy, policy-compliant way to share its Google review link or QR code with customers.
- ☐ Reviews are monitored regularly.
- ☐ The business replies to customer reviews when appropriate.
- ☐ Review responses are professional, useful, and specific to the customer experience when possible.
- ☐ Negative reviews are handled calmly and professionally.
- ☐ Responses avoid disclosing private or sensitive customer information.
- ☐ The business does not buy fake reviews or ask anyone to post a review that does not reflect a genuine experience.
- ☐ The business does not offer payment, discounts, free goods, services, or other benefits in exchange for a review, review revision, or removal of a negative review.
- ☐ The business does not pressure customers for a particular star rating or otherwise attempt to manipulate its rating.

NINZ CHECK: Don't just count stars. Look for patterns. What do customers repeatedly praise? What questions or concerns appear more than once? Reviews can provide useful business feedback.

6. Ongoing Accuracy & Website Alignment

- ☐ Profile information is reviewed periodically instead of being forgotten after setup.
- ☐ Google-suggested or Google-generated profile updates are reviewed for accuracy.
- ☐ Business changes are reflected on the profile, including hours, contact information, location, service area, and services.
- ☐ Customer-facing links are tested periodically.
- ☐ Duplicate or outdated profiles are investigated when discovered.
- ☐ The business name, contact information, core services, and customer expectations are reasonably consistent between the Google Business Profile and the business website.
- ☐ The website supports the core claims and services presented on the Business Profile.

Your Next 3 Priorities

Do not try to fix everything at once. Choose the three items that would most improve accuracy, clarity, or customer trust.

1. _____

2. _____

3. _____

One improvement I can complete this week

Can people find accurate information about your business?	Can they quickly understand what you do and how to take the next step?	Does the information they encounter support confidence in the business?

Being visible is only part of the job.

Being accurate, understandable, and credible when someone finds you matters too. Review your Google Business Profile periodically, especially when your hours, services, contact information, location, website, or business operations change.

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Verification note: Version 1.0 was reviewed against current Google Business Profile Help and Google Maps user-generated content policies on August 28, 2026. Key areas checked included eligibility, verification, business representation, categories, service areas, hours, services, photos, Google updates, and review integrity. Because Google can change Business Profile features and policies, NINZ should periodically re-review this resource.