

Checklist for YOUR GOOGLE BUSINESS PROFILE



A practical guide to help
small businesses
get found online

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Attract More Customers with a Fully Optimised Profile

Use this checklist to make sure your Google Business Profile is working as hard as you are. Tick off each item as you complete it.



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This is the link to claim and verify your profile...

<https://business.google.com/en-all/business-profile/>

Profile Basics

- ☐ Claim and verify your Google Business Profile
 - ☐ Choose the most relevant business category
 - ☐ Add your business name consistently across all platforms
 - ☐ Add an accurate phone number
 - ☐ Add your website link
 - ☐ Include your email address if appropriate
 - ☐ Add your business hours
 - ☐ Complete every section of your profile
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Write a Strong Business Description

- ❑ Clearly explain what you do
- ❑ Include your main products or services
- ❑ Mention who you help
- ❑ Add relevant keywords naturally
- ❑ Include what makes your business unique
- ❑ Keep your description customer-focused

Example: "I help handmade and creative businesses attract more customers through social media marketing, content creation and marketing coaching."

Showcase Your Creative Work

- ❑ Upload a professional logo
- ❑ Add a cover image that reflects your brand
- ❑ Upload photos of your products
- ❑ Upload photos of your workspace or studio
- ❑ Share behind-the-scenes images
- ❑ Add images from events, markets or workshops
- ❑ Update photos regularly

Tip: Businesses with recent images often appear more active and trustworthy.

Add Products and Services

- ❑ List all products and services you offer
- ❑ Write clear descriptions for each
- ❑ Include pricing where appropriate
- ❑ Add relevant images
- ❑ Update services when your offers change

Examples:

- ❑ Handmade jewellery
- ❑ Art commissions
- ❑ Craft workshops
- ❑ Social media coaching
- ❑ Content writing services

Collect Customer Reviews

- ❑ Create a direct review link
- ❑ Ask happy customers for reviews
- ❑ Respond to every review
- ❑ Thank customers for positive feedback
- ❑ Address concerns professionally
- ❑ Encourage reviews that mention specific products or services

Remember: Reviews help build trust with both local and online customers.

Use Google Posts Regularly

- ❑ Share a helpful tip
- ❑ Promote a new product or service
- ❑ Highlight customer success stories
- ❑ Share behind-the-scenes content
- ❑ Announce events or workshops
- ❑ Promote seasonal offers

Aim to post at least once per week.

Answer Common Questions

- ❑ Add answers to frequently asked questions
- ❑ Include delivery information
- ❑ Explain how customers can order
- ❑ Share workshop booking details
- ❑ Clarify turnaround times
- ❑ Explain custom order processes

Examples:

- ❑ Do you ship internationally?
 - ❑ Do you offer custom orders?
 - ❑ How can I book a workshop?
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Improve Visibility in Search

- ☐ Use keywords naturally throughout your profile
- ☐ Add your service areas
- ☐ Keep business information consistent online
- ☐ Link to your website
- ☐ Keep your profile updated
- ☐ Monitor profile performance monthly

Monthly Maintenance Checklist

Every month:

- ☐ Add new photos
 - ☐ Publish at least four Google Posts
 - ☐ Check contact information is correct
 - ☐ Review profile insights
 - ☐ Request new customer reviews
 - ☐ Update products and services
 - ☐ Respond to all new reviews and questions
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Need help reviewing your Google Business Profile?

I help creative and service businesses improve their visibility, attract more customers and create effective marketing strategies. Get in touch to learn more about my profile reviews and marketing coaching services.

Quick Win Challenge

Complete these three tasks today:

- ☐ Upload five new photos
- ☐ Publish one Google Post
- ☐ Ask one customer for a review

Small actions can lead to increased visibility, more enquiries and greater trust in your business.



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