

SFX MEDIA GROUP



# GOOGLE BUSINESS PROFILE

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## CHECKLIST



# GOOGLE BUSINESS PROFILES CHECKLIST

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## Purpose:

This checklist is designed to help you create and maintain an effective Google Business Profile that attracts customers and enhances your business's local visibility. Follow these steps to optimize your profile and engage with potential customers effectively.

## Checklist

### 1. Create a Google Account

- ☐ Sign up at [accounts.google.com](https://accounts.google.com) and select "To manage my business."
- ☐ Use a professional email linked to your business for important updates.

### 2. Add Your Business to Google Maps

- ☐ Open Google Maps, sign in with your business account, and select "Add your Business."
- ☐ Ensure your business name and details are correctly entered.

### 3. Verify Your Business

- ☐ Choose a verification method (e.g., postcard, phone) and follow instructions to verify your profile.

- ☐ Complete verification to access all features.

**4. Fill Out Your Core Business Information**

- ☐ Enter your exact business name, address, phone number, and website URL.
- ☐ Update business hours, including special holiday schedules.

**5. Choose Accurate Business Categories**

- ☐ Select the most specific primary category that describes your business.
- ☐ Add additional relevant categories.

**6. Write a Compelling Business Description**

- ☐ Highlight unique features and services using relevant keywords naturally.
- ☐ Keep it concise (150-300 words) and avoid promotional language.

**7. Upload High-Quality Photos and Videos**

- ☐ Include a cover photo, logo, interior, and exterior images.
- ☐ Follow Google's image quality standards (format, size, resolution).

**8. Set Up Additional Profile Features**

- ☐ Enable messaging, booking, products, and services, if applicable.
- ☐ Highlight WiFi availability, payment methods, and accessibility attributes.

**9. Create and Regularly Post Updates**

- ☐ Craft engaging posts at least weekly, including offers, events, and news.
- ☐ Use strong visuals and clear calls-to-action.

**10. Manage and Respond to Customer Reviews**

- ☐ Establish a system for monitoring and responding to reviews promptly.
- ☐ Acknowledge issues and thank customers, turning negative feedback into opportunities for improvement.

**11. Use Google Messaging to Engage Customers**

- ☐ Enable messaging services and set expectations for response times.
- ☐ Create personalized welcome messages and answer inquiries professionally.

**12. Track Performance with Insights and Metrics**

- ☐ Regularly review search performance, customer actions, and engagement data.  
Adjust strategies based on insights to increase visibility and interaction.

**13. Stay Informed and Update Your Profile**

- ☐ Remove outdated content and ensure all information is current.
- ☐ Consistently add new photos, offers, and engaging content.

**14. Encourage Customer Interaction**

- ☐ Ask satisfied customers for reviews and provide easy ways to leave feedback via direct links.
- ☐ Feature customer success stories and spotlight them in posts.

**15. Optimize for Mobile Viewing**

- ☐ Ensure images and text are easily readable on mobile devices.

- ☐ Test load times and functionality across different screens.

**16. Leverage Seasonal and Event-Based Opportunities**

- ☐ Plan and post around holidays, local events, and seasonal changes.
- ☐ Build excitement and participation with well-timed announcements.

**17. Compare Your Profile Against Competitors**

- ☐ Analyze competitor profiles for search rankings, posts, and review strategies.
- ☐ Adapt effective practices to maintain competitive edge.

**18. Set Specific Performance Goals**

- ☐ Define monthly targets based on customer interactions and engagement metrics.

**19. Regularly Review and Revise Your Strategy**

- ☐ Schedule periodic reviews of your whole Google Business Profile.
- ☐ Incorporate new strategies and methods based on past performance and changing needs.

**20. Reflect on Results and Insights**

- ☐ Analyze what strategies yield the best results and make informed adjustments.
- ☐ Document successful tactics for continued growth and engagement.

Following this checklist will ensure your Google Business Profile stands out and effectively draws in the local customers you aim to attract. Regular improvements and engagement can

significantly boost your visibility and customer relations.